

Canal Corridor Economic & Market Analysis



Canal Corridor Economic & Market Analysis

Prepared for:
Town of Seneca Falls
Town of Waterloo
Village of Seneca Falls
Village of Waterloo

Prepared by:
Genesee/Finger Lakes Regional Planning Council
50 West Main Street, Suite 8107
Rochester, New York 14614

Thoma Development Consultants
34 Tompkins Street
Cortland, New York 13045

Funded by the New York State Department of State
with funds provided under the
Quality Communities Demonstration Program

March 2003

Canal Corridor Economic & Market Analysis

Table of Contents

I. Process

- | | |
|---|-----|
| 1. Grant/Funding | I-1 |
| 2. Project Description (Goals and Objectives) | I-1 |
| 3. Technical Committee | I-1 |

II. Existing Conditions

- | | |
|---|-------|
| 1. General | II-1 |
| 2. Associated Land Use Plans and Controls | II-3 |
| 3. Land Use | II-5 |
| 4. Business Survey | II-7 |
| 5. Tourism | II-10 |

III. Strategies and Recommendations

- | | |
|---|--------|
| 1. Market Trends and Opportunities | III-1 |
| 2. New Business Opportunities | III-2 |
| 3. Other Activities | III-5 |
| 4. Development Standards and Management Tools | III-7 |
| 5. Organizational Setup | III-9 |
| 6. Guidelines for Cooperative Development and Design Review | III-14 |
| 7. Sign Ordinance | III-15 |
| 8. Resources | III-16 |

Appendices

- A. Technical Committee (meeting minutes and agenda)
- B. Census Information
- C. Parcel Inventory
- D. Business Survey
- E. Model Sign Ordinance

I. PROCESS

1. Grant/Funding

This document was prepared for the New York State Department of State with funds provided under the Quality Communities Demonstration Program. The Village of Waterloo acted as the sponsor in association with the Town and Village of Seneca Falls and the Town of Waterloo.

2. Project Description (Goals and Objectives)

Major job losses in recent years in the Routes 5 & 20 Corridor in Seneca County stimulated the communities of the Towns and Villages of Waterloo and Seneca Falls to come together to seek new opportunities to create jobs and stabilize community businesses. The project provides for an inventory, analysis and strategy for balancing business development with the strong historic, cultural and environmental character of the area.

The project links environmental protection, community and neighborhood preservation, with sustainable economic development across the towns and villages adjoining the canal corridor in Seneca County.

3. Technical Committee

For the purposes of project input and review a Technical Committee was formed. The Technical Committee included the following persons and organizations:

Lyn Bove – Administrator, Village of Seneca Falls
Francis Caraccilo – Planner, Village of Seneca Falls
Dominic Christopher – Seneca County Chamber of Commerce
Antonio Constantino – Mayor, Village of Seneca Falls
Dave Duprey – Village of Waterloo
Josie Fernandez – Women's Rights NHP, Contact: Dorothy Fenton
Harriet Haynes – Seneca County Planning
Moe Koch – Director, Seneca County Tourism
Jim Mooney – Supervisor, Town of Waterloo
Mike O'Brien – Councilman, Town of Waterloo
Lee Patchen – Mayor, Village of Waterloo
Bob Peterman – Supervisor, Town of Fayette
Peter Same – Supervisor, Town of Seneca Falls
Gary Westfall – Administrator, Village of Waterloo
Kevin Beers – Genesee/Finger Lakes Regional Planning Council
Dave Zorn – Genesee/Finger Lakes Regional Planning Council
Rich Cunningham – Thoma Development Consultants

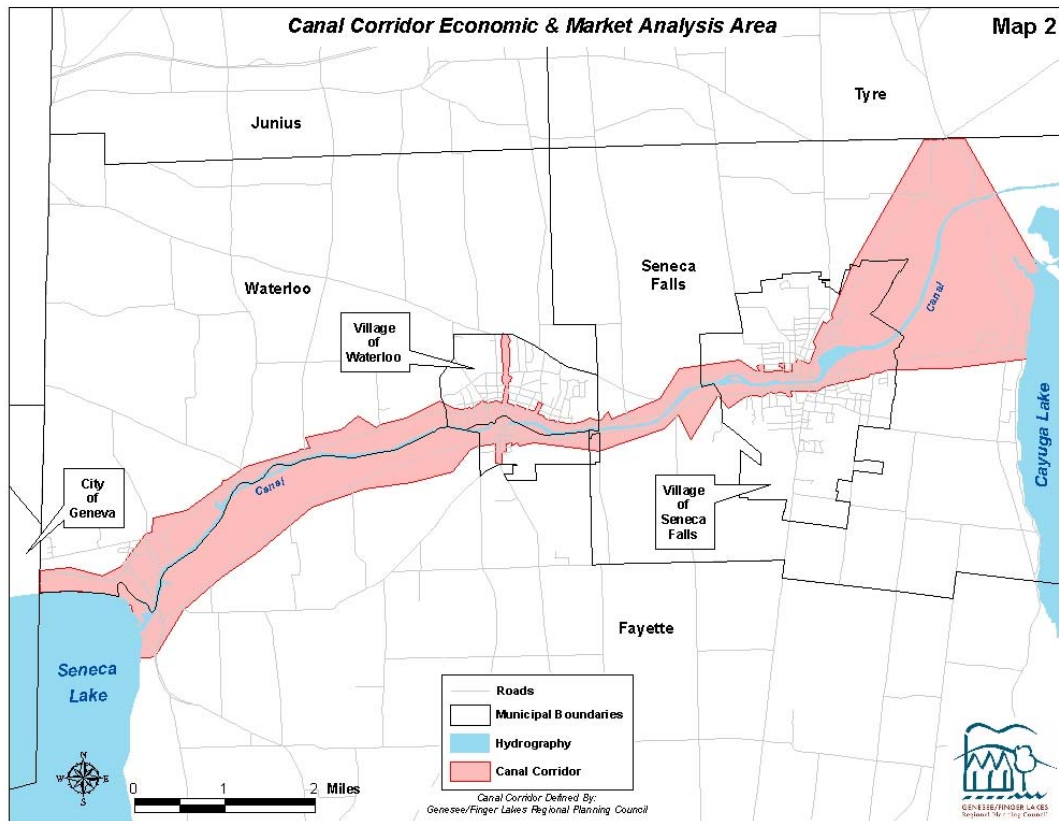
Throughout the process regular Technical Committee meetings were held (see Appendix A for Technical Committee agendas and minutes)

II. EXISTING CONDITIONS

1. General

Corridor Location

The Canal Corridor Economic & Market Analysis is for the Routes 5 & 20 Corridor in northern Seneca County, which is in northwestern New York State (see Map 1). The corridor is bounded by Routes 5 & 20 on the north, River Road (from the Seneca-Ontario County line to the Village of Seneca Falls) and Bayard Street (from the Village of Seneca Falls to the Seneca-Cayuga County line) on the south, the Seneca-Ontario County line on the west and the Seneca-Cayuga County line on the east (see Map 2). The Cayuga-Seneca Canal runs through the corridor.



Demographic & Socio-Economic Conditions

The four communities have a combined population of 17,213 (Census 2000) and cover approximately 48 square miles. With 6,861 residents, the Village of Seneca Falls is one of the two major population centers in Seneca County. Approximately 360 acres of the Village historic core make up New York State Seneca Falls Heritage Area. Recognized as the birthplace of Women's Rights, the Village is also home to the National Women's Hall of Fame and National Park Service's Women's Rights National Historical Park which administers the historic Wesleyan Methodist Chapel and the restored home of Elizabeth Cady Stanton.

The Village of Waterloo, with a population of 5,111, is located approximately two miles west of Seneca Falls. The Village is home to the Memorial Day Museum and Terwiller Museum. Two historic houses administered by Women's Rights National Historical Park are located there: the M'Clintock House and the Hunt House.

For the purposes of using demographic data for the study area, a map was made of the Census tracts in the 5&20 Corridor (see map of Census Demographic Areas in Appendix B). Using the tables below the Census Demographic Areas can also be compared to all of Seneca County as well as the Genesee/Finger Lakes (G/FL) Region (Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming and Yates Counties).

Table 2-1 shows household information. The study area does have a smaller average household size and average family size than the county or the region. This generally indicates an older population and/or a single occupancy situation. Additionally, the study area does have a higher residential renter occupied units versus owner occupied units than the county or the region.

Table 2-1 Households	<i>Study Area</i>	<i>G/FL Region</i>	<i>Seneca County</i>
Total Population	13,956	1,199,588	33,342
Total Households	5,553	456,638	12,630
Family Households Percent	65%	66%	68%
Family Households with Children Under 18	20%	23%	22%
Married Couple Families	2,694	230,459	6,765
Married Couple Families with Percent no Children Under 18	59%	55%	58%
Average Household Size	2.41	2.58	2.51
Average Family Size	2.94	3.07	2.99
Total Housing Units	6,063	495,160	14,794
Percent Housing Units Occupied	92%	92%	85%
Percent Housing Units Vacant	8%	8%	15%
Homeowner Vacancy Rate	2.09	1.67	2.27
Renter Vacancy Rate	10.26	8.39	11.45
Percent Owner Occupied Housing Units	67%	69%	74%
Percent Renter Occupied Housing Units	33%	31%	26%

Table 2-2 shows educational attainment indicating that the study area does have a lower percent of attainment of a bachelor's or higher degree than the county or the region.

Table 2-2 Education

	<i>Study Area</i>	<i>G/FL Region</i>	<i>Seneca County</i>
Total Population 25 and Over	9,659	783,297	22,585
Percent High School Grad or Equivalency	37%	30%	36%
Percent Attained Associate Degree	10%	10%	10%
Percent Attained Bachelor's Degree	10%	16%	11%
Percent Attained Grad or Professional Degree	6%	11%	7%

Table 2-3 show employment and income. The study area does have a slightly higher unemployment rate than the county or the region. The study area does have a lower median household income and mean household income than the county or the region. Additionally, the study area does have a slightly higher percent of households with Social Security income, once again indicating an older population.

Table 2-3 Employment and Income

	<i>Study Area</i>	<i>G/FL Region</i>	<i>Seneca County</i>
Population 16 and Over	11,061	927,739	25,982
Percent Population in Labor Force	59%	65%	60%
Percent Civilians Employed	93%	94%	94%
Percent Civilians Unemployed	7%	6%	6%
Workers 16 and Over	6,043	560,690	14,486
Percent Drove to Work	92%	91%	92%
Percent Drove Alone	83%	82%	81%
Percent Carpooled	10%	9%	10%
Percent Used Public Transport for Work	0%	2%	0%
Percent Walked to Work	4%	4%	3%
Percent Bicycle to Work	0%	4%	0%
Percent Took Other Means to Work	1%	0%	1%
Percent Worked at Home	2%	3%	4%
Median Household Income	\$34,122.07	\$40,653.56	\$37,140.00
Mean Household Income	\$41,623.47	\$49,270.76	\$45,404.61
Percent Households with Social Security Income	34%	27%	33%
Percent Households with Public Assistance Income	3%	4%	2%

2. Associated Land Use Plans and Controls

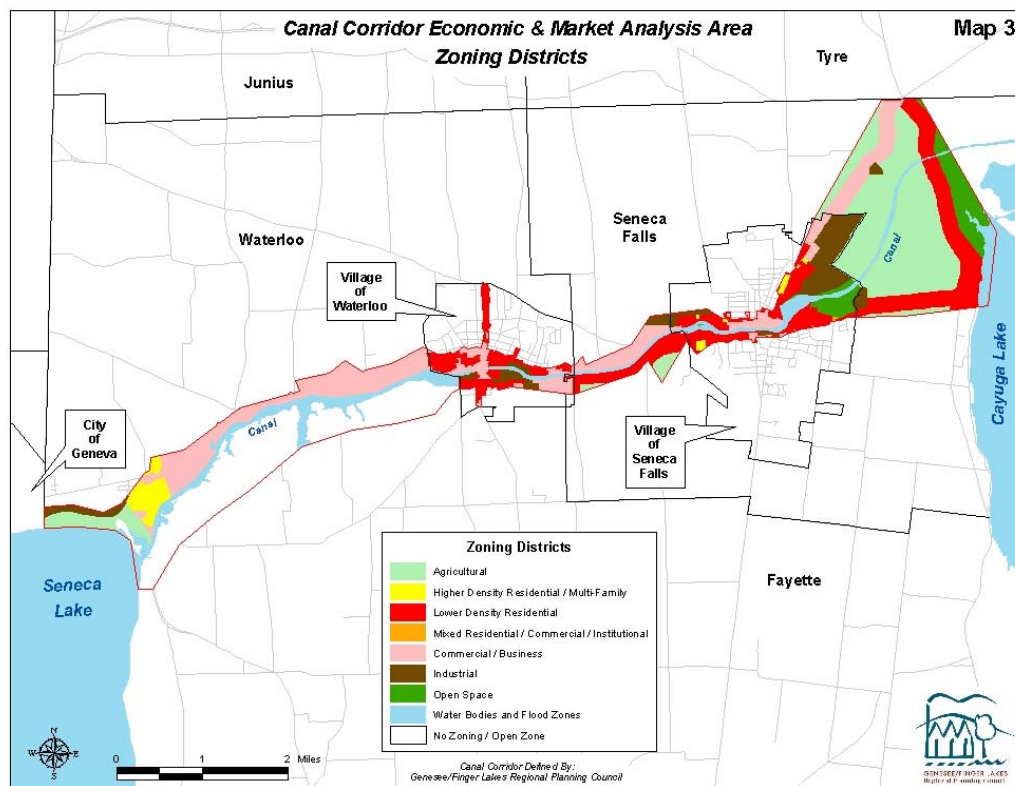
Comprehensive Plan

There is a Comprehensive Plan for the Town and Village of Seneca Falls (1969) and the Town of Waterloo (2000). While the Town and Village of Seneca Falls Comprehensive Plan is over 30 years old it does have a Central Business District Plan which states that "The Seneca Falls Central Business District Plan is designed to retain its position as a community retail shopping center for the Village. The business district is proposed as a comparison shopping center containing specialty shops and commercial services that will satisfy the weekly shopping needs of the community."

The Town of Waterloo's Comprehensive Plan does have several recommendations in the relation to the canal corridor. They include:

- To promote additional mixed development in the corridor between the railroad and the canal.
- To promote more concentrated development of areas adjacent to the Village of Waterloo.
- To discourage, when possible, strip development along major Town roads.
- To provide incentives aimed at minimizing the number of driveway cuts and other potential conflicts on the most important carriers.
- New or expanded retail development that will satisfy many of the personal service and daily shopping needs of Town residents and does not need a regional population for survival.
- Local regulations that are conducive to retaining existing businesses and attracting new ones. To establish regulations that will help achieve a high standard for site planning, lighting, signs, landscaping, and general appearance of commercial and industrial land use.

The Town of Waterloo's Comprehensive Plan also states that in Mixed Use areas, such as the area adjacent to Routes 5 & 20, that "effort should be made whenever possible to upgrade the physical appearance of this strip through landscaping, sign control, and similar measures. Random, uncoordinated growth in the past has created an overall visual character of substantial disorder and lack of planning. If this condition can be improved slowly over the next 10 or 15 years the Town will be the beneficiary."



Zoning

The four municipalities of the Towns and Villages of Seneca Falls and Waterloo have zoning ordinances. The zoning districts are largely commercial and lower density residential with some industrial zoning in the villages (see Map 3). The four municipalities of the Towns and Villages of Seneca Falls and Waterloo have sign ordinances within their zoning ordinances. In general they have guidelines for the Historic (where applicable), Residential, and Commercial and Manufacturing Districts. Billboards are prohibited in the Village of Seneca Falls, the residential districts in the Village of Waterloo and the Town of Seneca Falls. There are also General Regulations that give guidelines for the construction and maintenance, location, placement, and permitting of signs.

Local Waterfront Revitalization Program

There is a Local Waterfront Revitalization Program (LWRP) process underway for the Seneca Falls/Waterloo portion of Seneca County. It includes Cayuga Lake, Seneca Lake, and the Cayuga-Seneca Canal, as well as portions of each of the four municipalities, which are directly related to, or generally supportive of, regional efforts to protect natural and cultural resources and stimulate additional tourism and economic revitalization.

3. Land Use

In order to analyze the existing land use and conditions of the Corridor, the Genesee/Finger Lakes Regional Planning Council (G/FLRPC) implemented a systematic approach to complete a Parcel Inventory (see Parcel Inventory form in Appendix C). An inventory form was printed for each parcel in the corridor; these surveys included basic information contained in Real Property Services (RPS) database, as well as other desired information added by G/FLRPC and Thoma Associates. Next, the process of inventorying each parcel was completed. This was accomplished by first visually observing the parcels and filling out hardcopy surveys and finally, by taking digital photographs of each parcel. Two thousand, three hundred and eighty six parcels were surveyed in the corridor. With the hardcopy inventory forms completed, a database was created to store the information. The final result of this process is an inventory of all the parcels in the corridor in the form of a database that can be sorted by any desired characteristic. In addition, the database contains a unique identification number that corresponds to the number of the parcel's associated photograph(s), which provide a visual inventory to compliment the statistical information.

Based on the Parcel Inventory, Table 2-4, General Conditions of Parcels shows that over 53% of the parcels in the corridor are in excellent condition, over 32% of the parcels are in good condition, over 11% of the parcels are in fair condition, and just of 2% of the parcels are in poor condition. Table 2-6 describes the General Conditions rankings.

Table 2-4 Existing Conditions Inventory, General Condition of Parcels

Excellent		Good		Fair		Poor	
Number	% of Corridor	Number	% of Corridor	Number	% of Corridor	Number	% of Corridor
1061	53.61	650	32.85	223	11.27	45	2.27

Table 2-5 describes the General Condition of the Parcels by Land Use. It is notable that approximately 12% of the residential parcels are in the fair and poor condition range, while over 22% of the commercial parcels ranked in the fair and poor condition range.

Table 2-5 General Condition of Parcels (by Land Use)

	Agricultural	Residential	Commercial	Recreation & Entertainment	Community Service	Industrial	Public Services	Wild, Forested, Conservation Lands and Public Parks
Excellent	2	864	148	7	27	7	6	0
Good	3	509	120	4	8	6	0	0
Fair	0	154	66	1	0	1	1	0
Poor	1	32	10	1	0	1	0	0

Table 2-6 General Condition Explanation

Excellent	Building is well maintained and has no visible flaws or signs of deterioration
Good	Building has very few flaws and/or only minor signs of deterioration. Limited areas of faded or peeling paint; some masonry in need of repair; windows, doors, and roofing in generally good condition
Fair	Building has a number of obvious flaws and shows signs of deterioration. Paint is peeling, cracked, or faded; masonry is deteriorated; window, doors, and roofing in need of repair
Poor	Building has many flaws and a great deal of deterioration, including possible structural problems. Paint is badly peeling with bare or rotting wood. Masonry is cracked and in poor condition; windows and doors are broken, missing, or boarded over. Roofs are in an obvious and advanced state of deterioration

Notes: “General Condition of Parcel” was not recorded for vacant parcels or parcels for which the view was obstructed.
Total number of parcels for which general condition was recorded = 1,979.

Table 2-7 illustrates that the major type of repairs needed in the corridor is painting, followed by roofing, windows and doors, and foundation work.

2-7 Types of Repairs Needed

	Masonry	Roofing	Porch	Window / Doors	Painting	Siding	Foundation	Signage	Other
# of Parcels	18	227	97	167	543	82	103	39	3

As Table 2-8 illustrates there are 345 vacant lots (14%), 23 vacant buildings (less than 1%), and 1111 historic buildings (over 46%) in the corridor. This appears to represent a significant opportunity for positive corridor development.

2-8 Vacant / Historic Parcels

	Number	% of Corridor
Vacant Lots	345	14.46
Vacant Buildings	23	0.96
Historic Buildings	1111	46.56

Notes: Total number of parcels included in this parcel inventory = 2,386.
Buildings are considered historic for the purposes of our inventory, if they were built prior to 1952.
Year built information was collected from Real Property data provided by New York State Office of Real Property Services.

Tables 2-9 and 2-10 pertain to non-residential structure in the corridor. Table 2-9 indicates that over 33% of the parcels are non-residential (mostly commercial and industrial) and that there is an average of 3.46 storefronts for commercial parcels with multiple storefronts. Table 2-10 indicates that the majority of the non-residential multi-floor structures are two story buildings, followed by three and four story buildings.

Table 2-9 Non-Residential Structures

	Number	% of Corridor
Non-Residential	801	33.57

	Parcels with Multiple Storefronts	Storefronts per Parcel (parcels with multiple storefronts)
Storefronts	13	3.46

2-10 Multi-Floor Structures (Non-Residential)

	2 Floors	3 Floors	4 Floors
# of Parcels	33	26	3

4. Business Survey

The analysis of existing conditions also required a second inventory component, a survey of businesses in the corridor (see Business Survey form in Appendix D). Parcels with businesses were selected from the parcel inventory and a business database was created.

To account for parcels with multiple businesses a second identification field was added to retain a unique way to identify the businesses. Distribution of the business surveys was accomplished via mail. Along with the survey, a letter was drafted and sent with a brief description of the project. Reminder postcards were sent out as a follow-up to businesses that had not returned the surveys. With returns still very low, telephone calls were made to businesses with available contact information in an effort to encourage more responses. Overall, 57 of the 297, or 19.2 % of the surveys were returned completed (*Note - statistically valid studies require a minimum of 18 % participation, this survey achieves that threshold by a small margin). A small percentage of the others were returned by the post office indicating the address information was incorrect, therefore those businesses did not receive the surveys (in cases where the correct address could be determined, the surveys were resent). With the survey results gathered, the final step was to populate the database with the information from the hardcopy surveys, as was done with the parcel inventory database.

In general survey analysis (see Table 2-11) indicates the following:

- Average survey responses indicated respondents were generally satisfied. Responses averaged between three and four on a scale of one to five.
- Assistance provided by the County government ranked lowest followed closely by assistance from municipal government.
- High marks were given to police departments/sheriff, as well as the safety and security of the area.
- The Village and Town of Waterloo were less apt to be satisfied with existing conditions than Seneca Falls. This is likely to be due to the significant State and federal investments in the Village of Seneca Falls.
- The Village and Town of Waterloo were far more dissatisfied with the County Tourism Office than any other entity, indicating that a greater level of assistance in this area may be required.
- By a wide margin, local residents have the greatest impact on businesses, with canal users and the Outlet Mall having the least. This would seem to indicate that there is potential opportunity to increase the impact of those markets.
- Responses from "tourism" related businesses were commensurate with the overall business community, although impact from the canal and special events was much greater (it should be noted that "tourism" businesses had a low response rate).

Table 2-11 - Business Survey Results					
	V of Seneca	T of Seneca	V of	T of	
	Falls	Falls	Waterloo	Waterloo	TOTAL
Appearance of Buildings/Storefronts in Immediate Area:	3.57	3.71	2.80	3.27	3.20
Appearance/Condition of Public Amenities/Spaces In Immediate Area (such as sidewalks, lighting, street furniture, parking):	3.66	3.33	2.82	2.72	3.18
Cost of Renting Commercial Space:	3.55	3.00	3.54	3.00	3.25
Safety/Security of Your Area:	4.00	4.00	3.70	3.27	3.80
Mix Between Retail & Service/Office Businesses:	3.45	3.16	2.90	2.81	3.18
Please Rank the Cooperation/Assistance Provided by the Following:					
Municipal Government	2.90	3.83	3.29	2.80	3.10
County Government	3.10	3.50	3.10	3.10	3.07
Chamber of Commerce	3.36	3.60	3.35	3.10	3.30
Tourism Office	3.55	3.80	2.82	2.50	3.12
Business Association(s)	3.30	3.60	3.58	3.33	3.36
Police Department/Sheriff	4.30	4.00	4.47	3.50	4.00
Please Rank the Level of Impact the Following Have on Your Business:					
Local Residents	4.65	4.14	4.65	3.50	4.30
Visitors/Tourists	2.74	2.00	2.74	3.27	2.64
Canal Users	2.42	1.60	2.42	2.60	2.13
Finger Lakes Outlet Mall	1.80	2.10	1.80	2.40	2.19
Special Events	2.50	2.30	2.50	2.70	2.45
*Each item was ranked 1-5, with 1 being Poor and 5 being very good					

The objective questions on the Business Survey (see Table 2-11) show some corridor assets and opportunities. Based on the business owners filling out the survey the following items appear to be assets within the corridor:

- With the exception of the Village of Waterloo all business owners filling out the survey felt that the appearance of building/storefronts were in the good range.
- In general the business owners filling out the survey felt that the cost of renting commercial space was good.
- Safety/security of the area appears to be an asset
- Municipal government appears to rank better than average in all municipalities. The perception is that the Village of Seneca Falls and the Town of Waterloo needs improvement.
- County government
- Chamber of Commerce
- The County Tourism office appears to get higher marks in the Town and Village of Seneca Falls than in the Town and Village of Waterloo.
- Business associations
- In keeping with the high ranking of safety and security the police department/sheriff appears to be a real asset.
- The impact of local residents on local business ranked very high

Based on the owners filling out the survey the following items appear to be opportunities within the corridor:

- Both in the Village and Town of Waterloo business owners filling out the survey seemed to feel that there was room for improvement with the appearance of buildings/storefronts, the appearance/condition of public amenities, such as sidewalks, lighting, street furniture, and parking, in the immediate corridor area, and the mix between retail and service/office business.
- There appears to be an opportunity for improvement of municipal governments in both the Village of Seneca Falls and The Town of Waterloo
- There appears to be an opportunity for the County Tourism Office to provide enhanced services in the Town and Village of Waterloo.
- While the impact of local residents appears to be high on local business there appears to be a perceived opportunity to attract visitors, tourists and canal users, along with people from the Finger Lakes Outlet Mall and special events to area businesses.

The Business survey also asked two subjective questions. Respondents were asked to please list those factors that negatively impact your business, and they were asked to list any additional comments, ideas, or suggestions. All of the subjective responses are documented in Appendix D.

A summary of the subjective comments included the following:

- Parking
- Advertising and signage
- Conditions
- Municipal government

5. Tourism

The Seneca County Corridor of Routes 5 & 20 exemplifies a realistic connection between communities, history, and commerce. It unites the communities of Waterloo and Seneca Falls and expands its commerce that is shared by tourists, visitors, and residents.

A drive along this route will enhance interest in Women's Rights, the significance of Memorial Day, and the importance of the NYS Canal System and the development of the Cayuga-Seneca Canal. It is a good representation of area architecture and the beautiful homes of our founders. The corridor has quaint gift and antique shops. Conventional dining is available along with fast foods. Accommodations include charming B & Bs or hotels/motels.

III. STRATEGIES AND RECOMMENDATIONS

1. Market Trends and Opportunities

A number of national trends in tourism and travel provide opportunities for the Cayuga-Seneca Canal Corridor. These trends are:

1. An increase in “drive-in” markets rather than “fly-in” markets - Partly as a result of the September 11 terrorist attacks, more and more people are choosing to drive to their destinations rather than fly. Seneca County, while more than 45 minutes to the nearest commercial airport, is centrally located within a half-day’s driving distance of many upstate cities and hundreds of thousands of people. It is easily accessible from the New York State Thruway and a number of State and federal highways.
2. Trips closer home – This trend is obviously related to Number 1 above, as more people take driving vacations nearer to home. As aforementioned, Seneca County is within an easy half-day drive of hundreds of thousands of people, and within a day’s drive of larger markets such as New York, Montreal, and Toronto.
3. Shorter stays of one to three nights rather than a week or two – More and more households have two people working and, as schedules become busier and busier, the trend has been away from annual and semi-annual extended vacations to a larger number of weekend and long weekend vacations. While Seneca County has a number of interesting attractions, it does not generally have the “critical mass” of amenities and attractions that would likely attract longer stays of a week or more. The trend of more frequent but shorter stays is one that should benefit the County.
4. An increase in recreational/outdoor activities, water based or water related activities, and eco-tourism – Outdoor recreational activities such as hiking, biking, boating, etc. are growing in popularity as a more urban population wishes to “escape the city”. “Eco-tourism”, tourism based on the ecology and environment, is also a growing trend. The location of the Canal Corridor and its existing natural and man-made resources makes it well suited to capitalize on these trends. The planned development of the Cayuga-Seneca segment of the Erie Canal corridor trail will offer tremendous opportunity for bikers, hikers, and other outdoor enthusiasts. The Cayuga-Seneca Canal, in tandem with the two Finger Lakes it connects, offers world class water-based and water-related recreational opportunities. The Montezuma Wildlife refuge holds great potential for increased eco-tourism activity.
5. An aging U.S. population and an increase in the number of healthy, affluent, retired persons- Over the next decade, many “baby boomers” will be reaching retirement age. Many of these people will be retiring younger than ever before, have greater disposable incomes, and enjoy good health later in their years. Many of Seneca County’s and the Canal Corridor’s existing attractions such as wineries, the Women’s Rights National Historical Park, etc., tend to be geared to an older, more educated visitorship. This is in contrast to younger visitors with children who are more likely

to desire entertainment attractions such as theme parks, of which there is a lack of in Seneca County. Therefore, it can be anticipated that the County's market potential will increase in future years as the population continues to age. This population will provide significant growth opportunities for tourism-based economic development in Seneca County, and must be considered when identifying amenities, improvements and activities necessary to maximize the economic impact of the tourism industry on Seneca County and the Canal Corridor.

In addition to these national trends, the Canal Corridor has a number of other characteristics that provide tremendous opportunities for economic and tourism development. Over the past decade, New York State and the federal government has allocated significant resources to revitalize New York's Canal System and stimulate economic development. With significant effort and attention, the Cayuga-Seneca Canal has the potential to outpace other Canal communities in terms of economic and tourism development.

The Cayuga-Seneca Canal is the shortest Canal on the system. While this may be seen as a detriment, it can benefit the County. Other communities must market a specific destination point or section of the Canal. Seneca County has the opportunity to market the entire Cayuga-Seneca Canal experience since it is located wholly within its borders. The limited number of municipalities along the canal (five) also allows for greater coordination and cooperation in marketing and development efforts. The Canal is located in one of New York's premier tourism regions, the Finger Lakes, and connects the two largest lakes, Seneca and Cayuga. It also has a number of well-known attractions, including the National Women's Hall of Fame, the Women's Rights National Historical Park, the Cayuga and Seneca wine trails and others. The National Historical Park is the only National Park on New York's Canal System. The United States Congress recently designated the New York's Canal System as a National Heritage Corridor under the auspices of the National Park system. The presence of a National Park on the Cayuga-Seneca Canal places the County at an advantage in reaping the benefits of the National Heritage Corridor designation.

2. New Business Opportunities

Based on review of demographic data, market trends, surveys, and interviews with business leaders, the following have been identified as potential business opportunities in the Canal Corridor:

- **Bed and Breakfasts** – The Corridor is well served by larger chain hotels, but the visitor profile for the area shows a greater need for a more unique accommodations experience. The many large, older homes in the Villages of Seneca Falls and Waterloo provide excellent opportunities for such a use. Locations on or near the waterfront, near the downtown, and in walking distance to shops and services are preferable.

- Small Inn(s) – Similar to Bed and Breakfasts above, but on a larger scale of perhaps 15 to 20 rooms. A more full-service, unique dining facility and perhaps facilities for small meetings are preferred. It is likely the market could support more than one such inn, depending on their size, location, and amenities. They will likely need to be new construction and will need a lot size of several acres, although the re-use of existing historic buildings should not be ruled out. Any inn should be located on, or very near, the waterfront, preferably with boater access. The former DOT site in Waterloo and vacant woodlands off Seneca Street near C&S Locks 2 and 3 are potential locations for such inns.
- Spa facilities – Such facilities, whether for day or overnight/extended visits are growing in popularity. The success of the luxury Mirabeau Inn in nearby Skaneateles is testament to this trend. While a luxury spa like the Mirabeau may not be appropriate for the Canal Corridor, spa facilities, whether stand-alone or perhaps in tandem with an Inn above, would represent a market opportunity for the corridor.
- Family oriented activities – While families with children are not the primary market for the area, additional smaller scale family attractions would round out the amenities available in the corridor. Such facilities, including a movie theater, miniature golf, arcades, etc., may be most appropriate away from the downtown and waterfront areas.
- Antique Stores – The Canal Corridor already has a number of quality antique stores. This type of business tends to do better when there is a greater concentration of stores in the vicinity. Furthermore, the visitor profile that Seneca County is likely to attract is one that would also be interested in antiques. The creation of an “antique corridor” along Route 5 and 20 would be a strong marketing tool that would attract visitors. The success of the nearby Antique Mall on Route 318 is testament to the attraction of antiques. Such establishments would be suitable for both the first and upper floors of downtown buildings, historic residential structures, and other buildings along the highway.
- Canoe/Kayak/Paddle boat rentals – While some canoe/kayak rentals were available on the canal in 2002, additional rental locations are needed. It is important to provide land-based visitors with opportunities to access water-based activities.
- Bicycle Rentals/Bicycle repair/equipment – The planned completion of the Cayuga-Seneca segment of the Erie Canal Corridor Trail will provide opportunities for biking-related businesses. The availability of rentals will provide another activity and mode of transportation for visitors. The availability of repairs and equipment will assist in drawing cyclists off of the main trail since cyclist will plan their trips around the availability of biking-related goods and services. It will also give the County an edge in marketing the Corridor to bicycle tours.
- Canal Harbor vendors (quick food, gifts, supplies, etc.) – The Seneca Falls Canal Harbor is a tremendous asset to the Village of Seneca Falls and the entire Canal Corridor. The impact of this facility should be maximized. Currently, there is little

for land-based visitors to do other than visit the harbor to see the canal. Greater activity should be encouraged. Open-air and kiosk type businesses should be considered in addition to businesses operating out of the rear of downtown buildings.

- Charters (fishing/tour) – A tour boat currently operates out of Seneca Falls, and this business should be provided support until a strong market is established. Additional charter opportunities for fishing and tours should be encouraged. These may operate out of existing marinas, although use of the Seneca Falls Canal Harbor and the Oak Island Canal Port in Waterloo should be encouraged.
- Laundry – There are no public laundry facilities that are located in close proximity to the Canal. In order for the Corridor to capitalize on the greater visibility of New York’s Canal System, basic needs must be provided to travelers. A laundry facility located adjacent or near to the Seneca Falls waterfront could benefit from Canal traffic. If private enterprise cannot be enticed to create this service, local government could consider providing it in tandem with public restrooms, creating a potential source of revenue to support public waterside amenities.
- Tent camping – As the Erie Canal Corridor is built in Seneca County and across the State, hiking and biking use will increase. This population will be looking for acceptable places to camp that have at least basic facilities. Sites are available at both Cayuga and Seneca Lakes, but providing camping opportunities within a short distance of the downtown areas will help to maximize the economic impact of this visitor profile. These tent campsites do not need to be large, perhaps only five to ten sites. They should have access to potable water and restroom facilities, but could remain relatively primitive. The western end of Oak Island, and Big Island just east of Lock 4 are potential sites for camping areas.
- Wine store dedicated to New York wines – The Finger Lakes Wine industry has grown significantly in recent years, and appears poised to continue this growth. The Canal Corridor can serve as a link between the two major regional wine trails, the Cayuga Wine Trail and the Seneca Wine Trail. Business opportunities to capitalize on this market should be encouraged. A first-class retail wine store focusing on Seneca County and Finger Lakes wines is one such opportunity. This could be a stand-alone business or an offshoot of an existing liquor store. Such businesses will also increase the visibility of the region’s wine industry to people visiting the Canal Corridor for its historical attractions, prompting return visits. The vacant Evans-Chemetics office building in Waterloo is one possible location for such a wine store.
- Quality “tourist” retail – There are very few retail businesses that cater to the existing tourist base in the corridor. “Tacky” tourist related businesses such as T-shirt shops are not appropriate, but books, high quality gifts and souvenirs, local crafts, unique home furnishings, etc., have potential to serve both the local and visitor population.

3. Other Activities

In order to capitalize on the opportunities the following tourism/economic development activities should be undertaken to stimulate economic development/recreation opportunities in the Canal Corridor.

- “Brand” the Canal Corridor – The Cayuga-Seneca Canal communities need to begin to consider themselves as a unified whole rather than individual destinations. The completion of this report and the development of a Local Waterfront Revitalization Program are good first starts for this transition. To further this, efforts need to be made to market the “Canal Corridor” rather “Seneca Falls” or “Waterloo”. A unified marketing theme should be created with a Cayuga-Seneca Canal logo and slogan. A “graphic vocabulary” should be established so that all Corridor related materials have similar colors, lettering styles, and graphic detailing. These should be included in printed marketing materials, websites, signage, etc. to reinforce the image of a Canal Corridor. Individual businesses, organizations and attractions should include the Canal Corridor logo in their marketing efforts. Cortland County has been successful in developing high-quality materials that effectively “branded” the Tioughnioga River with a logo, slogan, and uniform graphic presentation.
- Develop a Canal Corridor map/brochure with services, and businesses identified – In tandem with the way-finding signage, a simple, well-designed map of the Canal Corridor should be developed with major attractions/services identified. These maps should also utilize the Canal logo and graphic vocabulary detailed above. A Canal Corridor brochure should also be developed that highlights the important assets of the Canal Corridor. It may be possible to create a single piece that encompasses both a map and brochure. The maps developed as brochures for the Wine Trails, and the map developed by the Champlain Valley Heritage Network, are two models for a Canal Corridor Map.
- Develop Canal Corridor Website – A single website for the Cayuga-Seneca Canal should be established. As more and more people plan vacations on the internet, the ability of Seneca County to market the entire Cayuga-Seneca Canal at one location will place it at an advantage over other locations in the Canal System. The page should include all available information regarding the Canal Corridor, including historical attractions, recreational opportunities, boater services such as marinas, pump-out facilities, overnight and transient docking, etc. This site could be a page of the existing tourism website, but at a minimum the two sites should have a clear link and not be repetitive. Links for other services, attractions, and businesses, should be included. Efforts should also be made to assure that links to the Corridor website are included in State and regional sites, such as “nycanal.com”, “tourney.com”, and “roundthebend.com”.
- Establish a coordinated directional or “way-finding” signage program for the Corridor – The vast majority of visitors to the Corridor are driving their own vehicles. A simple, unified, easy to follow signage system, incorporating the graphic vocabulary

discussed above, should be established throughout the Corridor to assist auto, pedestrian, and bike travelers to easily locate attractions and services. The grape logo and name signage used for the Wine Trails are a good example of a simple way-finding system. The system may also include more detailed historic information at certain sites, such as those developed by the Champlain Valley Heritage Network in Essex County. In addition to land-based visitors, the way-finding system must also address boaters disembarking at the Seneca Falls Canal Harbor and the Waterloo Oak Island Canal Port, as well as other sites along the Canal.

- Expand Canal festivals to include the entire Canal and establish fall and/or winter event - Efforts should be made to host events on a Canal-wide basis rather than in a single municipality. There should be at least one Canal event that includes the entire Corridor, with activities from Montezuma to Waterloo. Events can be a major source of revenue for local businesses, and the larger the event, the greater the draw. It may be possible to merge, either wholly or partially, two existing events to increase the impact of both. Efforts should also be made to establish a Fall and a Winter event, since these are typically slower times of the year for business.
- Construct/expand informational kiosk at Outlet Mall, and truck stop – The Outlet Mall north of Waterloo and the planned new truck stop provide tremendous opportunities to capture additional visitors and their spending dollars. It cannot be assumed that visitors to the Outlet Mall are at all aware of the existence of the Canal and other attractions available nearby. The assets of the Canal Corridor must be marketed directly to these patrons. Well-designed information kiosks should be installed at both locations and have information on the Corridor available. The establishment of a shuttle bus/trolley type of transportation between the Corridor and the Mall should be investigated.
- Develop needed public facilities – In many areas, necessary public facilities are not available or are in need of expansion. These include restroom and public showers in both Waterloo and Seneca Falls; additional transient/overnight docking with electric at Oak Island; additional transient/overnight docking at Seneca Falls Canal Harbor; and construction of the Cayuga-Seneca segment of the Erie Canal Corridor Trail.
- Upgrade Waterloo museums and increase attendance - The Canal Corridor is fortunate to have several world-class museums, and a number of local historical attractions. The Memorial Day Museum and the Terwilliger Museum in Waterloo are two of these. Bringing these two institutions “to the next level” in terms of interpretation, exhibits, etc., will draw more visitors from Seneca Falls to Waterloo, increasing the length of visitors’ stays and their economic impact.
- Change “industrial” zoning of former DOT site in Waterloo – The former DOT site in Waterloo is a very important site in terms of future waterfront development efforts. The current industrial zoning allows for many uses that may no longer be appropriate for the site or beneficial to the Village. A more restrictive zoning designation of that site will assist the Village in assuring that appropriate development occurs.

- Institute Rt. 5&20 streetscape improvements – The quality of the streetscape along Route 5&20 varies greatly in quality. Low-end sprawl development outside Village limits and detracts from the quality of the downtown areas and give a poor impression of the Corridor. The wide expanse of asphalt running through the Village of Waterloo also tends to be unsightly and hinders pedestrian access. The Village of Waterloo has completed conceptual designs for a streetscape improvement project and is working to implement it. Streetscape improvement efforts should be undertaken throughout the rest of the Corridor, with the exception of the Village of Seneca Falls, which, for the most part, is in good condition. Efforts should be made to unify the streetscapes outside of the Villages, which in part can be accomplished through implementation of development standards as detailed elsewhere.
- Institute façade improvement programs in downtown areas – Both the Village of Waterloo and Village of Seneca Falls could benefit from façade improvements to downtown buildings. Such improvements should be in keeping with the historic character of the respective downtowns.
- Adopt and implement the LWRP – A Local Waterfront Revitalization Program is being prepared for the Canal Corridor. Once adopted, the Program will guide local and State actions and open up potential sources of funding for Canal Communities. The LWPR should be completed and adopted by all affected municipalities.

The above detailed activities may be undertaken individually or jointly by the new Canal Corridor “Main Street” organization, individual municipalities, Seneca County, or other private organizations. It is important, however, that those activities affecting the entire Corridor be coordinated. For instance, instituting a way-finding signage program in only one community would be counter-productive to the goals of the overall effort. All of these activities should be tailored to changing conditions, community priorities, or existing or on-going efforts.

4. Development Standards and Management Tools

In order to create a cohesive and appealing character to the Route 5 and 20 Corridor, enactment of Development Standards for the corridor is recommended.

Development/Design Standards provide a community with the resources and tools necessary to control and shape its character and ensure that development occurs in accordance with community priorities. The incorporation of development and design standards into local zoning and land-use regulations can assist a community in preserving important resources, achieving the goals of comprehensive planning, improving the local quality of life, and creating or enhancing a positive image for the community. Such standards are not intended to limit or prohibit development, but to ensure that development occurs according to the community’s goals and values, improving the community rather than detracting from it. Development/design standards, in their many

forms, have become far more common in recent years, and their use has been upheld by the courts.

Design guidelines are a set of written and/or graphic standards intended to preserve or improve a community's character through its architecture, landscapes and streetscapes. The guidelines express what a community wants and expects in terms of new development. They integrate closely with existing zoning and site plan regulations although they vary in regard to the level of control they exert. They set forth standards for such things as site layout, building design, landscaping, parking, etc. For example, guidelines may set forth requirements for uniform setbacks, landscaped medians between roadways and parking, visual screening and buffering, building location, lighting, and the size, location, and design of curbing and sidewalks. Building design requirements may include guidance on such things building scale, proportion, and size; architectural style and detailing; materials; color; etc. Written design guidelines are usually supplemented with pictures, drawings and/or illustrations to more clearly convey a community's intentions.

Development/Design Guidelines may be adopted and applied through local ordinance in each municipality, or as non-binding recommendations. Regardless of the method, in all effective design guidelines, the review process is clearly defined; design objectives are clearly stated and supported with specific review criteria; vague language is avoided; and, illustrations are used where appropriate. It is important that these guidelines be consistent across the Corridor, that they be developed with significant public comment, and that they be implemented in a fair and consistent manner.

There are various tools that may be used to implement development guidelines. These include zoning, which regulates the location, type, and intensity of land use; overlay zoning, which applies a common set of standards to a designated area that may cut across several conventional districts; and special use permits, which examine the compatibility of the proposed use with neighboring uses and zoning regulations. Sign guidelines and historic preservation ordinances are other tools a community may employ as part of development guidelines. Development guidelines would generally require review of all new buildings constructed, new signs installed, and projects that require site plan review.

In the case of Seneca County, development guidelines can be used in the Canal Corridor to promote cohesiveness in the built landscape and improve the visual character of the Corridor. Different requirements/guidelines would need to be developed for the Central Business Districts and the outlying "sprawl" areas of Route 5 and 20. These outlying areas could particularly benefit from implementation of development guidelines since, unlike the village centers, there is ample opportunity for new development to occur. Such new development could significantly degrade the character of these areas, or significantly improve them. Standards can be applied to both residential and commercial development, but, in the case of the Canal Corridor, controls would most likely be limited to non-residential properties, with the exception of mobile home parks and perhaps large subdivisions.

5. Organizational Setup

In order for positive and proactive change to occur, and for the strategies and recommendations of this and other plans to be implemented, a framework for implementation must be established. There are a number of organizational models that could be utilized for the Cayuga-Seneca Canal Corridor, ranging from a loose affiliation or network of existing groups or organizations to a highly structured, incorporated, non-profit organization.

Due to the wide range of issues facing the Canal Corridor, it is recommended that revitalization activities for the Corridor be modeled after the National Trust for Historic Preservation's successful "Main Street Program". This program was developed as a framework for downtown revitalization and has been implemented successfully in communities across the country. While the Canal Corridor is not a traditional "Main Street" or "downtown", Route 5 and 20 and the Cayuga-Seneca Canal is symbolically the Main Street of Seneca County. The Corridor also includes the business districts of Seneca Falls and Waterloo, the two largest commercial districts in the County. The organizational framework espoused by the Main Street Program can easily be tailored for a Corridor-wide revitalization organization.

Many resources are available regarding the establishment and operation of a Main Street Program. One of the most comprehensive and concise is the National Trust for Historic Preservation's publication Revitalizing Downtown – The Professional's Guide to the Main Street Approach. This publication should be purchased as a guide for the Organizational Committee detailed below. The following is an excerpt from the introduction to Revitalizing Downtown that provides a good overview of the Main Street Approach to revitalization:

The Main Street approach to downtown revitalization is based on four points:

- **Design** involves improving the downtown's image by enhancing its physical appearance – not just the appearance of buildings, but also that of streetlights, window displays, parking areas, signs, sidewalks, promotional materials and all other elements that convey a visual message about the downtown and what it has to offer.
- **Organization** means building consensus and cooperation among the groups that play roles in the downtown. Many individuals and organizations in the community have a stake in the economic viability of the downtown, including:
 - Bankers
 - Property owners
 - City and county officials
 - Merchants
 - Downtown residents
 - Professionals
 - Chamber of Commerce representatives

- Local industries
 - Civic groups
 - Historical societies
 - Schools
 - Consumers
 - Real estate agents
 - Local media
- **Promotion** involves marketing the downtown's unique characteristics to shoppers, investors, new businesses, tourists and others. Effective promotion creates a positive image of the downtown through retail promotional activity, special events and ongoing programs to build positive perceptions of the district.
 - **Economic Restructuring** means strengthening the existing economic base of the downtown while diversifying it. Economic Restructuring activities include helping existing downtown businesses expand, recruiting new businesses to provide a balanced mix, converting unused space into productive property and sharpening the competitiveness of downtown merchants. By strengthening the downtown's economy, communities are able to support the ongoing use of historic commercial buildings, preserving unique community assets.

The key to the success of the Main Street approach is its comprehensive nature. By carefully integrating all four areas into a practical downtown management strategy, the Main Street approach produces fundamental changes in the downtown's economic base, making it economically feasible to put historic commercial buildings to productive use again.

The Main Street approach also relies on eight principles:

1. **The Main Street approach is a comprehensive approach to downtown revitalization.** Unlike many downtown revitalization strategies that have been tried in the past, the Main Street approach is comprehensive, addressing all the areas in which action must take place. Only one aspect of revitalization – design – has been addressed by most downtown programs, such as those which covered entire blocks of downtown building facades with aluminum slipcovers, adopted false historic themes and applied them artificially to the fronts of buildings or demolished portions of the downtown in hopes of attracting a developer to build something new. Design improvements alone will not bring about meaningful change; effective marketing, a strong organizational base and solid economic development strategies are all necessary to reverse the cycle of decay from which many downtowns suffer and to sustain preservation activity.
2. **The Main Street approach relies on quality.** Downtown architecture tells the history of the community. Traditional commercial buildings reflect the pride past generations felt for their communities. These buildings embody quality in construction, craft and style that cannot be replicated today – and which no

shopping center can really imitate. The quality inherent in its commercial architecture and in the services offered by its businesses make the downtown unique in the marketplace and give it many marketing advantages. The projects undertaken by the local Main Street program should reflect this high level of quality to reinforce the downtown's special characteristics.

3. ***A public-private partnership is needed to make meaningful, long-term downtown revitalization possible.*** To make a downtown revitalization program successful, both public and private entities must be involved, as neither can bring about change alone. Each sector has unique skills and particular areas in which it works most effectively; combining the talents of both groups brings together all the skills necessary for revitalization to occur in a unified program.
4. ***The Main Street program involves changing attitudes.*** The Main Street program involves changing attitudes. The economic changes experienced by downtown commercial areas in recent decades have made shoppers and investors skeptical about the downtown's ability to regain economic viability. Because of its physical decay, many people have forgotten how important the downtown's historic commercial buildings are to shaping the community's identity and explaining its unique history. Changing people's attitudes – demonstrating that positive change is taking place downtown – is central to a successful downtown revitalization program.
5. ***The Main Street program focuses on existing assets.*** Each community is unique, and each downtown has special characteristics that set it apart from all others. By creating a strong revitalization effort based on the downtown's unique heritage, each local Main Street program creates an organizational structure that builds on its own specific opportunities. In this way, the Main Street program is adaptable.
6. ***Main Street is a self-help program.*** Without the will to succeed and the desire to work hard to create change, no downtown revitalization program will succeed. Grant programs can help fund pieces of the work plan and consultants can provide guidance, but without local initiative, the Main Street approach will not work.
7. ***The Main Street approach is incremental in nature.*** Downtown commercial areas did not lose their economic strength overnight; it happened over a period of years, with a number of small declines gradually leading to a severe downward spiral. Improvement must be gradual, too.

Cataclysmic changes, like those brought about by the urban renewal's large-scale land clearance programs and massive infusions of funds to build pedestrian malls, have rarely created long-term downtown economic growth.

The Main Street approach relies on a series of small improvements that begin to change public attitudes about the downtown, making the area's investment climate more favorable. Gradually, the small changes build to larger ones as the

local revitalization organization gains strength and becomes efficient in mobilizing resources for downtown revival.

8. ***The Main Street Program is implementation oriented.*** By identifying and prioritizing the major issues that downtown must confront, revitalization organizations can develop work programs that break down the large issues into smaller tasks. Then, by developing a strong network of volunteer support, Main Street programs can build organizational structures capable of achieving the quantifiable tasks mapped out in the work plans.

While obviously many of the issues facing the Cayuga-Seneca Canal Corridor differ from those faced by traditional downtowns, the organizational setup and the principles espoused in the Main Street approach remain valid for the corridor.

The recommended organizational structure for a Canal Corridor Revitalization Committee is as follows:

- A “Parent” Board with four primary committees and additional subcommittees as needed. Board and committee membership should include primarily local business people, as well as representatives from local and County government, and non-profit organizations. In order to succeed in transitioning from a focus on individual communities to a corridor-wide emphasis, care should be taken to ensure that Board and primary committee membership equally represents each community in the corridor. If desired, separate committees or subcommittees could be established for each community. Although this option is not recommended, if implemented, these committees will, at a minimum, need to be coordinated on a corridor-wide basis. It is of utmost importance that this Revitalization Committee neither be, nor be perceived as, just another organization in addition to existing ones. The Revitalization Committee must establish a framework that enables and supports the coordination or existing organizations, groups, and activities under one umbrella. Careful consideration must be provided as to how existing business associations in Waterloo and Seneca Falls are incorporated into/coordinated with the larger Revitalization Committee. These two existing organizations are important to this effort, but a certain level of autonomy will need to be retained.
- The four primary committees of the Revitalization Committee are:
 - 1) Design - This committee would focus on the physical appearance of the Corridor, including streetscape and possible façade improvements, community facilities development, and other improvements designed to enhance the character of the Corridor and create a “sense of place”. The Committee may also take an advisory role to local planning boards for development projects occurring in the Corridor.
 - 2) Promotion and Marketing - This committee would be responsible for organizing, developing, and implementing joint marketing campaigns and promotions for the

Corridor. Such efforts might include website development, marketing materials, way-finding programs, etc.

- 3) Events - The role of this committee would be development and promotion of special events designed to attract people to the area, thus encouraging business activity in the Corridor. This may include the expansion of existing community events or the development and promotion of new events. This committee would not necessarily take over responsibility for organizing local events, but smaller events may be folded into the organization as subcommittees.
- 4) Economic Restructuring/Business Recruitment – This committee would work closely with existing efforts of the County and Chamber of Commerce, and not duplicate them. It would focus on not only recruiting new business to the area, but in working with existing Corridor businesses to expand or offer new services that are lacking in the corridor.

These four committees will likely encompass a number of sub-committees to address specific issues or geographic locations. For example, the Cayuga-Seneca Trail Committee that is working on the development of the Cayuga-Seneca segment of the Erie Canal Corridor Trail might become a sub-committee of the Design Committee, or the organizing committee for Waterloo's Real Christmas may be a sub-committee of the Events Committee. This avoids duplication of efforts and protects the autonomy of existing groups while assuring coordination throughout the Corridor.

- Appropriate paid staffing is vital to the success of the revitalization effort. It is recommended that the Revitalization Committee be staffed by a paid County employee working under Economic Development/Tourism Department. This employee will be responsible for coordinating and administering the Revitalization Committee, assisting in implementing Revitalization Committee activities, and will serve as a "Main Street Manager" for both the Seneca Falls and Waterloo Business Associations. The amount of staff time devoted to the Business Associations should be equal, and should be clearly outlined in advance.
- Create a "Canal Corridor Overlay District" in local zoning regulations. The District will be the geographic area that is the concentration of Revitalization Committee activities and the area that is the focus of any future development/design guidelines. The Canal Corridor Overlay District will need to be implemented separately in each municipality through local laws, requiring a significant amount of inter-municipal cooperation and commitment.

In order to begin the process of establishing a Main Street-type program for the Cayuga-Seneca Canal, an initial organizing committee should be created. It will be the responsibility of this organizing committee to become educated on the concept of the Main Street program, and to subsequently educate business and organization leaders on the Main Street program and the Canal Corridor Revitalization effort. They will work to

organize and form the Canal Corridor Revitalization Committee, and, in tandem with the County and Corridor municipalities, will be responsible for identifying and securing seed funding. The Organizing Committee should:

- 1) have equal representation from each municipality;
- 2) not be over-represented by local or County government; and
- 3) have approximately ten members, but in no case more than 20 members

The recommended makeup for the organization is as follows:

- Business:
Waterloo Business Association
Seneca Falls Business Association
One additional Business and/or commercial property owner from each of the five Corridor municipalities
- Other:
Seneca County Chamber of Commerce
Seneca County Tourism
Seneca County Economic Development Director
- One representative from each Corridor municipality should also be included as ex-officio members
- Representatives from other groups/constituencies may be included if determined necessary, but total membership should not exceed twenty persons. A smaller committee will be more effective.

The existing Study Task Force should assume the responsibility of forming the committee. The Organizing Committee chairperson should not be a government official. Incidental clerical support should be provided by the Seneca County Economic Development and Planning Office. Technical assistance may be available to the Organizing Committee through the Genesee/Finger Lakes Regional Planning Council or Cornell University's Community and Rural Development Institute (CaRDI) as detailed below.

6. Guidelines for Cooperative Development and Design Review

It is recommended that development standards be implemented throughout the Canal Corridor through the use of a Canal Corridor Overlay District, and changes to existing zoning, site-plan review, and signage ordinances so as to maximize the compatibility of the various regulations. Due to New York State's Home Rule legislation, each municipality will need to implement the Overlay District and any development standards individually, which will require a significant amount of inter-municipal cooperation.

The Design Committee of the Canal Corridor Revitalization Committee should take the lead role in creating draft development/design standards for the Corridor. It may be necessary and desirable to hire an outside consultant(s) to assist in this process. Local municipal planning boards should also be involved, and community input is essential. The development guidelines should apply to non-residential properties (with the exception of planned new housing developments and mobile home parks) within the Canal Corridor Overlay District detailed above. Again, once draft guidelines are developed, each local municipality will need to adopt them individually.

Upon adoption, the Canal Corridor Design Committee should function as an advisory board with respect to projects undertaken within the Overlay District. Projects within the Corridor would be required to obtain a review and comments from the Design Committee as part of the normal permitting process. These comments, while not binding, should be taken into account in local/County approvals and permit decisions. The Design Committee should establish an expedited/streamlined review process to ensure that the requirement for an advisory review of projects within the Overlay District is not burdensome. Guidelines similar to those established for County review by General Municipal Law §239(l) and (m).

7. Sign Ordinance

Sign ordinances are an important tool that municipalities have to regulate all manner of signs in order to reduce visual clutter and promote the general attractiveness of the community. In order to avoid litigation, particularly over issues of free speech, the ordinances must be “content neutral” that is, regulating the signage regardless of what message is conveyed on the signs.

While the Towns of Seneca Falls and Waterloo and the Villages of Seneca Falls and Waterloo currently have sign ordinances, generally as part of their zoning, it is advisable to update and expand those ordinances. The existing ordinances are short and sometimes vague. Signs come in many forms and can raise many issues; it is important to anticipate as much as possible the sorts of issues that could occur. A strong and comprehensive sign ordinance will assist in the long-term welfare of the Canal Corridor by ensuring a measure of visual cohesiveness that enhances the historic nature of the communities.

A sign ordinance will also help in the “re-branding” of ‘Main Street Seneca County’ by assisting in the establishment of a unified visual theme. Signs are one of the first things visitors to a community see, and it is important to establish a clear, attractive, positive impression early on. In addition, an up to date sign ordinance can assist in the enhancement and marketing of businesses in traditional main street areas of the villages. By establishing a Sign Review Board, it can allow flexibility for certain historic types of signs and other signs appropriate for a pedestrian oriented environment that may not be appropriate in a more suburban, or auto oriented, business environment.

Finally, given the goal to create a unified image or brand throughout the Canal Corridor, it might be advisable for the four municipalities to form a single Sign Review Board. Not only would this be a positive example of intermunicipal cooperation, it would further enhance the unity and clarity of the corridor's image.

A model sign ordinance developed for the municipalities along 'Main Street Seneca County', is included in Appendix E.

8. Resources

The creation and implementation of a Main Street type program for the Canal Corridor will require that both technical and financial assistance be available. Since neither the technical or financial resources are available through Seneca County or the individual Corridor municipalities, outside assistance will need to be sought. Following are potential sources of such assistance:

- **Genesee/Finger Lakes Regional Planning Council (GLFRPC)** – the GLFRPC represents nine counties in the region. Their primary functions include local, regional, and water resources planning; regional economic development; strategic planning; program and grant development; surveys and data; technology; and a resource center. The G/FLRPC has expertise with Main Street Revitalization and the Main Street Program, and could be a source of technical assistance in organizing the revitalization effort.
- **Cornell Community and Rural Development Institute (CaRDI)** – CaRDI works to strengthen and support New York's local communities and citizens. They serve as a point of entry to Cornell University's resources and expertise in community development and local government, and provides outreach to community leaders, educators, elected officials and citizens. They are currently a "host" site for the New York Main Street Alliance. They can provide presentations and information on Main Street revitalization, community mobilization, trade analysis, and other related issues. CaRDI staff may be a valuable resource early in the organizational development process.
- **New York State Department of State** – The Department of State has already invested resources in the completion of this document and in the Local Waterfront Revitalization Program (LWRP). Additional financial support to assist in implementing the concepts of these plans may be available, particularly if the LWRP is adopted upon completion.
- **Legislative Member Items** – Local, State and federal representatives often have the opportunity to include special budgeted items in State and federal budgets. These local representatives are a potential source for organizational or project specific funding. A member item may provide seed money to implement and operate a program for the first year or two.

- **Local Sources** – Although local municipal budgets are tight, Canal Corridor governments must be committed to this endeavor if it is to succeed. Local businesses and business associations must also be willing to commit time and funding. The impact of limited funding can be magnified by pooling local resources. For example, this report recommends that a “Main Street Manager” position to be created for the Canal Corridor. While the position is proposed to be a County employee working out of the Seneca County Economic Development Office, it is unlikely that the County will have the resources to fund this position on its own. Assuming a salary of \$25,000 to \$30,000, the cost for this staff person will range from \$32,000 to \$40,000. Assuming a \$40,000 cost, the position could be funded locally as follows:

Seneca County		\$11,000
Business Associations	2 @ \$1,000	2,000
Villages	2 @ \$6,000	12,000
Towns	3 @ \$5,000	15,000

Other funding sources, including Empire State Development, the Small Cities Community Development Block Grant Program, the Main Street New York Program, and others may provide project specific support.

In order for the successful development of a Canal Corridor Main Street Program, a number of sources will likely need to be coordinated. Initially, seed money should be sought to begin the process of forming an organization, creating marketing materials, etc. Two hundred thousand dollars (\$200,000) over a two to three year period would place the revitalization program on solid footing, with ongoing support provided by local municipalities after that time.

Appendix A
Technical Committee

**Canal Corridor Economic & Market Analysis
Committee Meeting**

AGENDA

November 4, 2002

Background and purpose of study (David Zorn, G/FLRPC)

Parcel Inventory and Business Survey (Kevin Beers, G/FLRPC)

Preliminary Review of Parcel Inventory and Business Survey (Rich Cunningham, Thoma Associates)

Analysis & Recommendations Process (Rich Cunningham, Thoma Associates)

Input from Group

- Purpose of study

- Parcel inventory

- Business inventory

- Street/highway and infrastructure access, needs and plans

- Recreation and trail opportunities

- Market trends at regional, local and state levels and suitability for local businesses

Next actions (Thoma Associates and G/FLRPC)

**Canal Corridor Economic & Market Analysis
Committee Meeting**

MEETING MINUTES

November 4, 2002

1. Background and purpose of study (see Attached)
2. Parcel Inventory and Business Survey (see Attached)
3. Preliminary Review of Parcel Inventory and Business Survey (see Attached)
4. Analysis & Recommendations Process
 - Establish signage standards
 - Develop joint marketing effort
 - Intermunicipal cooperation
5. Input from Group
 - Need to lure people from Outlet Mall to Waterloo and Seneca Falls
 - Signage
 - Public transportation
 - Kiosk
 - Transport from Canal
 - Need signage at marinas with businesses
 - What type of format would implementation take
 - SHPO surveys of Seneca Falls and Waterloo
 - Business Survey
 - Need to have tourism businesses broken out separately
 - Town of Waterloo needs more access to canal
 - Improvement of tourism office in Waterloo
 - Canal users - marinas (4), campground (Hidden Harbor)
 - Businesses on canal
 - Analysis and Recommendations
 - Market trends
 - Whitehall
 - Visitation numbers
 - Signage
 - Identify gaps in tourism market and compare with other communities
 - Draft of gap areas
 - Suitable local businesses
 - Key stakeholders
 - Seneca Falls Downtown Revitalization Committee
 - Bed & Breakfasts
 - Seneca County Travel Guide
 - Stivers Marina
 - DiSio Rentals
 - Antiques
 - Barry's Bait Shop - Fishing Derbies
 - Recreation and trails - T21
 - Street highway
 - Water taxi
 - Hiking trail - Seneca Falls

**Canal Corridor Economic & Market Analysis
Committee Meeting**

AGENDA
December 3, 2002

Introductions

Input from Group:

- Street & Highway Infrastructure Access Issues (David Zorn, G/FLRPC)
- Input on Recreation & Trail Opportunities (Kevin Beers, G/FLRPC)

Review Items:

- Market Trends & Opportunities (Rich Cunningham, Thoma Associates)
- New Business Opportunities (Rich Cunningham, Thoma Associates)
- Other Activities (Rich Cunningham, Thoma Associates)
- Proposed Organizational Setup (Rich Cunningham, Thoma Associates)

Next Steps (Thoma Associates and G/FLRPC)

**Canal Corridor Economic & Market Analysis
Committee Meeting**

Minutes

December 3, 2002

1. Street & Highway Infrastructure Access Issues
 - NYSDOT
 - Redesign and rebuild Cayuga Street
 - Resurface Fall Street
 - Bridges to the south on Route 96
 - Possible street lights
 - Locust Street Bridge (check on status)
 - Will have enough money if turned into a walking bridge
2. Input on Recreation & Trail Opportunities (Kevin Beers, G/FLRPC)
 - T21 - \$25,000 for sidewalk, median and tree improvements
 - T21 - Trails
 - Oak Island to Village of Waterloo
 - Erie Canal Corridor Trail
 - South side of canal
 - Village of Waterloo to Geneva
 - Owners issue - railroad ROW (NYSEG)
 - Dave Dupree is on committee
 - Trail - Bridge Street to Sucker Brook
 - Contact - Fran Caraccilo
 - \$32,000 EPF Grant
 - Rick Manning - County Master Plan
 - Approval to put bathrooms on Oak Island
 - Heritage Corridor Commission
 - Commission has been set up and have met two times
 - Park Service owns waterfront near Stanton House
 - Army Corps' of Engineers - work at Lock 2 & 3
 - Docking and picnicking facilities
3. Market Trends & Opportunities (handout distributed)
 - Entire Canal up 3% - Seneca-Cayuga Canal down 8%
 - Lack of facilities (restrooms, showers, laundry) - Seneca Falls
 - No public restrooms
 - Restrooms in Heritage Area - not open to public
4. New Business Opportunities (handout distributed)
 - Quality tourist retail
 - Closed on Sundays - need for uniform hours
 - Season activities
5. Other Activities (handout distributed)
 - Village has Master Plan for streetscape

- 30 MPH in Villages/40 MPH in Town between Villages
- Traffic calming
- 6. Proposed Organizational Setup (Rich Cunningham, Thoma Associates)

Next Steps

- Draft report
- Technical Committee Meeting - January 21, 2003, Village of Waterloo, 2:00 PM

**Canal Corridor Economic & Market Analysis
Committee Meeting**

AGENDA
January 21, 2003

Introductions

Draft Report Review

Next Steps

- Review Draft Report by January 31, 2003 and get changes to David Zorn, G/FLRPC, 50 West Main Street, Suite 8107, Rochester, NY 14614, dzorn@frontiernet.net.
- Addition of Chapter III, Section 7, Model Sign Ordinances
- Next Technical Committee Meeting
 - Presentation on final report
 - NYSDOS
 - Broaden invitation list

**Canal Corridor Economic & Market Analysis
Committee Meeting**

MEETING MINUTES

January 21, 2003

1. Draft Report Review - Committee reviewed draft document and agreed to submit review comments by February 7, 2003 to David Zorn, G/FLRPC, 50 West Main Street, Suite 8107, Rochester, NY 14614, dzorn@frontiernet.net.
2. David Zorn indicated that there would be an addition of model sign ordinances to the draft document.
3. Next Technical Committee Meeting - March 6, 2003, 7:00 to 9:00 PM in the Hero's of 911 Conference Room at the Seneca County Office Building. This will include a presentation on the final report and comments by Charlie Murphy, Deputy Commissioner of New York State Department of State.

Canal Corridor Economic & Market Analysis Committee Meeting

AGENDA

March 6, 2003

7:00 - 9:00 PM

Seneca County Office Building

Hero's of 911 Conference Room

1 DiPronio Drive

Waterloo, NY 13165

Introductions

Presentation: Canal Corridor Economic & Market Analysis Report

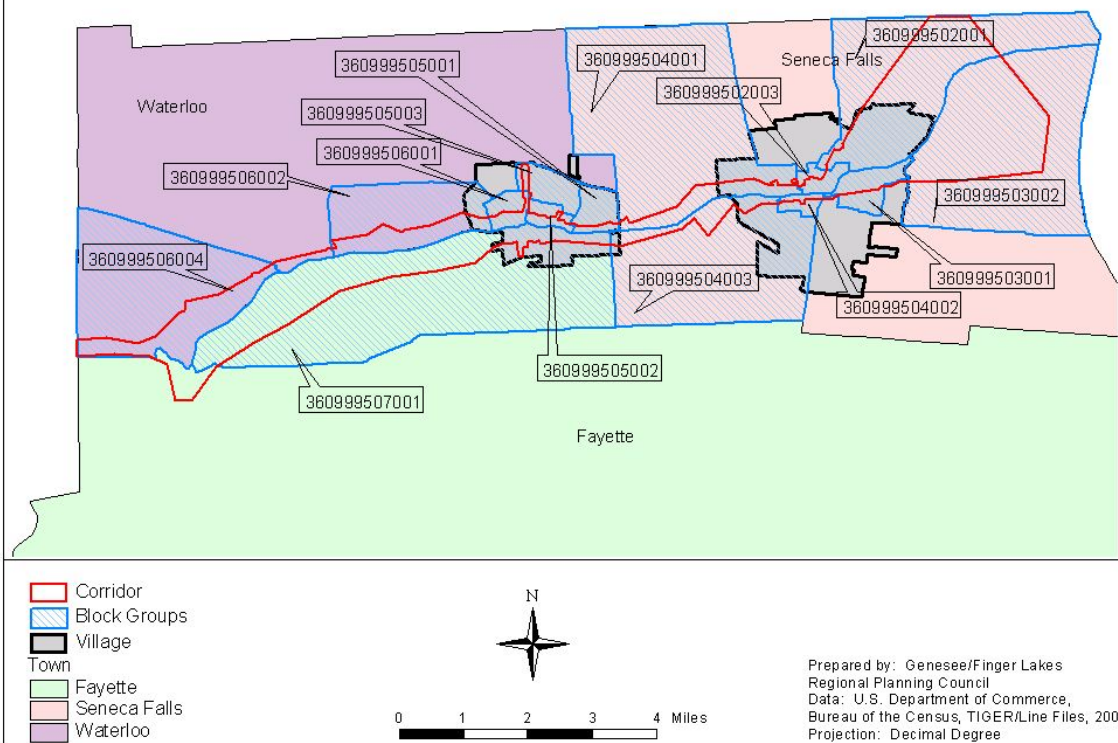
Presentation: Quality Communities Program, Barbara "Charlie" Murphy, New York State Department of State, Assistant Secretary of State for Community Development

Other Business

Adjourn

Appendix B
Census Information

Census Demographic Areas in the Routes 5 and 20 Corridor



Appendix C
Parcel Inventory

PARCEL SURVEY

ORPS code:	Tax parcel #:	ID #:	Photo frame #:
Acres:	SFLA:	Year:	

Municipality:

Street:

Business Name: _____

Business Owner's Name: _____

Property Owner's Name:

Property Owner's Address:

☐ Canal property/ Canal waterfront access

☐ Vacant Lot If vacant, current use: _____

☐ Vacant Building ☐ Historic Building (before 1952)

Building type: ☐ Brick ☐ Wood ☐ Steel ☐ Other _____

☐ Residential ☐ Apartments/ Multi-family ☐ Mobile Home/s

☐ Commercial/ Office ☐ Mixed Use/ Residential ☐ Community Services

☐ Recreation & Entertainment ☐ Public Services ☐ Industrial

General condition: ☐ Poor ☐ Fair ☐ Good ☐ Excellent

Types of Repairs Needed: ☐ Masonry ☐ Roofing ☐ Porch ☐ Windows/ Doors

☐ Painting ☐ Siding ☐ Foundation ☐ Signage ☐ Other _____

☐ Existing handicapped ramp

Comments: _____

Other Comments: _____

Use of Non-Residential structures:

Number of Storefronts: _____ Number of Floors: _____

Storefront 1: ☐ Retail ☐ Dining ☐ Office ☐ Residential ☐ Vehicle Services
☐ Community services ☐ Public services ☐ Recreation & Entertainment
☐ Storage ☐ Manufacturing ☐ Vacant ☐ Other _____

Storefront 2: ☐ Retail ☐ Dining ☐ Office ☐ Residential ☐ Vehicle Services
☐ Community services ☐ Public services ☐ Recreation & Entertainment
☐ Storage ☐ Manufacturing ☐ Vacant ☐ Other _____

Storefront 3: ☐ Retail ☐ Dining ☐ Office ☐ Residential ☐ Vehicle Services
☐ Community services ☐ Public services ☐ Recreation & Entertainment
☐ Storage ☐ Manufacturing ☐ Vacant ☐ Other _____

2nd Floor: ☐ Retail ☐ Dining ☐ Office ☐ Residential ☐ Vehicle Services
☐ Community services ☐ Public services ☐ Recreation & Entertainment
☐ Storage ☐ Manufacturing ☐ Vacant ☐ Other _____

3rd Floor: ☐ Retail ☐ Dining ☐ Office ☐ Residential ☐ Vehicle Services
☐ Community services ☐ Public services ☐ Recreation & Entertainment
☐ Storage ☐ Manufacturing ☐ Vacant ☐ Other _____

Parcel Survey Key

Building types key:

Residential:	single-, two-family
Apartments/ Multi-family:	three + family
Mobile home/s:	single or park
Commercial/ Office:	stores, malls, restaurants, bars, gas stations, offices (private, government, non-profit), motels, hotels etc.
Mixed Used/ Residential:	all commercial/ office uses in combination with residential uses
Industrial:	factories, storage buildings, distribution facilities, terminals, etc.
Recreation & Entertainment:	theaters, stadiums, pools, marinas, shooting range etc.
Community Services:	schools, hospitals, churches, stand-alone government buildings, military, etc.
Public Services:	utility buildings, cell towers, etc.

Non-Residential Structures Use key:

Retail	any, services
Dining	restaurants, bars, ice cream parlors, etc.
Office	any (private, government, non-profit)
Residential	any in combination with other uses
Vehicle Services	gas stations, car washes, dealerships, etc.
Community Services	schools, hospitals, churches, stand-alone government buildings, military, etc.
Public Services	utility buildings, cell towers, etc.
Recreation & Entertainment	theaters, stadiums, pools, motels, hotels etc.
Storage	storage buildings, distribution facilities, terminals, etc.
Manufacturing	factories

General Condition key:

Excellent	building is well maintained and has no visible flaws or signs of deterioration
Good	building has very few flaws and/or only minor signs of deterioration. Limited areas of faded or peeling paint; some masonry in need of repair; windows, doors, and roofing in generally good condition
Fair	building has a number of obvious flaws and shows signs of deterioration. Paint is peeling, cracked, or faded; masonry is deteriorated; window, doors, and roofing in need of repair
Poor	building has many flaws and a great deal of deterioration, including possible structural problems. Paint is badly peeling with bare or rotting wood. Masonry is cracked and in poor condition; windows and doors are broken, missing, or boarded over. Roofs are in an obvious and advanced state of deterioration

Appendix D
Business Survey

BUSINESS SURVEY

NAME: _____

BUSINESS NAME: _____

TYPE OF BUSINESS: _____

OF EMPLOYEES: _____ BUSINESS HOURS: _____

PLEASE RANK ITEMS 1 THROUGH 7 ON A SCALE OF 1-5 WITH 1 BEING "POOR" AND 5 BEING "VERY GOOD". PLEASE CIRCLE YOUR ANSWER.

- | | <u>RANK</u> |
|--|-------------|
| 1) APPEARANCE OF BUILDINGS/STOREFRONTS IN IMMEDIATE AREA: | 1 2 3 4 5 |
| 2) APPEARANCE/CONDITION OF PUBLIC AMENITIES/SPACES IN IMMEDIATE AREA (Such as sidewalks, lighting, street furniture, parking): | 1 2 3 4 5 |
| 3) COST OF RENTING COMMERCIAL SPACE: | 1 2 3 4 5 |
| 4) SAFETY/SECURITY OF YOUR AREA: | 1 2 3 4 5 |
| 5) MIX BETWEEN RETAIL & SERVICE/OFFICE BUSINESSES: | 1 2 3 4 5 |
| 6) PLEASE RANK THE COOPERATION/ASSISTANCE PROVIDED BY THE FOLLOWING | |
| MUNICIPAL GOVERNMENT | 1 2 3 4 5 |
| COUNTY GOVERNMENT | 1 2 3 4 5 |
| CHAMBER OF COMMERCE | 1 2 3 4 5 |
| TOURISM OFFICE | 1 2 3 4 5 |
| BUSINESS ASSOCIATION(S) | 1 2 3 4 5 |
| POLICE DEPARTMENT/SHERIFF | 1 2 3 4 5 |
| OTHER _____ | 1 2 3 4 5 |
| 7) PLEASE RANK THE LEVEL OF IMPACT THE FOLLOWING HAVE ON YOUR BUSINESS | |
| LOCAL RESIDENTS | 1 2 3 4 5 |
| VISITORS/TOURISTS | 1 2 3 4 5 |
| CANAL USERS | 1 2 3 4 5 |
| FINGER LAKES OUTLET MALL | 1 2 3 4 5 |
| SPECIAL EVENTS | 1 2 3 4 5 |
| OTHER _____ | 1 2 3 4 5 |

8) PLEASE LIST THOSE FACTORS THAT NEGATIVELY IMPACT YOUR BUSINESS:

ADDITIONAL COMMENTS, IDEAS, OR SUGGESTIONS ARE ENCOURAGED AND APPRECIATED AND MAY BE WRITTEN BELOW.

Thank you for your help. Surveys may be returned in the envelope provided or faxed to 585-454-0191

If you have any questions or would like more information on the Genesee/Finger Lakes Regional Planning Council visit our web site at gflrpc.org and/or give us your contact information. Thank you.



5 & 20 – Canal Corridor Economic & Market Analysis Business Survey

Comments:

Trees need to be removed from downtown area, only need half the lighting at the canal front and less trees. Need public restrooms on Fall Street ground level.

A kiosk type “information area” set up in or near downtown Seneca Falls would be helpful.

National Park Service or village needs to buy homes in area to expand parking. These are older homes and could be removed for parking lots.

Better signage on 5 & 20, 318, 414, and Thruway is needed.

Immigration is driving our Education costs up; it’s time to curb immigration!

What could your group do to address these concerns? This Seneca Falls/Waterloo (Route 5 & 20) Corridor needs attention. We have abandoned buildings and little new business. Seneca Falls Municipal Government make it difficult for small businesses with building construction/modification required by code inspection and minimum usage changes on water bill, which must be paid monthly (verse quarterly for residential). We use very little water. This is unfair to us and tough on a small business budget.

The Waterloo Canal Corridor does need improvement both cosmetically and with facilities and services. There needs to be reasons boaters would want to stop in Waterloo and good facilities for them to be able to.

Give us little guys some tax breaks so we can survive to get “Main Street America” back on track.

Promote the benefits of shopping local. Provide assistance to encourage specialty type businesses into local communities.

I am located at the Main St Shop Center. Rent is reasonable and the building is very well maintained. If only we had more retail!

Include Marina’s & other waterfront business’ when planning & developing waterfront along the canal. There you will gather information to maximize our state/federal funding for development.

Young boys living in the trailer park next to me act like a bunch of hoodlums. They get off the school bus and start throwing stones at the large sign. Also run around used mobile homes, throw stones thru all windows and doors in my sales lot. Also used homeowners in the park steal interior furnaces, cabinets, hot water heaters, stoves, sinks, or anything they need. Also have had new stoves, refrigerators stolen when door were all locked. One time I had a new Ritz-craft 28x60 double wide that was all furnished cleaned out of furniture and contents in one Sunday night. Truly yours, Ernest Prober

5 & 20 – Canal Corridor Economic & Market Analysis Business Survey

Factors that negatively impact business:

The village government fiascos here have damaged Seneca Falls both regionally and nationally. It is having a negative impact on property values, which results in deterioration of many of the positive things going on in the area. Revitalization of downtown seems to continue in spite of the bad governance.

Parking poor, no cooperative advertising

I am slightly off the “main st”(Fall St) and not able to place any signage of Fall St to inform people that I am here, because of local government red tape. Very frustrating!

Lack of customer parking, National Park Service has no parking and tourists take up parking that our business clients could use about 9 months of the year.

Local Unattractive Conditions (i.e. Litter, Dirty shop windows, etc.), Inconsistent Hours for local shops and museums, any negative publicity for the local area

We are not in the downtown area. We are located 2 blocks north in a residential area.

All the bad publicity in the village w/ the mayor and trustees. Too much bad blood. No one seems to want to work for the good of the town/village anymore but the business owners. Parking is always a major concern with some owners using Fall St to park cars all day but only suppose to be a 2 hour limit and owners are suppose to park out back or across the streets.

Solicitation of minors at my store after 11pm. NY State Police using property of my location as a speed trap.

Our business depends on people who live in and own property in the surrounding area. Well run local government helps all of us and the negative never-ending Seneca Falls village meetings need to be ended. This is the single most important problem to our village (Seneca Falls) and its businesses.

Unemployment, High Interest Rates, Closed Businesses, Current job cut backs as layoffs.

We would like a dock for boaters as we are on the Canal but we find that it is hard to get funds from Canal Revitalization. Also, fees from NY State are high for a permit to have a dock.

Landlord resides in NYC. There is no active marketing of empty spaces or upkeep of business facades and potholes in parking lot. Liberty plaza could “come back” just as Seaway Plaza has if some effort were put into it.

Japanese Economy and the Value of US Dollar relative to Europe/Canada/Japan

Heavy competition in the real estate market. Lack of high paying jobs in the local market-this has improved slightly.

Large retail stores like Wal-Mart and Lowe's who get tax breaks to come into the area and put our small business people out of business. We lose business when they come to town, but we still have to pay same electric/water and water rates. Not being able to afford to stay open until 8 or 9 at night to get more sales. Can't afford the help to do it.

Lack of quality employees for affordable salary. County sends people to 450-hour secretary program, only one of the half dozen that I have worked with had any skill.

Our short, summer tourism season makes it difficult for any business to generate sufficient income to sustain that business or jobs that are permanent and full time if solely based on tourism. We need a viable commercial manufacturing base to create year-round jobs and salaries to support local retail and related amenities. That in turn will retain the labor and amenities to continue to build our excellent tourism industry.

Trucks going through the town while alternate route is available. No major industry/employer (Except school system). Demographically behind.

New York State offers no help or protection to its retail liquor licensed premises. It allows grocery stores and chain discount stores to purchase and sell beer as a "lost leader". These stores sell retail for less money than a tavern can buy for wholesale yet we are required to buy from the "wholesalers."

"Hydro Power Plant," Lock #4 in Waterloo. Extreme variations in water level impair navigation and fishing. Increased "insurance" cost of doing business.

Need low interest loans for expansion; local agencies don't affect international sales

Traffic lane changes from 2 to 1 lanes, speeding vehicles and accident area.

Appendix E
Model Sign Ordinance

CODE OF THE TOWN/VILLAGE OF _____

ARTICLE I, Signs

§ 1. Legislative intent.

The purpose of this Article is to promote and protect the public health, welfare and safety by regulating signs of all types. It is intended to:

- stabilize and reinforce property values to protect private and public investment
- preserve and reinforce the natural, historic, and architectural qualities of neighborhoods
- establish and enhance aesthetic and architectural compatibility within neighborhoods and commercial areas
- create a regular and impartial process for businesses and/or persons seeking to erect signs
- reduce sign or advertising distractions and obstructions that may contribute to traffic accidents, reduce hazards that may be caused by signs overhanging or projecting over public rights-of-way

It is the intent of the Town/Village Board that the primary function of a sign shall be the identification of the location or occupant of a parcel of land.

§ 2. Title.

This Article shall hereinafter be known and cited as the "Town/Village of _____ Sign Law."

§ 3. Definitions.

(additions and/or deletions may be necessary depending on how a particular town or village government is structured)

As used in this Article, the following terms shall have the meanings indicated:

ABANDONED SIGN -- A sign which for a period of 90 consecutive days has not correctly directed or exhorted any person, advertised a bona fide business, lessor, owner, product or activity conducted or product available on the premises where such sign is displayed.

ADVERTISING SIGN -- That copy on a sign describing products or services being offered to the public.

A-FRAME SIGN -- A specific type of portable sign that is typically constructed or shaped in the form of the letter "A."

ANIMATED SIGN -- Any sign which includes action or motion, or whose copy is changeable by other than direct manual intervention.

AREA OF COPY -- The entire area within a single continuous perimeter composed of squares, rectangles, circles, ovals or any other geometrical shape which enclose the extreme limits of the message, announcement or decoration on a fascia, wall or freestanding sign.

AREA OF SIGN -- The area of the largest single face of the sign within a perimeter which forms the outside shape, including any frame, or forms an integral part of the display, but excluding the necessary supports or uprights on which the sign may be placed. If the sign consists of more than one section or module, all areas will be totaled.

AWNING -- A roof-like covering consisting of any pliable material attached to a rigid frame.

BANNER -- A temporary sign composed of lightweight material either enclosed or not enclosed in a rigid frame, secured or mounted so as to allow movement of the sign caused by movement of the atmosphere.

BUILDING DEPARTMENT -- The Town/Village of _____ Building Department.

CANOPY and/or MARQUEE -- A structure of canvas on a framework sheltering an area or forming a sheltered walk to the entrance of a building.

CHANGEABLE COPY (AUTOMATIC) -- A sign such as an electronically or electrically controlled public service time, temperature, and date signs, message centers or reader boards, where different copy changes are shown.

CHANGEABLE COPY (MANUAL) -- A sign on which copy is changed manually in the field, i.e., reader boards with changeable letters or changeable pictorial panels.

COMMERCIAL USE -- Any business whose primary purpose is retail or wholesale trade, any nonprofessional customer service (such as shoe repair, tailoring, laundry, photography or hairstyling) or customer service office uses (such as bank loan offices, insurance agents, travel agents or tax return preparers), including restaurants, bars, hotels, motels, and theaters.

COMPLEX, COMMERCIAL -- One or more parcels occupied by more than two commercial use tenants.

COMPLEX IDENTIFICATION SIGN -- A sign identifying a complex but which does not include identification of any individual business within the complex.

COMPLEX, OFFICE -- A building larger than 10,000 square feet that is occupied by more than two business tenants.

CONSTRUCTION SIGN -- A temporary sign erected on the premises on which construction is taking place, during the period of such construction, indicating the names of the architects, engineers, landscape architects, contractors and similar persons or firms having a role or interest with respect to the structure or project.

DIRECTIONAL SIGN -- Any sign commonly associated with and limited to information and directions necessary and convenient for persons coming on the property, including signs marking entrances, parking areas, one-way drives, rest rooms, pickup and delivery areas and the like.

DIRECTORY SIGN -- Any sign containing a list of the names of business establishments located within a building complex. The style, lettering and color for all tenants identified on such signs shall be substantially similar. No logos shall be permitted on such signs.

DOUBLE-FACED SIGN -- Any two-faced sign utilizing both faces or surfaces for display purposes.

ENGINEERING DEPARTMENT -- The Town/Village of _____ Engineering Department.

ERECT -- To build, construct, alter, repair, display, relocate, attach, hand, place, suspend, affix or maintain any sign, and shall also include the painting of exterior wall signs.

FARM STAND -- A facility from which agricultural or nursery products produced on the premises where the facility is located are offered for retail sale.

FREESTANDING -- Any sign not affixed to a building.

FRONTAGE -- The total length of the property line of a parcel bounded by or abutting a public highway right-of-way.

FRONT YARD -- Any open, unoccupied space on the same lot with the building or structure, extending the full width of the lot and situated between the street line and the front lines of the building.

GOVERNMENTAL SIGN -- A sign erected and maintained pursuant to and in discharge of any governmental function or required by any law or ordinance or governmental regulation.

GRAND OPENING SIGN -- A temporary sign permitted for 30 days only to announce the opening of a completely new enterprise or the opening of an enterprise under new management.

GROUND LEVEL -- The average ground elevation within 10 feet measured horizontally of the sign base.

HEIGHT -- The vertical distance between the ground level under a sign and the highest point of the sign structure.

HOUSE OF WORSHIP -- Any structure in which any recognized religion that has a tax-exempt status meets to practice its religion.

IDENTIFICATION SIGN -- A sign which is limited to the name, address and number of a building, institution, complex or person.

ILLEGAL SIGN -- Any sign for which a valid Town/Village of _____ sign permit has not been obtained and which is not exempt from the provisions of this Article.

ILLUMINATED SIGN -- Any sign which emanates light either by means of exposed tubing or lamps on its surface or by means of illumination transmitted through the sign surface or which reflects lights from a source intentionally directed upon it.

INTERIOR PROPERTY LINE -- Property lines other than those fronting on a street, road or highway.

LOGO -- A symbol, graphic, trademark or emblem commonly associated with or representing a specific entity, product or concept.

LOT -- Any parcel of real property recorded in deed form filed in the Seneca County Clerk's office.

MAJOR TENANT -- A tenant in an office complex that occupies more than 50% of said complex.

MESSAGE -- Wording or copy on a sign.

NONCONFORMING -- Any sign which was lawfully erected and maintained prior to the effective date of this Article or any amendments thereto.

OFF-PREMISES SIGN -- Any sign advertising or calling attention to any business or activity not located on the same continuous parcel of real estate as the sign, or any sign, advertising or calling attention to any commodity or service not sold or offered upon the same continuous parcel of real estate as the sign.

OWNER -- A person recorded as such on official records, and including but not limited to a duly authorized agent, purchaser, devisee or any person having a vested or contingent interest in the property in question.

PARCEL -- A piece of real property which is defined on an approved subdivision map recorded with the Assessment Department of the Town/Village or is legally defined on a survey map certified by a licensed land surveyor or engineer.

PERMANENT SIGN -- A sign for which a permit has been issued pursuant to the provisions of this Article for the period stated in the permit.

PERMIT STICKER -- A sticker affixed either to the face or the channel of a sign visible from the ground denoting that the sign to which it is affixed has been authorized by town/village officials pursuant to the provisions of this Article.

PLANNING BOARD -- The Town/Village of _____ Planning Board.

POLITICAL SIGN -- A temporary sign announcing or supporting political candidates or issues connected with any national, state or local election.

PORTABLE SIGN -- A sign designed or constructed in such a manner that it can be moved or relocated without involving any structural or support changes.

PRIMARY COMPLEX IDENTIFICATION SIGN -- Complex identification sign located on a parcel's primary frontage.

PRIMARY ENTRANCE -- The entrance primarily used by customers/guests to enter the building.

PRIMARY FRONTAGE or SECONDARY FRONTAGE -- Where a parcel has more than one public highway

PRIVATE SALE SIGN -- A temporary sign advertising the sale of personal property at house sales, garage sales, rummage sales and the like.

PROJECTING SIGN -- A sign that is wholly or partly dependent upon a building for support and which projects more than 18 inches from such building. These types of signs should be encouraged in high pedestrian use areas (traditional main streets) or areas where pedestrian activity is to be encouraged. Projecting signs should be limited in all other areas.

PUBLIC SERVICE INFORMATION SIGN -- Any sign intended primarily to promote items of general interest to the community such as time, temperature and date, atmospheric conditions, news or traffic control, etc.

REAL ESTATE SIGN -- A sign pertaining to the sale or lease of the premises, or a portion of the premises, on which the sign is located, excluding, however, "sold-by" signs.

ROOF -- Any building surface whose slope is less than two vertical units to one horizontal unit.

ROOFLINE -- The top edge of the roof or top of the parapet, whichever forms the top line of the building silhouette.

ROOF SIGN -- Any sign erected upon, against or directly above a roof or on a top of or above the parapet of a building.

ROTATING SIGN -- Any sign or portion of a sign that moves in a revolving or similar manner, but not including multi-prism indexing signs.

SECONDARY COMPLEX IDENTIFICATION SIGN -- Complex identification sign located on a parcel's secondary frontage(s).

SIGN -- Any identification, description, illustration or device illuminated or non-illuminated which is visible from any public place or is located on private property and exposed to the public and which directs attention to a product, service, place, activity, person, institution, business or solicitation, including any permanently installed or situated merchandise, or any logo, painting, banner, pennant, placard or temporary sign designated to advertise, identify or convey information, with the exception of window displays and national flags. "Signs" shall also include all sign structures.

SIGN STRUCTURE -- Any structure which supports, has supported or is capable of supporting a sign, including the decorative cover.

SINGLE-TENANT SITE -- Any building or buildings, structure or structures located on a single parcel and used by one enterprise.

SOFFIT SIGN -- A sign affixed to the underside of a roof overhang adjacent to a store or other commercial premises.

STORE FRONT -- In a single tenant building, the linear distance of a building facing a street or right-of-way and which contains the main entrance to the building. In a complex, the linear distance of that wall which has the primary access to the out-of-doors.

STREET -- A public highway, road or thoroughfare which affords the principal means of access to adjacent lots, measured from property line to property line.

STREET NUMBER PLATE -- A non-electric sign identifying the number and/or name of the street where a specific building is located.

TEMPORARY SIGN -- Any sign permitted pursuant to the provisions of this Article other than a permanent sign.

TOWN/VILLAGE BOARD -- The Town/Village of _____ Board.

TRADITIONAL MAIN STREET -- A commercial and/or mixed use street(s) where the structures are not set back from the front property line, i.e. where structures are immediately adjacent to the sidewalk. Typically these areas are older, historic business districts that are the center of the community, although newer districts constructed in a traditional manner and new infill construction falls into this category of traditional main street. These areas are often based on pedestrian traffic and therefore require different regulations for signs compared to those for commercial districts based on automobile or higher speed traffic.

WALKWAY SIGN -- A sign affixed to the underside of a permanent, covered walkway fronting and connecting three or more commercial premises having direct customer access to the out-of-doors and erected perpendicular to the fronts of such premises at the entrance, so as to aid passerby pedestrians in identifying the location of such premises. All such signs within a commercial complex shall be of the same coloring and shall use the same lettering style and shall not contain logos or any other information than the name of the commercial establishment.

WALL -- Any building surface whose slope is two vertical to one horizontal or steeper.

WALL SIGN -- A sign fastened to or painted on the wall of a building or structure in such a manner that the wall becomes the supporting structure for, or forms the background surface of, the sign and which does not project more than 18 inches from such building or structure.

WINDOW SIGN -- A sign that is applied or attached to the interior of a window or located within three feet of the interior of the window and which can be seen from the exterior of the structure, and which is non-electric in nature.

§ 4. Applicability.

This Article is intended to regulate all on-premises signs currently existing or yet to come into existence, which are to be located within the Town/Village of _____ .

§ 5. Permitted signs.

Set forth in Charts A, B and C and the Table of Permitted Signs are the types of signs and their specific requirements for which permits may be issued pursuant to the provisions of this Article.

§ 6. Prohibited signs.

A. Any sign not permitted in § 5 or 7 or 9 of this Article and any sign specifically designated in this section is prohibited.

B. Signs specifically prohibited are as follows:

(1) Roof signs.

(2) Flashing, rotating or revolving signs or lights, with the exception of barber poles and holiday decorations

(3) Projecting signs, with the exception of properties that are in a traditional main street area. In such a case, see Table of Permitted Signs for regulations. A traditional main street area shall be determined by the zoning ordinances and/or the town/village board and/or the sign review board.

(4) Animated signs, except public service information.

(5) A-frames.

(6) Banners, except as a part of a grand opening when affixed exclusively to the face of a building (30 days maximum).

(7) Pennants, same as above.

(8) Portable signs.

(9) Any sign or part thereof which includes lighting devices and reflectors that are placed so as to frame the outline or provide the background for a sign.

(10) Any sign or part thereof on a vehicle parked on a public right-of-way or public property or on private property so as to be intended to be viewed from a motorized vehicular public right-of-way, which has for its basic purpose the providing of advertisement of products or directing people to a business or activity located on the same or nearby property or any other premises. This subsection is not intended to prohibit any form of vehicular signage, such as a sign attached to a bus or lettered on a motor vehicle or signs that are part of a vehicle such as a construction trailer, whose primary purpose is not advertising to the public right-of-way.

(11) Any sign other than an exempt sign placed on any curb, sidewalk, hydrant, utility pole, building or tree.

(12) Any sign erected or maintained which might be confused with any traffic control device or which might interfere with the vision or discernment of any traffic sign or which might cause danger to public travel.

§ 7. Exempt signs.

The following signs are exempt from the provisions or requirements of this Article:

A. Any New York State inspection station identification sign which is at a height which does not exceed 10 feet and is located on an exterior or interior wall of the motor vehicle service station.

B. Any New York State authorized repair shop identification sign for passenger vehicles which is at a height which does not exceed 10 feet and is located on an exterior or interior wall of the motor vehicle service station.

C. Any New York State authorized repair shop identification sign for trucks, which is at a height that does not exceed 10 feet and is located on an exterior or interior wall of the motor vehicle service station.

D. One self-service identification sign which does not exceed two square feet per self-service fuel pump island.

E. One full-service identification sign which does not exceed two square feet per full-service fuel pump island.

F. Fuel price signs required by federal, state or local legislation.

G. Street number identification plates.

H. Historical site markers.

I. No-trespassing signs.

J. Posted (no hunting, fishing and trapping) signs.

K. Governmental signs.

L. Utility line identification and location signs.

M. Phone identification signs.

N. Rest room identification signs.

O. Handicapped parking and access signs.

P. Vacancy/no vacancy signs which do not exceed three square feet.

Q. Accessory signs identifying such use as parking, no parking or office, which do not exceed two square feet each.

R. Holiday decorations erected for and during the particular holiday they relate to or symbolize.

S. Open/closed business signs that do not exceed two square feet.

T. Street identification, traffic and governmental signs and control devices required by law, ordinance or regulation.

U. Official public information signs, memorial signs, building names, erection dates or similar information cut into masonry or other permanent surface or constructed of bronze or other noncombustible material, not to exceed 16 square feet.

V. Signs and markers in cemeteries designating graves and memorials.

§ 8. Illegal signs.

A. The following signs are deemed illegal signs and in violation under this article:

(1) Abandoned signs.

(2) Any sign erected for which no building or sign permit was issued by the Town/Village or which does not have a sign permit number displayed on its face or which has had its permit revoked.

(3) Any sign not properly maintained, such as but not limited to signs that are structurally unsound or are hazardous or unsafe.

B. The Building Department shall cause a notice of such violation to be served on the owner of the building, structure or lot where said sign is located or the lessee or tenant of the part of or the entire building, structure or lot where said sign is located, requiring the owner or lessee or tenant to remove the illegal sign within 10 business days. The notice may be served personally or by certified mail, return receipt requested. Upon failure of said owner or lessee or tenant to remove the sign within 10 business days after notice is provided, the Building Department shall be authorized to enter upon said property and remove therefrom any said illegal sign at costs to the owner, lessee or tenant. No liability shall attach to the Town/Village or any officers, employees or agents of the town/village, except for acts of affirmative negligence in connection with the removal of any such illegal sign.

C. In cases of emergency, the Building Department may cause the immediate removal of a dangerous or defective sign without notice.

D. Any sign for which a sign permit has been issued may be inspected for adequate maintenance, freedom from any hazardous condition and structural soundness. If a sign is found to be unsafe, the permittee shall have 30 days to correct any defect. If said defect cannot be corrected within 30 days, the Building Department may grant the permittee up to 30 additional days to correct. If the defect has not been corrected by the expiration of 30 days or any additional period granted to correct it, the sign permit shall become null and void and the sign shall be illegal.

§ 9. Nonconforming signs.

A. Subject to the provisions of this article, any sign legally in existence one day prior to the enactment of this article [insert date], shall be considered a nonconforming sign and may be continued and maintained.

B. Any sign existing at the time this article is enacted which is altered in any way, form or fashion shall be considered a new sign and shall be required to conform to the requirements contained herein, except that the original registrant may be allowed to alter the message of the sign, provided that the person, place, establishment, business and service identified by the sign remains the same, but may not alter its structure.

C. A sign legally existing at the time this article was enacted which, through no responsibility or control of said sign's owner or user or that of the landowner on which this sign is located, becomes damaged or destroyed shall be permitted to be repaired or replaced, provided that said repair or replacement is to the identical specifications, location and appearance as existed immediately prior to its destruction or damage.

§ 10. Construction.

A. All sign fabrication, erection and attachment shall conform to the requirements of the latest edition of the New York State Uniform Fire Prevention and Building Code and other applicable codes and regulations.

B. Lighting fixtures and wiring shall conform to the requirements of the latest edition of the National Electrical Code and other applicable codes and regulations, and all electrified signs shall bear the Underwriters' Laboratories label or approved equal. Further, all electrical connections with a sign shall be inspected and approved by the New York Board of Fire Underwriters.

C. Transformers, wires and similar items shall be concealed.

D. All wiring to freestanding signs shall be underground.

E. All signs, sign finishes, supports and electrical work shall be kept in good repair and safe condition, including the replacement of defective parts, painting, repainting, cleaning and other acts required for the maintenance of said sign.

§ 11. Illumination.

All signs permitted within this article shall comply with the following requirements:

A. Illumination of signs shall be accomplished by means of shielded light sources or in such other manner that no glare shall extend beyond the property lines of the property upon which such signs are located, and no glare shall disturb the vision of passing motorists or constitute a hazard to traffic.

B. No flashing, non-constant, or moving light sources shall be permitted or constitute a part of any sign, with the exception of public service information signs. Each public service message shall be allowed to remain for not less than two seconds.

§ 13. Sign permit.

A. Except as otherwise provided herein, it shall be unlawful for any person to erect, construct, enlarge, move or convert any sign in the town/village, or cause the same to be done, without first obtaining a sign permit for each such sign. These directives shall not be construed to require any permit for a change of copy of any sign, provided that the person, place, establishment, business or service identified remains the same, nor for the repainting, cleaning and the normal maintenance or repair of a sign or sign structure for which a permit has previously been issued under this Article, so long as the sign or sign structure is not modified in any way.

B. Contents of application.

(1) Application for a sign permit shall be made, in writing, by the owner, lessee, occupant or agent for whom the sign is intended and shall be accompanied by two sets of plans of the sign, drawn to scale on sheets of a minimum of 8 1/2 inches by 11 inches. Sign plans shall include dimensions, proposed design, colors, materials, details of any illumination source, wiring and other electrical details and structural details, including fastening and joining methods and materials. Sign plans shall also include which Sign Chart, A, B or C, the applicant utilized to determine permissible sign size and provide written calculations showing how the sign size determination was made. Two plot plans of the parcel on which the sign is to be placed shall also be submitted, delineating property lines, street lines, building locations and dimensions, parking areas, location and dimensions of all other signs on the parcel, exact location of the proposed sign, including dimensions of setbacks from property lines, and any obstructions in relation to the designated location of the proposed sign. Where a parcel has more than one frontage, the primary frontage shall be designated on the plan.

(2) Sign plans shall include a statement that the proposed sign as shown on the plan is structurally sound and will withstand wind loads as prescribed by the New York State Uniform Fire Prevention and Building Code. Plans shall bear the signature of the owner, applicant or the person responsible for design of the sign.

(3) The application shall be made to the Building Department on forms prescribed and provided by the Building Department. At the time of filing the application, the applicant shall pay the required fee in accordance with the fee schedule then in effect.

C. The proposed sign application, when complete, shall be submitted by the Building Department to the Planning Board or its designee for its review within five business days of receipt thereof.

D. Within 10 business days after receipt by the Building Department, a sign permit shall be issued, provided that the proposed sign meets all requirements of this Article.

E. If a sign authorized by a permit is not completed and in place within six months from the date the permit was issued, said permit shall become null and void, except that the Building Department may grant one extension for a period not to exceed six months.

F. Design, size, construction and placement of a sign shall not deviate from the plans approved for issuance of the permit.

G. After the issuance of any permit for a sign under this article and within 10 days after the installation of such sign, the applicant shall submit a photograph of the sign as completely installed, which shall be filed with the original application, along with written certification from the owner, applicant or designer whose name appears on the approved plans, that the sign has been constructed according to the approved plans. Further, for all electrified signs, the applicant shall also submit, within 10 days after the installation of such sign, a New York Board of Fire Underwriter's certificate of approval of all electrical work undertaken to make electrical connections to the Underwriters' Laboratories approved components of the sign.

H. All signs authorized under this article shall bear the assigned permit sticker, which is to be provided by the Building Department, prominently and permanently affixed by the applicant in an area readily visible to a sign inspector. Failure to so affix the permit sticker shall constitute cause for revocation of the permit by the Building Department, in addition to any other penalties or remedies prescribed herein.

§ 14. Administration and enforcement.

A. The provisions of this article shall be administered and enforced by the Building Department, which shall have the power to make necessary inspections.

B. No sign permit shall be approved by the Building Department except in compliance with the provisions of this article or as directed by the Sign Review Board.

§ 15. Special exception or interpretation.

A. Intent. The intent of this section is to allow certain provisions of this Article to be modified where such modification will encourage excellence in the planning and design of signs. This is particularly true in traditional main street areas where certain types of otherwise prohibited signs such as historically-inspired wall mural signs, portable signs, or A-frame signs may be desirable. The Sign Review Board shall make these determinations.

B. Application for a special exception or interpretation. Any person who is aggrieved by a decision of the Building Department may make an appeal for a special exception to, or interpretation of, the sign law on forms provided and prescribed by the Sign Review Board.

C. Guidelines. The following guidelines shall be considered by the Sign Review Board in determining whether a special exception shall be issued. The proposed sign should:

- (1) Not be detrimental to other property.
- (2) Not create a hazard or a nuisance.
- (3) Not interfere with the use of public lands or highways.
- (4) Be in harmony with the purposes of this article contained in § 1.

§ 16. Establishment of Sign Review Board.

A. A Sign Review Board shall be, and it hereby is, established.

B. The purpose of this Board is to provide a process by which special exceptions may be issued consistent with the intent of § 15 and to hear any appeals on questions of alleged error in any order or determination of the Building Department involving the interpretation of the provisions of this article.

C. Membership.

(1) Membership shall consist of five residents of the Town/Village appointed by the Mayor/Supervisor with the approval of the Town/Village Board. Vacancies shall be filled for an unexpired term in the manner as the original appointment.

2) Alternate members. There shall be one alternate member of the Sign Review Board. The Town/Village Board hereby grants to the Chairman of the Sign Review Board the power to temporarily replace a member with an alternate member, with full voting privileges, where the member's abstention from a particular vote, due to absence or conflict of interest, precludes the Board member from taking action on a particular issue.

D. The Mayor/Supervisor shall designate the Chairman of said Board the first day of each year.

E. The initial appointees of the Board shall have different terms ranging from one to five years. Thereafter, appointments shall be for five years to maintain five-year terms and yearly appointments.

F. Decisions of the Sign Review Board shall be based on the guidelines listed in § 15C hereof.

G. All decisions shall be transmitted in writing, and copies shall be sent to the applicant and the Building Department.

H. The Sign Review Board shall hold a public hearing on any request for a special exception or an interpretation of any order or determination of the Building Department involving the interpretation of the provisions of this article, upon notice of not less than five days, published in the official newspaper of the Town/Village.

I. The Sign Review Board may develop additional criteria and design for issuance of special exceptions for adoption by the Town/Village Board by resolution or local law.

J. Decisions of the Sign Review Board shall require a vote of a majority of the full membership of the Board to grant, deny or modify any applications for appeals before it, and a minimum of three members of the Sign Review Board must be present to transact any business at any time. If the majority vote required above is not cast either to approve, deny, or to modify the application or appeal, the application for appeal shall be denied.

K. Any person aggrieved by a decision of the Sign Review Board may have the decision reviewed by the Supreme Court of the State of New York in the manner provided by law.

§ 17. Penalties for offenses.

A. Any person or persons, associations or corporations committing an offense against this article or any section or provision thereof is guilty of a violation and shall, upon conviction thereof, be subject to a fine not exceeding \$250 or imprisonment not exceeding 15 days, or both.

B. In the event of a continuing offense of any section or provision of this article, each day that such offense shall continue shall be a separate violation and subject to a separate fine, imprisonment, or combination thereof.

C. Notwithstanding a conviction for an offense against any provisions or sections, an association or corporation convicted shall be subject to revocation of any permit therein granted without reimbursement of fees paid thereof.

D. In lieu of, or in addition to, any fine or imprisonment, or both, imposed for a conviction of an offense of this article, each such offense may be subject to a civil penalty not to exceed \$250 to be recovered in an action or proceeding in a court of competent jurisdiction. Each day an offense continues shall be subject to a separate civil penalty.

E. The Town/Village Attorney may maintain an action or proceeding in a court of competent jurisdiction to compel compliance with this article, notwithstanding the provisions of Subsections A, B and C of this section, for a penalty or other punishment.

ARTICLE II, Billboards

§ 18. Purpose.

The purpose of this article is to promote and protect the public health, welfare and safety by regulating existing and proposed outdoor advertising through use of billboards, while assuring the orderly and effective display of outdoor advertising. It is intended to protect property values, create a more attractive economic and business climate, enhance and protect the physical appearance of the community, preserve the scenic and natural beauty of designated areas and provide a more enjoyable and pleasing community.

§ 19. Definitions.

As used in this article, the following terms shall have the meanings indicated:

ARTERIAL HIGHWAY -- Any street or highway for which operation or maintenance falls under county, state or federal jurisdiction.

BILLBOARD (OFF-PREMISES ADVERTISING) -- Any outdoor advertising board, junior board advertising medium, structure or device which advertises, directs or calls attention to any business, article, substance, service or anything which is painted, printed, pasted or affixed to any building, structure, wall, fence, pole, railing, natural object or structure of any kind on real property or upon the ground itself and which advertises services, products or commodities not available on the premises on which the "billboard" is located.

DOUBLE-FACED, BACK-TO-BACK or V-TYPE BILLBOARDS -- Those configurations of multiple billboards structures as those terms are commonly understood and as further defined in state law, except that in no instance shall these terms include two or more billboards which are not physically contiguous. "Physically contiguous" shall mean of the same structure and, in the case of "V-type billboards," shall be in contact with one and another at the apex of the "V." Each face shall be considered a separate billboard.

ERECT -- To construct, build, raise, assemble, place, affix, attach, create, paint, or in any other way bring into being or establish.

FRONT OR FACE OF A BILLBOARD -- The outer surface of a billboard which is visible from any private or public street or highway.

ILLUMINATED BILLBOARD -- Any billboard illuminated by electricity, gas or other artificial light.

LIGHTING DEVICE -- Any light, string of lights or group of lights located or arranged so as to illuminate a billboard.

PERSON -- Any person, firm, partnership, association, corporation, company, institution or organization of any kind.

SUPERINTENDENT OF BUILDINGS -- The Building Inspection Supervisor or any other inspector under his jurisdiction.

§ 20. Exceptions.

For the purposes of this article, the term "billboard" does not include billboards erected and maintained pursuant to and in discharge of any governmental function, or required by any law, ordinance or governmental regulation.

§ 21. General regulations.

A. A billboard may be illuminated, provided that all light sources shall be designed, shielded, arranged and installed to confine or direct all illumination to the surface of the billboard and away from adjoining properties. Light sources shall not be visible from any street or any adjoining properties. Billboards may contain or include such public service information as time, date, temperature, weather or similar information.

B. No billboard shall be erected on or attached to any building.

C. No billboard or part thereof shall contain or consist of banners, posters, pennants, ribbons, streamers, spinners or other similar moving, fluttering or revolving devices.

D. No billboard shall exceed 160 square feet.

E. No billboard shall be in excess of 20 feet in height above the average existing grade level at the billboard.

F. Every billboard shall bear the permit number and name of the permit holder and/or owner of the land upon which the billboard is erected prominently and permanently affixed on the face thereof. A proper space shall be reserved in the lower left-hand corner of the permit plaque where the annual permit inspection tag shall be affixed. This annual permit tag shall be issued by the Superintendent of the Building Department or his designee. This annual permit tag shall be affixed to the billboard by the owner and/or applicant.

G. A billboard and its structure shall be maintained, including the change of the advertising message, the repairing and replacing of components parts and the performance of other acts as incident to the upkeep of the billboard.

H. No billboards shall display advertising matter of an indecent or obscene nature.

I. No billboard shall confuse, mislead or resemble any government billboard.

§ 22. Location.

A. Billboards shall be permitted in Business, Commercial, and Industrial Zones only. Side line setbacks shall not be less than 25 feet, front line setbacks shall not be less than 25 feet, and rear line setbacks shall not be less than 25 feet. Setbacks shall be from property lines.

B. Billboards shall be separated from each other by a distance of at least 300 feet, except that two such billboards may be arranged on an angle or back-to-back.

C. Billboards shall not be permitted within 200 feet of any public park, playground, cemetery or residential zone.

D. No billboard shall be erected within 25 feet of any building.

E. No billboard shall be constructed, erected or altered within 660 feet of the edge of the right-of-way of any interstate or arterial highway. Normal maintenance of the structure and modification of copy shall be exempted from the aforementioned prohibitions.

§ 23. Construction specifications.

A. Billboards shall be constructed to withstand a wind load of 30 pounds per square foot.

B. Each application for the erection of a billboard shall be accompanied with a detailed set of structural plans bearing the seal of a licensed engineer or architect registered to practice in the State of New York.

C. All electrical work shall be in accordance with Underwriters' Laboratories, Inc. (UL), standards.

§ 24. Building permit required; restoration.

A. After the effective date of this article and except as otherwise herein provided, no person shall erect any billboards as defined herein without first obtaining a building permit from the Superintendent of the Building Department.

B. Nothing in this article shall prevent the replacement or restoration of an existing billboard or its supporting structure that has been destroyed or which has been deemed by the applicant to be in need of replacement. Such replacement or restoration shall be permitted, provided that the billboard face following the replacement or restoration is to the identical specifications, size, location and appearance as existed prior to said replacement or restoration.

§ 25. Application for building permit.

A. Application for the building permit must be made in writing, in duplicate, upon forms prescribed and provided by the Superintendent of the Building Department and shall contain the following information:

(1) Name, address and telephone number of the applicant.

(2) Name, address and telephone number of the property owner.

(3) Planning Board approval.

(4) A detailed drawing showing a description of the construction details of the billboard position of lighting or other extraneous devices; a location plan showing the position of the billboard on the site and its position in relation to nearby buildings or structures and to any private or public street or highway and its height.

(5) Written consent of the owner of the land on which the billboard is to be erected in the event that the applicant is not the owner thereof.

B. A copy of the electrical permit from the New York Board of Fire Underwriters issued for said billboard shall be filed with the application therefor.

C. Prior to the issuing of a building permit to erect a new billboard, the applicant shall pay the current fee established for the same by resolution of the Town/Village Board. This fee and approval constitutes the first-year annual fee and renewal permit.

D. Application for a building permit must be made for all existing billboards and shall constitute the first year annual fee and renewal permit.

§ 26. Issuance of building permit.

It shall be the duty of the Superintendent of the Building Department upon the filing of an application for a permit to erect a billboard to examine such plans, specifications and other data submitted for the proposed billboard. It shall be the duty of the Superintendent of the Building Department to issue a permit for the erection of a proposed billboard, provided that:

A. The proposed billboard has received Planning Board approval.

B. The proposed billboard is in compliance with all the requirements of this Article, as well as all other laws and ordinances of the Town/Village of _____.

§ 27. Issuance of annual renewal permit.

Each billboard permit shall be renewed with the Superintendent of the Building Department in accordance with the following regulations:

- A. Application for an annual permit shall be made within 14 calendar days after the first day of January.
- B. The applicant shall submit any changes in ownership of billboard or property and an affidavit stating that the same has been changed on the billboard itself.
- C. Fees. The fee for an annual permit shall be \$50 for all size billboards.

§ 28. Revocation of permits.

The Superintendent of the Building Department shall revoke such billboard permit 14 days after written notice has been given to the owner on record of said billboard for any one of the following conditions, provided that said condition has not been corrected within the fourteen-day period:

- A. Failure to obtain the annual permit within the first 14 calendar days of the new year.
- B. Failure to submit proper information in regard to changes in ownership of billboards.
- C. Failure to complete construction within 180 days of date of issuance of the building permit.
- D. Failure to affix the permit number and necessary names.
- E. Failure to obtain permission from the Superintendent of the Building Department to structurally alter the billboard.
- F. Failure to maintain any billboard in accordance with the judgment of the Superintendent of the Building Department of the Town/Village of _____. This would include but not be limited to the following:
 - (1) That the structure be free from all hazards, such as faulty wiring, loose fastening or supports, etc.
 - (2) That the structure remain safe, secure and in no way a menace to the public.
 - (3) That the structure be maintained in a clean, neat condition.
- B. The Superintendent of the Building Department may cause any billboard that is a source of immediate peril to persons or property to be removed summarily and without notice.

§ 30. Nonconforming billboards.

- A. Any billboard in existence at the effective date of this article that does not comply with this article shall be deemed nonconforming and shall be allowed to remain as such, provided that a building and annual renewal permit is filed for in accordance with §§ 25 and 27 of this article.
- B. No nonconforming billboard shall be reconstructed or structurally altered except as provided for in § 24 and § 30C of this article.
- C. Once a nonconforming billboard has been removed, an applicant has a period of up to six months to apply for a § 24 restoration building permit and reestablish the billboard, provided that the billboard is to the identical specifications, size, location and appearance as existed prior. If such a permit is not applied for six months after the billboard was removed then abandonment or relinquishment of such nonconforming billboard shall be presumed, and such nonconforming billboard shall be deemed abandoned and shall not thereafter be reestablished. A party seeking to rebut the presumption of abandonment herein and assert non-

abandonment of such nonconforming billboard has the burden of proving that such abandonment or relinquishment of such nonconforming billboard was not intentional and that such nonuse was involuntary, as well as the burden of going forward.

§ 31. Review and appeal.

Any person aggravated by any decision of the Superintendent of the Building Department relative to the provisions of this Article or the Town/Village of _____ may appeal such decision to the Zoning Board of Appeals as provided in the zoning regulations of the Town/Village of _____ and shall comply with all procedural requirements prescribed by such Zoning Board of Appeals.

§ 32. Penalties for offenses.

Failure to comply with any of the provisions of this article shall be deemed a violation, and the violator shall be liable to a fine of not more than \$50, and each day that such violation continues shall constitute a separate violation.

Table of Permitted Signs

Function of Sign	Nature of Sign	Area per Sign (sq ft)	Number of Signs	Total Sign Area (sq ft)	Front Line Setback (ft)	Side and Rear Setback (ft)	Height (ft) (Freestanding sign)	Height (ft) (Wall Sign)	Permit Required?
Residential identification or street number and/or identification of a permitted customary home occupation in a single-family house or mobile home	permanent	2	1	2/lot	15	15	6	10	no
Residential identification or street number and/or identification of a permitted customary home occupation in a duplex (2-family) house	permanent	2	1/dwelling unit; 2/building	2/sign	15	15	6	10	no
Apartment complex or mobile home park identification, 3-12 units	permanent	12	1/complex	12	15	15	6	10	yes
Apartment complex or mobile home park identification, over 12 units	permanent	32	1/entrance, maximum of 2/parcel	64	15	15	6	10	yes
Public or private schools, houses of worship, meeting halls, fire stations, private clubs or other similar uses	permanent	32	2, 1 on which may be freestanding	32	15	15	15	10	yes
Cemetery identification	permanent	32	1/entrance	32	15	15	6	not permitted	yes
Not-for-profit organizations (fundraising events, such as bazaars)	temporary, not to exceed 30 days	32	1	32	15	15	6	10	no
Political signs (must be removed within 30 days after election):									
Campaign headquarters	temporary, must be removed within 30 days after election	160	1/political party, plus 1/candidate	160	15	15	20	15	yes
Lawn signs	temporary	4.5	unlimited	4.5	private property	private property	3	10	no
Vehicle and trailer signs	temporary, must be removed within 30 days after election	32	unlimited	NA	30		NA	NA	no
Garage sale signs	temporary	4	1	4	15	15	4	not permitted	no
Real estate for sale or for-rent signs:									
Residential use, 1- and 2- family homes	temporary, must be removed 5 days after property transfer or no longer for sale	6	1/parcel	6	10	15	6	10	no
Commercial property including apartment complexes	temporary, same as above	32	1/parcel	16	15	15	6	10	no
Construction project identification	temporary, 1 year, renewable	48	2/parcel	48	15	15	10	10	yes
Grand opening identification	temporary, 30 days maximum	32	1	32	15	15	6	10	yes
Commercial use, single or double tenant site									
Freestanding sign	permanent	see Chart A	1 freestanding/site	see Chart A	15	15	20	-	yes
Wall sign	permanent	see Chart C	1 wall/tenant	see Chart C	-	-	-	20	yes
Projecting	permanent	6	1 projecting/site	6	-	-	-	20	yes
Commercial complex, 1 or more parcels occupied by more than 2 tenants or at least 2 tenants and the owner or any combination thereof:									
Freestanding sign, primary complex	permanent	see Chart A	1	see Chart A	15	15	20	-	yes
Freestanding sign, secondary complex	permanent	20	1/each secondary frontage, provided that 600 feet exists between signs, measured in a straight line, and frontage on which sign is located includes direct vehicle access from the complex to the street	20	15	15	20	-	yes
Wall sign	permanent	see Chart C	1/tenant having direct customer access to the out of doors; must be placed on storefront of the tenant identified by the sign	see Chart C	NA	NA	NA	20	yes
Gas station or motor vehicle service station									

Table of Permitted Signs

Function of Sign	Nature of Sign	Area per Sign (sq ft)	Number of Signs	Total Sign Area (sq ft)	Front Line Setback (ft)	Side and Rear Setback (ft)	Height (ft) (Freestanding sign)	Height (ft) (Wall Sign)	Permit Required?
Freestanding sign, single or double tenant site	permanent	see Chart A	1 freestanding/site	see Chart A	15	15	20	-	yes
Wall sign, single or double tenant site	permanent	see Chart C	1 wall/tenant	see Chart C	-	-	-	20	yes
Wall sign, in complex	permanent	see Chart C	1	see Chart C	-	-	-	20	yes
Office, research, development, manufacturing and industrial warehousing, single or double tenant site									
Freestanding sign	permanent	see Chart B	1/site	see Chart B	15	15	20	-	yes
Wall sign	permanent	see Chart C	1/tenant having direct customer access to the out of doors; must be placed by the primary entrance	see Chart C	-	-	-	20	yes
Office, research, development, manufacturing and industrial warehousing complex									
Complex identification	permanent	see Chart B	1	see Chart B	15	15	20	-	yes
Freestanding sign, individual building identification	permanent	see Chart B	1 freestanding/site	see Chart B	15	15	20	-	yes
Wall sign, individual building identification	permanent	see Chart C	1 wall/tenant having direct customer access to the out of doors; must be placed by the primary entrance	see Chart C	-	-	-	20	yes
Complex identification	permanent	Not more than 4 sq ft for header, plus 1.5 sq ft per tenant. The total area of directory signage within a complex shall not exceed the allowable area of primary complex identification sign.	1/building	see Area per sign	45	20	8	10	yes
Sports and recreation center									
Freestanding sign, single or double tenant	permanent	see Chart B	1 freestanding/site	see Chart B	15	15	20	-	yes
Wall sign, single or double tenant	permanent	see Chart C	1 wall/tenant	see Chart C	-	-	-	20	yes
Wall sign, in complex	permanent	see Chart C	1/tenant	see Chart C	-	-	-	20	yes
Farm stand									
Freestanding sign	permanent	16	1 freestanding sign or 1 wall sign, or both, provided that the total sign area or	16	15	15	20	-	yes
Wall sign	permanent	16	per planning board approval	NA	per planning board approval	per planning board approval	per planning board approval	per planning board approval	yes
On site directional signs	permanent	2							

Sign Ordinance Charts

Chart A

Freestanding signs for:

- Commercial parcels
- Commercial complexes
- Gas stations, motor vehicle service stations

But not including billboards

Allowable sign area:

$$\text{Area of Sign} = 2 \left(\frac{\text{Ground Floor Area}}{1000} + \frac{\text{Primary Frontage}}{10} \right)$$

Except that area need not be less than thirty-two (32) square feet and shall not be greater than one hundred sixty (160) square feet.

Chart B

Freestanding signs for:

- Office, research, development, warehousing and industrial:
 - Complex identification*
 - Individual building identification*
- Sports and recreation centers

Allowable sign area:

$$\text{Area of Sign} = \frac{\text{Ground Floor Area}}{1000} + \frac{\text{Primary Frontage}}{100}$$

Except that area need not be less than twenty (20) square feet and shall not be greater than seventy (70) square feet.

Chart C

Wall signs

Allowable area:

$$\text{Area of Sign} = 0.42(\text{Length of Store Front}) + 11.6$$

Except that area need not be less than twenty (20) square feet and shall not be greater than seventy-five (75) square feet. Name plates are not considered part of the allowable sign area.