

Project Status Form

RECIPIENT Town of Jerusalem CONTRACT # T1000225
 PROJECT TITLE Town of Jerusalem Waterfront Revitalization Strategy

Status Report Date: 2/14/14

**** See guidelines on reverse side for completing this form ****

Task #	Brief Task Description	Percent of Completion	A/T	Date of Completion	Task Accomplishments	Product Submitted to DOS
1	Kick-Off Meeting	100%	A	2/25/13	Phone Conference outlining and agreeing to general contract terms	Quarterly Update Report 4 th Qtr 2013
2	Advisory Committee	100%	A	4/13	Formed Local Advisory Committee (11 persons) and held an initial meeting	Quarterly Update Report 4 th Qtr 2013
3	Consultant RFP	100%	A	7/13	Prepared Request for Proposals for planning consultant; reviewed, approved and advertised through direct mail and the NYS Contract Reporter	Quarterly Update Report 4 th Qtr 2013; RFP
4	Consultant Selection	100%	A	8/13	Interviewed and selected preferred planning consultant	Quarterly Update Report 4 th Qtr 2013
5	Consultant Sub-Contract	100%	A	9/13	Contracted with Ingalls Planning & Design as planning consultant	Quarterly Update Report 4 th Qtr 2013;
6	Second Project Meeting	100%	A	12/13	Met with Local Advisory Committee five additional times reviewing scope, boundary, community input and visioning	Quarterly Update Report 4 th Qtr 2013
7	Preliminary Boundary	100%	A	12/13	Discussed, mapped, and reviewed preliminary waterfront revitalization area	Quarterly Update Report 4 th Qtr 2013; Preliminary Boundary Map
8	Draft Inventory & Analysis	85%	T	2/14	Inventoried and mapped majority of existing conditions; reviewed at community workshop	Quarterly Update Report 4 th Qtr 2013; Draft Inventory & Analysis Report
9	Community Visioning Workshop	100%	A	11/19/13	Advertised and held community workshop attended by over 50 persons; Summarized findings in report and table format	Community Open House Summary
10	Vision Statement	50%	T	2/14	Prepared Draft Vision Statement; to be reviewed at 2/25/14 Advisory Committee meeting	Draft Vision Statement Document
11	Proposed Land & Water Uses & Projects	10%	T	4/14	Prepared preliminary land and water use objectives based on existing plans and community input; prepared preliminary project list for review at 2/25/14 Advisory Committee meeting	Preliminary Land & Water Use Outline and Preliminary Project List
12	Schematic Designs	0%	T	4/14	N/A	N/A
13	Action Plan	0%	T	4/14	N/A	N/A
14	Draft Waterfront Revitalization Strategy		T	5/14	N/A	N/A
15	Community Meeting	0%	T	5/14	N/A	N/A
16	Final Waterfront Revitalization Strategy	0%	T	6/14	N/A	N/A
17	MWBE Reports	0%	T	7/14	N/A	N/A
18	Project Status Reports	20%	T	7/14	N/A	N/A
19	Final Project Summary	0%	T	7/14	N/A	N/A

jobs and improving the tax base.

The waterfront revitalization area encompasses land adjacent to Keuka Lake and Sugar Creek. It includes the hamlets of Branchport and Kinney's Corners/Keuka Park, areas adjacent the Village of Penn Yan and the Keuka Lake State Park. The New York State Route 54A right-of-way, which links these areas, is also included within the boundary.

The waterfront revitalization area includes land with a relationship to the water most susceptible to change. Areas that are overwhelmingly single-family residential in use, such as East and West Bluff Drive, are not included in the revitalization area.

Figure 1: Transportation and Revitalization Area Map



Vision & Discovery Session

After the IPS, attendees separated into three small groups for the Vision & Discovery Session. In this phase, teams identified issues, opportunities, and assets. Words and/or short phrases describing the long-term vision were also identified. To help identify specific geographic related information, residents recorded place-specific comments on printed maps of the village. Although residents offered diverse input, common themes emerged from the Vision & Discovery Session.

Issues	Opportunities	Assets	Vision	Other
What are the two most significant issues you feel must be addressed for the Keuka Lake area to move forward?	What are one or two opportunities you think that Keuka Lake must capitalize on to make it a unique place to live, shop and/or visit?	What are the specific assets that should be preserved and strengthened to help achieve your vision for the community?	If you had to pick one thing you would like the community to become well known for what would it be?	Questions, Comments, Concerns
1 Public Sewer	Wetland Boardwalk	Keuka Lake	Keuka Lake	Eclectic architecture style is preferred over typical suburban development.
2 Protect Board Character	Walking & hiking trails	open space & woods	unspoiled	Do we need to attract outsiders? What about improving existing quality of life?
3 Protect Environment & Natural Beauty	Natural Beauty & Keuka Lake	scenic views	pristine water	Who are we trying to attract?
4 Schoolbus in Branchport & Keuka Park	trimming grass & painting at the bridge	Neighaus Trail (e.g. Jerome Williams, 19th century Quaker)	user-friendly	Maintain the current qualities of Keuka Lake State Park.
5 Branchport & Keuka Lake need a sense of place.	Get people out of cars & spending money by offering a destination.	historical grape & wine area for New York	beautiful	The community should avoid suburban sprawl development.
6 Coordination with Department of Environmental Conservation	off-road balance between Penn Yan, Branchport, & beyond	free swimming at Keuka Lake State Park beach	tourists	Call it "Sugar Creek", not "Cayuga Creek"
7 Improve traffic patterns & convenient parking in Branchport	inviting & open waterfront access	Sugar Creek kayak & small boat access	great place to visit	Prevent motorized access on overlook trail at Sugar Creek.
8 Hiking is not well defined or promoted.	Implement mountain or trolley service between Penn Yan & Branchport.	Open year round pedestrian access on Overlook Tower at Sugar Creek	hikes	Our rural culture must be protected.
9 Properties in poor condition need to be addressed, the way it used to be.	Integrate Keuka College into community (i.e. Town/Gown relationship).	Protect native species (e.g. Cattails)	diversity of water, woods, farmland	Exclude big corporations from the community.
10 Developing (water depth, Sugar Creek & area)	Encourage greater occupancy of existing hotels, resorts, bed & breakfast.	peace & quiet	attractive houses	Extend the Branchport sidewalk to the Sweden County line.
11 disparity between college students & town	Enhance access by dredging Sugar Creek	low amount of commercial billboards, signage	wildlife & waterfowl	Install a fishing platform north of S4A on Sugar Creek similar to the Fire Department.
12 The prevalence of lake houses creates dangerous conditions on S4A.	Opportunity to create a formal solar paneling & solar recreational area	dark skies, visible stars	cultural diversity	Prevent boats from backing out at Sugar Creek resulting in installing a break wall.
13 lack of recreational opportunities	coordination with Penn Yan (e.g. Watershed Comprehensive Plan, Penn Yan 20/20)	pure water	family-friendly	It is very important to protect the community's rural character.

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What are the two most significant issues you feel must be addressed for the Keuka Lake area to move forward?	What are one or two opportunities you think that Keuka Lake must capitalize on to make it a unique place to live, shop and/or visit?	What are the specific assets that should be preserved and strengthened to help achieve your vision for the Keuka Lake commercial area?	If you had to pick one thing you would like Keuka Lake to become well known for what would it be?	questions, comments, concerns
14 lack of trees in branchport	Improve public access to Keuka Lake.	vineyards	restful	Enforce "covenants" that encourage pride of ownership.
15 water quality	walkability	Keuka Lake	birding	Do we want change? Some do not.
16 Sugar Creek navigation	Expand business district in Branchport.	people	recreation	
17 Branchport water access	niche business	centrally isolated	kayaking	
18 cooperation	Attract business to Jerusalem (e.g. Inn, Hotel).	natural beauty	beautiful	
19 lack of tourism education programs	night water sports with lights on Keuka Lake	seasonal weather changes	friendly	
20 technology	transient docking, perhaps at restaurants	History (e.g. Iroquois)	scenic	
21 keep some village look & feel (e.g. Tupper Lake)	allow all income levels	rural	family	
22 line of sight	more waterfront restaurants	tributaries	not crowded	
23 Branchport does not support out of town visitors.	Finger Lakes Trails	Keuka Lake State Park	undisturbed	
24 public restroom	water sports (e.g. canoe, kayak rental)	Zoning	boating	
25 lack of public water access	Keuka Wine Trail along 54A	lack of heavy manufacturing	natural	
26 lack of urgent care	agriculture	agriculture	cycling	

Planning and Design Session

Part of the planning and design workshop was spent working in small groups with markers and an area-wide base map. With the help of a facilitator, participants were asked to identify issues and opportunities on the map and sketch or draw their ideas for future land use, development and redevelopment. They were asked to reflect on the two previous exercises as inspiration for their ideas and to focus more on what should be there in the future rather than what is there today.

Participants used the Planning and Design session to delineate potential trail developments along Keuka Lake and Sugar Creek. Other ideas added on the maps included areas for public water access, an amphitheater, overlook pavilion, and parks.

	Issues What are the two most significant issues you feel must be addressed for the Keuka Lake area to move forward?	Opportunities What are one or two opportunities you think that Keuka Lake must capitalize on to make it a unique place to live, shop and/or visit?	Assets What are the specific assets that should be preserved and strengthened to help achieve your vision for the Keuka Lake commercial area?
27	growth management, definition	potable water	fish
28	unemployment	rural nature of community	Land Trust
29	parking	tourist income	Keuka Lake Association
30	seasonal roads	income from boat docking fees	BPA
31	building codes	Mennonites	air
32	zoning regulations	Keuka College	local food
33	ratio of land & buildings	Keuka Lake State Park	local businesses
34	sewage	boat launch	proximity to airport
35	Motor boat sound pollution	Mill Street public access	Mennonites
36	Light Pollution	Indian Pines Park	wineries
37	Improve Branchport.	bridge to Penn Yan Trail	breweries
38	architecture	tour boat	tourism
39	protect nature	information center	small town feel
40	building appearance	design guidelines	Keuka Lake Wine Trail
41	Economic Development	Finger Lakes Museum	community spirit
42			education