

Town of Clarence
One Town Place, Clarence, NY 14031
Town Board/Planning Board
Joint Meeting Minutes
Wednesday September 30, 2015
7:00pm-9:00pm

Chairman Robert Sackett called the meeting to order at 7:00p.m.

Chris Greene led the pledge to the flag.

Town Board Members present:

Supervisor David Hartzell	Councilman Patrick Casilio
Councilman Robert Geiger	Councilman Peter DiCostanzo (arrived at 7:45pm)

Town Board Member(s) absent: Councilman Bernard Kolber

Planning Board Members present:

Chairman Robert Sackett	Vice-Chairman Paul Shear
2 nd Vice-Chairperson Wendy Salvati	Timothy Pazda
Gregory Todaro	Steve Dale
Jeffrey Buckley	

Planning Board Member(s) absent: Richard Bigler

Town Officials Present:

Director of Community Development James Callahan
Junior Planner Jonathan Bleuer
Deputy Town Attorney Steven Bengart

Other Interested Parties Present:

John Steinmetz	Molly Gaudio	Carol Cornwall	Jim Blum
Chris Greene			

Comprehensive Plan 2025 Discussion

Chairman Sackett noted that this meeting is a working session for the Planning Board and Town Board; they will not be seeking public input. There will be future meetings for public input. Jim Callahan will provide the history of the process to get to a master plan. The meeting will end by 9:00 p.m.

Mr. Callahan said the Master Plan 2015, in which the Town is guided under now, was originally adopted in 2001. The Boards are looking at updating and renewing that document now that its term is coming to an end. The Planning Board began reviewing the goals in 2013 through 2014. Following the County's One Region Forward model the Town undertook a mapping exercise in 2014 to guide development of the future land use map. All these things will be used to guide the development of the Comprehensive Plan 2025. In the preceding years, the Planning Department has completed a Farmland Protection Plan, a Parks and Recreation Master Plan, a Land Use Access Management Plan and a number of demographic and traffic analyses through the years. These were all adopted by the Town Board to guide decision making through the years. In 2014 the Town Board entered into a contract with the Steinmetz Planning Group to assist in the assimilation of all the information for the development of the Town's Comprehensive Plan 2025. John Steinmetz and Molly Gaudio are present to go over the overall development of the Comprehensive Plan.

John Steinmetz explained that he will update and inform the Board members on the forms that were distributed to them this evening. They will answer any questions the Board members may have and if anyone has questions when reviewing the document in the next couple days he encourages them to contact the Planning and Zoning Office who in turn will forward the question/concern to his (Mr. Steinmetz's) office. Mr. Steinmetz wants this to be a continuing dialogue throughout the next several months as a draft plan is created and then ultimately a final plan.

Mr. Steinmetz met with the Town Board a few months ago and presented a detailed review of the demographics and trends. The presentation this evening will consist of the new updated information and feedback from the members. They will discuss Comprehensive Planning 101. He will introduce the implications that were covered at the last Town Board work session and then get into the future orientation and future verbiage in the document for the Town. They are calling it a Vision and Goal Frame Work for the Town. They will then review the vision and goal statements and get the members ideas/input on how best to make this a reality.

Mr. Steinmetz explained that a Comprehensive Plan is needed because it is provided for by NYS law to protect the health, safety and welfare of a community. It provides background information and policies to assist with decision making and policy making. It also provides a framework for investment development, public and private expenditures.

A benefit of having a Plan is that it represents a strong statement of policy by the governing body. It is the staff and board members roles and jobs to implement the statement of policy. It serves to strengthen a community's position in legal proceedings. It dramatically increases funding by outside organizations. Most programs ask if there is a Comprehensive Plan that is less than five (5) years. If it is more than five (5) years old they ask that if by resolution it has been adopted. Another benefit to having a Comprehensive Plan is that it fosters to serve economic development. The process used to develop this plan provides an opportunity for the members of the community, that may not normally get together to talk about the community, a chance to take part in the discussion.

A Comprehensive Plan is not an end, but a beginning of a process. The Plan is not an immediate change, nor is it a substitute for strong action or leadership, which Mr. Steinmetz believes the Town of Clarence has. The Plan is not intended to be permanent or rigid. The best Plans should be flexible, as conditions change. A Comprehensive Plan update is not a Zoning Code update. Any planning effort is never intended to take away rights but to establish a direction for a community.

Mr. Steinmetz stated that the current Plan has the term Master Plan on it, that term tends to be a more pragmatic in the sense that they dealt with more tangible issues such as land use infrastructure, parks and recreation and the environment to name a few. The current Comprehensive Plans do this as well but they go a bit further, they are flexible, New York State does not dictate exactly what needs to go in it. Modern Plans deal with community character, which would not have been seen decades ago. Public health has come to the forefront, with topics such as sustainability and aging in place.

In terms of a timeline, Mr. Steinmetz said they reached out to numerous community groups, developed a community profile, and looked at the date and trends of the Town. The planning process timeline is currently at the Draft Vision Goals and Strategies stage, which will be discussed this evening. From there he hopes to move forward and complete a Preliminary Plan, refining the future land use exercises and mapping efforts that the Town staff did about a year ago. Mr. Steinmetz would like to consolidate all that information into a Preliminary Plan document. That Preliminary Plan will get tested further by going out to the community at large. From there they will refine the feedback and present it again in a joint workshop, similar to this evenings meeting. They will create and complete the necessary SEQRA documents that New York State requires. Then present it to the Town Board for a Public Hearing and Plan Adoption.

Molly Gaudioso said the major purpose of this meeting is to review the Community Profile Draft document that has been distributed to all members in attendance. The Community Profile Information section includes a Public Information Summary which has to do with the youth workshops and stakeholders' interviews, previous plans and studies, the location of the Town, population trends, housing market, willful economic indicators, land use and zoning session and sewers. This information resulted in the culmination of eleven (11) implications. Ms. Gaudioso will highlight and provide details on a few implications. The first implication is that the Town is affluent and will likely remain or become more affluent. They looked at the economic and census data. She referred to the chart on display and said in terms of the community, the Town of Clarence in comparison with Erie County, those that have earned, residents over the age of 25 that earned a Bachelor's Degree or higher is almost half the Town of Clarence, whereas in Erie County that share is only 31%. That is a big indicator for the household income number, which the Town of Clarence is significantly higher than Erie County at \$87,000, Erie County is at \$50,000. The Town of Clarence has a lower unemployment rate at 3.6% compared with 8.6% for the County. The poverty rate in Clarence is 3.7% compared to 14.6% for the County. The chart shows the breakdown for household income for the Town of Clarence versus Erie County. A large portion of the Town's income is at the \$75,000 breaking point, that's a huge share of the Town's income population, whereas for the County there is a higher share of lower income values in terms of households. The change in household income date was determined because the Town has seen a decline in household income of less than \$10,000, \$15,000-\$25,000 and \$50,000-\$75,000. As well as major increases in the last decade of \$100,000 or more household income.

Another implication is that the Town has seen an increase in the number and share of senior residents living in Clarence, this trend will continue. They looked at the estimated current population's 2010 census numbers and found that the largest age cohort is 45 to 54 age range which is about 19%. Another large section is 55 years of age and over. The trend in population change from 2000 to 2010 shows that there is a larger increase in the Town of Clarence in terms of an aging population over the last decade compared to that of the County.

A third implication is that the housing market affordability and land value may continue to limit the attraction and retention of young families and non-family households. The population trend graph indicates that the Town of Clarence has actually lost population in the age range of 25-34 years, as well

as the 35-44 years. These groups tend to associate with smaller children, small young families, young professionals, single person households, and the millennial population deferring marriage and deferring homeownership. In terms of the housing market the Town of Clarence has 96% occupied units compared to 91% for the County. The share of owner occupied housing versus renter occupied housing is much larger in the Town of Clarence. Clarence has more than 50% housing stock above \$200,000 in value and not as much below the \$150,000 value which is what is seen in the county. What this means for Clarence is not known yet. The median household value for the town is \$237,000, for the County it is \$124,000.

The last implication to be discussed this evening is the large portion of the Town's quality of life is currently driven by private investment, which includes but is not limited to farms, restaurants, and neighborhoods. The use of land within the Town is 60% vacant agricultural or residential, greater than 5 acres. A quarter of that is residential with less than 5 acres with 7% commercial and 7% community services/public facility. 76% of the Town's assessed value, in terms of land use, is associated to residential uses less than 5 acres, 13% being commercial and industrial, 4% community services/public facilities and 8% being vacant agricultural or large residential uses.

Mr. Todaro asked what is typically seen as average in communities regarding the residential versus commercial. Ms. Gaudioso said it depends on the share of the residential and on the community; it fluctuates. She is not sure what a typical number would be. Mr. Steinmetz said there are too many variables to provide a typical average. Deputy Town Attorney said it appears the Town is relying on residential to fund the Town. Mrs. Salvati said there is not a good balance in terms of the tax base. Chairman Sackett asked, given the tax cap, is that sustainable? Another issue is that there is an aging population in Clarence and not a retention of younger families or younger individuals coming into the community or staying in the community, what does this mean for the next 15-20 years, in taking over residential properties. Chairman Sackett said they don't have much say in terms of economic growth, other than zoning, in terms of the commercial zone and it appears that the agricultural/greater than 5 acres is somewhat under attack relative to financial needs. Mr. Shear said with an aging population there is an interest in drawing in young families because they will make up the Town's employees for departments such as the Highway and Parks Departments. They will also be members of the local volunteer fire departments. He asked if there should be a concern with the lack of affordable housing and the ability to draw these young families into Town.

Mrs. Salvati asked if the Town's housing will hold its value. She noted that there is not a lot of rental housing, which is something younger people can go to. What is currently being built are luxury apartments for seniors.

Mr. Pazda said the Town should refrain from using the term "affordable housing", it has a negative connotation. It should be called "workforce housing" which makes it more palatable for people.

Mr. Dale asked, exclusive of the affordability of housing, what else would attract young families. Mr. Todaro said the school district attracts young families. Councilman Casilio said he does not know that the cost of the home is as important as the reason to move here. Mr. Buckley said if the area has a strong school district families will stretch to afford to live there.

Mrs. Salvati asked if the Steinmetz Group looked at school district projections; she believes their enrollment numbers have been dropping. Mr. Callahan said there was a task force last year that looked at all that information. They are trending down however the kindergarten class was up this year.

Mr. Steinmetz said the Proposed Goal Framework consists of a single Vision Statement, a Goal, a Strategy, and Implementation. The Vision Statement is a statement that describes the overall aspiration of the Town. The Vision should not change dramatically over time but rather be consistent throughout the planning horizon. A Goal is an end towards which actions are aimed. Think in terms of what you want the Town to “have” or “be”. Term is usually ten (10) years. A Strategy is more action oriented and more specific. It refers to some specific aspiration or activity which is reasonably attainable. Think in terms of actions such as “increase”, “develop”, or “preserve”. Term is usually six (6) to ten (10) years. Implementation is specific proposal to do something that relates directly to accomplishing a strategy. Term can vary from one (1) to ten (10) years.

The Community Vision for the Town of Clarence is as follows: As the oldest town in Erie County, Clarence strives to remain connected to its rich agricultural heritage and historic hamlets, while pursuing sustainable growth and a higher quality of life for its residents. There are many elements that together shape the vision and identity of our community, including our:

- Environmental Health and Sustainability
- Agriculture and Open Space
- Transportation and Connectivity
- Public Health and Safety
- Community Character and History
- Economic Prosperity

The mindful management of these elements and proper balance of public and private investment will help to ensure a future for Clarence that is vibrant, prosperous, and competitive.

Mr. Steinmetz explained that the above six (6) bullets are the next six (6) sections of the plan. These sections can be pulled out of the plan and empowered or assigned to a specific group to be monitored and kept track of.

The goal for the Environmental Health and Sustainability is as follows: We will practice environmental stewardship in our decision-making, ensuring the quality of our natural resources for the use and enjoyment of existing residents and future generations. Maintaining the health of our floodplains, wetlands, woodlands, wildlife, creeks and tributaries, as well as our passive and active parklands is essential to our community’s long-term sustainability. We will achieve this by minimizing our ecological footprint through the employment of sound development practices and appropriate land use regulations that prevent the degradation of our natural assets and conserve their environmental, aesthetic, and recreational significance.

Mr. Shear said there is constant pressure from developers who have short term goals and over time if the Planning Board does not consider the ramifications those developers will win. He wonders how this can be controlled. Mr. Callahan pointed out that zoning is critical, a high percentage of the Town is not zoned Residential. Mrs. Salvati noted that the Open Space Design regulations help the Town preserve open space. Mr. Bleuer said it is not in just not building, but that when development takes place in the Town, it would be important for the Town to have a code that pushes these new advanced technologies that will help the environment.

Mrs. Salvati said there are areas in the Town that need to be sewerred, the focus has always been on getting sewers so the Town can have new development and turn green lands into residential areas. Mr. Callahan said a common practice is to try to sewer areas without creating additional ancillary growth. Mr. Shear said everyone would like to see Harris Hill sewerred but everyone understands that the cost of

doing that is beyond the Town's capability today. Is this a goal for the future? Supervisor Hartzell said it is possible that there will be funds available in the future. Mr. Shear said there is no strategy nor an implication or a solution, so should this remain a goal?

Chairman Sackett noted that the Town used to have a Town Environmental Quality Review Act (TEQRA) Committee because they are concerned about the environment. A decision was made, in order to expedite the process, which put stewards of most of this material in the hands of the Planning Board in combination with State and County Agencies. Is this change working? Is the Planning Board doing an effective job as being stewards? Mr. Callahan said nothing has been lost, the same discussions and implementations are taking place and carried forward through a more stream lined process. Just because a committee was eliminated doesn't mean review of the environmental impact study is eliminated. Deputy Town Attorney Steve Bengart said from a legal point of view the Planning Board is doing tremendously well combining the two. He thinks additional laws are needed to help implement what the Town wants to get done. Mr. Shear said when a project meets the code it is hard to say they (the Planning Board) want something else. Deputy Town Attorney Steve Bengart said maybe the zoning needs to be tweaked. Chairman Sackett summarized by saying it appears the Planning Board is doing a good job however there may be some areas they have been unable to protect because of codes. It wouldn't hurt to double their efforts and look at the codes again in order to give the Boards more teeth in making decisions in preserving some environmental qualities in the neighborhoods.

Ms. Gaudioso said it doesn't have to be something new when talking about the policy changes, it could be something the Town is doing well and they want to document and say they want to keep doing it.

The next goal area is Agriculture and Open Space: "We will continue to support our agricultural community to ensure the long-term viability of local farms and farm operations. Permanently protecting farmland and open space through the Greenprint Program and other land use measures will continue to be a priority for the Town. Our agricultural operations and open space will be celebrated for their contributions to the greater community in the form of economic value, scenic vistas, wildlife habitat, and the provision of local foods." The Board members agree with this statement. Chairman Sackett said the word "permanent" may cause issue. He said there will always be requests to rezone based on the dispersion of the population from the center. Mr. Bleuer pointed out that there is a considerable amount of permanent land in Clarence now. Ms. Gaudioso said the language in the statement being discussed is taken from the Town's current agricultural plan. Chairman Sackett asked if this goal is saying that there will be no rezoning of any agricultural land under any circumstances because it is permanent. Deputy Town Attorney Steve Bengart pointed out that the statement refers to the Greenprint Program which is permanent. It is then noted that the statement continues with the words, "other land use measures". Mr. Steinmetz suggested an edition or addition to the statement which indicates the Town will strive to reduce development pressure on farmland. He will work on this. Mr. Todaro said he thinks the pressure comes when the ownership changes on property, so can the code be modified to deal with transition of sale. Mr. Dale referred to infra-structure planning and said there is the same concern in terms of how they will pay for it, similar to the sewers in Harris Hill, there is not a lot of funding in farming to buy sewers or water. Mrs. Salvati said farmers don't want sewers, Chairman Sackett said they may want to do something about drainage. It is noted that a big portion of the 60% Vacant Agricultural lands are in the north country floodplain portion of Clarence; which restricts what can be done with the land. Deputy Town Attorney Steve Bengart asked how pressure can be reduced on agricultural lands. Mr. Steinmetz said by not putting sewers near those lands.

The next goal is Transportation and Connectivity: "We will strive to create a transportation system that is safe and serves as an asset to local businesses and residents. It is our intent to enhance the access,

convenience, and comfort of all users regardless of age and physical ability, while also providing a more healthy, active lifestyle for our residents. The Town will place a priority on connecting our neighborhoods, hamlets, commercial activity centers, and community resources using a combination of roads, bike facilities, multi-use trails, sidewalks, and transit service.” Chairman Sackett noted that there are a large number of roads that are State and County owned and there is increased traffic, therefore the Town has chosen to invest in bike facilities as an alternative to the roads because the roads are becoming less safe due to increased traffic and lack of shoulders on County roads. He does not think there is a sustained effort to increase the use of bikes on roads because the Town cannot control the roads. Sidewalks are somewhat controversial and Chairman Sackett does not think there is a sustained effort to put sidewalks everywhere. Deputy Town Attorney Steve Bengart said sidewalks was a goal the people in the community wanted, this was a result of the study that was performed. Chairman Sackett is talking about the balance that is happening and the process, not the goals; he is being practical. Chairman Sackett said in order to decide if strategies are working, data is needed for implementation. He is sharing the data that he has received so far with this group and saying maybe that strategy is not going to work in terms of increasing bike use on roads and using sidewalks for transportation throughout the Town. Supervisor Hartzell said the Amherst bike path goes from bike path to road to bike path to road, this is not done in Clarence. Some people do not want this but in a limited situation to connect to places he thinks it shouldn't be an issue. Mr. Bleuer said there is currently a big push for biking on Main Street. Ms. Gaudioso said this is a good example of what the Comprehensive Plan can do and inform later, it is not saying to provide on-street facilities throughout the entire Town, its more conduct a bicycle and pedestrian study which will find out the priority places and then move onto the next step. Mr. Steinmetz gave an example of a rumble strip and a sign being used along the bike path on a road, it's inexpensive and a good treatment to get commuters to the Peanut Trail. Chairman Sackett said because many of the roads are County owned, the Town has limited ability to put bike lanes on roads in Clarence. This could be a Strategy. Mr. Dale said that given that traffic was one of the items that was identified by all of the stakeholders groups as being a weakness, do you see that implementing traffic calming measures might be a conflict. On one hand we are asking for relief and speeding up the traffic or moving it quicker and yet we want to calm it. Ms. Gaudioso said in a recent study that she was involved with, younger drivers said they would want to see the speed limit increased on streets that don't have anything to look at, whereas in the Hollow they would slow down because there are things to look at, this is the traffic calming aspect and this is where you want cars to slow down because of the pedestrian or bicycle traffic. Mr. Steinmetz said people will cut through neighborhoods to avoid a busy intersection, traffic calming may help in this situation.

The next goal is Public Health and Safety: “We will sustain the health, safety, and well-being of our residents by supporting the delivery of community services, organizations, and institutions that enrich our quality of life. These service providers generally fall into two categories, public and not-for-profit. Public entities include our school system, utility providers, emergency service providers, and parks and recreation department. Not-for-profit groups include our churches, senior care providers, and sports leagues. It is the combined efforts of these public entities and not-for-profit organizations that elevate our residents' intellectual well-being by providing opportunities to learn, pray, serve, engage, and play in our Town.”

Mr. Pazda suggested adding “service organizations” after senior care providers. Mrs. Salvati suggested replacing the word “pray” with “worship”. Mr. Shear said, given the demographics, there is a fair amount of pressure to increase activities in places such as the Senior Center and at sports fields. He is not sure how the Town can do this. What is the decision making paradigm when these things come up? It is noted that there is a push for a football field in Clarence, Supervisor Hartzell said there are under 200 kids that play football in the Town and the last estimated cost for a football facility was 3 million +/-.

He noted that seniors are 30% of the Town's population so why not take the money that was for the football facility and put it into the Senior Center or the senior population that can benefit a large portion and a growing portion of the community. Mrs. Salvati said after meeting with the high school students there was a feeling that there weren't enough things for them (the students) to do in the community. So perhaps the Town should look beyond just football and look at a bigger youth center or community center.

Deputy Town Attorney Steve Bengart suggested replacing the word "churches" with "religious organizations".

Chairman Sackett suggested that one of the strategies would be to take an inventory of the use of the present facilities, there could be adaptive re-use. There may be underused inventory that could be reallocated rather than constantly adding new stuff.

Councilman Casilio said some of it is quality of life too. The public pool is a very expensive operation, but what is a Town without a public pool?

Supervisor Hartzell referred to the comment about the high school students saying there is nothing to do in Clarence. He went on to explain that there are parks, basketball courts, they can go hiking, they can bike, they hunt and fish, there are a million things they can do in Clarence if they are 17 or 18 years old. There is a YMCA 10 minutes away. There is a BAC locally as well. If they can't occupy themselves in Clarence, then they can't occupy themselves. There are a million things to do within 20 minutes of Clarence. Ms. Gaudio said the students wanted places they could walk to and hang out at on a Friday night or on the weekends. Mr. Pazda said the residents/businesses/organizations of Clarence Center do not kids hanging out because that is where the problems are and where the police are needed now because the teens are bringing vodka in water bottles. Mr. Shear said there were a lot of people at the four corners last weekend and there were no problems reported.

Mr. Todaro asked if there is opportunity for private investment, it does not have to be Town investment.

The next goal is Community Character and History: "We will strive to ensure that future growth and development compliments our character and history. This will require the preservation of some of our most important buildings, sites, and places. At the cultural, social, and economic heart of the community are our hamlets, which showcase many of our historical buildings and sites in a dense, walkable traditional development pattern. Meanwhile, the roots of our agricultural heritage are still very visible in the vast open spaces, active farms, and historic places situated outside the hamlets today. Future development and decision-making will recognize the importance of architecture, siting, and context sensitive design to assure the compatibility of development with the desired aesthetic of the Town."

Chairman Sackett said it is difficult accomplish the adaptive re-use factor, it requires a partnership between the Town and the private industry. Supervisor Hartzell does not think it is difficult, in the past 10 years the IDA has done quite a few adaptive re-use projects. It is a slow process but not that difficult.

Mr. Bleuer said it is important to make sure the Board members are up to snuff on knowing the design standards for the Town and portray a strong sense of unity so applicants can come in and understand that there will be a level that will be required to maintain the integrity of this Town. Since this strong identity of Clarence is already in existence it should be easy enough to embrace moving forward. Mr. Shear said the Planning Board spends a lot of time taking a basic design and elevating it to something that is more compatible with what the Town would like to see. He noted that some of the code may not be specific

enough for what the Town wants to see. Deputy Town Attorney Steve Bengart cautioned that if the code gets too rigid, then the Town is stuck with it. He thinks the Planning Board does a good job of keeping the applicant to a higher standard.

Mr. Dale said given his perception that perhaps adaptive reuse is a more expensive way of doing a project, he asked if anyone is familiar with any incentives that the Town may be able to offer to encourage people to go that way. Deputy Town Attorney Steve Bengart said there is the IDA. Ms. Gaudioso said specifically many of the historic properties would qualify for designation on the State or National Historic Register, which would provide tax incentives. It is a misconception that being listed on the National Register adds additional standards and requirements to that property, it doesn't at all. It means that if the owner is going to go after the incentives there is a certain standard that must be upheld in terms of the rehabilitation or reuse of them. Supervisor Hartzell said the Clarence IDA cannot do retail, but in the case of adaptive reuse they can do anything they want. NYS said if anyone is willing to do adaptive reuse, anything is possible as far as funding.

Mr. Steinmetz said if the code ever gets in the way of doing what is right, that is a problem, change the code.

Mr. Bleuer suggested discussing the historic districts with the people who actually live in those districts.

Mr. Steinmetz asked if the Town uses a municipal architect during project reviews. A collective answer from the group indicated that the project(s) would be reviewed by the Town's Engineering Department. Mr. Steinmetz explained that in other communities a municipal architect is kept on retainer and when the review becomes too much for the Planning Board that architect helps the Planning Board do their job. The cost for those services would be forwarded on to the developer. This process has not stunted growth in any way.

Mr. Bleuer said the Historic Preservation Commission has an architect that sits on that Board as required by SHPO.

Ms. Gaudioso said if the standards are set, it streamlines the process and the expectation is there, the applicant appreciates knowing that from the beginning, it takes a lot of the guesswork out of the submission.

Mr. Todaro asked if there are different design standards for the Hamlets, Chairman Sackett said yes.

The last goal is Economic Development and Hamlet Revitalization: "We will manage and pursue investments, both public and private, that promote sustainable economic growth throughout our Town. The success of our local economy relies on the commercial, office, and industrial investments located throughout the Town, as these operations provide opportunities for employment, tax revenue, and growth. Over the next decade, it is anticipated that the role that our hamlets serve in our local economy will become more significant. Our hamlets will emerge as more vibrant activity centers, characterized by unique services, shopping, entertainment, jobs, and housing opportunities within their historic, walkable environments."

Mr. Bluer noted that this goal creates better diversity for the tax base.

Deputy Town Attorney Steve Bengart said this goal focuses on the hamlets, what about Roll Road and the Industrial Business Park zone? Mr. Steinmetz said they tried to capture both that area and the

Hamlets in the statement. Deputy Town Attorney Steve Bengart said the focus should be on where the Town will get the tax base from, not just the Hamlets. How will the Town's industrial areas be increased? Supervisor Hartzell agreed with Deputy Town Attorney Steve Bengart noting that Clarence Center is built out, industrial development is not going to come from Clarence Center, it is going to come from County Road, Sheridan Drive and Roll Road. Mr. Shear said the Town does not have all the services necessary to support the kind of growth that they would like to see in those industrial areas, these services include sewers, roads and power.

Any additional comments regarding this presentation should be forwarded to the Planning and Zoning Office within one (1) week of this meeting.

Mr. Steinmetz said a branding strategy for the Town of Clarence is an option. Some suggestions are:

Clarence 2025: Setting our standard for sustainable living.

Clarence 2025: Our path to a sustainable future.

Clarence 2025: Planning for our people, places, and prosperity.

Clarence 2025: Our path to a healthy community.

Mr. Pazda said he likes the idea of a branding strategy. Most members like the second branding strategy listed above.

Chairman Sackett asked if a periodic review will be built into the plan regarding the strategies and implementation. Mr. Steinmetz said yes, it will be discussed towards the end of the document completion but it will probably be a yearly review or every two (2) years.

Mr. Shear asked if a vision statement for the Town has been discussed and if all members are in agreement with the statement. If anyone has comments regarding this they are asked to forward them to the Planning and Zoning Office within one (1) week of this meeting.

Councilman DiCostanzo said people who live in the hamlets do not want growth in the hamlets. Mr. Steinmetz said the study showed they do want investment in the hamlets. Mr. Callahan said they want the growth without the traffic. Chairman Sackett said he thinks it is the sustainability, some people think the hamlets are eroding.

Councilman Geiger said there is work force housing in Clarence. There are houses that need work and families with 2-4 children are buying these houses and fixing them up.

Everyone thanked Mr. Steinmetz and Ms. Gaudioso for the work they have put into the document.

Meeting adjourned at 8:50 p.m.

Carolyn Delgato
Senior Clerk Typist