



Village of Liverpool, NY Comprehensive Plan 2025 & Final Generic Environmental Impact Statement



Village Hall
310 Sycamore Street
Liverpool, NY 13088



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Project Location:

Village of Liverpool
Onondaga County, New York

Project Sponsor:

Village of Liverpool

Lead Agency:

Village of Liverpool Planning Board
310 Sycamore Street
Liverpool, New York 13088

Contact Person:

Nicholas R. Kochan
Planning Board Chair
(315) 457-3441

Prepared by:

Clough, Harbour & Associates LLP
The Galleries of Syracuse
441 South Salina Street
Syracuse, New York 13202

Project Manager:

Walter L. Kalina A.I.C.P.
(315) 471-3920
CHA FILE 12308

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Mayor

Marlene J. Ward

Trustees

Gary White, Deputy Mayor

Dave Murray

Chris Terrell

Jim Rosier

Planning Board

Nick Kochan – Chair

Joe Ostuni

Linda Hickok

Peter Osborne

Tom Tartaglia

John Eallonardo

Zoning Board of Appeals

Ben Lees – Chair

Marv Swanson

Pam Carey

Mike Casale

Steve Race

Code Enforcement Office

Bill Reagan

Kurt Field

Village Attorney

Mark Grobosky



Village Clerk

Mary Ellen Sims
Margaret “Peg” Casale

Village Historian

Dorianne Gutierrez

Advisory Committee

Lonnie Chu – Comprehensive Plan Website Coordinator
Elizabeth Dailey – Liverpool Public Library
Yvette Hewitt – Liverpool Public Library
Mike Hennigan – Nichols Grocery
John Landers – Liverpool Chamber of Commerce
Mike Bearup – Village Merchants Association
Alice Melvin – Resident
John Gormel – Retreat Restaurant Business Owner
Mike Romano - Resident
Joe Detor – Resident
Ed & Sally Sessler - Residents

Agency Representatives & Stakeholders

Jim Farrell – Onondaga County Legislator
Bernie Kraft – Onondaga County Legislator
Hank Chapman – Senator John DeFrancisco’s Office
Steve Vetter – NYS Department of Transportation
Bill Egloff – NYS Department of Transportation
Bruce Trexler – Onondaga County Department of Transportation
Jim Stalter – Onondaga County Department of Transportation
Mary Rowlands – Syracuse Metropolitan Transportation Council
Richard Landerkin - CNY Regional Transportation Authority
Guy Hulbert – NYS Thruway Authority
Karen Kitney – Syracuse Onondaga County Planning Agency
Bob Geraci – Onondaga County Parks
John Eallonardo – Onondaga County Parks
Russ Tarby – Liverpool Review, Eagle Newspapers
Casey Smith – Liverpool Review, Eagle Newspapers

Prepared by: **Clough, Harbour & Associates LLP**

441 South Salina Street
Syracuse, NY 13202-4712
(315) 471-3920

www.cloughharbour.com

Frank Mento, P.E. – Partner-in-Charge, Village Engineer
Walter L. Kalina, AICP – Senior Planner, Project Manager
Michael D. Alexander, AICP – Project Planner
Jason Deshaies – GIS Specialist





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EXECUTIVE SUMMARY

The authority and responsibility to conduct comprehensive planning, regulate land use for the purpose of protecting the public health, safety and general welfare of its citizens and adopt a comprehensive plan is granted by the New York State Legislature under Village Law Section 7-722 entitled Village Comprehensive Plan. Adoption of a comprehensive plan by the Village Board of Trustees requires that all Village land use be in accordance with the comprehensive plan. Furthermore, other government agencies must take the plan into consideration whenever their capital projects occur on land identified in the Village Comprehensive Plan.

A village comprehensive plan and any amendment thereto are subject to the provisions of the New York State Environmental Quality Review Act (SEQRA) under Article Eight (8) of the Environmental Conservation Law and its implementing regulations. A village comprehensive plan may be designed to also serve as, or be accompanied by, a Generic Environmental Impact Statement (GEIS) pursuant to SEQRA statute and regulations. The adoption by the Village Board of the Comprehensive Plan is a Type 1 action subject to review under 6 NYCRR 617. No further compliance with such law is required for subsequent site specific actions that are in conformance with the conditions and thresholds established for such actions in this GEIS and its findings. The Village of Liverpool Comprehensive Plan 2025 has been prepared in GEIS format to comply with SEQRA requirements.

The Village of Liverpool has undertaken an extensive public and stakeholder participation process in preparing this Comprehensive Plan. The participation process, which was led by the Village Planning Board, included the establishment of a Comprehensive Plan Advisory Committee (CPAC). CPAC members attended, on average, monthly meetings throughout 2003 and 2004 in guiding the preparation of this Plan. Public participation opportunities also included public and stakeholder informational meetings, focus group discussions and public hearings during the entire 2003 to 2005 timeframe. Notes of meetings are provided in the Appendix to the Plan.

During the comprehensive planning process, the Village also developed and maintained an interactive website. This website was linked to the Village website to disseminate information during the comprehensive planning process. The Comprehensive Plan website provided meeting information, including agendas and meeting minutes, as well as sections of the Plan itself as they became available for public comment and review.

The Village began working on its Comprehensive Plan in early 2002. During this time Village residents and public officials participated in a series of meetings to identify community strengths, weaknesses, opportunities and threats, otherwise known as a SWOT process. Residents and officials also participated in a series of related meetings as part of the development of the Onondaga County Settlement Plan.

The Onondaga County Settlement Plan, completed in 2001, identified the Village as a Pilot Planning project. “Pilot Project #4: Liverpool Village Retrofit” was one of eight such pilot projects undertaken by Onondaga County and its planning consultants, Duany-Plater-Zyberk & Company and Environmental Design and Research, as part of the County’s regional Settlement Plan. The Settlement Plan is based on New Urbanism planning principles. The Settlement Plan’s recommendations for Liverpool were used in guiding the development of this Comprehensive Plan. The Village of Liverpool Comprehensive Plan is consistent with the County’ Settlement Plan and the 2010 Development Plan which focus on directing growth and development towards existing communities and developed areas.

The Settlement Plan recommends returning to the traditional street pattern of the Village and removal of the high-speed traffic patterns that presently exist in the Village. It also presented ideas for infill development and redevelopment with the placement of new buildings in the downtown area consistent with the principles of New Urbanism which among other things emphasizes a pedestrian-friendly environment.

The Village of Liverpool, NY is located within the Town of Salina, Onondaga County, in the heart of Central New York. Liverpool is approximately four miles northwest of Downtown Syracuse along the northern shore of Onondaga Lake. The Village is approximately 0.8 of a

square mile in size and is home to about 2,500 people. Settled in 1794 and incorporated in 1830, the Village still retains much of its 19th Century charm and character.

OUR OVERALL VISION of the FUTURE

“The Village of Liverpool is a vibrant community with a unique mix of quiet, inviting neighborhoods, attractive parks and successful business areas all set in a traditional village environment. Ours is a visually interesting and walkable community like none other in the region. Our local heritage is celebrated throughout the community. It is expressed in our architecture, parks and public places. We are a community on the move and we look with great anticipation to all of the opportunities the future has to offer us as a revitalized and rediscovered waterfront community.”

The Comprehensive Plan recommends the adoption and implementation of the following Principles of Smart Growth as a means towards achieving our vision. These principles are expressed throughout the Comprehensive Plan and are the basis for many of the action items in implementing the Plan. These principles are:

1. Creating a Range of Housing Opportunities and Choices,
2. Creating “Walkable” Neighborhoods,
3. Encouraging Community and Stakeholder Collaboration,
4. Fostering Distinctive, Attractive Communities with a Strong Sense of Place,
5. Making Development Decisions Predictable, Fair and Cost Effective,
6. Mixing Land Uses,
7. Preserving Open Space, Natural Beauty and Sensitive Environmental Areas,
8. Providing a Variety of Transportation Choices,
9. Strengthening and Directing Development Towards Existing Communities, &
10. Taking Advantage of Compact Building Design

A key and significant issue that faces community leaders and residents in the Village is the challenge of dealing with ever-increasing volumes of vehicular traffic which pass through on a daily basis. These high volumes of mostly non-local commuter traffic have encouraged auto-oriented and automobile-dominated land use development and traffic patterns over the years. High volumes of traffic have increasingly had significant adverse effects on quality of

life issues in the Village including, but not limited to, community character and identity as well as contributing to community blight through the loss of businesses and the creation of vacant properties.

Traffic has changed the character of the community from what was once a unique village environment into a more suburban, highway-oriented community. Traffic has also resulted in an increasingly unfriendly pedestrian atmosphere that hinders pedestrian activity. A reduction in pedestrian activity has resulted in negative impacts on business activity that relies on sidewalk patrons and walk-in clients. Most important of all, however, are the many safety issues associated with these high traffic volumes including vehicular accidents and car-pedestrian accidents.

The ability to move vehicles through the Village smoothly has necessitated the widening of streets and alteration of traffic patterns, often to the detriment of residents and businesses. This highway orientation has generally degraded overall community aesthetics as highway features, such as overhead directional signs, are put in place to facilitate traffic movement.

The issue of traffic flow and traffic safety in Liverpool has been an ongoing concern of the community for decades with little, if any, favorable resolution of the problem over the years. However, community input throughout the planning process of this Comprehensive Plan invariably cited traffic as the most significant issue facing the community today.

Contingent on resolution of the traffic issues there are opportunities for pedestrian activity between civic spaces in the Village, the central business district downtown, the Onondaga Lake lakefront and the residential neighborhoods located north of Oswego Street. There is a tremendous opportunity to better delineate pedestrian corridors through enhanced streetscapes, pedestrian lighting and increased landscaping with trees, shrubs and flowers.

The Village Post Office located just north of Oswego Street east of Cypress Street has also surfaced as a redevelopment opportunity. The Post Office has been considering relocating to

a new location in the Village, specifically to a parcel on First Street and South Willow Street. The new site would house a somewhat larger mail distribution facility.

The proposed Post Office relocation site on First Street presents several issues, including concerns over truck traffic, vehicle and pedestrian circulation, and aesthetic concerns with views of the facility from South Willow Street, Onondaga Lake Parkway and Onondaga Lake Park. By relocating the Post Office to First Street, additional traffic from delivery trucks and postal patrons may further discourage pedestrian use and likely encourage more auto-oriented development along First Street. In accordance with this Plan, a more appropriate use of this area would be some type of mixed-use residential/business/commercial district. This use would add to the downtown resident population and encourage greater pedestrian activity between Onondaga Lake and the Village.

The area around Onondaga Lake Parkway, including the area encompassed by the convergence of Oswego Street, Old Liverpool Road, First Street and Second Street holds significant opportunity for redevelopment. Onondaga Lake Parkway is a potentially beautiful gateway into the Village from the City of Syracuse and points south of the Village. This gateway could be greatly enhanced with walking and biking trails as well as public gardens that would be more fitting with the historic context and proximity to Onondaga Lake Park.

Although Onondaga Lake Parkway is an important gateway into the Village, it presently contributes to the high volumes of traffic through the Village as people commute to and from the City of Syracuse. In its present configuration and use, the Parkway does not provide much opportunity to act as a significant gateway to the Village for pedestrian and non-motorized uses, such as bicyclists and others recreating at Onondaga Lake Park.

This is an area of high visibility to and from Onondaga Lake Park. It is also an area with great visibility for commuters who travel surrounding roadways on a daily basis. This visibility provides significant opportunity for enhancing local business development and for providing higher-end mixed use residential development in the downtown area. Through

proper site design and building orientation, improved linkages to Onondaga Lake Park, including pedestrian greenways, desirable forms of redevelopment can be achieved.

As the water quality of Onondaga Lake continues to improve, areas in proximity to its waterfront will grow in value for residential uses and business purposes. Over the long-term, properties along First Street and along the eastern portion of Brow Street may attract redevelopment interest by the private sector as the community re-establishes itself to its waterfront. If such redevelopment interest occurs, the Village should encourage mixed-use development in the form of combined residential and business uses.

The Village is very fortunate that it has maintained many of its traditionally styled residential neighborhoods, particularly those areas that front major roadways such as Oswego Street (Route 57), Second Street (Route 370), and Tulip Street. However, there is a continuing trend towards conversion of single-family homes to two/three family units or for non-residential use. The pressure to convert single family homes to multi-family and non-residential uses is likely to continue particularly with many of the larger, older homes, which are located along major streets into the Village that may no longer meet single family residential needs and tastes as development encroaches from outside the Village.

It must also be recognized that there is, at the same time, a successful local effort that is contrary to this trend. There is recent redevelopment activity converting some multi-family residential units back to single-family use. The municipality needs to facilitate this re-conversion activity back to single family homes by finding and instituting local incentives. The Village must continue to maintain public infrastructure in these neighborhoods as part of its capital improvement programs.

The traditional residential neighborhoods of the Village of Liverpool remain one of the community's greatest assets and best kept secrets. The quality of life in Liverpool is and should be judged to a great degree by the appearance and upkeep of its homes and neighborhoods. The majority of residential areas in the Village exhibit this highly desirable quality of life which must be maintained. It is this high quality of life exhibited through its

neighborhoods that may play a very important role in the revitalization of the downtown business district and help re-establish the Village as a waterfront community.

The Village should actively pursue establishing design and development guidelines and standards to enhance community character and identity. Developing design and development guidelines and standards will enable the Village to achieve several community planning objectives including protecting and maintaining a high quality of life and aesthetic appeal.

These objectives include:

- Promoting new mixed-use development and redevelopment within the Village that enhances the economic vitality of the area, thereby protecting property values and preventing the creation of visual blight.
- Encouraging development and redevelopment that is sensitive to residents and property owners by creating an identifiable character for Liverpool that fosters a sense of community among neighbors, merchants, businesses and property owners.
- Creating a safe and attractive physical environment for both motorized and non-motorized uses, including encouraging increased pedestrian activity.
- Encouraging high quality design for all new development and redevelopment projects that protects and enhances community character.

The Village is presented with an opportunity through this planning process to solve some very complex issues as a result of many of the initiatives identified in the Comprehensive Plan. This Plan has created a dialogue in the community that must be maintained. This dialogue is based upon an extensive stakeholder and public involvement process which includes Village officials, public agency officials and agency staff, elected officials from outside the Village, residents, merchants and property owners. In developing this Plan meetings and discussions were held with the Syracuse-Onondaga County Planning Agency (SOCPA), the New York State Department of Transportation, the Onondaga County Department of Transportation, the New York Thruway Authority, the Syracuse Metropolitan Transportation Council, the U.S. Postal Service and the Onondaga County Parks Department among others.

The comprehensive planning process included an updated inventory and analysis of existing conditions within the Village which included current land use, transportation, infrastructure, and community facilities. This Plan also establishes Liverpool's planning goals, objectives, policies and strategies as action items to be implemented over time by the Village.

An obvious alternative for the Village would have been to continue on its present course and not proceed with undertaking the preparation of this Comprehensive Plan. The result of this no-action alternative would be a possible and probable worsening of some of the key challenges and issues facing the Village or, at the very least, stagnation and lack of action to resolve many significant issues.

Alternative land use, transportation, and development scenarios in the Village were considered throughout the planning process as part of refining the community's vision for the future. Preferred visions and development scenarios were identified for five planning sub-areas (Focus Area # 1- Our Civic Center, Focus Area #2 - Our Business & Industrial Park Area, Focus Area #3 - Our Lakeside Business Area, Focus Area #4 - Our Waterfront Community, and Focus Area #5 - Our Traditional Village Neighborhoods) in the Village and illustrated on the accompanying Downtown Redevelopment Plan. These preferred development scenarios are seen as practical, realistic and achievable over the short-term (0-2 years), intermediate period (2-5 years) and the long-term timeframe (5+ years).

Economic market forces, and the challenges and opportunities they afford, were the focus of a separate, but interrelated, *Commercial Market and Retail Analysis* by Basile, Baumann, Prost & Associates, Inc. (BBP and Associates). BBP and Associates was hired as an economic development consultant to Liverpool funded by the New York State Department of Transportation which encouraged the Village to establish a vision for its future.

The Commercial Market and Retail Analysis and the follow-up *Traffic and Transportation Analysis* by BBP and Associates were conducted simultaneously with preparation of this Comprehensive Plan. Those studies are incorporated into the Plan in their entirety as an Appendix. As stated throughout this Plan, redevelopment of some of the business areas of the

Village is seen as key to achieving the overall vision of a vibrant, pedestrian-friendly waterfront community.

The purpose of this Plan is to present recommended courses of action to improve existing conditions by protecting the Village’s residential neighborhoods, enhancing business areas, re-establishing a true Village Center with a distinct identity, revitalizing waterfront opportunities, resolving significant traffic and pedestrian issues, and strengthening the economic base of the community.

Significant adverse changes in land use development patterns in the Village resulting from this Plan are not anticipated. However, this Plan does recommend modifications to present zoning to create a better mix of land uses in existing business areas and changes to the present street network, ultimately affecting vehicular traffic flow patterns and reducing through traffic volumes and capacities. The accompanying Downtown Redevelopment Plan illustrates the vision for the future of the Village of Liverpool in conceptual form.

Key locations for redevelopment and traffic modifications include Oswego Street with connecting side streets and Onondaga Lake Parkway (NYS 370) where it enters the Village from the south. Other locations such as Second Street (NYS 370) where it enters the Village from the west and Oswego Street (Route 57) from the north need to maintain their residential character.

Zoning and roadway modifications will encourage desirable forms of land use and pedestrian activity particularly in surrounding business areas. These modifications are both necessary and warranted in order for the Village to achieve its vision for the future as a premier pedestrian-oriented, totally “walkable” waterfront community in Central New York.

Any significant increase in commuter (through) traffic volumes into the Village over existing levels, particularly along key routes and at key intersections in the Village as identified in this Plan, is undesirable and detrimental to community character, local businesses, and the pedestrian environment. This Plan aims to achieve just the opposite by reducing traffic

volumes and enhancing both the business and pedestrian environments. Key locations that may be adversely affected by any further increase in traffic from current levels include Oswego Street, Second Street (NYS 370), Tulip Street, Vine Street, Old Liverpool Road and Onondaga Lake Parkway (NYS 370).

Increasing volumes of commuter traffic from outside the Village continues to impede the ability of the community to achieve desirable forms of land use that are not highway-oriented, but rather more pedestrian-oriented business and residential uses consistent with the objectives of this Plan. The ability to strengthen the economic base of the community through enhanced business development to maintain a healthy balance between residential and business uses will be significantly hindered by any further increase in commuter traffic through the Village.

It is a primary goal of the Village to work with local transportation agencies to reverse the trend from increasing commuter traffic to the more desirable trend that would increase destination traffic and decrease through traffic into the Village to benefit local businesses. *The Traffic and Transportation Analysis* by BBP and Associates concluded that traffic could be reduced by up to 40% on Oswego Street without adversely impacting the local business community due to the fact that so much of the existing traffic is not “destined” to the Village, but rather passing through to somewhere else. This reduction would also result in potential increases of destination traffic on First and Second streets to the benefit of local businesses, assuming proper traffic flow modifications are made so the Oswego Street through traffic does not just relocate elsewhere in the Village.

The Village is supportive of efforts to significantly reduce through traffic up to 40% or greater to achieve the visions, goals and objectives of this Plan without adversely affecting the local business community. The Village must work with the State and County DOT to determine the amount of reduction needed to benefit local businesses and property owners by facilitating turning movements onto First Street and access to properties elsewhere, particularly along Oswego Street and allowing redevelopment to occur along the First Street and Oswego Street corridors. To increase destination traffic in the Village there must be a

decrease in through traffic. It is the composition of local traffic that must be adjusted from through traffic to destination traffic in order to benefit businesses and pedestrian activity.

Through the recommendations of this Comprehensive Plan, the Village is considering amending its present Zoning Ordinance in several ways. The Village may establish a Downtown Overlay District that would place additional criteria on site development beyond present zoning requirements. These criteria would be part of design and development guidelines and standards established by the Village and would include site design, building orientation, building design, construction materials, parking lot design, landscaping, streetscaping, public amenities, lighting and signage. The establishment of design and development criteria will have a net positive effect on community character and aesthetics.

The Village should amend its zoning to encourage mixed-use types of development that allow commercial, office and residential uses within the same structure or same parcel in the Downtown area. This mix of uses may result in greater redevelopment and build-out potential in the Village than would otherwise be possible through conventional zoning that does not accommodate mixed-use development. This change in zoning has many benefits to the community including increased density of development and compact design which are consistent with Smart Growth principles.

The increased build-out potential in the Village may result in increased local destination (non-commuter) traffic, additional parking needs and increased municipal services such as police, fire, sewer and water. However, this is considered an acceptable cost of redevelopment within the Village which is needed to increase its tax base and residential population in the downtown area. Projects that may be proposed in the Village that would meet the criteria for Type I or Unlisted Actions under SEQRA, but otherwise consistent with the objectives of this Plan would need to address potential impacts on the environment and community at the time such actions are undertaken by a private developer.

The Village will amend its present Zoning Map to be consistent with the Future Land Use Map provided in this Plan. The Future Land Use Map illustrates a shift from present zoning

in some neighborhoods from multiple family uses to single-family and to mixed use in the Downtown area. This emphasis on single-family residential use and mixed use is consistent with the desire of the Village to protect and stabilize its single-family neighborhoods from non-single family, non-residential uses and at the same time increase residential use in the Downtown area.

There are several key factors necessary for the successful implementation of the recommendations of this Plan. These factors include effective and consistent dialogue to build consensus within the community on achieving Liverpool's vision of itself in the future. This may require adjusting that vision and expectations as situations change and opportunities arise. Additionally, building partnerships by involving local officials, residents, merchants, institutions (such as banks and schools), property owners and adjacent municipalities in an on-going planning process that consistently refers back to the goals and objectives of this Comprehensive Plan in decision-making is of paramount importance.

Developing sustainable funding mechanisms to facilitate private and public investment in the community is also key to successfully implement this Plan. These mechanisms include:

- prioritization of capital improvement programs,
- establishment of private investment incentives such as low interest loans or revolving loan funds through local lending institutions,
- utilization of available grant programs to their fullest potential and “piggybacking” complementary grant funds to undertake and fund projects, and
- consideration of tax increment financing opportunities, business improvement districts, and special assessment districts as potential sources of revenue.

The value of this Comprehensive Plan is more than just the document itself. The process that began years ago has resulted in a dialogue in the community where people have discovered a common vision for the future and are willing to work together to achieve it. The dialogue must continue and this Plan must be revisited often and allowed to evolve as the community faces new challenges and opportunities.

CHAPTER I

INTRODUCTION

Legislative Authority

The authority and responsibility to conduct comprehensive planning, regulate land use for the purpose of protecting the public health, safety and general welfare of its citizens and adopt a comprehensive plan is granted by the New York State Legislature under Village Law Section 7-722 entitled Village Comprehensive Plan. Adoption of a comprehensive plan by the Village Board of Trustees requires that all Village land use be in accordance with the comprehensive plan. Furthermore, other government agencies must take the plan into consideration whenever their capital projects occur on land identified in the Village Comprehensive Plan.

“A ‘village comprehensive plan’ means the materials, written and/or graphic, including but not limited to maps, charts, studies, resolutions, reports and other descriptive material that identify the goals, objectives, principles, guidelines, policies, standards, devices, and instruments for the immediate and long-range protection, enhancement, growth and development of the village.”

A Comprehensive Plan provides the Village with appropriate guidance to review future projects as well as the essential background information and justification for amending the Village zoning ordinance. The Plan also provides developers and other project applicants and sponsors with guidance on where and how their projects can be developed, facilitating the site plan review process, and providing early detection of potential conflicts in land use.

SEQRA Compliance

A village comprehensive plan and any amendment thereto are subject to the provisions of the New York State Environmental Quality Review Act (SEQRA) under Article Eight (8) of the Environmental Conservation Law and its implementing regulations. A village comprehensive

plan may be designed to also serve as, or be accompanied by, a Generic Environmental Impact Statement (GEIS) pursuant to SEQRA statute and regulations. The adoption by the Village Board of the Comprehensive Plan is a Type 1 action subject to review under 6 NYCRR 617. No further compliance with such law is required for subsequent site specific actions that are in conformance with the conditions and thresholds established for such actions in this GEIS and its findings.

The Village of Liverpool Comprehensive Plan 2025 has been prepared in GEIS format to comply with SEQRA requirements. The required SEQRA components of this Plan/GEIS document are responded to as follows:

- ❖ SEQRA Executive Summary – Plan Chapter I
- ❖ SEQRA Project Description – Plan Chapters II and III
- ❖ SEQRA Environmental Setting – Plan Chapter III
- ❖ SEQRA Environmental Impacts – Plan Chapter IV and V
- ❖ SEQRA Mitigation – Plan Chapter IV and V
- ❖ SEQRA Unavoidable Impacts – Plan Chapter V
- ❖ SEQRA Alternatives – Plan Chapter V
- ❖ SEQRA Recommendations/Thresholds – Plan Chapters IV and V
- ❖ SEQRA Growth Inducing Aspects – Plan Chapters IV and V

Further actions consistent with the recommendations of this Plan/GEIS may not require further environmental review pursuant to SEQRA. However, substantial zoning modifications and potentially significant modifications in traffic circulation and traffic flow within the Village of Liverpool that result from this Plan may impact surrounding communities and may require further review under SEQRA if and when such actions identified in the Plan are implemented.

Public and Stakeholder Participation Process

The Village of Liverpool has undertaken an extensive public and stakeholder participation process in preparing this Comprehensive Plan. The participation process, which was led by the Village Planning Board, included the establishment of a Comprehensive Plan Advisory

Committee (CPAC). CPAC members attended, on average, monthly meetings throughout 2003 and the first half of 2004 in guiding the preparation of this Plan. Public participation opportunities also included public and stakeholder informational meetings, focus group discussions and public hearings during the entire 2003 to 2005 timeframe. Notes of meetings are provided in the Appendix.

During the comprehensive planning process, the Village also developed and maintained an interactive website. This website was linked to the Village website to disseminate information during the comprehensive planning process. The Comprehensive Plan website provided meeting information, including agendas and meeting minutes, as well as sections of the Plan itself as they became available for public comment and review. Further information relative to the public participation process is included as an appendix to this Plan.

Background

The Village began working on its Comprehensive Plan in early 2002. During this time Village residents and public officials participated in a series of meetings to identify community strengths, weaknesses, opportunities and threats, otherwise known as a SWOT process. Residents and officials also participated in a series of related meetings as part of the development of the Onondaga County Settlement Plan.

The Onondaga County Settlement Plan, completed in 2001, identified the Village as a Pilot Planning project. “Pilot Project #4: Liverpool Village Retrofit” was one of eight such pilot projects undertaken by Onondaga County and its planning consultants, Duany-Plater-Zyberk & Company and Environmental Design and Research, as part of the County’s regional Settlement Plan. The Settlement Plan is based on New Urbanism planning principles and emphasized the unique role that hamlets and villages played in the history of the County. The Settlement Plan recognized that sprawling development threatened the character of traditional population centers in the County. The Settlement Plan recommended planning solutions to help maintain and enhance certain quality of life services and opportunities afforded by villages in the County that are not available in the conventional forms of suburban development in the region.

The Settlement Plan’s recommendations for Liverpool were used in guiding the development of this Comprehensive Plan. The Overview from the Settlement Plan states, “Liverpool was chosen as a Pilot Project because it suffers from a condition that is shared by many of the County’s other towns, villages, and hamlets: it has a wonderfully-organized traditional downtown that has been split in two and sundered by high-speed automotive traffic. In this case, two state highways (sic) – County Route 57 and NY Route 370 (Oswego Street and Second Street) – have been allowed over time to gradually straighten and widen, such that the downtown of Liverpool is no longer an environment that supports pedestrian life.”

The Settlement Plan recommends returning to the traditional street pattern of the Village and removal of the high-speed traffic patterns that presently exist in the Village. Traffic volumes and patterns continue to confront the Village as its most significant issue. The plan also presented ideas for infill development and redevelopment with the placement of new buildings in the downtown area consistent with the principles of New Urbanism which among other things emphasizes a pedestrian-friendly environment. This Comprehensive Plan builds upon some of the ideas first put forth in the Settlement Plan as illustrated in Figure I-1.



Figure I-1. The Onondaga County Settlement Plan Pilot Project for Liverpool (shown above) was prepared by Duany-Plater-Zyberk & Company and Environmental Design and Research in 2001. It recommended reconfiguration of roads and infill building and business redevelopment opportunities consistent with the planning and design principles of New Urbanism.

CHAPTER II

DEVELOPING A COMPREHENSIVE VISION

Village of Liverpool Vision Statement

“The Village of Liverpool is a community with a rich history and independent spirit that takes pride in its heritage, its safe neighborhoods, and its grass roots participation in self-governance. The Village seeks to preserve and enhance the positive aspects of small community life while meeting the challenges of the future to maintain the economic health of the Village, to provide relevant services in a cost-effective manner, and to attract businesses and residents to a small, safe, beautiful community where local control of destiny, independence and individual contributions are valued.”

The preparation of this Comprehensive Plan consistent with the Vision Statement stated above would not have been possible without the input of local residents, merchants, property owners and public officials. Numerous meetings over the course of three years were attended by these dedicated individuals in identifying issues and opportunities relative to future growth and development of the community as well as enhancing community character and maintaining the overall quality of life of the Village. These issues and opportunities, as well as the goals and objectives of this Comprehensive Plan, are summarized below.

Issues, Opportunities, Goals and Objectives

Land Use and Economic Development

Issues and Opportunities

The Village of Liverpool is a built-out, mature community comprised of traditional residential neighborhoods and stable business areas. However, in light of development that continues to occur outside the boundaries of Liverpool, the Village recognizes the need to position itself to identify future land use opportunities within its borders and

benefit from local and regional economic development opportunities. These opportunities include the possible development of unique businesses and retail shops in the downtown area and other commercial activity consistent with a desirable quality of life within the Village. The Village also recognizes the importance of identifying the most appropriate locations for these opportunities that are compatible with Liverpool’s sense of community, its history, unique features such as its local parks, and the convenience of being able to walk to local businesses, destinations, and points of interest. Where appropriate, mixed-use development containing first floor retail or business use and second and third floor business and residential uses should be encouraged to help achieve the Village’s goals and objectives as a “walkable” community.

Our Goal

Our goal is to maintain and enhance the unique features and land uses that contribute to the high quality of life and unique character of Liverpool while providing opportunities for orderly growth to meet future residential and commercial needs, including mixed-use development that is consistent with the Village’s vision as outlined in this Plan.

Our Objectives

Enhancing Our Identity

- ❖ By updating the recommendations of the Village Center Master Plan of 1984 which emphasize revitalization efforts in the traditional Village Center. These efforts are aimed at enhancing aesthetic and physical improvements, strategies to build consensus within the business community, promotion and marketing of the Village to new businesses, investors, tourists, as well as local and regional consumers.
- ❖ By encouraging business, economic and social interaction through compatible forms of mixed-use development and redevelopment opportunities which combine residential and business uses in the same structure or area.
- ❖ By better defining and enhancing the Village Center as the focal point of business and social activity by promoting land uses that are compatible with our existing character and future vision.

- ❖ By providing an adequate and accessible supply of parking for Village businesses, merchants, residents and visitors.
- ❖ By re-designing elements of the Village’s central business district and commercial corridors to create a greater, more memorable sense of identity and place by promoting “unique-from-the-mall” stores and services to attract shoppers to the Village.
- ❖ By researching ways to improve the visual appeal and aesthetic character of the Village by encouraging more traditional forms of building design through codes and development guidelines.
- ❖ By reviewing, encouraging and approving opportunities for reuse and revitalization of significant buildings within the Village in ways that are appropriate to surrounding neighborhoods, will not have a materially adverse impact upon adjoining and nearby properties, and consistent with this Plan.
- ❖ By avoiding the loss of some of the more desirable eclectic buildings, features and character, such as Heid’s and other non-franchise restaurants, that make Liverpool unique from other communities.

Marketing Our Assets

- ❖ By coordinating efforts with public agencies, including Onondaga County Parks Department to market the Village properly, for example, a radio sound bite “New skating facility at Onondaga Lake Park in the Village of Liverpool.”
- ❖ By collaborating with the local Chamber of Commerce, merchant groups and other civic organizations in developing and implementing marketing strategies for example, the Chamber of Commerce & Village could co-sponsor fireworks displays over Onondaga Lake in the Village of Liverpool.
- ❖ By identifying future retail development and business opportunities which are sustainable and supported by the local community and visitors.
- ❖ By attracting potential shoppers and business patrons into the Village from Onondaga Lake Park and other nearby regional destinations and venues through improved signage, businesses and services.

- ❖ By identifying and marketing the benefits of Empire Zone properties and similar state and local programs and incentives to facilitate economic growth.
- ❖ By identifying economic development and cultural opportunities based on the early canal history of Liverpool.

Celebrating Our Lake

- ❖ By encouraging where appropriate, land use that borders Onondaga Lake Park as mixed-use (residential & commercial) development with views of the lake, providing pedestrian connections into the Village, and incorporating elements of local history into the area's architecture and landscape design.
- ❖ By continuing research on the present demand for specialty businesses in the Village and promoting business activity that welcomes and benefits patrons of Onondaga Lake Park.
- ❖ By identifying new physical and visual connections and pedestrian linkages between Village businesses in the downtown area and Onondaga Lake Park.

Working Together

- ❖ By working with public agencies and private developers to redevelop appropriate areas bordering Onondaga Lake as mixed use (residential, business & commercial uses) with views of the lake, providing pedestrian connections into the Village, and incorporating elements of local history into architecture and landscape design.
- ❖ By working with local, county and state agencies and organizations to improve tourism-based businesses and other opportunities in the Village focused on its historic, cultural, and recreational assets as well as its aesthetic setting.
- ❖ By working with Onondaga County and local chambers of commerce to provide incentives for unique businesses to locate in the Village (artisans, antique dealers, restaurateurs, as well as those business opportunities based on local heritage, such as bed and breakfast establishments).

Pedestrian and Vehicular Traffic and Transportation

Issues and Opportunities

Liverpool has historically been a crossroads for travel to and from the City of Syracuse and other regional destinations. The former Oswego Canal right-of-way influenced the location of the Village’s current roadway network. As the suburbs north of the Village rapidly developed during the mid 1900’s, there was a need to widen Village roadways to accommodate suburban traffic commuting to Syracuse. Having sole jurisdiction of state and county roads, the New York State Department of Transportation (NYSDOT) and the Onondaga County Department of Transportation widened Second Street (NYS Route 370) and Oswego Street (NYS Route 57), respectively, to permit more efficient traffic flow through the Village.

As a result of accommodating through traffic by widening Oswego Street and Second Street, economic development, pedestrian safety, and community aesthetics have become increasingly important issues facing the Village as it tries to balance the movement of traffic while maintaining community identity, safety, and economic health. High volumes of vehicular traffic have resulted in creating physical and psychological barriers that impede pedestrian mobility and inhibit a sense of pedestrian-friendliness within the Village that adversely affect local businesses. For the past several years, the Village has continued to develop as a thoroughfare for high volumes of commuter traffic from surrounding suburbs.

The Onondaga Lake Parkway (NYS Route 370) serves as a major gateway into the Village from the City, which, due to its present four-lane width, funnels high levels of traffic through the Village. The beauty of the Onondaga Lake Parkway with its historic attributes, reflecting ponds, and views of the lake exemplifies the type of image the Village wishes to preserve and enhance. However, the lack of pedestrian access along the Parkway, its high volumes of traffic, and safety issues significantly limit its potential as a vehicular and pedestrian gateway into the Village.

Recent planning efforts have identified the width of several primary roads through the Village, including Oswego Street, Second Street and Onondaga Lake Parkway, as major impediments to achieving the Village’s future vision as a totally “walkable” community. The Village wishes to preserve and maintain roads that are at the scale that accommodates the pedestrian. To the greatest extent possible, the Village encourages the narrowing of wide roads to achieve a more human scale that is compatible with pedestrian activity and safety, rather than a vehicular scale, while at the same time enhancing economic development and business opportunities. Pedestrian trails and bikeways should be part of the redesign of all primary roadways in the Village, thus promoting the uninterrupted continuation of pedestrian and non-motorized movement from the Village to the shores of Onondaga Lake, north towards Long Branch Park and south towards the City of Syracuse, including the Inner Harbor area.

Our Goals

Our goal is to reverse the trend of recent decades that has seen a decline in Village character, identity, its pedestrian-friendliness, and loss of local economic opportunities in order to accommodate commuter through traffic. The Village recognizes the need to develop and maintain a transportation network for safe and efficient movement of people and goods in and around the Village to promote social and economic opportunities through alternative modes of transportation including not only automobiles, but public transit, light rail development, bicycles and other non-motorized vehicles, and pedestrian activity. Our goal is to preserve roads that function at the scale of the pedestrian and work towards narrowing roads that do not promote and provide pedestrian activity and amenities. It is also our goal to work towards improvement of access to better utilize highways in the area for commuter traffic such as the New York State Thruway (I-90).

Our Objectives

Working Together

- ❖ By working with local, county, regional and state transportation officials and the County Planning Agency to reduce speed and volume of commuter through traffic in the Village and encourage greater village destination traffic.

- ❖ By working with local transportation agencies, including the New York State Thruway Authority, to better utilize the Thruway and other local highways to carry a greater share of local commuter traffic that presently uses the Village
- ❖ By discussing and investigating with appropriate agencies long-term alternative modes of transportation such as train, trolley, or tram as a connection between the Village, Onondaga Lake Park, the City of Syracuse, DestiNY USA and other local and regional destinations and points of interest.
- ❖ By utilizing state and federal funding programs to promote the addition and enhancement of pedestrian amenities including bicycling and public transit in the Village of Liverpool.
- ❖ By addressing methods and means with the proper authorities and jurisdictions for altering or removing highway-oriented, including overhead, road signs and advertisements that negatively affect Village image and pedestrian character.
- ❖ By working with Centro to determine new and/or alternative routes and additional bus stop locations within the Village.

Calming Traffic

- ❖ By improving and maintaining a lesser, more acceptable flow of vehicular traffic, thereby creating a more pedestrian-friendly business environment for local merchants, residents, and visitors.
- ❖ By investigating alternative routes of travel with transportation officials that will result in reducing the amount of through traffic in the Village.
- ❖ By investigating opportunities for improved access management along primary routes in the Village including possible consolidation of driveways and parking in commercial areas, and limiting the number of new curb cuts needed along primary routes.
- ❖ By exploring strategies to reduce vehicular speeding through residential neighborhoods, and implementing traffic calming measures which improve pedestrian and non-motorized modes of transportation throughout the Village.

- ❖ By investigating realistic and practical solutions, such as increased on-street parking opportunities, to the problems of increased speed, noise, traffic, dirt and dust brought on by truck traffic traveling through the Village.
- ❖ By investigating the issues and challenges associated with reducing roadway width on primary streets (Oswego Street and Second Street) in the Village that would be more accommodating to both pedestrians and vehicles.

Creating a Pedestrian-friendly Environment

- ❖ By developing and maintaining a continuous pedestrian network of sidewalks, pathways, and trails which interconnect residential neighborhoods to each other and with local businesses, recreation areas, especially Onondaga Lake Park, the “Loop the Lake” trail, the City of Syracuse, and other public places, thereby fostering social interaction and a greater sense of community.
- ❖ By enhancing opportunities for senior citizens and residents of all ages, degrees of mobility, and income levels to access local businesses and services without sole reliance on automobiles by providing for greater use of public transportation and walking as alternatives to the automobile.
- ❖ By researching road width reduction as well as the placement and design of well-defined crosswalks and signage that results in greater pedestrian safety and improved way-finding and orientation for pedestrians of all ages and degrees of mobility.

Public Infrastructure & Community Facilities and Services

Issues and Opportunities

Non-residents, including suburban commuters, place tremendous strain on Village resources by creating demands on police manpower, and the expenditure of limited financial resources for maintenance and upkeep of roadways and other public infrastructure and services, such as sidewalks, street trees, street lighting, and curbing in the Village. The Village recognizes the importance of well-maintained and up-to-date

public infrastructure, facilities and services as essential to a high quality of life and attracting and retaining local businesses and residents.

Our Goal

Our goal is to maintain, repair, upgrade, and enhance public infrastructure, community facilities, and community services in the Village as crucial elements to protect the environment and maintain a desirable quality of life, including neighborhood stability and the enhancement of a sustainable business environment.

Our Objectives

Maintaining & Enhancing Our Public Infrastructure

- ❖ By supporting and funding ongoing infrastructure improvements and upgrades to Village-owned roadways, sidewalks, sanitary sewer systems, storm sewers, waterlines, parks and public buildings and public spaces within the Village.
- ❖ By seeking creative funding and financing mechanisms to improve and update local infrastructure and services.
- ❖ By prioritizing capital improvement projects to local stormwater/drainage systems, sewer and water systems, and roadways by focusing efforts on aging infrastructure, particularly those sewer and water lines in most need of repair.
- ❖ By providing assistance for appropriate utility upgrades, including access to high speed data transmission, to support high technology that benefits local businesses and industries.
- ❖ By investing in local infrastructure that enhances local business viability and competitiveness.

Enhancing Our Community's Identity

- ❖ By striving for an ever higher standard of quality for public infrastructure and community services provided to Village residents and merchants, particularly those services that are unique to a village and that cannot be provided in surrounding suburban communities.

- ❖ By providing continual maintenance and periodic upgrades of features in public gathering places such as Johnson, Memorial and Washington parks in the Village to foster greater social interaction and neighborliness.

Protecting Our Environment & Public Health

- ❖ By maintaining and enhancing the Village’s identity as a stronger advocate for Onondaga Lake restoration efforts.
- ❖ By protecting our community’s water resources, including Onondaga Lake, which significantly contribute the Village’s identity as a “Waterfront Community.”
- ❖ By protecting our community’s trees which significantly contribute to the Village’s character and identity by enacting a “community forest” master plan and related zoning regulations.

Working Together

- ❖ By working with public agencies and local and regional municipalities to clean, enhance, and protect Onondaga Lake and other local water resources.
- ❖ By investing in infrastructure improvements that enhance Onondaga Lake water quality.
- ❖ By encouraging local business and small industry incubator sites in the Village and coordinating economic development opportunities with Onondaga County through NYS programs such as Empire Zones and brownfield redevelopment areas.
- ❖ By investigating opportunities for creating new public spaces, including flower gardens and art displays throughout the Village through public/private partnerships and corporate sponsors.
- ❖ By maintaining support for regionally-recognized assets in the Village such as the Liverpool Library.

Residential Use, Housing and Neighborhoods

Issues and Opportunities

The residential neighborhoods in the Village significantly contribute to the Village’s high quality of life and thus need to be protected from undesirable and incompatible forms of use. Multi-family residences (two-family or greater) and conversions of single-family homes to non-residential uses have the potential to create conflicts with single-family residences in some neighborhoods. Undocumented multi-family use of houses is a problem in the community. As a result, such development in inappropriate areas threatens to make neighborhoods less stable, thereby changing the traditional residential character of the Village in the long-term.

Our Goal

Our goal is to protect the stability and value of existing residential neighborhoods. We can do this by protecting properties from conflicting and non-compatible uses while still offering a range of housing options and business opportunities in appropriate areas of the Village.

Our Objectives

Maintaining Our Housing Diversity

- ❖ By encouraging housing diversity through the development of accessible and affordable housing to people of all ages and incomes within the Village without adversely affecting the traditional residential character of existing neighborhoods.
- ❖ By promoting higher density mixed-use residential alternatives in the downtown business area.
- ❖ By encouraging construction of senior housing in proximity to health facilities, community services, and cultural/recreational activities.

Maintaining & Enhancing Our Quality of Life

- ❖ By reviewing and modifying, as appropriate, Village zoning and housing codes as they relate to multi-family and non-residential uses of housing in order to encourage stable, well-maintained neighborhoods.
- ❖ By reviewing and modifying, as needed, Village zoning districts and ordinances to determine if they meet the current needs of the Village and its residents.
- ❖ By promoting and encouraging through incentives, perhaps through financial incentives or increased public awareness, efforts to reconstruct, rehabilitate and re-use housing units in neighborhoods for single-family residential purposes.
- ❖ By aggressively enforcing housing codes and zoning regulations to protect neighborhood stability, property values and safety.
- ❖ By requiring commercial and other non-residential properties to protect neighboring residences’ quality of life and surrounding property values through appropriate forms of landscaping, screening and buffering.

Parks, Recreation & Open Space

Issues and Opportunities

There is a beautiful and historic four-mile long lakeshore recreational trail at Onondaga Lake Park that attracts approximately 1.5 million users annually. Unfortunately, Onondaga Lake Park remains essentially “unattached” to the Village, particularly to its business community, by a lack of attractive and identifiable pedestrian linkages. Onondaga Lake Park and the three primary parks in the Village center (Johnson, Memorial, and Washington) as well as other open spaces within the Village should be interconnected, maintained, promoted, and protected as a continuous greenway corridor unique to the Village. The real or perceived non-friendly pedestrian atmosphere of the Village due to existing traffic conditions and wide roads may deter Onondaga Lake Park trail users and bicyclists from entering the Village to shop, recreate or avail themselves of this greenway system and nearby places of entertainment, businesses and services.

Our Goal

Our goal is to promote greater awareness of the uniqueness of Liverpool’s location along Onondaga Lake and its own Village park system. This combined park system is important as a continuous greenway corridor from the lakeshore into the Village Center. This includes the creation of pedestrian greenway corridors that are encompassed by overhanging tree canopies and lined with community gardens, statues, and other forms of local nineteenth century public art. These pedestrian greenway corridors should be incorporated within the Village park network as well as in the redevelopment of property bordering and directly adjacent to Onondaga Lake. The Village recognizes the need to encourage greater business development and social opportunities in the Village by bringing together and welcoming lakeside visitors from Onondaga Lake Park and surrounding venues into the Village’s Central Business District.

Our Objectives

Improving Our Pedestrian Linkages

- ❖ By creating beautiful, unique, and inviting pedestrian gateways and pathways from Onondaga Lake Park into the Village of Liverpool. The design of the gateways and pedestrian greenway networks should incorporate historic themes such as stonework and wrought ironwork, public gardens and artwork to help recapture the Village’s historic identity.
- ❖ By increasing pedestrian access into the Village, particularly from Onondaga Lake Park including lakeside trails and marinas by aggressively promoting shopping and other recreational and business opportunities available in Liverpool.
- ❖ By providing physical and visual connections between important local resources such as the business district and Onondaga Lake Park to attract patrons between both venues.

Maintaining & Enhancing Our Parks

- ❖ By protecting, maintaining and enhancing open space and park resources throughout the Village including periodic updates of park features and facilities as needed.
- ❖ By preserving, enhancing and protecting important scenic resources and views to, from, and within the Village, especially those views to and from Onondaga Lake and Onondaga Lake Park.

Working Together

- ❖ By working with the Onondaga County Parks Department as well as the State and County Departments of Transportation to determine potential solutions to enhance Onondaga Lake Parkway and complete the County’s goal to “Loop the Lake” with pedestrian and bicycling trails.
- ❖ By working with the Onondaga County Parks Department in creating and enhancing linkages between the Village and Onondaga Lake Park.
- ❖ By meeting with the Onondaga County Parks Department to determine mutual goals for the enhancement of both the Village and Onondaga Lake Park.
- ❖ By identifying funding sources that would assist in financing improvements in Village-owned parklands.

Cultural and Historic Assets

Issues and Opportunities

The Village’s identity fails to include a recognition and appreciation of its local history and cultural heritage, especially within its structural fabric and urban design. In the past, historic structures and sites have been lost within the Village in part due to a lack of communication between agencies and developers as well as a lack of an inventory of potentially historic properties and sites. Ample opportunities exist to better celebrate and promote our local heritage and Village cultural and historic resource assets.

Our Goal

Our goal is to improve public and private sector efforts to celebrate our local history and heritage that is rooted in the location of Liverpool along Onondaga Lake. Our heritage includes historic connections to the Iroquois Confederacy, the Council of Fire, the Tree of Peace, Hiawatha, Onondaga Lake, the Oswego Canal, salt mining, willow weaving, Harvey Baldwin’s “Hanging Garden” Vision of Onondaga Lake, Joseph Griffin, and the “Loop the Lake” efforts, among many others.

Our Objectives

Celebrating Our History

- ❖ By identifying opportunities to celebrate local history and enhance the vitality of the Downtown business district through special events, festivals, walking tours, historic markers, educational programs and museum exhibits sponsored by public/private partnerships.
- ❖ By promoting and encouraging local business and residential maintenance of historically significant buildings and sites. This can be accomplished by establishing some form of a community-wide recognition and award program for most improved properties in various categories such as building and grounds restoration, storefront improvements, improved signage, garden creation, and landscaping.

Enhancing Our Community’s Identity

- ❖ By enhancing and protecting the traditional Village character as defined by existing historically significant buildings and homes in the business district and residential neighborhoods.
- ❖ By identifying and investigating regulatory and non-regulatory measures which promote and protect historic architecture and historically significant resources, both structural and site-specific locations.
- ❖ By investigating and establishing design guidelines, standards, codes and ordinances which protect and enhance the architectural character and aesthetics of the community as influenced by Village and regional history.

Working Together

- ❖ By working with the Onondaga Historical Association and the Onondaga County Parks Department to identify and preserve local historic resources.
- ❖ By working with the New York State Office of Parks and Historic Preservation to protect and preserve historic structures and sites.
- ❖ By inventorying completely local historic resources and determining eligibility for listing on the New York State and National Register of Historic Places.
- ❖ By identifying public and private sector funding opportunities to protect and enhance historic structures and sites.

CHAPTER III

EXISTING CONDITIONS

Location and History

Setting

The Village of Liverpool, NY is located within the Town of Salina, Onondaga County, in the heart of Central New York. Liverpool is approximately four miles northwest of Downtown Syracuse along the northern shore of Onondaga Lake (Figure III-1). The Village is approximately 0.8 of a square mile in size and is home to about 2,600 people. Settled in 1794 and incorporated in 1830, the Village still retains much of its 19th Century charm and character.

OUR PAST

The First to Settle

Native American culture in the Liverpool area is thousands of years old. Natural brine springs along Onondaga Lake long attracted plentiful game and the generations of people who followed the game trails. The Iroquois civilization flowered here before 1500 AD, and produced the Iroquois Confederacy, formed from five original tribes: Seneca, Mohawk, Oneida, Cayuga, and Onondaga. The five tribes formed the Council of Fire and met by the tree of peace in the Village, perhaps at the present-day location of Second Street and Iroquois Lane hill in Liverpool. This powerful alliance became a model for some aspects of American democracy as individuals such as Benjamin Franklin incorporated some of the thoughts and theories from the Iroquois Confederacy into our own Constitution.

The French

Canadian French Jesuits arrived in 1656. Their mission on the shore of Onondaga Lake, Ste. Marie de Gannentaha, lasted only until 1658, when shifting Native American

political alliances made it prudent to withdraw. During their stay, the French noted the plentiful game and fish, and that very precious commodity, salt – bubbling from the ground in the brine springs. Salting was one of the very few means to preserve meat and fish and salt was widely used to tan animal hides. Knowledge of the salt springs remained with the French and British even after the mission closed. Today, Ste. Marie among the Iroquois, a wooden replica of a fortified French Mission built to honor the French Jesuits and the Iroquois Confederacy, stands proudly overlooking Onondaga Lake immediately south of the Village.

Onondaga Lake

In subsequent generations, the salt springs around Onondaga Lake became the catalyst that spurred economic growth in the region. Salt was produced around the lake from the late eighteenth to early twentieth century and most of the early residents from the Village of Liverpool worked in the salt industry around the lake. Also during this same period, new industries began to locate in the region and began to use Onondaga Lake in its industrial processes, including disposal of industrial wastes. Eventually, the Lake became one of the most polluted in the nation, and the Village, as a lakefront community, began to turn its back on the Lake. Today, clean-up efforts have sparked a renewed interest to reconnect the Village to the Lake and further develop its shores “... *as one continuous villa, ornamented with shady groves and hanging gardens*” (Harvey Baldwin, 1847).

Salt Boilers

After the American Revolution, the prospects of salt fortunes drew people from New England and settlements down the Mohawk and Hudson Rivers. John Danforth, one of the first settlers in Liverpool, began to boil salt in 1794. Danforth built the first tavern here in 1796, as well as one of the first frame houses in the settlement. Salt blocks, buildings containing rows of salt boiling kettles, filled the Onondaga Lake shoreline from Bloody Brook to Balsam Street. By 1811, 36 Liverpool salt manufacturers produced 20,000 to 30,000 bushels annually. Salt was shipped by bateaux to Oswego Falls, then

overland to Oswego and the Great Lakes, or by oxcart to other communities along rural “salt roads.”

Canal Town

The boom years for Liverpool really began with the opening of the Erie Canal in 1825 and the Oswego Canal in 1828. The canal system provided easy transport to wider markets – only fitting, since salt duties financed over half the cost of the canal system. The canal was also a conduit for new people and new information rapidly changing the character of this former frontier.

Liverpool became a port Village of Yankee settlers, Irish canal workers, and a later wave of German immigrants. Hotel and tavern keepers, grocers, blacksmiths, coopers, boat-builders, brick makers and builders flourished in the Village along with the salt workers.

The Oswego Canal, which skirted the eastern shore of Onondaga Lake through the Village, closed in 1918 and the canal way-of-life ended. Today, Onondaga Lake Park, built in 1931-32, occupies much of the abandoned canal bed and salt block area. The Park has several miles of trails along the Lake’s shore and contains several historic attributes and features, including the Salt Museum located within the Village boundaries.

Willow Weavers

One German salt boiler, John Fischer, is credited with starting the Liverpool willow industry. In 1852, it is said, Fischer noticed a stand of wild willow that closely resembled the German domestic basket willow with which he was familiar. He sold his first woven willow basket for 50 cents and wrote home to Germany. Ultimately some 30 interrelated families joined Fischer to work at weaving in Liverpool, usually in small shops behind their homes; many of these shops still exist. Liverpool weavers produced utilitarian objects, such as laundry and market baskets, and later “fancy work” such as the ornate furniture much prized today. During the peak of the industry, 1880-1920, Liverpool willow was shipped nationwide. The Depression of the 1930’s and cheap imports

together helped doom the industry, although a few basket makers were still at work as recently as the 1960s.

Today, Liverpool is primarily a commuter community set in the midst of suburban development surrounding the City of Syracuse (Figure III-2). Fortunately, the Village retains some of its early identity exhibited in many of its buildings, homes and historic sites. Descendants of salt boilers, canal folk and basket weavers still live in the Village and other people settling here to make it a desirable place to live.

OUR PRESENT

Natural Characteristics

Geology and Soils

The Village of Liverpool is set in the rich natural environment of Central New York. The Soil Survey of Onondaga County, New York (1977) describes the soils found across the County and utilizes soil associations to give general descriptions of soil depth, slope and drainage. Constraints to development are also provided in the Soil Survey. A soil association is a landscape that has a distinctive proportional pattern of soils, generally consisting of one or more major soils and at least one minor soil.

Soil associations can be helpful in attaining a general idea of soil quality and use suitability (Figure III-3). Table III-1 summarizes the soil associations found in the Village of Liverpool.

Although Liverpool today is a mature built-out community, soils information is still useful for future planning purposes including new development and redevelopment projects as well as upgrades to local infrastructure. Moreover, it is recommended that Village representatives refer to the Soil Survey to determine if a proposed project is compatible with soil(s) present at a proposed development site.

Topography

U.S. Geological Service topographic information indicates very little change in elevation across much of the Village. Elevations range from approximately 370 feet above sea level along the Onondaga Lake shoreline to approximately 450 feet above sea level in the northernmost part of the Village (Figure III-4). Most change occurs along the lake in the western part of the Village. With this exception, most of the Village is relatively flat.

**Table III-1
Soil Associations of Liverpool New York**

Association	Description	Topographic location	Bedrock Material	Development Limitations
Carlisle-Palms	Deep, Very Poorly Drained, Medium and High-lime, Organic Soils in Waterlogged Bogs	Lake Plains, Outwash Plains, Floodplains	NA	Very Poorly drained, Wetness, High Compressibility, and Very Poor Stability
Collamer-Dunkirk	Deep, Moderate and Well Drained, Medium and High-lime Soils, Medium to Moderately Fine Textured Subsoils	Lake Plains	NA	Erodibility, Slowly Permeable Substrata, and Seasonal Wetness
Palmyra-Howard	Deep, Well and Excessively Drained, High and Medium-lime Soils, Medium to Moderately Coarse Textured Subsoils	Glacial Outwash Terraces	Limestone and Shale	Few Limitations
Minoa-Lamson-Galen	Deep, Moderate and Very Poorly Drained, Medium and High-lime Soils, Moderate to Medium Textured Subsoils	Sandy Deposits of Lake Plains	NA	Wetness and Poor Stability
Ontario-Hilton	Deep, Well and Moderately Well Drained, Medium and High-lime Soils, Medium Textured Subsoils	Uplands or Islandlike Areas of Lake Plains	Limestone and Shale	Slow to Very Slow Permeable Till Substratum
Hilton-Appleton	Deep, Moderately Well and Somewhat Poorly Drained, Medium and High-lime Medium or Medium to Moderately Coarse Textured Subsoils	Uplands or Islandlike Areas of Lake Plains	NA	Wetness
Collamer-Niagara	Deep, Moderately Well and Somewhat Poorly Drained, Medium and High-lime, Medium to Moderately Fine Textured Subsoil	Lake Plains	Limestone and Shale	Wetness, Moderately Slow Permeability, and Erodability
Urban Land	Areas Altered by Urban Works and Structures, Buildings or Pavement Cover More Than 50% of Such Areas	NA	NA	NA

Source: Soil survey of Onondaga County, 1977

Wetlands and Floodplains

Given the natural topography and setting of the Village along Onondaga Lake it is somewhat surprising that wetlands in Liverpool are few and far between. Areas of wetlands are generally located in the extreme southern portion of the Village along Onondaga Lake and in the northern portion of the Village along the New York State Thruway (Figure III-5). The area just south of the Thruway includes the state designated wetland SYW-3. The only other state designated wetland, SYW-1, is located along the Lake in the extreme western portion of the Village.

A significant area of the southernmost part of the Village is a 100-Year floodplain of Onondaga Lake. As illustrated on Figure III-5 this floodplain becomes more expansive in the southeastern portion of the Village south of First Street and along both Onondaga Lake Parkway and Old Liverpool Road. This has historically been a floodprone area within the Village.

Water Resources

With its location along the north shore of Onondaga Lake the Village of Liverpool is truly a waterfront community. Liverpool lies entirely within the watershed of Onondaga Lake.

Throughout much of the latter portion of the 20th Century, the importance of Onondaga Lake to the region was downplayed by local communities due to significant pollution and environmental degradation of the Lake and its shorelines from past industrial uses. However, during more recent decades the abuse of the Lake has been reversed and today the Onondaga Lake lakefront is a major natural recreational asset to the community.

Onondaga Lake

Onondaga Lake covers approximately 4.6 square miles with an average depth of 35 feet and a maximum depth of 63 feet. It is approximately one mile wide and 4.6 miles long.

The lake receives water from a 248 square mile drainage basin almost entirely within Onondaga County. The watershed encompasses approximately 450,000 people. The Village of Liverpool fronts approximately 5,750 feet or just over one mile of Onondaga Lake shoreline.

The waters and shoreline of Onondaga Lake have been used for a variety of purposes over the years including industrial uses, sanitation, and recreation. Usage of the lake has changed over time, and has affected and been affected by the lake's poor water quality. A comprehensive cleanup and restoration program of lake water quality is currently underway. Significant progress in lake restoration has been made in recent years and many planned restoration projects have already been completed. These projects include ongoing upgrades to the County's Metropolitan Sewage Treatment Plant located at the south shore of the Lake in the City of Syracuse. Improvements to the Plant include new capacity for phosphorous and ammonia removal from wastewater.

Water quality in the Lake has improved substantially since restoration efforts began in the 1970's and is expected to continue to do so as these efforts accelerate in the near future. Recent studies have also shown that the Lake is improving as an important local fisheries habitat.

Most of Onondaga Lake's waterfront remains undeveloped and is owned by Onondaga County. The Village of Liverpool shoreline is a portion of Onondaga Lake Park and is operated by Onondaga County Parks and Recreation.

Improvements being made to water quality of the Lake and its shorelines will directly and indirectly affect the Village of Liverpool. For example, there are current plans to develop the Onondaga Lake Inner Harbor area in the City of Syracuse. Although the Inner Harbor is several miles from the Village, Liverpool could be affected in a number of ways, including possible spin-off business development opportunities. However, redevelopment elsewhere also creates the potential for increased traffic through the Village as the Lake and its surroundings become regional destinations. The future development success of

Onondaga Lake and its shorelines is directly linked to the Lake’s water quality so as cleanup of the Lake continues to progress business development in and around Liverpool is likely to follow.

Bloody Brook

The only other surface water feature of note within the Village is Bloody Brook, a relatively small tributary to Onondaga Lake which passes through the extreme northeastern portion of the Village along Old Liverpool Road. Most of this stream, which has been channelized in many locations for flood control reasons, passes east of the Village in the Town of Salina.

Population Characteristics

Demographics

Data from the 2000 U.S. Census indicate that there was a slight decrease in overall Village population between 1990 and 2000 of approximately 4.5% from 2,624 persons in 1990 to 2,505 persons in 2000. Census data indicate 54.2% are females and 45.8 % males. The Village’s population has decreased by approximately 25% or 802 people from 3,307 in 1970 to 2,505 in the latest general census.

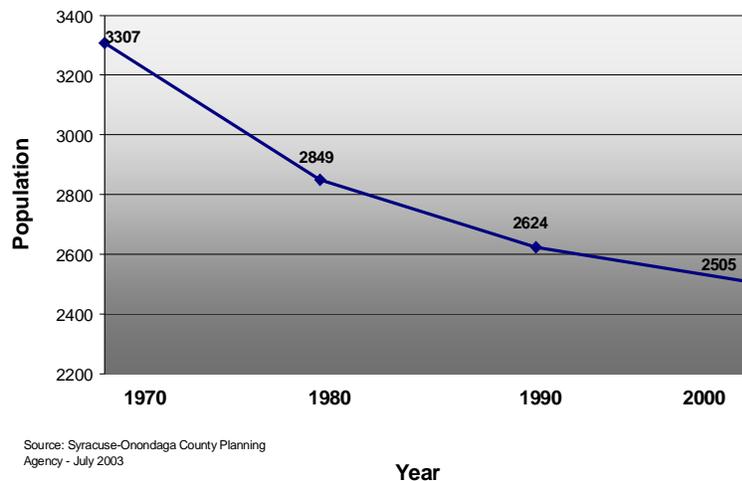
Updated census data for 2003 indicate a present population of 2,456 people.

Trends

The steepest decline in population in the Village over the past three decades occurred between

1970 and 1980. The decrease translated into a loss in population of 458 people. Between 1980 and 1990 the rate of decline slowed by approximately 50% to 225 people. The rate

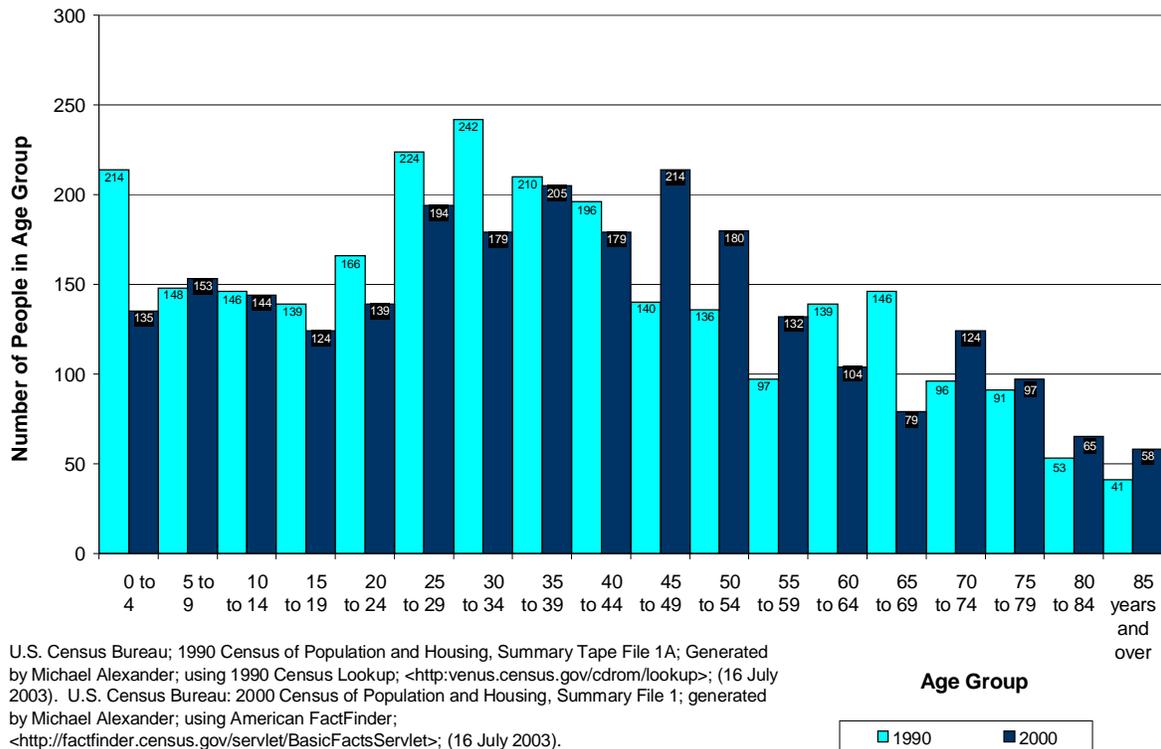
Village of Liverpool, Population, 1970-2000



Source: Syracuse-Onondaga County Planning Agency - July 2003

further declined between 1990 and 2000 with a loss of 119 people. The overall trend although still decreasing in the Village is slowing and may be leveling off. Onondaga County’s population, by contrast, is also declining, but at an increasing rate. Consistent with national trends there was also a decline in overall household and family size. In the Village, total household size declined from 2.24 people in 1990 to 2.16 persons per household in 2000. At the same time the Village experienced a decrease of 3.4% in family size from 2.96 people to 2.86 people per family. The number of households in the Village increased from 1,125 households in 1990 to 1,154 households in the 2000 general census. Data for 2003 indicate the number of households at 1,142.

Village of Liverpool, Population by Age Group, 1990 and 2000



The Village also has experienced an overall decline in its younger population from 1990 to 2000. According to the US Census Bureau, the Village has lost 233, about 6.3 percent, of its total population that is younger than 45 years old. Median resident age is 39.4 years, above the state average and above the Central New York average of 36.1 years. The fastest declining age groups during the 1990s were children younger than 4 years old

and individuals who were between 15 and 34 years old. Conversely, the Village has 144 more individuals that are 45 years old or older in 2000 than it had in 1990. These trends illustrate that the Village is aging demographically, and has a larger number and a greater percentage of middle-age to elderly individuals than it did during the previous decade.

Land Use Characteristics and Trends

Existing Land Use

Existing land use within the Village of Liverpool is identified on Existing Land Use Figures III-6 and III-7. Figure III-6 is a generalized land use map of the Village identifying major land use categories such as residential and commercial uses. Figure III-7 is a more detailed version identifying specific types of use within each general category, such as specific types of residential use (single-family and two/three family use) and specific types of commercial use (retail store, lumber yard, fast food restaurant, etc.).

Total land use in the Village occupies approximately 487 acres of land. This land is devoted to various types of land uses and public rights-of-way. Approximately 121 acres or 25 percent of this total acreage in the Village is devoted to public roads and associated rights-of-way.

Residential

Residential uses are the most predominant land uses within the Village as would be expected in a mature community. Residential uses include one-family dwellings and two/three-family housing. Apartments, as multiple dwelling units in excess of three families, are considered a commercial type of land use and are identified as such on the existing land use maps.

Excluding apartments, residential land use accounts for approximately 188 acres of land or about 39 percent of total existing land use in the Village. Of this total, one-family dwellings account for slightly more than 34 percent of total land use and two/three family housing accounts for just over 4 percent of all land use in the Village. As illustrated in

Figure III-6, residential uses are widely distributed throughout the community. The lowest concentration of residential use is in the southeastern portion of the Village near the junction of Old Liverpool Road and Onondaga Lake Parkway.

The residential neighborhoods of the Village are one of the community's greatest assets. The neighborhoods are safe, clean and walkable. Streets and sidewalks are well maintained, tree-lined and very traditional in appearance. Housing styles also reflect this traditional village character.

Vacant and Undeveloped Land

The Village of Liverpool is a mostly built-out community with little undeveloped land remaining. Only a small percentage of less than 0.04 percent of total land use in the Village is identified as vacant. This translates into less than 20 acres of land. This total includes approximately 13.1 acres of vacant residential use and 5.6 acres of vacant land in commercial areas. This category of land use does not account for parcels that may be underutilized or not fully developed and may not account for some parcels of land that have recently become abandoned or otherwise vacant and on the market.

Vacant parcels are scattered throughout the community with the greatest amount located immediately north of the New York State Thruway along the northernmost boundary of the Village. However, there are also vacant parcels located just north of Oswego Street at the location of a former fast-food restaurant and several other parcels along the existing rail line in the eastern part of the Village.

Commercial

Commercial land use accounts for approximately 8 percent of all land use in the Village which translates into 38.7 acres. Most commercial uses are concentrated along the major highways into Liverpool along the easternmost boundary of the Village. This area, as depicted on Figures III-6 and III-7, is the traditional downtown business center of the Village as it remains today. The center of business activity within the Village is primarily along Oswego Street on the north, First Street to the south, Tulip Street on the west and the eastern border of the Village.

Commercial uses in the Village center area offer a variety of services and goods. These uses include restaurants and diners, a supermarket, gift shops, clothing stores, daily services such as dry cleaning, barber and beauty services, banks and office uses. North of Oswego Street commercial uses are somewhat different in character and in many ways are more auto oriented types of uses, including auto repair and servicing, restaurants, storage and warehousing, and a lumber yard.

Recreation & Open Space

The Village has numerous recreational and open space resources within its borders. Major parks include Johnson Park, Memorial Park and Washington Park located along Oswego Street in the heart of the Village. These public green spaces add significantly to the character of the Village by balancing developed urban areas with open space. The presence of these large parks in the heart of the Village is unique in comparison to most other communities in Central New York.

The Village also has numerous smaller open space resources scattered throughout its neighborhoods including some very unique triangular areas of small open space located in various neighborhoods where local streets converge. These small park settings provide a residential character to these neighborhoods that is quite unique to Liverpool as compared to other communities in the area.

Open space and park acreage account for approximately 64.7 acres within the Village. This is approximately 13.2 percent of all land use in the Village. Of this total, however, approximately 45 acres are part of Onondaga Lake Park within the Village, but under the jurisdiction of Onondaga County Parks.

Community Services

Community services, which include such institutional uses as libraries, churches, schools, government buildings, emergency services and cemeteries, account for approximately 52 acres of land or 10.7 percent of all land use in the Village. Included in this total are approximately 13.8 acres of land dedicated to the NYS Thruway. Without this acreage

the remaining 38.2 acres or 7.8 percent include these other forms of community services. These service uses are scattered throughout the community including many residential neighborhoods. There is somewhat of a concentration of community services in the heart of the Village where major streets merge including Route 57, Tulip Street, Tamarack Street and Oswego Street.

Industrial

Liverpool has limited industrial uses within its borders, primarily located in the extreme easternmost portion of the Village north of Old Liverpool Road and north of the NYS Thruway. In total, industrial uses account for only approximately 0.007 percent of all land use within the Village or approximately 3.8 acres of land.

Recent Trends

Recent trends in land use in the Village include some business redevelopment activity of vacant and underutilized properties in the vicinity of the intersection of First Street and Oswego Street in the central business district. There also continues to be some limited redevelopment and conversion of single-family homes along primary streets in the Village to non-residential uses. Other longer-term trends indicate a continuing conversion of single-family residences to multiple-family uses. Noteworthy, however, and somewhat unique to the community is the conversion of multiple family residences back to single-family use. None of these trends, however, indicate a major shift in land use within the Village although some of these trends may be a source of discussion or even concern in individual neighborhoods. The vacancy and underutilization of some properties in the Village is thought to be directly attributable at least to some degree to the existing high volumes of through traffic and traffic patterns that presently exist.

Community Services

Police

The Village of Liverpool is served by its own local police department. The Liverpool Police Department includes a staff of a Police Chief, one Sergeant, three full-time Police Officers, six part-time Police Officers, one administrative staff, and four part-time crossing guards. The Police Department is housed at the Village Hall building at 310

Sycamore Street. The Department includes five police vehicles including four marked patrol cars and one unmarked vehicle. The Department is the primary law enforcement agency that patrols the 0.8 square miles or over 16 miles of roadway in the Village. The Department responds to an average of 4,100 calls for service annually.

There are no major capital investment projects by the Department in the near future. However, the Department has recently upgraded all of their computer systems in the office and in all patrol vehicles with grant funding. The Department also uses grant funding to purchase its patrol cars, portable radios, and other computer equipment.

Fire

The Village is also served by the Liverpool Fire Department. The Department services an area approximately 12 miles in size with three fire stations. Fire stations are located at 1110 Oswego Street (in the Village), 1029 7th North Street, and 4089 Long Branch Road. The Department consists of a staff of 100 volunteer professionals. The Department provides emergency medical service, fire suppression and prevention, and life safety service with four Class A engines, one 100 foot aerial platform, one heavy rescue, four light rescues, two squad trucks, one 22 foot Larson water rescue with a 200gpm pump, and one 10 foot Avon with a 25hp Mercury outboard motor. There are no major capital investment projects in the near future for the station in the Village, but a third bay will be added to the Long Branch Road Station for additional storage.

Ambulance

Liverpool is served by Rural Metro Medical Service. Rural Metro, located in the City of Syracuse, is contacted to respond to local emergencies. Rural Metro Medical Service is available for all of Onondaga County. Nearest hospitals that serve the area include St. Joseph's Hospital Health Center and Crouse-Irving Memorial Hospital, both located in Syracuse approximately 6 and 8 miles east southeast of the Village, respectively.

Library

The Liverpool Public Library, located at 310 Tulip Street, serves the residents of the Liverpool Central School District. In 2004 the library recorded 560,608 visits on its "people counters". Also, the library recorded the highest number of items circulated of

any library in Onondaga County at 574,646. In addition there are 392 programs offered for adults and children. In 2004 there were 65,670 sign-ups for computer use and 295 community groups used free library meeting room space.

The library houses over 116,000 items including 94,736 books, 347 magazines and serial subscriptions, DVD's, 5,992 videos materials, 10,011 audio materials including books on tape and cd, and music cd's. A variety of services are provided by the Library such as lending materials, youth and adult programming, providing electronic resources for use in the library and from home or office, computer instruction, a computer lab, local history videos, a local history collection and meeting rooms for public use.

Library staff includes 42 full-time, 24 part-time and 24 substitute staff members who work occasionally on an as-needed basis. The library is open seven days per week for an average of 346 days annually. In total the library is open for 64 hours per week during the summer and 69 hours per week the remainder of the year.

The library is governed by an elected Board of Trustees. It has legal and cooperative relationships with the Liverpool Central School District and the Onondaga County Public Library and it is supported by a tax levy voted on by residents. The library has an operating income of approximately \$3.2 million. No major capital investment projects are scheduled in the near future for the Liverpool Public Library.



Liverpool Village Hall and Police Department



Village neighborhoods offer diverse housing options

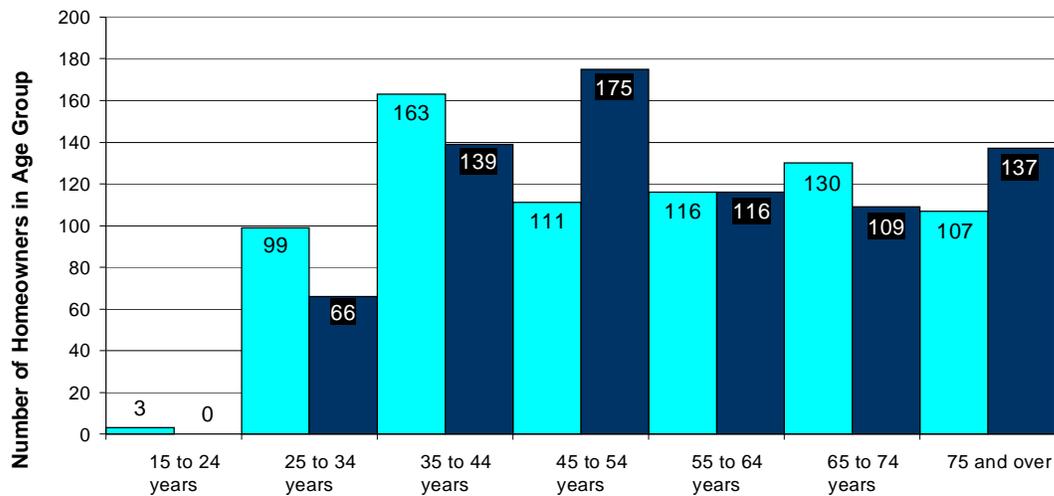
Housing Characteristics

Housing

2000 Census data indicate that there were 1,219 housing units within the Village, an increase of 50 units from the 1990 data. This small increase over a ten-year period reflects the built-out nature of Liverpool.

Almost 95 percent, or 1,154 of the existing units identified in 2000 were occupied with only 65 units identified as vacant. This too is a reflection of the long-term stability of the residential neighborhoods within the Village. In recent years the Village has experienced an increase in building renovations/permits and re-conversion of some multi-family units to single-family use.

Village of Liverpool, Homeownership by Age Group, 1990 2000



U.S. Census Bureau; 1990 Census of Population and Housing, Summary Tape File 1A; Generated by Michael Alexander; using 1990 Census Lookup; <<http://www.census.gov/cdrom/lookup>>; (16 July 2003). U.S. Census Bureau; 2000 Census of Population and Housing, Summary File 1; generated by Michael Alexander; using American FactFinder; <<http://factfinder.census.gov/servlet/BasicFactsServlet>>; (16 July 2003).

Age Group



A comparison of Census data between 1990 and 2000 is provided for several categories in the accompanying charts. In general, the data suggest that when comparing the year 2000 to 1990 people are living longer and older individuals are choosing to stay in the area within their homes for greater periods of time. The same is not true for younger

people where the data suggest that there is decreasing homeownership among the young in the Village. The data also suggest that there will be a trend in homeownership within the Village that may result in about a 33% turnover in the owner-occupied housing stock during the next ten years due to the current age of homeowners in the Village. These data have future implications for land use, housing, business and community services in the Village as the population ages, but continues to reside in the area if these trends continue.

With nearly 80 percent of the property values within the Village valued between \$50,000 and \$100,000 (as reported by the 2000 US Census), the turnover of these properties may provide opportunities for younger individuals or current renters to become homeowners within the Village. Median house value for the year 2000 was \$83,100.

However, the Village must prepare for this transition given the fact that about 81 percent of the housing within the Village is almost 50 years old, and that housing trends suggest that people prefer to purchase new versus previously-owned properties. Current age of housing in the Village is significantly above the state average. Thus, the Village must find ways to maintain the current number of owner-occupied properties during the next few decades.

Moreover, Village residents have expressed concerns in regards to a perceived trend, which suggests that the number of absentee landlords and single to multi-family property conversions within the Village is slowly increasing. Currently, there is little to no quantitative data to substantiate these claims because many of the claims are said to occur illegally as the property owners fail to acquire the required permits.

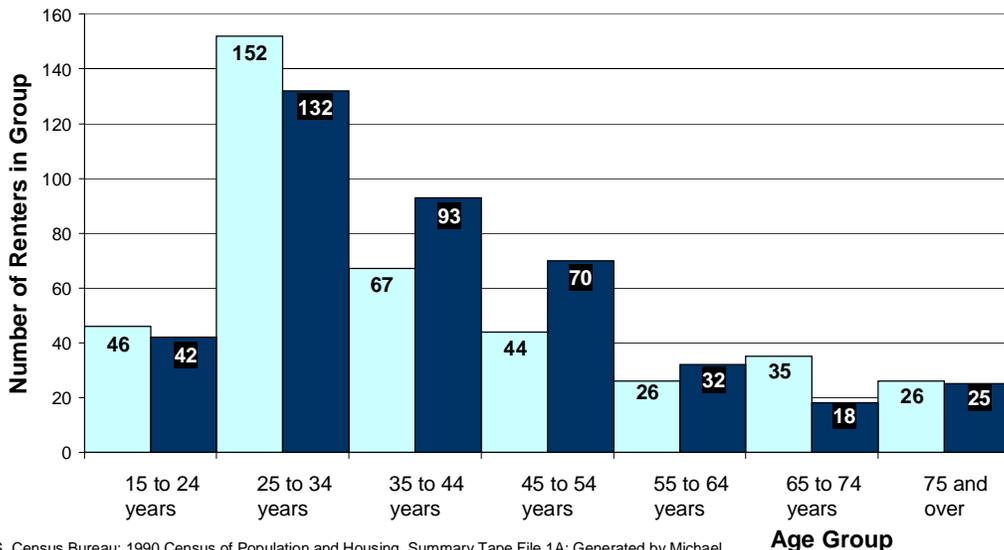
In an attempt to substantiate the claims that suggest that there has been an increase in multi-family conversions, community planners walked the entire Village to observe each property in the autumn of 2003. A land use map dated 2000 was provided by the Syracuse-Onondaga County Planning Agency (SOCPA) that was cross-referenced in the field to determine if residential property uses were indeed different from those that appeared on the map. During the walkthrough, only three to four properties out of 742

owner-occupied properties were identified as multifamily conversions. Thus, based on these observations the Village appears to have a very stable housing stock despite concerns to the contrary.

It should be noted that it has been difficult for young individuals and current renters to purchase properties within the Village as current homeowners remain for extended periods of time. In 2000, the US Census data indicated that about three quarters of the owner-occupied homes are owned by individuals that are 45 years old and older. In addition, the 2000 US Census data also indicated that there has been an 11.6 percent increase in renters between the age of 35 and 54, but there has been a decrease of 13.2 percent of renters that are 34 years old and younger.

Therefore, while data indicate that the Village does not appear to attract and maintain renters younger than 35 years old, it does appear to attract and retain a greater percentage of renters that are between 35 and 54 years old, age brackets that are traditionally associated with more stable households.

Village of Liverpool, Renters by Age Group, 1990 & 2000



U.S. Census Bureau; 1990 Census of Population and Housing, Summary Tape File 1A; Generated by Michael Alexander; using 1990 Census Lookup; <<http://www.census.gov/cdrom/lookup>>; (16 July 2003). U.S. Census Bureau; 2000 Census of Population and Housing, Summary File 1; generated by Michael Alexander; using American FactFinder; <<http://factfinder.census.gov/servlet/BasicFactsServlet>>; (16 July 2003).

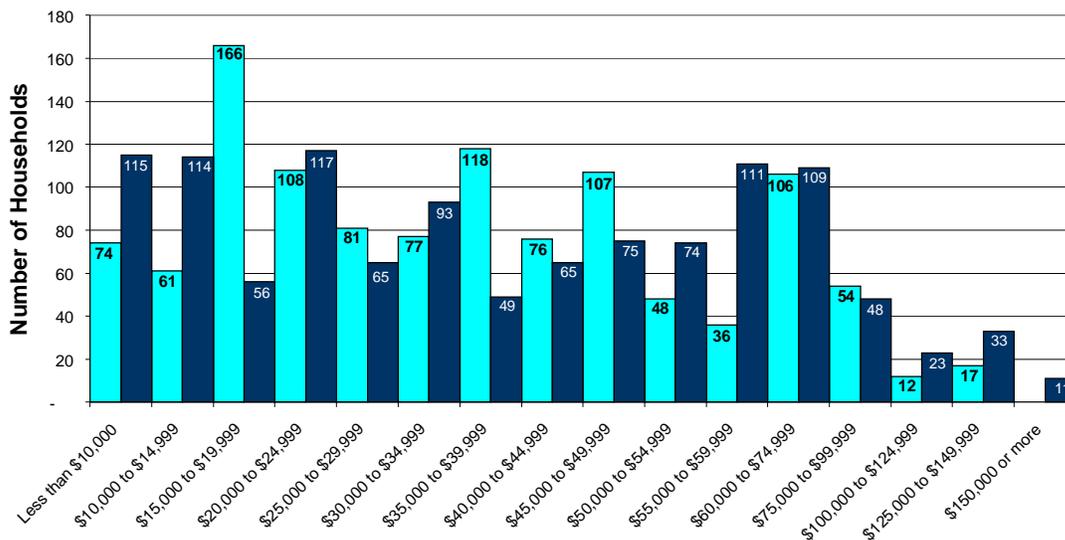
Age Group
■ 1990 ■ 2000

Data developed in 2004 by the Village indicated approximately 75% of all properties (out of a total of 1,080 properties, not including utilities) were single-family dwellings, 8% of single family dwellings were rented, 6% of all properties were two-family dwellings with 50% of those owner occupied, and 16% of all properties contain rental dwelling units.

Household Incomes

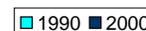
Between 1990 and 2000 the Village of Liverpool experienced a 10.2 percent decrease in the number of households that have an income between \$25,000 and \$49,999. Median household income was \$37,581 in 2000. This trend further supports the fact that the Village has been unable to attract and retain younger homeowners due to the fact that current homeowners have chosen to live within the Village for extended periods of time. However, the number of households with incomes more than \$50,000 has increased by 11.4 percent. This too is indicative of a community that has experienced a decline in its younger population and where current homeowners have chosen to remain for extended periods of time.

Village of Liverpool, Household Income, 1990 & 2000



U.S. Census Bureau; 1990 Census of Population and Housing, Summary Tape File 3A; Generated by Michael Alexander; using 1990 Census Lookup; <<http://venus.census.gov/cdrom/lookup>>; (16 July 2003).
 U.S. Census Bureau; 2000 Census of Population and Housing, Summary File 3; generated by Michael Alexander; using American FactFinder; <<http://factfinder.census.gov/servlet/BasicFactsServlet>>; (16 July 2003).

Household Income



Economic Overview

Local Businesses and Employment

The Village contains more than 130 existing businesses as identified in the following table. These businesses represent a wide cross section of professional services, small and medium size retail establishments, restaurants and small eateries, commercial specialties and product handling, and personal services. In addition, the list includes 6 churches representing several denominations, and local institutional uses including the Village Hall, the Fire Department, Liverpool Library and the Post Office. This list provides a good baseline collection of local business uses and employers from which to track future changes in the business community of the Village.

BUSINESS	ADDRESS	PHONE
A Plus Mini Market	500 Oswego St.	451-2847
AAA U-Stow-It	324 1st St.	457-1332
Advanced Electrolysis	324 1st St.	451-5785
AIS Commercial Parts	200 Salina St	463-5921
AJM Painting	101 1st St.	516-5575
Allgaier Law Firm	305 Vine St.	488-7860
American Hearing Services	305 Vine St.	451-1200
American Legion Post 188	205 Cypress St.	451-9544
Ancestor's Inn	215 Sycamore St.	461-1226
Ancora Productions	101 2nd St.	457-9360
Animals-R-Us	501 Cypress St.	453-2774
Antelmi, Fusco & Cazzola	514 Oswego St	457-0890
Barking Gull	116 S. Willow St.	457-2780
Brown & Sanford LLC	314 2nd St.	453-1015
Burger King	608 Oswego St.	424-0060
Café' E Dolce	137 1st St.	451-1819
Charlene C. Connelly Organizing Service	303 Balsam St.	413-8456
Charles Fireplace Outlet	101 1st St.	701-0447
Charles Wicks CPA	209 2nd St.	453-5024
Chris' Flowers Etc.	141 1st St.	457-6160
Cici's Nails	209 Oswego St	
Club Body	209 Oswego St.	451-1244
CNY Yoga	101 1st St	461-9642
Cobblestone	400 1st St.	461-8806
Cole Muffler	404 Oswego Rd.	451-1643
Commercial Appliance Repair Service	204 Salina St.	
Commercial Sewing Machine Service	101 Lake Dr.	451-2487
Dr. Laura Harrington DC	502 7th St.	461-4510
Dr. Thomas J. Wells	206 1st St.	457-7968
Eagan Real Estate	205 Brow St.	457-7919
Ehrlinspiel Jewelers	209 Oswego St.	451-8501

EJ Wren Homebrewer Inc.	209 Oswego St.	457-2282
Emerald Cleaners	309 Vine St.	457-3100
Expressions by C	221 1st St.	457-2385
Facilities Equipment & Service	141 1st St.	457-2828
Fantasy Fashions	103 3rd St.	457-7660
Fine Designs by M	215 1st St.	451-3290
Fire Dept.	1110 Oswego St.	457-6347
First Preston	200 Salina St.	
Fish Cove	209 Oswego St.	457-9839
Fortunato's	305 Vine St.	451-7892
Fosters of Liverpool	105 1st St.	457-1230
Friends in Faith Christian Preschool	603 Tulip St.	457-4090
Gary R. Schopfer DDS	209 2nd St.	451-9563
General Interior Systems Inc	308 Vine St.	430-6099
Greater Liverpool Chamber of Commerce	314 2nd St.	457-3895
Grobosky & McCarthy LLP	602 Vine St.	451-1010
G-Spot	101 1st St	457-2700
Harding, Spatari & Talev	201 2nd St.	457-0506
Hardter Welding Service	204 Salina St.	457-3181
Hayes Mobil	416 Oswego St.	410-8368
Heid's	305 Oswego Rd.	451-0786
Henry C. Fadden	403-5 Tulip St.	
Historian/Museum	314 2nd St.	451-7091
House at 807	807 Oswego St.	457-1334
House of Harvest	407 Tulip St.	453-1003
Hurst-Hofer Agency	304 Tulip St.	457-3580
iCom Technologies	314 2nd St.	380-0501
ICONS Airbrush Tanning	403 1st St.	652-1444
Inventory Plus Inc.	200 Salina St.	451-7570
It's A Dogs World	209 Oswego St.	457-6888
JD Marx Heating and Air Conditioning	600 Oswego St	461-0032
John R. Landers CPA	309 Vine St.	457-6565
Jon Brittan Insurance	512 Oswego St.	457-2561
Judy Judy Judy's	329 1st St.	457-6128
K.S.P. Painting	200 Salina St.	457-2202
Kamaran Antiques & Collectables	401 1st St.	451-3737
Kane, Bowles & Moore PC	209 2nd St.	451-6167
Key Bank of CNY	301 2nd St.	451-9082
Kiefer Creative	314 1st St. Suite3	451-0106
Kieffer's Cigar Store	409 Tulip St.	701-2444
Lehr Land Surveyors	116 Salina St.	451-3333
Liverpool Community Church	800 4th St.	701-0857
Liverpool Community Nursery School	210 Hazel St.	457-5660
Liverpool First Presbyterian	603 Tulip St.	457-3161
Liverpool First United Methodist	604 Oswego St.	457-5180
Liverpool Lumber	201 N. Willow St.	457-2220
Liverpool Public Library	310 Tulip St.	457-0310
Liverpool Shoe	306 Tulip St.	453-8007
Liverpool Village Animal Hospital	6770 Onondaga Lake Pky	451-5455
Liz's	217 1st St.	451-5608

LPS Enterprises of NY	200 Salina St.	451-7782
M&T Bank	201 Cypress St.	457-2830
Maico Hearing Aid	137 1st St.	451-7221
MAPE LLC	304 1st St.	461-9951
Margaret Madonian	600 Oswego St.	453-2200
Mary Kay Consultant Pat Murphy	703 2nd St.	457-7134
Masonic Temple	608 Oswego St.	451-7524
Mauer Funeral Home	300 2nd St.	457-0770
Michael J. Pfatz	304 5th St.	569-6007
Molly MaGee's Pub	209 Oswego St.	453-9534
Montana Mills Bread Co.	318 Oswego St.	453-5581
Mother's	201 1st St.	451-9774
Mr. Fast Eddie's	612 Oswego St.	701-4851
Natural Gas Business Assoc.	209 2nd St.	453-2482
Nichol's Liquors	301 1st St.	451-2827
Nicholas, Perot, Welch & Smith	219 1st St.	453-9426
Nichols Supermarket	327 1st St.	457-2151
Northrup Supply Corp.	118 Salina St.	451-3200
Nova Tours and Travel	504 Vine St.	451-0260
O Connor Supply Company	200 Salina St.	451-0238
Olde Liverpool Shoppes	401 1st St.	451-3737
Ophelia's Place	115 2nd St.	451-5544
Pat's Liverpool Tire	312 Oswego St.	457-3800
Personal Touch	309 Vine St.	457-2223
Peter's Realty Co., Inc	209 2nd St.	451-9039
Phillips & Associate	200 Salina St	
Pizza Villa	409 Tulip St.	451-3149
Post Office	300 Cypress St.	451-3060
R.M. George Financial	324 1st St.	451-5087
Robert L. Dunstone CPA	309 Vine St.	453-7731
Roe of Books	318 1st St.	453-2450
Ron Trinca Photography	205 1st St.	451-2721
Salt City Signs	101 Lake Dr	451-7101
Salty's on the Lake	110 S. Willow St.	453-3663
Seneca Federal Savings	105 2nd St.	457-1280
Shear Mystique Salon	316 1st St.	451-2700
Simply Sandra's	101 1st St.	457-5760
Sonic Safety Systems	200 Salina St.	451-2316
St. Joseph the Worker	1001 Tulip St.	457-6060
St. Matthew's Episcopal	904 Vine St.	457-4633
St. Paul's Lutheran	210 Hazel Rd.	457-3210
Strictly Hair	330 First St.	234-0922
Style Nail Salon	612 Oswego St	410-7956
Sun Coast Mortgage Inc.	209 2nd St.	
Sun Coast Realty Inc.	209 2nd St.	
Sweet Treats	305 Oswego St.	451-0786
TC Tech	612 Oswego St.	410-1077
The Breakfast Depot	210 Oswego St.	451-5113
The Gracious Goose	401 1st St.	451-7044
The Holistic Lifestyle Company	617 1st St.	461-4838

The Northern Door	209 Oswego St.	451-7550
The Retreat	302 Vine St.	457-6358
The Tattoo Depot	209 Oswego St.	457-6220
Thrivient Financial for Lutherans	324 1st St.	451-0252
Vacuums Galore	208Oswego St.	451-4421
Val's Paving	200 Cleveland St.	457-3534
Venesky Appliance	113 2nd St.	453-3050
Village Barber Shop	221 1st St.	457-2385
Village Hall/Clerk	310 Sycamore St.	457-3441
Vincent S. Campanino DDS	409 4th St.	451-1070
Winterberries	324 1st St.	457-6606
Wisteria Oriental Buffet	207 Oswego St.	457-5588
Young & Franklin Inc.	942 Old L'pool Rd	457-3110

Source: BBP Associates 2004

Real Estate Market Conditions

The Village includes an eclectic mix of small retail establishments and larger retail and dining anchor locations such as Nichols Grocery and the Retreat Restaurant, respectively. Lease and vacancy rates indicate a relatively attractive business environment although a number of vacant and underutilized parcels exist in the downtown business areas.

The business areas of the Village essentially consist of two zoning districts, the B-1 and B-2 districts. The B-1 district, the more traditional “Main Street” business area is located primarily along First and Second streets. Oswego Street represents the more highway-oriented B-2 district. The Village’s Commercial Market and Retail Analysis conducted by Basile Baumann Prost & Associates, Inc. (BBP & Associates) in 2004 identified 91 parcels of property within the B-1 district occupying approximately 19.5 acres of land. The Commercial market and Retail Analysis is provided in the Appendix section of this Plan. Fourteen acres or 70 percent is commercial with an average lot size of one-quarter acre. Other uses such as residential and community services accounts for the remaining non-commercial acreage. Seven vacant parcels in the B-1 district account for approximately 32,000 square feet of space.

The B-2 district accounts for 31 parcels and approximately 12 acres of land.

Approximately 8 acres or 65 percent is commercial property. Average lot size is

approximately 0.4 acres. Vacant land includes three parcels of approximately 68,000 square feet. In combination, the B-1 and B-2 districts account for approximately 1.4 million square feet of space with 70 percent, or 22 acres of the total land area in commercial use.

The BBP & Associates study indicated the Village has a strong local retail environment, centered primarily along the First, Second and Oswego street corridors. In 2003 the Village's 17 retail establishments accounted for over an estimated \$14 million in annual sales. Given building size, these establishments average approximately \$230 per square foot in annual sales. The 9 food and drinking establishments accounted for another \$7.5 million in sales which equates to approximately \$260 per square foot in annual sales.

Despite the above retail sales information, the local retail business market has experienced some difficulty. Some business owners have reported a number of frustrations with the local retail environment including poor signage, few spillover effects from Onondaga Lake Park activities, and problematic vehicular access, specifically turning movements and other traffic restrictions along First Street, Second Street and Oswego Street in the downtown area.

Higher Education and Labor Force

Recent census data indicate that approximately 61% of a total of 2,023 individuals in the Village of appropriate age 25 years and over have some higher education beyond the high school level (including equivalency). Approximately 29% have attained a high school diploma or its equivalency while just over 9% have no diploma. Of those individuals who have gone beyond high school approximately 23% have had some college, but no degree, 10% have an Associate degree, 14% have a Bachelor's degree and 14% have attained a Graduate level or Professional degree. Thus, approximately 90% of these individuals in the Village have attained a high school diploma or some form of higher education which speaks well of the educational level of the local work force.

The percentage of unemployed in the Village in 2000 was 2.9% compared to 4.1% for the Syracuse Metropolitan Statistical Area and 3.7% for Onondaga County during this same period. Mean travel time to work was a relatively short 16 minutes indicating proximity of the Village to the City of Syracuse and employers in surrounding suburbs. Median disposable income in the Village is approximately \$29,800. Per capita income is approximately \$25,600 in the Village.

Metropolitan Area Overview

Liverpool is part of the Central New York Region comprised of Onondaga, Oswego Cayuga, Madison and Cortland counties. The Metropolitan Development Association of Syracuse and Central New York describes this 3,500 square mile region as larger than the state of Rhode Island and Delaware combined. This area serves as a major transportation center within two trucking days or one hour flight from 62 % of all manufacturing sales in the U.S. and Canada, 52 % of all businesses in the U.S. and 55 % of the personal income of the U.S. and Canada.

Local & Regional Transportation Networks

The Transportation System

The evolution of the transportation system, within the Village and throughout the region, has had a reciprocal impact upon the prevailing patterns of land development and the spatial layout of the Village. Traffic is one of the most visible impacts of land development and economic activity. Traffic due to all types of land use and development (residential, commercial, industrial) and the economic activities that go along with different types of land uses, not only affect the Village’s local road network, but also impact the highway system and regional travel.

In the Village of Liverpool, much of what has to do with traffic and transportation issues through the Village is a result of what is happening outside Village boundaries, primarily in suburban communities to the north and northwest. Based on census data, the Town of

Lysander had the second highest population growth between 1990 and 2000 with an increase of 18 percent during that time.

As development occurs in the suburbs of Syracuse, like in Lysander, the Village of Liverpool continues to experience increasing amounts of commuter traffic. A convenient east-west travel corridor north of Liverpool which could divert commuter traffic around the Village does not presently exist. Although the New York State Thruway is a limited access highway that charges a toll, it does present itself as an opportunity to the present traffic situation in the Village. The Thruway cuts through the northern part of the Village and could be a viable commuter route.

The Thruway and other potential alternatives to solve traffic issues in the Village have been considered by local and regional transportation agencies for several decades. These alternatives were described in two reports to the New York State Department of Transportation (NYSDOT) and the Syracuse Metropolitan Transportation Council completed in 1990 and 2000. The latter was a Transportation Study, prepared by The Sear-Brown Group, which analyzed the Liverpool Area and Onondaga Lake Parkway feeding into the Village.

The study by Sear-Brown analyzed the opportunities and issues associated with possible traffic reduction through the Village as recommended by Duany Plater/Zyberk in Onondaga County's Settlement Plan. The recommendations by Duany Plater/Zyberk for Liverpool included reducing capacities on Oswego Road and NYS Route 370 in the Village to one lane in each direction with a center turn lane and using the Thruway as a bypass around the Village.

Discussions among local transportation agencies and public officials continue regarding traffic issues in and around Liverpool and how they might be resolved. The following discussion provides information to assist the Village in the assessment of the current transportation system and its ability to meet the needs of the local community.

Roadways

Currently 14.20 miles of public roadways exist in the Village. The Village is responsible for operating and maintaining approximately 75 percent of this total. Onondaga County operates and maintains 1.73 miles of County Route 57 through the Village.

Functional Classification of Roadways

Roadways function to provide “mobility” (the ability to move from one location to another) and “access” (the ability to get to or from a specific parcel of land). To a certain extent, these functional objectives compete against each other. In general, the greater the amount of access provided along a roadway, the less mobility that roadway will provide. Some roads are designed to emphasize mobility over access and some are designed to emphasize access over mobility.

Functional classification is a means of defining the relative amount of mobility versus access a specific roadway is intended to provide. Figure III-8 depicts the relationship of the various functional classifications to the degree of access and mobility. Arterials are oriented toward mobility (speed and capacity) rather than access, while local streets provide high levels of access. Collectors should provide a balance between access and mobility.

Figure III-8
Access/Mobility Relationship

Functional classifications also reflect expected traffic capacity, speeds and design characteristics as shown in Table III-2. The Village of Liverpool’s roadway system includes principal arterials, minor arterials, and local streets. There are no collector roads in the Village. Figure III-9 shows the functional classification of existing roadways in the area.

Principal Arterials

Principal arterials serve major traffic flows between important activity centers. They are intended to offer the highest degree of mobility and to have no direct property access.

**Table III-2
Roadway Functional Classification Characteristics**

Criteria	Principal Arterial	Minor Arterial	Collector	Local Street
Spacing	Developed areas: 2-3 miles	Developed areas: ½-1 mile	Developed areas: ¼-¾ mile	As needed to access land uses
Roadway Connections	To interstates, principal arterials and selected minor arterials and collectors	To interstates, principal arterials, other minor arterials, collectors and some local streets	To minor arterials, other collectors and local streets	To collectors, other local streets and a few minor arterials
Mobility	Highest	High	Moderate	Low
Access	No direct property access	Limited access to property	Access to properties is common	Unrestricted property access
Percent of Mileage	5-10%	15-25%	5-10%	65-80%
Percent of Vehicle Miles Traveled	40-65%	15-40%	5-10%	10-30%
Intersections	Grade separated or high capacity intersection controls	Traffic signals and cross street stops	All-way stops and some traffic signals	As required for safe operation
Parking	None	Restricted as necessary	Restricted as necessary	Usually unrestricted
Large Trucks	No restrictions	No restrictions	Restricted as necessary	Permitted as necessary
Typical Average Daily Traffic	15,000-200,000	5,000-30,000	1,000-15,000	Less than 1,000
Posted Speed Limits	45-65 mph	35-45 mph	30-40 mph	Maximum 30 mph

There are four principal arterials north of the Village including State Route 31, John Glenn Boulevard, Buckley Road, and the New York State Thruway (which cuts through the northern tip of the Village). All four of the principal arterials run in an east west direction.

There are three principal arterials that run through the Village including County Route 57 which enters the Village from the north, Old Liverpool Road which enters the Village from the east and State Route 370 (Onondaga Lake Parkway) which enters the Village from the southeast. State Route 370 changes to a minor arterial within the Village. County Route 57, Old Liverpool Road, and State Route 370 all have four lanes of traffic within the Village (two lanes in each direction). Electronics Parkway is a four lane, principal arterial that runs north south and is located just east of the Village in the Town of Salina.

Since the principal arterial is intended to provide the highest degree of mobility with no direct access to property, the classification of County Route 57 and the portion of Old Liverpool Road within the Village as principal arterials is inconsistent. Both of these roadways provide mobility; however, they also provide access to property at a number of locations. As illustrated by [Figure III-8](#), as access to property increases, the ability to provide high mobility decreases. This conflict between the users of these roadways may lead to frustration as neither of their needs is likely to be fully met. The commuter trying to move quickly through the area to get to his/her destination outside the Village is inconvenienced by the vehicles slowing to access local establishments, while the local user may be intimidated by the high volume and speed of traffic and lack of opportunity to re-enter the roadway from a local property.

Minor Arterials

Minor arterials are also designed to emphasize mobility over land access, serving to connect cities with adjacent communities and the metropolitan highway system. Minor arterials that converge in the Village include State Route 370 to the northwest and Morgan Road/Tulip Street and Vine Street from the north. In the Village, State Route

370 carries four lanes of traffic, while Morgan Road/Tulip Street and Vine Street each carry two lanes of traffic.

Although Morgan Road/Tulip Street and Vine Street are classified as minor arterials, and are intended to emphasize mobility, they are also used to access a high number of properties within the Village. The arterials carry traffic from the surrounding suburbs into and through the Village to the City of Syracuse. The convergence of these arterials in the Village combined with the fact that they are used to a high degree to access properties has led to congestion, especially during peak travel times.

Collectors

There are no roads classified as collectors within the Village of Liverpool.

Local Streets

It is estimated that approximately 9.5 miles of the 10.6 miles of roadway under the Village of Liverpool jurisdiction are local streets. These streets provide access to adjacent properties and neighborhoods. To be effective, local streets should be low speed, aesthetically pleasing, and designed to discourage through traffic.

Functional Classification Distribution

Communities should have an appropriate balance among the different types of functional classes of roadways. Table III-3 compares the relative size of the different functional classes in the Village of Liverpool with the surrounding region. The data show that although the percentage of principal arterials and local roads within the Village of Liverpool is fairly consistent with the region, the Village has a higher percentage of minor arterials and a significantly lower percentage of collector roads than the region as a whole.

**Table III-3
Functional Classification Distribution**

Classification	Village of Liverpool	Region
Principal Arterial	15%	13%
Minor Arterial	18%	8%
Collector	0%	14%
Local	67%	64%
Total	100%	100%

Source: New York State Department of Transportation

Traffic Volumes & Speeds

The typical daily traffic volume on a highway is represented by the roadway’s average daily traffic (ADT). The ADT for major roadways in the study area (obtained between September, 2002 and November, 2003, are shown in Figure III-10 and listed in Table III-4. Where available, the percentage of heavy trucks is also identified.

**Table III-4
ADT Volumes**

Location	Inbound (% Trucks)	Outbound (% Trucks)	Combined
1 st Street east of Vine Street	1,793	2,107	3,900
Vine Street south of Commerce Boulevard	3,833 (2.0%)	3,702 (1.4%)	7,535
Vine Street north of Commerce Boulevard			10,810
Morgan Road/Tulip Street south of Commerce Boulevard	4,894 (3.8%)	5,221 (3.3%)	10,115
County Route 57 just inside the Village line	7,049 (8.9%)	8,217 (7.3%)	15,266
County Route 57 - north of Third Street			13,153
State Route 370 between Long Branch Road and County Route 57	4,713	4,753	9,466
State Route 370 between County Route 57 and Syracuse north City Line (Onondaga Lake Parkway)	12,802	13,045	25,847
Old Liverpool Road in vicinity of Town Garden Drive	5,826	5,543	11,369

Source: Clough, Harbour & Associates LLP
New York State Department of Transportation and Onondaga County Department of Transportation

The data show that the highest volumes of traffic experienced within the Village are present on State Route 370 south of the Village of Liverpool (commonly referred to as Onondaga Lake Parkway). These high volumes are due to the fact that many commuters

traveling from the suburban locations north of the Village use State Route 370, County Route 57, Morgan Road/Tulip Street, or Vine Street to enter the Village and then funnel onto Onondaga Lake Parkway before accessing Interstate 81 and/or the City of Syracuse east of Liverpool.

Speeds

The posted speed limit within the Village of Liverpool is 30 miles per hour. Speed data were collected during the traffic volume data collection effort. The 85th percentile speed is defined as the speed at or below which 85 percent of the vehicles are traveling. Speed limits are often based on the 85th percentile speed. The 85th percentile speed on Vine Street south of Commerce Boulevard is 38 miles per hour (MPH). Just south of Commerce Drive on Morgan Road/Tulip Street the 85th percentile speed is 42 MPH, while on County Route 57 it is 44 MPH.

Bicycle/Pedestrian Facilities

The Village of Liverpool is located adjacent to Onondaga Lake and provides primary access to Onondaga Lake Park via several pedestrian connections in the Village. Onondaga Lake Park experiences over 1.5 million visitors a year. The park offers a variety of year-round recreational opportunities including paved surface trails, a biking (and skating trail), walking trails, tram rides, boating and marina activities, picnicking facilities, skateboarding, cross country skiing, historic sites and other forms of open space recreation including a variety of special events throughout the year.

Pedestrian facilities in the form of sidewalks are prevalent throughout the Village. In fact most residential neighborhoods in the Village enjoy ready access to a well-maintained network of concrete sidewalks throughout the Village. The Village has also invested in pedestrian amenities in the business district including street trees, lighting, benches and flower boxes. Figure III-11 shows the location of Bicycle and Pedestrian facilities in the vicinity of the Village.

|

Parking

Surface parking lots are scattered throughout the business areas of the Village. Most businesses have some off-street parking adjacent to their establishments. Most surface lots in the Village, as indicated in Figure III-12, are privately-owned parcels. Larger surface lots are located alongside the larger commercial establishments in the Village such as the Retreat Restaurant and Nichols Supermarket or other similar uses. Some of the largest off-street parking areas are owned by several churches located along Tulip Street and Vine Street.

Public parking in the Village is available in several locations as on-street parking, primarily along First Street, Second Street, Tulip Street, Vine Street and Sycamore Street. The availability of on-street parking, to the extent that it exists in Liverpool today, makes the community somewhat unique when compared to other villages in Onondaga County, of which there are fifteen, which in general also have far fewer on-street parking opportunities. Large public parking lots are also available at Onondaga Lake Park just south of First Street in the Village and west of Onondaga Lake Parkway and east of Willow Street.

Public Transit

Public transit is available in Liverpool provided by the Central New York Regional Transportation Authority (Centro). Centro bus routes are illustrated on [Figure III-13](#). Bus routes include Oswego Street in the Village between Old Liverpool Road to the east and Route 57 to the north. Other routes in the Village include Vine Street, Third Street, Hickory Street and Sixth Street. A Centro bus shelter is located at the intersection of Oswego Street and Tulip Street at the northwest corner of Johnson Park.

Rail

Rail service within the Village is limited to freight movement. The railline crosses the easternmost portion of the Village east of Onondaga Lake Parkway and Vine Street with an at-grade crossing on Old Liverpool Road. The railline is part of the Montreal Secondary Line and parallels the Onondaga Lake shoreline before crossing the Onondaga Lake Parkway (NYS Route 370) to the east side of the roadway about three-fourths of a

mile south of the Village. The Montreal Secondary Line schedules about eight daily trips in this area.

The bridge at this rail line crossover of the Parkway is posted at a height clearance of 10 feet 9 inches which is considerably less than the standard heights of heavy trucks such as tractor trailers. This bridge height has been the scene of many truck-bridge impacts throughout the years. The height restriction prohibits tractor trailers from using Onondaga Lake Parkway thus trucks are forced to use Old Liverpool Road and Seventh North Street to access the Village from the east.

Air Service

Air transportation in the Liverpool area is available at the Syracuse Hancock International Airport located approximately 8 miles northeast of the Village near Mattydale. The airport is served by seven major carriers and six air cargo companies. Other small general aviation airports are located in Camillus about 5 miles southwest of the Village and Michael Airfield in Cicero about 8 miles northeast of Liverpool.

Infrastructure and Utilities

Water

Water service is provided to the Village of Liverpool by the Onondaga County Water Authority under a 30 year contractual agreement. Water is provided via a system of pipelines through the County into the Village from its primary source of Otisco Lake.

Average daily water use within the Village is approximately 400,000 gallons. In 1999 a new water tower was constructed along Route 57 at the northern border of the Village. There are no identified capacity issues and no additional major capital investment projects planned in the near future.

Sewage, Wastewater and Stormwater

The Village of Liverpool is served by Onondaga County’s Metropolitan Syracuse Wastewater Treatment Plant (Metro Plant) located along the southeast shore of Onondaga

Lake in the City of Syracuse. Wastewater flows are conveyed by the Liverpool Pump Station about 3.3 miles through an 18 inch diameter force main to the Metro Plant prior to treatment and discharge to Onondaga Lake. The Metro Plant is currently undergoing significant multi-million dollar upgrades, as part of a legal agreement committing the County to reduce certain pollutants, including ammonia and phosphorous, from entering the Lake.

The Village sewer system is aging and generally in fair to poor condition according to the Onondaga County Department of Water Environment Protection (OCDWEP). The system is subject to significant volumes of infiltration and inflow (I/I) during heavy rainfall or prolonged wet weather. These conditions put stress on OCDWEP treatment facilities, as well as causing persistent localized flooding and basement backup at several locations in the Village.

An evaluation study of the sewer system, commissioned by OCDWEP, was completed by Clough, Harbour & Associates LLP in 1998 (revised in 1999). The study resulted in a compilation of prioritized improvements and recommendations. The Village stormwater drainage system is almost completely separated from the sanitary sewer system.

The Village is currently performing an evaluation to identify the specific sections of sanitary sewers within the Village that have the highest chances of pipe failures and are major sources of I/I and formulate a 10 year capital improvement program to remedy these problems. Implementation of the capital improvement program will reduce the amount of emergency sewer repair work required that is done at a much higher unit cost than scheduled rehabilitation.

Specific tasks as part of this current evaluation include:

- Updating the base map of sanitary sewers,
- Performing dye testing of 10 catchbasins to identify cross connections with sanitary sewers,
- Review recent television inspection logs and customer complaints,

- Develop a rating system to identify sewer sections that need to be monitored, stabilized, rehabilitated, or replaced,
- Develop a long-term (10 year) capital improvement plan and estimate probable costs

Electrical and Gas System

Electric and natural gas service in the Village is primarily provided by Niagara Mohawk Power Corporation, a subsidiary of National Grid. There are no major electrical generation or electric and natural gas distribution facilities within Village boundaries.

Communication Systems

The Village is provided with telephone, cellular and cable communication services provided by a variety of service providers in the Central New York region.

Municipal Solid Waste

Refuse collection within the Village is handled by the Department of Public Works. Collection is available to residential properties on a weekly basis as curbside pick-up. Solid waste is transported to Onondaga County’s solid waste incinerator located in Jamesville NY. The Village also participates in the County’s mandatory recycling program.

Education Facilities

The Village is encompassed by the Liverpool School District. The Liverpool Elementary and Middle Schools located off Hickory Street and Route 370 (Cold Springs Road) have current enrollment of approximately 452 students (grades K-6) and 481 students (grades 7-8), respectively.

Existing Parks and Recreation Facilities

Neighborhood Parks and Recreational Facilities

Major Village-owned parks include Johnson Park, Washington Park and Memorial Park, all located along Oswego Street in the heart of the Village (Figure III-6). The Village also

has numerous smaller open space areas scattered throughout its residential neighborhoods. These small open spaces include some very unique triangular areas where local streets converge. These park-like settings provide a character to these residential neighborhoods that is quite unique to Liverpool in comparison to other communities in the area.

Johnson Park consists of approximately two acres of land located east of Tulip Street and across from the Liverpool Library along Second Street. Johnson Park contains a network of interconnected sidewalks radiating from the center of the park with numerous open air seating areas and benches including a small covered seating area along Tulip Street. The park includes a centralized pavilion with restrooms, a fountain area, and a stage and open air seating area. The stage area was remodeled and rededicated in 1982. A small plaque, located near the fountain area, is dedicated to the Six Nations of the Iroquois Confederacy. Johnson Park is used extensively during the summer months and is the venue for summer concerts and other community activities.

Memorial Park, approximately two-tenths of an acre in size, is located between Johnson Park and Washington Park along Oswego Street and Second Street. This small park is home to the Village's Sesquicentennial time capsule scheduled to be opened on July 4th, 2076. The park also includes a center flagpole and a small military memorial and cannon at its eastern tip where Second Street and Oswego Street converge.

Washington Park is located at the convergence of Oswego Street and First Street. The park is undergoing significant renovation including placement of an attractive stone wall and fencing along the northern edge of the park parallel to Oswego Street. The placement of the wall and fencing was a response to instill more of a sense of security for park visitors from the heavy vehicular traffic on Oswego Street. A portion of the park is used in winter for ice skating. The Village is pursuing additional grant funds for future projects. Recreation facilities, including playgrounds also exist at the Liverpool Elementary and Middle School in the Village.

County and State Recreational Facilities

Onondaga Lake Park, located along the north shore of Onondaga Lake in the Village is owned and operated by Onondaga County Parks and Recreation. The park receives upwards of 1.5 million visitors annually. The park is open to a wide variety of recreational uses throughout the year including boating use on the Lake itself. A 50 slip marina is located along the north shore of the Lake just south of 1st Street near Tulip Street in the Village.

In recent years the Onondaga Lake Park has sponsored Lights-On-The-Lake, an annual Christmas lighting extravaganza covering approximately a two-mile length of the park for observation by car. The program begins in late November and runs through the first few days of January. Upwards of approximately 185,000 people in 37,000 vehicles visit Lights-On-The-Lake each year. Other events at the Park include the Chase Corporate Challenge held in August each year that attracts approximately 6,000 runners annually.

The park also provides picnic areas and pavilions, paved trail systems for non-motorized uses including in-line skating and bicycling, children play areas and tot lots, a dog park, boating and rowing opportunities, cross-country skiing, tram rides, ballfields and many other programs and facilities throughout the year. The park also houses the Salt Museum which recounts the history of the salt industry in the area. Each year during late spring and early summer, sections of Onondaga Lake Parkway are closed to traffic as part of “Parkway Sundays” which encourages use of the parkway for rollerblading, biking and strolling without the threat of conflicts with motor vehicles. There are no state-owned or operated recreational facilities in the Village of Liverpool.



Onondaga Lake Park is used for a variety of recreational activities throughout the year by more than 1.5 million visitors annually. Although the Park and Onondaga Lake is located adjacent to downtown Liverpool it remains a largely untapped economic resource to local businesses in the Village.

Cultural and Historic Resources

Facilities and Programs

The Liverpool Village Museum and Village Historian's office are located in the Gleason Mansion at 314 Second Street adjacent to the Village Hall. The Gleason Mansion, circa 1857, is listed on the State and National Registers of Historic Places.

Restoration of the mansion was funded by a \$200,000 grant from the State Historic Preservation Office. The Museum houses a collection of artifacts, photographs and exhibits about the people, places and historical events of interest to the community. Resource information is available at the Historian's office for anyone interested in researching local history. Facilities are available for tours and lectures.

The Liverpool Willow Museum is located just east of the Gleason Mansion and is operated by the Historical Association of Greater Liverpool. The Willow Museum commemorates the willow weaving industry that was such a significant local industry during the early history of the Village.

Additional historical resources in the Village include the Salt Museum at Onondaga Lake Park, the Tree of Peace associated with the Iroquois Confederacy, also in Onondaga Lake Park, and willow barns which are remnants of the willow weaving industry scattered throughout the Village.

Land Use Management

Zoning

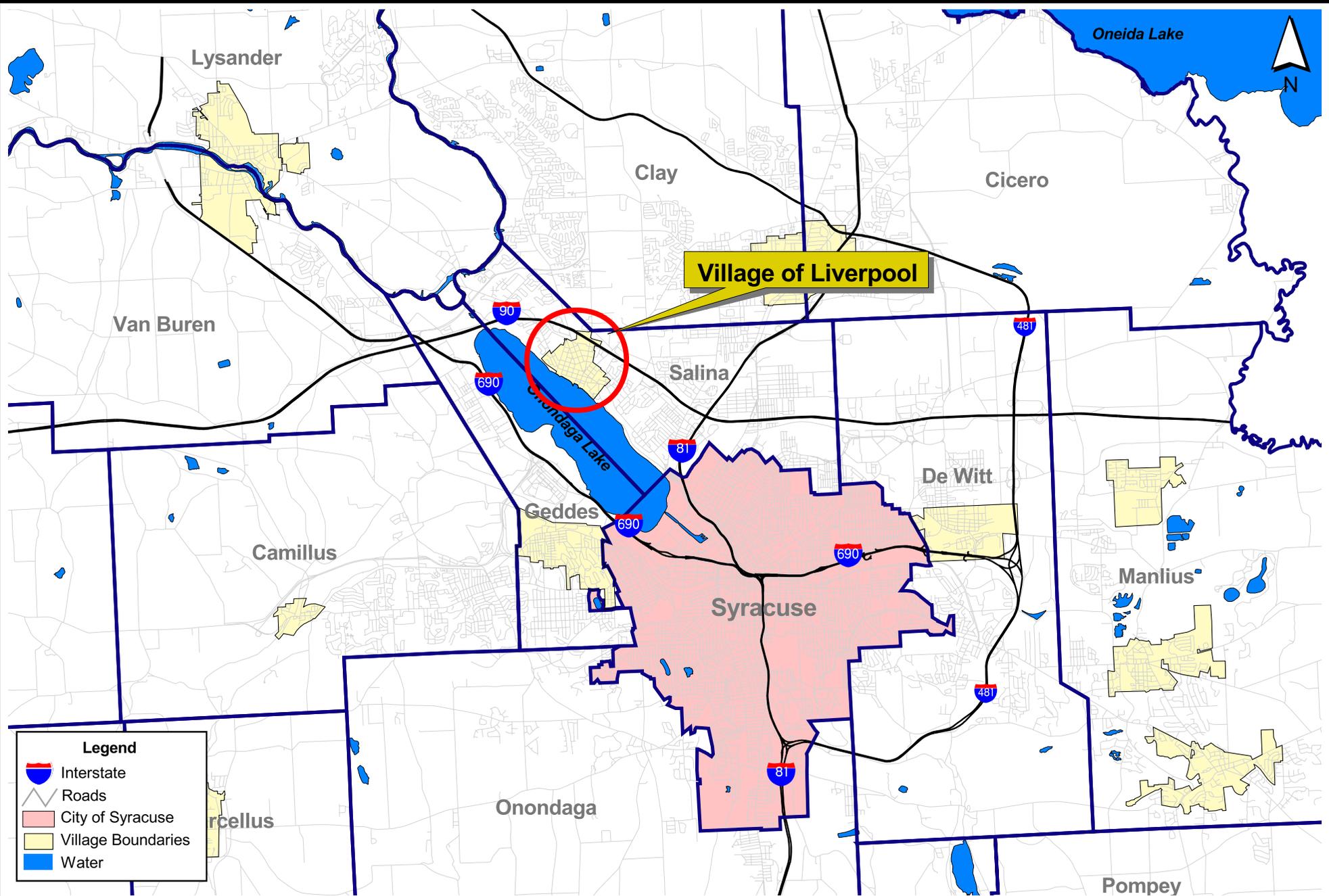
The Village regulates its land use through an existing Zoning Ordinance and Zoning Map. Present zoning districts in the Village of Liverpool are illustrated on [Figure III-14](#). Components of the Zoning Ordinance include Site Plan and Special Permit Review, Freshwater Wetlands, Floodplain Management and Signs among others.

Existing districts include:

- R-1, R-2, R-3 – Single Family, Two Family, and Multifamily Residential
- B-1, B-2 – General Business and Highway Business
- C-1 – Industrial
- OL – Open Land

Other Land Use Regulations

In addition to its Zoning Ordinance and building codes enforcement, the Village also regulates the Subdivision of Land and the Village Planning Board follows a Site Plan Review process.



Regional Location Map

Village of Liverpool, New York

Comprehensive Plan

FIGURE III-1

Source: Syracuse Metropolitan Transportation Council, 2002.
 Disclaimer: This Map is Intended for Planning Purposes Only.
 No Warranties are Expressed or Implied.





Source: GIS Clearinghouse, 2003; NYSDOT, 2003.
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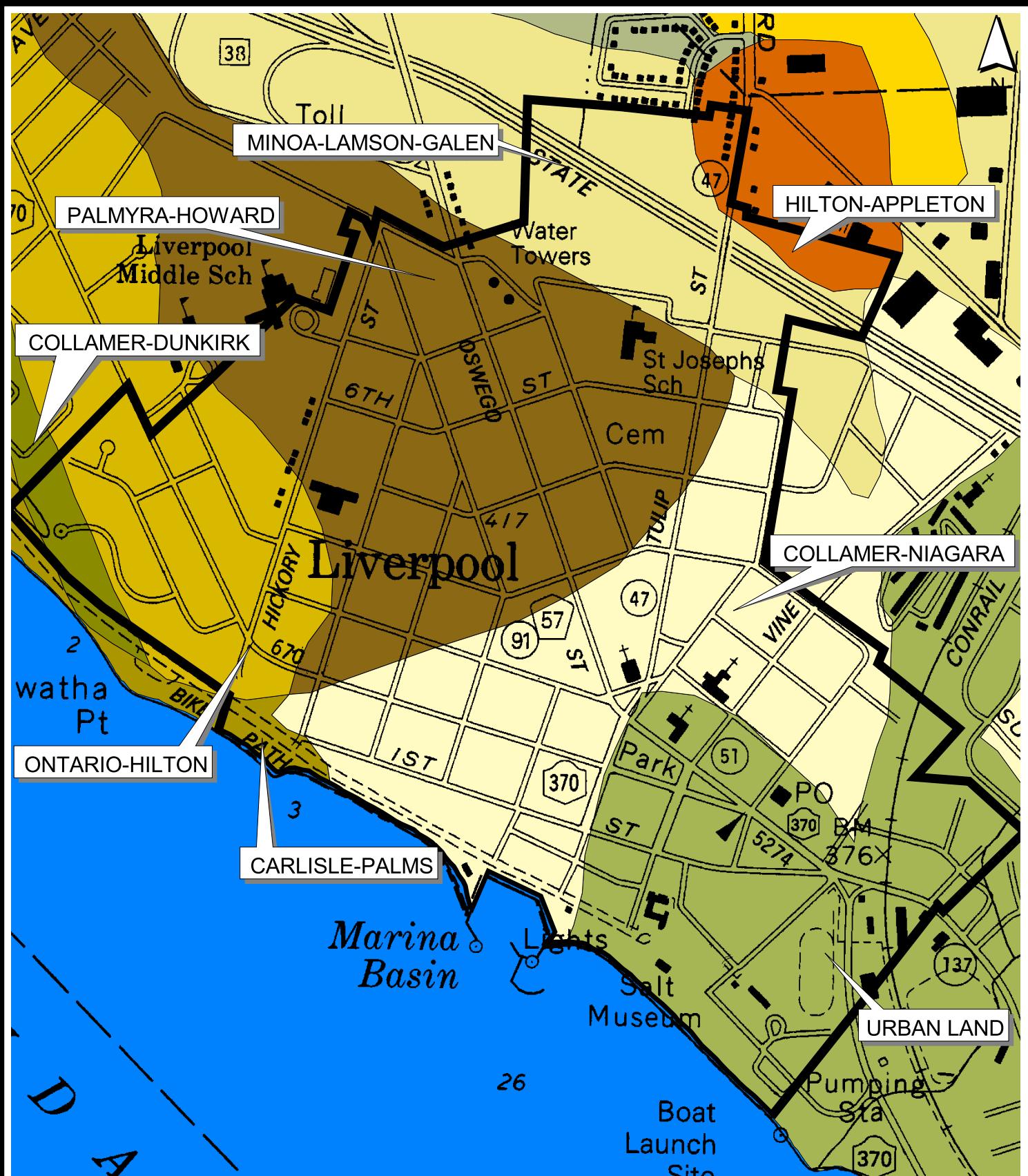
Aerial Photographs

Village of Liverpool, New York
 Comprehensive Plan

FIGURE III-2



300 0 300 600 900 Feet



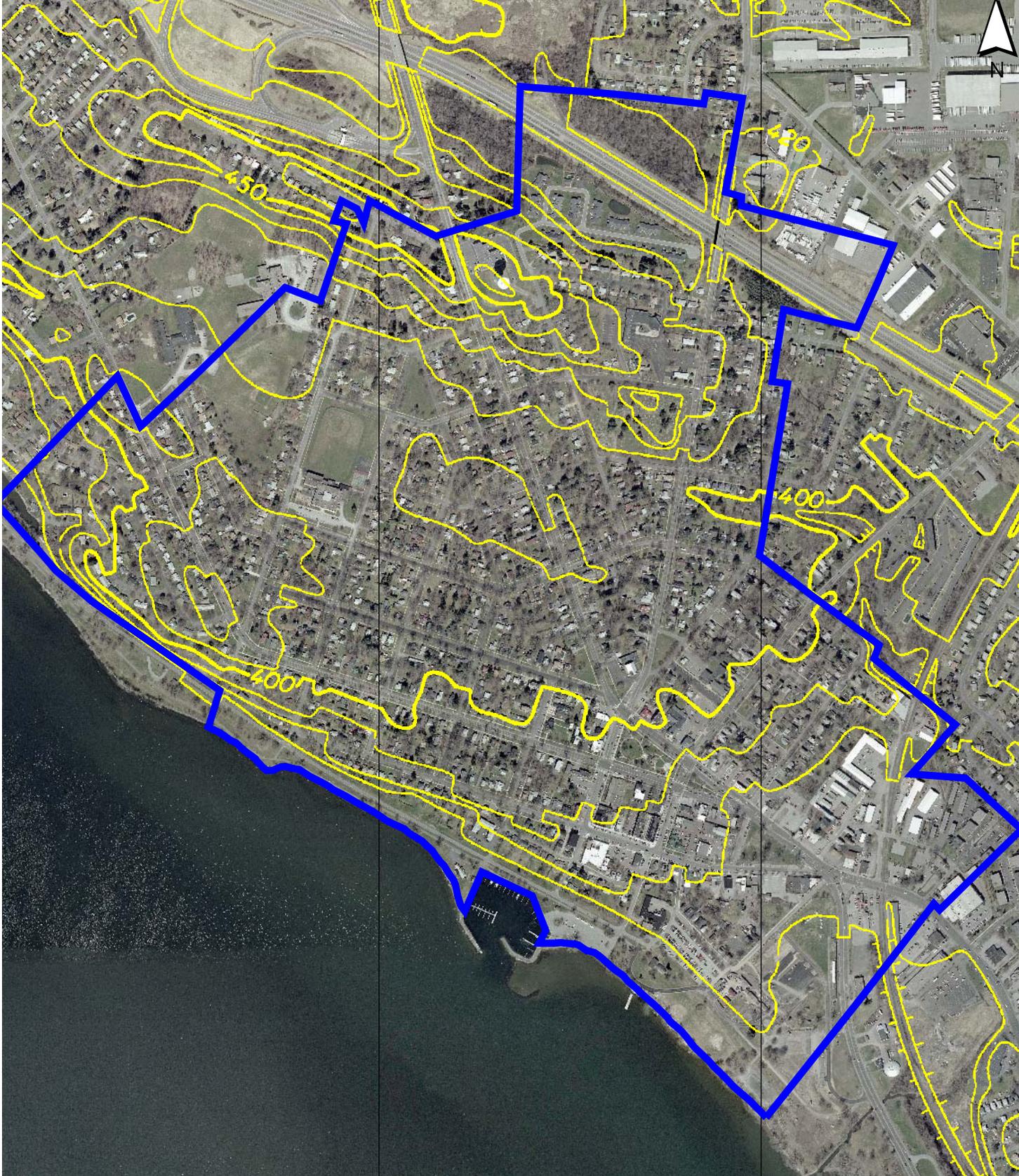
Source: GIS Clearinghouse, 2003; USDA, 2003
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Soil Associations

Village of Liverpool, New York Comprehensive Plan

FIGURE III-3





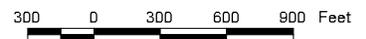
Source: GIS Clearinghouse, 2003; NYSDOT, 2003.
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Topographic Map

Village of Liverpool, New York

Comprehensive Plan

FIGURE III-4





Source: Syracuse Metropolitan Transportation Council, 2002
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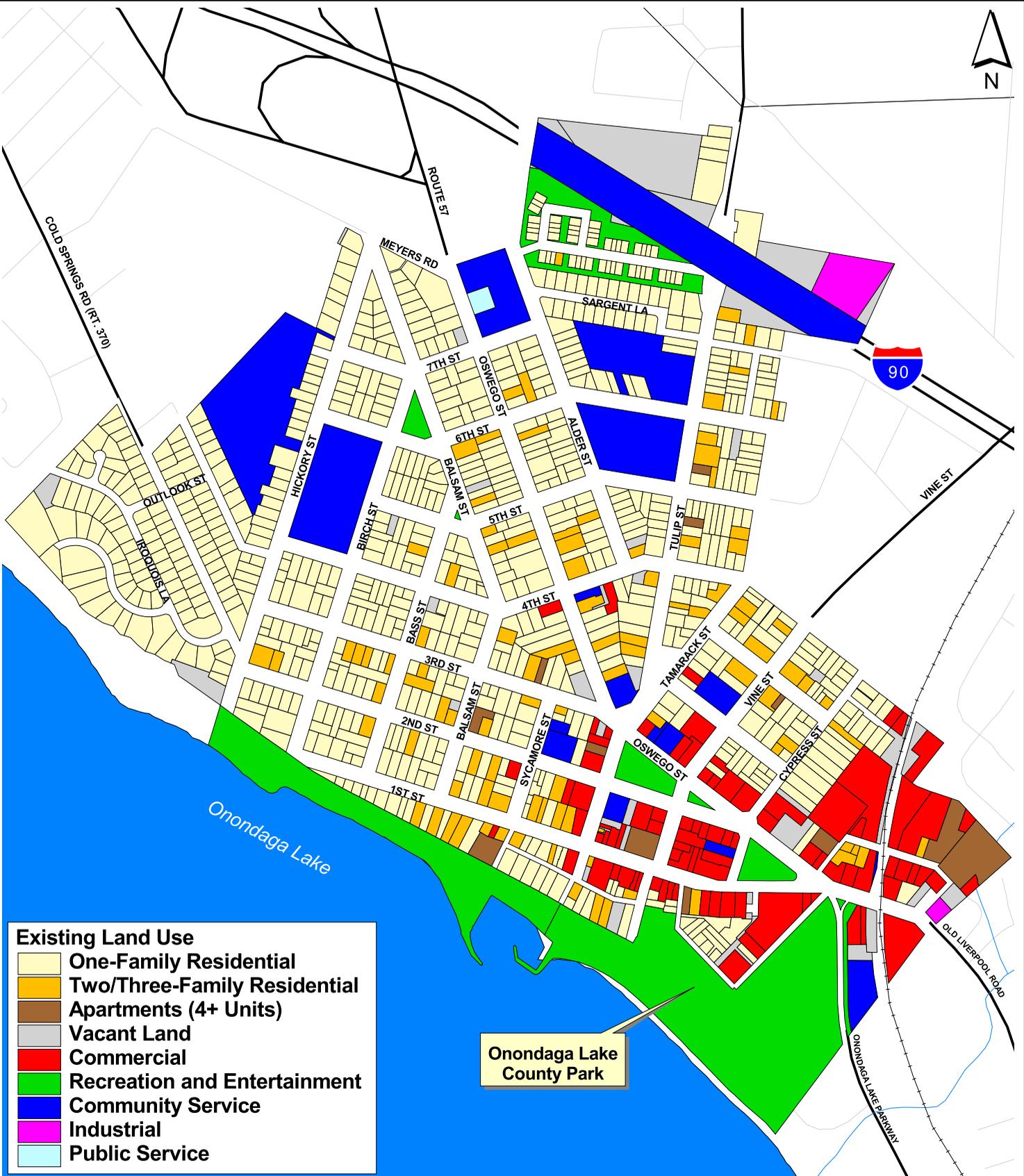
Environmental Resources

Village of Liverpool, New York
 Comprehensive Plan

FIGURE III-5



300 0 300 600 900 Feet



Existing Land Use

- One-Family Residential
- Two/Three-Family Residential
- Apartments (4+ Units)
- Vacant Land
- Commercial
- Recreation and Entertainment
- Community Service
- Industrial
- Public Service

Onondaga Lake County Park

Source: Syracuse-Onondaga County Planning, 2003.
 Field Verified by Village of Liverpool, 2005.
 Disclaimer: This Map is Intended for Planning Purposes Only.
 No Warranties are Expressed or Implied.

Existing Land Use

Village of Liverpool, New York Comprehensive Plan

FIGURE III-6



Detailed Existing Land Use

Village of Liverpool, New York Comprehensive Plan



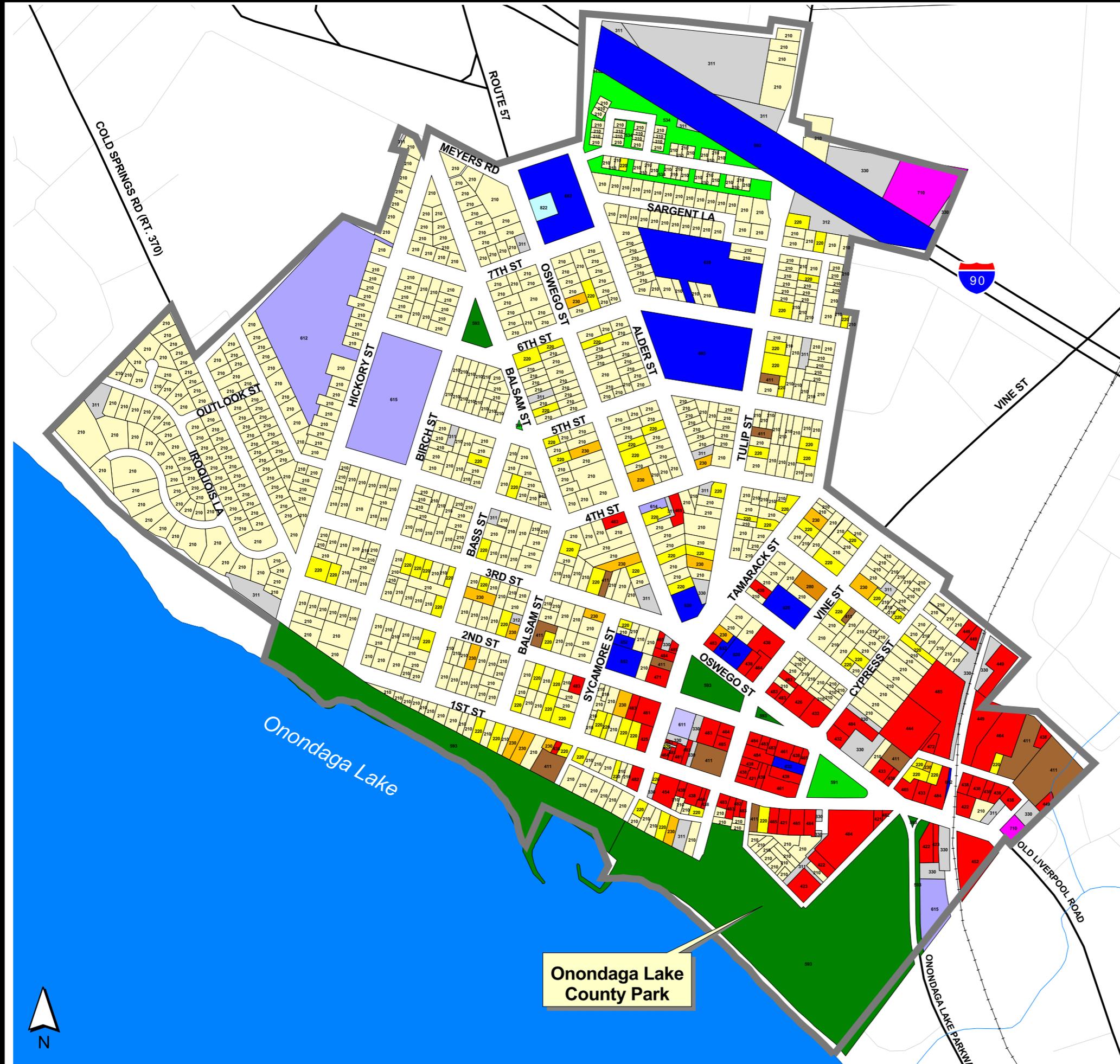
Existing Land Use

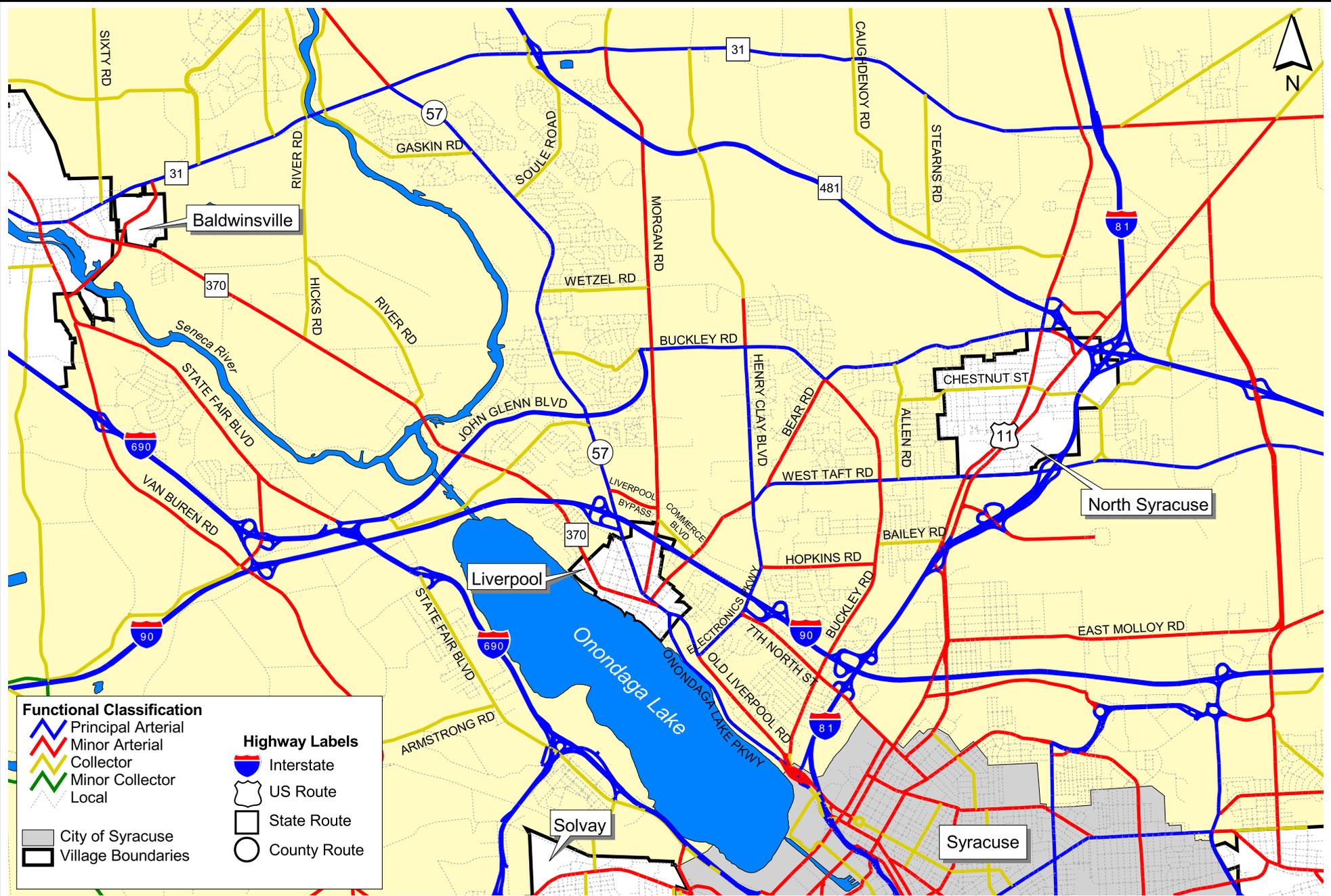
210	One-Family Residential
220	Two-Family Residential
230	Three-Family Residential
280	Multi-Purpose Residential
311	Vacant - Residential
312	Small Improvement - Residential
330	Vacant Land in Commercial Area
411	Apartments - Commercial (4+ Units)
421	Restaurants - Commercial
422	Diners - Commercial
423	Snack Bars - Commercial
425	Bar - Commercial
426	Fast Food - Commercial
432	Service/Gas Station - Commercial
433	Auto Repair - Commercial
438	Parking Lot - Commercial
444	Lumber Yard - Commercial
449	Storage/Warehouse/Distribution - Commercial
452	Area Shopping Center - Commercial
454	Retail Food Store - Commercial
461	Standard Bank - Commercial
464	Office building - Commercial
465	Professional Building - Commercial
471	Funeral Homes - Commercial
472	Kennels/Veterinary - Commercial
481	Downtown Row Type (common wall)
482	Downtown Row Type (detached)
483	Converted Residence - Commercial
484	One Story Small Structure
485	One Story Small Structure (multi occupant)
534	Social Organization
591	Playgrounds
593	Picnic Grounds
611	Libraries
612	Schools
614	Special Schools and Institutions
615	Other Educational Facilities
620	Religious
632	Benevolent & Moral Assoc. - Welfare
652	Office Building - Government
662	Police & Fire Protection
692	Roads/Streets/Highways/etc.
695	Cemeteries
710	Manufacturing - Industrial
822	Water Supply

FIGURE III-7



Source: Syracuse-Onondaga County Planning, 2003
Field Verified by Village of Liverpool, 2005
Disclaimer: This Map is Intended for Planning Purposes Only.
No Warranties are Expressed or Implied.





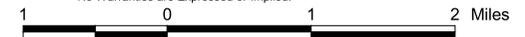
Functional Classification		Highway Labels	
	Principal Arterial		Interstate
	Minor Arterial		US Route
	Collector		State Route
	Minor Collector		County Route
	Local		
	City of Syracuse		
	Village Boundaries		

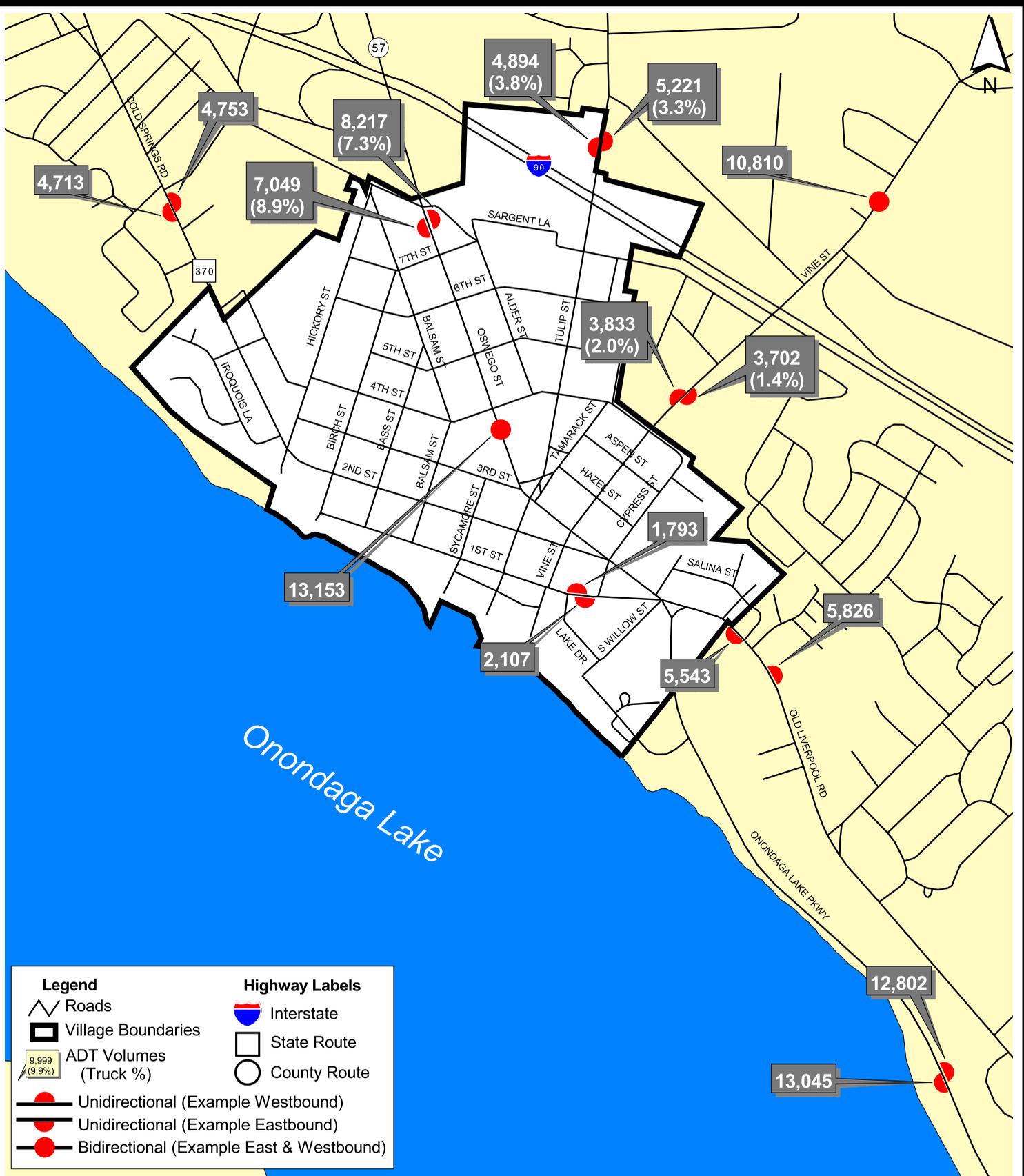
Functional Classification of Roads

Village of Liverpool, New York
Comprehensive Plan

FIGURE III-9

Source: Syracuse Metropolitan Transportation Council, 2002
Disclaimer: This Map is Intended for Planning Purposes Only.
No Warranties are Expressed or Implied.





Source: Syracuse Metropolitan Transportation Council, 2002
 Disclaimer: This Map is Intended for Planning Purposes Only.
 No Warranties are Expressed or Implied.

ADT Volumes

Village of Liverpool, New York
 Comprehensive Plan

FIGURE III-10





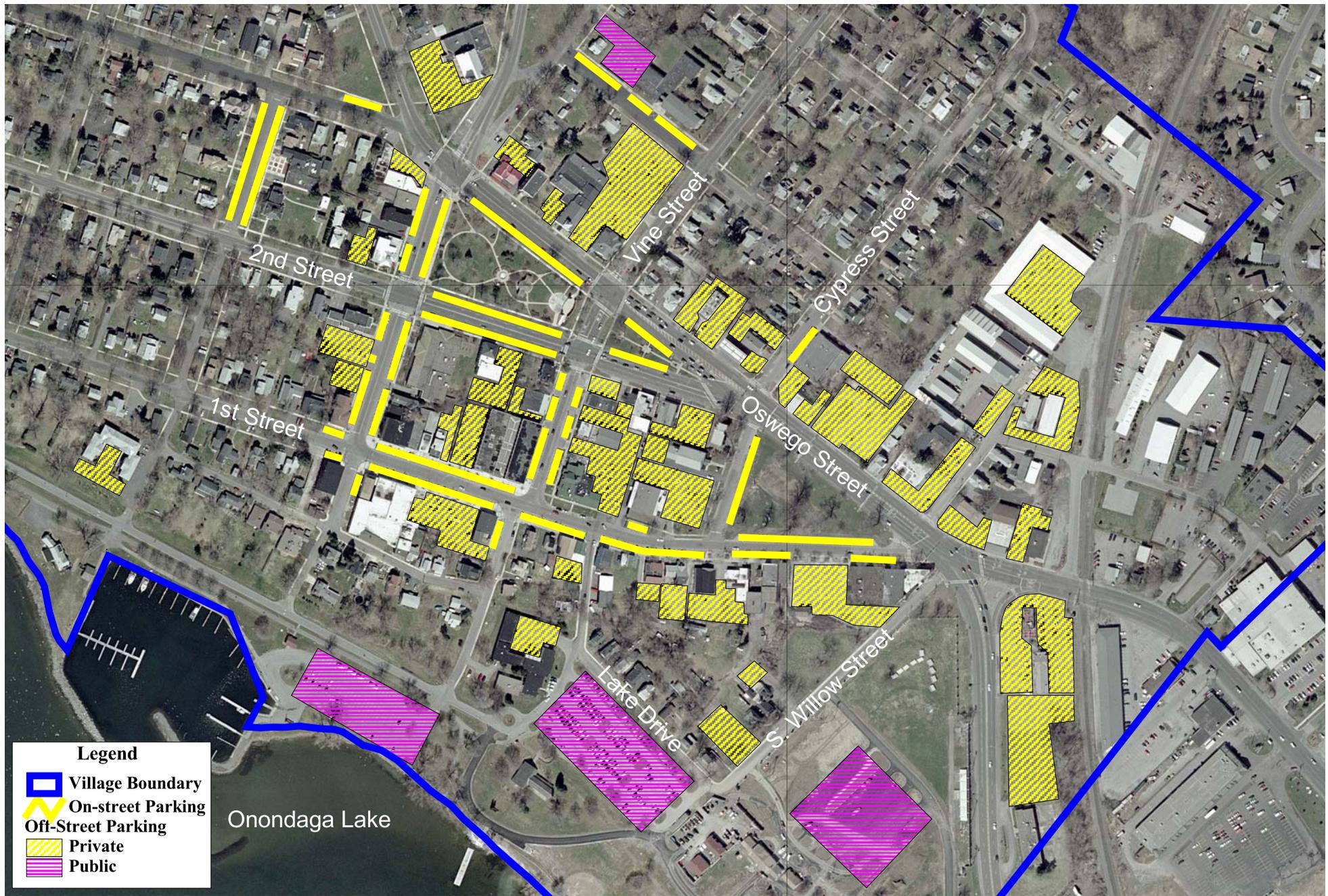
Bicycle and Pedestrian Facilities

Village of Liverpool, New York
Comprehensive Plan

FIGURE III-11

Source: Syracuse Metropolitan Transportation Council, 2002
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Legend

-  Village Boundary
-  On-street Parking
-  Private
-  Public



Major Parking Areas

Village of Liverpool, New York
Comprehensive Plan

FIGURE III-12

Source: Syracuse-Onondaga County Planning Agency, 2003.
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No warranties are expressed or implied.



Centro Fixed Transit Routes

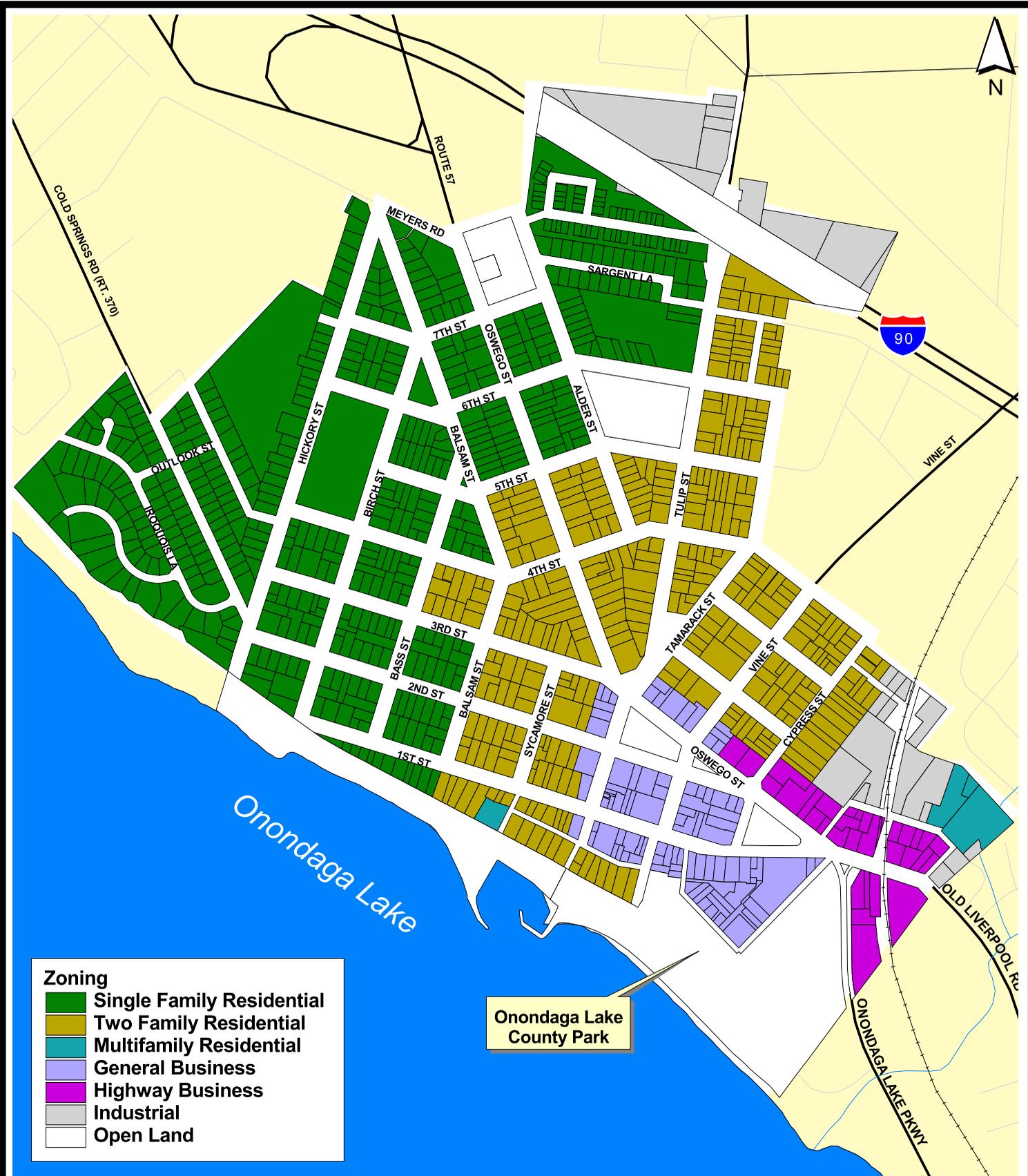
Village of Liverpool, New York
Comprehensive Plan

FIGURE III-13

Source: Syracuse Metropolitan Transportation Council, 2002
Disclaimer: This Map is Intended for Planning Purposes Only.
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500 0 500 1000 1500 Feet





Zoning	
	Single Family Residential
	Two Family Residential
	Multifamily Residential
	General Business
	Highway Business
	Industrial
	Open Land

Onondaga Lake
County Park

Source: C&S Engineers, 2003; Syracuse Metropolitan Transportation Council, 2002.
Disclaimer: This Map is Intended for Planning Purposes Only. No Warranties are Expressed or Implied.

Existing Zoning

Village of Liverpool, New York Comprehensive Plan

FIGURE III-14



CHAPTER IV

FUTURE LAND USE RECOMMENDATIONS

The Village has been divided into five focus areas for land use planning purposes as illustrated in Figure IV-1 Future Land Use. The boundaries of these focus areas are based on similar existing land use characteristics, issues and opportunities that these areas have in common with each other. These boundaries are for study purposes only and do not have any legal basis or provide for any form of official land use or zoning regulation. The Future Land Use map, however, should provide the basis for modifications to the Village’s Zoning Ordinance. Visions of the way the community would like to see these five focus areas develop in the future are described in more detail below. We begin, however, with an overall vision and recommendations for the Village of Liverpool.

OUR OVERALL VISION of the FUTURE

“The Village of Liverpool is a vibrant community with a unique mix of quiet, inviting neighborhoods, attractive parks and successful business areas all set in a traditional village environment. Ours is a visually interesting and walkable community like none other in the region. Our local heritage is celebrated throughout the community. It is expressed in our architecture, parks and public places. We are a community on the move and we look with great anticipation to all of the opportunities the future has to offer us as a revitalized and rediscovered waterfront community.”



The Village of Liverpool will be unique from all other areas in the region by offering a high quality of life and pedestrian-oriented amenities in a traditional village setting.

Photos by Dan Burden

An overall approach towards achieving our vision for the Village is illustrated in the Downtown Redevelopment Plan (accompanying fold-out to this Plan) which represents each of the five focus areas as discussed in this Chapter. The Downtown redevelopment Plan is based on Smart Growth Principles. We recommend the adoption and implementation of the following Principles of Smart Growth adapted from the Smart Growth Network.

1. **Creating a Range of Housing Opportunities and Choices** by providing quality housing for people of all income levels.
2. **Creating “Walkable” Neighborhoods** as desirable places to live, work, learn, worship and play.
3. **Encouraging Community and Stakeholder Collaboration** to respond to the community’s own sense of how and where it wants to grow.
4. **Fostering Distinctive, Attractive Communities with a Strong Sense of Place** by setting standards for development and construction which responds to community values of architectural beauty and distinctiveness, as well as expanded choices in housing and transportation.
5. **Making Development Decisions Predictable, Fair and Cost Effective** by embracing the private sector.
6. **Mixing Land Uses** by integrating mixed land uses into the community as a critical component of achieving better places to live.
7. **Preserving Open Space, Natural Beauty and Sensitive Environmental Areas** which bolsters the local economy, preserves critical environmental areas and improves overall quality of life by guiding new growth into existing communities.
8. **Providing a Variety of Transportation Choices** to people with more choices in housing, shopping and transportation.
9. **Strengthening and Directing Development Towards Existing Communities** and developed areas already served by infrastructure seeking to utilize the resources that existing neighborhood offer, and conserving open space and irreplaceable natural resources.
10. **Taking Advantage of Compact Building Design** as an alternative to conventional, land consumptive development.

FOCUS AREA #1

– OUR CIVIC CENTER

LOCATION

Our Civic Center area is located around the convergence of several primary streets in the Village. These streets include Oswego Street, Tulip Street, Tamarack Street and Third Street. This convergence of streets truly makes the area centered around Johnson Park the focal point of civic pride and community activity in the Village.

This planning area encompasses approximately 11 blocks of mixed land use such as institutional uses, residential areas, business areas and community services. This area is roughly bound by Fourth Street on the north, Cypress Street on the east, Second Street on the south and Balsam Street on the west.

This planning area also includes the Village Hall, Johnson Park, Memorial Park as well as Washington Park. The Washington Park area is a transitional area to very different forms of land use, primarily commercial uses farther to the east. The Village Hall and all three parks are important civic spaces that support a variety of special events and ceremonies throughout the year.

PRIMARY ISSUES

A key and significant issue that faces community leaders and residents in this planning area is the challenge of dealing with ever-increasing volumes of vehicular traffic which pass through this part of the Village on a daily basis. These high volumes of mostly non-local commuter traffic have encouraged auto-oriented and automobile-dominated land use development and traffic patterns over the years. High volumes of traffic have increasingly had significant adverse effects on quality of life issues in the Village including, but not limited to, community character by creating visual blight, vacant properties, and the loss of businesses.

Traffic has changed the character of the community from what was once a unique village environment into a more suburban, highway-oriented community. Traffic has also resulted in an increasingly unfriendly pedestrian atmosphere that impacts pedestrian activity. A reduction in pedestrian activity has resulted in negative impacts on business activity that relies on sidewalk patrons and walk-in clients. Perhaps most important of all, however, are the many safety issues associated with these high traffic volumes including vehicular accidents and car-pedestrian accidents.

The ability to move vehicles through the Village smoothly has necessitated the widening of streets and alteration of traffic patterns, often to the detriment of local residents and businesses. This highway orientation has generally degraded overall community aesthetics as highway features, such as overhead directional signs, are put in place to facilitate traffic movement.

The issue of traffic flow and traffic safety in Liverpool has been an ongoing concern of the community for decades with little, if any, favorable resolution of the problem over the years. However, community input throughout the planning process of this Comprehensive Plan invariably cited traffic as the most significant issue facing the community today, not only in this planning focus area, but throughout the Village.

OPPORTUNITIES

This planning area is the true civic center of the Village. This area contains a variety of interesting and attractive architectural features and institutional uses, such as several churches and outdoor public spaces. This area contains the Village Hall, the Village Police Department, the Chamber of Commerce, the Gleason Mansion, the Willow Museum, three churches, Johnson Park and Memorial Park. In addition, the Liverpool Library is located just south of Johnson Park along Second Street and can be considered a part of this civic area as well as Washington Park to the east.

Due to this geographic concentration of public parks and civic spaces, a pedestrian greenway exists as a continuous network of sidewalks and pathways through parklands that enhance pedestrian mobility and social activity. This pedestrian greenway should be maintained and enhanced with additional trees that provide an encompassing canopy, public gardens, ornamental lighting, stone seating walls, ornamental fencing and public artwork displays. The Village continues to invest in improvements to Johnson Park and is completing recent enhancements to Washington Park.

Contingent on resolution of the traffic issues previously discussed, this area affords increased opportunities for pedestrian activity between these civic spaces, the central business district downtown, the Onondaga Lake lakefront and the residential neighborhoods located north of Oswego Street. There is a tremendous opportunity in this area to better delineate these pedestrian corridors in this area through enhanced streetscapes, pedestrian lighting and increased landscaping with trees, shrubs and flowers. This increased pedestrian activity will result in greater social interaction within the community and enhanced business opportunities not only during special events, but on a daily basis as visitors are enticed into the Village.

Other opportunities exist within the Civic Center area that will facilitate greater social interaction. For example, incorporating bike and pedestrian lanes along Oswego Street, Second Street and connecting roadways can attract bicyclists and pedestrians into the Village from Onondaga Lake Park. This could be accomplished by narrowing these roadways for vehicular use, but maintaining the existing public right-of-way for non-motorized use, thus creating additional public spaces within the Village.

Moreover, traffic reduction and traffic calming efforts will likely provide additional economic development opportunities over time in the form of mixed-use development (residential and commercial) and enhance business opportunities by providing greater access to a larger pedestrian customer base. The Village will need to partner with the State and County Departments of Transportation and other jurisdictions such as the Syracuse Metropolitan Transportation Council (SMTC) to accomplish a long-term

resolution of the traffic issues that presently confront the community. Long-term resolution of these traffic issues will necessitate collaboration with adjacent municipalities particularly the Town of Salina which may be most directly affected by any rerouting or change in traffic flow through the Village.

OUR VISION FOR THIS AREA

“Our Civic Center area is and will remain the heart of the Village of Liverpool. This is the center of local government and this is where we come to learn about and celebrate our history. We offer safe, clean, and convenient public spaces for people to gather and interact with their neighbors and the ability to meet new friends. This area is an expression of our strong sense of community. Our heritage is expressed through the thoughtful and creative design of our civic spaces, building architecture, tree-lined streets, public gardens and parks. The civic area is a vibrant center of community activity and pride. We invite everyone to enjoy its beauty and charm.”

RECOMMENDATIONS

Focus Area # 1 – The Village Civic Center Area

Enhancing Our Identity

- We should establish an overlay zoning district to provide design guidelines and standards for new development and significant redevelopment activity in this area. These guidelines (non-regulatory) and standards (regulatory) will address issues that affect the civic center area and surrounding business areas of the Village (Focus areas 2 and 3). The overlay district will provide additional development criteria to the underlying zoning district requirements. *The intent is not to add another layer of regulation, but rather to ensure that development is tastefully done in a manner which is consistent with traditional Village character.*
- Design and development criteria will address the architectural character of new and renovated buildings including their size, building materials, building mass and scale; site design including building and parking lot orientation and setbacks; vehicle and

pedestrian access and circulation patterns; signage; streetscaping; lighting; pedestrian amenities; and landscape features.

- Design and development criteria should be established through a working committee of the Planning Board. This group should be charged with developing a village theme for architectural styles that are consistent with Village history. For example, design criteria could stipulate that all new development be done in a Colonial style that emphasizes the use of red brick building materials or architecture that is consistent with a waterfront location. Furthermore, the criteria could stipulate that flat building roofs be used in certain areas of the downtown business district while sloped roofs are used elsewhere in the Village more in keeping with the design of residential areas.
- We should encourage the creation of new civic spaces and public places. For example, the Village should investigate a reduction of roadway width on Second Street in the downtown area and use the increased right-of-way space to create new civic amenities and traffic calming features in front of the Liverpool Library and elsewhere in the vicinity of the existing Village parks. These amenities could include outdoor art displays, information kiosks, seating areas, etc. that are visually connected to Johnson Park, Memorial Park and Washington Park.
- Another opportunity for new civic spaces exists just west of Route 57 and north of Third Street on what is now a vacant parcel of private land. The Village should investigate acquisition of this property. This location would be an ideal site for some type of community flower gardens, central gazebo and art displays that would be visible to pedestrians and motorists alike. This area, if developed as a civic space, would be a continuation of the greenway corridor already established by other parks along Oswego Street. This site would serve as a dramatic gateway into the residential neighborhoods to the north or as a gateway from the north into the business area to the south.

Working Together

- We should continue coordination efforts and discussions with the NYSDOT, OCDOT and SMTC regarding improvements to traffic flow through the Village including the possibility of reductions in vehicle volumes and roadway width along key streets and

intersections, particularly along Oswego Street, Second Street and Onondaga Lake Parkway. In addition, discussions should include opportunities for enhanced pedestrian and bicyclist amenities, streetscaping and aesthetic improvements including possible modification, consolidation, replacement, and ultimately complete removal of overhead highway signage along Oswego Street and nearby connecting streets.

- Buildings and properties facing Johnson Park, Memorial Park, and Washington Park should be encouraged to upgrade their properties through public/private sector partnerships to provide funding for
 - adaptive re-use of historic buildings
 - interior and exterior building renovation including ADA accessibility
 - landscaping, pedestrian amenities, decorative lighting and streetscaping
 - parking lot improvements, including landscaping, fencing, signage, etc.
- We will work with local utility providers and private developers to bury overhead utilities along important street rights-of-way such as Oswego Street and Old Liverpool Road in the Village. These are prime economic redevelopment areas that can be supportive of mixed-used business and residential development, thereby creating new jobs and enhanced economic opportunities.

Traffic Calming

- We will investigate additional strategies and techniques to implement traffic calming on high speed, high volume roadways throughout the Village including our residential neighborhoods.
- We will encourage on-street parking, parking behind buildings, shared or consolidated parking, and well-landscaped parking areas throughout the downtown business area.
- We will work with the State and County DOT to reduce curb cuts along primary streets through the business areas and actively promote the use of shared driveways, cross access of parcels, and municipal off-street parking areas in order to eliminate unsafe pedestrian/vehicular traffic conflict points.

FOCUS AREA #2

–OUR BUSINESS & INDUSTRIAL PARK AREA

LOCATION

This section of the Village includes important larger scale businesses such as Liverpool Lumber, a wholesale lumber dealer, and numerous smaller commercial and light industrial uses. This area contains the community's only true industrial base, the village's only railroad corridor and retail uses located in a shopping center environment along Old Liverpool Road. This area is not limited to only these uses, however. It also consists of single family uses along Cypress Street and apartments in the northeastern corner of the area.

The Business and Industrial Park area is roughly bound by Oswego Street and Onondaga Lake Parkway on the south, encompassing both sides of Old Liverpool Road extending east to the Village limits with the Town of Salina, and west to Cypress Street.

PRIMARY ISSUES

This planning area seems to function almost independently of other business and residential areas located elsewhere in the community. This situation is due in part to this area's geographic location. The area is physically separated from the Onondaga Lake lakefront and other pedestrian activity in the downtown area by Oswego Street, Onondaga Lake Parkway and Old Liverpool Road. These streets are all high traffic volume roadways in the Village and as a result compound this physical separation to the rest of the Village mainly because of the steady flow of daily vehicular traffic through the area. Thus, this part of the Village has developed with much more of a highway orientation of local businesses and commercial uses. The high volumes of traffic have adversely affected the area by creating difficult access to some properties resulting in the loss of businesses and vacant properties.

The area is also bisected by the only existing rail line through the Village. The rail line runs north/south through this area. The rail line carries regional freight traffic between the U. S. and Canada. Although the rail line is active, it affects the community only in minor ways, except for the occasional disruption to vehicular traffic at the rail crossing along Old Liverpool Road near Heid's restaurant. Business and commercial uses in this area are highway-oriented and highway dependent in large part, relying on both auto and truck access rather than rail access.

This planning area also currently contains the Village Post Office located just north of Oswego Street east of Cypress Street. The Post Office has been considering the possibility of relocating to a new location in the Village, specifically to a parcel on First Street and South Willow Street (within Focus Area #3). The new site would be a somewhat larger mail distribution facility.

The proposed Post Office relocation site on First Street presents several issues, including concerns over truck traffic, vehicle and pedestrian circulation, and aesthetic concerns with views of the facility from South Willow Street and Onondaga Lake Park. By relocating the Post Office to First Street, additional traffic from delivery trucks and postal patrons may further discourage pedestrian use and likely encourage more auto-oriented development along First Street. In accordance with this Plan, a more appropriate use of this area could be some type of mixed-use residential/business/commercial district. This use would add to the downtown resident population and encourage greater pedestrian activity between Onondaga Lake and the Village.

Focus Area #2 also contains a portion of the Onondaga Lake Parkway, a potentially beautiful gateway into the Village from the City of Syracuse and points south of the Village. This gateway location could be greatly enhanced with walking and biking trails as well as public gardens that would be more fitting with the historic context and proximity to Onondaga Lake Park. Although Onondaga Lake Parkway is an important gateway into the Village, it presently contributes to the high volumes of traffic through the Village as people commute to and from the City of Syracuse. In its present

configuration and use, the Parkway does not provide much opportunity to act as a significant gateway to the Village for pedestrian and non-motorized uses, such as bicyclists and others recreating at Onondaga Lake Park.

OPPORTUNITIES

Onondaga Lake Parkway is a highly valued gateway into our community, but its present configuration and use as a high volume traffic corridor significantly limits its potential as such. As the major gateway into our community, the Village needs to continue discussions with appropriate state and local transportation agencies to help resolve the present traffic issues along Onondaga Lake Parkway as they relate to the Village. Opportunities include increasing pedestrian and bicycling activity along the Parkway as it leads into the Village. By resolving traffic issues relating to the Parkway, including a possible reduction in volumes through the Village, the community will be better positioned to encourage economic development in this focus area by increasing the number of “village destinations.” In addition, by addressing the traffic situation along the Parkway, Onondaga County could benefit by simultaneously addressing how the Parkway and Onondaga Lake Park could be integrated and enhanced as part of the proposed “Loop the Lake” trail network, thereby encouraging greater numbers of pedestrians, bicyclists and other Onondaga Lake Park patrons into the Village. This in turn will translate into greater business opportunities by capturing some of this lost consumer market.

As a highly desired use within the Village, the Post Office is encouraged to consider design alternatives to meet its needs by staying within Focus Area #2 near its present location. The Village Business and Industrial Park area is appropriately suited to accommodate the Post Office with ample access to local roadways as well as its proximity to residential neighborhoods and the downtown. If the Oswego Street corridor can be made more pedestrian-friendly in the future an enhanced walking environment to and from all areas of the Village including the Post Office will be created.

This focus area also affords substantial economic development and redevelopment opportunities, including the potential for some form of mixed commercial, office and residential use along the north side of Oswego Street. Again this would be contingent on resolving the high traffic volumes along the Oswego Street corridor.

The Business and Industrial Park area needs to be better integrated into the everyday life of the community. Presently, this location remains significantly underutilized given its proximity to Washington Park, downtown Liverpool and the lakefront. In a traditional village setting an area with proximity to such destinations would be prized real estate, particularly along Oswego Street, as an area for brownstone or similar type of village housing with mixed small-scale specialty shops.

This is an area where existing large scale employers should be maintained, but better integrated into the community by improving the visual, physical and pedestrian connections to other businesses and services in the Village. This enhanced integration will enable local workers, business patrons and visitors in this area to avail themselves freely of other nearby opportunities for recreation and socialization afforded by the lakefront, residential areas and downtown business, institutional and entertainment venues without reliance on the automobile to get to these destinations. This integration will be facilitated by resolving the high traffic volumes along Oswego Street, Old Liverpool Road and Onondaga Lake Parkway.

VISION

The Business and Industrial Park Area is an area that offers an attractive mix of residential, commercial, business and industrial uses distinct in providing services and products from our downtown businesses and venues. This area has created its own identity as a well-designed and attractively landscaped gateway into the Village from the east. It is an area recognized for its diversity of local employment and residential opportunities. Although this is primarily a business area, its setting is enhanced by nearby public parks and village streetscapes.

RECOMMENDATIONS

Focus Area # 2 – Business and Industrial Park

Working Together

- The Village will continue to coordinate and consult with the NYSDOT and OCDOT regarding improvements to traffic flow, reduction in vehicle volumes and enhanced pedestrian amenities, including sidewalks and streetscaping in this area. These improvements are necessary along Oswego Street, Old Liverpool Road, and Onondaga Lake Parkway in this area, particularly near their point of convergence in the Village.
- We will coordinate with the NYSDOT on aesthetic improvements along Oswego Street to reduce, modify, or remove overhead and street-side signage that gives the appearance of a major thoroughfare rather than a village-scale street.
- We will investigate with appropriate regional transportation and planning agencies the long-term feasibility of using the existing railroad right-of-way and track system, if appropriate, for some type of public transit to local and regional destinations such as P&C Stadium, Carousel Mall, the Inner Harbor and Downtown Syracuse. The Village should identify and consider setting aside some property alongside the rail line in the vicinity of Old Liverpool Road for possible future use as a public transit stop, both for bus and rail transit.
- We will work with Onondaga County Department of Economic Development to create business incubator sites in this location for use by small business start-ups.
- We will work with the U.S. Postal Service to continue to investigate ways of keeping the Post Office operations at its existing location along Cypress Street and still meet the future needs of the Postal Service and local patrons.

Traffic Calming

- We will work to implement traffic calming techniques on primary routes into this planning area including Onondaga Lake Parkway and Oswego Street and investigate the feasibility of traffic flow modifications where Onondaga Lake Parkway and Old Liverpool Road meet in the Village.

- We will work to improve local way-finding through installation of enhanced, appropriately scaled, and well-designed signage to orient residents and visitors to local businesses, services, parks and entertainment destinations.
- We will work with the State and County DOT to reduce unnecessary curb cuts and promote the use of shared driveways and consolidated off-street parking areas between adjoining parcels.
- We will encourage on-street parking, parking behind (to the rear) of buildings and well-landscaped surface parking lots through design and development guidelines and standards.
- We will encourage the consolidation of small underutilized parcels into larger useful properties, where appropriate, for enhanced business and service uses.

Enhancing Our Identity

- We will promote this planning area as a diverse economic center for compatibly mixed commercial, industrial, retail, office and residential uses.
- We will encourage light industrial and high tech manufacturing over less desirable forms of industrial use that are not well suited to a village setting.
- We will encourage adequately buffered residential areas from non-residential uses by using appropriately sized and designed earthen berms, walls, fences and landscaping through design and development guidelines and standards.



The business and industrial park area offers many opportunities to improve its visual appeal through landscaping and building design. This area also affords opportunities for diverse choices in housing and employment.

FOCUS AREA #3

– OUR LAKESIDE BUSINESS AREA

LOCATION

Our Lakeside Business Area is really the downtown business area of Liverpool. This area is located along and south of Oswego Street, west of Onondaga Lake Parkway, north of Onondaga Lake Park extending as far west as Vine Street and Tulip Street. This area is the heart of the downtown business community in the Village, centered along First Street, the “Main Street” of the Village. In addition to containing the majority of small specialty shops and businesses in the Village, this area is immediately adjacent to the County-owned Onondaga Lake Park east of Willow Street and south of Lake Drive.

PRIMARY ISSUES

The Lakeside Business Area represents a diverse local economy. Generally speaking, the local businesses in this area are stable and enjoy a successful base of loyal customers and clientele. However, improvements to enhance the local business climate are needed as have been identified through the comprehensive planning process and the *Commercial Market and Retail Analysis* by BBP & Associates provided as an Appendix. Among the challenges facing local businesses are inadequate vehicle and pedestrian access from First Street, Oswego Street and Second Street and the need to capture a greater percentage of the local retail market including the more than 1.5 million annual visitors to Onondaga Lake Park.

Issues in this area include several vacant and underutilized properties, high vacancy rates and a real or perceived lack of parking in the downtown area. In addition there are traffic circulation issues, for instance turning patterns that complicate a driver’s ability from easily reaching their destination, particularly along First Street. High volumes of through traffic in the Village are seen by businesses as both an issue and an opportunity, one reason for undertaking the *Commercial Market and Retail Analysis* provided as an

Appendix. Improved traffic and pedestrian planning would encourage and expand the customer base of Village businesses.

OPPORTUNITIES

Given this area’s proximity to Onondaga Lake and Onondaga Lake Park, the Lakeside Business Area, so named because of its waterfront opportunities, affords significant redevelopment potential for commercial and mixed-use development. Empire Zone designation and recent rezoning for commercial use of several properties in the area along Lake Drive enable the Village to immediately entice private sector investment to this area. Some of this private sector interest is already evident with recent redevelopment activity near the intersection of First Street and South Willow Street.

This is an area of high visibility to and from Onondaga Lake Park. It is also an area with great visibility for commuters who travel surrounding roadways on a daily basis. This visibility provides significant opportunity for enhancing local business development and for providing higher-end mixed use residential development in the downtown area.

Through proper site design and building orientation, improved linkages to Onondaga Lake Park, including pedestrian greenways, can be achieved. Recommended site design elements that would complement this area include stone walls, wrought iron fencing and gateway features, tree-lined walkways with ornamental lighting and public gardens. To promote pedestrian and business activity between Onondaga Lake Park and Village businesses, Lake Drive should encourage mixed-uses consistent with zoning.

Furthermore, an enhanced walkway would improve the Village/Park interface.

VISION

The Lakeside Business Area is the Village’s historic “main street”. This is a regional destination where people come to enjoy unique specialty shops and services not found elsewhere. This is an up-scale Village neighborhood that has maintained its historic charm and eclecticism. This is also a working neighborhood where businesses provide for the daily needs of local residents. Our downtown is the place where people live and

work and where visitors come to spend all or part of each day to rediscover our many waterfront attractions. Come and enjoy a leisurely stroll along our endless tree-lined streets, and visit our local landmarks, parks, fine dining establishments, outdoor cafés and entertainment venues including a variety of cultural activities, museums, art galleries, and specialty shops.

RECOMMENDATIONS

Focus Area # 3 – The Lakeside Business Area

Enhancing Our Identity

- We will promote mixed-use redevelopment of the downtown area to include business uses, retail, office, residential, specialty service and entertainment uses in a walkable, pedestrian-friendly environment.
- We will investigate ways to improve views, wayfinding and pedestrian connections through landscaping and streetscaping features from this area to the lakefront and from the lakefront and Onondaga Lake to the Village. It is particularly important that we capitalize on enhancing views, wayfinding and strengthening physical connections to the Lake along Vine Street, Tulip Street, and Sycamore Street which will entice visitors to explore the Village.
- We will promote greater residential use in the downtown area to provide a year-round residential base to support local businesses and services for their daily needs, such as groceries, dry-cleaning, banking, entertainment and medical services.
- We will encourage compact, denser forms of development in the downtown area, including vertical expansion (i.e. increased building height) over less dense horizontal sprawl.
- We will maintain the desirable eclectic character of existing buildings and locations in the downtown area, in order to keep the unique charm of local businesses, restaurants and public places.
- We will support redevelopment of the area bounded by First Street, South Willow Street and Lakeside Drive for private sector redevelopment of mixed-uses including residential and commercial/retail shops, restaurants and cafes. This area offers the

greatest potential in the Village for significant redevelopment activity, particularly due to its proximity to nearby businesses and the Onondaga Lake lakefront.

- We will encourage multi-story buildings with ground floor commercial, business and retail opportunities with upper floor residential units that provide on-site rear parking and attractive views to Onondaga Lake, Village parks and local landmarks.

Working Together

- We will continue to consult and coordinate with Onondaga County Parks to make better use of underutilized areas and property along the interface between Onondaga Lake Park and the Village to attract Park patrons into the Village.
- We will work in partnership with the private sector development community to bring desirable forms of development into the Lakeside area as this Plan envisions.

Traffic Calming

- We will work to reduce unnecessary curb cuts, enhance streetscaping and promote shared driveways and off-street parking areas throughout the downtown area.
- We will continue to work to improve local wayfinding through enhanced, appropriately scaled and well-designed signage to orient visitors to local businesses, services, parks and other destinations. This is particularly important at gateways into the Village at the convergence of Onondaga Lake Parkway and Old Liverpool Road.
- We will encourage on-street parking and parking behind buildings where feasible. We will encourage well-landscaped parking lots throughout this area and investigate ways to detract attention from large parking areas in public use areas.
- We will evaluate downtown parking needs on an annual basis and occasionally survey local businesses to determine if there are problems with existing parking in the downtown area.

Celebrating Our History

- We will continue to celebrate the history of this area with outdoor public displays, photographs and artwork that capture the heritage and essence of Liverpool as a waterfront and former canal community.

- We will encourage redevelopment based on preserving where appropriate local heritage through adaptive reuse and compatible building design, architectural features, and landscaping.
- We will promote new development that incorporates local historical attributes, such as brickwork, stonework, canal design, Native American & Salt Industry themes, Willow Barns themes, ornamental lighting, and stone wall walkways into its design.



Willow basket weaving



Establishing a pedestrian-friendly environment is an important local goal in downtown Liverpool.



The lakeside area affords redevelopment opportunities for outdoor restaurants and pedestrian connections between the Onondaga Lake waterfront and the downtown business district.



Photos by Dan Burden.

FOCUS AREA #4

– OUR WATERFRONT COMMUNITY

LOCATION

Our Waterfront Community is an area roughly bound by First Street on the north, Vine Street on the east, the Village limits on the west and Onondaga Lake Park and the north shore of Onondaga Lake on the south. The waterfront community area consists mostly of single-family and multi-family residential use. This area includes a relatively new apartment complex located just north of Onondaga Lake Park and west of Sycamore Street. Also included in this area is Nichols Grocery, just south of First Street.

PRIMARY ISSUES

During the comprehensive planning process few issues relative to this general area were identified. However, concern has been expressed by residents of this area about the conversion of single-family homes to multi-family use, particularly along Brow Street. Present zoning allows for two-family residential use from the east side of Balsam Street to Vine Street and single-family residential west of Balsam Street. In addition to the conversion of properties to multi-family use, there are issues over the upkeep and maintenance of some properties in this area.

OPPORTUNITIES

Opportunities in this area are based upon its proximity to Onondaga Lake, Onondaga Lake Park and the Onondaga Yacht Club. This proximity makes this neighborhood highly visible to and from the Lake and patrons in Onondaga Lake Park. As the water quality of the Lake continues to improve, areas in proximity to its waterfront will grow in value for residential uses and perhaps other purposes. The value of this area is also related to this neighborhood's easy access to downtown Liverpool and other local amenities and destinations.

This area presents a number of different opportunities in the short-term for improving the visual and physical connections as pedestrian gateways between the Village and Onondaga Lake Park, particularly along Sycamore Street, Tulip Street and Vine Street. The termini of each of these streets at Onondaga Lake Park presently are underutilized as pedestrian gateways into the Village. Improvements need to focus on enhancing the visual appearance of these areas via new streetscaping improvements such as sidewalks and benches, street trees, way-finding signage, themed ornamental lighting and other landscaping enhancements, including trees, shrubs and flowers. These improvements will encourage more pedestrian activity by attracting greater numbers of park and marina users into the Village to explore and experience local shopping, business, eating and entertainment establishments.

Over the long-term, properties along the northern edge of this area, particularly along First Street and along the eastern portion of Brow Street may attract redevelopment interest by the private sector as the community re-establishes itself to its waterfront. If such redevelopment interest occurs, the Village should encourage mixed-use development in the form of combined residential and business uses along the First Street corridor and similar mixed-use or all residential use along Brow Street.

Any future redevelopment of this area must recognize and protect the single-family residential character and historic attributes of the area, including potentially historic willow barns. This area should also limit any significant intrusion of vehicle use and parking along Brow Street and connecting streets to maintain the walkable character of this quaint neighborhood.

VISION

The Waterfront Community is our gateway to the Village from the Onondaga Lake waterfront, its marinas and the many recreational trails and opportunities in Onondaga Lake Park. This neighborhood is visually connected to the history and opportunities of its waterfront. We openly welcome visitors to come and investigate what the Village has to

offer from its unique residential areas to its many quaint shops, restaurants and lively entertainment venues.

RECOMMENDATIONS

Focus Area # 4 – The Waterfront Community

Celebrating Our Lake

- We will enhance the visual connections between the Onondaga Lake lakefront and Onondaga Lake Park and the Village by creating gateway improvements as pedestrian linkages along Sycamore Street, Tulip Street and Vine Street at their entry points into the Village at Onondaga Lake Park. Improvements may include wrought iron archways supported by stone columns, flower gardens, stone seating walls and enhanced streetscapes that include new sidewalks in areas where none presently exist as well as new street trees, ornamental pedestrian lighting, banners and signage.
- We will maintain public views and attractive public rights-of-way to the Lake by encouraging new development that is compatible in height, scale, and mass with nearby uses that do not obstruct views to and from the lake.

Enhancing Our Identity

- We will encourage residential use of the waterfront community over non-residential use and maintain the neighborhood feel of this area by protecting its amenities, including such things as the ability to walk to the neighborhood grocery store and other local conveniences.
- We will work to maintain Village sections of NYS Route 370 (Second Street) as a two (2) lane roadway to prevent increases in traffic volumes through the area.
- We will investigate enhancing pedestrian access and circulation between Onondaga Lake Park and the Village downtown business area via some form of trolley or tram system and by coordinating with Onondaga County Parks and Recreation officials with existing tram rides in Onondaga Lake Park.
- We will review and modify Village zoning to enhance single family uses of this area from conversions to two-family and multi-family uses.

FOCUS AREA #5

– OUR TRADITIONAL VILLAGE NEIGHBORHOODS

LOCATION

Our Traditional Village Neighborhoods comprise an area of approximately 30 blocks, the majority of which are within the northern and western parts of the Village. As the name of this focus area implies, most of this residential area was developed in a traditional village style street grid pattern. Residential blocks developed around this grid pattern are typically 300 feet wide by 400 to 500 feet long and generally contain less than 20 residential parcels per block. Housing styles in these neighborhoods are typical of homes built during the first half of the 20th Century or in some cases earlier than this. Other areas were built just prior to and immediately after the Second World War. These residential blocks are interconnected for the most part by a well-maintained system of sidewalks that enhance the traditional Village character of this area.

Less traditional, more suburban style residential neighborhoods exist in the westernmost and northernmost portions of this focus area. The relatively new Springmoor neighborhood is located in the area just south of the New York State Thruway. These larger neighborhoods, built during the latter half of the 20th Century exhibit more suburban characteristics in housing styles and street patterns than the smaller inner ring of more traditionally developed neighborhoods. Residential blocks in these outer areas are not well-defined by local streets and are much larger in size than the traditional neighborhoods, typically containing many more than the 20 residential parcels per block that was previously mentioned.

PRIMARY ISSUES

The Village is very fortunate that it has maintained many of its traditionally styled residential neighborhoods, particularly those areas that front major roadways such as Oswego Street (Route 57), Second Street (Route 370), and Tulip Street. However, there is a continuing trend towards conversion of single-family homes to two/three family units

or for non-residential use as illustrated on the Existing Land Use Map of the Village (Figure IV-1). The pressure to convert single family homes to multi-family and non-residential uses is likely to continue particularly with many of the larger, older homes, which are located along major streets into the Village that may no longer meet single family residential needs and tastes.

It must also be recognized that there is, at the same time, a successful local effort that is contrary to this trend. There is recent redevelopment activity converting some multi-family residential units back to single-family use. The municipality needs to facilitate this re-conversion activity back to single family homes by finding and instituting local incentives.

There is also some conversion activity of residential units into non-residential business and professional uses. This is occurring primarily in residential blocks located closer to the Village business district south of Fourth Street.

Other than the conversion of single-family homes to multi-family and non-residential uses, few if any significant issues exist within the neighborhoods. The Village continues to maintain public infrastructure in these neighborhoods as part of its capital improvement programs.

A significant issue that affects the residential character of some areas is the continuing increase in vehicular traffic volumes and speeds along primary routes in and out of the Village. The growth in traffic volumes over the years continues to negatively influence the pedestrian environment and the walkability of some neighborhoods, particularly along the Oswego Street (Route 57), Second Street (Route 370), Tulip Street, and Vine Street corridors. Traffic on these major streets of the Village impedes pedestrian movement and interaction between residential neighborhoods.

High volume roadways need to be maintained at present or, preferably, at reduced widths as a traffic calming measure to enhance pedestrian safety and residential character. The

growth in traffic through the Village will likely continue beyond present levels as development occurs in suburban towns north and west of Liverpool, particularly in the Town of Clay and Town of Lysander. As traffic volumes increase there is likely to be increased pressure along major roadways to convert residential parcels to non-residential uses. Thus, future traffic and land use issues in the Village are integrally related.

The adaptive reuse of buildings within these residential neighborhoods also poses some concerns. For example, many historically significant buildings, such as the Zogg Building, the Village's former high school building, may be lost unless such buildings can be adaptively reused or redeveloped in a manner that is compatible with residential uses in the vicinity. Historically significant structures that contribute to the residential character of a neighborhood need to be preserved and maintained. Careful consideration should be given to potential future use and its impact on surrounding neighborhoods. This includes issues associated with lighting, vehicular and pedestrian traffic, noise and so on. Any adaptive reuse of the property that preserves the structure while maintaining neighborhood character and increasing the Village's tax base is desirable and should be encouraged.

OPPORTUNITIES

The traditional residential neighborhoods of the Village of Liverpool remain one of the community's greatest assets and best kept secrets. These neighborhoods are largely unknown to outsiders and perhaps unappreciated for their traditional village character by visitors and commuters that pass through the Village on a daily basis. The quality of life in Liverpool is and should be judged to a great degree by the appearance and upkeep of its homes and neighborhoods. The majority of residential areas in the Village exhibit this highly desirable quality of life which must be maintained. It is this high quality of life exhibited through its neighborhoods that may play a very important role in the revitalization of the downtown business district and help re-establish the Village as a waterfront community. The maintenance of the residential character of its traditional neighborhoods needs to be a high priority item for the Village.

The northernmost part of Focus Area #5 is more non-residential in nature than areas to the south. This area lies along the New York State Thruway (I-90) corridor. This is the last remaining area of sizeable undeveloped and underutilized parcels of land in the Village. The Springmoor residential development was built on just such land immediately south of the Thruway during the 1990's. Similar uses may be possible north of the I-90 corridor, but the area may be better used to attract light industrial uses, as presently zoned, or compatible commercial uses given its proximity to the Thruway, Route 57 and Vine Street.

VISION

The residential areas of the Village of Liverpool exemplify the peace and quiet of our traditional, walkable, friendly neighborhoods. As a small community we cherish our local neighborhood architecture and housing styles that make us appealingly different from our suburban neighbors. We celebrate the strong sense of community in our neighborhoods and pride ourselves on our high quality of life, well-kept historic homes and safe streets.

RECOMMENDATIONS

Focus Area # 5 – The Traditional Neighborhoods

Enhancing Our Identity

- We will review and modify the Village zoning ordinance and zoning map to protect the integrity of residential areas from non-residential uses and conversion to multi-family residences from Fourth Street northward and Balsam Street westward.
- We will maintain the traditional grid street pattern and street width in residential areas and re-establish the pattern and width wherever appropriate to create a network of safe, interconnected, and pedestrian-friendly streets.
- We will encourage new residential development and infill development that is compatible in scale, mass, height and style with nearby residential uses.

- We will maintain the character of mostly residential areas where non-residential uses locate by regulating parking areas, signage, building design and so forth that is consistent and desirable with existing and future neighborhood character.
- We will maintain and protect the health of mature street trees in residential areas, particularly along primary streets, which significantly contribute to the desirable character of the neighborhoods and support the development of a tree maintenance and replacement program in the Village.

Working Together

- We will work with the New York State Department of Transportation (NYSDOT) and the Onondaga County Department of Transportation (OC DOT) to prevent roads within the Village under their jurisdiction from being widened in order to accommodate higher volumes of traffic.
- We will work with public and private developers to maintain traditional neighborhood design and appropriate residential infill development.
- We will explore incentives, financial and otherwise, to facilitate the conversion of multi-family and non-residential housing back to single-family use.



Even as neighborhoods change and redevelop it is important to maintain the charm and traditional characteristics of Village neighborhoods such as well-maintained sidewalks, pedestrian-friendly streets and a higher density more diverse housing stock than exists in surrounding suburban areas.

Photos by Dan Burden

DESIGN PRINCIPLES and AESTHETIC CHARACTER

Developing design and development guidelines and standards will enable the Village to achieve several community planning objectives expressed below, in the accompanying Downtown Redevelopment Plan and throughout this Comprehensive Plan. These objectives include:

- Promoting new mixed-use development and redevelopment within the Village that enhances the economic vitality of the area, thereby protecting property values and preventing the creation of visual blight.
- Encouraging development and redevelopment that is sensitive to residents and property owners by creating an identifiable character for Liverpool that fosters a sense of community among neighbors, merchants, businesses and property owners.
- Creating a safe and attractive physical environment for both motorized and non-motorized uses, including encouraging increased pedestrian activity.
- Encouraging high quality design for all new development and redevelopment projects that protects and enhances community character.

The Village of Liverpool will encourage the use of the following general design and development principles as guidelines within the community. The design and development guidelines presented below will be considered in all new development and redevelopment projects under the Village's site plan review and approval process. Design and development standards based upon the guidelines presented in this Chapter may also be incorporated into the Village's Zoning Ordinance and Site Plan Review process as determined to be necessary by the Village upon adoption of this Plan.

A separate design manual or a pattern book, which is not a part of this Plan, but that follows these principles may be prepared by the Village as a guide to local officials, developers, property owners and citizens. In implementing design guidelines and preparing the design manual it is important that the visions expressed in this Plan are considered to guide decision-making and achieving desired aesthetic goals. The manual would depict these visions for the community and include photos, sketches and other

graphic illustrations. The manual would illustrate and describe desirable building styles, site design and landscaping treatments to help guide developers in preparing project concepts and achieving desired design objectives for the community.

Design and development guidelines must allow for flexibility in design without sacrificing creativity, but still enable the community to achieve desirable design objectives through the site plan review process. The Village will be considering the guidelines presented in this Plan and may modify them, if necessary, in the future for possible incorporation into the Village's Zoning Ordinance or other local land use codes.

Design guidelines and the means to implement them must be developed in consultation with professionals trained in one or more of the design disciplines, such as architecture, urban design and landscape architecture. Areas for which the guidelines apply also need to be well defined. Design and development guidelines may be applied Village-wide or for specific planning areas and corridors as discussed in this Plan.

Design Principles and Development Guidelines

The following design principles and development guidelines shall be considered in all new non-residential development and redevelopment projects. These principles and guidelines shall also be considered in all new residential development and redevelopment projects that consist of two or more dwelling units.

Site Design and Building Orientation

Site planning and design need to address a variety of aesthetic issues that consider not only the development site itself, but the site's context in relationship to its surroundings. Along major road corridors in the Village it is important to address design issues not only along the sides of the roadway itself in immediate view of the public right-of-way, but any potential development parcels that are visible from the corridor. Building location

and building orientation, the exterior appearance of buildings, parking lot orientation and appearance, landscaping, signage, lighting and vehicular as well as pedestrian circulation all need to be considered as part of the overall site design and site plan review process.

Building location and orientation on a development or redevelopment site are significant design considerations that have a direct relationship to how buildings look and function relative to their surroundings. The location and orientation of buildings shall consider their overall visual impact on the major corridors such as Oswego Street, First Street, Second Street, Tulip Street and Vine Street. New development or redevelopment along these corridors shall not be visually intrusive, dominate views or contrast sharply to the existing and/or desirable character of the various planning areas and goals identified in this Plan.

Orientation of Buildings

- The orientation of new buildings and their rooflines shall be compatible and consistent with existing and desirable patterns of residential, commercial and light industrial development in the Village. The height, scale and proportion of new buildings shall be consistent with community goals and compatible with surrounding buildings on adjacent properties.
- Buildings shall be oriented to maximize views of the front, not the sides or rear of buildings from major corridors. Care must also be taken to minimize undesirable views from major roadways of large parking areas, service areas, outdoor storage and utility areas, and delivery locations.
- New buildings shall be sensitive to views from adjacent and off-site uses. Views to Onondaga Lake shall be protected whenever practical. Buildings shall be oriented so as not to create undesirable views of the sides or rear portions of buildings from nearby uses, particularly residential properties.
- New buildings and parking areas shall be oriented to provide for safe, separate and efficient circulation patterns between pedestrians, non-motorized and motorized vehicles.

Building Design and Architectural Features

The following criteria are not intended to restrict creativity or variety in building design, but rather assist in focusing on traditional design and architectural principles already established in the Village. These principles are intended to encourage creative design solutions that will result in projects with an attractive visual appearance.

Non-residential Buildings

Large-scale, non-residential development and redevelopment projects including professional office, commercial, light industrial and institutional uses must be compatible in scale and character with nearby developments, particularly residential uses.

- Traditional architectural styles exhibited in the Village are encouraged over highly ornate and/or ultra modern styles.
- Corporate franchise-style and “cookie cutter” architecture shall be discouraged in favor of building styles that complement neighborhood character and design objectives particularly where residential uses are nearby.
- Peaked roofs and varied rooflines may be more appropriate for some non-residential buildings to mimic nearby residential characteristics, particularly near established residential areas.
- All building facades visible from public streets, public areas and residential neighborhoods shall have features of suitable scale and utilize construction materials that integrate consistently and compatibly with the visual characteristics of surrounding areas.
- The rear facades of buildings that are visible from public streets and viewpoints shall have a finished quality utilizing materials and colors that are consistent with the remainder of the building.

- Public spaces shall be considered for integration into the design of large-scale non-residential developments where public use is expected or encouraged. These spaces may include seating areas, gardens and plazas. This is especially true for institutional uses and large-scale businesses that are open to the public.
- Loading and delivery areas, outdoor storage facilities/areas, trash collection areas and employee parking areas shall incorporate suitable site and landscaping features. These areas shall not be located in full public view of major roadways and residential areas. Landscaping features shall include appropriately sized deciduous and evergreen plant materials to mitigate the effects from year-round public exposure of fencing, lighting and noise.

Residential Development

New single family residential development projects shall be compatible in scale, form and mass with surrounding residential uses and adjacent uses. New infill residential development shall be sensitive to adjacent properties and not introduce housing styles that are inconsistent in patterns of development, scale, mass, form, or style with surrounding residential units or neighborhoods, unless such changes are desired by the community.

- Houses that are identical in appearance, building elevation, floor plans, etc. shall be discouraged from locating on adjacent lots, or directly across the street from each other. If a single house design is used repeatedly, the use of varying materials, colors, window treatments and other design details shall be encouraged to distinguish one unit from another.
- The orientation of new houses shall follow established patterns where either the fronts or sides of homes are seen.
- New housing developments shall avoid consistent use of styles that emphasize garages as a visual focal point of a house's design.
- New development shall avoid to the greatest extent possible, visual monotony caused by long, straight lines of similar looking houses along a street. Variation in roofline,

roof features (peaks, dormers), porches, doors, windows and paint details are encouraged.

- New development shall be encouraged to extensively use landscaping elements to help distinguish housing units, subdivisions and neighborhoods. Landscaped entranceways into neighborhoods and each focus area are encouraged.

Building Materials

- Materials shall have desirable architectural character and quality. Materials shall be selected for harmony in color and texture with adjoining buildings. Brick, native stone and high quality wood treatments are encouraged over the use of metal materials as the principal non-residential building material.
- Buildings shall make use of the same materials, or those that are architecturally harmonious and visually compatible, for all building walls and exterior building components that are either wholly or partly visible from major roadways.
- Materials shall be considered for their durable quality, longevity and ease of maintenance. Inappropriate use of materials, for which they are not intended, and questionable construction practices in their installation shall be avoided.
- Front and side building façade materials shall be of subtle colors and low reflectance to prevent glare. Colors that are classic in appearance, neutral, timeless, and of an earthen tone shall be encouraged over non-traditional, bright or neon colors.

Windows and Doors

- Building components such as windows and doors shall be compatible in scale and proportion to one another and to desirable patterns already established within the Village.
- A well-designed building entrance shall be visible from the street and provide the focal point of the building's front façade. Recessed entrances are encouraged particularly when such entrances add to the overall appearance of the façade.
- Colors for framing shall be harmonious with other building elements and the use of compatible accent colors is encouraged.

- There shall be no long, blank, featureless building facades. Building wall appearance can be enhanced with windows or other architectural design and/or landscape features such as recessed areas and projecting walls or well-landscaped with trees and shrubs in order to avoid monotony in design and appearance.

Utilities and Storage

- All gas and electric meters and other appurtenances shall either be incorporated internally into the structure or be of similar color and materials to the principal structure so as not to be visually distinct.
- Mechanical equipment or other utility hardware on the roof, ground level, or buildings themselves shall be screened from public view with materials that are harmonious with the building, or located in such a manner as not to be visible from residential uses, public areas, walkways and streets. Landscaping of potentially visible utility boxes located along major public rights-of-way shall be screened to the greatest extent possible using plant materials and landscaping while still allowing for access and maintenance.
- All accessory buildings (garages, sheds, storage buildings, etc.) and structures shall be compatible with the materials and colors of the principal building(s).

Vehicular Access Management and Parking

The objective with regards to vehicular access management and traffic circulation is to maintain an acceptable level-of-service on roadways for efficient traffic flow by limiting unnecessary turning movements, curb cuts, sight line problems and other potentially unsafe roadway conditions. Access management is strongly encouraged to provide for safe, separated pedestrian circulation patterns in relation to vehicular movement.

New site entrances, curb cuts and driveways along major roadways shall be avoided as much as possible to eliminate additional turning movements that may cause further

restrictions in traffic flow and decreased levels-of-service. The following guidelines have a direct bearing on defining the character of an area.

Street Patterns

- A connected street system that provides residential access through neighborhood streets to the greatest extent possible shall be encouraged.
- New streets shall be interconnected in clearly discernable patterns consistent with the traditional grid pattern of the Village. New streets shall connect to existing streets wherever possible and in a grid or other pattern that follows traditional street patterns in the community. Street patterns shall be simple and direct to provide the shortest and most direct routes to destinations.
- Curvilinear street patterns and cul-de-sacs generally increase construction and maintenance costs, gas consumption, and the amount of impervious areas of pavement and shall be avoided wherever possible. These uses shall be considered only where natural or man-made conditions require their use.
- Street design, including reduced road widths, shall be encouraged to slow traffic in neighborhoods and areas of pedestrian activity.

Driveways

- Site entrances and exits shall be clearly delineated and designed to provide for smooth traffic flow into and out of a site and within parking areas utilizing curbing and landscaping to delineate traffic movement patterns.
- Internal access to out parcels is encouraged over new ingress and egress points.
- Connecting parking lots and consolidating driveways for cross access of parcels is encouraged in site design and layout.
- Restricting the number of driveways per lot to reduce potential traffic and pedestrian conflicts is encouraged. Driveways shall intersect adjoining roads at a right angle for maximum driver and pedestrian visibility and safety.

- Locating access driveways away from intersections at the maximum distances possible is encouraged.
- Entrances and exits shall be attractively designed, signed, landscaped, and well-maintained to better delineate driveways as access locations. Delineation of driveways in interior portions of sites shall be accomplished using trees and other plant materials rather than bollards or other less attractive, man-made materials. Entrances to large residential and non-residential developments are encouraged to have landscaped medians and tree-lined access roads for better delineation and appearance.

Parking Areas

- Off-street parking areas that consolidate rear parking lots are encouraged as well as the use of shared driveways to limit the number of access points to a site or new curb cuts that may otherwise be needed along major corridors. Internal circulation of shared parking areas and driveways shall be clearly delineated by curbing, green areas (snow storage areas) and landscaping.
- Off-street parking areas shall be screened from street frontages and adjoining residential properties by low walls, earthen berms, dense landscape plantings or combinations of these elements. Fencing shall be discouraged in favor of more permanent, natural and durable screens unless fencing is of high quality and consistent with overall site design goals.
- Parking to the rear or sides of buildings shall be encouraged over parking areas between the building's front façade and major public roads.
- The design of large parking lots shall include perimeter landscaping and landscaped islands. Green space and landscaping shall be provided between highway rights-of-way and parking areas where possible. Landscaped buffers and islands shall consider the use of a variety of plant materials for visual appeal and year-round effect. Plant materials shall include deciduous and evergreen trees, shrubs and/or perennial flowers.

Pedestrian and Non-motorized Circulation

The benefits realized by creating a more “walkable” community will include less reliance on the automobile, decreased traffic congestion, a healthier citizenry, greater social interaction among neighbors and businesses, and a strengthened sense of community. The result will be residential neighborhoods and business areas that are not isolated from each other by major roadways.

Sidewalks and Crosswalks

Land uses along major corridors must support pedestrian and non-motorized activities. Therefore, it becomes very important that the design of new development and significant redevelopment projects along corridors create physical linkages between different adjoining land uses via a continuous network of sidewalks and/or trails. This is particularly important in areas between downtown businesses and Onondaga Lake Park.

The design of new developments and redevelopment projects must provide for a safe and attractive pedestrian and non-motorized environment. Street networks shall be designed to be pedestrian-friendly by providing adequate separation of pedestrians and non-motorized means of transportation from vehicular traffic circulation patterns.

- Sidewalks and curbs shall be provided along both sides of the public right-of-way wherever possible. This is particularly important in high traffic commercial areas.
- Sidewalks shall be constructed of concrete with a minimum width of five (5) feet. Widths of up to eight feet or more may be more appropriate in some high pedestrian traffic areas.
- Sidewalks shall provide landscaped areas between the street curb or paved shoulder of the road and the street side edge of the sidewalk, particularly in residential areas. Planting strips (green space or snow storage areas) of at least five feet in width where practical between the edge of pavement and the inside (roadside) edge of sidewalks shall be provided rather than paved asphalt or concrete surfaces, particularly in

residential areas. This planting strip may be substituted for compatible pavement materials (bricks, cobblestone, etc.) in commercial and business areas.

- Sidewalks shall be provided at all new development or redevelopment projects along major corridors, including business and residential areas, to connect to adjacent land uses.
- All sidewalks, pedestrian and non-motorized pathways shall be designed to be barrier-free and accessible to the public and meet federal, State and local accessibility standards.
- Interior sidewalks outside the public right-of-way shall be provided at all new development or redevelopment projects as connections between the public sidewalk and primary entrances to non-residential buildings.
- Well-defined crosswalks to connect sidewalks along major roadways are of paramount importance for public safety. In most cases, crosswalks shall be defined by signage, painting and striping, but in some instances pavement materials, such as brick pavers, may be used to identify high pedestrian use areas.

Street Trees, Furnishings and Pedestrian Amenities

Street trees, streetscape furnishings and pedestrian amenities shall be considered as part of an integrated, well-conceived streetscape plan along major road corridors. A streetscape plan may include street trees, for shade and comfort, and street lighting for safety and security. However, the placement of any materials within the public right-of-way will need to be permitted by the jurisdictional agencies which may include the State and County DOT. In the likely event that no plant or other materials may be placed within the public right-of-way, the placement of trees, plant materials and furnishings (benches) may be possible alongside the public right-of-way with the support and permission of the private property owner. The placement of these amenities may be part of an overall development or redevelopment project.

- The provision of streetside amenities shall be encouraged along all pedestrian sidewalks where possible, including the placement of trees, lighting and flower beds.

Trees, shrubs and flowers shall not restrict views of or from pedestrian areas or cause the creation of unsafe situations.

- In addition to sidewalks, new development and redevelopment shall consider the use of trees and other vertical design elements just outside the public right-of-way (lampposts, plant materials, etc.). The use of these materials may create effective physical and visual buffers between sidewalks, vehicular traffic and parking areas as well as a means to better define the edges of the public right-of-way.
- The planting of street trees shall be a long-term objective with a consistent appearance in the use of tree species and spacing inside or outside the public right-of-way.
- Tree species shall be selected that have root growth habits that do not cause damage to pavements, sewer or water lines. Trees shall be planted no closer than 5 feet from sidewalks, 5 feet from streets, and 8 feet from driveways or as otherwise established by local jurisdictions.

Lighting

Lighting objectives are different for motorists and pedestrians. High intensity lighting mounted on poles of considerable height is meant to illuminate roadways for safe vehicular travel. However, lighting intended for motorists may create an uncomfortable or undesirable pedestrian atmosphere. Lighting in pedestrian areas shall include low-angle pedestrian-scale lampposts that illuminate full color spectrum light for more realistic nighttime colors and prevention of glare.

Lighting features shall complement building design and be consistent in appearance throughout a development site. However, as with the use of other design elements, creativity in design shall be encouraged to avoid too much uniformity that results in visual monotony.

- Lighting shall be used to enhance landscaping, building features and textures, pedestrian areas, public spaces, building entrances and site entry points.

- Illumination shall be consistent with neighborhood ambient light levels and accepted industry standards such as those of the Illuminating Engineering Society of North America (IESNA).
- Lighting fixtures shall direct light downward in most applications to limit the amount of light escaping off-site, except in situations where low level lighting is used specifically to highlight landscape features, buildings and pedestrian walkways.
- Exterior lighting shall be considered as part of the design concept for a building and site. Light fixtures, standards, and all exposed accessories shall be harmonious to a building's design and not result in undesirable lighting off-site.
- Adequate lighting shall be provided for safety and security reasons and incorporated into the site and building design process.
- Floodlights and the use of other high intensity lighting shall be discouraged.
- Vandal resistant light fixtures shall be used to the greatest extent practical.
- Lighting elements in pedestrian areas as part of site design shall be pedestrian-scale, typically 12 to 15 feet in height, made of durable metal and vandal-proof materials and ornamental in appearance.
- Any ornamental lighting used in site design and in view of the public right-of-way shall be consistent in style and street lighting patterns acceptable to the Village's design objectives.

Signage

The location, size, design, materials and lighting of signs shall be considered as an important part of a development site's overall design. Signage shall enhance a building's architecture and complement a site in terms of its consistency with building scale and architectural styles. Signs shall not appear as an afterthought to a building or site's design or be visually dominant and shall be consistent with other local codes and ordinances.

- Signs shall complement their surroundings and convey its message clearly and simply. Signs shall be weather and vandal proof to the greatest extent practical.

- Signs shall be well-landscaped and maintained using plant materials of suitable scale, numbers and form.
- Roof-mounted signs shall be avoided. Wall signs or low-profile signs are preferred over pole-mounted or projecting signs. Freestanding signs shall incorporate the architectural style and character of the building(s) it identifies. Large-scale freestanding signs shall be discouraged.
- Signs shall have appropriate scale and proportion to a site and its use. Signs shall be designed as an integral part of the architectural features of the building. Sign size must be consistent with the Village’s Zoning Ordinance requirements. Sign height shall be proportional to local zoning districts and permitted uses.
- Neon tubing and other high intensity accent treatments is not encouraged in sign, façade or building design.
- Wall signs incorporated into a building’s façade shall be framed and limited to one sign for each side of the structure to prevent visual clutter.
- Colors and materials used for signs shall be consistent with building colors and materials.
- Lighting shall be adequate to enhance the sign’s overall appearance. Intense lighting that produces glare or off-site impacts shall be avoided.
- Exposed supports to stabilize signs, including wires and cables shall be avoided.

Landscape Design

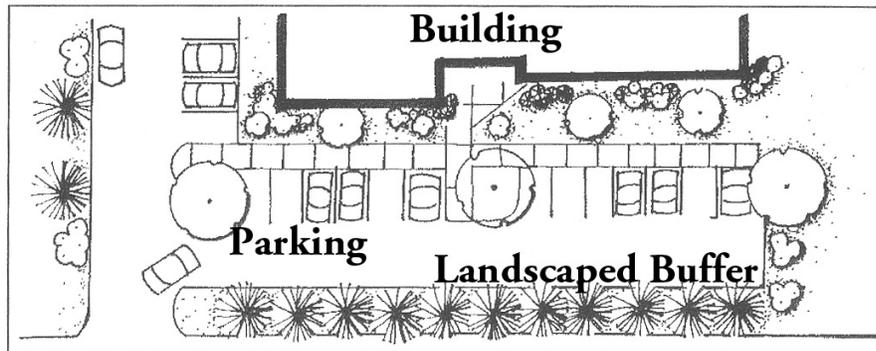
Landscape design not only improves the appearance of a development site, but also enhances both pedestrian and vehicular access and management. Plant materials and landscaping features, such as masonry walls, can serve to highlight points of entry to a site or a neighborhood as well as identify pedestrian and vehicular circulation routes.

Landscape designs often do not realize their full potential and effectiveness for a variety of reasons. Some of these reasons may include using an insufficient amount of landscaping materials, primarily plants; poorly designed landscape plans using incompatible or inappropriately sized materials; and a lack of adequate maintenance that

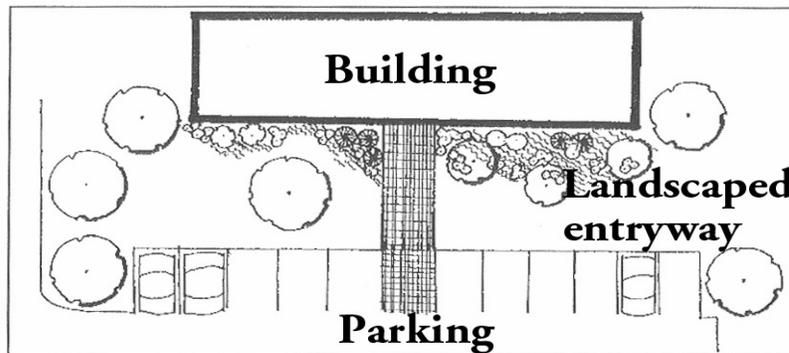
may include irrigation or regular removal and replacement of dead or diseased plant materials.

- All new development and redevelopment shall include landscaping as part of the overall site design process. Landscaping shall not be an afterthought to site development or the building design process, but integrated as a primary design consideration.
- Landscaping shall be used to accentuate building entrances, pedestrian corridors and building features. Foundation plantings shall be used around all buildings.
- Plant materials and man-made elements (brick pavers, concrete, etc.) shall be used creatively to delineate and highlight building and site entry points and serve to act as gateways into development areas, business and office parks, and residential neighborhoods.
- Landscaping shall be used to define parking areas, vehicular and pedestrian circulation routes.
- Perimeter landscaping shall be provided along property lines where there is a change in land use, primarily between non-residential uses and adjoining residential properties.
- The use of native plant materials shall take precedence over exotic or non-native plant species. Invasive plant species shall not be used.
- All plant materials shall be sized to create an attractive appearance and effective visual screen within three to five years of installation. Trees and shrubs shall be creatively grouped together to form visual focal points of interest. Irrigation is encouraged to maintain plants in healthy condition.
- Excessive varieties of plant materials shall be avoided in favor of creating an attractive, cohesive landscape design. Year-round effectiveness of plantings must be considered and shall include a mix of deciduous and evergreen trees and shrubs.
- Landscape designs shall incorporate existing, desirable trees and shrubs found on site as much as practicable. In particular, healthy mature trees and woodland areas shall be preserved and maintained to the greatest extent possible.

- Grading under the drip line of mature and protected trees is discouraged to avoid soil compaction and root damage.
- Grading of a site shall blend in with existing contours of adjacent parcels and not result in abrupt changes in grade. Earthen berms, if used, shall not appear overly engineered or linear, but have a more natural, non-linear, undulating appearance.
- Developers are encouraged to use the services of professional landscape architects and landscape designers.



Landscaping shall define parking areas and pedestrian areas.



Landscaping shall accentuate building entrances.

Buffers and Screens

Physical buffers and visual screens between different, adjoining land uses are critical design elements that shall be utilized to reduce undesirable visual impacts. In developed areas, visual screens may be a combination of structural elements (walls) and non-structural natural elements (earthen berms and plant materials). The use of some types of wooden fencing (for example, stockade) and particularly those requiring regular

maintenance, and chain link fencing along or in the immediate view of major roadways and public rights-of-way is discouraged.

- Structural screening walls shall appear as extensions of a building's design that repeat architectural features including building materials, textures and colors. For example, red brick buildings shall be encouraged to use matching red brick materials if structural screening walls are used.
- Screening walls shall not be painted since painting requires considerable maintenance to keep its appearance. Rather screening walls constructed of high quality, long lasting, but not necessarily high cost, materials are preferred.
- A combination of structural screens, such as low walls, and/or natural landscape plant materials shall be provided where possible between parking lots and sidewalks or other pedestrian use areas.
- The use of chain link fencing as buffers and screens is discouraged. The appearance of security fencing shall be enhanced by landscaping along the fence line with evergreen and deciduous plant materials.
- Berms, if used, shall be a minimum 36 inches high in combination with plantings and no greater than 1 foot vertical rise to a 3 foot horizontal run ratio and shall appear as natural as possible.
- All screening walls 50 feet or greater in length that are visible from major roadways shall be designed to minimize visual monotony through changes in height, material, texture and the use of plant materials.
- Dense landscaping and structural materials shall be used to screen unattractive views of outdoor storage areas, trash enclosures and ground level mechanical and electrical equipment.

Utilities and Storage

Utility facilities and areas may include electrical and gas distribution facilities, transformers, meters and air-conditioning units. Utilities may be located at ground level or rooftops.

Storage areas may include trash collection locations (dumpsters), loading and unloading docks and bays, services bays and outdoor storage areas or storage facilities/buildings. Ideally all utilities and storage areas shall be located at the rear of buildings and visually hidden from major roadways, residential uses, public streets and public view.

- Private and public utilities shall be buried underground wherever possible.
- Rooftop utilities shall be effectively hidden from the view of motorists, residents and pedestrians at street level. Rooftop screens shall be constructed from materials that are consistent in color and texture with the building's exterior design materials.
- The use of natural plant materials, including trees, shrubs and perennials shall be encouraged to screen ground level utilities and outdoor storage buildings and areas as part of an overall site landscaping plan.
- High quality, decorative fencing and/or masonry materials shall be used to screen trash disposal and collection areas (dumpsters) and other outdoor storage areas from adjoining residential properties.

Maintenance

Continual maintenance and upkeep of buildings and grounds is necessary to realize the full potential and benefits of good site and building design. The selection of materials during site and building design must consider their maintenance requirements as perhaps one of the most important phases in the design process.

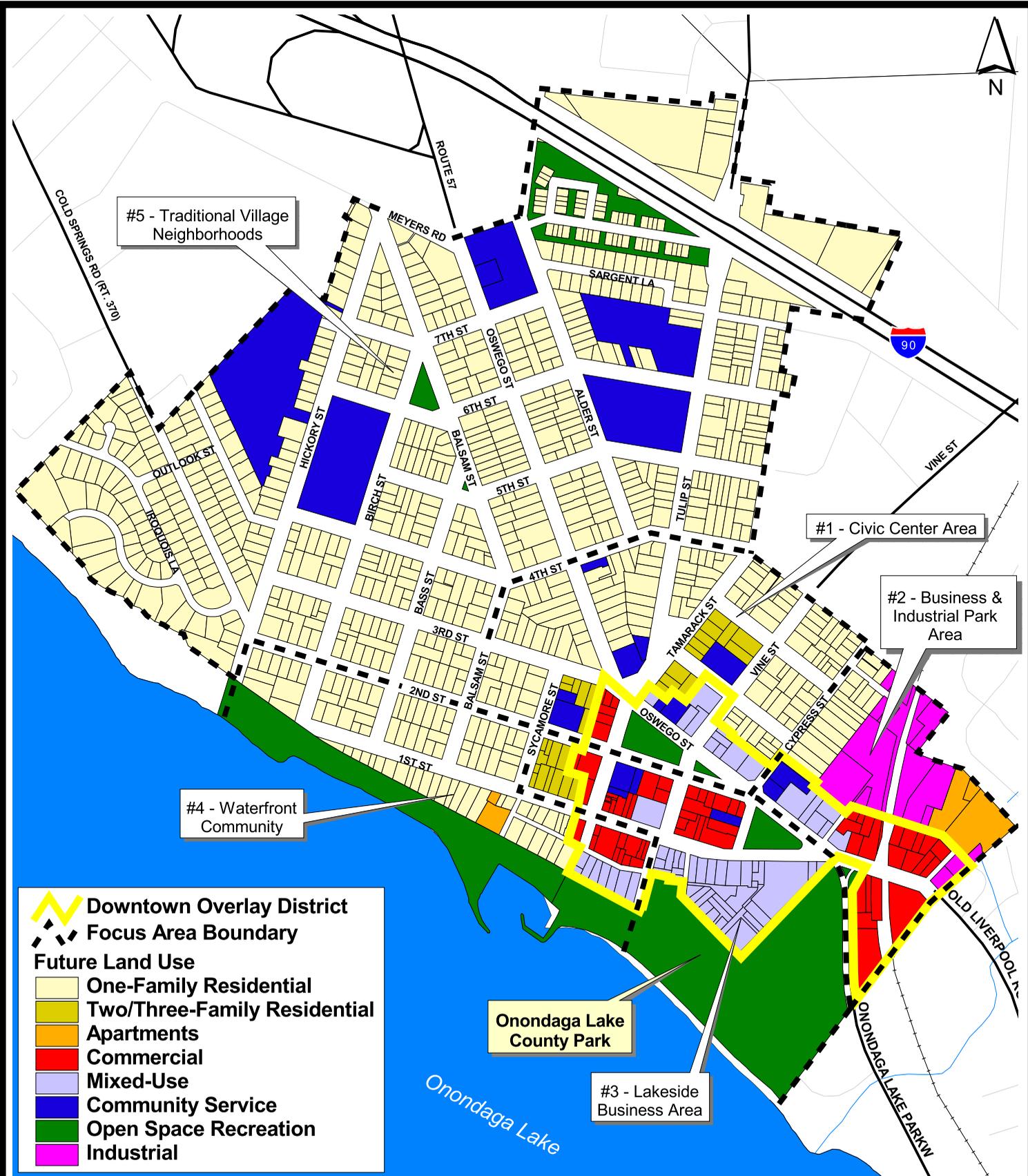
- Materials shall be selected for their longevity, durability and ease of maintenance as well as their appearance.
- Detailed site and building design shall consider and avoid design configurations and features that accumulate debris, leaves, trash, dirt and rubbish or otherwise may create long-term maintenance problems.
- Building facades and landscaped grounds shall be maintained, repaired and replaced, if necessary, on a regular, year-round basis. Maintenance requirements shall include removal and replacement of dead or diseased plant materials on an annual basis.

Public Spaces

The provision of public spaces and open space areas becomes a more important social issue as land use density in developed areas increases. The need for public and open spaces are especially significant to the elderly and children since they often do not have either complete mobility or the ability to travel any length of time or distance.

Public spaces include parks, sidewalks, plazas, atriums, courtyards, terraces, parking areas, and public gardens. Site design shall consider public areas that are not only available to the public, but that are safe, comfortable, and accessible to all citizens. Above all, public spaces must be useable since they contribute positively to an area by encouraging social interaction and promoting a sense of community.

- Small parks, pocket parks, and plazas shall be an important consideration in overall building and site design as places for public gatherings and socializing, particularly at institutional sites such as municipal buildings, schools, libraries, meeting halls, etc.
- The design of public use areas shall consider views, climate, protection from weather extremes, solar angles, shade and shadow effects, public safety and security.



Date: 8/9/05

Source: Village of Liverpool, 2003.
 Disclaimer: This Map is intended for Planning Purposes Only. No Warranties are Expressed or Implied.

Future Land Use

Village of Liverpool, New York Comprehensive Plan

FIGURE IV-1



CHAPTER V

PLANNING ALTERNATIVES

SEQRA Compliance

The preparation and ultimate adoption of this Comprehensive Plan requires the consideration of alternative actions and potential impacts of its implementation on the environment under the State Environmental Quality Review Act (SEQRA) as part of this Generic Environmental Impact Statement (GEIS). The public participation process which led to the preparation of this Plan extended over a period of approximately five years dating back to the late 1990's. At that time groups of individuals in the community came together to identify strengths, weaknesses, opportunities and threats that presently face the Village of Liverpool. This SWOT process, as it is called, and similar previous local planning initiatives, such as participation in the County's 2001 Settlement Plan, formed the basis and starting point for developing much of this Comprehensive Plan.

Segments of the Liverpool community participated in the development of Onondaga County's Settlement Plan during the period between 1999 and 2001 when the Settlement Plan was completed. Residents contributed to the pilot planning project for the Village of Liverpool that was a part of the Settlement Plan as discussed earlier in Chapter I. As a result of these initial planning initiatives, the Village decided in 2002 to move forward with preparation of a new Comprehensive Plan.

Documentation of public participation in this comprehensive planning process in Liverpool is provided as an Appendix to this document. This participatory process included the identification of a Vision Statement for the future of the community (see Chapter II), issues and challenges facing the community (also Chapter II and Chapter III), and realistic strategies and actions that will be undertaken to address and resolve those issues (Chapters IV, V and VI).

The Village is presented with an opportunity through this planning process to solve some very complex issues as a result of many of these initiatives. This Plan is based upon an extensive stakeholder and public involvement process which included Village officials, public agency officials and agency staff, elected officials from outside the Village, residents, merchants and property owners. Meetings and discussions were held with the Syracuse-Onondaga County Planning Agency (SOCPA), the New York State Department of Transportation, the Onondaga County Department of Transportation, the New York Thruway Authority, the Syracuse Metropolitan Transportation Council, the U.S. Postal Service and the Onondaga County Parks Department among others.

The comprehensive planning process included an inventory and analysis of existing conditions within the Village as presented in Chapter III which included current land use, transportation, infrastructure, and community facilities. This Plan also documents Liverpool's planning goals, objectives, policies and strategies as action items to be implemented over time by the Village.

No-action Alternative

An obvious alternative for the Village would have been to continue on its present course and not proceed with undertaking the preparation of this Comprehensive Plan. The result of this no-action alternative would be a possible and probable worsening of some of the key challenges and issues facing the Village or, at the very least, stagnation and lack of action to resolve many significant issues.

These significant issues include worsening traffic conditions along the Oswego Street, Second Street and the Onondaga Lake Parkway corridors and connecting streets within the Village; a continuation or worsening of the unsafe pedestrian environment that results from high commuter traffic volumes along Oswego Street and Onondaga Lake Parkway; a continued erosion of the historic identity of the Village and its traditional central business district; continued physical and psychological separation from the many

opportunities presented by the Village's location along Onondaga Lake and Onondaga Lake Park; continuing changes in land use in some residential areas to other than single-family uses that potentially affect neighborhood stability and quality; possible stagnation or decline of the local business climate due to many influences on business activity from both within the community and from beyond its borders; and finally the possibility of a decline in the overall aesthetic character and quality of life in the community if these various challenges are not adequately addressed and resolved. The Village, therefore, determined that the no-action alternative was not acceptable and thus, resolved to prepare this Comprehensive Plan.

Alternative Planning Strategies

Alternative land use, transportation, and development scenarios in the Village were considered throughout the planning process as part of refining the community's vision for the future. The preferred visions and development scenarios for the five planning sub-areas in the Village are discussed in Chapter IV and illustrated on the accompanying Downtown Redevelopment Plan. These preferred development scenarios are seen as practical, realistic and achievable over the short-term (0-2 years), intermediate period (2-5 years) and the long-term timeframe (5+ years).

The Village of Liverpool is a mature, built-out community. As such, there are few opportunities and expectations of significant new development on previously undeveloped lands. Rather, in achieving its vision, the Village must rely on redevelopment opportunities, particularly in its business areas, in order to bring about these preferred development scenarios.

Alternatives to proposed changes in land use and redevelopment scenarios are limited in many instances by existing conditions on and around potential development sites and by economic market forces at work in the area. The existing business areas of the Village

present some of the greatest challenges and some of the greatest opportunities for achieving the desired vision for the community.

These economic market forces, and the challenges and opportunities they afford, were the focus of the separate, but interrelated, *Commercial Market and Retail Analysis* by Basile, Baumann, Prost & Associates, Inc. (BBP and Associates). BBP and Associates was hired as an economic development consultant to Liverpool. *The Commercial Market and Retail Analysis* and the follow-up *Traffic and Transportation Analysis* by BBP and Associates were conducted simultaneously with preparation of this Comprehensive Plan. Those studies are incorporated into this Plan in their entirety as an Appendix. As stated throughout this Plan, redevelopment of some of the business areas of the Village is seen as key to achieving the overall vision of a vibrant, pedestrian-friendly community.

It is very important to the future of the Village that its business community, and therefore, its non-residential tax base remain healthy, vigorous and prosper. Thus, much of the focus of this Plan, including the studies by BBP and Associates has been on the non-residential areas of the Village. The Village must retain a healthy, diversified balance between its residential and non-residential economic base. To deviate substantially from the focus of this Plan which is directed toward maintaining this balance could result in future expenditures for services provided by the Village that exceed tax revenues generated by residential and non-residential land uses.

Residential neighborhoods, on the other hand, are for the most part stable and well-maintained and do not present the same challenges and/or opportunities as the business areas of the Village. Significant issues do not exist at the present time, nor are any anticipated in most residential neighborhoods in the Village. Those that do exist in some areas are due to changes in neighborhood character resulting from conversions of single-family homes to multi-family and non-residential uses. It is part of the vision for the

community that viable single-family residential neighborhoods are kept intact and not allowed to convert to multi-family and non-residential uses.

The purpose of this Plan is to present recommended courses of action to improve existing conditions by protecting the Village’s residential neighborhoods, enhancing business areas, re-establishing a true Village Center with a distinct identity, revitalizing waterfront opportunities, resolving significant traffic and pedestrian issues, and strengthening the economic base of the community.

Significant adverse changes in land use development patterns in the Village resulting from this Plan are not anticipated. However, this Plan does recommend modifications to present zoning to create a better mix of land uses in existing business areas and changes to the present street network, ultimately affecting vehicular traffic flow patterns and reducing through traffic volumes and capacities. The accompanying Downtown Redevelopment Plan illustrates the vision for the future of the Village of Liverpool in conceptual form.

Key locations for redevelopment and traffic modifications include Oswego Street with connecting side streets and Onondaga Lake Parkway (NYS 370) where it enters the Village from the south. Other locations such as Second Street (NYS 370) where it enters the Village from the west and Oswego Street (Route 57) from the north need to maintain their residential character.

Zoning and roadway modifications will encourage desirable forms of land use and pedestrian activity particularly in surrounding business areas. These modifications are both necessary and warranted in order for the Village to achieve its vision for the future as a premier pedestrian-oriented, totally “walkable” waterfront community in Central New York.

The result of any roadway modifications will alter traffic volumes and vehicular circulation within the Village, particularly along those roadways identified above. These modifications, in whatever form they take, will affect traffic flow beyond the municipal boundaries of Liverpool, specifically affecting the Town of Salina and Town of Clay. In the future, any modifications that are implemented will result from consultation and coordination with state and county transportation agencies and affected communities.

The present traffic issues in the Village are complex and solutions will not be easy or readily forthcoming without input and cooperation by all affected communities. The result of roadway modifications to reduce through traffic in the Village will be an increase in traffic volumes elsewhere. Because the degree of change is impossible to predict at this point, the impact of changes in traffic flow and volume will need to be addressed in the future under SEQRA.

Thresholds for Change

As a GEIS, this Plan must address the implications of change in the Village and surrounding areas. However, changes and their implications can only be discussed in very “generic” terms because no set courses of action have as yet taken place. As a GEIS this document complies with the intent of SEQRA and no further SEQRA action will be needed for the adoption of this Plan. Individual actions that may take place in the Village over the course of years, by either the Village, some other public entity or by the private sector may require additional SEQRA review, particularly if such actions are considered significant, may result in significant adverse impacts on the environment or community, and/or significantly conflict with the goals and objectives of this Plan.

Traffic

Any significant increase in commuter (through) traffic volumes into the Village over existing levels, particularly along key routes and at key intersections in the Village as identified in this Plan, is undesirable and detrimental to community character, local

businesses, and the pedestrian environment. This Plan aims to achieve just the opposite by reducing traffic volumes and enhancing both the business and pedestrian environments. Key locations that may be adversely affected by any increase in traffic from current levels include Oswego Street, Second Street (NYS 370), Tulip Street, Vine Street, Old Liverpool Road and Onondaga Lake Parkway (NYS 370).

Increasing volumes of commuter traffic from outside the Village continues to impede the ability of the community to achieve desirable forms of land use that are not highway-oriented, but rather more pedestrian-oriented business and residential uses consistent with the objectives of this Plan. The ability to strengthen the economic base of the community through enhanced business development to maintain a healthy balance between residential and business uses will be significantly hindered by any increase in commuter traffic through the Village.

It is a primary goal of the Village to work with local transportation agencies to reverse the trend from increasing commuter traffic to the more desirable trend that would increase destination traffic and decrease through traffic into the Village to benefit local businesses. *The Traffic and Transportation Analysis by BBP and Associates* (provided as an Appendix) concluded that traffic could be reduced by up to 40% on Oswego Street without adversely impacting the local business community due to the fact that so much of the existing traffic is not “destined” to the Village, but rather passing through to somewhere else. This reduction would also result in potential increases of destination traffic on First and Second streets to the benefit of local businesses, assuming proper traffic flow modifications are made so the Oswego Street traffic does not just relocate elsewhere in the Village.

Existing through traffic on Oswego Street contributes only an approximate 6% to local business. Thus, it is this through traffic on Oswego Street that is adversely affecting local business and the pedestrian environment in the Village. The Village is supportive of

efforts to significantly reduce through traffic up to 40% or greater to achieve the visions, goals and objectives of this Plan without adversely affecting the local business community. The Village must work with the State and County DOT to determine the amount of reduction needed to benefit local businesses and property owners that is needed to facilitate turning movements onto First Street and access to properties elsewhere, particularly along Oswego Street.

Consistent with the *Commercial Market and Retail Analysis* by BBP and Associates there is an opportunity to increase the square footage of some forms of retail and entertainment establishments in the Village. This potential increase in retail and entertainment use of approximately 13,000 square feet or more will translate into more local destination traffic.

To increase destination traffic in the Village there must be a decrease in through traffic. It is the composition of local traffic that must be adjusted from through traffic to destination traffic in order to benefit Village businesses and pedestrian activity. Thus, in terms of future traffic generation any increase in local traffic through the Village caused by new development or redevelopment projects will exceed the existing traffic threshold and require increased scrutiny under SEQRA.

As envisioned conceptually by the Downtown Redevelopment Plan, approximately 100,000 square feet of residential space; 65,000 square feet of office space; 25,000 square feet of mixed retail, restaurant, entertainment space; and 20,000 square feet of retail only space could be developed. In fact, redevelopment of this scale may never take place in the Village. If it were to occur, however, the resulting increase in traffic would be approximately 2,500 daily trips and approximately 550 PM Peak Hour trips.

A reduction in through traffic along Oswego Street is required to allow redevelopment to occur along First Street and Oswego Street as well as facilitate traffic circulation to

First Street and Second Street, increase pedestrian comfort and safety, and encourage desirable redevelopment interest in the Downtown area.

Population

The Comprehensive Plan envisions the creation of new business and residential development in presently underutilized areas within the Village, particularly in and around the downtown area. The potential increase in population in the Village resulting from implementation of the land use and economic development recommendations in this Plan is not expected to be so significant as to negatively impact the Village or surrounding communities. The Village presently has a stable population as evidenced by census data over the past several decades and can absorb a reasonable increase in population as underutilized areas are redeveloped and as changes in land use that are consistent with this Plan occur.

Although conceptual, the Downtown Redevelopment Plan illustrates redevelopment opportunities that are realistic and perhaps achievable. Based on the approximate square footage of redevelopment areas, the resident population of the downtown area could increase by approximately 250 people. Based upon the Redevelopment Plan some assumptions could be made to estimate this increase.

The Downtown Redevelopment Plan, for example, illustrates approximately 50,000 square feet of residential only redevelopment. At approximately 2.5 people per dwelling unit and 1 unit for each 1,000 square feet of space, 125 residents could be accommodated. In mixed-use areas that may be combinations of office, commercial and residential uses another 100,000 square feet could be developed resulting in another 125 residents if one assumes a 1/3 office and 2/3 resident split in available space. This increase in residents of approximately 250 individuals would not adversely impact the Village, but rather be beneficial in supporting local businesses.

Zoning, Land Use and Community Services

Through the recommendations of this Comprehensive Plan, the Village is considering amending its present Zoning Ordinance in several ways as discussed below.

1. The Village may establish a Downtown Overlay District (Figure IV-1) that would place additional criteria on site development beyond present zoning requirements. These criteria, which would be part of design and development guidelines and standards (Chapter IV) to be established by the Village, would include site design, building orientation and building design, construction materials, parking lot design, landscaping, streetscaping, public amenities, lighting and signage. The result of establishing such an overlay district(s) and design and development guidelines and standards will not have an adverse impact on the environment. On the contrary, the establishment of an overlay and/or design and development criteria (guidelines are non-regulatory while standards are enforceable requirements) will have a net positive effect on community character and aesthetics.
2. The Village may amend its zoning to encourage mixed-use types of development that allow commercial, office and residential uses within the same structure or same parcel. This mix of uses may result in greater redevelopment and build-out potential in the Village than would otherwise be possible through conventional zoning that does not accommodate mixed-use development. This change in zoning would not adversely impact the environment and in fact has many benefits to the community including increased density of development that is consistent with Smart Growth principles.
3. This increased build-out potential may result in increased local destination (non-commuter) traffic, additional parking needs and increased municipal

services such as police, fire, sewer and water. However, this is considered an acceptable cost of redevelopment within the Village which is needed to increase its tax base and residential population in the downtown area.

Allowing for mixed-use development in the Village is not anticipated to have an adverse impact on the environment or community.

Projects that may be proposed in the Village that would meet the criteria for Type I or Unlisted Actions under SEQRA, but otherwise consistent with the objectives of this Plan would need to address potential impacts on the environment and community at the time such actions are undertaken by a private developer.

4. The Village will amend its present zoning map to be consistent with the Future Land Use Map (Figure IV-1) provided in this Plan. The Future Land Use Map illustrates a shift from present zoning in some neighborhoods from multiple family uses to single-family and to mixed use in the Downtown area. This emphasis on single-family residential use and mixed use is consistent with the desires of the Village to protect and stabilize its single-family neighborhoods from non-single family, non-residential uses and increase residential use in the Downtown area. This change in zoning is not anticipated to have an adverse impact on the environment or community.

Economic Development and Business

The *Commercial Market and Retail Analysis* completed by BBP & Associates indicates that the Village could absorb approximately 13,000 square feet of new retail space under present market conditions. The development of this new business space would increase local tax base in the community and afford new retail and business uses and opportunities to the Village. It is not anticipated that such an increase in local business opportunities

would negatively impact the community. This assumes that the destination traffic that results from this development is accommodated on Village roadways by a decrease in through traffic.

In addition, if implemented as mixed-use projects, future redevelopment has the potential to create new residential units in underutilized areas of the Village. These redevelopment areas are centered along the north side of Oswego Street between Old Liverpool Road on the east and Tulip Street on the west, and along First Street between Onondaga Lake Parkway and Vine Street. The number of potential residential units that could be created in these areas will depend on real estate factors such as developer interest, market attraction and financial considerations. The number of units ultimately created is not anticipated to be so significant, as discussed previously as to adversely impact the community or the environment. Community services and local utilities have capacity or expansion capability to meet the needs of anticipated growth and redevelopment as illustrated on the Downtown Redevelopment Plan. In fact, as this Plan indicates, the introduction of more permanent residents in the downtown area is desirable since these individuals will support local businesses for their daily needs.

Implementation of further action items presented in Chapter VI of this Plan is not anticipated to have adverse impacts on the community or the environment. As actions are undertaken consistent with the recommendations of this Plan, associated impacts on the community, surrounding communities and the natural environment will be considered. If such actions are determined by local officials including the Village Mayor, Village Board or Planning Board to exceed the thresholds and/or be inconsistent with the goals and objectives of this Plan then additional SEQRA review will be undertaken by the Village.

CHAPTER VI

IMPLEMENTATION PLAN

This chapter provides implementation strategies for recommended actions presented throughout this Comprehensive Plan. The actions are provided in a table format indicating the action, an approximate time frame for undertaking the action, and the responsible entities to see that the actions are undertaken and completed. Actions are presented by the same major planning categories used elsewhere in this Plan, such as land use and economic development, transportation, and design and aesthetics.

Timeframes for recommended actions are categorized by an “**O**” for ongoing actions, a “**S**” for short-term actions (0-2 years), an “**I**” for intermediate actions (2-5 years) and a “**L**” for long-term actions (5+ years). These timeframes are provided only as a way of setting priorities or identifying a proper sequence of actions that need to be undertaken to accomplish an overall goal.

Responsible entities may include the Mayor, Village Board, Planning Board or Zoning Board, Village Departments, public agencies, citizen groups, and organizations.

There are several key factors necessary for the successful implementation of the recommendations of this Plan. These factors include

1. Effective and consistent dialogue to build consensus within the community on achieving Liverpool’s vision of itself in the future. This may require adjusting that vision and expectations as situations change and opportunities arise.
2. Building partnerships by involving local officials, residents, merchants, institutions (such as banks and schools), property owners and adjacent municipalities in an on-going planning process that consistently refers

back to the goals and objectives of this Comprehensive Plan in decision-making.

3. Developing sustainable funding mechanisms to facilitate private and public investment in the community including
 - prioritization of capital improvement programs,
 - establishment of private investment incentives such as low interest loans or revolving loan funds through local lending institutions,
 - utilization of available grant programs to their fullest potential and “piggybacking” complementary grant funds to undertake and fund projects,
 - consideration of tax increment financing opportunities, business improvement districts, and special assessment districts as potential sources of revenue

We begin this implementation plan by identifying actions that are Village-wide in their scope and potential benefit. We then provide recommended actions by each planning category.

**Implementation Plan
Village of Liverpool
Comprehensive Plan 2025**

<i>Village-wide Administrative Actions, Policies and Strategies</i>				
<i>Recommended Action</i>		<i>Action Requirements</i>	<i>Time Frame*</i>	<i>Responsible Entities</i>
A	Adopt the Liverpool Comprehensive Plan 2025.	SEQRA Compliance	S	Village Bd & Planning Bd
B	Establish an Economic Development Committee with members from both the public and private sectors to oversee implementation of the recommendations of the Commercial Market and Retail Analysis.	Strategy	S	Mayor, Village Bd., Planning Bd., Liverpool Merchants
C	Establish a Zoning Review Committee to draft revisions and amend the Zoning Ordinance and Zoning Map consistent with the Comprehensive Plan. In addition to Planning Board, Village Board, ZBA and Village Attorney representation, members should represent businesses and property owners.	Legal Actions & SEQRA Review	S	Village Board, Legal Counsel, Planning Bd. & Zoning Bd.
D	Establish a Village Center/Downtown Overlay District that incorporates design and development standards. Develop design and development guidelines and standards with a design handbook (pattern book) that is graphically illustrated and defines a Village design theme for use by developers and Village officials during the project review process. A design review board could be established to interpret and review project consistency with these design and development guidelines and standards.	Zoning Amendment & SEQRA Review	S	Village Board, Legal Counsel, Planning Bd.
E	Seek funding to prepare a Local Waterfront Revitalization Plan (LWRP), Brownfield Opportunity Area Plan (BOA) and other grant funds to identify and investigate redevelopment opportunities.	Submit Application to Appropriate Agencies	S	Planning Bd.
F	Investigate and, if applicable, apply for funding under the NYS "Main Street" Revitalization program for streetscaping, façade improvements, building renovation consistent with the Comprehensive Plan.	Submit Application to NYS DOS	S	Not-for-profit organizations
G	Establish an LWRP Committee, if funded, and prepare the LWRP in coordination with Onondaga County Parks Department to discuss and pursue joint ventures in parking facilities, waterfront and mixed-use development and options for public transit (tram rides through the Village).	LWRP Funding	S	Planning Bd.
H	Investigate the feasibility of applying for funding from the Erie Canal National Heritage Corridor and the private sector to help finance Onondaga Lake Park Gateway improvements based on LWRP and the Comprehensive Plan recommendations.	Submit Application	S	Planning Bd.
I	Provide municipal support in training for Planning Board and Zoning Board members, and appoint alternate Planning and Zoning Board members to ensure full board representation at meetings, site plan reviews, etc.	Administrative	O	Mayor, Village Bd.
J	Encourage business and economic development efforts of the downtown as the primary retail and commercial center of the Village and encourage unique businesses (antiques, jewelry, clothing, personal care) consistent with the Commercial Market and Retail Analysis.	Strategy & Policy	O	Mayor, Village Bd. & Planning Bd.
K	Review and update, as necessary, the Comprehensive Plan at three to five year intervals.	Policy	O	Planning Bd.

* Subject to availability of funding.

**Implementation Plan
Village of Liverpool
Comprehensive Plan 2025**

Land Use and Economic Development			
Recommended Action	Action Requirements	Time Frame*	Responsible Entities
A	Amend as necessary local Zoning and Subdivision regulations to encourage project development consistent with this Comprehensive Plan and facilitate the project review and approval processes.	Legal Actions & SEQRA Review	S Village Bd., Village Attorney & Planning Bd.
B	Promote as Village policy compact forms of growth, infill redevelopment of underutilized properties and adaptive re-use of historically significant buildings based upon Smart Growth, Traditional Neighborhood Development (TND) and New Urbanism principles. The purpose of this policy statement is to discourage sprawl, encourage pedestrian activity, encourage sustainable growth, provide for neighborhood interaction, and promote mixed-use business and residential development particularly in Downtown Liverpool.	Policy Statement	S Mayor, Village Bd. & Planning Bd.
C	Follow the principles of a "Main Street" revitalization approach to economic development in the Village encouraged by the National Trust Main Street Center and other similar approaches including the "Main Street" Revitalization Grant Program and Quality Communities Initiatives in New York State. These programs focus on public/private partnerships to provide an attractive physical and business development environment. The Village's revitalization program should emphasize four key objectives for economic development including: consensus-building and cooperation; design elements and physical enhancements; marketing and promotion; and diversification of the local economic base.	Business Development Strategy	S Mayor, Village Bd. & Planning Bd.
D	Collaborate, partner and coordinate with neighboring communities and public agencies on issues that go beyond Village boundaries such as traffic management, land use and economic redevelopment, affordable housing and public recreation opportunities.	Intermunicipal Strategy	O Mayor, Village Bd. & Planning Bd.
E	Encourage tax revenue-generating projects within the Village over tax-dependent projects to improve the ratio of the local tax base between revenue-generation and revenue dependent development to promote long-term economic sustainability.	Tax Base Strategy	O Mayor, Village Bd. & Planning Bd.
F	Improve the aesthetic appearance and function of primary and secondary road corridors and vehicle/pedestrian gateways into the Village. Enhance commercial properties, building facades, signage, streetscaping and landscaping throughout the Village by seeking grant funds and partnering with the private sector to revitalize areas.	Design and Aesthetics Strategy	O Mayor, Village Bd. & Planning Bd.
G	Develop a database of local demographics, land use, parking and transit, available properties including potential consolidation of parcels, local economic profiles, and funding incentives to use as a quick reponse to prospective business inquiries.	Business Development Strategy	I Mayor, Planning Bd., Economic Development Committee, County Economic Development
H	Limit the length of business and commercial development along streets by encouraging and allowing development at greater parcel depths. This increases density and encourages shared parking and pedestrian activity. Develop more street frontage with infill buildings in the front of large parking areas with parking to the side or rear of buildings.	Land Use & Business Development Strategy	I Mayor, Planning Bd., Economic Development Committee, County Economic Development

* Subject to availability of funding.

**Implementation Plan
Village of Liverpool
Comprehensive Plan 2025**

<i>Pedestrian and Vehicular Traffic and Transportation</i>				
	<i>Recommended Action</i>	<i>Action Requirements</i>	<i>Time Frame*</i>	<i>Responsible Entities</i>
A	Coordinate local transportation improvements with county, state and regional transportation agencies including OCDOT, NYSDOT, SMTC (MPO). Work together to identify Transportation Improvement Projects (TIP) to reduce vehicular volumes of commuter through-traffic in the Village, particularly along Oswego Street, Second Street (Route 370) and connecting streets.	Traffic Management Strategy, TIP Listing and Funding	S	Mayor, Village Bd. & Planning Bd.
B	Enhance pedestrian and non-motorized vehicle safety throughout the Village as a high priority item and seek funding for enhancement projects through TEA-21 type transportation improvement programs.	Traffic Management Strategy	S	Mayor, Village Bd. & Planning Bd.
C	Work with local property owners and businesses to coordinate access management efforts through the state and county DOT's to consolidate driveways, remove unnecessary curb cuts and establish additional on-street parking areas along major Village streets including Oswego Street, Old Liverpool Road, Second Street, First Street, and Onondaga Lake Parkway in the Village.	Traffic Management Strategy	S	Planning Bd.
D	Coordinate with Centro public transit to determine the feasibility of additional bus routes, senior citizen shuttle services to surrounding communities and additional bus stops in the Village, including the First Street business area and the Liverpool Library area along Second Street.	Public Transit Strategy	S	Mayor, Village Bd. & Planning Bd.
E	Coordinate efforts with the NYS DOT on significant modification, replacement and/or complete removal of overhead traffic signs along Oswego Street in the Village.	Design and Aesthetics Strategy	S	Mayor, Village Bd. & Planning Bd.
F	Develop a Village Center and Downtown Parking Plan that identifies parking needs and improvements, secondary parking areas with rear building access to businesses and identifies future potential municipal parking areas,	Parking Strategy	I	Village Bd & Planning Bd
G	Establish designated bike lanes in coordination with NYSDOT and SMTC as part of local Transportation Improvement Projects along Oswego Street and Second Street to encourage bicycle use between Onondaga Lake Park and the Village.	Multi-modal Strategy	I	Village Bd & Planning Bd
H	Provide a continuous network of pedestrian connections via sidewalks, trails and pathways for multi-use modes of transportation including pedestrian, bicycle, and non-motorized vehicles linking business areas, open space, parks, neighborhoods and schools.	Multi-modal Strategy	I	Village Bd & Planning Bd
I	Work with local and regional transportation officials and economic development agencies to establish a multi-modal transit station in the Village that utilizes some form of light rail (OnTrack), Centro shuttle or trolley service between Liverpool, Onondaga Lake, Carousel Mall/DestiNY USA, Alliance Bank Stadium, Regional Market, Downtown Syracuse and the University Hill area.	Multi-modal Strategy	L	Mayor, Village Bd & Planning Bd

* Subject to availability of funding.

**Implementation Plan
Village of Liverpool
Comprehensive Plan 2025**

<i>Public Infrastructure & Community Facilities and Services</i>			
<i>Recommended Action</i>	<i>Action Requirements</i>	<i>Time Frame*</i>	<i>Responsible Entities</i>
A Prioritize and establish a Capital Improvement Plan with budget estimates for Village-wide improvement projects for three year periods or more including: roadwork, drainage systems, sewer/water systems, parks, sidewalks, street trees, and community facilities including police and fire support services.	Strategy & Policy	O	Mayor, Village Bd. & Planning Bd.
B Continue upgrades, maintenance and replacement of sewer systems, drainage systems, sidewalks and street surfaces in Village neighborhoods and the downtown business district. Encourage a unified streetscape with continuous street trees and high-quality landscaping of parking areas.	Strategy & Policy	O	Village Bd.
C Require relocation of overhead utilities to underground locations in the downtown business areas (Focus Areas 1, 2, 3) for all significant new development and major redevelopment projects in priority locations such as First Street, Second Street, Old Liverpool Road and Oswego Street.	Strategy & Policy	O	Village Bd & Planning Bd
D Support existing businesses and redevelopment in Downtown Liverpool, the continuing clean-up of Onondaga Lake, and the business/industrial park area by providing capital improvements to underground and above ground infrastructure. Survey local businesses periodically to determine public service and infrastructure needs.	Strategy & Policy	O	Mayor, Village Bd., Planning Bd., and Economic Development Committee

* Subject to availability of funding.

**Implementation Plan
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<i>Residential Use, Housing and Neighborhoods</i>				
<i>Recommended Action</i>		<i>Action Requirements</i>	<i>Time Frame*</i>	<i>Responsible Entities</i>
A	Encourage development of affordably diverse housing stock in the Village including new housing as part of mixed-use redevelopment in the Downtown area.	Policy Statement	O	Mayor, Village Bd. & Planning Bd.
B	Promote development of accessible & conveniently located senior housing in proximity to daily services, institutional uses (library, banks, grocery), public transit & neighborhoods	Housing Strategy	O	Mayor, Village Bd. & Planning Bd.
C	Accommodate home-based occupations and home office activities in response to changing technologies and business practices by amending local zoning regulations.	Home-based Occupation Strategies	O	Village Bd & Planning Bd
D	Encourage mixed-use business and residential development and infill forms of redevelopment in the downtown area and the north side of Oswego Street to increase full time residents downtown	Policy	O	Mayor, Village Bd. & Planning Bd.
E	Promote housing styles that are compatible with Village character and that are visually distinct from suburban models	Strategy	O	Planning Bd.

* Subject to availability of funding.

**Implementation Plan
Village of Liverpool
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<i>Parks, Recreation & Open Space</i>				
<i>Recommended Action</i>		<i>Action Requirements</i>	<i>Time Frame*</i>	<i>Responsible Entities</i>
A	Improve the visual quality and physical condition of pedestrian connections between the Village and Onondaga Lake Park, specifically at the southern termini of Vine Street, Tulip Street and Sycamore streets with new streetscaping, sidewalks, pedestrian lighting, street trees, flower gardens, signage to local businesses and landmarks, and ornamental fencing or stone seating walls. Support waterfront recreational initiatives in other communities surrounding Onondaga Lake.	Design Improvements Strategy	I	Mayor, Village Bd. & Planning Bd., County Parks Department, Village Merchants
B	Conduct gateway design competitions open to community-wide participation for various gateways into the community along major roadways and entrance points into the Village from Onondaga Lake Park.	Design Improvements Strategy	I	Mayor, Village Bd. & Planning Bd., County Parks Department, Village Merchants
C	Remove and discourage visual blight and eyesores by controlling the size, design and placement of signs, require underground utility placement, placement of new street trees, replacement of dead or diseased trees, and encouraging desirable architecture design through the project review process.	Design Improvements Strategy	I	Mayor, Village Bd. & Planning Bd., County Parks Department, Village Merchants

* Subject to availability of funding.

**Implementation Plan
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Comprehensive Plan 2025**

<i>Cultural and Historic Assets</i>				
	<i>Recommended Action</i>	<i>Action Requirements</i>	<i>Time Frame*</i>	<i>Responsible Entities</i>
A	Establish design and development guidelines and standards that encourage adaptive re-use of historic or architecturally significant structures and that define a historically appropriate design theme for buildings and streetscapes.	Zoning Amendment & SEQRA Review	S	Village Board, Legal Counsel, Planning Bd.
B	Protect local heritage by identifying, inventorying and maintaining files on significant historic sites and cultural resources within the Village. Significant sites should be mapped using Geographic Information Systems with accompanying site information on age, significance, status of listing or nomination to national or state historic registers. Funding may be available through the State Historic Preservation Office .	Historic Site Inventory and Mapping	O	Planning Bd., Village Historian
C	Encourage adaptive reuse of historic properties over demolition by amending local zoning and land use codes.	Policy	O	Village Bd., Planning Bd., Village Historian
D	Encourage community-based art and cultural centers and events using parkland and storefronts in the Village Center area and Downtown Liverpool buildings.	Marketing Strategy	O	Mayor, Village Bd. & Planning Bd., County Parks Department, Village Merchants
E	Identify Canal-era historic sites and features throughout the Village and map resources in cooperation with Onondaga County Parks and the NYS Office of Parks and Historic Preservation.	Marketing Strategy	O	Planning Bd., Village Historian

* Subject to availability of funding.

**COMMERCIAL MARKET
& RETAIL ANALYSIS**
by **BBP Associates**

Village of Liverpool Commercial Market & Retail Analysis



Prepared for



Village of Liverpool
310 Sycamore Street
Liverpool, New York 13088

Prepared by



ASSOCIATES

Basile Baumann Prost & Associates, Inc.
177 Defense Highway, Suite 10
Annapolis, Maryland 21401

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Village of Liverpool Commercial Market and Retail Analysis

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I. EXECUTIVE SUMMARY

1.1 Introduction

- The purpose of the *Village of Liverpool Retail Market and Business Development Study* is to provide a retail market study and strategic plan to guide future decisions related to business development and enhancement within the Village.
- By analyzing socioeconomic data, real estate conditions, retail trends, and the results of the *Retail Market and Business Development Survey*, a more informed set of targeted strategies and policies can be developed to enhance the Village of Liverpool's retail environment.
- The Village of Liverpool study area is defined by the 1st St, 2nd St, and Oswego St mixed-use corridors within the confines of the Village boundaries. Its western border was drawn to capture the commercial uses on both sides of Tulip St.
- The primary market area consists of an area defined by the physical and psychological barriers posed by Onondaga Lake and Interstates 90 & 81.
- The secondary market area consists of that area within a 5-minute drive (free flow conditions) from the intersection of Vine St and 1st St (see 3-minute drive time map for comparison).

1.2 Retail Market Analysis

- Total study area retail sales for 2003 were estimated to be \$21 million.
- 2008 *Trendline* projections without a new Wal-Mart store are for retail sales of \$23 million.
- Assuming the Wal-Mart development, 2008 retail sales projections indicate a decrease in sales to \$20 million.
- Assuming the Wal-Mart development and a *Village Enhancement* program, 2008 retail sales are projected to advance to \$26 million.
- The *Village Enhancement* program assumes enhanced marketing particularly in specialty retail, eating & drinking places, increased marketing to primary market area residents, and physical improvements.
- Based upon *Village Enhancement* sales projections for 2003-2008, the Village of Liverpool study area can support an additional (compared to existing levels) 13,200 square feet of retail space.
- Between 2003 and 2008, the additional supportable retail space for Specialty Retail is 5,200 square feet.

Village of Liverpool Commercial Market and Retail Analysis

- Between 2003 and 2008, the additional supportable retail space for Eating & Drinking Establishments is 8,000 square feet.

II. INTRODUCTION

The purpose of the *Village of Liverpool Retail Market and Business Development Study* is to provide a retail market study and strategic plan to guide future decisions related to business development and enhancement within the Village. The study and its recommendations will be incorporated into the Village's Comprehensive Plan and planning process currently underway.

Objectives for the study included:

- Conduct a retail market analysis
- Provide information, strategies and policies to improve business development and retention in the Village Center business area
- Build consensus among project stakeholders for implementing identified retail and business strategies and policies developed for input into the Village Comprehensive Plan

III. RETAIL MARKET ANALYSIS BACKGROUND

3.1 Purpose

The purpose of the retail market analysis is to ascertain the existing retail conditions and opportunities within the Village core. By analyzing socioeconomic data, real estate conditions, retail trends, and the results of the *Retail Market and Business Development Survey*, a more informed set of targeted strategies and policies can be developed to enhance the Village of Liverpool’s retail environment.

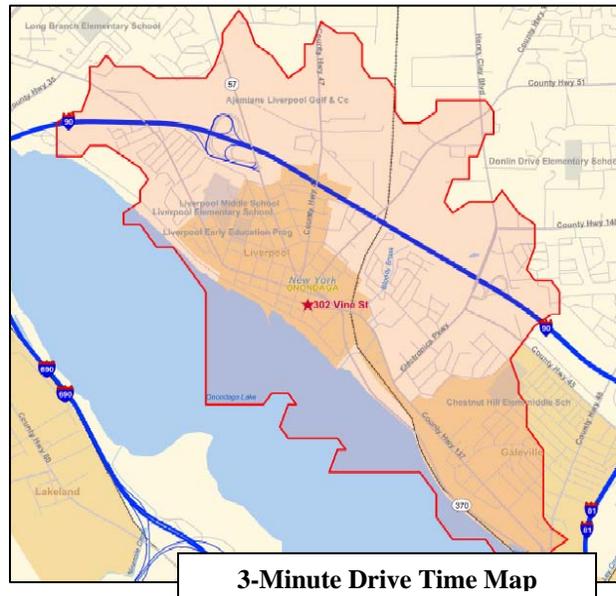
3.2 Retail Market / Study Area Definition

The character of the prospective trade area is the geographic area that provides the vast majority of steady customers necessary to support retail sales and services. The determination of the retail trade area for the Village of Liverpool study area was based on the following factors:

- Conversations with Village merchants
- Types of Village retail stores and eating & drinking establishments
- Accessibility to the Village via the transportation network
- Location of competing facilities (e.g. Route 57 commercial corridor)
- Driving distance and time

For the purpose of this analysis, the retail trade area for the Village of Liverpool study area consists of primary and secondary market areas. Based on an analysis of the aforementioned factors, the primary market area consists of an area defined by the physical and psychological barriers posed by Onondaga Lake and Interstates 90 & 81. Depending on traffic conditions, this area represents approximately a 2- to 4-minute drive time from the Vine and 1st St intersection in the study area. It is this area that it is assumed the Village merchants derive their largest share of sales (approximately 60 percent).

The secondary market area generates between 15 to 20 percent of the total sales of the downtown area and is heavily influenced by the existence of nearby competition, principally the Route 57 commercial corridor and Carousel Mall in Syracuse). For this analysis, the secondary market area consists of that area within a 5-minute drive (free flow conditions) from the intersection of Vine St and 1st St (see 3-minute drive time map for comparison).



Village of Liverpool Commercial Market and Retail Analysis

Study Area – Village core (1st St, 2nd St, Oswego St)

The study area is the focus of the *Village of Liverpool Retail Market and Business Development Study*, the Village's traditional retail core. For the purposes of the study, the Village core study area is defined primarily by the 1st St, 2nd St, and Oswego St mixed-use corridors within the confines of the Village boundaries. Its western border was drawn to capture the commercial uses on both sides of Tulip St.



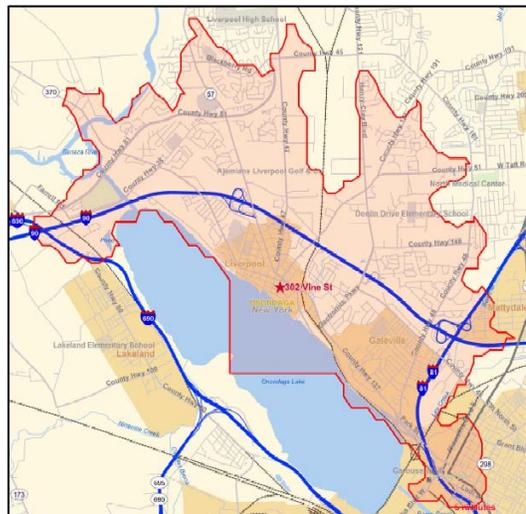
Primary Retail Market Area – Bounded by Interstates & Onondaga Lake

The primary market is the area that the Village of Liverpool can expect to compete most directly for everyday consumer expenditures, thereby deriving the preponderance of its sales. The significant physical and psychological barriers posed by Onondaga Lake and Interstates 90 and 81 create the logical boundaries for a market area of this type.



Secondary Retail Market Area – 5 minute drive time

The general purpose of a secondary market area is to gather data for a larger potential labor force or consumer base while capturing wider retail trends. Given regional accessibility, a 5-minute drive time captured the northwest suburbs of Syracuse without overestimating the market's reach into a greater part of the city.



IV. SOCIOECONOMIC CONDITIONS

The Village of Liverpool's retail study area is directly impacted by the socioeconomic characteristics of its market areas. Retail demand and patterns fluctuate with a number of factors including a market population's level of disposable income, age breakdown, household composition, educational attainment, and employment. An analysis of existing and future socioeconomic conditions will assist the Village and its merchants in meeting and predicting the needs of the area's population.

4.1 Population and Projections

In 2003, the estimated population in the Village study area was 403 (see *Table 1: Population 2003-2008*). The residential populations in the primary and secondary market areas were significantly larger at 11,549 and 35,864 respectively. According to Environmental Systems Research Institute (ESRI) projections, none of the three populations are expected to increase by 2008¹. Each area is expected to lose population over the five-year horizon. Although these projections reflect post 2000 Census trends and extrapolate them through 2008, they do not include current and proposed development projects.

Table 1: Population 2003-2008: Study Area & Primary/Secondary Market Areas

	Village Study Area	Primary Market Area	Secondary Market Area
Population, 2003	403	11,549	35,864
Population, 2008	395	11,486	35,492
Projected Change	-8	-63	-372
Annual Growth Rate	-0.38%	-0.11%	-0.21%

Source: ESRI Business Solutions, BBP Associates

Age cohort projections suggest that the natures of the populations are changing (see *Tables 2-4: Projected Growth in Study and Market Areas by Age Cohort, 2003-2008*). Within the Village study area, the cohorts under the age of 35, in particular ages 5-9 and 25-34, are all expected to decrease in size. The 55-64 age cohort, on the other hand, is projected to grow at an annual growth rate of over 6 percent. This demographic shift can be explained by the aging of the earliest baby boomers into this mid-life stage of life. Whereas the study area's senior population over 65 is expected to witness little or no change, these same cohorts are projected to grow significantly within the wider primary and secondary market areas.

¹ ESRI forecasts are developed from both the 1990 census and Census 2000 databases. Post census trends in the population are captured from a variety of data sources and applied to provide a more accurate update for 2003. This change is then extrapolated five years to 2008.

Table 2: Projected Growth in Study Area by Age Cohort, 2003-2008

Age Cohort	2003 Population 403		2008 Population 395		Change, 2003-2008	
	Number	Percentage of Population	Number	Percentage of Population	Number Change	Annual Growth Rate
0 - 4	21	5.2%	20	5.1%	-1	-0.79%
5 - 9	23	5.7%	19	4.8%	-4	-3.77%
10 - 14	25	6.2%	22	5.6%	-3	-2.41%
15 - 24	48	11.8%	47	11.9%	-1	-0.23%
25 - 34	79	19.7%	68	17.2%	-11	-3.07%
35 - 44	67	16.7%	70	17.7%	3	0.77%
45 - 54	64	16.0%	61	15.4%	-4	-1.16%
55 - 64	40	9.9%	54	13.6%	14	6.13%
65 - 74	18	4.4%	18	4.5%	0	0.05%
75 - 84	14	3.4%	13	3.3%	-1	-0.99%
85+	4	1.0%	4	1.0%	0	-0.40%
Totals	403	100.0%	395	100.1%	-8	-0.38%

Source: ESRI Business Solutions, BBP Associates

Table 3: Projected Growth in Primary Market Area by Age Cohort, 2003-2008

Age Cohort	2003 Population 11,549		2008 Population 11,486		Change, 2003-2008	
	Number	Percentage of Population	Number	Percentage of Population	Number Change	Annual Growth Rate
0 - 4	589	5.1%	574	5.0%	-15	-0.50%
5 - 9	635	5.5%	563	4.9%	-72	-2.39%
10 - 14	693	6.0%	666	5.8%	-27	-0.78%
15 - 24	1,224	10.6%	1,275	11.1%	51	0.82%
25 - 34	1,617	14.0%	1,344	11.7%	-273	-3.63%
35 - 44	1,779	15.4%	1,734	15.1%	-44	-0.50%
45 - 54	1,617	14.0%	1,769	15.4%	152	1.81%
55 - 64	1,166	10.1%	1,332	11.6%	166	2.70%
65 - 74	1,005	8.7%	884	7.7%	-120	-2.52%
75 - 84	878	7.6%	907	7.9%	30	0.67%
85+	346	3.0%	436	3.8%	90	4.73%
Totals	11,549	100.0%	11,486	100.0%	-63	-0.11%

Source: ESRI Business Solutions, BBP Associates

Table 4: Projected Growth in Secondary Market Area by Age Cohort, 2003-2008

Age Cohort	2003 Population 35,864		2008 Population 35,494		Change, 2003-2008	
	Number	Percentage of Population	Number	Percentage of Population	Number Change	Annual Growth Rate
0 - 4	2,188	6.1%	2,059	5.8%	-129	-1.21%
5 - 9	2,188	6.1%	2,023	5.7%	-165	-1.55%
10 - 14	2,259	6.3%	2,201	6.2%	-59	-0.53%
15 - 24	4,447	12.4%	4,472	12.6%	25	0.11%
25 - 34	5,595	15.6%	4,898	13.8%	-697	-2.62%
35 - 44	5,415	15.1%	5,253	14.8%	-162	-0.61%
45 - 54	4,985	13.9%	5,182	14.6%	197	0.78%
55 - 64	3,586	10.0%	4,082	11.5%	495	2.62%
65 - 74	2,618	7.3%	2,485	7.0%	-133	-1.04%
75 - 84	1,901	5.3%	1,988	5.6%	87	0.90%
85+	681	1.9%	852	2.4%	170	4.57%
Totals	35,864	100.0%	35,494	100.0%	-370	-0.21%

Source: ESRI Business Solutions, BBP Associates

4.2 Housing Characteristics

Table 5 below illustrates the significant differences in household composition between the Village study area and the primary and secondary market areas. Households in the study area are more likely to live alone or with an unrelated roommate and are less likely to be married, married living with related children, or in a household with persons over 65 years of age. Only 44 percent of the households within the study area are considered *family households* in comparison to approximately 60 percent of the market areas. Over 40 percent of the study area's householders live alone. Less than 15 percent of the study area's households have a person over the age of 65.

Table 5: 2000 Households by Type: Study Area & Primary/Secondary Market Areas

	Village Study Area	Primary Market Area	Secondary Market Area
Total Households	211	5,159	15,727
Family Households	44.8%	59.0%	60.1%
Married-couple Family	27.4%	44.2%	44.7%
With Related Children	11.3%	16.7%	18.9%
Other Family (No Spouse)	17.5%	14.8%	15.4%
With Related Children	12.3%	9.1%	10.2%
Nonfamily Households	55.2%	41.0%	39.9%
Householder Living Alone	42.5%	33.6%	31.9%
Householder not Living Alone	12.7%	7.4%	8.0%
Households with Related Children	23.7%	25.8%	29.2%
Households with Persons 65+	14.2%	31.3%	23.8%

Source: ESRI Business Solutions, BBP Associates

4.3 At-Place Employment

At-place employment represents the actual number of employees in a given geographic area regardless of where those employees may live. The size and nature of that employment can have an impact upon the surrounding retail environment. A critical mass of daytime employees with reasonably flexible work schedules (e.g. services, other retail) can help support coffee shops in the morning, eating establishments at midday, and personal services and grocers after work.

Over 40 percent of the study area’s at-place employment is in the retail sector. An additional 38 percent are employed in the services sector. Combined the two sectors account for over 80 percent of the study area’s employment.

Employment within the primary market area’s retail and services sectors is less significant. Within the primary market area, the two sectors account for 65 percent of all employment.

Compared to the study area, the primary market area has a significantly larger share of employment in a third industrial sector. Over 11 percent of primary market area’s workers are government employees compared to only 3 percent within the study area. As of 2003, there was no manufacturing employment within the study area.

Table 6: 2003 At-Place Employment: Study Area & Primary Market Areas

	Village Study Area		Primary Market Area	
	Number	Percent	Number	Percent
Retail Trade	216	43.1%	1,152	24.8%
Services	190	37.9%	1,874	40.3%
Finance, Insurance, Real Estate (FIRE)	38	7.6%	133	2.9%
Wholesale Trade	18	3.6%	197	4.2%
Government	15	3.0%	529	11.4%
Construction	12	2.4%	246	5.3%
Transportation	6	1.2%	76	1.6%
Agriculture & Mining	2	0.4%	12	0.3%
Communication	1	0.2%	65	1.4%
Manufacturing	0	0.0%	285	6.1%
Electric, Gas, Water, Sanitary Services	0	0.0%	64	1.4%
Other	3	0.6%	18	0.4%
Totals	501	100.0%	4,651	100.0%

Source: ESRI Business Solutions, BBP Associates

A breakdown of retail employment within the three areas suggests that there are also differences in terms of employment within sectors (see *Table 7: At-Place Retail Employment*). Over 70 percent of the study area’s retail employment is affiliated with food stores or eating and drinking establishments. At just over 50 percent of all retail employment, these subsectors are also significant employers within the primary market area. The secondary market area, on the other hand, represents a more balanced retail environment where six subcategories have shares of over 10 percent of total retail employment. Employment with food stores or eating and

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drinking establishments accounts for only 45 percent of all retail employment within the secondary market area.

Table 7: 2003 At-Place Retail Employment: Study Area & Primary/Secondary Market Areas

	Village Study Area		Primary Market Area		Secondary Market Area	
	Number	Percent	Number	Percent	Number	Percent
Home Improvement	12	5.6%	36	3.1%	474	11.2%
General Merchandise Stores	4	1.9%	6	0.5%	58	1.4%
Food Stores	62	28.7%	102	8.9%	908	21.4%
Auto Dealers, Auto Aftermarket	0	0.0%	174	15.1%	441	10.4%
Apparel & Accessory Stores	5	2.3%	26	2.3%	61	1.4%
Furniture & Home Furnishings	8	3.7%	71	6.2%	490	11.5%
Eating & Drinking Places	97	44.9%	599	52.0%	1,024	24.1%
Miscellaneous Retail	28	13.0%	138	12.0%	793	18.7%
Retail Totals	216	100.0%	1,152	100.0%	4,249	100.0%

Source: ESRI Business Solutions, BBP Associates

4.4 Employment Projections

Projections for the study area suggest that the retail component of the study area is expected to grow in the future. According to the Syracuse Metropolitan Transportation Council (SMTC)², retail employment is projected to increase by 230 employees in the Village of Liverpool between 2004 and 2025. A majority of this growth is expected to occur within the study area.

Other projections include an increase of 100 institutional (i.e. government, schools, elderly care facilities) employees and 20 commercial (i.e. office) employees. Institutional growth is projected for areas outside of the study area. The limited level of commercial employment growth is expected to be split between the study area and the other portions of the Village.

4.5 Labor Force Data

Unlike at-place employment, labor force data reflects the employment-related characteristics of workers *living* within a given area. The differences between the study area and the market areas are far less significant. In all three areas, the employed population is predominantly white collar in nature (between 64 and 66 percent) with lower levels of service and blue-collar workers (see *Table 8: Employed Population by Occupation* below).

Table 8: 2000 Employed Population by Occupation: Study Area & Primary/Secondary Market Areas

Occupation Type	Percentage of Labor Force (over 16)		
	Village Study Area	Primary Market Area	Secondary Market Area
White Collar	66.1%	64.8%	66.8%
Management / Business / Financial	11.8%	10.8%	13.1%
Professional	22.0%	24.2%	24.4%
Sales	13.9%	13.3%	13.5%
Administrative Support	18.4%	16.4%	15.7%
Services	15.1%	14.0%	13.5%
Blue Collar	18.8%	21.3%	19.7%
Farming / Forestry / Fishing	0.0%	0.2%	0.1%
Construction / Extraction	4.5%	3.4%	2.5%
Installation / Maintenance / Repair	8.6%	4.9%	3.9%
Production	4.5%	6.5%	6.8%
Transportation/Material Moving	1.2%	6.3%	6.4%
Total Employed Population	245	5,691	18,517

Source: ESRI Business Solutions, BBP Associates

Comparable adult educational attainment levels within the three areas are congruent with the similar occupation types (see *Table 9: Adult Education Attainment*). With the exception of graduate training, the study area's educational attainment is similar to the larger market areas. Over 30 percent of the study area's adult population has a college degree (Associate's, Bachelor's, and Graduate-level).

² The SMTC is the New York State-designated Metropolitan Planning Organization (MPO) responsible for administering the continuous and comprehensive transportation planning process in Onondaga County, and small portions of Madison and Oswego Counties.

Table 9: 2000 Adult Educational Attainment: Study Area & Primary/Secondary Market Areas

Education Level	Percentage of Adults over 25		
	Village Study Area	Primary Market Area	Secondary Market Area
Less than 9th Grade	2.4%	4.3%	3.6%
9th - 12th Grade, No Diploma	14.0%	10.3%	9.2%
High School Graduate	36.0%	35.6%	31.4%
Some College, No Degree	16.4%	18.0%	19.9%
Associate Degree	10.8%	10.3%	10.3%
Bachelor's Degree	14.7%	12.6%	16.7%
Master's, Professional, Doctorate Degree	5.6%	8.9%	8.9%

Source: ESRI Business Solutions, BBP Associates

4.6 Household Income Distribution

Despite similar occupation types and adult education levels, the study area’s average household income and income distribution are significantly different from those of the surrounding market areas (see *Table 10: Household Income Distribution* below). The level of household earnings is notably lower in the study area when compared to the wider market areas. A portion of this discrepancy can be explained by the study area’s larger share of householders living alone. As a result, the current residents within the study area have lower levels of disposable income.

Whereas the average household income is above \$53,000 in both of the market areas, it’s only \$33,831 in the Village study area. Nearly 25 percent of the study area’s households earn less than \$15,000 per year compared to only 13 percent in the primary market area and 11 percent in the secondary market area. Over 60 percent of study area households make \$35,000 per year or less. Less than 20 percent earn at least \$50,000 per year. The percentage of middle- to upper-income households in both of the wider market areas more than doubles the study area’s share. Approximately 40 percent of the households in both market areas earn at least \$50,000 per year.

Table 10: 2003 Household Income Distribution: Study Area & Primary/Secondary Market Areas

Household Income	Village Study Area	Primary Market Area	Secondary Market Area
Less than \$15,000	24.8%	13.7%	11.6%
\$15,000 - \$24,999	18.9%	14.5%	13.4%
\$25,000 - \$34,999	20.9%	14.1%	13.4%
\$35,000 - \$49,999	16.5%	18.0%	19.2%
\$50,000 - \$74,999	11.7%	20.7%	20.1%
\$75,000 - \$99,999	4.4%	9.3%	10.5%
\$100,000 - \$149,999	2.9%	6.0%	8.6%
\$150,000 - \$199,999	0.0%	1.9%	1.6%
\$200,000 and up	0.0%	1.8%	1.7%
Average Household Income	\$33,831	\$53,944	\$56,165

Source: ESRI Business Solutions, BBP Associates

4.7 Household Expenditures

The study area's lower household incomes are reflected in the spending patterns of its residents. According to ESRI Business Solutions, households within the study area spend significantly less than the primary and secondary market areas in each of the tracked goods and services categories (see *Table 11: Consumer Expenditures & Spending Potential Indices* below). Since these figures are household-based and not per capita expenditures, the discrepancies can be partially explained by the study area's larger share of householders living alone.

In addition to estimate consumer expenditures, Table 10 includes the Spending Potential Index (SPI) for each individual spending category. These values represent the amount spent on products and services within the given areas compared to national averages. Whereas households within the primary and secondary market areas spend at levels comparable to U.S. averages, the study area exhibits significantly lower spending potential in all areas. Again, this reflects the study area's lower level of disposable income.

Table 11: 2003 Consumer Expenditures & Spending Potential Indices (SPI): Study Area & Primary/Secondary Market Areas

Goods & Services	Village Study Area		Primary Market Area		Secondary Market Area	
	Expenditures	SPI	Expenditures	SPI	Expenditures	SPI
Apparel & Services	\$333,325	61	\$13,335,517	96	\$42,103,778	101
Computers & Accessories	\$31,272	51	\$1,235,324	80	\$3,889,004	84
Education	\$108,844	55	\$4,199,770	83	\$13,109,245	87
Entertainment & Recreation	\$312,682	52	\$12,644,802	82	\$39,390,719	85
Food at Home	\$558,886	61	\$22,461,065	96	\$70,744,461	100
Food away from Home	\$372,775	61	\$14,910,473	96	\$47,069,171	101
Health Care	\$305,612	47	\$12,745,385	78	\$39,097,260	80
HH Furnishings & Equipment	\$224,590	54	\$9,108,505	86	\$28,570,141	89
Investments	\$950,969	55	\$40,907,471	93	\$124,220,562	93
Retail Goods	\$2,529,858	53	\$102,262,420	85	\$321,488,225	88
Shelter	\$1,333,602	51	\$53,280,663	80	\$167,413,927	84
TV/Video/Sound Equipment	\$97,123	50	\$3,874,976	78	\$12,212,634	82
Travel	\$179,425	50	\$7,347,586	81	\$22,658,290	83
Vehicle Maintenance & Repairs	\$101,443	50	\$4,030,448	78	\$12,753,944	83

Source: ESRI Business Solutions, BBP Associates

4.8 Community Tapestry™ Profiles

ESRI's Community Tapestry segmentation system provides an accurate, detailed description of America's neighborhoods. U.S. residential areas are divided into 65 segments based on demographic variables such as age, income, home value, occupation, household type, education, and other consumer behavior characteristics. Listed below, the three predominant segments within the study and market areas can help inform public and private development decisions especially in relation to the future retail and/or residential environment of the Village of Liverpool.

Rustbelt Retirees

As the name implies, most of these residents live in the Northeast or Midwest, especially in areas around the Great Lakes. Although many residents are still working, labor force participation is below average. More than 40 percent of these households draw retirement income. These neighborhoods are typically found in older, industrial cities. Residents live in owner-occupied, single-family houses with a current market value of \$111,000. Unlike many retirees, those in the Rustbelt are not inclined to move. These settled, hard working residents are loyal to their communities and country; they make an effort to vote in elections and participate in volunteer activities and fundraising. They serve on church boards; some are members of veterans' clubs. *Rustbelt Retirees* residents watch their pennies and search for bargains at discount stores and warehouse clubs. They drive older, domestic vehicles; prefer renting movies over attending the cinema, and dine out only occasionally.



Rustbelt Traditions

Rustbelt Traditions neighborhoods are the mainstay of the older, industrial cities in the states bordering the Great Lakes. They are the backbone of the manufacturing and transportation industries that sustain the local economy. Most residents live in modest, owner-occupied single-family houses with a median value of \$93,000. The median age of these residents is 36 years. A mix of family and household types includes not only married couples but a high proportion of single-parent households and singles. Their median household income is \$43,800. Financially conservative, *Rustbelt Traditions* residents hold low-value variable life and homeowners' insurance policies. They are attentive to home and garden maintenance. They contract for specialized projects such as roofing, flooring, and carpet installation. Favorite leisure activities include bowling and fishing. Television is important; *Rustbelt Traditions* residents subscribe to cable and regularly watch sports programming.



Simple Living

The median age for this market is 40 years, although a high percentage of the population is 75 years or older. Most residents are retired seniors who live alone or in congregate housing. The majority rent apartments in multiunit buildings.



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There is some retirement income, but many rely on Social Security benefits. Younger residents enjoy going to nightclubs and dancing, while seniors attend bingo nights and pursue hobbies such as photography, bird watching, and woodworking. To stay fit, *Simple Living* residents walk, swim, and play golf. Cable or satellite television is a must, but many households do not own a PC, mobile phone, or DVD player. Residents watch a lot of television, especially family programs and game shows.

V. REAL ESTATE MARKET CONDITIONS

5.1 Purpose

The purpose of this section is to review the existing real estate market conditions in the Village of Liverpool's study area. The existing uses, structures, and parcel sizes within the retail environment present a number of development opportunities and constraints.

In addition to retail and dining anchors, the Village possesses an eclectic mix of small retail establishments. Future potential tenants are likely to base their relocation decisions on the synergy found within and created by this existing mix. Presenting opportunities and constraints, the study area's retail continuity is broken by a number of vacant lots, surface parking, and underutilized spaces. Lease and vacancy rates are indicative of the attractiveness of the current environment.

5.2 Property Types & Sizes (B-1 District)

The Village of Liverpool study area consists of the B-1 and B-2 zoning districts. According to the Village's existing zoning, the B-1 district roughly coincides with the 1st and 2nd St. corridors while the B-2 district captures the auto-oriented commercial establishments of Oswego St. Within the B-1 zoning district there are 91 parcels accounting for some 850,727 square feet of land area or 19.53 acres (see *Table 12: B-1 Zoning District Property Types and Sizes*). Over 70 percent or 14 acres of the total land area is devoted to commercial use. The average lot size for the commercial parcels is nearly one-quarter acre. Residential uses occupy over 3 acres in land area or 16 percent of the total land area. Other uses within the B-1 district include community services and vacant land.

Table 12: Existing Conditions: B-1 Zoning District Property Types and Sizes, 2003

Code	Classification	Parcels	Land Area (Square Feet)	Average Acreage	Average Acreage	Percent Distribution
100	Agriculture	0	0	0.00	0.00	0.0%
200	Residential	22	138,956	3.19	0.15	16.3%
300	Vacant Land	7	36,155	0.83	0.12	4.2%
400	Commercial	58	610,276	14.01	0.24	71.7%
500	Recreation & Entertainment	0	0	0.00	0.00	0.0%
600	Community Services	4	65,340	1.50	0.38	7.7%
700	Industrial	0	0	0.00	0.00	0.0%
800	Public Services	0	0	0.00	0.00	0.0%
900	Open Space	0	0	0.00	0.00	0.0%
Totals		91	850,727	19.53	0.21	100.0%

Source: Town of Salina, BBP Associates

Commercial uses within the B-1 Zoning District are represented by 15 New York State land use classifications listed in Table 13 below. The 7 parcels designated as *one story small structure* account for over 3 acres or 22 percent of all commercial land area. In terms of parcels (13), converted residences are the most common commercial land use. The 10 surface parking lots within the B-1 district account for nearly 12 percent of the total land area devoted to commercial use. These are privately owned parcels and do not include on-street parking facilities.

Table 13: Existing Conditions: B-1 Commercial Property Types and Sizes, 2003

Code	Classification	LAND				Percent Distribution
		Parcels	Lot Size	Acreage	Average Acreage	
421	Restaurants	3	40,075	0.92	0.31	6.6%
422	Diner	1	12,632	0.29	0.29	2.1%
423	Snack Bar	1	23,958	0.55	0.55	3.9%
425	Bar	1	9,148	0.21	0.21	1.5%
438	Parking Lot	10	71,438	1.64	0.16	11.7%
454	Retail Food	1	29,621	0.68	0.68	4.9%
461	Bank	3	51,401	1.18	0.39	8.4%
464	Office Building	4	31,363	0.72	0.18	5.1%
465	Professional Building	2	13,068	0.30	0.15	2.1%
471	Funeral Home	1	13,939	0.32	0.32	2.3%
481	Downtown Row Type (common wall)	2	10,019	0.23	0.12	1.6%
482	Downtown Row Type (detached)	6	58,806	1.35	0.23	9.6%
483	Converted Residence (Commercial)	13	84,506	1.94	0.15	13.8%
484	One Story Small Structure	7	135,036	3.10	0.44	22.1%
485	One Story Small Structure (multi occupant)	3	25,265	0.58	0.19	4.1%
Totals		58	610,276	14.01	0.24	100.0%

Source: Town of Salina, BBP Associates

5.3 Commercial Improvements (B-1 District)

The current improvements on commercial parcels account for 250,881 square feet of development (see *Table 14: B-1 Commercial Property Types and Sizes* below). Given the total land area for commercial uses, this equates to a floor area ratio (FAR) of 0.41. The B-1 district's FAR includes the 10 parcels designated as parking lots totaling over 70,000 square feet in land area. The 7 vacant parcels occupy 36,155 square feet or 4 percent of the B-1 district.

At 63,310 square feet or 24 percent, *downtown row type (detached)* structures account for the largest proportion of commercial development. Other significant existing development includes 38,371 square feet of converted residences, 32,053 square feet of office, and 30,850 square feet of one-story small structures. The largest retail employers in the study area, *retail food and eating & drinking establishments*, represent roughly 55,000 square feet of commercial development in the B-1 district.

Table 14: Existing Conditions: B-1 Commercial improvements, 2003

Code Classification		IMPROVEMENTS			Percent Distribution
		Square Footage	Average Square Feet	FAR	
421	Restaurants	21,438	7,146	0.53	8.1%
422	Diner	2,403	2,403	0.19	0.9%
423	Snack Bar	960	960	0.04	0.4%
425	Bar	5,964	5,964	0.65	2.3%
454	Retail Food	23,962	23,962	0.81	9.1%
461	Bank	10,804	3,601	0.21	4.1%
464	Office Building	32,053	8,013	1.02	12.2%
465	Professional Building	4,992	2,496	0.38	1.9%
471	Funeral Home	6,646	6,646	0.48	2.5%
481	Downtown Row Type (common wall)	12,700	6,350	1.27	4.8%
482	Downtown Row Type (detached)	63,310	10,552	1.08	24.0%
483	Converted Residence (Commercial)	38,371	2,952	0.45	14.6%
484	One Story Small Structure	30,850	4,407	0.23	11.7%
485	One Story Small Structure (multi occupant)	9,128	3,043	0.36	3.5%
Totals		263,581	4,545	0.43	100.0%

Source: Town of Salina, BBP Associates

5.4 Property Types & Sizes (B-2 District)

Within the B-2 zoning district there are 31 parcels accounting for some 520,542 square feet of land area or 11.95 acres (see *Table 15: B-2 Zoning District Property Types and Sizes*). Over 65 percent or nearly 8 acres of the total land area is devoted to commercial use. The average lot size for the commercial parcels is 0.38 acres. Other uses within the B-2 district include residential, community services, and vacant land. Vacant land represents the second largest acreage in the district.

Table 15: Existing Conditions: B-2 Zoning District Property Types and Sizes, 2003

Code	Classification	Parcels	Land Area		Average Acreage	Percent Distribution
			(Square Feet)	Acreage		
100	Agriculture	0	0	0.00	0.00	0.0%
200	Residential	5	41,818	0.96	0.19	8.0%
300	Vacant Land	3	67,954	1.56	0.52	13.1%
400	Commercial	21	344,995	7.92	0.38	66.3%
500	Recreation & Entertainment	0	0	0.00	0.00	0.0%
600	Community Services	2	65,776	1.51	0.76	12.6%
700	Industrial	0	0	0.00	0.00	0.0%
800	Public Services	0	0	0.00	0.00	0.0%
900	Open Space	0	0	0.00	0.00	0.0%
Totals		31	520,542	11.95	0.39	100.0%

Source: Town of Salina, BBP Associates

The distribution of commercial land uses in the B-2 Zoning District is significantly different from that of the B-1 area. Nearly 65 percent of the total land area is one of three auto-oriented commercial land uses, *one story small structures, parking lots, or neighborhood shopping center*.

Table 16: Existing Conditions: B-2 Commercial Property Types and Sizes, 2003

Code	Classification	LAND				Percent Distribution
		Parcels	Lot Size	Acreage	Average Acreage	
411	Apartments	1	17,424	0.40	0.40	5.1%
422	Diner	2	18,295	0.42	0.21	5.3%
423	Snack Bar	1	8,712	0.20	0.20	2.5%
426	Fast Food	1	21,780	0.50	0.50	6.3%
432	Service and Gas Stations	2	27,007	0.62	0.31	7.8%
433	Auto Body, Tire Shops, Other Auto	2	23,087	0.53	0.27	6.7%
438	Parking Lot	7	68,825	1.58	0.23	19.9%
452	Area or Neighborhood Shopping Center	1	66,211	1.52	1.52	19.2%
483	Converted Residence (Commercial)	1	8,712	0.20	0.20	2.5%
484	One Story Small Structure	3	84,942	1.95	0.65	24.6%
Totals		21	344,995	7.92	0.38	100.0%

Source: Town of Salina, BBP Associates

5.5 Commercial Improvements (B-2 District)

The current improvements on commercial parcels account for 69,192 square feet of development (see *Table 17: B-2 Commercial Improvements* below). Given the total land area

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for commercial uses, this equates to a floor area ratio (FAR) of 0.2. The B-2 district’s FAR includes the 7 parcels designated as parking lots totaling nearly 70,000 square feet in land area. The 3 vacant parcels occupy 67,954 square feet or 13 percent of the B-2 district.

At 20,757 square feet or 30 percent, the *area or neighborhood shopping center* structure accounts for the largest proportion of commercial development. Other significant existing development includes 14,073 square feet of one-story small structures and 12,171 square feet of auto body and tire shops. The largest retail employers in the study area, *retail food* and *eating & drinking establishments*, represent roughly 18,000 square feet of commercial development in the B-2 district.

Table 17: Existing Conditions: B-2 Commercial Improvements, 2003

Code Classification		IMPROVEMENTS			Percent Distribution
		Square Footage	Average Square Feet	FAR	
411	Apartments	9,672	9,672	0.56	14.0%
422	Diner	2,313	1,157	0.13	3.3%
423	Snack Bar	3,269	3,269	0.38	4.7%
426	Fast Food	2,653	2,653	0.12	3.8%
432	Service and Gas Stations	2,940	1,470	0.11	4.2%
433	Auto Body, Tire Shops, Other Auto	12,171	6,086	0.53	17.6%
452	Area or Neighborhood Shopping Center	20,757	20,757	0.31	30.0%
483	Converted Residence (Commercial)	1,344	1,344	0.15	1.9%
484	One Story Small Structure	14,073	4,691	0.17	20.3%
Totals		69,192	3,295	0.20	100.0%

Source: Town of Salina, BBP Associates

5.6 Property Types & Sizes (B-1 & B-2 Districts)

Combining the B-1 and B-2 zoning districts there are 122 parcels accounting for some 1,371,269 square feet of land area or 31.48 acres (see *Table 18: B-1 & B-2 Zoning District Property Types and Sizes*). Nearly 70 percent or 22 acres of the total land area is devoted to commercial use. The average lot size for the commercial parcels is 0.28 acres.

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Table 18: Existing Conditions: B-1 & B-2 Zoning District Property Types and Sizes, 2003

Code	Classification	Parcels	Land Area (Square Feet)	Acreage	Average Acreage	Percent Distribution
100	Agriculture	0	0	0	0.00	0.0%
200	Residential	27	180,774	4	0.15	13.2%
300	Vacant Land	10	104,108	2	0.24	7.6%
400	Commercial	79	955,271	22	0.28	69.7%
500	Recreation & Entertainment	0	0	0	0.00	0.0%
600	Community Services	6	131,116	3	0.50	9.6%
700	Industrial	0	0	0	0.00	0.0%
800	Public Services	0	0	0	0.00	0.0%
900	Open Space	0	0	0	0.00	0.0%
Totals		122	1,371,269	31.48	0.26	100.0%

Source: Town of Salina, BBP Associates

There are 20 commercial land use designations within the two zoning districts (see *Table 19* below). The number of designations suggests that there is a fair amount of retail diversity in terms of form (e.g. row type, converted residence, one story small structure) and function (e.g. bank, bar, apartments, auto repair). The greatest portion (23 percent) of the total commercial land area is represented by one story small structures. The 17 commercial parking lots account for nearly 15 percent of the total land area.

Table 19: Existing Conditions: B-1 & B-2 Commercial Property Types and Sizes, 2003

Code	Classification	LAND				Percent Distribution
		Parcels	Lot Size	Acreage	Average Acreage	
411	Apartments	1	17,424	0.40	0.40	1.8%
421	Restaurants	3	40,075	0.92	0.31	4.2%
422	Diner	3	30,927	0.71	0.24	3.2%
423	Snack Bar	2	32,670	0.75	0.38	3.4%
425	Bar	1	9,148	0.21	0.21	1.0%
426	Fast Food	1	21,780	0.50	0.50	2.3%
432	Service and Gas Stations	2	27,007	0.62	0.31	2.8%
433	Auto Body, Tire Shops, Other Auto	2	23,087	0.53	0.27	2.4%
438	Parking Lot	17	140,263	3.22	0.19	14.7%
452	Area or Neighborhood Shopping Center	1	66,211	1.52	1.52	6.9%
454	Retail Food	1	29,621	0.68	0.68	3.1%
461	Bank	3	51,401	1.18	0.39	5.4%
464	Office Building	4	31,363	0.72	0.18	3.3%
465	Professional Building	2	13,068	0.30	0.15	1.4%
471	Funeral Home	1	13,939	0.32	0.32	1.5%
481	Downtown Row Type (common wall)	2	10,019	0.23	0.12	1.0%
482	Downtown Row Type (detached)	6	58,806	1.35	0.23	6.2%
483	Converted Residence (Commercial)	14	93,218	2.14	0.15	9.8%
484	One Story Small Structure	10	219,978	5.05	0.51	23.0%
485	One Story Small Structure (multi occupant)	3	25,265	0.58	0.19	2.6%
Totals		79	955,270	21.93	0.28	100.0%

Source: Town of Salina, BBP Associates

5.7 Commercial Improvements (B-1 & B-2 Districts)

The current improvements on commercial parcels account for 332,773 square feet of development (see *Table 20: B-1 & B-2 Commercial Improvements* below). Given the total land area for commercial uses, this equates to a floor area ratio (FAR) of 0.35. This combined FAR includes the 17 parcels designated as parking lots totaling over 140,000 square feet or 3.22 acres in land area. The 10 vacant parcels occupy 104,108 square feet or nearly 8 percent of the combined B-1 and B-2 districts.

At 63,310 square feet, *downtown row type (detached)* structures of the B-1 district account for the largest proportion of commercial development. Other significant existing development includes 44,923 square feet of one-story small structures and 39,715 square feet of converted residences. The largest retail employers in the study area, *retail food* and *eating & drinking establishments*, represent roughly 63,000 square feet of commercial development in the B-2 district.

Table 20: Existing Conditions: B-1 & B-2 Improvements, 2003

Code	Classification	IMPROVEMENTS			Percent Distribution
		Square Footage	Average Square Feet	FAR	
411	Apartments	9,672	9,672	0.56	2.9%
421	Restaurants	21,438	7,146	0.53	6.4%
422	Diner	4,716	1,572	0.15	1.4%
423	Snack Bar	4,229	2,115	0.13	1.3%
425	Bar	5,964	5,964	0.65	1.8%
426	Fast Food	2,653	2,653	0.12	0.8%
432	Service and Gas Stations	2,940	1,470	0.11	0.9%
433	Auto Body, Tire Shops, Other Auto	12,171	6,086	0.53	3.7%
452	Area or Neighborhood Shopping Center	20,757	20,757	0.31	6.2%
454	Retail Food	23,962	23,962	0.81	7.2%
461	Bank	10,804	3,601	0.21	3.2%
464	Office Building	32,053	8,013	1.02	9.6%
465	Professional Building	4,992	2,496	0.38	1.5%
471	Funeral Home	6,646	6,646	0.48	2.0%
481	Downtown Row Type (common wall)	12,700	6,350	1.27	3.8%
482	Downtown Row Type (detached)	63,310	10,552	1.08	19.0%
483	Converted Residence (Commercial)	39,715	2,837	0.43	11.9%
484	One Story Small Structure	44,923	4,492	0.20	13.5%
485	One Story Small Structure (multi occupant)	9,128	3,043	0.36	2.7%
Totals		332,773	4,212	0.35	100.0%

Source: Town of Salina, BBP Associates

5.8 Vacancy & Lease Rates

Current vacancy and lease rates are indicative of the overall attractiveness of the area for retail trade and residential living. According to NAI Pyramid Brokerage, retail vacancies are lower in Regional Malls and Downtown Syracuse than in Neighborhood Service Centers. The relatively comparable vacancy rates of Downtown Syracuse and Regional Malls, however, suggest that traditional urban environments have the potential to attract retail tenants. Centered on the Milton J. Rubenstein Museum of Science and Technology (formerly the Discovery Center), Syracuse’s Armory Square, for example, has created a unique shopping and entertainment experience distinct from suburban retail.

Table 21: 2003 Greater Syracuse Retail Market: Lease & Vacancy Rates

	Lease Rates/Square Foot /Year			Vacancy Rate
	Low	High	Effective Average	
Downtown	\$6	\$15	\$10	12.0%
Neighborhood Service Center	\$5	\$16	\$12	21.0%
Regional Mall	\$5	\$225	\$30	10.2%

Source: NAI Pyramid Brokerage Company of Syracuse

Armory Square’s success is also attributable to its residential component. An at-place resident population provides a market for convenience retail and neighborhood services in addition to helping support the many eating and drinking establishments. The study area’s at-place resident population is housed in 230 units. Nearly 60 percent of these housing units were reported to be renter occupied. Over 10 percent of the study area’s housing units were reported to be vacant in 2003 (see *Table 22: Residential Units & Occupancy*). The lower vacancy rates in the primary and secondary market areas can be partially explained by their higher percentage of owner occupied housing.

Table 22: 2003 Residential Units & Occupancy: Study Area & Primary/Secondary Market Areas

	Village Study Area		Primary Market Area		Secondary Market Area	
	Number	Percentage	Number	Percentage	Number	Percentage
Owner Occupied Housing Units	69	30.0%	3,255	59.2%	8,505	50.5%
Renter Occupied Housing Units	136	59.1%	1,952	35.5%	7,157	42.5%
Vacant Housing Units	25	10.9%	292	5.3%	1,179	7.0%
Totals	230	100.0%	5,499	100.0%	16,841	100.0%

Source: Census Bureau

VI. RETAIL MARKET CONDITIONS

6.1 National Retail Trends

Retail sales in the U.S. (using the government's broad measure of retail sales, which includes food services and sales of automobiles) were up 5.6% during 2003, to \$3,782 billion (preliminary 2003 figures), following a 3.1% increase in 2002. Growth in retail sales overall appears to be positive, highlighted by a significant increase of 6.7% in December 2003 sales over December sales for the previous year.

According to *Plunkett's Retail Industry Almanac*, sales growth has been associated with several primary factors:

1. Fueled by low interest rates (with long-term mortgages available in the 5.5% to 6% range), home sales have maintained exceptionally high levels. While homes themselves are not counted in retail sales figures, buyers of these homes have been a tremendously positive force at retail stores, where they purchased vast quantities of furniture, appliances, linens, consumer electronics, and garden supplies to fill up their new residences. Brisk growth in home remodeling and redecorating has also helped increase retail sales.
2. From 1998 through mid 2003, Americans were refinancing their existing home mortgages in record-setting numbers. In doing so, they have taken advantage of very low mortgage interest rates. Many homeowners have also increased the balance of their mortgages, taking advantage of rising home values, thereby increasing their borrowing power. During 2002, U.S. consumers took almost \$200 billion of equity out of their homes through mortgage refinancing, a trend that was largely responsible for the overall health of the U.S. economy during this period. Indeed, these households have put these funds back into the economy through spending. Meanwhile, consumers have been further driving retail sales by increasing personal debt levels. By the beginning of 2003, household debt reached a level equal to 80% of America's GDP.
3. The sale of gasoline is included in retail sales figures. High prices per gallon for gasoline have likewise shown up in the growth of total retail sales in America.
4. Another matter to consider when evaluating retail sales growth is the exceptionally low rate of inflation that the U.S. has enjoyed in recent years (due to factors that include impressive growth in business productivity and low prices for imported goods—especially those made in China). Inflation has been more or less 2% per year recently (running from slightly below 2% to slightly above 3% per year since 1990).

Future retail growth will depend on a number of factors. Positive forces at work in the retail market today include:

- Very low interest rates
- Easy availability of consumer credit
- Falling unemployment rates
- Very low inflation
- A relatively low personal savings rate

Negative factors include:

- Limited growth in the job market
- Bankruptcies at major chains such as Kmart

- Consumers with record high debt levels defaulting on credit card balances, home mortgages and other loans at an alarming rate. The number of personal bankruptcies reached an all-time high during the 12 months ending on June 30, 2003: 1.61 million filings, up 30% over the previous 12-month period.
- Global terrorism, tension and uncertainty
- Significant continued layoffs at larger corporations requiring job migration and leading to large numbers of consumers employed as temp workers

6.2 Regional Retail Trends

According to the Pyramid Brokerage Company, the greater Syracuse retail market should remain stable in 2004 as new regional projects, owners, and conversions continue to generate activity and attract new tenants. Syracuse retail can expect to maintain this positive influx of tenants absorbing existing and new square footage for the near-term.

Major retailers are focusing on the eastern, northern, and western suburbs of the Syracuse market. Kohl's has constructed stores in Clay and Fayetteville. Mega-Marshall's has taken over the former Ames stores in Fairmount Fair and DeWitt Commons. The former Camillus Mall was sold and the site will be redeveloped to accommodate a Wal-Mart Supercenter along with a Lowe's. Lowe's, the home improvement giant, is looking to penetrate the Syracuse market with 4-5 new stores.

Of particular concern to the Village of Liverpool is the advancement of Wal-Mart in the area. In addition to the Camillus store, the big box retailer is in the process of advancing additional regional projects including a Liverpool Supercenter on Route 57 just north of the Thruway. The proposed 204,000-square foot store would be situated on a 35-acre site (0.13 floor area ratio) at the intersection of 57 and the Liverpool Bypass. On-site surface parking facilities would accommodate over 1,000 vehicles.

In response to the proposed Wal-Mart, a group of area civic leaders has formed a citizen organization, *Liverpool First*, to block the project. Of particular concern to the residents are the project's traffic and quality of life impacts. Route 57/Oswego St is already considered to be overly congested, unsafe, and detrimental to the Village core's merchants. In addition, members feel that the Village merchants will not be able to compete with Wal-Mart's economies of scale and will eventually have to close, thereby reducing the Village core to a limited number and range of businesses. The Town of Salina Planning Board is currently awaiting Wal-Mart's revised DEIS (Draft Environmental Impact Statement).

Other traditional retail centers in the region have been successful by distinguishing themselves from suburban models. According to residents and commercial brokers, the Villages of Skaneateles and Baldwinsville are prospering examples of smaller communities with vibrant downtown cores. The success of the two Villages can be attributed to a number of marketing and locational factors. Of particular note to the Village of Liverpool, Skaneateles and Baldwinsville have both engaged their waterfronts by integrating retail opportunities and community events. Expanding upon the natural assets is a variety of specialty shops, restaurants, and entertainment venues. Rather than competing directly with large format suburban retail, the places have created special destinations that emphasize the traditional character of their urban environments and their historical connections to bodies of water.

In Syracuse, the expansion of the 1.5 million square foot Carousel Center Mall into the 5 million square foot DestiNY USA resort destination has begun to make progress as the developer and state representatives negotiate an economic incentives package. Recently, the authorization of federal "green bonds", tax-exempt bonds that could help finance the environmentally friendly technologies and materials planned for DestiNY, was added as an amendment to a U.S. Senate bill. The tax break goes to the bond buyers, but Pyramid would be able to borrow money at lower interest rates, reducing financing costs. The "stamp of approval" from the federal government will be very helpful when Pyramid enters the bond market to secure financing for Destiny, Congel Pyramid's president said. On the state level, Pyramid officials say before they begin the expansion, they need the Legislature to approve a measure that would promise the project's Empire Zone benefits wouldn't be withdrawn early.

According to project information provided by the development team, DestiNY USA is expected to have a significant impact on the Upstate New York economy. In addition to 122,000 new jobs statewide, economic impacts projected include:

- 35 million visitors annually, including 12 million out-of-state visitors and more than 2 million international tourists
- Out-of-state visitors will spend an estimated \$412 per person during a three to four day stay.
- \$6.1 billion for the Upstate New York economy annually with an economic impact of \$12.5 billion statewide
- \$404 million in additional New York State tax revenue
- \$254 million annually in new sales tax revenues for localities across Upstate New York. (including \$92.7 million for Onondaga County; of which Liverpool is a part)

The potential impact of the DestiNY project upon the Village of Liverpool remains uncertain. Given the present hierarchy of roads, negative externalities could include increased noise and air pollution, vibration, and congestion associated with added through traffic en route to the new attraction. The distinctness of the two retail environments, however, should render most Village merchants immune to a possible loss in business.

6.3 Local Retail Trends

The Village of Liverpool study area is a strong local retail environment. The area consists of three primary commercial corridors, 1st St, 2nd St, and Oswego St.

1st St is a traditional Main Street-type environment with pedestrian-friendly features including sidewalks, ground floor retail, street plantings, little or no building setbacks, historic architecture, and on-street parking buffering shoppers from moving vehicles. Limited visibility and problematic access into the corridor make it largely a shopping destination. That is, patrons of 1st must first know about the street's establishments and be aware of how to access them at different times.

Oswego St, on the other hand, is highly visible and is characterized by auto-oriented businesses catering to through traffic passing through the Village of Liverpool to points north and south.

With a mix of institutional uses and office space, 2nd St represents a transition between the two environments.

Despite increasing competition from suburban retail centers, the Village study area's three corridors maintain a healthy mix of merchants including neighborhood services. Three primary activity centers, roughly forming a triangle in the Village core, help support smaller retailers. The Liverpool Public Library, Nichols Supermarket, and the Retreat Restaurant are the equivalent of anchors within an enclosed shopping mall. According to surveys and interviews with local residents and business owners, the three institutions generate high levels of pedestrian and vehicular traffic for the Village core. Along with their proximity to one another, the triangular situation of the sites often brings shoppers and visitors past the smaller places of business. Furthermore, the peak hours for each anchor do not necessarily overlap. Along with the steady stream of day and evening activity generated by the Liverpool Public Library and Nichol's, the Retreat's nightly patronage affords the study area a level of continuous use not seen in many other neighborhood business districts.

Despite the presence of the three anchors and the added attraction of Onondaga Lake Park, some smaller retailers are struggling or have already left the Village core. Owners of some of these businesses report a number of frustrations with the retail environment including poor signage, few spillover effects from Onondaga Park activities, and problematic vehicular access given the traffic and turn restrictions on Oswego St.

6.4 Retail Sales

Retail sales for the Village core study area were estimated using ESRI Business Solutions data as baseline figures. Figures were then adjusted in accordance with regional industry data from the Urban Land Institute's *Dollars and Cents of Neighborhood Shopping Centers* and an online resource, BizStats (see *Table 23: Study Area Sales & Sales per Square Foot*).

In 2003, the Village's 17 retail trade establishments account for over an estimated \$14 million in annual sales. Given their building sizes, the establishments average approximately \$230 per square foot in annual sales. The 9 food & drinking establishments account for another \$7.5 million in sales within the Village study area. This value equates to approximately \$260 per square foot in annual sales.

Table 23: Study Area Estimated Retail Sales & Sales per Square Foot, 2003

NAICS* Sector	Number of Establishments	Estimated Annual Sales	Average Square Feet	Sales / Square Foot	Sales / Establishment
Electronics & Appliance Stores	3	\$975,000	1,900	\$171.05	\$325,000
Specialty Retail*	7	\$2,100,000	2,300	\$130.43	\$300,000
Food & Beverage	3	\$10,000,000	11,000	\$303.03	\$3,333,333
Personal Services Retail**	4	\$1,000,000	1,600	\$156.25	\$250,000
Total Retail Trade	17	\$14,075,000	3,600	\$229.98	\$827,941
Eating & Drinking Establishments	9	\$7,500,000	3,200	\$260.42	\$833,333
Total Retail Trade and Food & Drink	26	\$21,575,000	3,462	\$239.72	\$829,808

Source: BBP Associates, ESRI Business Solutions, Urban Land Institute, BizStats

* Clothing, Home & Garden, Used Merchandise

** Health, Personal Care, Florists, Office Supplies, Gifts

6.5 Market Sources

The Village of Liverpool’s retail market “captures” a certain amount of its sales from residents living within the primary market area, the secondary market area, and outside the secondary market area. In other words, residents living within these market areas can be expected to make a certain amount of retail purchases within the Village core study area. The study area also garners sales from other non-market area residents such as Onondaga Lake visitors, Village core employees, and households living outside of the primary and secondary market areas (collectively known as the “other” market area).

Based on discussions with study area business owners and industry knowledge, market source breakdowns vary considerably depending on the nature of the establishment. As depicted in Table 24, sales from within the primary market area are estimated to range from 30 percent for eating & drinking establishments to 70 percent for personal services retail (e.g. health, personal care, florists, office supplies). In other words, 30 percent of the former’s customer base are residents within the primary market area compared with 70 percent for the latter.

With an estimated 50 percent of sales coming from the primary market area, specialty retail stores including clothing, home & garden, and gifts is a second category with a large consumer base in terms of geography. The unique shops including antiques and specialty clothing reported a clientele from well beyond the primary and secondary market areas. Their widespread appeal coupled with the regional draw of Village restaurants helps explain the relatively large share of sales (28 percent) coming from outside the primary and secondary market areas.

Based on this analysis, approximately \$10.6 million, or 60 percent of the study area’s retail and food & drink expenditures, is made by households living within the primary market area, while \$5 million, or 23 percent of the expenditures, is made by households living within the secondary market area. The remaining \$6 million, or 28 percent, is made by households from outside the confines of the two market areas.

Table 24: Village of Liverpool, Estimated Retail Sales by Market Source, 2003

NAICS* Sector	Primary Market Area		Secondary Market Area		Other Market Area		Total
	Total Sales	Percent Expenditures	Total Sales	Percent Expenditures	Total Sales	Percent Expenditures	
Electronics & Appliance Stores	\$585,000	60%	\$195,000	20%	\$195,000	20%	\$975,000
Specialty Retail*	\$1,050,000	50%	\$630,000	30%	\$420,000	20%	\$2,100,000
Food & Beverage	\$6,000,000	60%	\$2,500,000	25%	\$1,500,000	15%	\$10,000,000
Personal Services Retail**	\$700,000	70%	\$200,000	20%	\$100,000	10%	\$1,000,000
Total Retail Trade	\$8,335,000	59%	\$3,525,000	25%	\$2,215,000	16%	\$14,075,000
Eating & Drinking Establishments	\$2,250,000	30%	\$1,500,000	20%	\$3,750,000	50%	\$7,500,000
Total Retail Trade and Food & Drink	\$10,585,000	49%	\$5,025,000	23%	\$5,965,000	28%	\$21,575,000

Source: BBP Associates

* Clothing, Home & Garden, Used Merchandise, Gifts

** Health, Personal Care, Florists, Office Supplies, Stationery

6.6 Market Capture Rates

The estimation of sales within the primary and secondary market areas allows for the calculation of market area capture rates. That is, the study area's sales within the primary and secondary market area represent a share or "capture" of total market area expenditures. Whereas a larger share represents a strong presence within a given market area, a smaller share suggests a limited degree of market penetration. That which is not captured represents the net leakage, the amount of expenditures that take place outside of the study area.

Overall the Village study area captures approximately 16 percent of all retail and food & drink expenditures by primary market area households. The study area's food & beverage retailers exhibit the strongest capture rates. Of the \$18 million in food & beverage store expenditures, the 3 establishments in the study area capture \$6 million or 33 percent. Eating & drinking establishments including restaurants, diners, and bars also do well within the primary market area. Of nearly \$8 million in expenditures, the 9 study area establishments capture \$2.2 million or 28 percent.

Village specialty retail stores, on the other hand, capture only 3.5 percent of primary market area expenditures. Their limited primary market penetration can be explained by the nature of their goods. The relatively limited and specialized products and services they provide appeal to a much broader market. That is, patrons are much more likely to travel longer distances to make specialty retail purchases within the study area, thereby lowering the reliance upon local expenditures.

Table 25: Net Leakage - Village of Liverpool Primary Market Area, 2003

NAICS* Sector	Total Sales	Total Expenditures***	Net Leakage	Percent Leakage	Percent Capture
Electronics & Appliance Stores	\$585,000	\$2,550,811	(\$1,965,811)	-77.1%	22.9%
Specialty Retail*	\$1,050,000	\$29,778,329	(\$28,728,329)	-96.5%	3.5%
Food & Beverage	\$6,000,000	\$18,162,276	(\$12,162,276)	-67.0%	33.0%
Personal Services Retail**	\$700,000	\$7,081,147	(\$6,381,147)	-90.1%	9.9%
Total Retail Trade	\$8,335,000	\$57,572,563	(\$49,237,563)	-85.5%	14.5%
Eating & Drinking Establishments	\$2,250,000	\$7,916,099	(\$5,666,099)	-71.6%	28.4%
Total Retail Trade and Food & Drink	\$10,585,000	\$65,488,662	(\$54,903,662)	-83.8%	16.2%

Source: BBP Associates, ESRI Business Solutions

* Clothing, Home & Garden, Used Merchandise, Gifts

** Health, Personal Care, Florists, Office Supplies, Stationery

*** Expenditures are for the ring outside of the primary market area but inside a 5-minute drive time

Given the larger geographic area and its diversity of retailers, study area capture rates decline significantly within the secondary market area (see *Table 26: Net Leakage & Capture Rates – Village of Liverpool Secondary Market Areas*). Reflecting the notoriety of some of the Village's restaurants within the Syracuse area, the study area's food & drinking establishments exhibit the highest capture rate at 8.8 percent of secondary market area expenditures. Sectors displaying some regional influence include food & beverage stores (6.4 percent) and electronics & appliance stores (3.6 percent). Retailers serving primarily local populations including specialty

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retail and personal services establishments predictably exhibit low capture rates of 1 percent and 1.3 percent respectively.

Table 26: Net Leakage & Capture Rates - Village of Liverpool Secondary Market Area, 2002

NAICS* Sector	Total Sales	Total Expenditures	Net Leakage	Percent Leakage	Percent Capture
Electronics & Appliance Stores	\$195,000	\$5,434,191	(\$5,239,191)	-96.4%	3.6%
General Merchandise*	\$630,000	\$63,296,934	(\$62,666,934)	-99.0%	1.0%
Food & Beverage	\$2,500,000	\$38,797,502	(\$36,297,502)	-93.6%	6.4%
Personal Services Retail**	\$200,000	\$14,893,387	(\$14,693,387)	-98.7%	1.3%
Total Retail Trade	\$3,525,000	\$122,422,014	(\$118,897,014)	-97.1%	2.9%
Food & Drinking Establishments	\$1,500,000	\$16,956,778	(\$15,456,778)	-91.2%	8.8%
Total Retail Trade and Food & Drink	\$5,025,000	\$139,378,792	(\$134,353,792)	-96.4%	3.6%

Source: BBP Associates, ESRI Business Solutions

* Clothing, Home & Garden, Used Merchandise, Gifts

** Health, Personal Care, Florists, Office Supplies, Stationery

VII. LIVERPOOL RETAIL MARKET AND BUSINESS DEVELOPMENT SURVEY

Consumer intercept surveys, as the name suggests, aim to intercept consumers or potential consumers in a random manner and deliver a short structured questionnaire on their consumer habits, preferences, perceptions, and behavior.

The purpose of the retail consumer intercept survey for the Village of Liverpool was to, as much as possible, survey visitors to the Village to determine their shopping patterns and what kinds of retail goods and services they would like to see expanded or improved in the Village of Liverpool. This survey is part of the retail market and strategic plan being conducted to guide future decisions related to business development and enhancement within the Village

In December of 2003, volunteers administered the survey at strategic locations throughout the Village including the Liverpool Public Library, Café Dolce, Winterberries, CNY Yoga, and the intersection of 1st and Vine St. Some of the key findings included:

- ❑ 77 completed surveys
- ❑ 64% Female
- ❑ 35% between the ages of 50 – 64
- ❑ 9% over 65 years of age
- ❑ 7% between the ages of 18 – 29
- ❑ 87% access Liverpool to live, work, shop, and recreate by driving
- ❑ Of rated attributes, *convenient location, ease of access, and overall attractiveness / cleanliness* ranked the highest.
- ❑ Of rated attributes, *variety of goods & services, parking, and cost of goods & services* ranked the lowest.
- ❑ Of possible retail enhancements, *entertainment, full-service fine dining, and modestly priced restaurant or café / deli* were the most desired.
- ❑ Of possible retail enhancements, *furniture / home furnishings / hardware, personal services, new or improved housing, and business services* were the least desired.
- ❑ Of potential design interventions, *traffic calming, enhanced orientation to the waterfront & park, and enhanced walkability* were deemed the most important.
- ❑ 34% live in Liverpool (21% - Clay, 16% - Salina)
- ❑ 19% work in Liverpool (26% - Syracuse, 21% - Unemployed)

VIII. MARKET OPPORTUNITIES

8.1 Constraints

A number of factors constrain the study area's retail environment. Unlike some of the other Village communities in the area, Liverpool lacks a coherent retail and/or destination theme. Despite attracting specialty retail shoppers and diners from outside the primary and secondary market areas, the study area doesn't convey a single image or theme whereby it can be identified. Although many of these shoppers and diners come from afar, they tend to come to access a single establishment rather than the area in its entirety.

Perhaps due to the single purposefulness of shoppers and diners, some merchants and survey respondents reported vehicular constraints within the study area. The Village is reported to lack adequate parking facilities. Because many patrons are accessing a single establishment, they expect to be able to park directly in front of their destinations. Peak periods at the study area's anchors and Onondaga Lake Park sometimes frustrate these expectations. Other vehicular issues include access into the study area during commuting periods and the hostile pedestrian environment created by the heavy through traffic.

Further diminishing the pedestrian environment are gaps in the urban fabric and poor linkages between the Village and Onondaga Lake. A number of surface parking facilities and vacant lots break both visual and retail continuity for pedestrians, thereby discouraging them from walking further and potentially patronizing establishments. Similarly, Onondaga Lake Park users are not enticed to enter the Village with attractive and discernible pedestrian linkages. Wayfinding devices, in general, are reported to be inadequate in and around the study area.

8.2 Opportunities

Merchants Association

The Liverpool Village Merchants Association has helped foster unity and create synergy among the downtown retailers. In addition to increasing levels of communication between merchants, the new organization has helped organize and coordinate new annual Village/retail events such as the Halloween Festival. Given the need for a unified response to regional developments and current retail dynamics, the Association provides the Village of Liverpool with a strong private sector asset.

Open Spaces

The study area possesses three significant open spaces that are reported to be well utilized. Along with adding to the vitality of the Village, the users of these recreational facilities are potential patrons of study area establishments. The Village's Washington and Johnson Parks are functional civic spaces that offer live entertainment during the summer and ice skating during the winter. Unlike the "park-and-run/skate/bike" nature of the County's heavily trafficked trail, new Onondaga Lake Park attractions (bocce ball pits, shuffleboard, skateboard park, playground) promise to bring more park users to the area for extended periods of time. With adequate signage and targeted marketing efforts, the Village merchants have the potential to capture a larger portion of the players and spectators of these new attractions.

Niche Retail Markets

The study area has the potential to enhance its existing specialty retail and eating & drinking components. The success of existing establishments suggests that the Village is already a recognized destination for these sectors. Additional women’s specialty clothing, antiques, and gifts retailers would increase the level of recognition and help create a unique retail destination. More restaurants and/or drinking establishments would further enhance the environment. Potential diners would be attracted by the array of options and the ability to shop both before and after their meals.

Community Tapestry™ Profiles, *Retail Market and Business Development Survey* results, and primary market area spending patterns all suggest that the Village could support an entertainment venue. *Rustbelt Retirees* enjoy dining out and attending cultural events including musicals and live theatre. When asked how they would like to see the Village of Liverpool enhanced, survey respondents indicated the highest demand for “entertainment” such as a theatre or a museum. Primary market area respondents are already more likely to frequent entertainment venues than the national average. Table 27 displays the percentage of adults who have attended various entertainment/dining establishments in a 6-month period. A Market Potential Index above 100 indicates that the population participates in the activity above the national average. Should the Village develop its status as an entertainment destination (including Park and lakefront recreation), it would help add to the retail synergy created by the specialty retail and dining components.

Table 27: Market Potential Index - Primary Market Area, 2003

Entertainment/Dining (last 6 months)	Percentage	
	of Adults	MPI
Movies	65.4%	105
Live Theater	18.0%	120
Musical Performance	25.2%	112
Bar/Night Club	21.3%	110
Family Restaurant, 1-2 visits	24.0%	100
Family Restaurant, 2-3 visits	23.4%	112
Family Restaurant, 4 or more visits	27.4%	109

Source: ESRI Business Solutions, BBP Associates

Mixed-Use Residential

Strong future retail competition in the secondary marketplace will demand that the study area increase its sales between primary and other market sources. One way to increase primary market sales is to increase the size of the primary or local population. Unlike suburban retail environments, mixed-use neighborhoods like Armory Square in Syracuse possess a critical mass of at-place residents directly above or within easy walking distance of retail and dining opportunities. In addition to helping support eating & drinking establishments, these residents provide a market for convenience retail and neighborhood services. Residential activity proximate to or within the Village would, in turn, help build a more appealing critical mass of consumers for additional retailers and restaurateurs.

Although population trends do not suggest a demand for new housing in the Village core, well-designed attractive products appealing to empty nesters and young professionals should be in position to capture a share of growth in selected age cohort categories. Given an aging population disinclined to move out of the area and the local amenities, there might be an untapped latent demand for lower maintenance residential products. With the proper amenities package, new residential units have the potential to capture these households as they transfer from their single family detached homes.

A projected decline for the 65-74 age group suggests there is a shortage of these transitional housing products. The other four age cohorts over 45 years old are all projected to grow in the primary and secondary market areas. Most of this cohort growth can be attributed to the baby boom generation advancing in the life cycle. Projected growth in 15-24 cohort suggests there is also some potential to retain young adults during first-time household formation.

The location and underutilization of the area bounded by 1st St, Lake Dr, and South Willow St offer significant opportunities for mixed-use redevelopment with a residential component. Given the continuing effort to improve the water quality of Onondaga Lake, Liverpool's waterfront views combined with Park access are amenities steadily increasing in value. Target residential market segments could include active adults with strong local attachments seeking to age in place, assisted living & continuing care populations, and newly forming households. Potential site amenities could include Onondaga Lake views, convenience living, recreation, and a charming village environment complete with neighborhood services.

IX. FUTURE SALES PROJECTIONS

9.1 Introduction

Local, regional, and national retail dynamics can be expected to impact sales within the Village of Liverpool’s study area over the course of the near-term. Consequently, the following projections are based on three sets of assumptions.

Anticipating constant incremental growth through 2008, the first sales projection provides a baseline whereby other potential scenarios can be judged. The second projection assumes the proposed Wal-Mart Supercenter will be built as planned. In the Village Enhancement projection, in addition to Wal-Mart being built, it is assumed that public and private stakeholders will take steps to reinvent and remarket the study area as a destination for both specialty retail and eating & drinking experiences.

The Village Enhancement projected sales are based on a targeted retail marketing and improvement strategy. Additional recommendations will be included in a future memorandum. A brief initial summary is presented below.

9.2 Trendline Projections

Tables 28 & 29 display trendline projections for retail sales in the study area and expenditures for the primary and secondary market areas through 2008. The figures provide a baseline whereby alternative projections can be judged. Trendline projections assume that public and private (e.g. Merchants Association) actions on behalf of the study area in the form of infrastructure improvements and marketing efforts (e.g. Halloween Festival, some joint marketing) will continue as currently planned and programmed. In both market areas, the sales in the study area are expected to grow at a constant rate, thereby maintaining current capture rates. The projections do not assume there will be any new interventions within the study area or major developments affecting the study area.

Table 28: 2008 Trendline - Study Area Capture Rates within Primary Market Area

NAICS* Sector	Total Sales	Total Expenditures	Net Leakage	Percent Leakage	Percent Capture
Electronics & Appliance Stores	\$645,887	\$2,816,301	(\$2,170,414)	-77.1%	22.9%
Specialty Retail*	\$1,159,285	\$32,877,681	(\$31,718,397)	-96.5%	3.5%
Food & Beverage	\$6,624,485	\$20,052,620	(\$13,428,135)	-67.0%	33.0%
Personal Services Retail**	\$772,857	\$7,818,158	(\$7,045,302)	-90.1%	9.9%
Total Retail Trade	\$9,202,513	\$63,564,762	(\$54,362,248)	-85.5%	14.5%
Eating & Drinking Establishments	\$2,484,182	\$8,740,013	(\$6,255,831)	-71.6%	28.4%
Total Retail Trade and Food & Drink	\$11,686,695	\$72,304,775	(\$60,618,079)	-83.8%	16.2%

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Table 29: 2008 Trendline - Study Area Capture Rates within Secondary Market Area

NAICS* Sector	Total Sales	Total Expenditures	Net Leakage	Percent Leakage	Percent Capture
Electronics & Appliance Stores	\$215,296	\$5,999,786	(\$5,784,490)	-96.4%	3.6%
Specialty Retail*	\$695,571	\$69,884,930	(\$69,189,359)	-99.0%	1.0%
Food & Beverage	\$2,760,202	\$42,835,577	(\$40,075,375)	-93.6%	6.4%
Personal Services Retail**	\$220,816	\$16,443,503	(\$16,222,687)	-98.7%	1.3%
Total Retail Trade	\$3,891,885	\$135,163,796	(\$131,271,911)	-97.1%	2.9%
Eating & Drinking Establishments	\$1,656,121	\$18,721,653	(\$17,065,532)	-91.2%	8.8%
Total Retail Trade and Food & Drink	\$5,548,006	\$153,885,449	(\$148,337,443)	-96.4%	3.6%

Source: BBP Associates, ESRI Business Solutions

* Clothing, Home & Garden, Used Merchandise, Gifts

** Health, Personal Care, Florists, Office Supplies, Stationery

Table 30 displays the breakdown of market sources in 2008 given the trendline projections. Projected at a constant rate, the percentage of expenditures within each market area does not change from the 2003 market source breakdown displayed in Table 24.

Table 30: Estimated Retail Sales by Market Source, 2008 - Trendline

NAICS* Sector	Primary Market Area		Secondary Market Area		Other Market Area		Total
	Total Sales	Percent Expenditures	Total Sales	Percent Expenditures	Total Sales	Percent Expenditures	
Electronics & Appliance Stores	\$645,887	60%	\$215,296	20%	\$215,296	20%	\$1,076,479
Specialty Retail*	\$1,159,285	50%	\$695,571	30%	\$463,714	20%	\$2,318,570
Food & Beverage	\$6,624,485	60%	\$2,760,202	25%	\$1,656,121	15%	\$11,040,808
Personal Services Retail**	\$772,857	70%	\$220,816	20%	\$110,408	10%	\$1,104,081
Total Retail Trade	\$9,202,513	59%	\$3,891,885	25%	\$2,445,539	16%	\$15,539,937
Eating & Drinking Establishments	\$2,484,182	30%	\$1,656,121	20%	\$4,140,303	50%	\$8,280,606
Total Retail Trade and Food & Drink	\$11,686,695	49%	\$5,548,006	23%	\$6,585,842	28%	\$23,820,543

Source: BBP Associates

* Clothing, Home & Garden, Used Merchandise, Gifts

** Health, Personal Care, Florists, Office Supplies, Stationery

Total Retail trade sales including eating & drinking establishments would advance from approximately \$21 million to \$23 million over the period (see *Table 31: Study Area Projected Change in Retail Sales, 2003-2008 – Trendline*). This represents an increase of \$2 million or 10 percent. Given the assumed constant rate of growth, each retail sector would increase sales at the same rate.

Table 31: Study Area Projected Change in Retail Sales, 2003-2008 - Trendline

NAICS* Sector	Sales		Change	
	2003	2008	Amount	Percent
Electronics & Appliance Stores	\$975,000	\$1,076,479	\$101,479	10.4%
Specialty Retail*	\$2,100,000	\$2,318,570	\$218,570	10.4%
Food & Beverage	\$10,000,000	\$11,040,808	\$1,040,808	10.4%
Personal Services Retail**	\$1,000,000	\$1,104,081	\$104,081	10.4%
Total Retail Trade	\$14,075,000	\$15,539,937	\$1,464,937	10.4%
Eating & Drinking Establishments	\$7,500,000	\$8,280,606	\$780,606	10.4%
Total Retail Trade and Food & Drink	\$21,575,000	\$23,820,543	\$2,245,543	10.4%

Source: BBP Associates, ESRI Business Solutions

* Clothing, Home & Garden, Used Merchandise, Gifts

** Health, Personal Care, Florists, Office Supplies, Stationery

9.3 Trendline with Wal-Mart Projections

The potential development of the Wal-Mart Supercenter north of the Thruway can be expected to have a significant impact upon the sales and capture rates within the Village study area. Tables 32 & 33 display the potential impact of the large format retailer. Projections suggest that retail categories will be adversely affected. *Specialty Retail* and *Personal Services* are projected to be impacted to a lesser degree and Eating & Drinking Establishments should experience relatively no impact.

Given the opening of Wal-Mart, the sales of *Electronics & Appliance*, *Specialty Retail*, *Food & Beverage*, and *Personal Services* stores are projected to be approximately 10 percent lower than 2008 trendline figures for the primary market area. Given its accessible location and its ability to intercept shoppers from the northwest suburbs, Wal-Mart can be expected to have a greater impact upon secondary market dynamics. Projections for the secondary market area suggest that the sales for the sectors will be approximately 30 percent lower than trendline figures.

Table 32: 2008 Wal-Mart Scenario - Study Area Capture Rates within Primary Market Area

NAICS* Sector	Total Sales	Total Expenditures	Net Leakage	Percent Leakage	Percent Capture
Electronics & Appliance Stores	\$581,299	\$2,816,301	(\$2,235,003)	-79.4%	20.6%
Specialty Retail*	\$1,043,356	\$32,877,681	(\$31,834,325)	-96.8%	3.2%
Food & Beverage	\$5,962,036	\$20,052,620	(\$14,090,584)	-70.3%	29.7%
Personal Services Retail**	\$695,571	\$7,818,158	(\$7,122,588)	-91.1%	8.9%
Total Retail Trade	\$8,282,262	\$63,564,762	(\$55,282,499)	-87.0%	13.0%
Eating & Drinking Establishments	\$2,484,182	\$8,740,013	(\$6,255,831)	-71.6%	28.4%
Total Retail Trade and Food & Drink	\$10,766,444	\$72,304,775	(\$61,538,331)	-85.1%	14.9%

Table 33: 2008 Wal-Mart Scenario - Study Area Capture Rates within Secondary Market Area

NAICS* Sector	Total Sales	Total Expenditures	Net Leakage	Percent Leakage	Percent Capture
Electronics & Appliance Stores	\$150,707	\$5,999,786	(\$5,849,079)	-97.5%	2.5%
Specialty Retail*	\$486,900	\$69,884,930	(\$69,398,030)	-99.3%	0.7%
Food & Beverage	\$1,932,141	\$42,835,577	(\$40,903,436)	-95.5%	4.5%
Personal Services Retail**	\$154,571	\$16,443,503	(\$16,288,931)	-99.1%	0.9%
Total Retail Trade	\$2,724,319	\$135,163,796	(\$132,439,476)	-98.0%	2.0%
Eating & Drinking Establishments	\$1,656,121	\$18,721,653	(\$17,065,532)	-91.2%	8.8%
Total Retail Trade and Food & Drink	\$4,380,441	\$153,885,449	(\$149,505,008)	-97.2%	2.8%

Source: BBP Associates, ESRI Business Solutions

* Clothing, Home & Garden, Used Merchandise, Gifts

** Health, Personal Care, Florists, Office Supplies, Stationery

Table 34 displays the retail sales by market source given the introduction of Wal-Mart within the secondary market area. In addition to decreasing sales within the study area, Wal-Mart can be expected to alter significantly the market source breakdown. Compared to the existing balance (Table 24), reliance on the primary market area for retail trade sales can be expected

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to increase significantly as Wal-Mart begins to intercept expenditures from the secondary market area and beyond. The breakdown for eating & drinking establishments is not expected to differ from trendline projections.

Table 34: Estimated Retail Sales by Market Source, 2008 - Wal-Mart

NAICS* Sector	Primary Market Area		Secondary Market Area		Other Market Area		Total
	Total Sales	Expenditures Percent	Total Sales	Expenditures Percent	Total Sales	Expenditures Percent	
Electronics & Appliance Stores	\$581,299	68%	\$150,707	18%	\$119,164	14%	\$851,169
General Merchandise*	\$1,043,356	59%	\$486,900	27%	\$249,111	14%	\$1,779,367
Food & Beverage	\$5,962,036	68%	\$1,932,141	22%	\$877,131	10%	\$8,771,309
Personal Services Retail**	\$695,571	76%	\$154,571	17%	\$63,989	7%	\$914,131
Total Retail Trade	\$8,282,262	67%	\$2,724,319	22%	\$1,309,395	11%	\$12,315,977
Food & Drinking Establishments	\$2,484,182	30%	\$1,656,121	20%	\$4,140,303	50%	\$8,280,606
Total Retail Trade and Food & Drink	\$10,766,444	52%	\$4,380,441	21%	\$5,449,698	26%	\$20,596,583

Source: BBP Associates

* Clothing, Home & Garden, Used Merchandise, Gifts

** Health, Personal Care, Florists, Office Supplies, Stationery

Table 35 displays the projected change in study area retail sales between 2003 and 2008. Total Retail Trade sales including eating & drinking establishments would decline from approximately \$21 million to \$20 million over the period. This represents an overall decrease of nearly \$1 million or 4 percent. Whereas eating & drinking establishments are expected to be relatively unaffected by the new Wal-Mart, other retail sectors are projected to experience a 9 to 15 percent decline in sales.

Table 35: Study Area Projected Change in Retail Sales, 2003-2008 - Wal-Mart

NAICS* Sector	Sales		Change	
	2003	2008	Amount	Percent
Electronics & Appliance Stores	\$975,000	\$851,169	-\$123,831	-12.7%
Specialty Retail*	\$2,100,000	\$1,779,367	-\$320,633	-15.3%
Food & Beverage	\$10,000,000	\$8,771,309	-\$1,228,691	-12.3%
Personal Services Retail**	\$1,000,000	\$914,131	-\$85,869	-8.6%
Total Retail Trade	\$14,075,000	\$12,315,977	-\$1,759,023	-12.5%
Eating & Drinking Establishments	\$7,500,000	\$8,280,606	\$780,606	10.4%
Total Retail Trade and Food & Drink	\$21,575,000	\$20,596,583	-\$978,417	-4.5%

Source: BBP Associates, ESRI Business Solutions

* Clothing, Home & Garden, Used Merchandise, Gifts

** Health, Personal Care, Florists, Office Supplies, Stationery

9.4 Village Enhancement

The Village Enhancement projections assume that public and private interests will adopt a proactive approach towards the study area's retail environment by implementing a targeted marketing and improvement strategy. The strategy will include the creation of a regional retail destination by expanding and enhancing specialty retail and eating & drinking opportunities. Given the assumed development of Wal-Mart in the secondary market area, primary marketing efforts directed towards a more local population will increase.

Overall, sector capture rates are expected to increase in the primary market area and decrease in the secondary market area (see Tables 36 & 37). Compared with trendline projection, the total primary market area retail sales capture rate including eating & drinking establishments is projected to increase by 5 percent. The capture rates for specialty retail and eating & drinking would increase by over 40 percent and 10 percent respectively.

Within the secondary market area, the capture rates for electronics & appliances, food & beverage, and personal services are all projected to decrease by over 10 percent while specialty retail and eating & drinking establishments would increase their captures of the secondary market area by 20 and 10 percent respectively.

Table 36: 2008 Village Enhancement Primary Market Capture Rates

NAICS* Sector	Total Sales	Total Expenditures	Net Leakage	Percent Leakage	Percent Capture
Electronics & Appliance Stores	\$613,593	\$2,816,301	(\$2,202,709)	-78.2%	21.8%
Specialty Retail*	\$1,643,884	\$32,877,681	(\$31,233,797)	-95.0%	5.0%
Food & Beverage	\$6,624,485	\$20,052,620	(\$13,428,135)	-67.0%	33.0%
Personal Services Retail**	\$772,857	\$7,818,158	(\$7,045,302)	-90.1%	9.9%
Total Retail Trade	\$9,654,818	\$63,564,762	(\$53,909,943)	-84.8%	15.2%
Eating & Drinking Establishments	\$2,732,600	\$8,740,013	(\$6,007,413)	-68.7%	31.3%
Total Retail Trade and Food & Drink	\$12,387,418	\$72,304,775	(\$59,917,356)	-82.9%	17.1%

Table 37: 2008 Village Enhancement Secondary Market Capture Rates

NAICS* Sector	Total Sales	Total Expenditures	Net Leakage	Percent Leakage	Percent Capture
Electronics & Appliance Stores	\$183,001	\$5,999,786	(\$5,816,785)	-96.9%	3.1%
Specialty Retail*	\$834,685	\$69,884,930	(\$69,050,245)	-98.8%	1.2%
Food & Beverage	\$2,346,172	\$42,835,577	(\$40,489,405)	-94.5%	5.5%
Personal Services Retail**	\$187,694	\$16,443,503	(\$16,255,809)	-98.9%	1.1%
Total Retail Trade	\$3,551,552	\$135,163,796	(\$131,612,244)	-97.4%	2.6%
Eating & Drinking Establishments	\$1,821,733	\$18,721,653	(\$16,899,920)	-90.3%	9.7%
Total Retail Trade and Food & Drink	\$5,373,285	\$153,885,449	(\$148,512,163)	-96.5%	3.5%

Source: BBP Associates, ESRI Business Solutions

* Clothing, Home & Garden, Used Merchandise, Gifts

** Health, Personal Care, Florists, Office Supplies, Stationery

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Table 38 displays the retail sales by market source given the Village Enhancement projections. In addition to increasing sales within the study area, the projections can be expected to alter significantly the market source breakdown. Compared to the existing balance (Table 24), reliance on the primary market area for retail trade sales can be expected to increase as marketing efforts attract more local patrons and Wal-Mart begins to intercept expenditures from the secondary market area. The far-reaching appeal of the specialty retail sector should help offset the influence of Wal-Mart in outer markets.

The breakdown for eating & drinking establishments, on the other hand, is expected to change significantly. As the variety of establishments increases and the study area evolves as a dining destination, the sales generated from other markets can be expected to increase.

Table 38: Estimated Retail Sales by Market Source, 2008 - Village Enhancement

NAICS* Sector	Primary Market Area		Secondary Market Area		Other Market Area		Total
	Total Sales	Percent Expenditures	Total Sales	Percent Expenditures	Total Sales	Percent Expenditures	
Electronics & Appliance Stores	\$613,593	61%	\$183,001	18%	\$215,296	21%	\$1,011,890
General Merchandise*	\$1,643,884	54%	\$834,685	27%	\$589,072	19%	\$3,067,641
Food & Beverage	\$6,624,485	62%	\$2,346,172	22%	\$1,656,121	16%	\$10,626,778
Personal Services Retail**	\$772,857	72%	\$187,694	18%	\$110,408	10%	\$1,070,958
Total Retail Trade	\$9,654,818	61%	\$3,551,552	23%	\$2,570,897	16%	\$15,777,267
Food & Drinking Establishments	\$2,732,600	26%	\$1,821,733	17%	\$6,039,413	57%	\$10,593,746
Total Retail Trade and Food & Drink	\$12,387,418	47%	\$5,373,285	20%	\$8,610,309	33%	\$26,371,013

Source: BBP Associates

* Clothing, Home & Garden, Used Merchandise, Gifts

** Health, Personal Care, Florists, Office Supplies, Stationery

Table 39 displays the projected change in study area retail sales between 2003 and 2008. Total retail trade sales including eating & drinking establishments would increase from approximately \$21 million to \$26 million over the period. This represents an increase of nearly \$1 million or 22 percent. Both specialty retailers and eating & drinking establishments would increase sales by over 40 percent or from \$2.1 million to \$3.1 million and \$7.5 million to \$10.6 million respectively. Other retail categories would experience more modest increases of between 4 and 7 percent (compared to 9 to 13 percent declines without the enhancement program).

Table 39: Study Area Projected Change in Retail Sales, 2003-2008 - Village Enhancement

NAICS* Sector	Sales		Change	
	2003	2008	Amount	Percent
Electronics & Appliance Stores	\$975,000	\$1,011,890	\$36,890	3.8%
Specialty Retail*	\$2,100,000	\$3,067,641	\$967,641	46.1%
Food & Beverage	\$10,000,000	\$10,626,778	\$626,778	6.3%
Personal Services Retail**	\$1,000,000	\$1,070,958	\$70,958	7.1%
Total Retail Trade	\$14,075,000	\$15,777,267	\$1,702,267	12.1%
Eating & Drinking Establishments	\$7,500,000	\$10,593,746	\$3,093,746	41.2%
Total Retail Trade and Food & Drink	\$21,575,000	\$26,371,013	\$4,796,013	22.2%

Source: BBP Associates, ESRI Business Solutions

9.5 Comparison

Table 40 displays the three sets of retail sales projections highlighted above. Total sales for 2003 were estimated to be \$21.6 million. Trendline 2008 projections are \$23.8 million excluding the impact of Wal-Mart and \$20.6 million including the impact (decrease in retail sales and an increase in eating & drinking sales) of the new store.

Table 40: Village of Liverpool Study Area Retail Sales Projections

NAICS* Sector	2003 Sales	Trend I*	Trend II**	Village Enhancement
Electronics & Appliance Stores	\$975,000	\$1,076,479	\$851,169	\$1,011,890
Specialty Retail*	\$2,100,000	\$2,318,570	\$1,779,367	\$3,067,641
Food & Beverage	\$10,000,000	\$11,040,808	\$8,771,309	\$10,626,778
Personal Services Retail**	\$1,000,000	\$1,104,081	\$914,131	\$1,070,958
Total Retail Trade	\$14,075,000	\$15,539,937	\$12,315,977	\$15,777,267
Eating & Drinking Establishments	\$7,500,000	\$8,280,606	\$8,280,606	\$10,593,746
Total Retail Trade and Food & Drink	\$21,575,000	\$23,820,543	\$20,596,583	\$26,371,013

Source: BBP Associates

* Excludes the impact of a new Wal-Mart store

** Includes the impact of a new Wal-Mart store

The largest increases in sales are found within the Village Enhancement projections including the impact of Wal-Mart. Overall, sales are expected to advance to \$26.3 million by 2008, an increase of \$4.7 million. Sales at eating & drinking establishments are expected to increase by over \$2 million over the five-year period. The enhancement program is projected to yield an additional \$1 million in sales for both specialty retail and food & beverage stores. Sales at electronics & appliance stores and personal services retail would increase marginally.

X. PROJECTED SUPPORTABLE RETAIL SQUARE FOOTAGE

Table 41 shows the importance of Village Enhancement projections on the existing retail supply. Allowing for growth of up to 10 percent, projected sales increases in electronics & appliances, food & beverage, and personal services retail can be absorbed by the existing establishments. Sales within the 45,100 square feet of existing space are expected to increase 6 to 7 percent from approximately \$11.9 million to \$12.7 million or from \$265 to \$280 per square foot.

Sales within the 44,900 square feet of specialty retail and eating & drinking establishments are expected to advance approximately 42 percent while sales per square foot in existing facilities are only expected to increase by 10 percent from \$9.6 million to \$13.7 million. This leaves “residual” sales potential in specialty retail and eating & drinking establishments of approximately \$750,000 and \$2.3 million respectively.

Table 41: Village Enhancement - New Supportable Retail Square Footage, 2008

NAICS* Sector	2003 Sales	Existing Square Footage	2003 Sales / Square Foot	2008 Retail Sales Village Enhancement	2008 Sales / Square Foot - Trend	Residual Sales to Support New Retail	New Supportable Square Footage
Electronics & Appliance Stores	\$975,000	5,700	\$171	\$1,011,890	\$189	\$0	0
Specialty Retail	\$2,100,000	16,100	\$130	\$3,067,641	\$144	\$749,071	5,202
Food & Beverage	\$10,000,000	33,000	\$303	\$10,626,778	\$335	\$0	0
Personal Services Retail	\$1,000,000	6,400	\$156	\$1,070,958	\$173	\$0	0
Total Retail Trade	\$14,075,000	61,200	\$230	\$15,777,267	\$254	\$749,071	5,202
Eating & Drinking Establishments	\$7,500,000	28,800	\$260	\$10,593,746	\$288	\$2,313,140	8,045
Total Retail Trade and Food & Drink	\$21,575,000	90,000	\$240	\$26,371,013	\$265	\$3,062,211	13,247

Source: BBP Associates, ESRI Business Solutions

* 2003 Building Inventory

Residual sales will have the potential to support additional retail spaces. As displayed in Table 41, this potential of \$750,000 in residual sales for specialty retail could support an additional 5,202 square feet in new space. The new space could be in the form of two to three specialty establishments such as gifts, antiques, clothing (themed), lakefront-oriented sporting goods, or other unique retailers.

Eating & drinking establishments' expected residual sales potential of \$2.3 million could support an additional 8,045 square feet of space. In this case, the new supportable square footage could be in the form of two or three establishments, possibly with entertainment.

XI. IMPLEMENTATION / NEXT STEPS

11.1 Introduction

A vital Village core is critical to Liverpool's Comprehensive Plan. In response to increasing retail competition, *Village Enhancement* promotes the creation of a more destination oriented, pedestrian village core with a blend of mutually supportive retail and residential users in which Liverpool creates a unique environment based on its existing and historic character. The revitalization concept assumes that public and private interests will adopt a proactive approach towards maintaining and revitalizing the Village core by implementing a management, marketing, and improvement strategy. To facilitate their implementation, the *Village Enhancement* objectives and implementation recommendations outlined below should be adopted as a key element of the Village of Liverpool Comprehensive Plan.

11.2 Objectives

Potential *Village Enhancement* objectives could include:

- Use revitalization dialogue to promote action and coordination among stakeholders
- Encourage mixed use development within the Village core including new residential infill
- Improve retail coordination through stronger organization of merchant activities
- Strengthen the downtown's retail mix and enhance linkages between merchants and residents
- Overcome reliance on a retail anchor by creating a stronger and more distinctive destination
- Enhance distinctiveness from big box and suburban retail environments by attracting and promoting mixed use pedestrian friendly uses including unique shops, restaurants, services, and vendors
- Continue to fund strategic physical improvements to the Village core including pedestrian amenities (e.g. traffic calming mechanisms) and façade and building renovations
- Improve visibility and ease navigation for visitors with enhanced external and internal signage and traffic flow changes
- Enhance destination status with a strong Village theme ("Lets Go Eat by the Lake!" or "Liverpool, A Little Something Different")
- Bolster off-season patronage with more residents in the Village core, winter events, in-store marketing, and indoor activities (e.g. entertainment venue)
- Increase direct/targeted marketing and strengthen ties to the primary market area

11.3 Management

Suburban retail destinations and residential communities are often successful because they are highly controlled shopping and living experiences. Unlike a suburban retail shopping environment like a mall or a private residential subdivision, the Village doesn't have centralized ownership, management, or marketing.

Through an entity like a Main Street Program³ or the Village of Liverpool Merchants Association, however, it has the opportunity to better coordinate its core operations and development. Given their shared interests, the Association should be expanded to include core area residents. By so doing, the Village is more likely to meet its objectives for its residential and retail core.

As the interest in the core continues to grow, the Main Street Program or Association should be encouraged to coordinate *Village Enhancement* activities and efforts. Ways it might exert influence include the coordination of retail hours of operation, events, maintenance, beautification, design guidelines, and even the location and mix of new stores and residences.

For instance, merchants might be encouraged to extend or adjust their hours for special events or to simply better match peak activity periods while respecting residential concerns. In interviews, some merchants reported that the hours of other businesses do not take advantage of their own peak periods. In order to increase retail synergy between the primary retail components, specialty retailers and restaurateurs would be strongly encouraged to maintain operations during the peak times of the other sector. Resident preferences should also be identified and incorporated into operating schedules. The desire to shop and run errands before and after a meal should be accommodated and vice versa.

11.4 Funding

Funding for the management, marketing, and physical improvement objectives of *Village Enhancement* could be initially funded through a public/private partnership between the Village of Liverpool, Association merchants and residents, and potentially the State of New York. Initial operating activities including management and marketing could be facilitated through grants from the Village matched with Village Merchants Association volunteer efforts and annual dues, private donations, and sponsorships.

An expanded operating budget could fund additional *Village Enhancement* activities. A full-time Main Street-like coordinator would be hired to manage operations and coordinate residential and retail marketing activities. Additional operating items could include budgets for marketing & merchandising (e.g. gift certificates, brochures, signage), resident information and welcome kits, television and print advertising, seasonal events, insurance, printing & postage, accounting, business recruitment & retention outreach efforts, and customer appreciation items such as thank you cards.

New York Main Street Program

Potential capital costs could be funded from the local sources and potentially the State of New York. Administered through the Division of Housing and Community Renewal, the New York Main Street Program has awarded in excess of \$11 million to sixty (60) communities in forty-seven (47) counties around the State to conduct eligible physical improvements since 2004. Main Street grants are aimed at revitalizing downtowns and targeted towards commercial/residential improvements such as facade renovation, interior residential, building upgrades and streetscape enhancements. Of particular interest to the Village of Liverpool, cultural anchors, such as theatres or museums, also qualify for funding. The maximum grant amount is \$200,000

³ The National Trust for Historic Preservation's Main Street Four-Point Approach™ is a comprehensive strategy that is tailored to meet local needs and opportunities. It encompasses work in four distinct areas — *Design, Economic Restructuring, Promotion, and Organization* — that are combined to address all of a commercial district's needs. The philosophy and the Eight Guiding Principles behind this methodology make it an effective tool for community-based, grassroots revitalization efforts. The Main Street approach has been successful in communities of all sizes, both rural and urban.

and applicants must be community-based not-for-profits. Funds are not available for new construction.

- **Façade Renovation** - Matching grants of up to \$10,000 per building, but not to exceed 50% of total cost, can be provided to owners for façade renovations.
- **Building Renovation** - Matching grants of up to \$50,000 per building, but not to exceed 50% of total cost, can be provided to owners for renovation of commercial/civic space on first floor and residential units above.
- **Downtown Anchors** - Matching grants of up to \$100,000 per building, but not exceeding 25% of project cost, can be provided to owners to help establish or expand cultural or business anchors that are identified in a local plan as key to the revitalization effort. Developments that incorporate residential units on the upper floors will receive priority for funding.
- **Streetscape Enhancement** - Grants of up to \$25,000 for programs to plant trees and other landscaping, install street furniture and trash cans, provide appropriate signs in accordance with a local signage plan, and other appurtenant activities. Street lighting may be eligible for funding where applicants can satisfy all feasibility issues. A streetscape enhancement grant will only be awarded if it is ancillary to a program providing building renovation or downtown anchor grants.

Future funding sources for and management of *Village Enhancement* activities to be explored include the following:

Special Assessment Districts

Special assessment districts are separate units of government that manage specific resources within defined geographic boundaries. Districts vary in size, encompassing small areas, municipalities, or several counties. As self-financing legal entities they have the ability to raise a predictable stream of money, such as taxes, user fees or bonds, directly from the people who benefit from the services.

Business Improvement Districts (BID)

Similar to special assessment districts, business improvement districts (BID) assess property owners within set boundaries for additional services, such as beautification, maintenance, events planning, and public safety. They are unique, however, in that they establish a partnership between property owners and businesses in downtown or commercial areas for the purpose of improving the business climate in a defined area. Impetus for the BID often comes from business and property owners hoping to attract new customers through interventions such as streetscape and pedestrian enhancements. In some cases, businesses are willing to take on nongovernmental tasks, such as marketing, promotion, management, maintenance, and development to supplement municipal services. Tax-exempt properties (i.e., religious, public utility, or government properties) or those used exclusively as residences can be excluded in the assessment district.

11.5 Mixed-Use Residential

Although population trends do not suggest a demand for new housing in the Village core, well-designed attractive products appealing to empty nesters and young professionals should be in position to capture a share of growth in selected age cohort categories. Given an aging population disinclined to move away, there might be an untapped latent demand for lower maintenance residential products. With the proper amenities package, new residential units have the potential to capture these households as they transfer from their single family detached homes. The market's amenities and affordability may also attract young singles and couples seeking to purchase starter homes.

To help facilitate mixed-use residential infill in the Village core (e.g. the area bounded by 1st St, Lake Dr, and South Willow St), the Village of Liverpool should consider offering an incentive package to local developers. Potential incentives for infill housing could include:

- Infrastructure improvements (e.g. internal access or service road)
- Property tax abatement
- Land Assembly
- Fast track or streamlined development permitting
- Reduced lot size, setback, and parking requirements

11.6 Traffic Calming

Through traffic on Oswego Street creates a negative retail market image of congestion and speed while affording most of the Village retail limited access or visibility. Indeed, the Oswego Street corridor undermines the Village's unique market character by creating a hostile highway oriented physical image with large overhead signs and vast lanes of traffic while impeding turning movements and pedestrian connectivity to the Village core. Furthermore, the high volume of through traffic on Oswego Street does not benefit retail sales activity in the Village of Liverpool. Less than 6 percent of the Village's retail sales are derived directly from Oswego Street⁴. These existing conditions are inconsistent with the Village's character and desire for a historic, New Urbanist, mixed-use community.

By creating a more pedestrian friendly environment in accordance with the precepts of New Urbanism, traffic calming measures such as centerline planted medians, enhanced pedestrian crossings, and bike lanes in the Village of Liverpool have the potential to reduce vehicular traffic volumes passing through and adjacent to the study area by increasing the travel time costs to travelers. These measures will also serve to enhance the distinctiveness of the Village core from competing retail environments, thereby increasing destination retail traffic. The Village of Liverpool should continue its work with the New York Department of Transportation (NYSDOT) to change the nature of traffic within the Village core.

11.7 Retail User Characteristics

The Village of Liverpool study area has the potential to capitalize on specialty niche markets including specialty retail and eating & drinking. According to survey results, interviews, and

⁴ Basile, Baumann, Prost & Associates, *Village of Liverpool Traffic & Transportation Analysis*, 2005.

focus groups, the area possesses a number of merchants and institutions that attract customers and users from well beyond the immediate vicinity.

Specialty retailers including clothing and gift shops are reported to have a regional customer base. Study area restaurants are well known throughout the Syracuse area and beyond. Despite these levels of notoriety for individual stores and restaurants, the study area is not thought of as a unified retail environment with a coherent theme.

In order to enhance the retail environment of the study area as a whole, the Village of Liverpool and the Merchants Association should actively seek to strengthen the critical mass of retailers in these two sectors. By so doing, the study area can become an enhanced retail destination for shoppers and diners alike. Additional establishments in each sector would help justify destination shopping trips or dining excursions by increasing options.

By strengthening and building the Village retail environment around a specialty retail and dining theme, the Village would help mitigate the impacts of the potential development of Wal-Mart. Unlike most other retail categories, both of these sectors are not expected to compete with Wal-Mart products and services. Residents and visitors will continue to seek out traditional Main Street-type environments for unique shopping and dining opportunities. Provided the Village grows these sectors without compromising its existing retail eclecticism, the study area should evolve as a retail environment of this type.

New specialty retail and dining tenants should respect the existing urban fabric of the Village core. With the exception of the anchor tenants, many of the existing establishments occupy relatively small spaces between 1,500 and 5,000 square feet. Given the projected levels of new supportable square footage in the study area, it is not likely that potential users will demand spaces significantly larger than existing spaces. Occupation of existing underutilized spaces and the potential redevelopment of vacant parcels should accommodate the projected demand.

11.8 Retail Tenant Mix and Linkages

The eclectic mix of retail tenants in the Village of Liverpool study area should be maintained. A number of these merchants attribute their regional customer base to their unique products and services. The Village should actively market and strengthen this mix without threatening the presence of neighborhood services including groceries, personal care, and business services. The higher land values associated with specialty shopping and dining districts often dislocate merchants serving a more local clientele.

11.9 Retail Marketing

Village Enhancement projections assume that public and private interests will direct a strategic marketing campaign directed at specific populations.

Given the introduction of Wal-Mart into the secondary market area, additional marketing efforts should be directed towards the primary (local) market area. Stronger local patronage will help offset a lower expected secondary market capture rate. Rather than attempt to compete directly with Wal-Mart, study area merchants should seek to capture a larger share of primary market area expenditures with mailings, coupons, and events emphasizing local business patronage. Efforts should build on the sense of community created and fostered by *Liverpool First*.

New marketing efforts should also be directed at Onondaga Lake Park users. In addition to Village brochures at the Park's information center, external communications (e.g. advertisements, mailings) will help build associations between the lakefront and the study area's retail environment. Village merchants will be encouraged to personally greet and distribute flyers to new extended stay lakefront users including bocce ball/shuffleboard players and parents at the playground. Physically, enhanced signage and pedestrian connectivity will more effectively direct users towards Village attractions.

The Village of Liverpool offers a pedestrian scaled public atmosphere that naturally accommodates festival-oriented marketing. The Association has already successfully planned and organized Village events including the growing Historical Halloween Festival. Despite the success and size of Village and Onondaga Lake Park events, focus group attendees noted that they do not necessarily translate into increased retail sales. In order to address this disconnect, the Village and the Association should design some events to be specifically retail-oriented such as sidewalk sales or more holiday themed evenings with extended retail hours. For those events that are not centered on shopping or dining, event organizers should maximize the exposure of study area businesses through sponsorships, temporary and permanent signage, and strategic activity siting. An outdoor basketball tournament, for instance, could be held in the Village core by temporarily closing First Street and setting up mobile hoops.

11.10 Village Theme

The Village of Liverpool will capitalize on its existing retail and dining assets by adopting and marketing a theme related to one or both of these retail components. A specialty retail theme such as "*Liverpool, A Little Something Different*" would emphasize the unique offerings of the eclectic mix of Village merchants. A dining theme such as "*Let's Go Eat by the Lake!*" might emphasize the access to the waterfront.

**TRAFFIC &
TRANSPORTATION ANALYSIS**
by **BBP Associates**

Basile Baumann Prost & Associates, Inc.

Public/Private Development Advisors
Nichols Center
177 Defense Highway
Annapolis, MD 21401
Phone: (410) 266-7800
Fax: (410) 266-7866

MEMORANDUM

July 7th, 2005

To: Walt Kalina, Clough, Harbour & Associates

From: Jim Prost, Basile Baumann Prost & Associates, Inc
Chris Yake, Basile Baumann Prost & Associates, Inc.

Re: Tech Memo #2 –Traffic and Transportation Analysis

Please see our attached *Traffic and Transportation Analysis*. If you have any questions, please call us at (410) 266-7800.

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I. INTRODUCTION

1.1 Background

In recent decades, increasing volumes of vehicular traffic on Oswego Street and 2nd Street and elsewhere in the Village has tended to deteriorate the Village image and its business and pedestrian environments. Primary market area residents, Onondaga Lake patrons, and visitors now have great perceived and, during peak hours, real difficulty accessing the retail core. This situation is most acute for those attempting to access the core by crossing Oswego Street from the north.



A pedestrian attempting to cross
Oswego Street

The increasing volumes of vehicular traffic through the Village create a hostile and unwelcoming environment for the retail pedestrian and primary market area (local) vehicular traffic. The high level of traffic has also brought with it unsightly overhead signage and restricted turn movements into the Village core during peak commuting periods.

These changes to Liverpool's psychological and physical environment are contrary to the image and goals of a village retail environment catering to shoppers and pedestrians. According to the 2001 Onondaga County Settlement Plan, Oswego Street and 2nd Street "have been allowed over time to gradually straighten and widen, such that the downtown of Liverpool is no longer an environment that supports pedestrian life."

As a result, retail activity and community character within the Village core have suffered. Given the nature of the traffic passing **through** the Village and the current and anticipated character of the vast majority of Village retail, the association between vehicular traffic and retail sales traffic is generally negative. That is, additional traffic negatively impacts Village image, retail sales, and activity.

Conversely, a reduction in **through** traffic, primarily on Oswego Street, could facilitate enhanced business activity for most Village retail operations by lifting access barriers to the retail core, encouraging more **destination** traffic, creating a more pedestrian friendly environment, enhancing the overall image of the area, and facilitating mixed use redevelopment.

This *Traffic and Transportation Analysis* models the potential retail sales impact of reducing vehicular **through** traffic by examining the existing and prospective traffic volumes and pedestrian activities in the Village of Liverpool study area. It utilizes transportation and pedestrian sketch plan methods to conduct a location performance model that measures the relationship between existing and anticipated retail sales volumes and all forms of traffic. The retail traffic and sales models take into consideration existing traffic volumes, pedestrian counts, retail sales, estimated conversion factors, and projected traffic volumes by through and destination trips and sales volumes. The analysis includes retail traffic volume analysis and *Village Enhancement* assumptions derived from the *Village of Liverpool Commercial Market and Retail Analysis*.

1.2 Case Studies

Proponents of neotraditional planning and urban design theories (e.g. New Urbanism, Traditional Neighborhood Development) suggest that more pedestrian friendly environments encourage and promote retail activity by inviting local residents to walk and shop in their own neighborhoods. The visual perception and impact of vehicular traffic in these districts is mitigated or “calmed” by a number of pedestrian features including sidewalks, crosswalks, ground floor retail, continuous street walls, treed planting strips, street furniture (e.g. benches, lampposts), and a sense of enclosure (i.e. safety) created through the combination of vertical buildings, trees, and narrow streets.



Main Street (Skaneateles, NY)

As is demonstrated in historic mixed-use retail districts (e.g. Skaneateles, Ithaca, Annapolis, MD, Boston’s Beacon Hill) destination retail shoppers from a wider market area are also more likely to be attracted to visually interesting places built to a pedestrian scale. In addition, pedestrian friendly environments can also help residents live less car-dependent lifestyles, both encouraging mixed-use development and increasing the amount of discretionary income they can spend on things other than transportation. Conversely, automobile oriented environments require vehicle ownership, discourage destination trips, limit the potential for cross-shopping, and inhibit a mix of uses.

Certain retail operators (e.g. auto oriented facilities), on the other hand, associate and/or perceive increasing levels of vehicular traffic with enhanced spillover and retail sales. Consequently, certain small business owners can also be the most vocal opponents of traffic calming projects because they anticipate losing sales due to changes to the streetscape and the perceived accessibility of a retail district. The failure of many downtown pedestrian-only malls has contributed to this perception. Owners in areas considering enhancements to the pedestrian environment and changes in the nature of traffic patterns are often not aware of how successful similar measures have been for their counterparts in other jurisdictions.

National case studies suggest that the enhancement of the pedestrian environment and modifications to traffic patterns within a retail area can have significant economic benefits including increases in retail traffic, sales, and property values and a decrease in vacancy rates. According to a study by the Local Government Commission’s Center for Livable Communities, pedestrian improvements as part of a larger downtown strategy can improve overall retail sales by 30 percent¹. In addition to increasing sales and reducing limiting motor vehicle speeding and cut-through traffic, traffic calming measures in West Palm Beach, FL were reported to stimulate business activity, attract private investment, reduce crime, promote home ownership, and support historic preservation efforts². Twenty-six international studies showed a positive retail sales effect, with shops inside traffic calmed areas being more successful than those outside³.

¹ Local Government Commission’s Center for Livable Communities. (2000). The Economic Benefits of Walkable Communities (http://www.lgc.org/freepub/PDF/Land_Use/focus/walk_to_money.pdf).

² Lockwood, Ian and Timothy Stillings (1998). Traffic Calming for Crime Reduction and Neighborhood Revitalization (www.ite.org/traffic/documents/AHA98A19.pdf).

³ Hass-Klau, C. (1993). Impact of pedestrianization and traffic calming on retailing: a review of the evidence from Germany and the U.K. *Transport Policy*, 1, No 1, 21-31 as cited in Transport and The Environment (London: Royal Commission on Environmental Pollution Eighteenth Report, 1994) p.182.

In most cases, the enhancement of the pedestrian environment is only one component of a comprehensive marketing and physical improvement plan akin to the *Village Enhancement* strategy. A survey of 16 California Main Street communities⁴ found that, over a median 14-year period, marketing and physical improvement programs including traffic calming measures were associated with the following results:

- Retail sales increase of 105% (compared to 77% for non-Main Street communities)
- Commercial property values increase of 167%
- Storefront vacancy rates decline of 76%
- Retail and office rental rates increases of 65% and 71%, respectively
- \$7.13 in public and private improvements for every dollar invested in the program

Surveys of small businesses themselves indicate support for pedestrian enhancements. A majority of neighborhood merchants in San Francisco reported that implemented traffic calming measures increased:

- Overall street attractiveness
- Pedestrian safety
- The number of customers using alternative forms of transportation
- Resident patronage of local shopping
- Employee convenience

Surveyed merchants also indicated other positive impacts related to traffic calming. Cited impacts included increased sales from reduced speeds, benefits from increased traffic congestion along the street (e.g. exposure), additional customers from outside the neighborhood, and overall study area revitalization. Overall, two-thirds of merchants felt that traffic calming intervention had a generally positive effect on their sales, and also would support more traffic calming projects within the neighborhood⁵.

⁴ Eichenfield & Associates (2002) *Strategies for Revitalizing our Downtowns and Neighborhoods: Evaluating California Main Street Programs* (http://www.lgc.org/freepub/PDF/Land_Use/reports/evaluating_main_street1.pdf).

⁵ Drennen, Emily (2003). *Economic Effects of Traffic Calming on Urban Small Businesses*, San Francisco State University.

1.3 Summary of Findings

Rather than adversely impact Village core businesses, traffic reduction on Oswego Street could help stimulate business activity by:

- Reducing real and perceived congestion
- Encouraging more destination traffic
- Facilitating pedestrian activity and cross shopping trips
- Improving the retail ambience and overall attractiveness of the Village retail and services
- Allowing for new mixed use development including new specialty retail, dining and drinking establishments, and residential uses

Retail sales increases of up to 23 percent could be experienced as a result of reduction of through traffic on Oswego Street and a related increase of destination traffic on 1st and 2nd Streets. Reduction of through traffic, however, could impact sales to auto oriented uses on Oswego Street (filling stations, fast food dining).

Findings

- Reducing traffic on Oswego Street has a generally positive impact upon on overall retail volume with potential sales increases of up to 23 percent
- Encouraging retail pedestrian activity on 1st and, to a lesser extent, 2nd Street is a critical component of any *Village Enhancement* strategy
- A 30 percent increase on 1st Street and 20 percent increase on 2nd Street in retail pedestrian traffic should be targeted as part of the implementation plan
- Reducing through traffic on Oswego Street is consistent with New Urbanist, traditional neighborhood design (TND), and pedestrian oriented planning concepts
- Traffic reduction will encourage movement away from auto oriented uses (filling stations, fast food dining) toward existing village uses (food, restaurants, specialty retail, services) serving visitors and primary market area residents
- Traffic reduction and an enhanced pedestrian environment could facilitate mixed-use development, thereby introducing new residential development and spending power
- Additional studies of existing traffic conditions to determine trip origins and destinations are recommended to better estimate the proportion of destination traffic to through traffic

Assuming a *Village Enhancement* strategy is adopted, the alteration of traffic patterns in the Village core and along Oswego Street will facilitate pedestrian oriented redevelopment and increase retail sales to local residents and visitors. Consistent with the principles of New Urbanism, this scenario could increase retail traffic and study area attractiveness by introducing mixed-use development, enlarging the core's resident population, creating better visual and physical linkages to the waterfront, and bridging the physical and psychological gaps (e.g. psychological divide between the Village core and neighborhoods north of Oswego Street) in the pedestrian network through traffic calming measures and pedestrian scale land uses.

2. TRAFFIC & TRANSPORTATION ANALYSIS

2.1 Sketch Planning Methodology

There are two primary methods for determining levels of pedestrian activity, a more logical less data intensive approach versus the use of detailed, information heavy, usually gravity oriented demand forecasting models. The less data intensive approach is also called a "sketch plan." This method is used to estimate pedestrian volumes under existing and project future conditions in a pedestrian activity area. This tool is used to identify areas of high-pedestrian traffic based on existing traffic data without the requirement to conduct detailed pedestrian counts on all facilities or integrate with large regional travel demand models. A sketch plan is also used to forecast changes in pedestrian volumes as a result of future land use or transportation trip generation changes.

Using Average Daily Traffic (ADT) counts as the source of car/walk-linked trips, Ercolano, Olson, and Spring (1997) developed a sketch plan method to estimate pedestrian traffic in Plattsburgh, NY⁶. All through and commercial (i.e. deliveries, pick-up, drop-off) traffic was eliminated from the analysis (approximately 70 percent and 20 percent respectively). By multiplying the residual, or destination, traffic by average persons per vehicle and adding a proportion of non-car linked trips, they estimated the total number of pedestrian trips generated per day.

2.2 Retail Traffic

In developing a sketch plan model converting the number of pedestrian trips generated by 1st, 2nd, and Oswego Streets into retail pedestrian trips, the following assumptions were made based on existing traffic counts, primary research conducted for the *Village of Liverpool Commercial Market and Retail Analysis*, our understanding of the Liverpool area, existing industry standards and fitting or calibrating the results of our retail market analysis to the sketch plan model:

- Given the hierarchical road network, land uses, existing traffic volumes, local interviews, and experience elsewhere through traffic is estimated to represent an increasing share of total traffic from 1st (25 percent) to 2nd (50 percent) to Oswego Street (75 percent)
- Based on industry standards and local discussions, commercial traffic (e.g. deliveries, business services) is assumed to represent 20 percent of all traffic on all three streets
- Destination traffic represents the number of vehicles on a purposeful trip (e.g. errand, going to work, going to residence, shopping) on a given street
- Given the existing retail environments the retail survey, the retail market study and the calibration of traffic volumes to retail sales and future trends and scenarios, the retail capture rate of destination traffic is estimated to be 60 percent on 1st, 30 percent on 2nd (30 percent), and 10 percent on Oswego Street
- The average vehicle occupancy based on industry standards is assumed to be 1.5
- Total retail pedestrian generation (vehicle) represents the number of retail pedestrians accessing the Village of Liverpool study area via a given street
- Given the walkability of each street, pedestrian intercept survey data, and future scenarios, retail walk trips are estimated to represent decreasing shares of retail vehicular trips from 1st (10 percent) to 2nd (5 percent) to Oswego Street (1 percent)

The Average Daily Traffic (ADT) on 1st Street in 2003 was 3,900. Of this daily total, 975 vehicles or 25 percent is assumed to be through traffic and 780 vehicles or 20 percent is assumed to be commercial traffic including deliveries and business services. Of the remaining destination traffic, 1,287 vehicles or 60 percent are assumed to be retail-oriented traffic.

⁶ Ercolano, James M., Jeffrey S. Olson, Douglas M. Spring, *Sketch-Plan Method for Estimating Pedestrian Traffic for Central Business Districts and Suburban Growth Corridors*, Transportation Research Record 1578, Washington, DC, 1997.

Given average vehicle occupancy of 1.5, this traffic represents 1,931 retail pedestrians accessing the Village of Liverpool study area by vehicle. Based upon pedestrian intercept survey data, 10 percent of this total approximates the number of additional retail pedestrians that access the study area through walk-only trips. In total, the vehicles and walkers traveling along 1st Street represent approximately 2,124 retail pedestrians per day for the study area.

The Average Daily Traffic (ADT) on 2nd Street in 2003 was 9,783. Of this daily total, 4,892 vehicles or 50 percent is assumed to be through traffic and 1,957 vehicles or 20 percent is assumed to be commercial traffic including deliveries and business services. Of the remaining destination traffic, 880 vehicles or 30 percent are assumed to be retail-oriented traffic. Given average vehicle occupancy of 1.5, this traffic represents 1,321 retail pedestrians accessing the Village of Liverpool study area by vehicle. Based upon pedestrian intercept survey data, 5 percent of this total approximates the number of additional retail pedestrians that access the study area through walk-only trips. In total, the vehicles and walkers traveling along 2nd Street represent approximately 1,387 retail pedestrians per day for the study area.

The Average Daily Traffic (ADT) on Oswego Street in 2003 was 27,800. Of this daily total, 20,850 vehicles or 75 percent is assumed to be through traffic and 5,560 vehicles or 20 percent is assumed to be commercial traffic including deliveries and business services. Of the remaining destination traffic, 139 vehicles or 10 percent are assumed to be retail-oriented traffic.

Given average vehicle occupancy of 1.5, this retail-oriented traffic represents 209 retail pedestrians accessing the Village of Liverpool study area by vehicle. Based upon pedestrian intercept survey data, 1 percent of this total approximates the number of additional retail pedestrians that access the study area through walk-only trips. In total, the vehicles and walkers traveling along Oswego Street represent approximately 211 retail pedestrians per day for the study area.

**Table 1:
Estimated Retail Traffic
2003 Existing Conditions
Village of Liverpool Study Area**

	Oswego Street	1st Street	2nd Street
Average Daily Traffic (ADT)	27,800	3,900	9,783
Through Traffic - Percentage	75%	25%	50%
Through Traffic	20,850	975	4,892
Commercial Traffic - Percentage*	20%	20%	20%
Commercial Traffic	5,560	780	1,957
Destination Traffic	1,390	2,145	2,935
Retail Capture Rate	10%	60%	30%
Retail Destination Traffic	139	1,287	880
Average Vehicle Occupancy	1.5	1.5	1.5
Total Retail Pedestrian Generation (Vehicular)	209	1,931	1,321
Total Retail Pedestrian Generation (Pedestrian)**	2	193	66
Total Retail Pedestrian Generation	211	2,124	1,387

Sources: Syracuse Metropolitan Transportation Council, ESRI Business Solutions, Ercolano, Olson, & Spring, BBP Associates

* Drive Through, Trucks, Service, Delivery, etc.

** Based on percentages of retail pedestrian generation (vehicular): 1st Street - 10%, 2nd Street - 5%, Oswego Street - 1%

2.3 Retail Sales

- Retail sales derived from the pedestrian sketch plan were calibrated with the *Village of Liverpool Commercial Market and Retail Analysis*.
- A highly consistent calibration/fit was established given estimates of traffic characteristics, capture rates, sales volumes based on industry standards, pedestrian intercept surveys, and the *Village of Liverpool Commercial Market and Retail Analysis*.
- Annual retail pedestrian generation is calculated by multiplying the estimated daily retail pedestrian traffic by the number of shopping days on which that traffic can be expected
- Based on pedestrian intercept survey results, 50 percent of retail pedestrians are assumed to be retail shoppers (i.e. purchase retail goods during a retail trip)
- Based on the Liverpool pedestrian intercept survey data, retail shoppers spend an average of \$35 per trip to the Village of Liverpool study area
- Annual retail sales developed from pedestrian sketch plan are highly consistent with sales estimates independently derived from evaluation of secondary data, merchant interviews, and retail employee and square footage averages
- The traffic analysis displays the significant importance of attracting vehicles and pedestrians to 1st and 2nd Streets, which account for approximately 57 and 37 percent respectively of total study area retail sales
- Traffic on Oswego Street is relatively less important accounting for approximately 6 percent of total study area retail sales

The 2,124 average daily retail pedestrians accessing the study area from 1st Street are expected to shop on an average of 330 days per year. The number of annual shopping days factors in both regular (e.g. closed on Mondays) and holiday store closures. By multiplying the number of daily retail pedestrians by the number of estimated shopping days, a total of 700,772 annual retail pedestrians are generated based on the . Since an estimated 50 percent of these pedestrians are shoppers and spend an average of \$35 per trip, retail sales generated from 1st Street traffic amount to approximately \$12.3 million per year in 2003 constant dollars.

By multiplying the number of daily retail pedestrians (1,387) generated by 2nd Street by the number of estimated shopping days, a total of 457,624 annual retail shoppers are generated. Since an estimated 50 percent of these pedestrians are shoppers and spend an average of \$35 per trip, retail sales generated from 2nd Street traffic amount to approximately \$8 million per year in 2003 constant dollars.

By multiplying the number of daily retail pedestrians (211) by the number of estimated shopping days, a total of 69,493 annual retail shoppers are generated. Since an estimated 50 percent of these pedestrians are shoppers and spend an average of \$35 per trip, retail sales generated from Oswego Street traffic amount to approximately \$1.3 million per year in 2003 constant dollars.

**Table 2:
Estimated Annual Retail Sales by Retail Shopper Generation
2003 Existing Conditions
Village of Liverpool Study Area**

	Oswego Street	1st Street	2nd Street	Totals
Total Retail Pedestrian Generation Per Shopping Day	211	2,124	1,387	3,510
Annual Shopping Days*	330	330	330	330
Annual Retail Pedestrian Generation	69,493	700,772	457,624	1,158,396
Annual Retail Shopper Generation**	34,747	350,386	228,812	579,198
Average Spent Per Shopper***	\$35	\$35	\$35	\$35
Expected Annual Retail Sales	\$1,221,049	\$12,313,122	\$8,040,829	\$21,575,000
Percent by Sub Area	5.7%	57.1%	37.3%	100.0%

Sources: BBP Associates

* Based on weekly operations and holidays

** Based on industry standards, 50% of all retail traffic

*** Based on pedestrian intercept survey data

2.4 Retail Traffic Scenarios

By creating a more pedestrian friendly environment in accordance with the precepts of New Urbanism, traffic calming measures such as centerline planted medians and bike lanes in the Village of Liverpool have the potential to reduce vehicular traffic volumes passing through and adjacent to the study area by increasing the travel time costs to travelers.

With the highest percentage of through traffic, Oswego Street is more likely to see a reduction in traffic as commuters to and from Syracuse opt for alternate routes. Alternatively, an enhanced pedestrian environment could increase the levels of retail traffic along 2nd Street and, in particular, 1st Street.



The application of the traffic and pedestrian model below and discussions with local officials highlights possible scenarios in which traffic on Oswego Street is reduced between 10 and 40 percent. Using this range of Oswego Street traffic reduction, destination traffic is expected to remain stable or increase between 10 and 30 percent on both 2nd Street and 1st Street. The high end of this range represents the empirical findings of the Local Government Commission study and the lower figure assumes a more conservative impact. The reduction of traffic on Oswego Street and the subsequent potential increase of activity on 2nd and 1st Streets will allow and facilitate implementation of the *Village Enhancement* strategies.

**Table 3:
Reductions in Oswego Street Traffic: Range of Expected Outcomes
Village of Liverpool Study Area**

Oswego Street Traffic	Change in 1 st Street	Change in 2 nd Street
10% to 40 % reduction	10% to 30 % increase	0% to 20 % increase

Source: BBP Associates

On 2nd Street (Route 370), any reduction in through traffic related to the traffic calming measures on Oswego Street is expected to be offset by an increase in destination traffic (e.g. retail, residential). It is assumed that traffic levels will remain stable or increase up to 20 percent. It is not assumed that there will be any measurable diversion of through traffic to 2nd Street. Rather the reduction in perceived congestion encourages additional destination traffic to 2nd Street consistent with the retail revitalization plans to increase primary market area residential capture rates.

Given its low level of through traffic, 1st Street is not expected to be adversely affected by a reduction in traffic along Oswego Street. A more amenable pedestrian environment is projected to attract additional destination and, more specifically, retail traffic. Traffic along 1st Street is expected to increase between 10 and 30 percent, consistent with the *Village Enhancement* strategy. Again, the high end of this range represents the empirical findings of the Local Government Commission’s study and the lower figure assumes a more conservative impact.

2.5 Retail Shopper Generation

As displayed in Table 2, the existing number of annual retail shoppers in the study area is approximately 613,944. The percentages of retail shoppers generated by 1st, 2nd, and Oswego Streets are 57 percent, 37 percent, and 6 percent respectively.

Given the potential to increase the attractiveness of the study area’s retail environment, the overall number of retail shoppers to the Village is not expected to decrease with a reduction in traffic along Oswego Street. The reduction of retail activity on Oswego Street will represent a small decrease relative to the increases on 1st and 2nd Streets. For the range of pedestrian traffic scenarios, the number of retail shoppers is expected to range from 635,084 to 761,348. Both of these estimates reflect the limited impact of Oswego Street’s primarily through traffic upon destination retail traffic within the study area.

Table 4:
Reductions in Oswego Street Traffic: Range of Expected Retail Shopper Generation Outcomes
Village of Liverpool Enhancement
Village of Liverpool Study Area

	Oswego Street	1 st Street	2 nd Street	Totals
Existing Retail Shoppers	34,747	350,386	228,812	613,944
Projected Retail Shoppers	20,848 to 31, 272	385,424 to 455,501	228,812 to 274,575	635,084 to 761,348
Projected Change in Retail Shoppers	-13,899 to -3,475	35,038 to 105,115	0 to 45,763	21,140 to 147,404
Projected Percentage Change in Retail Shoppers	-40% to -10%	10% to 30%	0% to 20%	3% to 24%

Source: BBP Associates

2.6 Future Retail Sales

Based on retail traffic projections, the range of retail sales is expected to advance from approximately \$21.6 million to a range of \$22.3 to almost \$26.8 million, an increase of between \$742,892 and \$5,179,997 or 3.2 percent and 24.1 percent. The most likely scenario would be in the midpoint of that range representing sales of approximately \$24.5 million accounting for a \$2.9 million increase or 13.4 percent.

Table 5:
Reductions in Oswego Street Traffic: Range of Expected Retail Sales Outcomes
Village of Liverpool Enhancement
Village of Liverpool Study Area
2003 Constant Dollars

	Oswego Street	1 st Street	2 nd Street	Totals
Existing Retail Sales	\$1,221,049	\$12,313,122	\$8,040,829	\$21,575,000
Projected Range in Retail Sales	\$732,629 to \$1,098,944	\$13,544,434 to \$16,007,059	\$8,040,829 to \$9,648,995	\$22,317,892 to \$26,754,997
Projected Change in Retail Sales	-\$488,420 to -\$122,105	\$1,231,312 to \$3,693,937	\$0 to \$1,608,166	\$742,892 to \$5,179,997
Projected Percentage Change in Retail Sales	-40% to -10%	10% to 30%	0% to 20%	3% to 24%

Source: BBP Associates

Since only 5.7 percent of total retail sales is derived from Oswego Street traffic; a “theoretical” complete elimination of all Oswego Street retail traffic would only require a concomitant 6.0 percent increase of retail traffic on 1st and 2nd Streets to compensate for lost sales. Therefore, as long as traffic calming on Oswego does not adversely impact access to 1st or 2nd Streets, almost any reduction in through traffic on Oswego would more than likely have positive sales impacts for the predominantly destination and/or local serving retail found in the Village Center.

2.7 Conclusion/Next Steps

The high volume of through traffic on Oswego Street does not benefit retail sales activity in the Village of Liverpool. Less than 6 percent of the Village’s retail sales are derived directly from Oswego Street.

Through traffic on Oswego Street creates a negative retail market image of congestion and speed while affording most of the Village retail limited access or visibility. Indeed, the Oswego Street corridor undermines the Village’s unique market character by creating a hostile highway oriented physical image with large overhead signs and vast lanes of traffic while impeding turning movements and pedestrian connectivity to the Village core. These existing conditions are inconsistent with the Village’s character and desire for a historic, New Urbanist, mixed-use community.

Reduction in through traffic, attraction of destination traffic, and a more pedestrian friendly environment is supportive of the market opportunities identified in the *Village of Liverpool Commercial Market and Retail Analysis*. The creation of a more destination oriented, pedestrian village core with a blend of mutually supportive retail and residential users is a key element of the *Village Enhancement* revitalization program in which Liverpool creates a unique environment based on its existing and historic character.

Additional traffic analysis, such as origin and destination studies may be desirable to further confirm the assumptions (e.g. percentage of destination traffic versus through traffic) of this sketch plan model. Traffic analyses, traffic calming measures, and pedestrian oriented design concepts must be refined to assure that through traffic is not diverted to the Village, destination traffic can more easily access the core, and a pedestrian friendly, mixed use historic village environment is fully realized. Furthermore, traffic and transportation sketch plan and market analysis findings need to be integrated into a retail revitalization implementation strategy which in turn must be a fundamental building block of the Village’s master plan.

NOTES of MEETINGS

Village of Liverpool Masterplan SWOT Summary

R1 Land Use

Strengths	Weaknesses	Opportunities	Threats
Village setting very desirable	Large number of 2 family & multifamily dwellings in R1	Put 40 year closure on all multifamily units in R1 district	More granting of two family and multifamily status in R1 district
Excellent sidewalks where they exist	Two family status given to undeserving properties	Put 40 year closure on all 2 family units in R1 district	Zogg School being razed
Parking adjusted to: 1) accommodate larger number of cars 2) get rid of parking between sidewalk and the street	Two family status taken by some owners		Flying J Truck stop – potential appeal of Salina Planning Board ruling
Adjacent to Onondaga Lake	Perceived high taxes		DestinNY USA
Adjacent to marina	Small lots in old construction		Extensive development outside of the village
Adjacent to Onondaga Lake Park	Limited village identity		Through traffic
Easy commuting to city center - shopping			
Roads in good repair			

R2 Land Use

Strengths	Weaknesses	Opportunities	Threats
Diverse Population	Parking needs, absentee landlords		Too many 2 family & multifamily units in village w/ insufficient parking
Use for large buildings	No pride in ownership or village attachment – transient occupants		

Zogg School Facility

Strengths	Weaknesses	Opportunities	Threats
Centrally located historical building	Needs renovation and an owner	Elder housing, recreational facility, and R1 lots	Raze building, tax exempt facility

Home Ownership

Strengths	Weaknesses	Opportunities	Threats
Property upkeep – pride of ownership	Taxes rates	Review R1 coverage	Absentee ownership in R1 & R2 and multifamily housing

Professional/Residential Zoning Clarification

Strengths	Weaknesses	Opportunities	Threats
Positive Character for small village	Can be abused with parking, noise, & Signage	Utilize large single family homes as professional/Residential use	Parking requirements

Village of Liverpool Masterplan SWOT Summary

Multifamily Residential Land Use

Strengths	Weaknesses	Opportunities	Threats
	Time consuming for P.D.		More multifamily means reduction in property value for surrounding property

General Business Land Use

Strengths	Weaknesses	Opportunities	Threats
Tax base for Village	Traffic, parking, & access can be a problem	Potential to grow business community	Volume of current traffic doesn't allow for left hand turn off Rt. 57 at Vine & Tulip Streets
Convenient services within walking distance			
Historic buildings in business district			
Variety of businesses draws additional business for investors and business community			

Highway Business Land Use

Strengths	Weaknesses	Opportunities	Threats
See General Business Land Use			

Communications

Strengths	Weaknesses	Opportunities	Threats
Proximity to lake & park – Access to Erie Canal traffic	Convergence of Rt. 370, Rt. 57, Morgan Rd – high traffic volume	Volume of people visiting park (1,250,000 – including oaters of lake & canal) to solidify retail area of Village	Impact of DestiNY
Numerous access points to park	High volume of traffic through village	Increase frequency of Village newsletter with business sponsorship	Higher volume of traffic developing between Rt 31 & DestiNY
Parks in middle of village	Located between 2 mega retailing centers, Rt 31 corridor & DestiNY	Village Days events to build community	Significant development of housing on Rt. 370
Walking community – sidewalks	Poor lighting (landmarks & vlg points of interest)	Increase communications with surrounding towns & Onondaga Lake Park to be included in review of developments that will have any impact of Vlg.	Over development of lake in area of interface with Village

Village of Liverpool Masterplan SWOT Summary

Cooperative neighbors – Onondaga County	Speed of traffic through Village	Upgrade Village appearance to increase residential property values.	Increase in the cost to live in Village (taxes)
Location relative to I-81, NYS Thruway, DestiNY	Using Liverpool name for events occurring outside Village boundaries	Upgrade of Village business area appearance to attract shoppers	Events in park that may overwhelm village
Presence of most goods & services needed by Village residents – access by walking	Number of multifamily zoned dwellings	Graphic identity (logo, colors, themes)	An increase in traffic
Village residents with county, town, parks affiliations	Too many signs		
Availability of money to develop lake front related to Village	Washington Park sign – larger size, better location		

Appearance

Strengths	Weakness	Opportunity	Threat
Businesses that exhibit good stewardship: the Retreat; Ancestors Bed and Breakfast; Maurer's	Empty storefronts on lower First St.	Lowering of residential tax base due to increase in commercial tax base	Lack of destination traffic
New business like the bookstore in Murdocks	Heid's ice cream parlor eyesore	Tasteful, effective signage to direct visitors to village attractions	Through traffic congestion
Parks and green spaces	Inappropriate business (Fantasy Fashions)	Creation of a village atmosphere that would multiply outsider visits by word-of-mouth	Lack of interest on the part of residents
The Public Library	Vacant lot where Wendy's was	Capitalize on vacant or under-utilized commercial property	Lack of interest on the part of neighbors
Variety of housing stock with architectural styles from various periods	Litter on sides of heavily traveled roads (i.e. Thruway bridge out of village on Tulip St.)	Utilize the Onondaga Lake Park (under contract?) for "Liverpool Village Days"	Further decline in appearance resulting from more absentee ownership
Variety of people	Concrete wall near Spinnaker's		
New business on S. Willow Dr./Lake St. (Gormel's)	Signage (both size and aesthetics) and lighting, particularly at the gas stations; ordinance needs to be enforced/improved		

Village of Liverpool Masterplan SWOT Summary

The First St. business district (with certain exceptions)	Lighting at Nichols		
Onondaga Lake Parkway as an entry to the village	Mother's exterior/paint; south wall is in bad shape		
Iconographic buildings such as the Cobblestone, Herm Harding's Law Office, Olde Liverpool Shoppes, Heid's hot dog stand, the Presbyterian Church, the Gleason Mansion, Masonic Temple, Methodist Church and Methodist office building	Several businesses could be improved with a coat of paint (i.e. Dewitt Bagelry and Ancora Productions)		
The lake presence and the Yacht Club	Used appliances exposed to public (outside) at Venesky Appliances		
Historic fabric such as the 300 block of Sycamore St., parts of	Need for code enforcement and maintenance (good stewardship) for housing of two or more units		
business district (Tulip and First Streets)	Motivation for businesses to improve in line with mission; contests, "business of the quarter" awards		

Traffic and Transportation

Strengths	Weakness	Opportunity	Threat
Central and convenient location	Older design of highways inadequate to handle high volume of through traffic	The current attention generated by DestiNY should create opportunities to correct the problem. The Thruway and a by pass are long standing projects that have recognized benefits for the Village.	If the Village misses this opportunity to affect the general traffic patterns in the greater Liverpool area, we will be saddled with ever more unworkable traffic.
Village street network and amenities nicely designed and maintained	Village infrastructure excessively damaged by through traffic	Improved traffic patterns would reduce traffic damage	To not act will make the situation worse

**Village of Liverpool Comprehensive Plan
Summary of Meeting**

CHA Project No. 12308

DATE: June 24, 2003
PLACE: Village Hall - Village of Liverpool
TIME: 7 PM

ATTENDES: Yvette Hewitt, Elizabeth Dailey, Lisa Troubetaris-Fitzgibbons, Peg Casale, Joe Ostuni, Marlene Ward, Tam Tartaglia, Mark Grobosky, Edward Sessler, Sue La Fauren, B. Lee, Paul Fritz, Sara Vartanian, Hilinson Wood, Lonnie Chu, Aino Parlo, Charlene Connolly, Gary Parks, Alice Melvin, B. and Richard Naselly

PURPOSE: To review issues, goals, and objectives for the Village Comprehensive Plan.

MINUTES:

1. Meeting called to order
 - Nick introduced himself and CHA Planning Staff: Mary Burgoon, Mike Alexander
2. Mary reviews stakeholder list and adds suggested names
3. Mary reviews project schedule to group, describes timeline, and asks for questions, comments, or concerns
 - No responses offered
4. Nick reviews/discusses previous planning documents
 - SMTC Traffic Study – Liverpool Area – Onondaga Lake Parkway Transportation Study
 - 1984 Inventory Business Study – Village Center Master Plan
 - Onondaga County Settlement Plan
 - A request was made for summaries of these plans to be included in Village website; a request was also made to include the Village zoning map on the website
5. Mary leads discussion that reviews identified issues, goals, and objectives
 - Residents felt that the traffic and transportation issue should also include/discuss:
 - Crosswalks
 - Tea-21 funding (ex. Washington Park)
 - Trucks – need local enforcement – discourage by “word-of-mouth” – issues include: speed, noise, dust/dirt, too many trips, etc.
 - Signs (road and advertisements) destroy Village image (Tea-21 addresses color, size, location, etc.)
 - Road width (issue: cars vs. pedestrians)

- Question: How do we deal with suburban commuters?
 - Need plan to support Village vision. Plan will help to guide future development and design. Plan also helps obtain grant money, thus plan is an investment. Plan is a quasi-judicial action (Nick), thus development should follow plan's vision/recommendations.

6. Discussion of traffic and transportation issue, goal and objectives

- Wording question: What is meant by "vehicle composition"?
 - Answer: refers to "who" is driving in village (i.e., are people driving through the village to get somewhere else or are they commuting to a destination within the village).
- Discussion about using train as a pedestrian connection between village and city.
- Different safety needs/laws/concerns regarding cyclists, walkers, skaters, rollerblade users, etc.

7. Discussion of land Use and Economic Development issue, goal, & objectives

- Why is there such a high business turnover?
 - Nick and Mayor addressed issue:
 - Village competes with local malls
 - Economic demand patterns changed
 - Question will be addressed in future retail market study
 - Empire zone classifications
 - There is an untapped demand for specialty business (ex. Boat repairs, etc.)
 - Perception that businesses are not promoted
 - Lack of connection/link with Onondaga Lake
 - "There is no there, there" - refers to Village Center
 - New Objective: Research economic development opportunities along the lake
 - New Objective: Research new linkages to Onondaga Lake
 - There is no building/design code for village
 - New Objective: Research ways to create building & design codes
 - Address canal in economic development, transit, and park discussions
 - Canal corporation

8. Mary opens discussion about Public Infrastructure and Community Facilities

- Discussion turns to Zogg School Issue
- Nick discussed proposed project use for Zogg
 - Liverpool Community Church (approximately 195 members) wishes to purchase building and use for religious and other purposes
 - Church requested special use permit to alter interior design and use (auditorium, shop wing, etc.) – Tabled by planning board for further discussion
 - Some proposed uses include nursery, and substance abuse services
 - "24-hour church"

- Planning board is looking for suggestions on what/how to regulate uses addressed by the special use permit
 - Currently, it is the only development option
 - Facility will be tax exempt
 - Proposed \$1 million + in improvements
 - Site is currently zoned for residential use
 - Should research other potential uses for building (senior living, etc.)
9. New objective: Review opportunities for Zogg school that is appropriate to surrounding neighborhood
10. Mary proposes to end meeting and continue at later date (still need to discuss [2.A.5,6,7] Residential Use, Housing, and Neighborhoods; Cultural and Educational Assets; Parks, Recreation, and Open Space)
11. Next meeting is tentatively scheduled for Wednesday July 23, 7 pm @ Village Hall
12. Meeting adjourned

Please report any additions or corrections in writing within 10 calendar days to the undersigned at Clough, Harbour & Associates LLP.

Village of Liverpool Comprehensive Plan Summary of Meeting

CHA Project No. 12308

DATE: July 23, 2003
PLACE: Village Hall - Village of Liverpool
TIME: 7 PM

ATTENDEES: Mayor Marlene Ward, Daniel Cook, Nick Kochan, Mary Kochan, Dan Weidman, Mike Hennigan, Joe Ostuni, Kurt Field (Fire Marshal), Bill Reagan, Bill Storm, David Tamber, Lonnie Chu, Elizabeth Dailey, Yvette Hewitt, Edward Sessler, Michael Casale

PURPOSE: To review issues, goals, and objectives for the Village Comprehensive Plan and to summarize US Census data outlining demographic profile of Village.

MINUTES:

1. Meeting called to order by Nick Kochan
 - Walter Kalina, Mike Alexander from CHA introduce themselves and provide brief status of planning process, purpose of this meeting and status of retail market study. The NYS DOT has approved scope of Retail Market Study and indicated the RFP is ready to be submitted to NYS Contract Reporter and advertised for three weeks. Consultant selection for retail study should take place in early to mid-September.
 - Nick Kochan will also check on availability of GIS data so CHA can begin mapping existing land use within the Village. SOCPA indicated that the Village has the GIS data already. C&S may have the GIS data files which were apparently used in developing Village's Zoning Map.
2. Walt Kalina reviews stakeholder list – no one had any additions. CHA will coordinate efforts to fill in gaps in information to complete list with Nick Kochan and the Mayor. This list will be used to invite stakeholders to the September public informational meeting, the first general stakeholder and general public meeting.
3. Mike Alexander discusses Village demographic data:
 - Disclaimer: Most data presented will be 100% count US Census Data, and therefore should be 100% accurate. However, given the relatively small geographic size of the Village, the US Census Sample Data that is used (i.e. data that is not 100% actual count data) may contain sample error.
 - Village population is decreasing, but at a decreasing rate from previous decade. It is anticipated that the Village's population will level-off in the near future.
 - Meanwhile, Onondaga County's population is decreasing at an increasing rate.

- Historically, the Village lost population faster than the County; however, current growth trends suggest that the opposite may soon be true. The Mayor indicated that there was a significant decline from the 1970's when the Village experienced an influx of people during the heyday of General Electric employment, but has declined after GE left the area.
 - The number of people under 45 years old decreased 6.2% during the past decade; while the number of people 45 and older increased by approx. 6.2%. Thus, the Village population is "aging."
 - As the Village population decreased in size it increased in age.
 - The number of people increased in every educational attainment category except "less than ninth grade." During the discussion, it was pointed out that this data is "sample" data, and therefore, might contain sample error.
 - The Village has a higher percentage of educational attainment relative to Onondaga County and New York State.
 - A little less than 2/3 of residential property is owner-occupied (i.e. 1/3 is renter occupied). This is comparable with Onondaga County.
 - In 2000, 70.7% of the Village's households contained two or fewer people.
 - There was also a slight increase in five person households.
 - 35.3 % of people between the ages of 25-35 rent (however, this trend is *decreasing*)
 - 20.9 % of people between the ages of 35-55 rent their property (this trend in *increasing*).
 - Meanwhile, 17.7 % of people between the ages of 25-35 own their home (this trend is *decreasing*).
 - While 58.2% of people older than 65 years old own their home.
 - Thus, 5.7% of total homeowners are people between 25-35 years old. Whereas, 21.3 % of homeowners are older than 65 years old.
 - Therefore, the Village can expect to see about 25% of its housing stock "turn over" during the next decade based on age alone.
 - Lastly, 41.3% of houses are worth between \$75-100k; and 79.9% is between \$50-100k.
4. Walter Kalina reviewed remaining identified issues, goals, and objectives. This discussion and write-up of preliminary goals and objectives can be completed at the next meeting in August, for presentation at the September stakeholder/public meeting.
 5. The Village is in the process of completing a study of housing in the Village including identifying rental units that are not registered and may not be showing up on tax rolls. CHA will coordinate with the Village and incorporate this information into the Comprehensive Plan. There was some discussion on the need for housing for younger individuals in the community.
 6. Next Comprehensive Plan Advisory Committee (CPAC) meeting is scheduled for 7 pm on August 27th, 2003. The stakeholder/public informational meeting is scheduled for September 10th, 2003. The location for this meeting needs to be identified. Details will be worked out at the August CPAC meeting. The link to the Village's website for the

Comprehensive Plan Advisory Committee and Comprehensive Plan information will be up and running within the next two weeks.

7. Meeting adjourned at 9 pm.

Please report any additions or corrections in writing within 10 calendar days to Walter Kalina at Clough, Harbour & Associates LLP phone 315-471-3920 or fax at 315-471-3569.

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SUMMARY OF MEETING

DATE: 8-27-03

CHA PROJ. #: 12308

PLACE: Village of Liverpool
Village Hall
310 Sycamore Street

TIME: 7pm

ATTENDEES:

Nick Kochan
Yevett Hewitt

Mike Romano
Lonnie Chu

Alice Melvin
Elizabeth Dailey
Linda D. Hickok
Dan Weidman
Walt Kalina (CHA)

Paul Fritz
Daniel Cook
Joe Ostuni
Joe Romano
Mike Alexander (CHA)

PURPOSE:

To review the agenda and PowerPoint presentation with the Comprehensive Plan Advisory Committee in preparation for the first Stakeholder and Public Informational Meeting to be held on Wednesday, September 10, 2003.

MINUTES:

1. Walt Kalina reviewed the status of the retail market study request for proposal. A total of 22 firms from New York as well as other states have expressed an interest in responding to the request for proposal. All proposals are due Tuesday September 2, 2003 at 3 pm at the Village Clerk Office. Nick Kochan added that the Village and CHA have responded well to many questions regarding the proposals and selection of a consultant will begin immediately with some narrowing down of the number of potential candidates by the September 10, 2003 public meeting.

2. Walt Kalina explained that the purpose of tonight's meeting is to receive feedback regarding the PowerPoint presentation that will be the focal point of the September 10, 2003 stakeholder and public meeting. Everyone in attendance is asked to encourage others to attend the public meeting. Everyone is also encouraged as Comprehensive Plan Advisory Committee (CPAC) members to comment and respond regarding the content and format of the PowerPoint presentation.

3. Prior to starting the presentation, Walt Kalina, at the request of Nick Kochan, turns the floor over to Alice Melvin who then discusses two concerns regarding the unattractiveness of overhanging road signs along the main business corridors and thoroughfares in the Village. The second concern is the issue of present zoning that allows the conversion of single-family homes in the Village to multi-family use. These concerns will be addressed throughout the comprehensive planning process. Others in attendance are encouraged to voice similar concerns they have at the September 10th meeting.
4. The following comments and suggestions are received from CPAC members on the PowerPoint slide presentation. Once revisions are made the PowerPoint presentation will be forwarded to Lonnie Chu for posting on the Village's Comprehensive Plan website.
5. Label the NYS Thruway and other key land use features on the generalized existing land use map of the Village prepared by CHA; highlight the single-family properties, group and highlight the two and three-family properties, and highlight the apartment properties all by varying the color scheme of the map for various categories of land use. A more specific existing land use map of the Village prepared by CHA is also presented and will be available for the September 10th meeting.
6. Spell out "Central Business District" in the presentation slides wherever "CBD" is used.
7. Add the Village web address in large type to the fourth slide.
8. Take additional photos of "safety issues" (i.e. pedestrians crossing Oswego Street) and include in presentation, if appropriate.
9. Also add some photos of people involved in various recreational activities at Onondaga Lake Park
10. Walt Kalina then suggests, based upon substantial study and review of the area, that the Comprehensive Plan Advisory Committee divide up into subcommittees to address various planning issues and opportunities for five planning focus areas within the Village as follows:
 - 1) Village Neighborhoods, 2) the Lakeside Business Corridor, 3) Village Business and Industrial Park Area, 4) The Village Civic Center, 5) The Waterfront Community.
11. The next Advisory Committee meeting is scheduled for Wednesday, September 24th, 2003 at 7pm in the Village Hall.

Please report any additions or corrections in writing within ten (10) calendar days to the undersigned at Clough, Harbour & Associates LLP.

Name
Title

XX/xxx
Enclosure
cc:

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SUMMARY OF MEETING

Village of Liverpool Comprehensive Plan Stakeholder and Public Informational Meeting #1

DATE: 9-10-03

CHA PROJ. #: 12308

PLACE: Village of Liverpool
Village Hall
310 Sycamore Street

TIME: 7pm

ATTENDEES:

Marlene Ward - Mayor	John Landers - Business Owner/resident
Nick Kochan - Planning Board	Michael Casale - Resident
Maxine Seibel - Resident	Mike Hennigan - Nichols Market
Bill Egloff - NYSDOT	Tam Tartaglin
Stephen Martin - OCWEP	Mary Roe - Roe of Books
Christopher Terrell - Resident	Bill Roe - Roe of Books
Ken Sokolowski - Resident	Megan Piper - L'pool Schools
Rick Minsker - L'pool First	Larry Duirofore - L'pool Methodist Church
Mike Meier - LCC	Linda D Hickok - Planning Board
Colleen Gunnip - Town of Salina	John M Hurley - Resident
Guy Hulbert - NYSTA	Dan Weidman - Resident
BoNhia Lee - Post-Standard	David Hess - Niagara Mohawk
Marilyn Bentley - Resident	Peter Osborne - Planning Board
Sally Sessler - Homeowner	Elizabeth Dailey - L'pool Library
Ed Sessler - Homeowner	Dorianne Gutierrez - Historical Society
Willard Bahn - Resident	Mike Romano - Resident, L'pool First
Garry Parker - Resident	Daniel Cook - Resident
Ron Herrgesell - Resident	Charles Poltenson - SMTC
Rev. Stephen J. Marks - L. Comm. Church	John Gormel - Retreat
Don Morris - L'pool Police	Jim Farrell - County Legislator
Karen Kitney - SOCPA - County Executive	John Loucks - Fire Chief
Bob Geraci - Onondaga County Parks	Kelley Romano - Resident
Michael D. Casale, Zoning Board	Bill Sanford - Resident
Bruce Trexler - Onondaga County DOT	Walter Kalina - CHA
Alice Melvin - Resident	Tim Faulkner - CHA
Mike Alexander - CHA	
Joe Ostuni - Planning Board	

PURPOSE:

To conduct an informational meeting for project stakeholders and the general public discussing past trends, existing conditions, issues & opportunities, and goals & objectives being developed by the Village of Liverpool as part of the Village Comprehensive Plan. This was the first Stakeholder and Public Informational Meeting to be held in which invitations were mailed to previously identified stakeholders.

MINUTES:

1. Mayor Ward welcomes attendees and thanks them for coming. In addition, Mayor Ward thanks the Village Board and Planning staff for their hard work and dedication, as well as Clough, Harbour & Associates LLP for conducting tonight's meeting.
2. Nick Kochan introduces himself and CHA planning staff: Walt Kalina (Senior Planner, Mike Alexander (Planner), and Tim Faulkner (Senior Traffic Engineer).
3. Walt Kalina reviewed the status of the retail market study request for proposal (RFP). A total of 6 firms from New York as well as one firm from Maryland responded to the (RFP). Selection of a consultant will begin immediately with some narrowing down of the number of potential candidates by the September 24, 2003 CPAC meeting.
4. Walt Kalina explained that the purpose of tonight's meeting is to inform attendees about the status of the comprehensive plan. Attendees will be informed about past trends, existing conditions, issues & opportunities, goals & objectives being developed for the Village of Liverpool Comprehensive Plan.
5. Walt Kalina encourages attendees to voice opinions and/or concerns they may have regarding the issues & opportunities, and the goals & objectives that have been identified in the presentation.
6. The PowerPoint presentation begins by asking "how many people view the Village as a waterfront community?" Out of fifty one attendees approximately five to seven raised their hands. Mr. Kalina stresses the need to consider the Village as a waterfront community with the ability to capitalize on two wonderful assets in the Village's own backyard: Onondaga Lake, and Onondaga Lake Park. Walt Kalina then suggests, based upon substantial study and review of the area, that the Comprehensive Plan Advisory Committee divide up into subcommittees to address various planning issues and opportunities for five planning focus areas within the Village as follows: 1) Village Neighborhoods, 2) the Lakeside Business Corridor, 3) Village Business and Industrial Park Area, 4) The Village Civic Center, 5) The Waterfront Community.
7. During the presentation, a question was raised regarding the Village's limited ability to expand and grow. The resident wondered how the Village can compete with other communities that have land waiting to be developed. Response: Kalina suggested that the Village will experience property turnover that could allow for a planned & coordinated land use change. Also, as a village, Liverpool has many unique attributes that are very difficult for "newer" communities to replicate, thus enhancing the Village's ability to compete with other growing communities. As such, a comprehensive plan will

focus on developing and strengthening those unique village assets to allow Liverpool to "compete" at a larger regional scale.

8. Another question was asked? How do you ensure that the Village will develop to be "vehicle friendly"? Response: Kochan suggested that the high volume of traffic currently commuting through the Village may be a deterrent to business opportunities. Mr. Kochan offers the former Wendy's location as an example where redevelopment is impeded by traffic volumes on Oswego Street. Thus, to reduce the amount of vehicles would improve the flow of traffic, thus making the Village more "vehicle" as well as pedestrian friendly. A major focus of the comprehensive plan and the retail market study will be traffic and parking issues within the Village and recommendations on resolving such issues.

9. An additional comment suggested that the end result will require a "compromise" by everyone involved for the good of all.

10. A Village resident strongly advocated for a reduction in vehicle traffic to increase pedestrian mobility, citing an example of two children on bikes attempting to cross Oswego Street. She explained that they could not get across the road to the Post Office because it was simply far too dangerous." Lastly, the resident commented on the randomness of signs, stating that there should be better regulations regarding highway sign design and placement.

11. One stakeholder commented that individuals concerned with parking in the Village should visit other local villages to get ideas of how they have addressed similar challenges.

12. A final comment was raised regarding the consideration of the potential impact of a Walmart locating adjacent to the Village. Walt Kalina stated that the Village has no regulatory authority regarding development that is occurring outside of its boundaries. However, the upcoming retail market study should consider the potential impacts of "outside" development on the Village Business District, and thus recommend strategies for Village business. These strategies are anticipated to include recommendations of types of stores/businesses that should locate within the Village that offer unique products and services that can not be offered by a larger retail store. Thus, as a traditional village, Liverpool has many unique opportunities and assets that will allow it to thrive and compete with other commercial and residential areas. The comprehensive plan is intended to enhance the Village's ability to capitalize on its unique opportunities. After comments were expressed and questions answered the meeting was adjourned at approximately 8:30 pm.

13. The next Advisory Committee meeting is scheduled for Wednesday, September 24th, 2003 at 7pm in the Village Hall.

Please report any additions or corrections in writing within ten (10) calendar days to the undersigned at Clough, Harbour & Associates LLP.

Name

Title

XX/xxx
Enclosure
cc:

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Village of Liverpool Comprehensive Plan Summary of Meeting

CHA Project No. 12308

DATE: September 24, 2003
PLACE: Village Hall - Village of Liverpool
TIME: 7 PM

ATTENDEES: Daniel Cook, Vince Cook, Nick Kochan, Aino Parlo, Alice Melvin, Ed Sessler, Pete Osborne, Joe Ostuni, Lonnie Chu, Casey Smith, Tom Tartaglia, Peg Casale

PURPOSE: To review Study Area boundaries and assign subcommittees.

MINUTES:

1. Meeting called to order by Nick Kochan

- Walter Kalina, Mike Alexander from CHA introduced themselves and provided a brief status of the planning process, the purpose of the meeting, and the status of retail market study. Consultant selection for retail study has been narrowed to two firms, 1) Saratoga Associates: New York, and 2) BBP: Maryland. Each firm has been invited for an interview at the Village Hall on Wednesday October 1st starting at 6pm – Dan Sitler (Saratoga Associates); 7:30 James Prost (BBP). The public is invited to attend. There will be a half-hour presentation by each consultant and then a half hour question and answer session.
- Nick Kochan identified a need to increase public involvement in public meetings and in retail market study process. Nick stresses the importance to include the business community in the selection process and offers to write letters to new business stakeholders such as Cole Muffler, owners of rental business property, and finally, to the stakeholders that were not present at the stakeholder meeting.

2. Walt Kalina opens the floor for discussion as he begins to review potential comprehensive plan formats that the Village may wish to adopt.

- Nick would like to see all statistical data in the appendix for easy updating in the future.
- Walt suggests as an alternative to consider using a three ring binder version for easy updating.

3. Walt then reviews Study Area boundaries, noting that there are five Study Areas. General consensus was achieved regarding the assignment of Study Area Boundaries.

- Nick would like to see each Study Area paired with one member of the Planning Board (five Study Areas, five planning board members).
 1. Nick Kochan will do Study Area #2
 2. Tom Tartaglia will do Study Area #5
 3. Joe Ostuni will do Study Area # 4
 4. Peter Osborne will do Study Area # 1
 5. Linda Hickock will do Study Area # 3

- Meeting attendees were asked to consider which Study Area they would like to be affiliated with.
- Walt notes that each Study Area subcommittee will have about three weeks to create a vision for their area document all of its uniqueness such as historic buildings, number of public parks & type of park amenities.
- Mike notes that each Study Area is just conceptual, and that each subcommittee member needs to be aware of what is going on in neighboring Study Areas. In addition, because Study Area boundaries are delineated by streets, it is extremely important that each group look at both sides of the street (across their conceptual boundaries) when considering a vision for their area's future. In doing so, this will prevent "tunnel vision" and will allow for a more comprehensive vision for the Village's future physical development.

4. The next CPAC meeting will be on Wednesday October 29th, 2003 at 7pm at the Village Hall.

Please report any additions or corrections in writing within 10 calendar days to Walter Kalina at Clough, Harbour & Associates LLP phone 315-471-3920 or fax at 315-471-3569.

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Village of Liverpool Comprehensive Plan Summary of Meeting

CHA Project No. 12308

DATE: October 29, 2003
PLACE: Village Hall - Village of Liverpool
TIME: 7 PM

ATTENDEES: Nick Kochan, Joe Detor, Peter Osborne, Dan Murphy, Linda Hickok, Casey Smith, Joe Ostuni, Alice Melvin, Dorianne Gutierrez, Lonnie Chu, Ed Sessler, Sally Sessler, Tom Tartaglia

PURPOSE: To review each Study Area Committees' notes and findings and to determine what information is still needed.

MINUTES:

1. Meeting called to order by Nick Kochan

- Walter Kalina, Mike Alexander from CHA introduce themselves.
- Walt reviews BBP status: State funding approval is moving forward. We expect to work with BBP starting in early to mid December. This may require pushing the Comprehensive Plan deadline back one month to April.
- Walt begins by discussing what is still needed to complete the existing conditions chapter of the Comprehensive Plan. This information needs to be to CHA by mid November. CHA will then take this information and draft several sections of the Comprehensive Plan for the December meeting. Please note that in order for CHA to meet the Village's deadlines all subcommittee members need to present their findings to CHA prior to the December meeting (preferably by mid November).
- Walt lists the following:
 - i. Water, sewer, and drainage information – Nick Kochan said that he would provide.
 - ii. Need an assessment of road, sidewalk, streetlights, and road sign condition and planned improvements. Walt says that it would be helpful to see if the Village has a Capital Improvement Plan for such items. – Nick Kochan said that he would speak with the appropriate Village representative to get the information.
 - iii. Need an inventory of all parks and their attributes- Nick Kochan said that he would speak to the appropriate Village representative to get the information (Bill A.)
- BBP should be present at the December meeting and will thus commence a large role in the planning process.

2. Joe Ostuni reviewed expanded scope for BBP. Joe brought an example of a survey that the Village conducted in 2000 that will be provided to BBP to model its surveys after. Joe is interested in determining if shoppers and business owners are interested in attracting

Onondaga Lake Pedestrian traffic into Village business district. It is noted that approximately 1.5 million people walk Onondaga Lake Park a year. Another survey that Joe wants to see is a resident survey to determine what they would like to see as far as new businesses. Another survey Joe would like to see is a vehicle traffic intercept survey to determine how many vehicles that enter the Village are stopping in the Village verses commuting straight through. Walt says that we may be able to accomplish this by tracking license plates numbers. Finally, Joe would also like to see an Onondaga Lake Park user survey to determine the amount of interest by park patrons to enter the Village business district. Ideas included surveying Lights on the Lake patrons, but the concern arose that these are "automobile users" not pedestrians. A phone survey was discussed. Another idea included utilizing Onondaga Lake's website to conduct a user survey. Lastly, a final idea involved placing surveys under windshield wipers with paid postage envelopes at the park.

3. Review of each Study Area Committee notes.

Linda began discussing findings in Study Area # 3. Linda and Nick Kochan felt that the proposed US Post Office site would be a more appropriate site for mixed use development (residential and commercial development that would include 1st floor retail, 2nd floor office, and 3rd floor apartments/condos). They would also like to see walkways connect the Park with the Village. The group agreed with Linda and Nick's findings and would like to see this area develop as such. The group would like to use its consensus to discuss with the Post Office other options instead of its proposed site. It was noted that the Village and the Village's residents should work more aggressively with the Post Office to see if it could remain where it is. Linda also said that the houses along Lake Street should redevelop to complement the Park's new development and provide complementary retail shops. Village needs to find a way to convert the current property's use. The Village must also be willing to acquire an easement to create the pedestrian link into the Village within this section. It was also noted that businesses in the Village need to do more to attract Village Library patrons. The businesses should help cater to their needs because they come from all over the area, not just within the Village Boundaries. This would also be a great survey question for library patrons.

4. Walt informs that Village that all designated Empire Zoned property owners need to apply to the County ASAP in order to receive EZ benefits. The deadline is rapidly approaching and, as a result, the Village is at serious risk of losing its designated properties due to anticipated changes in legislation. The current legislation ends in June 2004, but the paperwork needs to go out very soon to meet that deadline. Nick recommends that each individual business owner within the EZ go directly to the County and by-pass the Village to apply for benefits.

5. Joe Ostuni and Alice Melvin discussed Study Area #4. They passed around pictures of properties along the waterfront. They cited absentee landlords as a major concern in this area, and noted that the conditions of many absentee landlord properties were lower than the surrounding single-family homes. The Village would like to see more owner-occupied structures. The Village should consider establishing a 2-family overlay district. There are also many historic structures within this district such as the Willow Barns and various structures. Gateways into Tulip Street should be improved with the "Hanging Gardens" concept. All pedestrian paths into the Village should also be uniform to encourage the

feeling of a continuous pedestrian network. The rocks at the bottom of Tulip Street should be removed and replaced with flowers planted in whiskey barrels or the road should be narrowed and directly connect to the park as part of a Village pedestrian network. This may help attract tourists to the area to shop. The Village Historian, Dorianne, was consulted for her expertise and to determine if there is any documentation or inventories of these properties. Dorianne said that there is a wealth of information regarding most properties and that it would not be too difficult to assemble. Dorianne poses a question to the Village "what should we consider significant?" The response was that it should be defined very broadly to allow for the celebration of many non-traditional historic structures such as the Village's many bungalow homes.

6. Lonnie and Peter then discussed Study Area #1. Lonnie advocated for plaques to be hung on or in front of historically significant homes. The information should include the property's architectural style, as well as any unique history in which the house was involved. Lonnie noted that the Presbyterian Church has a marker that faces the wrong direction. She advocated for this to be corrected. Discussion also included improving the Village's aesthetic appearance. Incentives should be provided to residents and businesses alike for improving the façade and landscaping their properties. The Business district should consider the possibility of creating a BID – Business Improvement District. Study Area #1 should note historic events and structures within the Village such as the building on Tulip and First streets which served as a refuge for Patriots War soldiers in 1839. All Willow Barns should be designated. Traffic needs to be greatly reduced along Oswego Street and it needs to be narrowed to allow for adequate redevelopment of the northern side of the road. The road should be narrowed from 4 to 2 lanes (per Lonnie). It is noted that the traffic along Oswego Street never calms and is always constant throughout the day. This deters a sound Village atmosphere. Walt notes that traditionally, all roads merge to the Village Center (Presbyterian Church area) and that future land use should be adapted to create a new Village Center around this area.
8. The Village needs to connect Study Area # 2 with the rest of the Village. Other "concepts" for this section of the village should also be considered, especially as they may relate to the use of the rail lines. A rail station to DestiNY, the Ball Stadium, the Inner Harbor, and to Syracuse University Sporting Events have been ideas that have been considered. There should also be a better sidewalk network in this area.
9. Tom reviewed Study Area #5. He noted that large homes 3000+ sq feet sell in the suburbs but not in the Village. The Village needs to find a better way to market these large homes when they are sold. Tom noted that some homes have debris in their yards that should be removed. He also noted that some homes are in various stages of renovation and never seem to be finished. This is a code enforcement issue. Tom also noted a lack of sidewalk patrons in the neighborhoods.
10. General Comments included the need to enforce maintenance and design codes. Peter suggested that the Village lacks a significant amount of permanent buildings with historical significance. This should be addressed by making architectural design guidelines. There should be a "Liverpool Days" celebration at the Willow Museum. There was once a

proposed mural for the side of the police department which fronts Route 370. The Village should develop an Urban Forest program to help maintain and protect its many older trees.

The next CPAC meeting will be on Wednesday December 3rd, 2003 at 7pm at the Village Hall. It is expected that the new retail consultant, BBP, will be at this meeting.

Please report any additions or corrections in writing within 10 calendar days to Walter Kalina at Clough, Harbour & Associates LLP phone 315-471-3920 or fax at 315-471-3569.

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Village of Liverpool Comprehensive Plan Summary of Meeting

CHA Project No. 12308

DATE: December 3, 2003
PLACE: Village Hall - Village of Liverpool
TIME: 7 PM

ATTENDEES:

Jim Prost	Linda Hickok
Michael Alexander	Carlton Holowes
Tom Tartaglia	Joe Ostuni
Mike Hennigan	Miglo Rypn
Charlene Connolle	Daniel Cook
Loral Wilcox	Alice Melvin
Ed & Sally Sessler	John Landers
Casey Smith	Lonnie Chu
Joe Detor	Yvetter Hewitt
Walt Kalina	Nick Kochan

PURPOSE: To update meeting attendees about the commencement of the retail market study, obtain public feedback regarding the content of the study, and solicit volunteers to conduct consumer intercept surveys.

MINUTES:

1. Meeting called to order by Nick Kochan at 7pm. Nick introduces Jim Prost from Basile, Baumann, Prost & Associates (BBP) Inc. as well as Walter Kalina and Michael Alexander from Clough, Harbour & Associates. Nick turns the floor over to Walt to review the agenda. Walt mentions that BBP's contract is being processed in Albany by the NYS Department of Transportation. Walt also handed out chapters 1 and 2 of the comprehensive plan for people to take home and review. Chapter 3 is underway. We are awaiting information about historic resources and for the final results of the traffic analysis, both of which will be included within Chapter 3.
2. Jim Prost then began his PowerPoint presentation where he outlined the retail market study process. Jim reviewed the types of data that he will analyze, the types of goals he hopes to achieve, and the types of assistance he needs from Village business owners and residents. Jim outlined background economic and demographic data on the Village, summarized the work scope and schedule, study places and key project assumptions. The process procedure and format for a retail intercept survey were presented. Jim distributed copies of the PowerPoint presentation, intercept survey and intercept survey methodology.
3. Comments and questions noted during the presentation included:
 - Why not leave the surveys at various locations throughout the Village?

- The first survey (conducted in 2000 by the Village of Liverpool) will serve as the foundation for the new survey and will provide a basis for determining trends based on the new analysis. The new survey provides additional data and information but has been formatted to evaluate trends since the 2000 survey.
- Someone from the audience noted that he felt that the first survey conducted by the Village in 2000 is outdated based on his personal observations of how the Village has changed in the last 16 months and all the work being accomplished.
- A question was raised regarding who is paying for BBP's services. The New York State Department of Transportation is providing the source of funding, ultimately federal-aid funds for the Village of Liverpool's retail market consultant.
- Nick Kochan reaffirmed the comprehensive planning process (and the end result being the plan itself) as a very important tool that can be used to help leverage decision making. The plan represents a collective vision of the community regarding how it would like to develop over the next 25 years. Thus, any decisions that may result in the modification of the village's physical design should be guided by the collective vision as set forth by the comprehensive plan.
- A question was raised regarding "what is the most important thing needed to be accomplished to turn around (improve) a village?" Jim Prost said that there is never one important thing but that it helps if the Village could create an image or specializes in a market; for example, create a critical mass of antique shops or restaurants in the Village.
- A comment was made that the Village of Liverpool falls within the Erie Canal Way National Heritage Corridor, and that decisions are being made by people involved with the Erie Canal that may impact the Village. It was noted that the Village should take a lead role in determining how the Heritage Corridor should be designed within the Village boundaries.
- The County is cleaning-up Onondaga Lake – need to emphasize lake in marketing and in the plan. Look at how and where Skaneateles has placed its parking and see if Liverpool could create a similar situation. Signage in the Village is a huge problem. "Where are the antique shops and art galleries within the village?"
- People do not know that there are six (6) quaint, little gift shops on First Street. Drivers through the Village do not stop and shop there. We need more pedestrian traffic through the Village business district.
- Annapolis Maryland has reinvented itself and markets itself among other tools by holding a Midnight Madness sale.
- Can Liverpool create a village directory of shops that could be available to shoppers? Chamber of Commerce was looking into it – what is the status?
- The Village of Liverpool wants to be known for something. For example, Skaneateles has Dickens Christmas; Liverpool has the new Halloween festival.
- The Village needs to be reconnected with Onondaga Lake. Opportunities exist for clever Oswego Canal themed entrance and gateways (for example: stone gateways with iron arches) that could say welcome to Village of Liverpool and provide a directory of shops and restaurants within the Village.
- Village should also cater to exercisers' needs and demands.
- Joggers should be routed through the Village as part of the lake trail.

- Village should provide playgrounds and public restrooms for park patrons.
- Potential for ice skating/pavilion
- Locate parking in relation to park and lake to force people to walk by shops.
- Try to develop consensus for plan.
- Slow down traffic, more pedestrian friendly.
- Better signage to shops, less urban highway directional signs.
- Potential retail/service emphasis: art galleries, antiques, higher end clothing, gift shops, yoga
- Encourage more locals to shop in the village
- Need to work with merchants association.
- BBP needs volunteers to conduct the retail market survey. Please contact either Nick Kochan at the Village Hall or Jim Prost at BBP at 800-822-6330 or jprost@bbpa.com to find out ways to Volunteer and get directly involved in the planning process.

Survey will be conducted at three general locations on Thursday, Friday and Saturday, December 11, 12 and 13. Additional drop off surveys will be available in the library. Next meetings on market study Wednesday, Thursday, Friday, January 14, 15 and 16. Evening public meeting Thursday, January 15; morning public meeting with merchants Wednesday, Thursday or Friday (January 14, 15 or 16).

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Village of Liverpool Comprehensive Plan Summary of Meeting

CHA Project No. 12308

DATE: January 14, 2004
PLACE: Village Hall - Village of Liverpool
TIME: 7 PM

ATTENDEES:

Jim Prost
Michael Alexander
Joe Ostuni
Several Merchants and property owners
Lonnie Chu
Yvette Hewitt
Walt Kalina

Linda Hickok
Nick Kochan

PURPOSE: To update meeting attendees about the commencement of the retail market study, obtain public feedback regarding the content of the study.

MINUTES:

1. Meeting called to order by Nick Kochan at 7pm. Nick introduces Jim Prost and Chris Yake from Basile, Baumann, Prost & Associates (BBP) Inc.
2. Jim Prost began his PowerPoint presentation. The medium disposable income for all village residents is 27.3 million. The Village businesses had 46.7 million in retail sales, thus the Village attracts outside shoppers. Based on this fact, BBP would like to look at how traffic modifications could impact the Village Businesses. Medium disposable income in the Village is 29.8K. There are 36 retail businesses in the Village, and 13 food and drink establishments.
3. Chris began a review of the intercept survey results. 77 surveys were completed. 64% were completed by females. 35% were completed by individuals between 50-65 years old. 9% were older than 65 years old. 7% were between 18 and 29 years old. 34% were village residents filling out the survey. 21% were Clay residents and 16% were Salina residents. 19% were village business employees. 26% were Syracuse residents. 21% were retirees. 87% of the surveys indicated that the surveyed drove to the village. The majority of the surveys were drop-off surveys from the Library. There may be additional electronic surveys on file. Nick Kochan will coordinate with Lonnie Chu to determine if this is the case.
4. 79% of survey respondents said that the Village was a convenient location. 65% said that the Village provided "ease of access." 57% said that the Village is attractive and clean. Under the "most important for improvement" category, traffic calming was the highest priority at 41%, next was the importance of reconnecting the Village with Onondaga Lake Park (40%), next was the Village needs to enhance "walkability," lastly, was the need for more shopping at 23%.

5. Items rated fair or poor included the variety of goods and services (61%), the need for parking 47%, the cost of goods and services (44%).
6. The most desired uses include: 30% said they wanted additional entertainment facilities such as a theatre or a museum. 27% said they would like more fine dining establishments, and 26% said they wanted modest priced restaurants.
7. Potential niche markets include restaurants and antique stores.
8. Less desired uses include furniture stores, personal services, and business services.
9. Jim Prost discussed meetings that BBP, CHA and the Village had with the following groups: elected officials, NYS DOT, Community Planners, Parks Department, and the real estate community.
10. BBP's retail study will be based on survey results, economic & demographic data, traffic study reports, and comparable models.
11. The most recent Onondaga Lake Park "survey" is ten years old. BBP has acquired a copy from the County Parks Department.
12. Concepts to consider include having a tram stop in the village, the future use of the Zogg School.
13. Lastly, a resident commented that she would like to see the theme of the Village be geared towards Onondaga Lake's unique historic resorts. The Lake is a place for relaxation and Onondaga Lake's old resort industry capitalized on this concept. She said that she would like to see the Village take up this theme. The same resident also commented on increasing the amount of vegetation along the Lake's trails and to continue this "theme" of "hanging gardens" into the village. She commented that special light fixtures could also be included along the walkway and could contain hanging flower pots.

Comments received in open discussions from various participants included:

- Better signage is needed to direct people to businesses
- Create a better image and theme
- Improve traffic flow and foot traffic during special events – people usually bypassing the businesses
- Difficult to get a new client base
- Parking on weekends is an issue
- Traffic is a problem
- New signage will be completed shortly listing businesses
- Onondaga Lake Park will have copies of our brochure
- Not enough stores in the Village to shop in
- Parking is an issue on Fridays and Saturdays especially at the Retreat
- There is an imbalance between parking use and availability
- Major concerns with "horrendous traffic" and safety issues
- The more shops we lose the less the people will come into the Village – we need a critical mass
- Signs for businesses will be up at both ends of Onondaga lake Park
- Traffic makes it very difficult to get around internally in the Village
- Village has never had a better retail mix but can still be improved

- Post Office on lower First Street may help businesses on this side of the Village plus provide parking in the evening and weekends
- Village has already come a long way with streetscapes, parks, etc. due to the hard work of many people
- Retail mix is important but so are the people behind the businesses to create a place to live and stay in
- Marketing is everything – target types of shoppers for “purposeful trips”
- County Parks needs to promote the Liverpool area in its promotions for events at the lake
- Library is the biggest draw to the Village
- Village needs a fishing store, sailing shop, etc. that benefits from the lake
- Need more opportunities at the yacht club and marina with no fees for non-members

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Village of Liverpool Comprehensive Plan Summary of Meeting

CHA Project No. 12308

DATE: April 4, 2004
PLACE: Village Hall - Village of Liverpool
TIME: 7 PM

ATTENDEES:

Nick Kochan	Linda Hickock
Michael Alexander	Sally Sessler
Casey Smith	Joe Ostuni
Bill Regan	Maxine Weibel
Alice Melvin	Joe Detor
Jerry Clark	Dan Weidman
Kathy Clark	Peter Osborne
Mike Romano	John Ellonardo
Gary White	Yvette Hewitt
Walt Kalina	Edward J Sessler

PURPOSE: To discuss the graphic components of the Comprehensive Plan including redevelopment potential of the north side of Oswego Street, the "Golden Triangle" block south of First Street; and to discuss the potential redesign of Oswego Street and Second Street.

MINUTES:

1. Meeting called to order by Nick Kochan at 7pm. Nick introduces Walt Kalina and Mike Alexander from CHA.
2. Discussion commenced about the status of the overhead road signs over Oswego Street. Nick Kochan said that to his knowledge these signs were becoming structurally unsound and that the Village and its residents should determine how this should be resolved by the NYSDOT.
 - Many residents and meeting attendees voiced their opinion stating that these signs should be removed and not replaced. The signs have been cited as being aesthetically unpleasing, confusing, solely auto-oriented, and completely out of character with the surrounding community. Walt Kalina stated that the comprehensive plan will state as a recommendation to remove the overhead signs along major NYS routes through the Village.
 - The meeting attendees supported Walt Kalina's statement.
3. Walt Kalina passed around an updated Table of Contents for the Comp. Plan and said that the Draft final version should be complete in 4 to 6 weeks.
4. Walt turned the floor over to CHA traffic engineer Tim Faulkner who explained CHAs preliminary concept for reducing the number of traffic lanes on Oswego Street (Route 57) and Second Street (Route 370), and the Onondaga Lake Parkway (Route 370). Tim stated that Oswego Street and Second Street can be narrowed down from two lanes in each direction to a single lane in each direction with a center turning lane (with parallel

parking on each side of the road). This would allow for left hand turns in towards the business district as well as provide up to an additional 12 to 14 feet of green space that could be incorporated on either side of the road. To this effect, Walt passed around a rendering of a typical cross section that illustrated the present situation (four lanes and parallel parking) and the proposed alternative (one lane each direction, center turn lane, and parallel parking). Thus, Oswego and Second Streets would both be reduced by one lane. This would also increase the ease and safety of pedestrian travel and be more in character with the desired size and scale of the community.

5. A question from a resident was asked about reducing traffic: "How much traffic would be reduced?" Tim answered that the traffic would only be reduced during the AM/PM peak hours (typically between 7-9am; 4-6pm). The remaining hours during any given day would remain essentially unaffected by the proposed lane reduction.
6. Another question from a resident was asked: "Will reducing the number of lanes create a 'bottle-neck' in the Village, thereby causing congestion?" Tim responded that only during the AM/PM peak hours will traffic be affected by the lane reduction. The reduction in the number of lanes is intended to discourage drivers who commute through the village on a daily basis. Tim stated that drivers/commuters will find other routes to get to their destination if their only purpose/intention would be to "cut through" the Village during the AM/PM peak hours.
7. Several village residents expressed their support for a reduction of one lane along Oswego Street and Second Street after Tim explained how the traffic movement is intended to function with a reduction in a travel lane along Oswego Street and Second Street.
8. Tim also explained that Onondaga Lake Parkway within the Village, should be reduced to one travel lane in each direction with a center (or side) median for walkers/bikers and as a means of safe pedestrian travel. By reducing the lanes to one in each direction along NYS route 370 (Onondaga Lake Parkway in the Village), NYS could develop the rest of the parkway as one lane in each direction. The residents supported this concept stating that they would support a single lane in each direction along the Onondaga Lake Parkway because it would provide a nice gateway into the community, reduce safety concerns near the railroad bridge, and potentially allow for the continuation of the Loop the Lake Trail south towards the Syracuse Inner Harbor.
9. Tim then proposed that the Village consider a roundabout at the suggestion of BBP at the intersection of Oswego Street and Onondaga Lake Parkway (across from Heids). The roundabout would help to enhance the "gateway" aspect of entering the Village, would require only yield signs and not overhead stoplight, would allow for greater egress to First Street, and would provide a focal point that would serve as a civic place where the Village could erect a monument or a fancy sign. Tim stated that the NYSDOT has been working with roundabouts in various parts of the state and have achieved some success. The roundabout that Tim is proposing is a single lane roundabout designed to dramatically reduce traffic speed and provide access to each street connected with the intersection. Tim also added that contemporary roundabouts are designed to be more efficient and less intensive than roundabouts that were designed 30 to 40 years ago.
10. Several residents expressed their concerns about the proposed roundabout stating that they support all of the other recommendations, but are more reluctant to support the roundabout concept. They indicated that it should be looked into but that they remain

hesitant about its feasibility in the Village. Nick Kochan stated that the comprehensive plan will suggest conceptual ideas that can be shown to work, but which more importantly, reflect the consensus of the village residents. So, Nick said that if the residents want a roundabout and that CHA can show that it should work, than it could be a recommendation in the plan. However, Nick also stated, that if the village residents don't want a roundabout and that if no consensus could be obtained (regardless if CHA shows that a roundabout could work), than the plan will not contain a recommendation for a roundabout. Lastly, Nick stated that the NYSDOT will have to handle the design of any modification to roads under their jurisdiction and that it was the Village and the Village residents' responsibility to tell the NYSDOT what it wants in the plan.

11. The discussion turned over to the Marina in the Village. During the discussion it was mentioned that the Onondaga County is reluctant to develop the remaining slips at the yacht club. Residents expressed an interest in the County developing the remaining slips and increasing the use of the yacht club.
12. A resident stated as a goal that he would like to see the Methodist Church relocate its bell from a display currently in front of the Church back to the steeple where it could be rung every hour on the hour.
13. Another resident stated that he supported the reduction of lanes in Oswego Street and Second Street, but that he was concerned about people driving through the neighborhoods as a means of commuting through the village. Tim indicated that he would consider this concern as he considers the potential designs of the two roadways.
14. Jim Farrell stated that he applauded the Village with its planning efforts, and stated that it is critical to maintain public consensus in order to move the planning efforts forward.
15. Nick Kochan stated that the Village planning efforts over the last year has sparked "big developer interest."
16. Another resident stated that we need to design the community for winter activities as well as summer activities

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Village of Liverpool Comprehensive Plan Summary of Meeting

CHA Project No. 12308

DATE: April 26, 2004
PLACE: Village Hall - Village of Liverpool
TIME: 1 to 3 PM

ATTENDEES:

Nick Kochan	Linda Hickock
Michael Alexander	Bruce Trexler
Walter Kalina	Mary Rowlands
Marlene Ward	Steve Vetter
Bernard Kraft	Jim Farrell
Guy Hulbert	Bill Egloff
Mark Grobosky	Peter Osborne
Hank Chapman (Sen. John DeFrancisco)	John Eallonardo

PURPOSE: To bring all stakeholders up to speed about the Comprehensive Plan by discussing the Village's future vision as a pedestrian-oriented community that is designed at that scale of the pedestrian.

MINUTES:

1. Nick Kochan calls the meeting to order at 1pm. He introduces himself and thanks everyone for attending the meeting. He identifies the purpose of the meeting as an informational session to inform all stakeholders about the Village Comprehensive Plan. Nick then asks everyone to introduce themselves. Afterwards, Nick turns the floor over to Walt Kalina, Planner from CHA.
2. Walt begins his discussion by discussing CHA's planning efforts as well as BBP's retail market study. BBP will produce two Tech Memos, the first of which is due next week. Walt announces that Tim Faulkner, Traffic Engineer for CHA, will not be able to attend today's meeting due to an allergic reaction to poison ivy. He then describes current planning efforts underway within the Village. Identified below are five needs identified during the planning process (Please note the needs Walt had identified have been modified to reflect the discussion generated at the meeting):

Village "Needs"

- I. The Village needs pedestrian-oriented development and redevelopment, including mixed-use business and residential uses of vacant and underutilized properties in non-residential areas of the Village to help recapture the Village's unique identity. All development and infrastructure shall be designed at the scale of the pedestrian to facilitate pedestrian safety and activity.

- II.** The Village needs to increase pedestrian activity throughout the downtown and improve pedestrian circulation and connections between its downtown and neighborhoods to the north, Onondaga Lake Park to the south, and the City of Syracuse to the south.
- ❖ Hanging garden/greenbelt theme throughout the Village that connects with Onondaga Lake Park
 - ❖ Complete the Loop the Lake trail from Village to City of Syracuse.
 - ❖ Anticipate transit connections between Village and DestiNY
- III.** The Village needs to protect itself from through traffic in the Village that results from past, present and future development occurring outside of the Village in order to facilitate pedestrian activity. Examples include:
- ❖ Residential development along Rte 370 in Town of Lysander
 - ❖ Big Box & residential development north of the Village
 - ❖ DestiNY USA project south of the Village
- IV.** The Village needs to increase its local tax base and full-time residential use in the downtown area by encouraging mix-use developments with business and residential components.
- ❖ BBP has identified a demand, by developers to design high-quality mixed-use residential and retail development in the CBD
 - ❖ Residential development in CBD would promote desired businesses as well as existing businesses.
 - ❖ It would also encourage pedestrian activity and establish a high quality of life for the Village CBD.
- V.** The Village needs to re-establish its identity
- ❖ Create a “brand” for Liverpool businesses
 - ❖ Create a design theme, business theme, etc.
 - ❖ Development at a pedestrian scale
 - ❖ Waterfront orientation
 - ❖ Pedestrian and visual connections to neighborhoods and the Lake
 - ❖ Hanging garden/green belt theme
 - ❖ Loop the Lake by reducing the number of lanes along Route 370 between the Village and the City.
3. Nick Kochan and Mayor Ward describe the difficulties of movement throughout the village for both pedestrians and vehicular traffic.
- ❖ Difficult to make left hand turns into and out of businesses and neighborhoods. This has contributed to the accumulation of vacant land and buildings within the CBD.
 - ❖ Pedestrians do not feel safe crossing four, five and six lanes of traffic, regardless of how well the cross walks are marked or how well the cross walk technology functions.

4. Mike Alexander said that there may be a perception by Onondaga Lake Park patrons that the Village is an unsafe place to walk, bike, and/or rollerblade through. Moreover, the Village lacks the identifiable connections between the Park and the Village. For example, there are large boulders in the Park along the recreational trail at the Village street connections. This is not a welcoming gateway into the Village.
5. Jim Farrell said that one of the Village's largest challenges is to convince residents within the surrounding towns that there is a better way to reach their destination other than commuting through the Village. The residents within the surrounding towns must have another choice that offers a quick and efficient method of travel so that the Village may take measures to regain its identity.
6. Walt mentions that the majority of the issues confronting the Village that are to be addressed within the Comprehensive Plan are very complex and interconnected. Many of the issues are interconnected with traffic and land use issues.
7. Mayor Ward stated that there has been a tremendous amount of consensus among the Village residents, business owners, and other Village stakeholders that the comprehensive plan is addressing the correct issues and discussing desirable methods of addressing the issues, especially as they related to the Village's identity and pedestrian-oriented development.
8. Bernie Kraft has identified previous efforts to create a bypass around the village by utilizing undeveloped land north of the village. The problem has been, as he stated, is the complexity of properly mitigating issues raised by the railroad line that passes through the property.
9. Steve Vetter stated that the DOT is concerned about safety along its road network outside of the Village, including Onondaga Lake Parkway (Route 370) by the railroad bridge. Steve explained that the State and Federal funding that is paying for BBP's retail market study is trying to find additional ways of quantifying Village needs (number of car trips per day to support business, increase the number of jobs in village, increase revenue, taxes, and salaries, and so on) to support state DOT action and investment. To this end, the Village needs to establish a clear vision of what it wants to become and gain consensus among residents, business owners, politicians, planners, and surrounding municipalities including Onondaga County Parks Department. Without a clear vision and consensus, the DOT will address its problems along Onondaga Lake Parkway by erecting Jersey Barriers. Steve said that in order for the DOT to act, "there must be a problem worth solving." From the Village's planning efforts, agencies, especially County Parks Department, need to agree that there are problems with the Parkway and need to come to a consensus with the Village on how to resolve the problem.
 - ❖ During previous meetings, CHA and the Village have discussed the possibility of reducing the Onondaga Lake Parkway from four lanes to two lanes; one lane in each direction that is divided by a green space and bordered by a pedestrian trail that would extend from the Village of

Liverpool to the City of Syracuse. This would allow for the completion of the most difficult section of the County's Loop the Lake proposal. Furthermore, it would be consistent with the public vision of maintaining a more appropriate Gateway into the Village, while at the same time promoting pedestrian activity between the Village and the Lake. The Village advocates for the preservation of the natural beauty of the Parkway and is opposed to the placement Jersey Barriers as mitigation for automobile accidents along the Parkway. In addition to reducing the number of lanes, the Village would prefer to see a reduction in the speed limit along the Parkway to make the commute from the Village to the City and vice versa a true Parkway experience.

10. Mary Rowlands asked what and how is transit being addressed. Walt and Nick explained that there is interest in connecting the bus network with Onondaga Lake Park and First Street within the Village. However, communication with transit agencies needs to commence following a more detailed analysis of transit circulation throughout the Village. Mary also said that she will be undertaking efforts in the future regarding countywide transportation planning that will incorporate individual municipality planning efforts.

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Village of Liverpool Comprehensive Plan Summary of Meeting

CHA Project No. 12308

DATE: May 4, 2004
PLACE: Village Hall - Village of Liverpool
TIME: 7 PM

ATTENDEES:

Nick Kochan	John Landers
Michael Alexander	Dan Weidman
Walter Kalina	Casey Smith
Marlene Ward	Yvette Hewitt
John Eallonardo	Linda Hickok
Peter Osborne	Mike Hennigan
Joe Deto	Joe Ostuni
Mike Romano	

Purpose: To Review Chapters 1-4 with the CPAC Committee and to discuss specific recommendations for the Village Focus Areas.

1. Walt Kalina began the meeting by discussing the upcoming stakeholders meeting. The meeting is tentatively scheduled for May 26th. Weather permitting; we would like to conduct a tour of the Village Focus Areas to discuss planning & visioning concepts. This exercise should further enhance stakeholder understanding of how each area within the Village is envisioned to develop. Because of the possibility for a large group as well as potential time conflicts, Walt is proposing that we conduct two sessions one in the afternoon and one in the evening. The times have yet to be determined. Walt also discussed CHA's interest in attending the Merchants meeting on the 25th to update Village business owners about the planning concepts. Each merchant will also be invited as a stakeholder to the meeting on the following day.
2. Walt informs the group that BBP will produce Tech Memo 1 shortly and Tech Memo 2 within the next few weeks.
3. Walt briefly reviewed chapters 1-4 with the committee and submitted copies to the Planning Board for their review, comment, and acceptance. Following their approval, the chapters will be released to the public for comment. Few changes have been made to chapters 1 & 3. Chapter 2 and 4 have been updated and reformatted for easier reference. The majority of the text within these two chapters remains the same. Walt then mentions that Chapters 5 & 6 are half complete and should be nearly finalized by the end of the month as we await Tech Memo 1 and 2 from BBP.
4. Additional information needed is within Chapter 3. If possible we would like to include an inventory of historic properties within the Village. Pete Osborne said that he would provide the public participation section of the 1st Street and Washington Park Plans. Washington Park also has the continuation of a master plan. Nick Kochan said that he would inventory the School Park Network. Joe Ostuni and Nick said that the cultural and

historic section should include a discussion about the Gleason Mansion. Under the category of private parks – Zogg should be referenced. Walt then asked the Planning Board Members to review all six chapters and submit any changes by the 19th.

5. Walt then reviewed the Village Focus Areas and explained major planning concepts for each area. Focus Area #1 (Village Civic Center) – Pete Osborne said that he felt there were many architecturally significant structures within this focus area, but that there were many “temporary structures” that were less appealing and that did not serve their purpose. He would like to see redevelopment of these properties with architecturally significant structures that are pedestrian-oriented to add to the experience of the pedestrian. Walt explained that a planning recommendation is that an overlay district should be made for the area to address building design and pedestrian amenities, including the greenway corridor concept. A clarification was made that the vacant parcel next to the church is privately owned. A comment was made that the plan should recommend that the DOT consider the future redevelopment of the vacant lots around the Church and the Duany Settlement Plan recommendations for this area (Rte 57).
6. Committee members felt that they would like to see the future land use plan incorporate more single-family use in Focus Area 5.
7. Focus Area 2 and 3 should bring residents back to the Village Business District, of which the Committee agreed.
8. Residential units should only be permitted to convert to business use if proper elements are addressed, including rear parking, proper location of signs on façade of building made of high quality material reflective of the neighborhood’s history, proper lighting that will not disturb surrounding neighbors, and maintenance of the building to resemble residential characteristics.
9. Dr. Romano requested that the Village provide incentives for the conversion of multiple family housing into single family housing. He stated that the biggest obstacles he faced in converting his home was working with the utility companies to convert to a single family unit as well as changing to a single-family tax roll.
10. The next CPAC meeting is tentatively scheduled for the 19th at 7pm.

Village of Liverpool Comprehensive Plan Summary of Meeting

CHA Project No. 12308

DATE: May 19, 2004
PLACE: Village Hall - Village of Liverpool
TIME: 7 PM

ATTENDEES:

Nick Kochan	John Landers
Michael Alexander	Dan Weidman
Walter Kalina	Casey Smith
Marlene Ward	Yvette Hewitt
John Eallonardo	Linda Hickok
Alice Melvin	Elizabeth Dailey
Jim Farrell	Joe Ostuni
Mike Bearup	Garrey Corry

Purpose: To Review Chapters 5 and 6 with the CPAC Committee and to discuss specific recommendations for the Village Focus Areas.

1. Nick Kochan began the meeting by discussing the outcome of a previous meeting with the Onondaga County Parks Department. That meeting resulted and will result in the preparation of a memorandum of understanding between the Village and County Parks. There will be five issues to be addressed within the memo:
 - i. The Village will be the primary provider of services such as restaurants, shops and concession stands.
 - ii. There will be better interfaces with the streets that connect with the Onondaga Lake Park. In many cases boulders are placed in the roadways connecting with the Park to prevent vehicles from entering. This has resulted in an uninviting gateway into the Village. As a result, many park patrons do not enter the village to obtain demanded services.
 - iii. Lake and Willow gateway needs to be improved.
 - iv. Perhaps the most important point deals with the resolution of the traffic situation currently existing along the Onondaga Lake Parkway. The Parkway serves as a major gateway into the Village, which the Village would like to see traffic reduction and calming efforts take place as well as beautification efforts of the Parkway within the Village Boundaries. The County Parks would like increased safety and ease of access into and out of Onondaga Lake Park.
 - v. Last point deals with the better coordination of events, such as firework displays, between the Village and the Park.
2. BBP continues to work on Tech Memo #1; should be done this Friday (5-21-04). Joe Ostuni requested that the Stakeholder meeting be postponed until sufficient time has been

provided to the Planning Board to review the Tech Memo. The decision was made to postpone the Stakeholder Meeting to a later date.

3. It was determined that Rural Metro is the primary Ambulance provider for the Village.
4. The Planning Board will review and submit all comments regarding Chapters 1-4 and the Future Land Use Map by next Friday, May 28, 2004.
5. Walt Discussed the Brownfield Opportunity Area program and strongly suggested that the Village look into this program. It involves a three-stage process from identification to clean-up of contaminated sites. The State pays 90% of the entire cost. The Village can find a variety of ways to provide the last 10% including the cost of in-house services. Due to the strong potential to redevelop several blocks within the Village, CHA recommends that the Village enter into this program and review at least the following sites that have been identified during the comprehensive planning process as having the potential to be redeveloped. To this effect, all individual parcels within areas slated for future redevelopment, at a minimum, should be assessed for the potential to contain contaminants. Other sites, including some that exist within the neighborhoods should also be considered and assessed.
6. Walt reviewed the conceptual plan that showed the future building footprints superimposed onto an aerial of the Village business district. The plan also contains the location of future bike and pedestrian paths, several blocks that contain a high likelihood of redevelopment provided modifications to traffic volumes and the roadway network. The plan also contains a conceptual method of reconnecting Heid's with the Village by routing the Parkway along the eastern side of Heid's between the building and the railroad tracks. This would also allow for better and safer access into Onondaga Lake Park and provide an improved gateway into the Village. The additional land generated by this could be used for infill development or dedicated as parkland. The new intersection that would be created would also allow for vehicular traffic to directly access First Street, something that is not possible now with the current configuration. Lastly, this concept would allow for the improved access into the "Business Park District" and allow for the future improvements of several blocks by creating a landscaped boulevard that could serve as an access road for new business park development, including access for US Postal Trucks.

Village of Liverpool Comprehensive Plan Stakeholder Meeting

CHA Project No. 12308

DATE: March 28, 2005
PLACE: Village Hall - Village of Liverpool
TIME: 7 PM

ATTENDEES:

Walt Kalina – CHA	Mike Alexander – CHA
Dave Murray	Bill Reagan
Jim Stelter	Dan Wiedman
Cliff Drought – Liverpool Daily News	WR Bahn
Peter Osborne	Joe Detor
Alice Melvin	Peg Casale
Russ Tarby	Yvette Hewitt
Bill Egloff	Bob Ellis
Ed Sessler	Sally Sessler
Elizabeth Dailey	Bill Pastella
Nick Kochan	Mike Romano

PURPOSE: To bring stakeholders and public up to date on comprehensive planning process and to present Issue and Vision presentation.

MINUTES:

1. Meeting called to order by Nick Kochan at 7pm. Nick welcomed the stakeholders and introduced Walt Kalina and Mike Alexander from CHA. Nick turned the floor over to Walt who began the presentation.
2. Walt passed around a copy of the comprehensive plan as a working draft that is open for comments. Nick said that the Village has copies for reference if anyone is interested. Walt said that the goals for today are to take comments on BBP's tech. memo #1 and the comprehensive plan. CHA is also to conduct a PowerPoint presentation, which provides an overview of Village issues and a future vision. Points Walt made during part 1 of the presentation included:
 - ▶ Planning process is continuation of Andre Duany's New Urbanist Settlement Plan for Onondaga County, 2001.
 - ▶ CHA inventoried existing conditions of Village
 - ▶ CHA divided Village into "focus areas" to identify specific concerns for each area
 - ▶ Strengths include Onondaga Lake, civic buildings, parks, stable neighborhoods, urban forest (mature trees), major economic/redevelopment opportunities, Heids.
 - ▶ Issues include traffic, wide roads, loss of village identity and community character, lack of pedestrian environment, lack of Onondaga Lake pedestrian

connections, lack of “downtown” buildings, overhead signage, Post Office relocation, lack of gateways.

3. Major points from Part 2 of the presentation included:

- ▶ The Village is like a community within a park setting. It is also bordered by a waterfront park. The Village is a waterfront community.
- ▶ Future land use plan was created which focused on enhancing the five focus areas. The plan contains a future land use map on which to base future zoning modifications.
- ▶ The Village has identified with a “hanging gardens” theme. This idea comes from Harvey Baldwin – Syracuse’s first Mayor who envisioned Onondaga Lake becoming a place of shady groves and hanging gardens encircling its entire waters.
- ▶ The Village needs to enhance gateways into the community as well as into Onondaga Lake.
- ▶ The Village wants to maintain pedestrian-friendly streets and prioritize pedestrian movement over vehicular movement.
- ▶ The Village wants to create a vibrant social atmosphere.
- ▶ The Village wants to incorporate bike lanes along roadways.
- ▶ Traffic calming and streetscape improvements are needed.
- ▶ Onondaga Lake Parkway serves as a beautiful gateway into the Village; continue to enhance gateways.
- ▶ Future transit stop opportunities with DestiNY USA development.
- ▶ Build off of local history, salt museum, St. Marie among the Iroquois, etc.
- ▶ Enhance your waterfront business district.
- ▶ Create mixed-use development (residential and business/commercial in same building). – Waterfront business/residential district.
- ▶ Create new pedestrian corridors to Onondaga Lake in new waterfront business district.
- ▶ Rebuild “Main Street” with mixed use buildings.
- ▶ Take advantage of lake, marina, and park setting and visitors.
- ▶ Enhance pedestrian gateways.
- ▶ Improve village landscaping with community-wide hanging garden theme.

4. Nick Kochan said that there has been a tremendous amount of development interest in the Village within the past year. A comment was made from the audience that the Village should prepare itself for all of the new development that will most likely happen within the very near future.

5. No comments were given for BBP’s study other than it looks like a very good report. A comment was made that everyone should be prepared to see recommendations to reduce the volume of traffic in the comprehensive plan.

6. Another comment involved whether the Village could/should provide a vision for Onondaga County Parks because part of it (Onondaga Lake Park) exists within the Village. Walt commented that the Parks Department has been involved with this planning process and seems to be in favor of the direction it is taking.

7. The next meeting will be 6:00 pm Monday April 11, 2005 at the Village Hall.

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Village of Liverpool Comprehensive Plan Village Trustee Meeting

CHA Project No. 12308

DATE: April 11, 2005
PLACE: Village Hall - Village of Liverpool
TIME: 6 PM

ATTENDEES:

Walt Kalina – CHA

Mike Alexander – CHA

Mayor Ward

Nick Kochan

CHA passed sign in sheet around but it was not returned.

PURPOSE: To bring Village Trustees up to date on comprehensive planning process and to present Issue and Vision presentation.

MINUTES:

1. Meeting called to order by Mayor Ward at 6pm. The Mayor welcomed Walt Kalina and Mike Alexander from CHA. Mayor Ward turned the floor over to Nick Kochan who gave an introduction to the planning process.
2. Nick said that the planning process has been ongoing for 2 years; and is derived from the Onondaga County Settlement Plan that chose Liverpool as a focus area to explain how planning can improve the Village economy and environment. Nick also noted that CHA and BBP are near the end of their study and that the plan should be finalized shortly after BBP finalizes Tech Memo 2. Nick Kochan said that there has been a tremendous amount of development interest in the Village within the past year. Nick then turned the presentation over to Walt Kalina.
3. Walt passed around a copy of the comprehensive plan as a working draft that is open for comments. Walt said that the goals for today are to take comments on BBP's tech. memo #1 and the comprehensive plan. CHA is also to conduct a PowerPoint presentation, which provides an overview of Village issues and a future vision. This presentation is the same as the presentation given to the stakeholders in March of this year. Thus the points made during that meeting as documented in the minutes for that meeting are the same. Points Walt made during the presentation included:
 - ▶ Planning process is continuation of Andre Duany's New Urbanist Settlement Plan for Onondaga County, 2001.
 - ▶ CHA inventoried existing conditions of Village
 - ▶ CHA divided Village into "focus areas" to identify specific concerns for each area
 - ▶ Strengths include Onondaga Lake, civic buildings, parks, stable neighborhoods, urban forest (mature trees), major economic/redevelopment opportunities, Heids.
 - ▶ Issues include traffic, wide roads, loss of village identity and community character, lack of pedestrian environment, lack of Onondaga Lake pedestrian

connections, lack of “downtown” buildings, overhead signage, Post Office relocation, lack of gateways.

4. Major points from Part 2 of the presentation included:

- ▶ The Village is like a community within a park setting. It is also bordered by a waterfront park. The Village is a waterfront community.
- ▶ Future land use plan was created which focused on enhancing the five focus areas. The plan contains a future land use map on which to base future zoning modifications.
- ▶ The Village has identified with a “hanging gardens” theme. This idea comes from Harvey Baldwin – Syracuse’s first Mayor who envisioned Onondaga Lake becoming a place of shady groves and hanging gardens encircling its entire waters.
- ▶ The Village needs to enhance gateways into the community as well as into Onondaga Lake.
- ▶ The Village wants to maintain pedestrian-friendly streets and prioritize pedestrian movement over vehicular movement.
- ▶ The Village wants to create a vibrant social atmosphere.
- ▶ The Village wants to incorporate bike lanes along roadways.
- ▶ Traffic calming and streetscape improvements are needed.
- ▶ Onondaga Lake Parkway serves as a beautiful gateway into the Village; continue to enhance gateways.
- ▶ Future transit stop opportunities with DestiNY USA development.
- ▶ Build off of local history, salt museum, St. Marie among the Iroquois, etc.
- ▶ Enhance your waterfront business district.
- ▶ Create mixed-use development (residential and business/commercial in same building). – Waterfront business/residential district.
- ▶ Create new pedestrian corridors to Onondaga Lake in new waterfront business district.
- ▶ Rebuild “Main Street” with mixed use buildings.
- ▶ Take advantage of lake, marina, and park setting and visitors.
- ▶ Enhance pedestrian gateways.
- ▶ Improve village landscaping with community-wide hanging garden theme.

5. No comments were given for BBP’s study other than it looks like a very good report.

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**LETTERS of SUPPORT,
COMMENTS & RESPONSE TO
COMMENTS**



NICHOLAS J. PIRRO
COUNTY EXECUTIVE

Onondaga County Planning Board

RESOLUTION OF THE ONONDAGA COUNTY PLANNING BOARD

Meeting Date: November 29, 2005

OCPB Case # Z-05-398

- WHEREAS, the Onondaga County Planning Board, pursuant to General Municipal Law, Section 239 l, m and n, has considered and reviewed the referral for a **COMPREHENSIVE PLAN** from the Village of Liverpool Village Board at the request of Village of Liverpool for the property located Village Wide; and
- WHEREAS, General Municipal Law, Section 239 m allows the County Planning Board to review adoption or amendment of comprehensive plans; and
- WHEREAS, the applicant is proposing to develop a comprehensive plan to address the future of the village, including an assessment of resources and services, identification of strengths and opportunities for improvement, an assessment of current and desired future land use patterns, and development of recommendations for short-term and long-term changes to implement the Village Vision; and
- WHEREAS, the comprehensive plan addresses many issues that are currently detrimental to the Village, including excessive traffic and lack of pedestrian safety; and
- WHEREAS, the plan recommends actions to implement traffic-calming measures, update Village zoning, reduce hazards to pedestrians, improve the appearance of gateways, and preserve historic elements of the Village; and
- WHEREAS, other recommendations address administrative actions, policies, economic development measures, infrastructure maintenance and protection of traditional neighborhoods; and
- WHEREAS, the Village of Liverpool builds upon several of the ideas first put forth in the Onondaga County Settlement Plan, and relies heavily on Smart Growth principles; and

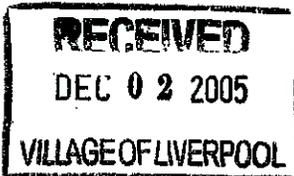
NOW THEREFORE BE IT RESOLVED, that the Onondaga County Planning Board recommends that said application be APPROVED.

The Board commends the Village for updating its Comprehensive Plan to provide a community vision and outline steps toward achieving smart growth development objectives and a walkable community.

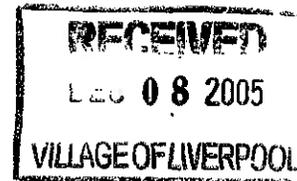
Resolution sent to:

Marlene Ward

Megan Costa, Staff Planner
Onondaga County Planning Board
Transmittal Date: 11-30-2005



December 5, 2005



Nicholas Kochan, Chairman
Village of Liverpool Planning Board
310 Sycamore Street,
Liverpool, NY 13088

Re: Comprehensive Plan

Nick,

I would like to thank you for all the work you have done on the Village of Liverpool Comprehensive Plan. I know you have spent a great deal of time and effort on this plan.

After reviewing it, I would like you to consider allowing certain homes to be sold as professional properties. These homes would be identified by our code enforcement office when the Comprehensive Plan is implemented and then placed on a register. Those homes not identified, but whose owners wanted professional status, could apply to the Village for consideration.

My rationale for this is as follows. There are several large homes in the village that, if sold, could easily be turned into multi-family housing or apartments. In order to maintain the appearance and character of our Village, these homes should be permitted to be sold as professional businesses, provided they are owner operated and meet all code and parking requirements. The number of homes that might fall into this category is minimal; they would most likely be located on Second, Vine and Tulip Streets, streets that are already thoroughfares through the Village.

In these changing economic times, more and more of the larger homes in the Village are being changed into multi dwellings. I believe this might be one way to prevent this from happening.

If you have any questions or need additional information, please feel free to contact me.

Sincerely,

A handwritten signature in black ink that reads "James Rosier". The signature is fluid and cursive, with a large initial "J".

James Rosier

cc: Mayor Marlene Ward
cc: Mary Ellen Sims, Planning Board Secretary



GROBOSKY & McCARTHY, LLP

Attorneys at Law

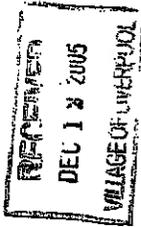
Mark Grobosky
Thomas R. McCarthy

602 Vine Street
Liverpool, New York 13088
Phone (315) 451-1010 • Fax (315) 457-1354

*Catherine S. Cain
Angela E. Ouellette
Paralegals*

December 8, 2005

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Nicholas Kochan
Chairperson
Village of Liverpool Planning Board
310 Sycamore Street
Liverpool, NY 13088

RE: Comments on Comprehensive Plan 2025

Dear Chairman Kochan:

Let me begin by complementing you, the members of the Village's Planning Board and the various Village residents and business owners who helped create the draft of the Village's Comprehensive Plan 2025, (hereinafter referred to as the "Plan"). I have had a chance to read it and I think you have done an outstanding job.

Last Monday, November 28, 2005, during the Public Hearing on the Plan, you encouraged comments from the audience present and also further written comments during a subsequent comment period. After reading the Plan, I have a comment/concern which I request you, the Planning Board and the Village Board of Trustees consider before adopting the Final Plan. My concern involves the zoning treatment of a number of large homes located in the Village.

Within the Village there are a number of large single family, or formerly single family homes, (hereinafter referred to as the "Properties"), located along four major streets in the Village; Oswego Street, 2nd Street, Vine Street and Tulip Street. These streets carry the major portion of traffic flowing through the Village in a North-South and East-West direction. For the most part, these Properties are large two story homes, with four or more bedrooms, located on sizable lots. I believe that unless special provisions for these Properties are made in the Plan, and subsequent zoning ordinances resulting from the Plan, the Properties may be developed in a fashion which will not be compatible with the intent and goal(s) of the Plan.

Generally these Properties were built by people of prominence and wealth in the Liverpool area. They were built larger than the surrounding properties to reflect the affluence of their owners,

Nicholas Kochan
Chairman
December 8, 2005

and, in some cases, to house their large families. They were built on the above mentioned major streets because those streets carried the most traffic and therefore afforded more exposure to the owners wealth.

Over the years, as the original owners died or moved out of the Village, these Properties because of their size, were purchased and owned by people with large families. Unfortunately, because of various economic and social changes, these Properties no longer as appealing for use as single family residences as they once were.

One reason these Properties have lost their appeal is because of the increase of traffic along these major streets. As the farms and vacant land to the North, East and West of the Village has been developed as residential subdivisions, the major streets through the Village have become the routes of choice to get to the City of Syracuse for those living in the subdivisions. As a result, for reasons of safety, families with young children do not want to live on those busy streets.

Another reason for the diminishment of the desirability of these Properties as single family residences is the change in size of families. As set forth in the Plan, "Consistent with national trends there was also a decline in overall household and family size" Because of the decline in family and household size the need for large homes is less prevalent.

In addition to the decline in household and family size, statistics within the Plan show that between 1990 and 2000, the Village lost 6.3 percent of its population under 45 years of age and that the median age of Village residents is 39.4 years, an age 3.3 percent higher than the New York State and Central New York average. What does this all mean? It means that the Village is losing people in the "child bearing" age group and therefore reduces the need for large homes to house children

The last reason is the cost to maintain the large properties. With taxes and the cost of utilities rising, it has become extremely expensive to continue to use these Properties as single family residences. Also there must be factored in the cost of maintaining the interior and exterior of these Properties. It takes an owner of substantial means to continue to keep the Properties in the attractive and stately fashion they once were.

What then happens to these Properties? If they continue to remain residentially zoned and allowed only to be used for residential purposes, there is a possibility that they will become run down

2-sided →

Nicholas Kochan
Chairman
December 8, 2005

Page 3

because they cannot be maintained as single family residences or, as an alternative, they are converted to two or more family dwellings.

A portion of the Plan focuses on existing businesses in the Village and methods to maintain the existing businesses and attract new businesses to the Village. One development in the area which is referenced several times within the Plan, as a possible benefit to the Village, is *Destiny USA*. For *Destiny USA* to become an economic benefit to the Village it must first be built and then be staffed. To build it and staff it will take hundreds of people. Where will these people live? One logical conclusion would be the Village, just several miles North of *Destiny* along the Parkway.

At first will come the construction workers. Generally, these workers will live in the community for several years until *Destiny* is completed and then move on. For the construction worker the rental of an apartment, as opposed to home ownership, makes more economic sense. After completion of *Destiny*, next will come the employees to staff the various stores, restaurants and attractions planned to be contained within it. Because many of these jobs will not be high end salary type positions, these employees will also be looking to rent.

The Plan, in Chapter III, sets forth, "Village residents have expressed concerns in regards to a perceived trend, which suggests that the number of absentee landlords and single to multi-family conversions within the Village is certainly increasing". It is respectfully submitted, that if *Destiny USA*, is constructed, the trend for conversions and absentee landlords, which now concerns residents of the Village, will not be just a perception but a reality. It is further submitted that the large single family residences along Oswego, 2nd, Vine and Tulip Streets will be the prime targets for such conversions.

How can these conversions be prevented or at least minimized? One of the answers is by allowing these large residences to be converted into professional offices which are used as the offices of the professional who owns them, (hereinafter referred to as "PUC" for Professional Use Conversions). By providing provisions for PUC within the Comprehensive Plan, and ultimately through a revised zoning code, such can be accomplished.

By allowing PUC, with various architectural controls provided for in the Zoning Code and applied by the Village's Planning Board, these old homes can be maintained in their stately residential manner. In addition, the PUCs can serve as buffers between the Village's regenerated and

Nicholas Kochan
Chairman
December 8, 2005

Page 4

expanded business district and the Village's residential neighborhoods which do not front on the four major streets running through the Village.

Also, by allowing such PUCs, tax revenues will be increased. The Properties which were once taxed as residential uses could be taxed at a higher amount as PUCs.

Lastly, as these conversions occur and these homes are returned to their original prominence a beneficial fall out may occur. An example of this has occurred in our neighborhood. Since we started renovating our property at 602 Vine Street, our neighbor immediately to our South has painted her house, our neighbor across Hazel Street has had her house entirely sided and our neighbor immediately to our East has had her trim scraped and re-painted. Perhaps it is just a coincidence, but I would like to think our renovations energized our neighbors to work on their properties.

In ending, I just want to thank you, the Village Planning Board and the Trustees of the Village for your anticipated courtesy in considering my comments.

Very truly yours,

GROBOSKY & McCARTHY, LLP



M. Mark Grobosky

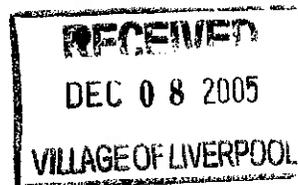
MMG:aeo
Enclosures

cc: Mayor Marlene Ward
Village Planning Board Members
Mr. Walter Kalina

2-sided



william t. bell
707 first street
liverpool, ny 13088



December 7, 2005

Marlene J. Ward, Mayor
Village of Liverpool
301 Sycamore Street
Liverpool, NY 13088

Dear Marlene,

The residents of the Village of Liverpool owe Nick Kochan, chairman of the planning board, a huge debt of gratitude for marshalling the resources to produce the Village of Liverpool Comprehensive Plan 2025. As former chairman of the Planning Board, I know first hand the difficulties in getting the various stakeholders involved and in agreement to adopt such a plan.

After review of the plan and its many facets I am encouraged that the Village has the potential to become one of the premier residential areas of Central New York. People are always concerned about the environment in which they invest money either residentially or commercially. The Comprehensive Plan, if adopted, provides adequate assurances that the Village properties will increase in value and thereby be attractive to people looking for a quality of life and a safe haven for their investment.

As identified in the Plan, traffic through the Village remains a detriment and must be solve before the other aspects of the Plan can be fully implemented.

It is evident that much time and effort went into preparing the Plan. The residential aspect of the Village must be first and foremost and the Plan takes that into account. If the Village has a strong and desirable residential character, all other aspects of the Village will fall into place. I have been greatly encouraged over the past 3-5 years in the attitudes of people investing in and upgrading residential property in the Village.

I strongly urge adoption of the Plan. As people learn of the Plan and the direction of the future of the Village, our image will grow and the Village will truly become "The Place".

Sincerely,

A handwritten signature in black ink, appearing to read "William T. Bell". The signature is stylized with a large, sweeping initial "W".

William T. Bell

xc: Nick Kochan, Chairman
Planning Board
Village of Liverpool



December 5, 2005

To the Village Planning Board:

I want to commend you on the final draft of the Comprehensive Plan for the Village of Liverpool. You did an excellent job and we support the plan one hundred percent.

We enjoyed being part of the process and are happy to see many of our ideas in the plan.

As residents of the village, we want to keep the unique character of the village while encouraging growth in the business district. We encourage zoning to control the number of rental properties and support single family dwellings.

We support the idea of calming the traffic and making the village more pedestrian friendly. As I stated at some of the meetings, I think the addition of flowers, hanging baskets, barrels with flowers, etc. would enhance our village.

We also are happy that the Park will work with the village to implement some of the recommendations.

Thank you again for your hard work on this project and we look forward to the future of the village of Liverpool.

A handwritten signature in cursive script that reads "Sally A. Sessler".

Sally (and Ed) Sessler
202 Iroquois Lane

457-6653



STATE OF NEW YORK
DEPARTMENT OF TRANSPORTATION
REGION THREE
333 E. WASHINGTON STREET
SYRACUSE, NEW YORK 13202
www.dot.state.ny.us



CARL F. FORD, P.E.
ACTING REGIONAL DIRECTOR

THOMAS MADISON, JR.
COMMISSIONER

December 7, 2005

Ms. Mary Ellen Sims, Village Clerk
Village of Liverpool
310 Sycamore Street
Liverpool, NY 13088

Dear Ms. Sims:

RE: SEQR- Comments on DGEIS for
Proposed Village of Liverpool
Comprehensive Plan
Village of Liverpool, Onondaga County

We have completed our review of the above referenced document. The only critical comment we have refers to Chapter VI, Implementation Plan. While we understand the "Timeframes" are only meant as a way of setting priorities or identifying a sequence of actions, as presented they could be misinterpreted. For example, many of the actions shown under "Pedestrian and Vehicular Traffic and Transportation" are designated as being short timeframe (0-2 years). Yet they will involve coordination with, and funding, from federal, state, and county agencies which have mandated processes to follow that can add significant time to a project. Perhaps it would be appropriate to have a note on each of the seven charts restating the meaning of the timeframes column and that proposals related to each of the actions may be subject to the availability of funding. That comment aside, the Comprehensive Plan is something the Village, and all who participated in the process, can be proud of.

If you have any questions, please contact William Egloff at (315) 428-4102.

Very truly yours,

Mark Frechette, P.E.
Director, Planning & Program Management Group

By

Janis M. Gross
Associate Transportation Analyst

ONONDAGA COUNTY *Parks*

106 Lake Drive
Liverpool, NY 13088
(315) 451-PARK
Fax: (315) 457-3681
www.ongov.net/Parks
parks@ongov.net

Nicholas J. Pirro
County Executive
Robert Geraci
Commissioner

Beaver Lake
Nature Center

Carpenter's Brook
Fish Hatchery

Highland Forest

Hopkins Road Park

Jamesville Beach Park

Oneida Shores Park

Onondaga Lake Park

Otisco Lake Park

P & C Stadium

Pratt's Falls Park

Rosamond Gifford Zoo
at Burnet Park

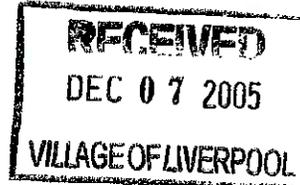
Sainte Marie among
the Iroquois
Living History Center

Spafford Forest

Veterans Memorial
Cemetery

December 1, 2005

Nick Kochan
Planning Board Chair
Village of Liverpool
310 Sycamore Street
Liverpool, New York 13088



Dear Nick:

We read with great interest the draft of the Liverpool Comprehensive Plan. Obviously Onondaga Lake Park figures prominently for future development of the community and we will be pleased to work with you on effecting plans that work for all. One item in particular caught our eye and that was found in Chapter IV, page 16, where a suggestion was made to close Lake Drive to vehicles and to use it exclusively for pedestrians. While we agree that the road as it is currently configured leaves much to be desired from an aesthetic gateway/entrance point of view to the park, we are not keen if all other conditions remain unchanged, for all vehicular traffic and village residents in particular having to use the main entrance to the park off of the Parkway. A tangent to this point however and a possible solution, lies perhaps in what will become of the entire area bounded by Lake Drive, Willow and 1st Streets. It seems that triangle of land is key in opening up the park to the community, more so than any of the other side streets that already exist. Access to the park to pedestrians and cars in this vicinity seems appropriate rather than forcing all vehicular traffic onto Onondaga Lake Parkway.

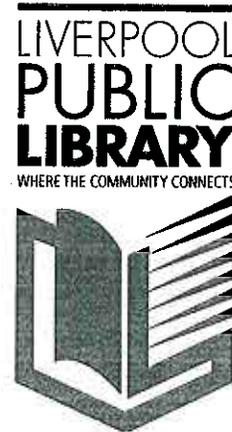
Look forward to discussing this and other ideas with you.

Sincerely,

A handwritten signature in black ink, appearing to read "R. Geraci".

Robert Geraci
Commissioner of Parks

RG/nlc



12/08/05

Nick Kochan
Village of Liverpool
Planning Board
Liverpool, NY

Dear Mr. Kochan,

I was not able to attend the recent Public Hearing related to the Village Comprehensive Plan. I wanted to let you know that as director of the Liverpool Public Library I have followed the progress of the Comprehensive Plan with great interest.

I support the Plan that has been developed. I believe you engaged in a deliberate and inclusive process.

The Plan recognizes the Liverpool Public Library as an anchor of the Village. The well being of the library and the Village are definitely intertwined. As you move forward to implement the ideas and goals of the Comprehensive Plan, the library will also benefit.

Thank you for your leadership on this project and congratulations to the Planning Board and to Mayor Ward for reaching this milestone.

Sincerely,

A handwritten signature in cursive script that reads "Elizabeth J. Dailey".

Elizabeth J. Dailey
Library Director

310 Tulip Street
Liverpool, NY 13088
315-457-0310

Fax: 315-453-7867

Hours and Events:
315-457-3868

On the Web:
<http://www.lpl.org>



Supermarket, Inc.

First Street • Liverpool • NY 13088



December 1, 2005

Mr. Nick Kochan, Chairman
Village of Liverpool Planning Board
310 Sycamore Street
Liverpool, New York 13088

Dear Nick,

Thank you for giving me the opportunity to serve on the comprehensive plan committee. This was the second time that I had the chance to be involved with a long range study for our village. In the early 1980's I participated on the master plan committee.

The comprehensive plan totally reviewed our village from the residential neighborhoods, the business areas as well as the impact of the through traffic that puts thousands of additional cars in our village daily.

I am encouraged for the great attributes that were identified through this process that our village posses as well as a long range plan to improve existing weak areas. The residential neighborhoods will be strengthened and the business areas needs will be addressed.

I am confident that Liverpool will be a better village for our residents, businesses and visitors as a result of your efforts.

Sincerely,

A handwritten signature in black ink that reads "Michael B. Hennigan". The signature is written in a cursive style with a large, prominent "M" and "H".

Michael B. Hennigan

Memorandum

To: Planning Board
CC: Mayor Ward
From: Nick Kochan
Date: February 13, 2006
Re: Response to Public Comments

At our December meeting we read the public comments made by residents and interested parties to our Comprehensive Plan. The letters were from the following parties:

1. Mr. Mark Frechette Director, Planning and Program Management Group NYSDOT
2. Mr. Robert Geraci Commissioner of Parks, Onondaga County
3. Mr. James Rosier Village of Liverpool Trustee and Tulip Street property owner
4. Mr. Mark Grobosky Village of Liverpool Attorney and Vine Street Property owner
5. Mr. Mike Hennigan Nichols Supermarket
6. Ms. Elizabeth Dailey Director Liverpool Public Library
7. Mrs. Sally Sessler 202 Iroquois Lane
8. Mr. William T. Bell 707 First Street
9. Onondaga County Planning Board

For the purposes of organization, letters number 1 through 4 made specific references to issues that we discussed. Letters 5 through 9 are letters of general appreciation and support for the work done by the committee members, Village officials and the Planning Board. Consequently, no written response is necessary for the resolution of the plan.

The primary comments of this memo will be addressed to letters 1 through 4.

Letter # 1 NYSDOT

A clarification of the word "Timeframes" was requested. It was proposed that we add the qualifier of "subject to availability of funding" to our Implementation Plan.

Planning Board Response

The Planning Board agreed to make the necessary changes in the final document.

Letter #2 Onondaga County Parks

The parks took exception to the suggestion in Chapter IV page 16 that Lake Drive be closed to vehicular traffic.

Planning Board Response

We agree that the purposes of the current Village Park interface, this is too aggressive. We agreed to change the Plan to read, "An enhanced walkway would improve the Village/Park interface".

Letters #3 and #4

These letters from Mr. Rosier and Mr. Grobosky both cover the same issue, and for the purposes of the EIS response, we will address the issues raised in these letters as one. To summarize the comments, the letters posit the argument that large homes along the main thoroughfares in the Village are at risk for the following reasons:

1. The homes in question are too large for current single family lifestyles
2. The high traffic volumes create an unsafe environment
3. Modern family sizes are smaller
4. Larger homes are more expensive to operate
5. Employment growth as a consequence of DestiNY development will create pressure to rent out these larger older homes
6. The Comprehensive Plan Chapter III states "Village residents have expressed concerns in regards to a perceived trend, which suggests that the number of absentee landlords and single to multi-family conversions within the Village is increasing".
7. Decisions on the designation of professional use properties would be made by the codes enforcement officer and then registered with the Village. This would be limited to Vine, Tulip and Second Streets.

Planning Board Response

1. Some of the homes on these Village Streets are large, handsome properties. Many have been exceptionally maintained and highly prized. In 2005 two large homes were built on existing village lots near Hickory Street, and both homes were approximately 3000 square feet. In fact, in the last several months there have been inquiries as to the availability of larger homes by people from outside the Village. Realty statistics indicate that homes sizes have grown in the past thirty years and in the 1/28/06 edition of the Milwaukee Journal Sentinel that reported from the Home Builders National meeting:

The average house built in the United States last year was a record 2,412 square feet. That's up 63 square feet from 2004. Since the 1970s, the average single-family house built in America has grown by about 50%, according to a report released at the National Association of Home Builders' meeting this week in Orlando.

During the same time, average family size has fallen from more than three people to about 2.5 residents per home.

Almost 40% of new houses now have four or more bedrooms, compared with less than a quarter of such homes in 1973. And 24% of houses built in 2005 had three or more bathrooms - double the rate in the early 1970s. More than half of just-built houses have two or more floors. In 1973, almost 70% of new homes were single-level.

Nine-foot ceilings are now standard in most houses. Some buyers may rationalize bigger and more opulent homes as a smart purchase. "In every decade it has turned out to be an excellent investment."

While buyers want bigger houses, they don't care so much about the size of the yard. "Already the average lot size is about 9,000 square feet," he said. "It will decline to 7,000 or 8,000 square feet."

2. While current traffic volumes are in fact a liability to stable home ownership on these streets, one of the primary objectives of the retail marketing report is to help reduce traffic on these through streets. The Planning Board's successful efforts will make home ownership easier.

2. While current traffic volumes are in fact a liability to stable home ownership on these streets, one of the primary objectives of the retail marketing report is to help reduce traffic on these through streets. The Planning Board's successful efforts will make home ownership easier.
3. As identified in the Homebuilder's quotes in response #1, the correlation between family size and home size is weak.
4. Recent home construction in the Village suggests demand for large homes is strong with adult owner occupants. Couples that raised their families and purposely sought out village life own the two new homes built off Hickory.
5. Regardless of the outcome of the DestiNY project, the Comprehensive Plan is a product of dozens of public meetings and a high degree of public participation. The property inventory that was created by the committee clearly indicates that the vast majority of properties in the R-2 and R-3 zones are used as single family. The adoption of the Comprehensive Plan and the continued professional practices of the codes enforcement department will protect the Village from increased conversion of homes to illegal multifamily residence.
6. The Planning Board as currently constituted has served an average of over ten years in these positions and the longest serving member is approaching twenty years. Regarding conversions of the larger, older homes in the Village, with the exception of two properties on Vine Street we have seen a reversal of multi-family to single-family. The next sentence after the sentences quoted in one the letters from Chapter III of the Comprehensive Plan is ***"Noteworthy, however, and somewhat unique to the community is the conversion of multiple family residences back to single-family use."***
7. To make the Codes Enforcement Officer responsible for the designation of a property for professional use would be an abdication our Planning and Zoning Board's responsibilities. Codes Enforcement Officer's are intended for the implementation of land use policies. This suggestion would put the officer in charge of making important land use decisions. Additional questions can also be raised, such as would neighbors have the right to be heard on these questions, and how would this square with current land use laws?

The Planning Board spent a considerable length of time discussing these two letters. The current owners of these two properties are well-respected, valuable members of our Village community. However, allowing Professional Use Conversion (PUC) for larger homes on Vine, Tulip and Second Streets would be de facto spot zoning and would be inconsistent with the desires of the community and the Planning Board to maintain the residential character of our neighborhoods. By implementing a zoning scheme that protects our residential neighborhoods from commercial "creep" we will enhance the character of the community and property values. Changes to the Village zoning map and ordinance will proceed as a separate action, subject to a public hearing and appropriate SEQR review.

Comment #5

Anthony LaValle, 101 Tulip Street, objected to the plan's recommendation to change residentially zoned Brow Street, which intersects Tulip Street to an area zoned for commercial as well as residential uses. He was concerned about increased traffic in that area and changing the composition of the neighborhood. He feels that it would be a major mistake. He asked how the Comprehensive Plan is going to address traffic along First Street by the Retreat and Nichols Grocery Store. Mr. LaValle stated that he felt that many of the plan's objectives could be accomplished by "rigid" enforcement of existing codes.

Planning Board Response

The Comprehensive Plan establishes a long-range vision for the Village, along with short-term and long-term actions to realize that vision. Traffic issues and the sustainable health of the business district were both studied extensively during development of the Plan and several actions are identified in the plan to address excessive traffic through the Village. These actions involve further studies and coordination with local and State Departments of Transportation to develop and implement appropriate traffic routing and calming measures to restore "walkability" and the desired Village character to Liverpool.

Land use and zoning change suggestions in the Plan reflect the ideas brought forward by the community and the Planning Board during the development of the Plan. A mixed use district near the lake would attract residents and businesses, increase the tax base and open the Village to greater interaction with visitors to Onondaga Lake Park. These actions will help to address sustainability of a healthy business district and enable more residents to enjoy our setting as a lakeside community, as we are sure Mr. Lavalle does now. Changes to the Village zoning map and ordinance will proceed as a separate action, subject to a public hearing and appropriate SEQR review.

The minutes of the November 28, 2005 public hearing are attached to this memo as part of the record of comment received.

SEQR

State Environmental Quality Review
POSITIVE DECLARATION
 Notice of Intent to Prepare a Draft EIS
 Determination of Significance

Project Number**Date**

This notice is issued pursuant to Part 617 of the implementing regulations pertaining to Article 8 (State Environmental Quality Review Act) of the Environmental Conservation Law.

The *VILLAGE OF LIVERPOOL PLANNING BOARD* as lead agency, has determined that the proposed action described below may have a significant impact on the environment and that a Draft Environmental Impact Statement will be prepared.

Name of Action:

SEQR Status: Type 1
 Unlisted

Scoping: No Yes If yes, indicate how scoping will be conducted:

Description of Action:

The Village of Liverpool is developing a comprehensive plan to address the future of the village, including an assessment of resource and services, identification of strengths and opportunities for improvement, an assessment of current and desired future land use patterns, and development of recommendations for short-term and long-term changes to implement the Village Vision.

Location: (Include street address and the name of the municipality/county. A location map of appropriate scale is also recommended.)

 Village of Liverpool, New York

Reasons Supporting This Determination:

Pursuant to 6 NYCRR 617.4(b)(1), the adoption of a comprehensive plan by a municipality in New York State is a Type I action. Type I actions are those that are likely to have an impact on the environment and require the preparation of an Environmental Impact Statement. The Village of Liverpool Planning Board has reviewed the proposed action and made a determination that preparation of its Comprehensive Plan requires a Generic Environmental Impact Statement (GEIS) to address environmental effects associated with the Plan. The GEIS will be prepared coincident with preparation of the Comprehensive Plan.

For Further Information:

Contact Person: *NICHOLAS R KOCHAN* *Chair* *LIVERPOOL VILLAGE*
PLANNING BOARD
Address: *310 SYCAMORE ST* *LIVERPOOL NY 13088*
Telephone Number: *315 457 3441*

A copy of this notice must be sent to:

Department of Environmental Conservation, 50 Wolf Road, Albany, New York 12233-1750

Chief Executive Officer, Town/City/Village of

Any person requesting a copy

All Involved agencies

Applicant (If any)

Environmental Notice Bulletin, Room 538, 50 Wolf Road, Albany, NY 12233-1750

State Environmental Quality Review
Notice of Completion of Draft
and
Notice of SEQR Hearing

Lead Agency: Village of Liverpool

Project Number:

Address: 310 Sycamore Street
Liverpool, NY 13088

Date 11/1/05

This notice is issued pursuant to Part 617 of the implementing regulations pertaining to Article 8 (State Environmental Quality Review Act) of the Environmental Conservation Law. (and local law # [] if any)

A Draft Environmental Impact Statement has been completed and accepted for the proposed action described below. Comments are requested and will be accepted by the contact person until December 9, 2005. A public hearing on the Draft EIS will be held on November 28, 2005 (date and time) at 7 PM, Liverpool Village Hall, 310 Sycamore St. (place).

Name of Action:

Preparation and adoption of a Comprehensive Plan for the Village of Liverpool, New York.

Description of Action:

The Village of Liverpool has prepared a draft Comprehensive Plan and Generic Environmental Impact Statement (GEIS) to identify and document its vision and plans for the future of the Village. The draft Comprehensive Plan includes information about the Village, existing conditions and environmental setting, and future land use recommendations. The Plan also articulates the community's vision for the future and establishes a plan for short-term and long-term actions to realize that vision.

Location: (Include street address and the name of the municipality/county. A location map of appropriate scale is also recommended.)

Village of Liverpool, Onondaga County, New York.

Potential Environmental Impacts:

The adoption of a Comprehensive Plan by the Village of Liverpool will not result in impacts to the environment within the Village, but implementation of the Plan could result in positive impacts on community character and quality of life. The Comprehensive Plan addresses many issues that are currently detrimental to the Village, including excessive traffic and lack of pedestrian safety. The Plan recommends actions to implement traffic-calming measures, update Village zoning, reduce hazards to pedestrians, improve the appearance of gateways to the Village, and preserve historic elements of the Village. Other recommendations address administrative actions, policies, economic development measures, infrastructure maintenance and protection of traditional neighborhoods.

Copies of the Draft Comprehensive Plan and draft GEIS are available at the Village Hall and in the Liverpool Library for public review.

A copy of the Draft / Final EIS may be obtained from:

Contact Person:

Address:

Telephone Number:

A copy of this notice must be sent to:

Department of Environmental Conservation, 50 Wolf Road, Albany, New York 12233-1750

Chief Executive Officer, Town/City/Village of

Any person who has requested a copy of the Draft / Final EIS

Any other involved agencies

Environmental Notice Bulletin, Room 538, 50 Wolf Road, Albany, NY 12233-1750

Copies of the Draft EIS must be distributed according to 6NYCRR 617.12(b).

tory name #86313

ROOF OF PUBLICATION

tate of New York, County of Onondaga ss. Diane Scaffido, of the City of Syracuse, in said County, being duly sworn, doth depose and says: she is the Principal Clerk in the office of THE POST-STANDARD a public newspaper, published in the City of Syracuse, Onondaga County, New York and that the notice, of which the annexed is a printed copy cut from said newspaper, was printed and published in the regular edition and issue of said newspaper on the following days, viz:

ILLAGE OF LIVERPOOL
d #53181 PO #
aper PS Start 11/4 Stop 11/4
imes 1
uns 11/4
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imes
uns
ext.

Diane Scaffido

Principal Clerk

Subscribed and Sworn to before me, this 4 Day of NOV 05

Margaret E. Morley
NOTARY PUBLIC, ONONDAGA COUNTY, NY Commission Expires

Notice of Secret Hearing Pursuant to Part 617 of the Uniform Environmental Regulations, State of New York, Article 16 of the Environmental Conservation Law, a Draft Environmental Impact Statement has been prepared and accepted for publication. Comments are requested and will be accepted by the contact person until December 9, 2005. A public hearing on the draft EIS will be held on Monday, November 28, 2005 in the Village of Liverpool conference room at 310 Sycamore Street. The Village of Liverpool has prepared a draft Comprehensive Plan and a draft Environmental Statement (ES) to identify and document its vision and plans for the future of the Village. The draft Comprehensive Plan includes information about the Village, existing conditions, and environmental settings, and future land use recommendations. The Plan also articulates the Village's vision and long-term actions to realize that vision. The adoption of a Comprehensive Plan by the Village of Liverpool will not result in any changes to the Village's current zoning, but implementation of the Plan could result in positive impacts on community character and quality of life. The Comprehensive Plan addresses issues that are directly detrimental to the Village, including excessive traffic and lack of pedestrian safety. The Plan recommends actions to implement measures that will reduce hazards to pedestrians, improve the appearance of gateways to the Village, and preserve Village elements of character. Other recommended actions include administrative actions, policies, economic development measures, infrastructure maintenance and protection of existing neighborhoods. Complete Draft Comprehensive Plan and GIS are available at the Village Hall and in the Liverpool Library for public review. Contact Person: Mary Ellen Sims, Village Clerk, 310 Sycamore Street, Liverpool, NY 13088

Notice of SEQR Hearing

Pursuant to Part 617 of the implementing regulations pertaining to Article 8 (State Environmental Quality Review Act) of the Environmental Conservation Law, a Draft Environmental Impact Statement has been completed and accepted for the proposed action described below.

Comments are requested and will be accepted by the contact person until December 9, 2005. A public hearing on the Draft EIS will be held at 7pm on Monday, November 28, 2005 in the Village of Liverpool conference room at 310 Sycamore Street.

The Village of Liverpool has prepared a draft Comprehensive Plan and Generic Environmental Impact Statement (GEIS) to identify and document its vision and plans for the future of the Village. The draft Comprehensive Plan includes information about the Village, existing conditions and environmental setting, and future land use recommendations. The Plan also articulates the community's vision for the future and establishes a plan for short-term and long-term actions to realize that vision. The adoption of a Comprehensive Plan by the Village of Liverpool will not result in impacts to the environment within the Village, but implementation of the Plan could result in positive impacts on community character and quality of life.

The Comprehensive Plan addresses many issues that are currently detrimental to the Village, including excessive traffic and lack of pedestrian safety. The Plan recommends actions to implement traffic-calming measures, update Village zoning, reduce hazards to pedestrians, improve the appearance of gateways to the Village, and preserve historic elements of the Village. Other recommendations address administrative actions, policies, economic development measures, infrastructure maintenance and protection of traditional neighborhoods.

Copies of the Draft Comprehensive Plan and draft GEIS are available at the Village Hall and in the Liverpool Library for public review.

Contact Person:

Mary Ellen Sims, Village Clerk
310 Sycamore Street
Liverpool, NY 13088

DRAFT

Village of Liverpool
Planning Board Meeting Minutes
July 31, 2006

A regular meeting of the Village of Liverpool Planning Board was held on Monday, July 31, 2006 at 7:00 PM in the meeting room of the Village Hall, 310 Sycamore Street, Liverpool, NY

Chairman Ostuni called the meeting to order.

Present:	
Joseph Ostuni	Chairman
Peter Osborne	Member
Tom Tartaglia	Member
John Eallonardo	Member
Vincent Cook	Member
Mark Grobosky	Attorney
Mary Ellen Sims	Secretary

Approval of minutes – June 26, 2006

Motion was made by Peter Osborne, seconded by Tom Tartaglia to approve the minutes of June 26, 2006 as presented Motion Passed.

New Business:

Application of Linda and Deborah Young, 306 Second Street, Liverpool, NY, tax map # 005-03-10 for special permit to operate a home based occupation that involves taking cats off the streets, sterilize, test, vaccinate and place in responsible indoor homes.

This application was published in the Syracuse papers more than five days before this meeting.

The applicant appeared before the Board to brief them on her application for special permit to operate a home based occupation that involves taking cats off the streets and preparing them for adoption.

She explained that they have approximately 40-60 cats in the home, with 4 rooms dedicated to the cats, in addition to room in the basement for 20 cats. They have approximately two adoptions a week.

There are approximately 15 volunteers that help during the week with the care of the cats. The property has two driveways and all vehicles are parked in those areas.

This is a rescue operation and is a not-for-profit business with a 501 – C3 status.

The applicant explained that they take the waste to the Ley Creek transfer station but if this application were approved, they would like to hire a commercial hauler for waste removal.

This property is located in an R-2 residential zone. This application for special permit will be subject to special permit review as stated in Section 136-54 of the Village of Liverpool code.

The definition of " Kennel" was discussed as it pertained to this application.

Chairman Ostuni asked if there were any more questions and hearing none from the board, he opened the floor to the public for comments and one person present stated that she was not a village resident and had adopted a cat from the applicants. She stated that their home was very clean and very professional.

The applicants stated that the cats are not permitted outdoors.

Motion was made by Tom Tartaglia, seconded by John Eallonardo, to refer this application to Onondaga County Planning Agency for recommendation. Motion Passed.

Motion was made by Peter Osborne, seconded by Vince Cook, to continue the public hearing until Onondaga County Planning Agency's recommendation is received and reviewed. Motion Passed.

Application of Jonna Shehan, 305 Third Street, Liverpool, NY, and tax map # 005-01-04 for special permit to operate a home based business " Greyhounds of Central New York."

This application was published in the Syracuse papers more than five days before this meeting.

The applicant appeared before the Board to brief them on her application for special permit to operate a home based occupation that involves rescuing Greyhounds and preparing them for adoption.

She explained that Greyhounds are bred for racing and when they are no longer able to race or win, they are put to death. Her goal is to save as many as she is able to take in and adopt them out to good families.

She houses approximately 10-15 dogs, with five of them being her own. This is a not for profit business, however she does accept donations.

There are no traffic issues. Persons wishing to adopt a dog do not come to the home.

Chairman Ostuni asked if there were any questions or comments. More than 20 persons from the following areas- Syracuse, Liverpool, Clay Manlius, Baldwinsville, Penneville and East Syracuse spoke on behalf of the applicant and offered their support.

Motion was made by Tom Tartaglia, seconded by John Eallonardo, to refer this application to Onondaga County Planning Agency for recommendation. Motion Passed.

Motion was made by Tom Tartaglia, seconded by John Eallonardo to continue the public hearing until after Onondaga County Planning Agencies determination is received and reviewed. Motion Passed.

Accept findings – Comprehensive Plan

Name of Action: Preparation and adoption of a Comprehensive Plan for the Village of Liverpool, NY

Description of Action: The Village of Liverpool has prepared a final Comprehensive Plan and Generic Environmental Impact Statement (GEIS) to identify and document its vision and plans for the future of the Village. The Comprehensive Plan includes information about the Village, existing conditions and

Village of Liverpool
Planning Board Meeting
July 31, 2006

environmental setting, and future land use recommendations. The Plan also articulates the community's vision for the future and establishes a plan for short-term and long-term actions to realize that vision.

Location: Village of Liverpool, Onondaga County, NY

Agency Jurisdiction: Village of Liverpool Planning Board

Date Final Environmental Impact Statement Filed: July 10, 2006

Facts and Conclusions Relied Upon to Support the Decision:

- The Village of Liverpool Planning Board solicited views from the community to define the vision and plans for the future of the Village;
- Over 18 public meetings, consultations and presentations were held to inform the community of the comprehensive planning process and involve the community in the identification of issues and possible solutions;
- The Village of Liverpool Planning Board prepared a draft and final GEIS and Comprehensive Plan, documenting information about the Village, issues identified through community involvement efforts, possible solutions to those issues, and short-term and long-term actions to implement the solutions.
- The GEIS was developed in accordance with 6 NYCRR Part 617 and proper procedures were followed for p
- public notices, hearings, and public review of the GEIS;
- Public comments on the Comprehensive Plan and GEIS were reviewed and responses to comments were included in the final FEIS;
- The Comprehensive Plan is intended to be a "living document" that can be updated to reflect changing conditions over time;
- The Village of Liverpool Planning Board has considered the Comprehensive Plan and draft and final GEIS and determined that the plan reflects the vision of the community and that implementation of the short-term and long-term actions will help to maintain the quality of life in the Village and shape a future for the Village that its residents desire.

Motion was made by Peter Osborne, seconded by Tom Tartaglia, to accept the findings as stated above. Motion Passed.

Motion was made by Peter Osborne, seconded by Tom Tartaglia, to recommend to the Village Board of Trustees adoption of the Comprehensive Plan, with an acknowledgement page to be added thanking all those who participated in the compilation of information for the Comprehensive Plan and to include on that acknowledgment page the names of those who participated. Motion Passed.

Onondaga County Planning Agency determination for Kit and Becky Dodd was received and that agency recommended approval.

The following issues need to have a response from codes department by the next meeting:

105 First Street

There was a question as to whether the overhang over the sidewalk was approved many years ago. Codes will check the files.

Sign at Vine and Second Street

This sign is being investigated by codes department.

Village of Liverpool
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715 Oswego Street

The building permit for this property has expired.

Adjournment

Motion was made by Vince Cook, seconded by Tom Tartaglia, to adjourn the meeting. Meeting was adjourned at 9:50 PM. Motion Passed.

Respectfully submitted,

Mary Ellen Sims
Planning Board Secretary

State Environmental Quality Review Notice of Completion of Final EIS

Date July 10, 2006

This notice is issued pursuant to Part 617 of the implementing regulations pertaining to Article 8 (State Environmental Quality Review Act) of the Environmental Conservation Law.

A Final Environmental Impact Statement has been completed and accepted by the Village of Liverpool Planning Board as lead agency for the proposed action described below.

Name of Action:

Preparation and Adoption of a Comprehensive Plan for the Village of Liverpool, NY.

Description of Action:

The Village of Liverpool has prepared a Final Comprehensive Plan and Generic Environmental Impact Statement (GEIS) to identify and document its vision and plans for the future of the Village. The Comprehensive Plan includes information about the Village, existing conditions and environmental setting and future land use recommendations. The Plan also articulates the community's vision for the future and establishes a plan for short-term and long-term actions to realize that vision.

Location:

Village of Liverpool, Onondaga County, NY.

Potential Environmental Impacts:

The adoption of a comprehensive Plan by the Village of Liverpool will not result in impacts to the environment within the Village, but implementation of the Plan could result in positive impacts on community character and quality of life. The Comprehensive Plan addresses many issues that are currently detrimental to the Village, including excessive traffic and lack of pedestrian safety. The Plan recommends actions to implement traffic-calming measures, update Village zoning, reduce hazards to pedestrians, improve the appearance of gateways to the Village, and preserve historic elements of the Village. Other recommendations address administrative actions, policies, economic development measures, infrastructure maintenance and protection of traditional neighborhoods.

Copies of the comprehensive Plan and Final GEIS are available at the Village Hall and in the Liverpool Library for public review.

A copy of the Final EIS may be obtained from :

Contact Person Mary Ellen Sims, Village Clerk
Address: 310 Sycamore Street, Liverpool, NY 13088
Telephone Number: 315-457-3441 ext 1

A copy of this notice must be sent to:

Department of Environmental Conservation, 50 Wolf Road, Albany, NY 12233-1750
Chief Executive Officer Village of Liverpool
Any person who has requested a copy of the Draft/final EIS
Any other involved agencies
Environmental Notice Bulletin, Room 538, 50 Wolf Road, Albany, NY 12233-1750

Copies of the Draft/Final EIS must be distributed according to 6NYCRR 617.12 (b)

Name of Action: Preparation and adoption of a Comprehensive Plan for the Village of Liverpool, NY

Description of Action: The Village of Liverpool has prepared a final Comprehensive Plan and Generic Environmental Impact Statement (GEIS) to identify and document its vision and plans for the future of the Village. The Comprehensive Plan includes information about the Village, existing conditions and environmental setting, and future land use recommendations. The Plan also articulates the community's vision for the future and establishes a plan for short-term and long-term actions to realize that vision.

Location: Village of Liverpool, Onondaga County, NY

Agency Jurisdiction: Village of Liverpool Planning Board

Date Final Environmental Impact Statement Filed: 7-10-2006

Facts and Conclusions Relied Upon to Support the Decision:

- The Village of Liverpool Planning Board solicited views from the community to define the vision and plans for the future of the Village;
- Over ___ public meetings, consultations and presentations were held to inform the community of the comprehensive planning process and involve the community in the identification of issues and possible solutions;
- The Village of Liverpool Planning Board prepared a draft and final GEIS and Comprehensive Plan, documenting information about the Village, issues identified through community involvement efforts, possible solutions to those issues, and short-term and long-term actions to implement the solutions.
- The GEIS was developed in accordance with 6 NYCRR Part 617 and proper procedures were followed for public notices, hearings, and public review of the GEIS;
- Public comments on the Comprehensive Plan and GEIS were reviewed and responses to comments were included in the final FEIS;
- The Comprehensive Plan is intended to be a "living document" that can be updated to reflect changing conditions over time;
- The Village of Liverpool Planning Board has considered the Comprehensive Plan and draft and final GEIS and determined that the plan reflects the vision of the community and that implementation of the short-term and long-term actions will help to maintain the quality of life in the Village and shape a future for the Village that its residents desire.