

Developing Town Centers: A How to Guide

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3.13.2024

Onondaga County Planning Federation
Planning Symposium



LEGEND

Strong Centers

-  Traditional Center
 Core areas within existing villages, hamlets, and urban neighborhoods.
-  Emerging Center
 Targeted intersections and the areas surrounding them that have been identified for investment in mixed-use development, mobility hubs, and transit improvements.
-  Town Growth Center
 Larger areas targeted for strategic mixed-use growth. These areas will incorporate transit-oriented development, integrated greenways, and mixed-use development in important intersections and corridors. They are intended to serve surrounding neighborhood areas.
-  City Center
 The largest and most central urban area in the region, the City of Syracuse is the only city center in Onondaga County.
-  Employment Center
 Dense commercial centers with concentrated commercial or industrial activities and large numbers of jobs.
-  Commercial
 Areas where business is the primary intended land use.

Components of Housing and Neighborhoods

The term "complete neighborhood" refers to a neighborhood where all residents have safe and convenient access to the goods and services needed for daily life. This includes a variety of housing options, grocery stores, shops and offices, healthcare, quality public schools,

public open spaces and recreational facilities, affordable active transportation options and civic amenities. An important element of a complete neighborhood is that it is built at a walkable and bikeable human scale, and meets the needs of people of all ages and abilities.

A greater variety of household sizes and demographics require a greater variety of housing choices.

NEIGHBORHOOD AMENITIES

Neighborhoods are supported by the planning themes within Plan Onondaga. Access to vibrant walkable centers is a key to our quality of life. Transportation alternatives help us remain active and access employment. Access to open space keeps us connected to nature. Agriculture provides local food to keep us healthy.



Strong Centers



Agriculture



Community Mobility



Greenways and Blueways

By 2025 up to 85% of households in the U.S. will be childless.

HOUSING OPTIONS

Complete neighborhoods provide diverse housing options, including two- and three-family homes, townhomes, condos, senior housing, and apartment buildings, in addition to single-family homes. The variety of housing options should integrate seamlessly into existing residential neighborhoods and support walkability, local retail, and multi-modal transportation alternatives. Providing diverse housing options can help to address affordability and the need to age in place by better matching the County's housing stock with shifting demographic trends.

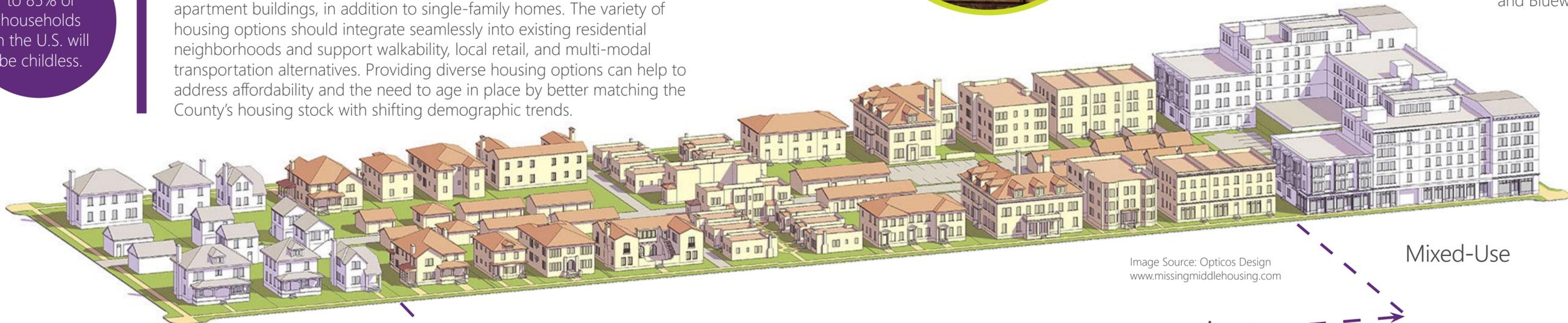


Image Source: Opticos Design
www.missingmiddlehousing.com

Single-Family

67% of the housing stock in Onondaga County is comprised of single-family homes.

Missing Middle Housing Options

13% of the housing stock in Onondaga County is comprised of two- to four-family homes.

Mixed-Use

19% of the housing stock in Onondaga County is comprised of five or more housing units.

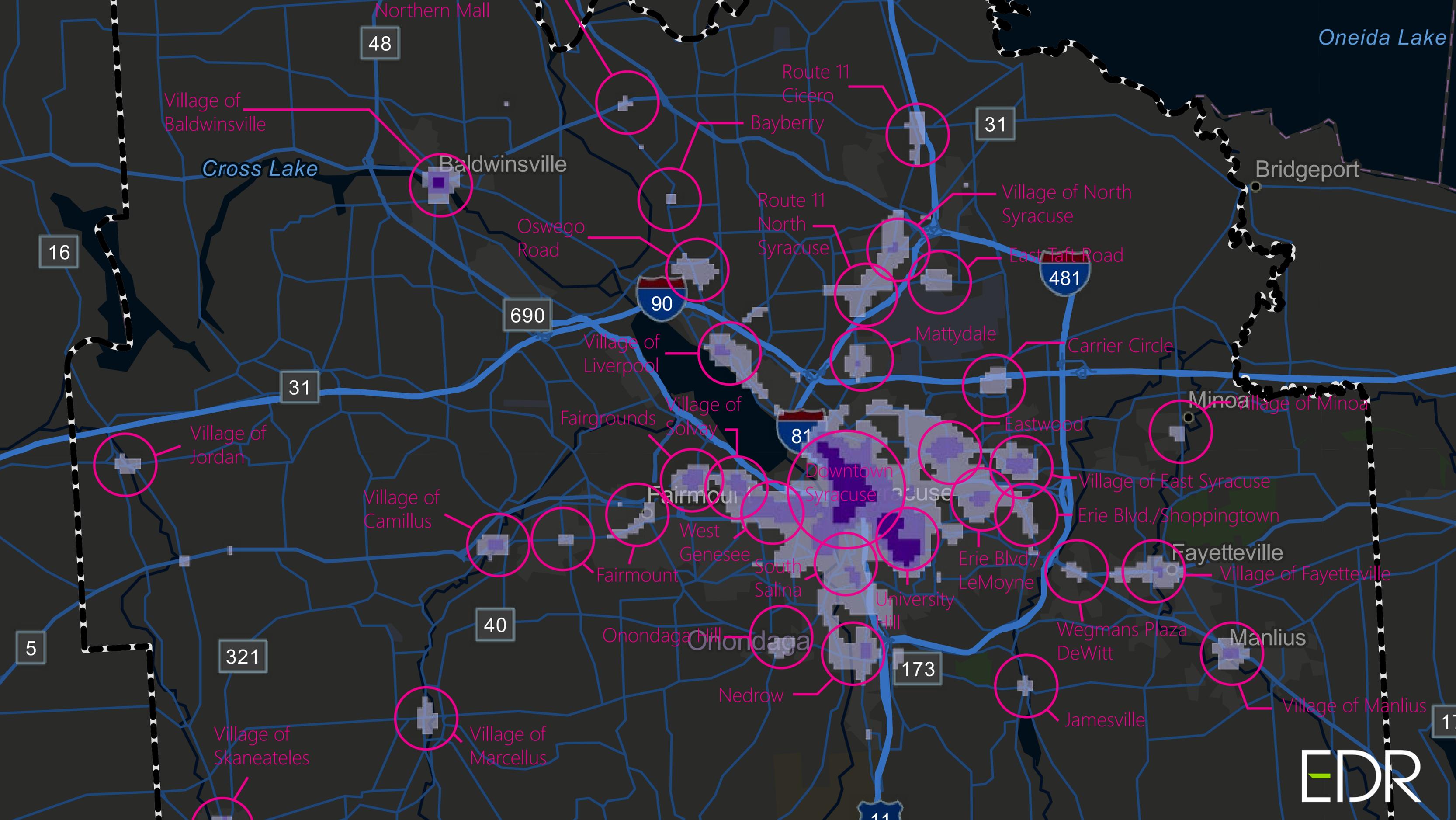
Greenways and Blueways

Agriculture

Housing and Neighborhoods

Strong Centers

Community Mobility



Oneida Lake

48

16

Village of Baldwinsville

Cross Lake

Baldwinsville

Route 11 Cicero

Bayberry

31

Bridgeport

Route 11 North Syracuse

Village of North Syracuse

East Taft Road

481

690

90

Oswego Road

Village of Liverpool

Mattydale

Carrier Circle

31

Village of Solway

81

Village of Jordan

Fairgrounds

Eastwood

Minoa

Village of Minoa

Downtown Syracuse

Village of East Syracuse

Village of Camillus

Fairmount

West Genesee

Erie Blvd./Shoppingtown

Fayetteville

Village of Fayetteville

Fairmount

South Salina

Erie Blvd./LeMoyne

5

40

Onondaga Hill

Onondaga

University Hill

Wegmans Plaza DeWitt

Manlius

321

173

Nedrow

Jamesville

Village of Manlius

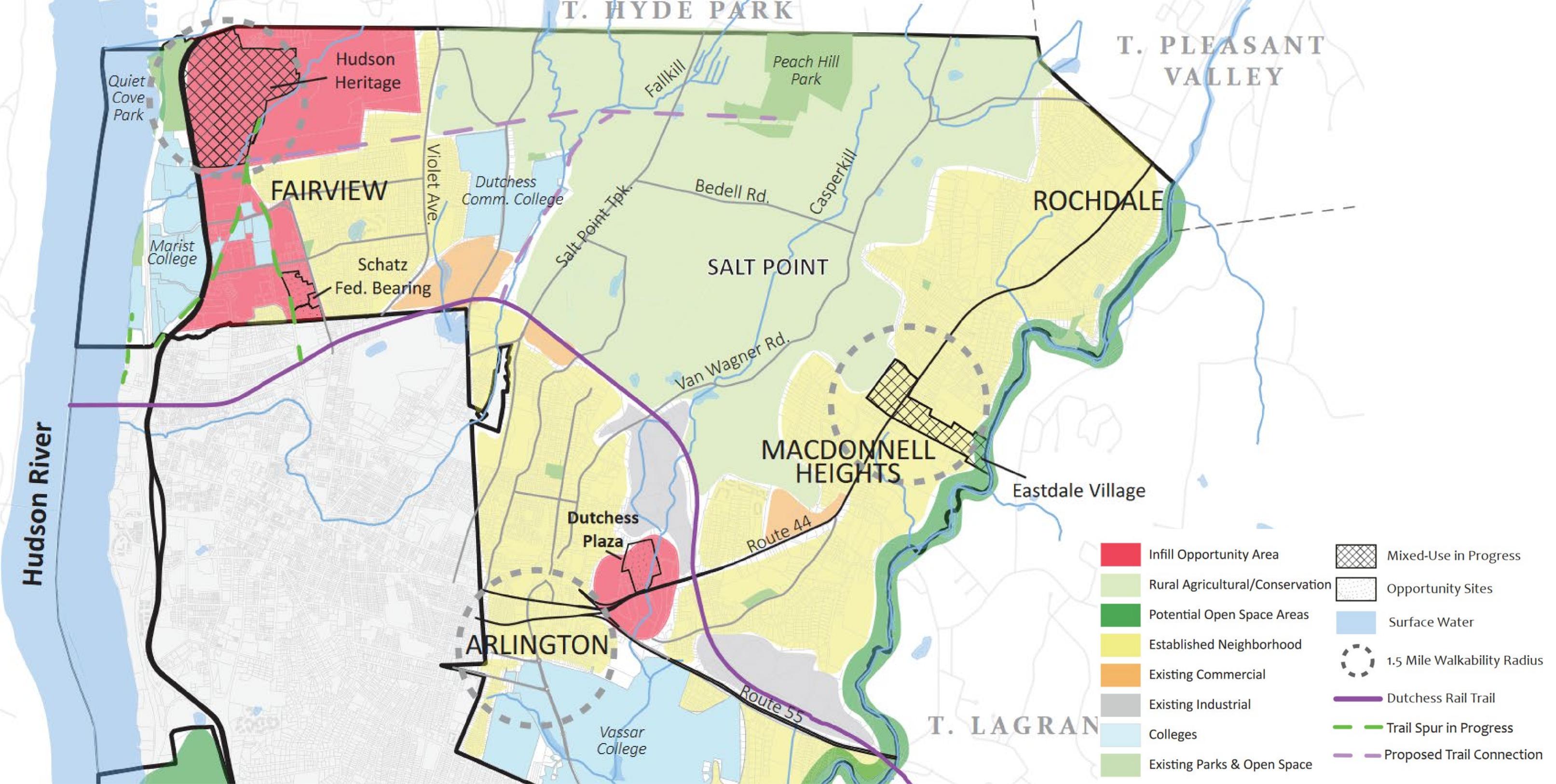
Village of Skaneateles

Village of Marcellus

EDR

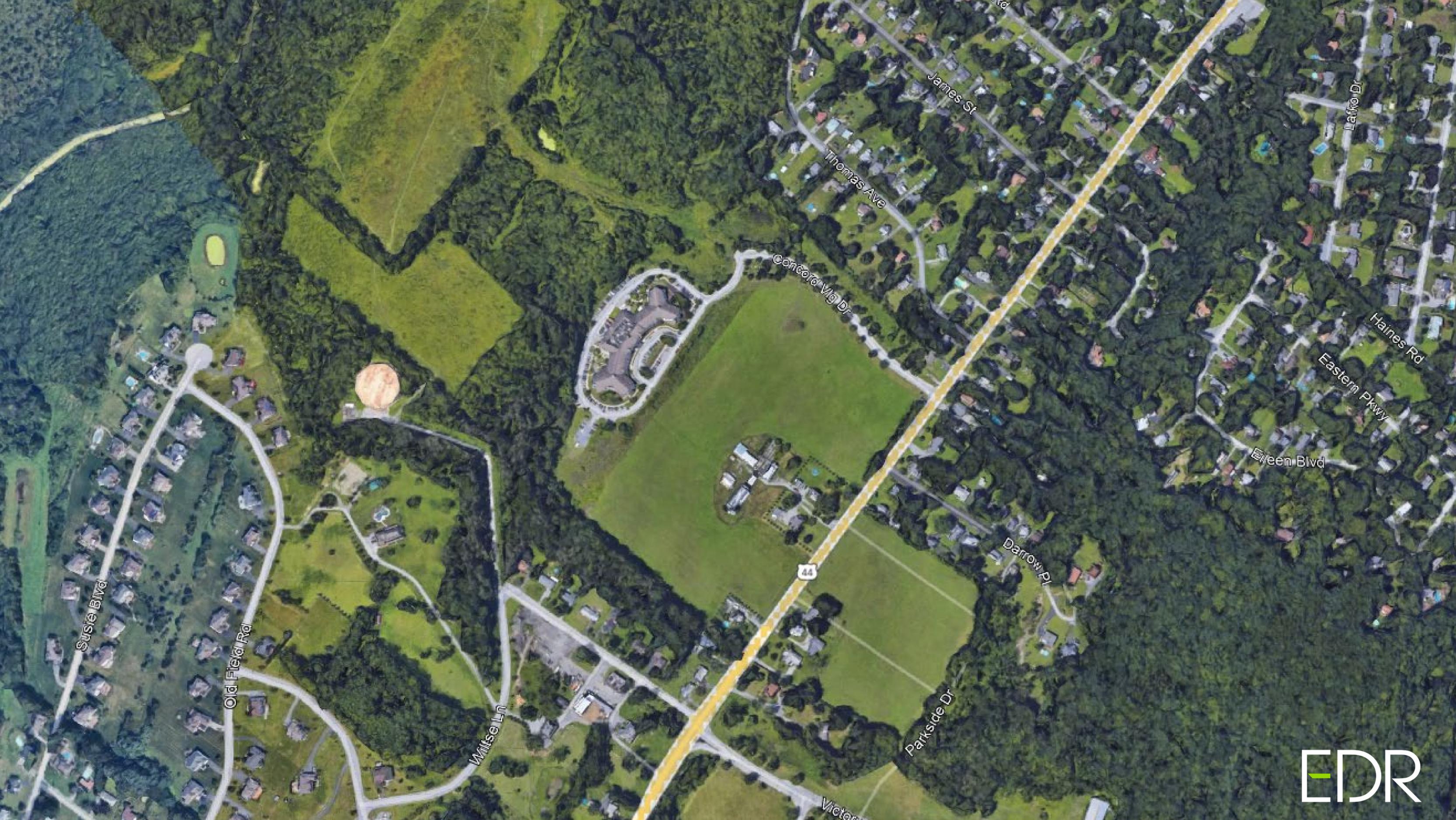
11

17



GOAL 1:

Focus new development in traditional centers and underutilized, developed, and infill opportunity areas, thereby protecting remaining greenspace.



Susie Blvd

Old Field Rd

Whitse Ln

44

Parkside Dr

Darrow Pl

Victor

Concord Vlg Dr

Thomas Ave

James St

Lafko Dr

Haines Rd

Eastern Pkwy

Green Blvd

EDR



EASTDALE VILLAGE

35-acre community

120,000 sq/ft commercial space including:

- Restaurants
- Medical
- Retail
- Class A Office

400 + Luxury Residential Apartments



Sweetbakes
CAFE

CUSTOM CAKES • SWEET TREATS • WAFFLES & CRÊPES

OPEN

Sweetbakes
CAFE

BAGELS
COFFEE

EASTDALE

BAGELS
COFFEE

clothing

DARK HILLS CITY SHOPPER

No Parking





Eastdale Village Town Center



930 Dutchess Turnpike

Arlington, New York



Google Street View

Sep 2017

[See latest date](#)



Eastdale Village Town Center



932 Dutchess Turnpike

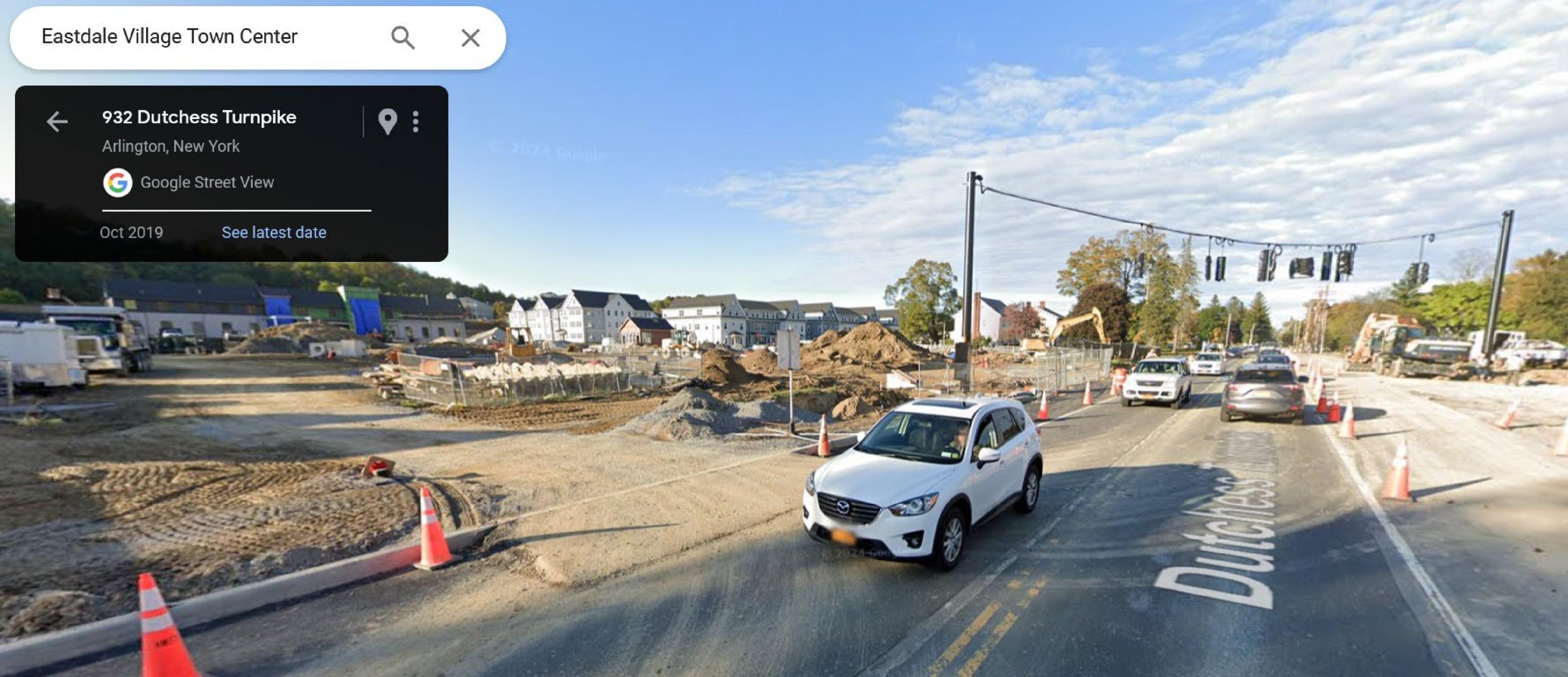
Arlington, New York



 Google Street View

Oct 2019

[See latest date](#)



Eastdale Village Town Center



932 Dutchess Turnpike

Arlington, New York

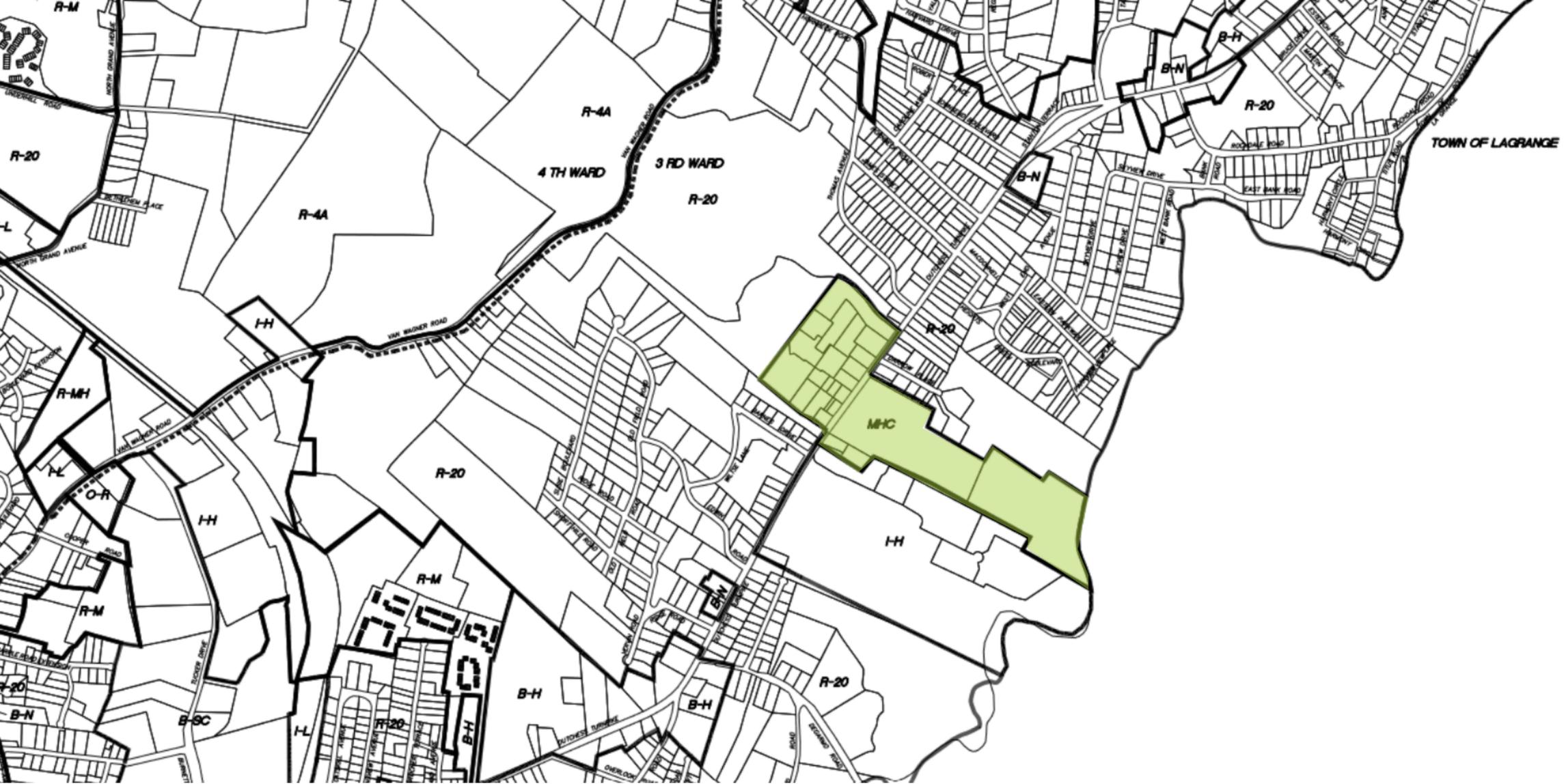


Google Street View

Sep 2022

[See latest date](#)





§ 210-27. MacDonnell Heights Center (MHC) District. [Amended 3-24-2010 by L.L. No. 5-2010 ; 4-6-2011 by L.L. No. 8-2011 ; 12-14-2011 by L.L. No. 34-2011]

- A. District purpose. This district defines the emerging mixed-use center along State Route 44 and at across from the former Frank Brothers Farm property. In addition, this district serves the following specific purposes: **[Amended 7-18-2018 by L.L. No. 8-2018]**

(1) Promote a mix of business, commercial, and residential uses in single-story and multistory buildings designed as an integrated community along the southeastern side of Route 44.

(2) Promote pedestrian activity through a safe and walkable environment, encourage a “park once and walk around” core and establish connections to adjacent residential neighborhoods.

(3) Minimize the visual impact of the automobile by managing the placement and screening/landscaping of parking areas.

(4) Create an interconnected street system for both pedestrian and vehicular traffic.

(5) Encourage the development of both on-street parking and shared parking areas between nearby uses.

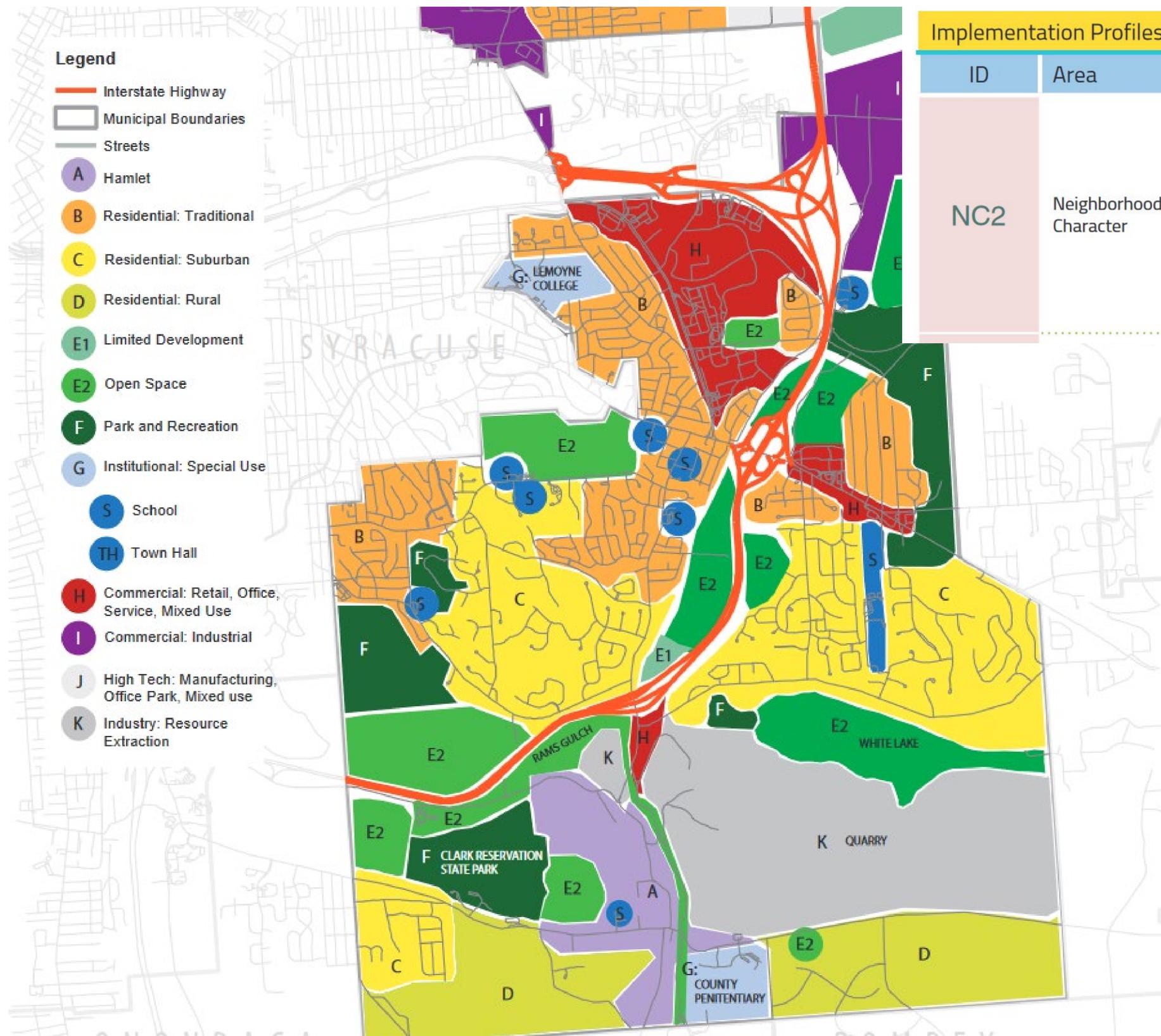
(6) Promote a sufficient critical mass of employees, shoppers and residents within close proximity to a commercial and mixed-use core which encourages people to park once and walk because walking becomes more convenient than driving for short trips within the core.

(7) Promote a retail shopping and business environment that is not strip-retail oriented, where shoppers park once and walk between adjoining commercial uses where the buildings are primarily connected to each other or use zero lot lines.

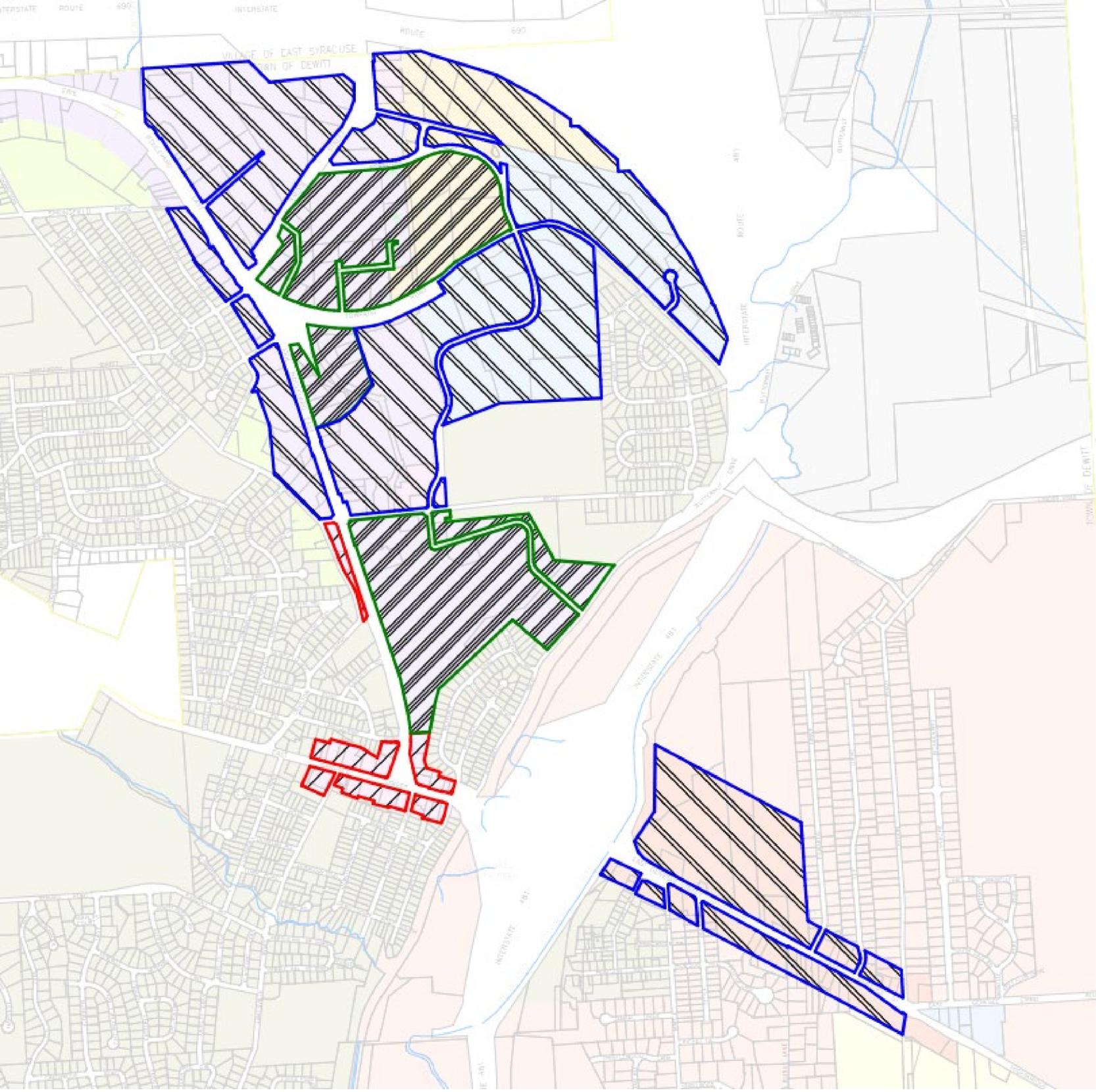
(8) Provide public gathering spaces such as central greens and centerpiece buildings.

(9) Provide for a variety of housing options within walkable proximity to the commercial core including single-family, two-family homes, and multifamily units.

(10) Preserve, enhance and incorporate natural and historic features in order to enhance a sense of place, greenway connections and natural edge conditions.



Implementation Profiles			Project Timeframe		First Steps
ID	Area	Description	Start	Duration	
NC2	Neighborhood Character	Explore potential areas where mixed-use development should be incorporated as related to the Town of DeWitt land use vision and develop appropriate updates to the Town of DeWitt zoning code. Review and update mixed use development guidelines in the existing code to establish preferred development densities as well as to optimize allowed uses based on existing zoning districts.	2017	1 year	Review guidance documents on mixed-use zoning from APA, state level guidance, LEED ND



-  MIXED-USE VILLAGE I (MUV-1)
-  MIXED-USE VILLAGE II (MUV-2)
-  MIXED-USE VILLAGE III (MUV-3)

§ 192-64.4. Mixed-Use Village Floating Overlay District. [Added 6-4-2018 by L.L. No. 2-2018 ; amended 10-2-2023 by L.L. No. 6-2023]

A. Purpose. The specific objectives of these Overlay Districts are to:

(1) Encourage “Village Center” type development;

(2) Achieve a compact pattern of development that encourages people to walk, ride a bicycle or use public transit;

(3) Allow for a mix of uses, inclusive of residential, designed to attract pedestrians;

(4) To discourage singular use buildings developed as isolated islands within an expansive parking lot;

(5) To encourage the redevelopment and/or adaptive reuse of aging commercial strip developments and malls;

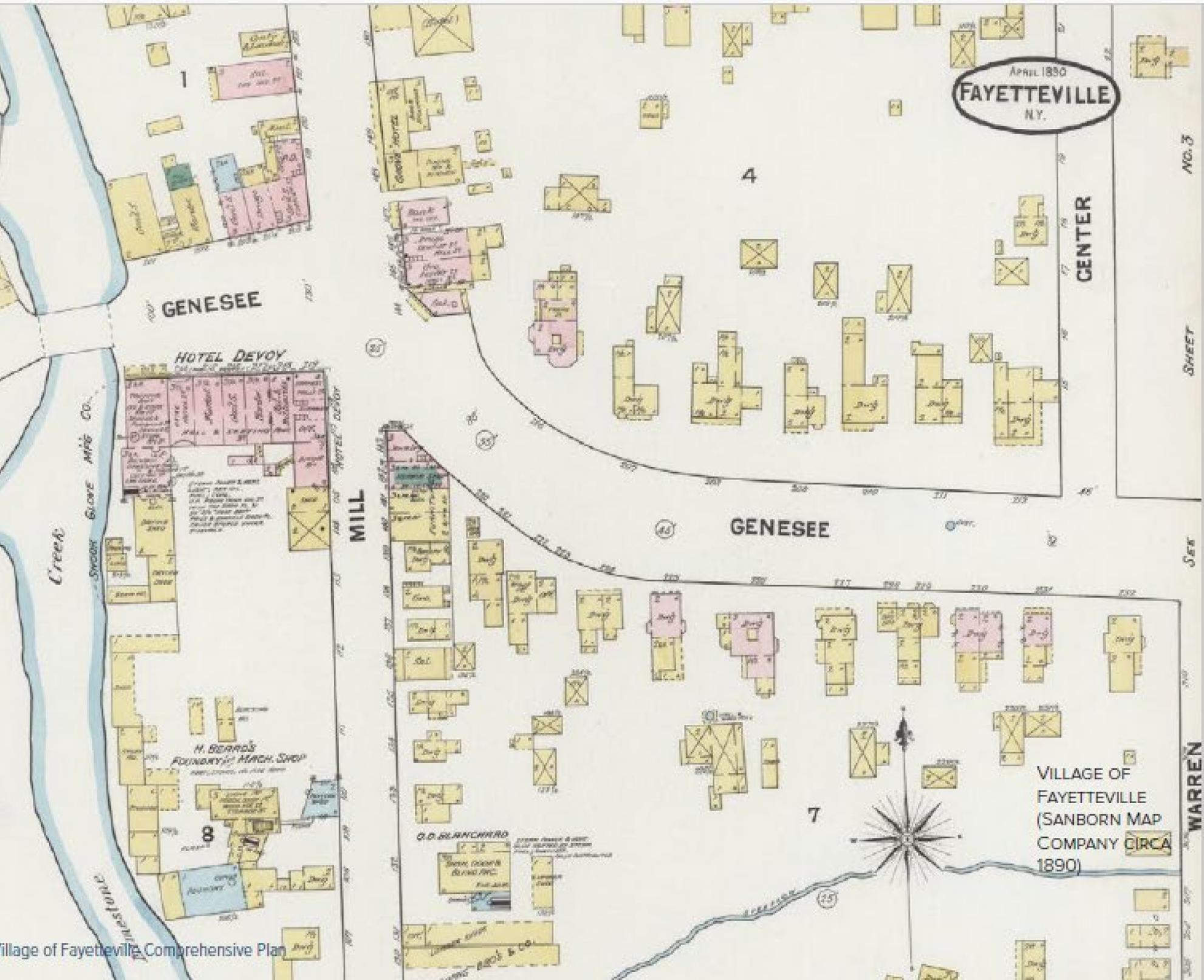
(6) Provide a high level of amenities that creates a comfortable environment for pedestrians, bicyclists, and other users;

(7) Provide sufficient density of employees, residents and recreational users to support public transit, while generating a relatively high percentage of trips serviceable by public transit;

(8) Maintain an adequate level of parking appropriate to the use and integrate this use safely with pedestrians, bicyclists, and other users;

(9) To enhance the existing natural features of the Town, including waterways, landmarks, etc.





Village of Fayetteville Comprehensive Plan

FIGURE 2.1 FAYETTEVILLE BUSINESS SECTION POSTCARDS



Source: Fayetteville Free Library



Source: New York Heritage Digital Collections





Opened in 1986
300 residential units
295,000 sq/ft of retail
20% national chains





Questions?

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