

# VILLAGE OF HOLLEY COMPREHENSIVE PLAN



## *UPCOMING PUBLIC WORKSHOP!*

<b>DATE:</b>	March 23, 2010
<b>TIME:</b>	6:30 p.m. to 9:00 p.m.
<b>LOCATION:</b>	Holley Elementary School Cafeteria
<b>PURPOSE:</b>	To obtain community input on revitalization & community development efforts throughout the Village.

**Interactive  
Workshop**

- What makes you **proud** to call Holley home?
  - What do you want to see **changed** in Holley in 10-15 years?
- How can we **breathe life** into our downtown?
  - Where is new **development** appropriate and what should it look like?
- How can we capitalize on the **tourist potential** of the Erie Canal, Holley Falls, and surrounding trails?
  - What should the Village be doing to attract **more jobs**, stores, and services?

If any of these topics interest you, we welcome you to join us for this workshop. The Village is developing a **Comprehensive Plan**, and feedback received at this meeting will be integral to our efforts.

The workshop will be facilitated by **Bergmann Associates**, a community planning consultant from Rochester.

Featuring guest speaker **Fleurette Pelletier**, who will share her story of the revitalization efforts in the Village of Angelica, NY.

*Sponsored by the Village of Holley in cooperation with the **Holley Business Association**.*

**~ Refreshments will be served ~**

### **HOW CAN I GET INVOLVED?**

Attend the Public Workshop on March 23, 2010.

Check out the project website:

<http://villageofholley.org>.

Review draft documents on the website & provide comments/suggestions.

Attend the Public Hearings in May/June.

Talk to local officials about volunteer opportunities for **implementing the Plan!**

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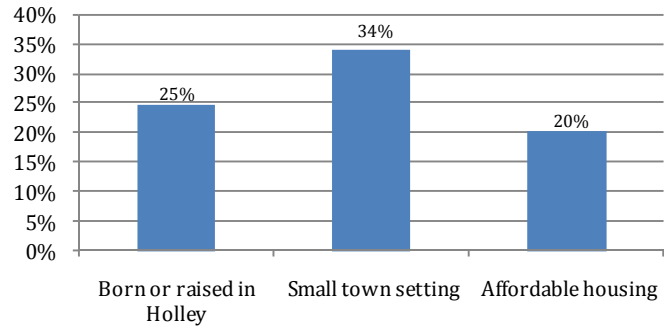
## Community Survey Background

In September 2009, the Village of Holley conducted a community survey to obtain input on a variety of issues. The survey included questions relating to community values, priorities, needs, as well as demographic and economic information. The complete results of the survey are available on the Village website at: <http://villageofholley.org>. Below are highlights from the survey results.

## Community Values & Priorities

Respondents were asked to provide their top two reasons for living in Holley. Approximately **34 percent** indicated that the small-town setting was an influential factor, and **25 percent** indicated they were born or raised in Holley (Figure 1).

Figure 1: Factors Influencing Decision to Live in Holley

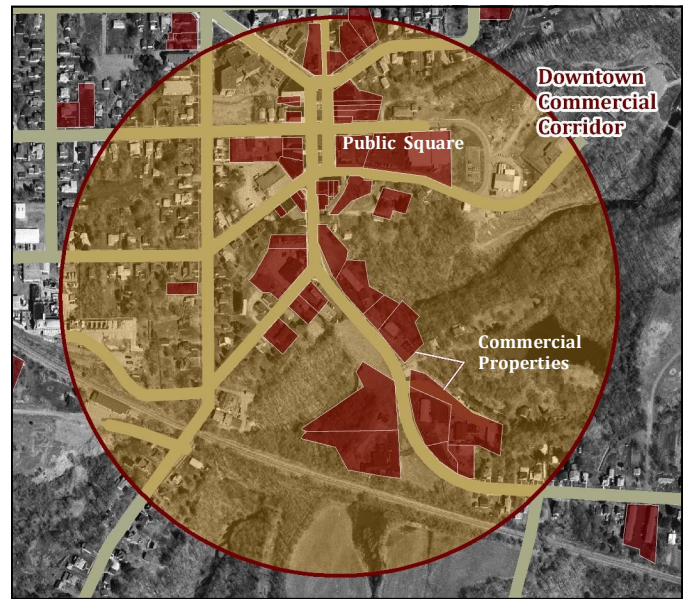


## Aspects of Community Character

Residents ranked having a low crime rate as the most important aspect of the Village's community character, followed by friendly people and the small village atmosphere.

In addition, there was community consensus that tax dollars should be focused on economic initiatives including retail and commercial development, as well as attracting additional light industry (Figure 2).

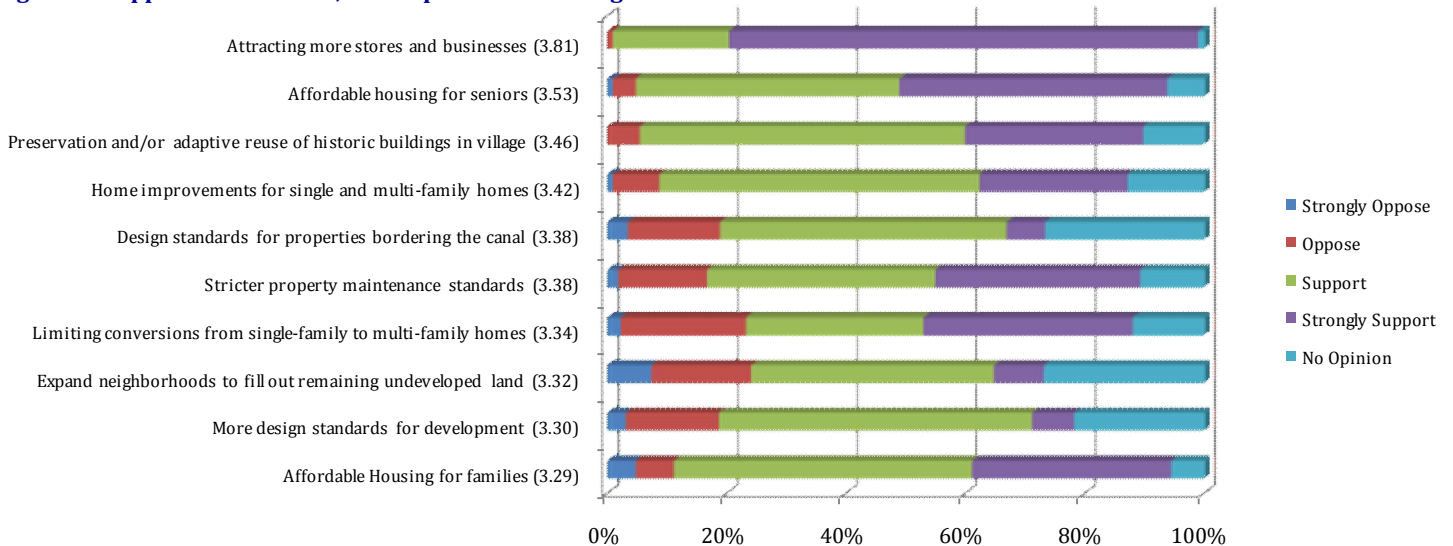
Figure 2: Commercial Areas in Downtown Holley



## Land Use & Development Patterns

Residents were asked to indicate support for land use, development and zoning issues. Attracting more businesses to Holley received the most support, followed by affordable housing for seniors. The high number of residents who support or strongly support the listed issues indicate residents are in favor of addressing most of the issues (Figure 3).

Figure 3: Support for Land Use, Development and Zoning Issues



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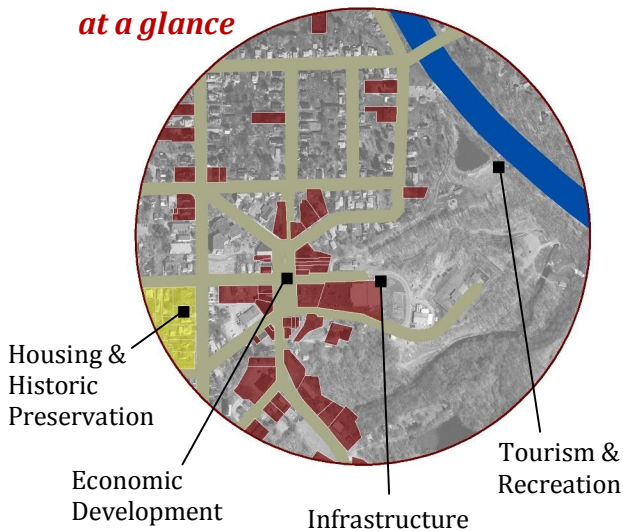
## ABOUT THE PROCESS

How does the Village of Holley envision itself in the near future? What aspects of the community do residents value and wish to **preserve**? What aspects of the community do residents hope to see **change**?

The Comprehensive Plan is a **community-driven** planning process intended to use community feedback to address these questions. The plan will provide a **vision** for the future of the village, as well as a **framework** for decision-making within the Village over the course of the next 10 to 15 years.

To date, there have been a number of outreach efforts including a community survey, stakeholder meetings, and a public information meeting. Vision statement options have been drafted and we **need your feedback!** We invite you to let us know which option you prefer by casting your vote at the **March 23rd Public Workshop** or at the Village Office by the end of March. In addition, all draft documents are available for review on the Village's website.

## FOCUS AREAS at a glance



## A VISION FOR OUR FUTURE!

The following vision statements were developed for the Village of Holley based on community input. *Please tell us which you feel most accurately describes the desired future of the Village by voting at the Village Office on the Public Square.*

### Vision Option #1

Holley is a proud canal town that boasts a quaint village atmosphere yet is conveniently located within the Rochester region. Our citizens value the historic character, natural amenities, and close-knit feel of this small town. We will continuously work to improve our quality of life through active engagement and forward thinking. Through our collective efforts, we will work towards a more vibrant downtown, diverse and affordable housing options, modernized and adequate infrastructure, and recreational assets that strengthen the unique identity of Orleans County's canal towns.

### Vision Option #2 - "Navigating a Sustainable Future"

Holley will strive to be a community of choice on the Erie Canal, where residents and businesses take pride in their small town and actively promote its success. We will measure this success by the health of our downtown and employment base, the availability of diverse and affordable housing, access to high-quality recreation and natural features, high levels of citizen participation, infrastructure that meets or exceeds the needs of the Village, and leadership that actively and effectively carries out this vision. Together we will celebrate our history and move with enthusiasm towards a healthy and sustainable future.

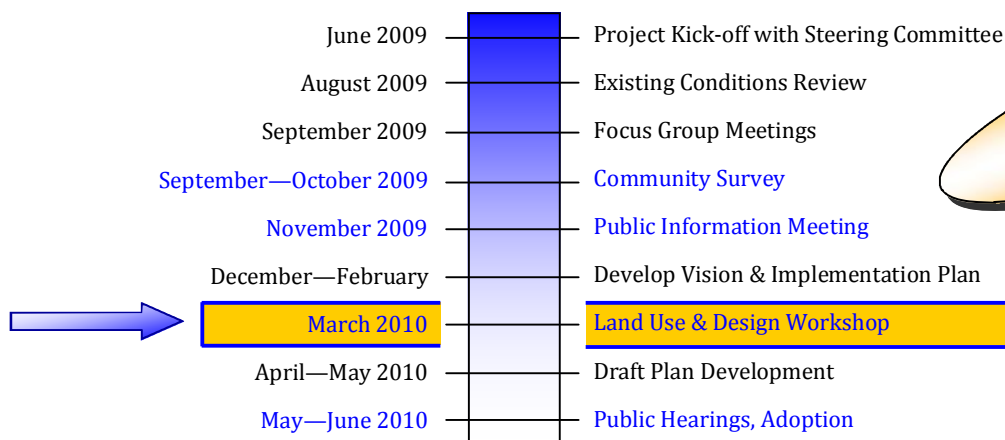
### Vision Option #3

The Village of Holley is a friendly, close-knit agricultural community where its past, present, and future converge. As a national presence on the Western Erie Canalway National Heritage Corridor, Holley honors its rich history, celebrates its diverse people, and takes pride in its Public Square of retail shops and services. With a pristine, natural landscape and a charming, small town atmosphere, *Holley is home to unlimited possibilities.*

### Vision Option #4

The Village of Holley is a historic small community on the Erie Canal that strives to maintain its charm and historic character while providing opportunity for business owners and residents alike to thrive. Holley's unique natural resources such as Holley Falls and expansive trails and park system, along with the Erie Canal provide for a higher quality of life and enjoyment for visitors as well.

## PROJECT TIMELINE & PUBLIC OUTREACH EFFORTS



<http://villageofholley.org>

# VILLAGE OF HOLLEY

## Focus Areas — Objectives & Actions

**FOCUS AREAS** → **OBJECTIVES** → **SAMPLE ACTIONS**



**Improve the vitality of Downtown Holley.**

**Attract more businesses to Holley while creating a more business-friendly environment.**

- Encourage local businesses to find common hours to increase foot traffic.
- Perform a parking study for the downtown area.
- Start a “Buy Local” campaign.
- Pursue a public wi-fi system for the downtown area.



**Develop regulations to preserve & enhance the historic character of the Village.**

**Promote & maintain an affordable range of housing options.**

- Consider regulations that restrict conversions of single family homes to multi-family homes or apartments.
- Update the zoning code to better protect the character of the Village.
- Consider developing an Employer Assisted Housing program for SUNY Brockport faculty/staff.
- Identify potential sites for senior housing development.



**Strengthen & promote a new positive identity for Holley.**

**Establish Holley as a premier Canaltown.**

- Pursue a branding campaign for the Village.
- Improve communication & coordination of local news & events.
- Develop a Local Waterfront Revitalization Plan for the Canal & downtown areas.
- Enhance the physical appearance of important gateways to the community.



**Ensure that the Village of Holley is a safe place to live, work & recreate.**

**Promote & facilitate environmentally responsible development & infrastructure.**

- Develop partnerships between residents & law enforcement.
- Consider introducing greening techniques on Village property to reduce runoff & overload.
- Update the zoning code to provide provisions for sustainable technologies.