

Town and Village of Cazenovia

Water Quality Protection Strategy and Economic and Tourism Development Plan



Action Plan - - Final (Document A)



March 21, 2002

**TOWN AND VILLAGE OF CAZENOVIA WATER QUALITY PROTECTION STRATEGY
AND ECONOMIC AND TOURISM DEVELOPMENT PLAN**

Action Plan - - Final (Document A)

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PREFACE

This Action Plan advances the recommendations of the Town and Village of Cazenovia Water Quality Protection Strategy and Economic and Tourism Plan by identifying several key immediate actions for implementation. It is the intent of this document to act as a reference for local decision makers and public interest organizations. As such, the Action Plan lays out the steps needed to advance public and private initiatives to strengthen the local economy, enhance tourism activities, and protect the water quality of Cazenovia Lake.

INTRODUCTION

The Town and Village of Cazenovia, like many other upstate New York towns and villages, is experiencing a variety of economic and land use pressures which threaten to undermine its quality of life. Given the intermunicipal nature of these problems, the town and village have developed a plan to help guide public and private initiatives to strengthen their local economy and enhance tourism activities, as well as to protect the water quality of Cazenovia Lake. The Town and Village of Cazenovia US Route 20 Corridor Enhancement Strategy and the Cazenovia Lake Watershed Protection Plan, hereafter referred to as the plan, was prepared for the Town and Village of Cazenovia and the New York State Department of State Division of Coastal Resources with funds provided under Title 11 of the Environmental Protection Fund Act. The planning firm, Behan Planning Associates, LLC, of Saratoga Springs, New York, produced the document with the assistance of EcoLogic, LLC, of Cazenovia, New York, and River Street Planning and Development, Inc. of Troy, New York. It advances several of the recommendations and concepts outlined in the Regional Development and Conservation Strategy for the Towns of Cazenovia, Fenner, Nelson and the Village of Cazenovia (Behan Planning Associates, LLC, 2001). Critical issues addressed as part of this comprehensive planning effort are divided into two main areas.

The Cazenovia Lake Watershed and Chittenango Creek Corridor issues include:

- The relationship between density of development and the input of contaminants (nutrients and sediment) to Cazenovia Lake;
- Predicted lake water quality in the future given build out of the watershed under existing land use controls;
- Technical and institutional measures to reduce the input of contaminants;
- Recommended in-lake measures such as harvesting, chemical controls, and biological controls;
- Opportunities to actively protect the stream corridor and prevent degradation from occurring; and,
- Development of future land use and development strategies, which actively incorporate measures to protect and enhance the stream corridor.

The Village of Cazenovia and the US Route 20 Corridor issues include:

- Impacts of land use on the community's economic health;
- Impacts of tourism and historic preservation upon the community's economic health;
- Downtown market characteristics and allocation of the retail mix;
- Areas for infill development and expansion of the village's commercial fabric and character; and,
- Promotional efforts aimed at making Cazenovia more of a destination and to market the local community offerings.

The environmental benefits accrued as a result of the this plan include:

- Leverage of local economic initiatives into appropriate development creating new employment and tax base enhancement opportunities;
- Recommended tools to manage land use change to strengthen the local economy and protect community character;
- Increased awareness of the effects of development and agricultural practices upon water quality;
- Increased awareness of the ways in which the historic district and many of the preserved buildings' architecture are an asset to both the local community and business community; and,
- Enhancement of the human environment with additional access to water resources.

HOW THE PLAN IS ORGANIZED

The plan is divided into three documents. Document A, the Action Plan, advances key short-term demonstration projects by detailing the necessary steps to carry these projects toward implementation. Document B, Recommendations, documents both long and short-term recommendations, recommends a variety of demonstration projects, and suggests regulatory and non-regulatory actions. It also offers suggestions as to possible federal, state, and local funding sources. Document C, Inventory and Analysis, describes the baseline data and associated findings.

KEY IMMEDIATE ACTIONS FOR IMPLEMENTATION

This section highlights key immediate actions for implementation. Where appropriate, key local and state stakeholders should be involved in the implementation of these actions. Key stakeholders include but are not limited to: local property owners, Town and Village Board, Planning and Zoning Boards; the Greater Cazenovia Area Chamber of Commerce (GCACC); the Cazenovia Advisory Conservation Commission (CACC); the Cazenovia Lake Association; the Cazenovia Preservation Foundation (CPF); the Cazenovia Area Equine Association (CAEA); Madison County's Planning Board, Industrial Development Agency, Health Department, Planning Department, Soil and Water Conservation Service, Environmental Management Council Non-point Water Quality Committee, Sewer District, Farm Bureau, Travel and Tourism Bureau; the CNY Regional Market Authority and Regional Planning & Development Board; the NYS Empire State Development Corporation, Canal Corporation and Departments of State, Transportation, Environmental Conservation, Parks, Recreation and Historic Preservation, and Agriculture and Markets.

THE CAZENOVIA LAKE WATERSHED AND THE CHITTENANGO CREEK CORRIDOR CHARACTER AREA

Issue

Excessive input of phosphorous into the surface water system from private residential septic systems that are not properly functioning is causing water quality to decrease.

Recommendation

Modify the septic management policy to control phosphorus from on-site wastewater treatment systems.

Immediate Action for Implementation

Adopt a uniform sanitary code throughout the Cazenovia Lake watershed based on the Ontario County model. Septic systems and sewer systems within 500 ft of the lake should be considered in a "critical environmental zone" and subject to more frequent inspection. Substandard systems in this zone should be required to install holding tanks or other appropriate mitigation until systems can be brought into compliance. In addition, identify alternatives including community systems or extension of sewer district in areas where density, depth to groundwater, or soils preclude adequate treatment of wastewater



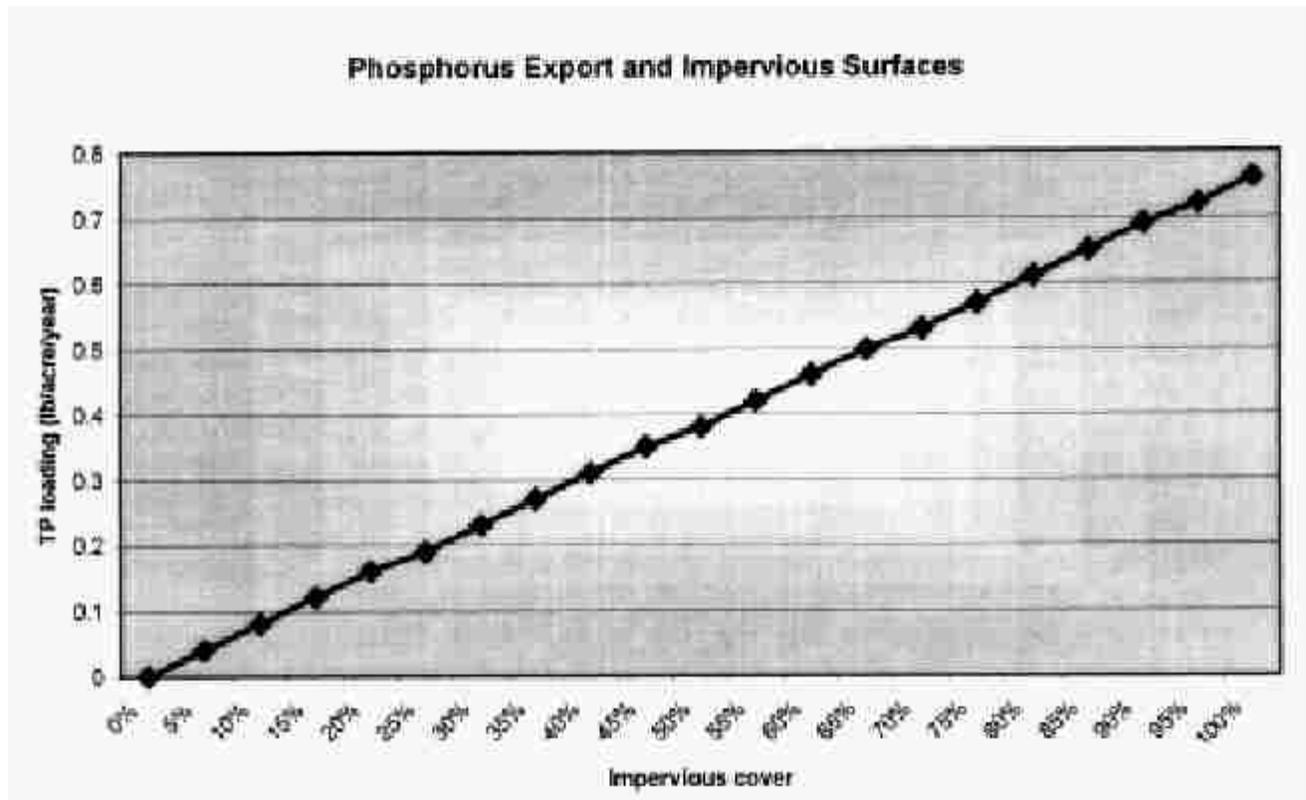
Aerial view of the Cazenovia Lake Watershed. Notice the amount of development immediately adjacent to the Cazenovia Lake shoreline.

How to Implement

Steps	Lead Agency	Key Assisting Agencies, Departments or Organizations	Potential Funding Sources
<p>Set up working group comprised of key assisting agencies, departments, or organizations as program advisors.</p> <p>Draft a uniform sanitary code based on the Ontario County model (Recommendations-- Document B, Appendix B). This code shall include a definition of the “Critical Environmental Zone”.</p> <p>Retain professional engineering firm to assist with feasibility study and cost estimates of alternatives.</p>	<p>Town and Village Boards</p> <p>Madison County Sewer District</p>	<p>Cazenovia Lake Association</p> <p>Cazenovia Advisory Conservation Commission (CACC)</p> <p>Madison County Planning Department</p> <p>Madison County Health Department</p> <p>Madison County Environmental Management Council</p> <p>Madison County Soil and Water Conservation Service</p> <p>NYS Department of Environmental Conservation</p> <p>NYS Department of Health</p> <p>NYS Canal Corporation</p> <p>US Department of Agriculture-Natural Resources Conservation Service</p>	<p>None anticipated</p>

Issue

A direct adverse relationship exists between increased impervious surfaces (pavement, roofs, structures) and water quality.



This chart illustrates the relationship between increased development (impervious cover) and increased phosphorus export. In the Cazenovia Lake watershed the transition to medium or high density residential, from forest or low density residential (rural residential) would result in an increased level of phosphorus exported into the lacustrine environment. The associated increase in phosphorus will have a significant impact upon the lacustrine environment and ultimately upon lake water quality.

Recommendation

Future development in the watershed should consider limitations on the amount of impervious surface. In the riparian corridor (within 500 feet of creeks, streams or lakes) the goal is a maximum 10% impervious surface. In non-riparian areas, within the lake watershed zone, the goal is a maximum 25% impervious surface.

Immediate Action for Implementation

Amend town and village zoning in lake watershed area to addresses impervious surface limits by establishing a maximum percent of surface coverage for structures and pavement on a district-by-district basis. Adjust development densities to reflect land carrying capacity and to encourage conservation-based design for new development.

How to Implement

Steps	Lead Agency	Key Assisting Agencies, Departments or Organizations	Potential Funding Sources
<p>Determine appropriate percent of coverage for each zoning district based on acceptable lake phosphorus levels. These levels are discussed in Recommendations-- Document B.</p> <p>Determine appropriate development density and conservation-based development guidelines.</p> <p>Review and amend zoning regulations.</p>	<p>Town and Village Boards</p>	<p>Town and Village Planning Boards</p> <p>Cazenovia Lake Association</p> <p>Cazenovia Advisory Conservation Commission (CACC)</p> <p>Madison County Environmental Management Council Non-point Water Quality Committee</p> <p>Madison County Soil and Water Conservation Service</p> <p>NYS Department of Environmental Conservation</p> <p>NYS Canal Corporation</p> <p>US Department of Agriculture-Natural Resources Conservation Service.</p>	<p>None anticipated</p>

Issue

The loss of natural vegetation for shade and cover for fish and animal habitat and of erosion is most critical in the shoreline zone.

Recommendation

Land use regulations should be modified to explicitly include a riparian buffer zone around Chittenango Creek and expand the buffer zone around Cazenovia Lake.



Immediate Action for Implementation

Develop a Model Ordinance for Riparian Buffers.

Development close to streams can lead to degradation of water quality and a permanent loss of aquatic habitat. The establishment of a riparian buffer zone would grant varying measures of protection to a wider shoreline area and thus offer better protection for Cazenovia Lake and the Chittenango Creek corridor. Existing land use policy and zoning do not explicitly protect the Chittenango Creek corridor. Town and village land use regulations are inconsistent in the is regard. It is important that some uniform protective measures be put in place that will protect this valuable resource form possible future degradation.

How to Implement

Steps	Lead Agency	Key Assisting Agencies, Departments or Organizations	Potential Funding Sources
<p>Review the draft policy provided in Recommendations-- Document B, Appendix C.</p> <p>Refine as needed and adopt* the ordinance.</p> <p>*Consider adopting the policy as a joint municipal effort.</p>	<p>Town and Village Boards</p>	<p>Town and Village Planning Boards</p> <p>Cazenovia Advisory Conservation Commission (CACC)</p> <p>Cazenovia Lake Association</p> <p>Madison County Soil and Water Conservation Service</p> <p>Madison County Environmental Management Council</p> <p>NYS Department of Environmental Conservation</p> <p>NYS Canal Corporation</p> <p>US Department of Agriculture-Natural Resources Conservation Service</p>	<p>None anticipated</p>

Issue

Lakefront property and land with views to the water will continue to develop -- which, if unmitigated, will affect both scenic and recreational resources and water quality.

Recommendation

Develop a cooperative conservation easement program in the watershed area with a goal to permanently protect between 1,000 to 2,000 acres of land.

Immediate Action for Implementation

Authorize professional services, appoint a committee, and charge the committee with developing the program.

How to Implement



A Cazenovia Lake watershed land conservation program could draw from the Town of Pittsford Greenprint™ (Greenprint is a trademark of Behan Planning Associates, LLC.) as an example. This program would identify priority sites, set acreage target for protection, and determine costs, benefits and financing.

Action Steps	Lead Agency	Key Assisting Agencies, Departments or Organizations	Potential Funding Sources
Secure funding for professional services.	Cazenovia Preservation Foundation (CPF)	Town and Village Boards	Town of Cazenovia
Authorize professional services, appoint a committee, and developing the program.	Cazenovia Lake Association	Cazenovia Advisory Conservation Commission (CACC)	Cazenovia Preservation Foundation (CPF)
Develop a ranking criteria to identify the parcels which are most suitable for conservation and development within the watershed area.		Madison County Planning Department	Cazenovia Lake Foundation
Identify those parcels most in need of acquisition and protection measures based on the criteria.		Madison County Environmental Management Council	Preservation League of New York, Preserve New York Program for areas within the watershed of Lorenzo
		Madison County Soil and Water Conservation Service	
		NYS Department of Environmental Conservation	New York State Department of Transportation, Transportation Enhancements Program (TEA-21)
		US Department of Agriculture-Natural Resources Conservation Service.	

Steps	Lead Agency	Key Assisting Agencies, Departments or Organizations	Potential Funding Sources
<p>Identify grant money and appropriate matching funds for land acquisition. Consider municipal bond option (reference: Town of Pittsford's, Greenprint™ Initiative) and apply for funding for the outright purchase of lands, and for the purchase of development rights and conservation easements.</p> <p>If needed, draft a local law for conservation easements (reference: Town of Perinton), review and adopt.</p>			<p>US Department of Interior, Rivers, Trails and Conservation Assistance</p> <p>NYS Office of Parks, Recreation and Historic Preservation, Environmental Protection Fund/1996 Clean Water/Clean Air Bond Act, and Certified Local Government Grants</p> <p>NYS Legislature, Member Items</p>

Issue

The Chittenango Creek corridor holds tremendous additional potential as a tourism and recreational resource -- both in the village and the town.

Recommendation

Establish a conservation goal (in linear feet) for the protection of lake shoreline and for the creation of a “Chittenango Creek Greenway” (an “emerald necklace”) of fishing access spots, nature preserves, multi-purpose paths, and other cultural and economic attractions.

Immediate Action for Implementation

Develop a master plan to expand the existing Chittenango Creekwalk outward from the center of the village and to link up with existing trail infrastructure and key destinations such as the Lorenzo State Historic Site.



Chittenango Creek has tremendous untapped recreation and tourism potential. One good model for Cazenovia is the Battenkill River, a valuable natural and economic resource. Its reputation as an “anglers paradise” brings a variety of tourist to the area. Located in the heart of the Village of Manchester, Vermont, several high-end retail chains have capitalized upon the tourism draw and developed a discount retail center. Other attractions to the area include unique beds-and-breakfasts, specialty shops, and local restaurants. As a public investment, the village has maintained the quaint feeling and pedestrian friendly environment through design guidelines and codes which encourage high quality and creative development.

How to Implement

Steps	Lead Agency	Key Assisting Agencies, Departments or Organizations	Potential Funding Sources
<p>Secure grants and local funding for planning services.</p> <p>Authorize professional services, appoint a committee, and charge the committee with developing the master plan.</p> <p>In developing the master plan, identify potential linkages to existing trail infrastructure and key destination such as the Lorenzo State Historic Site.</p> <p>Explore the potential for installing amenities for a variety of users.</p> <p>Identify grant money and matching funds to advance implementation activities.</p> <p>Review and adopt the master plan.</p> <p>Implement recommendations.</p>	<p>Cazenovia Preservation Foundation (CPF)</p>	<p>Link Trail Association of the North Country Trail Association</p> <p>Cazenovia Area Equine Association (CAEA)</p> <p>Cazenovia Lake Association</p> <p>Town and Village Planning Board</p> <p>Cazenovia Advisory Conservation Commission (CACC)</p> <p>Madison County Planning Department</p> <p>Madison County Parks Commission</p> <p>Madison County Board of Supervisors, Planning Committee</p> <p>Madison County Environmental Council</p> <p>NYS Department of State</p> <p>NYS Department of Environmental Conservation</p> <p>NYS Office of Parks, Recreation and Historic Preservation</p> <p>Trout Unlimited</p> <p>US Department of Agriculture-Natural Resources Conservation Service.</p>	<p>US Department of Interior, Rivers, Trails and Conservation Assistance</p> <p>NYS Office of Parks, Recreation and Historic Preservation, Environmental Protection Fund/1996 Clean Water/Clean Air Bond Act, and Certified Local Government Grants</p> <p>NYS Department of Transportation, Transportation Enhancements Program (TEA-21)</p> <p>NYS Department of State, Division of Local Government Services, Quality Communities Program</p> <p>NYS Legislature, Member Items</p>

THE VILLAGE OF CAZENOVIA CHARACTER AREA

Issue

In order to become more economically competitive, the village needs to secure a critical mass and mixture of attractions.

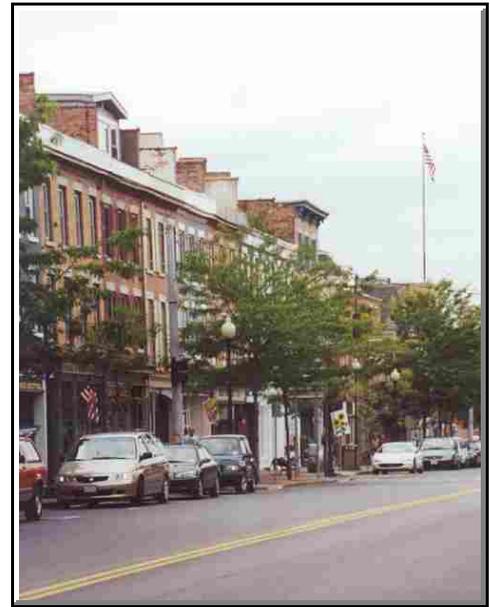
Recommendation

Strengthen the retail and service economy in the village by providing the support services necessary to improve existing small businesses and attract new ones.

Immediate Action for Implementation

Prepare a master plan for Smith’s and Harvey’s.

How to Implement



The Village of Skaneateles has a very successful downtown area, adjacent to Skaneateles Lake, offering a mixture of shops and services.

Steps	Lead Agency	Key Assisting Agencies, Departments or Organizations	Potential Funding Sources
Establish a committee to assist in the study, to review findings and recommendations. The committee should be composed of the property owners, tenants, and representatives of the Cazenovia Preservation Foundation and Cazenovia Village Board, as well as interested members of the local community.	Village Board	Village Planning Board Cazenovia Preservation Foundation (CPF) Greater Cazenovia Area Chamber of Commerce (GCACC) Madison County Planning Department NYS Office of Parks, Recreation and Historic Preservation Local business owners, operators and tenants.	Property owners Village of Cazenovia NYS Office of Parks, Recreation and Historic Preservation, Certified Local Government Grants New York State Council on the Arts, Architecture, Planning and Design Program NYS Department of State, Division of Local Government Services, Quality Communities Program

Steps	Lead Agency	Key Assisting Agencies, Departments or Organizations	Potential Funding Sources
<p>Authorize professional services from a professional planning and design firm.</p> <p>Appropriate funds to prepare the master plan.</p> <p>Identify funding initiatives and incentives to advance key recommendations.</p>			

Issue

Creative use and conservation of Cazenovia’s historic buildings and traditional community design helps establish a strong economic niche for the community.

Recommendation

- ☛ Intensify efforts to protect, preserve, enhance and promote Cazenovia’s key historic gateways, residential neighborhoods, and architecture.

Immediate Action for Implementation

- ☛ Adopt a local historic preservation ordinance with design guidelines for existing historic architecture, new construction, infill, signage, landscaping and formal architectural review procedures for both the Cazenovia Village Historic District and the Albany Street Historic District.



Located in the heart of the historic business district, the Lincklaen House and Seven Stone Steps Tavern are economic and cultural assets.

How to Implement

Steps	Lead Agency	Key Assisting Agencies, Departments or Organizations	Potential Funding Sources
<p>Authorize professional services and appropriate funds to develop the local historic preservation ordinance and design guidelines.</p> <p>Establish a committee to review the ordinance and design guidelines and make recommendations.</p> <p>Adopt the ordinance and design guidelines as an amendment to village zoning regulations.</p>	<p>Village Board</p>	<p>Village Zoning Board and Planning Board</p> <p>Cazenovia Preservation Foundation (CPF)</p> <p>Interested residents and local architects</p> <p>Madison County Planning Department</p> <p>NYS Office of Parks, Recreation and Historic Preservation</p>	<p>NYS Office of Parks, Recreation and Historic Preservation, Certified Local Government Grants</p> <p>New York State Council on the Arts, Architecture, Planning and Design Program</p> <p>NYS Legislature, Member Items</p>

Issue

There is a lack of capital to address the rehabilitation and reuse of vacant and underutilized historic structures, support new business development and housing needs in the village historic business district.

Recommendation

Secure grant funding through the Governor’s Office for Small Cities (GOSC) of the New York State Housing Trust Fund Corporation (NYS HTFC), and other similar funding programs to support community development projects such as housing rehabilitation and new construction, adaptive reuse and rehabilitation of existing structures. Coordinate with the Madison County microenterprise program.

Immediate Action for Implementation

Apply for a grant under the Governor’s Office for Small Cities (GOSC) program to create a community development program aimed at funding infrastructure and structural improvements and investments in older buildings on a block-by-block basis such as the “stone building block” on Albany Street.



Many infrastructure (new heating and cooling systems and wiring for telecommunications, among others) and structural improvements are often needed to make older, and historic buildings more desirable for businesses.

How to Implement

Steps	Lead Agency	Key Assisting Agencies, Departments or Organizations	Potential Funding Sources
<p>Create a local community development program.</p> <p>Authorize professional services and appropriate funds to write grant application.</p> <p>Apply for grant application.</p>	<p>Village Board</p>	<p>Town and Village Planning Boards</p> <p>Local business and property owners</p> <p>The Greater Cazenovia Area Chamber of Commerce (GCACC) Historic Business District Committee</p> <p>Cazenovia Preservation Foundation (CPF)</p> <p>Madison County Industrial Development Agency</p> <p>NYS Office of Parks, Recreation and Historic Preservation</p>	<p>Governor’s Office for Small Cities (GOSC), of the NYS Housing Trust Fund Corporation (HTFC), Small Cities Community Development Block Grant; Economic Development Open Round; Single Purpose Comprehensive Grants; and Economic Development Grants</p> <p>Madison County, Microenterprise Program</p> <p>NYS Legislature, Member Items</p>

Issue

The key gateway to the village from US Route 20 heading westward is visually unattractive due to the large expanses of pavement and underutilized land. The current uses take minimal advantage of the natural (location on the creek) and historic setting of the village.

Recommendation

Create additional new commercial uses, public gathering areas, and mixed-use spaces within the Albany Street Historic Business District’s “Eastern Village Gateway.”

Immediate Action for Implementation

Develop and coordinate a revitalization master plan for the “Eastern Village Gateway”. As part of the planning efforts, examine the following sites and adjacent areas: Town garage site, True Value Hardware site, Incubator/Atwell Building site, and Chittenango Creek.



An “unrealized” potential exists for redevelopment of the village’s gateway.

How to Implement

Steps	Lead Agency	Key Assisting Agencies, Departments or Organizations	Potential Funding Sources
<p>Secure cooperative funding from: state, county, town, village, Greater Cazenovia Area Chamber of Commerce (GCACC), and private landowners.</p> <p>Authorize professional services and appropriate funds to develop the plan.</p> <p>Explore the potential for a village business park of well-designed mixed-use (some retail, upscale residential, senior housing and parking garage) multi-story complexes built around an extended Albany Street</p>	<p>Town and Village Boards</p>	<p>Town and Village Planning Boards</p> <p>The Cazenovia Preservation Foundation (CPF)</p> <p>The Greater Cazenovia Area Chamber of Commerce (GCACC)</p> <p>Local business owners and operators</p> <p>Citizens for Responsible Growth</p> <p>NYS Department of Transportation</p> <p>NYS Department of State</p>	<p>NYS Office of Parks, Recreation and Historic Preservation, Certified Local Government Grants</p> <p>New York State Council on the Arts, Architecture, Planning and Design Program</p> <p>NYS Legislature, Member Items</p>

Steps	Lead Agency	Key Assisting Agencies, Departments or Organizations	Potential Funding Sources
<p>streetscape and Chittenango Creekwalk and village green. (Reference: San Antonio, Arizona river walk.)</p> <p>Establish a committee to assist in the planning, review findings, and make recommendations.</p> <p>Consider hosting a community-wide design charrette for the conceptual development of these spaces.</p> <p>Identify funding initiatives and incentives to advance plan implementation and authorize grant applications.</p> <p>Develop a marketing program for the area.</p> <p>Authorize professional services to oversee implementation of the master plan.</p>		<p>NYS Department of Environmental Conservation</p> <p>US Department of Agriculture-Natural Resources Conservation Service</p>	

Issue

Lack of and perceived lack of readily available parking on or visible to Albany Street deters people from patronizing local businesses.

Recommendation

Address public parking deficiencies in the village by collaboratively funding construction or leasing of a new public parking area.

Immediate Action for Implementation

Create additional off-street parking spaces on underutilized parcels in the village.



Located in the City of Saratoga Springs, the structure on the right is a two-story parking garage which fits in well with the character of the city. The Town and Village of Pittsford share a public parking facility in the village center. Construction and maintenance of this facility is shared by the town and village.

How to Implement

Steps	Lead Agencies	Key Assisting Agencies, Departments or Organizations	Potential Funding Sources
<p>Determine the size of lot(s) needed through the village’s parking task force and in collaboration with the Town of Cazenovia.</p> <p>Identify underutilized properties or portions of properties in the village, that could potentially serve as parking lots.</p> <p>Establish planning, design, and construction budgets and develop additional pocket parking lot(s) on these properties.</p> <p>Explore options for developing a cooperative parking system with existing parking lot owners.</p>	<p>Village and Town Boards</p>	<p>Village Planning Board</p> <p>Greater Cazenovia Area Chamber of Commerce (GCACC)</p> <p>Local Business, Religious and Educational Institutions</p> <p>Property Owners</p> <p>NYS Department of Transportation</p>	<p>Village of Cazenovia</p> <p>NYS Legislature, Member Items</p>

Issue

The historic residential character and scale of the neighborhoods adjacent to the Albany Street Historic Business District’s “Eastern Village Gateway” need to be protected from incompatible new residential and commercial construction as well as inappropriate site and structural alterations.

Recommendation

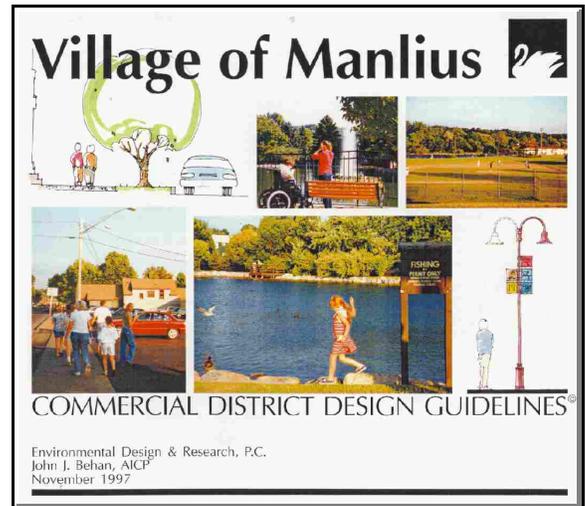
Intensify efforts to protect the character of the residential neighborhoods located in the transitional area (Park Street/Sims Lane eastward to the village line) adjacent to the Albany Street Historic Business District’s “Eastern Village Gateway.”

Immediate Action for Implementation

Develop and adopt residential transitional area design guidelines for new construction, infill, signage, landscaping and alterations to existing structures within the zone.

How to Implement

Steps	Lead Agency	Key Assisting Agencies, Departments or Organizations	Potential Funding Sources
<p>Authorize professional services and appropriate funds to develop the design guidelines.</p> <p>Establish a committee to review the guidelines and make recommendations.</p> <p>Adopt the guidelines as an amendment to Village zoning regulations.</p>	Village Board	<p>Village Planning and Zoning Board</p> <p>Cazenovia Preservation Foundation (CPF)</p> <p>Local business owners and operators</p> <p>Madison County Planning Department</p> <p>NYS Department of State</p> <p>NYS Office of Parks, Recreation and Historic Preservation</p>	<p>NYS Office of Parks, Recreation and Historic Preservation, Certified Local Government Grants</p> <p>NYS Department of State, Division of Local Government Services, Quality Communities Program</p> <p>New York State Council on the Arts, Architecture, Planning and Design Program</p> <p>NYS Legislature, Member Items</p>



Design guidelines were developed for the Village of Manlius to address new residential and commercial construction as well as alterations to existing structures within the village’s commercial district. Similar design guidelines should be developed for the village.

THE US ROUTE 20 EAST CORRIDOR CHARACTER AREA

Issue

The US Route 20 corridor is an environmentally sensitive area serving as both the “economic spine” and the “front door” for visitors and residents of community – its economic and environmental vitality, function, and attractiveness is very important. To prosper and grow while protecting resources, this area needs a coordinated approach for infrastructure expansion, parcel development and natural resource conservation.

Recommendation

To maintain a strong healthy tax base, protect environmentally sensitive resources, and promote the long-term environmental and economic vitality of the community, Cazenovia needs to take several steps to:

- ▶ Expand and enhance select mixed-use development of US Route 20 East.

The Town and Village of Cazenovia have fairly strong real estate tax bases. However, most of the tax base is located in the village, where the land is much more densely developed and its assessed value per acre is far greater than in the town. There is a great opportunity to increase the real estate tax base in the town (outside the village) by attracting new, quality development that will not spoil the attractive, rural landscape of Cazenovia. Typical commercial highway strip development is not desired in this corridor.

- ▶ Protect environmentally sensitive resources such as the Village of Cazenovia’s municipal water supply and its aquifer recharge area, significant viewsheds, and the rural character of the corridor from inappropriate (heavy industrial, 'big-box' commercial, etc.) uses.

The known direct recharge area for the village municipal water supply adjoins the US Route 20 in the area immediately east of the village and Chittenango Creek. Currently no town or village regulations protect this vital resource. Given the potential for the corridor area to undergo major land use changes and rezoning, municipal zoning codes need to be amended by:

- ▶ Developing appropriate management guidelines, and establishing adopting an



“Today, sprawl, development, highway projects, and changes in the tourist economy and in farming practices have compromised the character of historic villages and rolling farmland that make Route 20 - our state’s Route 66 - such a scenic cultural landmark” (Preservation Network News, November 1999). A GEIS for the US Route 20 corridor in Cazenovia will help address these issue as well as support the redevelopment and revitalization of the Town and Country Plaza; support the Cazenovia Preservation Foundation (CPF) in developing its project; and support the creation of development design guidelines which will allow the character of the village to be extended along US Route 20 westward.

- ▶ aquifer district that will protect the direct aquifer recharge area;
 - ▶ Developing impervious surface limits for development in the aquifer recharge district;
 - ▶ Determining appropriate development densities which reflect land carrying capacity;
 - ▶ Encouraging environmentally-sensitive development patterns through conservation-based design;
 - ▶ Developing and adopting design guidelines for new development along US Route 20 east from the village to the town-line;
 - ▶ Extending the village streetscape improvements along US Route 20 east from the village to the Town and Country Plaza; and,
 - ▶ Maintaining a significant green belt with open fields, trees, fences and an off-road path from the Town and Country Plaza east to the town-line.

- ▶ Conduct a feasibility study (or update of previous studies) to identify the cost of providing municipal water and sewer service to the corridor. As part of the study, examine funding options and any potential additional taxpayer burden.

Immediate Action for Implementation

Prepare a “Land Use and Infrastructure Expansion Plan for the Conservation, Development and Regulation of the US Route 20 Corridor and Generic Environmental Impact Statement (GEIS).”

How to Implement

Steps	Lead Agency	Key Assisting Agencies, Departments or Organizations	Potential Funding Sources
<p>Prepare an intermunicipal agreement outlining project support, commitment to working together and cost sharing.</p> <p>Determine the cost to be shared by the beneficiaries of the GEIS (e.g. municipal and affected land owners).</p>	<p>Town Board</p>	<p>Town Planning and Zoning Boards</p> <p>Village Board</p> <p>Nelson Town Board</p> <p>Central New York Regional Planning & Development Board (CNYRPDB)</p> <p>Madison County Industrial Development Agency</p> <p>Cazenovia Preservation Foundation (CPF)</p>	<p>US Route 20 corridor property owners and project developers</p> <p>US Department of Commerce, Economic Development Administration</p> <p>US Department of Agriculture Rural Development, Rural Utilities Service Water and Wastewater Disposal Loan and Grant Program, and Rural Business Opportunity Grants</p>

Steps	Lead Agency	Key Assisting Agencies, Departments or Organizations	Potential Funding Sources
<p>Establish a GEIS advisory committee. Charge the committee with defining the scope of study, developing a “Request for Qualifications (RFQ)” for a consulting team, reviewing the document and advising the Cazenovia Town Board. The town board, as the SEQR lead agency, bears the responsibility to adopt the plan and/or the regulations that the GEIS has considered and to accept/approve the GEIS. A sample draft GEIS scope has been provided to help advance this project. It is located in Recommendations– Document B, Appendix G. It is for informational purposes only , is subject to revisions, and does not constitute the final draft GEIS scope for the corridor.</p> <p>Negotiate scope and fee with desired consultant. Authorize professional services</p>		<p>Local business owners and operators</p> <p>Citizens for Responsible Growth</p> <p>Greater Cazenovia Area Chamber of Commerce (GCACC)</p> <p>Madison County Planning Department</p> <p>Madison County Environmental Management Council</p> <p>Madison County Soil and Water Conservation Service</p> <p>NYS Department of Transportation</p> <p>NYS Department of Environmental Conservation</p> <p>US Department of Agriculture-Natural Resources Conservation Service.</p>	<p>Empire State Development Corporation, Build Now-NY program</p> <p>NYS Department of Environmental Conservation, Clean Water/Clean Air Bond Act</p> <p>NYS Governor’s Office for Small Cities (GOSC), of the New York State Housing Trust Fund Corporation (HTFC), and Small Cities Community Development Block Grant, Economic Development Open Round, Single Purpose and Comprehensive Grants, Economic Development Grants</p> <p>NYS Environmental Facilities Corporation, Clean Water State Revolving Fund, and Drinking Water Revolving Fund</p> <p>NYS Office of Parks, Recreation and Historic Preservation, Certified Local Government Grants</p> <p>NYS Legislature, Member Items</p>

and appropriate funds.



US Route 20 is a scenic cultural landmark and is listed by the Preservation League of New York State as one of the seven most endangered historic sites in New York to save. The New York State Chapter of the US Route 20 Association is presently spearheading an effort to have Route 20 designated as a NYS Scenic Byway, that would make it the first designated east-west Scenic Byway in the State.

Issue

Cazenovia is not fully capitalizing on the existing and potential tourism market that it needs for its economic well-being.

Recommendation

Expand and enhance Cazenovia’s existing tourism elements.

Immediate Action for Implementation

Work with the US and NYS Route 20 Associations to advance the designation of Route 20 as a New York State Scenic Byway. As part of these efforts, advance the development of Cazenovia as a destination along the byway by coordinating local tourism events into a promotional package.

How to Implement

Steps	Lead Agency	Key Assisting Agencies, Departments or Organizations	Potential Funding Sources
<p>Establish an oversight committee charged with coordinating local tourism efforts and support for the designation of Route 20 as a Scenic Byway with The Route 20 Association.</p> <p>Charge the committee with overseeing the production and dissemination of</p>	<p>Madison County Tourism</p>	<p>Town and Village Planning Boards</p> <p>Cazenovia College</p> <p>Cazenovia Area Equine Association (CAEA)</p> <p>Cazenovia Preservation Foundation (CPF)</p> <p>Stone Quarry Hill Art Park</p> <p>The NYS and US Route 20 Associations</p>	<p>Madison County Tourism</p> <p>NYS Department of Transportation, Transportation Enhancements Program (TEA-21)</p> <p>NYS Office of Parks, Recreation and Historic Preservation, Certified Local Government Grants</p>
Steps	Lead Agency	Key Assisting Agencies, Departments or Organizations	Potential Funding Sources
<p>marketing materials for the portion of Route 20 in Cazenovia.</p> <p>Consider development of a web site linked to other tourism related venues in the Cazenovia Area like Stone Quarry Hill Art Park and Critz Farm.</p> <p>Identify and apply for grant money, and appropriate matching funds to develop the marketing and promotions package.</p>		<p>The North Country Trail Association: Central New York Chapter</p> <p>Madison County Planning Board</p> <p>Empire State Development Corporation</p> <p>NYS Department of Agriculture and Markets</p> <p>NYS Office of Parks, Recreation and Historic Preservation</p>	<p>NYS Council on the Arts, Architecture, Planning and Design Program</p> <p>NYS Legislature, Member Items</p>

Issue

The Cazenovia area has the potential to become an equine destination for central New York. The horse-related theme provides powerful imagery. This imagery can become a key element to promote the greater Cazenovia area and strengthen the community's relationship with Cazenovia College, while helping to secure an attractive niche in the upscale residential development market.

Recommendations

- ☞ Coordinate the growing agricultural, equine educational and equine-related recreational activities available to residents and tourists visiting Cazenovia into promotional packages.
- ☞ Encourage equine-related developments that preserve agricultural resources by amending the town's zoning code to include incentives for this type of land use activity.



Encouraging diverse agricultural operations such as horse farms, like this one in the Town of Beekman, Dutchess County, can help retain the agricultural character of the area.

Immediate Action for Implementation

- ☞ To fully capitalize on the annual influx of visitors and tourists each year, the town and village will work with the Greater Cazenovia Area Chamber of Commerce, Cazenovia College, Cazenovia Area Equine Association (CAEA), the Cherry Valley Carriage Association, the Limestone Hunt Association, the local hospitality community and the Lorenzo State Historic Site (NYSOPRHP) to determine what additional infrastructure is needed to support the existing events and what additional events and promotions could be attracted to Cazenovia.
- ☞ The town will review its zoning code and investigate ways to create incentives for creating new “horse-friendly” developments that conserve the small town, rural character of the area (see NYS Town Law, Section 261-b).

How to Implement

Steps	Lead Agency	Key Assisting Agencies, Departments or Organizations	Potential Funding Sources
<p>Establish a committee charged with coordinating local equine-related tourism efforts.</p> <p>Charge the committee with determining what additional infrastructure is needed to support the existing equine-related events and what additional events and promotions could be attracted to Cazenovia. Additional tourism-related infrastructure should be investigated including, among others:</p> <p>Additional hotels and motels;</p> <p>Bring your horse “bed-and-breakfasts”;</p> <p>Expanded trails and trail riding opportunities, and;</p> <p>Additional stables for boarding in conjunction with area shows, conferences and competitions.</p> <p>Additional stables for boarding in conjunction with area shows, conferences and competitions.</p> <p>Logo; Web site development and links, and; Brochures, maps, flags/banners, etc.</p>	<p>Cazenovia Area Equine Association (CAEA)</p> <p>Town of Cazenovia</p>	<p>Greater Cazenovia Area Chamber of Commerce (GCACC)</p> <p>Cazenovia College</p> <p>Cherry Valley Carriage Association</p> <p>Limestone Hunt Association</p> <p>Local hospitality community</p> <p>Madison County Tourism</p> <p>Lorenzo State Historic Site (NYSOPRHP)</p> <p>Town and Village Planning Boards</p> <p>Local real estate and development community</p>	<p>Madison County Tourism</p> <p>NYS Office of Parks, Recreation and Historic Preservation, Certified Local Government Grants</p> <p>NYS Council on the Arts, Architecture, Planning and Design Program</p> <p>NYS Legislature, Member Items</p>

Steps	Lead Agency	Key Assisting Agencies, Departments or Organizations	Potential Funding Sources
<p>Charge the committee with overseeing the promotion and coordination efforts between event coordinators and the hospitality community.</p> <p>Consider teaming up on promotional efforts with other agencies or organizations such as the Madison County Farm Bureau, Critz Farms or others, for a “Farm Visit Day/Tour”, “Breakfast at the Farm Day/Tour” or other agriculturally related events</p> <p>(Saratoga County has developed a program which highlights area farms through a tour brochure and other promotional events).</p> <p>Work with the local hospitality community to develop speciality promotion packages designed to encourage tourists to eat, sleep and shop in Cazenovia when they visit.</p> <p>Work with Madison County Tourism and the New York State Travel and Tourism Bureau to promote equine related events and activities in the Cazenovia area.</p>			

Steps	Lead Agency	Key Assisting Agencies, Departments or Organizations	Potential Funding Sources
<p>Identify and apply for grant money and appropriate matching funds to further develop the marketing and promotions package. Potential funding sources, may include: Madison County Tourism; NYS Office of Parks, Recreation and Historic Preservation, Certified Local Government Grants; NYS Council on the Arts, Architecture, Planning and Design Program; and the NYS Legislature, Member Items.</p> <p>Review the town zoning code with assistance from a professional planning firm and consider adding “incentive zoning” provisions to encourage equestrian-related activities and horse-friendly new residential developments.</p> <p>Work with the local hospitality community to develop speciality promotion packages designed to encourage tourists to eat, sleep and shop in Cazenovia when they visit.</p> <p>Work with Madison County Tourism and the New York State Travel and Tourism Bureau to promote equine related events and activities in the Cazenovia area.</p>			

Steps	Lead Agency	Key Assisting Agencies, Departments or Organizations	Potential Funding Sources
<p>Identify and apply for grant money and appropriate matching funds to further develop the marketing and promotions package.</p> <p>Review the town zoning code with assistance from a professional planning firm and consider adding “incentive zoning” provisions to encourage equestrian-related activities and horse-friendly new residential developments.</p>			

CONCLUSION AND NEXT STEPS

At the time of this plan, overall land and water use codes within the Town and Village of Cazenovia were not in synch with the character of the community. Incentives were needed to protect the rural, historic character of community; open spaces and scenic landscapes; historic resources; and to promote appropriately-scaled economic development, senior housing, and other needed uses. The challenges were many and the potential for significant change to the community was high.

In developing and fine-tuning these reports a substantial amount of effort from volunteers, community leaders, local organizations, supporting agency staff, and members of the consulting team was required. The efforts required to execute these more detailed plans and projects will be several times greater than the original planning effort. Together the town and village will need to work together to attract private capital and state and federal funding to support community-based planning initiatives and programs. In doing so, the town and village, will need to keep in mind that successful implementation is a continuum of actions, of progress, of continually moving ahead with a vision in mind of a better future. After all,

***“...it is not good enough for things to be planned—they still have to be done;
for the intention to become a reality, energy has to be launched into operation.”***

Pir Vilayat Inayat Khan

The following are offered as a series of universal next steps for plan implementation.

- ☞ Prepare and adopt resolutions for consideration by the municipal boards accepting the Regional Conservation and Development Strategy and the Town and Village of Cazenovia Water Quality Protection Strategy & Economic & Tourism Development Plan. These resolutions would include provisions for future endorsement of individual recommendations as projects are launched advancing the respective recommendations.
- ☞ Town and village boards organize the implementation program. Determine which projects are to be advanced and a schedule. Secure participation and support from other supporting agencies and organizations. Establish budgets and determine sources for funding. Secure professional planning and other necessary services as appropriate to assist in the efforts. Set up committees and task forces to help guide the recommended actions.
- ☞ Secure grants and other funding for project advancement. Monitor progress, celebrate successes, adjust programs as required.

A well-managed implementation program, using the plan’s recommendations and strategies as guides, will bring new jobs and investments to the community, protect natural and cultural resources, and strengthen both property values and quality of life for current and future generations. This will be an investment that will be a legacy in which all participants can share with pride.