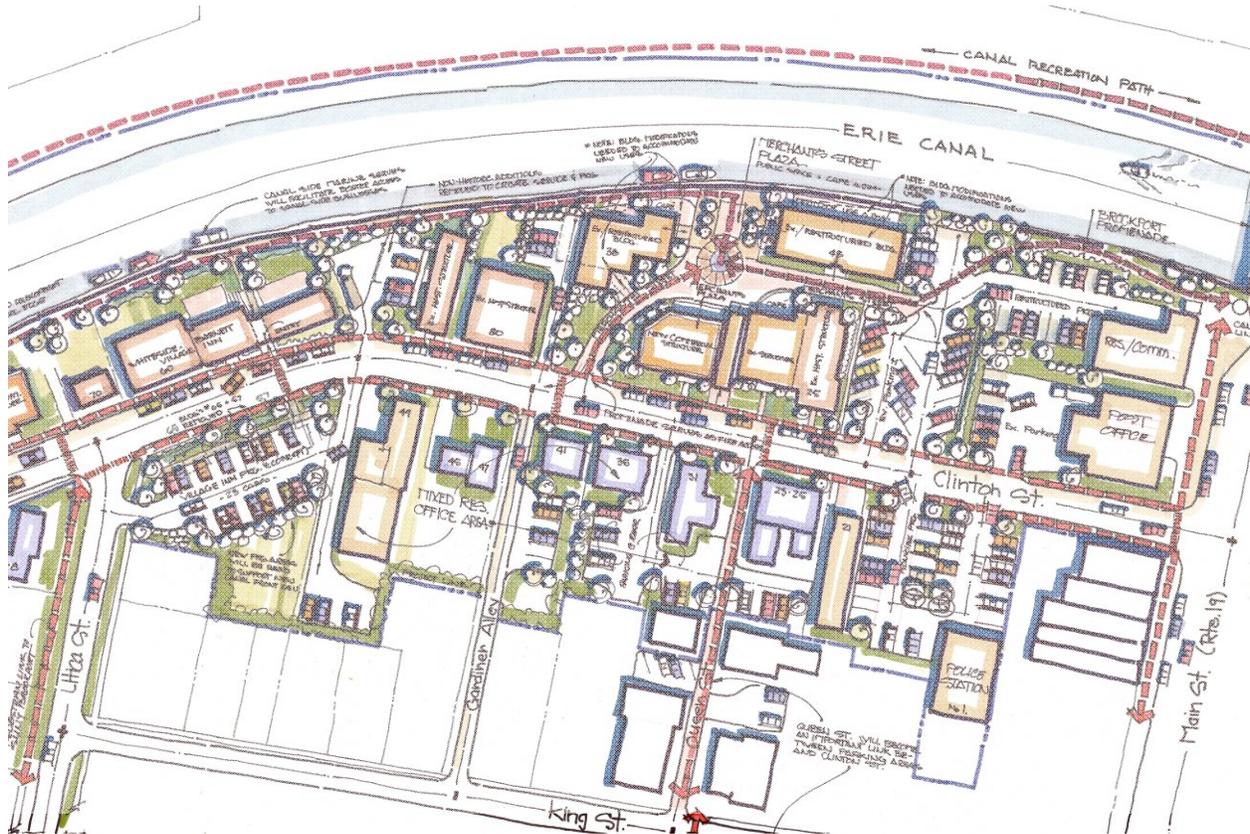


VILLAGE OF BROCKPORT



CLINTON STREET MASTER PLAN



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Appendix

Clinton Street Conceptual Revitalization

Plan & Renderings..... Appendix A

**Reduced scale image. A full scale drawing is available for viewing at the Village Hall.*

Conceptual Architectural Rehabilitation..... Appendix B

Market Analysis

Study Area Maps



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INTRODUCTION

The Village of Brockport boasts a thriving Main Street of locally-owned businesses, many well-preserved historic structures, and a prominent location along the Erie Canal. While much work has been done to preserve and enhance Main Street and adjacent areas, the Clinton Street area remains underdeveloped.

The purpose of this plan is to develop a revitalization strategy, with conceptual representations of potential redevelopment and rehabilitation, to transform the street into a thriving space for residents and visitors. The study area includes all of Clinton Street from Main Street to the Smith Street bridge, as well as Merchant Street.



Brockport's historic commercial district along Main Street at sundown. © www.pbase.com/maryanne16

CURRENT CONDITIONS

The area surrounding and including Clinton and Merchant Street was primarily used for the production of agricultural machinery in the early to mid-1800's when the Erie Canal was widely used for the movement of goods. A few of the original industrial buildings on Clinton Street remain, some of which are either locally or nationally registered. Currently, the study area contains a few businesses and restaurants, as well as the Village's Police station, Post Office (fronting Main Street), and social clubs. These uses are primarily located on Merchant Street and in the first few blocks west of Main Street. The remaining structures further west consist of vacant buildings, a mix of rented and owned residences,



Two views of a street - Clinton Street looking eastward (left) and westward (right). Many of the former industrial structures can be seen at the end of Clinton Street (right image).



and converted residences, many located on the south side of Clinton Street (see Appendix D).

Clinton Street is a residential side street used primarily as an alternative connection to SUNY Brockport and nearby residential neighborhoods. Clinton Street also connects to Clark Street on the north side of the canal via Smith Street. Currently, the bridge is closed due to degraded conditions. A \$1.5 million bridge rehabilitation is underway and is scheduled to be completed sometime before the end of 2010. The bridge is closed to both pedestrian and vehicular traffic; however, pedestrian traffic is expected to be restored by the summer of 2010, which will restore pedestrian and bike access to Corbett Park and the Erie Canal Heritage Trail.



Sidewalks are located on the south side of Clinton and separated in some areas by a tree lawn; no on-street parking is allowed on this side of Clinton.

Sidewalks are predominantly located on the south side of Clinton Street, with limited sidewalks on the north side between Main and Merchant Streets. Merchant Street primarily serves as an access road for the businesses located along the canal as well as a connection point to the parking lot located west of the Post Office. Roadway markings and pedestrian access are limited. On-street parking is limited to a small section on the north side of Clinton between Main and Merchant Street for limited hours – the majority of the uses in the study area utilize off-street parking lots or driveways.

Both Clinton and Merchant Street are located in the Business (B) District of the Village's Zoning Code (see Appendix D). This district extends along Main Street/Route 19 south to the railroad tracks and north to the Village line. A large majority of the district is found north of State and Erie Streets. The Business District's primary intent, as determined from the uses permitted, is to encourage the development of a mix of small businesses, restaurants, offices, and residential housing to serve as the Village's business center. Uses are encouraged to mix within the same structure where feasible, provided that commercial or office space is located on ground floor levels.



The Whiteside, Barnett & Co. warehouse is one of the most prominent historical structures in the study area.

The Village's Historic Preservation Board strives to preserve and protect existing historic landmarks through its review and design



approval authority in the zoning code. The Main Street commercial area is a historic district listed on State and National Registers of Historic Places; there are other numerous other structures outside of this district, including the former Whiteside, Barnett & Co. Agricultural Works at #60 Clinton Street. The Board has designated a total of 37 historical landmarks and is in the process of expanding the number of designations with several structures located within the study area. Structures that are designated as historical landmarks by the Board must undergo a review to determine if additions or alterations, including structural, exterior façade, landscaping and screening, and parking, are consistent with significant historical or aesthetic features of the property.

ECONOMIC DEVELOPMENT POTENTIAL

According to a market analysis conducted as part of this study, the defined market area, which extends well beyond the boundary of the village, has a higher median household income and lower poverty rate in comparison to the County and New York State. While the population is relatively affluent in comparison, it is not expected to grow much in the future. SUNY Brockport, Lakeside Hospital, and the distribution logistics center are some of the prominent employers in the area.

Although the Village contains many smaller businesses that serve the personal needs for many residents, downtown retail businesses such as these often have a difficult time competing with larger regional centers such as big-box stores and shopping malls. To compensate and thrive, downtown retailers often need to focus on niche goods and services that are not commonly found in regional commercial areas.

The market analysis, which is contained in Appendix C, indicated that the Clinton Street neighborhood has a significant retail gap in clothing stores, sporting goods/hobby/musical instruments, and full-service restaurants. This gap, or sales leakage, indicates that sales in a

Retail Sales Leakage: Brockport Target Industry Groups			
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap
Clothing and Clothing Accessories Stores (NAICS 448)	\$20,294,226	\$2,779,319	\$17,514,907
Clothing Stores (NAICS 4481)	\$16,271,798	\$2,260,117	\$14,011,681
Shoe Stores (NAICS 4482)	\$2,240,483	\$365,978	\$1,874,505
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,781,945	\$153,224	\$1,628,721
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$5,738,181	\$1,874,770	\$3,863,411
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$3,530,766	\$365,203	\$3,165,563
Book, Periodical, and Music Stores (NAICS 4512)	\$2,207,415	\$1,509,567	\$697,848
Miscellaneous Store Retailers (NAICS 453)	\$6,706,429	\$2,465,846	\$4,240,583
Florists (NAICS 4531)	\$734,537	\$329,946	\$404,591
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,872,370	\$723,536	\$1,148,834
Used Merchandise Stores (NAICS 4533)	\$975,662	\$330,263	\$645,399
Other Miscellaneous Store Retailers (NAICS 4539)	\$3,123,860	\$1,082,101	\$2,041,759
Food Services & Drinking Places (NAICS 722)	\$49,817,266	\$31,593,887	\$18,223,379
Full-Service Restaurants (NAICS 7221)	\$30,068,134	\$9,891,452	\$20,176,682
Limited-Service Eating Places (NAICS 7222)	\$11,249,022	\$15,397,906	-\$4,148,884
Special Food Services (NAICS 7223)	\$5,553,159	\$3,761,254	\$1,791,905
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$2,946,951	\$2,543,275	\$403,676

An excerpt table from the market analysis report shows the three highest groups that could be brought to the study area to “plug the gaps” for retail sales leakage. More detailed information is found in [Appendix A](#).



specific industry group are leaking out of the area, and an indication that the area has the potential to support one or more of those types of businesses. The Village itself does contain many pizza shops and sports bars. However, the market analysis indicates that restaurants that offer more “upscale atmosphere” or are geared toward families would meet an existing need.

In addition to retail sales, there is a market for commercial/professional space and higher-end residential development, which could be met by future development or redevelopment on Clinton Street. Rents for these types of uses within the Village are lower in comparison to the greater Rochester area. Consequently, development may be impeded because the rental fees may be too low to recoup the costs of redevelopment or rehabilitation. It is likely that public-private partnerships will be necessary. The Village will need to work with developers to identify and secure limited public funding that can be used with private financing for redevelopment projects.

Several target markets exist that can potentially induce businesses and residential rehabilitations to the Clinton Street area. They include:

- Student Population and Faculty - The College is one of the primary assets of the community and should be targeted in terms of market potential as well as partner for redevelopment. Off-campus housing, if designed well and located properly can help ensure better maintenance and reduce potential for conflicts with neighbors. Higher-end residential units would also appeal to faculty and staff who are interested in living near campus and the village’s Main Street.
- Longtime Residents - Seniors and soon-to-be retirees encompass the largest demographic segment of the community. Aging in place strategies suggest that higher density housing located in close proximity to goods and services appeals to the baby boomers.
- Commuters - Many people live in the Village and Town of Sweden and commute to Rochester to work. Services that are marketed directly to them include restaurants, niche retail, and office space.
- Recreation Canal Users - During the warmer months, the Canal is busy with recreational boaters of all types. However, the volume of these users alone is not high enough to support businesses in the study area; users provide a supplementary market. The Canal is a very important resource that should be used to market the area, create recreational opportunities, and increase the character and appeal of the Village. Canal improvements would likely increase tourism potential and attract additional visitors.



Streetscape and façade enhancements in the Village of Hamburg add to its vitality.



Based on the findings of the market analysis, many redevelopment opportunities exist for Clinton and Merchant Streets. Another key component of revitalization efforts includes beautification of the streetscape and facades. Increasing the aesthetics of an area through landscape and structural enhancements and rehabilitations, provide immediate visual impacts that can spur additional investment. It has been widely shown that communities that put forth significant efforts to improve and invest in the public realm inspire confidence and buy-in from the private sector. In addition to streetscaping enhancements, which include lighting, pedestrian amenities, and landscaping among others, public improvements should also include increased and improved pedestrian connections. The Village contains sidewalks throughout, although they are in various conditions. Connecting the College, Main Street, and waterfront is an integral aspect of any redevelopment effort in the Village to maintain its unique character and charm.

GUIDING PRINCIPLES

Guiding principles are utilized to express commitment to specific ideals or principles and act as the cornerstone upon which redevelopment of the Clinton Street area will be built. The conceptual revitalization plan that is included as part of this plan represents good planning and design practices to reinvigorate Clinton and Merchant Street in concert with the market analysis and improvements on Main Street. Development and/or Village policies that deviate from this conceptual plan should, at the very minimum, follow the guiding principles described below.

Design for the Pedestrian

Streets, pedestrian paths, and bike paths should be fully integrated with redevelopment and connect to various destinations, especially residential, recreational, and commercial. Their design should encourage pedestrian mobility, ensure safe passage and visual appeal, and discourage high-speed traffic. This is especially important in the Village of Brockport where a vast system of sidewalks and trails already exists and the atmosphere can be more thoroughly appreciated when walking about. Although the predominant mode of transportation is by car, design for vehicular movement through Merchant Street and, to a lesser extent Clinton Street, should be secondary to design for the pedestrian.



© www.pedbikeimages.org/Dan Burden

Sustainable & Ecological Development

Redevelopment should help to conserve resources and minimize waste. Reusing existing structures, especially historical ones, are the highest form of “green construction” around.



(i.e. “reduce, **reuse**, recycle”) Sustainable development entails something that will last for generations. Encouraging designs and materials that are long-lasting, durable, and fit in with the historical context of the Village help to ensure sustainability.

Public Spaces

Public spaces should be incorporated into redevelopment of commercial areas to provide an area for social interaction, especially in the vicinity of significant features, and encourage activity. These spaces, however, should also be safe and comfortable for residents, employees, Merchants, and visitors. Defensible spaces are spaces whose physical characteristics allow users or inhabitants are the key agents for ensuring peace and security. This is achieved through a sense of ownership and responsibility for that space. Well designed lighting, obvious connectivity to adjacent uses, façade and site transparency, and well established relationships between structures and surrounding public spaces (e.g. sidewalks, streets, parking areas) are all means through which public spaces can be made safe, comfortable, and enjoyable for all.



People = Activity

Vibrant streets are ones that attract activity throughout the day and evening. It is no surprise then that businesses thrive in places where residential development is closely located. Infusing residential living opportunities not currently available directly within the study area will be a critical consideration. Whether revitalizing existing residential areas or creating new ones, their impact on the surrounding community’s vitality and future sustainability is significant.

Landscaping and Streetscaping

Property should be used efficiently to maximize economic potential, but should also include green space in the form of landscaping, central greens or plazas, and trees. Often overlooked or undervalued, the physical and natural landscape of communities greatly impacts the perceived quality, viability and sustainability. These resources help to soften the visual appearance, create enjoyable spaces, buffers adjacent uses, provide valuable stormwater retention, and create





a well-defined edge. Streetscaping also includes other amenities such as sidewalks, street lights, benches and public art that create the edges and focal points of our landscaped areas.

Historical Identity and Character

Historical preservation is a key component throughout the Village and gives it a unique identity in the area. Rehabilitation of existing structures and façade improvements help to retain that identity and can increase the marketability to visitors and those who wish to visit the Village. From signage and wayfinding to building styles and materials, a recognizable theme should be developed to tie the Clinton Street area to Main Street as well as nearby neighborhoods to create logical connections.

Maximize Local Assets

As stated in the *Erie Canalway National Heritage Corridor Preservation and Management Plan*, “[the] Erie Canal is the most successful and influential human-built waterway and one of the most important works of civil engineering and construction in North America.” Communities along the Canal and other waterfronts realize the valuable asset these resources have in spurring additional economic development and marketability. Connections to the Canal, both private and public, can help to drive revitalization and enhance the overall quality of life in the Village and should be incorporated wherever possible.



CONCEPTUAL REVITALIZATION/OPPORTUNITIES

Imagining positive change in an area currently suffering from neglect and disinvestment can be difficult. It is hard to picture progress. Conceptual plans provide communities with tools they can use to see the future. They illustrate the positive impacts associated with physical improvements and capital investments recommended for the area. In Brockport’s Clinton Street area, the concept plans illustrate this area’s potential in a way that the written word alone could not. The plans offer visual clues about what future investment would yield and provide a sense of what the area might look once revitalization occurs. Conceptual plans are powerful motivators - showing people what could happen over time.

During the course of the study, several redevelopment options emerged and variations of the conceptual plan were developed. In order to address both short- and long-term redevelopment preferences and options, two of the concept plans are included in this report (see Appendix A). The first concept plan in Appendix A, dated May 2010, reflects the



preferred alternative based on current property owners' preferences and on the political and fiscal realities associated with redevelopment within the district. In some ways it could be considered the near-term options. However, the second concept in Appendix A, dated December 2009, includes some redevelopment strategies the Village may want to consider in the long-term, as redevelopment occurs and/or property owners' interests and preferences change over time.

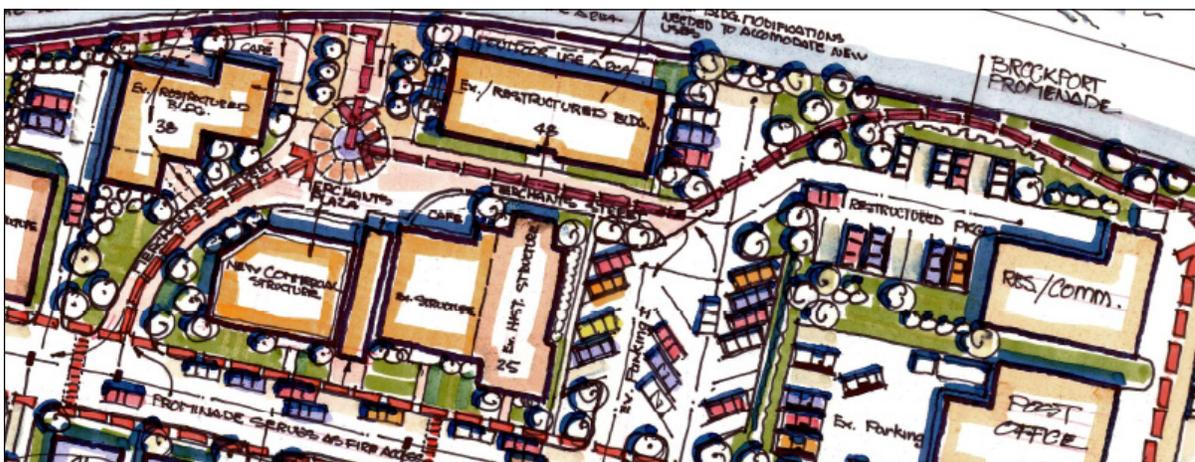
Both concepts incorporate the guiding principles outlined on pages 5-7 of the report and share many similarities.

- Capitalize on the study area's assets, such as the Erie Canal and several historically significant structures.
- Enhance public and private spaces through streetscape improvements, better landscaping, buffering and façade improvements.
- Improve connectivity to Main Street, the Canal, the park, and other area attractions.
- Create inviting places throughout the study area that increase activity, vibrancy and positive interaction among community members.



Top: Merchants Street looking east in its current form.
Bottom: Sketch of how improvements would transform the area.

Portions of the concept plans' elements and specific highlights are included in this section to illustrate how the guiding principles could be incorporated in future physical





enhancements. These concepts also help to demonstrate the style, scale and relationship of proposed design features. Additionally, visualization renderings were prepared to demonstrate how some of the recommended improvements could transform the existing conditions within the study area.

In both concepts, Clinton Street remains the primary vehicular thoroughfare, but includes more pronounced on-street parking facilities to support new businesses on the north side of the street. The existing public parking spaces on the north and south sides of Clinton Street, east of Queen Street, would remain. However, the layout of the lots would be modified to allow more efficient access. Landscaping enhancements would provide necessary screening and aesthetic appeal. Structures located on the south side of Clinton Street would be targeted mainly for façade improvements and geared toward residential and office uses. Parking for these uses would be located to the rear of the buildings, as it currently is for some.



*Top: The municipal parking lot as it currently appears.
Bottom: Simple screening with bushes and trees can enhance visual appeal and provide buffer between vehicular and pedestrian movements.*

Revitalization of the north side of Clinton Street and Merchant Street would include restoring the historic properties and encouraging adaptive reuse of the structures. As recommended in past studies and supported by the market analysis, family-style dining establishments, sports and hobby retail stores, clothing stores, and inns would be potential uses for these buildings. Green space between and within the confines of each property would be included wherever possible. Non-historic structures should be removed to enhance the historic character and create additional open space.

Merchant Street offers the greatest potential for restructuring of buildings, pedestrian and vehicular corridors, and additional development. In the concept plan, the street would retain the same configuration, but would benefit from a clearer delineation of space. Transforming the street into a wide promenade would allow for increased pedestrian traffic and activity, while still allowing vehicular access for emergency vehicles, deliveries, and occasional personal motor vehicles.



Vehicle access would be shifted primarily to the municipal parking lot further east to serve both the uses on Merchant Street as well as those on Main Street. The vacant space on the corner of Merchant and Clinton can be utilized for new development that is consistent with the historic character of the area. A central plaza area centered among these buildings on Merchant would provide a gathering space for social activities as well as potential space for a seasonal, outdoor café associated with one of the businesses.

Clinton Street provides an important link to the Canal, SUNY Brockport, the Erie Canal Heritage Trail, Corbett Park, and other local resources. The connectivity of the area will be further enhanced by the rehabilitation of the Smith Street bridge. Therefore, both concepts identify a pedestrian loop, which would create an inviting pedestrian experience and provide an important linkage among various destinations through and to the study area.

Pedestrian connections throughout the study area need to be enhanced. Both plans show sidewalks with five-foot minimum widths for ADA accessibility and high-visibility crosswalks installed at key intersections. Currently, there is no connection between Clinton Street and the Erie Canal, a vital resource that should be maximized as a catalyst for successful redevelopment. Both conceptual plans show a promenade along the canal wall. However, there are important differences between the two. In the more recently developed concept plan, the canal promenade and trail path connects Main Street to Merchant Street. This was perceived as the most feasible approach to expanding public access to the canal, based on property owners' feedback and general concerns about constructability given current building locations.

The earlier concept shows the path continuing along the canal edge, connecting to the path on the canal's north side via the Smith Street Bridge. The narrow promenade would provide continuous public access to the canal, create a more intuitive connection to the Smith Street Bridge and Corbett Park, and could potentially increase property values for adjacent homes and business abutting the newly developed canal path. However, that approach was deemed a long-term solution due to current space limitations between the canal wall and existing structures and current property owners' preferences.



The canal side area north of the parking lot and west of Main Street before (left) and as it could appear (right).

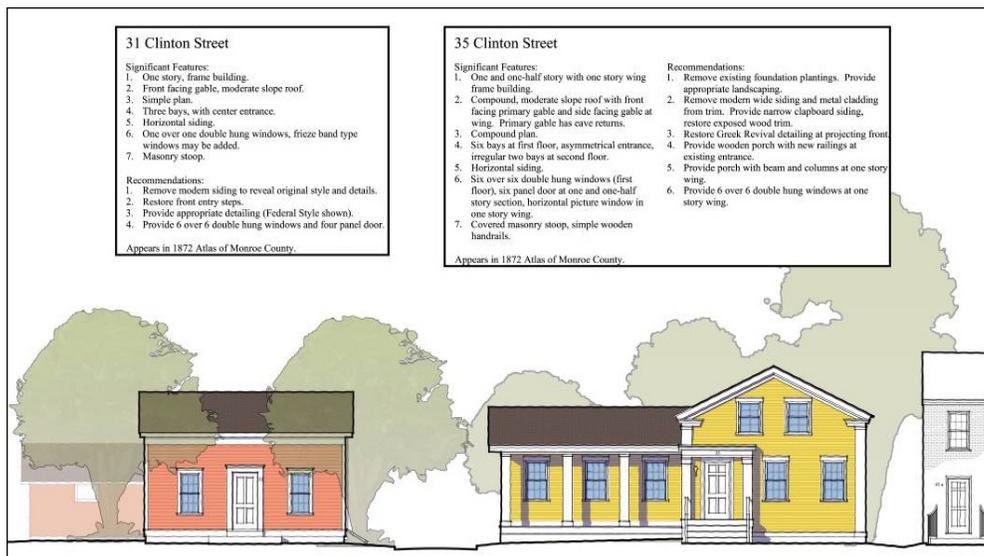


As redevelopment occurs, parking needs will increase within the Clinton Street area. Both concepts assume the use of on-street parking and the existing public parking lot on King Street. With current conditions, access to the King Street lot may not seem intuitive to visitors or residents who are not familiar with this area of the Village. In order for the existing municipal lot to be a viable parking resource for the Clinton and Merchant Street businesses, connectivity enhancements will be needed. Queen Street may be the best future connection because the roadway is not often used for vehicular travel. The Village could transform Queen Street into a safe and secure pedestrian connection by improving pavement markings, encouraging adaptive reuse of existing buildings, and installing decorative landscaping and street lighting.

Cumulative redevelopment in the area may require expanded parking supply in the immediate area. The earlier concept plan features new surface parking lots located adjacent to the Smith Street bridge and at the southeast corner of Clinton and Utica Streets (at 57 and 65 Clinton Street). Although removing structures to accommodate parking should never be considered lightly, some future development scenarios may require parking in close proximity to prime development locations (e.g. 60 Clinton Street). If parking were to be provided at these locations in the future, they would need to be screened from public view with a combination of trees and landscaping.

HISTORIC PRESERVATION CONSIDERATIONS

The Village of Brockport has many wonderfully preserved historical landmarks within the business district, especially along Main Street and Market Street. Clinton Street has several structures that have potential historical significance and landmark designation capacity; although in some instances their appearance indicates otherwise. As part of this plan, recommendations for façade improvements were provided to demonstrate how structures’ historic significance could be restored and/or preserved. The renderings suggest improvements that would ultimately enhance the area’s aesthetic character. As renovations, rehabilitations, and reuse of existing structures occurs, the village should ensure that





WHITESIDE, BARNETT & CO. AGRICULTURAL WORKS #60 CLINTON STREET



Built c1850, the Whiteside, Barnett & Company Agricultural Works in Brockport originally produced farm equipment. The interconnected stone and wood frame buildings occupy the former site of an Erie Canal boathouse, brickyard and packet boat office. The agricultural works remains a rare surviving example of a once common industrial resource along the canal. With the help of a CLG grant, the village nominated the property for listing on the State and National Registers in 2000 and is examining the cost and feasibility of redeveloping the site in connection with the region's growing heritage tourism industry.

Historic image excerpt of the property from the NYS Historic Preservation Plan 2002-2006.

The Whiteside, Barnett & Co. Agricultural Works, located at 60 Clinton Street, is the most prominent and historic building within the study area. Designated a historic landmark in the National and State Registers in 2001, the collection of buildings that make up the structure are one of the most "...intact and rare surviving example of brownstone industrial buildings that once lined the Erie Canal."

The property itself was originally the site of the Brockway Boathouse prior to the construction of the warehouse. In 1850, the existing buildings were erected for the manufacture of reapers and harvesters, which made Brockport widely known in the region. Following the closure of the factory, the structures changed hands and uses through the years and housed a range of uses, such as a lumberyard, food processing plant, and auto repair facility. The structure deteriorated overtime, and today requires extensive improvements. The Greater Brockport Development Corporation is the current owner of the property. The Village, through its LDC, is actively pursuing redevelopment options to restore the property's physical integrity and maximize its historic, cultural and physical assets. This property represents the Village's most prominent redevelopment opportunity within the Clinton Street area.

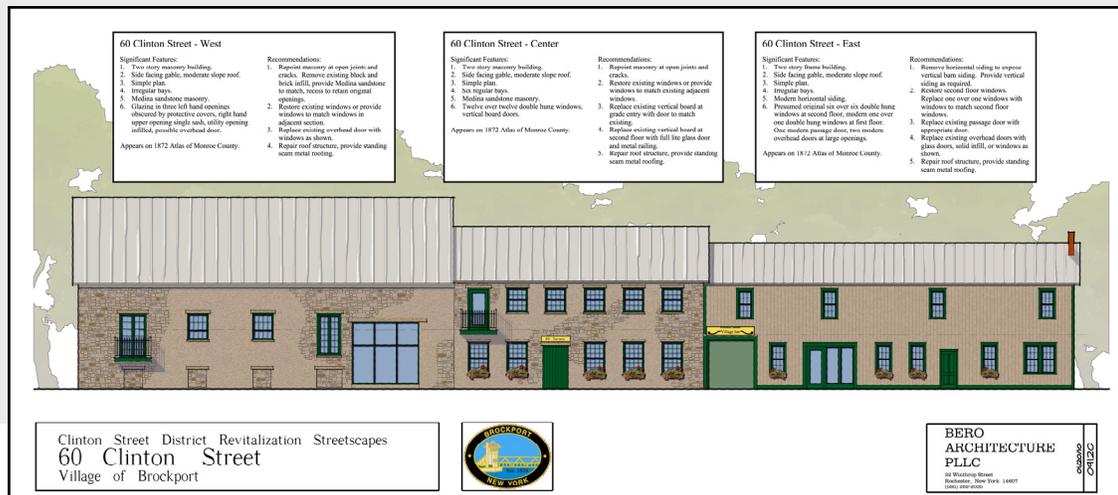


The property's prominence is evidenced by the number of studies that have addressed it over the last decade or more. The Village's 1998 Canal Master Plan outlined a six-phase approach to revitalizing the waterfront, which prompted two feasibility studies for the Brockway Boatyard/Whiteside warehouse. Both studies concluded that extensive structural, mechanical/electrical, and site improvements would be required, but adaptive reuse of the structure is feasible and highly recommended.

- **Doran Yarrington Architects Feasibility Study (1999)** - This study outlined three different options that were well suited for the structure including a conference inn and center supported by SUNY Brockport and the Brockport Auxiliary Service Corp., an 18-room hotel, and a condominium complex with two-level units catered toward upscale working families. Parking space would be incorporated on the western portion of the site.
- **Bero Architecture Adaptive Reuse Study (2002)** - More detailed than the previous study, Bero's analysis of the structure included a more thorough analysis of the entire building and offered recommended improvements to the interior, exterior, and support systems. The study concluded that a museum highlighting the canal and agricultural manufacturing would be the highest and best use. Parking would also be incorporated on site.

With each plan, as well as the 1998 Canal Master Plan, connection of the site to the canal and Main Street was seen as a vital component to Clinton Street's future vitality. Incorporating a pedestrian connection would allow for a loop around the canal utilizing the Smith Street and Main Street bridges.

Based on these past studies, the current conditions along the canal and the market analysis, this property could support a wide range of adapted reuse scenarios. A hotel/inn, bed & breakfast, café/restaurant or similar combination is among the most feasible reuse options of the structure. However, other uses, such as high-end residential (owner or rental), office space or meeting/conference spaces could easily be accommodated.





projects are reviewed by the Historic Preservation Board and completed in accordance with the U.S. Secretary of the Interior’s “Standards for Rehabilitation” and “Standards for the Treatment of Cultural Landscapes.” The façade recommendations for specific structures in the study area are included in Appendix B. These renderings should guide any future development or redevelopment of identified properties.

In general, the architectural considerations for the study area consist of the rehabilitation of facades and some landscaping improvements due to aesthetics or potential foundation impacts. The recommendations for improvements include:

- Replace existing siding with materials that are historically appropriate; this would predominantly entail wooden clapboard siding.
- Landscaping to buffer parking areas.
- Maintain, rehabilitate, or provide appropriate architectural details that may have been removed or deteriorated.
- Differentiate between buildings that share a common wall with siding treatments and/or color.
- Remove inappropriate structural elements and building features (e.g. windows, front doors, columns, etc.).
- Restore original openings where appropriate.
- Restore façade to its original condition; this is more apparent where infill material was used that does not match original, surrounding material.

The majority of the buildings on Clinton Street are privately held, which leaves rehabilitation efforts to homeowners or property owners. However, the Village can provide these owners with various means to implement some of the building improvements, some of which do not involve direct Village funding. These means include technical guidance and Village-sponsored grants for homeowners (e.g. National Trust for Historic Preservation, Save America’s Treasures, Federal Rehabilitation Tax Credit, New York State Historic Preservation Office, and National Park Service). In addition, public improvements undertaken along a roadway (i.e. streetscaping and infrastructure upgrades) typically have a positive effect on adjacent buildings and encourage their improvement as well.



ZONING RECOMMENDATIONS

The conceptual development plan highlights various design elements that are feasible in both the public and private realms. However, the regulations contained in the existing Village code, which includes the zoning code, do not allow certain elements from the conceptual plan. As part of the Clinton Street Master Plan, several code changes are recommended for consideration.

Chapter 34 (Parking), §34-2.A(13): The current section of the code specifies limited on-street parking (Monday through Friday, two hours only from 8:00 am to 6:00 pm) on Clinton Street from Main Street to Utica Street on the north side.

Recommendation: Continue to allow on-street parking on the north side of Clinton Street to assist business owners in the area and consider extending the hours to Monday through Saturday from 8:00 am to 8:00 pm.

Chapter 58 (Zoning), §52-22.B(2)(m)[3] – The current language in this section exempts the parking regulations to buildings located on Main Street between the canal and Erie/ State Street as well as Market Street. Buildings and uses located in these areas require parking, but it is mandated according to the Planning Board.

Recommendation: In order to effectively revitalize the Clinton and Merchant Street area to complement the aesthetics and character of the adjacent historic commercial districts, this exemption regulation should be extended to the study area as well. In order to ensure that uses that are proposed for the area are supported, minimal parking is proposed, and aesthetics are maintained, simple language can be also added stating that “...these flexible standards should accommodate redevelopment opportunities that are consistent with Village-adopted development or revitalization plans.”

Chapter 58 (Zoning), §52-22.B(2)(a) – “All parking spaces shall be located on the same lot as the use for which they are provided.”

Recommendation: The conceptual development plan outlines the extent of parking that would be required if the historical Whiteside warehouse were converted to an inn/ restaurant, as outlined in past planning studies and supported in the economic analysis. Given the existing regulations, the amount of parking required could not be accommodated on the same lot due to size restrictions. Although variances could be applied for to remedy this, utilizing adjacent underutilized lots or nearby municipal lots would be a more effective approach. Adding an additional subsection to allow shared



parking with adjacent businesses during off-peak hours may also help to remedy parking requirements for proposed redevelopments. All of these alternative methods could increase the amount of pedestrian activity in the area, which can help to slow traffic and increase pedestrian traffic to nearby businesses.

Chapter 58 (Zoning) – Historic Overlay districts.

Recommendation: Although the extent of the Village’s historic overlay districts are not specifically transcribed in the code as compared with other zoning districts, expanding this overlay zone to the Clinton and Merchant Street area would allow for additional or substituted standards to accommodate revitalization efforts. This may be an alternative effort for the Village to consider instead of the previously mentioned zoning recommendations relating to parking.

Chapter 58 (Zoning), §58-11.A(10) - The current language states that a building in the Business District maybe used for a combination of residential and commercial uses provided there are no more than two single-family dwellings, no larger than 800 square feet, two bedrooms, and at least 25 percent of the building dedicated to commercial use on the first floor.

Recommendation: Amend the zoning regulations to allow a greater number of residential units, whether condominiums or apartments, within the business district or the Clinton Street overlay district, should it be created. The regulations can stipulate that the number of residential units may not exceed 50 percent of the total structure floor area and may not be located at street level, along the façade. This would allow commercial or business uses at the street level rather than residential. Incentive zoning strategies could also be utilized to increase the residential component to 75 percent if the units were above market value, i.e. geared more toward “active retirees” or empty nesters looking to downsize.

GOING FORWARD

Throughout the planning and design process for the Clinton Street Master Plan, the Village’s Historic Preservation Board and the community were engaged to develop a feasible and realistic plan for revitalizing the area. In addition, various meetings were held that educated the Preservation Board, Village officials, members of the public, local business owners, and other local agencies on good planning principles, historic preservation, and economic revitalization.

In addition to using the Board and public meetings as an educational and plan review element, the plan itself can be utilized in the future as a training, education, and marketing tool. The Village has shown in the past with other planning efforts that progress has been



made and grants/funds have been acquired when a well-crafted, community-supported plan is in place. In addition, past plans have led to historical education and interpretive elements in the Village, including the construction of the Canal Welcome Center and publication of the “Walking Tour Guide” and “Walking and Biking Around Brockport” guides. The plan and subsequent market analysis and architectural recommendations can be utilized during discussions with existing and future property owners, as well as developers and financiers, to show the potential in the area and supportive documentation.

Following the completion of this plan, the Village should work toward the following goals:

- Officially adopt the plan through a Village resolution or publicly support the plan.
- Continue to seek historic landmark designation of the various structures highlighted in this plan, if not already considered by the Historical Preservation Board.
- Proactively plan for infrastructure improvements (sidewalks, lighting, etc.) along Clinton Street to encourage private investment.
- Aggressively pursue available grants and other funds relating to community revitalization, historic preservation, transportation improvements, and other associated elements of the plan to help fund public and private investment. Funding sources that should be pursued include, but are not limited to, Community Development Block Grants (CDBG), Preserve America, NY Main Street grants, and Transportation Improvement Program grants through the NYS DOT.
- Review and implement zoning recommendations necessary to carry out the elements of the conceptual revitalization plan.
- Revitalize the canal wall in the Clinton Street study area in a similar fashion to the improvements done to the wall along Harvester Park for aesthetics and future recreational interactions/opportunities.
- Utilize the findings and design recommendations within this plan as a valuable marketing tool to local developers, SUNY Brockport, GBDC, financial institutions and others to capitalize on development opportunities.

