



# LAKE ERIE BEACH COMMERCIAL DISTRICT REVITALIZATION STRATEGY

*NOVEMBER 2017*

**LABELLA**



**Homes and  
Community Renewal**



# Lake Erie Beach Commercial District Revitalization Strategy

## Acknowledgments

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Lake Erie Beach 1947

Photo courtesy of Michael Slawinski

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## 1 SUMMARY

Lake Erie Beach has a brilliant future. Riding the crest of a wave of regional economic resurgence, this Southern Erie County hamlet is positioned to claim for itself a share of the tide of good fortune being enjoyed by neighbors in Buffalo to the north and Jamestown to the south. While its preparedness for what comes has been realized out of hardship, Lake Erie Beach now offers opportunities for investors, developers and the recreating public.

For years a lively attraction on the Lake Erie shore, Lake Erie Beach with its eponymous sand beach, bars, restaurants and the landmark Point Breeze Hotel, made visiting Lake Erie Beach a must-do activity. A community of summer cottages supported the commercial ventures that expanded to include grocery and hardware stores and other retailers and suppliers.

Lake Erie Beach evolved over time to a year-round residential community. Economic distress extended to the Town of Evans and the rest of the region, dragging down the hamlet's commercial core. The Point Breeze Hotel burned to the ground 25 years ago providing a harbinger of what was to come. That land, still vacant has only recently come back into play with a serious development proposal.

The vision for Lake Erie Beach's future includes:

- Rehabilitated commercial buildings and new construction
- Commercial uses serving the recreating, touring, shopping and dining public. As an example, Figure 1 shows a pair of whimsical concepts for a 400-square-foot building that currently houses a lawyer's office.
- Improved existing and new restaurants to appeal to a range of tastes,
- Shopping,
- An appealing public realm,
- A jitney or trolley running between parking at the Lake Erie Beach Fire Hall and Evangola State Park two miles south that stops at a new Lake Erie Beach visitors' center,
- Improved traffic circulation and parking,
- Enhanced pedestrian and bicycle safety,
- Year-round activities and events for the whole family including water- and land-side activities.

FIGURE 1 – ICE CREAM SHOP CONCEPT



Source: LaBella Associates

Lake Erie Beach can once again attract the crowds it once enjoyed. It will lure locals and visitors throughout the year to the existing businesses, making new business development feasible. There exists adequate demand in the marketplace and with a strategy for attracting new visitors from within the region and beyond, including tourists, the hamlet center can rebuild and flourish. Lake Erie beach has a unique setting on the Great Lakes Seaway Trail National Scenic Byway that runs more than 400 miles through New York State linking to the Trail in Pennsylvania and the

Lake Erie Coastal Ohio byway. The Seaway Trail is also an important link in the Lake Erie Circle Route, which circumnavigates the lake in the US and Canada.

With a new sense of momentum, Lake Erie Beach is on the upswing. This Commercial District Revitalization Strategy will complement these recent and on-going activities:

- The Town of Evans has a \$100,000 “zombie” grant that will address vacant and abandoned residential properties in the Hamlet.
- Runoff into Muddy Creek that results in persistent beach closures as the creek meets the lake is being addressed through a proposal for 21<sup>st</sup> century green infrastructure. This project will be an attraction itself with rain gardens and bioswales full of beautiful, native plant species.
- A phased redevelopment at the Point Breeze property will bring in much-needed new investment (pictured right). The project’s Phase I is a restaurant. Phases II and III include a resort hotel and retail development.
- A set of waterfront mixed-use design standards developed for all 12 miles of Town of Evans waterfront will help recapture and protect the character of the town’s unique waterfront culture.
- The Town is updating its Local Waterfront Revitalization Program and has started a new comprehensive plan process to capture big-picture ideas and sustain the community into the distant future.

FIGURE 2 – POINT BREEZE HOTEL SITE REDEVELOPMENT CONCEPT



SOURCE: Town of Evans

## 1.1 MARKET ANALYSIS SUMMARY

A market analysis was performed based upon conservative capture rate assumptions for expenditures within one-, 10- and 15-mile radii of Lake Erie Beach. The analysis focused on restaurant and food retailing, specialty shops and gifts – sectors that would be appropriate for the beachfront entertainment and recreation district. The analysis shows that demand is strongest for restaurants, both full- and limited-service. Translated into square feet, there is room in the marketplace for more than 8,000 square feet of restaurant space.

Table 1, below, summarizes the expenditures within the three radii and translates expenditures into potential square feet of retail and restaurant space.

TABLE 1– SPACE DEMAND SUMMARY

	1 mile= 15%	10 mile= 3%	15 mile= 2%	Total	Sq Ft
Specialty Food Stores	\$24,378	\$52,177	\$47,758	\$124,313	414
Beer, Wine & Liquor Stores	\$43,805	\$89,283	\$88,560	\$221,647	1,108
Gift, Novelty & Souvenir Stores	\$22,794	\$47,254	\$45,193	\$115,241	768
Special Food Service	\$46,583	\$96,438	\$95,819	\$238,840	555
Drinking Places	\$19,921	\$41,538	\$41,956	\$103,414	517
Full-Service Restaurants	\$303,999	\$630,743	\$634,634	\$1,569,377	5,231
Limited Service Eating Places	\$213,498	\$441,564	\$438,625	\$1,093,688	3,125
Cafeterias, Grills, Buffets	\$5,625	\$11,633	\$11,556	\$28,815	72
Snacks & non-alcoholic beverages	\$29,657	\$61,337	\$60,928	\$151,922	760

Source: Claritas and LaBella Associates

The analysis does not take into account regional visitor expenditures. Tourism is a \$2.4 billion annual business in the five-county Greater Buffalo Niagara Region. Erie County's share is 1.7 billion, supporting almost 31,000 jobs generating \$1.3 billion in wages. More than half of visitor spending is on restaurant and retail purchases, according to a report by Tourism Economics for the Western New York Regional Economic Development Corp.

If Lake Erie Beach were to capture just one-tenth of one percent of the county's visitor expenditures, that would bring \$1.3 million through the community, generating jobs and increasing wealth. With the Great Lakes Seaway Trail National Scenic Byway running through the hamlet commercial center and a magnificent lakeside setting, this is a goal that is well within the realm of possibilities.

The visitor economy in Lake Erie Beach also includes visitors to Evangola State Park. In 2016, more than 148,000 people visited the park. Just two miles separate the park and Lake Erie Beach, creating opportunities to extend visit durations and provide additional attractions in Southern Erie County. With a strategy to attract paddlesports participants – kayakers and paddle board enthusiasts in particular – Lake Erie Beach will market itself to affluent adventurers who enjoy active outdoors lifestyles.

## 1.2 MASTER PLAN FOR THE FUTURE

To translate the vision for Lake Erie Beach, a simple master plan was developed. The master plan is an illustration of the opportunities for renewal of the physical aspect of Lake Erie Beach. The master plan shows parking and circulation improvements as well as some concepts for the built environment including the construction of new buildings and renovations of several existing buildings.

The existing conditions image of Lake Erie Beach shows disorganized and unimproved open space. The lack of organization to parking areas contributes to an unattractive atmosphere and compounds parking scarcity during peak attendance. The open area between Stroh's tavern and Castaways is wasted space and fails to enclose either business in an urban or commercial district environment. The aerial view shows

one of two restaurants – the other, which is closed, is next door to the south of the first, which is closing in Spring 2017<sup>1</sup>.

FIGURE 3 – EXISTING CONDITIONS, LAKE ERIE BEACH COMMERCIAL DISTRICT



SOURCE: Google Maps screen capture

<sup>1</sup> It is worth noting that while Castaways and Stroh's are known as drinking establishments both offer food service.

FIGURE 4 – LAKE ERIE BEACH MASTER PLAN CONCEPT



SOURCE: LaBella Associates

In the Master Plan Concept above, the parking has been better organized to provide adequate spaces for each business along with handicapped spots. The concept shows Stroh's Tavern replaced with three new structures. On the north edge of the parking across Kennedy Avenue from Castaways two buildings of roughly 2,000 square feet each enclose the space and prove an "other side of the street" for Castaways. These buildings would contain a street of shops like the immensely popular Dunkirk Pier in nearby Dunkirk, NY. On the east side of the lot facing Lakeshore Road a small building of about 500 square feet has been placed. It would be a Great Lakes Seaway Trail and Lake Erie Beach visitors' center and trolley stop. An extensive outdoor dining deck has been placed in front of the restaurant on the north.

### 1.3 PURPOSE OF THE STUDY

The Town of Evans has been pursuing options to revitalize and improve overall conditions in the Hamlet of Lake Erie Beach. In 2010 the *Lake Erie Beach Neighborhood Revitalization Strategy* was completed to address neighborhood and residential area issues in the hamlet. With that study in hand, the Town addressed road rights of way, property maintenance and so-called “zombie houses” among other issues.

The Town commissioned this *Commercial District Revitalization Strategy* to address the Kennedy Avenue and Lake Shore Road district’s needs and engage the owners of the commercial and mixed-use buildings in the hamlet. The *Strategy* was funded by a New York Main Street Technical Assistance (NYSMS-TA) Grant. This NYMS-TA project is intended to improve the Town’s chances of successfully applying for a New York Main Street Target Area Building Renovations grant in the future.

The *Lake Erie Beach Commercial District Revitalization Strategy* includes an evaluation of current conditions in the hamlet’s commercial core as a priority for the Town of Evans and developing an approach to revitalization of the commercial area.

The *Lake Erie Beach Commercial District Revitalization Strategy* builds upon previous local and regional planning efforts. In addition to the *Lake Erie Beach Neighborhood Revitalization Strategy*, these include two important documents being updated in 2017, the Town of Evans Comprehensive Plan and Local Waterfront Revitalization Program. Planning studies relevant to the *Lake Erie Beach Commercial District Revitalization Strategy* are briefly summarized below:

*Town of Evans Comprehensive Plan (1999)*: The plan’s goals and objectives included a goal to better use the Town’s 12 miles of waterfront and to promote tourism while preserving residential character. The plan noted that seasonal cottages are being converted to year round occupancy. For lakeside hamlets recommendations included: allow bed and breakfast establishments; improve access to the lake; improve the appearance of the area; upgrade road, drainage, water and sewer infrastructure; and use examples of successful waterfront communities as models for development.

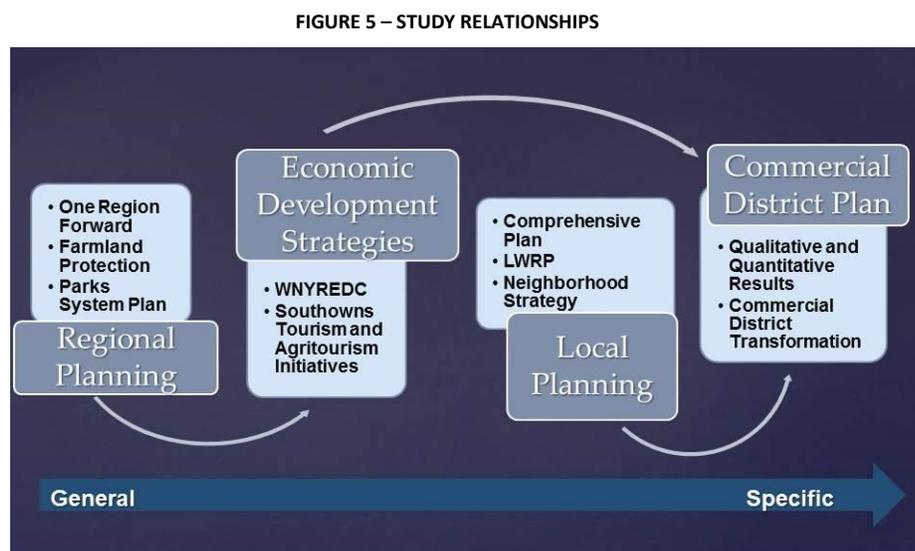
*Local Waterfront Revitalization Program (1987 and 2013)*: The updated LWRP recommended that resources be spent on establishing Lake Erie Beach as a quality lakefront neighborhood. The area should have a mix of uses in keeping with the rural character of the Town. Important views should be preserved and should not be obscured by new development; new development should enhance and support existing uses. The 2013 LWRP amendment appended the *Neighborhood Revitalization Strategy* and recommended its implementation.

*Lake Erie Beach Neighborhood Revitalization Strategy (2010)*: While principally focused on the residential aspect of Lake Erie Beach, the plan also recommends the establishment of a Local Development Corporation to develop and manage a recommended Lake Erie Beach Marketplace and Visitor’s Center; establish and manage a Lake Erie Beach farmer’s market; develop, manage and promote community events; and procure grant funding. The plan

supports access to the waterfront and the growth of locally owned retail, food services and hospitality establishments to serve residents and visitors and provide employment opportunities.

Numerous other studies support general economic development conclusions for Erie County's lakeshore communities – most of them without mentioning Lake Erie Beach in any substantive way and some without mentioning the hamlet at all. These studies include the specific such as *Tourism Toolkit for the Southtowns* (2007), *Sowing the Seeds for Southtowns Agribusiness* (2009) to the general, including the Regional Economic Development Strategic Plans prepared by the Western New York Economic Development Council and the One Region Forward studies. These studies' recommendations include better tourism readiness, a need for tourism capacity such as accommodations, restrooms and dining, attracting high-caliber heritage visitors, etc. Connections between parks and people, access to the lake and support for small business development and the connection between farming and tourism are also suggested in these and other studies, such as the *Erie County Agricultural and Farmland Protection Plan* (2012) and *Erie County Parks System Master Plan* (2003).

Figure 5 visually describes the relationships and differences among the various plans.

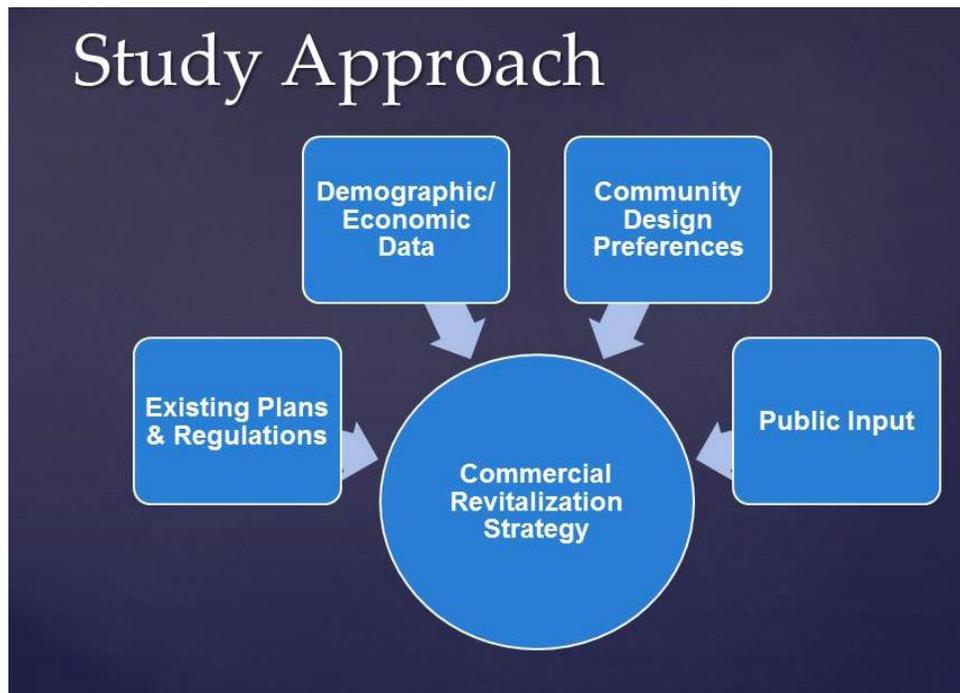


SOURCE: Labella Associates

## 1.4 STUDY APPROACH

The Commercial District Revitalization Strategy was developed using four inputs as shown in Figure 6, below. Existing Plans and Regulations, including those mentioned above as well as the Town Zoning Code were reviewed to consider any relevant recommendations that could be made relative to the hamlet's commercial core. Similarly, demographic, economic and market data were analyzed to determine the existing and future economic viability of the commercial district.

FIGURE 6 – STUDY INPUTS



SOURCE: Labella Associates

In addition to considering existing plans, regulations and data, the plan also considered community input. A Lake Erie Beach Task Force assembled by the Town of Evans included representatives of the businesses and neighborhoods of Lake Erie Beach as well as Town staff and elected officials. In-depth interviews were conducted with members of the Task Force and several meetings were convened with hamlet business owners and interested investors to gauge direct interest in the New York Main Streets approach and program potential for Lake Erie Beach. In April 2017, a Community Visioning Workshop was held to build consensus on the future potentials for Lake Erie Beach. During the workshop, input was sought on appropriate uses, business district policies and businesses desired in the hamlet. The surveys were available at the workshop and online on the Town website.

The approach to the *Lake Erie Beach Commercial District Revitalization Strategy* is based on the National Main Street Center approach to downtown revitalization. The National Main Street approach is designed to result in qualitative and quantitative outcomes through these four strategies, known collectively as the Main Street Four Points. They are:

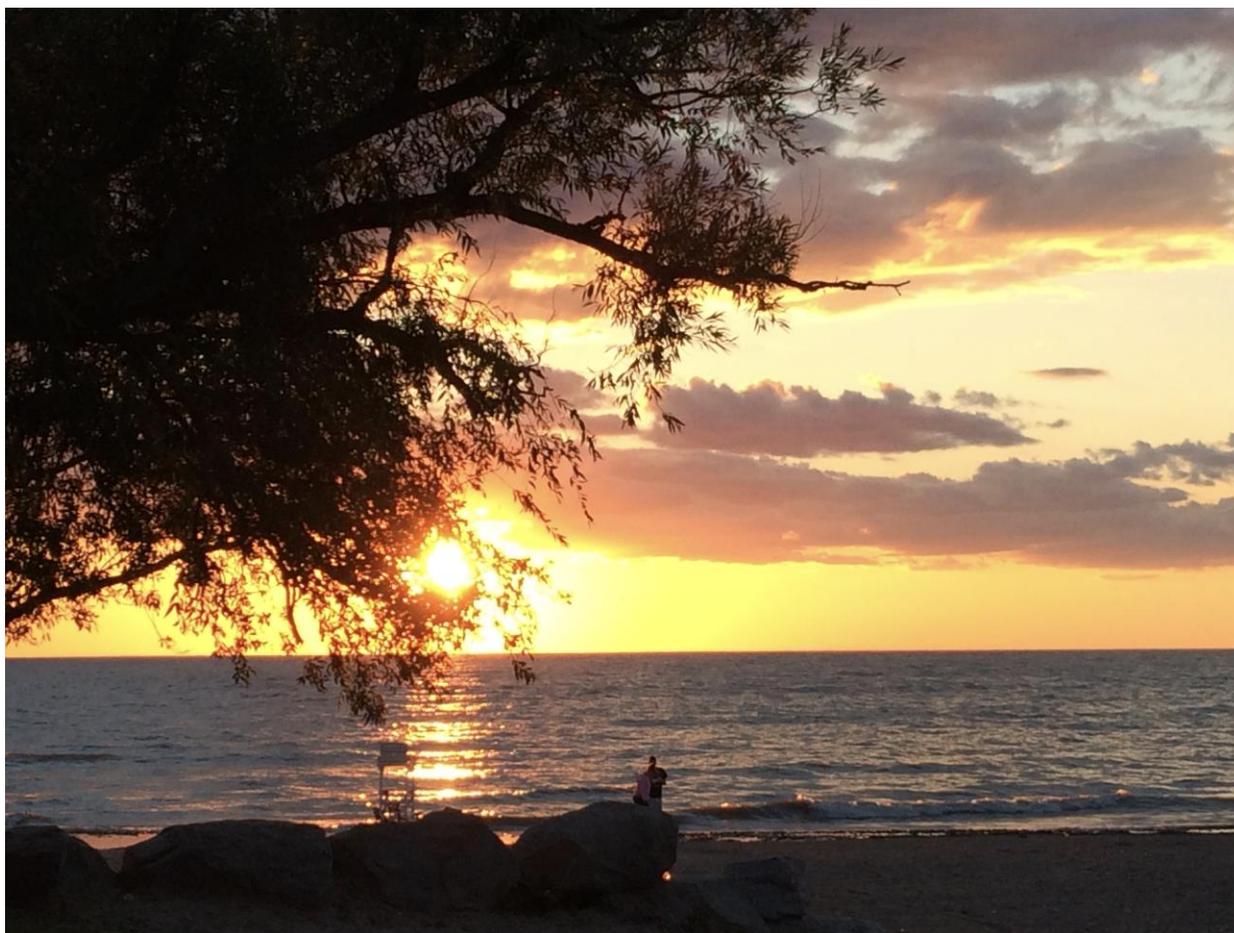
*Economic Restructuring:* Reflecting a commitment by all stakeholders to make Lake Erie Beach successful economically as a sound venue for investment in building and businesses by celebrating Lake Erie Beach’s unique sense of place and providing a supportive and encouraging business atmosphere.

*Promotion:* Focus on the commercial district as a hub of waterfront activities, entertainment and recreation through development and communication of a positive brand and creating

promotional events and festivals to reinforce the brand and draw new and returning guests to experience Lake Erie Beach.

Organization: Developing strategies to ensure that all possible resources – public and private, funding and volunteer – are marshalled to work together on transforming the commercial district.

Design: Enhancing the public realm and building design in the hamlet including its public spaces, visual appeal, character or theme and circulation and accessibility.



**Jim Bonavito photo**

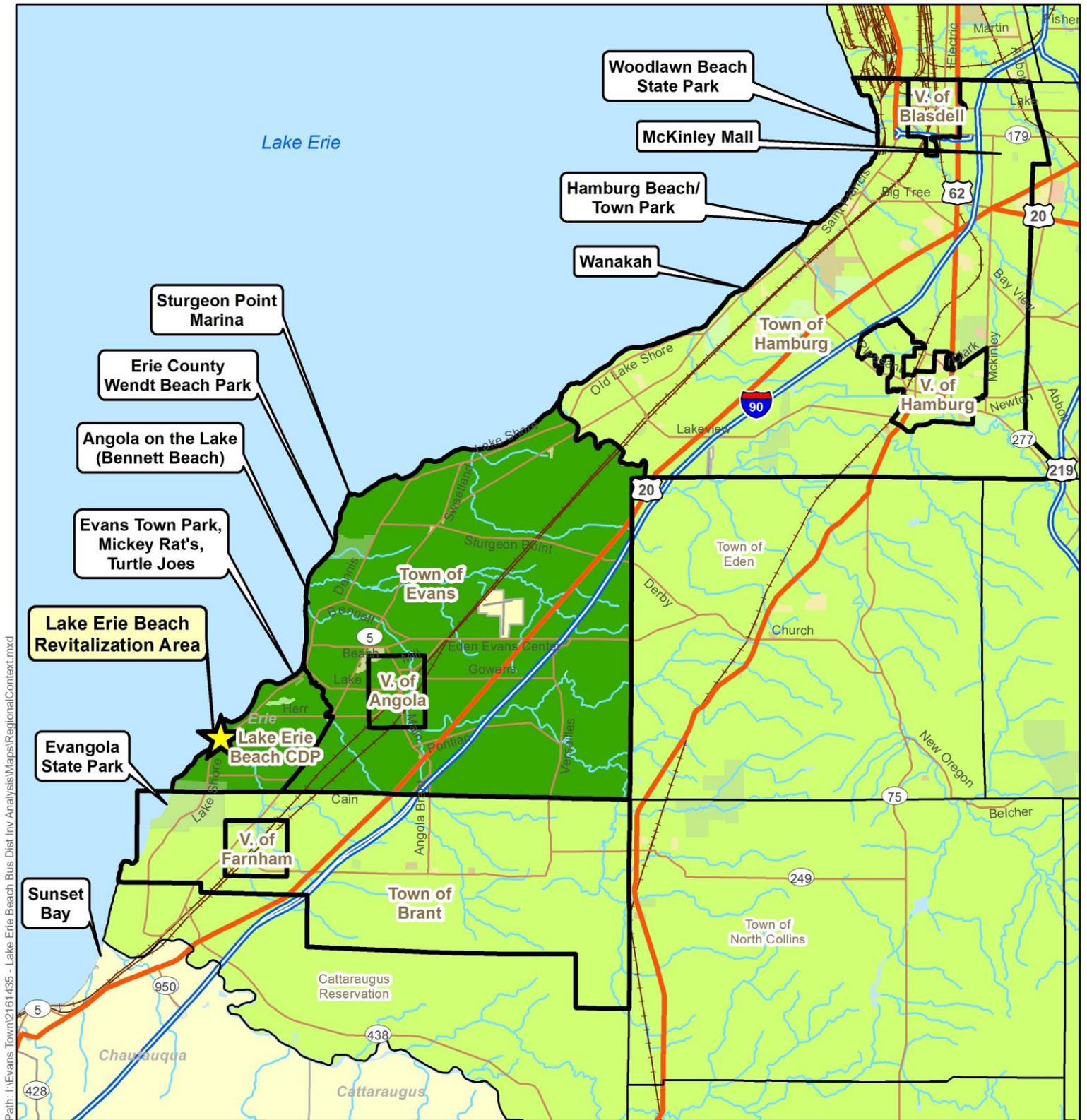
## 2 LAKE ERIE BEACH STUDY AREA

The Hamlet of Lake Erie Beach is located wholly within the Town of Evans roughly 25 miles south of downtown Buffalo as depicted in Figure 3. Evans is one of Erie County's Southtowns, defined by the National Weather Service as anything south of US Route 20A which runs through Orchard Park. Lake Erie Beach is located on the shore of Lake Erie; the commercial district occupies about a quarter of a mile of Lakeshore Road from the Fire Station to Muddy Creek.

Within the Southtowns, Lake Erie Beach is somewhat isolated. It is located well south of the urbanized area of Erie County about 15 miles south of Hamburg in an area of Erie County generally regarded as rural agricultural with outstanding public parks, water views and recreation amenities. The closest large retail service area is the giant McKinley Mall located in Orchard Park. Some small-scale retail and service outlets are located in the Village of Angola, Evans' incorporated village. The Hamlet's two entertainment establishments, Castaways Waterfront Bar and Grill and Stroh's Tavern, compete with Mickey Rats Beach Club and Turtle Joes Sandbar about two miles north, also on Lakeshore Road.

Lake Erie Beach features excellent access to the New York State Thruway via Exit 57A and Eden Evans Center Road, a drive of about 5.5 miles.

As depicted in Figure 7, comparison communities include the Town of Brant, Town of Evans, Town of Hamburg, Village of Farnham, Village of Angola, Village of Hamburg, Village of Blasdell, and the Hamlet of Lake Erie Beach, a Census Designated Place (CDP).



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1. LEBR Area and Other Points of Interest: Created by LaBella
  2. Regional Roads: ESRI Regional Major Highways Shapefile
  3. Water: ESRI Regional Water & River Shapefiles
  4. Municipal and County Boundaries: Census Shapefiles from TIGER/Line database.

-  Lake Erie Beach Revitalization Area
-  Town of Evans Boundary
-  Other Comparison Communities
-  Other Erie County Municipalities



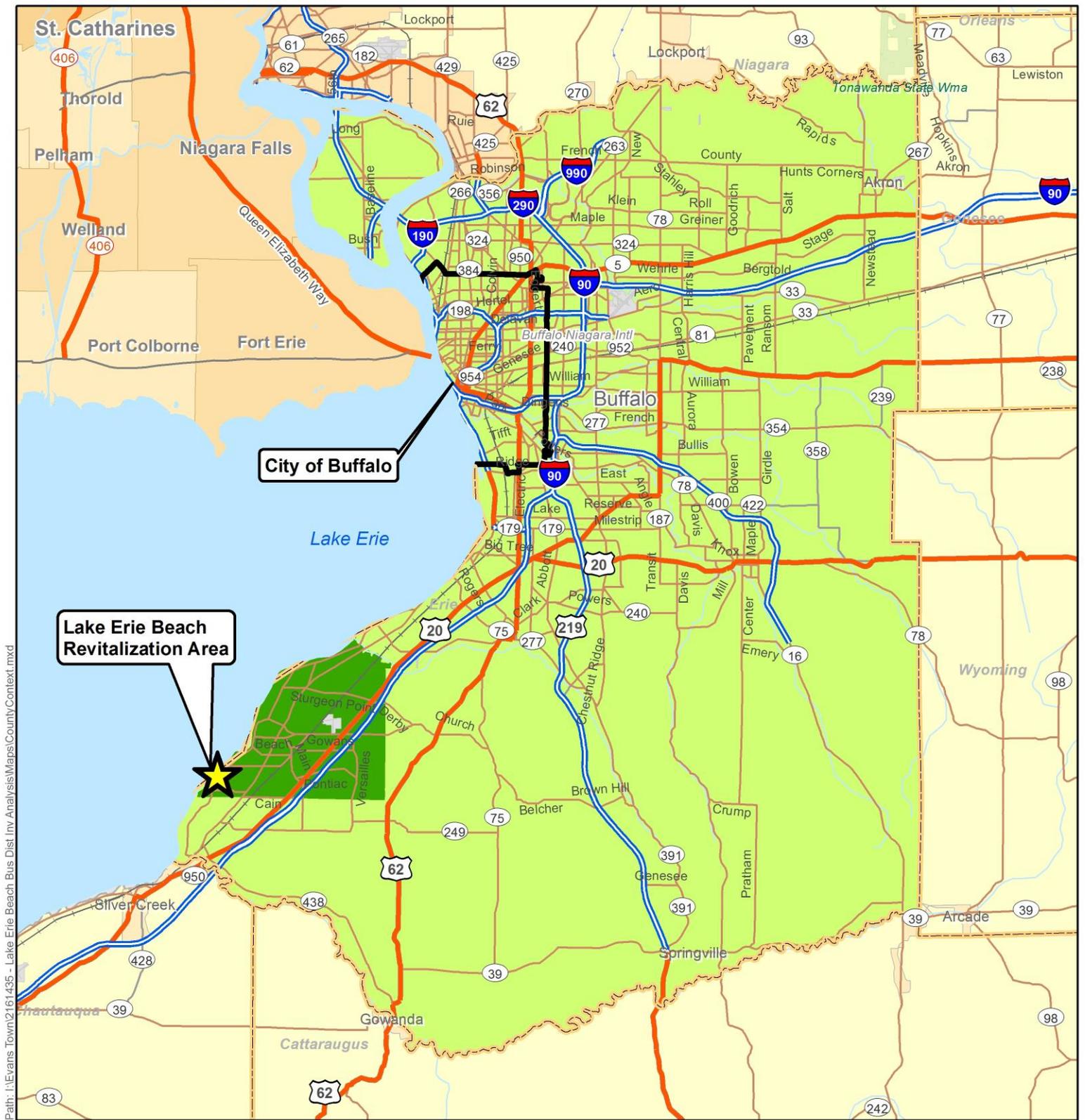
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## TOWN OF EVANS LAKE ERIE BEACH REVITALIZATION STRATEGY

### REGIONAL CONTEXT MAP

FIGURE 7 – LAKE ERIE BEACH  
“COMPETITIVE” LOCATION



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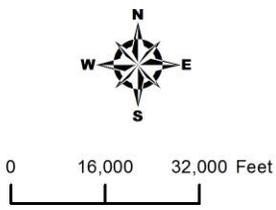
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3. Water: ESRI Regional Water & River Shapefiles  
4. Municipal and County Boundaries: Census Shapefiles from TIGER/Line database.

-  Lake Erie Beach Revitalization Area
-  Town of Evans Boundary
-  City of Buffalo
-  Erie County



0 16,000 32,000 Feet

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TOWN OF EVANS  
LAKE ERIE BEACH  
REVITALIZATION STRATEGY

**COUNTY CONTEXT MAP**

FIGURE 8 – COUNTY CONTEXT



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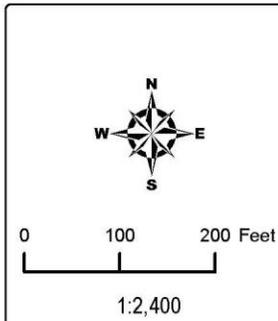
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**Sources:**

1. LEBR Area: Created by LaBella
2. Roads and Town Boundary: Census Shapefiles from TIGER/Line database
3. Aerial background: Esri, i-cubed, USDA, USGS, AEX, GeoEye, Getmapping, Aerogrid, IGN, IGP, and the GIS User Community

-  Lake Erie Beach Revitalization Area
-  Town Boundary (White)
-  Properties



TOWN OF EVANS  
 LAKE ERIE BEACH  
 REVITALIZATION STRATEGY

**LAKE ERIE BEACH  
 REVITALIZATION AREA  
 BOUNDARY MAP**

FIGURE 9 – STUDY AREA

### 3 RECOMMENDATIONS

The following recommendations for the Lake Erie Beach Commercial District Revitalization Strategy are organized into categories based on the National Trust for Historic Preservation's Four Point Approach to Main Street Revitalization: Economic Restructuring, Promotions, Organization and Design. The recommendations are based on an analysis of the opportunities and constraints facing the hamlet commercial area as well as on the input of the public. The purpose of the recommendations is to guide the future development and revitalization of the commercial district and realize the vision for the area. An implementation matrix that serves as a guide for realizing the recommendations is in Section 10, beginning on Page 97.

#### 3.1 ECONOMIC RESTRUCTURING RECOMMENDATIONS

The following economic restructuring recommendations are intended to strengthen the Lake Erie Beach business district by supporting the retention of existing businesses, encouraging the attraction of new businesses and establishing new non-traditional anchors.

##### ER 1. Implement the Master Plan Concept

Begin work on the physical development elements of the master plan concept by working with the current owners of the Stroh's site and Castaways parking to attract an investor to develop the street of shops and visitor center. A land swap to accommodate Castaways' parking needs within the site while freeing up Kennedy Avenue frontage for shops will need to be negotiated between the two land owners.

##### ER 2. Develop "pop up" retailing opportunities

The community survey for the Commercial District Revitalization Strategy revealed that respondents overwhelmingly favor development of shops selling local crafts and food products as a retail niche. They also want to be able to buy beach and swimming accessories, gifts and groceries and food products. The market analysis performed for the study supports the development of specialty, gift and novelty retailing. One approach could be to encourage "pop-up" retailing rather than wait for development to accommodate retailers. There are two vacant restaurants available that could accommodate short-term retailing tenants. A process for identifying tenants could also turn into a fun promotion for Lake Erie Beach by sponsoring a competition for would-be retailers. Pop-up shops are usually very short-term, low-cost rentals. These arrangements give the retailers the opportunity to see if the district is right for them and attract the attention of developers who may want to build new shops.

##### ER 3. Develop a Boat Launch and Attract Kayak, Paddle Board and Wind Surfer Rentals

Survey respondents strongly favor (68.4 percent) a car top boat launch at Lake Erie Beach. A launch or at the very least an area away from swimmers for boaters to put boats in the water would help enhance Lake Erie Beach as a paddling and boating destination. Respondents also favor paddleboard and board rentals at Lake Erie Beach (63.3 percent). These don't necessarily need a brick and mortar shop. All that is

needed in area for an operator to park a truck and trailer of boats. Lessons and excursions could also be offered – half of survey respondents said they were in favor of paddling lessons at the beach.

The paddling public is a great customer for Lake Erie Beach dining and shopping. The Outdoor Foundation’s 2015 Special Report on Paddlesports found that kayakers and stand-up paddleboarders are affluent – 52 percent of paddle boarders and 39 percent of kayakers earn more than \$100,000 per year.

#### ER 4. Develop a Farmer’s Market

Local crafts and food products are also great farmer’s market choices. A weekend farmers market could do very well in Lake Erie Beach. In addition to providing fresh, healthy food for locals, a farmer’s market would give the beach and restaurant crowds another option for an activity on their Lake Erie Beach visit, extending their stays and increasing their local expenditures. Evangola State Park visitors would also find the market an attraction. Family and children’s activities, demonstrations and craft and cooking classes could also be offered. An experienced market manager should be recruited to ensure quality control and local sourcing. Only food and craft items of the highest quality should be available; kitsch should be avoided. There are several locations that would be great for a market, including vacant spaces on the east side of Lakeshore Road or in the park.

#### ER 5. Focus on Revitalizing Castaways as a signature destination and Redevelopment of the Two Nearby Restaurant Properties

While they are potentially used as pop-up shop locations, the two restaurant properties should be readied for new restaurant or retail tenants. Both properties need exterior updating and upgrading, extensive site work and eventually, depending on their end uses, interior renovations. These can be started immediately. Figure 10, below, shows the exterior of castaways freshened with a new paint job and deck awning. The front or southwest corner of the building is showed as expanded (this may not be feasible because of the 100-year flood plain). Awnings were added. The intent was to leave the iconic beachfront destination intact but to enhance it to improve eye interest.

**FIGURE 10 – CASTAWAYS CONCEPT BEFORE AND AFTER**



Source: LaBella Associates

FIGURE 11 – OUTDOOR DINING BEFORE AND AFTER CONCEPT

A new operator for the soon-to-be-vacant pizza place on the north end of the commercial district should focus on outdoor seating – replacing the six picnic tables or adding additional tables to draw summertime crowds. Figure 11, right, shows the restaurant as it currently appears and how it could look with some investment in picnic tables and bike racks. A new operator is also needed for the vacant Skully’s Restaurant, depicted in Figure 12.



Before

After

ER 6. Focus Scarce Resources on Activities to Attract and Retain Businesses

SOURCES: LaBella photo, after concept accessed online at [travelporland.com](http://travelporland.com)

Respondents to the community survey strongly support directing resources toward business attraction and assistance. Other priorities included façade improvement and tourism development.

ER 7. Operate a Trolley or Shuttle Between Lake Erie Beach Fire Department and Evangola State Park

Providing transportation between the Lake Erie Beach Fire Department parking lot and Evangola State Park with a stop in the commercial district would increase parking options, increase the potential audience for Lake Erie Beach and provide more options for visitors, increasing the duration of their visits, making repeat visits more likely. If at all possible the trolley should be free or very low cost.

In conjunction with a trolley or jitney, a welcome center like the one pictured in Figure 13, right, in Lake Erie Beach would serve several functions. As a tourist information center it could provide information about activities and events in the vicinity, provide wayfinding assistance (and restrooms) and a stop for the park-to-parking jitney. Funding could be available through Seaway Trail National Scenic Byway and Federal Highway Administration sources.

FIGURE 12 – FORMER SKULLY’S RESTAURANT



SOURCE: LaBella photo

FIGURE 13 – WELCOME CENTER EXAMPLE



SOURCE: Accessed at Berry College Website: [berry.edu](http://berry.edu)

### 3.2 PROMOTION RECOMMENDATIONS

#### P 1. Co-Promote with Existing Entities

The Evans Brant Chamber of Commerce, Great Lakes Seaway Trail National Scenic Byway, Graycliff Estate, Southtowns Agri-Tourism and Evangola State Park are just a few of the entities that promote themselves and their partner organizations. Co-promotions with these and other organizations are low-cost and efficient ways to get the word out and increase traffic to the commercial district.

#### P 2. Become an Eco-Tourism Education Center

The ecological reclamation project taking place at Lake Erie Beach to prevent runoff into the lake and ensure fewer days of beach closures are an excellent ecological laboratory. Work with Buffalo Niagara Riverkeeper or other environmental group to engage interpreters who can explain raingardens and bioswales and their purposes, give tours to interested groups and individuals and engage children in particular in activities that teach the importance of protecting our environment. Eco-tourism and environmental education are examples of family-oriented activities that will give visitors options besides playing on the beach and going to a restaurant. Activities that prolong visits, serve families and engage youngsters are more likely to result in repeat visits. Figure 14 shows a detail of this project.

#### P 3. Program the Space

To be successful, Lake Erie Beach should aim to engage people for four times as long as it took them to get there. This is the “Four Times” rule Roger Brooks, the CEO of Destination Development asserted in “15 Immutable Rules of Successful Tourism” a widely regarded guide for aspirational tourism destinations. To attract and retain visitors, Lake Erie Beach has to offer a program of continuous and on-going year-round activities to generate interest and rebuild regional residents’ habit of visiting Lake Erie Beach. Respondents to the community survey were interested in fitness activities such as yoga and fitness classes on the beach, boating lessons, beach volleyball and 5K races and walks. The survey respondents were also interested in entertainment in Lake Erie Beach, with overwhelming majorities interested in popular music concerts and movies. Wintertime activities could include winter nature ecology programming, photography and viewing; cross country skiing lessons on the beach, local food and beverage tastings, etc.

**FIGURE 14 – LAKE ERIE BEACH RAINGARDEN CONCEPT**



**SOURCE: Town of Evans**

### 3.3 ORGANIZATION RECOMMENDATIONS

#### O 1. Identify an Agency or Entity to Handle Promotion and Marketing

Promoting and marketing will be a cornerstone of revitalizing Lake Erie Beach and are an immediate need. Three options include setting up a new entity, working with an existing entity, such as the Evans Brant Chamber of Commerce, and assigning marketing and promotions to an existing Town office. These three are explored in Table 2 on the following page. The least-cost immediately expeditious option would be to assign these duties to the Sturgeon Point Marina staff. Attracting and training a qualified person and making the position year-round are keys to success if this path is chosen. In the near term the new entity is the least feasible because of cost. However, later on as the commercial area develops and gains momentum, this option, explored in recommendation O 3 is a good one.

**TABLE 2 –MANAGEMENT OPTIONS FOR LAKE ERIE BEACH COMMERCIAL DISTRICT**

	Description	Pros	Cons
<b>New Main Street Center</b>	A new non-profit entity is established to manage, program and handle business attraction for Lake Erie Beach under the Main Street Model	<ul style="list-style-type: none"> <li>• Potential for representative board of directors can be assembled from membership of existing Lake Erie Beach Task Force</li> <li>• National Main Street program template is time tested and proven</li> </ul>	<ul style="list-style-type: none"> <li>• Need for funding, office location and staff in a setting where there are precious few resources available</li> <li>• Main Street organizations run under the national template can take a long time to get organized and produce results</li> </ul>
<b>New Local Development Corporation</b>	A non-profit entity to hold and manage local funds to promote and finance Lake Erie beach projects	<ul style="list-style-type: none"> <li>• Has been discussed for quite some time</li> <li>• Could hold funds separate from Town or other agencies</li> <li>• Could work with other entities</li> </ul>	<ul style="list-style-type: none"> <li>• Need for funding, office location and staff, while not as intense as that of the Main Street Center, are still challenging</li> <li>• Competition with other, similar entities</li> </ul>
<b>Existing Entity</b>	An existing entity could manage, program and handle business attraction for Lake Erie Beach. The entity could be a chamber, visitors bureau or other tourism-oriented entity	<ul style="list-style-type: none"> <li>• Ease and speed in organization by simply increasing the mandate of an existing entity</li> <li>• The entity would already possess knowledge and insight in marketing destinations such as Lake Erie Beach, coordinating with the Graycliff, Evangola State Park, Great Lake Seaway Trail and other regional destinations</li> </ul>	<ul style="list-style-type: none"> <li>• Establishing Lake Erie Beach as a priority in an already busy organization; particularly if no additional funding comes with the increase in mandate</li> <li>• Potential for the priorities of Lake Erie Beach to evolve to reflect the priorities of the parent organization rather than vice versa</li> </ul>

Town of Evans	The Town of Evans could expand the mandate of the Sturgeon Point Marina manager to include management, programming and business attraction services for Lake Erie Beach with some administrative support from the central Town government	<ul style="list-style-type: none"> <li>• Quick implementation</li> <li>• Town oversight</li> <li>• Extends the marina manager part-time posting, increasing chances of attracting someone interested in the permanent position</li> </ul>	<ul style="list-style-type: none"> <li>• Funding could be difficult for the Town to make the case for time and attention spent on Lake Erie Beach at the expense paying customers at the marina</li> <li>• Marina management and downtown management require different skills and talents and may be difficult to find in one person</li> </ul>
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SOURCE: LaBella Associates

### O 2. Form A Lake Erie Beach Business Association

Volunteers will be needed to support the marketing and promotions entity. A low- or no-cost alternative is a business association. Its main benefits are: cooperative advertising, promotions and events; cooperative membership in organizations providing a single voice for a shared vision. This option helps create and maintain an identity for the commercial district that is unique and independent of other organizations and efforts; it has low overhead and directs its limited resources at a finite set of activities. Its chief drawback is that it is a wholly volunteer effort and while membership is voluntary, benefits accrue to all owners and tenants.

### O 3. Consider The Establishment Of A Business Improvement District (BID) Or Special Assessment District (SAD).

The main benefits are that these are self-funding mechanisms to fund marketing and improvements such as streetscape improvements and purchase of street furniture. In this option, all district properties contribute on an equal basis and as a result, benefits accrue to all equally. These are more difficult to establish and require approval by 51 percent of property owners, Town board and state comptroller and they operates under State regulations. With a very limited number of potential payers, this option would become feasible when there are more businesses in the district.

BIDs and SADs are summarized and compared Table 3 below:

**TABLE 3 – COMPARISON: BUSINESS IMPROVEMENT DISTRICTS AND SPECIAL ASSESSMENT DISTRICTS**

	Business Improvement District (BID)	Special Assessment District (SAD)
<b>Purpose</b>	To finance special services and improvements within a specific area, usually commercial	Same as BID but can also provide funding/gap financing for specific projects
<b>How Structured</b>	Must be approved by 51% of affected property owners <u>and</u> 51% of assessed valuation, City Council/Town/Village and NYS Comptroller; governed by a board representatives of property owners, tenants, residents and public officials	Same as BID
<b>How Funded</b>	Commercial property owners and non-profits	Two models: a.) All property owners within the designated district typically pay, including residential and non-profits; or b.) increased property tax revenue generated as a result of building improvements or new construction; either way, revenue bonds could be generated against anticipated revenues
<b>Who Benefits</b>	The commercial/retail community is principal beneficiary particularly of eligible activities that include construction and non-construction activities such as marketing efforts; all tenants and residents benefit from clean and safe and beautification programs, etc.	Owners/tenants within district; assists in reaching higher economic development goals of community
<b>Downside</b>	Benefits can seem to be intangible, particularly for tenants who pay as a “pass through” from landlords	Same as BID

SOURCE: LaBella Associates

### 3.4 DESIGN RECOMMENDATIONS

The Lake Erie Beach Concept Plan organizes the hamlet commercial district, giving it a more urban feel and simplifying the circulation system. The concept plan is one idea and is intended to be descriptive rather than prescriptive; other ideas may emerge as time goes on. The concept has the following benefits:

- Parking is better organized and parking areas better delineated

- Parking in front of buildings is discouraged
- The street of shops element of the concept provides another side of the street from Castaways, closing up the perspective and providing a denser and more interesting streetscape.
- An area for signature signage at Kennedy and Lakeshore is reserved.

#### D 1. Adopt and Implement the New Waterfront Mixed-Use Zone

The Town has drafted a new Waterfront Mixed-Use Zone to protect and enhance the character of the built environment throughout its 12 miles of Lake Erie shoreline. This is a positive step because it repeals the old Lake Erie Beach Overlay. The new district regulations will bring the entire waterfront character into focus and its design standards clearly articulate the Town's goals for the appearance of the waterfront.

#### D 2. Address the Streetscape

Lake Erie Beach currently has a disorganized and chaotic streetscape. Lakeshore Road is excessively wide in the commercial district and the curve coming into the district from the north provides a potentially hazardous situation for walkers and cyclists because of lack of sight line. A welcoming streetscape sets the tone for a vibrant public realm with a strong sense-of-place.

##### Sidewalks and Bicycle Lanes

Respondents to the community survey overwhelmingly support sidewalks for Lake Erie Beach and additionally support public investment in pedestrian safety for the commercial district. Bicycle lanes are also strongly supported. The Lakeshore Road right of way appears to be sufficient to add sidewalks through the district but a separate bike lane may not be accommodated. If that is the case, sharrows, indicating the corridor is a shared thoroughfare can be painted in the road. A safe, multi-modal pedestrian and bicycling environment is crucial to protecting public safety in an atmosphere where there may be crowds of people driving, walking and cycling and gathering in groups near the main roadway to wait for the trolley.

**FIGURE 15 – SHARROW, ELMWOOD AVENUE IN BUFFALO**



Source: BuffaloRising.com

##### Crosswalk

The existing crosswalk linking Kennedy Avenue across Lakeshore Road is decrepit. There should be a crosswalk across each of the four corners of this intersection. Clearly identifiable crosswalks are critical in creating a safe and pedestrian friendly street. Concrete and/or brick pavers help to bring prominence and recognition to this important area and send a visual cue to motorists that pedestrian crossings are critically important. Stamped concrete and stamped asphalt do not work well in crosswalks and should be avoided; they do not withstand high levels of vehicular traffic.

While it was not widely supported by survey respondents, an additional option for increasing safety at Lakeshore Road and Kennedy Avenue is the addition of a HAWK – High-Intensity Activated CrossWalk beacon – could be added to the intersection. The beacons allow pedestrians and cyclists to trigger a red stop light when they want to cross.

#### Street Trees

Street trees provide shade which is not only beneficial to people but extend the life of pavement as well. Along with aesthetic benefits, trees can improve the function and feel on the street by creating an enclosure which makes the street feel narrower, therefore slowing traffic and enhancing pedestrian and bicycle friendliness. Trees also stabilize the ground, helping to increase absorption and prevent runoff, and provide welcome shade.

#### Street Furniture

Strategically placed benches, trash receptacles, bike racks, and planters are amenities for residents and visitors. They add color and life to the streetscape. People-watching is a popular and entertaining activity. There may not be adequate room in the public right of way to add benches at more than a few strategic locations, but merchants and restaurateurs providing them will find them well used by new and potential customers – particularly if there is a wait for a restaurant table.

#### Gateways

Visual cues that announce arrival in Lake Erie Beach should be placed at the south end of the bridge and at the entrance to the curve on the north end of the commercial center. Gateways provide first impressions and a sense of arrival.

##### D 3. Connections to Muddy Creek and Point Breeze Property

Better gateways and paths are needed connecting the two sides of Lake Erie Beach park over Muddy Creek. The gateway and path to the south side of the park could be improved as part of the development of a community gateway at the south side of the bridge. Similarly, the Point Breeze Hotel property to the north of Lake Erie Beach Park should have a formal linkage between it and the park.

##### D 4. Interpretive Signs

Lake Erie Beach has a rich and colorful history that deserves to be brought to life. An interpretive signage system should be designed as a self-guided walking tour of notable sights. Design and placement of the signs is crucial; they should be professionally designed and fabricated with high-quality weather-resistant materials. Guidelines in the *Shoreline Trail Wayfinding Standards & Signage Maintenance Manual* should be used.



Lake Erie Beach, 1947. Note the gate to the private beach.

Courtesy of Michael Slawinski

## 4 MARKET AND DISTRICT ECONOMIC CHARACTERISTICS

The next step in site selection for retailers and service providers, after they have evaluated basic demographics, is to review market data. Retail site selectors compare actual retail expenditures with potential retail expenditures within an area to identify opportunities to take advantage of excess demand for retail goods. In addition, site selectors will consider residential and commercial trends that could impact retail demand.

In the case of Lake Erie Beach, it is important to focus on detecting potential for the goods and services that will enhance the character of a vibrant waterfront business district. Therefore the analysis focuses on potential demand for dining establishments, bars and shopping with a focus on gift and specialty retailing.

### 4.1 RETAIL EXPENDITURE OPPORTUNITY GAPS

Opportunities for retail development in an area are measured by the difference between the consumer expenditures on retail goods by residents in a community and the supply of retail goods in the community. If consumer expenditures by residents exceed what is supplied in the community, an “opportunity gap” exists for additional retail and vice versa.

Based on an analysis model developed by Claritas, Inc., using Bureau of the Census household expenditure and retail supply data, there are definite opportunities for Lake Erie Beach to play to its strengths. The analysis focuses on radii of one, 10 and 15 miles from the corner of Lakeshore Road and Kennedy Avenue in Lake Erie Beach. These market “sheds” were chosen to include the direct Lake Erie Beach community, with the 10-mile radius including rural areas surrounding Lake Erie Beach and the 15-mile radius including much of Hamburg, Gowanda and some of the City of Dunkirk. The radii were chosen to include areas where customers for Lake Erie Beach are located but to avoid including the urbanized area of Buffalo. Although Buffalo is a source of customers for Lake Erie Beach, its population density would show excessive market demand of which Lake Erie Beach would capture a slight proportion.

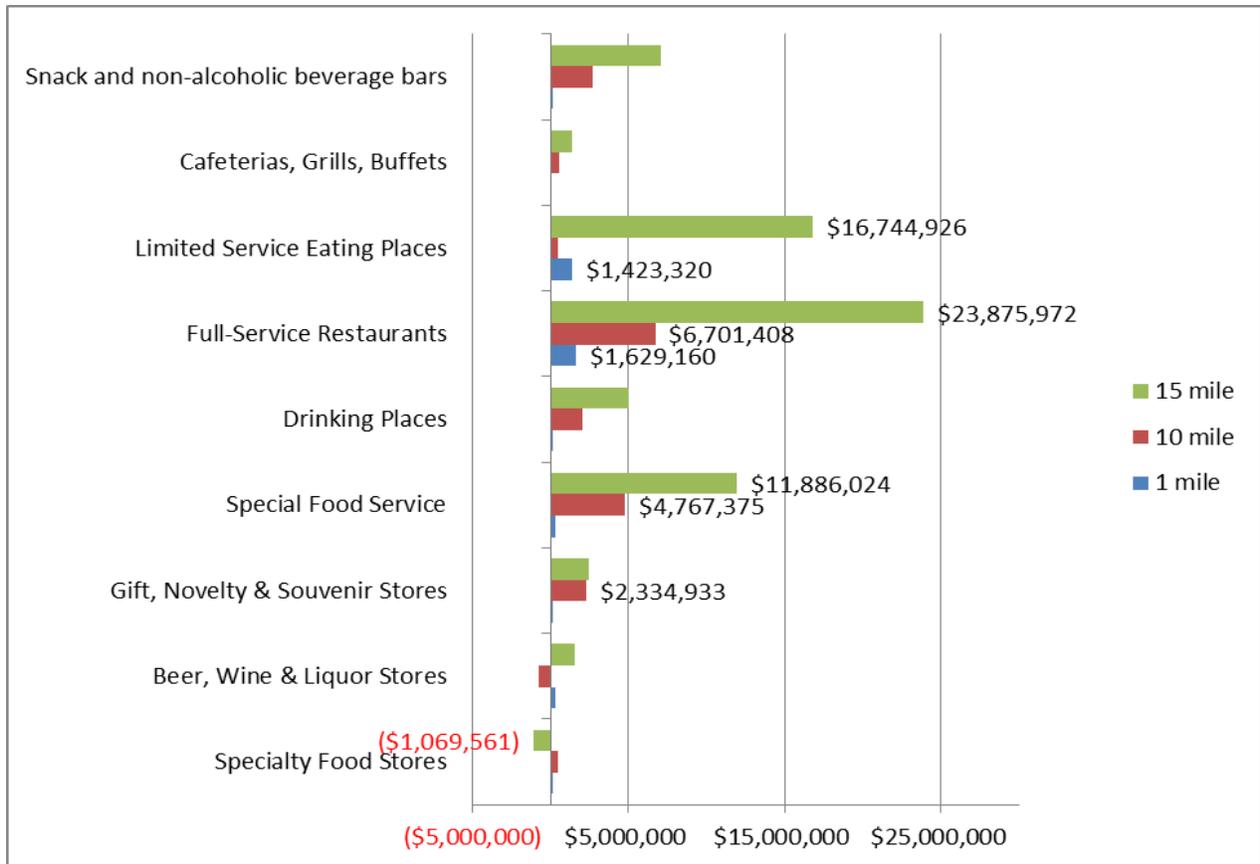
The analysis was limited to the following categories:

- Specialty Food Stores (catering, food trucks)
- Beer, Wine & Liquor Stores
- Gift, Novelty & Souvenir Stores
- Special Food Service
- Drinking Places
- Full-Service Restaurants
- Limited Service Eating Places
- Cafeterias, Grills, Buffets
- Snack and non-alcoholic beverage bars

The results of the analysis are displayed in Figure 16 below, with blue bars representing retail gaps within a one mile radius of the hamlet center, the red bars representing gaps within a 10-mile radius of the

hamlet center and the green representing the 15-mile radius.

FIGURE 16 – RETAIL OPPORTUNITY GAPS WITHIN 1, 5 AND 15 MILES OF LAKE ERIE BEACH



Source: Claritas, Inc. and LaBella Associates

The analysis shows generally flat demand within the hamlet of Lake Erie Beach – this reflects the low population and lack of overall affluence. There is fairly strong demand for full-service restaurants within the one- and 10-mile radii, the areas from which Lake Erie Beach can hope to garner the largest proportion of customers, as well as within the 15-mile radius. Lake Erie Beach can expect to capture smaller portions of the demand as the population density increases because there are many more choices. Interestingly, the full-service establishments are the category in which Lake Erie Beach has a current supply, according to the data gathered by Claritas. The 2017 supply and demand are summarized in the Table 4, below.

TABLE 4 – DEMAND AND SUPPLY, 2017

	2017 Demand			2017 Supply		
	1 mile	10 mile	15 mile	1 mile	10 mile	15 mile
Specialty Food Stores	\$162,522	\$2,551,842	\$6,215,671	\$0	\$2,095,375	\$7,285,232
Beer, Wine & Liquor Stores	\$292,033	\$4,436,252	\$11,082,364	\$0	\$5,151,454	\$9,496,200
Gift, Novelty & Souvenir Stores	\$151,958	\$2,334,933	\$5,762,051	\$0	\$0	\$3,264,175
Special Food Service	\$310,554	\$4,767,375	\$11,941,994	\$0	\$0	\$55,970
Drinking Places	\$132,806	\$2,048,614	\$5,170,721	\$0	\$0	\$138,379
Full-Service Restaurants	\$2,026,660	\$31,158,079	\$78,468,829	\$397,500	\$24,456,671	\$54,592,857
Limited Service Eating Places	\$1,423,320	\$21,835,412	\$54,684,383	\$0	\$21,325,019	\$37,939,457
Cafeterias, Grills, Buffets	\$37,501	\$575,280	\$1,440,728	\$0	\$0	\$26,190
Snack and non-alcoholic beverage bars	\$197,712	\$3,033,112	\$7,596,089	\$0	\$292,936	\$561,014

SOURCE: Claritas, Inc.

The “gap” is summarized in Table 5, below. The negative values represent over supply. Even though Lake Erie Beach has no liquor stores or specialty food retailers, the excess supply of these in the other radii overwhelm any potential excess demand closer to home. While the capture of a local liquor store is likely to be reasonably high, shoppers may not use a Lake Erie Beach liquor store as their primary wine and liquor source, preferring instead outlets with higher sales volume and so better selections and prices than a Lake Erie Beach outlet could probably ever hope to provide. The case could be made that specialty food items would do well in a beachfront specialty shop offering locally produced goods or in a context that is so compelling that shoppers are moved to make purchases based on emotional responses to the setting rather than on household need.

TABLE 5 – RETAIL “GAP” IN LAKE ERIE BEACH, 2017

	2017 Gap		
	1 mile	10 mile	15 mile
Specialty Food Stores	\$162,522	\$456,467	(\$1,069,561)
Beer, Wine & Liquor Stores	\$292,033	(\$715,202)	\$1,586,164
Gift, Novelty & Souvenir Stores	\$151,958	\$2,334,933	\$2,497,876
Special Food Service	\$310,554	\$4,767,375	\$11,886,024
Drinking Places	\$132,806	\$2,048,614	\$5,032,342
Full-Service Restaurants	\$1,629,160	\$6,701,408	\$23,875,972
Limited Service Eating Places	\$1,423,320	\$510,393	\$16,744,926
Cafeterias, Grills, Buffets	\$37,501	\$575,280	\$1,414,538
Snack and non-alcoholic beverage bars	\$197,712	\$2,740,176	\$7,035,075

SOURCE: Claritas, Inc.

Table 6 provides conservative analyses of the capture potential for Lake Erie Beach. It estimates that the capture rate for local businesses within the 1-mile ring is 15 percent, based upon the assumption that sales, particularly in a rural area where outlets for goods can be far apart, tend to be hyper local. But applying that same logic to the 10- and 15-mile rings argues for much lower capture estimates. In both cases the goods in Lake Erie Beach are farther away from the consumers and the consumers have many more choices as the population density increases. Therefore estimates of three percent for the 10-mile ring and two percent for the 15-mile ring were applied.

Estimates of per square foot retail sales needed to generate revenue sufficient to profitably operate a business are generally considered to be \$200 per square foot. Additional revenue estimates were accessed online from BizStats, which gathers intelligence from the Newspaper Industry Association and from Golbon, a food service industry distribution concern.

Table 6 shows that Lake Erie Beach's strongest potentials are in food service, particularly full-service restaurants. However, small retailing in specialty food and gifts is also a strong potential and could include destination shopping such as local goods and fare, as well as arts and similar goods. These would be smaller outlets that would help build the brand for Lake Erie Beach, grow brand recognition for the community and provide additional attractions for visitors.

**TABLE 6 – CAPTURE POTENTIAL, 1-, 10- AND 15-MILE RADII, 2017**

	2017 Capture Potential				Sq Ft	Sq Ft Sales
	1 mile= 15%	10 mile= 3%	15 mile= 2%	Total		
Specialty Food Stores	\$24,378	\$52,177	\$47,758	\$124,313	414	\$300
Beer, Wine & Liquor Stores	\$43,805	\$89,283	\$88,560	\$221,647	1,108	\$200
Gift, Novelty & Souvenir Stores	\$22,794	\$47,254	\$45,193	\$115,241	768	\$150
Special Food Service	\$46,583	\$96,438	\$95,819	\$238,840	555	\$430
Drinking Places	\$19,921	\$41,538	\$41,956	\$103,414	517	\$200
Full-Service Restaurants	\$303,999	\$630,743	\$634,634	\$1,569,377	5,231	\$300
Limited Service Eating Places	\$213,498	\$441,564	\$438,625	\$1,093,688	3,125	\$350
Cafeterias, Grills, Buffets	\$5,625	\$11,633	\$11,556	\$28,815	72	\$400
Snack and non-alcoholic beverage bars	\$29,657	\$61,337	\$60,928	\$151,922	760	\$200

SOURCES: Claritas, Inc.; BizStats.com; Golbon

## 4.2 BUSINESS MIX ANALYSIS

One way to gauge the health of the Lake Erie Beach business district is to compare the number and types of businesses there with comparable communities. Comparison communities were identified as small, waterfront communities that bear at least some resemblance to Lake Erie Beach. The comparison communities identified are Bemus Point, Pultneyville, Sodus Point and Youngstown, all in New York. The communities are all much smaller than Lake Erie Beach, which, with a population of 4,228 is more than double the size of the largest comparison community – Youngstown, population 1,967. They all share

certain similarities with Lake Erie Beach.

Overall the analysis proves that population is not the defining characteristic of the successful waterfront community. The definition of success is branding and promotions and the most successful at this is Bemus Point, the tiniest of the comparison communities. Another of the comparison communities, Youngstown in Niagara County, has successfully promoted itself as a water recreation community and heritage destination with Fort Niagara State Park. Sodus Point on Lake Ontario has branded itself as the quintessential fishing destination and boasts a marina and boat launch and four different lodging establishments.

The comparison communities are summarized below.

#### **Bemus Point Village, Chautauqua County**

Tiny Bemus Point, population 192, is the liveliest of the communities with a real brand identity. Its 10 retailers, eight dining establishments and hotel make it the busiest of the comparison communities. Bemus Point is the most actively programmed of the comparison communities with a Summer Pops series, movies and other events at its floating stage. It is about 20 miles north of Jamestown, NY, and with its ferry landing from Stow across Chautauqua Lake and access to two I-86 exits it is the least remote of the communities. It is the eldest and wealthiest of the communities, suggesting it is a retirement community.

#### **Pultneyville, Wayne County**

Also very tiny with 458 residents, this Census Defined Place is the youngest of the comparison communities. The Lake Ontario waterfront community has the fewest amenities of the comparison communities and is about as far from Rochester as Lake Erie Beach is from Buffalo. It has a stunning lakefront location and beautiful historic homes. It does not promote itself as a visitor destination.

#### **Sodus Point Village, Wayne County**

Sodus Point is a sailing and fishing destination about 40 miles east of Rochester. The median age is a little older than that of Lake Erie Beach, 48.6 versus 46.2. The mean income is nearly identical to that of Lake Erie Beach but the median is far below, suggesting a small number of very wealthy households.

#### **Youngstown Village, Niagara County**

Located about 15 miles from Niagara Falls and 30 miles from Buffalo, Youngstown has a population of about half that of Lake Erie Beach. It is close to Old Fort Niagara State Park on the Niagara River near its mouth with Lake Ontario. Youngstown's median age is closest to that of Lake Erie beach and demographically it is somewhat similar. The median, but not the mean, household income is also similar to that of Lake Erie Beach.

As shown in Table 7 below, all the comparison communities had more retail businesses than Lake Erie

Beach and each had at least one attraction in addition to water. The types of businesses that Lake Erie Beach needs to develop and attract to its “mix” of businesses, based on this comparison include shopping, food services and accommodations.

**TABLE 7 – BUSINESS MIX – COMPARISON COMMUNITIES**

	Lake Erie Beach	Youngstown, Niagara County	Sodus Point, Wayne County	Bemus Point, Chautauqua County	Pultneyville, Wayne County
Population	4,228	1,967	981	192	458
Retailers		2	2	10	2
Accommodations		1	4	1	0
Marina/Docking	No	Yes	Yes	?	Yes
Boat launch	No	Yes	Yes -- DEC	Yes -- DEC	?
Bars/Dining	2	5	6	8	2
Grocery/Drug Store		2	0	0	0
Gas/Convenience		1	1	1	0
Services (Banks, etc.)		Bank, PO, Car repair	PO	Banks, insurance offices	
Library/Municipal Services		Yes		Yes	
Historic/Cultural/Entertainment	Fireworks, Beach	Niagara Jet Adventures, Museum	Light House Museum	Bemus Bay Pops, Floating Stage, Concert Series, Outdoor movies	Museum

SOURCE: LaBella Associates

A demographic comparison of the communities is summarized in the table below. It is important to note that large disparities between median and mean household incomes indicate the presence of a few households with very large incomes. Median income – being the middle of the roll of household incomes and not the average – are a better gauge of community wealth. In the case of Bemus Point, the sample size is so small that the estimate is probably flawed.

TABLE 8 – DEMOGRAPHICS OF COMPARISON COMMUNITIES

	Lake Erie Beach	Youngstown, Niagara County	Sodus Point, Wayne County	Bemus Point, Chautauqua County	Pultneyville, Wayne County
<b>Total population</b>	4,228	1,967	981	192	458
<b>Male</b>	2,000	1,054	487	91	208
<b>Female</b>	2,228	913	494	101	250
<b>Median age (years)</b>	46.2	47.1	48.6	58.4	44.3
<b>18 years and over</b>	82.1%	77.5%	78.6%	82.8%	75.3%
<b>21 years and over</b>	75.8%	74.4%	78.1%	82.8%	72.3%
<b>62 years and over</b>	22.1%	26.9%	32.3%	43.8%	24.7%
<b>65 years and over</b>	18.6%	23.8%	27.1%	39.6%	20.7%
<b>Total housing units</b>	2,177	848	754	286	261
<b>Median HH income</b>	\$60,129	\$56,875	\$51,000	\$36,477	\$74,444
<b>Mean HH income</b>	\$67,373	\$80,452	\$67,437	\$97,127	\$89,492

SOURCE: American Community Survey 2011-2015 Estimates

### 4.3 DEVELOPMENT FACTORS AND INFLUENCES

Lake Erie Beach could promote itself to nearby significant and unique attractions. Three of these stand out. The first is Graycliff, the summer home of Isabella Martin, wife of Darwin Martin. Graycliff is located about 10 miles north of Lake Erie Beach, in Derby. Frank Lloyd Wright designed Graycliff as well as the famous Darwin Martin House in Buffalo. Efforts to restore Graycliff stand to gain momentum if \$3.7 million in Buffalo Billion funding is designated to complete restoration there. While the property currently attracts 10,000 visitors a year, the completed restoration is forecasted to double attendance.

Closer to Lake Erie Beach is one of the most popular state parks in Erie County: Evangola State Park, which is located two miles south of Lake Erie Beach on the border of the towns of Evans and Brant. Evangola is a 733-acre state park offering myriad outdoor activities. More than 100,000 people visit the park each year.

Lake Erie Beach is on one of the oldest in the nation's portfolio of National Scenic Byways. The Great Lakes Seaway Trail Scenic Byway stretches 454 miles along the St. Lawrence River and lakes Erie and Ontario from Roosevelttown to Ripley and traverses another 64 miles across Pennsylvania before joining the Lake Erie Coastal Ohio Scenic Byway. The Seaway Trail follows Lakeshore Road from the point where Route 5 crosses Cattaraugus Creek at the Erie/Cattaraugus line up to Hamburg where a Seaway Trail Visitors Center provides drop-in assistance and information about Trail activities. As one of the oldest and

best known National Scenic Byways, the Seaway Trail attracts thousands of tourists each year with its themes covering everything from outdoor and water-related recreation and boating to historic and cultural attractions, camping, food and wine, lighthouses, etc.



**Jim Bonavito photo**

## 5 HOUSING ANALYSIS

Lake Erie Beach housing is realizing the same impacts that are affecting housing value in many similar communities. The population and the housing stock are aging. Existing homes are now too large to accommodate shrinking families and households. Falling populations result in an oversupply of housing stock and cause the least desirable homes into crisis situations of abandonment and foreclosure as they fall in value.

Lake Erie Beach was founded as a cottage community and so its basic housing stock was never intended to accommodate year-round use. Many of these structures have been replaced but others have been upgraded in ways that have not proved to be sustainable. A comprehensive review of the housing stock completed for the Lake Erie Beach Neighborhood Revitalization Strategy (2010) found a 16 percent residential vacancy rate. Among 1,752 homes evaluated, the study found that on a scale of one to five where one was the poorest condition and five was the best, 995 rated three or lower and 105 rated just one or two. The most severe issues involved substandard seasonal cottage conversion to year-round use. These issues were crumbling temporary block foundations (71 homes), deteriorated structures (70) and deteriorated roofing (49). A local derogatory term, "Point Breeze Siding" was coined to describe inadequate patching with tar paper and other inappropriate materials; this was noted in 80 properties.

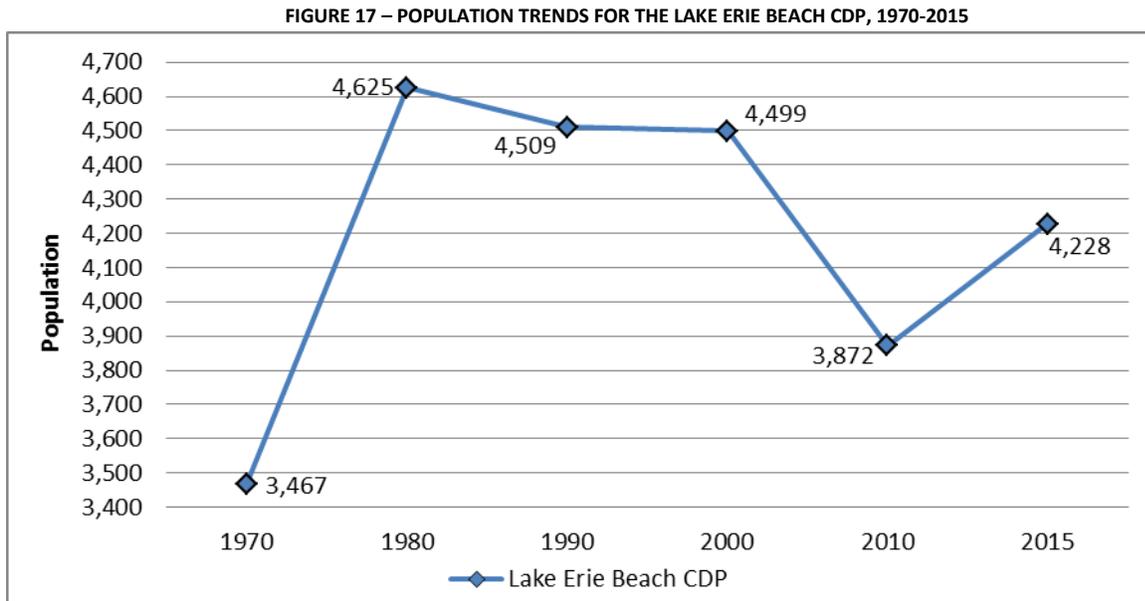
Another impact of the evolving character of Lake Erie Beach residential community concerns lot sizes. Many homes are on relatively tiny lots, some with frontages as small as 20 feet. These may be fine for temporary beach homes, but not as full-time housing and Lake Erie Beach's zoning has evolved to reflect larger lot sizes, leaving many of these home as non-conforming. The neighborhood revitalization strategy found that 50 percent of Lake Erie Beach is on small lots and half of the homes in the poorest condition were on these small lots.

The Neighborhood Revitalization Strategy recommended a number of measures to improve housing viability and value and encourage appropriate future development. These included development of a year-round cottage model that respects the Lake Erie Beach vernacular, residential rehabilitation grants and tax abatements and stepped-up code enforcement. To address the worst of the worst, the Town of Evans was awarded a \$100,000 New York State Zombie Remediation and Prevention Initiative it will use for property rehabilitation in partnership with the Buffalo Niagara Land Improvement Corp. (Land Bank) and to create property maintenance database and a foreclosure awareness initiative. A \$250,000 Restore NY Grant will be used to demolish substandard abandoned properties. The study also recommended improvements to the Hamlet transportation network with enhancements to some rights of way, strategic abandonment of others to improve lot sizes and maintenance of still others for public access to formalize a grid system, protect Muddy Creek and Fern Brook and provide for multi-modal access.

The continuing implementation of the Neighborhood Strategy and the improved economy of the implementation of this study will result in a better market and better housing for lake Erie Beach, restoring it as a residential neighborhood of choice, but this time for year-round living. The analysis below examines the demographic and economic factors impacting Lake Erie Beach housing.

## 5.1 POPULATION, AGE, AND GENDER

In general, the population of the Lake Erie Beach Census Designated Place (CDP) increased from 1970 until 2015 (see Figure 17). The population peaked in 1980 at 4,625 residents, remained fairly stable throughout the 1980's and 1990's, decreased significantly between 2000 and 2010, and began climbing upwards again between 2010 and 2015. According to the most recent census data, 4,228 people reside in the Lake Erie Beach CDP.



Source: 1970-2010 DECENNIAL CENSUS; 2011-2015 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES

Like most areas within Erie County, the Lake Erie Beach CDP is generally experiencing an overall aging of the population. In 2015, the median age in the Lake Erie Beach CDP was 46.2 compared to 2000 when the median age was 37.1. In comparison, Erie County's median age was 38.0 in 2000 and 40.4 in 2015. Within the Lake Erie Beach CDP, the number of residents under the age of 18 has experienced a negative percent change of nearly 40% between 2000 and 2015 while the number of residents 65 years and older has experienced a positive percent change of nearly 70% (see Table 9).

Gender is not evenly distributed: there are more females than males. The most recent census data reveals 53% of the Lake Erie Beach CDP's population is female (see Figure 18).

TABLE 9 – AGE TRENDS FOR THE LAKE ERIE BEACH CDP, 2000-2015

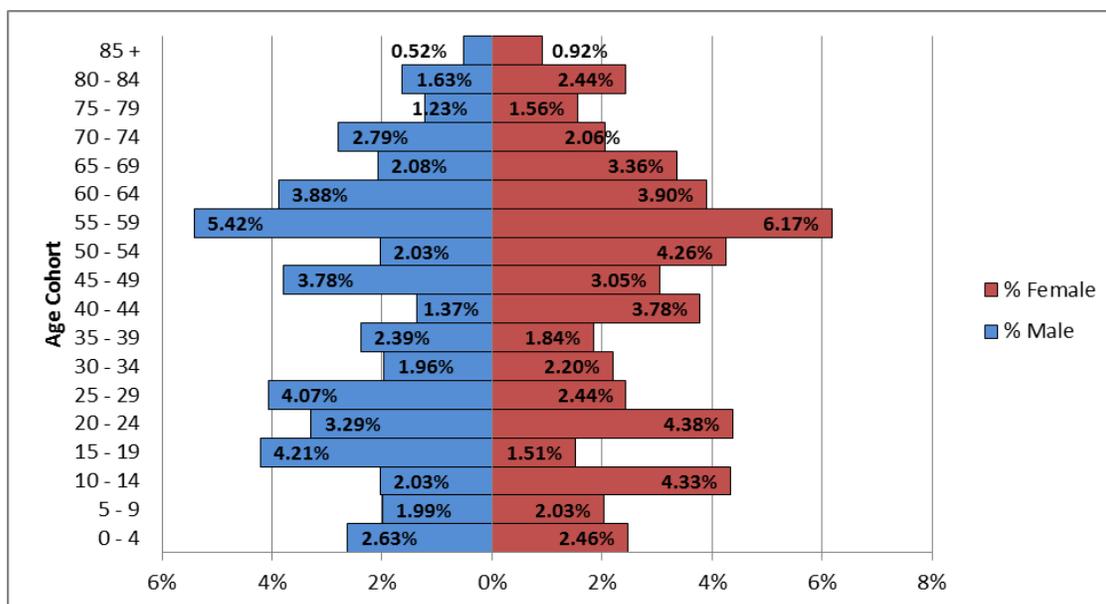
		Erie County		Lake Erie Beach CDP	
		#	% <sup>1</sup>	#	% <sup>1</sup>
2000	Total Population	950,265	-	4,499	-
	Under 18 Years Old	230,550	24.3%	1,248	27.7%
	65 Years Old and Older	151,258	15.9%	464	10.3%
2010	Total Population	919,040	-	3,872	-
	Under 18 Years Old	198,944	21.6%	765	19.8%
	% Change <sup>2</sup> in Under 18 (2000 to 2010)	-13.7%	-	-38.7%	-
	65 Years Old and Older	144,364	15.7%	497	12.8%
	% Change <sup>2</sup> in 65+ (2000 to 2010)	-4.6%	-	7.1%	-
2015	Total Population	921,584	-	4,228	-
	Under 18 Years Old	192,487	20.9%	756	17.9%
	% Change <sup>2</sup> in Under 18 (2010 to 2015)	-3.2%	-	-1.2%	-
	% Change <sup>2</sup> in Under 18 (2000 to 2015)	-16.5%	-	-39.4%	-
	65 Years Old and Older	149,741	16.2%	786	18.6%
	% Change <sup>2</sup> in 65+ (2010 to 2015)	3.7%	-	58.1%	-
	% Change <sup>2</sup> in 65+ (2000 to 2015)	-1.0%	-	69.4%	-

NOTES: <sup>1</sup> Category's percent of the total for the specified geography and time period.

<sup>2</sup> Percent change in the raw numbers between specified time periods.

SOURCE: 2000 & 2010 Decennial Census; 2011-2015 American Community Survey 5-Year Estimates

FIGURE 18 – POPULATION PYRAMID FOR THE LAKE ERIE BEACH CDP, 2015



SOURCE: 2011-2015 American Community Survey 5-Year Estimates

## 5.2 POPULATION DISTRIBUTION BY RACE AND ETHNICITY

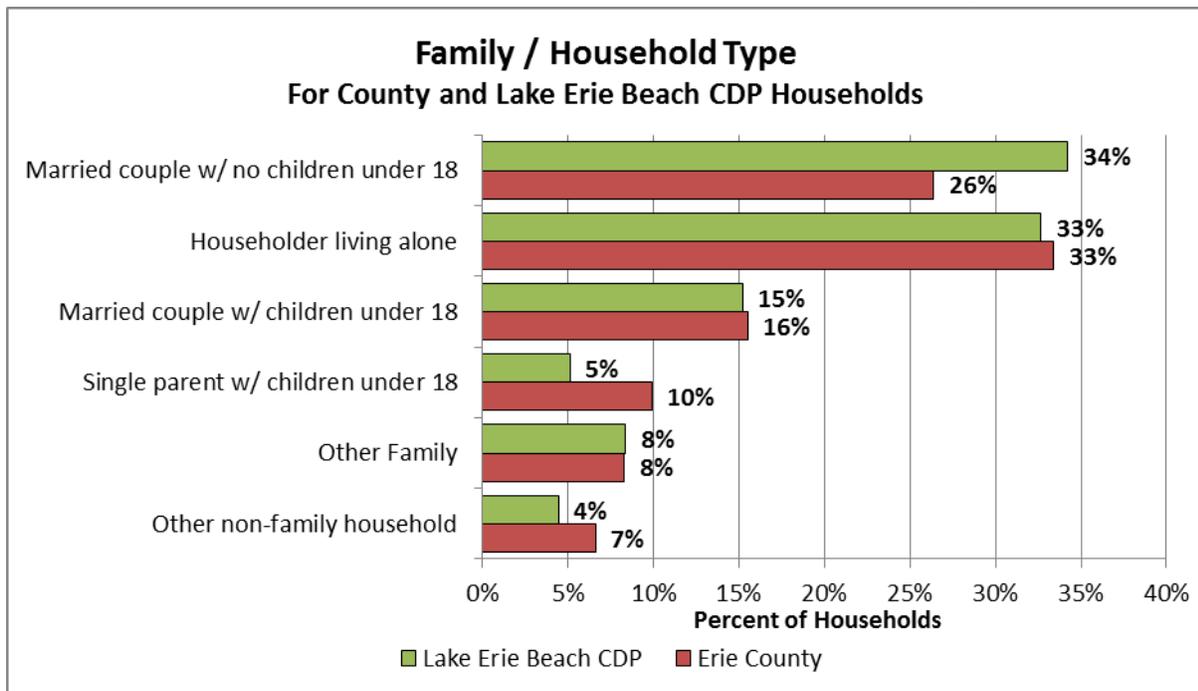
The Lake Erie Beach CDP is primarily composed of non-Hispanic Caucasians (96.5% in 2010). Racial minorities composed just under 3% of the population in 2015 and has remained fairly stable since 2000. The Lake Erie Beach CDP has experienced an increase in the percentage of Hispanic/Latino residents: In 2000, 0.9% of the population identified themselves as Hispanic/Latino as compared to 1.5% in 2015.

## 5.3 HOUSEHOLD AND FAMILY TYPE

In general, the total number of households within the Lake Erie Beach CDP has increased over time. According to the most recent census data, the CDP had 1,757 households. Like most areas within Erie County, the average household size in the CDP has decreased from 2.63 persons per household in 2000 to 2.39 persons per household in 2015. The CDP's average household size is similar to that of Erie County as a whole.

The percentage of family households has been decreasing over time while the percentage of non-family households, particularly of people living alone, has been increasing (see Figure 19). This breakdown of the traditional family unit is evident further when considering households with children. Within the CDP, considering only family households, only 32% had children under the age of 18 present – a negative percent change of nearly 46% in the raw number of families with children since 2000. The percentage of traditional married couple families with child(ren) has been steadily decreasing over time.

FIGURE 19 – HOUSEHOLD TYPE TRENDS FOR ERIE COUNTY AND THE LAKE ERIE BEACH CDP, 2000-2015



SOURCE: 2000 Decennial Census; 2011-2015 American Community Survey 5-Year Estimates

## 5.4 HOUSING OCCUPANCY AND OWNERSHIP

Between 2000 and 2015, the total number of housing units in the Lake Erie Beach CDP increased by 81 from 2,096 to 2,177 units (see Table 10). The vacancy rate in the CDP increased from 18.5% to 19.3% over the same time period. This vacancy rate is much higher than that of Erie County as a whole (9.0% in 2015). The distribution of owner- and renter-occupied units has been increasing in favor of a growing percentage of owner-occupied units over time. In 2015, 88.3% of the CDP's occupied housing units were owner-occupied compared to 83.6% in 2000.

**TABLE 10 – OCCUPANCY AND TENURE TRENDS FOR ERIE COUNTY AND THE LAKE ERIE BEACH CDP, 2000-2015**

	2000		2010			2015			
	#	%	#	%	% Change <sup>1</sup> (2000 to 2010)	#	%	% Change <sup>1</sup> (2010 to 2015)	% Change <sup>1</sup> (2000 to 2015)
<b>Erie County</b>									
Total Housing Units	415,868	-	419,974	-	1.0%	420,782	-	0.2%	1.2%
Vacant	34,995	8.4%	36,810	8.8%	5.2%	37,936	9.0%	3.1%	8.4%
Occupied	380,873	91.6%	383,164	91.2%	0.6%	382,846	91.0%	-0.1%	0.5%
Owner-Occupied <sup>2</sup>	248,767	65.3%	248,299	64.8%	-0.2%	248,889	65.0%	0.2%	0.0%
Renter-Occupied <sup>2</sup>	132,106	34.7%	134,865	35.2%	2.1%	133,957	35.0%	-0.7%	1.4%
<b>Lake Erie Beach CDP</b>									
Total Housing Units	2,096	-	2,123	-	1.3%	2,177	-	2.5%	3.9%
Vacant	387	18.5%	508	23.9%	31.3%	420	19.3%	-17.3%	8.5%
Occupied	1,709	81.5%	1,615	76.1%	-5.5%	1,757	80.7%	8.8%	2.8%
Owner-Occupied <sup>2</sup>	1,428	83.6%	1,366	84.6%	-4.3%	1,552	88.3%	13.6%	8.7%
Renter-Occupied <sup>2</sup>	281	16.4%	249	15.4%	-11.4%	205	11.7%	-17.7%	-27.0%

**NOTES:** <sup>1</sup> Percent change in the raw numbers between specified time periods.

<sup>2</sup> Percent refers to the percent of occupied housing units.

**SOURCE: 2000 & 2010 Decennial Census; 2011-2015 American Community Survey 5-Year Estimates**

## 5.5 AGE OF HOUSING

In general, the Lake Erie Beach CDP's housing stock tends to be older than that of Erie County. The median year built for housing within the CDP is 1946 while the median year built for housing within the County as a whole is 1955. In fact, nearly 78% of CDP households were built before 1960. Regardless of whether or not the homeowner has been maintaining and updating their home, households of this age typically do not meet the current market demands of homeowners (i.e. often only have one bathroom, one car garage, small bedrooms and closets, substandard electric, etc.).

## 5.6 UNITS PER STRUCTURE

The vast majority of housing units within the Lake Erie Beach CDP (96.9%) are single family, detached dwellings. Two-family homes account for 2.3% of housing units. Single-family, attached homes and multi-family homes account for less than 1% of housing units. The number of units per structure has remained fairly stable over time.

## 5.7 VALUE OF OWNER-OCCUPIED HOUSING UNITS AND MONTHLY GROSS RENT

According to the American Community Survey, the majority of owner-occupied households in the Lake Erie Beach CDP are valued between \$50,000 and \$149,999 (75%). Few owner-occupied households are valued at \$150,000 or above (18%) or less than \$50,000 (7%). The CDP's median home value is only \$96,400 compared to the County's median home value of \$130,000.

Monthly gross rent (for those paying cash rent) of renter-occupied housing units tends to be higher in the CDP as compared to the County as reported by the American Community Survey. In fact, nearly 70% of renter-occupied housing units in the CDP pay more than \$800 a month in gross rent compared to the County's 40%. Median gross rent for the CDP was significantly higher than that of Erie County's, \$921 for the CDP and \$739 for the County. When considering inflation, the CDP's median home value has decreased over \$7,000 since 2000 while the median gross rent has increased (by about \$63) ( Table 11).

**TABLE 11 – MEDIAN HOME VALUE & GROSS RENT TRENDS, ERIE COUNTY & LAKE ERIE BEACH CDP, 2000-2015**

	2000 <sup>2</sup>	2010 <sup>3</sup>		2015 <sup>4</sup>		
	\$	\$	% Change <sup>1</sup> (2000 to 2010)	\$	% Change <sup>1</sup> (2010 to 2015)	% Change <sup>1</sup> (2000 to 2015)
<b>Erie County</b>						
Median Home Value (Actual)	\$88,200	\$117,700	33.4%	\$130,000	10.5%	47.4%
Median Home Value (Adjusted) <sup>5</sup>	\$122,115	\$126,945	4.0%	\$130,000	2.4%	6.5%
Median Gross Rent (Actual)	\$516	\$686	32.9%	\$739	7.7%	43.2%
Median Gross Rent (Adjusted) <sup>5</sup>	\$714	\$740	3.6%	\$739	-0.1%	3.5%
<b>Lake Erie Beach CDP</b>						
Median Home Value (Actual)	\$74,700	\$88,900	19.0%	\$96,400	8.4%	29.0%
Median Home Value (Adjusted) <sup>5</sup>	\$103,424	\$95,883	-7.3%	\$96,400	0.5%	-6.8%
Median Gross Rent (Actual)	\$620	\$753	21.5%	\$921	22.3%	48.5%
Median Gross Rent (Adjusted) <sup>5</sup>	\$858	\$812	-5.4%	\$921	13.4%	7.3%

**NOTES:** <sup>1</sup> Percent change in the raw numbers between specified time periods.

<sup>2</sup> Home value and gross rent based on 1999 Inflation-Adjusted Dollars.

<sup>3</sup> Home value and gross rent based on 2010 Inflation-Adjusted Dollars.

<sup>4</sup> Home value and gross rent based on 2015 Inflation-Adjusted Dollars.

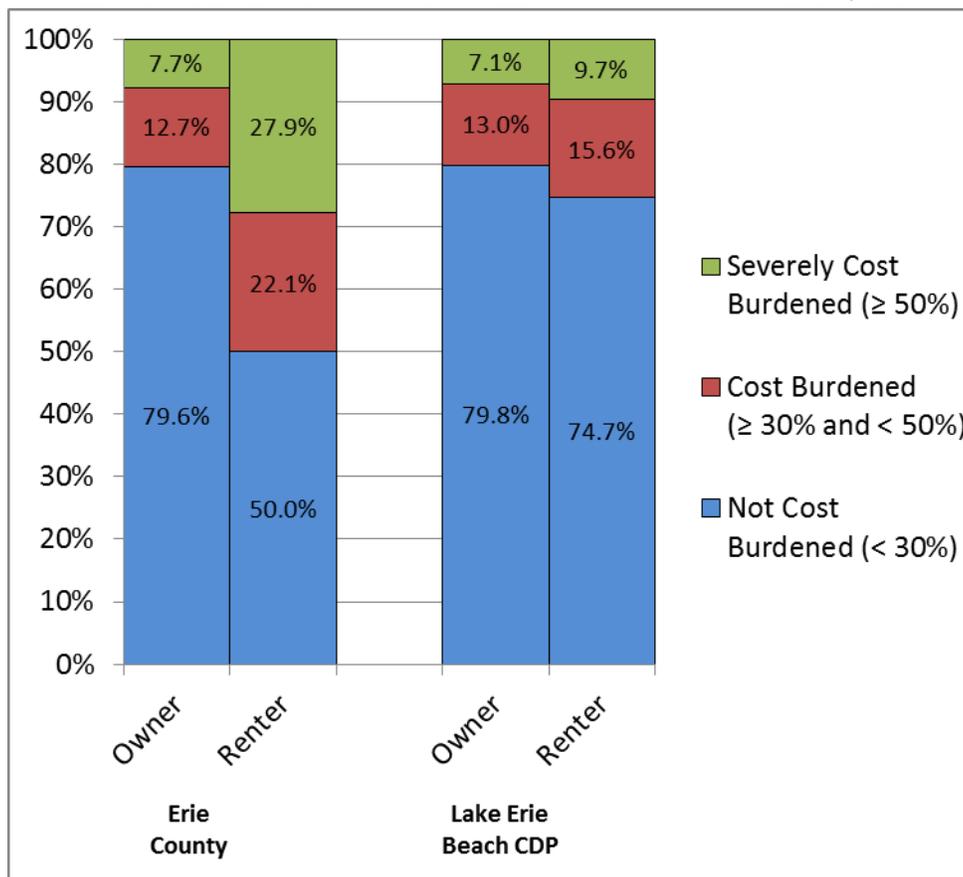
<sup>5</sup> Adjusted to 2015 dollars.

**SOURCE:** 2000 Decennial Census; 2006-2010 & 2011-2015 American Community Survey 5-Year Estimates; US Bureau of Labor Statistics CPI Inflation Calculator ([data.bls.gov/cgi-bin/cpicalc.pl](http://data.bls.gov/cgi-bin/cpicalc.pl))

### 5.8 OWNER AND RENTER HOUSING AFFORDABILITY

In general, within the Lake Erie Beach CDP, renter-occupied households are more likely to be cost burdened when compared to owner-occupied households. In 2015, nearly 16% of the CDP’s renter-occupied households were cost burdened or severely cost burdened compared to 20% of the owner-occupied households (see Figure 20). A household is considered cost burdened if monthly housing costs/rents including utilities exceed 30% but are less than 50% of the monthly household income. A household is considered severely cost burdened if monthly housing costs/rents including utilities exceed 50% of the monthly household income.

FIGURE 20 – HOUSING AFFORDABILITY FOR ERIE COUNTY AND THE LAKE ERIE BEACH CDP, 2015



SOURCE: 2011-2015 American Community Survey 5-Year Estimates

#### 5.8.1 HOUSEHOLD INCOME AND POVERTY

In 2015, more than 40% of Lake Erie Beach CDP households had an income between \$50,000 and \$100,000. Thirty-nine percent made less than \$50,000 and 21% made more than \$100,000. The CDP’s median household income was over \$60,000 compared to the County’s \$51,000. Considering inflation, the CDP’s median household income has experienced a nearly 19% growth since 2000 while the County’s median household income shrank 4%.

Nearly 9% of the Lake Erie Beach CDP residents are living below the poverty level, a slight increase since 2000. However, 15% of County residents are living below the poverty level. Considering only CDP youth under the age of 18, 8.1% are in poverty, much less than the County's 23.1% youth poverty rate. Considering only CDP seniors 65 years of age or older, 11.2% are in poverty, slightly more than the County's 8.4% senior poverty rate.

## 6 LAKE ERIE BEACH IN COMPETITIVE COMMUNITY CONTEXT

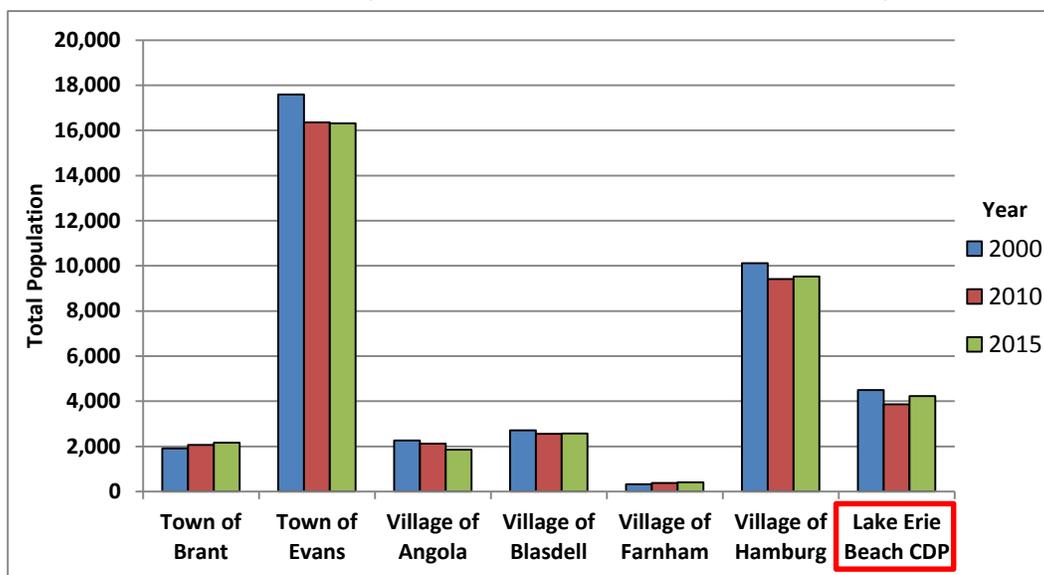
When retailers and other businesses are considering new locations in which to invest, they consider basic demographic data including population, median age, household income and household size. Therefore, the study reviewed and analyzed the demographic trends in those areas both within the Lake Erie Beach Census Designated Place (which includes the Study Area and surrounding neighborhoods) and in comparison to adjacent “competitive” communities that businesses will consider when investing in the Southtowns. Comparison communities include the Town of Evans which includes the Village of Angola and the Lake Erie Beach CDP, the Town of Brant which includes the Village of Farnham, and the Town of Hamburg which includes the Village of Hamburg and Village of Blasdell.

### 6.1 POPULATION

Between 2000 and 2010 the population of the Lake Erie Beach CDP, based on U.S. Census Bureau figures, shrank from 4,499 persons to 3,872 persons, a decrease of nearly 14 percent. Since 2010, the population has increased to 4,228, a nine percent increase. Overall, the Lake Erie Beach CDP has lost six percent of its population since 2000; however, the population has been steadily increasing in recent years.

The increase of 356 people in the last five years indicates that Lake Erie Beach CDP’s population has stabilized and is perhaps beginning to grow again. Lake Erie Beach CDP’s population trend is very similar to adjacent communities. As is shown in Figure 21 below, Lake Erie Beach CDP’s trend of population decreases between 2000 and 2010, followed by population increases in 2015 were common among many of the adjacent comparison communities.

FIGURE 21 – TOTAL POPULATION, LAKE ERIE BEACH CPD AND COMPARISON COMMUNITIES, 2000-2015



SOURCE: US Census Bureau 2000 and 2010 SF1 Decennial Census, American Community Survey 2011-2015 Estimates

Note that the Town of Hamburg is not shown in Figure 20 because its population base is significantly larger than the comparison communities. Table 12 displays the population figures for all of the adjacent communities.

**TABLE 12 – POPULATION TRENDS, LAKE ERIE BEACH CPD AND COMPARISON COMMUNITIES, 2000-2015**

Municipality	Total Population (Year)			Change 2000-2010		Change 2010-2015		Net Change 2000-2015	
	2000	2010	2015	#	%	#	%	#	%
Town of Brant	1,906	2,065	2,171	159	8.3%	106	5.1%	265	13.9%
Town of Evans	17,594	16,356	16,318	-1,238	-7.0%	-38	-0.2%	-1,276	-7.3%
Town of Hamburg	56,259	56,936	57,712	677	1.2%	776	1.4%	1,453	2.6%
Village of Angola	2,266	2,127	1,858	-139	-6.1%	-269	-12.6%	-408	-18.0%
Village of Blasdell	2,718	2,553	2,579	-165	-6.1%	26	1.0%	-139	-5.1%
Village of Farnham	322	382	405	60	18.6%	23	6.0%	83	25.8%
Village of Hamburg	10,116	9,409	9,521	-707	-7.0%	112	1.2%	-595	-5.9%
Lake Erie Beach CDP	4,499	3,872	4,228	-627	-13.9%	356	9.2%	-271	-6.0%

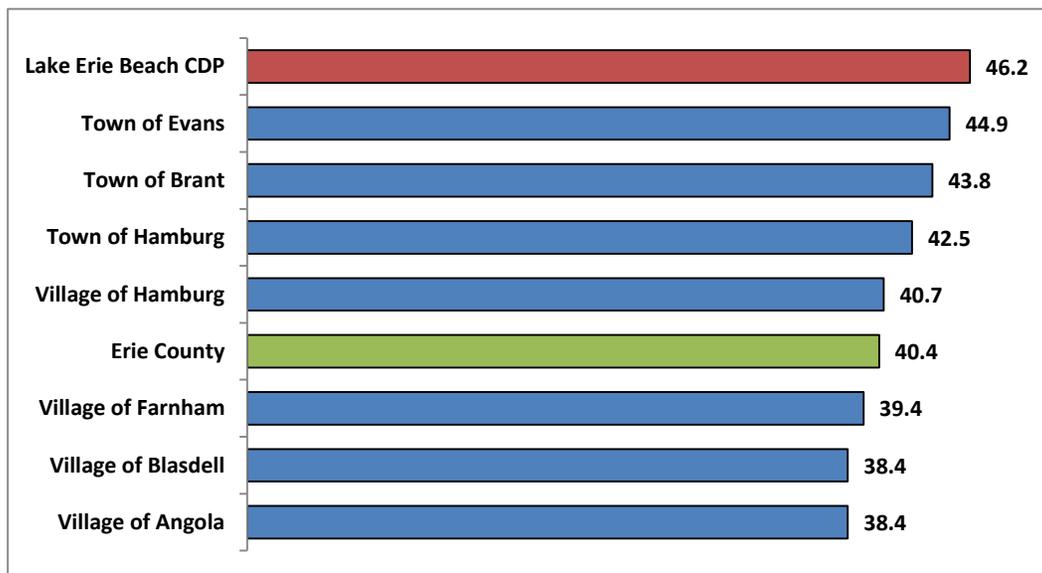
SOURCE: US Census Bureau 2000 and 2010 SF1 Decennial Census, American Community Survey 2011-2015 Estimates

## 6.2 MEDIAN AGE

Median age is an important criterion for many retailers and service providers when they consider investing in a community. The types of goods and services that are provided by retailers and service providers are directly related to the lifestyles of certain age groups within a community. Consumers in communities with higher median ages, for instance, may demand more pharmaceuticals and health services than communities with lower median ages.

Based on the 2011-2015 American Community Survey median age figures, Lake Erie Beach CDP is relatively older than all adjacent communities and Erie County overall as depicted in Figure 22. The median age of Lake Erie Beach CDP's residents is 46.2 years, while the median age of Erie County's population is 40.4.

FIGURE 22 – MEDIAN AGE, LAKE ERIE BEACH CDP AND COMPARISON COMMUNITIES, 2015



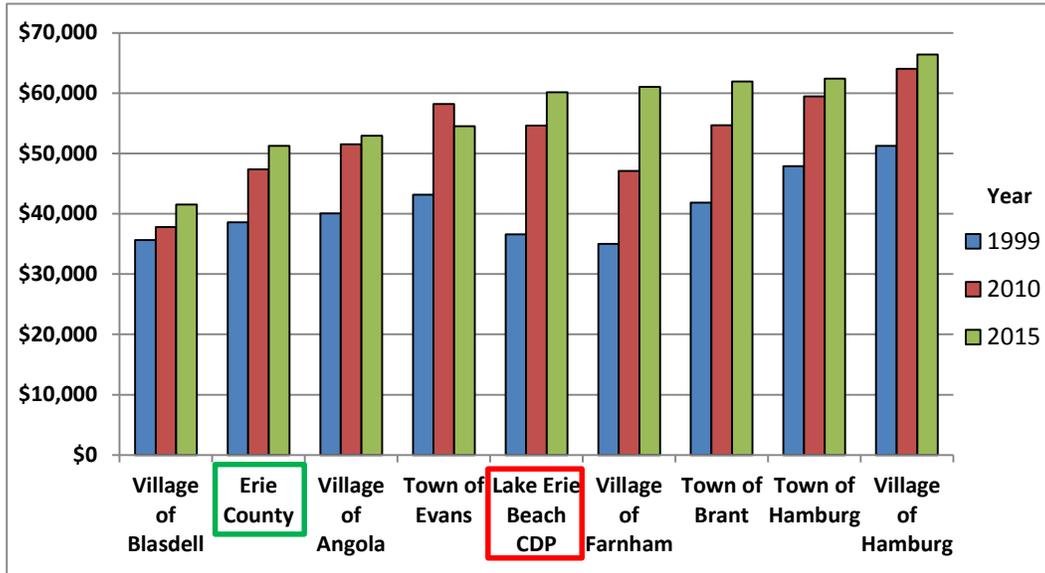
SOURCE: US Census Bureau 2000 and 2010 SF1 Decennial Census, American Community Survey 2011-2015 Estimates

### 6.3 MEDIAN HOUSEHOLD INCOME

Household income is also an important factor for site selection by retailers and service providers. Communities with higher median household incomes attract a greater variety and number of retailers in general than communities with lower median household incomes. Also higher median incomes attract retailers with higher price points. National fast food restaurants, for instance, can locate in any community because their median income requirements and prices are low. On the other hand, restaurants offering a full service, fine dining menu will require a location in a higher income community.

Lake Erie Beach CDP's median household income is relatively favorable compared to Erie County and adjacent communities. In 2015, the median income of Lake Erie Beach CDP's households was \$60,129, which was nearly \$9,000 higher than Erie County's median household income of \$51,247. Among adjacent communities, Lake Erie Beach CDP's median household income is in the middle as exhibited in Figure 23. Except for the Village of Farnham, no other community's median household income has increased as much as Lake Erie Beach CDP's median household income since 1999.

FIGURE 23 – MEDIAN HOUSEHOLD INCOME, LAKE ERIE BEACH, COMPARISON COMMUNITIES, 1999-2015



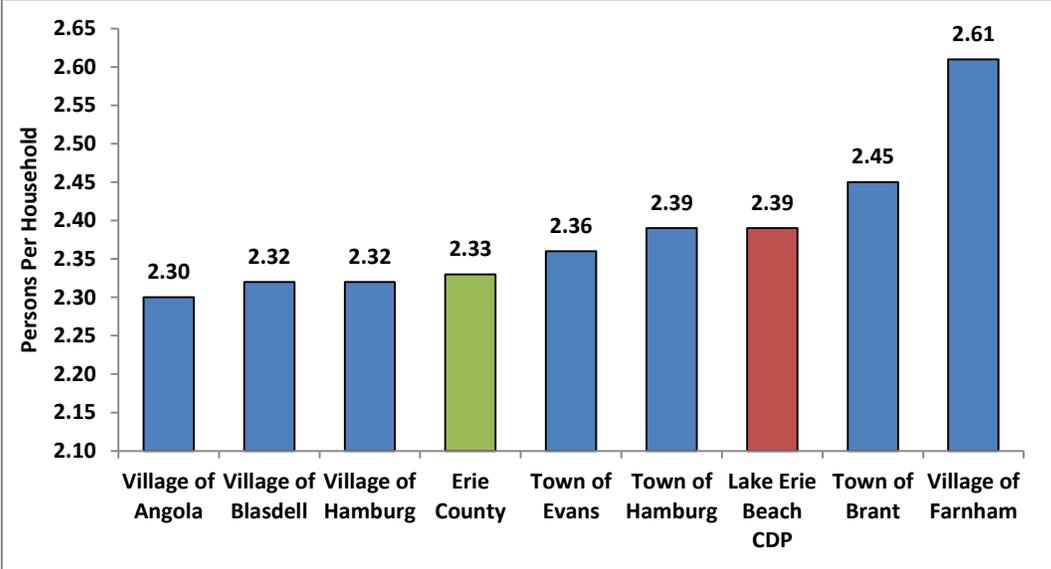
SOURCE: US Census Bureau 2000 SF3 Decennial Census, American Community Survey 2006-2010 & 2011-2015 Estimates

#### 6.4 AVERAGE HOUSEHOLD SIZE

An additional factor in the types of retail and service goods offered within a community is average household size. Larger households typically have more children and require larger houses and more furnishings.

Lake Erie Beach CDP’s average household size of 2.39 persons per household is slightly more than Erie County’s average household size of 2.33 persons per household. In fact, Lake Erie Beach CDP’s household size is larger than any other adjacent community with the exception of the Village of Farnham and the Town of Brant as shown in Figure 23 below.

FIGURE 24 – AVERAGE HOUSEHOLD SIZE, LAKE ERIE BEACH CDP AND COMPARISON COMMUNITIES, 2015



SOURCE: US Census Bureau 2000 SF3 Decennial Census, American Community Survey 2006-2010 & 2011-2015 Estimates



**Alex Baeckmann photo, courtesy of Sabine Baeckmann**

## 7 EXISTING CONDITIONS

The purpose of the *Lake Erie Beach Commercial District Revitalization Strategy* is to provide a framework for revitalization of the Hamlet business district through economic development and design initiatives. In order to propose economic development and design recommendations, existing conditions of the study area, as well as community redevelopment preferences, need to be analyzed. The study evaluated existing conditions regarding land use, zoning, land ownership, natural resources, demographics, market data, community survey results and design characteristics.

### 7.1 LAND USE

The Study Area encompasses approximately 21 parcels of land and 15.4 acres. Table 13 provides detailed information about and Figure 24 depicts the various existing land uses.

More than one-third (5.2 acres) of the land area is occupied by Lake Erie Beach Park. This public park includes the beachfront with swimming areas, parking, playground equipment, a bath house, a pavilion, a basketball court, and a pedestrian bridge which crosses Muddy Creek. The park is a major asset of the Study Area.

Public road right-of-ways encompass an additional quarter (3.9 acres) of the land area.

Nearly 19 percent (2.9 acres) of the land area is vacant. Most of the vacant properties are used as rear or side yards by adjacent homes. Within the commercial district there is a vacant 1.6-acre parcel on the west side of Lake Shore Road at the end of Garfield Avenue that was the site of the Point Breeze Hotel. The hotel, a local and regional landmark, burned in February 1992. This site is the subject of a current development proposal. In addition, there is a 12,000 square-foot vacant property at the southeast corner of Lake Shore Road and Eisenhower Avenue for sale. Targeted infill development at these vacant properties could greatly improve the hamlet.

An additional 13 percent (2.0 acres) of the land area is used for commercial purposes. These uses include Castaways Bar and Grill, Eddie Stroh's Tavern, Pat's Pizzeria, a law office, a former Greek food restaurant for rent, the offices of Manguso Land Surveying PC, an abandoned building, and parking. Many of these businesses are in need of serious renovations and would benefit greatly from targeted investment.

Nearly eight percent (1.2 acres) of the land is single-family and multi-structure residential uses. Lastly, the Point Breeze Pump Station occupies roughly one percent (0.2 acres) of the land area.

TABLE 13 – EXISTING LAND USE IN THE STUDY AREA

Land Use	Area		Parcels	
	Acres	Percent	#	Percent
Parkland/Beach	5.2	33.8%	1	4.8%
Single Family Home	0.9	5.8%	3	14.3%
Multi-Structure Residential	0.3	1.9%	1	4.8%
Active Commercial	1.6	10.4%	5	23.8%
Commercial Building for Rent	0.2	1.3%	1	4.8%
Commercial Building Abandoned	0.2	1.3%	1	4.8%
Vacant Commercial Land for Sale	0.3	1.9%	1	4.8%
Infrastructure & Utilities	0.2	1.3%	1	4.8%
Vacant Land	2.6	16.9%	7	33.3%
Public Road ROWs	3.9	25.3%	NA	NA
<b>TOTAL</b>	<b>15.4</b>		<b>21</b>	

SOURCE: Town of Evans Real Property Data as provided by Erie County with updates by LaBella based on site visits

## 7.2 ZONING

The current zoning in the Study Area (Figure 23) generally reflects current land uses. The Town’s zoning code was adopted in 1987 with various amendments since its adoption. Town zoning designations within the Study Area include Single-Family Residential, Residential Two-Family, Neighborhood Business, Recreational Facility, Public Facility, and the Lake Erie Beach Commercial Overlay. Basic information (including a summary of permitted uses and special uses) about each zoning district found within the Study Area is presented in Table 14. Consult the official zoning code for a complete listing of permitted and special uses by district as well as other density, bulk, and setback requirements. It is available on line at <http://ecode360.com/7075494>.

The Town’s Recreational Facility district occupies nearly 46 percent of the Study Area and is largely contiguous with the Lake Erie Beach Park. Residential districts occupy nearly 20 percent of the Study Area and are found along the northern portion of Lake Shore Road. The Neighborhood Business district occupies an additional 33 percent of the Study Area along Lake Shore Road. The Lake Erie Beach Commercial Overlay expands beyond the Neighborhood Business District including land along both sides of Lake Shore Road from Garfield Avenue to Dawn Avenue. Special design, site plan review, and performance criteria apply to new development and redevelopment of properties within the overlay district.

TABLE 14 – EXISTING ZONING IN THE STUDY AREA

Zone	Permitted Uses (Summary)	Special Uses Permitted	Acres	% of Tot.
R-1: Single Family Residential	Single-family detached dwellings, common recreational structures or uses, place of public worship	Bed & breakfast, tourist home	1.0	8.8%
R-2: Residential Two Family	Single-family detached dwellings, two-family dwellings, common recreational structures or uses, place of public worship	Bed & breakfast, tourist home	1.2	10.5%
NB: Neighborhood Business	Retail trade, food store under 6,000 SF, bakery, apparel, home furnishing, restaurant, drugstore, liquor store, antiques, book and stationary, sporting goods, tavern under 3,500 SF, jewelry, places of worship, bait, laundromat, photographic store, florist, cigars, newspaper, gifts, optical goods, hardware under 3,500 SF, farmers market, barber, shoe repair, FIRE services, travel agencies, medical, professional, art, dance, music, printing	Day-care center, nursery school, and other private preschool facilities	3.8	33.3%
RF: Recreational Facility	Publically owned recreational uses, wildlife reservations and conservation areas	Public & private golf courses, country clubs, sportsman & gun clubs, tennis, ice-skating, basketball, and field sport facilities, picnic grounds, campgrounds, swimming and marina facilities	5.2	45.6%
PF: Public Facility	Government structures and uses, cemeteries, fire stations, colleges and universities, museums, libraries, place of public worship, schools, indoor public recreational facilities	Technical schools	0.2	1.8%
Lake Erie Beach Commercial Overlay	Same as NB (except as specifically prohibited below) plus bed & breakfast, inns, tourist homes, upper and rear dwelling units, museums, libraries, parks, public buildings, lakeside taverns under 3,500 SF, non-lake side taverns under 1,000 SF, public parking <u>Prohibited:</u> Drive-through, motor or rec vehicle sales, rentals, service, washing, or storage, gas stations, warehousing or storage, private wholesale establishments	Day-care center, nursery school, and other private preschool facilities	5.0	43.9%

SOURCE: Town of Evans Zoning Ordinance via ecode 360 – Adopted July 15, 1987 with amendments since. Accessed March 15, 2017.

In the Spring of 2017, the Town was working on development and adoption of a new Waterfront Mixed Use (WMU) District and developing waterfront Mixed Use District Design Standards to unify the Town's waterfront, implement the LWRP, encourage a diversity of waterfront uses, enhance access to the waterfront and encourage development of a mix, scale and character that enhances the area and provides a pleasant experience for users. Upon adoption the new WMU district will supersede the Lake

Erie Beach Overlay District.

The WMU's design objectives are:

- Maximize transparency between sidewalk and building interior
- Design attractive and engaging buildings that address the public realm
- Provide landscape and hardscape features designed as integral elements of the land use and that promote waterfront character
- Improve pedestrian safety and the pedestrian experience
- Improve the urban form
- Orient buildings appropriately
- Locate parking appropriately
- Encourage shared parking
- Provide pedestrian scale lighting
- Encourage buildings that complement the waterfront character of the Town
- Strengthen the pedestrian realm and opportunities for outdoor seating
- Balance needs of automobiles with those of pedestrians and safety
- Promote outdoor spaces and lake views

Basic information about the proposed WMU is in Table 15, below.

**TABLE 15 – PROPOSED WMU DISTRICT USES**

Zone	Permitted Uses (Summary)
Proposed Waterfront Mixed Use District	<p>Same as NB (except as specifically prohibited below) plus bed &amp; breakfast establishments, hotels, motels, inns, tourist homes, museums, libraries, parks, mixed-use buildings with dwelling units on upper floors only; multi-family dwellings, townhouse or town home public buildings</p> <p><u>Accessory Structures and Uses:</u> Same as NB except as specifically prohibited, plus outdoor dining, sitting and display areas</p> <p><u>Prohibited:</u> Drive-through, motor or rec vehicle sales, rentals, service, washing, or storage, gas stations, warehousing or storage, private wholesale establishments; laundromat; private parking lot</p>

**SOURCE: Town of Evans**



Path: I:\Evans Town\2161435 - Lake Erie Beach Bus Dist Inv Analysis\Map\LandUse.mxd

Land Use	
	Parkland/Beach
	Single Family Home
	Seasonal Home
	Multi-Structure Residential
	Active Commercial
	Commercial Bldg. for Rent
	Commercial Bldg. Abandoned
	Vacant Com. Land for Sale
	Infrastructure and Utilities
	Vacant Land

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Sources:  
1. LEBR Area: Created by LaBella  
2. Roads and Town Boundary: Census Shapefiles from TIGER/Line database  
3. Property boundaries (including 2015 Land Use Code): Provided by Erie County with minor edits to land use by LaBella  
4. Aerial background: Esri imagery basemap.

Lake Erie Beach Revitalization Area

Town Boundary (White)

0 100 200 Feet

1:2,400

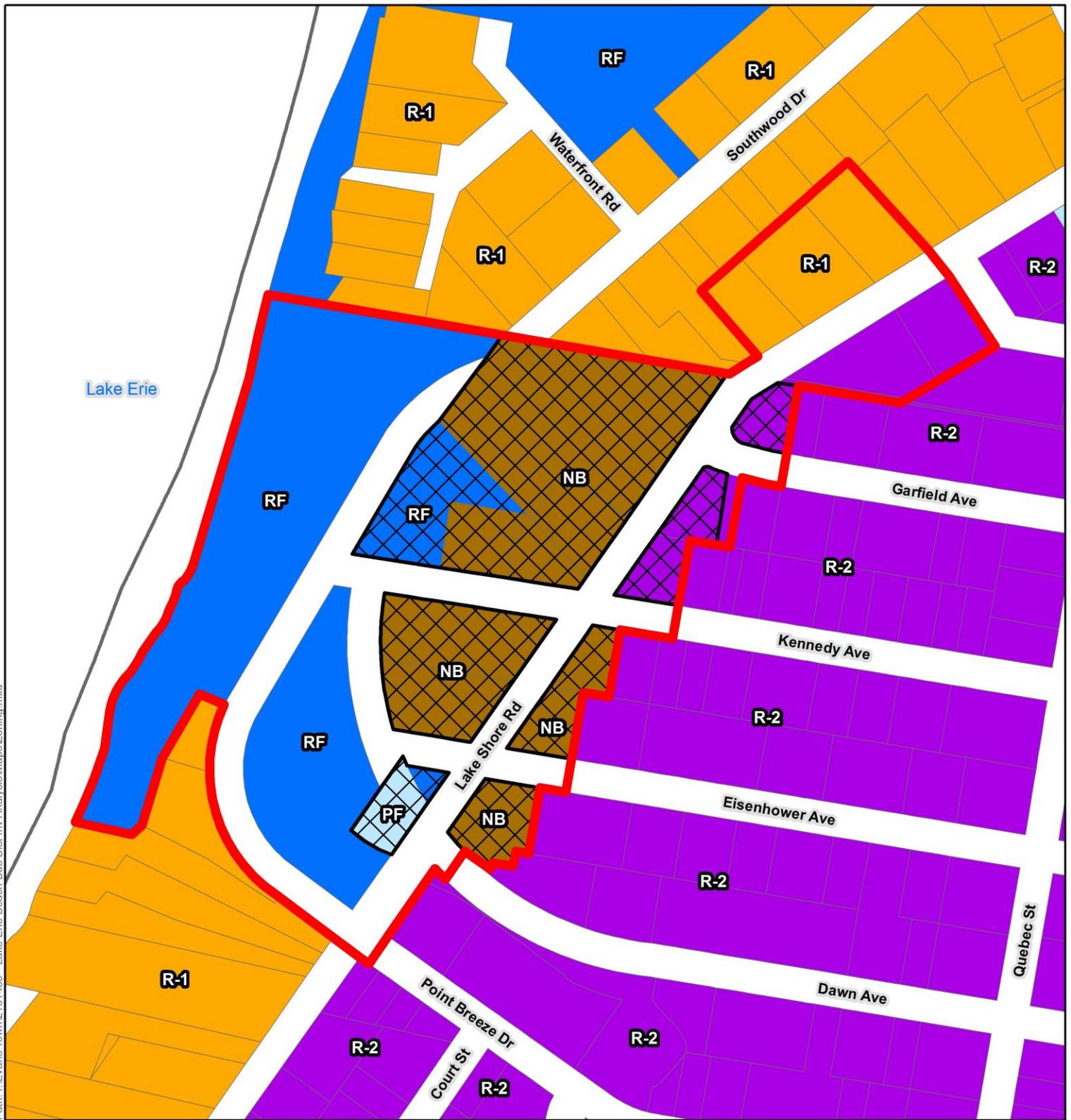
TOWN OF EVANS

LAKE ERIE BEACH  
REVITALIZATION STRATEGY

**EXISTING LAND USE MAP**

FIGURE 25 – EXISTING LAND

Path: I:\Evans\Town\2161435 - Lake Erie Beach Bus Dist Inv Analysis\Maps\Zoning.mxd



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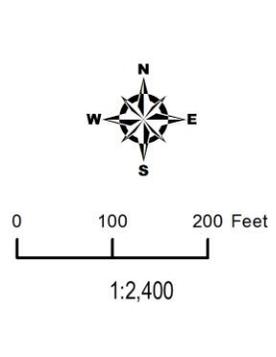
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1. LEBR Area: Created by LaBella
  2. Roads and Town Boundary: Census Shapefiles from TIGER/Line database
  3. Property boundaries: Provided by Erie County
  4. Zoning: Digitized by LaBella from an online version of the map prepared by Wendel (November 2015).

- Lake Erie Beach Revitalization Area
- Town Boundary
- Approximate Zoning Districts**
- R-1: Single Family Residential
- R-2: Residential Two Family
- NB: Neighborhood Business
- RF: Recreational Facility
- PF: Public Facility
- Lake Erie Beach Commercial Overlay



TOWN OF EVANS  
 LAKE ERIE BEACH  
 REVITALIZATION STRATEGY

**ZONING MAP**

FIGURE 26 – ZONING

### 7.3 LAND OWNERSHIP

The majority of the parcels in the Study Area are owned by private individuals or organizations as shown by the un-shaded areas in Figure 27 and described in Table 16. Approximately 53 percent of the land area and 86 percent of the parcels in the Study Area are privately owned. Many of the privately owned parcels are located along Lake Shore Road. Any investments in these properties will need to be at the expense of the private owner; unless the Town of Evans is able to obtain a New York Main Street grant or other applicable funding.

More than 47 percent of the land area and 14 percent of the parcels in the Study Area are owned by public agencies. Lake Erie Beach Park occupies 46 percent of the land area and is owned by the Town of Evans. An additional nearly two percent of the land area is owned by Erie County including the Point Breeze Pump Station and a long linear vacant piece of land which most likely houses some sort of underground utility. The Town should continue to invest in its park as well as try to promote a sense of place perhaps through the use of banners and landscaping.

**TABLE 16 – PUBLIC AND PRIVATE LAND OWNERSHIP DISTRIBUTION**

Ownership	Land		Parcels	
	Acres	Percent	Number	Percent
<b>Public</b>				
Town of Evans	5.2	45.6%	1	4.8%
Erie County	0.2	1.8%	2	9.5%
<b>Sub-total of Public</b>	<b>5.4</b>	<b>47.4%</b>	<b>3</b>	<b>14.3%</b>
<b>Private</b>	6.0	52.6%	18	85.7%
<b>TOTAL</b>	<b>11.4</b>		<b>21</b>	

**SOURCE: Town of Evans Real Property Data as provided by Erie County**

Path: I:\Evans Town\2161435 - Lake Erie Beach Bus Dist Inv Analysis\Maps\LandOwnership.mxd



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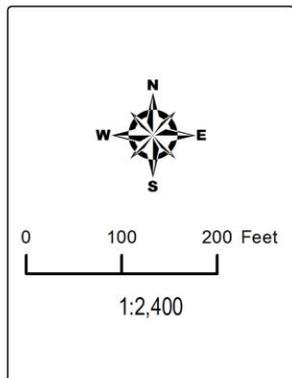
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- Sources:
1. LEBR Area: Created by LaBella
  2. Roads and Town Boundary: Census Shapefiles from TIGER/Line database
  3. Property boundaries (including 2015 ownership data): Provided by Erie County
  4. Aerial background: Esri imagery basemap.

-  Lake Erie Beach Revitalization Area
-  Town Boundary (White)
- Owner**
-  Town of Evans
-  Erie County
-  Lake Erie Beach Fire Co.
-  Private Property



TOWN OF EVANS  
 LAKE ERIE BEACH  
 REVITALIZATION STRATEGY

**LAND OWNERSHIP MAP**

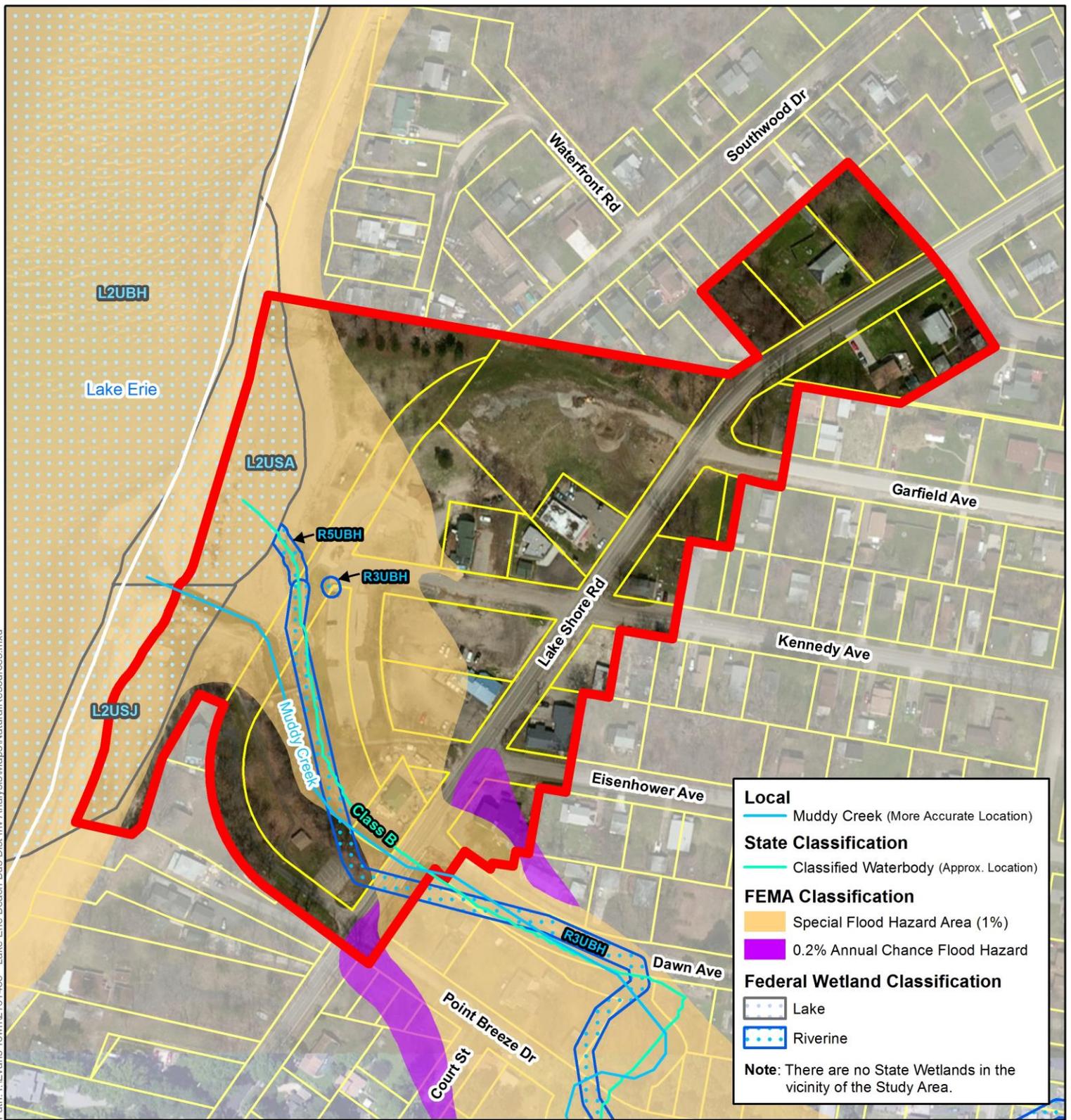
FIGURE 27 – LAND OWNERSHIP

## 7.4 NATURAL RESOURCES

Natural resources are prevalent throughout the Study Area as depicted in Figure 9. The Study Area contains approximately 850 linear feet of Lake Erie Beach frontage and 2.5 acres of beach. Much of this beach area is classified as a Federally-designated Lacustrine wetland. In addition, Muddy Creek, a NYSDEC Class B stream, meanders through the Study Area to empty into Lake Erie. Muddy Creek is associated with a Federally-designated Riverine wetland.

About one-third of the Study Area is located within the Special Flood Hazard Area (100-year floodplain) associated with Muddy Creek and Lake Erie. This includes large portions of the Lake Erie Beach Park, portions of Castaways Bar and Grill and Eddie Stroh's Tavern, the Point Breeze Pump Station, and portions of the vacant property at the southeast corner of Lake Shore Road and Eisenhower Avenue. In addition, small sections of the Study Area are located within the 500-year floodplain.

These resources provide both assets for and restrictions to the Study Area. The beach and Lake are local draws, improving area residents' overall quality of life. Combined with targeted investment and redevelopment of some of the commercial properties, the Study Area could transform into a regional attraction. On the other hand, the Special Flood Hazard Area (SFHA) restricts where development can occur. The western half of the Eddie Stroh's Tavern properties and the southern half of the vacant property at the southeast corner of Lake Shore Road and Eisenhower Avenue cannot be developed.



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**Sources:**

1. LEBR Area & Muddy Creek: Created by LaBella
2. Roads and Town Boundary: Census Shapefiles from TIGER/Line database
3. Federal Wetlands: Obtained from NWS - USFWS
4. State Classified Waterbodies & FEMA Classified Flood Hazard Areas: Obtained from NYSGIS Clearinghouse
5. Property boundaries: Provided by Erie County
6. Aerial background: Esri imagery basemap.

Lake Erie Beach Revitalization Area

Town Boundary (White)

Properties

0 100 200 Feet

1:2,400

TOWN OF EVANS

LAKE ERIE BEACH  
REVITALIZATION STRATEGY

**NATURAL RESOURCES  
MAP**

FIGURE 28 – NATURAL  
RESOURCES

## 8 PUBLIC INPUT

### 8.1 TASK FORCE VISION

In order to assess attitudes and opinions about the Lake Erie Beach Neighborhood Business District and to begin to form a vision for the future of the district a vision session was held with the Task Force on November 17, 2016. Four members of the Task Force were able to attend the meeting, so another kickoff meeting was scheduled for mid-January 2017. In the interim, additional members were appointed to the Task Force bringing membership to 18 stakeholders, Town Staff and others.

Due to circumstances beyond their control few members were able to attend the rescheduled meeting. As a result, that meeting was cancelled and telephone interviews with the 14 Task Force members who had not yet weighed in were conducted. This proved to be the most successful tact as almost all were reached by phone and two responded to the questions by email.

The interviews provided the consultant with an opportunity to orient committee members to the task and build support for the plan and the process. The Task Force members were asked to discuss:

- The identity or character Lake Erie Beach should communicate,
- Successful waterfront communities that should serve as inspirations for Lake Erie Beach,
- Lake Erie Beach's top assets,
- Lake Erie Beach's constraints,
- How Lake Erie Beach could evolve over the course of the future and
- Last, Task Force members were asked for their hopes and fears for Lake Erie Beach.

The primary purposes of the interviews were to incorporate the Task Force members input into the development of a community vision for Lake Erie Beach which, along with public input, can be used to develop concepts to advance redevelopment of Lake Erie Beach. There is concern about a lack of buy-in and excitement about the Commercial District Revitalization Strategy and the interviews were an opportunity to assess and debunk this idea and to ensure that the project would be informed by community input.

The dialogues were informal and as a result not all interview questions were answered by all Task Force members or were not fully addressed. However, a number of common themes emerged through the process and these are indicated by bold and underline text in the summaries below. Confidential or proprietary information provided by stakeholders is not included in this summary, nor was input that was not germane.

The interviews are summarized below:

Comments in **bold** were mentioned by at least two Task Force members

**Bold Underlined** comments were mentioned by most Task Force members

### What identity or character should Lake Erie Beach communicate?

- Seaside
- A good healthy community
- We're known for bars and pizza but we want more health, yoga on the beach, shopping
- Hometown feel
- Just a local place with local restaurants, little places that make people happy
- **Small shops and restaurants**
- Different types of businesses, smaller eatery, bar, hairdressers, rental for jet skis, boogie boards, ice cream
- **Beach community**
- Fun community
- Lakefront community, that's our image
- Summer fun bar drinking kind of community
- **Full-time (year-round) community**
- **Walkable**
- Waterfront character – Cape Cod architecture, retail, restaurant, hotel/motel, fishery, boardwalk, launch ramp, sunsets
- Nautical character, beach, fishery
- Restaurant beach destination
- Quality waterfront community, not a low income area

### Is there a community you want Lake Erie Beach to be like? What is it?

- **Dunkirk Pier**
- **Myrtle Beach**
- Asheville, NC
- Downtown Buffalo – on a much smaller scale
- Put-In-Bay, OH, it's a lot bigger and it's an island, but the whole community is just really cool
- Singer Island, FL
- Village of Mayville, Chautauqua County
- It should be like itself

### What are Lake Erie Beach's top assets?

- **Waterfront**
- **Beach**
- Stroh's
- Quaint, cottage feel
- Residential community nearby
- Reasonably well maintained park/beach
- **No admission charge to beach**
- Existing businesses

- RV Park
- Community assets: School, fire hall, park, summer camp
- Affordable homes
- Accessible
- People know about it
- **Sunsets**
- **Location**
- **Population**
- Ripe for development
- Beautiful view
- Walkable

### What are the things that hold Lake Erie Beach back – its constraints?

- Not enough knowledge about LEB outside of the town
- We don't see much of one another in the winter -- partly because of a lack of sidewalks
- Land constraints, it's only so big of an area
- We have the beach but that's all there is. We have the beach but what are we doing with it?
- Not enough young people
- No passion
- It limits itself – there are a lot of people with ideas but they don't feel like they can get involved
- This town is broke and it's sad; this is not a rich town
- It's a poor neighborhood – a lot of people aren't working
- When it was a cottage community there were more people in the summer
- Area is too large and separated to succeed, hard to get from place to place without driving
- Lack of access for boats
- Narrow Lakeshore Road, no sidewalks
- Current configuration of businesses adjacent to park
- Lack of walkability or connectivity
- Lack of population
- **Lack of parking**
- Lack of access
- Converted cottage community is not designed as a year-round residential area but it has evolved into that
- Attitude
- **Lack of enthusiasm**
- **Slow to change**
- Streets
- **Vacant land/properties**
- Land disputes
- **Clientele**
- **Lack of publicity/advertising**
- **Size**
- Aesthetics

- **Property maintenance issues**
- Poor image
- Park restrooms
- Funding

#### **How do you see the Lake Erie Beach evolving over the course of the future?**

- **Update/ build new residential, particularly smaller structures**
- Decent restaurants and little shops
- Car top boat launch (there used to be one)to draw more people
- Family-oriented, a place where someone with a young family can come and have a nice dinner
- I hope the businesses stay
- We need more things for people to go to, to do
- Town park gets connected to LEB park
- Revitalize neighborhoods via Zombie and Restore NY grants
- Expansion and renovation of the business district
- Perceived as more accessible from Buffalo
- Developer purchases the businesses by the park

#### **What are your hopes for the community?**

- Hope that it does develop
- More art
- People getting out and getting involved with one another
- Eating healthier
- Getting involved with art
- More to do; more passion
- A stop to the decline, implementation of plans and policies to revitalize the community
- **Public support/buy-in**
- Support for current leadership's efforts to rebuild the community
- Stability/longevity
- Investment
- Streetscape, traffic, parking
- Marketing/events
- Small community type thing, no big hotels

#### **Your fears?**

- **That it remains the same**
- **Continued decline, loss of tax base and drain on municipal services**
- Resistance to change

## 8.2 COMMUNITY VISIONING WORKSHOP

A community visioning workshop was held April 27 at the Lake Erie Beach Fire House. Approximately 20 community members came out to the meeting. Presentations were made on the market analysis and master plan concept. Attendees also heard about the proposed Waterfront Mixed-Use Zoning and Design Standards and the bioswale and raingarden projects. The participants were invited to fill in a survey that was later developed into an online survey – see more about that below – and to provide feedback on elements of the master plan concept. Two posters, one illustrating the existing conditions, Figure 28 below, and the other showing the master plan and its elements, Figure 29, were displayed. Participants in the meeting were invited to signify their approval of the concept by sticking a green dot on it, their ambivalence with a yellow dot and their disapproval with a red dot. The results of the “dot survey,” Figure 30, follows.

FIGURE 29 – COMMUNITY VISIONING WORKSHOP EXISTING CONDITIONS



SOURCE: LaBella Associates

FIGURE 30 – COMMUNITY VISIONING WORKSHOP MASTER PLAN CONCEPT POSTER

## LAKE ERIE BEACH VISION:

A diverse, sustainable beach community offering an array of seasonal and year-round attractions and activities promoting fun and outdoor recreation for residents and visitors.



SOURCE: LaBella Associates

FIGURE 31 – COMMUNITY VISIONING WORKSHOP MASTER PLAN CONCEPT FEEDBACK



SOURCE: LaBella Associates

Participants were also invited to prioritize a number of initiatives. This exercise was later incorporated into the on-line survey. The feedback gathered at the workshop is pictured in Figure 31, below:

FIGURE 32 – COMMUNITY VISIONING WORKSHOP PRIORITIZATION MATRIX

The Town of Evans has limited resources so it must be strategic in its Lake Erie Beach investments. You can help the Town prioritize by using the scale below to rate the importance of each characteristic's appropriateness or desirability for Lake Erie Beach:

	←-----→				
	Not Important				Very Important
	1	2	3	4	5
Better Building signage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Better Traffic signage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Business Attraction/Retention	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Business Financing/Grants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Façade Improvements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Historic Preservation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Marketing/Promotions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Parking Improvements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Pedestrian Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Public Transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Streetscape Improvements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

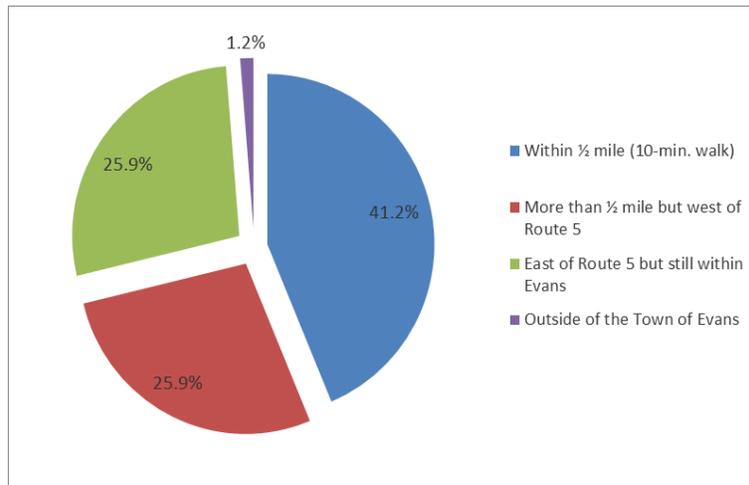
SOURCE: LaBella Associates

### 8.3 ON-LINE COMMUNITY SURVEY

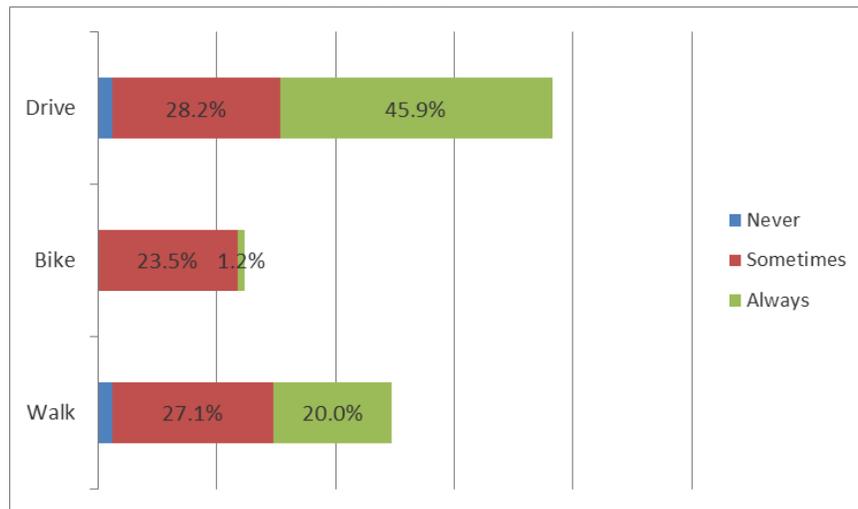
Due to the interest in the survey expressed at the Community Visioning Workshop the survey instrument was adapted into an on-line instrument using the Survey Monkey platform. Links to the survey were distributed through the Town’s website and a local on-line news aggregator. The handwritten surveys from the Community Visioning Workshop were input into the online instrument. The survey was posted live between May 2 and May 22 and 86 responses were gathered during that time. Highlights of the responses received are summarized in the figures below.

Two-thirds of survey respondents live within a half a mile of the Hamlet center and for a very similar proportion, the arrival method is always or sometimes by car.

**HOW CLOSE TO THE INTERSECTION OF KENNEDY AVENUE AND LAKESHORE ROAD DO YOU LIVE?**

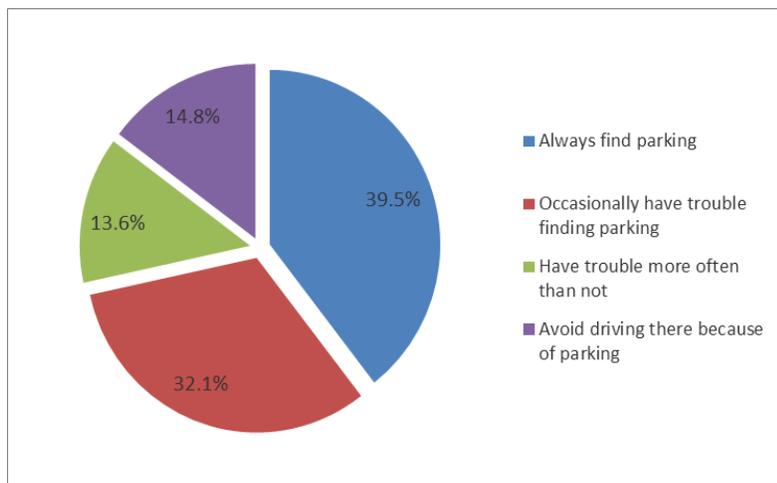


**HOW DO YOU GET TO LAKE ERIE BEACH?**



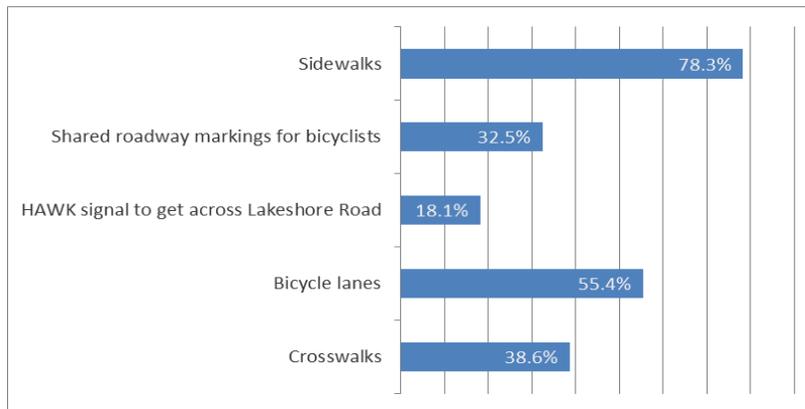
With a limited amount of public parking, it can be difficult to find a space on sunny summer days and during events such as fireworks displays. While 40 percent of respondents say they never encounter parking problems, almost 14 percent says they almost always have trouble parking and 14 percent avoid driving to Lake Erie Beach because of parking.

**WHEN VISITING LAKE ERIE BEACH, WHAT IS YOUR OPINION OF PARKING?**



The survey asked respondents a series of questions about amenities and activities they would like to see in Lake Erie Beach. Among transportation-related amenities, respondents overwhelmingly favor sidewalks. More than 78 percent of respondents say sidewalks are needed in Lake Erie Beach. More than 55 percent said bike lanes are needed – a lower proportion of respondents want to share the roadway with bikes: just 32 percent favor a shared roadway. Crosswalks were identified as a need by 39 percent of respondents; less than half that many favor the automated HAWK signal.

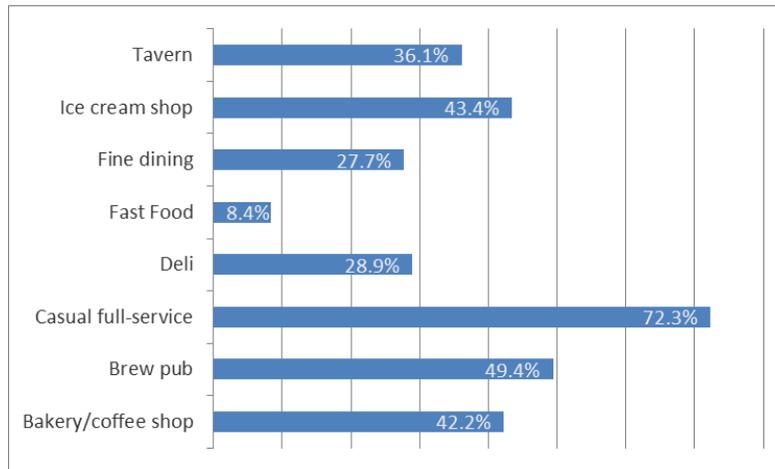
**WHICH OF THESE AMENITIES IS NEEDED IN LAKE ERIE BEACH?**



Lake Erie Beach is a place to relax and enjoy more casual dining, according to survey respondents'. While almost 28 percent want to enjoy fine dining there, the overwhelming majority, 72 percent, favor casual

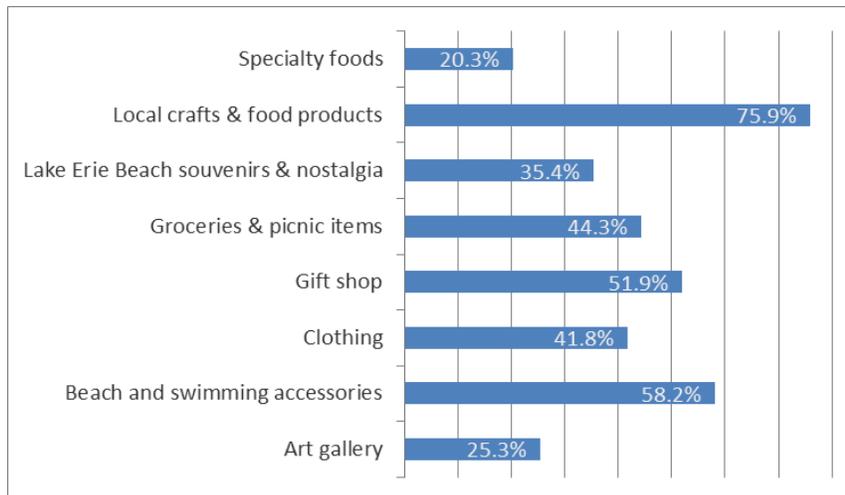
full-service dining. Other popular choices were brew pub, ice cream shop and bakery/coffee shop. Respondents were asked in an open ended question what kinds of establishments they do not want to see in Lake Erie Beach. Most of the 41 respondents who answered this question most were opposed to additional pizza joints and bars in Lake Erie Beach; several said they do not want to see adult uses.

#### WHAT TYPES OF DINING ESTABLISHMENTS DO YOU PREFER?



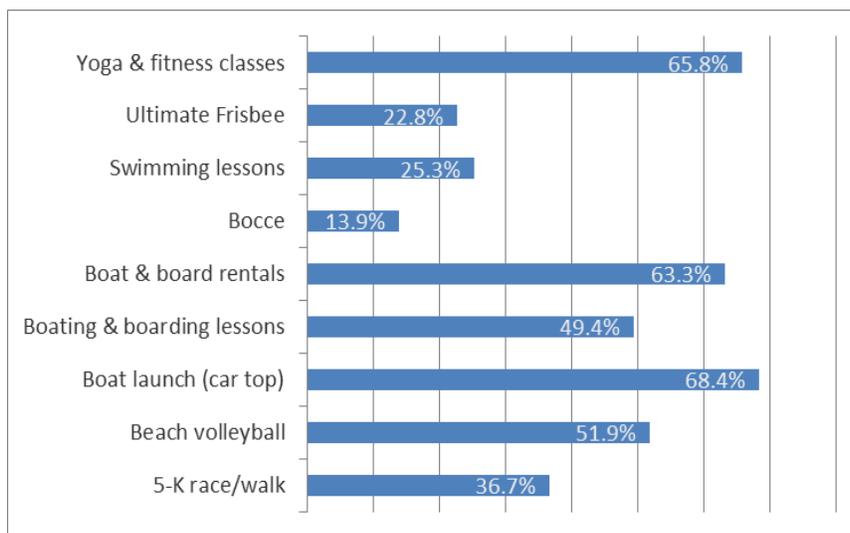
Survey respondents would like to see local crafts and food products for sale in Lake Erie Beach. Just over three-quarters said this type of business should be encouraged. The next-most favored business was beach and swimming accessories, followed closely by a gift shop

#### WHAT TYPES OF BUSINESSES SHOULD BE ENCOURAGED TO LOCATE IN LAKE ERIE BEACH?

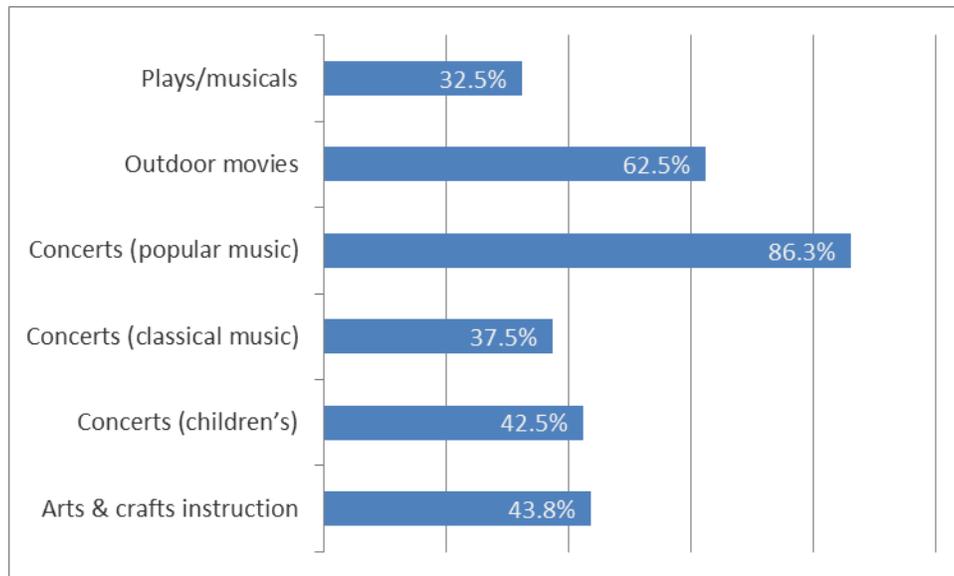


A boat launch, fitness and yoga classes, boat and board rentals top the list of sports and water-related activities the respondents to the survey would like to see available at Lake Erie Beach. Nearly 70 percent of respondents wanted a car-top boat launch, followed closely by two-thirds who said yoga and fitness classes should be available. Boat and board rentals were favored by just over 63 percent of respondents and nearly half of respondents also wanted to see boating and board lessons offered; a similar proportion also supported beach volleyball.

**WHAT KINDS OF SPORTS AND WATER-RELATED ACTIVITIES WOULD YOU LIKE TO SEE AT LAKE ERIE BEACH?**

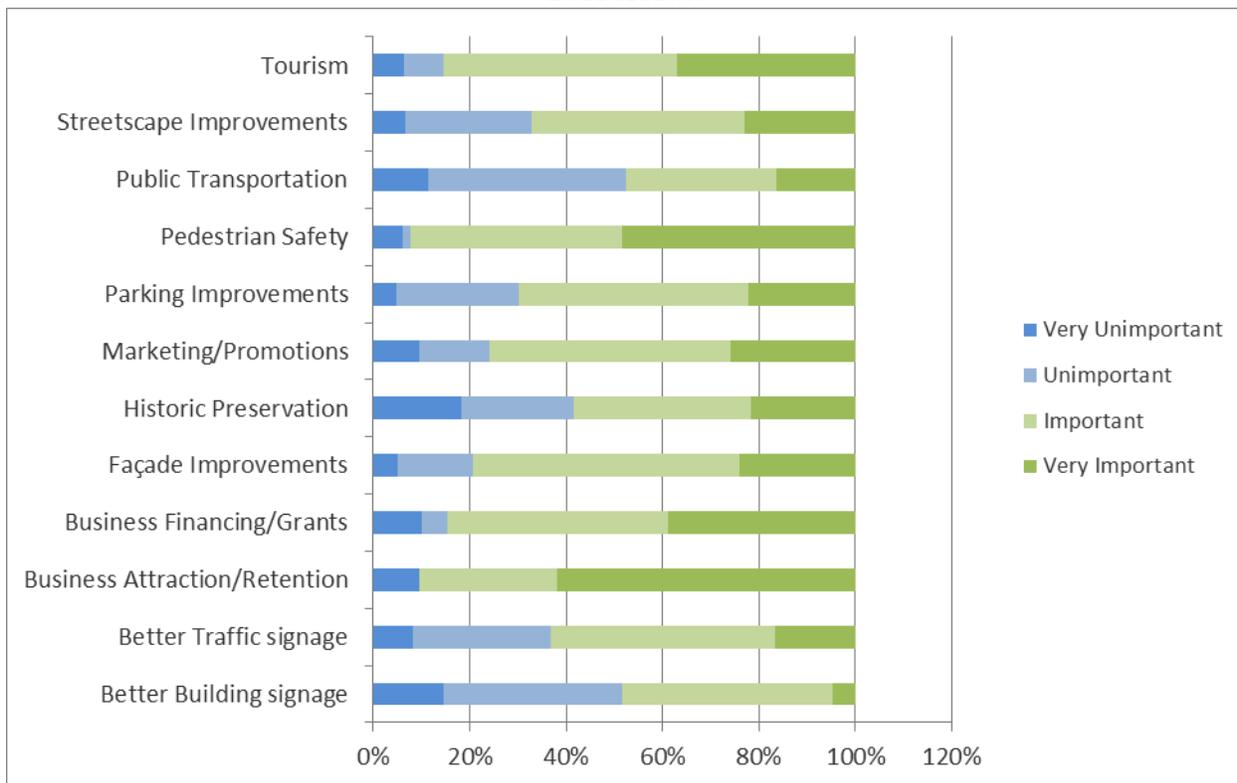


Survey respondents are interested in popular music concerts and outdoor movies in Lake Erie Beach. Concerts were the heavy favorite with just over 86 percent of respondents; just under two-thirds favor outdoor movies. Concerts for children and arts and crafts instruction were far behind with similar proportions of interest, 42.5 and 43.8 percent, respectively.

**ONE IDEA FOR REVITALIZING LAKE ERIE BEACH IS TO OFFER PROGRAMS AND ENTERTAINMENT. WHAT KINDS OF ACTIVITIES INTEREST YOU?**

Survey respondents feel the biggest issue which the Town of Evans should commit resources is pedestrian safety. Pedestrian safety was rated very important or important by 92 percent of the 64 respondents who answered this question. Business attraction and retention was very important or important to 91 percent of the respondents answering the question. Other priorities for the town to direct its resources included business financing and grants and tourism. Lowest priority action items for town resources included façade improvements, public transportation and building signage.

THE TOWN OF EVANS HAS LIMITED RESOURCES SO IT MUST BE STRATEGIC IN ITS LAKE ERIE BEACH INVESTMENTS. YOU CAN HELP THE TOWN PRIORITIZE BY USING THE MATRIX BELOW TO RATE THE IMPORTANCE OF EACH CHARACTERISTIC'S APPROPRIATENESS OR DESIRABILITY FOR LAKE ERIE BEACH.





**Roberta Rappoccio photo**

## 9 LAKE ERIE BEACH STUDY AREA PROPERTY INVENTORY

### 9.1 METHODOLOGY

A boundary for the study was designed to encompass the entire commercial node in Lake Erie Beach. The boundary follows parcel boundaries on both sides of Lakeshore Road and also follows the short western piece of Kennedy Avenue that accesses Castaways, Stroh's and the park. The boundary picked up a number of residential properties. These were kept in the inventory as they are in the area of influence for the study.

The rationale for the boundary was that it be a contiguous area including all commercial properties and reach from a likely gateway point at the northern end of the commercial node to the south side of the bridge, another likely gateway point. A northern gateway edge of the boundary was designated to be far enough north from the potentially dangerous curve in Lake Shore Road so that future gateway signage and treatments there would also serve to calm traffic as it enters a pedestrian- and bike-friendly mixed-use environment. The boundary was affirmed by committee members participating in a November steering committee meeting and by the Town.

All 21 study-area parcels within the boundary were included in the inventory. Parcel data was obtained from Erie County and uses established using the class codes within the data. Uses were confirmed and inventory photos were taken during a November 11, 2016 site visit. Over the course of the study, additional visits and discussions with the Town and property owners supplemented information gathered during the initial reconnaissance.

Note that the zoning designation Lake Erie Beach Commercial Overlay will be replaced by the Waterfront Mixed Use designation when the new zoning is adopted in 2017.

For zoning, land use, land ownership patterns and natural resources (flood hazard) maps, as well as descriptions of current and new zoning, see the existing conditions report beginning on page 49.

Path: I:\Evans Town\2161435 - Lake Erie Beach Bus Dist Inv Analysis\Maps\Site\PhotoKey.mxd



# LABELLA

Associates, D.P.C.

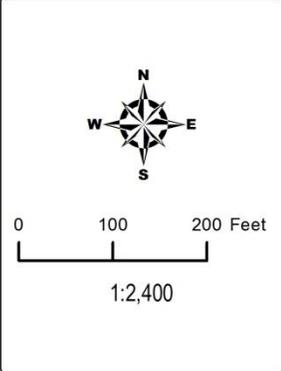
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 P: (585) 454-6110  
 F: (585) 454-3066

**Labella Project No:**  
**2161435**

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- Sources:
1. LEBR Area: Created by LaBella
  2. Roads and Town Boundary: Census Shapefiles from TIGER/Line database
  3. Aerial background: Esri, i-cubed, USDA, USGS, AEX, GeoEye, Getmapping, Aerogrid, IGN, IGP, and the GIS User Community

-  Lake Erie Beach Revitalization Area
-  Town Boundary (White)
-  Properties



TOWN OF EVANS  
 LAKE ERIE BEACH  
 REVITALIZATION STRATEGY

**PARCEL KEY MAP**

**FIGURE 33 – PARCEL KEY**

## Site 1

**Address:** 0 Lake Shore Rd

**Parcel Number:** 250.09-1-38

**Parcel Size:** 0.35 acres

**Buildings:** None

**Zoning:** R-1

**Owner:** Linda A. Wichtowski and Charlotte Acksel

**Assessed Value:** \$11,000

**Environmental Constraints:** None

**Property Use and Condition:** This property is a vacant piece of land which appears to be used as a backyard for the property located at 9507 Southwood Drive. The property is fenced off from Lake Shore Road.



## Site 2

**Address:** 9514 Lake Shore Rd

**Parcel Number:** 250.09-1-39.1

**Parcel Size:** 0.43 acres

**Buildings:** One single family home in fair condition. Built in 1965. 1,540 square feet

**Zoning:** R-1

**Owner:** Lucille Sciolino

**Assessed Value:** \$115,000

**Environmental Constraints:** None

**Property Use and Condition:** This property contains a single family home with a concrete driveway and detached garage. It appears as if the owner is working on the home. Portions of the home are missing siding and the front porch is missing its decking. It appears a new metal roof was recently installed. The property is fenced.



## Site 3

**Address:** 0 Lake Shore Rd

**Parcel Number:** 250.09-1-41

**Parcel Size:** 0.24 acres

**Buildings:** None

**Zoning:** R-1

**Owner:** Thomas J. Guerra

**Assessed Value:** \$9,000

**Environmental Constraints:** None

**Property Use and Condition:** This property is a vacant piece of land. The property is completely forested. It does not appear to have ever been developed.



## Site 4

**Address:** 9507 Lake Shore Rd

**Parcel Number:** 250.10-5-2

**Parcel Size:** 0.27 acres

**Buildings:** One single family home in good condition. Built in 1935. 1,560 square feet

One accessory dwelling in good condition. Year built is unknown. Approximately 500 square feet

**Zoning:** R-2

**Owner:** Ronald J. Slawinski

**Assessed Value:** \$105,000

**Environmental Constraints:** None

**Property Use and Condition:** This property contains a single family home, a small accessory dwelling, and a shed.



## Site 5

**Address:** 9515 Lake Shore Rd

**Parcel Number:** 250.10-5-1

**Parcel Size:** 0.35 acres

**Buildings:** One single family home in good condition. Built in 1966. Recorded square footage of 1,344 square feet is probably an error.

**Zoning:** R-2

**Owner:** Michael M. Slawinski

**Assessed Value:** \$95,000

**Environmental Constraints:** None

**Property Use and Condition:** This property contains a single family home with a large deck, concrete driveway, and two sheds.



## Site 6

**Address:** 0 Lake Shore Rd

**Parcel Number:** 250.10-5-31

**Parcel Size:** 0.19 acres (entire parcel); 0.03 acres (within the Study Area)

**Buildings:** None

**Zoning:** R-2

**Owner:** County of Erie

**Assessed Value:** \$15,800

**Environmental Constraints:** None

**Property Use and Condition:** This property is a long linear vacant piece of land approximately 7.8 feet in width. It most likely houses some sort of underground utility.



## Site 7

**Address:** 0 Lake Shore Rd

**Parcel Number:** 250.09-2-1.1

**Parcel Size:** 0.16 acres

**Buildings:** None

**Zoning:** R-2 and Lake Erie Beach Commercial Overlay

**Owner:** Michael Slawinski and Deborah Slawinski

**Assessed Value:** \$6,400

**Environmental Constraints:** None

**Property Use and Condition:** This property is a vacant piece of land owned by the same person who owns Site 5 to the north. Despite the common ownership, it appears the site is actually used by the adjacent home located at 216 Garfield Avenue (outside of the Study Area) as a side yard and parking area. The property contains several trees, landscaping, a gravel parking area, and a detached concrete pad patio.



## Site 8

**Address:** 0 Garfield Ave

**Parcel Number:** 250.09-2-15

**Parcel Size:** 0.05 acres

**Buildings:** None

**Zoning:** R-2

**Owner:** Peter F. Mann

**Assessed Value:** \$5,000

**Environmental Constraints:** None

## Site 9

**Address:** 9533 Lake Shore Rd

**Parcel Number:** 250.09-2-16

**Parcel Size:** 0.16 acres

**Buildings:** None

**Zoning:** R-2 and Lake Erie Beach Commercial Overlay

**Owner:** Peter Mann

**Assessed Value:** \$6,800

**Environmental Constraints:** None

**Property Use and Condition:** Both properties are vacant pieces of land owned by the same person who owns the adjacent two properties to the east. The owner has recently built a large single family home on the adjacent two properties. It appears as if he uses Sites 8 and 9 as a side yard.



## Site 10

**Address:** 9543 Lake Shore Rd

**Parcel Number:** 250.09-2-18.1

**Parcel Size:** 0.17 acres

**Buildings:** One single family home in fair condition. Built in 1920. 1,013 square feet

**Zoning:** R-2 and Lake Erie Beach Commercial Overlay

**Owner:** Brian A. Bernhard

**Assessed Value:** \$95,000

**Environmental Constraints:** None

**Property Use and Condition:** This property contains a single family home with a deck, aboveground pool, shed, and playset within the fenced yard.



## Site 11

**Address:** 9536 Lake Shore Rd

**Parcel Number:** 250.09-1-43.111

**Parcel Size:** 1.62 acres

**Buildings:** None

**Zoning:** Portions RF, portions NB, and all Lake Erie Beach Commercial Overlay

**Owner:** Kurt Wojda and Lance Wojda

**Assessed Value:** \$100,000

**Environmental Constraints:** None

**Property Use and Condition:** This property is a large vacant piece of land, formerly site of the Point Breeze Hotel.



## Site 12

**Address:** 9542 Lake Shore Rd

**Parcel Number:** 250.09-1-43.2

**Parcel Size:** 0.26 acres

**Buildings:** One commercial building in good condition. Built in 1962. 3,150 square feet

**Zoning:** NB and Lake Erie Beach Commercial Overlay

**Owner:** David Jacobson

**Assessed Value:** \$125,000

**Environmental Constraints:** None

**Property Use and Condition:** This property contains a commercial building which currently houses Pat's Pizzeria. The restaurant has indoor and outdoor seating and a large parking lot for patrons.



## Site 13

**Address:** 9544 Lake Shore Rd

**Parcel Number:** 250.09-1-44.1

**Parcel Size:** 0.17 acres

**Buildings:** One commercial building in fair condition. Recorded year built is 1950. Approximately 1,150 square feet

One commercial building in fair condition. Recorded year built is 1950. Approximately 400 square feet

**Zoning:** NB and Lake Erie Beach Commercial Overlay

**Owner:** William Holland and Christopher Feinen

**Assessed Value:** \$90,000

**Environmental Constraints:** None

**Property Use and Condition:** This property contains two commercial buildings. The larger of the two buildings was previously used as a Greek food restaurant named Skullyz. The restaurant is now closed and the building is available/for rent. The smaller of the two buildings is a Law Office for Scott Brown. The two buildings share a gravel parking lot.



## Site 14

**Address:** 188 Kennedy Ave

**Parcel Number:** 250.09-1-46

**Parcel Size:** 0.23 acres

**Buildings:** One commercial building in fair condition. Built in 1900. 3,449 square feet

**Zoning:** NB and Lake Erie Beach Commercial Overlay

**Owner:** William Holland and Christopher Feinen

**Assessed Value:** \$205,000

**Environmental Constraints:** The southwest corner of the property is located within the Special Flood Hazard Area (100-year flood zone).

**Property Use and Condition:** This property contains a commercial building which currently houses Castaways Bar and Grill. The restaurant has indoor and outdoor patio seating overlooking Lake Erie. The property contains a small parking lot for patrons with overflow parking available across the street at Site 16.



## Site 15

**Address:** 9568 Lake Shore Rd

**Parcel Number:** 250.09-1-54.11

**Parcel Size:** 5.23 acres

**Buildings:** One beach bath house in good condition. Recorded year built is 1990. Approximately 550 square feet

**Zoning:** RF and portions Lake Erie Beach Commercial Overlay

**Owner:** Town of Evans

**Assessed Value:** \$230,000

**Environmental Constraints:** This is a beachfront property fronting Lake Erie. Portions of the property are located within the Federally-designated Lake wetland associated with Lake Erie. The NYSDEC Class B stream, Muddy Creek, traverses the property on its way to Lake Erie. Portions of the property are located within the Federally-designated Riverine wetland associated with Muddy Creek. Lastly, portions of the property are located within the Special Flood Hazard Area (100-year flood zone).

**Property Use and Condition:** This property houses the Lake Erie Beach Park and is split into four pieces of land by various public right-of-ways. The largest piece of the property is the Town beach. Beach hours are from 11 am to 7 pm and swimming is allowed when lifeguards are on duty. This piece of the property also includes a playground. The next largest piece of the property fronts Lake Shore Road and includes portions of Muddy Creek. This piece of the property includes a small parking lot and pavilion, a larger parking lot for beach parking, a pedestrian bridge crossing the creek, and a basketball court. The next largest piece of the property fronts Kennedy Avenue and includes a bath house. A small triangular piece of the property fronts Lake Shore Road and contains lawn.



## Site 16

**Address:** 183 Kennedy Ave

**Parcel Number:** 250.09-1-48.1

**Parcel Size:** 0.53 acres

**Buildings:** None (although it appears the building on Site 17 may be right on the property line if not encroaching onto this property)

**Zoning:** NB and Lake Erie Beach Commercial Overlay

**Owner:** William Holland and Christopher Feinen

**Assessed Value:** \$60,000

**Environmental Constraints:** The western half of the property is located within the Special Flood Hazard Area (100-year flood zone).

**Property Use and Condition:** This property contains a gravel parking lot for overflow parking for patrons of Castaways Bar and Grill located across the street at Site 14. Patrons of Eddie Stroh's Tavern (located adjacent at Site 17) also utilize this parking lot.



## Site 17

**Address:** 9566 Lake Shore Rd

**Parcel Number:** 250.09-1-50.1

**Parcel Size:** 0.36 acres

**Buildings:** One commercial building in good condition. Built in 1986. 2,996 square feet

**Zoning:** NB and Lake Erie Beach Commercial Overlay

**Owner:** Michael A. Slawinski and Deborah Slawinski

**Assessed Value:** \$100,000

**Environmental Constraints:** The western two-thirds of the property is located within the Special Flood Hazard Area (100-year flood zone).

**Property Use and Condition:** This property contains a commercial building which currently houses Eddie Stroh's Tavern. The tavern has indoor and outdoor patio seating overlooking Lake Erie. The property contains a large parking lot for patrons with overflow parking available on the north side of the building at Site 16. The building itself appears to be right on the northern property line if not encroaching onto Site 16.



# Site 18

**Address:** 9553 Lake Shore Rd

**Parcel Number:** 250.09-2-42

**Parcel Size:** 0.15 acres

**Buildings:** One commercial building in poor condition. Built in 1950. Approximately 1,100 square feet

**Zoning:** NB and Lake Erie Beach Commercial Overlay

**Owner:** John Bingel

**Assessed Value:** \$20,000

**Environmental Constraints:** None

**Property Use and Condition:** This property used to house a much larger building; however, the majority of the building has been demolished. The property contains an apparently abandoned commercial building. Most of the site is covered in a concrete slab and the property is completely fenced off.



## Site 19

**Address:** 9569 Lake Shore Rd

**Parcel Number:** 250.09-2-43

**Parcel Size:** 0.17 acres

**Buildings:** One commercial building in excellent condition. Year built is unknown. Approximately 3,100 square feet

**Zoning:** NB and Lake Erie Beach Commercial Overlay

**Owner:** Thomas T. Spada

**Assessed Value:** \$70,000

**Environmental Constraints:** None

**Property Use and Condition:** This property contains a commercial building which currently houses Manguso Land Surveying, PC. The property includes a small gravel parking lot for employees and customers. The property is the historic location of the original Lake Erie Beach Fire Hall (the site is not included in the National or State Registers of Historic Places).



## Site 20

**Address:** 9579 Lake Shore Rd

**Parcel Number:** 250.09-3-1.11

**Parcel Size:** 0.28 acres

**Buildings:** None

**Zoning:** NB and Lake Erie Beach Commercial Overlay

**Owner:** Richard Alberts

**Assessed Value:** \$70,000

**Environmental Constraints:** The southern third of the property is located within the Special Flood Hazard Area (100-year flood zone) and the central third of the property is located within the 500-year flood zone.

**Property Use and Condition:** This property is a vacant commercial lot for sale.



## Site 21

**Address:** 9574 Lake Shore Rd

**Parcel Number:** 250.09-1-63.1

**Parcel Size:** 0.18 acres

**Buildings:** One sewage pump station in excellent condition. Year built is unknown. Approximately 1,250 square feet

**Zoning:** PF and Lake Erie Beach Commercial Overlay

**Owner:** Erie County Sewer District #2

**Assessed Value:** \$6,600

**Environmental Constraints:** The entire property is located within the Special Flood Hazard Area (100-year flood zone).

**Property Use and Condition:** This property houses the Point Breeze Pump Station, a critical component of the Erie County Sewer District Number 2



## 1 IMPLEMENTATION MATRIX

The implementation matrix is a guide to realizing the recommendations of the Lake Erie Beach Commercial District Revitalization Strategy.

### 1.1 HOW TO USE THE MATRIX

The matrix contains all of the recommendations in Section 3. The matrix outlines the steps the Town and its implementing partners could use to address each recommendation, as well as the following:

- Priority –Low, medium or high
- Phasing – Short, medium- or long-term
- Key partners in implementation
- Partner w/ Private Sector? – Whether or not the private sector has a role in implementing the measure
- Relative Cost – order of magnitude or other informed estimate of costs related to the implementation of the measure
- Funding Source– Potential grants and other sources
- Cost type
- Notes

Acronyms used in the implementation matrix

- ECIDA – Erie County Industrial development Agency
- ESDC – Empire State Development Corp.
- FTA – Federal Transportation Administration
- LEB – Lake Erie Beach
- LWRP –Local Waterfront Revitalization Program
- NFTA – Niagara Frontier Transportation Authority
- NYSDEC – New York State Department of Environmental Conservation
- NYSDOT – New York State Department of Transportation
- OPRHP – New York State Office of Parks, Recreation and Historic Preservation
- USEPA – US Environmental Protection Agency



Recommendation	Steps	Priority L-M-H	Phasing S-M-L	Key Partners	Partner w/Private Sector?	Relative Cost	Funding Source	Cost Type	Notes
<b>Economic Restructuring</b>									
<b>ER 1. Implement Street of Shops Concept in Master Plan Concept</b>	Engage current property owners on acquisition and land swap to accommodate "street of shops" concept and Castaways parking	H	S	Property owners	Y	\$0	N/A	Administrative	
	Develop marketing package to attract investors to develop street of shops	H	M	Property owners, potential investors	Y	\$5,000 to \$7,500	Town, property owners	Design services, printing, meeting expense	
<b>ER 2. Develop "pop up" retailing opportunities</b>	Work with owners to renovate interiors of two vacant restaurants for temporary retail uses on a low- or rent-free basis for a limited time	H	S	Property owners, potential tenants, potential retailers	Y	\$35-\$50/ square foot	Private, Restore NY, ECIDA financing, ESDC Empire Fund, LWRP	Match, private investment	Owners can list their available properties on popupinsider.com and thestorefront.com
	Develop a competition to recruit and select applicants using a scoring system for applications via a live "pitch" (Shark Tank style) at a public event or celebration	M	S	Property owners, potential retailers, public	Y	N/A	Private	Private investment	Retailer Rochester created a "shark tank" process, details here: <a href="https://www.retailertr Rochester.com/">https://www.retailertr Rochester.com/</a>
<b>ER 3. Develop a Boat Launch and Attract Kayak, Paddle Board and Wind Surfer Rentals</b>	Identify an area of the beach for boaters to park briefly while they unload and stage kayaks, canoes, paddleboards or other small craft from car rooftops.	H	S	Town, parks and rec	N	Varies	N/A	Town Highway/DPW	This can be as simple as marking several parking spaces for temporary parking for boaters and boarders

Recommendation	Steps	Priority L-M-H	Phasing S-M-L	Key Partners	Partner w/Private Sector?	Relative Cost	Funding Source	Cost Type	Notes
	Attract a kayak and paddleboard rental concern to bring rental boats and boards to the beach daily	H	S	Town, parks & rec, liveries	Y	\$0	N/A	Private investment	Local liveries include Packs, Peaks and Paddles; Silo City; Elevator Alley, Outer Harbor. A fun addition would be Hydrobike rentals
<b>ER 4. Develop a Farmer's Market</b>	Create a local farmer's market to increase Lake Erie Beach visitor activities and expenditures. Provide healthy food options with the help of a market manager.	L	M	Farmers, residents, local non-profits, Cornell Cooperative Extension	Y	\$25,000 for a feasibility study; \$100,000+ for implementation	USDA Agricultural Marketing Service	25% match can be in-kind services	Nearby farmers markets include markets in Blasdell and Hamburg
<b>ER 5. Revitalize Castaways and redevelop two nearby restaurant properties</b>	Update Castaways restaurant and two vacant nearby restaurants.	H	S	Property owner and partners	Y	Varies, \$150,000-\$300,000 for Castaways, less for the smaller buildings	Private, Restore NY, ECIDA financing, ESDC Empire Fund, LWRP	Building renovation	This is distinct from recommendation ER2 which is a temporary solution; this recommendation refers to a permanent tenancy
<b>ER 6. Focus scarce resources on activities to attract and retain businesses</b>	Concentrate on activities that will have tangible results such as new tenancies, improved building facades and tourism attraction	H	S	Property and business owners	Y	Varies	Private sources, possible LWRP	Façade renovations, volunteer cleanup campaigns	Efforts should focus on short-term methods of making the district look more appealing: façade improvements, clean ups, street and road striping, many baskets of flowers

Recommendation	Steps	Priority L-M-H	Phasing S-M-L	Key Partners	Partner w/Private Sector?	Relative Cost	Funding Source	Cost Type	Notes
<b>ER 7. Operate a trolley or shuttle between Lake Erie Beach Fire Department and Evangola State Park with stop at Lake Erie Beach</b>	Public transportation would increase parking options, and the potential visitors to Lake Erie Beach.	M	M	NYS DOT, NYSOPRHP, Erie County, NFTA, Lake Erie Beach Fire Department	N	Could be as low as \$100,000/year to operate one bus	Possible FTA grant as part of a strategy to enhance public transit in area	Operations	Test the market for this concept with a ridesharing service or work with a church, school or other organization that has a van it is willing to engage. An on-board "tour guide" would be a great way to market the area's history and attractions
<b>Promotions</b>									
<b>P 1. Co- Promote with Existing Entities</b>	Co-promote with cooperating non-profits, chambers and other destinations	H	S	Business and property owners, NYS ORPHP, Town destinations, local web aggregators, chambers, etc.	Y	Varies	Business and property owners	Advertising and promotions	
<b>P 2. Become an Eco-Tourism Education Center</b>	Work with environmental groups to engage interpreters who can explain raingardens and bioswales. Provide tours and	H	M	Buffalo Niagara Waterkeeper, Lake Erie Watershed	Y	Varies	Registration fees, sponsorships	Agency representatives may ask for compensation for time, materials,	

Recommendation	Steps	Priority L-M-H	Phasing S-M-L	Key Partners	Partner w/Private Sector?	Relative Cost	Funding Source	Cost Type	Notes
	activities for groups and children to prolong stays and increase repeat visits.			Protection Alliance, USEPA, NYSDEC				preparation or they may charge a registration fee to support the programming	
<b>P 3. Program the Space</b>	Prolong visitor engagement with year round activities.	M	M	Artists, crafters, naturalists, photographers, exercise instructors, etc., school adult ed program, YMCA	Y	Varies	Registration fees, sponsorships	Instructors are generally compensated for their time; some may require that students purchase special materials.	Coordinate with individuals and organizations to provide instructional and entertainment programming; more ambitious events such as BPO concerts and films are also possible.
<b>Operations</b>									
<b>O 1. Identify an Agency or Entity to Handle Promotion and Marketing</b>	Create new entity, work with existing entity, and assign marketing promotions to the existing Town office	H	M	Depends on approach		Varies	Depends on approach	Salary, fringes	One suggestion received was to add these duties to the Sturgeon Point Marina manager's tasks
<b>O 2. Form a Lake Erie Beach Business Association</b>	Develop a cooperative membership organization. This will help create and maintain an identity for the commercial	L	L	LEB business owners	Y	Varies	Business owners	Membership, cooperative advertising cost	This will begin to make sense when there are more businesses and events to promote

Recommendation	Steps	Priority L-M-H	Phasing S-M-L	Key Partners	Partner w/Private Sector?	Relative Cost	Funding Source	Cost Type	Notes
	district that is unique and dependent of other organization efforts.								
<b>O 3. Consider establishment of a business improvement district (BID) or special assessment district (SAD)</b>	Establishes a self-funding mechanism to fund marketing and improvements such as streetscapes and street furniture. Need 51% approval plus a larger business district.	L	L	LEB business and property owners	Y	Varies	Business and property owners	Assessment	This would be a next step after the needs outgrow the ability of the business association (above) to handle them.
<b>Design</b>									
<b>D 1. Adopt and Implement the New Waterfront Mixed- Use Zone</b>	This new district regulation will bring the entire waterfront character into focus and its design standards will represent town goals for the appearance of the waterfront	H	S	Town/Planning Board	N	None	N/A	Administration	Done!
<b>D 2. Address the Streetscape</b>	Current disorganization of the Lake Erie Beach District makes it unsafe for pedestrians and cyclists. Commission a design	H	M	NYS DOT, property and business owners	Y	\$35,000-\$50,000	LWRP, EPF	Consulting fees	The study should address the streetscape as well as the next two items: linkages and signage program. Design standards for parking areas, standards for green

Recommendation	Steps	Priority L-M-H	Phasing S-M-L	Key Partners	Partner w/Private Sector?	Relative Cost	Funding Source	Cost Type	Notes
	study for the right of way, sidewalks, bike lanes, crosswalks, landscaping (trees/plants) and street furniture to create a creating a visual identity for the area that will create a sense of place and spur investment								infrastructure, parking lot screening and access management should also be included. Applications for projects that implement the adopted and approved LWRP are generally favorably received
	Implement streetscape plan	H	M	NYS DOT, County	N	\$500,000	NYS DOT, Town, County	Construction, maintenance	
<b>D 3. Connection to Muddy Creek and Point Breeze Property</b>	Establish better connection points between the two sides of Lake Erie Beach over Muddy Creek as well as a direct connection between the Point Breeze Hotel property and the beach.	M	M	Property owners, Erie County	Y	Varies	Town, LWRP	Construction, maintenance	May require an easement from the owners of the Point Breeze Hotel property
<b>D 4. Interpretive Signs</b>	Create identity and marketing within the Lake Erie Beach district through interpretive signage program highlighting historic, cultural and natural resources of LEB.	M	L	NYS DOT, Erie County	Y	\$400-\$600 for small signs; \$2,500+ for interpretive panels; allow \$5,000 additional design services	LWRP	Design services, fabrication	