NEW YORK MAIN STREET TECHNICAL ASSISTANCE GRANT

VILLAGE OF LAKEWOOD

MIXED-USE BUILDING REUSE ANALYSIS & CHAUTAUQUA AVENUE PLAN

JULY 2018
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EXECUTIVE SUMMARY

The Village of Lakewood is a charming Chautauqua Lake community with a very appealing commercial corridor on Chautauqua Avenue. The corridor features a quaint feel and marvelous unobstructed view of the lake. Despite its innate appeal, the commercial district has failed to generate enough interest and investment to become a vibrant and sustainable district. To assist in its efforts to revitalize the district and breathe new life into the economy of Chautauqua Avenue, the Village obtained a New York Main Street Technical Assistance Grant. The purpose of the grant is to provide architectural evaluations of a limited number of buildings in its Chautauqua Avenue business district. The evaluations are part of a larger strategy that includes positioning the Village to be a successful applicant for a New York Main Street Target Area Building Renovation grant.

Three buildings were evaluated by the architects in the nearby Jamestown office of LaBella Associates. Exterior treatments were prepared. The treatments show the gateway buildings at the south end of Chautauqua Avenue located at 141 and 154 Chautauqua Avenue transformed from industrial brick bunkers into pleasing and welcoming signatures. The quaint but quirky coffee shop anchoring the north end of the business district at 28 Chautauqua Avenue receives a different kind of treatment as it marks a transition from commercial to more residential uses and provides a gateway to Hartley Park, Lakewood’s waterfront community gathering space.

To support the revitalization of the district, a retail market analysis was performed. The purpose of the analysis is to identify niches for retail development in downtown Lakewood and to quantify the demand for these shops. Additionally, an analysis of multi-family rental housing was performed to analyze the demand for this kind of housing in Lakewood.

Last, the study evaluates the community’s zoning as it impacts the downtown business district. A series of recommendations for zoning updates to support downtown revitalization are included. A model village/hamlet center district code with design principles and standards is appended for the Village’s adaptation and use.

The activities and findings of this study support the policies and recommendations of the community’s newly adopted comprehensive plan to revitalize and enhance the Chautauqua Avenue Business District.
The key findings and recommendations of this study are summarized below:

- Residential findings:
  - The Village has prioritized attracting younger singles and families to live in Lakewood and enacted policies to allow seniors to age in place within the community.
  - Lakewood has fewer traditional family units than other family-types. Its households consist of single people living alone, couples with no children and single parents with children.
  - Renter-occupied housing in the Village has been increasing as a proportion of housing overall.
  - Small average renter household sizes and small household sizes overall suggest a demand for smaller housing units.
  - Median housing unit values are high but have been diminishing.
  - Rents have been decreasing but a significant number of renters are cost-burdened or severely cost-burdened, suggesting that affordable apartments are needed.
  - There is a need for as many as 213 new rental units across all income ranges in the Village between 2016 and 2040, including 30 townhomes and 35 units in multifamily dwellings.

- Retail findings:
  - The large suburban shopping district on Fairmount Avenue, perpendicular to Chautauqua Avenue draws off much of the spending for Chautauqua Avenue.
  - The corridor could support a number of retail outlets serving local residents’ needs and wants as well as those of the visitor and tourist sectors.
  - Niches include specialty food store, small grocery, furniture and home furnishings and an optical shop.

- Zoning findings:
  - A Village-wide zoning update is pending in the future.
  - The Village would like to encourage mixed-use, infill, multi-family and denser development.
  - Design standards and guidelines will help the Village preserve and enhance the historic character of Chautauqua Avenue.
  - The Village should loosen restrictions on the location of bed and breakfast establishments and regulate them as it does short-term rentals.
The Village should allow upper-floor apartments and live-work spaces as of right in its retail district.

The Village should consider removing single-, two- and three-family housing from its B1 retail district to emphasize its primary function as a commercial corridor.

The Village should prohibit professional offices on the main floors of Chautauqua Avenue buildings.

Drive-up and drive through establishments should be prohibited except in side or rear yards.

Outdoor entertainment should be allowed with a special use permit.

The study also incorporated recommendations based upon the national Main Street Center’s four-point Approach to Main Street Revitalization: Economic Restructuring, Promotions, Organization and Design. Those recommendations are:

- **Economic Restructuring recommendations:**
  - Retain existing businesses
  - Attract new retailers to fill the niches identified in this study
  - Leverage existing resources and incentives to recruit businesses
  - Prioritize downtown residential development

- **Promotion recommendations**
  - Focus on filling vacant storefronts with attractive displays if not retailers
  - Engage in regional cross-promotion
  - Host walking tours of Lakewood beginning and ending downtown
  - Promote Lakewood Beach and Hartley Park destinations and arrivals by boat
  - Consider a downtown street festival

- **Organization recommendations**
  - Form a Business Association

1. **Design Recommendations**
   - Adopt design guidelines and standards for the Chautauqua Avenue Business District
   - Update the B1 zoning district
   - Develop Chautauqua Avenue as a shared roadway with a bicycle lane to promote multimodal use of the street
INTRODUCTION

The Village of Lakewood is located near the head of Chautauqua Lake on the outskirts of Jamestown. It is in the southeast corner of the county within the Town of Busti. State Route 394 is a major highway that runs through the village as Fairmount Avenue. Route 394/Fairmount Avenue connects the village to the Village of Chautauqua and Chautauqua Institution to the northwest and the City of Jamestown to the east.

Because of its ideal location as a regional shopping corridor, Fairmount Avenue has historically overshadowed the Village of Lakewood. The Village holds unique charms, particularly its northern portion’s Chautauqua Lake location, its charming architecture and its compact and attractive Chautauqua Avenue downtown.

The Village of Lakewood requested a $20,000 New York Main Street Technical Assistance Grant to complete reuse studies for several of its Chautauqua Avenue downtown district buildings. Many commercial properties in the district are significantly deteriorated and despite previous investments in the public sector there is significant disinvestment in both the buildings and the streetscape. Corridor upper floors and retail spaces are vacant. Funding is needed to repair the buildings, restore the area’s historic character and draw business interest. Overall, the Downtown Master Plan is expected to be a blueprint for implementing a comprehensive strategy to revitalize and reinvigorate Chautauqua Avenue as a destination to attract new businesses, residents and public and private investments.

HISTORIC SETTING

In the Gilded Age Lakewood was a renowned resort destination. The wood-framed resorts, all of which long ago burned or were razed, attracted well-to-do vacationers to enjoy a leisurely Chautauqua Lake summer break. Some leading Jamestown families built homes in Lakewood and the Village also attracted summer residents from farther afield. Among these was the Packard family of automobile fame. Warren Packard from Ohio, and his brother, John, of Pennsylvania came to Lakewood in the 1870s.

The Packard family figures prominently in the history of the village. The family’s largesse has contributed land and funding for a number of community objectives. Warren Packard’s home, the stately Packard Mansion, still stands converted into a condominium complex.
Lakewood’s Chautauqua Avenue was once a lively destination for seasonal shops and restaurants, anchored by the magnificent Green Farm, a mansion, B&B, gift shop and later tea room. As the Village evolved into a year-round community, its shops and restaurants struggled to stay afloat in light of increasing competition from busy NY 394, Fairmont Avenue, with its groceries, mall and big box stores and restaurants. Over time, the built environment has lost some of its appeal and economic distress and disinvestment have taken their toll.

The Village of Lakewood Community Development Corporation (LCDC) invested almost $2 million in a Chautauqua Avenue reconstruction project to improve the street, refresh the water service, bury the electric utility and install landscaping and streetscape elements to provide an incentive for investors and entrepreneurs to open shops and renovate buildings. The result has been only mildly encouraging and the Village sought Main Street Technical Assistance grant to reenergize the community through a renewed focus on the potential of the downtown corridor for community revitalization.

AN AUSPICIOUS FUTURE

The Village recently adopted a new comprehensive plan, its first in more than 40 years and in doing so defined a future of prosperity based upon making use of its most prominent assets: its lakeside location, the involvement of its activist and motivated citizens and its Chautauqua Avenue downtown business district. The Village is investing in improving its charming downtown Chautauqua Avenue business district to strengthen its economy, expand its tax base and enhance the community as a place to live, work and visit.

The Village wants to see downtown property owners reverse a period of disinvestment in downtown and improve the dense mixed-use and walkable district to attract new businesses and residents. The Village’s New York Main Street Technical Assistance grant is funding a Downtown Market Analysis for the Chautauqua Avenue business district and recommend design standards that will help the Village create and maintain a unique identity for Chautauqua Avenue. The most critical function of the grant is to work with three property owners to help them develop architectural concepts for reuse and revitalization of their buildings. Designs and scopes will be prepared for these participating buildings to be included in the Target Area Grant application.
PROJECT DESCRIPTION AND BOUNDARY

The Village received approval for its NYMS Technical Assistance Grant in early 2018. As part of the grant application a target area was developed that includes all of the commercial and mixed-use properties fronting Chautauqua Avenue from Richard O. Hartley Park to the north and the old Buffalo and Southwestern Railroad on the south. See Figure 1, page 6. At Chautauqua Avenue and East Second Street a single building occupies several parcels and the entire parcel grouping was included as a result.

The Village is committed to providing a process that is open and fair. To that end, in mid-March 2018, it hosted an information session for building owners to learn about the technical assistance study as well as the Target Area grant that is to follow. Representatives of the Village’s grant administrator, LaBella, attended to make a presentation (included in the appendices) and answer questions. Program applications were distributed at the meeting and made available afterwards. The purpose of the applications was to allow property owners to provide details about their buildings’ needs and the projects the owners would like to undertake.

Although the purpose of the portion of the grant funding the building reuse studies is to address three buildings, the applicants were made aware of the pending Target Area Building Renovation Grant and that all would be able to apply for that program.

FOCUS OF THE STUDY

The Village of Lakewood will focus on the following areas within this plan:

- Downtown Inventory including demographic data, lands use, land ownership, transportation and environmental conditions
- Detailed building inventory and analysis: size, use, vacancies, zoning, condition, photo-documentation
- Building inspections and evaluations
- Designs and scopes for renovation projects submitted for approval to the State Historic Preservation Office
- Economic and market evaluation for specific uses and scale (sq. ft.) of demand
- Housing market overview
- Recommendations for revisions to zoning as well as for design standards and architectural design guidelines to preserve character and quality of downtown
Outcomes of the project include:

- Priorities to attract specific target niche retailers and services and encourage a vibrant mix of uses
- Residential needs assessment for downtown
- Schematic level building plans and elevations, with estimated construction costs
- Recommendations for zoning, downtown design standards and architectural guidelines to reinforce and preserve the character of the corridor and to encourage other building redevelopment and reuse projects appropriate in scale and character
- Positioning Lakewood to administer a successful future NYMS Target Area Grant
- Implementation strategy including recommendations based on the National Trust Four-Point Main Street Approach.

EVALUATION OF APPLICATIONS

There were a total of 12 applications submitted by the April 2 deadline. Among these two are ineligible because they are completely residential. Appendix B summarizes the applications received.

A committee of five people was convened to evaluate the applications assisted by an architect from the LaBella Jamestown office. The evaluators are all residents of Lakewood and none own property or businesses on Chautauqua Avenue. The evaluation of score sheet included such criteria as:

- The building is in a key or signature location
- The building is, looks or can be restored to an historic appearance
- The renovated building will provide economic benefit to the community
- Regulatory or safety concerns would be addressed by the project
- The improvements will enhance the pedestrian experience
- The project is the building “highest and best use”
- The owner is committed to moving forward with the project

Three properties were designated as recipients for the architectural services: 28, 141 and 154 Chautauqua Ave. All property owners received written communication regarding the results.
LAKEWOOD  |   9

Figure 1 – Boundary

Legend
- Lakewood Study Area
- Properties

0  100  200 Feet

DATE: APRIL 2018

Sources:
1. Lakewood Study Area: Created by LaBella
2. Properties: Obtained from Chautauqua County
3. Roads: Obtained from TIGER/Lines Database (2010)
4. Background: ESRI Aerial Basemap

VILLAGE OF LAKEWOOD

NY MAIN STREET TECHNICAL ASSISTANCE GRANT
2180837

BOUNDARY MAP

FIGURE 1
BUILDING STUDIES

The project architect from the LaBella Jamestown office met with owners of the properties or their representatives. Each property was toured and photo documented with an emphasis on the exterior facades of each building. Improvements were proposed, color elevations prepared and preliminary cost estimates assembled. Each proposed renovation project has been submitted to the New York State Offices of Parks, Recreation and Historic Preservation’s State Historic Preservation Office (SHPO) as required by the New York Main Street Program. The SHPO finding of no effect letters are in Appendix C.

28 CHAUTAUQUA AVENUE

The owner, Vincent Gerace, met the architect at the site to review the Proposed Improvements listed on his Application and to tour the building. The major deficiency noted is the lack of handicapped accessibility, which was identified in the Application. Compounding that, is that the main walk to the porch currently has a single step down to where it meets the sidewalk; a tripping hazard and an unsafe condition.

BUILDING INSPECTION AND EVALUATION

The building itself is in good condition with some exceptions; the roof requires replacement, several windows are deteriorated, and a chimney requires attention, particularly to the top several courses, which are loose and could fall if not addressed.

While at the site, several things that might enhance the curb appeal were noted. With the exterior materials being largely maintenance-free and white, some color is needed to be introduced; perhaps the roof in combination with other elements. Another observation was signage. Currently there are two signs. One is a neon wall-mounted sign advertising the coffee shop, which is kitschy and attractive. There is also a post-mounted sign on the lawn. While generally attractive, it is very difficult to read from a vehicular...
standpoint, and difficult even from a pedestrian perspective. A more prominent sign, with appropriately sized text, perhaps a surround that emphasizes the Victorian-style building, would be beneficial. Lastly, in looking at the building itself, there might be something ornamental that could be added, that would have impact and underscore its Victorian heritage; perhaps a bargeboard in the prominent street-facing gable.

PROPOSED IMPROVEMENTS AND ELEVATIONS

Following this initial visit, a second visit was made for the purposes of recording more detailed measurements and to photo document the building and site. A Proposed Building Elevation and Proposed Site Plan were subsequently prepared that included the following:

- New handicapped accessible, ADA compliant ramp constructed of largely maintenance-free materials that would mimic the existing porch balustrade and complement the style of the building. An option to place the ramp on the side of the building so that it does not obscure the porch could also be explored. Feasibility of this option would depend entirely upon interior accessibility for wheelchairs. This option could certainly be more expensive and the preliminary budget should be increased by as much as $10,000 to accommodate the ramp in this location.
- New handicapped accessible concrete walk to the ramp.
- New stamped concrete paving to incorporate a terrace for tables and chairs, or to accommodate off-street parking in the winter. This terrace also incorporates the walkway from the Village sidewalk to the front porch, and eliminates the single step tripping hazard that currently exists.
- New colorful awning over the picture window of the coffee shop.
- New window flower box with decorative bracket supports at the picture window.
- New decorative gable bargeboard for period appropriate Victorian appeal.
- Replacement of the roof; the green shingles indicated provide a nice contrast of color to the white house and offer more visual appeal when compared to the current light gray shingles.
- New signage that offers improved visibility and visual impact.
- Window replacement and chimney reconstruction.

The proposed site plan and elevations are below.
PROPOSED SITE ELEVATION - 28 CHAUTAUQUA AVENUE

NEW YORK MAIN STREET TECHNICAL ASSISTANCE STUDY

Village of Lakewood
Lakewood, New York
NEW GABLE BARGEBOARD
DECORATIVE TRIM

NEW ROOFING SHINGLES

NEW HANDICAPPED ACCESSIBLE
RAMP WITH VINYL RAILING SYSTEM,
CELLULAR PVC/VINYL BALUSTERS,
RAILS, POST SLEEVES, ETC. WITH
COMPOSITE DECKING

NEW CANVAS AWNING

NEW CELLULAR PVC
WINDOW BOX WITH
BRACKETS

PROPOSED BUILDING ELEVATION - 28 CHAUTAUQUA AVENUE
SCALE 1/4" = 1'-0"

NEW YORK MAIN STREET TECHNICAL ASSISTANCE STUDY
Village of Lakewood
Lakewood, New York
SCOPE OF WORK AND ESTIMATED COST

The overall estimated cost for the project is $61,500 and includes refinishing the hardwood floor in the coffee shop. The preliminary cost estimates prepared by the LaBella Architect is detailed below:

A. ROOF REPLACEMENT ................................................................. $ 18,000
Remove existing asphalt shingles to deck. Install exterior grade sheathing, ice and water shield membrane at eaves, valleys, etc., roof felt and flashing as required, and install new 30-year asphalt shingles.

B. HANDICAPPED ACCESSIBLE RAMP ........................................... $ 22,000
Construct new ADA compliant ramp with maximum slope of 1:12 to existing porch, consisting of treated wood framing, cellular PVC skirt trim, composite decking, 1 ½” diameter vinyl handrail system, cellular PVC post sleeves, balusters and rails.

C. PAVING ....................................................................................... $ 12,000
Replace existing concrete parking with new stamped concrete terrace/parking area, remove existing concrete sidewalk with step to front porch in its entirety, remove portion of existing concrete walk at side yard, construct new concrete sidewalk to ramp.

D. WINDOW REPLACEMENT .............................................................. $ 4,000
Replace three large picture windows with new vinyl windows

E. FABRIC AWNING........................................................................... $ 1,000

F. NEW SIGN .................................................................................. $ 1,500

G. GABLE BARGEBOARD ................................................................. $ 1,500
• Install decorative gable end Victorian trim.

H. REFINISH EXISTING HARDWOOD FLOOR IN COFFEE SHOP ........... $ 1,000

I. CHIMNEY RECONSTRUCTION ....................................................... $ 500
• Rebuild upper 3 courses of chimney, install cap stone.

TOTAL CONSTRUCTION ....................................................................... $ 61,500

NB: If Option II for the ramp is implemented, placing it on the side of the building, the budget could increase by as much as $10,000.
Building owners Brian DeVine and Craig Acklin, along with Brian’s wife, Danielle met with the architect at the building. Proposed improvements listed were reviewed as listed on the original application for participation in the program but now with more focus on the Chautauqua Avenue façade. An interior tour included both floors of the building, and the basement level. Not listed on the desired improvements, but a deficiency noted, was the lack of handicapped accessibility. A single 8” step at the main entrance poses a significant barrier to someone in a wheelchair or with ambulatory issues.

BUILDING INSPECTION AND EVALUATION

The building is in generally good condition but requires exterior attention. The sides and rear in particular will need masonry restoration and repairs. There appears to be much staining and discoloration of the upper courses, perhaps a result of water infiltration or roof issues in the past. Windows will need to be replaced, primarily at the second story. Many of the first floor windows have been recently replaced, including all those at the front façade. The interior spaces of the first floor have been very nicely detailed and finished, and should be disturbed as little as possible.

The owners noted their intentions of providing residential units on the second floor in the future, which is largely wide open space currently. At that time it will be necessary to provide the code-required fire separation between commercial first floor and residential second floor, and to address other pertinent code requirements including, but not limited to, vertical circulation by means of an accessible elevator, emergency exiting/stairs, sprinkler system if required, fire detection systems, compliance with the Energy Conservation Code, etc.

The owners suggested that perhaps the front façade could incorporate balconies, French doors, and other detailing to give it a New Orleans/French Quarter appeal. The façade, which is quite plain and devoid of visual interest, would seem to make a worthy candidate for this type of makeover. The overall observation of the building is that the main entrance of the building also lacked impact, and needed more visual appeal.

PROPOSED IMPROVEMENTS AND ELEVATIONS

Following this initial visit, a return trip was made to record more detailed measurements and to photo document the building. A Proposed Building Elevation was prepared that included the following:

- New cornice with substantial overhang, detailed with large, decorative cast/wrought iron brackets and roofed with standing seam metal panels, with an aged copper patina. The cornice would wrap both front corners of the façade approximately 4’-0” onto the sides of the building.
• New French inswinging doors at the 2nd floor, with metal balcony balustrade and detailed cellular PVC trim and moldings beneath.
• New entrance canopy with large, decorative support brackets at the ends, standing seam metal roofing, signage incorporated into the canopy trim, flanked with wall-mounted exterior lighting fixtures.
• New handicapped accessible, ADA compliant concrete ramp with decorative metal balustrade and handrails.
• New casement windows at the 2nd floor.
• Decorative lintels at the 1st floor windows, front façade.

The proposed elevation is below.
EXISTING ELEVATION

NEW CORNICE WITH STANDING SEAM METAL ROOFING (WRAP CORNERS APPROX 4'-0")

NEW METAL BRACKETS, TYP.

NEW IN-SWINGING FRENCH DOORS WITH BALCONY BALUSTRADE

NEW DECORATIVE CAST STONE LINTEL

NEW BRACKETED ENTRANCE CANOPY WITH STANDING SEAM METAL ROOFING

NEW CASEMENT WINDOWS

NEW DECORATIVE BRACKETS AT ENTRANCE ALCOVE

EXISTING DOORS TO REMAIN

PROPOSED BUILDING ELEVATION - 141 CHAUTAUQUA AVENUE
SCHEDULE 1/6'-1/8"

Village of Lakewood
LAKEWOOD, NEW YORK
SCOPE OF WORK AND ESTIMATED COST

The overall estimated cost for the project is $71,000 as detailed below.

A. CORNICE ........................................................................................................ $ 14,000
Construct new cornice with cellular PVC crown molding and trim, large decorative cast iron brackets, and standing seam metal roofing.

B. HANDICAPPED ACCESSIBLE RAMP ............................................................. $ 8,000
Construct new ADA compliant ramp with maximum slope of 1:12 to existing stoop. Ramp to be constructed of concrete with decorative cast/wrought iron balusters, top and bottom rails, with 1 ½” handrails.

C. ENTRANCE CANOPY ................................................................................... $ 12,000
Construct new entrance canopy projection over main entrance, with cellular PVC moldings and trim, large support brackets at ends and standing seam metal roofing that terminates at new cornice.

D. EXTERIOR FRENCH DOORS AND BALCONIES ......................................... $ 26,000
Remove four windows and existing masonry at the second floor to accommodate installation of aluminum or vinyl clad in-swinging French doors with grilles. Install new lintels and decorative balconies with cast/wrought iron balustrades and cellular PVC -trimmed and detailed support structures at enlarged openings.

WINDOW REPLACEMENT .................................................................................. $ 4,000
Replace four existing windows at the second floor with aluminum or vinyl clad casement windows with insulated glazing.

NEW SIGN ......................................................................................................... $ 1,500
Incorporate new signage into proposed canopy.

CAST STONE LINTELS ...................................................................................... $ 3,500
Install cast stone or stone appliqué lintels at first floor façade windows.

LIGHTING ........................................................................................................... $ 2,000
Install new, large, decorative wall-mounted lighting fixtures to flank proposed entrance canopy.

TOTAL CONSTRUCTION ................................................................................... $ 71,000
The project architect spoke with building owner, Dr. William Begalla of Youngstown, Ohio, by phone. The discussion centered around the proposed improvements listed on the application, and in particular addressed the need to enhance the façade, and discussed various options and ideas. The building’s tenant obliged by providing access and a building tour.

**BUILDING INSPECTION AND EVALUATION**

The tenant resides in a second-floor apartment, accessible by a covered exterior stairway. The first floor of the building appears to have been most recently a mechanic’s garage, and expectedly, is in pretty rough shape for any other kind of potential occupant. Significant upgrades will be required to convert this floor into commercial space or offices, including addressing the electrical, mechanical, plumbing systems, all new partitions, restrooms, finishes, etc., and the code-required fire separation between first floor and tenant above. There is very low headroom at the first floor, which might complicate renovations. An environmental analysis will be needed to identify any hazardous materials, such as asbestos – based on visual observation – which will need to be abated or addressed in a code-compliant manner at the appropriate time.

The building exterior is also in pretty rough condition. The masonry will need attention, particularly the concrete block side and rear walls, which will need to be repointed, repaired, and either painted or resurfaced with another material such as vinyl siding, Exterior Insulation Finish System, metal siding, etc. All windows should be replaced with energy efficient, insulated glazing units. Based on the information provided to me by the owner, the roof is in need of total replacement. Re-roofing, which should incorporate the required R-value insulation as required by the Energy Conservation Code, will greatly enhance the integrity of the building envelope.

Particular attention was paid to the façade. The brick masonry is in decent shape, but requires some cleaning and sealing, with minor to moderate repointing of the joints. The existing first floor windows are single-pane glazed and quite deteriorated. The door and frame are of wood and also in need of replacement. Overall, there is a general lack of curb appeal to the building, but its blank canvas offers much potential, and its location, at the entry point to the Village’s downtown, is very important. The building nearly abuts the sidewalk, but fortunately, the entrance is at
grade, enabling handicapped accessibility to be incorporated to the first floor without any major exterior alteration work.

PROPOSED IMPROVEMENTS AND ELEVATIONS

Following this initial visit, a second visit was made to record more detailed measurements and to photo document the building. A Proposed Building Elevation was prepared that included the following:

- Existing brick to be repointed, cleaned and sealed
- Removal of the existing first floor windows and second floor window, and replacement with new aluminum or vinyl clad windows (with transoms at the first floor) with insulated glazing and decorative muntins/grilles. Incorporation of cellular PVC trim and recessed panels at the window locations to offer enhanced curb appeal and visual interest.
- New expanded aluminum storefront entrance system with new door and sidelights, with cellular PVC trim and cornice.
- Install new standing seam metal roof panels at the exterior stairway to the apartment.
- New cornice with decorative brackets at the ends that frame the second-floor window.
- New colorful canvas awnings.
- New lighting at the main entrance.
- New signage with lighting.

The proposed elevation is below.
SCOPE OF WORK AND ESTIMATED COST

The preliminary cost estimate for improvements to 154 Chautauqua Avenue is $90,500 as detailed below.

A. MASONRY RESTORATION ............................................................................. $ 10,000
Repoint existing brick façade as required, clean and seal.

B. NEW ENTRANCE ................................................................................................. $ 9,000
Remove existing door and frame. Expand masonry opening to accommodate new aluminum storefront system with door and sidelights. Install cellular PVC trim and crosshead pediment at opening perimeter.

C. WINDOW REPLACEMENT .............................................................................. $ 16,000
Remove existing ground floor windows at façade and remove brick below. Install new insulated aluminum or vinyl clad windows with transoms and grilles. Install cellular PVC trim and recessed panels. Remove existing second floor window at façade and wood paneling infill. Install new insulated aluminum or vinyl clad double casement window with grilles. Install cellular PVC trim and recessed panels.

D. CORNICE ............................................................................................................ $ 4,000
Construct new cornice over 2nd floor window, consisting of cellular PVC crown and trim, moldings, etc., with decorative support brackets at ends. Install flat seam metal roofing at cornice projection, and flash into existing brick.

E. CANVAS AWNINGS ............................................................................................ $ 2,500

F. NEW SIGNAGE .................................................................................................  $ 2,000

G. NEW LIGHTING .................................................................................................  $ 2,000
Wall-mounted decorative globe sconces flanking entrance, and fixtures to illuminate signs.

H. ROOFING REPLACEMENT .............................................................................. $45,000
Remove existing roofing. Install new fully adhered EPDM system including rigid insulation. Replace roofing over stair to 2nd floor with standing seam metal roofing. (Cost indicated does not include any hazardous materials abatement, i.e. asbestos, etc.)

TOTAL CONSTRUCTION ...................................................................................... $ 90,500
EXISTING CONDITIONS

In order to identify opportunities and constraints in the corridor, an inventory of factors that influence development is required. The characteristics reviewed under the Inventory and Analysis section include: land use, zoning, underutilized sites, transportation systems, infrastructure systems, land ownership, historic, and recreational resources.

Chautauqua Avenue is a quaint central business district offering local goods and services. The buildings are historic style commercial and modern commercial buildings. Just off the corridor on Summit Avenue West are downtown anchors, the historic Village Hall and the Lakewood Memorial Library, both brick. The remainder is a mix of commercial uses, community services and historic houses. On the corridor, most of the buildings are wood and masonry/brick siding. Architectural features include some large porches. Lot and building sizes vary considerably, setbacks are minimal. The area is relatively flat with a downhill gradient to the lake. There is a distinct and direct view down the street to the waterfront and physical connections to the waterfront and park. Streets have curbs, sidewalks and on-street parking. The streetscape is relatively new and street trees are young and not predominant. Electric service has been buried.

LAND USE AND ZONING

LAND USE

Existing land uses on the corridor are predominantly commercial with a smattering of vacant parcels and one community services parcel, a former strip plaza unfortunately being reused as Busti Town Hall at Chautauqua Avenue and East Second Street. On the east side of the street north of Alta Way the character becomes much more residential. On the west side of the street north of Alta Way a mixed commercial and residential character prevails.

Richard O. Hartley Park/Lakewood Beach is an approximately 3.75-acre community park that anchors the northern end of the target area.
ZONING

The corridor comprises almost all of the Village’s Retail Business, B1 zoning district. On the west side of Chautauqua Avenue within the target area is all zoned B1. On the east side of at the southern end of the target area are two B2 Highway Business parcels. The three northernmost parcels on the east side of the corridor are zoned R2 Multiple Family.

The target area zoning districts are summarized below:

RETAIL BUSINESS B1

The retail business district promotes smaller scale commercial uses mixed with residential uses.

HIGHWAY BUSINESS B2

The Highway Commercial District is intended to provide space for auto-oriented commercial uses. The District is mainly located along the Fairmount Avenue strip and in the target area, at the railroad gateway on the east side of the corridor.

MULTIPLE FAMILY R2

The R2 District promotes neighborhoods with a mix of residential uses at a greater density than in the single-family R1 district.

COMPREHENSIVE PLAN GUIDING POLICIES AND RECOMMENDATIONS

The 2016 comprehensive plan policies state that the Chautauqua Avenue business district buildings should support the unique heritage character of the village, maintaining setbacks equal to surrounding buildings, transparent ground floors and façades parallel to street. The plan also recommends that signage in commercial and mixed-use districts be limited to attached on-premises signs. Dark sky compliant lighting is recommended for commercial and mixed use districts.

Zoning, land use and housing recommendations of the new comprehensive plan relevant to Chautauqua Avenue include:

- Encourage mixed-use development
- Develop design standards
- Provide more opportunity for multi-family housing
- Establish a mixed-use district with a wide range of uses
• Establish a gateway at Chautauqua Avenue and Hartley Park
• Improve the transient boat dock at Hartley Park
• Expand Hartley Park when feasible

UNDERUTILIZED AND VACANT SITES

Several properties in the corridor are vacant and/or underutilized. They are:

• 151 Chautauqua Ave.
• 1 East Second St.
• 103 Chautauqua Ave.
• 67 Chautauqua Ave.
• 154 Chautauqua Ave.
TRANSPORTATION, INFRASTRUCTURE, HISTORIC AND RECREATION RESOURCES

TRANSPORTATION

The corridor is mostly served by local roads which are designed for basic access between areas of the Village and connections to arterials and collectors. Summit Street provides east-west access to the Village from Fairmount Avenue at either end of the village. A minor arterial, Summit Street had 1,963 (2013) average annual daily traffic (AADT) between the Busti Town line east the Chautauqua Avenue and 2,449 AADT (2015) between Chautauqua Avenue and the Town of Ellicott line to the east.

Chautauqua Avenue is the principal gateway to the village. It is a wide commercial corridor with parallel parking throughout except the core of the commercial district where there is angled parking. As previously noted, the electric service is buried. The electric service was a project of the Lakewood Community Development Corp. which also paid for streetscape enhancement as part of a $2+ million project.

Lakewood is an active biking and walking community. There are no trails in the Village at this time. Summit and Terrace streets are county bike routes; they do not have bike lanes.

INFRASTRUCTURE

The corridor is fully serviced:

- Public sewer is owned by the South & Center Chautauqua Lake Sewer District
- Electricity to the Village is provided by National Grid
- Public water is provided by the Jamestown Board of Public Utilities
- Internet and cable are provided by Time Warner, now Spectrum
- Bestway Disposal of Fredonia is the solid waste removal contractor and Village residents can also purchase stickers to use the Town’s transfer station.

HISTORIC RESOURCES

There are no National Register-listed buildings in Lakewood. Despite the fact that the Gilded Age resorts are more, several landmark buildings remain. Among these is the Green Farm, also known as the Sorg Mansion. It is located at 3 W. Terrace St. and has been vacant since 2002.
There is a network of 14 historic markers that interpret the resorts, cottages, hotels and beautiful homes that once stood in the Village. These markers, 10 of which are located in the Target Area, comprise an informal self-guided tour of the Village. “Year built” markers are available to homeowners and homes dating from 1830 are identified.

RECREATION RESOURCES

Hartley Park serves as an outdoors entertainment destination for summer concerts, fireworks display and other events. It is a popular destination for wedding and graduation photos. Its facilities include a beach and beach house, tennis courts, basketball court, playground, gazebo and public dock.
ECONOMIC AND MARKET ANALYSIS

The purpose of the economic and market analysis is to assist in the revitalization of Chautauqua Avenue. The analyses provided here are intended as guidance to current building owners, as well as to potential future owners and/or developers about the potential retail and residential niches that the Village could serve. The residential portion of the analysis focuses on multi-family and apartment settings as these are the most appropriate for a downtown setting.

BASIC DEMOGRAPHICS

The population in the Village of Lakewood has declined by more than ten percent between 2000 and 2016, while Chautauqua County has only experienced a decline of about six percent over the same time period (Table 1). However, the rate of population decline has been slowing within both the Village and County. Long-term population projections for Chautauqua County indicate a continued population decline, which is consistent with population projections for the Western New York Region as a whole.

Table 1: Population Trends – Village of Lakewood and Chautauqua County - 2000-2016

<table>
<thead>
<tr>
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<tbody>
<tr>
<td></td>
<td>2000</td>
<td>2010</td>
<td>2016</td>
<td>#</td>
</tr>
<tr>
<td>Village of Lakewood</td>
<td>3,258</td>
<td>3,002</td>
<td>2,919</td>
<td>-256</td>
</tr>
<tr>
<td>Chautauqua County</td>
<td>139,750</td>
<td>134,905</td>
<td>131,748</td>
<td>-4,845</td>
</tr>
</tbody>
</table>

Source: US Census Bureau 2000 and 2010 SF1 Decennial Census, American Community Survey 2012-2016 Estimates

Within the Village of Lakewood, the median age of the population increased between 2000 and 2010 and then decreased between 2010 and 2016 (Table 2). This decrease in median age is contrary to most municipalities within Chautauqua County and to Chautauqua County itself where there has been a general aging trend. Despite this fact, the median age of residents in the Village is still older than that of Chautauqua County. This declining median age suggests the Village is gaining youth, young adults, and families with children, losing elderly residents, or some combination of the two.

Table 2: Trends in Median Age – Village of Lakewood and Chautauqua County - 2000-2016

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</thead>
<tbody>
<tr>
<td>Village of Lakewood</td>
<td>43.2</td>
<td>47.3</td>
<td>46.2</td>
<td>9.5%</td>
<td>-2.3%</td>
<td>6.9%</td>
</tr>
<tr>
<td>Chautauqua County</td>
<td>37.9</td>
<td>40.9</td>
<td>42.0</td>
<td>7.9%</td>
<td>2.7%</td>
<td>10.8%</td>
</tr>
</tbody>
</table>

Source: US Census Bureau 2000 and 2010 SF1 Decennial Census, American Community Survey 2012-2016 Estimates
The Village of Lakewood has a larger percentage of dependents under the age of 18 and a much larger percentage of seniors 65 years old and older as compared to Chautauqua County (Chart 1).

Chart 1: Age Cohorts – Village of Lakewood and Chautauqua County - 2016

The total population in Chautauqua County is expected to decline by nearly 10 percent by 2030, and continue to decline by an additional seven percent by 2040 (Chart 2). This general declining trend is expected for all age cohorts except the 65+ age cohort. Instead, the 65+ age cohort is expected to increase by more than 25 percent by the year 2030.

Chart 2: Population Projections by Age Cohorts - Chautauqua County - 2010-2040
The trends of an overall declining population and an increasing 65+ age cohort indicate a general aging of the population in Chautauqua County (Chart 3). By 2040, 47 percent of the population will be over 45 years of age.

Chart 3: Age Cohort Distribution Projections – Chautauqua County - 2010-2040

Source: US Census Bureau 2010 SF1 Decennial Census, Cornell University Program on Applied Demographics

The Village of Lakewood’s residents generally have a higher education as compared to residents of Chautauqua County as a whole (Chart 4). Nearly 50 percent of the Village’s population (≥25 years of age or older) has obtained an associate’s degree or higher as compared to the County’s 34 percent.
HOUSEHOLD INCOME AND POVERTY

The median household income for the Village of Lakewood is currently and has historically been greater than that of Chautauqua County households (Table 3). While it appears as if the median household income has generally increased since 2000, when taking into account inflation, the median household income has actually decreased by 17 percent in the Village. Village households have greater buying power than their County counterparts.

Table 3: Median Household Income – Village of Lakewood and Chautauqua County - 2000-2016

<table>
<thead>
<tr>
<th>Area</th>
<th>Median HH Income (Year)</th>
<th>% Change 2000-2010</th>
<th>% Change 2010-2016</th>
<th>% Change 2000-2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Village of Lakewood</td>
<td>$40,364</td>
<td>$42,047</td>
<td>$48,241</td>
<td>4.2%</td>
</tr>
<tr>
<td>Chautauqua County</td>
<td>$33,458</td>
<td>$40,639</td>
<td>$43,211</td>
<td>21.5%</td>
</tr>
<tr>
<td>Adjusted for Inflation to 2016 $</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Village of Lakewood</td>
<td>$58,108</td>
<td>$46,146</td>
<td>$48,241</td>
<td>-20.6%</td>
</tr>
<tr>
<td>Chautauqua County</td>
<td>$48,166</td>
<td>$44,601</td>
<td>$43,211</td>
<td>-7.4%</td>
</tr>
</tbody>
</table>


More than fifty percent of Village households have annual incomes less than $50,000 (Chart 5). Despite this fact, the Village has a larger percentage of households in the upper two income cohorts ($100,000 to $124,999 and $125,000 or more) as compared to Chautauqua County.
The poverty rate in the Village of Lakewood is currently and has historically been much lower than that of the County (Table 4). However, it should be noted that the percentage of individuals living below the poverty rate has generally been increasing at a greater rate within the Village as compared to the County. The Village’s poverty rate increased from 5.5% in 2000 to 12.9% in 2016.

Table 4: Poverty Trends – Village of Lakewood and Chautauqua County - 2000-2016

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</thead>
<tbody>
<tr>
<td>Village of Lakewood</td>
<td>5.5%</td>
<td>11.3%</td>
<td>12.9%</td>
<td>5.8%</td>
<td>1.6%</td>
<td>7.4%</td>
</tr>
<tr>
<td>Chautauqua County</td>
<td>13.8%</td>
<td>17.1%</td>
<td>19.4%</td>
<td>3.3%</td>
<td>2.3%</td>
<td>5.6%</td>
</tr>
</tbody>
</table>

RESIDENTIAL MARKET

The Village of Lakewood would like to attract new residents to a diversity of housing choices. New, denser housing choices, including smaller and more affordable apartments and condominiums will appeal to smaller families and individuals as well as individuals. New apartments above retail spaces along Chautauqua Avenue will densify the community and animate the street with the comings and goings of residents, shoppers and visitors.

DEMOGRAPHICS RELATED TO THE HOUSING MARKET

In general, the total number of households within the Village of Lakewood has decreased over time. According to the most recent census data, the Village had 1,366 households.

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 (Chart 6). This breakdown of the traditional family unit is evident further when considering households with children. Within the Village, considering only family households with children present, more than half (54%) are headed by a single parent – a 172% increase in the raw number of single parent families with children since 2000. The percentage of traditional married couple families with child(ren) has been steadily decreasing over time.
A review of housing stock trends and characteristics provides insight into the local market’s need for residential development. The number of housing units within the Village of Lakewood has decreased slightly between 2000 and 2016 (Table 5). Unlike the Village, Chautauqua County has experienced growth in the total number of housing units. Vacancy rates have increased over time in both the Village and the County. More than 34 percent of the Village’s occupied housing units are renter occupied and renter occupancy has been increasing over time.
Table 5: Units, Occupancy, & Tenure Trends – Village of Lakewood and Chautauqua County - 2000-2016

<table>
<thead>
<tr>
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<th>Village of Lakewood</th>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Housing Units</td>
<td>1,731</td>
<td>1,698</td>
<td>1,726</td>
<td>-33</td>
<td>28</td>
</tr>
<tr>
<td>Vacant Units ¹</td>
<td>14.8%</td>
<td>17.4%</td>
<td>20.9%</td>
<td>2.5%</td>
<td>3.5%</td>
</tr>
<tr>
<td>Occupied Units ¹</td>
<td>85.2%</td>
<td>82.6%</td>
<td>79.1%</td>
<td>-2.5%</td>
<td>-3.5%</td>
</tr>
<tr>
<td>Owner-Occupied ²</td>
<td>72.0%</td>
<td>69.0%</td>
<td>65.9%</td>
<td>-3.0%</td>
<td>-3.1%</td>
</tr>
<tr>
<td>Renter-Occupied ²</td>
<td>28.0%</td>
<td>31.0%</td>
<td>34.1%</td>
<td>3.0%</td>
<td>3.1%</td>
</tr>
</tbody>
</table>

Chautauqua County

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Total Housing Units</td>
<td>64,900</td>
<td>66,920</td>
<td>66,722</td>
<td>2,020</td>
<td>-198</td>
<td>1,822</td>
</tr>
<tr>
<td>Vacant Units ¹</td>
<td>16.0%</td>
<td>18.9%</td>
<td>21.0%</td>
<td>2.9%</td>
<td>2.0%</td>
<td>5.0%</td>
</tr>
<tr>
<td>Occupied Units ¹</td>
<td>84.0%</td>
<td>81.1%</td>
<td>79.0%</td>
<td>-2.9%</td>
<td>-2.0%</td>
<td>-5.0%</td>
</tr>
<tr>
<td>Owner-Occupied ²</td>
<td>69.2%</td>
<td>68.0%</td>
<td>70.0%</td>
<td>-1.3%</td>
<td>2.0%</td>
<td>0.7%</td>
</tr>
<tr>
<td>Renter-Occupied ²</td>
<td>30.8%</td>
<td>32.0%</td>
<td>30.0%</td>
<td>1.3%</td>
<td>-2.0%</td>
<td>-0.7%</td>
</tr>
</tbody>
</table>

Notes: ¹ Percent of Total Housing Units
       ² Percent of Occupied Housing Units
Source: US Census Bureau 2000 and 2010 SF1 Decennial Census, American Community Survey 2012-2016 Estimates

The average size of owner-occupied households has decreased since 2000 in Chautauqua County and particularly in the Village of Lakewood (Table 6). For renter-occupied households, the average size has increased in both the Village and the County. In fact, within the Village, the average renter-occupied household is currently larger than that of the average owner-occupied household. Both owner-occupied and renter-occupied household sizes in the Village are smaller than the County’s.

Table 6: Average Household Size – Village of Lakewood and Chautauqua County - 2000-2016

<table>
<thead>
<tr>
<th></th>
<th>Village of Lakewood</th>
<th></th>
<th></th>
<th></th>
<th>Chautauqua County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner-Occupied</td>
<td>2.40</td>
<td>2.28</td>
<td>2.12</td>
<td>2.56</td>
<td>2.46</td>
</tr>
<tr>
<td>Renter-Occupied</td>
<td>1.72</td>
<td>1.81</td>
<td>2.18</td>
<td>2.18</td>
<td>2.17</td>
</tr>
</tbody>
</table>

Source: US Census Bureau 2000 and 2010 SF1 Decennial Census, American Community Survey 2012-2016 Estimates

The Village of Lakewood has a higher percentage of single-family detached and single-family attached (townhouses) homes compared to Chautauqua County (Table 7). The Village also has a higher percentage of structures with 5 to 9 units, 10 to 19 units, and 50 or more units as compared to the County. The high percentage of people living in structures with more than 50 units can be attributed to senior housing facilities.
Table 7: Units in Structure – Village of Lakewood and Chautauqua County - 2016

<table>
<thead>
<tr>
<th></th>
<th>Village of Lakewood</th>
<th>Chautauqua County</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, detached</td>
<td>71.0%</td>
<td>68.3%</td>
</tr>
<tr>
<td>1, attached</td>
<td>2.7%</td>
<td>1.7%</td>
</tr>
<tr>
<td>2 unit</td>
<td>8.1%</td>
<td>10.8%</td>
</tr>
<tr>
<td>3 or 4</td>
<td>4.1%</td>
<td>5.8%</td>
</tr>
<tr>
<td>5 to 9</td>
<td>2.3%</td>
<td>2.1%</td>
</tr>
<tr>
<td>10 to 19</td>
<td>4.1%</td>
<td>1.7%</td>
</tr>
<tr>
<td>20 to 49</td>
<td>0.5%</td>
<td>1.6%</td>
</tr>
<tr>
<td>50 or more</td>
<td>3.2%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Mobile home</td>
<td>4.1%</td>
<td>6.6%</td>
</tr>
</tbody>
</table>

Source: American Community Survey 2012-2016 Estimates

Since 2000, there has been a general increase in owner-occupied homes in the Village for all housing values greater than $150,000 (Table 8). The most significant increase was in homes valued at $150,000 to $199,999. However, the largest proportion of owner-occupied home within the Village was $50,000 to $99,999. When considering inflation, median housing value decreased by nearly nine percent in the Village and by five percent in the County.

Table 8: Housing Value of Owner-Occupied Households - Village of Lakewood and Chautauqua County - 2000-2016

<table>
<thead>
<tr>
<th>Housing Value</th>
<th>Village of Lakewood</th>
<th>Chautauqua County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $50,000</td>
<td>267</td>
<td>136</td>
</tr>
<tr>
<td>$50,000 to $99,999</td>
<td>509</td>
<td>452</td>
</tr>
<tr>
<td>$100,000 to $149,999</td>
<td>157</td>
<td>186</td>
</tr>
<tr>
<td>$150,000 to $199,999</td>
<td>36</td>
<td>102</td>
</tr>
<tr>
<td>$200,000 or more</td>
<td>86</td>
<td>154</td>
</tr>
<tr>
<td>Median Value (adjusted)</td>
<td>$74,100</td>
<td>$88,300</td>
</tr>
<tr>
<td>(adjusted for inflation)</td>
<td>$106,674</td>
<td>$96,908</td>
</tr>
</tbody>
</table>


Since 2000, the Village of Lakewood and Chautauqua County have experienced increases in the number of renter-occupied households with gross monthly rents of $500 or more (Table 9). The most significant increase within the Village was the number of renting households with gross rents of $750 to $999. However, the
largest proportion of renting households within the Village paid $500 to $749. When considering inflation, the median gross rent decreased by more than nine percent in the Village and nearly two percent in the County. The median gross rent in the Village ($682) is higher than that of the County ($619).

Table 9: Gross Rent for Renter-Occupied Households - Village of Lakewood and Chautauqua County - 2000-2016

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Village of Lakewood</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than $200</td>
<td>46</td>
<td>0</td>
<td>0</td>
<td>-100.0%</td>
<td>0.0%</td>
<td>-100.0%</td>
</tr>
<tr>
<td>$200 to $499</td>
<td>132</td>
<td>32</td>
<td>93</td>
<td>-75.8%</td>
<td>190.6%</td>
<td>-29.5%</td>
</tr>
<tr>
<td>$500 to $749</td>
<td>165</td>
<td>249</td>
<td>182</td>
<td>50.9%</td>
<td>-26.9%</td>
<td>10.3%</td>
</tr>
<tr>
<td>$750 to $999</td>
<td>28</td>
<td>53</td>
<td>128</td>
<td>89.3%</td>
<td>141.5%</td>
<td>357.1%</td>
</tr>
<tr>
<td>$1,000 or more</td>
<td>28</td>
<td>38</td>
<td>37</td>
<td>35.7%</td>
<td>-2.6%</td>
<td>32.1%</td>
</tr>
<tr>
<td>No cash rent</td>
<td>10</td>
<td>11</td>
<td>26</td>
<td>10.0%</td>
<td>136.4%</td>
<td>160.0%</td>
</tr>
<tr>
<td>Median Rent</td>
<td>$522</td>
<td>$670</td>
<td>$682</td>
<td>28.4%</td>
<td>1.8%</td>
<td>30.7%</td>
</tr>
<tr>
<td>(adjusted for inflation)</td>
<td>$751</td>
<td>$735</td>
<td>$682</td>
<td>-2.1%</td>
<td>-7.2%</td>
<td>-9.2%</td>
</tr>
<tr>
<td>Chautauqua County</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than $200</td>
<td>846</td>
<td>345</td>
<td>205</td>
<td>-59.2%</td>
<td>-40.6%</td>
<td>-75.8%</td>
</tr>
<tr>
<td>$200 to $499</td>
<td>9,158</td>
<td>5,133</td>
<td>3,645</td>
<td>-44.0%</td>
<td>-29.0%</td>
<td>-60.2%</td>
</tr>
<tr>
<td>$500 to $749</td>
<td>4,638</td>
<td>6,254</td>
<td>6,795</td>
<td>34.8%</td>
<td>8.7%</td>
<td>46.5%</td>
</tr>
<tr>
<td>$750 to $999</td>
<td>532</td>
<td>2,559</td>
<td>2,991</td>
<td>381.0%</td>
<td>16.9%</td>
<td>462.2%</td>
</tr>
<tr>
<td>$1,000 or more</td>
<td>159</td>
<td>1,054</td>
<td>1,167</td>
<td>562.9%</td>
<td>10.7%</td>
<td>634.0%</td>
</tr>
<tr>
<td>No cash rent</td>
<td>1,043</td>
<td>1,271</td>
<td>1,027</td>
<td>21.9%</td>
<td>-19.2%</td>
<td>-1.5%</td>
</tr>
<tr>
<td>Median Rent</td>
<td>$438</td>
<td>$581</td>
<td>$619</td>
<td>32.6%</td>
<td>6.5%</td>
<td>41.3%</td>
</tr>
<tr>
<td>(adjusted for inflation)</td>
<td>$631</td>
<td>$638</td>
<td>$619</td>
<td>1.1%</td>
<td>-3.0%</td>
<td>-1.9%</td>
</tr>
</tbody>
</table>


In general, within both the Village of Lakewood and Chautauqua County, renters are more likely to be cost burdened and severely cost burdened when compared to owner-occupants. In 2016, more than 43% of the Village’s renting households were cost burdened or severely cost burdened compared to 19% of the owner-occupied households (Chart 7). Owner- and particularly renter-occupied housing tends to be more affordable in the Village as compared to the County as a whole. 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.
The various residential indicators reveal the following:

- The Village has prioritized attracting younger singles and families to live in Lakewood and has put in place policies to allow seniors to age in place. Its strategies include development of smaller housing types for singles, couples and seniors, accessory apartments and apartments and condominiums in mixed-use developments. Development of downtown housing, upstairs from retail establishments is among the priorities.

- There are fewer traditional family unit (married couple with children present) households than other types of households in the Village. Most Lakewood households are composed of people living alone, married couples without children present, or single parents with children present.

- The percentage of renter-occupied households has been increasing within the Village over time and is greater than that of Chautauqua County.

- The average renter household size in the Village is smaller compared to the County. This suggests there is greater demand for smaller apartments.

Source: American Community Survey 2012-2016 Estimates
Furthermore, the average owner household size in the Village is much smaller compared to the County suggesting a greater demand for smaller houses.

- When considering inflation, median housing values have been decreasing in the Village at a greater rate than in the County. However, the median housing value is still higher in the Village as compared to the County.

- Inflation-adjusted median gross rents have been decreasing in the Village at a greater rate than in the County. However, the median gross rent is still higher in the Village as compared to the County.

- Lakewood offers many amenities that will attract potential residents including excellent schools, an active walking and biking community, a central location with access to employment and regional retail and relatively short commutes. Its location relative to the Chautauqua Institution and downtown Jamestown are also key amenities.

**BALANCED HOUSING MODEL**

Envision Tomorrow’s Balanced Housing Model\(^1\) was used to determine the direction for future rental housing development in the 14750 ZIP Code. The model uses Census and ESRI (Environmental Systems Research Institute) Tapestry data to develop a picture of how the community is meeting its current housing needs (2016) and, by applying a growth factor its future housing needs (2040) are forecasted. The model assesses the proportion of the community’s households that are in housing that is affordable at a threshold of housing costs of 30 percent of annual income. A one percent growth factor over the 24-year horizon was used. This is a conservative and realistic factor: the 14750 ZIP Code experienced a 0.7 percent growth in population between the 2015 and 2016 American Community Survey population estimates (a one-year horizon). Using linear extrapolation from 2016 to 2040 – the 14750 ZIP Code could expect 17 percent growth.

The balanced housing model also incorporates ESRI Tapestry Segments. Tapestry data classifies U.S. residential neighborhoods into 67 unique market segments based on demographics and socioeconomic characteristics. The various segments

\(^1\) Envision Tomorrow was part of several HUD Sustainable Communities processes. As a result, its developers agreed to make the model free and open source. For more, see http://envisiontomorrow.org/.
can be used to better understand an area’s likely lifestyle choices, such as preferred housing type.

The 14750 ZIP Code is currently composed of the following Tapestry Segments:

- Small Town Simplicity (537 households)
- Prairie Living (462 households)
- Midlife Constants (451 households)
- Comfortable Empty Nesters (286 households)
- Rural Resort Dwellers (188 households)

A summary of the various Tapestry Segments can be found on the following page.

**Small Town Simplicity:** includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens.

**Prairie Living:** is the most rural market with a predominance of self-employed farmers. These agricultural communities are not diverse, dominated by married-couple families that own single-family dwellings and many vehicles. Faith is important to this hardworking market.

**Midlife Constants:** includes seniors, at or approaching retirement, with below average labor force participation and above average net worth. They live outside the central cities, in smaller communities.

**Comfortable Empty Nesters:** residents in this large, growing segment are older, with more than half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Many are enjoying the transition from child rearing to retirement.

**Rural Resort Dwellers:** these communities are centered in resort areas where the change in seasons supports a variety of outdoor activities. Retirement looms for...

Preferences of the existing Tapestry Segments found within the 14750 ZIP Code were used by the housing model to more accurately estimate future housing demand, tenure (renter or owner), and housing type. Due to the residential characteristics of the Chautauqua Avenue Study Area (largely upper floor rentals,
duplexes, and apartment buildings) and the priorities for development of the Chautauqua Avenue district, this report focuses on rental needs and demands.

The housing model is useful because it helps to determine what mix of housing is needed to accommodate the present and future population by income, tenure, and housing type. It is important to note that the model is based upon current conditions and extrapolates these conditions into the future. Therefore, while it predicts future housing needs based upon population growth assumptions input into the model, other community indicators such as a location’s desirability cannot be taken into account.

### NEEDS AND PROJECTIONS – 1% POPULATION GROWTH

The estimates of future housing demand are based on a one percent population growth and a one percent household growth within the 14750 ZIP Code.

### 14750 ZIP CODE RENTER OCCUPIED HOUSING MARKET NEED BY INCOME RANGE: 2016 & 2040 ASSUMING 1% POPULATION AND HOUSEHOLD GROWTH RATE

Chart 8 shows the existing affordable rental housing stock and number of rental households at various income levels in 2016 and in 2040 based on household and income projections, tailored by Census income data. There is currently not enough affordable rental housing at the very low income ranges (below $15K) and middle income ranges ($50K - $75K). It should be noted however that this model does not take into account the Section 8 Housing Voucher Program. There is currently no rental housing at the mid-high income range ($75K - $100K) and highest income range ($150K+). There is currently an excess supply of rental housing at the low to middle income ranges ($15K - $50K) and the high income range ($100K - $150K). Chart 8 also reveals that there will be a need for additional affordable rental housing for all income ranges (except $15K - $35K) by the year 2040.
When determining future demand, the model takes into account the fact that units will fall into disrepair/obsolescence and need to be replaced as well as the fact that some upper income households will choose to occupy units that cost less than 30% of their income. Table 10 shows the existing affordable rental housing stock, number of rental households in 2016, projected number of rental households in 2040, projected number of rental units (DEMAND) in 2040, the number of rental units that will need to be replaced due to disrepair/obsolescence, the number of additional rental units which will need to be built (to replace old units and meet demand), and the number of additional rental units beyond the forecasted demand, all by income ranges. The model predicts the need for 213 new rental units spread amongst all of the various income ranges. The largest demands will be in the three lowest income ranges (below $50K).
### Table 10: Rental Demand by Income Range (1% Pop. Growth Rate) – 14750 ZIP Code – 2016-2040

<table>
<thead>
<tr>
<th>Rental Units</th>
<th>&lt; $15k</th>
<th>$15k to &lt; $35k</th>
<th>$35k to &lt; $50k</th>
<th>$50k to &lt; $75k</th>
<th>$75k to &lt; $100k</th>
<th>$100k to &lt; $150k</th>
<th>$150k+</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupied Rental Housing Stock Affordable at 30% of Income (2016)</td>
<td>70</td>
<td>353</td>
<td>80</td>
<td>12</td>
<td>-</td>
<td>9</td>
<td>-</td>
<td>524</td>
</tr>
<tr>
<td>Rental Households at Income Level (2016)</td>
<td>110</td>
<td>229</td>
<td>76</td>
<td>104</td>
<td>-</td>
<td>5</td>
<td>-</td>
<td>524</td>
</tr>
<tr>
<td>Projected Rental Households at Income Level (2040)</td>
<td>126</td>
<td>247</td>
<td>106</td>
<td>157</td>
<td>5</td>
<td>14</td>
<td>5</td>
<td>660</td>
</tr>
<tr>
<td>Projected Rental Units at Income Level (2040 DEMAND)</td>
<td>133</td>
<td>375</td>
<td>141</td>
<td>25</td>
<td>5</td>
<td>15</td>
<td>5</td>
<td>699</td>
</tr>
<tr>
<td>Target Rental Units Needed to Replace Obsolete Stock</td>
<td>8</td>
<td>22</td>
<td>8</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>38</td>
</tr>
<tr>
<td>Target Rental Units Needed to Meet Projected Demand by Income</td>
<td>71</td>
<td>44</td>
<td>69</td>
<td>13</td>
<td>5</td>
<td>6</td>
<td>5</td>
<td>213</td>
</tr>
<tr>
<td>Surplus Rental Units at this Income Level</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Source: Envision Tomorrow Balanced Housing Model and LaBella Associates

**RENTAL UNITS NEEDED TO MEET FUTURE DEMAND BY UNIT TYPES**

Based on the analysis there will be a need for 213 new rental housing units within the 14750 ZIP Code in the next 24 years. As shown in Chart 9, there will be a demand for 102 new standard and large lot single family rental units, 41 new small lot single family rental units, 30 new rental townhomes, 35 new multifamily rental units, and 2 new mobile home/other rental units.
A further break down of the type of rental units by build type (new versus rehab) can be found in Table 11.

Table 11: Incremental Rental Units Needed to Meet Future Demand by Unit Types (1% Pop. Growth Rate) – 14750 ZIP Code – 2016-2040

<table>
<thead>
<tr>
<th>Type</th>
<th>Renter Units</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
</tr>
<tr>
<td>Single Family</td>
<td>143</td>
</tr>
<tr>
<td>Standard Large Lot SF</td>
<td>102</td>
</tr>
<tr>
<td>Small Lot SF</td>
<td>41</td>
</tr>
<tr>
<td>Townhome</td>
<td>30</td>
</tr>
<tr>
<td>Multifamily</td>
<td>35</td>
</tr>
<tr>
<td>Mobile Home/Other</td>
<td>2</td>
</tr>
<tr>
<td>TOTAL - NEXT 20 YEARS</td>
<td>211</td>
</tr>
</tbody>
</table>

EXISTING AND FUTURE HOUSING MARKET PREFERENCE BY TAPESTRY SEGMENT

Chart 10 depicts what the current rental housing supply mix is today, compared to what it should be today based on the 14750 ZIP Code’s existing Tapestry Segments, and compared to what it should be in 2040 based on the projected Tapestry Segments. Based on typical rental housing preferences of the various involved...
Tapestry Segments, there appears to currently be an over-supply of small lot single family rental units and multifamily rental units while there is an under-supply of standard large lot single family rental units, rental townhomes, and rental mobile homes/other. When considering projected preferences in 2040 as compared to current built conditions, there will be demand for standard large lot single family rental units, small lot single family rental units, and rental townhomes and an oversupply of multifamily rental units and rental mobile homes/other.

Chart 10: Current Rental Housing Supply vs. Current Tapestry Rental Housing Preference vs. Future Tapestry Rental Housing Preference (1% Pop. Growth Rate) – 14750 ZIP Code - 2016-2040

Source: Envision Tomorrow Balanced Housing Model, ESRI Tapestry Data, and LaBella Associates

**BALANCED HOUSING MODEL TAKE-AWAYS**
While the model predicts there will be a need for 213 new rental housing units within the 14750 ZIP Code over the next 24 years, only a portion of this new housing will be created within the Chautauqua Avenue Study Area. Furthermore, some of the housing types, such as standard large-lot single-family rental units and small-lot single-family rental units, are not appropriate for the downtown setting.

Concerning potential residential development, it is LaBella’s view that the Study Area is best suited for renter-occupied townhomes and apartment complexes.

By 2040, the 14750 ZIP Code is projected to need 30 new and rehabbed renter-occupied townhomes and 35 new and rehabbed renter-occupied multi-family apartments. The largest demands for renter-occupied units will be for households in the three lowest income ranges (below $50K), although lesser demand will exist for the higher income ranges as well.

Given the potential for housing to revitalize the Downtown, the Village should focus on opportunities to develop and re-develop housing units there. These could include rehabbing uninhabited and uninhabitable existing residential units, converting upper floor commercial space to residential units, and identifying opportunities for infill development.

RETAIL MARKET

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 provided by Environics Analytics and developed by Claritas, Inc., using Bureau of the Census household expenditure and retail supply data, there are definite opportunities for Downtown Lakewood to play to its strengths. The analysis focuses on the Village of Lakewood and radii of five and 15 miles centered from 66 Chautauqua Avenue in the Village of Lakewood. These market “sheds” were chosen to include the direct Village community, with the 5-mile radius including rural areas surrounding Lakewood as well as the majority of the City of Jamestown, and the 15-mile radius including additional rural areas and the Chautauqua Institute. The radii were chosen to include areas where customers for the Village of Lakewood are realistically potentially located.

The analysis was limited to the following categories:
- Furniture Stores
- Home Furnishing Stores
- Grocery Stores
- Specialty Food Stores
- Beer, Wine & Liquor Stores
- Optical Goods Stores
- Clothing Stores
- Shoe Stores
- Jewelry, Luggage, & Leather Goods Stores
- Sporting Goods Stores
- Florists
- Gift, Novelty & Souvenir Stores
- Special Food Services (catering, food trucks)
- 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 Chart 11 below, with green bars representing retail gaps within the Village of Lakewood, the blue bars representing gaps within a 5-mile radius of the Village Center, and the orange bars representing the 15-mile radius.
## Chart 11: Retail Opportunity Gaps – Village of Lakewood and within 5 and 15 miles of the Village – 2018

<table>
<thead>
<tr>
<th>Category</th>
<th>Village</th>
<th>5-Mile</th>
<th>15-Mile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snack &amp; Non-alcoholic Beverage Bars</td>
<td>- $411,301</td>
<td>$18,188</td>
<td></td>
</tr>
<tr>
<td>Cafeterias, Grill Buffets, and Buffets</td>
<td>- $7,053,934</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Limited-Service Eating Places</td>
<td>- $6,594,012</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full-Service Restaurants</td>
<td>- $863,181</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drinking Places - Alcoholic Beverages</td>
<td>- $1,958,485</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special Foodservices</td>
<td>- $484,435</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gift, Novelty, &amp; Souvenir Stores</td>
<td>- $146,814</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Florists</td>
<td>- $536,116</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sporting Goods Stores</td>
<td>- $1,988,203</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jewelry, Luggage, Leather Goods Stores</td>
<td>- $2,758,786</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shoe Stores</td>
<td>- $141,147</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clothing Stores</td>
<td>- $526,139</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Optical Goods Stores</td>
<td>- $67,588</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beer, Wine, &amp; Liquor Stores</td>
<td>- $5,824,142</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Specialty Food Stores</td>
<td>- $20,000,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grocery Stores</td>
<td>- $10,000,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Home Furnishing Stores</td>
<td>$59,019</td>
<td>$67,014</td>
<td></td>
</tr>
<tr>
<td>Furniture Stores</td>
<td>$0</td>
<td>$10,000,000</td>
<td></td>
</tr>
</tbody>
</table>

Source: Environics Analytics and LaBella Associates
The analysis shows a general over supply of retail and service goods within the Village of Lakewood – this reflects the large retail cluster along Fairmount Avenue and the Chautauqua Mall within and near the edge of the Village. As such, the table does not necessarily accurately depict the convenience and tourist shopping needs within Downtown Lakewood. Despite this fact however, the Village has an under supply of buffets, home furnishing stores, furniture stores, specialty food stores, optical goods stores, beer, wine, and liquor stores, and particularly grocery stores. The five and fifteen mile market sheds are also under supplied with buffets, home furnishing stores, furniture stores, and optical good stores. There is a large over supply of beer, wine, and liquor stores, specialty food stores, and grocery stores within the five and fifteen mile market sheds. The 2018 retail demand and supply are summarized in Table 12, below.

Table 12: Retail Demand and Supply – Village of Lakewood Market Sheds – 2018

<table>
<thead>
<tr>
<th></th>
<th>2018 Demand</th>
<th>2018 Supply</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Village</td>
<td>5-Mile</td>
</tr>
<tr>
<td>Furniture Stores</td>
<td>$632,961</td>
<td>$4,910,142</td>
</tr>
<tr>
<td>Home Furnishing Stores</td>
<td>$572,767</td>
<td>$4,469,448</td>
</tr>
<tr>
<td>Grocery Stores</td>
<td>$7,185,575</td>
<td>$65,135,342</td>
</tr>
<tr>
<td>Specialty Food Stores</td>
<td>$213,644</td>
<td>$1,913,240</td>
</tr>
<tr>
<td>Beer, Wine, &amp; Liquor Stores</td>
<td>$637,252</td>
<td>$5,588,823</td>
</tr>
<tr>
<td>Optical Goods Stores</td>
<td>$147,720</td>
<td>$1,186,109</td>
</tr>
<tr>
<td>Clothing Stores</td>
<td>$2,102,872</td>
<td>$16,912,313</td>
</tr>
<tr>
<td>Shoe Stores</td>
<td>$431,997</td>
<td>$3,714,684</td>
</tr>
<tr>
<td>Jewelry, Luggage, Leather Goods Stores</td>
<td>$388,236</td>
<td>$2,624,000</td>
</tr>
<tr>
<td>Sporting Goods Stores</td>
<td>$390,779</td>
<td>$3,482,138</td>
</tr>
<tr>
<td>Florists</td>
<td>$74,949</td>
<td>$590,700</td>
</tr>
<tr>
<td>Gift, Novelty, &amp; Souvenir Stores</td>
<td>$184,170</td>
<td>$1,547,943</td>
</tr>
<tr>
<td>Special Foodservices</td>
<td>$809,977</td>
<td>$6,796,419</td>
</tr>
<tr>
<td>Drinking Places - Alcoholic Beverages</td>
<td>$296,579</td>
<td>$2,758,747</td>
</tr>
<tr>
<td>Full-Service Restaurants</td>
<td>$3,525,679</td>
<td>$29,282,494</td>
</tr>
<tr>
<td>Limited-Service Eating Places</td>
<td>$2,909,373</td>
<td>$24,293,835</td>
</tr>
<tr>
<td>Cafeterias, Grill Buffets, and Buffets</td>
<td>$102,263</td>
<td>$835,391</td>
</tr>
<tr>
<td>Snack &amp; Non-alcoholic Beverage Bars</td>
<td>$487,511</td>
<td>$4,268,628</td>
</tr>
</tbody>
</table>

Source: Environics Analytics and LaBella Associates
The retail “gap” is summarized in Table 13, below. The negative values (red numbers in parentheses) represent over supply. Even though Lakewood has no specialty food retailers, for example, the excess supply of these in the other radii overwhelm any potential excess demand closer to home. While the capture of a local specialty food store is likely to be reasonably high, shoppers may not use a Lakewood store as their specialty food source, preferring instead outlets with higher sales volume and so better selections and prices than a Lakewood outlet could probably ever hope to provide. However, as Bag and String Merchants – the recently established wine store on Chautauqua Avenue – seems to be proving, the case can be made that a specialty shop offering locally produced goods or in a context that is so compelling and with such great service that shoppers are moved to make purchases based on emotional responses to the setting rather than on household need. Pleased shoppers, of course, will return again and again. A companion store to Bag and String

Table 13: Retail “Gap” – Village of Lakewood Market Sheds – 2018

<table>
<thead>
<tr>
<th>Category</th>
<th>2018 Gap</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Village</td>
</tr>
<tr>
<td>Furniture Stores</td>
<td>$67,014</td>
</tr>
<tr>
<td>Home Furnishing Stores</td>
<td>$59,019</td>
</tr>
<tr>
<td>Grocery Stores</td>
<td>$5,824,142</td>
</tr>
<tr>
<td>Specialty Food Stores</td>
<td>$67,588</td>
</tr>
<tr>
<td>Beer, Wine, &amp; Liquor Stores</td>
<td>$526,139</td>
</tr>
<tr>
<td>Optical Goods Stores</td>
<td>$141,147</td>
</tr>
<tr>
<td>Clothing Stores</td>
<td>($17,122,897)</td>
</tr>
<tr>
<td>Shoe Stores</td>
<td>($2,758,786)</td>
</tr>
<tr>
<td>Jewelry, Luggage, Leather Goods Stores</td>
<td>($1,988,203)</td>
</tr>
<tr>
<td>Sporting Goods Stores</td>
<td>($536,116)</td>
</tr>
<tr>
<td>Florists</td>
<td>($146,814)</td>
</tr>
<tr>
<td>Gift, Novelty, &amp; Souvenir Stores</td>
<td>($484,435)</td>
</tr>
<tr>
<td>Special Foodservices</td>
<td>($1,958,485)</td>
</tr>
<tr>
<td>Drinking Places -Alcoholic Beverages</td>
<td>($863,181)</td>
</tr>
<tr>
<td>Full-Service Restaurants</td>
<td>($6,594,012)</td>
</tr>
<tr>
<td>Limited-Service Eating Places</td>
<td>($7,053,934)</td>
</tr>
<tr>
<td>Cafeterias, Grill Buffets, and Buffets</td>
<td>$18,188</td>
</tr>
<tr>
<td>Snack &amp; Non-alcoholic Beverage Bars</td>
<td>($411,301)</td>
</tr>
</tbody>
</table>

Source: Environics Analytics and LaBella Associates
Table 14 provides conservative analyses of the capture potential for Lakewood. It estimates that the capture rate for local businesses within the 1-mile ring is 15 percent, based upon the assumption that any outlets will be very dependent on local customers. Using that logic, sales can be anticipated to drop off and result in much lower capture rates for the 10- and 15-mile rings. Anyone with access to shops in Lakewood is going to have many more choices outside of Lakewood. As a result, conservative capture rates of three and two percent were applied for the 10-mile ring and 15-mile radii, respectively.

A rule of thumb for per-square-foot sales to operate a retail business profitably is $200. Additional data were gathered to better focus on retail sectors using a variety of sources including industry publications such as Progressive Grocer and Ophthalmology Times. Research was assisted by the Urban Land Institute library staff. 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 14 shows that Lakewood’s strongest potential is for a very small grocery store. Capture for this store would be entirely within the one-mile radius and so it would need to focus on assessing local needs and building knowledge of local preferences. A small specialty food store would be a great companion to Bag and String, but at a scant 71 square feet may need to co-locate with another outlet. A fairly strong demand from within and outside the village for a traditional furniture store and for home furnishings, which includes decorative items emerges. This could be the perfect home for a co-located specialty food store. The beer, wine and liquor category shows an additional store could be justified but Bag and String is so new that these data may not reflect its establishment. Bag and String carries wine and an eclectic assortment of spirits. A complementary beer store or traditional liquor store may fill a gap.

Lakewood’s Chautauqua Avenue is an appealing destination but it is somewhat remote from the heavy traffic flow on Fairmount Avenue. The Village has erected a large sign at the intersection of Chautauqua and Fairmount avenues to alert passers by of this shopping district. By developing a unique mix of stores that cater to local tastes and appeal to visitors Lakewood can build a sustainable retail district. Summer season visitors and guests can help carry the district through the more lean winter months. It should focus as well on bringing in potential tourists drawn by Jamestown’s renaissance and by the nearby Chautauqua Institution.
Table 14: Capture Potential within the Village of Lakewood based on Retail “Gap” in the Market Sheds – 2018

<table>
<thead>
<tr>
<th>Category</th>
<th>2018 New Capture Potential</th>
<th>5-Mile = 3% or *(0%)</th>
<th>15-Mile = 2% or *(0%)</th>
<th>Total</th>
<th>Average Sales per Sq. Ft.</th>
<th>Estimated Supportable New Sq. Ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Furniture Stores</td>
<td>$63,296</td>
<td>$84,008</td>
<td>$50,978</td>
<td>$198,282</td>
<td>$276</td>
<td>718</td>
</tr>
<tr>
<td>Home Furnishing Stores</td>
<td>$57,277</td>
<td>$76,807</td>
<td>$59,806</td>
<td>$193,889</td>
<td>$250</td>
<td>776</td>
</tr>
<tr>
<td>Grocery Stores</td>
<td>$718,558</td>
<td>*</td>
<td>*</td>
<td>$718,558</td>
<td>$507</td>
<td>1,417</td>
</tr>
<tr>
<td>Specialty Food Stores</td>
<td>$21,364</td>
<td>*</td>
<td>*</td>
<td>$21,364</td>
<td>$300</td>
<td>71</td>
</tr>
<tr>
<td>Beer, Wine, &amp; Liquor Stores</td>
<td>$63,725</td>
<td>*</td>
<td>*</td>
<td>$63,725</td>
<td>$200</td>
<td>319</td>
</tr>
<tr>
<td>Optical Goods Stores</td>
<td>$14,772</td>
<td>$20,811</td>
<td>$18,520</td>
<td>$54,104</td>
<td>$400</td>
<td>135</td>
</tr>
<tr>
<td>Cafeterias, Grill Buffets, and Buffets</td>
<td>$10,226</td>
<td>$14,835</td>
<td>$10,266</td>
<td>$35,327</td>
<td>$400</td>
<td>88</td>
</tr>
</tbody>
</table>


ZONING AND DESIGN STANDARDS

The Village of Lakewood is planning on a wholesale revision of its zoning code in the future. It has not determined whether it will stay with its traditional zoning or institute a form-based code. Either way, in accordance with the recommendations of the comprehensive plan, there are numerous recommendations for revisions to the code. These include:

- Update the district boundaries
- Establish mixed-use districts with a wide range of uses
- Provide incentives for infill development
- Provide more opportunity for multi-family housing
- Loosen restrictions on accessory apartments
- Establish regulations for the location and development of senior housing facilities
- Establish storm water management and erosion regulations
- Develop historic preservation regulations, mechanisms for historic review and establish an historic and architectural review board

The Village also would like to put design guidelines and/or standards in place, particularly for the Chautauqua Avenue commercial district.

This section contains a brief discussion of recommended revisions to the existing traditional zoning and of design standards or guidelines to help the Village revitalize.
Chautauqua Avenue and maintain it as the Village’s vital and sustainable commercial core.

This section is indebted to a number of sources that include:

- Also helpful:
  - City of Clearwater, FL, design guidelines, accessed online at https://www.myclearwater.com/home/showdocument?id=1154
  - Village of Hamburg, NY, has design standards accessed online at https://www.villagehamburg.com/buildingdesignstandards

**ZONING**

The corridor comprises almost all of the Village’s Retail Business, B1 zoning district. The west side of Chautauqua Avenue within the target area is all zoned B1. On the east side at the southern end of the target area are two B2 Highway Business parcels. The three northernmost parcels on the east side of the corridor are zoned R2 Multiple Family.

Short-term rentals (STRs) such as those available through Airbnb, Home Away and Vacation Rental by Owner (VRBO) have arrived in Lakewood, although not in great numbers and the Village has been proactive in regulating these uses through a local law. Regulating STRs helps protect neighborhood character; reduces noise, parking and trash removal problems; ensures public health and safety; reduces neighbor conflicts; and helps eliminate party houses. By establishing a fair and predictable set of rules for which there are permits required and penalties assessed for non-compliance, the Village sends a message to its residents that it is concerned about community character and safety.
Since STRs are allowed – and regulated – Village-wide, it should also allow bed and breakfast establishments in all districts. B&Bs are currently allowed with Special Use Permit in the B1 Retail District and the B2 Highway Commercial District. There are some lovely, large homes that could be perfect for B&Bs for the right owner/operator – some of which may currently be operated as STRs. B&Bs should be allowed with Special Use Permits to attract visitors and tourists. The Village has the regulatory framework in place through its STR law to regulate B&Bs.

The Village should allow upper-floor apartments and upper-floor live-work spaces as of right in the B1 district.

The Village should consider removing single-, two- and three-family housing from the B1 district to emphasize its primary function as a commercial corridor.

The Village should review the uses as of right and uses by special use permit in the B1 District to ensure that the lists are contemporary and suitable. For example, grocery stores are not permitted but home furnishings and appliance stores are permitted. Since these uses would have similar space needs it may be wise to consider ruling both uses either out or in. The Village may also want to add to the list of desirable uses these: brewery, distilling, computer sales and service, bicycle sales and service. Some refinements may also be in order. For example a better understanding of “restaurant” should be included.

LaBella also recommends that the Village also consider the following revisions to the B1 District:

- **Prohibit professional offices on the main floor.**
- **Prohibit drive up and drive through establishments** or permit them only in side or rear yards.
- **Allow outdoor entertainment** with a special use permit.

**DESIGN STANDARDS AND GUIDELINES**

The purpose of design standards and guidelines is to ensure visual integrity is maintained in new development and enhanced when changes are made to existing buildings. They can introduce and reinforce a theme and improve the interaction between the public and private realms to ensure that the commercial district looks, feels and acts like a downtown. Standards and guidelines cover topics such as building massing close to the front lot line, transparency (window coverage) at the ground level; pedestrian access; façade definition; and that signage, street furniture and lighting are consistent, of high visual appeal and draw the district together.
Design standards and guidelines help the community by:

- Enhancing the quality of the built environment;
- Achieving quality design;
- Implementing a vision and promoting an identity of the corridor;
- Encouraging a diversity of architectural styles;
- Creating a pedestrian-oriented environment; and
- Protecting property values and property owner confidence.  

Design standards and guidelines can prevent urban design mistakes and ensure that mistakes of the past are not repeated. On Chautauqua Avenue, bad building design decisions weaken the corridor – as in the cases of persistent vacancies at 103 and 67 Chautauqua Ave. and an ill-advised adaptive reuse of 1 E. Second St.

Design standards and guidelines are two different things and the differences are important. Design standards are prescriptive and imperative so they are defined by terms like “shall.” They are intended to regulate and they should be used to ensure the community’s most commonly cherished features are adhered to strictly – or its most detested features prohibited. The potential problem with a strict regulatory approach is that it may prevent a better, more creative solution. Because they are not open to interpretation, their core intent can be harder to decipher.

Design guidelines are more flexible and open to interpretation than standards so “should” is used. This means they can be more responsive to existing site or building conditions. But it also means that they can be too open to interpretation and flexible to the point of meaninglessness.

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2 Adapted from City of Clearwater, FL, design guidelines, accessed online at https://www.myclearwater.com/home/showdocument?id=1154


4 Ibid
The Village has expressed an interest in developing a color palette to ensure a cohesive and unified theme. Color palettes should be muted and reflective of the Village’s identity. Bright colors are jarring and displeasing to the eye. Pick enough colors to give building owners a lot of latitude in choosing colors and to avoid a downtown that is all one or two colors.

The best design guidelines and standards are well illustrated and easy to understand. They can be exhaustive but they do not have to be. A very simple and effective code for a village of hamlet center district was developed for the Green Genesee/Smart Genesee project funded by the New York Energy and Research Corporation. It exists in the public realm and is available for communities to adapt and adopt. It is appended here and has been provided to the Village in electronic format for its use.

The Green Genesee/Smart Genesee village/hamlet center district includes the following:

- Purpose and intent
- Design principles
- Standards vs. guidelines discussion
- Project Review
- Building placement matrix
- Building form matrix
- Street standards
- Alley standards
- Site development standards
- Architectural standards
- Uses and restrictions

It is LaBella’s opinion that it is well within the Village’s ability to adapt the Green Genesee/Smart Genesee code for a basis to develop its own code. In adapting a set of guidelines or standards for its use the Village should involve the public in development of a vision for design standards/guidelines for Chautauqua Avenue.
corridor to ensure support and buy in. The Village should also consider its ability to administer and enforce the guidelines/standards as it is developing them.
The national Main Street Center’s Approach to Main Street Revitalization incorporates these four approaches to downtown revitalization: Economic Restructuring, Promotions, Organization and Design. Through its comprehensive plan and implementation committee as well as its other revitalization activities, the Village is well situated to begin working toward a Main Street Center downtown strategy. The MSC approach is transformational and it is a bottom-up approach enlisting downtowners to share in the heavy lifting and committee work of revitalizing downtown. The recommendations included here are strategies that can be incorporated into that committee structure. But many of them can be implemented by the Village outside of a committee structure. The purpose of the recommendations is to complement the work done through the building reuse study and any New York Main Street Target Area Building renovation program for the revitalization of the Chautauqua Avenue business district.

**ECONOMIC RESTRUCTURING RECOMMENDATIONS**

1. Retain existing businesses – work with business and property owners to help ensure a prosperous and stable district through communication and shared resources
2. Attract new retailers – use the market analysis portion of this report to identify specific retailers to fill the niches identified here
3. Leverage existing resources and incentives to recruit businesses – Chautauqua County IDA incentives may come into play in downtown Lakewood, particularly if any redevelopment takes place; the Lakewood Community Development Corp. may have resources to commit to incentive to spur vitality
4. Prioritize downtown residential development to promote a lively downtown and attract new residents

**PROMOTION RECOMMENDATIONS**

1. Focus on filling vacancies virtually if not in fact – vacant properties drag down the entire district. Vacant storefronts can be filled with attractive displays for other downtown retailers or used to promote the community
2. Engage in regional cross-promotion – work with the City of Jamestown and Village of Chautauqua to promote Lakewood’s Chautauqua Avenue; ensure
local retailers are aware of and able to access cooperative advertising ventures

3. Program the Space – Host walking tours of Lakewood in the Gilded Age using the existing network of interpretive plaques

4. Promote Lakewood Beach and Hartley Park as Chautauqua Lake destinations and arrivals by boat

5. Consider a downtown street festival

ORGANIZATION RECOMMENDATIONS

1. Form a Business Association – Work toward a coordinated approach to downtown revitalization by forming a business association to identify shared opportunities for events and promotions as well as to promote communication

DESIGN RECOMMENDATIONS

1. Develop, adopt and enforce design guidelines and standards for the Chautauqua Avenue Business District

2. Update the B1 zoning district

3. Develop Chautauqua Avenue as a shared roadway with a bicycle lane to promote multimodal use of the street
The following matrix summarizes the eligible properties submitted by their owners for consideration for the architectural assistance provided by the New York Main Street Technical Assistance grant.

<table>
<thead>
<tr>
<th>Address</th>
<th>Owner</th>
<th>Uses</th>
<th>Proposed Projects</th>
<th>Photo</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td>Vincent &amp; Marilyn Gerace</td>
<td>2 Commercial 1 residential</td>
<td>Roof, porch &amp; railings, window replacement, parking pad, replace floor</td>
<td></td>
</tr>
<tr>
<td>46-50</td>
<td>T. Morgan Hatrick</td>
<td>2 commercial 5 residential</td>
<td>Flooring, siding, sump pump, foundation, common area interior</td>
<td></td>
</tr>
<tr>
<td>62</td>
<td>Insurance Fluvanna office</td>
<td>1 commercial</td>
<td>Exterior wash &amp; paint, replace lights</td>
<td></td>
</tr>
<tr>
<td>66</td>
<td>Independent Health Fluvanna</td>
<td>1 commercial</td>
<td>Partial roof replacement, exterior wash &amp; paint</td>
<td></td>
</tr>
<tr>
<td>102</td>
<td>Fluvanna</td>
<td>1 commercial</td>
<td>Interior renovations</td>
<td></td>
</tr>
<tr>
<td>106</td>
<td>Rick &amp; Julia McMahon Copper Pot</td>
<td>2 commercial 2 residential</td>
<td>Windows, façade, exterior lighting, awning, roof</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td>Owner</td>
<td>Uses</td>
<td>Proposed Projects</td>
<td>Photo</td>
</tr>
<tr>
<td>---------</td>
<td>---------------------------</td>
<td>---------------</td>
<td>------------------------------------------------------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>120</td>
<td>Sam Whitmore</td>
<td>2 commercial</td>
<td>Floors, walls, lighting, HVAC, ADA restroom, door in commercial; kitchen and windows in residential; roof, railing, planter box</td>
<td><img src="image" alt="Photo" /></td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 residential</td>
<td></td>
<td></td>
</tr>
<tr>
<td>141</td>
<td>Brian DeVine, Craig Acklin</td>
<td>4 commercial</td>
<td>Significant exterior renovations</td>
<td><img src="image" alt="Photo" /></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Vacant second floor could be 2-4 apartments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>148</td>
<td>Betsy Shults</td>
<td>1 commercial</td>
<td>Window replacement, door replacement, front step and handrail, roof</td>
<td><img src="image" alt="Photo" /></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>154</td>
<td>William Begalla</td>
<td>3 commercial</td>
<td>Architectural to adapt to desirable downtown businesses, roof, gutters, downspouts, masonry, windows, facade, interior</td>
<td><img src="image" alt="Photo" /></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 residential</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
APPENDIX B – SHPO NO EFFECT LETTERS
§ XXX-XX. VILLAGE / HAMLET CENTER DISTRICT (VHC)

A. Purpose and Intent

Consistent with the Village/Town of ________ Comprehensive Plan, the intent of the Village/Hamlet Center Zoning District is to promote the historic character and scale of the village and hamlet areas, typified by a traditional development pattern, including buildings of a modest size and scale, laid out with a defined pattern of streets, alleys, and driveways, while allowing a limited range of residential, commercial, and public uses. The District permits small-scale mixed-use developments, interspersed with residential uses, in a traditional neighborhood form. Retail uses are limited to the ground floor, with building massing provided close to the frontage, reflective of traditional village and hamlet settings. An emphasis is on the achievement of a pedestrian scale on the reuse and preservation of existing buildings, particularly historic structures, and on achieving limited infill development that complements and is compatible with adjacent land uses.

B. Design Principles

The primary objective of the VHC District is to promote traditional, hamlet-style design. New buildings should relate to the historical and architectural character of these areas as well as enhance the streetscape and unique aesthetic qualities that currently exist. Specifically, the design principles are to:

1. Provide a limited mix of housing and small business opportunities.
2. Encourage infill development and the reutilization of existing buildings, particularly those with historic or architectural significance.
3. Allow buildings by the sidewalk and street edge (building line), especially in the village/hamlet core.
4. Promote pedestrian activity through a safe and walkable environment.
5. Create tree-lined streets that are aesthetically pleasing and comfortable for pedestrians.
6. Provide alleys, where needed, as a means for adequate access to parking areas at the rear or side of buildings.
(7) Minimize the visual impact of the automobile by focusing site design on the central role of buildings, landscaping, open space, and other amenities.

(8) Create an interconnected street system for pedestrian, bicycle, and motor vehicle traffic.

(9) Encourage the development of both on-street parking and shared parking between nearby uses.

(10) Provide diverse housing options.

(11) Protect important natural and historic features.

C. Standards vs. Guidelines.

This code includes both standards that are required to be met as well as guidelines that are encouraged, but not required. As such, provisions designated as "shall" or "will" are required, while provisions designated as "should" are encouraged.

D. Location of Districts

As per § XXX-X, the location of the VHC Districts is shown on the map entitled "Zoning Map, Village of __________," adopted by the Village Board.

E. Review of Projects in the VHC District

(1) Administrative Review. The Code Enforcement Officer under Administrative Review as set forth herein is hereby authorized to undertake the review and approval of applications and shall coordinate such review with any other code review requirements with emergency responders, highway or other agency officials as/if deemed necessary by the Code Enforcement Officer.

(2) Applications reviewed for compliance with this district may be either approved through Administrative Review, or shall be approved through Site Plan Review. The purpose of Administrative Review is to streamline the approval process where possible.

(3) The Code Enforcement Officer is authorized to administratively review and approve all applications which clearly conform to all the applicable principles and standards of this district, or to deny approval if it does not conform. Applications that are denied may re-apply after appropriate modification and/or the applicant may request a full Site Plan Review instead.
(4) If the Code Enforcement Officer determines that an application requires interpretation or discretionary judgement with respect to compliance with the standards and guidelines of this district, the application shall be referred to a Planning Board.

(5) Prior to submitting a formal application under this section, it is strongly encouraged that the applicant request a pre-application meeting with the Code Enforcement Officer, at which point there should be a discussion of the design principles of the District, along with identification of the architectural design and engineering considerations of the site and the adjacent neighborhood.

(6) No site preparation or construction shall commence until site plan approval has been granted and permits have been issued by all governmental agencies involved.

(7) The purpose, principles and standards of this section are intended to guide the Code Enforcement Officer and the Planning Board in its review of projects within the VHC District.

(8) In reviewing any proposed modification of a guideline, the Code Enforcement Officer and/or the Planning Board shall consider whether granting the modification will be consistent with the purpose of this section and the Comprehensive Plan.

(9) Submission for development plan approval or special permit shall include a master landscape plan for the site, identifying the quantity, location, size, and types of existing vegetation and identifying that which is to be retained, proposed plantings, details, and the planting methods.
F. Building Placement & Form

**Building Placement**

**Build-to-Zone** (Distance from Property Line)

- **Front**
  - 0’ min., 15’ max

- **Building Facade at Build-to-zone**
  - 80% min.

- **On corner lots, both yards abutting streets shall be considered**

**Setback** (Distance from Property Line)

- **Side, abutting nonresidential district**
  - 0’ min., 15’ max.

- **Rear, abutting nonresidential district**
  - 5’ min., 22’ max.

- **Side and rear, abutting residential district**
  - 15’ min.

**Lot Size & Coverage**

- **Width**
  - 80’ max.

- **Depth**
  - 150’ max.

- **Lot Coverage (all impervious surfaces)**
  - 100% max.
5 Ground floor transparency shall be measured between 2 ft. and 10 ft. above the adjacent sidewalk.
<table>
<thead>
<tr>
<th>District Street</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application</td>
</tr>
<tr>
<td>Movement Type</td>
</tr>
<tr>
<td>Target Design Speed</td>
</tr>
<tr>
<td>Overall Widths</td>
</tr>
<tr>
<td>Typical Right-of-way (ROW) Width</td>
</tr>
<tr>
<td>Curb Face to Curb Face Width</td>
</tr>
<tr>
<td>Lanes</td>
</tr>
<tr>
<td>Travel Lane</td>
</tr>
<tr>
<td>Bicycle Lanes</td>
</tr>
<tr>
<td>Parking Lanes</td>
</tr>
<tr>
<td>Edges</td>
</tr>
<tr>
<td>Curb Type</td>
</tr>
<tr>
<td>Tree Lawn</td>
</tr>
<tr>
<td>Tree Spacing</td>
</tr>
<tr>
<td>Sidewalks</td>
</tr>
<tr>
<td>Lighting</td>
</tr>
</tbody>
</table>

![Diagram of District Street](image)

Alley
### Application

<table>
<thead>
<tr>
<th>Movement Type</th>
<th>Very slow</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target Design Speed</td>
<td>5-10 MPH</td>
</tr>
</tbody>
</table>

#### Widths

<table>
<thead>
<tr>
<th>Typical Width</th>
<th>12'-20'</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offset from Alley to Buildings</td>
<td>6'</td>
</tr>
</tbody>
</table>

The following are the specific standards for the VHC Districts:

1. The street network should follow a generally grid pattern. In addition, there should be consideration of the street layout as it connects to county and state roads in order to provide for access management.

2. Streets shall be designed to:
   - (a) Respect and follow existing terrain as much as possible, to minimize earth moving and disruption of the existing topography.
   - (b) Be parallel to and preserve existing tree lines, hedgerows, stone walls, and watercourses, with an attempt to minimize disruption to these features.
   - (c) Minimize alteration of natural, cultural, or historic features.
   - (d) Be aligned, where possible, so that the "terminal vista" is of civic buildings, greenway land (greens, commons, squares, or parks), or natural vistas or other visual amenities.
   - (e) Promote ready and safe pedestrian movement, including pedestrian through connections between streets using sidewalks and trails.
   - (f) Calm traffic speeds, such as through the provision of complementary landscaping, including but not limited to street trees.
   - (g) Intersect at right angles whenever possible, with preservation of adequate site lines (triangles) at the intersection.

3. Streets shall have curb radii between 10’ and 15’ and include curb extensions (bump-outs) at intersections.
Utilities shall be placed underground during new street construction or reconstruction projects.

Sidewalks

(a) Sidewalks shall be constructed of paving brick, concrete, concrete pavers, or concrete with brick paver borders. Asphalt shall not be used.

(b) Sidewalks shall create a linked network of walkways connecting different uses, such as businesses and residences, with parks or open space.

(c) On low-traffic streets, sidewalks should be placed next to parallel parking areas.

Village/Hamlet streetscape landscaping.

(a) Street tree landscaping shall be provided along both sides of streets, unless there is an alley proposed that in the Planning Board's judgment should be provided with a lesser standard for street trees, including no street trees at all.

(b) Street trees should be tolerant of salt and sand deposited with snow removal and drought tolerant, should cast moderate shade in summer, and should be of a type that branches at least eight feet above ground level and grows up to a minimum of 40' at maturity.

(c) Property owners shall have responsibility for maintaining trees along street frontage(s) within the right-of-way.

On-street parking.

(a) At the discretion of the Planning Board, on-street parking and parking proposed to be shared among multiple uses may count toward the minimum number of parking spaces required for the use on the lot.

H. Site Development Standards

(1) Multiple buildings and uses are permitted on a lot in the VHC District.

(2) Connections between parking lots situated to the rear and the retail frontage are desirable. Wherever practical, sidewalks and/or walkways should be available to enable pedestrians to safely move from parking located in the rear of the building to
the street front, and where applicable, through-store passages should also be provided.

(3) The ground floor should reinforce retail continuity along street frontages. The frequency of store entrances along streets is important in maintaining retail continuity and viability.

(4) Balconies, bay windows and cornice features, and open porches are encouraged and may extend up to five feet into the front yard setback.

(5) New developments should make use of existing structures wherever possible and desirable, as determined necessary by the Planning Board.

(6) Off-street Parking and Driveways.
   (a) No parking shall be permitted in the front yard.
   (b) No drive lanes or aisles shall be permitted in the front yard between the building and the street.
   (c) Off-street parking may be located in the rear yard or side yard. Side yard parking shall be located a minimum of 10 feet behind the front facade.
   (d) Parking, or access to parking, shall not exceed more than 40 percent of lot frontage.
   (e) Parking Space Size
      1. Each standard parking space shall be 9 ft. wide by 18 ft. deep.
   (f) Number of Spaces
      1. There is no required off-street parking in the VHC District.
   (g) In order to facilitate fewer curb cuts, shared driveways should be encouraged. Provisions satisfactory to the Planning Board shall be made with respect to the ownership, use, operation, and maintenance of all common driveways. Such responsibilities shall be documented in a legal instrument that assures the continued layout, maintenance, and upkeep of the common drive as intended by the owners and successors.
(7) Site Landscaping

(a) Building Setback Landscaping

1. Building setback areas along streets, access ways, or along private drives, shall be landscaped with a minimum of 1 shade tree per 40 ft. of linear frontage.
2. Building setback areas shall include compact massings of ornamental plant material, such as ornamental trees, flowering shrubs, perennials, and ground covers.
3. Plantings should decrease in size and increase in detail, color, and variety near entryways into developments.

(b) Building Foundation Landscaping

1. Building foundations shall be planted with ornamental plant material, such as ornamental trees, flowering shrubs, perennials, and ground covers.
2. Plantings shall be massed and scaled as appropriate for the entryway size and space.
3. Plantings should decrease in size and increase in detail, color, and variety near entryways into buildings.

(c) Interior Parking Lot Landscaping

1. The interior of all uncovered parking blocks containing 10 or more spaces shall be landscaped according to the provisions in this subsection.
2. The primary landscaping materials used in parking lots shall be trees, which provide shade or are capable of providing shade at maturity. Shrubbery, hedges and other planting materials may be used to complement the tree landscaping, but shall not be the sole means of landscaping. Effective use of earth berms and existing topography is also encouraged as a component of the landscaping plan.
3. One shade tree shall be planted for every 5 parking spaces.
4. Landscaped berms shall be at least 10 ft. wide, a maximum of 3 ft. high, and include a maximum slope of 3:1.

(8) Lighting
   (a) All exterior lights shall be designed and located in such a manner as to prevent objectionable light and glare to spill across property lines.
   (b) Exterior lighting should be architecturally compatible with the building style, material, and colors.
   (c) Driveway parking lot lights and other lights shall be 10 feet to 15 feet in height. Cutoff fixtures are preferred over cobra-type light fixtures and directional floodlights.
   (d) Accent or decorative lighting for buildings, walkways, and landscaping is encouraged but shall consist of incandescent bulbs of no more than 100 watts and shall be focused directly on the intended object.
   (e) Site lighting shall be dark sky friendly.

(9) Loading and delivery areas may be shared between nearby uses, and the requirements shall be determined by the Planning Board on a case-by-case basis.

(10) Mechanical equipment, garbage containers, and electrical transformers shall be concealed from public view on all sides by architectural elements and/or landscaping satisfactory to the Planning Board's approval.

(11) Fencing and walls.
   (a) The design of fences and walls should be compatible with the architecture of the principal building(s) and should use similar materials.
   (b) All fences or walls 50 feet in length or longer and four feet in height or taller should be designed to minimize visual monotony by changing the plane, height, material, texture, or significant landscape massing.
   (c) Chain link fencing is prohibited.

(12) Utilities. All new utilities shall be underground.

(13) Open space. Where appropriate and practical, new development should create public open spaces and should maintain existing open space.

I. Architectural Standards
(1) Architectural design should be sensitive to the historical and/or architectural character of traditional hamlet and village building design.

(2) Buildings shall exhibit a clearly defined base, mid-section, and crown. This can be accomplished using a combination of architectural details, materials and colors.

(3) Design compatibility includes complementary building style, form, size, color, materials, and detailing. In reviewing projects, the Planning Board shall consider each of the following principal features contributing to the identity of buildings within the VHC District:

(a) Size: the relationship of the project to the site.
(b) Scale: the relationship of the building to those around it.
(c) Massing: the relationship of the building's various parts to each other.
(d) Fenestration: the placement of windows and doors.
(e) Rhythm: the relationship of fenestration, recesses, and projections.
(f) Materials: the compatibility with other buildings in the HC District, particularly those with historical significance.
(g) Context: the overall relationship of the project to its surroundings.

(4) The following architectural design concepts are required and/or encouraged:

A well-articulated base, mid-section, and crown can be achieved in all building types and sizes including multi-story buildings, as depicted in the illustration to the right, as well as single-story buildings.
(a) Design with the pedestrian in mind. Create attractive and safe routes for people to walk and relax which link to other areas. Limit the visibility of parking areas.

(b) Emphasize local identity. Architecture should be custom designed and reflect the village and hamlet vernacular of Genesee County. Avoid or minimize corporate chain architectural styles.

(c) Street-level continuity of shopfronts with minimal spaces between buildings with a street-level expression line, visually tying together the retail base and separating the upper stories.

(d) Porches fronting on streets are encouraged, especially on local roads.

(e) Multiple buildings on the same lot should be designed to create a cohesive visual relationship between the buildings.

(f) Blank wall areas and long, uninterrupted rooflines shall be avoided and should exhibit more detail and elements appropriate for close-range pedestrian view.

(g) Varied building designs that avoid long, flat facades are required.

1. The vertical plane of the building facade shall be broken up with a high level of articulation (e.g., projecting entry or window features, recessed elements, transparent storefronts, identifiable retail spaces, and awning/entrance canopies) especially at ground level.

2. No facade shall exceed 60 feet in horizontal length without a change in facade plane. Changes in facade planes shall be no less than 1.5 feet in depth and no less than 8 feet in length.

3. Any changes in exterior building material shall occur at interior corners.

(h) All sides of a building may have an impact on its surroundings and should be considered for treatment with an architectural finish. Architectural features, materials, windows, and articulation of a facade of a
building should be continued on all sides visible from a street or public parking areas.

(i) Facade colors should be low-reflectance colors. High-intensity colors, metallic colors, black, or fluorescent colors should not be used. Building trim and accent areas may feature brighter colors.

(j) The scale of a building should be compatible with the surrounding buildings.

(k) Pitched roofs with gables/dormers or symmetrically shaped parapet roofs are encouraged.

(l) Considerations should be given to the height of cornice line or other expression lines.

1. Where awnings are proposed, the use of canvas-type awnings on buildings is recommended to provide protection from sun, wind, and rain and to improve the aesthetics of the building exterior. Awnings should be placed at a pedestrian scale, at a height of not more than 10 feet above ground level.

2. Exterior finish materials should include:
   a. Facades: brick, stone, stucco, wood, and wood shingles.
   b. Roofs: shall be pitched; materials of construction may include shingles, wood, imitation wood asphalt; imitation slate; metal, aluminum (Kynar), copper, terne, zinc (standing seam or batten seam); architectural-style asphalt shingles.
   c. Exterior building materials on the primary structure should not include smooth-faced concrete block, tilt-up concrete panels, or prefabricated steel panels, highly reflective, shiny, or mirrorlike materials, mill-finish (noncolored) aluminum metal windows or door frames; exposed, unfinished foundation walls; exposed plywood or particle board; and unplastered, exposed concrete masonry blocks. Concrete block should be limited to only the rear wall of a building.

(m) Windows:
1. Windows should be greater in height than width or at least of equal proportion.

2. Mirrored, reflective, or darkly tinted glass, all-glass walls, or exterior roll-down security gates shall not be permitted.
J. Uses and Restrictions

(1) The maximum building footprint per structure is 5,000 square feet.

(2) The schedule of permitted uses and specially permitted uses for the VHC District is found in Table 1.

(3) All principal and accessory uses shall be conducted within completely enclosed structures, except for an outdoor eating area associated with a restaurant, provided that:

(a) All structures and uses are contained within the setbacks.

(b) Total number of outdoor seats are approved by the Planning Board.

<table>
<thead>
<tr>
<th>USE GROUP</th>
<th>Village-Hamlet District</th>
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<tbody>
<tr>
<td><strong>Use Category</strong></td>
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<tr>
<td>Residential</td>
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<tr>
<td>Live/Work Space located above the ground floor</td>
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<tr>
<td>Live/Work Space, ground floor</td>
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<tr>
<td>Dwelling Units located above the ground floor</td>
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<tr>
<td>Multi-unit (4 unit max) Residential</td>
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<td>Townhouse</td>
<td>SP</td>
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<tr>
<td>Two-Flat (two units only, one above the other)</td>
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<td>Public and Civic</td>
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<td>Public buildings and grounds</td>
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<td>Commercial schools</td>
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<td>Commercial/retail</td>
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<td>Grocery store</td>
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<td>Apparel store</td>
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<td>Drugstore</td>
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<td>Professional offices (upper floors only)</td>
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<td>Fitness center</td>
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<td>Brewery</td>
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<td>Electronics/Computer Store</td>
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<td>Hotel (upper floors only)</td>
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<td>Antique and/or consignment store</td>
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<td>Bookstore</td>
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<td>Laundromat</td>
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<td>Beauty parlor, barbershop</td>
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<td>Apparel repair and alteration</td>
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<td>Bakery</td>
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<td>Florist shop</td>
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<td>Artist studio / gallery</td>
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<td>Restaurants, coffee shops or other similar places principally serving food and drink for inside consumption, provided that occupancy does not exceed 90 persons</td>
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<td>Bicycle sales and repair</td>
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<td>Bank</td>
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<tr>
<td>Theater</td>
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<tr>
<td>Bed and Breakfast</td>
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<td>OTHER</td>
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<tr>
<td>Outdoor entertainment.</td>
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<tr>
<td>Drive-thru (located in side or rear yard only)</td>
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<tr>
<td>Any combination of permitted residential or non-residential uses.</td>
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<tr>
<td>Permitted uses exceeding the thresholds established in Subsection XX</td>
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