

Aesthetic Action Items (Group D)

D1 Main Street Business Signage

Responsible Organizations: Village officials, staff, and boards (especially planning board), Walkable Committee, Historical Society, business owner input

Estimated Cost: minimal

Estimated Time: 1-2 years

Currently, signs in the Village are regulated by Section 805 of the Village Zoning Law. See Recommendation E4 - Sign Ordinance

D2 Main Street View Preservation

Responsible Organizations: Village officials and land use boards (planning and ZBA), Historical Society, Yansick site owners

Estimated Cost: unknown

Estimated Time: unknown

Standing at Main and Liberty, Main Street presents an attractive vista to the west. The former Yansick Lumber water tower is a landmark feature that terminates the view. As redevelopment of the Yansick site occurs, the Village planning and permitted process should work to ensure that this local landmark is maintained.

D3 New Main Street Light poles

Responsible Organizations: Village staff (DPW), Walkable Committee, Chamber of Commerce Beautification Committee, Historical Society

Estimated Cost: moderate (already budgeted as it is assumed that pole replacement costs are factored into electrical system capital budget)

Estimated Time: ongoing

Arcade has a unique advantage in that the utility wires are underground along Main Street. By building on this advantage, Arcade can further improve its Main Street streetscape.

The existing decorative light poles downtown are of an appropriate scale, although the project Planning Committee has noted that those lights do not shed enough light. A plan to retrofit or replace the downtown light fixtures should be established. The village may wish to consult with other nearby communities such as Springville, Warsaw, and East Aurora regarding their

downtown lighting fixtures.

Further west on Main Street, west of Church Street, the existing gray steel poles and “cobra head” fixtures should be replaced with more attractive poles and fixtures. Local examples include those along Hertel Avenue in the City of Buffalo. A less expensive option may be to simply paint the existing gray metal poles black and replace the light fixtures.

Choosing the appropriate scale is very important. While shorter (12-20 foot) poles are appropriate in the downtown area, taller (20-30 foot) poles are important along West Main Street. In this part of Main Street, the buildings are shorter and/or farther back from the street. The taller poles help define the street and establish a pattern of verticality. Pedestrian fixtures should be attached to these taller poles at the appropriate height.



Above: Light poles that accommodate both taller, more “auto-oriented” light fixtures and lower pedestrian scaled light fixtures. North Salina Street, Syracuse, NY



Above: Contemporary light poles, painted black, and utilizing more decorative hanging light fixtures. The height of the poles and repetitive spacing pattern help define the streetscape in the absence of taller buildings close to the sidewalk. Hertel Avenue, Buffalo, NY

D4 Prestolite Wall

Responsible Organizations: Pioneer Central High School, Chamber of Commerce Beautification Committee, Historical Society, Prestolite management

Estimated Cost: minimal

Estimated Time: less than 2 years

The Prestolite facility on West Main Street is a valued industry. However, the structure itself presents a huge blank wall that is visible from Main Street through the Davis Funeral Home parking lot. The combination of large, unscreened parking lot and large blank wall detract from the attractiveness of the central part of the village.



Above: Existing parking lot and Prestolite facility



Above: Mural example, Lyons, NY

The Chamber of Commerce’s Beautification Committee should work with Prestolite and Pioneer Central High School art students to paint a mural on the large blank wall. Alternatively, the Beautification Committee and Prestolite could acquire attractive shrubs native to Upstate New York from the Wyoming County Soil and Water Conservation District and plant a dense hedgerow of shrubs between the parking lot and the building to screen the view.

D5 Prestolite Park

Responsible Organizations: Village officials and staff, Walkable Committee, Chamber of Commerce Beautification Committee, Prestolite management

Estimated Cost: minimal to moderate

Estimated Time: 2-3 years

In front of the western portion of the Prestolite facility, there is a large green space fronting on Main Street. This site, formerly occupied by several homes, has beautiful mature trees and is an attractive green space in the heart of the Village.

The Village should work with Prestolite to explore options for public access to this area, as per Prestolite’s security requirements. Fencing may be required along the west, south, and east perimeter of the site. If so, it should be attractive black metal fencing, not chain link.

The lawns and trees would make an ideal passive greenspace/picnic grove and is strategically located across the street from the Arcade Free Library. Benches, picnic tables, water fountains, and plantings are the only recommended improvements. This site is not appropriate for grills, playgrounds, playing fields or active recreation.

D6 Cattaraugus Overlook Park

Responsible Organizations: Village officials and staff, Walkable Committee, Chamber of Commerce Beautification Committee

Estimated Cost: moderate

Estimated Time: 2-5 years

In the northwest part of the Village, North Street was recently relocated away from the top of the bluff due to erosion. The new section of road is called Cramer Drive. The vil-



Salmon River overlook, Malone, NY.

lage still owns the former North Street right-of-way that follows the top of the bluff overlooking Cattaraugus Creek.

It is recommended that the Village construct a small park/overlook at this site using the eastern portion of the old right-of-way. A small paved terrace with benches and selected pruning of creekside vegetation would be all that is necessary to transform this site from an abandoned roadway into an asset for the Village. Interpretive signage could also be a part of the improvements. The small park would be a terminus of the proposed Cattaraugus Trail. See also Recommendation A6 - Cattaraugus Trail.

D7 Main Street Façade Program

Responsible Organizations: Village officials and staff, Chamber of Commerce, Wyoming-Livingston Downtown Revitalization Program, Wyoming County Economic Development, New York State Main Street Program (Division of Housing and Community Revitalization), Historical Society, Arcade Town/Village Historian, downtown property owners

Estimated Cost: high

Estimated Time: 3-10 years

Downtown Arcade has many attractive and historic buildings. Most are in good condition, although some have suffered from inappropriate façade treatments. Targeted investment in a few properties would greatly improve the image of downtown.

The Village must enhance existing façade improvement programs or work with organizations such as the Arcade Area Chamber of Commerce, Wyoming County Economic Development, and the Wyoming-Livingston Downtown Revitalization Program to initiate such a program.



Buildings on north side of Main Street west of Liberty Street, early 1900s. M&T Bank now occupies the tall 3 story building on the left and Simar (Howlett's) the ornate, turreted building just left of center. Source: Arcade Historian's Office

Overall, many recommended improvements are limited to new signage or ground floor/storefront façade improvements. The Project Planning Committee did identify several properties that would benefit from more extensive façade renovation (note: these are not prioritized in any particular order):

1. the row of buildings on the south side of Main Street, from Liberty Street west to the train

- station, including the Arcade Hotel
2. the building formerly housing the Arcade Pennysaver
 3. Phil's TV and Appliances
 4. the former Howlett's Building (Simar Enterprises): this building is particularly crucial, given highly visible location at the head of Liberty Street and its historic (and unfortunately long gone) decorative façade. With this building, restoration of the historic façade is not only possible, but preferable.
 5. M&T Bank: the white panels cover the remaining bottom two floors of what was a three story Victorian brick structure. While full restoration would be a significant undertaking, even moderate improvements such as the removal of the panels and restoration of the window openings would greatly improve the streetscape.
 6. Creekside Fabrics and Quilts and Wolfe's Wines and Brew House (first floor display window area only)
 7. Hear USA and adjacent vacant storefront (first floor display window area only)

Façade improvement is an instance of where a moderate amount of money, carefully targeted, would provide very dramatic returns to the community.

D8 Upper Floor Windows

Responsible Organizations: *Downtown property owners, Chamber of Commerce Beautification Committee*

Estimated Cost: *minimal to moderate*

Estimated Time: *1-3 years*

While M&T Bank is one example of windows being covered, there are other buildings in downtown Arcade where window openings are covered in plywood or otherwise obscured. This destroys the pattern of window spacing and, no matter what activities might be happening inside, projects a "dead" image to passersby. Even if the space behind blocked windows is storage space or even unused, the windows should be restored or fitted with plexi-glass. On unused upper floors, windows fitted with curtains and inexpensive lights on timers project an appearance of life. See also Recommendation D7 - Main Street Façade Program and Recommendation D9 - Design Guidelines.

D9 Design Guidelines

Responsible Organizations: *Village officials and staff, Planning Board, Walkable Committee, Chamber of Commerce Beautification Committee, Historical Society, downtown property owners*

Estimated Cost: *minimal*

Estimated Time: *1-2 years*

In order to assist building owners and the Village staff and review boards with design, the Village should adopt non-binding design guidelines. These help illustrate graphically the preferable way of treating building facades, entries, window placement, awnings, and signage along Main Street. Initially these could be a voluntary reference document, although the preferred long-term option would be to incorporate elements of the design guidelines into the zoning code so that they are legally binding, as the City of Rochester has done. See also Recommendation D7 - Main Street Façade Program and Recommendation D8 - Upper Floor Windows.

D10 Interpretive Boards

Responsible Organizations: Village officials and staff, Walkable Committee, Pioneer Central High School, Chamber of Commerce Beautification Committee, Arcade Historical Society

Estimated Cost: moderate

Estimated Time: 2-5 years

Throughout these recommendations, various actions have called for interpretive signs or display boards. These provide interest along walking routes (sidewalks, trails, etc.) and inform people, both longtime residents and new visitors, about the unique place that Arcade is. They can inform about any subject related to the locale, such as the original Native American inhabitants of what is now Arcade, the origins of Arcade's name, early settlement, transportation, floods, industry, schools, churches, events, people, etc.



Example of interpretive board, Malone, NY.

Researching and producing these boards presents a unique opportunity for the Village to partner with Genesee Community College and/or Pioneer Central High School classes to work with the Historical Society and other organizations.

Potential locations, including those already noted in this report, include the Cattaraugus Trail, the Cattaraugus Overlook, the Pedestrian Lane, the pocket park at Main and Water Streets, the proposed "Prestolite Park," and the railings of the Main Street bridge.

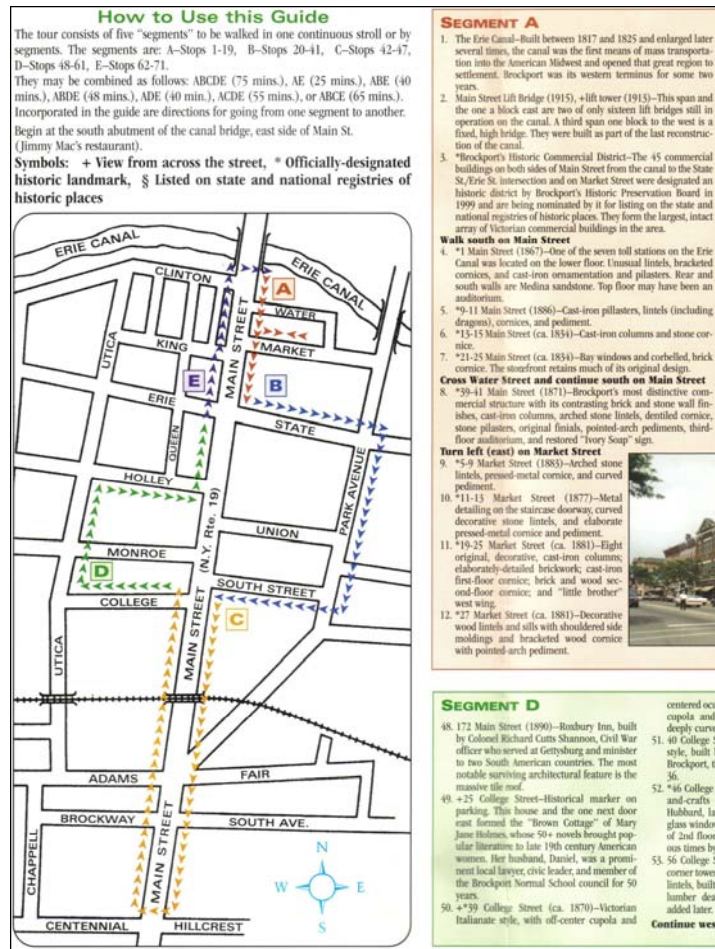
D11 Arcade Walking Tour brochure/map

Responsible Organizations: Walkable Committee, Pioneer Central High School, Chamber of Commerce Beautification Committee, Arcade Historical Society

Estimated Cost: minimal

Estimated Time: 1 year

Closely related to the interpretive board recommendation, an opportunity exists for high school or community college history, art and/or computer design classes to work with the Historical Society to produce an attractive, high quality brochure or booklet that explains Arcade’s history, notable buildings and their architectural styles.



Above: Example of a small-town walking tour brochure, Brockport, NY.