# VISUAL PREFERENCE SURVEY RESULTS



**Highest Rated Commercial Image** 



**Highest Rated Street Image** 



**Highest Rated Residential Images** 



**Highest Rated Multi-Family Residential Image** 

# COMMUNITY SURVEY RESULTS

# TOWN OF CLAY LAND USE STUDY

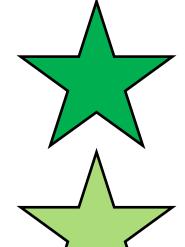
# **BACKGROUND**

Launch Date: November 23, 2023

Open for 2 months

Responses: +200

# **RATING TOWN SERVICES & INFRASTRUCTURE**



<u>Highly Rated</u>: Fire Protection, Refuse Disposal, Water Service, Sanitary Sewer Service, & Emergency Services.

<u>Good - Average</u>: Streets, Parks, Parks & Recreation, Building Code Enforcement, Storm Sewer/Drainage, Senior Citizen Services

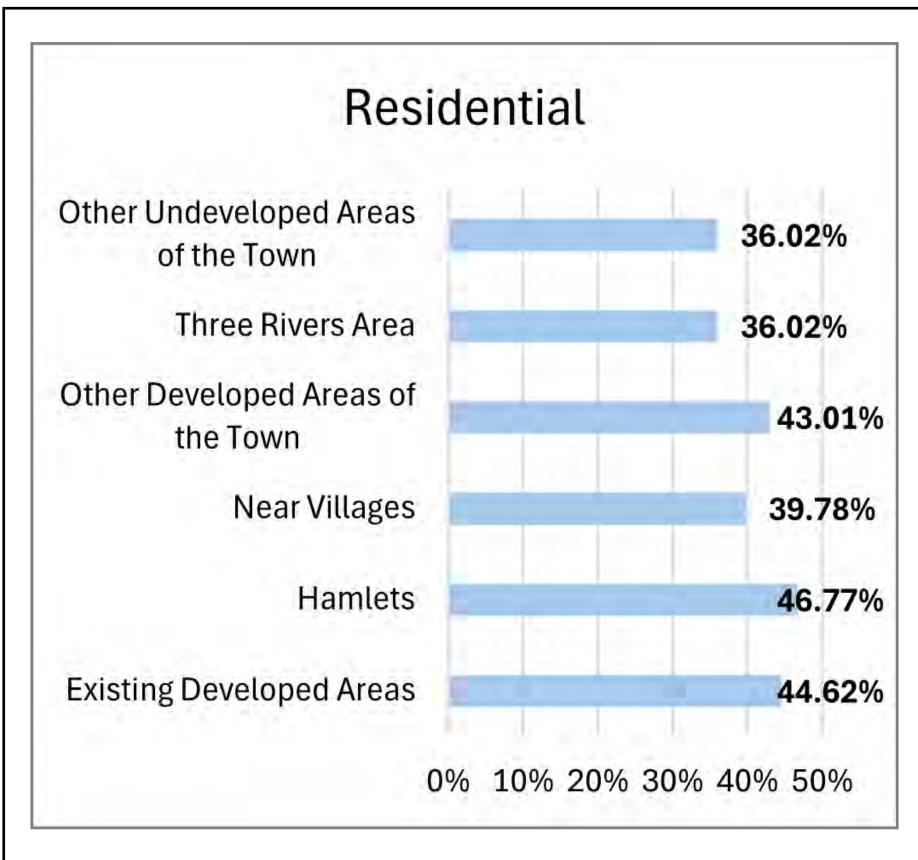


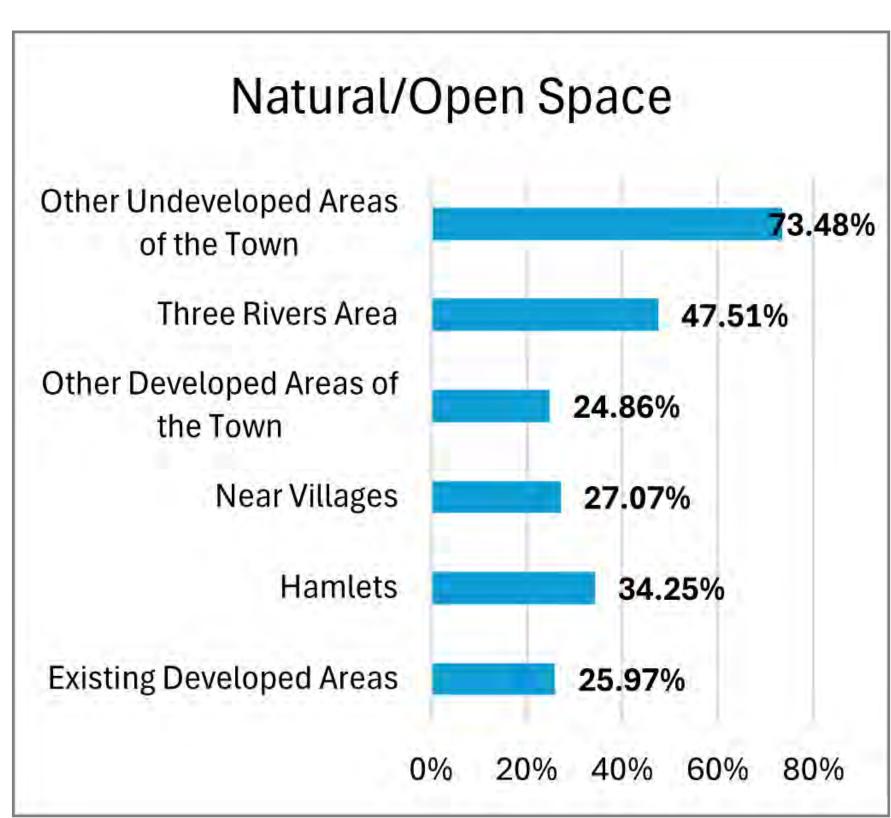
Needs Improvement: Sidewalks, Trails, Public Transportation, Alternative Transportation

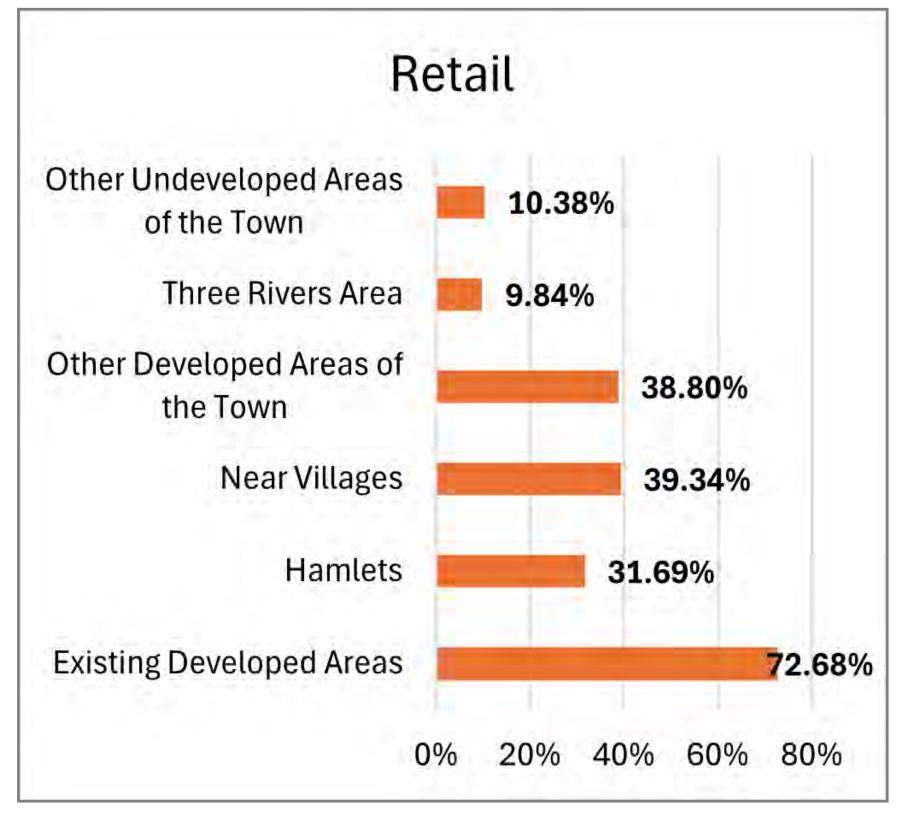
# **ADDITIONAL FINDINGS**

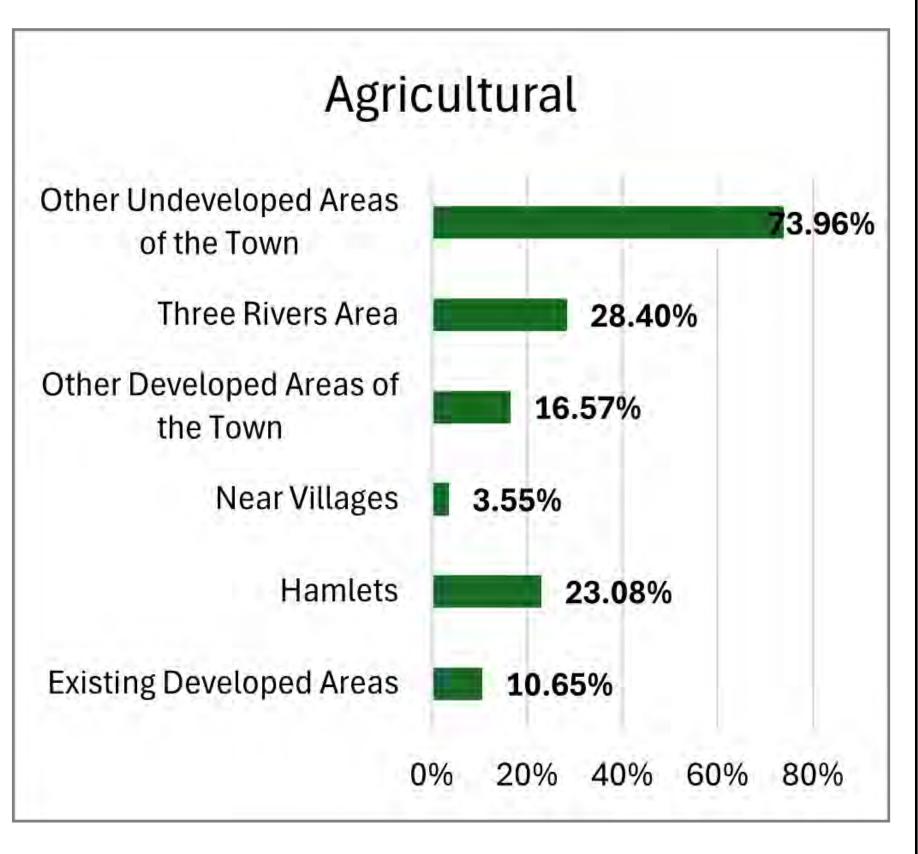
- ♦ Community support for design standards, protection of historic/ natural resources, & sidewalks/public transportation.
- ◆ Route 31 traffic conditions are highly unacceptable, but traffic conditions on other roads are generally acceptable.
- ♦ Respondents believe **large-scale apartments** have a very negative impact on the Town.
- ◆ Respondents believe **mixed-use**, **walkable development** has a very positive impact on the Town

# PREFERRED LAND USE LOCATIONS









# VISION & GOALS

TOWN OF CLAY LAND USE STUDY

# VISION STATEMENT

The Town of Clay will continue to be a community of choice in Central New York, with a high quality of life, by leveraging and managing future growth to benefit both existing and new residents and businesses while maintaining high-quality public services. Appropriately scaled residential development will be complemented and integrated with natural, cultural, and recreational resources to maintain and enhance livable neighborhoods. New mixed-use centers will provide opportunities for compact & walkable community destinations complemented by well-designed buildings to create a sense of place and identity for the Town.

# **GOALS**

- A. **Preserve the Town's quality of life** by leveraging future growth to benefit existing and future residents and businesses, including maintenance of exceptional public services, promotion of livable neighborhoods, and improved development standards.
- B. Preserve and enhance the Town as a community of choice for low to medium scale residential neighborhoods and housing development.
- C. **Establish attractive pedestrian-oriented mixed-use centers**, including a Town Center, to create a sense of place and identity while providing additional opportunities for higher density residential and commercial development.
- D. Increase opportunities for alternative transportation throughout the Town, including sidewalks, trails, bike lanes, and public transportation.
- E. **Limit the sprawl** of general commercial and industrial development throughout the Town.
- F. **Enhance and protect** the Town's natural, cultural, and recreational amenities.
- G. Promote managed growth and development that is fiscally responsible.

# EXISTING ZONING

# TOWN OF CLAY LAND USE STUDY

# Residential Agricultural (RA-100)

Allows agricultural activities and lowdensity single-family homes.

# Single-Family Residential (R-7.5; R-10; R-15; R-40)

Four zoning districts for single-family homes and support services.

# Two-Family Residential (R-2F)

Intended for single- and twofamily residential dwellings.

# Town House (R-TH)

Zone for townhouses.

# Apartments (R-APT)

Permits multi-family residential buildings (3 or more units).

# Mobile Home Court (R-MHC)

Zoning for individual mobile home units, courts, and support services.

# Senior Residence (R-SR)

Supports mixed land uses necessary for senior housing developments.

# Limited Use Residential Riverfront (LUR-1)

Permits single-family homes with restrictions to support the surrounding natural environment.

# Recreational (REC-1)

Intended to protect natural areas and development of recreational uses.

# Neighborhood Office (O-1)

Permits office buildings.

# Office (O-2)

Permits offices along major roads.

# Neighborhood Commercial (NC-1)

Allows offices adjacent to residential neighborhoods.

# Highway Commercial (HC-1)

Uses permitted include retail, shopping centers, offices, banks, medical offices, storage facilities, and daycare facilities.

# Regional Commercial (RC-1)

Uses permitted include all uses permitted in the HC-1 district along with restaurants, theaters, hospitals/clinics, and hotels.

# Limited Use Gasoline Service (LUC-1)

Permits gasoline service facilities.

# Limited Use Restaurants (LUC-2)

Permits restaurants.

# (I-1) Industrial 1

Permits assembly, shipping, storage, services, or similar.

# (I-2) Industrial 2

Permits all I-1 zoning uses and uses with activities sensitive to the environment and public services.

# (PDD) Planned Development

Permits well-planned developments with a mix of uses

# (GOV) Government Land

Government controlled lands, which must follow RA-10 regulations

# Highway Overlay

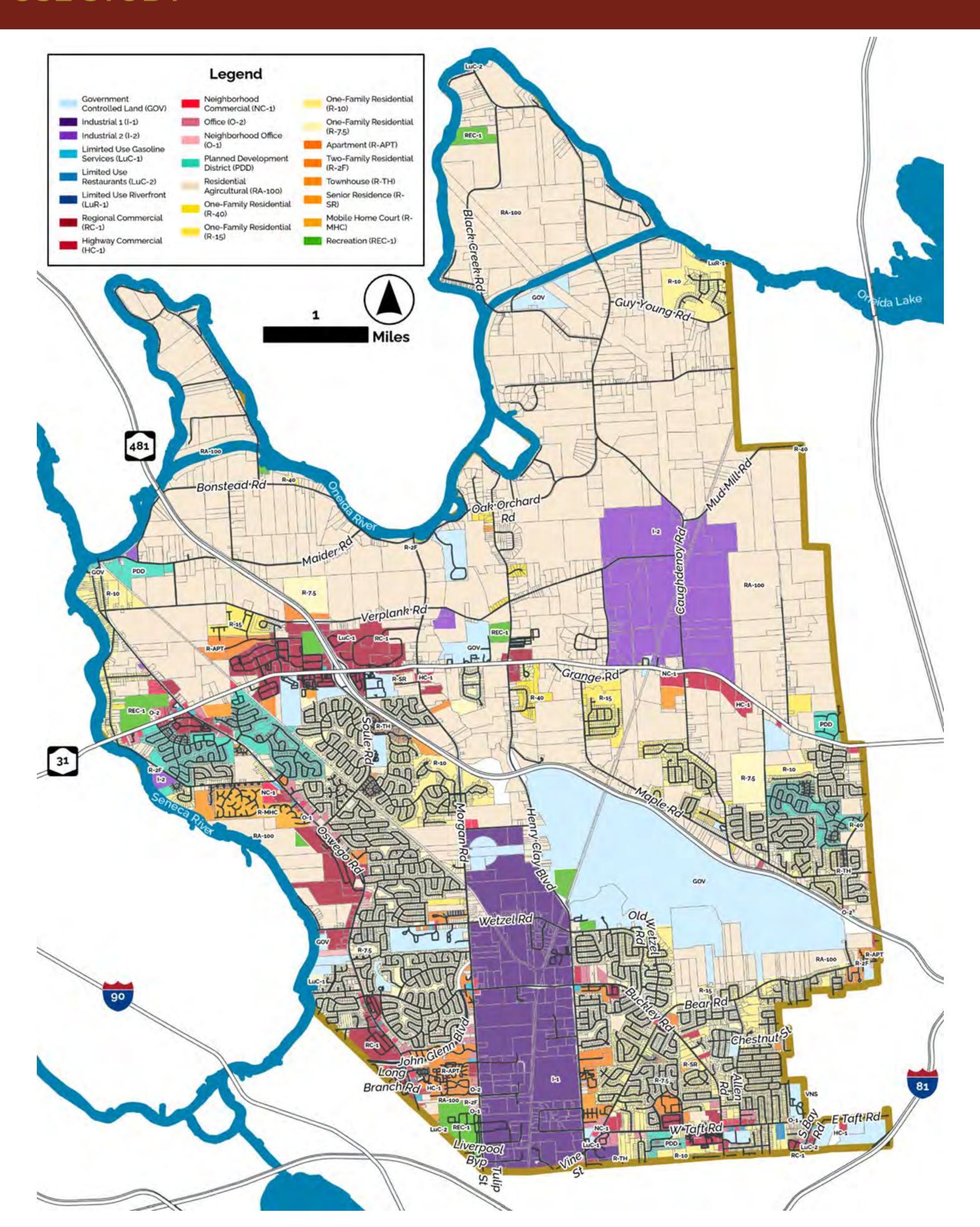
The Highway Overlay manages development along highways.

# Airport Flight Hazard Overlay

Regulates height of development.

# Gas Transmission Overlay

Regulate development near around highpressure gas transmission lines.



# FUTURE LAND USE

# TOWN OF CLAY LAND USE STUDY

The Future Land Use Map provides a framework for future zoning changes and development standards.

Low Density Residential (LDR)

Neighborhoods of single-family
detached homes, typically 1 or less

dwelling units per acre. These areas are characterized by large lots and the lowest residential density.

Medium Density Residential (MDR)

Neighborhoods of single-family attached and detached homes, typically between 3 and 4 dwelling units per acre. These areas are characterized by medium-sized lots and a moderate density.

High Density Residential (HDR)

Neighborhoods of single-family attached and detached homes as well as multi-family developments, typically 6 or more dwelling units per acre. These areas are characterized by small lots and the highest residential density.

Neighborhood Center (NC)

Neighborhoods with mix of uses that provide compact, walkable options for adjacent neighborhoods. These areas include commercial, residential, entertainment, and office uses compatible with adjacent areas.

Business Center (BC)

Includes a mix of uses providing compact, walkable retail and service options for adjacent offices and employment centers compatible with the scale and intensity of adjacent areas.

Regional Center (RC)

Includes a mix of uses that create regional destinations, usually along major transportation corridors. These areas include concentrations of large regional employers, commercial, entertainment, and high density residential along with education and healthcare facilities.

General Commercial (GC)

Includes districts that provide a variety of goods and services to meet local and regional needs, typically located along primary transportation corridors.

Town Center (TC)

Incudes a mix of uses in a central location to create a sense of place and destination for the community. This includes a mix of denser mixed-uses, including residential, commercial, office, entertainment, cultural, and institutional uses

Office (O)

Includes local and regional employment centers complemented by high quality site design and surrounding areas.

Light Industrial (IND-L)

Includes light industrial uses that provide employment opportunities.

Heavy Industrial (IND-H)

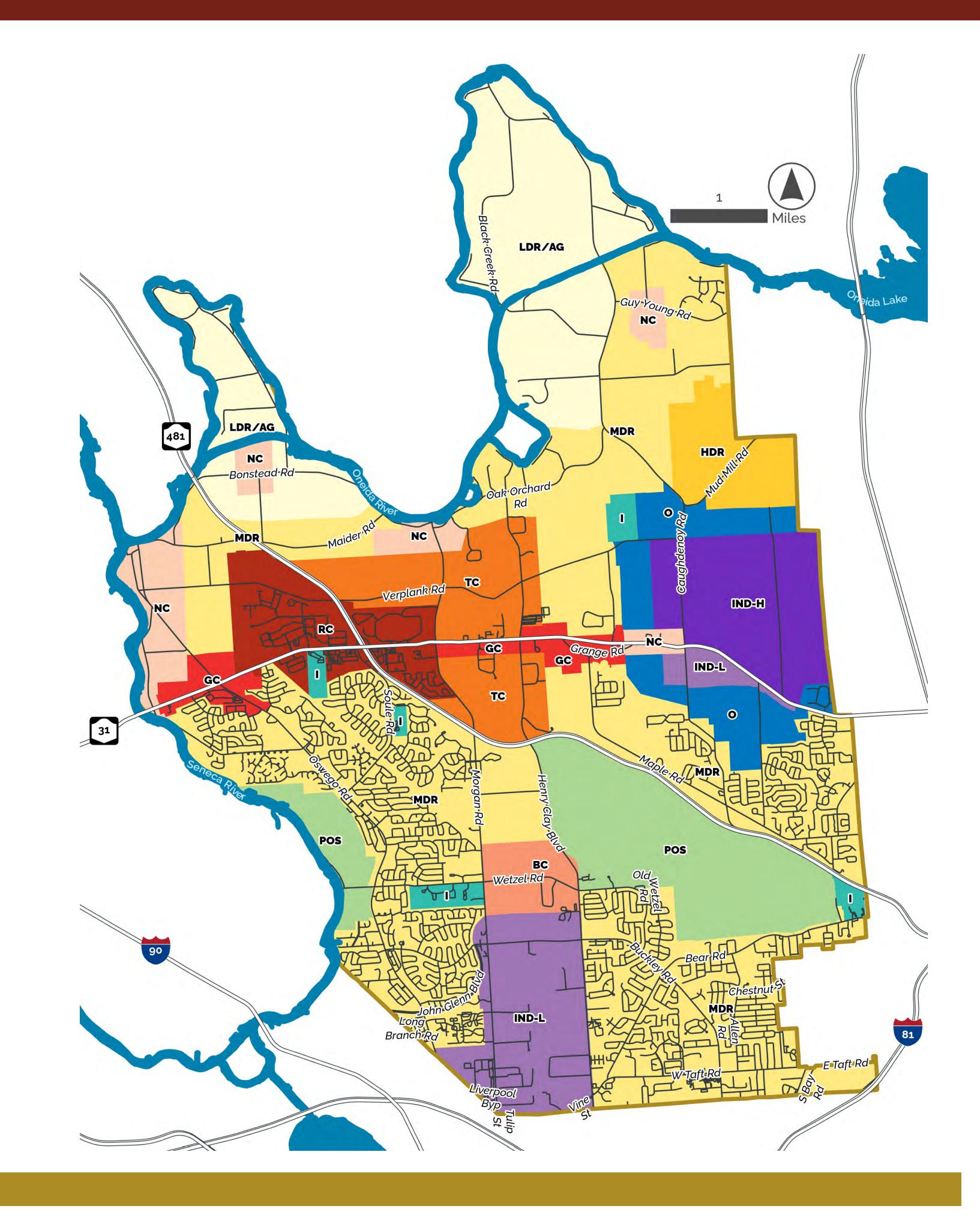
Includes light and heavy industrial uses that provide employment opportunities.

Institutional (I)

Includes public and semi-public activities such as government buildings, schools, and places of worship.

Parks & Open Space (POS)

Includes all parcels of land exclusively used for active and passive recreational and environmentally sensitive areas.



# FUTURE LAND USE DESCRIPTIONS

# TOWN OF CLAY LAND USE STUDY

### **General Commercial**

The uses allowed in General Commercial land use category would be equivalent to uses permitted in the current RC-1 Regional Commercial District. General commercial districts would provide a variety of commercial uses and are typically located along busy transportation corridors.

# Preferred Uses:

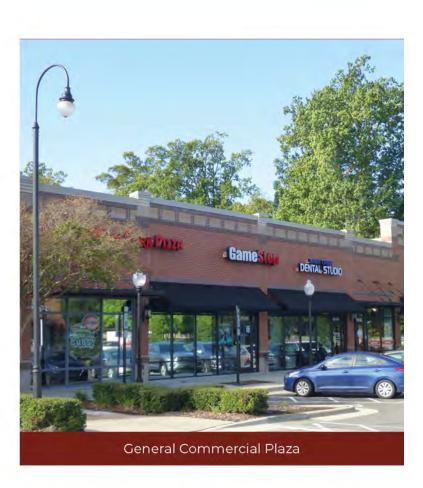
- » Retail, service & restaurants
- » Offices
- » Lodging & accommodation
- » Institutional and civic

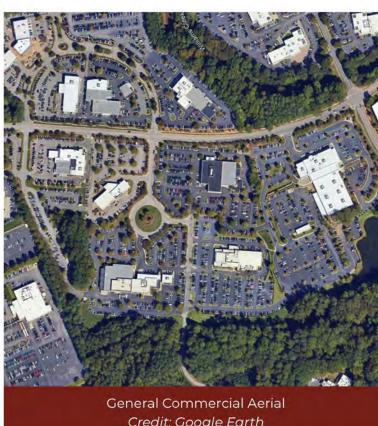
## Other Considerations:

- » Require parking behind or to the side of the buildings and minimize surface parking in front of the buildings complemented by landscaping.
- should be well designed and architectural design should be emphasized. » Encourage generous landscaping as

» Street facing facades and buildings

- part of the development with include landscaping in any surface parking lots.
- » Promote access management with adjoining properties.





# Industrial

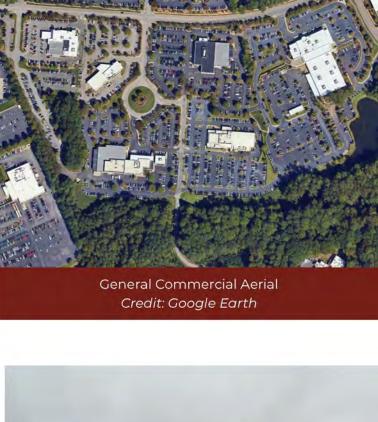
The Industrial land use designation would permit light and heavy industrial uses to accommodate a mix of industrial users. Compatibility and buffering with surrounding uses will be critical and uses within industrial areas should be controlled for noises, odors, and other noxious impacts.

# **Preferred Uses:**

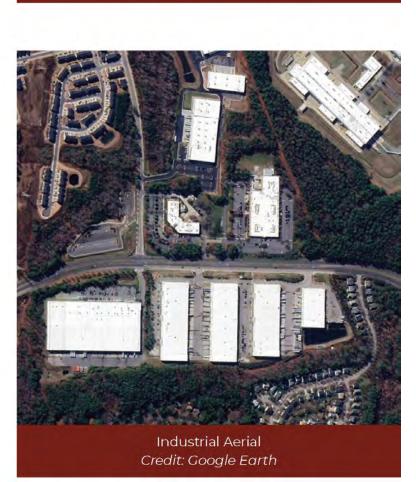
- » Heavy industrial including manufacturing and processing.
- » Light industrial warehousing, wholesale, distribution
- » Research & development
- » Business/industrial parks
- » Complementary commercial, retail, service & office

# Other Considerations:

- » Include landscaping and buffering with adjacent uses and require when adjacent to residential or mixed-use areas.
- » Ensure connections to alternative transportation and include pedestrian connections if feasible to nearby commercial areas.
- » Locate heavy industrial with significant outside storage in less visible locations
- » Orient building to hide outside storage and heavy industrial uses.
- » From non-industrial uses where feasible



Industrial Building



### **Town Center**

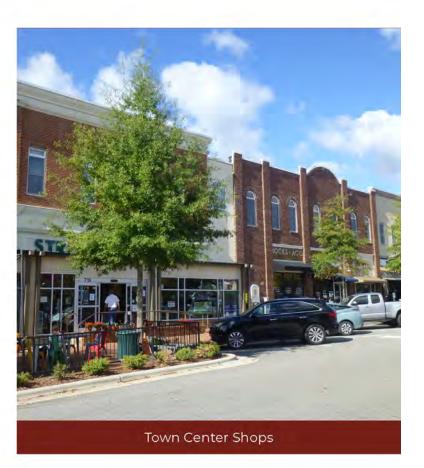
Creation of a Town Center was a high priority for participants that attended the Open House, and an image of a Town Center received the highest score for the Community Preference Survey. The Town Center is intended to be a dense, mixed-use, walkable destination near the center of the Town. While the development will be dense, heights of buildings would not exceed four stories.

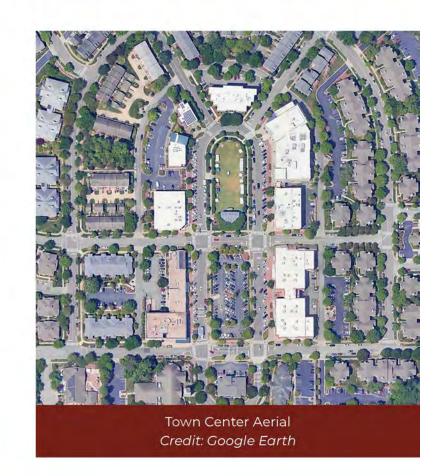
### Preferred Uses:

- » Retail, service & restaurants
- » Entertainment & cultural
- » Offices
- Single-family attached and apartments
- » Institutional and civic

### Other Considerations:

- » Focus entertainment, cultural, attractive public spaces, and restaurants in the Town Center to create a vibrant area.
- » Require sidewalks.
- » Require parking behind or to the side of buildings; do not permit parking in front of buildings.
- » Encourage street-scape elements such as decorative pavement, pedestrianscaled decorative lighting, benches, street art, and street trees.
- » Require architectural review of commercial & mixed-use buildings and ensure a variety of building types similar to a "Main Street."
- » On the "Main Street" only allow multifamily residential on the upper floors.
- Incorporate the current Town Hall and the Town Park, while allowing for expansion and improvements to both.





# Institutional

Government buildings, schools, libraries, and places of worship would be accommodated in the Institutional land use category. Most of the new institutional uses should be encouraged to be in designated centers (i.e., Town Center), but there are existing institutional areas currently in the Town that would be located in this category.

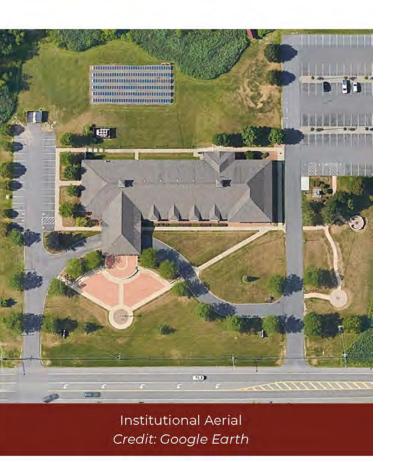
# **Preferred Uses:**

- » Government buildings
- » Places of worship
- » Hospital & healthcare » Schools and colleges/universities
- » Utilities

# Other Considerations:

- » Ensure alternative transportation connections, especially to school campuses and to and from residential areas and mixed-use centers.
- » Require parking behind or to the side of buildings; do not permit parking in front of buildings.
- » Encourage high-quality design for all public buildings.
- » Provide transitions between institutional uses and residential areas via landscaping or other uses.





## Office

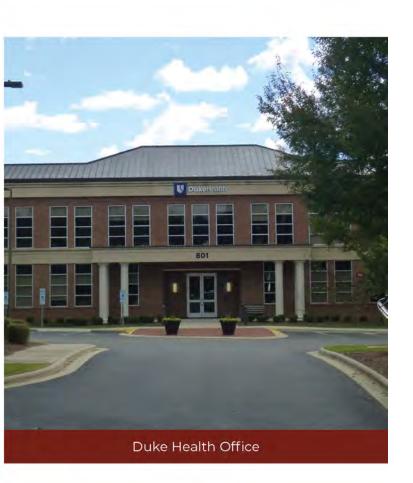
The Office land use designation would be reserved for areas with a large concentration of local and regional employers and may be individual site developments or business parks.

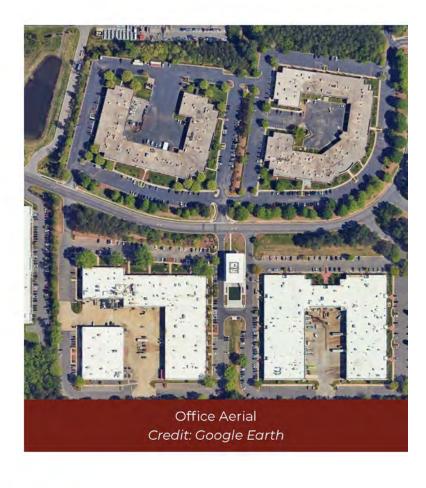
### **Preferred Uses:**

- » Office, office parks, and headquarters
- » Research & development
- » College/university uses » Lodging & accommodations
- » Complementary retail and service uses

### Other Considerations:

- » Multi-modal and transit opportunities should connect to these areas.
- » Generous landscaping and common open spaces should be encouraged to benefit both employers and employees.
- » Encourage well-designed buildings with a preference for variety among buildings.
- » Permit complementary retail and services within office buildings or within business parks.
- » Encourage parking behind or to the side of the buildings, and with large developments permit structured parking.





# Parks and Open Spaces

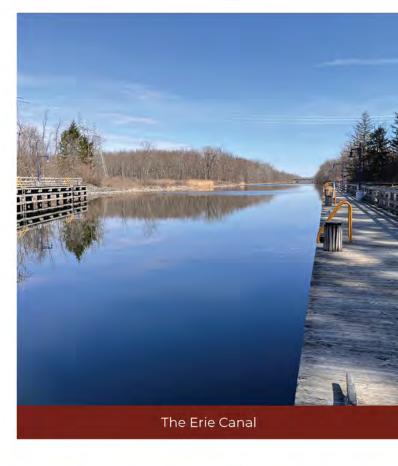
The Parks and Open Spaces category would allow for a variety of uses including public parks, public open spaces, environmentally sensitive areas, and greenways. This does not include private parks that may be part of private residential or commercial development.

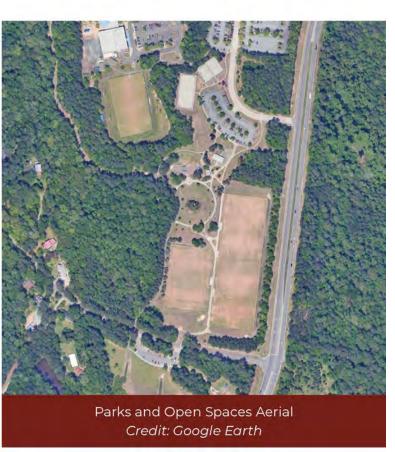
# Preferred Uses:

- » Parks
- » Open spaces
- » Environmentally sensitive areas » Recreation facilities

# Other Considerations:

- » Consider preparation of a Parks & Recreation master plan to identify areas for future parks & recreation.
- » Link parks and open spaces together with trails and other alternative transportation options and connect them to residential, mixed-use and commercial areas.
- » Leverage locations near various creeks, natural areas, and the Erie Canal to provide recreational opportunities for residents and visitors.





# FUTURE LAND USE DESCRIPTIONS

# TOWN OF CLAY LAND USE STUDY

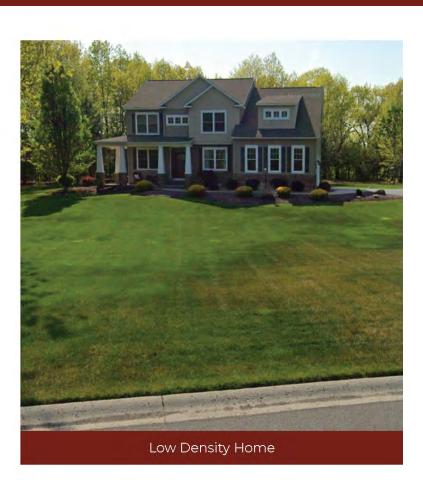
## **Low Density Residential**

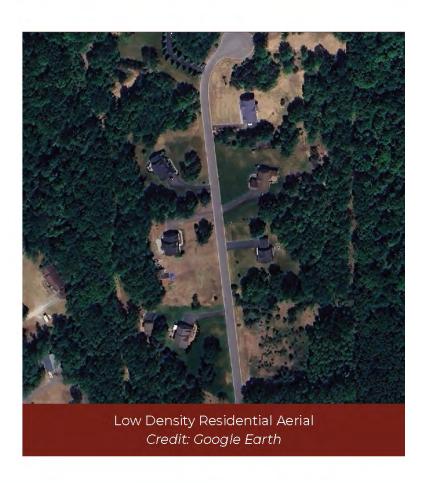
The Low Density Residential (LDR) land use includes single-family homes on large lots with less than one unit per acre. This is the lowest residential density in the Town and provides land for larger lawns and if needed, septic systems in areas of the Town where sanitary sewers are not available. This is generally equivalent to land uses permitted in the Town's current RA-100 and R-40 zoning districts.

Preferred Uses: Single-family detached homes

### Other Considerations:

- » Require or incentivize developers of new homes to preserve and protect trees that do not need to be removed for the dwelling unit.
- » New sidewalks should be considered in all new residential districts, including those in the LDR land use category. However, in some instances the practicality of new sidewalks may need to be reviewed on a case-by-case basis in for subdivisions in the LDR zone if the lots are too large and houses are too far apart.
- Preservation of larger agricultural or environmentally sensitive can be accommodated within the LDR land use.





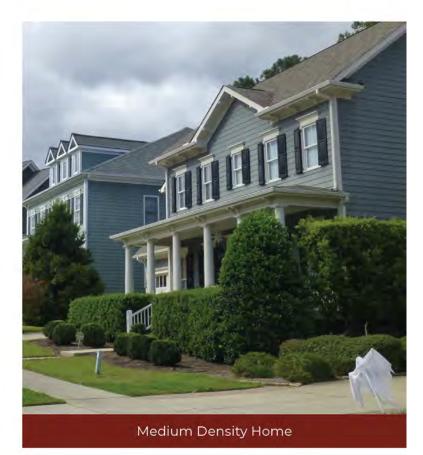
# **Medium Density Residential**

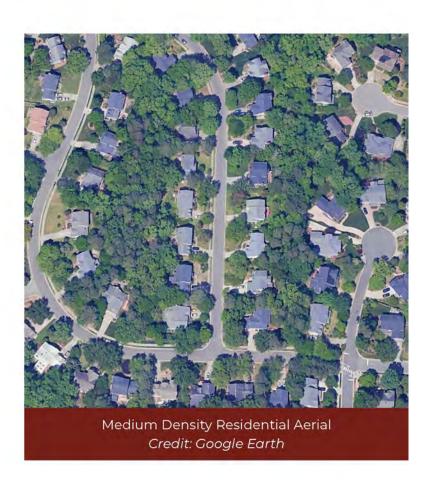
The Medium Density Residential (MDR) designation is currently the most common residential density in the Town and would incorporate and grandfather uses within the R-15 & R-10 zoning districts primarily located south of route 481. New MDR land use designations would accommodate similar new single-family development at comparable densities of between three to four units per acre north of 481 and would accommodate the anticipated population growth in the Town.

# Preferred Uses: Single-family detached homes

### Other Considerations:

- » Sidewalks would be required in new subdivisions to encourage walkability and connections to the Town Center, trails, and other alternative transportation options.
- » Preservation and protection of trees either within each lot of a subdivision or in common areas should be considered.
- » Consider placing near existing or new open space areas, parks, and schools.
- » Incorporate storm water retention areas into common open spaces and implement green infrastructure practices (bio-retention, etc.) when feasible.
- » Encourage street trees when feasible and generous lot landscaping for subdivisions.





# **High Density Residential**

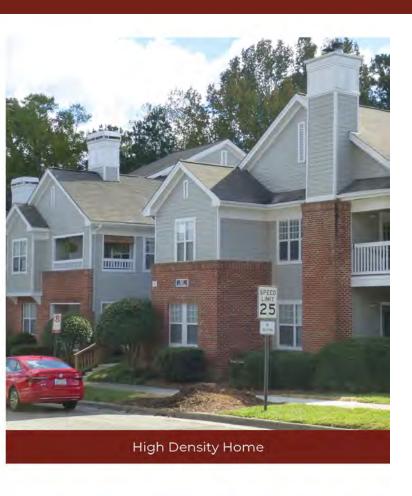
The High Density Residential (HDR) land use would merge the uses allowed in the current R-7.5 Single-family, R-APT Apartment, R-SR Senior residence, and R-TH Town home districts. This land use designation would be the highest residential only residential district in the Town with the smallest lot sizes for single family homes. The best location for the HDR land use is next to the proposed Micron semiconductor chip plant and near similar high-density development patterns in the Town of Cicero along Interstate 81.

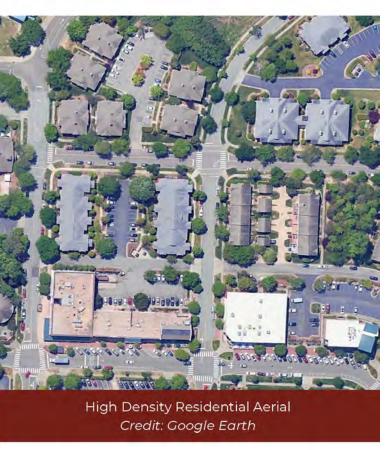
### Preferred Uses:

- » High density detached and attached single family homes / townhomes
- » Apartments
- » Senior living

### Other Considerations:

- » Sidewalks should be required in new subdivisions to encourage walkability and connections to the Town Center, trails, and alternative transportation options.
- » Limit the height of apartments to no more than 3.5 stories or 35-40 feet to reflect the results of the Community Preference Survey.
- » Require lot landscaping and street trees.
- Encourage attractive design of new apartments and senior facilities including use of appropriate materials such as masonry, pitched roofs, and formal entrances.
- » Require parking to be placed behind the buildings and encourage apartments to be part of the neighborhood vs. individual "developments" via common setbacks among adjacent apartments.





# Neighborhood Center

The Neighborhood Center would be a new land use designation and include a mix of uses that would serve adjacent neighborhoods. Potential uses would include commercial, residential, office and entertainment. Uses would be developed so they are compact enough to be walkable. Mixed-use developments would include uses on the first floor that would accommodate pedestrian activity and upper floors could include apartments or office uses.

# Preferred Uses:

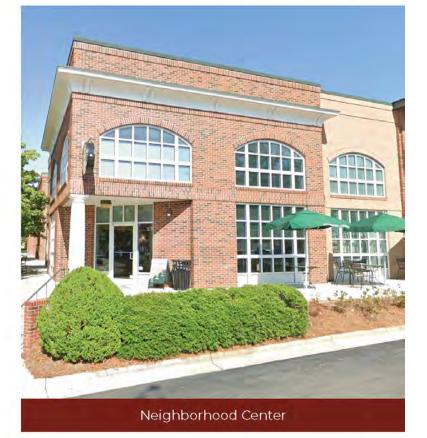
- » Retail, service & restaurants
- » Entertainment & cultural
- » Offices
- » Single-family attached and apartments
- Institutional and civicParks / Open space
- Fairs / Open space

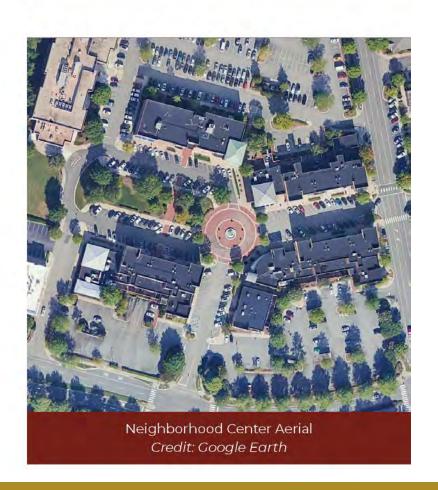
# Other Considerations:

- » Require parking behind the buildings or minimize surface parking in front of the buildings and complement with landscaping.
- foster a unified pedestrian experience.
- Street facing facades should be well designed.Break up structures visually to avoid
- long, continuous facades.
   Connect to adjacent residential areas via sidewalks and trail systems.

» Integrate developments together to

- » Restrict heights to be compatible with adjacent residential neighborhoods.
- » Encourage street scape elements such as street trees and decorative lighting.
- » Require sidewalks





# **Business Center**

The Business Center would be a new land use designation that includes a mix of uses situated in a walkable environment that would service offices and employment centers. Lodging and other accommodations are allowed in this zone as well as apartments and townhomes.

# Preferred Uses:

- » Retail, service & restaurants
- » Entertainment & cultural
- » Lodging & accommodation uses
- » Research & Development

» Offices

» Apartments» Institutional and civic

# Other Considerations:

- Coordinate with public transit stops.
  Encourage the development of green spaces as part of development.
- » Allow for shared parking strategies.» Require parking behind the buildings or

minimize surface parking in front of the

» Integrate developments together to foster a unified pedestrian experience.

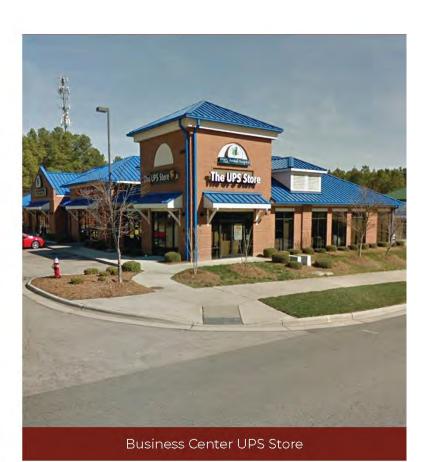
» Restrict heights to be compatible with

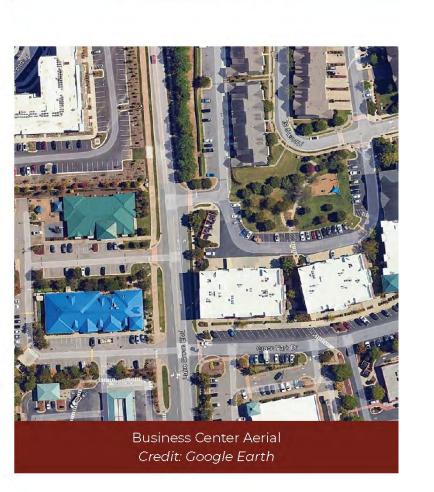
adjacent residential neighborhoods.

» Street facing facades should be well designed.

buildings and complement with landscaping.

- » Break up structures visually to avoid long, continuous facades.
- » Require sidewalks





# Regional Center

The Regional Center is a new land use designation intended to accommodate large regional uses such as major employers, commercial businesses, entertainment, high-density residential, healthcare facilities and larger educational facilities. Mixed-use centers would permit a variety of uses and are typically located on major transportation corridors with opportunities for public transit.

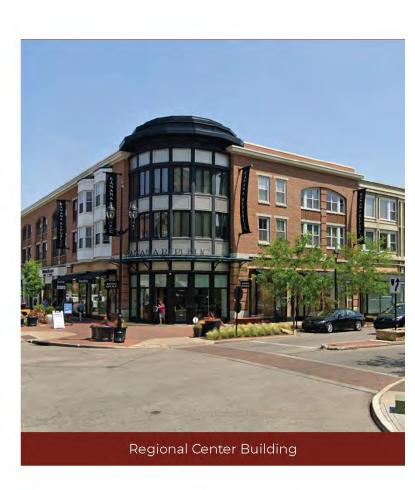
# Preferred Uses:

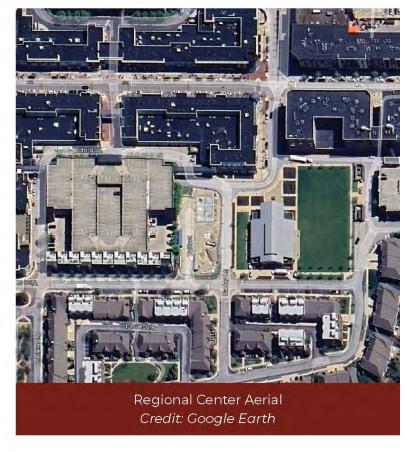
- » Retail, service & restaurants
- » Entertainment & cultural
- » Offices
- » Regional shopping centers» Apartments
- » Lodging & accommodation

# Other Considerations:

Institutional and civic

- » Promote redevelopment of existing regional centers or the creation of attractive, walkable centers that local and regional residents want to visit.
- Require parking behind the buildings or minimize surface parking in front of the buildings and complement with landscaping. Consider on-street parking.
- Connect to alternative transportation & transit. Require sidewalks.
- » Permit buildings with taller heights but none above five stories.
- Street facing facades and buildings should be well designed and architectural design should be emphasized.
- » Break up structures visually to avoid long, continuous facades.
- Encourage generous landscaping and central gathering spaces.





# OTHER LAND USE & PLACEMAKING RECOMMENDATIONS

# TOWN OF CLAY LAND USE STUDY

# **UPDATE THE ZONING ORDINANCE**

The Land Use Plan provides recommended future land use strategies and a future land use map to provide direction for future zoning changes. This plan is not a regulatory document, but the zoning document is a legal document that will ensure the land use concepts presented in this document are implemented. Moreover, the land use plan will provide the Town with a framework for any future changes to the zoning document or development regulations.

## PARKING

- Encourage or require parking behind the building, or at a minimum to the side of the building and minimize any front yard parking.
- Encourage shared parking in commercial and mixed-use developments
- Review parking minimums in commercial districts to understand if too much is required. Too much parking increases developer costs and increases stormwater runoff.

## **DESIGN REVIEW**

- Consider implementing design standards for commercial and mixed-use development
- Discourage blank walls along roadways and encourage windows and doors on facades facing roadways.
- Establish a commercial setback maximum to eliminate large front setbacks along roadways.

## **CONNECTIVITY & SIDEWALKS**

- When feasible require that streets are connected within and between developments to reduce congestion on collectors and arterials, and to improve emergency responses. Minimize cul-de-sac developments.
- Require sidewalks in all new commercial and residential developments as the community survey indicated a strong preference for sidewalks.
- Implement access management in commercial and mixed-use areas to limit exits and entrances onto major roadways

# INCORPORATE ENVIRONMENTAL FEATURES

- Preserving trees in residential development whenever feasible to protect habitat, improve aesthetics, and reduce stormwater infiltration.
- Protect, preserve and incorporate habitats and other environmentally sensitive areas into all new development.
- Require street trees in all new residential subdivisions and incorporate street trees into mixed use and commercial developments.
- Provide landscape buffers between incompatible uses such as industrial and residential

# **ENVIRONMENTAL & OPEN SPACE**

- Implement and encourage cluster development, especially in areas with sensitive environmental conditions. Cluster development would allow smaller lots in exchange for preserving open space.
- Integrate open space and environmental features into new development, including:
- Central gathering spaces in mixed use developments
- Park or open space set asides for new development proposals
- Connect greenways especially along the Town's waterways and canal to new development and ensure land or right of ways are set aside for future connections.
- Require street trees, which received overwhelming support in the Visual Preference Survey.
- Consider establishing Environmental Protection Overlay Districts (EPODs) to protect environmentally sensitive areas.

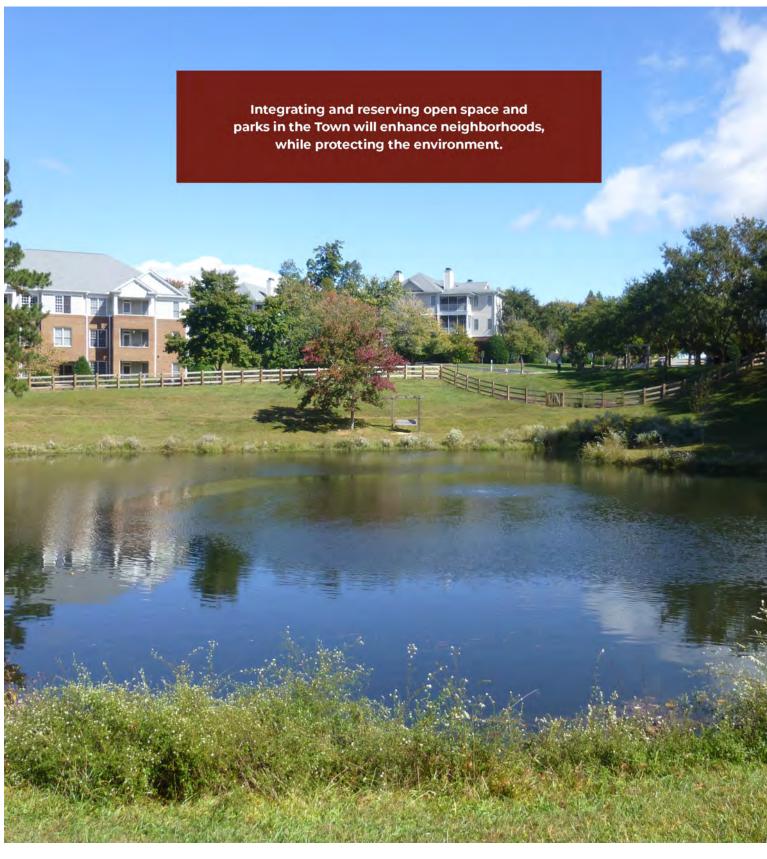
# PLACEMAKING

- Establishing a mixed-use, walkable Town Center and including a community square or park along with well-designed buildings and streets.
- Improving and celebrating gateways into the Town through signage, landscaping, and street design.
- Recognize community survey desires to protect and maintain low to medium scale residential neighborhoods with buildings of no more than 35-40 feet.
- Leveraging history
- Create a smaller neighborhood mixed use center at Three Rivers Point
- Consider a historic preservation ordinance to protect key historic sites and districts
- Create connections to park areas around the Erie Canal
- Create and implement building and site design requirements in mixed use centers, and especially for the Town Center.

# PLAN FOR FUTURE COMMUNITY NEEDS

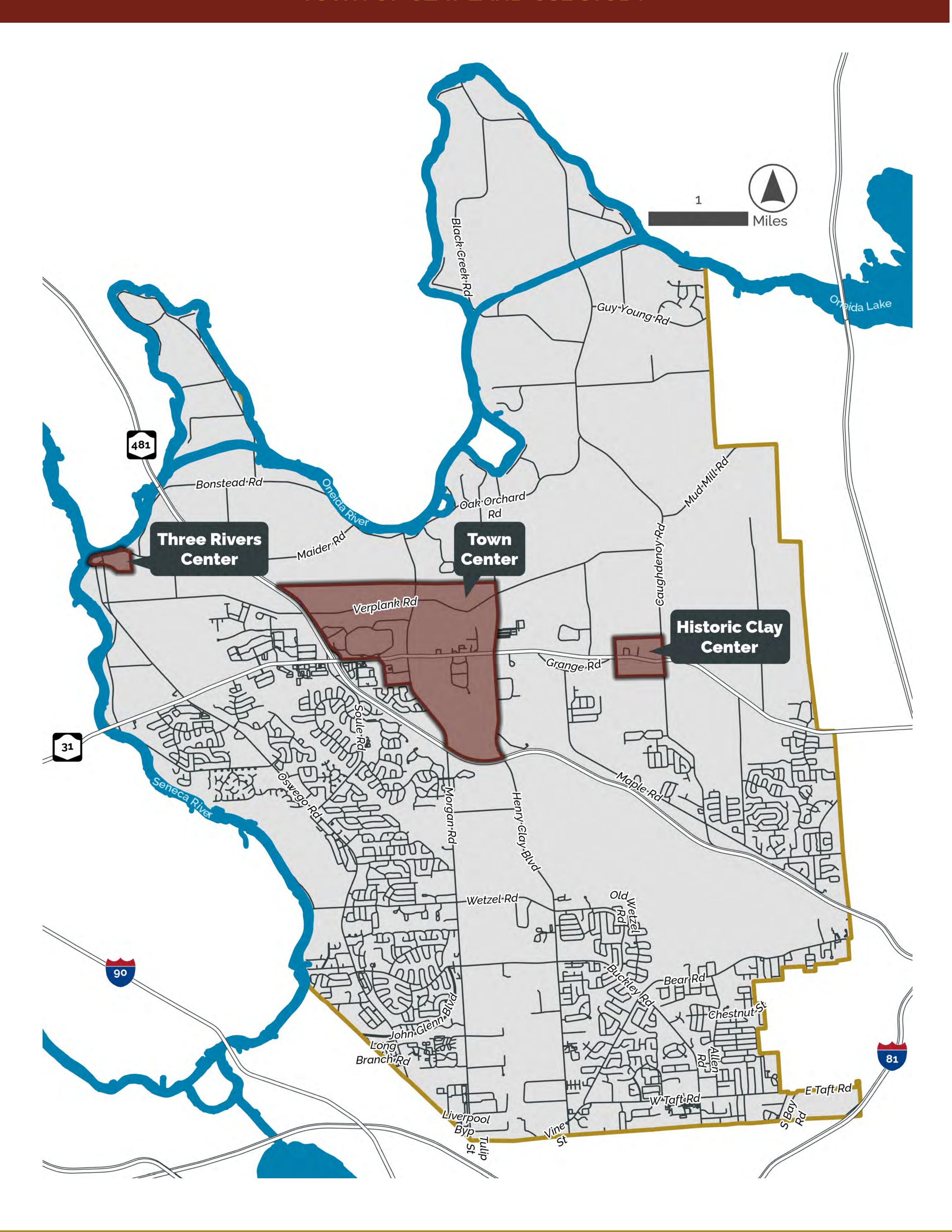
- Identify and acquire land for the anticipated growth in public needs including park space, trails, schools, utilities, and Town government operations.
- Develop a Capital Improvement Plan (including working with regional utility partners), based on anticipated growth, to identify and estimate costs for water, sewer, storm, and road improvements. Use the data to make changes to billing to ensure the future growth also pays for the infrastructure improvements.
- Consider public transit and alternative transportation options to reduce the need for auto travel.







# PROPOSED CENTERS LOCATIONS





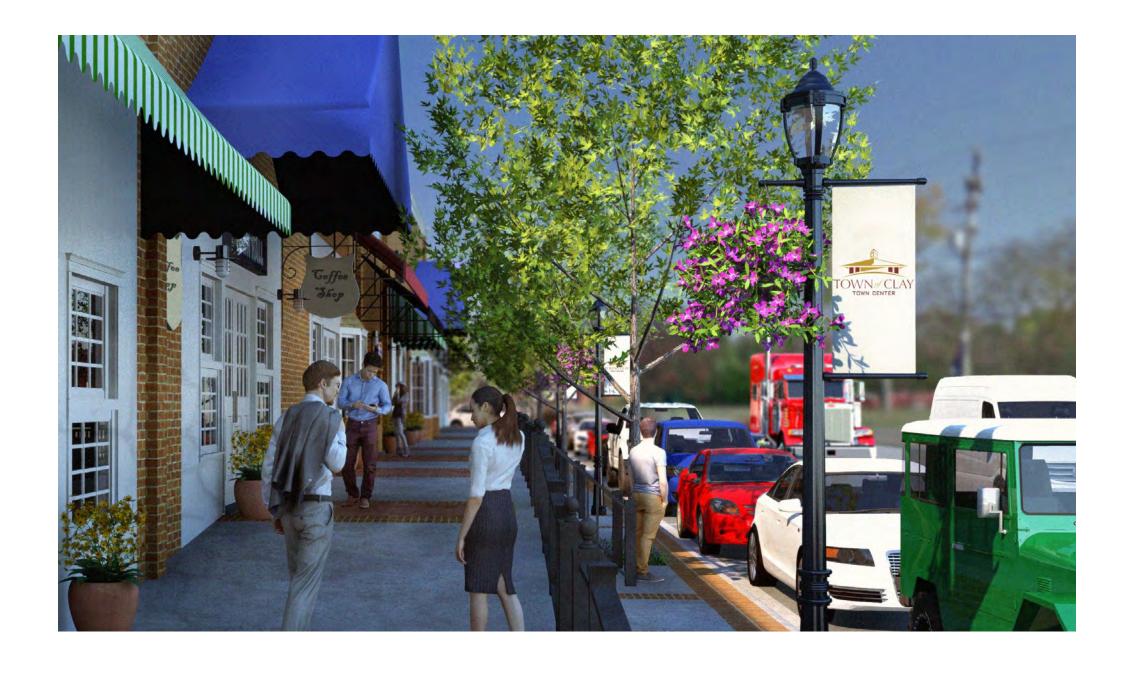


# TOWN CENTER MASTER PLAN

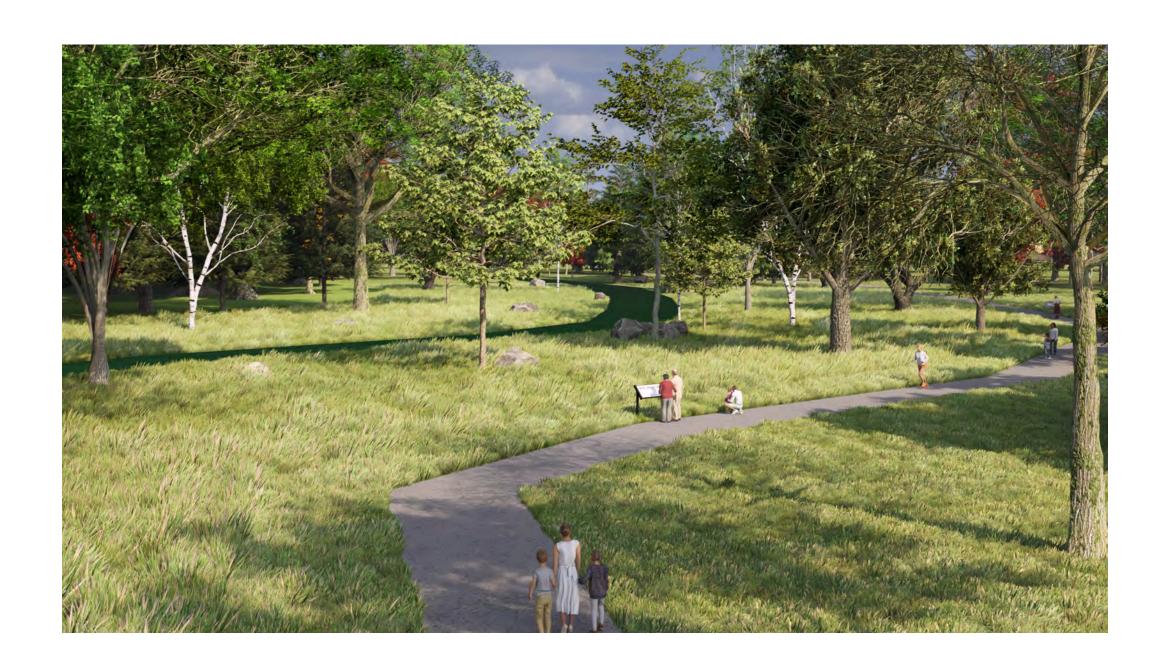
LaBella Powered by partnership. CLAY, NEW YORK

# CENTERS - CONCEPT RENDERINGS TOWN CENTER



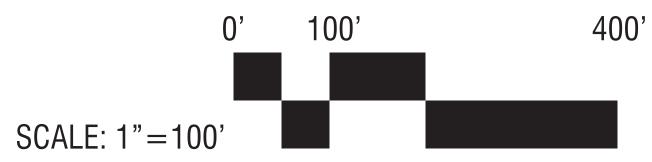












JULY 18, 2024

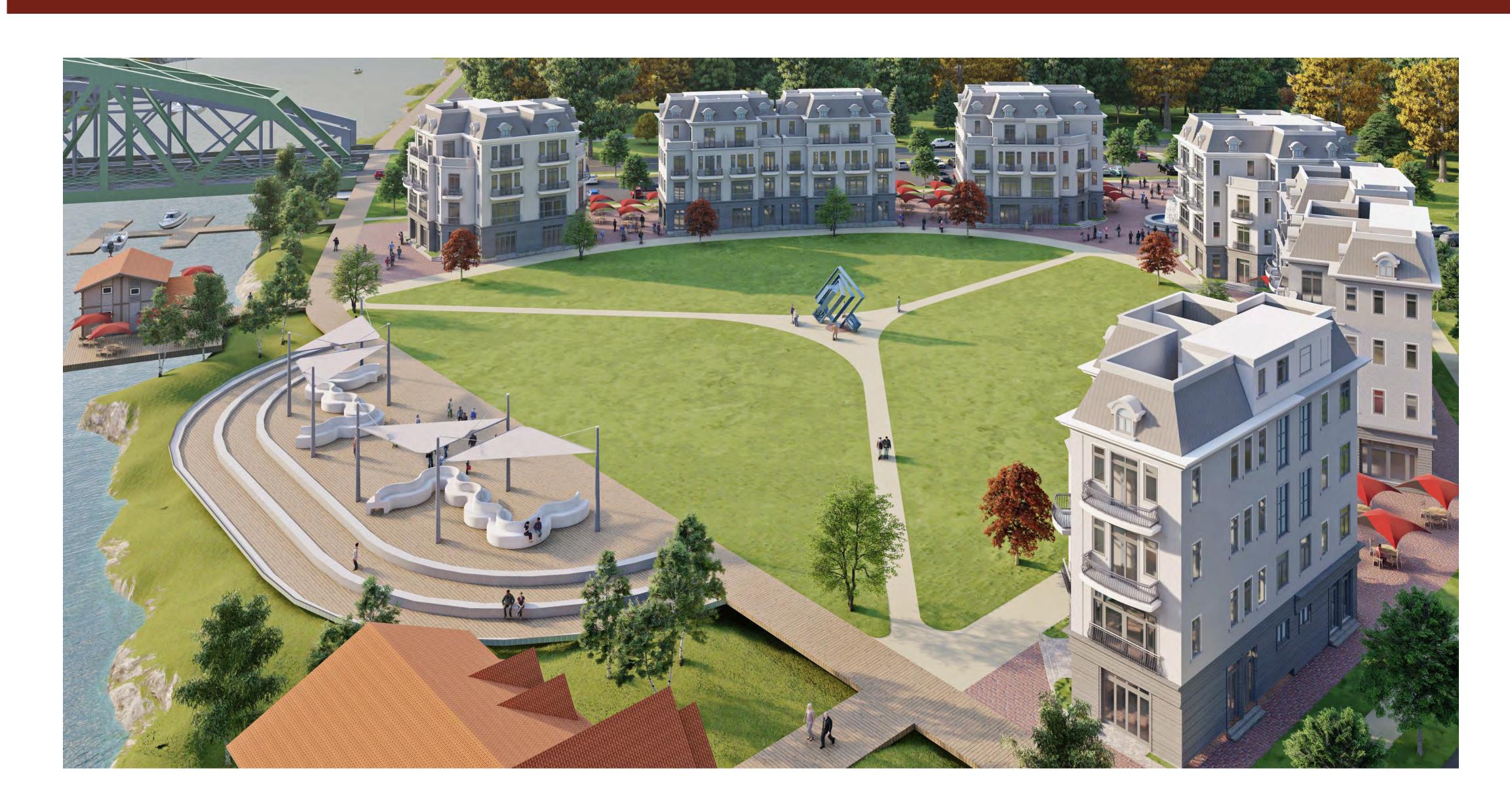




TOWN OF CLAY, NEW YORK



# CENTERS - CONCEPT RENDERINGS THREE RIVERS



















# CENTERS - CONCEPT RENDERINGS HISTORIC CLAY CENTER





