

Business – Action Items

Action 1: Develop small commercial areas near the intersection of Route 90 and Ledyard Road and in the Hamlet of Levanna.

Historically the intersection of State Route 90 and Levanna Rd has hosted some small commercial operations, such as a gas station. These businesses helped define this area as a hamlet and encouraging business to redevelop in this area can have the potential to do so again in the future.

The intersection of State Route 90 and Ledyard Rd provides the potential for commercial or mixed-use development. This area is set lower than the surround fields and therefore provides some protection to scenic views. A system of secondary roads would be constructed so that there would be no driveways onto the State highway. Through careful development, this intersection has the potential to become a new hamlet for the Town of Ledyard hosting needed community businesses, such as a gas station/convenience store and pharmacy.

Action 2: Look for opportunities to encourage businesses that support Town residents

Although many types of commercial businesses would be welcome within the Town, the residents would encourage the development of businesses that would serve the needs of the existing residents. These may include gas stations, convenience stores, pharmacy, medical center and other essential services.

Action #3: Embrace Agri-Tourism Opportunities

The Cayuga Lake Wine Trail, Route 90 Scenic Byway and the Cayuga Lake Scenic Byway offer many beautiful vineyards, farms and historic barns that distinguish the area's rural character. These assets represent excellent opportunities for agri-tourism connections in the Town.

Agri-tourism has many benefits including: contributes to the stability of the agriculture industry; increases the awareness and education of the public; promotes agricultural products; tourists spend money at local businesses and supports and develop cultural tourism opportunities. Ideas include retail outlets for wineries and a farmer's market.

Action #4: Look for opportunities to encourage local farmers to participate in local events by direct marketing their goods or by setting up educational demonstrations.

Develop a network of farmers and farm families that can provide information about the benefits of agriculture and sell their products at local events, such as the State Route 90 Garage Sale and the Aurora Fest. Developing a stronger connection between farmers and non-farmers will help to strengthen understanding within the Town.

Action 3: Expand use of site plan review provisions to include activities that take place near sensitive environmental features.

The Town currently uses site plan review procedures for Special Permit and Special Development District applications. However, expanding the use of this tool to review applications that take place within or adjacent to sensitive environmental features can reduce the risks of negative environmental impacts and impacts on adjacent properties. Figure 8 shows the areas in the Town where sensitive environmental features are present. These features include floodplains, wetlands and areas of steep slopes.

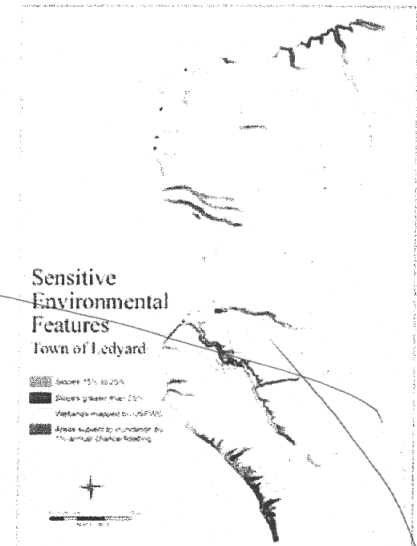


Figure 8 Sensitive Environmental Areas

Action 4: Develop a model development plan for the commercial area to pre-permit a mixed-use development on that site.

In order to encourage mixed-use development at the intersection of State Route 90 and Ledyard Road it is recommended that the Town undertake a pre-permitting process for this area. This involves the development of a generic environmental impact statement covering the types of development that the community wants to promote. This may include a convenience store, gas station, and high density housing such as senior housing or townhouses. This type of mixed use development creates a hamlet area where residents can both live in shop within the Town without having to drive, yet allowing access to commercial businesses for other Town residents as well as commuters and tourists.

Pre-permitting this type of development allows the Town to “advertise” the development to potential developers and increases the likelihood that a developer will want to undertake the project because the Town has already done a large portion of the research. This process also shows a potential developer that the Town is in favor of the development and that they are unlikely to face public opposition.

Action 5: The Town should develop guidelines for the review of Cell Towers and other similar structures to be used with the Special Development District regulations. Develop guidelines for review of these proposals under the Special Development District section of the Town Zoning Law.

Cell towers and other tall communication towers should be regulated within the Town through the Special Development District process in the Zoning Law. This will provide a more thorough review and provide the opportunity to adopt and apply guidelines for development as well as review of these types of products.