

Branchport Hamlet

Master Plan

A REVITALIZATION STRATEGY

Prepared for the
Town of Jerusalem

June 2012





Acknowledgements

Many community members contributed significant time and effort in the development of this Master Plan. Their passion and commitment are greatly appreciated.

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This project was funded by a grant from the New York State Office of Community Renewal: Community Planning Program

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1.

introduction



Jerusalem is a picturesque, rural town located in central Yates County whose residents enjoy fresh air and an abundance of open space. It boasts some of the most scenic landscapes in all the Finger Lakes region, featuring rolling hills, dramatic valleys, and beautiful Keuka Lake. The Town is rich in agriculture and includes a significant presence of Mennonite communities. Tourism and recreation are also strong in Jerusalem, as the lakes, wineries, and stunning landscape of the region attract thousands of people each year.

In addition to these community assets the Hamlet of Branchport is located at the northern tip of the west leg of Keuka Lake. As a “cross-roads community” it contains a small mix of residential, commercial, and institutional uses including a library and a firehouse. However, it will also soon become a large economic developmental component for the Town of Jerusalem. After a site selection process that involved 19 potential locations throughout the Finger Lakes Region, the Board of Trustees for the Finger Lakes Cultural and Natural History Museum selected Keuka Lake State Park and the vacant Branchport Elementary School as the future home of a world-class Museum. The school property is located within the Hamlet and Keuka Park is only a short distance away making Branchport destined to become the “hot spot” for tourists and residents alike. The Museum is projected to bring more than one hundred thousand visitors to the area every year.

The Hamlet is centrally located between the State Park and the Branchport Campus and therefore will benefit more from the Museum than

any other community. The downtown business area in Branchport is in need of a catalyst to help spur a healthy amount of economic growth and the Museum could serve that role. However, the Town needs to be strategic and resourceful to handle the increase in pedestrian and vehicular traffic that will follow and to ensure that development is consistent with the community’s vision for the future. As much as the community stands to benefit from future development it also needs to be prepared and educated about the potential impacts. Understanding that a proactive approach is necessary, in the Summer of 2010 the Town submitted a successful application for a community planning grant through the New York State Office of Community Renewal to help fund the development of the Branchport Hamlet Master Plan.

A project Steering Committee was established to provide diverse representation for the development of the Master Plan. It was comprised of Branchport residents and business owners, representatives from Jerusalem’s Town Board and Planning Board, Yates County Planning Department, The Finger Lakes Museum, and the Finger Lakes Economic Development Center. The Steering Committee met numerous times throughout the project to review work products, guide the planning process, and to ensure the project was meeting the needs of the various stakeholders.

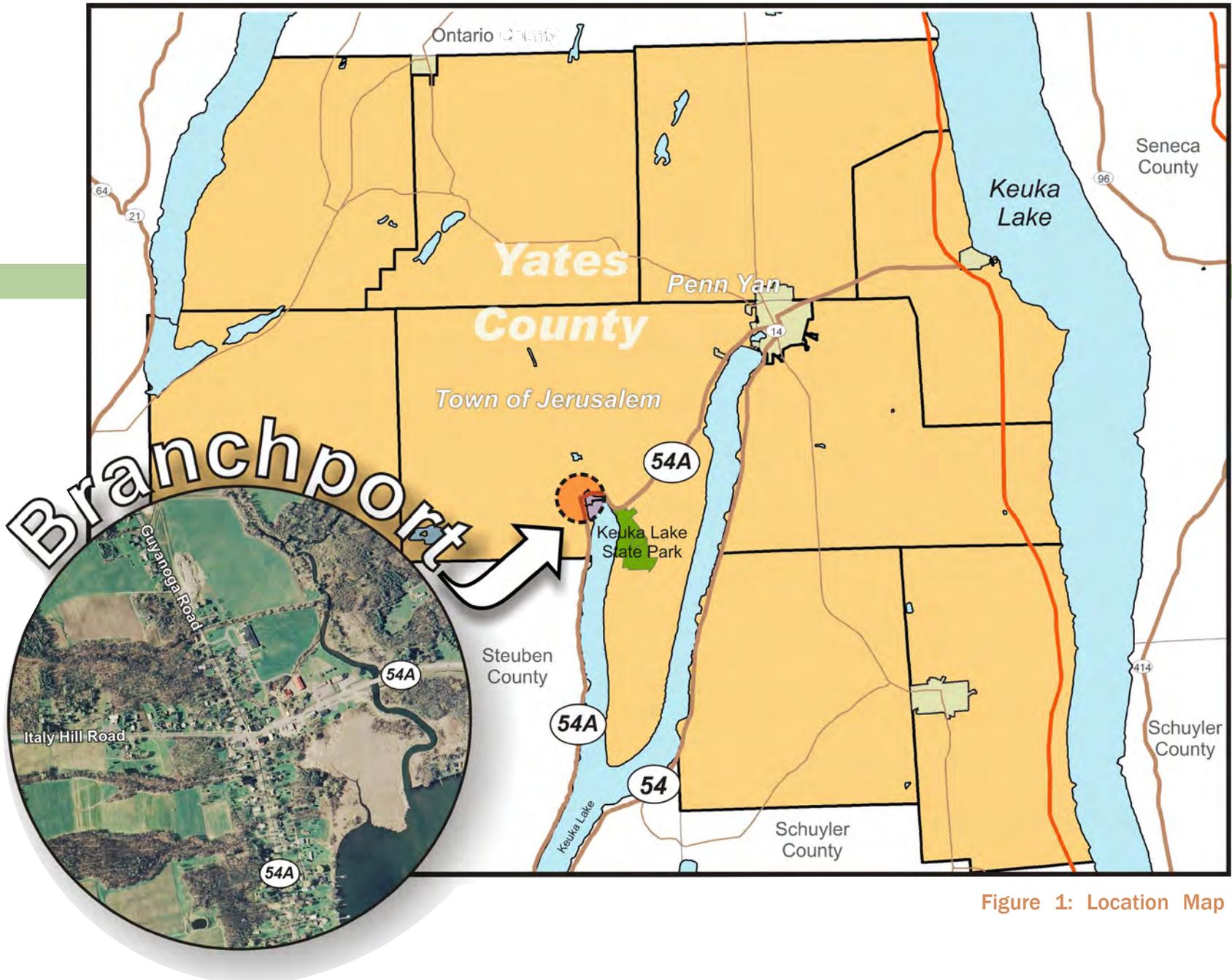


Figure 1: Location Map

project goals

The primary purpose of the Branchport Hamlet Master Plan is to develop a strategic framework for balancing the community's vision for land use, transportation, and community character with economic development. More specifically, the following project objectives were developed:

- Community Design – Protect and enhance Branchport's rural hamlet character.
- Infrastructure – Make clear recommendations regarding whether or not public sewers are necessary in Branchport.
- Complete Streets – Develop safe and effective streets that balance the needs of all users.
- Economic Development – Bring sustainable development to Branchport and promote future economic growth.
- Sustainability – Balance the social, economic, and environmental characteristics of the Hamlet.

project study area

Branchport is not an incorporated area so there is not a municipal line that helps to define the hamlet. Evaluating the hamlet based on the historic and existing physical built environment could help to define the hamlet today but it would do little to define what it should be in the future. Historically, hamlets and villages were often defined by reasonable walking distances. It is well documented that most people are willing to walk five or even ten minutes to get to their destination. For most people this five and ten minute walk equates to one-quarter and one-half mile respectively. Many urban neighborhoods and districts are developed based on these walking principles. Rather than arbitrarily defining the study area boundary the Steering Committee decided it to be best to define the study area based on a these pedestrians principles. As shown in Figure 2 the immediate or core hamlet planning area is a five minute or quarter-mile walk from the "four-corners" to the outer edge. A larger planning area of 10 minutes or one-half mile walk was also defined. Together, these areas will serve to plan for both the existing hamlet area as well as the potential expansion of the hamlet from the inside out.

planning process

There are three fundamental questions all community planning processes seek to answer. They are; "Where are we now?", "Where do we want to go?", and "How do we get there?". The general approach to this

Figure 2: Project Study Area / Pedestrian Sheds



1/2 Mile Pedestrian Shed (10 min.) 1/4 Mile Pedestrian Shed (5 min.)

project was aimed at answering those three questions based on a close working relationship with the project committee and local stakeholders.

The community planning process developed to complete the Branchport Hamlet Master Plan was initiated with the creation of a project Steering Committee. A kick-off meeting was held with the Committee to discuss the planning process and define project goals. The team

then reviewed previous plans and studies, gathered relevant data, and gained a thorough understanding of the existing conditions in the hamlet area. The Steering Committee initiated a public input process that involved identifying local issues, opportunities and assets and developing a community-based vision for the future. A conceptual plan was developed based on input from residents and other local stakeholders which was followed by recommendations and action items.

Five Phase Planning Process



2. inventory & analysis



Assessing the existing condition of the study area is an important phase of the community planning process. This section is intended to provide a “snapshot” of where Branchport is today and, to some degree, where it is going in the future. It includes information that is likely to influence future decisions, more specifically, the recommendations made as part of this

men- Plan. It is not intended to replace or regurgitate what was stated in previous plans and studies, but instead consider and inform the development of the Branchport Hamlet Master Plan.

The information chosen to be included for review is based on a discussion with the Steering Committee as well as sound planning practices typical for a small area master plan. The sources used to gather this information include but are not limited to:

- Town of Jerusalem
- Yates County Department of Planning
- Yates County Soil and Water District
- New York State Department of Transportation
- Site Visits and Reconnaissance by Ingalls Planning & Design

historical context¹

The name “Branchport” comes from its location at the north end of the west branch of the Y shaped Keuka Lake. Keuka is one of the Finger Lakes, located in Yates County in Western Central New York State.

In 1831, the first store was built at the crossroads, and the community of Branchport (Originally called Esperanza, meaning “hope”) grew around this store. In 1867, Branchport became an incorporated village, but has since dissolved the village government, relinquishing its incorporated status.



Bandstand in the four-corners in 1880's

Branchport became an important port for steamboats which plied the waters of Keuka Lake carrying both passengers and produce from 1835 to 1922.

It was also the western terminus of the Penn Yan, Keuka Park and Branchport railway, an 8½ mile electric trolley which provided passenger and freight car service from 1913 to 1928. The line came

¹ Information provided by Yates County Genealogical and Historical Society.



into Branchport from the east near where State Route 54A is today. It connected with the Northern Central Railroad at Penn Yan.

In the past, Branchport was the seat of small industry including a basket factory, foundry, spoke factory, planning mill, and harness shop. Fires in the 1890's and then the old hotel's burning in 1901 leveled much of the business district. As the steamboat traffic fell off and finally the trolley traffic as well, not much rebuilding was done. As transportation became more available and industry became concentrated in larger towns, Branchport became largely a residential community, but continues to serve an area of summer lake residents and tourists, as well as farmers who are mainly involved in the growing of grapes.

today's context

Today, Branchport contains approximately 85 dwellings, 5 businesses, two churches, a library, and a firehouse. A general store provides a variety of goods to help meet daily needs. A hardware store, leather shop, auto repair station with gasoline, and a diner/store are all located in the business district. In the southern portion of the Hamlet, along West Lake Road, are two privately owned marinas. The hamlet still presents itself as a "cross-roads" community with historic rural character. This is evident in its rich



architectural history which varies from ornate Victorian and Italianate buildings to simple farmhouses. The only traffic signal is located at the intersection of Routes 54A, Italy Hill Road, and Guyanoga Road, which is often referred as the four-corners. Rural hamlet character was highlighted by residents as important to preserve and enhance.

Throughout the community process residents and business owners expressed concerns about the poor condition of several properties.

Generally these properties have been vacant for several years and little, if anything has been done maintain them. People believe this has happened as a result of a combination of factors including; failing septic systems that are too costly to repair leaving the property with limited use potential, low property values, and/or a population that simple lacks the financial means, desire, and/or community pride to maintain their home. Regardless, these properties reflect poorly on the community's image and should be targeted for re-investment. Most other properties appear to be in good or fair condition and many are very well maintained including residential and commercial buildings. According to some residents, with the exception of a few properties, property conditions have improved in recent years, especially along West Lake Road.

Growth in the hamlet has been limited. There is a townhouse project underway off West Lake Road near the marinas. Construction is anticipated to start in the spring of 2012. Future growth in the hamlet, especially near the four-corners could present challenges to walkability, parking, and character or, conversely, it might offer opportunities for new uses and design improvements.

review of previous plans & studies

As part of the data collection and analysis, previous plans and reports relevant to the Hamlet of Branchport were reviewed. The planning documents were reviewed to insure plan recommendations regarding economic development, urban design, historic preservation, environmental conservation and protection, and recreation were considered in the development of this plan.

Town of Jerusalem Comprehensive Plan

In 2006 the Town of Jerusalem completed an update to its comprehensive plan. The Plan outlines a community-based vision, a future land use plan, a broad-brush policy framework, and more detailed action items aimed at implementing the vision.

The comprehensive plan includes a future land use plan, which includes a description of the proposed future land use categories and a map showing the general location of those uses. The villages and hamlet areas, including Branchport, are designated as “mixed use.” According to the Plan, mixed use “refers to the combining of several uses within a given building, site or district. Mixed use development can include residential, commercial retail and office, community services and small pocket greenspaces, and is characterized by both vertical and horizontal organization of uses.” Land uses and design characteristics envisioned for the mixed-use areas include:



- Mixed use structures that are vertically organized to have retail on the first floor and residential and office space on the upper floors;
- Hamlet-scaled residential development, town-homes, patio homes and senior housing facilities;
- Retail and service providers such as corner stores, coffee shops, cafes, restaurants, daily goods providers, crafts and other niche retail;
- Home-based businesses; and
- Motel/Hotel.

Future Land Use

The future land use section of a Comprehensive Plan is primarily designed to provide guidance for future development patterns and appearances. This section does not constitute an enforceable law, such as a zoning ordinance, but it does outline the vision for future land use and should be considered a foundation for future zoning revisions. The Branchport hamlet area is a mixed-use area and, as the Comprehensive Plan states, mixed-use development should continue to be encouraged.

Policy Framework

A comprehensive plan should include a framework that ties together broad ideas and specific activities, identifying the community’s short- and long-term needs. This framework for the Jerusalem Comprehensive Plan includes six policy areas with associated strategies and action items to implement the community’s vision.

- Natural Resources
- Farmland & Open Space
- Residential Living
- Local Commerce
- Tourism
- Community Resources

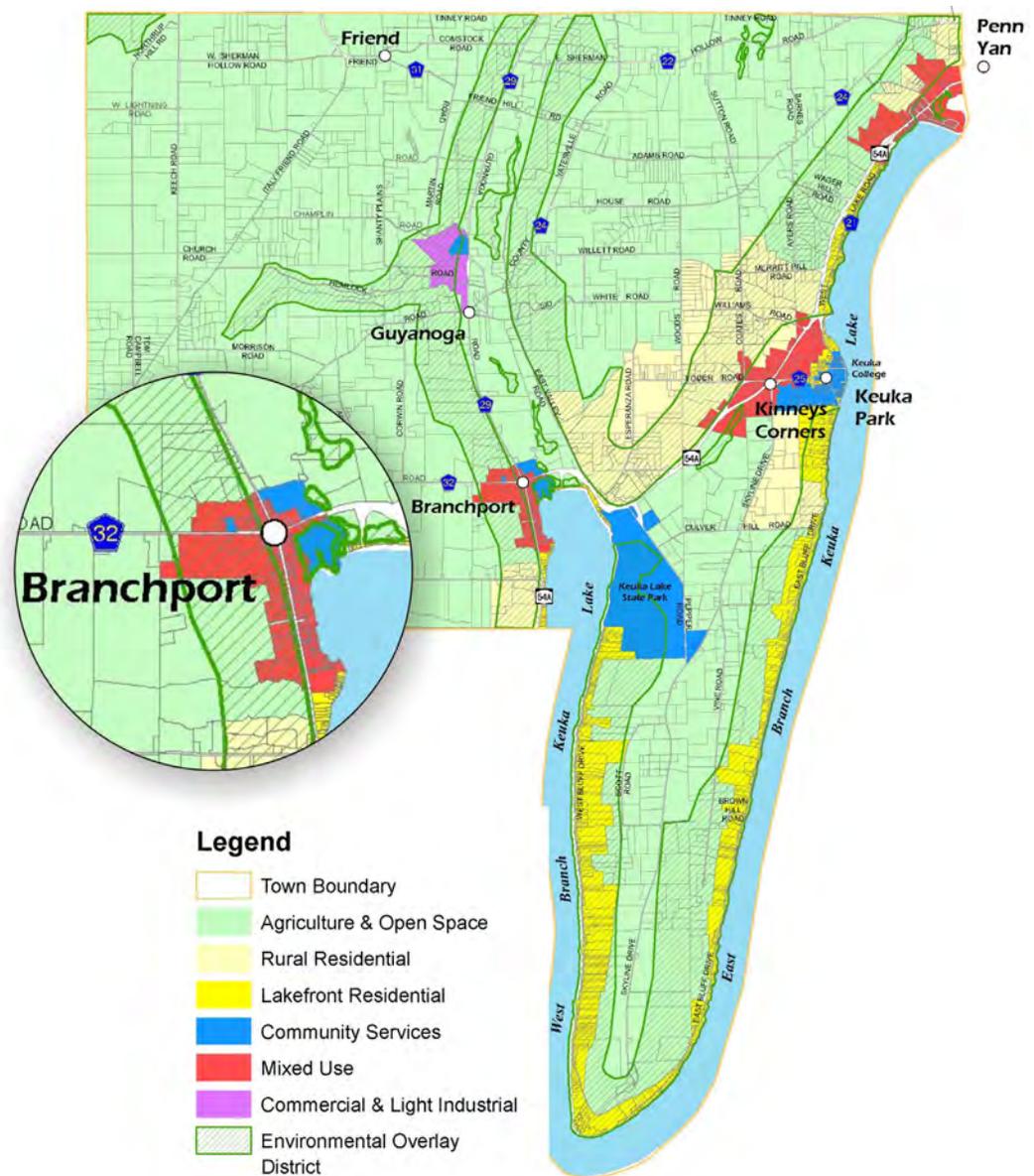
Although all six of the policy areas are relevant, in some way, to

the revitalization of Branchport there are several strategies and action items that specifically discuss the hamlet areas. These items and their status are included below.

Local Commerce – Policy Area

- 1) Identify and pursue business development opportunities related to the natural and cultural resources located in the community, such as the waterfront development and agri-tourism opportunities.
 - a. Modify building and zoning codes to allow for mixed-use development, especially in the hamlet areas.
 - **Status** - *The Town has not developed and implemented mixed-use zoning in the Hamlet of Branchport. However, it is currently considering zoning changes along the State Route 54A corridor between Branchport and Penn Yan. Recommendations, including zoning and design guidelines will be considered as part of the development of this master plan.*
- 3) Maintain, and enhance when necessary, the public infrastructure necessary to sustain the desired level of development within the town.
 - a. Locate future development where adequate infrastructure is available, fo
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opportunities.
 - b. Consider development potential when determining future extensions of public water and sewer districts...
 - **Status** - *Water service was extended*

Figure 3: Comprehensive Plan Proposed Land Use





The vision for the Keuka Lake watershed is:

“To provide Keuka Lake Municipalities with a Watershed Land Use Planning Guide that represents a cooperative Lake Community effort promoting environmental stewardship and open space land use practices. Guide content will encourage all municipalities toward actions representative of “smart development” and preservation of the areas’ much desired “rural character.”

to Branchport in 2009. Although sewer service has been considered it has not yet been developed. The 2001 Keuka Lake Sewerage Study outlines alternatives and recommendations along with probable cost estimates for the development of a sewer district that would include Branchport.

Keuka Lake Watershed Land Use Planning Guide: An Inter-municipal Action Strategy

The Keuka Lake Watershed Land Use Planning Guide was completed in 2009 in order to provide the municipalities within the Keuka Lake watershed with an objective and up-to-date land use planning resource. The document outlines 6 goals categories and includes numerous action items to implement those goals. The goal statement areas include:

1. Steep Slopes
2. Working Agriculture Protection and Enhancement
3. Regional Resources
4. Keuka Lake Water Quality
5. “Sustainable” Development
6. Focusing New Growth in Village/Hamlet Areas

The document deals with a large area and most of the goals and action items do not explicitly call out the Hamlet of Branchport. However, goal 6, which pertains to new growth, deals specifically with hamlets and is most relevant to the development of this master plan. The goal is to “provide the incentives and infrastructure that will attract new growth in villages and hamlets.” The goal statement is supported by 6 action items that aim to achieve the goal by using the local comprehensive plan and land development regulations (e.g. zoning) to direct growth to the hamlet areas in a manner consistent to traditional neighborhood development. The actions items most pertinent to Branchport include:

- Use Comprehensive Plans to recommend that new development be focused within hamlet areas.
- Include hamlet zoning districts within municipal Zoning laws.
- Include provisions in Subdivision laws that, in designated locations, support the creation of small building lots for hamlet developments.
- Include provisions in Site Plan Review laws that, in designated locations, support the development of street and pedestrian-oriented buildings.
- Focus public investments such as roads, utilities, and community facilities into designated hamlet areas.

Yates County Looking Ahead: A Planning and Design Guide

This 1990 report, sometimes known as the “Trancik Report” after its author, Cornell University professor Roger Trancik, is a comprehensive county-wide study of Yates County’s scenic and aesthetic resources. This report was developed to provide local officials with a guidebook for preparing municipal land use planning documents. Essentially, this report argues that the County and its municipalities should strive for carefully considered, well planned growth in order to preserve their rich array of natural resources. The Guide outlines a growth management plan, which identifies Guyanoga and Branchport as “*ideal locations for future development.*”²

The Yates County Legislature endorsed the Plan as a “concept” but did not officially adopt it as a comprehensive plan.

Keuka Lake Sewerage Study (Phase 1 and Phase 2)

The Keuka Lake Improvement Cooperative in association with the Keuka Lake Association, and the New York State Department of Conservation completed Phase 1 and Phase 2 of the Keuka Lake Sewerage Study in 2001. The objective of the Phase 1 study was to determine the most viable alternatives for wastewater collection and treatment for land uses surrounding Keuka Lake. Phase 2 focused on selecting the most appropriate alternatives and culminating them into a “Preferred Regional Plan”, which now serves as a logical roadmap for future wastewater construction projects and helps to facilitate grant applications to help fund them.

The study determined that on-lot septic systems in Branchport are problematic due to “variable” soils. From one property to the next, soils can vary from well-drained sands to poorly drained clays. Therefore, on-site systems can work well for some sites and not well for neighboring sites. The study identified two primary alternatives to deal with wastewater in Branchport. The first alternative, referred to as Geographic Area 8 – Branchport / Crescent Beach, involves the development of a sewer dis-

trict that includes Branchport, the Crescent Beach area, and Keuka Lake State Park. This alternative includes a waste water treatment plant located north of the Hamlet and east of Guyanoga Road. The second alternative, referred to as Geographic Area 9 – West Bluff Drive, includes West Bluff Drive in addition to the areas in the Branchport / Crescent Beach alternative. According to planning level cost estimates outlined in the study, cost per dwelling unit would be lower for residents in Branchport with the implementation of the Branchport/ Crescent Beach alternative.

land use & zoning

land use

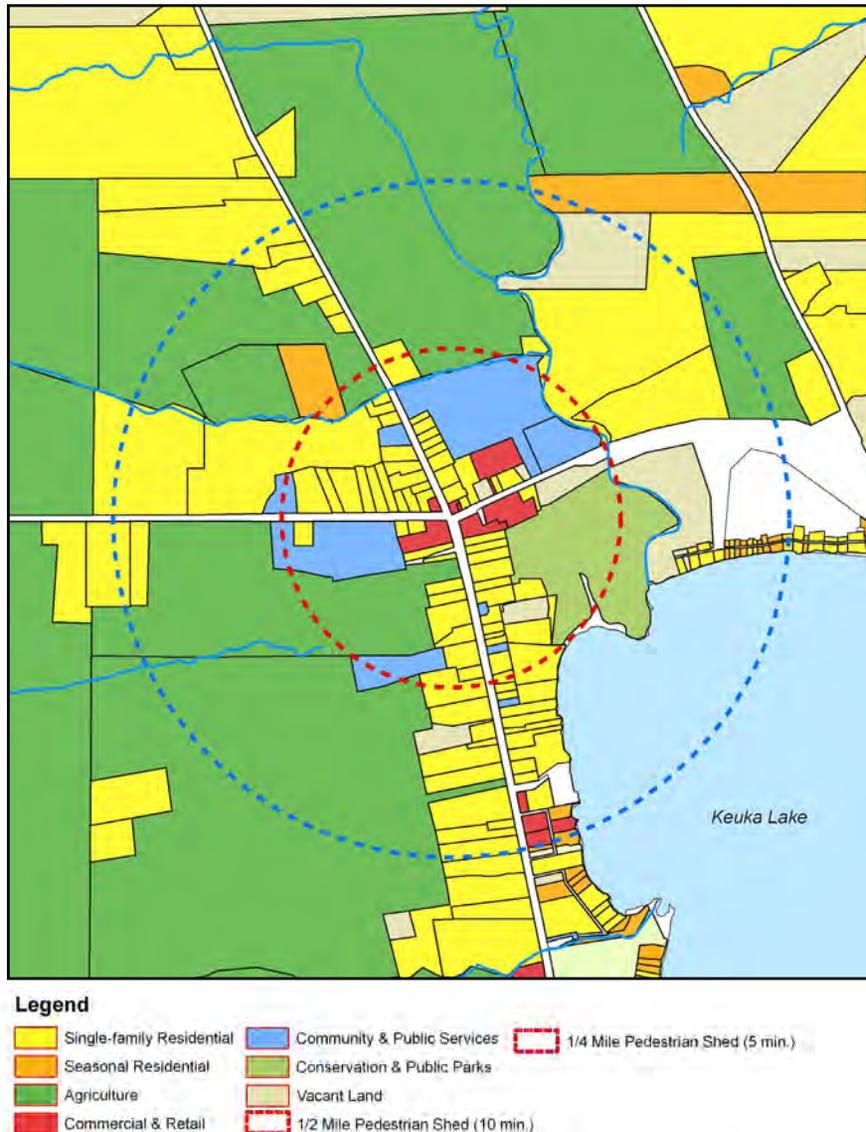
The Hamlet of Branchport is home to several locally owned businesses, including a hardware store, a grocer, restaurants, an auto service station, along with numerous residences, and public services such as a the Town Hall, library, and churches. The Existing Land Use Map (Figure 4) shows the distribution of land uses by type – Single-family Residential, Season Residential, Agriculture, Commercial/Retail, Community/Public Services, Conservation / Public Parks, and Vacant. The land use categories are adapted from the classifications used in the tax parcel assessment records as contained in the Yates County geographic information system (GIS) as recorded by the Town Assessor.

As shown on the map, is predominately agriculture and single family residential. Within the 5 minute walking shed, single-family residential properties are located along both sides of the SR 54A corridor south of Italy Hill Road, along Guyanoga Road, and along the north side of Italy Hill Road. There are several seasonal residential properties along the lakefront near the marina to the south and east of the Creek. Commercial uses are located near the “four corners” and to the South on SR 54A near the marina at the edge of the 10 minute walk area. At the north end of the Keuka Lake is a conservation area that includes wetlands, a hand-carry boat launch, and public fishing access to the Sugar Creek and Lake. The Community / Public Services uses include the Town Hall and the cemetery both on Italy Hill Road at the edge of the 5 minute walk area. The former Branchport Elementary School located on Guyanoga Road north of State Route 54A was recently purchased by the Finger

² This summary contains excerpts from the Keuka Lake Watershed Land Use Planning Guide.

Lakes Museum who intends to use the space for area colleges to conduct research on water quality and invasive species to the Finger Lakes.

Figure 4: Existing Land Use



zoning

There are six zoning districts within the Town of Jerusalem. All of the properties within the Hamlet of Branchport are included within four of those districts and are outlined below. The location and extent of these districts can be seen in the zoning map to the right (Figure 5).

- Agricultural-Residential (AGR) Use District
- Residential-Lakeshore Area (R1) Use District
- General Business (B1) Use District
- Branchport Service Park (BSP) Use District

These districts were evaluated to determine whether they are consistent with the development of a vital and attractive hamlet.

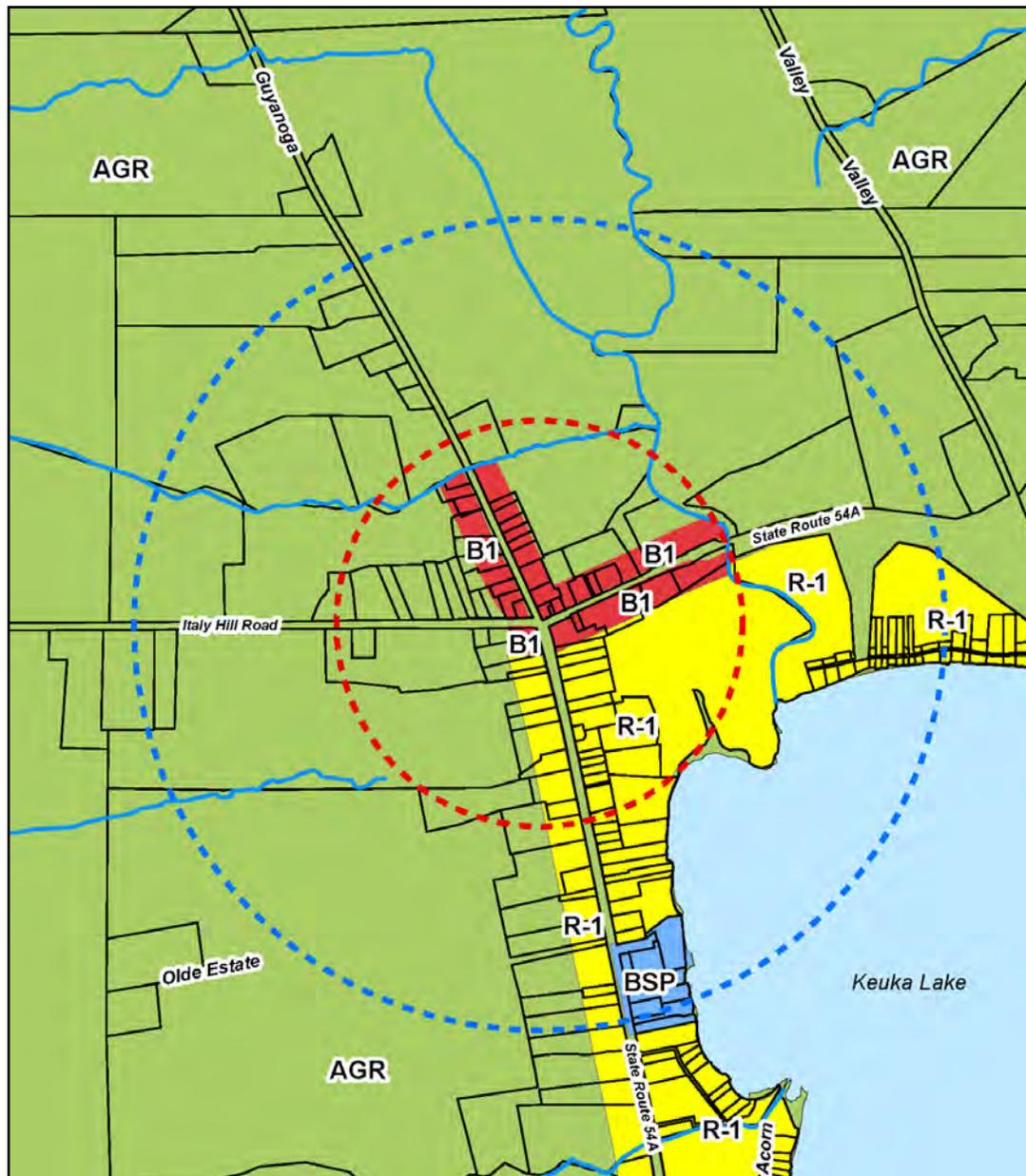
Agricultural-Residential (AGR) Use District

The AGR district encompasses a majority of the 10 Minute Walk area. The purpose of the district is “provide for compatibility of agricultural uses and certain other uses, though the agricultural operations are considered to be the highest and best use of these lands.” In addition to agricultural and low-density residential uses, other by-right uses include churches, municipal buildings, and libraries. Small retail uses (e.g. beauty parlors, antique shops, etc.) are allowed by special use permit. The limited uses within the AGR district are not consistent with future land use map contained in the Town’s comprehensive plan, which depicts mixed-use for the hamlet area. This will restrict redevelopment opportunities consistent with hamlet characteristics in the eastern and northern parts of the hamlet area. The district requires a minimum one acre lot and thirty foot minimum front yard setback, which is also inconsistent with typical hamlet development characteristics.

Residential-Lakeshore Area (R1) Use District

The R1 district includes most of the area between Keuka Lake and State Route 54A as well as approximately 225 feet of the properties fronting the west side of State Route 54A south of Italy Hill Road. The district “was created to encourage the preservation of scenic and natural resources of both land and water.” Permitted uses within the R1 district include single-family residential, not including mobile homes,

Figure 5: Existing Zoning



agricultural operations, and roadside stands. Outdoor boat storage is permitted as an accessory use with no limit on the number of boats. However, boat trailers are limited to one per property owner as long as it is licensed with the New York State Department of Motor Vehicles. As with the ARG district, the R1 district is not consistent with future land use section in the comprehensive plan which recommends a mixed-use district for the hamlet area. The Plan states that “these areas are generally thought of as good locations for higher density development such as senior homes, condos and apartments” none of which are permitted within the R1 district.

General Business (B1) Use District

The B1 district “is established to provide for the orderly development of land for business use and to encourage concentrations of such uses in areas best suited for business development.” Permitted uses include commercial/business, clubs, funeral homes, single-family residential, and agriculture. Lodging and boarding houses require a special use permit. Motor vehicle service stations are permitted but require a permit. It is somewhat confusing as to why special uses and uses requiring a permit are listed under the “Permitted Uses” section whereas in other districts they are listed under separate sections. The district states that the “minimum land area for an establishment shall be one acre.” Although this might be appropriate provision for the B1 district in other parts of the Town it is out of scale with the compact development patterns typically found in hamlets. In addition, the minimum 40 foot front setback and the 20 percent maximum lot coverage are also uncharacteristic for traditional commercial properties in hamlets.

Branchport Service Park (BSP) Use District

The BSP district is located approximately one-quarter mile south of Italy Hill Road between SR 54A and Keuka Lake. The purpose of the BSP district is to “provide for the orderly development of land for used related to the serving local residents as well as tourists of Keuka Lake, Branchport, and surrounding areas.” The permitted uses are geared toward recreational or service type and include but is not limited to; marinas, boat docking facilities, boat sales, single-family homes other than mobile homes, and cottage rentals. Townhouses are permitted as “special exceptions” as long as they meet specified provisions including service by central water and sewer. The Branchport area is served by central water but is not yet served by central sewers.

Off-street Parking Requirements

Parking is a critical component to all business districts. It is important to effectively manage parking because too little parking can strangle or even ruin a business and too much or poorly placed parking can erode and/or destroy community character. A review of the off-street parking requirements revealed several potential issues. They include:

- If vehicle storage space cannot be reasonably provided on the same lot on which the principal use is conducted, the Zoning Board of Appeals may permit such “open space” to be provided on other off-street property as long as it is located within 400 feet of the main entrance to the principal use. However, there is no provision requiring a pedestrian connection between the principal use and the remote parking area.
- The existing retail use parking requirement of 1 space for each 200 square feet of floor space, plus 1 for each employee is excessive for the Hamlet. The typical requirement for commercial or retail uses in a small commercial district is 3 spaces for each 1000 square foot,
- There are no provisions addressing parking placement, layout, pedestrian connections, or landscaping.
- The zoning code does not include provisions for shared parking. In compact commercial or mixed-use areas shared parking can be an effective tool to provide needed flexibility when manag-

ing parking. Small or narrow lots often will not accommodate a reasonable sized building and needed parking. Through shared parking adjacent property owners share their parking lots and reduce the number of parking spaces that each would provide on their individual properties. Shared parking could be an appropriate tool for the Hamlet and should be explored.

Design Guidelines / Standards

None of the zoning districts within the hamlet areas include any type of design guidelines or standards to help ensure that buildings and sites are designed to protect and enhance hamlet character. Although this has not been an issue in the past, primarily because the Town has not experienced any significant development in the hamlet, development pressure in and around the hamlet could increase considerably once the Finger Lakes Museum is built. Design guidelines or standards that focus on traditional neighborhood development and rural hamlet character should be considered. If modifications are made to the underlying zoning districts to include mixed-use development as recommended in the comprehensive plan the guidelines or standards could be incorporated into the new district(s). If the Town decided to leave the existing underlying zoning districts in place then a design overlay district could be a more effective tool.

recreation

There is currently no place for passive or active recreation in the hamlet. Some form of outdoor gathering space is typically desirable in a Village or Main Street environment like Branchport. It provides a place for events, congregation, and recreation. Although the Lake is nearby public access is not provided. Public access to the water and other recreational opportunities should be considered.

wetlands

Two State-regulated wetlands, designated as PU-1 (Class I) and PU-2 (Class II) on the New York State Wetlands Map, are located in Branchport. PU-1 is located along the Sugar Creek corridor on each side of State Route 54A at the north end of the West Branch of Keu-

ka Lake. PU-2 is located along Sugar Creek north of PU-1 near the edge of the 10 minute walking shed. The NYS Department of Environmental Conservation regulates development within designated wetlands and within a 100 foot buffer zone surrounding the wetland.

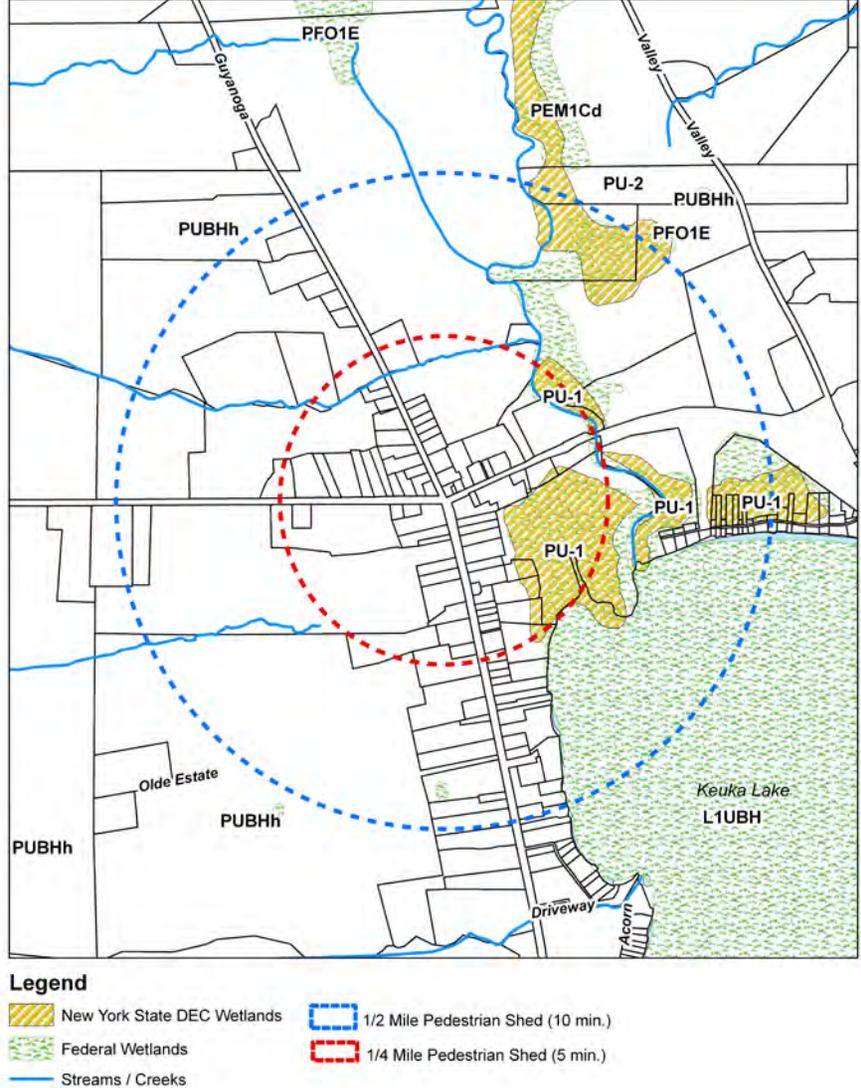
There are areas which may be subject to regulation by the U.S. Army Corps of Engineers as shown on the National Wetlands Inventory Map. The Federal wetland area encompasses all of Keuka Lake, including the State-regulated wetland described above. Designation of Federal wetlands requires analysis of soils, vegetation and hydrology. A permit from the U.S. Army Corps of Engineers is required before disturbing land identified as a regulated wetland.

Wetlands are sensitive environmental features that are strictly regulated. However, they do present opportunities for people to observe a variety of wildlife and plants. Minimal impact boardwalks and trails should be considered, especially near the Keuka Lake outlet where there is an existing observation platform.



Wetlands at the north end of Keuka Lake - looking south

Figure 6: Wetlands



transportation & mobility

The Branchport “four corners” is the heart of the business district and is located at the intersection of Italy Hill Road, Guyanoga Road, and New York State Route 54A. New York State Route 54A is a State highway that traverses through the Branchport “four corner” on the south and west legs of the intersection. Italy Hill Road and Guyanoga Road are both County roads, 32 and 29 respectively. Both Italy Hill Road and NYS Route 54A are classified as rural major collectors and generally provide one travel lane in each direction. Guyanoga Road is classified as a rural minor collector and also provides one travel lane in each direction.

Classification:	Rural major and minor collectors
Pavement width:	29-36 feet
Sidewalks (some):	4 feet
On-street parking:	None
Travel-way width:	9 to 11 feet travel lane in each direction
Speed limit:	35 mph
Bicycle facilities:	No designated bike lanes

Figure 7 depicts vehicular traffic counts for Italy Hill Road, Guyanoga Road, and New York State Route 54A. Italy Road has an Average Annual Daily Traffic (AADT) of 1533 and Guyanoga Road has AADT of 1105 vehicles per day. New York State Route 54A south of Italy Hill Road has a AADT of 1270 and east of Guyanoga Road it is 3414.³ Vehicular traffic is important to local businesses so getting more of the daily traffic to stop and patronize local businesses is important.

To the right is an existing cross-section for each roadway. Travel lane and shoulder widths were measured within 100’ of the four-corners. Right-of-way widths were approximated using parcel data from the Yates County geographic information system (GIS).

The West Lake Road right-of-way is approximately 75’ and is even larger near the four-corners. This provides the opportunity to consider on-street parking in this section. Although on-street parking would be convenient for residents along the southern portion it is not as important as it is near the business district. Bike lanes is also something to consider



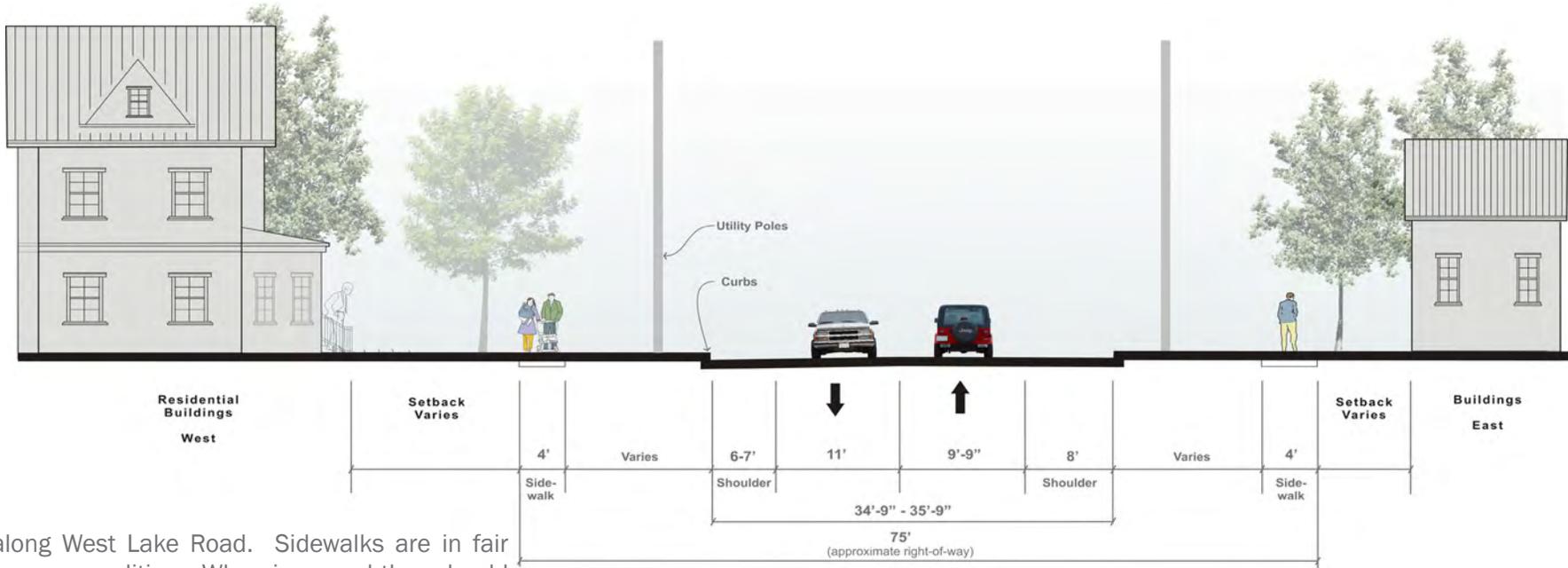
Branchport four-corners - looking north

Figure 7: Traffic Counts



3 <https://www.dot.ny.gov/tdv>

Figure 8: West Lake Road Existing Section - Looking North



along West Lake Road. Sidewalks are in fair to poor condition. When improved they should be designed to meet accessibility standards.

With the exception of a 225 foot section along the north side there are no sidewalks or streetscape components along the east leg of 54A. The right-of-way varies from approximately 43' to 55', which limits improvements such as on-street parking. However, sidewalks and street trees should be considered. Challenges to overcome include a drainage swale along the north side and the location of gasoline pumps and utility poles on the south side.

There are currently sidewalks and a generous tree / utility lawn along both sides of Guyanoga Road. A grade change along the east side near the four-corners puts the side-

Figure 9: State Route 54A East Leg Existing Section- Looking West

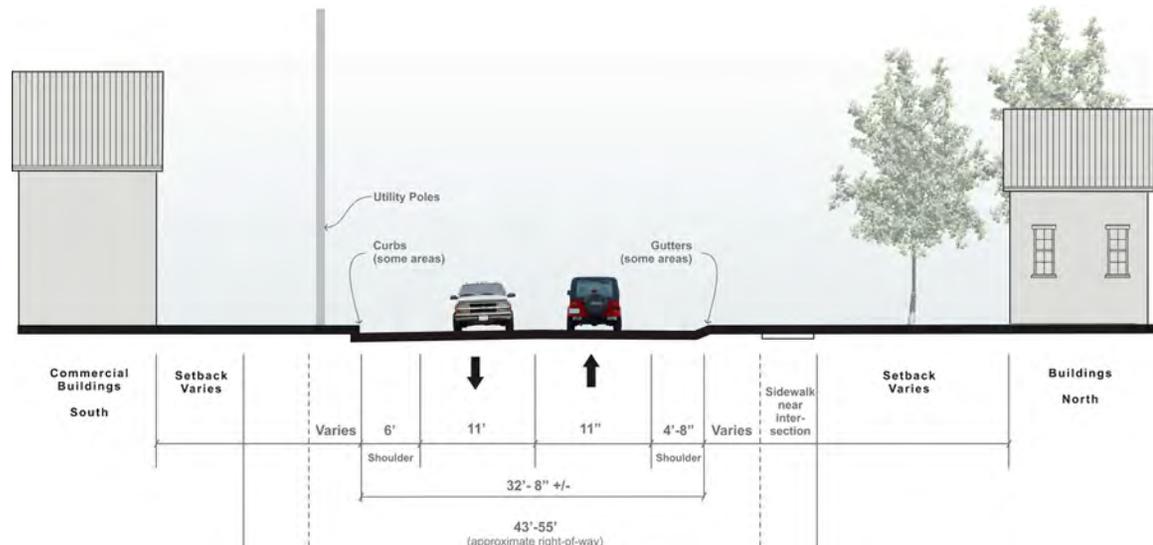


Figure 10: Guyanoga Road Existing Section- Looking South

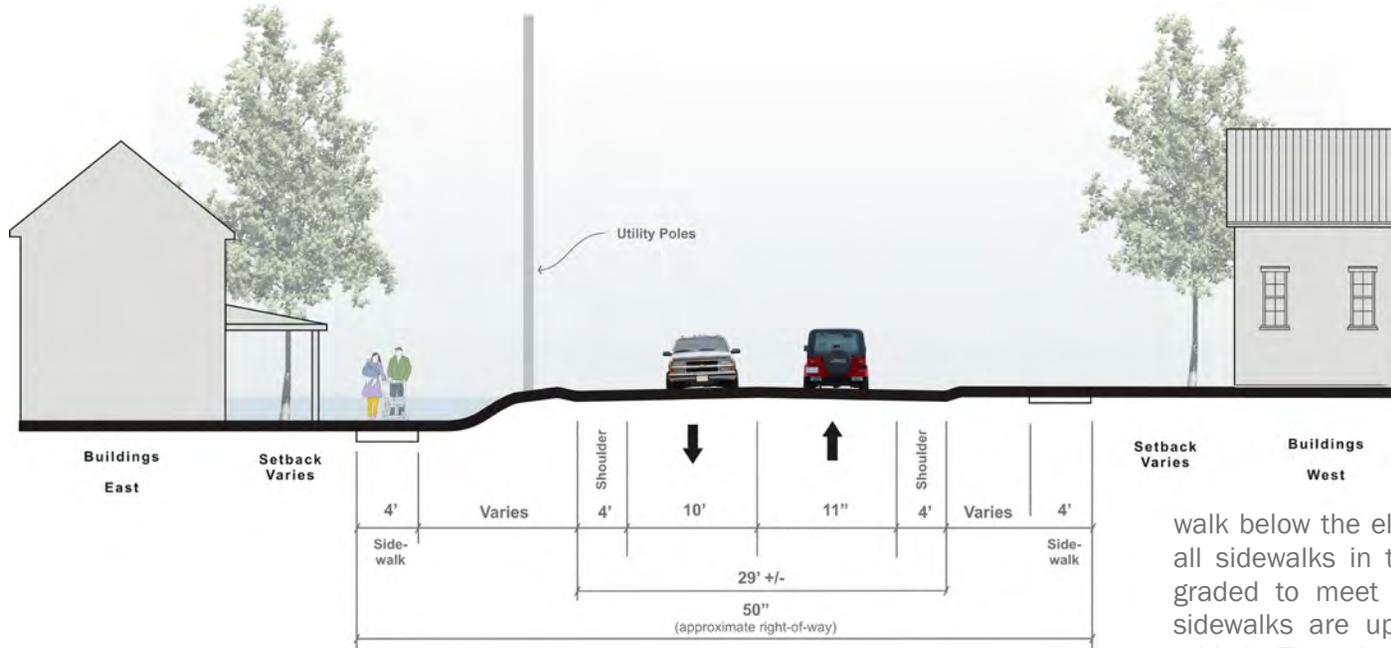
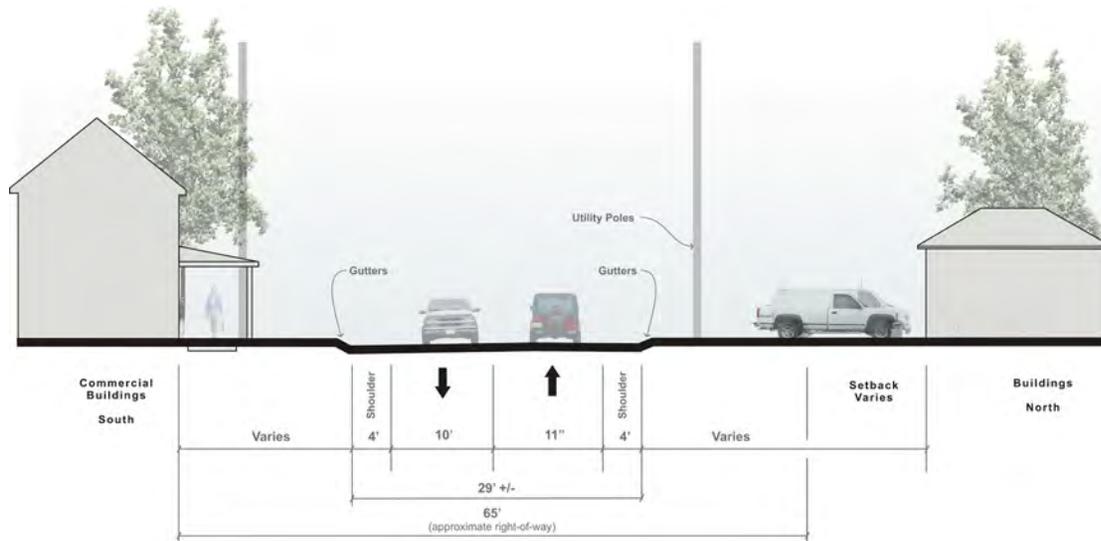


Figure 11: Italy Hill Road Existing Section- Looking East



walk below the elevation of the roadway. As with all sidewalks in the Hamlet, they should be upgraded to meet accessibility standards. When sidewalks are upgraded street trees should be added. There is room for on-street parking along a short segment near the four-corners on the west side. This area is currently used for parking.

Italy Hill Road includes sidewalks along the north side from the four-corners to the Town Hall. Although there are no sidewalks along the south side there appears to be room in the right-of-way near the four-corners. Based on GIS data from Yates County it appears the building on the northwest corner and the parking lot on the southwest corner are encroaching on the right-of-way. On-street parking and sidewalk improvements should be considered near the four-corners.

Decorative and/or high visibility crosswalks should be considered on all four legs of the intersection.

Public Parking

There are few public parking spaces within the study area. Although on-street parking is generally not prohibited on any the roads, shoulders are generally not wide enough to accommodate it. On-street parking is signed along the southeast corner in front of the general store and the leather shop. People also park on the street along the east side of West Lake Road and on the west side of Guyanoga Road and the north side of Italy Hill Road near the four-corners. There are currently no off-street public parking lots. The lack of public parking was identified by residents at the community meetings and by business owners at a stakeholder meeting as an issue that must be addressed. A vacant property near the four-corners off Guyanoga Road and property owned by the Branchport Fire Department were both identified as potential locations for additional off-street public parking.

Pedestrian and Bicycle Accommodations

There are currently no provisions on roadways for bicyclists other than to travel with the motor vehicles sharing the travel lanes. There are sidewalks along both sides of NYS Route 54A south of Italy Hill Road. The only sidewalk on NYS Route 54A west of Guyanoga Road is a short segment (approximately 225 feet) along the north side in front of the buildings with the general store. There is no sidewalk along the south side. Guyanoga Road includes sidewalks on both sides and Italy Hill Road includes a sidewalk along the north side. Crosswalks are provided at the four-corners but are faded and difficult to see.

As redevelopment and growth occurs in Branchport mobility will become more important, especially for pedestrians. Parking will become even more of a premium and a park once and walk approach is only possible with adequate pedestrian facilities. Where possible, Branchport should move to become a complete streets community.



People do park along the north side of SR 54A near the four-corners.

3.

community vision



Widespread and meaningful public participation provides the opportunity for residents, property owners, business owners, and community leaders to become engaged throughout the planning process. When people are engaged early and throughout the planning process it provides the opportunity to hear what people value in their community – the important issues that need to be addressed. It often leads to excitement and plan ownership, which is needed to enact positive change.



There were several opportunities for people to get involved in the development of the Master Plan including a planning and design workshop, several stakeholder meetings, a community meeting to review and provide feedback on the results gleaned from the planning and design workshop, and a third community meeting to review and provide input on the draft Hamlet Master Plan. These sessions were instrumental in not only developing an initial direction in terms of what should be addressed but also in developing a community-based vision, which is the foundation for the entire Master Plan.

community planning & design workshop

Developing a community-based vision is critical in developing a neighborhood plan. It is not often that community members have the opportunity to get together to discuss their neighborhood in a positive and

constructive manner. The objective is to systematically evaluate the community's issues, opportunities, and assets and then develop an ideal image of what the community will be like in years to come. It should be a big picture and reflect the common values of the community.

Having a vision can motivate community residents by providing a long-term goal. It must be remembered, however, that a vision is an ideal state. It may not be attained in its entirety but it can and should guide community actions.

In June of 2011, a community planning and design workshop was held at the Branchport Firehouse to develop a vision for the Hamlet. Approximately 40 community members attended including residents, property owners, and business owners. Several participation tools were used at the workshop to help attendees focus on community issues, opportunities, and assets and to develop a long term vision to help guide development and redevelopment in the Hamlet.

image preference survey

It is often difficult for community members to envision what they want their community to be like in the future without some graphic depiction. An image preference survey (IPS) is an effective tool to help people develop a consensus as to what they would like their community to look and feel like in the future by evaluating images showing different types of design and development.

An IPS was administered at the Community Design Workshop. Attendees were surveyed to evaluate the design characteristics that

Four of the top five images depict public access to the water with a passive recreational focus.

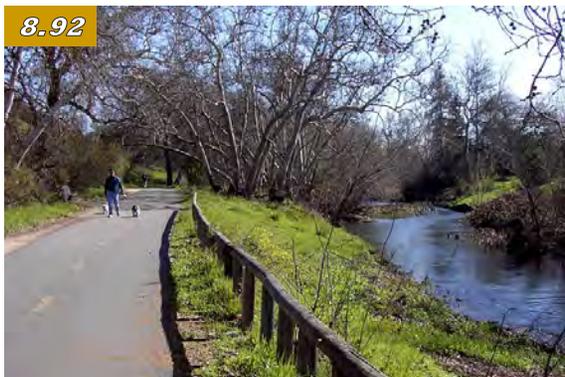
they would prefer to see in the Hamlet in terms of land use and design. Each person was asked to review and rate images on a scale of 1 (least desirable) to 10 (most desirable). The responses were tabulating and images were analyzed. Twenty-five surveys were completed.

The images for the survey were selected from many different categories relating to design and development such as trails, waterfronts, mixed-use, single-family residential development, commercial development, and streetscapes. Based on average image score the Steering Committee was able to determine the community's preference for different design treatments. The images below highlight these preferences and include the average score in the upper left corner.

Public Access to the Water

Four of the top five depict public access to the water with a passive recreational focus. Based on discussions with local stakeholders and combined with these high scoring images it is safe to assume that public ac-

cess to the water is important to the people of Branchport. With the exception of the hand-carry boat launch near the State Route 54A bridge there are no other public access points. This is something that should be considered for the future.

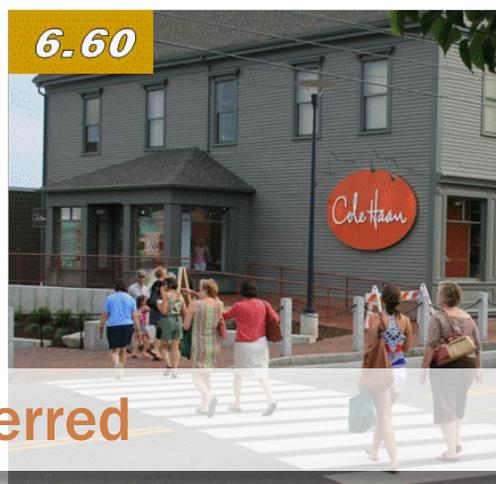
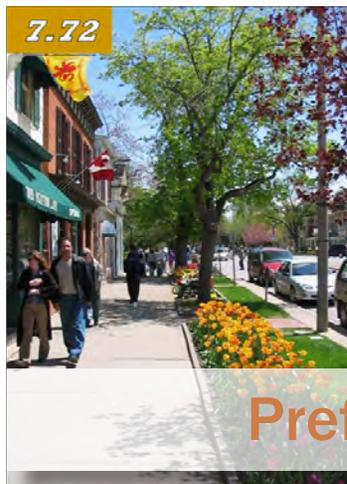


Traditional Mixed-use in the Commercial/Retail Core

The fourth highest scoring image is a “Main Street” type scene that includes an attractive pedestrian streetscape and a mixed-use building with a commercial storefront. This image is also consistent with traditional hamlet and village commercial district character and with statements made by workshop attendees and other local stakeholders. People would prefer to see mixed-use development in the hamlet business core rather than typical suburban commercial development.

Walkable Streets

Survey participants rated pedestrian oriented streetscape images higher than non-pedestrian oriented images. Streets with street trees, sidewalks, crosswalks, and active storefronts and other components that make streets walkable are not only possible in the Branchport business district but they are critical for success. As improvements take place they should be made with traditional village and hamlet design characteristics.



Traditional Residential Development

There were several images of single family residential development in the survey. Some of these images depict homes in typical suburban tracts often with large setbacks, no sidewalks, and front loaded garages. Other images show homes with traditional

village or hamlet residential character and include such features as front porches, simple roof lines, and sidewalks. The homes with traditional character scored higher than typical suburban homes.



vision & discovery session / stakeholder meetings

Following the image preference survey, workshop attendees were divided into working groups. Each group participated in a visioning and discovery session. During this exercise attendees were asked questions by a group facilitator and their responses were recorded on easel pads. The questions were developed by the Steering Committee prior to the workshop and focused on identifying neighborhood issues, opportunities, assets as well as the types of businesses people would like to see in the Hamlet. Several groups had similar responses and in some cases each group had the same response. The table below sum-

marize the responses provided by attendees. The statements in “bold” text were identified by attendees as the most important statements.

In addition to community meetings there were several meetings held with local stakeholders to ensure that people’s ideas and concerns were considered. Meetings were held with the New York State Department of Environmental Conservation, the New York State Department of Transportation, local business owners, Finger Lakes Economic Development Center, and key property owners.

Vision	Issues	Opportunities	Assets	Goods & Services	Reputation
1. Identify a word or a short phrase that best describes your vision for the Branchport?	2. What are the one or 2 most significant issues you feel must be addressed in order to achieve your vision for Branchport?	3. What are one or two opportunities you think Branchport must capitalize on to make it a unique place to live, shop and/or visit?	4. What are the specific assets that should be preserved and strengthened to help achieve your vision for Branchport?	5. What specific goods or services would you purchase in Branchport if they were available today?	6. If you had to pick one thing you would like Branchport to become well known for what would it be?
Quaint	Infrastructure	Preserve natural resources and rural character	Lake and lake frontage (KLSP)	Farmers market	Green community
Inviting	Commercial pressure	Marine access	Wetlands	Bank	Grape and wine industry
Appealing	Stagnant	Enhancement	Agriculture Growth	Barber	Mennonite community
Quiet	No industrial mining or hydrofracking	Open space use in Hamlet	Tourism (e.g. Wine Trail)	Pub	Friendly
Safe	Economic viability funding	Open Space preservation	Sugar Creek	B & B and or motels	Quaint
Rural	Zoning consistent with vision	Encourage effective renewable energy	Scenic beauty	Play ground for kids	Welcoming
Accessible	Inadequate protection of our natural resources	Opportunity to partner with museum	Open space	Putt-putt Golf	Relaxing
Picturesque	Traffic management	Opportunity for community outreach	Keuka College	Book store	Beautiful
Family	Respect our diversity and interests	Keuka College	Green space	Coffee shop	Healthy-get outdoors
Sustainable	Flood Plain Along Sugar Creek	Hiking Trails	Lake	Restaurant	Friendly
Preservation of history	Site Plan Review: Include architectural design for Residential and Commercial	Enhancement of nature areas	Architecture	Gas station on Sundays	Wineries/ vineyards
Return to the way it looked 50 years ago	Property maintenance and code enforcement	Community center	Public water	Soft Ice cream	Livable neighborhoods
Neat and outdoor friendly	Sewers	Farmers market	Harbor	Office Supplies	Planned communities
Limit commercialization	Street and sidewalk design	Break wall on Sugar Creek (siltation)	Water(public)	Gym	Hardware
Walkable	Place for bikes and pedestrians	Public access to the lake	Good camp days	Outfitter store	Prettiest little town in NYS
Comfortable, concise and attractive	No park in Hamlet, (public gathering space)	Picnic, playground, etc.	Vine yards/wineries	Visitor’s center	Great place to live and visit
Authentic	No community center	Complete “ Beaver project ” (NYS DEC)	Artisans	Town Square	Food and music

4.

framework & recommended actions

introduction

The general framework and recommended actions outlined below should be used to help shape the revitalization program for the Hamlet of Branchport. It is based on the understanding that successful revitalization takes leadership, organization, a commitment to a vision, and specific actions on how to achieve it. This framework covers many of the qualities that successful revitalization programs have. It should be used to “set the stage” and move forward with a program but, as with the planning process, revitalization is dynamic. Therefore, it is important to be flexible in order to adapt to change, such as changing markets. However, the “big picture” - the vision as described in the previous section—should remain constant and be the guiding force for the program.

conceptual plan

A majority of the planning and design workshop was spent working in small groups with tracing paper, markers, and a base map of the Hamlet. With the help of a facilitator, participants were asked to sketch or draw their ideas for the development and /or redevelopment of the area. They were asked to reflect on the image preference survey and the visioning session as inspiration for their ideas and to focus on things like areas to accommodate future growth, streetscape improvements, parking, parks and trails. The sketches and concept drawings were critical in developing the conceptual plan as shown in Figure 12, which has led to many of the actions items as described in this section.

The conceptual plan shows a number of ideas and concepts that were either identified at the community planning and design workshop or by the Steering Committee. Each idea or concept is noted below and is

shown in the legend or by a note on the graphic. Some are self explanatory or were explained in early sections of the this document, such as the 1/4 and 1/2 mile walking radii. Most of the items also appear as recommended actions and are explained in more detail later in this section.

Potential New Street - these black lines represent the idea that if streets are added as part of new development they should be laid out and designed using traditional neighborhood design principles.

Streetscape Improvements - proposed street enhancements such as trees, sidewalks, furnishings, etc. See Recommended Actions for further explanation.

Pedestrian/Bike Trail - Proposed trails. See Recommended Actions for further explanation.

Wetland Boardwalk - Proposed raised walkway in wetlands. See Recommended Actions for further explanation.

Traditional Mixed-use Development Area - Area where both vertical and mixed land uses are envisioned. See Recommended Actions for further explanation.

Historic Residential Development Area - The preservation and rehabilitation of the historic character of homes. See Recommended Actions for further explanation.

High Density Residential Development - If multi-family housing is to be built in the hamlet this is a potential location. Public sewers would likely be necessary.

Figure 12: Branchport Conceptual Plan

Resource Protection Area - This area includes farmland, woodlots and other resources of value. From a development standpoint, it is an area of last resort.

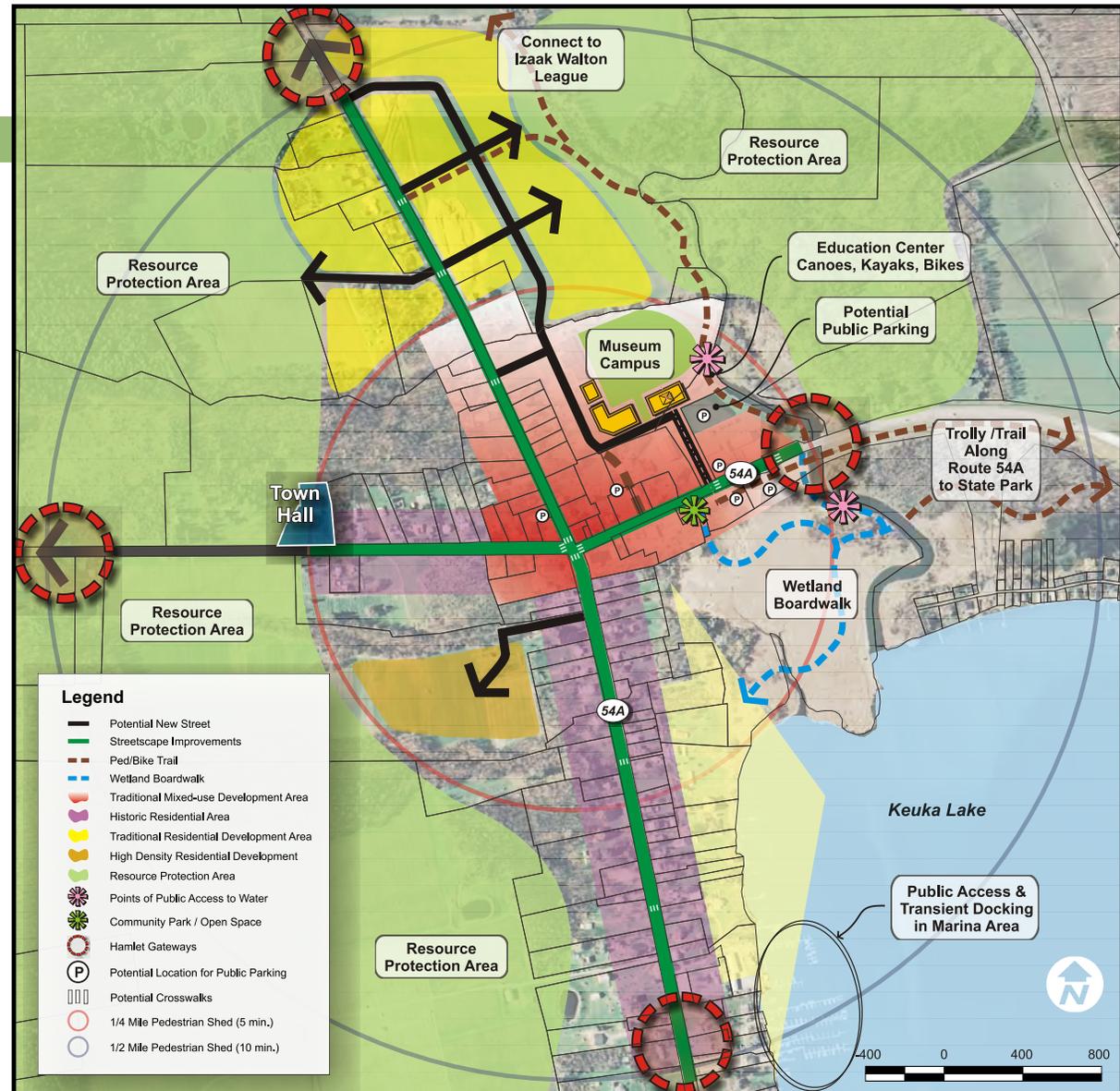
Points of Public Access to the Water - Areas that public access to the water is desirable.

Community Park / Open Space - A community park next the library that could include a playground and provide green open space.

Hamlet Gateways - points of arrival to the hamlet area. See Recommended Actions for further explanation.

1/4 Mile Pedestrian Shed - 5 minutes walk from the four corners.

1/2 Mile Pedestrian Shed - 10 minute walk from the four corners.



actions

This collection of recommended actions was developed by the Steering Committee to help achieve the vision established by the community for the Hamlet of Branchport. Actions were identified through discussions with attendees at the community workshops or at meetings with local stakeholders. This section is not intended to be an exhaustive list but rather a first round of recommendations to set the stage and begin to move the revitalization process forward. As things progress this action plan should be updated and expanded to reflect the change in the community and the existing and future challenges it is facing.

organization

1. Develop a committee or organizational to help coordinate the implementation of the Branchport Hamlet Master Plan.

Most planning and economic development experts agree that having a dedicated organization is important for successful implementation of any revitalization planning initiative. Having a coordinating organization can provide a framework for the patchwork of local businesses and community-based organizations. However, Branchport does not currently have a hamlet or business organization to take the lead. Therefore, a Steering Committee, whether it is the one that led the development of this master plan or some other community-based committee, is needed to move the revitalization program forward.



The make-up of the Steering Committee is going to be critical to the long-term success of the revitalization program. It is important that it be comprised of local leaders and stakeholders. It could include hamlet business owners, property owners, and residents as well as representation from the Town of Jerusalem, Yates County, and the Finger Lakes Economic Development Center. The Steering Committee should periodically review the program in terms of

its leadership, committee chairs, volunteers, funding, etc. This can be done by holding annual planning sessions. In addition, an annual work program will help to set goals and track accomplishments.

In addition to the Steering Committee, sub-committees could be formed to focus on specific areas of revitalization or to address specific issues. This might not be possible or necessary initially. Branchport might not large enough or have enough interested people to have a Steering Committee and focused sub-committees. However, as growth occurs and people are willing to get more involved committees could be added. This strategy could be a modified version of the Main Street Four Point Approach, which was developed by the National Trust Main Street Center. The Four-Point Approach is a comprehensive revitalization strategy tailored to meet the needs of the local community. It encompasses work in four areas; Design, Economic Restructuring, Promotion, and Organization. A committee is dedicated to each of the four areas and is typically comprised of local volunteers. The chairperson of each committee is usually on the “umbrella” Steering Committee that guides the entire revitalization program. This ensures that each committee is aware of what each is doing and that everyone is working toward an overall program vision. A program manager is recommended. This position helps to manage the program and reports directly to the Steering Committee.

community design

It was made clear through the public process that community members want a vibrant hamlet with traditional character, well attractive residential areas, and a well rounded business district. A consistent building street wall, sidewalks, tree canopies, exciting storefronts, small businesses, well maintained homes, and active pedestrian traffic all contribute to that vibrancy. Creating a memorable experience has as much to do with how a place feels as it does with how a place looks. It is not just one or two of the characteristics mentioned above that create a vibrant community. It takes most, if not all, of those characteristics working together to form an exciting and memorable experience. Close attention must be paid to each development project and public improvement so that, over time, more and more of those characteristics are brought together throughout the hamlet.

The diagram below illustrated the typical organizational structure used in the Four Point Approach. This could be modified as needed to meet the needs of the Branchport revitalization program.



2. Improve the streetscape character and quality on Guyanoga Road, Route 54A, West Lake Road, and Italy Hill Road within the five minute walk area (approximately one-quarter mile from the four-corners).

A well designed streetscape can make a significant contribution in developing a strong sense-of-place and a vibrant public realm. Unlike what many people believe, creating a vibrant streetscape is less about creating a beautiful aesthetic and more about evoking a warm and inviting feeling on the street. Getting the right components working together is critical. An inviting streetscape sends a message to residents and visitors that the street is the primary public space.

Street trees provide shade which is not only beneficial to people but it extends the life of pavement as well. Along with aesthetic benefits, trees can improve the function and feel on the street by creating enclosure which makes the street feel narrower, therefore slowing traffic and enhancing pedestrian friendliness. Street trees should be strategically placed as to limit the obstruction to storefronts and merchant signs.

Clearly identifiable crosswalks are critical in creating a safe and pedestrian friendly streetscape. Highly visible design treatments at prominent crossings will send a visual cue to motorists that pedestrian crossings are critically important. At the minimum, crosswalks at the “four-corners” should be repainted every few years to maintain effectiveness. If funding is obtained for a streetscape enhancement program consideration should be given to an inlay decorative material.

Strategically placed, benches, trash receptacles, bike racks, and planters will provide the needed amenities for both residents and visitors, and add color and life to the streetscape. Furniture should be placed near the “four-corners” as well as at other key locations, such as near the library, the outlet overlooking the water, and in and around a community square or park.

Pedestrian level street lighting is typically a component of streetscape design. However, when asked about lighting the response by attendees at the community workshop and by other

stakeholders was mixed. Some feel that lighting will take away from the rural hamlet character and should not be included while others feel that it should be included only in the business core. Lighting can be very expensive, especially when adding it to a street where it does not already exist. The Committee decided that other streetscape components, such as sidewalks along the east leg of Route 54A, are more important than lighting at this point and if cost becomes an issue, which it will, lighting should be a low priority.

Streetscape Concept

The graphic to the right (Figure 13) shows a conceptual approach to streetscape improvements in the Hamlet. It illustrates many of the ideas described above regarding creating an inviting, walkable, and pedestrian friendly street. The Town and the Steering Committee should continue to discuss improvements with the New York State Department of Transportation (NYSDOT) and seek funding to implement these improvements.

On-street parking is a component that should be explored further and included wherever possible, especially within the 5 minute pedestrian shed. According to the Town’s digital parcel map, in some locations, such as in front of the gas station, the existing right-of-way is narrow and is likely not wide enough to include both sidewalks and on-street parking. The right-of-way on West Lake Road in front of Branchport Hardware appears to be wide-enough for angled parking. This should be explored with the NYSDOT and the owner. Angled parking would provide more spaces than parallel parking.

Although improvements such as street trees, gateway treatments, crosswalks, and on-street parking will help to slow vehicular speeds the Town and the Steering Committee should discuss with NYSDOT the possibility of reducing the speed limit to 30 MPH, which is consistent with Main Street type business districts.

The cross-sections and descriptions on the next few pages illustrate potential improvements for each of the four roadways.

Figure 13: - Streetscape Concept

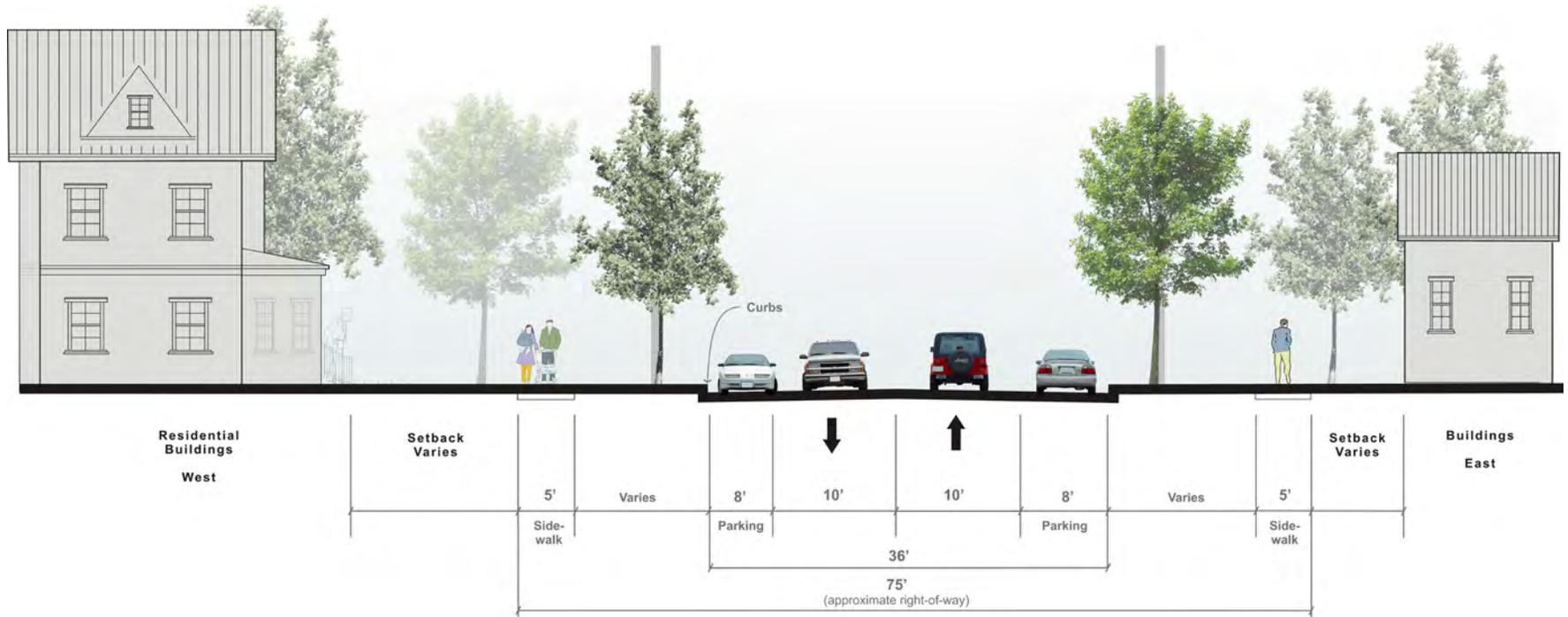


Branchport
Streetscape Concept

Branchport Hamlet Master Plan

ingalls
planning & design

Figure 14: - Potential West Lake Road - Looking North



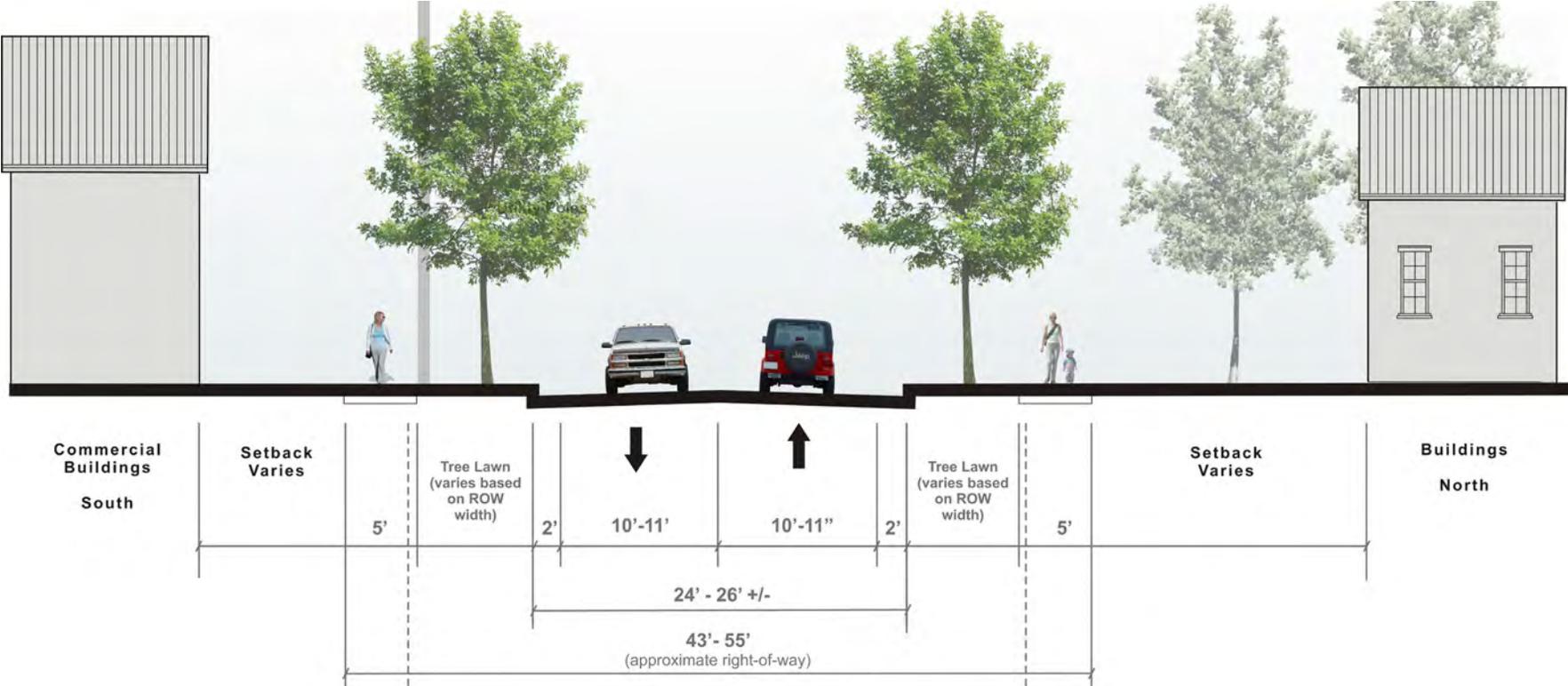
West Lake Road

West Lake Road is a wonderful street lined with historic homes indicative of traditional hamlet character. Most properties include numerous mature trees that provide some enclosure along the street. However, street trees should be added within the tree lawn to provide shade and make the roadway appear narrower, which will assist with slowing motorist speed and add to the character of the street. Although sidewalks exist on both sides of the street for nearly the entire distance from the marinas to the four-corners they are not ADA compliant and should be upgraded at some point. The Town or Steering Committee should continue to work with NYSDOT to find the most effective way to promote on-street parking, especially near the business district

State Route 54A East Leg

Unlike West Lake Road, the east leg of State Route 54A is in great need of streetscape improvements. There is only a short segment of existing sidewalk located along the north side near the four-corners. This along with the lack of street trees and building frontage leaves the street feeling uninviting. There are a few properties fronting the street that could be opportunities for redevelopment and streetscape improvements could help to leverage private sector investment. In addition, the Finger Lakes Museum is proposing to make a connection from the street to the museum at the former elementary school property west of the Branchport Fire Department. This connection is envisioned to accommodate both vehicles and pedestrians and it would certainly be ideal to have sidewalks along State Route 54A to further the connectivity within the hamlet. Based on discussions with the NYSDOT, it seems that the likely location to make streetscape improve-

Figure 15: - Potential State Route 54A East Leg - Looking West



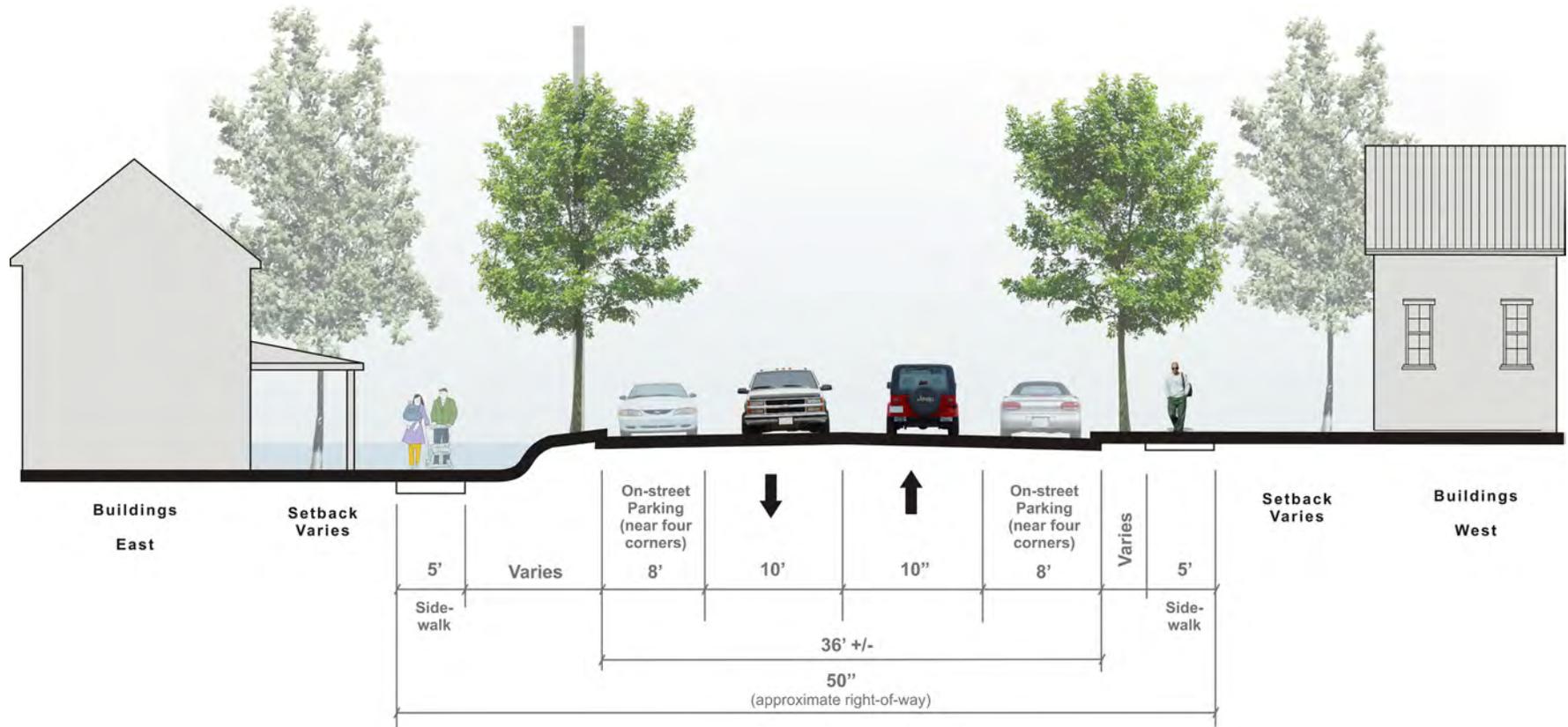
ments would be between the fire department and the four-corners. Although a sidewalk could connect to the outlet on the south side near the library a sidewalk extending east of the fire department on the north provides little value and could be problematic with the bridge.

Streetscape improvements along 54A do not come without challenges. A drainage swale along the north side in front of and west of the fire department would likely need to be piped and filled. The fire department is open to the concept but the precise location of the right-of-way line would need to be determined in order to know if an easement from the department would be required. If an easement here, or anywhere else, is required it would likely be a local responsibility and not that of the NYSDOT. Another significant challenge is the variation in the width of the right-of-way. It varies from approximately 43 feet to 55 feet. It

appears that the narrowest segment is near the existing service station. The gasoline pumps are located very close to the right-of-way along the south side, which will make it very challenging to get a sidewalk to fit within this area. It could possibly fit without a tree lawn and the sidewalk located directly along the curb. It also appears that the building on the property on the north side across from the service station is very close to the property line and would pose a similar problem. If this property is redeveloped an easement should be considered.

On-street parking should be considered along the north side near the four-corners. Although people do park in this location now it can't happen without infringing on the tree lawn. It appears there is room to formalize parking in this area and still have room for curbs and sidewalks.

Figure 16: - Potential Guyanoga Road - Looking South



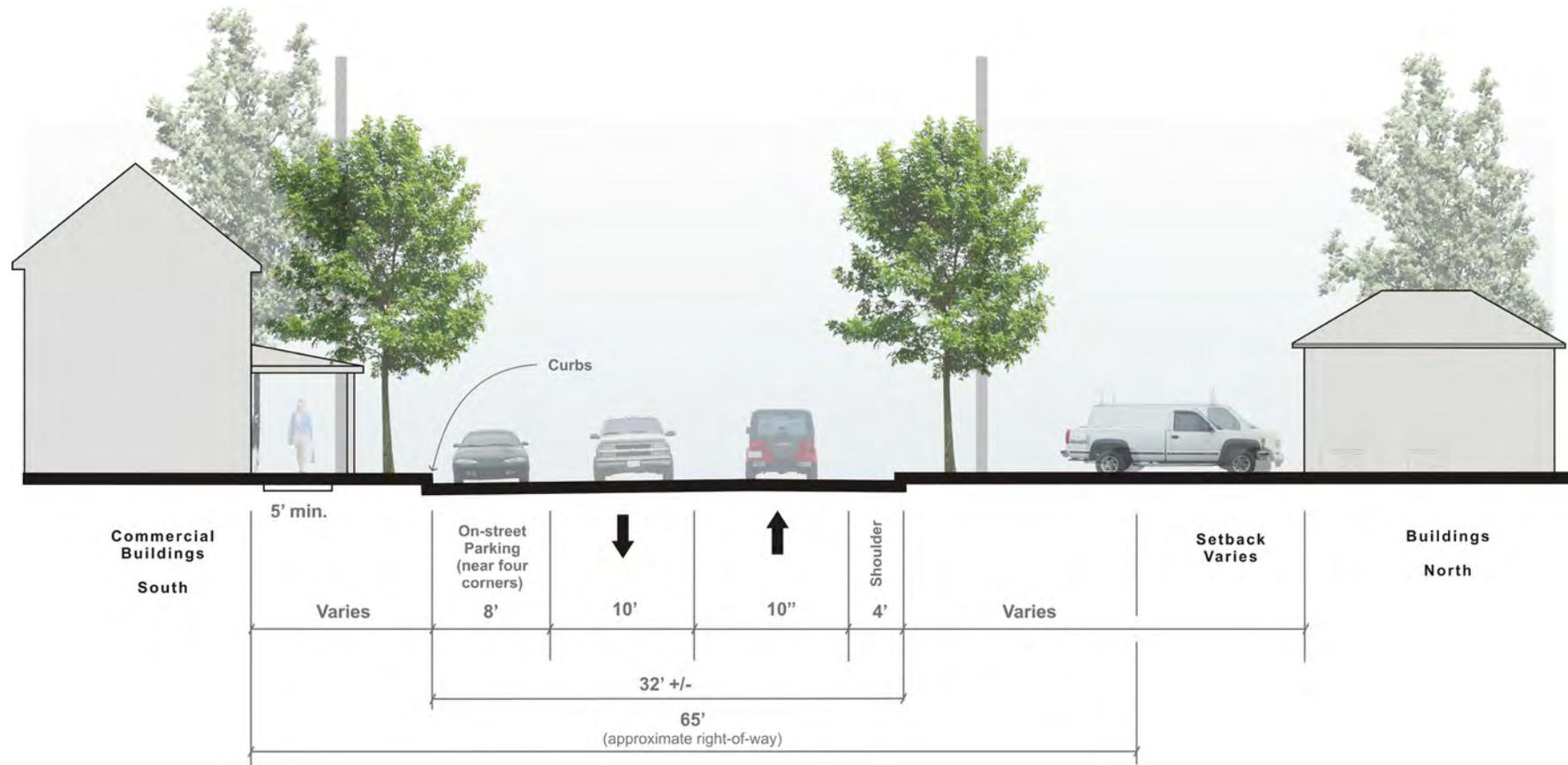
Guyanoga Road

Although there are no street trees Guyanoga Road does include sidewalks along both sides of the road. As with other sidewalks within the Hamlet they are not ADA compliant. Sidewalks should be upgraded to meet ADA. Street trees should be added where possible and on-street parking near the four-corners should be explored. Although, Guyanoga Road is not under the State’s jurisdiction, according to a NYSDOT representative, plans for on-street parking near the four-corners would likely be reviewed by NYSDOT due to potential impacts to State Route 54A.

Italy Hill Road

Streetscape improvements that should be considered for Italy Hill Road include upgrading the existing sidewalk along the north side to meet ADA, adding street trees where possible, and formalizing on-street parking along the north side near the four-corners. People are parking in this area now but are doing so in a haphazard manner. There appears to be room to formalize on-street parking a safe distance from the intersection. A sidewalk along the south side of the road is not proposed at this time but if development occurs along the hill near the cemetery sidewalks should be considered.

Figure 17: - Potential Italy Hill Road - Looking East



The properties on the southwest corner and the northwest corner appear to have parking and structure very close to the right-of-way. The location of the right-of-way line is something that would have to be explored and determined as a component of implementation.

The Four-corners

The intersection, known as the four-corners currently lacks definition. Curbs should be added in this area to better define the access points to adjacent properties and delineate the space for pedestrians. Even

a 6 inch to 8 inch vertical separation that a curb provides between the roadway and the sidewalk has a perceived safety benefit to pedestrians.

As was discussed previously, the crosswalks should be better defined with either decorative inlaid material or painted in a white reflective “piano keys” pattern.

3. Develop gateway treatments on Guyanoga Road, Route 54A, West Lake Road, and Italy Hill Road near the locations indicated on the Conceptual Plan graphic.

The points at which you feel a sense of entry to a place are often referred to as gateways. Special attention must be paid to gateways because they provide first impressions and a sense of arrival to a “PLACE.” Gateways are typically identified at points of transition that are defined by an edge; a physical barrier or boundary such as a river, highway or wall. In the case of Branchport, gateways exist on all four roads leading to the four-corners. These gateways can be strengthened by improving their identification. This can be done using signage, art, plantings, walls, decorative bridge railings, and other aesthetic improvements.

4. Establish on-street parking and develop/share off-street parking lots in potential locations such as at the Branchport Fire Hall, at the proposed Finger Lakes Museum, and the library.

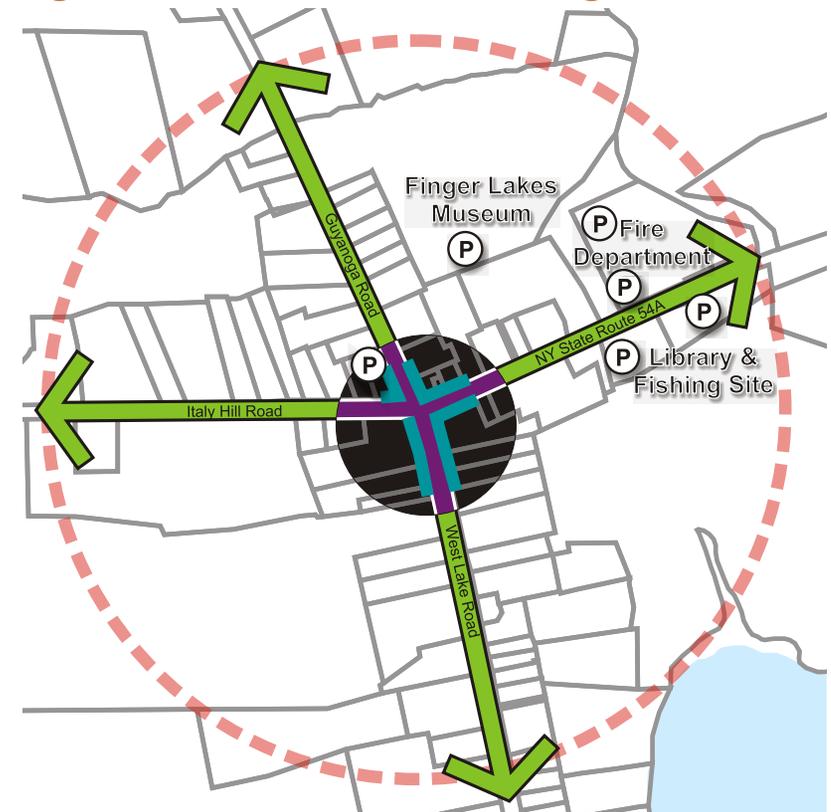
Convenient and adequate parking is critically important to the success of businesses, especially retail businesses. For a commercial or mixed-use district, parking must accommodate the needs of customers, merchants, employees, visitors, and residents. It should include both on and off street parking. Off-street parking should be located at the rear or side of buildings and never located on a corner. On-street parking should be on both sides of the street and free of charge when possible.

The lack of public parking in the hamlet is not a huge problem at the moment. Most people park on the street near the four-corners or in the private lots provided by local businesses. However, if infill development occurs parking will likely become an issue. Public parking currently exists at the library but the lack of sidewalks linking it to the business district is a significant obstacle. Other opportunities for off-street parking include the fire department, which has stated that they are open to discussing the idea. Liability and security must be part of that discussion. The Finger Lakes Museum is also open to discussing some form of shared parking as a component of a park

once and shop/visit twice concept. As with the library, pedestrian links between the downtown and the museum site will be necessary.

On-street parking should be maximized. According to the New York State Department of Transportation (NYSDOT) on-street parking is not prohibited along Route 54 or West Lake Road. However, it is unclear as to whether people actually are aware they can legally park on the street. The Town should have further discussions with NYSDOT regarding signing for on-street parking in the business district near the four-corners.

Figure 18: - Potential Public Parking Locations

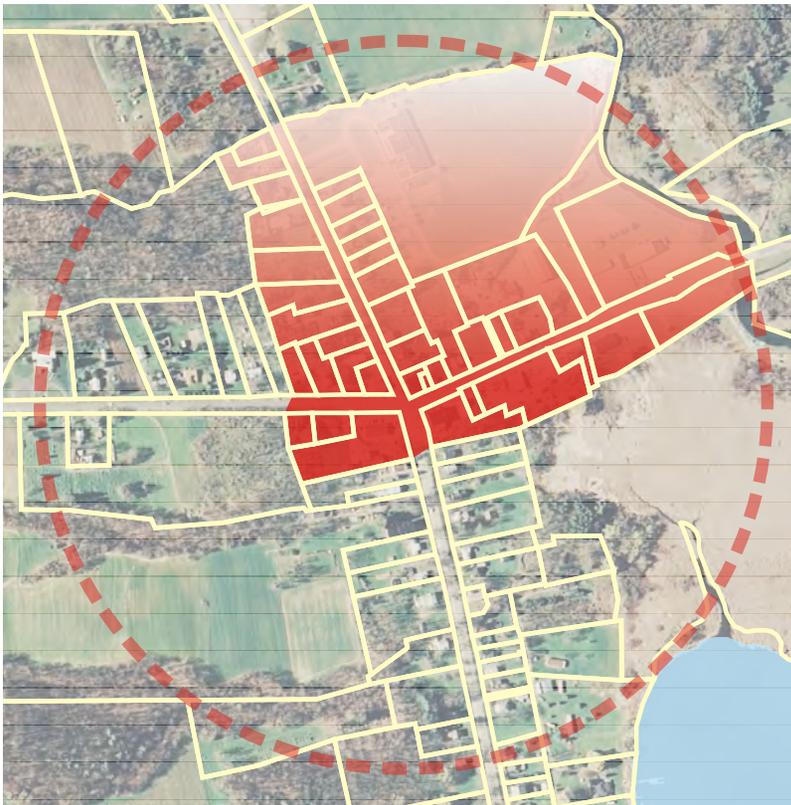


On-street parking near the four-corners (blue lines) should be maximized and off-street locations should be explored.

5. Develop a new mixed-use development zoning district for the existing business district that addresses both land use and design.

Mixed-use development should be encouraged in the core hamlet area as depicted in Figure 18. This type of development offers many advantages over single-use buildings or districts, especially in urban areas where densities are typically high and land is scarce and often expensive. A vertical mixing of uses results in multi-story structures that are made possible by the larger revenue streams associated with maximizing a particular site or parcel.

Figure 19: - Potential Mixed-use Area



The mixed-use district should replace the existing General Business Use District (B1).

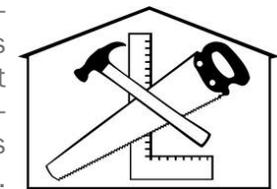
cel. By comparison, the horizontal mixing of land uses combines single-use buildings within a defined area. Both types of mixed-use developments could serve to achieve the goal of place making by bringing together complementary uses in close proximity to one another. A concerted effort to develop multi-story mixed-use buildings in the business district should be initiated. This should be done by replacing the existing zoning with a mixed-use district. The new district should permit both horizontal and vertical mixed-use and focus on quality traditional principle based design. Sanitary sewers will likely be needed in order to accommodate the array of uses and densities that are typical of a mixed-use district.

6. Work in collaboration with the New York State Department of State Division of Coastal Resource to prepare a Local Waterfront Revitalization Program (LWRP).

An LWRP is a locally prepared, land and water use plan and strategy for a community's natural, public, working, or developed waterfront. In partnership with the Division of Coastal Resources, a municipality develops community consensus regarding the future of its waterfront and refines State waterfront policies to reflect local conditions and circumstances. Once approved by the New York Secretary of State, the Local Program serves to coordinate State and federal actions needed to assist the community achieve its vision. It also positions the community to become more competitive for implementation grants through the Environmental Protection Fund for projects such as trails, docking, and other public access projects.

7. Develop a façade improvement program for the commercial area.

The Town could develop a façade improvement program that may offer incentives to encourage improvements consistent with hamlet character. Incentives may include deferred assessment increases or grant funding to cover project costs.



8. Incorporate design guidelines or standards into the review process for development or redevelopment in the hamlet.

Design guidelines or standards help to ensure that future development and redevelopment is consistent with the community's desired character as articulated in the vision. It should address building characteristics such as placement, scale and mass, and architectural character. They also often address different building types as well as the location of parking and landscape design.

The design guidelines in the appendix are intended as a tool to assist the Town in conveying the design character that is expected with development and redevelopment within the Hamlet. They should be modified as necessary as to work within the Town's development review process.

9. Develop a public square or community park in the hamlet.

Many villages across New York State, and the Country for that matter, have public gathering spaces in or around their downtowns. These public spaces can offer both passive and active recreation but also serve special events such as small concerts and holiday tree lighting ceremonies. Branchport does have a gazebo near the library but its location and design does not feel or function as an integral part of the hamlet fabric. Attendees at the community workshop as well as Committee members feel that a public space in the hamlet is needed. This space should be as close to the core of the hamlet as possible and be highly visible. The space could incorporate a children's play structure or other active recreational components but they should not be the dominate feature of the space. It should have a passive sitting area, landscaping including shade trees, interpretive/historic signage, etc. Although several potential locations were discussed, the Committee feels it is premature to recommend one. The Committee and the Town should continue to discuss locations for a public space as well as programming and design.

10. Work with County and State agencies to identify opportunities to help fund a property improvement program aimed at enticing and assisting property owners to invest in their property.

It is no secret that one of the most significant issues identified by attendees at the community workshop is property maintenance. Some feel that several highly visible properties have been poorly maintained and neglected and as a result have impacted surrounding property values within the hamlet. The Committee should work with the Yates County Planning Department and other State and local agencies to identify a funding program that might be able to entice property owners to invest in their property. The Town or its hamlet revitalization committee should consider programs administered through the New York State Office of Community Renewal, such as the New York Main Street Program.



11. Develop a historic preservation program to educate owners and to help preserve, rehabilitate, revive, and promote the adequate reuse of buildings of historic and architectural significance within Branchport.

Buildings play an important role in telling the story of a community. Their style, era and use capture a community's history and make a significant contribution to local character. There are a number of buildings in Branchport that if lost, would significantly change the community's character. A program should be developed to help preserve both residential and mixed-use buildings of historic significance. If possible, the program should include some form of financial incentive to assist with rehabilitation. Properties listed on the National Register of Historic Places may be eligible for a preservation tax credit if they are planning rehabilitation work. The federal

historic rehabilitation tax credit program allows a 20% tax credit for the substantial rehabilitation of historic properties. According to the National Register of Historic Places' web site there are currently four registered properties in Branchport. There are likely many more that would like qualify for registration. Others components that should be included in the preservation program include education regarding design and the importance of historic buildings, marketing of historic properties, and even a potential local developer or agency of last resort, such as Community Development Corporation (CDC). A community based organization like a CDC could purchase the property, improve it and sell it. In fact, the CDC could administer the program.

12. Develop a wetland boardwalk at the north end of the Lake that incorporates the existing viewing platform.

Branchport is fortunate to be located in an area with significant scenic and environmental quality. With that comes great responsibility to help preserve those natural resources as well as a great opportunity to educate people about them. A wetland boardwalk at the north end of the Keuka Lake will allow people to engage these resources with limited impact and also provide a passive recreational opportunity with public access to the water. As was suggested by the New York State Department of Environmental Conservation, the boardwalk should incorporate the existing observation tower.



13. Develop a recreational trail along Sugar Creek from the outlet area north to the Izaak Walton League.

Community members made it clear at the community planning and design workshop that they would like to see more public access to the water as well as additional recreational opportunities. A trail along Sugar Creek would help to provide both. According to the NYS-DEC, Sugar Creek is a trout stream therefore, a trail along the Creek corridor would need to be located off the stream bank and could not impact stream side vegetation. The actual design of the trail could include a stone dust and/or wood chip surface. Property easements would need to be obtained by the Town to make way for the trail. Both the proposed Finger Lakes Museum and the Branchport Fire Department are land owners that support the concept. However, liability and security are concerns that would need to be addressed.

14. Develop a trolley/trail along the south side of State Route 54A from the library to the Keuka Lake State Park.

The idea for a trolley was developed at the community planning and design workshop based on the facts that Branchport once had a trolley and there is a need to connect Branchport to Keuka Lake State park; the two proposed location of the Finger Lakes Museum. The trolley/shuttle would travel along the State Route 54A corridor from Branchport to the Park. It could also connect to the marinas on West Lake Road providing transportation for transient boaters to get to the business district as well as the museum. Development issues include funding sources, ridership demand, and administration /management.



15. Continue to coordinate planning and design efforts with the Finger Lakes Museum to maximize synergies.

One of the reasons the Town of Jerusalem initiated the development of this Plan is to be proactive in developing a community-based vision for Branchport in anticipation of potential development as a result of the proposed Finger Lakes Museum. Representatives from the Museum and the Town have been working together as community partners in bringing the museum closer to fruition and

developing this community plan. The Town and its Branchport committee and the Museum representatives should continue to work together on the implementation of this Plan as well as the Museum. As outlined in the Memorandum of Understanding between the Town and the Museum, the Town should take the necessary actions to accommodate the Museum as a permitted land use either in an existing zoning district or in a new mixed-use district.

16. Continue to work with property owners and local business owners to identify opportunities for public access to Keuka Lake.

As has been mentioned several times previously, community members have stated they desire additional public access to both Keuka Lake and Sugar Creek. However, most of the land adjacent to the waterfront is privately owned. Therefore, the Town should continue to work with local land owners in identifying opportunities to make public connections to the water. Although access does exist near the Route 54A bridge access does not exist anywhere along the Lake from West Lake Road. If an opportunity does present itself either through a development project, an easement or acquisition the Town should strongly consider it.



17. Work with the New York State Department of Environmental Conservation and other stakeholders in evaluating the feasibility of developing transient boat docking near the bridge.

Transient docking close to the business district is desired by local businesses to enable boaters to better access the business district. Transient docking is provided at the private marinas on West Lake Road for a fee. However, the proximity of the docking to the business district is a challenge. Although a location closer to the business district is desirable, such as near the Route 54A

bridge, the Department of Environmental Conservation has stated that dredging the outlet or Sugar Creek is unlikely to be permitted due to the environmental sensitivity of the area and the fact that regular dredging would be required. Although some motorized boats with minimal drafts can gain access to the Lake through the outlet the area is primarily intended for hand-carry and car-top boats. The Town should continue to have discussions with the DEC regarding developing transient docking in this location.

18. Work with municipal and community-based organizations in protecting and enhancing natural resources and environmental characteristics in the hamlet area.

Natural resources in and around Branchport help to define the scenic and environmental quality of the area. The Town and other organizations should continue to work together to educate the public as well explore regulatory options to managing and protecting these resources. Consideration should be given to sustainable stormwater management practices, erosion control, scenic impact assessments, and maintaining contiguous habitats.

19. Encourage infill residential development and consider new residential development in the area indicated on the Conceptual Plan graphic.

Every Town-wide land use planning effort in the Jerusalem has stated that growth should be directed to the existing hamlet areas (see Inventory & Analysis for summary of previous plans). If new residential development does occur the Committee is recommending that land



north of the proposed Finger Lakes Museum (former elementary school) off Guyanoga Road be the targeted area. The area is depicted on the Conceptual Plan graphic on page 26 as “Traditional Residential Development Area.” With its proximity to the center

of the hamlet, this development area could serve as an expansion of the hamlet's existing neighborhood character. New homes, including infill in the existing hamlet residential areas, should be built with traditional architectural and neighborhood character as illustrated by the preferred residential images from the image preference survey conducted at the community workshop. The property owner at the time of this study supports this concept.

economic restructuring

20. Conduct a survey of all hamlet residents asking them what types of retail and professional businesses they would patronize if they were available in the hamlet.

For retail to thrive in the hamlet it must get strong support from local residents. It will not thrive without it. The most effective way to find out what type of businesses local residents will support is to ask them. Surveys (e.g. resident surveys and business surveys) can be effective tools to find out what mix of businesses residents need or want, and to identify the needs of local businesses. However, asking is only the first step. As part of the revitalization program, specific actions must be taken to recruit the types of businesses that will be supported. Support services (e.g. small business resource centers, storefronts that sell education, collective marketing/promotions, etc.) can be put in place to help local businesses prosper. The Town and/or a revitalization committee should work with the Finger Lakes Economic Development Center to find ways to bring new businesses to Branchport.



21. Continue to develop partnerships with residents, business owners, property owners, the Town of Jerusalem and other local and regional organizations in a concerted effort to revitalize the hamlet.

The revitalization of Branchport is going to take a concerted effort by all stakeholders. It is going to take collaboration and both existing and new partnerships will be needed. It must involve resi-

dents, business owners, property owners, the Town of Jerusalem and other local and regional organizations. As outlined above, a revitalization organization or committee will likely be needed to implement this Plan and key stakeholders should be involved with it.

22. Hold a “round table” meeting with respected local developers to share the Master Plan and to discuss the potential interest in development in the hamlet.

One of the things that communities looking to revitalize and grow tend not to do is reach out to the development community and ask for input. The “developer” has been given a negative connotation, which is likely a result of people making assumptions and generalizations based on hearsay or a few developers that are not community friendly. However, there are many good developers out there that do care about the communities they work in and they want to build projects that are supported and profitable. A “round table” discussion with local or regional developers would provide insight into the likelihood of future development in Branchport.

23. Develop a “brand” for the Hamlet.

Whether it is a product, service or a community, marketing and promotions is critical to success. Local stakeholders should be brought together to discuss and develop a “brand” that can be used to market the hamlet. This marketing effort should address visitors and tourism, home ownership, retaining existing residents, entrepreneurship/businesses development, and the real estate development community. There are several things already with momentum that could work to Branchport's advantage. The focus of the Finger Lakes Museum is natural history, Yates County is establishing a strong reputation for organic agriculture, and the local farmer's market is well established and considering expansion. These combined with Branchport's natural setting could provide the opportunity is to build a theme or brand around “nature” or “natural.”

24. Continue to support a hamlet Farmer’s Market (year round if possible)

The Branchport Farmer’s Market is located at the fire department’s pavilion and typically operates on Tuesdays between the months of June and October. The market has been very successful and there is a desire to expand the operation to year round. According to the New York State Department of Agriculture & Markets there are numerous markets throughout the State that operate year round. The market could be marketed and “framed” as a component of Branchport’s brand as described above and help to leverage more foot traffic for all of Branchport businesses.



25. Consider initiating a “buy local” or a “buy from independent businesses” campaign to promote local businesses and to keep local funds local.

Involve local businesses and all other appropriate local stakeholders in the evaluation of the pros and cons of a buy local campaign. A campaign could help to promote a stronger retail sector as a means to reducing retail leakage (expenditure) by supporting local businesses, soliciting new retail businesses, and attracting a broader customer base to Branchport. Consideration should be given to coordinating any local effort with regional and State wide campaigns as to maximize synergies and funding opportunities. The New York State Department of Agriculture & Markets has a program for agricultural products and U.S. Senator Charles E. Schumer announced a “I Love NY Brew” campaign. There are numerous resources available online regarding buy local campaigns in New York State and throughout the Country.

**BUY
LOCAL.**

26. Coordinate an annual meeting between local business owners and the Finger Lakes Economic Development Center to discuss economic development opportunities.

Many local businesses are not fully aware of the Finger Lakes Economic Development Center and its program. As the local economic development engine and the Yates County Industrial Development Agency, the Council could provide valuable assistance to local businesses in both expertise and potential funding. The Town or its Branchport revitalization committee should initiate periodic meetings to discuss economic development and associated funding opportunities for Branchport.

27. Discuss with the County and the Finger Lakes Economic Development Center opportunities to coordinate and leverage collective buying power of similar types businesses within the County and Region.

Small businesses struggle with the costs of goods they need to do business, making it hard to compete with larger companies. Purchasing co-ops can help small businesses save money. Work with Yates County and Finger Lakes Economic Development Center to explore opportunities for a local program to assist small businesses.

28. Reach out and utilize the expertise of faculty and students from Keuka Lake College’s Students in Free Enterprise (SIFE) program.

Students in Free Enterprise (SIFE) is non-profit organization that works with leaders in local business and higher education to mobilize university students to make a difference in their communities. It is an international program with student organization in many colleges and universities around the world, including Keuka College. Members of the Keuka College SIFE program have been working with the Finger Lakes Museum and might be able to assist with other efforts in Branchport including marketing and branding, business planning, and business recruitment strategies.

“SIFE brings together a diverse network of university students, academic professionals and industry leaders around the shared mission of creating a better, more sustainable world through the positive power of business. By contributing their talents to projects that improve the lives of people worldwide, SIFE participants are demonstrating that individuals with a knowledge and passion for business can be a powerful force for change.”

www.sife.org

infrastructure

29. Ensure there is adequate infrastructure in place to attract and accommodate new development or redevelopment.

Adequate infrastructure is important to enticing and accommodating economic development. In fact, a correlation between the two is well established in studies around the world. With limited federal and state assistance, the burden of maintaining existing and developing new infrastructure typically falls on local governments. In some high growth areas local municipalities have been able to convince developers to absorb the bulk of the infrastructure costs. However, in slow growth areas, like Upstate New York and more specifically Branchport, this approach will likely prove unsuccessful. This is not only true with local roads but also with water and sewer systems.

The lack of public sewer in Branchport has been a topic of discussion for many years. In 2001, the Keuka Lake Improvement Cooperative in association with the Keuka Lake Association, and the New York State Department of Conservation completed Phase 1 and Phase 2 of the Keuka Lake Sewerage Study. The study outlined several alternatives to developing sewers in the Keuka Lake area, including Branchport. As is often the case, the cost of the service was and still is a significant issue for local residents. Some people want sewers and some simply do not. The reasons vary. Some believe sewers are needed either because an existing septic system is failing and needs to be repaired or replaced and the short term costs are high or, in some cases, poor soils prevent them from re-

solving issues associated with their existing system. Others would rather maximize the use of their lot which is now occupied in part by a septic. There are also people that have no interest in sewers either because their existing septic works fine or they just simply cannot afford the additional costs associated with sewers. No matter what is decided it is likely that not everyone will agree with the decision. However, the one thing that most Committee members agree with is that for any significant development or redevelopment to occur in Branchport public sewers are needed. Mixed-use and higher density development are just not likely to happen without it,

The Town and local stakeholders should continue to discuss public sewers and explore innovative and creative ways to accommodate future development and also be sensitive to the cost for local residents. They should pay close attention to both State and Federal funding opportunities that might come available.

30. Encourage green technologies and energy conservation techniques to minimize the community’s environmental footprint.

Considering programs that encourage developers to implement sustainable site planning and building practices such as:

- Percentage of buildings that maximize southern exposure (solar heat);
- Small scale wind energy conversion systems;
- Dedicated space for community agricultural use (community gardening);
- Stormwater management such as rain gardens and green roofs;
- Mixed-use and compact developments; and
- Preserve existing plants or use native plant material.

5.

implementation

The Steering Committee, in partnership with the Town of Jerusalem, should be a driving force behind implementation of the hamlet master plan. The first step in implementing the Plan is the Town Board's formal adoption of the master plan as a component of the Town's Comprehensive Plan. Developing the hamlet master plan was a recommendation from the comprehensive plan and is an accomplishment that should be recognized. Furthermore, adoption of the plan articulates the Town's commitment to pro actively revitalize the hamlet.

The specific actions that will implement this plan are described in the previous section. The table below prioritized the actions and provides a planning level costs estimate. Potential sources of funding or technical assistance (where applicable) are also identified.

Identifying and prioritizing short-term, mid-term and long-term actions can assist in the implementation process. Short-term actions can be implemented quickly with little financial investment. These actions may also address concerns that need immediate attention. Short-term actions are key in continuing the momentum of the planning process. Mid-term actions are those that may require additional investment of finances and time which build on the successful completion of earlier tasks. Long-term actions would require significant commitments of time and funding, but are critical to sustaining the hamlet into the future.



to
SUCCESS include:

- **Keep the Steering Committee together.**
- **Continue to build partnerships in both the private and public sectors. Revitalization has to be a joint effort.**
- **Show progress by picking some “low hanging fruit” and get something done, such as working with NYSDOT to get the crosswalks painted.**
- **Celebrate successes and let people know about them.**
- **Emphasize quality in every aspect.**

Recommended Action	Time Frame	Potential Planning Costs	Potential Funding/ Technical Resource
organization			
1. Develop a committee or organizational to help coordinate the implementation of the Branchport Hamlet Master Plan.	Short	-	PPP, TOJ
community design			
2. Improve the streetscape character and quality on Guyanoga Road, Route 54A, West Lake Road, and Italy Hill Road within the five minute walk area (approximately one-quarter mile from the four-corners).			
<ul style="list-style-type: none"> Guyanoga Road 	Medium-Long	\$70K	CDBG, TEP
<ul style="list-style-type: none"> Route 54A (East Leg) 	Long	\$600K	CDBG, TEP, NYSDOS
<ul style="list-style-type: none"> West Lake Road 	Medium-Long	\$100K	CDBG, TEP
<ul style="list-style-type: none"> Italy Hill Road 	Medium-Long	\$40K	CDBG, TEP
3. Develop gateway treatments on Guyanoga Road, Route 54A, West Lake Road, and Italy Hill Road near the locations indicated on the Conceptual Plan graphic.	Medium	\$10k each	TEP, NYSMSP
4. Establish on-street parking and develop/share off-street parking lots in potential locations such as at the Branchport Fire Hall, at the proposed Finger Lakes Museum, and the library.	Medium - Long	TBD	TEP, TOJ, PPP

Recommended Action	Time Frame	Potential Planning Costs	Potential Funding/ Technical Resource
5. Develop a new mixed-use development zoning district for the existing business district that addresses both land use and design.	Short	\$0-\$20K	TOJ, NYSDOS
6. Work in collaboration with the New York State Department of State Division of Coastal Resource to prepare a Local Waterfront Revitalization Program (LWRP).	Medium	\$60K	NYSDOS, TOJ
7. Develop a façade improvement program for the commercial area.	Medium	\$10K+	CDBG
8. Incorporate design guidelines or standards into the review process for development or redevelopment in the hamlet.	Short	\$0-\$5K	CDBG, NYSDOS
9. Develop a public square or community park in the hamlet.	Short - Medium	\$60K+	PPP, NYSO-PRHP
10. Work with County and State agencies to identify opportunities to help fund a property improvement program aimed at enticing and assisting property owners to invest in their property.	Medium	TBD	CDBG, TOJ, YC
11. Develop a historic preservation program to educate owners and to help preserve, rehabilitate, revive, and promote the adequate reuse of buildings of historic and architectural significance within Branchport.	Short-Medium	\$10K+/-	NYSOPRHP
12. Develop a wetland boardwalk at the north end of the Lake that incorporates the existing viewing platform.	Long	\$300K	NYSDEC, NYSDOS, NYSO-PRHP
13. Develop a recreational trail along Sugar Creek from the outlet area north to the Izaak Walton League.	Medium - Long	\$150K	NYSDEC, NYSDOS, NYSO-PRHP
14. Develop a trolley/trail along the south side of State Route 54A from the library to the Keuka Lake State Park.	Long	\$400K+/-	PPP, NYSDOS, NYSO-PRHP
15. Continue to coordinate planning and design efforts with the Finger Lakes Museum to maximize synergies.	Short	\$0-\$10K	CDBG, NYSDOS, PPP
16. Continue to work with property owners and local business owners to identify opportunities for public access to Keuka Lake.	Short - Long	--	--

Recommended Action	Time Frame	Potential Planning Costs	Potential Funding/ Technical Resource
17. Work with the New York State Department of Environmental Conservation and other stakeholders in evaluating the feasibility of developing transient boat docking near the bridge.	Medium	TBD	NYSDEC, NYSDOS, NYSOPRHP
18. Work with municipal and community-based organizations in protecting and enhancing natural resources and environmental characteristics in the hamlet area.	Short - Long	--	NYSDOS
19. Encourage infill residential development and consider new residential development in the area indicated on the Conceptual Plan graphic.	Long	TBD	--
economic restructuring			
20. Conduct a survey of all hamlet residents asking them what types of retail and professional businesses they would patronize if they were available in the hamlet.	Medium	\$0 - \$5K	TOJ, IDA, NYSCA, KC
21. Continue to develop partnerships with residents, business owners, property owners, the Town of Jerusalem and other local and regional organizations in a concerted effort to revitalize the hamlet.	Short	--	--
22. Hold a “round table” meeting with respected local developers to share the Master Plan and to discuss the potential interest in development in the hamlet.	Short	\$0 - \$1K	PPP, IDA
23. Develop a “brand” for the Hamlet.	Short - Medium	\$0 - \$10K	IDA, KC
24. Continue to support a hamlet Farmer’s Market (year round if possible)	Short		
25. Consider initiating a “buy local” or a “buy from independent businesses” campaign to promote local businesses and to keep local funds local.	Short - Medium	\$0 - \$10K	IDA, KC
26. Coordinate an annual meeting between local business owners and the Finger Lakes Economic Development Center to discuss economic development opportunities.	Short - Medium	\$0 - \$1K	PPP, IDA

Recommended Action	Time Frame	Potential Planning Costs	Potential Funding/ Technical Resource
27. Discuss with the County and the Finger Lakes Economic Development Center opportunities to coordinate and leverage collective buying power of similar types businesses within the County and Region.	Medium	TBD	--
28. Reach out and utilize the expertise of faculty and students from Keuka Lake College's Students in Free Enterprise (SIFE) program.	Short	TBD	PPP
infrastructure			
29. Ensure there is adequate infrastructure in place to attract and accommodate new development or redevelopment.	Medium - Long	TBD	CDBG, PPP
30. Encourage green technologies and energy conservation techniques to minimize the community's environmental footprint.	Short - Medium	\$10K	NYSERDA

Funding Source Abbreviations

NYSOPRHP	New York State Office of Parks, Recreation and Historic Preservation
NEA	National Endowment for the Arts
CDBG	Community Development Block Grant
TEP	Transportation Enhancement Program
NYSCA	New York Council on the Arts
NYSDEC	New York State Department of Environmental Conservation
NYSDOS	New York State Department of State
RTP	Recreational Trails Program
TOJ	Town of Jerusalem
NYSDOT	New York State Department of Transportation in partnership with the Town and County
NYSESD	New York State Empire State Development
PPP	Public / Private Partnership
YC	Yates County
KC	Keuka College
IDA	Industrial Development Agency (Finger Lakes Economic Development Center)
NYSERDA	New York State Energy Research and Development Authority

