



# 2017 Joint Comprehensive Plan

**Town of Manchester & Villages of Clifton Springs, Shortsville, & Manchester**



**ADOPTED MARCH 2018**

# Acknowledgments

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Doug Davis, Councilman

Dave Phillips, Councilman

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This Comprehensive Plan was completed through the joint efforts of Town and Village Officials, Board Members, and residents of each community. The Ontario County Planning Department was also integral to the drafting of this Plan, through their participation in the planning process and creation of maps for discussion and inclusion in the document.

The Town and Villages would like to thank the members of the Steering Committee, which guided this process, as well as Ontario County Planning Staff and all members of the community who contributed to the Plan's vision for the betterment of the greater Manchester community.

Resources for the preparation of this document and its contents include the US Census, American Community Survey, Ontario County Planning Department, Ontario County Online Resources, and Genesee Finger Lakes Regional Planning Council.

## THIS PLAN DRAFTED AND PREPARED BY:



## SELECT MAPPING & ENGINEERING SUPPORT PROVIDED BY:



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# Introduction

## What is a Comprehensive Plan?

A comprehensive plan serves as the blueprint of a community, providing guidance toward the priorities and concerns of local residents regarding what they consider important to their quality of life. The plan helps to establish goals and objectives reflective of stated priorities, and provide a set of recommendations and actions to help achieve those goals. A plan serves as the foundation upon which future planning and policy decisions are to be based. Although a comprehensive plan is not law and therefore unenforceable as regulation, it does have legal standing and can protect community values.

In other words, a comprehensive plan provides an overall framework for future public and private investment in your community. This investment can take many forms, including, but not limited to, community financial, civic, and creative resources.

For the Town of Manchester and Villages, this 2017 Joint Comprehensive Plan will shape the physical, social, and economic character of the community over the next decade.

*“Among the most important powers and duties granted by the legislature to a local government is the authority and responsibility to undertake comprehensive planning and to regulate land use for the purpose of protecting the public health, safety and general welfare of its citizens.”*

*- NYS Town Law §272-a; NYS Village Law §7-722*

Once completed, a comprehensive plan directly or indirectly informs a number of municipal functions and initiatives. These include, but are not limited to, the following:

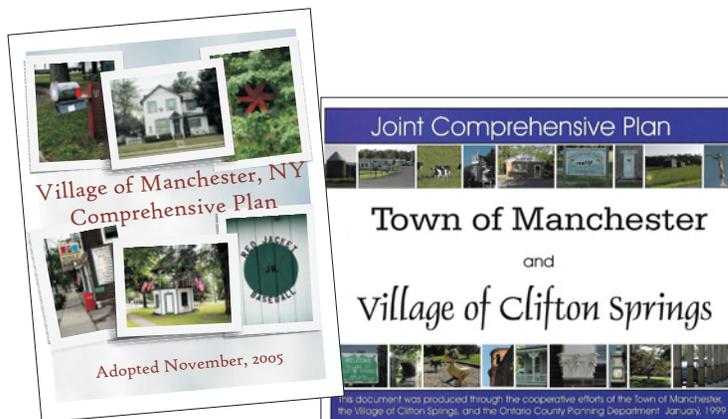
- ▶ **Grant Acquisitions** - *Federal and State funding is increasingly tied to a community’s comprehensive plan. The projects and programs that have public support and are identified in the plan are more likely to be successful in obtaining funding than those that are not.*
- ▶ **Zoning, Subdivision & Land Development** - *A comprehensive plan can inform future regulatory changes in a municipality. Over time, regulatory tools such as zoning, design review, and subdivision requirements should be brought into conformance with the comprehensive plan.*
- ▶ **Budgeting & Capital Improvement Planning** - *The comprehensive plan can be used as a tool during the development of a municipality’s annual budget. The projects and programs contained in the plan are often included in the budgeting process to ensure the community’s priorities are being considered and addressed.*
- ▶ **Cultural & Economic Development Efforts** - *An increasing number of municipalities are beginning to undertake more non-traditional efforts to foster community vitality. Examples include the creation of arts and cultural venues and programming, as well as economic development initiatives to reduce commercial vacancies. The need for such efforts is often determined through the comprehensive planning process and documented in the plan itself.*

## Why a Joint Comprehensive Plan?

This 2017 Joint Comprehensive Plan (the Plan) has the added strength of addressing several municipalities as a cohesive community, rather than individually. Since the issues and opportunities facing the Town of Manchester and Villages of Shortsville, Clifton Springs, and Manchester are not confined to their own community borders, it is important that each consider the impact of local decision-making on their shared environmental, social, and economic resources. This also has the added benefit of allowing the communities to capitalize on collaborative efforts to achieve their visions and minimize duplications of effort. The Plan also explores areas where it may be appropriate for the Town and Villages to pursue the sharing of resources, which may save each locality valuable time and capital.

As such, this 2017 Joint Comprehensive Plan shall serve as the update to previously completed planning efforts by each community, including the:

- *Village of Manchester Comprehensive Plan, 2005*
- *Town of Manchester & Village of Clifton Springs Joint Comprehensive Plan, 1999*
- *Village of Shortsville Community Development & Capital Improvement Plan, 2007*



## Planning Horizon

The planning horizon is defined by the length of time for which a comprehensive plan is considered relevant and representative of the community. It may also quantify the length of time necessary to implement a majority of the plan's recommendations. The planning horizon for this 2017 Joint Comprehensive Plan is 10 years, or to the year 2027. This allows for information obtained in the 2020 Census to be included in the next comprehensive plan update effort.

## Utilization of the Plan

Upon adoption by each community, it should be common practice for the Town and Village Boards, Planning Boards, and Zoning Boards to reference this Joint Comprehensive Plan for all development projects planned and proposed, as well as for the for the review of public and private investments.

On an annual basis, an Ad-Hoc Committee of similar representation to the Steering Committee, should meet to report on the completion of tasks and ensure the stated values and priorities accurately reflect that of the greater Manchester community.

This Plan may also be made available to county and state agencies for guidance and assistance with their plans and projects in the Manchester area.

## Planning Process

The planning process utilized to accomplish this Joint Comprehensive Plan Update was overseen by the project's Steering Committee. The Steering Committee for the Plan consisted of individuals who volunteered their time and effort to take on this important process. Committee members included representation from each community, including residents and local decision-makers, as well as staff from the Ontario County Planning Department.

The role of the Steering Committee was to provide a preliminary direction for the Plan and help draft and review documents throughout the process. The general timeline of key milestones associated with the planning process is provided below:

<i>Kick-Off Meeting</i> .....	<i>September 2015</i>
<i>Community Forum</i> .....	<i>October 2015</i>
<i>Community Input Summary</i> .....	<i>November 2015</i>
<i>Draft Community Profile</i> .....	<i>January 2016</i>
<i>Future Land Use Primer</i> .....	<i>May 2016</i>
<i>Draft Vision &amp; Goals</i> .....	<i>September 2016</i>
<i>Future Land Use Work-session</i> .....	<i>October 2016</i>
<i>Draft Future Land Use Summary &amp; Map</i> .....	<i>February 2017</i>
<i>Preliminary Plan Draft</i> .....	<i>April 2017</i>
<i>Community Open House</i> .....	<i>July 2017</i>
<i>Draft Plan &amp; Implementation Matrix</i> .....	<i>October 2017</i>
<i>Joint Public Hearing</i> .....	<i>January 2018</i>



*Community Forum Participation (October 2015)*

## Acronyms Used

The following is a list of the most commonly used acronyms in this Plan:

<b>ACS:</b>	American Community Survey (Census)
<b>CPS:</b>	Community Preference Survey
<b>DEC:</b>	Department of Environmental Conservation (NYS)
<b>DOT:</b>	Department of Transportation (NYS)
<b>GFLRPC:</b>	Genesee Finger Lakes Regional Planning Council
<b>IDA:</b>	Industrial Development Agency
<b>NYS:</b>	New York State
<b>OC:</b>	Ontario County
<b>SEQR:</b>	State Environmental Quality Review
<b>SQ MI:</b>	Square Mile
<b>TM:</b>	Town of Manchester
<b>US:</b>	United States
<b>VCS:</b>	Village of Clifton Springs
<b>VM:</b>	Village of Manchester
<b>VS:</b>	Village of Shortsville

# Public Input Summary

In an effort to ensure that this Plan reflected the most current values and concerns of the public, opportunities were provided for residents and stakeholders to participate in the development of the Plan's content. A Community Forum was held in the first phase of the project to solicit input from the general public. Additionally, the Town and Villages elected to create and manage a project Facebook page so that residents could directly follow the project and provide feedback along the way.

*The public will also be given the opportunity to provide their comments on and suggestions for implementation of the Draft Comprehensive Plan at an informal Open House prior to the joint Public Hearing for consideration by the Town and Village Boards.*

The Community Forum was held on October 29, 2015, at the Manchester Town Hall. Attendees of the Forum were provided with a brief overview of the Joint Comprehensive Plan process and the importance of updating a local comprehensive plan. After this brief presentation, attendees participated in a visual Community Preference Survey (CPS) in which a series of images with varying development styles were ranked from most desirable to least desirable for their respective community. The array at right shows examples of the higher and lower scoring images.

## Lower Scoring CPS Images



Average Score: 1.34



Average Score: 1.75

## Higher Scoring CPS Images



Average Score: 8.03



Average Score: 6.82

C51

Manchester & the Villages Community Preference Survey										
Image #	Image Rank									Best
	Worst	0	1	2	3	4	5	6	7	
41	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
42	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
43	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
44	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
45	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
46	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**The CPS images were scored on a scale from 0 (least desirable) to 9 (most desirable).**

The results of the CPS were sorted by resident response for the Town and each Village to help identify the preferred development character for each community. Several of the CPS images scored are referenced in the Future Land Use Summary starting on page 47. It should be noted, however, that the results of the CPS are not absolute in their applicability to the Town and Villages. The results should be carefully considered in the context of each community. A complete summary of the CPS results can be found in the Appendix.

In addition to the CPS, attendees of the Community Forum were asked to participate in a Strengths, Weaknesses, Opportunities, and Threats (SWOT) brainstorming exercise. The top responses from the SWOT are listed at right, while a complete summary can be found in the Appendix. The stars next to an item indicate the number of votes received by attendees to prioritize its overall importance to the greater Manchester community.

As previously stated, the Town and Village also utilized a project Facebook page to engage the public. Information from the Community Forum and community profile statistics were shared on the page, along with the draft vision statement and a request for community photos.

**Manchester and the Villages 2016 Comprehensive Plan**  
shared their photo.  
May 11, 2016 · 🌐

The weather is getting better, and we're still in need of photos for the Town and Village's Joint Comprehensive Plan Update! Submit yours to this page for a chance to be included - And as always, please SHARE with your friends and family 😊

We want to see Manchester & the Villages from your lens!

Submit local photos to our...

**Manchester and the Villages 2016 Comprehensive Plan**  
Published by Molly Beth [?] · March 3, 2016 · 🌐

The distribution of home values for each community in the Plan update and Ontario County are shown in the graphic below. As you can see, the majority of Town and Village housing stock is valued under \$100K. (Source: US Census 2010).

**Distribution of Housing Values by Community (2010)**

Housing Value Range	Ontario County	Shortsville	Clifton Springs	Manchester - Village	Manchester - Town
Less than \$50,000	~10%	~12%	~5%	~25%	~22%
\$50,000-\$99,999	~22%	~38%	~40%	~48%	~38%
\$100,000-\$149,999	~28%	~45%	~32%	~20%	~28%
\$150,000-\$199,999	~16%	~5%	~18%	~4%	~8%
\$200,000+	~24%	~2%	~4%	~1%	~2%

Source: US Census 2010

## Strengths

- Strong farm community ★★★★★★★★
- Canal and trail along the Outlet/widewaters ★★★★★
- Beautiful areas - natural scenery (Drumlins) ★★★
- Four hospitals ★★
- History ★★
- Community activities ★★
- Main Street Clifton Springs ★
- Manchester is the Gateway to the Finger Lakes ★
- Good location - convenient to thruway (Rochester, Buffalo) ★
- RTS Bus service ★

## Weaknesses

- Poorly maintained trailer parks ★★
- Not enough opportunities for kids ★★
- Property maintenance on Main Street is lacking ★
- Employment opportunities are limited
- Aging infrastructure

## Opportunities

- Canal - Port Gibson ★★★★★
- General Store in Port Gibson ★★★
- Marketing how we can be unique (agriculture and rail) ★★
- Something for visitors to stop/see/do ★
- Future trail connectivity

## Threats

- Many homes too close to train tracks ★★★★★
- Increased taxes ★★★★★
- Drugs ★★★
- Hazardous materials on trains ★★
- Cost of new/upgraded infrastructure ★
- Increased traffic/people that comes with growth ★



# Community Profiles



## Countywide Assessment

Ontario County is a predominately rural area comprised of 16 towns, eight villages, and two cities. The primary employment industries for County residents include both health care and social assistance jobs. However, manufacturing and educational services are also significant employment industries for residents in the region. The poverty rate in Ontario County is 10.4%, while the unemployment rate is just over 4%. Both rates are below that of New York State.

The Town of Manchester and Villages of Manchester, Clifton Springs, and Shortsville are situated in the northern portion of the County, as highlighted on the map to the left. It is important to consider the regional context in the planning process to better understand how certain growth factors and economic indicators measure up for the Town and Villages and for the overall County.

This section is intended to provide a snapshot of the existing population and economic trends within the County, and highlight where the Town and Villages rank with other Ontario County communities. Detailed summaries of the population, economic, and housing trends within the Town and each Village can be found in the pages following this countywide overview.

## Ontario County Quick Stats!

**Land Area (sq.mi.)..... 644**

**2000 Census Population ..... 100,224**

**2014 ACS Population..... 108,975**

**Density (people/sq.mi.) ..... 169**

**Median Age..... 43**



**Primary Job Industry**  
16% Health Care & Social Assistance (2014 ACS)



**Poverty Rate**  
10.4% (2014 ACS)



**Unemployment Rate**  
4.3% (2014 ACS)

*NOTE: "Primary Job Industry" refers to the industry that employs the largest share of residents. This does not necessarily mean that these jobs are located in the municipality.*

Municipality	Growth Rate		Building Permits (2000 to 2011)		
	2000 to 2010	Projected (To 2040)	Residential	Commercial	Industrial
<b>Towns/Cities</b>					
Bristol	- 4%	1%	76	3	3
Canadice	- 10%	3%	62	-	-
Canandaigua	31%	14%	1,029	8	6
Canandaigua (City)	- 6%	4%	258	26	-
East Bloomfield	8%	3%	132	12	7
Farmington	12%	13%	1,011	16	7
Geneva	0%	1%	151	9	1
Geneva (City)	- 3%	1%	57	7	2
Gorham	12%	6%	255	-	-
Hopewell	12%	6%	127	14	-
Manchester	- 2%	3%	304	3	-
Naples	7%	5%	99	-	-
Phelps	0%	0%	157	10	8
Richmond	- 3%	- 1%	184	1	-
Seneca	0%	0%	74	7	5
South Bristol	- 3%	- 1%	141	1	-
Victor	54%	21%	1,747	112	48
West Bloomfield	- 3%	- 1%	162	-	-
<b>Villages</b>					
Bloomfield	7%	4%	26	1	1
Clifton Springs	- 4%	0%	45	1	1
Manchester	16%	3%	40	5	2
Naples	- 3%	0%	2	1	-
Phelps	1%	0%	7	-	-
Rushville	20%	0%	2	4	-
Shortsville	9%	5%	55	3	-
Victor	11%	5%	80	-	4
<b>Ontario County</b>	<b>7%</b>	<b>7%</b>	<b>6,283</b>	<b>244</b>	<b>95</b>

Source: Historical Data - Ontario County Planning Department; Projections & Permits - Genesee Finger Lakes Regional Planning Council (GFLRPC)

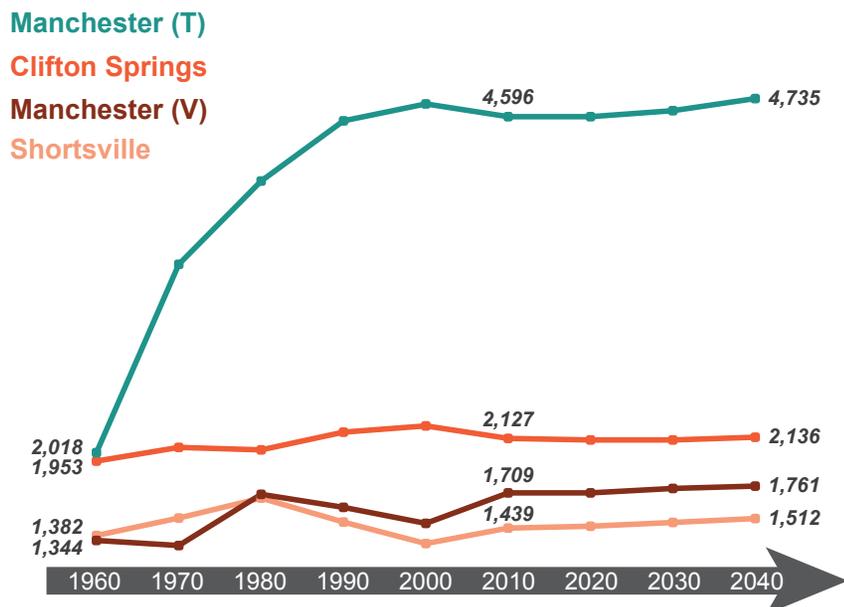
## Countywide Growth & Development

The table to the left is a complete listing of the towns, cities, and villages located within Ontario County and their respective rates of population growth and development activity. From 2000 to 2010, the Countywide population grew at a rate of 7%. In the same time period, the Town of Manchester and Village of Clifton Springs both lost population at rates of 2% and 4% respectively. The Village of Shortsville grew at a rate of 9% and the Village of Manchester grew at a rate of 16%. The highest rates of growth countywide were in the Towns of Canandaigua and Victor.

According to Genesee Finger Lakes Regional Planning Council (GFLRPC) estimates, Ontario County will experience a steady population growth rate of 7% to the year 2040. Population projections are often based on historical population trends; therefore, it is not surprising that the Towns of Victor and Canandaigua are expected to see the largest increase in population. The Town of Manchester and Villages of Clifton Springs, Manchester, and Shortsville are projected to maintain population or experience a small rate of growth. The Ontario County Planning Department, however, believes these projections are significantly low, as the County population for 2017 has already surpassed that of the projection for 2030.

Also shown are building permits issued from 2000 to 2011 by development type. The Town of Manchester issued the fourth largest number of residential permits in this time period, just behind that of Canandaigua, Farmington, and Victor. Of the Villages, Shortsville, Clifton Springs, and Manchester respectively issued the second-most, third-most, and fourth-most largest number of residential permits behind that of Victor. The number of permits does not indicate, however, that Certificates of Occupancy were secured.

It is important to note that the success of a community should not be measured by its rate of population growth or development, but rather by the maintenance of community desirability and quality of life in spite of growth or decline. Communities desiring to preserve their rural and small town character may seek to stabilize their population while also employing development practices for controlled growth.



Town of Manchester and the Villages Population Trends (GFLRPC)

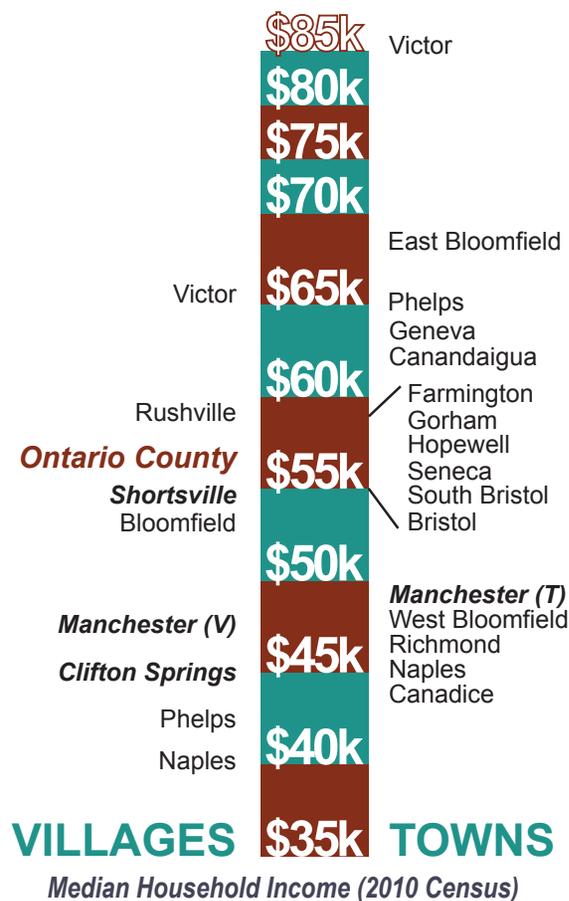
### Historical Population Changes

The population of Ontario County has gone from 68,070 in 1960, to 107,931 in 2010. According to the GFLRPC, the County is projected to reach a population of 116,163 by 2040. The graph above provides similar historical and future population estimates specifically for the Town of Manchester and the Villages of Clifton Springs, Manchester, and Shortsville.

The Town of Manchester and Village of Clifton Springs are likely to see a population increase over the next three decades. As previously mentioned in the Countywide growth analysis, the Villages of Manchester and Shortsville are estimated to see a slight decline in population over this same period. However, these projections are incapable of predicting the desirability of each community or the level of development or investment that may change over time. For example, new housing development or employment opportunities pursued by one of these communities may bring new residents that are not reflected in these estimates.

### Economic Indicators

Economic success for a community may be measured by a number of factors. Two such measures include the level of educational attainment among a community’s residents and its subsequent median household income values. Approximately 92% of Ontario County residents have completed at least a high school level of education, with 45% of that share having obtained some form of a college degree. As a result, Ontario County has one of the highest median income levels in New York State at \$56,468. In fact, Ontario County’s median income is also higher than that of all its neighboring counties. To see how all Ontario County towns and villages compare with respect to median household income, see the graphic below.



# Town of Manchester

## At a Glance!

**2000 Census Population .. 4,240**

**2014 ACS Population ..... 4,068**

**Land Area (sq.mi.)..... 35**

**Density (people/sq.mi.) ..... 116**

**Median Age ..... 43**

## Key Issues

- 1) Aging population
- 2) Loss of young adults and families
- 3) High share of population with no high school diploma
- 4) Depressed incomes partially due to lack of educational attainment



**Primary Job Industry**  
19% Health Care & Social Assistance (2014 ACS)



**Unemployment Rate**  
4.2% (2014 ACS)



**Poverty Rate**  
10.4% (2014 ACS)



**Median Household Income**  
\$48,207 (2010 Census)

## Population Trends

In 2014, the Town of Manchester population was estimated at 4,240 individuals. Figure TM-1 below shows the breakdown of the Town's population by age group, while Figure TM-2 shows the change in population from 2000 to 2010 by age group. These two charts indicate two significant trends within the Town of Manchester. First, the share of young children and young families is declining. Typically the 25 to 44 year age group represents the parents of children under 19. The Town has seen a significant decrease in these age groups. Second, the Town has seen a relatively rapid rate of growth in its 60+ population. In order to offset the aging population, the Town should consider ways in which it may attract and retain its young families and young adults, while also addressing the needs of seniors looking to age-in-place.

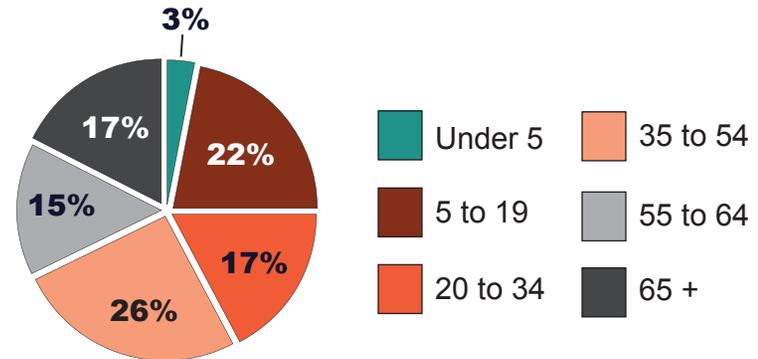


Figure TM-1: Town Population by Age Group (2014 ACS)

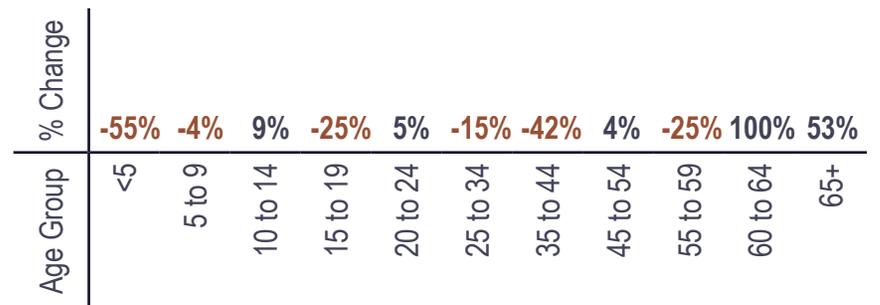


Figure TM-2: Change in Population by Age Group (2000, 2010 US Census)

## Education & Employment

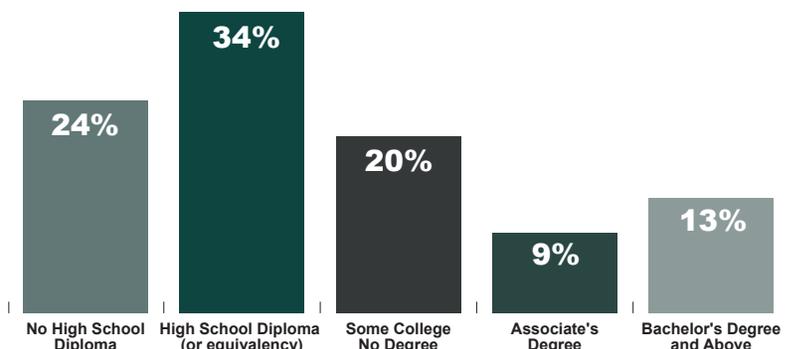


Figure TM-3: Educational Attainment of Town Residents (2014 ACS)

Nearly one in four Town of Manchester residents is without a high school diploma or its equivalency (see Figure TM-3). This share of the population is significantly larger than that of the Countywide rate of 8%. These education levels are not uncommon in rural communities with a large agricultural presence. However, the agriculture industry only makes up about 2.5% of resident jobs in the Town. The median earnings of residents without a high school diploma on average earn at least \$10,000 less annually than that of residents who have some college education, and over \$20,000 less annually than those with a Bachelor's Degree. As a result, the Town should strive to work with its community partners to improve the educational and employment opportunities available to residents and encourage the completion of a high school education.

## Housing Market

As of the 2010 US Census there were 3,929 housing units within the Town. Figure TM-4 in the next column shows the breakdown of housing occupancy of all housing units in the Town of Manchester, as well as the share of occupied units that are either classified as renter- or owner-occupied. The Town has a relatively healthy vacancy rate at 5%, which allows for some turnover of rentals and reuse of owned units. The balance of owner-

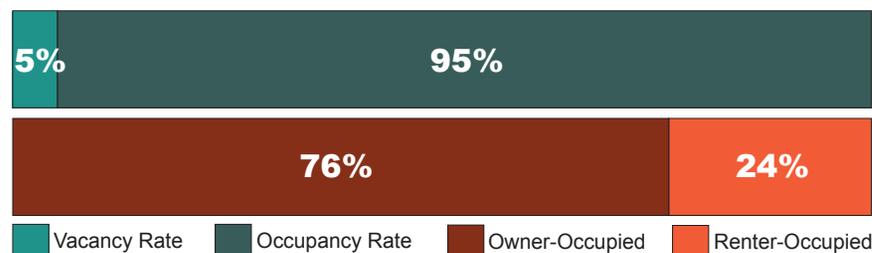


Figure TM-4: Housing Tenure (2010 US Census)

occupied and renter-occupied units is important to consider with any future growth or development. Typically more rural towns maintain a high share of owner-occupied, single-family homes. Manchester is currently on par with that of the County, which has a rate of 73% owner-occupied and 27% renter-occupied housing units.

The breakdown of housing value within the Town can be found in Figure TM-5 below. The majority of Manchester's 3,929 housing units (67%) are valued between \$50,000 and \$150,000; while only 10% are \$150,000 or more in value. These housing values are generally lower than that of the County.

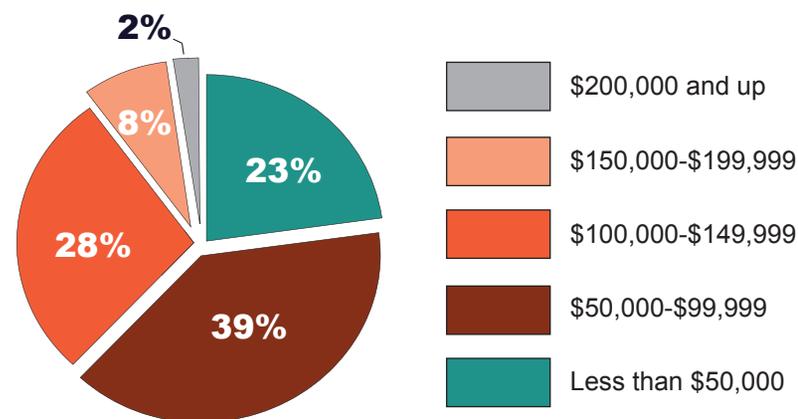


Figure TM-5: Value of Housing Stock (2010, GFLRPC)

# Village of Manchester

## At a Glance!

**2000 Census Population .. 1,475**

**2014 ACS Population ..... 1,691**

**Land Area (sq.mi.)..... 1.18**

**Density (people/sq.mi.) .... 1,433**

**Median Age ..... 45**

## Key Issues

- 1) Aging population
- 2) Loss of young families
- 3) Low median income levels likely due to lack of higher education opportunities
- 4) Lack of middle- to high-income housing stock



**Primary Job Industry**  
21% *Manufacturing (2014 ACS)*



**Unemployment Rate**  
2.7% *(2014 ACS)*



**Poverty Rate**  
14.9% *(2014 ACS)*



**Median Household Income**  
\$47,500 *(2010 Census)*

## Population Trends

According to Figure VM-1 below, currently the Village's largest age group includes young professionals and young adults in the 20 to 34 age range. This is likely due to the large increase that the Village experienced in these age groups from 2000 to 2010 (see Figure VM-2). The Village of Manchester also experienced a very rapid increase in residents over the age of 55, with a slight decline in those over 65 between 2000 and 2010. Given the share of Village residents who will be entering retirement age in the next decade (18%), Manchester should ensure the ability of seniors to age-in-place. Additionally, the Village has seen a decline in young families with children (parents aged 35 to 44 with children under 19). The retention and attraction of young families, much like young adults and young professionals is important to balance the aging population and stabilize growth.

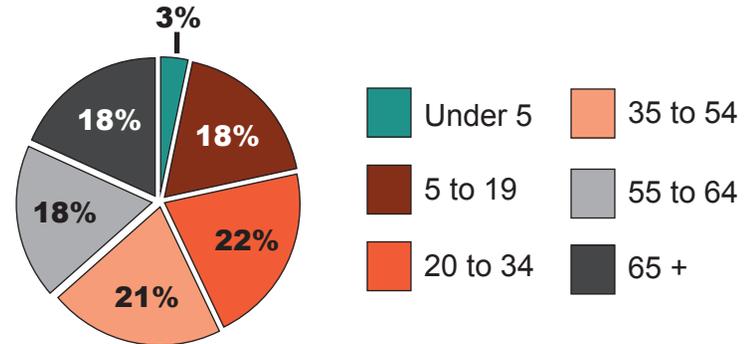


Figure VM-1: Village Population by Age Group (2014 ACS)

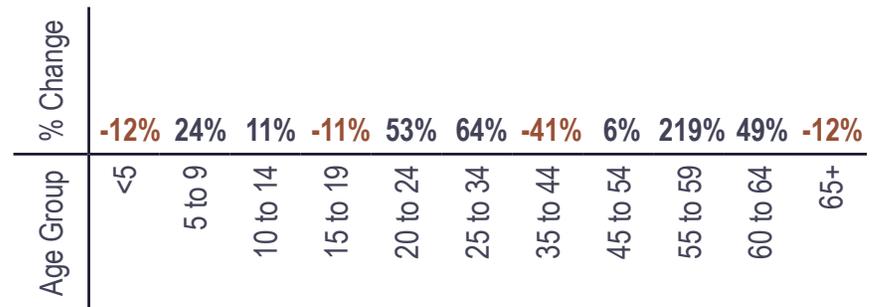


Figure VM-2: Change in Population by Age Group (2000, 2010 US Census)

## Education & Employment

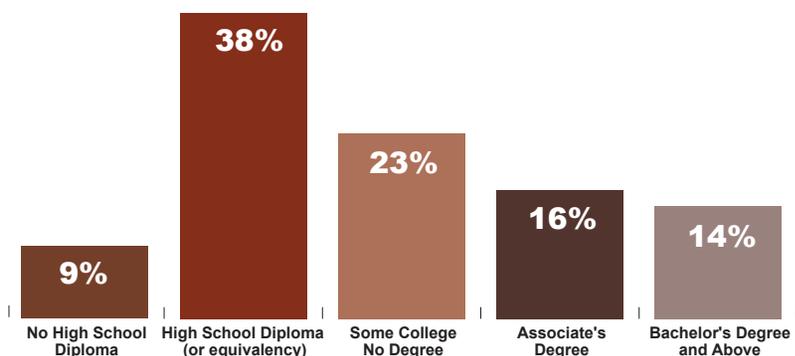


Figure VM-3: Educational Attainment of Village Residents (2014 ACS)

The Village is on par with that of the County in terms of residents who have completed high school. However, Manchester is behind that of other Ontario County communities with respect to higher education (Figure VM-3 shows the Village's current educational attainment). This contributes to the Village's relatively low median household income value of \$47,500 (see page 9 for Countywide comparison) and high poverty rate of nearly 15%. Furthermore, residents with at least an Associates Degree earn on average \$10,000 less annually than that of the County's median income level (\$56,648). In order to improve the economic opportunity of its residents, the Village will need to work with its community partners to increase educational and employment opportunities in Manchester.

## Housing Market

Figure VM-4 found in the upper right indicates the breakdown of housing tenure within the Village. As of the 2010 US Census there were 760 housing units within the Village, of which 29 were classified as vacant. This allows for a healthy vacancy rate within Manchester among both renter- and owner-occupied housing. Of the occupied units within the Village, 24% are consider rental housing. This is typical of a Village setting where there is an increased ability to support higher density developments and multi-family style housing.

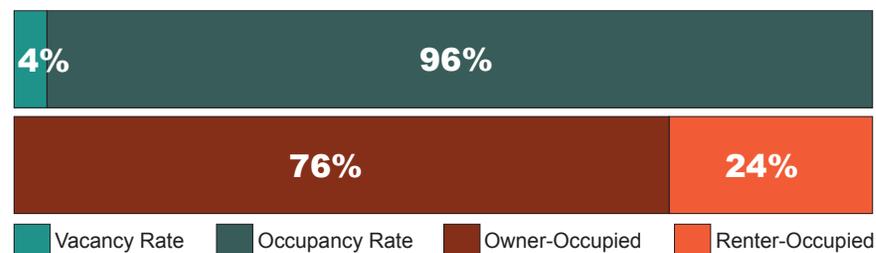


Figure VM-4: Housing Tenure (2010 US Census)

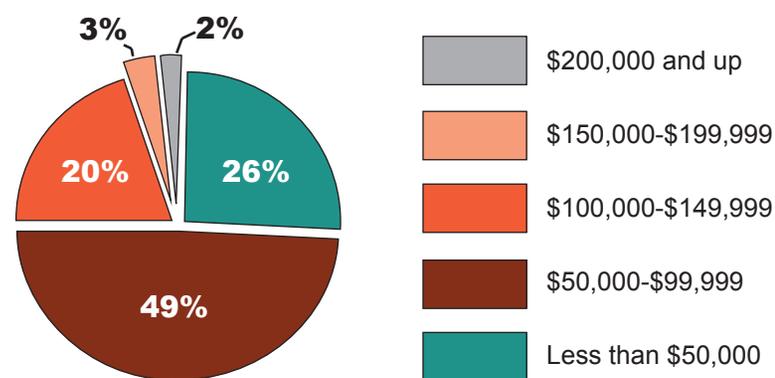


Figure VM-5: Value of Housing Stock (2010, GFLRPC)

Figure VM-5 above indicates that the value of housing stock within the Village is relatively low compared to that of the County as a whole, with a majority of homes (75%) valued at less than \$100,000. Although it is important for a community to provide a variety of housing styles in various price ranges to accommodate changing resident needs, consideration should be given to increasing the value of housing stock in future growth and development plans over the next decade.

# Village of Shortsville

## At a Glance!

2000 Census Population .. 1,320

2014 ACS Population ..... 1,387

Land Area (sq.mi.)..... 0.67

Density (people/sq.mi.) .... 2,070

Median Age ..... 46

## Key Issues

- 1) Rapidly aging population
- 2) Loss of young adults and families
- 3) Maintaining population with high educational attainment
- 4) Maintaining diversity and value of housing stock



**Primary Job Industry**  
26% Health Care & Social Assistance (2014 ACS)



**Unemployment Rate**  
5.6% (2014 ACS)



**Poverty Rate**  
13.3% (2014 ACS)



**Median Household Income**  
\$54,375 (2010 Census)

## Population Trends

Figures VS-1 and VS-2 below show the Village's 2014 population and change in population from 2000 to 2010 by age group. What is most notable from these graphics is that Shortsville has experienced an extremely rapid increase in its retirement and senior population (55 and older). This trend is likely to continue, as 19% of the Village's current population will be entering retirement age over the next decade. Additionally, Shortsville has also seen a decline in its young adult and young family populations (25 to 44 years of age). It is recommended that the Village consider ways to attract and retain young people and young families in an effort to balance the rapid aging of its current population. Furthermore, the increase in seniors is likely to place pressures on the Village to provide existing residents with increased senior-based care and the opportunity to age-in-place.

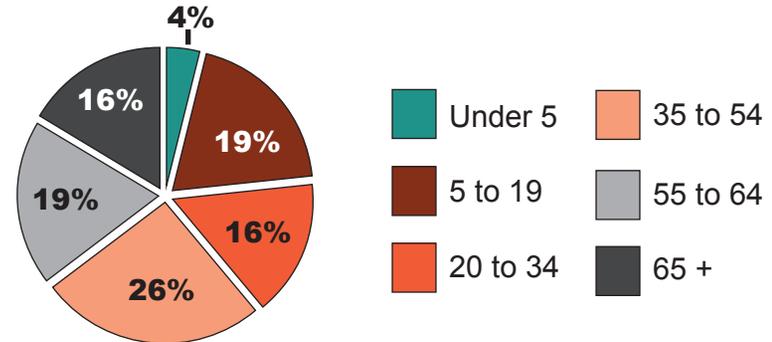


Figure VS-1: Village Population by Age Group (2014 ACS)

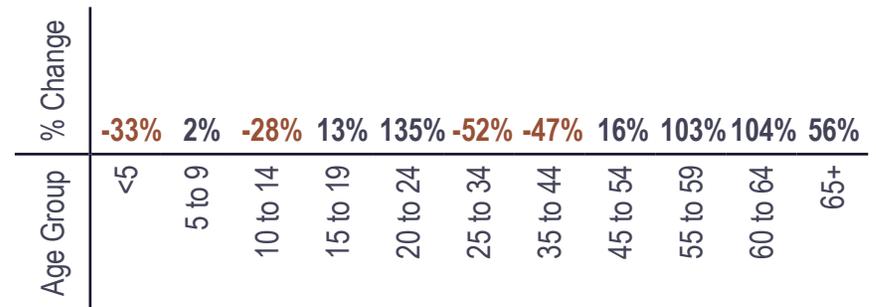


Figure VS-2: Change in Population by Age Group (2000, 2010 US Census)

## Education & Employment

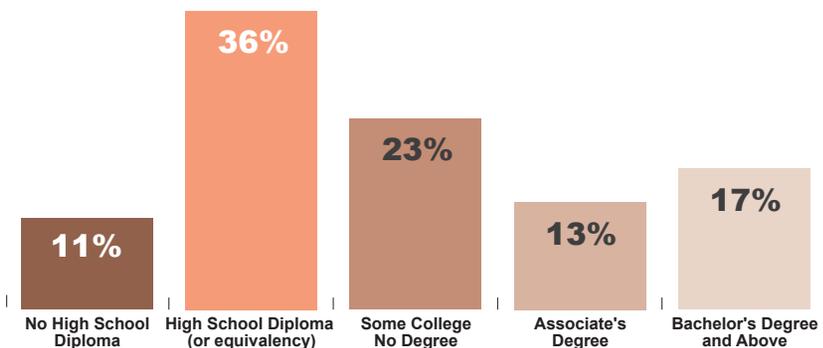


Figure VS-3: Educational Attainment of Village Residents (2014 ACS)

The Village of Shortsville has a relatively high share of residents who have not completed a high school level education (see Figure VS-3 above). However, the share of residents with a high school diploma is on par with that of the County. Despite a smaller share of residents with higher educational degrees, the average median income for residents in Shortsville with a Graduate or Professional Degree is significantly higher than that of the other communities considered in this Plan at \$62,917. This may be one of the factors contributing to Shortsville’s overall high median household income value compared to that of other Towns and Villages in Ontario County (see page 9). Over the next decade, the Village should work with its community partners to retain its highly educated residents and improve economic stability for all with increased educational and employment opportunities.

## Housing Market

Of the 540 housing units reported for the Village of Shortsville in the 2010 US Census, 95% are occupied (see Figure VS-4). This leaves a 5% vacancy rate for the Village, which is a healthy rate that allows for the turnover and reuse of renter- and owner-occupied units. The share of housing units that are owner-occupied is the highest compared to that of the Town of Manchester and the Villages of Clifton Springs and Manchester.

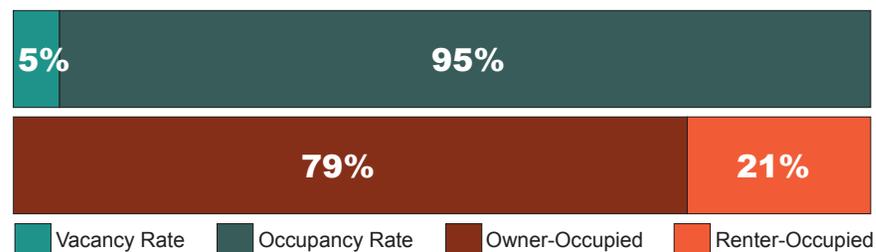


Figure VS-4: Housing Tenure (2010 US Census)

Figure VS-5 below shows the breakdown of housing stock value for the Village of Shortsville. Nearly half of the Village’s housing stock is priced in the middle-market range from \$100,000 to \$150,000. Shortsville also has one of the lowest shares of homes valued at less than \$50,000. The balance of housing values within the Village is reflective of Shortsville’s median household income values, providing a diverse range of housing costs for various income levels. It will be important for the Village to maintain housing values with future development and investment, as stable housing values contribute to the overall desirability and revenue of a community.

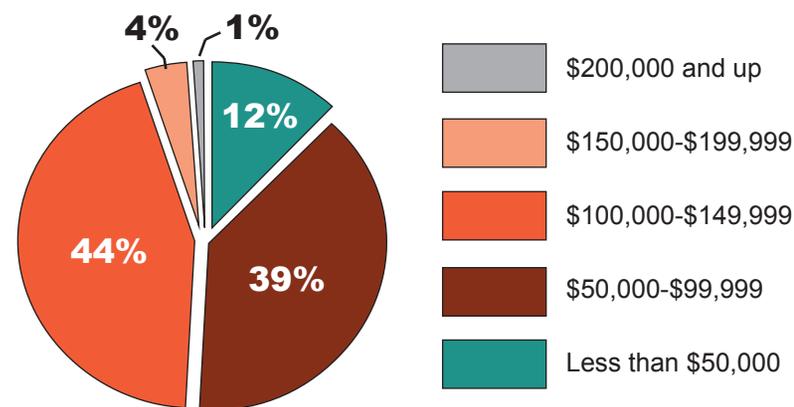


Figure VS-5: Value of Housing Stock (2010, GFLRPC)

# Village of Clifton Springs

## At a Glance!

**2000 Census Population .. 2,223**

**2014 ACS Population ..... 2,293**

**Land Area (sq.mi.)..... 0.96**

**Density (people/sq.mi.) .... 2,389**

**Median Age ..... 41**

## Key Issues

- 1) Loss of young adults and families
- 2) Maintaining senior quality of life
- 3) Poverty rate of those without high school diploma
- 4) Balance of renter- versus owner-occupied housing



**Primary Job Industry**  
28% Manufacturing (2014 ACS)



**Unemployment Rate**  
3% (2014 ACS)



**Poverty Rate**  
13.8% (2014 ACS)



**Median Household Income**  
\$45,208 (2010 Census)

## Population Trends

Figure VCS-1 below shows the current breakdown of Clifton Springs' population by age group. The Village has the largest share of children under the age of 19 out of the communities included in this planning effort at 27%. According to Figure VCS-2, Clifton Springs has seen the largest increase in children under 10 from 2000 to 2010 compared to that of the Town and Villages. However, Clifton Springs has also seen a decline in families with older children from 10 to 19 (parents typically aged 35 to 44). Unlike the other communities, Clifton Springs is not experiencing rapid growth in its aging population, and with only 10% of its current population considered to be pre-retirement this trend will likely continue over the next decade. In order to ensure the stability of its population moving forward, Clifton Springs should focus on continuing to attract and retain young adults, while also maintaining a high quality of life for seniors.

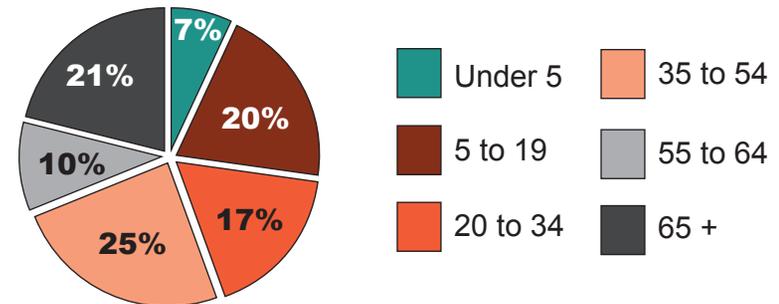


Figure VCS-1: Village Population by Age Group (2014 ACS)

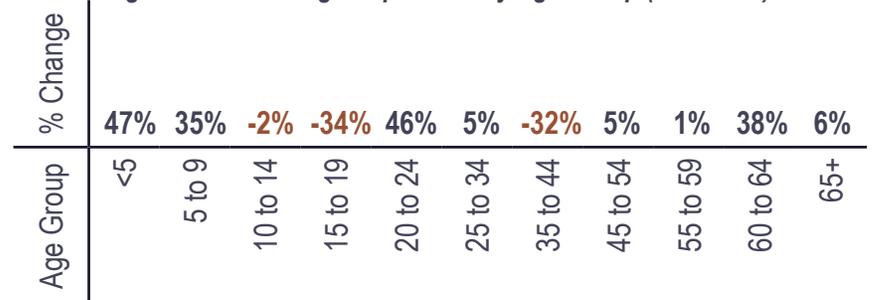


Figure VCS-2: Change in Population by Age Group (2000, 2010 US Census)

## Education & Employment

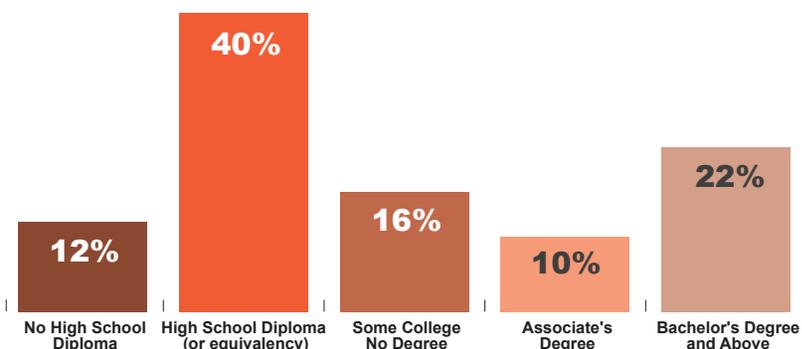


Figure VCS-3: Educational Attainment of Village Residents (2014 ACS)

As shown in Figure VCS-3 above, the educational attainment of Clifton Springs residents (age 18 and above) is split into two majorities -- those with a high school diploma and those with a Bachelor's Degree or higher. Although Clifton Springs' high school completion rate is higher than that of the County's (29%), it is behind in higher education as 32% have attained at least a Bachelor's Degree Countywide. The share of Village residents who have not completed a high school education is also higher than that of the County (12% versus 8%). The median earnings of individuals with an incomplete high school education depresses the Village's median household income value and poverty rate, as nearly 30% of residents without a high school diploma live in poverty and earn an average of \$21,250 annually (according to the 2014 ACS). In order to increase economic opportunity for these residents, the Village should work with its community partners to improve educational and occupational opportunities within Clifton Springs.

## Housing Market

The Village of Clifton Springs was reported to have 1,096 housing units as of the 2010 US Census. Figure VCS-4 shows the breakdown of the occupancy of housing units, and ownership of occupied housing units. Clifton Springs has the highest rate of renter-occupied housing out of the

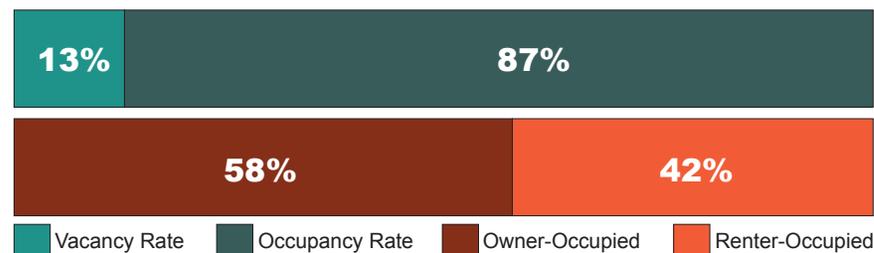


Figure VCS-4: Housing Tenure (2010 US Census)

Town of Manchester and Villages. The senior apartments in and around the hospital may be contributing to this. As future development and investment occur within Clifton Springs, it will be important for the Village to consider the balance of renter- versus owner-occupied housing and changing resident housing needs.

Despite the lower median income value of the Village, Clifton Springs has a relatively large share of homes valued at \$150,000 or more and the smallest share valued at less than \$50,000 (see Figure VCS-5). It is important the Village continue to provide diverse housing options to residents of varying styles and price points to enhance the community's desirability for current and future generations.

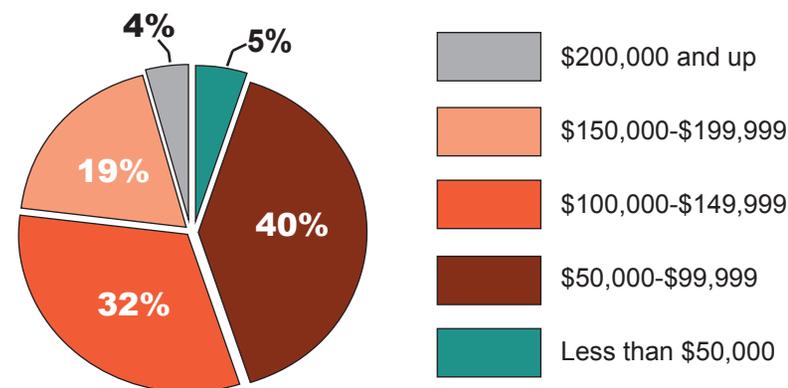


Figure VCS-5: Value of Housing Stock (2010, GFLRPC)

# Water & Sewer Infrastructure

## Introduction

Water and sewer infrastructure is a key contributor to the quality of life for residents of a community. This analysis is not meant to be all-encompassing, but rather provide a general overview of current operations and capacity of local water and sewer systems.

## Local Water Supply

The following is a summary of the water supply systems utilized by the Town and Villages. See page 20 for a map of public water system lines in each community.

### -- Town & Village of Manchester

Village water is obtained from the Town of Farmington. The Town of Farmington obtains its water from the City of Canandaigua. The City of Canandaigua ultimately obtains its water from Canandaigua Lake. The connection to the Farmington System to Manchester is an above ground facility located east of the intersection of State Route 96 and State Street. The building houses the master meter and chlorination equipment for both the Village and the Town of Manchester.

The Village of Manchester has one water storage tank located on Lehigh Avenue with the capacity of 500,000 gallons. Previously the Village had an additional water storage tank along Merrick Avenue, which was decommissioned in 2016. Due to improvements to the Lehigh Avenue tank and adequacy of the existing water supply from the Town of Farmington, it was determined that the Merrick Avenue tank was no longer needed.

The entire Village is served by water with piping ranging in diameter from 2 to 12 inches with approximately 45,500 feet of pipe within the Village

limits. The Village has two emergency connections with the Town which are located at the intersection of Pratt Road and State Route 96, and at the intersection of North Avenue and State Route 96. The emergency connections will provide additional flow and maintain pressure in the system during a fire or unanticipated large use. These connections will not be used continuously, only when warranted by system conditions. The Village does not have any concerns with the quantity or quality of water.

A majority of the Town has public water available to residents with the exception of sparsely populated roads. Pipes range in diameter from 8 to 16 inches. The 16-inch pipe is the Newark Transmission Main. The supply to the Town of Manchester comes from the Village of Newark (northern area of the Town) and the Town of Farmington. The areas served by public water are demonstrated on the map on page 20. No water storage tanks exist in the Town. At the time of writing this Plan, the Town does not have any concerns with the quantity or quality of water.

### -- Village of Shortsville

The Village of Shortsville water is supplied by the Village of Newark Treatment Plant. The entire Village is served. No water storage tanks are within the Village of Shortsville; however, one standpipe water tower is located outside of the Village in the Town of Hopewell.

### -- Village of Clifton Springs

The Village of Clifton Springs is supplied by the Village of Newark Treatment Plant. A majority of Village is served by lines ranging in size from 4 to 10 inches in diameter. Two water storage tanks exist south of the Village in the Town of Phelps, which include a 300,000-gallon tank

and a 500,000-gallon tank. A 10-inch diameter line extends from these tanks to adequately supply the Village.

### **Hamlet of Port Gibson**

The Hamlet of Port Gibson is also supplied by the Village of Newark Treatment Plant via the 16-inch diameter main (Newark Transmission Main). The diameter of the lines within the Hamlet limits is 6 inches. No water storage tanks are part of this system.

## **Wastewater Treatment**

The following summaries outline the current capacity and operation of the Village's wastewater treatment facilities. A map of sewer infrastructure tied to these facilities can be found on page 21.

### **-- Villages of Manchester & Shortsville**

The Village of Manchester and the Village of Shortsville are served by one Wastewater Treatment Plant (the Plant), which is located on the north side of State Route 96 in the Village of Manchester. The capacity of the Plant is 0.88 Million Gallons per Day (MGD). The average flow in 2015 was 0.349 MGD. Based on these flows the excess capacity is 0.531 MGD (531,000 gallons). The Plant currently operates at less than half the approved capacity. The Plant effluent discharges to the Canandaigua Outlet.

Based on 2015 flows the available additional capacity with regard to the number of households or equivalent thereof is 2,655 homes or equivalent industrial or manufacturing facilities in the Villages of Manchester and Shortsville.

Currently, Inflow and Infiltration (I & I) is not a substantial concern based on 2015 flows. However, spring rain events and snow melt have contributed to significantly higher flows in the past. Improvements have been made to portions of the Shortsville system which include slip-

lining problem areas. Although the Plant has not experienced problems during wet- times of the year, an investigation into I & I may be beneficial in the future.

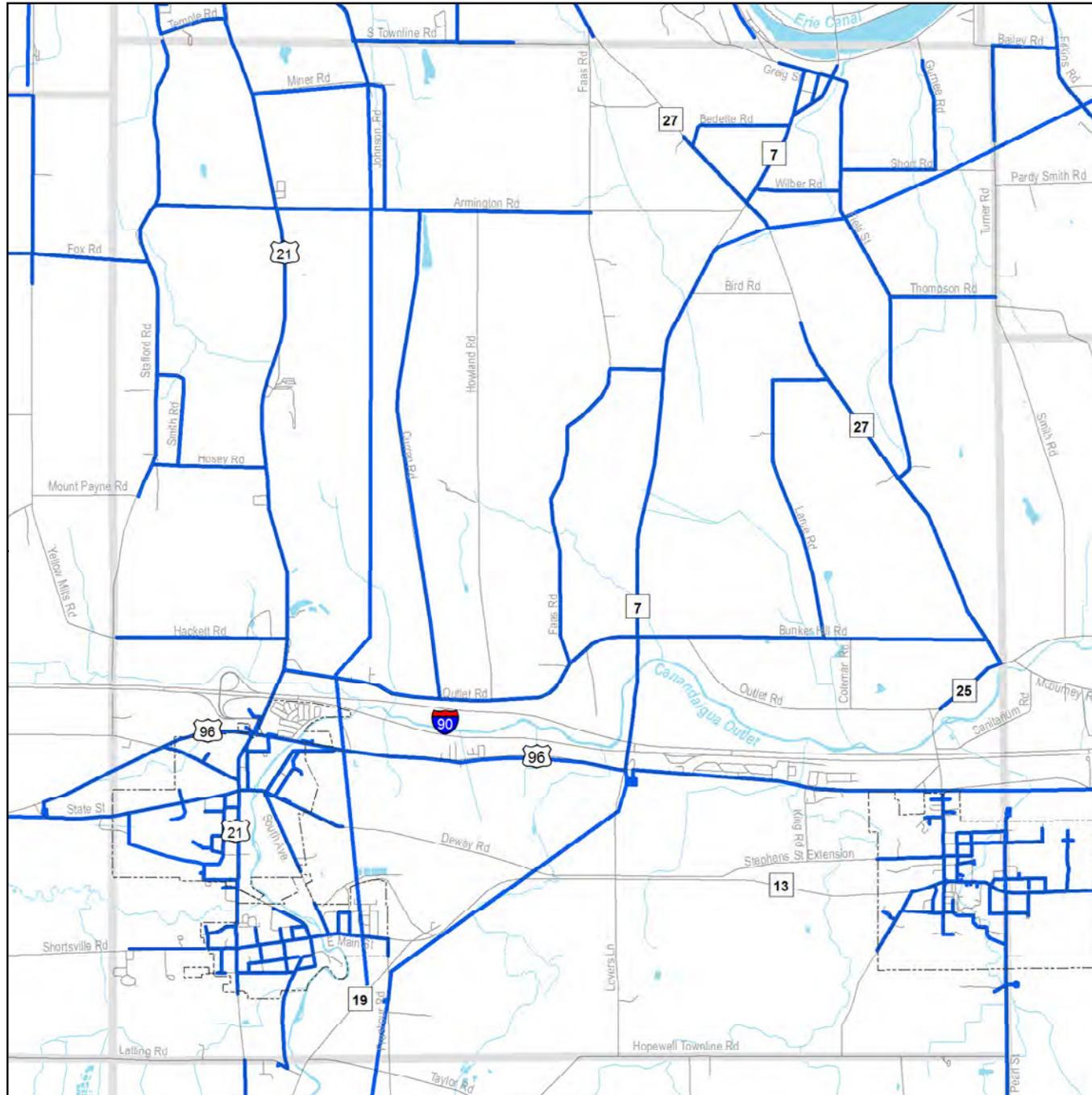
The Plant operator indicated that only one clarifier is being operated and handling the current flow. Plant upgrades in the past three years included a new bar screen, submersible pumps, and a turbo blower. The Plant is well within the limits of the State Pollutant Discharge Elimination System (SPDES) Permit as issued by the NYS Department of Environmental Conservation. The energy cost has decreased for Plant operation in recent years. The Villages also do composting at the site, reducing trucking costs with the exception of hauling the composting material.

### **-- Village of Clifton Springs**

The Village of Clifton Springs Waste Water Treatment Plant is located north of Ladue Road. The discharge is to Sulphur Creek. The Village has made improvements to the system, including a reduction of I & I into the system decreasing the flow that is required to be treated. The existing clarifier is in need of replacement and plans are being made to complete this upgrade in the near future.

### **-- Hamlet of Port Gibson**

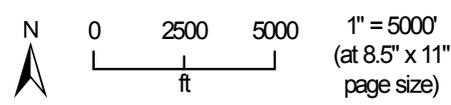
The Hamlet of Port Gibson does not have public sanitary sewer available to the residents.



**Joint Community  
Comprehensive Plan**  
**Town of Manchester,  
Ontario County, NY**  
**PUBLIC WATER SYSTEM**

- Public water system lines
- Villages
- Towns
- Streets

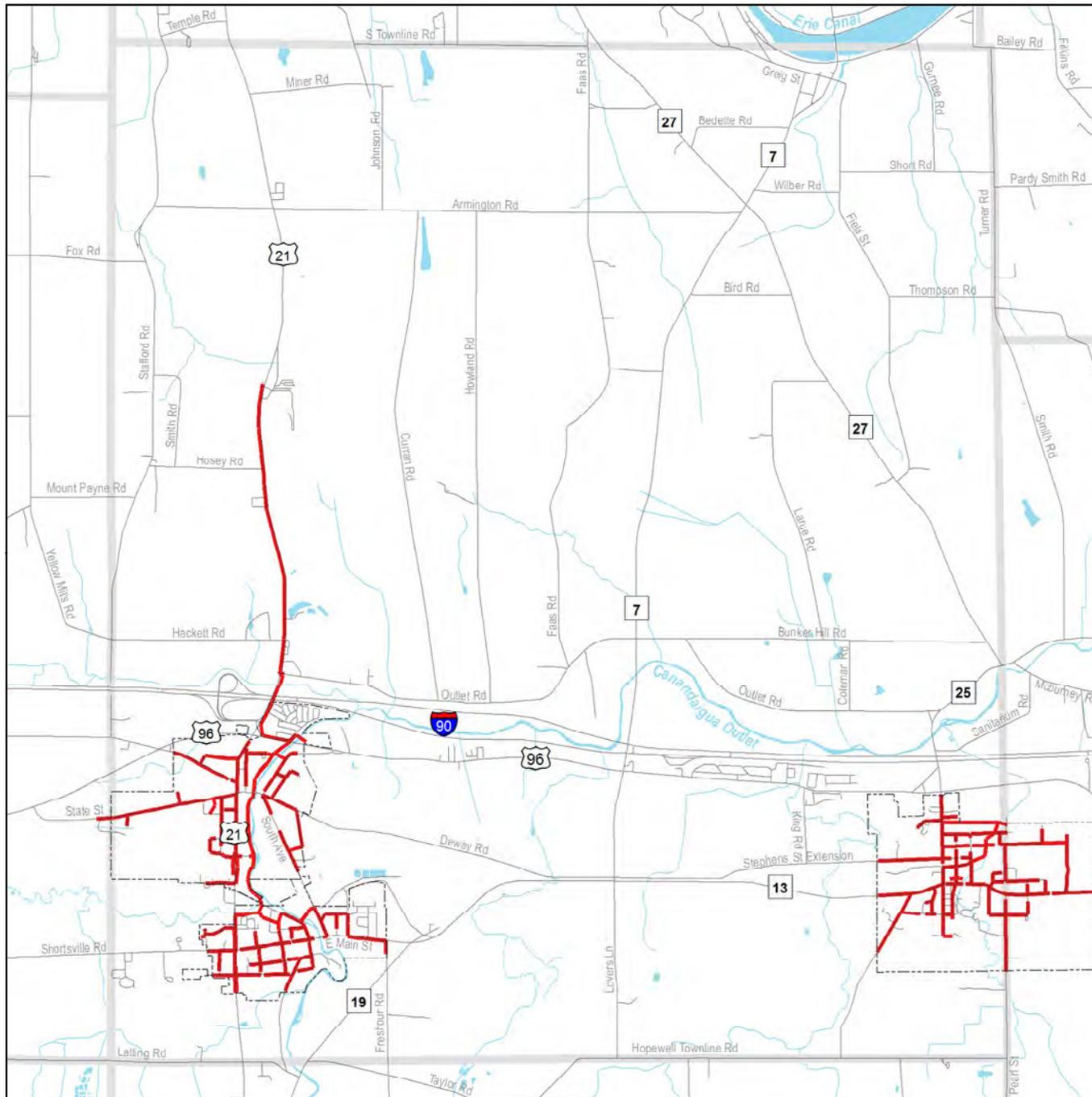
*Note: Separate maps of public water systems for the Villages and Hamlet may be found in the Appendix.*



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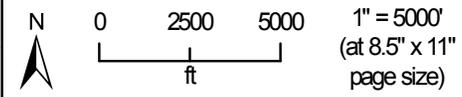
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**Joint Community  
Comprehensive Plan**  
**Town of Manchester,  
Ontario County, NY**  
**SEWER SYSTEM**

- Sewer lines
- Villages
- Towns
- Streets
- Water

*Note: Separate maps of sewer systems for the Villages may be found in the Appendix.*



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## Distribution Systems

The following is brief summary of each community with access to a sanitary sewer system. A map of the sewer systems can be found on page 21.

### -- Village of Shortsville

The majority of the Village of Shortsville has sanitary sewer service with the exception of the northeast portion of the Village on Hamlin Park, Seneca Street and Placid Street. The other small area without sewer service is a section of East Avenue. The east side of the Village flows west to Water Street and the west side of the Village flows easterly toward Water Street. The pipe diameter ranges from 6 to 12 inches. The southern portion of the Village flows northeasterly. All flows drain toward the Village of Manchester.

### -- Village of Manchester

The Village of Manchester sanitary sewer trunk line is along the Canandaigua Outlet and flows in a northerly direction. The diameter of the trunk line is 24 inches. This trunk line also collects the Village of Shortsville sewer effluent. This trunk line ultimately discharges to the Waste Water Treatment Plant (WWTP), pictured on the following page. The Village is served by sewers ranging in diameter from 8 to 24 inches. The only portion of the Village that does not have sewer is the southwest corner; however, no development is proposed in this area currently.

### -- Village of Clifton Springs

The Village of Clifton Springs has sanitary sewer service throughout the Village with the exception of the south end of Pearl Street and the south end of Silver Street. The flow travels south to north and from the west travels to Kendall Street and then travels east to Ladue Avenue by a 15-inch sewer main. The east portion of the Village flows westerly to Spring Street then continues north to the Treatment Plant through a 15-inch pipe. The pipe sizes range from 8 to 15 inches. The 15-inch lines

are transmission sections and the smaller lines are collection mains. Manhole repairs and upgrades have been completed in recent years which have reduced Inflow and Infiltration (I & I). Additional manhole work is proposed and will be completed in the future.

### -- Town of Manchester

The sanitary sewer system in the Town of Manchester is limited. One line extends to the north along State Route 21 to serve the property owned by the Church of Latter-Day Saints. This line is gravity fed to a pump station at the intersection of State Route 21 and Outlet Road. This is pumped to the transmission line that flows to the Manchester-Shortsville WWTP.





# Our Goal Framework

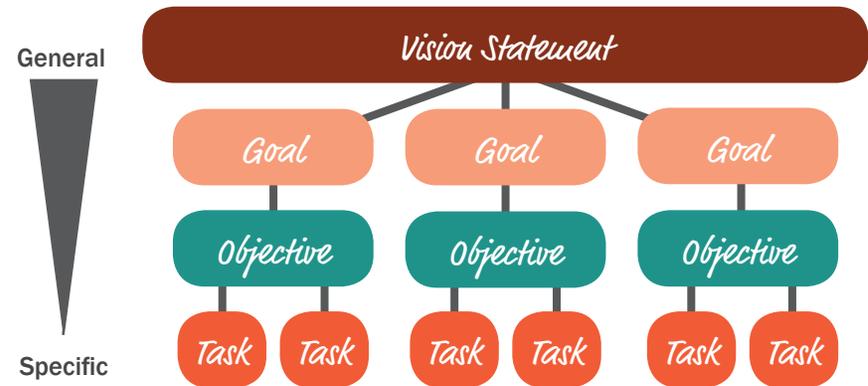
In order to be successful, a community's comprehensive plan needs to be developed and implemented on multiple levels. It must address the short- and long-term needs of a community as well as provide varying levels of detail. The intent of the goal framework is to be future-oriented, acting as a guide for elected officials, leaders, residents, and stakeholders to achieve the community's overall vision in everyday decision-making. The Town of Manchester and Villages of Manchester, Shortsville, Clifton Springs 2017 Goal Framework has four key elements:

## VISION

A general statement that describes the aspiration of the Town and/or Village. It is an end towards which all actions are aimed. The vision should not dramatically change over time but rather be consistent throughout the planning horizon. Ideally, the vision contained in this Plan should be useful for the 10-year planning horizon.

## GOAL

Similar to a vision in that it is a general statement of a future condition towards which actions are aimed. However, the scope of a goal is much more narrow. It should support the vision by addressing a particular area or issue facing the community. Goals should not dramatically change over time, but rather be consistent throughout the planning horizon. Ideally, the goals contained in this Plan should be useful for the 10-year planning horizon.



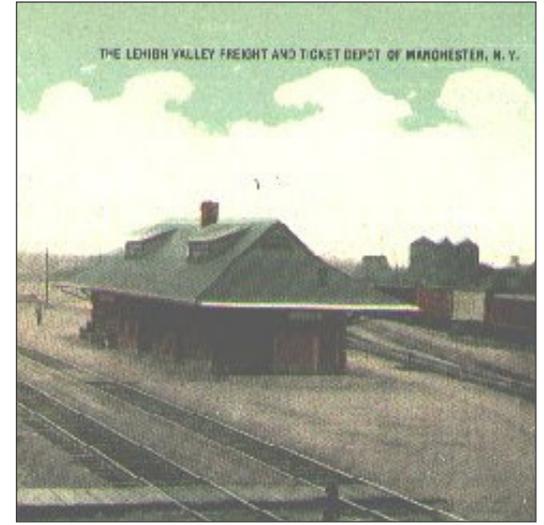
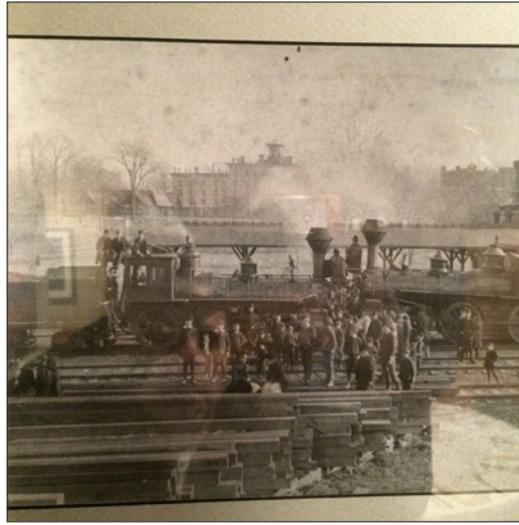
## OBJECTIVE

A statement of a measurable activity to be accomplished in pursuit of the goal; it refers to some specific aspiration which is reasonably attainable. Think in terms of actions such as “increase,” “develop,” or “preserve.” It should be noted that the Town and Villages might already be undertaking some of the objectives articulated in this Plan. Therefore, including them helps to ensure that these efforts continue with success over the next decade. The lifespan of an objective is usually 6 to 10 years.

## TASK

A specific proposal to do something that relates directly to accomplishing an objective; it can take the form of a plan, project, or program. The lifespan of a task can vary from one to 10 years, depending on the item.

Each goal area is intended to function together for the purposes of this document, as well as a stand-alone work plan that can be readily referenced, shared, and/or assigned to a local Board, Committee, or community leader to undertake.



Photos: SPG, New York State of Mind (Blogspot), Tom the Backroads Traveler (Blogspot)



# Our Community Vision

The greater community of Manchester, comprised of the Town of Manchester, Villages of Manchester, Shortsville, Clifton Springs, and Hamlet of Port Gibson, is a small, rural place of working families, deep heritage, and earnest and capable local governments. The presence of three Villages and a Hamlet within the Town creates several focal points for activity and engagement, fostering a strong sense of community pride for all. Although each locality boasts its own unique identity and history, together the Town and Villages are strengthened with coordinated efforts to protect and enhance their:

- ▶ *Rich agricultural heritage;*
- ▶ *Prime natural environment;*
- ▶ *Local economic strength and opportunity;*
- ▶ *Vibrant and historic downtowns;*
- ▶ *Quality residential living opportunities;*
- ▶ *Passive and active parks and recreational offerings; and*
- ▶ *Efficient and effective transportation and infrastructure services.*

The Town and Villages will achieve this vision through a shared commitment to build a livable, sustainable community that is well-positioned to meet the challenges of the twenty-first century while maintaining fiscal responsibility and a high quality of life for all.



Note: The tasks of each goal area are organized by “Partner(s).”  
The following characters are utilized to represent each community partner.

TM = Town of Manchester  
 VM = Village of Manchester  
 VCS = Village of Clifton Springs  
 VS = Village of Shortsville

# Agricultural Heritage Goal

*It shall be the goal of the Town and Villages to promote the rural character and agricultural heritage of Manchester in a manner that enhances its economic, aesthetic, and cultural value. Local policies will continue to support the conservation of agricultural lands, open spaces, and prime soils. The Town and Villages recognize the important role the agricultural industry has in the local economy, providing for the provision of jobs, food production, and agritourism. The prosperity of agricultural operations in the Manchester community impacts the wellbeing of all residents. In order to protect the farming community, the Town and Villages will employ sound land use and development practices that cultivate economically viable and sustainable enterprises.*

## *Objectives*

- A. Employ land use regulations and local policies that preserve areas of prime soils, address the special needs of farming operations, and support the vitality of local agribusiness.*
- B. Promote agricultural practices that minimize contamination of the environment, soil erosion, and surface water runoff.*
- C. Consider land use and development regulations that help to balance the preservation of farmland with a property owner's right to sell and/or develop their land.*
- D. Promote local agricultural operations in economic development attraction, retention, and tourism efforts.*

*Note: Maps indicating land cover and lands included in the NYS Agricultural District Program can be found in the Appendix.*

Partner(s)	Agricultural Heritage Tasks
<b>TM, VM, VCS, VS</b>	1. Encourage the production of locally grown, processed, and sold food through the establishment and support of roadside farm stands.
<b>TM</b>	2. Revise the Zoning Code to provide for a greater differentiation between permitted uses in the Agricultural versus Residential Zoning Districts, and encourage cluster development as an option to preserve farmland, agricultural uses, and open space.
<b>TM</b>	3. Encourage and endorse the continued participation in the County Agricultural Districts program by local farm operations during the eight year renewal cycle.
<b>TM</b>	4. Draft and adopt a Farmland Protection Plan.
<b>TM</b>	5. Review and revise the Town Right-to-Farm Law to reflect current community values and incorporate land use best practices.
<b>TM</b>	6. Prepare and adopt an amendment to the land subdivision regulations granting mandatory cluster authority to the Town Planning Board.
<b>TM</b>	7. Solicit the participation of a local farm operator on the Town Planning Board.
<b>TM</b>	8. Work with the Ontario County Planning Department and Agriculture Enhancement Board to fulfill local farmland preservation and agritourism goals, such as: <ul style="list-style-type: none"> <li>• Developing educational programs for local farmers (e.g. business management, new technologies, etc.).</li> <li>• Creating and implementing direct farm marketing activities.</li> <li>• Investigating additional farm worker housing opportunities.</li> <li>• Implementing the recommendations of the 2000 Ontario County Agricultural Enhancement Plan.</li> </ul>

**NYS Agricultural Districts & Prime Soils**

Of the Town’s approximate 22,400 acres, over 80% are listed as active farmlands under the NYS Agricultural (Ag) District Program. Owners of lands designated in the NYS Ag District Program receive tax incentives and special land use protections in exchange for the continued commitment to use the land for agricultural purposes (See page 50 for more info on the NYS Ag District Program).

Additionally, the Town and Villages are comprised of high quality soils. Over 70% of the Town’s soils have been classified as prime farmland or farmland of statewide importance by the US Department of Agriculture standards.

Maps showing the extent of NYS Agricultural Districts and prime soils within the Town and Villages can be found in the Appendix.

# Natural Environment Goal

*Through a collaborative, sustainable approach to development, the Town and Villages will work together to preserve and protect valuable open space and environmentally sensitive areas, such as watercourses, wetlands, woodlands, and wildlife habitats, from degradation. Local land use decisions within both the Town and Villages should strive not only to maintain, but also to improve the quality of their natural resources and ensure a healthy environment for future generations.*

## *Objectives*

- A. Protect natural resources and open space, as well as environmentally sensitive areas, established wildlife areas, and unique natural areas.*
- B. Protect air and water quality and minimize impacts from erosion, sedimentation, and drainage.*
- C. Ensure new development does not negatively impact natural resources and utilizes site design principles that respect the natural environment.*

*Note: Maps indicating the location of floodplains and wetlands within the Town, Villages, and Hamlet can be found in the Appendix.*

Partner(s)	Natural Environment Tasks
TM, VM, VCS, VS	1. Utilize conservation easements for the dedication and protection of public and private areas of open space and natural resources.
TM, VM, VCS, VS	2. Prepare an Open Space Plan and Map for the protection of areas of environmental concern.
TM, VM, VCS, VS	3. Identify and designate Critical Environmental Areas (CEAs), as defined by the NYS DEC that are subject to state regulations.
TM, VM, VCS, VS	4. Draft and adopt Environmental Protection Overlay Districts (EPODs) for the protection of environmentally sensitive areas (Wetlands, floodplains, etc.).
TM, VM, VCS, VS	5. Prepare and adopt land use regulations that address the management of storm water, stream corridors, groundwater, erosion, and sedimentation.
TM, VM, VCS, VS	6. Prepare and conduct an educational workshop for local decision-makers concerning the implementation of newly adopted protective land use regulations.
TM, VM, VCS, VS	7. Identify and address local brownfield areas, seek funding for remediation and redevelopment.
TM, VM, VCS, VS	8. Incorporate consideration of federally regulated wetlands in development application review (e.g. require that applicant seek development parcel information from Army Corps of Engineers and/or the NYS DEC).
TM, VM, VCS, VS	9. Review and revise local laws to facilitate the use of alternative energy systems as desirable (e.g. solar, wind [Town], geothermal, etc.)

### Floodplains

The largest floodplain presence within the Town and Villages of Shortsville and Manchester surrounds the Canandaigua Outlet, which generally runs parallel to Interstate 90 from the eastern border of the Town to the northeastern edge of the Village of Manchester. From there, the Outlet generally runs north-south through the center of both Manchester and Shortsville. At some points within the Town and Villages the expanse of the floodplain area covers nearly 500 feet on either side of the Outlet.

The most prevalent floodplain area within the Village of Clifton Springs runs north-south in the center of the Village along the route of Sulphur Creek. Although smaller in size than the Canandaigua Outlet, the protection of Sulphur Creek and its surrounding floodplain areas are important to maintaining the quality of life for Clifton Springs residents.

Floodplain maps based on the Federal Emergency Management Agency's 2000 Flood Data for each community can be found in the Appendix.

### Wetlands

There are several areas of freshwater wetlands located within the Town and Villages. These include forested, shrub wetlands and emergent wetlands. Included in the Appendix are a series of maps indicating the location of various wetlands within each community as identified by both the NYS Department of Environmental Conservation and US Fish and Wildlife Service National Wetlands Inventory (NWI). It is important to note, however, that the NWI maps are not accurate and do not identify all wetland areas within the Town and Villages. Therefore, as future development is considered, further site investigation and coordination with the NYS DEC and US Army Corps of Engineers will likely be required.

# Economic Development Goal

*It is the goal of the Town and Villages to be a community that attracts business, industry, and tourism while providing residents with rewarding economic and employment opportunities. The attraction and retention of business and industry in Manchester depends upon sustaining many elements: a skilled work force; a high quality school system; and sense of community. Priority is to be placed upon fostering commercial and industrial activity in a manner that provides convenient access to jobs, goods, and services by local residents. In an effort to accomplish this, economic development efforts should capitalize on the benefits and access provided by existing transportation networks, such as the rail corridor, Interstate 90, and State Routes 21 and 96, as well as the Village centers which serve as social and economic centers to the greater Manchester community.*

## *Objectives*

- A. Encourage light industrial and/or office park development where appropriate in order to expand employment opportunities and increase the local nonresidential tax base.*
- B. Actively work together to attract and retain existing businesses and industry to sustain and enhance local economic opportunity.*
- C. Maintain and invest in local community resources and infrastructure to support the expansion of business and industry.*
- D. Create a regional marketing strategy highlighting the Town and Villages as a gateway to the Finger Lakes region.*
- E. Work with existing manufacturing and industrial operators to plan for anticipated expansions and minimize potential impacts of traffic, noise, dust, loss of traditional character, etc.*

Partner(s)	Economic Development Tasks
<b>TM, VM, VCS, VS</b>	1. Focus light industrial and/or office park development within appropriate areas, as shown on the Future Land Use Maps of this Plan.
<b>TM, VM, VCS, VS</b>	2. Work with the Ontario County Industrial Development Agency (IDA) and the Ontario County Office of Economic Development to create a marketing and development program, which would attract appropriate businesses and industry. This program should also address agricultural commodity markets to capitalize on the intensive agriculture industry within the region.
<b>TM, VM, VCS, VS</b>	3. Apply for funding through the Finger Lakes Regional Economic Development Council (FLREDC) Consolidated Funding Application (CFA) for business and industry expansion and attraction and tourism related efforts.
<b>TM, VM, VCS, VS</b>	4. Review and revise land use regulations and zoning as necessary to support the 2016 Ontario County Rail Corridor Development Plan (in draft form at the time of writing this Plan).
<b>TM, VM, VCS, VS</b>	5. Work with the Town of Farmington to create a truck bypass to the industrial areas between State Street and the Railroad, reducing such traffic on Village streets.
<b>TM, VM, VCS, VS</b>	6. Work with the local Chamber of Commerce, County Agencies, and others to implement strategies such as low interest loans, matching grants, professional design assistance, etc., to help building and business owners improve their properties.
<b>TM, VM, VCS, VS</b>	7. Research ways to promote Manchester, highlighting factors such as the close proximity to major transportation routes, historical setting, and natural beauty of the region.
<b>TM, VM, VCS, VS</b>	8. Work with the local Chamber of Commerce organizations to promote nonresidential development opportunities throughout the Town and Villages.
<b>TM</b>	9. Consider the development of design guidelines or standards for areas of transition between Town and Village boundaries.
<b>TM</b>	10. Work with the Ontario County IDA and the Ontario County Office of Economic Development to support the development of light industrial and office park uses in areas designated by the Future Land Use Map of this Plan.
<b>TM</b>	11. Work with other bus services to create a Park & Ride area to take commuters into Rochester. This may encourage commuters to patronize local businesses while they wait for the bus.
<b>VM</b>	12. Support proposals for additional uses of the old high school building (49 N Main Street, Village of Manchester).

# Downtown Revitalization Goal

*The Villages of Manchester, Shortsville, and Clifton Springs, as well as the Hamlet of Port Gibson serve as the economic, cultural, and social hubs of the greater Manchester community with traditional downtown activity centers. As such, it is the goal of the Town and Villages to focus future investments in downtown areas that restore and enhance their historic character, architectural quality, and traditional appeal. Investments within the Villages and Port Gibson should promote a higher density and mix of commercial, residential, and recreational uses and support the existing industry presence. Therefore, proposed developments that may negatively impact the historic, traditional character of the downtowns should be redirected to more appropriate sites.*

## *Objectives*

- A. Ensure new development within the Villages and Port Gibson is of a design and scale that respects the traditional character of the downtown and enhances the streetscape and its walkability.*
- B. Preserve and protect the cultural and historical resources of the Town and Villages.*
- C. Encourage the adaptive reuse of structures within downtown areas where appropriate.*
- D. Encourage the use of transition and buffer zones between denser downtown commercial areas and adjacent neighborhoods.*
- E. Promote the vertical mixing of uses in downtown areas that provide opportunities for commercial investment and affordable housing options.*
- F. Ensure all development proposals support a multi-modal, pedestrian-friendly transportation network throughout the downtown area.*

Partner(s)	Downtown Revitalization Tasks
<b>TM, VM, VCS, VS</b>	1. Prepare an Inventory of Historic Resources (structures, sites, and corridors) and pursue listing on State and National Registers of Historic Places, if not already listed.
<b>TM, VM, VCS, VS</b>	2. Support small-scale, local businesses through the provision of local resources such as business development consultation services, or local business investment/development incentives.
<b>TM, VM, VCS, VS</b>	3. Review and revise the local zoning districts regulating village centers and the hamlet to ensure that upper-floor residential units are permitted.
<b>VM, VCS, VS</b>	4. Increase available commercial space and options for small-scale development by modifying local law to allow commercial uses on the first floor of residences on the fringe of the business district. Consider extending this to apartment buildings.
<b>VM, VCS, VS</b>	5. Prioritize the attraction of additional small-scale, local businesses to the downtown area, for example; craft shops, dry cleaners, pharmacy, variety stores, ice cream soda shop.
<b>VM, VCS, VS</b>	6. Improve resources for code enforcement of properties within downtown areas, and consider development of incentive programs for rehabilitation efforts.
<b>VM, VCS, VS</b>	7. Educate the community of the benefits of historic designation for both residential and commercial properties (e.g. tax credits for rehabilitation or restoration).
<b>VM, VCS, VS</b>	8. Pursue grants or other funding opportunities for incentivizing reinvestment into downtown properties (e.g. Facade Improvement Program).
<b>VM, VCS</b>	9. Create historic and architectural guidelines for review of commercial development proposals within village center areas.
<b>VM, VCS</b>	10. Establish an Architectural Review Board to act as an advisory board to the Planning Board for the purpose of reviewing development proposals for historic and architectural compatibility with surrounding historic buildings or neighborhoods.
<b>VCS</b>	11. Support the hospital's role in promoting the overall health and wellness of local residents.
<b>TM</b>	12. Review and revise the Hamlet Commercial and Hamlet Residential Zoning Districts to ensure the boundaries and regulations are appropriate for the desired character of Port Gibson (see Future Land Use Summary starting on page 48).
<b>TM</b>	13. Consider permitting accessory apartment units within single-family dwellings through the special use permit process with additional regulatory considerations to mitigate potential negative impacts.

# Residential Living Goal

*It is the goal of the Town and Villages to provide neighborhoods and residential living opportunities that are safe, attractive and foster a sense of community. In the Villages and Port Gibson, efforts will focus on preserving the historic character of existing neighborhoods while developing new neighborhoods that respect their traditional development pattern. Future residential development within the Town will be located in such a manner that it can be efficiently served by existing public infrastructure, while minimizing the loss of high quality farmland and environmental resources. Over the next decade, the Town and Villages will strive to support a variety of residential densities, housing types, and neighborhoods for residents of various ages, incomes, and family structures.*

## *Objectives*

- A. Promote the availability of diverse, high-quality, affordable and attractive places for people to live throughout the Town, Villages, and Port Gibson.*
- B. Support a variety of housing styles and neighborhood development patterns to meet the needs of young professionals, young families, and residents seeking to age-in-place.*
- C. Encourage the restoration and maintenance of historic and single-family homes.*
- D. Ensure the proposed density, scale, and character of new residential development is appropriate for the area in which it is to be located.*
- E. Support residential development patterns in accordance with the recommendations of the Future Land Use Summaries (starting on page 47).*

Partner(s)	Residential Living Tasks
<b>TM, VM, VCS, VS</b>	1. Investigate and identify areas suitable for senior housing with safe, pedestrian access and close proximity to essential services.
<b>TM, VM, VCS, VS</b>	2. Review and revise local laws and zoning code, as needed, to ensure that property maintenance in residential districts is up to date and properly enforced.
<b>TM, VM, VCS, VS</b>	3. Investigate the feasibility and benefit of partnering with a service group or creating a volunteer program to help property owners that are unable to maintain their property.
<b>TM, VM, VCS, VS</b>	4. Review and revise zoning to allow for a variety of housing types in one development (e.g. Planned Residential District).
<b>TM, VM, VCS, VS</b>	5. Educate residents on proper home maintenance and care, as well as federal and state funding resources available to them for improvements.
<b>TM, VM, VCS, VS</b>	6. Review and revise the zoning code to permit personal, small-scale solar or other alternative energy systems as accessory uses to residential structures.
<b>TM, VM, VCS, VS</b>	7. Implement annual recycling campaigns for home appliances and/or large items to reduce accumulation of “junk” in residential areas.
<b>VM, VCS, VS</b>	8. Maintain and enhance the pedestrian amenities in Village neighborhoods with a focus on the following: <ul style="list-style-type: none"> <li>• Addition of street lighting;</li> <li>• Continuation of sidewalk connectivity and maintenance; and</li> <li>• Addition and maintenance of street trees.</li> </ul>
<b>VM, VCS, VS</b>	9. Pursue the completion of a comprehensive Housing Study that evaluates housing stock tenure, value, condition, and demand for various unit types to meet current and future resident needs.
<b>TM</b>	10. Identify and protect scenic agricultural vistas and viewsheds from over-development along roadsides.

# Parks & Recreation Goal

*It is the goal of the Town and Villages to provide recreational opportunities that promote an active lifestyle and provide areas for social gatherings, tranquility, and reflection. Greater Manchester's existing parks, open spaces, community events, and waterfront are attractions that residents and visitors enjoy. Future investment within the Town and Villages should enhance the offerings of passive and active parkland by increasing public open space, access, and trails within and around development sites and the natural environment. Additionally, local partnerships should be fostered to further offerings of recreational, educational, and social programming throughout the Town and Villages. The combination of these assets will help to promote a strong sense of community and active lifestyle for all residents.*

## *Objectives*

- A. Create an integrated system of parks and recreational facilities throughout the Town and Villages, including active and passive recreational uses and trails, where appropriate.*
- B. Ensure residents of all ages have access to recreational and educational services and programs.*
- C. Support the provision of waterfront recreational opportunities such as, fishing, picnicking, boat docking, and commercial water-oriented uses.*
- D. Ensure new developments create and/or retain beneficial open space areas that are accessible by the public.*

Partner(s)	Parks & Recreation Tasks
<b>TM, VM, VCS, VS</b>	1. Prepare a Parks and Recreation Master Plan that focuses on the linkage of existing recreational and open spaces.
<b>TM, VM, VCS, VS</b>	2. Ensure proposed public and private open space areas include maintenance agreements, and increase enforcement of littering and misuse.
<b>TM, VM, VCS, VS</b>	3. Develop criteria and guidelines for use by local Boards in determining the acceptance, acquisition, or dedication of open space or parkland.
<b>TM, VM, VCS, VS</b>	4. Establish a dedicated Parkland Fund in which funds for the maintenance or expansion of parkland is managed. Consider the feasibility of utilizing Payment in Lieu of Taxes (PILOT) contributions from developers for open space.
<b>TM, VM, VCS, VS</b>	5. Investigate opportunities to use existing or future abandoned rail beds for hiking trails and linkages to regional recreational opportunities and trails.
<b>TM, VM, VCS, VS</b>	6. Foster a partnership between area school districts to coordinate the planning and/or sharing of recreational facilities and related land uses.
<b>TM, VM, VCS, VS</b>	7. Market ball fields to area sports leagues to increase usage and accrue additional parkland maintenance funds.
<b>TM, VM, VCS, VS</b>	8. Develop and implement a plan to improve awareness, use, and maintenance of the Canandaigua Outlet for recreation.
<b>TM, VM, VCS, VS</b>	9. Investigate the feasibility of developing a joint recreation and community center.
<b>TM, VM, VCS, VS</b>	10. Organize a community-wide cleanup event for public parks and open spaces and partner with local schools, community organizations, etc.
<b>TM, VM, VCS, VS</b>	11. Work with the US Army Corps of Engineers, NYS DEC, and other agencies to develop additional trout breeding enhancements, including but not limited to placing rip-rap along areas subject to eroding, lowering water temperatures, and creating current modulation areas to allow for breeding and feeding.
<b>VM</b>	12. Investigate the feasibility of rehabilitating the bandstand and pursue funding opportunities such as state grant programs.
<b>VCS</b>	13. Work with the YMCA to ensure continued provision of recreational and educational programming. Investigate the feasibility of expansion to the Villages of Shortsville and Manchester.
<b>TM</b>	14. Seek grants and funding opportunities through the NYS Canal Initiative and other state and/or federal sources to improve use of and public access to the Erie Canal and freshwater marsh area on the east side of Port Gibson.
<b>TM</b>	15. Pursue the development of a trail that would connect the Erie Canal, Port Gibson, and the freshwater marsh area.

# Transportation & Infrastructure Goal

*In order to ensure the public health, safety, and welfare of Manchester residents, it is the goal of the Town and Villages to approach the provision of transportation and infrastructure services in a sustainable, collaborative manner. Accessible from the New York State Thruway, the Town and Villages strive to provide a transportation network that is safe, efficient, and deliberate in its design to accommodate vehicular, pedestrian, and bicycle users where appropriate. Maintenance of public utilities, facilities, and services will regularly be evaluated to ensure that they efficiently and effectively meet the present and anticipated needs of residents, business, and industry.*

## *Objectives*

- A. Ensure efficient, responsible provision of public utilities and management of solid waste throughout the Town and Villages.*
- B. Protect the sustainability and quality of public and private water supply sources.*
- C. Encourage the development of a multi-modal transportation network where appropriate, and incorporate traffic-calming measures in transportation planning efforts.*
- D. Maintain and assess the quality, cost, and efficiency of water and sewerage systems, both public and private.*
- E. Continue to provide high-quality, coordinated fire, police, and emergency medical services and facilities.*
- F. Reduce the carbon footprint of the Town, Villages, and Port Gibson by promoting reuse, recycling, reduced energy consumption, green infrastructure, and renewable energy systems.*

**Note: A summary and maps of the existing water and sewer infrastructure within the Town and Villages can be found on pages 18 to 23 of this Plan.**

Partner(s)	Transportation & Infrastructure Tasks
<b>TM, VM, VCS, VS</b>	1. Ensure local design standards of land subdivision regulations clarify that the road specifications apply to private as well as public roads.
<b>TM, VM, VCS, VS</b>	2. Work with the Villages to examine opportunities for consistent development near to municipal boundaries, addressing concerns of infrastructure improvements, sewer and water capacity, and infill development.
<b>TM, VM, VCS, VS</b>	3. Improve wireless internet access and connectivity throughout the community.
<b>TM, VM, VCS, VS</b>	4. Evaluate future development proposals on their ability to minimize adverse impacts on roadway traffic and safety.
<b>TM, VM, VCS, VS</b>	5. Prepare and maintain an inventory of publicly owned property, utility facilities, and equipment and assess long-term needs to minimize extraneous expenditures.
<b>TM, VM, VCS, VS</b>	6. Continue to support the County's mandatory recycling law and to work with the Ontario County Office of Solid Waste Management.
<b>TM, VM, VCS</b>	7. Update local zoning codes to incorporate the access management provisions of the 2009 State Routes 96 & 318 Corridor Study (see Future Land Use Summaries starting on page 47).
<b>TM, VM, VCS, VS</b>	8. Update Village and Town construction standards to include considerations for green infrastructure and green design. Update local law to encourage and/or require use of green building and site design principles where appropriate.
<b>TM, VM, VCS, VS</b>	9. Prepare and adopt an Infrastructure Master Plan (water, sewer, etc.) to address future need for repair, replacement, maintenance, and expansion.
<b>VM, VCS, VS</b>	10. Require the submission of a "Traffic Analysis" for development proposals potentially impacting dense commercial and residential areas.
<b>VM, VCS, VS</b>	11. Prepare a "Streetscape Plan" with guidelines for landscaping, signage, lighting, sidewalks, curbing, and multi-modal considerations.
<b>VM, VCS, VS</b>	12. Pursue funding to upgrade and maintain sidewalks in accordance with Americans with Disabilities Act (ADA) guidelines.
<b>TM</b>	13. Institute an accident prevention strategy that assigns priorities for improving transportation safety for roadways and road intersections.
<b>TM</b>	14. Prepare a "Transportation Plan" to guide decision making for Capital Highway Improvement Projects (CHIP's) and other transportation decisions, such as possible revisions to Town road specifications.
<b>TM</b>	15. Classify roads in the Town according to existing and desired functions using the Cornell Local Roads Program.



# Priority Implementation Matrix

## Determining Priority

The tasks included in the Priority Implementation Matrix were selected by residents of the Town and Villages at the public Open House held on July 20, 2017. The Open House was an opportunity for residents to review the Draft Plan and provide feedback on its content. Oversize prints of the Plan's pages containing the goal areas and task tables were available for residents to review and comment.

In order to determine priority tasks, attendees were provided sticker dots to "vote" for what they felt were the top five most important tasks to their community. The results were summarized for each locality individually and as a whole. Overall, the responses from Town and Village residents were generally consistent. The top three goal areas, in order of priority, as indicated by resident votes include the following:

- ▶ *Transportation & Infrastructure (20% of votes)*
- ▶ *Parks & Recreation (19% of votes)*
- ▶ *Residential Living (15% of votes)*



*Attendees voting at Open House (July 20, 2017).*

The Priority Implementation Matrix on pages 44-45 includes the top two to three tasks from each goal area. These tasks received the most votes by residents at the Open House. They are organized by goal area and include the following additional information:

**Task #:** The number of the task as it is listed in the goal tables previously outlined.

**Timeframe:** Short (1-3 years); Medium (4-6 years); Long (7+ years)

**Potential Partners:** Any group, agency, organization, or board that the Town and/or Villages may desire to partner with in order to implement the specific task.

The Priority Implementation Matrix is intended to help the Town and Villages identify key ideas or catalytic projects that the community feels warrant immediate attention for implementation. That is not to say the other tasks listed in this Plan are not important or significant to the future success of the greater Manchester community. Rather, the priority tasks have been highlighted due to the support expressed by residents for them as well as their likelihood to significantly impact our pursuit of the vision of this Plan.

Priority Tasks	Task #	Timeframe	Potential Partners <sup>1</sup>
<b>Transportation &amp; Infrastructure (Page 41)</b>			
Prepare a “Streetscape Plan” with guidelines for landscaping, signage, lighting, sidewalks, curbing, and multi-modal considerations.	11	Medium	T+V Highway, Street, and/or Public Works Departments
Prepare and adopt an Infrastructure Master Plan (water, sewer, etc.) to address future need for repair, replacement, maintenance, and expansion.	9	Medium	T+V Sewer, Water, and/or Public Works Departments
Work with the Villages to examine opportunities for consistent development near municipal boundaries, addressing concerns of infrastructure improvements, sewer and water capacity, and infill development.	2	Long	T+V Boards, T+V Planning Boards, OC Planning Department
<b>Parks &amp; Recreation (Page 39)</b>			
Investigate the feasibility of developing a joint recreation and community center.	9	Short	T+V Boards, T+V Recreation Committees <sup>2</sup>
Develop and implement a plan to improve awareness, use, and maintenance of the Canandaigua Outlet for recreation.	8	Medium	OC Planning Department, T+V Recreation Committees <sup>2</sup>
Seek grants and funding opportunities through the NYS Canal Initiative and other state and/or federal sources to improve use of and public access to the Erie Canal and freshwater marsh area on the east side of Port Gibson.	14	Medium	OC Planning Department, TM Planning Board, TM Recreation Committee <sup>2</sup>
<b>Economic Development (page 33)</b>			
Support proposals for additional uses of the old high school building (49 N Main Street, Village of Manchester).	12	Short	TM+VM Boards, TM+VM Planning Boards VM-VS Area Chamber of Commerce
Research ways to promote Manchester, highlighting factors such as the close proximity to major transportation routes, historical setting, and natural beauty of the region.	7	Short	T+V Boards, VM-VS Area Chamber of Commerce, OC Economic Development

NOTES:

- (1) As used above, these abbreviations shall have the following meaning: T+V - Town and Villages; OC - Ontario County; TM - Town of Manchester; VM - Village of Manchester; VS - Village of Shortsville.
- (2) At this time of writing this Plan, no Recreation Committees exist for the Town or Villages. The creation and/or appointment of such Committees is recommended to assist with the implementation of the Parks & Recreation priority tasks.

Priority Tasks	Task #	Timeframe	Potential Partners <sup>1</sup>
<b>Downtown Revitalization (Page 35)</b>			
Prepare an Inventory of Historic Resources (structures, sites, and corridors) and pursue listing on State and National Registers of Historic Places, if not already listed.	1	Short	V Boards, V Planning Boards, VCS Historical Society, OC Historical Society
Support small-scale, local businesses through the provision of local resources such as business development consultation services, or local business investment/development incentives.	2	Medium	V Boards, OC Economic Development, VCS Chamber of Commerce, VM-VS Area Chamber of Commerce
<b>Residential Living (Page 37)</b>			
Investigate and identify areas suitable for senior housing with safe, pedestrian access and close proximity to essential services.	1	Medium	T+V Planning Boards, OC Office for the Aging, OC Planning Department
Maintain and enhance the pedestrian amenities in Village neighborhoods with a focus on street lighting, sidewalk connectivity, and street trees.	8	Long	V Planning Boards, V Street and/or Public Works Departments
<b>Natural Environment (Page 31)</b>			
Prepare and adopt land use regulations that address the management of storm water, stream corridors, groundwater, erosion, and sedimentation.	5	Short	T+V Boards, T+V Planning Boards, OC Planning Department
Review and revise local laws to facilitate the use of alternative energy systems as desirable (e.g. solar, wind [Town], geothermal, etc.)	9	Short	T+V Boards, T+V Public Works Departments, OC Planning Department
<b>Agricultural Heritage (Page 29)</b>			
Revise the Zoning Code to provide for a greater differentiation between permitted uses in the Agricultural versus Residential Zoning Districts, and encourage cluster development as an option to preserve farmland, agricultural uses, and open space.	2	Short	TM Board, TM Planning Board, OC Planning Department & Agriculture Enhancement Board
Work with the Ontario County Planning Department and Agriculture Enhancement Board to fulfill local farmland preservation and agritourism goals	8	Long	TM Board, OC Planning Department & Agriculture Enhancement Board

NOTE: (1) As used above, these abbreviations shall have the following meaning: V - Villages; OC - Ontario County; VCS - Village of Clifton Springs; VM - Village of Manchester; VS - Village of Shortsville, T+V - Town and Villages; TM - Town of Manchester.



# Future Land Use Summaries

## Importance of Land Use

The land use patterns of a community shape the way people experience their environment, travel to destinations, and interact with each other, while also telling a story about the community's past and present strengths and opportunities. For example, village centers are often comprised of short blocks with a variety of uses in close proximity to each other, due to their traditional settlement pattern. As a result, villages typically foster a high degree of social activity in a compact, pedestrian-friendly environment. By comparison, land uses in rural towns are typically more widespread and fewer in number. The agricultural roots of the Town of Manchester are present in the large areas of open space and farms that make up its landscape. The resulting lower density development pattern results in a dependence on personal vehicles for travel and a reduced interaction among residents. However, this does create a peaceful, pleasant country setting that many residents find appealing.

## Future Land Use Purpose

The purpose of articulating a future land use summary for the Town and Villages is to equip them with a land use decision-making tool that will better inform public and private investments over the next decade. This approach not only addresses each community's existing land use patterns, but also defines their preferences for future land use and character.

In other words, a future land use plan helps to ensure that future development and investment in the Town and Villages both preserves and enhances local character. Decision-makers within each community should refer to this Plan when reviewing new development proposals and considering amendments to land use regulations or policy.

This Plan should be considered an instrument of Town and Village policy, but it should not foreclose decisions that may not align precisely with the stated vision and goals contained herein. Actions or decisions that deviate from this Plan, however, should be presented with sound argument and rationale that is as well-considered as what is presented in this document. Such deviations should be supported only after careful consideration of the impact to the overall community.

## Future Land Use Map

The Future Land Use (FLU) Maps for the Town and Villages are included at the beginning of each community's summary. The purpose of these maps is to provide a graphical representation of their individual desired future development patterns. Unlike that of a parcel based map or zoning map, the FLU Map does not follow clear regulatory boundaries.

- ▶ *Town of Manchester FLU Map, Page 49*
- ▶ *Village of Manchester FLU Map, Page 59*
- ▶ *Village of Shortsville FLU Map, Page 69*
- ▶ *Village of Clifton Springs FLU Map, Page 79*

**Note:** *The following summaries do not negate any limitations on development due to environmental limitations such as wetlands, steep slopes, or floodplains. Provided with each potential future development proposal should be the most current and accurate assessment of on-site environmental conditions. This may require action on behalf of developers to coordinate with the NYS DEC and/or US Army Corps of Engineers.*

# Town of Manchester



Based on the input received and analysis completed as part of this planning update process, the Future Land Use Map for the Town of Manchester includes seven distinct land use categories:

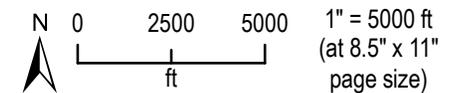
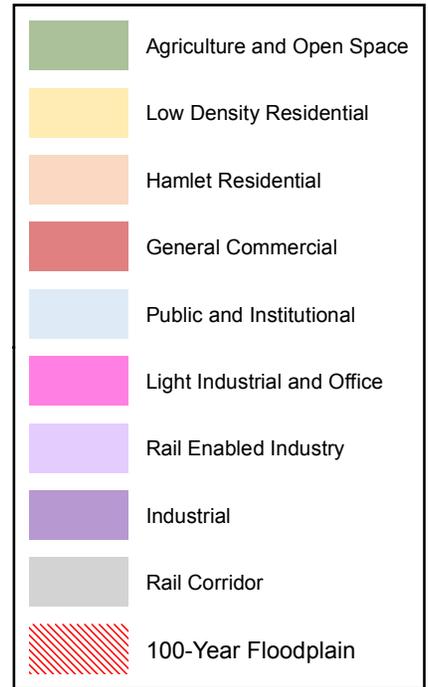
- ▶ *Agriculture & Open Space*
- ▶ *Low Density Residential*
- ▶ *Hamlet Residential*
- ▶ *General Commercial*
- ▶ *Light Industrial & Office*
- ▶ *Industrial*
- ▶ *Rail Corridor*
- ▶ *Rail Enabled Industry*

The following summaries are intended to provide support for the future vision and character of each land use area using both existing land use patterns and regulatory tools. Where applicable, selected land use descriptions refer to the rated images of the Community Preference Survey (CPS), the full results of which can be found in the Appendix.

# Town of Manchester

## FUTURE LAND USE

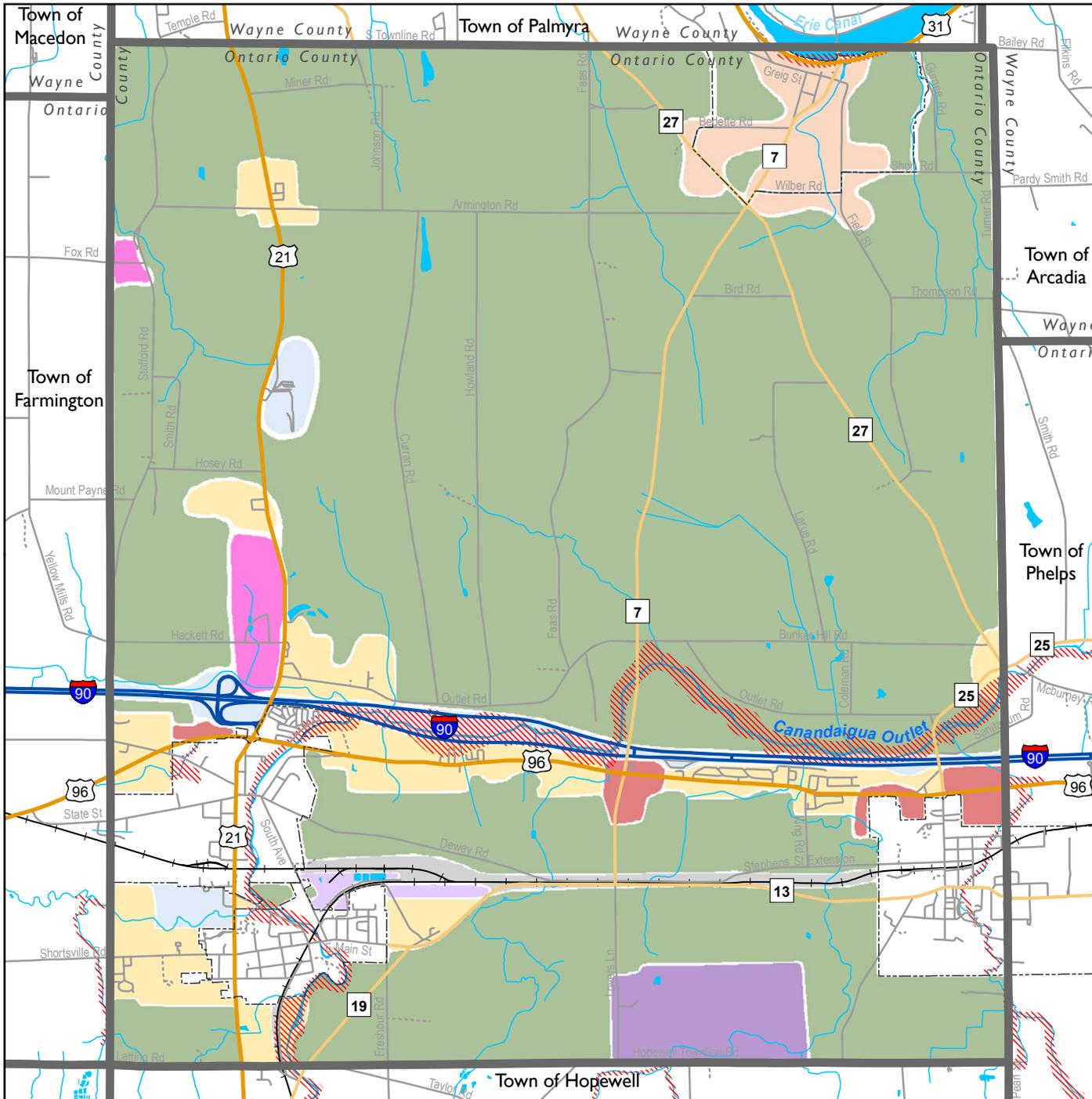
MAY 2017



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## Agriculture & Open Space

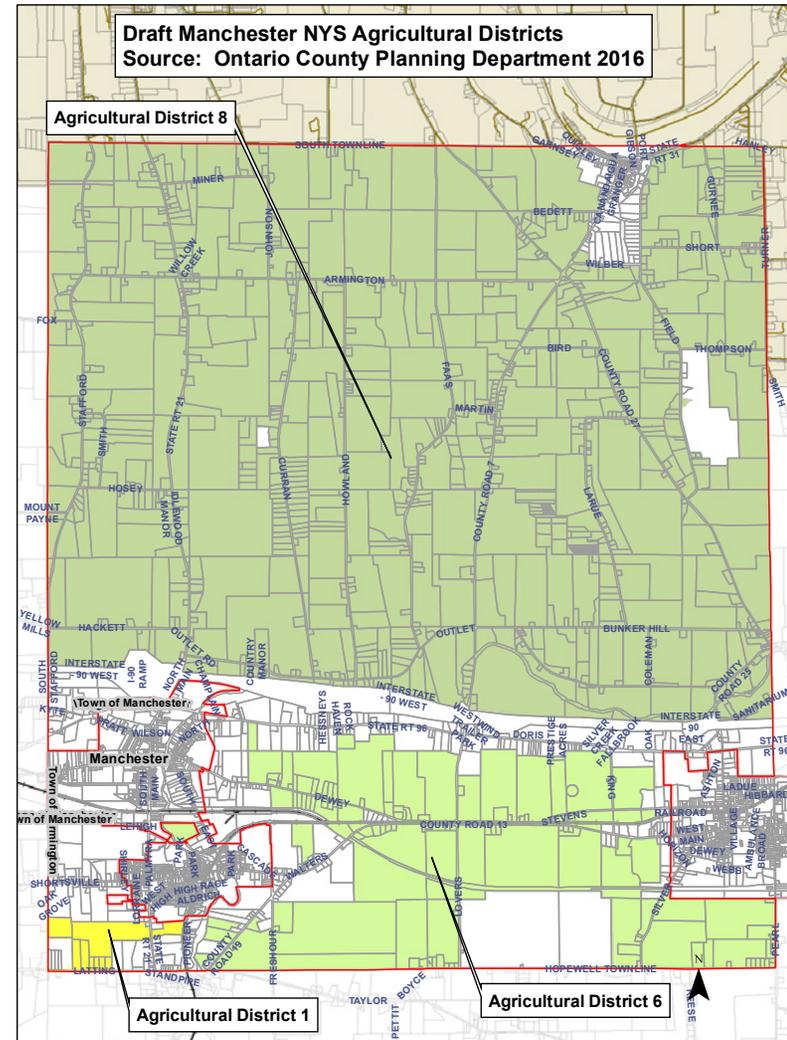
The agriculture and open space future land use area within the Town of Manchester covers the largest portion of the Town. Shown in green on the FLU Map, the area denoted as agriculture and open space is generally consistent with properties located within the NYS Agricultural (Ag) District Program (see map at right, also included in the Appendix).

The NYS Department of Agriculture and Markets began the Ag District program in 1971 to protect rich farming lands such as those that exist within Manchester. The administering body for the program within Ontario County is the County Planning Department. The program seeks to support and promote agricultural operations and uses by giving priority and protections to farming related activities and open space in areas with viable agricultural land. A review is conducted of Ag District properties every eight years by the County to either renew Ag District status or add qualifying properties that have applied.

Nearly all lands north of Interstate 90 are located within Ag District #8, while most lands located south of Interstate 90 and east of the Villages of Manchester and Shortsville are within Ag District #6. There is also a cluster of parcels located to the southwest of the Village of Shortsville that are a part of Ag District #1.

The vast majority of land within the Town that is protected by an Ag District is already zoned Agricultural (A-1), which permits single-family homes and farm activity. The A-1 District also has an extensive specially permitted use list that allows for some flexibility in land use, including professional and medical offices, hotels, educational facilities, and multi-family dwellings (subject to additional regulations).

**Approx. 75% of soils in the Town are considered prime soils and soils of statewide importance.**



## Recommendations

1. Continue to participate in and support the NYS Agricultural District program.

2. Ensure future rezoning proposals for agricultural lands are carefully considered under this Plan to prevent spot zoning and permitting uses that may negatively impact rural character and farms.
3. Amend the Town Subdivision Law to include mandatory clustering provisions.

## Low Density Residential

The yellow areas of the Town's FLU Map indicate the low density residential land use category. This is intended to convey areas where residents have expressed a desire to maintain and accommodate new single-family residential development in a manner that does not detract from the Town's existing rural character.

The future development pattern of the Low Density Residential area should remain consistent with the Town's current Single-Family (R-1) Residential District, which permits a minimum lot size of 1 acre without access to municipal water and sewer. One-family dwellings, schools, churches, and public buildings are permitted by-right in the R-1 District, while essential services and multi-family dwellings are specially permitted.

It is important to note that the areas of Low Density Residential development within the Town include traditional single-family detached structures as well as manufactured homes, either as single units or parks. Currently there are several manufactured home parks established within the Low Density Residential areas of the Town, most notably in clusters along State Routes 96 and 21.

The existing manufactured home developments are consistent with the Town's current Manufactured Home Parks (R-2) Zoning District. The R-2 District is nearly identical to the R-1 District in bulk and dimensional requirements; however, the R-2 District permits manufactured home parks and related office or recreation buildings.



*The images above were included in the CPS conducted with residents at the Community Forum in 2015. Town residents scored the sprawling development image on the left a 5.00 out of 9.00, while the image on the right of clustered development scored a 7.50 out of 9.00. Photo Source: The Conservation Fund.*

Residents have expressed concern over the maintenance of residential property within the Town, including mobile and manufactured homes. Older homes require more maintenance and upgrades over time to maintain their value, which may be difficult for some aging property owners and those on limited incomes. A regulatory and incentive based approach is likely to be the most successful for the Town to see improvements.

## Recommendations

1. Consider consolidating the R-1 and R-2 Zoning Districts into a single district to achieve a more cohesive development pattern and permit the inclusion of supporting community uses in manufactured home parks.
2. Extend the R-1 District east along the State Route 96 corridor to permit the continued accommodation of single-family homes where agricultural land may continue to be subdivided.
3. Ensure any proposed subdivision of six or more lots utilizes cluster development principles to maximize the preservation of agricultural lands and open space (see figures above).

4. Review the Town Code to ensure property maintenance provisions for homes, including mobile and manufactured homes, is adequate and enforced. Consider implementing incentive programs for residential property maintenance and upgrades.
5. Facilitate the necessary re-zonings to align the Town zoning map with the general boundaries of the Low Density Residential area, including, but not limited to:
  - ▶ The northwestern corner of State Route 21 and Outlet Road
  - ▶ The lands north of County Road 13, east of Shortsville
  - ▶ The area surrounding Kyte Road and State Route 96, west of Manchester
  - ▶ The lands along the eastern border of the Town surrounding County Roads 27 and 25.

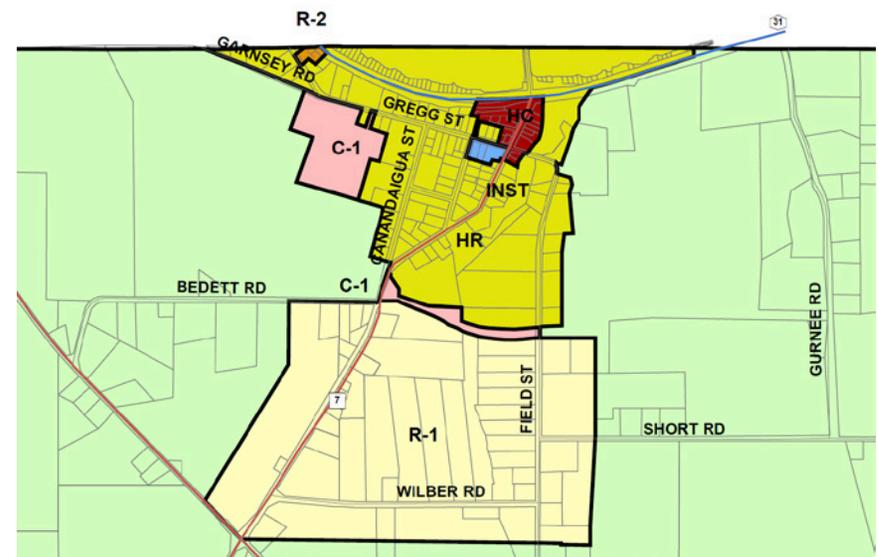


*Friendly Village is one of the mobile home parks located along State Route 96 in the Town.*

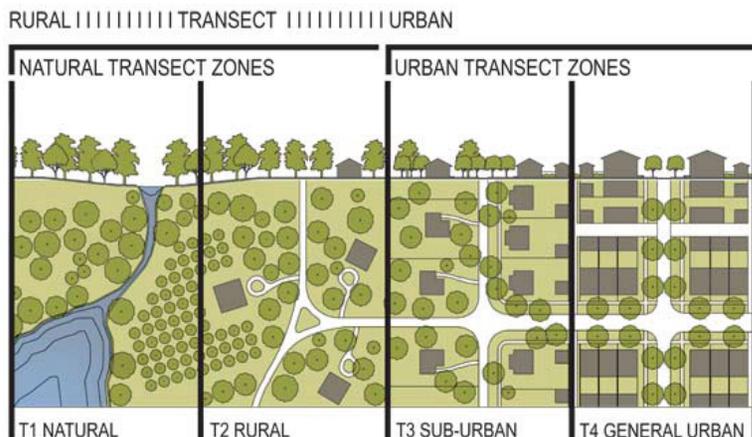
## Hamlet Residential

The hamlet residential future land use area of the Town is shown in orange on the FLU Map. This area encompasses the Hamlet of Port Gibson and surrounding area, which is currently zoned by seven different districts, including Hamlet Residential (HR), Hamlet Commercial (HC), Commercial (C-1), Institutional (INST), Single-Family Residential (R-1), Manufactured Home Parks (R-2), and Agricultural (A-1). The graphic below is a snapshot of the Town's current zoning map in Port Gibson.

The current development pattern of Port Gibson is reflective of a more dense, traditional village center. There is a small concentration of commercial uses located at the central intersection to the Hamlet, surrounded by single-family detached homes on lots approximately one-quarter to one acre in size. The regulations of the existing Hamlet Residential District reflect this traditional development pattern in both use and dimensional requirements. The Hamlet Commercial District also supports the desired character, but limits commercial uses to include retail and not services.



*Excerpt of the Town Zoning Map showing the Port Gibson area.*



*Excerpt of the transect concept. Credit: Duany Plater-Zyberk & Company*

The C-1 District permits a land use pattern of larger, more intense commercial uses than may be desirable in a hamlet setting. Furthermore, the Institutional District has a minimum lot size requirement of five acres, meaning the parcels currently zoned under this district are nonconforming. This mix of zoning districts applied to the hamlet residential area creates the potential for undesirable and unsustainable future residential and commercial development.

In order to preserve the Hamlet of Port Gibson in its traditional settlement pattern, the Town will need to rezone the area to remove the application of undesirable districts, and extend the application of the HC, HR, and R-1 Districts. This approach should reflect that of what is referred to as the rural to urban transect (see graphic above).

Although the Hamlet is not urban in a traditional city sense, it provides a more dense living environment than elsewhere in the Town. In order to preserve the rural areas surrounding the Hamlet and accommodate potential future growth, the land use regulations should begin with the Hamlet Commercial at the heart of the area, transition to Hamlet Residential around the activity center, and utilize the R-1 District at the southern and western edges of the area to accommodate low density residential development and serve as a buffer to the agricultural areas.



*Port Gibson neighborhood with tree lined street.*

## Recommendations

1. Rezone the hamlet residential area as previously described.
2. Remove the application of the C-1 District, R-2 District, and INST Districts.
3. Review and revise the Hamlet Commercial (HC) and Hamlet Residential (HR) Districts to accommodate a desired mix of commercial and residential uses at a smaller scale.
4. Consider applying nonresidential design guidelines to the HC and HR Districts to ensure future commercial or multi-family development or redevelopment is consistent with the traditional, walkable character of Port Gibson.

## General Commercial

The areas designated as general commercial on the FLU Map for the Town are shown in red. Locations of general commercial areas include:

- ▶ *The intersection of County Road 7 and State Route 96,*
- ▶ *South of Interstate 90 Exit 43 along State Route 96, and*
- ▶ *State Route 96 at the northern border of Clifton Springs.*

According to the CPS, Town residents prefer commercial developments that are smaller in scale, with on-site landscaping and screening, and a rural or residential building design. There was a strong dislike for commercial franchise architecture, with no image of a corporate commercial franchise operation scoring above a 3.00 out of 9.00 (see comparison at right).

Currently the Town's Commercial (C-1) District incorporates a number of design based requirements that help to achieve the desired commercial character. These provisions include, but are not limited to:

- *Minimum open space requirement of 35%;*
- *Minimum requirement of 1 canopy tree per 10 spaces for parking lots in excess of 40 spaces;*
- *Access management for driveways separated by less than 400 feet;*
- *Placement of dumpsters and loading docks in the rear and additional requirements for screening; and*
- *Minimum buffer along property line setback areas to include trees not less than five feet in height.*

Many of the parking lots within the Town are likely to be less than 40 spaces in size; therefore, the threshold for the addition of canopy trees may need to be reduced.

For the areas along State Route 96, the 2009 State Routes 96 & 318 Rural Corridor Study completed for Ontario and Seneca Counties should be consulted. The Study includes a number of regulatory recommendations to



***Town residents prefer commercial developments that are small-scale and rural in character rather than overt franchise architecture. Left Image Score: 7.00 out of 9.00; Right Image Score: 2.00 out of 9.00. Photo Source: SPG***

improve the quality of commercial development and access management along State Route 96 and at community gateways, such as Exit 43 from Interstate 90.

### Recommendations

- 1.** Reduce the C-1 District minimum front yard requirement from 100 feet to no more than 50 feet, preventing unnecessary encroachment of developments into agricultural lands and facilitating more pedestrian-friendly and aesthetically pleasing commercial corridors.
- 2.** Draft and adopt nonresidential design guidelines requiring commercial development to adhere to basic design principles. This may prevent the use of undesirable commercial architecture, and prescribe the preferred small-scale and/or rural character of development.
- 3.** Review and revise the C-1 District permitted and specially permitted use lists to provide clear direction and reflect current community values. This may include the permission of uses based on maximum building square footage rather than use alone.

## Public & Institutional

Denoted by the light blue color on the FLU Map are areas of public and institutional uses within the Town. The two areas designated include the sites of the following:

- ▶ *The Hill Cumorah Visitor Center and Park (along State Route 21, south of Armington Road); and*
- ▶ *Red Jacket High School (between the Villages of Manchester and Shortsville).*

The Hill Cumorah site is a significant draw for visitors to Manchester every July for the Hill Cumorah Pageant, “America’s Witness for Christ.” Gatherings at the Hill Cumorah site date back to as early as 1920. Red Jacket High School also has a significant presence in the Manchester community as the area’s public high school. Many residents listed the school system as one of the Town and Village’s greatest strengths. Given the longstanding history of these public and institutional resources in the community, no changes are anticipated for the foreseeable future.

## Light Industrial & Office

The areas of pink on the FLU Map are intended to show existing concentrations of light industrial uses within the Town. There are some industrial operations located outside of these areas, however, that were not included as the intent was to focus on concentrated areas of desired future light industrial growth.

Based upon the public input received as part of this planning process, further inclusion of office and small-scale commercial uses within light industrial areas may be desirable. Increased permissibility for the mixing of commercial uses within the light industrial areas will require additional considerations for the scale, design, character, and intensity of each use.

The Town’s Light Industrial (M-2) Zoning District permits agricultural operations, manufacturing and processing facilities conducted within an enclosed structure, and commercial operations that support local industry rather than retail consumers. Additionally, the district permits “multi-use light industrial/commercial structures,” defined as a single structure designed for and occupied by more than one industrial or commercial use. The existing M-2 District will require amendments, however, to achieve the desired scale and character.

## Recommendations

1. Review and revise the M-2 District permitted and specially permitted use lists for clarity and to permit small-scale retail and service operations as a primary use.
2. Incorporate provisions that facilitate the creation of industrial/commercial developments that reflect a campus-style environment with increased amenities for employees.
3. Draft and adopt nonresidential design guidelines that would ensure new development provides aesthetically pleasing sites and buildings.
4. Extend the landscaping and screening standards of the C-1 District, including but not limited to, canopy trees in parking lots and property line buffers.
5. Reduce the minimum front yard requirement to facilitate the location of structures, rather than parking, nearer to the street.
6. Reduce the minimum setback requirement from residential and public uses to match that of the C-1 District (1,000 feet to 100 feet) with the improved requirements for screening and building design.
7. Rezone M-2 District areas where existing uses are permitted under the M-1 District to reduce the potential for high intensity industrial uses with adverse impacts on nearby residences.

## Industrial

The dark purple area on the Town's FLU Map indicates the preferred location of industrial activity. There is one large area of the Town in which this use is located, along Townline Road east of Lovers Lane. The western half of this area is currently utilized for a large-scale industrial excavation operation run by Dolomite Products Co.

The existing operation is currently zoned under the Town's Industrial (M-1) District, under which excavation and mining operations require the issuance of a special use permit. The M-1 District is the most permissive industrial district within the Town, permitting outdoor storage and operation and specially permitting uses that include the processing and handling of organic, chemical, and radioactive waste. It should be noted that agricultural operations are also permitted within the M-1 District. Should there be a desire to expand higher intensity industrial uses in the future, this area would be most appropriate.

### Recommendations

1. Extend the M-1 District to include the area east of the existing excavation operation to permit the expansion or addition of high-intensity industrial uses as necessary.
2. Continue to apply and enforce the setback, landscaping, screening, and buffering requirements of the M-1 District to areas where large-scale industrial uses abut residential or public uses.



*The existing berming and trees along Lovers Lane help to buffer the Dolomite Products Company site from public view. Photo Source: SPG*

## Rail Corridor

This Joint Comprehensive Plan was developed concurrently with the Ontario County Railway Corridor Development Plan. The railway corridor boundary is shown as a gray line on the FLU Map. This corridor crosses the Town from east to west just south of State Route 96 and connects all three Villages.

As a result of the Railway Study, three development plans were drafted for the Town and Villages. Only one of those development plans falls on land located within the Town, as shown in the draft Development Plan on the following page.

### Recommendations

1. Rezone the northern M-1 District area to M-2, to ensure that future development is consistent with desirable low intensity industrial operations and subject to additional design considerations.

## Rail Enabled Industry

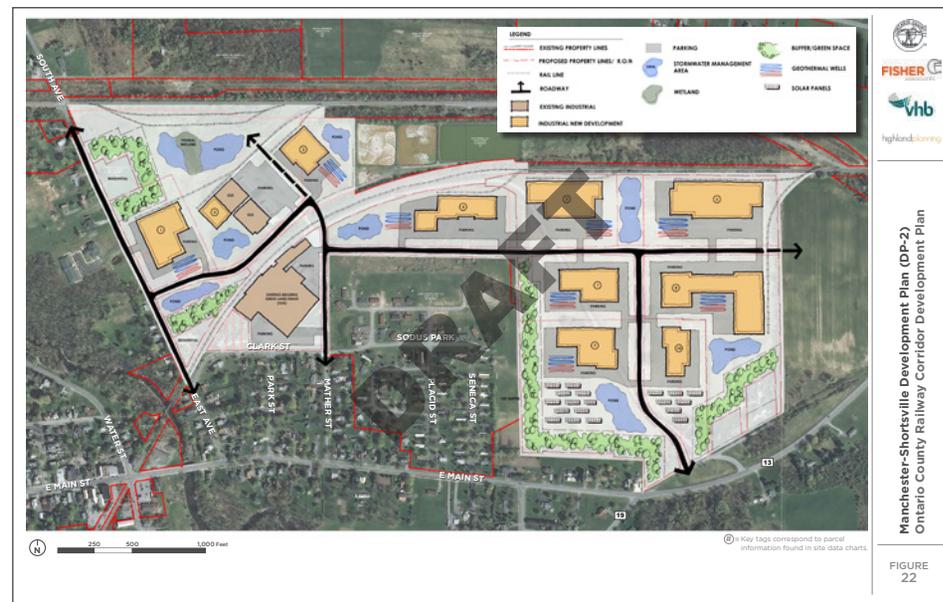
The light purple Future Land Use area is intended to show where rail enabled industry uses are desired along the rail corridor, as previously described. The identification of this area for rail dependent operations is a direct recommendation of the Draft Railway Study undertaken by Ontario County. The Development Plan area within the Town is shown at right.

Currently the area to the north and west of the Village of Shortsville boundary is zoned M-1 (Industrial), while the land to the east of the Village boundary is zoned M-2 (Light Industrial). Given the close proximity to existing residential developments and the denser Village land use patterns, low impact uses are preferred. This may include rail-dependent operations conducted mostly in enclosed structures and supportive professional and office uses.

The desired future development pattern of the rail enabled areas may be accommodated with the existing M-2 District; however, amendments to the code are recommended to achieve the full potential of the areas.

### Recommendations

1. Review and revise the M-2 District purpose statement to clearly support and promote rail dependent operations where noted along the rail corridor.
2. Incorporate provisions that give preference to rail dependent uses in areas with direct access to the railway corridor.
3. Rezone existing M-2 District areas where existing uses are permitted under the M-1 District to reduce the potential for uses that have adverse impacts on nearby residences.



Excerpt from the Draft Railway Corridor Development Plan

*NOTE: This Plan is not an approved site plan, but rather an illustrative guide for the potential placement and character of rail dependent development along this corridor in the future.*

# Village of Manchester



Based on the input received and analysis completed as part of this planning update process, the Future Land Use Map for the Village of Manchester includes eleven distinct land use categories:

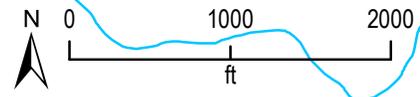
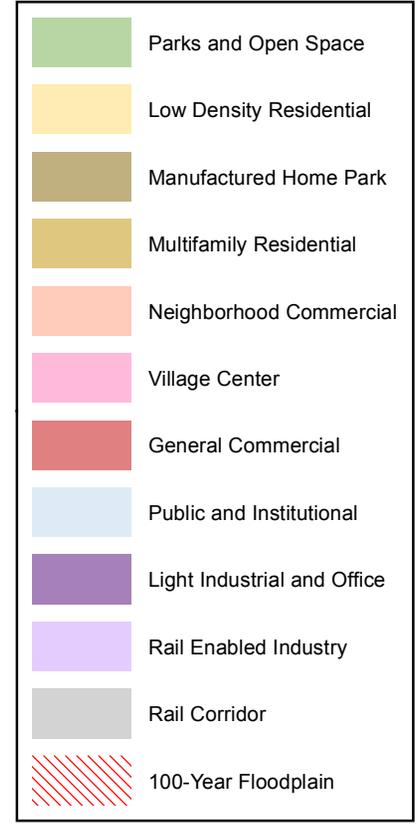
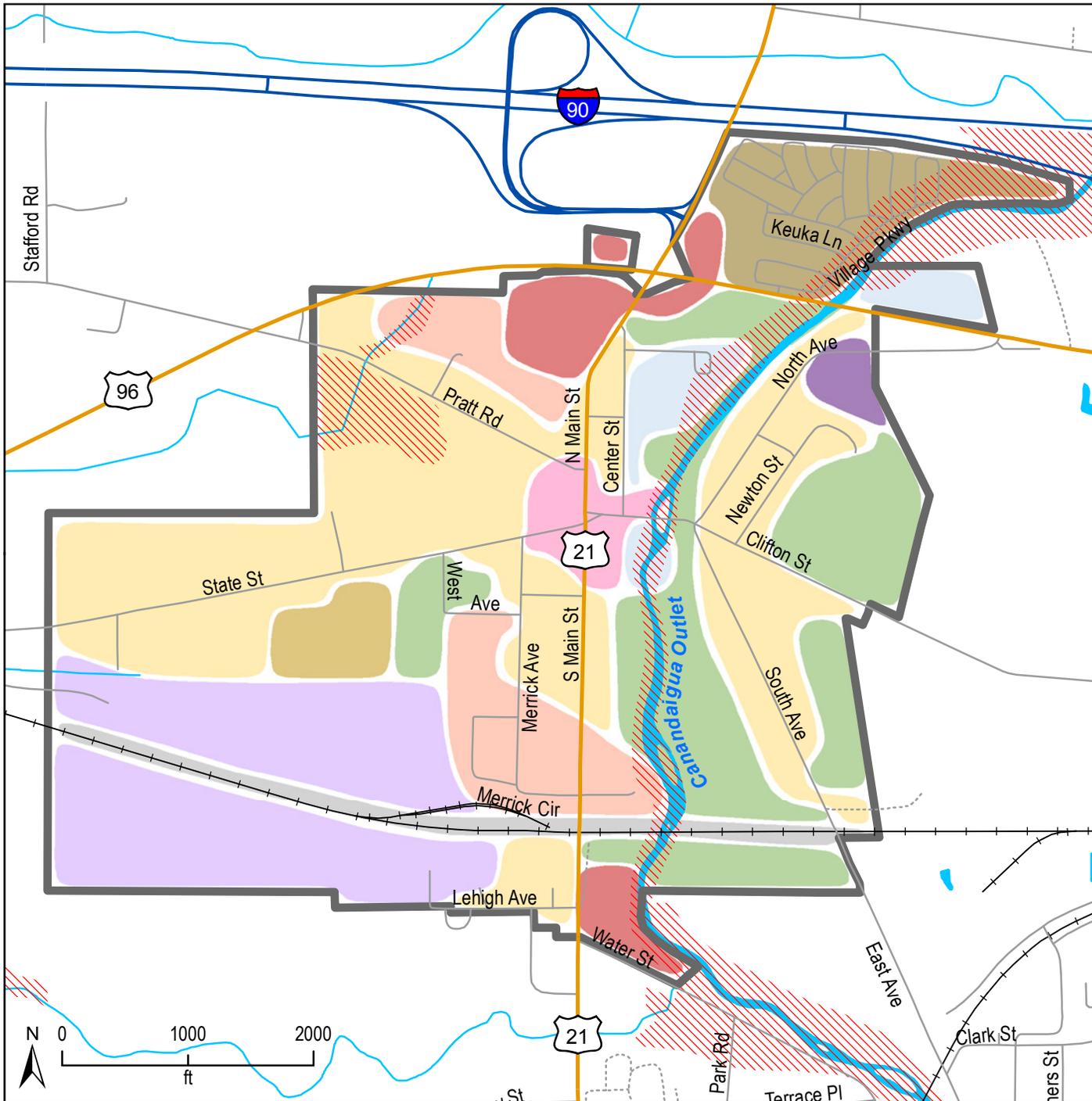
- ▶ *Parks & Open Space*
- ▶ *Low Density Residential*
- ▶ *Multi-Family Residential*
- ▶ *Manufactured Home Park*
- ▶ *General Commercial*
- ▶ *Neighborhood Commercial*
- ▶ *Village Center*
- ▶ *Public & Institutional*
- ▶ *Rail Corridor*
- ▶ *Rail Enabled Industry*
- ▶ *Light Industrial & Office*

The following summaries are intended to provide support for the future vision and character of each land use area using both existing land use patterns and regulatory tools. Some areas refer to the rated images of the Community Preference Survey (CPS), the full results of which can be found in the Appendix.

# Village of Manchester

**FUTURE LAND USE**

**APRIL 2017**



**MRB | group**  
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## Parks & Open Space

Shown in the color green on the Village of Manchester’s FLU Map are areas designated as parks and open space. This includes the land surrounding Canandaigua Outlet, running generally north to south in the Village to the east of State Route 21, the ball fields west of Main Street and south of State Street, and the undeveloped lands currently used for agricultural purposes to the north and south of Clifton Street.

It is recommended that the Village preserve the environmental integrity of these areas by preventing encroachment of development. Currently the Village has a Land Conservation (L-1) Zoning District that covers much of the Canandaigua Outlet floodway as well as a Floodplain Overlay District. The regulations of the L-1 District, however, are intended to foster more open space and outdoor recreation type uses, not protect environmental features.

### Recommendations

1. Revise the L-C District to permit suitable land uses such as agricultural operations, passive recreational parks, trails, and nature preserves, similar to that of the Open Space District in the Villages of Clifton Springs and Shortsville 2017 Draft Zoning Code.



Canandaigua Outlet from Clifton Street bridge.



Canandaigua Outlet Trail access by Village Hall

## Residential

The residential areas of the Village marked on the FLU Map include the following land use categories:

- ▶ **Low Density Residential:** Generally consists of single-family detached homes on lots ranging from one-quarter to three or more acres in size. Indicated by the color yellow.
- ▶ **Multi-Family Residential:** Identifies areas where there are existing multi-family residential developments. Indicated by dark yellow.
- ▶ **Manufactured Home Park:** Identifies the location of the largest manufactured home park within the Village. Indicated by the color brown.

Currently the extents of these residential future land use areas are mostly built out. However, there may be a potential to accommodate additional units within or near to these sites as redevelopment opportunities arise.

Although these residential land uses have been identified separately as part of this future land use summary, they are all regulated under the same Residential (R-1) Zoning District. The minimum lot size permitted is 10,000 square feet or 0.23 acres with a minimum lot width requirement of 100 feet and minimum front setback of 30 feet.

### Recommendations

1. Ensure the Village’s residential district purpose statement is reflective of the traditional, walkable village neighborhoods that exist today.
2. Review and revise the R-1 Zoning District permitted and specially permitted use lists to ensure that single- and two-family dwellings are permitted by right, and multi-family dwellings are permitted via special permit.
3. Revise the following R-1 District requirements to increase the number of conforming lots and permit a traditional village residential development pattern:
  - ▶ Reduce minimum lot size requirements to 7,500 square feet (Only 67% of R-1 zoned lots conform to the existing requirement).
  - ▶ Reduce the minimum lot width requirement to 75 feet (Only 10% of R-1 zoned lots conform to the existing requirement).
  - ▶ Reduce the minimum front setback to at least 20 feet.
4. Consider drafting and adopting supplementary regulations or design guidelines for multi-family developments that would ensure they mitigate potential negative impacts and positively contribute to the character and walkability of the Village.
5. Consider implementing incentives or local policies to encourage restoring single-family homes that have been converted into apartments, or encouraging owner-occupation.

#### Single-Family Dwellings



#### Multi-Family Dwellings



*The resident scores for these images from the CPS (noted above) indicate a strong preference for walkable, appropriately scaled residential developments with some attention paid to architectural detailing as shown above. Photos: SPG, The Conservation Fund.*



*The Village has a variety of home styles and sizes throughout its neighborhoods, including smaller homes (see left). The Village may wish to permit the development of micro-homes, or those generally under 800 square feet, on proper foundations.*

## General Commercial

The general commercial areas of the Village are shown in red on the FLU Map. These areas essentially form the north and south gateways to the Village along State Route 21. As such, the general commercial areas play an important role in establishing the identity of the Village of Manchester, and creating a sense of place. The current character of commercial uses within these areas varies significantly from site to site. The lack of cohesive building and site design principles fails to provide a visually appealing and welcoming gateway (see images below).



*Two examples of sites in the general commercial areas that would benefit from site improvements, such as access management, landscaping, and screening.*

According to the State Routes 96 and 318 Rural Corridor Study completed for Ontario and Seneca County, the State Routes 96 and 21 intersection should be designated as a Gateway Transitional (GT) District, which is described below.

*The GT District is intended to foster the creation of a moderately dense node of activity with a wide variety of uses including residential, commercial, and light industrial activity that serves the daily needs of local residents and the traveling public. In order to accomplish this, the GT District regulates the location, design and*

*use of structures and land to create a cluster of activity in a nodal fashion and to ensure the safe and efficient movement of vehicles along the corridor.*

The building and site design principles of the Study as well as vehicular and access management provisions will help to improve site aesthetics as redevelopment opportunities occur.

## Recommendations

1. Review and implement the recommendations of the State Routes 96 and 318 Corridor Study Focus Area 1 Sub Regional Plan, including but not limited to:
  - ▶ *Adjust permitted and specially permitted use lists as advised.*
  - ▶ *Adjust dimensional requirements to Village scale (minimum front yard setback of 20 feet).*
  - ▶ *Require off-street parking and loading to be located in the side or rear yard.*
  - ▶ *Reduce off-street parking requirements and/or provide for shared parking agreements or use of lateral roads for access along State Route 96.*
2. Review and consider adapting the Village of Clifton Springs DRAFT Route 96 Corridor Overlay District for gateways, which codifies many of the State Routes 96 and 318 Corridor Study recommendations.
3. Draft and adopt nonresidential design standards to ensure new development and redevelopment reflects the desired identity and character of the Village.
4. Partner with NYS DOT to redesign the intersection of State Routes 21 and 96 to lower the speed limit and improve pedestrian safety.

## Neighborhood Commercial

The color orange on the Village FLU Map indicates areas where neighborhood commercial development is encouraged. These areas are generally adjacent to established residential neighborhoods, but either currently provide or have the opportunity to provide access to local, small scale commercial uses.

Because of their close proximity to residential neighborhoods, it is important that these areas provide for development that does not negatively impact the quality of life of nearby residences through substantial increases in traffic, light, noise, or other potential nuisances. Currently the Village only has one type of commercial zoning (C-1), which provides for commercial development of a larger scale and does not necessarily address the potential incompatibility of nonresidential uses with adjacent residences.

The neighborhood commercial area shown along State Route 21, north of the rail corridor, has the potential to be developed into an economic activity center for the Village. The Ontario County Railway Corridor Development Plan (see page 66) shows this area extending eastward from the rail enabled industrial uses. Overtime, this neighborhood commercial area could become a social hub for the Village, offering limited retail, service, and entertainment uses as shown in the draft development plan.

Additionally, Manchester may pursue the redevelopment of the old school building located along State Route 21 south of State Route 96 (pictured at right). The structure has maintained its original architectural style typical of early 19th century civic buildings. The potential reuse of this building is full of opportunity, as it could be occupied by one or more commercial or institutional uses. It is recommended that the Village support a reuse of the building that retains its architectural integrity, and highlights its history as a landmark within the community. Various ideas have been discussed regarding its potential reuse, including using the building as a brewery or cooperative arts and/or retail space.

## Recommendations

1. Draft and adopt a Neighborhood Commercial Zoning District that includes the following:
  - ▶ *Permitted and specially permitted use lists consistent with the creation of a limited retail, service, and recreational activity center.*
  - ▶ *Building footprint, height, and setback requirements that ensure new development and redevelopment opportunities are of an appropriate scale near to residential areas.*
  - ▶ *Building and site design standards that respect the residential scale and character of the area.*
  - ▶ *Increased landscaping, screening, and buffering requirements between nonresidential uses and established residences.*
  - ▶ *Access management provisions that reduce vehicular and pedestrian conflict points and promote a comfortable, walkable environment to and from nearby residences.*



## Village Center

The Village Center area of Manchester is shown in pink on the FLU Map. This area is generally consistent with the boundaries of what once was the Village's traditional central business district. Today there are still several structures within this area that have retained their original architectural detailing. These buildings are generally those that are two-stories in height and have little or no setback from the public right-of-way.

However, over time some redevelopment of this area has occurred that is inconsistent with its traditional development pattern. For example, the southwest corner of Main Street and State Street is now a single-story structure setback on the lot with parking framing the street. This style of development was not rated well in the CPS. The results show a strong preference for a more traditional downtown character. The photos at right and design principles on the following page indicate what should be encouraged or discouraged with future redevelopment opportunities in the Village Center area.

### Recommendations

1. Draft and adopt a Village Center Zoning District that includes the following:
  - ▶ *Permitted and specially permitted use lists consistent with the traditional mix of uses found in a village center environment (e.g. retail or office on the first floor, residences above).*
  - ▶ *Bulk and dimensional requirements that facilitate the redevelopment of sites to better reflect that of the traditional village center (see page 65).*
2. Consider ways to encourage and reward redevelopment projects that would repair and enhance the traditional character of this area, such as fast-tracked review processes or deferred property assessments on improvements.



*The images above show the stark contrast between the original development pattern of the Village Center area and more recent auto-oriented development.*

3. Ensure upper-floor residential units are permitted to foster a multi-story, mixed-use development pattern.
4. Pursue listing of historic properties on the National and State Historic Registers to open opportunities for funding and tax credits.

## Historic Register Benefits

There are many misconceptions about the State and National Register of Historic Places. The most common being that any building or site listed on these Historic Registers is automatically required to adhere to stringent architectural preservation standards. This is untrue.

It is a voluntary process for property owners to seek National or State Historic Designation. Once listed on a Historic Register, these building and site owners open themselves up to a number of financial benefits, such as state and federal tax credits.

Here are the facts! Residential, commercial, and institutional buildings, such as churches, may all be listed on the Register. Once listed, property owners receive the following benefits with no limitation on the reuse or rehabilitation of their building (unless utilizing tax credits):

- *Access to historic grant opportunities;*
- *Availability of state and federal tax credits for rehabilitation efforts; and*
- *Access to Technical Preservation Services and professional rehabilitation assistance.*

# Village Center Design Principles

	To Be Avoided	To Be Encouraged
Building Design		
Parking		
Facades		
Signage		

## Building Scale & Location

- Minimum setback of 0 feet, maximum setback of 5 to 10 feet.
- Minimum building height of two-stories, or appearance of two-stories.
- Require 50+ foot long facades be broken up into smaller visual increments.

## Parking

- Screen parking from view of public right-of-way; use wayfinding.
- Prohibit front yard parking in the Village Center.

## Facades

- Minimum transparency requirement for first floors (e.g. 50 to 60%), and lesser minimum transparency for upper floors (e.g. 25 to 30%)
- Require facades to define a bottom, middle, and top, and proper application of architectural rhythm and openings.
- Preference for wood, brick, or other traditional materials.
- Maintain original size of openings when repairing or replacing windows, doors, or storefronts.

## Signage

- Encourage recessed or raised lettering and graphics.
- Encourage use of projecting, suspended, and/or wall signs.
- Ensure signage does not interfere with visual access into the building (i.e. windows, doors).
- Ensure signage is sized and placed in a manner that is consistent with the architectural features of the building.

## Public & Institutional

The public and institutional uses within the Village are shown in blue on the FLU Map. These areas include the shared wastewater treatment facility between the Villages of Manchester and Shortsville located along State Route 96 and Village Hall Fire Department east of Main Street south of State Street. It is unlikely that these areas will change over the next decade; therefore there are no recommendations for future land uses at the time of writing this Plan.

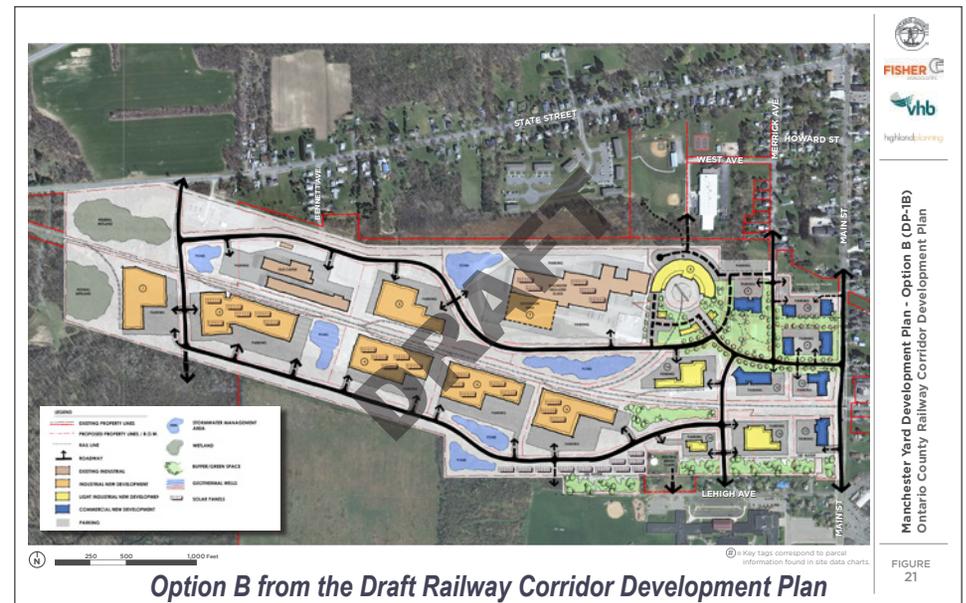
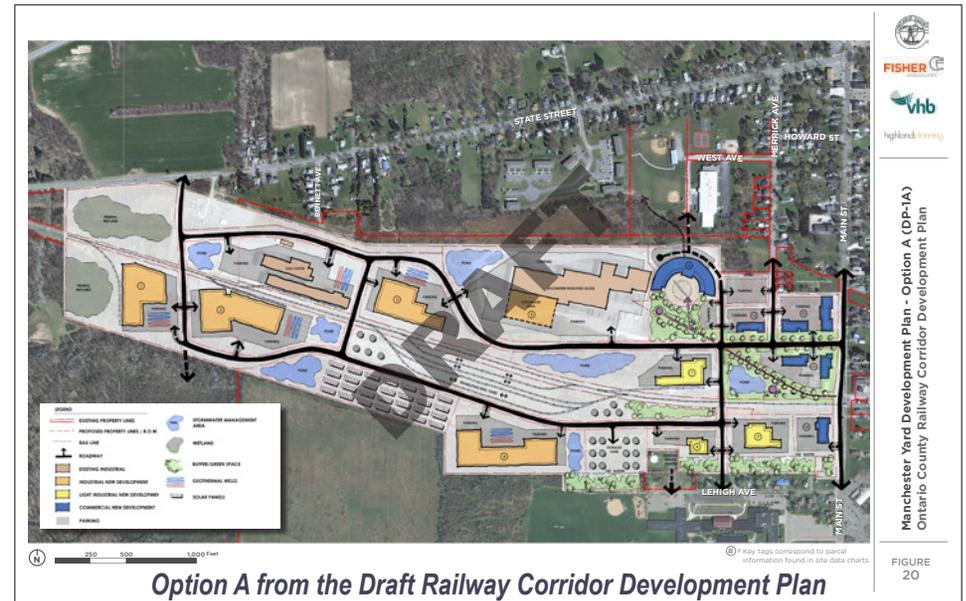
## Rail Corridor

This 2017 Joint Comprehensive Plan was developed concurrently with the Ontario County Railway Corridor Development Plan. The railway corridor boundary is shown as a gray line on the FLU Map. A segment of land along the corridor has been highlighted within the Study as a potential development site, denoted as rail enabled industry on the FLU Map (see next page). The draft conceptual plans for the area are shown in the plans to the right.

A major component of this development plan is the preservation and reuse of the historic rail turntable and roundhouse. The development plans call for the inclusion of light industrial, office, and commercial uses in a manner that creates a walkable village environment along State Route 21 and extending west towards the concentration of industrial uses.

## Recommendations

1. Review and revise the local zoning code, as necessary, to facilitate the type, scale, and character of development along the railway corridor as noted in the Corridor Study.



*NOTE: These are not approved site plans, but rather an illustrative guide for the potential placement and character of rail dependent development along this corridor in the future.*

## Rail Enabled Industry

The light purple area on the FLU Map indicates the industrial area of the Village that is intended to support rail dependent uses along the railway corridor. Currently there is a concentration of higher intensity industrial uses in this area, located in the southwest corner of the Village. This area is currently zoned General Industrial (I-2).

The desired development pattern of this area is to permit the operation and expansion of rail enabled industry uses in a manner that does not detract from the quality of life within the Village. In order to achieve this, the Village may wish to limit the presence of high intensity industrial uses and employ additional design standards such as increased buffering and screening from residential uses.

### Recommendations

1. Consolidate the I-1 and I-2 Industrial Districts to create one district that allows light industrial uses (typically those conducted within an enclosed structure), and specially permit more intense industrial uses (those with potential noise, dust, odor, or other nuisances).

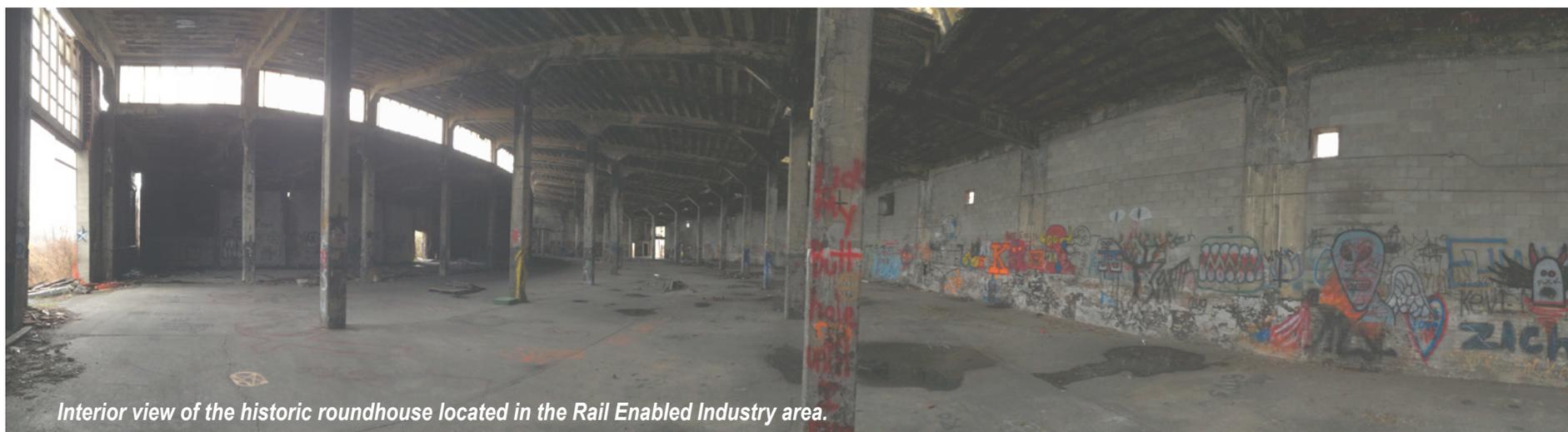
2. Incorporate provisions that give preference to rail dependent uses in areas with direct access to the railway corridor.
3. Ensure industrial district standards include adequate landscaping and screening requirements to buffer adjacent residential uses.

## Light Industrial & Office

The dark purple area on the map indicates light Industrial and office future land uses. Currently there is a single industrial operation located in this area, along the eastern border of the Village south of North Avenue. This area is currently zoned Restricted Industrial (I-1). In the future the Village may wish to permit other uses in this area that would have a similar character and scale, such as offices or non-retail businesses.

### Recommendations

1. Consider permitting small-scale offices and supporting commercial uses in the I-1 District.



*Interior view of the historic roundhouse located in the Rail Enabled Industry area.*

# Village of Shortsville



Based on the input received and analysis completed as part of this planning update process, the Future Land Use Map for the Village of Shortsville includes eight distinct land use categories:

- ▶ *Parks & Open Space*
- ▶ *Low Density Residential*
- ▶ *Multi-Family Residential*
- ▶ *Manufactured Home Park*
- ▶ *Neighborhood Commercial*
- ▶ *Village Center*
- ▶ *Rail Corridor*
- ▶ *Rail Enabled Industry*

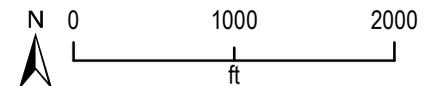
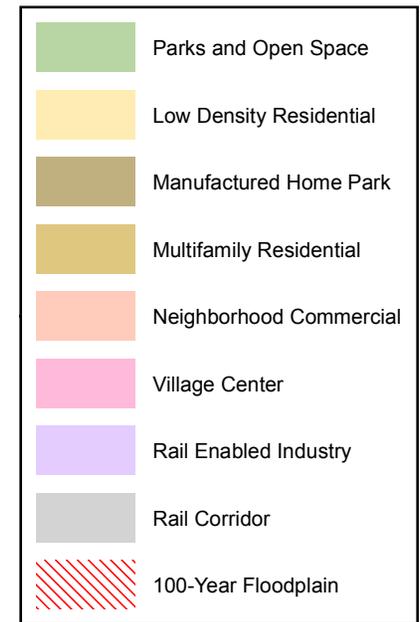
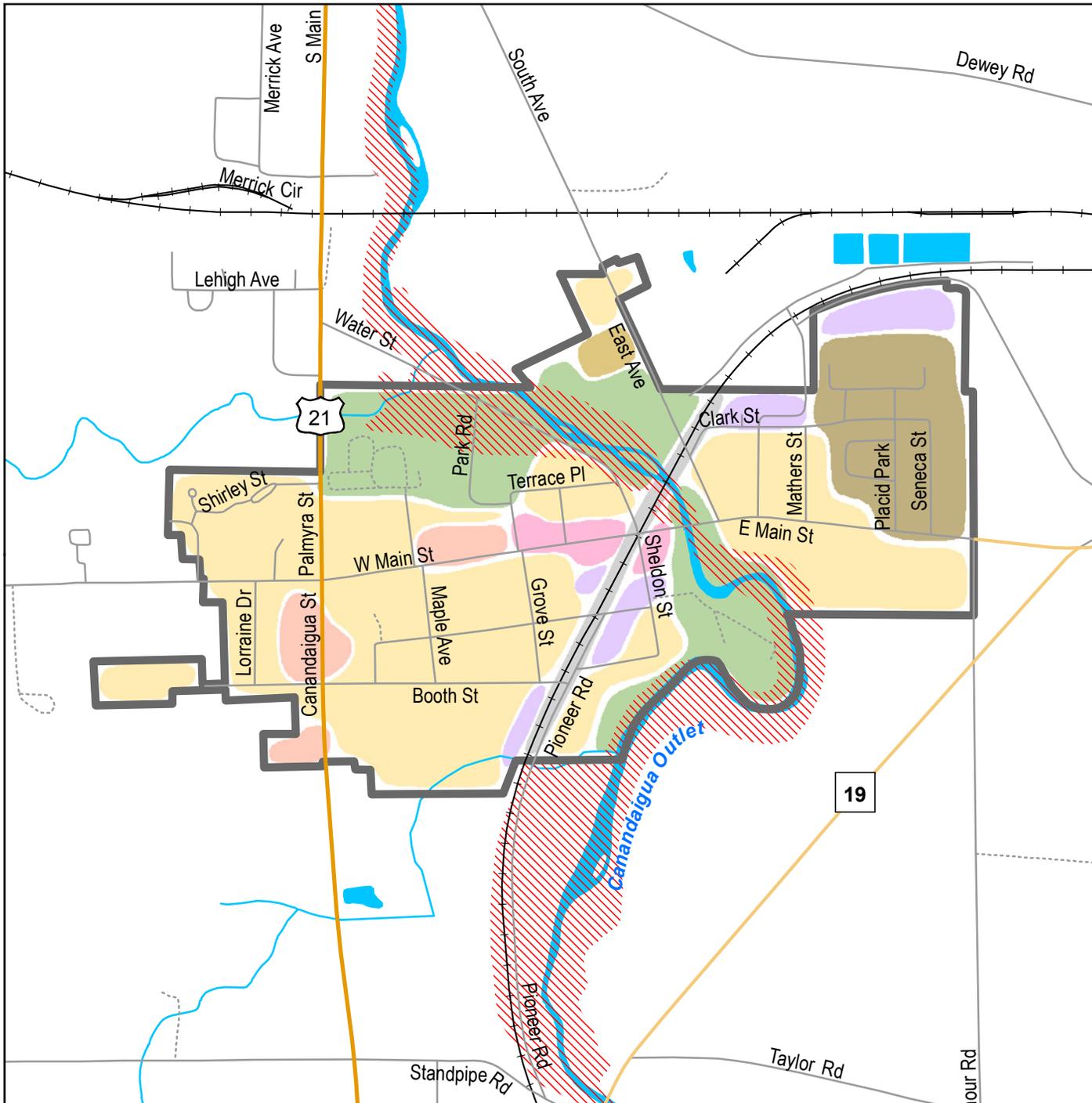
The following summaries are intended to provide support for the future vision and character of each land use area using both existing land use patterns and regulatory tools. Some areas refer to the rated images of the Community Preference Survey (CPS), the full results of which can be found in the Appendix.

**Note:** Prior to this Joint Comprehensive Plan effort, the Villages of Shortsville and Clifton Springs began a joint update to their respective Zoning Codes. The language of Shortsville's 2017 Draft Zoning Code is utilized as a point of reference in this summary.

# Village of Shortsville

**FUTURE LAND USE**

**MAY 2017**



**MRB | group**

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## Parks & Open Space

Shown in the color green on the Village of Shortsville’s FLU Map are areas designated as parks and open space. This includes the land surrounding the Canandaigua Outlet, running north and east of Water Street, and jogging south of East Main Street. Other areas included as parks and open space include Shortsville Budd Park, Jones Blunt Park, and Brookside Cemetery.

The purpose of designating these areas as parks and open space is two-fold: (1) To preserve the environmental integrity of the Canandaigua Outlet and surrounding floodplain areas, and (2) To protect the passive and active recreational areas within the Village.

Currently the Village’s zoning code does not designate any specific regulations for the Canandaigua Outlet floodway. The Village does, however, have a Land Conservation (L-C) District in place which covers the local parks and cemetery previously cited.



*Small park and trail adjacent to the Canandaigua Outlet along E Main Street.*

*The Villages of Shortsville and Manchester are both bisected north-south by the Canandaigua Outlet. This creates an opportunity for collaboration on future development efforts of greenway and blueway connections along the Outlet. These connections may include, but are not limited to, trail extensions, bike paths, boat launches, and docks.*

The Draft Zoning Code update, however, utilizes an Open Space District for natural areas and parks where the maintenance of natural resources and recreational opportunities is desired. Activities that are permitted include uses such as parks and playgrounds, conservatories, and farm operations, while specially permitted uses include band shells and recreational fields.

The Draft Code also proposes a Floodplain Overlay District for the designated floodway and floodplain areas within the Village as determined by the Federal Emergency Management Agency’s Flood Insurance Rate Maps. These areas generally follow the floodplain areas shown on the FLU Map. Development is restricted within these areas to reduce the risk of adverse environmental impacts.

## Recommendations

1. Adopt the Draft Zoning Code to ensure administration and enforcement of the Open Space and Floodplain Overlay Districts.

## Residential

The residential areas of the Village marked on the FLU Map include Low Density Residential, Multi-Family Residential, and Manufactured Home Park.

- ▶ **Low Density Residential:** *Indicated by the color yellow, the low density residential areas generally consist of single-family detached homes on lots ranging from one-quarter to three or more acres in size. This area is zoned as a Single-Family Residential (R-1) District, which is consistent with the proposed code update Village Residential (R-1) District. The new R-1 District, however, proposes more Village appropriate bulk and dimensional regulations.*
- ▶ **Multi-Family Residential:** *The darker yellow color indicates existing multi-family residential developments. Under the proposed zoning code multi-family developments should be specially permitted with additional regulations to ensure compatibility with surrounding uses.*
- ▶ **Manufactured Home Park:** *The brown area is the location of the Village's current Mobile Home (M-H) Park District, which is partially developed. The proposed code update is consistent with this land use pattern and seeks to permit the continued development of this area.*

It is unlikely the Village will see a large number of single-family units developed over the next decade. However, as of the writing of this Plan there has been an increased demand for multi-family housing in the Rochester and Finger Lakes region. As a result, there will likely be future proposals for additional multi-family development in the area, which the Village should evaluate under the proposed code's revised special use permit review processes. Additionally, multi-family dwellings, both newly constructed and



**Shortsville residents scored the image on the left a 2.50 out of 9.00, and the image on the right scored a 5.50 out of 9.00 in the CPS. This indicates that residents prefer smaller scale multi-family development, with additional building and site design considerations. Photos: SPG, Pictometry.**

by conversion, are included in the listing of specified uses under the Draft Code, which require an additional set of regulations to ensure compatibility with adjacent single-family neighborhoods.

### Recommendations

1. Adopt the updated residential districts of the Draft Zoning Code to ensure future residential development is reflective of the Village's preference for a traditional walkable character.
2. Consider implementing incentives or local policies to encourage restoring single-family homes that have been broken into apartments, or encouraging owner-occupation.

## Neighborhood Commercial

The color orange on the Village FLU Map indicates areas where neighborhood commercial development is encouraged. Similar to the Village of Manchester, these areas are generally adjacent to established residential neighborhoods, but either currently provide or have the opportunity to provide access to local, small scale commercial uses.

Because of the proximity to residential uses, it is important that the neighborhood commercial areas provide for development that does not negatively impact the quality of life of nearby residences through substantial increases in traffic, light, noise, or other potential nuisances. Currently the Village has a single commercial district, Retail/Commercial (C-1), which provides for commercial development of a larger scale and intensity than is desirable in the neighborhood commercial areas.

However, the Draft Zoning Code update proposes a new Neighborhood Commercial (NC) District with the following purpose statement:

*The purpose of the Neighborhood Commercial District is to encourage a variety of small-scaled commercial uses that are compatible with the scale and intensity of adjacent residential neighborhoods and help to preserve their residential character. The NC District supports the goals and objectives contained in the Village of Shortsville Strategic Plan by accommodating services that meet the needs of our residents while enhancing the walkability of the community and preserving the Village's character.*

One of the ways the proposed NC District helps to ensure future development and redevelopment opportunities positively contribute to the desired character of the Village is through the provision of regulatory standards such as:

- ▶ *Specially permitting uses that may have an adverse impact on the residential character if not mitigated.*
- ▶ *Reducing minimum front setback requirements to maintain a pedestrian friendly streetscape.*
- ▶ *Including of maximum building footprint requirement to ensure future nonresidential uses are not out of scale with the surrounding neighborhoods.*
- ▶ *Placing parking lots in the side or rear with additional screening and buffering from residential uses.*

### Recommendations

1. The Village should pursue adoption of the proposed Neighborhood Commercial District and rezone areas as deemed appropriate.



*The image on the left is an example of the desired scale and character for uses in the NC District, while the image on the right shows an example of an existing auto-oriented use without proper site design. Photo Source: SPG*

## Village Center

The Village Center area of Shortsville is shown in pink on the FLU Map. This area is generally consistent with the traditional central business district of the Village, where the street is lined with multi-story, mixed-use structures with little to no setback from the public right-of-way.

Currently this area is zoned under the Retail/Commercial (C-1) District, which does not have use and setback regulations consistent with the traditional development pattern of the village center area. As a result, the Draft Zoning Code update proposes a Village Center (VC) District in which regulations have been adjusted to provide for a more appropriate use list, bulk and dimensional requirements, and design standards. Under this new zoning district, investment in the village center area is given direct guidance to enhance its role as the heart of the Shortsville community.

Under a new article, the proposed zoning code update establishes basic design standards for the Village Center District similar to those previously recommended for the Village of Manchester. These standards seek to provide guidance on design elements such as building scale, orientation, facade articulation, and parking design. The following page provides visual and regulatory examples of the type of development and reinvestment these guidelines should seek to encourage or discourage.

### Recommendations

1. Pursue adoption of the proposed Village Center (VC) District and all associated development regulations and rezone as necessary.
2. Ensure upper-floor residential units are permitted and consider programs to incentivize rehabbing upper-floors for housing.
3. Encourage and reward redevelopment projects that enhance the traditional village character with policies such as fast-tracked review processes or deferred assessments on building and site improvements.



*Some facades on Main Street have been altered in a manner that obscures their historic architectural integrity. For example, openings should not be reduced in size when replacing windows or doors (see left). Village Hall (right) shows an appropriate restoration effort that retained historic features.*

## Historic Register Benefits

There are many misconceptions about the State and National Register of Historic Places. The most common being that any building or site listed on these Historic Registers is automatically required to adhere to stringent architectural preservation standards. This is untrue.

It is a voluntary process for property owners to seek National or State Historic Designation. Once listed on a Historic Register, these building and site owners open themselves up to a number of financial benefits, such as state and federal tax credits.

Here are the facts! Residential, commercial, and institutional buildings, such as churches, may all be listed on the Register. Once listed, property owners receive the following benefits with no limitation on the reuse or rehabilitation of their building (unless utilizing tax credits):

- Access to historic grant opportunities;
- Availability of state and federal tax credits for rehabilitation efforts; and
- Access to Technical Preservation Services and professional rehabilitation assistance.

# Village Center Design Principles

	To Be Avoided	To Be Encouraged
Building Design		
Parking		
Facades		
Signage		

## Building Scale & Location

- Minimum setback of 0 feet, maximum setback of 5 to 10 feet.
- Minimum building height of two-stories, or appearance of two-stories.
- Require 50+ foot long facades be broken up into smaller visual increments.

## Parking

- Screen parking from view of public right-of-way; use wayfinding.
- Prohibit front yard parking in the Village Center.

## Facades

- Minimum transparency requirement for first floors (e.g. 50 to 60%), and lesser minimum transparency for upper floors (e.g. 25 to 30%)
- Require facades to define a bottom, middle, and top, and proper application of architectural rhythm and openings.
- Preference for wood, brick, or other traditional materials.
- Maintain original size of openings when repairing or replacing windows, doors, or storefronts.

## Signage

- Encourage recessed or raised lettering and graphics.
- Encourage use of projecting, suspended, and/or wall signs.
- Ensure signage does not interfere with visual access into the building (i.e. windows, doors).
- Ensure signage is sized and placed in a manner that is consistent with the architectural features of the building.

## Rail Corridor

This 2017 Joint Comprehensive Plan was developed concurrently with the Ontario County Railway Corridor Development Plan. The railway corridor boundary is shown as a gray line on the FLU Map.

A segment of land along the corridor has been highlighted within the Study as a potential development site, denoted as rail enabled industry on the FLU Map (see next page). A close up of the development plan area included within the Village is shown in the image to the right. A full size version can be found in the Town of Manchester Future Land Use Summary.

The rail enabled industrial area of the Village identified in the Railway Corridor Study is the northernmost undeveloped portion of the Lake Country mobile home park. The rail corridor also runs through the middle of the Village of Shortsville crossing Main Street in the heart of downtown. As outlined on the following page, additional rail enabled industrial uses may also be desirable in the areas adjacent to the railway south of Main Street.

### Recommendations

1. Rezone the northernmost area of the Mobile Home Park Zoning District to permit rail dependent development as noted in the Railway Corridor Study.
2. Ensure railway corridor development standards include adequate landscaping and screening requirements to buffer adjacent residential uses.



*Excerpt from the Draft Railway Corridor Development Plan*

*NOTE: This is not an approved site plan, but rather an illustrative guide for the potential placement and character of rail dependent development along this corridor in the future.*

## Rail Enabled Industry

The Ontario County Railway Corridor Study development plan area, shown on the previous page is situated within the northeastern quadrant of the Village. This area is also highlighted in light purple on the FLU Map.

As previously stated, the Village is essentially bisected by the railway, which provides opportunities to locate light industrial and rail dependent uses in several areas along the corridor with direct access to rail infrastructure.

Currently these areas are zoned under the Village's Industrial (M-1) District, which has been updated under the Draft Zoning Code. The purpose statement of the newly proposed Light Industrial (LI) District reads:

*The purpose of the Light Industrial (LI) District is to encourage the development of a wide range of industrial, manufacturing, and distribution activities... Development within this District should be campus-style in building design and layout, and should facilitate internal pedestrian circulation systems that are linked to external walkways where practicable Industrial uses allowable within this District shall employ techniques to minimize negative impacts (including, but not limited to traffic, parking, glare, noise, dust, odor, etc.) on adjacent non-industrial uses, especially established residential districts and environmentally sensitive areas. New residential uses are not permitted within this district.*

This district permits and specially permits a mix of light industrial uses (generally conducted within an enclosed structure), commercial uses, and institutional uses. The Draft Code also includes an Article with nonresidential design guidelines to help ensure future industrial and commercial development positively contributes to the Village's overall character.

## Recommendations

1. Pursue adoption of the LI District and rezone areas where indicated on the FLU Map.
2. Add language to the LI District purpose statement that directly promotes and supports rail enabled industry, or consider creating separate Rail Enabled Industry District or Overlay.
3. Incorporate provisions in the LI District that give preference to rail dependent uses in areas with direct access to the railway corridor.
4. Ensure the newly proposed nonresidential design guidelines included as part of the Draft Zoning Code update are utilized for newly developed and redeveloped industrial and commercial structures.
5. Consider permitting supporting professional office and small-scale commercial uses in the LI District.



# Village of Clifton Springs



Based on the input received and analysis completed as part of this planning update process, the Future Land Use Map for the Village of Clifton Springs includes nine distinct land use categories:

- ▶ *Parks & Open Space*
- ▶ *Low Density Residential*
- ▶ *Multi-Family Residential*
- ▶ *General Commercial*
- ▶ *Neighborhood Commercial*
- ▶ *Village Center*
- ▶ *Public & Institutional*
- ▶ *Rail Corridor*
- ▶ *Light Industrial & Office*

The following summaries are intended to provide support for the future vision and character of each land use area using both existing land use patterns and regulatory tools. Some areas refer to the rated images of the Community Preference Survey (CPS), the full results of which can be found in the Appendix.

**Note:** Prior to this Joint Plan effort, the Villages of Shortsville and Clifton Springs began a joint update to their respective Zoning Codes. The language of Clifton Springs' 2017 Draft Zoning Code is utilized as a point of reference in this summary.



## Parks & Open Space

Shown in the color green on the Village of Clifton Springs FLU Map are areas designated as parks and open space. This includes the areas of agricultural lands and open space along the southern boundary of the Village, as well as the Village park and open space to the south of the rail line.

The Village's current zoning code identifies the open space areas south of the rail line as part of the Land Conservation (L-C) District. This is consistent with the proposed Open Space (OS) District in the Draft Zoning Code.

As previously stated for the Village of Shortsville, the Open Space District for Clifton Springs is intended for natural areas and parks where the maintenance of natural resources and recreational opportunities is desired. Permitted uses include, but are not limited to parks, playgrounds, and conservatories, while specially permitted uses include band shells and recreational fields.

The Draft Code also proposes a Floodplain Overlay District for the designated floodway and floodplain areas within the Village as determined by the Federal Emergency Management Agency's Flood Insurance Rate Maps. These areas generally follow the floodplain areas shown on the FLU Map. Development is restricted within these areas to reduce the risk of adverse environmental impacts.

## Recommendations

1. Pursue adoption of the Draft Zoning Code for administration and enforcement of the Open Space and Floodplain Overlay Districts.

## Low Density Residential

Indicated by the color yellow on the FLU Map, the low density residential areas generally consist of single-family detached homes on lots ranging from one-quarter to three or more acres in size. These areas are currently zoned as Single-Family Residential (R-1) and Two-Family Residential (R-2). The Draft Zoning Code update, however, proposes these districts be amended to reflect the following:

- ▶ **Low Density Residential (R-1).** *The purpose of the R-1 District is to permit the construction of larger lot single-family developments that do not compromise the existing pedestrian-friendly setting of the Village. The Village setting is typically characterized by sidewalks, street lighting, street trees, and garages located at the side or rear portions of the lots. The intent of this District is to allow for lower density residential development while ensuring the preservation and continuation of the traditional development pattern of the more established neighborhoods found near the center of the Village.*



Single-family home in Clifton Springs.



*Clifton Springs residents scored the image on the left a 2.00 out of 9.00, and the image on the right a 7.50 out of 9.00. These scores indicate that residents prefer single-family developments with an emphasis on walkability as opposed to vehicular access. Photos: SPG, The Conservation Fund.*

- ▶ **Village Residential (R-2).** *The purpose of the R-2 District is to permit the construction of single-family dwelling units on smaller lots. The intended pattern of development in this district shall maintain the traditional village character with sidewalks, street lighting, street trees, and garages located at the side or rear portions of the lots. In areas where there are established village neighborhoods, the intent of this district is to preserve the existing traditional settlement pattern, which generally consists of owner-occupied, single-family detached dwellings, smaller lots and setbacks, unobstructed front yards, and pedestrian-scaled streetscapes.*

The newly drafted residential districts also include updated use lists, bulk and dimensional requirements, and additional regulations for uses that have the potential to adversely impact the Village's character.

It is unlikely that the Village will experience a large increase in single-family residential units over the next decade. However, the proposed R-1 and R-2 Districts will ensure that any new single-family residential development is consistent with the character preferences of Clifton Springs' residents.

## Recommendations

1. Pursue adoption of the proposed R-1 and R-2 Zoning Districts to ensure future single-family residential development is reflective of the Village's preference for a traditional walkable character.
2. Implement incentives or local policies to encourage restoring single-family homes that have been broken into apartments and/or encourage owner-occupation.

## Multi-Family Residential

Indicated by the darker yellow color on the FLU Map, the multi-family residential areas are generally consistent with areas where there is currently a presence of multi-family dwellings. These areas are proposed to be zoned Multi-Family Residential (R-3), which is consistent with the current zoning district application.

As of the writing of this Plan there has been an increased demand for multi-family housing in the Rochester and Finger Lakes region. As a result, there may be future proposals for additional multi-family development in the area, which the Village should evaluate under the proposed code update revised special use permit review processes. Additionally, multi-family dwellings, both newly constructed and by conversion, are included in the listing of specified uses under the Draft Code, which require an additional set of regulations to ensure compatibility with adjacent single-family neighborhoods.

## Recommendations

1. Pursue adoption of R-3 District and rezone as necessary to ensure future multi-family dwellings are consistent with local preferences.

## General Commercial

The general commercial areas of the Village are shown in red on the FLU Map. These areas include the land along State Route 96 at the northern gateway to the Village and area to the west. As gateways, the general commercial areas play an important role in establishing the identity of the Village of Clifton Springs and creating a sense of place.

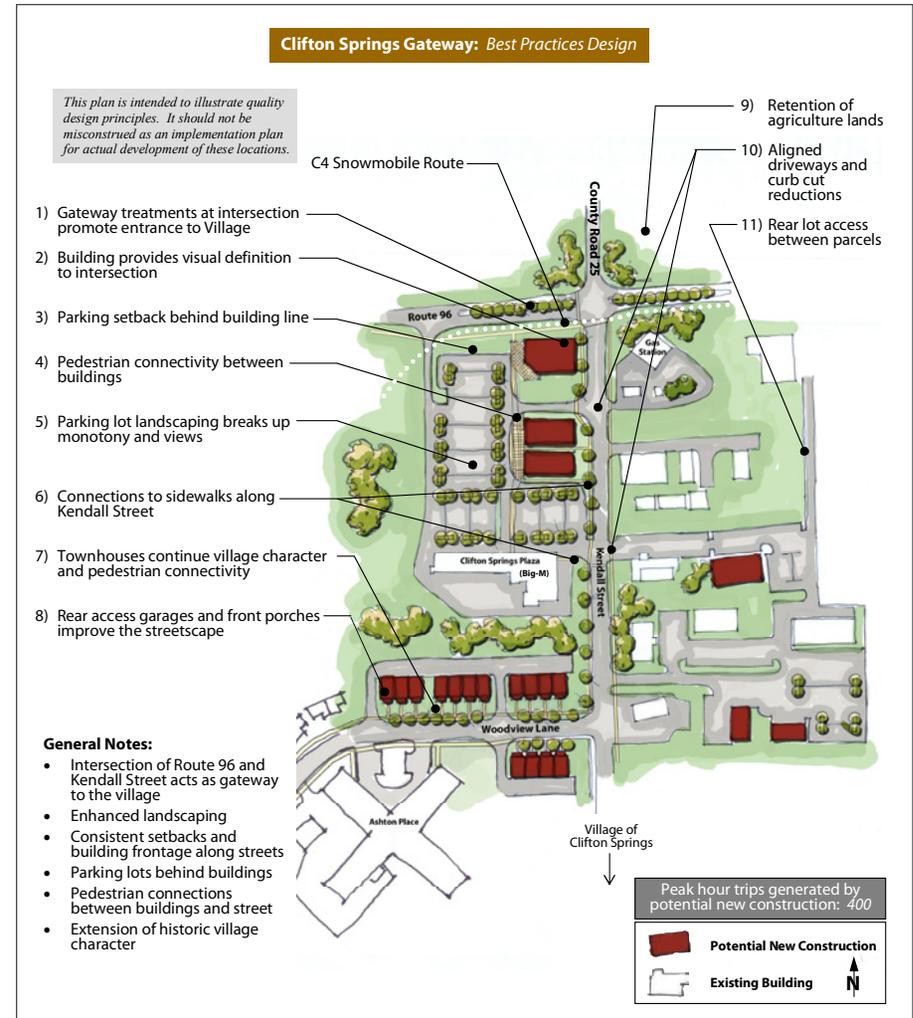
In the 2009 State Routes 96 and 318 Rural Corridor Study completed for Ontario and Seneca County, the State Routes 96 and 21 intersection is designated as a Gateway Transitional (GT) District. The regulatory recommendations of this study were incorporated into the Village's Draft Zoning Code update and include a new GT District, outlined below.

- ▶ **Gateway Transitional:** *The GT District is intended to foster the creation of a moderately dense node of activity with a wide variety of uses including residential, commercial, and light industrial activity that serves the daily needs of local residents and the traveling public. In order to accomplish this, the GT District regulates the location, design and use of structures and land to create a cluster of activity in a nodal fashion and to ensure the safe and efficient movement of vehicles along the corridor, while still providing a meaningful connection to the Village's VC and NC districts.*

The Draft Code also proposes the inclusion of a State Route 96 Corridor Overlay District, which includes the access management recommendations of the State Routes 96 and 318 Corridor Study. The District seeks to achieve objectives such as:

- ▶ *Protecting the safety of pedestrians and bicyclists and providing for pedestrian facilities in appropriate locations.*

# Routes 96 & 318 Corridor Study





*The CPS results indicate that Clifton Springs residents dislike traditional commercial franchise architecture. The image to the left scored a 2.50 out of 9.00, while the image on the right scored a 6.00 out of 9.00. Photos: SPG.*

- ▶ *Encouraging development on the corridor that is compatible with or does not detract from the traditional character of the villages and the rural character of the town.*
- ▶ *Enhancing development options along the corridor and to promote development of unified access and circulation systems that serve more than one (1) property.*

The graphic on the previous page is an excerpt from the Corridor Study showing a concept plan for the Clifton Springs Gateway utilizing design best practices.

### Recommendations

1. Pursue adoption of the Draft Zoning Code GT and Route 96 Corridor Overlay Districts and rezone as necessary.

## Neighborhood Commercial

The color orange on the Village FLU Map indicates areas where neighborhood commercial development is encouraged. These areas are generally adjacent to established residential neighborhoods, but either currently provide or have the opportunity to provide access to local, small scale commercial uses.

As previously stated for the Villages of Manchester and Shortsville, it is important that the neighborhood commercial areas provide for development that does not negatively impact the quality of life of nearby residences by substantially increasing traffic, light, noise, or other potential nuisances. Currently this area of the Village is regulated by the General Commercial (C-2) Zoning District, which provides for commercial development of a larger scale and intensity than is desirable for these areas.

The Draft Zoning Code update proposes a new Neighborhood Commercial (NC) District consistent with what was previously referenced for the Village of Shortsville.

### Recommendations

1. Pursue adoption of the NC District and rezone commercial areas as appropriate.

## Village Center

The Village Center area of Clifton Springs is shown in pink on the FLU Map. This area is generally consistent with the traditional central business district of the Village, where the street is lined with multi-story, mixed-use structures with little to no setback from the public right-of-way.

Currently this area is regulated by Clifton Springs' Local Shopping (C-1) Zoning District. During the zoning code update process it was determined that the regulatory language of the C-1 District was not permissive of the desired traditional development pattern along the Main Street corridor. As a result, the Draft Zoning Code update proposes a Village Center (VC) District in which regulations have been adjusted to provide for a more appropriate use list, bulk and dimensional requirements, and design standards. Under this new zoning district, the Clifton Springs Sanitarium Historic District and surrounding area is supported with Village Center District Design Guidelines intended to maintain and enhance the original mid to late 19th century style.

The following page shows visual and regulatory examples of the type of development the Village Center District standards should seek to encourage or discourage in Clifton Springs.

### Recommendations

1. Pursue adoption of the proposed Village Center (VC) District and all associated development regulations.
2. Rezone the village center area of Clifton Springs to reflect the proposed VC District boundaries.
3. Consider ways to encourage and reward redevelopment projects that would enhance the traditional character of this area, such as fast-tracked review processes or deferred property assessments on improvements.
4. Ensure upper-floor residential units are permitted to foster a multi-story, mixed-use development pattern.



*The intent of the Village Center area is to ensure future investment reflects that of the image on the left and not the right. Photo Source: SPG*

## Historic Register Benefits

There are many misconceptions about the State and National Register of Historic Places. The most common being that any building or site listed on these Historic Registers is automatically required to adhere to stringent architectural preservation standards. This is untrue.

It is a voluntary process for property owners to seek National or State Historic Designation. Once listed on a Historic Register, these building and site owners open themselves up to a number of financial benefits, such as state and federal tax credits.

Here are the facts! Residential, commercial, and institutional buildings, such as churches, may all be listed on the Register. Once listed, property owners receive the following benefits with no limitation on the reuse or rehabilitation of their building (unless utilizing tax credits):

- Access to historic grant opportunities;
- Availability of state and federal tax credits for rehabilitation efforts; and
- Access to Technical Preservation Services and professional rehabilitation assistance.

# Village Center Design Principles

	To Be Avoided	To Be Encouraged
Building Design		
Signage		
Facades		
Parking		

## Building Scale & Location

- Minimum setback of 0 feet, maximum setback of 5 to 10 feet.
- Minimum building height of two-stories, or appearance of two-stories.
- Require 50+ foot long facades be broken up into smaller visual increments.

## Signage

- Encourage recessed or raised lettering and graphics.
- Encourage use of projecting, suspended, and/or wall signs.
- Ensure signage does not interfere with visual access into the building (i.e. windows, doors).
- Ensure signage is sized and placed in a manner that is consistent with the architectural features of the building.

## Facades

- Minimum transparency requirement for first floors (e.g. 50 to 60%), and lesser minimum transparency for upper floors (e.g. 25 to 30%)
- Require facades to define a bottom, middle, and top, and proper application of architectural rhythm and openings.
- Preference for wood, brick, or other traditional materials.
- Maintain original size of openings when repairing or replacing windows, doors, or storefronts.

## Parking

- Screen parking from view of public right-of-way; use wayfinding.
- Prohibit front yard parking in the Village Center.

## Public & Institutional

The public and institutional uses within the Village are shown in blue on the FLU Map). These areas include the following:

- ▶ *Clifton Springs Hospital and Clinic located directly south of Main Street;*
- ▶ *Finger Lakes Addiction Crisis and First Baptist Church located just north of Main Street off of Teft Avenue; and*

The public and institutional areas located near to Main Street are not likely to change dramatically over the next decade. Furthermore the current zoning of these areas is appropriate to accommodate both existing and future uses in a manner that is consistent with the Village's character.

These areas are intended to be employment centers in the form of offices or public and semi-public institutions, while ancillary commercial and residential opportunities may be provided. Small cafes and clusters of medium density single- or multi-family housing may be desirable to support the larger uses on site.

Given that the newly drafted zoning code reflects the most current values of Clifton Springs, the existing Planned Development (PD) District has been deemed unnecessary. As conditions change, the Village may want to consider re-establishing a PD District in its code that accomplishes the following:

- ▶ *Mixing of uses both vertically in two to three story structures, as well as within a single development site.*
- ▶ *Restriction on the total share of commercial and residential uses that may be incorporated into the development.*
- ▶ *Dimensional and bulk requirements that facilitate the creation of a campus-style, walkable environment.*

## Recommendations

1. Consider developing an area master plan for the northwest corner of Clifton Springs.
2. Research, draft, and adopt a Planned Development District to accommodate future campus-style public and institutional investment.



**View of a Veterans' Memorial site and Finger Lakes Addiction Crisis Center from Main Street.**

## Rail Corridor

The rail corridor is shown by a gray line on the FLU Map. At the time of writing this Plan, the Ontario County Railway Corridor Study identified an area north of Main Street and West of Kendall Street along Railroad Street for future rail enabled industry growth.

However, it has been determined by the Village of Clifton Springs that future rail enabled industry uses along the rail corridor are not appropriate. On April 11, 2017, the Village passed a resolution stating the following as reasoning for the determination.

- The Plan is not consistent with the Village of Clifton Springs Comprehensive Plan.
- It is best to keep the current land conservation/open space zoning in place.
- The Village already has areas designated for future light industrial development.
- Future expansion and development of the area of the Village identified in the Plan is not appropriate for commercial and/or industrial uses as there is a preponderance of residential uses surrounding the area.
- Future expansion and development of the area of the Village identified in the Plan could reduce property values for homeowners and could reduce their quality of life.
- The area of the Village identified in the Plan is not appropriate relative to scale, intensity of use, noise, and traffic.
- Uses and development recommended or suggested in the Plan does not fit into the overall character of the Village.
- Potential environmental impacts have been identified or are likely as wetlands are nearby to the area of the Village identified in the Plan.
- The Village Board has received negative comments from nearby property owners relative to expansion of the area of the Village identified in the Plan.



*Current entrance to the Railroad Street area shown in the Ontario County Railway Corridor Study Development Plans*

The area included in the Railway Corridor Study is proposed to be regulated under the Open Space (OS) District of the Draft Zoning Code, which would protect the area from any future development or expansion of potentially incompatible industrial or rail enabled uses.

### Recommendations

1. Pursue adoption of the Open Space (OS) District as presented in the Draft Zoning Code.
2. Revisit the potential for future rail enabled industry development, if desired in the future.

## Light Industrial & Office

The areas of purple on the FLU Map are intended to show existing or desired concentrations of light industrial and office uses.

Currently these areas are zoned under the Village's Industrial (M-1) and Light Industrial (LI) Districts. These two districts have been consolidated into a single LI District under the newly drafted zoning code. The intent of this was to ensure future industrial development in Clifton Springs did not include high-intensity uses. The proposed LI District also places an emphasis on creating a walkable, campus-style environment (as shown on the following page) within industrial and office developments. The purpose statement of the LI District states:

*The purpose of the Light Industrial (M-1) District is to encourage the development of a wide range of light industrial, manufacturing, and distribution activities in order to support the goals and objectives contained in the Village's Comprehensive Plan. Development within this District should be campus-style in building design and layout, and should facilitate internal pedestrian circulation systems that are linked to external walkways where practicable. Light Industrial uses allowable within this District shall employ techniques to minimize negative impacts (including, but not limited to traffic, parking, glare, noise, dust, odor, etc.) on adjacent non-industrial uses, especially established residential districts and environmentally sensitive areas. New residential uses are not permitted within this district.*

The proposed LI District permits and specially permits a mix of light industrial uses (generally conducted within an enclosed structure), commercial uses, and institutional uses. The Draft Code also includes an Article with nonresidential design guidelines to help ensure future industrial and commercial development positively contributes to the Village's overall character.

## Recommendations

1. Pursue adoption of the LI District and rezone areas where indicated on the FLU Map.
2. Ensure the newly proposed nonresidential design guidelines included as part of the Draft Zoning Code update are utilized for newly developed and redeveloped industrial and commercial structures.
3. Add professional office uses to the list of permitted uses in the LI District.



***Parking lot and access provisions in the new code will help to improve the visual aesthetic of large industrial and office parking lots.***





# Conclusion

We began this journey of updating our respective comprehensive plans with a mutual recognition and appreciation of our collective and individual assets, including:

- ▶ *Our location off of the NYS Thruway as a gateway to the Finger Lakes;*
- ▶ *Our historic villages as social and cultural hubs;*
- ▶ *Our legacy of healthcare in Clifton Springs;*
- ▶ *Our parks and recreation opportunities along the Canandaigua Outlet in Shortsville and Manchester;*
- ▶ *Our rich agricultural heritage still present across the Town; and*
- ▶ *Our Hamlet of Port Gibson, perched above the Erie Canal.*

However, as we continued the research process and engaged the community to develop this plan, we realized we also had vital and unique opportunities to position ourselves for the future. We will welcome new residents and future generations into our community to share in our fortunes and contribute to our growth and success.

As a result of this Joint Comprehensive Plan effort, we have fostered a community of municipal partnerships, offering a unique marketing position to our surrounding neighbors for a sustainable future. This Plan will be a guide that is actively utilized by officials and decision-makers to achieve collective community goals, as well as those specific to each municipality. As such, this document is designed to be functional as a complete Joint Plan, or in parts for use by the Town or each Village individually.

It is our hope that this 2017 Joint Comprehensive Plan of the Town of Manchester and Villages of Manchester, Shortsville, and Clifton Springs will be the foundation of our ongoing efforts to preserve and accommodate future trends and investments.

We wish to express our gratitude to the community and those who dedicated their time and resources to help make this Joint Plan possible.

Signed,

*The 2017 Joint Comprehensive Plan Steering Committee*

