

TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



MAY 2013



ADOPTED BY THE TOWN OF WILSON: 9/18/2013
ADOPTED BY THE VILLAGE OF WILSON: 9/19/2013



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ACKNOWLEDGMENTS

The Town and Village of Wilson Comprehensive Plan was made possible through the efforts of the following:

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And the Citizens of the Town and Village of Wilson



Section 1
Introduction



TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



SECTION 1.0 – INTRODUCTION

1.1 Regional and Local Setting

The Town and Village of Wilson are located along the shoreline of Lake Ontario, in the central portion of Niagara County, New York, with the Town of Porter to the west, Town of Newfane to the east and the Town of Cambria to the south (Maps 1 and 2). The Town encompasses approximately 50.2 square miles in area, with the incorporated Village covering about 0.8 square miles of this area. The Village of Wilson is situated in the center of the Town, in close proximity to Lake Ontario and Wilson Harbor.

The surface topography of the town is a level plain that is raised above Lake Ontario by unstable bluffs measuring between 10 and 30 feet in height. The northern one-third of this plain has been worn away by the western branch of Twelve-Mile Creek, which flows through the northeastern corner of the Town and discharges to Lake Ontario. The East Branch of Twelve-Mile Creek meanders through the central portion of the Town, skirting the western edge of the Village as it flows toward Tuscarora Bay. The southern part of the Town is very flat.

Tuscarora Bay is a natural embayment of open waters and marsh that is protected from the lake by Sunset Beach Island. Much of the bay has been developed with private marinas and boating infrastructure to support a prosperous recreational fishing industry in Lake Ontario.

The Town remains a rural farming community. In 2008, at the time of the last U.S. Census Bureau American Community Survey, the Town (outside of the Village) had an estimated population of 4,561 persons. Including the Village, the Town's population in 2008 was estimated at 5,702. This is a decline from the 2000 census figure of 5,840 persons.

The Town of Wilson is currently governed by a Town Board, which includes the Town Supervisor and four Council members. The Village of Wilson is governed by a Board of Trustees that is comprised of the Mayor and two Trustees. The Town and Village each have a Planning Board and a Zoning Board of Appeals.





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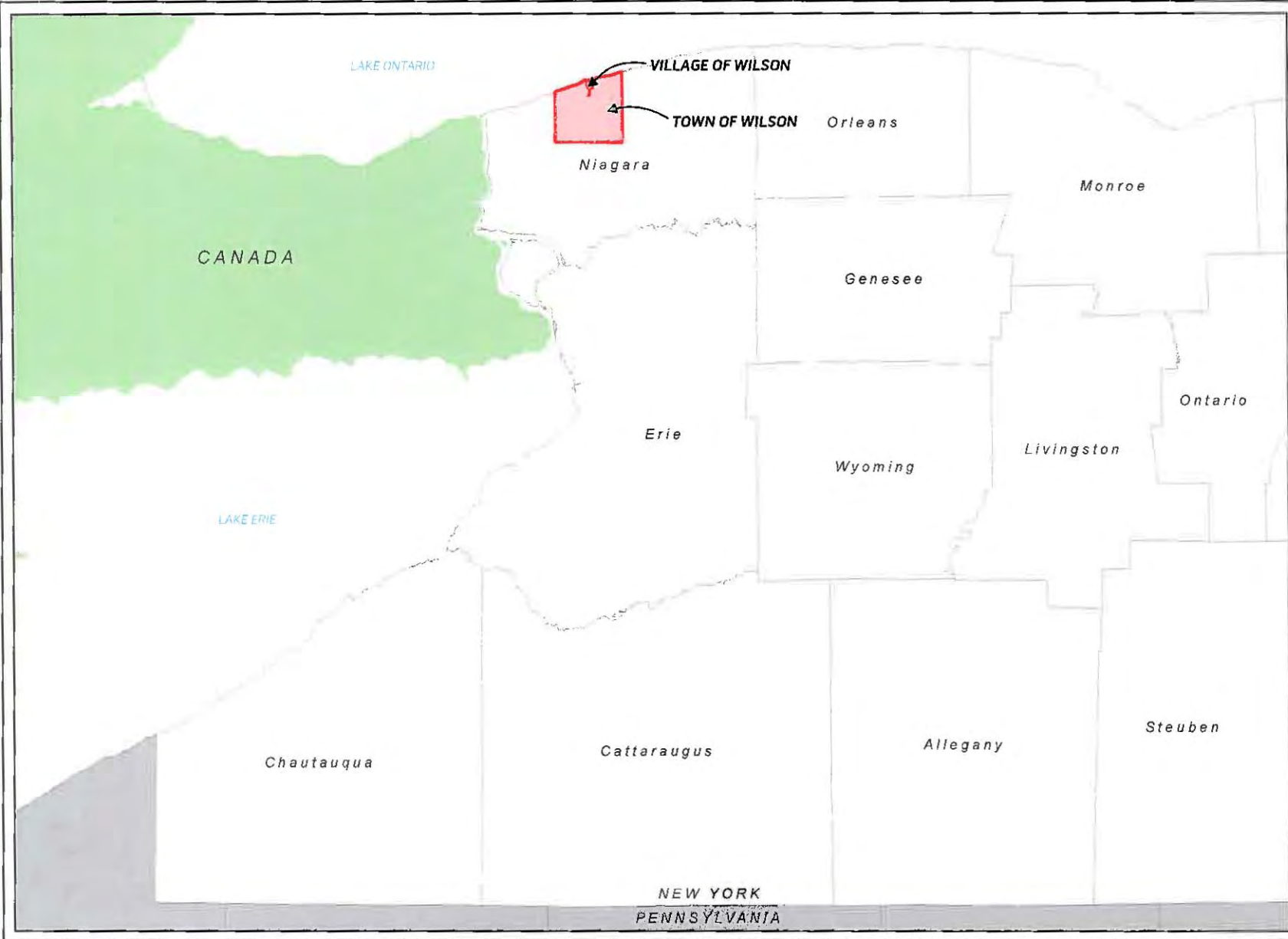
1.2 Town and Village History

The Town of Wilson was established on April 10, 1818. It was named for Luther Wilson, the son of Reuben Wilson, who was the founder of the Town. In 1827, Luther Wilson started the hamlet of Wilson by laying out a single tier of lots along the north side of Young Street, from Lake Street to the Creek. In 1829, a tavern was added to his father's store and post office at the west end of Young Street, which was often visited by the early settlers and soldiers from Old Fort Niagara. In 1834, Luther and his father built the cobblestone "Ontario House" on the southwest corner of Young and Lake Streets, and up to 1894 (when it was destroyed by fire); it was considered one of Wilson's oldest and best known hostelries. Through 1837, Luther helped his father as a merchant and miller, and in that same year, enlarged the grist mill by adding steam power and two more run of stones. In 1845, Luther built a cobblestone home on the site of the first log school-house, which was built in the village center in 1820. Today, this home is known as the "Wilson House."



In 1846, Luther Wilson established the harbor and obtained permission from the Secretary of War to build two 200-foot piers into the lake at the mouth of Twelve-Mile creek. He was also responsible for having Congress declare Wilson Harbor a Port of Entry in 1848. For the next 20 years, at his own expense, he dredged the channel by the use of horsepower, and continued to make improvements until 1867, when the Wilson Harbor Company was incorporated. Other improvements in the harbor area included a large store house where he began buying and shipping grain and fruit. He built a shipyard, which was the start of a new industry in Wilson. Through 1875, about 20 two and three-masted schooners were built at the harbor by itinerant contractors.

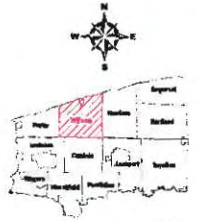




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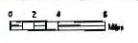
**MAP 1
Regional Setting / Location**



NIAGARA COUNTY - NEW YORK

LEGEND

Town of Wilson



WENDEL COMPANIES
 WD Project # 220920
 Map Created: August, 2010

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TOWN OF WILSON

COMPREHENSIVE PLAN

MAP 2 Aerial Photography



IMAGERY COURTESY OF THE STATE OF NEW YORK

LEGEND

- Municipal Boundary

WENDELL CONSULTING
 WOI Project #220930
 Map Created January, 2010
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LAKE ONTARIO

Village of Wilson





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The Village of Wilson was incorporated May 11, 1858, by an act of the state legislature. At the time, it encompassed 416 acres and had a population of 715 persons. Luther Wilson was elected to serve as the first president of the Board of Trustees. Luther donated eight acres of land near Twelve-Mile Creek for a new cemetery. When he died in 1890, at the age of 92, he was interred in the cemetery that he started.

1.3 Reasons for Preparing a Comprehensive Plan

New York State Town Law §272-a and Village Law 7-722 authorize local municipalities to develop and adopt a Comprehensive Plan to help promote the health, safety, and general welfare of the community, with due consideration given to the needs of the people of the community. The Laws state that:

"Among the most important powers and duties granted by the legislature to a town or village government is the authority and responsibility to undertake Comprehensive Planning and to regulate land use for the purpose of protecting the public health, safety, and general welfare of the citizens."

"The Comprehensive Plan fosters cooperation among governmental agencies planning and implementing capital projects and municipalities that may be directly affected thereby."

The Town and Village of Wilson last developed a joint Comprehensive Master Plan in 1966. Recognizing that this plan is outdated and no longer addresses the issues and opportunities of the community, the communities chose to undertake the preparation of an update to the Comprehensive Plan in 2010. The Town and Village Boards, in making a decision to authorize an update to the Plan, recognized that the Comprehensive Plan is the most important document for managing the physical growth of the area and maintaining the rural character of the community.

There are many concrete benefits of a Comprehensive Plan. One critical benefit relates to the Town and Village's zoning authority. Municipalities are given the power to regulate land uses within the community, but these decisions should be based on sound planning principles and developed through a process that represents a consensus of the community. The process of developing a Comprehensive Plan provides a rational basis for decisions regarding zoning and other land use regulations. This helps ensure better decision making, while providing the Town





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and Village with a powerful tool to help direct growth in a manner and intensity that meets the community's vision for the future.

A Comprehensive Plan provides the vision for the future of the community and also establishes goals and objectives that guide future growth, reflecting the principles and concepts that a community feels will enhance the character and quality of life therein. Therefore, another benefit of a Comprehensive Plan is that it helps guide local officials, who can look to their established vision and the goals and objectives for assistance in making future land use decisions. These elements of the Plan also have an influence on other levels of government. All County, State or Federal governmental agencies that propose capital projects that would affect lands in the Town and Village must take the Comprehensive Plan into consideration as part of their own decision-making processes.

The Comprehensive Plan, developed with the support and input from both municipal officials and the general public, acts as a standard for ensuring that the Town's land use regulations are built on a solid foundation and represent a consensus of the community. It shows the cooperation and commitment of the community that can aid in seeking governmental grants and other assistance. In short, the Town's Comprehensive Plan provides Wilson with an effective tool for shaping its future. It influences local actions on the part of the Town and its citizens, as well as the actions of County and State and Federal agencies that are proposed and undertaken within the Town.

1.4 Public Participation Overview

"The participation of citizens in an open, responsible and flexible planning process is essential to the designing of the optimum comprehensive plan."

The Town and Village of Wilson are committed to the idea that a critical and necessary element of the Comprehensive Planning process is continuous and effective public participation. Hence, this Plan was prepared from the beginning with acknowledgement of public concerns and desires and included on-going public outreach to build support of the Plan. The communities established an Advisory Committee, which included representatives from the Town and the Village, to oversee the development of the Comprehensive Plan. The Advisory Committee also included representation from the agricultural community, school district, and other organizations who helped to make sure the Plan expressed a clear vision of the Town. The





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Committee met on a regular basis to provide guidance and insight into the planning process and to ensure that the final document would be an effective Plan that considered the concerns and ideas of local citizens.

The Comprehensive Plan Advisory Committee held public meetings to gather input from the community. The first public meeting was held on March 15, 2010, at Wilson High School, to introduce the project and collect comments from the general public on important issues and opportunities that should be addressed in the Comprehensive Plan. Input from this meeting was essential in developing a summary of local concerns and ideas and drafting a set of goals and objectives.

A second public meeting was held on July 20, 2010 in the Wilson High School auditorium to confirm the findings that were derived from the first public meeting, to present the draft goals and objectives and to conduct a SWOT (strengths, weaknesses, opportunities and threats) analysis for the Comprehensive Plan. Input from this meeting was used to finalize the goals and objectives and establish a draft vision for the community, as well as draft recommendations. Project information, and information on the meetings, was also made available on the Town's website.

1.5 How the Plan will be Utilized

New York State does not dictate what form a Comprehensive Plan must take, but suggests that it consist of written and graphic materials, including but not limited to maps, charts, studies, resolutions, reports, and other descriptive material that identify the goals, objectives, and recommendations that the Town wishes to set forth to attain its vision. It examines the environmental, demographic, physical, and developmental aspects of the Town, as well as the regulatory setting that guides these factors.

While municipalities are given the power to regulate land uses within their communities, these decisions should be based on sound planning principles, and must not be arbitrary or capricious. As previously noted, Town Law generally indicates that municipal planning, zoning, capital budgeting, and other land use regulation decisions made in the Town should be done so in accordance with the Comprehensive Plan. A Comprehensive Plan provides an accessible and clear guide for entities seeking to undertake an action or project in their community. It also provides greater leverage on land use and planning related activities and programs that are instituted by other governmental authorities, such as State or County agencies, who are





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required to take local plans into consideration when proposing to undertake capital projects in local communities.

The Comprehensive Plan addresses the issues and concerns specific to the Town and Village based on input from local residents and stakeholders, gathered through a variety of forums. The Plan provides a vision for the Town and Village and reflects the principals and concepts that the community feels will enhance and protect its character and quality of life.

The goals and objectives, recommendations, and implementation strategy included in the Wilson Comprehensive Plan are designed to address the issues and concerns that are unique to the Town and Village. This Plan demonstrates the cooperation and commitment of the communities, which also lends strong support for grant funding opportunities. The Comprehensive Plan provides an assessment of where the communities are, identifies what the communities would like to be, and includes recommendations and strategies to attain their vision.

If and when adopted by each community, the Town and Village of Wilson should begin to implement the Plan by amending their land use regulations, as required, to conform to the Comprehensive Plan and consider the Plan in all of their land use making decisions (site plans, subdivisions and zoning actions) and capital budgeting actions. Copies of the completed Comprehensive Plan must be filed with County and State agencies and must be utilized by those agencies in planning projects and actions that could affect the community. The Town and Village should actively utilize the Plan as a tool, resource and guide for all future land use decisions in an effort to achieve their vision.



Section 2
Goals and Visioning



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SECTION 2.0 - GOALS AND VISIONING

This section of the Comprehensive Plan presents the Goals and Objectives that were developed for the Town and Village of Wilson with the assistance of the Comprehensive Plan Advisory Committee. The goals and objectives have been influenced by data from the inventory and analysis and input gathered from residents at public meetings and from written comments.

The goals and objectives focus on the major issues and opportunities identified by the Committee and residents. They are aimed at helping to guide future growth and development in the Town. The recommendations that are outlined in Section of this Plan include more specific actions that can be implemented to achieve the community's vision for the future.

2.1 Public Input

The Town and Village of Wilson are committed to the idea that a critical element of the planning process is effective public participation. This Comprehensive Plan was prepared with extensive public input. A variety of mechanisms were utilized to solicit input, including three public meetings, comment forms for the submittal of written comments, public opinion surveys, meetings with government officials and organizations, an internet website and press releases. In addition, the entire process was closely overseen by the Advisory Committee, which was comprised of residents and others from around the community (including volunteers for both the Town and the Village) who represented a variety of interests. The Committee met on a regular basis to provide guidance and insight into the planning process to ensure that the views and concerns of the community were effectively addressed.

A. Public Information Meeting

At the onset of the project, a public information meeting was held in the Wilson High School Auditorium on March 15, 2010. This meeting was held to introduce the public to the planning consultants, the Advisory Committee and the project. A brief overview of the project, the reasoning behind it and an understanding of how the plan would be developed was provided. This was followed by an open discussion of important issues and opportunities designed to generate public comments. An important goal of this meeting was to gather as much public input as possible regarding what features residents liked about their community, where they had concerns and what they saw as key opportunities for improving their quality of life in the area. Brainstorming encouraged those in





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attendance to articulate their vision for the Town, the Village, and community as a whole. In addition, a short public opinion survey was presented to the attendees to reinforce what was heard. Based on the input gathered at this meeting, a preliminary draft of the goals and objectives and key findings was developed.



B. Public Focus Meeting

A second meeting with the public was held on July 20, 2010 in the Wilson High School Auditorium to present the draft goals and objectives and take the opportunity to reconfirm what was heard at the first meeting. The purpose of this meeting was to make sure the thoughts and concerns of the public were “heard” and that the planning process was heading in the right direction. The central focus of this meeting was a SWOT (strengths, weaknesses, opportunities and threats) analysis of key issues that were identified during the discussion of the goals and objectives, at the public information meeting, through continued discussion with the Advisory Committee and from a review of the data that was gathered for the inventory and analysis. The input offered at this meeting was used to finalize the goals and objectives and devise draft findings and recommendations centered around the SWOT analysis.

Section 2.0 – Goals and Visioning





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2.2 Goals and Objectives

The Goals and Objectives of a Comprehensive Plan set forth a shared vision for the Town and Village's future. They represent the values and priorities of the community and serve as a guide for evaluating future land use and planning decisions. The shared vision articulated through these goals also provides guidance for decision makers at the local, County and State levels. The goals in the Comprehensive Plan are general in nature, so they can remain relevant over the long-term. These goals also form the foundation for the community's vision for the future, as well as the recommendations and specific actions to be implemented to achieve it.

1. *Community Character*

The Town of Wilson is a rural community dominated by agriculture and rural residential uses, and an active waterfront. The Village of Wilson serves as the civic, business and cultural center for both communities. This traditional development pattern contributes to community character and should be encouraged.

- Maintain the historic influence and character of the Village of Wilson and outlying community.
- Encourage denser development to locate in and near the Village, preserving the outlying areas of the Town to maintain rural community character.
- Encourage adaptive re-use of existing structures and in-fill development.
- Direct new development to locations where there are available services, such as water and sewer.
- Where feasible, preserve important natural elements of the communities' character, such as sensitive environmental lands, scenic vistas and mature trees, when new development occurs.
- Encourage new development to avoid other sensitive resources, such as prime agricultural soils and wetlands.
- Regulate new growth in the Town and the Village so that it occurs in a sustainable manner, at an appropriate scale, style and pace, and in locations that are suitable for the type of development being proposed. For the Town, this means limited, low impact development. For the Village, this means development at a traditional village density and in a traditional village form.
- Protect and maintain existing views and the visual quality of the harbor and waterfront from both inland and offshore locations.





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2. *Downtown Revitalization and Economic Development*

The Village of Wilson's business district is important for both the Village and the Town. It provides shops, public services, jobs and a stronger tax base. It contributes to community character and is a source of civic pride and cohesion. The Town of Wilson is interested in encouraging appropriately-scaled economic development opportunities in a manner that does not interfere with the rural character and agricultural basis of the Town.

- Balance development with community character; keep development at a sustainable scale and density that preserves the small town feel of the area.
- Encourage business development along Young Street and Lake Street in the Village center.
- Encourage redevelopment and reuse of vacant commercial properties.
- Encourage more mixed use development, blending commercial and residential uses in and around the Village business district.
- Promote the activities of existing, viable businesses.
- Promote year-round economic and tourism activity.
- Develop policies to promote small businesses and encourage entrepreneurial start-ups.
- Develop design guidelines that ensure new development is compatible with the character of the downtown area.
- Address land use restrictions that discourage or hamper economic development.
- Create better linkages between downtown, tourism areas and the harbor area.
- Identify appropriate locations for business clusters and light industrial development in the Town.
- Encourage continued development and redevelopment of tourism areas in the Town and Village, such as Wilson Station.
- Expand the central business district in the Village to accommodate new uses and development.
- Remediate the former landfill for passive recreation or other appropriate use.
- Lands around the harbor should be used and developed for the highest and best use of waterfront property.
- Support the improvement of connectivity between the waterfront, the Village business district and the State Park, which are all important activity center.
- Encourage the development of accommodations for visitors to extend their stay in the area.





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3. *Waterfront Resources and Revitalization*

The community's waterfront, including the shores of Lake Ontario, Tuscarora Bay and Twelve-Mile Creek, merits special consideration.

- Protect the lakeshore as an important resource and asset to the community.
- Address issues of shoreline erosion.
- Maintain navigable harbor waters.
- Support actions for the improvement and maintenance of water quality.
- Encourage water-dependent use in and around the harbor.
- Encourage redevelopment of underutilized properties with higher and better uses aimed at revitalizing and strengthening the waterfront as an activity center.
- Encourage and promote use of the harbor on a year-round basis.
- Increase the amount and availability of boater services, such as boat launch ramps, transient slips and temporary dockage.
- Maintain and improve public access to the waterfront and Lake waters.
- Maintain and improve use of the State parklands.

4. *Cultural, historic and recreational resources and Tourism*

Wilson has a rich cultural and historic tradition. Historic buildings, cultural resources such as the historical society, and other resources are important to the communities.

- Promote the protection of cultural and historic resources.
- Celebrate and promote local historic resources, such as the cobblestone structures.
- Capitalize on the Wilson Historical Society and encourage greater involvement.
- Support and enhance the quality of existing recreational resources, such as State and local parks and recreational programming.
- Support improved recreational trails access and connections throughout the Town and Village, particularly a connection between the State Park and Wilson Harbor.
- Improve wayfinding (signage, trails, etc.) in and around the Village.
- Support and encourage additional local festivals and events that celebrate and contribute to the cultural and local heritage of the communities.
- Further promote existing events that increase activity in the community, such as the Memorial Day Fair, Flea Market, Salmon Run 5K Race, the Triathlon, the Wine Tasting Fair, the Wilson Harbor Annual Invitational Fishing Tournament, Wilson Field Day, "Cruise In", Blues Brews, etc.





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- Discourage demolition of historically or culturally significant structures.
- Support improvements and enhancements to the Great Lakes Seaway Trail and Niagara Wine Trail, and lend focus to trails for equestrian use and snowmobiling to improve off season activity.
- Support the continued presence of institutions, such as the library, Town and Village Hall and the Post Office, in the downtown area of the Village.
- Encourage year-round recreational activity, including ice fishing in winter.

5. *Agriculture*

Agriculture is important to both the character and the economy of Wilson. It provides employment, preserves open space and is an important element of rural character.

- Encourage the highest and best use of prime agricultural soils.
- Maintain a diverse agricultural industry.
- Ensure that municipal policies and regulations do not present undue burdens on agricultural operations.
- Protect and preserve prime agricultural soils and also soils classified as having Statewide Significance.
- Maintain the integrity of State-designated Agricultural Districts.
- Support “Right-to-Farm” initiatives and seek to minimize conflicts between farm uses and new residents.
- Plan business and industrial economic development in locations that avoid prime farm soils and potential conflicts with active farms.
- Better leverage farming production as a means of generating business in the community.
- Support creative ways to maintain the viability of farming as an economic activity, such as promoting agricultural related tourism activities and encouraging farm-related businesses.
- Recognize and support the value of farming and agriculture activities as a source of jobs and economic activity, and as a means of preserving open space and scenic vistas.
- Expand markets for local produce inside and outside of the community.

6. *Environmental Resources*

Wilson has a variety of important environmental resources. Natural habitat areas, wetlands, floodplains, and other environmental resources contribute to the character and beauty of the communities.





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- Protect important environmental resources in the Town and the Village.
- Promote the protection of natural drainage and stream corridors in the Town.
- Protect important open space and woodlands.
- Promote the protection of floodplains.
- Promote sound farming techniques that reduce non-point source pollution.
- Protect sensitive wetlands.

7. *Housing*

Wilson should support a range of housing types, sizes and prices to make sure the housing stock meets the needs of a range of family types, sizes and budgets.

- Allow for a range of housing types to accommodate the differing and changing housing needs of seniors, young families and others.
- Ensure that subdivision and clustered development regulations are up to date, clear and logical.
- Ensure that housing style and density is appropriate for the location.
- Concentrate denser development and mixed uses in and around the Village.
- Restrict housing density within agricultural districts.
- Ensure new housing development is aware of right-to-farm policies.
- Provide and maintain a housing supply that allows for aging in place.
- Strengthen the social services support structure in the community.

8. *Public Facilities and Services*

The Town and Village of Wilson should strive to offer high quality, cost-effective facilities and services. Public facilities and services, such as parks, local roadways, water lines and sewer lines, contribute to quality of life, but they also require continued investment and support to remain effective. The Town and the Village have a cooperative relationship and history of working together to provide excellent services.

- Promote continued cooperation, collaboration and coordination between the Town and the Village.
- Support continued excellence in existing Town and Village facilities and services.
- Support the continued excellence of the Wilson Central School District.
- When making decisions on capital investments in public utilities, prioritize improvements to existing facilities over extending new services.





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- Concentrate new development in areas already serviced with utilities to limit need for expensive new investments in infrastructure.
- Consider sewer, water and natural gas service extensions for areas in close proximity to the Village in support of sustainable commercial and residential growth.
- Where new infrastructure is required for public health and safety, ensure planning takes future operations and maintenance costs into consideration.
- Evaluate effective means for providing and maintaining sanitary sewer service in the vicinity of the harbor and the Roosevelt Beach area.
- Promote and maintain adequate fire protection.
- Investigate the feasibility and value of consolidation and sharing of services, equipment and personnel between the Town and the Village, as well as with other municipalities.
- Investigate technological improvements that can enhance service delivery.
- Investigate and encourage development of green technologies.
- Expand internet services/access in and around the Village.

9. *Transportation*

As a rural community, transportation in Wilson is dominated by the automobile. Greater efforts could be made to promote options for biking and walking. Also, it is important to explore rural transit options for residents, particularly for seniors without access to cars.

- Promote multi- use paths and trails and other facilities for bicycling and walking, including bicycle access along rights-of-ways for roadways.
- Support “complete streets” enhancements, such as crosswalks and streetscaping, that make the Village of Wilson more pedestrian-friendly.
- Improve pedestrian access between the Village and the waterfront, and the waterfront and Wilson Tuscarora State Park.
- Improve mobility for seniors and other residents through rural transit and/or para-transit options.
- Improve connections with adjoining communities.



Section 3
Inventory of Existing Conditions



TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



SECTION 3.0 – INVENTORY OF EXISTING CONDITIONS

This section provides an inventory of the existing conditions and resources in the Town of Wilson and Village of Wilson, including land use and land use regulations, demographics and housing, environmental resources, government and community services and facilities, transportation and utilities, and other studies/ plans that exist for the area. Since the Town and Village are separate municipalities, this inventory offers an evaluation and description of the existing conditions and resources for both areas to provide an understanding of “where each community is” today.

3.1 Existing Land Use Patterns

The Town and Village of Wilson are located along the shoreline of Lake Ontario, in the central portion of Niagara County, New York, with the Town of Porter to the west, Town of Newfane to the east and the Town of Cambria to the south (Maps 1 and 2 in Section 1). The Town encompasses approximately 50.2 square miles in area, with the incorporated Village covering about 0.8 square miles of this area. The Village of Wilson is situated in the center of the Town, in close proximity to Lake Ontario and Wilson Harbor.

Local Farm



Wilson Harbor



The Town of Wilson is dominated by agricultural land uses, along with forested and undeveloped land and large lot rural residential development. Agricultural properties are widespread throughout the Town, with little agricultural use occurring within the Village. The productive soils north of the Niagara Escarpment, combined with the lake-influenced climate,





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



are conducive for agricultural operations in the community, in particular orchards and vineyards (see Map 3).

Intermixed amongst the farms and open, wooded fields are several large lot single-family dwellings. Higher density residential use can be found in the Village of Wilson, the lakeshore hamlets (Hopkins Beach, Coolidge Beach, Roosevelt Beach and Sunset Beach), the hamlet of South Wilson (intersection of SR 425 and New Road/ Chestnut Road) and the hamlet of Elberta (intersection of Randall Road and Braley Road). Higher density residential neighborhoods also exist in the form of mobile home parks that are located along New Road, west of Daniels Road and on Youngstown-Lockport Road (SR 93), across from Randall Road. Smaller residential lots have developed along certain road frontages, primarily along southern portions of Beebe Road and portions of New Road; in areas adjacent to the Village along Lake Street, Wilson Burt Road, and Youngstown Road; and areas east of Ransomville, along New Road, Youngstown-Lockport Road (SR 93), and Palmer Road.

Downtown Wilson



Village Residence



The Village of Wilson contains a traditional commercial village business district that is situated around the intersection of Lake Street and Young Street, with other commercial uses intermixed among the residences that are situated along Lake Street. The former Pfeiffer Foods plant sits at the southern edge of the Village. Outside of the Village, commercial and industrial uses are limited and include the Fedko of WNY, Inc. facility on Randall Road at Braley Road, Nuclear Alloys on Ide Road, KSM Group, Ltd. on Beebe Road, and Savaco, Inc. on Beebe Road. Marinas, boat storage facilities, restaurants, and other businesses also exist in the vicinity of Wilson Harbor (see Map 3).

Section 3.0 – Inventory of Existing Conditions





TOWN OF WILSON

COMPREHENSIVE PLAN

MAP 3 Land Use



NIAGARA COUNTY - NEW YORK

LEGEND

- Municipal Boundary
- Road Centerline
- Surrounding Road Centerline

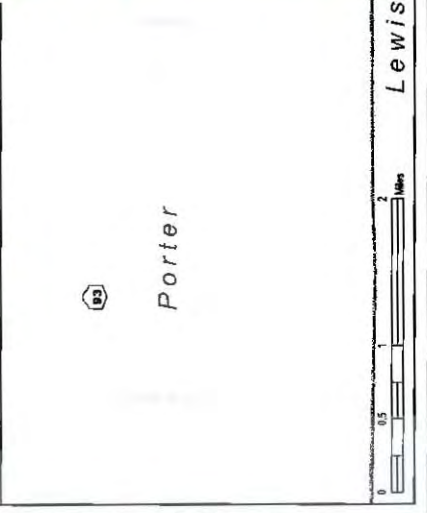
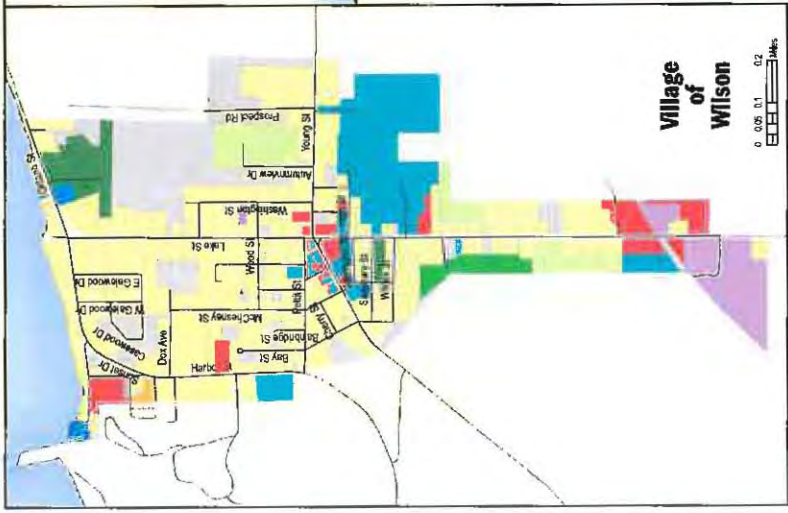
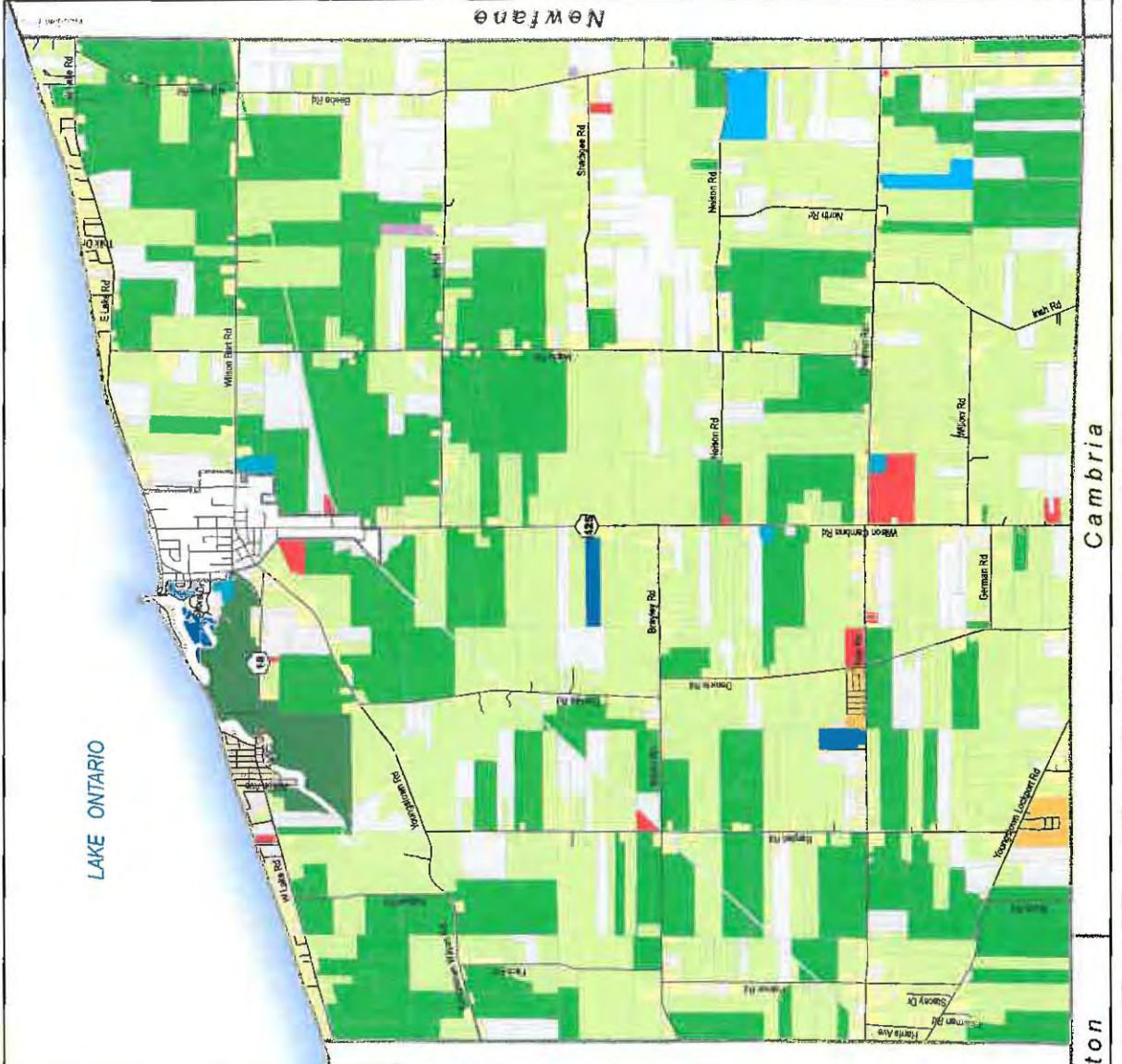
Land Use Classification:

- Agriculture
- Residential
- Rural Residential
- Mobile Home
- Vacant
- Commercial
- Recreation & Entertainment
- Community Services
- Industrial
- Public Services
- Park



WO Project # 220720
Map Created March, 2010

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Cambria

Lewiston

Newfane

LAKE ONTARIO

Village of Wilson

Porter



TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN

Wilson Harbor Area and Vicinity



Wilson Harbor is comprised of a number of small islands and inlets that border around Tuscarora Bay and the mouth of the East Branch of Twelve Mile Creek, including what is known as O'Connell (Beccue) Island, Treasure Island and Clark Island. The physical structure of Wilson Harbor has changed over time, as the area has developed to support tourism and marine activities. This small boat harbor provides access to Lake Ontario through a protected channel, consisting of two long, concrete piers that were constructed in 1846. Presently, the Wilson Harbor area includes a number of marine uses that support a recreational fishing industry in Lake Ontario, which are important for tourism and enhance the economic vitality of the community. There are three yacht clubs in the harbor, including the Tuscarora Yacht Club, the Wilson Yacht Club and the Island Yacht Club, and three marina facilities, including the Wilson Boatyard, Moyer's Marina, and Marina and Sunset Bay Marina. There is also a public boat launch ramp in Wilson Tuscarora State Park, at the western end of the Tuscarora Bay, and a Town-owned launch on Riverview Drive in Roosevelt Beach. In addition, there are a number of charter fishing enterprises that operate out of Wilson Harbor.

Water use also occurs along the shores of the west branch of Twelve Mile Creek, which is situated along the western side of Wilson Tuscarora State Park. There are a number of private docks along the shore, from the area around the West Lake Road Bridge out to Lake Ontario.





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



Wilson Boathouse and Marina

Tuscarora Yacht Club



There is also a transient docking area along the shoreline of Wilson Tuscarora State Park. This area is popular for canoeing and small, non-motorized vessel use.

Sunset Bay Marina offers over 150 slips at fixed and floating docks, which accommodate boats up to 60 feet in length. It has a marine store, fuel service, dockside water hook-up, a travel lift, boat storage and other upland amenities. Wilson Boatyard and Marina provides 40 slips and transient dockage, fuel service, charter fishing fleets, boat storage, harbor shops and other upland amenities. In addition there are a number of private boat docks and boat houses, primarily along the shores of Sunset Island. Boat launch ramps are available at these private marina facilities; Tuscarora State Park offers a public boat launch ramp and transient dockage.

3.1.1 Agriculture

The Town of Wilson is predominantly an agricultural community. As shown on Map 4, numerous properties are being utilized for agricultural purposes. A large portion of these lands are being used for raising grain crops, particularly corn. Many farmers in Wilson provide produce to support the ethanol plant in Medina, New York. Other lands are used for dairy farming, orchard crops, vineyards and other produce crops. There are also a few nurseries in the area.

Agricultural Districts

The majority of the Town is designated as an Agricultural District under the New York State Agriculture and Markets Law (see Map 5). District #8 encompasses the majority of the





TOWN OF WILSON

COMPREHENSIVE PLAN

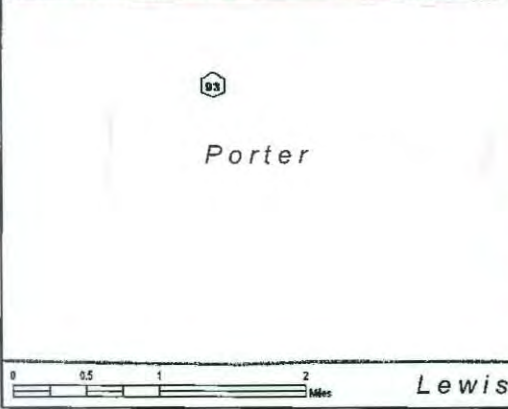
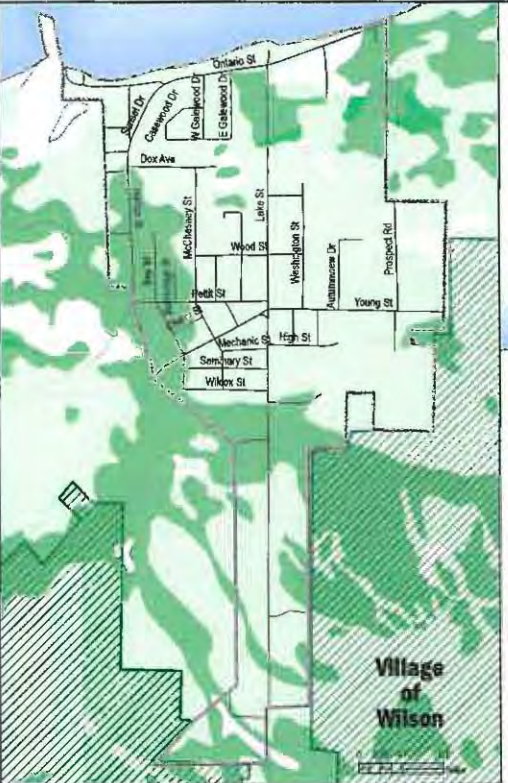
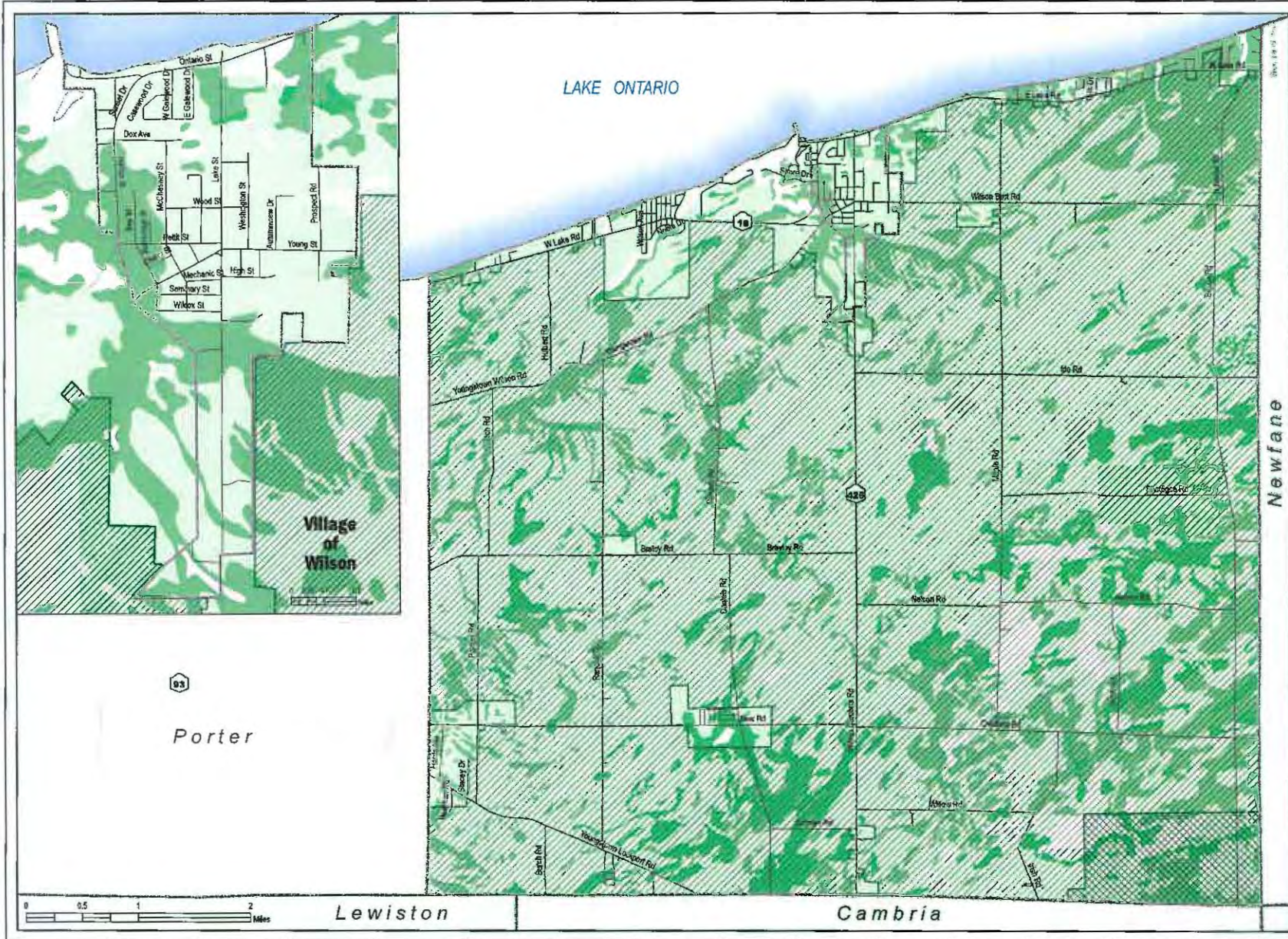
MAP 5 Agriculture Districts & Farm Soils



NIAGARA COUNTY - NEW YORK

LEGEND

- Municipal Boundary
- Road Centerline
- Surrounding Road Centerline
- Agriculture Districts**
- District #6
- District #5
- Soil Type**
- Prime Farmland
- Farmland of Statewide Importance
- Prime Farmland If Drained



WENDEL COMPANY INC.
 WD Project # 220920
 Map Created: July, 2010

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TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



Town. The southeast portion of the Town lies within District #6. The areas of the Town not included in an Agricultural District are found along the Lake Ontario shoreline, in the Village of Wilson, adjacent to Ransomville and along New Road near the mobile home park.

The Agricultural Districts Law mandates that governmental agencies must avoid or minimize potential adverse impacts to farming operations when undertaking or acting upon any project within an Agricultural District that involves the acquisition of land or the use of public funds for construction purposes. There are a number of benefits for agricultural landowners located within an Agricultural District. One is that agricultural land is assessed on its value as farmland, not on its potential development value, which reduces the tax burden on agricultural lands. State law also requires that local laws may not unreasonably restrict farm operations within an Agricultural District and existing and proposed laws are subject to review by the State Department of Agriculture and Markets to ensure that they comply with the law. Real estate agents are required to disclose to potential buyers that the property they are about to acquire is located in an Agricultural District or within 500 feet of any farm operation and/or farmland. In addition, any application for Special Use Permit, site plan approval, use variance, or subdivision on lands within an Agricultural District or within 500 feet of any farm operation and/or farmland must submit an agricultural data statement to the reviewing authority.

Niagara County Right-to-Farm Law

Niagara County has an adopted Right-to-Farm Law that protects and encourages agriculture within the County, including the Town and Village of Wilson. The Right-to-Farm Law supports farming throughout the County, protects farm practices in areas not protected by Agricultural Districts, provides a system for settling neighbor disputes, requires local planning boards to require developers (as a condition for subdivision approval) to agree to inform every deeded property buyer about the possibility of agricultural practices taking place in the Town or Village, and encourages local governments to issue zoning ordinances in conformance with the Law.

Niagara County Agricultural and Farmland Protection Plan

Niagara County ranks 18th in the State for the number of farms and 27th for the amount of land in agricultural production. The County ranks first in the production of pears, peaches, plums and prunes, and sweet cherries. It also ranks fourth for apples and eighth for grapes. To recognize and protect this vast agricultural heritage, the County prepared the





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



Agricultural and Farmland Protection Plan. This plan was adopted in 2000 and recognizes the importance of the agricultural economy of the County and aims to enhance the viability of agriculture. One of the key findings of the plan was “that economically strengthening agricultural enterprises, increasing the level of public awareness about farming, and gaining supportive local public policies provides the most effective and affordable means to achieve the goals of both state and local agriculture and farmland protection.” It further concluded that “land use controls to preserve farmland will not provide an effective mechanism to maintain a farmland base nor force an industry to exist that is not economically viable.” A number of recommendations and strategies are outlined in the plan, including:

- Review of Town comprehensive plans by the Agriculture and Farmland Protection Board prior to their formal adoption;
- Encourage creative developments utilizing Planned Unit Developments (PUD) and cluster development;
- Establish mechanisms for the Transfer and/or Purchase of Development Rights;
- Encourage infill development where existing infrastructure is in place;
- Pass right-to-farm laws in all towns;
- Increase the quantity and quality of wildlife habitat; and,
- Utilize a land evaluation-site analysis (LESA) using GIS technology

3.1.2 Water Use and Navigation

As previously noted, in 1846, two, 200-foot long concrete piers were constructed into Lake Ontario at the mouth of the east branch of Twelve-Mile Creek and Tuscarora Bay. Since that time, Wilson Harbor has been an active location for waterfront recreation, tourism and recreational fishing and marine activity. Evolving from its history of shipbuilding and shipping, today the Tuscarora Bay and the harbor sustain recreational boating and fishing. Lake Ontario offers some of the best trout, bass and salmon fishing opportunities. Much of the shoreline is developed with docks and boathouses for private residences, primarily on the Sunset Island peninsula, and to support private marinas and yacht clubs, as well.

The entrance to Wilson Harbor is delineated and protected by two long concrete piers, referred to as the U.S. East and West Piers. There is a designated federal navigation channel that extends into upper Tuscarora Bay. Boaters who navigate through the harbor are





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN

guided by a number of lights and buoys that mark the channel. There is a flashing red beacon situated at the seaward end of the west pier, which delineates the channel entrance.

The Entrance Channel to Wilson Harbor and Tuscarora Bay



According to U.S. Army Corps. of Engineers (ACOE) records, the harbor channel is split into three sections: the lake approach and entrance channel, lower bay channel and upper bay channel. The lake approach section has an authorized width that varies between 180 and 230 feet. It is approximately 1,200 feet long and had an authorized depth of eight feet. The lower bay channel section measures between 100 and 200 feet wide and is approximately 3,700 feet in length. This section has an authorized depth of six feet. The upper channel

Sunset Bay Marina

Tuscarora State Park Boat Launch





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



varies between 100 and 260 feet wide and is approximately 3,700 long. This section also has an authorized depth of six feet.

In May of 2008, the ACOE surveyed Wilson Harbor to ascertain existing channel depth conditions. This survey indicated that shoaling has reduced channel depths throughout the channel. Depths in the entrance channel ranged between 5.1 and 5.8 feet, depths in the lower channel ranged from 3.7 to 5.1 feet, and depths in the upper channel ranged from 3.6 to 4.1 feet. Based on these findings, vessel operators are advised to use caution when navigating through the harbor area. Areas outside the designated navigation channel, around the marine islands, are also experiencing shoaling. Dredge maintenance will be required to maintain navigation throughout the area in the future. The Town is currently working with local and federal legislators to secure funding to help address this issue.

3.2 Land Use Regulations

The Town and Village each have an adopted Zoning Law that regulates the type, location and intensity of land use, with the intent to uphold the public health, safety, and welfare. These laws are intended to guide growth and development of each community in accordance with the Comprehensive Plan, the preservation of land values, and the protection of environmentally and culturally sensitive resources.

3.2.1 Town of Wilson Regulations

Town of Wilson Zoning Code

The Town of Wilson is divided into twelve zoning districts (see Map 6). The twelve zoning districts are as follows:

- RR 200 – Rural Residential 200
The Rural Residential 200 District is intended to permit and promote agricultural activities and a rural atmosphere and requires a minimum lot width of 200 feet. The majority of the Town consists of RR 200 Districts.
- SRR 150 – Semirural Residential 150
The Semirural Residential 150 District is intended to permit and promote agricultural activities and a semi-rural atmosphere by allowing slightly more intense uses with a





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



minimum lot width of 150 feet. SRR 150 Districts are primarily located along Youngstown-Lockport Road (SR 93) near Ransomville, along the south side of West Lake Road (SR 18) west of the Village of Wilson, immediately east of the Village, and along Youngstown Road, Wilson-Burt Road, and Wilson-Cambria Road (SR 425) extending from the Village.

- **SRR 100 – Semi-rural Residential 100**
The Semi-rural Residential 100 District is intended to permit and promote agricultural activities while allowing uses on 100 foot wide lots. SRR 100 Districts are generally located along the north side of West Lake Road and East Lake Road (SR 18) and immediately south and west of the Village of Wilson.
- **UR 40 – Urban Residential 40**
The Urban Residential 40 District is intended to promote more intensive residential development on smaller lot sizes that are appropriate because of the existence of sanitary sewers. UR 40 Districts are located throughout the Sunset Island hamlet.
- **UR 100 – Urban Residential 80**
The Urban Residential 100 District is intended to promote more intensive residential development on lot sizes with a minimum width of 100 feet, with the intention of someday providing sanitary sewers. The UR 100 District is generally encompasses the hamlet of Roosevelt Beach.
- **RHC 360 – Rural Highway Commercial 360**
The intent of the Rural Highway Commercial 360 District is to promote commercial establishments involving the sale and/or service of agricultural equipment or products and retail business relating to the basic needs of the rural residential community. These districts are located along major roads and intersections to provide for the most suitable access to and minimize the disruption to the community and require a minimum lot width of 360 feet. RHC 360 Districts are generally located along Wilson-Cambria Road (SR 425) in the southern portion of the Town and along a portion of Youngstown-Lockport Road (SR 93) southeast of Ransomville.





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



- **RNC 360 – Rural Neighborhood Commercial 360**
The intent of the Rural Neighborhood Commercial 360 District is to promote commercial establishments involving the sale and/or service of agricultural equipment or products and retail business relating to the basic needs of the rural residential community. These districts require a minimum lot width of 360 feet and are generally located near the intersections of Beebe Road/ Chestnut Road and New Road/ Daniels Road.
- **SRHC 240 – Semirural Highway Commercial 240**
The Semirural Highway Commercial 240 District is intended to promote commercial and retail establishments relating to the tourism industry and travelers. These districts require a minimum lot width of 240 feet and are generally located near the state park and waterfront to maximize its usage.
- **WC 160 – Waterfront Commercial 160**
The Waterfront Commercial 160 District is intended to promote commercial establishments relating to the tourism industry by the lake. The WC 160 District requires a minimum lot width of 160 feet and is generally located adjacent to Tuscarora Bay.
- **LI 360 – Light Industry 360**
The Light Industry 360 District is intended to provide for light industrial uses that are suitable for the surrounding residential and agricultural community and provide protection of the environment. The LI 360 District requires a minimum lot width of 360 feet and is generally located immediately south of the Village along Wilson-Cambria Road (SR 425) and near the intersection of Randall Road/ Braley Road.
- **HI 360 – Heavy Industry 360**
The Heavy Industry 360 District is intended to provide for heavier industrial uses that are suitable for the surrounding residential and agricultural community and provide protection of the environment. The HI 360 District requires a minimum lot width of 360 feet. There currently are no areas zoned HI 360.





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



- **PARK – Park Land District**

The Park Land District is intended to provide public recreation, both for the community and for the tourist industry.

The Town's Zoning Code further establishes provisions for Special Use Permits, accessory uses, temporary uses, home occupations, off-street parking, vehicle access areas, dwellings, and signs. All Special Use Permits are heard and granted by the Zoning Board of Appeals upon referral from the Planning Board.

In addition to the Zoning Code, the Town Code provides for Zoning Incentives intended to offer incentives to applicants who provide amenities that assist the Town to implement specific physical, cultural, and social policies in the Master Plan, as supplemented by the Zoning Law. The Zoning Incentives Code allows incentives to be granted by the Town Board for increases in density, change of use, increase in lot coverage, changes in setback or height, increases in floor area, reduction of open space, or other modifications deemed acceptable.

The Town's Zoning Law also includes provisions for Cluster Development, Telecommunications Facilities, Site Plan Review, Special Use Permit, Parking, Standing, and Loading, Swimming Pools, Ponds, Adult Uses, Signs, and Re-Use of Existing Structures. Major updates to the Town's Zoning Laws have taken place since the last Comprehensive Plan update.

Town of Wilson Subdivision Regulations

The purposes of the subdivision regulations of the Town of Wilson are to ensure the efficient and orderly growth and development of the Town by affording adequate facilities for the housing, transportation, distribution, comfort, convenience, safety, health, and welfare of its population. The subdivision regulations further establish standard procedures for the review and processing, approval, and recording of subdivisions; standards for the design of blocks, lots, streets, and drainageways, and other improvements required in subdivisions; and standard procedures for assuring the complete and orderly installation of improvements required by the Town in new subdivisions. The Planning Board is responsible for taking action of preliminary and final subdivision plats.





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



Other Town Laws

The Code of the Town of Wilson also contains chapters that set forth provisions for Coastal Erosion Hazard Areas (Chapter 60), Environmental Quality Review (Chapter 67), Flood Damage Prevention (Chapter 73), Freshwater Wetlands (Chapter 75), Mobile Homes (Chapter 90), Noise (Chapter 94), Sewers (Chapter 105), Streets and Sidewalks (Chapter 109), Water (Chapter 124), and Windmills - - Non-Commercial Wind Energy Conversion Systems (Chapter 125). The Town has also drafted regulations for commercial wind energy conversion systems for adoption.

3.2.2 Village of Wilson Regulations

Village of Wilson Zoning Code

The Village of Wilson is divided into eight zoning districts (see Map 6). The eight zoning districts are as follows:

- **R-100 Residence 100**
The Residence 100 District is intended to provide for the harmonious development of residential uses at a density of approximately two units per acre. R-100 Districts are generally located in the northern portion of the Village.

- **R-80 Residence 80**
The Residence 80 District is intended to provide for the harmonious residential development of appropriate areas of the Village of approximately four units per acre. R-80 Districts are primarily located along the outskirts of the Village and along the lake.

- **R-50 Residence 50**
The Residence 50 District is intended to provide for the harmonious development of residential districts at reasonably high densities in those areas of the village where previous conditions of small lot development and/or particular suitability of the area for small lot and/or multifamily residential development is desirable. R-50 Districts are generally located near the Village center, along Pettit Street, and along the western portion of the Village.





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



- **R-50-A Residence 50-A**
The Residence 50-A District is intended to provide for the harmonious development of residential uses at a density of approximately four units per acre. R-50-A Districts are located west of West Galewood Drive.

- **Central Commercial CC**
The Central Commercial District is intended to provide for the development of a Central Commercial District as a safe, convenient, efficient and attractive shopping center with adequate provision for off-street parking and loading. CC Districts are generally located near the intersection of Lake Street (SR 425) and Young Street.

- **Waterfront Commercial WC**
The Waterfront Commercial District is intended to provide for the suitable development of areas oriented to the harbor and water-related uses. WC Districts are generally located along Harbor Street (SR 18).

- **Highway Commercial HC**
The Highway Commercial District is intended to permit the development of automobile-oriented and related uses along major traffic arterials. HC Districts are generally located along Lake Street (SR 425) in the southern portion of the Village.

- **Industrial I**
The Industrial District is intended to provide for the growth and continued operation of the industrial uses while protecting the character of the Village, providing adequate protection for neighboring residential areas, and providing adequate environment for modern industrial operations. I Districts are generally located along Lake Street (SR 425) in the southern portion of the Village.

The Village's Zoning Code further establishes provisions for Special Use Permits, accessory uses, signs, swimming pools, bed & breakfasts, home occupations, off-street parking/loading, automobile access areas, dwellings, public properties and utilities, and mining. All Special Use Permits are heard and granted by the Zoning Board of Appeals.





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



3.2.3 Other Plans/ Studies

This section provides a summary of existing plans/ studies that affect the Town and Village of Wilson and that provide insight into the development of the Comprehensive Plan.

Framework for Regional Growth for Erie and Niagara Counties

The Framework for Regional Growth is a region-wide vision for conservation, development, and public investment, providing direction for decisions regarding the location and pace of development, investments in economic development, the extension of sewer and water service, improvements to parks and major public facilities, and investments in transportation infrastructure. The Framework provides policy and strategy statements organized by policy area, including Developed Areas, Developing Areas, and Rural Areas.

Niagara Communities Comprehensive Plan

The Niagara Communities Comprehensive Plan offers a countywide perspective and emphasizes a multi-municipal approach to planning and informed decision making. There are five main goals identified under the plan:

- Encouraging desirable and appropriate growth and development;
- Strengthening the local economy;
- Improving the delivery of services;
- Prioritizing and coordinating capital improvements; and,
- Improving the quality of life for County residents.

The plan provides a vision for the Lakefront Communities Sub-region, which includes the Towns of Somerset, Newfane, and Wilson, and the Villages of Wilson and Barker. The plan indicates that development and redevelopment should be focused around the Village of Wilson, with the majority of the Town of Wilson protected as rural and agricultural.

New York State Coastal Zone Management Program

The areas of the Town and Village of Wilson adjacent to the Lake Ontario shoreline, and portions of Twelve Mile Creek and East Branch Twelve Mile Creek, lie within the New York State Coastal Zone Management Area (CZMA). The CZMA covers the waterfront and adjacent shore lands, and typically include areas that possess unique natural, recreational,





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



industrial, commercial, ecological, cultural, aesthetic, and energy resources. Pursuant to the New York State Waterfront Revitalization of Coast Areas and Inland Waterways Act (Executive Law, Article 42), areas that fall within the CZMA are subject to the policies and provisions of the State's Coastal Management Program.

Revising Brownfields: A Regional Strategic Approach

This plan provides a framework for the redevelopment of brownfields throughout Niagara County, establishes a prioritized approach for regional investment, and identifies roles and responsibilities for local and regional leaders.

2030 Long Range Transportation Plan for the Erie and Niagara Counties Region

This plan acts as the multimodal blueprint for transportation systems and services and is aimed at meeting the transportation demands of existing and future development in Erie and Niagara County. The plan provides forecasts for the year 2030 for both population and employment. The plan devotes 70 percent of funding to maintaining the existing transportation infrastructure system.

Transportation Improvement Program, 2008-2012

The Transportation Improvement Program (TIP) is the capital programming component of the Long Range Transportation Plan consisting of all federally funded roadway, transit, and major transportation projects being considered within the region through 2012. The TIP also includes those regionally significant transportation projects being advanced by state and local entities with non-federal funding.

Niagara County Comprehensive Emergency Management Plan

This plan was developed to enhance Niagara County's ability to manage emergency situations, with the focus on rapidly and adequately responding in order to minimize injury and speed recovery. It consists of three components: disaster prevention and mitigation, disaster response, and disaster recovery. The CEMP defines roles and responsibilities in prevention, response, and recovery, including a detailed chain of command during an emergency. This plan places an emphasis on the role of local jurisdictions as first-line responders, but identifies the key role that County departments play in the process. The CEMP points out the importance of land use controls and development regulations in hazard-prone areas (e.g., floodplain development) in hazard avoidance and minimization.





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



Master Plan – Town and Village of Wilson

The Town and Village of Wilson collaborated on a joint Master Plan that was finalized in 1966. Although this document is outdated, it provides an historical reference and contains information that is useful for planning in the communities today. This plan recognized the need for close cooperation between the Town and Village in order to protect and optimally utilize community resources. The plan established the desire to protect the rural community character and values of the area and direct development to appropriate places. The 1966 plan also acknowledged that effective planning involves more than just encouraging development in certain favorable locations and discouraging it from others. It requires investment in public improvements that may not immediately result in significant public benefit. Investment in public parkland and utilities helps shape the future and provide long-term economic and quality of life benefits. Those goals and objectives are still valid today.

3.3 Demographics and Housing

This section summarizes the population, housing, income, and economic data for the Town and Village of Wilson and is based the 2000 and 2010 U.S. Census, the U.S. Census Bureau Population Estimates, the Niagara Communities Comprehensive Plan, and Greater Buffalo-Niagara Regional Transportation Council's (GBNRTC) 2030 Long Range Transportation Plan for the Erie and Niagara Counties Region. Although the 2000 U.S. Census data is already a decade old, it still provides the most comprehensive data for the area and continues to be reasonably representative of the demographic conditions of the Town and Village.

3.3.1 Population

According to the 2010 U.S. Census Bureau data for total population, the population of the Town of Wilson, including the Village is 5,993, up slightly (2.6 percent increase) from the 2000 U.S. Census population of 5,840 persons (see Figure 1). The 2010 U.S. Census Bureau data indicates that the population of the Village of Wilson is 1,264, which is also up slightly (4.2 percent increase) from 2000 U.S. Census population of 1,213 persons. The median age of the Town's population is 39.3 years, with the median age of the Village slightly higher at 41.4 years. Within the Town, 13.5 percent of the population is 65 years or over and 28 percent are under the age of 20.

The Greater Buffalo-Niagara Regional Transportation Council (GBNRTC) has developed population, household, and employment forecasts for all municipalities in both Erie and





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



Niagara Counties in order to project future transportation impacts and needs of the region. The forecasts indicate that by 2030, the Town of Wilson, including the Village of Wilson, is projected to have a population of 6,097 residing in 2,411 households. It is forecasted that 1,255 people will be employed by businesses within the Town by 2030.

Figure 1: Town and Village of Wilson Population

<i>Year</i>	<i>Town of Wilson</i>	<i>Village of Wilson</i>	<i>Town, Outside Village</i>
1990	5,761	1,307	4,454
2000	5,840	1,213	4,627
<i>percent Change 1990-2000</i>	<i>1.37 percent</i>	<i>-7.7 percent</i>	<i>3.9 percent</i>
2010	5,993	1,264	4,729
<i>percent Change 2000-2010</i>	<i>2.6 percent</i>	<i>4.2 percent</i>	<i>2.2 percent</i>
2030**	6,097	NA	NA
<i>Percent Change 2010-2030</i>	<i>1.73 percent</i>	NA	NA

* Total population data from the 2010 U.S. Census Bureau Annual Survey of Resident Population for Incorporated Places and for Minor Civil Divisions

** Population estimate from the *GBNRTC 2030 population projection for the Town of Wilson, including Village of Wilson, does not offer a specific population projection for the Village, only for the Town as a whole.

3.3.2 Housing

At the time of the 2010 U.S. Census, there were 2,750 housing units in the Town of Wilson, 601 of which were located in the Village. The majority of the housing units were located within single-family detached structures. Figures 2 and 3 indicate the number of units that exist within various structures in both the Town and Village of Wilson. Throughout the Town, 86.5 percent of the housing units are owner-occupied, with 4.3 percent used for seasonal use. Within the Village, 77.6 percent of the housing units are owner-occupied, with 2 percent used for seasonal use.

The age of the housing stock in both the Town and Village reflect the historical nature of the communities, with 36 percent of the Town’s housing stock, and 47 percent of the Village’s housing stock constructed prior to 1939. As of 2000, the median home value in the Town of Wilson was \$87,400, and the median home value in the Village of Wilson was \$81,800.





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



Town Residence



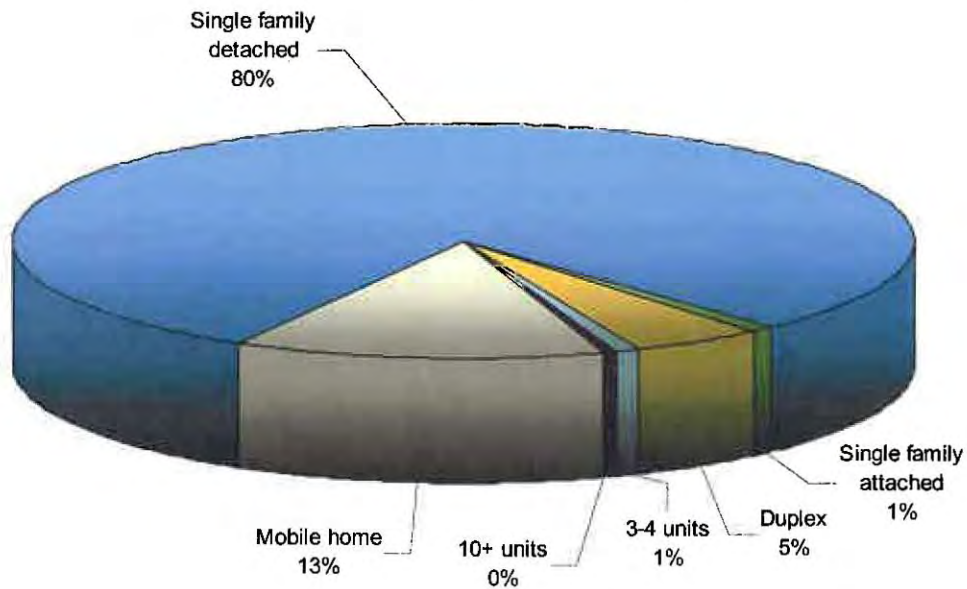
Village Residence



3.3.3 Employment

As of the 2000 U.S. Census, approximately 63 percent of the Town's population over the age of 16 was employed. The major employers in the Town of Wilson are Wilson Central School District, Ontario Orchards, Inc., KSM Group Ltd., Lynx Product Group, Nuclear Alloys Corporation, Savaco, Inc., and Valair, Inc. Figure 4 indicates employment by occupation.

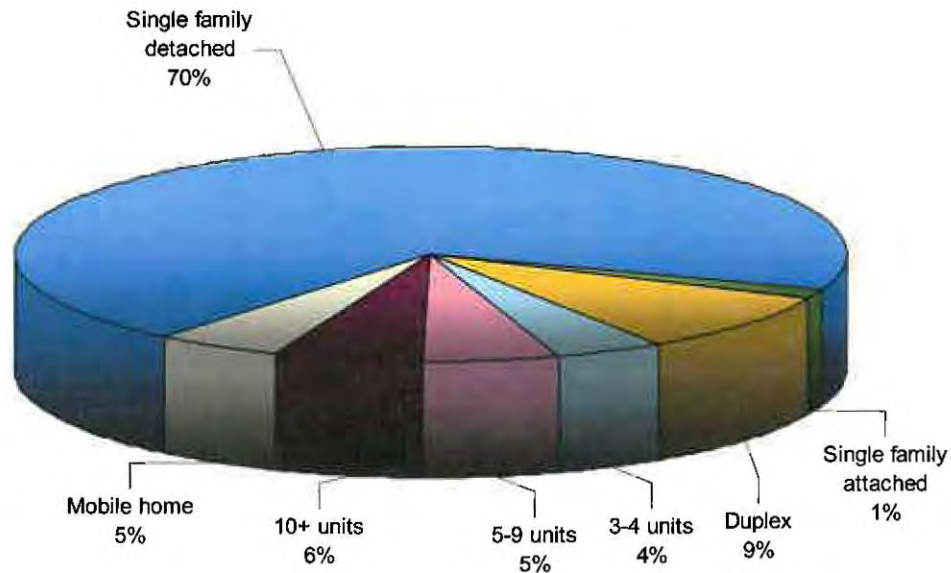
Figure 2: Town of Wilson Housing Units in Structures





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN

Figure 3: Village of Wilson Housing Structures



3.3.4 Commuting to Work

Consistent with trends across the region, 86.9 percent of Town of Wilson residents drive alone to work, with 8.0 percent carpooling, 2.9 percent walking, and 0.2 percent taking some form of public transportation. Within the Village, 80.2 percent of residents drive alone to work, 9.6 percent carpool, 5.1 percent walk, and none take some form of public transportation. Nearly half of Town of Wilson households have 2 or more vehicles available, with only 2 percent not having any vehicle available.

3.3.5 Income

As of 2000, the median household income in the Town of Wilson was \$44,557, with 5.2 percent of the population living at or below the poverty rate. The median household income in the Village of Wilson was \$36,534, with 4.6 percent of the population living at or below the poverty rate. Figure 5 shows the Town’s distribution of household income.





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



Figure 4: Employment by Occupation

Occupation	Town of Wilson (Including Village)		Village of Wilson	
	Employed 2000	percent Employed 2000	Employed 2000	percent Employed 2000
Agriculture	43	1.6 percent	5	0.9 percent
Construction	217	7.9 percent	45	7.7 percent
Manufacturing	635	23.1 percent	107	18.3 percent
Wholesale Trade	82	3.0 percent	36	6.2 percent
Retail Trade	210	7.7 percent	72	12.3 percent
Transportation, Warehousing & Utilities	242	8.8 percent	42	7.2 percent
Information	26	0.9 percent	6	1.0 percent
Finance, Insurance & Real Estate	94	3.4 percent	17	2.9 percent
Professional, Management & Administrative	173	6.3 percent	17	2.9 percent
Educational, Health & Social Service	624	22.7 percent	148	25.3 percent
Arts, Entertainment & Recreation	171	6.2 percent	29	5.0 percent
Public Administration	96	3.5 percent	26	4.5 percent
Other Services	130	4.7 percent	34	5.8 percent

Of the 2,253 households in the Town of Wilson, 31.1 percent received Social Security income, 26.7 percent received retirement income, and 1.6 percent received public assistance income. Of the 543 households in the Village of Wilson, 30.8 percent received Social Security income, 23.3 percent received retirement income, and 2.2 percent received public assistance income.

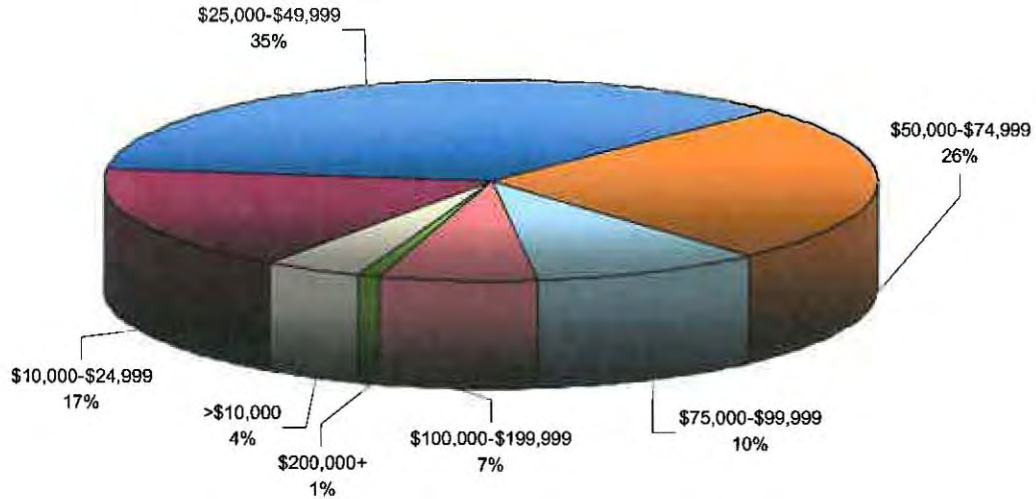




TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



Figure 5: Town of Wilson Household Income, 2000



3.4 Environmental Resources

Environmental features and resources of the Town are identified on Map 6 – Environmental Conditions. Below is a summary of various environmental features and resources of the Town.

3.4.1 Topography

The topography of the Town and Village of Wilson is generally flat with steeper slopes along the banks of Twelve Mile Creek and East Branch Twelve Mile Creek, near the Village, and along creek banks along North Beebe Road.

3.4.2 Soils

The primary soil units in the Town and Village of Wilson include the following (see Map 7):

- Minoa-Arkport-Lamson – These soils are deep, somewhat poorly drained, poorly drained, and very poorly drained, medium textured to moderately coarse soils. Lamson soils are designated as hydric (soils that experience saturation, flooding, or ponding long enough during the growing season to reduce oxygen levels and impact plant life --





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



see Map 8). These soils can be found along the lakeshore in the northeastern portion of the Town and in the southwestern portion of the Town.

- Niagara-Canandaigua-Collamer – These soils are nearly level and gently sloping, very deep, somewhat poorly drained, and poorly drained, moderately fine textured soils with a medium lime content, and are typically found on lowland lake plains. Canandaigua soils are also designated as hydric. These soils are found east of the Village of Wilson and in the central portion of the Town.
- Hudson-Rhinebeck-Collamer – These soils are deep, moderately drained to well drained, medium textured to moderately fine textured soils. These soils can be found across the northwestern portion of the Town and throughout most of the Village.
- Appleton-Kendaia-Hilton – These soils are deep, somewhat poorly drained, and medium textured. These soils cover the majority of the central portion of the Town.
- Honeoye-Ontario-Lima – These soils are deep, well drained, medium textured soils. These soils can be found along the southern boundary of the Town.

Prime Farmland

Prime farmland is land that has the best combination of physical and chemical characteristics for producing food, feed, forage, fiber, oilseed crops, and other agricultural

Orchard



Field Crop



crops with minimum inputs of fuel, fertilizer, pesticides, and labor, without tolerable soil erosion. Approximately 6,270 acres or 20 percent of the Town contains soils that meet the requirements of prime farmland. There are additional soils in the Town that would meet





TOWN OF WILSON

COMPREHENSIVE PLAN

MAP 8 Hydric Soils



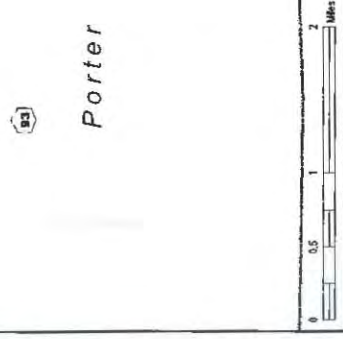
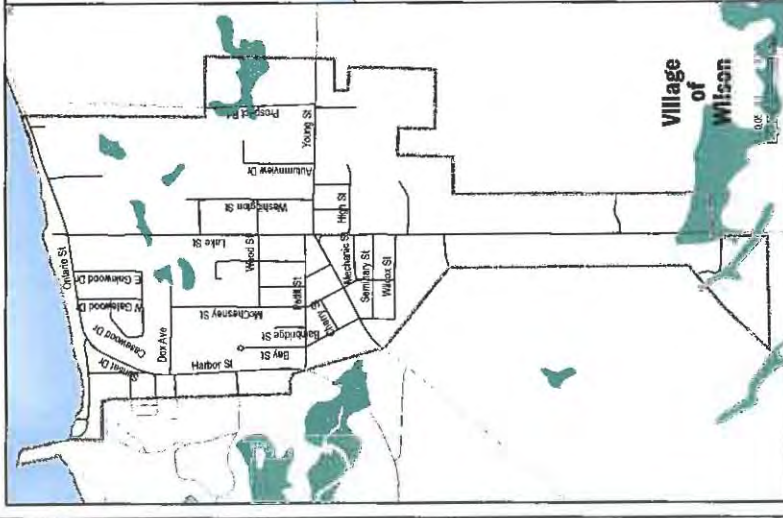
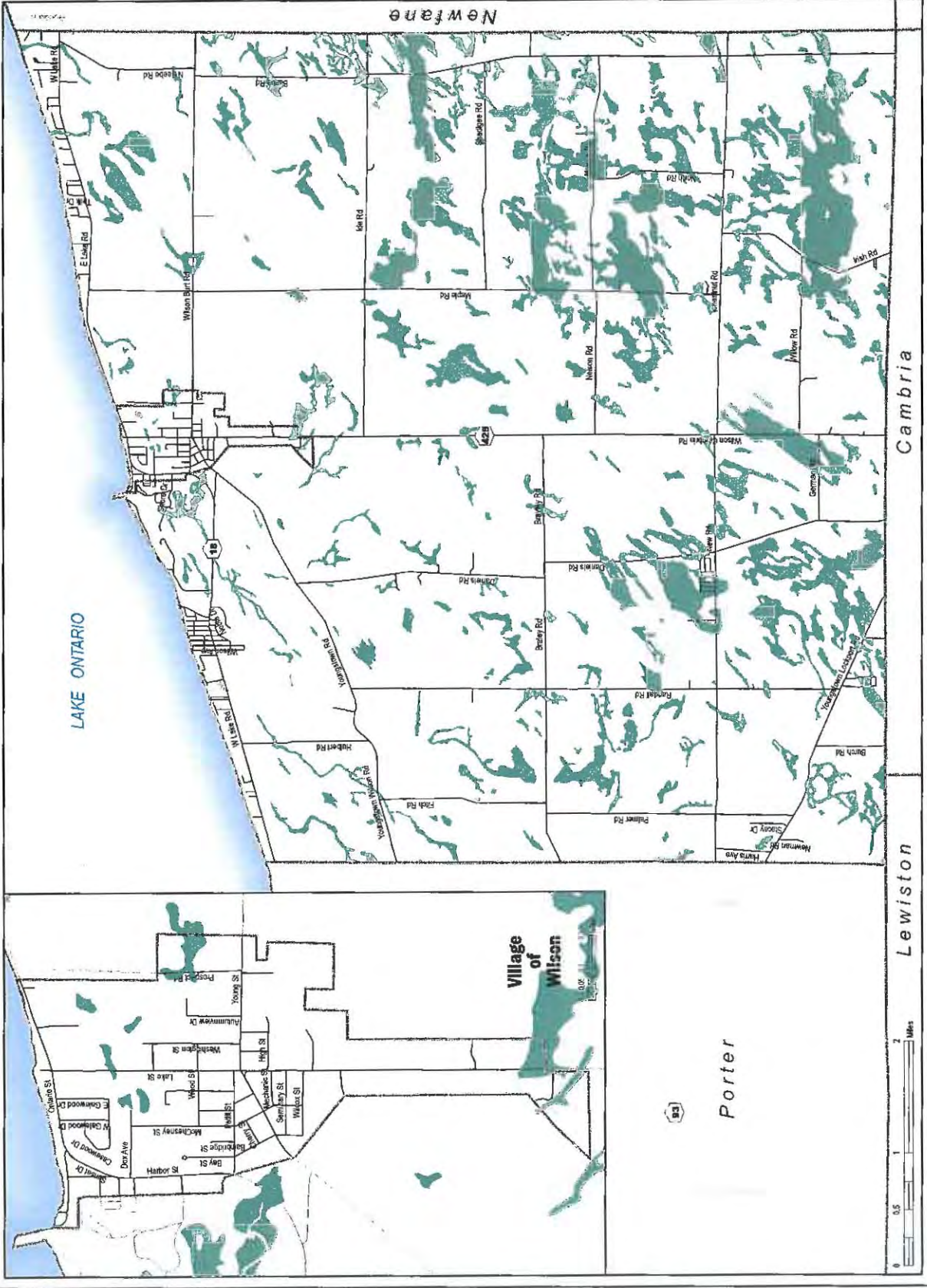
NIAGARA COUNTY - NEW YORK

LEGEND

- Municipal Boundary
- Hydric Soils
- Road Centerline
- Surrounding Road Centerline

WENDEL CONVEYANCES
 MO Project # 220920
 Map Created: August, 2010

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 1000 W. Main St., Suite 200
 Tonawanda, NY 14154
 Tel: 716.265.1234
 Fax: 716.265.1235
 Email: info@wendl.com



Cambria

Lewiston

Porter

LAKE ONTARIO

Newfane



TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



the requirements of prime farmland if drained. The prime soils can be found throughout the Town, but are more prominent in the northeast and southeastern sections of the Town. The prime soils also tend to border Twelve Mile Creek corridors and its tributaries.

Soils of Statewide Importance

In addition to the prime farmland soils, 2,932 acres of soils are classified as Soils of Statewide Importance. These soils are mainly located within the hilly terrain in the southern portion of the Town, with intermittent pockets located along the lake shore (see Map 5). Soils of Statewide Importance are soils that are considered important for the production of farm crops. Although important to agricultural activity in the State, these soils exhibit certain characteristics, such as seasonal wetness or erodibility, and do not meet all of the criteria to qualify as prime farm soils. In Wilson, these soils support a large amount of farm production.

3.4.3 Surface Waters

The primary creeks and streams located in the Town and Village of Wilson include Twelve Mile Creek, the East Branch Twelve Mile Creek and Hopkins Creek, which all eventually drain to Lake Ontario. Twelve Mile Creek originates in the Town of Lewiston near the base of the Niagara Escarpment, runs through the western portion of the Town before draining to Lake Ontario in the Village of Wilson (Map 9). East Branch Twelve Mile Creek originates in the Town of Cambria, near the base of the Escarpment and runs north through the center of the Town and Village before emptying into Tuscarora Bay and Lake Ontario. Hopkins Creek originates in the eastern portion of the Town of Wilson and runs east into the Town of Newfane where it eventually drains to Lake Ontario. Lake Ontario forms nearly eight miles of shoreline along the northern boundary of the Town and Village of Wilson.

3.4.4 Wildlife Habitats

An area along the northern banks of East Branch Twelve Mile Creek has been established as the Tuscarora Bay Marsh State-designated Significant Coastal Fish and Wildlife Habitat. The Tuscarora Bay Marsh habitat consists of 40 acres of undisturbed cattail marsh and small wooded islands. Much of this area is situated within Tuscarora State Park (see Map 9). The narrow, slow moving East Branch creek is the only open water area within the marsh. This habitat area is the second largest, undeveloped coastal wetland area in Niagara County. The Marsh provides valuable habitat and breeding area for fish, birds, and other wildlife, such as the green-backed heron, wood duck, common moorhen, common yellow throat, muskrat,





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



short-tailed shrew, painted turtle and northern water snake. Tuscarora Bay Marsh is an important warm-water fishery, providing spawning and nursery areas for brown bullhead, a variety of panfish and northern pike. Fish production in this marsh contributes to the diverse recreational fishery in Tuscarora Bay and Lake Ontario. The area of the East Branch Twelve Mile Creek also provides spawning habitat for steelhead and coho and Chinook salmon.

Twelve Mile Creek



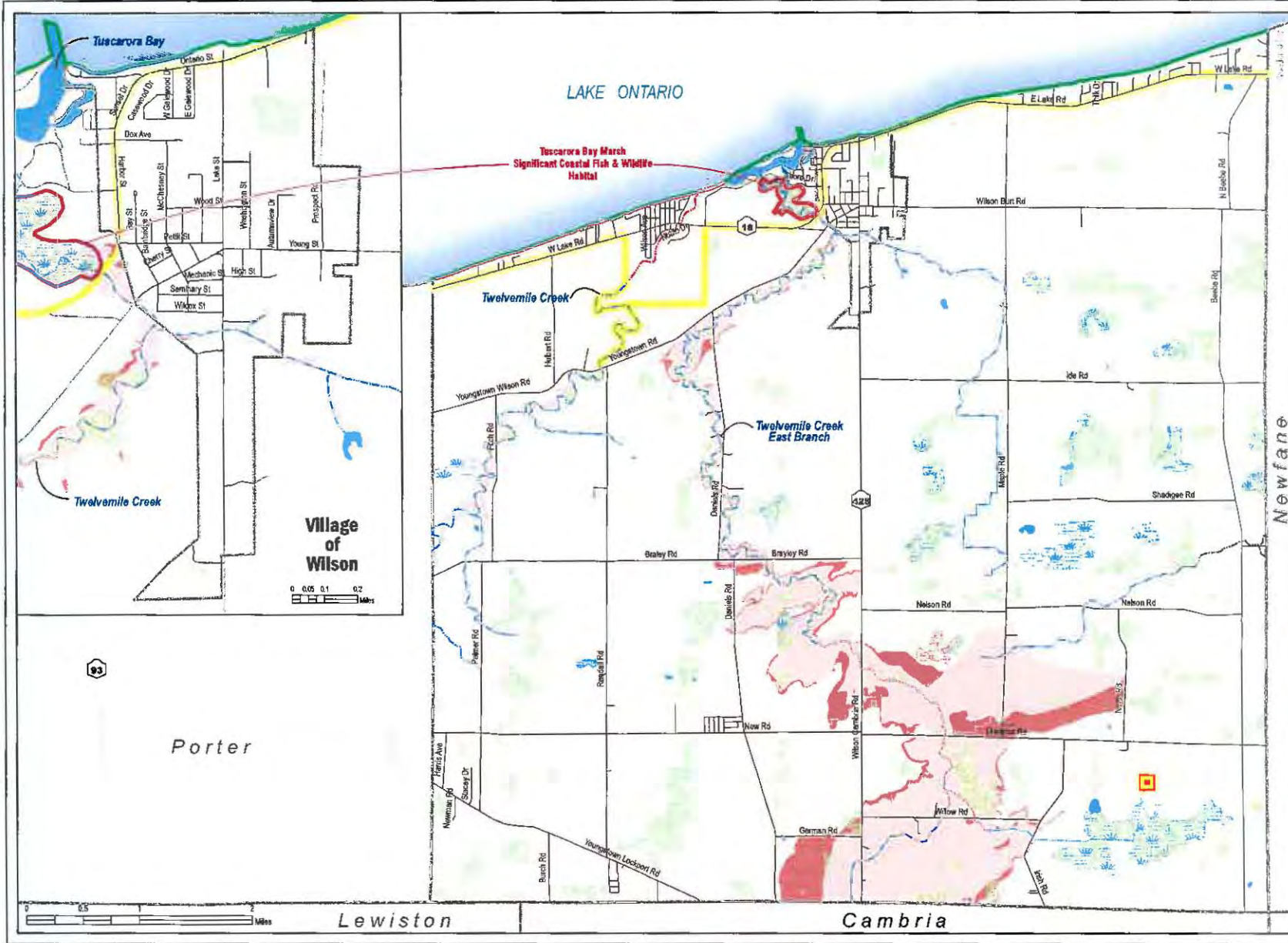
Tuscarora Bay Marsh



3.4.5 Wetlands

There are two types of wetlands found throughout the Town - State designated freshwater wetlands and Federal jurisdictional freshwater wetlands. State wetlands are those regulated under jurisdiction of the New York State Department of Environment and Conservation (NYSDEC) and are identified by the existence of certain species of vegetation that grow well in wet soils. The New York State Freshwater Wetlands Act (Environmental Conservation Law – Article 24) protects all wetlands of 12.4 acres (5 hectares) or larger. The State also regulates the land area within 100 feet of protected wetlands. The Town of Wilson regulates State-designated freshwater wetlands pursuant to Chapter 75 of the Wilson Town Code; any State-designated freshwater wetlands in the Village are regulated by the NYSDEC. Wetlands smaller than 12.4 acres may be protected by the State if they are considered to be of local importance. State wetlands are ranked in four classes ranging from Class I (which is a wetland of greatest importance and most highly restricted) to Class IV. Regardless of the wetland class, a permit is required to conduct any regulated activity within a wetland area or the 100 foot buffer area that surrounds the wetland.





TOWN OF WILSON

COMPREHENSIVE PLAN

MAP 9 Environmental Conditions



NAGARA COUNTY - NEW YORK

LEGEND

- Municipal Boundary
- Parcel Boundary (2009)
- Road Centerline
- Surrounding Road Centerline
- Stream / Creek
- Lake / Pond
- Coastal Erosion Hazard
- Area Boundary
- NYS Coastal Zone
- Management Area Boundary
- Brownfield
- NYS DEC Wetlands
- FWS Wetlands
- Existing Floodplains
 - 100 Year Floodplain
 - 500 Year Floodplain

WENDEL COMPANY
 W0 Project # 220920
 Map Created July, 2010

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TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



State designated freshwater wetlands are generally scattered throughout the eastern portion of the Town and within the Twelve Mile Creek and East Branch Twelve Mile Creek drainage corridors. The area surrounding the southern portion of East Branch Twelve Mile Creek near Tuscarora Bay contains a larger area of state wetlands (see Map 9).

Federal jurisdictional wetlands are regulated under by the U.S. Army Corps of Engineers under Section 404 of the Clean Water Act, irrespective of their size, and Section 10 of the Rivers and Harbors Act of 1899. Many wetlands that are designated as State wetlands are also federal wetlands; however, most of the smaller wetland areas that do not meet the State's minimum size requirement are only federal jurisdiction. Under the law, a permit is required for any structure or work that takes place in, under, or over a navigable waterway or wetlands adjacent to navigable waters (such as dock construction, dredging, and shoreline protection). In addition, any activity that involves a discharge of dredged material or fill material into navigable waters or associated wetlands requires a permit, as well as activities that would drain or flood wetlands or significantly disturb the soil (such as land clearing, ditching, stream channelization, and excavating). Federal jurisdictional wetlands are found widely scattered throughout the Town, but are more numerous in the eastern and southern portions, and along the creek corridors.

3.4.6 Floodplains

There are two types of floodplains that exist within the Town, 100-year floodplains and 500-year floodplains. The 100-year floodplain is the area surrounding a water feature that is inundated with water during a 100-year flood event, or a flood that has a 1 percent chance of occurring each year. The 500-year floodplain is the area surrounding a water course that is inundated with water during a 500-year flood event. The 100-year floodplain is divided into the floodway and the floodway fringe. The floodway is the portion of the floodplain which includes the stream's channel and any adjacent areas that must be kept free of encroachments that might block flood flows or restrict storage of flood waters. The flood fringe is the area covered by flood waters but that does not carry strong currents of flood waters.

A narrow floodplain area exists along Twelve Mile Creek and portions of Hopkins Creek, with a broader floodplain covering East Branch Twelve Mile Creek and its tributaries, especially towards the southern part of the Town (see Map 9).





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



3.4.7 Coastal Erosion Hazard Areas

The shoreline of Lake Ontario includes wide sections of rocky cliffs and bluffs and is prone to erosion. The entire shoreline has been designated by New York State as a Coastal Erosion Hazard Area (CEHA). Erosion along the lakeshore is the result of wave action, tides and currents that run along the shore, and wind-driven water and ice. Stormwater runoff from the upland areas and groundwater seepage also contributes to shoreline erosion, along with human activities such as development/construction, boating and recreation activities. The State requires that development and other activities in the CEHA be undertaken in a manner that minimizes damage to property and prevents the intensification of shoreline erosion. As necessary, such actions may be limited or prohibited to achieve these objectives.

Some portions of the Wilson shoreline have been hardened or improved to mitigate or combat erosion. Rubble and rock rip rap, corrugated metal sheet piling and seawall can be found at various locations, particularly in the vicinity of Wilson Harbor. The construction or installation of erosion control structures in the CEHA is regulated by the NYSDEC pursuant to Article 34 of the Environmental Conservation Law. The Town of Wilson has adopted Chapter 60, the Local Coastal Erosion Hazard Area Law, which is a localized version of Article 34; therefore, activities in the CEHA are handled by the Town's Code Enforcement Officer (NYSDEC is still the regulatory authority for shoreline areas in the Village). Pursuant to Chapter 60 (and Article 34), a permit is required for all proposed activities that are regulated in the CEHA. The construction or placement of a structure that would materially alter the condition of the shoreline, including grading, excavating, dumping, dredging, filling or any disturbance of soil is a regulated activity that requires a permit.

The area measuring 25 feet from the top of the bluff is considered the Natural Protective Features area (natural protective features include bluffs, dunes, beaches and nearshore areas). Structures are not permitted to be located within this setback area. In some areas along the shoreline erosion is occurring at a more rapid rate. These areas have been designated as Structural Hazard Areas. The boundary for structural hazard areas starts at the inland boundary of the natural protective features area and the full width is determined by the estimated rate of recession. According to Town officials, the erosion rates in the structural hazard areas in Wilson are estimated to be within one to three feet per year. In a few areas where erosion has been more extreme, the building setback can extend up to 140 feet back from the shoreline (east of the Village, near the harbor, the structural hazard area





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



extends to the south side of Rt. 18). Although no homes in the area are known to be in danger, there are areas where residential structures are situated closer to the top of the bluff, most notably in the Roosevelt Beach community.



Shoreline Erosion Protection

Shoreline erosion in Wilson has not been severe in the past few years; however, intense storms that bring large amounts of rainfall can have an impact. The springtime is the most vulnerable period when the ground can become very saturated. Experience in the area has shown that erosion is more prominent where poor stormwater drainage in the upland area overburdens the bluff. Although the Code Enforcement Officer can only recommend that existing homeowners implement drainage improvements to help prevent erosion, newly built structures are required to employ drainage measures to ensure that stormwater discharged from gutters and sumps properly conveyed over the bluff and down to the lake shore.

3.4.8 Brownfields

The Wilson-Cambria-Newfane Landfill has limited reuse options as it is a former municipal solid waste landfill.





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



3.5 Government and Community Services and Resources

Government and community resources of the Town are identified on Map 10 –Community Features. Below is a summary of various government and community resources of the Town.

3.5.1 Government

The Town of Wilson is governed by a five-member Town Board that represents residents in the collective decision making of local government and the proper functioning of Town services. The Board is comprised of the Supervisor and four Councilpersons and is responsible for the adoption of local laws, personnel matters, zoning issues, the annual Town budget and responding to residents concerns as they arise. They also act as liaison to various Town committees and departments. The Village of Wilson is governed by a three-member Village Council that represents residents in the collective decision making of local government and the proper functioning of Village services.

Both the Town and Village Hall are located at 375 Lake Street in the Village of Wilson. A U.S. Post Office branch is located at 367 McChesney Street in the Village of Wilson. The Town of Wilson Highway Garage is located on Wilson-Cambria Road (SR 425) south of Nelson Road. The Village of Wilson Department of Public Works is located on Ontario Street.

Wilson Town and Village Hall



Wilson High School





TOWN OF WILSON

COMPREHENSIVE PLAN

MAP 10 Community Features



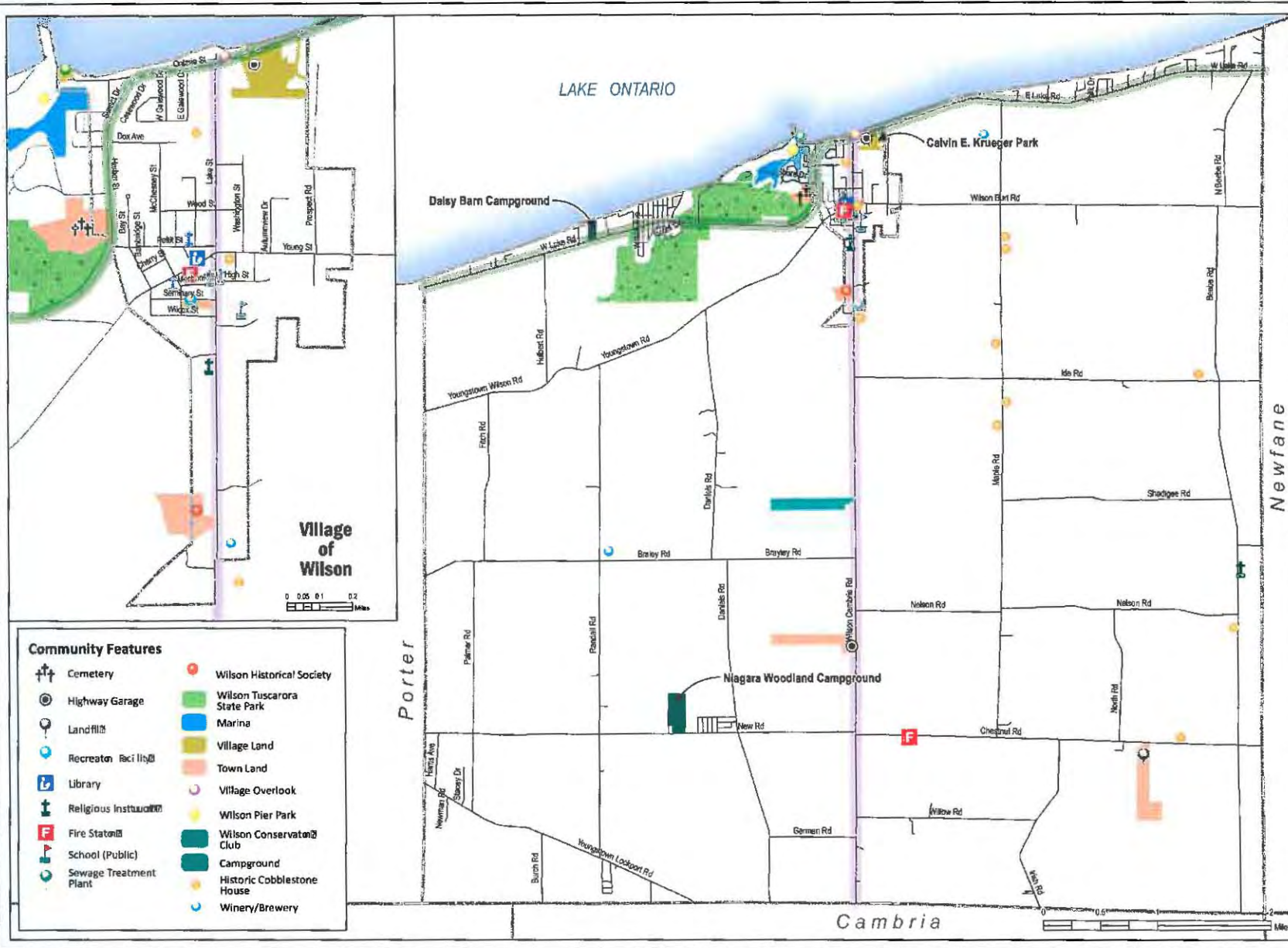
NIAGARA COUNTY - NEW YORK

LEGEND

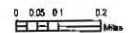
- Municipal Boundary
- Parcel Boundary (2009)
- WYS Seaway Trail
- Niagara Wine Trail
- Road Centerline
- Surrounding Road Centerline

WENDEL COMPANIES
WD Project # 220920
Map Created: September, 2012

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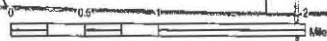


Village of Wilson



- #### Community Features
- | | | | |
|--|------------------------|--|-----------------------------|
| | Cemetery | | Wilson Historical Society |
| | Highway Garage | | Wilson Tuscarora State Park |
| | Landfill | | Marina |
| | Recreation Facility | | Village Land |
| | Library | | Town Land |
| | Religious Institution | | Village Overlook |
| | Fire Station | | Wilson Pier Park |
| | School (Public) | | Wilson Conservation Club |
| | Sewage Treatment Plant | | Campground |
| | | | Historic Cobblestone House |
| | | | Winery/Brewery |

Cambria





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



3.5.2 Schools and Libraries

Both the Town and Village of Wilson are serviced by the Wilson Central School District, which include Thomas Marks Elementary School on Young Street, W. H. Stevenson Elementary School, located just outside the Town of Wilson in Ransomville, and Wilson Middle/ High School located on Lake Street. The 2007-2008 enrollment of the Wilson Central School District was 1,483 pupils. There is a small area of the southeastern portion of the Town that lies within the Newfane Central School District. The Wilson Free Library is located on Young Street.

3.5.3 Parks, Recreation and Trails

Wilson Tuscarora State Park is a 395-acre park that includes preserved woods, wetlands, meadows, along the shoreline of Lake Ontario and Twelve-Mile Creek. The park is located at the western end of Tuscarora Bay. The Park offers a public boat launch and transient dockage (at two locations), bathing beach, playground areas, picnic pavilions, disc golf, fishing docks, canoeing, and a four-mile nature trail. The entrance to the Park is located off of State Route 18, west of the Village of Wilson.

Wilson Tuscarora State Park



Calvin E. Krueger Park



Calvin E. Krueger Park is located on State Route 18, in the eastern portion of the Village. This park contains baseball and softball fields. Both Calvin E. Krueger Park and Wilson Tuscarora State Park are not being used to their fullest potential.





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



There is a public lookout located at the terminus of Lake Street. This site offers scenic viewing of Lake Ontario and information on the Great Lakes Seaway Trail. Although this site offers vistas of the Lake, there is no public access for swimming or water recreation. Additional locations for public access to the lake are needed, which could include improvements to this site to accommodate water use.

There is a small park area located along the inlet to Wilson Harbor. The Wilson Pier Park stretches along the shore, and is a popular location for scenic viewing and shoreline fishing.

Wilson Pier Park

Village of Wilson Overlook



Veterans Memorial Park

Great Lakes Seaway Trail

The Greenwood Cemetery and Veterans Memorial Park, located on Park Street in the Village of Wilson, contains a beautiful stone monument that was dedicated in May 2007. This facility commemorates the men and women from Wilson who historically served in the U.S.





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



military, including veterans from the Civil War (as well as two individuals who fought in the Crimean and Revolutionary War, respectively). This memorial attracts large numbers of visitors to the area each year.

Niagara Woodland Campground, located on New Road, offers 150 camp/RV sites. The Daisy Barn Campground is located on Route 18, approximately two miles west of the Village of Wilson. This facility offers sites for RVs/trailers and tent camping on 36 acres along the Lake. The Wilson Conservation Club is also located on Wilson-Cambria Road (SR 425) north of Braley Road.

Finally, there is a private airstrip located on Beebe Road at Nelson Road. The Hollands International Field is home to Frontier Skydiving Center. This skydiving club has been operating at this location since 1988 and offers a variety of skydiving activities from May through October each year. This facility also provides lessons to the general public.

The New York State segment of the Great Lakes Seaway Trail parallels Lake Ontario along State Route 18. This route is well marked with green and white signage and promoted as a tourism amenity. The Great Lakes Seaway Trail is a 518-mile scenic driving route that follows the shores of the St. Lawrence Seaway, Lake Ontario, the Niagara River and Lake Erie, from the northernmost international bridge at Massena, NY to its Seaway Trail Pennsylvania link on Lake Erie, and continues another 64 miles to the Ohio line. One of the first roadways to be designated as a National Scenic Byway, the trail includes unique historical locations and cultural heritage sites, in addition to offering outstanding views and scenic vistas.

The Niagara Wine Trail follows portions of State Routes 425 and 18 in Wilson, as it winds through Niagara County, primarily along Route 93/104. Victorianbour Wine Estate is located on East Lake Road and Midnight Run Wine Cellars is located on Braley Road in the Town. Other wineries in the near vicinity include Chateau Vineyards on West Creek Road, Black Willow Winery on West Lake Road, and Schulze Vineyards and Winery on Coomer Road in the Town of Newfane. Other wineries are found in the Towns of Lockport and Cambria, east of Wilson. Additionally, the Woodcock Brothers Brewery is being developed at 638 Lake Street, in an abandoned commercial structure in Wilson Station. This microbrewery will provide opportunities for commerce and tourism along the trail. Years ago, a one-lane road was constructed to connect the golf course and cottage area, which previously existed where Wilson Tuscarora State Park is now located, to pavilions





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



and the T Club (Tuscarora Yacht Club) that was located on what is now known as Clark's Island. A small, steel-framed bridge (the Red Bridge) was installed in 1925 to carry this narrow roadway across Twelve-Mile Creek. After the stock market crash in 1929, the golf course failed as the more affluent visitors who frequented the area stopped coming. The State eventually took ownership of the land in 1965 for the establishment of Wilson Tuscarora State Park. By the late 1960's the bridge's wooden deck had disintegrated and the remaining steel frame was removed. Today, only the remains of the concrete abutment remains. The former roadway area in the park has become part of an internal trail system. The portion that terminate at the Twelve-Mile Creek shoreline has become overgrown with vegetation. The Town-owned right-of-way for the small road that was located on the east side of the creek was deeded over to the Clark family, who owned all of the surrounding land area east of the creek the right-of-way still exists and could allow for the reestablishment of a through connection. Ownership issues and the potential for easements would have to be investigated to determine the potential for reestablishing this connection.

Location of the former Red Bridge creek crossing



3.5.4 Fire, Police and Emergency Services

The Niagara County Sheriff provides police coverage for both the Town and Village. The Town and Village of Wilson are serviced by three fire companies:

- Wilson Volunteer Fire Company #1 located on Young Street, which services the Village and the northern portion of the Town.





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN

- South Wilson Volunteer Fire Company located on Chestnut Road, which services the southern portion of the Town.
- Ransomville Fire Company located on SR 93 in Ransomville, which services a small area in the southwestern corner of the Town.

3.5.5 Cultural, Historic and Scenic Resources

The Town of Wilson was established on April 10, 1818, and is centrally located in the agricultural and fruit growing region of Niagara County. The Village of Wilson was incorporated May 11, 1858, and is located at the center of the Town, on the shores of Lake Ontario. Tuscarora State Park is located a short distance from the Village on Route 18, directly on Lake Ontario, and is a major recreational asset in the community. The Village functions as the Town's center and business district, offering necessary government and personal services for residents. The area is striving to maintain its historic character and maintain its heritage.

Wilson Historical Society



Morgan Johnson House



Wilson House Inn



Cobblestone House





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



Wilson offers a small town, rural charm that makes the area attractive to residents and visitors alike. Tourism is an important part of the local economy and each spring through fall the area offers a variety of festivals and other community activities. The Village and Town are proud of the community, its heritage and the many assets that make it such a pleasant place to reside.

The Town of Wilson Historical Society and Museum is located in the old New York Central Railroad Depot on Lake Street in the Village of Wilson. Established in 1972, the museum has been expanded over the years through the help of volunteers. The 1861 Randall Road Schoolhouse was relocated to the site in 1996. It has since been renovated into working condition to provide visitors with a true experience of a one-room schoolhouse. Other displays include a 1903 N.Y. Central Railroad caboose, the John F. Argue Memorial Building (which houses many antique and classic cars), and the Barnum Building with exhibits of the former Wilson Post Office and a country store. The museum also included the Rex Tugwell Log Cabin, which was donated to the museum in 2000.

Prior to the Civil War and into the 1800's, many homes in Western New York were built of cobblestone. The rounded polished rock from Lake Ontario was quite plentiful along lake beaches, and a nuisance to farmers. Many of these homes have been well maintained over the years and quite a few are located in Wilson. A number of these homes are located on Maple Road.

The Wilson Historical Society has published a tour brochure of 12 cobblestone homes in the Town and Village (see Appendix J). Of note on the tour is the home of ship captain Morgan Johnson. It is located on Lake Street, just outside the Village, and was built in 1844. Another noteworthy cobblestone structure is the Wilson House Inn, located at the intersection of Lake Street and Young Street. This structure was also constructed in 1844. The Wilson Historic Society has also published a tour of historic markers in the Town and Village (Appendix J). There are 18 locations noted on this tour.

In addition, there are a number of historic cemeteries and burial sites in the area. As previously mentioned, Greenwood Cemetery and Veterans Memorial Park commemorates the men and women from Wilson who historically served in the U.S. military, including veterans from the Civil War (as well as two individuals who fought in the Crimean and Revolutionary War, respectively). Greenwood Cemetery is also includes burial remains that





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were once located at the site of the Nathaniel Davis Farm on the east side of Wilson-Cambria Road. The contents of the cemetery were moved in 1872 when the railroad was constructed in this area. Other known historic sites include:

- Bobzien-Saint Peter Evangelical Lutheran Church cemetery – north side of Nelson road, between Route 425 and Maple Road, at the former site of the church.
- Randall Road Cemetery – west side of Randall Road, north of New Road.
- Daniels Road Cemetery – Daniels Road, near New Road.
- Sunset Island – Maple Grove Cemetery – east end of the Sunset Island peninsula.
- West Young Street Cemetery – at Battery Hill, just south and east of east branch of Twelve-Mile Creek.
- Williams Family Cemetery – on the Ness property on West Lake Road (Daisy Barn) and includes three or four markers. The Ness farm property also includes an early burial area.

The Town and Village offer a variety and abundance of scenic resources. In addition to the charming character of the Village center, the historic structures and picturesque farm fields, the waterfront and Wilson Harbor area provide numerous opportunities to appreciate the lake and other local visual resources. Views of the lake shore are available at the Village overlook and a few other locations along Route 18, which is the Great Lakes Seaway Trail.



Lake Ontario from Route 18

Western end of Tuscarora Bay





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Wilson Tuscarora State Park Beach

Village of Wilson residence

Wilson Pier Park and Wilson Tuscarora State Park also offer opportunities for scenic viewing. The Village is a quaint collection of older homes, including a number of historic structures that provide visual character to the area, as well. The wide array of scenic resources that exist, year round, throughout the area are one of the many assets of the community.

3.6 Transportation

3.6.1 Highways

The transportation system in the Town of Wilson consists of both roads that radiate from the Village of Wilson and roads that provide a grid-like cross access pattern throughout the Town.

State Route 425, Cambria-Wilson Road, is the major north-south corridor through the Town and Village and State Route 18, Lake Road and Harbor Street, is the major east-west corridor and also follows the Lake Ontario shoreline. State Route 425 is a 2-lane Rural Major Collector that handles approximately 2,500 vehicles per day. State Route 18 is a 2-lane Rural Minor Arterial that handles approximately 1,950 vehicles per day. State Route 93 passes through the southwest portion of the Town between Ransomville and Cambria and is a 2-lane Major Rural Collector that handles approximately 1,900 vehicles per day. Wilson-Burt Road, County Route 52, is a 2-lane Rural Major Collector that runs between the Village of Wilson and State Route 78 in Newfane and handles approximately 1,800 vehicles per day.





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Other major corridors throughout the Town and Village include Wilson-Youngstown Road, Randall Road, Beebe Road, Ide Road, and Young Street.

3.6.2 Rail

There are no active railroad lines located in the Town or Village of Wilson. There is an abandoned railroad corridor that extends from the Village of Lewiston across the Town to the Village of Wilson, and then runs parallel to the Lake to the Town of Somerset, where a portion of the corridor is still in active to access the AES Somerset facility from Lockport. Most of the railroad corridor throughout the Town and Village of Wilson is within private ownership or has been partially developed.

3.6.3 Public Transportation

The Niagara Frontier Transportation Authority does not provide public transportation service to either the Town or Village of Wilson. Niagara County's Rural Niagara Transportation operates a fixed route between Wilson, Olcott, Lockport, and NCCC. The Niagara County Office for the Aging operates the Senior Van service, which is an on-demand transportation service for seniors to attend medical appointments only.

3.6.4 Airport

The Holland's International Field, located at the intersection of Beebe Road and Nelson Road, is a small grass strip general aviation airport used for the Frontier Skydivers parachute jumping.

3.6.5 Bicycle and Pedestrian Facilities

Pedestrian facilities are readily available throughout the Village of Wilson where sidewalks exist along several streets. Sidewalks and other pedestrian facilities in the Town are limited outside of the Village of Wilson. Improved connections for pedestrians and others are needed around the harbor area and between the harbor, Village center and Wilson Tuscarora State Park.





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3.7 Utilities and Infrastructure

3.7.1 Wastewater Disposal

Town of Wilson

The Town of Wilson is not serviced by a wastewater collection and treatment system. Currently, wastewater management and disposal needs in the Town are handled by individual, on-lot septic systems. These systems are required to be constructed in accordance with Niagara County Department of Health criteria. All septic systems in the Town are privately owned and have been constructed on an as-needed basis.

On-lot septic systems typically have a design life of up to 30 years, if properly maintained. To protect local ground and surface water quality, it is important that property owners have their septic systems cleaned on a regular basis. This will extend the operating life of the system and help to prevent water quality degradation.

The Town has areas that would greatly benefit from public sewers. The wastewater management needs in the Roosevelt Beach area, in particular, must be addressed over the long term. There is potential for sewer extensions from the Village system to other areas of the Town, but the existing inflow and infiltration issues, as discussed below, must be addressed to ensure adequate capacity at the wastewater treatment plant. Maintenance of the wastewater management facilities on Sunset Island is also an issue.

Village of Wilson

The Village of Wilson owns and operates a public wastewater management system, which includes a wastewater treatment plant (WWTP) that is located on the east side of the Wilson Harbor inlet channel. . This system is comprised of approximately seven miles of gravity sewer piping, ranging in size from size to twelve inches. Approximately 85 percent of the collection system piping is comprised of vitrified tile pipe, with asbestos cement, cast iron and poly-vinyl chloride piping making up the remainder of the system, which includes a number of brick and pre-cast concrete access manholes. The WWTP discharges treated waste water into Lake Ontario through an outfall pipe that extends approximately 1,100 feet offshore. All of the Village of Wilson has sanitary sewer service, with the exception of two homes that still utilize on-site septic systems. Sunset Island is located in the Town of





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Wilson and served by the Village wastewater treatment plant. Sunset Island is currently the only area served by grinder pumps and force main.

The Village of Wilson Sewer and Water Department is responsible for operation, maintenance and repair of the entire sanitary sewer system, including the service lateral pipes for individual houses up to the right-of-way. However, the Town of Wilson maintains the portion of the system that services Sunset Island. The WWTP is a rotating biological contactor plant that has a average daily treatment capacity of 0.3 million gallons per day (MGD), and a one MGD hydraulic capacity. It typically handles between 0.1 and 0.2 MGD. However, during periods of heavy rainfall, stormwater infiltrates the piping system, increasing flow and causing the plant to operate at or near full capacity. Under severe circumstances, untreated waste is discharged to the lake. The Village has made progress in identifying and mitigating, to the extent possible, the various sources of inflow and infiltration into the system. The Village Board is considering retaining a contractor to provide inspection and remedial activities, including rebuilding and rehabilitating eight manholes and smoke testing the main lines.

The Village's wastewater treatment plant (WWTP) is aging, but is well maintained. Upgrades to the plant are made on an as-needed basis. The Village is currently planning to undertake improvements to address aging facilities and performance issues, as well as regulatory enforcement actions and initiatives. These items include the installation of a new roofing system, installation of an automatically-cleaned headworks screening device, removal and replacement of the chain and flight sludge collection mechanisms in the primary and final clarifiers, removal and replacement of media, media supports and air diffusers in each rotating biological contactor unit; bituminous waterproofing to all tanks being serviced, installation of new controls and equipment to the process aeration system, and the installation of an ultraviolet disinfection system. Plant operating personnel have replaced the four submersible sewage wet-well pumps, replaced the HVAC system and lighting with high energy efficient equipment, and installed a new process water pump. Due to the size of this project and associated financial burden, the Village Board is evaluating the need for adopting a capital and asset management program, as future improvements and upgrades to the WWTP and collection system may be required. These improvements will enable the wastewater management system to accommodate Village build out and inflow and infiltration. The Village has also considered expanding the sewer district west of State Route 18, along Shore Drive, and south along State Route 425, to provide service to other portions of the Town.



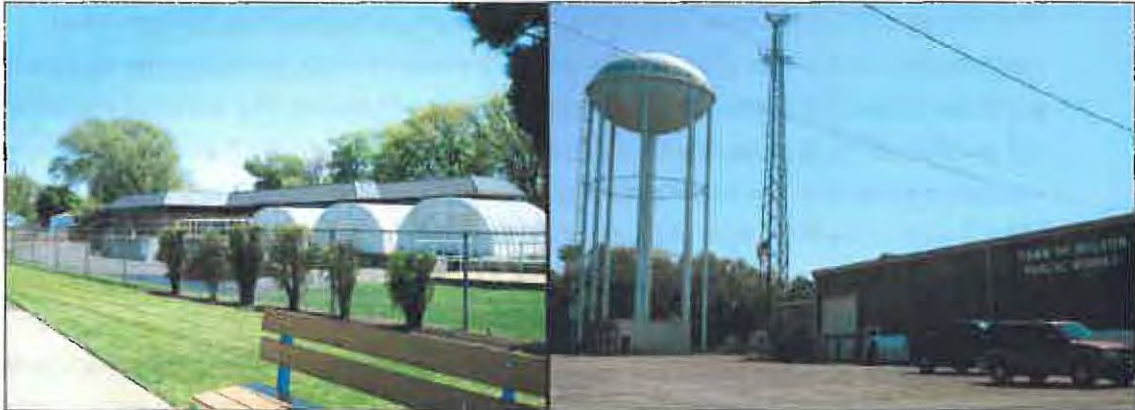


TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



Village Sewage Treatment Plant

Town Water Tower



3.7.2 Public Water Supply

Town of Wilson

The Niagara County Water District (NCWD) supplies water to the Town of Wilson water through transmission mains and three master meters, which are owned, operated, and maintained by the NCWD. The meter pits are located on State Route 425 (Lake Street at the Town/ Village boundary), Harbor Street (near Tuscarora State Park), and Young Street (near Wilson High School). Treatment and pumping of the water are provided by the NCWD at various locations throughout the district. Potable water is stored in a 500,000 gallon water tower owned by the Town, and in various storage tanks owned by the District. In addition, the Town owns and maintains four interconnections and master meters that extend between the neighboring Towns and the NCWD.

The Town of Wilson Water Department is responsible for the operation and maintenance of the entire water distribution system, as well as water service to individual dwellings, including meters and the water line located in the public right-of-way. The Water Department is also responsible for the operation and maintenance of all fire hydrants and in-line valves in the system. To date, the system has been functioning well. Leaks and corresponding repairs are infrequent considering that the first system components were installed in the 1960's.





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The Town has expressed a need to upgrade the distribution system on the northern stretches of Beebe Road to meet high water demands associated with agricultural irrigation practices during the farming season. The high water demand in this area results in lower pressures and volumes in the surrounding area. At some point in the future (long term), the Town may need to consider the construction of an additional water storage tank to supplement the 500,000 gallon tank that currently exists within the Town. This additional storage volume would help meet periods of high demand on the system, as well as provide a source of drinking water in the case that the NCWD system is unable to pump water into the Town. At present, this is not a consideration.

Village of Wilson

The Niagara County Water District (NCWD) supplies water to the Village of Wilson through transmission mains and three master meters. Treatment, storage, and pumping of the water are completed by the NCWD at various locations throughout the district. The Village of Wilson distribution system is fed by these transmission mains to the distribution system owned and operated by the Village of Wilson Water Department. The Village of Wilson service area consists of approximately 7.9 miles of waterlines and approximately 540 service connections. Included in this distribution system are fire hydrants, valves, and service connections (up to the right-of-way at the curb box.) The Village Water Department is also responsible for operation and maintenance of all fire hydrants and inline valves in the system.

The majority of the Village of Wilson water system was constructed between 1917 and 1919 and consists of various diameter cast iron pipes that are still in use today. This system supplies water to about 50 percent of the Village's water service connections. The Village installed a new waterline 'loop' in 1989 in order to replace portions of the aging system and provide adequate pressure and fire protection to areas adjacent to the loop. The remaining 50 percent of the Village's service connections are tied to this line. All Village residents and businesses are connected to the Village water system. No area within the Village is served by well water.

The Village of Wilson water system will require additional maintenance and upgrades that include replacing sections of the aging water system, providing a new waterline to meet the water demand of a nursery located at Young Street and Mechanic Street, and other miscellaneous upgrades, replacements, and repairs.





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3.7.3 Stormwater Management

The majority of the stormwater runoff generated within the Town and Village of Wilson drains or sheet flows into open ditches or enclosed storm sewer systems that eventually discharge to Twelve-Mile Creek, which flows into Tuscarora Bay and outlets into Lake Ontario. Other areas of the Town drain to the East Branch of Twelve-Mile Creek (or one of its tributaries), which outlets to Lake Ontario through Tuscarora Bay. The Village has been systematically replacing open ditches in areas where open ditches are close to sanitary sewer systems in an effort to decrease the amount of stormwater infiltration into the sanitary sewer system. Efforts are made to keep roadside ditches and culverts clean and in good working condition. Furthermore, drainage considerations are included in all development proposals.



Section 4
Findings and Recommendations



TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



SECTION 4.0 - FINDINGS AND RECOMMENDATIONS

This section of the Comprehensive Plan identifies critical themes and key findings, outlines specific recommendations and establishes the vision plan for the Town and Village. Based on a thorough analysis of the Inventory of Existing Conditions (Section 3.0), consultation with the Comprehensive Plan Advisory Committee, and public input, the following assessment was developed. Centered around the themes identified in the Goals and Objectives (Section 2.0), an evaluation of strengths, weaknesses, opportunities and threats (SWOT) was conducted. The following analyses identify existing and future issues of concern and potential constraints, as well as opportunities for improvement, which can be addressed to help the community achieve its future vision.

For each focus area, the SWOT analysis is followed by some specific findings and recommendations that provide guidance on how the Town and Village can move toward achieving the goals and objectives. These recommendations attempt to capitalize on the strengths and opportunities that exist in the area, while recognizing the potential weaknesses and threats that may impact future successes. The recommendations can be best thought of as a toolbox of ideas for possible use by the Town and Village. They do not represent things that must be done; they are provided for guidance to steer the community toward achievement of its vision.

4.1 Analysis of Existing Conditions

Community Character:

Strengths:

- Rural bedroom community atmosphere.
- Village possesses quaint character and charm.
- Waterfront community with excellent views of Lake Ontario.
- Many historic structures (cobblestone homes).
- Abundant open space.
- Agricultural uses that add character.
- The Twelve-Mile Creek corridor.
- Strong community support and commitment.





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Weaknesses:

- Zoning that encourages standard Euclidian style development that results in “cookie cutter” subdivision development.
- Lack of design criteria and standards to protect community character.

Opportunities:

- Use of comprehensive plan to manage growth and development.
- Use of zoning overlay districts to protect and enhance community character in certain areas.
- Adoption of development standards to protect community character and open space.

Threats:

- Long-term urban sprawl.
- Inconsistent development styles that change character of the area.

Findings and Recommendations:

The Town and Village of Wilson are rural in character, with the Village of Wilson functioning as the Town center. Land use in the Town is primarily agriculture, low-density residential development (single-family homes on larger lots and/or associated with farm properties) and open space. The Village is more densely developed with a small commercial district. The community has expressed a significant interest in maintaining the character and “community feel” that exists in the area. There is a need to strengthen the role of the Village as the Town center, allowing future growth to occur in and around this area, where infrastructure and other public services are available.

1. Implement Rural Development Guidelines and Practices

In an effort to preserve the rural character of the Town, rural development guidelines and practices should be implemented by the Town and Village. In the Town, conservation subdivision development practices (clustering) help preserve open space and important natural features by allowing for a denser arrangement of housing, thereby retaining those resources. Open development areas, which allow for shared driveways and fewer frontage lots and buffering also help minimize visual impacts of development. In the Village, neo-





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traditional development guidelines can encourage new development that is in character with the grid street pattern and housing styles that currently predominate. “Complete streets” standards that encourage sidewalks, street trees and other similar features also help to continue and enhance the characteristics of a small village. In addition, consider the adoption of rural roadway design standards or guidelines for various roadways in the Town to preserve their rural character (context sensitive design standards and revised signage regulations).

2. Encourage in-fill development and the implementation of hamlet development guidelines in and around the Village

To protect the rural character of the Town and Village, emphasis should be placed on focusing denser development in and around the Village where infrastructure exists or could be more easily extended. New in-fill development in these areas should strive to continue the existing street pattern grid. Locating development in and around the Village helps to maintain the Town center concept, encourages and continues walkability and connectivity and is a more sustainable means for long-term growth and development. Adopting hamlet development guidelines that focus on architectural character, facades, scale and massing of structures, windows, roof lines, etc., can help maintain the character of the Village and adjacent areas in the Town, and prevent development styles and designs that do not support and continue the quaint and bucolic character of the area.

3. Protect historic structures in the community.

Part of what adds character to the Town and Village is the abundance of historic structures. A first priority should be to encourage the continued viability of these structures, through adaptive reuse and continued investment in the buildings. In the case of new development, the Town and Village should encourage a scale and style that fits into and complements the quaint and historic character of the surrounding area. Consideration should be given to developing design or architectural guidelines as an educational tool to help encourage building owners to be sensitive to historic character in remodeling efforts. Historic preservation guidelines can protect the historic characteristics of these structures, whether or not they are officially designated as an historic resource. Over the long term, the municipalities could consider establishing an architectural preservation committee as an option for ensuring that existing structures are protected and new structures or development is in keeping with the character of the area.





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4. Consider the use of other local land preservation mechanisms to protect open space and agricultural resources that enhance the rural character of the community.

In addition to the neo-traditional land development practices such as conservation subdivision and open development areas, there are additional mechanisms that can be considered. These include development of a local farmland protection plan that more specifically focuses on the Town of Wilson, conservation easements, purchase of agricultural conservation easements and leasing of development rights. Conservation easements are a tool for permanently preserving land that contains open space and environmental or cultural resources of value to the Town. Purchase of agricultural conservation easements (PACE) is a tool used similarly to conservation easements, except that the landowner can voluntarily agree to sell their development rights to permanently limit the use of the land to agricultural. Leasing of development rights is another mechanism for preserving open space or environmental/cultural resources for a specified period of time (e.g., 25 years). This allows for the long-term preservation of resources but does not restrict the landowner from ever developing or selling the property for development purposes. This tool can also be used to restrict the long-term use of land for agricultural purposes only and can be a viable alternation for farmers not willing to enter into a permanent conservation easement.

Downtown Revitalization and Economic Development:

Strengths:

- The Village commercial district is the Town center and has retained its traditional downtown character.
- The Village commercial district retains a prominent place in the community: unlike many communities, there are no competing retail districts at the outskirts.
- Both Town and Village residents strongly support the value of the commercial district.
- There are existing community anchors, such as the library, the school, the post office and the municipal building, that help bring traffic to the area.
- There is adequate parking.
- There are a number of attractive buildings that add to the character of the area, including several historic buildings.





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Weaknesses:

- Lack of identity.
- Need to establish a stronger sense of place.
- Commercial district does not have an identifiable niche.
- The central commercial zoning district corresponds to existing commercial properties in the Village and there is little potential for expansion.
- The fire hall occupies a large proportion of the available space within the commercial zone, limiting the amount of property available for commercial or retail redevelopment.
- The area could benefit from improved aesthetics (new facades, streetscapes, public improvements).
- The large parking lot adjoining fire hall could be better integrated with downtown.
- The configuration of buildings and/or floor plans may not satisfy the current needs of small businesses.
- There is limited economic activity and need for a greater diversity of small businesses.
- The Village lacks of a business plan for the downtown.
- There is limited infrastructure and utility services in the downtown (cable, wifi, etc.)

Opportunities:

- Improvements to the commercial district to enhance role as the community center.
- Proximity to NYS Route 18 (Great Lakes Seaway Trail).
- Taking advantage of the proximity of the downtown to the waterfront.
- The potential for greater connectivity between waterfront and downtown.
- Canadian investment.
- The potential exists to rebrand the downtown with a theme.
- Developing artist lofts and studios in the downtown.
- Grant funding opportunities exist.
- The backside of Young Street can be updated to enhance activity in the downtown.

Threats:

- The general economic climate is a threat to the viability of existing businesses and impedes new start-up business.
- Local businesses must compete with venues outside Wilson (local and on-line).

Section 4.0 – Findings and Recommendations





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



Findings and Recommendations:

The Village of Wilson is the activity center for the Town, with a commercial district that contains some attractive and historic structures. This area is developed with a small assortment of businesses, including the Municipal Hall, library, post office and public schools, which are important central services that are easily accessible to residents. However, there is a need for a greater mix of uses in the downtown and revisions to existing zoning requirements to help achieve this goal. The Village center lacks identity and a sense of place, and is in need of economic revitalization. Its proximity to the waterfront and harbor and NYS Route 18 (the Great Lakes Seaway Trail), as well as Wilson Tuscarora State Park, provides opportunities for improvement and for boosting tourism.

1. Develop updated Central Commercial district zoning regulations

The Village should update the zoning regulations for the central commercial zoning district (C-C Central Commercial). The updated regulations should allow mixed uses, but also explicitly permit single-family homes to prevent existing residences from becoming non-conforming uses. The uses that are currently allowed as-of-right under the zoning should be carefully assessed to target the types of uses the Village would want to allow in this limited area. It is also recommended that the Village consider extending the size of the district to provide opportunities for increased commercial activity. The intent of these recommendations would be to promote adaptive re-use of existing buildings, protect and promote the traditional character of the village downtown area, and ensure the zoning regulations help the Village maintain a vital and attractive business district. Such revisions to the local zoning would also help to prevent commercial “strip” development by encouraging mixed use development and smaller-scale multi-story structures.

2. Develop design guidelines and standards for the Village to improve and maintain community character and address other aesthetic concerns.

In an effort to protect and promote the downtown and advance it as an attractive location, the Village should develop design guidelines and standards to preserve and enhance the character of the community. Such standards would be aimed at maintaining the existing look and style of historic structures through preservation of existing structures and through new designs that emulate and continue the community character. This involves attention to architectural design, facades and rooflines, building placement and materials, landscaping, signage, lighting and other design elements that lend to the appearance and use of





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development and redevelopment. Utilizing design standards will help the Village to enhance the aesthetic quality of the area, as well as its position and identity as a tourist destination.

3. Investigate the feasibility of moving the fire station, over the long term, to another location to free up the valuable downtown properties for higher and better usage.

There is limited area for new development in the downtown and the Village should take advantage of every opportunity to capitalize on prime locations for growth and improvement along the main thoroughfares. The fire station occupies prime real estate that could be utilized for more prosperous commercial activities. Therefore, the relocation of the fire station to a nearby location, outside the downtown, is recommended. The fire station does not require a location on the primary commercial street and the fire department could still effectively service the area from a less prominent location. Relocation of the station would open this property up for redevelopment as a use or uses that would provide greater economic benefit to the area. A study should be undertaken to evaluate available sites that could accommodate the fire station and at the same time provide for adequate response time and service.

4. Create better a connection (physical and wayfinding) between the downtown commercial district and the waterfront.

The Town and Village benefit from the significant assets of a vibrant harbor and waterfront and an active downtown business district. However, these assets are not directly connected and, therefore, the community cannot take advantage of their full potential for commerce and tourism. The Wilson Harbor area is an important activity center in the community. Its proximity to the Village center is also important to the prosperity of the business district. Having a connection between these key community features is essential to the improved vitality of the area. A physical connection, by way of a multi-use pathway, would enable boaters and other visitors who come to the harbor area to more readily access the downtown. Establishing a jitney service, bike rentals or a similar means of transport between these areas could also be beneficial. Improvements of this nature could be the start of a larger system of connections that could tie Wilson Harbor and Village center with other locations in the Town, as well as with the Niagara River Greenway and Great Lakes Seaway Trail systems and the region at large.





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- 5. Create an organizational entity, such as a business district advisory committee, to manage activity and be a champion for the downtown.**

In an effort to improve economic activity in the downtown and manage the growth and development/redevelopment of this area, the Town and Village should collaborate to establish a business district advisory committee. This body would champion the downtown business district and work to fulfill the vision for this area, including working to clarify and strengthen this vision. The committee could sponsor and plan events and activities to attract customers. It could encourage investments in businesses and properties, and carry out joint promotional campaigns. Without such an entity, the Town and Village cannot capture and realize the full potential of this area. There needs to be a guiding force to oversee current and future efforts to improve the downtown and help achieve the goals and objectives for this area.

- 6. Improve the physical configuration of the downtown with streetscaping and improve signage to direct visitors to the area (wayfinding).**

Another part of protecting and improving the character and quality of the downtown involves improving the value and appearance of the public realm and strengthening the sense of place. Upgrading the physical form and configuration of the “streetscape” can build upon other actions taken to improve the character of the community. Improving pavement design and curbing, and adding landscaping, upgraded street lighting, public amenities (such as benches) and other aesthetic features can make a significant difference. The addition of public plaza space, gardens or other gathering spots can also improve life on the street. All of these efforts are aimed at improving the quality of life in the downtown for residents and visitors to the area. Moreover, an improved wayfinding system should be put in place, with signage and other visual elements, to help make visitors to the area more aware of the harbor and downtown districts, and their proximity to one another.

- 7. Investigate business support services such as low interest business improvement loans.**

An important aspect of improving economic activity and bringing new business to the downtown is ensuring the availability of support services. The Town and Village should investigate possible sources of financing and economic support for new and existing businesses to improve and diversify the downtown business community. Capitalizing on resources, such as the Niagara County IDA, government programs and local legislative





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support, to gain an awareness of what may be available for small businesses in the way of technical support, low interest loans or other support or services, can help to establish what is needed to improve the vitality of the downtown and lay the foundation for achieving the goals for this area. Another consideration is the use of incentives, such as the 485(b) program, to encourage redevelopment of abandoned or underutilized properties in the Village.

8. Update buildings to meet Code requirements.

To promote reuse and redevelopment of existing structures in the downtown, certain structures need to be brought into compliance with building code requirements.

9. Investigate the feasibility of redeveloping vacant apartments into art lofts and studios in the downtown area.

In an effort to revitalize the downtown and develop a niche for commerce, the Village should investigate the possibility of allowing redevelopment to support art lofts and studios. This ties in with the necessary revisions to the local zoning to encourage more mixed use development and redevelopment. This also enhances opportunities for improving tourism and economic activity in the downtown.

10. Prepare a "Business Plan" for the business district.

A business plan should be developed for the downtown core area that establishes and reinforces the vision for the downtown as the center of the community. This plan would outline desired uses for the area and identify uses that are key to improving diversity in the business district. All of the recommendations noted above should be included and evaluated in this plan to determine what issues are of greatest priority and to develop a financial strategy for achieving these objectives. A plan of this nature is the best way to ensure that the Village and Town are successful in revitalizing the downtown and helping to establish the identity and sense of place desired for this area.

Wilson Station Area:

Strengths:

- Central location in the Town and proximity to the Village
- Presence of historic structures available for adaptive reuse.

Section 4.0 – Findings and Recommendations





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



- The Wilson Historical Society.
- Available lands and building for development and redevelopment, with space to accommodate a variety of uses, parking, landscaping, etc.
- Existing activity in the vicinity to build on in creating a destination.
- Enthusiastic ownership of property and willingness to invest.

Weaknesses:

- Relative distance from the waterfront makes it more difficult to coordinate with other destinations in the Town and Village.
- Older properties require significant investment for renovation and there could be potential environmental concerns due to former usage.
- Vacant businesses/lack of investment

Opportunities:

- Potential to create an historic destination, with tourism-related benefits.
- Capitalize on Niagara County Wine Trail (brewery is consistent with wine trail theme)
- The area is well located to be a gateway to the community.
- Potential for redevelopment and economic development spin-offs (restaurants, retail, etc.).
- Abandoned rail line could be used for limited rails-to-trails opportunities.

Threats:

- General economic conditions.
- Potential to compete with downtown commercial district.
- Need to ensure any industrial uses do not detract from the character of the area.

Findings and Recommendations:

The Wilson Station area is a gateway area to the Village of Wilson. It contains a small mix of commercial uses, which differ from what exists in the downtown, and offers opportunities for development and redevelopment. The area includes some former industrial structures that can be revitalized for commercial uses. Opportunities also exist for linkages with the downtown and other key features in the area. Future revitalization efforts in this area should complement activity in the downtown.

Section 4.0 – Findings and Recommendations





TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



- 1. Rezone the Wilson Station area to encourage commercial and tourism oriented uses.**
The zoning for this area should allow and encourage the types of uses proposed for development or redevelopment. The Village should consider being more selective with allowed uses for this area. For example, uses currently allowed by right include automobile sales and gas stations. The Town should also review the zoning for the lands surrounding the area to ensure the promotion of development that is in line with the goals and objectives for this area.
- 2. Treat the area as a gateway to the community and develop effective wayfinding.**
Wilson Station is a natural gateway into the Village and visitors must pass through this area to reach the downtown and harbor destinations. The physical and visual character of this area should be addressed through design standards and public improvements that enhance its functioning as a gateway location. Furthermore, the wayfinding system proposed for other areas in the community needs to start here, helping to guide visitors to the other important destinations in the area.

Waterfront Resources and Revitalization:

Strengths:

- On the shore of Lake Ontario.
- Well-established harbor, with a strong identity outside of Wilson.
- A strong local recreational boating and fishing industry in Lake Ontario.
- An abundance of marinas and yacht clubs for recreation boating and fishing.
- Available support services for boaters.
- Attractive upland services and establishments surrounding the harbor area (Wilson boathouse and shops).
- Numerous Canadian visitors.
- The Twelve-Mile Creek corridor.

Weaknesses:

- Limited locations for public access to the lake and other local waters.
- The location of the wastewater treatment plant at entrance to the harbor.
- Shoaling in the harbor, particularly away from the navigation channel.

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- Lack of connection between Wilson Harbor, Wilson-Tuscarora State Park and downtown.
- Lack of transient slips and temporary dockage in the harbor.
- Lack of public boat launching sites.
- Limited lands zoned for waterfront commercial use.

Opportunities:

- Potential for the establishment of pedestrian connections between the waterfront and surrounding resources (State Park, downtown, other waterfront recreational resources).
- Potential for improved / increased public access.
- NYS Seaway Trail designation for Route 18.
- Long-term reuse of mobile home property for waterfront commercial use.

Threats:

- Ongoing coastal erosion.
- Watershed-wide water quality issues.
- Alternate locations for recreational boating activity, such as Olcott Harbor.
- Competition from other regional recreational assets.
- Long-term potential for off shore wind turbines.

Findings and Recommendations:

Wilson benefits from a waterfront location along Lake Ontario, which offers opportunities for recreational boating and fishing. The Wilson Harbor complex supports a number of yacht clubs and marinas, which capitalize on the close proximity of Tuscarora Bay to the lake. Wilson Harbor is an important node of activity for tourism, but locations for public access to Lake Ontario and the bay are limited. The Wilson Harbor area is contiguous with Wilson Tuscarora State Park, but aside from water access for boaters, direct connections are lacking. Wilson Harbor is a key feature in the Town and Village and planning efforts for the future must be focused on this area, in terms of the potential for connections with the Village downtown and the State Park, its location along the Great Lakes Seaway Trail and its position as a recreational resource.

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1. Develop a multi-use trail between the waterfront (Wilson Harbor area) and Wilson-Tuscarora State Park.

Wilson Harbor and Wilson-Tuscarora State Park are two key waterfront assets in the Town of Wilson that offer recreational opportunities, but there is no direct physical connection between these resources: traveling on NYS Route 18 or by boat provides the only direct connection, which means visitors must travel south from the harbor and then follow Rte. 18 around the south side of the park to reach this destination. A direct connection between the harbor and the State Park could improve the use and enjoyment of both areas. Such a connection could be established at the site of the former Red Bridge, which crossed the east branch of Twelve-Mile Creek to connect O'Connell Island with the park (which was formerly +a private golf course). Re-establishing this as a feasible route will require an effort by the Town and Village that could benefit both visitors and residents alike. As the right-of-way is now held privately, ownership issues and the potential for easements would have to be investigated.

2. Investigate the feasibility of moving the sewage treatment plant, over the long term, to another inland location to free up the valuable waterfront properties for higher and better usage.

The Town and Village own very little property around Wilson Harbor. The wastewater treatment plant occupies the largest parcel in public ownership. This facility greets boaters who enter and exit the harbor and restricts physical and visual access to Lake Ontario. The facility also is reaching an age where significant investment may be required to improve its operations. In lieu of making large capital investments in an obsolete facility, the Village and Town should explore alternatives, such as relocating the plant or entering into agreements with an adjacent community for a shared facility. Removing the plant from this location will open this strategic parcel up for better public use.

3. Work with DEC on coastal erosion and harbor shoaling issues.

The Wilson waterfront is exposed to the forces of Lake Ontario, which are slowly eroding the shoreline. Development along the waterfront, in certain locations, is compromised by this continued threat and regulations are in place to restrict shoreline use. Regulations also restrict how erosion can be controlled along the shoreline. The Town and Village must work with the NYSDEC to collectively manage shoreline erosion and find a balance between the need to protect private investment and natural resources and shoreline processes.





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4. Navigational access throughout Wilson Harbor should be maintained.

Wilson Harbor is a significant waterfront asset that contributes to the local economy. Effective access to Lake Ontario is essential to the success of existing marinas and yacht clubs. Therefore, the Town and Village must work with the Army Corps. of Engineers to ensure that the navigation channel is maintained on a regular basis. In addition, the channels and water corridors that connect to the main channel to provide secondary access to private clubs and marinas must also be navigable. These areas, which are not maintained by the federal or state governments, are subject to shoaling and require dredging to ensure effective use and operation.

5. Evaluate the long-term potential for additional waterfront commercial development around Wilson Harbor.

Wilson Harbor is one of the areas greatest attractions. The Wilson Boathouse facility and its accessory uses are popular with visitors to the area, but there is limited room for the expansion of this commercial activity. The Town should evaluate possible rezoning and the long-term use of other lands in the vicinity for waterfront commercial use. For instance, the existing mobile home park is not a water-dependent or water-enhanced use and does not require a location on the harbor. This land offers the potential for the development of additional marine commercial and retail uses that could expand and enhance the area as a tourist attraction. This would also provide the opportunity for the Town to increase its extent of commercial property.

Cultural, Historic and Recreational Resources and Tourism:

Strengths:

- Wilson-Tuscarora State Park (Excellent asset for the Town and Village).
- Waterfront - Wilson Harbor and associated features (Wilson Boathouse, Pier Park, Village Overlook, etc.).
- Lake Ontario and the recreational fishing industry.
- Existing marinas and yacht clubs.
- Great wealth of attractive, historic structures, including a number of cobblestone houses.
- Strong history of cooperation between the Town and the Village.
- Existing snowmobile trails through communities.

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Weaknesses:

- Lack of a strong identity/niche/ theme.
- Off the beaten path – need to actively attract visitors because there is very little ‘pass-through’ traffic to capture.
- Lack of adequate connections between amenities and resources.
- Limited waterfront access opportunities for the general public.
- Lack of awareness of the area on the part of people who are not familiar with Wilson.
- Lack of information/ marketing to promote the community.
- Seasonality.
- Lack of lodging and accommodations for visitors, including campsites closer to the Village and State Park.

Opportunities:

- Stronger waterfront – boating, fishing, sight-seeing, sailing, etc.
- Stronger downtown.
- Re-established connection between the harbor and the State Park.
- Better coordination between downtown and the harbor.
- Recreational opportunities at the southern portion of Wilson-Tuscarora State Park.
- Local management of Wilson-Tuscarora State Park.
- Improved usage of Wilson-Tuscarora State Park.
- Events and activities to attract visitors and support local economic activity.
- Niagara County Wine Trail.
- Agri-Tourism.
- Great Lakes Seaway Trail.
- Snowmobile trails and ice fishing (off-season recreation).

Threats:

- State funding for Wilson-Tuscarora State Park (for maintenance and improvements).
- Competing with other regional destinations.

Findings and Recommendations:

The Town and Village are home to a number of significant cultural resources that have the potential to provide greater benefit to the community. The presence of Wilson Tuscarora State Park, numerous historic structures, the active harbor, and existing access to a regional and





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State-wide trail system offer opportunities for increasing tourism and economic activity on a year-round basis. To realize these opportunities, improvements are required to strengthen connections between resources, gain greater recognition of the area as a destination and take advantage of the quaint character and interesting attractions that exist in the area. Such improvements tie in with the community's desire to revitalize the downtown, attract more visitors to the area and enhance overall economic vitality.

1. Investigate feasibility of local management of Wilson-Tuscarora State Park

Wilson-Tuscarora State Park is a major recreational asset in the Town and provides significant opportunities for public access to Lake Ontario in the community. It is the primary location for public recreation and supplements the boating opportunities that are provided by Wilson Harbor, where public access is more limited. In light of economic constraints that are adversely impacting the use and maintenance of the park on the part of New York State, the opportunity exists for the Town and Village to collaborate to assist with the management of this park. Local control would allow for the continued operation of the park to ensure that it remains available as a recreational resource for the public. Ultimately, it may be feasible for the community to regain local ownership of the parkland, but at present, local management helps ensure that it remains open for public usage.

2. Improve use and availability of resources at Wilson-Tuscarora State Park.

Wilson-Tuscarora State Park offers a number of recreational uses, including picnicking, swimming, hiking and boating. The park covers almost 500 acres, much of which remains undisturbed. There is potential to expand use of the park to include camping, which could enhance tourism opportunities in the area. Recreational camping is growing in popularity and the addition of campsites to the park would attract more visitors to the area and further diversify resources available in the community. Recognizing that the State has limited funding for parks improvements, the addition of camping as a new amenity in the park is a long-term recommendation, but one that warrants consideration.

3. Create a "Friends of Wilson-Tuscarora Park" to help direct usage and generate revenues to make park improvements.

In support of local management and operations of the park, a local entity should be established as the "Friends of Wilson-Tuscarora Park." to help support the care and use of this facility. This arrangement would enable the community to generate revenue to offset the costs of park maintenance to guarantee that the park remains open for use. "Friends"





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operations can organize volunteers, promote fund raisers and sponsor events to provide additional support for the facility. The Buffalo Olmsted Parks Conservancy is an example of a very organized version of this type of arrangement; in Wilson, a simpler version would be more likely.

- 4. A multi-use trail should be established along State Route 18 (the designated segment of the Great Lakes Seaway Trail and National Scenic By-Way), connecting Wilson with neighboring Newfane and Porter.**

To support better connections and build upon the potential of the Great Lakes Seaway Trail, a multi-use pathway should be established along Route 18 through the Town and Village of Wilson. This trail could act to connect Wilson Harbor, Wilson Tuscarora State Park and the Village (via Pettit Street or Youngstown Road). It could also provide a connection with the Niagara River Greenway system.

- 5. Create a connection between Wilson Harbor and Wilson-Tuscarora State Park**

There is a strong need to link the waterfront (and Village center) with Wilson Tuscarora State Park. The entrance to the State Park is located off of State Route 18, west of the Village and the waterfront, at the south end of the park. There is no direct connection between these areas. At present, residents and visitors to the Wilson Harbor area must travel away from the harbor, following Route 18 around the southern portion of the State Park, to utilize facilities in the Park. Access could also be achieved by boat, but there is limited transient dockage at the park. A former connection (the Red Bridge) was removed in the late 1960's. This bridge provided a direct connection between the O'Connell Island (part of the inner harbor area) and the park. Having this connection re-established could improve use of both areas, making it easier for visitors and residents to move between the two areas. Therefore, there is a desire to have the Red Bridge reconstructed. This connection would tie in with other improvements that the Town and Village desire to make in this area.

- 6. Develop a multi-use walkway for the "Inner Harbor" area**

In the area situated south of Tuscarora Bay and Wilson Harbor, where O'Connell, Clarks and Treasure Islands are situated (which could be referred to as the inner harbor area), the Town and Village have growing concerns for pedestrian safety. In particular, the area in the vicinity of Veterans Memorial Park and Shore Road, which circles O'Connell Island. The park is located at the end of Park Avenue, where it connects with Shore Drive (which





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provides access to O'Connell and Clark Islands and the marinas and other resources located in that area). Veteran's Memorial Park and the adjacent Greenwood Cemetery attract a large number of visitors each year. Improvements for pedestrian access and safety in this area could tie in with the connectivity improvements recommended above. The desire is to have a walkway or trail system that would run along Park Street, starting at Route 18 (Seaway Trail), and extend along Shore Drive. It would link the memorial park, cemetery, marinas and Sunset Grille Restaurant together. It could also be directly linked with the proposed Red Bridge connection to Wilson Tuscarora State Park. This walkway, together with the other improvements for connections in the area, would advance the Community's vision for providing access to the well-traveled Route 18 and help enhance the area as an inviting destination.

7. Develop a multi-use trail to connect Route 18 via Prospect Street.

Another opportunity to improve recreational opportunities, as well as tourism, is to develop formalized public access to NYS Route 18 from Prospect Street (on the eastern side of the Village). A multi-use trail could be extended along the Prospect Street right-of-way (paper street), from the vicinity of the Wilson Central School District property north to Route 18. The multi-use pathway would provide direct access to the resources at Krueger Park from the school facilities and surrounding residential area. It could also provide an additional connection to the Great Lakes Seaway Trail system and a supplement to the overall scheme for multi-use pathways in the community.

8. Develop a park master plan for Krueger Park to evaluate best options for recreational amenities in the park.

Calvin Krueger Park is another important recreational asset in the Village. It provides opportunities for passive and active recreation. This park covers approximately 15 acres, much of which remains as open space. A master plan should be developed for this park to evaluate what it can offer and how its existing use might be improved to offer more for residents and visitors to the community. This plan would evaluate the best options for recreational uses in order to gain full advantage of strategic location of the Park along the Great Lakes Seaway Trail, near the Village center, and across from the Lake Ontario waterfront. As a part of this effort, it should be determined if the existing ball fields could be relocated and potential alternative sites should be identified for these facilities. Furthermore the Wilson Highway Garage facility should also be relocated, freeing up





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additional area in the park for greater public benefit. Among the potential uses for the park, camping should be a consideration.

- 9. Town and Village need to collaborate on a wayfinding system that provides better direction to visitors and others to local amenities, the harbor, the State Park, etc. This system could also tie in with the County's shoreline trail signage initiative.** Visitors to Wilson do not have clear guidance about where resources are located. Better signage and directional information will help people find their way from one destination in the Town to another. This effort should be coordinated with the County's signage and trailway initiatives.

- 10. Capitalize on the abundance of historic and cultural resources in the community and develop a marketing strategy for promoting the resources in the area to help provide better identity for Wilson.**

The Town and Village of Wilson are home to a number of historic homes and resources that are worthy of recognition. The community should find ways to capitalize on these resources with techniques such as the development of a map of local cobblestone homes. In addition, establishing a local designation for homes 100 years old or older can add to this effort (these resources could be added to the map and promoted). The Town and Village should also capitalize upon, and make better use of, the Wilson Historical Society. All of these efforts are a way to help bring identity to the area and celebrate part of what makes Wilson special.

- 11. Develop a year-round tourism program that includes events in all four seasons.**

A present, the Town and Village of Wilson see the strongest tourism activity occurring during the spring, summer and fall, when recreational boating is prominent and agricultural pursuits provide greater opportunities to attract visitors. The Wilson community needs to develop programs and opportunities for continued tourism activity in the off-season. Winter festivals, ice skating activities, snowmobiling or cross-country skiing, and similar pursuits, are ways to attract visitors to the area during winter and help boost local economic activity.





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Agriculture

Strengths:

- Strong and vital basis for agriculture in the community.
- Prime farm soils and well established agricultural districts.
- Established markets for produce.
- Community support for agriculture.
- Limited development pressure.
- Good climate for agriculture.

Weaknesses:

- Absence of a farmers market.
- Unwillingness on the part of the next generation to continue farming as a career.
- Agricultural land not in use.

Opportunities:

- Greater diversification.
- Value-added through agri-tourism, vertical integration.
- Potential for the development of new crops and products (e.g., hops).
- Growing equestrian industry in Western New York.
- Agri-tourism is a growing market in the region.

Threats:

- Potential development pressure.
- Weakness of agricultural markets (general economics of farming).
- Movement toward a less diverse agricultural industry.
- Changing economics of farming as a business.

Findings and Recommendations:

Agricultural activity in the Town is an important element of the local economy that enhances the character of the community. Existing agricultural activities should be protected and enhanced. The Town has areas with prime farm soils that benefit agricultural pursuits; protection of these resources is important to the continuance of farming in the area. There is a

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need to diversify agricultural activities and create opportunities to increase the benefit of farming in the community.

1. Implement and coordinate with the recommendations of the Niagara County Agricultural and Farmland Protection Plan.

In an effort to protect agricultural resources, the Town and Village should implement the provisions of the Niagara County Agricultural and Farmland Protection Plan, including the adoption of a local right to farm law, the use of non-traditional residential development techniques, and habitat preservation. Over the long term, if development pressures increase, the Town could evaluate the benefit of using a Transfer of Development Rights program or Purchase of Development Rights program to preserve important farmland. In situations where there is significant pressure for development, farmers can be compensated for the value of the

2. Establish an agricultural advisory committee to function on an as needed basis.

Agriculture is a prominent industry in the Town that should be protected and supported. It is important to the local economy and adds to the character of the community. In an effort to recognize the importance of this industry and encourage the wise use and management of agricultural lands, the Town should establish an Agricultural Advisory Committee. This committee would help the Town Board handle potential issues related to agricultural activity. This committee could operate on an as needed basis to assist with grievances between farmers and non-farm neighbors, serve as a vehicle for communication between the Town Board and the agricultural community, and assist with any proposed zoning, policy change or development action that may affect agricultural activity in the Town. It is also recommended that a representative from the Village be a part of this committee to address occasional issues that impact the Town center.

3. Support local agriculture by promoting the sale of locally grown produce at a local farmers market, festivals, restaurants, wholesalers and schools.

Promoting the purchase and use of locally grown produce is an effective way to support agricultural activity in the community. As the agricultural industry in Wilson is an important part of the local economy, efforts such as this are essential for continuing and expanding markets.





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Additional Findings and Recommendations:

In addition to what is noted above, there are other actions that should be considered to help improve the quality of life in Wilson. Consideration should be given to the following.

- Improve prominent entry points into the Town and Village as gateways to welcome visitors to the Town and Village, and establish community identity for visitors and others entering these areas. Gateways demonstrate a sense of “destination” and pride in the community.
- Establish a minimum green/open space requirement of 25 percent for building lots for all non-residential and non-agricultural development within commercial zoning districts (35% for industrial). This minimum requirement will help to preserve natural vegetation and increase the amount of landscaping or seeded lawn area on developed sites. This is a way to help maintain and improve community character.
- Implement “dark sky” lighting requirements for all new or redeveloped properties (particularly commercial or light industrial) to avoid light pollution. Requiring reduced light intensity, screening and shielding, use of flat or recessed lenses and similar measures will help to maintain the natural darkness of the night time sky and eliminate the glow cast by light that spills outward and up from outdoor lighting.
- Ensure sufficient screening and buffering of commercial uses from adjacent non-commercial uses. Maintaining planted buffers, using minimum open space requirements (as noted above) and/or requiring the use of fencing or vegetative screening improves compatibility of uses, protects quality of life for existing uses and helps with the introduction of new development to certain areas of the community.
- Review and re-evaluate certain aspects of the zoning for the Town to ensure that existing zoning regulations support the goals and objectives of the community, in particular the five residential zoning districts. Consider reducing, by number, and refining these districts to better reflect existing and proposed land uses.
- Rescind the Town SEQR regulations and defer to the State regulations. The State’s SEQR regulations are sufficient and generally parallel Town standards. In addition, use of State standards eliminates the need to amend and update Town and Village regulations when the State regulations are periodically changed.
- Reuse the landfill for passive recreation or another appropriate activity that puts this property back in use.

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- Promote programs that identify and mitigate failing septic systems to protect groundwater quality. Local residents should be educated on the importance of maintaining septic systems to extend their life and protect water quality.
- Identify funding and other resources to enable the extension of sanitary sewer service to the Roosevelt Beach area, as well as the need for upgrade and maintenance for the system on Sunset Island.
- Continue a cooperative and collaborative relationship between the Town and Village. Identify and actively pursue opportunities for shared services and facilities between the Town and Village. Also, coordinate municipal planning efforts and consider opportunities for shared services with adjacent communities.
- The Town will look to future opportunities that are economically responsible in terms of where they are headquartered.
- Maintain a Comprehensive Plan Advisory Committee to assist with the implementation of the Comprehensive Plan and to reevaluate the Plan every five years and update as required, to conform to changing conditions and to ensure that action items recommended in the Plan are achieving the goals and objectives.





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4.2 Community Vision Plan

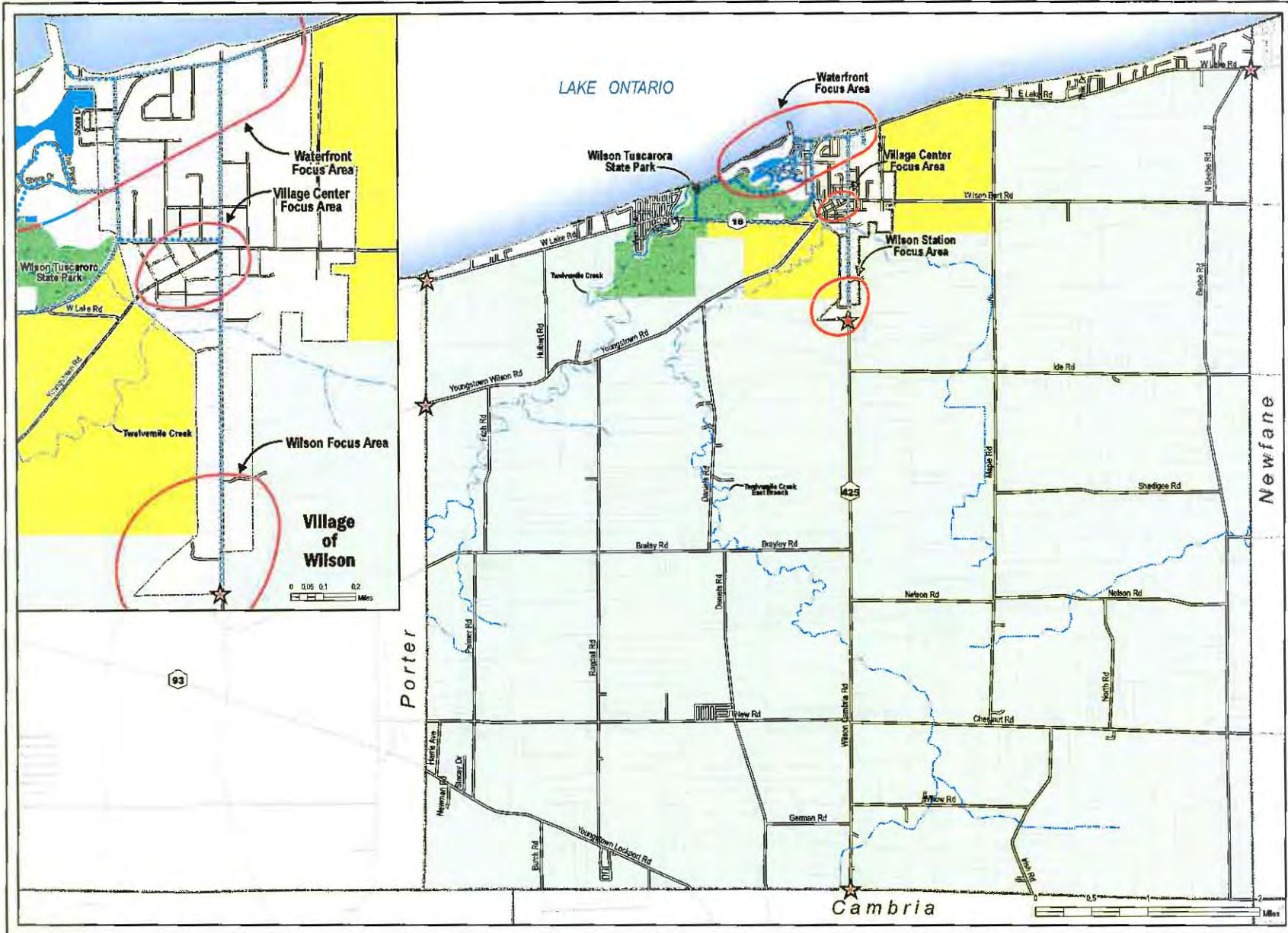
The analysis of strengths, weaknesses, opportunities and threats provides a clearer picture of the direction that should be taken to help the Town and Village of Wilson achieve the goals and objectives for the future. To portray the overall vision for the Town and Village, and help visualize the recommendations set forth above, a Community Vision Map was created. This map identifies specific planning areas to illustrate how the recommendations can be implemented to enhance and preserve the character of the community (see Map 11). Focus areas include the Village center, the waterfront/Wilson Harbor, and Wilson Station, as well as the Rural Residential/Agricultural area and a Village Transition area. Vision is also set forth for gateway entrances to the Town and Village. The following offers greater insight into the vision areas; the objective is that, once implemented, the recommendations for these areas will guide the community toward realizing its future vision.



Village Center Focus Area

The vision for the Village Center is to improve overall vitality and economic activity in the area. Emphasis should be placed on increasing the number and variety of commercial and retail businesses in the area, strengthening the sense of place and Village identity, and improving economic activity throughout the year. Consideration should also be given to the possibly expanding the commercial district to provide greater opportunity for growth.





**TOWN
OF
WILSON**

COMPREHENSIVE PLAN

**MAP 11
Community Vision**



NIAGARA COUNTY - NEW YORK

LEGEND

- Municipal Boundary
- Parcel Boundary (2009)
- Gateway
- Focus Areas
- Connectivity
- Stream / Creek
- Village Transition
- Agricultural / Rural Residential

WENDEL COMPANIES
 WD Project 4 220920
 Map Created: August, 2011

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Guiding Principles for the Village Center Focus Area

1. Focus small-scale retail and other commercial development along Young and Lake Streets to strengthen the downtown area to meet daily needs and services.
2. Prepare a "Business Plan" for the downtown that establishes and reinforces the vision for this area as the Town Center, and create and maintain a Business District Advisory Committee to champion the downtown, focus on securing financing and economic support, and implement the vision (business plan) for this area.
3. Continue to utilize incentives, such as the enhanced 485(b) program, to encourage adaptive re-use (redesign with lofts and studios, etc.) and redevelopment of abandoned or underutilized properties.
4. Use incentive zoning techniques to allow for an increase in development density, particularly to achieve more sustainable development.
5. Re-evaluate existing zoning to ensure that land use regulations support the type, size and density of development that is desired for the downtown, including mixed use and flexibility of restrictions.
6. Evaluate the expansion of the commercial Central-Commercial zoning district to enlarge the downtown business district and create greater opportunity for growth.
7. Address Code compliance issues and encourage the updating of building to meeting existing requirements.
8. Enhance the physical configuration and appearance of the downtown area with streetscaping improvements and incorporate access management standards into the design for commercial projects to improve traffic flow and safety.
9. Hold development and redevelopment to high quality design and aesthetic standards that preserve and enhance the traditional character of the Village. Corporate building designs and images should be discouraged, requiring development to take on a quality unique to the area.
10. Adopt design standards to ensure that the design and aesthetics of new development and redevelopment is in keeping with community character.
11. Improve signage and wayfinding to promote connectivity and walkability to other activity centers, particularly Wilson Harbor, the State park and Wilson Station.
12. Implement dark sky standards for commercial development to preserve the quality of the night sky.
13. Evaluate the feasibility of relocating the fire station to increase the amount of valuable downtown property and ensure the highest and best uses in the area.





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Existing structures can be redeveloped to maintain the historic character of an area.



Redevelopment and new development can be designed to continue and recreate small-town character.



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Wilson Station Focus Area

Wilson Station is an important gateway area to the Village of Wilson. This area has a history of industrial use and was previously supported by an active rail line. It now has the potential to be redeveloped and revitalized with commercial and light industrial uses to foster economic development in the Village and Town.

Guiding Principles for the Wilson Station Area

1. Utilize design guidelines and standards to improve the design of new or rehabilitated buildings, signage and aesthetics, to recognize this area as a gateway to the Village of Wilson and welcome visitors and others to the area.
2. Promote connectivity and walkability with the Village downtown district.
3. Implement dark sky standards for commercial development to preserve the quality of the night sky
4. Consider improvements to the physical environment configuration and appearance of the area with streetscaping improvements.
5. Incorporate access management standards into project design to improve traffic flow and highway safety along State Route 425.
6. Zone lands in Village and Town appropriately to promote a mix of commercial and light industrial uses to achieve the goals and objectives for development in this area.
7. Encourage uses in this area that will supplement activities and uses in the Village business district so as not to create a competitive situation that could adversely impact economic recovery and vitality in the Village center.

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Village Transition Area

The vision for the Village Transition Area is to concentrate potential future growth to areas adjacent to the Village of Wilson, creating a hierarchical transition from the Village center to the rural agricultural countryside of the Town of Wilson. The areas adjacent to the Village have already exhibited some degree of change through the creation of smaller residential lots and overall increased residential use, particularly to the west. These areas are where additional residential growth should occur in the Town in a manner that supports and enhances the Village. It is best to focus growth closer to the Village, where denser development already exists, rather than allow growth in the Town to sprawl across vaster areas of prime farmland. As there is no development pressure from the Town at present, this is considered a pro-active and sustainable approach for managing growth and steering it to appropriate areas in the future. The Village of Wilson also may have the potential to extend sanitary sewer service into this area to support more intensive development.

Guiding Principles for the Village Transition Area

1. Focus retail, mixed use and other commercial development in or immediately adjacent to the Village center to compliment and support the Village.
2. Locate denser residential development where public sanitary sewer infrastructure may be available.
3. Ensure adequate buffering between agricultural uses and non-agricultural uses to protect the viability of farming and minimize the impacts of one use on the other.
4. Promote connectivity and walkability, with connections to the Village center.
5. Support adaptive reuse and redevelopment of existing structures.
6. Utilize design standards and guidelines to ensure that the character of development is in concert with the surrounding area, particularly in the vicinity of the Village center.
7. Implement dark sky standards for commercial development to preserve the quality of the night sky
8. Re-evaluate the zoning district(s) in this area to ensure that the land use regulations support the type and density of development desired; use of a zoning overlay district is a consideration.
9. Locate senior housing and multi-family (higher density residential development) housing in this area.
10. Coordinate planning efforts in the Village Transition area with the Village of Wilson.





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The following images depict how development in the Village Transition Area could include mixed uses designed in a denser fashion that are in keeping with the character of the surrounding community. Note the architectural elements, which move beyond standard franchise design, as well as a denser style of residential development that would fit well into a village setting.



Waterfront/Wilson Harbor Focus Area

The Wilson Harbor area is an important activity center in the Town. This area supports the recreational fishing and pleasure boating industry on Lake Ontario, and is home to a number of yacht clubs and marinas. It offers opportunities for shoreline fishing and scenic viewing and

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receives considerable visitation throughout the year, particularly during the summer. It also enhances the quality of life in the Sunset Island residential community, as well as the surrounding Village. The harbor area is situated immediately east of Wilson Tuscarora State Park, with direct waterside connections.

Guiding Principles for Waterfront /Wilson Harbor Focus Area

1. Improve connections between the harbor area and Wilson-Tuscarora State Park, including a multi-use trail and reconstruction of the Red Bridge.
2. Lend emphasis on maintaining navigational access throughout Wilson Harbor and Tuscarora Bay.
3. Support the highest and best use of lands surrounding the waterfront to enhance commercial and tourism activity.
4. Improve opportunities for public access to Lake Ontario and Tuscarora Bay.
5. Increase the availability of transient dockage.
6. Encourage the establishment of additional lodging opportunities.

Agricultural Preservation/Rural Residential Area

The Town possesses some large areas of productive farmland and prime farmland soils that are important to the character of the area, as well as the local economy. The majority of the Town is included in a State-designated agricultural district. There is public support for the protection of these uses and resources. There are also creek corridors and wetlands areas that are of local significance. The vision for this area is to encourage continued farming and discourage denser residential uses (which should occur in the vicinity of the Village of Wilson) in an effort to protect and preserve the important natural resources that exist throughout the area.

Guiding Principles for the Agricultural Preservation/ Rural Residential Area

1. Continue to support and comply with the Niagara County Right-to-Farm Law and explore the adoption of a companion local law.
2. Consider the creation of an Agricultural Advisory Committee to help mediate and alleviate potential conflicts and promote farming in the Town.
3. Consider strategies to permanently preserve environmentally sensitive areas, important open space areas and areas of prime farmland soils.





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4. Encourage continued development of agricultural operations and facilities, and agribusinesses or establishments that compliment agricultural operations in the Town.
5. Institute farmland protection mechanisms to preserve and enhance agricultural operations, such as a local farmland protection plan, conservation easements and/or leasing of development rights.
6. Utilize rural development guidelines and encourage non-traditional styles of development, including open development areas, conservation subdivisions and clustered development for residential subdivisions of greater than four lots to foster efficient use of land and reduce impacts to agricultural uses and transportation infrastructure.
7. Promote the sale of locally grown produce at local farmers markets, festivals, and wholesalers, and the use and purchase of local produce at area restaurants, businesses and schools.
8. Encourage home based businesses and other low-impact enterprises that enhance the viability of farming and help support farmers in the off-season.
9. Encourage the commercial and non-commercial harnessing of alternative energy sources, such as wind, solar, biomass and photo-voltaic, as long as their impacts on agricultural operations, residents, sensitive and environmental resources, and the character of the area are minimal and/or mitigated.
10. Ensure adequate buffering between agricultural uses and non-agricultural uses to uphold the viability of farming and to minimize the impacts of each use on each other.
11. Consider the use of lateral restrictions for potable water supply where public water infrastructure exists or is proposed in agricultural areas to diminish growth pressures on prime farming and vineyard areas.
12. New development should be located in a manner that minimizes adverse impacts to viable farming activities or farm soils.
13. Implement dark sky standards for commercial development to preserve the quality of the night sky.
14. Adopt rural roadway design guidelines or standards for local roadways throughout the Town to preserve their rural character (context sensitive design/signage).
15. Institute strategies to preserve environmentally sensitive areas, important open space and areas of prime farmland soils.





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Below is a sample farm developed as a traditional subdivision with 33 large acreage lots. There is no preservation of farmland or open space; all the land has been subdivided for rural residential lots.



SOURCE: Arendt, Randall G. (1996). "Conservation Design for Subdivisions, a Practical Guide to Creating Open Space Networks." Island Press. Washington, D.C. and Covelo, CA.

Below is the same farm developed as a cluster residential development which affords the developer more flexibility in exchange for preserving the farmland and open space.



SOURCE: Arendt, Randall SOURCE: Arendt, Randall G. (1996). "Conservation Design for Subdivisions, a Practical Guide to Creating Open Space Networks." Island Press. Washington, D.C. and Covelo, CA.

Section 4.0 – Findings and Recommendations

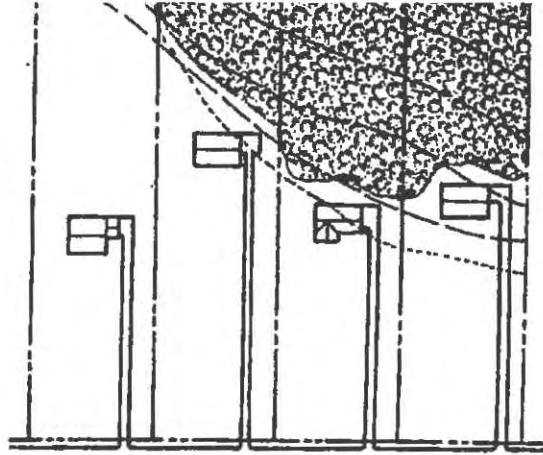




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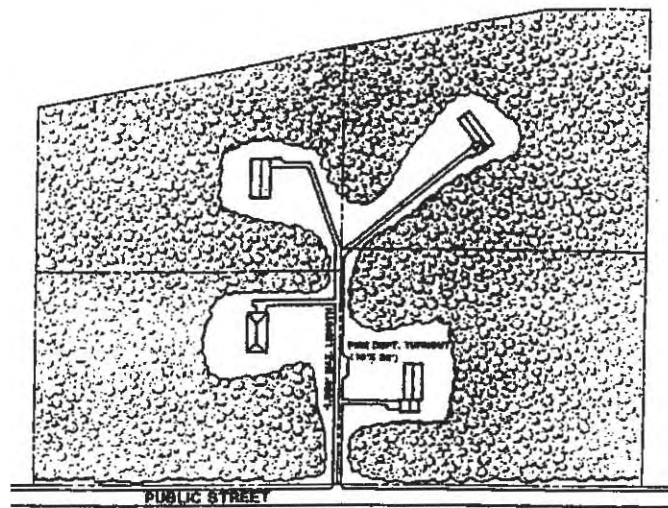


The image below shows a typical rural residential development along road frontage that preserves little forested area.



SOURCE: Heyer, F., (1990). "Preserving Rural Character". Planners Press. Chicago

The image below shows the same rural residential subdivision developed under conservation residential development regulations, with the majority of the forested area preserved.



SOURCE: Heyer, F., (1990). "Preserving Rural Character". Planners Press. Chicago

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Adapting the conservation design principle and trimming lot size and lot width can result in the same number of homes accommodated on half the available land, thereby preserving farmland or open space resource to maintain rural character.



Source: Arendt, Randall G. (May 2009). "Visualizing the Options: Choosing Among our Alternative Futures – Chautauqua County Design Principles Guidebook".

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Here is a conventional yield plan for an 18 unit residential subdivision.



Here is a conservation subdivision design for the same 18 lots.



Source: Arendt, Randall G. (May 2009). "Visualizing the Options: Choosing Among our Alternative Futures – Chautauqua County Design Principles Guidebook".

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Gateways

In addition to the vision areas identified on the Vision Map, there are a number of important entryways or “Gateways” into the Town and Village of Wilson. Entryways that have been identified as important include:

Town and Village Gateways

1. West Lake Road (State Route 18), at the boundary with the Town of Porter; East Lake Road, at the entrance with the Newfane; and at the west and east boundaries (or in the vicinity of the boundaries) to the Village of Wilson.
2. Wilson-Cambria Road (State Route 425), to the south, at the boundary with the Town of Cambria, and in the Wilson Station area, at the boundary between the Town and Village of Wilson.
3. Youngstown Wilson Road, to the west, at the boundary with the Town of Porter, and at the boundary between the Town and Village of Wilson.
4. .

These areas should be improved in a manner that enhances the sense of identity and informs the public that they are entering the Town or Village. Improvements could range from simple signage to more decorative plantings, monuments or other features that are aimed at emphasizing the local pride of the community. Also consider using exit signs “thanking” travelers for visiting the Town or the Village. Signage should identify the area(s) without dominating the landscape (ground level or monument signs, not pole signs).

The following are examples of gateway treatments for villages and hamlets, entry points or other key locations in communities.



Section 4.0 – Findings and Recommendations





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Section 4.0 – Findings and Recommendations



Section 5
Implementation Strategy



TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



SECTION 5.0 – IMPLEMENTATION STRATEGY

The Town and Village of Wilson understand that local planning is an on-going process. The preparation of the Town of Wilson Comprehensive Plan is only a first step. This plan outlines the preferred vision for the Town and Village and establishes recommendations for how to achieve that vision. Putting the recommendations into action requires continued work that must occur after the adoption of the Plan. This is important to enable the Town and Village to move forward with implementing the vision through the recommendations. It is recommended that the Town and Village adopt this Plan. By adopting the Comprehensive Plan, the Town Board and Village Trustees have demonstrated their commitment for managing the future of the Wilson community and ensuring stronger compliance with, and use of, the Plan by other municipal agencies.

An effective Comprehensive Plan establishes a process that ensures that the document remains relevant and is continually updated. The Plan, itself, is a roadmap to an actual end product, which is an improved and prosperous community. The Comprehensive Plan cannot be considered a success unless its provisions and recommendations are implemented. Therefore, this section of the Plan outlines an implementation strategy for accomplishing the recommendations contained herein, thereby moving the Town and Village toward achieving their goals.

The recommendations and priorities set forth in Section 4.0 and outlined in this strategy were developed throughout the planning process based on comments and concerns of the Advisory Committee and other Town and Village officials involved in the process, by assessing public input (as received from surveys, comments forms and meeting summaries), and by applying general planning principles. This implementation strategy reflects current circumstances and current priorities. However, as local conditions change or as certain elements of this strategy are accomplished, the Town and Village should revisit the priorities to reassess their continued applicability and/or the timing for completing certain actions.

This implementation strategy summarizes and organizes the various recommendations contained within this Plan into a Table to guide the Town and Village in achieving the goals. This Table organizes the recommendations (action items) around the themes identified in





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the Goals and Objectives (Section 2.0 - Goals and Visioning), based on priority, type of action and responsibility. The action items are also categorized by timeframe to help the Town and Village generally manage the order in which recommendations could be implemented. Actions are categorized as Immediate Actions, Near-Term Actions, Mid-Term Actions, Long-Term Actions, and On-Going Actions. Immediate Actions are those recommendations that would be carried out within the first year of the adoption of the Comprehensive Plan. These actions are considered the most important and could impact the success of other recommendations. Near-Term Actions would be carried out within 1 to 3 years from the adoption of the Plan and are typically recommendations that address some of the more important issues. Mid-Term Actions would be carried out within 3 to 5 years from the adoption of the Plan. Long-Term Actions are typically those that would take longer to implement due to their cost, extent of planning involved, or because they are not as critical as other recommendations. These actions would be implemented beyond 5 years from the adoption of the Plan. On-Going Actions are recommendations that don't necessarily have a timeframe or target completion date and would be undertaken on an on-going basis.

In addition, each item contained on the Implementation Table also has an assigned a recommended priority ranking of high, medium or low. High priority items are considered to have the greatest important or urgency and are vital for achieving the goals of the Town and Village. While it may take longer to accomplish some of these items, it is recommended that initial steps be commenced in the near term, after adoption of the Plan, to begin to put it into action. Items with moderate to low priority rankings are typically those that the Town and Village can plan for as future actions.

Basically, the following Implementation Table and the actions it contains comprise a "Tool Box" of recommendations to be utilized by the Town and Village to achieve the vision and respond to changes in the community. Although they have been scheduled for action and ranked in terms of priority, this has been done so as a guide; it is up to the Town and Village to decide which implementation measures should be undertaken at any given time. If circumstances are such that it makes sense, it could be determined that certain longer-term or low priority items could be accomplished in advance of a near-term or higher priority item that is more complex or costly. For example, should funding become available for a particular action, the Town and/or Village may choose to reassign it as a higher priority, which should be undertaken in the immediate future in order to take advantage of the funding opportunity. Therefore, reasoning may exist for the Town and/or Village to pursue





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a lower priority action that can be readily completed, while working to institute larger high priority actions over a longer term. Hence, the timeframes and priority rankings of implementation actions should be viewed with flexibility. The idea is that the Town and Village should be continually striving to implement the Plan, monitoring progress and priority and re-prioritizing actions, as necessary, as it moves forward with this process.

To help with the process of monitoring and prioritizing implementation actions on an ongoing basis, it is recommended that the Town and Village maintain the existing Comprehensive Plan Advisory Committee (or establish a new committee) to help keep the Plan active. This committee would monitor progress, encourage continued momentum and recommend adjustments to the implementation strategy and priority of actions, over time, as circumstances dictate.

The Implementation Table identifies the type of action that should be undertaken by the Town in order to implement that recommendation. Types of actions include *Legislative* actions that require passage of a Local Law or other action by the Town Board or Village Trustees; *regulatory* actions that may require amendments or revisions to the Town or Village Codes or the creation of new land use regulations; *administrative* actions that are typically clerical work to be completed by the Town or Village Clerk; *procedural* actions that often involve a resolution for creating an advisory board or appointing committee members; *planning* actions that require planning-related work by the Town and/or Village or other boards and agencies; *education* actions that require the education of the Town and/or Village by other agencies or education by the Town and/or Village of individuals on a certain topic; or *research* actions that require the Town and/or Village or another agency to look into a topic further.

The Implementation Table also identifies which responsible party or parties should take the lead or assist in implementing a particular recommendation. The Town Board and Village Board of Trustees and their respective Planning Boards would be involved in the majority of recommended actions. Additional comments are added, when applicable, in the Comments column and can include more specific ideas or information on funding and grant opportunities for the respective recommendation.

Finally, the Implementation Table provides a column that can be used to track implementation efforts and success for each action item. This column should be used by the





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Comprehensive Plan Committee to document the accomplishments (noting which of the recommendations have been achieved) or the progress being made as part of the annual review of the Comprehensive Plan. When a specific recommendation is implemented, the column marked "Implemented" should be checked and dated and any comments provided. For actions that are on-going, the column can be marked with individual accomplishments that are geared towards achieving that recommendation.





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Figure 6: Implementation of Comprehensive Plan Recommendations

IMMEDIATE ACTIONS (WITHIN 1 YEAR)

<i>Administrative</i>					
Action	Priority	Type of Action	Responsible Parties	Comments	Implemented
Adopt the Comprehensive Plan.	High	Legislative	Town Board Village Board	Requires that land use and capital improvement actions comply with the Plan.	
Authorize and maintain a Comprehensive Plan Committee.	High	Procedural	Town Board Village Board	To monitor the progress of implementation actions and success of Plan, and recommend reprioritization of implementation items, as required.	
Distribute Copies of the Plan to Boards, Departments, County, etc.	High	Administrative	Town and Village Clerks	To ensure familiarity with and use of the Plan by Town and other municipal agencies.	
Establish an Implementation budget.	High	Administrative	Town Board Village Board <i>(This should be done annually)</i>	Allows for continued implementation of recommended actions, based on budget.	



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NEAR TO MID-TERM ACTIONS (1-5 YEARS)

<i>Community Character</i>					
Action	Priority	Type of Action	Responsible Parties	Comments	Implemented
Adopt design standards and guidelines for the Village downtown.	High	Regulatory Planning	Village Board Village Planning Board	To maintain and enhance the character and aesthetic quality of the downtown and promote historic preservation.	
Implement rural development guidelines and conservation subdivision standards.	High	Regulatory	Town Board Village Board Planning Boards	To maintain and protect rural character, open space and agricultural land.	
Establish an Architectural Review Committee.	Medium	Planning Procedural	Town Board Village Board	To promote and maintain historic character and quality development.	



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NEAR TO MID-TERM ACTIONS (1-5 YEARS)

<i>Downtown Revitalization and Economic Development</i>					
Action	Priority	Type of Action	Responsible Parties	Comments	Implemented
Develop updated Central Commercial District zoning regulations for the downtown.	High	Regulatory Planning	Village Board Village Planning Board	Necessary to allow for mixed use, promote adaptive re-use and permit single-family residences.	
Expand the boundaries of the Central Commercial zoning district.	High	Regulatory Planning	Town Board Village Board Village Planning Board	To provide opportunities for increased commercial activity in the downtown.	
Create improved connections between the Village center, the waterfront and Tuscarora State Park.	High	Planning	Town Board Village Board Planning Boards	To improve connectivity and circulation around the community and improve quality of life and tourism and recreational opportunities.	
Create an organizational entity - " <i>Downtown Committee</i> " - to manage activity and be a champion for the Village center.	High	Planning Procedural	Village Board Planning Board	Necessary to capture and realize the full potential of the downtown and promote economic development.	



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Prepare a "Business Plan" for the Village center.	High	Planning	Village Board Planning Board <i>Downtown Committee</i>	To establish and reinforce the vision for the downtown to revitalize the area.	
Promote the development of "gateway" features at prominent entry locations into the Town and Village.	High	Planning	Town Board Village Board Planning Boards Highway Superintendent NYSDOT Niagara County	Improve community's image and identity and promote increased economic activity.	
Update buildings to meet current Building Code requirements.	High	Planning	Village Board Building Department	Necessary for Code compliance and to promote re-use and redevelopment of existing structures in the downtown.	
Amend the local law that authorizes commercial, business or industrial Real Property Tax exemption, pursuant to NYS Real Property Tax Law, Section 485(b) to allow for the establishment of targeted programs.	High	Regulatory	Village Board Tax Assessor	Provides real property tax exemptions to commercial, business and industrial property owners who make improvements to buildings in targeted areas.	



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Wilson Station					
Action	Priority	Type of Action	Responsible Parties	Comments	Implemented
Rezone Wilson Station to encourage commercial and tourism oriented uses.	High	Regulatory	Town Board Village Board Town/Village Planning Board	To promote and accomplish new development and redevelopment in accordance with the vision for this area.	
Treat the Wilson Station area as a gateway to the Village and develop effective wayfinding.	Medium	Planning	Town Board Village Board	To improve visual and physical character of the area to welcome visitors to the area and direct attract visitors to the downtown and beyond.	
Amend the Town Zoning Law to establish minimum green / natural open space standards (percentage) for all non-residential and non-agricultural development.	Medium	Regulatory	Town Board Planning Board Code Enforcement Officer	Will help to preserve open space, improve aesthetics through landscaping, help to provide connected greenspace corridors and provide buffering for adjacent sensitive uses.	



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<i>Waterfront Resources and Revitalization</i>					
Action	Priority	Type of Action	Responsible Parties	Comments	Implemented
Develop a multi-use trail between Tuscarora State Park and Wilson Harbor (O'Connell Island).	High	Planning	Town Board Village Board Planning Boards	To improve the use and enjoyment of both areas and re-establish a feasible route for public use and recreation.	
<i>Cultural, Historic and Recreation Resources and Tourism</i>					
Action	Priority	Type of Action	Responsible Parties	Comments	Implemented
Investigate the feasibility for local management of Wilson-Tuscarora State Park.	Medium	Planning Research	Town Board Village Board	Could ensure continued operation and allow for improved operations and maintenance of the park.	
Establish a "Friends of Wilson-Tuscarora State Park" group.	High	Procedural	Town Board Village Board	To help support the care and use of the park.	
Develop a multi-use pathway for the "Inner Harbor Area" (around O'Connell, Clarks and Treasure Islands).	High	Planning	Town Board Village Board Village Planning Board	Improve local connectivity, enable connection with other area pathways, and enhance recreational opportunities.	



TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



Develop a wayfinding system to provide direction for visitors and others to local amenities, resources, parks, etc., around the community.	High	Planning Research	Town Board Village Board	To provide clear guidance, through signage and directional information, to local destinations and resources.	
<i>Agriculture</i>					
Action	Priority	Type of Action	Responsible Parties	Comments	Implemented
Adopt a local Right-to-Farm law.	High	Legislative	Town Board Planning Board Local representatives from the agricultural community	Aimed at minimizing conflicts between agricultural operations and non-agricultural uses.	
Create an Agricultural Advisory Committee.	High	Legislative Procedural	Town Board Planning Board Local representatives from the agricultural community Village Representative	Provides input from the agricultural community and helps to mediate potential issues and conflicts. Can be done with or without a Right to Farm Law.	
Implement lateral restrictions within in the important agricultural areas.	Medium	Regulatory	Town Board Niagara County Water District	For protecting viable farmland from development pressure and to focus development to preferred areas.	



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<i>Additional Community-Wide Recommendations</i>					
Action	Priority	Type of Action	Responsible Parties	Comments	Implemented
Rescind the Town SEQR regulations and defer to the State regulations.	High	Regulatory	Town Board	State regulations are sufficient and up to date.	
Revise the Town Subdivision Regulations to require testing of soils in areas without public water service and/or public sanitary sewer service to ensure soil percolation and identify problematic soils.	Medium	Regulatory	Town Board Planning Board Niagara County	Reduces the likelihood that septic systems will fail and helps to protect groundwater resources.	
Review and re-evaluate the residential zoning districts in the Town Zoning Law.	Medium	Regulatory	Town Board Town Planning Board	To refine and simplify the zoning regulations.	
Adopt rural roadway design guidelines and standards (ensure subdivision regulations promote rural roadway character).	Medium	Regulatory	Town Board Highway Superintendent Town Engineer	Aimed at maintaining the rural character of local roads and making sure new roads in subdivisions are not too wide.	
Target important open space areas for protection/preservation.	Medium	Planning Research	Town Board Planning Board	Important for long range planning and achieving the Vision for the community.	



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LONG-TERM ACTIONS (5+ YEARS)

<i>Community Character</i>					
Action	Priority	Type of Action	Responsible Parties	Comments	Implemented
Revise appropriate sections of the Town of Wilson Zoning Ordinance to promote sustainable (Green) development and growth standards.	Medium	Planning Regulatory	Town Board Planning Board Building Department	This is important to help achieve development that will withstand the test of time, ensure wise use of resources and efficient use of land and promote energy efficiency.	
Identify sources of funding and resources to enable extension of sanitary sewer to Roosevelt Beach.	Medium	Planning Research	Town Board Village Board Village Water and Sewer Department	To address long term issues with aging septic systems in a densely developed residential area.	
<i>Downtown Revitalization and Economic Development</i>					
Action	Priority	Type of Action	Responsible Parties	Comments	Implemented
Construct sidewalks, as needed, along Route 425 between the Wilson Station area and the downtown.	Medium	Planning	Town Board Village Board Highway Superintendent NYSDOT	Improve pedestrian circulation and safety and connectivity with Village downtown.	



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<i>Downtown Revitalization and Economic Development</i>					
Action	Priority	Type of Action	Responsible Parties	Comments	Implemented
Relocate the fire station from the Village center to a suitable location outside of the downtown.	Medium	Planning	Village Board Wilson Volunteer Fire Company #1 Town/Village Planning Board	This action free up prime real estate in the central business district for commercial development.	
Improve the physical configuration of the downtown with streetscaping and signage to enhance visitors through the area.	Medium	Planning	Village Board	To improve the character and quality of the downtown and enhance quality of life and tourism.	
<i>Wilson Station</i>					
Action	Priority	Type of Action	Responsible Parties	Comments	Implemented
Pursue NYSERDA funding and incentives to retrofit municipal vehicles and facilities for alternative energy.	Medium	Research Planning	Town Board Village Board	Promotes cost savings and energy efficiency.	



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<i>Waterfront Resources and Revitalization</i>					
Action	Priority	Type of Action	Responsible Parties	Comments	Implemented
Evaluate the potential for additional commercial development / redevelopment around Wilson Harbor.	Medium	Planning Research Regulatory	Village Board Planning Board	Potential for use/re-use of lands around the waterfront for marine and commercial uses to enhance economic activity in this area.	
Investigate the long-term feasibility of relocating the wastewater treatment plan to an inland location.	Medium	Planning Research	Village Board Wilson Sewer and Water Department	Would open up a prominent parcel on the waterfront for higher and better public use.	
<i>Cultural, Historic and Recreational Resources and Tourism</i>					
Action	Priority	Type of Action	Responsible Parties	Comments	Implemented
Reuse the former landfill for passive recreation.	Medium	Planning	Town Board Town Planning Board	Increase recreation opportunities and put property back into use.	Reuse the former landfill for passive recreation.



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Establish a multi-use trail along State Route 18 through the Town and Village, connecting with adjoining Towns of Newfane and Porter.	High	Planning	Town Board Village Board Niagara County New York State	Capitalize on Great Lakes Seaway Trail designation, potential to be part of Niagara River Greenway system; to enhance recreation opportunities and tourism.	
Develop a Master Plan for Calvin E. Krueger Park.	High	Planning	Village Board Village Planning Board	To make better use of this facility to provide greater recreation opportunities to the community.	
Establish a multi-use trail connection along the paper street (right-of-way) between Prospect Street and State Route 18.	Medium	Planning	Town Board Village Board Wilson Central School District	To provide direct access to the resources at Krueger Park from the school facilities and nearby residential areas.	
<i>Agricultural</i>					
Action	Priority	Type of Action	Responsible Parties	Comments	Implemented
Develop local farmland protection measures such as Conservation Easements, Purchase of Agricultural Conservation Easements, and/or Lease of Development Rights.	Medium	Regulatory Research	Town Board Planning Board	These mechanisms are aimed at preserving rural/agricultural resources.	



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ON-GOING ACTIONS

<i>Community Character</i>					
Action	Priority	Type of Action	Responsible Parties	Comments	Implemented
Locate community and governmental resources in Village of Wilson (as the community center).	High	Planning Regulatory	Town Board Village Board Planning Boards	Promotes efficient provision of public services and maintains the strength of the community.	
Locate senior and multi-family housing (denser residential development in general) within and around the Village.	High	Planning	Town Board Planning Board Village Board	Promote connectivity and walkability.	
Encourage in-fill development in the Village and Wilson Station areas.	Medium	Planning	Town Board Village Board Planning Boards	Promotes economic development, efficient use of available land and maintains community character.	
Require new development and redevelopment to utilize "dark sky" compliant lighting.	High	Planning	Village and Town Planning Board	Protects the character and quality of the night sky, which can be impacted by the glare and intensity of outdoor lighting.	



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Ensure sufficient screening and buffering of commercial uses from adjacent non-commercial uses.	Medium	Planning Regulatory	Planning Boards	Quality of life issues.	
Encourage LEED certified building construction and green agricultural practices.	Medium	Planning Regulatory	Town Board Planning Board Village Board	Protect and preserve resources and promote energy efficiency.	
<i>Downtown Revitalization and Economic Development</i>					
Action	Priority	Type of Action	Responsible Parties	Comments	Implemented
Coordinate with the Niagara County IDA to identify and pursue development opportunities throughout the Village and Town.	High	Planning Research Education	Town Board Planning Board Niagara County IDA	Focus efforts on Village central business district, Wilson Station and the waterfront.	
Promote small-scale retail and commercial development in the central business district and Wilson Station.	High	Planning		Revitalize these areas as community service and economic centers.	
Improve the physical connection and wayfinding system between the Village center and Wilson Harbor.	High	Planning	Village Board Planning Board	Essential to improve the vitality of these two areas and strengthen tourism.	
Investigate business support services such as low interest business improvement loans.	High	Planning Research	Town Board Village Board	Supports economic development and the vitality of local businesses.	



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Investigate the feasibility of redeveloping vacant apartments into art lofts and studios.	Medium	Planning Research Regulatory	Town Board Village Board Planning Boards	Promotes downtown revitalization and mixed use.	
<i>Cultural, Historic and Recreational Resources and Tourism</i>					
Action	Priority	Type of Action	Responsible Parties	Comments	Implemented
Protect historic structures in the community.	High	Education Planning	Town Board Village Board Planning Boards	Encourage continued viability of historic structures through adaptive reuse and continued investment.	
Develop a marketing strategy for promoting historic and cultural resources in the community.	Medium	Education Planning	Town Board Village Board	A mechanism for promoting and strengthening tourism and local pride.	
Improve the use and availability of resources at Wilson-Tuscarora State Park.	High	Planning	Town and Village Boards Planning Board	This is advisable as a means to increase visitation to the area and is generally supported by the public.	



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Develop a year-round tourism program that includes events for all four seasons.	High	Planning Research Education	Town Board Village Board	Improve tourism; strengthen community involvement and identity.	
Evaluate the potential to reuse the abandoned railroad line for recreational use.	Medium	Planning Research	Town Board Village Board	Improved recreational opportunities and potential connectivity.	
<i>Agriculture</i>					
Action	Priority	Type of Action	Responsible Parties	Comments	Implemented
Work with the Cornell Cooperative Extension and the State to provide agri-entrepreneurship programs.	High	Education Research	Town Board Cooperative Extension NYS Department of Agriculture and Markets	Agri-entrepreneurship programs provide farmers with education on business plans, management, financing, marketing, and operations.	
Continue to work with Niagara County to re-evaluate the Town's Agricultural Districts to ensure that viable farmland is included and/or remains in the districts.	High	Regulatory Research	Town Board Planning Board	Coordinate with County and NYS Department of Agriculture and Markets.	



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Implement and coordinate with the recommendations of the Niagara County Farmland Protection Plan.	Medium	Planning Procedural	Town Board	Coordinate with County and NYS Department of Agriculture and Markets.	
Encourage the use of sustainable/conservation farming techniques.	Medium	Education Research	Town Board Planning Board Town Departments	Such practices help sustain the quality of prime farm soils and promote good land use practices.	
Support local agricultural activity by promoting the sale of locally grown products at local farmers markets, festivals, restaurants, wholesalers, and schools/ colleges.	High	Education Planning	Town Board Village Board Niagara County School District Local businesses	Provides support to local farmers and other agricultural entities; also helps to market the area.	
Promote organic farming practices.	Medium	Education Research	Town Board Planning Board Niagara County	Promotes sustainable land use practices.	
<i>Waterfront Resources and Revitalization</i>					
Action	Priority	Type of Action	Responsible Parties	Comments	Implemented
Work with the NYSDEC on coastal erosion and harbor shoaling issues.	High	Regulatory Planning Education	Town Board Village Board Planning Boards Building Department	These issues are important to the vitality of the harbor and waterfront community.	



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Maintain navigational access in Wilson Harbor.	High	Regulatory Planning	Town Board Village Board	Necessary to maintain the economic viability of the harbor.	
<i>Other Recommendations</i>					
Action	Priority	Type of Action	Responsible Parties	Comments	Implemented
Promote programs to education the public on the importance of maintaining private septic systems.	High	Planning Research Education	Town Board Village Board	Helps to protect ground and surface water quality and benefits local residents.	
Promote programs to identify and mitigate failing septic systems and explore potential grant opportunities to assist local residents in remedying failing systems.	High	Regulatory Research Education	Town Board Building Department Niagara County	Important for the protection of groundwater quality and the protection of public health.	
Identify opportunities for shared municipal services and facilities.	High	Planning Research Regulatory	Town Board Village Board Planning Boards	Work with the Wilson Central School District, Niagara County and surrounding communities.	



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Pursue grants opportunities through NYSEERDA to retrofit municipal vehicles and facilities.	High	Planning Research	Town Board Village Board	Would result in cost savings and energy efficiency.	
Support and enhance continued senior services offered by the Town and Village to retain and nurture the senior citizen population base.	High	Planning Education	Town Board Village Board Planning Boards New York State Office for the Aging	Help to address the growing needs of the elderly to make their life easier in the community.	
Work with the Cooperative Extension and Niagara County Soil and Water District to educate and promote minimizing non-point source pollution.	Medium	Education Regulatory	Town Board Planning Board Niagara County	Essential for the protection of surface and groundwater quality.	
Coordinate municipal planning efforts with neighboring municipalities.	Medium	Planning	Town Board Village Board Planning Boards	Ensures the planning efforts near municipal boundaries are compliant and seamless.	
Encourage local fire companies to continue and expand their efforts to coordinate and share services and equipment.	Medium	Planning Research Regulatory	Fire Companies Town Board	Results in efficiency of service and cost savings.	



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Section 6
Annual Review



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SECTION 6.0 – ANNUAL REVIEW

One of the recommendations in the Comprehensive Plan is for the Wilson Town Board and Village of Wilson Board of Trustees to establish a Comprehensive Plan Committee that will conduct an annual review of the Plan to ensure that it remains a dynamic and useful document that continuously aims to achieve the overall vision and individual goals of the community. This is accomplished through constant implementation of the recommendations, monitoring of conditions and evaluation of applied measures. This Committee could consist of current members of the Comprehensive Plan Advisory Committee, assisted by representatives from the local community, as designated by the Town and Village Boards.

The annual review should include the following:

- All site plan and subdivision approvals issued during the previous year should be reviewed in conjunction with the recommendations of the Comprehensive Plan to determine where the development activity has occurred or is proposed, if it has designed to be consistent with the vision and recommendations of the Plan, and the overall impact of these planning approvals on general land use trends in the Town.
- All rezoning decisions approved during the previous year should be reviewed in conjunction with the Comprehensive Plan to determine if these actions were undertaken in conformance with the vision and recommendations of the Plan and if the overall impacts of the rezoning decisions are consistent with the general land use trends in the Town and Village.
- The Zoning Code revisions specified in the Comprehensive Plan should be reviewed to determine which items have been accomplished and which ones should be undertaken in the coming years. The Comprehensive Plan Committee should also determine if there are any new zoning amendments that should be considered.
- The list of priority items, as contained in the implementation section of the Comprehensive Plan, should be reviewed to determine which items were accomplished





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during the previous year. It should also be determined if there is a need to update or amend this list.

- Comments from the Town and Village Boards, local departments and committees, and public input gathered during the previous year should be evaluated in conjunction with the information ascertained from the reviews outlined above, and an action plan for Comprehensive Plan implementation activity in the coming year should be developed.
- The Committee should prepare a statement outlining the accomplishments of the past year, including a listing of all site plan, subdivision, and rezoning approvals, and a list of accomplishments in terms of Zoning Code amendments and other implementation activities, as specified in the Comprehensive Plan. This information, along with the action plan for the continuing implementation of the Comprehensive Plan, should be presented to the Town and Village Boards for their review and approval.

By following this procedure, the Town and Village of Wilson will be able to continually monitor the effectiveness of the Comprehensive Plan for achieving the future vision it articulates. It is anticipated that the Comprehensive Plan Committee will need to meet several times during the first year in order to establish procedures and review the priority actions. As items are implemented and the procedure becomes more established, less frequent meetings are likely to be required. The adjustments, amendments and changes recommended by the Committee and approved by the Town and Village Boards will be incorporated into the Comprehensive Plan by acceptance of these Boards, and provided as an annual update document.

Approximately every five years, or as circumstances dictate the need, the Comprehensive Plan should be more thoroughly reviewed and updated, as required, to reflect current priorities, needs, and goals, using the annual update reports to assist in this effort. At the end of this more extensive review and update, the Town and Village should incorporate all changes into an updated plan, and undergo formal adoption procedures (including public hearings and SEQR review) to accept the updated plan. Unless there are major changes to circumstances or conditions in the Town and/or Village, it is anticipated that these reviews and re-adoption procedures will not be complicated. They are important, however, in order to ensure that the Comprehensive Plan remains a relevant and useful document to guide





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growth and development in the Town and help the citizens of Wilson realize their vision and goals for its future.



Section 7
Environmental Review



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SECTION 7.0 – ENVIRONMENTAL REVIEW

Typically, the potential environmental impacts of a Comprehensive Plan are evaluated through a Generic Environmental Impact Statement (GEIS). To meet this requirement, the Comprehensive Plan itself can be set up to represent a GEIS (see §272-a.8 of Town Law). This format enables the reviewers, the Lead Agency, Involved and Interested Agencies, and the public to review one comprehensive document that outlines plans for the future and the potential environmental implications of these plans. This section of the Wilson Comprehensive Plan is provided to assist with the environmental review for this document.

A GEIS, like any Environmental Impact Statement, includes a section on environmental setting. Section 3 of this Comprehensive Plan provides a review and analysis of the environmental setting of the Town and Village of Wilson as it exists now, and includes information on the following:

- Existing Land Use Patterns (3.1)
- Agriculture (3.1.1)
- Water Use and Navigation (3.1.2)
- Land Use Regulations and Other Relevant Plans and Studies (3.2)
- Socioeconomics (3.3)
- Environmental Resources (3.4)
- Government and Community Services and Resources (3.5)
- Transportation (3.6)
- Utilities and Infrastructure (3.7)

7.1 Potential Significant Adverse Environmental Impacts

The underlying purpose and a major goal of the Wilson Comprehensive Plan is to promote appropriate land use and avoid significant adverse environmental impacts in the Town and Village. The Comprehensive Plan is designed to properly guide growth in the community in order to lessen the potential negative impacts of future land use and development decisions.





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Short Term, Long Term, and Cumulative Impacts

Based on the environmental setting of the Town and Village of Wilson, the following should be considered with respect to protecting, minimizing or avoiding potentially significant adverse impacts to environmental resources.

7.1.1 Impacts on Land

- The Town of Wilson remains largely rural and agricultural in nature, which is a characteristic that is valued by its residents. This rural, agricultural character should be considered when making planning and development decisions so as to avoid or minimize potential impacts to the character of the community. Development should be encouraged in close proximity to the Village and/or in areas where public services are available to support it.
- The Town and Village of Wilson contain areas of hydric soils, wetlands, floodplains and creek corridors. These areas have been identified on maps in this report (see Section 3). These areas should be considered when making planning and development decisions so as to avoid or minimize potential impacts to important natural resources.
- Some locations in the Town contain significant areas of mature woodland that should be protected to the greatest extent practicable to maintain the rural character of the Town and preserve areas of open space. These woodlands should be considered when making planning and development decisions so as to avoid or minimize potential impacts.
- There are large areas in Wilson where the soils are categorized as prime farmland or prime farmland when drained. These soils should be considered when making planning and development decisions so as to avoid or minimize potential impacts.

7.1.2 Impacts on Water

- Twelve Mile Creek, the east branch of Twelve Mile Creek, Hopkins Creek and tributaries of these waterways run throughout the community, discharging to Lake Ontario. These creeks are important for open space preservation, drainage, wildlife and fish habitat, and aesthetics, and should be considered when making planning and development decisions so as to avoid or minimize potential impacts.
- The Twelve Mile Creek watershed should be considered when making planning and development decisions so as to avoid or minimize potential impacts on water quality and groundwater resources.





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- There are areas of freshwater wetlands that are spread throughout the Town, in no significant pattern. Larger areas of State-designated wetlands are more common in the eastern half of the Town. There is also a large area of marsh, located inland of Tuscarora Bay, which has been designated as a New York State Significant Coastal Fish and Wildlife Habitat. These wetland and habitat areas should be considered when making planning and development decisions so as to avoid or minimize potential impacts.
- All the 100-year and 500-year floodplains within the Town are located adjacent to the banks of Twelve Mile Creek and the east branch of Twelve Mile Creek. These floodplains should be considered when making planning and development decisions so as to avoid or minimize potential impacts.
- On-site septic systems are used to treat sanitary waste for a majority of residential properties in the Town. Proper maintenance of septic systems should be promoted in order to avoid or minimize potential impacts to surface and ground water resources.
- The Town of Wilson contains some areas of poorly drained soils. The environmental constraints associated with these soils should be considered when making planning and development decisions so as to avoid or minimize potential impacts.

7.1.3 Impacts on Plant and Animal Habitats

- The Town has large areas of open meadows, hedgerows, active and abandoned farm fields and woodlands, as well as wetlands and creek corridors (as noted above). These various habitat areas support many non-threatened and non-endangered plant, avian, and animal species. These areas provide important habitat for many resident and migrating species. These areas contribute to the rural character of the Town and Village and should be considered when making planning and development decisions so as to avoid or minimize potential impacts.

7.1.4 Impacts on Agricultural Land Resources

- A wide number of properties in the community are used for agricultural activity, including the keeping of horses, raising livestock and farm crops. Farming and agriculture are historic land uses in the Town and are important to the local economy. These areas should be considered when making planning and development decisions so as to avoid or minimize potential impacts.





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- Large portions of the Town fall within a State designated Agricultural Districts that should be considered when making planning and development decisions so as to avoid or minimize potential impacts.
- Agricultural lands are considered an important part of the character of the Town of Wilson and should be considered when making planning and development decisions so as to avoid decreasing the viability of agriculture.
- Prime farmland soils or prime farmland soils when drained, are important agricultural resources. Development of these soils results in irreversible impacts. Areas with these important soils should be considered when making planning and development decisions so as to avoid or minimize potential impacts.

7.1.5 Impacts on Aesthetic Resources

- There are many aesthetic resources in Wilson, particularly in and around the Village and the waterfront, including historic structures, views of the lake and bay, areas of open space, woodlands, picturesque farmlands, cemeteries, churches, and parks, as well as the general the rural character of the community. These resources should be considered when making planning and development decisions so as to avoid or minimize potential impacts.
- The aesthetic quality of development is important to the community and should be taken into consideration when making planning and development decisions for the central business district, the waterfront area and portions of State Route 425.

7.1.6 Impacts on Archaeological, Cultural, and Historic Resources

- The Town and Village of Wilson contain historical and cultural resources, including variety of cobblestone structures, that are of significance and should be considered when making planning and development decisions so as to avoid or minimize potential impacts.
- There are certain churches, parks and cemeteries throughout the community that are deemed important cultural resources to the community that should be considered when making planning and development decisions so as to avoid or minimize potential impacts.

7.1.7 Impacts on Open Space, Parks, and Recreation

- There are numerous parks and recreational areas, including Tuscarora State Park, as well as important creek corridors, in the community that should be considered when





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making planning and development decisions so as to avoid or minimize potential impacts.

7.1.8 Impacts on Utilities

- Niagara County Water District supplies public water to the Town and Village of Wilson. This should be considered when making planning and development decisions so as to avoid or minimize potential impacts. In addition, consideration should be given to improvements to water infrastructure to address issues of high demand.
- The Village of Wilson owns and operates a wastewater treatment plant that services most of the village community. Currently, the unsewered portions of the Village and the Town utilize private septic systems to meet their sewer needs. Sewer issues and the availability of sewer infrastructures should be considered when making planning and development decisions so as to avoid or minimize potential impacts.

7.1.9 Impacts on Transportation

- The major routes through the Town of Wilson are State Route 425 (Wilson Cambria Road) and State Route 18 (Lake Road). State Route 93 and County Road 52 are also important travel routes in the community. Transportation issues should be considered when making planning and development decisions so as to avoid increasing demands on the transportation system or increasing potential conflicts between automotive and non-automotive traffic.
- Facilities for pedestrians and bicycles in the Town and Village are limited. Improved connections between the waterfront and the Village are needed. Pedestrian and bicycle accommodations should be considered when making planning and development decisions so as to avoid or minimize potential impacts.
- The Comprehensive Plan does not recommend any development patterns that would significantly alter transportation patterns in the Town or Village, but does recommend providing additional pedestrian and bicycle facilities.

7.1.10 Impacts on Energy

- Potential energy impacts should be considered when making planning and development decisions so as to avoid or minimize unsustainable increases in the use of energy.





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7.1.11 Noise and Odor Impacts

- Potential noise and odor impacts should be considered when making planning and development decisions so as to avoid or minimize potential impacts on sensitive land uses without proper buffering or mitigation.

7.1.12 Impacts on Public Health

- The public health, safety, and welfare of Town and Village residents should be considered when making planning and development decisions so as to avoid or minimize potential impacts.

7.1.13 Impacts on Growth and Character of Community or Neighborhood

- The populations of the Town and Village of Wilson have shown modest increases over the past two decades, with similar modest increases in population projected in the foreseeable future. The Comprehensive Plan does not propose any changes that would lead to increases in population or extreme changes in land use.
- The character of the Town is primarily rural and agricultural in nature and should be considered when making planning and development decisions so as to avoid or minimize potential impacts.
- The Comprehensive Plan's Goals and Objectives clearly indicate support for directing growth toward the areas of Town of Wilson that are located adjacent to the Village, and controlling the rate of growth in areas without services or along rural road frontages in order to protect rural character.
- The Comprehensive Plan identifies areas that are the most suitable for future growth at an appropriate pace and scale.

7.2 Adverse Environmental Impacts that Cannot be Avoided

With or without the adoption and implementation of the Comprehensive Plan, the Town and Village of Wilson will continue to have new development activity that may potentially have impacts on the environment. There will be continuing pressure to subdivide agricultural lands for new building lots, particularly along existing street frontages. There will continue to be concerns about water quality, the waterfront and the viability and availability of sanitary septic systems. The growth of commercial development along Route 425 could threaten the economic viability of the Village if not planned properly.





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The adoption of this Plan and implementation of the suggested recommendations will allow the Town and Village of Wilson to better manage growth and development, reduce potential environmental impacts, and ensure better consideration of the environment in municipal decision making. All development actions taking place after the adoption of this Plan will be subject to the State Environmental Quality Review (SEQR) process on a site-specific basis. Nothing contained in this document supplants the necessity to adequately review future actions. This Comprehensive Plan will be a resource that can be used to facilitate the review of proposed development actions.

7.3 Growth Inducing Aspects of the Plan

Most of the implementation recommendations outlined in this Plan will help to control and manage growth within the Town and Village of Wilson. Certain actions will act to encourage development in specific areas and redevelopment in targeted areas. These areas have been deemed to be the most appropriate locations for development. The Plan also discourages development in certain areas that are identified as more suitable for agricultural and low intensity uses or that contain environmentally sensitive resources. The Plan places importance on quality development that will enhance the overall character of the Town and Village.

7.4 Mitigation Measures

It is the intent of this Comprehensive Plan to help reduce potential impacts that may be caused by future planning and development activities in the community. This can be accomplished by providing measures and techniques for guiding development that may occur, such as agricultural conservation programs, revised zoning or other development regulations, and other smart growth tools. Alternatively, the Plan can provide tools to help mitigate the potential cumulative impacts of development activities that alone may not result in adverse environmental impacts. This Comprehensive Plan suggests a number of techniques for guiding development in the Town and Village of Wilson and tools for minimizing potential impacts of development on the environment.

The following section discusses the recommendations included in the Comprehensive Plan and the logic as to why and how they help mitigate potential impacts of future growth and development.





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7.4.1 Land Resources

- The Comprehensive Plan recommends new standards and guidelines aimed at directing development away from problematic or sensitive areas in the Town and towards areas where impacts to the environment will be reduced (closer proximity to the Village). Programs such as land conservation techniques, farmland protection measures, zoning revisions, and rural design guidelines are recommended.
- In general, the Comprehensive Plan supports new growth being focused around the Village of Wilson, and in established neighborhoods and corridors. It supports the preservation of prime agricultural lands for agricultural purposes, and generally directs growth away from these areas.
- The Comprehensive Plan supports the use of conservation farming techniques to protect sensitive farmland resources.

7.4.2 Water Resources

- The creeks and streams, wetlands, and floodplains within the Town and Village have been identified. Recommendations have been included in the Plan for improving their protection and enhancing their quality. Recommendations include land conservation techniques and rural design guidelines.
- The Comprehensive Plan promotes educating residents on groundwater protection and septic system maintenance to preserve the quality of surface waters and groundwater.

7.4.3 Air Quality

- The Comprehensive Plan supports increased buffering of industrial and commercial uses to minimize potential impacts on non-industrial and non-commercial uses.

7.4.4 Plants and Animal Resources

- Habitat areas, such as creek and stream corridors, wetlands, grass fields, and woodlots are important resource areas in the Town and Village. Targeting these areas for protection can minimize impacts to plants and animals in these areas, and preserve their viability as habitat.

7.4.5 Agricultural Land Resources

- The Comprehensive Plan contains a number of recommendations designed to protect agricultural land resources. Specifically, the Plan recommends coordination with State and County programs, support of State Agricultural Districts, development of a farmland





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protection plan, creation of an Agricultural Advisory Committee, land conservation techniques, zoning changes, rural development guidelines, and other programs that will help preserve agricultural land uses in the Town.

- The Comprehensive Plan contains a number of recommendations designed to promote the viability of agriculture. Specifically, the Plan recommends support for locally grown produce and other programs that will improve the viability of agriculture.

7.4.6 Aesthetic Resources

- The Comprehensive Plan includes a number of recommendations to preserve and enhance the important aesthetic resources of the Town and Village, such as rural design guidelines and zoning revisions, the use of incentive zoning, enhanced development and streetscaping in the central business district, and by promoting the use of “gateways” that define entrances into the Town and Village.

7.4.7 Archaeological, Cultural, Historic Resources

- The Comprehensive Plan recommends strategies aimed at protecting archaeologically, culturally, and historically sensitive areas in the Town and Village. Programs include land conservation techniques, zoning changes and rural design guidelines.

7.4.8 Open Space, Parks, and Recreation

- The Comprehensive Plan targets important open space areas for protection/preservation.
- The Comprehensive Plan recommends strategies aimed at protecting open space, parks, and recreational areas in the Town and Village.
- The Comprehensive Plan recommends zoning changes to establish minimum green/open space for all non-residential and non-agricultural development.
- The Comprehensive Plan recommends that the Town consider potential opportunities for owning or assisting with the operations and maintenance of Tuscarora State Park.
- The Comprehensive Plan recommends developing a system of connecting greenways and multi-use trails that offer recreational opportunities, as well as improved connectivity between the downtown, the waterfront and the State Park.

7.4.9 Critical Environmental Areas

- There are no designated critical environmental areas in the Town of Wilson.





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7.4.10 Utilities

- The Comprehensive Plan recommends instituting water lateral restrictions to protect viable farmland from development pressures and to focus development to preferred growth areas. This will help preserve the rural character of the Town.

7.4.11 Transportation Resources

- The Comprehensive Plan does not recommend any development patterns that would significantly alter transportation patterns or impact highway capacity in the Town.
- Transportation in the Town and Village is highly dependent upon the automobile. This Plan proposes to increase opportunities for pedestrian and bicycle transportation.

7.4.12 Energy

- The Comprehensive Plan encourages sustainable (green) development and growth.

7.4.13 Noise and Odor

- The Comprehensive Plan supports increased buffering of industrial and commercial uses to minimize potential impacts on non-industrial and non-commercial uses.

7.4.14 Public Health

- The purpose of the Comprehensive Plan is to protect the public health, safety, and welfare.

7.4.15 Impact on Growth and Character of Community or Neighborhood

- The Comprehensive Plan contains a number of provisions designed to protect the rural and agricultural character of the Town and Village. These include land conservation techniques, farmland protection measures, zoning changes, and rural design guidelines, guidance regarding placement and extension of utility infrastructure, and protection of important features.
- The Comprehensive Plan identifies areas adjacent to the Village of Wilson for increased residential density and for possible senior and multi-family housing.
- The Comprehensive Plan encourages non-retail commercial and light industrial development along the Route 425 corridor, in the Wilson Station area.
- The Comprehensive Plan encourages retail and other commercial development with enhanced aesthetic appearance in the Village central business district, in Wilson Station and in the Wilson Harbor area.





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- The Comprehensive Plan proposes the consideration of lateral restrictions within areas served by public water to preserve the rural/ agricultural character of the Town and minimize development pressure on viable farmland.
- Recommendations in this Plan will help manage growth and target it to appropriate areas, thereby minimizing negative impacts to the character of the Town.

7.5 Evaluation of Alternatives

Throughout the comprehensive planning process, alternatives for helping the Town and Village achieve their goals and objectives were evaluated. These recommendations and implementation alternatives were evaluated for not only their desired results, but also for their potential impact to the environment, the needs of local residents, private property rights, quality of life, and the vitality of the community.

It must be noted that long-term recommendations have not been thoroughly evaluated in this section. These actions are optional, designed to be considered only when circumstances within the Town and/or Village indicate a need for more creative or aggressive techniques, for example, if the Town is seeing greater levels of growth pressure or where recommendations are not achieving the desired results.

The "No Action" alternative was considered. Under the "No Action" scenario, the Town and Village would not have a Comprehensive Plan document to guide growth and development, properly plan for the community's vision, protect important community and environmental features, and preserve the character of the area.

The adoption of the Comprehensive Plan will enable the Town and Village of Wilson to address issues of land and water resources; community character; aesthetic resources; environmental features; waterfront resources; plant and animal habitats; archaeological, cultural, and historic resources; open space, parks, and recreation; agriculture; economic development; utilities; and transportation issues in a more effective manner. It forms the basis for zoning and other changes to Town and Village regulations and helps guide future decisions regarding important issues such as infrastructure and public spending.





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The proposed Comprehensive Plan more effectively allows the Town and Village of Wilson to achieve their goals and vision, and provides greater protection to the environment than the continuance of present trends under the No-Action alternative.





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APPENDICES

Appendix A Summaries of Public Meetings

- Meeting Summary – March 15, 2010
- Meeting Summary – July 20, 2010

THE FOLLOWING ARE INCLUDED IN A SEPARATE DOCUMENT:

Appendix B Rural Development Guidelines

- Rural Development Guidelines
- Rural Guidelines – Preserving Rural Character
- Greenway Guide – Fitting in the Landscape
- Growing Greener – Conservation Subdivision Design

Appendix C Hamlet Design Guidelines

- Hamlet Design Guidelines
- Building Form Guidelines
- Dark Sky Lighting Plan Guidelines
- Dark Sky Society – Good Lights
- Mixed Use Citizens Guide
- Brookhaven Hamlet Center Overlay District
- Clarence Hollow Overlay District
- Elma Center Overlay District
- Route 62 Eden Hamlet Overlay District

Appendix D Access Management Principles

Appendix E Agricultural Protection Regulations

- Town of Evans Agricultural Advisory Committee
- Town of Evans Agricultural and Open Space Zoning District
- Town of Evans Right –to-Farm Law Regulations
- Ag. And Farmland Protection programs



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Appendix F Sample Design Standards for Commercial Development

- Town of Lockport Architectural and Design Review Code
- Town of Lockport Design Guidelines for Commercial Site Plans
- Town of Evans Draft Highland Derby Commercial Overlay District Regulations
- Town Law 261-b Incentive Zoning
- Types of Zoning Codes

Appendix G Incentive Zoning

Appendix H Water Quality Protection

- Cornell Cooperative Extension – “Your Septic System” Publication
- NYSDEC “Use Less Toxic Products” Publication
- Non-Point Source Pollution Flier – Things You Can Do To Prevent Stormwater Pollution
- The Clean Water Book (excerpts)

Appendix I SEQR Environmental Review Documentation

- SEQR Lead Agency Notice and Full Environmental Assessment Form
- SEQR Negative Declaration

Appendix A
Summaries of Public Meetings

HELP PLAN FOR THE COMMUNITIES' FUTURE

PUBLIC INFORMATION MEETING

FOR THE

WILSON COMPREHENSIVE PLAN

MONDAY, MARCH 15TH, 6:30 PM

Wilson Senior High School Auditorium



**To Discuss the Issues and Opportunities That Will Guide
The Future Growth of our Community**

<i>Revitalization</i>	<i>Economic Development</i>	<i>Community Character</i>	<i>Waterfront</i>
<i>Quality of Life</i>	<i>Recreation</i>	<i>Farming and Agriculture</i>	<i>Public Services</i>

MEETING SUMMARY

SUBJECT: Town and Village of Wilson Comprehensive Plan – Public Information Meeting

DATE: March 17, 2010

The Public Information Meeting for the Town and Village of Wilson Comprehensive Plan was held in the Wilson High School Auditorium on March 15, 2010. The following are the comments that were received from the public during the course of the meeting:

General Comments

- People are the greatest asset in Wilson – residents, workers, tourists, etc.
- No one comes to Wilson by accident – there are reasons why they are attracted to this place.
- People and the community atmosphere, which is what makes Wilson a good place.
- Focus on what's realistic in order to achieve change.
- The community must commit to this plan.
- Close proximity to Canada is an asset.
- Don't copy other places that are going nowhere; find our own niche and take advantage of the assets we have that set us apart from other places.
- Use the force of the people in this community to make things happen.
- Try new things, be creative; don't just focus on the same old stuff which has not taken us anywhere.
- Don't let this plan flounder like the one that was done in the 1960's.
- Need government leaders to be open to more ideas; set politics aside and don't cater to special interests.
- Need to change the mindset of community leaders.
- The people in this community are great organizers.
- No one knows about Wilson – where it is, what it's about, etc.
- People who move to Wilson want to be close to the Lake Ontario.
- Have to be creative with what we are doing and embrace unexpected sources of ideas.
- Those in this community that want to do legitimate and creative things will be listened to.
- The Village and the Town are one entity; need to work together and share services.
- Wilson is very seasonal; the harbor only helps in the summer; we need to develop activities that attract people here in the off season.
- Unlike other communities, being located on the lake, we only have a "180 degree draw".
- Wilson needs two positive seasonal events to succeed.
- We have a lot of small things scattered around that need to be tied into one bigger event.
- Find ways to make Wilson unique and different.
- This region offers so many choices for higher education; this is a benefit for the Town.
- Publicize the next meeting better.

Waterfront

- Wilson has a gorgeous harbor.
- The waterfront is the main attraction in the community.
- Scuba diving tourism – take advantage of the lake in more creative ways.
- There is a lack of public access along the shoreline; no good places to get to the shore.

- The sewage treatment plant blocks important waterfront access.
- The only means of access to the water is by boat.
- The overlook cuts off access; add stairs or some other means of getting to the lake.
- The harbor is very well developed and utilized; the State park is underutilized.
- The harbor needs more transient slips/temporary dockage in the harbor.
- The harbor should be expanded into the park to provide more room for dockage, especially transient slips.
- There is no walkable connection from the harbor to the Village.
- Need improved public access.
- Olcott and Wilson harbors are different; Wilson is more of a recreational marina area (Olcott has more charter fishing).
- Locations of fish cleaning stations and other such amenities are not well delineated or known; signage/postings and publicity would help.
- The launch area in Wilson harbor is limited.
- Bait and tackle shops in the harbor can draw business, but many have come and gone over the years; it has not proven to be highly profitable.
- Ice fishing – we need a winter tournament.
- Need to find other (creative) ways to get people from the harbor to the Village.
- Can we take advantage of the Youngstown regatta or do something similar?
- There are three yacht clubs in the harbor that are big assets.
- The harbor is utilized mostly by sailing vessels.
- Hold a stakeholders' meeting with interests from the harbor area.
- Shoreline stabilization is an issue (need to be able to install erosion protection).

Community Facilities

- The State should not close Wilson Tuscarora Park; the Town should regain ownership of this important community and waterfront resource – it is a “gem”.
- The rail corridor offers potential for a bike path.
- Need a good area to plan and undertake a regional event.
- Wilson – Tuscarora Park is underutilized; it has vast potential for public use and revenue generation.
- Wilson should take the park back and make it like Krull Park.
- Wilson's greatest treasures are the harbor, farming and the school district.
- The school district is, by far, the best in Niagara County.
- If the State park reopens this year, they will do nothing with it.
- The school district is great, but taxes are too high; it's hard to support the school with no commercial tax base.
- The library and fire department should not have prominent locations on Main Street; they should be moved to other locations in the Village.
- Make better use of the fire company property in the Village.
- Need to take better advantage of the market that we have and offer more wintertime activities; promote cross country skiing, snowmobiling, sleigh rides, etc.
- Snow mobile trails are not as active as they used to be.
- Bull Head Point, at the southern end of the park, is stunning; a trail goes through there, but it is not well maintained.
- Horseback riding is not allowed in the State park, which is a disadvantage.
- The summer recreation program for kids is outstanding and serves 200 to 300 kids annually; parents of the kids who participate in this program are a potential market (they visit stores, etc. in the Village).
- Curling – there is nowhere in the Town to do this; curling and pond hockey are cross border connections that could draw more tourists to the Town and Village.
- Lots of people bicycle; need better mapping of travel routes and better signage.
- The harbor and the Village business district are too far apart.

- Supervisors from Porter, Wilson and Newfane are cooperating to possibly apply for a grant to develop a cross-town bikeway (a good greenway project).
- Need to be more diverse with summertime festivals (can't just have car and motorcycle events).
- Is there a way to have better and wider use of the Historical Society fairgrounds?
- We need a stand alone, public place for community events.

Development/ Growth (residential)

- Taxes make new housing development difficult.
- Some housing in the Town is seasonal; seasonality makes lodging a problem (what do you do in the off season).
- There are people buying homes here from outside of the State (many from Canada are buying here); retirees also buy summer homes in this area.
- Look for ways to entice people to build homes in Wilson; what can be done to encourage building in the community?
- You need to have natural gas, cable TV and other amenities to make Wilson attractive for residential development.
- Expand infrastructure to draw more housing development in close proximity to the Village (smart growth – don't sprawl housing throughout the Town).
- Residential development must be undertaken in a manner that does not threaten the agricultural industry in the Town.

Development/ Growth (commercial)

- Parking is key.
- Need enough square footage for stores to be profitable; shops in Wilson may not be big enough.
- Must have more than one "leader" shop – need a critical mass.
- Town is a good site for distribution centers, whether its for agricultural products or other things.
- Retail business in the Village cannot be sustained all year long.
- The zoning in the Village stymies the potential for business development; need rezoning to expand the boundaries of commercial use.
- The recreational fishing industry is the backbone of Town, along with agriculture.
- The Primate Sanctuary is trying to get organized in the Town, which has potential for tourism, among other things.
- Business increases significantly in the summer season.
- Town residents spend their dollars outside of the Town; need to support local business if you want it to be successful.
- Most retailers hire staff seasonally.
- We need more business diversity; don't put all your eggs in one "business" – it is fails, so does the Town.
- More small businesses are better than one large industry.
- Route 18 by-passes the Village; signage may help direct travelers to the area.
- Not a lot of shopping opportunities in Niagara County.
- Have other commercial districts (neighborhood commercial) at cross road locations south of the Village for residents to take advantage of as they commute to work or travel outside of the community, such as gas stations.
- The community needs fast food restaurants (McDonald's and Mighty Taco).
- Revitalize and reuse former industrial (brownfield) sites.

Agricultural

- Agriculture in the Town is great but we need to advance into new crops and products.
- Wineries and breweries are good possibilities; hops used to be grown in this area and we should do it again.

- Wilson has a perfect climate for agriculture.
- Horse farming and equestrian are growing industries in Western New York and Wilson is a good place for these activities.
- There is one large, commercial farm operation that is ruining property values in the area.
- We need to protect family farms.
- Investigate opportunities for organic farming in Wilson.
- Local farmers grow apples, peaches, soybeans, corn, blueberries and strawberries; apples and corn are two of the bigger crops.
- Corn is used for ethanol (1000's of acres being grown).
- The weather in Wilson is not favorable for organic farming (favorable for insects).
- Organic farming is a long term process and it is difficult to achieve certification.
- The school district and some local stores buy local produce.
- Wilson needs a farmers market.
- Agricultural lands in the Town are one of the greatest treasures.
- Agriculture in Wilson is probably the largest industry in the County.
- Agriculture in the Town needs to be supported and protected; don't expand development into prime agricultural areas.

Utilities/ Infrastructure

- Is there a way to relocate the sewage treatment plant? It is a terrible "welcome mat" for the harbor and there are better ways to utilize this prime waterfront site.
- The sewage treatment plant is an eyesore and it smells.
- Is there a good upland location for this plant? It doesn't have to be directly on the waterfront.
- The sewage treatment plant was built in 1985 and was obsolete the day it started operation.
- Need massive investment in the plant now; over \$400,000 is needed to make basic improvements to the sewage treatment plant; this is an opportunity for the community to find ways to upgrade our infrastructure. It is not cost effective to keep improving this plant.
- With the closing of Pfeiffer, the plant is not operating at full capacity; no problem servicing residential demand.
- The personnel needs of the plant are the same no matter what volume of wastewater is being processed at any given time.
- Can we consolidate waste treatment services with the Town of Newfane; their treatment plant is not operating at capacity.
- Must determine how to tie the Newfane and Wilson systems together; would it be the most cost effective solution?
- A joint effort (shared services) should garner us more points for potential grants funding.
- The Town needs to develop a legitimate long-term plan for all infrastructure in the community.
- Don't be crisis oriented.
- We need to take advantage of new technologies.
- Need "wi-fi" in the Village (is available in the harbor area but not in downtown or at a local bed and breakfast establishment).
- Cell phone coverage in the Town and Village varies.
- Look at what is working with green technologies and determine what might be good in Wilson.
- Wilson is a good location for wind energy systems, but not all residents would support it.
- Consider other green technologies, such as solar or geothermal.
- Some parts of the Town do not have cable TV or DSL service.
- Must consider that in 10 to 15 years the telephone service providers may abandon land line service altogether.

Press Release – for immediate release

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Town and Village of Wilson Continues Planning for the Future

A Public Focus Meeting to continue discussions and visioning for the Town and Village of Wilson Comprehensive Plan is scheduled for -

Tuesday, July 20, 2010 – 7:00 P.M in the Wilson High School Auditorium

The purpose of this second public meeting is to provide local residents and stakeholders the opportunity to view the progress on draft Comprehensive Plan and confirm their vision for the future of the Wilson community, including a review of draft goals and objectives to set direction for the Plan. This Public Focus meeting follows a Public Information Meeting that was held on March 15, 2010, which generated a lot of good ideas. The Focus Meeting will build upon, and strengthen, those ideas to help generate a clear vision for the Communities' future.

The Town and Village are interested in developing this plan to help guide future growth and manage land use in an effort to improve the overall quality of life, provide better economic opportunities, protect and preserve agriculture, evaluate ways to improve public services and reduce the tax burden on residents. Comprehensive planning is one of the most important tools that a community can use to establish a vision and guide future land use decision making.

The Town has hired Wendel Duchscherer (pronounced - “when-dle do-sharer”), a Buffalo-based architecture, engineering and planning firm, to assist with the preparation of the plan. Residents and other interested parties are encouraged to come out and continue their involvement in this important project to continue planning for the future of the community.

HELP PLAN OUR COMMUNITIES' FUTURE

PUBLIC FOCUS MEETING

FOR THE

WILSON COMPREHENSIVE PLAN

Tuesday, JULY 20th at 7:00 PM

Wilson Senior High School Auditorium



***Come to Continue the Discussion of What Is Important for Wilson
To Help Guide the Future Growth of our Community***

Economic Development

Community Character

Waterfront

Revitalization

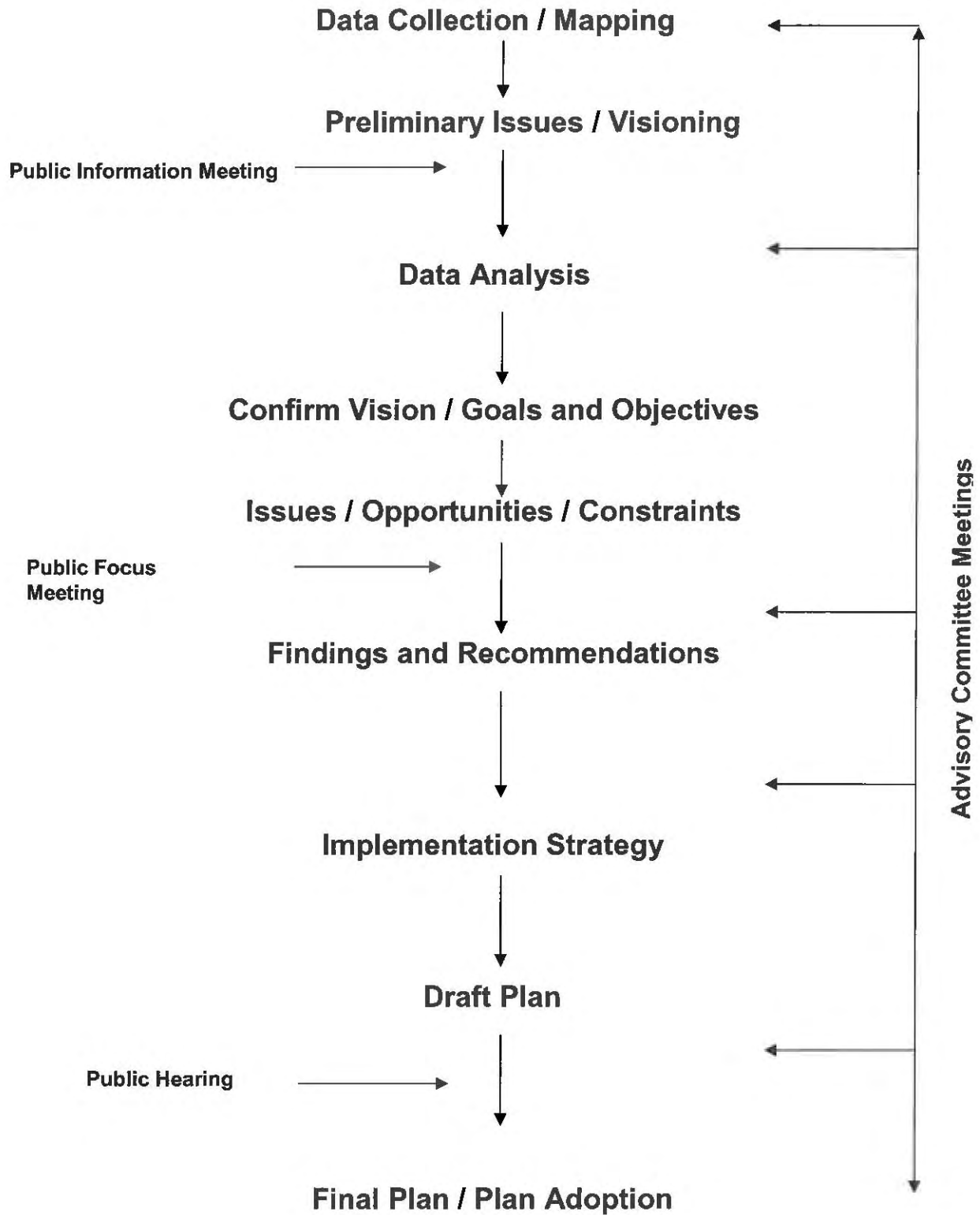
Quality of Life

Recreation

Farming and Agriculture

Public Services

Town and Village of Wilson Comprehensive Plan "The Planning Process"



MEETING SUMMARY

SUBJECT: Town and Village of Wilson Comprehensive Plan – Public Information Meeting

DATE: July 28, 2010

The Public Focus Meeting for the Town and Village of Wilson Comprehensive Plan was held in the Wilson High School Auditorium on July 20, 2010. This meeting is the second information gathering session held with the public. The purpose of this meeting was to review the draft goals and objectives and undertake a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis for the comprehensive plan. Following a brief update on the status of the planning process and a review of the data gathered to date, a review of the goals and objectives was commenced. The following are the comments that were received from the public on the goals and objectives:

Goal 1 – Community Character

- The community is primarily a rural, agricultural area with the Village acting as the Town center.
- The historic character of the Village is important.
- Maintain the historic influence and character of the Village and outlying area.
- Utilize design guideline to maintain architectural character.
- Consider an historic or architectural review committee.
- Adjust the zoning to allow for more mixed use and residential use in the business district.
- Consider adaptive reuse of existing structures, also infill development and redevelopment

Goal 2 – Agriculture

- Better leverage farming production as a means of generating business within the Town and Village.
- Local growers could market to Tonawanda's and other surrounding areas.
- Encourage local businesses to buy locally grown products.
- Need a Farmer's Market and other agricultural support businesses such as breweries, wineries, processing plants, distribution centers, etc.
- Strengthen agriculture activities in the community to service and generate local business.
- Change bullet to read "encourage highest and best use of prime agricultural soils..."
- Need to maintain diversity in the agricultural industry.
- Balance – protecting "small town USA" vs. development – don't get too developed.

Goal 3 – Environmental Resources and Waterfront

- This goal should be split into two separate goals to better focus on each issue.
- Remediate the former landfill for future use – passive recreation, active playfields, wind energy, etc.
- The waterfront is the main attraction in the community.
- The waterfront should be used throughout the year.
- Maintain harbor navigation.

- Emphasis should be on water-dependent uses around the harbor.
- The sewage treatment plant blocks important waterfront access; can it be moved to open up prime waterfront land for redevelopment (opportunity).
- Waterfront land around the harbor should be used for highest and best use.
- Public access must be improved.
- Gain control of State park property.
- Protect visual resources (no offshore wind turbines, etc.)
- Boating and fishing are all important issues for the waterfront.
- Can the ball diamonds be relocated from Krueger Park to allow better and more diversified use of this property?
- Protect open space and wooded lots.
- Work to collectively address coastal erosion.

Goal 4 – Downtown Revitalization and Economic Development

- Zoning issues in the downtown have to be addressed to encourage economic development.
- Create better linkages between the downtown, the harbor and other "tourism areas", such as Wilson Station.
- Fire Station is not highest and best use of downtown property.
- Encourage visitors to shop at the boathouse.
- Need more land to grow the Village – annexation?
- Commercial zoning in the downtown can be expanded to extend commercial activity east of the Village and along 425.
- Need economic activity all year long.
- Consider business clusters in appropriate places, such as Wilson Station.

Goal 5 – Housing

- Need to strengthen the social services support system (transportation, visiting nurses, etc.)
- Tie the Town in with the County social service system to allow for aging in place.
- Some housing in the Town is seasonal; seasonality makes lodging a problem (what do you do in the off season).
- Need to have a variety of housing to address the needs of all aspects of the community.
- Denser residential development should stay in and around the Village, where services exist (this is good for the downtown).

Goal 6 – Public Facilities and Services

- Need to support and maintain adequate fire protection.
- Need to expand Wi-Fi service in the downtown.
- Consider more green technologies, such as solar power.
- No wind energy systems in the Lake!

Goal 7 – Cultural, historic and recreational resources

- The historical society is a "sleeping giant" – capitalize on this entity and encourage greater involvement.
- Make better use of Krueger Park.
- Support improvements and enhancements to the seaway trail and the "wine trail".
- Develop more recreation trail connections between resources.
- Celebrate the historic character of the area – find ways to capitalize on the heritage of the area.
- Promote and celebrate the cobblestone houses in the area.

- Improve wayfinding in the downtown and surrounding area.
- There is a need for better connections between resources and amenities – State Park, harbor, downtown and tourism areas.
- Don't forget about the shops at the boathouse.
- Develop a map of area amenities and historic resources for harbor and other area visitors.
- Branding – develop a brand or theme for the community; maybe capitalize on initiatives like "All America or Sister Cities" programs.

Goal 8 - Transportation

- Consider and improve connections to adjoining communities.
- Consider "virtual transportation" – travel by internet.
- Offer boat tours of Wilson.

At the end of the discussion on the goals and objectives, an analysis of the strengths, weaknesses, opportunities and threats in the community was conducted. The following was offered:

Strengths –

- People; the community
- Community character – rural, quaint
- Comfortable size of community and population
- Agricultural industry
- Village as the historic Town center
- Historic and cultural resources/assets
- Seasonal activity – abundant summer activities
- Wilson-Tuscarora State Park
- Lake Ontario waterfront and Wilson Harbor
- Twelve Mile Creek and tributaries
- Local recreational boating and fishing industry
- Sewer service in Village, which has excess capacity
- Low-cost real estate
- Good school system
- Local government collaboration
- Good planning support at the County level

Weaknesses –

- Geographic limitations
- Poor access to major highways (I-190, etc.)
- Seasonal nature of the community
- Lack of awareness of community (from both outside and inside)
- Limited public access to the waterfront
- Need for more transient dockage in harbor
- Limited infrastructure (sewer)
- Limited utility services
- Location of the sewage treatment plant and Wilson Fire station (on valuable lands)
- Limited economic activity in the business district /structural limitations
- Poor connectivity between business district, tourism areas and Wilson Harbor
- Poor connectivity between Village center, Wilson Harbor and State Park
- Numerous Town and Village zoning districts and zoning restrictions
- Lack of social services support structure/system

Opportunities-

- The people; the community
- Rural charm – community character
- Room for improvement/better utilization of Calvin Krueger Park and State Park
- Wilson Harbor and recreational fishing industry
- Growth of agricultural activity
- Good farmland - prime farm soils and soils of Statewide significance
- Growing equestrian industry in WNY
- Willingness of local government to collaborate
- Proximity to Canada; Canadian investment in the community
- Growing tourism areas (Wilson Station, etc.)
- Existing trails and connections - Wine Trail and Seaway Trail designations
- Ability to develop more trails and connections
- Community history and historic resources
- Low-cost real estate
- Low-cost energy
- Potential for branding and achieving better identity
- Assets and resources that can be actively promoted, marketed and celebrated
- Ability to advertise outside of the area
- Build on people's awareness of the area
- Virtual transportation
- Zoning updates and revisions

Threats-

- Lack of outside (and inside) awareness of the community
- State's inability to maintain Wilson Tuscarora State Park
- Coastal erosion issues along the lakefront
- Off shore wind energy conversion systems
- Movement toward a less diverse agricultural industry
- Shoaling in Wilson Harbor
- Water quality degradation
- Neighboring communities (potential competition)
- Limited utility services and technology
- Poor location of Village facilities (fire station and wastewater treatment plant)
- Trend shows slight population declines