

2. Introduction

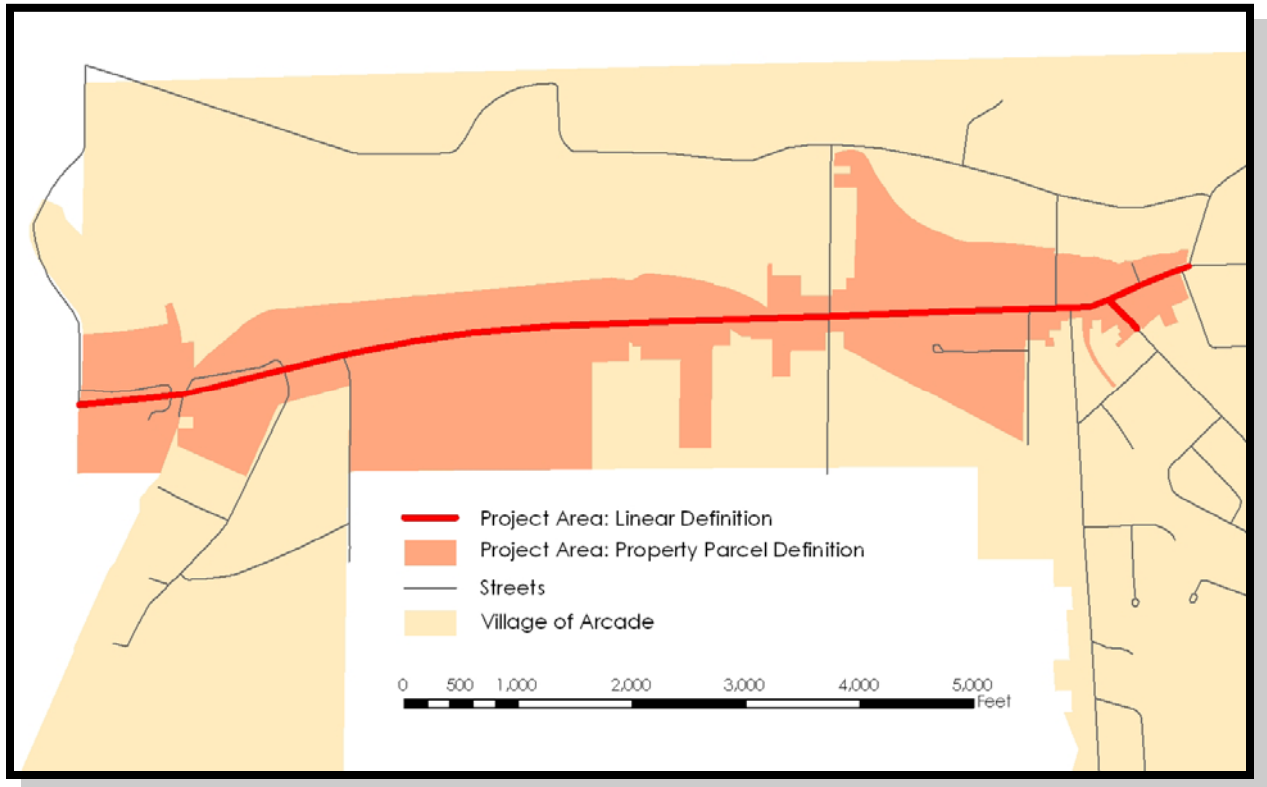
The Plan

The Strategic Plan for Downtown Arcade was conceived by the Village of Arcade as a tool to assess the current physical conditions of Main Street, identify key areas for improvement, help the village leverage additional funding sources, and determine *achievable* action items to make improvement happen. It was emphasized early in the planning process that these actions should range from those that are short term and inexpensive to longer term actions that require more resources.

The document is a tool to leverage future resources and should become an addition to the 1996 Town-Village Comprehensive Plan. The Strategic Plan provides more specific details about an area, Main Street, that the Comprehensive Plan addressed only in broad general terms.

The Strategic Plan's focus is on buildings, streets, sidewalks, parking, trails, waterways, signage, landscaping, and lighting- the physical attributes of Main Street. The quality of these attributes, and how they connect with each other, can serve to improve the vitality and walkability of Main Street. Since Main Street is often what visitors to a community see and remember, an attractive and vibrant downtown benefits the greater community as a whole.

Map 1 - Project Area



The project area was defined early in the process by the Project Planning Committee. The bounds of the project includes all property parcels fronting on Main Street between the west village line and the Water-Main-Pearl Street intersection, as well as several parcels fronting on Liberty Street for a short distance south of Main Street. The primary focus is on the fronts of these properties facing the street. Where applicable, the back sections were also addressed. This method of project area definition produces a linear project area of 1.89 miles of Main Street (10,000 feet).

An additional component of the plan was a Consumer Demographics and Market Analysis completed by the Cornell Institute for Social and Economic Research (CISER) at Cornell University. This research identifies and analyzes the downtown Arcade market area and provides the basis for further market analysis. See Appendix A for the full report.

Coordination

Genesee/Finger Lakes Regional Planning Council (G/FLRPC) was contracted by the Village of Arcade to provide project coordination, conduct necessary research, and final recommendations. Genesee/Finger Lakes Regional Planning Council is one of nine regional planning organizations in New York State. G/FLRPC covers Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, *Wyoming*, and Yates Counties. The Council is organized under New York General Municipal Law as a “special purpose local government unit” (meaning it is a public agency), and operates under the authority of the legislative bodies of its member counties. Funding comes from dues that the nine member counties pay, as well as projects like the Strategic Plan for Downtown, which was funded by the village with a grant from the New York State Governor’s Office for Small Cities.

Oversight

The Strategic Planning Committee was made up of the Village’s Walkable Committee, as well as stakeholders from citizens, businesses, local and county government, and regional organizations met monthly with G/FLRPC staff to help guide the project.

A list of committee members follows.

Table 1 - Strategic Planning Committee

LAST	FIRST	TITLE	AGENCY
ALOUISA	ROBERT	RESIDENT ENGINEER	NYS DEPT. OF TRANSPORTATION
ANTONIO	PHIL		PHIL'S TV
ARLOW	BILL	LANDSCAPE ARCHITECT	
BALUS	KATHY		PIONEER CREDIT RECOVERY
BARROWS	FRED		1882 MERCANTILE
BENNETT	KRISTEN		GENESEE TRANSPORTATION COUNCIL
BERWANGER	DOUG	SUPERVISOR	TOWN OF ARCADE
BIJHOUWER	PAUL	CHAIR	VILLAGE OF ARCADE PLANNING BOARD
BOWEN	JEFF	SUPERINTENDENT	PIONEER CENTRAL SCHOOL DIST.
BROWN	CHARLIE	COMMUNITY AFFAIRS	PIONEER CREDIT RECOVERY
BURKETT	PAUL		VILLAGE OF ARCADE
COMSTOCK	GINGER		
DAVEY	SYLVIA		
DEUITCH	STEVE	PROJECT MANAGER	J. O'CONNELL & ASSOC.
DOMES	KATIE		DOMES, INC.
DOSTER	MIKE	MAYOR	VILLAGE OF ARCADE
DRIVER	MIKE		BLUE SEAL FEEDS
DUPONT	JOAN	PROGRAM MANAGER	NYS DEPT. OF TRANSPORTATION
ELY	HUGH	EXECUTIVE DIRECTOR	ARCADE AREA CHAMBER OF COMMERCE
ERICK	AUDREY		
GRAY	VALERIE		GRAY FOX PUB
GROVER	SUE	CHAIR	MERCHANTS ASSOCIATION
HAREMZA	JASON	SENIOR PLANNER	G/FLRPC
HARRISON	JOAN		BEAUTIFICATION COMMITTEE
HEFTKA	MICHAEL	DIRECTOR	WYOMING COUNTY IDA
HIGGINS	JOE	OLEAN TRAILS	ABBOTT WELDING
JOHNSON-JAECKEL	DIANE	DIRECTOR	WYOMING COUNTY TOURISM
JOHNSTON	ED	ASST. ENGINEER	NYS DEPT. OF TRANSPORTATION
JONES	CAROLE	BUSINESS MANAGER	ARCADE HERALD
KEMPF	LINDA	PRESIDENT	ARCADE AREA CHAMBER OF COMMERCE
KILBURN	LARRY	SUPER. OF PUBLIC WORKS	VILLAGE OF ARCADE
KOCH	BILL		PRESTOLITE LEECE-NEVILLE
KOSMERL	RICH	TRUSTEE	VILLAGE OF ARCADE
LAIRD	JOHN	POLICE CHIEF	VILLAGE OF ARCADE
LANDAHL	KATHY	COUNCILOR	TOWN OF ARCADE
MASON	JEFF	HISTORIAN	TOWN AND VILLAGE OF ARCADE
MILKS	RAY/SANDY		
MILLER	DAVE		M&T BANK
MORGAN	MAGGIE		
MUNRO	KEVIN	PRINCIPAL	ARCADE ELEMENTARY SCHOOL
MUNSON	STEVE		NYS DEPT. OF TRANSPORTATION
OFFERS	KIM		
OWENS	JOE		JOSEPH'S STYLING CENTER
PAYNE	HOWARD		
PERRIN	RICH	DIRECTOR	GENESEE TRANSPORTATION COUNCIL
PIERCE	JIM	DIRECTOR	WYOMING COUNTY CHAMBER OF COMM.
PIRDY	SANDY		CREEKSIDE FABRICS
REISDORF	DAN	TRUSTEE	VILLAGE OF ARCADE
SANDERS	MARISA		SIGN OF THE PINEAPPLE
SHERMAN	LARRY	REGIONAL TRAFFIC ENGINEER	NYS DEPT. OF TRANSPORTATION
SIMAR	RICK		
SKILLMAN	CHUCK		
SLOCUM	ERIC		ARCADE AGENCY
SNELL	KEIRSTEN	DIRECTOR	DOWNTOWN REVITALIZATION PROGRAM
TINDELL	RICHARD	DIRECTOR	WYOMING COUNTY PLANNING DEPT.
TRAVER	BOB		NYS DEPT. OF TRANSPORTATION
USATCH	CARL		MILLE FABRICATORS
WOLFE	DAVE		
YOUNGERS	PEGGY		RAINBOW WELLNESS
ZIELONKA	MARV	ZONING OFFICER	VILLAGE OF ARCADE
ZORN	DAVE	DIRECTOR	G/FLRPC

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