

**KENMORE
BUSINESS STREETS PERSONALITY PROFILES**

Kenmore Business Streets Personality Profiles

A person can be described in many ways; “She’s a bubbly dynamic person who loves dogs.” or “He’s a kind hearted gentleman who does woodworking.” There are any number of ways for us to describe ourselves, but it can sometimes be a challenge to describe our personality, especially in one sentence. Yet this is exactly the task that the KVIS Businesses and Commercial Properties Committee took on several years ago. Kenmore’s business streets at present have some personality but can best prosper and be of service to the community when they become purposefully developed to have greater visual cohesion and easily identifiable character.

The Committee worked diligently for three years, through many hours of study and discussion about the Village business streets. The evident strengths and weaknesses of each street provided clear direction that, for Kenmore to reach its amazing potential, an easily articulated unified vision of the streets would need to be created. The following is an integrated vision of improvement and development for Delaware Avenue, Elmwood Avenue, Kenmore Avenue, and Military Road which can ultimately be described in just one sentence.

The Village’s Comprehensive Plan was studied by the Committee, who have organized the personality profiles to complement the Plan while considering every detail of how the streets are used by all involved. The profiles were designed to have the ability to attract quality businesses and insightful development of the streets while being mindful of the fact that no matter where one goes in the Village, one is close to a home - compatibility of the profiles with residential living was foremost on the list of absolute qualifiers for inclusion in the profile of each street. The Public Properties Committee contributed to this plan.

Other qualifiers used to create the Personality Profile were:

- Compatibility with existing primary businesses and commercial properties that are presently well utilized
- Visually pleasing and cohesive
- Environmentally sound
- Attractive to new Businesses
- Attractive to Commercial Property Buyers
- Ease of use
- Pedestrian and cyclist compatible

Local business areas consistent with the above goals used as examples of possibilities:

Lewiston

Village of East Aurora

Ellicottville

Village of Orchard Park

Elmwood Village

DELAWARE AVENUE:

The one sentence personality profile description of the street, or the

One Sentence Description: *A Miniature Christmas/Holiday Village come full size!*

This sentence doesn't give particular details but does form an image in the mind of many people; it implies well tended, active places with each building having individual characteristics.

The personality traits or **Features** for the future of Delaware Avenue include:

Restored store fronts with faux fronts removed to reveal the original brick work, etc. An enhanced Village Green focal point, greater use of seasonal plants, upgraded retail windows displays and interior window lighting, pole signs removed, trash cans with recycling features, bike racks. Emphasis on charming, creative, upscale design that reflects a growing lease/sale rate and attracts quality businesses with the ability to stay in business. Delaware Avenue will be the primary retail commercial street including a high rate of quality non-food creative retail businesses like clothing/shoe shops, gift/collectible/antique shops, book store, etc.

Delaware Avenue **Presently Includes:**

Some original buildings that have been restored to their original facades, many that still have faux fronts. Free-standing and grouped banks, gas station, retail stores, buildings with rear parking, some with side or front lots. Some single, some mixed use buildings, grouped and ungrouped, professional offices, restaurants/bars, church. The number of actual retail, non-food businesses is very low.

ELMWOOD AVENUE:

One Sentence Description: *Arts & Crafts Garden walk!*

Features: Restored green spaces, addition of lower street lamps, benches, garden avenues, trash cans with recycling features, utility poles underground. Arts & Crafts style architecture in future development. Retail, professional office, trades, restaurant. Elmwood possesses elements of a suburban environment with ample parking, etc. that creates the ability for all kinds of retail, trade, and professional businesses.

Presently includes: A hodge podge of building styles and variations with no unifying element; some buildings are in poor condition. Many of the avenues have been paved over, and some used for parking including over the sidewalk. Properties include multi-unit apartment buildings, retail buildings, gas station, mixed use buildings, DPW, Park, one single family home, church. Many Elmwood businesses are trade/service oriented (three printers, music recording studio, dry cleaners.)

MILITARY AVENUE:

One Sentence Description: *Art Deco 'Green' buildings and spaces!*

Features: Development zone for office/light industrial. Addition of lower street lamps, some designated pocket green spaces with benches, trash cans with recycling features, bike path, etc. Monumental/Art Deco style architecture in future developments. Development to include 'green' design principals and elements. Office, light industrial, trades, restaurant/bar. Military is well situated for future development of non retail type businesses that could help create a fully profitable tax base for the street.

Presently includes: Varied commercial non retail spaces, gas station, auto repair, restaurants/bars/event location, some vacant parcels. Military has no identifying features or characteristics that let one know that one has entered the Village.

KENMORE AVENUE:

One Sentence Description : *Stylish, well kept entryway to the Village!*

Features: Whole street redone with the traditional look already decided on by residents, TVGA Consultants, County and City, utility poles underground. Commercial and residential buildings updated to reflect a Village sensibility.

Presently includes: Badly eroded avenues, almost no curbs, poor sewer drainage, hazardous driving and walking conditions. The west end of the street is more commercial than the east end which has more residential spaces.

Gas stations: The gas stations on our commercial streets presently look like any other gas station anywhere. Gas stations in other communities of distinction have developed designs that complement a smaller setting like the Village; the designs feature use of natural, flame resistant materials, proper scale of design, and elements that are charming, not institutional.

Street Corners: When the Village was born and new streets were installed, each street had a special entrance to it; each design of the entrances was different, from a low flowing capped brick to a taller stone like what's found at the entrance of Deerhurst. The entrances to our Village (especially the Buffalo facing streets) would benefit greatly in having creative, distinctive corner posts installed that would truly act as the entryway to Kenmore. This could be accomplished in keeping with modern recommendations of traffic and pedestrian safety regarding set back, etc.

Bus Stops: Many communities have bus stops that are distinctive. The bus stops we have presently are generic and don't fit well into our streetscapes. Bus stops that have good style and reflect the historic nature of the Village would complement the personalities of each street.