

Village of Brockport

Clinton Street Redevelopment Study

Planning Board Summary Presentation



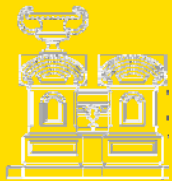
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Project Team

Clark Patterson Lee – Project coordination & community planning

Bero Architecture – Historic building rehabilitation/adaptive reuse study & community design

Camoin Associates – Market analysis



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Project Goals

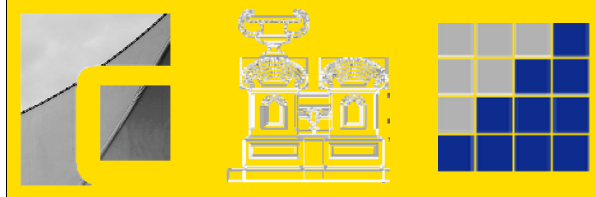
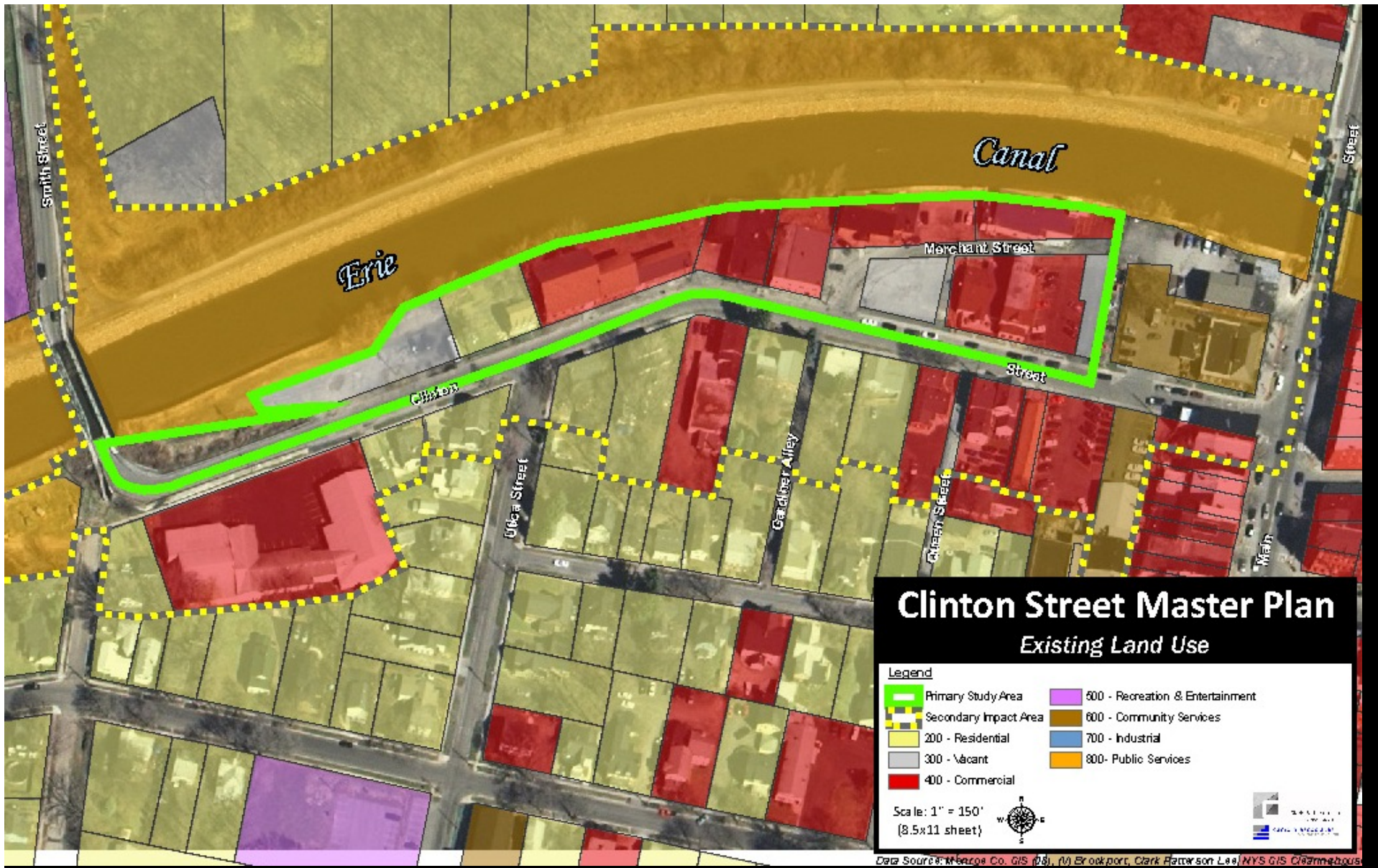
1. Identify the area's potential for revitalization
2. Collaboratively plan the rehabilitation of public and private lands to attract business and investment
3. Explore and illustrate the potential to adapt existing historic buildings for new uses
4. Develop schematic designs for private and public improvements



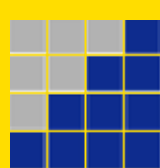
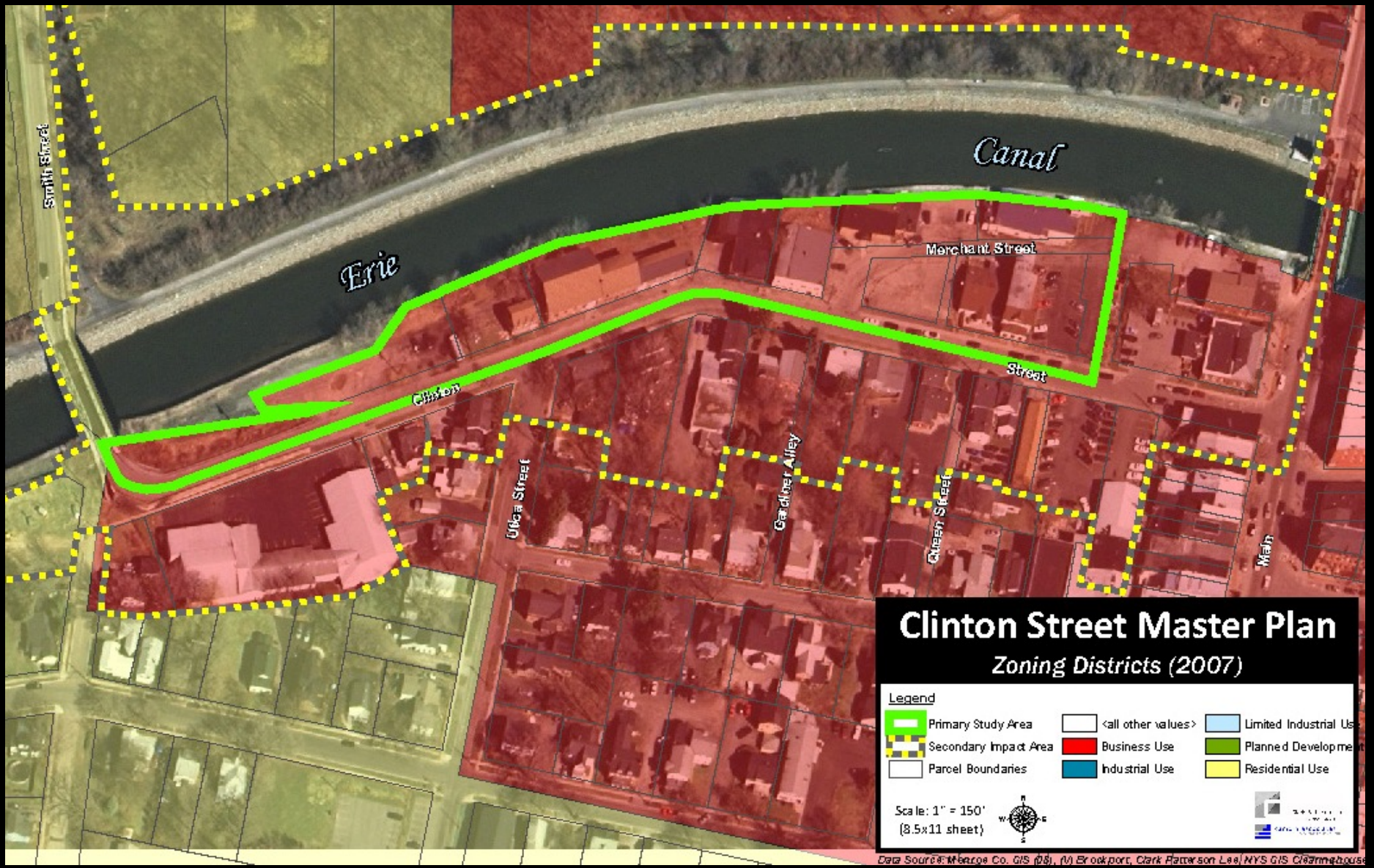
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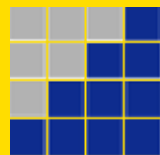
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Market Analysis Summary

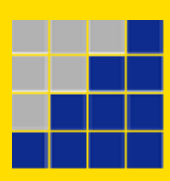
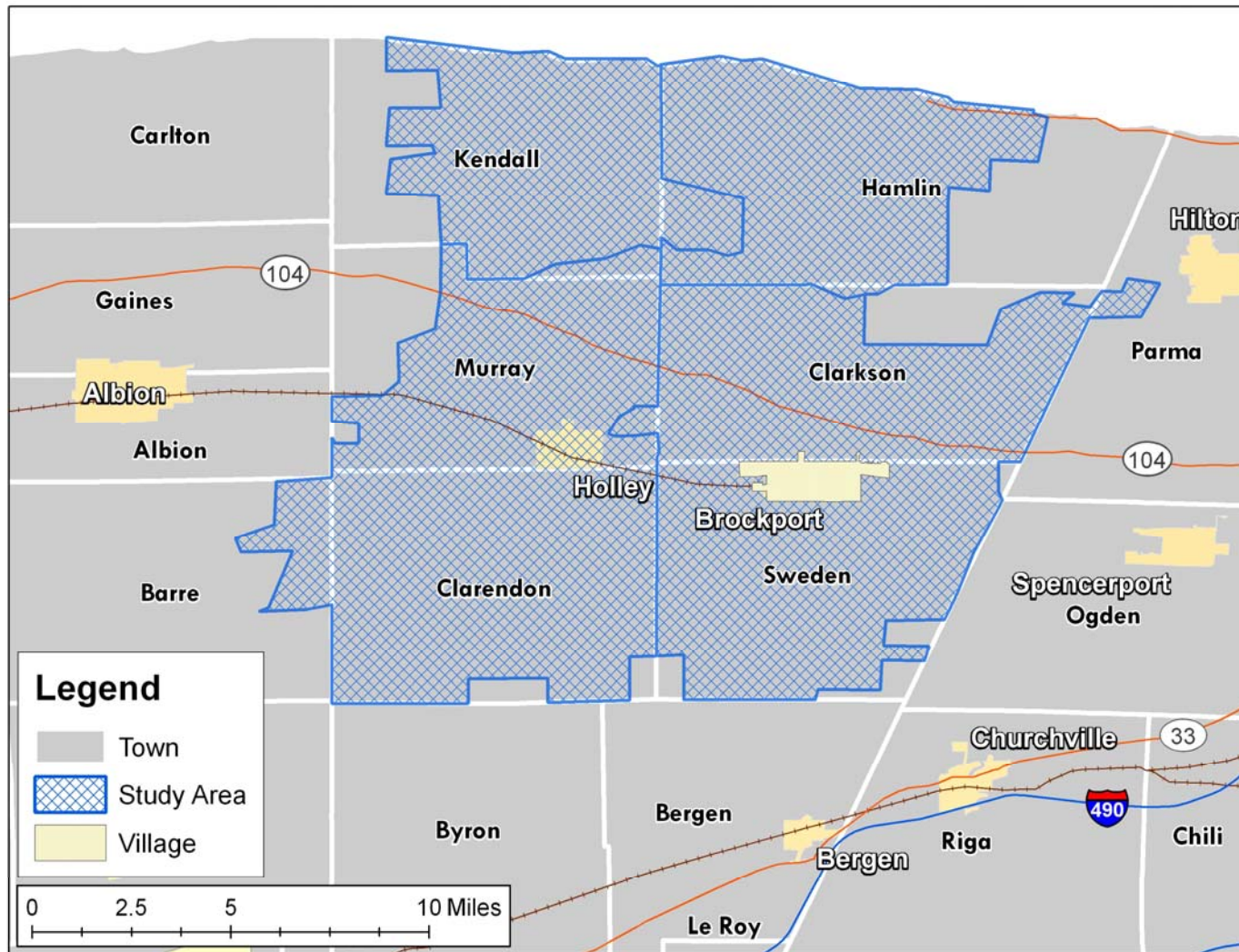


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Market Study Area



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Study Area Demographics

- **Market study area has a population of 38,326 people**
- **Market study area's median household income (estimated at \$60,535 for 2009) is higher than the county, upstate and national median incomes**
- **Market study area has a lower poverty rate than county, upstate and national levels**
- **Little or no population growth projected in the near future**



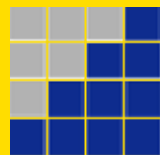
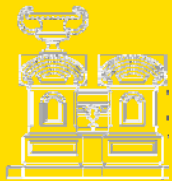
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Employment

- **Largest employment sectors are government, health care, retail, accommodation, food services, and transportation**
- **Growth is occurring in transportation, warehousing, and professional services**
- **Key individual employers are the college, hospital, and distribution logistics center.**



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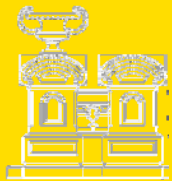
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Retail Market Assessment

Retail sales leakage analysis indicates area has an unmet demand for:

- **Clothing Stores**
- **Sporting Goods/ Hobby/Musical Instrument Stores**
- **Full-service restaurants**



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Real Estate

Local Demand for:

- **Commercial office space for professional firms and service organizations**
- **Niche retail space**
- **Student rentals**
- **Higher end residential**



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Real Estate

Brockport commercial and residential rents are lower than the regional average and may be too low to overcome renovation and construction costs

Feasibility may depend on a combination of public funding and private financing



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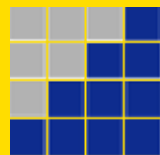
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Target Markets

Students and Faculty

- **University partnership**
- **Housing**
- **Entertainment and amenities**



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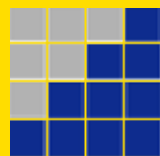
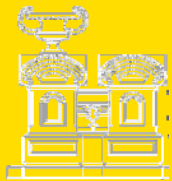
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Target Markets

Long-time Residents

- Family-style restaurants
- Professional office space
- Niche retail



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Target Markets

Commuters

- Restaurants
- Niche retail
- Professional office space



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Target Markets

Recreational Canal Users

- Seasonal traffic and low numbers compared to other groups
- Supplements revenue stream from other groups
- May increase over time



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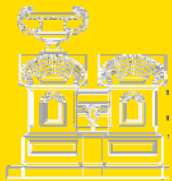
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Recommendations

Key Opportunity Areas:

- Residential rental and ownership
- Student-centered projects
- Small office
- Niche retail



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Recommendations

Restaurant

- Plenty of pizza, sports bars, and cheap food
- Demand exists for “sit-down atmosphere” with family pricing



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Recommendations

Student Centered Projects:

- **Benefits College and Village**
- **Geneseo example of partnerships (Big Tree Inn)**
- **Community investments improves college experience and improves marketability of school**



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Recommendations

Small Office and Retail:

- **Full Main Street indicates village has capacity to support more retail**
- **Growth in local services & professionals will support demand for small office**
- **Area's low rents are an obstacle**



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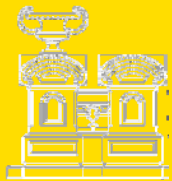
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Recommendations

Student Housing:

- < 50% of students live on campus
- Increasing demand for student housing
...Put it where it will do some good
- Housing supports downtown atmosphere
and provides critical mass for businesses



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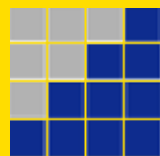
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Recommendations

Physical enhancements are a vital component of economic development, especially along this streets

- Enhancements will improve the area's marketability
- Pedestrian connections to college, Main Street, canal, and park are critical
- Amenities can give Village business district an edge over suburban shopping centers



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Recommendations

Changes to existing zoning would be needed to facilitate the physical enhancements and reinvestment anticipated for this area. For example:

- Allow/encourage shared parking and/or extend parking requirement exemption (Planning Board discretion) to this area.
- Amend the zoning regulations to allow a greater number of residential units, whether condominiums or apartments, within the business district or the Clinton Street overlay district, should it be created.



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Recommendations

An alternative approach would be to create new zoning code to address this area specifically:

- **Extend the existing historic overlay district to include this entire area or create a Clinton Street Overlay District that establishes design standards and land use guidelines to help direct private and public reinvestment within the study area.**



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