

## CHAPTER II

### DEVELOPING A COMPREHENSIVE VISION

#### Village of Liverpool Vision Statement

*“The Village of Liverpool is a community with a rich history and independent spirit that takes pride in its heritage, its safe neighborhoods, and its grass roots participation in self-governance. The Village seeks to preserve and enhance the positive aspects of small community life while meeting the challenges of the future to maintain the economic health of the Village, to provide relevant services in a cost-effective manner, and to attract businesses and residents to a small, safe, beautiful community where local control of destiny, independence and individual contributions are valued.”*

The preparation of this Comprehensive Plan consistent with the Vision Statement stated above would not have been possible without the input of local residents, merchants, property owners and public officials. Numerous meetings over the course of three years were attended by these dedicated individuals in identifying issues and opportunities relative to future growth and development of the community as well as enhancing community character and maintaining the overall quality of life of the Village. These issues and opportunities, as well as the goals and objectives of this Comprehensive Plan, are summarized below.

#### Issues, Opportunities, Goals and Objectives

##### *Land Use and Economic Development*

###### Issues and Opportunities

The Village of Liverpool is a built-out, mature community comprised of traditional residential neighborhoods and stable business areas. However, in light of development that continues to occur outside the boundaries of Liverpool, the Village recognizes the need to position itself to identify future land use opportunities within its borders and

benefit from local and regional economic development opportunities. These opportunities include the possible development of unique businesses and retail shops in the downtown area and other commercial activity consistent with a desirable quality of life within the Village. The Village also recognizes the importance of identifying the most appropriate locations for these opportunities that are compatible with Liverpool’s sense of community, its history, unique features such as its local parks, and the convenience of being able to walk to local businesses, destinations, and points of interest. Where appropriate, mixed-use development containing first floor retail or business use and second and third floor business and residential uses should be encouraged to help achieve the Village’s goals and objectives as a “walkable” community.

*Our Goal*

Our goal is to maintain and enhance the unique features and land uses that contribute to the high quality of life and unique character of Liverpool while providing opportunities for orderly growth to meet future residential and commercial needs, including mixed-use development that is consistent with the Village’s vision as outlined in this Plan.

*Our Objectives*

**Enhancing Our Identity**

- ❖ By updating the recommendations of the Village Center Master Plan of 1984 which emphasize revitalization efforts in the traditional Village Center. These efforts are aimed at enhancing aesthetic and physical improvements, strategies to build consensus within the business community, promotion and marketing of the Village to new businesses, investors, tourists, as well as local and regional consumers.
- ❖ By encouraging business, economic and social interaction through compatible forms of mixed-use development and redevelopment opportunities which combine residential and business uses in the same structure or area.
- ❖ By better defining and enhancing the Village Center as the focal point of business and social activity by promoting land uses that are compatible with our existing character and future vision.

- ❖ By providing an adequate and accessible supply of parking for Village businesses, merchants, residents and visitors.
- ❖ By re-designing elements of the Village’s central business district and commercial corridors to create a greater, more memorable sense of identity and place by promoting “unique-from-the-mall” stores and services to attract shoppers to the Village.
- ❖ By researching ways to improve the visual appeal and aesthetic character of the Village by encouraging more traditional forms of building design through codes and development guidelines.
- ❖ By reviewing, encouraging and approving opportunities for reuse and revitalization of significant buildings within the Village in ways that are appropriate to surrounding neighborhoods, will not have a materially adverse impact upon adjoining and nearby properties, and consistent with this Plan.
- ❖ By avoiding the loss of some of the more desirable eclectic buildings, features and character, such as Heid’s and other non-franchise restaurants, that make Liverpool unique from other communities.

#### **Marketing Our Assets**

- ❖ By coordinating efforts with public agencies, including Onondaga County Parks Department to market the Village properly, for example, a radio sound bite “New skating facility at Onondaga Lake Park in the Village of Liverpool.”
- ❖ By collaborating with the local Chamber of Commerce, merchant groups and other civic organizations in developing and implementing marketing strategies for example, the Chamber of Commerce & Village could co-sponsor fireworks displays over Onondaga Lake in the Village of Liverpool.
- ❖ By identifying future retail development and business opportunities which are sustainable and supported by the local community and visitors.
- ❖ By attracting potential shoppers and business patrons into the Village from Onondaga Lake Park and other nearby regional destinations and venues through improved signage, businesses and services.

- ❖ By identifying and marketing the benefits of Empire Zone properties and similar state and local programs and incentives to facilitate economic growth.
- ❖ By identifying economic development and cultural opportunities based on the early canal history of Liverpool.

#### **Celebrating Our Lake**

- ❖ By encouraging where appropriate, land use that borders Onondaga Lake Park as mixed-use (residential & commercial) development with views of the lake, providing pedestrian connections into the Village, and incorporating elements of local history into the area's architecture and landscape design.
- ❖ By continuing research on the present demand for specialty businesses in the Village and promoting business activity that welcomes and benefits patrons of Onondaga Lake Park.
- ❖ By identifying new physical and visual connections and pedestrian linkages between Village businesses in the downtown area and Onondaga Lake Park.

#### **Working Together**

- ❖ By working with public agencies and private developers to redevelop appropriate areas bordering Onondaga Lake as mixed use (residential, business & commercial uses) with views of the lake, providing pedestrian connections into the Village, and incorporating elements of local history into architecture and landscape design.
- ❖ By working with local, county and state agencies and organizations to improve tourism-based businesses and other opportunities in the Village focused on its historic, cultural, and recreational assets as well as its aesthetic setting.
- ❖ By working with Onondaga County and local chambers of commerce to provide incentives for unique businesses to locate in the Village (artisans, antique dealers, restaurateurs, as well as those business opportunities based on local heritage, such as bed and breakfast establishments).

***Pedestrian and Vehicular Traffic and Transportation***

*Issues and Opportunities*

Liverpool has historically been a crossroads for travel to and from the City of Syracuse and other regional destinations. The former Oswego Canal right-of-way influenced the location of the Village’s current roadway network. As the suburbs north of the Village rapidly developed during the mid 1900’s, there was a need to widen Village roadways to accommodate suburban traffic commuting to Syracuse. Having sole jurisdiction of state and county roads, the New York State Department of Transportation (NYSDOT) and the Onondaga County Department of Transportation widened Second Street (NYS Route 370) and Oswego Street (NYS Route 57), respectively, to permit more efficient traffic flow through the Village.

As a result of accommodating through traffic by widening Oswego Street and Second Street, economic development, pedestrian safety, and community aesthetics have become increasingly important issues facing the Village as it tries to balance the movement of traffic while maintaining community identity, safety, and economic health. High volumes of vehicular traffic have resulted in creating physical and psychological barriers that impede pedestrian mobility and inhibit a sense of pedestrian-friendliness within the Village that adversely affect local businesses. For the past several years, the Village has continued to develop as a thoroughfare for high volumes of commuter traffic from surrounding suburbs.

The Onondaga Lake Parkway (NYS Route 370) serves as a major gateway into the Village from the City, which, due to its present four-lane width, funnels high levels of traffic through the Village. The beauty of the Onondaga Lake Parkway with its historic attributes, reflecting ponds, and views of the lake exemplifies the type of image the Village wishes to preserve and enhance. However, the lack of pedestrian access along the Parkway, its high volumes of traffic, and safety issues significantly limit its potential as a vehicular and pedestrian gateway into the Village.

Recent planning efforts have identified the width of several primary roads through the Village, including Oswego Street, Second Street and Onondaga Lake Parkway, as major impediments to achieving the Village’s future vision as a totally “walkable” community. The Village wishes to preserve and maintain roads that are at the scale that accommodates the pedestrian. To the greatest extent possible, the Village encourages the narrowing of wide roads to achieve a more human scale that is compatible with pedestrian activity and safety, rather than a vehicular scale, while at the same time enhancing economic development and business opportunities. Pedestrian trails and bikeways should be part of the redesign of all primary roadways in the Village, thus promoting the uninterrupted continuation of pedestrian and non-motorized movement from the Village to the shores of Onondaga Lake, north towards Long Branch Park and south towards the City of Syracuse, including the Inner Harbor area.

*Our Goals*

Our goal is to reverse the trend of recent decades that has seen a decline in Village character, identity, its pedestrian-friendliness, and loss of local economic opportunities in order to accommodate commuter through traffic. The Village recognizes the need to develop and maintain a transportation network for safe and efficient movement of people and goods in and around the Village to promote social and economic opportunities through alternative modes of transportation including not only automobiles, but public transit, light rail development, bicycles and other non-motorized vehicles, and pedestrian activity. Our goal is to preserve roads that function at the scale of the pedestrian and work towards narrowing roads that do not promote and provide pedestrian activity and amenities. It is also our goal to work towards improvement of access to better utilize highways in the area for commuter traffic such as the New York State Thruway (I-90).

*Our Objectives*

**Working Together**

- ❖ By working with local, county, regional and state transportation officials and the County Planning Agency to reduce speed and volume of commuter through traffic in the Village and encourage greater village destination traffic.

- ❖ By working with local transportation agencies, including the New York State Thruway Authority, to better utilize the Thruway and other local highways to carry a greater share of local commuter traffic that presently uses the Village
- ❖ By discussing and investigating with appropriate agencies long-term alternative modes of transportation such as train, trolley, or tram as a connection between the Village, Onondaga Lake Park, the City of Syracuse, DestiNY USA and other local and regional destinations and points of interest.
- ❖ By utilizing state and federal funding programs to promote the addition and enhancement of pedestrian amenities including bicycling and public transit in the Village of Liverpool.
- ❖ By addressing methods and means with the proper authorities and jurisdictions for altering or removing highway-oriented, including overhead, road signs and advertisements that negatively affect Village image and pedestrian character.
- ❖ By working with Centro to determine new and/or alternative routes and additional bus stop locations within the Village.

**Calming Traffic**

- ❖ By improving and maintaining a lesser, more acceptable flow of vehicular traffic, thereby creating a more pedestrian-friendly business environment for local merchants, residents, and visitors.
- ❖ By investigating alternative routes of travel with transportation officials that will result in reducing the amount of through traffic in the Village.
- ❖ By investigating opportunities for improved access management along primary routes in the Village including possible consolidation of driveways and parking in commercial areas, and limiting the number of new curb cuts needed along primary routes.
- ❖ By exploring strategies to reduce vehicular speeding through residential neighborhoods, and implementing traffic calming measures which improve pedestrian and non-motorized modes of transportation throughout the Village.

- ❖ By investigating realistic and practical solutions, such as increased on-street parking opportunities, to the problems of increased speed, noise, traffic, dirt and dust brought on by truck traffic traveling through the Village.
- ❖ By investigating the issues and challenges associated with reducing roadway width on primary streets (Oswego Street and Second Street) in the Village that would be more accommodating to both pedestrians and vehicles.

### **Creating a Pedestrian-friendly Environment**

- ❖ By developing and maintaining a continuous pedestrian network of sidewalks, pathways, and trails which interconnect residential neighborhoods to each other and with local businesses, recreation areas, especially Onondaga Lake Park, the “Loop the Lake” trail, the City of Syracuse, and other public places, thereby fostering social interaction and a greater sense of community.
- ❖ By enhancing opportunities for senior citizens and residents of all ages, degrees of mobility, and income levels to access local businesses and services without sole reliance on automobiles by providing for greater use of public transportation and walking as alternatives to the automobile.
- ❖ By researching road width reduction as well as the placement and design of well-defined crosswalks and signage that results in greater pedestrian safety and improved way-finding and orientation for pedestrians of all ages and degrees of mobility.

## ***Public Infrastructure & Community Facilities and Services***

### **Issues and Opportunities**

Non-residents, including suburban commuters, place tremendous strain on Village resources by creating demands on police manpower, and the expenditure of limited financial resources for maintenance and upkeep of roadways and other public infrastructure and services, such as sidewalks, street trees, street lighting, and curbing in the Village. The Village recognizes the importance of well-maintained and up-to-date

public infrastructure, facilities and services as essential to a high quality of life and attracting and retaining local businesses and residents.

*Our Goal*

Our goal is to maintain, repair, upgrade, and enhance public infrastructure, community facilities, and community services in the Village as crucial elements to protect the environment and maintain a desirable quality of life, including neighborhood stability and the enhancement of a sustainable business environment.

*Our Objectives*

**Maintaining & Enhancing Our Public Infrastructure**

- ❖ By supporting and funding ongoing infrastructure improvements and upgrades to Village-owned roadways, sidewalks, sanitary sewer systems, storm sewers, waterlines, parks and public buildings and public spaces within the Village.
- ❖ By seeking creative funding and financing mechanisms to improve and update local infrastructure and services.
- ❖ By prioritizing capital improvement projects to local stormwater/drainage systems, sewer and water systems, and roadways by focusing efforts on aging infrastructure, particularly those sewer and water lines in most need of repair.
- ❖ By providing assistance for appropriate utility upgrades, including access to high speed data transmission, to support high technology that benefits local businesses and industries.
- ❖ By investing in local infrastructure that enhances local business viability and competitiveness.

**Enhancing Our Community's Identity**

- ❖ By striving for an ever higher standard of quality for public infrastructure and community services provided to Village residents and merchants, particularly those services that are unique to a village and that cannot be provided in surrounding suburban communities.

- ❖ By providing continual maintenance and periodic upgrades of features in public gathering places such as Johnson, Memorial and Washington parks in the Village to foster greater social interaction and neighborliness.

**Protecting Our Environment & Public Health**

- ❖ By maintaining and enhancing the Village’s identity as a stronger advocate for Onondaga Lake restoration efforts.
- ❖ By protecting our community’s water resources, including Onondaga Lake, which significantly contribute the Village’s identity as a “Waterfront Community.”
- ❖ By protecting our community’s trees which significantly contribute to the Village’s character and identity by enacting a “community forest” master plan and related zoning regulations.

**Working Together**

- ❖ By working with public agencies and local and regional municipalities to clean, enhance, and protect Onondaga Lake and other local water resources.
- ❖ By investing in infrastructure improvements that enhance Onondaga Lake water quality.
- ❖ By encouraging local business and small industry incubator sites in the Village and coordinating economic development opportunities with Onondaga County through NYS programs such as Empire Zones and brownfield redevelopment areas.
- ❖ By investigating opportunities for creating new public spaces, including flower gardens and art displays throughout the Village through public/private partnerships and corporate sponsors.
- ❖ By maintaining support for regionally-recognized assets in the Village such as the Liverpool Library.

***Residential Use, Housing and Neighborhoods***

*Issues and Opportunities*

The residential neighborhoods in the Village significantly contribute to the Village’s high quality of life and thus need to be protected from undesirable and incompatible forms of use. Multi-family residences (two-family or greater) and conversions of single-family homes to non-residential uses have the potential to create conflicts with single-family residences in some neighborhoods. Undocumented multi-family use of houses is a problem in the community. As a result, such development in inappropriate areas threatens to make neighborhoods less stable, thereby changing the traditional residential character of the Village in the long-term.

*Our Goal*

Our goal is to protect the stability and value of existing residential neighborhoods. We can do this by protecting properties from conflicting and non-compatible uses while still offering a range of housing options and business opportunities in appropriate areas of the Village.

*Our Objectives*

**Maintaining Our Housing Diversity**

- ❖ By encouraging housing diversity through the development of accessible and affordable housing to people of all ages and incomes within the Village without adversely affecting the traditional residential character of existing neighborhoods.
- ❖ By promoting higher density mixed-use residential alternatives in the downtown business area.
- ❖ By encouraging construction of senior housing in proximity to health facilities, community services, and cultural/recreational activities.

**Maintaining & Enhancing Our Quality of Life**

- ❖ By reviewing and modifying, as appropriate, Village zoning and housing codes as they relate to multi-family and non-residential uses of housing in order to encourage stable, well-maintained neighborhoods.
- ❖ By reviewing and modifying, as needed, Village zoning districts and ordinances to determine if they meet the current needs of the Village and its residents.
- ❖ By promoting and encouraging through incentives, perhaps through financial incentives or increased public awareness, efforts to reconstruct, rehabilitate and re-use housing units in neighborhoods for single-family residential purposes.
- ❖ By aggressively enforcing housing codes and zoning regulations to protect neighborhood stability, property values and safety.
- ❖ By requiring commercial and other non-residential properties to protect neighboring residences’ quality of life and surrounding property values through appropriate forms of landscaping, screening and buffering.

***Parks, Recreation & Open Space***

*Issues and Opportunities*

There is a beautiful and historic four-mile long lakeshore recreational trail at Onondaga Lake Park that attracts approximately 1.5 million users annually. Unfortunately, Onondaga Lake Park remains essentially “unattached” to the Village, particularly to its business community, by a lack of attractive and identifiable pedestrian linkages. Onondaga Lake Park and the three primary parks in the Village center (Johnson, Memorial, and Washington) as well as other open spaces within the Village should be interconnected, maintained, promoted, and protected as a continuous greenway corridor unique to the Village. The real or perceived non-friendly pedestrian atmosphere of the Village due to existing traffic conditions and wide roads may deter Onondaga Lake Park trail users and bicyclists from entering the Village to shop, recreate or avail themselves of this greenway system and nearby places of entertainment, businesses and services.

*Our Goal*

Our goal is to promote greater awareness of the uniqueness of Liverpool’s location along Onondaga Lake and its own Village park system. This combined park system is important as a continuous greenway corridor from the lakeshore into the Village Center. This includes the creation of pedestrian greenway corridors that are encompassed by overhanging tree canopies and lined with community gardens, statues, and other forms of local nineteenth century public art. These pedestrian greenway corridors should be incorporated within the Village park network as well as in the redevelopment of property bordering and directly adjacent to Onondaga Lake. The Village recognizes the need to encourage greater business development and social opportunities in the Village by bringing together and welcoming lakeside visitors from Onondaga Lake Park and surrounding venues into the Village’s Central Business District.

*Our Objectives*

**Improving Our Pedestrian Linkages**

- ❖ By creating beautiful, unique, and inviting pedestrian gateways and pathways from Onondaga Lake Park into the Village of Liverpool. The design of the gateways and pedestrian greenway networks should incorporate historic themes such as stonework and wrought ironwork, public gardens and artwork to help recapture the Village’s historic identity.
- ❖ By increasing pedestrian access into the Village, particularly from Onondaga Lake Park including lakeside trails and marinas by aggressively promoting shopping and other recreational and business opportunities available in Liverpool.
- ❖ By providing physical and visual connections between important local resources such as the business district and Onondaga Lake Park to attract patrons between both venues.

**Maintaining & Enhancing Our Parks**

- ❖ By protecting, maintaining and enhancing open space and park resources throughout the Village including periodic updates of park features and facilities as needed.
- ❖ By preserving, enhancing and protecting important scenic resources and views to, from, and within the Village, especially those views to and from Onondaga Lake and Onondaga Lake Park.

**Working Together**

- ❖ By working with the Onondaga County Parks Department as well as the State and County Departments of Transportation to determine potential solutions to enhance Onondaga Lake Parkway and complete the County’s goal to “Loop the Lake” with pedestrian and bicycling trails.
- ❖ By working with the Onondaga County Parks Department in creating and enhancing linkages between the Village and Onondaga Lake Park.
- ❖ By meeting with the Onondaga County Parks Department to determine mutual goals for the enhancement of both the Village and Onondaga Lake Park.
- ❖ By identifying funding sources that would assist in financing improvements in Village-owned parklands.

**Cultural and Historic Assets**

*Issues and Opportunities*

The Village’s identity fails to include a recognition and appreciation of its local history and cultural heritage, especially within its structural fabric and urban design. In the past, historic structures and sites have been lost within the Village in part due to a lack of communication between agencies and developers as well as a lack of an inventory of potentially historic properties and sites. Ample opportunities exist to better celebrate and promote our local heritage and Village cultural and historic resource assets.

*Our Goal*

Our goal is to improve public and private sector efforts to celebrate our local history and heritage that is rooted in the location of Liverpool along Onondaga Lake. Our heritage includes historic connections to the Iroquois Confederacy, the Council of Fire, the Tree of Peace, Hiawatha, Onondaga Lake, the Oswego Canal, salt mining, willow weaving, Harvey Baldwin’s “Hanging Garden” Vision of Onondaga Lake, Joseph Griffin, and the “Loop the Lake” efforts, among many others.

*Our Objectives*

**Celebrating Our History**

- ❖ By identifying opportunities to celebrate local history and enhance the vitality of the Downtown business district through special events, festivals, walking tours, historic markers, educational programs and museum exhibits sponsored by public/private partnerships.
- ❖ By promoting and encouraging local business and residential maintenance of historically significant buildings and sites. This can be accomplished by establishing some form of a community-wide recognition and award program for most improved properties in various categories such as building and grounds restoration, storefront improvements, improved signage, garden creation, and landscaping.

**Enhancing Our Community’s Identity**

- ❖ By enhancing and protecting the traditional Village character as defined by existing historically significant buildings and homes in the business district and residential neighborhoods.
- ❖ By identifying and investigating regulatory and non-regulatory measures which promote and protect historic architecture and historically significant resources, both structural and site-specific locations.
- ❖ By investigating and establishing design guidelines, standards, codes and ordinances which protect and enhance the architectural character and aesthetics of the community as influenced by Village and regional history.

**Working Together**

- ❖ By working with the Onondaga Historical Association and the Onondaga County Parks Department to identify and preserve local historic resources.
- ❖ By working with the New York State Office of Parks and Historic Preservation to protect and preserve historic structures and sites.
- ❖ By inventorying completely local historic resources and determining eligibility for listing on the New York State and National Register of Historic Places.
- ❖ By identifying public and private sector funding opportunities to protect and enhance historic structures and sites.