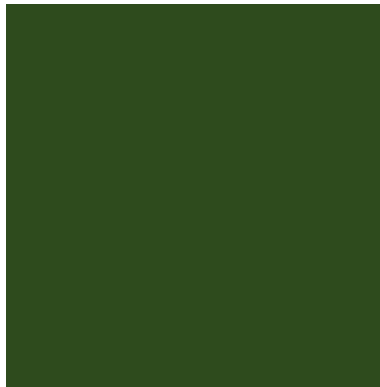
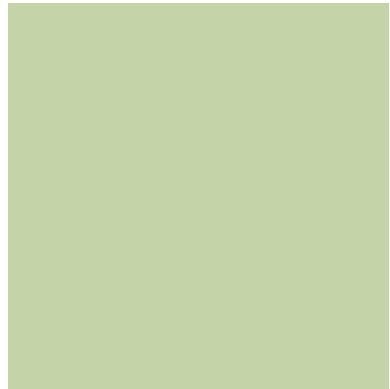
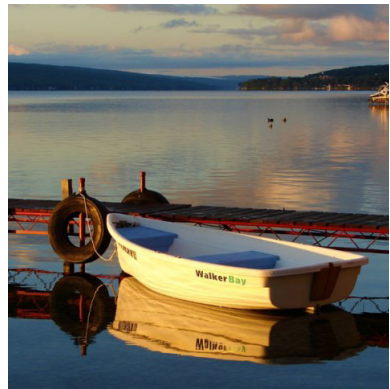


TOWN OF JERUSALEM LOCAL WATERFRONT REVITALIZATION STRATEGY

Prepared for the Town of Jerusalem
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Final Draft



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Section 1

INTRODUCTION AND WATERFRONT REVITALIZATION AREA



The waterfront supports boating and other recreation. Photo by Michael Carney

In a proactive approach to preserve natural resources, leverage the waterfront as a regional community asset, and continue to plan for the development of the regionally significant Finger Lakes Museum, the Town of Jerusalem partnered with Keuka College, the County's largest employer, and solicited funding from the 2012 NYS Department of State's Local Waterfront Revitalization Program to prepare for its waterfront area. As indicated by the successful completion and adoption of the Branchport Hamlet Master Plan and the SR 54A Scenic Overlay District, the Town is fully committed to developing a waterfront revitalization strategy.

The Local Waterfront Revitalization Strategy will help to preserve natural resources, foster private investment and position the Town to become a premier Finger Lakes destination by addressing several critical issues. Such critical issues include the consideration of community design and mixed-use zoning for the hamlet of Branchport, trails and recreation, scenic quality preservation, natural resource protection, public access to the water, accommodations for all modes of travel - pedestrians, bicyclists and motorists - and appropriate land uses that take full advantage of the water while adding

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



Section 2

INVENTORY AND ANALYSIS

EXISTING LAND USE

The revitalization area includes a diverse mix of land uses. Both Branchport and Keuka Park/Kinney's Corners contain a mix of traditional commercial and residential uses with development patterns typical of rural hamlets and villages. Most commercial uses and/or mixed-use areas are located in the hamlet areas and include frontage on Route 54A. Land outside the hamlets are primarily residential and agricultural uses. Keuka Lake State Park is the largest recreational use and is located along the eastern shoreline of Keuka Lake's west leg.

EXISTING ZONING

The study area contains several Town of Jerusalem zoning districts. They include:

- Agricultural-Residential (AGR)—all property not included in other districts. Agricultural operations are considered to be the highest and best use of district land.
- General Business (B1)—commercial/business, clubs, funeral homes, single-family residential, and agriculture are permitted uses.
- Branchport Service Park (BSP)—The BSP district is designed to regulate tourist-oriented recreation uses such as water-based activities and cottage rentals.
- Residential-Lakeshore Area (R1)—The R1 district intends to regulate lakeshore residential property and provide protections for scenic assets. Most of the revitalization area consists of R1 district properties.
- Residential – Public Sewers (R2)—residential neighborhoods served by public water and sewage facilities where it is feasible to have smaller lots than in areas without these facilities.
- Residential – Indian Pines (R3)—The R3 district provides regulations for Indian Pines Subdivision areas near Penn Yan.¹

Figure 2: Land Use Map

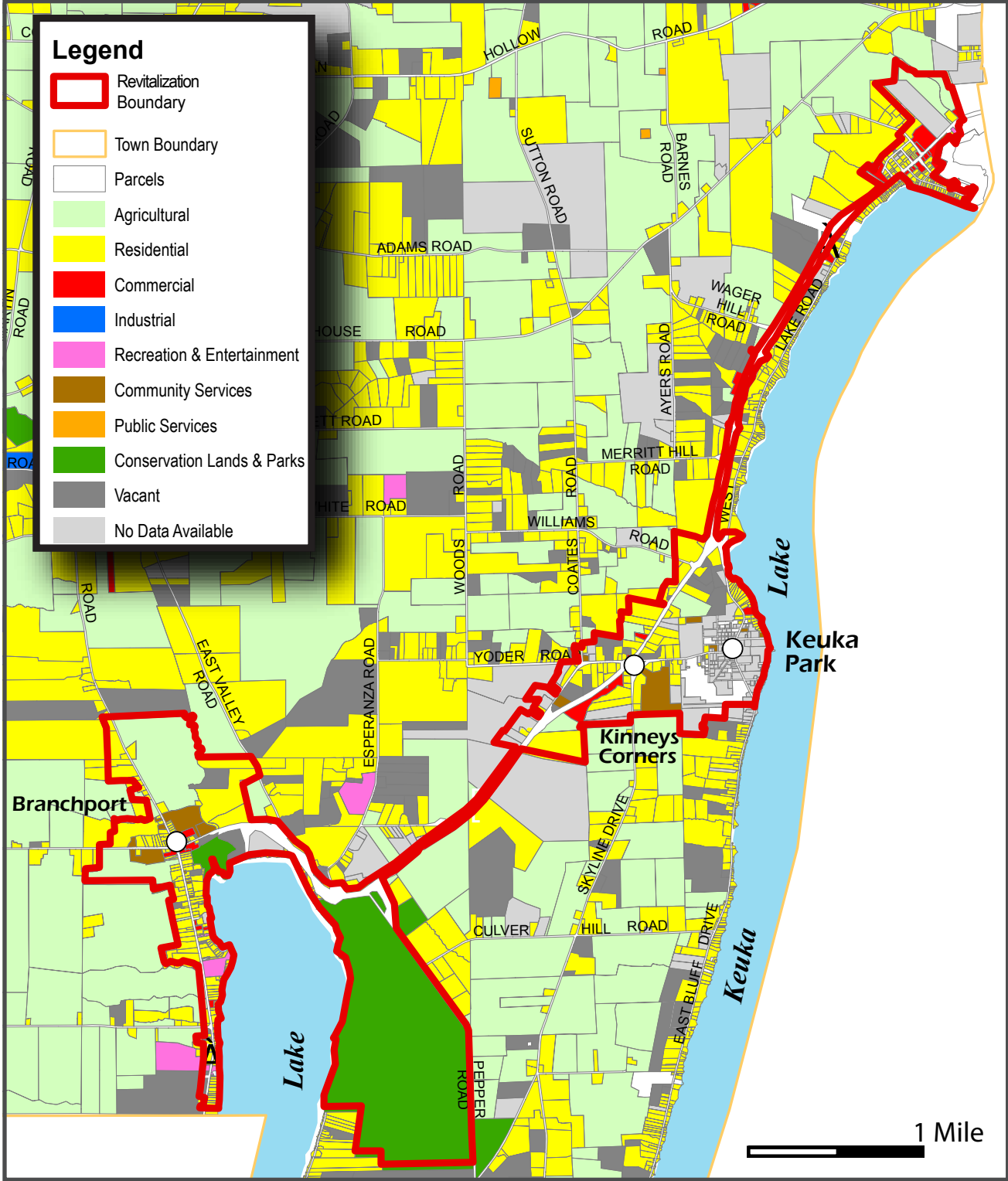
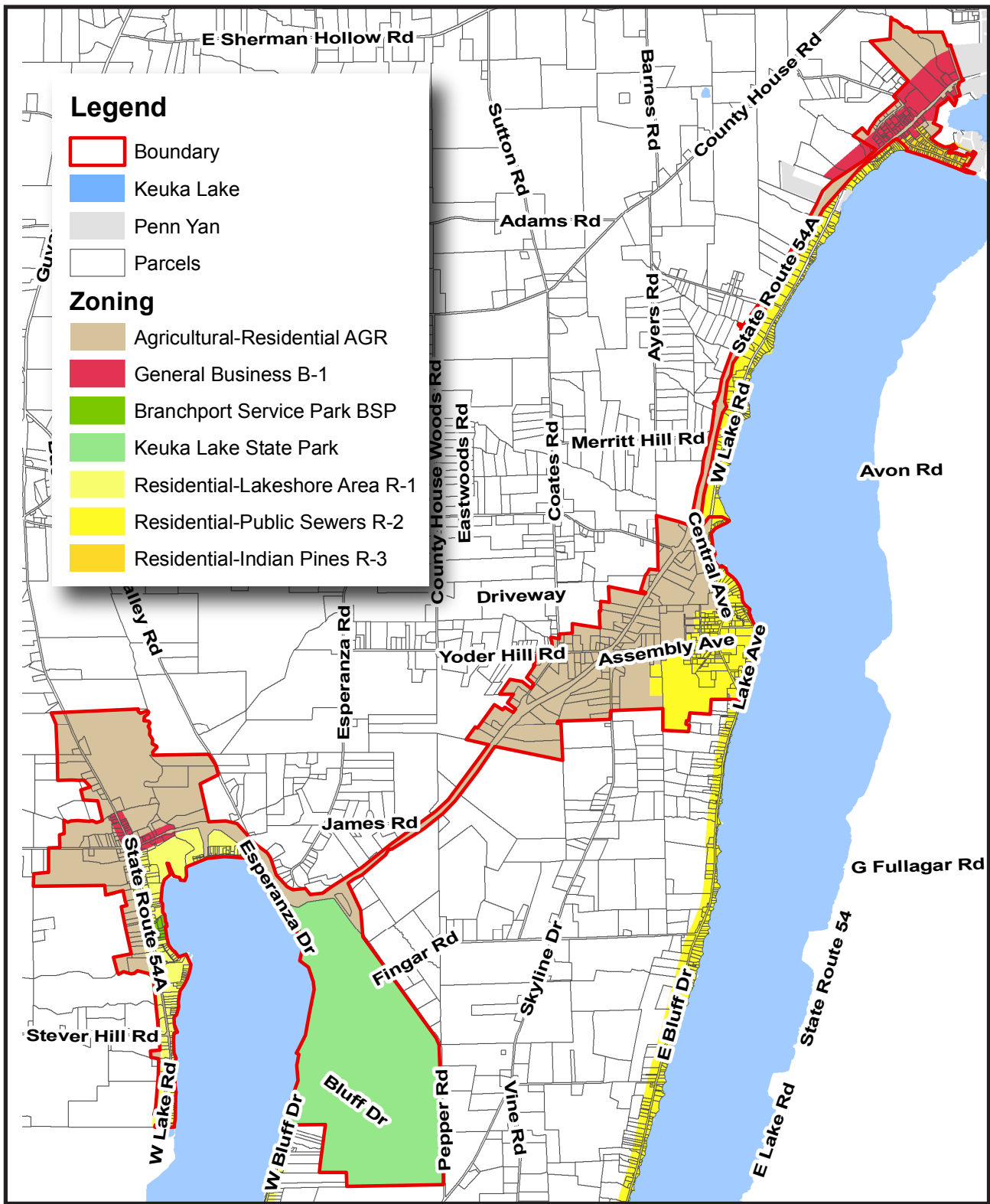


Figure 3: Existing Zoning Map



AGRICULTURAL LANDS

Historically, the town of Jerusalem has largely been an agricultural area. Today, much of the Town remains in agricultural use.

Agricultural Districts are a landowner-based initiative, made possible by New York State Agricultural and Markets Law. According to the law, the purpose of the districting is to encourage the continued use of farmland for agricultural production. The program is based on a combination of landowner incentives and protections, all of which are designed to forestall the conversion of farmland to non-agricultural uses. Included in these benefits are preferential real property tax treatment (agricultural assessment and special benefit assessment), and protections against overly restrictive local laws, government funded acquisition or construction projects, and private nuisance suits involving agricultural practices. More than 60% of Jerusalem is within an Agricultural District (see Map 11 in Town of Jerusalem Comprehensive Plan).² However, very little of the study area is within an Agricultural District, allowing flexibility for future uses (see Figure 4 below).

HISTORIC RESOURCES



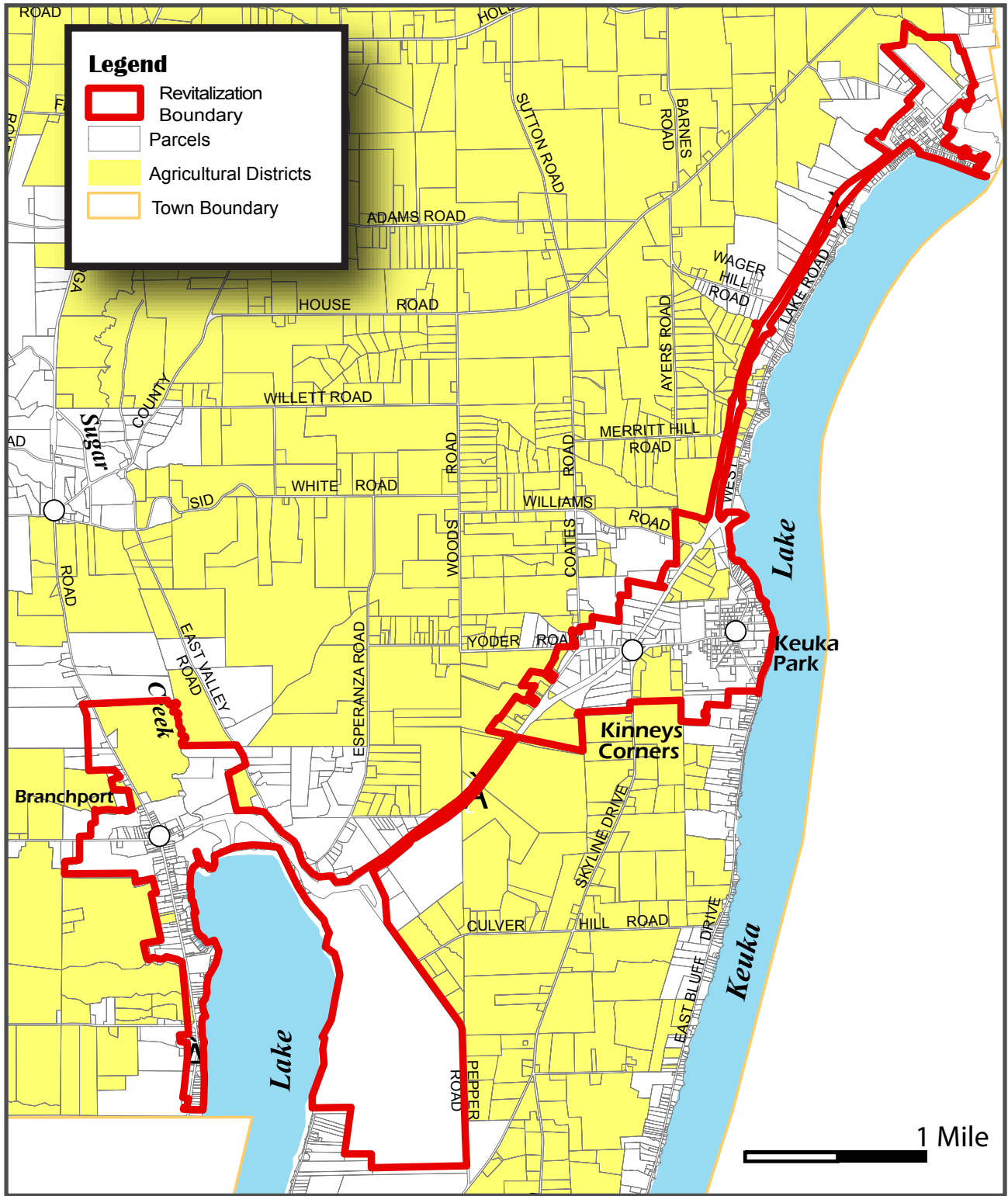
Grapes are important local crops in Jerusalem. Photo courtesy of The Finger Lakes Museum.

History of Jerusalem and Keuka Lake Watershed

The Keuka Lake watershed was settled by people almost as soon as the Ice Age ended, some 9,000 years ago. These first people supported themselves by hunting, fishing and gathering wild food. Archaeological remains from the vicinity of Lamoka Lake reveal their diet consisted of deer, turkey, passenger pigeon, bear, turtle, bullhead and the acorns from White oak trees.

Agriculture first appeared in the area nine hundred years ago with the Owasco people who brought the “Three Sisters” agriculture of interplanted corn, beans and squash. Early European explorers of the Keuka Lake watershed encountered the Iroquois, a group who are thought to have arrived five hundred years ago. The Seneca tribe of Iroquois remained in the area until they were driven out by colonists following the Revolutionary War.

Figure 4: Agricultural District Map



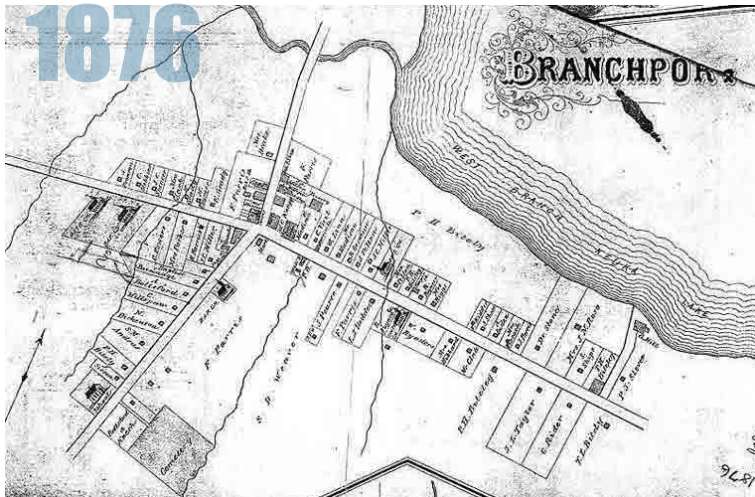


Historic aerial view of Branchport. Photo courtesy of Yates County Historical Society.

In 1787, a committee from Rhode Island representing Jemima Wilkinson, the “Public Universal Friend”, visited the area between Seneca and Keuka Lakes looking for land for their sect’s new home. They found several colonists the Senecas had permitted to reside in the area. The committee was pleased by what they saw, and within two years moved more than sixty families of Wilkinson’s followers into the area. They purchased deeds to their land from Charles Williamson, the land company agent located in Bath who had great influence over the whole area. Williamson contributed the name “Esperanza” to Bluff Point. Wilkinson’s followers began by erecting dams and mills on the Outlet and a second colony led by the Potter family built on Sugar Creek, north of the present site of Branchport.

In the early nineteenth century, there was strong competition for most favorable locations for production and trade. “Summersite”, an alternative to early Penn Yan, grew up to the south of the Outlet along the lakeshore. In 1809, the first published reference to “Pen Yang” appeared in local papers. The name aptly represents the meeting of influences from Penn’s colony to the south and from the Yankees moving in from the east.

The 1830s were important years for Penn Yan and the lake. Penn Yan incorporated as a village in 1833, and in the same year the Crooked Lake Canal, which paralleled the Outlet, opened. Agricultural produce of the area could be floated through the 28 locks of the canal to reach Seneca Lake and the Erie Canal system. In 1837, the Keuka, the first steamboat, began hauling passengers and produce on Keuka Lake. Traffic on Keuka Lake moved both north and south. Produce destined for Penn Yan could be transferred to barges on the Crooked Lake Canal or to cars on the Fallbrook Railroad, which connected with the New York Central system. Produce carried to Hammondsport would be hauled by teams through Pleasant Valley to Bath where it would be floated down the Cohocton River on rafts or, later, loaded onto the Lehigh Valley Railroad.



Early plat map of Branchport. Photo courtesy of Yates County Historical Society



Steam Boat stops at Keuka College Landing. The College was founded in 1890.

The steamboats were crucial for moving agricultural produce to market, and after the Keuka, a series of steamships followed including: Steuben, George R. Young, Keuka, Yates, Lulu, Urbana, Farley Holmes, William L. Halsey, West Branch, Mary Bell, and the Cricket. Docks and piers were built in Penn Yan, Branchport and Hammondsport to move the produce from lake to land transport. Large icehouses at the ports stored ice cut from the lake used to cool shipments to distant markets. Several steamboats ran into the 1920s for tours and excursions, but automobiles and good roads replaced them for other purposes.

History of Branchport

The name “Branchport” comes from its location at the north end of the west branch of the Y shaped Keuka Lake. Keuka is one of the Finger Lakes, located in Yates County in Western Central New York State. In 1831, the first store was built at the crossroads, and the community of Branchport grew around this store. In 1867, Branchport became an incorporated village, but has since dissolved the village government, relinquishing its incorporated status.

Branchport became an important port for steamboats which plied the waters of Keuka Lake carrying both passengers and produce from 1835 to 1922. It was also the western terminus of the Penn Yan, Keuka Park and Branchport railway, an 8½ mile electric trolley which provided passenger and freight car service from 1913 to 1928. The line came into Branchport from the east near where State Route 54A is today. It connected with the Northern Central Railroad at Penn Yan. In the past, Branchport was the seat of small industry including a basket factory, foundry, spoke factory, planing mill, and harness shop. Fires in the 1890’s and then the old hotel’s burning in 1901 leveled much of the business district. As the steamboat traffic fell off and finally the trolley traffic as well, not much rebuilding was done. As transportation became more available and industry became con-

centrated in larger towns, Branchport became largely a residential community, but continues to serve an area of summer lake residents and tourists, as well as farmers who are mainly involved in the growing of grapes⁴.

SCENIC RESOURCES

Scenic vistas are some of the most popular attributes of the community, and their preservation requires consistent attention. In the 2006 Town of Jerusalem Comprehensive Plan survey, 94% of respondents supported zoning and regulatory policy aimed at preserving scenic views.⁵

Through preservation of contiguous open space parcels and pro-agriculture policies and activities, the 2006 Town of Jerusalem Comprehensive Plan seeks to promote scenic conservation.⁶ The following specific strategies are included:

1. Create a town-wide active farmland and critical open space inventory that identifies key parcels to be preserved for future farming activity or dedicated open space.
2. Utilize cluster development techniques in and near designated agricultural areas to maximize development potential in a way that preserves contiguous blocks of farmland.
3. Encourage land owners to participate and continue future participation in New York State's Agricultural Districts program, operated through Yates County. The program provides tax incentives and right-to-farm protection in return for farmers' agreement not to develop or sell the land for development.
4. Educate and encourage landowners about private land conservation techniques (e.g. conservation easements and land conservancies).
5. Explore public and private grant funding opportunities that can be used to initiate a purchase of development rights program⁷.



Branchport circa 1925. Photo courtesy of Yates

The Town of Jerusalem enacted a special zoning ordinance to protect the scenic character along Route 54A. The purpose of the Route 54A Scenic Overlay District includes:

- Protection of the viewshed from 54A
- Regulation of land uses, building, and site design to complement the scenic experience

- Ensure development reflects the vision in the 2006 Comprehensive Plan⁸

Further, the New York State Agriculture and Markets Law protects farmland, and indirectly has the effect of protecting scenic views.



Sunset over Keuka Lake. Photo courtesy of Yates County Historical Society

WATER USE

The water bodies of Keuka Lake and Sugar Creek are vital to life in Jerusalem. Within the study area, a private marina offers marine services. Basin Park Marina, located south of Branchport on West Lake Road (54A), offers more than 100 boat slips, transient docking, cottage rental, restrooms, and showers⁹. East Bluff Harbor is located on East Bluff Drive and offers 22 slips, boat rentals and storage. The Harbor Club and North Country Kayak and Canoe Rentals, also on West Lake Road (54A), contribute to the offering in the waterfront area.

Public Access

Sugar Creek

NYSDEC maintains a boat launch on Sugar Creek (i.e. Guyanoga Creek). The site accommodates float-off and float-on launching of boats on trailers. A gravel ramp is available for cartop and small trailered boats.¹⁰ Further, the launch accommodates 6 cars and trailers.¹¹ Sugar Creek also offers public fishing areas (see Open Space, Public Access and Recreational Resources).

Keuka Lake State Park

Keuka Lake State Park, operated by New York State Office of Parks, Recreation & Historic Preservation (NYSOPRHP) offers significant public access to Keuka Lake. The park, located at 3560 Pepper Road, lies just east of Branchport. Keuka Lake State Park offers:

- Boat Launches—uitable for watercraft on trailers
- Boat Docks—additional marine amenities include waste pump-out stations and showers
- Boat Slips

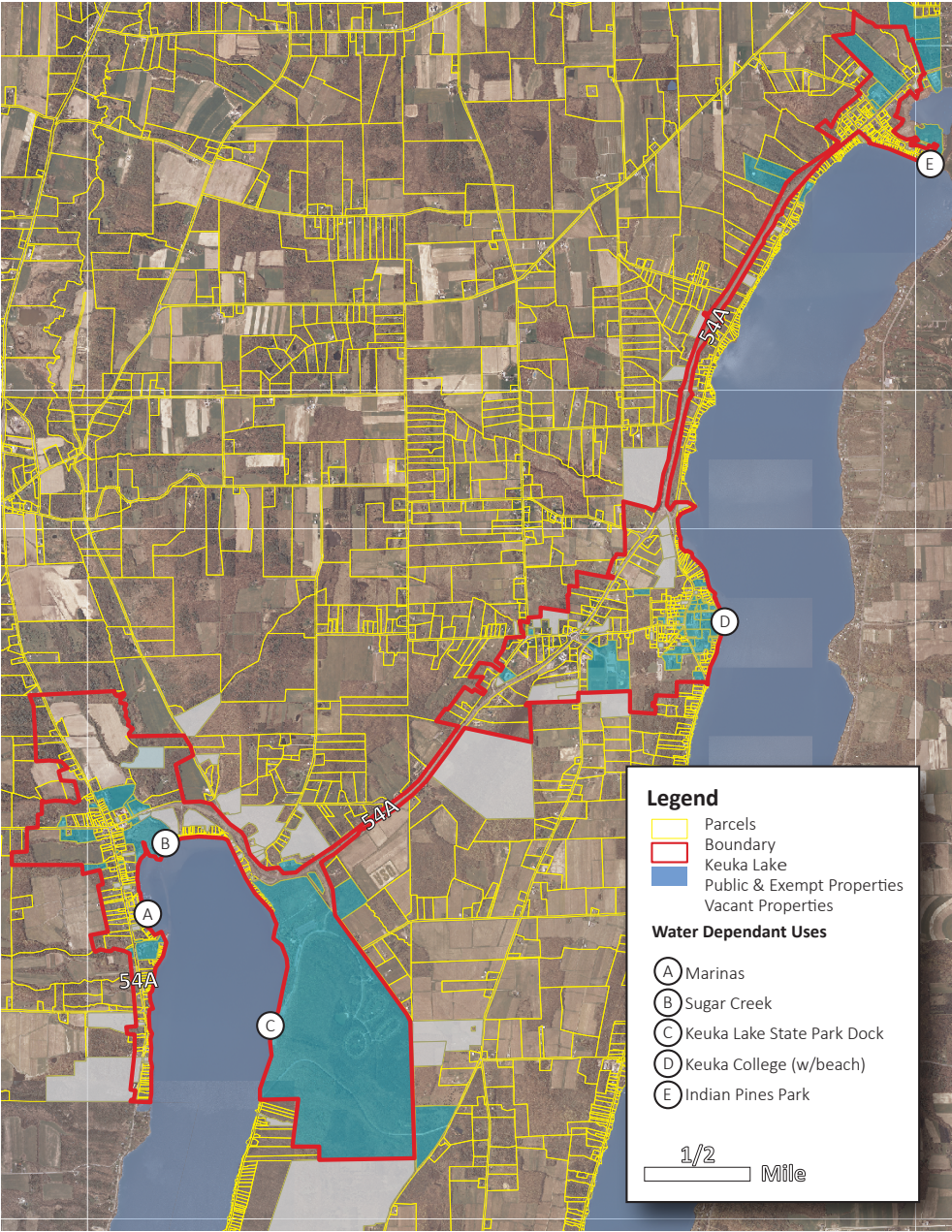
- Fishing Areas
- Swimming Beach¹²

The proximity of the Keuka Lake State Park to Branchport and Kinney’s Corners/Keuka Park offers an opportunity for a trail connection along the 54A corridor.

Keuka College Beach

Keuka College’s waterfront area, Point Neamo, includes a swimming beach that is available for use by Town of Jerusalem residents.

Figure 5: Water -Based Access & Uses





Residential Dock on Keuka Lake. Photo by Kevin Conlon.

OPEN SPACE AND RECREATIONAL RESOURCES

According to the community survey conducted for the 2006 Comprehensive Plan, open space, public access, and recreational resources are very important to residents.¹³

Keuka Lake State Park

Keuka Lake State Park, operated by NYSOPRHP offers significant public access, open space, and recreational resources to the community. In addition to the public access to the water (see Water Access) the park offers the following activities:

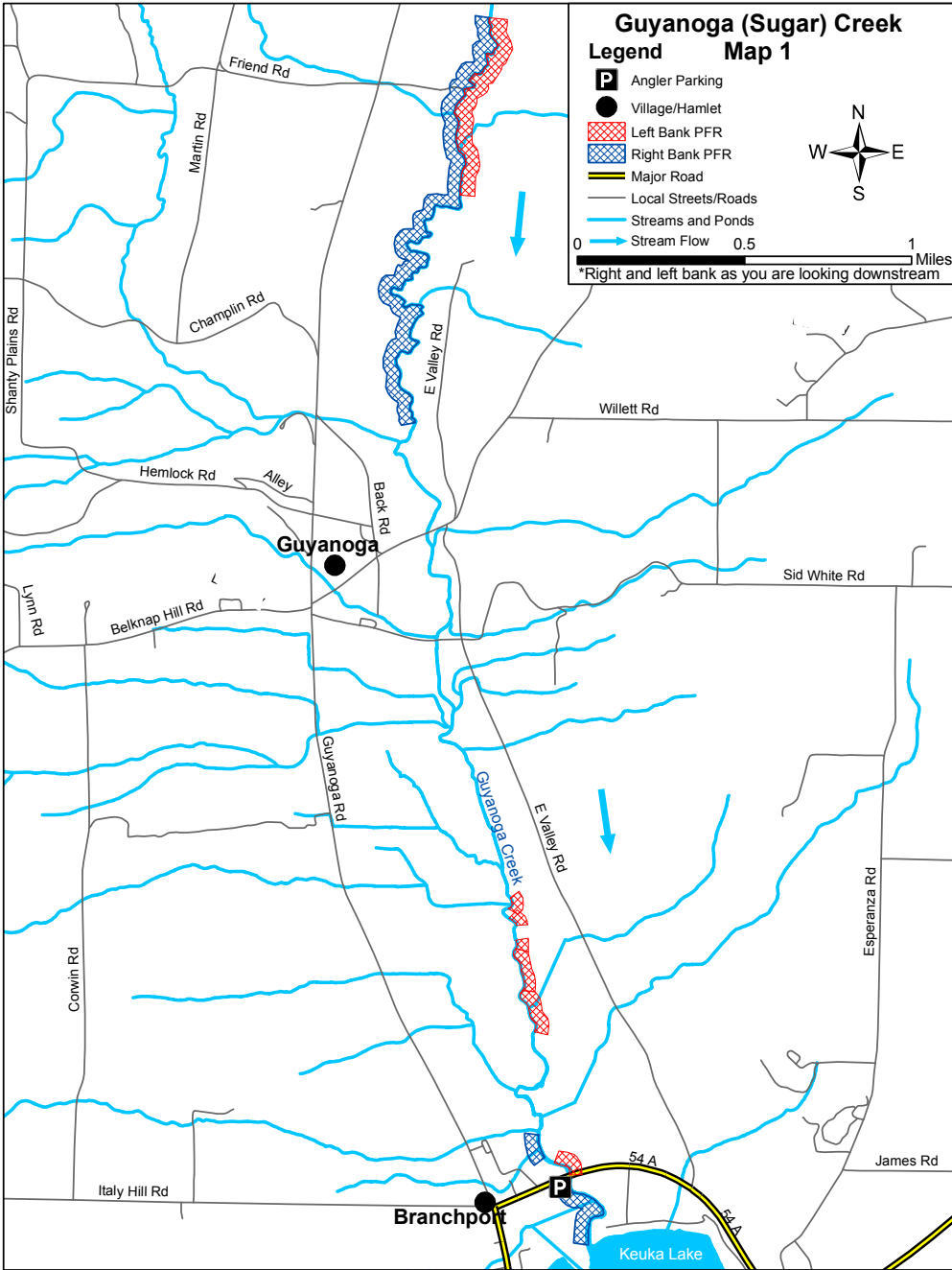
- 132 Campsites –capacity for tents, trailers, and electrified sites
- Hiking
- Hunting –seasonal Deer and Duck
- Cross Country Skiing
- Pavilions, Picnic Tables
- Playgrounds¹⁴

Currently, Keuka Lake State Park offers little or no pedestrian or bicycle accessibility to Branchport. An opportunity for a trail linking the areas may exist along the waterfront.

Sugar Creek

Sugar Creek offers fishing access to the community. Sugar Creek supports a small annual migration of wild rainbow trout, a desirable species of fish.¹⁵ Public fishing rights, permanent easements purchased by NYSDEC from private land owners, are maintained along Sugar Creek, immediately south of 54A.¹⁶

Figure 6: NYSDEC Public Access Map





Vince's Playground. Photo courtesy of Modeste Bedient Library.

Vince's Playground

Branchport's Modeste Bedient Community Library opened Vince's Playground in 2013. Vince's Playground offers the community access to slides, climbing structures, and related equipment. Through extensive citizen funding and grants, Vince's Playground quickly bolstered recreational opportunities in Jerusalem^{17, 18}

TOPOGRAPHY

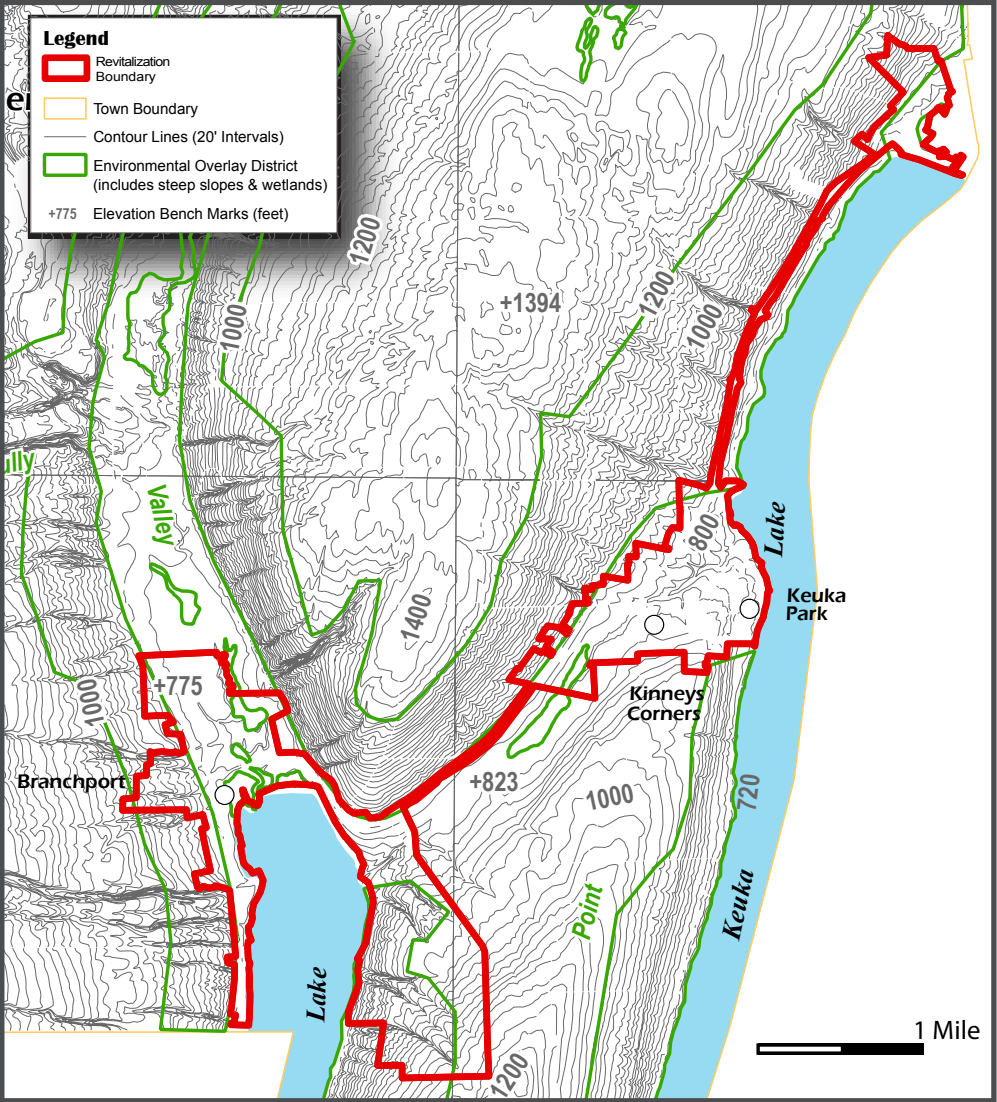
The unique terrain of the Finger Lakes region is a result of thousands of years of glacial activity in the area. The glaciers carved out valleys, streams and rivers and left depressions that would later become the Finger Lakes. The region has long reaped the benefit of these natural processes in the form of prime agricultural land, scenic vistas, recreation, and tourism.

Jerusalem enjoys a diverse landscape including several gullies and valleys, deep ravines running down to Keuka Lake and Guyanoga Valley, rolling hills used primarily as farm land, and steep slopes along the edges of the lake. Bluff Point, which gives the lake its distinct "Y" shape, is one of the more dramatic lakeside hills in all the Finger Lakes. It provides scenic vistas from many of its roadways and cottages along the shore.

This unique topography is completely interwoven with the town's heritage, image, character, and overall sense-of-place. Therefore, it is critical to recognize the fragility of such a landscape and take measures to protect it. The measure of the slope of the land generally indicates its suitability for various types of development. Areas with very steep slopes are often limited as to the quantity and types of development that can be supported. These areas include:

- the majority of lands on Bluff Point
- the hills adjacent to NY 54A between Penn Yan and the State Park
- the hills on both sides of Guyanoga Valley
- the ravines leading to Keuka Lake and Guyanoga Valley¹⁹

Figure 7: Topography Map



HYDROLOGY

The community surrounding Keuka Lake is directly tied to the water. Human activities impacting the water cycle can cause direct changes to the quality of life. The Keuka Lake Association, a non-profit organization tasked with protecting the lake, is a resource for information on practices that conserve water quality²⁰.

Watersheds and Waterbodies

A watershed is defined as the area of land that drains into a particular body of water. The Town of Jerusalem is primarily in the Finger Lakes – Lake Ontario watershed. Within that watershed, most of the town’s waterbodies flow into Keuka Lake. The southwestern corner of Jerusalem drains south into the Cohocton River and eventually into the Susquehanna River, making

it one of the northernmost reaches of the Chesapeake Bay watershed.

The New York State Department of Environmental Conservation (NYSDEC) classifies all waterbodies according to their “best use”, a designation that takes into account such factors as stream flow, water quality, and desired uses of the water and its bordering lands. DEC programs are designed to achieve and maintain the best use for each of these waterbodies. The following are the major waterbodies and their best use classification:

- Keuka Lake (AA) – suitable for drinking, swimming, fish propagation, and fishing. DEC studies conclude that Keuka Lake’s water is very clear and well oxygenated at all depths, enabling fish to occupy both shallow and deep water habitats. Rooted aquatic vegetation is confined mainly to the northernmost ends of the lake’s two arms, and to the lake’s south end. There are also weedbeds around prominent points and deltas.
- Sugar Creek (C) – suitable for fish propagation and fishing. Sugar Creek flows Existing Conditions 2006 Comprehensive Plan 25 south through the Guyanoga Valley into the west branch of Keuka Lake.
- Nettle Valley Creek (C) - suitable for fish propagation and fishing. Nettle Valley Creek flows north through the hamlet of Friend and into Ontario County and eventually Lake Ontario.
- Fivemile Creek (C) - suitable for fish propagation and fishing. Fivemile Creek, located in the southwest corner of Jerusalem, drains the Jurbertown swamp and flows south into Steuben County and eventually Chesapeake Bay.²¹

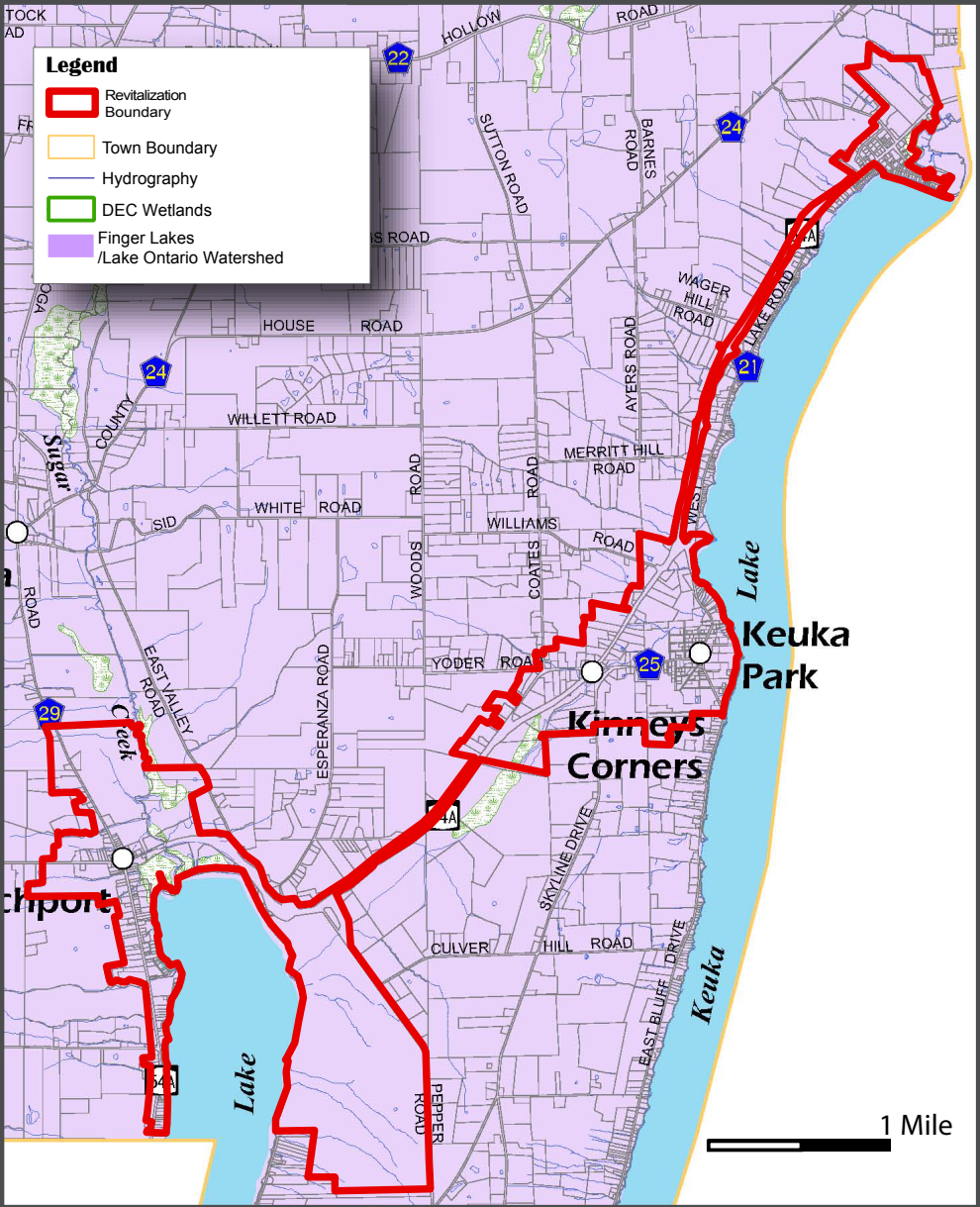
Floodplains

Areas that are prone to flooding due to water volumes exceeding a natural water body’s capacity are known as floodplains. The most critical floodplain to consider is the 100-year floodplain, which is typically impacted by a flooding event once every 100 years. Development in these areas should be minimized and may be subject to NYSDEC review and permitting. In addition, the town should cooperate with Yates County in any flood mitigation planning to minimize the potential for property damage and loss of life due to future flooding.²²

Wetlands

Wetlands play an integral role in the natural environment. Wetlands have highly absorptive properties that reduce the impact of flooding and water quality degradation from surface water run-off. They filter out particulate matter including various industrial and agricultural pollutants. From an ecological standpoint, freshwater wetlands can provide a wide range of habitat areas that increase biological diversity for plants, insects, fish, and terrestrial wildlife. Development practices should be minimized around critical wetland areas as defined by NYSDEC.²³

Figure 8: Hydrography Map

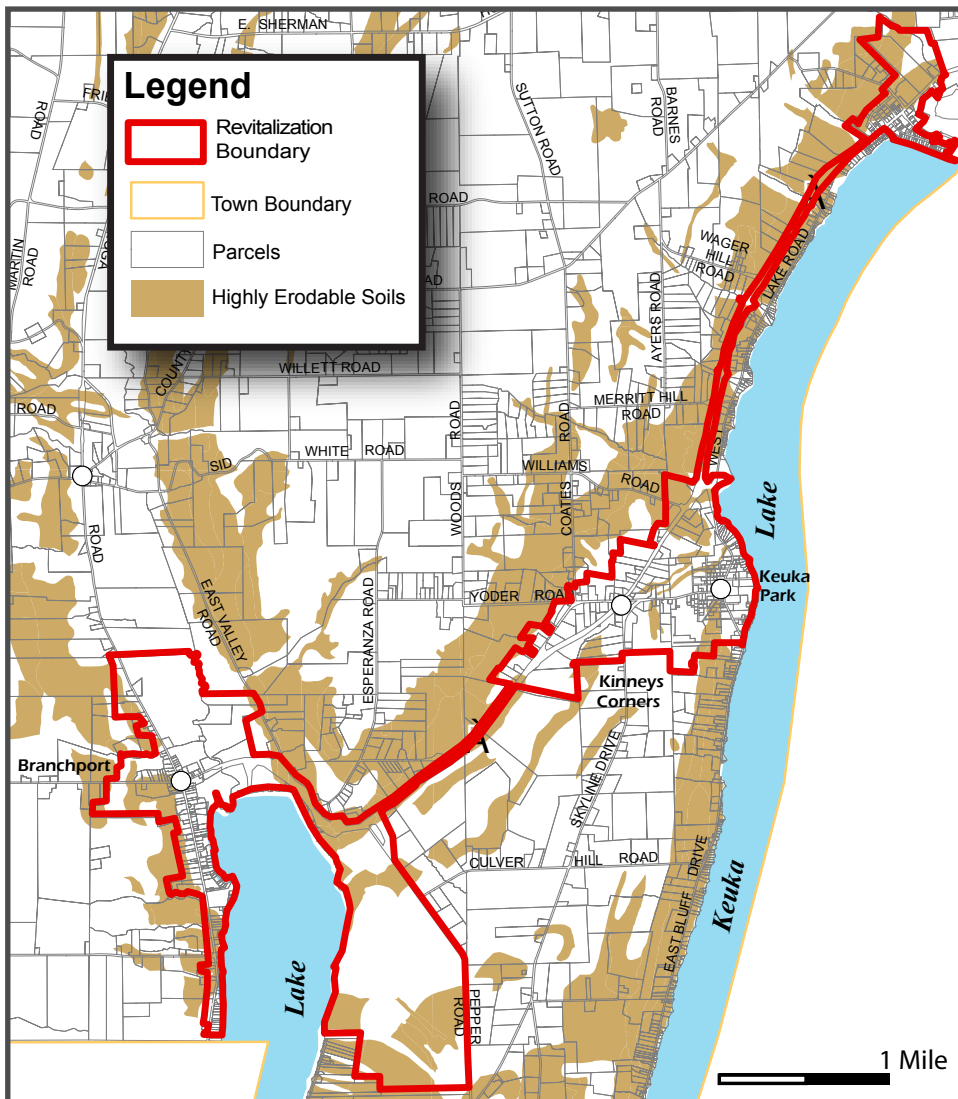


SOILS

The types of soil present in a community can have a significant impact on development potential. Highly erodible soils and hydric soils require fill or advanced engineering methods to ensure stability. According to the USDA Natural Resources Conservation Service, hydric soils are prone to, and formed by, heavy water saturation and flooding, while highly erodible soils have a higher potential for erosion due to certain soil characteristics.

According to the Yates County Soil and Water Conservation District, the soil types in Jerusalem are highly diverse. Highly erodible soils tend to be located along the steeper slopes, while prime agricultural land is often found in the valleys. Development in these sensitive areas should be minimized in order to preserve agricultural resources and reduce erosion, flooding, and even property damage.²⁵

Figure 9: Highly Erodible Soils



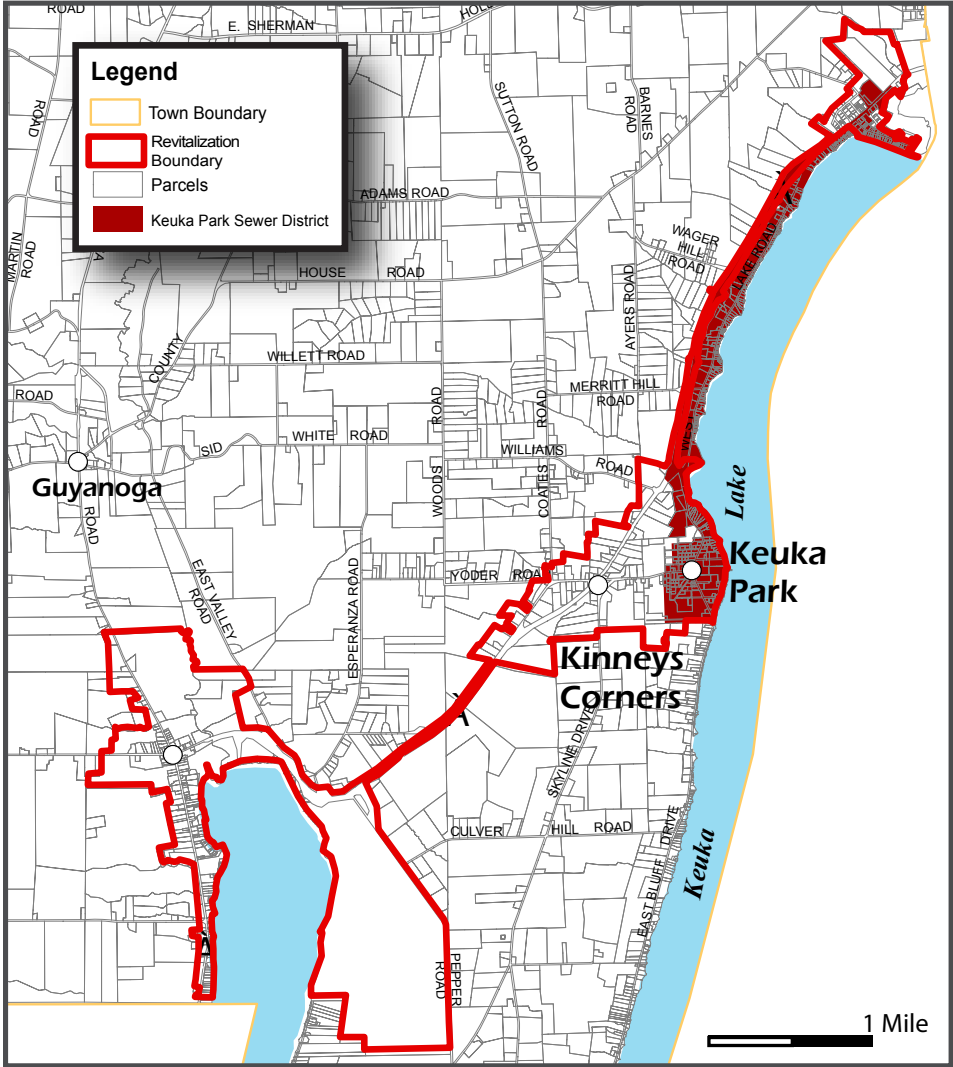
INFRASTRUCTURE

While most of the revitalization area lacks public sewer service, the Keuka Park Sewer District serves the Hamlet of Keuka Park and northern areas along 54A toward Penn Yan, seen above in Figure 10.

Sewer District Extension Plans

The Branchport Hamlet Master Plan and other planning documents indicate that new development must be concentrated around the hamlets. One challenge to realizing this development is the need for a public sewer system serving the Branchport area. In 2001, a cooperation of community organizations completed the Keuka Lake Sewerage Study. Over a decade later, the area lacks such a system. The costs of the project and mixed support for the investment are important factors. The Branchport Hamlet Master Plan recommended continual discussion of sewer system development. As of 2013, the Town of Jerusalem is completing a wastewater infrastructure study.

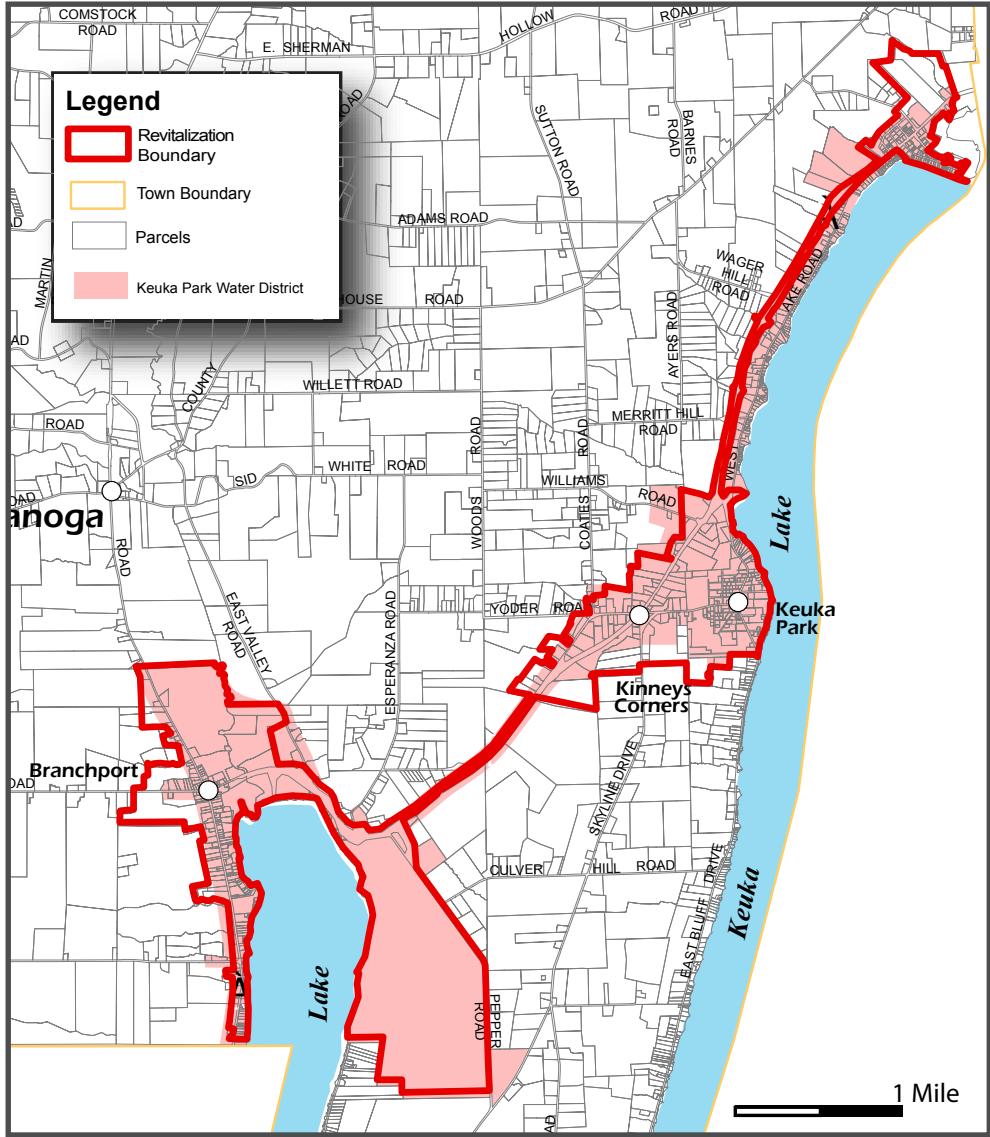
Figure 10: Sewer District Map



Keuka Park Water District

The Keuka Lake Revitalization area is served by the Keuka Park Water District, seen below in Figure 11.

Figure 11: Water District Map



Water Quality

Keuka Lake water quality has been well monitored by the Keuka Lake Association, the Cornell Cooperative Extension and the NYS Department of Environmental Conservation. In general, the lake is very healthy and trending even cleaner. Based on Phosphorus and Chlorophyll loadings, and on Secchi Disk testing, the Lake is considered Oligotrophic. Historically, the primary threats to water quality have been non-point sources of agricultural run-off, failing residential septic systems, and erosion. High standards for residential septic systems and a strict inter-municipal enforcement program has likely reduced that impact, resulting in lower trends for Phosphorus and Chlorophyll. The Keuka Lake Association continues to monitor water quality and is implementing programs to address these non-point sources. Because of the control structures that regulate the water level of Keuka Lake, there is seldom flooding or erosion of the lakeshore. Flooding does occur during storm events on tributaries and the Lake outlet, causing erosion of those tributaries and sediment loading of the Lake.

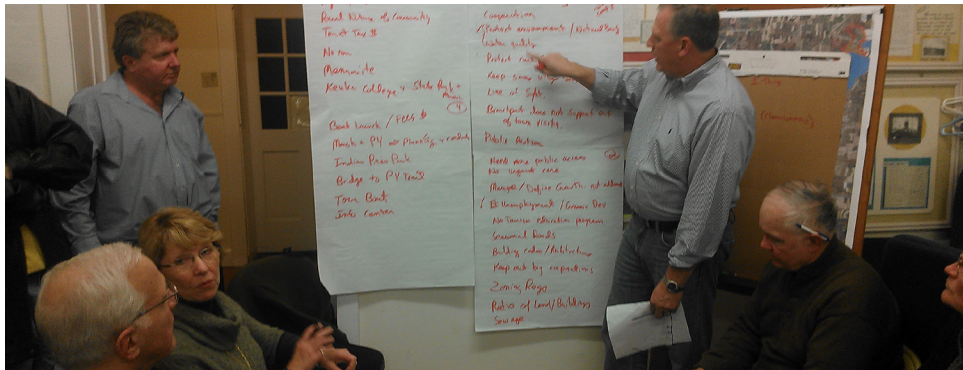
Navigation & Dredging

Boating on Keuka Lake is regulated by NYS Boating Law. No additional local speed limit or noise ordinances have been enacted to date, although there is a uniform docking law that has been adopted by all Keuka Lake municipalities. Enforcement is generally performed by the Yates County and Steuben County Sheriff's offices. Navigation aids within the Town of Jerusalem's waterfront area are limited to two locally maintained buoys marking the channel to the Branchport marina basin. The Lake is primarily used by recreational boaters with limited navigational issues. No known areas of dredging exist within the Town of Jerusalem's waterfront area. The entrance channel to the Branchport marina area appears to have been dredged in the past, but no recent evidence of silting exists. The recently approved Branchport Hamlet Plan included discussion about exploring dredging at the Sugar Creek outlet.

Section 3

COMMUNITY VISION

SHARING IDEAS - A COMMUNITY WORKSHOP



Breakout groups identified issues, opportunities, and assets in the community.

On November 19, 2013 community members assembled at Jerusalem Town Hall for a collaborative meeting. More than 50 people came together to learn about the Revitalization Strategy and share input. The meeting focused on collecting community input through an Image Preference Survey (IPS) and a Vision & Discovery Session. In addition, the event provided a forum for informal community dialogue regarding the current and future conditions of the Town of Jerusalem.

Image Preference Survey

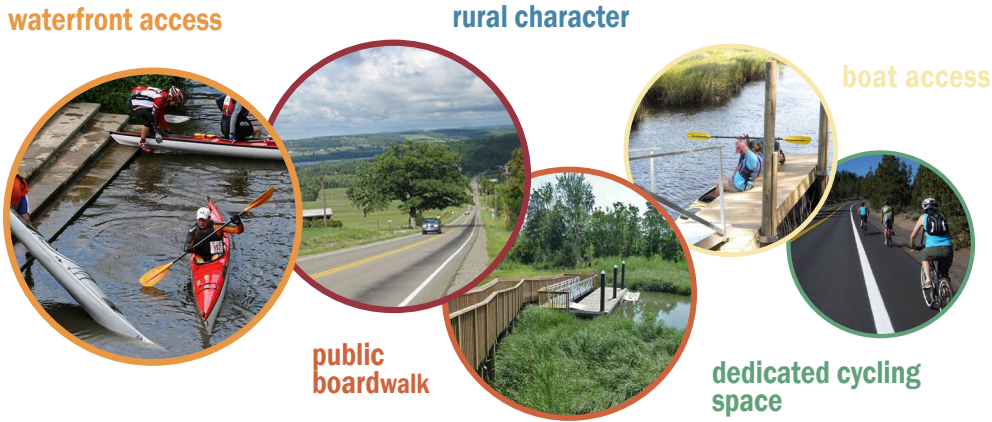
Following the adage, “a picture is worth a thousand words”, images of buildings, streets, and public spaces convey information more effectively than text. The superiority of images over text makes Image Preference Surveys (IPS) effective for identifying community preferences. The IPS consisted of a 30-image slideshow presentation. Attendees viewed pictures of rural areas, hamlets, commercial corridors, and more. Each image included scenes of

diverse aesthetic quality, building form, and streetscape elements. During the presentation, each attendee rated images along a scale of 1 (undesirable) to 10 (highly desirable). The images below include the highest and lowest rated images in the IPS.

Waterfront Access

Three of the five highest rated images included waterfront access themes. According to the IPS, boat launches and waterfront trails are common themes in the community’s vision for Keuka Lake. Sugar Creek and Keuka Lake are major assets to the community. Community input frequently referenced waterfront access.

Top Images - The top five scoring images are shown below.



Bottom Images - the five images below are the least preferred images from the image preference survey.



Rural Character and Transportation



Images depicting dedicated bicycle space (right) scored higher than images depicting shared space (left).

Two of the top five photos included rural landscapes. Images depicting dedicated bike space (bicyclists using the road shoulder or non-motorized paths) scored high, while one image depicting bicyclists and motorists sharing the travel lanes scored relatively low (4.9 out of 10). This could indicate the desire for dedicated bicycle space.

VISION & DISCOVERY SESSION

After the IPS, meeting attendees formed into breakout groups in the Vision & Discovery Session. There, the groups identified the issues, opportunities, and assets of the Jerusalem waterfront. Also, the results of the community workshop feedback are included in the following figures. The large amount of feedback reflects the high interest and community engagement. As the Vision & Discovery Session was ending, group members identified their most important issue, opportunity, asset and vision word. These words are listed in figure 12. The feedback gathered in the Vision & Discovery Session informed drafting of the Vision Statement.

Figure 12: Waterfront Area Top Three

| Issues | Opportunities | Assets | Vision |
|--------------------------------------|-----------------------------|--------------------|----------------|
| protect environment & natural beauty | natural beauty & Keuka Lake | open space & woods | pristine water |
| protect rural character | walking & hiking trails | scenic views | Keuka Lake |
| public sewer | wetland boardwalk | Keuka Lake | unspoiled |

Figure 13: Waterfront Area Issues & Opportunities

| # | Issues | # | Opportunities |
|----|--|----|--|
| 1 | properties in poor condition need to be addressed, the way it used to be | 41 | coordination with Penn Yan (e.g. Watershed Comprehensive Plan, Penn Yan 20/20) |
| 2 | the prevalence of bike tours creates dangerous conditions on 54A | 42 | encourage greater occupancy of existing hotels, motels, bed & breakfast. |
| 3 | improve traffic patterns & convenient parking in Branchport | 43 | implement steamboat or trolley service between Penn Yan & Branchport. |
| 4 | coordination with Department of Environmental Conservation | 44 | integrate Keuka College into community (i.e. Town/Gown relationship) |
| 5 | Branchport does not support out of town visitors | 45 | get people out of cars & spending money by offering a destination |
| 6 | keep some village look & feel (e.g. Tupper Lake) | 46 | opportunity to create a formal star gazing & educational area |
| 7 | Branchport & Keuka Lake need a sense of place. | 47 | off-road bikeway between Penn Yan, Branchport, & beyond |
| 8 | dredging (water depth, Sugar Creek & area) | 48 | attract business to Jerusalem (e.g. inn, hotel) |
| 9 | disparity between college students & town | 49 | night water sports with lights on Keuka Lake |
| 10 | hiking is not well defined or promoted | 50 | transient docking, perhaps at restaurants |
| 11 | sidewalks in Branchport & Keuka Park | 51 | water sports (e.g. canoe, kayak rental) |
| 12 | protect environment & natural beauty | 52 | trimming grass & planting at the bridge |
| 13 | lack of recreational opportunities | 53 | expand the business district in Branchport |
| 14 | lack of tourism education programs | 54 | enhance access by dredging Sugar Creek |
| 15 | growth management, definition | 55 | improve public access to Keuka Lake |
| 16 | lack of trees in branchport | 56 | inviting & open waterfront access |
| 17 | lack of public water access | 57 | income from boat docking fees |
| 18 | motor boat sound pollution | 58 | natural beauty & Keuka Lake |
| 19 | ratio of land & buildings | 59 | more waterfront restaurants |
| 20 | protect rural character | 60 | Keuka Wine Trail along 54A |
| 21 | Branchport water access | 61 | rural nature of community |
| 22 | Sugar Creek navigation | 62 | Mill Street public access |
| 23 | economic development | 63 | bridge to Penn Yan Trail |
| 24 | lack of urgent care | 64 | walking & hiking trails |
| 25 | improve Branchport | 65 | allow all income levels |
| 26 | building appearance | 66 | Keuka Lake State Park |
| 27 | zoning regulations | 67 | Finger Lakes Trails |
| 28 | public restroom | 68 | Finger Lakes Museum |
| 29 | building codes | 69 | information center |
| 30 | light pollution | 70 | Indian Pines Park |
| 31 | unemployment | 71 | design guidelines |
| 32 | seasonal roads | 72 | wetland boardwalk |
| 33 | protect nature | 73 | niche business |
| 34 | water quality | 74 | tourist income |
| 35 | line of sight | 75 | potable water |
| 36 | public sewer | 76 | Keuka College |
| 37 | architecture | 77 | walkability |
| 38 | cooperation | 78 | agriculture |
| 39 | technology | 79 | boat launch |
| 40 | parking | 80 | Mennonites |
| 41 | sewage | 81 | tour boat |

Figure 14: Waterfront Area Assets & Vision Words

| # | Assets | # | Vision Words |
|----|--|----|-------------------------------------|
| 1 | open year round pedestrian access on Overlook Tower at Sugar Creek | 43 | diversity of water, woods, farmland |
| 2 | religious trail (e.g. Jemima Wilkenson, 19th century Quaker) | 44 | great place to visit |
| 3 | free swimming at Keuka Lake State Park beach | 45 | wildlife & waterfowl |
| 4 | low amount of commercial billboards, signage | 46 | cultural diversity |
| 5 | historical grape & wine area for New York | 47 | attractive houses |
| 6 | protect native species (e.g. Cattails). | 48 | family-friendly |
| 7 | Sugar Creek kayak & small boat access | 49 | pristine water |
| 8 | lack of heavy manufacturing | 50 | user-friendly |
| 9 | dark skies, visible stars | 51 | not crowded |
| 10 | seasonal weather changes | 52 | undisturbed |
| 11 | history (e.g. Iroquois) | 53 | Keuka Lake |
| 12 | Keuka Lake Association | 54 | beautiful |
| 13 | Keuka Lake State Park | 55 | recreation |
| 14 | Keuka Lake Wine Trail | 56 | beautiful |
| 15 | proximity to airport | 57 | unspoiled |
| 16 | open space & woods | 58 | kayaking |
| 17 | centrally isolated | 59 | friendly |
| 18 | local businesses | 60 | tourism |
| 19 | small town feel | 61 | restful |
| 20 | community spirit | 62 | birding |
| 21 | natural beauty | 63 | boating |
| 22 | peace & quiet | 64 | natural |
| 23 | scenic views | 65 | cycling |
| 24 | tributaries | 66 | scenic |
| 25 | agriculture | 67 | family |
| 26 | local food | 68 | trees |
| 27 | Keuka Lake | | |
| 28 | pure water | | |
| 29 | Keuka Lake | | |
| 30 | Land Trust | | |
| 31 | Mennonites | | |
| 32 | vineyards | | |
| 33 | breweries | | |
| 34 | education | | |
| 35 | wineries | | |
| 36 | tourism | | |
| 37 | people | | |
| 38 | zoning | | |
| 39 | rural | | |
| 34 | fish | | |
| 41 | air | | |
| 42 | BPA | | |

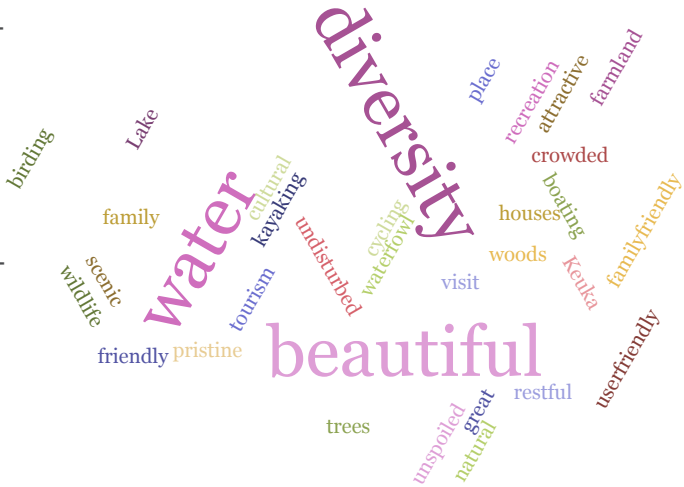
VISION STATEMENT

This Waterfront Revitalization Strategy builds upon previous efforts by the community over the last several years, including the Branchport Hamlet Master Plan, the 54A Overlay District, and the Comprehensive Plan. As defined through these previous efforts and confirmed again through this process, the overall vision for waterfront revitalization is captured in the following vision statement:

“The Town of Jerusalem’s waterfront will be recognized for its rural culture and scenic quality. It will serve as a premier Finger Lakes destination attracting families, students, visitors and businesses looking for a unique place that balances work and recreation, nature and progress, and rural living and commerce.”

To achieve this Vision, the following Goals have been developed:

- Position the waterfront as a regional activity center
- Strengthen the physical and economic linkages between the waterfront and hamlet business districts
- Sustain and improve existing water-dependent and non-water-dependent businesses
- Strengthen the relationship of economic redevelopment on the waterfront to the business districts
- Identify a mix of waterfront and downtown commercial, recreation, education, conservation, and residential uses
- Enhance the waterfront area as a regional destination by increasing public access and enjoyment of the waterfront
- Promote a sustainable waterfront area that balances the social, economic and environmental characteristics of the community.

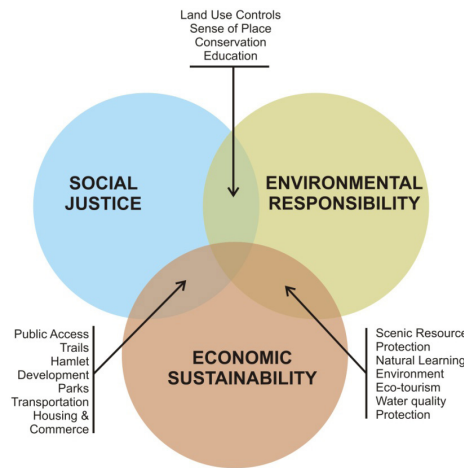


Section 4

RECOMMENDED PROJECTS

GOALS

The Town of Jerusalem Waterfront Revitalization Strategy includes a three-part approach which is designed to offer cross-fertilization between the three parts. Economic Sustainability, Environmental Responsibility, and Social Justice are proposed to be balanced in an effort to create great public access, a strong sense of place, regional activity centers, a natural learning environment, a basis for ecotourism, and much more.



PROPOSED LAND & WATER USE

The Town of Jerusalem has two relatively recently prepared land use plans that will continue to guide recommendations for the waterfront area. The Town of Jerusalem Comprehensive Plan was prepared in 2006 with extensive public participation. Relevant recommendations from this Plan that are reinforced by this Local Waterfront Revitalization Strategy include:

- Preserve and expand the wide range of housing options available within the town, including the waterfront hamlets of Branchport, Keuka Park and Indian Pines;
- Identify and pursue business development opportunities related to the natural and cultural resources located in the community, such as the waterfront development, agri-tourism opportunities, and higher education;
- Promote the development of small-scale and niche businesses that are

suitable to a rural lakeside community;

- Maintain, and enhance when necessary, the public infrastructure necessary to sustain the desired level of development within the town – including public sewer and water for the hamlet areas;
- Develop trails and linkages that interconnect park facilities, waterfront and existing trail systems both in the town and in neighboring municipalities;
- Identify key bicycling and walking routes within the town, recognizing that these routes may have on and off-road components;
- Increase public access to Keuka Lake for passive recreational activities that will not have lasting negative impacts on the quality of life of residents or on the natural condition of the lake;
- Highlight existing, and work towards increasing, the number of public boat launches at Keuka Lake. Identify additional entry points for non-motorized boats and watercraft;
- Future Mixed-use Areas – promote appropriate types of uses for the mixed-use areas of the Town as identified on the Comprehensive Plans' Future Land Use Map, including:
 - Mixed-use structures that are vertically organized to have retail on the first floor and residential and office space on the upper floors;
 - Hamlet-scaled residential development, town-homes, patio homes and senior housing facilities;
 - Retail and service providers such as corner stores, coffee shops, cafes, restaurants, daily goods providers, crafts and other niche retail;
 - Home-based businesses; and
 - Motel, hotels, inns and bed & breakfasts.

The Branchport Hamlet Master Plan was prepared in 2012 and includes many land and water use recommendations that are reinforced by this Local Waterfront Revitalization Strategy. The Plan includes detailed recommendations to: develop a committee or organization to oversee the implementation of the Hamlet Plan; improve the streetscape character; partner with Keuka College; develop gateway treatments; offer public parking; create a mixed-use zoning district; create a façade improvement program; develop design guidelines; offer public parks; create a property improvement program; prepare a voluntary historic preservation program; develop trail connections; promote shuttle transportation; provide Finger Lakes Museum support; increase public access; develop transient docking; enhance environmental conditions; facilitate new housing opportunity; encourage retail/commercial recruitment; support economic development; and utilize green infrastructure.

PROJECT LIST

The following projects are recommended in order to progress Revitalization Strategy goals and land & water use recommendations.

Zoning

1. **Hamlet Center District:** Develop a new mixed-use zoning district for the Branchport, Kinney Corners, Keuka Park and Indian Pines areas, consistent with the Comprehensive Plan, Branchport Hamlet Plan and LWRS Recommendations. The Town of Jerusalem should create a District that includes provisions to forward the following:
 - Performance and Form Based;
 - Design Guidelines including standards for the design review process for development or redevelopment in the zone;
 - Encourage density of housing and appropriate mixed-uses;
 - Emphasis on water-dependent & water enhanced uses on the waterfront;
 - Complete streets that prioritize right-of-ways for public realm, pedestrian circulation, bicycle circulation, vehicular circulation, economic development, social interaction, and parking.
 - Zoning Boundaries to be generally according to the future land use map of the 2006 Town of Jerusalem Comprehensive Plan;

Draft District language is in the appendix. This language should be modified as necessary to meet the needs of the Town and its residents.



The historic hamlet of Branchport. Photo by the Town of Jerusalem.

Visitor Information & Communications

2. **Visitor Tools & Guide:** Create a communications plan and supporting collateral aimed at visitors and residents to communicate the ease of public access to the water, access to visitor services, interpretation & transportation services. Promotions shall include, among possible other items: Hard Collateral; Web Sites; Facebook Pages; and Blogging. Implementation partners may include the Yates County Chamber of Commerce; Keuka College Programs; the Keuka Wine Trail; FLEDC; Yates County Bed Tax Funding; and I Love NY.

Public Access & Boat Launch Program

3. **Branchport Harbor (Existing Marina Area):** Continue to support seasonal slips, transient boating, boat launching, a water-taxi landing, and hand carry launches. Additionally, incorporate interpretation, directory signage, visitor information, a “Blue Trail” trailhead, public parking, charter fishing businesses, cruise boats, a “yellow bike” program, and appropriately scaled retail/food services.
4. **Sugar Creek Landing:** Develop an expanded service waterfront landing to include a small boat launch; transient docking; a research vessel dock; and a water taxi landing. Work with NYS DEC and others to provide channel navigation aids and to insure adequate depth for small boats and a water taxi.
5. **The Finger Lakes Museum Creekside Center:** Support a kayak, canoe, skiff & wherry center at the Finger Lake Museum’s Discovery Campus. Include a dock, hand-carry boat storage, a boat livery, boating instruction, interpretation, a trailhead, lodging, and camping.

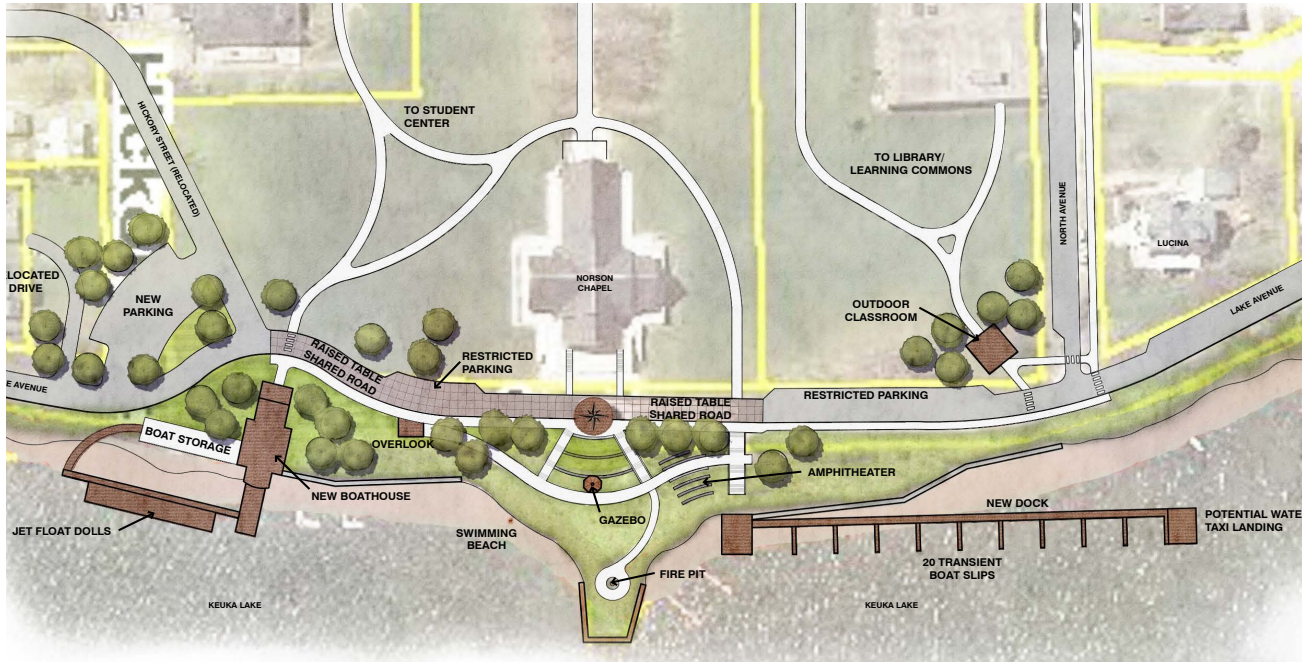


This small craft dock and interpretation signage illustrates the possibilities for Creekside Center.

6. **Keuka Lake State Park Landing:** Enhance the transient boating, hand-carry boating and boat launching at Keuka Lake State Park including a potential modified fee structure for residents, improved hand-carry boat launch, improved transient docks, a water taxi landing, expanded overnight docking for campers, visitor information, improved restroom facilities, and a waterfront promenade. Consider allowing food vendors and other concessions.

7. **Keuka Park Landing & College Waterfront:** Develop Keuka College’s waterfront as a quasi-public open space including a waterfront promenade, swimming beach, boathouse, transient docking, seasonal docking, outdoor classroom and performance area. Consider allowing food vendors and other concessions. See Figure 16: Keuka Park Landing for detailed recommendations.

Figure 15: Keuka Park Landing Schematic



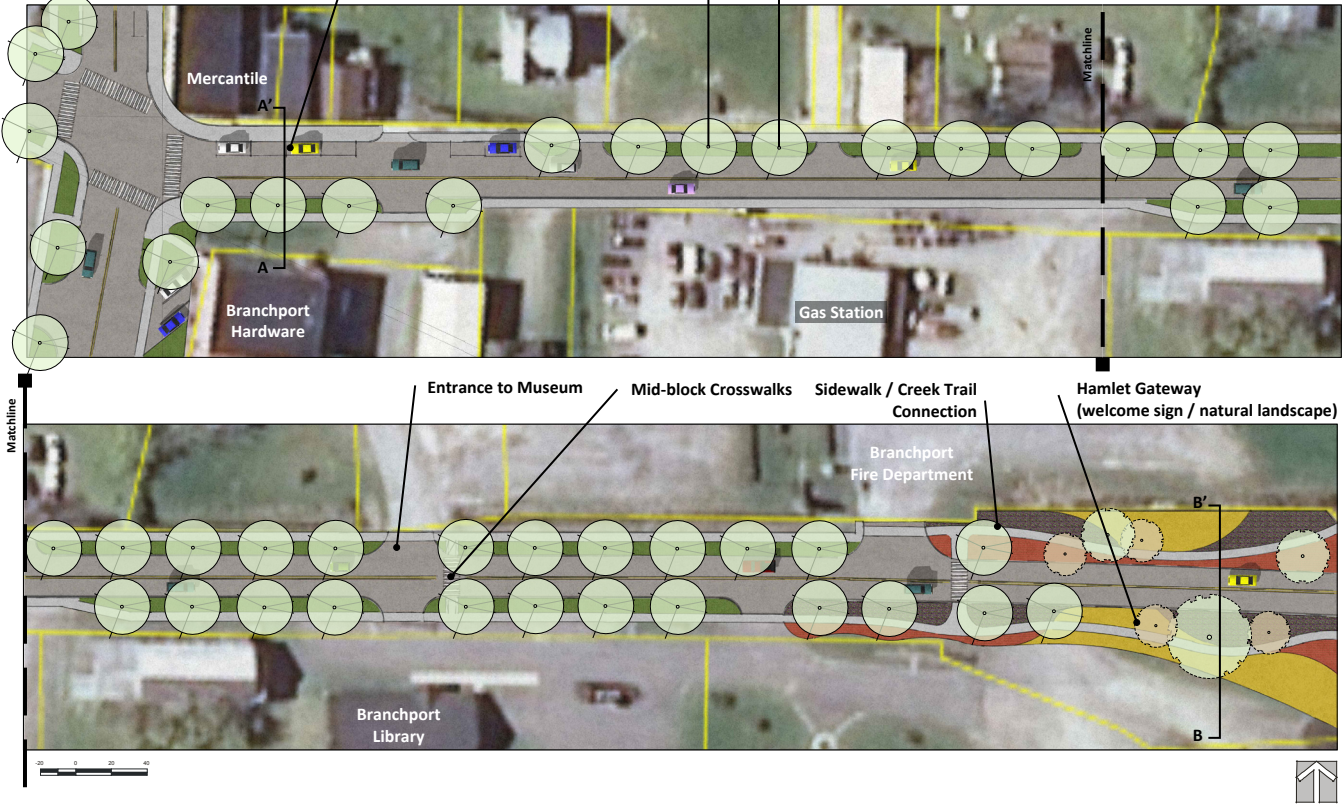
8. **Indian Pines Projects:** Projects that share a municipal boundary with the Town of Jerusalem, but are located within the Village of Penn Yan, serve a special role in supporting the Town’s waterfront initiative. The Town of Jerusalem should support the Village’s projects that are included in the Village LWRP and/or Vision 20/20 Plan, including Keuka Lake Outlet dredging, a hand-carry boat launch, transient docks and a water taxi landing at Indian Pines Park, and relocation of the municipal public works department for redevelopment as park space.

Hamlet Development

9. **Hamlet/Neighborhood Leadership Organizations:** Leadership organizations for each Hamlet area should be developed – including Branchport, Keuka Park, and Indian Pines. The organizations should be designed to provide leadership, economic structuring, design direction and promotions in a manner similar to the National Trust for Historic Preservation’s Main Street Program and as described in the Branchport Hamlet Plan.

- 10. **Branchport Hamlet Streetscape Program:** Improve the streetscape character and quality on Guyanoga Road, Route 54A, West Lake Road, and Italy Hill Road within the five minute walk area (approximately one-quarter mile from the four-corners). Include wayfinding & signage, street trees, sidewalks, public parking, crosswalks, bike lanes, etc as depicted on Figure 17 below.

Figure 16: Branchport Route 54A Streetscape Schematic



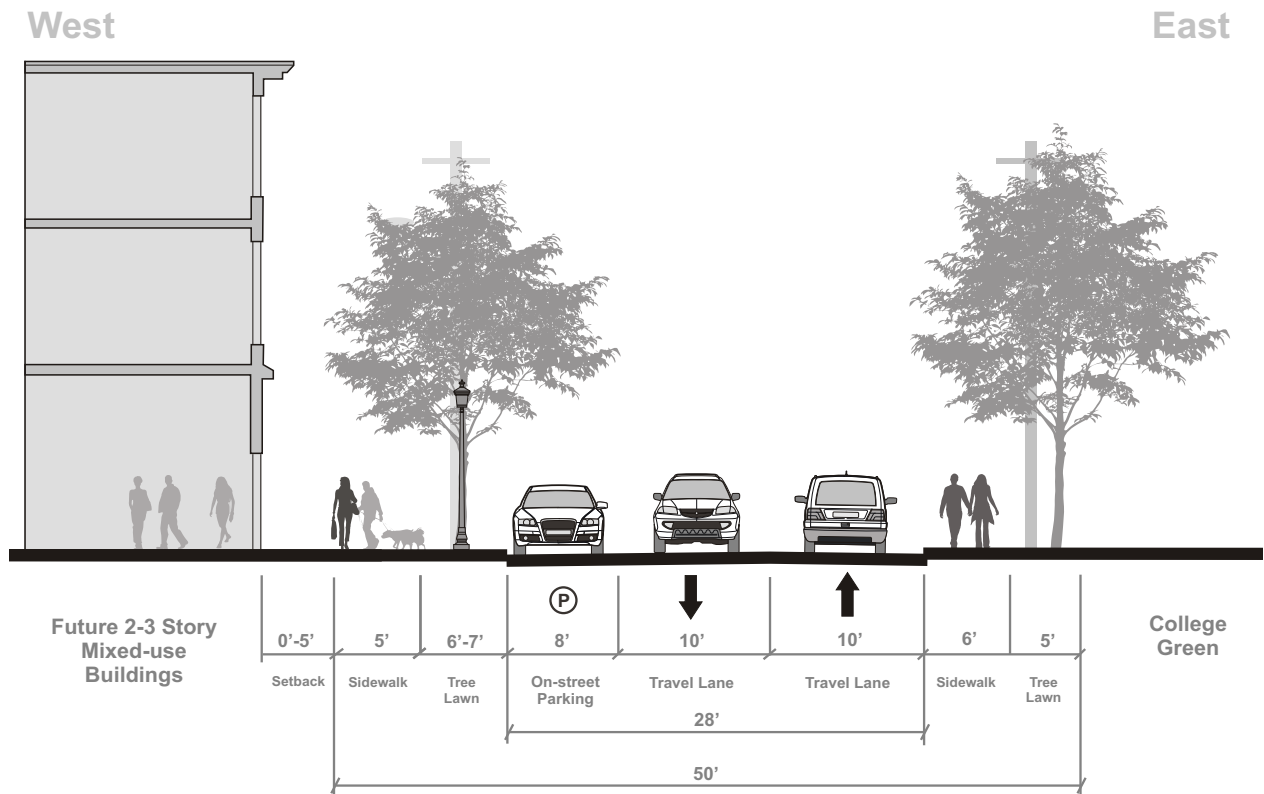
Existing - Branchport Route 54A (Looking East)



Proposed Streetscape - Branchport Route 54A (Looking East)

11. **Branchport Area Sewer, Water, Electric, Gas & Internet Infrastructure:** Develop a full complement of public infrastructure to attract and accommodate new development or redevelopment. Sewer infrastructure should be developed consistent with the findings of the Sewer Feasibility Study currently being undertaken.
12. **Keuka Park Streetscape Program:** Improve the streetscape character and quality of Keuka Park on Assembly Avenue, Central Avenue North Avenue, Lake Avenue, Prospect Street, East Buff Drive, and Chestnut Street. Include burying overhead utilities, providing green stormwater infrastructure, changing intersection, new sidewalks, curbing, cross walks, public parking, and street trees consistent with Figure 18. Confirm the condition and adequacy of storm sewers, sanitary sewers and public water lines. Realign streets consistent with the Streetscape Plan and modify street right-of-ways as necessary.

Figure 17: Central Avenue Cross-Section



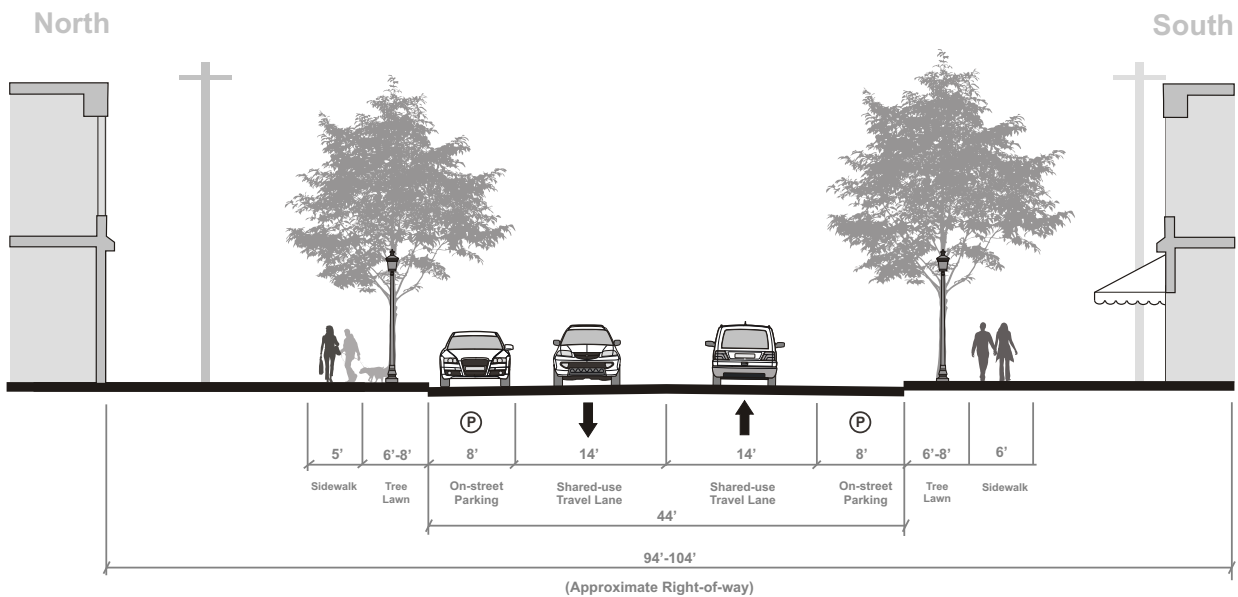
13. **Kinney Corner Gateway Streetscape:** Improve the streetscape character and quality of Assembly Avenue between SR54A and Skyline Drive, including gateway signage for Keuka Park and Keuka College. Improvements should include the construction of a new roundabout at the intersection of Assembly Avenue and Skyline Drive, traffic calming, gateway signage, wayfinding signage, consolidated overhead utilities, complete streets with pedestrian and bicycle paths, reduced speed limit, pedestrian crossings and sidewalks.

Figure 18: Kinney Corner Entrance Schematic



14. **Indian Pines Streetscape Program:** Improve the streetscape character and quality of SR54A within Indian Pines. Utilize a complete streets approach to accommodate pedestrian, bicycle and arraign paths. Utilize lane striping, street trees, a reduced speed limit, curb restrictions, crosswalks, public parking, signage, and a way-finding program. See Figure 20.

Figure 19: Route 54A Cross-Section



Parks & Conservation

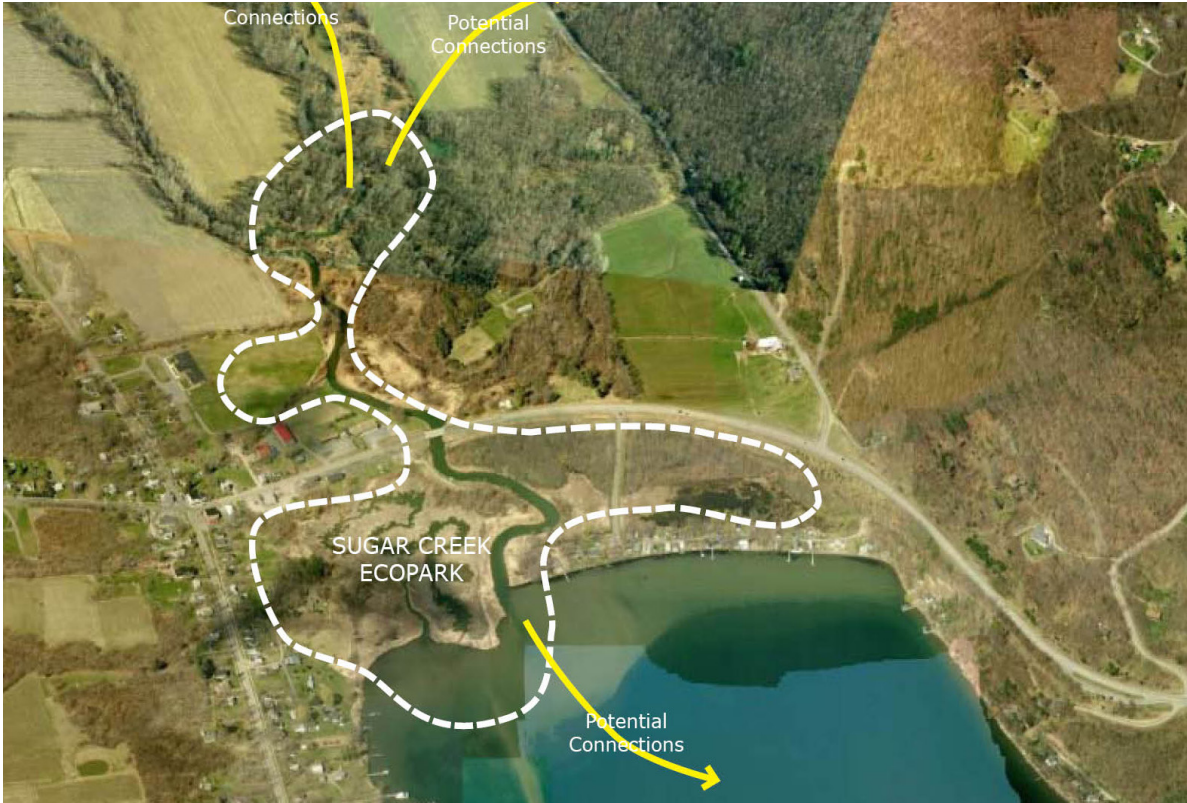
15. **Sugar Creek Eco-Park:** Work with municipal and community-based organizations in protecting and enhancing natural resources and environmental characteristics in the Branchport Hamlet area, including both sides of Sugar Creek, the Finger Lakes Museum property, the (wetland conservancy property), Camp Good Days Property and associated public lands (see Figure 21: Sugar Creek Eco-Park)

- Part 1: Develop a wetland boardwalk at the north-west end of the Lake that incorporates the existing viewing platform, adds interpretation, provides a trailheads, constructs new trails, and enhances existing trails.
- Part 2: Habitat enhancement, including elimination of invasive plants, restoration of native plant species, Osprey towers, songbird habitat and the protection of Soft Shell Turtle habitat.
- Part 3: Create infrastructure for adventure experiences and overnights, including camping areas, campfire rings, interpretive areas, etc.

16. **Keuka Lake State Park:** Encourage NYS to update its master plan to include a potential Finger Lakes Museum, habitat enhancement, potential new overnight options (camping & cabins), an improved waterfront, and expanded interpretation, among potential other amenities and conservation measures.

17. **Finger Lakes Land Trust Bluff Protection Program:** Support the Finger Lakes Land Trust in efforts to protect the agriculture, habitat and visual character of the Bluff, including support for funding, easement acquisition, legal closings & maintenance endowments. Include efforts to protect the USA Field with some sort of agreement or easement.

Figure 20: Sugar Creek Eco-Park



18. **Natural Heritage Program:** Support implementation of the Federal Natural Heritage Program in order to protect endangered species & habitats.

19. **Stormwater/Watershed Protection:** Support the stormwater and watershed protection activities of the Keuka Lake Association, FLOWPA & Cornell Cooperative Extension initiatives. Incorporate best practices at a minimum, and preferably green infrastructure practices, into all development projects.



20. **Invasive Species Projects:** Support the invasive species initiatives of the Keuka Lake Association and NYS DEC.



Keuka Lake Association
protecting the quality of the lake

21. **Finger Lakes Regional Sustainability Plan:** Support the implementation of The Finger Lakes Regional Sustainability Plan by establishing a liaison between the Jerusalem Sustainability Committee and the Genesee/Finger Lakes Regional Planning Council.

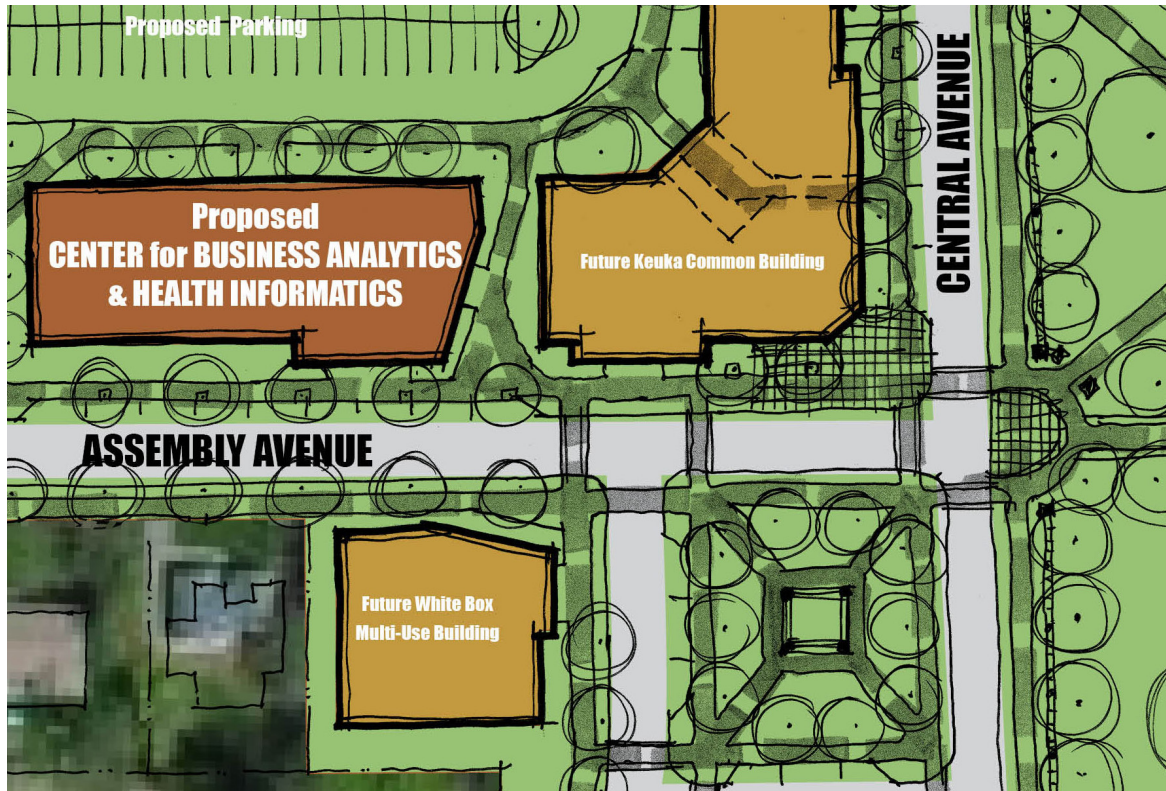
Transportation & Infrastructure

22. **SR 54A Multi-Use Trail:** Develop a multi-use trail along the south side of State Route 54A connecting Branchport, Keuka Lake State Park, including the potential for an off-road trolley that could shuttle visitors to the Hamlet, Park and proposed Finger Lakes Museum. Extend the trail to add Kinney Corner's, Keuka Park and Indian Pines/Penn Yan as future phases.
23. **Yates County Public Transportation Study:** Develop a public transportation system regionally that would connect Penn Yan to regional links in Canandaigua, Geneva, Bath, Naples and Watkins Glen. Develop a local public transportation system connecting Penn Yan to Keuka Park and Branchport. Design the local system to be tourist friendly (fun, themed, accessible & affordable).
24. **Bike & Hiking Trail System Master Plan:** Support the implementation of the Genesee Transportation Council's Regional Trails Initiative, including the following trails: Keuka Lake Outlet Trail; Finger Lakes Trail; Penn Central Trail – Yates County Section; Outlet Trail Extension – Seneca St. to Keuka Lake Waterfront; Lehigh Valley Trail Penn Central to Lehigh Valley Rail Trail Stanley to Naples. Add new regional trails to the proposed initiative including: a new trail from Penn Yan to Keuka Park to Branchport and then to the FLT; a Bluff Loop; a Guyanoga Valley Trail to Middlesex; and bike lanes on SR54A.
25. **Fiber-Optic Facilities:** Support the implementation of Yates County's fiber optic system.

Institutions & Facilities

26. **The Finger Lakes Museum Discovery Campus:** Continued site development, land acquisition, habitat enhancement, trail development, interpretive work, boating center, water taxi landing and research vessel slip for the Museum's Branchport Hamlet campus.
27. **Keuka College Start-up New York Program:** Support the establishment of an economic development partnership program (Keuka College, New York State, and private sector). The program is expected to begin in Penn Yan's Keuka Business Park and expand to include the College's Keuka Park Campus.
28. **Keuka College Improvement & Expansion Program:** Support the implementation of Keuka College' Master Plan including new buildings; building renovations, new recreation & sports fields; the development of a mixed-use College-town (Keuka Commons); medical services; digital technology facilities, an improved waterfront and general site and campus improvements.

Figure 21: Keuka College Expansion Project



29. **Finger Lakes Coastal Rowing:** Support a regional rowing program on Keuka Lake that provides local rowing & boating education, competition, training and fitness programs.

Private Sector Development

30. **Marketing & Business Recruitment Plan:** Create Business Recruitment Plans to target desired businesses within the Hamlet Districts. Managed the Plans through cooperative effort by the Hamlet Orgs, FLEDC, the Town of Jerusalem, Yates County Chamber of Commerce and Keuka College.
- Wine, beer, agriculture, local goods & Lake themed businesses;
 - Lodging alternatives, dining alternatives, shopping alternatives, and other tourism based services;
 - Convenience goods for local residents and visitors; and
 - Outdoor outfitting services and retail.
31. **Branchport Business & Housing Development Program:** Encourage private sector enhancement of existing businesses and construction of new infill development. Build with medium density and varied housing types. Target businesses based on the Recruitment Plan.
32. **Branchport Farmer's Market:** Grow the existing market in size, calendar and activity.

33. **Keuka College “Commons” Project:** Mixed-use development on Keuka College property to include public retail components (bookstore, coffee shop, food), college academic spaces, potential office space and residential (student housing or apartments).
34. **Keuka College Business Analytics & Health Informatics Program:** Support high tech, computing and/or health related businesses development in partnership with Keuka College.
35. **Keuka Park/Kinney Corner Development Program:** Encourage private sector enhancement of existing businesses and construction of new infill development. Build with medium density and varied housing types. Target businesses based on the Recruitment Plan. See Figure 23 for proposed schematic plans.
36. **Indian Pines Development Program:** Encourage private sector enhancement of existing businesses and construction of new infill development. Build with medium density and varied housing types. Target businesses based on the Recruitment Plan.

Water Use & Water Quality

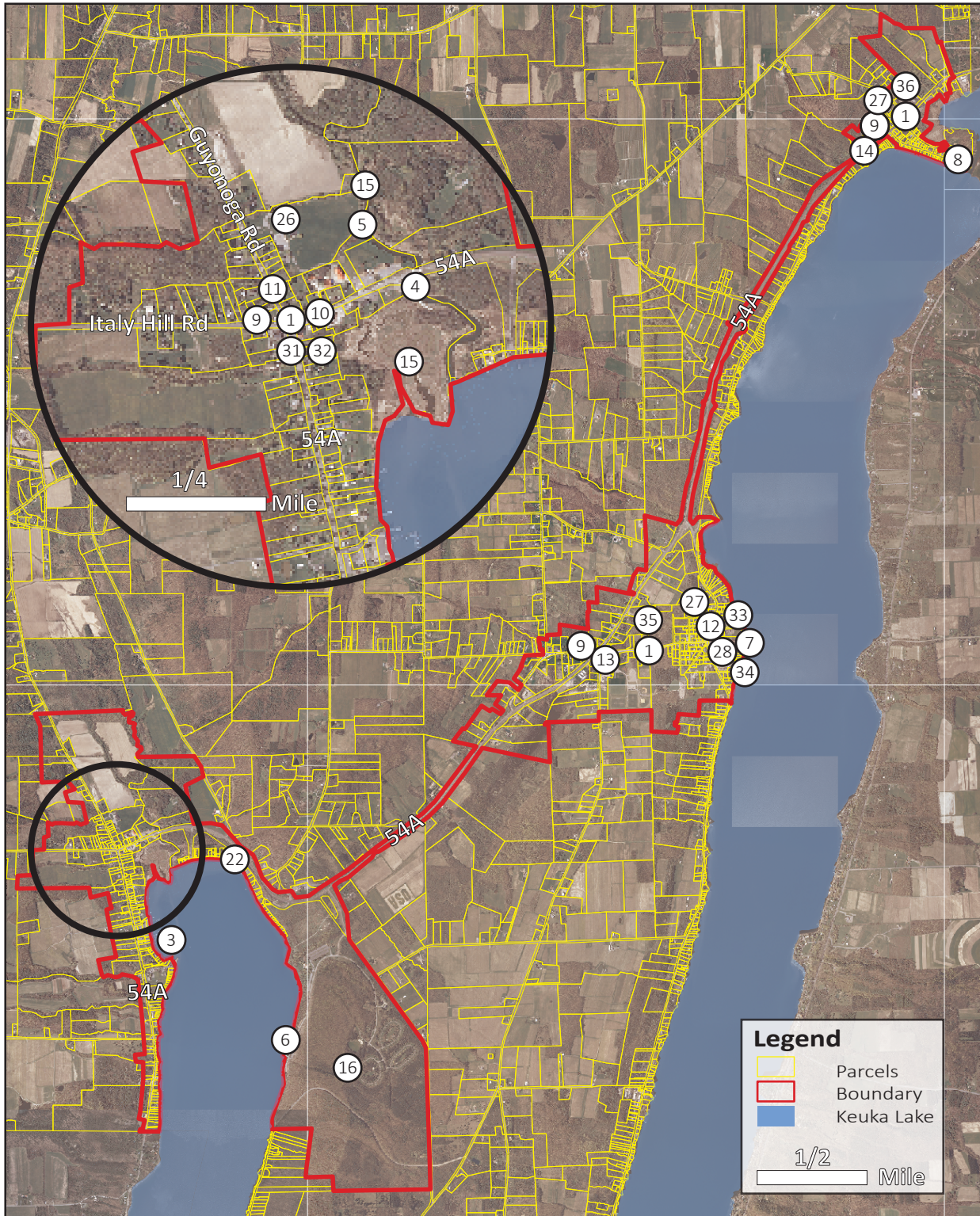
37. **Navigation Aids Program:** Support the education and navigation aid program of the Keuka Lake Association.
38. **Lake Level Projects:** Support the lake level initiative of the Keuka Lake Association.

Figure 22: Keuka Park Improvements



Proposed - Assembly Avenue Looking Toward Ball Hall

Figure 23: Recommended Projects Map



| # | Project | # | Project |
|----|---|----|---|
| 1 | Hamlet Center Zone | 20 | Invasive Species Projects* |
| 2 | Visitor Tools & Guide* | 21 | Finger Lakes Regional Sustainability Plan* |
| 3 | Branchport Harbor (Existing Marina Area) | 22 | SR 54A Multi-Use Trail |
| 4 | Sugar Creek Landing (small boat launch, etc.) | 23 | Yates County Public Transportation Study* |
| 5 | The Finger Lakes Museum Creekside Center | 24 | Bike & Hiking Trail System Master Plan* |
| 6 | Keuka Lake State Park Landing | 25 | Fiber-Optic Facilities* |
| 7 | Keuka Park Landing & College Waterfront | 26 | The Finger Lakes Museum Discovery Campus |
| 8 | Indian Pines Projects | 27 | Keuka College Start-up New York Program |
| 9 | Hamlet/Neighborhood Leadership Org. | 28 | Keuka College Improv. & Expansion Program |
| 10 | Branchport Hamlet Streetscape Program | 29 | Finger Lakes Coastal Rowing* |
| 11 | Branchport Area Infrastructure | 30 | Marketing & Business Recruitment Plan* |
| 12 | Keuka Park Streetscape Program | 31 | Branchport Business & Housing Dev. Program |
| 13 | Kinney Corner Gateway Streetscape | 32 | Branchport Farmer's Market |
| 14 | Indian Pines Streetscape Program | 33 | Keuka College "Commons" Project |
| 15 | Sugar Creek Eco-Park | 34 | Keuka College Bus. Anal. & Health Info. Prog. |
| 16 | Keuka Lake State Park | 35 | Keuka Park/Kinney Corner Development Prog. |
| 17 | Finger Lakes Land Trust Bluff Protection Prog.* | 36 | Indian Pines Development Program |
| 18 | Natural Heritage Program* | 37 | Navigation Aids Program* |
| 19 | Stormwater/Watershed Protection* | 38 | Lake Level Projects* |

* recommendation is general, and not geographically specific

Section 5

IMPLEMENTATION PRIORITIES

To achieve the vision of a revitalized waterfront, leaders and community members must work to execute many incremental projects. Without intentional implementation, the vision for the waterfront cannot be achieved. The Town of Jerusalem and the Project Advisory Committee should partner to implement the Waterfront Revitalization Plan. To begin the implementation phase, the town board must formally adopt the plan.

To aid project implementation, the tables on the following pages organize the recommended policies and projects. The table includes cost estimates and technical resources for each project, when evident. The columns on the right include circle symbols with fill levels. The circles illustrate the degree of responsibility each organization maintains for the project. Planning level costs and potential funding sources are listed under each project. See appendix for acronyms.













































Leadership Champions:

- Town of Jerusalem
- FLEDC/Yates County
- Keuka College
- Hamlet Leadership Organizations (including Keuka College & The Finger Lakes Museum)

Implementation Priorities:

- Hamlet Zoning (see page 31 for description)
- Sugar Creek Landing (see page 32 for description)
- Keuka Park Landing & College Waterfront (see page 33 for description)
- Hamlet/Neighborhood Leadership Organizations (see page 33 for description)
- Branchport Streetscape Project (see page 34 for description)
- Keuka Park Streetscape (see page 35 for description)
- Sugar Creek Eco-Park (see page 37 for description)
- Keuka College “Commons” Project (see page 41 for description)
- Keuka College Center for Business Analytics & Health Informatics (see page 41 for description)

| | | PARTNER INVOLVEMENT | | | | | | | | | | | |
|----|---|--------------------------------|---------------------------------------|----------------|--|-------------------------|----------------------------------|---------------------|---|-------------------|----------------|----------------------|---|
| | | Genesee Transportation Council | Industrial Development Agency (FLEDC) | Keuka College | NYS Department of Environmental Conservation | NYS Department of State | NYS Department of Transportation | Finger Lakes Museum | NYS Office of Parks, Recreation and Historic Preservation | Town of Jerusalem | Yates County | Yates County Chamber | Hamlet / Neighborhood Leadership Organization |
| 1 | Hamlet Center Zone | | | | | | | | | | | | |
| | - \$5K / GTC | | | Medium | | Medium | | | Project Leader | Medium | | | |
| 2 | Visitor Tools & Guide | | Medium | Medium | | | | Medium | | | | Project Leader | |
| | - \$10K / IDA, PPP | | | | | | | | | | | | |
| 3 | Branchport Harbor | | | | Medium | Medium | | | | Medium | | Project Leader | |
| | - \$500K / IDA, PPP, NYSDOS, NYSDEC | | | | | | | | | | | | |
| 4 | Sugar Creek Landing | | | | Medium | Medium | | Medium | | | | Project Leader | |
| | - \$50K / NYSDOS, NYSDEC | | | | | | | | | | | | |
| 5 | The Finger Lakes Museum Creekside Center | | | | Medium | | | Project Leader | | | | | |
| | - NYSOPRHP, TOJ, NYSDOS, NYSDEC, PPP | | | | | | | | | | | | |
| 6 | Keuka Lake State Park Landing | | | | | | | | Project Leader | | | | |
| | - NYSOPRHP, NYSDEC | | | | | | | | | | | | |
| 7 | Keuka Park Landing & College Waterfront | | | Project Leader | Medium | | | | | | | | |
| | - IDA, KC | | | | | | | | | | | | |
| 8 | Indian Pines Projects | | | | | | | | | | | Project Leader | |
| | - TOJ, NYSDOT | | | | | | | | | | | | |
| 9 | Hamlet/Neighborhood Leadership Organizations | | | | | | | | | | Project Leader | Medium | |
| | - PPP, TOJ | | | | | | | | | | | | |
| 10 | Branchport Hamlet Streetscape Program | | | | | | | Medium | | Medium | | Project Leader | |
| | - \$1.5M / CDGB, TEP, NYSDOT | | | | | | | | | | | | |
| 11 | Branchport Area Infrastructure | | | | Medium | | | | | Project Leader | Medium | | |
| | - IDA, PPP, NYSDOS, NYSDEC | | | | | | | | | | | | |
| 12 | Keuka Park Streetscape Program | | | Project Leader | | | | Medium | | Medium | | | |
| | - \$3M / TEP, NYSDOT | | | | | | | | | | | | |
| 13 | Kinney Corner Gateway Streetscape | | | Project Leader | | | | Medium | | Medium | | | |
| | - \$500K / IDA, PPP, NYSDOS, NYSDEC | | | | | | | | | | | | |
| 14 | Indian Pines Streetscape Program | | | | | | | Medium | | | | Project Leader | |
| | - \$1M / CDBG, TEP, NYSDOT, NYSDOS | | | | | | | | | | | | |

| | | <p>PARTNER INVOLVEMENT</p> <ul style="list-style-type: none">  Low  Medium  High  Project Leader | | | | | | | | | | | | |
|----|---|---|---|---|--|-------------------------|---|---|---|---|---|---|---|---|
| | | Genesee Transportation Council | Industrial Development Agency (FLEDC) | Keuka College | NYS Department of Environmental Conservation | NYS Department of State | NYS Department of Transportation | Finger Lakes Museum | NYS Office of Parks, Recreation and Historic Preservation | Town of Jerusalem | Yates County | Yates County Chamber | Hamlet / Neighborhood Leadership Organization | Private Sector |
| 15 | Sugar Creek Eco-Park - \$100K / NYSDEC, NYSDOS | | | |  | | |  | |  | | |  | |
| 16 | Keuka Lake State Park - NYSDEC, NYSDOS | | | | | | |  | | | | | | |
| 17 | Finger Lakes Land Trust Bluff Protection Prog. - NYSDEC | | | |  | | | | | | | |  | |
| 18 | Natural Heritage Program - NYSDOS, NYSDEC | | | |  | | | | | | | | | |
| 19 | Stormwater/Watershed Protection - PPP, TOJ | | | |  | | | | |  |  | |  | |
| 20 | Invasive Species Projects - NYSDOS, NYSDEC | | | |  | | | | | |  | | |  |
| 21 | Finger Lakes Regional Sustainability Plan - NYSDOS, NYSDEC | | | | | | | | |  |  | | | |
| 22 | SR 54A Multi-Use Trail - \$1M/ NYSDOT, NYSOPRHP, GTC |  | | | | |  |  | |  | | |  | |
| 23 | Yates County Public Transportation Study - IDA, PPP, NYSDOS, NYSDEC |  | | | | |  | | | |  | | | |
| 24 | Bike & Hiking Trail System Master Plan - GTC, NYSDOT |  | |  | | | | |  |  |  | |  | |
| 25 | Fiber-Optic Facilities - NYSERDA | | | | | | | | | |  | | | |
| 26 | The Finger Lakes Museum Discovery Campus - Private | | | | | |  | | | | | | | |
| 27 | Keuka College Start-up New York Program - NYSOPRHP | |  |  | | | | | |  |  |  |  |  |
| 28 | Keuka College Improvement & Expansion Program - KC | | |  | | | | | | | | | | |

| | | PARTNER INVOLVEMENT | | | | | | | | | | | | |
|----|---|--------------------------------|---------------------------------------|---------------|--|-------------------------|----------------------------------|---------------------|---|-------------------|--------------|----------------------|---|----------------|
| | | Genesee Transportation Council | Industrial Development Agency (FLEDC) | Keuka College | NYS Department of Environmental Conservation | NYS Department of State | NYS Department of Transportation | Finger Lakes Museum | NYS Office of Parks, Recreation and Historic Preservation | Town of Jerusalem | Yates County | Yates County Chamber | Hamlet / Neighborhood Leadership Organization | Private Sector |
| 29 | Finger Lakes Coastal Rowing - GTC | | | | | | | | | | | | | |
| 30 | Marketing & Business Recruitment Plan - \$10K / IDA, PPP | | | | | | | | | | | | | |
| 31 | Branchport Business & Housing Development Program - FLDEC, PPP | | | | | | | | | | | | | |
| 32 | Branchport Farmer's Market - TOJ, FLEDC | | | | | | | | | | | | | |
| 33 | Keuka College "Commons" Project - KC | | | | | | | | | | | | | |
| 34 | Keuka College Business Analysis & Health Informatics Program - KC | | | | | | | | | | | | | |
| 35 | Keuka Park/Kinney Corner Development Program - TOJ | | | | | | | | | | | | | |
| 36 | Indian Pines Development Program - TOJ | | | | | | | | | | | | | |
| 37 | Navigation Aids Program - KLA, NYSDEC, NYSDOS | | | | | | | | | | | | | |
| 38 | Lake Level Projects - KLA, NYSDEC | | | | | | | | | | | | | |

Section 6

APPENDIX

ENDNOTES

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- 2 Clark Patterson Associates. (2006). Town of Jerusalem Comprehensive Plan. In Process Overview, pg. 6. Retrieved December 4, 2013
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FUNDING SOURCE ABBREVIATIONS

| | |
|----------------|--|
| NYSOPRHP | New York State Office of Parks, Recreation and Historic Preservation |
| NEA | National Endowment for the Arts |
| CDBG | Community Development Block Grant |
| TEP | Transportation Enhancement Program |
| NYSCA | New York Council on the Arts |
| NYSEDC | New York State Department of Environmental Conservation |
| NYSDOS | New York State Department of State |
| RTP | Recreational Trails Program |
| TOJ | Town of Jerusalem |
| NYSDOT | New York State Department of Transportation in partnership with the Town and County |
| NYSESD | New York State Empire State Development |
| PPP | Public / Private Partnership |
| YC | Yates County |
| KC | Keuka College |
| IDA Center) | Industrial Development Agency (Finger Lakes Economic Development Center) |
| NYSERDA | New York State Energy Research and Development Authority |



§ 160-XX. Hamlet Center District (HC)

A. Purpose and Intent

Consistent with the 2006 Town of Jerusalem Comprehensive Plan, the intent of the Hamlet Center Zoning District is to promote the historic character and scale of the Branchport and Kinney's Corners hamlet areas, typified by a traditional village 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 within a residential setting. Retail uses are limited to the ground floor, with building massing provided close to the frontage, reflective of traditional village 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 HC District is to promote traditional, hamlet-style design. New buildings should relate to the historical and architectural character of these hamlet areas as well as enhance the streetscape and unique aesthetic qualities that currently exist. Specifically, the design principles for the HC District are to:

- (1) Provide a limited mix of housing and small business opportunities in the hamlets.
- (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 Branchport and the Keuka Park area.
- (4) Promote pedestrian activity through a safe and walkable environment.
- (5) Create tree-lined streets that are aesthetically pleasing.
- (6) Provide alleys, where needed, as a means for adequate access to parking areas.
- (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. Location of Districts

As per § 160-8, the location of the HC Districts is shown on the map entitled "Zoning Map, Town of Jerusalem," adopted by the Town Board.

D. Uses and Restrictions

- (1) The maximum square footage of a single nonresidential use per structure shall equal no more than 50% of the structure's total square footage, or not more than 2,500 square feet.
- (2) The maximum building footprint per structure is 5,000 square feet.
- (3) The schedule of permitted uses and specially permitted uses for the HC District is found in Table 1.

Table 1

| USE GROUP | Mixed-use District |
|---|---------------------------|
| Use Category | |
| P= permitted by-right, SP = special use permit required | |
| R E S I D E N T I A L | |
| Live/Work Space located above the ground floor | P |
| Live/Work Space, ground floor | SP |
| Dwelling Units located above the ground floor | P |
| Multi-unit (4 unit max) Residential | SP |
| Townhouse | SP |
| Two-Flat (two units only, one above the other) | SP |
| P U B L I C A N D C I V I C | |
| Public buildings and grounds | SP |
| Commercial schools | P |
| C O M M E R C I A L / R E T A I L | |
| Grocery store | P |
| Apparel store | P |
| Drugstore | P |
| Antique and/or consignment store | P |
| Bookstore | P |
| Laundromat | P |
| Beauty parlor, barbershop | P |
| Apparel repair and alteration | P |
| Bakery | P |
| Florist shop | P |
| Artist studio / gallery | P |
| Restaurants, coffee shops or other similar places principally serving food and drink for inside consumption, provided that occupancy does not exceed 90 persons | P |
| Bicycle sales and repair | P |
| Bed and Breakfast | SP |

| USE GROUP | Mixed-use District |
|---|--------------------|
| Use Category | |
| Veterinary office and/or kennels, provided that there is no outside keeping of animals and adequate soundproofing is provided so that the ambient sound level at the property boundaries is not elevated more than 10 decibels on the A-weighted scale as measured at a fast response with an instrument satisfying the requirements of ANSI S1.2-1983. | SP |
| Drive-Through Facility | SP |
| OTHER | |
| Outdoor entertainment. | SP |
| Any combination of permitted residential or non-residential uses. | P |
| Permitted uses exceeding the thresholds established in Subsection C | SP |

- (4) 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.

E. Planning Board Review of Projects in the HC District

- (1) Prior to submitting a formal application under this section, it is strongly encouraged that the applicant request a pre-application meeting with the Planning Board, at which point there should be a discussion of the design objectives of the District, along with identification of the design and engineering considerations of the site and the adjacent neighborhood.
- (2) No site preparation or construction shall commence until site plan approval has been granted by the Planning Board and permits have been issued by all governmental agencies involved. Site plan approval shall not be required for the expansion or modification of any existing single-family residential use as long as the proposed expansion or modification remains solely a single-family use.
- (3) The purpose, principles and standards of this section are intended to guide the Planning Board in its review of projects within the HC District.
- (4) The Planning Board may modify those standards that are mandatory upon written finding that such modification is warranted. Circumstances that may warrant modification of any mandatory standard include, but are not limited to, physical constraints such as the location of existing buildings or changes in grade between adjacent properties.

- (5) In reviewing any proposed modification of a mandatory standard, the Planning Board shall consider whether granting the modification will be consistent with the purpose of this section and the Comprehensive Plan.
- (6) 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. Dimensional Regulations

- (1) Lot size. The minimum width of a lot shall be 80 feet, and the minimum area shall be 10,000 square feet.
- (2) There shall be no minimum size requirements for buildings or structures.
- (3) Setbacks shall be as follows:

| YARD | SETBACK FOR PRINCIPAL AND ACCESSORY STRUCTURES (FEET) | |
|---|---|---------|
| | MINIMUM | MAXIMUM |
| Front, from right-of-way | 0 | 40 |
| Side, abutting nonresidential district* | 15 | - |
| Rear, abutting nonresidential district* | 15 | - |
| Side and rear, abutting residential* district | 50 | - |

* Common wall buildings excluded.

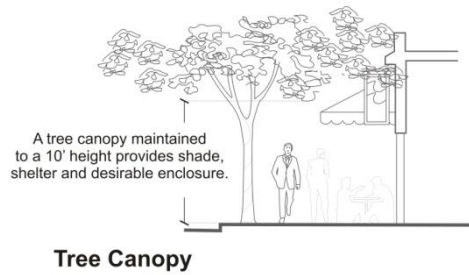
- (4) On corner lots, both yards abutting streets shall be considered front yards.
- (5) Maximum overall building height shall be two stories and not exceed 35 feet.
- (6) Minimum building height shall be 22 feet.
- (7) Lot coverage. Total lot coverage, including structures, parking areas and other impervious surfaces shall not occupy more than 75 percent of the total lot area. The remainder of the lot shall be landscaped area.
- (8) The Planning Board may, at its discretion, waive or modify requirements pertaining to provisions in Subsection F.

G. Street Standards

The following are the specific standards for the HC 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 the acreage devoted to internal (grid) streets. As a general rule, new local two-way roads should be constructed with 10 foot travel lanes.
 - (d) Minimize alteration of natural, cultural, or historic features.
 - (e) 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.
 - (f) Promote ready and safe pedestrian movement, including pedestrian through connections between streets using sidewalks and trails.
 - (g) Calm traffic speeds, such as through the provision of complementary landscaping, including but not limited to street trees.
 - (h) Intersect at right angles whenever possible, with preservation of adequate site lines (triangles) at the intersection.
- (3) Sidewalks
 - (a) Sidewalks shall be no less than five feet wide and shall be ADA compliant.
 - (b) Sidewalks shall be constructed of paving brick, concrete, concrete pavers, or concrete with brick paver borders. Asphalt shall not be used.
 - (c) Sidewalks shall create a linked network of walkways connecting different uses, such as businesses and residences, with parks or open space.
 - (d) On low-traffic or one-way streets, sidewalks should be placed next to parallel parking areas.
- (4) 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) There should be one shade tree (minimum of three-inch caliper at four feet in height) provided per every 40 linear feet to 45 linear feet of street frontage.

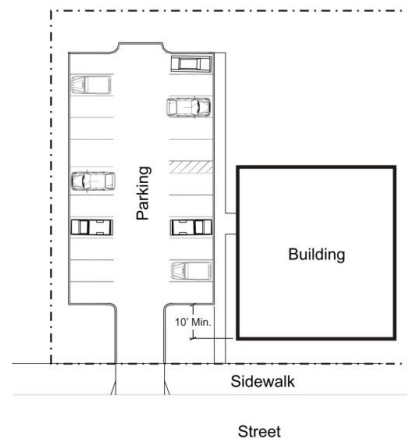
- (c) Street trees should be tolerant of salt and sand deposited with snow removal and drought tolerant, should cast moderate shade in summer, and should be of a type that branches at least eight feet above ground level.



- (d) Property owners shall have responsibility for maintaining trees along street frontage(s) within the Town's right-of-way.
- (5) 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.
 - (b) On-street parking spaces shall measure eight feet wide by 22 feet long.

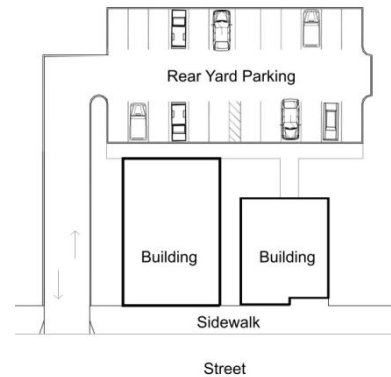
H. Site Development Standards

- (1) Multiple buildings and uses are permitted on a lot in the HC 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 specified street frontages. The frequency of store entrances along streets is important in maintaining retail continuity and viability.
- (4) The second and third stories of buildings may be used for a mix of residential, commercial, and/or office space.
- (5) Balconies, bay windows and cornice features, and open porches are encouraged and may extend up to five feet into the front yard setback.
- (6) New developments should make use of existing structures wherever possible and desirable, as determined necessary by the Planning Board.
- (7) Driveways and parking.
 - (a) No parking shall be permitted in the front yard.
 - (b) 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.



(c) Parking, or access to parking, shall not exceed more than 50 percent of lot frontage.

(d) 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.



(e) The Planning Board may, at its sole discretion, approve the joint use of a parking facility and allow a reduction in the parking requirement of up to 30% for two or more principal buildings or uses on adjacent parcels where it is clearly demonstrated that the reduction in spaces and shared use of the parking facility will substantially meet the intent of the parking requirements by reason of variation in time of use by patrons or employees among such establishments (offset peak parking demand). There shall be a covenant on the separate parcel or lot guaranteeing the maintenance of the required off-street parking facilities during the existence of the principal uses. Such covenant shall be:

1. Executed by the owner of said lots or parcels of land and by all other parties having beneficial use of, or some other legal interest in, the property, such as, but not limited to, a collateral or security interest;
2. Enforceable by any of the parties having shared beneficial use of the facility; and
3. Enforceable against the owner, the parties having beneficial use, and their heirs, successors and assigns.

(f) The supply of parking spaces shall not exceed minimum requirements unless clearly justified by parking generation data submitted by the applicant and approved by the Planning Board.

(8) Site landscaping.

- (a) Required landscaping shall be permanently maintained in a healthy growing condition at all times by the property owner or its assign.
- (b) Site trees should be no smaller than three-inch caliper diameter at four feet in height at the time of planting. The density of site trees shall be at the discretion of the Planning Board as determined necessary.
- (c) Species shall be drought and salt tolerant, and there should be consideration of how to provide for the stockpiling of snow in relation to landscaping.

- (9) 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.
- (10) 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.
- (11) Mechanical equipment, garbage containers, and electrical transformers should be concealed from public view on all sides by architectural elements and/or landscaping satisfactory to the Planning Board's approval.
- (12) 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.
- (13) Utilities. All new utilities shall be underground.
- (14) Open space. Where appropriate and practical, new development should create public open spaces and should maintain existing open space.

I. Architectural Standards

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

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.



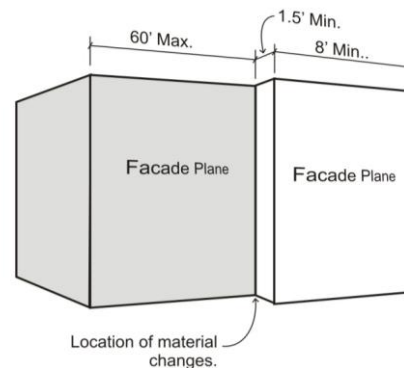
(2) Design compatibility includes complementary building style, form, size, color, materials, and detailing. In reviewing projects, the Planning Board shall consider each of the following principal features contributing to the identity of buildings within the HC Districts:

- (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.

(3) The following architectural design concepts are encouraged:

- (a) Architectural design should be sensitive to the historical and/or architectural character of the surrounding buildings.
- (b) 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.
- (c) Porches fronting on streets are encouraged, especially on local roads.
- (d) Multiple buildings on the same lot should be designed to create a cohesive visual relationship between the buildings.
- (e) Blank wall areas and long, uninterrupted rooflines shall be avoided and should exhibit more detail and elements appropriate for close-range pedestrian view.
- (f) 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.



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- (g) 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.
 - (h) 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.
 - (i) The scale of a building should be compatible with the surrounding buildings.
 - (j) Pitched roofs with gables/dormers or symmetrically shaped parapet roofs are encouraged.
 - (k) 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.
 - (l) 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.