



# *Town of Pembroke & Village of Corfu*

## *Comprehensive Plan Update September 2007*

Prepared by:







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## **INTRODUCTION**

Pembroke is a picturesque, rural town located in western Genesee County that enjoys a high quality of life and an abundance of agricultural land and open space. The town, which is approximately 28 miles from Downtown Buffalo and 46 miles from Downtown Rochester, has direct access to the New York State Thruway via exit 48A at NY State Route 77. Established in 1812, the town was primarily an agricultural community with a handful of small water-powered industries for most of its history. The Village of Corfu was also settled around the same time, and has since served as the historic center of the town. During the post World War II era, the town has slowly transitioned from its agricultural roots to becoming a bedroom community for people who work in cities and towns throughout Western New York.

Pembroke contains a variety of residential settings, including the Village of Corfu, traditional hamlets, and rural countrysides. The hamlets, such as East Pembroke, Indian Falls, and Pembroke, offer a limited number of services and retail opportunities. Residents of Pembroke and Corfu mainly depend on larger adjacent communities, including Batavia, Buffalo, and Rochester for their service and retail needs.

The Thruway interchange has attracted a fair amount of commercial development to this rural town in recent years. The interchange area features various services related to the trucking industry, as well as a number of restaurants, retailers, and light industries typically found adjacent to interstate exits. Route 77, which connects the Thruway to the Village of Corfu, also continues south to Six Flags Darien Lake theme park in the Town of Darien, which introduces significant traffic volumes to Pembroke and Corfu during the park season.

Whether residents were born and raised in this community or relocated here to find the quiet life, Pembroke is the kind of place where people stay for a long time. The community faces many challenges as it enters the 21st Century, but there is a collective desire to promote economic development while protecting the community's quality of life, beautiful natural environment, and quiet lifestyle.

## **PURPOSE OF A COMPREHENSIVE PLAN**

A comprehensive plan provides an overall framework for future public and private investment and decision making in the community. This investment can take many forms, such as, but not limited to, financial, civic and creative resources. In Pembroke and Corfu, it is this collective investment by residents, businesses, churches, schools, volunteer organizations and local government that will shape the physical, social and economic character of the community.

This Comprehensive Plan Update articulates an overall vision for Pembroke and Corfu and the means to achieve the objectives set forth. The process for and the contents of the Plan Update





are consistent with New York State Municipal Law (NYS Town Law 272-A), which defines a comprehensive plan as:

*“the materials, written and/or graphic, including but not limited to maps, charts, studies, resolutions, reports and other descriptive materials that identify the goals, objectives, principles, guidelines, policies, standards, devices and instruments for the immediate and long-range protection, enhancement, growth and development of the town. The town comprehensive plan shall...serve as a basis for land use regulation, infrastructure development and public and private investment, and any plans which may detail one or more topics of a town comprehensive plan.”*

Similarly, NYS Village Law 7-722 enables Villages to create and adopt a comprehensive plan. Village Law 7-741 allows for intermunicipal cooperation in comprehensive planning and land use regulation. The purpose of the law is to:

*“promote intergovernmental cooperation that could result in increased coordination and effectiveness of comprehensive planning and land use regulation, more efficient use of infrastructure and municipal revenues, as well as the enhanced protection of community resources, especially where such resources span municipal boundaries.”*

According to New York State Law, the comprehensive plan must be adopted by the Town Board and the Village Board, which requires a public hearing. However, this approval process does not preclude future review and amendment. The vision and policies contained in this document should be perceived as flexible. As the conditions upon which the document are based change, it is reasonable to assume that its contents may need to be changed as well. The plan is intended to serve as a guide for the next 10 to 15 years. However, this plan should be reviewed at most every five years to gauge progress on implementation and perform needed maintenance. A more formal revision should occur at the end of the 10- to 15-year planning period.

It is the policy of New York State to encourage comprehensive planning for the sake of the health, welfare, and general prosperity of its citizens. Therefore, many state agencies recognize the existence of a comprehensive plan as a favorable, and sometimes required, condition for grants and other assistance for municipal projects. Granting agencies want to see that municipalities are acting in concert with stated objectives with a clear vision of some future goal. They want to eliminate ad hoc projects and assure that funds are spent in pursuit of a well-defined purpose.

## PROCESS OVERVIEW

In its simplest form, long-range comprehensive planning includes three key activities: understanding the present condition; identifying the desired end state; and determining the best methods for achieving it. The Town and Village last created a comprehensive plan in





1997. The 2006 Comprehensive Plan Update is intended to be a supplement to that document, reflecting the changing conditions and emerging issues in the community. Where there is conflict between the two Plans, the policies in this Plan Update take precedence over the 1997 Plan. To perform the Comprehensive Plan Update, the Town and Village selected a Steering Committee to help identify key issues that should be analyzed during the planning process. They guided the planning process from its inception, taking an active role in all key phases of Plan development.

Committee members represented diverse perspectives from within the town and village and served as an initial information source and sounding board for ideas and recommendations. In addition to citizen representation, the Steering Committee included representatives from the school district, Town Board, Village Board, Town Zoning Board, and the local business community.

Steering Committee members:

- |                    |                   |
|--------------------|-------------------|
| Edward Arnold, Jr. | William Kappus    |
| Matthew Balling    | Richard Kutter    |
| Terrence Daniel    | Gary Mix          |
| Andrea Davis       | Linda Rindell     |
| Phillip DiNicola   | Glenn Russ        |
| Michael Herec      | Matthew Steinberg |

In addition to the diverse perspectives represented on the Steering Committee, the planning process included public outreach and input opportunities to ensure that the Comprehensive Plan Update reflects the entire community’s vision for the future.

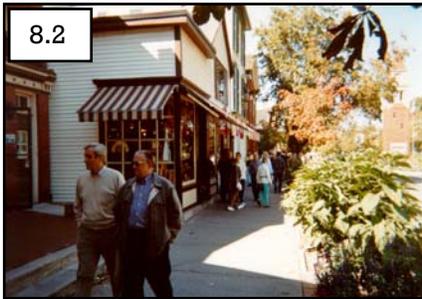
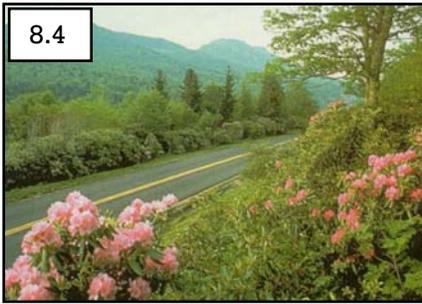
*Public Meeting* — To gather additional input, the Town held a public meeting on July 25th, 2006. At this meeting, an overview of the comprehensive planning process was given. Additionally, a brief primer on land use planning was presented to frame the discussion of the Draft Future Land Use Plan. The public then had a chance to review the Plan and comment on related issues.

*Preferred Development Survey* — Another exercise designed for community input was the Preferred Development Survey (PDS), administered to the Steering Committee. The PDS gave committee members an opportunity to view a variety of images and rate them according to their appropriateness for Pembroke and Corfu. For example, pictures of different residential styles were shown such as suburban subdivisions and traditional village streets. Each attendant rated the pictures on a scale of 1-10, yielding an average score for each picture. The average scores give insight into how the residents would like their community to look.

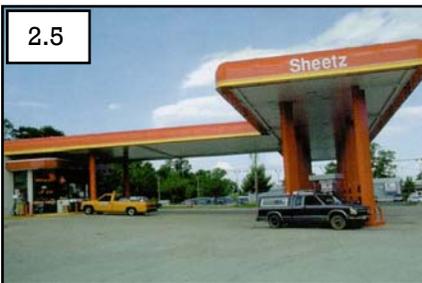




The following were the five highest-rated images:



The following were the five lowest-rated images:



The results of the PDS indicate that while residential and commercial uses are valued parts of the community, carefully-planned site design and attractive architecture are key components in any such future development. The survey also reinforced the community's desire to preserve open space and agricultural lands while encouraging any future development to be traditional style that is small-scale and pedestrian friendly. The complete results of the PDS are included in Appendix B.





S.W.O.T. Analysis – Another community input exercise was the S.W.O.T. Analysis, (Strengths, Weaknesses, Opportunities and Threats). This analysis allowed the community to brainstorm about the issues and characteristics, positive or negative, associated with Pembroke and Corfu.

The following are key issues that came out of the S.W.O.T. Analysis:

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>⇒ proximity to cultural, recreational and educational resources</li> <li>⇒ residential character – availability and diversity</li> <li>⇒ Corfu provides identity (town center)</li> <li>⇒ sharing of resources (hwy dept, court buildings, etc.)</li> <li>⇒ family-oriented population with good work ethic</li> <li>⇒ affordable housing</li> <li>⇒ small town atmosphere</li> <li>⇒ personal/day to day needs in village</li> <li>⇒ maintenance of roads</li> <li>⇒ proximity to Thruway exit</li> <li>⇒ proximity to Erie County</li> <li>⇒ open space near exit 48A</li> <li>⇒ room for growth</li> <li>⇒ quality school system</li> <li>⇒ no town tax</li> <li>⇒ availability of utilities</li> <li>⇒ proximity to Darien Lake</li> </ul>	<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>⇒ windmills</li> <li>⇒ exploring grants for downtown enhancements</li> <li>⇒ Town Park on 77</li> <li>⇒ expanded water and sewer district</li> <li>⇒ residential growth</li> <li>⇒ cheese business</li> <li>⇒ business development in the interchange</li> <li>⇒ better communication/public involvement</li> <li>⇒ managing traffic in the village</li> <li>⇒ parking plan for Corfu</li> <li>⇒ infill development in village</li> <li>⇒ outdoor recreation opportunities (niche business)</li> <li>⇒ possibility of sewer plant w/ expansion</li> <li>⇒ proximity to Thruway exit</li> <li>⇒ maintain agriculture areas</li> </ul>
<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>⇒ community involvement</li> <li>⇒ parking and accessibility in Corfu</li> <li>⇒ aging housing stock/decreased housing value</li> <li>⇒ low income</li> <li>⇒ lack of affordable housing</li> <li>⇒ lack of housing stock in Village</li> <li>⇒ drainage impact on agriculture feasibility</li> <li>⇒ too much truck traffic on 77 and 33</li> <li>⇒ property values on 77</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>⇒ Six Flags growth – more traffic</li> <li>⇒ increased truck traffic (rte 63 bypass)</li> <li>⇒ farmland loss/rural character loss</li> <li>⇒ conflict between “lifers” and “newbies”</li> <li>⇒ development east of Pembroke</li> <li>⇒ gentrification from Erie &amp; Genesee Counties</li> <li>⇒ closing of Six Flags</li> <li>⇒ missing growth management balance</li> <li>⇒ lack of regional communication</li> </ul>

The results were analyzed to identify common themes and priority issues within the community. The issues identified helped solidify the three specific policy areas that are addressed in Chapter 4 of the Plan. The policy areas are:

- Transportation
- Best Development Practices
- Economic Development

Public Hearings – A public hearing was held on November 29th, 2006 to review the Final Comprehensive Plan and provide opportunities for public comment. The final public hearing was held on March 7th, 2007, to provide additional opportunities for comment and to officially adopt the Plan.





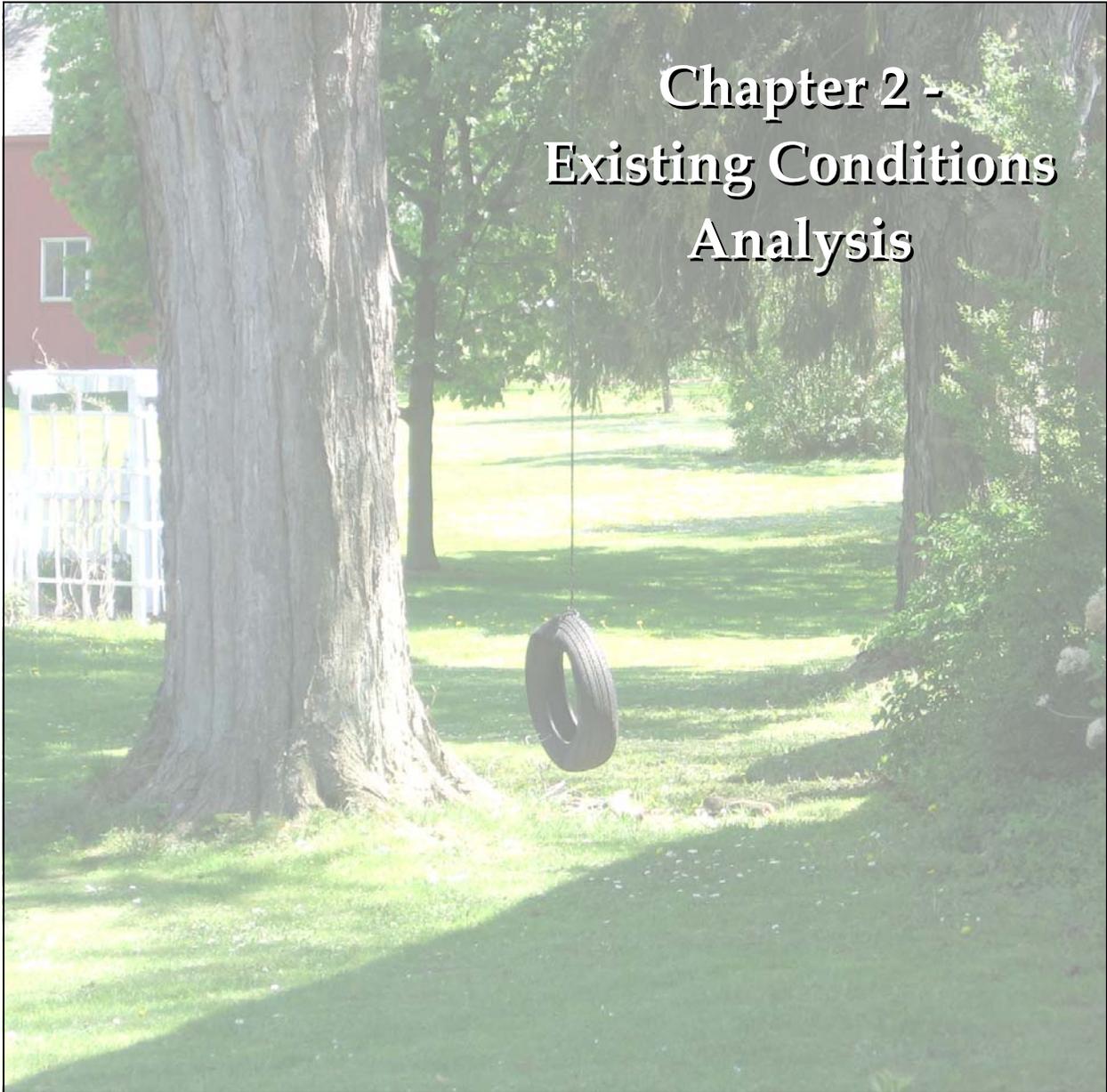
The Steering Committee meetings, Public Meeting, Preferred Development Survey and S.W.O.T. Analysis contained a relatively consistent collection of priorities and values expressed by the community. Using these priorities and values, the Town and Village drafted and adopted the following Vision Statement.

*The Vision of the  
Town of Pembroke and Village of Corfu*

*The Town of Pembroke and Village of Corfu recognize that our rural landscape, agricultural heritage, and small town character are the primary reasons why people choose to live and work in the community. Therefore, the Town and Village will make every effort to conserve viable farmland, protect our pristine countryside, and strengthen the village and hamlets. The Town and Village, consistent with the Genesee County Smart Growth Plan, will define growth patterns, providing clear guidance to developers regarding land use, site planning, appearance, and the provision of community services. As a unified community, we will work together to improve the quality of life in Pembroke and Corfu, making this an attractive place for people to visit, conduct business, and raise a family. This effort will ensure that future generations will inherit a community with a clearly defined identity and sense of place that celebrates our unique assets.*







## Chapter 2 - Existing Conditions Analysis





## **EXISTING CONDITIONS OVERVIEW**

Community planning and design is a multi-faceted process that brings together citizens to determine the direction and vision for the future. In addition to public input, an examination of past and present conditions helps to make better land use and policy decisions. Understanding the current social, physical, and natural environments and the changes they have incurred over time ensures better decision making.

The existing conditions section of the Plan is an inventory and analysis of a wide range of conditions that effect the social, economic, and environmental characteristics of the Town of Pembroke and the Village of Corfu. Reliable sources such as the United States Census Bureau, the New York State Department of Transportation (DOT), the New York State Department of Environmental Conservation (DEC), the Genesee County Department of Planning, the Genesee/Finger Lakes Regional Planning Council, and the Town of Pembroke/Village of Corfu were used to compile the data needed for an accurate representation of the town and village.

In the demographics section, data from several points in time have been provided to show the trends for the town and village. Observing changes over time allows the community to make more educated assumptions about future conditions based on recent trends. Where appropriate, information at the county level has been included to provide insight into the regional dynamics that could be affecting the town and village.

## **DEMOGRAPHIC ANALYSIS**

### **Population and Age**

One of the most basic indicators of change in a community is the number of people and the subsequent changes in the population. These changes can impact a wide range of community services, as well as development demands, workforce, and environmental quality and stability. The Town of Pembroke is the third most populous Town in Genesee County. According to the 2000 US Census, the population of the Town and Village has remained constant over the last two decades and is expected to remain so. The combined population in 2000 was 4,530, an increase of 384 persons since 1980. Genesee County's population remained constant between 1980 and 1990, but has experienced a decline in 2000 as seen in Figure 1. The County's largest population growth was between 1950 and 1960, with an increase of approximately 6,360 people.

According to the Genesee/Finger Lakes Regional Planning Council, the population of the Town of Pembroke and the Village of Corfu is expected to remain relatively stable thru 2030. Genesee County has experienced a declining rate of growth which is attributed to a slowing in child births, declining household size, and no gains from in-migration.





The projected population change in the town or village should not induce a need for further expansion of public utilities except for maintaining service to existing residents or encouraging commercial development in appropriate locations.

**Population Projections 1960-2040**

	Historical					Projected			
	1960	1970	1980	1990	2000	2010	2020	2030	2040
Town of Pembroke	2,835	3,237	3,457	3,477	3,748	3,759	3,745	3,729	3,710
Village of Corfu	616	722	689	755	782	783	779	775	770
Genesee County	53,994	58,722	59,400	60,060	60,370	60,237	59,772	59,274	58,753

Figure 1: Source, *Regional Population Forecasts: County, City, Town and Village Projections for the Genesee/Finger Lakes Region out to the year 2040*. December 2003. Genesee/Finger Lakes Regional Planning Council.

The age breakdown of the population is equally important to determine changes in community services such as schools and senior centers, as well as types of residential development. As seen in Figure 2, there has also been a steady rise in the proportion of persons in the town 65 years old and older. In 1990 this segment represented 474 persons, or 11.2 percent of the total population. In 2000 it grew to 12.5 percent.

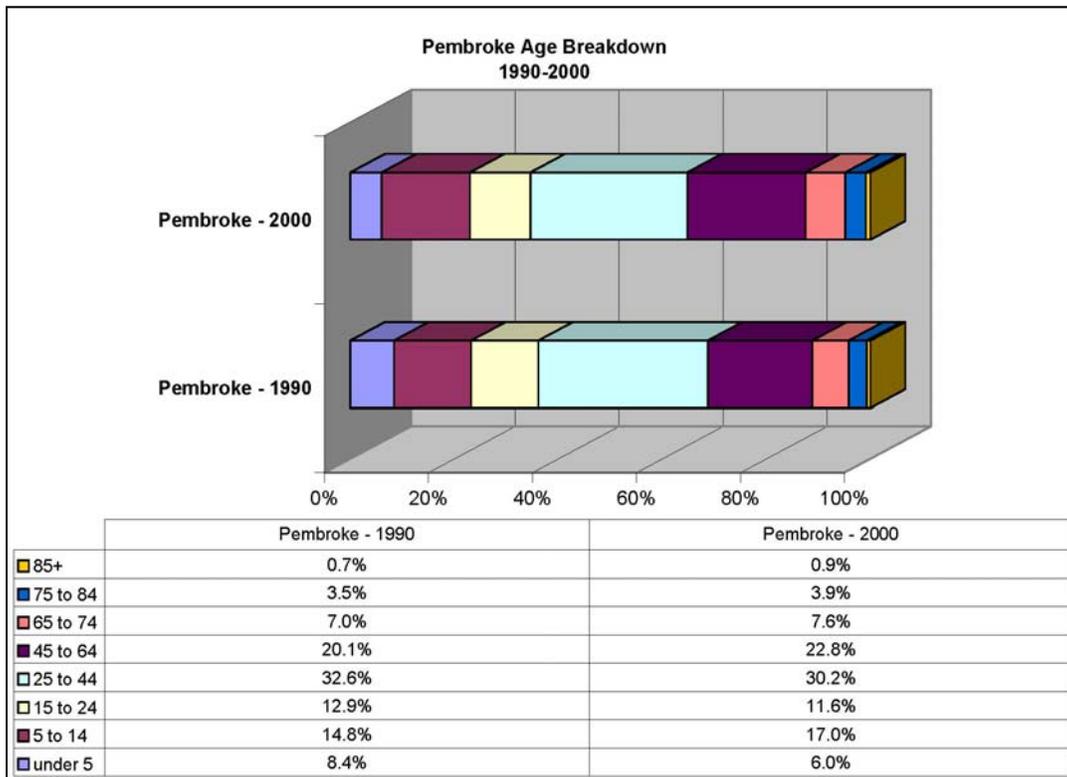


Figure 2: Source, US Census



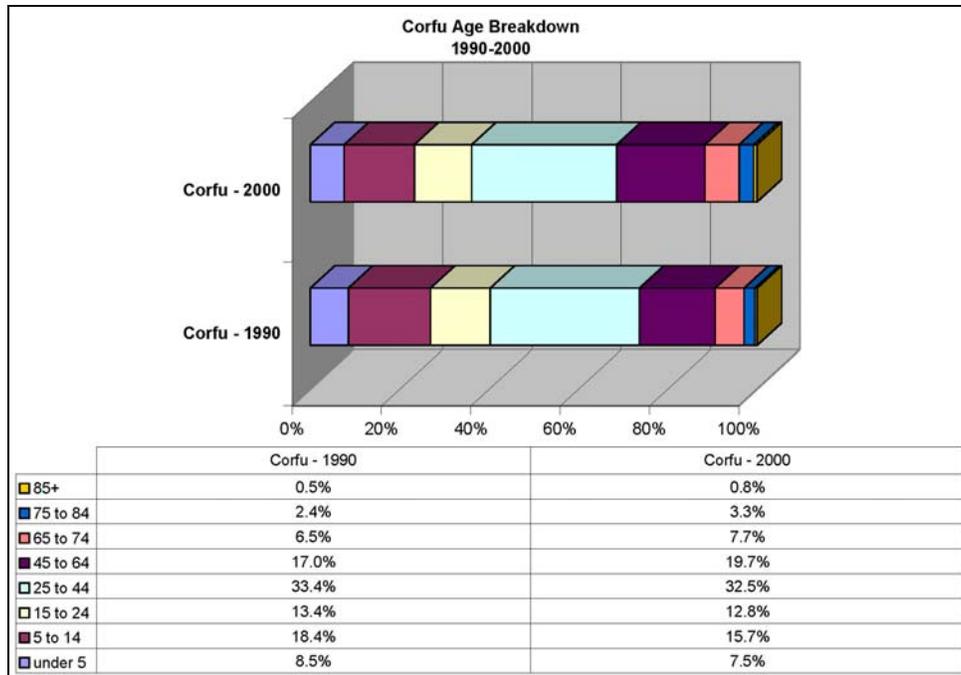


Figure 3: Source, US Census

The proportional increase in this age bracket is expected to continue, as life expectancy increases and baby-boomers enter their twilight. The opposite has occurred within the past ten years for children under age five, with a one percent decline in the village and almost two percent in the town. While this change may not be drastic enough to presently impact services, this drop could impact future classroom sizes and numbers.

The largest 5-year age category in the village is 30-34 year olds. In the town it is 40-44 year olds. As this cohort grows older it may have an impact on housing demand for seniors and influence the housing market beyond 2025.

**Household Data**

Since 1980, one of the most significant population changes has occurred in the number of persons per household. In Pembroke and Corfu, it has steadily declined from an average of 3.02 persons per household in 1980 to 2.85 in 1990 and down again to 2.73 in 2000. This change parallels a similar trend occurring nationally in which white families are having fewer children per couple than in previous generations. The largest race in Pembroke is white, comprising 98.1 percent of the population.

**Income**

The Town of Pembroke has the third lowest per capita income, and the fourth lowest median family and median household income of all towns in Genesee County. But compared with

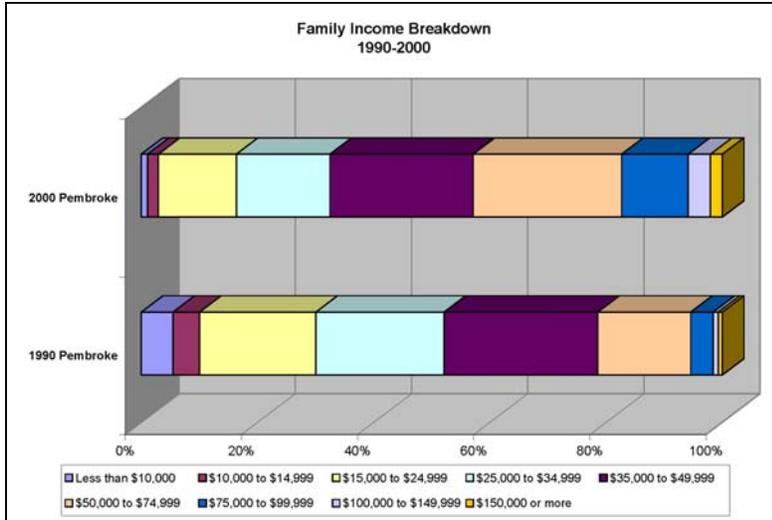


Figure 4: Source, US Census

nearby towns with villages influenced by the Buffalo-Niagara metropolitan economy, such as the Town/Village of Arcade in Wyoming County, the Village of Middleport/Town of Royalton in Niagara County, and the Town/Village of Attica in Wyoming County, the community exhibits average income characteristics. Income and poverty trends indicate a need to induce economic growth in basic industries.

The 2000 Census reported 75.3 percent of income was derived from wages or salary, and 18.1 percent was from retirement, social security, or other investments. Between 1989 and 1999, the Median Household Income increased from \$40,962 to \$41,266. The income bracket with the largest number of households is the \$50,000 to \$59,999 bracket. In 1999, 32.5 percent of households earned less than \$30,000, and only five percent of households earned more than \$100,000.

The percent of the population living below the poverty line has remained constant since 1989 at five percent. The highest incidence of poverty is occurring in male headed families with related children but no wife. There were seven such households in the town as reported by the 2000 US Census.

**Education**

In addition to population growth and the size of the workforce, the educational attainment of a community can influence the local economy. Communities with higher levels of education tend to have higher employment and income levels. When

**Educational Attainment, Residents 25 Years and Older  
Town of Pembroke 1990-2000**

Educational Attainment	1990	Percent	2000	Percent
Less than 9th grade	231	8.5%	90	3.0%
9th-12th, no diploma	486	18.0%	365	12.3%
HS graduate, GED	898	33.2%	1,219	41.1%
Some college, no degree	472	17.5%	483	16.3%
Associate's degree	282	10.4%	356	12.0%
Bachelor's degree	185	6.8%	285	9.6%
Graduate or professional degree	148	5.5%	167	5.6%
HS or higher		73.5%		84.7%
Bachelor's or higher		12.3%		15.2%

Figure 5: Source, US Census



companies determine where to locate their business, the amount of skilled labor available can be a significant factor.

In 2000, 15 percent of residents ages 25 and over had less than a high school degree, and only 15 percent of residents had a college degree or greater, a slight increase from 12.3 percent in 1989. However, with a more detailed breakdown of education levels it is likely to assume that more residents are receiving some type of higher education. The percentage of residents with no high school diploma decreased by approximately ten percent, while a majority of the other educational levels had a slight increase.

This degree of educational attainment suggests that the workforce living in the town has remained stable to slightly increasing over the last decade, but because income levels have not increased, it represents stagnant economic activity in the town.

### Employment

The labor economy for Pembroke is most influenced by the Buffalo Metropolitan Area, and by the greater Batavia Micropolitan Area. Eighty-seven percent of the workforce travels outside of the town for work, while 53 percent works outside of Genesee County. Forty percent of workers 16 years and over experience a commute of less than 20 minutes, but almost an equal number has a 20-45 minute commute. The Town of Pembroke serves as a bedroom community to the Buffalo and Batavia area economies and the labor force is dependent upon these two metropolitan areas to provide jobs.

Employment by Industry - Top 10 categories			
	Both Sexes		M/F Split
	Number	%	
1) Manufacturing	461	20%	79% / 21%
2) Educational, health and social services	412	18%	23% / 77%
3) Retail trade	293	13%	32% / 68%
4) Construction	182	8%	89% / 11%
5) Arts, entertainment, recreation, accommodation and food services	143	6%	31% / 69%
6) Public administration	141	6%	65% / 35%
7) Transportation, warehousing, and utilities	141	6%	89% / 11%
8) Other services (except public administration)	124	5%	39% / 61%
9) Wholesale trade	113	5%	62% / 38%
10) Agriculture, forestry, fishing and hunting, and mining	96	4%	78% / 22%
<b>Total of Top 10</b>	<b>2,106</b>	<b>92%</b>	

Figure 6: Source, US Census, Employed civilian population 16 years and older

Very few basic industries reside within the town whose economy only absorbs 13 percent of the workforce living within it. Nearly 1 in 5 workers drive 45 minutes or more to work. Incomes apparently generate enough income to support single occupancy commuting as 88 percent of the workforce travels to work in that manner. The majority of the workforce over 16 years old works within the manufacturing, retail, and educational, health, and social services categories (Figure 6).



Some of the more prominent processing/manufacturing facilities in the Town include Ed Arnold's Scrap Metal, EJP Drainage, Yancey's Fancy Cheese Factory, Corfu Machine, and Potter Lumber.

The unemployment rate is a figure that provides a general sense of the community's economic health. Although it does

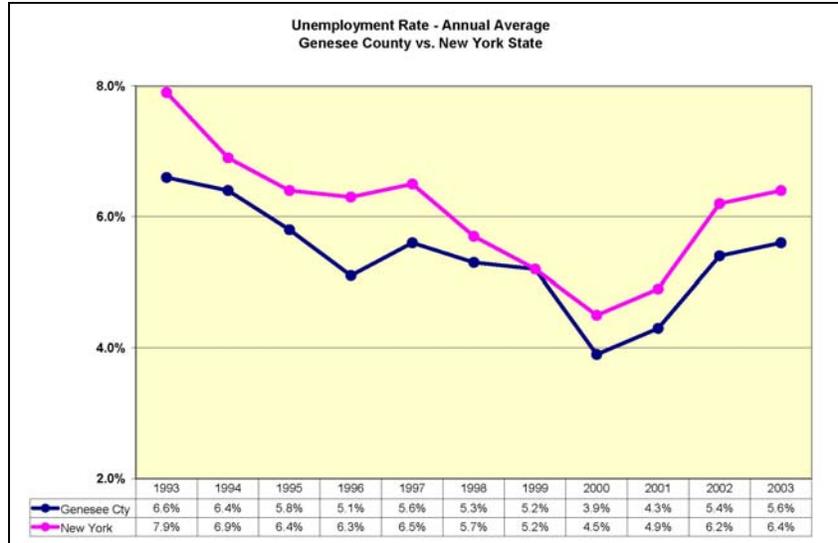


Figure 7: Source, Bureau of Labor Statistics.

not provide a complete picture, it does give insight into job trends in the area. The Bureau of Labor Statistics unemployment rates are available only for areas with a population of 25,000 or more. Therefore, a look at unemployment in Pembroke can only be examined at the county level. As seen in Figure 7, the unemployment rate for the county has been following a similar pattern, although at a lower rate, as compared to the rest of New York. As of 2003, the rate was 5.6 percent (seasonally adjusted), which is lower than the state-wide rate of 6.4 percent.

## THE ECONOMY

The economic base of Pembroke and Corfu today is in large part based on agricultural production. Its basic employment is comprised of farms, cheese and milk cream processing, a scrap metal processing facility and a hydraulics manufacturer. The non-basic employment base is comprised of retail and restaurant services for Thruway traffic and local patrons, bars, a major drainage distribution company, one local bank branch, auto repair, and a lumber yard. The village possesses several professional offices as home occupations. The largest institutional employer is the Pembroke School District. The town's economic base does not include cultural, recreational, or social activities or events of regional significance.

Agricultural production in the Town of Pembroke is a bright spot in the local economy. The amount of land area enrolled in the New York State Agricultural Districts program has not decreased over the last decade. Since 1997, consolidation had resulted in fewer farms, but no significant farmland loss. According to the US Census of Agriculture, between 1997 and 2002 the total number of farms residing within the 14036 ZIP code (Corfu) declined from 70 to 63, which coincided with a doubling of large farms over 1,000 acres from three to seven, and a reduction in full time owners from 42 to 35. Production has centered around four staples: hay, grain, cattle, and milking.





The potential for generating residual basic economic activity from traffic visiting Six Flags Darien Lake in the Town of Darien has never met expectations and has not generated any sustaining household income. Certain basic retail sales are generated on a seasonal basis from grocery products and firewood as hobby income. Additional recreational spin-offs may be possible though the recreation options are limited by the lack of waterfront and other unique natural features. Economic activity involving a combination of year-round recreational interests of the local population may be an area for growth. Snowmobiling, hunting, motor cross, arts and crafts, nature conservancy, and youth sports are the most prominent recreational activities in the town. Economic opportunities to serve regional needs for personal services, entertainment and retail are restricted by the limited local market, low community wealth, and the fact that the tourism market is only active in the summer.

### Housing and Residential Development

According to the 2000 Census, 93.5 percent of the housing units in the Town of Pembroke, including the village, are occupied. Of those that are occupied, 75 percent are owner occupied or for sale, while 21.3 percent of housing units are renter occupied or for rent. Less than one percent of housing units are vacant or for seasonal/recreational use.

These percentages have changed little in the past decade and also mirror the percentages of Genesee County. The Housing Affordability Index for Owner occupied Housing yields a score of 179<sup>1</sup> for the Town of Pembroke and Village of Corfu, which suggests that the median family can afford the median house.

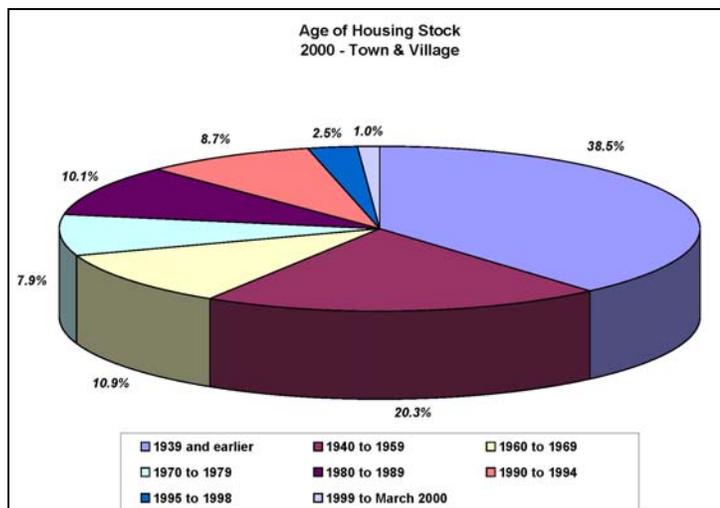


Figure 8: Source, US Census

Communities typically view a high percentage of homeownership favorably because it indicates that the community’s residents are enjoying financial well-being and the town’s property values will be maintained or increase. While this is true in many communities, the lower percentage of renters can sometimes indicate a lack of diverse housing choices. Individuals or families that cannot afford to buy a home may have to leave town to find suitable rental options. Of those households in renter occupied units, 25% of the median household income was paid in gross rent (including utilities). Six percent of the households spent more than 50 percent of their household income on gross rent. The median gross rent was \$530 a month.

<sup>1</sup> Based on year 2000 values. The Housing Affordability Index presumes a median home value of \$91,700, and uses the 2000 median household income of \$41,266 and median family income of \$46,495. It also assumes a 20 percent down payment and no more than 25 percent of a family’s gross income goes to paying the mortgage. This statistic is comparative, rather than absolute.



The changes occurring to the population distribution in the town and village correspond with the need for varying housing types. In the decades preceding 1990, an increase in the 70+ age categories resulted in a senior housing need. To meet this need, a 24-unit subsidized apartment complex was built in the village in 1991 to serve a need for low-income senior households.

Reflecting the rural nature of the town, the largest number of houses built in Pembroke were built in 1939 or earlier (38.5 percent). The aging housing stock of the Town of Pembroke and the Village of Corfu appears to meet the needs of smaller families despite the necessary maintenance. Based on existing data available it would appear that the largest age category/cohort will reach retirement age (65 to 69) in 2025 and beyond. From that year forward there may be the largest potential for change in demand to more manageable and affordable housing types with more transportation options.

**Housing Values**

In 2000, the median house value in the Town (\$91,700) was ten percent higher than that of the County (\$83,200) according to the US Census. According to the Greater Rochester Association of Realtors, which tracks housing sales in the entire Genesee Region, the average sales price of a home in 2005 was approximately \$20,000 more than in 2002. However, the amount of properties sold and the combined property sales between 2002 and 2005 decreased by 50 percent, from 16 properties down to 7 and \$1,250,913 in sales down to \$686,550, respectively.

	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>
<b>Median Price</b>	\$93,500	\$91,000	\$93,730	\$78,000
<b>Average Price</b>	\$98,079	\$92,013	\$93,574	\$78,182
<b>Total Sales</b>	\$686,550	\$1,288,190	\$1,029,310	\$1,250,913
<b># Properties Sold</b>	7	14	11	16

Figure 9: Source, Greater Rochester Association of Realtors

**Additional Demographic Information**

In addition to demographic information obtained from the 2000 US Census, lifestyle demographics were obtained from Claritas, Inc., a national leader in the analysis of demographic and business information. The PRIZM NE Population Segmentation Report from Claritas is typically used by companies to help them best target their customers. This data is also relevant to communities engaged in the comprehensive planning process, as it paints a more detailed picture than standard demographic data is able to do.

Claritas utilized a variety of data sources, including US Census reports and the Bureau of Labor Statistics' Consumer Expenditure Survey to create this summary. The process involves tree partitioning the data, which divides the population into segments according to income, geographic location, and household behaviors.





Claritas has divided the US into 66 population segments, such as “Movers and Shakers”, “Big Fish, Small Pond”, and “Kids and Cul-de-Sacs”. Each segment is accompanied by a demographic summary, including median income, age range, racial makeup, leisure activities, and spending habits.

The Town of Pembroke contains households that fall into 15 of these 66 population segments. The table below lists the segments in the town. The following pages outline these population segments in more detail, sorted by relative size within Pembroke and Corfu.

<b>Name</b>	<b># of Households</b>
Big Sky Families	266
Traditional Times	185
Heartlanders	167
Blue Highways	167
Mayberry-ville	158
Back Country Folk	153
Shotguns and Pickups	140
Simple Pleasures	124
Crossroads Villagers	60
Country Casuals	56
Big Fish, Small Pond	41
Fast-Track Families	40
Bedrock America	37
Golden Ponds	29
Young and Rustic	23



Segment Name	# of Households	% of Total	Age	Median Income	Income Rank (out of 66)
<b>Big Sky Families</b>	266	16.16%	25-54	\$52,400	33
<ul style="list-style-type: none"> <li>• young rural families</li> <li>• high school education</li> <li>• blue collar jobs</li> <li>• busy middle-class lifestyles</li> <li>• sports and outdoor recreation</li> </ul>					
<b>Traditional Times</b>	185	11.24%	55+	\$51,500	28
<ul style="list-style-type: none"> <li>• middle-class couples</li> <li>• early empty nesters</li> <li>• simple lifestyle</li> <li>• RVs and campers</li> <li>• <i>Country Living</i> and <i>Forbes</i> magazine</li> </ul>					
<b>Heartlanders</b>	167	10.15%	45+	\$39,900	43
<ul style="list-style-type: none"> <li>• middle-age couples, small families</li> <li>• sturdy, unpretentious homes</li> <li>• rustic lifestyle</li> <li>• enjoy hunting, fishing, cooking, camping</li> <li>• working-class jobs</li> </ul>					
<b>Blue Highways</b>	167	10.15%	25-44	\$40,700	45
<ul style="list-style-type: none"> <li>• lower-middle-class families</li> <li>• isolated towns and farmsteads</li> <li>• country music fans</li> <li>• sewing, crafts, hunting, fishing</li> <li>• working-class values</li> </ul>					
<b>Mayberry-ville</b>	158	9.60%	35-64	\$50,100	37
<ul style="list-style-type: none"> <li>• Andy Griffith Show lifestyles</li> <li>• quaint bergs</li> <li>• hunt and fish during the day, watch TV at night</li> <li>• well-paying blue-collar jobs</li> <li>• motorcycles and pickup trucks</li> </ul>					



Segment Name	# of Households	% of Total	Age	Median Income	Income Rank (out of 66)
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<b>Back Country Folks</b>	153	9.30%	55+	\$29,500	58
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- remote farm communities
- older, relatively poor
- modest homes, manufactured housing
- throwback to an agriculture-dominated landscape
- mixed races



<b>Shotguns &amp; Pickups</b>	140	8.51%	25-44	\$39,300	51
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- highest segment for gun and pickup ownership
- young, working-class couples
- large families
- small homes or manufactured housing
- 1/3 live in mobile homes



<b>Simple Pleasures</b>	124	7.53%	65+	\$39,700	38
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- retirement lifestyle
- modest homes
- high school education
- previously held blue-collar jobs
- high concentration of veterans



<b>Crossroads Villagers</b>	60	3.65%	<45	\$31,200	56
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- middle-aged blue-collar families
- self-reliance - hunting, fishing, gardening
- lower-middle class incomes
- 1/4 live in mobile homes
- high school education



<b>Country Casuals</b>	56	3.40%	35-64	\$66,600	25
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- laid-back atmosphere
- upper-middle-class households
- early empty-nesters
- well-paying blue- or white-collar jobs, small business owners
- enjoy dining, traveling, timeshares





Segment Name	# of Households	% of Total	Age	Median Income	Income Rank (out of 66)
<b>Big Fish, Small Pond</b>	41	2.49%	45+	\$77,700	9
<ul style="list-style-type: none"> <li>• older, upper-class</li> <li>• college-educated professionals</li> <li>• community leaders</li> <li>• country club members</li> <li>• large investment portfolios</li> </ul>					
<b>Fast-Track Families</b>	40	2.43%	25-54	\$70,300	20
<ul style="list-style-type: none"> <li>• prime acquisition years</li> <li>• numerous children, spacious homes</li> <li>• desire the best for their children</li> <li>• enjoy outdoor recreation</li> <li>• spend disposable income on high-tech toys</li> </ul>					
<b>Bedrock America</b>	37	2.25%	<35	\$26,200	64
<ul style="list-style-type: none"> <li>• young, economically challenged families</li> <li>• relatively little education</li> <li>• large families</li> <li>• enjoy outdoor recreation</li> <li>• racially diverse</li> </ul>					
<b>Golden Ponds</b>	29	1.76%	65+	\$28,900	55
<ul style="list-style-type: none"> <li>• retirement lifestyle</li> <li>• downscale singles and couples</li> <li>• small apartments and nursing homes</li> <li>• enjoy reading, TV, bingo, and craft projects</li> <li>• high school education</li> </ul>					
<b>Young and Rustic</b>	23	1.40%	<35	\$31,700	48
<ul style="list-style-type: none"> <li>• young, restless singles</li> <li>• live in tiny apartments</li> <li>• service industry jobs</li> <li>• adventurous lifestyles - cars, sports, and dating</li> <li>• lower-middle class incomes</li> </ul>					



## **NATURAL AND PHYSICAL FEATURES**

### **Wetlands (Map 1)**

Wetlands are sensitive areas that play an important role in the natural environment. In addition to providing a safe habitat for a variety of species, they also have highly absorptive properties that reduce the impact of flooding in surrounding areas. Wetlands also filter out particulate matter including various industrial and agricultural pollutants. Development practices should be minimized around wetlands, especially critical areas as defined by the New York State Department of Environmental Conservation (NYSDEC).

Map 1 highlights DEC regulated wetlands in the Town of Pembroke (all maps are found in Appendix A). The DEC regulates wetlands that are 12.4 acres or greater in size. Federally designated wetlands not categorized by the DEC may exist within the Town as well. In order to avoid costly fines and penalties, any potential development should start by contacting the DEC Regional Office 8 for permitting information if any wetlands exist on a proposed site.

### **Watersheds and Waterbodies (Map 1)**

A watershed is defined as the area of land that drains into a particular body of water. A majority of the town is located within the Murder Creek subwatershed, while the northeast corner is in the Ledge & Tonawanda Creek subwatershed. Subwatersheds are segments of their larger watersheds, which are the Lake Erie/Niagara River and Lower Genesee watersheds, respectively. These watersheds are classified according to the NYSDEC.

### **Floodplains (Map 1)**

Low lying areas along streams or major rivers that flood during periods of heavy waterflow are called floodplains. The most critical floodplain to consider is the 100-year floodplain, which is typically impacted by a flooding event once every 100 years. The boundaries of floodplains are designated by the Federal Emergency Management Agency (FEMA) through Federal Insurance Rate Maps (FIRM). Development in these areas should be minimized and may be subject to NYS DEC review and permitting. Map 1 shows the location of floodplains in the Town of Pembroke.

### **Topography (Map 1)**

The topography in the Town of Pembroke is fairly level, with very few areas of steep terrain as indicated on Map 1. Areas of varying landscape include south of NY State Route 5 around Boyce Road and the land surrounding Indian Falls Lake at the northern edge of the town. The measure of the slope of the land generally indicates its suitability for various types of development. Land with a slope greater than 15 percent can supported very limited development. Overdevelopment on steep slopes can lead to increased erosion, excessive





removal of natural vegetation and soil, flooding, and water runoff. The majority of the town has less than an eight percent grade, according to the soil survey from Genesee County Soils and Water Conservation District.

### **Soils (Maps 2-5)**

The types of soils present in a community can have a significant impact on development potential. Depth to bedrock, depth to water table, and hydric and erodable soils are some of the varying characteristics that can effect development. Of these, hydric and erodable soils require advanced engineering methods or fill to ensure stable foundations.

The General Soils map, maintained by the Genesee County Soils and Water Conservation District, indicates that the soils types in the town and village are highly diverse. Map 2 shows the variety of soils and their locations. Maps 3 to 5 highlight soils classified as hydric, erodable, and prime agricultural land. Hydric soils are prone to excessive soil saturation or ponding and typically are found in wetland areas. Highly erodable soils are soils that have the potential for erosion under high agricultural uses unless some type of erosion control or prevention is used or are found around steep slopes. Prime agricultural land, as classified by the NYS Department of Agriculture and Markets, are soils that contain the best characteristics for farming uses.

Development in these areas should be minimized to preserve agricultural resources, especially in the Town of Pembroke, and reduce erosion, flooding, and even property damage.

### **Agricultural Districts (Map 6)**

Agricultural Districts are a landowner-based initiative, made possible by New York State Agricultural and Markets Law. According to the law, the purpose of the districting is to encourage the continued use of farmland for agricultural production. The program is based on a combination of landowner incentives and protections, all of which are designed to forestall the conversion of farmland to non-agricultural uses.

Included in these benefits are preferential real property tax treatment (agricultural assessment and special benefit assessment), and protections against overly restrictive local laws, government funded acquisition or construction projects, and private nuisance suits involving agricultural practices. Although a majority of the land use in Pembroke is classified as agricultural, only two agricultural districts exist in the Town, primarily located in the northeast corner and along the southern boundary.

### **Woodlands (Map 7)**

Woodlands, or woodlots, are heavily wooded areas, sometimes large enough to be referred to as forests. Woodlands are valuable environmental features, as they protect against erosion,





filter airborne pollutants, provide habitats for multiple species, and enhance the visual character of a community. While development should not be completely restricted in these areas, their scenic quality should be a prime consideration, in addition to other environmental constraints.

**Wind Speed (Map 8)**

Many communities throughout Upstate New York are facing the prospect of wind farm development. When locating prime development sites, wind farm developers typically look at the mean annual wind speed of a site, in addition to local zoning and surrounding land uses. According to the AWS Truewind, LLC, Pembroke has limited viable land for wind farm development (see Map 8). It should be noted that the data used for this map is very general, and estimates at any specific location should be confirmed by localized measurement.

**Transportation System (Map 9)**

*Roadway Mileage*

Each roadway in the town and village is either classified as an Interstate, State, County, Town, or Village road. The classification, or jurisdiction, determines which level of government has the authority and responsibility to maintain the roadway and regulate traffic conditions. The following table shows the breakdown of public roadways within Pembroke.

<u>Jurisdiction</u>	<u>Length (in miles)</u>
Interstate*	18.9
State	19.7
County	19.7
Town	37.7
Village	2.4

\*maintained by the state

*Traffic Capacity*

The table on the following page summarizes the Average Annual Daily Traffic (AADT) for State Highways in Pembroke. The Volume/Capacity (V/C) Ratio represents a highway’s ability to serve present traffic volume. A V/C ratio over 1.0 is generally considered problematic.



Highway	Start	End	AADT	V/C Ratio
Route 5	Erie County Line	Route 77	6,080	0.3
Route 5	Route 77	Batavia Town Line	5,460	0.3
Route 33	Darien Town Line	Route 77	5,840	0.4
Route 33	Route 77	Corfu Village Line	4,400	0.4
Route 33	Corfu Village Line	Batavia Town Line	4,400	0.3
Route 77	Darien Town Line	Route 33	8,710	1.1
Route 77	Route 33	Corfu Village Line	9,880	1.3
Route 77	Corfu Village Line	Route 5	9,880	1.1
Route 77	Route 5	I-90	10,400	1.2
Route 77	I-90	Alabama Town Line	5,760	0.5

*Level of Service*

In order to measure the efficiency and quality of traffic flow through an intersection, a capacity analysis was performed on two intersections in Pembroke during Fall 2002 and Winter 2003. Data collected from this analysis was used to assign Level of Service (LOS) grades to the intersections, which roughly correlate to a school report card grade. In general, an LOS from A to D is considered acceptable. The following are the LOS for each movement for the two state highway intersections in the Town (critical movements shown in red):

**Routes 5 & 77**

Direction	Off-Peak	Peak
Northbound	B	B
Southbound	B	C
Eastbound	B	B
Westbound	B	B
<b>Overall LOS</b>	<b>B</b>	<b>C</b>

**Routes 33 & 77**

Direction	Off-Peak	Peak
Northbound	B	C
Southbound	B	F
Eastbound	B	C
Westbound	B	E
<b>Overall LOS</b>	<b>B</b>	<b>F</b>





### Route 63 Corridor Study

The purpose of the *Route 63 Corridor Study*, currently being conducted by the NYSDOT, is to investigate issues related to increasing commercial vehicle traffic using Routes 63, 20, and 77 between I-390 in Mt. Morris and the NYS Thruway Exit 48A in Pembroke. With the shift to just-in-time delivery services during the 1980s and 1990s and the passage of NAFTA in 1994, there has been noticeable increases in commercial vehicle traffic through this corridor, consisting mainly of heavy trucks traveling from Canada to the Southern Tier and beyond. These changing conditions have generated significant safety concerns and have prompted residents and business owners to request this study.

The Study officially began in 2000 when state and federal funding was made available. The following are the phases of the planning study:

- Phase I:** Investigation of Existing Conditions
- Phase II:** Forecasting Growth and its Effects
- Phase III:** Develop Goals, Objectives, and Needs
- Phase IV:** Develop and Evaluate Alternative Solutions
- Phase V:** Develop the Corridor Planning Report and Select the Preferred Investment Strategy

Currently, the Study is in Phase IV. Several alternatives have been identified and examined, though a preferred strategy has not been selected. One specific outcome is the NYS DOT development of preliminary plans for redesigning NY 77 from I-90 to Route 20. This project intends to alleviate congestion during peak hours at Six Flags as well as improve safety and efficiency in the corridor.

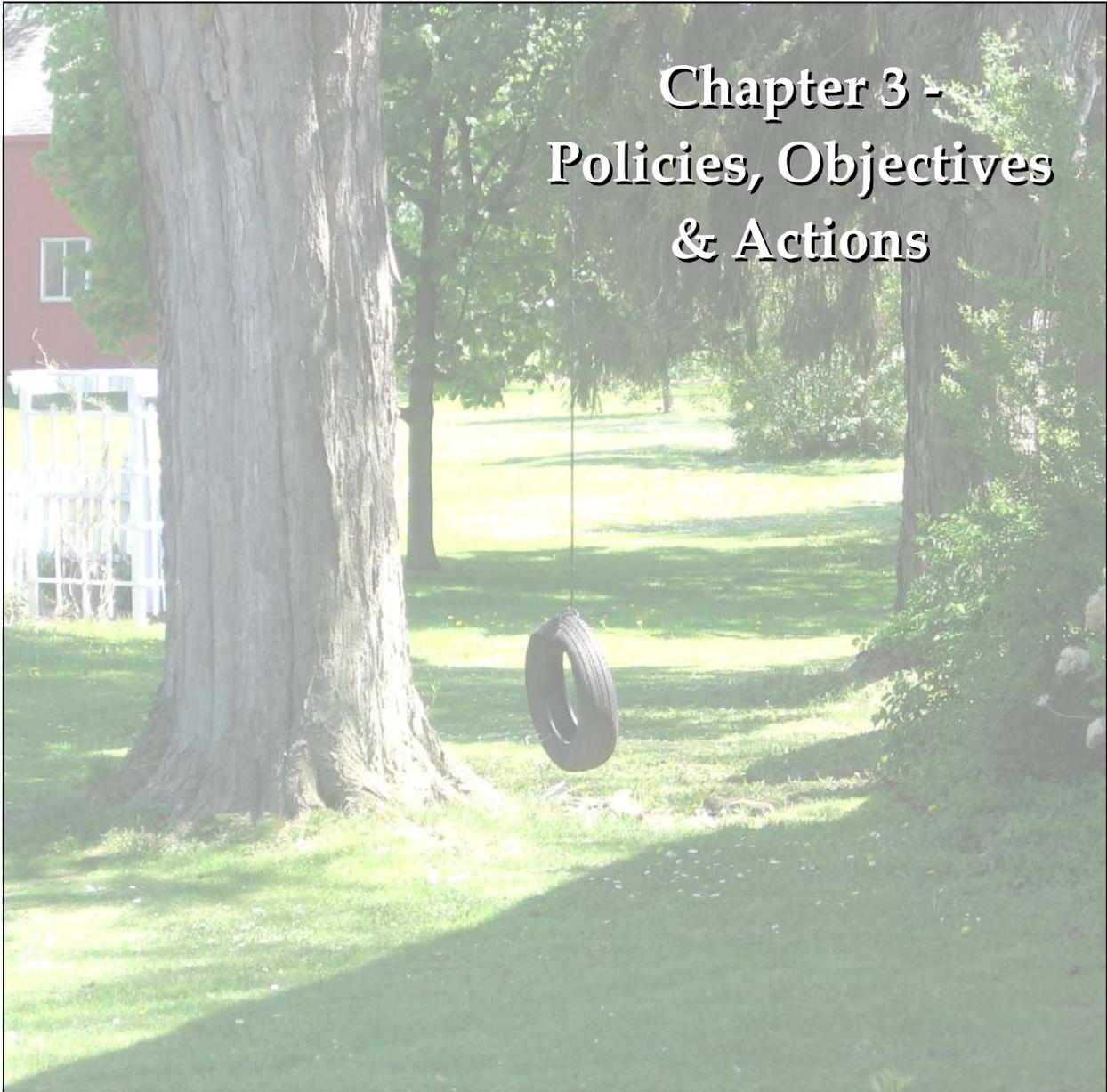
### Existing Land Use (Map 10)

The land uses in a community can have a profound impact in defining its appearance and form. Inappropriate uses, along with poor planning and regulation, can result in unwanted development that can negatively impact the quality of life of a town. The most dominant land uses in the Town of Pembroke and the Village of Corfu are agricultural and residential.

Both of these land uses are scattered throughout the town, with higher residential concentrations in the Village of Corfu, the hamlets of East Pembroke and Indian Falls, and from the hamlet of Pembroke south along Lake Road. Commercial and industrial uses are also scattered throughout the town, with some higher concentrations in the Village of Corfu, the hamlet of East Pembroke, and adjacent to Thruway Exit 48A.

There are approximately 2,414 tax parcels totaling 24,423 acres in Pembroke, according to the Genesee County Real Property Tax Services Department. The total assessed land value of these properties is \$43,261,876 and the total assessed value, including structures and improvements, is \$204,303,856.







## POLICIES, OBJECTIVES AND ACTIONS OVERVIEW

A good comprehensive plan builds upon a framework that ties broad ideas and specific activities together, identifying the community’s short- and long-term needs. Effective policies that will guide community investment and decision making in the Town of Pembroke and Village of Corfu over the next decade often require a multi-level approach.

The Plan’s framework is very much like the blueprint of a building. All of the components—from the largest to the smallest—must fit together in a logical way for the structure to stand and function well for years to come. This document is the base upon which the community’s future direction, development and success will be built. As this is a Comprehensive Plan Update, it is intended to support and expand on the 1997 Plan, as well as enhance the accuracy of information provided and the relevance of policies and objectives.

This section of the Town of Pembroke and Village of Corfu Comprehensive Plan Update has four key elements, which are described below. In addition, non-planning examples have been provided to help illustrate how these elements relate to one another.

*Vision* — A general statement about the future condition or state of the community; it is the end toward which all actions are aimed. Pembroke’s vision was first introduced in Chapter 1 and is repeated on the following page.

*Policy* — Similar to a vision in that it is an end toward which actions are aimed, policies are more narrow in scope and tend to target a specific area or topic. Imagine what the community should “have” or “be.” After gathering input during several meetings with the Steering Committee, the group agreed that the Plan Update would focus on three major policy areas: Transportation, Best Development Practices, and Economic Development.

*Objective* — A statement of measurable activity to be accomplished in pursuit of the policy, which is reasonably attainable. Consider broad actions or aspirations, such as “increase,” “develop,” or “preserve.”

*Action Item* — A specific proposal to do something that relates directly to accomplishing an objective, which usually takes the form of a plan, activity, project or program. Each Action Item has a box next to it that should be checked once it is accomplished.



### How do the policy elements fit together?

The following non-planning example helps to illustrate how each of these key items relate to one another.

#### **Example:**

*Vision Statement* — To raise a healthy and close-knit family.

*Policy* — To have a well educated child.

*Objective* — Increase my child’s vocabulary.

*Action Item* — Introduce one new word per week, repeating it three to five times a day.



## *The Vision of the Town of Pembroke and Village of Corfu*

*The Town of Pembroke and Village of Corfu recognize that our rural landscape, agricultural heritage, and small town character are the primary reasons why people choose to live and work in the community. Therefore, the Town and Village will make every effort to conserve viable farmland, protect our pristine countryside, and strengthen the village and hamlets. The Town and Village, consistent with the Genesee County Smart Growth Plan, will define growth patterns, providing clear guidance to developers regarding land use, site planning, appearance, and the provision of community services. As a unified community, we will work together to improve the quality of life in Pembroke and Corfu, making this an attractive place for people to visit, conduct business, and raise a family. This effort will ensure that future generations will inherit a community with a clearly defined identity and sense of place that celebrates our unique assets.*





### TRANSPORTATION POLICY AREA

**Policy:**

It is the policy of the Town and Village to ensure that the functionality of the transportation network is consistent with the community’s vision and goals, including preserving rural character and open space, promoting economic development, and improving the overall quality of life in the community. The Town and Village will examine ways to improve safety conditions for all motorized and non-motorized modes of transportation. The Town and Village will work with New York State, Genesee County, the Town of Darien, and Six Flags Darien Lake to alleviate congestion during peak travel times along NY 77 and at Exit 48A of the Thruway. The Town will also examine ways to ease congestion in the Village, without compromising the pedestrian environment. The town will encourage a healthy mix of transportation choices, promoting the development of multi-use trails and the pedestrian network in addition to improving conditions for motorized vehicles. A balanced approach to transportation choices is essential to the sustainability and quality of life in a community. The improvement of the transportation network will also reflect the changing demographics in the community, including expanding options for senior citizens.

Status

**Objective A:** To address the specific traffic issues in the town and village.

**Action 1:** Perform a traffic study for the area, examining Darien Lake traffic, truck traffic and noise, bottle neck at the RR overpass, and potential bypass around village.

**Action 2:** Examine ways to increase safety for pedestrians in the village.

**Objective B:** To address the level of traffic generated by visitors to Darien Lake along Route 77.

**Action 1:** Continue to develop and promote alternate routes to access Darien Lake.

**Action 2:** Request that NYSDOT widen bridge on Route 77 north of Corfu near Cohocton Road and widen RR overpass in the village.

**Action 3:** Request that NYSDOT widen shoulder of Route 77 from Exit 48A south to the village.



		<input checked="" type="checkbox"/> Status
<b>Objective C:</b>	To develop a more comprehensive policy enforcing the speed of trucks and passenger vehicles passing through the region.	
<b>Action 1:</b>	Request stricter enforcement of speed limits in the town and village by state and local authorities.	<input type="checkbox"/>
<b>Action 2:</b>	Examine traffic calming techniques for the village, including clearly delineated crosswalks and on-street parking.	<input type="checkbox"/>
<b>Objective D:</b>	To address the capacity limitations of traffic on Routes 77 and 33.	
<b>Action 1:</b>	Work with NYSDOT to examine safety issues and solutions for trucks at the intersection of Routes 33 and 77.	<input type="checkbox"/>
<b>Action 2:</b>	Explore routing options to alleviate traffic in the village.	<input type="checkbox"/>
<b>Objective E:</b>	To capitalize on the potentials offered by New York State Thruway Exit 48A.	
<b>Action 1:</b>	Encourage commercial and industrial development near the interchange.	<input type="checkbox"/>
<b>Action 2:</b>	Provide sewer systems near the interchange to attract potential businesses.	<input type="checkbox"/>
<b>Action 3:</b>	Develop a master plan for the area around the interchange, including an infrastructure plan and design guidelines that minimize impacts on traffic, the natural environment, and viewsheds.	<input type="checkbox"/>





BEST DEVELOPMENT PRACTICES POLICY AREA

Policy:

It is the policy of the Town and Village to ensure development meets the needs of residents and visitors, and is appropriate within the regional context. Any development should occur in a fashion that limits impacts on viable agricultural areas and conserves natural resources, and should maximize existing infrastructure and public facilities. This is consistent with the Genesee County Smart Growth Plan (2001) and applies to residential, commercial, and industrial development. It is a priority of the Town and Village to guide developers towards higher quality design and sustainable development practices in order to create a true sense of place. Such standards and principles encourage development that is energy efficient, has long term viability, improves aesthetics in the public realm, and is harmonious with the community beyond its respective property boundaries.

☑ Status

Objective A: To promote, yet minimize the impact of, future commercial and industrial development in both the town and village.

Action 1: Through revisions to the Zoning Code, encourage small, owner-operated businesses as second income opportunities for residents. ☐

Action 2: Develop an internal access road in the Interchange District to encourage business development. ☐

Action 3: Update zoning and site plan review regulations to enable proper access management. ☐

Objective B: To regulate land uses in the town and village to minimize conflicts and protect the rural character.

Action 1: Designate 4 nodes (East Pembroke, Thruway Interchange/Hamlet of Pembroke, Indian Falls, and Corfu) as areas where development should be encouraged. Development throughout remainder of the town will be minimized to the extent practical. ☐

Action 2: Update Town and Village Zoning Ordinances to reflect the vision and goals of the Comprehensive Plan. ☐



Status

**Objective C:** To ensure agricultural land in the Town is protected and remains a viable economic opportunity.

**Action 1:** Utilize cluster development and planned unit development practices in rural areas.

**Action 2:** Implement existing land use ratios to restrict the subdivision of land in viable agriculture areas.

**Action 3:** Study and inform agricultural Businessmen/Landowners about the benefits of farm land trust easements to preserve agricultural land.

**Objective D:** To gain understanding of the environmental, economic, aesthetic, agricultural, and ecological effects of renewable energy projects.

**Action 1:** Using objective sources, research the advantages and disadvantages of renewable energy projects, specifically wind farms.





### ECONOMIC DEVELOPMENT POLICY AREA

**Policy:**

It is the policy of the Town and Village to have local businesses, commercial and industrial development within the town that meets the needs of residents and visitors. The economic vitality of the community depends on having locally supported businesses that are easy to access and offer the goods and services community members need and want. Although residents will continue to utilize other local and regional commercial centers (e.g. Batavia and Buffalo), the Town will continue to encourage smaller-scale businesses that can be supported year round. Future commercial development and redevelopment must respect the scale and character of this rural community. The Town will continue to encourage development within the village, existing hamlet areas, the interchange area, as well as other areas with existing sewer and water infrastructure. Pembroke will ensure that retail, commercial and small-scale industrial developments located outside of the village and hamlets will compliment the community’s small town image and will not compromise productive farmland and open spaces.



**Objective A:** To improve access to and from businesses.

**Action 1:** Utilize traffic calming techniques in commercial and mixed-use areas.

**Action 2:** Codify access management principles to reduce the number of access points along major corridors within the town. This will maintain traffic-carrying capacity and safety of the roadways while permitting efficient use of interior land uses.

**Objective B:** To increase the level of commercial and industrial development.

**Action 1:** Modify building and zoning codes to allow for mixed-use development in the areas designated by the Genesee County Smart Growth Plan.

**Action 2:** Work with regional and county economic development programs to increase development opportunities in the town and village.

**Action 3:** Aside from home businesses and small-scale retail, restrict commercial and industrial development on state and county roads outside of the designated development areas.





		<input checked="" type="checkbox"/> Status
<b>Action 4:</b>	Promote the quaint setting in the village by encouraging the location of small businesses such as, but not limited to, bed & breakfasts, gift shops, restaurants, coffee shops, and seasonal crafts.	<input type="checkbox"/>
<b>Action 5:</b>	Promote the Pembroke Industrial Park and the Interchange node as ideal locations for commercial and industrial development.	<input type="checkbox"/>
<b>Action 6:</b>	Improve the physical appearance of the village, including streetscaping, façade improvements, and other beautification efforts.	<input type="checkbox"/>
<b>Objective C:</b>	To maintain, and enhance when appropriate, the public infrastructure necessary to sustain the desired level of development within the town.	
<b>Action 1:</b>	Ensure that sewer, water, and other utilities are maintained and/or expanded in a manner that protects rural character, promotes economic development, and ultimately supports the future land use plan.	<input type="checkbox"/>
<b>Action 2:</b>	Develop a master plan for the Pembroke Industrial Park, including an infrastructure plan and design guidelines that minimize impacts on traffic, the natural environment, and viewsheds.	<input type="checkbox"/>
<b>Action 3:</b>	Examine ways to improve highway design in a way that creates a more pedestrian-friendly environment in the village, fostering economic development.	<input type="checkbox"/>
<b>Action 4:</b>	Update real property assessments for the interchange node, ensuring that highest and best uses prevail.	<input type="checkbox"/>
<b>Action 5:</b>	Promote the use of alternative energy for businesses as well as public buildings and services.	<input type="checkbox"/>









## **FUTURE LAND USE PLAN OVERVIEW**

The future land use pattern of the Town of Pembroke will build upon the unique natural features that define the rural landscape of the community. Just as important, the settlement pattern defined by the citizens of the town over the past several generations, including hamlets and the Village of Corfu, will be respected while allowing for appropriate commercial, industrial and residential growth.

The steering committee identified a clear desire to retain the rural nature of the community, protect critical environmental features especially in areas where flooding is prevalent, and ensure future growth occurs in areas where municipal services are available or potentially feasible in the future. This approach to land use will provide the town with a predictable growth pattern, allowing for fiscal prudence and the long-term conservation of the features that define the community's rural quality of life.

This approach is also consistent with the Genesee County Smart Growth Plan (2005), which is intended to "encourage the revitalization of villages and hamlet areas and protect valuable agricultural resources." The Plan identifies four "development areas" in the Town of Pembroke where future residential and commercial development should be targeted (Map 12). The Pembroke/Corfu Future Land Use Map (Map 13) is generally consistent with the Plan created by the County.



*Near Indian Falls on Tonawanda Creek*

The following land use descriptions provide additional insight into the areas identified on the Future Land Use Map. Imagery of appropriate development styles for each land use area are provided on the right hand side of each page. Some images are from Pembroke or Corfu, while others are from outside of the region. It is important to realize that the future land use plan section of a comprehensive plan is primarily designed to provide guidance for future development patterns and appearances. This section does not constitute an enforceable law, such as a zoning ordinance, but it does outline the vision for future land use and should be considered a foundation for future zoning revisions.



## RESIDENTIAL

The Residential land use category of the Town is primarily identified as locations surrounding traditional settlement patterns such as hamlets and the Village of Corfu. In general these areas represent locations where single-family homes exist today and are expected to be located in the future. The future land use map defines locations for residential development where municipal infrastructure may locate in the future if it is determined to be cost effective. Ultimately, any development in residential areas should fit into the surrounding neighborhood, minimize impacts on natural features of significance and allow for the preservation of scenic views.

The amount of land designated for residential development in the Town, while may seem limited on first review of the land use plan, is approximately 2,800 acres. This may equate to approximately 1,000 single family housing units, assuming two-acre lots and limitations associated with land development potentials such as environmental constraints.

The proposed types of uses seen as appropriate for this land use area include:

- Single-family residential development on one acre or more;
- Townhomes and multi-family residential development in the area that is closest to the Village of Corfu;
- Home-based businesses with minimal parking requirements;
- Bed and Breakfasts; and
- Parks and public access areas.



*Indian Falls on Tonawanda Creek*



*Sample single-family residential property appropriate for this land use category*



## AGRICULTURE

Agricultural lands used for crops and livestock define an active and sustainable economic niche in the community. While the number of farmers in the community has decreased, the amount of land in production or currently fallow that could be in production is essentially the same as it was 20 years ago. Agriculture plays an important role in maintaining rural landscapes and scenic vistas. Moreover, large, contiguous blocks of agriculture actually result in tax base benefits to communities as they require less municipal services per acre than commercial or residential. For this reason, farmland is an important component of the fiscal security of any rural community.

The future land use plan identifies areas that are either currently in production, adjacent to areas in production or consisting of high quality agricultural soils. Development for residential purposes may be feasible in these areas, but is not encouraged if the conservation of rural character and the continued viability of the agricultural industry is desired. The Town should carefully consider the long-term impacts of development in agricultural areas prior to allowing any non-farm related development in these areas. It is frequently difficult to consider the cumulative impacts of development on rural character. Frequently, communities find themselves reacting to development pressure rather than working proactively to define and enforce land use goals. This leads to a patchwork of development interspersed with active farming that can lead to nuisance concerns, increased costs for services and long-term impacts to environmental and scenic quality.



Hamlet of East Pembroke



Farm on Airville Road



The proposed types of uses seen as appropriate for this land use area include:

- Farming Operations
- Agricultural Support Businesses
- Single Family Residential Homes on lot sizes that are respectful of surrounding agricultural uses
- Bed and Breakfasts and Other Agri-Tourism Businesses
- Parks and public access areas



*NY Route 77 north of the Thruway*



## OPEN SPACE

Open space areas contribute to the town's overall natural beauty and rural character and represent the primary land use area in the Town of Pembroke. Designated open space areas on the map are generally locations in the town that include environmentally sensitive areas such as floodplains, wetlands and wood lots, provide scenic value or are currently vacant with limited future development potential. These areas are generally considered poor locations for development due to environmental constraints, especially in the floodplain areas in the southern and central areas of the Town.

The majority of land designated as open space in the Town reflects current and historic uses. While active agriculture and residential uses are present in these areas today, they do not constitute the primary uses in the open space designation.

Residential development is viewed as appropriate in the open space area if it will not impact sensitive environmental features and respect scenic vistas of community-wide value and importance.

The proposed types of uses seen as appropriate for this land use area include:

- Open Space
- Farming Operations
- Agricultural Support Businesses
- Single Family Residential Homes on lot sizes that are respectful of surrounding open spaces and consistent with the spirit of the Community Vision
- Bed and Breakfasts and Other Agri-Tourism Businesses
- Parks and public access areas
- Limited Commercial Uses that will not impact natural features or scenic vistas



NY Route 33 east of Corfu



Tonawanda Creek east of NY Route 77



## MIXED USE

Mixed-use development refers to the combining of several uses within a given building, site or district. Characterized by both vertical and horizontal organization of uses, mixed use development can include residential, commercial retail and office, community services and small pocket greenspaces.

Places like the Village of Corfu and the Hamlets of Indian Falls, Pembroke, North Pembroke, and East Pembroke are examples of areas where mixed use should be encouraged and to some extent already exists. These places should have a distinct sense of place that is defined by both public and private spaces. Public spaces typically include streets that have curbing, sidewalks, pedestrian-scaled lighting, street trees and parks. The level of public space investment should be reflective of traditional settlement patterns. Therefore, the Village of Corfu should strive to have sidewalks, street trees and lighting in central business district as well as the residential neighborhoods. The Hamlet of Indian Falls is reflective of a less formalized settlement pattern and therefore this level of detail would not be appropriate or warranted. Sidewalks are encouraged in all residential areas within the mixed use area to improve connectivity to the core business district.

Private spaces range from multi-story, mixed-use buildings that are vertically organized to include retail on the first floor and office and residential uses in the upper stories to small single-family homes. Typically, buildings in the heart of the mixed use district are built to the sidewalk while single-family neighborhoods that surround the center are found on smaller lots with the home



*Example of new commercial development design appropriate for mixed-use areas*



*Houses in Village of Corfu*



*Existing business in Corfu*



positioned to have a deeper back yard and shallow front yard.

This approach to development encourages a walkable community with greater interaction between those using the private and public spaces. These areas are generally thought of good locations for higher density development such as senior homes, condominiums and apartments.

The Town and Village have identified the long term goal of creating definable destinations that offer quaint shopping experiences and a mix of stores that cater to local and niche shoppers. These types of uses are not appropriate for conventional commercial areas and are best located in small, walkable hamlet-styled developments.

The following uses are viewed as appropriate for these areas of the Town and Village.

- Single Family and Multi-Family Residential
- Mixed Use Structures having commercial uses on the first floor and residential or office uses on the upper stories
- Offices
- Manufacturing, machine shops and other small scale, low impact industrial uses
- Commercial uses reflecting Traditional Village Scale and Character and typically not exceeding 25,000 Square Feet of First Floor Area
- Publicly owned land and facilities, such as town hall and Village Hall, the post office, and schools
- Religious institutions
- Fire, Ambulance and Police
- State/Town parks, historic locations and war memorials, and libraries



*House on NY Route 77 in Corfu*



*Crossing guard assisting students at the four corners in Corfu*



## COMMUNITY SERVICES

Community services generally include institutions, agencies and organizations that protect and enhance the health, safety and welfare of the community. Usually, these uses are tax exempt and not required to abide by local zoning laws.

The future land use plan identifies many existing community services in the Town and Village. It does not, however, identify locations for future community services since they are exempt from land use and zoning restrictions. It is recommended that the placement of future community services be carefully considered for their potential impact to surrounding uses.

The following uses are viewed as appropriate for these areas of the Town and Village.

- Publicly owned land and facilities, such as town hall, town and county barns, the post office, and schools
- Private Institutions, such as colleges and religious institutions
- Fire, Ambulance and Police
- State/Town parks, historic locations and war memorials, and libraries



*Pembroke Intermediate School*



*Pembroke Town Hall*



### LIMITED COMMERCIAL

Limited commercial is a designation that allows for retail and service businesses that may not be appropriate in the mixed use area but still play an integral role in providing jobs, services and tax base to residents of the community. The land use map identifies two areas for limited commercial uses, both of which are on SR 5. The first area is shown to the west of the Hamlet of Pembroke. This area contains existing commercial uses and, due to traffic and existing patterns of development, is viewed as a good location for continued commercial growth. The second location is shown to the west of the Hamlet of East Pembroke. This area also has existing commercial uses and is appropriate for future commercial growth. Because these areas are located on the fringe of existing hamlets, the appearance of development should be of significant concern. The Planning Board should consider the structures massing on the site, the location of parking, signage allowances and the overall scale of development. It should be noted that sewer is not available in either location, requiring larger lots that allow for septic systems. Future sewer extensions should be considered in these areas.

The following uses are viewed as appropriate for this area of the Town.

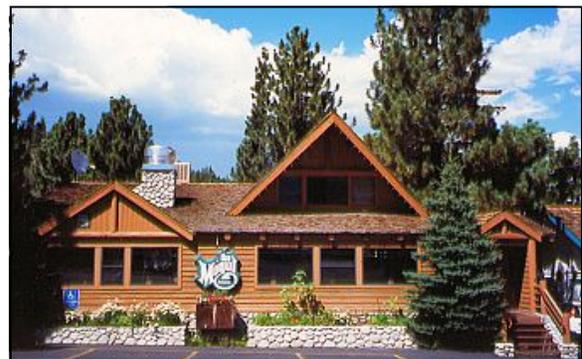
- Retail less than 40,000SF
- Restaurants
- Banks
- Offices and Professional Services
- Gas Stations and Convenience Stores
- Motels and Inns (<50 rooms)
- Manufacturing and service related uses
- Agriculture



Kutter's Cheese Factory on NY Route 5



Example of small-scale commercial development with extensive landscaping



Example of small-scale commercial development with context-sensitive design



## COMMERCIAL/LIGHT INDUSTRIAL

Commercial and light industrial uses are important generators of tax revenue, jobs, and locally available goods and services. Just as importantly, these types of uses can have a significant impact on the image and sense of place of a community. Frequently, communities need to reach a balance that allows commercial and light industrial uses to be developed in a way that will not negatively impact the quality of life of residents, the value of surrounding properties and the potential long-term environmental and service costs associated with more intense commercial and light industrial uses.

Certain areas of the town are primarily light industrial and commercial today, specifically the interchange area around I-90. The land uses most predominant include Town barns, Thruway convenience uses, restaurants, contractors yards and vacant land. This area is currently serviced by public water and is therefore a good location for future light industrial uses such as machine shops, storage and small distribution areas, building supplies and materials and other low intensity industrial uses. Additionally, this location is well positioned for future commercial uses that may include medium-sized retailers that require a footprint of less than 75,000 square feet of gross first floor area (GFFA) if sewer is provided. The Planning Board should carefully consider all development in this location for the potential negative cumulative impacts associated with traffic, stormwater management and views in the area.



*Truck stop businesses near Exit 48A of the Thruway*



*Example of national retailer using flexible design to reflect the surrounding community*



The following uses are viewed as appropriate for this area of the Town.

**Commercial**

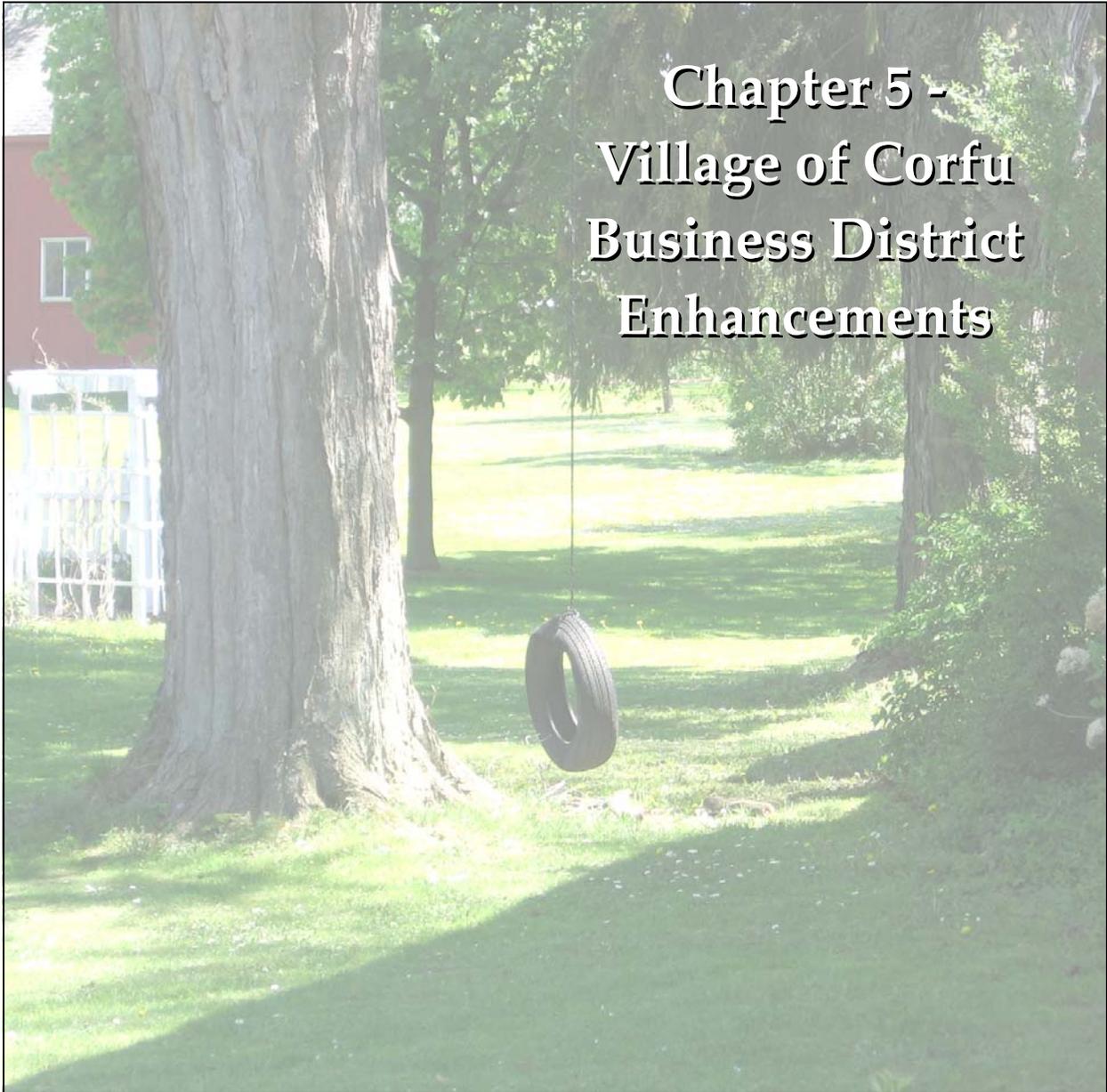
- Retail less than 75,000 GFFA
- Restaurants
- Banks
- Offices and Professional Services
- Gas Stations and Convenience Stores



*Example of typical commercial or light industrial style architecture*

**Light Industrial**

- Machine Shops and small production facilities
- Industrial and Business Parks
- Warehousing and small storage yards
- Builder supplies and sales
- Larger Scale Retail and Services



Chapter 5 -  
Village of Corfu  
Business District  
Enhancements





## VILLAGE OF CORFU BUSINESS DISTRICT ENHANCEMENTS

The Village of Corfu is a unique and attractive community having all of the key elements of a great town center. The village is designed on a modified grid, it is very walkable, it has a central core of businesses, several community services are present and it has sidewalks, trees and lighting. However, not uncommon to many small villages across New York, the core of the community is the intersection of two busy state highways. The traffic associated with the highways and the traditional building placement of a 19th century village poses design constraints for future growth, pedestrian safety and parking allowances. The Village should always strive to restore and enhance its existing form, never allowing buildings to be setback from the sidewalk, parking lots to front on the road or the allowance of structures that are not of the appropriate scale.

The list on the following page provides recommended enhancements for the central business district that can be implemented through grant resources such as the Transportation Enhancements Program, the Transportation Improvements Program, the Governor's Office for Small Cities Community Development Block Grant Program, the Main Street Grant Program or Quality Communities funding through the NYS Department of State.



Students cross NY Route 77 with the aid of a crossing guard



Businesses on NY Route 33 in Corfu

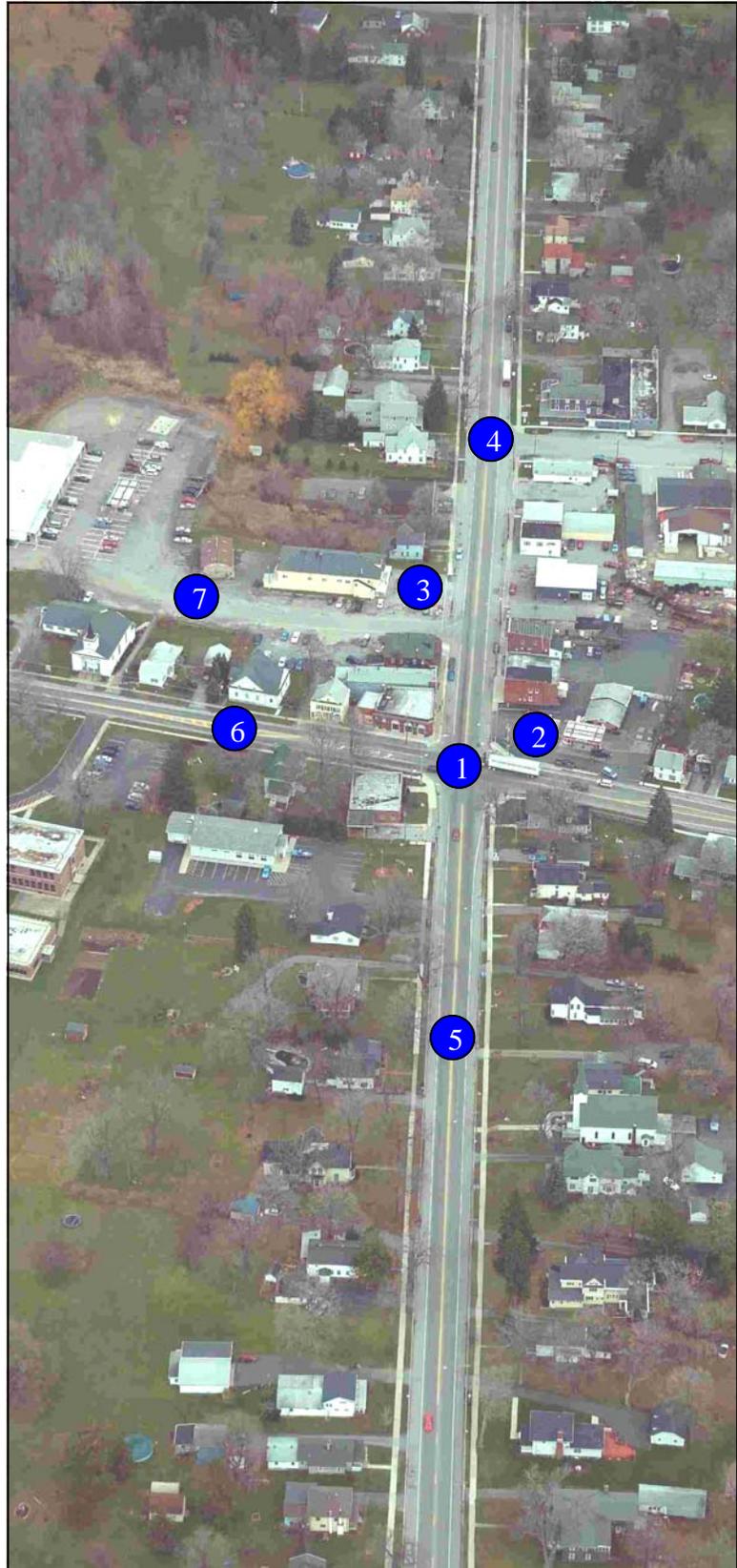


Main Street in Corfu looking west

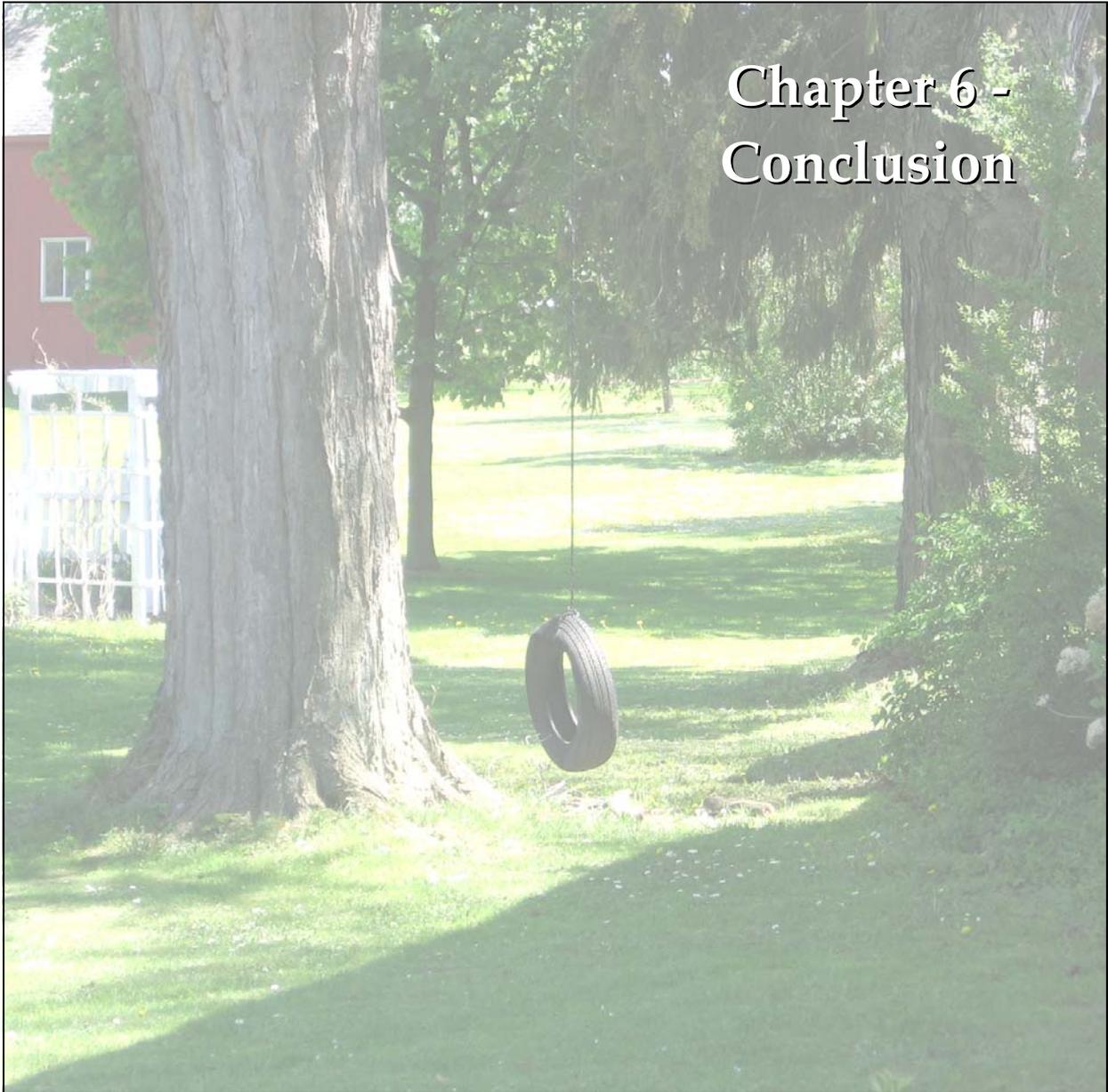


### Recommendations

1. Install crosswalks consisting of a stamped concrete with variation in color and accent striping on edges to highlight pedestrian spaces.
2. Install landscaping and attractive fencing to re-define the corner edge of the property. Consider design guidelines that will require structures to be built to the sidewalk.
3. Install sidewalk and curbed treelawn in front of structure to better define the ingress and egress to the parking lot and the separation of public and private space.
4. Re-establish tree lawns and plant street trees. Install period lighting.
5. Paint on-street parking spaces.
6. Consider a striped or planted median to define the through and turning lanes.
7. Consider better defining parking areas and aisles and including a sidewalk to the grocery store. Install landscaping to reduce impervious surface in the parking lot and enhance the appearance.









## CONCLUSION

The Town of Pembroke and Village of Corfu Comprehensive Plan Update, together with the 1997 Plan, are a culmination of several years worth of review and planning. As the community begins the 21st Century, it must build upon its many assets while addressing conditions that threaten the character of the town. Pembroke and Corfu have a proud history and are rich in natural beauty, and these assets must be protected and promoted. This community character can be compromised if future growth and development are not managed properly. This Plan Update provides the foundation for this growth management.

The vision, policies, objectives, and action items set forth in the Plan Update should be used to guide future actions and decision making. The Future Land Use component of the Plan Update should be used as the framework for zoning revisions and growth management. The Plan Update was designed to be a user-friendly, working document for key municipal officials and staff members, community leaders and other important community stakeholders. The activities outlined in the Plan Update cannot be undertaken by the town's governmental leaders alone. Over the next several years, residents need to come together to complete the tasks included in the Plan Update. Successful implementation requires ongoing communication and cooperation among the leaders and residents of Pembroke and Corfu. Collectively, they can ensure a healthy and prosperous future for generations to come.



# Appendix A - Maps





# Town of Pembroke

## Map 1 - Natural Features

### Legend

-  Town Boundaries
-  Parcels
-  Streams
-  Contours (5')
-  DEC Wetlands
-  Floodplains
-  Roads

Source: Genesee County Planning Department, 2005.

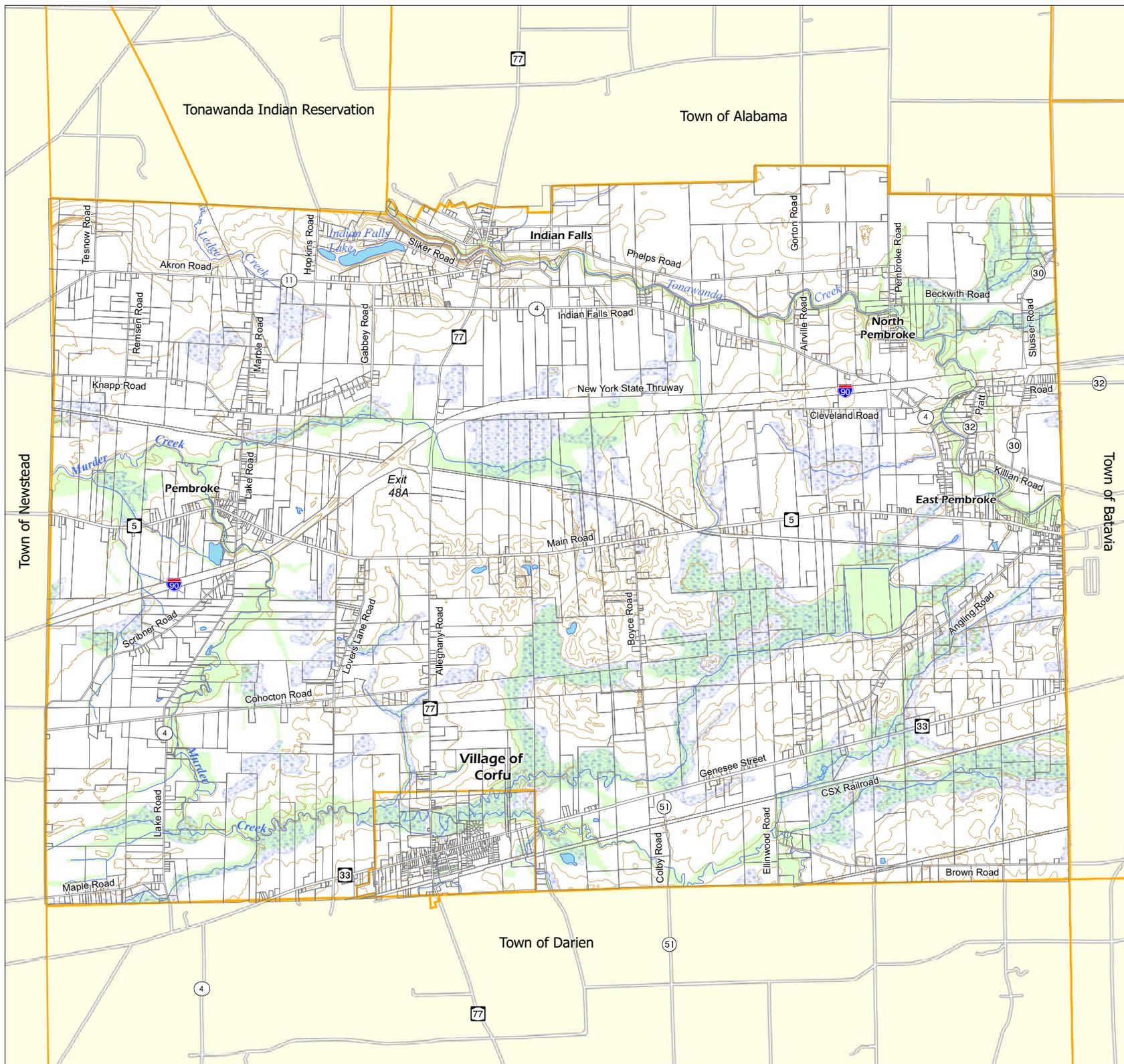


0 0.25 0.5 1 Miles



186 North Water Street  
Rochester, NY 14604

Prepared October 2006





# Town of Pembroke

## Map 2 - Soils

**Legend**

- Town Boundaries
- Parcels

**Soils**

Gravel-Sand	Ontario Stony
Alden	Galen
Appleton	Galen
Appleton	Halsey
Arkport	Hamlin
Arkport-Dunkirk	Hilton
Arkport-Dunkirk	Hilton
Arkport-Dunkirk	Iliion
Aurora	Lakemont
Aurora	Lamson
Benson	Lamson
Benson	Lima
Benson	Lima
Bergen	Lyons
Canandaigua	Madalin
Canandaigua	Manheim
Carlisle	Manheim
Cazenovia	Minoa
Cazenovia	Mohawk
Cazenovia	Mohawk
Cazenovia	Mohawk
Cazenovia	Newstead
Collamer	Niagara
Colonie	Oatka
Colonie	Odessa
Darien	Odessa
Darien	Ontario
Dunkirk	Ontario
Dunkirk	Ontario
Elhora	Ontario
Fonda	Ontario-Lansing
Fredon	Ontario Stony
	Palmyra Gravel
	Palmyra Gravel
	Palmyra Gravel
	Palmyra-Arkport
	Palmyra-Arkport
	Palmyra-Arkport
	Palmyra Channery
	Palmyra Channery
	Palmyra Channery
	Pavilion Muck
	Phelps Gravel
	Phelps Gravel
	Rhinebeck
	Romulus
	Rubbleland
	Schoharie
	Schoharie
	Scio
	Stafford
	Teel
	Udilluents
	Udorhents
	Udorhents
	Wakeville
	Wassalc
	Wayland
	Water

Roads

Source: Genesee County Planning Department, 2005.

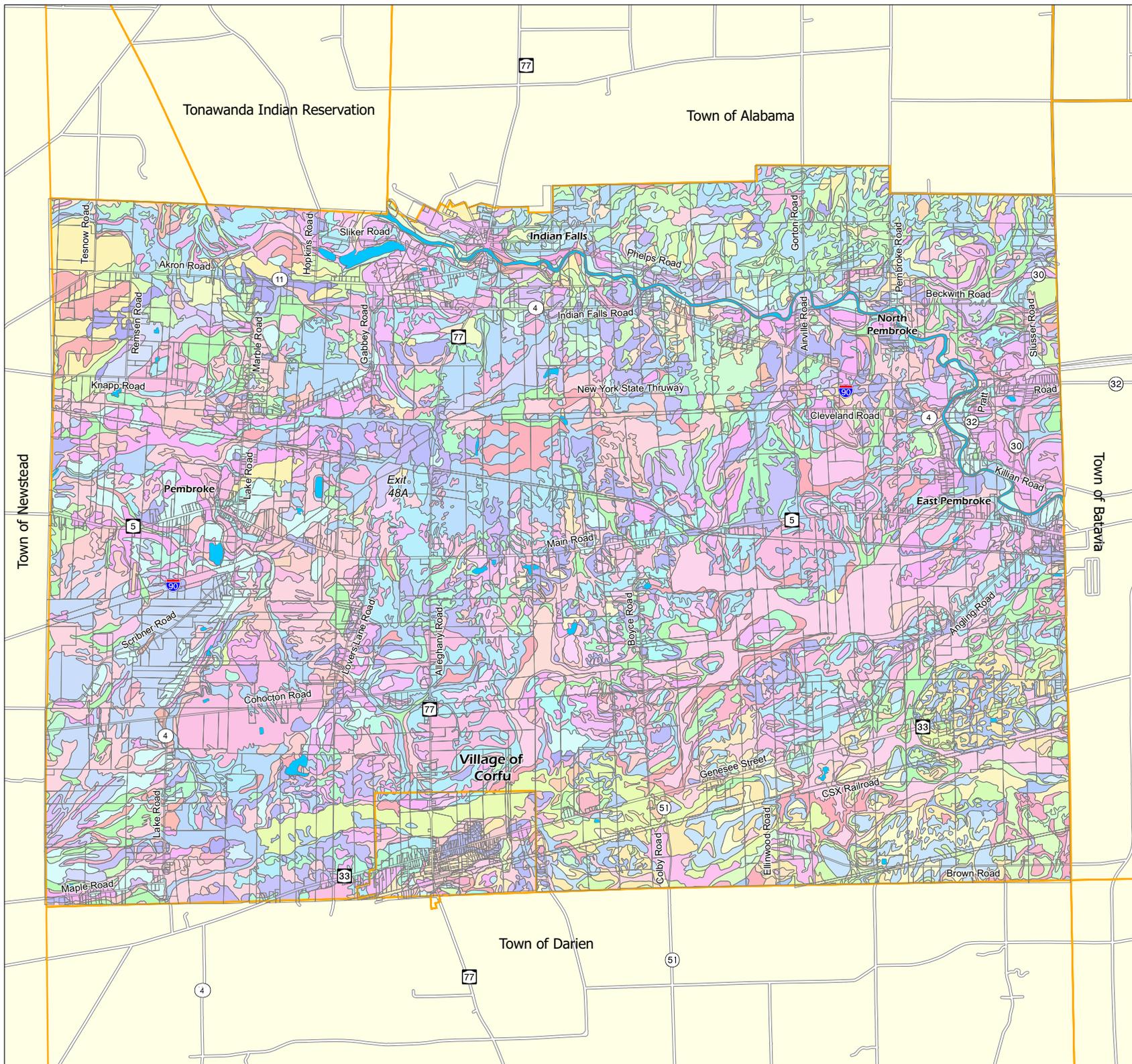


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# Town of Pembroke

## Map 3 - Hydric Soils

### Legend

-  Town Boundaries
-  Parcels
-  Hydric Soils
-  Roads

Source: Genesee County Planning Department, 2005.

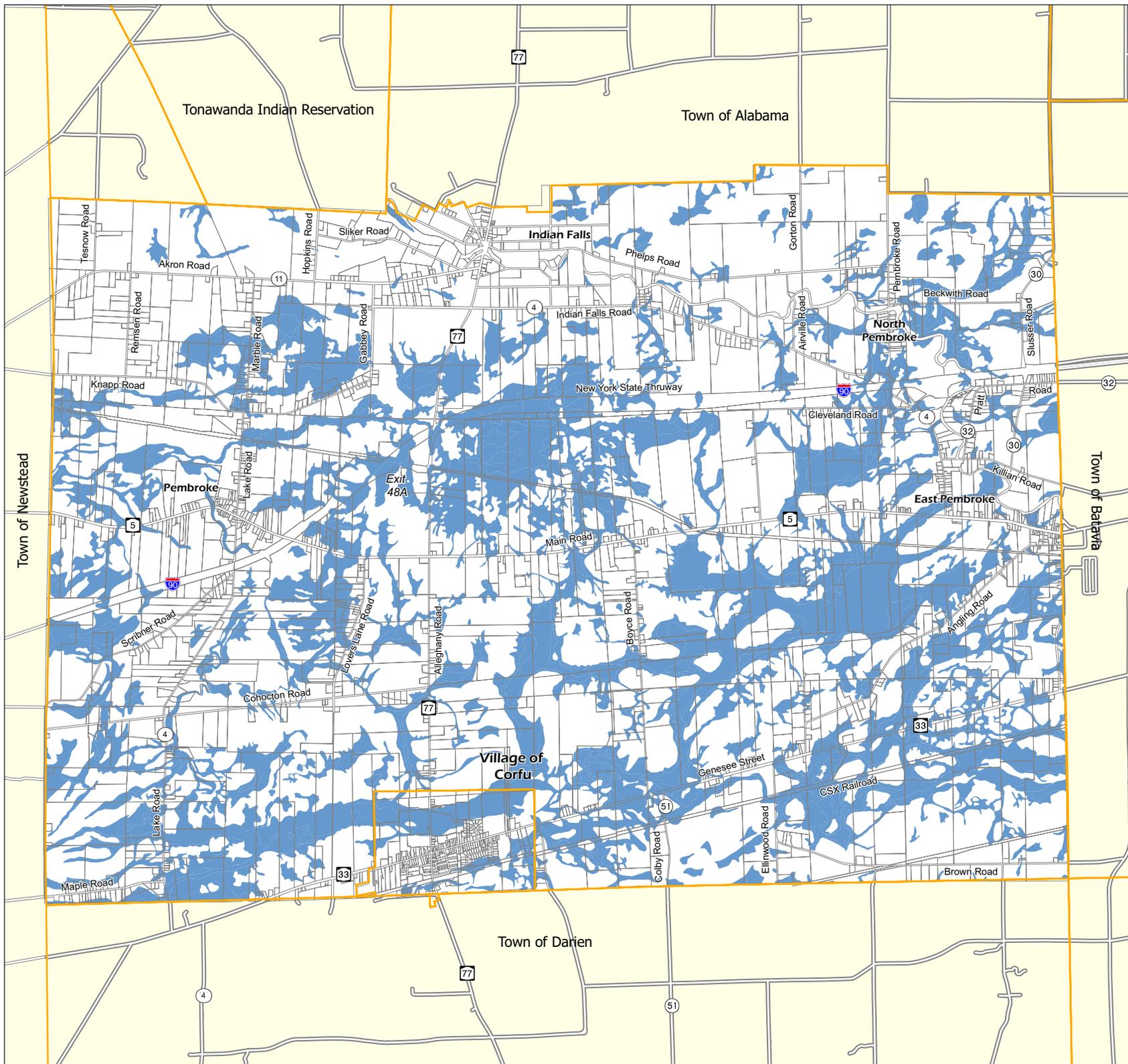


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# Town of Pembroke

## Map 4 - Erodable Soils

### Legend

-  Town Boundaries
-  Parcels
-  Highly Erodable Soils
-  Potential Erodable Soils
-  Roads

Source: Genesee County Planning Department, 2005.

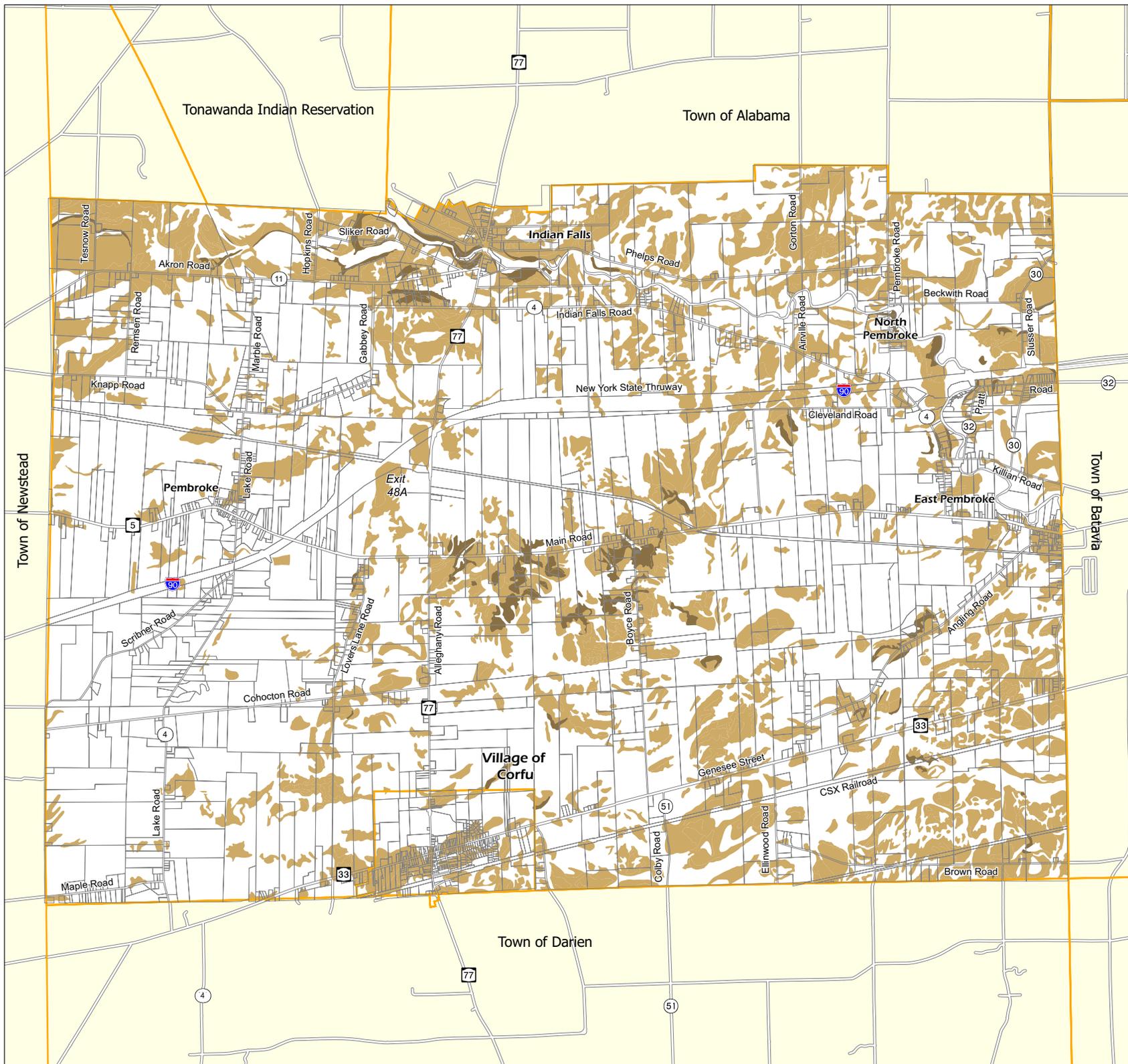


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# Town of Pembroke

## Map 5 - Prime Agricultural Soils

### Legend

-  Town Boundaries
-  Parcels
-  Prime Agricultural Soils
-  Roads

Source: Genesee County Planning Department, 2005.

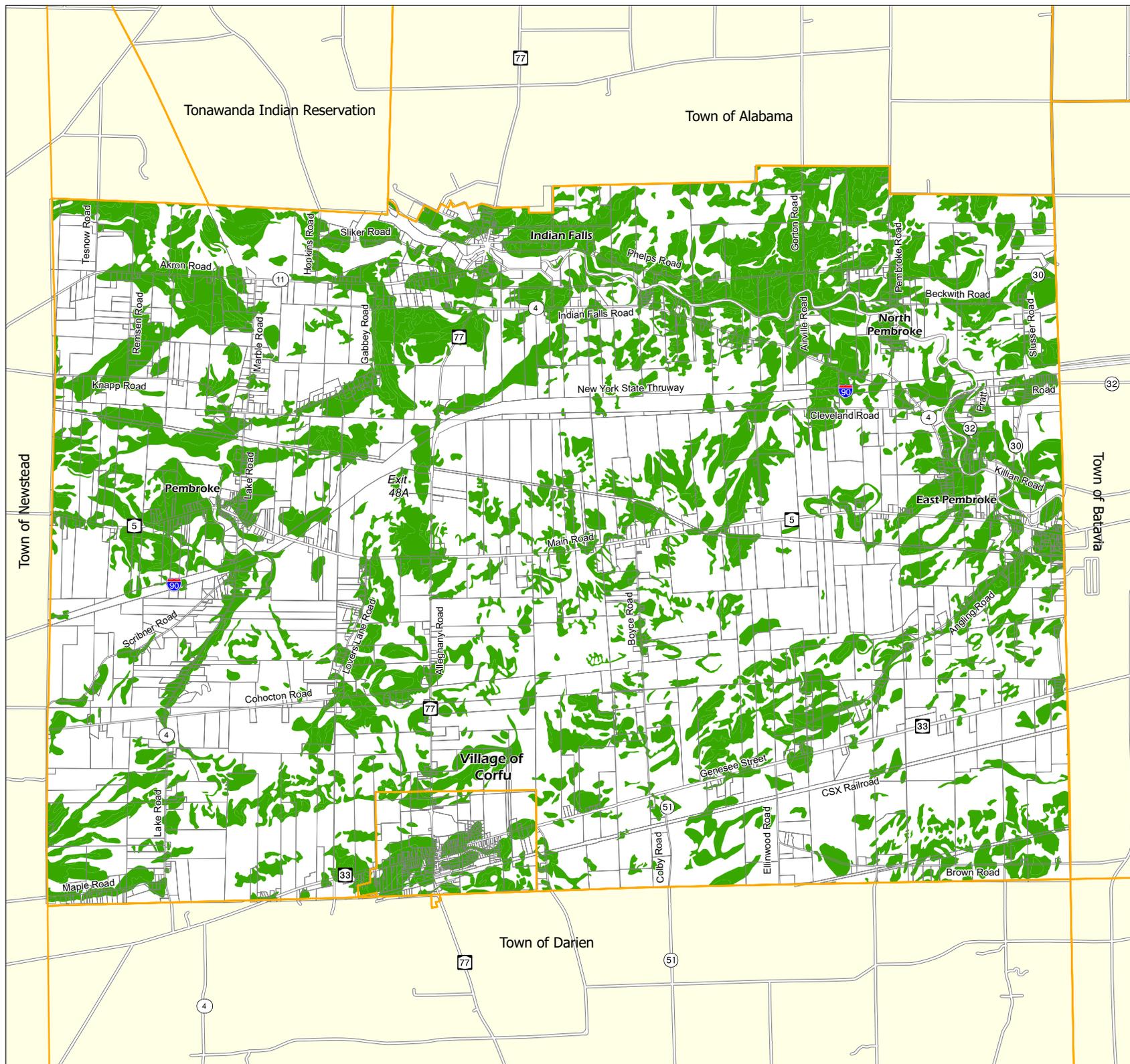


0 0.25 0.5 1 Miles



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Prepared October 2006





# Town of Pembroke

## Map 6 - Agricultural Districts

### Legend

-  Town Boundaries
-  Parcels
-  Agricultural District 2
-  Agricultural District 7
-  Roads

Source: Genesee County Planning Department, 2005.

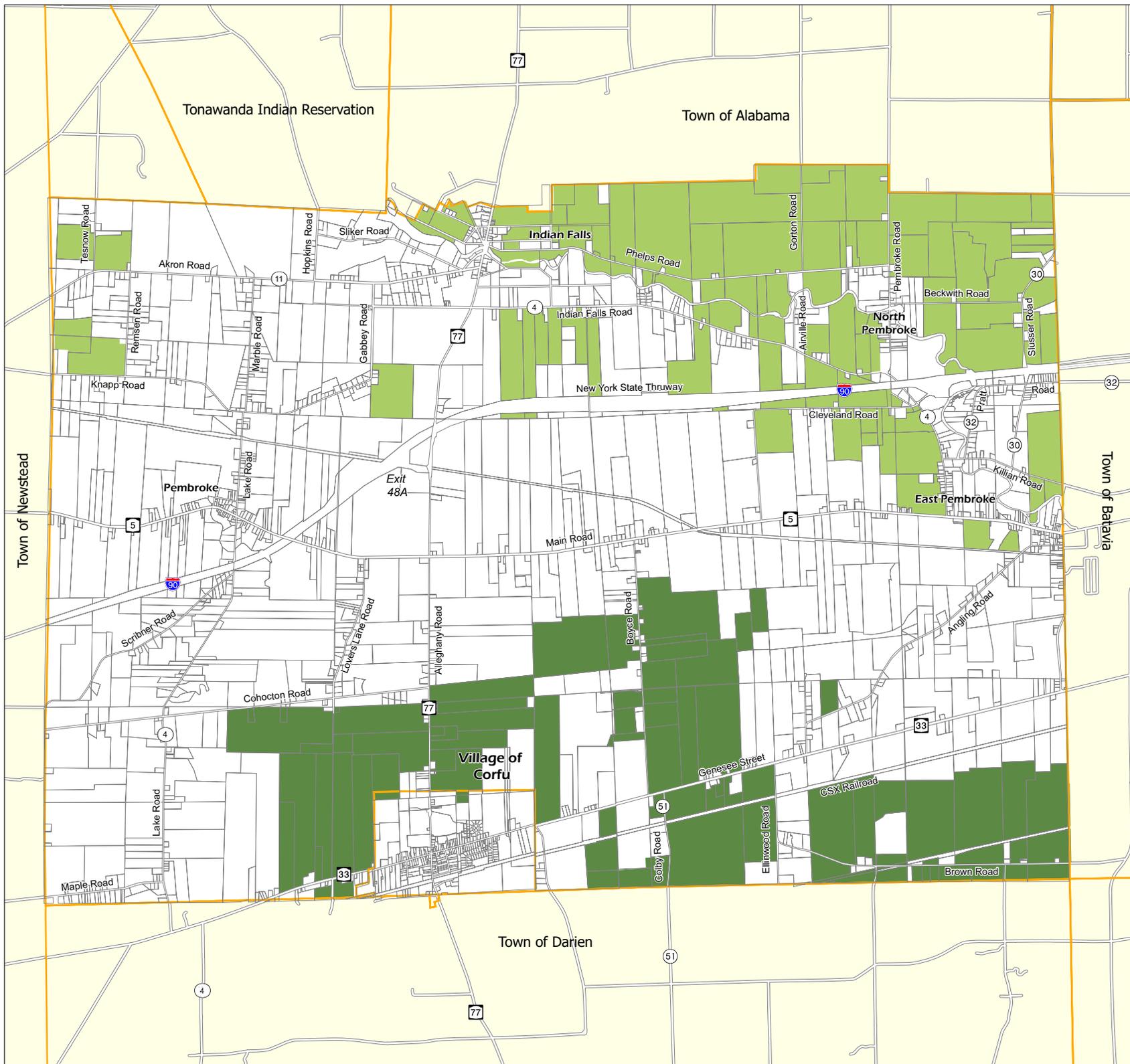


0 0.25 0.5 1 Miles



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**Town of Pembroke**  
**Map 7 - Existing Woodlands**

**Legend**

-  Town Boundaries
-  Parcels
-  Woodlands
-  Streams
-  Roads

Source: Genesee County Planning Department, 2005.

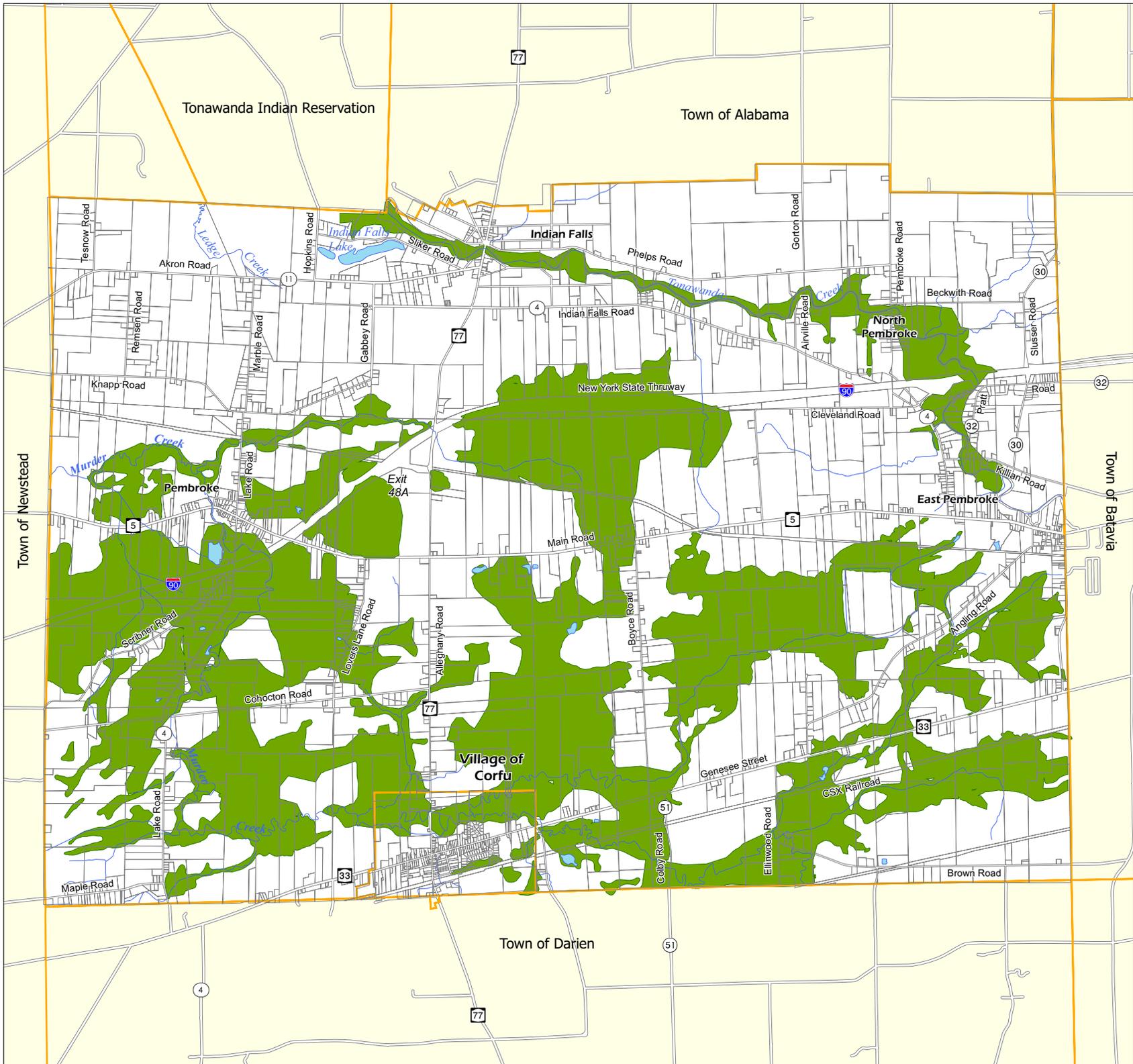


0 0.25 0.5 1 Miles



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# Town of Pembroke

## Map 8 - Wind Speed

### Legend

-  Town Boundaries
-  Expressways
-  Ramps
-  State Roads
-  County Roads
-  Town Roads
-  Private Roads
-  Hydrography
-  Streams

### Wind Speed\*

-  13.4-14.5 mph
-  15.7-16.8 mph

\*Mean annual speed at 229 feet.  
The wind speed data on this map was developed by AWS Truewind LLC using the MesoMap system and historical weather data. Although it is believed to represent an accurate overall picture of the wind energy resource, estimates at any specific location should be confirmed by localized measurement.

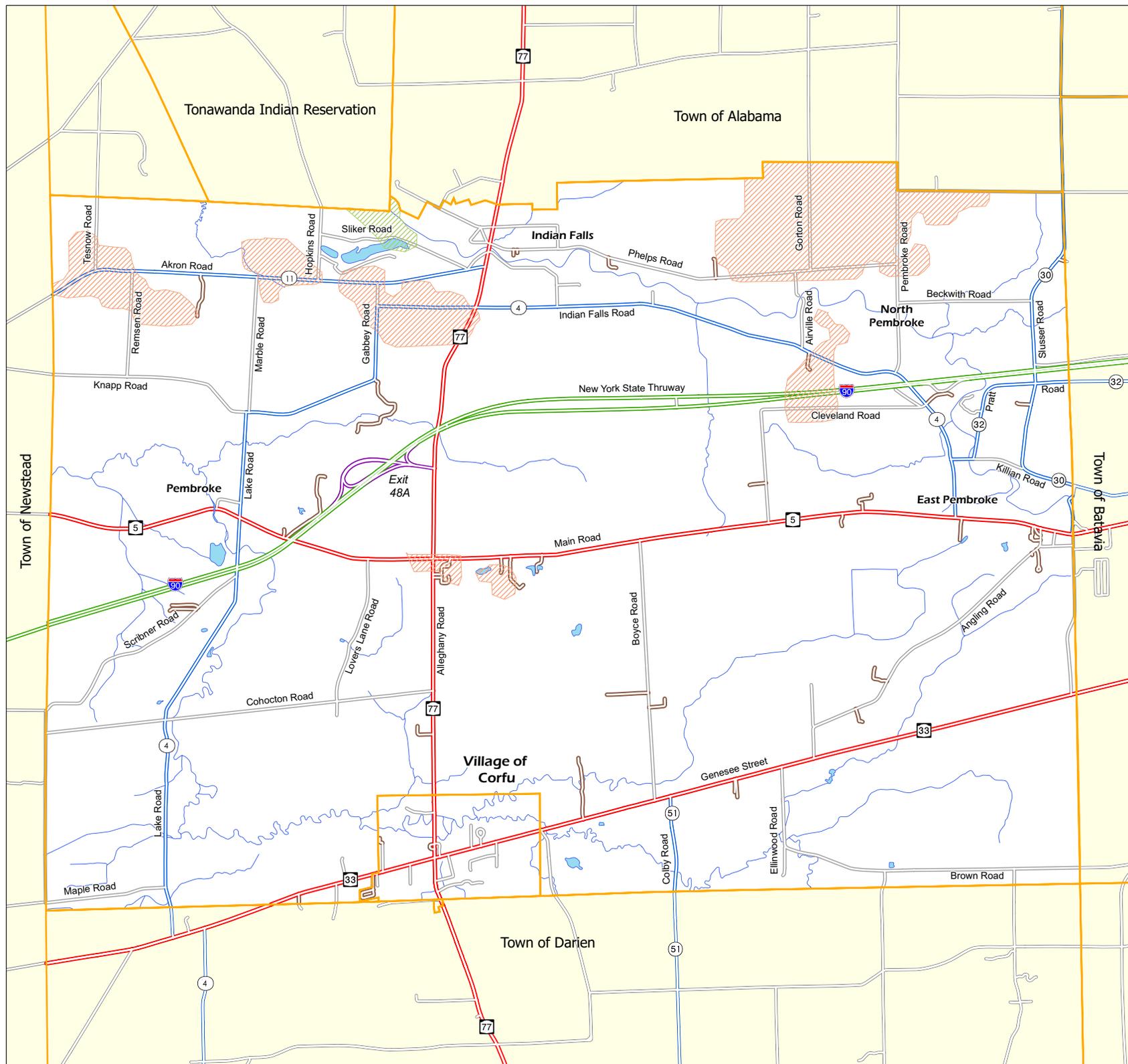


0 0.25 0.5 1 Miles



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# Town of Pembroke

## Map 9 - Transportation Network

### Legend

- Town Boundaries
- Railroads
- Abandoned Railroads
- Expressways
- Ramps
- State Roads
- County Roads
- Town Roads
- Private Roads
- Snowmobile Trails
- Hiking Trails

Source: Genesee County Planning Department, 2005.

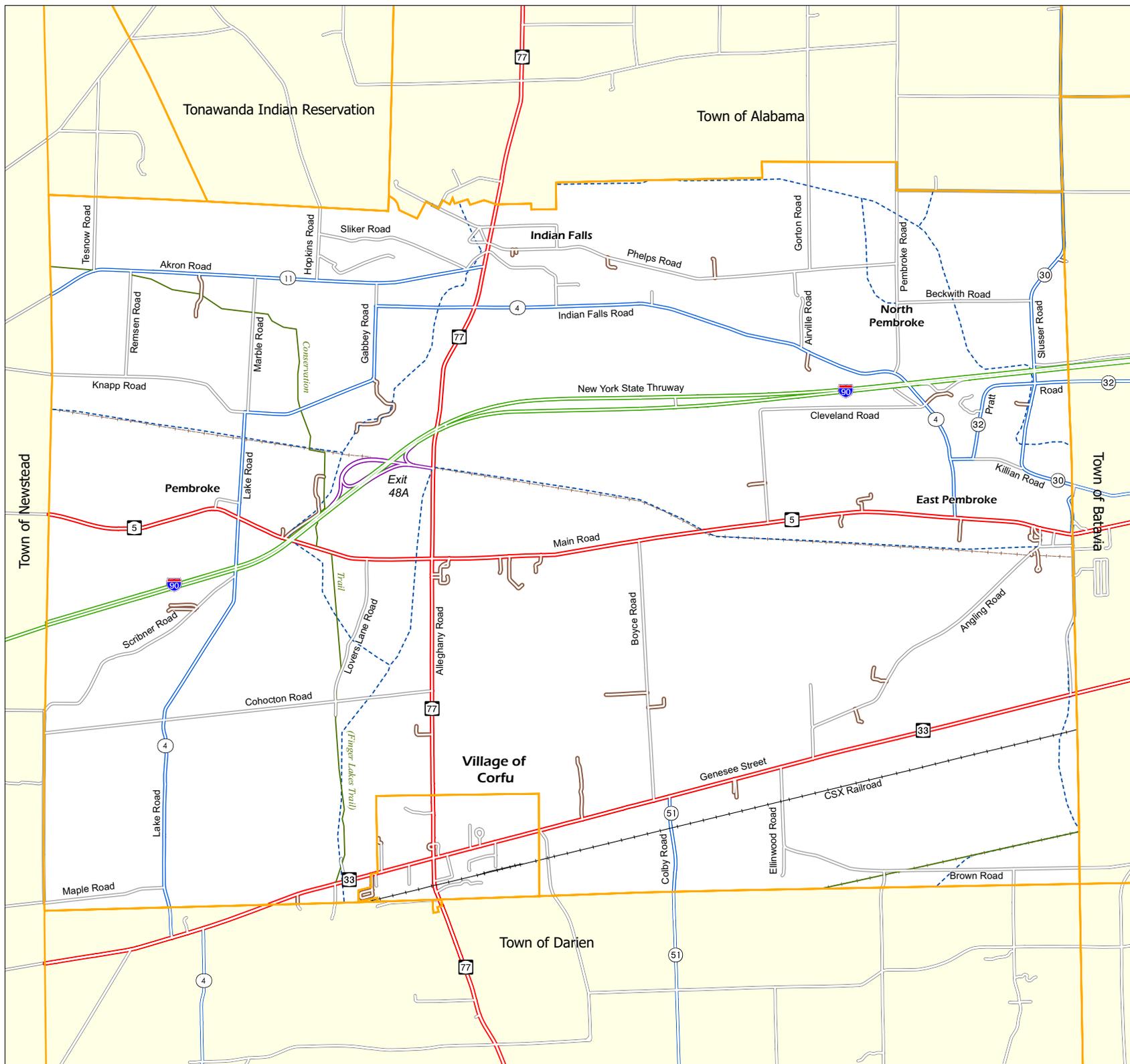


0 0.25 0.5 1 Miles



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Prepared October 2006





**Town of Pembroke**  
**Map 10 - Existing Land Use**

**Legend**

-  Town Boundaries
-  Vacant/Open Space
-  Transp-Utilities
-  Residential
-  Mass Assembly
-  Industrial
-  Indoor/Outdoor Rec
-  Community Service
-  Commercial
-  Agricultural/Cropland
-  Roads

Source: Genesee County Planning Department, 2005.

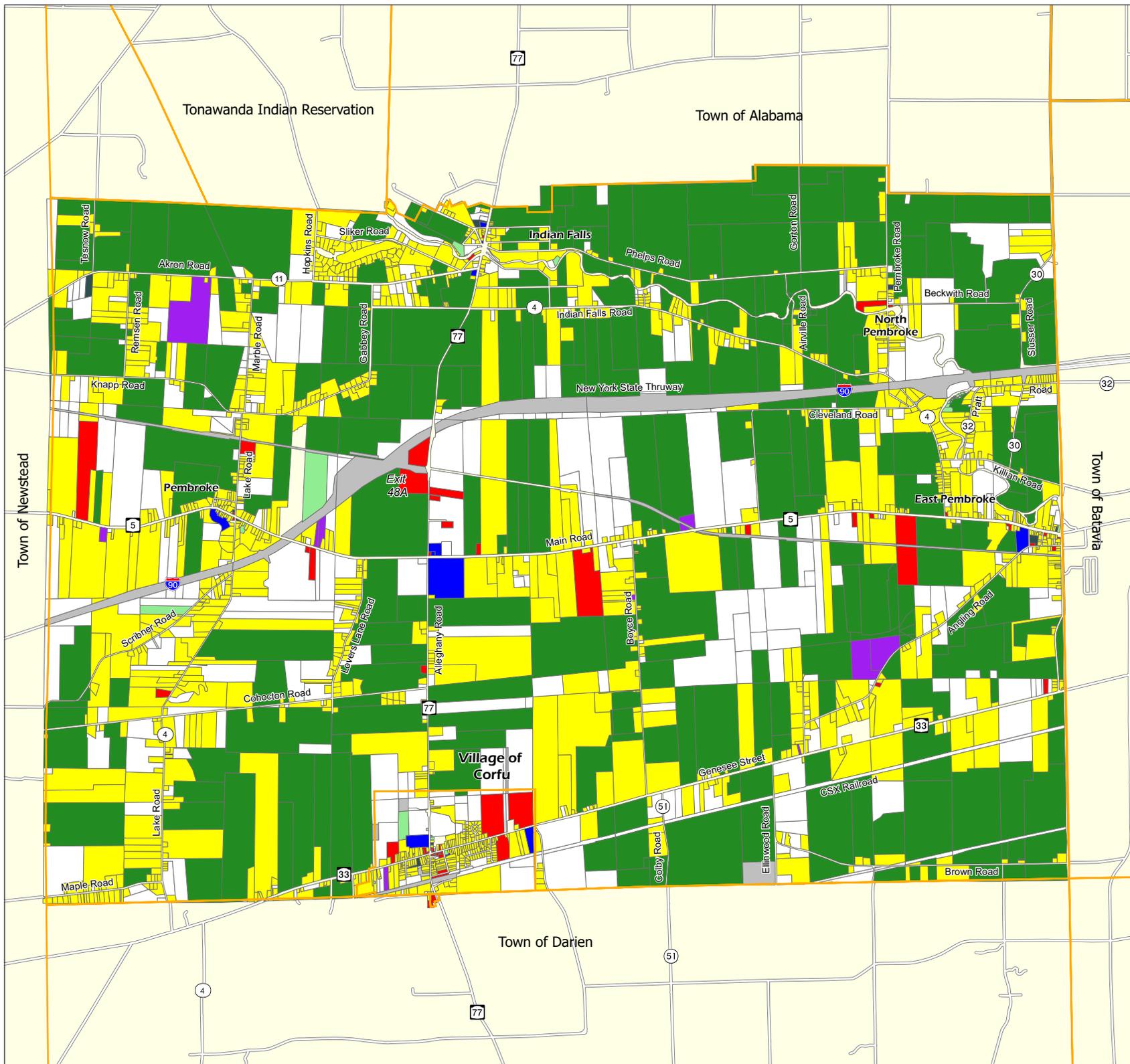


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# Town of Pembroke

## Map 11 - Zoning Districts

### Legend

-  Town Boundaries
-  Parcels
-  Agriculture
-  Agricultural-Residential
-  Residential-1
-  Residential-2
-  Medium Density Residential
-  Limited Commercial
-  Commercial
-  Industrial
-  Interchange
-  Earth Products
-  Land Conservation
-  Roads

Source: Genesee County Planning Department, 2005.

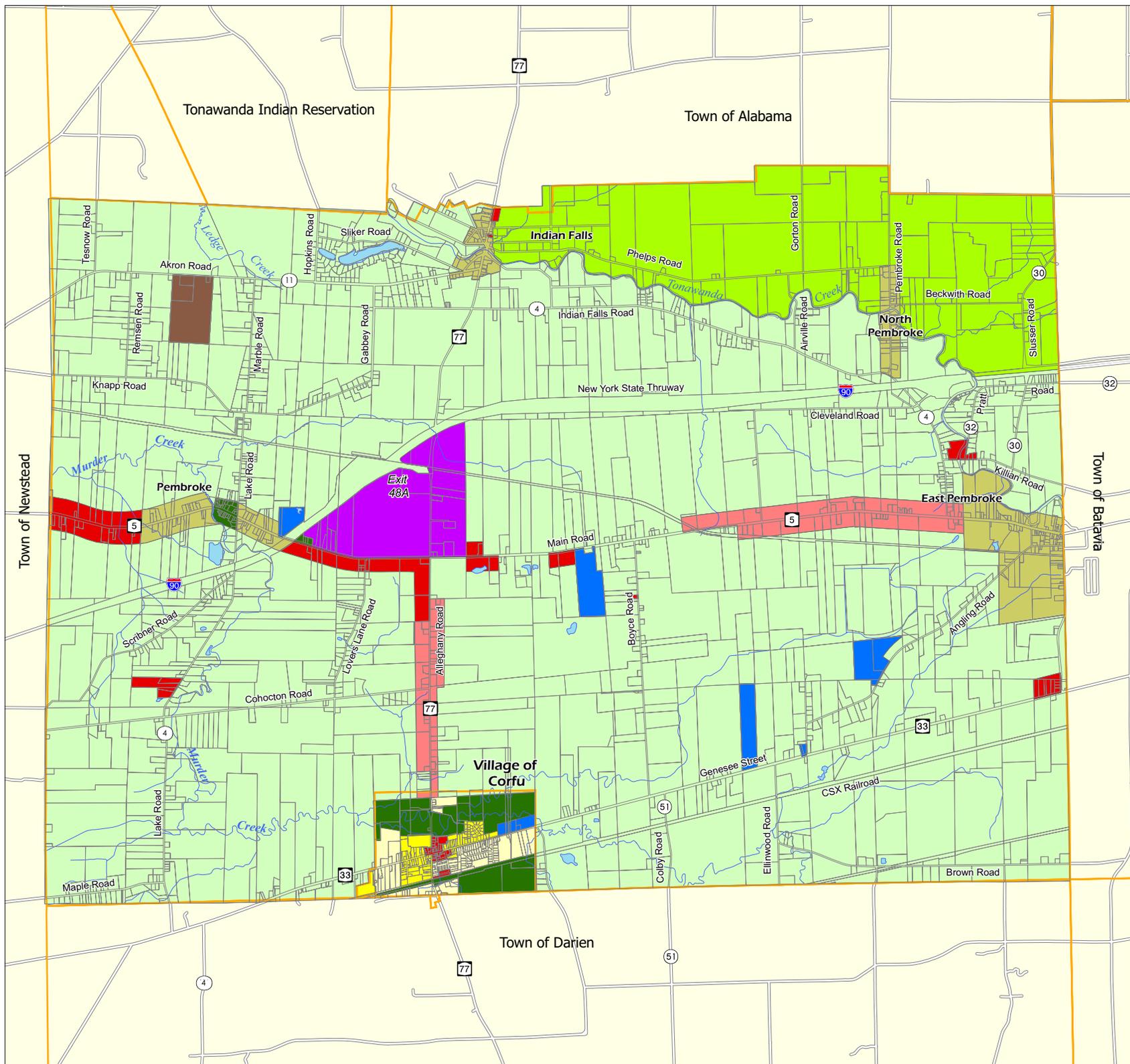


0 0.25 0.5 1 Miles



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Rochester, NY 14604

Prepared October 2006





# Town of Pembroke

## Map 12 - Genesee County Smart Growth Development Areas

### Legend

-  Town Boundaries
-  Smart Growth Areas\*
-  Railroads
-  Abandoned Railroads
-  Expressways
-  Town Roads
-  Private Roads
-  Ramps
-  State Roads
-  County Roads

\* Development Areas as of June 22, 2005

Source: Genesee County Planning Department, 2005.

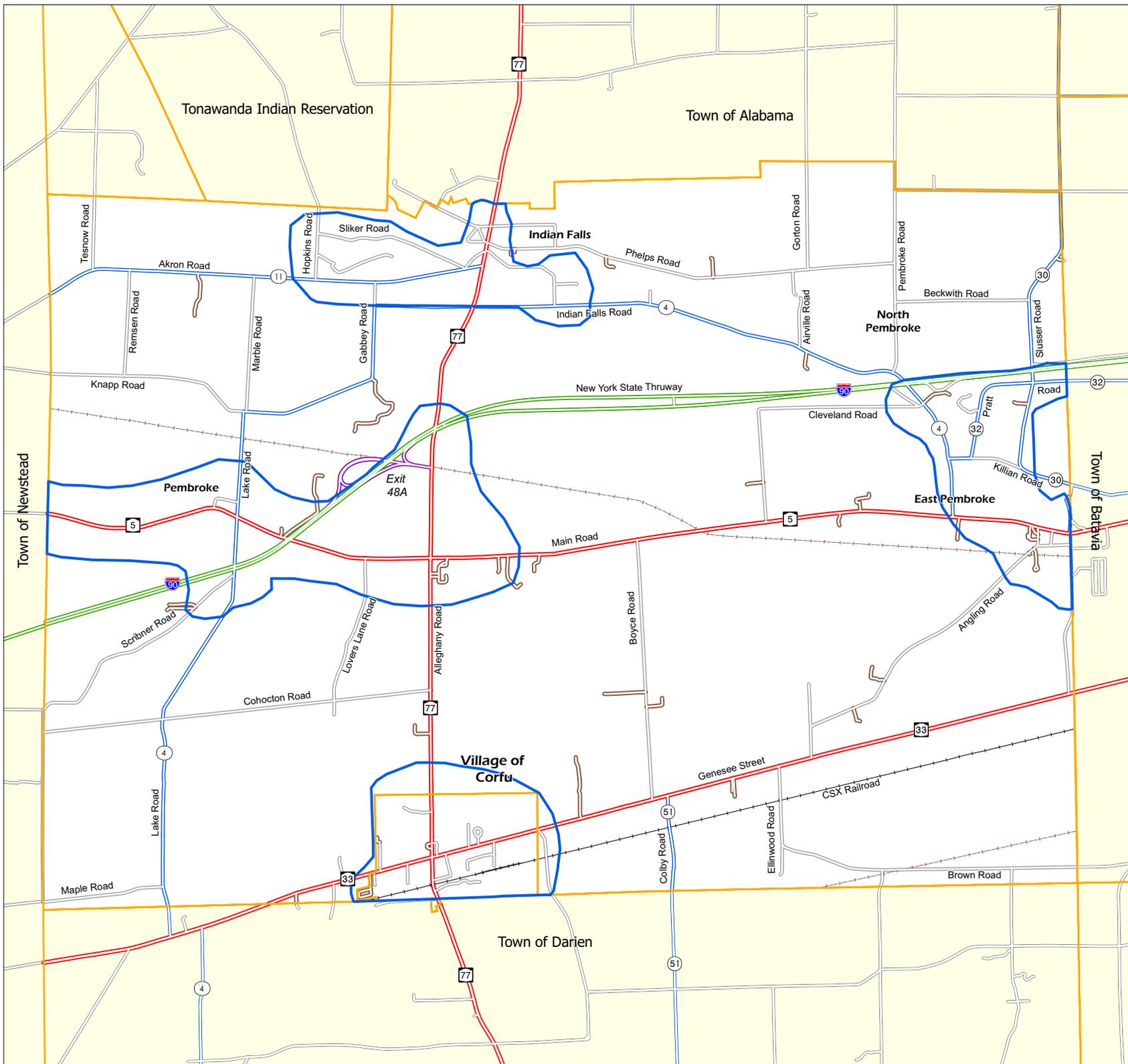


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186 North Water Street  
Rochester, NY 14604

Prepared October 2006





# Town of Pembroke

## Map 13 - Future Land Use Plan

### Legend

-  Town Boundaries
-  Roads
-  Railroads
-  Streams
- Future Land Use**
-  Agriculture
-  Open Space
-  Residential
-  Mixed Use
-  Limited Commercial
-  Community Service
-  Commercial/Light Industrial
-  Sensitive Environmental Overlay District  
*(Includes DEC Wetlands, FEMA Floodplains, 100' Stream Buffers, & Significant Woodlands)*

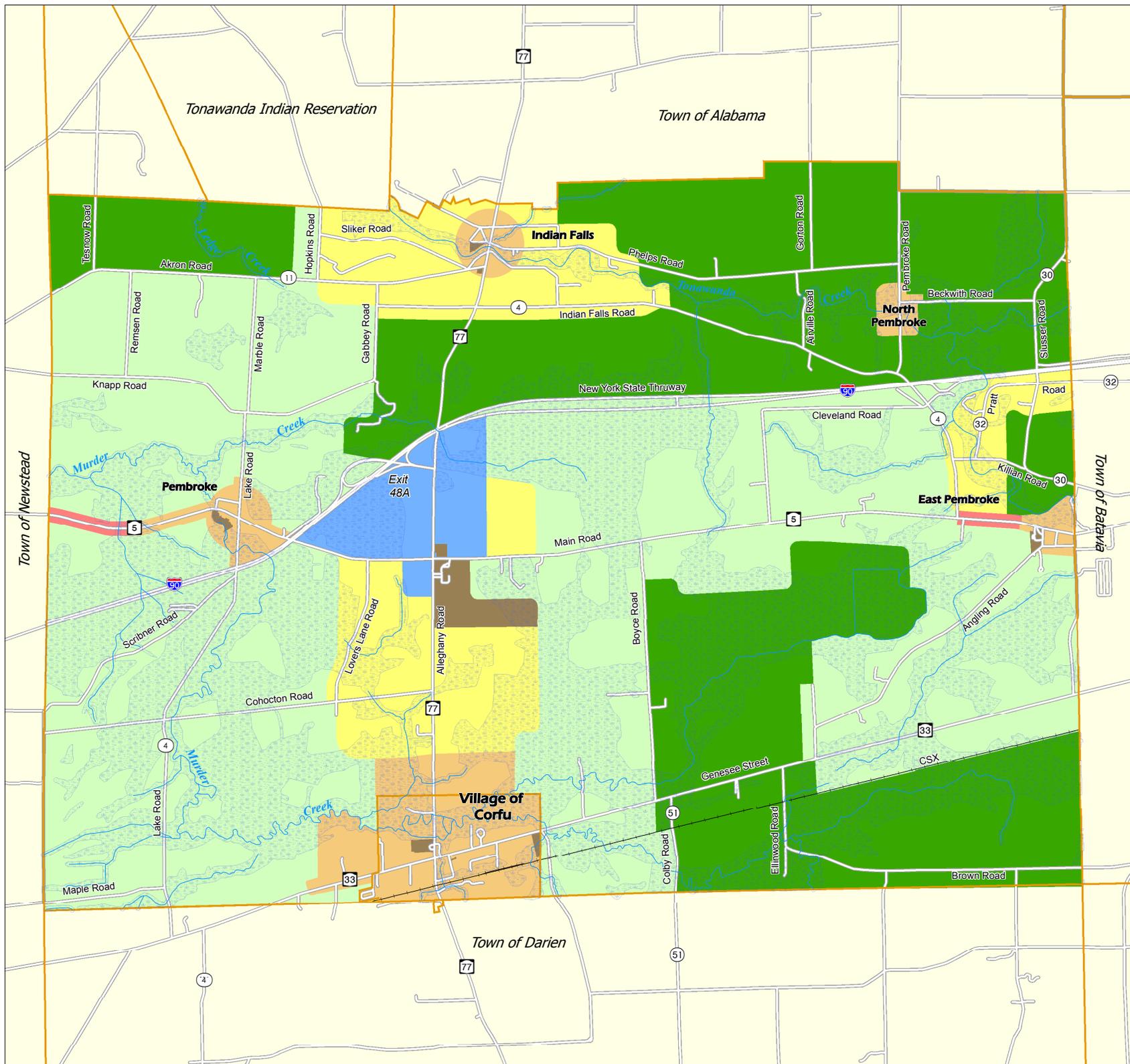


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Rochester, NY 14604

Prepared October 2006







Appendix B -  
Preferred  
Development  
Survey Results



Town of Pembroke/Village of Corfu  
Comprehensive Plan Update

**Preferred Development Survey  
Results**

March 9, 2006

Pembroke/Corfu – Committee Meeting Five

**Five Highest Rated Images**

Pembroke/Corfu – Committee Meeting Five

**Five Lowest Rated Images**

Pembroke/Corfu – Committee Meeting Five

**4.2**

Pembroke/Corfu – Committee Meeting Five

**6.7**

Pembroke/Corfu – Committee Meeting Five

**8.4**

Pembroke/Corfu – Committee Meeting Five

2.5



6.8



Pembroke/Corfu – Committee Meeting Five



Pembroke/Corfu – Committee Meeting Five



5.5



3.0



Pembroke/Corfu – Committee Meeting Five



Pembroke/Corfu – Committee Meeting Five



8.2



6.2



Pembroke/Corfu – Committee Meeting Five



Pembroke/Corfu – Committee Meeting Five



5.2



Pembroke/Corfu – Committee Meeting Five



7.7



Pembroke/Corfu – Committee Meeting Five



8.2



Pembroke/Corfu – Committee Meeting Five



7.3



Pembroke/Corfu – Committee Meeting Five



4.5



Pembroke/Corfu – Committee Meeting Five



4.5



Pembroke/Corfu – Committee Meeting Five



5.3



6.8



Pembroke/Corfu – Committee Meeting Five



Pembroke/Corfu – Committee Meeting Five



2.7



6.5



Pembroke/Corfu – Committee Meeting Five



Pembroke/Corfu – Committee Meeting Five



7.0



8.2



Pembroke/Corfu – Committee Meeting Five



Pembroke/Corfu – Committee Meeting Five



4.0



Pembroke/Corfu – Committee Meeting Five



4.8



Pembroke/Corfu – Committee Meeting Five



2.5



Pembroke/Corfu – Committee Meeting Five



6.8



Pembroke/Corfu – Committee Meeting Five



8.7



Pembroke/Corfu – Committee Meeting Five



6.0



Pembroke/Corfu – Committee Meeting Five



1.8



Pembroke/Corfu – Committee Meeting Five



1.7



Pembroke/Corfu – Committee Meeting Five



1.7



Pembroke/Corfu – Committee Meeting Five



Appendix C -  
SEQRA Form







*Town of Pembroke & Village of Corfu*  
*Comprehensive Plan Update*  
*September 2007*

Prepared by:

