

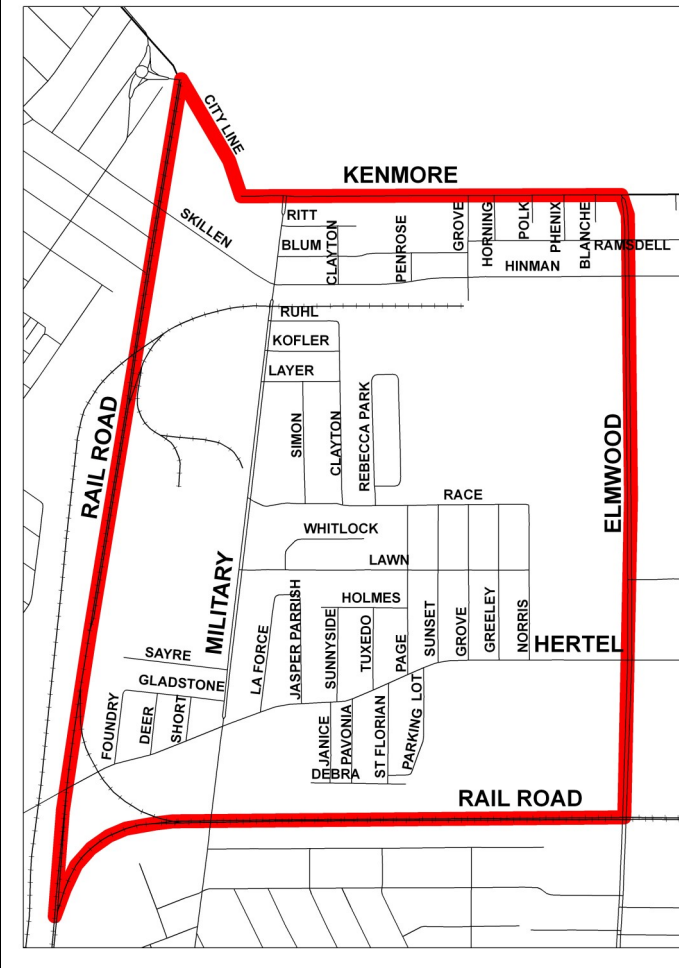


## Recommendations and Strategies

The 2015 West Hertel Community Plan gives voice to the community's wishes as part of a very detailed, from-the-ground-up effort. Using historical research, demographics, asset identification, windshield surveys, relevant plans and studies, stakeholder surveys, and focus groups with leaders, these key planning initiatives have been articulated:

- Housing:** Plan for additional housing to the northeast of Rebecca Park.
- Commercial Development:** Assist in redeveloping parcels in North Elmwood area and at key intersections: Military-Hertel's southwest corner and Elmwood-Hertel's west side.
- Industry:** Aid Aurubis in physical and market share expansion. Assist with additional industrial development and siting.
- Streetscapes:** Improve streetscapes along key routes.
- Recreation:** Improve recreation amenities on Lawn Ave., at Northwest Buffalo Community Center. Link community to Jesse Kregal Pathway and Riverwalk.
- Public Housing:** Help revitalize and update BMHA housing projects.
- Transportation:** Improve walkability, bikeability, transit, and drivability of Hertel Avenue. Do a traffic study for Elmwood-Hertel. Add aids for pedestrians like chirping signals. Add bike lanes. Improve bus shelters. Add smart technology to bus routes, like electronic notification of bus arrivals. Improve crosswalks. Reduce vehicle speeding. Add curb cuts where needed.
- Neighborhood Quality of Life:** Undertake micro-enhancements to the Deer St., Short St., Foundry St. area. Address absentee landlord situation community-wide.
- RR Bridge Beautification:** Improve look of rail overpasses and conditions underneath.
- Promote the Neighborhood:** Emphasize industrial heritage, residential choice, and convenient access to amenities. Develop a heritage trail, with markers and public sculpture and art installations.
- Transformational Change:** Explore Feasibility of innovative Land Use Concepts.
- Build on Incubators:** Expand on successful incubators on Riverrock and Rano.

## West Hertel's community planning boundaries equal those of Census Tract 56



Scenes from a recent Tour of Gardens event reflect our shared goal of having a cohesive, beautiful, vibrant community.

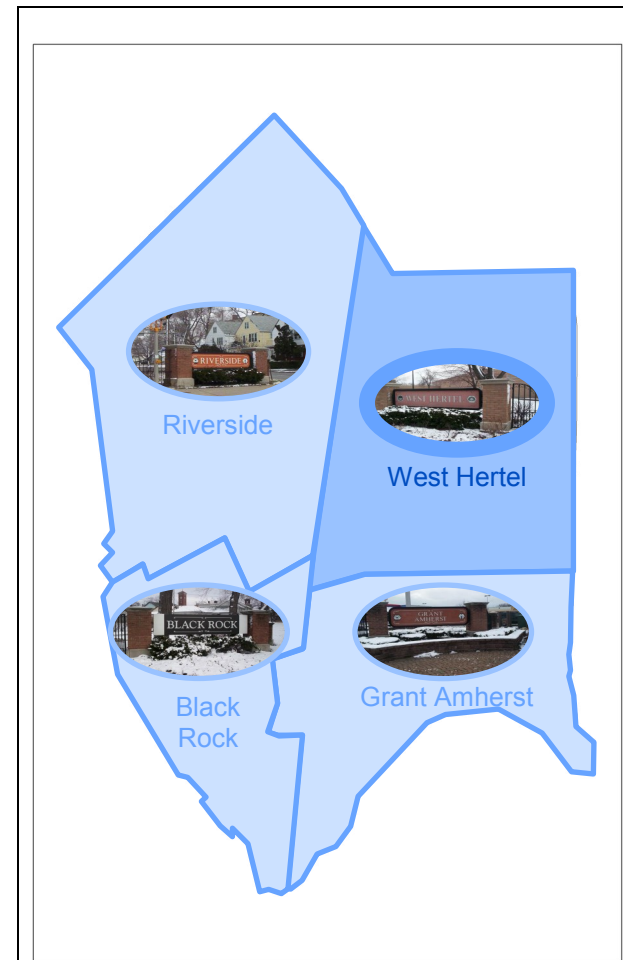


## Comprehensive Plan Neighborhood Component OVERVIEW

### The West Hertel Community of Buffalo

West Hertel, in the Northwest part of Buffalo, is proud to be a dynamic center of industry and commerce. It hosts industry large and small, with Aurubis Buffalo providing manufacturing leadership in one of the nation's largest brass and copper fabricating plants, now in its second century of continuous operation. Car-convenient retail is found at Home Depot, Tops Markets, Aldi's, and Target. And new restaurant concepts you can't find elsewhere in Buffalo lure hungry customers, like Popeye's Louisiana Kitchen and soon Checker's Restaurant.

This neighborhood is also historic, with great public services — spanning the ages with a proud heritage of factories contributing to the nation's industrial might and innovation, to adaptive reuse today, where community centers and urban-style hotel and loft residences call historic buildings home. Public services are ample, with post offices, health centers, and a police district headquarters. Affordable housing and great locational advantages complete the mix. From Elmwood Ave. to Military Rd., and Hertel Ave. to Kenmore Ave., West Hertel welcomes you.



West Hertel is in the Northwest part of Buffalo



Popeye's Louisiana Kitchen is the newest restaurant arrival



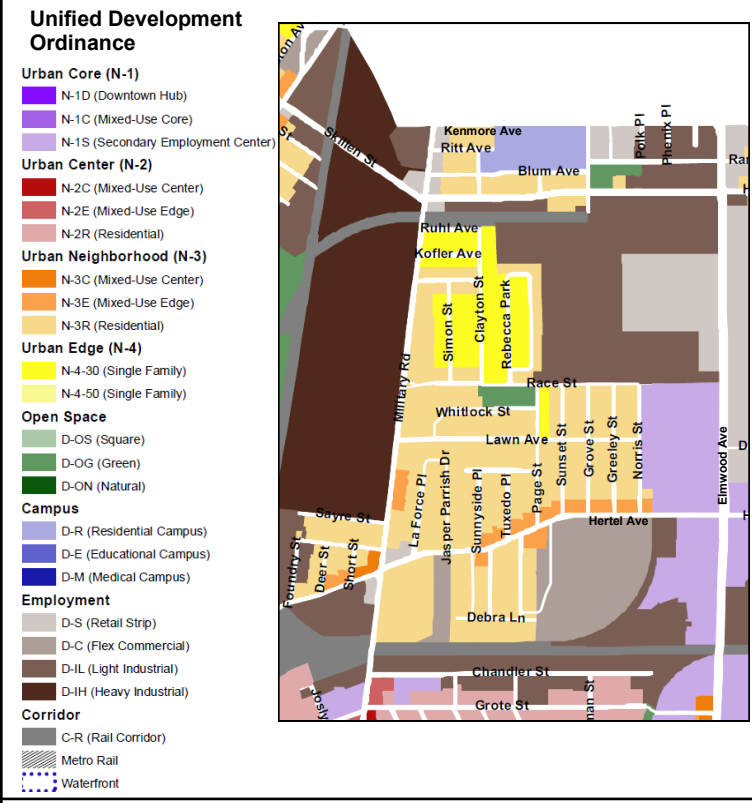
A former Curtiss Airplane motor factory is now Foundry Lofts



Aurubis Buffalo employs 600 in its million sq. ft. factory

WEST HERTEL

# 2015 WEST HERTEL COMMUNITY PLAN

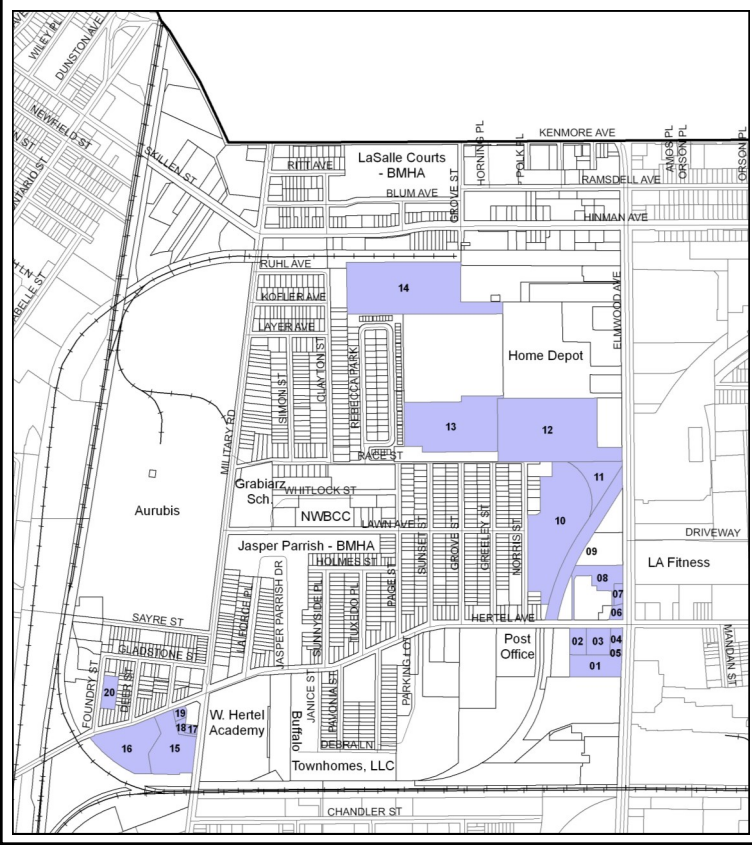


## Zoning

The Buffalo Green Code, through the soon-to-be-finalized Unified Development Ordinance (UDO), will codify the land use policies of the Buffalo Comprehensive Plan and Buffalo Green Code planning documents. As it applies to land use, subdivision, and public realm (e.g.; streets, parks, and sidewalks) the Code implements the community's vision for the development of the city, arrived at through significant public engagement, including meetings with the West Hertel Association, business owners, residents, and other stakeholders.

As a "form-based code" it emphasizes neighborhood character as its organizing principle, helping West Hertel to realize a future as a walkable, transit-supportive neighborhood.

(Note: Map data current as of early 2015.)



## Land Opportunities

Clusters of vacant land or large underutilized individual parcels have been identified in West Hertel, indicating that further infill and expansions are possible. In most instances these are contiguous.

In fact, an analysis of parcels using Geographic Information Systems mapping reveals 55 acres of vacant/underutilized land, in 20 distinct parcels. In addition to sharing boundaries, much of this land is at very prominent intersections or in commercial corridors: Elmwood & Hertel, North Elmwood, and Military & Hertel.

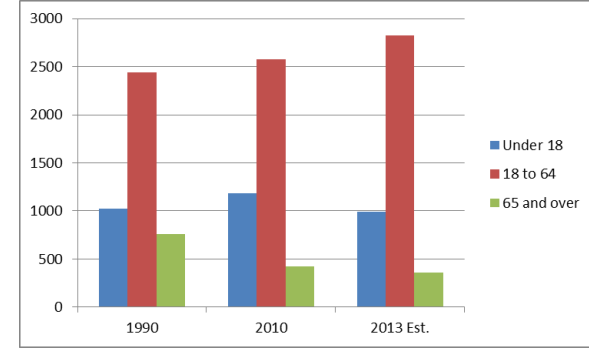
For more information on these twenty parcels, see the *2015 West Hertel Community Plan*, online at [brilliance.org](http://brilliance.org).

(Note: Map for display purposes only. Prepared May, 2015.)

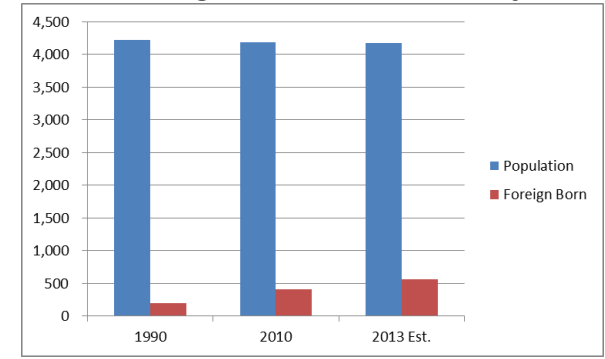
Your input is important. We encourage interested parties to become involved. This publication is made possible by the Mayor's Office of Strategic Planning, City of Buffalo, and sponsored by the West Hertel Association and Black Rock-Riverside Good Neighbors Planning Alliance in partnership with the Office of North District Councilmember Joseph Golombek, Jr. as part of the *2015 West Hertel Community Plan*. For more information, contact Margaret Szczepanic at [westhertelassociation@gmail.com](mailto:westhertelassociation@gmail.com) or Richard Mack at [rich@buffaloreview.com](mailto:rich@buffaloreview.com).

## Demographic Profile

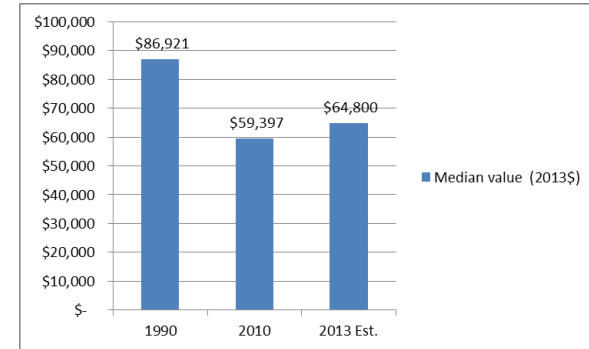
*A population growing younger*



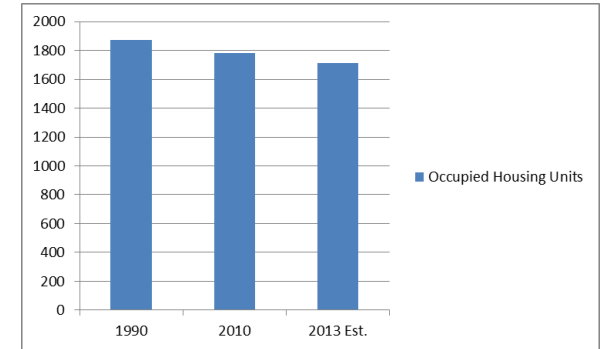
*Steady population with increasing cultural diversity*



*Housing values are very affordable*



*Reliable occupancy rates*



## Recent News

2015/2016—Signature Development Buffalo LLC will soon open ARCO Lofts, a \$9 million conversion of the former American Radiator office building at 1807 Elmwood Ave. into a mixture of 38 market-rate apartments and some commercial space. 48,000 square feet.

May 2015—Checkers Drive-In Restaurants announces plans to open at the front of Elmwood Regal Cinemas movie theater plaza, its first location in the City of Buffalo.

May 2014—The former FWS Furniture store and warehouse at 1738 Elmwood Ave. are redeveloped into the Foundry Lofts, with 46 market-rate apartments and 25,886 square feet of commercial space. Pre-leased before completion, this \$23 million project involved 85,000 square feet of space and is also a Signature Development Buffalo LLC project.

December 2013—Popeye's Louisiana Kitchen opens at 2090 Elmwood Ave. to extraordinary customer demand.

**CLIP & MAIL**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email/Phone: \_\_\_\_\_

Please contact me about:

<input type="checkbox"/> Receiving a copy of the 2015 West Hertel Community Plan	<input type="checkbox"/> Inviting me to your next meeting
<input type="checkbox"/> Getting a presentation on the Plan	<input type="checkbox"/> A problem that needs to be addressed

**Send to:**  
West Hertel Association, 51 St. Florian, Buffalo, NY 14207