



VISION: MAIN STREET CLARENCE

PLANNING • PRESERVING • PROMOTING

ACKNOWLEDGEMENTS

The development of this plan would not have been possible without the hard work and dedication of the following individuals

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APPENDIX A - VISUAL PREFERENCE SURVEY RESULTS



SECTION 1 :

WHY PLAN FOR MAIN STREET?

Transportation &
Connectivity goal -
Clarence 2030 Plan:

“We will strive to create a transportation system that is safe and serves as an asset to local businesses and residents. It is our intent to enhance the access, convenience, and comfort of all users regardless of age and physical ability, while also providing a more healthy, active lifestyle for our residents. The Town will place a priority on connecting our neighborhoods, hamlets, commercial activity centers, and community resources using a combination of roads, bike facilities, multi-use trails, sidewalks, and transit service.”

PLAN BACKGROUND

State Route 5 is a key corridor in the Town of Clarence, acting as the main east-west thoroughfare connecting the neighboring Towns of Amherst and Newstead, as well the primary commercial core for the Town. It’s importance also extends beyond the Town’s borders since Route 5 was historically the first cross-State highway and a secondary route to the NYS Thruway.

According to the Town’s 2030 Comprehensive Plan, Clarence’s population has grown by almost 70 percent in the last three decades and is slated to continue to increase by 2020. This growth is a benefit to the community as it brings in additional tax revenue and new life to sustain the Town in the future. As the economic and cultural backbone of the community, the Route 5 corridor could likely see more development as a result of this growth. Therefore, it is important that the Town establish a unified vision for this thoroughfare and provide guidance for any development that may occur as a means to maintain the character of the Main Street corridor and make it a more prosperous destination for the community and others.

The Town’s Comprehensive Plan provides the overall guidelines for policies, future land uses, preservation, and land and economic development throughout the Town, including the Route 5 corridor. As a supplement study focusing directly on Main Street, this plan provides a greater focus on the physical and visual character improvement opportunities to create a better identity for the Main Street corridor and “set the stage” for any future development that may occur, creating a VISION for MAIN STREET.



CORRIDOR CONTEXT (MAP 01)

The Town of Clarence was formally established in 1808 and is the oldest township in Erie County. The Town was historically characterized as a farming community and is still considered agricultural, especially in the northern portion. Though there are few farms located along Main Street today, there are several areas that still retain an agricultural feel.

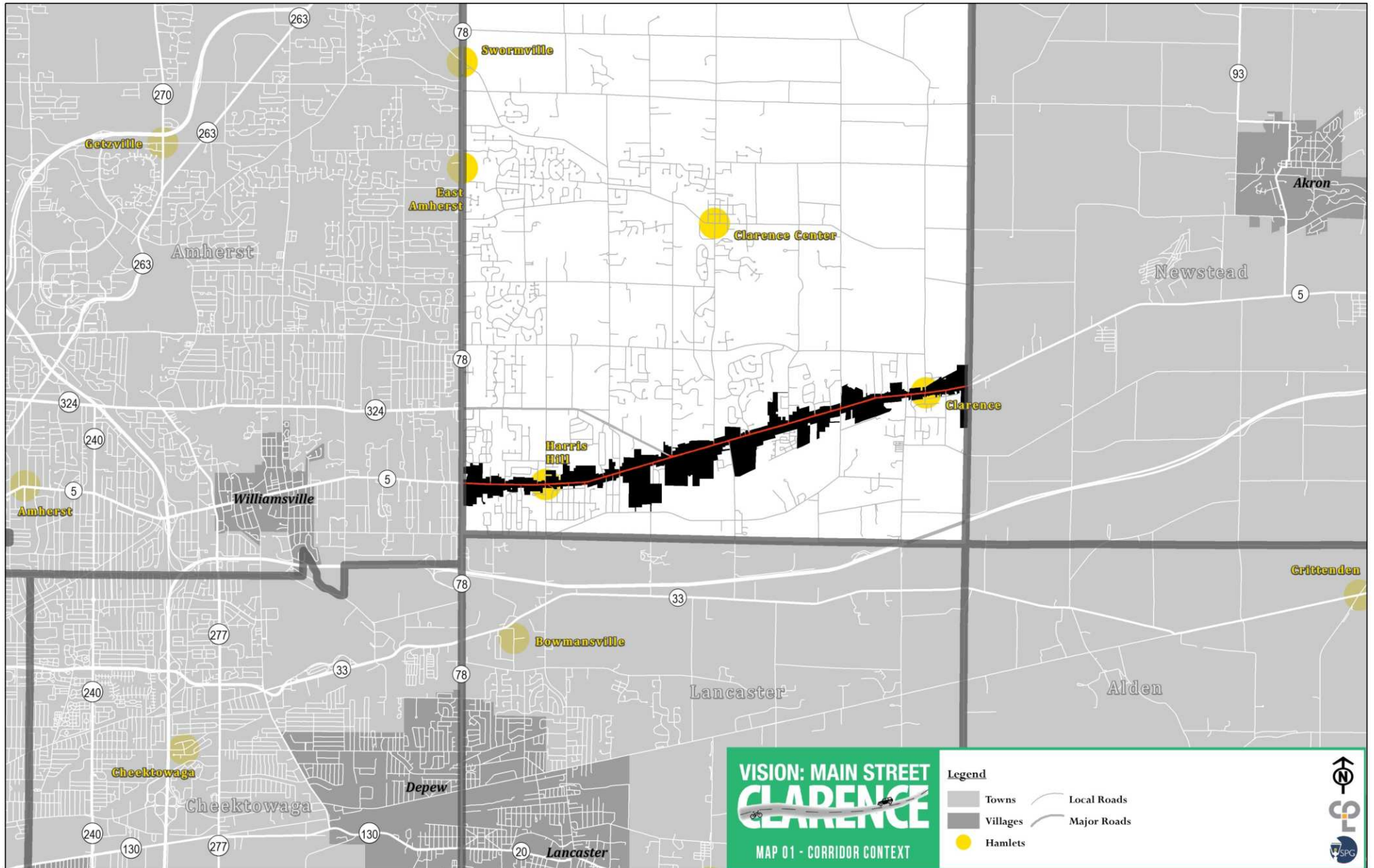
As noted in the original 2015 Town Comprehensive Plan (emphasis added) “... *Many of the original settlement patterns centered around the early industries [agriculture, potash manufacturing, brick making, gypsum mining, stone and gravel quarries]. The Hamlets of Clarence Center, Clarence Hollow, Swormville, Wolcottsburg, and Harris Hill all contain remnants of a rich local history.*”

Although not located in the center of the Town, Main Street functions as the heart of the community as it is heavily travelled and is the primary commercial corridor that connects to points east and west in the region. Along with

the hamlets noted above, several important community facilities are located along the corridor including Clarence High School, the U.S Postal Office, Clarence Youth Center, Harris Hill and Clarence Volunteer Fire Halls, Nativity of the Blessed Virgin Mary Church and school, and the Clarence Town Park and Clubhouse.

The aesthetics and character of Main Street change when travelling from west to east, transitioning from a more auto-centric, suburban-style development pattern closer near Transit Road to a traditional hamlet with Village-like characteristics around Clarence Hollow. As noted in the quote above, the hamlets of Harris Hill and Clarence Hollow still retain elements of their rich past. Clarence Hollow offers historic structure with ornate architectural features that are set much closer to the road edge. Newer development in this hamlet, in some cases, is a stark difference from this traditional development pattern.

The Harris Hill hamlet has a more rural feel, with a collection of small-scale shops and businesses centered around Nativity of the Blessed Virgin Mary Church and School, the focal point of this area. The unique makeup of



MAP 01 - CORRIDOR CONTEXT

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these hamlets requires a different approach for each, while still unifying the corridor as a whole.

PROJECT GOALS

The intent of this plan is to achieve several key goals, that are focused on potential physical and visual improvements for Main Street, including:

- * Identify a unified approach to improve the physical and visual appeal of Main Street,
- * Recognize and build upon the unique character areas contained within the corridor, and
- * Bridge the broad initiatives and policies in the Comprehensive Plan with focused efforts for Main Street

The Town can use these goals to shape a future land use strategy for Main Street and develop specific design guidelines that, when applied collectively, can be utilized to incrementally transform the corridor and the community.

PROCESS

The development of this plan was led by the Clarence Industrial Development Agency (CIDA) and a Steering Committee made up of a variety of stakeholders from the community, including IDA members, Town officials and

staff, developers, community group representatives, property/business owners, and residents. The committee met monthly during 2016 to review materials presented by the design consultants, provide valuable feedback, and act as conduits to the community on the project.

During the planning process, several meetings were dedicated to gathering specific input that was used to inform elements of the plan including:

- * Project branding (Section 3)
- * Vision for Main Street (Section 2)
- * SWOT (strengths, weaknesses, opportunities, threats) analysis (Section 3)
- * Massing/density exercise (Section 3)

Using this input, an analysis of the physical conditions of the Main Street corridor was conducted and conceptual plans and strategies were developed with the committee. An informational meeting was then held with the public to gain additional feedback, vet the ideas generated, and further refine the concepts and strategies. Additional details about the process are found in Section 3.



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SECTION 2: WHAT IS ON MAIN STREET?

CHARACTER AREAS (MAP 02)

As noted earlier, there is a visual and physical change as one travels along Main Street, moving from the hustle of Transit Road to the more quaint, village-like atmosphere of Clarence Hollow. Further analysis reveals that there are four distinct **character areas** found along the corridor, each with their own unique traits, as outlined below.

Harris Hill

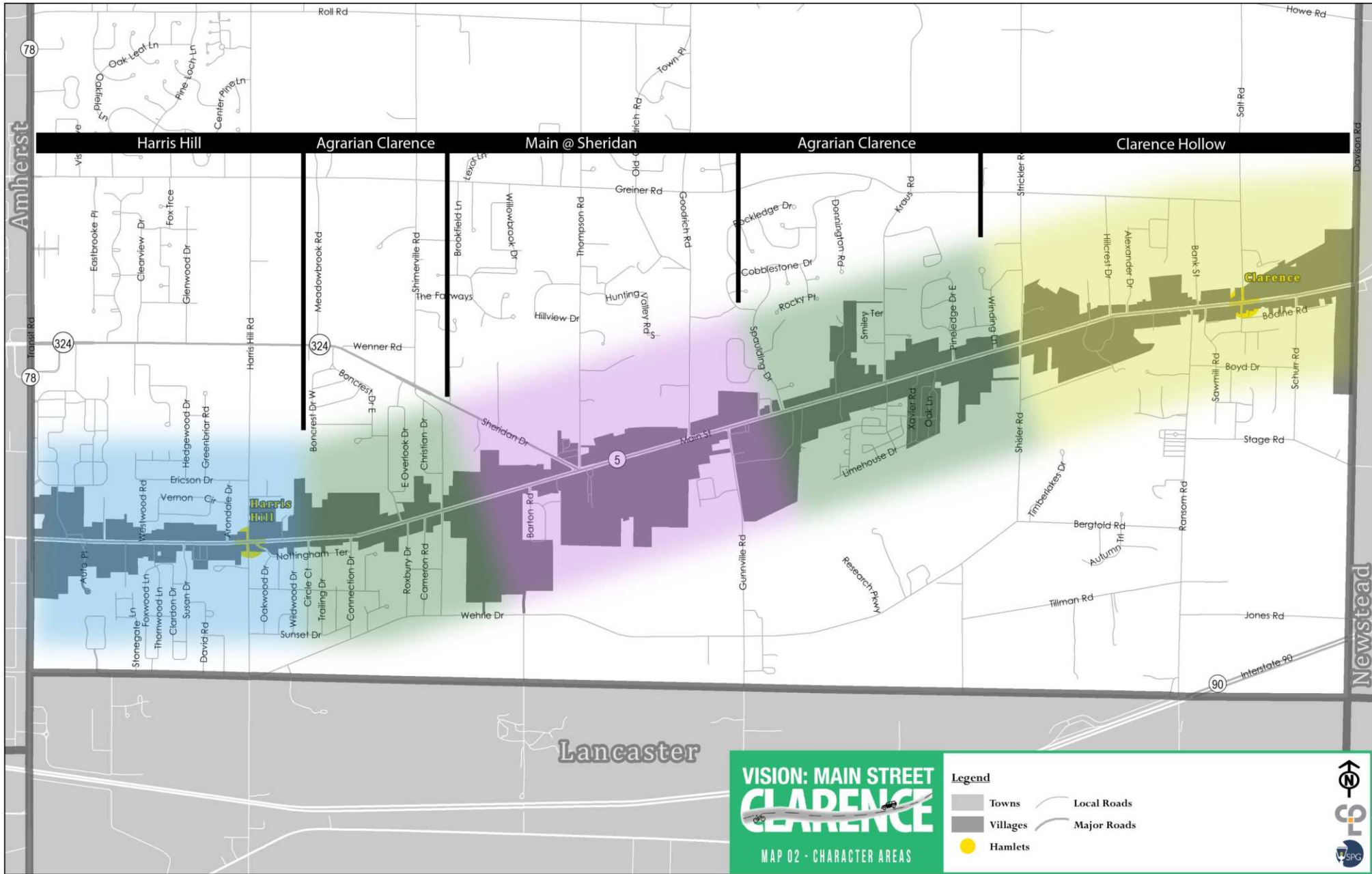
The Harris Hill area is predominately a two-lane roadway stretching from Westwood Drive to Connection Drive. The overall style of the Harris Hill district is late post-war suburbia, with a mix of residential neighborhoods and businesses along Main Street. From Amherst,

Cheektowaga, and other points west, this is the gateway or first view of Clarence to travelers. The hamlet of Harris Hill is anchored by the Nativity of the Blessed Virgin Mary Roman Catholic Church and adjacent school, located at the main intersection of Harris Hill Road and Main Street. This iconic structure serves as not only as the predominant visual feature of the area, but also the activity hub attracting residents and visitors from across Clarence.

Main @ Sheridan

This area is a primary intersection or crossroads that provides a linkage to areas to the north and northwest in Clarence. It is a key node of activity and handles a significant amount of traffic. Most of the land uses are business-based and tend to have a more suburban feel





CHARACTER AREAS (MAP 02)

Gunnville Station?

The West Shore & Buffalo Railroad corridor connected Buffalo to Albany and on to Weehawken, New Jersey in the late 1800's, later absorbed by New York Central. A passenger train station was located along the route south of modern-day Main Street east of the Sheridan Road intersection. Although the structure is long since gone, the history remains in Gunnville Road, which was named after the former station.



with some newer development mixed with older, small-scale businesses and residences. The intersection is predominantly associated with the Sheridan Road, consisting of up to six traffic lanes and multiple access points.

Although the Sheridan Road intersection is the primary focus of this area, it is further anchored by two elements - the Goodrich Road intersection and Clarence High School off of Gunnville Road. The former linking Main Street to the Town Hall campus to the north and the High School a significant economic and community asset as well as a traffic generator. Both of these have significant influence on traffic and development patterns.

Clarence Hollow

The hamlet of Clarence Hollow, on the east end of the Main Street corridor, is a well-established historic area that includes a mix of locally historic business and residential properties. Seeped in history, Clarence Hollow, is the point of origin of development in the Town of Clarence, which is reflected in this unique character. Although the history and character of the hamlet are it's primary economic asset, the seasonal farmers market located in the public parking lot east of Sawmill Road and Clarence Pathways Bike Trail also have a

significant contribution to the hamlet with various events are held there throughout the year. Made up of three traffic lanes as well as on-street parking lanes, pedestrian traffic in Clarence Hollow is slightly higher here and crosswalks are found at a number of intersections.

Agrarian Clarence

The intermediate areas between the three "activity centers" are transition areas that provide an important link not only to these centers, but also to the agricultural history of the Town of Clarence. Larger expanses of greenspace are found here, along with several uses that still have an agricultural feel, especially Bison Nursery and "The Barn" on the west side and Clarence Town Park on the east side. These areas provide "breathing space" between the activity centers and provide opportunities for a different style of development that echoes the rural character of Clarence.

LAND USE BREAKDOWN (MAP 03)

Land Use Summary

In order to make appropriate land use recommendations for the future of Main Street, an analysis of the corridor's development history

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and existing land use conditions was conducted. Determining the existing character of Main Street (Route 5) within each of the focus areas helped to identify what changes in land use policy may be required to ensure that future investment along Main Street supports development that is consistent with the community's desired character.

Along Clarence's Main Street Corridor a variety of land use classifications are present, including the following:

- *Residential;*
- *Commercial;*
- *Recreation & Entertainment;*
- *Industrial;*
- *Community & Public Services;*
- *Industrial; and*
- *Conservation & Parkland.*

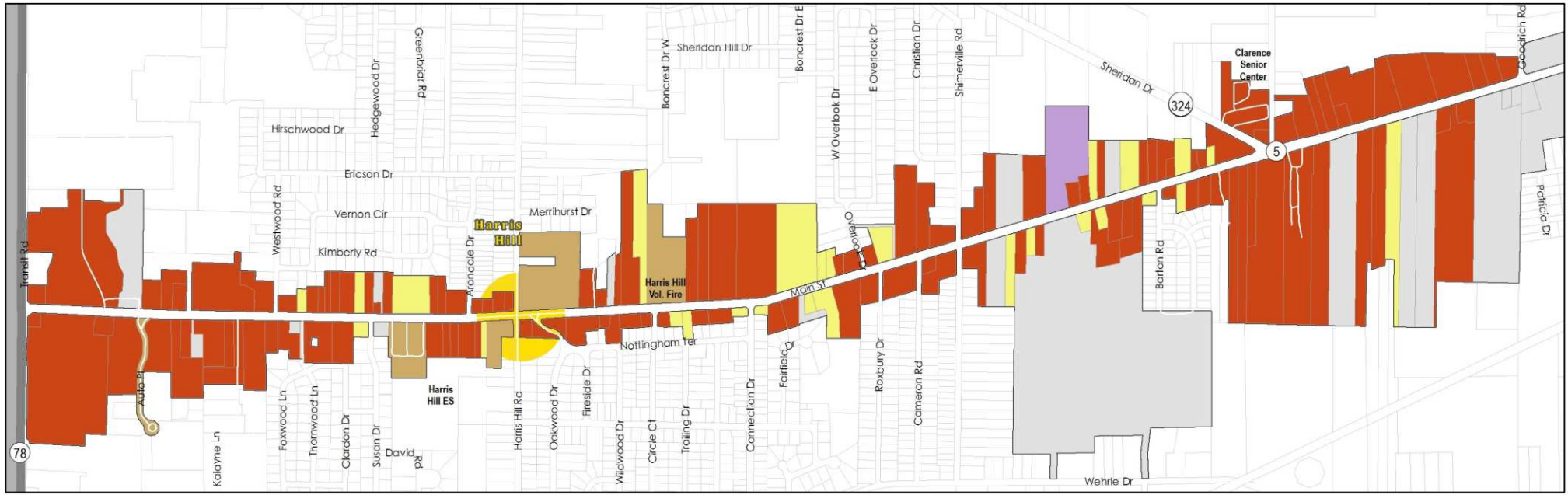
The dominant land uses along the corridor include residential and commercial developments. These uses can be found adjacent to and in close proximity of each other, as the infill of commercial uses over time has changed the traditional rural setting of Main Street to a more modern commercial thoroughfare. However, there are some areas that have

retained their historical setting, such as the Hollow, although vacancies and lack of maintenance have negatively impacted buildings. In addition to businesses, various recreational, community, and public service uses located throughout the Main Street corridor also contribute to the increased the level of pedestrian and vehicular activity.

Residential

As shown in yellow on map on the following page, the majority of residential parcels along Main Street are generally clustered within the Clarence Hollow hamlet area. However, there are several single- and two-family residential dwellings scattered among commercial uses travelling westward from Clarence Hollow to Transit Road. Most of these residential units are pre-existing homes from a time when Route 5 was not as commercially developed as it is today, generally built before 1950. Some of these residential structures have been converted to commercial uses over the years.

The traditional scale and character of residential structures, particularly in Clarence Hollow, should be preserved as they positively contribute to the public realm by maintaining a pedestrian-friendly environment along Main Street. They also serve to create a mixed-use



Legend

Hamlets	Residential	Recreation & Entertainment	Industrial
No Parcel Data	Vacant	Community Services	Public Services
Agricultural	Commercial	Conservation & Parkland	

MAP 03 - LAND USE BREAKDOWN

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activity, with residents living in close proximity to goods and services. This pattern is desirable for a number of lifestyles and age groups, such as senior citizens and young professionals.

Commercial

Commercial land uses, indicated by the color red on Map 3, are the most prevalent uses along the Main Street Corridor. Based on NYS Real Property System (RPS) tax data, commercial uses in this category include traditional retail establishments, restaurants, service uses, offices, and the conversion of single-family dwellings to a small-scale commercial use. Multifamily dwellings and mobile home parks are also classified as commercial land uses under the RPS as they are identified as profit generating properties. However, the character of these commercial land uses changes dramatically as you travel westward from Clarence Hollow to Transit Road. Clarence Hollow is generally characterized by its historic, walkable environment, while the Main @ Sheridan and Harris Hill areas include larger scale single-use commercial structures oriented to accommodate vehicular traffic with little or no pedestrian accommodations.

The most intensive commercial activity is concentrated near the western Town border that

is characterized by single use buildings, multi-tenant structures, or converted residential structures. This area also includes the large strip mall developments that front along Transit Road and a high concentration of auto-oriented commercial uses (e.g. car dealerships, service stations, etc.).

One of the most significant impacts to the commercial character of Main Street is the lack of access management. As commercial infill has occurred the majority of lots have utilized individual access drives or curb cuts, often with little to no delineation or buffering between the public right-of-way and the use, and no cross connection to adjacent uses, where possible. This has resulted in an unpredictable and uncomfortable environment for pedestrians.

It should also be noted that there are a number of “vacant” parcels (shown in light gray) indicated on the map, though they do contain active uses. An example of this is the “Rock the Barn” property, which is the largest within the corridor, located on the southern side of Main Street east of Shimerville Road. Though classified as vacant, it is, in fact, an active, seasonal property used for outdoor social and cultural events with limited structures available. The classification of some lands,



“The Barn” is home to annual Rock the Barn event (above) and the Farmers Market (below) are two prominent social and cultural assets found along Main Street.



especially vacant or those with “no data,” can sometimes be misleading and is based on a set of standards from the State. Further analysis of the actual land uses within the corridor by the Town may yield a different view in terms of vacant lands within the Main Street corridor.

Recreation & Entertainment

According to the map, there are three recreation and entertainment uses along Route 5. These include the golf driving range along the northern side of Main Street to the west of Sheridan Drive, the Clarence Historical Society east of the Town Park, and the bowling alley along the northern side of Main Street west of Salt Road. The location of the parking lots serving the golf driving range and bowling alley generally obscure the streetscape, as there is little to no screening from the public realm.

Conservation & Parkland

Clarence Town Park, shown in dark green on Map 3, is the only conservation and parkland use classified as such along the Main Street corridor. This parcel abuts Clarence Pathways/ West Shore Trail to the south, which is a 4.1 mile long recreational trail running from Wehrle Drive into the Town of Newstead. As previously mentioned, the classification of land uses can be misleading as the trail follows the old railbed

that crosses Main Street east of Sawmill Road, but shown as having “no parcel data.” The reality is that this piece of land along with the piece on the northern side of Main Street crossing Salt Road should also be considered as a conservation & parkland use.

Public Services

Public services in the corridor are limited to a few small parcels that are public utilities. The parcels located east of Clarence High School indicate a gas line that crosses Main Street.

Community Services

Community services are indicated by the color tan, and include uses such as local religious institutions, public service facilities, and school district properties. Clarence High School is located at the southeastern corner of the Gunville Road and Main Street intersection. Also included in this land use category is the Clarence Fire District No. 1 Station, State Police Headquarters (soon to be relocated), and the Harris Hill Volunteer Fire Department, which are individually labeled on Map 3.

Of all of the activity nodes, Main @ Sheridan has the highest potential for pedestrian and bicycle traffic due to the proximity of the school and residential homes near Gunnville Station.

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Although counts for these users were not included within this planning effort, limited data was made available from the proposed redevelopment of 9560 Main Street (Fountain Court), indicating approximately 12 pedestrians at the Main and Goodrich intersection in the morning hours. Overall, the patterns of land use and development here does not positively contribute to the level of comfort or walkability for non-motorists.

Industrial

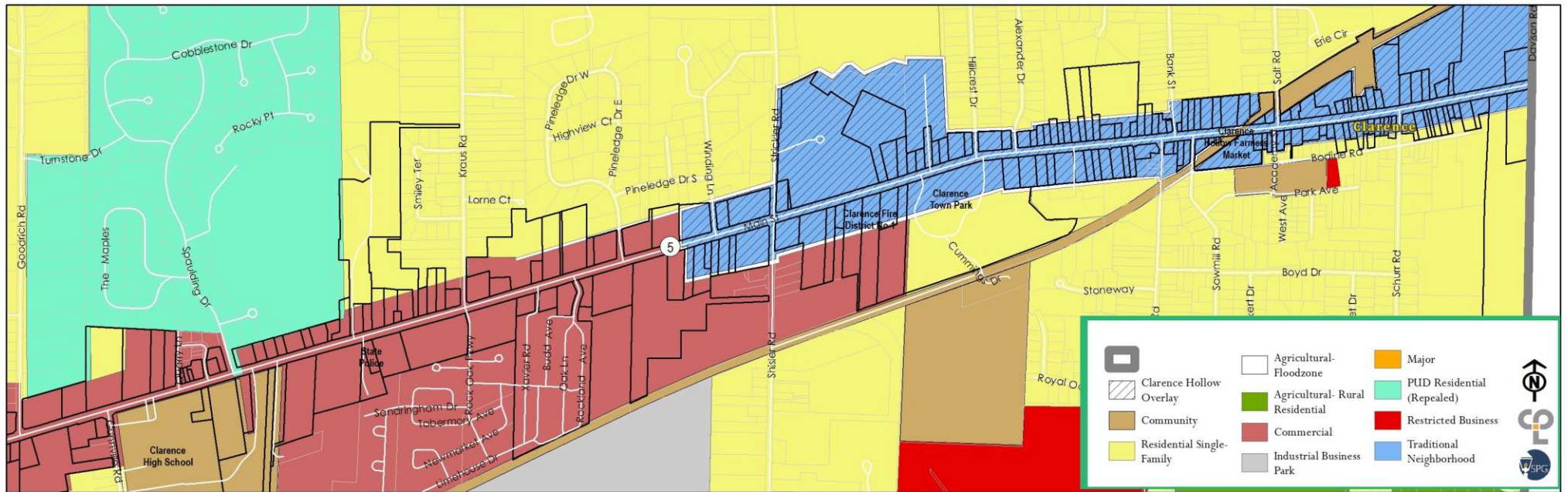
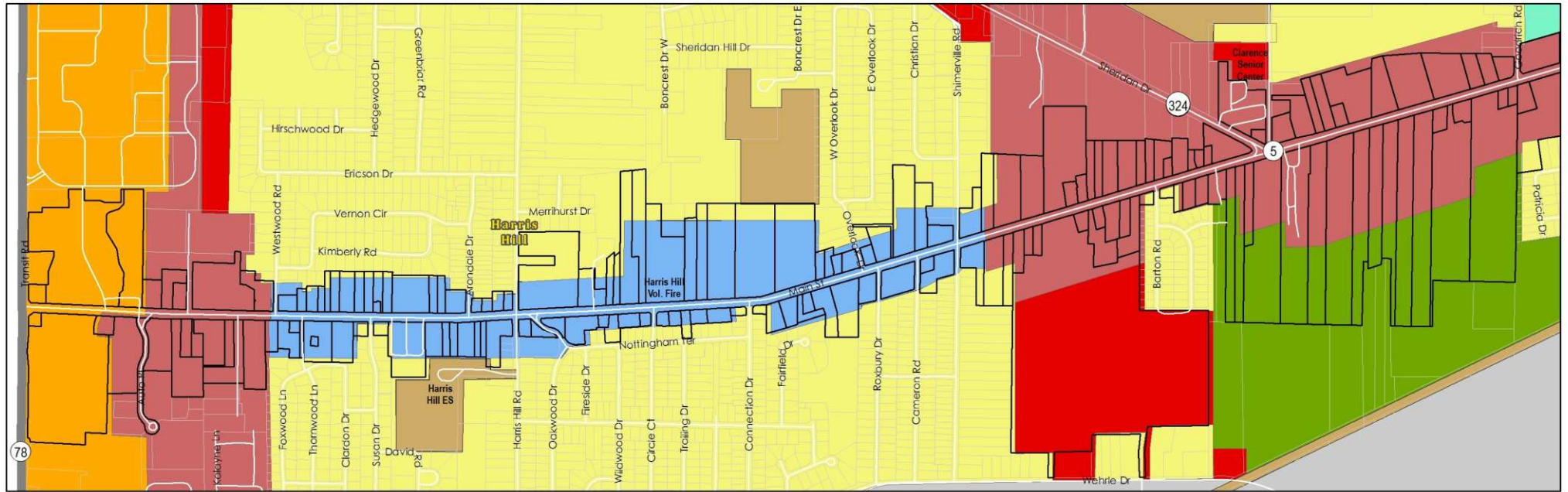
The single industrial land use along Main Street is shown in blue. This parcel represents a light industrial use operated by Innovative Concepts in Entertainment that manufactures, sells, and services amusement products in the coin operated industry. The buildings are set back over 100 feet from Route 5, with access drives provided off Main Street and Shisler Road. Despite the large setback from Main Street, the off-street parking spaces are located to the side and rear of the industrial buildings, screened from view behind mature tree growth and the commercial properties to the east. This has created a welcomed break in the streetwall that is consistent with the more rural or natural environment found in the transitional character areas.

ZONING (MAP 04)

Although there are many districts represented on the map, this analysis only applies to parcels, or portions of parcels, immediately adjacent to Route 5. These zoning districts in the study area and their purpose statements are as follows (see map 4):

- **Commercial (C):** To encourage the development of commercial uses including retail sales; professional offices; restaurants; personal service shops and similar commercial type uses.
- **Major Arterial (MA):** To encourage controlled growth in the areas of Town serviced by major thoroughfares and high volume automobile traffic.
- **Traditional Neighborhood District (TND):** To encourage small commercial developments and professional offices with higher density residential uses.
- **Clarence Hollow Overlay Zone (CHO):** To preserve the character of the Clarence Hollow community as a hamlet-style area with mixed uses set in an historical context.

There are also a number of ancillary districts located on a small portion of parcels abutting



MAP 04 - ZONING

CLARENCE

Main Street as shown on Map 4. These districts and their purpose statements include the following:

- **Agricultural Rural Residential (A-RR):** To provide an area for low-density residential housing development of rural character.
- **Residential Single-Family (RSF):** To provide for low-density residential housing development consistent with neighborhood design and character.
- **Planned Unit Development (PUD) Residential:** This district has been repealed.
- **Community Facilities District (CFD):** To provide a protective district for community owned lands.
- **Restricted Business (RB):** To encourage the development of commercial uses restricted to professional offices and institutions of charitable, religious, cultural, or civic purposes.

Contrary to the original intent of zoning district application, the strict separation and dictation of permitted uses along Main Street in Clarence may have a detrimental affect on the viability and vitality of the corridor. Many commercial, residential, community, and industrial uses

may be compatible with each other and integrated into their surroundings if the size, scale, design, and siting of the uses are appropriate for the character area in which they are located.

Although not indicated as a complication to the review and approval process among of proposed development projects, the irregular property dimensions and splitting of zoning districts among single parcels could negatively impact future development potential. This is due to the fact that developers would then be subject to requests for rezoning or, in certain cases, zoning map interpretation by Board of Appeals, which adds another level of potentially unnecessary review compared to district boundaries that exclusively follow property boundaries. This could also lead to allowing a relatively more intense commercial or mixed-use development pattern than that of the rear of the same lot.

Currently the permitted and specially permitted uses for the Commercial, Traditional Neighborhood, and Major Arterial Districts are overly specific in their listing of types of uses. For example, the uses of “custom work shops,” “craft stores,” and “antique shops” are all listed separately and individually permitted or prohibited. Overly descriptive uses may lead to

a limitation of potential future development opportunities if they do not fit within the current listing or require developers to go through additional processes (e.g. Appeals) to move forward. More generalized uses, such as “boutique retail stores,” may be more applicable to allow a greater variety of commercial uses and further the mixed-use desire for main Street.

Additionally, there are some commercial uses that should be more carefully reviewed due to their potential to negatively impact the walkability and desired character of Main Street as identified in this study. These uses are predominantly catered to the automobile for

their site designs and include, but are not limited to, automobile repair operations, gas stations, automobile sales facilities, drive-through facilities, and private, dedicated parking facilities.

As previously stated, it is generally the size, scale, design, and siting of a use that determines its level of compatibility with its surrounding environment. The table below indicates the current key bulk and dimensional requirements for each district fronting Main Street.

Compared with other zoning districts in the corridor, the Commercial District has a much larger setback requirement (80 ft); the Major

District	Min. Lot Area	Max. Lot Coverage	Min. Lot Width	Min. Front Setback	Max. Building Height
Commercial (C)	20,000 sq. ft. <i>(1 Acre with no public sewers)</i>	70%	100 ft	80 ft	45 ft
TND (Hollow) & Clarence Hollow Overlay	15,000 sq. ft.	60%	70 ft	10 ft	40 ft
TND (Harris Hill)	15,000 sq. ft. <i>(1 Acre with no public sewers)</i>	60%	70 ft	10 ft	40 ft
Major Arterial (MA)	20,000 sq. ft.	75%	100 ft	135 ft from Transit Rd centerline	45 ft

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Arterial District has a 135 ft setback, but it is limited to the shopping malls fronting Transit Road. For the “Agrarian Clarence” transition areas, this larger setback ensures the rural character that has been identified as being desirable.

As determined in the planning process for the Main Street corridor, the intent for the Main @ Sheridan node is to increase the opportunity for higher density. This would be limited by the current zoning and setback requirements, as well as limiting the potential for outparcel/infill development. Furthermore, this large setback requirement forces parking lots to be placed in the front of the site, which can negatively impact site aesthetics and walkability.

COMMUNITY ASSETS (MAP 05)

The northern portion of the Town predominantly consists of agriculture and rural development, though there are some community facilities concentrated in the hamlets of Clarence Center and Swormville. The majority of the community facilities and services within the Town are found in the southern portion and close to Main Street. These facilities and services include schools, churches, fire and

police, historical/cultural uses, and municipal buildings, among others.

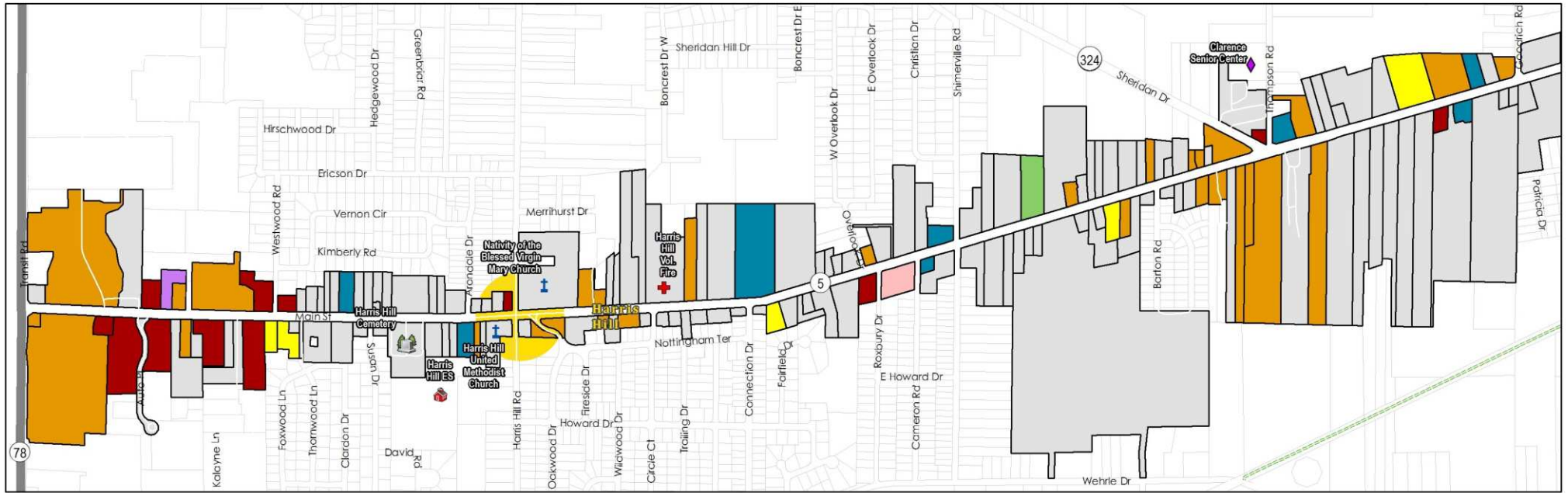
Map 5 highlights the various community uses located along Main Street as well as commercial/retail businesses that will continue to attract visitors and residents to the corridor. These businesses are scattered throughout with the largest number of properties concentrated on the west end adjacent to Transit Road, though these tend to be generally centered around auto dealerships and services and franchise retail stores west of Harris Hill. Though this is an economic asset to the Town of Clarence as a whole, it does not translate to a positive impact on the micro-economy of Main Street, potentially drawing people more to Transit Road.

Main Street still has a significant commercial and retail presence, though on a smaller scale, catering to the niche and local shopper market. This, coupled with the unique charm of the hamlets, helps to create more of a shopping and cultural experience for visitors and is the asset that Main Street can truly build upon for increasing economic prosperity.



The visual differences in retail closer to Transit Road (above) and further east on Main Street (below)...





Legend

Towns	Emergency	Shopping
Hamlets	Local Historic	Auto Services
Trails	Municipal	Eateries
Cemetery	Recreation	Agriculture
Community	Religious	Lodging
Education	Other Corridor Parcels	Entertainment
		Supermarket

MAP 05 - COMMUNITY ASSETS

ENVIRONMENTAL FEATURES (MAP 06)

As noted in the Clarence 2030 Comprehensive Plan, the Town has a number of natural features that are worthy of conservation, including wetlands, floodplains, and stream corridors. These are predominantly located in the upper portion of the Town, although several large wetlands are located in proximity of Main Street as shown in Map 6. All of these features are important assets to the Town's history and culture as well as its environmental health.

Wetlands are critical resources for harboring a healthy ecosystem that help foster and grow the local wildlife as well as absorbing excess rainfall during storm events, acting as a natural sponge.

In addition to wetlands, several other water features are found throughout the Main Street corridor, as well. Ransom Creek, located on the south side of the road near the hamlet of Clarence Hollow, is a significant creek that crosses Main Street near Bank Street. A tributary of the creek also continues on into Newstead. Although not located directly on Main Street, Spaulding Lake is the other predominant waterbody found in the vicinity.

State and Federal regulations control disturbance of and near wetlands and waterbodies, limiting the amount of land that can be developed without any mitigation measures. Therefore, the design of future commercial development on vacant lands within the Main Street corridor must be undertaken in a manner that respects these regulatory and environmental constraints.

Another unique resource located in proximity to Main Street is the "Oak Openings Natural Community" located northeast of Harris Hill. In 2014, the Town purchased a 27-acre property that includes this significant natural community to protect it and eventually turn it into a publically accessible nature preserve. This "oak savannah" is one of the last remnants of these types of natural communities found in New York State.

Though this is not located on Main Street, the uniqueness of this resource within the Town and State could be utilized for additional marketing pursuits within the Main Street corridor and as a resource for commercial enterprises that cater to outdoor or conservation pursuits, for example.

"These [environmental] features hold significant ecological, aesthetic, and recreational value for the Town and have been identified as community strengths by residents and leaders alike."

~ Clarence 2030



MAP 06 - ENVIRONMENTAL FEATURES

INFRASTRUCTURE (MAP 07)

Sewer

Although Clarence is experiencing rapid growth and development now and likely in the future, the one resource that remains the biggest constraint and limits the extent of this growth is infrastructure, namely sanitary sewer service. Noted throughout the planning process for this plan as well as the Clarence 2030 Comprehensive Plan, the extent of subsurface bedrock, long distance to existing mains for service extension, and overall significant financial investment required are the primary constraint to the availability of sanitary sewers along Main Street.

Two sewer districts exist on the eastern and western ends of the corridor - extensions from other currently existing districts - as well as a private package plant is found in the Spaulding Lake development. Most properties along Main Street still rely on private septic systems for their wastewater needs. Although these systems are generally reliable, they require private investment and maintenance to ensure they remain safe and useful. However, as the Town continues to grow, pollution control and the ability of

these systems to handle larger loads or additional development density is a significant concern of the Town.

Roads

As previously noted, Main Street is also New York State Route 5 and, therefore, under the jurisdiction of the State Department of Transportation (NYSDOT) for operation and maintenance. In addition to Route 5, Sheridan Drive is also a State Route (324). Both of these roadways are designed to handle significant vehicle traffic volumes, including truck traffic. Any modifications to either of these roadways or intersecting streets will require coordination with NYSDOT.

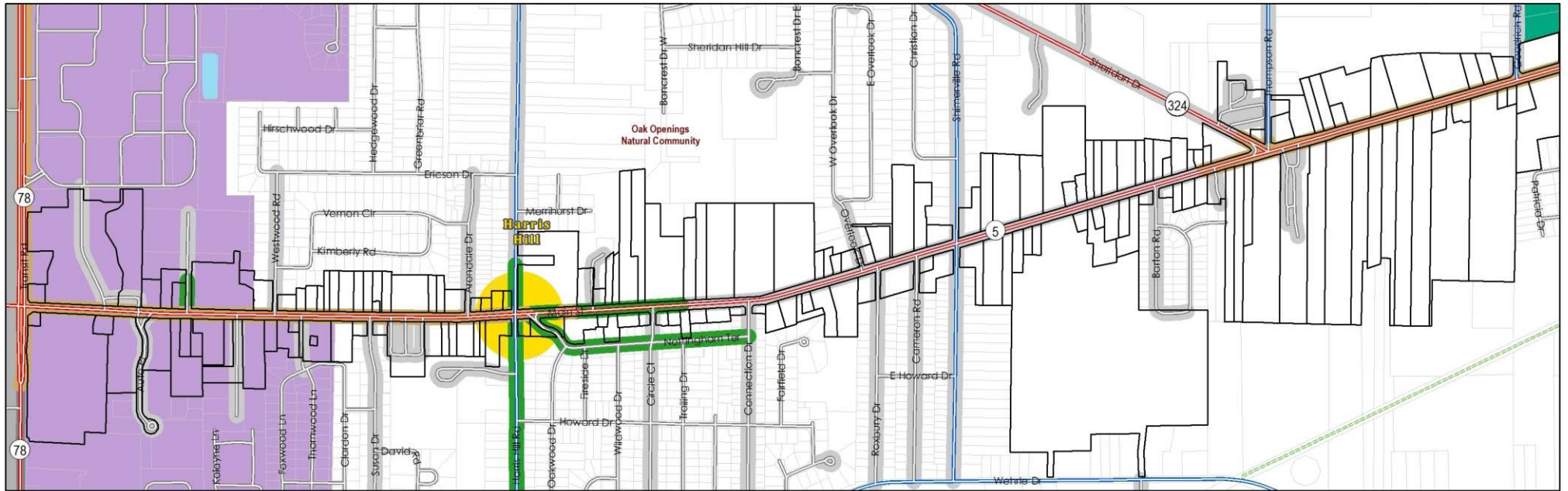
The remaining connecting roads are maintained either by the Town or Erie County, with the County roads providing the majority of the north-south connections off of Main Street.

Sidewalks & Trails

In addition to vehicle traffic, most portions of the Main Street corridor also provide sidewalks for pedestrian traffic along both sides. Crosswalks are found at major

“In areas where there is an increased density of development, such as Clarence Center, Clarence Hollow, and Harris Hill a more established sidewalk network is desirable to connect local residents to the neighboring businesses and promote a more traditional, village-like character.”

~ Clarence 2030



Legend

Towns NAD83	Local	Sidewalks	Sewer District
Hamlets	County	Both Sides	Sewer Package Plant
Creeks/Streams	Interstate	None	
Waterbodies	State	One Side Only	

North
 GIS
 WSPG

MAP 07 - INFRASTRUCTURE

CLARENCE

intersections, with more visible crossings located in the hamlet of Clarence Hollow. Although there are adequate facilities for pedestrians along Main Street, there are currently no sidewalks coming from the road to the adjacent neighborhoods, limiting pedestrian mobility.

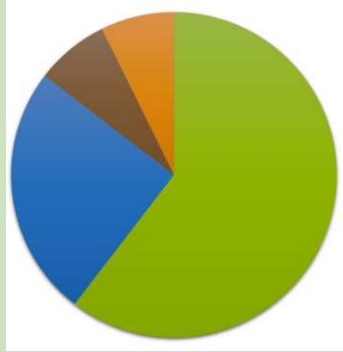
The Clarence West Shore Trail bike path traverses the Town from Wehrle Drive to the south and continues east into the Town of Newstead. This bike path follows the former West Shore & Buffalo rail line (see sidebar page 10) and provides users with a safe, dedicated route that passes through the hamlet of Clarence Hollow. No dedicated on-road bike lanes exist.

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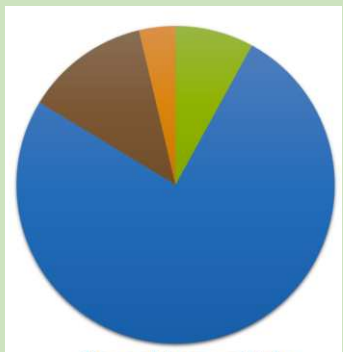


SECTION 3 :

WHAT DO WE WANT FOR/FROM MAIN STREET?



Total Land Use



Total Assessed Value

The key behind the two simple graphs above are in the blue portions - the residential contribution to the Town in terms of total land (top) and value (bottom). Tax revenue (and burden) is shifted more to residential property compared to other uses, a distribution that needs to be better balanced moving forward.

VISION FOR MAIN STREET

Planning for the corridor requires a vision, a statement that directs the community and other stakeholders towards a central goal for a successful Main Street. The vision statement is a direct result of the planning process, including community input and analysis of the social, economic, and physical attributes of the corridor itself. Subsequent goals and action items all relate back to the vision statement and carry the plan forward.

Main Street will continue to support a variety of land uses and transportation types, including bicyclists and walkers, and support additional economic development, in various capacities, in the future. Building off the assets contained within the corridor and improving the aesthetics and visual appeal helps to set the stage for future development. Additionally, this creates a positive perception for investors and visitors alike. This is especially important for the Town as Main Street is viewed as an economic asset to stabilize the tax base and balance rates between

VISION FOR MAIN STREET

The Main Street Corridor in Clarence is the economic and historical backbone of the community, providing a valuable conduit for a variety of users and is the primary face to visitors into the Town. Through the unique identity and characteristics of our neighborhoods along the corridor - Harris Hill, Main @ Sheridan, and Clarence Hollow - you can discover the history of Clarence and see the future of the community.

Moving people efficiently through the Route 5 Corridor will be balanced with the desire to develop and revitalize Main Street in a way that respects and builds upon the distinctive local assets that Clarence has to offer. Incorporating high quality building design and attractive public spaces, improving the visual character and quality of the roadway, and creating pedestrian— and bike-friendly environments, while preserving our historical personality, will transform Main Street into a more livable and desirable destination that ultimately enhances the Town of Clarence as a whole.

residential and non-residential (i.e. commercial, industrial) properties.

BRANDING THE CORRIDOR

A unique component of the planning process involved a marketing and branding effort to bring life to the project and make the plan easily identifiable within the community. There are a variety of stakeholders, including several business groups, that all have interests in Main Street, some for specific areas of the corridor (e.g., Clarence Hollow Association) and others encompassing the larger community (e.g., Chamber of Commerce). Branding the project seeks to provide a unified approach to Main Street and establish a single effort.

Through a number of meetings with the Steering Committee and discussions on the identity and intent of the corridor, **Vision: Main Street Clarence** was created. Along with the name and logo, a tagline was also included to identify the pertinent elements of the plan - **“Preserving, Promoting, Protecting.”**

The intent of this branding is to use the logo/tagline on subsequent actions and Main Street-related improvement efforts so they can easily be related back to this plan and the process.

COMMUNITY OUTREACH SUMMARY

Steering Committee

As outlined in Section 1, the Steering Committee had several specific meetings dedicated to obtaining feedback about the corridor including a SWOT analysis (strengths, weaknesses, opportunities, threats - shown on the following page) and a density building exercise. The SWOT analysis identified areas of concern and opportunity within the corridor and helped to develop the vision and goals for the remainder of the plan - the results of that effort are shown on the following page.

In addition, a density exercise was undertaken with the Committee to identify the level of development that was appropriate for the corridor using their embodied knowledge. A unique twist in that effort was the use of Lego bricks that were scaled to an aerial image of the corridor, each representing varying uses and building sizes.

This exercise not only helped to spark the creative side of the Committee, but also provided for a more visual representation of what the Committee wants to see and how it could actually look if the policies were adopted and implemented.



**VISION: MAIN STREET
CLARENCE**

PLANNING • PRESERVING • PROMOTING

Strengths

- **Disposable Income(3,2,3)**
- **Bike Path (with Farmers Market Tie-in)(3,2,1)**
- Low taxes
- Historic/Recognizable
- Major Roadway
- Proximity to Major Transit
- Large Undeveloped
- Development Occurring
- Well Established Businesses
- Broad cross section of users/interest
- Easily Segmented (defined Place Identities)
- Diverse Land Use (1)
- Walkable Access
- Stone walls
- Community Interest
- Traffic
- School Quality
- NYS DOT
- PILOT at Main & Goodrich

Opportunities

- **Create Destinations (2,2,4,4,4)**
- Traffic Counts
- **Trends toward pedestrian culture (4,4)**
- Uptick through WNY
- Pro-active Efforts
- Undeveloped / Underdeveloped
- Smart growth pressures
- Modal Centers
- Reforming Anti-Growth Rep.
- Asset Protection
- Zoning to capture identity
- Build on active agriculture (1)
- Opportunities for Tax offset (4)
- Neighboring Village?
- NYS DOT(4)

Weakness

- NYS DOT
- Traffic
- Deep Set backs (3)
- Lack of density (2,3)
- Single Use (1)
- Lack of Sewer(1)
- Residential pressure on retail
- **Absentee Landlords (3,4)**
- Cost of renovating historical
- Lack of public transit
- Anti-growth Reputation
- **Streetscape Design (2,2)**
- **Pedestrian Network (2,3,3)**
- Aesthetics
- Quality of Building Stock (3)
- Lack of Cohesion Effort
- Lighting!!-Hollow
- Lack of Anchors (3)
- Cycle Facilities (2)
- School driven congestion
- Lack of Destinations

Threats

- Trend toward urbanism
- Inviting too much, too soon (2)
- Zoning without identity
- **Funding (1,3,3,4,4)**
- Geographic scope
- Landowner Skepticism
- **NYS DOT (1,1)**
- Preservation Resistance

** Numbers indicate priority ranking by members. 4=high, 1=low

Using this approach, massing models were generated for each character area along with key site design elements related to pedestrians connections, landscaping, and building configuration/design. These concept models are shown in Section 4.

Community Input

As previously noted, the Steering Committee included various stakeholders, such as residents and property owners. Although this provided a variety of backgrounds and perspectives, a larger effort was needed to ensure community consistency and support. On *October 6th, 2016*, a public informational meeting was held at the Clarence High School library to gather community feedback and vet the ideas generated by the Committee.

The same Lego density exercise was utilized to determine what the community believed was the most appropriate level of development on Main Street. These results were used to further refine or modify the massing model for the corridor.

CLARENCE

In addition to the density exercise, a Visual Preference Survey (VPS) was undertaken. This is an interactive exercise in which residents of a community are asked to rank a series of images depicting varying development styles, characters, and uses. Participants are encouraged to take the entire context of the image into consideration, including site layout, building size and scale, architectural treatments, signage, parking, landscaping, and screening. The specific brand, store, or restaurant shown in any one image is not to be considered for the purposes of scoring.

Attendees were given remote “instant response” voting keypad to record their score for each image, rating them on a scale of 0 (least desirable) to 9 (most desirable). The VPS for Main Street in Clarence was broken down into an additional level of specificity as images were grouped and scored by focus area. The three VPS categories included the following:

- * Harris Hill & Main @ Sheridan
- * Transitional Zones
- * Clarence Hollow

The images chosen included similar land uses in varying contexts, as well as varying site and building treatments. The intent was to have

participants determine what design elements may be appropriate or inappropriate along Main Street, given the desired character of each focus area. Participants ultimately helped to create a comprehensive overview of public opinion regarding community design and character by scoring each image in context of its focus area.

A second public meeting was held on **February 16, 2016** that provided the community an opportunity to see the results of their input and feedback. Using the information obtained from the October meeting, the compiled conceptual massing models, streetscape section drawings, and example design guidelines for each activity node were reviewed. Although the meeting was more graphic in nature, recommended details were also highlighted along with a summary of the recommendation categories.

Overall, the community viewed the draft plan in a positive light and supported the vision for Main Street. Additional recommendations related to infrastructure, historical context, building stock, and pedestrian activity were provided and integrated into the final plan where pertinent.

Design Vocabulary & Character

Based upon the VPS results, a general trend of development preferences for each focus area can



Monthly steering committee meetings provided opportunities to gather important information and use non-traditional means for outreach.



The community meeting held in the High School library was well attended and provided additional feedback.



The second public meeting was also held in the High School library, but had a higher attendance rate. Residents, business owners, and a few local developers were included.



be seen among the desirable images (average score of 6 or more) and undesirable images (average score of 4 or less). A summary of those trends and comparisons begins to formulate the community's preferred focus area characteristics and design vocabulary based on the comparison of the following elements, with highly ranked versus lower ranked images.

- * *Mixing of Uses*
- * *Density of Residential Uses*
- * *Height & Placement of Buildings*
- * *Location & Screening of Parking*
- * *Size, Location & Design of Signage*
- * *Architectural Detailing of Structures*
- * *Community Character Depictions (e.g. rural, traditional, walkable, etc.)*

The images below are a summary of the highest and lowest ranked images in the Clarence Main Street VPS by focus area. Additionally, specific streetscape, building, and site design elements were interpolated from the VPS results and are shown on the following pages. These photo comparisons show existing conditions of uses along the Main Street corridor against complementary high scoring images for each character area. A complete summary of the

images and scores can be found in the Appendix.

CLARENCE

Harris Hill & Main @ Sheridan



Average Score: 1.60/9.00
Median Score: 1.00/9.00



Average Score: 8.03/9.00
Median Score: 9.00/9.00

Agrarian Clarence



Average Score: 3.07/9.00
Median Score: 3.00/9.00



Average Score: 8.03/9.00
Median Score: 9.00/9.00

Clarence Hollow



Average Score: 1.24/9.00
Median Score: 1.00/9.00



Average Score: 7.81/9.00
Median Score: 8.00/9.00

The image on the right earned a high score from the community due to the strong relationship created between the building and the street, creating a comfortable pedestrian zone.



Commercial Lots in Clarence Hollow
(Image Source: Bing.com)



Visual Preference Survey Image
(Score avg. 7.55/Median 9.00)

Public Spaces

The high score for the VPS image at left is likely due to the fact that there is a defined streetscape created by the multi-story, mixed use structures with architecturally pleasing facades.



Main Street west of Sheridan Drive
(Image Source: Bing.com)



Visual Preference Survey Image
(Score avg 7.74/Median 8.00)

Building Facades

The images at right show a different view of commercial corridor development styles. The image at right scored highly due to the placement of buildings near to the street and parking in the rear.



Harris Hill by Paula's Donuts
(Image Source: Bing.com)



Visual Preference Survey Image
(Score avg. 6.15/Median 7.00)

Site Layout

CLARENCE

Building Conversions



Historic Home in Clarence Hollow
(Image Source: Bing.com)



Visual Preference Survey Image
(Score avg. 3.85/Median 3.00)

These images compare a well-maintained historic home in Clarence Hollow with that of a home occupation. The second image received a low score due to the loss of residential character that the commercial use has caused via increased pavement and outdoor storage.

Sidewalks



Visual Preference Survey Image
(Score avg. 2.66/Median 2.00)



Visual Preference Survey Image
(Score avg. 6.10/Median 6.00)

The lower scoring image to the left shows a sidewalk along a commercial corridor where there is little to no separation between the roadway and the pedestrian environment; whereas the higher scoring image shows the provision of a sidewalk with a large grass buffer from the roadway.

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SECTION 4: HOW DO WE GET THERE?

Complete Street?

There is no singular design prescription for Complete Streets; each one is unique and responds to its community context. A complete street may include: sidewalks, bike lanes (or wide paved shoulders), special bus lanes, comfortable and accessible public transportation stops, frequent and safe crossing opportunities, median islands, accessible pedestrian signals, curb extensions, narrower travel lanes, roundabouts, and more.

*Smart Growth America,
National Complete
Street Coalition*



IMPLEMENTATION

Implementing the vision for Main Street requires several design-related changes including zoning, investment in the public realm (streetscape), and guidance to local boards and developers. It can be expected that this work will take time depending on the level of complexity, such as intersection alignments, and the players involved. The most important influencing factor on the intensity of development in the corridor has been and will remain to be public sewers (see sidebar at right).

Although the installation of public sanitary sewers along the entirety of the Main Street corridor will provide the Town the ability to increase the development density as it is envisioned in this plan, significant opportunities still remain to improve the economic, social, and cultural environment. The recommendations noted in this section include both short- and long-term enhancements and improvements that will “set the stage” for future economic growth by focusing on the character and quality of the public realm and address design elements for buildings and sites.

Throughout this plan, connections to the recommendations and goals of the Comprehensive Plan (2030 Plan) have been incorporated. This plan is intended to supplement and support the

2030 Plan, providing additional detail specifically pertaining to Main Street. As actions are implemented within either plan that deal with Main Street, both documents should be consulted with to ensure consistency in the Town’s vision.

In this section, the following recommendations categories are outlined, along with the potential players involved and estimated timeframe:

- * Zoning - providing the regulatory vehicle for development and redevelopment
- * Design Guidelines - how private development interacts with and relates to the environment and local character (scale, quality, and overall form)
- * Streetscape - creating an attractive public realm that is viable and vibrant for a variety of users

COMPLETE STREETS

Clarence envisions a corridor in which it features characteristics that invite visitors to get out and explore the businesses and destinations within each activity area. Being able to utilize the corridor through various means, including walking and biking, is also an important goal. Enhancing safe access for both pedestrians and cyclists, improving the physical aesthetics of the streetscape, and requiring high

UNIQUE CHALLENGES ON MAIN STREET

Sewer Infrastructure

While this plan provides the framework to implement the long-term vision of Main Street, the installation and expansion of public sewers remains a critical component. Although private septic systems are a reliable and acceptable means of holding and pre-treating wastewater, they will not support the increased density of development that is desired for Main Street, especially given the smaller lot sizes that are currently found along the corridor. Commercial or large-capacity septic systems require larger expanses of open land for leach fields (e.g. setback requirements) and underground tanks and may require more frequent pumping for larger water users such as restaurants and hotels, especially with the availability of public water. As outlined in Section 2, there are limited areas of the Town that have public sewer districts, although the original design of the Town of Amherst Wastewater Plant was sufficient to service the Town of Clarence and beyond. The cost of sewer main piping from existing district, length of extension required, subsurface conditions, and available funding are all factors that currently hinder sewers. In the near future, the Town will be updating their Sewer Master Plan in conjunction with the completion of the 2030 Comprehensive Plan. In addition to addressing any known or future water pollution abatement areas (via consent order), the Town will need to identify feasible alternatives for expanding public sewers along Main Street in order for the full development potential of the corridor to be realized and to balance the tax burden more evenly between residential and commercial property owners.



To compensate for limited sanitary sewers, private developers have invested in their own systems such as the package plant at Spaulding Lake.

“In any good business community, there is never enough parking.”

UNIQUE CHALLENGES ON MAIN STREET, CONT'D

Parking

Currently, parking within the corridor is predominantly off-street with each property providing its own area. On-street parking is limited to the Hollow and select areas in Harris Hill. Community events that occur in the Hollow utilize public parking lots as well as on-street parking. As development within the corridor increases over time, parking may become more of an issue and may require additional area or creative alternatives to accommodate growth and activities including:

- * Better programming of events between the Town and community organizations
- * Use of shuttles in conjunction with off-site parking
- * Identify potential Town-owned space that could be utilized for future surface parking
- * Use of side streets (regulated by temporary police orders)
- * Temporary space in existing lots or open space (by permission if private lands)
- * Better signage, enforcement or communication of on-street parking for business patrons only, not employees

Zoning

The current zoning for the corridor divides Main Street into two areas - traditional neighborhood (hamlets) and commercial. This plan identifies the creation of a third “quasi-hamlet” at the Main @ Sheridan intersection as well as the more agrarian feel transition areas, requiring the districts to be reconfigured and retooled (i.e., setbacks, coverage, uses, etc.). Without changes to the zoning code to allow this area to evolve, it will likely continue to be developed in much the same way as it does now, disregarding the intent and desire of the Vision for Main Street.

-quality building design can serve as catalysts to encourage economic growth and increased social interaction.

Context sensitive design (CSS) is a way of involving the community in the planning and design process to achieve a greater balance between the need for improvement of the functionality of a roadway with the competing desire for creating unique places. Coupled with this approach are “Complete Street” policies that are simply a means for designing streets for everyone. In general, these include:

- * Creating a seamless interface between the private and public realm within the right-of-way for social interaction;
- * Design to facilitate and enhance the pedestrian/cyclists interaction, while maintaining function;
- * Creating aesthetically pleasing and, if possible, functional landscape;
- * The vehicular roadway should be conducive to tame large volume flow;
- * Consideration should be strongly taken to mitigate any harm to the environment and ecosystems surrounding the corridor;
- * Establish an overall brand throughout the corridor yet, allow for uniqueness and

characteristics to shine in each focus area;

- * Integrate technology where applicable;
- * Maintain and integrate pedestrian/cyclist facilities and amenities; and
- * Utilize universal design and accessibility to maintain a complete street.

ZONING

The zoning assessment in Section 2 provided an overview of the various districts found within the corridor and identified key limitations or constraints. As the primary regulatory vehicle for development, revisions to zoning would facilitate structural changes in the corridor. For successful Main Street development, the zoning recommendations outlined on the following pages should be considered:

1. Corridor zoning districts should become more permissive in the types of residential, retail, service, office, or public uses allowed and focus more on scaling each district’s bulk and dimensional requirements to suit the desired character of development within each focus area.
2. A more concise listing of permitted and specially permitted uses while also considering a maximum building footprint provision to

better regulate the intensity and associated impact of commercial uses.

3. Uses specifically catered to automobiles or are other more auto-intensive (e.g. repair stations, gas stations, drive-thru, parking lots, etc.) should be considered specially permitted, where appropriate, to ensure that proper setback, screening, and design requirements are applied to mitigate potential conflicts with adjacent uses and the streetscape as well as improve the pedestrian environment.
4. Extend zoning districts fronting Main Street to the entire parcel depth. Given that there are a number of lots with significant depth (in excess of 150 feet) there may be opportunities to coordinate shared parking and access agreements in the rear of the lots. Providing larger, shared parking facilities behind uses would allow there to be a reduction in the number of curb cuts and ensure that parking facilities and vehicular access are not negatively impacting the walkability of the corridor, public realm, and the safety of motorists.
5. Reduce the minimum setback provisions in all districts regulating the Main Street corridor to better accommodate the desired traditional, walkable development style.
6. Consider adding a maximum front setback requirement to districts where a continuous streetwall is desired to related to the public realm (e.g. the Commercial and Traditional Neighborhood Districts).
7. Consider applying the provisions of a Lifestyle Development Center as described in the Clarence 2030 Comprehensive Plan to the current strip mall sites located in the Major Arterial District.
8. Increase the TND's maximum lot coverage requirement to allow for additional building coverage that better accommodates traditional, mixed-use and multi-story developments.
9. Remove the minimum corner width requirement in all districts as it is not clearly defined and would better be addressed as part of a comprehensive access management policy.

DESIGN GUIDELINES

In addition to zoning changes, design guidelines can help to preserve the character of the corridor and provide a clearer visual representation for the type and style of development desired. Main Street contains four unique areas, each with their own history and appeal that contribute to overall corridor; these design guidelines build upon the existing assets and character of each area. They are intended to provide general direction for future development while incorporating elements related to:

- * Building context (how it fits)
- * Setback & Orientation
- * Height & Rooflines
- * Materials & Architectural Details
- * Entryways (pedestrian and vehicular)
- * Signage & Lighting
- * Public Realm
- * Landscaping

The design guidelines that follow are not intended to be all-inclusive; they provide general direction and form the foundation for each character area. Future detailed design regulations that can take the form of a standalone design code, incorporated into the existing zoning code (form-based or otherwise), or as separate standards within the site plan review process, as determined by the Town are recommended.



These design guidelines build upon the hamlet design within Harris Hill and encourage new and redevelopment of properties in a denser fashion typical of a hamlet with a greater mix of uses.

HARRIS HILL

Building density: Two to three story buildings are encouraged, though one to two are more common. Where more than two stories are proposed, higher stories can be stepped back from the front building edge.

Building orientation:

- * Prominent facades along Main Street
- * Larger groups of buildings should be arranged in a campus-like setting
- * Front setbacks should be the average of adjacent properties (0–30 feet max., United Methodist Church for example).

Building Design:

- * The building should include articulation of lower and upper stories and a street presence that is inviting to pedestrians and cyclists as well as motorists.
- * Materials and design should maintain the quality and complement other prominent features in the hamlet, especially the Nativity of the Blessed Virgin Mary Church, including brick and clapboard siding.
- * Street-level windows should extend approximately 75 percent of the lower level with proportional upper level windows that maintain a similar design style.
- * Windows should dominate all accessible facades, including Main Street, and all facades should include transparency.
- * Architectural details, such as trim, shutters, and lintels, should be included

around windows on upper floors.

- * Roofs are to be pitched. Parapet walls can be used to give the appearance of a flat roof, provided architectural details and façade articulation are incorporated.

Parking: Rear or side yards to facilitate pedestrian circulation from the street and into the property.

Landscaping/Lighting:

- * Ornamental landscaping should be encouraged closer to the building edge to soften it and provide buffering
- * Landscaping should include trees along the edges of parking lots and in internal islands
- * Lighting should incorporate full cut-off shielding to cast light downward and minimize unwanted glare or spillover

Pedestrian Considerations:

- * Pedestrian entrances should be provided on Main Street as well as internal parking areas
- * Outdoor seating and other pedestrian amenities are encouraged depending upon the building use



The key objective for this area will be to redefining it into more of a hamlet setting with buildings set closer to the street as you approach the intersection and a mix of uses at higher density.

MAIN @ SHERIDAN

Building density: Two to three story buildings are encouraged, though one to two are more common. Where more than two stories are proposed, higher stories can be stepped back from the front building edge.

Building orientation:

- * Articulated facades along Main Street with windows to demonstrate activity
- * Buildings should have their main entrances adjacent parking areas, but may have secondary entrance onto Main Street
- * Larger groups of buildings should be arranged in a campus-like setting
- * Outparcel development is encouraged and should match the primary building(s).
- * Front setbacks between 10-30 feet max.

Building Design:

- * The building should include articulation of lower and upper stories and a street presence that is inviting to pedestrians and cyclists as well as motorists.
- * High-quality materials and design should be used, including brick and clapboard siding. Although there are no prominent architectural buildings, new and redeveloped structures should be complementary.
- * Windows should dominate all accessible facades, including Main Street, and all facades should include transparency.
- * Architectural details, such as trim, shutters, and lintels, should be included around windows on upper floors.
- * Roofs are to be pitched. Parapet walls can be

used to give the appearance of a flat roof, provided architectural details and façade articulation are incorporated.

- * Awnings should be included over doors/windows along Main Street.

Parking:

- * Rear or side yards to facilitate pedestrian circulation from the street and into the property.
- * Internal parking where a campus-style development is proposed.

Landscaping/Lighting:

- * Ornamental landscaping should be encouraged closer to the building edge to soften it and provide buffering
- * Landscaping should include trees along the edges of parking lots and in internal islands
- * Lighting should incorporate full cut-off shielding to cast light downward and minimize unwanted glare or spillover

Pedestrian Considerations:

- * Pedestrian entrances should be provided on Main Street as well as internal parking areas
- * Outdoor seating and other pedestrian amenities are encouraged depending upon the building use



Clarence Hollow has a well defined presence and history; infill development should be context sensitive to maintain and expand that heritage. The public realm should be lively and pedestrian-oriented with buildings that engage the street

CLARENCE HOLLOW

Building density: Two story buildings are encouraged over single and 1.5 stories. Where more than two stories are proposed, higher stories can be stepped back from the front building edge.

CLARENCE

Building orientation:

- * Prominent facades along Main Street
- * Buildings parallel to the street with and up to the sidewalk (zero lot line)

Building Design:

- * The building should include articulation of lower and upper stories and a street presence that is inviting to pedestrians and cyclists as well as motorists.
- * High quality building materials should be used that complement the existing vernacular, including brick and clapboard siding.
- * Street-level windows should extend approximately 75 percent of the lower level with proportional upper level windows that maintain a similar design style.
- * Windows should dominate the frontage along Main Street. All facades should include some level of transparency.
- * Architectural details, such as trim, shutters, and lintels, should be included around windows on upper floors.
- * Awnings should be included over doors/windows along Main Street.
- * Roofs are to be pitched. Parapet walls can be used to give the appearance of a flat

roof, provided architectural details and façade articulation are incorporated.

Parking:

- * Primarily to the rear of the building, with side yard parking limited to a single row where feasible. No front yard parking.
- * Pedestrian connections from the street and into the property.

Landscaping/Lighting:

- * Street trees primarily along the street frontage with ornamental landscaping in planters, hanging baskets, etc.
- * Landscaping should include trees along the edges of parking lots and in internal islands
- * Lighting should incorporate full cut-off shielding to cast light downward and minimize unwanted glare or spillover

Pedestrian Considerations:

- * Pedestrian entrances should primarily be on Main Street as well as internal parking areas
- * Outdoor seating and other pedestrian amenities are encouraged depending upon the building use



The agrarian areas are transitional areas between the hamlets that reflect the agricultural history of the Town - deeper setbacks, expansive greenspace, and overall rural design and character.

AGRARIAN CLARENCE

Building density:

- * Open green space should front the corridor with trees, signature stone walls, and other agrarian-style features.

CLARENCE

- * Two to 2.5 story buildings with front yard setbacks a min. of 100 feet

Building orientation:

- * Facades can front Main Street or internally to the site, common with rural vernacular
- * Accessory buildings can be placed in front of the primary building provided they are smaller scaled and mirror the design and materials of the primary structure

Building Design:

- * High quality building materials should be used that reflect rural character, such as clapboard siding or board and batten.
- * Buildings should include ridges and eaves
- * All facades should include some level of transparency, with larger architectural or picture windows along Main Street
- * Building forms can be simple, reflecting barn elements such as clerestories, dormers, and cupolas.
- * Roofs are to be pitched with mansard, hip, and gabled roofs common. Wide rooflines should be stepped down.

Parking:

- * Shall be located primarily to the rear or side of the building. Front yard parking is discouraged.

Landscaping/Lighting:

- * Street trees should be located along the frontage as well as long access roads
- * Stone walls are common throughout Clarence and should be included to reinforce the pastoral/agrarian feel
- * Landscaping should appear more natural and less manicured with the exception of lawns
- * Preserve and incorporate identified natural resource areas, existing areas of healthy, native vegetation, wetlands, ponds, and other natural features.
- * Lighting should be limited to building and parking areas only and shall be full cut off.

Pedestrian Considerations:

- * Where distances are not substantial (e.g. not more than 100 feet), pedestrian connections from Main Street to the primary building shall be included.

Appropriate Street Trees

Trees located along streets have to contend and survive in a unique environment that includes compact soils; temperature swings; limited soils; height restrictions; and the use of salts and other road and vehicular pollutants. To ensure their health, specific construction practices and tree varieties should be utilized including:

- * Salt and compacted soil tolerant species
- * Variety of tree species to prevent significant loss due to disease (i.e. chestnut blight, emerald ash borer, Dutch elm disease, etc.)
- * Maximize size of tree pits to ensure



Photo simulation (left) showing restriping Main Street with bike lanes, addition of street trees and removal of excess asphalt along frontage compared to existing (below) and the visual impact it can make on the corridor.

STREETSCAPE

Within the Main Street corridor, the right-of-way is predominantly 100 feet wide with only a small area near the Sheridan intersection being slightly larger to accommodate travel lanes. Since the roadway is under the jurisdiction of the New York State DOT, the allocation of space for travel lanes, turning lanes, and shoulders are all determined based on typical highway design standards that maximize efficient and safe movement of vehicles.

This wide expanse of pavement provides ample opportunities for expanding multi-modal transportation options, especially bike lanes, as



well as additional landscaping and other features along the street. By investing in the public realm, the visual quality of the corridor can be changed to create a more attractive business environment that reinforces Main Street as the economic backbone for the Town.

CLARENCE

The street sections on the following pages highlight various recommendations for enhancing the streetscape of the corridor within the existing right-of-way. In some instances, a “road diet” has been identified with the pavement width reduced to provide additional space for tree lawns and street trees. The width of all travel lanes, including those for bikes, are the minimum required based on the speed and volume of Main Street (NYS Route 5).

General Recommendations

- * Street trees are encouraged to be planted on both sides of the sidewalk as feasible in a staggered fashion (provide adequate sight distance at driveways and intersections as required)
- * In areas where overhead power lines exist, appropriate street trees should be utilized that will not interfere with utilities (i.e. dwarf species that are limited in height). More mature, standard sized trees can be considered where overhead lines do not exist.
- * Access drives onto Main Street should be limited to a single curb cut to minimize the excessive amount currently found along the corridor. Drives can be wider to accommodate delivery vehicles or dedicated turning lanes as needed and multiple curb cuts should only be

considered for wider road frontage. This provides a safer environment for vehicles making turns onto and from Main Street as well as potential bicyclists using the bike lanes.

- * Green infrastructure (including wider tree lawns) should be considered throughout the corridor to minimize stormwater runoff and provide opportunities to recharge groundwater.
- * Formal on-street parking is only found in Clarence Hollow. In the future, this could be expanded along select areas of Main Street, which would require a mix of bike lanes and shared use lanes.
- * Other streetscape elements to be considered include:
 - ◇ Decorative street lights and banners
 - ◇ Decorative street name signs or secondary signage identifying the neighborhood/character area
 - ◇ Benches and bike racks along the sidewalks in commercial areas
 - ◇ Informational kiosks and wayfinding signage
 - ◇ Trash bins

adequate growth of root structure (1-2 cubic feet of soil volume per square foot of crown area spread), which can be incorporated in green infrastructure and other related stormwater improvements

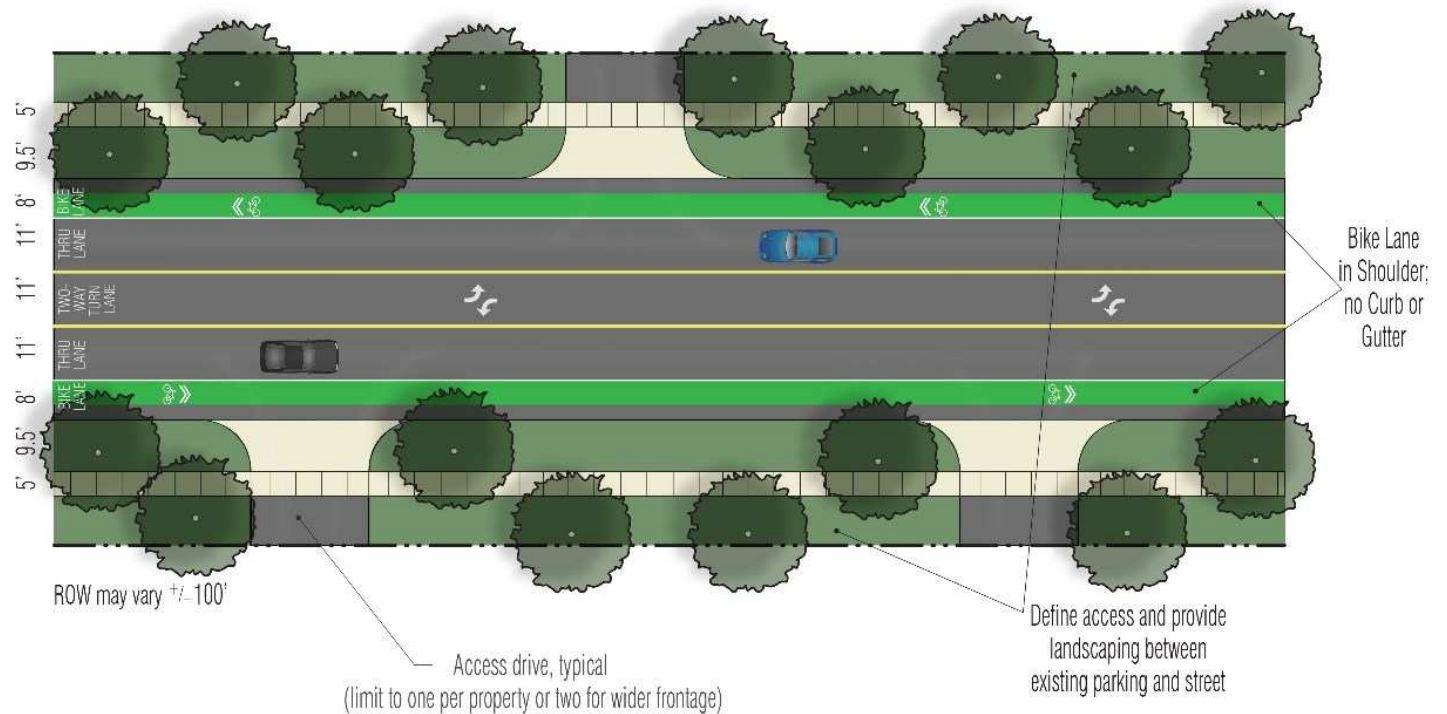
- * Use of structural soils and underground root channels as feasible
- * Street trees should be planted approximately 30 foot on center to provide space for growth and clear sight distances



Typical Streetscape WITHOUT curb or gutter

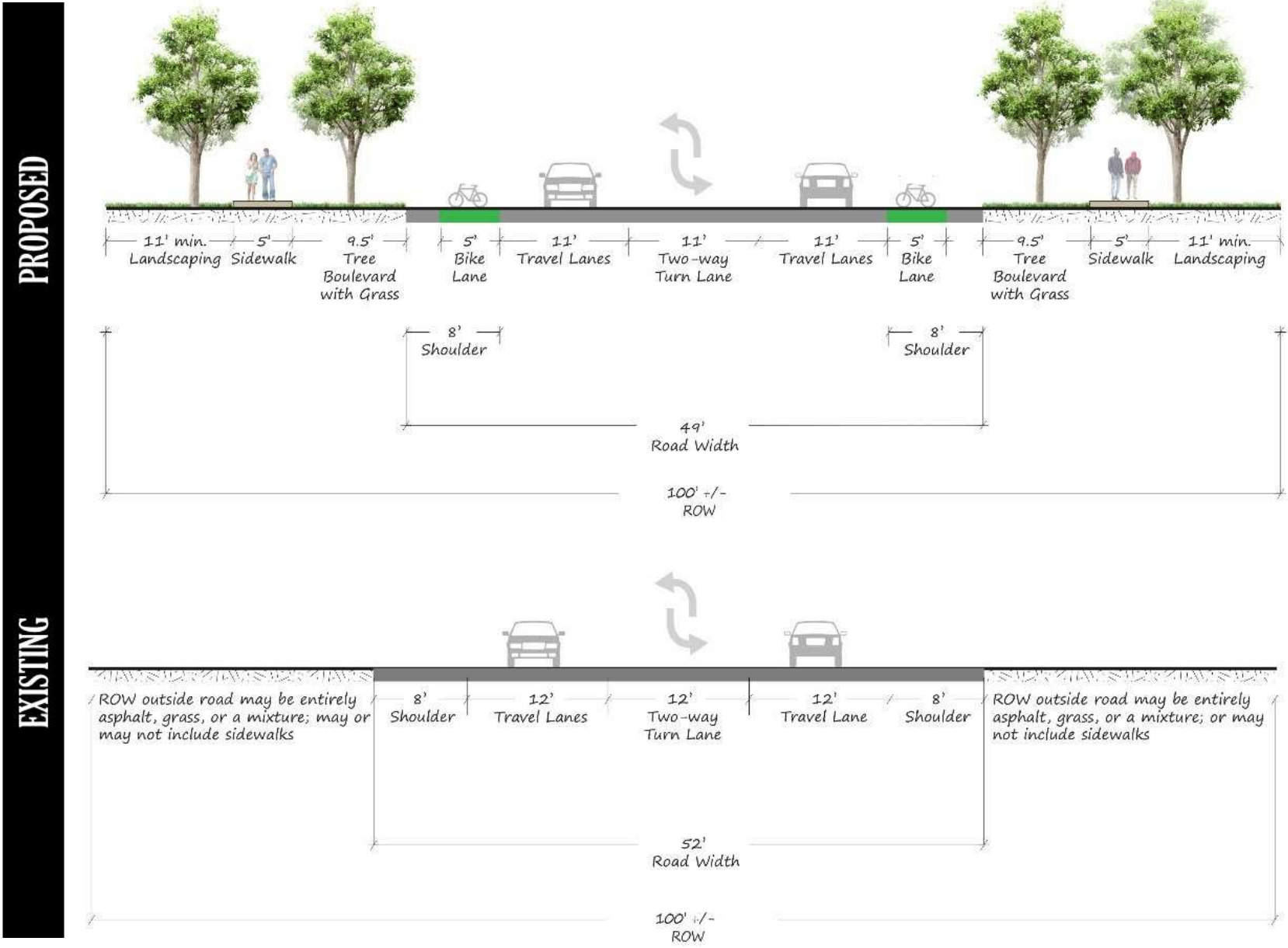
- * Reduce travel and center turn lanes from 12 feet to 11 feet
- * Provide dedicated bike lane within 8-foot shoulder space (still available for emergency use)
- * Dedicated tree lawn with street trees along road edge buffering roadway from sidewalk or private development
- * Dedicated tree lawn with street trees along road edge buffering roadway from sidewalk or private development

Main Street: Typical Streetscape without Curb or Gutter (Harris Hill to West of Sheridan)
Scale 1:20



Main Street: Typical Cross-Section without Curb or Gutter (Harris Hill to West of Sheridan)

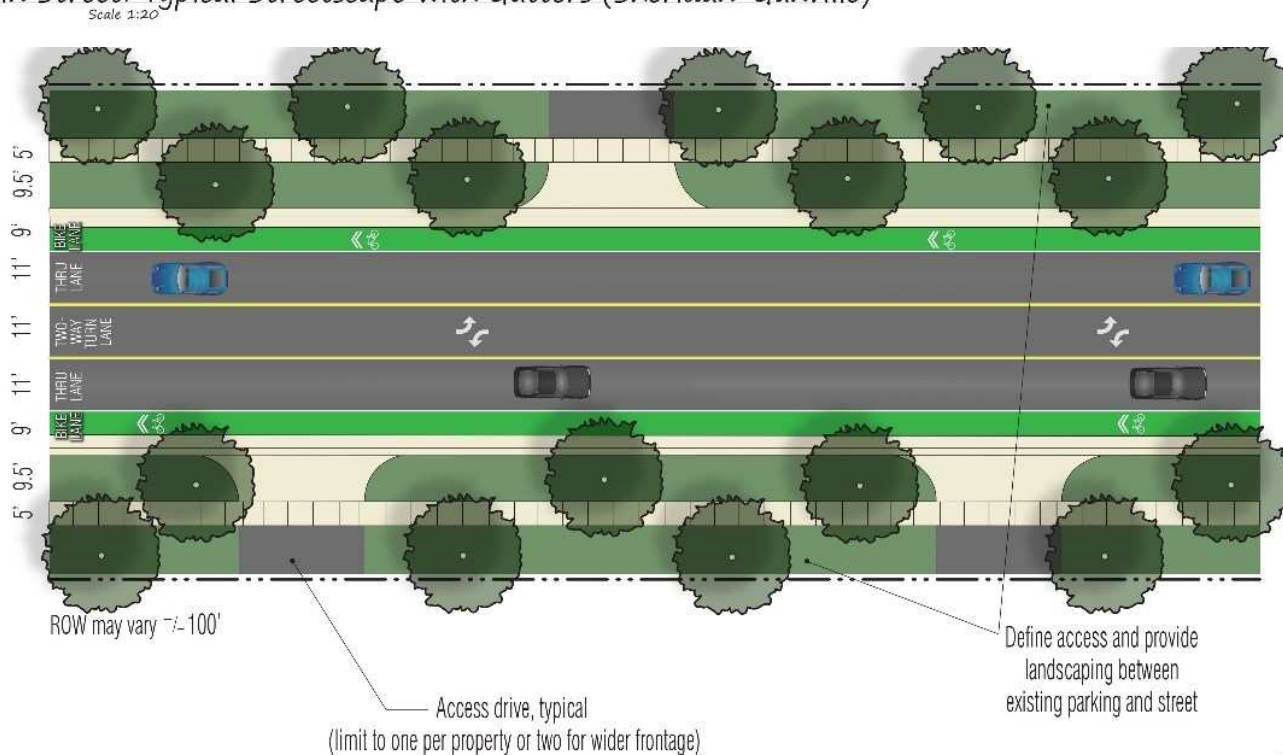
Scale 1:10



Typical Streetscape WITH curb or gutter

- * Reduce travel and center turn lanes from 12/14 feet to 11 feet
- * Dedicated tree lawn with street trees along road edge buffering roadway from sidewalk or private development
- * Provide dedicated bike lane within 8-foot shoulder space (still available for emergency use)
- * BIKE LANE ALTERNATIVE: As shown, the gutters would be relocated to reduce the pavement width while providing adequate space for vehicles and bikes. If the gutters and underground piping remain in their current location, additional striping can be utilized to outline buffer space between the travel and bike lane or the available shoulder can be widened. The treed boulevard/tree lawn would be reduced to 7-feet.

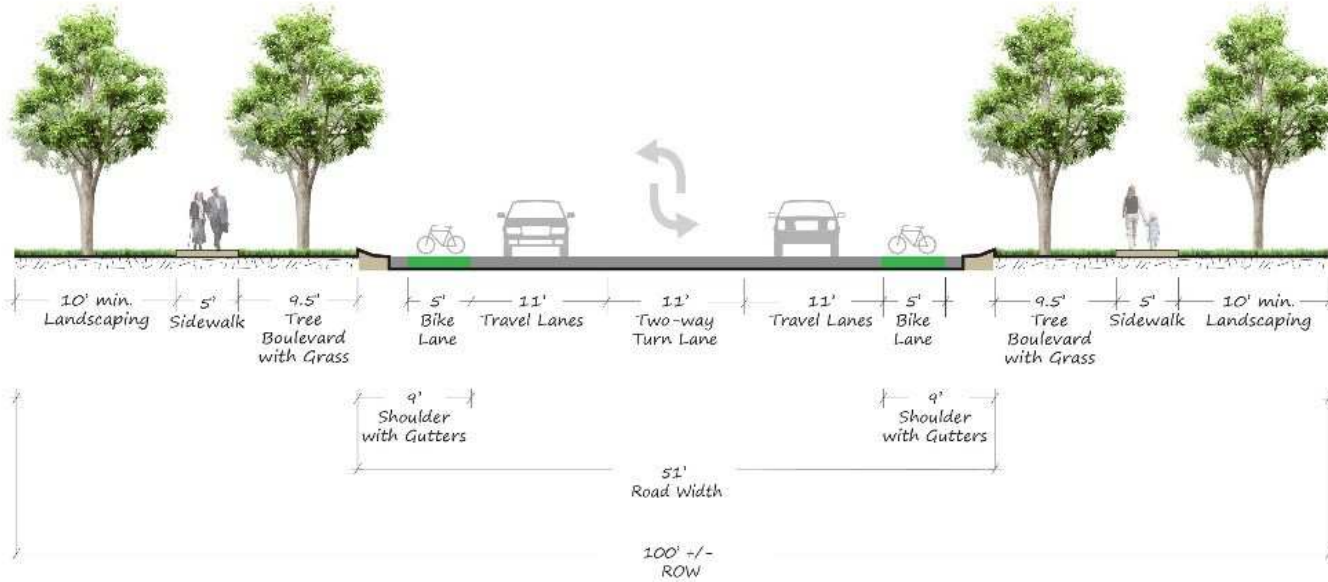
Main Street: Typical Streetscape with Gutters (Sheridan-Gunville)



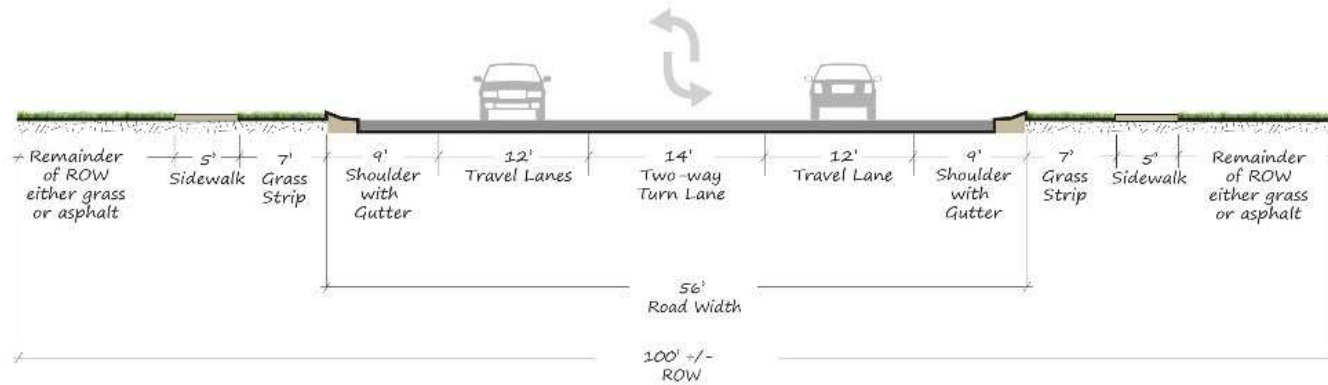
Main Street: Typical Cross-Section with Gutters (Sheridan-Gunville)

Scale 1:10

PROPOSED



EXISTING



Streetscape/intersection in the Hollow

- * Defined crosswalks using alternative materials, striping patterns, or artwork
- * Curb bumpouts at intersections to minimize pedestrian travel distance, identify the intersection to motorists, and narrow the pavement width
- * Maintain the on-street parking lane
- * Narrow the center turning lanes from 12 feet to 11 feet
- * Increase the travel lane from 14 to 14.5 feet to make a shared travel and bike lane (include “sharrow” pavement markings and SHARE THE ROAD signage)
- * Provide street trees within the existing tree lawns where feasible
- * Sidewalks or pavement can extend up to street storefronts to provide additional space for pedestrians and outdoor activity (where permitted)

Main Street: Typical Intersection with Bump-Outs in the Hollow
Scale 1:20

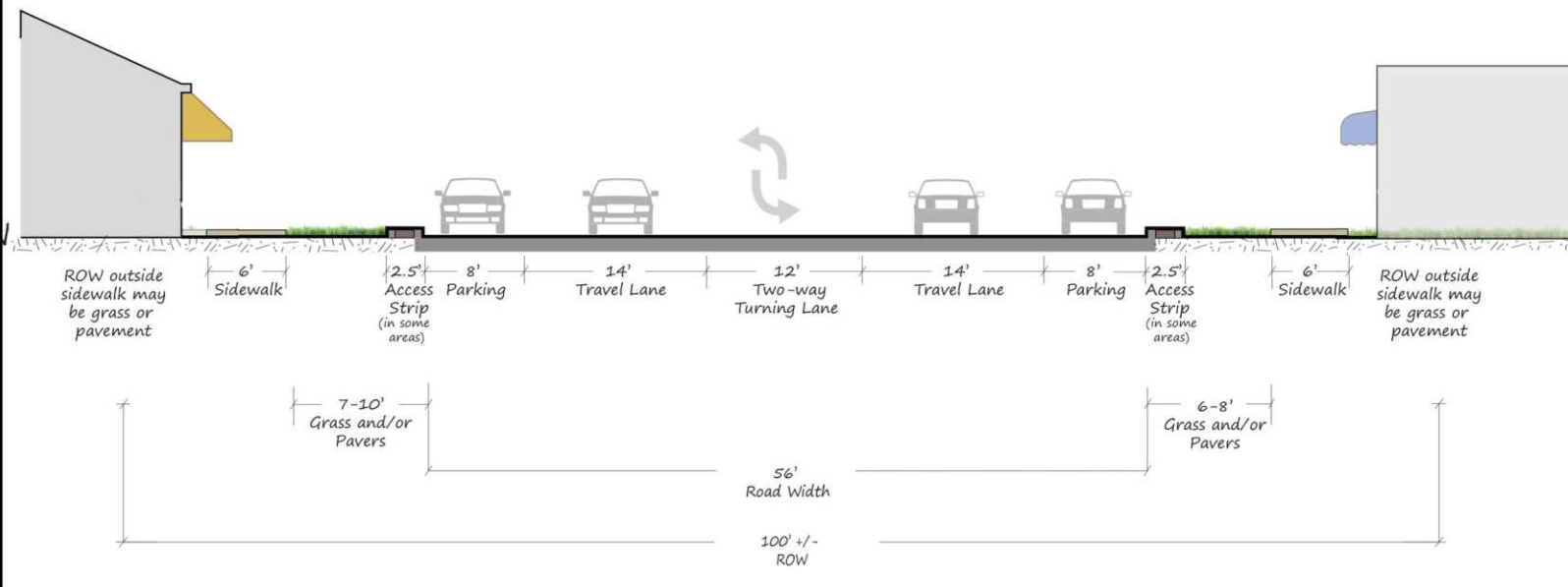
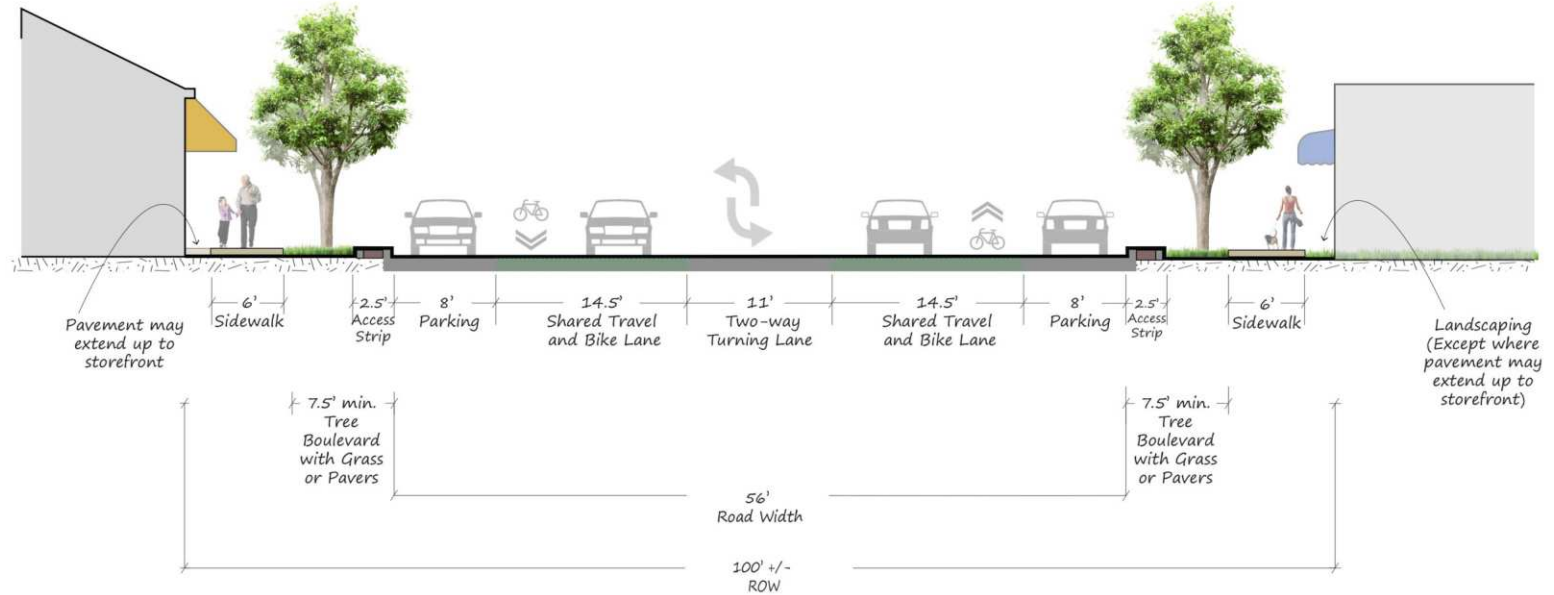


Main Street: Typical Cross-Section in the Hollow

Scale 1:10

PROPOSED

EXISTING



FUTURE DENSITY CONSIDERATIONS

As part of the Vision: Main Street Clarence process, massing models for identifying the extent of density in the corridor were developed based on committee and community input (see Section 3, pages 29-30) as shown on the following pages. While this model has some clear limitations (such as current zoning regulations, infrastructure, etc.) it is a critical tool to show the desired build-out.

When coupled with the design recommendations for buildings, sites, the roadway, and other elements, new development or redevelopment of underutilized properties can be encouraged in more appropriate areas while taking into account unique, local characteristics.

Although the notion of increasing density typically has a stigma associated with it (e.g. high-rises, “too urban,” subsidized housing, etc.), the reality of it is that when it is applied in the right location and in the context of the community, it can have many positive benefits, such as:

- * More efficient use of infrastructure (financial investment and materials)
- * Supporting existing commercial areas (i.e. hamlets)
- * Developing centers of employment

- * Efficient use of transportation systems (reducing vehicle trips, transit, etc.)
- * Reducing development pressure on “green-field” sites



This type of density...

...Not this.



IMPLEMENTATION PRIORITIES

The goal of **Vision: Main Street Clarence** is to establish a framework for how the corridor can be enhanced to support additional economic development while promoting and protecting its rich history. As previously noted, the critical element that will provide the increased density potential in the corridor is the installation of public sanitary sewers.

Due to factors such as the extent of installation, financial investment, and existing pollution issues to be addressed from private systems, public sanitary sewers are likely a longer-term project. However, there are aspects of the **Vision** plan that can still be undertaken to improve the physical, visual, and economic environment of the Main Street corridor in the meantime.

Many of these recommendations require action by the Town to modify regulations or put policies in place to guide local boards and staff during site plan review processes. Physical enhancements will require funding either from budgetary line items or outside sources such as those available through the State Consolidated Funding Application (CFA) process. The Town should continue to seek out funding to address infrastructure needs in addition to other physical design enhancements where feasible.

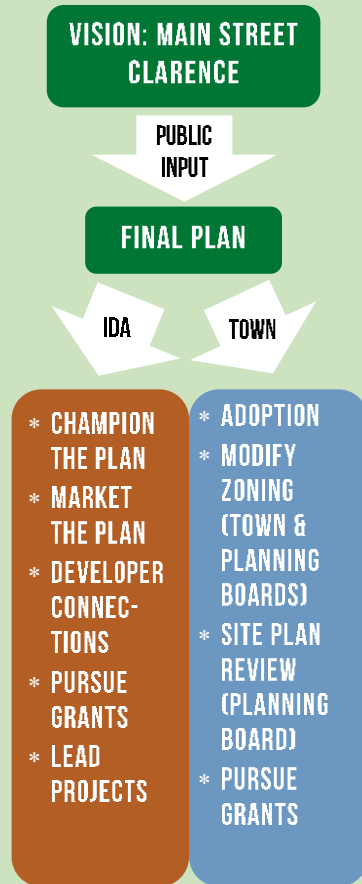
The following pages outline projects, action items, timeframes, and potential partnerships based on the recommendations contained within this plan.

The action plan is intended to be an active document for the Town and its partners to utilize moving forward. For that reason a “Status” column is included in the action plan for the purposes of goal setting and tracking.



Who Does What?

The Town of Clarence and the IDA - both key players in this plan, but each with a different angle on actions.




A unique name for a unique method of testing ideas, tactical urbanism is an approach that calls for low-cost, short-term design interventions. Tactical urbanism events or actions are typically led by grassroots or community groups that can be sanctioned or unsanctioned by elected officials (the former is preferred), but can involve anyone who has a vested interest in positive change.



Generally, tactical urbanism involves the following characteristics:

- * Deliberate, phased approach
- * Offering of local ideas for local planning challenges

	Action/Project	Partnerships	Priority	Est. Cost	Status
Zoning	Amend zoning districts to implement the four character areas within the Main Street Corridor, including the third “hamlet” of Main @ Sheridan.	Town Board, Planning Board, Clarence Planning Dept.	HIGH	None (Internal) \$45,000 (Consultant*)	
	Revise setback, height, and use requirements to provide the desired pattern of front yard setbacks and establish the pedestrian-friendly streetscapes noted in the plan.	Town Board, Planning Board, Clarence Planning Dept.	HIGH	None (Internal) (See * note)	
	Review and revise permitted and specially permitted uses to determine if more general use categories should be utilized and if listing of uses should be expanded/minimized in certain districts.	Town Board, Planning Board, Clarence Planning Dept.	HIGH	None (Internal) (See * note)	
	Review criteria of automobile-centered uses or accessory uses (e.g. parking, drive-throughs) to determine if they discourage pedestrian-friendly site design.	Town Board, Planning Board, Clarence Planning Dept.	HIGH	None (Internal) (See * note)	
Land Use & Development	Develop detailed design guidelines for each character area to facilitate the desired physical appearance within the corridor.	IDA, Planning Board	HIGH	None (Internal) \$20,000-\$30,000 (Consultant*)	
	Review/revise site plan regulations for landscaping standards, ensuring that a variety of vegetation is utilized depending on adjacent uses.	Town Board, Planning Board, Clarence Planning Dept.	HIGH	None	
	Encourage greater use of green infrastructure in private development through incentives and other methods.	Town Board, Planning Board, Clarence Planning Dept., IDA	MEDIUM	None	
Priority: HIGH - 1-2 years, MEDIUM - 2-5 years, LOW - 5+ years					

	Action/Project	Partnerships	Priority	Est. Cost	Status
Land Use & Development	Develop access management standards and regulations that seek to limit curb cuts, encourage greater joint access, and other site access enhancements to improve safety along the corridor.	IDA, Town Board, NYS DOT	HIGH	None (Internal) (See * note)	
	Ensure all new development and redevelopment includes pedestrian connections to Main Street and within the development itself.	Town Board, Planning Board, Clarence Planning Dept.	HIGH	None	
	Perform a detailed economic development study to determine the feasibility of full build-out of the corridor in conjunction with the Vision: Main Street Clarence plan.	IDA, Town Board	HIGH MEDIUM	\$15,000-\$30,000	
	Conduct an analysis of current parking utilization and potential deficiencies in the hamlets under current conditions and at full-build out. This could be done in conjunction with the economic development analysis.	Clarence Planning Dept.	MEDIUM	\$20,000	
	Continue to pursue funding and public-private partnerships to extend public sanitary sewer service to the entire Main Street corridor.	IDA, Town Board, Planning Board, Clarence Planning Dept.	MEDIUM LOW	None	
	Encourage historical connections in building and site design in conjunction with Clarence 2030.	Planning Board, Clarence Planning Dept., Historical Society	MEDIUM	None	
Streetscape	Increase street tree density within existing tree lawns.	IDA, Town Board, NYS DOT	HIGH	\$750,000 (complete, \$600 ea)	
	Consider the installation of street banners on existing street lights within each character area to further identify them and create a more pronounced sense of place.	IDA, Clarence Hollow Association, Discover Main Street, Chamber of Commerce, NYS DOT	HIGH	\$400 each	

**Note: If consultant option chosen, may be combined with other related efforts as one lump cost.*

* Short-term commitment and realistic expectations

* Low-risks with a possible high reward

* Development of social capital between citizens and building organizational capacity between public/private entities, non-profit/NGOs and their constituents.

Locally, many communities have initiated tactical urbanism events to “test the waters” of design ideas and refine them, including the neighboring Village of Williamsville with Picture Main Street.

“The lack of resources is no longer an excuse not to act. The idea that action should only be taken after all the answers and the resources have been found is a sure recipe for paralysis. The planning of a [community] is a process that allows for corrections.”


- Jamie Lerner, Tactical Urbanism Manual



Streetscape

	Action/Project	Partnerships	Priority	Est. Cost	Status
Streetscape	Expand current bike path as identified in Bike Master Plan (2013) with appropriate connections to and through Main Street.	IDA, Clarence Planning Dept.	MEDIUM	Unknown	
	Initiate a program/policy to remove paving within the right-of-way that is not actively used for parking or access and convert to greenspace with street trees. Green infrastructure measures should be considered with any pavement removal with the right-of-way.	IDA, Town Board, NYS DOT, Clarence Hollow Association, Discover Main Street	HIGH MEDIUM	\$150,000- \$200,000 per mile	
	Enhance the public realm within the existing right-of-way in the existing hamlets with pedestrian amenities such as benches, trash cans, bike racks, etc. Benches should be placed at least every quarter mile or less (typical walking distance) to encourage and support pedestrian use.	IDA, Town Board, Clarence Highway Dept., Clarence Hollow Association, Discover Main Street, Chamber of Commerce	HIGH MEDIUM	\$20,000- \$30,000	
	Prioritize streetscape enhancements to the existing hamlets (Clarence Hollow, Harris Hill) followed by the other character areas.	IDA, Town Board, Clarence Hollow Association, Discover Main Street, Chamber of Commerce	HIGH MEDIUM	None	
	Identify areas of sidewalk deficiencies or inadequacies along Main Street to improve walkability for users.	IDA, Town Board, Clarence Planning Dept., Clarence Highway Dept.	HIGH MEDIUM	\$15,000 (planning study)	
	Develop a pedestrian wayfinding signage system for Main Street that identifies the business/activity areas within each hamlet to further engage pedestrians and bicyclists. At a minimum, informational kiosks can help to direct visitors.	IDA, Clarence Hollow Association, Discover Main Street, Chamber of Commerce, Clarence Planning Dept.	MEDIUM	\$20,000 (plan/design) \$70,000- \$125,000 (construct.)	

Priority: HIGH - 1-2 years, MEDIUM - 2-5 years, LOW - 5+ years

	Action/Project	Partnerships	Priority	Est. Cost	Status
Streetscape	Phase in restriping of Main Street to include bike lanes or shared use lanes, including signage and other regulatory warning markers.	IDA, Town Board, NYS DOT	HIGH MEDIUM	\$162,000 (\$2M if mill/repave)	
	Create a better identification of the character areas along Main Street with unique street name signs or secondary signs (e.g. Clarence Hollow).	IDA, Town Board, Clarence Highway Dept., Clarence Hollow Association, Discover Main Street, Chamber of Commerce, NYS DOT	MEDIUM	\$5,000- \$10,000	
	Incorporate green infrastructure where feasible in any corridor improvements, including the use of permeable pavements, rain gardens, or overall pavement reduction.	IDA, Town Board, Clarence Highway Dept., NYS DOT	MEDIUM LOW	May add 10-20% add'l cost vs. standard	
Roadway Improvements	Consider formal mid-block crossings, including signage and/or lights (HAWK), for existing or future trails, bike paths, and pedestrians to facilitate greater multi-modal activity.	Town Board, NYS DOT	HIGH	\$100,000/ crossing	
	Study the feasibility of expanding public transit service along Main Street as density and businesses grow. A public-private, limited operation system (e.g. trolley) could also be considered.	IDA, Town Board, NYS DOT, Clarence Hollow Association, Discover Main Street, Chamber of Commerce	MEDIUM	\$25,000	
	Consider a “road diet” to portions of Main Street, especially in Harris Hill, to decrease pavement width while still providing adequate space for emergency pull-off space (i.e. shoulders). This would be coupled with increased tree lawns and/or street trees along the corridor.	Town Board, NYS DOT	MEDIUM LOW	\$30,000 (study)	
	Study the feasibility of intersection improvements, including a roundabout, at the Main @ Sheridan intersection.	Town Board, NYS DOT	MEDIUM LOW	\$25,000 (study)	

Landscaping on Main Street

Landscaping along Main Street should not be an afterthought, especially within the public realm - it is here that helps to set the stage for a vibrant street life. The aesthetic qualities of buildings and their landscapes shape experiences. In general, variety selection and design should reflect the following:

- * Deciduous trees - shade in parking lots and along sidewalks, specimen or focal points, non-fruiting varieties along sidewalks/roads
- * Evergreen trees - screening and buffering
- * Flowering shrubs/trees - along walks/ pedestrian areas, frame entrances/stairs
- * Annual flowers - highlight special areas


Green Infrastructure

Managing stormwater is typically done through surface structures and underground piping that moves it to either a pond or the local wastewater plant where it is treated along with sanitary sewage. In the past decade, the “green infrastructure” has been pushed as a better alternative - using more natural methods to manage stormwater and allow it to return back to the ground.

These methods include:

- Green roofs
- Permeable pavement
- Bioswales
- Rainwater harvesting
- Underground retention
- Rain gardens

In any roadway project, stormwater is a factor to consider. The use of green infrastructure should be a top priority to not only manage stormwater, but as a means to improve the environment and look of the corridor in the future.

	Action/Project	Partnerships	Priority	Est. Cost	Status
Roadway Improvements	Install pedestrian-level street lights as part of any street reconstruction efforts on Main Street. High priority would be given to areas of higher pedestrian activity (i.e. hamlets).	IDA, Town Board, NYS DOT	LOW	\$10,000 (prelim. layouts & estimates)	
	Investigate the future potential for burial of the overhead wires along Main Street as part of any major road reconstruction project.	IDA, Town Board, NYS DOT	LOW	None (included within larger project)	
	Coupled with any pavement removal within the right-of-way, consider the feasibility of incorporating green infrastructure practices especially in higher-density locations (i.e. hamlets) to reduce stormwater runoff.	IDA, Town Board, NYS DOT	MEDIUM LOW	\$20,000 (study)	
Priority: HIGH - 1-2 years, MEDIUM - 2-5 years, LOW - 5+ years					

APPENDIX A

VISUAL PREFERENCE SURVEY RESULTS