



Existing vacant church

Altmar



Visual simulation showing adaptive reuse as an arts and crafts center.

Key Design Attributes

- **Adaptive Reuse of Vacant Structures**
 - Renovations/reinvestment for retail use
 - Minimal architectural modifications
- **Link Revitalized Buildings to Hamlet**
 - Investment in amenities such as sidewalks, plantings, benches, and signage
 - Parking areas are screened from view
- **Appropriate Infill Development**
 - Contribute to economic vitality of Hamlet areas
 - Design will reflect building styles of Hamlet



Existing vacant store

Redfield



Visual simulation showing adaptive reuse as a general store.

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Highway

Many vistas of the treasured natural assets that give the Salmon River Corridor its rich character are best viewed from the region's roadways. Many sites along the network of roads in the Salmon River Corridor may be prime sites for future development projects of all types, especially in areas where longtime landowners such as the power authority may divest large tracts of real estate. The risk of haphazard or poorly planned physical development along the roads is a major threat to the character of the area, especially in areas that lack land use controls. The following strategies will help limit the adverse impacts of undesirable development while still allowing some economic growth:

- *Dedicate placement area for commercial projects*
Route 13 in the Village of Pulaski near the Interstate 81 junction is a commercial strip characterized by large footprint (big-box) buildings set far back from the road and flanked by large parking areas. It makes sense to enact policies that dedicate large-scale commercial development to this area since it is already prevalent and would not have further significant negative impacts on the character of the region.
- *Prudent site planning*
Development projects that are approved along rural highway locations in the Salmon River Corridor should be set back from the road and have discreet, screened parking areas to preserve the rural atmosphere. Architectural styles should be sensitive to the rural vernacular found throughout the Corridor, and building materials and signage should blend in harmoniously with their natural surroundings.
- *Retain green assets*
Mature trees and long-standing vegetation should be incorporated into site designs to the greatest extent possible. Preserving existing green amenities helps retain the natural appearance of the Salmon River



Example of desirable design in Albion.



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Corridor and adds to the visual quality of the individual project without increasing site development costs.

Slide 5 is a rendering of a hypothetical motel, convenience store, and gas station complex that exemplify the type of tourist-friendly highway development that might be suitable for the Salmon River Corridor. The site has been carefully planned to be compatible with its wooded surroundings. A row of mature trees and existing vegetation were left intact on the roadside to minimize the visual impact of the development. Additional trees were incorporated throughout the site to create a more visually appealing natural setting for patrons. Parking is discreetly positioned to the side/rear of the site and out of view from the road. The building materials on the structures, including the fuel pump shelter, use exposed timber beams and earth tones to complement the natural environment. Signage for the project is also non-obtrusive and is consistent with the design of the buildings.





Conceptual Highway Development

Key Design Attributes

- **Retain Green Assets**
 - Incorporate existing trees/vegetation into development designs whenever possible
- **Prudent Site Planning**
 - Large footprint structures should be restricted to Route 13 in Pulaski (near I-81)
 - Rural development should be set back from the road with discreet parking areas
- **Appropriate Building Materials/Scale**
 - Signage and materials should be harmonious with natural surroundings



Building materials harmonious with natural surroundings and preservation of existing vegetation (Route 3, Port Ontario).



Example of appropriate highway signage.



Structure fronting on highway (Route 13) integrated with the landscape.



Big-Box highway development along Route 13 (near I-81).

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Waterfront

There is a substantial amount of prime waterfront property in the Salmon River Corridor. This includes miles of riverfront as well as the land surrounding the large reservoir. It is important to consider the visual impact that any proposed development would have on the natural character of the region, particularly as viewed from the water itself. In many areas development should be prohibited altogether to preserve important wild lands that contain serene natural viewsheds, provide public access opportunities, and harbor a diverse array of plant and animal species.

Nonetheless, activities that focus on or near the water will play an integral role in strategies to attract visitors to the Salmon River Corridor. A targeted effort to expand the tourism infrastructure at waterfront locations could lure a more diverse segment of the tourism market and keep visitors in the area longer. Any development should incorporate the following strategies:



Fishing boats at Port Ontario.

- ***Maintain natural vistas from water***
For parcels on which limited development is permitted, buildings should be set back several hundred feet from the water to protect the natural setting as seen from the water. The adverse impacts of development projects can be mitigated through the integration of trees and vegetation into site designs.
- ***Expand recreational amenities***
The recreational potential of the reservoir in particular can be tapped by encouraging boathouses, docks, and rental kiosks. These can support nearby development that is not welcomed on the waterfront itself. Recreational facilities should be limited in quantity and scale and should demurely blend into the scenery.
- ***Integrate trail network***
An extensive trail network should be established throughout the Salmon River Corridor that provides users with exhilarating recreational opportunities throughout the region. Key development



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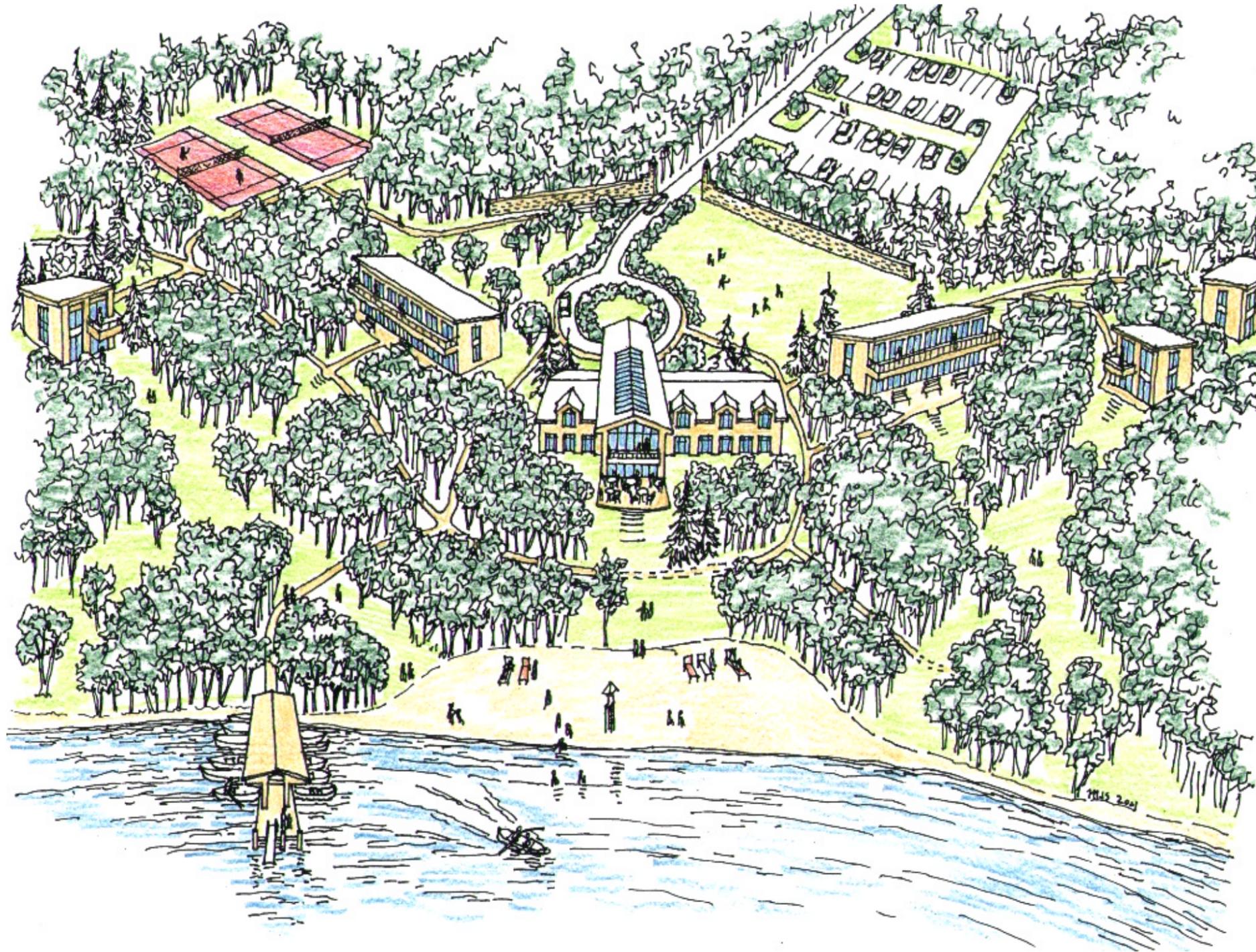
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projects that cater to visitors would be strengthened by proximity to trails and could provide useful amenities such as food and lodging that improve the quality of recreational excursions. The trails could be used during all four seasons, serving as cross-country ski and snowshoeing routes during the winter months.

Slide 6 depicts a proposed four-season resort development on the north side of the reservoir near the Hamlet of Redfield. Such a resort would fill a void in the range of accommodations currently available in the region and provide a base for families and affluent sportsmen visiting the Salmon River Corridor. There are ample wooded areas on the resort grounds that screen it from the waterfront, however there are some sightlines to the water from the lodging units. A beach and boathouse capitalize on the waterfront location for recreation, and these are supplemented by other athletic playfields. The resort is also a major destination along an extensive Salmon River Corridor trail network. Parking is just outside the resort perimeter and screened by a combination of ample vegetation and a low stone wall.



Some citizens expressed concern during the public participation process about the scale of the conceptual resort design shown in Slide 6. Based on this public input a second alternative was devised in which the resort concept has been scaled down. The much smaller facility illustrated in Slide 7 is less obtrusive on the waterfront but still offers a unique accommodation with numerous recreational amenities on the premises. Fewer guests enjoy an enhanced natural ambiance, however the tradeoff is a smaller economic impact for the region.



Conceptual Design of four-season resort with recreational facilities, trail hub, beach, dining facilities, conference center and a range of accommodations

Key Design Attributes

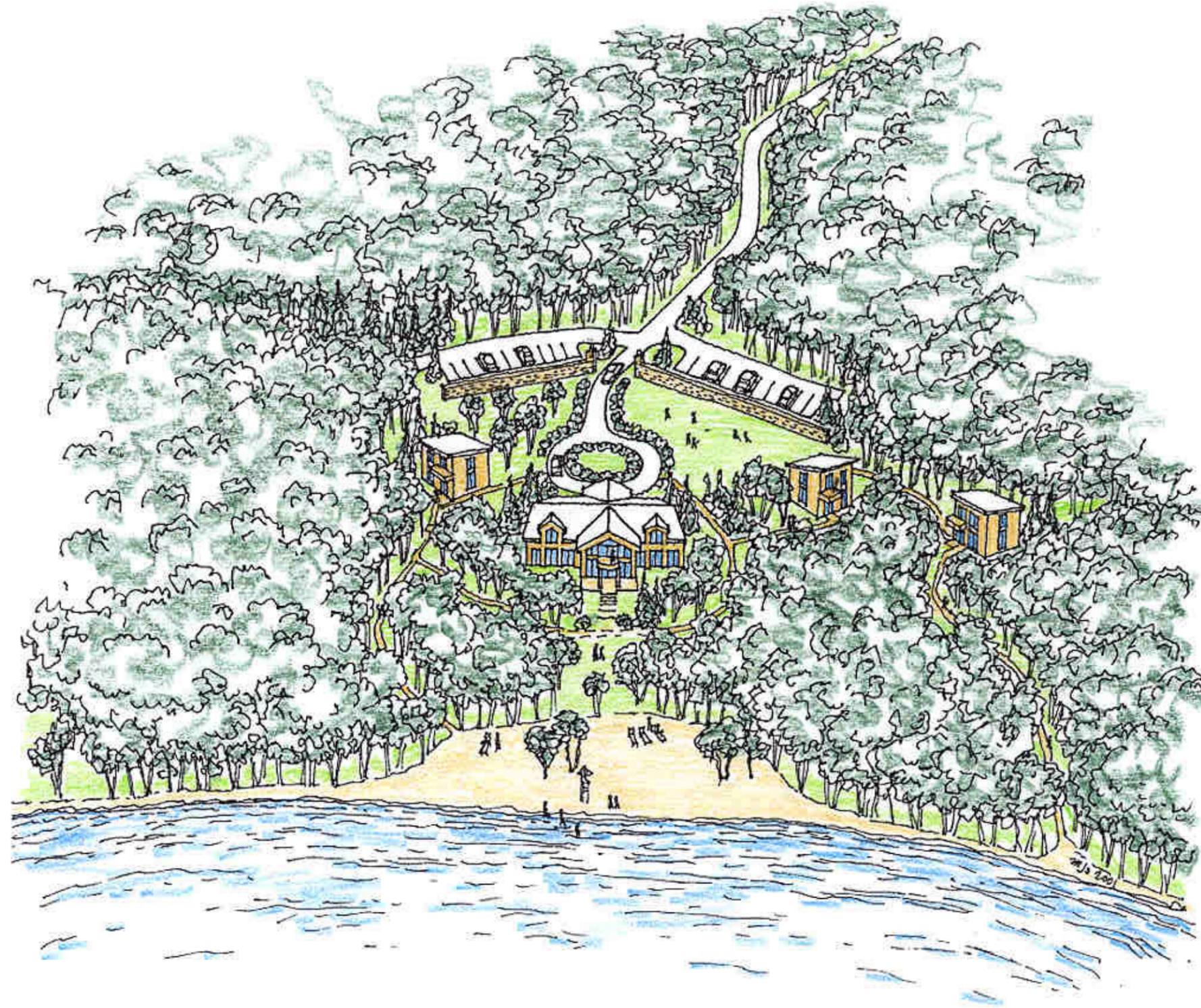
- **Maintain Natural Vistas from Water**
 - Limited development should be set back several hundred feet
 - Preserve trees and vegetation along the water
- **Integrate Trail Network**
 - Expanded trails and linked development will improve access to water resources
- **Expand Recreational Amenities**
 - Boathouses, docks, and rental kiosks can support nearby development



Northern shore of reservoir



South-east edge of reservoir



Re-design of four-season resort with recreational facilities, trail hub, beach, dining facilities, conference center and a range of accommodations

Key Design Attributes

- **Smaller-Scaled Resort**
 - Smaller complex retains more of the natural character of the site.
 - Fewer guests enjoy enhanced natural ambiance
 - Smaller parking area needed
 - More trees/vegetation remain on site
 - Fewer recreational amenities are less intrusive on waterfront



Northern shore of reservoir



South-east edge of reservoir

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Conclusion

The Salmon River Corridor has a diverse range of natural assets and a unique character defined by distinct village, hamlet, highway, and waterfront settings that are highly valued by the community. Visitors already come to the region for the outstanding recreational opportunities available, particularly the world-class fishing in the Salmon River.

There are numerous opportunities to further capitalize on the tourism market by promoting the development of complementary activities that will offer visitors more choice and temptations in recreation, accommodation, dining, shopping, and entertainment options. Such expansion of amenities will increase the duration of visits and harness additional latent potential in the tourist market by attracting more couples and families. This will result in a stronger tourism-based economy for the Salmon River Corridor and will improve the quality of life for residents.



The central challenge is to take advantage of these opportunities without “killing the goose that laid the golden egg” and sacrificing the character of the region. This can be accomplished through the adoption of sensible design guidelines to ensure that the scope and stylistic appearance of land use development is compatible with its context. Modest capital investments in targeted areas would enhance linkages between important places and improve the visual quality of the region, thereby leveraging desirable private investment.