



Planning for a Healthy Design Newsletter

— A Madison County Newsletter dedicated to Planning and Land Use —

Fall 2014 Issue #6

The semiannual *Planning for a Healthy Design Newsletter* is meant to facilitate discussion between Madison County Planning and Zoning Boards and others interested in local land use decisions.

It is designed to highlight local examples and experiences to foster communication between our communities as well as be a resource with tools and ideas to further advance the principles of Smart Growth.

This newsletter is brought to you by the Madison County Planning Department.



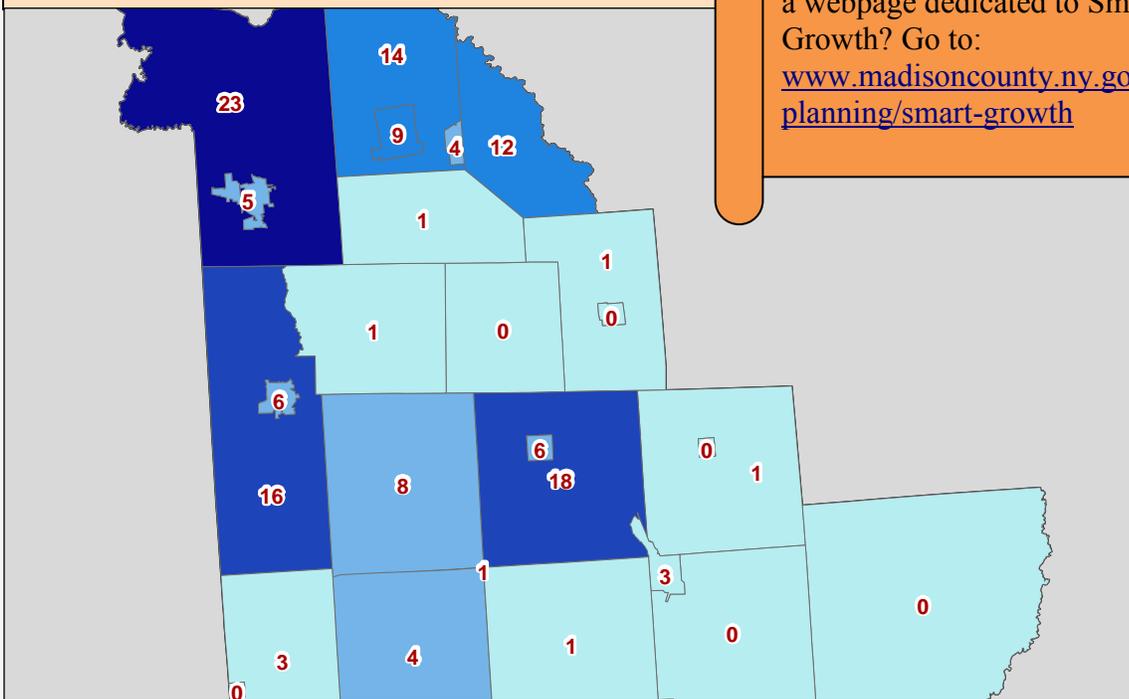
Welcome to Madison County's sixth *Planning for a Healthy Design Newsletter*! In this issue get a recap on land use activity for 2013. The Smart Growth Spotlight in this issue focuses on Sense of Place and features tools as well as local examples to foster your community's distinct sense of place to enhance quality of life and attract economic development.

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This is an electronic newsletter—Please click on and utilize all the links and videos provided !

Did you know that the Madison County Planning Department has a webpage dedicated to Smart Growth? Go to:
www.madisoncounty.ny.gov/planning/smart-growth



Land Use Activity Recap for 2013—how does your municipality compare? Find out on Pages 2-4.



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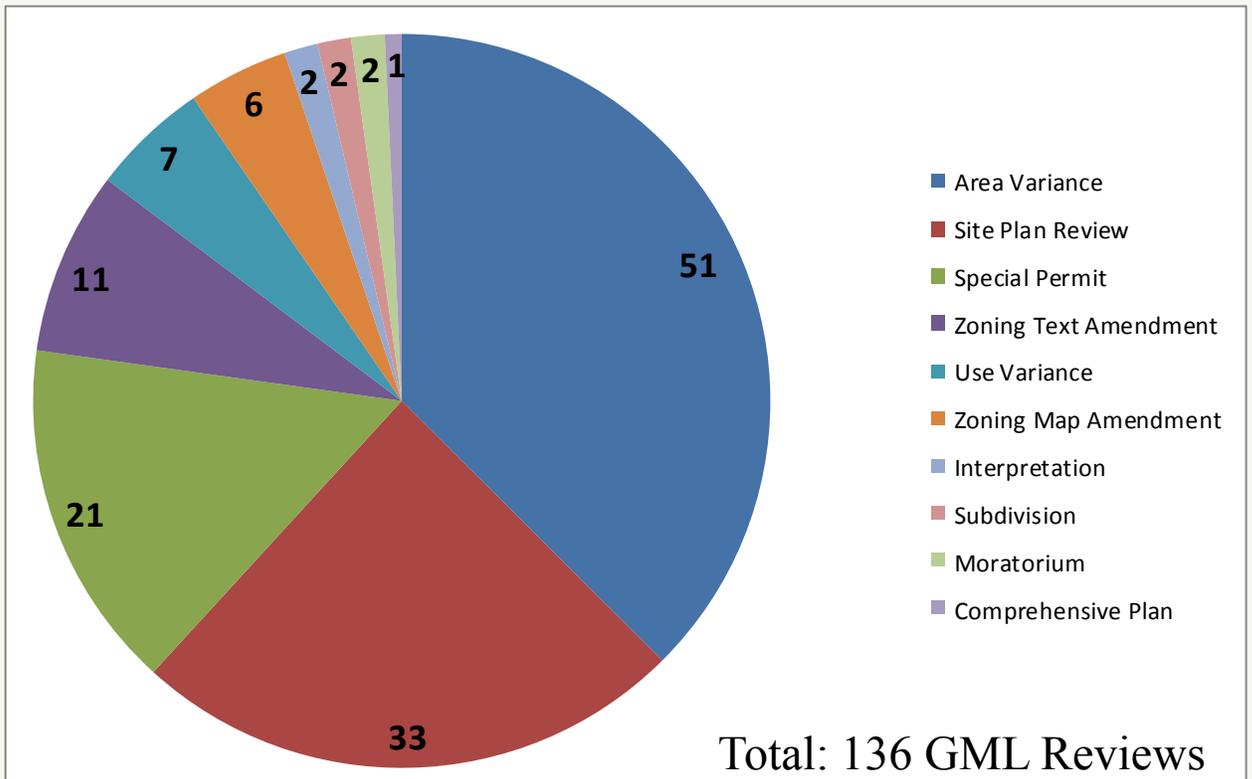
2013 LAND USE RECAP

2013 Madison County Land Use Activity by review type

The Madison County Planning Department is required to review certain land use decisions according to General Municipal Law (GML) 239 for the municipalities throughout Madison County. The Department calls these reviews GMLs, and **in 2013 the Department reviewed 136 GMLs**. The top three types of land use reviews in order for 2013:

1. area variances (51)
2. site plan reviews (33)
3. special permits (21)

2013 Madison County Land Use Activity by review type





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2013 Madison County Land Use Activity by Municipality

Of the 136 land use reviews, 103 came from the Towns and City of Oneida and only 33 came from the Villages. **The three municipalities with the most land use activity (by # of GMLs) : Town of Sullivan, Town of Eaton, and Town of Cazenovia.**

2013 LAND USE RECAP

Land Use Planning in Madison County	Area Variance	Use Variance	Site Plan Review	Special Permit	Zoning Text Amendment	Zoning Map Amendment	Interpretation	Subdivision	Moratorium	Comprehensive Plan	Total	
Oneida	1	1	4	4	1	1	0	0	0	0	12	Towns
Brookfield	0	0	0	0	0	0	0	0	0	0	0	
Cazenovia	4	0	9	1	1	0	1	0	0	0	16	
DeRuyter	3	0	0	0	0	0	0	0	0	0	3	
Eaton	8	1	1	7	0	0	0	1	0	0	18	
Fenner	1	0	0	0	0	0	0	0	0	0	1	
Georgetown	3	0	0	1	0	0	0	0	0	0	4	
Hamilton	0	0	0	0	0	0	0	0	0	0	0	
Lebanon	0	0	0	1	0	0	0	0	0	0	1	
Lenox	7	1	4	1	0	1	0	0	0	0	14	
Lincoln	0	0	1	0	0	0	0	0	0	0	1	
Madison	0	0	0	0	1	0	0	0	0	0	1	
Nelson	6	0	0	0	2	0	0	0	0	0	8	
Smithfield	0	0	0	0	0	0	0	0	0	0	0	
Stockbridge	0	0	1	0	0	0	0	0	0	0	1	
Sullivan	14	3	0	4	1	0	0	0	1	0	23	
Canastota	1	0	7	0	0	0	1	0	0	0	9	Villages
Cazenovia	0	0	1	0	2	2	0	0	0	1	6	
Chittenango	3	1	0	1	0	0	0	0	0	0	5	
DeRuyter	0	0	0	0	0	0	0	0	0	0	0	
Earlville	0	0	0	0	0	0	0	0	0	0	0	
Hamilton	0	0	0	0	2	0	0	0	1	0	3	
Madison	0	0	0	0	0	0	0	0	0	0	0	
Morrisville	0	0	4	0	0	2	0	0	0	0	6	
Munnsville	0	0	0	0	0	0	0	0	0	0	0	
Wampsville	0	0	1	1	1	0	0	1	0	0	4	
TOTAL:	51	7	33	21	11	6	2	2	2	1	136	



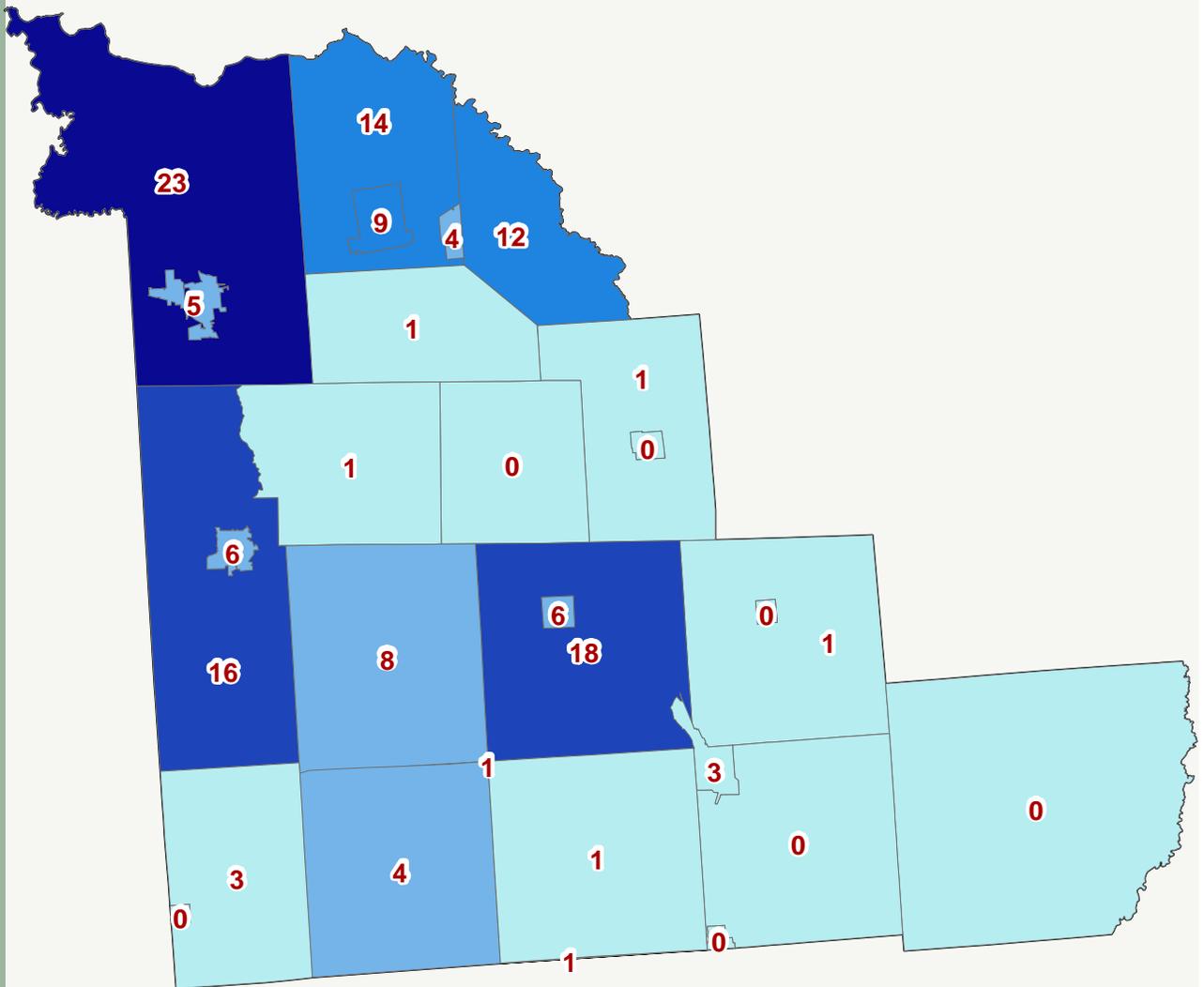
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2013 Madison County Land Use Activity by Municipality

This map visually depicts the same data presented in the chart on the previous page. As this is based only on GML reviews done by the County it does not represent all land use activity in each municipality, but it is still one of the strongest indicators of development and land use change across the county.

2013 LAND USE RECAP





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SMART GROWTH SPOTLIGHT

Smart Growth Principle #5:

Foster Distinctive, Attractive Communities with a Strong Sense of Place

This information is from the County's [A Healthy Design for Smart Growth: Primer for Smart Growth](#)

Local governments that take control over the form and layout of their communities are concerned with more than aesthetics. The look of a community is more than what is visually appealing, it influences how people interact with, care about, and use the spaces in the community. Through historic preservation, quality new (re)development, and resource protection, it is an opportunity to retain uniqueness of a community and convey its story, culture, and history.

10 Smart Growth Principles

The 10 Smart Growth Principles are based on the findings of the Smart Growth Network, a network of non-governmental organizations. After identifying best practices, policies, and strategies and looking at experiences of communities around the country, the Smart Growth Institute developed these principles to help communities get the results they want from growth and development:

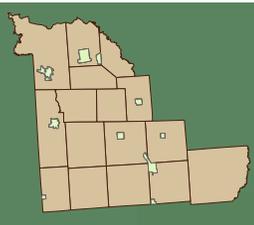
- Mix Land Uses
- Take Advantage of Compact Design
- Create a Range of Housing Opportunities and Choices
- Create Walkable Communities
- **Foster Distinctive, Attractive Communities with a Strong Sense of Place**
- Preserve Open Space, Farmland, Natural Beauty, and Critical Environmental Areas
- Strengthen and Direct Development Toward Existing Communities
- Provide a Variety of Transportation Options
- Make Development Decisions Predictable, Fair, and Cost Effective
- Encourage Community and Stakeholder Collaboration

When communities lose their sense of place or what it is that makes them unique, it can make it harder for residents to identify with the community and more difficult to attract new people to the area (after all, why here if “here” is like everywhere else?). This does not mean that communities should be afraid of change because putting to work new ideas and exploring different directions can keep a place viable. Ultimately, communities deserve to be places that reflect the values, history, and lifestyle the people that live there want.

“We want to shape the future of our communities by building on the best of our past.”

— Maine Governor John Baldacci

This	Not this
A unique sense of place is more than aesthetics; it can impact the quality of life and help preserve historic, cultural, environmental resources.	Not only is this type of development unattractive but too much generic development can strip a community of its unique sense of place.



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Smart Growth Principle #5:

Foster Distinctive, Attractive Communities with a Strong Sense of Place

This information is from the County's *A Healthy Design for Smart Growth: Primer for Smart Growth*

Sense of Place = that which makes our places worth caring about. The key is to focus on what you have, not what you don't have. There is dollars and sense in preserving community character and investing in a strong sense of place. A community's image is critical to its economic vitality and quality of life.

“If a building, a landscape or a city is not beautiful, it will not be loved. If it is not loved, it won't be maintained and improved. In short, it won't be sustained.”

— Doug Kelbaugh, Dean, University of Michigan, School of Architecture

“A community's appeal drives economic prosperity.”

— National Association of Realtors, 2011

SMART GROWTH SPOTLIGHT



“People stay longer, spend more money and come back more often to places that attract their affection.”

— Urban Design and the Bottom Line, ULI, 2009

“We shape our buildings, and afterwards our buildings shape us.”

— Winston Churchill



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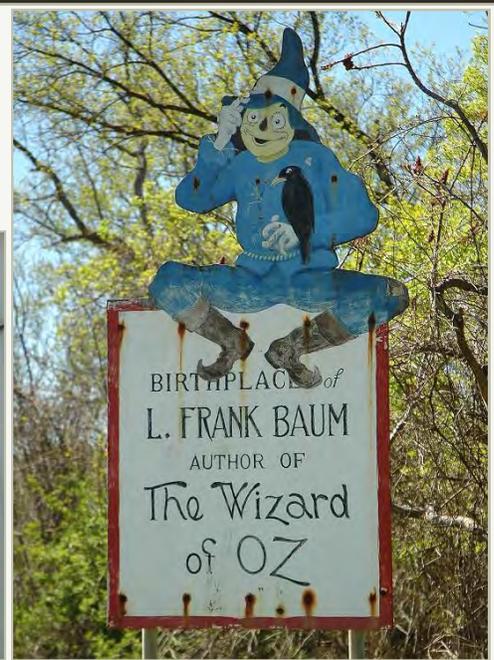
Smart Growth Principle #5:

Foster Distinctive, Attractive Communities with a Strong Sense of Place

A community can use its sense of place to preserve what makes it unique as well as build off of it to attract economic development and tourism.

As the birth place of Frank L. Baum, the **Village of Chittenango** has used it's connection to the beloved Wizard of Oz as a theme for downtown and created Oz-Stravaganza to attract thousands every summer. This has led to spin-off attractions and business development in the community such as the All Things Oz store and Oz Museum in the downtown.

SMART GROWTH SPOTLIGHT





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Smart Growth Principle #5:

Foster Distinctive, Attractive Communities with a Strong Sense of Place

The **Village of Canastota** continues to build off its history as a Erie Canal community. The Erie Canalway Trail runs through the heart of the downtown making it easy for residents to exercise as well as a draw for tourists. It has even inspired the name of the new Erie Canal Brewery that opened downtown. The Village also was awarded grant funding to paint two new canal related murals in the downtown.

SMART GROWTH SPOTLIGHT





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SMART GROWTH TOOLBOX

Smart Growth Principle #5:

Foster Distinctive, Attractive Communities with a Strong Sense of Place

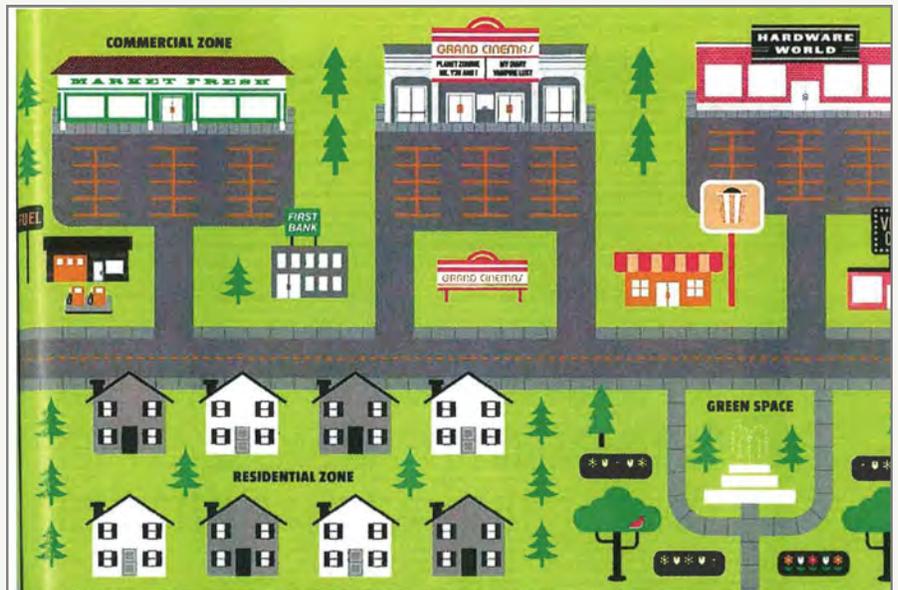
TOOL: FORM BASED CODE

Each of the communities in Madison County has a unique sense of place; many with interesting historic buildings, local shops and restaurants, and public art that let residents and visitors know that they are in a distinctive place. Newly created places need to reflect this local character too. To achieve this, communities must build with intent and articulate through plans, strategies, and policies what it is that makes them distinctive and then mobilize to promote and enhance these unique features. Designing unique, attractive and texturized places that incorporate history and values will keep the communities in Madison County memorable places worth visiting and living.

The use of form-based codes is one example of a tool available to help communities articulate and retain distinct local character. One of the easiest ways to understand form-based codes is to compare it to zoning regulations, currently more commonly used.

Zoning:

Zoning works by dividing the community into sections such as residential, agriculture, and commercial. For each of these zones permitted uses are then listed. A zoning schedule is attached which usually states requirements such as minimum setbacks, maximum building height, minimum number of parking spaces, and minimum lot size.



As in many other places, the prominent tool currently used to guide growth in Madison County has been zoning. Now let's compare this to Form-based codes.



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Smart Growth Principle #5:

Foster Distinctive, Attractive Communities with a Strong Sense of Place

TOOL: FORM BASED CODE

A form-based code is one that is based primarily on “form”- including the relationship of buildings to each other, to streets and to open space, rather than based primarily on land use.

Form Based Codes defined by the Form Based Code Institute:

“A form-based code is a land development regulation that fosters predictable built results and a high-quality public realm by using physical form (rather than separation of uses) as the organizing principle for the code. A form-based code is a regulation, not a mere guideline, adopted into city, town, or county law. A form-based code offers a powerful alternative to conventional zoning regulation.”

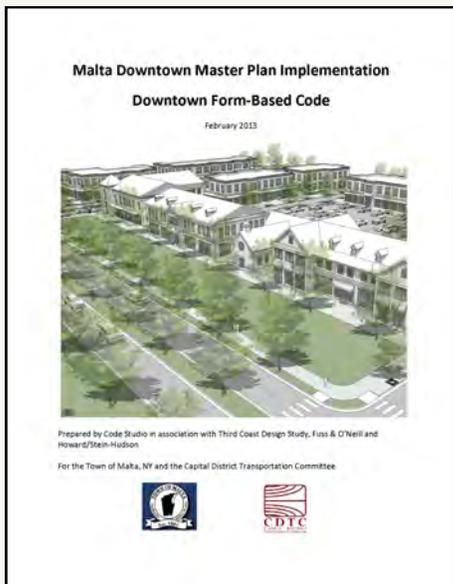
Form-based codes support mixed-use, pedestrian-friendly and mixed housing development more effectively than conventional codes do because they provide greater guidance on how buildings are expected to face the street, adjacent buildings, and open spaces.

Form-based codes are becoming increasingly attractive to municipalities that want greater control over how buildings look and feel.

Elements typically addressed in a form-based code include how far buildings are from sidewalk (“build-to-lines”), how much window area at minimum a building must have, how accessible and welcoming front entrances are, and where a building’s parking goes.



SMART GROWTH TOOLBOX



Malta, NY is an example of a community that has developed and implemented a form-based code. For Malta, the form-based code was developed for its downtown only.

Malta is a town in Saratoga County, New York. The town is in the central part of the county and is south of Saratoga Springs. The population was 13,005 at the 2000 census.

Click [here](#) to view “Malta Downtown Form-Based Code”



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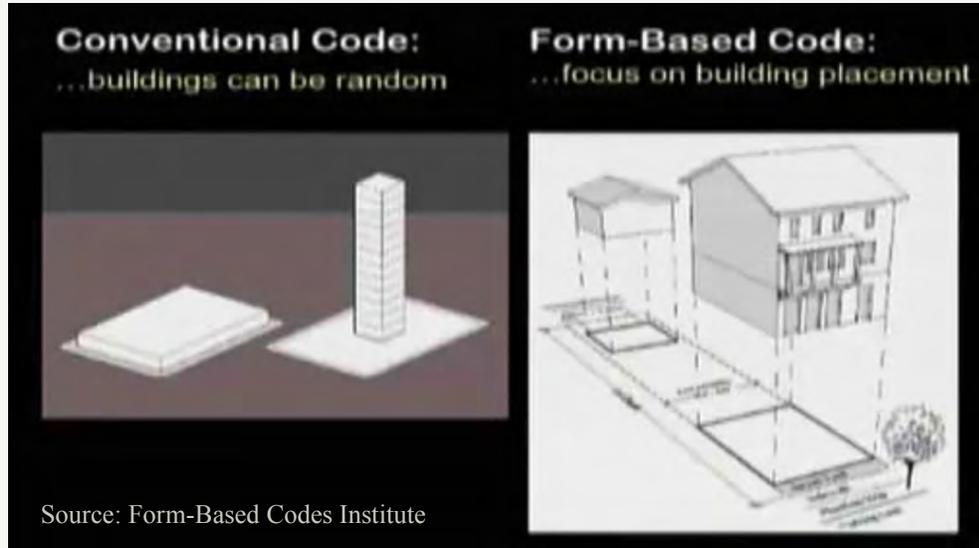
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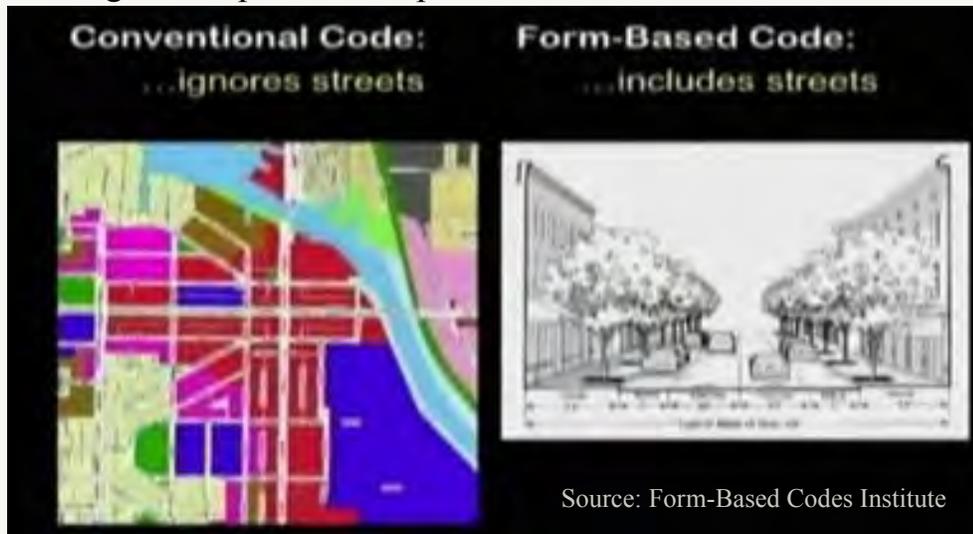
SMART GROWTH TOOLBOX

How does form influence sense of place?

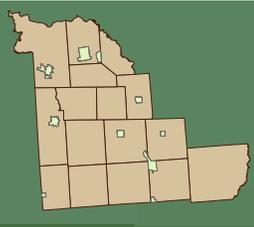
Form-based codes provide more predictable physical outcomes because the standards and regulations of the code define how buildings will relate to each other and to the public space around them.



Example: Form-based codes describe build-to lines which identify where the front of the building will be placed in relation to the street; while zoning describes minimum setbacks which allow much more variability as to where and how a building can be placed on a parcel.



Example: Under conventional zoning, streets don't even have a zone, e.g. ignored or planned separately. Form-based codes look at streets, blocks, and buildings as part of the puzzle that should be matched together.



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SMART GROWTH TOOLBOX

Smart Growth Principle #5:

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TOOL: FORM BASED CODE

Zoning vs. Form-based Codes Summary

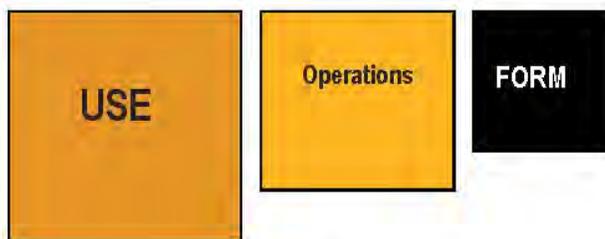
Conventional Zoning

- 1) Focuses on use of land
- 2) Little control on the look of the building façade and placement creates random layout
- 3) Usually applies to large areas
- 4) Often ignores building's interaction with streets, other buildings and open space
- 5) Mostly text documents
- 6) Elements include zoning districts, variances, subdivision and sign regulations
- 7) Addresses minimum setbacks, parking requirements, etc

Form-based Codes

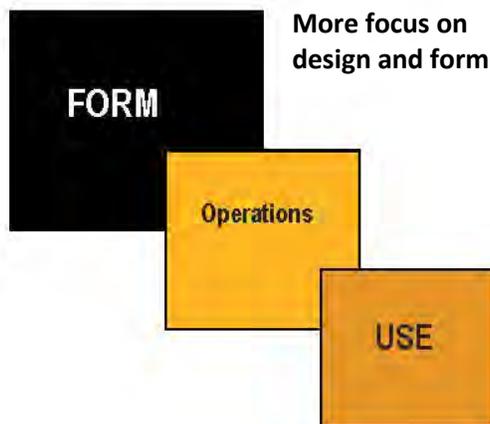
- 1) Focuses on form of buildings and space; less emphasis on use
- 2) Considerable detail laid out for what a building is required to look like creates a predictable layout
- 3) Usually applies to specific areas
- 4) Focus is on creating the public realm
- 5) Usually highly illustrated documents
- 6) Elements include a regulating plan, building form and public realm standards
- 7) Addresses building placement, materials and design, maximum setbacks (build to lines)

Conventional Zoning

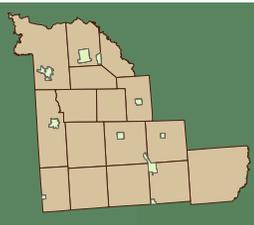


Focused on use

Form-Based Codes



More focus on design and form



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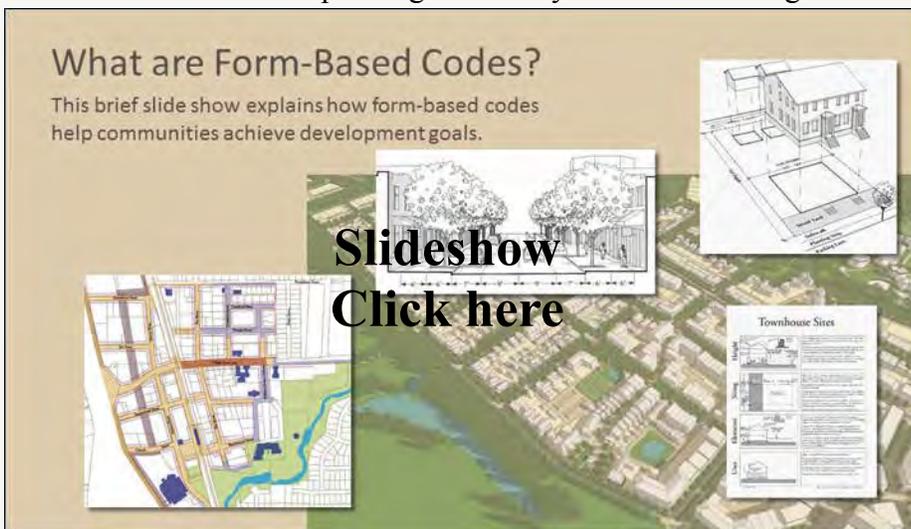
TOOL: FORM BASED CODE



SMART GROWTH TOOLBOX

Resources from the Form-Based Codes Institute

What are they and why are they important? This self-guided slideshow gives a basic overview and introduction to form-based codes. The images depict how development governed by form-based codes differs from development governed by traditional zoning.



**Slideshow
Click here**

This in-depth overview by Bill Spikowski on form-based codes and the history of city zoning positions form-based codes in the greater context of urban development patterns over the past few centuries. A veteran advisor to local governments and a pioneer in the development of form-based codes, Spikowski also presents several case studies on form-based code implementation, and gives an overview of helpful resources.



**Video
Click here**



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Smart Growth Principle #5:

Foster Distinctive, Attractive Communities with a Strong Sense of Place
TOOL: Design Guidelines

SMART GROWTH SPOTLIGHT

Cazenovia Design Guidelines

The Village of Cazenovia adopted design guidelines in February 2014. The guidelines apply to their Village Edge South (VES) zone. The VES zone is approximately 66 acres and is on the east side of the Village on the south side of the Route 20 corridor along the Town of Cazenovia border.

The intention of the design guidelines is to be a communication tool to developers to better achieve the community vision for the VES zone. These guidelines do not replace zoning (as a form-based code would) but supplement the zoning.

To prepare the guidelines the Village created a special committee formed in March 2012 called the Economic Health and Heritage Committee (EHH). The committee was made up of the Mayor and representatives of other Village boards, the Town of Cazenovia and local leaders. A consultant (Applied Planned, LLC) also assisted.

Through images and descriptions, the 25 page document conveys how new development should be arranged to create a cohesive, vibrant district with connected pathways, mixed-use, and effective public spaces. Click [here](#) to view the document.



The vision for development of the Village Edge South zoning district is a mixed-use commercial area to the north, and residential area to the south with the ravine dividing the two areas and creating a natural buffer.

YOU ARE INVITED!
MADISON COUNTY
PLANNING AND ZONING
INSTITUTE- 2014
APPRECIATION DINNER

Dinner Buffet—\$25.00 per person
Tuesday, December 2nd, 2014
5:00-9:00 P.M.



This year's event held at:
The Kallet Theatre, Oneida

And catered by:
Madison Bistro, Wampsville



In appreciation of the efforts and service that you, as individuals in our local planning and zoning arena provide: Please plan to attend and be recognized for the important role you have in our community!

Madison County appreciates YOU.

Speakers, good food and networking are all part of the agenda. Meeting in this format allows us the opportunity to share with our neighboring municipalities what we are working on or have accomplished since last year.

Attendance will count as 4 hours of training credits!

Pre-registration is required by Nov. 24, 2014. To register:

- 1) Fill out the attached form
- 2) **Make checks payable to: Madison County Treasurer**
- 3) **Mail check and form to: Planning Dept. PZI,**

PO Box 606, Wampsville NY 13163

Go to www.madisoncounty.ny.gov/planning or call Jamie Hart at 315-366-2376 if questions. *Agenda and buffet menu will be included in a future email to registrants.



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Call to Action: Have your community featured in the next newsletter!

The focus of the Spring 2015 Newsletter will be on Smart Growth Principle #1 **Mix Land Uses**

We want to feature local examples of recent or ongoing community efforts to create a mix of land uses! This could be a specific project, policy initiative, or a code modification—anything that helps create an environment where people can live, shop, and play in the same place.

If you have examples of these types of projects, **we want to hear from you to feature you in the next newsletter!**

Please submit a brief description of the project (photos are not necessary but encouraged) including how the municipality was involved in the project and contact information to Jamie Hart at Jamie.hart@madisoncounty.ny.gov

It is our hope that this newsletter can facilitate communication between our communities and help us learn from each other.



[A Healthy Design for Madison County: Primer for Smart Growth](#), developed by the Madison County Planning Department, was released in September 2011. This semiannual newsletter continues to build off the ideas in this document which applied the concepts of Smart Growth directly to Madison County.

Please watch out for the next *Planning for a Healthy Design Newsletter* in Spring 2015. If you are not currently on the listserv to receive the newsletters and would like to be, please e-mail Gwen at gwen.williamson@madisoncounty.ny.gov