



HAMLET OF BREWERTON STRATEGIC REVITALIZATION PLAN

September 2008

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INTRODUCTION

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INTRODUCTION



Brewerton is primarily a commuter community set in the fringe of suburban development surrounding the City of Syracuse, located 15 miles to the south.

Project Area

The project area encompasses a part of the unincorporated entity known as the hamlet of Brewerton located in the northwestern corner of the Town of Cicero on the northern edge of Onondaga County in Central New York State. The general boundary of the hamlet actually extends north into the Town of Hastings in Oswego County. This portion of the hamlet was not included within the scope of this project. The specific project area boundary is the Onondaga-Oswego County line to the north, the Cicero-Clay Town line to the west, Orangeport and Miller Roads to the south and Interstate Route 81 to the east. From a community planning perspective, the relationship between the north and south sides of Onondaga River is of particular concern because of their mutual interest and uses. Coordinated land planning and design is important so redundant efforts and conflicting plans do not evolve.

Introduction

Overview

This Strategic Revitalization Plan (hereafter referred to as the Plan) outlines a vision and an implementation strategy to revitalize Brewerton into an active, vibrant community center. The Plan itself is the result of a collaborative effort among town representatives, business and community leaders, landowners, and residents. The vision outlined within this document expresses the desired look and feel of Brewerton in the next five to ten years. The vision is a reconnection with its roots as

a waterfront community with a traditional downtown core. While this Plan seeks to propel Brewerton in new directions, it is also focused on achievable projects, which are based in reality and flexible enough to respond to market conditions and unique opportunities.

Turning the proposed projects in this Plan into reality will require the financial support of committed partners at the local, state and federal levels. The Town of Cicero has a head start with the \$764,000 grant recently awarded to it by the federal government. With this funding, the community will have to focus its efforts on a

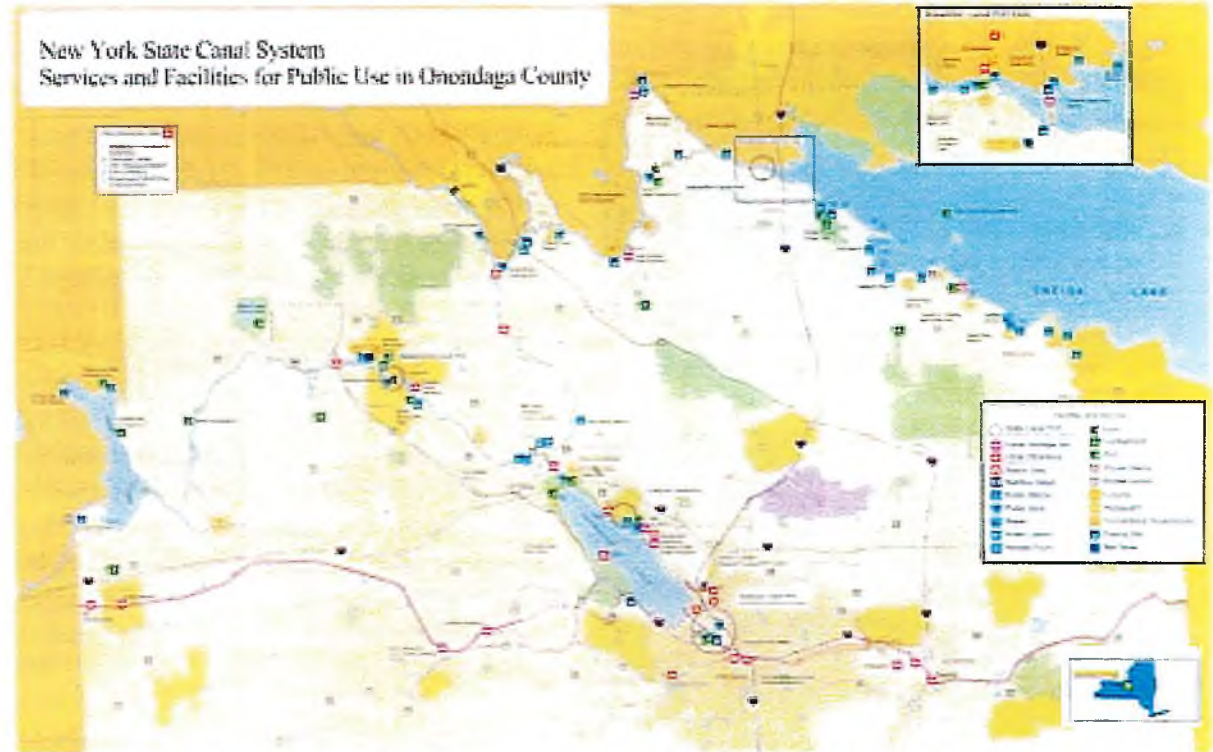


The project area has approximately 1.75 mile of waterfront

strategic early-action project or projects that will make a significant impact. This effort will signal public interest in the hamlet and set the stage for subsequent private investment.

A few points are key to understanding the Plan:

- The sketches and their descriptions herein provide a broad sense of how particular projects will function within the entire plan for the hamlet and illustrate a sense of their intended character.
- The Plan identifies key priorities for implementation that will help direct resources, as they become available, to the projects that will have the most impact.
- The document will be useful for discussions with private developers and public agencies



Map by Syracuse Metropolitan Transportation Council (SMTTC). Oneida River is part of the historic New York State Canal system downtown Brewerton



A birdseye view of downtown Brewerton

INTRODUCTION



View north of the Brewerton Bridge, c. 1940



View north of Route 11, c. 1940



View of Main Street during a Firemen's Field Day, C. 1940

History

Brewerton's economic activity has centered on its strategic location at the western end of Oneida Lake. Around 1535 to 1570, the Onondaga Nation, part of the Confederate Iroquois or Five Nations, had an active fishing village in the area. Not until 1615 did the first European, Samuel de Champlain, traverse the area.

During the French and Indian War (1754 to 1763) and the American Revolutionary War (1775 to 1783) the area was known as an important trading post and communication center. Brewerton's namesake stems from the building of Fort Brewerton. The fort was erected in August 1759 and named in honor of the British army officer, Major George Brewerton, Jr., who was in charge of construction. The fort was abandoned by 1767 after the War of the Pontiac and later burned by the Native Americans.

Brewerton began to grow as military tracts were sold and settled around the region. As a result, industries began to form in Brewerton and utilize the river and lake resources. The first industries included sawmills, a tannery, brickyard, a cheese factory and an eel fishery. One of the most well known businesses was the Strong & Pierce mill that processed grain and made cider, vinegar, and "butcher blocks." Hotels and taverns for travelers were also established in Brewerton. Oliver Stevens from Connecticut built one of the first taverns in 1789. In 1849, the first Fort Brewerton House was erected south of Fort Brewerton. This hotel burned in 1865 and was rebuilt in 1867.

Like most early American communities, the advancement of transportation directly impacted Brewerton. The footpaths of the Native Americans became the early roads in Brewerton. In 1812, the alignment of Salt Road (known today as New York State Route 11) was constructed to connect Brewerton with the First Ward of Salina (Syracuse). In 1824, the first bridge across the Oneida River was built. The extension of the Erie Canal, which connected Brewerton to Three Rivers in 1848, and the large availability of timber brought Brewerton more residents and business activity. Brewerton also evolved into a hub for steamboat building due to its waterfront location.

In 1846 the first plank road in the United States was built from Central Square to Syracuse through Brewerton. The plank road system from Central Square to Brewerton was abandoned shortly after the Syracuse Northern Railroad was completed in 1871. The Cicero Turnpike Company turned the road from Cicero to Brewerton into a gravel turnpike in 1876 and later a state road in 1912.

Between 1872 and 1878, during the period of bustling business activity and improved transportation, Brewerton had a short stint as a village. Its time as a village was halted when information was uncovered that the Village of Brewerton had never been legally incorporated.

Around the end of the 19th and beginning of the 20th century Brewerton's population decreased as most of the land in the area had been cleared of timber and the demand for plank roads and production in tanneries, sawmills and salt barrels declined. Steamships lasted for

fifty years until the tugboats with engines came into play with the widening and deepening of the Erie Canal. Prior to World War II, downtown Brewerton was the hub of the community. Like most small towns in America, the buildings along Main Street usually had several tenants—retail shops on the ground floor and offices or apartments on the upper floors. The bank, post office, and local government offices were also located here, bringing residents to the downtown on a daily basis. Since then, America's downtowns, including Brewerton's, have changed. For one thing, the interstate highway system, like Interstate 81 (constructed in 1960), changed the way Americans shop. With this system, people easily traveled longer distances to outlying shopping centers and regional malls. Areas elsewhere in the Town of Cicero became regional shopping centers, and, as a result, businesses in the hamlet downtown closed or moved, the number of shoppers diminished, and property values and sales tax revenues fell. Also, As a result of the increase in automobile usage, passenger trains stopped coming through Brewerton in 1964. Today, Brewerton continues to be mostly made up of commuters.

To revitalize its hamlet downtown today, Brewerton must look for ways to attract new businesses and customers. As a whole it must reflect natural trends and expand its cultural, educational, recreational, entertainment, and residential uses and waterfront access and attractiveness. The downtown will not be the same as it was at the turn of the 20th century, when hamlet downtown stores met most retail needs for the community. Instead, it will be based upon the realities of the regional market in the 21st century, a complementary blend of tourist-based businesses and neighborhood retail.



View south on Main Street, c. 1900



View north on Main Street, c. 1900



View south today on Main Street (Route 11) today



View north today on Main Street (Route 11) today

INTRODUCTION

Table 1-1: Project Schedule Summary

Tasks/Events	Schedule
Advisory Committee Meeting #1 (Project Kickoff)	April 4, 2007
Public Workshop	June 13, 2007
Inventory of Existing Conditions	Summer/Fall 2007
Development of Preliminary Recommendations	Fall 2007
Public Information Meeting	October 17, 2007
Draft Plan	February/March 2008
Public Information Meeting	April 16, 2008
Plan Finalization	May-Sept 2008

Planning Process

Work on the plan began in the Spring of 2007. As part of the year-long planning process an inclusive public outreach effort was conducted to solicit feedback on community issues and to build consensus on a vision of Brewerton's future. The following approaches were initiated during the planning process to ensure the effort was well-informed and addressed community concerns:

- An Advisory Committee was created to ensure the plan was locally driven and to work with the planning consultants hired by the Town of Cicero
- A community questionnaire was distributed to residents located in the Brewerton election district
- An inventory of existing conditions was compiled
- A community-wide visioning workshop was held at the Brewerton Firehouse on June 13, 2007 to collect thoughts, ideas, and desires of the residents
- A website (anewdayinbrewerton.com) was created to inform the public about revitalization efforts
- Public review of the design recommendations
- Public review of the draft plan



On June 13, 2007, approximately 120 people from the community participated in a workshop to discuss major issues and opportunities in the project area

BREWERTON TODAY

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BREWERTON TODAY

Brewerton Today

Community Characteristics

The community characteristics described below relate to the entire hamlet unless specified for the project area.

Population

In the 2000 U.S. Census, approximately 1,260 residents resided in the project area. This represents about 30% of the Hamlet of Brewerton's total population of 4,190 (see Tables 2-1 and 2-2). The population of the entire hamlet has been increasing. Between 1990 and 2000 the number of residents increased of 14.5%, a significant contrast in comparison to the region (see Figure 2-1). Additional demographic data is available in the retail market assessment found under separate cover.

Table 2-1: Census Snapshot, 2000

Project Area	
Population	1,260
Males	630
Females	630
Households (HH)	468
Average HH Size	2.8 persons

*The project area encompasses 31 complete Census blocks and one partial Census block. The partial Census block contains approximately 3 houses, which are not included in the project area calculations.

Source: U.S. Census 2000

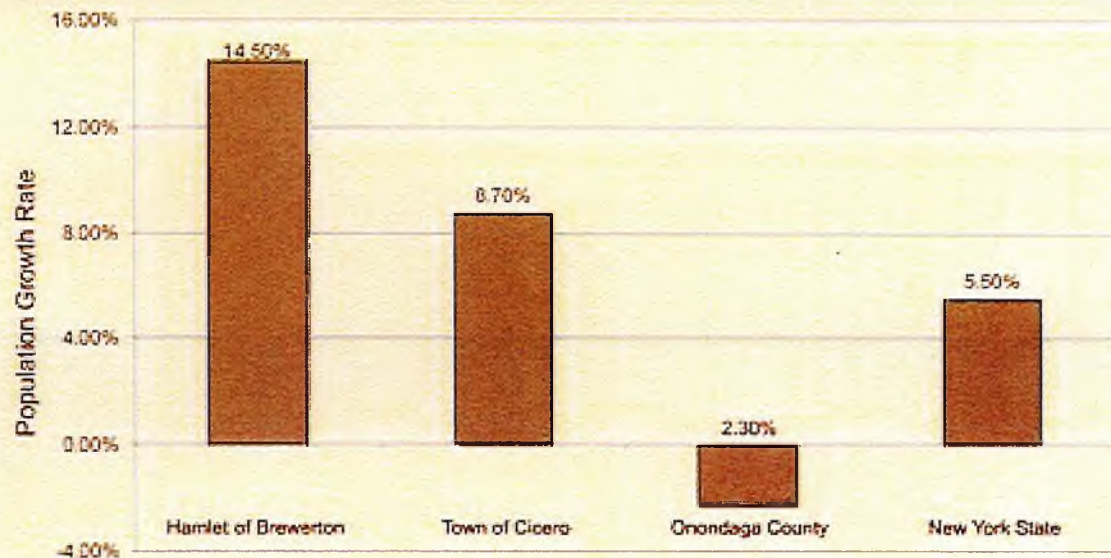
Table 2-2: Population Comparison, 2000

Year	Project Area*	Hamlet of Brewerton	Town of Cicero	Onondaga County
2000	1,260	4,190	27,982	458,336

*The project area encompasses 31 complete Census blocks and one partial Census block. The partial Census block contains approximately 3 houses, which are not included in the project area calculations.

Source: U.S. Census 2000

Figure 2-1: Population Growth, 1990 to 2000



Household Incomes

Nearly 50% of the household income distribution in the Hamlet of Brewerton falls within the middle-class ranges. In general, the hamlet's income distribution has more household incomes with lower incomes (<\$25,000) than the town, but follows consistently with the county and the state. The hamlet has a larger percentage of households earning \$25,000 to \$75,000 than the others, but lags behind the upper income percentages. Table 2-3 shows a breakdown of the hamlet household incomes in 2000.

Housing Profile

In 2000, the project area had 29 vacant housing units and a 5.8% vacancy rate. Also in 2000, the project area had 468 occupied housing units with 364 housing units or (77.8%) owner-occupied. In comparison, the project area has a similar owner-occupancy rate to the town, a higher rate than the entire hamlet, and a considerably higher rate than the county and state.

Table 2-4 breaks down the age of the housing units in the hamlet. The data reveals the hamlet had a small housing boom from 1980 to 1994 with approximately a 35% housing unit increase. Unlike typical hamlets or villages with a historic downtown, the Hamlet of Brewerton has approximately the same median age of housing units as the Town of Cicero. The hamlet and the town's housing stock are also 10 to 15 years younger than the county and state housing stock (see Table 2-5).

Table 2-3: Household Incomes, 2000

Hamlet of Brewerton		
Income	#	%
< \$10,000	79	5.8%
\$10,000-\$14,999	141	10.3%
\$15,000-\$24,999	132	9.7%
\$25,000-\$34,999	179	13.1%
\$35,000-\$49,999	247	18.1%
\$50,000-\$74,999	393	28.8%
\$75,000-\$99,999	126	9.2%
\$100,000-\$149,999	64	4.7%
\$150,000-\$199,999	5	0.4%
> \$200,000	0	0.0%

Source: U.S. Census 2000

Table 2-4: Year Housing Units Built, 2000

Hamlet of Brewerton		
Year Unit Built	# of Units	% of Total
1939 or earlier	249	16.2%
1940 to 1949	126	8.2%
1950 to 1959	234	15.2%
1960 to 1969	163	10.6%
1970 to 1979	144	9.4%
1980 to 1989	295	19.2%
1990 to 1994	244	15.9%
1995 to 1998	33	2.1%
1999 to March 2000	51	3.3%
Total:	1,539	100.0%

*Source: U.S. Census 2000

Table 2-5: Housing Units Median Year Built Comparison, 2000

	Year
Hamlet of Brewerton	1970
Town of Cicero	1969
Onondaga County	1958
NYS	1954

Source: U.S. Census 2000

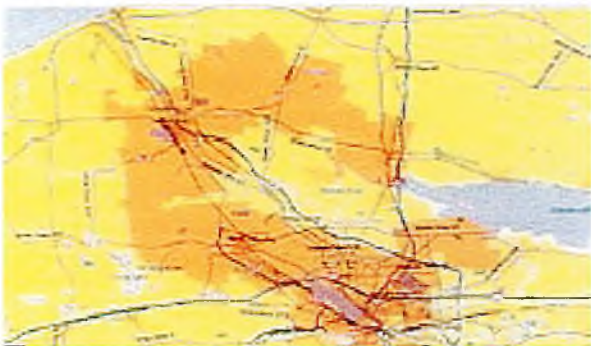
BREWERTON TODAY

Market Assessment

A revitalization strategy must take into account the regional economy and the consumer market. Successful revitalization strategies respond to economic realities in order to create realistic expectations and early results. The retail market assessment described below represents



Local consumer market



Visitor market

a summary of the analysis undertaken by the planning team's economic consultant Camoin Associates. The complete document is available in Appendix C.

Camoin Associates analyzed demographic trends, market segmentation data and retail spending data for the local Brewerton consumer market, as well as demographic trends and market segmentation data for Brewerton's visitor market. The following summarizes this analysis:

- **The local consumer market is projected to grow, while average household size is shrinking as the population ages in place and some younger families leave the area.** This results in an increase in the percentage of households in the upper income brackets. These trends could impact consumer-spending patterns in the local project area if higher income households seek out a wider range of high-end specialty products and services, as is typical.
- **Over 70% of the local consumer market falls into two market segment categories.** The largest group consists of relatively older households with modest household incomes that are phasing out of their child-rearing years and are generally conservative in their spending habits. The second market segment contains upwardly mobile young families with children who tend to spend a good deal of their disposable income on products for their children.
- **Local consumer spending data shows that strong sales leakage factors exist for: furniture stores, clothing stores, shoe stores, jewelry, luggage and leather goods stores; and sporting goods/hobby/musical instrument stores.** Brewerton's proximity to Syracuse may mean that it would be difficult for local retailers in these categories to compete with the vast offerings of national chain stores in the Syracuse area.
- **Strong sales surplus factors exist for: used merchandise stores and other miscellaneous store retailers.** This suggests that local specialty retailers may be able to compete with the vast offerings in the Syracuse area because they serve a particular niche.
- **The visitor market, based on regional zip codes of Oneida County Shores Park campground users, appears to be more diverse than the local consumer market, with households spread out over a wider range of market segments (not surprising given the wider geographic area included in the visitor market).** In general the visitor market segments are younger and less affluent, with four of the five having median household incomes below the U.S. median and three of the five having a median age lower than the U.S. median. Educational attainment levels appear to be slightly lower among the visitor market segments than the local consumer market.

- Another visitor market worth noting here is people who come to Oneida Shores County Park for fishing tournaments, particularly those anglers coming from out of state who tend to spend more per day than regional or local tournament participants. According to data compiled by park officials, there were 48 tournaments during the 2007 season which resulted in over \$2.8 million in visitor spending in the area economy.

In addition to the analysis summarized above. Camoin Associates examined the question of whether or not Brewerton can support a grocery store, based on existing sales leakage. While there is \$6.9 million in grocery store sales leakage currently occurring, that is not enough to support a grocery store by today's size standards. In addition, a small corner grocery store would need to recapture 14.5% of the current sales leakage in order to earn the average level of annual sales for this type of store. While this is not an insurmountable goal, it is not likely to be easy to recapture grocery store sales in the face of all competition in the Syracuse area.

Based on the analysis of demographic trends and market segmentation data for both the local consumer market and the visitor market, in combination with the retail leakage analysis, Camoin Associates developed, with supplemental input from the community, the following list of business types for which there appears to be a market in Brewerton. Please note that this list does not include big-box stores or corporate franchise entities, which are not likely to be consistent with the character of the hamlet.

- Restaurants
- Shops selling children's books, toys, and games
- Small corner grocer
- Book store, with coffee shop
- Movie theater
- Art galleries
- Fitness and Yoga Center
- Photography studio
- Sporting goods (bike)
- Frame shop
- Jewelry designer
- Boutique hotel

Definitions

Market segmentation - the classification of consumers according to demographic, socioeconomic, housing, and lifestyle characteristics. It is based on the concept that people with similar demographic characteristics, purchasing habits, and media preferences naturally gravitate toward each other and into the communities in which they live. Businesses utilize market segmentation analysis to identify their best markets, measure the potential demand for new products or services, and reach their markets more effectively.

Sales leakage/ Surplus factors - the comparison of supply and demand that measures the balance between the volume of supply (retail sales) generated by retail industry and the demand (spending by households [i.e., retail potential]) within the same industry. Leakage in an area represents a condition where a market's supply is less than the demand. That is, retailers outside the market area are fulfilling the demand for retail products; therefore, demand is "leaking" out of the trade area. Surplus in an area represents a condition where supply exceeds the area's demand. Retailers are attracting shoppers that reside outside the trade area, so the "surplus" is in market supply. The comparison helps a business district understand its market strengths for marketing, business expansion, and retail business expansion and recruitment opportunities.

BREWERTON TODAY



View south of Main Street (Route 11) in the downtown



View west in Riverfront Park. Visitors coming by car or boat underutilize this park. Improved vehicle and pedestrian access, additional amenities, and better organization would attract more visitors to this park and make it a vital public destination.



View west of Bartel Road commercial corridor

Existing Land Use

Tables 2.6 and 2.7 compare the relative distribution of land use in the project area and town. Residential uses are the most predominant land use within the project area. Single-family detached homes account for nearly 30% of this category. Most business activities and retail functions in the project area are located on Route 11 and Bartel Road outside of the traditional downtown. Commercial uses on these corridors are interspersed with residences and vacant land. Public and quasi-public (community service) uses include a fire department,

library, elementary school, two churches and a cemetery. The town does not own any parkland within the project area. The Town of Cicero leases the 1.2-acre Riverfront Park from the New York State Canal Corporation.

Table 2-6: Existing Land Use Summary

Project Area				
Land Use Category	# of Total Parcels	% of Total Parcels	Acres	% of Total Acres
Open Land	81	13.3%	162	34.8%
Residential Single-Family	473	78%	175	37.7%
Residential Mobile Home	4	0.7%	2	0.4%
Residential Multi-Family	7	0.7%	6	1.3%
Commercial	34	5.6%	54	11.6%
Office	2	0.3%	1	0.2%
Industry	1	0.1%	10	2.2%
Institutional/Government	8	1.3%	55	11.8%
Parks and Recreational	0	0.0%	0	0.0%
Totals	610	100.0%	465	100.0%

Source: Onondaga County's GIS System

Small vacant land parcels are scattered throughout the project area, with larger undeveloped parcels located west of Route 11 south of Guy Young Road, and on the north and south sides of Miller Road. Another sizable vacant parcel, approximately 17.5 acres, is located between Kathan Road and the Oneida Lake shoreline, immediately west of Interstate 81.

Table 2-7: Existing Land Use Summary

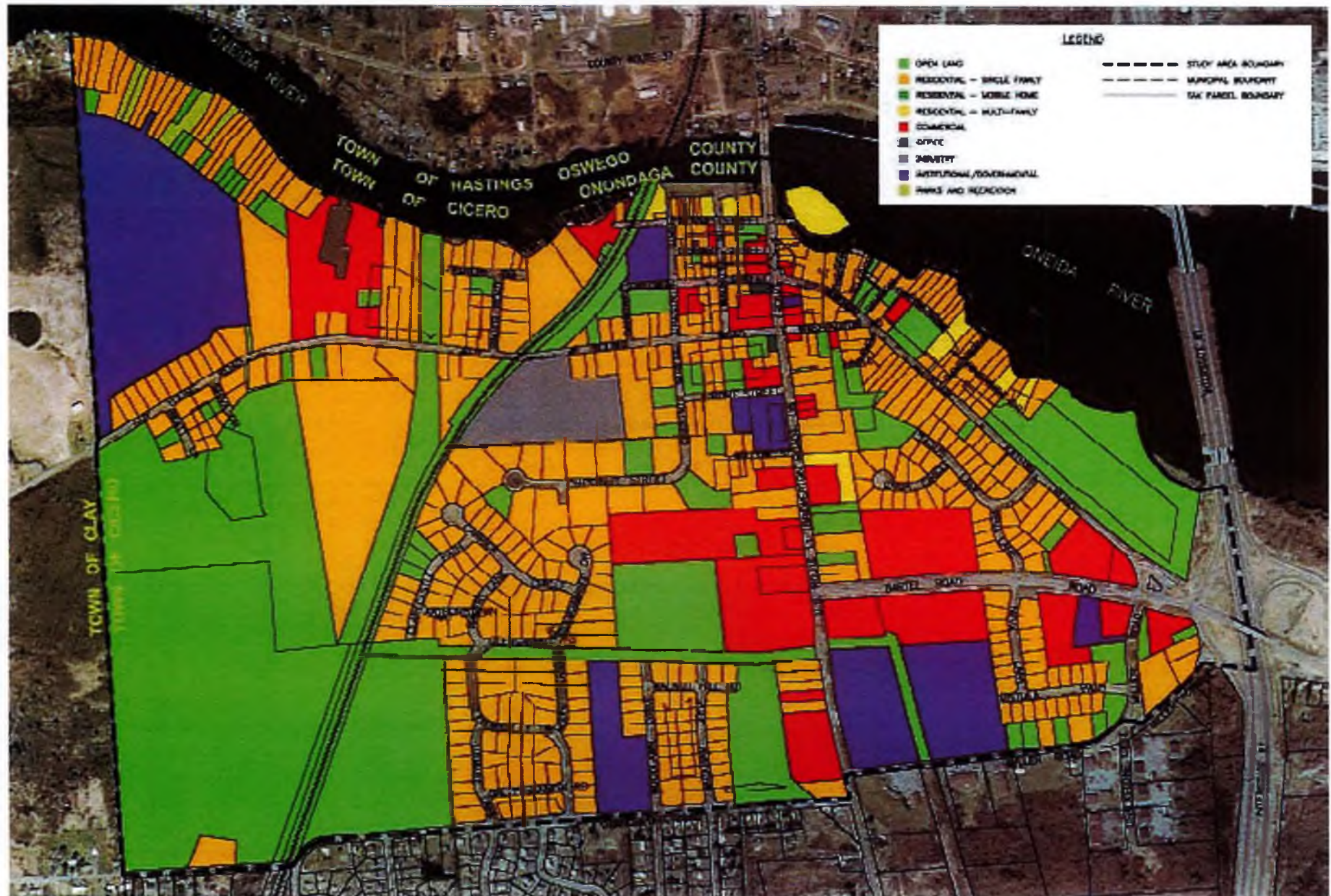
Town of Cicero				
Land Use Category	# of Total Parcels	% of Total Parcels	Acres	% of Total Acres
Open Land	1,681	12.7%	16,937	59.0%
Residential Single-Family	10,903	82.1%	8,148	28.4%
Residential Mobile Home	16	0.1%	9	0.0%
Residential Multi-Family	117	0.8%	219	0.8%
Commercial	451	3.4%	2,078	7.2%
Office	15	0.1%	41	0.1%
Industry	33	0.2%	363	1.3%
Institutional/Government	63	0.5%	597	2.0%
Parks and Recreational	6	0.1%	339	1.2%
Totals	13,285	100.0%	28,731	100.0%

Source: Onondaga County's GIS System



View of vacant parcel along Oneida River. This property offers substantial opportunities for development and/or waterfront recreation that can enhance the community's quality of life

BREWERTON TODAY



Existing land use within the project area

Existing Zoning

The Town of Cicero Zoning Ordinance controls the zoning in the Hamlet of Brewerton. A significant weakness of the existing zoning is the lack of design standards for signage and buildings in the downtown. Table 2-8 identifies the land coverage of each base district located in the project area. Note, approximately 20% of the land in the project area is zoned Agriculture, a character out of date with today's existing conditions.

Table 2-8: Existing Base Zoning Districts and Land Coverage				
Project Area				
Land Use Category	# of Total Parcels	% of Total Parcels	Acres	% of Total Acres
Agricultural	57	9.4%	104.3	22.4%
R20 Residential 20,000	0	0.0%	0	0.0%
R15 Residential 15,000	0	0.0%	0	0.0%
R12 Residential 12,000	77	12.6%	17.7	3.8%
R10 Residential 10,000	344	56.4%	160	34.4%
RM Multiple Residential	1	0.2%	7	1.5%
PUD Planned Unit Development	11	1.8%	11	2.4%
NC Neighborhood Commercial	0	0.0%	0	0.0%
GC General Commercial	88	14.4%	117	25.2%
RC Regional Commercial	0	0.0%	0	0.0%
Industrial	32	5.2%	48	10.3%
Totals	610	100.0%	465	100.0%

Source: Onondaga County's GIS System

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Existing zoning in the project area

Natural Resources

Geology and Topography

The bedrock within the project area is composed primarily of sedimentary rock of the Ordovician Age. The project area was covered several times by continental glaciers during the Wisconsin Glaciation approximately 10,000 years ago. The ground rock, called glacier till, from the glaciers is one of the parent materials of many present-day soils.

The Hamlet of Brewerton is located in the Erie-Ontario Lowland region. The topography is generally level ranging from 370 feet above sea level at the Oneida River shoreline to 425 feet southwest of Willow Street. The most pronounced grade change in the developed area of the hamlet occurs between Kathan Road and Oneida Lake. East of Route 11 drainage is to the east-northeast to Oneida Lake; west of Route 11 drainage is northerly to the Oneida River.

Soils

The Soil Survey of Onondaga County, New York (USDA, 1977) has mapped general soil types within the project area. This soil survey indicates that four soil associations and 11 soil map units are present within the project area. A soil association is a landscape that has a distinctive proportional pattern of soils, generally consisting on one or more major soils and at least one minor soil. The associations can be helpful in attaining a general idea of soil quality and use suitability.

Table 2-9: Soils Associations	
Project Area	
Soil Association	General Description
Madrid-Hilton	Deep, well drained and moderately well drained, low to high lime soils that have a moderately coarse textured to medium-textured subsoil; on uplands
Rhinebeck-Fonda	Deep, somewhat poorly drained and very poorly drained, high-lime soils that have a moderately fine textured to fine textured subsoil; on lake plains
Collamer-Niagara	Deep, moderately well drained and somewhat poorly drained, medium and high lime soils that have a medium-textured to moderately fine textured subsoil; on lake plains
Niagara-Collamer	Deep, somewhat poorly drained and moderately well drained, medium and high lime soils that have a medium-textured to moderately fine textured subsoil; on lake plains

Source: Soil Survey of Onondaga County, New York (USDA, 1977).

In general, the soil types in the project area are not significantly limiting to development. More limiting soils (due to flooding potential) are found east and west of the project area.

Surface Water Resources

This section highlights portions of the project area containing waterways, floodplains, and wetlands. These natural resources can be important natural amenities. In many cases, development in or around them can prove to be more expensive and limited by regulation.

Watersheds and Waterways

The project area is located within the Oneida Lake watershed. The Oneida Lake watershed falls within the Oswego River Basin, which drains to southeastern Lake Ontario.

There are two NYSDEC protected streams within the Hamlet of Brewerton, the Oneida River and a small, unnamed tributary west of Bauer Road. Both are Class B waters, indicating that their existing or expected best usage is for swimming and other contact recreation, but not for drinking water.

BREWERTON TODAY

Table 2-10: State-Regulated Wetlands

Project Area			
Wetland	Class*	Total Size (Acres)	Approx. Size In Project Area (Acres)
BRE-2	II	118	8.5

* NYS classification system, which established four separate classes that rank wetlands according to their ability to provide functions and values (Class I having the highest rank, descending through Class IV).
Source: NYSDEC

Average annual precipitation is 44.01 inches and annual average snowfall is 116.7 inches.

Floodplains

Floodplains are low areas of land adjacent to rivers and streams that have or are expected to flood. Floodplains protect other areas from flooding by absorbing or holding the water. They can also be habitats for varied types of wildlife. The 100-year flood zone land coverage in the project area, as defined by Federal Emergency Management Agency (FEMA) Flood Insurance Rate Map (FIRM), is 78.9 acres. Mandatory flood insurance purchase requirements apply in the 100-year flood zone.

Wetlands

Wetlands within the project area have been examined through review of existing state and federal mapping. There is one state wetland regulated in the project area. A National Wetlands Inventory (NWI) wetland is located in the same area as the state-mapped wetland. In addition, the Oneida River and portions of its banks are also mapped as a NWI wetland.

Fish and Wildlife Resources

Oneida Lake and Oneida River are home to many fish and wildlife species that can be divided into seven categories: plants, plankton, benthic organisms, fish, amphibians, birds and mammals.

- **Plants.** Numerous species of plants inhabit the water and shorelines of Oneida River. Many plant species are found in wetlands, and provide an important food source for other species and create habitats for many organisms.
- **Plankton.** These tiny creatures that drift in the water with limited ability to propel themselves. They form the base of the food chain in the Oneida River and include bacteria, yeast, phytoplankton and zooplankton.
- **Benthic Organisms.** Located on the river bottom, these organisms are important for recycling organic matter. They are also a food source for other species. Some bottom dwellers found in the project area include mollusks, crustaceans (e.g., crawfish), oligochaete worms, diptera larve, amphipods, gastropods (e.g. snails) and tubificids.
- **Fish.** Freshwater species found in the Oneida River include bullhead, carp, bass, pumpkinseed, walleye, stickleback, sturgeon, pike, burbot, sucker, perch, shiner, trout, mudminnow, charr, and redhorse.
- **Amphibians and reptiles.** A range of amphibians can be found in and

along the river including salamanders, newts, mudpuppies, turtles and frogs. These are important secondary consumers in the food chain eating.

- **Birds.** The main birds in the project area include blue heron, Canada geese, mergansers, goldeneye, snow geese, moorhen, wood duck, green heron, pied billed gees, loons, and cormorants. Rarer, but still sighted, species include eagles, redheads and yellow tails.
- **Mammals.** Most of the area's mammal population can be found in the marshes and wetlands. Examples include mink, muskrats, otters, beavers and raccoons.





Existing cultural and community facilities in the project area



BREWERTON TODAY

Cultural Resources

Historic Properties

There are no properties on the National Register of Historic Places within the project area. However, a few buildings exist in and around downtown that have historic character. The architectural integrity of these buildings provides a historic basis for façade renovation and design treatments for new development.

Heritage Sites and Vistas

There are two canal heritage sites near Brewerton and Caughdenoy. On the north side of the Oneida River across from the project area is Fort Brewerton Historical Society's Blockhouse Museum and Park. The

Fort Brewerton Historical Society was formed in 1965 to collect and preserve Brewerton's local history. The reconstruction of the first settler's blockhouse known as Oliver Steven's Blockhouse was completed in 1978. Built of logs, it is based on the original design of the building, utilizing the bricks recovered from the rubble which Steven had himself taken from the ruined fort. Today, it houses a collection of artifacts, photographs and exhibits about the people, places and historical events of interest to the community. There is also a small gift shop and meeting room where different events are scheduled throughout the year. The remains of an Old Erie Canal lock dating back to 1841 can be found in Caughdenoy. The remains of a 19th century Oneida River Canal lock are located near Schroepel Island on Oak Orchard Road.

Two significant views are located on the I-81 overpass at Oneida Lake. The view to the west looks upon the western end of Oneida Lake and into the Brewerton riverfront district. Looking to the east provides a stunning view of Oneida Lake.

Archeological Resources

New York State identifies known archeological sensitive areas and protected buffer zones. These sites are based on current records, databases, and file information retained at the New York State Historic Preservation Office (SHPO). The buffer zones are used by the SHPO to provide recommendations to state and federal agencies regarding the need for archeological surveys. The exact locations of known or predicted archeological sites are not specifically located since the State Historic Preservation Act of 1980 protects them from disclosure. This information can only be accessed at the SHPO in accordance with the SHPO's Policy on Access to Files, Data, and Information.

The entire Brewerton area is identified as being an area of archeological sensitivity. The area had long been a favorite with early Native American inhabitants due to its importance as both a communications center and a fishing site. Native American artifacts and graves have been found throughout the hamlet and adjacent areas.



Fort Brewerton Historical Society's Blockhouse Museum

Transportation Resources

Roads

The hamlet's major thoroughfare is NYS Route 11, which runs in a north-south direction and bisects the hamlet. Guy Young Road and East Washington Street form the only continuous east-west route through the hamlet. This east-west route defines the southern boundary of the hamlet's traditional central business area.

The hamlet's street network primarily consists of town roads, the only exceptions being Route 11 and two county roads – Bartel and Miller – which connect NYS Route 11 to U.S. Interstate 81. NYS Route 11 and Miller Road are classified as major rural collector streets, their function being to collect traffic from local streets and channel it to the arterial system (Interstate 81). Guy Young Road is classified as a minor rural collector while the hamlet's remaining roads function as local streets – their primary function being to provide access to private property. Road usage, as derived from annual average daily traffic (AADT), reflects these functional classifications and illustrates that the highest volumes of traffic experienced within the hamlet are present on NYS Route 11. These high volumes are due to the fact that many commuters traveling from the suburban locations north or south of the hamlet use NYS Route 11 to enter the hamlet and then funnel onto Interstate 81.

A compilation of recent accident data (see Table 2-11) reveals that there are few reported accidents in the project area on an annual basis. Although most of these occur on Route 11, or at one of its intersections, no particular location stands out as a recurring problem area.

Parking

Surface parking lots are scattered throughout the business areas of the project area and are mostly privately owned. Most businesses have some off-street parking adjacent to their establishments. Churches and the larger commercial establishments own some of the largest off-street parking areas.

Public parking in the downtown area is limited. Parallel parking is generally permitted along both sides of Route 11 from Baldwin Street north to Bennett Street, but there are no off-street public parking spaces other than those at Riverfront Park and the Brewerton Firehouse. On-street parking also occurs in a random manner along the hamlet's interior streets.

Table 2-11: Traffic Crash Data

Town of Cicero			
Year	F&PI Crashes*	Crashes/Mile**	MSI***
2004	246	1.3	1.33
2005	222	1.2	1.35
2006	254	1.4	1.28

* Fatal & Personal Injury Crashes

** Crash Rate per Roadway Mile

*** Mean Severity of Injury by County 2004 Jurisdiction
Source: 2004 U.S. Census Bureau redistricting data, 2004 NYSDOT Highway Mileage report, and the NYSDMV AIS data base.

Table 2-12: AADT Volumes

Town of Cicero			
Location	Northbound	Southbound	Combined
US Rte 11 (200' N of Bennett Rd.) in Cicero	4,498	3,959	8,457
US Rte 11 (.4 S of Meltzer Court) in Cicero	7,018	6,482	13,500

Source: New York State Department of Transportation, Traffic Data Viewer

BREWERTON TODAY



Rail

The CSX line running north/south on the west side of the project area is a freight line. A truss bridge carries the line across the Oneida River into Oswego County. Four trains run daily in each direction. A rail siding is located on the north side of Guy Young Road and it serves as a holding area where rail cars can be dropped off and stored until their contents are transferred to trucks. Before passenger service was discontinued in 1964, a station existed at the west end of Library Street.

Water

The Oneida Lake and River segment of the NYS Canal system is used for pleasure boating and infrequent bulk freight shipment. There are several marinas located in the Brewerton area and state dock wall is located in the hamlet north of Bennett Street. Brewerton Terminal (located on the river's north shore directly west of the rail line) is a receiving point for heavy fuel oil. Additional commercial traffic is generated by east-west through traffic along the canal.

Bicycle and Pedestrian Facilities

Pedestrian facilities are limited in the project area. Sidewalks, in particular are limited in the project area. Existing sidewalks are concrete, and south of Jerome Street are generally in very poor condition. Remnants of sidewalks exist west of the business district along the north sides of Bennett, Library and Baldwin Streets. The only other sidewalk is located along Kathan Road in the vicinity of Riverside Cemetery. Most residential neighborhoods in the hamlet do not have access to a well-maintained network of concrete sidewalks. The hamlet needs pedestrian amenities in the business district including street trees, lighting, benches and flower boxes.

The public workshop revealed an interest in having a variety of year-round recreational opportunities including paved surface trails, walking trails, picnicking facilities, skateboarding, cross country skiing, and other forms of open space recreation including a variety of special events throughout the year.

Public Transit

Bus Service

Public transit is available in Brewerton provided by the Central New York Regional Transportation Authority (CENTRO).

Air Service

Major air transportation in the Brewerton area is available at the Syracuse Hancock International Airport located approximately 11 miles south of the hamlet. The airport is served by seven major carriers and six air cargo companies.

Infrastructure

Water

The project area receives public water service from the Onondaga County Water Authority (OCWA). The water source is Lake Ontario via a connection to the Metropolitan Water Board's (MWB) Eastern Branch Pipeline on Route 11 north of Route 31. An 8-inch supply line runs north along Route 11 from the connection to Brewerton. Another connection to MWB's pipeline at Pardee Road feeds the area in the Town of Cicero along Lakeshore Road looping back along Oneida Lake to Brewerton. This loop reinforces the system in case of a supply main break. Water pressure for the Brewerton area is regulated by a water tower on the west side of Route 11 across from Miller Road. Under lease with the Town of Cicero, OCWA has sole responsibility for the operation and maintenance of Brewerton's water supply and distribution system. OCWA also retails water directly to individual household customers. It is OCWA policy to replace undersized and continual problem lines at no direct expense to the town or to residents of a particular street.

Storm Water

The storm drainage system in the hamlet consists of storm sewers and ditches. The storm sewer system discharges into the Oneida River at two locations (at the north end of Walnut Street and near the marina on the west end of Bennett Street) and to Oneida Lake at four locations (Bennett Street and Route 11, between Route 11 and Theisen Road, west of Davey's Drive and east of Davey's Drive). The storm drainage system along Route 11 is maintained by NYSDOT. Currently, the town does not have any major capital improvement projects scheduled for the sewer or stormwater system.

Sewer System

The Onondaga County owned and operated Brewerton Wastewater Treatment Facility located on Guy Young Road just west of the downtown serves the project area (see Figure 5). This facility is capable of providing a secondary level of treatment to 3.0 million gallons/day (MGD). It was completed in 1974 and has been operating under capacity. The plant serves the northern portion of the Town of Cicero. No additional work is anticipated on the treatment plant at this time. The plant's large available capacity, in conjunction with an equalized county sanitary district charge, has enhanced development potential in the Brewerton area. Currently, the town does not have any major capital improvement projects scheduled for the sewer or stormwater system.

Private Utilities

National Grid provides electric and natural gas service in the hamlet. There are no major electrical generation or electric and natural gas distribution facilities within hamlet boundaries. Major overhead wires are a major impediment to an appealing visual character in the project area. Unfortunately, the cost of burying utility wires can be prohibitive, particularly for a community with a limited tax base. The town and state should encourage the local utility companies to devise a solution, which at a minimum straightens the poles. Ideally, some of the wires would be eliminated, consolidated at street crossings, or relocated to easements, which might run behind the buildings on Route 11.

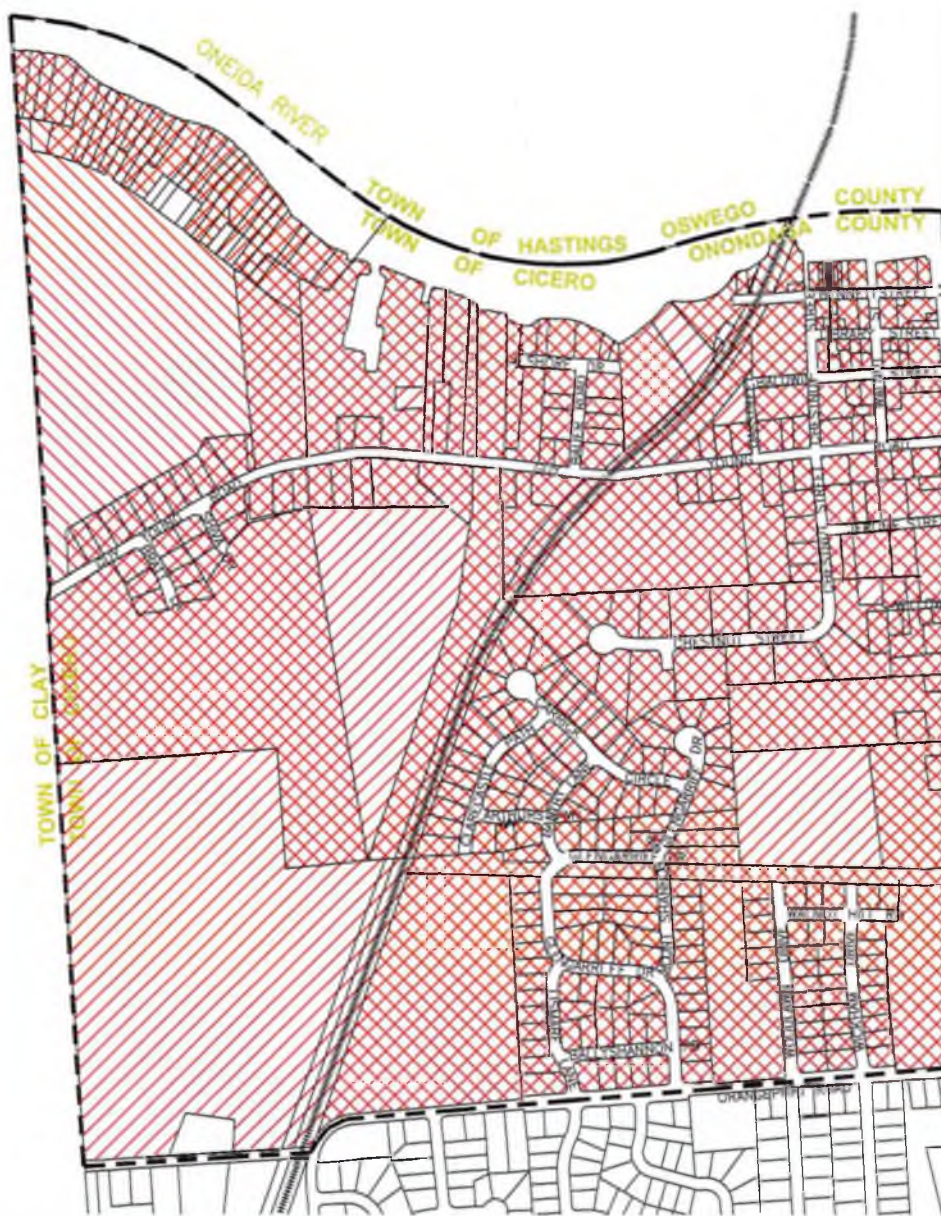
Communication Systems

The hamlet is provided with telephone, cellular and cable communication services provided by a variety of service providers in the Central New York region.

Municipal Solid Waste

Private contractors provide refuse collection services within the project area. Collection is available to residential properties on a weekly basis as curbside pick-up. In addition, the town DPW holds a household pickup for heavy items such as couches and furniture twice a year during May and in September. The items removed by the Town are deposited at Ley Creek Sanitary Landfill Facility, which is operated by Onondaga County in the Town of Salina. Moreover, the DPW collects yard waste on a constant basis throughout the year. The town also participates in the County's mandatory recycling program.

BREWERTON TODAY

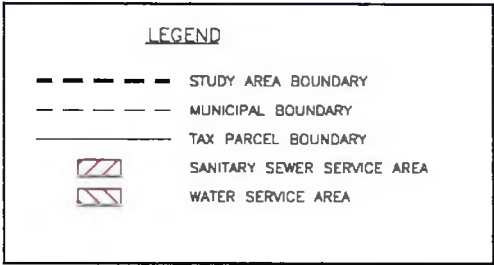


Existing sanitary sewer and water service in the project area

LEGEND

	STUDY AREA BOUNDARY
	MUNICIPAL BOUNDARY
	TAX PARCEL BOUNDARY
	SANITARY SEWER SERVICE AREA
	WATER SERVICE AREA

- LEGEND
- | | |
|---|-----------------------------|
|  | STUDY AREA BOUNDARY |
|  | MUNICIPAL BOUNDARY |
|  | TAX PARCEL BOUNDARY |
|  | SANITARY SEWER SERVICE AREA |
|  | WATER SERVICE AREA |



Community Facilities

Parks and Recreation

The only active public recreation site in the project area is the Brewerton Elementary School, which is owned and maintained by the Central Square School District. The Town of Cicero has a reciprocal contract with the District to use the school's facilities on a year round basis (when after school needs are satisfied the town gets top priority for their use). The available facilities include a playground, a Little League diamond, a softball diamond, 2 tennis courts, 2 basketball courts, a football field and 2 gymnasiums. A variety of town programs are sponsored at the school including open youth recreation (indoor), summer playground, athletics and a senior club. The Brewerton summer playground program has the largest attendance of the town's several playground programs. The facilities are generally in good repair, although the softball diamond is in need of some upgrading.

The only passive public recreation site is Riverfront Park located along the Oneida River north of Bennett Street, immediately west of the Route 11 Bridge. The site contains a dock wall and snubbing posts located along its entire length. The site is used regularly for shoreline fishing. The westernmost part of this site is open lawn space for picnicking. Swimming is not allowed in this area due to swift currents along the shoreline.

There are a few parks worth noting near the project area. The Joseph F. William Memorial Park in the Town of Cicero on Lakeshore Road, along Oneida Lake, has a small park with a beach, and swimming and picnic area but parking is limited. There is a small pier, but docking is prohibited. The Oneida Shores County Park

has a beach, swimming and picnic area, boat launch, campground and fishing access. Access from the water is restricted to brief tie-ups at the dock, and landside visitors pay a \$5 fee for parking. Frenchman Island State Park is an undeveloped park; no services are provided on the island.

The NYS Canal system provides a marked channel for passage through Oneida Lake. Although many parts of Oneida Lake are deep enough for navigation, the lake is generally shallow and contains numerous shoals. The marinas along the Oneida River offer the most comprehensive services in Onondaga County. Most offer transient services, launch, fuel, storage and slips. Several marinas offer repairs and supplies as well. Table 2-12 shows several public and private marinas that offer dockage, storage, and repair facilities to boaters in Brewerton. One of the two operational locks in Onondaga County is located near Caughdenoy. Lock 23 has a 6.9-foot elevation change and is one of the busiest locks in the entire Canal System. A State Canal Park is located at Lock 23 and provides vending machines and restrooms. Docking is allowed at no cost for a maximum of 48 hours. The lock is the site of an historic powerhouse that once provided electricity for lock operation and still functions today.

From tie up points in Brewerton, it is a short walk to a pharmacy, deli, and other businesses. A longer walk provides access to commercial district along Bartel Road. Caughdenoy is smaller but there are services near the canal, including a small restaurant.

Fishing, including winter ice fishing, is a significant recreational activity for residents and visitors and contributes significantly to the area economy. There are two fishing access sites located near I-81, maintained by the New York State Department of Environmental Conservation. These sites have parking and informational signage, and are located on both the north and south shores of Oneida River. A third site for fishing is at the former Caughdenoy Road right-of-way crossing the Anthony Cut. Another popular fishing point is near the Caughdenoy Dam.

Recreation and Cultural Programs

The Town of Cicero Parks and Recreation Department hosts a number of recreational and cultural events and programs, which are managed by a full-time director.

Private Facilities

Just north of Oneida River exists the Brewerton Speedway. This DIRT Motorsports speedway has regularly scheduled events, including the popular Friday night big-block modified racing. This track along with one in Fulton are currently being offered for sale.

BREWERTON TODAY

Table 2-12: Boating Facilities

Facility	Location	Amenities
Aero Marina	9080 Beach Rd, Brewerton, 13029, 315-699-7736	Wet slips: 214, dry stack, transient slips: 2, launch ramp, gas, restrooms, haul out, boat & motor repair
Bradbury's Boatel	County Rte 37, Brewerton, 13029, 315-676-7060	Wet slips: 150, dry stack, transient slips: 8, launch ramp, gas, restrooms, haul out, boat & motor repair
Brewerton Boat Yard	5405 Bennett St, Brewerton, 13029, 315-676-3762, www.brewertonboatyard.com	Wet slips: 40, dry stack, transient slips: 10, launch ramp, handicap access, gas/diesel, restrooms, haul out, boat & motor repair, pump out
Ess-Kay Yards, Inc.	5307 Guy Young Rd, Brewerton, 13029, 315-676-2711, www.ess-kayyards.com	Accommodates vessels up to 160' in length, wet slips: 65, transient slips: 25, launch ramp, handicap access, gas/diesel, power, cable TV hook-ups on transient piers, high speed wireless internet access, hi-speed pump out direct to sanitation main, secure premise, rides to local restaurants, lavatory, shower and laundry facilities, C-Map Port Partners, BoatUS honored, full service shop certified with Wesmar, MAN, Sealand, Kohler., prop repairs, ship store.
Mac's Marina	Brewerton, NY, 315-652-8582	Wet slips: 25
Oneida Shores Park	9248 McKinley Ridge Rd, Brewerton, 13029, 315-676-7366	Public facility, season: 5/28-9/6, 66 sites, 25 electric sites, table, dumping station, restrooms, launch ramp, free beach access, picnic tables & grills
Theisen Marine Sales	Theisen Rd, Brewerton, 13029, 315-676-2291	Wet slips: 48, dry stack, launch ramp, gas, restrooms, haul out, boat & motor repair
Trade-A-Yacht East	County Rte 27, Brewerton, 13029, 315-676-3531	Wet slips: 135, transient slips: 15, launch ramp, handicap access, gas/diesel, restrooms, haul out, boat & motor repair, pump out, picnic areas

*Source: <http://www.nycanal.com/focusonoswego/marinas.html>

Police Services

The Cicero Police Department provides services to Brewerton, as well as the State Police and Sheriff's department. Currently, the understaffed Cicero Police Department does not have an officer assigned to Brewerton. The Town of Cicero Police Department has been in service for about 25 years. The Cicero Police Department includes a staff of 13 full-time police officers and 8 part-time police officers. Services offered include:

- Cruiser and bike patrols
- Traffic enforcement, accident investigation
- Special investigation section
- Community relations (Project Child Safe, Project Home and Business Safety, Junior Police Academy, Cicero Police Explorer Post 823, Domestic Violence Victims Unit in partnership with Vera House)
- Family services, and forensics

Fire Services

Brewerton Volunteer Fire Department provides fire protection services to Brewerton. The fire protection district covers approximately 29 square miles. The fire protection district covers mainly residential areas, but includes parts of Interstate 81; State Route 11; part of CSX's railroad, Oneida Lake; Oneida River, New York State Canal Lock #23; several marinas; Brewerton Speedway; a county park; and other commercial structures.

The fire department services from two locations: Station 1 at 9625 Brewerton Road; and Station 2 at 6352 Muskrat Bay Road. The fire department has 0 full-time employees, approximately 60 volunteer professionals.

From 2001 to 2005, the fire department responded to an average of 363 calls. The fire department provides:

- Fire protection (structural and wild land)
- Rescue (auto extrication/ technical)
- Advanced Life Support (ALS) ambulance service
- Brewerton Dive Crew for underwater rescue
- 3 Class 1 engines (includes one aerial ladder), 2 Aerial Ladder (includes one with Class 1 engine), 2 Squad for medical calls, 1 ambulance, 1 heavy rescue, 2 water rescue boats and 1 rescue dive boats.

Ambulance

Brewerton is served by Brewerton Volunteer Fire Department's ambulance service and NAVAC (North Area Volunteer Ambulance Corps). The ambulance service covers the same area as the fire department's coverage area. The Brewerton Volunteer Fire Department's ambulance services are looking into splitting off from the fire department and creating a Brewerton ambulance district.



Brewerton Public Library

Library

The Northern Onondaga Public Library in Brewerton is located at 5437 Library Street in a facility constructed in 1999. The library is a suburban member of the Onondaga County Public Library system and is part of the Northern Onondaga Public Library District (NOPL), which includes Brewerton, Cicero and North Syracuse. The Brewerton Public Library unofficially serves the residents of the Central Square School District (CSS). A variety of services are provided by the Library such as lending materials, youth and adult programming, providing electronic resources, computer instruction, a computer lab, local history collection and meeting rooms for public use. The library provides 4,712 square feet of space, which includes a community room available for use by the public, children's and teen's sections and

Internet computers available to patrons. The library is open 6 days per week and serviced approximately 54,580 patrons in 2006. Figures are going up on average of 10% a year. The library does not have any capital investment projects planned for the near future.

BREWERTON TODAY

Urban Design Analysis

Brewerton's potential for revitalization is directly linked to its location and underlying natural and cultural resources. To succeed, the community must build on these invaluable resources and address the weaknesses that prevent it reaching its full potential.



Strengths

The revitalization effort will need to incorporate the ongoing and focused effort to preserve and enhance the strengths of the community. The following characteristics represent important building blocks for the Plan:

- **An easily accessible location.** Brewerton's proximity to Interstate 81 greatly improves its chances of capturing the interest of regional and international visitors.
- **An active waterfront base.** The New York State Canal System and Oneida Lake are international boating destinations.
- **A strong commitment to revitalization.** The amount of interest at Advisory Committee meetings and the public workshop is symbolic of the keen interest to see Brewerton succeed.

Challenges

The hamlet has several challenging issues to address. Thoughtful responses to the issues, patience, and an eye to the future will allow the community to overcome what may be perceived in the near-term as undoable. Once the following challenges are addressed, Brewerton can expect to see a vibrant community.



Limited sidewalks in the downtown area discourage pedestrian use

- **Little expression of heritage.** A sense of history provides distinctive character to a community. Brewerton needs to acknowledge and express its own history as a basis for design improvements.
- **Underutilized waterfront.** The public's visual link with the waterfront is lacking and there is a limited sense of physical connection. Current land uses along the project area's waterfront limit public access, limit its attractiveness as an amenity and undercut the efforts to attract private investment that could enhance the community.

- **Lack of pedestrian amenities.** The lack of pedestrian amenities in the downtown area make it difficult to attract business and visitor activities.
- **Limited cultural activities.** Cultural events play a significant role in vibrant communities. Brewerton should maximize the opportunities for additional activities.



A stark appearance at the north entry to the downtown is unwelcoming to visitors

- **Unwelcoming arrival.** The hamlet has automobile entry points from the north, south, east, and west. These entry points serve as the first and last impression of the community. Unfortunately, these entry points are strictly automotive-oriented and no sense of arrival is captured. The entry point into the study area at the south end of Route 11 bridge is particularly unwelcoming. As drivers travel south over the bridge, they are greeted with a beautiful panoramic view of Brewerton. However, upon arriving at the end of the bridge, the traveler sees mismatched signs and a barren streetscape.

- **Automobile dominant corridors.** The Bartel Road and Route 11 corridors have an overall appearance and function that are generally the result of automobile influences. It is acknowledged that automotive-oriented uses may be appropriate in these areas, however, these areas should have attractive urban design treatments and pedestrian and bicycle amenities.



Maintenance on public and private land is lacking

- **Lack of maintenance.** Maintenance plays a major factor in the image of a community with or without amenities. A maintenance program for the hamlet should be implemented immediately.

A NEW DAY IN BREWERTON

3

A NEW DAY IN BREWERTON

A New Day in Brewerton

Design and Planning Principles

Based on public input, the inventory of existing conditions, and the experience of other communities who successfully faced similar challenges, three principles provide the framework of the Vision Plan described below and in the proposed programs and projects section.

Capture a distinct identity

Transform the hamlet's image by promoting a theme that picks up on its waterfront character and heritage.

Organize the physical elements

Unify the built patterns of the hamlet by demanding design excellence in new private development and public investment.

Provide a sense of comfort and convenience

Bring new life to the hamlet by introducing streetscape improvements, pedestrian amenities, ample parking, and added safety measures. Public spaces need to encourage people to linger so residents and visitors are more likely to shop, enjoy, and spend money.



Organize the physical elements by connecting the community to the waterfront, delineating gateways, and balancing land uses



Capture a distinct character by emphasizing the waterfront's historic role



Provide a sense of comfort and convenience by improving public spaces like the streetscape scene above



Downtown Area - This is the central core of the hamlet that consists of multistory structures with ground-floor retail or comparable publicly accessible uses.



Waterfront Area - Uses like residential, mixed use, and open space that benefit from or enliven the waterfront are encouraged in this area. Public access, where possible, to the water is crucial to the success of the hamlet.

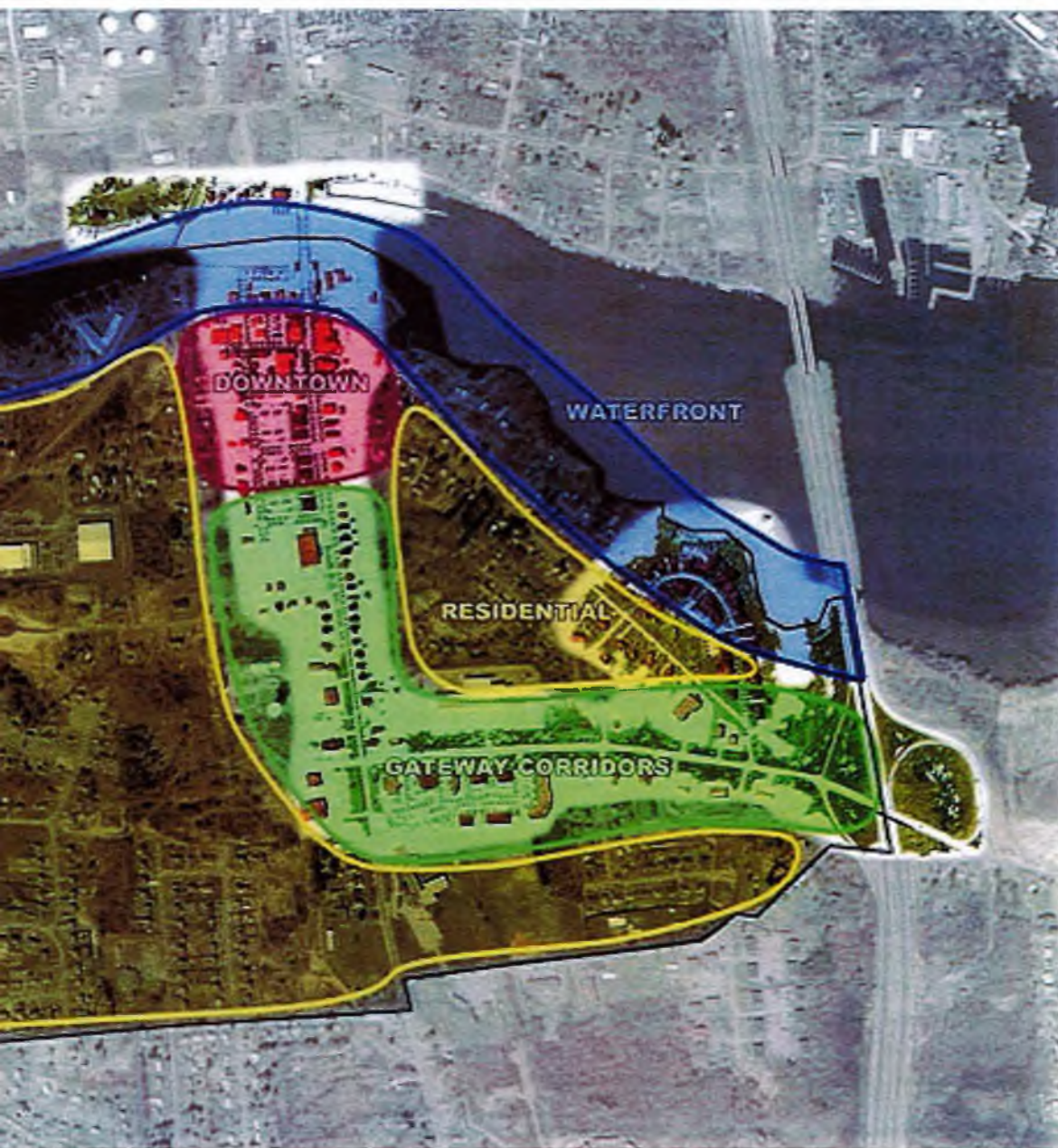


Gateway Corridor Areas - Commercial and residential uses are encouraged in these areas. The Route 11 corridor should provide a complimentary transition to the downtown. The Bartel Road corridor may have larger scale commercial uses that balance with downtown uses.



Residential Area - These areas will remain primarily residential in character. Multiple linkages to the downtown and waterfront should be enhanced.





A NEW DAY IN BREWERTON



Vision Statement

A vision statement is a broad but clear and community specific statement that incorporates common values that emerge or are created through community dialogue. For the hamlet of Brewerton, that dialogue evolved through the public response to the community questionnaire and participation at the June 2007 workshop. The following is Brewerton's vision statement:

We envision Brewerton as a close-knit, thriving Erie Canal and Oneida Lake community that welcomes residents and visitors alike. We celebrate our history and heritage, unique natural setting, recreational opportunities, cultural events, shopping and dining, and community connections and services.

Vision Plan

Image is everything. The public perception and memory of a community comes from the image of its built environment. A deteriorated image deters return visits, while a well-maintained, inviting place sends a positive message about the quality of goods and services available. The physical condition and aesthetics of the hamlet therefore, are the factor in determining whether the community is popular with visitors and residents. Therefore, the following description of Brewerton's future is primarily based on significant imprints to its physical attributes:

Downtown

Downtown Brewerton will be a vital district enlivened by additional residents, employees, shoppers, and visitors from the City of Syracuse, the surrounding region and beyond. This part of the hamlet will offer a hub of attractions such as the canal/riverfront docks, library, a community market, and a possibly an arts venue. Complementing these attractions will be a variety of restaurants, unique retail shops, and a boardwalk system at the river's edge. A convenient and ample supply of parking will serve these destinations. Rail and bus transit will provide alternative access. Most importantly, the history of Brewerton will be woven into all aspects of downtown, embracing the Fort Museum, existing residential neighborhoods, notable architecture, interpretive markers and signage along the riverfront and gateways into downtown.

Gateway Corridors

The gateway corridors will be attractive and inviting to visitors and residents. Along Bartel Road, lush

landscaping will define the character of this commercial corridor and soften the view of parking and businesses that are setback from the public realm. Along the Route 11, streetscape improvements will appropriately transition to the treatments located in the traditional downtown area. Pedestrian amenities such as sidewalks and crosswalks will enhance linkages to the downtown and waterfront areas.

Waterfront

The waterfront will consist of mixed use at a scale that is sensitive to the single-family residences that dot the shoreline today. The vision also calls for improved pedestrian amenities through this area that provides additional public access to the waterfront and additional connections to the downtown and gateway corridors.

Residential Neighborhoods

The residential neighborhoods surrounding the downtown and waterfront are envisioned to be traditional in scale and character. The most important enhancement to the neighborhoods will be the addition of sidewalks and trails to the downtown, waterfront, and gateway corridors.

Water Use

Within the project area, various water-dependent uses and the associated infrastructure are proposed to continue within the jurisdictional waters of the town. These uses include recreational boating, water-based entertainment (such as the July 4 fireworks, local tour boat operations, and ice-fishing). Enhanced docking areas are envisioned to capture local recreational boaters and boaters traveling the New York State Canal System.



The vision plan for the project area



PROPOSED PROGRAMS & PROJECTS

4

PROPOSED PROGRAMS & PROJECTS

Proposed Programs and Projects

The following discussion recommends physical enhancements and programs that can improve the image of Brewerton and ultimately revitalize the community. It must be clear that no single action by itself can revitalize the hamlet. A major transformation can only evolve from multiple coordinated efforts over time through a combination of public and private sector investment.

Downtown Focus

Capture a distinct identity

The downtown identity should build on its roots as a clustering of wood and brick clad buildings located up close to the street. Visual and physical connections to the waterfront should be enhanced and traditional high quality craftsmanship should be carried through in elements throughout the commercial core and near the waterfront.

Organize the physical elements

Develop design standards for new development. It is critical that when development or redevelopment occurs it is coordinated with the overall vision for the downtown. Therefore, design standards should promote compatibility in scale, density, design, and orientation between new and existing development. Specifically, design standards should include the following:

- **Sites should be redeveloped at high densities by minimizing lot area and maximizing building coverage**

- **New buildings should be multi-story (minimum two), building up rather than out**
- **New buildings should be located close to the street and close to each other, minimizing lot frontage and setbacks**
- **New development should be mixed-use, with ground floor restaurants, offices, and retail uses and upper floor office and residential uses**

Develop design standards for business signage

A mix of signs adds to the charm of downtown, but within certain boundaries. Vertical signs should be permitted, but the cheap look of black lettering on white backgrounds should be discouraged. Sandwich board signs that block sidewalks should be prohibited, but not kiosks where multiple businesses might advertise. Signs blocking window displays and views into stores should be discouraged. In short, the town should employ a handful of prohibitions and advisory guidelines, to promote varied but tasteful signage.

Develop a parking strategy

Unfortunately, there is no rule of thumb to dictate how many parking spaces are required for specific uses in downtown-type areas. While such standards can be applied to shopping centers, downtowns are more complex in terms of land and space uses, the nature of parkers (shoppers vs. workers), density, walk-in traffic, mixed uses, and mixed hours of operation among other factors. Typically, the downtown retail segment needs a lower ratio of parking spaces per square feet of leaseable area than shopping centers. A balance must

be achieved to prevent direct business losses where too few parking spaces are available. It will be necessary to develop a parking strategy that recognizes that this Plan recommends continued investment in downtown housing opportunities above retail establishments. Consequently, residents living downtown and visitors will become increasingly challenged to find parking. As the hamlet grows in terms of residential population as well as new retail and professional establishments, parking will need to be addressed. Items to consider include:

- **Dedicate the most convenient off-street parking spaces to short-term parking; move long term parking areas to outlying lots.** There are three main types of parking that need to be provided downtown: short-term for impulse shoppers, medium-term for shoppers and diners, and long-term for employees. Long-term parkers, such as merchants should not use spaces that would be better utilized by short-term visitors. They should park in fringe areas (a distance less than a 5-minute walk), where available and in areas that should be converted for this use.
- **Acquire and build small-scale at-grade parking lots in locations close to the downtown area.** Given the limited number of possible on-street spaces in the downtown, consideration should be given to constructing additional small lots on underutilized properties. The design of these lots must be sympathetic to the surrounding area, with features such as adequate screening and landscaping, minimal

curb cuts, and provision of pedestrian and bicycle amenities, to help ensure that any potential negative impacts are mitigated.

- **Upgrade landscaping requirements for off-street parking.** While the provision of parking is important to Brewerton's residents and business community alike, parking does not have to be provided at the expense of the hamlet's character. Regulations for public and private parking lots should be enhanced to require designs that include landscaping both throughout parking lots as well as on their perimeters.
- **Accommodate parking for tour buses, recreational vehicles, and boat trailers.** The ability to accommodate tour buses, recreational vehicles, and boat trailers is an important aspect of making the downtown more visitor friendly. The town should develop a designated parking area and establish guidelines to help tour bus operators drop off and pick up passengers, direct them through downtown streets, and when necessary, park vehicles for several hours or more.

Personalize the hamlet with public art

Public art not only showcases creative energy but also can serve as an expression of community character, and help in the process of place-making and community revitalization. Opportunities for public art range from hand crafted banner poles to sculptures made from steel; whatever an artist can imagine should be considered an opportunity to translate Brewerton's heritage to the

Downtown

Priority projects:

1. Develop urban design standards
2. Maximize building coverage
3. Minimum setbacks
4. Additional parking
5. Create a visitor destination
6. Connect the downtown to the river
7. Make gateways and arrival points welcoming
8. Improve the streetscape and pedestrian experience
9. Upgrade Riverfront Park's amenities
10. Expand boat docking
11. Develop wayfinding signage



Image of desired character



PROPOSED PROGRAMS & PROJECTS

**Table 4-1: Cost Estimate
(Pre-schematic Phase)**

Site Planning	
Design Documents	\$200,000
Subtotal	\$200,000
Site Demolition	
Bituminous road removal	\$20,000
Sidewalk removal, concrete	\$30,000
Curb removal	\$2,400
Subtotal	\$52,400
Earthwork	
Earth moving	\$10,000
Subtotal	\$10,000
Pavements & Curbing	
Bituminous road	\$400,000
Pavers, brick	\$120,000
Concrete sidewalk (5" thick, 6" gravel base)	\$144,000
Concrete sidewalk @ driveways (7" thick, 8" gravel subbase)	\$6,500
Granite curbing	\$84,000
Subtotal	\$754,500
Site Improvements	
Storm drain improvements	\$300,000
Misc. underground utility improvements (water, sewer, etc.)	\$180,000
Street lights (decorative- pedestrian scaled)	\$105,000
Tree grates	\$52,500
Tree guards	\$19,500
Benches	\$10,800
Subtotal	\$667,800
Lawn	
Top soil (import)	\$2,500
Top soil spread 6"	\$1,500
Fine grade & seed	\$7,200
Subtotal	\$11,200
Plantings	
Soil mix for trees	\$5,250
Plant bed preparation	\$6,000
Street tree installed	\$48,000
Perennials installed	\$7,500
Subtotal	\$66,750
Total	\$1,762,650

broader public. Public art that graces public spaces will add a sense of comfort and security and can reinforce the identity of Brewerton. Public art can also bring vitality to the hamlet that makes the experience inviting as well as educational and interesting.

Enhance views of Oneida River from Route 11

The Oneida River is arguably Brewerton's most important natural resource and one of its primary identifying characteristics. Maintaining and improving visual connections to the river from downtown will help remind visitors of why Brewerton, as a waterfront community, is different from inland communities and downtowns.

Discourage demolition of historic buildings

As housing and commercial real estate values rise, smaller and older buildings will be targeted for demolition, sometimes in connection with consolidation of several lots. Demolitions and tax lot mergers should require proof to the Planning Board that the hamlet's historic resources, low scale, and pedestrian-oriented character would not be degraded.

Encourage façade improvements

Wherever practical, improvements to downtown facades should be based on the original facades of buildings. Generally, the most attractive – and least expensive – way to improve the façade of any historic building is to restore it to its original appearance.

Place utilities underground when possible

Underground utilities are less prone to disruption than overhead wires and would greatly enhance and unclutter the appearance of the downtown district. This endeavor

is too costly for the town to do all at once. However it could be tied to major redevelopment and incremental public infrastructure investments (e.g., any major sidewalk or street improvements). At a minimum, existing utility poles that are in poor condition (i.e., leaning poles, etc.) should be replaced or repaired immediately. Relocation of utilities to the rear of buildings that front Route 11 is another option.

Provide a sense of comfort and convenience

Invest in the streetscape

A long-term, coordinated streetscape design plan is needed to create a pedestrian-friendly environment, enhance the identity of downtown, and improve connections. Necessary improvements include:

- **A consistent palette of streetscape elements.**

The form, color, and scale of streetlights, benches, street trees, and trash receptacles, should respect Brewerton's heritage. The palette should initially be targeted for Route 11 from Bennett Street to Guy Young Road. Eventually, these elements should be extended on the small cross streets in this area within one block of Route 11.

- **Provide safe and attractive sidewalks wherever possible.** Keeping sidewalks in downtown in good repair, well lit, and shaded is not just a matter of civic pride and public safety, but it is also good business. It is important to have sidewalks in areas that link to the downtown. The town should establish a priority schedule for sidewalks. The first priority should be improving the pedestrian connection between the

downtown and Riverfront Park. Substandard sidewalks should be improved throughout the hamlet, as funding is available.

- **Provide adequate street and sidewalk lighting.** The perception of an area being unsafe is increased by the provision of inadequate lighting for the street, and particularly for pedestrians. Any new street lighting should throw off enough light for the sidewalk but have limited impact on neighboring properties.
- **Provide landscaping.** Street trees would greatly improve the appearance of the downtown year round, provide increased shade in warmer months, and increase safety and reduce traffic speeds by narrowing the perception of a road's width. Tree species that bloom high are preferred, since they are less likely to obscure views of storefronts. Where parking lots abut the sidewalk, a distinct border and buffer should exist between the two. A low fence buffered by a planting strip of shrubbery should define the border. This treatment would serve not only to improve aesthetics, but also physically separate pedestrian from parked vehicles. Custom-made planters and hanging baskets would also help soften the streetscape and enhance the pedestrian environment.
- **Provide marked crosswalks.** Making pedestrians feel more comfortable and safe when crossing streets enhances walkability. Crosswalks should be clearly delineated with pavers, bump outs, and signage to



Existing downtown Main Street (Route 11)



Proposed downtown Main Street. Note the improved façade treatments, sidewalks, banner poles, street trees, and signage. Note also the slight narrowing of Route 11 to enlarge the sidewalks, organize the parallel parking, and calm through traffic.

PROPOSED PROGRAMS & PROJECTS



Existing underutilized area in the downtown



Proposed revitalized image of the area with a visitor-type structure, which could also be located in other places in the downtown and waterfront

encourage drivers to slow down and notice pedestrians. The Town should coordinate with the NYS Department of Transportation on creating a highly visible crosswalk standard that can be applied throughout the downtown. Further, bulb-outs shorten the distance to cross. Bulb-outs should

be considered at Route 11's intersection with Guy Young Road and Bennett Street. In locations with high pedestrian traffic, place signs in the middle of the street to notify motorists to stop for pedestrians.

- **Lessen vehicle traffic impacts by modifying the perceived width of the Route 11 corridor.** Specific measures that can be taken include reducing pavement width and adding on-street parking wherever practical on Route 11. Additional parking will serve the dual purposes of providing parking for businesses and residents and narrowing the travel lanes of the street, thus reducing traffic speeds.



Example of screened parking using a pedestrian scaled fence and vegetation



Proposed streetscape section

- **Provide additional on-street parking spaces by removing curb cuts.** Curb cuts have a detrimental impact on walkability and therefore should be minimized as best as possible along Route 11. Where possible, existing curb cuts should be modified to permit additional on-street parking.

Encourage more civic and cultural uses downtown

Institutions, such as a post office or town office, add to the mix of uses in downtown, serve local residents, and bring visitors to downtown. The adaptive reuse of existing structures for these community facilities should be encouraged where appropriate.

Provide for housing opportunities

A strong residential component is recognized as being essential for a thriving downtown. Downtown residents create and expand the market for downtown businesses and they ensure the vitality of the downtown is maintained. Living downtown also provides residents the opportunity to walk to boat slips.

One opportunity is to convert the upper floors of existing historic buildings that remain on Route 11 in the downtown. When new buildings are proposed, mixed use buildings with ground floor commercial, upper floor residential uses should be encouraged. The town should identify the buildings in the downtown that are best candidates for conversion to upper floor residential and examine the associated costs.

Make visitors feel welcome with wayfinding signs

A hierarchal wayfinding signage system should be developed to help move visitors consistently into and around the downtown. The strength of this hierarchy of signs is that it clearly connects the visitor's transition from a car or boat, to a walking environment, a visitor experience. Vehicular signs should be clear, easy to read, and should have simple text or symbols so that drivers can easily find their way to destination points, major roads, and parking areas. The locations should be logical and eye-catching and should complement existing

traffic signs. Pedestrian oriented signage can go into greater detail and contain more text. The material, craftsmanship, and style of the sign should be high quality, since it will be viewed at a very close range. These signs should be placed at logical intervals, such as important intersections, destination points, and parking areas, so that visitors always have an opportunity to explore the hamlet comfortably. Bike racks should be made available throughout the hamlet.



Table 4-2: Wayfinding Signage

Type of Sign	Description
Community Identification	Single-sided signs welcoming visitors to Brewerton. Attractive, hand carved signs that make a solid statement of pride as visitors enter the community, such as "A new day in Brewerton."
Automobile Directional	Single- or double-sided panels directing visitors to specific points of interest within downtown.
Parking Directional	Single- or double-sided panels identify public parking areas.
Pedestrian Wayfinding	Single- or double-sided panels guiding visitors to points of interest.
Visitor Kiosks	New two- and four-sided structures with site amenities such as benches, bollards, and landscaping plantings. Should provide information about Brewerton points of interest. Siting should be in a location that is highly visible and accessible to visitors.
Interpretive	Single- or double-sided printed graphic panels that interpret the significance of a particular site or event, such as Brewerton's boat building past.

PROPOSED PROGRAMS & PROJECTS



Route 11 Gateway Corridor Priority projects:

1. Create design standards distinct to this area
2. Upgrade the appearance of the streetscape with trees
3. Improve sidewalks on both sides of the road
4. Maintain a residential character in scale and materials
5. Allow deeper setbacks compared to downtown
6. Minimize curb cuts



This area is envisioned as a mixed use corridor with residential scale structures fronting a pedestrian friendly streetscape

Gateway Corridors

Gateways play an important role in forming first impressions and welcoming visitors and residents alike. Both the form and the character of a gateway can influence the overall experience of a particular area. Enhancements at key intersections can also help to lead visitors to the downtown and waterfront. Generally, the goal should be to create signature gateways that give an enlivened feeling and a sense of arrival into Brewerton.

Capture a distinct identity

There are two Gateway corridors in the project area

The Bartel Road corridor is planned as a 'green' suburban business-commercial corridor. The addition of trees, shrubs, sidewalks, and possibly curbing would soften the image of this corridor. The Route 11 gateway corridor is planned as a transition area into the downtown.

Organize the physical elements

Provide design standards for the Route 11 corridor that address signage, lighting, landscaping, building materials, and sidewalks

These types of improvements could help better connect this corridor with the downtown and encourage further investment. This section of the Hamlet should be promoted as a unified sub-district that serves as a gateway into downtown, yet which has a distinct character from downtown. The detached single-family residential dwelling character of this corridor should be maintained and the impacts of non-residential uses limited. Uses in this area should include residential and certain types of retail and commercial businesses.

Provide design standards for the Bartel Road corridor that can be viewed at higher travel speeds as well as by pedestrians

This section of the hamlet accommodates uses that require high volumes of traffic, including gas stations, hotel, and strip centers. These uses and those with larger building footprints, high parking demands or other characteristics that require additional land and convenient vehicular access cannot and should not locate downtown. While high-quality design is important, it is neither necessary nor desirable to attempt to strictly copy streetscape elements from downtown Brewerton to the Bartel Road area. The emphasis should be on promoting ample landscaping (sidewalks, shade trees, parking lot trees, landscape buffers) and appropriate monument signage rather than on promoting certain architectural styles. Trees alongside this road can greatly improve appearance, provide increased shade in warmer months and increase safety by narrowing the perception of a road's width and reducing traffic speed. More dense plantings can be located in residential areas and in front of parking lots located among the gateway corridors. The density of trees can be reduced in areas where business visibility is desirable.

Enact and promote shared parking for multiple uses

The provision of large parking areas required for many of the types of uses permitted in the Bartel Road consumes significant amounts of land, particularly when individual lots with separate access points are provided for a series of neighboring properties. Shared access and circulation should be permitted for adjacent parking lots if cross-access easements area provided. The reduction of the number of total required spaces should be allowed for uses documented to have differing peak times of traffic



Existing view of I-81 exit ramp south onto Bartel Road

Interstate 81 Exit

The exits off of the Interstate 81 consist mostly of grass like many other similarly located ramps. This Plan recommends the development of signage at the off ramps that identifies Brewerton and captures the attention of motorists. This Plan also recommends that a landscape treatment to this area occur. Additional plantings, such as massing of trees, shrubs, and wildflowers would help make this significant gateway to the community more attractive and distinct.



Plan view of the I-81 interchange at Bartel Road illustrating potential landscape improvements

PROPOSED PROGRAMS & PROJECTS



Plan view illustrating proposed organization of Bartel Road



Existing view east of Bartel Road



Proposed improvements to Bartel Road, including sidewalks, additional vegetation, and pedestrian-scaled monument signage

Bartel Road Gateway Corridor

1. Soften the commercial corridor with landscaping
2. Buffer residential areas
3. Consolidate curb cuts
4. Connect adjacent parcels with internal streets
5. Improve the pedestrian experience with an informal sidewalk layout
6. Screen large parking lots

generation. A reduction of curb cuts with shared access points would greatly improve the walkability of the Bartel Road and Route 11 entry corridors.

Make the U.S. Interstate 81 interchange area more attractive

Some ways to accomplish this objective could include providing signage and/or design treatments on the bridge over I-81, and plantings and other improvements in the open areas around the interchange.

Provide a sense of comfort and convenience

Provide adequate pedestrian amenities in the gateway corridors

At a minimum, sidewalks are needed along the gateway corridors to improve connections with the downtown and waterfront. Shade trees and pedestrian-oriented lighting also should be provided to improve the safety and experience of pedestrians. A priority should be an improvement to the Bartel Road/Route 11 intersection. This intersection is the meeting point of Brewerton's two highest-volume roads. It also is used by pedestrians, including children walking to school and patrons walking to and from businesses. Pedestrian signals, bump outs, and changes in materials for crosswalks are needed.

Waterfront

Capture a distinct identity

The overall goal is to maximize Oneida River as the hamlet's defining visual, open space, and recreational amenity

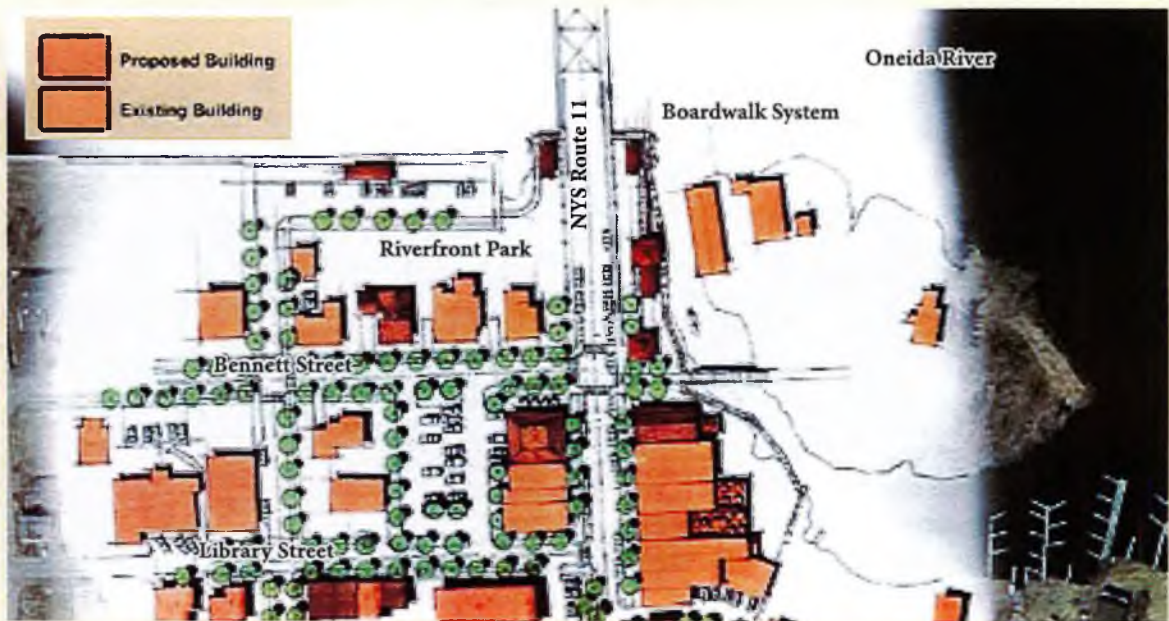
The waterfront has untapped potential to provide additional benefits to the Brewerton community.

Organize the physical elements

Create a waterfront walk system

The concept of a waterfront walkway would link together the various portions of the waterfront and create an additional recreational amenity. Specific recommendations for this walkway include the following:

- Locate the walk at the water's edge in the downtown area
- In other areas, connect the waterfront segments along the first inland public right-of-way
- Extend a public walk through Marian Marina to link the downtown waterfront with the waterfront residential areas located west of the railroad
- Utilize design elements, such as signage, paving systems, to unify and enhance this waterfront walk system
- Link the waterfront walk system with Oswego County's public waterfront improvements on the north side of Oneida River



Central Waterfront

The best opportunity for Brewerton to recapture its identity is to enhance public access to its central waterfront. The plan above illustrates a boardwalk system along the central waterfront from Riverfront Park on the west, under the Route 11 Bridge, and east around the shoreline opposite Denman's Island. This concept would allow multiple, convenient access points for the public to connect to the water from the downtown. Most likely, adjacent businesses would begin to 'face' the waterfront to attract patrons (see middle image below). A perspective illustration of what the boardwalk system may look like is shown on the following page. The plan for the central waterfront also calls for additional amenities at Riverfront Park, including a structure to accommodate boater/visitor needs, and improved vehicle parking.



PROPOSED PROGRAMS & PROJECTS



Existing view of Route 11 Bridge abutment



Proposed public access to the waterfront at and around the bridge abutment

Preserve and enhance views of Oneida River

Brewerton should build on its special connection with Oneida River. Visual connections to the river will provide a sense of place and remind residents and visitors of Brewerton's unique character. Maintaining and improving these connections is important and should be supported by town policy.

Pursue public acquisition of undeveloped/neglected parcels on the waterfront

Additional waterfront property would greatly benefit Brewerton. The Kathan Road property is the last major vacant parcel on the Oneida River in Brewerton. The Town does not have the financial wherewithal itself to buy this property, therefore Onondaga County should be approached; so might land conservancies such as the Trust for Public Land. The property owners should also be engaged about their possible interest in selling or donating the properties or sections of the parcel. If public acquisition of this parcel does not occur, additional zoning regulations that promote a waterfront walk system should be included.

Allow and promote additional water-oriented activities, such as a canoe 'trail', watercraft rentals, water taxi stops, tours, boat launches, etc

The waterfront is a recreational asset that should be accentuated by providing additional opportunities for use of the water. The canoe trail that has been informally organized to date should be formally identified and enhanced with signage.

Provide a sense of comfort and convenience

Upgrade and expand Riverfront Park's amenities

The town should provide additional landscaping where

necessary and ensuring that it continues to be well maintained. The parking lot at the water's edge should be redesigned to increase lawn area while allowing a limited amount of parking to remain at the shoreline for lunchtime and winter visitors. A visitor's center near or in this park is also appropriate and would serve as a first point of contact in the community, providing travelers with access to public rest rooms, water fountains, brochures, maps, and restaurants menus. On-site staff, if available, can answer questions and offer recommendations customized to the individual visitor's needs. A Welcome Center could also provide a location for interpretive exhibits and a farmer's market. A farmer's market can be an important downtown attraction and provide an opportunity for residents to come together and foster community. At a minimum, a staging area should be designated in the park, where visitors could park, view an orientation map, and depart for other Brewerton attractions.

Provide additional boat docking

Enhance boat docking and services. Residents have noted the need to enhance services and facilities in Brewerton to attract new residents and accommodate canal users in need of overnight docking. The boardwalk provides a very practical solution. A floating dock system could be constructed extending from Theisen Road west and north toward Denman's Island and west to connect with Riverfront Park. This could provide a private docking system for individual owners of adjacent condos or commercial establishments and would give the hamlet additional transient docking system in the heart of the commercial core. There would be no seasonal docking. All services, fuel, repairs, and etc., would be provided by local marinas.



Vacant Waterfront Land

The vacant waterfront land located immediately west of the Interstate 81 is underutilized. One option for this property is a neighborhood residential development as shown in the graphic above. The other option for this property would be a public park with passive amenities such as a boardwalk system, fishing access point, and amphitheater.



PROPOSED PROGRAMS & PROJECTS

Residential Neighborhoods

Capture a distinct identity

Protect the physical and social qualities that make Brewerton a safe, diverse, affordable, and pleasant community

Brewerton has a diverse population and is a community that has welcomed residents of a variety of cultural, ethnic, and economic backgrounds. This diversity is partly the result of the diversity of housing choices in the hamlet. Any future development or redevelopment in Brewerton must take into account that Brewerton wants more than typical suburban development of single-family detached homes. This diversity is the identity of Brewerton's residential neighborhoods.

Organize the physical elements

Create residential design standards

Design standards should be developed to emphasize scale, context, setbacks, etc. over architectural styles, and should use traditional building standards as their



Trail links that would connect residential areas with the downtown and waterfront may be possible along utility easements

point of departure, yet still allow innovative design. For instance, zoning regulations should be revised to require new buildings to face the street, which would promote the front yard orientation of Brewerton's neighborhoods. Similarly, residential garages should be prohibited from projecting in front of dwellings.

Provide a sense of comfort and convenience

Provide additional recreation opportunities

Brewerton has a sizable population of people requiring recreation space. It should be a priority of the town to find ways to provide new recreational facilities that can serve children and active adult groups as well as other residents. Lack of space is certainly an obstacle to this objective, as are limited funds. Therefore, the town should look to the private sector or other government agencies to help provide these types of facilities. In the short-term, citizen groups and recreation providers should be encouraged to conduct a needs analysis to pinpoint the specific types of recreation facilities seen as most needed. A potential summer offering could be a skateboard park, while a potential winter offering could be an outdoor ice-skating area.

Enhance walkability in the residential areas

Sidewalks should be located on at least one side of all residential streets in the hamlet. Pedestrian-scaled lighting and street trees should also be consistently designed for the residential areas.



IMPLEMENTATION

5

IMPLEMENTATION

Implementation

In order for positive and proactive change to occur, and for the strategies and recommendations of this Plan to be implemented, a framework for implementation must be established. A recommended framework that is based on available funding resources and realistic circumstances is detailed below.

Management

Community Planner

The Town should hire a qualified community planner to oversee a variety of public initiatives, including implementing grant awards and overseeing this study. Without a “point person” to steer the revitalization effort, elements of this plan will go unrealized. To assist this staff position, the existing partnerships with the Advisory Committee and regional efforts should be continued.

Revitalization Committee

Since the existing members of the Advisory Committee for this plan are most familiar with the recommendations, and since they have demonstrated a high level of interest in the future of the hamlet, it is recommended that interested members of this committee spearhead the implementation of initial projects identified for prioritization. This group of interested individuals, which would become the Revitalization Committee, should bring in other stakeholders that could assist with initial activities. Representation from the Town of Cicero and the Chamber of Commerce should be involved. The Revitalization Committee should understand that it is not necessarily their responsibility to actually implement

priority projects, but to ensure that identified project leaders implement the projects, until such time a more formal Brewerton revitalization framework is in place.

The first task of this committee is to determine which benchmarks should receive priority for implementation in the next 12 months. These should be adjusted based on real or perceived needs. At the outset, it is important to concentrate on activities that will be relatively easy to accomplish and have high visibility. Early successes are important in creating excitement for revitalization activities and for combating apathy among business and property owners. The “clustering” of projects should be considered. For example, a formal announcement of revitalization efforts could be planned for the spring of 2009, at the same time new parking signs and visual improvements such as the planting of trees, are completed.

As progress is made, every success, no matter how small, should be celebrated publicly. Attempts should be made to highlight a success or a milestone on a monthly basis. Failures should be assessed to identify what did not work, and to identify what can be done to better address the issue in the future. Lastly, it should be understood by the community that the revitalization is an on-going commitment and is not something that is completed in five or ten years.

Business Improvement District

As redevelopment begins to take shape in downtown Brewerton, the town and the downtown business owners should explore the creation a Business Improvement District (BID). A BID is an entity formed by authorizing resolution of the Town Board and is a tool used

primarily by commercial districts as a means to organize and finance supplemental services for an area. The BID mechanism allows property owners and merchants to organize as a group to use a municipality’s tax collection powers to voluntarily “assess” themselves. Funds are collected by the municipality and returned in their entirety to the BID, which utilizes the funds to purchase supplemental services such as sanitation, security, promotions, and special events. Funds can also be used for capital improvements such as street furniture, trees, signage, lighting, and parking. Unlike a merchant association, which is voluntary, a BID has the power of law behind it and thus provides a steady stream of income for continuous improvements and programs.

Partnerships

The Town of Cicero has a strong history of partnerships with various local, state, and federal agencies. These include the Cicero Chamber of Commerce, Onondaga and Oswego Counties, NYS Department of State, NYS Canal Corporation, NYS Department of Transportation, and others. The Town should continue to participate with these and other agencies to implement the revitalization plan for Brewerton.

Pursue joint design standards and code enforcement with other agencies and neighboring municipalities. The Route 11 corridor in Brewerton is viewed as part of a larger whole along with areas in North Brewerton. Common aesthetic and coordinated safety improvements along Route 11 will benefit those in both of these communities. The Town of Cicero should work with residents and business owners in North Brewerton, the Town of Hastings, Oswego County, and the New York State Department of Transportation to improve conditions in this area.

Obtain funding from outside sources for technical assistance for storefront and building façade improvements. Technical assistance programs for these types of improvements are preferable to grants or tax incentives, as they reduce red tape and the inevitable “cookie cutter” solutions, which hamper design creativity. Furthermore, while there are generally insignificant cost differentials, technical assistance yields dramatic appearance improvements. It is, in short, more cost effective to provide “free” advice to many business and property owners than throw a lot of money at a handful of projects, even assuming that only half of the technical assistance recipients follow through on the advice.

Determine if private landowners are encroaching on publicly owned land. There may be areas along the Central waterfront that have been essentially taken by property owners that should be public land. The Town, County, and State should determine whether this has occurred and take appropriate steps to reclaim the land. The Town also should research titles, easements, and riparian rights along the waterfront and into the river.

Promote On-Track or other rail related transport. A connection with Syracuse On-Track or another entity would reduce the need for and reliance upon the automobile and provide an attractive and recognized transit amenity that could be used to bring visitors to Brewerton or take people, such as Canal users to other regional locations. The Town should work with Onondaga County, and the Syracuse Metropolitan Transportation Authority, to make this a reality.

Support the efforts of Fort Brewerton to have additional exhibition space in downtown Brewerton. This type of

facility would further enhance downtown by creating an additional attraction.

Quality of Life

Several easy-to-implement actions can be undertaken immediately to yield results and gain momentum for the revitalization process.

Cleanliness

Public and private landowners should work together to keep the all public spaces clean at all times (including streets, sidewalks, and parking areas). A neat appearance is instrumental in attracting customers and investors, and often involves little or no cost to achieve. Ways to implement this goal include:

- Frequent sweeping of entrances and sidewalks by all shop owners
- Addition of trash receptacles and ashtrays for pedestrian use
- Frequent emptying of on-street trash receptacles
- Speedy removal of ice and snow from public areas
- Enforcement of litter laws
- Semi-annual “Brewerton Clean-up” days, perhaps performed in conjunction with student/scout groups
- Regular weeding of green spaces
- Maintenance and upkeep of public facilities and private property

Lift community spirit by organizing beautification projects



IMPLEMENTATION

These efforts should be publicized throughout the community and should be a source of pride for residents and business owners. Private efforts, though voluntary, should be encouraged by the Town. In turn, the Town must fulfill its obligation by taking a proactive approach to those actions it has direct control over. Once a few business owners experience the benefits of cleanliness, others will follow suit, resulting in a Town where neatness is the rule, not the exception.

Public Safety

The perception that public places are safe is often as important as the actual level of safety. The Town should foster the perception of public safety in the entire hamlet. The quick response of firefighting and ambulance services should also be maintained.

Enforcement

The consistent enforcement of Town regulations is imperative to the success of this revitalization plan. Code enforcement efforts will ensure that all buildings are held to the same standards for safety and appearance and



Example of an event that temporarily shuts down a downtown Main Street

encourage new investment. This measure complements the previously discussed efforts to achieve consistent cleanliness in the hamlet. Aggressive enforcement of speed limits and parking laws will also work to make the downtown area safer for drivers and pedestrians. Additional signage including temporary signs showing motorists their travel speeds can assist with the reduction of vehicle speeds.

Design guidelines and standards are only good if they are enforced.

Full calendar of events

A selection of events, festivals, and promotions throughout the year would strengthen the identity of the downtown as well as the social character of the hamlet. However it is important that the primary focus of these events remains relatively local in nature so the parking and road capacity in the downtown is not overburdened.

Business Development/Expansion

Business Retention

The Revitalization Advisory Committee, working with the Town should continue to coordinate with existing businesses to encourage expansion or stabilization. While recruitment will be necessary to expand the economic base, economic development should begin with the already established businesses.

Every effort should be made to continue to assist existing business owners to understand the nuances of this report and connect them to resources that can help stabilize or grow their businesses. This may include:

- **Connecting business owners with local development agencies that may be able to provide technical assistance, such as the Brewerton Chamber of Commerce**
- **Learning how to take advantage of façade restoration funds**
- **Sharing this study with the private sector, to educate about the intent of this Plan**
- **Linking local businesses with the Brewerton Revitalization web site to provide an outlet to summarize the retail and service offerings within the hamlet. Using this summary, gaps can be identified and perhaps fulfilled with existing businesses.**

An example of technical assistance could be to educate storeowners about the importance of window displays in creating a vibrant atmosphere in the downtown. Based on national retailing 'rules-of-thumb', window displays should:

- **Attract and hold attention, and indicate immediately the type and quality of merchandise.**
- **Be large enough to see easily into the store from the sidewalk, or for customers inside to be able to see the street outside.**

- Take 8 seconds to capture persons walking; 2-3 seconds if driving.
- Be kept up-to-date
- Be simple, clean and well lit; let merchandise take center stage.
- Rotate merchandise every 1 to 5 days.
- Be lit until 10:00 pm (this also encourages pedestrian activity and adds to the feeling of safety and security for visitors and residents).

For vacant storefronts, the Town could work with building owners to create a consistent display that adds vitality to the street by making the storefront interesting, even educational if desired, rather than an empty, dusty window. The result gives the appearance that the community cares and is working to revitalize itself.

New Business Recruitment

In addition to helping existing businesses expand, the town and Revitalization Committee should work with various regional agencies such as the Cicero Chamber of Commerce and other members of the private sector to recruit new businesses. Informal business consultation should be provided in order to spread the message that Brewerton is a 'good place to do business.'

Maintain a Business Space Inventory

A list should be created that identifies business addresses, names and owners, and commercial and retail properties that are underutilized, efforts should be made to work with the property owners to maximize the use of the space.

Attracting New and Appropriate Businesses to the Downtown

Using the Market Assessment as a guide, new businesses should be attracted to downtown Brewerton. While it is not yet likely that national chain stores and restaurants will look at the downtown to locate a new store, there are quality independent stores that may find the area favorable. As a starting point, a list of companies and organizations that are potentially interested in Brewerton can be compiled. Once identified, a direct mail campaign can be initiated which includes a summary of this study and an invitation to meet the Revitalization Committee. Regional companies with multiple locations can be targeted as a starting point.

Work with the Real Estate Community

The Town and Revitalization Committee should work with the real estate community to identify prospects and place them into the target area. As a starting point, each realtor should be given a copy of this plan. Using the physical plan and marketing opportunities as a guide, the targeted business types should be explained and desired physical locations should be identified. When located, prospects should be invited to Brewerton for a personalized tour given by the Town and Committee. If they are interested, the prospect should be put in contact with the property owner or leasing agent.



Maintain frequently updated community website

Prepare a Recruitment Package

A recruitment package can be an effective way to attract new businesses. The Town should seek funding to prepare a professionally designed, high quality package for distribution to interested parties. Contents of the package should include:

- A template letter
- A summary of the market assessment and anticipated physical enhancements
- A listing of technical assistance
- Information about specific properties

MONROE
 (YOUR BOAT ASHORE)
 AND YOUR WIFE & KID

Half along the banks of the River Knowl, which flows through the town, are the ruins of the old castle. The castle was built by the Normans, and the ruins are still visible. The castle was built by the Normans, and the ruins are still visible.

A wooden shelter with a snow-covered roof and informational panels, located in a snowy forest. The shelter has a dark wooden frame and a light-colored roof. Inside the shelter, there are several informational panels, including a large central one with a picture of a landscape. The ground is covered in snow, and there are bare trees in the background.

A man wearing a yellow jacket and a cap is smiling while holding two large fish, one in each hand. He is standing outdoors, possibly on a boat or near a body of water.

- Institute a ‘Buy Local’ campaign
- Focus on the waterfront by creating a series of water-related festivals
- **Marina/Merchant Cooperation – Establish a “Dock and Shop” program between the shop owners and the marina owners.** The intent is to link the marina ‘residents’ and visitors to the shops and services in the downtown. The marina and shop owners and Town staff should meet, review this study, and establish a program.
- **Develop articles for the print media** (i.e., Post Standard, Canal Times, Motor Boating) to get the word out about the good things happening in Brewerton.
- **Develop a poster for businesses to show patrons the ‘upcoming’ improvements in Brewerton.**

Cross Promote Brewerton Events with Regional Events and Points of Interest

Tourism has become an important component of the regional economy. Throughout Central New York, many communities and organizations have recognized this trend and are organizing events and/or programs to improve visitation. To draw visitors to hamlet downtown Brewerton, and to extend visitation in the region, the Town should continue to coordinate with entities throughout Northern New York, such as the NYS Canal Corporation, Chamber of Commerce, and others.

Coordinate community enhancement with the Erie Canalway National Heritage Corridor Preservation and Management Plan.

This Plan, completed in 2005, is a comprehensive look at preserving and promoting the historic and recreational assets of the New York State canal system. The town should take advantage of the opportunities to work with the National Heritage Corridor.

Route 11 Bridge - Future Enhancement

The current Route 11 Bridge was built in 1932. Although it may appear in rough shape, this bridge is not scheduled to be replaced within the next five years. Nevertheless, the community should make an effort to improve the image of this bridge since it is a landmark structure and gateway feature. One alternative improvement is to have the bridge painted in a distinct but attractive color. Another option is to add decorative lighting to the bridge, an example of which can be found in nearby Baldwinsville, NY. Both these options can be coordinated with the NYS Department of Transportation.

The community should also be aware of the possibilities when the bridge is replaced. Other communities have requested and received bridges that are sensitive to community character. A great example of good design is a bridge located in Willimantic, Connecticut, which has whimsical details that provide a memorable structure and reinforce a sense of place.



IMPLEMENTATION



Images of other successful New York State Communities

New York State Agency Grant Sources

Office of Parks, Recreation and
Historic Preservation
Department of Environmental Conservation
New York State Canal Corporation
Department of Transportation
NYS Clean Vessel Assistance Program
Governor's Office for Small Cities (GOSC)

Federal Grant Sources

National Park Service (NPS)
United States Environmental
Protection Agency (USEPA)
National Oceanic and Atmospheric
Administration (NOAA)

Visit the following website to learn more
about revitalizing waterfront communities:
<http://www.nyswaterfronts.com>

Timeline

This section describes the suggested timeline to implement the Plan. The recommendations for implementation are grouped into three anticipated time frames. These categories are: short-term (zero to 12 months), mid-term (one to three years), and long-term (four to ten years).

Short-term Focus (Zero to 12 Months)

- **Formally adopt the Plan.** In addition to Town Board approval, seek support from local and regional groups.
- **Designate a leader to implement the Plan.** Figure out the details of how the Town will work with the Revitalization Committee and identify who will do what and when they will do it.
- **Print multiple copies of the Plan.** This plan should be distributed to as many people interested as possible. This is a planning study and a sales document.
- **Maintain and update the Brewerton Revitalization website.** Use the website to announce events and projects and foster community spirit.
- **Build and strengthen the relationships with all public and private entities impacted by the Plan.** Relationships with the NYS Department of Transportation and Canal Corporation are needed to advance the Plan. Communication with adjacent municipalities and with property owners in the project area is also needed to explain the Plan and its purpose.
- **Enhance views of the waterfront from the downtown.** Coordinate with the NYS Department of Transportation to selectively remove vegetation near the Route 11 Bridge to open views to Oneida River.
- **Develop design standards for the downtown.** Zoning modifications should include architectural design standards and stricter sign regulations.
- **Update the zoning for the hamlet areas beyond the downtown.** Zoning modifications should include architectural design standards and guidelines.
- **Secure public/private funding for projects.** An aggressive pursuit of grant funding at the local, state, and federal level should be ongoing.
- **Design the streetscape improvements for the downtown.** Obtain a topographic survey of the downtown core and hire a landscape architect and civil engineer to design the details of the streetscape improvements upon completion, develop phasing opportunities to begin implementation.
- **Secure public control of strategic properties.** Properties in the downtown for parking and additional access to the waterfront should be pursued. Begin planning of waterfront access improvements, including the waterfront walk system.

- Develop a parking strategy for the downtown.
- Approach larger government entities, land conservancies, and other possible benefactors about acquiring underdeveloped parcels on the waterfront for parkland.
- Determine if private landowners are encroaching on publicly owned land along the waterfront.

Midterm focus (one to three years)

- Develop a hierarchal wayfinding signage system.
- Improve the gateway signage and landscaping into the downtown and greater hamlet area.
- Design upgrades to Riverfront Park.
- Create as many additional boat-mooring locations along the riverfront as are feasible and permissible by State and Federal regulations.
- Promote additional water-oriented activities, such as watercraft rentals, water taxi stops, tours, boat launches, and other locations.

- Consider the creation of a merchant's association or business improvement district (BID) in the downtown.
- Develop a public art program.

Long-term focus (Four to Ten Years)

- Implement unified lighting, landscaping, and sidewalks throughout the downtown area. Unified design elements should include pedestrian-scale lighting, benches, and trash receptacles, street trees, granite curb cuts, etc.
- Provide pedestrian improvements to the Route 11 and Bartel Road gateway corridors.
- Implement Riverfront Park improvements.
- Provide additional passive and active recreational opportunities inland.

- As practical and cost-effective, acquire and build additional small-scale at-grade lots in locations close to the downtown area.
- Improve the I-81 interchange aesthetic appeal by allowing public art around the interchange and providing signage and/or design treatments on the bridge over I-81.
- Look for opportunities to place utilities underground, such as major redevelopment projects or incremental public infrastructure improvements.
- Ensure New York State addresses Brewerton's vision in any road and bridge improvement projects and that adequate compensation is given for any significant impacts on Brewerton.



Appendix A

Community Questionnaire

BREWERTON REVITALIZATION STRATEGY COMMUNITY QUESTIONNAIRE RESULTS

Responses with a 55-75% response (positive or negative) have are shaded in **pink**.

Responses with a 75%+ response (positive or negative) are shaded in **yellow**.

COMMUNITY IDENTITY AND DESIGN					
	Agree	Somewhat Agree	No Opinion	Somewhat Disagree	Disagree
1. Brewerton has a distinct identity that makes it unique to Central New York.	42.7%	32.3%	4.3%	10.4%	10.4%
2. Generally, the physical design and appearance of commercial buildings in Brewerton present an attractive and inviting business environment.	3.0%	11.6%	1.8%	26.2%	57.3%
3. Generally, the physical design and appearance of residences and residential buildings in Brewerton present an attractive place to live.	22.8%	35.2%	1.9%	28.4%	11.7%
4. The physical design and appearance of the major Brewerton gateways (at Route 11, Guy Young Road, and Bartell Road) present an attractive place to live and do business.	11.2%	23.6%	5.6%	25.5%	34.2%
5. When I think of Brewerton I think of:					
CULTURE AND HISTORY					
	Agree	Somewhat Agree	No Opinion	Somewhat Disagree	Disagree
6. Brewerton has a rich and interesting history .	57.6%	23.6%	16.4%	1.8%	0.6%
7. Efforts by the community to highlight Brewerton's historical assets are adequate.	9.6%	28.7%	10.2%	25.1%	26.3%
8. The community should promote the attraction of additional cultural interests (theater, music, arts) to enhance existing offerings.	57.7%	20.9%	9.2%	9.2%	3.1%

This survey was funded by the Town of Cicero with assistance from the NYS Department of State, Division of Coastal Resources through funds provided under Title 11 of the Environmental Protection Fund.

HOUSING					
	Agree	Somewhat Agree	No Opinion	Somewhat Disagree	Disagree
9. Brewerton offers a wide variety of housing types (i.e., single family, apartments, patio homes, town houses) for residents of all ages.	39.2%	37.3%	4.8%	14.5%	4.2%
10. There are housing opportunities for people of all income levels available within Brewerton.	47.9%	37.6%	6.7%	5.5%	2.4%
TRANSPORTATION					
	Agree	Somewhat Agree	No Opinion	Somewhat Disagree	Disagree
11. Brewerton is a safe and convenient community for driving .	52.7%	31.7%	1.2%	9.0%	5.4%
12. Brewerton is a safe and convenient community for walking .	21.1%	25.5%	4.3%	22.4%	26.7%
13. Parking in the business district is adequate.	37.4%	24.5%	6.5%	20.6%	11.0%
14. Are there intersections with pedestrian safety issues? Indicate which intersections.					
RECREATION					
	Agree	Somewhat Agree	No Opinion	Somewhat Disagree	Disagree
15. Brewerton parks are identifiable and easily accessible .	51.5%	24.0%	3.6%	12.6%	8.4%
16. Public waterfront access is adequate in Brewerton.	25.3%	27.7%	9.0%	19.3%	18.7%
17. Pedestrian and bicycle trails are adequate in Brewerton.	4.8%	10.2%	15.6%	25.1%	44.3%
18. Winter recreational opportunities (i.e., snowmobiling, cross country skiing, etc.) are adequate in Brewerton.	12.0%	21.0%	19.8%	18.0%	29.3%
BUSINESS					
	Agree	Somewhat Agree	No Opinion	Somewhat Disagree	Disagree
19. The buildings in the business areas are well maintained .	3.6%	14.5%	3.6%	30.3%	47.9%
20. I patronize the stores and services offered in Brewerton.	47.6%	35.5%	1.8%	8.4%	6.6%
21. The business areas offer a pedestrian friendly shopping experience .	16.1%	26.5%	7.7%	26.5%	23.2%
22. There are business development opportunities along Brewerton's waterfront .	47.8%	21.7%	11.6%	5.8%	13.0%
23. What type of retail stores and/or services would you like to see in Brewerton?					

GENERAL

24. List two **qualities** you particularly like and two you particularly dislike about Brewerton.

Like: 1) _____ 2) _____

Dislike: 1) _____ 2) _____

PERSONAL INFORMATION

25. What is your age?

0.6% 0-13 0% 14-20 2.4% 21-30 12.7% 31-40 **56.4% 41-64**
27.9% 65 & over

26. Do you boat on Oneida Lake and/or the NYS canal system?

46.4% Yes 53.6% No

27. Are you a resident of Brewerton?

95.8% Yes 4.2% No

If you are not a resident of the Brewerton, do you live or own property in the Town of Cicero?

63.6% Yes 36.4% No

28. Do you own a business located in the Brewerton?

7.6% Yes **92.4% No**

If you are a resident of Brewerton, please answer the questions below:

29. How long have you lived in Brewerton?

21.9% 0-5 years 11.3% 6-10 years
18.1% 11-15 years 48.8% 16 years or more

30. Do you have plans to move from Brewerton in the next:

8.2% 9.0% 7.5% **75.4%**
2 years 5 years 10 years **N/A**

31. If you plan to move from Brewerton within the next ten years please explain why.

ADDITIONAL COMMENTS

5. When I think of Brewerton I think of:

Small town
Old run down city
Noisy race track/no plan/management
Needs work
Oneida Lake
Can be attractive with a lot of work, and it's a project that needs a lot of work
Home sweet home
A safe place to live
Potential for a great small town, tourism from lake
Oneida Lake and rusty 81 bridge
Lake solitude, nice neighborhoods
Too many empty buildings
Home, Oneida Lake
The fact that it is near the lake
A mailing address – it is not a “hometown” for anyone to return to
A great location – away from city & heavy traffic, easy access to Syracuse
The potential of the Waterfront area
Run down commercial and residential buildings
It needs improvement. Has gotten better slowly
Oneida Shores Park
Oneida Lake, beautiful housing, Beach
Boats, fishing, shops & businesses
A town slowly dying – not even a grocery store
Oneida Lake – boating, camping
A town growing bigger every year and not adding any businesses
A nice place to live, but needs a master plan to put us on the map
Central location with 81 & 11 (N/S) and close to 31 & 49 (E/W)
Water, the lake, & river
A place with potential
A town with no central identity, a grocery store or place to meet the neighbors
Low socio-economic area
Boating and fishing
Home
A hamlet with some potential in it
Boats, marinas
A town with a lot of potential
Fort Brewerton Fort site, part of early Erie Canal, good elementary school good mix of churches
Place with a great potential but no plan and run down
Home
Boats at the Waterfront, Castaways
It could be a beautiful historical town
The river/lake inlet – the lake view, no stores
Semi-small town that needs a grocery store
Oneida shores. Oneida Lake a vacation place
Community life. Closeness to lake.
Water
A great little place to live with the potential to be beautiful
A nice Hamlet to live in
Times that has gone by early 1900 year
Depressed – low-income area- trailer trash, welfare, pole barn city

Somewhat rundown, but with great potential, small town qualities
 A small town peaceful living
 A great little place to live, slower pace
 History; potential internationally utilized waterfront village
 Underutilized jewel
 Run down houses & empty storefronts on the main roads. Beautiful homes out of sight
 The little town I grew up in
 Oneida Shores
 Sam's Lakeside restaurant now a boarding house. Dumpy buildings in the village
 Oneida Lake & Canal system
 Boating and fishing
 Lake and waterfront activities plus a quiet town
 Oneida Lake & Oneida River
 Water activity
 Small town for great people & a fun place to live
 Water – the lake, recreation
 Beautiful Oneida River Canal & Oneida Lake, History
 Low income – business are allowed and homeowners to let property be a mess
 Oneida Lake, friendly neighborhoods
 Perhaps it used to be a vital and attractive village, but was not preserved
 Recreation, water access, transportation access, close to shopping
 Needs TLC
 A place that could be beautiful, but has been neglected
 Old town that hasn't been modernized
 Bridgeport – nothing appealing no aesthetic value
 Has gone down hill with all the empty buildings. Something's got to be done – are all owned by same owner
 Unattractive- seedy-scruffy
 A small town where progress stopped in some areas (commercial)
 Dirty roads
 The lake and quiet neighborhood
 Boating, nice neighborhood, lake and Oneida Lake Park
 Lake – River & boating. Need attraction so boats will stop and shop
 How nice an exclusive area it could be! How with poor town planning, no town enforcement, and a planning board with 3rd rate ideas it became a slum
 Tourist possibility beautiful river and lake
 Excellent potential disappointing reality
 Oneida Lake & Barge Canal
 I think of the history and waterway
 Oneida Lake
 Not much
 A small town on the river
 A quaint village along the lake with a lot of potential to improve
 Oneida Lake, marinas, restaurants, racetrack
 What it was like years ago
 Some work needs to be done
 A place that has potential and is in dire need of fixing up
 A country town
 Oneida lake
 Oneida lake
 Downtown Brewerton is a mess
 Distinct historical community getting sucked up by development and Route 81

A potentially attractive village burdened by a decrepit commercial area near the bridge
 Need better landscaping, Oneida Lake
 Being on the water, near the lake. This area has a lot of potential
 It is an attractive residential community
 Oneida shores Park
 Small close community, eye sore areas needing upgrading/replacement, great resource Oneida Lake
 Boating – eating on the deck at the Waterfront
 A place that needs improvement. Can be a tourist area
 A little town that needs a facelift
 Empty buildings on Route 11. Small businesses trying to establish in houses!
 Great potential that has never been utilized
 Convenience and quality of life, however, commercial property sales are encroaching on homeowners, leading to uncertainty in the future and increased traffic, decline in the quality of life
 An untapped resource waiting to be developed and enjoyed
 A village on the cusp of renovation
 A quiet town with access to the lake. A place where I'd like our children to grow up
 Oneida lake, Oneida River, Oneida shores, DG's, The Waterfront
 Used automotive parts, sidewalk, boat sales etc.
 Oneida Lake history
 Not a clean and well-kept town
 A small town with big potential given its location in central NY
 Untapped potential
 The River and boats
 Abandoned village – depressed
 A firehouse smack in the middle of town – no shopping or shops
 A hamlet on Oneida Lake great for fishing
 Downtown roads are uninviting and unattractive otherwise, safe, quiet family environment along Lake Oneida in burbs
 An old Canal town that needs to be revitalized to attract people and businesses
 A potential place for summer activity if only it was developed
 Family history and home. Oneida lake
 It should be a mini-Skaneateles, wasted resources
 Main Street leaves a lot to be desired, a place that needs a lot of attention – it could be a beautiful place, fishing, boating, and parks.
 A small hamlet with potential for bringing the public to Brewerton
 Possibility of unique and beautiful lake front community
 A small hamlet lost because a major highway cut it off
 It would be a nice, quiet place to live, if not for Bayshore No. apts.
 A great place for an upscale town surrounded by water, shops etc.
 Business district building & water play potential

12 Are there intersections with **pedestrian safety** issues? Indicate which intersections.

Orangeport & Route 11. Mudmill & Route 11
 Route 11 & Bartel Rd.
 All down route 11 and Bartel Road
 Pedestrians crossing Route 11
 Yes! Near McDonalds
 Bartel Road at Route 11, Mud Mill Road at Route 11

Route 31 & Route 11
 Orangeport Rd. at Route 11, Mudmill Rd. at Route 11, Bartel Road at Route 11
 Route 11 and Mudmill Road, Route 11 and Bartel Road
 Katham Road & Bartel Road, Orangeport – Miller/Route 11
 Relatively few sidewalks
 No opinion
 Bartel Road & Route 11
 Route 11 & Bartel Road
 Bartel Road and Route 11 could be a problem
 Orangeport Road/Rt. 11 Bartel Rd./Rt. 11 Bartel/Miller Rd
 Guy Young Rd. & Route 11
 Route 11 & Orangeport, Orangeport Rd. In general (too fast)
 Brewerton could use sidewalks at Rt. 11 and Miller Rd.
 Bartel Road and Route 11
 Orangeport Rd. & Route 11
 All of them – no marked crossways- no signs for pedestrians
 Yes, Bartel Road & Route 11. Route 81 & Bartell Road
 Crossing Route 11 on Friday evenings
 Bartel Rd. & Route 11 Bartel Road, Oneida shores
 All crossroads/ bridge
 Not positive as I drive through town
 Miller Rd/ Bartel Road
 I81 entries and exits; Miller Road either end
 Bartel & Route 11, anywhere near Route 81, all Bartel Road
 Route 11 at Bartel Road, Guy Young Rd. At Orangeport Rd.
 Bartel Rd. & Route 11
 Bartel Road bridge
 I only try to walk Orangeport Rd. & Route 11, miserable!
 Anywhere around Bartel Rd. & route 11 on Fridays
 All of them, and bridge in winter
 Bartel, Katham, Miller Bartel & Route 11
 Orangeport & Route 11
 Orangeport Road not safe to walk, but many pedestrians
 Bartel Road/ Route 11, Bartel Road/ Route 81
 All around the shopping centers
 Route 11 & Bartel Road, 81 exit ramps
 Route 11 & Bartel Road
 Bartel Rd. & I-81 exits/entrances
 All along Route 11, Orangeport Rd. Guy Young Rd., Bartel Road
 Need new sidewalks in all areas, missing in many areas & in poor condition in most
 Orangeport Rd, Guy Young – drivers drive too fast
 Bartel Rd & Route 11
 Route 11, Guy Young Rd
 Route 11 & Guy Young, they speed on Route 11
 No
 All of them
 Orangeport & Route 11
 Yes, East end of Miller Road
 Corner of Bartel Rd/Route 11 also Center of Brewerton
 Route 11 & Bartel Rd.
 Bartel Road & Route 11, 81 exit needs stop light
 Need light @ Mudmill/Route 11 and Orangeport/& Route 11
 Not to my knowledge

All traffic lighted intersections
 Bartel Road/Rt 11 – Kathan/Bartel – Guy Young/ Rt 11
 Kathan & Rt. 11, Bartel & Route 11
 Orangeport Road it would be nice to have a walk/bike path between Woodlawn Drive and The Birches and a path between Woodlawn Omara or the Birches to MudMill Park
 Signs needed Slow Down at “Bartel Circle”
 None that I know of
 Bartel & Rt 11 and near Brewerton Pharmacy – Library St. etc.
 The four corners
 Every one
 No
 Bartel & Miller Bartel & 81 (N & S)
 All – no crosswalks, only 2 traffic lights
 Route 11 & Orangeport Road
 Bartel Rd & Route 11
 We need sidewalks
 81 North entrance ramp in fishing season
 No
 Miller Road & Kathan cross Bartel
 Bartel & Route 11, Orangeport & Route 11
 81 Bridge has no safe sidewalk area
 Bartel & 11, Orangeport & Rt 11
 Route 11 & Guy Young Rd; Route 11 & side streets
 Route 11 & County Route 23
 Like most any other small town
 Bartel Rd. & Kathan, Bartel & Rt. 11, Rt 11 & Library Street
 Bartel Rd. & Miller near bait shop
 Walking along Bartel Road
 Route 11 & Bartel, route 11 & Washington

21 What type of retail **stores and/or services** would you like to see in Brewerton?

Specialty shops *****Grocery store*****
 A good grocery store
 More unique shops/ skate park
 A grocery store!!!
 Grocery store
 Grocery store, doctor's, Aldi store, Senior citizens entertainment & aid
 Better grocery shopping
 Artisan & crafts, bakery
 Tear down or renovate buildings near bridge; add antique; Café's; specialty shops.
 A grocery store that is adequate in size, quality
 Service from boats on the water to pull up & be served, supermarket
 Small shops – boaters could dock and shop & residents could walk to
 Bike shops
 Small specialty, little café's
 Grocery store, Diner style restaurant, bowling alley or sports building of some type
 Grocery store
 A small grocery store/market similar to Spera's in Cicero. A good bakery.
 Grocery store and small shops – a variety
 Grocery store

Small retail – grocery – fine dining
 Grocery store, more restaurants
 Grocery store, family restaurants, specialty shops
 Grocery store
 Grocery store
 Neat clean business, little shops of interest
 Grocery store, primary care physicians
 Byrne dairy, Panera Bread type more upscale eateries
 Grocery store, sidewalks, new light posts, benches, boutiques more & better restaurants
 Grocery
 Small appropriate water attire sports for local assets.
 Grocery store, small auto repair
 Large grocery store!!!
 Grocery stores and a variety of shops
 Hair salons, updated business plazas, Bed Bath & Beyond
 Big grocery chain
 Grocery store, gym? Unique shops
 Food market, restaurants Arts & Crafts shops
 Groceries, major bank, public boat launch sites, another car wash, more “good” restaurants with boating access
 Public marinas, theatre (drive-in) grocery store
 Specialty shops/ sporting goods, restaurants/deli
 Bistro café, hair salon, jeweler, grocery store, boutique
 A couple more fast food restaurants, meat market, grocery store
 Grocery store
 Supermarket
 Dance club, clothing store, jewelers, bar, coffee/book shop, gym
 Grocery store, please; “Curves” or the like, hardware store, upscale dining
 A small grocery store would be handy for everyone
 Grocery, specialty food stores
 A full grocery store, a general hardware store
 Grocery store
 A grocery store, home & garden center, doctors/dentist
 A full service grocery store ex. Wegmans, Target, Byrne dairy, & more restaurants
 We need a grocery store!!!!!!!
 Grocery store
 A major destination hotel, movie theatre, specialty shops
 A good grocery store
 Grocery, café, day care center
 Grocery store, not Wal-Mart!
 More café type restaurants/ a major grocery store
 Grocery grocery grocery!
 I would like to see a grocery store
 We need a supermarket (top priority)
 Grocery – Aldi, or Save a lot would be nice
 Grocery store!!!! Womens/children clothing store
 Grocery (Wegmans)
 Grocery store
 Just about everything grocery store, bakery, some more retail, more restaurants
 Grocery store
 Grocery store!!
 I like it just the way it is. I prefer driving out of town for Wal-Mart and Wegmans (supermarket)
 A major grocery

Supermarket, additional dining opportunities, specialty retail, spa, theater, (tourist retail)
 A supermarket (Wegmans, Vellas?) another non-chain restaurant (Old Buoys)?
 I would like to see more options of places to eat and grocery shop
 Revitalize similar to Skaneateles
 Sidewalk café, gift shop, fishing and or boating specialty shop, T-shirt shop, Grocery store
 Grocery Medical office building
 Major grocery store, specialty shops (gift shops) more restaurants
 Variety shops, hardware, dress and sidewalk restaurants
 Grocery store, waterfront café's
 A Byrne Dairy, a nice restaurant, store that sells organic produce, milk and other items. More youth events
 Grocery
 Supermarkets
 Restaurants – pharmacy
 Supermarket!!
 Grocery store, Schlotzky's deli, Boston Market, Artisans, ethnic cuisine that's not fast-food or take out only.
 Restaurants accessible by boat, shops- parks for sitting
 Restaurants, grocery store, boutiques
 Grocery Market, Route 81 on/off ramp @ Mud Mill Road
 Better restaurants, gift shops, and touristy stores
 Grocery, fishery, novelty, good family restaurants
 You need all codes enforced – there's a lot on Main Street that needs to be enforced
 Starbucks, Wegmans
 Dollar tree
 Demolish all structures on Route 11 to the bridge on both sides and replace with something like a Core center strip with appropriate fascia, directory, old town USA
 Grocery store
 An affordable grocery store
 Grocery store, Taco bell or Applebee's, gift shops for tourists
 Boutiques, café's walkways/sidewalks/bicycle paths/ trails, sit outside w/owning food business, upscale eateries

22 List two **qualities** you particularly like and two you particularly dislike about Brewerton.

Like	Dislike
Walking distance thru town is doable	Not enough shops
Has great potential	Businesses are not appealing
The small town feeling	Not enough being done for a river and lake town
People	No grocery store
Water	No public bathrooms
	There is no grocery store in town
Size	Has not maintained itself
Most persons are friendly	There is no transportation for senior citizens
I have a drugstore who helps and delivers medicine	There is no grocery store, also the boats by corner of Orangeport Rd. blocks the view of Rt 11's traffic
The small home town feel, try to keep it	The loudness
The quietness of the area compared to the city	
Access to Oneida lake & canal	Condition of buildings in business district
Dining facilities	No Riverside park

Waterfront	Bedraggled
Potential it has (business)	Buildings in disrepair & code violations
Potential it has for beautification	Lack of grocery store or grocery satellite store
General area	Poor future planning no town enforcement of zoning rules This area has been treated like a slum area by the town
Access to highways	No full grocery stores other than convenience types
It is not too commercial in its focus	Need additional quality restaurants
Traffic is light during the day	Street lighting, so see many police patrols
	Not many restaurants in the area, no super markets
The lake-Oneida shores near 81 Schools are good	It is not very appealing
There are quite a lot of stores, variety Kinney's McDonalds, Burger King, Dunkin donuts, etc near us	The bars are run down as well as the buildings
Restaurants and bars	Old buildings
Close to interstate 81	Apartment buildings on the rise
Our neighborhood Saddle Creek, School system is good	The town of Brewerton is not very attractive – bars and run down places in the middle of town
We like living on Oneida Lake	No grocery store
Good parks close by	Condition of apartments & businesses in “downtown” Brewerton
Restaurants – Waterfront, The Brickhouse	Scruff appearance of most of the village
Availability of drug stores, fast food restaurants, gas stations	Poor pedestrian walkways
Convenience to Route 11 & Route 81	Northbound exit of 81 needs reflectors on the guard rail or bridge abutments
Living in a small “town”	Needs so much/needs cooperation of everyone
Everything is convenient, friendly people & neighborhood	Depressing with all the vacant businesses
Quaint old town	Looks
	Nothing in Brewerton to make me want to go there except the fireworks
Convenient to Rt. 81 & great neighbors	Business district needs to be torn down not attractive at all
Close to Oneida Lake	No grocery store convenient
Still a part of Cicero but far enough away from the hustle and bustle	All the empty business buildings
Has a great potential	Run down appearance of the town
Small town qualities	Heavy traffic on Route 11
Safe environment	Inability to walk safely in many areas
Access to route 81	Lack of community identity (separate from Cicero)
Schools	No small town – Main street feel nothing for teens – so they wander & get into mischief
Quite neighborhoods	Lack of sidewalks/ Orangeport/Rt 11 by Kinney's/ Caesars pizza/ Malls
Close to Oneida Lake	Grocery store
Water	Run down Route 11

Friendly people	No grocery store
Love the water	All sidewalks are not kept up
	Everything looks messy except for Bob Fleming's business
Access & beauty of the Canal & Lake	Decay of downtown
Small town, relatively quiet place without much development	No or few sidewalks and nature trails for walking
River and Lakefront	Shabby downtown
Easy access to cities	No grocery store (mini-Wegmans)
School district	Traffic on Fridays on route 11
People within Brewerton	No grocery store
The water way	Rt. 11 through Brewerton
Opportunity for growth	No grocery store
Sport fishing	Empty business properties
Hunting	Traffic
Water, swimming	Improper air flow
Natural atmosphere	Lack of breeze
Quiet, safe/	
Near Lake	
	Fire dept. needs repair/ fill shopping plaza
The water atmosphere	A lot of older not well maintained businesses
Quiet environment	Lack of shopping facilities; grocery, clothing, etc.
The waterfront access	Village looks like a dump
Friendly people	Bottle return store, biker bar, crappy looking buildings
Waterfront accessibility	Low income housing
Access to interstate 81	Underdeveloped market for business
The history of Brewerton	Too many bars
Brewerton racing	Too many empty businesses
The lake and riverfront	Downtown – ugly and depressing
Small town atmosphere – relaxed and friendly	That we're not incorporated as a village – get very little attention from Cicero
Small quaint village	Has not been maintained in an attractive and neat and unique manner
The area of the lake and river	Lack of ability to enjoy these same water areas
Historical significance	Lack of higher quality investment
Waterfront village	Lack of enforcement on excessive speed & noisy boats. Offshore style (cigarette) should not be allowed on inland waters. Their owners show a total lack of consideration for others both on water and on shore.
Water access	Business fronts/appearances near Route 11 bridge (b/n Jerome St. & Bridge)
Increase in population & services	The appearance of buildings on Library St. (access to park not visible)
East access	Mismatch of run down buildings
Small town flare	Violations by individuals- junk car/trash/junk sales in middle of town
The fact we can go to our town hall and they are a tremendous help with all our needs and listen to us and as such w/ this survey are trying to make big improvements for us	The noisy stock car races late at night

	The break-ins in business & cars, homes the Cicero police are working w/ residents w/ this issue
By the lake	Run down, aging buildings
East highway (81) access	Noisy!! Speedway, highway, but mostly late night, early am noise disturbance from people & traffic from large apartment complex with only one exit/entrance
Small, great possibilities, lake	Looks run down
Good location to Syracuse	Too many low income apartments
Its quiet where I live	Would like to see fast food places
Love the sound of train whistle	That would offer delivery service for seniors
Location	Some home (property owners) don't take care of their property (5514/5516 Kathan Rd. for example)
Recreation available	Drivers do not obey traffic controls – red light, stop signs, passing on shoulders@ corners
Peacefulness and good people	Run down or shabby areas (housing)
Access to water	Lack of nightlife spots on the water
Small town feel	Empty storefronts
Living on the waterfront	Road and roadside maintenance
Lakeside location	Rundown look on Route 11
Oneida shores wooded trails	No grocery store
Near the lake	Rundown, dirty in appearance
Near Route 81	Disjointed no plan
Location	Conditions of junk yards
Schools & fire dept. services & friendly people library	
If built up – boats could pull in	Brewerton has gone down hill
Home town atmosphere	No stores especially grocery store
Closeness to Syracuse/North Syracuse	Main street very uninviting
	No walking/biking areas
Oneida lake and its boating & snowmobiling opportunities	There is no grocery store
Newer housing development	The hamlet (business district is dirty and an eyesore) fix up our community please!
The lake and the parks	The way “down-town Brewerton” stores look and there is no grocery store in the town.
Wet lands	The subsidized apartments
Small town atmosphere	Neglected appearance
Easy & convenient to Syracuse & major highways	
Short distance between lake and city of Syracuse	Route 11 section is run down poor residential housing on prime lakefront business property. No real center of Brewerton
Small town feeling	Trees along Route 11 needed
Living close to a lake and a park	Two way traffic on the ramp to 81 S
	Dirty beach and water front
Great location, lake river and close to Syracuse	Dangerous to walk or ride a bike
Affordable	No grocery store
Proximity to water	Commercial property that needs to be replaced with newer buildings, brick sidewalks, awnings,

	some trees
Small town atmosphere	General run down appearance of this town and also what you see as you approach from either North or south on Route 11
The lake	Run down main street
Centrally located easy to get to 81	Lack of recreational facility – the kids have no place for the youth to hang out. Example: Onondaga lake parkway
We enjoy going to church at St. Agnes and shopping at Kinney drugs	Grocery shopping stinks, (need supermarket)
Location to other areas in central NY waterways	No sidewalks – unsafe intersections
Stores & restaurants	Post office not open during 1-2 pm
Access to Oneida Lake	Run down buildings, lack of a central planning to make this a vital community
Small friendly community	We have so many under developed resources. People are willing to pitch in to improve the community. Give us guidance!
Easy access to city of Syracuse	Looks of downtown, needs restoration
Its is near the lake	No grocery store, have to go elsewhere for some shopping
Small friendly community	Main street is very unattractive. It looks like it was abandoned by local government
Location on Oneida river and Oneida lake	With all the new housing, government officials in Cicero should be looking for a corporation to open a grocery store
Oneida Shores	It just looks so unkept, so sloppy its embarrassing
Library	The waterfront could be so busy, but there is nothing to offer
Neighborhoods friendly	To many traffic lights slow down traffic in summer
Local schools, churches and library	Run down houses near the dock on west side of steel bridge
Proximity to city but still a nice place to live	Old downtown- main street in disrepair & dirty
Waterfront opportunities	Not readily accessible to boaters and nothing to want to stop
Brewerton school, I moved here for the school, more or less	Intersection of Miller rd. and Bartel Rd. too much traffic, all times of the day. Can't move off of Miller Rd. onto Bartel & Rt. 81
Location. It is close to Syracuse, where I work, yet a 60 second drive to Oneida Shores	
Spacious	Work is distant
Clean	No grocery
Proximity to Oneida Lake and the Erie Canal	Lack of business development
Convenience to Highways (downtown Syracuse)	Distance from shopping, theaters etc,
Proximity to schools & activities	Lack of sidewalks, does not encourage walkers
Proximity to water – river/lake	Some of retail fronts look "shabby"
That its far enough from the city, but still close to everything (etc. Wal-Mart, mall...)	Brewerton elementary
Options to eat	No grocery store/ or mini mart
Close to major highways	Extremely difficult to access snowmobile trails to north because of narrow sidewalk over river

Great fire department	General dumpy appearance of "downtown" no grocery store
Access to water we live on it	Poor quality of housing kept by tenants and landlords
Readily access to 81	No local governmental representative
Water access	Low quality of houses & poorly kept
81 access	No local (Brewerton) government or representative we know of
Proximity to lake and outdoor activities	Lack of grocery store in town- can't get fresh meat in town
Convenient distance to Syracuse and all shopping – major malls	Unattractive appearance of main street – Route 11
Safe place to live	Shopping center no turn lanes or traffic lights
Oneida Shores Park	Rt. 11 corridor looks like a junk yard
20 minutes to downtown Syracuse	Lack of retail business
Oneida Lake	Lack of theme each direction of Main Street
Water	Upkeep
Fire and police	Parking
Small town atmosphere	Lack of well-maintained properties (homes)
Few congested areas while traveling	Noise from race track on Friday/Saturday evenings
The school district	A convenient grocery store (small scale) or Byrne Dairy
The lake	The stretch of Route 11 from the firehouse to the Waterfront. This area could be quite an attraction
Convenience of drug stores & banking	No grocery stores
Good fire department	Docking facilities like Fort Brewerton
Water	Run down
Starting to rebuild	Little community
Location, location, location in the water world	Firehouse occupying the middle of town
Proximity to Syracuse and its cultural offering & medical complex	Diminishing services due to diminishing economic agility of those that live here
Hometown feel – friendly people	Very few sidewalk for pedestrians
Oneida lake	Sam's and bait shop out of business on Bartel road. The properties look bad
Safe community (quiet) lots of police officers reside there	Pedestrian/bike safety – no sidewalks on main roads & no linking together of developments.
Convenience to some shopping (Kinney, Subway, Dunkin Donuts) & I-81 (commute)	Railroad noise/speed/safety (very poisonous/deadly chemicals passing daily w/in feet of residences w/ lots of children. Would love rails to trails development.
Small town atmosphere	Can return & Pizza (old) places occupy older buildings instead of shops. Not much to attract people to the area
Water passing through. Access/viewing	Biking & walking difficult
Close access to an part of Syracuse & surrounding towns	The downtown village looks awful
Water – would like special pass for locals	No variety of family restaurants
Schools – CSCSD	High rate of speed on Bartel Road
Sense of Community – family and friends	Decline in police patrol in Brewerton

Lake	I am embarrassed by downtown Brewerton
People	No grocery store
81 access	Rundown
Beauty of the waterway	Too many empty buildings
	People that keep junk cars & other junk in their yards
	Businesses in residential areas, boat maintenance – bars
	Speed on the river, wearing the land away, I lost about 2' this year
Oldest race track, Fort, Pier	No sidewalks, no grocery store no Laundromat, the main street Route 11 to Bartel to Rt. 11, Bennett, totally ignored, needs a lot of maintenance to have an appealing look for new business park needs more supervision by law enforcement
Proximity to lake	Lack of up-keep in "downtown" area
"Small community" atmosphere	
	The speed limit on Bartel Rd. should be reduced to 30 because of all the ones who have power wheelchairs
Historical society	Degenerated appearance
Frankly I put up with Brewerton but the people are fine	Lack of any long range plan to improve
Friendly community	The "downtown: business area
Relatively quite & safe except at Bayshore No. apts.	The loud music coming from cars
Relatively close to shopping district	All the drug activity at Bayshore no. apts
We have a beautiful water setting to bring in business	Need more stores
The residents are wonderful people	Clean up the village to make it more appealing
People friendly especially stores	No sidewalks
My church & fire departments are good	Car a must have
The river and lake are great features...	But have not been used for their esthetic qualities
It is a quiet community except for Friday nights	The down town area looks like the slums
Good personnel in restaurants, drug stores, garages	Crumbling steel building former lumber to crummy rentals on South St. River, Rt. 11 & RR crossing burned out property on N side of River back of Fort
Waterfront community fishing, boating	No grocery store
Stock car races	Town leadership has done no community planning for the future
Size	Lack of groceries
Convenience	Run down business buildings
Places easily found	Heavy traffic
Easy transportation	81 off ramp exit cars don't stop
Small town atmosphere	Speeders on Guy Young Road I have complained to Chief Snell but have yet to see a police presence
Centrally located Easy quick access to highways	Downtown area run down

The people	The traffic on Friday nights
	Not enough "speed" control especially on Guy Young Road, (at the right time of day)
To be able to live on water	No sidewalks for walking safety
Close Syracuse businesses	2 sides of River disconnected
Newer developments present but still a small community feeling around hamlet	Lower-class socio-economic look
	Criminal element present in and around downtown hamlet west of I-81 north of Miller Road
N/S access to major highways	The looks of center city
A rural community	Business & residences that are junkyards
That we have some "green area " left	Run down appearance
Gateway to the lake	Run down & vacant "downtown"
Small town feel	Under-developed waterfront
The neighborhoods	Years ago it was safe to walk & bike ride into town & to the beach, a walk/bike trail (path to Oneida shores would be nice. It is not safe, because of increased traffic, today to bike & walk thru the community as it was when we were a small community
The parks	A path connection between Woodlawn Drive & The Birches would give the residents of this area a safer and larger walking, biking, and jogging area. Avoiding Orangeport
The lake and park	The 40 mile speed on Bartel Rd. should be 30mph
Quiet, clean	No grocery stores Why?????
Friendly people	Shabby store fronts
I find it a safe place to live	
It has many qualities that should be improved on – tourist destination, etc.	One prop. Mgr/ owner owns most of the business properties – i.e. Geiss old market & Mr. Lister the small mall w/ Ling-Li & Little Caesars. I assume his rental fees are too high
Using its history to attract people, trying not to lose Burger King	Condition of Rt. 11 is not the best especially between Mod's and the river bridge
Brewerton fire department	Run down business places
History of Brewerton (Canal) history	Not enough shopping
The water	The races are too noisy & go into 11:30 pm How rude! Summer you can't even have your windows open!
History of the area	There are too many bars & not enough cultural places and activities
Good restaurants	Buildings need renovating on Main Street
Boating	No grocery store
Schools	Route 11 is embarrassing – especially between Bartel Rd. & the bridge
Location	No grocery store, nearest is 4+ miles away
Oneida lake	People always stop and ask for directions to Oneida Shores. You need to put up at least one new sign, at Bartel & Ladd Road.

Good highway access	No sidewalks
Proximity to go N,S,E,W	Dangerous intersections listed on #12 Bartell & Miller, 81 N & 81 S.
Variety of eating places	No full service grocery & hardware stores
Can walk to Oneida lake	There is no grocery store available on Bartel or in village perhaps even an ALDI's
Wild life, deer & turkeys	Cars drive too fast on Bartel Rd., now that new homes are built
Small community home town feel	No master plan/vision for the businesses. Example. Have a nice strip plaza (houses subway) then across the street we have a pole barn construction business
Waterfront area could be outstanding if some vision/master plan was executed	
Rural country like feel	Lack of available waterfront for public use
Inside 20 minutes to major healthcare facilities	Need traffic light @ corner Rt. 11 & Orangeport
The elementary school	No local grocery store
The small town "feel"	Too much traffic on Friday nights along Rt. 11
	Run down homes, businesses on Route 11
Everyone is friendly	
Library	
Generally quiet	Suspected drug dealing
Good library	Mosquitoes
Lake	Need sidewalks
Atmosphere & people	Empty commercial buildings
Oneida shores park, but expand the playground improve the beach (sand)	There is not an inviting feel when you exit the highway (shuttered down Sam's); will build to suit Lots); nothing draws you in, makes you want to explore
Brick house café/artisans	Run-down feel of Route 11
Its small	Too much gossip/ needs to have a nicer town area (example Caz, Skaneateles even B'ville)
Convenience to Route 81 & Lake Oneida	Deplorable appearance
Small town friendliness	Problems at BayShore apts.
River & lake areas	Shabbiness of Main Street area
Small community	Too many developments
Quiet	Increasing traffic
Great location	No real community feel
Affordable housing for families	Run down village center
I love the lake and river, the fort and location in general	There is no town. You drive down Route 11 thru a bunch of dumpy and abandoned buildings
It has wonderful potential	I think there should be a path or sidewalk from the town to the park.
Near the lake	Need a Wegmans in Brewerton
	Need a citizens bank
Oneida lake is a beautiful place to live on	So many buildings closed up
Not too busy like Route 31 in Cicero & Clay	No grocery store
Basically crime free	
Town roads adequately maintained in winter	Having no grocery store
Town near the lake	Loss of small town distinction
Rural setting	Increase of traffic current roads can't handle

Access to Oneida Lake	Stock car racing
Small community atmosphere (not overpopulated)	Traffic flow problems
Sense of community with neighbors and schools	Loudness of 81 traffic
Proximity to other communities	Lack of development of commercial stores in the plazas
	Lack of <u>total</u> community involvement in a parade or other activity
Oneida lake	Not taking advantage of tourist opportunities offered from Oneida Lake
Potential for many business opportunities	No sidewalk/grocery store
Small town living and friendliness	Speeding on Guy Young Road
Low crime rate	Run down buildings in disrepair especially on Chestnut between Guy Young and Baldwin St.
Quiet neighborhoods	Retail buildings need repair
Oneida Lake	Rt. 11 needs repair North of Bartel road
Water opportunity	No big problems
Small town living	
Being close to Oneida Lake for boating, fishing & skiing	Lack of enforcement of conditions of residential properties, i.e. property on corner of Kathan, & Oneida River Drive at the "y"
East commute to downtown	Buildings left unfinished, lack of shoveling of sidewalks in main town
Convenience to Route 81	Brewerton village is run down
Oneida shores park	No sidewalk along Bartel road
Waterfront living	Noisy race track
Small town atmosphere	Lack of retail/variety
Near to our home – convenience	Shopping
Parts are in need of refurbishing	Spread out – stores are not convenient to go from one to another
Quiet	No walking paths
Neighborly	Bridge over 81 (Bartel Rd)

29 If you plan to move from Brewerton within the next ten years please explain why.

Death or nursing home
 Children will be out of college and moving South! (Out of NYS)
 Very happy right where we are
 Retirement in the South
 Not enough stores and services
 I would like a much nicer town area
 Retiring, don't want to winter here
 Closer to employment office
 If ever – move to sunnier & less winter area
 N/a
 No plans at present
 To escape winter

Community has potential but needs urban renewal coupled w/ stemming the tide of subsidized

housing migrating to Brewerton
 Kids out of school and want lower taxes
 Want to move to a country community that has planned for future
 To be nearer dialysis (kidney) center
 Unsure, retirement
 Drugs, drug sales, loud music from cars, hangout for teens & young adults
 Not sure depends on future development & school district
 New York State!
 Cost of living – taxes – fuel- (NYS)
 We are downsizing. Lack of patio/ranch style housing developments
 Unless Cicero stops treating this village like the armpit!!
 We are retiring and plan to move closer to our son in NC
 Smaller house, better services & land
 Downsize access to better & more services
 I am going to put 2 years because of the uncertainty surrounding the rebuilding of the Bartel Rd. Bridge.
 Hoping for senior apartments to be built near Cicero library!
 Job transfer – don't know
 The way the town of Cicero does things
 Like to live where lesser snow
 Possible retirement
 If I have to go to a nursing home
 No
 Increase in taxes would be the main reason
 Traffic, loud cars & music coming from apartments at midnight – early am * also car has been broken into & neighbors tell stories of history of multiple home burglaries
 Do not plan on moving
 Won't move
 Taxes, residential over-development, disregard for environment (development in wetlands, offshore type boat noise, reducing green space, increased traffic)
 I was born here, but am approaching retirement we will be looking for something south (Carolinas)
 Attractions – the overall physical presence of the area
 Taxes
 Retiring
 If taxes get out of control
 Retiring to the south
 Want an area with more services, grocery store
 Outgrown house, find an area w/ more to offer
 Too much snow, we want to move to an active 55+ development
 Taxes are too high in the town of Cicero
 Retirement

Additional Comments

Brewerton definitely needs to have some unique shops near the waterfront, public bathrooms & definitely a grocery store, necessary for boaters who stop in Brewerton. Also needed is a small park like area for people to enjoy the waterfront.

We have lived in Brewerton 43 years watching it grow. It was an excellent place to raise our 3 children. Although none stayed in the immediate area we would still recommend it to others. It saddens us that the village has not taken more pride in itself & done improvements. When we compare it to other similar villages there is a great deal lacking and this is long coming.

I would love to have a grocery store. Aldi store comes to our town. A doctor to replace our Ronald Doughty. Also a diet center us seniors can afford to attend like TOPS, there is nothing in Brewerton that I know of for us senior citizens.

Like to see a more of home Family neighborhood where we can walk not be afraid of saying high to the neighborhood have small stores in walking distance. No large store Wal-Mart or Wegmans etc. we have them with 5-10 minute drive and it would just bring a lot of traffic that would not be necessary.

We might have to leave our home for health issues but if there were a senior housing possibility like "Golden Legacy" in B'ville or "Snowbird Landing" in Lakeland, we would stay forever. The area of Main St. near the bridge & south to Orangeport could be made a beautiful area, especially closer to the lake. Nothing but potential for the entire area. We love it here.

Living on Beach Rd – Brewerton, town of Cicero we need something done about the spring flooding, the taxes are high & we live on the Lake, with waterfront property but for 6,8,10 weeks this spring (2007) we had to leave a car parked away from our home. We had to put boots on just to get to the truck parked in driveway next to our house. And forget our garage across the street, 10 " of water in the garage & lots of personal property had to be discarded. Can any money be used to help us out? A break in our taxes?

Good – Brewerton Plaza (Procopio's) Bad – old Big M site on Rt. 11 & Bartel Rd.

Good – Schools and activities for children in elementary school Bad – very little for older youths

Good – churches of many religions Bad – very few "family events" in hamlet (we need activities within the hamlet for families to attend)

Good – things for seniors – apartments, lunches, etc. Bad – we need something like Bingo again for everyone else.

Note: I tried hard to think of a business that would do well in Brewerton besides a Good grocery store – and all I could come up with that would be new is a bowling alley since Cicero's is closed, and C.S.'s is old, and a restaurant similar to Good Golley's. Brewerton is not yet ready to be a "little Skaneateles".

The survey should have differentiated between the core areas of the village of Brewerton versus the Brewerton postal area. The core area is generally pretty rundown with some exceptions. A relative low cost start would be flowers and flags. The vacant and decrepit buildings around the Brewerton library are especially unattractive.

Take off your rose-colored glasses and take a good long look at Cicero, Brewerton & Bridgeport, there are car lots galore. The nicer properties are the Sacred Heart Church, Cicero Methodist church, Faith Lutheran etc.

Brewerton has great people and could be a beautiful small village but there seems to be no pride from business owners. Route 11 buildings should be torn down or restored. There could be flowers and sidewalks to make the village more attractive. Sam's Lakeside has been an eyesore for more than 2 years. Empty stores in plaza. We could have more attractive signs at Route 81 exit to attract people to park. In general we have beautiful homes being built but village looks dirty and run down.

Brewerton has great potential to become a wonderful place. There are too many empty commercial buildings that make the town look run down. I have lived in Cicero all my life and moved to Brewerton in 1998. Cicero itself has exploded w/in the past 10 yrs but Brewerton seems to have been forgotten. We are still a part of Cicero; why not spread the wealth up this way!!

Brewerton is a place that kind of can't seem to decide what it wants to be such as small, quaint village or suburban. There is no village of Brewerton government so it seems that there really has been on one looking out for the interests of this place. Interests such as historic preservation, community and economic development, strategic plans or goals, prevention of deterioration, revitalization, improvements such as sidewalks, lighting, benches & trees. This place could be a gem because of its waterfront development potential, but it is not.

I was cited for an exposed dumpster in August 2006. I connected the matter and sent pictures to the codes enforcement & town supervisor of other properties. Not one of these properties has been connected. Why? Please enforce fences around dumpsters, it would cut down on pollution and help beautify the area.

We do not need any more car dealers or junkyards. We need to clean things up.

Please think about quality of life issues, i.e. – parks, walkways, green areas etc. There is too much development in the Cicero area, and too much traffic that necessarily comes with it. Do not strive to turn Brewerton into an “overdeveloped” area like Cicero. There is already a growing traffic problem on Rt. 11 in Brewerton. There needs to be a sensitivity and priority to preserving nature and the natural beauty of this area as part of the planning process.

Have the meeting participants start with brainstorming ideas to improve Brewerton. Do an affinity diagram grouping the different areas. Set up sub groups to work on the areas then have them report to the large group. This is one way to get community involvement and commitment.

The cold airflow at the end of Verona Beach across Oneida Lake could be extended to Brewerton with moderated breezes to adjust humidity levels, as these weathers tend to extend upward and outward and dissipate over outward terrain levels somewhat like Palermo, NY.

Why is there an in ground pool in our development with water and no fence for over a week?
Could you put police on Bartel and Ladd between 6:30 am and 9 am people drive too fast especially coming over the hill on Ladd Road by Arrow head Lodge.

I can tell you this – that I have lived in a few places throughout the country – In the State of Florida – as you drive through the communities you can feel the quality of ownership there. I feel that Brewerton lacks this sought after quality- There is a lot of potential that has “not” been taken advantage of – also – low income housing (i.e. Apartments) bring down the overall area value – there should be Cicero By Laws regulating apartment ownership and standards on property up keep.

Brewerton has put up many housing development areas I think that we do not need any more, traffic is very heavy and more housing makes it harder to get out on Rt. 11 at night.

Having lived here most of my 50 years, I am sorry to say that I often tell people that downtown Brewerton needs either a worthy benefactor or a good fire. What were once charming old buildings are now eyesores that appear beyond repair. I remember fun little restaurants downtown, the hardware store, even the grocery store were downtown. Now we don't even have a grocery store, even though everyone I speak with says we need one. We have rundown houses over-grown lawns, junk cars – all downtown. And now Cicero wants to rezone us so we stay poor? It's ridiculous and sad. Where are all the taxes going from all the new homes in Brewerton? Clearly not to our community. Brewerton has a charming history and still we have no identity. People move here, but drive south for their shopping and services and churches. We need to do a major makeover (not just paint and flowers) and set Brewerton up as a destination, not just a couple traffic lights on Route 11.

P.S. Even this questionnaire makes us look 2nd rate -: Due Friday June 10th? June 10th is Sunday. I am assuming you will give people until Sunday to return these.

Town boards have consistently favored a few developers over majority's quality of life. Oneida lake needs a 50 mph speed limit & elimination of above water exhaust offshore boats.

Oneida, Seneca & Oswego Canal system needs a 25mph speed limit (except in a few congested areas)

Fix bridge/ access to river/ more like a park by the river – not just area for “dirt bags” to litter & prevent others from time near the water.

Being tied to Central Square & its school district makes Brewerton a low income, welfare type town. The downtown area is depressed and Rt. 11 has become Pole Barn Avenue. Need to dress up downtown. The boat dealer on the corner looks terrible. Need to attract some new businesses to the Plaza. Cerone satellite is ugly. I would tear down all the buildings (except the firehouse) from McDonalds to the Waterfront and rebuild it. Can't keep putting band-aids on those buildings. We need a “complete” renovation and get zoned for Cicero/N. Syracuse schools. We are taxed in the Cicero district, which is higher than Oswego County, but our children still fall into Central Square school district. We are part of the Town of Cicero but we are ignored. Mike Bragman was the only one with a vision and ideas, need someone like him to drive this initiative. We need to fill the open spaces at Smith's plaza with real businesses and continue it down Route 11.

I would like to see Brewerton become a beautiful place that resembles a nice college town setting. There are lots of small hamlets and villages that are beautiful and kept very well that reflect the time period when they were created. Buildings are restored, areas beautified, small businesses recruited and encouraged. There is so much potential to bring in small town businesses and make this area beautiful where people want to move here or come up to hang out or shop on a weekend.

I think Brewerton could be a wonderful tourist town. Hopefully a little on the upscale.

The waterfront should be more available, more activities, more shops, skate parks are great drawing activities. Brewerton has capability of being a resort town. Bring back a grocery store.

Keep bars from residential areas along the river. Clean up the main corridor through town and get some businesses to fill the empty stores. Current storefronts need updating. Would like to see a sidewalk down Guy Young Rd. Better plowing of roads in the winter & mowing along roadways in the summer. Someone please drive up Comstock toward Guy Young in either season & you'll see what I mean (now would be a good time).

Brewerton is a great place to raise children, which is why I live here. With all the new homes going up in our community I think people are realizing this. With an increasing tax base I would think that our roads could be repaired as needed. Also, with an increased school tax base, I would think that plans to expand our elementary school as well as the middle and high school due to the increased enrollment should be looked at. To me these are the most important issues to be addressed.

Brewerton has been ignored by the Town of Cicero. There is and has been no plan or standard regarding its development. Houses have been allowed to be run down. Developers have been allowed to build the cheapest buildings possible. (Brewerton Plaza) alongside (across the street) from quality construction (the Subway Plaza). Brewerton has tremendous potential. Allowing developers to cluster build housing developments and not have commercial developers accountable to what they build has created an atmosphere of “cheapness”. The town of Cicero has enjoyed Brewerton's tax dollars but has given back very little of their time & attention in return. This survey has been long overdue.

Do something with the older buildings and empty stores downtown to make the area more attractive. We need a nice restaurant downtown

When we moved to this area the main street was suitable. There was a grocery store, hardware, pharmacy and bakery. Some restaurants were available. The buildings were decently kept. As the years passed the whole framework of Main Street changed. Other than a couple decent looking buildings the Main Street area buildings are not all that attractive.

What is taking Sam's Lakeside Restaurant so long to open back up under new ownership? It is a disgrace to see that & Buoy's closed so long. A grocery store is a must. A Byrne dairy would also be nice for a local. Additional restaurants like DG's would be an added bonus. Too many chain restaurants may ruin the atmosphere of a small town. Another "Like" of Brewerton is the all day Kindergarten programs & the schools are great!

The towns of Hastings & Cicero need to work together to better develop the waterfront and area around Fort Brewerton.

We live on Muskrat Bay Road and following are problems one family homes have rooms for rent.

- 1) We know of one person that has garages on their property that have renters on the top floor of the garage. Not family member and has been getting away with it for sometime. One home that use to be the Addis 2 homes on it one of which is rented to a non-family member
- 2) Metal sheds on lakeside of property one side painted brown so it blends in with the trees.
- 3) Kids speeding and you say something this kid says he can do what he wants because his grandfather owns the road. In short we need the police in unmarked cars but we're sure nothing will get done about it.

I live on the ramp to 81S and the traffic, usually in the morning, has been terrible and dangerous for me and my family to leave my house. I hope that the town of Cicero will help to resolve this problem. It seems to me that no one pays attention to a two-way traffic line on the ramp. Just recently my daughter had an accident leaving our driveway going back to town on Bartel road.

Struggle regularly with whether I could find small house with nice yard, in a neighborhood in Syracuse, where I could walk or bike to services. And could afford. My local church helps keep me here.

I really enjoy where I live, my wife and I enjoy our neighbors.

Need an advance green at Bartel intersection when turning left from Kinney's. Bridge sidewalk needs to be kept clear in winter for pedestrians. Light at Orangeport & Rt. 11 would be nice – you could synchronize lights so they are all green at same time! Need sidewalks throughout the village to safely access businesses.

We have many people who want to see Brewerton as a beautiful lake community. We will lend our time and talents but need to have guidance on how to beautify our community. Our main street is an eyesore. We have potential to be great but have not developed our potential. We will clean streets, plant flowers, paint houses, etc. We are proud of the community we live in. Our elementary school is wonderful – use this resource too.

Baldwinsville can be a model for what can be done in Brewerton. We live in a community with the Oneida River and Oneida Lake. These assets should be used as a center for community activities and tourism. Both the town of Cicero and the Town of Hastings has received grants to improve Brewerton. At the same time, Fort Brewerton Historical society is trying to raise money to make fort

Brewerton a center of community activity and tourism. It is logic that these three should be working together to revitalize Brewerton. Many of the members of the historical society are Town of Cicero residents. The historical society is willing to work with anyone who is trying to improve Brewerton. As President of Fort Brewerton Historical society, I believe if we all work together Brewerton can become the center for community activities and a village we can be proud of.

I feel there is always so much potential when there is waterfront, but Brewerton fails to do anything with the town. It is usually joked about in conversation because it is just so jumpy.

My back property line is with a landowner who is now selling his wooded lot as office/industrial space. This land is between Rte 81S and me. So if it is sold, my backyard may go from woods to somebody's office or shop workplace, complete with traffic, new inroads and all the risks and issues associated with business development in a residential area.

I am a single mother, 47 with 2 boys ages 7 and 4 ½. I chose this home because it is a quite dead end street with no traffic; mail carrier, school buses and two neighbors only. These are the vehicles on the road. Anybody else drives down this road by mistake. At the town meeting about the Bartel Bridge rebuild, the discussion was nearly entirely about eminent domain – in the two hours I attended. When I left the presenters were still covering the technicalities of eminent domain without saying that would be affected, exactly and there was a large informational packet with the legalities of eminent domain. Frankly, I feel that my entire existence here is uncertain in the face of future development. I wanted to live here at least 10 years: 2005-2010, because that is when both of my sons will be out of Brewerton elementary (or longer preferably). But if my back yard becomes commercial/office space and the county land on my side becomes a road/ramp, or if any or all of these properties, including mine are taken for eminent domain for the bridge project, I will have to leave here. Also, I'm holding off making repairs and upgrades to this 1890 house, structural, but investments, because of the infrastructure uncertainty of the bridge project and encroaching business development. Also the Bayshore apts are expanding, done, there did not need to be more subsidized housing on this large scale in this area and all of the increased vehicle & pedestrian traffic and problems with tenants living in poverty, crime, and the increased residents will only marginally positively affect local business, because the residents are not big spenders and do not contribute to the economy in that way.

My wife and I were very excited to receive this survey in the mail. We relocated to this area from Queens, NY and immediately saw the potential that Brewerton could one day fulfill. Any efforts to promote business development in the village would be welcomed by many residents of Brewerton. Additionally updates and improvements to Oneida Shores Park would receive a favorable response. The park, in my opinion, should feature many of the amenities of Onondaga Lake Park where, by the way, it is at least perceived to be unsafe for waterspout activities.

We moved to Brewerton 2 years ago from Constantia (tired of driving so far to everything). We like it very much, but there is much room for improvement. To make it more village oriented, we would benefit from some safe walking paths/sidewalks. I often drive down Orangeport Road and always see people (also teens & kids) on bikes, with strollers or just walking. If the gravel to the side were paved over, it would be a safer alternative to walking in the road.

Kids on motorcycles going past house at 60+mph (in 35 zone) is getting old. Police? How about more speed checks?

Overall appearance of the town is poor, few services. Known for ability to drink and attend the races

Downtown? Brewerton is poorly kept up & local businesses small or none (empty buildings)
Racetrack noise & bars keep out better quality residents.

Brewerton could have a distinct identity, but it hasn't yet been fully developed. We have very much enjoyed living in Brewerton and hope to see the main street become attractive and inviting to the public. This town has tremendous potential and should look closely at what places like Sackets Harbor have done to beautify their storefronts and attract the public.

Why weren't turn lanes engineered or traffic lights installed by shopping centers. 81 N off ramp still dangerous when redone some years back, the residents assumed a light and "T" design was to be installed. The only change was a stop sign instead of the yield. P.S. 70% of drivers go right thru the stop sign. Spoke w/ Cicero police dept. several times and never see patrols.

Need to entice a medium size grocery store for our area. With the price of fuel and winter weather, the Brewerton residents are forced to drive 5 miles north or south for fresh fruit/fresh vegetables/fresh meat. Some tree-lined streets w/ appropriate streetlights would be a plus. Make the businesses on Rt. 11 clean up their appearance.

Visit other towns and villages that have done what you're trying to do. Saratoga, Clayton, A-Bay use racetrack and casinos to their advantage.

I really enjoy residing in Brewerton. I feel this community has Cazenovia/Skaneateles potential. With the right legislation & support I feel Brewerton can become an elite community. With the right businesses & storefronts along with the beautification & promotion of the lake, Brewerton has the potential to accrue wealthier residents thereby increasing profit margin for the town.

Perhaps more organized events. 4th of July parade, fishing derbies, carnivals, music in a park, etc. Brewerton is truly a diamond in the rough waiting to be polished. GOOD LUCK.

I have consulted with the town supervisor on a couple occasions. I am sure he has done a job in the Town of Cicero, but ignores the short and long-term benefits of Oneida Lake, Oneida River and Hamlet of Brewerton. Although, I have explained briefly these benefits to him, there is no response forth coming. Brewerton needs his administration's attention. The alternative is a new town supervisor. Someone with vision.

The large waterfront makes it ideal for shops and restaurants. This will draw tourists who will generate revenue and keep the taxes low. It will also eliminate some of the seedy locations on the water.

I think Brewerton has a ton of potential. However, major areas of potential business development (near library for instance) will need more of a teardown and rebuild process than a mere facelift. This is especially true if you are trying to create a new image for the area. The small streets would be a great walking area for shops/services/eateries if space were made for adequate parking (boats & cars). Making the area safe for bikes/pedestrians is essential for access and to rid muge of a drug-laden, dilapidated, unsafe part of town. Look forward to any & all improvements!

Brewerton has so much potential. We need to find our niche and go for it. We will never be a Skaneateles or a Sylvan Beach, but we have the raceway, the fishing derbies, The Fireworks! I think we can build on these things and draw in more of the same to our community. Waterfront (river) is hard to get to on the Onondaga County side – "downtown" needs emergency revitalization. A light for traffic at Orangeport would be helpful.

Going to Restaurants, coffee shops always find someone easy to talk to. Also host at fort site enjoy showing exhibits – chatting about local history. Parents grew up in Toad Harbor (Maternal, Phillips) East MudMill Rd. (John Vollmer 1870 map). Cherish the schooling in Central Square. Being on a

vegetable crop form & selling flowering plants, vegetables at home on Caughdenoy & Syracuse Regional markets. Left area WWII, Cornell ag student, 4-H club agent on Northampton. Assistant to agri agent in Wakins Glen. Sheep farmer with partner in Penn Yan. Poultry man Central Square. GE trouble shooting TV's. TV shop on Central Square, sold out & settled on Guy Young Rd. Brewerton area is one to be proud of & conducive to waning years.

- 1) Feel that town leadership is only concerned about bringing development into town. There, with a \$5 million surplus, are not committing any resources towards community planning for the future.
- 2) There are no common areas in these developments for kids to play ball.
- 3) Town should focus planning on keeping farms (existing) in town to preserve open space! There are \$25,000 grants available to support this work
- 4) I am ashamed of our town leadership
- 5) Brewerton (the forgotten Hamlet) needs more community open space in the form of parks
- 6) It is a shame that Dr. Dougherty has to buy flags and the local fire department has to put them up and take them down. Where is our leadership?

Use changes made to hamlet of Baldwinsville as model for what Brewerton can be.

WE NEED A GROCERY STORE!!!

Target should be a walking community on both sides of river, with sidewalks on both sides of Route 11 and in adjoining residential areas.

Brewerton is an untapped asset to Cicero & County of Onondaga but the downtown area should be completely torn down with minor exceptions. There are only two buildings of historical significance, the church and Walzak law office and possibly Weigerskies law office that has been rebuilt where Oneida National Bank once stood. The railroad bridge is an eyesore that is viewed by resident boaters and those passing through by way of the canal. An attraction such as a boat cruise line for hourly trips on the canal and lake.

We should be able to be like a Skaneateles/Baldwinsville in the long run. Thanks for starting a process to make it happen.

If B'ville can do it with just the river, Brewerton can do it much more successfully with the river and the lake. We need to get Sam's back up & running, along with Buoy's. We need to fix the pier in front of waterfront. We need to give downtown a makeover: fix-up the existing businesses, sidewalks, plant trees. It's uninviting. And we need a grocery store. Brewerton should be a mandatory stop for transient boaters...a 1-stop shop for supplies, fuel, laundry, etc. We need it to be a place those boaters want to visit.

Drainage ditches need to be dug out. (drainage issues) Water backed up in drainage pipes not able to flow on. Mosquito breeding.

We need grocery and retail stores in Brewerton – one must leave town for both- very inconvenient.

The presence and beauty of Oneida Lake is an incentive to enhance the Hamlet of Brewerton. Also, lets highlight the cultural and historical history of Brewerton. As for the building makeover – its simple- paint each building a certain color (this is important)! As for the sidewalks – line them up with attractive lampposts that have hanging plants. I commend you for initiating this program it's been long overdue.

As I've said there is a lot of work with, the lake, the history from the fort to village itself, but it continues to die. The few commercial property owners assumedly are holding out for businesses

that will never come, but then they have write-offs. Some houses along Route 11 continue to deteriorate. Sam's old restaurant possibly needs assistance to get done and re-opened (another opportunity) Needs a market whether a P & C, an Aldi's or even a Green Hills Farms (as once was in N. Syracuse) How about an Empower or other Credit Union branch. No more Quick Fills.

It could be a beautiful area. Clean up the business section tear down those old buildings down by the 81 bridge. Build some little shops with sidewalks so people can walk along. Play up the history of Brewerton also the canal system.

This town needs sidewalks, street lamps w/ hanging baskets and more PR to promote citizens to volunteer for improvements. We need benches, flowers and (friendliness) thru landscaping. We need the town's support when individuals want to improve things. We need a mayor, there are too many people trying to run the show w/ too many conflicts.

Brewerton is a great area. Improvements need to be made at the 81 off ramps (such as welcome signs or foliage), the plaza on Bartell and the section of Route 11 between Bartell and The Waterfront. A great area to try to copy is route 11 in the Village of North Syracuse. Maybe Brewerton residents could be more involved in the ideas and planning.

Traffic control on Route 11 – not good

Route 81 intersection dangerous to cars and pedestrians. Quick stop grocery are not as good as a full time one (we once had one) A hardware store in town (we once had one) nearest is Central Square & Cicero. Snow removal in developments – needs to improve. Road surfaces need to improve pavement in developments. Stop outside burning in town limits – unhealthy for asthmatics!!! I have lived in the old "Button House" since 1980. Traffic increased due to extra development access to ours has made it noisy, congested at times & rough on the road surface.

I did own Shop A to Zee in Brewerton plaza, a small business, however signs were put up to exploit my new small business. They were removed immediately by the zoning board therefore so many empty or vacant shops along Route 11. You did not help promote the small business I closed one year later! We definitely need a grocery store in Brewerton not having to get in our car and drive to Wal-Mart in Central Square, or back to Cicero!!! Perhaps even an ALDI grocery store. Cars driving too fast on Bartel Rd. We need a 30-mile an hour speed limit! Dangerous to back out of driveways!

Brewerton has great potential to be a great waterfront community. From the bridge over the river to Mudmill on Route 11 needs to be cleaned up and some architectural guidelines need to be applied. In addition, most access Brewerton from Route 81 need to clean-up Bartell Road and develop business/ fill the empty buildings i.e.? Old Bait shop, former Sam's etc. Need to have a beautification program to get the commercial properties in shape/ updated. Need to develop a common/consistent/high-end storefront appearance. Brewerton has the potential to be a small Skaneateles or Cazenovia.

One major fault with this questionnaire is you should have included postage paid envelopes for return thus guaranteeing a higher response. I would love to see the "business district" truly become shops, restaurants; w/ access to the boaters and signage they're advising them of things offered to them.

Brewerton needs to clean up and spruce up. Enforce zoning regulations. Develop and strengthen community pride. Help the tourists enjoy this area without spoiling it.

Brewerton has such potential to be a tourist area. They need to "spruce up" the empty commercial buildings and fill them. Build up down near the river and make it more accessible to public. More

parking so that people can patronize the businesses on Route 11. We need sidewalks in residential areas for walkers, bikers or at least on Orangeport and Bartell for safety reasons.

How about community softball, or sports? It could be advertised on the firehouse electric sign, played at Oneida shores. Entice businesses/ restaurants/ shops to set up on/near the waterfront – TAKE ADVANTAGE OF THE BIGGEST RESOURCE – the “town” feels so disjointed & disconnected & run down on Route 11; I’d request more sidewalks but there is no place I’d want to walk between – well, maybe between the Brick House & the library. Spark up that corridor. Thanks for asking, GOOD LUCK!

I think we need a nicer town area w/ outside shops. Nice places to sit and enjoy the town. Drive through Cazenovia on Route 20 there is no reason we can’t be like that,

The firehouse is wonderful for community activities but the garish neon sign recently installed in front of the parking lot is ugly, cheap looking and is a distraction to motorists who should be watching the road, not a flashing piece of commercial junk. The fire department should be protecting us, not putting us in harms way be distraction. Whose stupid idea was it? I’ve lost respect for the department with this and no one asked the nearby residents if they minded this ugly over bright thing shining in their windows.

Some change will benefit Brewerton, but we don’t want it to turn into an upscale community.

I learned in April that apparently my wife and I are no longer officially in Brewerton, since we live just north of Orangeport Road. I understand the reasons for moving the boundaries to get grant money, but it bothers me that the Town of Cicero did this without informing those affected. I would love to see Brewerton along route 11 redone for a 19th century look. It could be a charming little hamlet with cafés, restaurants & small shops. The dumpy businesses on that stretch of road need to be cleaned up or removed. Victorian lampposts, benches, brick sidewalks would be great. Make it a place local residents and out of town boaters want to visit.

There is no sense of community in Brewerton – no small town feel. There are no streetlights, flowers, flags, etc. As you drive through Brewerton on Route 11. I think Brewerton has a lot of potential and could be a success story. We have the natural resources – beautiful lake and good people.

Brewerton needs a Wegmans because in the winter weather we only have Kinney’s or the gas stations to grocery shop close by. In the summer months a distance to go either to Cicero Wegmans ((especially since gas prices are continuously going up) or to Wal-Mart in Central Square.

I have called many times to have the road sign at Mud Mill & Route 11 replaced. Because of accidents the signs were broken off & never replaced. Also at Mud Mill there is a flashing light that should be changed to a “working traffic light”. Too many accidents at this corner and with increase in traffic, it is at times a very long wait to get onto Route 11 from Mud Mill, especially in the summer. Between our home & business we pay more than \$20,000 in taxes.

We purchased our home on Oneida Lake with the intention of a permanent residence. We have invested financially & emotionally in our home & community. We are locally employed and plan to utilize the Central Square School District for the education of our two children. We are both graduates of CS schools and have chosen to remain in the local area as opposed to moving south like many of our friends & family members. We hope to see Brewerton develop into an area that continues with the local history of respect for the land and environment, utilization of local natural resources and an environmentally conscience manner and a safe small town feel to raise a family in an area that is prosperous & revitalized in a respectful fashion. We do not wish to see our area

overdeveloped commercially in an unplanned manner. The amount of green area for public use should be increased and not lost to residential development that could lead to overcrowding. We look forward to a revitalized Brewerton that continues to be a great place to live.

Brewerton is a nice village near the water. We have since brought businesses here which is good for the community as well as boaters traveling the waters. Would like to see it stay small & quaint. Would not like to see it become too commercialized. When traffic needs to be rerouted down Route 11 it is just a nightmare. Not to mention the four corners in Cicero! & 81 access!

Would like to see more emphasis on preventing lake pollution. I travel to St. Lawrence for boating. More access to dirt walking and biking trails in the area with focus on parks. Buildings really need an overhaul. Sam's lakefront buyer? Great opportunity for dining.

Brewerton has been by-passed for too many years when it came to improvements. Some roads need work. Main Street looks bad with storefronts needing to be updated. Need more police patrols to curb speeders. Also, we could use decent "senior" housing/apts.

Code enforcement – shouldn't have to be put in writing by a taxpayer who has a complaint of un-registered vehicles – a phone call should be enough when there are 10+ on a block.

Cannot understand why the bridge (rt. 11, Oneida River) is not maintained. Sidewalks are not shoveled in the winter and are never cleaned/swept in the summer. Weeds take over and the appearance for out of town boaters walking across the bridge to patronize our businesses is disgraceful. This is an eyesore since we have lived in Brewerton! This bridge could be the gateway in and out of Brewerton! Lighted bridge, benches to watch passing boats, hanging flowers etc.

Sam's Lakeside is on a great piece of property becoming an eyesore.

Develop long range plan to include route 11 beautification. Bury power lines. Relocate race track & other businesses not consistent w/ area. Demolish & construct new pier. Encourage retail w/ property tax incentives.

A sidewalk from the corner of Route 11 to Oneida Shores Park is badly needed. There are many pedestrians/runners/bikers on Bartell Road.

Appendix B

June 13, 2007 Workshop Summary

Brewerton Revitalization Strategy Community Visioning Workshop Hamlet of Brewerton, Town of Cicero, New York

June 13, 2007 Community Workshop
Summary Presentation



July 24, 2007

Introduction

- Will be discussing the results and findings from the community workshop, which will be used to formulate Brewerton's vision.

June 13, 2007 Community Workshop Summary Presentation

- Workshop Participants
- Current Use and Rhythms
- Sacred Places
- Regularly Visited and Gathering Places
- Strengths
- Concerns
- Opportunities
- Then and Now
- Strategic Priorities
- Description of Brewerton in 10 years
- Draft Vision and Goals

July 24, 2007

Workshop Participants

- Over 130 participants
- Between ages 20-40 – 22%
- Between ages 40-60 – 48%
- Over age of 60 – 28%
- Live in Brewerton – 72%
- Work in Brewerton – 9%
- Live and work outside Brewerton – 19%



July 24, 2007

We had outstanding participation at the workshop. The demographics of the participants was similar to those who turned in a survey.

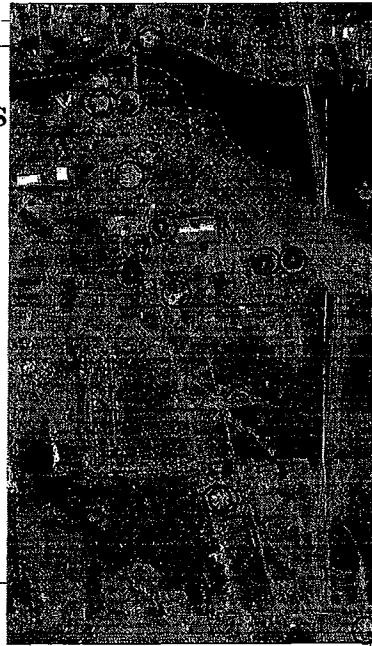
- The majority of people were over the age of 40, but it's important to note the significant presence of younger adults.
- 72% of people lived in Brewerton
- 9% worked in Brewerton

Current Use and Rhythms

■ Regularly visited places are those places in the Hamlet that are part of your regular routine

★ Gathering places are those places in the Hamlet where people commonly congregate

July 24, 2007



• In communities it is important to understand the rhythms of the people who live there and how a community is used. So we asked you at the workshop where you go on a regular basis and where you gather as a community.

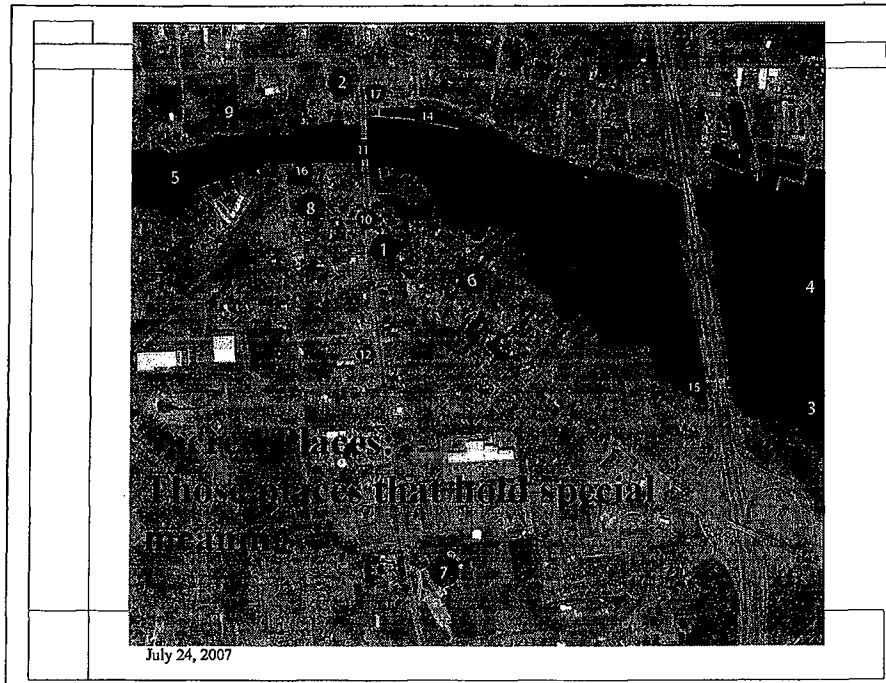
• The relative number of responses is indicated by the size of the dots

Regularly visited places included places that met day-to-day needs, places of recreation, places to socialize formally and informally. Something to consider was the explanation that residents visited Kinney Drugs and the gas stations, not just for the primary purpose of getting gas and using the pharmacy, but because these are two of the only places in Brewerton to get day-to-day staples and groceries.

- Kinney Drugs
- The library
- Post office
- Gas stations, particularly the Nice n' Easy.
- Oneida shores
- Restaurants like DG's, the Waterfront and Brick House café
- Brewerton Pharmacy
- Dunkin' Donuts

Gathering places included places designed for large group gatherings, open outdoor areas, and places where day-to-day activities occur.

- Fire hall
- Oneida shores
- The library
- Riverfront park
- Plank road park
- Church (here the symbol is on the stone church, merely indicating churches in general)
- Restaurants



- Sacred places are those places in the village that are important to community members because they hold special meaning and that want to be passed on. Many times these places are held in common by just about everyone in the community, while other places are cherished by smaller numbers of people.
- We have shown the relative number of people who listed specific sacred places by dot size
- There are a number of places sacred to the community. The Stone church, Fort Brewerton, Oneida shores, the canal and the lake were places considered sacred by most groups.

Sacred Places: why?

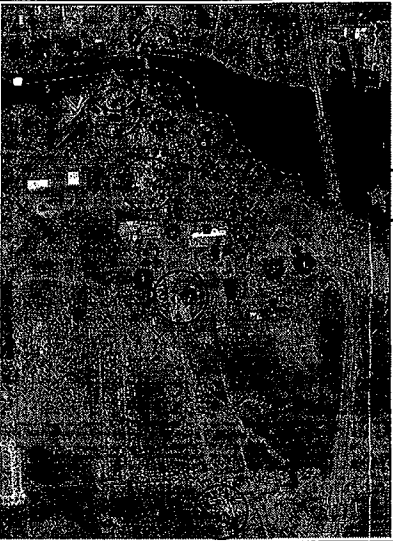
- History
- Recreation and activities
- Memories and traditions
- Beauty of setting
- Gathering
- Quality of life



July 24, 2007

•Examining the reasons why these places were selected or designated as sacred reveals some important themes – its not just about the physical place but the meaning that they hold for community members. Many places are important for several reasons.

- History – places that represent the historical roots of the village – the stone church, fort Brewerton, the cemetery and the lighthouse
- Recreation and activities – Oneida shores, the water, the library, fishing and boating access, ball fields and parks
- Memories of good times and events that have taken place – events at fort Brewerton, fireworks and fish fry at the fire hall, boating and fishing excursions
- Places to gather as a community – places where community comes together – Oneida shores, the library and fire hall, restaurants, and the elementary school
- Beauty of the setting – self explanatory
- Gathering places – oneida shores, library, fire hall, parks
- Quality of life – places that enrich people's lives day-to-day - the library, school, natural areas

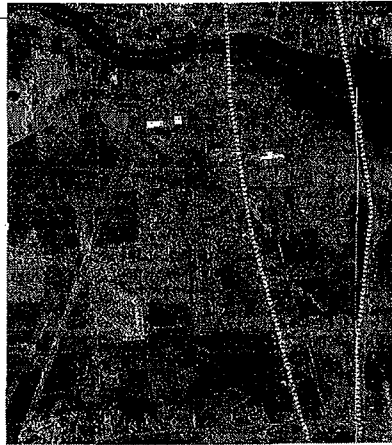
☒ Regularly Visited, ☒ Gathering and ☒ Sacred Places	
Places in common • Oneida Shores • Library • Brewerton Elementary • DG's Restaurant • Waterfront Restaurant • Fire Hall • Riverfront Park	
July 24, 2007	

From the comparison of sacred places and regularly visited and gathering places, you can see that there are several places in the community that you consider part of your daily life that are also considered sacred:

- Oneida shores
- The library
- Brewerton elementary
- DG's Restaurant
- Waterfront Restaurant
- The Fire hall
- and Riverfront park

Strengths

- Relationship to water
- Centrally located
- Small town atmosphere
- History and heritage
- Community services and institutions
- Quality of Life



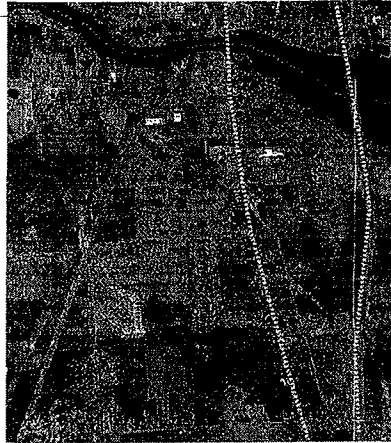
In developing a vision, the characteristics and qualities that you identify as strengths are those that you want to use and build on as a foundation

In the brainstorming activity the groups came up with many strengths, which we have categorized:

- Relationship to water: this includes
 - Private and public access
 - Recreational activities
 - Income from boaters
- Centrally located
 - Node along north/south corridor via I-81 and Rt. 11
 - Node along east/west corridor via the water
 - Access to services and large scale businesses in other communities, such as hospitals, the airport, shopping and groceries
- Small town atmosphere
 - Friendly people and family oriented
 - Personal and intimate scale
- History and heritage
 - Historic downtown buildings add character and serve as reminders of the past
 - Fort Brewerton attracts visitors and host events
- Community services and institutions
 - The library
 - Fire department and emergency services
 - Brewerton elementary and the school system
- Quality of life
 - Low-crime rate
 - Walkable due to size
 - Variety of restaurants

Strengths

- Relationship to water
- Centrally located
- Small town atmosphere
- History and heritage
- Community services and institutions
- Quality of Life



Amongst these strengths, it's also important to recognize some of them are at risk of being lost. The community will need to proactively work to preserve the

- Small town atmosphere
- The history and heritage found in the landmarks, buildings, and places
- And the quality of life found in Brewerton

Concerns

- Physical appearance and caring
- Lack of services and business
- Traffic and pedestrian safety
- Need for thoughtful planning
- Taxation and property rights
- Community identity



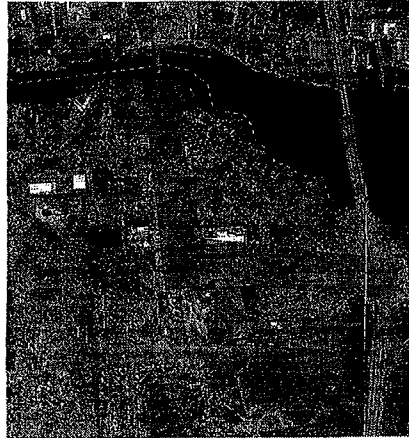
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Workshop participants were asked to describe areas of concern that they would change if they could. These are issues, both physical, social and economic that community members would like to address or improve as part of the vision and strategic plan.

- Much of the physical appearance issues had to do with Rt. 11 and the Riverfront maintenance and street design including:
 - Unkempt properties and deteriorating buildings
 - Vacancy creating a sense of neglect and lack of care
- Also cited was the general lack of services and retail business including
 - Boater services
 - Grocery store
- Traffic and pedestrian safety
 - A lack of safe sidewalks impedes the connection between the waterfront and the business district
 - Traffic control between I-81 and Rt. 11 on Bartell Rd., and on Rt. 11
- Thoughtful planning is needed to prevent uncontrolled development and promote a cohesive community identity.
 - Overdevelopment
 - Overcrowding in the schools
 - Need for design standards and revised zoning
 - Fear of becoming anywhere USA, and losing a unique identity to chain stores
- New development and increased business could infringe on the property rights and change quality of life
 - Property taxes may rise and begin to exclude long-term residents
 - Development may need to happen on private land, or impede access and views from private land
- The intimacy and community dynamic is threatened by existing conditions and future development including
 - Loss of historic buildings
 - Lack of activities and events within the hamlet
- Poor neighbors and unsafe neighborhoods, particularly Bayshore apartments

Locations of Concerns

- ☐ A Maintenance and caring
- ☐ B Lack of services and business
- ☐ C Traffic control and pedestrian safety
- ☐ D Safety and crime



July 24, 2007

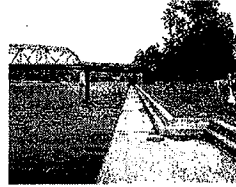
Some concerns occur in identifiable zones.

- Maintenance and caring issues were identified
 - along Rt. 11
 - the nearby riverfront park neighborhood,
 - and Sam's Lakeside.
 - Bartell Rd. corridor
 - Bayshore apartments
- A lack of services and business is of primary concern
 - Along Rt. 11
 - At public waterfront access points, such as riverfront park
 - The vacant building at Sam's Lakeside
 - And Bartell rd. between I-81 and Rt. 11
- Traffic control and pedestrian safety are issues in the above mentioned areas
- Safety and crime involves drug-dealing, poorly lit streets and illegal or defunct housing such as
 - Sam's lakeside
 - Rt. 11
 - Riverfront park neighborhood
 - Bayshore apartments

Opportunities

Under-utilized resources

- Access to the water and boaters
- Business
- Community character
- Recreation
- Transportation



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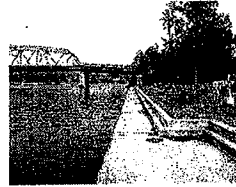
Opportunities are places or characteristics that community members feel are not being used to their fullest potential, and which if improved or used more effectively could contribute to the Hamlet's revitalization

- Access to the water – relationship and proximity to the water could provide opportunities for
 - Increased tourism from and to the water
 - Marinas
 - Public parks and docking
- Business – the Hamlet lacks some self-sustaining and tourist-related businesses
 - Rt. 11 is an empire zone
 - Property is affordable
 - Sam's lakeside could be reopened or turned into a community center
 - The riverfront could be rezoned
- Community image could be strengthened and harmonized
 - The historic buildings could be improved to emphasize the unique identity of Brewerton
 - Community motivation and cooperative nature could be harnessed
- Recreation could be added and current facilities expanded
 - Current parks could be improved to provide more recreational opportunities
 - The lighthouse and Indian burial site could be part of park network
- Transportation
 - A lot of exposure to water and road traffic
 - Railroad
 - Small size makes it walkable

Opportunities

Suggested actions

- Services and businesses for boaters and residents
- Recreational activities and access
- Rt. 11 maintenance and caring
- Water-to-town connection
- Entertainment and festivals



July 24, 2007

Many people suggested changes as a form of opportunity. We called these “suggested actions” and categorized them much like the under-utilized resources. Many of us these will come up again as part of the vision.

•Services and Business for boaters and residents would increase vitality of existing businesses and attract more investment

- Access to services and business from the water, especially a grocery store
- Retail and restaurants
- hotel

•More water and non-water related recreation could be added

- bike paths
- Cruises and tours
- Kayaking and paddleboats
- Lighthouse path or park
- Better waterfront access
- Activities and places for youth

•Maintenance and Caring

- Rt. 11 improvements would increase business appeal, encourage tourism, strengthen community identity
- Property owners should have more pride and investment in the upkeep and appearance of their properties
- Landscaping and decorations could support a unified appearance and demonstrate caring

•A Water to Town connection would bring business from boaters, and allow residents better access to waterfront

- More and better maintained sidewalks are highly desired

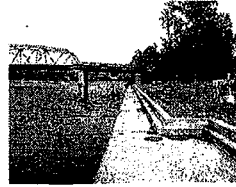
•Entertainment

- Concerts in the park
- Brewerton days
- Community festivals and events

Opportunities cont...

Suggested actions

- Community partnerships and involvement
- Encourage a cohesive community identity
- Increase and improve visibility from river and highways
- Secure financing



July 24, 2007

•Community involvement and engagement

- Partnerships and steering committees to facilitate progress and secure funding
- Protect community interest from development
- General community involvement would strengthen the Hamlet

•Identity

- Codes for building and design
- Development and Zoning ordinances

•Visibility

- Brewerton should be better announced from the river and highway to attract visitors
- Access and directions should be clear

•Financing

- Need to secure funding
- A curb appeal grant would help property owners

Then and Now



Differences

- Character and appearance
- Modernization
- Landmarks
- Use (business vs. residential)
- Vegetation

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Comparing existing conditions to previous conditions helps to think about what changes have and could occur, the nature of those changes, and what brought them about. The differences observed in the “Then and Now” comparison included

- Character and Appearance
 - Historic buildings
 - Care and upkeep
 - “quaint-ness”
- Modernization
 - Vehicle and road technology changes
- Landmarks
 - Hotel burned down
 - Church has been replaced
- Use
 - Residential vs commercial
- Vegetation
 - Street trees

Then and Now



What you would keep or change?

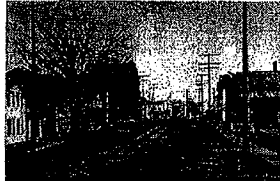
- Improve general appearance
- Add and improve sidewalks
- Increase retail and eating establishments
- Bury utilities
- Add lighting
- Add off-street parking

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Evaluating the differences between past and present conditions reveals characteristics about a place that are often overlooked or taken for granted. The next step was considering what things are valued currently, and what could be changed.

- Improve the general appearance
 - Maintain building facades
- Add and improve sidewalks
- Increase retail and eating establishments
- Bury utilities
- Add lighting
 - More lighting, particularly period lighting
- Add off street parking

Then and Now cont...



What you would keep or change?

- More community pride and investment
- Road improvements and speed limits
- Wholesale change
- Master planning and zoning

July 24, 2007

- More community pride and investment
 - Pride in appearance
- Road improvements and speed limits
- Wholesale change
 - Some people felt it would be easier to start from scratch
- Master planning and zoning
 - There needs to be a coordinated plan and agreed upon design strategies and zoning

Strategic Priorities

- The riverfront neighborhood



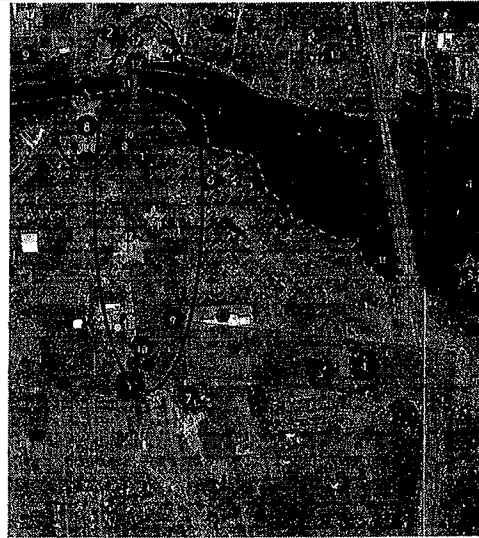
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At this point we have seen themes have been revealed throughout the workshop exercises. The next step is to see where these themes overlap so that you can prioritize what should be considered first, and what areas are of greatest risk or opportunity. This is a map shows where regularly visited places, gathering places, sacred places and areas of concerns overlap.

- The first priority area is the Riverfront park and library neighborhood. Here we have the park and library that have been mentioned frequently and are highly valued to the community. They are also located in an area of primary concern due to lack of visual and physical access, a need for services and business, their potential to expand recreational opportunities, and problems in this area with poor maintenance and neglect of properties and buildings.

Strategic Priorities

- The riverfront neighborhood
- Rt. 11 corridor

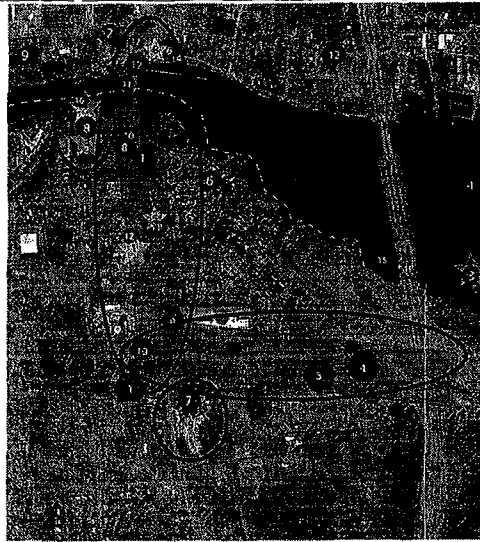


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•The Rt. 11 corridor was identified as a major source of concern due to the unkempt buildings, vacancy, poor pedestrian access, traffic issues, and potential loss of historic landmarks. Rt. 11 is also vital to Brewerton because it serves as a primary corridor linking a concentration of highly used and valued places, and is functionally the “face” of Brewerton to visitors passing through.

Strategic Priorities

- The riverfront neighborhood
- Rt. 11 corridor
- Bartell Rd. from I-81 to Rt. 11



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•Bartell rd. , especially at the junction of Rt. 11 is the site for many concerns, and has the highest concentration of most regularly visited places. The character and issues of this area are different from that of Rt. 11 because of the nature of the businesses, use, and buildings. Bartell Rd. lacks features that add to the unique identity and atmosphere of Brewerton, but also provides most of the day-to-day needs of the community. It is also the vital link that brings freeway travel into the Hamlet. Traffic and vacancy issues were of primary concern here.

•The elementary school is just on the periphery of the Rt. 11 and Bartell Rd. junction. We need to consider if the elementary should also be prioritized. The elementary came up as a sacred place, gathering place, and obviously a place regularly visited. How does the location of the elementary fit into the broader issues and strategies that have been prioritized? And, maybe it doesn't.

Exit Survey: Description in 10 years

- Community Interests and Identity
- Business Development
- Appearance
- Recreation
- Traffic and Transportation

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There were many responses to the question “How would you like to describe Brewerton in 10 years”.

The responses were categorized much like the exercises.

- The most dominant answer described was the character of the community. This category included the relationships and interactions among people, happenings, and first impressions.
- Business development included a need to fill vacancy, provide day-to-day needs
- Appearance was an element of the community interest and identity
- Recreation came up frequently as an indicator of quality of life and a way to connect the historical, cultural and natural resources of Brewerton.
- Transportation- sidewalks, traffic lights, bike paths, and speed limits
- Some of the answers made comparisons to other places or used general terms. You will need to consider what the underlying values could be revealed from those responses.

Are there questions thus far?

July 24, 2007

Key Points and Themes

- Issues of maintenance and caring
- Preservation of historic character
- Services and business
- Small-town atmosphere
- Strength of community spirit and cooperation
- Walkability

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Draft Vision Statement

Brewerton will be known as a welcoming and close-knit, canal-side community, whose well-kept neighborhoods and roads reflect the pride and care of the residents, and invite visitors to enjoy the exceptional natural and cultural setting.

The vibrant Route 11 business district will retain its small town atmosphere and historic identity while providing access to the waterfront, encourage walking, shopping and community gathering with a mix of restaurants, shops and services attractive to both residents and visitors.

The community will be enriched by activities, festivals, recreation and business that physically and socially connect Brewerton's history, water, and people.

July 24, 2007

Draft Goals

1. Improve the visual and physical connection to the canal and waterfront.
2. Reestablish the Rt. 11 corridor as a vibrant, pedestrian-friendly retail district that provides a diversity of businesses for residents and services for tourists and boaters.
3. Restore and reinforce the historic image of Brewerton and its small town atmosphere through responsible development and growth that considers the appearance and scale of the Hamlet, and includes recreational and open space.

July 24, 2007

Draft Goals cont . . .

4. Expand and promote water-related business and recreation opportunities.
5. Promote community engagement and collaboration between residents, landlords, businesses, and municipality to address financing, preservation of community identity and provide inputs in development strategies.
6. Encourage care and maintenance of public and private properties.

July 24, 2007

Questions for further exploration

- What is meant by “quaint”, “charming”?
- What are the qualities of Skaneateles and Baldwinsville that are desired in Brewerton?
- What can be done to promote diverse and vibrant commercial district while preserving the small-town and intimate atmosphere?
- Would residents patronize new businesses?
- What businesses would be appropriate in Brewerton?
- What infrastructure would be required to maintain new developments and public space?

July 24, 2007

Interim Action Steps

- Explore funding for building maintenance
- Community clean-up events
- Involve school groups to organize activities or volunteer for community service
- Fundraising events on the water

July 24, 2007

Appendix C

Market Assessment

Retail Market Assessment by Camoin Associates Oct 2007
Form-Based Code by EDR May 2009

RETAIL MARKET ASSESSMENT

BREWERTON, NEW YORK

October 2007

Prepared By



camoin associates
ECONOMIC DEVELOPMENT

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Executive Summary

Camoin Associates analyzed demographic trends, market segmentation data and retail spending data for the local Brewerton consumer market (see map on page 5), as well demographic trends and market segmentation data for Brewerton's visitor market (see map on page 16). The following summarizes this analysis:

- The local consumer market is projected to grow, while average household size is shrinking as the population ages in place and some younger families leave the area. This results in an increase in the percentage of households in the upper income brackets. These trends could impact consumer spending patterns in the local study area if higher income households seek out a wider range of high-end specialty products and services, as is typical.
- Over 70% of the local consumer market falls into two market segment categories (see page 9 for a definition of market segmentation). The largest group consists of relatively older households with modest household incomes that are phasing out of their child-rearing years and are generally conservative in their spending habits. The second market segment contains upwardly mobile young families with children who tend to spend a good deal of their disposable income on products for their children.
- Local consumer spending data shows that strong sales leakage factors (see page 13-14 for a definition of sales leakage and surplus factors) exist for: furniture stores; clothing stores; shoe stores; jewelry, luggage and leather goods stores; and sporting goods/hobby/musical instrument stores. Brewerton's proximity to Syracuse may mean that it would be difficult for local retailers in these categories to compete with the vast offerings of national chain stores in the Syracuse area.
- Strong sales surplus factors exist for: used merchandise stores and other miscellaneous store retailers. This suggests that local specialty retailers may be able to compete with the vast offerings in the Syracuse area because they serve a particular niche.
- The visitor market, based on regional zip codes of Oneida County Shores Park campground users, appears to be more diverse than the local consumer market, with households spread out over a wider range of market segments (not surprising given the wider geographic area included in the visitor market). In general the visitor market segments are younger and less affluent, with four of the five having median household incomes below the U.S. median and three of the five having a median age lower than the U.S. median. Educational attainment levels appear to be slightly lower among the visitor market segments than the local consumer market.
- Another visitor market worth noting here is people who come to Oneida Shores County Park for fishing tournaments, particularly those anglers coming from out of state who tend to spend more per day than regional or local tournament participants. According to data compiled by park officials, there were 48 tournaments during the 2007 season which resulted in over \$2.8 million in visitor spending in the area economy.



In addition to the analysis summarized above, Camoin Associates examined the question of whether or not Brewerton can support a grocery store, based on existing sales leakage. While there is \$6.9 million in grocery store sales leakage currently occurring, that is not enough to support a typically sized grocery store by today's standards. In addition, a small corner grocery store would need to recapture 14.5% of the current sales leakage in order to earn the average level of annual sales for this type of store. While this is not an insurmountable goal, it is not likely to be easy to recapture grocery store sales in the face of all the competition in the Syracuse area.

Based on the analysis of demographic trends and market segmentation data for both the local consumer market and the visitor market, in combination with the retail leakage analysis, Camoin Associates developed the following list of business types for which there appears to be a market in Brewerton. Please note that this list does not include big-box stores which are not likely to be consistent with the character of the hamlet.

- Affordable family restaurants
- Mid-range full-service restaurants
- Shops selling children's books, toys and games
- Family-friendly sports lounge or pub
- Small corner grocer
- Book store
- Movie theater

Introduction

Camoin Associates was retained by EDR to conduct a retail market assessment for the Hamlet of Brewerton, New York in the context of the *Brewerton Strategic Revitalization Plan*.

In developing the scope of work for this study, it became apparent that there are two markets present in the Brewerton scenario that must be studied. The first is the local consumer market that includes residents living in the hamlet and within a relatively short driving distance from the hamlet – people that may be likely to come to the hamlet for convenience shopping. The second market includes visitors to the Brewerton area who may come from further away and are more likely to come to the hamlet for entertainment purposes, such as going out to dinner or shopping for recreation (antiques, souvenirs, etc.). Detailed descriptions of each study area and a map of each are included in the report (see pages 4 and 15).

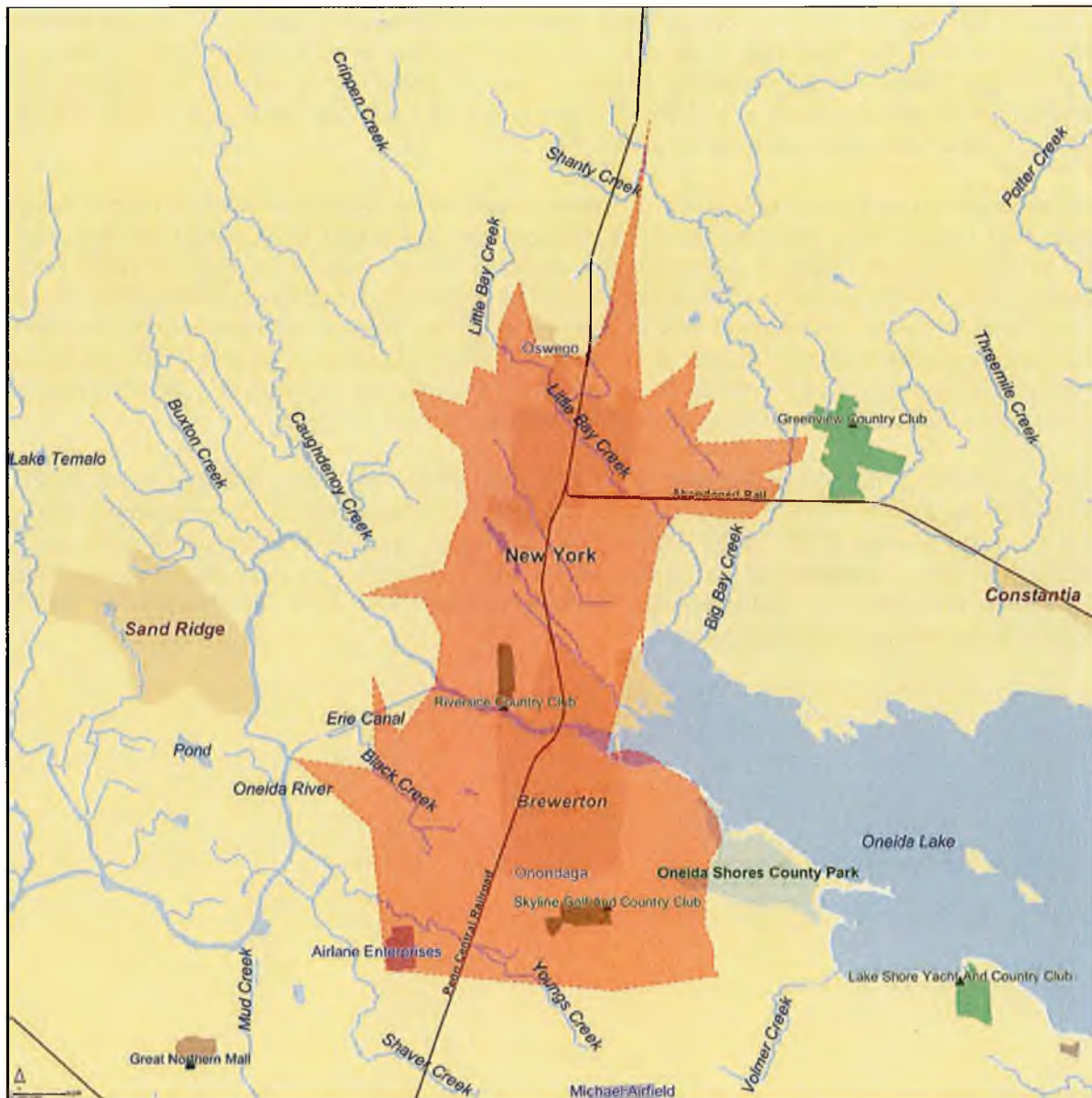
This retail market assessment provides an analysis of demographic trends in each of the two study areas that impact retail sales, market segmentation information that lends insight into behavior and lifestyle characteristics of consumers in both study areas, and an analysis of retail sales leakage from the Brewerton area. The purpose of this study is to provide an understanding of the make-up of the local retail market and to develop a list of potential business opportunities that may be suitable for the hamlet based on the retail market of the area. In addition, EDR requested that Camoin Associates specifically study the question of whether or not a grocery store is likely to be successful in Brewerton, based on retail sales leakage in that category.

Unless otherwise noted, all demographic statistics and retail sales data presented in this report were purchased from ESRI, a leading national provider of economic and demographic data. ESRI's base data is the 2000 Census and it uses proprietary statistical models to make short-term projections. Many communities and corporations use ESRI data for economic development, marketing, site selection and strategic decision making. For more information on ESRI's methodology, visit www.esri.com.



Study Area I – Local Consumer Market

In consultation with EDR, Camoin Associates defined the study area for the local consumer market, which includes people who may be likely to come into the Hamlet of Brewerton for convenience shopping. The map below shows the defined study area in red. It is based on a 10 minute drive time from the center of the hamlet to the north, east and west, with a shorter drive time to the south to account for the significant retail offerings that exist to the south.





Local Consumer Market - Demographics

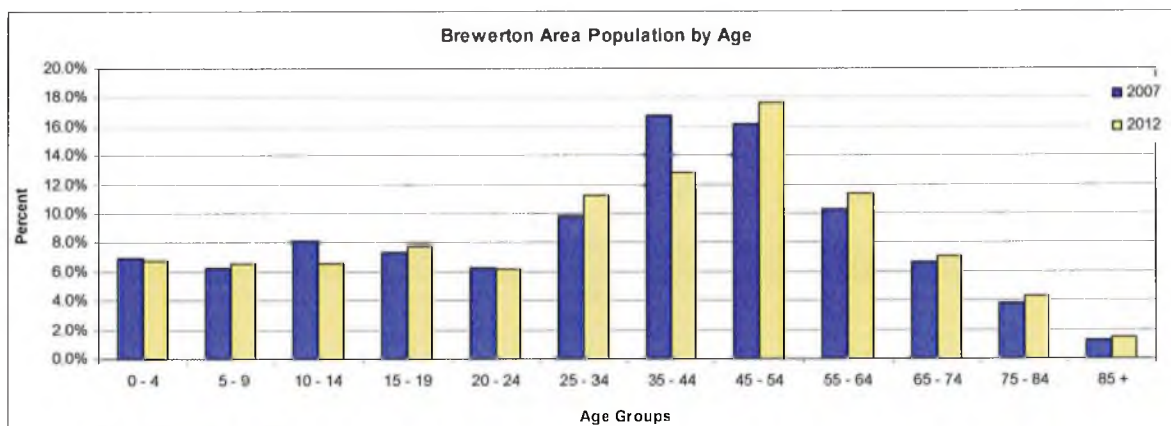
As shown in the table below, the local population is growing. The project Advisory Committee notes that significant new home construction is taking place in the Brewerton area so the numbers shown below may even be a conservative estimate. Between 2000 and 2007, the population and number of households in the study area grew at a significantly faster rate than at the state and county level (both Onondaga and Oswego Counties were analyzed for comparison). Between 2007 and 2012, the local rate of growth in number of households is projected to outpace the rate of state household growth, even though the projected local rate of population growth (number of people) is lower than at the state level. This is reflected by the fact that average household size in the Brewerton area is smaller and shrinking at a faster rate than at the state level. This may be due to the projected shifts in age distribution discussed below.

Basic Demographic Information							
	2000	2007	Change '00 to '07	% Change '00 to '07	2012	Change '00 to '07	% Change '07 to '12
Brewerton Area							
Population	6,978	7,297	319	4.57%	7,431	134	1.84%
Households	2,801	2,991	190	6.78%	3,066	75	2.51%
Families	1,935	2,048	113	5.84%	2,080	32	1.56%
Average Household Size	2.49	2.44	-0.05	-2.01%	2.42	-0.02	-0.82%
Owner Occupied HUs	2,001	2,229	228	11.39%	2,281	52	2.33%
Renter Occupied HUs	800	762	-38	-4.75%	785	23	3.02%
Median Age	35.5	38.3	2.8	7.89%	39.7	1.4	3.66%
New York State							
Population	18,976,457	19,581,872	605,415	3.19%	19,995,757	413,885	2.11%
Households	7,056,860	7,279,758	222,898	3.16%	7,446,125	166,367	2.29%
Families	4,639,387	4,747,142	107,755	2.32%	4,812,260	65,118	1.37%
Average Household Size	2.61	2.61	0.00	0.00%	2.60	-0.01	-0.38%
Owner Occupied HUs	3,739,166	4,047,554	308,388	8.25%	4,109,542	61,988	1.53%
Renter Occupied HUs	3,317,694	3,232,204	-85,490	-2.58%	3,336,583	104,379	3.23%
Median Age	35.9	37.2	1.3	3.62%	38.3	1.10	2.96%
Onondaga County							
Population	458,336	459,031	695	0.15%	459,621	590	0.13%
Households	181,153	185,408	4,255	2.35%	187,031	1,623	0.88%
Families	115,320	117,005	1,685	1.46%	116,924	-81	-0.07%
Average Household Size	2.46	2.40	-0.06	-2.44%	2.38	-0.02	-0.83%
Owner Occupied HUs	116,810	124,911	8,101	6.94%	125,113	202	0.16%
Renter Occupied HUs	64,343	60,497	-3,846	-5.98%	61,918	1,421	2.35%
Median Age	36.2	38.2	2.0	5.52%	39.0	0.8	2.09%
Oswego County							
Population	122,377	124,054	1,677	1.37%	124,711	657	0.53%
Households	45,522	46,917	1,395	3.06%	47,640	723	1.54%
Families	31,233	31,947	714	2.29%	32,179	232	0.73%
Average Household Size	2.60	2.54	-0.06	-2.31%	2.52	-0.02	-0.79%
Owner Occupied HUs	33,122	35,237	2,115	6.39%	35,533	296	0.84%
Renter Occupied HUs	12,400	11,680	-720	-5.81%	12,107	427	3.66%
Median Age	35.0	36.9	1.9	5.43%	37.8	0.9	2.44%

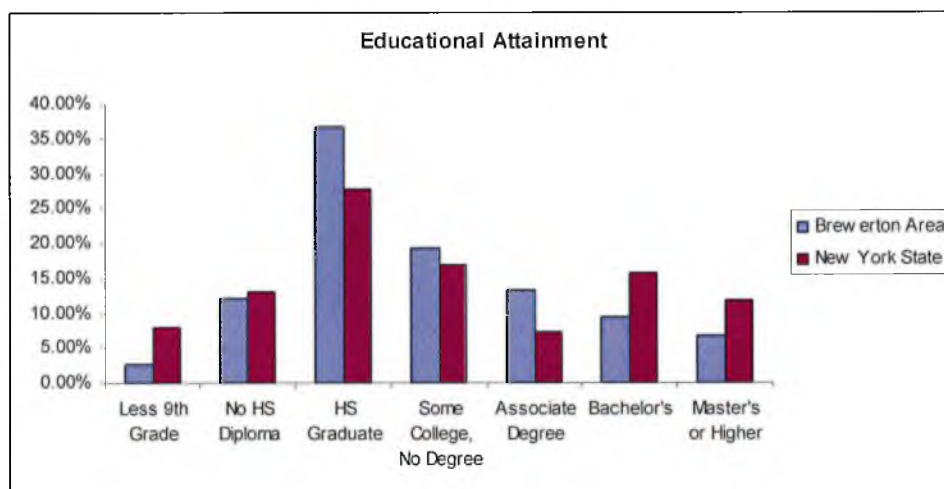
Source: ESRI, calculations by Camoin Associates

The graph below illustrates the age distribution of the local study area and shows the projected rate of change between 2007 and 2012. As with many Upstate New York communities, the population is generally aging in place as the Baby Boomer generation grows older. One of the

most notable observations is the 4% projected decline in the 35 – 44 year old age group, which typically includes many married-couple families with children who may be in middle school or junior high and is also reflected in the projected decline in the 10-14 year old age group. While some of these households are obviously aging in place over the five-year period and moving on to the next age group, it appears that some are leaving the study area all together.



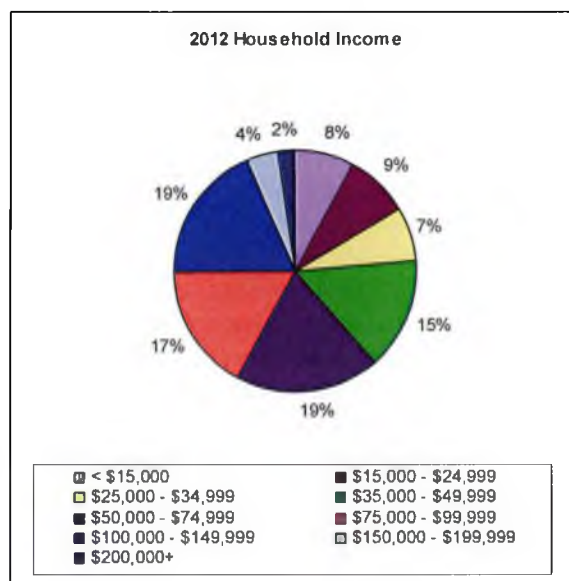
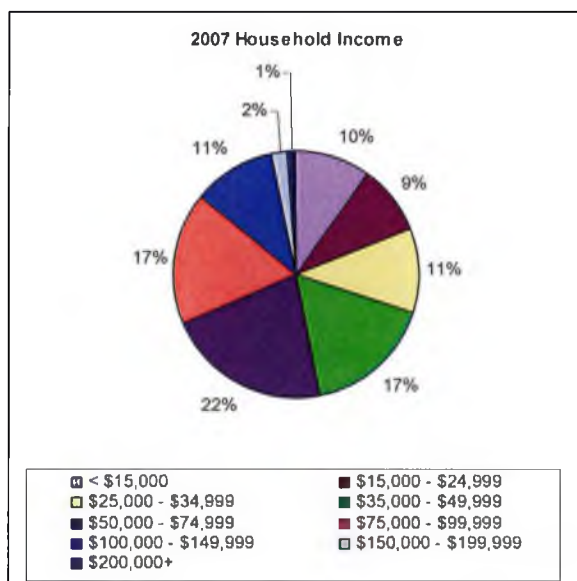
Another important demographic characteristic is educational attainment. The graph below shows the educational attainment of the local Brewerton study area population compared to New York State. In general, there are more people in the Brewerton area who have graduated from high school, have attended college, or obtained an Associate degree than at the state level. More people at the state level have obtained a Bachelor's degree or higher than in the Brewerton area.



Lastly, a look at the distribution of household income in the study area shows that the local population is projected to become more affluent between 2007 and 2012. The graphs below reveals that the percentage of households earning \$100,000 or more per year is projected to grow from 14% in 2007, to 25% in 2012. This is likely due to aging of the population. Households headed by people in the 45 - 64 year old age group tend to include many people in



their peak earning years. As households in the study area age in place and the percentage of people in those age groups rise, many household incomes also rise.



Summary of Local Demographic Trends:

In general, the local study area is projected to grow modestly, but average household size is shrinking as the population ages in place and some younger families leave the area. This also results in an increase in the percentage of households in the upper income brackets. These trends could impact consumer spending patterns in the local study area if higher income households seek out a wider range of high-end specialty products and services, as is typical. The discussion of the local market segment characteristics in the following section will highlight other relevant trends.

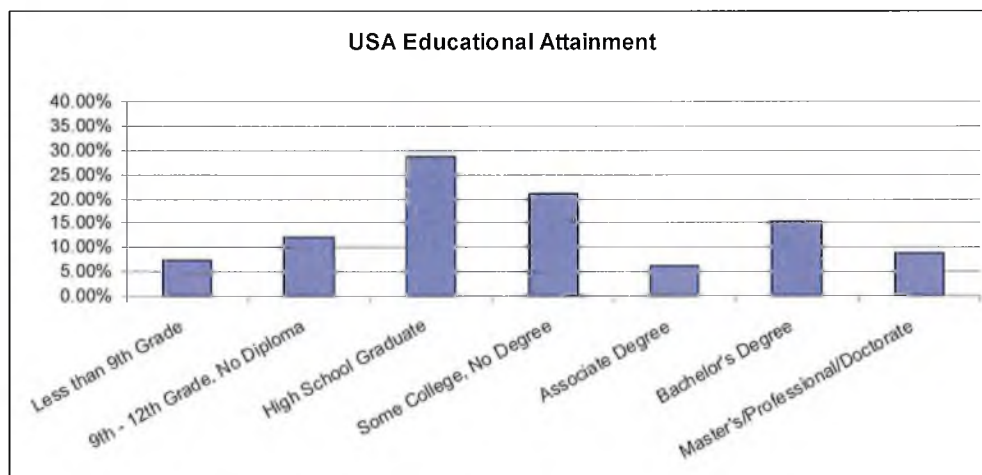
Local Consumer Market – Market Segmentation

Another useful tool in determining the characteristics that impact the retail market in a particular area is market segmentation, which is defined as the classification of consumers according to demographic, socioeconomic, housing, and lifestyle characteristics. It is based on the concept that people with similar demographic characteristics, purchasing habits, and media preferences naturally gravitate toward each other and into the communities in which they live. Businesses utilize market segmentation analysis to identify their best markets, measure the potential demand for new products or services, and reach their markets more effectively. Market segmentation data for the local consumer market of Brewerton (same geographic area as described on page 4) were obtained from ESRI, based on their “Community Tapestry” segmentation system.

It is important to understand that these market segments are generalizations. The descriptions of each segment are based on comparisons with the U.S. as a whole, and reflect the propensity of households within that segment to exhibit certain demographic, lifestyle, and consumer characteristics relative to the overall population. While sometimes considered stereotypical classifications, market segmentation can provide a useful perspective in understanding existing and potential retail customers residing within a defined area. A summary and brief description of the major “Community Tapestry” segments within the local study area is included below. The five segments included below cover approximately 95% of the households in the study area.

Because the tapestry segments compare a particular group to national averages, Camoin Associates includes some basic national statistics from ESRI here for the reader’s information. Of particular interest are household size, median income, median age and educational attainment.

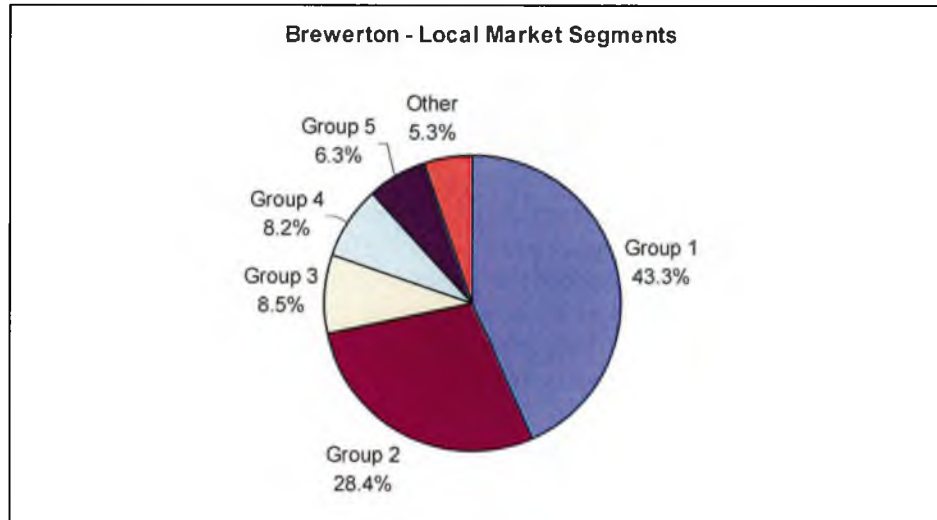
USA Basic Demographic Indicators			
	2000	2007	2012
Average Household Size	2.59	2.59	2.58
Median Age	35.3	36.7	37.6
Median Household Income	\$42,164	\$53,154	\$62,503



1. The largest tapestry segment present in the local study area (43.3% of households) is made up of people who are phasing out of their child-rearing years. While the median age for this segment is 40.5 years old, almost 20% are aged 65 years or older. Median



household income is \$43,600, which is below the U.S. average. Educational attainment is comparable to the U.S. When it comes to consumer preferences of this group, in general they tend to be conservative in their spending habits and have typically been saving up for retirement for many years. However, they enjoy dining out at full-service restaurants, especially on weekends. They also tend to prefer domestic cars, are comfortable shopping by phone or on the Internet, and are comfortable in general with computers, using e-mail to communicate with friends and family. They enjoy reading and watching classic movies on video or DVD.



2. The second-largest tapestry segment (28.4% of households) represents young, relatively affluent married couples who are just starting their families or already have young children. The median age of this group is 33.5 years old. This segment has one of the highest concentrations of multiple wage earners in each household, with median household income of \$60,700. This segment is highly educated, with about 58% of residents aged 25 years and older holding a bachelor's or graduate degree or having attended college. Many of these households own a dog and make large purchases of baby and children's products, including baby food, baby equipment, clothes, shoes, medicine, vitamins, board games, bicycles, toys, video games and children's videotapes and DVDs. In their spare time, residents play games, including sports like football and basketball, which they also watch live and on TV. They also work on their lawns, paint the inside of their homes and do minor vehicle maintenance.
3. The third tapestry segment is much smaller and includes only 8.5% of households in the local study area. These residents are characterized as "urban escapees" that have traded in their previously short commutes for newer homes and more land. The median age of this group is 37.4 years, with most between the ages of 35 and 54. More than 40 percent of the households consist of married couples with children that range from toddlers to young adults. Median household income is high at \$80,500. These residents are also highly educated and work mostly in white-collar jobs. These households typically own three or more vehicles and three or more cell phones. Although many households own four or more TVs, residents are light television viewers. These residents prefer to do their own



landscaping and home improvement projects. For family activities, they enjoy playing volleyball, bicycling and playing board games. Children in these families use the home computer to play games and many of these households own a video game system.

4. The fourth segment (8.2% of households) is a mix of married-couple families, single-parent families, and singles who live alone. The median age of this segment is 35.9 years old. They work primarily in the service industry, followed by manufacturing and retail. The median household income is \$45,300, slightly below the U.S. median. Most residents live in modest, single-family homes. They typically have lived, worked and played in the same area for years and they tend to be financially conservative. Favorite leisure activities include bowling and fishing. Watching television is a common pastime for these residents. They subscribe to cable TV and particularly enjoy watching sports events.
5. The smallest of the local market segments (6.3% of households) is dominated by married couples in their late 30s and 40s (median age is 40.4 years old) that work in a variety of occupations and have a median income of \$48,800. These residents live in rural areas and tend to enjoy fishing, hunting, target shooting and attending country music concerts and auto races. Many of these households have a satellite dish. They enjoy gardening and spend significant time and money on vegetable and flower gardens and own the necessary tools and equipment. They also tend to own three or more vehicles, including a truck, and prefer domestic vehicles to imports.

Summary of Local Market Segmentation Information:

Over 70% of the local consumer market falls into the first two market segment categories listed. The first, and by far the largest, consists of relatively older households with modest household incomes that are phasing out of their child-rearing years and are generally conservative in their spending habits. The second market segment contains upwardly mobile young families with children who tend to spend a good deal of their disposable income on products for their children.



Local Consumer Market - Retail Leakage

The following retail leakage analysis illustrates where there are gaps in local retail offerings and also highlights potential market niches being served by businesses in the local Brewerton study area (same geographic area described on page 4).

The table on the next page shows the difference between actual retail sales ("Supply") and expected consumer spending ("Demand") by retail category in the Brewerton area. The supply figures are ESRI estimates of retail sales in the defined area (does not include business to business sales) based on a number of data sources, including the Census Bureau's Census of Retail Trade (CRT). To protect proprietary business information, the CRT sales data is aggregated according to North American Industry Classification System (NAICS) codes. The data is also presented by NAICS code.

The demand figures (reflecting retail potential in each category) show the amount that ESRI estimates resident consumers spend on various categories of goods, based on the annual Consumer Expenditure Survey conducted by the U.S. Bureau of Labor Statistics.

To illustrate what this means, consider the following: according to the data in the table, there were approximately \$27,000 in retail sales in the *Furniture Stores (NAICS 4421)* category. However, residents of the local study area spent an estimated \$1.68 million on these types of goods. Therefore, we assume that residents spent over \$1.65 million on furniture at stores outside of the local area, meaning there was a sales leakage of over \$1.65 million in the furniture category. The negative numbers in the column labeled "Difference: Leakage - / Surplus +" means that there is sales leakage occurring in those retail categories. The largest sales leakage figures are highlighted in yellow and include furniture stores, grocery stores and clothing stores.

However, the mere existence of sales leakage does not automatically mean that a local area can recapture those sales by attracting a business of that type. Where consumers shop is determined by a number of factors, including the quality and variety of retail offerings located within a reasonable distance and on local commutation patterns. Both of these factors have a major impact on the Brewerton retail market because of Brewerton's proximity to Syracuse and the many retail offerings located within a relatively short driving distance. See the section "Grocery Store Feasibility" for more detailed discussion of this point.

Converse to the sales leakage scenario, if Supply of goods sold exceeds local Demand, we assume that non-residents are coming to the Brewerton area to spend money. The table shows that this occurs in a number of categories. The largest surplus categories are highlighted in green and include *Food and Drinking Establishments and Miscellaneous Store Retailers* (stores selling highly specialized lines of merchandise that do not fit into any other category - examples include antiques stores, pet and pet supply stores, art dealers, art supply stores, and cigar and tobacco stores). These surpluses likely indicate that the local study area possesses a cluster of these types of retailers that is large enough to draw a significant number of consumers in from surrounding areas. While one might logically assume that this surplus should be interpreted to mean that no more businesses of this type are needed in the local area, quite the opposite is true. Additional food and drinking establishments and specialized retailers could enhance Brewerton's ability to attract new customers.



Retail Leakage Analysis for Brewerton Area			
Industry Group	Supply (Retail Sales)	Demand (Retail Potential)	Difference Leakage - / Surplus +
Motor Vehicle & Parts Dealers (NAICS 441)	\$35,933,992	\$17,896,095	\$18,037,897
Automobile Dealers (NAICS 4411)	\$22,366,898	\$15,315,612	\$7,051,286
Other Motor Vehicle Dealers (NAICS 4412)	\$12,148,943	\$1,538,071	\$10,610,872
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,418,151	\$1,042,412	\$375,739
Furniture & Home Furnishings Stores (NAICS 442)	\$592,600	\$2,646,099	-\$2,053,499
Furniture Stores (NAICS 4421)	\$26,963	\$1,683,746	-\$1,656,783
Home Furnishings Stores (NAICS 4422)	\$565,637	\$962,353	-\$396,716
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$1,496,142	\$1,889,821	-\$393,679
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$4,099,890	\$2,554,130	\$1,545,760
Building Material and Supplies Dealers (NAICS 4441)	\$3,744,681	\$2,290,107	\$1,454,574
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$355,209	\$264,023	\$91,186
Food & Beverage Stores (NAICS 445)	\$9,144,759	\$15,523,718	-\$6,378,959
Grocery Stores (NAICS 4451)	\$7,332,626	\$14,232,108	-\$6,899,482
Specialty Food Stores (NAICS 4452)	\$228,961	\$645,119	-\$416,158
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,583,172	\$646,491	\$936,681
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$11,183,173	\$3,891,496	\$7,291,677
Gasoline Stations (NAICS 447/NAICS 4471)	\$8,338,920	\$7,403,788	\$935,132
Clothing and Clothing Accessories Stores (NAICS 448)	\$355,835	\$4,007,790	-\$3,651,955
Clothing Stores (NAICS 4481)	\$331,785	\$3,063,419	-\$2,731,634
Shoe Stores (NAICS 4482)	\$0	\$569,726	-\$569,726
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$24,050	\$374,645	-\$350,595
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,039,707	\$1,499,609	-\$459,902
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$888,889	\$856,215	\$32,674
Book, Periodical, and Music Stores (NAICS 4512)	\$150,818	\$643,394	-\$492,576
General Merchandise Stores (NAICS 452)	\$15,802,410	\$5,190,559	\$10,611,851
Department Stores Excluding Leased Depts. (NAICS 4521)	\$7,612,205	\$3,943,130	\$3,669,075
Other General Merchandise Stores (NAICS 4529)	\$8,190,205	\$1,247,429	\$6,942,776
Miscellaneous Store Retailers (NAICS 453)	\$6,858,877	\$1,058,794	\$5,800,083
Florists (NAICS 4531)	\$240,687	\$140,480	\$100,207
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$252,588	\$392,318	-\$139,730
Used Merchandise Stores (NAICS 4533)	\$301,791	\$35,842	\$265,949
Other Miscellaneous Store Retailers (NAICS 4539)	\$6,063,811	\$490,154	\$5,573,657
Food Services & Drinking Places (NAICS 722)	\$19,985,911	\$10,207,919	\$9,777,992
Full-Service Restaurants (NAICS 7221)	\$9,609,315	\$5,515,679	\$4,093,636
Limited-Service Eating Places (NAICS 7222)	\$5,747,277	\$3,312,761	\$2,434,516
Special Food Services (NAICS 7223)	\$2,637,005	\$745,434	\$1,891,571
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,992,314	\$634,045	\$1,358,269

Source: ESRI

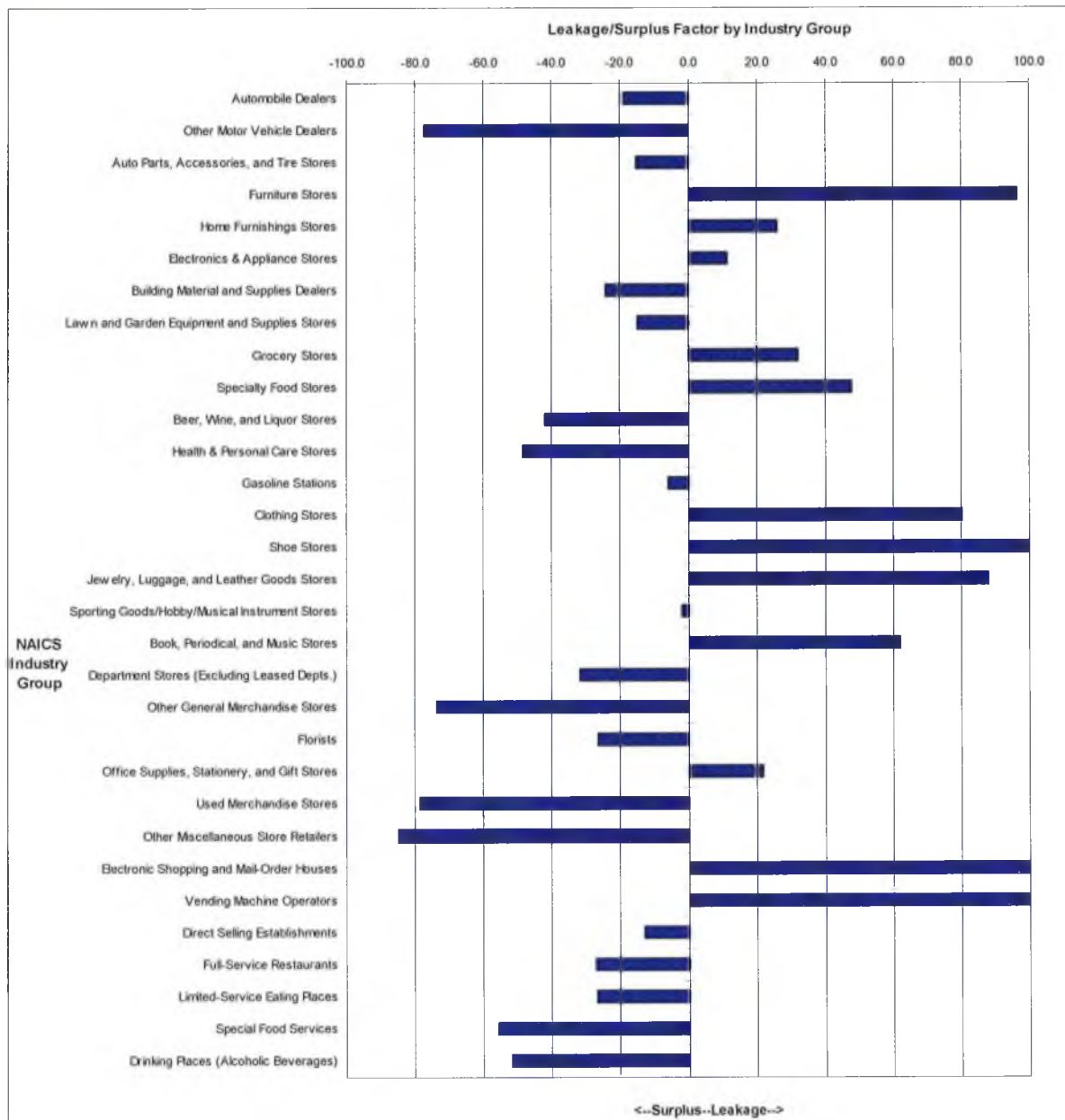
The sales leakage and surplus factor graph on the next page quickly shows the relationship between supply (retail sales by business) and demand (resident consumer spending by household) in an easy to read format. The higher the graph goes on the leakage side (right hand side), the less retail activity in that category there is in the area relative to resident consumer demand. The higher on the surplus side of the graph, the more retail activity there is in the area relative to local consumer demand.

For example, even though there is a larger nominal amount of sales leakage in the grocery store category than in the shoe store category according to the table above, the sales leakage factor for shoe stores is higher than for grocery stores because there are \$0 shoe store sales in the area. It is the ratio of retail sales to demand that is charted on the graph below. This is helpful because



it illustrates categories of sales for which there is very little or quite a lot of retail activity taking place in the area, which could represent leakage that can be recaptured or existing surpluses that can be built on to enhance a retail cluster in the area.

- Strong *leakage* factors exist for: furniture stores; clothing stores; shoe stores; jewelry, luggage and leather goods stores; and sporting goods/hobby/musical instrument stores. Again, Brewerton's proximity to Syracuse may mean that it would be difficult for local retailers in these categories to compete with the vast offerings of national chain stores in the Syracuse area. In addition, the existing leakage for shoe stores is not likely to be enough to support one full store.
- Strong *surplus* factors exist for: used merchandise stores and other miscellaneous store retailers. These suggest that local specialty retailers may be able to compete with the vast offerings in the Syracuse area because they are serving a particular niche.



Study Area II – Visitor Market

Camoin Associates obtained data collected by Oneida Shores County Park on its campground users and analyzed the zip codes of the more than 1,100 people who used the campground during the 2006 camping season and the majority of the 2007 season. The data show that the campground attracts people from as far away as Florida and Texas, but that the majority of campers are from the Northeast U.S. In order to hone in on the most concentrated group of visitors from a geographic perspective, Camoin Associates calculated the percentage of campground users from each zip code and found that cumulatively, approximately 25% of the visitors were from the nearby zip codes shown in the table to the right and shaded in red in the map below. The remaining campground users were spread out all over the Northeast U.S., as well as scattered throughout Florida, Texas and Canada. Therefore, Camoin Associates focused its analysis on demographic data covering the contiguous zip codes listed in the table at right and shaded in red in the map below. Some or parts of these zip codes, for example Central Square and Cicero, are also included in the local study area analyzed in earlier sections of this report. In an attempt to capture the characteristics of the largest concentration of households that may be induced to visit the hamlet for recreational purposes, Camoin Associates decided it would be wise to include these households in the visitor study area as well.

Oneida Shores County Park Origin of Campground Users	
Zip Code	Town
13027	Baldwinsville
13036	Central Square
13039	Cicero
13069	Fulton
13088	Liverpool
13090	Liverpool
13204	Syracuse
13206	Syracuse
13208	Syracuse
13209	Syracuse
13211	Syracuse
13212	Syracuse

Source: Oneida Shores Park





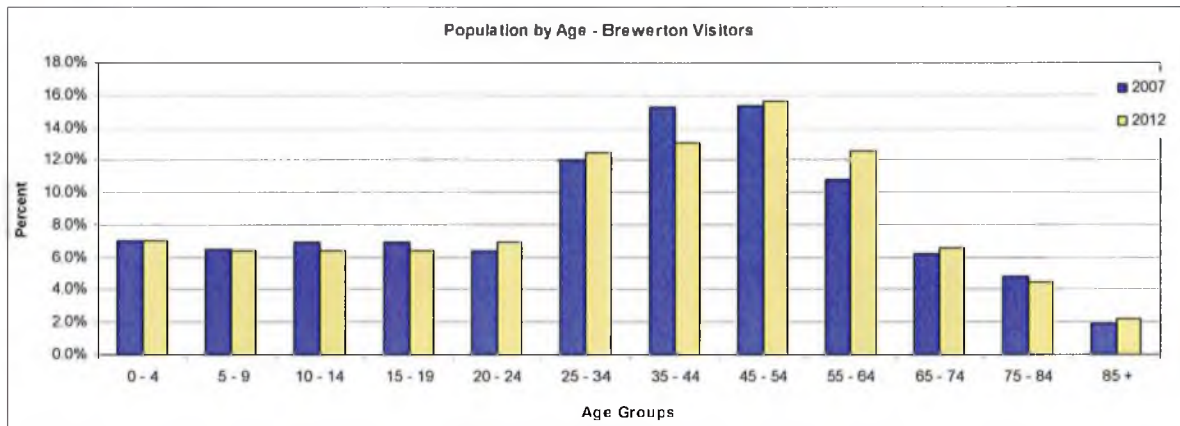
Visitor Market – Demographics

The table below compares basic demographic trends within the Brewerton visitor market study area to New York State, as well as to Onondaga and Oswego Counties. Household growth in the visitor market area is slower than at the state and county levels and the total population is not projected to change much at all between 2007 and 2012. In general, the visitor market area is older and not growing as quickly as the state and Oswego County.

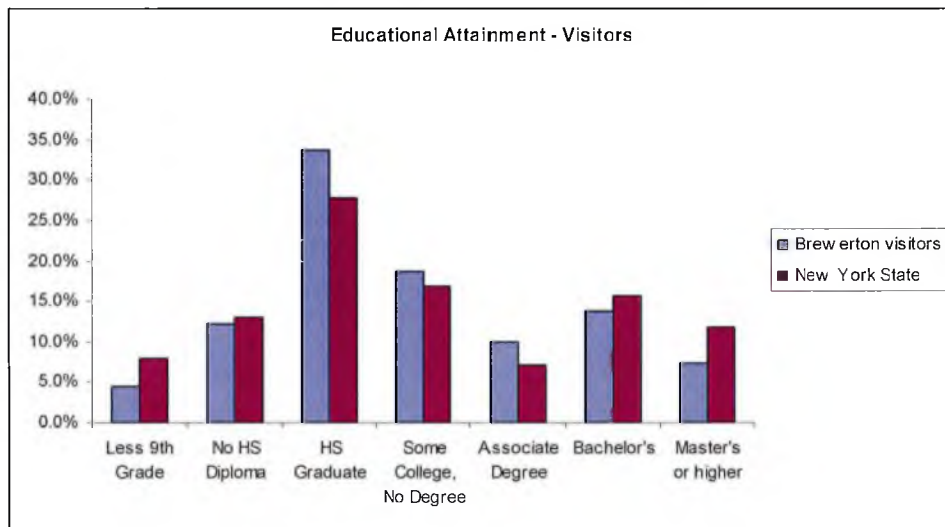
Basic Demographic Data - Visitor Study Area							
	2000	2007	Change '00 to '07	% Change '00 to '07	2012	Change '00 to '07	% Change '07 to '12
Oneida Shores County Park Visitor Study Area							
Population	230,848	230,674	-174	-0.08%	230,857	183	0.08%
Households	93,678	95,754	2,076	2.22%	96,583	829	0.87%
Families	60,052	60,805	753	1.25%	60,737	-68	-0.11%
Average Household Size	2.45	2.40	-0.05	-2.04%	2.38	-0.02	-0.83%
Owner Occupied HUs	60,121	64,365	4,244	7.06%	64,366	1	0.00%
Renter Occupied HUs	33,558	31,389	-2,169	-6.46%	32,217	828	2.64%
Median Age	36.1	38.0	1.9	5.26%	38.9	0.9	2.37%
New York State							
Population	18,976,457	19,581,872	605,415	3.19%	19,995,757	413,885	2.11%
Households	7,056,860	7,279,758	222,898	3.16%	7,446,125	166,367	2.29%
Families	4,639,387	4,747,142	107,755	2.32%	4,812,260	65,118	1.37%
Average Household Size	2.61	2.61	0	0.00%	2.60	-0.01	-0.38%
Owner Occupied HUs	3,739,166	4,047,554	308,388	8.25%	4,109,542	61,988	1.53%
Renter Occupied HUs	3,317,694	3,232,204	-85,490	-2.58%	3,336,583	104,379	3.23%
Median Age	35.9	37.2	1.3	3.62%	38.3	1.1	2.96%
Onondaga County							
Population	458,336	459,031	695	0.15%	459,621	590	0.13%
Households	181,153	185,408	4,255	2.35%	187,031	1,623	0.88%
Families	115,320	117,005	1,685	1.46%	116,924	-81	-0.07%
Average Household Size	2.46	2.40	-0.06	-2.44%	2.38	-0.02	-0.83%
Owner Occupied HUs	116,810	124,911	8,101	6.94%	125,113	202	0.16%
Renter Occupied HUs	64,343	60,497	-3,846	-5.98%	61,918	1,421	2.35%
Median Age	36.2	38.2	2.0	5.52%	39.0	0.8	2.09%
Oswego County							
Population	122,377	124,054	1,677	1.37%	124,711	657	0.53%
Households	45,522	46,917	1,395	3.06%	47,640	723	1.54%
Families	31,233	31,947	714	2.29%	32,179	232	0.73%
Average Household Size	2.60	2.54	-0.06	-2.31%	2.52	-0.02	-0.79%
Owner Occupied HUs	33,122	35,237	2,115	6.39%	35,533	296	0.84%
Renter Occupied HUs	12,400	11,680	-720	-5.81%	12,107	427	3.66%
Median Age	35.0	36.9	1.9	5.43%	37.8	0.9	2.44%

Source: ESRI, calculations by Camoin Associates

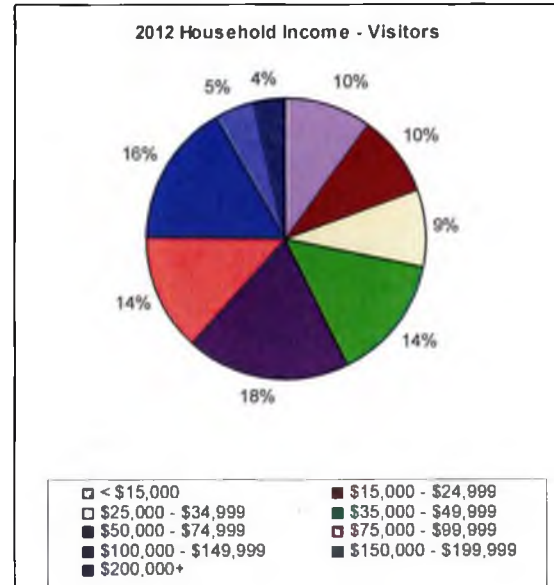
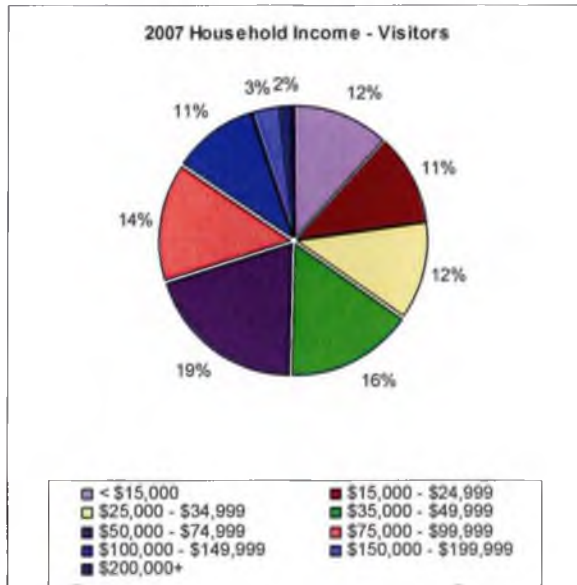
The bar graph below shows the age distribution of the visitor market area in 2007, and the projected distribution in 2012. Similar trends to those observed for the local consumer market exist in this case. For example, the 35 – 44 year old age group is projected to decrease as a percentage of the overall population but by a smaller percentage. In addition, all the age groups over 45 are projected to grow as the population ages in place.



The graph below shows the educational attainment of residents of the visitor market area population compared to New York State. In general, a higher percentage of people at the state level have obtained a Bachelor's degree or higher than in the visitor market area, but the difference in percentages of residents with a Bachelor's degree compared to the state is much smaller in this market area than in the local consumer market area, suggesting that the visitor market is more highly educated relative to the local consumer market. This may be due to the fact a significant portion of the visitor market area is made up of parts of Syracuse.



Lastly, a look at the projected changes in household income in the visitor market area yields similar results to observations about the local Brewerton consumer market. The side-by-side pie graphs below show that the percentage of visitor households earning \$100,000 or more per year will grow from 16% in 2007 to 25% in 2012.



Summary of Visitor Market Demographic Trends:

In general, the visitor market area is not projected to grow very much and average household size is shrinking as the population ages in place and some younger families leave the area, trends that are somewhat similar to those observed in the local consumer market study area. Accordingly, we also observe a projected increase in the percentage of households that will be in the upper income brackets in 2012. These trends could impact the business mix in Brewerton if higher income visitors, as well as local residents, follow typical patterns and seek out a wider range of high-end specialty products and services. See the descriptions in the next section of the various visitor market segments to complement this analysis of demographic trends.

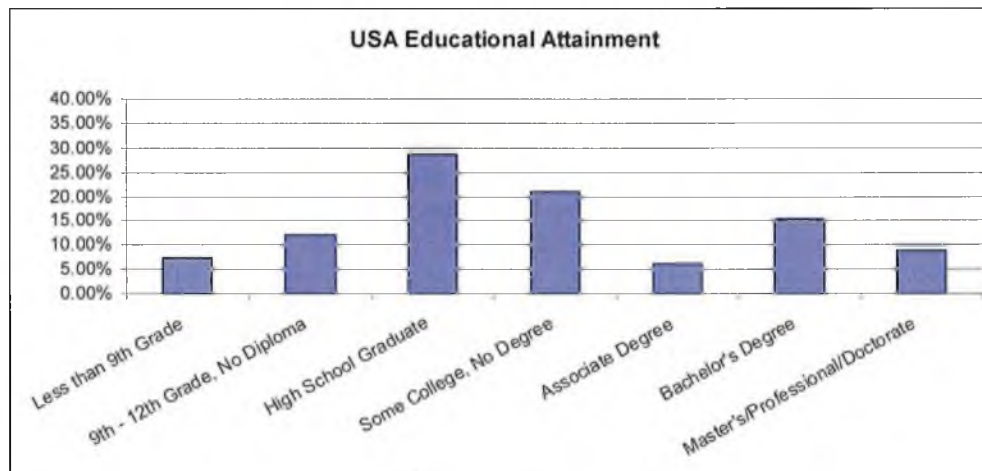


Visitor Market – Market Segmentation

The most interesting distinction between the market segments present in the visitor market area and the local consumer market area is that there is much greater variety in the visitor market. This is not surprising given that the visitor market area covers a wider geography and includes over 90,000 more households. The top five market segments in the visitor study area only include 48.2% of the total households; whereas in the local Brewerton consumer market, the top five segments included almost 95% of all households. The pie chart below illustrates this point. For more information on what market segmentation is and the source of the information, please see the description on page 15.

Again, because the tapestry segments classify consumers into groups based on their comparison to national demographic statistics and consumer behaviors, Camoin Associates includes some basic national statistics from ESRI here for the reader's information. Of particular interest are household size, median income, median age and educational attainment.

USA Basic Demographic Indicators			
	2000	2007	2012
Average Household Size	2.59	2.59	2.58
Median Age	35.3	36.7	37.6
Median Household Income	\$42,164	\$53,154	\$62,503

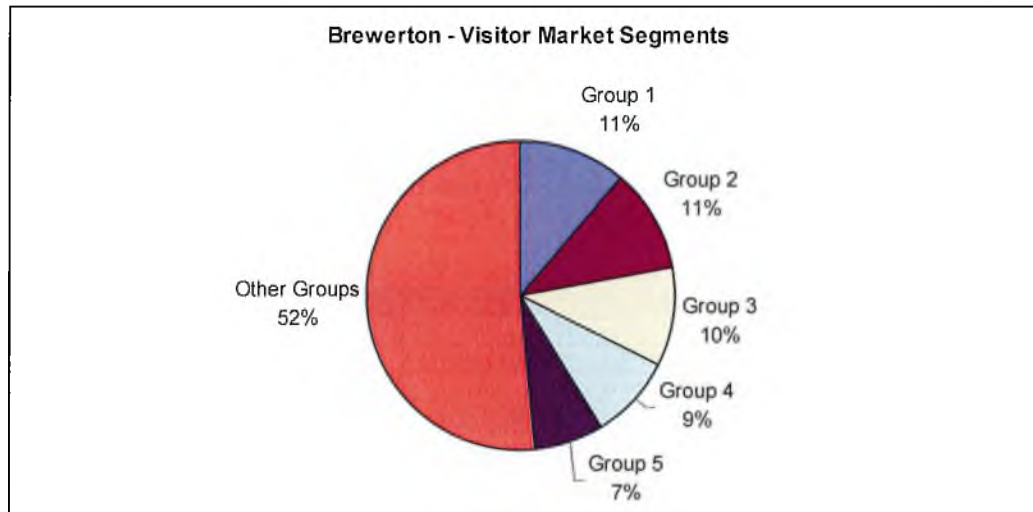


The following is a brief description of the top five market segments in the visitor market. Again, the reader will note that these segments only contain approximately 48% of the households in the study area.

1. The largest market segment, which contains only 11.4% of the households in the visitor market area, consists of somewhat older households, many of which are retirees. The median age is 43.8 years old and more than one-fifth of the segment is aged 65 or older. The median household income is \$47,400. Unlike many retirees, those in this segment are not inclined to move but rather stay in the same community in which they have lived for years. They tend to do a lot of volunteer work, many of them are veterans, and they are typically conservative in their spending habits. They take a great deal of pride in their homes and gardens and continue to update their homes. They prefer to dine out at



inexpensive family restaurants. Leisure activities include gambling, crossword puzzles and golf.



2. The second market segment in the visitor study area (10.9% of households) is the same as the fourth segment for the local consumer market. This segment consists of a mix of married-couple families, single-parent families, and singles who live alone. The median age of this segment is 35.9 years old. They work primarily in the service industry, followed by manufacturing and retail. The median household income is \$45,300, slightly below the U.S. median. Most residents live in modest, single-family homes. They typically have lived, worked and played in the same area for years and they tend to be financially conservative. Favorite leisure activities include bowling and fishing. Watching television is a common pastime for these residents. They subscribe to cable TV and particularly enjoy watching sports events.
3. Young singles who live alone and young married-couple families dominate the third segment (10.1% of households). The median age is 33 years old. This segment has a high proportion of residents in their 20s and a high proportion of householders younger than 35 years old. The median household income of \$36,600 is low compared to the U.S. levels and educational attainment levels are slightly lower than the U.S. average. Manufacturing, retail and service industry sectors are the primary employers. These residents enjoy a young and active lifestyle, going out to dinner, to the movies, to bars, and to nightclubs. They tend to shop at major discount stores and department stores and many residents order from catalogs.
4. The fourth segment (8.8% of households) contains mostly middle-aged, married couples who are comfortably settled into single-family homes in established neighborhoods. The median age is 41 years old. Median income is \$61,800 and residents in this segment work in a wide range of occupations across industry sectors. Home improvement projects, including remodeling and lawn care, are important to this segment and they prefer to take an active part in such projects. They attend ice hockey games, watch science fiction



films on video or DVD, gamble at casinos, eat at family restaurants and stick to domestic travel for vacation, with Disney World being a popular destination.

5. The fifth segment (7% of households) is made up of younger residents in a mix of household types (singles living alone are 31%; married couple families are 30% and single-parent families are 23%). The median age is 29 years old and ethnic diversity is higher than in the other segments present. One-fourth of the segment is black and just over one-fourth are of Hispanic origin. Median household income is low at \$26,800 and more than half the households in this segment live in apartments in multiunit structures. They watch sports such as football, basketball and soccer on TV but do not often play these sports. For entertainment, they dine out, go out dancing, go to the movies, attend music performances, and visit theme parks.

Summary of Visitor Market Segmentation Information:

As stated above, the visitor market appears to be more diverse than the local consumer market, with households spread out over a wider range of market segments. In general the visitor market segments are younger and less affluent, with four of the five having median household incomes below the U.S. median and three of the five having a median age lower than the U.S. median. Educational attainment levels appear to be slightly lower among the visitor market segments than the local consumer market. As a reminder, this visitor market is based on campground users at Oneida Shores County Park.

Camping Party Spending - Oneida Shores	
# Camping Parties	1,171
Average daily spending	\$83.50
Average stay	3 days
Total Spending (2 years)	\$293,335.50

Source: Oneida Shores County Park, National Park Service

Although spending data for this specific visitor market has not been collected, an August 2006 study done by Michigan State University for the National Park Service shows that camping parties in the National Park System in fiscal year 2005 spent between \$79 and \$88 per day on local goods and services, including their camping fee¹. If we assume that the

campers at Oneida Shores County Park exhibit similar spending patterns to campers in the National Park System and that on average they stay for three days, then over a two-year period those campers have likely infused close to \$300,000 into the local economy. This calculation is shown in the table to the left.

Another visitor market worth noting here is people who come to Oneida Shores County Park for fishing tournaments. According to data compiled by park officials, there were 48 tournaments during the 2007 season, 23 of which drew fishing groups in from out of state. Park officials used spending data provided by Bassmaster Memorial Tournament and ESPN Weekenders representatives to estimate the economic impact of the fishing tournaments on the local economy. This data holds that during local tournaments, anglers spend about \$50 per day. Anglers participating in regional tournaments spend about \$117 per day and anglers in out-of-state tournaments spend roughly \$230 per day (and typically stay for close to three days). Anglers from out of state exhibit significantly higher spending patterns largely due to hotel stays. In total, Oneida Shores County Park officials estimate that the 2007 fishing tournaments resulted in over \$2.8 million in visitor spending in the area economy.

Data is not available to determine to what extent anglers participating in fishing tournaments are included in the visitor market defined above based on Oneida Shores campground users. Some of the anglers participating in the local and regional tournaments may be included, but obviously not the out-of-state groups. If Brewerton is interested in capturing additional spending by anglers, it would be worthwhile for someone to research the particular preferences of the regional and out-of-state tournament participants.

¹ Stynes, Daniel J., *National Park Spending and Payroll Impacts*. Department of Community, Agriculture, Recreation and Resource Studies, Michigan State University and the National Park Service, August 2006, Page 2.



Grocery Store Feasibility

EDR asked Camoin Associates to look specifically at whether or not Brewerton might be able to support a grocery store in the current market. As discussed in the retail leakage analysis section of this report, the local Brewerton consumer market is experiencing an annual sales leakage in the grocery store category of nearly \$6.9 million. The reader should recall that the sales leakage figures are based on a geographic area encompassing a 10-minute drive to the north, east and west of Brewerton (see page 4), which Camoin Associates feels reasonably captures consumers who are likely to go to Brewerton for convenience shopping based on other grocery store offerings in the area.

The Food Marketing Institute (FMI) is a membership organization of approximately 1,500 food retailers and wholesalers across the U.S. that conducts research, public education and

industry relations programs on behalf of its members. According to FMI, the average supermarket store makes over \$17 million in annual sales. Clearly, a large supermarket is not likely to succeed in Brewerton based on the \$6.9 million in existing annual sales leakage and the fact that there are a number of large supermarket stores within easy driving distance, most notably the Wegman's in Cicero.

2006 National Supermarket Sales Data	
Median Average Weekly Sales per Supermarket Store	\$327,823
Annual Sales per Supermarket Store	\$17,046,796
Average Annual Small Corner Grocery Store Sales	\$1,000,000

Source: Food Marketing Institute, Camoin Associates

The U.S. Bureau of Labor Statistics predicts that employment in the grocery store sector "will grow as...more grocery stores offer a wider array of goods and services that include prescription drugs, dry cleaning, film developing, flowers, liquor, and carryout food, as well as banking, postal, and catering services. Grocery stores are adding and enhancing delicatessens, bakeries, and meat and seafood departments to accommodate the trend toward eating away from home; stores are also adding ready-to-eat-meals to compete with fast-food restaurants. The trend toward opening supercenters, where a myriad of products and services are available at a single location, is increasingly popular."

While these national trends reflect the fact that consumers like shopping at large supermarket stores, small corner grocery stores do still exist all over the country and they are finding ways to compete with the large supercenters. In addition, the market for specialty gourmet and organic food stores continues to grow. This begs the questions of whether Brewerton might support a small grocery store or some specialty food stores. Without conducting a survey specifically of local Brewerton area consumers regarding their grocery store shopping habits, preferences, and weekly grocery store purchases, it is not possible to answer this question with much specificity unfortunately.

However, we can say with confidence that there is significant sales leakage in the grocery store category occurring at present (\$6.9 million). According to FMI, the average small corner grocery store makes annual sales of approximately \$1 million. Therefore, a small grocery store in Brewerton would need to recapture 14.5% of the current sales leakage in order to make \$1 million in sales. While this is not an insurmountable goal, particularly if a regional grocer familiar with the preferences of people in the area is convinced to open a small store in Brewerton, it is



not likely to be easy to recapture grocery store sales in the face of all the competition in the area.



Identification of Market-Based Business Opportunities

Based on the analysis of demographic trends and market segmentation data for both the local consumer market and the visitor market, in combination with the retail leakage analysis, Camoin Associates developed the following list of business types for which there appears to be a market in Brewerton. Please note that this list does not include big-box stores which are not likely to be consistent with the character of the hamlet.

- Affordable family restaurants
- Mid-range full-service restaurants
- Shops selling children's books, toys and games
- Family-friendly sports lounge or pub
- Small corner grocer
- Book store
- Movie theater

Brewerton FORM-BASED CODE

**DRAFT
FOR PUBLIC
REVIEW**

**Hamlet of Brewerton
Town of Cicero, New York**

This document was prepared for the Town of Cicero with funds provided by the New York State Department of State Division of Coastal Resources under Title 11 of the Environmental Protection Fund Act

May 2009



Brewerton
FORM-BASED CODE
For
Downtown Core District &
Hamlet Gateway District

Hamlet of Brewerton, Town of Cicero, New York

May 2009

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1.0 INTRODUCTION

1.1 Form-Based Code Orientation

- A. This Code contains the development regulations that govern future development actions in the Downtown Core (DC) and Hamlet Gateway (HG) Overlay Districts located along the Brewerton Road Corridor in the Hamlet of Brewerton, Town of Cicero. The design standards and guidelines in this section will be used to evaluate development projects or improvement plans proposed for properties within the Downtown Core and Hamlet Gateway Overlay Districts.

1.2 Intent

- A. The intent of Downtown Core and Hamlet Gateway Overlay Districts is to implement the goals and objectives outlined in the *Brewerton Strategic Revitalization Plan* document, adopted by the Town of Cicero (hereafter referred to as the “Town”) Board on October 15, 2008. The *Brewerton Strategic Revitalization Plan* identified geographic areas collectively identified as “Character Areas” with the intent of implementing creative regulatory solutions to ensure enhanced in-fill and an improved quality of life.

1.3 Application Of Overlay Districts

- A. Development within the Brewerton Road Corridor must comply both with this Overlay Code and all other regulations of the Town, as applicable. However, the regulations of the Town will only apply to the extent that such regulations do not conflict with this overlay, or address issues not regulated by this overlay.
- B. All parcels within the defined boundaries of the Downtown Core and Hamlet Gateway Overlay Districts are required to follow these regulations.
- C. This section shall apply to new construction, additions of more than 10% to a structures’ floor area, exterior renovations to existing structures that involve a building permit, and new land uses proposed for existing structures or land.
- D. Right of Continued Use: Nothing contained in this section shall require any change in any existing structure or any proposed structure or structural change for which a building permit was issued prior to the effective date of this Code. This section shall also not apply to any plans submitted for application and on file prior to the effective date of this Code. Changes in the property’s ownership or tenants of existing uses shall likewise require no change in any existing building or structure. Section 10 Nonconforming Uses, Structures, and Lots shall govern any other nonconforming condition.
- E. Where improvements and additions are made to existing buildings, requirements for renovation or enlargements apply only to new construction. Improvements and additions to existing buildings that increase nonconformities are prohibited. Section 10 Nonconforming Uses, Structures, and Lots shall govern any other nonconforming condition.
- F. Development regulations established herein are of two types, Standards and Guidelines.
 - 1) *Standards* address those aspects of development that are essential to achieve the goals of the Brewerton Road Corridor Regulating Plan. They include specifications for site development and building design, such as permitted land uses, building

height, and setbacks. **Conformance with Standards is required.** Such provisions are indicated by use of the words “shall,” “must,” or “is prohibited.”

- 2) *Guidelines* provide guidance for new development in terms of aesthetics and other considerations such as district character or design details. They are intended to direct building and site design in a way that results in the continuity of the valued character of the Hamlet. Whereas conformance with the Standards is required, conformance with the Guidelines is preferred and/or recommended. Provisions that fall into this category are indicated by the use of the words “should,” “may” or “are encouraged to.” In various cases, the Guidelines provide a choice of treatments that will achieve the desired effect. Although direct conformance with the Guidelines is the surest route to approval, developers are permitted to propose alternative design details if they are able to show that such details implement the overall Brewerton Road Corridor Regulating Plan objectives with respect to the desired character of the Hamlet.

- G. Lists of examples prefaced by “such as,” or other similar preface shall not be construed as exclusive and shall not preclude an interpretation of the list including other similar and non-mentioned examples by the Code Enforcement Officer.
- H. The graphics, tables, and text used throughout this Article are regulatory. In case of a conflict, text shall control over tables or graphics; tables shall control over graphics.

1.4 How To Use This Code

- A. To determine which standards and guidelines are applicable to a lot, the applicant should review the sections of the Code identified below. Projects must meet all development standards in order to achieve approval in the site plan review process. Projects are encouraged to adhere to the recommendations contained within the sections’ Guidelines, and projects that conform to those recommendations will facilitate the site plan review process.

The Form-Based Code is divided into six sections:

- 1) *Brewerton Road Corridor Regulating Plan.* Using the Brewerton Road Corridor Regulating Plan (Figure 2.3), determine the lot’s district designation. The district designation will determine which uses are permitted on the lot and lot standards, including Frontage Types (refer to Section 4).
- 2) *Use Regulations:* For regulations governing land use, locate the property in question on Figure 2.3: Brewerton Road Corridor Regulating Plan. Note which District the property is in. Refer to Table 3.1. Use Regulations and review the definitions and requirements for each regulated element listed.
- 3) *Lot and Building Standards:* For regulations governing property frontage and building placement: locate the property in question on Figure 2.3: Brewerton Road Corridor Regulating Plan. Then refer to the Frontage Type Table 4.1 and the appropriate Lot and Building Standards Table (Tables 5.1 and 5.2) and review the requirements for that District.

- 4) **Parking Standards and Guidelines:** Refer to the Table 6.1: Parking Provisions and then review the parking standards and guidelines governing parking lot site layout, parking lot lighting, and parking lot landscaping.
- 5) *Architectural Standards and Guidelines:* Locate the property in question on Figure 2.3: Brewerton Road Corridor Regulating Plan and refer to the standards and guidelines for architectural elements in section 7.0.
- 6) *Landscape and Lighting Standards and Guidelines:* Refer to the standards and guidelines for landscape and lighting in section 8.0.
- 7) *Signage Standards:* Refer to the standards for signage in section 9.0.

2.0 DISTRICTS AND BREWERTON ROAD CORRIDOR REGULATING PLAN

2.1 Establishment Of Districts

The Brewerton Road Corridor is hereby divided into the following zoning districts:

A. Downtown Core (DC) District

Statement of Intent. The purpose of this district is to foster a vibrant, pedestrian-oriented character for Brewerton Road (NY Route 11) within the downtown core of the hamlet. In general, The Downtown Core encompasses existing parcels that front Brewerton Road from approximately Bennett Street to Jerome Street. The physical form and uses are regulated to maintain and enhance the historic mixed-use character of the Downtown Core, while encouraging infill development that is compatible with that character, providing greater amenities to residents and a range of housing options and commercial opportunities.



Figure 2.1- Downtown Core (DC) District. This district consists of Brewerton's historic downtown main street area with (1) Two to four story buildings, (2) small scale retail, office, service and restaurant use with upper floor residential use, (3) a shallow Build-To-Line and frontage build out requirement that supports a pedestrian friendly street, (4) on-street parking, tree lawn with street trees, sidewalks and streetlights, (5) flat roofs with cornices or pitched roofs.

B. Hamlet Gateway (HG) District

Statement of Intent. The purpose of this district is to create a public realm conducive to pedestrian activity and provide a transitional zone between the hamlet's vehicle-oriented land uses and the traditional downtown core. In general, the Hamlet Gateway encompasses existing parcels that front Brewerton Road from approximately Jerome Street to Orangeport and Miller Roads.

Figure 2.2 – Hamlet Gateway (HG) District. *This district consists of a mix of frontage types and corresponding reliance on a consistent streetscape to enhance the pedestrian environment of the Brewerton Road Corridor.*

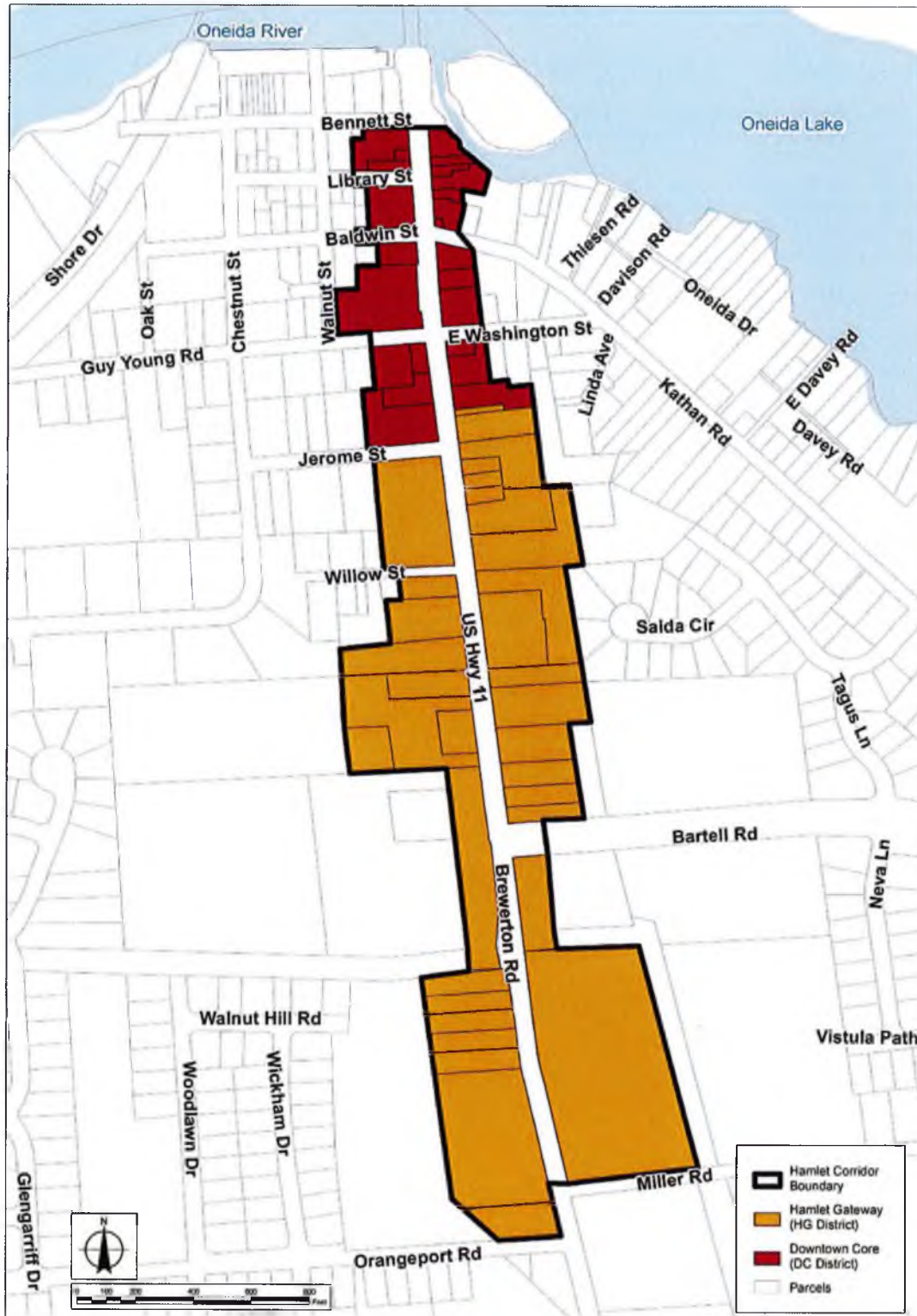
2.2 Brewerton Road Corridor Regulating Plan

The areas and boundaries of the districts listed in 2-1. Establishment of Districts are established to scale as shown on the Brewerton Road Corridor Regulating Plan (refer to Figure 2.3) and referenced to herein as the “Regulating Plan.”

2.3 District Regulations

The regulations outlining the permitted uses are set forth in Section 3.

Figure 2.3: Brewerton Road Corridor Regulating Plan



3.0 USES

3.1 General Requirements

The following pertains to uses permitted on the Brewerton Road Corridor.

- A. Table 3-1 Use Regulations. The Use Regulations table outlines the permitted uses. Each use is given one of the following designations. A use may not be designated as the same across the zoning districts.
 1. Permitted. Uses permitted by-right in the districts in which they are listed.
 2. Permitted in the Upper Stories Only. Uses permitted by-right only if they are located in the upper stories of a structure, or if on the Ground Floor behind the area adjacent to the Front Façade (the front space is considered the storefront display and use area).
- B. General Provisions and Organization. The uses are grouped into general categories, which may contain lists of additional uses or clusters of uses.
 1. Number of Uses. A parcel of land may contain more than one (1) use.
 2. Unlisted Similar use. If a use is not listed, but is similar in nature and impact to a category of use permitted by-right, the Code Enforcement Officer may interpret the use as permitted as if it were in that use category.
- C. Accessory Use or Building. Accessory Uses or Buildings Home occupations are subject to the standards detailed in the Town of Cicero Zoning Code.
- D. Home Occupations. Home occupations are subject to the standards detailed in the Town of Cicero Zoning Code.
- E. Prohibited Uses. The following are examples of uses prohibited anywhere within the Downtown Core and Hamlet Gateway Overlay Districts:

Animal boarding; boarding houses; chemical manufacturing, storage, or distribution; any commercial use in where patrons remain in their automobiles while receiving goods or services, gasoline/oil change automobile services; automobile sales and services, car washes, enameling, painting, or planting of materials, except artist's studios; kennels; the manufacture, storage, or disposal of hazardous waste materials; mini-storage warehouses; self-storage warehouses; outdoor advertising or billboards; packing houses; prisons or detention centers, except as accessory to a police station; drug and alcohol treatment and rehab centers; scrap yards; tire vulcanizing and retreading; vending machines, except within a commercial building; uses providing goods or services of a predominately adult-only or sexual nature, such as adult book or video stores or sex shops; and other similar uses as determined by the Zoning Code Enforcement Officer.

Table 3-1: Use Regulations

Uses	Districts	
	HG	DC
RESIDENTIAL		
Single Family	Permitted	Permitted-U
Two Family	Permitted	Permitted-U
Multifamily	Permitted	Permitted-U
Accessory Family Unit	Permitted-U	Permitted-U
LODGING & HOUSING		
Bed and Breakfast	Permitted	Permitted
Hospice	Permitted	
Hotel/Motel	Permitted	Permitted
Independent, Assisted Living, & Nursing Home	Permitted	
Therapeutic or Agency-Operated Group Home	Permitted	
CIVIC/INSTITUTIONAL		
Assembly	Permitted	
Hospital	Permitted	
Library/Museum	Permitted	Permitted
Park	Permitted	Permitted
Police and Fire	Permitted	Permitted
Post Office	Permitted	Permitted
Education Facilities	Permitted	Permitted
RETAIL		
Neighborhood Retail	Permitted	Permitted
General Retail	Permitted	
Large Scale Retail		
SERVICE		
Neighborhood Personal Services	Permitted	Permitted
Bar or Tavern	Permitted	Permitted
Night Club	Permitted	
Restaurant	Permitted	Permitted
General Services	Permitted	Permitted
Arena	Permitted	
Day Care Center	Permitted	
Vehicular Service		
OFFICE		
Neighborhood Office	Permitted	Permitted
General Office	Permitted	Permitted
INFRASTRUCTURE		
Parking Lot	Permitted	Permitted
Utility and Infrastructure	Permitted	
Telecommunication Antenna Facility	Permitted	

LEGEND

--- : Not Permitted

Permitted-U : Upper Stories Only

Permitted : These elements are allowed, by right, as indicated.

3.2 Residential Uses

A category of uses that include several residence types.

- A. One-Family Dwelling. Refer to Town of Cicero Zoning, Article II, Definitions.
- B. Two-Family Dwelling. Refer to Town of Cicero Zoning, Article II, Definitions.
- C. Multiple-Family Dwelling. Refer to Town of Cicero Zoning, Article II, Definitions.
- D. Accessory Family Unit. A dwelling unit that is associated with and is incidental to another dwelling unit on the same lot which serves as the lot's principal use. The following standards apply:
 - 1. Quantity. One (1) per lot is permitted.
 - 2. Entrance. If a separate entrance exists, it shall not be located on the front Façade.
 - 3. Location on the Lot. An Accessory Family Unit may be located within the Principal Building or an accessory building.

3.3 Lodging And Housing Uses

A category of uses that provides furnished rooms for temporary or permanent accommodations.

- A. Bed and Breakfast. An owner-occupied building originally built and used as a dwelling in which accommodations for transients are regularly offered for compensation and which accommodations include provision of at least one meal, and in which building no more than four bedrooms are utilized for such accommodations.
- B. Hospice. A maximum of six (6) patients are permitted.
- C. Hotel/Motel. A building containing rooms rented for living or sleeping accommodations for transient occupancy.
- D. Independent, Assisted Living, and Nursing Home
- E. Therapeutic Group Home or Agency-Operated Group Home

3.4 Civic And Institutional Uses

A category that includes uses which focus on improving the quality of day-to-day community life by providing a location for assembly, discourse, worship, education, healing, and entertainment.

- A. Assembly. A facility that has organized services, meetings, or program to benefit, educate, entertain, or promote discourse amongst the residents of the community in a public or private setting. Assembly includes such uses as a municipal building, community center, house of worship, and private clubs and lodges.
- B. Hospital. A licensed institution providing medical care and health services to the community. These services may be located in one (1) building or clustered in several buildings and typically include laboratories, in- and out-patient facilities, training facilities, medical offices, staff residences, food service, and gift shop.

- C. Library/Museum
- D. Park
- E. Police and Fire
- F. Post Office
- G. School

3.5 Retail Uses

A category of uses that involves the selling of goods or merchandise to the general public for personal or household consumption.

- A. Neighborhood Retail. A retail use involving the small scale sale of goods or merchandise to residents living within walking distance. A use in this category typically occupies an area of less than 5,000 square feet. Neighborhood Retail includes such uses as:
 - 1. Antique Shop
 - 2. Apparel, Shoe, and Accessory Store
 - 3. Art, Craft, and Education Supplies
 - 4. Book, Magazine, and Newspaper Store
 - 5. Camera and Photo Supply Store
 - 6. Convenience Store
 - 7. Drug Store/Pharmacy
 - 8. Flower Shop
 - 9. Gift, Novelty, and Souvenir Shop
 - 10. Grocery Store
 - 11. Hardware Store
 - 12. Hobby and Children Toy Shops
 - 13. Jewelry Sales and Repair
 - 14. Luggage and Leather Goods
 - 15. Specialty Food Market (Bakery, Butcher, Candy/Confections, Fish Market, Produce, Dairy, etc.)
 - 16. Sporting Goods Sales and Rental
 - 17. Music Store
 - 18. Office Supply
 - 19. Optical Goods Shop
 - 20. Pet Grooming and Supplies Shop
 - 21. Tobacco Shop
 - 22. Wine and Liquor Shop
- B. General Retail. A retail use involving the sale of goods or merchandise to residents living in the community, many of whom will access the store by vehicle. A use in this category typically occupies an area between 5,000 and 10,000 square feet. General Retail include such uses as:
 - 1. Neighborhood Retail Uses
 - 2. Appliance and Electric Sales and Service
 - 3. Computer Software Sales and Leasing

4. Department Store
 5. Home Furnishings and Accessories Sales and Rentals
 6. Medical Supply Store and Rental
 7. Vehicle Supply Shop (no service for any motorized vehicles)
- C. Large Scale Retail. A retail use involving the large-scale sale of goods to residents living within the region. These uses are almost exclusively accessed by automobile and therefore additional consideration should be given to parking and traffic issues when developing this use. The goods or merchandise sold may be of the same type or a variety of types and typically occupy an area greater than 10,000 square feet. This includes such uses as:
1. General Retail Uses
 2. Commercial Equipment and Supply. A retail use involving the large scale sale of goods marketed primarily to commercial or industrial businesses, but available to the general public. This use may include bulk sales, outdoor storage, and frequent commercial vehicle and consumer traffic. Commercial Equipment and Supply include such uses as
 - a. Building Materials
 - b. Machine Sales and Rental
 3. Outdoor Sales Lot. A retail Use where a significant portion of the goods are stored displayed either temporarily or permanently outdoors. Outdoor Sales Lots include such Uses as:
 - a. Sales and Rental
 - b. Farm Supply and Machinery Sales
 - c. Nursery and Garden Center
 - d. Vehicle Sales and Rental

3.6 Service Uses

A category of uses that provide patrons with services and limited retail products related to those services. Visibility and accessibility are important to these Uses, as many customers do not utilize scheduled appointments.

- A. Neighborhood Personal services. A Service Use that offers daily conveniences to residents in adjacent neighborhoods. A use in this category typically occupies an area of less than 5,000 square feet and includes such uses as:
1. Arcade
 2. ATM or Bank: An automated teller machine (computerized, self-service machine used by banking customers for financial transactions, including deposits, withdrawals and fund transfers, without face-to-face contact with financial institution personnel), located outdoors at a bank, or in another location. Includes banks. Does not include drive-up ATMs or check-cashing stores.
 3. Bar or Tavern: A business where alcoholic beverages are sold for on-site consumption, which are not part of a larger restaurant. Includes bars, taverns, pubs, and similar establishments where any food service is subordinate to the sale of alcoholic beverages. May also include beer brewing as part of a microbrewery ("brew-pub"), and other beverage tasting facilities.
 4. Barber Shop, Beauty Salon, and Spa
 5. Billiard Hall
 6. Dry Cleaning, Laundry, and Laundromat
 7. Fitness (including Martial Arts), Dance Studio, and Gym
 8. Locksmith

9. Mailing Services
 10. Night Club: A facility serving alcoholic beverages for on-site consumption, and providing entertainment, examples of which include live music and/or dancing, comedy, etc. Does not include adult oriented businesses.
 11. Photocopying and Printing
 12. Photography Studio and Supplies (on-site processing permitted)
 13. Restaurant (no drive-throughs)
 14. Tailor, Seamstress, or Shoe Repair
 15. Tanning Salon
 16. Training Center
 17. Travel Agency and Tour Operator
- B. General Services. A Service Use offering daily conveniences to residents living in the community. A use in this category typically occupies an area between 5,000 and 10,000 square feet and includes such uses as:
1. Neighborhood Personal Services
 2. Amusement Center
 3. Catering
 4. Funeral Home
 5. Sales and Repair of Small Goods & Electronics
 6. Theatre
- C. Arena. A large facility, partly or completely surrounded by tiers of seats of spectators, that is used for sporting events or other assembly purposes.
- D. Day Care Center. A premises licensed by the State of New York and receiving more than eight (8) children for care during all or part of a day or night, not including the children of the operator of the Day Care Center.
- E. Vehicular Service. A business involving the servicing of vehicles and/or the storage and distribution of gasoline. A convenience store may also be included as a secondary use, as well as the sales of propane and kerosene. Vehicular Service includes such uses as:
1. Vehicular Service Station
 2. Automotive Repair
 3. Car Wash, Automatic or Self Service
 4. Tire Sales and Mounting

3.7 Office Uses

A category of uses for businesses that involve the transaction of affairs of a profession, service, industry, or government. Patrons of these businesses usually have set appointments or meeting times; the businesses do not typically rely on walk-in customers.

- A. Neighborhood Office. An Office Use that typically occupies an area of less than 5,000 square feet and involves twenty (20) or fewer employees at a given location.
- B. General Office. An Office Use that typically occupies an area of greater than 5,000 square feet and more than twenty (20) employees at a given location.

3.8 Infrastructure Uses

- A. Parking Lot. A lot that is solely used for the temporary parking of vehicles.
- B. Utility and Infrastructure. Land utilized for utility and infrastructure needs.
- C. Telecommunication Antenna Facility. A use of land that includes buildings, cabinets, structures, and facilities, including generating and switching station, repeaters, antennas, transmitters, receivers, towers, and all other buildings and structures relating to low-power mobile voice transmission, data transmission, video transmission and radio transmission, or wireless transmission.

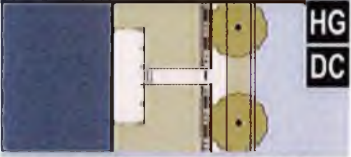
3.9 Accessory Uses And Buildings

Accessory uses and buildings shall follow the standards of the existing Town of Cicero Zoning Code.

4.0 FRONTAGE TYPES

This section identifies Frontage Types for the Overlay Districts. The Frontage Type is the area between the building Facades and the Lot lines. See Tables 5-1 and 5-2 for frontage types allowed per district.

Table 4-1: Frontage Type Descriptions

	SECTION	PLAN
	LOT FRONTAGE ← R.O.W. PUBLIC FRONTAGE	LOT FRONTAGE ← R.O.W. PUBLIC FRONTAGE
a. Common Yard: a planted Frontage wherein the Facade is set back substantially from the Frontage Line. The resulting front yard can be defined by fence or hedge. A front porch is optional.		 HG
b. Porch & Fence: a planted Frontage wherein the Facade is set back from the Frontage Line with an attached porch permitted to Encroach. The resulting front yard is typically small and can be defined by a fence or hedge.		 HG DC
c. Forecourt: a Frontage wherein the main facade of the building is at or near the Frontage Line and a small percentage of it is set back, creating a small court space. The space could be used as an entry court or shared garden space for apartment buildings, or as an additional shopping or restaurant seating area. This frontage type should be used sparingly and should not be repeated within a block.		 HG DC
d. Stoop: a Frontage wherein the Facade is aligned close to the Frontage Line with the first Story elevated from the Sidewalk sufficiently to secure privacy for the windows. The entrance is usually an exterior stair and landing. This type is recommended for ground-floor Residential use.		 HG DC
e. Shopfront & Awning: a Frontage wherein the Facade is aligned close to the Frontage Line and the canopy or awning element may overlap the sidewalk. The canopy is a structural, cantilevered, shed roof and is often retractable. The coverings should extend far enough from the building to provide adequate protection for pedestrians. Syn: Retail Frontage.		 HG DC

5.0 LOT & BUILDING STANDARDS

This section consists of regulations controlling lot dimensions and coverage, setbacks, building height, Frontage Types, and parking placement. See Tables 5-1 and 5-2 in addition to the text below for Lot and Building Standards specific to each District.

5.1 Building Placement

- a. One Principal Building and one accessory building may be built on each Lot.
- b. Facades shall be built parallel to a rectilinear Principal Frontage Line or to the tangent of a curved Principal Frontage Line, and along a minimum percentage of the Frontage length at the Setback, as specified on Tables 5-1 and 5-2.
- c. In the case of an Infill Lot, Setbacks shall match one of the existing adjacent Setbacks. Build-to-lines on Block Faces with existing buildings shall be established based upon the location of the existing building closest to the street, provided that such building complies with the Build-to-line requirements of the district. If no existing buildings comply with the build-to-line requirements, the Code Enforcement Officer shall, in consultation with the applicant, establish a build-to-line for the Block Face.
- d. Rear Setbacks for accessory buildings shall be a minimum of 12 feet measured from the centerline of the Alley easement. In the absence of an Alley, the rear Setback shall be as shown on Tables 5-1 and 5-2.
- e. Corner lots shall be deemed to have two front yards with a Principal Frontage and a secondary Frontage. The Principal Frontage will include the Principal Entrance. Prescriptions for front yards pertain to both Frontages of a corner Lot. *[Intent: Buildings located on street corners should have Facades that relate to both streets. Buildings should use porches, sunrooms, bay windows, additional entries, and other elements typically used only on front Facades on both street-facing Facades.]*

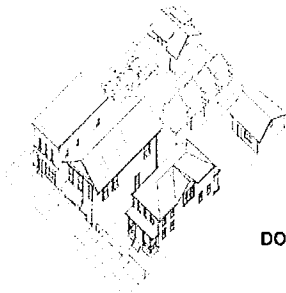
5.2 Building Height

- a. Building height shall be measured in number of Stories, excluding Attics and raised basements.
- b. Stories may not exceed 14 feet in height from finished floor to finished ceiling.
- c. Height shall be measured to the eave or roof deck.
- d. Maximum building height for Infill Buildings is limited to two (2) Stories higher than the lowest adjacent Principal Building. *[Intent: Infill structures should not be significantly shorter or taller than adjacent buildings. This ensures that the height of new buildings reinforces and enhances the existing character of the streetscape.]*
- e. Maximum height of an accessory building is two (2) stories. An accessory structure shall not exceed the height of the principal building.

5.3 Allowable Encroachments

- a. Entrance porticos, open porches, and stoops may Encroach the front yard or side yard 50% of its depth. *[Intent: Encroachments allow open-air porches, stoops, and balconies to Encroach into street-facing Setbacks to provide a transition from the public realm of the street to the private realm of the building.]*
- b. Bay windows and other similar enclosed building elements may Encroach up to 2' in setbacks, but not within 4' of the building corners.
- c. Uncovered decks, balconies, and trellises may encroach into setbacks, not deeper than 8' and no closer than 18" from a Lot line.
- d. Awnings, where permitted, may Encroach a sidewalk to within 2 feet of the Curb [or 10' maximum depth] but shall clear the sidewalk vertically by at least 8 feet.

Table 5-1: Downtown Core (DC) Building & Lot Standards

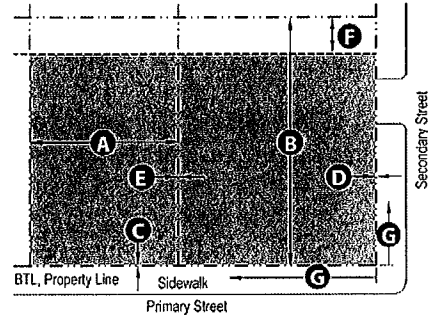


DOWNTOWN CORE (DC)

1. LOT DIMENSION		
Lot Width	18 ft. min.	A
Lot Depth	100 ft. min.	B
2. SETBACKS – PRINCIPAL BUILDING		
Build-To-Line (BTL) Principal	0 ft. min., 12 ft. max.	C
Build-To-Line Secondary	0 ft. min., 12 ft. max.	D
Side Setback	0 ft. min.	E
Rear Setback	8 ft. min.	F
Frontage Buildout	80% min.	G
3. SETBACKS – ACCESSORY BUILDING		
Front Setback	20 ft. min + bldg setback	
Side Setback	3 ft. min.	
Rear Setback	3 ft. min.	
4. BUILDING HEIGHT		
Principal Building	4 stories max., 2 min.	H
Accessory Building	2 stories max.	
5. BUILDING USE (see Table 3 for specific uses)		
Ground Floor	Lodging, Civic, Retail, Service, Office	I
Upper Floor	Residential, Lodging, Service, Office	J
6. FRONTAGE TYPES (see Table 4)		
Common Yard	not permitted	
Porch & Fence	permitted	
Forecourt	permitted	
Stoop	permitted	
Shopfront & Awning	permitted	
7. PARKING PLACEMENT AND ACCESS		
Front Setback	20'	K
Side Setback (Along Street)	0' (10')	L
Rear Setback	5'	M
Driveway Width (One-Way)	22' max. (11' max.)	N

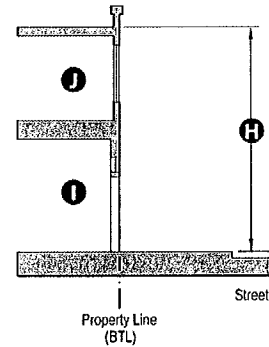
SETBACKS - PRINCIPAL BLDG.

Key:
 - - - Property Line
 - - - Setback Line
 ■ Building Area



BUILDING HEIGHT-PRINCIPAL BLDG.

Key:
 - - - Property Line



PARKING PLACEMENT

Key:
 - - - Property Line
 - - - Setback Line
 ■ Building Area

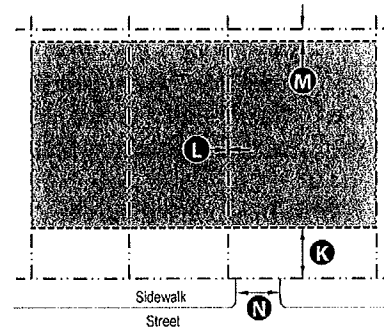
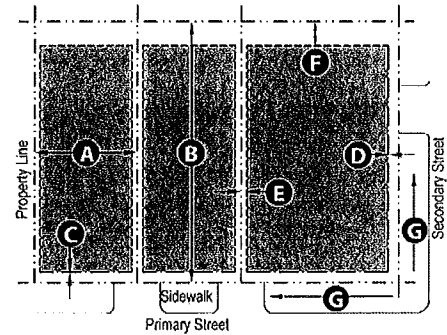
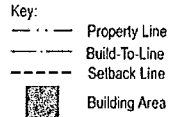
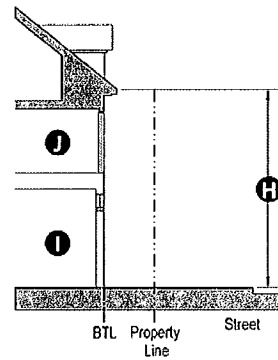
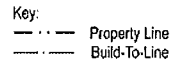
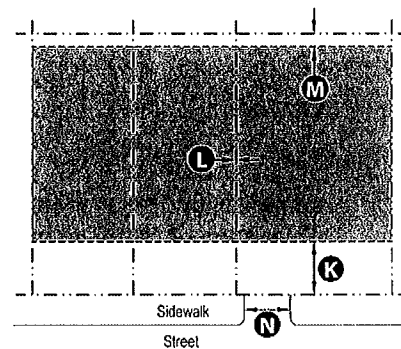
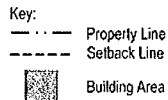


Table 5-2: Hamlet Gateway (HG) Building & Lot Standards

[graphic to be inserted]

**HAMLET GATEWAY
(HG)**

1. LOT DIMENSION		
Lot Width	30 ft. min., 150 ft. max.	A
Lot Depth	100 ft. min.	B
2. SETBACKS – PRINCIPAL BUILDING		
Build-To-Line (BTL) Principal	6 ft. min., 24 ft. max.	C
Build-To-Line Secondary	6 ft. min., 24 ft. max.	D
Side Setback	3 ft. min.	E
Rear Setback	8 ft. min.	F
Frontage Buildout	50% min.	G
3. SETBACKS – ACCESSORY BUILDING		
Front Setback	20 ft. min.+bldg setback	
Side Setback	3 ft. min.	
Rear Setback	3 ft. min.	
4. BUILDING HEIGHT		
Principal Building	3 stories max., 2 min.	H
Accessory Building	2 stories max.	
5. BUILDING USE (see Table 3 for specific uses)		
Ground Floor	Residential, Lodging, Civic, Retail, Service, Office	I
Upper Floor	Residential, Lodging, Service, Office	J
6. FRONTAGE TYPES (see Table 4)		
Common Yard	permitted	
Porch & Fence	permitted	
Forecourt	permitted	
Stoop	permitted	
Shopfront & Awning	not permitted	
7. PARKING PLACEMENT AND ACCESS		
Front Setback	20'	K
Side Setback (Along Street)	0' (10')	L
Rear Setback	5'	M
Driveway Width (One-Way)	22' max. (11' max.)	N

SETBACKS - PRINCIPAL BLDG.**BUILDING HEIGHT - PRINCIPAL BLDG.****PARKING PLACEMENT**

6.0 PARKING STANDARDS

This section contains parking provisions to ensure there is balance between the need for adequate parking and the need to minimize the harm to community character that can result from requiring too many parking spaces. This section also contains parking lot standards and guidelines to ensure the Hamlet's character is maintained and enhanced. In general, the intent is to provide shade, minimize paving and associated storm water runoff, and improve the aesthetic look of parking lots.

6.1 Parking Provisions

- a. All new development projects and those proposing additions of more than 10% to a structures' floor area shall provide parking as stated in Table 6.1.
- b. On-street parking, where permitted by the Town, along the adjacent frontage shall be counted toward the parking requirements.
- c. Required off-street parking requirements may be satisfied in one or more of the following ways:
 1. Parking on the premises, in allowed areas only, with access from an alley if available.
 2. Parking in spaces within 750 feet of the premises that are owned or controlled by the owner or operator of the establishment, or available on leased or shared-use basis, provided that adequate proof of such lease or shared-use is submitted.
 3. Dedication of the rear portion of a lot to the Town for municipal parking purposes, where such rear land can be combined with continuous rear land to create usable municipal parking lots. In such cases, land dedicated for parking shall not be treated as part of the original lot for purposes of calculating minimum lot size. Payment of a parking space fee as provided in Subsection 6.3 below.

6.2 Shared Access Requirements

- A. Intent. To provide appropriate vehicular access to development in the Brewerton Road Corridor while minimizing its impact on pedestrian circulation and overall aesthetics of the Corridor.
- B. Applicability. The following standard applies to all development along the Brewerton Road Corridor.
- C. Shared Access. When possible, adjacent developments should share points of access to minimize the number of access points. Shared access provisions must be set forth in a declaration of easement in a form approved by the Town.

6.3 Parking Space Fee In Lieu of Parking Provisions

- A. Intent. The Town Board of Cicero recognizes that the provision of parking is a public function which benefits both the general public and the business community. While the need for parking is created by individual business establishments, the provision of parking is most efficiently accomplished by using municipal parking facilities for the mutual benefit of all businesses and their patrons. Since many businesses are located on parcels that are too small or otherwise

inappropriate for on-site parking, the Town Board wishes to enable them to satisfy their parking requirements by providing off-premises municipal parking as an alternative to on-site parking. As the primary beneficiaries of public parking, these businesses shall contribute to the costs of establishing such parking facilities.

- B. Applicability. The owner or operator of any non-residential use may, in lieu of providing required on-site or off-site parking spaces, pay a parking space fee in an amount to be established and revised as necessary by the Town Board. Such fee shall cover the costs of acquiring land, site preparation, construction, surfacing, and striping of new municipal parking lots as well as the administrative, legal, engineering, surveying, financing, and other costs associated with such acquisition and construction. Upon payment, parking space fees shall constitute a trust fund to be used exclusively for the acquisition, construction, management, and maintenance of parking lots in the Hamlet of Brewerton, Town of Cicero.

Table 6-1: Parking Provisions

Provision	Residential			Lodging	Other Use Categories
	Studio Apartments	1 Bedroom	2+ Bedroom		
1 Minimum Required	(.75) spaces per DU	(1) spaces per DU	(1.5) spaces per DU	(1) space per LU + additional required spaces*	(6) spaces per 1,000 SqFt Gross Floor Area
2 Maximum Allowed	(1.5) spaces per DU	(2) spaces per DU	(3) spaces per DU	(1) space per LU + additional required spaces*	(6) spaces per 1,000 SqFt Gross Floor Area
3 Shared Parking Bonus	N/A	N/A	N/A	(1) shared space = (2) spaces towards minimum requirement	(1) shared space = (2) spaces towards minimum requirement
4 In-Lieu Fee	Permitted	Permitted	Permitted	Permitted	Permitted

Legend:

DU : Dwelling Unit

LU : Living or Sleeping Unit

Permitted : These elements are allowed, by right, as indicated.

*: Additional spaces shall be required for accessory uses such as restaurants, shops, etc., as specified by this table.

6.4 Parking Lot Standards

- a. See also Parking Placement and Access regulations for each Overlay District (Tables 5-1 and 5-2).
- b. See Table 6-2 for parking space dimensional requirements.
- c. Parking lot stormwater shall be collected on-site and discharged at a rate approved by the Town Engineer.
- d. Universal accessible vehicle parking shall be provided as necessary to meet the requirements of the Americans with Disabilities Act.
- e. Parking shall be accessed by Alleys or secondary Frontage when possible.
- f. Parking lots that Encroach the front yard or side yard shall be masked from the Frontage by a Building, wall, continuous hedge, or fence between 3.5 and 4.5 feet in height. A wall, continuous hedge, or fence shall have openings no longer than necessary to allow automobile and pedestrian access.
- g. Parking lots shall be buffered from adjacent development with landscaping, utilizing shrubs, hedges and/or trees.
- h. Parking lots without Curbs shall use wheel stops in parking spaces to protect landscape areas and pedestrian paths from vehicle overhangs.
- i. One bicycle parking or storage space shall be provided for every 15 off-street vehicular parking spaces.

Table 6-2: Parking Space Dimensions

Angle	Space Width	Space Depth*	Space Length	One-way Aisle Width	Two-way Aisle Width
Parallel	8'	8'	20'	12'	22'
30° *	9'	18'	20'	12'	N/A
45° *	9	20'6"	20'	14'	N/A
60° *	9'	22'	20'	18'	N/A
Perpendicular	9'	18'	18'	24'	22'

*Measured perpendicular to aisle

6.5 Parking Lot Guidelines

- a. Wherever feasible, Shared Parking or the use of public parking lots is encouraged.
- b. The main pedestrian route from a parking lot to a building entrance should be easily recognizable, accessible, and demarcated by special paving or landscaping, such as a shaded promenade, trellis, or ornamental planting.
- c. Granite curbing is preferred, with the exception of the integral concrete curbing where adjacent to sidewalks.
- d. Parking lots should utilize permeable paving and bio-filtration swales wherever possible.

6.6 Parking Lot Lighting Standards

- a. The exterior lighting fixture standard for parking lots shall be a minimum 12-foot and maximum 18-foot high pole.
- b. Parking lot lighting fixtures shall be of the cutoff type to prevent light from being emitted above a horizontal line relative to the point of light source.

6.7 Parking Lot Lighting Guidelines

- a. All light poles, standards and fixtures should be compatible with the architectural theme of the building and/or facility they are intended to service.
- b. The light source should be metal halide or an energy efficient white light lamp.
- c. Whenever possible, light fixtures should be located at landscaped parking lot medians or islands. Lighting and planting plans should be coordinated to avoid light pole and tree conflicts.

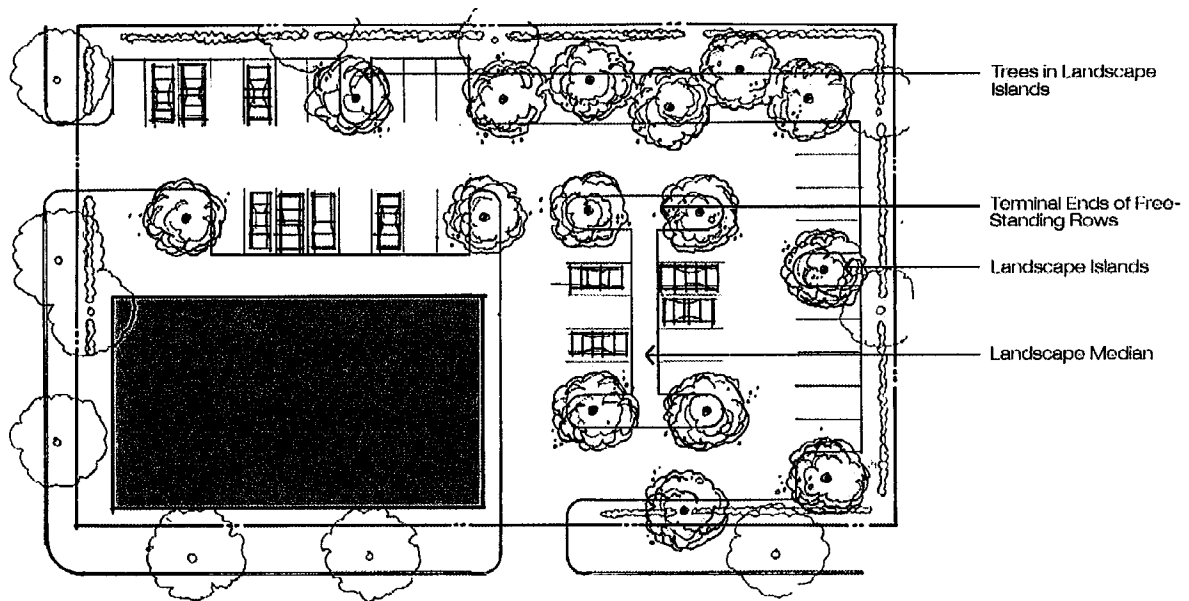
6.8 Parking Lot Landscaping Standards

- a. There are no parking lot landscaping standards.

6.9 Parking Lot Landscaping Guidelines

- a. Landscape islands should occur at the terminal ends of any free-standing rows or bays of parking. Free-standing rows or bays of parking are those that are not abutting the parking lot perimeter, and can have a single or double row of parking. See Illustration 6-1.
- b. There should be no more than eleven (11) continuous parking spaces in a row without a landscape island.
- c. Landscape islands should be formed by a continuous granite or concrete curb, with a 10- foot minimum width from back of curb to back of curb.
- d. A minimum of one indigenous tree and a combination of shrubs and/or ground cover should be planted in each landscape island.
- e. The minimum size shade tree should be four-inch caliper and 15 to 20 feet in height. Trees should have a minimum branching height of six feet.
- f. Landscaping in parking lot interiors and at entries should not obstruct a driver's clear sight lines to oncoming traffic.

Illustration 6-1: Parking Lot Landscape Requirements



Interior Parking Lot Landscape Requirements

7.0 ARCHITECTURAL STANDARDS AND GUIDELINES

This section ensures that new and renovated buildings embody architectural characteristics that maintain desired human scale, rhythm, and characteristics of the Hamlet of Brewerton. The architectural elements addressed are generally common and universal, consisting of building elements such as roofs, cladding, attachments, windows, and doors. In many cases these architectural standards and guidelines have been established through documentation of existing examples of architecture in the Hamlet and stakeholder preferences for preserving and extending the architectural character of the Hamlet. Ultimately, the goal is to build on the best efforts of previous generations, while allowing for and encouraging creativity on the part of developers and designers.

Note: It cannot be overemphasized that for the design of new buildings or building renovations in the Overlay Districts, the services of a qualified Architect familiar with the historic and vernacular architectural character of the Hamlet is strongly recommended.

MASSING

7.1 Massing Standards

- a. In the Downtown Core Overlay District any building over 50' wide must be broken down to read as a series of buildings no wider than 50' each.
- b. Franchise architecture is prohibited.

7.2 Massing Guidelines

- D. There are no massing guidelines.

ROOFS

7.3 Roof Type and Feature Standards

- a. Flat roofs are permitted in the DC Overlay District only.
- b. Mansard roof forms are not allowed.
- c. Mechanical systems proposed for rooftops may exceed the maximum height requirements provided they are screened from view as seen from adjacent streets and set back from the building Facade.

7.4 Roof Type and Feature Guidelines

- b. Flat roofs should be surrounded by a horizontal parapet wall no less than 30" higher than the highest point of the roof deck. Simple parapets with a stone or brick cap are allowed on rear and side elevations.
- a. Flat roofs should incorporate a cornice into street facing Frontages. The cornice should wrap a minimum of 2 feet around exterior corners.
- b. Green roofs and rooftop gardens are encouraged on flat sections of a roof behind ornamented parapets, caps, or other cornice treatments in order to facilitate insulation and storm-water management, as well as add usable green space, or visual interest to the building.
- c. Pitched roofs should be simple, symmetrical gable-end and hip configurations that are easy to construct, minimize cost, and allow for simple shedding of rainwater and snow. The use of fascias, dormers, and gables is encouraged to provide visual interest. All gables should be functional. Sloping roofs should ensure the fall of snow, ice or rain does not create a hazard for pedestrians.
- d. The roof pitch of gable dormers should match the roof pitch of the main roof.
- e. Accessory building roofs should match the Principal Building in terms of style, detailing, and materials. They should contribute expressive and interesting forms that complement and add to the overall character of the Hamlet.

7.5 Roof Material Standards

- a. Roof materials prohibited: white or blue shingles, single ply rolled roofs on pitched roofs, corrugated sheet metal roofing (unless used as an accent roofing material), authentic or simulated terra cotta barrel tiles or concrete tile.

7.6 Roof Material Guidelines

- a. Roof materials should match or complement the existing context of the project area.
- b. Desired roof materials that should be used include:
 - 1) Asphalt shingles: Projects using asphalt shingles should use the highest quality commercial grade materials, and be provided with adequate trim elements. Lightweight asphalt shingles should not be used.
 - 2) Wood shakes or shingles.
 - 3) Sheet metal shingles, such as copper, zinc, and alloys.
 - 4) Metal Seam Roofing: Finishes should be anodized, fluorocoated or painted. Copper, zinc, and other exposable metal roofs should be natural or oxidized.
 - 5) Tar and Gravel, Composition, or Elastomeric Roofs (at flat roof locations): Light, reflective colors are recommended to minimize heat gain within the buildings. Roof surfaces utilizing these materials should be screened from view from adjacent buildings and sites by parapet walls.

CLADDING

7.7 Cladding Standards

- a. Metal, white brick, and “T-111” plywood siding are prohibited.
- b. Except on side or rear walls, all forms of concrete block (including split face) are prohibited.

7.8 Cladding Guidelines

- a. Materials used should be appropriate to the architectural style and building type. Authentic materials and methods of construction should be used to the degree possible. Where simulated materials are used for reasons of economy, they should be durable and closely match proportions, surface finishes, and colors of original materials.
- b. No more than two wall materials should be visible on any exterior Facade, not counting foundation walls, columns, chimneys, and trim. If two wall materials are used, heavier-weighted materials (i.e., stone or brick) shall be located below lighter (i.e., wood, cementitious, etc.) with a horizontal joint. [*Intent: Exterior wall materials should be used simply and with respect to their weight and characteristics. Masonry veneer should be treated as a load bearing material and should not be used above siding.*]
- c. Vertical changes in material should only occur at inside corners.
- d. Facades fronting more than one street should be equal in material.
- e. Primary building cladding materials should be wood siding, cementitious siding (i.e. Hardi Plank equivalent or better), brick, and/or native stone (or synthetic equivalent). Use of vinyl on new construction is discouraged.
- f. Foundations should be brick, stone, cast stone, or painted concrete.
- g. Soffits should be continuous perforated wood or composite materials. Use of vinyl on new construction is discouraged.
- h. Recommended trim materials include finished grade, painted, or stained wood. Bare lumber grade wood, plywood, or vinyl are discouraged.
- i. Balconies and porches visible from the street right-of-way should be built of wood, metal, or concrete. Pressure-treated lumber may be utilized for concealed structural members, and structures not visible from the street right-of-way. All exposed surfaces visible from the street right-of-way, including floor decks, stairs, railings, columns, brackets and any other structural and/or decorative roof support members, should be built with paint grade finish lumber or metal. Porch stairs should have solid risers and sides enclosed with either solid wood construction or open lattice panels with maximum openings of four (4) square inches.

AWNINGS

7.9 Awning Standards

- a. Length: Awnings and canopies shall not exceed 20 feet in horizontal length and be centered within architectural elements, such as doors or columns. Awnings shall break at the vertical divisions of the structure (i.e., the break between the display windows and the entrance).
- b. Mounting height: The bottom of awnings and canopies shall be at least eight (8) feet above grade or sidewalk, except in the case of a hanging valance which may be seven (7) feet above grade or sidewalk.
- c. The highest point of a storefront awning shall not be higher than the midpoint between the second-story windowsills and the top of the first-floor storefront window or transom.
- d. Illumination: Natural lighting only; backlit awnings are prohibited.
- e. Design: On multi-tenant façades, awning heights, projections and style of awning shall be similar. Logo or tenant mark shall be limited to the valance of an awning, or the front plane of the canopy.
- f. Fabrication: Awnings and canopies shall be made of fire resistant canvas. Metal, plastic, vinyl and Plexiglas awnings are prohibited.
- g. All ground floor awnings and canopies or those that project into a public street right-of-way shall be retractable.
- h. Fixed awnings may be used above the Ground Floor provided that they project no more than four (4) feet maximum.
- i. Color: Shall be limited to three colors per building and shall be approved during site plan review.

7.10 Awning Guidelines

- a. The shape of awnings should be designed to fit the building's architecture and relate to other awnings that exist along the street. The cumulative effect of all of the awnings along the street should be considered prior to adding a new one.

WINDOWS

7.11 Window Standards

- a. The use of bronze tinted or reflective glass is prohibited.

7.12 Window Guidelines

- b. Windows located on the front or the street-facing Facade should be double-hung, single hung, casement, or fixed windows. A maximum of two window types is recommended. The style of the windows shall match the associated building style.
- c. The height of the window unit should be at least one and half (1.5) times the width of the window unit for single-hung, double-hung, or casement windows.
- d. Fixed windows should be limited to a maximum height and width of 2 feet.
- e. Window muntins and grill patterns, if used, should be vertically proportioned.
- f. Exterior windows on buildings clad in siding should be cased and not “picture framed”. Casing, at a minimum, should include head casing, jamb casing, and a sill. Jamb and head casing should be a minimum of 3 1/2 inches. A sill shall extend the length of the bottom of the window unit and the jamb casing.
- g. Residential window frames should be wood, vinyl-clad wood, aluminum-clad wood, or solid PVC, but all shall be indiscernible from wood at arm’s length.
- h. Ground floor Shopfront windows should be single panes of glass not larger than 6’ high by 5’ wide.
- i. Ground floor Shopfront window frames should be wood, custom metalwork, extruded aluminum, or hollow steel frame.
- j. Clear glass (providing a minimum of 88 percent light transmission) should be used on ground-floor windows. Tinted glass providing a minimum of 50 percent light transmission should be limited for use only in transoms and windows above the ground floor.

7.13 Shutter Standards

- a. Shutters shall be sized to match window openings and placed to appear operable.

7.14 Shutter Guidelines

- b. Shutters should be louvered, paneled, or constructed of boards as appropriate to the style of the building.
- c. Shutters should be wood, fiber-cement, or solid PVC and shall be indiscernible from wood at arm’s length.

DOORS

7.15 Principal Entrance Door Standards

- a. There are no Principal Entrance Door Standards.

7.16 Principal Entrance Door Guidelines

- a. To contribute to the public and pedestrian realm, building entrances should be prominent and easy to identify and be architecturally treated in a manner consistent with the building style.
- b. Sliding doors and windows shall be prohibited along frontages, except to access porches serving residential or lodging uses on the second or higher story.

7.17 Loading and Service Entrances Standards

- a. Service entrances shall not face Brewerton Road when a secondary street, Alley, or parking lot entrance location is possible. All service entrances and associated loading docks and storage areas shall be located to the side or rear of the building.

7.18 Loading and Service Entrances Guidelines

- a. Loading and services entrances should not intrude upon the public view or interfere with pedestrian activities.
- b. Portions of the building facade containing service or truck doors visible from the public street right-of-way should be designed to include attractive and durable materials and be integrated into the architectural composition of the larger building facade design. Architectural treatments, materials, and colors should be extended from building facade areas into the facade portion containing truck doors to avoid creating a gap in architectural expression and to maintain a high quality appearance.

7.19 Garage Door Standards

- a. Doors within garage doors (i.e., 'man-ways') are prohibited.

7.20 Garage Door Guidelines

- a. Garage doors should face Alleys when available.
- b. For residential garage doors at mixed-use buildings and for all commercial use garage entrance doors, single-car garage doors are strongly recommended to avoid projecting an automobile-dominated appearance to a public street right-of-way.
- c. Where double car width doors are used, a width of eighteen feet (18'-0") should not be exceeded.

COLOR

7.21 Color Standards

- a. Fluorescent or neon colors shall not be used on exterior building cladding materials.

7.22 Color Guidelines

- a. Colors should be selected according to building style and historic precedent.
- b. Colors should be compatible with other buildings in the surrounding area. Colors of adjacent buildings should be taken into consideration, especially where new structures are adjacent to historic buildings.
- c. Typically, a storefront's palette should be no more than three colors; one base color, one trim color, and one accent color.
- d. Trim and accent colors that contrast with the base color are encouraged. Specifically, darker base colors with white trim work well. However, lighter base colors can effectively be combined with dark trim colors. Bright colors with intense and bright hues (e.g. primary colors) are not recommended as façade colors.

8.0 LANDSCAPE AND LIGHTING STANDARDS AND GUIDELINES

This section consists of landscape standards and guidelines and lighting guidelines. The intent of the landscape standards and guidelines is to ensure development of Private Frontages complements public areas in the Hamlet, including street right-of-ways. Specifically, there are standards and guidelines for paving, walls, fencing, and the screening of utility and service areas. The lighting guidelines recommend exterior lighting device features that are compatible with the Hamlet's character.

8.1 General Requirements

Within the Brewerton Road Corridor, the following standards apply to landscaping vehicular areas, storage and refuse areas, and utility appurtenances.

- A. Applicability. This Section applies as follows within the Overlay Districts.
 - 1. All new development.
 - 2. Existing development when:
 - a. Any improvements to existing parking lots, loading facilities, and Driveways occur, including resurfacing, fencing, curbs, walkways, and landscaping.
 - b. Alteration to an existing principal or accessory structure that results in a change of fifteen (15) percent or more in the structure's gross floor area.
 - c. A change in use or the intensity of a use on a Lot, such as increasing seating.

8.1 Landscape: Pavement Standards

- a. Asphalt pavement use shall be limited to driveways, parking areas, and loading areas.
- b. Sidewalks in the public right-of-way shall be concrete.

8.2 Landscape: Pavement Guidelines

- a. The grading of all paved areas and adjacent non-paved areas, the selection of paving materials, and the design of drainage facilities should consider paving permeability and be configured to allow water run-off to percolate back into native soil to the degree possible.
- b. Paved areas shall incorporate best management practices to control stormwater as outlined in the National Pollution Discharge Elimination System (NPDES) Guidelines.

8.3 Landscape: Frontage Walls and Fencing Standards

- a. Chain link, barbed wire, and stockade fences are prohibited in any Frontage.
- b. Fences in the front yard shall be 30"-42" high.
- c. Above ground utility boxes, utility pedestals, and mechanical equipment shall not be located within the front yard. *[Intent: Utilities should not dominate the front yard of a building. When possible, utilities should be located in areas that are hidden from the public street right-of-way by the sides and rears of buildings.]*

8.4 Landscape: Frontage Walls and Fencing Guidelines

- a. All walls should have a cap and base treatment.
- b. Frontage walls may occur as garden walls, planter walls, seat walls, or low retaining walls.
- c. All fences and walls should be built with attractive, durable materials that are compatible with the character of the Hamlet.
- d. Fence materials should be wood or metal in a cast-iron style.
- e. For wood picket fences, a paint finish or vinyl coating should be applied.
- f. Metal fences should be black or dark green.
- g. Fences may be placed anywhere between 6 inches and 2 feet from a public sidewalk.
- h. Picket fences should not have opacity greater than 60%.
- i. Wood fences should to be painted white or coordinate with Principal Building palette.

8.5 Landscape: Utility and Service Area Screening Standards

- a. Utility, trash, recycling, food waste and service equipment, including satellite receiving dishes, transformers, and backflow devices, shall be located away from street right-of-ways and enclosed or screened from view by landscaping, fencing or other architectural means.
- b. Trash facilities and recycling containers shall be located within opaque structural enclosures.

8.6 Landscape: Utility and Service Area Screening Guidelines

- a. Large Private Mechanical Equipment. Private mechanical equipment visible from the street right-of-way, which is equal to or greater than three (3) feet in height, and is equal to or greater than six (6) feet in any one direction, should be fenced with opaque wood or brick-faced masonry on all sides facing the right-of-way.
- b. Small Private Mechanical Equipment. Private mechanical equipment visible from the street right-of-way smaller than three (3) feet in height should have landscape screening and a shrub bed containing shrubs spaced no more than thirty-six (36) inches on center.

8.7 Landscape: Plant Material Standards

- a. There are no plant material standards.

8.8 Landscape: Plant Material Guidelines

- a. Plant materials should always be incorporated into new development site design to provide “softening” of hard paving and building surfaces.
- b. Mature, existing trees should be preserved whenever possible.
- c. Trees should be placed to maximize climate benefits and energy savings.
- d. Deciduous trees should be located on the west and southwest sides of buildings to allow sunlight to reach the building facade during winter months, and to provide shade during summer months.
- e. Plant and landscape materials should be selected from native species as well as non-native/non-invasive species that are well adapted to the climatic conditions of the Hamlet. They should be resistant to local parasites and plant diseases.
- f. Tree sizes should be suitable to lot size, the scale of adjacent structures, and the proximity to utility lines.
- g. Both seasonal and year-round flowering shrubs and trees should be used where they can be most appreciated - adjacent to walks and recreational areas, or as a frame for building entrances and stairs.
- h. In general, deciduous trees with open branching structures are recommended to ensure visibility to retail establishments. More substantial shade trees are recommended in front of private residences.
- i. Evergreen shrubs and trees should be used for screening along rear property lines, around trash/recycling areas and mechanical equipment.

8.9 Lighting: Design Standards

- a. New area lighting fixtures should be of the cutoff type to prevent light from being emitted above a horizontal line relative to the point of light source. Exceptions may be made for uplit trees and architectural lighting.

8.10 Lighting: Design Guidelines

- a. Pedestrian-oriented areas, including walkways and paths, should be illuminated to increase safety.
- b. All on-site and building-mounted lighting fixture design should be architecturally compatible with the building design.
- c. Commercial buildings and landscaping can be illuminated indirectly by concealing light features within buildings and landscaping to highlight attractive features and avoid intrusion into neighboring properties.

8.11 Lighting: Material and Color Guidelines

- a. Color and finish of lighting metalwork should match that of other site furnishings, and/or of the building's metalwork or trim work.
- b. A chemically compatible UV-protectant clear coat over paint or powder coat on metalwork is recommended for prevention of fading colors.
- c. Color of lighting source types in pedestrian-intensive areas should be warm white, energy efficient source types such as metal halide, induction lighting, compact fluorescent, and light-emitting diode (LED) are strongly encouraged.

8.12 Lighting: Luminaire Type Guidelines

- a. New fixtures should use a reflector and/or a refractor system for efficient distribution of light and reduction of glare.
- b. New fixtures should not cause glare or transmit it to upper stories of buildings. House-side shields and internal reflector caps should be used to block light from illuminating residential windows.

8.13 Lighting: Height Guidelines

- a. For building-mounted lights, maximum mounting height should be approximately 12 feet above finished grade.
- b. For pole-mounted lighting at walkways and entry areas, a pedestrian-height fixture eight to 12 feet in height from grade to light source should be used.
- c. In general, height of light sources should be kept low to maintain pedestrian scale and prevent spill light from impacting adjacent properties.

8.14 Lighting: Uplighting Guidelines

- a. Building facade uplighting, roof "wash" lighting, and landscape uplighting should be operated on timers that turn off illumination entirely after 2 a.m. nightly.
- b. Shielding and careful placement should be used to prevent spill light from being visible to pedestrians, motorists, and nearby residential dwelling windows.
- c. Adjacent to single-family homes, a combination of lower mounting height and luminaire shields should be used to protect residences from spill-light and glare.
- d. Illumination levels of facade uplighting, roof wash lighting and landscape uplighting should use lower brightness levels where the illuminated facades, roofs or landscaping face residential buildings.

9.0 SIGNAGE STANDARDS

9.1 General Requirements

- A. Intent. This Section seeks to enhance the economy and aesthetic appeal of the Brewerton Road Corridor through the reasonable, orderly, and effective display of signage.
- B. Applicability. This Section applies as follows within the Brewerton Road Corridor.
 - 1. All new development.
 - 2. Existing development, including:
 - a. All proposed new signs.
 - b. When improvements to an existing sign occur, including a change in location or in the type of signage.
- C. General Provisions. The following provisions are applicable to the Overlay Districts:
 - 1. The total area of signage for one Lot shall not exceed one (1) square foot for each foot of lineal building frontage. In all cases, individual signs are limited in square footage, as described in the standards below.
 - 2. No sign shall be attached to any roof or mansard facade.
 - 3. No freestanding sign, projecting building sign, marquee sign, or any other sign or lighting device shall be erected on any municipal property or right-of-way.
 - 4. A fixed or adhered advertising display upon any vehicle located on the property and visible from a public right-of-way shall be regarded as a sign subject to this chapter unless the vehicle is licensed, operable and regularly used in the normal course of the business.
 - 5. Prohibited Signs and Conditions.
 - a. Backlit or internally illuminated awnings.
 - b. Translucent (backlit) plastic sign faces (Downtown Core District only).
 - c. Signs on rocks, trees and other parts of the natural landscape.
 - d. Digital/electronic or changeable letter signs.
 - e. Signs with sequin-studded lettering or lettering with fluorescent paint.
 - f. Billboard signs.
 - g. Sandwich board signs.
- D. Nonconforming Signs. Refer to Section 10, General provisions applicable to all signs in the Brewerton Downtown Core and Hamlet Gateway District.
- E. Illumination. All signs shall be illuminated according to the following provisions unless otherwise stated.
 - 1. Signs shall be illuminated only by steady, stationary light sources directed solely at the sign or internal to it.
 - 2. Individual letters or logos may be internally illuminated; no other portion of the sign shall be internally illuminated.
 - 3. Exposed, reflective bulbs, fluorescent, incandescent, or strobe lights shall not illuminate signs.
 - 4. Window signs may not be internally illuminated except for neon or similar illuminated window signs.
- F. Computation. The following standards generally apply to computing the area of signs by type and by building lot.

1. Exempt and temporary signs are not included in the maximum signage area calculations, unless otherwise specified.
2. Height for freestanding signs is measured from the average grade at the Frontage Line to the top of the sign, sign cabinet, or cap, whichever is highest.
3. Supportive elements (i.e., columns, posts, foundations, finials, etc.) for monument signs are not included in the computation of total signage square footage.
4. For the purposes of determining area, lot width or frontage is measured along the Frontage Line.
 - a. If the lot is a corner lot, the width shall be measured along the longer of the two front yards.
 - b. Building frontage is the width of the front Façade of a building.

G. Fabrication Techniques

1. Exposed conduit, tubing, or raceways are prohibited on new buildings.
2. All conductors, transformers, ballasts, and other equipment shall be concealed.
3. All attachment hardware, bolts, and clips shall be of corrosion resistant materials, to prevent staining of building surfaces.
4. Formed plastic, injection-molded, or easily damaged signage materials are prohibited.
5. Location of all openings for conduit and sleeves in sign panels of building shall be indicated by the sign contractor on drawings submitted to the Town.
6. Installation shall be in accordance with the approved drawings.
7. No sign-makers' labels or other identification will be permitted on the exposed surface of signs.

9.2 Flush-Mounted Signage

- A. Flush-mounted signage consists of letters or marks mounted parallel to the building's façade that are either mounted as individual letters, or contained in a sign panel. The following standards shall apply:
1. Number of signs: One per tenant per street front. Where a corner storefront faces both a street and a parking lot, a second sign is permitted to face the parking lot (corner lots).
 2. Mounting height: 20-foot maximum, provided it is below the sill line of the second floor windows or the lowest point of the Façade, whichever is less. A flush mounted sign is permitted to exceed this height limit if the following condition exists:
 - a. Where there is a second floor commercial occupant that does not also occupy the first floor. All signs must be located below the cornice line, or in the case of a flat roof, below the roof parapet.
 3. Depth of sign: Wall signs must not project more than twelve (12) inches from the building wall.
 4. Method of illumination shall include:
 - a. Natural lighting;
 - b. External spot or flood lighting; it from above or below, or
 - c. Halo-lit or backlit letters.

9.3 Suspended Signage

- A. Suspended signage consists of letters or mark applied to a panel, hung from the underside of a canopy. The following standards shall apply:
1. Size: Less than or equal to the distance of a canopy at a usable entry, or less than or equal to half the distance of the canopy for non-entry applications.

2. Number of signs: Two (2) single-sided panels in the case of a usable entry. One (1) double-sided panel per ground level occupant at beginning of occupied frontage for building attachment.
3. Mounting height: Topmost extension of sign to be less than or equal to 6 inches of overhang, bottom may not have less than 10 feet of vertical clearance above grade or sidewalk.

9.4 Blade And Shingle Signage

- A. A blade sign is typically mounted perpendicular to the building façade using a rigid mounting bracket. A shingle sign is mounted perpendicular to a building's façade, is typically suspended beneath an armature, and is able to swing from the axis of the pole. The following standards shall apply:
1. Maximum area of sign: 12 square feet.
 2. Number of signs: One (1) per ground floor establishment, plus one (1) for any public building entrance not serving a ground floor establishment. All signs shall be centered within architectural elements.
 3. Mounting height: 20 foot maximum provided it is below the sill line of the second floor windows or the lowest point of the roof, whichever is less, and does not have less than 7 feet of vertical clearance above grade or sidewalk.

9.5 Banner Signage

- A. Banner signage consists of fabric or rigid material mounted with use of poles, typically oriented perpendicular to structure façade.
1. Area of banner: Less than or equal to 25 square feet.
 2. Banners shall be spaced no closer than 20 feet apart, and centered within architectural elements.
 3. Projection: Banners shall not project more than three (3) feet into the public right-of-way.
 4. Mounting height: Bottom of banners shall be mounted at least 14 feet above grade or sidewalk to avoid intrusion into Blade Sign or Awning Zone, and not to extend beyond the third story of the structure.
 5. Only one banner sign is permitted per property.

9.6 Monument Signs

- A. A monument sign is freestanding and not pole mounted.
1. Monument signs existing as of (the adoption date) may be replaced. The replacement sign must be a monument sign with a maximum height of eight (8) feet.
 2. Maximum area per sign panel face is 24 square feet.
 3. The sign shall be setback 10 feet from Driveways and side property lines; five (5) feet from front and corner side property lines.
 4. One monument sign is allowed per Lot.
 5. Materials shall consist of wood, wood substitute, metal, and/or masonry.

9.7 Pole-Mounted Signs

- A. A pole-mounted sign is freestanding and may be mounted on a double set of poles, a single pole, or hanging from a single pole.
1. Maximum height is 6 feet.
 2. Maximum area per sign face is 18 square feet.
 3. The sign shall be setback 10 feet from Driveways and side property lines; two (2) feet from front and corner side property lines. Pole-mounted signs cannot overhang property lines.

4. One pole-mounted sign is allowed per Lot.

9.8 Wall Plaques

- A. Wall plaques are small, pedestrian-oriented informative signs that may convey information such as hours of operation or take the form of directories, menu cases, or convey historical building information. The following standards shall apply:
 1. Area of sign: Up to six (6) square feet in area, not projecting more than three (3) inches from a building wall
 2. Number of signs: Two (2) per usable entry.
 3. Mounting height: Five (5) feet on center above grade or sidewalk.
 4. Illumination: natural lighting only is permitted, except for menu cases, which may be internally lit.

9.9 Street Address Plaque

- A. This is a plaque mounted to side of building at pedestrian level, or dimensional letters mounted above door conveying at the minimum the numerical street address of the building. The following standards shall apply:
 1. Area of sign: Less than or equal to three (3) square feet in area.
 2. Number of signs: Minimum of one (1) located at the main entry to the building.
 3. Mounting height: five (5) feet on center for wall mounted, horizontally centered above door(s), or on the sides of a canopy. Numerals mounted overhead shall be no less than eight (8) inches.
 4. Illumination: natural lighting only is permitted, except for halo lit or backlit letters.
 5. Does not count toward total square footage.

9.10 Permanent Storefront Window Graphics

- A. These are permanent window graphics with the tenant's mark or hours of operation. The following standards shall apply:
 1. Area: Window signs shall not obscure the interior view of a retail establishment, and shall be no greater than 10% of the available window space.
 2. Does not count toward total square footage.

10.0 NONCONFORMING USES AND STRUCTURES

10.1 Purpose

- A. This Section regulates and limits the continued existence of uses, structures or other improvements established prior to the effective date of this Chapter that do not conform to the regulations of this Chapter.
- B. The zoning districts established by this Chapter are designed to guide the future use of the Hamlet's land by encouraging the development of desirable residential and mixed use areas with appropriate groupings of compatible and related uses while simultaneously promoting and protecting the public health, safety and general welfare.
- C. The continued existence of nonconformities is frequently inconsistent with the Brewerton Strategic Revitalization Plan and thus the gradual elimination of such nonconformities is desirable. Other nonconformities may continue to exist and may afford adaptive re-use opportunities that can contribute to neighborhood character, diversity and services.
- D. The regulations of this Section are intended to restrict further investments that would make nonconformities more permanent in their location as well as to afford opportunities for creative use and reuse of those other nonconformities that may ultimately contribute to a neighborhood and are consistent with the goals of the Brewerton Strategic Revitalization Plan.

10.2 Nonconforming Uses

10.2.1 Continuance

Any lawfully existing nonconforming use may be continued unless it is prohibited elsewhere in this Chapter or by other applicable law, rule or regulation, subject to the regulations contained in this Section. Ordinary repair and maintenance or replacement, and installation or relocation of non-bearing walls, non-bearing partitions, fixtures, wiring or plumbing, may be performed in accordance with all applicable laws, rules, codes and standards.

10.2.2 Structural Alteration or Enlargement

No structure shall be structurally altered or enlarged unless the structure shall thereafter conform to the regulations of the zoning district in which it is located. No parking, yard, space or bulk nonconformity may be created or increased by reason of such alteration or enlargement.

10.2.3 Damage or Destruction

- A. When a structure is damaged or destroyed by any means, to the extent of more than 50 percent of the cost of replacement of the structure new, the structure shall not be restored unless its use thereafter conforms with the regulations set forth in this Chapter as well as all other applicable laws, rules, codes and standards. No parking, yard, space or bulk nonconformity may be created or increased by reason of such replacement.
- B. When a structure is damaged or destroyed by any means to the extent of 50 percent or less of the cost of replacement of the structure new, repair or restoration of such structure may be made; provided, however, that:

1. No parking, yard, space or bulk nonconformity is created or increased by reason of such repair or restoration;
 2. A building permit is obtained and restoration is actually begun within six (6) months after the date of such partial damage or destruction, unless extended by a Code Enforcement Officer for good cause, and is diligently pursued to completion.
- C. In no event shall any damage or destruction to such a structure by any means within the control of the owner be repaired or restored, except in accordance with this Chapter.

10.2.4 Moving

No nonconforming structure or use of land shall be moved in whole or in part, for any distance whatsoever, to any other location on the same or any other lot, unless the entire structure and/or use conforms to all regulations of the zoning district in which it is located after being so moved.

10.2.5 Expansion of Use

No nonconforming use shall be expanded, enlarged or increased in intensity. Such prohibited activity shall include, but shall not be limited to:

- A. Expansion of such nonconforming use to any structure or land area other than that occupied by such nonconforming use on the effective date of this Chapter, or any amendment hereto, which causes such use to become nonconforming.
- B. Expansion of such nonconforming use within a building or other structure to any portion of the floor area that was not occupied by such nonconforming use on the effective date of this Chapter, or any Amendment hereto, which causes such use to become nonconforming.
- C. An extension of the hours of operation of such use beyond the existing hours of operation at the adoption of this Chapter.

10.2.6 Change in Use

- A. A nonconforming use in a structure designed for a use permitted in the district in which it is located, shall not be changed to any use other than a use permitted in the zoning district in which the property is located.
- B. Once changed to a permitted use or to a more restrictive use in accordance with Subsection [1] above, the use shall not be changed back to the prior nonconforming use. The use is changed when an existing nonconforming use is terminated and a new use commences and continues for a period of seven (7) consecutive days, including any change of use in violation of this Subsection.

10.2.7 Abandonment or Discontinuance

- A. When the active operation of all or a portion of a nonconforming use is discontinued or abandoned for a period of six (6) consecutive months, regardless of any intent to resume or not to abandon the use, the use or portion thereof shall not be reestablished or resumed. The active operation of a use shall be the typical or normal activities associated with the use. In the case of abandonment or discontinuance of all of a nonconforming use, any subsequent use or occupancy of such land or structure shall comply with the use regulations of the zoning

district in which such structure is located. In the case of abandonment or discontinuance of a portion of a nonconforming use, the remaining occupied portion of the nonconforming use may continue subject to the provisions of this Subsection.

- B. For the purpose of this Section, the following circumstances, which shall not be exclusive, shall contribute towards evidence of discontinuance or abandonment of a use:
 - 1. Failure to maintain regular business hours, typical or normal for the use (past operations of the use and/or industry standards may be used to determine typical or normal hours); or
 - 2. Failure to maintain equipment, supplies or stock in trade, which would be used for the active operation of the use; or
 - 3. Failure to maintain utilities which would be used for the active operation of the use; or
 - 4. Failure to pay taxes, including, but not limited to sales taxes, workers' compensation taxes, corporate taxes, etc. that would be required for the active operation of the use; or
 - 5. Failure to maintain required local, state or federal licenses or other approvals that would be required for the active operation of the use.
- C. Prior to a determination by the Codes Enforcement Officer, based upon evidence of any of the above circumstances or other relevant evidence that a nonconformity has been discontinued or abandoned, the owner or operator shall have the opportunity to apply for a Certificate of Nonconformity and, thereby, establish by relevant and credible evidence that the use has not been discontinued or abandoned.
- D. The legality of one or more nonconforming uses located within a property shall not affect the determination that another nonconforming use on the same property has been discontinued or abandoned.
- E. An owner or operator shall have the opportunity to submit any evidence or proof that the property and its use has not been discontinued or abandoned. The Code Enforcement Officer shall then issue a written determination based upon the evidence of any of the above circumstances or other relevant evidence that a nonconformity has continued, been discontinued or abandoned.

10.2.8 Nonconforming Accessories Uses, Structures and Signs

- A. No nonconforming use or structure that is accessory to a principal nonconforming use or structure shall continue after such principal use or structure shall have ceased or terminated.
- B. Nonconforming signs shall be brought into compliance with the provisions of this Chapter within six (6) months after its adoption.

10.3 Nonconforming Structures

10.3.1 Continuance

- A. Any lawfully existing nonconforming structure may be continued unless it is prohibited elsewhere in this Chapter or by other applicable law, rule or regulation, subject to the regulations contained in this Section. Ordinary repair and maintenance or replacement, and installation or relocation of non-bearing walls, non-bearing partitions, fixtures, wiring or

plumbing, may be performed in accordance with all applicable laws, rules, codes and standards.

10.3.2 Enlargement, Repair or Alterations

- A. Any nonconforming structure may be enlarged, maintained, repaired or altered, provided that no additional nonconformity is created or the degree of the existing nonconformity is not increased.

10.3.3 Damage or Destruction

- A. In the event that any part of a nonconforming structure which contributed to its nonconformity is damaged or destroyed, by any means, to the extent of more than 50 percent of the cost of replacement of said part new, such part shall not be restored unless it shall thereafter conform to the regulations of this Chapter.
- B. When any part of a nonconforming structure is damaged or destroyed, by any means, to the extent of 50 percent or less of the cost of replacement of such part new, no repairs or restoration, except in conformity with the applicable zoning district regulations, shall be made unless a Zoning Certificate is obtained and restoration is actually begun within one year after the date of such partial destruction and is diligently pursued to completion.

10.3.4 Moving

- A. No nonconforming structure shall be moved in whole or in part, for any distance whatsoever, to any other location on the same or any other lot unless the entire structure shall thereafter conform to the regulations of the zoning district in which it is located after being moved.

10.4 Nonconforming Lots Of Record

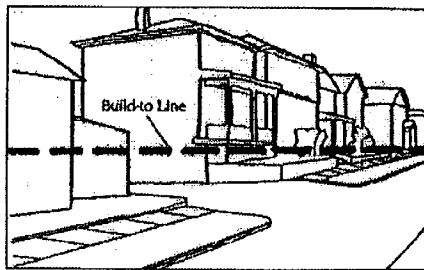
- A. In any district in which single-family dwellings are a permitted use, notwithstanding the regulations imposed by any other provisions of this Chapter, a single-family detached dwelling which complies with the yard, space and bulk requirements of the district in which it is located may be erected on a nonconforming lot. This includes construction of a single family dwelling on any lot less than 50 feet in width, consisting entirely of one tract of land of not less than 5000 square feet.
- B. In any district in which single-family dwellings are prohibited, a nonconforming lot of record may be used for any use permitted in the district in which it is located if Site Plan approval is granted in accordance with the provisions of this Chapter.

11.0 CODE DEFINITIONS

A. Definitions. These definitions are specific to the regulations outlined for the Brewerton Road Corridor and are in addition to the definitions included in the Town of Cicero Zoning Codes, Section 210-4 Definitions and word usage. The defined terms will appear with the first letter(s) capitalized throughout the code.

1. **Alley:** A vehicular way at the rear or between two lots provided for service and/or parking access.
2. **Attic:** The area within the slope of a roof. An inhabited attic shall not be considered a story for purposes of determining building height.
3. **Awning:** Roof-like structures, above storefront windows or entries, sometimes containing a mark or signature of a tenant.
4. **Block:** The aggregate of lots and alleys, circumscribed by streets.
5. **Block Face:** The building facades on one side of a block. The block face provides the context for establishing streetscape continuity and architectural harmony.
6. **Build-to-Line (BTL):** A line stated as a setback dimension, along which a building façade must be placed.

Build-to Line



7. **Civic:** A term defining not-for-profit organizations, dedicated to arts, culture, education, religious activities, government, transit, municipal parking facilities and clubs.
8. **Commercial:** A term defining workplace, office and retail use collectively.
9. **Curb:** the edge of the vehicular pavement that may be raised or flush to a Swale. It usually incorporates the drainage system.
10. **Driveway:** a vehicular lane within a Lot, often leading to a garage.
11. **Encroach:** To break the plane of a vertical or horizontal regulatory limit with a structural element, so that it extends into a Setback, into the Public Frontage, or above a height limit.
12. **Encroachment:** Any structural element that breaks the plane of a vertical or horizontal regulatory limit, extending into a Setback, into the Public Frontage, or above a height limit.
13. **Facade:** The exterior wall of a building that is set along a Frontage Line.
14. **Frontage Line:** The property lines of a lot fronting a street or other public way, or a park or green.
15. **Front Porch:** A roofed structure, that is not enclosed, attached to the façade of a building.
16. **Frontage Type:** See Frontage Type Standards, Section 4.0.
17. **Height:** A limit to the vertical extent of a building that is measured in number of stories. Height limits do not apply to masts, belfries, clock towers, chimney flues,

water tanks, elevator bulkheads, and similar structures, which may be of any height approved by the Zoning Code Enforcement Officer.

18. **Infill:** *noun* - new development on land that had been previously developed, including most Greyfield and Brownfield sites and cleared land within the Regulating Plan area.
verb- to develop such areas.
19. **Lot:** a parcel of land accommodating a building or buildings of unified design.
20. **Lot Width:** The dimension of a lot measured along the Frontage Line.
21. **Mixed-use:** Multiple functions within the same building or the same general area through superimposition or within the same area through adjacency.
22. **Principal Building:** The main building on a Lot, usually located toward the Frontage.
23. **Principal Entrance:** The main point of access for pedestrians into a building.
24. **Principal Frontage:** On corner Lots, the Private Frontage designated to bear the address and Principal Entrance to the building, and the measure of minimum Lot width.
25. **Private Frontage:** The privately held front yard between the Frontage Line and the Principal Building Facade.
26. **Regulating Plan:** A plan that identifies the districts and the standards by which a lot may be developed.
27. **Setback:** The required minimum distance between a property line and a building or appurtenance.
28. **Shared Parking:** Any parking spaces assigned to more than one use, where persons utilizing the spaces are unlikely to need the spaces at the same time of day.
29. **Shopfront:** The portion of a building at the ground floor that is made available for retail or other commercial use. Shopfronts shall be directly accessible from the sidewalk.
30. **Story:** A habitable floor level within a building, typically 8' x 14' high from floor to ceiling.
31. **Zoning Code or Zoning Ordinance:** The Town of Cicero Zoning Code.

APPENDIX 1-OVERLAY DISTRICTS REVIEW REQUIREMENTS

			Permit Required	Planning Board Review Required**	Comply with Standards & Guidelines	Zoning Board of Appeals Review
		ITEM	FORM-BASED CODE			
DOWNTOWN CORE (DC) & HAMLET GATEWAY (HG) DISTRICTS						
RESIDENCE	1	Paint	CALL*	NO	NO	NO
	2	Repair	CALL	NO	NO	NO
	3	Alter	CALL	NO	YES	NO
	4	Addition	YES	YES	YES	NO
	5	Rebuild	YES	YES	YES	NO
	6	New Structure	YES	YES	YES	NO
	7	Change of Use	YES	YES	YES	NO
	8	Nonconforming use change	YES	YES	YES	YES
COMMERCIAL	9	Paint	CALL	YES	NO	NO
	10	Repair	CALL	NO	NO	NO
	11	Alter	YES	YES	YES	NO
	12	Addition	YES	YES	YES	NO
	13	Rebuild	YES	YES	YES	NO
	14	New Structure	YES	YES	YES	NO
	15	Change of Use	YES	YES	YES	NO
	16	Nonconforming use change	YES	YES	YES	YES

* Call Zoning Code Enforcement Office before construction for determination

** The Planning Board may engage the services of professional consultants during site plan review, at the expense of the applicant. The cost is separate and apart from any other fees or costs associated with permit applications or SEQR.

