



Planning for a Healthy Design Newsletter

— A Madison County Newsletter dedicated to Planning and Land Use —

Fall 2013 Issue #5

The semiannual *Planning for a Healthy Design Newsletter* is meant to facilitate discussion between Madison County Planning and Zoning Boards and others interested in local land use decisions.

It is designed to highlight local examples and experiences to foster communication between our communities as well as be a resource with tools and ideas to further advance the principles of Smart Growth.

This newsletter is brought to you by the Madison County Planning Department.



Welcome to Madison County's fifth *Planning for a Healthy Design Newsletter!* In this issue find out which communities received Smart Growth Awards at Madison County's first Planning & Zoning Appreciation Banquet as well as a recap on Parks & Trails NY's *Bicyclists Bring Benefits Workshop* held in the City of Oneida. The Smart Growth Spotlight in this issue focuses on housing and includes descriptions of some current housing projects happening around our county.

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This is an electronic newsletter—Please click on and utilize all the links and videos provided !

Did you know that the Madison County Planning Department has a webpage dedicated to Smart Growth? Go to:

www.madisoncounty.ny.gov/planning/smart-growth



Image from Madison County's FIRST Planning and Zoning Appreciation Dinner held at Colgate Inn on October 29, 2013. In addition to a training, this networking event recognized the many great volunteers we have working on planning and land use in Madison County. **Read more as well as see the communities that received Smart Growth Awards on Pages 2-6.**



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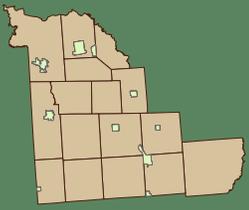
2013 PLANNING APPRECIATION DINNER



We thank all of the volunteers serving on our Planning and Zoning Boards in Madison County



Local speakers, good food, and networking were all part of the first Planning Appreciation Dinner held on October 29th at Colgate Inn. The event was at capacity with over 120 in attendance. The focus was to learn from and recognize the accomplishments of what our different communities have been working on.



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2013 PLANNING APPRECIATION DINNER

One of the main highlights was hearing from the three communities selected for the **2013 Madison County Smart Growth Awards**. Congratulations to:



Town Supervisor John Salka, Karen Beehm, Rachel Owen, Karen Nowak, Kristin Wiles (front), Kimberly Reed, Marylou Rhodes, Barbara Howard

**Town of Brookfield
Comprehensive
Planning Committee**



Bill Nickal and Donna Lynch

**Village of
Chittenango
Creek Walk &
Neighborhood Trail
Committee**



Jennifer Gavilondo and Mayor Kurt Wheeler

**Allure Dance Studio
and
Village of Cazenovia
Planning Board**

**Planning &
Zoning
Appreciation
Banquet
2013**

**Smart Growth
Award Category:
Make Development
Decisions Predictable,
Fair, and Cost
Effective**

**Recipient:
Town of
Brookfield
Comprehensive
Planning Committee:**

**Co-Chairmen:
Chuck Blood
Karen Beehm
Members:
Rachel Owen
Kristin Wiles
George Cowen
Kimberly Reed**

Congratulations to the Town of Brookfield Comprehensive Planning Committee for being selected for a Smart Growth Award. This Committee was selected for its dedication to creating the first Comprehensive Plan for the Town of Brookfield.



Lessons Learned

- Town's first Comprehensive Plan
- Brookfield Comprehensive Planning Committee established November 2009
- Key Component in the process was public input: Survey designed and mailed out. Tremendous response rate: 230 surveys completed and returned
- Majority supported the development of the Comprehensive Plan and felt planning for the Town's future was very important
- Discovered 2 top reasons for living in Brookfield: rural atmosphere and natural environment/open space
- Top 5 priorities for Brookfield's future: property tax reform, farmland preservation, develop a sustainable local economy, open space preservation, balanced mix ag/recreation

Draft Comprehensive Plan available [here](#) or online at www.brookfieldny.us

**Planning &
Zoning
Appreciation
Banquet
2013**

**Smart Growth
Award Category:
Mix Land Uses**

**Recipient:
Village of
Cazenovia
Planning Board
and
Patty Burritt,
owner of the
Allure Dance
Studio and
apartment
building at
52 Albany St.
in
Downtown
Cazenovia**

Congratulations to the Village of Cazenovia Planning Board and Patty Burritt, owner of the Allure Dance Studio, for being selected for a Smart Growth Award. The renovation of this downtown building into a mixed use building with a business on bottom and four rental units on top epitomizes Smart Growth.



Lessons Learned

- In 2011, the Village was concerned what would happen to this prominent building downtown; luckily, very progressive developers decided to rehabilitate the building into a mixed use business and upscale apartments
- Since its opening this spring, it exemplifies the positive impact this type of development can have on a community's downtown
- To further mixed use development in the Village, the Planning Board is now looking into developing the community's first design guidelines for the Village Edge South (VES) zone
- A visual preference survey has been developed and is currently being used to gather public input on the types of designs they would most support in the VES zone.

For a copy of the Visual Preference Survey, please click [here](#)

**Planning &
Zoning
Appreciation
Banquet
2013**

**Smart Growth
Award Category:**
Create Walkable
Communities

Recipient:
Village of
Chittenango
Creek Walk &
Neighborhood
Trail
Committee:

Co Presidents:
Donna Lynch
Bill Nickal
Members:
Dan DeFrees
Jonathan DeFrees
John Golas
Mickey Kopp
Bob Lake
Gary Lanphear
Buck LeMessurier
Elizabeth Bough Martin
Jane McCarthy
Elizabeth Metz
Forrest SeGuin
Doug Stansbury
Peter Stevens
Dick Sullivan

Congratulations to the Village of Chittenango Creek Walk Committee for being selected for a Smart Growth Award. This Committee was selected for its ongoing efforts to implement the vision of a multimodal trail system that links the Village's neighborhoods, downtown, and parks.



Lessons Learned

- The Village of Chittenango Creek Walk & Neighborhood Trail Committee is a sub-committee to the Village's Parks Commission
- In 2010 the first section of the Chittenango Creek Walk was opened (approximately 1.5 miles with sidewalk sections)
- The trail connects the Village's downtown with neighborhoods, parks, Chittenango Creek, and eventually the Old Erie Canal Towpath and Chittenango Landing Canal Boat Museum
- Numerous grants have been secured such as from the CNY Community Foundation and the NYS Environmental Protection Fund and numerous partnerships have been with private property owners, businesses, and community groups
- It was mentioned that Parks & Trails NY has been a wonderful resource that has provided much guidance along the way
- Phase 2 of the trail system (along Dyke Road) is now underway and will include a botanical garden

For a trail map click [here](#); for more information on the project visit www.chittenango.org/



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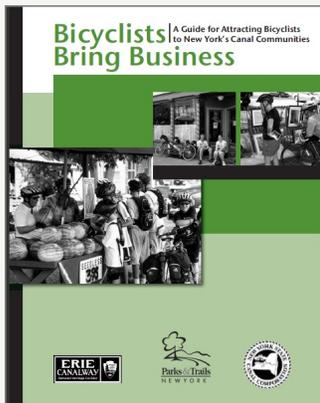
BICYCLISTS BRING BUSINESS



Parks & Trails NY selects one community in the state each year to host the annual **Bicyclists Bring Business** Technical Assistance and Workshop, and this year they selected the City of Oneida!!

Day 1: Bicyclists Bring Business (B3) Roundtable

Parks & Trails New York staff led the discussion during this roundtable event held from 6-8 p.m. on October 9th at Oneida's Kallet Civic Center.



The event offered free technical assistance to help local business owners, elected officials, folks in our local tourism industry, and those in charge of local land use decisions discover what services, amenities, and street designs make a difference to bicyclists when choosing a touring destination. This information can be used by communities to better attract and profit from the growing bicycle tourism market.

- Missed this event? **Watch the complete video of the Oct. 9th workshop here!**
- Click here to read the *Bicyclists Bring Business Guide!*



Did you know?
Cycling is now the third most popular vacation activity in the US!

The potential economic benefit to your community or business from touring cyclists can be even greater if you actively welcome this relatively new kind of visitor.

Parks & Trails New York is New York's leading statewide advocate for parks and trails, dedicated since 1985 to improving our health, economy, and quality of life through the use and enjoyment of green space.

Parks & Trails New York has worked with hundreds of community organizations and municipalities to envision, create, promote, and protect a growing network of parks and more than 1,500 miles of greenways, bike paths, and trails throughout New York State.

www.ptny.org





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BICYCLISTS BRING BUSINESS

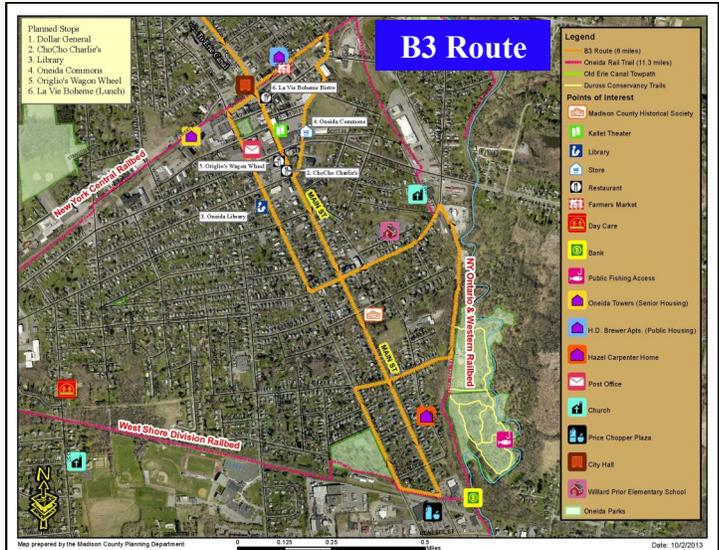


Day 2: Bicyclists Bring Business Bike-a-Round

Parks & Trails New York staff led a bike-a-round through Oneida from 10 a.m.—1 p.m. on October 10th. 20 bikers joined this riding workshop which started at the Old Erie Canal Towpath and went through Oneida’s downtown.

While cycling the route, participants stopped in to surrounding downtown businesses to discuss how the shops might better attract cyclists from the Old Erie Canal Towpath to stop in for a visit as well as how to better accommodate local cyclists.

Parks & Trails New York will be preparing a report of their findings from this two day workshop. This report will offer recommendations to Oneida on ways to make the downtown more bike friendly to attract more cyclists and dollars into the community.



Oneida Library Assistant Director Thomas Murray informs B3 participants of the many amenities the public library has to offer including free Wifi, historical pictures, and public bathrooms



Patti Meakin (left) , Luke Griff (center), Joe Magliocca (right)

“The City of Oneida is poised to be a perfect addition to the Erie Canal Towpath riding experience.

Exploring Oneida’s unique downtown, historical sites and the Oneida Rail Trail make it a worthwhile side trip for bicyclists while bringing business into our community. **Oneida has found its niche!”**

—Patti Meakin, Oneida Parks & Rec Dept.





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SMART GROWTH SPOTLIGHT

Smart Growth Principle #3:

Create a Range of Housing Opportunities and Choices

This information is from the County's [A Healthy Design for Smart Growth: Primer for Smart Growth](#)

Communities that provide a variety of housing options including single-family homes of all sizes, duplexes, small and large apartments, and studios above garages or shops are better able to accommodate the changing needs of the population including an older population that wants to age in place, young adults who live alone longer than before, and families that desire to live within a community rather than the suburbs.

In other words, a mix of housing choices creates neighborhoods that are inter-generational, where people at different stages of life – single adults, families with children, and seniors – can live together. Housing options also help make sure that people with varied income levels have the opportunity to live near good schools, transportation, and amenities.

10 Smart Growth Principles

The 10 Smart Growth Principles are based on the findings of the Smart Growth Network, a network of non-governmental organizations. After identifying best practices, policies, and strategies and looking at experiences of communities around the country, the Smart Growth Institute developed these principles to help communities get the results they want from growth and development:

- Mix Land Uses
- Take Advantage of Compact Design
- **Create a Range of Housing Opportunities and Choices**
- Create Walkable Communities
- Foster Distinctive, Attractive Communities with a Strong Sense of Place
- Preserve Open Space, Farmland, Natural Beauty, and Critical Environmental Areas
- Strengthen and Direct Development Toward Existing Communities
- Provide a Variety of Transportation Options
- Make Development Decisions Predictable, Fair, and Cost Effective
- Encourage Community and Stakeholder Collaboration

“We need compact ‘walking neighborhoods’ that feature a mix of market-rate and affordable housing, convenient transportation choices, and easy access to jobs, medical services, and other daily needs.”

— *Smart Growth America Co-Chair and Former EPA Administrator Christine Todd Whitman*

This	Not this
	
<p>Apartments (left) and single family houses (right) signify a neighborhood with a range of housing choices which can create inter-generational places.</p>	<p>Whole neighborhoods where the houses are all the same type and price create homogenous and uniform environments.</p>



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Smart Growth Principle #3:

Create a Range of Housing Opportunities and Choices

Enhance Housing in Community Centers: One of the best ways to have a vibrant, active downtown is to have people live there. It sounds simple, but many community centers are struggling to supply a variety of viable downtown housing options despite a rising preference and demand for downtown living. Empty nesters and young professionals seeking cultural life and low-maintenance housing are key cohorts driving this resurgence. In many cases, people looking to live downtown are not looking to invest in a house, but they are looking for a first class apartment to rent.

Downtown housing can be a huge boost for downtown economic development too. Foot traffic and purchasing on main streets increases with more residents living downtown; a **Virginia Main Street Program found that while each downtown employee spends between \$2,500-\$3,500 downtown each year, each downtown resident spends between \$7,500-\$14,000 annually in the downtown.**

Another reason to focus on downtown housing is that the demand for it stretches across groups including seniors, young professionals, and families.

Young professionals seek upscale rentals in walkable downtowns— young professionals, defined as college educated 25-39 year olds, are looking for walkable, mixed-use communities that provide amenities right outside their back door.

More than ever, young professionals are opting to continue to rent rather than buy their own home. This has to do with lifestyle preferences and also the current economic situation. Tight credit standards and high down-payment requirements are keeping many out of the housing market. Young professionals, who would normally be considering entering the housing market for the first time, are instead turning to high quality or upscale rental options. Communities that respond to this shift in housing demand can increase their ability to attract and retain this age group.

According to a USA Today analysis of US Census Bureau Data:

“From 2006 through 2011, 25- to 34-year-olds experienced the largest decline in homeownership compared with any other age group.

Among households headed by 25- to 34-year-olds, renters increased by more than a million from 2006 to 2011, while the number who own fell nearly 1.4 million.”

Read the article [here](#).

SMART GROWTH SPOTLIGHT

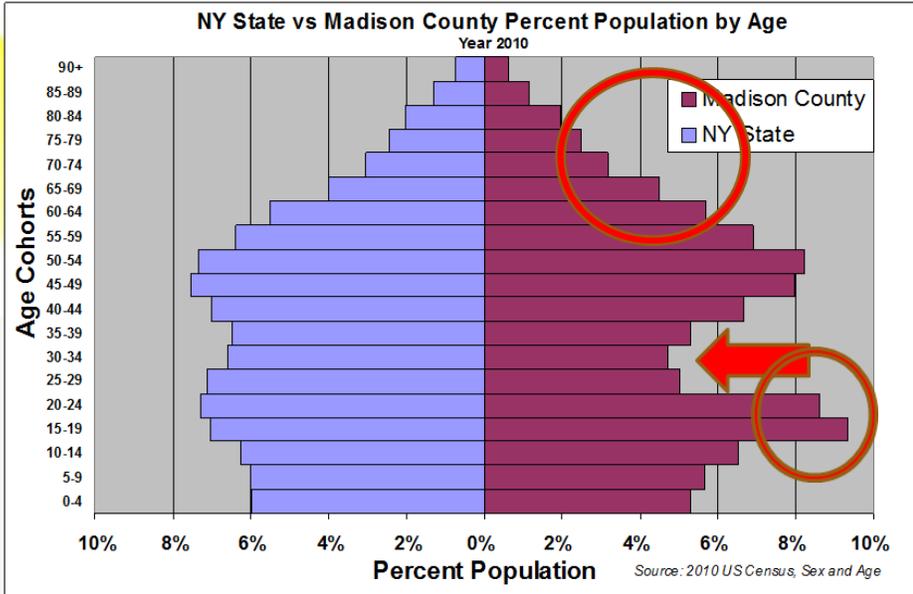


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Smart Growth Principle #3:

Create a Range of Housing Opportunities and Choices



Median Age:
Madison County:
39.5 years

vs.

U.S.(whole):
37.2 years

These demographic trends effect the type of housing needed in our communities.

SMART GROWTH SPOTLIGHT

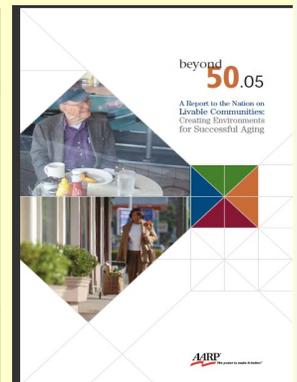
Downtown Housing helps Seniors Age in Place: Nationwide the number of seniors is expected to double over the next 25 years. Already 1 in 7 of Madison County residents is age 65 or older. A growing and continuous challenge for seniors is maintaining their independence. Rather than watching seniors move for warmer climates or more age friendly places, communities are realizing there are things they can do to keep these vital members ins place.

One of the most important aspects to seniors is the ability to get around even without a car. Providing housing options downtown allows seniors to live close to services and within walking distances to basic amenities, such as libraries, drug stores, grocery stores and banks, provides an easy outlet for exercise and social interaction.

Want to learn more on way communities can help seniors age in place?

AARP developed two reports to help planners and regulators identify and implement solutions to keep seniors in their communities.

The studies offer numerous examples from other communities and offers guidance on implementing housing options that work for seniors such as accessory dwelling units and inclusionary zoning. Click below for reports:





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Smart Growth Principle #3:

Create a Range of Housing Opportunities and Choices

What **families** are looking for today: Much of the current development pattern seen today was influenced during the 1950s when families sought the comforts of the suburbs, thought to offer better schools and a safer environment to raise children. As families moved out, the way neighborhoods were built changed such as placing homes around cul-de-sacs. Another top priority was to separate homes from all other uses to create strictly residential areas. This had many effects, but one main result is that in many cases these types of neighborhoods isolated children from other activities such as school, the library, shops, and recreational centers.

While this development pattern is still present today, new trends indicate a growing demand by families to return to community centers. Many parents today want to walk to work, not worry about mowing big lawns, and have culture and public places at their doorsteps because shorter commutes, less maintenance, and vibrant neighborhoods means more opportunity for family time. Smart growth advocates believe that through the principles of smart growth, communities can accommodate this demand by refocusing on building family friendly communities within their centers.

SMART GROWTH SPOTLIGHT



Community centers can be great places for families

Image from U.S. EPA Smart Growth

What does housing look like in Madison County today? The next few pages highlight some new housing projects happening around Madison County.



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HOUSING PROJECTS IN MADISON COUNTY

Samples of current housing projects around Madison County: Allure Dance Studio- Mixed Use Housing in Downtown Cazenovia



Before (2011)

Background:

An 1827 building located in downtown Cazenovia, could have been left vacant when the restaurant housed in the first floor closed in 2011, but it was renovated into a mixed-use building with a dance studio on the first floor and four up-scale apartments on the two upper floors.

In addition to the dance studio they hoped to open, the local developers knew there was a need for housing downtown and worked closely with the Village to complete the project. There are some existing spaces for parking, but tenants are responsible for finding their own parking in the downtown.



After (2013)

Project Highlights:

Location: 52 Albany Street, Cazenovia (Village of Cazenovia)

Project owner: Privately developed

Zoned: B1-Business

Status: Completed Spring 2013

Rent: Fully occupied with rents up to \$1,100/month. Dance studio on bottom floor is fully operational 6 days a week.

Key aspects of project: Renovation, mixed-use, downtown development

Planning actions: Required site plan review, a special permit to put “dwellings in upper stories of a building only in combination with permitted non-residential uses on first floor,” and flexibility on required parking.



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HOUSING PROJECTS IN MADISON COUNTY

Samples of current housing projects around Madison County: Desiderata View - Oneida Lake Townhouse Community



Background:

The developer selected the site because of its existing marina and the view of Oneida lake; equally important the parcel was large enough for the project (~3.8 acres) and had public water and sewer.

Energy efficiency has been paramount in the design of the townhomes including the installation of solar hot water systems through the Solarize Madison program.

The ultimate build out of this project will be 16 new townhomes with a marina. Initially, the market for the townhomes was thought to be to seniors, but the development has been generating lots of interest from young professionals as well.

Project Highlights:

Location: Route 21, Lakeport (Town of Sullivan)

Project owner: Privately developed (New Paradigm Developers)

Zoned: Parcel split in half by Business and Medium Density Residential zones

Status: 4 townhomes complete, others currently ongoing

Cost: starts at \$250,000 to own

Key aspects of project: Green construction, renewable technologies, water quality & environmental mitigation

Planning actions: Required NYS DEC and Army Corps approval, site plan review



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HOUSING PROJECTS IN MADISON COUNTY

Samples of current housing projects around Madison County: Stoneleigh Housing Inc.'s Oneida Work Force Housing



Background:

The former site of the Oneida Casket Factory, this 5-acre site has sat vacant since the factory was lost to a fire in 2005. Now, Stoneleigh Housing is set to purchase this property from the City of Oneida to develop it into multi-family housing. One of the main reasons Stoneleigh selected this site was its proximity to the downtown. The planned ultimate build out is 40 units ranging from 1 to 3 bedrooms along with a community green-space. A market study was completed that determined more safe, well maintained, and affordable housing is needed in the area. In fact, for other properties Stoneleigh owns the waiting list is as long as 5 years.

In order to build the project, Stoneleigh Housing must be successful in securing financing from NYS Homes and Community Renewal, a very competitive process.

Project Highlights:

Location: 106 North Warner Street, Oneida

Project owner: Stoneleigh Housing Inc.— a private, not-for-profit

Zoned: zoning changed from Industrial to Residential 3

Status: Construction slated to start April 2014

Cost: rents planned to start at \$500

Key aspects of project: Affordable housing (assisted rental project for non-age-restricted households), potential contamination on site (from former uses on the site)

Planning actions: zone change, selling and transfer of a City parcel to a developer



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This newsletter is brought to you by the Madison County Planning Department.



Call to Action: Have your community featured in the next newsletter!

The focus of the Spring 2014 Newsletter will be on Smart Growth Principle #5— Foster Distinctive, Attractive Communities with a Strong Sense of Place

We want to feature local examples of recent or ongoing community efforts to maintain or create a sense of place! This could encompass a lot - from gateways into your communities, murals, kiosks, design guidelines, historic preservation efforts—basically any project or plan that is intended to keep your community unique or tell your community's story.

If you have examples of these types of projects, **we want to hear from you to feature you in the next newsletter!**

Please submit a brief description of the project (photos are not necessary but encouraged) including how the municipality was involved in the project and contact information to Jamie Hart at Jamie.hart@madisoncounty.ny.gov

It is our hope that this newsletter can facilitate communication between our communities and help us learn from each other.



[A Healthy Design for Madison County: Primer for Smart Growth](#), developed by the Madison County Planning Department, was released in September 2011. This semiannual newsletter continues to build off the ideas in this document which applied the concepts of Smart Growth directly to Madison County.

Please watch out for the next *Planning for a Healthy Design Newsletter* in Spring 2014. If you are not currently on the listserv to receive the newsletters and would like to be, please e-mail Gwen at gwen.williamson@madisoncounty.ny.gov