



VILLAGE OF MACEDON

Waterfront & Downtown Revitalization Plan

A BROWNFIELD OPPORTUNITY AREA
NOMINATION STUDY

FEBRUARY 2015

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Acknowledgments

Village of Macedon

Marie Cramer, Mayor

Dave Kelly, Deputy Mayor

Kathy Reilly, Village Clerk

Village Planning Board

Linda Braun, Chair

Marcy Frey

Laurie Leenhouts

Gil Magee

Geoff Greapentrog

Village Trustees

Dave Kelly

Don Lohse

Dave Sliney

Dave Nelson

Past Planning Board Members

Beverly Bassage

Donna Stebbins

Project Steering Committee

Marcy Frey, Chair

Marie Cramer, Mayor

Linda Braun

Laurie Leenhouts

Gil Magee

Dave Nelson

Consultant Team

Bergmann Associates

Camoin Associates

Trowbridge Wolf Michaels
Landscape Architects

Eric Mower + Associates

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1 Project Description & Boundary

Project Sponsors

The Village of Macedon Waterfront & Downtown Brownfield Opportunity Area (BOA) Nomination Study has been sponsored by the Village of Macedon, with funding provided by the New York State Department of State BOA program and technical assistance from the New York State Department of Environmental Conservation (DEC). The Nomination Study was prepared in accordance with the Work Plan established by the New York State Department of State.

The purpose of this study is to develop a series of strategic revitalization initiatives for the Village of Macedon focused on reinvigorating the Village's Main Street and building off its important recreational and natural resources. The Erie Canal and Ganargua Creek corridors provide opportunities to improve the quality of life for Village residents and establish Macedon as a tourism and commerce destination.

The Village of Macedon Downtown and Waterfront BOA Nomination Study process was led by the Village of Macedon and supported by the Village of Macedon Waterfront & Downtown Steering Committee, which included members of Village staff and the Village Planning Board.

What is the BOA Program?

The Brownfield Opportunity Area (BOA) program was initiated in 2003 in an effort to provide local municipalities and community-based organizations with financial and technical assistance to develop area-wide approaches to redevelop areas impacted by the presence of brownfields and underutilized sites. The program is intended to be a community-led process that results in the development of a revitalization strategy based on the community's articulated vision and goals. Communities officially designated as a Brownfield Opportunity Area by New York State are better poised to receive funding and redevelopment incentives through State and Federal assistance programs.

A 'brownfield' is real property whose expansion, redevelopment or reuse may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant. Brownfields may be sites used for large-scale industrial operations, Laundromats or automobile service stations. The BOA program recognizes that the negative impacts of brownfields are not confined within property lines, but rather impact the health and vitality of adjacent sites and neighborhoods. Often, over time, these sites become underutilized, derelict or vacant, contributing to negative neighborhood perceptions and blight that may serve as a roadblock to investment and redevelopment.

The purpose of the BOA program is to help communities identify underutilized, vacant and brownfield sites with potential to serve as catalysts for area-wide redevelopment. More importantly, the program allows communities to develop implementation strategies to facilitate reinvestment. Brownfield redevelopment can serve to increase community pride, encourage economic investment and contribute to the overall improvement of the health and vitality of the community.

The BOA program is a three-step process including a pre-nomination study, a nomination study and an implementation strategy. The Village of Macedon completed a Pre-Nomination Study in 2009 as part of its Application for Project Advancement to Step 2. The Department of State awarded Step 2 funding to the Village of Macedon in 2011 to conduct a comprehensive analysis of the study area, and identify existing sites and community conditions that may impact redevelopment. In addition to

environmental and community conditions, the analysis will identify economic and market trends that will serve to inform viable recommendations for the study area. This phase of the BOA project is used to formulate specific recommendations and draft implementation strategies that will be furthered in Step 3.

Figure 1a: Regional Context Map

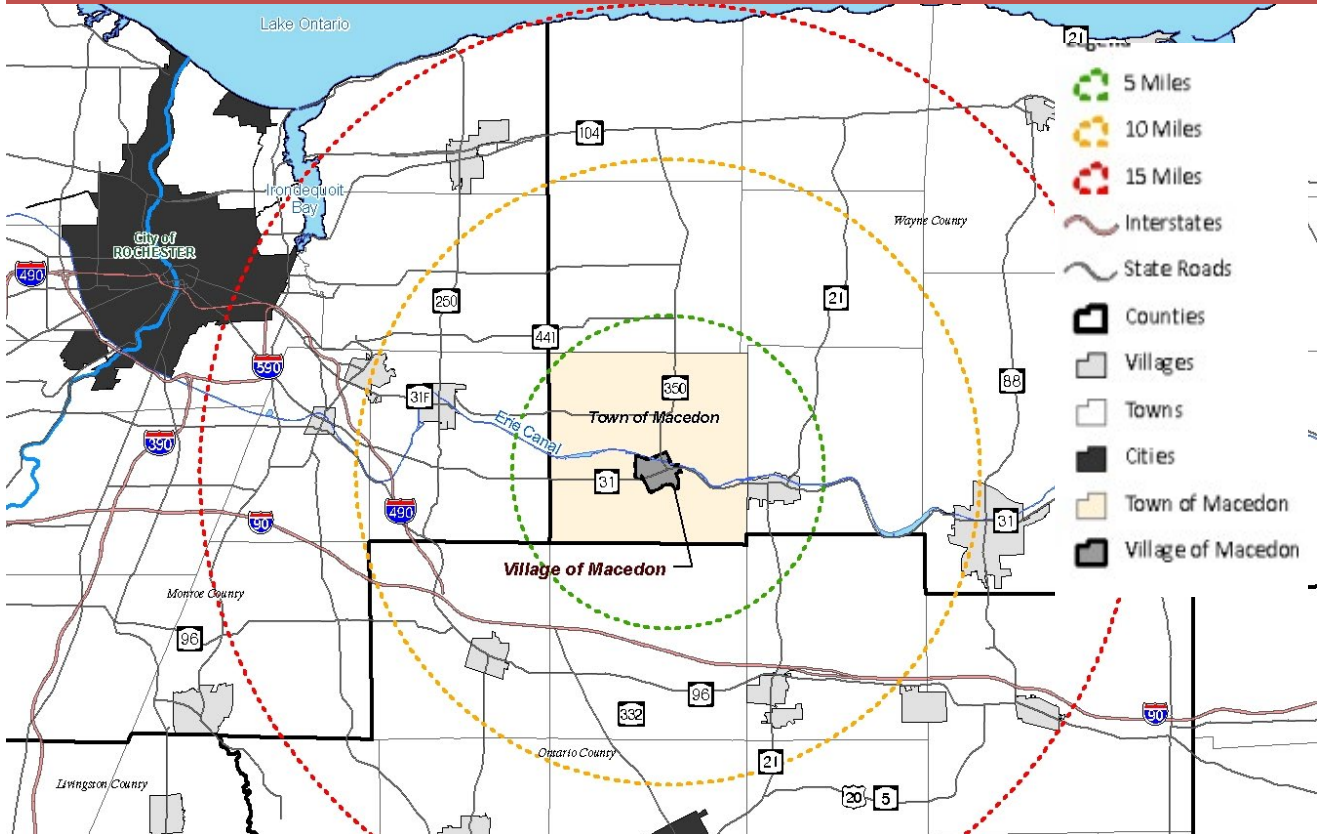
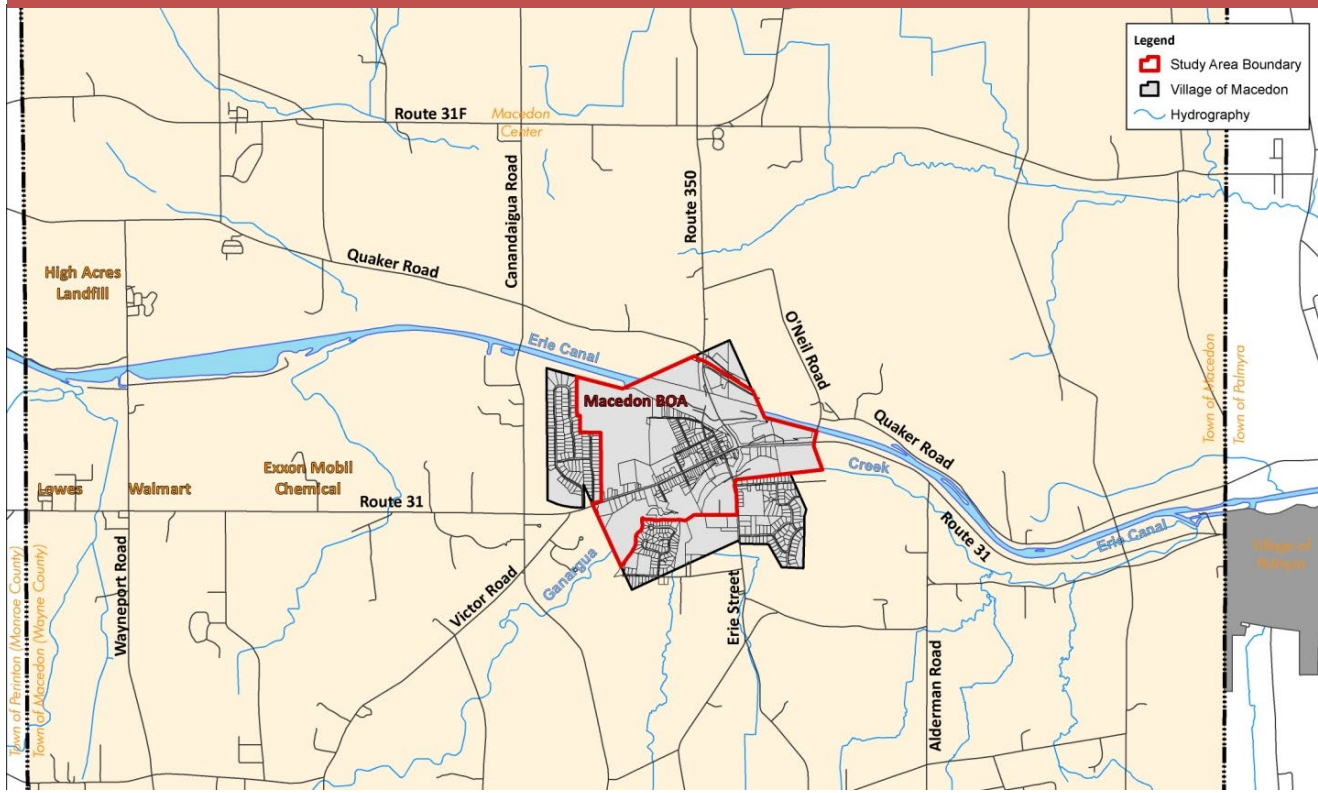


Figure 1b: Community Context Map



The Macedon Downtown & Waterfront BOA

Historical Overview

The Village of Macedon is an iconic Western New York industrial village located along the Erie Canal. The Village was incorporated in 1856, thirty years after the construction of the original Erie Canal. The Erie Canal's heritage is prominent in the community as the corridors of all three Erie Canal routes, Clinton's Ditch, the Enlarged Era Canal, and the Barge Era Canal, are present within the Village.

The settlement quickly grew to become an important canal port for agricultural and industrial goods and services. A mill race traveled west to east behind the buildings south of Main Street. This race, fed from the impoundment of Ganargua Creek, was important to the milling, foundry and tannery industries. Although the race has been abandoned and partially filled, Ganargua Creek remains a quality of life feature in the community.

Further growth and innovation in the agricultural industry was spurred on by the Bickford & Huffman Company, which had its origins as early as 1805 as a foundry that built and repaired agricultural equipment. Located at the intersection of Pittsford and Victor Roads, the Village grew as the company grew. By the 1860s, the Bickford & Huffman Company had gained patents and success for its grain drills.

The Village's location along the Canal also made it more accessible to the cultural changes taking place in the region. Upstate New York played a major role in the social, religious and political upheavals that came to define mid-19th century America. From the abolitionists to the suffragists, to the founding of the Mormon and Spiritualist churches, these movements found grassroots support in many rural areas of the region.

Frederick Douglass spoke at the Macedon Baptist Church in 1840 and abolitionists living in Macedon helped escaped slaves move north to freedom. By 1876, Macedon had become an important destination along the Erie Canal corridor as numerous retail and service outlets, including grocery stores, pharmacies, doctor's offices, cobblers, farriers and farm implement shops lined the Canal and Main Street.

The Erie Canal and Ganargua Creek are viewed as elements critical to the successful revitalization of the Village of Macedon, positioning the Village to become a premiere destination for recreational, ecological and heritage tourism in Western New York.

Together the Erie Canal and Ganargua Creek, along with their associated histories are viewed as elements critical to the successful revitalization of the Village of Macedon, positioning the Village to become a premiere destination for recreational, ecological and heritage tourism in Western New York.

In the mid-20th century, Mobil Chemical Corporation began operating a large facility located in the center of the Village. The plant provided significant employment and acted as an economic generator in the community. However, by 1995, Mobil had vacated the premises, with the remaining plant divided into several parcels for use by various companies. The recent resurrection of the property by Pliant Corporation and its successor Berry Plastics has been a boon for the community in both tax revenue and job creation.



The original Erie Canal in Macedon, NY.

Today Berry Plastics employs more than 600 people at its Main Street complex.

Continued suburban retail development west of the Village in the Towns of Macedon and Perinton has increased the amount of traffic traveling through the Village. Local businesses, however, have failed to capitalize on the increased traffic, as motorists continue to pass through the Village. The Revitalization Strategy represents a turning point in the community's on-going efforts to reestablish the Village of Macedon as a destination within Wayne County and the Rochester Metro area.

Recent Planning Initiatives

Village of Macedon Local Waterfront Revitalization Program (2013)

The Village of Macedon is currently completing a Local Waterfront Revitalization Plan concurrent with the BOA Nomination Study. The proposed BOA and LWRP share the same study area boundary. Administering the two projects concurrently further leverages the public participation process without inundating community residents with similar-type meetings.

Water resources in the community, including the Erie Canal and Ganargua Creek, are valued as recreational and scenic resources that should be capitalized on. However, the value of these resources as community assets has been diminished by the presence of large brownfield sites and a distressed and underutilized downtown core. Completing a LWRP in concert with the BOA will allow the Village to efficiently administer the projects and coordinate meetings and public outreach efforts. The projects will directly complement one another as they allow the Village to identify opportunities for enhancing their waterfront resources, while also identifying a vision for redevelopment of adjacent brownfield, vacant, and underutilized parcels that have the potential to impact future land uses around the waterfronts.

Main Street Downtown District Design Guidelines and Overlay Zoning (2010)

The Village of Macedon worked with the Rochester Regional Community Design Center to develop design guidelines and an overlay zone for their Main Street corridor. The manual identifies design guidelines for the buildings along the Main Street, including redevelopment scenarios for vacant and infill sites. The design guidelines seek to retain the historic character and design attributes of Main Street. The BOA Nomination Study for the Village will incorporate and support the preservation of the character and design attributes of Main Street. The BOA will identify recommendations that further enhance the historical value of the downtown core and strengthen the relationship between Main Street and the Erie Canal.

Downtown Revitalization Plan (2009)

In 2009, the Village of Macedon partnered with the Genesee Finger Lakes Regional Planning Council in the development of a Downtown Revitalization Plan. The plan addressed the impacts of development on land use patterns, open space, natural resources and cultural landscapes. The Village mailed surveys to every Village resident in July 2009 to better understand current market demand and learn more about local consumer behavior and attitudes towards the downtown.

Wayne County Canalfront Revitalization Program (2008)

In 2008 the Town of Arcadia, on behalf of canal communities in Wayne County, was awarded a LWRP grant to conduct visioning efforts associated with waterfront development and enhancements along the Erie Canal in Wayne County. The Wayne County Canalfront Revitalization Program, which will involve the Village of Macedon, will focus on creating a regional waterfront vision. The identification of specific projects, policies, and implementation tools for achieving the vision in Macedon will be done through their local LWRP planning process.

Circulation, Accessibility, and Parking Study (2008)

A Circulation, Accessibility and Parking Study (CAP) was prepared for the Village of Macedon by Barton & Loguidice, PC. The CAP Study focuses on the Main Street (Route 31) corridor but also addresses opportunities in surrounding areas. Completed in 2008, the Study proactively planned for traffic safety, circulation, and pedestrian and vehicular movement in the Village. The Study identified opportunities to enhance the character of the Village by capitalizing on its location along the Erie Canal. The CAP study also recommended transportation enhancements to improve the aesthetics and appeal of the Main Street corridor and further maximize tourism and economic development opportunities.

Western Erie Canal Heritage Corridor Management Plan (2004)

The Management Plan, developed in 2004, includes strategies and recommendations for canal communities in Wayne, Monroe, Orleans, Niagara and Erie Counties. The plan identifies general findings, recommendations and targeted studies and strategies for revitalization and redevelopment along the Western Erie Canal Corridor. The Village of Macedon BOA will build upon the framework established in the Management Plan, recognizing the objectives of the Management Plan for the region are consistent with the objectives of the Village on a local level. The objectives include a vibrant economy, enhanced quality-of-life, conservation of resources and increased appreciation of local natural and cultural resources.

The BOA Program was specifically identified in the recently completed Circulation, Accessibility and Parking Study as an important component of the long-term implementation of corridor improvements.

Boundary Description and Justification

The proposed study area boundaries discussed in this Nomination Study have been modified from the original boundary proposed in the Pre-Nomination Study completed in 2009. The proposed Village of Macedon Waterfront & Downtown Brownfield Opportunity Area encompasses approximately 462 acres over 231 parcels. The geographic boundaries for the project generally consist of the Village boundary and CSX rail corridor to the north, the Village boundary to the east, the Ganargua Creek floodplain and Macedon Cemetery to the south and the Village boundary and Drumlin Drive neighborhood to the west.

Pre-Nomination Study Boundary

The boundary of the study area during the Pre-Nomination phase was centered on the intersection of New York State Routes 31 and 350, and contained 186 acres over 169 parcels. The study area was comprised mainly of the Village core, the Erie Canal and a portion of the Ganargua Creek corridor. The boundaries of the study area during the Pre-Nomination phase included the following:

- Northern Boundary - New York State Canal Corporation northern property line and Village boundary;
- Eastern Boundary - Quaker Road and eastern property line of Gravino Park;
- Southern Boundary - Village boundary and southern Ganargua Creek floodplain limit; and
- Western Boundary - Race Street, West Street, eastern property line of the Palmyra-Macedon Intermediate School property and the southern bank of the original Erie Canal.

Proposed Nomination Study Boundary

As a result of discussions between the project team, NYSDOS and the steering committee, the Nomination phase boundary for the Village of Macedon Waterfront & Downtown Brownfield Opportunity Area has been expanded significantly from the Pre-Nomination phase of the project, largely to maintain a coterminous boundary with the LWRP Study and leverage the benefits of both programs. The northeastern, eastern and southeastern boundary remains fixed at the Macedon Village border. The southern boundary was expanded to include the Macedon Village Cemetery property and the entire Ganargua Creek corridor within the southwestern portion of the Village. The southwestern boundary was extended to the Village boundary south of Route 31. The northwestern boundary was also expanded, and now includes the Palmyra-Macedon Intermediate School property, the Town of Macedon complex and a privately owned 97-acre undeveloped property in the northwest corner.

The proposed boundary modifications expanded the Study Area from 169 parcels on 186 acres to 232 parcels on 461 acres. The Nomination Study boundary is illustrated on Map 3.

The proposed Nomination Study boundary provides a better cross-section of the Village of Macedon, with the Erie Canal, Ganargua Creek and the Village's Main Street forming the key framework for revitalization efforts. Map 3 illustrates the boundary as presented in Pre-Nomination Study as well as the proposed modifications to the study area boundary for the Nomination Study.

Northern Boundary

The northern portion of the study area contains a number of large parcels, including undeveloped agricultural land, commercial properties, Macedon Canal Park and a vacant parking lot formerly leased from the Canal Corporation by Berry Plastics and its predecessors. The northern boundary is comprised of the municipal boundary between the Village of Macedon and Town of Macedon, as well as an active CSX rail road corridor. The northern boundary separates the densely-developed Village from larger residential, open space and agricultural properties to the north. The distinction between land uses in conjunction with the presence of the municipal boundary and active CSX corridor justifies the location of the northern boundary.

Eastern Boundary

The eastern boundary of the BOA, consisting of the village boundary and Quaker Road, is proposed to remain unchanged from the Pre-Nomination phase of the project. The municipal boundary between the Village of Macedon and Town of Macedon, as well as the dense commercial and industrial development within the eastern portion of the study area along Route 31 justifies the location of the eastern boundary.

Western Boundary

The western boundary of the study area has been expanded significantly from the Pre-Nomination phase of the project. The boundary has been expanded from Race Street southwest to the municipal boundary between the Village of Macedon and Town of Macedon. The western and northwestern boundary was expanded to include numerous large parcels, including the Palmyra-Macedon Intermediate School parcels (22.43 acres), the Macedon Town Complex (6.29 acres) and a large vacant property owned by Jeffrey Beckenbach (97.24 acres). The Beckenbach property contains the largest amount of undeveloped land within the Village of Macedon. The property also abuts the Erie Canal, and contains a defunct canalside trail corridor. This abandoned trail represents an important potential linkage between the Macedon Meadows subdivision in the western portion of

the Village and Macedon Canal Park, the Palmyra-Macedon Intermediate School and downtown Macedon. The potential for this linkage, coupled with the important involvement with the Town of Macedon and the Palmyra-Macedon School District through their properties justifies the expansion of the western boundary.

Southern Boundary

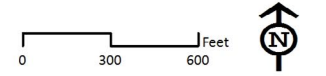
The southern boundary of the study area has been expanded to include the entire Ganargua Creek corridor and floodplain, which forms a natural barrier between downtown and the southern portions of the Village, as well as the Macedon Village Cemetery. Including the entire Village of Macedon Ganargua Creek corridor within the southern portion of the study area provides the opportunity for a more comprehensive planning and programming initiative for the Ganargua Creek corridor. In addition to the Erie Canal, Ganargua Creek is envisioned as a potential ecological and recreational tourist destination for the Village, with future revitalization initiatives tied heavily into the relationship between downtown Macedon and Ganargua Creek. The inclusion of the Ganargua Creek corridor and the Macedon Village Cemetery provides an opportunity to develop public access along the Ganargua Creek waterfront and the cemetery property to provide safe access routes between the residential subdivisions in the southern portion of the Village and downtown Macedon.



VILLAGE OF MACEDON WATERFRONT & DOWNTOWN REVITALIZATION STRATEGY

This document was prepared for the Village of Macedon and the New York State Department of State with state funds provided under Title 11 of the Environmental Protection Fund and the Brownfield Opportunity Area Program.

- Legend**
- Nomination Study Boundary
 - Pre-Nomination Study Boundary
 - Village Boundary
 - Study Area Parcels
 - Village Parcels



MAP 3 Proposed Boundary

2 The Future Vision: Macedon in 2030

At the onset of the planning process the project team met with the Steering Committee, stakeholders and members of the public. At each of these meetings, attendees were asked to share their ideal vision for the future of the Village. While many unique ideas were shared, there was also notable overlap in where people thought the focus of change should occur. These consistent themes formed the basis for the community vision statement, goals and objectives which provide the framework for subsequent sections of the Nomination Study.

Community Vision Statement

In 2030, the Village of Macedon will be described as...an idyllic small town community along the Erie Canal. A destination for visitors from near and far, the Village is also an ideal place to live, raise a family and grow old. The downtown offers an appealing variety of goods and services that reside in buildings that have been restored to their original architecture, intermixed with new developments that help to define the character of this historic mill community. The streets are bustling with activity as pedestrians enjoy the comprehensive and safe sidewalk system against a backdrop of streetscape amenities that are uniquely Macedon. The center of activity is focused between the two waterfronts, both offering a range of active and passive recreation opportunities, which have been interpreted to highlight the Village's impressive history.

Revitalization Goals

The following revitalization goals and recommendations form the foundation of the overall Macedon Downtown and Waterfront Revitalization Plan. These goals are directly correlated to capital and other implementation recommendations made in Sections 5 and 6 of the Nomination Study.

Goal 1 | Leverage the Erie Canal

- a. Enhance dockage and public access opportunities along the Erie Canal.
- b. Improve amenities at Canal Park for day visitors, boaters and trail users to become a four-season and heritage-tourism destination along the Erie Canal.
- c. Redevelop vacant sites adjacent to Canal Park with a complementary uses.
- d. Install comprehensive wayfinding and signage program to direct visitors between the Canal corridor and downtown Macedon.
- e. Coordinate with the various organizations charged with marketing and promoting the Erie Canal to ensure that Macedon is recognized as a Canal community.

Goal 2 | Enhance Natural Resources and Recreational Assets

- a. Increase public access to, and along, Ganargua Creek.
- b. Establish appropriate level of recreational use along Ganargua Creek.
- c. Upgrade and expand amenities at Gravino Park in an effort to strengthen the overall open space network.
- d. Implement conservation and habitat projects along Ganargua Creek.
- e. Ensure new development along waterways does not negatively impact environmental conditions.

Goal 3 | Diversify Businesses and Services in the Downtown

- a. Attract new businesses by fostering a business-friendly environment.
- b. Retain existing businesses and allow appropriate opportunities for growth.
- c. Facilitate the presence of a range of retail, restaurant and service uses in the downtown that meet the needs of both residents and visitors and fill current service gaps.
- d. Capitalize on existing traffic volumes to attract new consumers to Village.
- e. Leverage regional location and proximity to City of Rochester.
- f. Promote the adaptive reuse of existing buildings and require façade treatments consistent with historic building types.
- g. Ensure new infill development complements the scale and character of existing streetscape.
- h. Modify regulatory and zoning as needed to allow for diversity and flexibility in decision-making.

Goal 4 | Create Welcoming Gateways and Streetscapes that Contribute to a Pedestrian Friendly Environment

- a. Invest in enhanced landscaping projects to beautify the downtown, pedestrian routes, parklands and the public realm to create a sense of place with a consistent design theme unique to Macedon.
- b. Install gateway treatments and signage at key entry points and intersections.
- c. Incorporate Complete Streets Guidelines into all future roadway projects.
- d. Implement traffic calming techniques along Route 31 to slow traffic and improve safety for pedestrians and bicyclists.

- e. Provide safe, ADA-compliant connections between Village attractions and residential neighborhoods.
- f. Develop an interpretive signage program that tells the varied and multi-dimensional history of Macedon.
- g. Strengthen on-road and off-road connections between the Erie Canal Heritage Trail, Canal Park, Gravino Park and Main Street.

Goal 5 | Establish a Strong, Credible Brand Identity to Build a Unique Market Position

- a. Offer a distinctive, desirable and differentiating place in relation to surrounding communities and competing sites and attractions.
- b. Use Macedon's unique strengths to forge stronger relationships, reach consensus and build common ground between internal stakeholders.
- c. Identify "ownership" opportunities to help invoke advocacy for Village of Macedon among residents, business owners, tourists and other stakeholders.
- d. Influence all aspects of the Village of Macedon to ensure behaviors that reflect a consistent brand experience.
- e. Leverage a unified brand approach to attract desired tourists, consumers, homeowners and businesses.
- f. Hold regular special events around the Village to foster a sense of community and local pride.

Goal 6 | Improve Communications, Foster Cooperation and Forge Partnerships

- a. Work collaboratively with the Town of Macedon and Wayne County.
- b. Actively engage in partnership building with public and private agencies.
- c. Maintain on-going communication and collaboration with community members at large.
- d. Leverage the BOA program to better understand communication gaps and deficiencies.
- e. Identify a local organization focused on improving and growing the Village and provide financial and other support.
- f. Partner with Palmyra Macedon School District to promote student involvement and integration into the community.
- g. Promote and increase access to leadership and community engagement and personalize community outreach and partnership opportunities.
- h. Conduct regular outreach with existing and prospective business owners to better understand specific concerns and opportunities.
- i. Coordinate with the Western Erie Canal Alliance to explore Main Street education and promotion opportunities.

3 Community Participation

Community Participation Plan

The Community Participation Plan for the Village of Macedon Downtown and Waterfront BOA was prepared to guide the public engagement process. The BOA Nomination Study is a direct result of input and collaboration from members of the public, community organizations, business owners, philanthropic organizations, regional stakeholders and other interested parties through the public outreach methods outlined in the Community Participation Plan. A copy of the full Community Participation Plan drafted for the Nomination Study can be found in Appendix A.

Techniques to Enlist Partners

The Community Participation Plan outlines several opportunities to engage the public in meaningful ways, to ensure the revitalization strategy for the Village's waterfront and downtown is reflective of the community's vision. Techniques utilized to engage community members included steering committee meetings, public informational meetings, public workshops, stakeholder interviews and public surveys. The development of a project website provided a direct informational link to members of the public and an additional opportunity to provide input on the project.

PROJECT STEERING COMMITTEE

The steering committee for the Village of Macedon Waterfront & Downtown Brownfield Opportunity Area includes members of the Village Planning Board, Village Board members and at-large community representatives. The primary role of the steering committee was to guide the project team in the preparation of the Nomination Study through their inherent local knowledge as members of the Macedon community.

STAKEHOLDER MEETINGS

Interviews with key project stakeholders are integral to understanding relationships and the successful development of revitalization initiatives in Macedon. Stakeholder interviews were conducted within the Village of Macedon, the surrounding communities and with representatives of regional entities, including:

- Business owners;
- Large landowners;
- Village officials;
- County officials; and
- Representatives from neighboring municipalities and community organizations.



Breakout group presentations during the Public Visioning Workshop

PUBLIC MEETINGS

Three meetings were held during the Nomination Study planning process: (1) a public meeting; (2) a public workshop and (3) a public hearing. These meetings (described in more detail on the following pages) were designed to encourage participation from many different segments of the public. The primary goal was to inform the public about the revitalization strategy and to obtain input and ideas from the public regarding their vision for the future of the Village. A variety of public engagement methods were used to gather feedback from community members.

PROJECT WEBSITE

Beyond direct community involvement through meetings, a website was developed for the project to allow community members access to information at their leisure. The site, www.revitalizemacedon.com provides information on the progress of planning efforts, announcements regarding public participation opportunities, and Nomination Study resources such as meeting minutes and drafts of

the Study.

COMMUNITY SURVEY

A public input survey was prepared to gauge opinions regarding available and desired services and amenities within the Village, as well as the overall revitalization of the community. The survey was made available online through the project website and Village of Macedon website and in hard copy at Village Hall. Information received from the survey assisted the Steering Committee and consultant team in the refinement of vision for the revitalization of the Village as well as the goals and objective necessary to achieve that vision.

Community Engagement Events

STEERING COMMITTEE MEETINGS

The Steering Committee provided guidance and feedback during the master planning process. Summaries of Steering Committee meetings are included below, with additional information included in Appendix A.

Meeting 1 (December 5, 2012)

A general overview of the BOA program and a summary of the Nomination Study work plan and timeline were presented to the steering committee. The steering committee discussed the BOA boundary, settling on the boundary proposed in this Nomination Study. An analysis of the needs, opportunities and constraints facing the Village was also conducted.

Meeting 2 (February 6, 2013)

The second steering committee meeting included a summary of the land use, regulatory, demographic and market conditions impacting revitalization. The meeting also provided a brief introduction to the Branding Strategy for the Village that will be developed as part of the Nomination Study process.

Meeting 3 (March 6, 2013)

The committee meeting was part of a Complete Streets Workshop that was facilitated through the Wayne County Cornell Cooperative Extension. The meeting included a presentation by a Complete Streets expert that highlighted good and bad design practices as they relate to creating an attractive and safe community for multi-modal travel. Attendees also participated in a walking tour to better understand what the Village is doing well, and not well, in creating a walkable, friendly and safe environment.

Meeting 4 (May 1, 2013)

This meeting provided a preview of design elements to consider during development of the master plan. The presentation included conceptual design alternatives for Canal Park and Gravino Park, which garnered significant discussion on how to make these public spaces community destinations. The Steering Committee also established a tentative date and format for the public Design Workshop.

Meeting 5 (June 19, 2013)

Steering Committee Meeting 5 provided a discussion of the upcoming Public Workshop, including timing, public notification, and meeting logistics. A discussion of the draft Strategic Sites was also held to solicit input from the committee. The project team also presented the initial results

of the Branding Strategy.

Meeting 6 (September 4, 2013)

A summary of the July Public Workshop was presented, including the results of the small working group sessions. The Steering Committee was also given an update on the status of the Consolidated Funding Application, the Branding Strategy and the stakeholder meetings. The draft Master Plan was also presented, including a discussion of each of the 19 proposed projects.

Meeting 7 (November 6, 2013)

The purpose of this meeting was to obtain feedback on the draft Master Plan and provide an overview of the recommended changes to the zoning map and code to facilitate the approval of the Local Waterfront Revitalization Plan.

Meeting 8 (February 5, 2014)

The consulting team presented the priority capital project recommendations developed to kick-start implementation and public/private investment. The Committee was asked to rank the top 10 projects and recommendations so as to identify projects for which the Village should request funding under Step 3 of the BOA Program.

Meeting 9 (May 12, 2014)

At this meeting, committee members reviewed the proposed Future Land Use Plan, zoning recommendations, and confirmed the final list of Master Plan projects.

Meeting 10 (July 16, 2014)

This meeting provided an opportunity for the Committee to offer feedback on the Final Draft BOA Nomination Study document. In addition, the group discussed recommended zoning modifications, which included modified definitions, bulk requirements, building heights, and uses allowed in residential districts.

PUBLIC MEETINGS

A successful planning and master plan development process includes extensive opportunities for the general public to provide feedback, ideas and detailed information to be considered by the consultants and Steering Committee. Three public meetings were held at key points during the planning process, each successively building upon input received during previous phases of the master plan development process.

Full summaries of each public meeting are included in Appendix A. A brief overview of each meeting is included below.

Public Visioning Meeting

The public informational meeting for the Village of Macedon Waterfront & Downtown Nomination Study was held on February 28, 2013 at the Palmyra-Macedon Intermediate School. Approximately 25 residents from the Village and surrounding communities attended the meeting.

The informational meeting included a brief PowerPoint presentation from the project team that introduced the BOA program and its benefits for the local community, presented some initial key findings and opportunities from the initial inventory and data collection phase, and highlighted the next steps in the process.

Attendees were then divided into three working groups and were asked to identify what they saw as the obstacles to revitalization and the assets the Village has that can be capitalized on.



Presentation of the BOA process during the Public Visioning Workshop

At the public informational meeting attendees were asked to share their ideas for what would be the single, most important project the Village should undertake. Consistent themes included:

- Canal Park Enhancements
- Business Attraction
- Landscaping and Beautification

Public Design Workshop

A Public Design Workshop was held on July 18, 2013 at the First Baptist Church on Main Street in downtown Macedon. Approximately 25- 30 members of the public participated in various aspects of the workshop, which included a walking tour, open house and dinner, presentation and small group discussions.

The walking tour covered Macedon Canal Park and Main Street, with discussions focusing on opportunities for enhancing and improving the public realm.

During the Open House a number of boards reflecting project information was displayed, with dinner provided by Macedon Partners Association.

The presentation provided meeting attendees with background on the planning process, insights into the goals developed for the planning process, key findings and opportunities and an educational primary on urban design and creating distinctive communities.

The final component of the workshop included small group discussions. Attendees were divided into two groups to discuss 1) Main Street and Gateways and 2) Macedon Canal Park and the Erie Canal corridor. All attendees had the opportunity to contribute their ideas for both groups; key ideas were shared at the end of the meeting.

Public Hearing

To be held Spring, 2015.

Full meeting summary and discussion points can be found in Appendix A.

4 Analysis of the Macedon Downtown & Waterfront BOA

Opportunities and constraints impacting future revitalization initiatives for the Waterfront & Downtown Area are described within the inventory of existing conditions. Existing conditions shape the implementation of goals and objectives for revitalization within the study area. Key findings of existing conditions that may impact revitalization have been identified and highlighted where possible.

Community and Regional Setting

An understanding of current demographic composition and trends over the past decade can provide a general overview of the makeup of the study area and its relationship with the surrounding region. Understanding demographic trends will be critical to identifying viable revitalization initiatives within the Village of Macedon Downtown and Waterfront BOA.

POPULATION

In 2012, the Village of Macedon population was 1,491, a 0.3 percent decrease from 2000 (1,496). Although contrary to population gains at the throughout the larger region and New York State, the stagnant population within the Village of Macedon is similar to other small communities throughout Upstate New York. Current projections do not anticipate a change in this trend, forecasting a gradual decline through 2017.

A similar decline in the number of families in the Village of Macedon occurred between 2000 and

2012, despite increasing in the Town of Macedon, Wayne County and the Rochester MSA. The number of families dropped from 413 in 2000 to 397 in 2012. Although the number of households increased in the Village from 558 to 584 between 2000 and 2012, the average household size decreased from 2.64 people to 2.55 people.

The population distribution with respect to age in the Village of Macedon slightly favors children and young adults, with 27% of the Village population aged 19 or younger. The 2010 Census also indicates that the Village has a relatively small percentage (4%) of its population in the 20-24 age group, significantly lower than the population percentage this age group in the greater Rochester MSA (8%) and the State of New York (7%). A complete breakdown of the Village population by age is included in Table 1 below.

Table 1: Population

Age Cohort	Village	Wayne County	MSA	Upstate New York
0-9	12%	12%	12%	12%
10-19	15%	14%	14%	14%
20 - 24	4%	5%	8%	7%
25 - 34	11%	10%	12%	12%
35 - 44	14%	13%	13%	13%
45 - 54	17%	17%	16%	16%
55 - 64	14%	14%	13%	13%
65 - 74	8%	8%	7%	8%
75+	5%	6%	7%	7%

HOUSING

A total of 375 housing units were located within the study area in 2012. Of the 375 total housing units, 245 units were owner-occupied, 93 were renter occupied and 37 were vacant, a vacancy rate of 10%. The vacant housing units within the BOA represented approximately 87% of all vacant housing units within the Village of Macedon. The average household size for owner-occupied units was 2.76 people, which is notably higher than the overall Village household size of 2.55. This may indicate a greater proportion of families within the Study Area.

INCOME

In 2012, the median household income for residents in the Village of Macedon was approximately \$53,290, which was slightly higher than the median household income for Wayne County (\$52,686), the Rochester MSA (\$52,131) and upstate New York (\$50,363). Projections for the Waterfront & Downtown BOA indicate that median household income will grow by approximately 14% to \$60,671 by 2017.

KEY FINDINGS:

COMMUNITY SETTING

- **The Study Area is experiencing a stagnant population and little growth pressure.**
- **Housing vacancy rates are high, particularly for older properties.**
- **A low percentage of the population ages 20-34 may indicate a decline in the future number of families, impacting school enrollments, demand for housing, and overall spending.**
- **The Study Area has household income levels above Macedon, Wayne County and New York State, indicating the potential for a greater percentage of disposable income available locally.**
- **A decline in the senior population is contrary to trends found throughout Upstate NY, and may indicate that fewer seniors are aging-in-place in Macedon.**

Existing Land Use (Map 4)

The types of land use located within the study area vary widely within the compact geographic area. Along Main Street, land uses range from heavy industry to single family residential. The following is a breakdown of land uses in the Study Area, organized according to categories defined by the New York State Office of Real Property Services. Land use is illustrated in Table 2 and on Map 4.

Table 2: Land Use

Classification	Parcels		Acres	
Agricultural	1	<1%	15	3%
Residential	144	62%	91	20%
Vacant	26	11%	165	36%
Commercial	42	18%	31	7%
Recreation & Entertainment	3	1%	18	4%
Community Services	6	3%	30	6%
Industrial	5	2%	29	6%
Public Services	4	2%	28	6%
Conservation & Parks	1	<1%	54	12%
Totals	232		462	

Vacant

The largest land use within the BOA is vacant land, with 26 parcels accounting for 165 acres, a total of 36 percent of BOA parcel land area. The majority of vacant land within the BOA is comprised of the 97 acre Beckenbach property in the northwestern portion of the BOA. A number of other large vacant properties are located along the Ganargua Creek and Erie Canal corridors. A more detailed description on vacant and underutilized properties within the study area is included in “Vacant and Underutilized Properties” section of this Nomination Study.

Residential

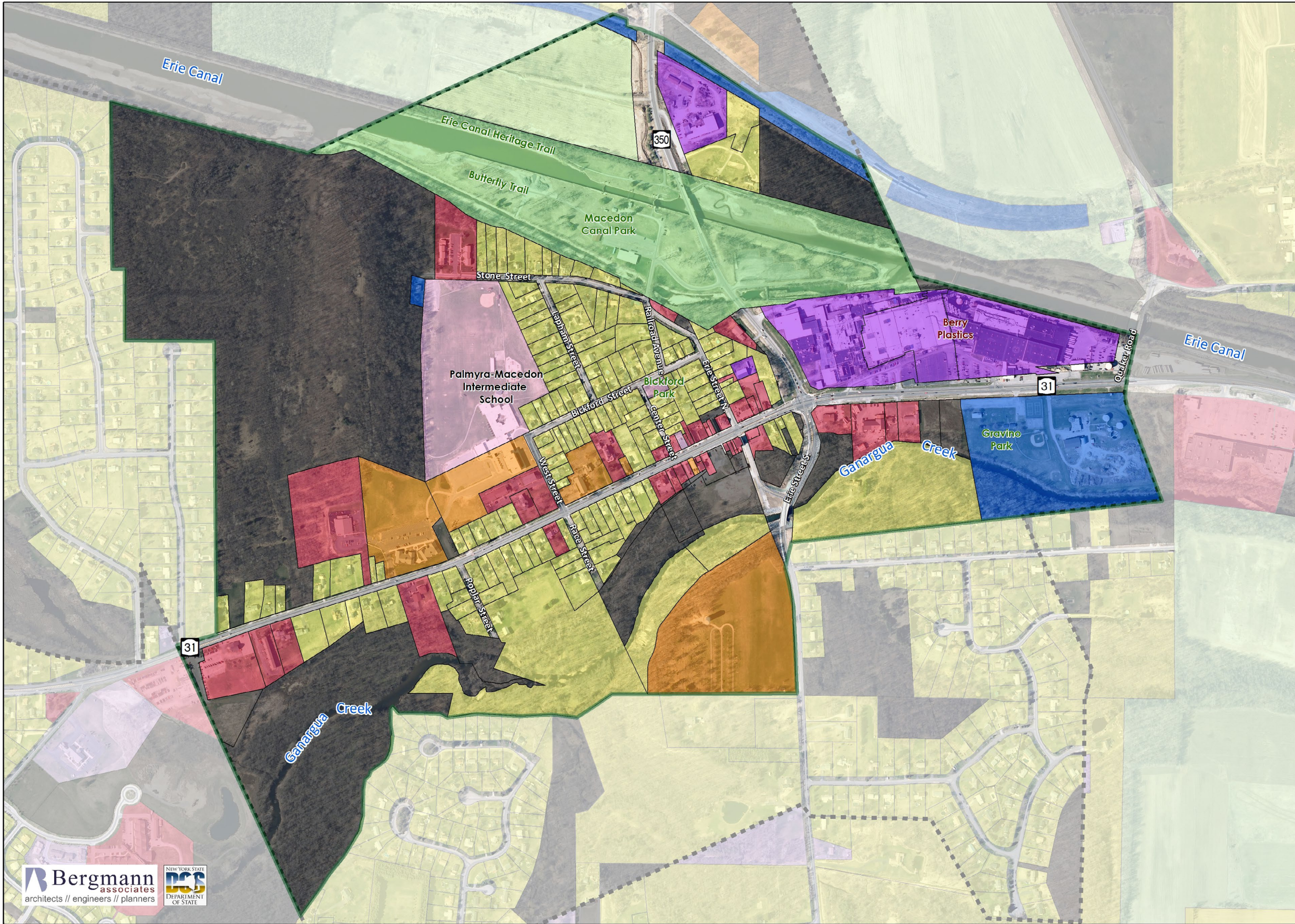
Residential properties form the second largest land use within the BOA, with 144 residential parcels accounting for approximately 90 acres of total land area (refer to Table 2). Residential properties are primarily concentrated between Macedon Canal Park and Main Street west of Route 350. A number of residential properties are also located along Route 31, Poplar Street and Race Street, west of the Village’s downtown.

Conservation and Parks

Public park land is the third largest land use classification within the study area according to real property assessment data, accounting for 54 acres on one parcel owned by the New York State Canal Corporation. A significant portion of this parcel includes the Erie Canal waterway, Lock 30 and the Canalway Trail along the north bank. The parcel also includes approximately 6 acres of land leased for use by private entities. Approximately 16.7 acres of this parcel is operated as Macedon Canal Park by the Village of Macedon. A more detailed description of parks and open space within the Village of Macedon Downtown and Waterfront Area is included in the “Parks and Open Space Resources” section of this Nomination Study.

Commercial

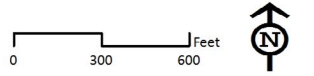
Commercial uses within the study area include 42 parcels comprising 31.5 acres. Commercial properties are primarily concentrated along the Route 31/Main Street corridor. A variety of businesses are located along this corridor, including the Gingerbread Shoppe, the Bickford Home, Main Street Trading Co., Salvatore’s Pizza, Justin’s 31 Diner and the Sunoco Express Mart. Most commercial properties are within a 5-minute walk to the Erie Canal and Ganargua Creek, making downtown Macedon ideal for future development that can take advantage of the proximity to these natural, recreational and tourism resources.



VILLAGE OF MACEDON WATERFRONT & DOWNTOWN REVITALIZATION STRATEGY

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- Legend**
- Study Area Boundary
 - Village Boundary
 - Agriculture
 - Residential
 - Vacant
 - Commercial
 - Recreation & Entertainment
 - Community Services
 - Industrial
 - Public Services
 - Parks



MAP 4 Existing Land Use

Recreation and Entertainment

This land use classification includes three parcels covering 18 acres, including the 0.34 acres of Bickford Park and 17.8 acres of recreational fields controlled by the Palmyra-Macedon School District. In some instances, local assessors classify parks as Recreation and Entertainment rather than Conservation and Parks.

Community Services

The “Community Services” land use classification accounts for 30 acres within the BOA. The community services land use classification includes public properties such as Village Hall, the Town of Macedon Complex, a parcel containing portions of the Palmyra-Macedon Intermediate School and the Macedon Village Cemetery. This land-use category also includes the churches located within the BOA, including St. Patrick’s Church and the First Baptist Church.

Public Services

Public Services include properties necessary or connected to the provision of public services, such as municipal highway facilities and public infrastructure. Four parcels on 28 acres within the BOA are classified as Public Services, including the Village’s wastewater treatment facility. The 20 total acres of this property includes the 6 acres of Gravano Park.

Industrial

Industrial land uses account for approximately 6 percent of total BOA land area, for a total of 29 acres. The majority of the industrial lands within the study area are associated with the Berry Plastics facility northeast of the intersection of Route 31 and Route 350.

Other industrial properties include the Whiting Group property north of the Erie Canal, which specializes in the manufacturing and repair of heavy equipment, and Mechmar Industries which specializes in die-cutting of metallic and non-metallic materials.

KEY FINDINGS:

LAND USE

- **Although a large amount of vacant land is located within the Study Area, this figure is skewed by a single large parcel being developed as a single family property.**
- **The Erie Canal and Ganargua Creek corridors cover a significant proportion of the Study Area and remaining vacant lands, constraining development to limited areas between the waterways.**
- **The limited remaining developable parcels along Main Street represent quality opportunities for the Village to capitalize upon.**
- **Canal Corporation lands on the island east of Route 350 represent a key opportunity for waterfront development.**

Existing Zoning (Map 5)

ZONING ORDINANCE

The Village of Macedon Zoning Ordinance, originally adopted in 1989 and subsequently revised in the summer of 2008, governs the use of land within the Village and helps to ensure that future development occurs in conformance with the Village's Comprehensive Plan. The Village of Macedon contains four zoning districts; Residential-1, Residential-2, Commercial and Industrial (refer to Map 5 – Zoning). The Village also contains two Overlay Districts, the Flood Plain Overlay District (FP-O) and the Village Center Overlay District (VCOD). Zoning district boundaries do not entirely coincide with existing property boundaries within the Village, with several parcels located in two or more zoning districts.

(R-1) Residential District

The largest zoning district within the study area is the R-1 Residential District, accounting for 31 parcels and approximately 47 percent of total land within the study area. Properties within the R-1 District are primarily concentrated within the western portion of the study area and along Ganargua Creek. The only use permitted by right within the R-1 District is single family residential and associated accessory uses, including swimming pools, garages, sheds and fences. The R-1 District also allows a number of uses through the Special Use Permitting process, including essential services, home occupations, windmills, public buildings and cluster residential development.

(I) Industrial District

The Industrial District is the second largest zoning district within the study area, accounting for approximately 123 acres. The I District is limited to 11 parcels including the Berry Plastics Complex, the island containing Macedon Canal Park and several agricultural, commercial and industrial parcels in the northern portion of the study area between the Erie Canal and the CSX railroad corridor. Permitted uses within the I District include light industrial

involving the processing, assembly, compounding and/or packaging of previously prepared or refined materials, manufacturing, fabrication, beverage bottling, warehousing, office buildings, research laboratories, pharmaceutical plants and commercial storage. Uses allowed by Special Permit through the Village Planning Board include motor vehicle service stations and car washes.



Residential uses north of Main Street

(R-2) Residential District

The R-2 Residential District is the third largest zoning district within the study area. The R-2 District contains approximately 122 parcels covering 68 acres (15% of total land area). The R-2 District is a higher-density residential district located in the center of the study area. Uses permitted by right within this district include single-family and two-family residential; Special Permitted Uses are the same as the R-1 District.

(C) Commercial District

The Commercial District is the smallest zoning district within the study area, and is comprised of approximately 68 parcels over 52 acres. The Commercial District is concentrated downtown along Main Street between the Bickford Home and the Route 31/Route 350 intersection. The C District also includes parcels east of Erie Street South, between Route 31 and Ganargua Creek. Permitted principal uses within this district include grocery stores, butcher shops, drugstores, convenience

stores (tobacco, newspapers and confections), clothing stores, variety/general merchandise establishments, hardware stores, personal service establishments, professional offices, theaters, restaurants, hotels and automobile sales establishments.

The Village Zoning ordinance also grants the Village Planning Board with latitude in allowing other uses within the C District that are of similar scale and nature to uses expressly permitted in the Village Zoning Ordinance. Uses allowed by Special Permit within the C District include motor vehicle service/repair stations, adult entertainment establishments and car washes.



Commercial and retail uses along Main Street.

(FP-O) Floodplain Overlay District

The Flood Plain Overlay District is comprised of the land located within the 100-year flood plain delineated Federal Emergency Management Agency (FEMA) along Ganargua Creek and the Erie Canal. Any use allowed by a property's underlying zoning designation is allowed within the FP-O District, however the property owner is required

to obtain a Floodplain Development Permit from the Village of Macedon and conform to the Floodplain Development Standards as provided in the Village's Zoning Ordinance. The FP-O District also generally prohibits all development within the Ganargua Creek and Erie Canal floodway, a special area of severe flood hazard within the designated floodplain, as delineated by FEMA.

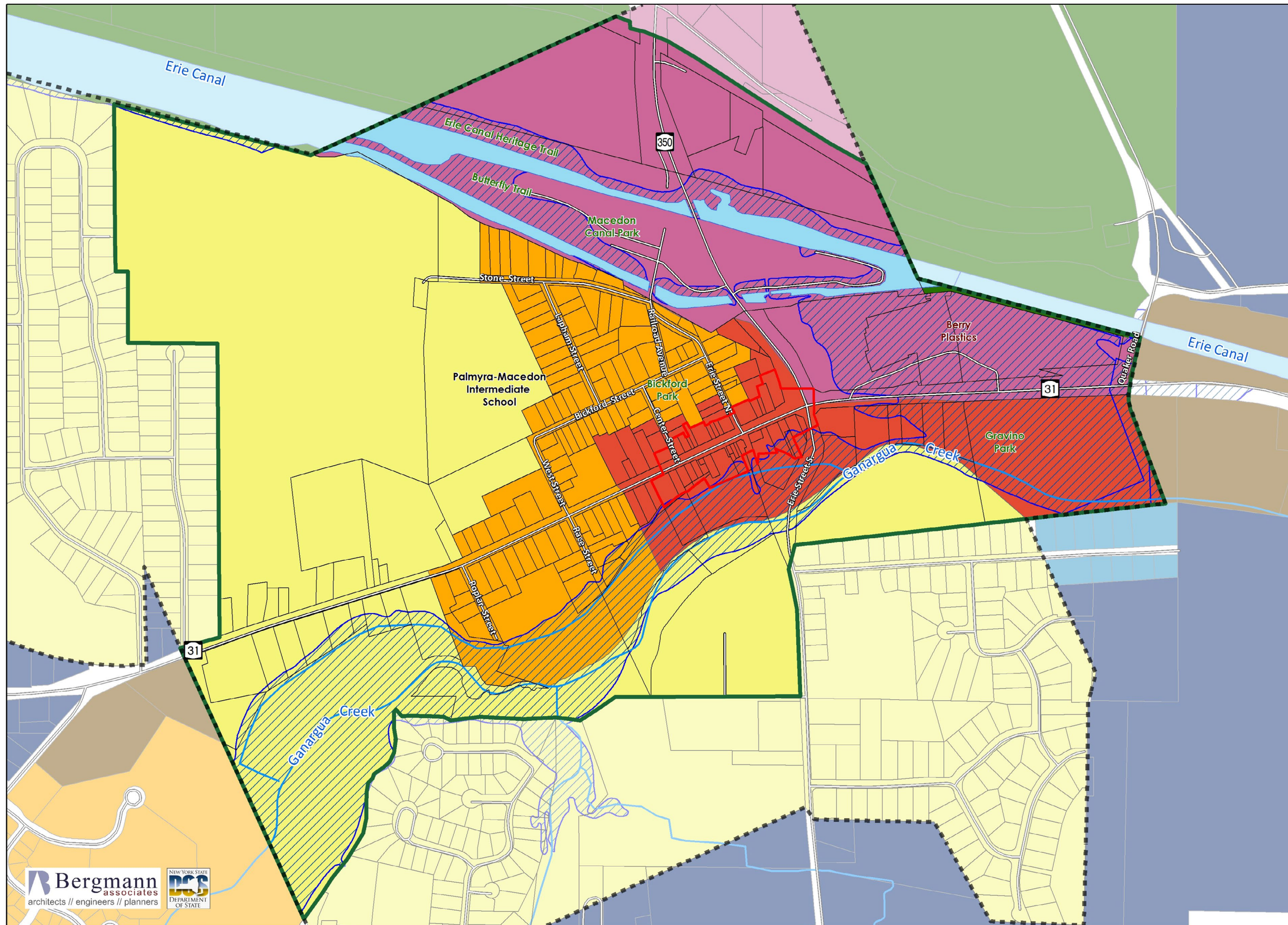
(VCOD) Village Center Overlay District

The Village Center Overlay District includes the properties fronting Main Street between the Route 31/Route 350 intersection and the J.D. Chapman Agency located at 66 Main Street. The VCOD and its implementing regulations were developed as part of the "Design Guidelines and Overlay Zoning for the Main Street Downtown District in the Village of Macedon" report prepared by the Rochester Regional Community design Center (RRCDC), Macedon Partners Association, Inc. and the Village of Macedon in 2010. Adopted by the Village of Macedon, the VCOD regulations govern the types of uses allowed within the VCOD, as well as the exterior design and arrangement of buildings, parking, lighting and public realm elements.

The VCOD regulations also implement design standards for historic buildings located within the overlay district, providing a mechanism for the protection of historic structures as part of future revitalization efforts. Permitted uses within the VCOD include single-family and multi-family residential, lodging (hotels, inns and bed & breakfasts), offices, retail shops, restaurants, artist space, food processing, civic buildings, mortuaries and medical clinics.



Berry Plastics site along Main Street

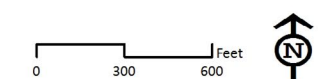


VILLAGE OF MACEDON WATERFRONT & DOWNTOWN REVITALIZATION STRATEGY

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Legend

- Village Boundary
- Study Area Boundary
- Village Parcels
- Village Zoning Districts**
 - C - Commercial District
 - I - Industrial District
 - R-1 Residential District
 - R-2 Residential District
 - Village Center Overlay District
 - Floodplain Overlay District
- Town Zoning Districts**
 - GC General Commercial
 - ORM - Office-Research Manufacturing
 - R-22 Residential
 - R-30 Residential
 - TPD Totally-Planned Development



MAP 5 Zoning

KEY FINDINGS:

ZONING

- **The former Mobil Chemical parking lot located on the island is zoned industrial. This parcel and others north of the Canal may require a zoning change to facilitate future development.**
- **The Floodplain Overlay District limits development on vacant lands along Ganargua Creek.**
- **The Village Center Overlay provides guidance and standards for existing buildings and new development, and establishes the boundaries for the core mixed use development area within the Village.**

Brownfield Sites (Map 6)

A principal goal of the New York State Brownfield Opportunity Area Program is to help communities address areas that have been negatively impacted by the presence, or perceived presence, of contamination. Although redevelopment of brownfield properties may be complicated, community-led revitalization plans can facilitate preparation of such sites for “shovel-ready” redevelopment by identifying steps towards remediation, marketing and recommending future uses that align with the community’s vision for the neighborhood.

Active reuse of brownfields recognizes the intrinsic relationship between environmental, economic and social sustainability. Brownfield redevelopment benefits both individual property owners and the surrounding community. Brownfield property developers are eligible for tax credits and other financial and technical assistance that help make these redevelopment projects financially feasible.

PROCESS

The Pre-Nomination Study developed for the Village inventoried potential brownfield sites, resulting in a list of existing parcels with high risk prior use and potential environmental constraints. The Pre-Nomination Study identified 23 properties encompassing 52.1 acres of land as potential brownfield sites. These sites were identified based on documented and anecdotal indicators of potential adverse environmental conditions or development constraints. The documented data used to identify sites included:

- Readily available public records;
- Interviews with people familiar with the land history of sites;
- Field observations;
- Photos and/or aerial photos;
- Existing or historical environmental reports; and
- Existing remedial investigation, studies, and reports.



VILLAGE OF MACEDON WATERFRONT & DOWNTOWN REVITALIZATION STRATEGY

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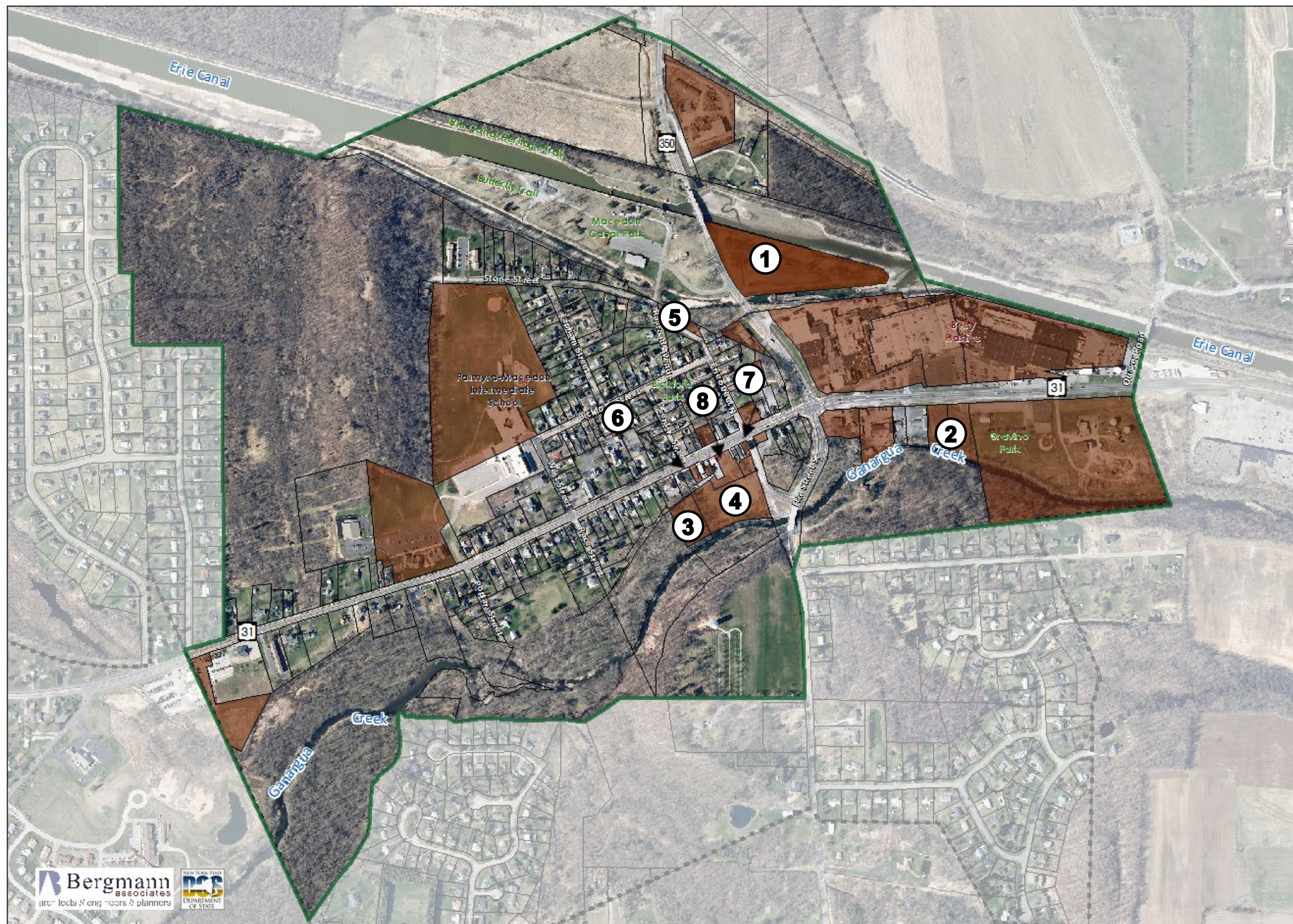
Legend

- Study Area Boundary
- Village Boundary
- Brownfield Sites
- Parcel Boundaries



MAP 6

Brownfields



During the Nomination phase, the list of potential brownfield sites was expanded to 28 sites encompassing 99.9 acres based on additional review of previous reports, NYSDEC environmental databases, United States Environmental Protection Agency (US EPA) environmental databases, in-field assessments, anecdotal information from public meetings, an expanded study area boundary and readily available historical data (see Map 6 and Table 3).

Table 3: Brownfield Sites

Ownership	Parcels	Acres
Private	22	41.9
Public	6	58.0
Totals	28	99.9

A field review was conducted at each of the non-residential properties identified by the environmental facilities databases within the study area on December 21st, 2012. During the field review, observations were noted as to the occupancy of the property, the presence or absence of structures, the composition of present structures, the presence and type of site access, the availability of infrastructure, the presence of storage tanks, process lines or other industrial equipment, any observable signs of environmental stress and adjacent property use to the north, south, east and west of each site.

Information obtained during the preliminary site assessments and field reviews were incorporated into a Geographic Information System (GIS) database program specifically designed for the Village of Macedon Waterfront & Downtown Revitalization Strategy. A comprehensive site profile form was created through the database for each potential brownfield site identified in the study area (see Appendix B). The site profile forms serve as an important resource for the Village in understanding historical and current information on potential redevelopment sites. It is important to note, however, that some sites within the study area not identified through one of the four databases may

contain some level of potential contamination, and that the property profiles contained in Appendix B are not exhaustive.

All sites identified as brownfields within the Village study area do not have confirmed contamination, nor are the owners under suspicion or investigation of any wrong doing. The brownfield inventory is intended only to depict the extent to which the study area contains properties with environmental concerns based on a review of current or historical uses.

SUMMARY OF KEY BROWNFIELD SITES

Of the 28 sites identified as potential brownfields, 10 properties on 21 acres were highlighted as key brownfield sites within the Study Area. These properties were noted as having opportunities for substantial development and private investment. In addition, several underutilized brownfield properties present opportunities for infill development, reinvestment or adaptive reuse.

Former Berry Plastics Parking Lot (Site 1)

The Former Berry Plastics Parking Lot is a 13.17-acre site located within a larger parcel of land measuring 54.35 acres along the Erie Canal and Route 350. The property is currently enclosed with a chain link fence and contains one parking lot with a truck scale in the northwestern corner. Berry Plastics has relinquished its lease of the property back to the Canal Corporation. The Village of Macedon will expand its current lease agreement with the Canal Corporation to include all lands east of Route 350 absent a small area for use by Canal Corporation.

Also known as the Former Macedon Films Site, the current Berry Plastics site to the south of the parking lot is currently undergoing remediation by the NYSDEC as part of the Brownfield Cleanup Program (BCP).

Due to the potential release of materials to the soil and groundwater at the Macedon Films site, the parking lot property will require a Phase I Environmental Site Assessment (ESA) and will likely require a Phase II ESA prior to redevelopment.

Investigation at this site would likely include the installation of soil borings and groundwater monitoring wells and the collection and analysis of soil and groundwater samples from the property.

Vacant Lots on Main Street (Site 2)

There are two vacant parcels of land on the south side of Main Street adjacent to Gravino Park totaling 2.16 acres. At the time of the curbside assessments, the parcels were covered with trees and brush and a For Sale sign was placed in the center of the two parcels along Main Street.

A Phase I ESA was prepared by GeoLogic NY, Inc in March of 2004. According to the Phase I ESA, the property formerly contained a channel filled with water, Mud Creek, which existed on the northern section of the property and which was filled with material from an unknown source after 1968. The property may have contained residential structures in the past, and an out-of-service natural gas line was present on the eastern section of the property. Multiple NYSDEC Spills were reported for the property located to the north (current Berry Plastics).

As part of the Phase I ESA, five test pits were excavated to evaluate subsurface conditions at the property. Soil and groundwater samples collected from within the test pits and submitted for laboratory analysis did not indicate the presence of polychlorinated biphenyls (PCBs) for soil, and Volatile Organic Compounds (VOCs) and Semi-Volatile Organic Compounds (SVOCs) for groundwater.

The excavations did reveal fill material at the property. However, the Phase I ESA concluded that soil and groundwater at the property have not been impacted by the fill material at the property or the activities at the property located to the north across Main Street.

Vacant Lots – West side of Hoteling Way (Sites 3 and 4)

Three vacant grassed and wooded parcels are located on the west side of Hoteling Way, south of

commercial properties on Main Street. The grassed property (site 3) is 2.81 acres in size and the two vacant wooded parcels (site 4) total 1.16 acres.

The properties are in the central portion of the study area, surrounded by the former Infinite Audio buildings, the Village of Macedon Town Hall, a pizza shop, two parking lots, North Star Auto Electric, and a commercial building to the north; the Ganargua Creek to the south; a vacant wooded parcel of land to the east; and Hoteling Way to the west.

The properties were formerly home to the Bickford and Huffman plant, a division of the American Seeding Machine Company, manufacturers of mechanical planters used in farming. The plant included a main building, coal and coke storage buildings, an iron storage building and a machine shop which was located along Main Street.

The previous use of the property as a manufacturing plant may have adversely impacted soil and/or groundwater beneath the property. This property will require a full Phase I ESA prior to development. Depending on the findings of the Phase 1, additional investigations may be warranted.

Former Bob's Body Shop (Site 5)

The Former Bob's Body Shop Site is located on a 0.23-acre parcel of land at 25 Erie Street, surrounded by an Erie Canal spillway and Canal Park to the north, Erie Street North to the south, across which are residences, vacant land to the east, and a residential property to the west. The property is a vacant one-story wood and vinyl sided building with one vehicle entrance ramp with associated overhead garage door in the center of the building. A vent pipe is located adjacent to the southwestern corner of the building, in the paved area of the property. This indicates that a petroleum storage tank may be located at the property.

The property operated as an automobile repair shop in the recent past. Numerous hazardous materials are associated with the maintenance and operation of an automobile repair shop. As such, this property will likely require a full Phase I ESA prior to redevelopment. A Phase II ESA may be required, including the installation of soil

borings and groundwater monitoring wells and the collection and analysis of soil and groundwater samples.

Former Infinite Audio (Site 6)

The Former Infinite Audio Site is located on a 0.12-acre parcel of land at 79 Main Street. A vacant two-story vinyl sided building with two vehicle entrances currently occupies the site.

The property operated as an automobile repair shop in the recent past. According to the 1905 Sanborn map of the area, this property formerly operated as a painting facility for the Bickford and Huffman plant, a division of the American Seeding Machine Company, manufacturers of mechanical planters. The property operated as an auto repair garage as well, as shown on the 1912 Sanborn map of the area.

A Phase I ESA was performed at the property; however, the current owner did not provide the findings of the assessment for review and inclusion in this study. Additional investigations may be warranted based on findings of the Phase I ESA.

Parking Lot, 95 Main Street (Site 7)

The Parking Lot site is located on a 0.65-acre parcel of land at 95 Main Street. The property is currently a vacant paved parking lot with remnants of building foundations. The property was formerly a gas station. The property is listed on the NYSDEC Spills database with one open spill and five closed spills. The property is also listed on the NYSDEC PBS database with seven removed underground storage tanks (USTs).

Numerous hazardous materials are associated with the maintenance and operation of automotive uses. Prior to any redevelopment of this site, a Phase I ESA is recommended to better understand the current extent of soil and groundwater contamination.

Municipal Parking Lot (Site 8)

The Municipal Parking Lot site is located on a 0.11 acre parcel at 109 Main Street. The property currently functions as a municipal, paved parking lot.

The property formerly contained a section of the Macedon Mills, a saw and grist mill, according to the 1905 and 1912 Sanborn maps of the area. The property is currently listed on the NYSDEC Spills database with one closed spill and is also listed on the NYSDEC PBS database with three removed underground storage tanks.

The former presence of multiple USTs indicates that this property may have been a gasoline and/or auto service center. As hazardous materials are often associated with the maintenance and operation of automotive uses, this property would require a Phase I ESA prior to further redevelopment.

KEY FINDINGS:

BROWNFIELDS

- **Several former auto-related uses will require further environmental screening prior to redevelopment.**
- **The former Berry Plastics Parking lot represents a significant opportunity for redevelopment. A Phase I ESA should be conducted on this site to further inform development alternatives.**
- **A Phase I ESA should be conducted on the Municipal Parking Lot site located at 109 Main Street prior to any potential redevelopment in the future.**
- **Potential development sites along Hoteling Way will require a Phase I ESA to determine potential environmental impacts from historic uses.**
- **Sites requiring Phase II ESAs prior to redevelopment include the Former Bob's Body Shop and the Canal Corporation property east of Route 350, including the former Berry Plastics Parking Lot.**

Vacant & Underutilized Sites (Map 7)

Properties identified as vacant and/or underutilized have greater short-term potential to undergo revitalization and reinvestment than active, functioning sites (see Map 7 and Table 4). In the absence of environmental contamination the redevelopment of these properties can be less complicated and require fewer resources and capital. The redevelopment of vacant and underutilized sites also presents opportunities to establish early momentum for revitalization efforts through highly-visible investments in 'low-hanging fruit' projects.

- Vacant and underutilized sites in the BOA Study Area were identified based upon meeting one or more of the following characteristics:
- Is vacant, according to NYS Real Property Classification System;
- Is improved, but with no active uses - for example, a vacant building;
- Is improved, but not functioning to the highest and best use - for example, a parking lot; and/or
- Is partially developed/utilized - for example, a large property containing a small structure or limited uses.

The Study Area includes 32 vacant and underutilized sites covering nearly 180 acres. More than half of this land area is contained in one site; a 97-acre wooded property located in the northwest corner of the Study Area.

In addition, a second large site covers nearly 29 acres straddling Ganargua Creek along the southwest portion of the Study Area, and accounts for 16 percent of vacant and underutilized sites. This site is almost entirely federal jurisdiction wetlands contained within the 100-year floodplain of Ganargua Creek, and therefore undevelopable.



Former Berry Plastics parking lot on Route 350.

Table 4: Vacant and Underutilized Sites

Ownership	Parcels	Acres
Private	22	152.9
Public	10	26.9
Totals	32	179.8

The underutilized parking lot along the Erie Canal formerly leased by Berry Plastics resides on a 54.35-acre site controlled by the Canal Corporation, yet only approximately 14 acres bounded by the current/former Erie Canal and Route 350 are considered underutilized. The 14-acre site represents a significant opportunity for waterfront redevelopment. In addition, a 13-acre undeveloped woodlot on the north side of the Canal across from the island also presents a development opportunity, though the property is currently landlocked.

A 15-acre lot currently under agricultural production is located north of the Canal and west of Route 350. Although currently utilized, this site is part of a larger 35-plus acre parcel that may potentially transition away from agricultural production in the future. This parcel's 1,500 feet of Erie Canal frontage within the Study Area represents a key development opportunity, particularly when considered in tandem with its access to Route 350 and elevated views of the Erie Canal, Lock 30 and Macedon Canal Park.

Of the 33 vacant and underutilized sites identified, 9 properties covering roughly 26 acres are under public control. Berry Plastics recently relinquished its lease on the 14-acre former parking lot, and the Canal Corporation is in the process of expanding its current lease with the Village of Macedon to include these lands. The public control of this property will greatly expand its development potential.

Included within the publicly-controlled properties are seven sites owned by the Village of Macedon, two of which are highly visible parking lots located along Route 31. The remaining publicly controlled lands are unlikely favorable for development due to size, configuration or environmental constraints. Identified vacant and underutilized sites are illustrated on Map 7.



Vacant land along Hoteling Way adjacent to Ganargua Creek.

KEY FINDINGS:

VACANT & UNDERUTILIZED SITES

- **The 14-acre former Berry Plastics parking lot represents a significant opportunity for waterfront development.**
- **The undeveloped 13-acre woodlot north of the Canal and east of 350 could be a sizeable development parcel for water-enhanced or residential uses, yet the site is currently landlocked and inaccessible.**
- **A 15-acre parcel north of the Canal currently under agricultural production could potentially transition to a high-value residential use.**



VILLAGE OF MACEDON WATERFRONT & DOWNTOWN REVITALIZATION STRATEGY

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Legend

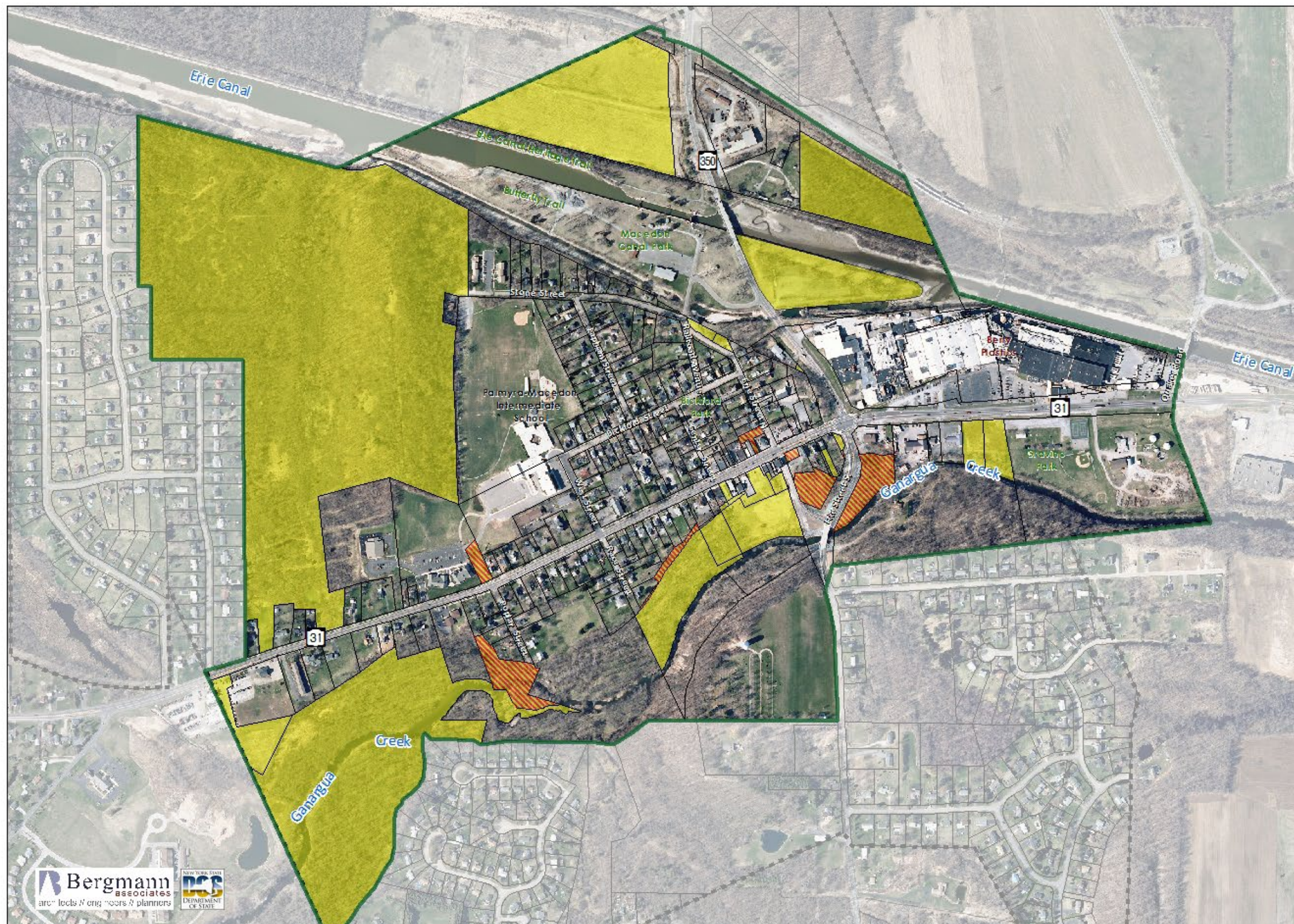
- Study Area Boundary
- Village Boundary
- Parcel Boundaries

Underutilized Parcels

- Privately-owned
- Publicly-owned



MAP 7 Underutilized Parcels & Developable Sites



Strategic Redevelopment Sites (Map 8)

A number of key sites and “areas” of strategic importance were identified during the planning process. These present potentially catalytic development opportunities, whereby investment could spur additional spin-off investment activity in surrounding areas. The following sites are considered strategic for the advancement of revitalization within the Village of Macedon:

- Macedon Canal Park;
- Northern Canal Properties;
- Creekside Access;
- Main Street Corridor; and
- Properties Along Route 31.

Macedon Canal Park (Sites 1, 2 & 3)

Opportunities for expanded utilization and development of user-friendly amenities in Macedon Canal Park make these sites a potential destination for residents and visitors in the Finger Lakes Region. The sites provide opportunities for open space, passive and active recreation, historic interpretation and water-dependent and water-enhanced uses. The presence of two eras of Erie Canal prism and functioning locks, a boat launch, fishing pier and over 1,000 feet of canal frontage make this park a unique public amenity within Macedon, Wayne County and the Rochester region.



Former Infinite Audio site.

The redevelopment of the commercial properties between Railroad Avenue and Route 350 and the Canal Corporation-owned site east of Route 350 would further enhance Macedon Canal Park as a destination. The Village should continue to leverage the potential visitors generated by the Erie Canal and Erie Canalway Trail through amenity, wayfinding and comfort improvement to Macedon Canal Park.

Northern Canal Development (Sites 4 & 5)

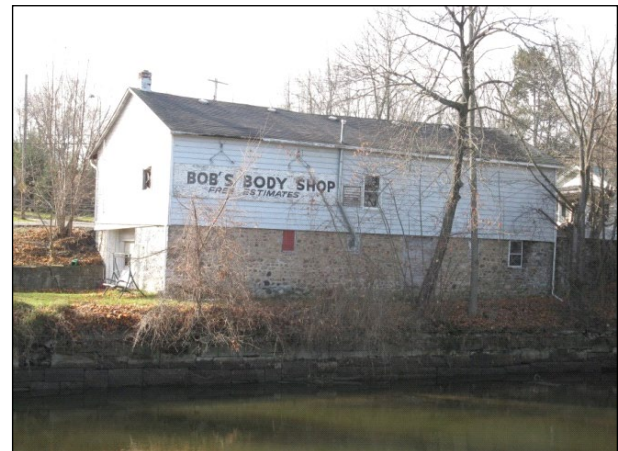
Underutilized parcels north of the Erie Canalway Trail provide a unique location for canalside residential development. Such development would activate the commercial and park properties surrounding the Canal and provide alternative housing options within the Village.

Creek Access (Site 6)

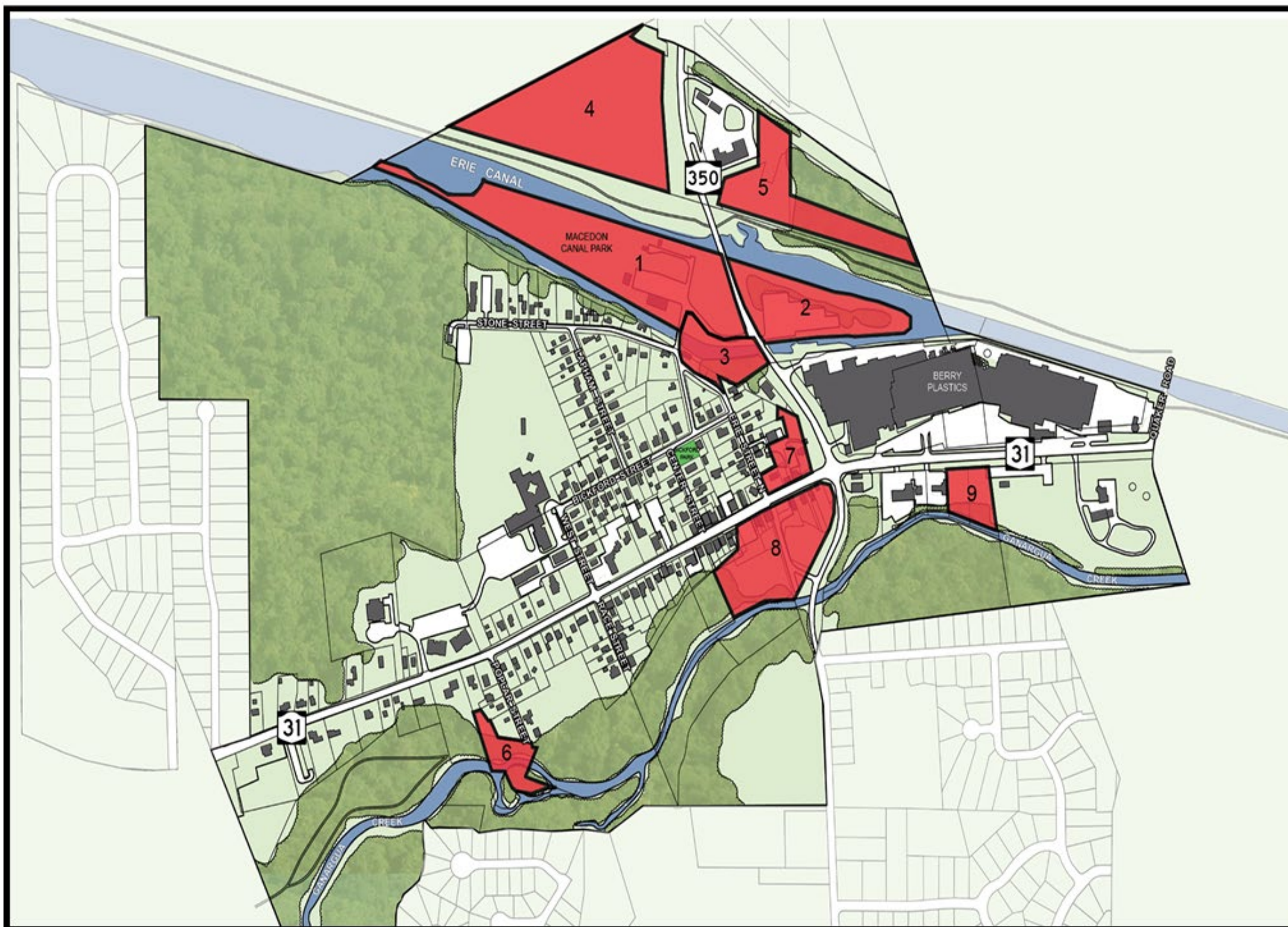
For optimum enjoyment of Ganargua Creek, a formalized public access point is required. The publicly-owned site at the end of Poplar Street provides the opportunity for creekside access.

Main Street Corridor (Sites 7 & 8)

The Main Street Corridor between the western Village line and Route 350 experiences over 23,000 vehicular trips per day. This level of traffic is sufficient to support significant retail and commercial investment, as seen by the intensity of development west of the Village in the Town of Macedon. Individual sites as well as multiple sites assembled together create significant redevelopment opportunities along Main Street.



Former Bob's Body Shop as seen from Macedon Canal Park.



VILLAGE OF MACEDON WATERFRONT & DOWNTOWN REVITALIZATION STRATEGY

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Legend

■ Strategic Sites



MAP 8

Strategic Sites

E. Main Street (Route 31) Commercial (Site 9)

Two adjacent vacant properties on the south side of Route 31 abutting Gravino Park have the opportunity to support approximately 8,000 to 10,000 square feet of commercial development, such as a small plaza or individual commercial use. The two properties are being considered in tandem as one strategic site to maximize redevelopment potential. The development of this site will strengthen the appearance and vitality of the East Main Street Corridor, increase employment opportunities in the Village and add services currently unavailable in the community.

Land Ownership Patterns

(Map 9)

Property ownership patterns can provide a better understanding of redevelopment potential within a community and can significantly impact the type and progress of revitalization. Public property ownership can often speed the pace of revitalization, while redevelopment of privately-owned properties can be impacted by unwilling or unable property owners. Engaging both public and private property owners throughout the revitalization process will help improve the speed, efficiency and effectiveness of revitalization initiatives.

There are 214 privately-owned parcels and 18 publicly-owned parcels within the Village of Macedon Waterfront & Downtown BOA. Despite accounting for only 8 percent of all parcels within the BOA, publicly-owned parcels account for nearly 29 percent of total land area (refer to Table 5). Publicly-owned properties within the study area are illustrated on Map 9.

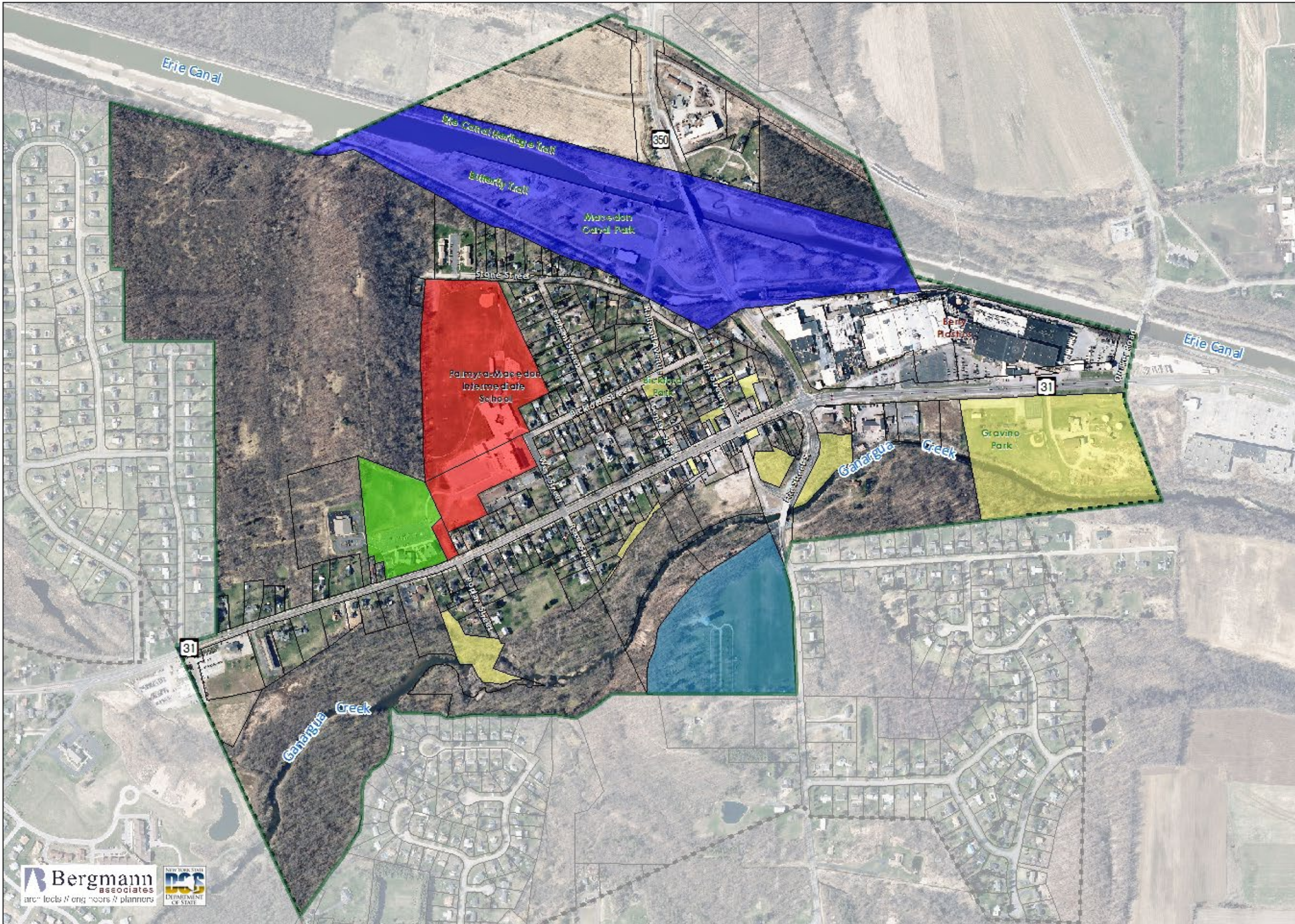
Public Ownership

Table 5 - Public Land Ownership

Public Entity	Parcels	Total Acres
NYS Thruway Authority	1	54.4
Village of Macedon	12	33.6
Palmyra Macedon CSD	3	22.9
Macedon Cemetery	1	16.8
Town of Macedon	1	6.3
Totals	18	134

New York State Thruway Authority

The largest landowner of public properties within the study area is the New York State Thruway Authority (NYSTA), through its subsidiary, the New York State Canal Corporation. NYSTA owns one 54 acre parcel (12 percent of total BOA land area), corresponding to the Erie Canal corridor, Lock 30

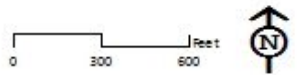


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Legend

- Study Area Boundary
- Village Boundary
- Publicly-Owned Parcels**
 - Village of Macedon
 - Macedon Village Cemetery
 - Town of Macedon
 - Palmyra Macedon CSD
 - NYS Thruway Authority



MAP 9 Ownership

and the Erie Canal Heritage Trail right of way. NYSTA also owns the island containing Macedon Canal Park and the Macedon Fire Department west of the Route 350. East of Route 350, the island contains a vacant former parking lot, historically utilized under a long-term lease agreement by employees of Exxon-Mobil.

Village of Macedon

The Village of Macedon is the second largest public land owner in the study area, controlling approximately 34 acres of land on 12 parcels. The Village of Macedon owns 24 percent of all publicly-owned land and 7 percent of total parcel land area within the BOA. Village-owned parcels include the Gravino Park/Village Wastewater Treatment Plant property, Village Hall, Bickford Park, a section of former mill race right-of-way east of Race Street and public parking lots in the heart of the Village west of the Route 350 intersection. The Village also owns two parcels with frontage on Ganargua Creek, including a 3 acre parcel at the end of Poplar Street and a 3 acre parcel along the east side of the realigned Erie Street South, just south of the Sunoco Express Mart. These Village-owned properties along Ganargua Creek offer potential locations for the public to access the Creek for fishing, canoeing, kayaking and swimming.

Other Public Lands

The third largest public land owner within the study area is the Palmyra-Macedon School District, which owns 22.9 acres over three parcels, all associated with the Palmyra-Macedon Intermediate School located in the central portion of the study area.

The Village of Macedon owns one 17-acre parcel in the south-central portion of the study area, associated with the Village of Macedon Cemetery, which sits on a ridge overlooking Main Street and Ganargua Creek. While redevelopment of the property is likely limited to a cemetery, the property is strategically-located between downtown Macedon and a number of residential subdivisions in the southern portion of the Village. The property has been identified as a potential linkage corridor for a ridge top trail or Ganargua Creek Greenway Trail that would provide safe access for Village

residents to Main Street, the Intermediate School, the library and the Erie Canal/Macedon Canal Park.

Key Privately Owned Sites

Berry Plastics Complex

The 23.6 acre Berry Plastics Complex, located northeast of the intersection of Routes 31 and 350, houses a 600,000 square foot industrial facility. The current owner, Berry Plastics, utilizes the site for the production of plastic food packaging and employs approximately 600 people at this location.

321 Route 350

The agricultural parcel located at 321 Route 350 in the northwest section of the Village sits largely fallow due to drainage issues. Fifteen of the parcel's 45 acres are located within the Village.

5 Route 350

This 2.8 acre low-density residential property is located between Lawson Whiting, Inc. and the Erie Canalway Trail and is being considered for sale.

11 Route 350

This 1.3 acre low-density residential parcel is affiliated with the adjacent Lawson Whiting, Inc.

1933 O'Neil Road

The 100+ acre property located at 1933 O'Neil Road is partially located within the Study Area. An undeveloped 7 acre portion of the site is located in the northeast section of the Study Area along the Erie Canalway Trail.

KEY FINDINGS:

OWNERSHIP

- **Nearly 1/3 of the Study Area is under public control, though the development opportunities for much of this land are limited due to environmental constraints.**
- **The publicly-controlled Macedon Cemetery could provide additional lands for public use along Erie Street, as well as a through connection for a multi-use trail between southern neighborhoods and Main Street.**

Parks and Open Space Resources (Map 10)

The Village of Macedon Waterfront & Downtown BOA contains numerous parks and open space resources within a relatively compact geographic area. All parks and open space areas within the BOA are located within a short walk from Main Street and the Erie Canal, making these amenities attractive to tourists and boaters visiting the study area. Map 10 identifies the parks, open spaces and recreation resources located within the study area. Dedicated parks comprise approximately 37 acres within the study area, or eight percent of the total land area within the BOA.

The Village of Macedon Waterfront & Downtown BOA contains three dedicated public parks: Macedon Canal Park, Bickford Park and Gravino Park. The BOA also contains an 18 acre parcel owned by the Palmyra-Macedon School District that contains athletic fields and playground equipment for the Palmyra-Macedon Intermediate School open for public use.



Lock 30 at Macedon Canal Park.



Boat along the Erie Canal.

PARKS & RECREATION FACILITIES

Macedon Canal Park

Macedon Canal Park is located on the 54 acre NYSTA-owned parcel in the northern portion of the study area. The park portion of these land holdings includes approximately 17 acres on the island south of the main canal, west of Route 350. Park programming includes a pavilion, outhouses and picnic tables, as well as a boat launch into the historic Erie Canal on the south side of the island. Macedon Canal Park also represents one of the only sites on the Erie Canal that permits camping for boaters or hikers and bikers traveling along the Erie Canal on land maintained by the Village under a lease agreement with the NYSTA.

In 2012, the Village of Macedon in partnership with



Gravino Park pavilion.

NYSTA, the Macedon Village Pride Committee and Trailworks, Inc., dedicated the Butterfly Nature Trail within Canal Park. The trail dedication completed a project that involved removal of invasive species on the island's western tip, the installation of an accessible trail bed and the planting of flower species favored by local species of hummingbirds and butterflies.

The Village considers Macedon Canal Park a primary driver of economic development in the community through its linkage with the Erie Canal. Potential enhancements to the park that would improve its user-friendliness and attractiveness to boaters include:

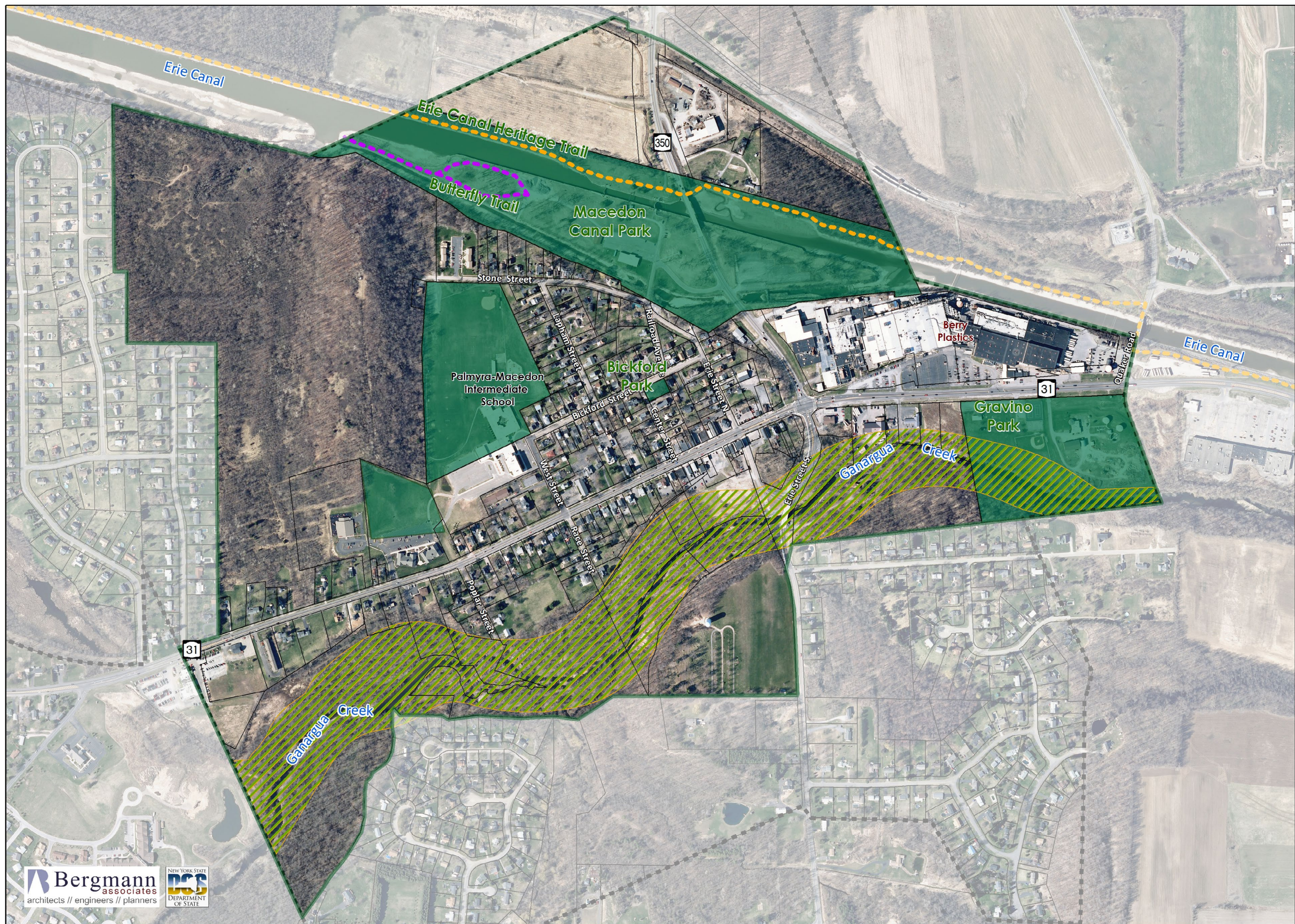
- Permanent restroom and shower facilities;
- Transient boat docks;
- Wayfinding and information services; and
- Opportunities for overnight accommodations to leverage the park's status as a preferred campground along the Erie Canal.

Gravino Park

Gravino Park is owned and maintained by the Village of Macedon as part of the 20 acre site shared with the Village Waste Water Treatment Plant. Gravino Park is heavily used by the community and is home to the Pal-Mac Youth Baseball League. Gravino Park contains a number of amenities, including:

- Two youth baseball diamonds with enclosed bullpen;
- Restroom and concession facilities;
- Two enclosed tennis courts;
- Enclosed basketball court;
- Playground equipment;
- Gazebo and pavilion; and
- 70-car visitor parking.

The park also contains approximately 700 linear feet of frontage along Ganargua Creek. However, no

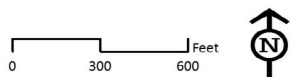


VILLAGE OF MACEDON WATERFRONT & DOWNTOWN REVITALIZATION STRATEGY

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Legend

- Study Area Boundary
- Village Boundary
- Erie Canal Heritage Trail
- Butterfly Trail
- Open Space
- Public Parks



MAP 10 Parks & Open Space

formal access point to the Creek is provided within the park. Gravino Park is located immediately east of two vacant parcels which the Village of Macedon has indicated as potential locations park expansion. Potential amenities for the expanded portion of Gravino Park suggested by the Village and members of the public have included areas of open space, additional parking, an enclosed community center and additional field space for the Pal-Mac Youth Baseball League.

Bickford Park

Bickford Park is a small pocket park located at the intersection of Center Street and Bickford Street in the heart of the Village's oldest residential neighborhood. The 0.3-acre park is well shaded by several mature trees and contains a small gazebo structure and interpretive elements. The park is within ¼ mile of nearly all BOA residences north of Route 31, providing passive recreation opportunities within a five minute walk. The centrally located public space is large enough for public and private events. Potential improvements to support expanded use of the space by the community include seating and/or picnic tables and a source of electricity.

Palmyra-Macedon Intermediate School

The Palmyra-Macedon School District owns an 18 acre property immediately north of the Palmyra-Macedon Intermediate School that is used by the District and the public for sports and recreation purposes. The property contains field space utilized by the district for scholastic lacrosse, soccer,

football, baseball and softball, with accessory benches, dugouts, walking paths, spectator bleachers and parking areas. A concession/rest room facility is located in the southeastern portion of the property, however it is only open during select district sporting events. The property also contains a large playground space that is available to students of the school and the general public.

OPEN SPACE RESOURCES

Open space resources within the Study Area include the Erie Canal and Ganargua Creek, which enhance the visual aesthetics of the Village while also providing recreational opportunities.

Erie Canal

The Erie Canal represents' the largest recreational resource within the Village of Macedon, providing opportunities for water-dependent recreation such as kayaking, boating, and fishing. The waters of the Erie Canal are accessible via a boat launch on the south side of Macedon Canal Park and boat docks near the Route 350 overpass. Additional recreation opportunities exist along the Canal, such as the Erie Canal Heritage Trail and the Village of Macedon Butterfly Trail.

Erie Canal Lock 30 is within Macedon Canal Park, and residents can view the operations of the Lock mechanism throughout the navigation season which occurs from early May to November, dependent upon weather. Peak navigation season is late May to early September, with daily lock operations during this period from 7am to 10pm.



Family camping in Macedon Canal Park.



Bicyclists and roller bladders utilizing the Erie Canalway Trail.

Future opportunities include improved access to shore-based facilities for boaters.

Ganargua Creek

Ganargua Creek and adjacent uplands are a significant open space resource within the Village. The creek corridor functions as informal open space, providing an unofficial “greenway” and potential recreation corridor bisecting the community. Most of the properties along the corridor are privately-owned, and no formal public or boating access points are located along the Creek, limiting the public’s ability to utilize this resource.

The Village of Macedon owns a three acre parcel at the terminus of Poplar Street in the southeastern portion of the study area which could provide the potential for public access to Ganargua Creek in the future. Additional opportunities, currently unrealized, for public access exist at Gravino Park. Ganargua Creek is considered a prime kayaking facility in the Finger Lakes Region, and the Village should strive to improve access and enjoyment opportunities of this resource.

Macedon Cemetery

The 17-acre Macedon Cemetery property includes approximately 7 acres of open space down-slope and away from the active burial site, portions of which could be utilized for expanded public access from adjacent neighborhoods. A section of sidewalk along South Erie Street abutting the Macedon Cemetery property also presents an opportunity for transition to a widened multi-use trail to provide enhanced safety for residents south of Ganargua Creek to access downtown Macedon.

TRAILS AND BIKE ROUTES

The Study Area is crossed by the Erie Canalway Trail, a network of approximately 300 miles of multi-use trails across upstate New York. The Canalway Trail follows the towpath along the south side of the Erie Canal west from the Village of Palmyra and crosses the canal via the O’Neil Road Bridge to the north side of the canal to Canandaigua Road and west to the Village of Fairport. Trail access within the

Study Areas is provided at O’Neil Road and via an unimproved, informal driveway off of Route 350.

The Village of Macedon recently completed a nature trail complete with seating and plantings to attract butterflies. The Butterfly Trail was developed largely through volunteer efforts in association with the Village’s Department of Public Works. The trail is located at the western end of Macedon Canal Park and loops through a wooded area to a vantage point at the western tip of the island.

KEY FINDINGS:

PARKS & OPEN SPACE

- **Every Study Area household is within a 5-minute walk to recreational and open space resources.**
- **A 7-acre portion of the Macedon Cemetery property fronting along Erie Street could potentially be utilized for enhanced public access between Main Street and adjacent neighborhoods.**
- **Gravino Park and Poplar Street offer opportunities for public access to Ganargua Creek.**
- **With limited investment, Bickford Park could be enhanced to support more formalized gatherings through the addition of seating and electric service.**
- **Gravino Park is a significant active recreational asset in need of expanded programming, parking and open spaces.**
- **Macedon Canal Park is the Village’s primary gateway for visitors along the canal and should offer expanded comfort, wayfinding and service amenities for boaters and residents.**

Significant Buildings (Map 11)

OVERVIEW

Significant buildings include structures of significant size, buildings with high redevelopment potential, buildings with the potential for adaptive reuse or buildings with the potential to act as a catalyst for revitalization within the Village. Similar to the properties identified as brownfields, site profile forms detailing site, building and environmental characteristics were completed for the identified key buildings, and are located in Appendix B. Map 11 illustrates the locations of identified key buildings within the BOA. A brief description of each key building is included below.

SUMMARY OF SIGNIFICANT BUILDINGS

Berry Plastics

The 23.6 acre Berry Plastics complex is located northeast of the intersection of New York State Routes 31 and 350 along the eastern gateway to the Village of Macedon. The roughly 600,000 square foot building sits on three separate parcels and was constructed beginning in the 1950's for the production of polyethylene films and packaging. Since then, the building has been utilized by a variety of companies, including Exxon-Mobil, Pactiv Advanced Packaging Solutions, and Macedon Films and Pliant Corporation. Currently, Berry Plastics utilizes the plant for the production of plastics bags used for packaging bread, tortillas and other food products across the country. Berry Plastics is one of the major employers in Wayne County, employing approximately 600 people at the facility in Macedon.

Former Infinite Audio Site

The former Infinite Audio Site is located at 79 Main Street in the central portion of the study area. The 3,276 square foot two-story building was constructed in 1940 on the site of the former



Berry Plastics Complex as seen from West Main Street.

Bickford & Huffman plant painting facility, and was historically the location of the municipal fire hall, a car repair shop and most recently an automobile audio installation facility. The second floor of the building was renovated as a 1,600 square foot three-bedroom apartment. The privately-owned property, located adjacent to Village Hall, is currently vacant and for sale.

73 Main Street

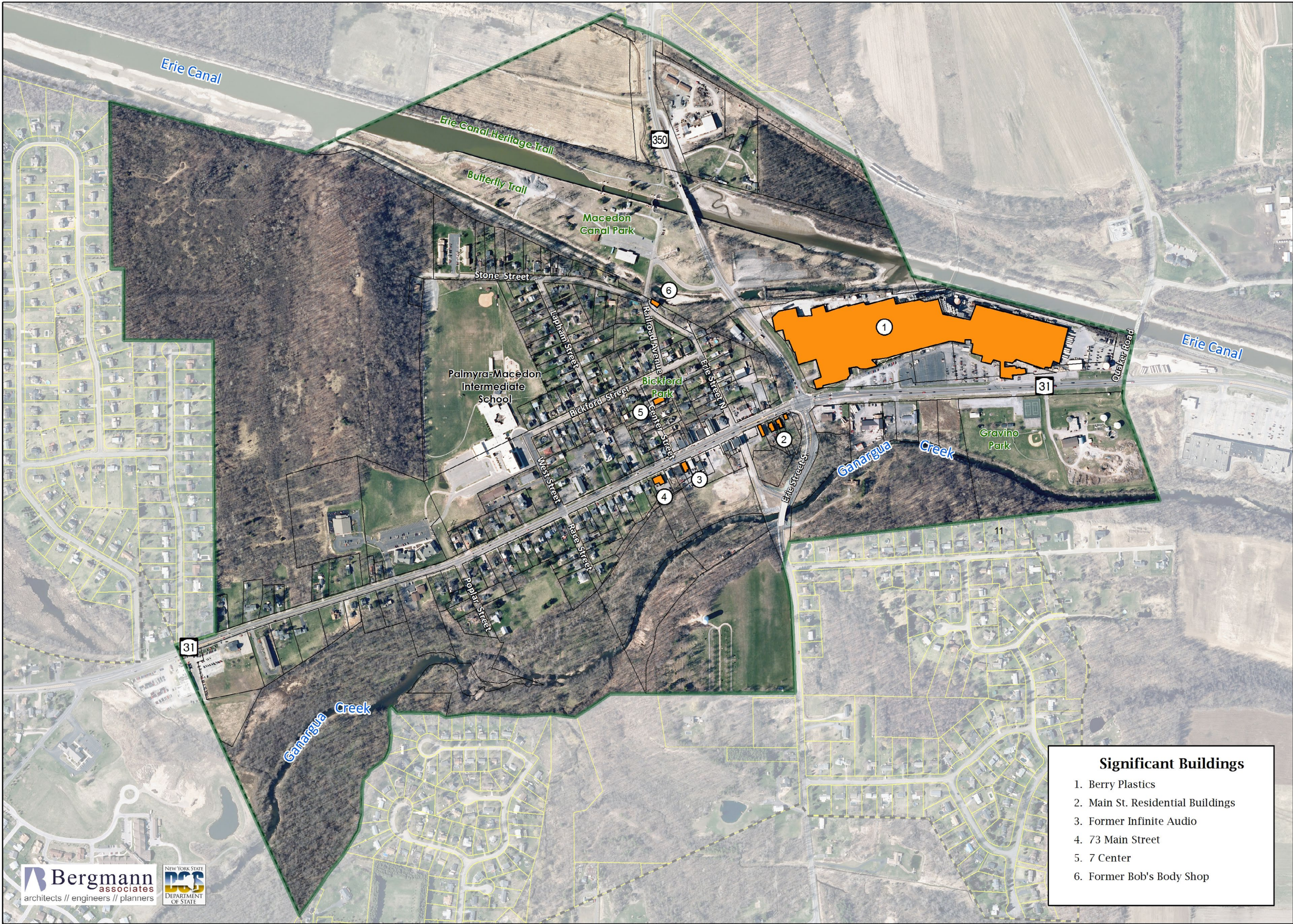
The 0.51 property located at 73 Main Street in the heart of the Village's downtown and contains a 2,450 square foot building built in 1920. Originally a private residence, the two-story building was most recently used as office space for the Macedon Partners Association. The privately-owned building is currently vacant and for lease.

7 Center Street

The former Church of the Good Shepherd (Universalist), currently known as "7 Center," is located at 7 Center Street in the central portion of the study area. The building was constructed and dedicated in 1873. After serving as a church, the building housed the Macedon Town Hall and Public Library into the 20th century. The building was purchased in early 2012 and was renovated into residential and commercial/office uses.

Former Bob's Body Shop

The former Bob's Body Shop is located at 25 Erie

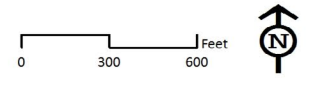


VILLAGE OF MACEDON WATERFRONT & DOWNTOWN REVITALIZATION STRATEGY

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- Legend**
- Significant Buildings
 - Nomination Study Boundary
 - Village Boundary
 - Study Area Parcels
 - Village Parcels

- Significant Buildings**
1. Berry Plastics
 2. Main St. Residential Buildings
 3. Former Infinite Audio
 4. 73 Main Street
 5. 7 Center
 6. Former Bob's Body Shop



MAP 11 Significant Buildings

Street in the north central portion of the study area. The one-story wood building is located on a 0.23 acre parcel that overlooks the original enlarged Erie Canal bed and Macedon Canal Park. The privately-owned building is currently vacant.

Main Street Residential Buildings

Four single-family and multi-family residential



Former Bob's Body Shop as seen from Erie Street North.

buildings are located on the properties southwest of the intersection of New York State Routes 31 & 350. Privately-owned properties between 113 Main Street and 119 Main Street are situated on a combined 1.3 acres of land and located at the most prominent intersection in the Village. The sites are also strategically located at the eastern edge of the Village's downtown. The prime location of these properties provides opportunities for higher-density development which supports the vision for an expanded and revitalized downtown such as goods and personal services.

KEY FINDINGS:

SIGNIFICANT BUILDINGS

- **Several highly visible structures along Main Street are vacant and available for reuse to serve as catalysts for wider reinvestment within the Study Area.**
- **The visual prominence of the Berry Plastics complex in the northeast quadrant of the Village represents a significant opportunity for gateway, streetscape and landscape enhancements.**
- **The majority of significant buildings are limited footprint structures that will cater to local, small-scale businesses.**
- **The former Bob's Body Shop offers an opportunity for a water-enhanced use, small commercial use and/or canal interpretation related to the former Erie Canal prism and Macedon Canal Park.**

Historic or Archaeologically Significant Areas (Map 12)

Since first being settled in 1789, the Village of Macedon has been molded by the rich agricultural setting of the surrounding countryside and the presence of the Erie Canal. The Erie Canal was constructed between 1817 and 1825, with the Village of Macedon portion completed in 1823. Soon after the Canal became fully operational, the low-lying area that is now the present-day Village of Macedon began to develop in support of Canal-related transport. The first lots in the Village were surveyed and sold in 1830, leading to the incorporation of the Village in 1856. The development of several mills and a mill race along Ganargua Creek coupled with the presence of the Erie Canal and the routing of the New York Central and West Shore Railroads through the Village established Macedon as an important inland Erie Canal port. Macedon also served an important role in the industrialization of Wayne County as the home of Bickford & Huffman, a world-renowned producer of fertilizer grain drills. Today, although no State or National Register-listed properties or structures are located within the Village of Macedon, a number of locally-important historic resources remain within the BOA (refer to Map 12).

NATIONALLY RECOGNIZED HISTORIC RESOURCES

Erie Canalway National Heritage Corridor

The Erie Canalway National Heritage Corridor was established by the U.S. Congress in 2000, placing national recognition on the significance of the Erie Canal upon the history of the United States. National Heritage Areas and Corridors are established in order to encourage the preservation and appreciation of historic resources within a designated area.

The Erie Canalway National Heritage Corridor spans 524 miles across Upstate New York; from Buffalo to Albany along the Erie Canal, the Cayuga-Seneca Canal and the Oswego Canal, and from Albany north to Whitehall along the Champlain Canal. Nearly 3 million people within 23 counties call the 4,834 square mile Erie Canalway National Heritage Corridor home. The entire Village of Macedon is located within the designated corridor boundary. The location of the Village and its Waterfront & Downtown BOA within the Erie Canalway National Heritage Corridor makes the Village of Macedon an integral partner in tourism promotion and economic development activities of the Corridor and the National Park Service. Canal-related activities sponsored by the Corridor within the Village of Macedon, including Canal Opening day, Cycling the Erie Canal, the Canal Clean Sweep, the Canal Splash and Autumn on the Erie brings visitors into the Village of Macedon each year during the Canal's open season.

LOCALLY RECOGNIZED HISTORIC SITES

The Bickford Home

The Bickford Home is a Victorian era residence built in 1860. The Bickford Home is located at 56 Main Street, in the central portion of the study area, and was originally home to Lyman Bickford, a founding member of Bickford & Huffman Fertilizer Grain Drills. The residence remained in the Bickford family until 1967, when it was purchased by the Schumacher Family. The house was operated by the Schumacher's as a home for disabled veterans regulated by the Federal Veterans Administration. The home was licensed by the New York State Department of Health in 1982 for 24 occupants, and the Schumacher's currently operate the residence as an elder care and assisted living facility.



Bickford Home, circa 1913.

The Church of the Good Shepherd (Universalist)

The former Church of the Good Shepherd (Universalist) is located at 7 Center Street in the central portion of the BOA. The building was constructed and dedicated in 1873. After serving as a church, the building housed the Macedon Town Hall and Public Library into the 20th century. The building was purchased in early 2012 and is being renovated with a new identity as “7 Center.”

The First Baptist Church Of Macedon

The building for the First Baptist Church of Macedon was originally built in 1835 on the former Lemuel Spear property, just east of the Village on Quaker Road. The building was moved from that site to its current site at 58 Main Street in 1835.

Macedon Village Cemetery

Macedon Village Cemetery is a 17-acre parcel located on the north slope of Hemlock Hill, in the south-central portion of the study area. The cemetery was established in 1851, and includes the burial plots of some of Macedon’s most notable families, including the Bickford’s, the Huffman’s and the Lapham’s, as well as a number of Civil War veterans. The cemetery is currently actively used for internments, and is owned and operated by the Village of Macedon.

Macedon Village Hall

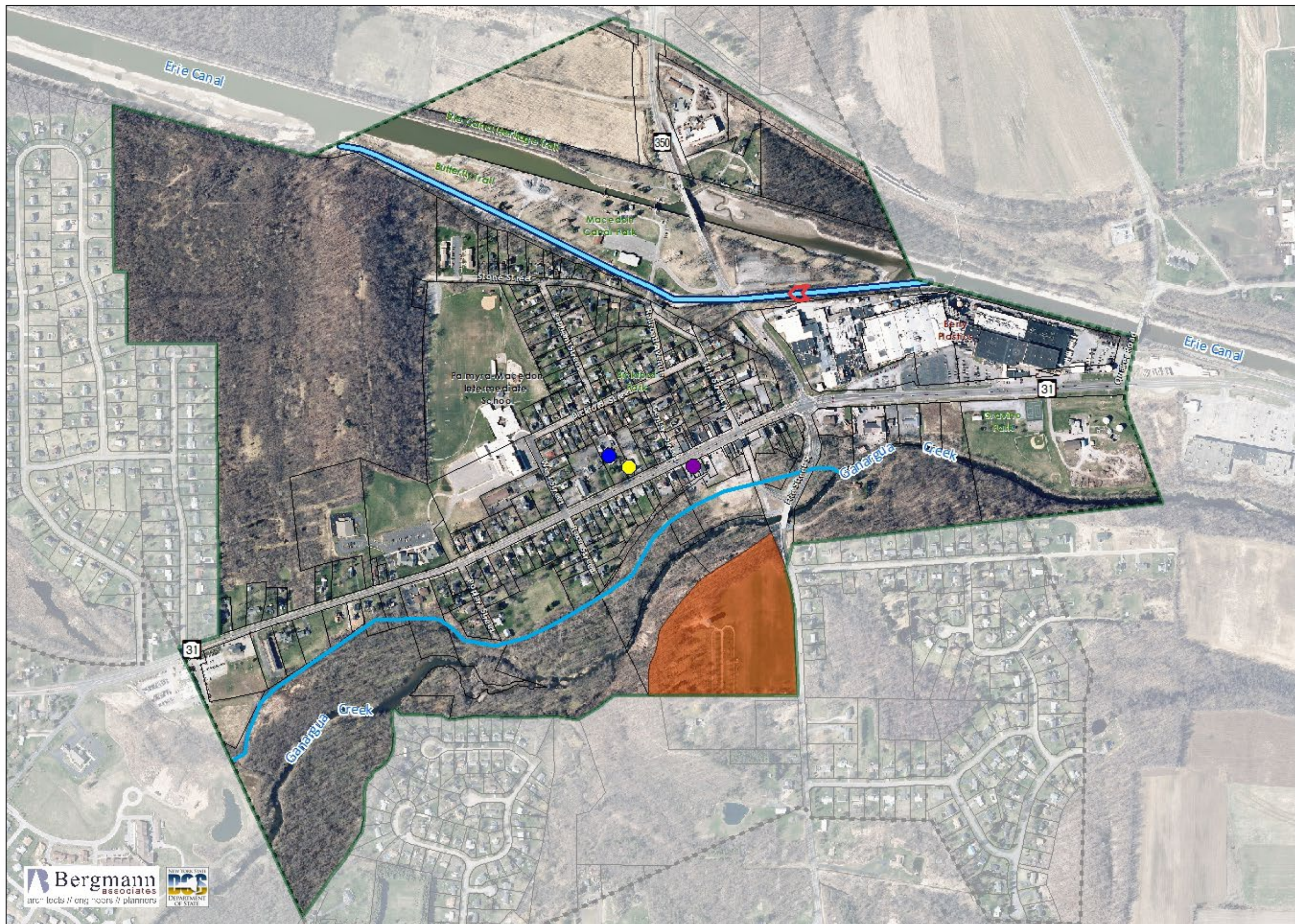
Macedon Village Hall is located within the former First National Bank building at 81 Main Street in the center of the study area. Built in 1910. The Village Hall retains a number of historical elements that date to the original First National Bank, including teller counter space and the original 10-foot diameter Mosler steel bank vault with an operational door.



Former First National Bank, now current Village Hall.

Former Mill Race

The former Mill Race for a number of Macedon’s mills and factories was historically located between Ganargua Creek and Main Street. The race diverted water from Ganargua Creek and was used to power the mills of Macedon. A number of Macedon’s most notable mills, including the Gannett Flour Mill and the Bickford & Huffman Factory Complex were located along the Mill Race during the 19th and early 20th centuries. Portions of the mill race still exist in the southwestern portion of the study area, west of Poplar Street. The Village owns a portion of the historic race at the southern end of Poplar Street, which may provide opportunities not only for public access to Ganargua Creek, but also historical interpretation and industrial tourism associated with the race.

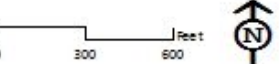


VILLAGE OF MACEDON WATERFRONT & DOWNTOWN REVITALIZATION STRATEGY

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Legend

- Study Area Boundary
- Village Boundary
- Macedon Village Cemetery
- Enlarged Erie Canal Lock 61 (1842)
- Former Mill Race Route
- Enlarged Erie Canal Route
- First Baptist Church of Macedon
- The Bickford Home
- Former Church of the Good Shepherd (Universalist) "7 Center"
- Village Hall (former First National Bank)



MAP 12 Historic Resources

KEY FINDINGS:

HISTORIC RESOURCES

- The Village should capitalize upon its location within the Erie Canalway National Heritage Corridor through local and regional tourism promotion and economic development.
- The Village has a wealth of historic Main Street buildings that create a pleasant environment to attract tourists and area residents, and function as a destination for goods and services.
- The historic race at the southern end of Poplar Street may provide opportunities for historical interpretation and industrial tourism.
- The Village's Design Guidelines provide advanced regulatory protections and requirements to ensure development along Main Street is high quality and of an appropriate scale and character for Macedon.

Transportation Systems

(Map 13)

The Village of Macedon Waterfront & Downtown BOA is served by a variety of transportation options, including two New York State Routes, the Erie Canal, a regional bus route, active freight railroad lines, multi-use trails and sidewalks located along most Village streets. Transportation systems within the Study Area are illustrated on Map 13.

ROADWAYS

New York State (NYS) Route 31 is considered a gateway to Wayne County from the Greater Rochester area. NYS Route 31 traversing the Village of Macedon. NYS Route 31 is owned and maintained by NYSDOT, and is classified as a Principal Arterial. Highway boundaries are classified as “with access,” meaning that private driveways for developments and residents are allowable by permit. The roadway consists of one 12-foot lane in each direction with auxiliary turn lanes at intersections, with eight to ten foot wide shoulders. NYS Route 31 within the Village of Macedon’s downtown includes nine-foot wide parking lanes, with portions of the roadway within the Village curbed. The posted speed limit is 30 MPH inside the Village of Macedon.

Annual Average Daily Traffic (AADT) volumes in 2012 were obtained from the NYSDOT Traffic Data Viewer for Route 31 within the BOA. Route 31 west of its intersection with Route 350 possesses an AADT of 23,368 vehicles. East of this intersection, Route 31 possesses an AADT of 11,931 vehicles. In 2008 the NYSDOT completed a rehabilitation project within the Study Area in which the asphalt pavement on Route 31 was resurfaced, intersection turn lanes were added, pavement markings were upgraded, signing was replaced, and new traffic signals were installed.

The Village of Macedon’s NYS Route 31 Circulation, Accessibility, and Parking (CAP) Study contained a crash analysis for NYS Route 31 within the BOA covering the period from July 2004 through June 2007. In general, the CAP Study found that approximately one-third of the crashes resulted in at least one personal injury, with the majority of all crashes within the village attributed to following too closely, unsafe speed, driver inattention or failure to yield the right-of-way. The overall crash rate along NYS Route 31 within the Village of Macedon was found to be lower than the average rate for similar facilities statewide. No clusters of crashes were identified.



Route 31 (Main Street) is the primary transportation corridor in the Village.

Ontario Center Road also travels north to south. It carries NYS Routes 31F and 350 from NYS Route 31 within the BOA north to Macedon Center Road. The highway is also owned and maintained by the NYSDOT and classified as a Minor Arterial. The roadway generally has one 12-foot wide travel lane in each direction with a ten-foot shoulder. The posted speed limit is 30 MPH within the Village. The estimated AADT for Route 350 within the Village is 5,281 vehicles.

The CAP Study measured the Level of Service (LOS) at several key intersections along Route 31, including the Route 31/Route 350 intersection within the BOA. LOS is a qualitative measure describing how motorists and passengers perceive factors influencing the degree of congestion at an intersection. These factors include travel time,

volume, speed, and delay. LOS range from A to F. Level of Service A represents excellent operating conditions while LOS F describes highly congested conditions with substantial delays. The Route 31 Corridor Study graded the Route 31/Route 350 intersection as an LOS B, with a mean wait time of 10 seconds during the morning peak and a mean wait time of 11 seconds during the afternoon peak.

PEDESTRIAN & BICYCLE INFRASTRUCTURE

The Study Area is well developed with a broad range of land uses including residential, commercial, service, industrial, and public development. Local generators of pedestrian traffic include commercial buildings along NYS Route 31, the Erie Canalway Trail and residential areas of the Village of Macedon.

Sidewalks

Sidewalks exist along NYS Route 31 and along most local streets within the Village of Macedon Waterfront & Downtown BOA. Sidewalks are generally four to five feet wide exclusive of additional snow storage area downtown and are maintained by the Village Department of Public Works. The sidewalks are generally in fair to good condition based upon field observation.

Bike Routes

NYS Route 31 is part of NYS Bicycle Route 5, a statewide bicycle route connecting Buffalo and Albany. Bicyclists also share the pavement with motorized vehicles within BOA. As stated in the Village of Macedon's CAP Study, existing shoulders within the Study Area are generally adequate for bicyclist accommodation with the exception of those areas adjacent to the NYS Routes 31F and 350 intersection.



The Village sidewalk network is well connected throughout the Study Area.

Erie Canal Heritage Trail

The New York State Canalway Trail System is comprised of a network of more than 260 miles of existing shared-use, recreational trails across upstate New York. The Western New York segment of the Erie Canal Heritage Trail runs through the BOA. This segment is designated as a National Recreation Trail and has numerous access points, primarily where local roads intersect. Trail users include hikers, bicyclists, cross-country skiers, horseback riders and snowmobilers (in some sections). Trail surfaces include pavement, stone dust, and gravel.

Within the BOA, there are two access points to the Erie canal Heritage Trail. The only access point with ancillary parking is located just west of Route 350 where the trail crosses the BOA north of Lock 30. A second access point is located at the intersection of Quaker Road and Main Street, where the trail crosses from the south shoreline of the Canal to the north shore.

Butterfly Trail

The Butterfly Trail, a pedestrian-only nature trail within Macedon Canal Park, offers an additional off-road opportunity for pedestrian circulation. In 2012 the Village of Macedon, in partnership with NYSTA, the Macedon Village Pride Committee and Trailworks, Inc., dedicated the Butterfly Nature Trail. Upon completion, the Butterfly Trail project removed invasive species in the western portion of Macedon Canal Park, installed an accessible trail bed and planted flower species favored by local species of hummingbirds and butterflies. Additional picnic tables and amenities are planned in this area to support trail users.



The Butterfly Trail in Macedon Canal Park.

PARKING

A portion of NYS Route 31 (Main Street) within downtown Macedon contains nine-foot wide parking lanes to accommodate on-street parking. The wide expanse of pavement is what remains of drive-in, diagonal parking that once existed along Main Street. Similar configurations still exist in other Erie Canal Villages, including neighboring Palmyra. The Village contains two publicly-owned off-road parking lots. The most prominent, known as “Old Erie Square,” is located at the corner of Hoteling Street and Main Street west of the Route 31/Route 350 intersection. Old Erie Square contains parking for approximately 15 vehicles, and is within close walking distance to downtown Macedon. A second parking lot located north of Main Street between Erie Street North and Center Street contains approximately 14 parking spaces.

RAILROADS

A dual track runs along the northern boundary of the BOA. The rail corridor is owned by CSX, which operates a Class I Freight Railroad service. Class I railroads are primary corridors, carrying interstate traffic and generating annual revenues in excess of \$250 million. Additionally, AMTRAK operates a Class VI Passenger Service under a shared use agreement with CSX. The corridor is heavily used, with approximately 55 Class I freight trains and 7 Class VI passenger trains passing each day.

The CSX line is comprised of two tracks for the majority of its route through the BOA. The two track line switches to a single line track at it approaches Ontario Center Road (NYS Routes 31F and 350). The single railroad track crosses Ontario Center Road (NYS Routes 31F and 350) via an at-grade crossing, which is controlled by a two quadrant signal arm with flashing warning lights. Based on field observations during the 2011 Route 31 Corridor Study, the condition of the Route 350 crossing was observed to be deteriorating.

WATERWAYS

The presence of the Erie Canal has significantly shaped the history of the Village of Macedon. Upon completion of the Canal in 1825, the Village of Macedon became a key inland port along the Canal for area farmers transporting their crops and for mills producing goods along Ganargua Creek. Today, the Erie Canal is no longer a major transportation corridor for goods, with the Canal transitioning to a corridor heavily utilized for leisure and tourism. Erie Canal Lock 30, a double-doored lock providing a lift of 16 feet, is located within the BOA. Lock 30 is also located adjacent to Macedon Canal Park, which provides amenities for canal-related tourists, including camping space, a boat launch, toilets, potable water and picnic facilities. Lock 30 is located within walking distance of downtown Macedon, providing retail and dining opportunities for canal tourists.

PUBLIC TRANSPORTATION

The Rochester Genesee Regional Transportation Authority (RGRTA) oversees public transportation in the seven counties of Monroe, Genesee, Livingston, Orleans, Wayne, Wyoming and Seneca. The Regional Transit Service, Inc. (RTS) is a subsidiary of the RGRTA and provides public transit service between Monroe County, including Downtown Rochester, and Wayne County along Route 31 via bus line 92.

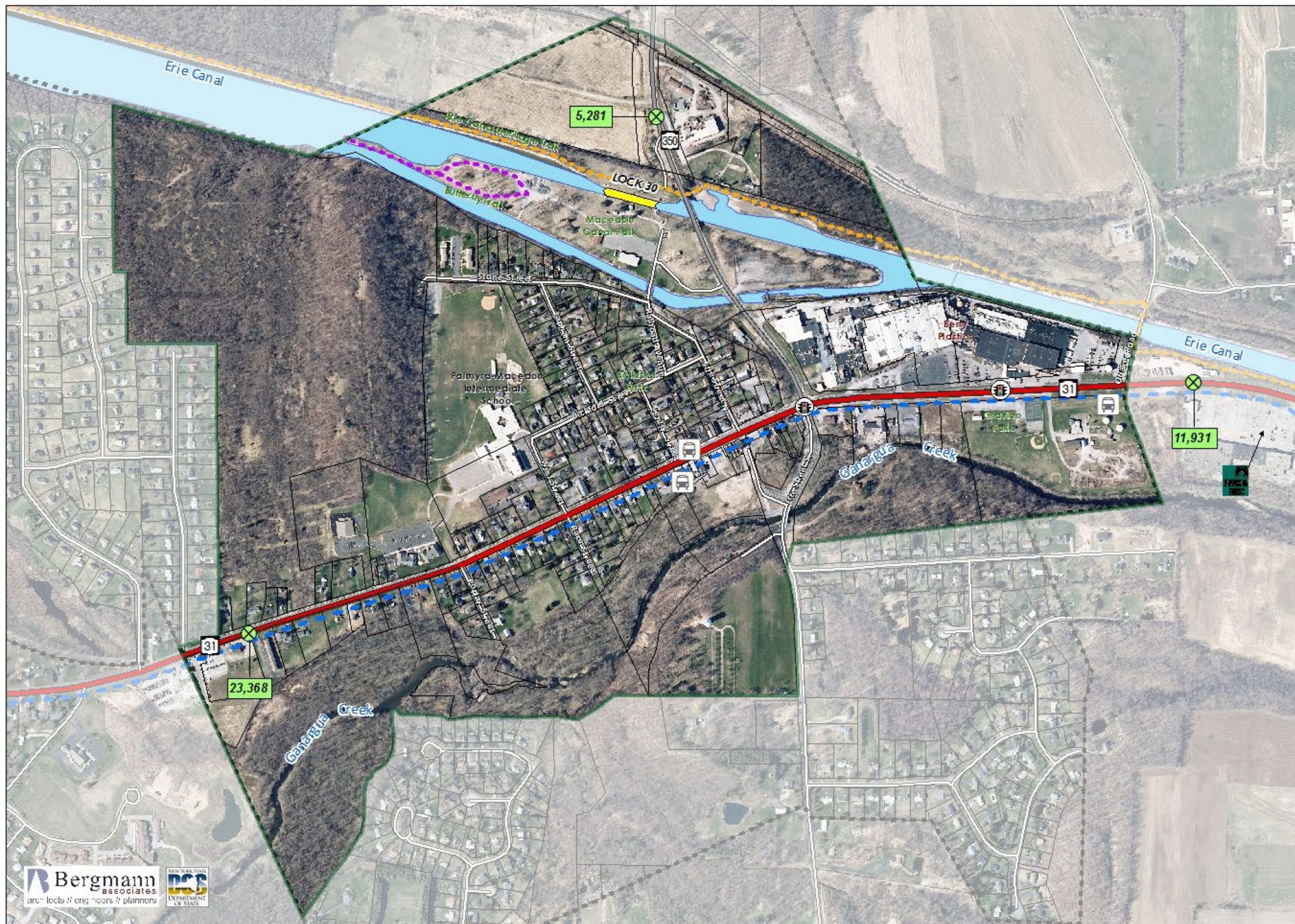
The Village of Macedon is also served by the Wayne Area Transportation Service, Inc. (WATS) which has routes that loop throughout Wayne County. In addition, Wegmans Supermarkets funds a weekly shuttle via WATS buses between Macedon and other Route 31 communities to their Newark supermarket. There are two (2) existing bus stop locations within the BOA, both of which offer RTS and WATS service. The north curb line of NYS Route 31 at Center Street is equipped with both signage and a bus shelter; while the other stop, located directly across the street on the south curb line, is signed. An RTS/WATS park and ride serving residents of the Village is located just east of the BOA, in West Wayne Plaza.



Kayaking Ganargua Creek downstream of the Study Area.



The Wayne Area Transit System is part of the Rochester Genesee Regional Transportation Authority.

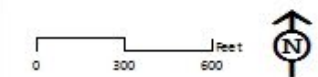


VILLAGE OF MACEDON WATERFRONT & DOWNTOWN REVITALIZATION STRATEGY

This document was prepared for the Village of Macedon and the New York State Department of State with state funds provided under Title 11 of the Environmental Protection Fund and the Brownfield Opportunity Area Program.

Legend

- Average Daily Traffic Count
- Bus Stops
- Bus Routes
- Railroads
- Erie Canal Heritage Trail
- Butterfly Trail
- Erie Canal
- Study Area Boundary
- Village Boundary



MAP 13 Transportation Networks

KEY FINDINGS:

TRANSPORTATION

- The high traffic volumes along Route 31 west of Route 350 provide good visibility for retail businesses within the Village.
- Streetscape enhancements and traffic calming measures would make a significant improvement to the perception of pedestrian and bicyclist safety along Main Street.
- The Village should investigate the inclusion of Complete Streets elements along Main Street to enhance the walkability and enjoyment of the public realm by pedestrians and bicyclists.
- The heavily utilized at-grade rail crossing along the study area's northern boundary may provide a challenging environment for development adjacent to the rail corridor.
- Lock 30 is located less than 1/3 mile, or a 6 minute walk, from downtown Macedon, providing a convenient opportunity for canal users to access services.

Infrastructure (Map 14)

Due to the existing level of development within the Village, infrastructure exists to serve current and future uses. Existing sewer, water, electricity and natural gas infrastructure networks within the study area have the capacity to serve future development. This is an asset the Village can capitalize upon when considering future revitalization options and attracting future investment.

SEWER INFRASTRUCTURE

Sewer infrastructure within the Village of Macedon Waterfront & Downtown BOA is comprised of combined sewer mains. Combined sewers indicate that sanitary waste and stormwater are discharged together to the Village of Macedon Sewage Treatment Plant. The Village owns and maintains the sewer system and sewage treatment plant. Sewer infrastructure within the BOA is predominantly comprised of a 16-inch diameter gravity trunk that runs along the northern bank of Ganargua Creek. Eight (8) inch and six (6) inch diameter laterals connect the properties within the BOA to the gravity trunk main. The existing sewer network within the BOA is illustrated on Map 14 - Infrastructure.

The Town of Macedon sewer mains are maintained by the Wayne County Water and Sewer Authority and discharge to the Village of Macedon Sewage Treatment Plant. Currently, the Sewage Treatment Plant has a capacity of 0.75 million gallons per day (MGD). The Town is entitled to 0.5 MGD of that capacity while the Village has is appropriated 0.25 MGD. Dry weather flows are roughly between 0.3 and 0.4 MGD. As such, it is anticipated that the existing Sewage Treatment Plant possesses sufficient capacity to allow for expansion associated with future redevelopment initiatives.

POTABLE WATER INFRASTRUCTURE

Potable water within the BOA is provided by the Wayne County Water and Sewer Authority. Currently, the Wayne County Water & Sewer Authority operates and maintains the potable water systems for the Towns of Walworth, Palmyra, Marion, Arcadia, Lyons, Butler, Huron Sodus and Wolcott, as well as the Villages of Macedon, Palmyra and Lyons. Potable water for the Village is drawn from Lake Ontario. The Authority also supplies water wholesale to the Cayuga County Water & Sewer Authority. The Authority has long-term water contracts with the Town of Ontario and the Monroe County Water Authority to provide water for resale to public water customers in Macedon. The transmission line along NYS Route 31 was upgraded to 16 inches, and available water supply and transmission capacity is considered sufficient to provide potable water for future redevelopment activities within the BOA.

ELECTRICITY AND NATURAL GAS INFRASTRUCTURE

The presence of the Berry Plastics industrial facility provides sufficient infrastructure to supply electricity and natural gas for new development in most locations. It is not anticipated that lengthy service extensions will be required to service future development.

PARKING INFRASTRUCTURE

The Village of Macedon CAP study identified a total of 296 on-road and off-road public parking spaces along Route 31 within the Waterfront & Downtown BOA. The majority of these spaces are located at public facilities, including Macedon Town Hall, the Macedon Library, Macedon Village Hall and Gravino Park. Additional parking is available to the public at Macedon Canal Park and the public parking area associated with the Erie Canalway Heritage Trail. The Village possesses two dedicated public parking lots located adjacent to Main Street. The Old Erie Square lot possesses approximately 15 parking spaces and a lot to the north of Main Street contains 14 parking spaces.

KEY FINDINGS:

INFRASTRUCTURE

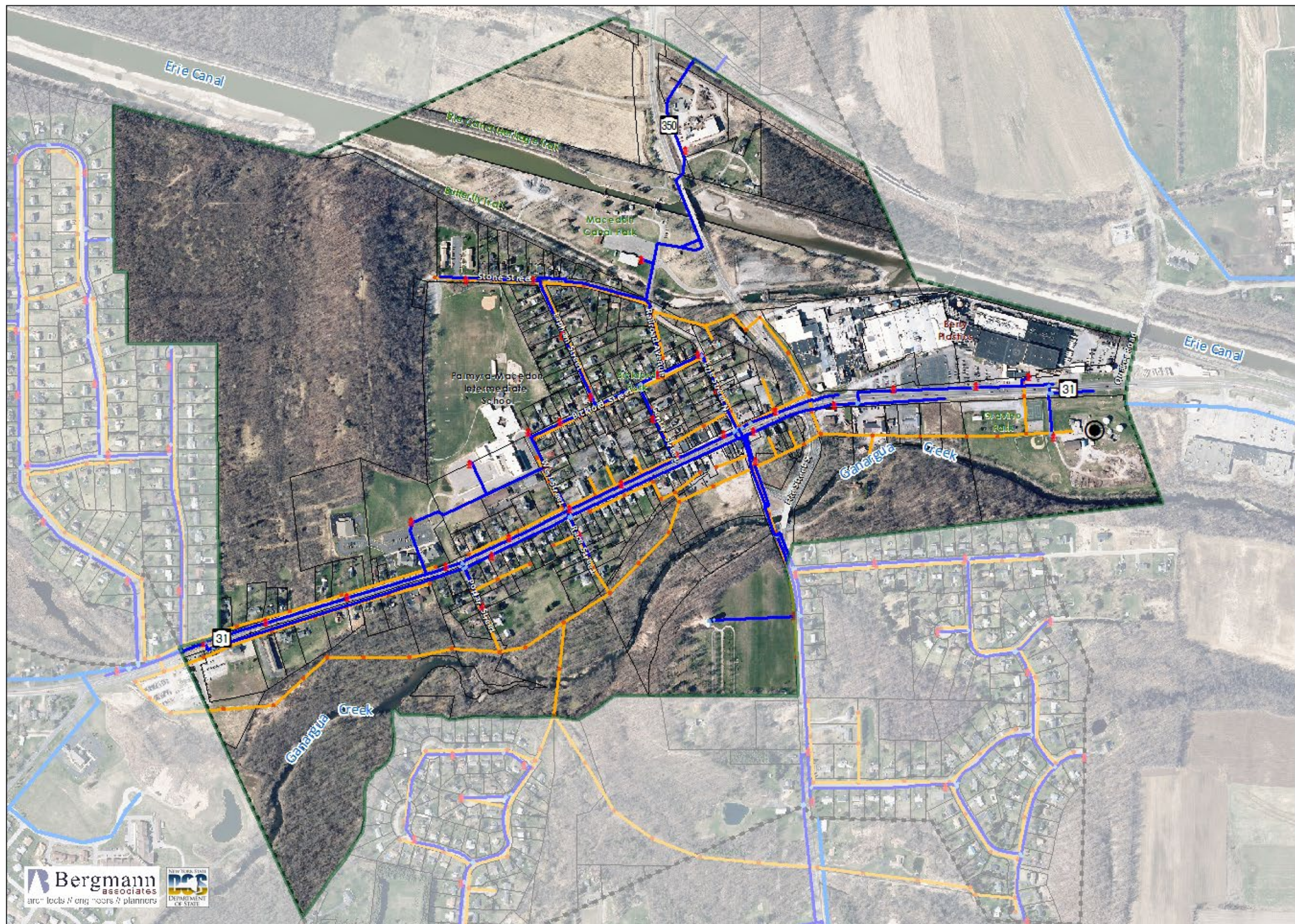
- **The existing sewage treatment plant has sufficient capacity for additional development within the Study Area.**
- **There is currently sufficient parking available within the Main Street corridor to support a total of 74,000 square feet of commercial/retail space, or approximately double the current level of development.**
- **The presence of Berry Plastics provides significant electricity and natural gas infrastructure accessible for future development.**
- **The Village should improve wayfinding and visibility of parking available for public use by patrons of local businesses.**

Natural Resources and Environmental Features (Map 15)

The residential, commercial and industrial development within the Village of Macedon Waterfront & Downtown BOA is complimented by a rich and complex network of natural resources. The presence of natural features associated with the Erie Canal and the Ganargua Creek corridor acts to enhance the built environmental, and serves to attract people into the Village of Macedon. The natural resources of the BOA will serve an important part in the over plan for revitalizing the waterfront and downtown areas within the Village of Macedon (See Map 15).

UPLAND NATURAL RESOURCES

Despite the compact residential, commercial and industrial fabric of the Village, the study area contains a number of important upland natural resources. Upland open spaces accessible to the public include Macedon Canal Park, the Erie Canalway Heritage Trail corridor and Gravino Park. The Village of Macedon Cemetery provides additional upland open space opportunities in the southern portion of the BOA. A large amount of undeveloped upland open space within the BOA is privately-owned, including the majority of the 97-acre Beckenbach property in the northwestern portion of the study area. The Beckenbach property contains a drumlin that is part of the unique Lake Ontario drumlin field. A number of privately owned upland open space properties are also located along the Ganargua Creek corridor. Private ownership of significant portions of existing open spaces is potentially an obstacle to the expansion of public access to the BOA's rich natural resources. However, the Village should maintain dialogue with property owners regarding future opportunities to provide public access to upland open natural resources.



VILLAGE OF MACEDON WATERFRONT & DOWNTOWN REVITALIZATION STRATEGY

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Legend

- Sewage Treatment Plant
- Sanitary Sewer Manhole
- Sanitary Sewer
- Water Line
- Water Line Valves
- County Water Mains
- Fire Hydrants
- Study Area Boundary
- Village Boundary



MAP 14

Infrastructure

TOPOGRAPHY

The highest point within the study area is located at the top of the drumlin on the Beckenbach property, at an elevation of over 600 feet above mean sea level. The lowest point in the study area is located along the banks of Ganargua Creek as it exits the eastern portion of the study area. The topography of remaining portions of the study area is slightly undulating, with higher elevations at the cemetery property on the southern slope of Hemlock Hill and lower elevations along the Ganargua Creek and Erie Canal corridors. Topography within the study area is illustrated on Map 15.

EROSION HAZARD AREAS

Erosion hazard areas are limited to the banks and slopes of the Ganargua Creek Corridor and the slopes of Hemlock Hill in the vicinity of the Village Cemetery property. During the realignment of Erie Street, permanent erosion protection measures were implemented between Erie Street and Ganargua Creek, including the installation of erosion control blankets, rip-rap slope protection and the selective planting of trees.

GEOLOGY

According to New York State Museum Surficial Geology data, the study area is comprised of three surficial geology units; recent alluvium, outwash sand and gravel and till. These units correspond to geological processes associated with the Ganargua Creek floodplain and the retreat of the glaciers from Western New York thousands of years ago. Surficial geology ranges from silts, sands and gravels in areas along Ganargua Creek and north of the Erie Canal, to poorly sorted sediments in drumlin till areas that range in size from silt to boulders.

According to New York State Museum Bedrock Geology mapping, two bedrock formations are located within the study area. Exposed bedrock is fairly limited within the BOA and depth to bedrock generally exceeds 80 inches.

SOILS

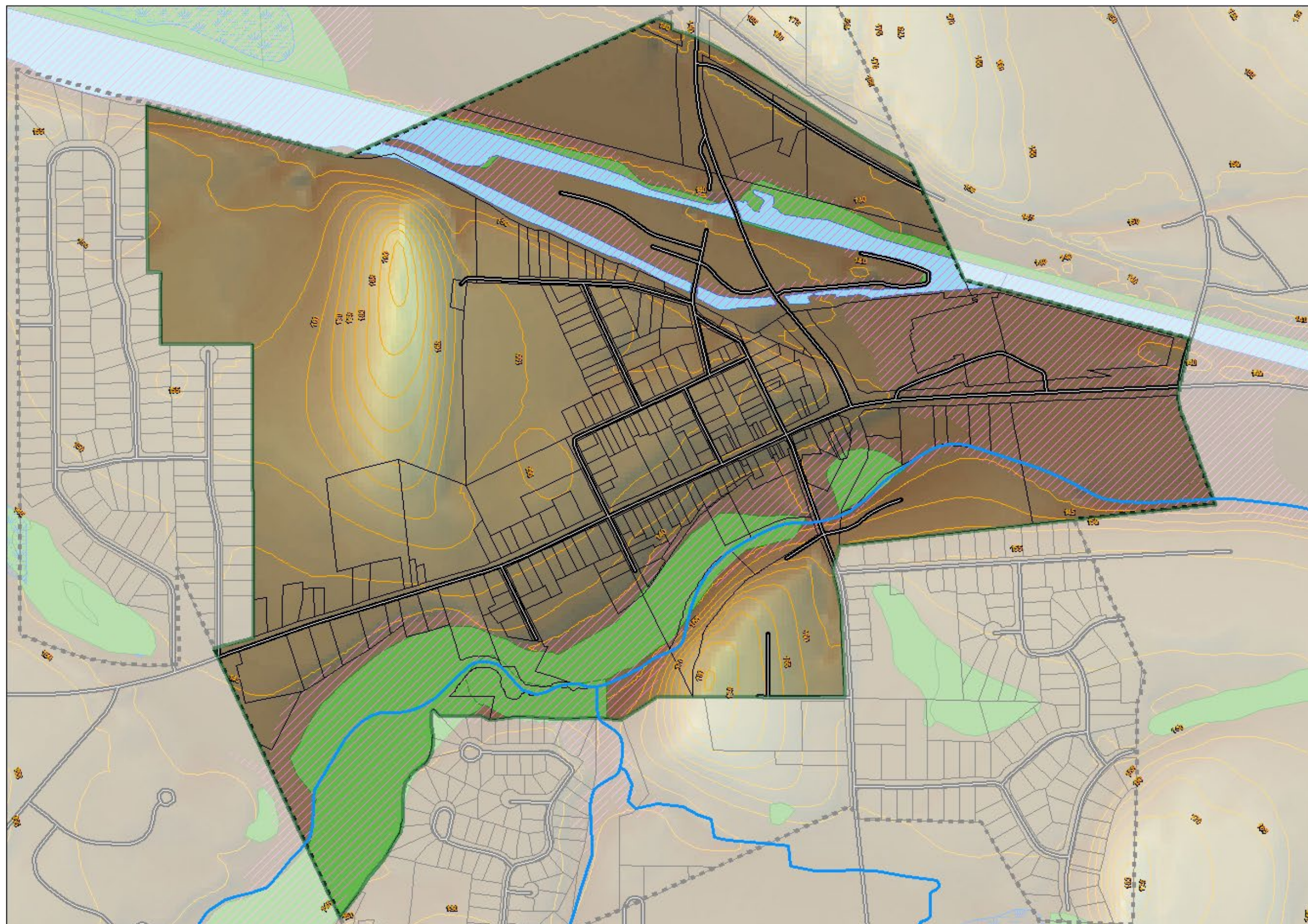
The majority of the soil within the study area is comprised of two soil types as identified by the Wayne County Soil Survey; Cut and Fill Land (CFL) at 27 percent of the BOA and Palmyra Gravelly Loam, 0-3% slopes (PcA) at 18 percent of the BOA. CFL soils are mapped generally along the Erie Canal corridor, and also include the Palmyra-Macedon Intermediate School properties, the Town of Macedon Complex, the Berry Plastics complex and properties located south of Route 31 opposite the Berry Plastics complex. Due to the unknown nature of CFL soil composition, actual soil types and structural composition may vary greatly, and future redevelopment initiatives will need to consider additional site soil investigations prior to redevelopment on mapped CFL soils.

PcA soils are mapped along the Route 31/Main Street corridor in the Village of Macedon's downtown. PcA soils are flat soils that are well drained with a high water table around six feet below ground. PcA soils possess high permeability, and can facilitate surface pollution entering the water table. Future redevelopment initiatives within the Village's downtown will need to include considerations for this highly permeable soil to prevent groundwater contamination.

The remaining land within the study area is split between 45 smaller soil associations.

SURFACE WATERS

The Erie Canal forms the larger of two waterbodies within the study area, running for approximately 3,500 linear feet through the northern portion of the study area. The existing Erie Canal is connected to the historic enlarged Erie Canal, which runs along the southern edge of Macedon Canal Park. The original enlarged Erie Canal is utilized by boaters to access the existing Erie Canal through the public boat launch located in the southeastern portion of Macedon Canal Park. Within the study area, both the existing Erie Canal and the historic enlarged Erie Canal are classified by NYSDEC as Class "C" waterways, best used for fishing, swimming and boating.



VILLAGE OF MACEDON WATERFRONT & DOWNTOWN REVITALIZATION STRATEGY

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Legend

- Study Area Boundary
- Village Boundary
- FEMA Flood Zones
- NYSDEC Wetlands
- NWI Wetlands
- Ganargua Creek
- Erie Canal
- Contours (5 ft)

Elevation (ft)

Value



MAP 15 Natural Resources

Ganargua Creek is also located within the Village of Macedon Waterfront & Downtown BOA and begins southwest of the Village in the Town of Victor in Monroe County. The creek flows through the study area before emptying out into the Erie Canal in the Town of Palmyra. The Creek travels for approximately 7,300 linear feet within the study area and is listed on the NYSDEC Priority Waterbodies List as having “minor impairments” to water quality, most likely from adjacent upland land use.

A small, approximately 200 linear foot stretch of Trap Brook is located in the southern portion of the study area. Trap Brook flows into Ganargua Creek just east of the Macedon Village Cemetery. Like the Erie Canal and Ganargua Creek, Trap Brook is also classified by NYSDEC as a Class “C” waterway.

The historic Mill Race is located between Main Street and Ganargua Creek in the southern portion of the study area. The Mill Race was constructed in 1825 as a feeder for the original Clinton’s Ditch as well as for water power for the Gannett Flour Mill. Remaining portions of the Mill Race remain to this day, and connect to Ganargua Creek in the southwestern portion of the study area. The historic Mill Race is listed as a Class “C” waterway by NYSDEC.

FLOODPLAINS, WETLANDS AND CEA’S

According to Federal Emergency Management Agency (FEMA) mapping for the Village of Macedon, the Erie Canal and the Ganargua Creek corridor are mapped as Zone “AE”, which is within the 100-year floodplain. Any development within Zone “AE” must conform to both federal floodplain requirements as well as the requirements set forth in §906 (“Flood Protection Overlay”) of the Village of Macedon Zoning Ordinance. Zone “AE” was formally designated as an overlay zoning district by the Village (refer to Map 5 in Appendix E). The “Floodplain Overlay District” requires a Floodplain Development Permit from the Village of Macedon prior to development or construction activities being undertaken within the Floodplain Overlay District.

No New York State mapped freshwater wetlands are located within the study area. New York State freshwater wetland MA-16 is located just outside of the northwestern portion of the study area, along the northern portion of the Erie Canal. A number of federally-mapped freshwater wetlands are located within the study area along the Ganargua Creek corridor. Other small federal wetlands not mapped by the National Wetlands Inventory may also be located within the study area.

There are no “Critical Environmental Areas” designated by NYSDEC within Wayne County. Floodplains, wetlands and other surface waters are illustrated on Map 15, Natural Resources.

GROUNDWATER RESOURCES

According to mapping by the United States EPA, no sole source aquifers are located within the Village of Macedon Waterfront & Downtown BOA. According to NYSDEC and United States Geological Survey (USGS) mapping, no primary or principal aquifers are located within the study area. An unconfined aquifer is mapped by USGS within the study area, and is associated with the Ganargua Creek corridor. Unconfined aquifers do not have an impermeable layer of rock above them to prevent surface contamination from infiltrating. However, potable drinking water to properties within the study area is obtained from the Wayne County Water and Sewer Authority from Lake Ontario. This alleviates concerns regarding surface water contaminants from impacting the potable water supply.

THREATENED AND ENDANGERED SPECIES

According to the NYSDEC Environmental Resource Mapper, no state-listed threatened or endangered species are known to be located within the Village of Macedon. According to the United States Fish & Wildlife Service, the federally-listed Indiana bat (*Myotis sodalis*) and the bog turtle (*Clemmys [Glyptemys] muhlenbergii*) have the potential to be located within the study area. Future redevelopment initiatives within the study area need to be cognizant of this threatened species and be planned in a way to minimize significant impacts to this species to the maximum extent practicable.

FISH AND WILDLIFE HABITAT

Despite the compact residential, commercial and industrial nature of the BOA, a number of opportunities for fish and wildlife habitat exist. Open space areas along the Ganargua Creek and Erie Canal corridors as well as on large, undeveloped properties such as the Beckenbach parcel, provide habitat for fish and wildlife. Fish species commonly found along Ganargua Creek include freshwater drum (*Aplodinotus grunniens*) and northern pike (*Esox lucius*). Common fish species within the Erie Canal include smallmouth bass (*Micropterus dolomieu*), largemouth bass (*Micropterus salmoides*), walleye (*Sander vitreus*), yellow perch (*Perca flavescens*), bullhead (*Ameiurus nebulosus*), smallmouth bass and largemouth bass. Common wildlife within the study area includes small birds and mammals such as white-tailed deer (*Odocoileus virginianus*), eastern grey squirrel (*Sciurus carolinensis*), red fox (*Vulpes vulpes*) and raccoon (*Procyon lotor*).

AIR QUALITY MAINTENANCE AREAS

Under 6 NYCRR, Part 200 and Section 107(d) of the Federal Clean Air Act, "Air Quality Non-Attainment Areas" are those places that persistently violate national ambient air quality standards for one or more of six air "criteria contaminants" (ozone, carbon monoxide, nitrogen dioxide, sulfur dioxide, particulate matter and lead). "Air Quality Maintenance Areas" are places that had a history of non-attainment, but are now consistently meeting the National Ambient Air Quality Standards. The Village of Macedon is currently not located in a "non-attainment area" or "maintenance area for any of the six "criteria contaminants."

VISUAL QUALITY

No designated federal or New York State Scenic Byways are located within or immediately adjacent to the Village of Macedon. However, the study area contains a number of vistas of local importance. Locally-significant scenic resources include the Erie Canal corridor, the Ganargua Creek corridor and the viewshed from the top of Hemlock Hill within the Macedon Village Cemetery. As the Village of Macedon primarily contains concentrated development views are limited to existing residential, commercial and industrial enterprises. A number of vacant and underutilized parcels, as well as the Village's Sewage Treatment Plant, are located along Route 31 and detract from the overall visual quality of the Route 31/Main Street corridor. The visual quality in these areas could be addressed through improved buffers, property maintenance and appropriate landscape material.

AGRICULTURAL LANDS

The majority of land within Wayne County is located within County Agricultural District #1, however no agricultural districts are delineated by NYS Agriculture & Markets within the study area. The eastern boundary of the study area, in the vicinity of Quaker Road and the Village's Sewage Treatment Plant are located in close proximity to Wayne County Agricultural District #1. One active agricultural property is located within the northern portion of the study area. This site is located west of Route 350, immediately north of the Erie Canalway Trail.

LOCAL, STATE AND FEDERALLY-DESIGNATED RESOURCES

No local, state or federally-designated resources are known to exist within the Village of Macedon.

KEY FINDINGS:

NATURAL RESOURCES

- **Future redevelopment should increase enjoyment and use of the Village's natural resources while also addressing their long-term health and protection.**
- **Future redevelopment initiatives within the Village's downtown will need to include considerations for highly permeable soils to prevent groundwater contamination.**
- **The Erie Canal is a Class C waterway, best utilized for fishing and boating.**
- **A depth to bedrock in excess of 80 inches in most locations and a general lack of wetlands within the Study Area indicate few impediments to construction and development.**
- **The expansive floodplain associated with Ganargua Creek makes many adjacent properties, including some along Hoteling Way, undevelopable.**

5. Downtown & Waterfront Master Plan

INTRODUCTION

The vision for the Macedon Downtown and Waterfront Revitalization Plan is to create an idyllic destination community with authentic small-town character along the Erie Canal. The Village is envisioned to be anchored by a vibrant and attractive Main Street corridor that is well-connected with the community's comfortable residential neighborhoods. As the beacon of the community, Macedon's Erie Canal waterfront will offer high quality recreational and tourism amenities that engage residents and encourage visitors to explore the Village's eclectic tourism opportunities.

The Master Plan enhances access to Macedon Canal Park and Gravino Park and embraces the Village's location along Ganargua Creek. Of critical importance to the continued revitalization of Macedon is the recognition that commercial and industrial facilities provide employment opportunities for area residents while bolstering the Village's tax base. Therefore, the Master Plan seeks to maintain harmony, property values and business viability by supporting existing businesses and promoting targeted economic development initiatives.

Master Plan Components

The achievement of the preferred Master Plan will require the implementation of a series of actions and strategies, including phased capital projects, land use and regulatory changes, administrative recommendations, and short-term activities to better position the study area for investment. The following is a brief overview of the five primary components that make up the Downtown and Waterfront Master Plan:

- Capital Projects
- Branding and Marketing
- Administration and Oversight
- Policy and Regulatory Changes
- Funding

Capital Projects

The Revitalization Plan proposes 21 capital projects, including targeted and rational investments in neighborhood resources and infrastructure over the course of the next 15-plus years (see Maps 16 and 17). The Master Plan graphically depicts these public and private development activities to be conducted in two broad phases over the next 20 years. Each project is individually discussed with specific implementation strategies detailed in Table 6. In addition, anticipated costs, responsible parties and potential funding sources are included to further assist the Village and its partners during implementation.





Branding & Marketing

The Village of Macedon must re-establish a strong identity as a high quality, attractive canal community for residents and tourists. A creative brand expression and preliminary brand organization was created to identify Macedon as an Independently Authentic canal town that is an adaptable, integrated and purpose-built community. Section 6 of the Master Plan will provide further recommendations on how Macedon can formulate a new brand that differentiates itself from neighboring communities.

Administration & Oversight Recommendations

Administrative recommendations include the establishment of partnerships with local and regional businesses and economic development organizations. The Village of Macedon will need to take an active role during the implementation of Master Plan recommendations, which will require the determination of roles and responsibilities for partner organizations and Village staff. Improvements to communication, government responsiveness and relationships with local businesses will be a significant factor throughout implementation. Administrative recommendations are summarized in Section 6.

Policy & Regulatory Changes

Modest changes proposed to land use patterns within the BOA include the establishment of Waterfront Mixed Use and High Density Residential zoning districts along and adjacent to the Erie Canal. A summary of these changes is included in Section 6. Long-term modifications to the zoning code, such as the codification of the Main Street Design Standards, should also be conducted as part of a larger overhaul of the code to bring regulations into conformance with best practices.

Funding

Funding for BOA Master Plan initiatives will come from a host of public and private resources. The overwhelming majority of investment within the BOA will be provided by the private-sector. However, near-term public-sector involvement will be required to shoulder upfront risk, reduce liability, and speed development timelines that facilitate private investment. In addition to the recommendations included in Table 6, Section 5 will include potential funding sources to support implementation efforts.

CAPITAL PROJECTS

The Master Plan includes two distinct phases of capital projects. The initial phase (Map 16) covers an approximate 10-year period and includes significant public realm projects. These 13 projects include transportation investments, streetscape improvements, park enhancements and trail extensions. Phase 2 of the Master Plan (Map 17) envisions significant private investment that leverages the quality of life benefits generated during the initial phase. These 8 projects are conceptual in nature, yet seek to take advantage of opportunities along the Erie Canal for mixed use and residential development.

Flexibility and adaptations in the phasing and implementation of the Revitalization Plan should be anticipated and expected. During the course of the next 10 to 20 years available funding streams, property ownership, the marketplace and local economy are all likely to change.

In addition, further studies will continue to inform the feasibility of individual projects. Therefore, the actual implementation of projects and the redevelopment of properties may differ than as presented in the Master Plan.

However, by utilizing the Master Plan and revitalization goals as a framework for decision-making, the Village and its partners should be able to achieve the established vision to make Macedon an ideal place to live, raise a family and grow old.

Capital projects have been organized into the following four primary categories and were identified using public feedback, findings from the existing conditions analysis and the market/economic analysis:

- Main Street Revitalization;
- Waterfront Revitalization;
- Parks, Open Space and Trails; and
- Connectivity, Wayfinding and Gateways.

Main Street Revitalization

The revitalization of Main Street includes three primary elements:

- Public realm improvements to enhance corridor user friendliness;
- Identification of targeted investment and redevelopment opportunities;
- Transportation gateway enhancements to improve the community perception.

The projects discussed in this section will take place within the state right-of-way, and therefore will require significant coordination efforts with the New York State Department of Transportation. Additional coordination with the Genesee Transportation Council will be required in the pursuit of funding options.

Waterfront Revitalization

The Village of Macedon has yet to fully realize the benefits of its location along the Erie Canal. Several opportunities exist for water enhanced and water dependent development that can expand the tax base, improve the local economy and improve the quality of life for residents. Recommendations include the creation of a mixed use development and public park on the site of the former Berry Plastics parking lot, and several high density residential development opportunities on the northern shore of the canal corridor. These projects will usher in a new era of investment within the Village while potentially expanding its population by 10 percent or more.

Parks, Open Space and Trails

Macedon is one of a handful of canal communities in New York State with an active Erie Barge Canal Lock and a public park with a boat launch. Macedon Canal Park is a major destination within the community for recreation, and presents significant opportunities for enhanced landside and waterside amenities for use by residents and visitors. Resident amenity improvements are also proposed for Gravino Park. The Village also seeks to study the feasibility of a recreational trail loop that connects

the Erie Canalway Trail and Ganargua Creek with Main Street and surrounding neighborhoods.

Connectivity, Wayfinding and Gateways

The most significant improvements include the development of primary community gateway elements along Route 31 at the western Village line and the Route 350 intersection. The Village is also proposing significant improvements to the wayfinding systems within the Study Area, including signage, kiosks, gateways elements and streetscape improvements. Other projects recommend connectivity enhancements between Main Street and adjacent trails and parks. A significant goal of these proposed projects is the recognition of accessibility, proximity and the walkability of the Village.

MAIN STREET REVITALIZATION

The revitalization of Main Street is a critical initiative with far-reaching impacts upon the well-being of the Village. Vibrant Main Street corridors that are pedestrian-friendly and offer a unique sense of place are the backbone of successful and growing villages throughout New York State.

The Master Plan recommends streetscape improvements to enhance the safety of crossing the corridor and enhance the appearance of the public realm. The adaptive reuse and/or redevelopment of key structures, as well as the construction of new mixed use buildings, is proposed to increase the number of people living, working and shopping along the Main Street corridor.

The Downtown and Waterfront Revitalization Plan recommends several revitalization projects in support of Goals 3 and 4 to improve both the economic viability, business stability and experience along Main Street.

Planning-level cost estimates for individual project components, as well as anticipated timeframes, implementation partners and potential funding sources are listed in Table 6 at the end of Section 5.

Main Street Projects

The following Master Plan projects are proposed to revitalize the Main Street corridor. Project numbers correlate with Master Plan Maps 16 and 17.

2. Route 31 Streetscape Enhancements
4. Adaptive Reuse and Business Development
7. Commercial Development
14. Creekside Restaurant/Boutique Hotel
16. Mixed Use Development



The quality of the public realm can have a direct influence upon the success of neighborhood businesses.

PROJECT 2

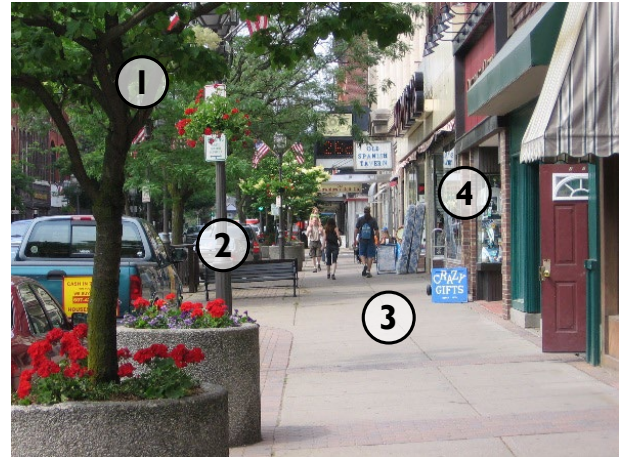
Route 31 Streetscape Enhancements

NYS Route 31 is a major connector between Wayne County and the Greater Rochester area, with traffic volumes in excess of 23,000 vehicles per day. Community members have expressed concern over high traffic speeds and unsafe conditions for pedestrians, notably at crossings of the wide corridor.

The Master Plan proposes streetscape enhancements including landscaping, traffic calming at intersections, high visibility crosswalks and pedestrian amenities to promote traffic calming while improving the Main Street shopping experience. Improvements are envisioned to reduce traffic speeds, make the Village safer for pedestrians and encourage increased pedestrian utilization of the Village and nearby amenities.

The Village should seek funding from the Genesee Transportation Council to complete schematic design alternatives for Main Street improvements. Next steps should also include preliminary cost estimates sufficiently detailed to support an application for Transportation Alternatives Program (TAP) funding. More detail on the implementation of this project is included in Table 6.

GREAT STREETS



1. Trees and landscaping soften the street interface and define the pedestrian realm between the roadway and buildings.
2. Pedestrian and bicyclist amenities such as seating and bike racks create a user-friendly environment.
3. Broad sidewalks provide ample room for 2-way pedestrian traffic.
4. Buildings to streetline activate the public realm with entrances and window displays.



Proposed streetscape enhancements would soften the visual impacts of the Berry Plastics facility along the East Main Street

PROJECT 4 (STRATEGIC SITE #7/8)

Adaptive Reuse and Business Development

The revitalization of Macedon's Main Street corridor will require a sustained and targeted effort by Village leaders, business owners and concerned citizens. In the early phases of Master Plan implementation, investments should concentrate on façade improvements to existing buildings along Main Street to improve the standard of design, materials and construction. Such improvements are supported by the Village's design standards and will positively impact the Village's image and expanded potential for investment.

Encouraging the adaptive reuse of vacant and underutilized buildings, including the activation of upper stories, will improve the appearance and economic vitality of Main Street. Market analysis findings indicate potentially viable businesses include specialty food stores, cafes, or a small grocery store. Additionally, personal service-based businesses such as medical offices, legal and financial offices, a bank and fitness/dance/yoga would make the Village a regular destination for non-retail services for area residents. Area businesses also expressed a need for high quality, affordable rental housing for employees.

The Village should conduct outreach with landowners along Main Street regarding the vision for the corridor. In addition, tenant attraction and marketing efforts should also take place as part of a broader initiative to improve the perception and identity of Macedon's downtown. Additional detail regarding implementation steps for this project are included in Table 6, Implementation and Phasing (located at the end of this section). An expanded discussion on marketing and branding the Village is included in Section 5.

The types of buildings currently lining Main Street lend themselves to creative, mixed-use projects that can serve a variety of commercial and residential uses.



Before: Historic Main Street Macedon in the early 1900's.



After: Proposed Façade Improvements to Reflect Main Street's History

PROJECT 7 (STRATEGIC SITE #9)

Commercial Development

The Route 31 corridor east of Route 350 has two vacant parcels across from Berry Plastics that offer high development potential. Nestled between existing commercial uses and Gravino Park, these lots create a gap in development along the eastern end of the Village's Main Street. The urban form on East Main Street is suburban-strip, and development of these properties could support commercial uses otherwise inappropriate in the downtown context on West Main Street.

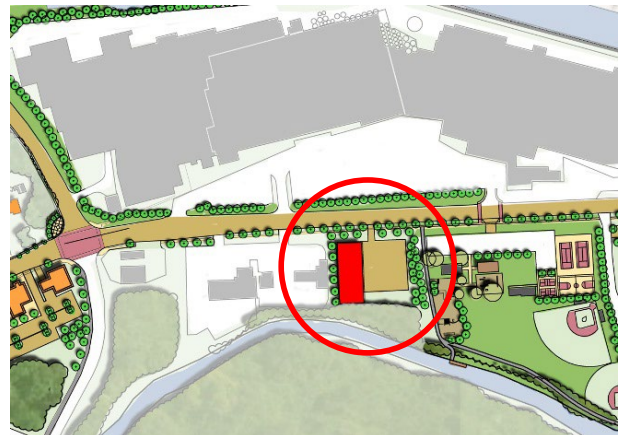
The Master Plan identifies commercial development on this site to increase the community's tax base. Commercial uses that have been proposed by community stakeholders and real estate experts include a small, multi-tenant plaza, a small-scale grocery store, a sit-down restaurant, a pharmacy and fitness-related services. A retail trade analysis indicated several opportunities for small-scale retail and food service establishments within the retail trade area based on a comparison of supply and demand. Environmental conditions have been investigated by the owner and the site is free of contamination and ready for development.

Future development of this site should provide enhanced buffers to adjacent Gravino Park. A connection should also be provided from the front entry to the sidewalk system along Route 31.

The Village has already begun outreach with the property owner to facilitate development on this site. Project next steps include a targeted market analysis to identify specific businesses to recruit for the site, including the creation of marketing materials and assist in tenant attraction. Additional next steps may also include a more refined site development concept and cost estimates for construction, as well as the identification of potential public funding sources to support private investment.



This commercial development is at an appropriate scale and character to that recommended along East Main Street.



The proposed commercial development is circled in red.

PROJECT 14 (STRATEGIC SITE #8)

Creekside Boutique Hotel/Restaurant

The undeveloped land along west of Hoteling Street between West Main Street and Ganargua Creek offers a unique opportunity for creekside development in the heart of downtown Macedon. The 2.8-acre site is well positioned with direct access to Route 31 and Erie Street, and is within walking distance of both downtown and the Erie Canal. The strategic redevelopment of this land would showcase the Village's scenic views of Ganargua Creek while increasing the Village's tax base.

This location offers the Village the opportunity to link the small-town character of Main Street to the serene, natural beauty of the Creek. Potential development scenarios include a creekside boutique hotel and/or restaurant to provide both accommodations and dining to area residents and visitors.

Next steps for the project include securing funding to complete a feasibility study for site development. This effort should include a floodplain analysis, site design concepts and a targeted market analysis to identify potentially viable development alternatives. The feasibility study should be conducted in tandem with landowner coordination and outreach to understand the development vision on the property owner.

As part of the development application process property owners are required to obtain a Floodplain Development Permit from the Village of Macedon and conform to the Floodplain Development Standards as provided in the Village Zoning Ordinance.



The Creekside Restaurant & Bar in Brecksville, Ohio is a good example of how a boutique hotel and restaurant could take advantage of Ganargua Creek.



A panoramic view of the potential boutique hotel/restaurant site.

PROJECT 16 (STRATEGIC SITE #7/8)

Mixed Use Development

The Village and area businesses should strive to expand the availability and range of commercial and service businesses along Main Street to establish the corridor as a destination for area residents. Similarly, additional quality rental housing would increase the number of households spending their incomes locally.

The Village's Main Street offers opportunities for developers to creatively develop underutilized buildings or vacant parcels for mixed use development projects. There are several existing buildings that can be easily converted to allow for commercial uses on the main floor and residential or office uses on upper floors. New development along Main Street should seek to fill in the existing gaps and seamlessly reflect the Village's small-town character by following the adopted design guidelines.

As part of next step activities, the Village should seek funding for two important initiatives. First, the Village and its implementation partners should conduct a coordinated landowner and tenant outreach program to communicate the commitment of the Village to the revitalization of Main Street. The second initiative should be tenant attraction and marketing activities as part of a broader Village-wide strategy to improve the perception and identity of Macedon's downtown. Further detail regarding proposed marketing and branding activities are included in following sections.



Examples of Village-scale Mixed Use Development

WATERFRONT REVITALIZATION

The Village of Macedon waterfront represents a significant opportunity for water-dependent and water-enhanced development along the Erie Canal. The Master Plan envisions a diverse program including high density residential, mixed use commercial and open space uses encompassing virtually all waterfront lands within the Study Area.

Development along the Village's waterfront may offer the greatest potential to increase the tax base while enhancing the vitality of the community. New destinations, housing and recreational opportunities will also increase notoriety of Macedon among canal users, while adding to the Village's unique waterfront experience.

The Downtown and Waterfront Revitalization Plan recommends several waterfront revitalization projects in support of Goal 1 to leverage the Erie Canal for use by residents and as a means to attract tourism and visitation among canal and trail enthusiasts.

Planning level cost estimates for individual project components, as well as anticipated time frames, implementation partners and potential funding sources are included in Table 6.

Waterfront Projects

The following Master Plan projects are proposed to revitalize the Erie Canal waterfront. Project numbers correlate with Master Plan Maps 16 and 17.

- 19. Waterfront Mixed Use Development
- 20. Townhouse Development
- 21. Patio Home Development

PROJECT 19 (STRATEGIC SITE #2)

Waterfront Mixed Use Development

The Canal Corporation and the Village of Macedon are in the process of expanding the Village's lease agreement to include the entirety of the island bounded by the Erie Canal. This expansion would include lands east of Route 350 formerly leased by Berry Plastics, and would provide for expanded public access along the waterfront. In addition, an expansion of the leasehold agreement also enhances the opportunities for private commercial development on the island in conformance with the Waterfront and Downtown Revitalization Plan.

The redevelopment of this site is arguably the most significant economic development opportunity within the Village of Macedon, providing two uninterrupted waterfronts unique within the western NY canal system.

The Waterfront and Downtown Revitalization Plan proposes the phased development of public and private improvements east of Route 350, as follows:

Short-Term: Waterside Trail Connection (1)

As mentioned in Project 13, a waterside trail connecting to Macedon Canal Park along the north side of the island will allow pedestrians to pass uninterrupted between the two sections of the island.

Long-Term: Mixed Use Development (2)

To balance the need for tax revenue with the desire to maximize the use of the waterfront for



water-dependent and water-enhanced businesses, the majority of this property should be used for mixed use development. Suggested target uses include service-based businesses such as a bicycle rental shop, small-scale eateries and potentially boutique overnight accommodations and residential units on the upper floors.

Short-Term: Enhanced Park Space (3)

A waterside picnic pavilion and enhanced park space are proposed adjacent to the waterfront mixed use development to improve the public realm and provide opportunities for residents and visitors to gather and experience the Erie Canal. This open space area will provide views of the Old Enlarged Canal and easy access to the mixed use development and loop trail.

Although the Old Enlarged Canal's waterfront runs parallel to the Berry Plastics Complex, proposed landscaped buffering along the southern shore of the Old Enlarged Canal will reduce the complexes visual impact.

Short-Term: Canal Property (4)

A 1-acre portion of the site will remain dedicated to Canal Corporation for storage. The space will be insulated and will not detract from the public's enjoyment of the site, but instead act as a reminder of the ongoing activity of the Canal.

Long-Term: Waterfront Overlook (5)

The most scenic location on the Canal lands east of Route 350 is the easternmost point in which an uninterrupted view of the Canal looking east is enhanced by the confluence of the Old Enlarged Canal and the Barge Canal. This location will be dedicated to public use as a waterfront outlook and will be accessible from both waterfronts via a loop trail.

During Step 3 of the BOA process, the Village should conduct several pre-development activities to speed the redevelopment of the site. The Village should request Phase II Environmental Assessment funding through the BOA program to understand potential environmental constraints on the site. Additionally, Berry Plastics has recently terminated the corporation's long-term lease and the property is being included in the Village's lease for Macedon Canal Park.

Additional studies including a targeted market analysis and conceptual site designs should be conducted to identify specific industries or types of businesses or tenants for the redevelopment project. Final Step 3 activities should include marketing, developer requests-for-proposals and the identification of a master developer for the project.



Proposed Mixed Use Development

PROJECT 20 (STRATEGIC SITE #4)

Townhouse Development

The underutilized agricultural land in the northwestern portion of the Study Area has redevelopment potential, though several limitations require additional analysis to determine overall feasibility. While, portions of the property along Route 350 are ideal for waterfront residential use, the site currently lacks access to sanitary sewer and public water supplies necessary for intensive development. Access to these services will require a crossing of the Erie Canal and likely the installation of pump station for sanitary service. Additionally, the property is low and often wet, with portions prone to flooding.

Should additional investigations warrant redevelopment, an attractive canalside townhouse development is envisioned that reflects the community's vernacular architectural style. This project could diversify the Village's population and should be targeted at empty-nesters and couples seeking a small-town lifestyle within walking distance of Main Street and the Canal.

Route 350 Enhancements (1)

An enhanced Route 350 would connect townhouse residents to Canal Park and Downtown. Pedestrian improvements. Wayfinding signage is planned to make this route more attractive and accessible for pedestrians, cyclists and motorists.

Visual & Noise Buffering (2 & 5)

Landscaped buffering is planned for the northern border between the development and adjacent railroad while the western border remains flexible for future development.

Water Feature (3)

A water feature in between the two rows of townhouses will further the development's attention to improving the visual quality of the waterfront, the high-quality living conditions of the residents and stormwater management.

Canalway Trail Connectivity (4)

A trail will be created to connect the townhouse development directly to the Canalway Trail, an asset that will act as a selling point for potential residents.

Next steps may include schematic site design and landowner coordination efforts to begin the redevelopment process. Additional studies are warranted to determine the feasibility of development due to the current utility constraints and propensity of the site to flood. Upon development, additional public and private funding should be sought by the Village to improve Canalway Trail connections into the site.



PROJECT 21 (STRATEGIC SITE #5)

Patio Home Development

The undeveloped northern canalfront is highly regarded as a potential site for residential development to take advantage of the location's scenic and cultural benefits.

The site is composed of three parcels, with the eastern 7-acre property currently for sale. When combined, the two parcels create an 11-acre site with increased marketability for waterfront residential uses. Limitations for development currently include access, utilities and noise impacts from the adjacent rail corridor.

Utility connections from the south side of the Canal would be required, likely including a pump station for sanitary service. There may be an opportunity to spread the cost of this pump station across multiple property owners through the establishment of a new sanitary sewer district, thereby collecting fees for connections as they come on line.

Community stakeholders envision this site as an expansion of the townhouse development planned for the northwestern portion of the Study Area. Residential uses for this combined site would require an extensive, linear roadway and the provision of buffering to the north to the railroad tracks.

A potential housing product for this site is patio homes, which would further diversify residential alternatives within the Village while leveraging the Erie Canal as a significant quality of life amenity. Residential units should be oriented towards the

Canal and the Canalway Trail with vehicle access and parking in the rear. Walkable access to recreational and community amenities and daily need services makes this location ideal for residential use. In addition, the potential to link Route 350 with O'Neil Road at Quaker Road via a new access road would provide significant benefits to the larger community. The extension of a new road to this connection point will require further analysis of impacts to the adjacent Berry Plastics loading infrastructure, nearby high-power electricity transmission towers and the historic Erie Canal Change Bridge No. 39 (Gallup Bridge) site.

Next steps for this project include pre-development activities and coordination with property owners. Efforts may include the delineation of wetlands and any floodplain limitations posed by the small stream located on the eastern portion of the larger property. Additionally, feasibility and analysis for access and utility services would need to be conducted. Upon determination of a feasible site, schematic site designs could be completed and utilized by the property owner and their representatives to increase interest in development opportunities for this unique canalfront property.



The residential development on Landing View Lane in the Village of Fairport, NY is an excellent example of the scale, layout and massing of development appropriate along the canal in the Village of Macedon.

PARKS, OPENS SPACE and TRAILS

The Village parks and open space system offers a variety of passive and active recreational opportunities. Master Plan projects expand the availability of family- and visitor-friendly amenities at Macedon Canal Park and additional opportunities to access the waterfront and experience the Erie Canal. A series of trail connections between major community destinations and adjacent neighborhoods are proposed to enhance the pedestrian and bicyclist experience while also improving connectivity with the Erie Canalway Trail.

The Downtown and Waterfront Revitalization Plan recommends several projects in support of Goal 1 and Goal 2 to leverage the Erie Canal for use by residents and enhance natural resources and recreational assets.

Planning level cost estimates for individual project components, as well as anticipated time frames, implementation partners and potential funding sources are included in Table 6.

Parks, Open Space &

Trail Projects

The following Master Plan projects are proposed to revitalize and improve parks, trails and open spaces within the Study Area. Project numbers correlate with Master Plan Maps 16 and 17.

3. Trailhead and Connector Trail
8. Gravino Park Enhancements – Phase 1
9. Improvements to Treatment Plant Site
10. Multi-Use Trail
11. Canalway Trail Connection
12. Macedon Canal Park Enhancements
13. Expanded Canal Front Open Space
15. Creekside Trail

PROJECT 3 (STRATEGIC SITE #6)

Trailhead and Connector Trail

Ganargua Creek, winding east to west through the Village of Macedon, contributes to the quality of life of residents who use its banks for an informal walking trail, fishing and water access. To make the Creek more accessible and increase its recreational value, the Waterfront and Downtown Revitalization Plan proposes a multi-phased project (3 and 15) to enhance connectivity and utilization of this important community amenity.

Project 3 proposes the conversion of the Village-owned parcel at the end of Poplar Street into a formalized trailhead for a proper Ganargua Creek Trail. This location is preferable for the trailhead because the slope from Poplar Street to the Creek is relatively gradual and there is sufficient space to create a small parking area.

The Poplar Street trailhead would also be a convenient location for potential trail users due to its proximity to Main Street, the Town of Macedon Hall and Library and the Intermediate School. The Ganargua Creek Trail will extend in two directions from the trailhead – the southern portion of the trail will require a bridge to cross the creek as a link between southern neighborhoods and downtown Macedon. A future phase of the trail (Project 15) extends the Creek Trail east towards Erie Street and ultimately Gravino Park.

A Feasibility Study for the creation of the trail and its necessary bridges is required as is a Design Study for a trailhead. The creation of a formalized trailhead and trail will encourage residents and visitors to use the trail for recreation and enjoyment of the Village's natural resources, thereby increasing activity in and around the Main Street Corridor.

Next steps include a feasibility study to ascertain the viability of this trail connection. Upon the findings of a feasible alternative, funding could then be sought through the Recreational Trails Program, and potentially through federal transportation funding, to create this new link between southern neighborhoods and Macedon's downtown.

*future planning study for 2 bridges



Proposed Ganargua Creekside Trail and Trailhead at Poplar Street

PROJECT 8

Gravino Park Enhancements Phase 1

Gravino Park is an asset to the residents of the Village of Macedon, providing both active and passive recreation opportunities. Currently, the park provides little league baseball fields, playgrounds, open space and picnic facilities. The southern border of Gravino Park is Ganargua Creek, but it is currently buffered by a line of trees, with no direct access.

Enhancements to Gravino Park in Phase 1 will include replacing the playground, creating a Creekside Trail with Exercise Stations and replacing the Picnic Pavilion with a layer structure. Landscaped buffering is proposed along Route 31 and between the park and the Treatment Plant to make the park more attractive from Route 31 and to mitigate visual impacts.

An enhanced crosswalk connecting overflow parking proposed at the Berry Plastics Complex to the Park will ensure safe passage for park users walking to and from their cars. The expansion and enhancement of park amenities will draw a wider variety of users to Gravino Park.

Project next steps may include schematic site design, layout and preliminary cost estimates for construction. Funding request may be sought from the NYS DOS Local Waterfront Revitalization program, which could also be utilized to cover detailed design, engineering and construction costs.



Proposed Gravino Park Improvements



Potential fitness stations or similar equipment is proposed to be located along the Creekside Trail.

PROJECT 9

Improvements to Treatment Plant Site

The large swath of land along the frontage of the Wastewater Treatment Plant site presents a significant opportunity to enhance the visual and user-friendliness of this site and Gravino Park.

The large, unimproved lawn between Route 31 and the treatment plant is proposed to be converted into a parking lot for Gravino Park, providing additional parking on the south side of Route 31 for safer, easier access (2). Additional improvements include landscaped buffering adjacent to the Plant, reducing the visual impacts of the facility for park users and corridor travelers (1). The combination of these two projects will positively impact perceptions of the park and overall user friendliness of the facility.

Sub-project 3 illustrates the eastern portion of the loop trail (Project 10) that connects Gravino Park to Quaker Road around the perimeter of treatment plant property. As mentioned in Project 8 and seen in sub-project 4, the installation of landscaped buffering will decrease the visual impacts of the treatment plant when seen from Gravino Park and Route 31.

Similar to improvements within Gravino Park proper, the feasibility and schematic design of parking improvements in front of the treatment plant facility could be conducted in Step 3. The construction of improvements could be coordinated with transportation improvements along Main Street (Project 2), loop trail improvements (Projects 10 & 11) and other enhancements to Gravino Park (8).

The Master Plan proposes the installation of a landscape buffer between the Park and the treatment plant to diminish adverse impacts. Additional landscape buffering is proposed along Route 31 to enhance the aesthetics and appeal of the corridor at the Village's eastern gateway.



Proposed Trail and Canalway Connection

PROJECTS 10 & 11

Multi-use Trail & Canalway Trail Connection

The Canalway Trail enters the Village of Macedon from the east on the south side of the canal and continues westward along the north side, utilizing the single lane O'Neil Road Bridge to cross over the Erie Canal. This bridge is rapidly aging and has been considered for abandonment based on its limited usage and the extensive costs to maintain the structure for vehicular traffic. The maintenance of this structure as a pedestrian-only facility should be considered a high-priority, as the complete removal of this bridge would disrupt the continuation of the Erie Canalway Trail through the community.

The Waterfront and Downtown Revitalization Strategy proposes a spur trail from O'Neil Road south across Route 31 and onto the Gravino Park/Wastewater Treatment Plant property at a new trailhead. This trail spur could run off-road westward along Route 31 to the Route 350 intersection and is an important connection to lure trail users into downtown Macedon. In addition, a similar off-road spur is proposed to run behind the Wastewater Treatment Plant to Ganargua Creek and into Gravino Park. Currently, Gravino Park remains isolated from other public trails and open space because of limited connections.

A primary objective of the Village of Macedon Waterfront & Downtown Revitalization Strategy is to enhance and better connect its open space and recreational amenities. Such improvements will increase the usage of these amenities and will distinguish the Village as a unique destination for recreational users.

The proposed multi-use trail and trailhead will allow pedestrians and cyclists to move more safely and easily between the Ganargua Creekside Trail, Main Street, Gravino Park and the Canalway Trail. The trail begins at the western edge of Gravino Park, connecting travelers on Main Street to the park and its access point to Ganargua Creek. The trail continues along the creek and around the water treatment plant before paralleling Quaker Road

before reaching the Canalway Trail. The creation of this trail will encourage Canal users to visit the Village and discover its charming Main Street while also enjoying its various amenities. This trail will also encourage residents to make better use of the Village's various open space and recreational amenities along the Canal and Main Street.

Similar to Projects 2 and 8, the Village should conduct schematic design and feasibility studies for this project during Step 3 of the BOA program. These efforts should include the location of the 100-year floodplain and the identification of a potential access point to Ganargua Creek from the proposed trail.

PROJECT 12 (STRATEGIC SITE #1)

Macedon Canal Park

Macedon Canal Park has numerous unique features making it a logical destination for visitors traveling the Erie Canal, including a boat launch, access to multiple canal prisms and the only designated campground along the Canal in Western New York (1 of 5 statewide). Lock 30 is a rare historic, yet functional component of the Canal system.

The improvement of Macedon Canal Park is central to the Village of Macedon Waterfront & Downtown Revitalization Strategy. A more attractive and usable Park will attract recreational Canalway Trail users, residents, boaters and other visitors to the Park and the Village of Macedon's other existing and developing destinations.

Wayfinding and Pedestrian Connections

To encourage more use of the waterfront and trails, Canal Park must be more accessible and attractive from the Trail and Main Street. Wayfinding signage is proposed throughout the canal corridor and downtown to improve and enhance circulation between the community's major destinations.

An enhanced pedestrian connection to Main Street will include signage kiosks, improved sidewalks and landscaping. The Railroad Street entrance to the Park is proposed to act as a gateway which welcomes visitors to the Park and the Village. An information kiosk will provide information on downtown amenities and will direct pedestrians and cyclists down Railroad Street to experience the Village's character, as will be discussed in Project 18.

Pedestrian improvements connecting Canal Park to East Canal Park and Route 350 will include a pedestrian walkway along Route 350 and signage welcoming pedestrians, cyclists and motorists to Macedon Canal Park and East Canal Park.

East Canal Park

A portion of the Canal Corporation lands east of Route 350 are proposed to be dedicated to public use. To connect Macedon Canal Park with the proposed East Canal Park, a pedestrian connection underneath the Route 350 Bridge is possible along the north side of the Canal Park Island. East Canal Park is discussed further in Project 13.

Natural Playground & Spray Park

The improved Macedon Canal Park is envisioned to have a variety of unique, family-oriented amenities to encourage visits from residents of the Village and nearby communities including a natural playground and spray park.

Comfort Station

The construction of an ADA-compliant Comfort Station with restroom and shower facilities is proposed to enhance the day trip experience for park visitors. The comfort and amenity improvements should also encourage increased use as an overnight camping ground, particularly for boaters and extended trail users.



Picnic Pavilions

Improvements to the existing Elmer Clark Pavilion are proposed, including enhanced landscaping, the provision of shade trees surrounding the structure, bicycle racks and ADA-compliant walks connecting the facility to adjacent parking.



Lock Enhancements

A Canal Lock is a unique feature along the Erie Canal. The Village must enhance Lock 30's educational and recreational aspects through signage and enhanced viewing locations. Improvements should make Macedon Canal park and attractive location to stop and explore the community.

Enhanced Docking Facilities

Canal Park is one of the few designated campgrounds along the Canalway Trail. Boat docking along the Barge Canal will encourage boaters to stop and explore the Village of Macedon while the enhanced campgrounds and amenities will encourage them and other trail users to spend the night. New, more convenient tie-ups for motor boats on the canal's southern wall will increase the likelihood of boaters to stop and seek services in Macedon. New docks along the old Erie Canal for fishing and launching kayaks, canoes and motorboats will provide additional amenities for visitors to the park and make it a water-based recreation destination within Wayne County.

Trail Connection

To make Macedon Canal Park an easily accessible destination for residents and visitors to the Village, connections within the Park and between the Village's various amenities must be improved. Within the existing Macedon Canal Park, a formalized pedestrian path will lead from the docks to the parking lot, Barge Canal waterfront and Butterfly Nature Trail. The Butterfly Nature Trail, which has been an on-going project undertaken by the Village and its residents, will continue to be developed and enhanced to reflect the Village's commitment to improving its assets and cultivating a do-it-yourself character unique to the Village of Macedon (Project 1). Trails will also connect the existing Canal Park to the property East of Route 350

PROJECT 13

Expanded Canalfront Open Space (STRATEGIC SITE #2)

The transformation of the former Berry Plastics parking lot into East Canal Park will greatly enhance the Village's redevelopment and reuse of its waterfront. East Canal Park will be established at the eastern tip of the island, accessible via a trail connection with Macedon Canal Park on the northern shore of the island. This trail will loop clockwise around the perimeter of East Canal Park before reconnecting with the future redevelopment site nearest to Route 350 (Project 19 and 1 below).

A small area within the eastern portion of the island will be maintained for use by the Canal Corporation (2). Proposed for storage, the site will be located between East Canal Park and the future development site. East Canal Park will be highlighted by the creation of an improved public open space and lookout point on the island's scenic eastern tip to maximize public enjoyment of the Village's unique and historic water features (3).

The extension of the Village's Macedon Canal Park lease east of Route 350 is being finalized in 2014/2015 to permit similar recreational uses across the entire island. As part of this agreement,

the Canal Corporation has expressed a willingness to complete a modest cleanup of the site, including the removal of pavements and the installation of buffer fencing along the southern shore of the canal adjacent to Lock 60.

After transfer of the property to the Village, a feasibility study for the schematic design and delineation of public space within the site should be completed. This analysis should also include preliminary subdivision design for potential private development opportunities pursuant to Project 19.



The pavilion at the southern tip of Lock Park in Phoenix, NY is a good example of public amenities leveraging views along the Canal (note that this is larger in scale than what is proposed for Macedon).



East Canal Park is composed of three primary areas: an approximately 3.6 acre potential development site (1); Canal Corp Storage Area (2); and the public space at the eastern tip of the island (3).

PROJECT 15

Ganargua Creekside Trail (STRATEGIC SITE #6)

Increased access to and enjoyment of Ganargua Creek is a primary goal of the Waterfront & Downtown Revitalization Strategy. This project is a long-term extension of initial improvements at the Poplar Street trailhead proposed in Project 3, which included a crossing to neighborhoods south of the creek. The proposed creekside trail will improve the pedestrian connection between south village neighborhoods and Main Street while increasing accessibility to natural resources and expanded utilization of the Ganargua Creek corridor for recreation.

The Ganargua Creekside Trail will extend from the Poplar Street trailhead east to a node at Route 350. From this location, pedestrians will have safe access to Main Street (Project 2) and nearby Canal Park and Gravino Park upon the completion of Master Plan improvements. Once pedestrians reach Gravino

Park, they can continue to walk along the Creek via the loop trail (Project 10) and eventually reach the Erie Canalway Trail via Quaker Road (Project 11). The creation of the Ganargua Creekside Trail completes the Village-wide trail loop.

Project next steps, which are dependent upon the feasibility analysis conducted for Project 3, include expanded land-owner outreach and a feasible analysis of the potential trail alignment.



The Master Plan proposes long-term trail connections along the Ganargua Creek corridor that will enhance connectivity to Village neighborhoods and improve accessibility to a high quality, yet underutilized natural resource.

PROJECT 17

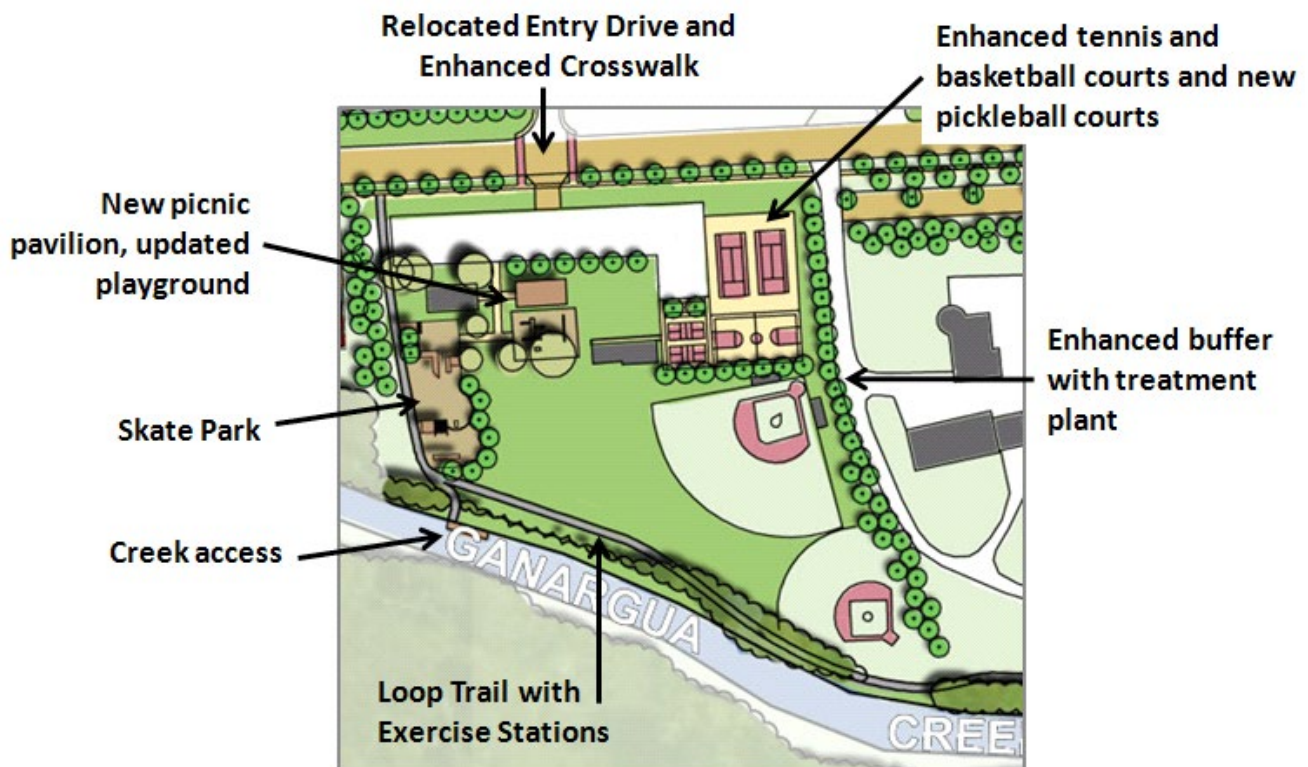
Gravino Park Enhancements Phase 2

The proposed Phase 1 improvements (Project 8) reflect the park's importance to Village residents. Proposed long-term improvements will make Gravino Park a community destination and enhance its connectivity to other Village amenities.

Phase I improvements include the installation of a new playground and loop trail with exercise stations. The projects identified for implementation in Gravino Park were suggested by community members and based on regional trends and demands for parks and recreation. Long-term investments to Gravino Park include the installation of a skate park, a pickle ball court and the enhancement of existing tennis and basketball courts. The creation and improvement of these recreational amenities will draw a wider group of residents and visitors to the park. With the completion of the Ganargua

Creekside Trail (Project 15), the park will play a central role in better connecting the Canal to the Village's Main Street.

Long-term improvements to Gravino Park will likely be conducted over time. Project next steps include feasibility and schematic design components associated with Projects 8, 9, 10 and 11.



CONNECTIVITY, WAYFINDING and GATEWAYS

How residents and visitors perceive the Village plays a significant role in their attitudes and willingness to further explore the community. Gateways denoting arrival to both the Village and the business district are proposed to improve the sense of place along the Route 31 corridor. Connectivity improvements between Main Street and the Erie Canal are proposed in conjunction with wayfinding investments to promote pedestrian and bicycle traffic off the Canalway Trail into the business district. Additional improvements along Route 350 are also proposed to increase the safety and experience of visitors and residents.

The Downtown and Waterfront Revitalization Plan recommends several connectivity and wayfinding projects in support of Goal 4 to create a welcoming and pedestrian-friendly environment for residents and visitors.

Planning level cost estimates for individual project components, as well as anticipated time frames, implementation partners and potential funding sources are included in Table 6.

Connectivity, Wayfinding and Gateway Projects

The following Master Plan projects are proposed to revitalize and improve parks, trails and open spaces within the Study Area. Project numbers correlate with Master Plan Maps 16 and 17.

1. Village Gateway Enhancements
5. Business District Gateway Enhancements
6. Route 350 Improvements
18. Enhanced Pedestrian Connections

PROJECT 1

Village Gateway Enhancements

When entering the Village of Macedon along Route 31 it is unclear where the Town ends and the Village begins. Motorists on Route 31 do not sufficiently lower their speed upon crossing into the Village, thereby causing safety concerns and causing motorists to not take notice of the Village's unique amenities and attractions.

Proposed gateway enhancements seek to clearly identify and signal entry into the Village. The gateway should be visually distinct and welcome visitors and residents to this unique destination while also facilitating much needed traffic calming. Proposed gateway enhancements include a landscaped median, a unique public art or structural feature and street trees.

The schematic design of gateway improvements should be included in the Village's request for project advancement to Step 3. Funding would include conceptual design and coordination efforts with NYS DOT. The results of this project, if viable, could inform an application to the Genesee Transportation Council for project funding and inclusion on the Transportation Improvements Program for the Genesee-Finger Lakes Region.



Existing entrance into the Village via Route 31 east



Proposed Village entrance

PROJECT 5

Business District Gateway Enhancements

The intersection of Routes 31 and 350 serves as an introduction to the Village of Macedon's business district for visitors and commuters entering from the east, north or south. However, this portion of the Village is visually dominated by the Berry Plastics Complex, and the industrial character lacks visual cues indicating that travelers have entered the community's Main Street business district.

Creating a gateway at this intersection is intended to improve the appearance and character of the Village while enhancing the community's identity as a distinct destination. A visually prominent gateway monument, colorful banners, unique signage and well-maintained landscaping will convey the Village's commitment to support existing businesses while striving to attract new investment and visitors.

Project next steps include a feasibility study for schematic design and commencement of preliminary coordination with NYSDOT. This project should likely be conducted in tandem with Project 1 to leverage consulting fees and improve communication efforts with State agencies.



Existing Route 31/Route 350 Intersection



Proposed Business District Gateway

PROJECT 6

Route 350 Roadway Improvements

As noted in Project 5, entering the Village via Route 350 does not adequately portray the Village's quaint Canal town character. The installation of a vegetative buffer along the Berry Plastics frontage would help soften the visual presence of the industrial complex. Streetscape enhancements along Route 350 will also improve the character of the entrance to Macedon Canal Park, while enhancing the experience of Canalway Trail users as they travel south to Route 31 and Macedon's Main Street.

Roadway improvements should include a wider shared-use shoulder, updated road markings and clear wayfinding signage to improve safety for pedestrians and cyclists along Route 350.

Project next steps include schematic design and preliminary cost estimates for improvements to the Route 350 corridor. These improvements should also include the feasibility of expanding the Route 350 Bridge over the Erie Canal to include a dedicated bicycle/pedestrian lane, as well as aesthetic improvements to the Macedon Canal Park entrance.



Existing Route 350 corridor entering the Village from the north



Proposed Route 350 corridor with roadway improvements

PROJECT 18

Enhanced Pedestrian Connections

The proposed pedestrian connection would direct pedestrians and cyclists from Macedon Canal Park to Main Street via Railroad Avenue and Center Street and strengthen the important relationship between these primary community destinations. Changes to the Railroad Avenue route seek to create a safer, more pedestrian-scale alternative to Route 350, which is dominated by automobile traffic. Improvements to this route would encourage increased pedestrian travel between the Canal and downtown.



Existing Railroad Avenue Connection



Proposed Railroad Avenue Connection

Railroad Avenue Conversion

The route from Canal Park to Main Street should receive improved streetscaping and pedestrian infrastructure including repaired sidewalks, tree lawn plantings, improved signage and benches. Railroad Avenue, which connects Center Street to Canal Park, should be converted into a one-way street away from the Canal to accommodate a separate path for pedestrians and cyclists, which will decrease traffic, improve the pedestrian experience and direct visitors to this important community linkage.

Gateways

As mentioned in Project 12, the informational kiosk at the head of Railroad Avenue within Canal Park will inform park visitors about the proximity and amenities located in the Village's downtown. Once visitors reach the intersection of Center and Main Streets they will be greeted by another gateway signifying the entrance into the Village's downtown.

Wayfinding

Beginning at the informational kiosk at the start of Railroad Avenue within Macedon Canal Park, there will be pedestrian wayfinding signs illustrating that downtown is only a few minutes' walk away. Community stakeholders believe that there is a lack of visitor traffic between Downtown Macedon and Canal Park simply because they are unaware of the proximity between the two and are unaware of what Main Street has to offer. Along the walk from Canal Park to Main Street, there are several experiences that highlight the Village's unique charm. Each of these destinations will be identified with signage and descriptions.

Bob's Bait Shop

Bob's is a vacant building formerly used as an auto body shop located along the Old Enlarged Canal with access from the south side of the Canal and views of both the Barge and Enlarged Canals. This location is ideal for an eatery with outdoor dining such as an ice cream shop or diner, due to its scenic views and proximity to Macedon Canal Park and downtown.



Proposed informational kiosk along Railroad Avenue in Macedon Canal Park.

Table 6: Implementation and Phasing

Project	Phasing & Anticipated Costs (\$2013)		Potential Funding Resources	Time Frame	Notes
1) Village Gateway Enhancements	Schematic Design	\$20,000	Village, BOA, Transportation Alternatives (TA)	2014	Preliminary design conducted during BOA Step 3 Implementation activities.
	Final Design	\$40,000	Village, TA, Surface Transportation Program (STP)	2014-2016	After schematic design, Village should apply for inclusion on the TIP through the GTC.
	Construction	\$200,000	TA, STP, Village, Private	2020	Costs dependent upon results of design process.
2) Route 31 Streetscape Enhancements	Schematic Design	\$25,000	Village, BOA, TA	2014	Schematic and preliminary design conducted during BOA Step 3 Implementation activities.
	Final Design	\$208,000	Village, TA, STP	2014-2016	After schematic design, Village should apply for inclusion on the TIP through the GTC.
	Construction	\$1,000,000	TA, STP, Village	2020	Costs dependent upon recommendations made in Step 3 activities.
3) Trailhead & Connector Trail	Feasibility Study	\$85,000	LWRP, Village	2014	Include topographic survey, schematic trail and bridge design.
4) Adaptive Reuse & Business Development	Landowner Coordination	\$15-20,000	BOA, Village	2014-2016	Village and implementation partner to reach out to property owners regarding vision for Main Street.
	Tenant Attraction & Marketing	\$25-30,000	BOA, Village	2016	Activities could include marketing strategy, artist renderings, tenant attraction activities and requests for proposals for developer/operator. Preliminary design conducted during BOA Step 3 Implementation activities.
	Facade & Streetscape Improvements (Design)	\$50,000	Private, LWRP, NY Main Street	2016-2020	Design of building to be completed by private funding and is dependent upon findings from schematic design and site acquisition process.
	Demolition/Construction	TBD	Private, LWRP, NY Main Street	2020-2024	Costs dependent upon results of design process.
5) Business District Gateway Enhancements	Schematic Design	\$20,000	Village, BOA, TA	2014	Schematic and preliminary design conducted during BOA Step 3 Implementation activities.
	Planning & Design	\$70,000	Village, TA, Surface Transportation Program (STP)	2014-2016	After schematic design, Village should apply for inclusion on the TIP through the GTC.
	Construction	\$330,000	TA, STP, Village	2020	Costs dependent upon results of design process.
6) Route 350 Roadway Improvements & Vegetative Buffer	Planning & Design	\$55,000	Village, BOA	2014-2016	Feasibility studies and conceptual design conducted design during BOA Step 3 Implementation.
	Construction	\$260,000	Village, TA, STP, Highway Safety Improvement Program, Bridge Program	2016-2018	Costs dependent upon recommendations made in Step 3 activities.
7) Commercial Development	Environmental Investigation	\$25,000	Village, BOA	2014-2016	Included in BOA Step 3 Investigation.
	Marketing of Site	\$15,000	Village, BOA	2014-2016	Activities could include marketing strategy, artist renderings, tenant attraction activities and requests for proposals for developer/operator.
	Schematic Design	\$30,000	Private, BOA	2014-2020	Feasibility studies and conceptual design conducted design during BOA Step 3 Implementation.
	Design & Construction	\$2,370,000	Private	2020-2024	Costs dependent upon results of design process.
8) Gravino Park Enhancements	Schematic Design	\$95,000	Village, BOA, LWRP, Environmental Protection Fund Parks Program (EPF)	2014	Feasibility studies and conceptual design conducted design during BOA Step 3 Implementation.
	Construction	\$440,000	Village, Private, LWRP, EPF	2014-2016	Costs dependent upon results of design process.
9) Improvements to Treatment Plant Site	Design & Engineering	\$100,000	Village, BOA	2014	Feasibility studies and conceptual design conducted design during BOA Step 3 Implementation.
	Construction	\$470,000	Village, Private, EPF	2014-2016	Costs dependent upon results of design process.
10 & 11) Multi-Use Trail & Canalway Trail Connection	Schematic Design & Survey	\$40,000	Village, LWRP, BOA	2014	Schematic and preliminary design conducted during BOA Step 3 Implementation activities.
	Design & Engineering	\$120,000	Village, LWRP, BOA, EPF	2014-2016	After schematic design, Village should solicit BOA, LWRP and EPF for funding.
	Construction	\$475,000	Village, LWRP, TIP, TA, EPF, Recreational Trails, Private	2016-2020	Costs dependent upon results of design process.
12) Macedon Canal Park Enhancements	Design & Engineering	\$400,000	Village, LWRP, BOA	2014-2016	After schematic design, Village should solicit BOA, LWRP and EPF for funding.
	Construction	\$2,000,000	Village, LWRP	2016-2020	Costs dependent upon results of design process.

Table 6, continued

Project	Phasing & Anticipated Costs (\$2013)		Potential Funding Resources	Time Frame	Notes
13) Expanded Canalfront Open Space	Environmental Investigation	\$25,000	Village, BOA	2014-2016	Environmental investigations conducted during BOA Step 3 Implementation activities.
	Remedy Selection & Remediation	TBD	Village, Canal Corporation, Berry Plastics/Mobil Chemical (?)	2016-2020	As required, based on findings from investigation.
	Planning & Schematic Design	\$25,000	Village, LWRP, Canal Corporation, EPF Parks	2016-2020	Feasibility studies and conceptual design conducted design during BOA Step 3 Implementation.
	Final Design	\$110,000	Village, LWRP, Canal Corporation, EPF Parks	2016-2020	Design of park dependent upon findings from schematic design and site acquisition process.
	Construction	\$520,000	Village, LWRP, Canal Corporation, EPF Parks	2020	Costs dependent upon results of design process.
14) Creekside Restaurant	Feasibility Study	\$40,000	Village, LWRP, BOA	2016	Costs of implementation dependent upon findings from BOA Step 3 activities.
	Design & Construction	TBD	Private	2020-2024	Dependent on private design and use of the site.
15) Creekside Trail	Feasibility Study	\$40,000	Village, LWRP, BOA	2016	Costs of implementation dependent upon findings from BOA Step 3 activities.
	Design & Construction	TBD	Village, LWRP, Recreational Trails	2020-2024	Design and cost dependent on study findings.
16) Main Street Mixed Use Development	Landowner Coordination	\$15,000	Village, LWRP, BOA	2020	Schematic and preliminary design conducted during BOA Step 3 Implementation activities.
	Tenant Attraction & Marketing	\$25,000	Village, LWRP, BOA	2020	Activities could include marketing strategy, artist renderings, tenant attraction activities and requests for proposals for developer/operator.
	Planning & Design	TBD	Private	2020-2024	Feasibility studies and conceptual design conducted design during BOA Step 3 Implementation.
	Construction	TBD	Private	2024-2028	Costs dependent upon results of design process and funded by private
17) Gravino Park Enhancements	Planning & Design	\$180,000	Village, BOA	2020	Feasibility studies and conceptual design conducted design during BOA Step 3 Implementation.
	Construction	\$860,000	Village, EPF	2020-2022	Costs dependent upon results of design process.
18) Enhanced Pedestrian Connection with Destination Developments	Planning & Design	\$160,000	Village, BOA, LWRP	2020	Feasibility studies and conceptual design conducted design during BOA Step 3 Implementation.
	Construction	\$770,000	Village, LWRP	2020-2024	Costs dependent upon results of design process.
19) Waterfront Development	Environmental Investigation	\$25,000	Village, BOA	2020-2022	Environmental investigations conducted during BOA Step 3 Implementation activities, combined with Project 13.
	Remedy Selection & Remediation	TBD	Village, Canal Corporation, Berry Plastics/Mobil Chemical (?), Brownfield Cleanup Program (BCP)	2020-2024	As required, based on findings from investigation.
	Schematic Design	\$15,000	BOA, Village, LWRP	2024	Schematic and preliminary design conducted during BOA Step 3 Implementation activities.
	Marketing of Site, Developer RFP, Developer Selection	\$20,000	Village, LWRP, BOA	2024	Activities could include marketing strategy, artist renderings, tenant attraction activities and requests for proposals for developer/operator.
	Design	TBD	Private	2024	Designs will be funded and determined by private developers.
	Construction		Private	2024-2028	Costs of individual projects will vary based on buildings and proposed uses.
20) Townhouse Development	Schematic Design		Village, BOA, LWRP	2020	Schematic and preliminary design conducted during BOA Step 3 Implementation activities.
	Marketing of Site		Village, LWRP, BOA	2020	Activities could include marketing strategy, artist renderings, tenant attraction activities and requests for proposals for developer/operator.
	Design		Private	2020-2022	Designs will be funded and determined by private developers.
	Construction		Private	2022-2026	Costs of individual projects will vary based on buildings and proposed uses.
21) Patio Home Development	Schematic Design		Village, BOA, LWRP	2020	Schematic and preliminary design conducted during BOA Step 3 Implementation activities.
	Marketing of Site		Village, LWRP, BOA	2020	Activities could include marketing strategy, artist renderings, tenant attraction activities and requests for proposals for developer/operator.
	Design		Private	2020-2022	Designs will be funded and determined by private developers.
	Construction		Private	2022-2026	Costs of individual projects will vary based on buildings and proposed uses.

The Barn

The large barn located on Railroad Avenue provides a look back at the history of the Village of Macedon. The quality farmland surrounding the Village brought prosperity to the community and continues to define the character of the Village. The barn, which is currently in private ownership, could be converted into a public use such as a visitor center, museum, eatery or gift shop. In order to allow such future uses, the Village's zoning would need to allow for a commercial use and the land would need to be subdivided.



Proposed Enhancements to the Railroad Avenue Barn

Bickford Park & 7 Center

Bickford Park, a small public open space, is located in one of the Village's oldest residential neighborhoods and sits next to the recently renovated 7 Center. 7 Center is a Victorian style church that has been converted into a mixed use building with apartments and a performing arts space.

Bickford Park, located adjacent to 7 Center, can serve as an informal outdoor space for events at 7 Center thereby creating a deeper connection between the community and the arts and entertainment events taking place at 7 Center.



Bickford Park with 7 Center in the background

Next Steps

Project next steps include the schematic design of wayfinding and gateway elements, including the development of signage concepts, a proposed location plan for wayfinding signs, the conceptual design of gateway kiosks and the feasibility analysis for the conversion of Railroad Street to one-way. Upon determination of viable concepts and preliminary cost estimates, the Village could move forward with funding requests for construction activities from State agencies, including NYS Parks, NYS DOS and NYS DOT. Additional detail is located on Table 6 for project phasing and potential partners.

BRANDING and MARKETING

The BOA Nomination Study process included the development of a Brand Positioning statement upon which to base future community branding and marketing strategies. During the brand positioning study, the Village of Macedon's competitive position within the region was highlighted and analyzed.

A significant component of the Brand Positioning analysis was the identification of the creative brand expression. Based upon an analysis of internal and external opinions of the community and the desires of the project steering committee, the creative brand expression was identified as: **Independently Authentic**. The sidebar provides an overview of the brand expression for the Village of Macedon. Appendix D includes the full Brand Positioning Summary and presentations provided to the community.

As part of Step 3 of the BOA Program, the Village should further develop its branding and marketing strategy based on the Brand Positioning study conducted as part of the Step 2 Nomination Study. The Step 3 Marketing Strategy should include the development of a Village logo, tagline and new marketing and promotional materials. The Village should secure a marketing and branding firm to identify an overall marketing strategy that addresses the Village's long term objectives – attracting new residents, increasing the number of visitors and business/investor attraction.

Village of Macedon

Creative Brand Expression:

Independently Authentic

When a place is authentic, it is not false or copied. To be authentic, it needs to be genuine and real. It's a place that has roots and vision based on original ideas, built from the ground up. No official seals or stickers. No plaques or certificates needed. And with the Village of Macedon, that authenticity is unmistakable.

Doers, dreamers, builders, adventurers – that is the Village of Macedon. A grassroots community that refuses to be bound by limitations or restricted by geography. It is a community positioned for success that easily connect tourists and residents alike with unique entry points, experiences, and enterprise.

With its eclectic stores, old beauty, and entrepreneurial spirit, the Village of Macedon is true to its nature and to yours, no matter what that nature may be. Macedon is a community that is both blue collar and artisan. It's about wide open spaces and opportunity. Low taxes and high hopes. It's no accident that so many entrepreneurs have staked their claim here or that the community still maintains a strong economic base. The Village of Macedon has never waited for the future; it built it.

If you're looking for a place that is true and genuine; one that embraces history while at the same time cultivates new ideas; a place with unbridled opportunity that still maintains an old world feel, you will find it here. The Village of Macedon. Independently authentic.

ADMINISTRATION and OVERSIGHT

The implementation of recommendations contained within the Downtown and Waterfront Revitalization Plan will require a high level of coordination and consistent, continuous effort by an organization specifically charged with community and economic development. Regardless of the initial or final organizational format, successful implementation of the Plan will include the following key themes:

- Establishment of an implementation coordinator;
- Establishment and maintenance of local, county and regional partnerships;
- Coordination with businesses and merchants; and
- Dedicated roles, responsibilities and commitment on behalf of Village government.

Implementation Coordinator

The development of the organizational capacity required to implement the Plan will take time, and will likely occur over several years and potentially multiple iterations. However, the establishment of a single position charged with the advancement of community and economic development initiatives cannot be understated. It is highly unlikely that this role could be successfully filled as an extension of the duties of existing Village staff. Yet, the physical or organizational placement of the ‘coordinator’ position is less important than the individual’s singular purpose and responsibility.

The implementation role could potentially begin as a part-time Main Street Coordinator position in conjunction with designation through the National Trust for Historic Preservation Main Street program. The Western Erie Canal Alliance is the Main Street program coordinator for a 5-county region including Wayne County. As a recognized National Trust Main Street community, the Village of Macedon could request funding for a part-time Main Street

Coordinator position through the NYS Local Waterfront Revitalization Program. These funds could also be requested for multi-year grants of two to three years, permitting the Village to establish a solid foundation for the Main Street program.

As a National Trust Main Street Local Program, the Village would have the option to establish a freestanding non-profit program or a program within the existing Village governance structure. It is recommended that the Village establish a freestanding program as a 501(c)(3) not-for-profit corporation. If the Village were to choose this path, it should consider including a broad set of goals to its corporate by-laws and articles of incorporation to provide flexibility and ability for this organization to expand its role in the community at a later date.

Budget requirements anticipated for a full-time Main Street Coordinator position range from \$45,000 to \$60,000 per year; while a part-time position could require \$20,000 to \$30,000 annually. Dependent upon timing and funding availability, the NYS BOA program may also be an eligible funding source to initially establish the Main Street Coordinator position for a period of one to two years. Other funding sources, such as local funding and LWRP funds would be required to sustain the organization over the long-term.

Partnerships

As a small community of just over 1,300 residents and a government staff of less than 10, the Village of Macedon must leverage the capacity and resources of its local partners to facilitate significant community and economic development projects. The maintenance and expansion of partnerships with adjacent communities and organizations will be critical to the implementation of Plan recommendations

The Village and Town of Macedon must strengthen their relationship and continue to pursue opportunities for shared-services agreements and joint-efforts on local projects. If needed, the Village may consider applying for mediation support through the NYS DOS division of Local Government Services to bring an objective third-party to the table to assist in dispute settlement.

Similarly, the Village should continue to reach out to Wayne County and the Village of Palmyra to conduct coordinated marketing and economic development initiatives. Organizations such as the Macedon-Palmyra-Walworth Chambers of Commerce (MPWCC) may also represent a significant opportunity to establish lines of communication with area businesses and seek their support and involvement in economic development efforts. The Village should also continue to strengthen its relationship with the Palmyra-Macedon Central School District in an effort to expand involvement by the district and its families in the revitalization of Macedon.

Business/merchant coordination

The Village of Macedon Main Street corridor is home to an eclectic mix of businesses which adds to its authentic appeal. However, the diversity of businesses and ownership has led to a lack of continuity that is hampering the growth of Main Street as a retail and services destination within the larger community. Village businesses should consider the establishment of an organization, such as a merchant association, to assist in coordinating details such as sales and events, holiday decorations and hours of operation.

Through a carefully coordinated strategic advertising plan and promotional activities, a merchant association can establish the identity of Main Street, build a reputable brand for the Village and incentivize return customers.

Government roles and responsibilities

Entrepreneurs and small businesses create new jobs, employ local residents and create a unique sense of place that enhances the Village's quality of life. As such, Village administrators should strive to learn more about the needs and challenges facing their local businesses to help inform policies and procedures that support their growth and persistence.

Village administrators should utilize their leadership, communication and regulatory tools to the benefit and support of the local business community.

Strong local elected officials must prioritize issues, demonstrate that businesses are important to the vitality of the Village and become a champion for their success.

Communication between the business community and the municipal government is crucial to improve process and better respond to needs.

Confusing and contradictory regulations are especially burdensome on new and small business. The Village should review its permitting and regulatory functions with local business owners to understand their impacts upon operations and investment decisions.

Attracting private development and investment requires coordination, commitment and the assumption of risk. Although it has limited resources, the Village of Macedon will be required to make a modest financial commitment to the success of local businesses and the revitalization of Main Street and the Erie Canal waterfront. Much of this commitment shall take the form of investments in public infrastructure to support private investment and activities. Additional commitments should also be made in furthering the community branding and identity position as recommended herein.

POLICY and REGULATORY CHANGES

Modest land use and zoning changes are recommended as part of the Downtown and Waterfront Revitalization Plan. The establishment of two new zoning districts is encouraged to support future investment along the Erie Canal corridor and adjacent lands. In addition, the Village should seek to codify and adopt the Main Street Downtown District Design Guidelines within the Village zoning code.

New Zoning Districts

A new Waterfront Mixed Use district is recommended to include all lands currently under ownership by the NYS Canal Corporation. A portion of these lands east of Route 350 are currently zoned industrial, yet are currently underutilized as a parking lot by Berry Plastics. The Plan recommends the transition of this land to active mixed commercial uses including retail, restaurant, office, accommodations and potentially upper story high-density residential.

All lands within the Study Area north of the Erie Canal are recommended to be rezoned to a new High Density Residential district. Currently a mixture of industrial and agricultural zoning districts, the majority of these lands are not actively developed. The Plan recommends future land uses to include townhomes, patio homes and other higher density residential developments. The residential density of these areas is suggested to be a minimum of seven (7) units per acre, thus single-family detached homes are not recommended.

Main Street Design Standards

The Village established an extensive set of design guidelines to be utilized within a Main Street Downtown Overlay District to assist in guiding development and investment along a segment of the Route 31 corridor. The Village should adopt these guidelines and the overlay district as standard requirements within the zoning code. The Downtown and Waterfront Revitalization Plan

recommends a complete overhaul of the Village's existing zoning code to bring the regulations in compliance with current best practices. The codification of the design guidelines as standards could be performed in coordination with the zoning rewrite.

State Environmental Quality Review Act

The Village's Zoning Law requires compliance with the State Environmental Quality Review Act (SEQR) and all applicable rules and regulations as identified in New York State Conservation Law Section 8-0113 and New York Compilation of Codes, Rules, and Regulations Part 617.6.

SEQR requires a designated lead agency to identify any possible significant impacts of proposed actions on the physical and natural environment and to identify and implement appropriate mitigating measures as deemed to be warranted.

The Village of Macedon Planning Board provides technical review of SEQR Environmental Impact Statements and Environmental Assessment Forms for proposed actions within the Village and makes recommendations to the Village Board. The Village Board generally serves as Lead Agency on behalf of the Village.

The Village has prepared a Full Environmental Assessment Form (Full EAF) in association with the BOA Nomination Study which describes the proposed action, its location, its purpose and its potential impacts on the environment (See Appendix F). At the conclusion of the review period the Village Board will make a determination on potential environmental impacts resultant from the adoption of the BOA. This declaration will be entered into public record, and the Village will be required to respond accordingly. Upon a negative declaration of environmental impacts, the Village will then formally adopt the BOA and begin implementation of the Program's recommendations. Upon a positive declaration of environmental impacts, the Village may choose to alter the program or provide an Environmental Impact Statement to further study the potential impacts of the program and offer alternative solutions in Step 3 of the BOA Program.

FUNDING

Funding for Downtown and Waterfront Revitalization Plan initiatives will come from a host of public and private resources. Timing and levels of public investment will be predicated on numerous issues including the disposition of State and Federal budgets and the regional, State and national economic outlook. However, the overwhelming majority of investment within the BOA will be provided by the private sector. The availability and costs of financing are major factors that dictate the extent and timing of private sector involvement. In addition, the perception of the Study Area and potential costs associated with environmental contamination are also deterring private sector interest. Although near-term public involvement will be required to facilitate investment, the long-term sustainability and financial viability of development within the Study Area will require the ability of projects to persist absent of public subsidies.

A consistent level of public dollars will be required in the beginning stages of implementation to reduce private sector risk and lure investment. Maintaining momentum developed during the Planning process is critical to ensuring that revitalization efforts take hold. Therefore, the Village should identify 'low-hanging fruit' - short-term projects and initiatives that can be accomplished with limited funding to provide maximum impact. The implementation of a few highly visible quick-wins, such as the expansion of the parking lot for Gravino Park and the installation of buffer trees along Route 350 near Berry Plastics will signal commitment, activity, and momentum that should translate into continued public and private investment.

Funding for lower cost, high impact projects can come from more traditional sources, such as the New York State Environmental Protection Fund, New York Main Street Program and the New York State Local Waterfront Revitalization Program. The following provides an overview of available New York State funding resources.

NYS Regional Economic Development Councils

In 2011, New York State created ten regional economic development councils (REDC) and mandated that each develop a five-year strategy which identifies an overall economic development approach for the region. Funding priority will be given to projects which meet or advance the strategies and goals identified by the corresponding regional economic development council.

The Finger Lakes Regional Economic Development Council (FLREDC) identified four 'umbrella' strategies to promote a unified approach to public and private investment in the nine-county region. In particular, the FLREDC identified the investment in communities, industrial development and infrastructure as a priority regional strategy. The revitalization of the Village of Macedon directly aligns with the goals of this strategy to reinforce the sense of place of existing neighborhoods, promote the adaptive reuse of existing buildings and invest in projects that enhance access to water resources.

State Funding and Incentive Programs

The following is a brief overview of key funding and incentive programs in existence as of 2014 organized by agency and important factors for consideration during the application process.

Environmental Protection Fund

The NYS Environmental Protection Fund (EPF) was created in 1996 as part of a statewide bonding initiative. This fund is utilized by two primary grant programs: the Local Waterfront Revitalization Program (LWRP); and the Parks, Recreation and Historic Preservation Program (OPRHP). Each of these programs will fund improvements up to \$400,000, requiring at least a 1:1 match, and state funds cannot equate to greater than 50 percent of the total project cost. Therefore, a project requesting the maximum of \$400,000 will be required to have additional resources committed equivalent to \$400,000 or more. Funding priority is given to projects within an approved BOA.

Local Waterfront Revitalization Program

The NYSDOS administers LWRP funding, which can be utilized for waterfront improvement projects in conjunction with an approved LWRP document. The Village's recently completed LWRP should place the community in a strong position to compete for these funds upon an approved document. Funds can be utilized to finalize the design and construction of infrastructure and shoreline improvements and other capital projects such as trails and parks.

Nearly all Downtown and Waterfront Revitalization Master Plan capital projects, as depicted on Maps 16 and 17 should be eligible for LWRP funding as the boundary for the Village's Local Waterfront Revitalization Plan and the BOA are coterminous.

Parks, Recreation and Historic Preservation Program

The Office of Parks, Recreation and Historic Preservation (OPRHP) administers a separate EPF grant program focusing on the acquisition, preservation and construction of park and historic preservation projects. This funding program supports the purchase of property and easements, the construction of public parks, and the preservation of historic resources and structures.

Several projects within the BOA should be a good fit for this funding program, including: improvements at Gravino Park (Projects 8, 9, 10, 11 & 17); and improvements to Macedon Canal Park (Project 12).

Funding programs associated with the EPF are extremely flexible. Applicants can utilize other local, state, and in-kind funds towards their dollar for dollar match, yet must be capable of funding the entire project prior to requesting reimbursement.

New York Main Street Program

The New York Main Street (Main Street) Program is funded by the NYS Housing Trust Fund and administered by the Office of Community Renewal. The Main Street Program mainly supports investment

in private property. The establishment of a Village Main Street Administrator position would make the Village more competitive to access funding for façade renovations, tenant space improvements, signage and wayfinding improvements. The revitalization and reinvestment in existing commercial spaces along Route 31 (Projects 4 & 16) would be an appropriate target area for this funding source. This corridor would also be able to leverage the streetscape component of the funding program (Project 2). Main Street funding is also flexible, yet requires proof of committed investment by other state, federal or private sources. Similar to EPF programs, Main Street is also a reimbursement program, with varying levels of match dependent upon project type.

Green Innovations Grant Program

The Green Innovation Grant Program (GIGP) is funded and administered by the New York State Environmental Facilities Corporation and funded through the NYS Clean Water Revolving Loan Fund which is capitalized largely through federal support.

Green infrastructure is used to manage rain where it falls, reducing runoff volume and the need to treat it through conventional piped drainage and water treatment infrastructure. Uncontrolled stormwater runoff can lead to excessive pollutants entering the Erie Canal and Ganargua Creek, diminishing the recreational and ecological value of these resources. Green infrastructure is a cost-effective and efficient tool that can be utilized along public streets, in parking lots and in small undeveloped portions of lots. There are several opportunities for green infrastructure in the Downtown and Waterfront Revitalization Plan, including proposed Route 31 Streetscape Enhancements (Project 2) and the parking lots at Gravino and Macedon Canal Parks (Projects 9 & 12).

The GIGP program funds up to 90 percent of project costs with no defined maximum yet will only fund the green infrastructure portions of the project. Non-sustainable components will require coverage via other project funding.

Brownfield Cleanup Program

In 2004, the establishment of the Brownfield Cleanup Program (BCP) provided tax credits for the remediation and redevelopment of brownfield sites in New York State. These tax credits are further enhanced within Brownfield Opportunity Areas. The redevelopment of the Berry Plastics parking lot for a mixed use waterfront project may include environmental remediation. However, until extensive analysis and investigations have been completed, the usefulness of the BCP program is unknown for the implementation of the Downtown and Waterfront Revitalization Plan. As of January 2014, funding for the BCP will expire in December of 2015. The extensive timeline anticipated for projects entering the BCP to achieve a certificate of completion likely precludes the use of this program to support immediate development projects.

Excelsior Jobs Program

Business investment within the Vacuum Oil BOA may qualify for fully refundable tax credits via the Excelsior Jobs Program (EJP). Businesses within the BOA may be eligible for three of the four EJP credits, which can be claimed over a 10 year period. To earn credits, firms must first meet and maintain the established job and investment thresholds as outlined by the New York Empire State Development Corporation, which include minimum eligibility criteria for jobs, overall investment and benefit-cost ratios.

Empire State Development Corporation also maintains discretionary capital funds in support of statewide economic development initiatives and business investments. This includes development bonds to support significant private sector investments, the Urban and Community Development Program for feasibility and pre-development activities, and the Build Now-NY/Shovel Ready Program, among others.

Cleaner, Greener Communities Program

The New York Cleaner, Greener Communities Program empowers regions to create more sustainable communities by funding smart growth practices. The Finger Lakes Regional Sustainability Plan (FLRSP) was approved in 2013, and recommends model implementation projects that will significantly improve the economic and environmental health of the region. Regional sustainability projects will be funded in three rounds of \$30 million beginning in 2013. The Village should consider applying for funding during the 2014 or 2015 round for the redevelopment of the former Berry Plastics parking lot site.

FEDERAL TRANSPORTATION FUNDING

The most likely means of implementing transportation improvement recommendations identified in the BOA Master Plan will be to seek multiple funding sources, including a combination of public funding from various governmental levels.

Federal transportation funding for projects associated with gateway and streetscape improvements or trail development are coordinated via the formalized Transportation Improvement Program process conducted by the Genesee Transportation Council (GTC). This would include Projects:

- 1 – Village Gateway Enhancements;
- 2 – Route 31 Streetscape Enhancements;
- 3 – Trailhead and Connector Trail;
- 5 - Business District Gateway Enhancements;
- 6 – Route 350 Roadway Improvements;
- 10 & 11 – Multiuse Trail and Canalway Trail Connection; and
- 18 – Enhanced Pedestrian Connection.

The Federal Government provides funds for transportation projects through various funding programs contained within multi-year federal transportation legislation, with the current appropriations bill referred to as MAP-21, or Moving Ahead for Progress in the 21st Century. MAP-21 is a new two-year federal transportation act that was signed in July 2012 after the expiration of SAFETEA-LU in March 2012. The new act created the Transportation Alternatives Program (TAP) which combines several SAFETEA-LU programs under a single heading, continuing funding support for programs and projects defined as transportation alternatives, including:

- On- and off-road pedestrian and bicycle facilities;
- Community improvement projects;
- Recreational trail program projects; and
- Safe routes to school projects.

MAP-21 also continues the Surface Transportation Program (STP) and the Highway Safety Improvement Program (HSIP) which supply potential federal funding sources for roadway and trail improvements.

SURFACE TRANSPORTATION PROGRAM (STP)

The Surface Transportation Program is a primary core Federal-aid program within MAP-21 utilized for local highway and trail improvement projects. The STP provides flexible funding that may be used for a variety of projects through numerous sub-programs, including all project types eligible for funding under the Transportation Alternatives Program. STP funds could support the conversion of Railroad Street into a one-way vehicular facility with an adjacent multi-use trail (Project 18), as well as improvements to Route 350 between the Erie Canalway Trail and downtown Macedon (Project 6).

HIGHWAY SAFETY IMPROVEMENT PROGRAM (HSIP)

The Highway Safety Improvement Program (HSIP) is a core Federal-aid program with an overall purpose to achieve a significant reduction in traffic fatalities and serious injuries on all public roads through the implementation of infrastructure-related highway safety improvements. Currently, there are no proposed projects eligible for HSIP funds.

TRANSPORTATION ALTERNATIVES PROGRAM (TAP)

The Transportation Alternatives Program functions as an umbrella for three separate programs formerly functioning separately under SAFETEA-LU. With some minor exceptions within the Recreational Trails program, all TAP funding requires a 20 percent local match that may be cash or in-kind services.

Funding for bicycle and pedestrian improvements are now included under the Transportation Alternatives Program and administered by the New York State Department of Transportation (NYSDOT) with assistance in project solicitation and selection being provided by GTC. In order to maximize the use of the available TE funding, this program provides innovative financing alternatives for local matching requirements of 20 percent. TE funds would support the following Projects associated with the Vacuum Oil BOA:

- 1 – Village Gateway Enhancements;
- 2 – Route 31 Streetscape Enhancements;
- 3 – Trailhead and Connector Trail;
- 5 - Business District Gateway Enhancements;
- 6 – Route 350 Roadway Improvements;
- 10 & 11 – Multiuse Trail and Canalway Trail Connection; and
- 18 – Enhanced Pedestrian Connection.

Safe Routes to School (SRTS)

Funding for SRTS projects is now included under the TAP umbrella. The SRTS Program provides funding to enable and encourage children, including those with disabilities, to walk and bicycle to school; to make walking and bicycling to school safe and more appealing; and to facilitate the planning, development and implementation of projects that will improve safety, and reduce traffic, fuel consumption, and air pollution in the vicinity of schools. SRTS funding within the Downtown and Waterfront Revitalization Plan would likely be limited to pedestrian crossings of Route 31 Main Street at Poplar Street and Race Street (Project 2).

Recreational Trails (RT)

The Recreational Trails Program provides funding to construct and maintain recreational trails. Of funds distributed to a state, 30 percent must be used for motorized trails, 30 percent must be used for non-motorized trails, and the remaining 40 percent can be used for either type of trail. A typical RT award is \$50,000 to \$100,000. Recreational Trails funds would support the crossing of Ganargua Creek at Poplar Street (Project 3) and the development of the loop trail behind Gravino Park (Projects 10 and 11).

Next Steps and Conclusion

Next Steps

Upon completion and acceptance of the Downtown and Waterfront Revitalization Plan by the Department of State, the Village can begin the third step of the BOA program to undertake implementation activities. The efforts outlined within this Plan include those actions to be included in the final phase of the BOA process.

A key next step will be the establishment of an implementation coordinator that is charged with moving forward on recommendations made in the Plan. Village leaders should meet with the Western Erie Canal Alliance and representatives of the NYS DOS Local Waterfront Revitalization and Brownfield Opportunity Area programs to identify a preferred mechanism to provide initial funding for a Main Street Coordinator position.

In addition, the Village should apply for funding via the LWRP and/or BOA programs to conduct a comprehensive zoning update. During the application waiting period, the Village should establish and regularly convene a zoning update advisory committee (ZUAC), to include the Planning Board and other local stakeholders, to take the lead on the revision of the zoning code. This committee should be charged with outlining the elements of the code they would like to see addressed during an update, as well as identify the traits and characteristics of the preferred consultant to be hired to support the endeavor. The ZUAC should also establish roles and responsibilities of the committee, identify a single point person for interface with the consultant team, and determine decision-making protocols. With these critical

housekeeping steps completed, the Village will be ready to seek consultant assistance as funding becomes available.

The Village must continuously analyze the recommendations made within the Plan and revise priorities for individual sites as conditions change. This will require consistent involvement by the implementation coordinator. As part of this process, the Village should highlight a handful of small projects or recommendations at the outset of each year to undertake and effectuate in a calculated manner.

Additionally, the Village should begin to utilize the Downtown and Waterfront Revitalization Plan as a marketing and public relations piece with residents, area investors, and other federal, regional and state agencies, such as the Regional Economic Development Council. Such an effort will help carry momentum forward into implementation projects, and may also provide additional opportunities for financial, technical and public support.

Conclusion

The Village of Macedon contains all of the components of a fully functioning community: a core employment center; a classic Main Street downtown; high-accessibility transportation corridors; multiple active waterfronts; and, pedestrian-friendly neighborhoods within walking distance to services and recreational resources. Future actions should continue to support the concept of the study area as a complete community, and change the perceptions that have plagued the area.

The recommendations provided in the Downtown and Waterfront Revitalization Plan should be considered the first of many steps towards the revitalization of Macedon. Moving forward, the Village, its businesses and its residents will need to take ownership and responsibility for the rebirth of this classic American community. No individual group can tackle the myriad issues independently or singularly. However, by working together towards the goals and recommendations set forth in this and future plans, downtown Macedon can become an area of opportunity, growth, and prosperity.

APPENDICES

APPENDIX A PUBLIC PARTICIPATION

APPENDIX B SITE PROFILES

APPENDIX C MARKET ANALYSIS

APPENDIX D BRAND POSITIONING

APPENDIX E FULL ENVIRONMENTAL ASSESSMENT FORM

APPENDIX A PUBLIC PARTICIPATION

MEETING SUMMARY & PROJECT OUTLINE

Village of Macedon Brownfield Opportunity Area & Local Waterfront Revitalization Program Scoping Meeting | November 14, 2012



MEETING ATTENDEES:

Marie Cramer – Mayor, Village of Macedon
Marcy Frey – Deputy Mayor, Village of Macedon
Kathy Reilly – Deputy Clerk Treasurer, Village of Macedon
Julie Sweet – New York State Department of State
John Wimbush - New York State Department of State
Kimberly Baptiste, AICP – Project Manager, Bergmann Associates
David Plante, AICP – Project Planner, Bergmann Associates

SUMMARY OF MEETING DISCUSSION:

Welcome and Introductions

Meeting attendees introduced themselves and discussed their role in the project. Kimberly Baptiste provided an overview of the consultant team and the roles the subconsultants (EMA, Camoin & TWMLA) will play in supporting the project.

BOA Scope of Work

Kimberly reviewed the Work Plan associated with the BOA Nomination Study, describing efforts associated with fulfilling Components 1-7. Julie Sweet noted that Component 2 (Capacity Building and Training) is being revamped by the Department of State in partnership with SUNY ESF and will be offered online for the Village at some point in 2013. Community participation efforts were discussed in detail, with proposed efforts to include committee meetings, stakeholder meetings, three public meetings/workshops and a project website.

Component 4.3.C (Economic & Market Trends Analysis) was discussed and Kimberly described how the analysis will differ from a typical BOA Market Analysis in that it will include a focus on tourism-related economic development. Marcy Frey reiterated that the Market Analysis will need to be specifically tailored to the Village of Macedon, with emphasis on the marketing and branding initiatives that will be included as part of the BOA project.

Kimberly reviewed Component 4.3.E (Summary Analysis) of the Work Plan, pointing out that it will highlight specific areas of the BOA where recommendations will be tailored. Component 4.3.E will include an “Area-Wide Master Plan” for the BOA, with property-specific Master Plans being prepared for strategic sites selected by the Village and the

project team. Potential Strategic Sites were discussed, including the property on the northeast corner of State Route 31 and State Route 350, the vacant properties immediately west of Gravino Park and the vacant parking lot north of the Berry Plastics complex.

Kimberly reviewed Component 7 (NYS Environmental Quality Review) for the BOA project, which will consist of preparing a Full Environmental Assessment Form (EAF), assisting the Village with lead agency coordination, preparation of a Determination of Significance (likely a "Positive Declaration of Significant Adverse Environmental Impact)," preparation of a draft scoping document and conducting a scoping session. Julie added that the scoping process will set the stage for preparing a Generic Environmental Impact Statement (GEIS) in Step 3 of the BOA process.

LWRP Scope of Work

John Wimbush reviewed the LWRP scope of work, noting that much of the inventory work conducted as part of the BOA work scope can be used for the LWRP. John discussed modifications to the LWRP contract language, stating that it will now read that the Village can spend as much or as little of the grant money as needed. Other modifications included revising the Mayor's name and adding Marcy as a person authorized as a municipal project contact.

Public Outreach

The project steering committee was discussed, including appropriate representation. It was agreed that the committee will be the same for both the BOA and the LWRP projects. Marie and Marcy indicated that the committee will be comprised primarily of Village Planning Board members. The Village will also seek to include representation from the Wayne County Planning Department, the Wayne Economic Development Corporation, the Wayne County Industrial Development Agency and the Wayne County Historian. Representatives from neighboring municipalities, state agencies (Canal Corporation, Department of Housing & Community Renewal and Department of Transportation), local elected officials (Assemblyman Bob Oaks and State Senator Michael Nozzolio), regional entities (Finger Lakes Economic Development Council and Western Erie Canal Alliance) and federal agencies (Erie Canal National Heritage Corridor) will also be invited to participate. John reiterated the importance of involving state, regional and federal agencies/officials early on in the process in order to obtain project "buy in" and to further streamline the 60-day review involved with Task 7 of the LWRP Work Plan.

Kimberly discussed other methods of public outreach that will be conducted during the project. Individual property owners will be asked to participate at the stakeholder level, with one-on-one and small group meetings to be arranged in early 2013.

An online survey will be prepared building off of the input received from the surveys handed out during the Autumn on the Erie event in October. Marie noted that a Village-wide land use survey was conducted in 2010 through the Genesee/Finger Lakes Regional Planning Council, which may also be of help during the BOA/LWRP process.

A project website will also be prepared, serving as the website for both the BOA and LWRP. A link to the project website will be prominently placed on the Village of Macedon website.

Kimberly discussed the schedule for the three (3) public meetings to be held throughout the project. The format of the Public Design Workshop was discussed. Bergmann envisions that this workshop could be conducted in a charette format. A vacant storefront on Main Street could be used for the charettes if a willing property owner is interested. Marcy stated that the members of the steering committee could man stations if needed.

Project Schedule

Kimberly reviewed the project schedule, noting that entire Nomination and LWRP process would likely take about 12 to 14 months. Julie Sweet discussed the opportunity for submitting an Application for Project Advancement in September 2013. John stated that the timing for approval of the LWRP may be affected rezoning recommendations that come out of the BOA and LWRP projects. The Village will likely be applying for BOA Step 3 funding to conduct zoning ordinance revisions, and the LWRP approval cannot occur until the Village adopts the zoning ordinance revisions.

Kimberly anticipates that the steering committee will convene every other month following the regular Planning Board meeting, for a total of approximately seven (7) times. The first project meeting will be the Steering Committee kick-off meeting scheduled for Wednesday, December 5th at 7:00 PM in Village Hall.

Project Boundary

Kimberly and Dave reviewed the proposed project boundary. Kimberly stated that in response to the last meeting with Marie and Marcy, the boundary was tweaked to include the Macedon Cemetery property. Marcy stated that the cemetery property may provide the opportunity for a future waterfront trail along Ganargua Creek or other pedestrian linkage through the cemetery to provide a more direct route between the Denise Drive neighborhood and Main Street.

It was agreed that the northwestern portion of the boundary would be expanded to include the Palmyra-Macedon Intermediate School property, the Town Complex property, the Creative Environment Children's Learning Center property, the 97 acre

Beckenbach canal-front property and several smaller properties along State Route 31. Marcy noted that a canalfront trail historically existed on the Beckenbach property, and opportunities may exist to reinstitute canalfront access, particularly for residents in the Macedon Meadows subdivision

Application for Project Advancement

This agenda item was discussed in great detail as part of the group discussion associated with the Scope of Work.

Reimbursement Process

Bergmann will prepare monthly invoices by Component and Task as noted in the DOS work plans to facilitate the preparation of payment requests to the DOS. Monthly invoices will include an assessment of work done as a percent complete by task.

The Village of Macedon will be responsible for administering the grant on behalf of the Village. Required forms and paperwork from the DOS will be coordinated by the Village of Macedon. Bergmann will be available to assist in completing these forms, as needed.

NEXT STEPS

Village of Macedon

- Execute project contracts with Bergmann Associates and DOS
- Finalize Steering Committee membership and invite all members to kick-off meeting on December 5th

Bergmann Associates

- Revise boundary mapping to reflect requested modifications
- Coordinate with the Wayne County Planning Department and the Village of Macedon engineer for available GIS data
- Prepare materials for December 5th kick-off steering committee meeting
- Begin preparation of project website
- Begin inventory of existing conditions

Community Participation Plan

Village of Macedon Waterfront & Downtown Brownfield Opportunity Area - Nomination Study

Village of Macedon
January 2013



PRIMARY CONTACTS

Bergmann Associates
Kimberly Baptiste, AICP
Project Manager
kbaptiste@bergmannpc.com
(585) 232-5137 (x323)

Village of Macedon
Marcy Frey
mj1frey@gmail.com
(315)986-3976

NYS Department of State
Julie Sweet
Julie.sweet@dos.state.ny.us
(607)721-8752

This effort was made possible with the guidance and financial assistance provided by the New York State Department of State Brownfield Opportunity Area Program.

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SECTION 1: OVERVIEW

Purpose

Community participation is a critical component of the planning process. The greater the public involvement in the planning process, the higher the probability for stakeholders in Macedon to support the vision, goals and objectives developed for the Nomination Study. This Community Participation Plan (CPP) is developed to describe how local community members, project partners and stakeholders will be engaged throughout the planning process. The CPP serves as a *guide* for community involvement and as such, may change as opportunities for additional community participation arise. This CPP meets the minimum requirements of the Department of State (DOS) Work Plan. The CPP details the process for accomplishing the following objectives:

- Outreach: How information will be shared with the public regarding the planning process
- Involvement: How the public will be able to participate and provide feedback

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SECTION 2: ROLES AND RESPONSIBILITIES

New York State Department of State

The New York State Department of State (DOS) is the principal sponsor and funding agency for the Village of Macedon Waterfront & Downtown BOA Nomination Study. Additionally, the DOS will provide oversight, direction and technical assistance throughout the duration of the project. The primary representative for this project is ***Julie Sweet***.

Julie Sweet

Julie.sweet@dos.state.ny.us
(607) 721-8752

Village of Macedon

The Village of Macedon is responsible for the daily administration and project management of the Village of Macedon Waterfront & Downtown Nomination Study. The Village will provide project oversight and will be responsible for disseminating public outreach information to the community and known stakeholders. The main contact for the Village is ***Marcy Frey***.

Marcy Frey

mjl1frey@gmail.com
(315) 986-3976

Bergmann Associates

The consulting team will be responsible for providing technical expertise for the duration of the project and will coordinate their efforts with the Village of Macedon, DOS, DEC and subconsultants (Camoin Associates, Trowbridge Wolf Michaels, Eric Mower + Associates). Additionally, representatives from Bergmann will facilitate all public outreach. The primary Bergmann contact is ***Kimberly Baptiste***.

Kimberly Baptiste, AICP

kbaptiste@bergmannpc.com
(585) 232-5137 (x323)

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SECTION 3: STEERING COMMITTEE MEETINGS

Overview

The Steering Committee for the Village of Macedon Waterfront & Downtown BOA Nomination Study is comprised of members of the Village Planning Board, the Mayor and the Village Project Manager identified (Appendix A). Each member possesses local knowledge and capacity to devote to the preparation of the Nomination Study. The Steering Committee is responsible for reviewing materials, community outreach and direction throughout the process. Meetings with the Steering Committee will provide an opportunity to discuss project related information and review the comments received from the DOS, stakeholders and the public.

Approximately seven (7) Steering Committee meetings will be held, beginning in December 2012 with a kickoff meeting. A tentative schedule for Steering Committee meetings is provided in Appendix B. The general purpose of each meeting is summarized below:

Meeting #1 – December 5, 2012: The first Steering Committee meeting was an information session to identify the roles, responsibilities, scope of work and project timeline. The BOA program was introduced to the Steering Committee. The BOA boundary determined during the Nomination Scoping phase was reviewed and reaffirmed by Committee members. Members were led in an exercise to identify the Needs, Opportunities and Constraints associated with the study area and its redevelopment.

Meeting #2 – February 6, 2013: The second meeting will precede the first public informational meeting. The consultant team will present the preliminary findings of the existing conditions analysis. Committee members will provide the consultant team with their vision for the future of Macedon's downtown and waterfront. The consultant team will also discuss preparations for the public informational meeting and the stakeholder meetings to be held later in the month.

Meeting #3 – April 3, 2013: The Steering Committee will provide feedback on the existing conditions report prepared by the consulting team. The third meeting will be used to review the draft vision statement for the Nomination Study, as well as the goal statements and action objectives for accomplishing the vision for the Village of Macedon Waterfront & Downtown BOA.

Meeting #4 – June 5, 2013: The consultant team will conduct a Future Land Use roundtable with the Steering Committee to understand potential for future development throughout the Village of Macedon Waterfront & Downtown BOA. Strategic sites will also be reviewed by the Steering Committee with the project team. Strategic sites will be determined as those sites with the greatest potential to spur area-wide revitalization. The Steering Committee will identify these sites based on a variety of factors including property ownership, location, parcel size, surrounding land uses, brownfield status and land use status. A schedule/itinerary for the second public meeting, the public design charette, will also be reviewed.

Meeting #5 – August 7, 2013: Conceptual master build out plans will be presented by the consultant team and reviewed with the Steering Committee, based upon input received at the public design charette, stakeholder meetings and the previous Steering Committee meetings. The master build out plans will represent low, medium and high intensity development scenarios for the Village of Macedon Waterfront & Downtown BOA. The consultant team will work with the Steering Committee to review each option in order to develop a preferred master development plan.

Meeting #6 – October 2, 2013: The consultant team will present the Draft Nomination Study and discuss recommendations associated with revitalization of the study area. Updates will be made to the Nomination Study according to feedback received from the Steering Committee. Drafts of the preferred BOA Master Plan, Main Street Revitalization Strategic Action & Branding Plan, Economic Analysis, SEQRA documentation and the Phased & Prioritized Implementation Strategy will be presented to the Steering Committee. Preparations for the Nomination Study public hearing will be reviewed.

Meeting #7 – December 4, 2013: The Final Nomination Study will be presented to the Steering Committee. The application for project advancement will also be reviewed with the Steering Committee.

Notification

E-mail notification of meetings will be provided by either **Kimberly Baptiste or Dave Plante** from Bergmann Associates or **Marcy Frey, Marie Cramer or Kathy Reilly** from the Village of Macedon. Meeting reminders will be sent to Steering Committee members, the DOS, and the DEC at least one week prior to each meeting.

Documentation

Bergmann Associates is responsible for providing hard copies of all materials to each Steering Committee member. In addition, Bergmann will assume responsibility for preparing all meeting summaries.

Schedule

The proposed schedule for each Steering Committee Meeting is outlined in the project timeline, provided in Appendix B.

SECTION 4: PUBLIC MEETINGS

Overview

Public meetings provide the opportunity to educate and involve the community in the BOA process. Feedback and input received during each meeting will be incorporated into the Nomination Study, as appropriate. Three (3) public meetings are proposed, as detailed below.

Meeting #1 – February 28, 2013: The first public meeting will serve as an informational and educational effort about the BOA process and the Village of Macedon Waterfront & Downtown Revitalization Strategy. The consultant team will present highlights from the existing conditions report and lead members of the public through a visioning exercise.

Meeting #2 – June, 2013: The second public meeting will be a design workshop focused on the conceptual design for the future Village of Macedon Waterfront & Downtown BOA. This meeting will be conducted as a “mini-charette” and will utilize stations during an “open house” within one of Macedon’s Main Street buildings to help the public determine the future design preferences and build out course for the BOA. The goal of this open house is to identify desired future land uses and urban design features appropriate within the study area. The consultant team will present examples of best practices occurring in comparable communities and will utilize surveys to identify preferred development and placemaking features.

Meeting #3 – October, 2013: The final meeting will be held at the conclusion of the planning process. The third public meeting will coordinate with the required public hearing for the Village of Macedon to adopt the Village of Macedon Waterfront & Downtown BOA Nomination Study. The consultant team will present the Nomination Study to the public, focusing on presentation of strategic sites, draft recommendations and the preferred Master Plan developed based on community input. The draft report will be made available to the public prior to the meeting providing interested persons with the opportunity to review and provide comments or ask questions.

Membership

All members of the community will be encouraged to attend each of the public sessions. The Steering Committee, consultant team and the Village of Macedon will be responsible for public outreach efforts.

Notification

Village officials and the Steering Committee will be responsible for advertising meetings to the public. Bergmann Associates and its subconsultants will assist with preparation of promotional materials and advertisements for public meetings.

Schedule

See Appendix B for the tentative meeting schedule.

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SECTION 5: OTHER OUTREACH EFFORTS

Overview

Additional outreach opportunities will be identified throughout the planning process. The purpose of these additional outreach efforts is to afford the project team the opportunity to learn about the issues and desires of neighborhood residents and to provide regular updates to all interested parties regarding progress associated with the development of the Village of Macedon Waterfront & Downtown BOA Nomination Study.

Other outreach efforts include:

- Two (2) rounds of interviews with members of the business community, large landholders, municipal officials, local not-for-profits, regional groups or other potential project stakeholders. Outreach to local, regional and state agencies that may help to further the recommendations of the BOA, including but not limited to: Wayne Economic Development Corporation, the Wayne County Industrial Development Agency, the Wayne County Planning Department, the New York State Canal Corporation and Erie Canal National Heritage Corridor. The first day of stakeholder meetings is scheduled for February 11, 2013;
- The development of a project website (www.revitalizemacedon.com) serving as an information portal for interested residents and stakeholders that will also be used to solicit feedback from the public throughout the planning process. The website will be updated on a regular basis to incorporate draft materials, provide both statistically accurate and impromptu short surveys, share opportunities for community involvement and allow residents and stakeholders to submit questions and comments;
- An online survey will be prepared building off public surveys conducted as part of previous planning initiatives. The survey will include questions soliciting opinions from the public on their vision for the future of the Village. A link to the survey will be provided on the project website and a link will also be placed on the Village's website. Hardcopies of the survey will also be available at Village Hall and tabulated as part of the online survey effort; and

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APPENDICES

APPENDIX A:

STEERING COMMITTEE CONTACT LIST

Village of Macedon Waterfront & Downtown Revitalization Strategy Community Participation Plan

Marie Cramer Mayor, Village of Macedon 81 Main Street Macedon NY 14502 315-986-3976 mrcramer@villageofmacedon.com	Gil Magee Planning Board Member, Village of Macedon 81 Main Street Macedon NY 14502 315-986-3976 gmagee@villageofmacedon.com
Marcy Frey BOA/LWRP Project Coordinator, Village of Macedon 81 Main Street Macedon NY 14502 315-986-3976 mfrey@villageofmacedon.com mj1frey@gmail.com	Julie Sweet NYSDOS BOA Program Coordinator NYS Department of State - Division of Communities & Waterfronts 1605 State Office Building 44 Hawley Street Binghamton, NY 13901 607-721-8752 julie.sweet@dos.state.ny.us
Kathy Reilly Deputy Clerk/Treasurer, Village of Macedon 81 Main Street Macedon NY 14502 315-986-3976 kreilly@villageofmacedon.com	Kimberly Baptiste, AICP Bergmann Associates 28 East Main Street - 200 First Federal Plaza Rochester, NY 14614 585-232-5137, x323 kbaptiste@bergmannpc.com
Linda Braun Village Board Liason 81 Main Street Macedon NY 14502 315-986-3976 lbrown@villageofmacedon.com	David Plante, AICP Bergmann Associates 28 East Main Street - 200 First Federal Plaza Rochester, NY 14614 585-232-5137, x703 dplante@bergmannpc.com
Beverly Bassage Planning Board Member, Village of Macedon 81 Main Street Macedon NY 14502 315-986-3976 bbassage@villageofmacedon.com	Donna Stebbins Planning Board Chair 81 Main Street Macedon NY 14502 315-986-3976 dstebbins@villageofmacedon.com
Laurie Leenhouts Planning Board Member, Village of Macedon 81 Main Street Macedon NY 14502 315-986-3976 lleenhouts@villageofmacedon.com	
David Nelson Planning Board Member, Village of Macedon 81 Main Street Macedon NY 14502 315-986-3976 dnelson@villageofmacedon.com	

Village of Macedon Waterfront & Downtown BOA – Nomination Study

Proposed Project Schedule*

TASKS	2012	2013											
	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Component 1: Project Start-Up													
Component 3: Community Participation													
Steering Committee Meetings	1		2		3		4		5		6		7
Stakeholder Interviews													
Resident Survey													
Project Website													
Public Meetings			1				2				3		
Component 4: Draft Nomination													
Boundary Refinement & Justification													
Community Participation Plan													
Analysis of the Proposed BOA													
Strategic Brownfield Sites													
Component 5: Draft Nomination													
Component 6: Final Nomination													
Component 7: SEQRA													
Component 8: Project Reporting													

*Meeting schedule is tentative

- Summary of Committee Meetings
- #1 – December 5, 2012 | Kick-Off, Boundary and Visioning

#2 – February 6, 2013 | Vision, Goals & Objectives

#3 – April 3, 2013 | Existing Conditions

#4 – June 5, 2013 | Master Planning & Strategic Sites

#5 – August 7, 2013 | Draft Nomination Study & Application for Project Advancement

#6 – October 2, 2013 | SEQR & Implementation Strategy

#7 – December 4, 2013 | Final Nomination Study & Next Steps

- Summary of Public Meetings
- #1 – February 2013 | Public Kick-Off

#2 – June 2013 | Public Design Workshop

#3 – October 2013 | Final Plan Presentation & Public Hearing

MEETING SUMMARY

Village of Macedon Brownfield Opportunity Area & Local Waterfront Revitalization Program Steering Committee Meeting #1 | December 5, 2012

MEETING ATTENDEES:

Marie Cramer – Mayor, Village of Macedon
Marcy Frey – Deputy Mayor, Village of Macedon
Kathy Reilly – Deputy Clerk/Treasurer, Village of Macedon
Linda Braun – Chair, Village of Macedon Planning Board
Bev Bassage – Member, Village of Macedon Planning Board
Dave Nelson – Member, Village of Macedon Planning Board
Laurie Leenhouts – Member, Village of Macedon Planning Board
Jake Nelson – Participation In Government Student, Pal-Mac High School

Kimberly Baptiste, AICP – Project Manager, Bergmann Associates
David Plante, AICP – Project Planner, Bergmann Associates

SUMMARY OF MEETING DISCUSSION:

Welcome and Introductions

Kimberly Baptiste opened the meeting with welcoming remarks. Meeting attendees introduced themselves and discussed their affiliation and role in the project.

Project Background & Team

Kimberly summarized the project to date and identified the key members of the project team, which will include:

- Village of Macedon Waterfront & Downtown Revitalization Plan Steering Committee
- Village of Macedon
- New York State Department of State
- New York State Department of Environmental Conservation
- Bergmann Associates (Project Lead)
- Camoin Associates (Economic/Market Analysis)
- Trowbridge & Wolf (Parks & Waterfronts)
- Eric Mower Associates (Branding)

Kimberly reviewed the project schedule, noting that entire Nomination Study and LWRP process would likely take about 12 to 14 months. Kimberly anticipates that the steering committee will convene every other month following regular Planning Board meetings, for a total of approximately seven (7) times.

The New York State Brownfield Opportunity Area (BOA) Program and Local Waterfront Revitalization Program (LWRP)

Kimberly provided a general overview of the New York State BOA and LWRP programs, including the general goals and objectives of the programs, benefits to Macedon and potential funding opportunities that can result from each program.

Project Boundary

Kimberly reviewed the proposed project boundary. Kimberly stated that in response to the scoping meeting with the DOS and Marie and Marcy, the boundary was tweaked to include the Macedon Cemetery property. The northwestern portion of the boundary was also expanded to include the Palmyra-Macedon Intermediate School property, the Town Complex property, the Creative Environment Children's Learning Center property, the 97 acre Beckenbach canal-front property and several smaller properties along State Route 31. The steering committee offered no additional modifications and accepted the boundary as proposed.

Community Outreach

The project roles and responsibilities of Bergmann Associates, the Village of Macedon and the steering committee were discussed. Kimberly also discussed the methods of public outreach that will be conducted during the project. A project website will be prepared, for both the BOA and LWRP, with a link prominently placed on the Village of Macedon website.

The schedule for the three (3) public meetings to be held throughout the project was discussed with the committee. It was agreed that the public kick-off meeting would be tentatively scheduled for February 25th, 2013, pending availability of the Pal-Mac Intermediate School. Marcy Frey will contact the Palmyra-Macedon School District to secure the Pal-Mac Intermediate School for the meeting.

Individual property owners will be asked to participate at the stakeholder level, with one-on-one and small group meetings to be scheduled for February 11th, 2012 at the American Legion Hall. Marcy will also contact the American Legion

to secure use of the Hall. A list of potential stakeholders was discussed, and included the following:

Individual Stakeholder Meetings

Representative of Berry Plastics
Representative of Fairport Products
Village Code Enforcement Officer
Village DPW Superintendent
Village Engineer
Village Zoning Board of Appeals Chairperson
Representative from the Palmyra-Macedon School District
Town of Macedon Supervisor
Representative of NYSDOT
Jeffrey Beckenbach
Joe Mazza

Group Stake Holder Meetings

Representatives from Main Street Small Businesses

- Gingerbread Shoppe
- Justin's 31
- Main Street Trading Co.
- Books, Etc.
- Bickford Home

Representatives from Route 31/Route 350 Businesses

- Shell's Pizzeria
- Macedon Collision
- ADM Services
- Express Mart

Representatives from Parks, Recreation & Open Space Groups

- Macedon Trails Committee
- Sportsmen/Fishing Group
- Pal-Mac Youth Baseball
- Sierra Club

Representatives from Historic Resources Groups

- Village Historian
- NYSHPO

Representatives from Neighboring Municipalities

- Fairport
- Perinton
- Pittsford
- Palmyra
- Newark

Representatives of County Entities

- WCIDA
- Wayne County Planning Board/Department

Public Officials

- Assemblyman Bob Oaks
- State Senator Mike Nozzolio

Representatives from Canal-Related Groups

- NYS Canal Corp.
- Erie Canal National Heritage Corridor
- Midlakes Marina
- WECA

Representatives from Advocacy/Community Groups

- Macedon Village Pride
- Macedon Garden Club
- Pal-Mac Rotary
- Churches (First Baptist Church, St. Patrick's Church)

Additional stakeholders may be identified by the steering committee. In addition to community meetings and the project website, an online survey will be prepared building off of the input received from the surveys handed out during the Autumn on the Erie event in October. A link to the new survey will be provided on the project website and a link will also be placed on the Village's website. Hardcopies of the survey will also be available and collected at Village Hall.

Needs, Opportunities & Constraints Analysis

Kimberly led the committee through a NOC (Needs, Opportunities, Constraints) Analysis associated with the study area to better understand existing conditions and future potential. Feedback from this exercise is summarized on the following pages:

Needs

- Activities/special events that allow for community involvement
- Destinations for goods/services
- Live & play attractions
- Hotel
- Larger tax base
- Parade
- Easier access from Erie Canal
- Better signage
- Improved marketing/branding
- Small grocery store (Aldi's) with butcher
- Specialty/ethnic stores and restaurants
- Adequate parking
- Better connections
- Museum/historical interpretation
- Shopping, arts, theater, outdoor plays

Opportunities

- Growing new events ("attraction events") unique to Macedon
- Engage/involve Towpath Volunteers
- Terrace Cemetery Hill
- Creek and floodplain behind Village Hall (park? Open space? Acquisition?)
- Interpretation of historic mill race along Ganargua Creek
- Creek/Canal trails
- Creek recreation (boating/canoeing/kayaking)
- Ice skating (Old Canal, vacant lots west of Gravino Park, Canal Park)
- Improved recreation facilities & programming (Community Center?)
- YMCA branch
- Gravino Park improvements (remove fencing, enclose lodges)
- Farmers' Market at Gravino Park
- Youth engagement

Constraints

- Money/funding
- Infrastructure (associated with growth/expansion)
- Community division
- NYSDOT roads/State coordination
- Sewage Treatment Plant smell near Gravino Park
- Community perception
- Communications issues
- Apathy
- Lack of volunteers
- Size of Village
- No involvement of/with youth
- Lack of foot traffic
- Government regulations
- Not currently positioned/ready for some larger investment (i.e. Aldi's)
- Not proactive and inviting to investors
- Environmental constraints
- Relationship with Wayne County
- Relationship with Town of Macedon
- Environmental/soil conditions on vacant properties west of Gravino Park

Next Steps

Kimberly reviewed the next steps for the project, which include:

- Begin preparation of project website
- Begin inventory of existing conditions and GIS mapping
- Begin market analysis
- Begin preparation of community survey
- Conduct Steering Committee Meeting #2, scheduled for February 6th, 2012 at Village Hall
- Conduct Stakeholder Interviews, scheduled for February 11th, 2012 at the American Legion Hall, pending confirmation by Marcy that location is secured
- Conduct Public Informational Meeting & Visioning Session, scheduled for February 25th, 2012 at Palmyra-Macedon Intermediate School, pending confirmation by Marcy that location is secured

This document was prepared for the Village of Macedon and the New York State Department of State with state funds provided under Title 11 of the Environmental Protection Fund and the Brownfield Opportunity Area Program.



MEETING SUMMARY

Village of Macedon Brownfield Opportunity Area &
Local Waterfront Revitalization Program
Steering Committee Meeting #2 | February 6, 2013



MEETING ATTENDEES:

Marie Cramer – Mayor, Village of Macedon
Linda Braun – Deputy Mayor, Village of Macedon
Marcy Frey – BOA/LWRP Coordinator, Village of Macedon
Kathy Reilly – Deputy Clerk/Treasurer, Village of Macedon
Donna Stebbins – Chair, Village of Macedon Planning Board
Bev Bassage – Member, Village of Macedon Planning Board
Dave Nelson – Member, Village of Macedon Planning Board
Laurie Leenhouts – Member, Village of Macedon Planning Board
Gil Magee – Member, Village of Macedon Planning Board

Kimberly Baptiste, AICP – Bergmann Associates
David Plante, AICP – Bergmann Associates
Michael N' Dolo – Camoin Associates
Rachel Selsky, AICP – Camoin Associates
David Grome – Eric Mower + Associates

SUMMARY OF MEETING DISCUSSION:

Welcome and Introductions

Kimberly Baptiste opened the meeting with welcoming remarks. Meeting attendees introduced themselves and discussed their affiliation and role in the project.

Presentation of Market Analysis

Rachel Selsky presented an overview of the market analysis for the Brownfield Opportunity Area. Feedback and discussion occurred as a result of questions from the committee, and Camoin Associates will follow up with additional information as requested. Rachel reiterated that the market analysis will also include input received during the stakeholder meetings and follow up phone interviews.

This document was prepared for the Village of Macedon and the New York State Department of State with state funds provided under Title 11 of the Environmental Protection Fund and the Brownfield Opportunity Area Program.



Land-Based Analysis

Kimberly presented an overview of existing land base conditions within the Brownfield Opportunity Area. Key findings were presented on a variety of topics, including land use, zoning, historic resources, brownfields, vacant/underutilized properties, land ownership, significant buildings, transportation networks, natural resources and parks and open space. The inventory of existing conditions, combined with the market analysis, will form the basis for future master planning and strategic initiatives for the waterfront & downtown areas.

Branding Strategy

David Grome presented an overview of the branding component for the Macedon BOA. Ultimately, the branding strategy will be developed through input from the steering committee, stakeholders and the public, and classified into one of four categories:

- Voice of Market – David asked the steering committee to provide examples of communities in the region or state that Macedon should aspire to be like. Several communities were listed by committee members, including Canandaigua, Penfield and select elements of Pittsford and Fairport. Committee members stated that while these communities offer goals to aim toward, Macedon should also be known for something “unique” that makes it different from these communities, and provides reasons to come to Macedon instead of these other communities.
- Voice of Client – David asked the committee members to think of ways that the Village can attract new businesses to the Village and retain both those new businesses as well as businesses existing today. The committee stated that the most important things in business attraction/retention include maintaining the stability of the community’s residential base as a place where families want to raise their children, beautifying the Village’s Main Street into a place where businesses will want to locate and the provision of safe and accessible parking within easy walking distance of the Village’s downtown. David stated that the “Voice of Client” component of the branding strategy will also rely heavily on the data within the market analysis being prepared by Camoin to ensure that the branding strategy is both grounded and informed by existing market trends and needs within Macedon.
- Voice of Customer – For the Macedon BOA project, the “customer” includes Village residents, community groups with a stake in the Village, business employees within the Village, business owners within the Village and customers who patronize Village businesses. The stakeholder meetings and public informational meeting scheduled for the project will provide information crucial in shaping the “Voice of Customer” component of the branding strategy.

- Voice of Brand – The “Voice of Brand” component of the branding strategy will be informed in part by what we want the first impression others to have when they think of Macedon. This component will also be informed by the public and key stakeholders as the visioning process continues forward.

Community Engagement

Kimberly summarized the upcoming community engagement opportunities for the project, including:

- Monday February 11th, 2013 – Stakeholder Meetings – Macedon American Legion
- Thursday February 28th, 2013 – Public Visioning Workshop – Pal-Mac Intermediate School
- Wednesday March 6th, 2013 – Steering Committee Meeting #3 – Complete Streets Workshop – Macedon Fire Hall

Kimberly also discussed the preparation of the public informational survey for the project. The survey will be prepared online using Survey Monkey. A link to the new survey will be provided on the project website and a link will also be placed on the Village’s website. Hardcopies of the survey will also be available and collected at Village Hall, and will be available at the Public Visioning and Complete Streets Workshops.

Next Steps

Kimberly reviewed the next steps for the project, which include:

- Conduct Stakeholder Interviews, scheduled for February 11th, 2012 at the American Legion Hall
- Complete inventory of existing conditions and GIS mapping and submit to Steering Committee for review
- Complete market analysis
- Being preparation of community survey
- Conduct Public Informational Meeting & Visioning Session, scheduled for February 28th, 2012 at Palmyra-Macedon Intermediate School
- Draft the Vision, Goals and Objective portions of the Nomination Study



Cornell University
Cooperative Extension
Wayne County



Complete Streets Workshop

Helping Communities Design, Build, and Operate
Streets to Serve All Users

Workshop Hosted By: Creating Healthy Places to Live Work
and Play Grant Project Led by Cornell Cooperative Extension.
Creating Healthy Places is funded
by the NYS DOH.

Facilitated By: Justin Booth,
Exec. Director of Gobike Buffalo

Date and Location:

March 6, 2013

6:00-9:00 PM

Macedon Fire Hall

1 Canal St.

Macedon, NY

14502

What are Complete Streets? : Streets
designed to enable safe access for all
users.

Who should attend this workshop? :
Local elected and appointed officials;
planning and zoning practitioners;
health officials; walking and biking
enthusiasts; local leaders; and
interested community members

Please RSVP to:
Sandi Bastedo
315-331-8415
Sb932@cornell.edu

Agenda

6:00PM Introduction and Lite Dinner
7:00PM Walking Assessment
(Bring Your Walking Shoes)
8:00PM Policies and Next Steps

summary

Village of Macedon Waterfront & Downtown Revitalization Strategy

Steering Committee Meeting #4 May 1, 2013 • Village Hall

- Marie Cramer, Mayor
- Marcy Frey, Committee Chair and Planning Board member
- Donna Stebbins, Planning Board Chair
- Bev Bassage, Committee member
- Laurie Leenhouts, Planning Board member
- Dave Nelson, Planning Board member
- Gil Magee, Planning Board member
- Kimberly Baptiste, Bergmann Associates
- Matt Chatfield, Bergmann Associates
- Zac Boggs, Trowbridge, Wolf, Michaels Landscape Architects

1. Community Engagement

Kimberly Baptiste (Bergmann) began the meeting by presenting a summary of community engagement that has taken place since last committee meeting, including stakeholder meetings, public visioning workshop and a Complete Streets workshop. She also provided an update of the online survey, noting more than half of respondents were not Village residents. Bergmann will prepare a ½ page flyer highlighting the online survey for Village distribution. Kimberly noted through all the outreach, however, consistent feedback has been obtained covering the following topics:

- Erie Canal / Canal Park
- Gravino Park
- Ganargua Creek
- Communication
- Main Street
- Streetscapes and Signage
- Marketing / Promoting
- History

summary

2. Vision, Goals and Objectives

Marcy Frey provided Kimberly a copy of the committee's comments on the vision, goals objectives. Kimberly noted that she had also merged two of the goal areas because of their similarities. Bergmann will modify per committee comment and provide updated copies back to the committee.

3. Design Elements

Kimberly noted that a discussion about specific land uses and end uses will occur at the next meeting. This meeting would focus on some of the more specific design elements, including gateways, wayfinding, pedestrian amenities, streetscape features and public spaces. Kimberly provided a brief primer on each of the elements, as well preliminary plans for the location and incorporation of some of these features into the Village.

4. Preliminary Park Master Plans

Zac Boggs (Trowbridge Wolf Michaels) presented preliminary conceptual plans for Canal and Gravino Parks. The following comments and discussion followed:

Canal Park – Option 1

- Campgrounds closer to bathrooms
- Consider Webster Community Center as an example of what that could be (arboretum, rentable party space, art gallery)

Canal Park – Option 2

- Consider cabins / rental lodging (local example in Chili)
- Fueling station?

Gravino Park

- Splash pads are very popular
- Like the relocated entry drive to align with signal
- Parking on water treatment facility?
- Creek access
- Consider MUGA (multi-use game area)
- Skate park
- Fitness circuit here or Canal Park around walking trails
- Get contact for Little League so we can better understand usage
- More tables and benches along trail, close to creek
- More parking is needed (or agreement with Berry Plastics)
- Trailheads



summary

- Trail access along water treatment facility property – possible loop trail extending over Quaker Road bridge

Miscellaneous

- Bickford Park recommendations
- Village to provide copy of plans for Bickford, including picnic tables, stone path, garden area

5. Branding Strategy Update

Kimberly provided an update on EMA's progress associated with the Branding Strategy. She discussed their next steps and that they will be presenting at the June meeting. She noted that they will be spending a considerable amount of time researching comparable communities.

6. Public Design Workshop

Kimberly discussed various options for the public workshop, including a formal presentation versus an open house. Consultant team recommended a more formal event. Committee agreed to approach. Discussion ensued regarding how you could draw people to meeting. Village will look into soliciting donorships / sponsors from local pizzerias so a "pizza tasting" can be built into the public workshop. Marcy will also look into using the church on Main Street as a meeting location. Ideally the workshop could be held on Main Street. July 18th was identified as first choice date. Once information is confirmed, Bergmann will prepare a flyer for Village distribution.

7. Next Steps

Kimberly review next steps in the planning process. At the next meeting on Wednesday, June 19th the committee will discuss land use recommendations and EMA and Camoin will also be in attendance to present new information.

Committee - Tasks

- Secure workshop location
- Begin soliciting "pizza" sponsorships
- Drop off survey/meeting handouts door-to-door

Consultant - Tasks

- Finalize draft existing conditions documents for distribution
- Survey / Save the Date flyer preparation
- Prep for June 19th committee meeting
- Prep for July 18th public workshop

summary

Village of Macedon Waterfront & Downtown Revitalization Strategy

Steering Committee Meeting #5 June 19, 2013 • Village Hall

Village Representation

- Marcy Frey, Committee Chair and Planning Board member
- Donna Stebbins, Planning Board Chair
- Beverly Bassage, Deputy Mayor and Committee member
- Linda Braun, Committee member
- Dave Kelly, Village Trustee
- Laurie Leenhouts, Planning Board member
- Dave Nelson, Planning Board member
- Gil Magee, Planning Board member

Project Team Representation

- Kimberly Baptiste, Bergmann Associates
- Matt Chatfield, Bergmann Associates
- Laura Fox, Bergmann Associates
- David Grome, Eric Mower & Associates
- John Richelsen, Eric Mower & Associates

1. Community Engagement

Kimberly Baptiste (Bergmann) began the meeting by discussing the upcoming Public Workshop on July 18th. It was determined that limiting the Workshop from 6 to 8:30 would appear less daunting to members of the community wanting to participate. To encourage maximum participation, the three local pizza shops will provide pizza for participants to take part in a tasting. Marcy Frey will confirm with the three pizza shops and provide them with information regarding a head count and timing for delivery.

In order to inform the Village community about the July 18th Public Workshop, Bergmann Associates will draft an email for distribution to residents and stakeholders. The recipients of this email will be based on contact information from past sign-in sheets and surveys. Bergmann Associates will also prepare a flyer and press release for the Public Workshop. The flyer will be provided to Committee members to distribute to Village shopkeepers for display. The Village will provide information for a newspaper advertisement to be developed by Bergmann Associates. A member of the Committee will also ensure that the Public Workshop is announced and advertised at the July 11th Concert in the Park.

summary

2. Strategic Sites

Kimberly distributed draft documents and a map of the Village's strategic redevelopment sites based on information from community outreach, existing conditions and past studies. Kimberly noted that "Strategic Redevelopment Sites" are parcels, or groups of parcels, when redeveloped have the potential to have a positive, catalytic impact on the widespread economic revitalization of the Village of Macedon.

Sites include:

- Erie Canal / Canal Park
- Two public properties adjacent to Gravino Park and Ganargua Creek
- Public properties adjacent to Ganargua Creek at Poplar Street
- The section of Main Street closest to Route 350



3. Branding Strategy

In preparation for the June meeting, Eric Mower & Associates (EMA) conducted interviews and recorded observations of several surrounding canal villages, including Fairport, Pittsford, and Brockport, in order to better understand what draws people to canal villages and how Macedon compares as perceived by users of these other villages. As part of their research, EMA also conducted "man on the street"

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interviews with Village of Macedon residents to better understand the character, assets, and values that define the Village and its residents. EMA conveyed the results of their interviews through a video that gave the Committee members a better sense of the opinions of Canal users and perceptions of Canal villages. David noted that EMA analyzed the demographic information generated by Camoin Associates to inform EMA's report on the current state of the Village and what key opposition exists relative to marketing, branding and public relations.

Instead of trying to replicate the successes of the three case study canal villages, David talked about the unique assets of the Village of Macedon. He suggested that the Village of Macedon view its current stock of vacant and underutilized land and buildings as a clean slate and an opportunity to position the Village to stand out in comparison to other Canal villages.

John Richelsen of Eric Mower & Associates presented three positioning statements that grew out of EMA's investigation of the Village of Macedon and its context within the greater region. "Renaissance" positioned the Village as deeply rooted in its heritage while being staged for a bright future centered on the compact downtown and Canal. "Connected" positioned the Village as a community with pride for and strong ties to its neighbors and recreational assets while also being a well-positioned community for accessibility and affordability. "Independently Authentic" positioned the Village as a community of grassroots activists, industrious, and adaptable people who take pride in their Village being off the beaten path.

4. Branding Strategy Discussion

After the presentation by EMA, Committee members expressed that they were receptive of elements of all three positions, but agreed that they needed more time to digest the information. In general discussion of the vision for the Village and how the three positioning statements reflect this vision, all Committee members agreed that the Village downtown requires an anchor tenant to draw commuters and Village residents to the downtown for regular, non-leisure related trips. Marcy mentioned that commuters and residents alike are too busy to take the time to visit the Village if it doesn't fulfill a daily task. Likewise, Dave Kelly believes that an anchor tenant in the Village would create a multiplier effect that would bring more people and thus more businesses to the downtown. The Committee members also agreed that redevelopment of the Village downtown should take precedent over redeveloping the Canal. To simultaneously improve both the Downtown and the Canal, the connection between the two sites should be enhanced to create a unique experience in and of itself.

5. Next Steps

Kimberly announced that she will be meeting with the Mayor and Village Board at the June 26th Village Board meeting to provide an update on the progress of the project and to answer any questions Board members might have.

summary

Committee - Tasks

- Confirm “pizza” sponsorships
- Drop off announcements for the Public Workshop at Village shops
- Announce Public Workshop at the July 11th Concert in the Park
- Discuss Branding Strategy at the August BOA?LWRP committee meeting and provide comments to Bergmann (Bergmann will forward to EMA)
- Review draft documents distributed at meeting

Consultant - Tasks

- Prepare for July 18th Public Workshop
 - Press Release
 - Flyer – *completed*
 - MailChimp email announcement - *completed*
 - Update project website - *completed*
 - Visit church facility – *July 2nd*
- Prepare for submission of Consolidated Funding Application for Canal Park enhancements

summary

Village of Macedon Waterfront & Downtown Revitalization Strategy

Steering Committee Meeting #6 September 4, 2013 • Village Hall

Village Representation

- Marie Cramer, Mayor
- Marcy Frey, Committee Chair and Planning Board member
- Beverly Bassage, Deputy Mayor and Committee member
- Lori Leenhouts, Planning Board member
- Dave Nelson, Planning Board member

Project Team Representation

- Kimberly Baptiste, Bergmann Associates
- Matt Chatfield, Bergmann Associates
- Laura Fox, Bergmann Associates

1. Community Engagement

Kimberly Baptiste (Bergmann) began the meeting by reviewing the recent Public Workshop on July 18th. The workshop was comprised of a walking tour, presentation on the progress of the project and small working groups. The small working groups discussed development opportunities for the Erie Canal Corridor and the Main Street Corridor. The ideas generated from the group sessions were aligned with the findings from previous community outreach efforts. The meeting summary from the July 11th Public Design Workshop highlighting key ideas generated from the meeting was distributed to the steering committee.

2. Consolidated Funding Application Update

Bergmann Associates assisted the Village in the development of a grant application to the 2013 NYS Consolidated Funding Application for enhancements at Macedon Canal Park. Funding was requested for a comfort station, two wayfinding signage kiosks, kayak launch, fishing dock and the installation of an electric line and lighting (see plans below). Kimberly noted that the announcement of CFA grant awardees will likely be announced by the end of 2013.

summary



3. Stakeholder Meetings Update

In the month of August the Village and Bergmann Associates had meetings with the Canal Corporation and Berry Plastics to discuss the Village of Macedon Downtown & Waterfront Revitalization Strategy. Canal Corporation expressed a desire to better utilize the portion of Macedon Canal Park east of Route 350 currently under lease agreement with Berry Plastics for overflow parking. Instead of dedicating this portion of the parcel to additional park land, Canal Corporation would prefer to see a portion of the site used as an economic development generator that would create jobs and increase the tax base. The meeting with Berry Plastics revealed that the company would be willing to terminate the lease for use of the parking lot as they see no future need for the space. Berry Plastics said that they would be more likely to end the lease if Canal Corporation would assist in restoring the site to its pre-parking lot conditions. The stakeholder meetings revealed that the long-term redevelopment of the site east of Route 350 is feasible and supported by involved stakeholders.

4. Branding Strategy Update

Based on the Eric Mower & Associates presentation at the June committee meeting, the committee members discussed the three positioning statements for the future vision of the Village and concluded that a cross between the “Connected” and “Independently Authentic” positioning statements best suited the Village. “Connected” positioned the Village as a community with pride for and strong ties to its neighbors and recreational assets while also being a well-positioned community for accessibility and

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affordability. “Independently Authentic” positioned the Village as a community of grassroots activists, industrious, and adaptable people who take pride in their Village being off the beaten path. Eric Mower & Associates is continuing work on the branding strategy by drafting a branding narrative, revising the branding approach and recommending next steps.

5. Master Plan

Kimberly presented the draft Master Plan for the Village, specifically discussing 19 proposed projects. Kimberly noted that the Master Plan is based on the findings from various community outreach efforts and market analysis. To ensure the implementation of the Master Plan’s proposed projects, certain measures are required, including additional environmental investigation, property owner participation, public investment to spur private investment and complementary administrative, policy and regulatory recommendations. The Master Plan, shown below, is described in full detail in the accompanying PowerPoint presentation.



summary

6. Discussion

The Steering Committee endorsed the proposed projects with the following comments noted:

- The southeastern portion of the Ganargua Creekside Trail was determined unfeasible and will be removed from Project 6.
- The proposed mixed use development in the eastern portion of Macedon Canal Park, Project 17, was very well-received and members of the Steering Committee would like to see small balconies on the upper stories of these buildings to indicate opportunities for upper story residential or visitor amenities (ie. inn, lodging, etc.).
- The newly added strategic site, Project 19, in the northeastern corner of the Study Area has potential for a variety of water-enhanced uses as its property line is just beyond the Canal Trailway. Committee members expressed an interest in seeing this site developed as townhouses or patio homes geared towards citizens wanting to age in place. The potential redevelopment of this site could include a portion of the wooded lot to the east. Any future development of site 19 and the wooded lot should include the provision of access to the land-locked parcel and extensive buffering to Lawson Whiting. Limitations to the development of the wooded lot include noise from the railroad, lack of utilities, views across the Canal to Berry Plastics, and the need for access via the Lawson Whiting parking lot.
- Docking enhancements along the Erie Canal should include hookups for boats including electricity and wifi to encourage boaters to stop and stay in the Village of Macedon.

7. Next Steps – PLEASE NOTE FUTURE MEETING DATES!

Once Bergmann Associates amends the changes to the Master Plan, community stakeholders who attended the February 2013 stakeholder meetings will receive a copy of the Master Plan to review in preparation of **Stakeholder Meeting #2 scheduled for October 23rd at 6:30 PM at the Fire Station.** Marcy Frey will provide Bergmann with a list of the names and email addresses of stakeholders. At the meeting stakeholders will be given the opportunity to provide feedback on the Master Plan. On the same evening, Bergmann Associates will attend the Village Board meeting to review and finalize the Master Plan and associated recommendations.

Committee Meeting #7 is scheduled for Wednesday, November 6th at 7:00 PM in Village Hall. Bergmann Associates will present the implementation strategy and discuss potential projects for inclusion in the Application for Project Advancement (grant round expected to be open in November/December 2013).

Final Committee Meeting #8 is tentatively scheduled for December 4, 2013 at 7:00 PM in Village Hall.

Final public presentation will be scheduled in late-January 2014.

summary

Village of Macedon Waterfront & Downtown Revitalization Strategy

Steering Committee Meeting #7 December 2, 2013 • Village Hall

Village Representation

- Marie Cramer, Mayor
- Marcy Frey, Committee Chair and Planning Board member
- Linda Braun, Planning Board Chair
- Laurie Leenhouts, Planning Board member
- Dave Nelson, Planning Board member
- Gil Magee, Planning Board member

Project Team Representation

- Kimberly Baptiste, Bergmann Associates
- Matt Chatfield, Bergmann Associates

1. Obtaining Feedback on the Master Plan

Kimberly Baptiste (Bergmann) began the meeting by reviewing the efforts the Village and Bergmann have undertaken to gain insight and feedback on the proposed master plan. The consultant team held a 2nd round of stakeholder meetings in October, presented the master plan to the Village Board, and met individually with Wayne County Planning, the Wayne County IDA and a canalfront land owner. The feedback received was positive and constructive. Wayne County Planning and the IDA were very receptive to the proposed development sites along the Erie Canal. In particular, the potential patio home development east of Route 350 was considered a much-needed addition to the community. Parcels within this project area include those owned by the family of David Heckman. Mr. Heckman stated that the property was to be put up for sale in the near future.

Wayne County Planning and the IDA also asked that the potential for hotel/overnight accommodations be considered and identified on the master plan. These comments align with the consistent feedback collected from residents stating their desire for a clean, comfortable and convenient hotel or inn within the community. The committee felt that any future accommodations would need to be visible and conveniently located along Route 31, though a site off or behind Route 31 was not objectionable.

summary

2. Recommendations Overview

Matt Chatfield (Bergmann) provided an overview of recommended changes to the zoning map and code to facilitate the approval of the Local Waterfront Revitalization Plan by the Department of State (DOS). Although a complete overhaul and update to the zoning code is recommended, this endeavor will not likely be completed in less than 2 years based on the timing of available funding from the BOA program. At this time, it is recommended that the Village undertake the bare-minimum modifications necessary to obtain consistency between the proposed LWRP and the existing zoning code. The Village Planning Board will develop the code changes with guidance provided by Bergmann.

The LWRP proposes the establishment of two new zoning districts: Waterfront Mixed Use; and High Density Residential. An overview of key points to consider during the development of code changes was provided by Bergmann, including regulatory elements to be included within the new districts and modifications to existing sections to facilitate their incorporation.

Matt and Kimberly also facilitated a discussion regarding recommended administrative steps to prepare the Village for implementation efforts. These recommendations included the identification of a lead department, agency, organization and/or staff member to be charged with Economic Development. It was discussed that this individual may likely only be needed on a part-time basis in the early stages of implementation, for approximately 20 to 24 hours a week. The potential to share this individual with a regional partner, such as the Macedon, Palmyra Walworth Chamber of Commerce or other organization, would help offset costs and further improve the likelihood of success for implementation.

3. Priority Projects

Kimberly presented the recommended priorities for capital projects to kick-start implementation and public/private investment. These efforts include:

- the revitalization of Main Street between Center Street and Route 350;
- the development of the vacant commercial lots on East Main Street;
- the development of the vacant parking lot on the Canal Corporation property;
- Macedon Canal Park improvements; and
- Wayfinding and gateway enhancements to draw people into the Village core.

The Committee was also asked to complete a Project Prioritization worksheet, indicating their sentiments on the prioritization and ranking of the top 10 projects and recommendations within the BOA master plan. The prioritization will be utilized to determine with projects the Village should request funding for under the BOA Step 3 application anticipated due in Spring 2014. The committee planned to meet on January 6th to go over their thoughts and provide Bergmann with their feedback. Marcy Frey commented that her priorities initially were to increase the tax base and focus on tourism attraction efforts.

summary

Additional projects to be added to the list were discussed, including:

- Feasibility study to supply sanitary sewer service north of the Erie Canal for residential development.
- The extension of a proposed roadway to connect Route 350 with O'Neil Road across lands within the Town of Macedon.

4. Next Steps (tentative dates)

December 2013	Bergmann to provide Village with recommendations for zoning changes.
January 6, 2014	Village Planning Board Meeting (no Bergmann representation) to go over prioritization, comments on draft LWRP and zoning modifications.
January 2014	Planning Board to draft zoning modifications.
February 5, 2014	Village Planning Board Meeting to go over zoning modifications.
February 2014	Bergmann to submit draft BOA Nomination Study to Village for review and comment. Final Draft LWRP (with zoning modifications drafted) and submittal of LWRP to DOS to begin review process. Final Draft BOA to DOS for state review.
March 12, 2014	Final Public Meeting (presentation to Village Board).



Village of Macedon Downtown & Waterfront Revitalization Strategy Public Visioning Workshop Meeting Summary | February 28, 2013

MEETING ATTENDEES:

Please see attached sign-in sheet for a list of meeting attendees that opted to sign-in.

MEETING SUMMARY:

Welcome and Introductions

Marie Cramer, Mayor of the Village of Macedon, opened the meeting with welcoming remarks. Mayor Cramer thanked people for coming and noted that a second meeting for the public in association with Village revitalization would be held on Wednesday, March 6th at 6:00 PM at the Fire Hall. This meeting includes an educational session and walking tour with a focus on “Complete Streets” concepts. Marie then introduced members of the consultant team from Bergmann Associates, including Kimberly Baptiste, Dave Plante and Matt Chatfield.

Project Background & Team

Kimberly Baptiste, Project Manager with Bergmann Associates, reviewed the meeting agenda, noting a brief presentation would be followed by a discussion session where attendees would have the opportunity to share their ideas about the future of the Village.

Kimberly reviewed the project team, noting the Revitalization Strategy is being paid for by grants from the New York State Department of State Brownfield Opportunity Area (BOA) program and Local Waterfront Revitalization Program (LWRP).

The Revitalization Strategy Framework

Kimberly provided an overview of planning initiatives undertaken in the Village since 2008, describing how they helped position the Village to take advantage of the BOA and LWRP grant opportunities. Kimberly then provided an overview of each program, highlighting the benefits of both.

Together, the BOA and LWRP planning process will result in a comprehensive revitalization strategy for the downtown and waterfront areas that provide the Village a solid foundation for future implementation activities and funding resources.

Kimberly noted the key elements of the Revitalization Strategy will include the identification of a vision for the future of the Village, an assessment of existing conditions – including market trends, a branding strategy to help position the Village to capitalize on its assets, a series of recommendations for a wide range of projects and a phased implementation strategy for revitalization.

What We've Learned

Kimberly reviewed highlights of key findings from the existing conditions analysis, including demographics, market and land based findings. Opportunities and constraints associated with future revitalization initiatives were noted.

Please refer to public meeting presentation for further detail on the information presented at the meeting.

Community Participation

Kimberly stressed the importance of community engagement and participation in the planning process, noting that a variety of mechanisms to get community feedback would be employed for the revitalization strategy. Community engagement activities that will be incorporated include:

- Regular Steering Committee meetings
- Three public meetings / workshops
- Stakeholder interviews
- Project website
- Community survey
- Use of the Village's website and Facebook page

Kimberly noted that the steering committee is comprised of members of the Planning Board, two representatives from the Village Board and Marcy Frey (serving as chair).

It was noted that this was the first of three public meetings that would be held in 2013 in support of the Revitalization Strategy. Upcoming meeting information will be posted on the project and Village websites.

Kimberly noted that a full day of stakeholder meetings was held on February 11th 2013 at the American Legion on Main Street. Over 25 business owners, property owners, agency representatives, community volunteers and local economic development advocates were interviewed over the course of the day.

Kimberly urged all attendees to visit the project website (www.revitalizemacedon.com) for additional information, to access the online community survey, to review and download project materials and to stay informed about project updates.

Kimberly noted the online survey (available at meeting in hard copy) would remain open for community members until March 28th 2013. The results of the survey will inform master planning, policy development and recommendations.

Next Steps

Next steps in the planning process were noted, with community engagement encouraged. Upcoming activities include:

- Complete Streets Workshop on March 6th at 6:00 PM.
- Public design Workshop in June 2013.

Consultant activities:

- Draft Vision and Goals based on community feedback.
- Completion and submittal of draft existing conditions.

WORKSHOP:

Following the presentation, meeting attendees were divided into three groups, each facilitated by a member of the consulting team. Attendees were asked to identify:

- Obstacles to redevelopment in the Village of Macedon;
- Key assets that should be capitalized on: and
- One project they would like to see implemented, assuming there are no obstacles, such as financial constraints, land acquisition, etc.

The narrative below summarizes the discussion at each of the breakout groups.

Group #1 – Facilitated by K. Baptiste

Obstacles

- Communication between Town and Village
- Better communication between Village Hall and residents
- No Village newsletter – we need one
- More direct route from Canal to downtown
- Main Street lacks bike racks
- No restrooms or amenities at Canal Park
- Camping at Canal park not well known
- Existing boat launch / flow issues
- We don't charge for water access – missed opportunity – small fee for out of towners

- Vehicular traffic on Main Street – it's hard for pedestrians to cross sometimes
- No reason to stop in Village (lack of shops and services)
- More publicity needed
- Empty lots downtown
- Parking on Main Street

Assets

- Pancake breakfasts
- Concerts in park
- Books, Etc.
- Parks
- Creek
- Schools
- Churches
- Library
- Berry Plastics
- Antique stores
- Village Hall
- 7 Center Street (music)
- Bickford Park
- Downtown murals
- Street vendor
- Butterfly Trail
- We have all 3 stages of Canal

Vision – What We'd Like to See in Future

- Canal Park restrooms and showers
- Grocery store
- Bed and breakfast or Inn
- Ice cream
- Fishing in creek
- Fishing stores
- Fishing derby and related attractions
- Food establishments
- Bike repair and rental
- Hot dog stand
- Scrolling billboard with special events
- Banners across street

- Signage along Canal directing people to downtown
- Signage/wayfinding throughout Village

Top Projects

- Hire Wayside to plant flowers throughout the Village
- Install amenities along the Canal – bike shops, restrooms, ice cream, etc.
- Better signage from Canal to Main Street
- Range of desirable, inviting businesses on Main Street with good parking
- Restrooms and showers at Canal Park
- Become a destination that has to turn new businesses away....while retaining businesses that are here today

Group #2 – Facilitated by D. Plante

Obstacles

- Lots of traffic
- No crosswalks (Main Street/Route 31 unsafe for pedestrians to cross)
- Little commercial building stock
- Lack of sidewalks connecting Pal-Mac Intermediate School with resources like the Canal/Butterfly Trail
- Aesthetic character of buildings and streetscape along Main Street
- Limited tax base
- Limited parking
- Lack of amenities (landscaping, docking, etc.) at Canal Park
- Old equipment at Gravino Park
- Vacant lots next to Gravino are undevelopable
- No creek access at Gravino Park
- Need better connectivity

Assets

- Creek
- Canal
- Developable land adjacent to Canal Park
- Butterfly Trail
- Boater accommodations

Vision – What We’d Like to See in Future

- Crosswalks
- Better visual appeal
- Sidewalks off of Main Street
- Sidewalk along Erie Street to south
- Transform Erie Street into a “pedestrian-only” crossing over the old Erie Canal bed
- Develop Creek for recreation
- Expansion of Gravino Park onto vacant properties, if not contaminated
- Sidewalks along 350 between Main Street and Canal Park
- Better landscaping / gateways
- Signage for Canal Trail with wayfinding on Route 350 to canal trail parking

Top Projects

- Restaurant (general food, ethic German food, etc.)
- Paved Canal Trail
- Retail (Target)
- Hotel
- Main Street improvement program (storefronts, landscaping)
- Pal-Mac flags up on street posts (drawn by students)
- Townhouses on Canal
- Establish a Macedon Train Station near the historic train station site, within the BOA

Group #3 – Facilitated by M. Chatfield

Obstacles

- Empty commercial buildings adjacent/outside Village
- Older commercial vacant
- Not unique to Macedon
- Berry Plastics aesthetics
- Odors from sewer plant
- Canal a relative unknown
- Perception of 315 area code
- Lack of foot traffic
- Traffic speeds and volumes
- Lack of mid-block crossings
- No places for boats to dock

- Wayfinding from Canal to Main Street
- Lack of historic resources
- Canalway Trail is on other side – lack of informational signage

Assets

- Proximity to Rochester
- Canal – all 3 prisms – an attraction
- Butterfly Trail
- Programs at Canal Park
- Old locks (renovate them)
- Designated camping area in park
- Erie Canalway Trail – attract users to downtown
- Ganargua Creek – kayaking / access from Erie Street
- High visibility of Route 31

Top Projects

- Make the Canal a destination!
 - Revitalize with signage
 - Amenities – bathrooms, food, equipment rentals
 - Experience the Canal as it was
 - 3 prisms (highlight)
 - Year round destination – ice sports on Canal in winter



Village of Macedon Waterfront & Downtown Revitalization Strategy Public Design Workshop Meeting Summary | July 18, 2013

MEETING ATTENDEES:

Please see attached sign-in sheet for a list of meeting attendees that opted to sign-in.

MEETING SUMMARY:

Walking Tour & Open House

Kimberly Baptiste of Bergmann Associates led a walking tour of the Study Area for interested attendees. The tour highlighted the previously identified strategic sites of the Waterfront and Downtown Revitalization Strategy and the Village's opportunities and challenges in revitalization efforts. After the tour, attendees were given the opportunity to view renderings of Canal Park and Gravino Park based on earlier community feedback. A Strategic Sites maps, demographic information, and a Vision Statement were also on display.

Welcome and Introductions

Marie Cramer, Mayor of the Village of Macedon, opened the meeting with welcoming remarks. Mayor Cramer thanked people for coming and introduced members of the consultant team from Bergmann Associates, including Kimberly Baptiste, Andy Raus, Matt Chatfield, Mark Johns, Laura Fox and Meagan Aaron.

Project Background & Team

Kimberly Baptiste, Project Manager with Bergmann Associates, reviewed the meeting agenda, noting a brief presentation would be followed by two small group design sessions where attendees would have the opportunity to share their thoughts on community needs and ideas for specific revitalization opportunities along Main Street, Canal Park and the connections between the two.

Kimberly briefly reviewed the project team, the role of the BOA and LWRP in the Village's revitalization efforts and the purpose of the Public Design Workshop.

The Revitalization Strategy Framework

Kimberly provided an overview of planning initiatives undertaken in the Village since 2008, describing how they helped position the Village to take advantage of the BOA and LWRP grant opportunities. The culmination of past planning efforts in conjunction with the BOA and LWRP will result in a comprehensive revitalization strategy for the downtown and waterfront areas that provide the Village a solid foundation for future implementation activities and funding resources.

Kimberly reviewed the completed elements of the Revitalization Strategy including the drafting of the Vision Statement and an assessment of the Study Area's existing conditions including market analysis and economic trends. Elements of the Revitalization Strategy currently underway include a branding strategy to help position the Village to capitalize on its assets, a series of recommendations for capital projects and a phased implementation strategy for revitalization.

Community Engagement

Kimberly reviewed highlights of various community engagement efforts. Common themes have emerged through the community engagement process, which have been translated into a vision statement and goals for the project.

Goal Areas:

- Leverage the Erie Canal
- Enhance Natural Resources and Recreational Assets
- Diversify Businesses and Services in the Downtown

- Create Welcoming Gateways and Streetscapes that Contribute to a Pedestrian Friendly Environment
- Establish a Strong, Credible Brand Identity
- Improve Communications, Foster Cooperation and Forge Partnerships
- Celebrate and Share the History of the Community

Please refer to Public Design Workshop presentation for further detail on the information presented at the meeting including opportunities for revitalization and urban design considerations.

Next Steps

Next steps in the planning process were noted, with continued community engagement encouraged. Upcoming activities include:

- Public Meeting #3 in Fall 2013: Presentation of recommendations and implementation strategy

Consultant activities:

- Compile comments from Public Design Workshop and on-going Survey
- Draft Master Plan
- Identification of projects
- Implementation and funding strategy
- Application for project advancement

SMALL GROUP DESIGN SESSIONS:

Following the presentation, meeting attendees were divided into two groups, each facilitated by two members of the consulting team. The two groups spent 40 minutes discussing the Main Street corridor, including the “East End”, and 40 minutes discussing the Erie Canal Corridor – the role of connectivity, wayfinding and gateways was emphasized at both stations. The facilitators had large maps of the topic areas laid out on the table to encourage attendees to identify key assets and obstacles to revitalization and share their ideas on desirable enhancements and development projects.

The narrative below summarizes the discussion at each of the breakout groups.

Main Street Corridor and East End – Facilitated by K. Baptiste and M. Johns

OBSTACLES

West Main Street:

- Commercial vacancy on West Main Street
- Low-quality rental properties
- Main Street lacks a cohesive look/character
- Lack of destinations Downtown – no reason to stop
- Vacant lots
- Lack of off-street parking

East End:

- Berry Plastics is an aesthetic detraction when entering the Village from the east
- Lack of a commercial anchor on East Main Street to encourage commuters to stop
- Lack of safe parking for Gravino Park
- Water Treatment Plant smells and is an eyesore

Connectivity:

- Route 350 is a treacherous route to the Canal from Downtown – people don't know there are safer routes, ie Center Street
- No direct, safe way for pedestrians and cyclists to travel from the Canal to Gravino Park
- Lack of accessibility to Ganargua Creek
- Crosswalks on West Main Street are ineffective
- Drivers go too fast down Main Street – no reason to stop

VISION – WHAT WE'D LIKE TO SEE IN FUTURE

West Main Street:

- Specialty food shops – butcher shop, bakery, cafe
- Ice cream shop on West Main – attract Canal users
- Strictly commercial uses on 1st floor on Main Street – amend zoning code
- Higher quality residential rental properties
- Bumpouts and crosswalks on Main Street to slow down traffic and make pedestrian access safer
- Signage/wayfinding throughout Village

- Façade Improvement Programs

East End:

- Landscape buffer around Berry Plastics and Water Treatment Plant
- Convert lawn in front of Water Treatment Plant into a parking lot for Gravino Park
- Landscape East Main Street in front of Berry Plastics and Gravino Park – discourage on-street parking and improve visual buffering
- Update Gravino Park to be a baseball destination – must also update amenities for non-baseball use including restrooms and playground
- Convert two vacant parcels west of Gravino Park into commercial use or community use -- a community center for year-round youth programming or rentable chalets
- Make Gravino Park more of a multi-use space by connecting to the Creek for kayaking/canoeing and creating a walking trail

Connectivity:

- Create a trail to connect the Erie Canal Trail on the east side of the Study Area to Gravino Park and Downtown, thereby creating a loop for recreational use and drawing Canal users to Main Street

Erie Canal Corridor – Facilitated by A. Raus and M. Chatfield

OBSTACLES

- Unsafe for pedestrians and cyclists to travel between Canal and Downtown on Route 350
- Lack of signage/wayfinding between the Canal and Downtown
- Berry Plastics is a visual detraction along Route 350
- Lack of family-friendly amenities (restrooms, playground, docking, etc.) at Canal Park
- Need better connectivity between Canal, Macedon Canal Park, Gravino Park and Downtown
- Need to understand ownership, lease agreement and development options for Berry Plastics vacant parking lot
- Unsafe conditions around the Canal, especially the locks
- Camping area within Canal Park is not well-known
- Lack of boater and visitor services at Canal Park
- Old Erie Canal debris collection behind Fire Hall is a constant problem
- Swift flow of water in Old Erie Canal may challenge novice kayak users

- Deteriorating wall conditions west of Lock 30 inhibit transient dockage
- Lack of appropriate gateways from 350 and Railroad Avenue into Macedon Canal park
- Property north of Erie Canal is low and wet, deterring development
- Canal Park has significant drainage issues, with areas of prolonged ponding that inhibit use and development
- Berry Plastics adverse aesthetic impacts on the underutilized parking lot, need for buffering

VISION – WHAT WE'D LIKE TO SEE IN FUTURE

- Promote History of the Canal
 - Bob's Body Shop as a Canal Museum & Utilize Old Locks
- Promote Park as a family-oriented getaway
- Create a prominent gateway to the Canal from Route 350 including lighting, wayfinding and signage for the Canal Trail, Canal Park and parking
- Transform Railroad Street into a gateway between the Canal and Downtown by adding sidewalks, and converting Bickford and Erie Streets into one-ways – create the feeling of a small, New England town
- Make better use of the Gazebo by adding picnic tables and more events, consider enclosing it for year-round use
- Utilize Clinton's Ditch and the Old Barge Canal to create gateway from the Downtown into Canal Park
- Add restrooms and showers near the pavilion to promote camping in Canal Park, especially for boaters
- Enhance connection from Canal Park to Canal Trail by making Route 350 a safer route with sidewalks and better wayfinding
- Provide a space for local artists to exhibit within Canal Park
- Addition of paddle launches
- Promote winter sports in the park – ice rink and hockey on Old Canal with access from boat launch
- Convert vacant Berry Plastics parking lot into a hotel, village-owned lodge for community events, retail/mixed use, restaurant with boat access
- Enhance Canal Park with family-friendly amenities including a playground, splash pad, fountain, and a dog run
- Add a visual buffer to Berry Plastics site along Route 350
- Create a trail loop for cyclists and pedestrians around the Canal by connecting through Downtown and Gravino Park
- Promote the locks as a destination – must first make them safer

Macedon Trails Committee

Pete Henry, Bill, Doug Wilson

- Maintain Canal sites
- Recognize as official trail committee
- Built trail from Stone Street to water (Beckenbach's) and voluntarily maintained
- Palmyra built restrooms in 2006
- Showers needed in Canal Park
- People have to go to Palmyra for basics – coffee, ice cream, etc.
- Need better signage
- Need floating docks
- Amphitheater in Canal Park

Wayne County Planning

Bob McNary (Director of Planning)

Angela (Senior Planner)

Peg Churchill (IDA)

- Bob served on Canal Commission
- Downtowns are critical – connections are important – Canal is an asset
- Perception is not a real Canal village because of distance from water to downtown
- Originally a creek community
- Less emphasis on Village because of town
- Need infill development
- Village should be Town Center, not Wal-Mart
- Need traffic calming
- People don't see the unique history
- Town and Village relationship is not good for anyone
- Create loop for Canalway Trail
- Partnerships with businesses for enhancements and projects
- Connection to Mid-Lakes Marina
- Soften Berry streetscape
- Missing commercial quality-of-life shops
- Promote creek history
- Need repetition of community events

PMCS D

District Superintendent

- Village Tax rate is \$5.51/\$1000....one of lowest
- New playground on Village campus – trying to attract people with disabilities to new facilities
- Need help promoting what is available here for residents and children
- Connect kids out to community
- ½ mile from school, kids walk
- School crossing guard is Village employee
- History and connection to Canal doesn't happen in Macedon
- Local history needs to be tied to curriculum
- 4th graders do boat ride down Canal
- Better communication needed
- Facilities study is on-going
- Declining enrollment has finally stabilized (3,000 at peak, not 1,900)
- Pursue Safe Routes to School grants
- People's biggest complaints are about transportation, communication and safety

WECA

Roxanne

Guy

- WECA is a 501c3
- In Upstate, based on NTHP Main Street Program
- Conduit for regional approach to Main Street revitalization
- Main Street program is intended to be incremental
- Need someone in a manager / coordinator position
- WECA provides technical services, training, studies, etc.
- WECA consults, doesn't define – that framework is built through local communities through programs such as BOA and LWRP
- Community ownership makes it successful
- Heritage tourism is a huge draw right now
- Partnership with RIT
- Need comprehensive strategy at Village level

Business & Property Owners

Sue Fyfe, Florist

Mark Welker, Owns white building next to Gingerbread & Parkwood Heights

Joe, 7 Center Street

Carol, Ultimate Images

Judy, Macedon Garden Club

John, Books, Etc. Owner

- Owns a significant amount of creekside land at east end of study area
- Parkwood is a senior living facility and patio home community
- Hard time getting merchants in Macedon to work together. They keep doing own thing but would rather work as a team.
- Very few calls from people wanting to move into Village
- Need to do better job of branding
- Should host a Village-wide Day of Service
- Village needs to be more flexible with zoning
- Monroe County residents don't realize the community resources in Wayne County
- Village has not been cooperative in commercial development
- Update Zoning – its too black and white in Village Hall
- Chamber was stronger years ago (leadership changes, perceptions change)
- Monte Carlo nights were very successful in 2004-2008
- Need more kid and family friendly destinations
- Parkwood Heights – Village has in past threatened to cut off ambulance and sewer service
- Grocery store needed
- Parking deters folks from stopping
- Florist has own parking which is beneficial
- Better lighting needed
- Wal-Mart would have been better east of Macedon
- More professional services needed – doctors, dentists, chiro, etc.
- Parkwood is building medical campus on site through partnership with RGH
- Vision for Village needs online presence – social media and web based approaches
- Downtown businesses need coordinated hours of operation
- Rents are really low!
- Need services catering to families – dance, karate, pet care, etc.
- 73 Main Street....asking \$1,000/month, would be \$2,500/month in Fairport....invested \$40k in updates in 2010, just no interest in Macedon

Main Street

Joe, 7 Center Street

Carol, Ultimate Images

Judy, Macedon Garden Club

John, Books, Etc. Owner

- Ultimate Images is an appointment based business, generally open 10-5
- Books Etc. has sporadic house of operation
- Village pride needs source of income, grants
- Need bathrooms at Canal park
- Signage needed at park
- Need to celebrate history and capitalize on heritage tourism
- Need more destinations and special events
- Need beautification projects for people passing through
- Need a museum / historical society / etc.
- More "photo ops" like one in Bickford park
- Include youth in planning process
- Need ice cream and services for young people
- 7 Center Street – studio for art and music, spiritual revival

Village Board, Town Board, Bickford Home

- Village should get control of Berry overflow parking for community center
- Only island in Canal-chain
- Village owns land along Creek – restaurant, accessible, address floodplain
- Infinite Auto sale turned down due to Phase 1 findings, Phase 2 recommended
- Need to improve infrastructure
- Total Butterfly Trail loop
- Bickford Home
 - Improve for residents
 - 24 residents, 21 are disabled veterans
 - Need to think about what we can do for them
 - They walk a lot!
 - More crosswalks needed
- More amenities for families, including those visiting Bickford residents
- Town and Village support of veterans is wonderful and supportive
- Need place for Bickford guests to spend the night
- Parkwood Heights has guest facilities on site

- Zip code 14502 has no overnight accommodations.....people go to Victor or Bushnell's Basin
- Community center needed, especially for senior activities – pool table, etc.
- Village of 1,500 people means limited resources
- Sewer and water issues - \$250k needed to address issues at sewer plant
- Water lines in Village are old, constantly dealing with leaks
- Is water tower required? Has not been serviced in 20 years, likely another \$500k more
- Need to look into grants for infrastructure
- Food store would be nice, Wal-mart is tough competition
- Town has Farmers Market at Town Hall complex which is in Village
- Redeveloping Main Street is only a dream.....
- Need quality niche stores
- Post office and library used to be downtown which contributed to vibrancy. Also was Miners Variety store, a meat market and a barber shop
- Village appears to be getting younger – need to captivate families
- How do we pull in Gananda families – folks shop in Penfield now
- Need better Village gateway sign

Beckenbach's

Jim Beckenbach

Jeff Beckenbach

Terry Beckenbach

- Own Infinite Auto – Phase 1 showed was formerly blacksmith shop – upstairs apartment currently vacant
- Apartment building behind Salvatore's – purchased in 1984, always been automotive, today can't be according to zoning
- Time to challenge Village ordinances?
- Need form based zoning
- Willing to dedicate portion of large parcel for park
- Macedon Collision employs 10-12 people, pretty stable employment
- Need someone business oriented on Village Board – big gap
- NYS not business friendly (workers comp is \$20k annually for 10 employees)
- Currently renting 13,000 SF facility in Palmyra, would like to relocate to Village on the approximately 102 acres
- Don't feel welcomed by the community today. It's a disjointed community.
- Need more boat dockage at Canal Park
- Wall condition in Canal is bad

- Only occasionally see boats – no tie downs for them
- People fish on creek

Macedon Trails Committee

Bill Lawton

- Digital board at 350/31
- Gallup Bridge Historic Site at northern foot of O'Neil Road Bridge as destination along trail loop
- Highlight Erie Canal history at Lock 61, all 3 prisms present in 1 location
- Goal to establish a Historic Interpretive Trail from the Aldrich Change-Bridge in Palmyra to the Butterfly Trail in Macedon Canal Park - opportunity for coordination between communities and a formal program
- Route 31 is a National Bike Route; shoulders should be maintained by highway department and kept clean

PMCS D

Dr. Robert Ike District Superintendent

- Pal-Mac is currently planning the district's next capital program, which is considering options to consolidate properties onto a single campus.
- There is the strong potential for the Pal-Mac Intermediate School in Macedon to be closed and consolidated with the Primary School in Palmyra.
- Potential to ask for Step 3 funds to conduct adaptive reuse study on the Intermediate School.
- School District Capital Project Planning Committee will have the plan completed by December 2014 and a vote will be held in December 2015 for capital improvement bonds.
- Potential to add sculpture to the Butterfly Trail through artists teaming with students; similar to Young Audiences of Rochester.
- Potential opportunity for amphitheater to bring outdoor music/drama activities into the community.

WECA

Roxanne

- In 2014, WECA will be able to service all municipalities within their 5-county region, not just those along the Erie Canal corridor.
- WECA is looking for other communities to join the NTHP Main Street Program

- Many programs are funded through a Town/Village/County/Private consortium
- Most small community programs could be conducted as a part-time position
- Full-time position typically requires \$40-55k; part-time \$25-30k annually.
- LWRP funds eligible as a bridge to get program up and running
- Are BOA Step 3 funds for consultant services also eligible?

Business & Property Owners

Sue Fyfe

Mark Welker

- Business identification/directory kiosks throughout downtown
- Need a coalition/partnership to help implement recommendations
- Local residential population needs to support village businesses, cannot expect to attract Monroe County residents
- Need to focus on personal/professional services and make the Village destination for daily life
- Village needs to improve media-relations
- A branding strategy is also needed; what is the identity of the Village and how does it differ from other areas?
- The fighting and adversarial relationship between the Town and Village of Macedon is hindering development.
- The Village is perceived as difficult to work with.
- Business owners want a development-friendly government that can be a reasonable partner with the private sector that makes investors feel welcome to conduct business locally.
- Merchants Association is needed, though the diversity of businesses in the Village may make it difficult to form/operate/maintain.
- Low rents are attracting part-time business owners.
- Many businesses lack professionalism; poor appearance and lack of business hours are hurting other businesses.
- Village looks/appears 'closed for business' due to inconsistent hours of operation.
- Need more people living in downtown to support local businesses.

Main Street

Judy, Macedon Garden Club

Pastor Carol

- Need a bike shop as a destination for canal users
- Macedon Canal Park needs better signage denoting camping area.
- Improved services for campers and visitors in MCP are also needed.
- The playground and camping areas should be kept separated to improve environment for campers.
- Historic Barn on Railroad Street should be adaptively reused and become a destination, though this will be difficult due to small lot size.

Macedon Town Board


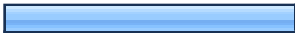
Sandy Pagano

- Sandy as point of contact between Village and Town
- Town is available to assist in obtaining grants, wishes to be cooperative
- Historic tree in front of Bickford Home should be highlighted
- Past plans/recommendations to relocate Village Hall to Fire Station

Beckenbach

Jeff Beckenbach






1. Do you live in the Village of Macedon?

		Response Percent	Response Count
Yes		56.5%	35
No		43.5%	27
answered question			62
skipped question			0



2. If no, where do you live?

	Response Count
	2
answered question	2
skipped question	60




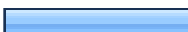



3. How long have you lived in Macedon?

		Response Percent	Response Count
0-5 years		24.2%	8
6-10 years		15.2%	5
11-15 years		9.1%	3
16-20 years		9.1%	3
21+ years		42.4%	14
answered question			33
skipped question			29






4. Do you own or rent your home?

		Response Percent	Response Count
Own		97.0%	32
Rent		3.0%	1
answered question			33
skipped question			29

5. Why did you choose to live in the Village? (select all that apply)

		Response Percent	Response Count
School District		18.2%	6
Low Cost of Housing		18.2%	6
Close to Work - Wayne County		18.2%	6
Main Street/Small Town Charm		27.3%	9
Proximity to Family		48.5%	16
Grew Up Here		18.2%	6
Accessibility to Rochester		15.2%	5
Other (please specify)			8
answered question			33
skipped question			29



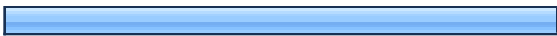
6. How many people live in your household?

		Response Percent	Response Count
1		9.1%	3
2		48.5%	16
3		12.1%	4
4		24.2%	8
5		6.1%	2
6		0.0%	0
7		0.0%	0
8 or more		0.0%	0
answered question			33
skipped question			29











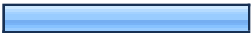
7. Please identify the number of people in your household in each of the following age groups:

		Response Average	Response Total	Response Count
	0-5	1.20	6	5
	6-18	1.56	14	9
	19-24	0.88	7	8
	25-39	1.67	10	6
	40-54	1.75	28	16
	55-64	1.33	12	9
	65+	1.33	12	9
answered question				33
skipped question				29




8. Do you currently work/own a business in the Village of Macedon?

		Response Percent	Response Count
Yes – I work in the Village but do not own a business		6.8%	4
Yes – I own a business in the Village		10.2%	6
No		83.1%	49
answered question			59
skipped question			3


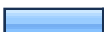






9. What businesses/services would you like to see on Main Street? (select all that apply)

		Response Percent	Response Count
Grocery Store		40.4%	23
Pharmacy (i.e. Walgreens)		19.3%	11
Sit-Down/Full-Service Restaurant		47.4%	27
Fast Food Restaurant		17.5%	10
Hotel, Inn or Bed & Breakfast		31.6%	18
Ice Cream		54.4%	31
Professional Offices (Doctor/Lawyer/Dentist/etc.)		36.8%	21
Automobile Repair/Sales		7.0%	4
Pet Care		21.1%	12
Salons/Barber Shops		33.3%	19
Fitness-Related Services (Gym, Dance Studio, etc.)		36.8%	21
Other (please specify)			13
		answered question	57
		skipped question	5

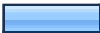










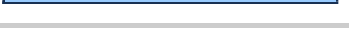


10. Do you currently utilize Canal Park?

		Response Percent	Response Count
Yes		71.9%	41
No		15.8%	9
I do not know where Canal Park is		12.3%	7
answered question			57
skipped question			5

11. How do you currently utilize Canal Park? (select all that apply)

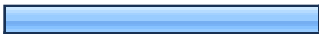


		Response Percent	Response Count
Butterfly Nature Trail		61.0%	25
Pavilion		14.6%	6
Camping		0.0%	0
Grilling		9.8%	4
Erie Canalway Heritage Trail		39.0%	16
Access to Erie Canal		51.2%	21
Dog Run		17.1%	7
Concerts/Special Events		39.0%	16
None/Other		2.4%	1
Other (please specify)			3
answered question			41
skipped question			21

12. What other amenities/improvements would you like to see added in Canal Park? (select all that apply)



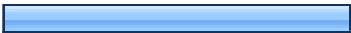









		Response Percent	Response Count
None - Canal Park is fine as is		14.0%	7
Permanent Bathroom Facilities		66.0%	33
Boat Docking/Mooring		32.0%	16
Fueling Station for Boats		14.0%	7
Improved Boat Launch		42.0%	21
Enhanced Landscaping		46.0%	23
Bike Rental and/or Repair		26.0%	13
Interpretive Stations		16.0%	8
Band Shell/Amphitheater		28.0%	14
Comfort Station (showers, lockers, changing rooms)		26.0%	13
Picnic Shelters		50.0%	25
Playground		52.0%	26
Fitness Park		26.0%	13
Other		2.0%	1
Other (please specify)			8

answered question	50
skipped question	12

13. Do you currently utilize Gravino Park?

		Response Percent	Response Count
Yes		47.4%	27
No		45.6%	26
I do not know where Gravino Park is		7.0%	4
		answered question	57
		skipped question	5







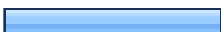










14. How do you currently utilize Gravino Park? (select all that apply)

		Response Percent	Response Count
Basketball		22.2%	6
Tennis		29.6%	8
Playground		51.9%	14
Baseball Field		37.0%	10
Pavilions		44.4%	12
Concession Stand		11.1%	3
Access to Ganargua Creek		14.8%	4
Christmas Tree Drop Off		14.8%	4
Motorcycle Gathering Events		0.0%	0
Food Cart		18.5%	5
Flower Cart		7.4%	2
Kickball		0.0%	0
Softball		0.0%	0
Dog Run		11.1%	3
Other		3.7%	1















Other (please specify) 2

answered question	27
skipped question	35

**15. What other amenities/improvements would you like to see added in Gravino Park?
(select all that apply)**

		Response Percent	Response Count
Improved Concession Stand/Bathroom Facilities		24.5%	13
Relocate Baseball Field Away from Sewage Treatment Plant		13.2%	7
New Playground Equipment		28.3%	15
Better Park Programming/Events		24.5%	13
Band Shell/Amphitheater		13.2%	7
Fenced Dog Park		24.5%	13
Expand Park onto Adjacent Vacant Properties		32.1%	17
Improved Access to Ganargua Creek		37.7%	20
Improved Landscaping		34.0%	18
Basketball Court Improvements		13.2%	7
Tennis Court Improvements		9.4%	5
Pavilion Improvements		32.1%	17
Baseball Field Lighting for Night Games		5.7%	3
Dedicated Softball Field		1.9%	1
Fitness Park		20.8%	11
Other		1.9%	1
Not Applicable		9.4%	5
Other (please specify)			4
answered question			53

16. What do you see as the top 3 issues impacting revitalization in the Village of Macedon today?

		Response Percent	Response Count
Crime		5.4%	3
Housing Stock Age/Condition		8.9%	5
Industrial Development		7.1%	4
Environmental Contamination		3.6%	2
Lack of Services/Businesses		66.1%	37
Relationship Between the Village & Town		62.5%	35
Lack of Communication		21.4%	12
Lack of Jobs		17.9%	10
Traffic/Speed Along Roads		16.1%	9
Failure to Take Advantage of Erie Canal		37.5%	21
Taxes		23.2%	13
Property Maintenance		16.1%	9
Zoning Code/Development Regulations		7.1%	4
Other		7.1%	4

Other (please specify)

7





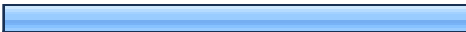



answered question

56

skipped question

6



17. What could be done to encourage you to take an active role in improving the community? (select all that apply)

		Response Percent	Response Count
Provide/advertise the opportunity to work with Macedon Village Pride		35.7%	20
Provide more opportunities like "Canal Sweep" to help beautify the community		28.6%	16
Continue using social media (i.e. Facebook, Twitter, etc.) to engage the public		42.9%	24
Re-institute "Monte Carlo Night" as a community event		1.8%	1
Establish a better relationship between the Village and Town		69.6%	39
Establish a better relationship between the Village and the PTA		14.3%	8
Provide more opportunities to involve youth in community programs/events		32.1%	18
Formalize relationship with Village and Pal-Mac School District by integrating school programming into community events		39.3%	22
Other (please specify)			8
answered question			56
skipped question			6

18. If there are any additional comments or questions you might have, please add them in the space below. If you do not have additional comments or questions, please click next:

	Response Count
	13
answered question	13
skipped question	49

19. Please provide your email address if you wish to be contacted in the future with additional information regarding the Village of Macedon Waterfront & Downtown Revitalization Strategy project. If you do not wish to enter your name or email address, please click next.

		Response Percent	Response Count
Name:		90.0%	18
Email Address:		100.0%	20
	answered question		20
	skipped question		42

Page 3, Q2. If no, where do you live?

1	Yellow Mills Rd	Mar 9, 2013 6:36 PM
2	right outside the village	Mar 8, 2013 5:13 PM

Page 4, Q5. Why did you choose to live in the Village? (select all that apply)

1	Home that was available	Jun 22, 2013 10:44 AM
2	We loved the house we bought.	Jun 6, 2013 8:36 PM
3	Quiet small town and friendly.	May 31, 2013 12:50 PM
4	Bought an existing business	Mar 17, 2013 10:13 PM
5	at the time it was a good bargain	Mar 7, 2013 9:48 AM
6	Nice neighborhoods	Mar 6, 2013 2:53 PM
7	good mix of housing and open space	Mar 6, 2013 2:23 PM
8	Saw a home that had the features we were looking for.	Feb 28, 2013 12:41 PM

Page 4, Q7. Please identify the number of people in your household in each of the following age groups:

0-5		
6	0	Jun 6, 2013 8:36 PM
10	2	Mar 28, 2013 6:50 AM
11	1	Mar 23, 2013 1:57 PM
13	2	Mar 19, 2013 8:14 AM
30	1	Feb 25, 2013 11:20 PM
6-18		
1	2	Jun 28, 2013 8:29 AM
3	1	Jun 19, 2013 2:49 PM
6	1	Jun 6, 2013 8:36 PM
9	3	May 24, 2013 1:18 PM
18	2	Mar 11, 2013 8:12 AM
24	1	Mar 6, 2013 2:20 PM
30	2	Feb 25, 2013 11:20 PM
31	1	Feb 25, 2013 11:18 PM
33	1	Feb 25, 2013 12:34 PM
19-24		
3	1	Jun 19, 2013 2:49 PM
6	0	Jun 6, 2013 8:36 PM
12	1	Mar 19, 2013 8:23 AM
17	1	Mar 14, 2013 10:49 PM
20	1	Mar 7, 2013 9:48 AM
24	1	Mar 6, 2013 2:20 PM
31	1	Feb 25, 2013 11:18 PM
33	1	Feb 25, 2013 12:34 PM
25-39		
6	0	Jun 6, 2013 8:36 PM

Page 4, Q7. Please identify the number of people in your household in each of the following age groups:

8	2	May 31, 2013 10:42 AM
10	2	Mar 28, 2013 6:50 AM
11	2	Mar 23, 2013 1:57 PM
19	2	Mar 7, 2013 5:19 PM
30	2	Feb 25, 2013 11:20 PM
40-54		
1	2	Jun 28, 2013 8:29 AM
3	2	Jun 19, 2013 2:49 PM
4	1	Jun 7, 2013 4:44 PM
6	2	Jun 6, 2013 8:36 PM
9	2	May 24, 2013 1:18 PM
15	2	Mar 16, 2013 12:25 PM
16	1	Mar 15, 2013 1:59 AM
17	2	Mar 14, 2013 10:49 PM
18	2	Mar 11, 2013 8:12 AM
22	2	Mar 6, 2013 2:32 PM
24	2	Mar 6, 2013 2:20 PM
25	1	Mar 4, 2013 5:49 PM
28	2	Feb 26, 2013 9:01 AM
31	2	Feb 25, 2013 11:18 PM
32	1	Feb 25, 2013 11:18 PM
33	2	Feb 25, 2013 12:34 PM
55-64		
4	1	Jun 7, 2013 4:44 PM
6	0	Jun 6, 2013 8:36 PM
12	2	Mar 19, 2013 8:23 AM
14	1	Mar 17, 2013 10:13 PM

Page 4, Q7. Please identify the number of people in your household in each of the following age groups:

20	2	Mar 7, 2013 9:48 AM
21	1	Mar 6, 2013 2:53 PM
23	1	Mar 6, 2013 2:23 PM
27	2	Feb 26, 2013 11:20 AM
29	2	Feb 26, 2013 6:28 AM
65+		
2	2	Jun 22, 2013 10:44 AM
5	2	Jun 6, 2013 9:34 PM
6	0	Jun 6, 2013 8:36 PM
7	2	May 31, 2013 12:50 PM
14	1	Mar 17, 2013 10:13 PM
20	1	Mar 7, 2013 9:48 AM
21	1	Mar 6, 2013 2:53 PM
25	1	Mar 4, 2013 5:49 PM
26	2	Feb 28, 2013 12:41 PM

Page 6, Q9. What businesses/services would you like to see on Main Street? (select all that apply)

1	bank	Jun 28, 2013 8:30 AM
2	Antique's	May 31, 2013 12:52 PM
3	antique shop	Mar 21, 2013 8:53 PM
4	Butcher	Mar 19, 2013 8:14 AM
5	Real Deals Store	Mar 6, 2013 2:53 PM
6	store should have small town feel	Mar 6, 2013 2:32 PM
7	Unique stores	Mar 6, 2013 2:14 PM
8	Butcher, Fresh Food Market - fruit/veggies,	Mar 4, 2013 5:50 PM
9	Post office	Feb 27, 2013 1:54 AM
10	Coffee shop,	Feb 26, 2013 9:03 AM
11	bakery	Feb 25, 2013 11:19 PM
12	unique shops, Books Etc	Feb 25, 2013 11:19 PM
13	I think it should not just be the Main Street, but the entire village needs these services.	Feb 25, 2013 12:36 PM

Page 8, Q11. How do you currently utilize Canal Park? (select all that apply)

1	I did not know that camping was available....	Jun 6, 2013 8:39 PM
2	Fishing	May 31, 2013 12:55 PM
3	Biking	Mar 6, 2013 2:36 PM

Page 8, Q12. What other amenities/improvements would you like to see added in Canal Park? (select all that apply)

1	Access to Food--Ice Cream Stand , A Nice Cafe	Jun 6, 2013 9:39 PM
2	Port-A-Potties	May 31, 2013 12:55 PM
3	drinking fountain/water spicket	May 31, 2013 10:47 AM
4	segway rentals / tours	Mar 6, 2013 2:54 PM
5	camping	Mar 6, 2013 2:51 PM
6	More park benches, picnic tables, shade trees	Feb 25, 2013 11:21 PM
7	whatever brings the public to the area. We don't publicize it!	Feb 25, 2013 11:20 PM
8	Vendors in the spring/summer months. Ice cream and drinks	Feb 25, 2013 12:38 PM

Page 10, Q14. How do you currently utilize Gravino Park? (select all that apply)

1	Soccer	Apr 4, 2013 11:52 AM
2	I do not now, but when my kids were young we did most of these things	Feb 25, 2013 12:39 PM

Page 10, Q15. What other amenities/improvements would you like to see added in Gravino Park? (select all that apply)

1	More and better parking	Jun 6, 2013 9:41 PM
2	Fitness/playground equipment for older children/adults	Jun 6, 2013 8:41 PM
3	smell	Mar 6, 2013 2:56 PM
4	More shade trees, better drainage - grass often too soggy	Feb 25, 2013 11:23 PM

Page 11, Q16. What do you see as the top 3 issues impacting revitalization in the Village of Macedon today?

1	People lead busy lives and have no time for community	Jun 19, 2013 2:58 PM
2	Lack of recreation programs and lack of organization with current programs (we generally go to Walworth)	Apr 4, 2013 11:56 AM
3	village government isn't needed	Mar 8, 2013 5:19 PM
4	That the village even continues to exist as a tax burden to its citizens	Mar 7, 2013 9:51 AM
5	I mostly drive through to get to other places...I only go to Canal Park and library today.	Mar 6, 2013 2:44 PM
6	The attitude of the community	Feb 25, 2013 11:23 PM
7	I don't feel the village sets up an atmosphere of welcoming new businesses. Their customer service could be so much better in regards to assisting new businesses.	Feb 25, 2013 1:40 PM

Page 11, Q17. What could be done to encourage you to take an active role in improving the community? (select all that apply)

1	Because I am so busy I would need a sense of urgency	Jun 19, 2013 2:58 PM
2	Continue the use of sign boards for upcoming events	Jun 6, 2013 8:43 PM
3	I'm already a 57 year Firefighter. Nuff said!!!!	May 31, 2013 12:58 PM
4	Dissolve the village and formalize a relationship between the Town and Pal-Mac School District	Apr 4, 2013 11:56 AM
5	I have no answer at this time.	Mar 28, 2013 6:54 AM
6	dissolve the village	Mar 7, 2013 9:51 AM
7	NA	Mar 6, 2013 2:52 PM
8	I have a CRAZY schedule and work several jobs. I would like my voice heard, but I cannot attend meetings. I think more surveys and ways to connect through the computer is ideal.	Feb 25, 2013 1:40 PM

Page 12, Q18. If there are any additional comments or questions you might have, please add them in the space below. If you do not have additional comments or questions, please click next:

1	I like the idea of a municipality cleaning up and taking care of property. The appearance makes it inviting for new businesses. I am too busy for community events, but my first priority would be the way it looks.	Jun 19, 2013 2:59 PM
2	At least an attempt is being made--THANK YOU for that. Honestly, with 2 run down ugly and vacant shopping plazas at either end of the village , a huge ugly chemical plant with rusting trucks trailers and across from the foul smelling water treatment plant--it is an uphill battle. We LOVE Macedon but not the RT 31 corridor through Main St.	Jun 6, 2013 9:49 PM
3	Unfortunately our family isn't able to participate in many of this summer's activities due to schedule conflicts. :-(Jun 6, 2013 8:43 PM
4	There is very little contact between the 9 to 5 residents and the village Govt..Something has to be done to involve them and the older generation in Village activities and problems. I recently questioned residents in the Jupiter Way, Olympus area about the problems between the Village and the Town concerning Sewer and the Fire Dept. issues. Most said that the Flyer that the Village Firefighters distributed was very informative, but knew little concerning the Sewer issue. The lack of interest is evident by the lack of attendance at Village Board Meetings. It is very evident that our Mayor "Bit-Off " more than she can "Chew". This was very evident at the last 2 board meeting when she or any of the rest of the village board were not prepared to defend the villages position. Very shortly there will be another referendum concerning "Disillusion" and all those problems will be over. We will be just the Town of Macedon!!!!	May 31, 2013 1:24 PM
5	fix up the store fronts that look so old and shabby.	Mar 15, 2013 1:21 PM
6	Meetings like this are good. Keep us informed.	Mar 6, 2013 2:55 PM
7	We use the Canal a lot and would like to see it improved for bikers and campers.	Mar 6, 2013 2:37 PM
8	unused Berry's parking lot photo-op places beautification RV Park? Farmers Market / Flea Market Improve historic - links - cemetery tour Signs to Canal	Mar 6, 2013 2:26 PM
9	looking to move a business into the Village	Mar 6, 2013 2:15 PM
10	Zoning on Main St should be for business not low income housing etc. The village/town should support local business and encourage new business.to join the community. Focus should be made on the canal and promote the idea of this being a canal town and bring business in to attract potential customers and possible future business owners.	Feb 27, 2013 2:07 AM
11	Look locally when hiring people to work and consult on projects such as the butterfly trail.	Feb 25, 2013 11:26 PM
12	I'm going to be moving in next few yrs. I love my house, but the community is too "redneck", conservative, and not enough happening for me, now that my children have grown away from home.	Feb 25, 2013 11:24 PM
13	I think our village has so much potential, but the entire community and the government has to want it as a whole community. The bickering with the town is	Feb 25, 2013 1:44 PM

Page 12, Q18. If there are any additional comments or questions you might have, please add them in the space below. If you do not have additional comments or questions, please click next:

not going to attract economic restructuring and bring in investors. The town and the village should be planning together for all of our future. Times have changed and we should be planning as one community still. I am not talking about dissolution at all. I just mean we should be planning for the entire Macedon community in this.

Page 13, Q19. Please provide your email address if you wish to be contacted in the future with additional information regarding the Village of Macedon Waterfront & Downtown Revitalization Strategy project. If you do not wish to enter your name or email address, please click next.

Email Address:	Martinfamily2727@gmail.com	Feb 27, 2013 2:08 AM
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Name:	Carol Bischoff	Feb 26, 2013 9:07 AM
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Email Address:	cbisch99@aol.com	Feb 26, 2013 9:07 AM
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APPENDIX B SITE PROFILES

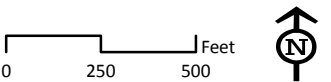


VILLAGE
OF MACEDON
WATERFRONT &
DOWNTOWN
REVITALIZATION
STRATEGY

*This document was prepared
for the Village of Macedon
and the New York State
Department of State with state
funds provided under Title 11
of the Environmental Protection
Fund and the Brownfield
Opportunity Area Program.*

Legend

- Site Visit Parcel
- Macedon Parcels



Parcels
Site Visit
Parcels



BOA Site Report

Site Name: Berry Plastics Center Building Site Number: 1

Location: Located on the North side of Main St, between Quaker Rd and Rt 350.

Current Use: Plastics manufacturing.

Occupancy: Occupied

Site Address: 150 Main St

Tax ID: 63111-05-002971

Acres: 5.63

Owner: Pliant Corporation

Brownfield: Yes

Zoning: I

Use Potential: TBD



Property Information

Infrastructure: Yes

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: Yes - RTS and WATS bus service at Main St/Rt 31 and Center St.

Road Access: Yes - Main St.

Pedestrian Access: Yes - Main St.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Canal

S: Car wash and vacant land

E: Berry Plastics East

W: Berry Plastics West

Land Use History: Hotel, Church, Creamery, Kordite Corp Factory, Mobil Chemical Co, Pactiv Co, Pliant Co.

Notable Site Features: NA

Building Information

Number of Buildings: 1

Gross Floor Area (sq. ft.): TBD

Year Built: TBD

Stories: 2

Original Use: Unknown

Current Use: Plastics manufacturing.

Condition: Fair

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: No **Comments:** NA

Spill Event Site: No **Status:** Not Applicable **Comments:** NA

Hazardous Waste: No **Comments:** NA

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: No

Visual Observations from Curbside Site Assessment:

Berry Plastics middle section of building and associated parking lot. Rear of building was not accessible.

Other Notes:

NA



View from south



View from south



View from south



View from south

BOA Site Report

Site Name: Berry Plastics Eastern Building Site Number: 2

Location: Located on the North side of Main St at the Northwest corner of Quaker Rd and Main St.

Current Use: Plastics manufacturing.

Occupancy: Occupied

Site Address: 200 Main St

Tax ID: 63111-05-075977

Acres: 9.59

Owner: Pliant Corporation

Brownfield: Yes

Zoning: I

Use Potential: TBD



Property Information

Infrastructure: Yes

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: Yes - RTS and WATS bus service at Main St/Rt 31 and Center St.

Road Access: Yes - Main St and Quaker Rd.

Pedestrian Access: Yes - Main St and Quaker Rd.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Canal

S: Park and WWTP

E: Truck Staging

W: Berry Plastics building

Land Use History: Hotel, Church, Creamery, Kordite Corp Factory, Mobil Chemical Co, Pactiv Co, Pliant Co.

Notable Site Features: NA

Building Information

Number of Buildings: 1

Gross Floor Area (sq. ft.): TBD

Year Built: TBD

Stories: 2

Original Use: Kordite Corp Factory, Mobil Chemical Co, Pactiv Co, Pliant Co.

Current Use: Plastics manufacturing.

Condition: Fair

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: Yes **Comments:** 8-000025 Tenneco Plastics Co.; 8-000084 Mobil Oil Films Division (CBS); 8-393053 Mobil Chemical Co - One UST listed as closed prior to 3/91 (10,000 gal).

Spill Event Site: Yes **Status:** Closed **Comments:** 45 closed Spills of varying amounts. Materials include polyethylene resin, tar, petroleum, fuel oil, sulfuric acid, hydraulic oil, diesel, gasoline, resins, antifreeze, oils, coatings, and waste oils.

Hazardous Waste: Yes **Comments:** EPA IDs NYD012854048; NYD002220739; NYD002220739; NYR000016923; NYD980592851 - Mobil Chemical Co, Pliant Corp, Plant LLC, Pactiv Corp.

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: No

Visual Observations from Curbside Site Assessment:

Berry Plastics easternmost building and associated parking lots and office building. Multiple chemical storage tanks. Garage building and large-scale chemical storage tank in fenced-in area. Large ground-mounted transformers and pole-mounted transformers. Rear of building was not accessible.

Other Notes:

NA



Parking, tanks, transformers



View from south



View from south



View from south

BOA Site Report

Site Name: Berry Plastics Western Building Site Number: 3

Location: Located at the Northeast corner of Main St and Rt 350.

Current Use: Plastics manufacturing.

Occupancy: Occupied

Site Address: 112 Main St

Tax ID: 62111-08-948968

Acres: 8.95

Owner: Covalence Speciality Materials

Brownfield: Yes

Zoning: I

Use Potential: TBD



Property Information

Infrastructure: Yes

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: Yes - RTS and WATS bus service at Main St/Rt 31 and Center St.

Road Access: Yes - Main St and Ontario Center Rd.

Pedestrian Access: Yes - Main St and Ontario Center Rd.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Canal

S: Macedon Collision

E: Berry Plastic Center Building

W: Route 350 North

Land Use History: Hotel, Church, Creamery, Kordite Corp Factory, Mobil Chemical Co, Pactiv Co, Pliant Co.

Notable Site Features: NA

Building Information

Number of Buildings: 1

Gross Floor Area (sq. ft.): TBD

Year Built: TBD

Stories: 2

Original Use: Kordite Corp Factory, Mobil Chemical Co, Pactiv Co, Pliant Co.

Current Use: Plastics manufacturing.

Condition: Fair

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: No **Comments:** NA

Spill Event Site: Yes **Status:** Closed **Comments:** 0111034 closed 2/20/2002, diesel; 0370313 closed 10/9/2003, hydraulic oil.

Hazardous Waste: Yes **Comments:** NYR000098012 "Pactiv - Former Macedon Film Site" Active Large Quantity Generator; NY0245992 "Tyco Plastics/Adhesives" Air Facility, ICIS-NPDES, NPDES Non-Major Facility.

DEC Remediation Site: Yes **Comments:** C859025 "Macedon Films" Class A Site. Petroleum, solvent, waste ink storage tanks contaminated soil/groundwater. Cleanup: tank removal, soil excavation/off-site disposal, groundwater recovery.

COCs: benzene, cadmium, ethylbenzene, lead, mercury, toluene.

Environmental Due Diligence: Currently undergoing remediation.

Visual Observations from Curbside Site Assessment:

Berry Plastics and associated parking lot. Large one to two-story building. Multiple chemical storage tanks. Spillway adjacent-north.

Other Notes:

NA



View from south



Chemical storage in rear



View from south



View from southwest

BOA Site Report

Site Name: C&L Auto Sales

Site Number: 4

Location: Located on the Northeast corner of Main St and Erie St N.

Current Use: Automotive repair and service.

Occupancy: Occupied

Site Address: 102 Main St

Tax ID: 62111-08-894923

Acres: 0.36

Owner: Gray, David M.

Brownfield: Yes

Zoning: C

Use Potential: TBD



Property Information

Infrastructure: Yes

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: Yes - RTS and WATS bus service at Main St/Rt 31 and Center St.

Road Access: Yes - Main St and Erie St.

Pedestrian Access: Yes - Main St and Erie St.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Residential

S: Municipal Parking

E: Justin's Diner

W: Erie Street, across which is Garden Gate Florist

Land Use History: Former BJ Motors Auto Repair.

Notable Site Features: NA

Building Information

Number of Buildings: 1

Gross Floor Area (sq. ft.): TBD

Year Built: TBD

Stories: 1

Original Use: Sanborn Maps show the Macedon Hotel in 1905 and vacant land in 1912.

Current Use: Automotive repair and service.

Condition: Poor

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: No **Comments:** NA

Spill Event Site: No **Status:** Not Applicable **Comments:** NA

Hazardous Waste: No **Comments:** NA

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: No

Visual Observations from Curbside Site Assessment:

C&L Auto and associated parking lot with cars for sale; has been in operation for at least 20 years. Formerly BJ Motors.

Other Notes:

NA



View from west



View from south

BOA Site Report

Site Name: Commercial Building

Site Number: 5

Location: Located along Rt 350 between Main St and the Erie Canal.

Current Use: Unknown

Occupancy: TBD

Site Address: 106 Main St

Tax ID: 62111-08-896950

Acres: 0.41

Owner: Mechetti, John G.

Brownfield: Yes

Zoning: C

Use Potential: TBD



Property Information

Infrastructure: Yes

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: Yes - RTS and WATS bus service at Main St/Rt 31 and Center St.

Road Access: No

Pedestrian Access: Yes - alley access from Main Street.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Residential

S: Parking lot

E: Vacant wooded

W: Residential

Land Use History: Sanborn maps show a residence with private barns and sheds.

Notable Site Features: NA

Building Information

Number of Buildings: 1

Gross Floor Area (sq. ft.): TBD

Year Built: TBD

Stories: 1

Original Use: Sanborn maps show a residence with private barns and sheds.

Current Use: Unknown

Condition: Fair

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: Yes **Comments:** 8-444529- four USTs listed as closed-removed (1,000-gal each) and one AST listed as closed-removed (200-gal).

Spill Event Site: Yes **Status:** Closed **Comments:** 9506815 closed 6/2/2009. Unknown quantity of gasoline.

Hazardous Waste: No **Comments:** NA

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: No

Visual Observations from Curbside Site Assessment:

White one-story building, not entirely visible from public right-of-way.

Other Notes:

NA



View from Main St



View from Main St

BOA Site Report

Site Name: Fairport Products
Site Number: 6

Location: Located along Rt 350 between Main St and the Erie Canal.

Current Use: Commercial milling operation.

Occupancy: Occupied

Site Address: 4 Route 350

Tax ID: 62111-08-888973

Acres: 0.6

Owner: Fairport Product Holding Co.

Brownfield: Yes

Zoning: C

Use Potential: TBD



Property Information

Infrastructure: Yes

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: Yes - RTS and WATS bus service at Main St/Rt 31 and Center St.

Road Access: Yes - Rt 350.

Pedestrian Access: Yes - Rt 350.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Canal Park

S: Vacant land

E: Route 350, Berry Plastics

W: Residential

Land Use History: Unknown

Notable Site Features: NA

Building Information

Number of Buildings: 1

Gross Floor Area (sq. ft.): TBD

Year Built: TBD

Stories: 1

Original Use: Unknown

Current Use: Commercial milling operation.

Condition: Excellent

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: No **Comments:** NA

Spill Event Site: No **Status:** Not Applicable **Comments:** NA

Hazardous Waste: No **Comments:** NA

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: No

Visual Observations from Curbside Site Assessment:

Computer Numerical Control milling and turning. Single story concrete block structure. Propane tank on north side of building.

Other Notes:

NA



View from south on Route 350



View from south on Route 350

BOA Site Report

Site Name: Former Bob's Body Shop Site Number: 7

Location: Located on Erie St N, West of Railroad Ave.

Current Use: Vacant

Occupancy: Vacant

Site Address: 25 Erie St

Tax ID: 62111-08-844987

Acres: 0.23

Owner: McClouth, Richard D.

Brownfield: Yes

Zoning: R2

Use Potential: TBD



Property Information

Infrastructure: Yes

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: Yes - RTS and WATS bus service at Main St/Rt 31 and Center St.

Road Access: Yes - Erie St N and Railroad Ave.

Pedestrian Access: Yes - Erie St N and Railroad Ave.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Creek

S: Grassed land

E: Vacant and creek

W: Residential

Land Use History: Unknown

Notable Site Features: NA

Building Information

Number of Buildings: 1

Gross Floor Area (sq. ft.): TBD

Year Built: TBD

Stories: 1

Original Use: Unknown

Current Use: Vacant

Condition: Poor

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: No **Comments:** NA

Spill Event Site: No **Status:** Not Applicable **Comments:** NA

Hazardous Waste: No **Comments:** NA

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: No

Visual Observations from Curbside Site Assessment:

Former Bob's Body Shop. Vacant building with garage door along the canal spillway.

Other Notes:

NA



View from west



View from south



View from southwest

BOA Site Report

Site Name: Infinite Audio

Site Number: 8

Location: Located on the South side of Main St between Hoteling St and Race St.

Current Use: Vacant - for sale.

Occupancy: Vacant

Site Address: 79 Main St

Tax ID: 62111-08-859884

Acres: 0.12

Owner: Beckenbach, James M.

Brownfield: Yes

Zoning: C

Use Potential: TBD



Property Information

Infrastructure: Yes

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: Yes - RTS and WATS bus service at Main St/Rt 31 and Center St.

Road Access: Yes - Main St.

Pedestrian Access: Yes - Main St.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: American Legion Parking lot

S: Vacant and creek

E: Office building

W: Village Hall

Land Use History: Former auto repair garage, former painting facility for Bickford & Huffman.

Notable Site Features: NA

Building Information

Number of Buildings: 1

Gross Floor Area (sq. ft.): TBD

Year Built: TBD

Stories: 2

Original Use: Former auto repair garage, former painting facility for Bickford & Huffman.

Current Use: Vacant - for sale.

Condition: Good

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: No **Comments:** NA

Spill Event Site: No **Status:** Not Applicable **Comments:** NA

Hazardous Waste: No **Comments:** NA

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: Phase I ESA completed, owner won't release report.

Visual Observations from Curbside Site Assessment:

Vacant for sale building w/garage on first floor, apartment above.

Other Notes:

Shown on Sanborn maps as former painting operation as part of the Bickford & Huffman, Division of the American Seeding Machine Co. plant in 1905 and as an auto repair garage in 1912.



View from north - Main St



View from north - Main St

BOA Site Report

Site Name: Laundromat

Site Number: 9

Location: Located on the South side of Main St between Hoteling St and Race St.

Current Use: None. Future pizzeria.

Occupancy: Occupied

Site Address: 91 Main St

Tax ID: 62111-08-872888

Acres: 0.18

Owner: Taylor Living Trust

Brownfield: No

Zoning: C

Use Potential: TBD



Property Information

Infrastructure: Yes

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: Yes - RTS and WATS bus service at Main St/Rt 31 and Center St.

Road Access: Yes - Main St.

Pedestrian Access: Yes - Main St.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Bookstore and parking for Todd's Automotive.

S: Vacant and creek

E: Parking lot

W: Residential

Land Use History: Coin operated laundromat.

Notable Site Features: NA

Building Information

Number of Buildings: 1

Gross Floor Area (sq. ft.): TBD

Year Built: TBD

Stories: 1

Original Use: Former coin operated laundromat.

Current Use: None. Future pizzeria.

Condition: Good

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: No **Comments:** NA

Spill Event Site: No **Status:** Not Applicable **Comments:** NA

Hazardous Waste: No **Comments:** NA

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: No

Visual Observations from Curbside Site Assessment:

This property was formerly a laundromat. No drycleaning was offered, the facility was for coin-operated laundry only. According to signage, the building is currently being rennovated into a pizzeria.

Other Notes:

NA



Side view from Main St



View from north

BOA Site Report

Site Name: Former Mobil Chemical Parking
Site Number: 10

Location: Located along Rt 350, South of the Erie Canal.

Current Use: Vacant Parking Lot.

Occupancy: Vacant

Site Address: Railroad Ave

Tax ID: 62112-20-840048

Acres: 54.35

Owner: NYS Thruway Authority

Brownfield: No

Zoning: I

Use Potential: TBD



Property Information

Infrastructure: No

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: No

Road Access: Yes - From Rt 350.

Pedestrian Access: Yes - Rt. 350.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Canal

S: Berry Plastics

E: Canal

W: Canal Park

Land Use History: Former Mobil Chemical parking lot.

Notable Site Features: NA

Building Information

Number of Buildings: 0

Gross Floor Area (sq. ft.): NA

Year Built: NA

Stories: NA

Original Use: Unknown

Current Use: Vacant Parking Lot.

Condition: Not Applicable

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: No **Comments:** NA

Spill Event Site: No **Status:** Not Applicable **Comments:** NA

Hazardous Waste: No **Comments:** NA

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: No

Visual Observations from Curbside Site Assessment:

This applies to the 13.17-acre Former Mobil Chemical parking lot section of the parcel only. The property is currently a vacant lot in the rear of Berry Plastics, located south of the canal and north of a spillway and Berry Plastics. Sign says parking for Mobil Chemical employees. Lot contains a truck scale and archway at entrance.

Other Notes:

NA



Entrance to lot



Grass west of parking lot



Service road south of lot



Parking lot and service road

BOA Site Report

Site Name: Garden Gate Florist

Site Number: 11

Location: Located on the Northwest corner of Main St and Erie St N.

Current Use: Floral shop.

Occupancy: Occupied

Site Address: 100 Main St

Tax ID: 62111-08-882915

Acres: 0.17

Owner: Fyfe, Susan S.

Brownfield: No

Zoning: C

Use Potential: TBD



Property Information

Infrastructure: Yes

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: Yes - RTS and WATS bus service at Main St/Rt 31 and Center St.

Road Access: Yes - Main St and Erie St.

Pedestrian Access: Yes - Main St and Erie St.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Public parking

S: North Star Auto Electric Inc, commercial with residential above

E: Erie St, across which is C&L Auto Sales

W: Ultimate Images Photography

Land Use History: Builder's supply and furniture stores. Former gas station.

Notable Site Features: NA

Building Information

Number of Buildings: 1

Gross Floor Area (sq. ft.): TBD

Year Built: TBD

Stories: 1

Original Use: Builder's supply and furniture stores. Former gas station.

Current Use: Floral shop.

Condition: Good

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: No **Comments:** NA

Spill Event Site: No **Status:** Not Applicable **Comments:** NA

Hazardous Waste: No **Comments:** NA

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: No

Visual Observations from Curbside Site Assessment:

Garden Gate Florist and associated parking lot and driveway.

Other Notes:

NA



View from north



View from south

BOA Site Report

Site Name: Gravino Park & Macedon WWTP

Site Number: 12

Location: Located on the South side of Main St at the Southwest corner of Quaker Rd and Main St.

Current Use: Town Park and local POTW/DPW

Occupancy: Occupied

Site Address: 135 Main St

Tax ID: 63111-05-100892

Acres: 19.87

Owner: Village of Macedon

Brownfield: Yes

Zoning: C

Use Potential: TBD



Property Information

Infrastructure: Yes

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: Yes - RTS and WATS bus service at Main St/Rt 31 and Center St.

Road Access: Yes - Main St.

Pedestrian Access: Yes - Main St.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Berry Plastics

S: Wooded and creek

E: Wooded and West Wayne Plaza

W: Vacant land

Land Use History: Unknown

Notable Site Features: NA

Building Information

Number of Buildings: 3

Gross Floor Area (sq. ft.): TBD

Year Built: TBD

Stories: 1

Original Use: Unknown

Current Use: Town Park and local POTW/DPW

Condition: Good

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: Yes **Comments:** 8-600299- No information available.

Spill Event Site: Yes **Status:** Closed **Comments:** 9803056 closed 6/9/1998, gasoline; 0651346 closed 10/19/2006, raw sewage discharged to Erie Canal.

Hazardous Waste: No **Comments:** NA

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: No

Visual Observations from Curbside Site Assessment:

WWTP, Gravino Park, and DPW property. Salt storage building, treatment facility, and Village barns for truck storage. Part of the property contains Gravino park with associated playground, storage building, bathrooms, pavilion, and tennis courts.

Other Notes:

NA



Wastewater Treatment Tanks



WWTP and DPW Buildings



Storage shed, WWTP DPW bldgs



Gravino Park

BOA Site Report

Site Name: Laserwash Car Wash

Site Number: 13

Location: Located on the South side of Main St between Erie St S and Quaker Rd.

Current Use: Car wash.

Occupancy: Occupied

Site Address: 131 Main St

Tax ID: 63111-05-003915

Acres: 0.85

Owner: ADM Services, LLC

Brownfield: No

Zoning: C

Use Potential: TBD



Property Information

Infrastructure: Yes

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: Yes - RTS and WATS bus service at Main St/Rt 31 and Center St.

Road Access: Yes - Main St.

Pedestrian Access: Yes - Main St.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Berry Plastics

S: Wooded and creek

E: Vacant lot

W: Shell's Pizzeria

Land Use History: Unknown

Notable Site Features: NA

Building Information

Number of Buildings: 1

Gross Floor Area (sq. ft.): TBD

Year Built: TBD

Stories: 1

Original Use: Unknown

Current Use: Car wash.

Condition: Good

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: No **Comments:** NA

Spill Event Site: No **Status:** Not Applicable **Comments:** NA

Hazardous Waste: No **Comments:** NA

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: No

Visual Observations from Curbside Site Assessment:

Self-service car wash.

Other Notes:

NA



View from north



View from north

BOA Site Report

Site Name: Lawson Whiting Inc
Site Number: 14

Location: Located along Rt 350, North of the Erie Canal.

Current Use: Industrial operations.

Occupancy: Occupied

Site Address: 15 Route 350

Tax ID: 62112-20-864123

Acres: 4.34

Owner: Whiting, Lawson D.

Brownfield: Yes

Zoning: I

Use Potential: TBD



Property Information

Infrastructure: Yes

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: No

Road Access: Yes - From Rt 350.

Pedestrian Access: Yes - Rt. 350.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: RR tracks and wooded area

S: Residential and canal

E: Vacant land, wooded

W: Open field

Land Use History: Unknown

Notable Site Features: NA

Building Information

Number of Buildings: 3

Gross Floor Area (sq. ft.): TBD

Year Built: TBD

Stories: 1

Original Use: Unknown

Current Use: Industrial operations.

Condition: Fair

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: No **Comments:** NA

Spill Event Site: Yes **Status:** Closed **Comments:** 0912722 closed 6/16/2010, diesel.

Hazardous Waste: Yes **Comments:** NYD986944999 "Lawson Whiting Inc" Active Conditionally Exempt Small Quantity Generator.

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: No

Visual Observations from Curbside Site Assessment:

Welding, fabricating, painting, sandblasting, steam cleaning, hydraulic equipment repair. Storage of equipment and steel.

Other Notes:

NA



View from west



View from northwest



View from northwest



View from southwest

BOA Site Report

Site Name: Macedon Collision

Site Number: 15

Location: Located on the South side of Main St between Erie St S and Quaker Rd.

Current Use: Automotive repair

Occupancy: Occupied

Site Address: 127 Main St

Tax ID: 62111-08-977912

Acres: 1.65

Owner: Beckenbach, Jeffrey

Brownfield: Yes

Zoning: C

Use Potential: TBD



Property Information

Infrastructure: Yes

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: Yes - RTS and WATS bus service at Main St/Rt 31 and Center St.

Road Access: Yes - Main St.

Pedestrian Access: Yes - Main St

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Berry Plastics

S: Wooded and creek

E: Shell's Pizzeria

W: Express Mart

Land Use History: Unknown

Notable Site Features: NA

Building Information

Number of Buildings: 3

Gross Floor Area (sq. ft.): TBD

Year Built: TBD

Stories: 1

Original Use: Unknown

Current Use: Automotive repair

Condition: Fair

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: No **Comments:** NA

Spill Event Site: No **Status:** Not Applicable **Comments:** NA

Hazardous Waste: Yes **Comments:** NYD982722068 "Macedon Collision" Active Small Quantity Generator.

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: No

Visual Observations from Curbside Site Assessment:

Macedon Collision and associated parking lot, auto repair garage, trailer, equipment storage.

Other Notes:

NA



View from north



View from north



Equipment storage and parking

BOA Site Report

Site Name: Macedon Town Hall and Library

Site Number: 16

Location: Located on the North side of Main St between Poplar St and Drumlin Dr.

Current Use: Town Hall and Library

Occupancy: Occupied

Site Address: 30-32 Main St

Tax ID: 62111-07-674851

Acres: 6.29

Owner: Town of Macedon

Brownfield: Yes

Zoning: R1

Use Potential: TBD



Property Information

Infrastructure: Yes

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: No

Road Access: Yes - Main St.

Pedestrian Access: Yes - Main St.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Open grass field and wooded

S: Schuman construction and residential

E: Residential

W: Residential

Land Use History: Unknown

Notable Site Features: NA

Building Information

Number of Buildings: 2

Gross Floor Area (sq. ft.): TBD

Year Built: TBD

Stories: 2

Original Use: Former Town Hall and Library burned down in the 1990s

Current Use: Town Hall and Library

Condition: Excellent

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: No

Registered PBS or CBS Facility: No **Comments:** NA

Spill Event Site: Yes **Status:** Closed **Comments:** 0170544 closed 5/10/2006 - Abandoned Drums.

Hazardous Waste: No **Comments:** NA

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: No

Visual Observations from Curbside Site Assessment:

2 two-story buildings and associated lawn area. Currently used as Town Hall and Library. Former Town Hall and Library burned down in the 1990s.

Other Notes:

NA



Town Hall building



View from south



Library building

BOA Site Report

Site Name: Main Street Vacant Lot - East Parcel

Site Number: 17

Location: Located on the South side of Main St between Quaker Rd and Erie St S.

Current Use: NA

Occupancy: Vacant

Site Address: Main St

Tax ID: 63111-05-031910

Acres: 1.25

Owner: Reitano, Robert J.

Brownfield: Yes

Zoning: C

Use Potential: TBD



Property Information

Infrastructure: No

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: Yes - RTS and WATS bus service at Main St/Rt 31 and Center St.

Road Access: Yes - Main St.

Pedestrian Access: Yes - Main St.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Berry Plastics

S: Wooded and creek

E: Gravino Park

W: Vacant lot

Land Use History: May have contained residences in the past; contained one creek filled with an unknown material.

Notable Site Features: NA

Building Information

Number of Buildings: 0

Gross Floor Area (sq. ft.): NA

Year Built: NA

Stories: NA

Original Use: Unknown

Current Use: NA

Condition: Not Applicable

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: No **Comments:** NA

Spill Event Site: No **Status:** Not Applicable **Comments:** NA

Hazardous Waste: No **Comments:** NA

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: Phase I ESA performed at site & adjacent parcel.

Visual Observations from Curbside Site Assessment:

Vacant lot across from Berry Plastics and between additional vacant lot and Gravino park. For sale sign along Main St.

Other Notes:

Phase I ESA performed at the site and adjacent vacant lot in March 2004. 5 test pits were excavated and revealed the presence of historic fill material. 4 groundwater samples were collected and analyzed for VOCs/SVOCs with no detections found. 2 soil samples were collected and analyzed for PCBs with no detections found. RECs included fill material, the adjacent former Mobil Chemical listed for 22 spills, the adjacent Mobil Chemical and other RCRA generators.



View from north

BOA Site Report

Site Name: Main Street Vacant Lot - West Parcel

Site Number: 18

Location: Located on the South side of Main St between Erie St S and Quaker Rd.

Current Use: NA

Occupancy: Vacant

Site Address: Main St

Tax ID: 63111-05-017913

Acres: 0.91

Owner: Reitano, Robert J.

Brownfield: Yes

Zoning: C

Use Potential: TBD



Property Information

Infrastructure: No

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: Yes - RTS and WATS bus service at Main St/Rt 31 and Center St.

Road Access: Yes - Main St.

Pedestrian Access: Yes - Main St.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Berry Plastics

S: Wooded and creek

E: Vacant Lot

W: Car Wash

Land Use History: May have contained residences in the past; contained one creek, filled with an unknown material.

Notable Site Features: NA

Building Information

Number of Buildings: 0

Gross Floor Area (sq. ft.): NA

Year Built: NA

Stories: NA

Original Use: Unknown

Current Use: NA

Condition: Not Applicable

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: No **Comments:** NA

Spill Event Site: No **Status:** Not Applicable **Comments:** NA

Hazardous Waste: No **Comments:** NA

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: Phase I ESA performed at site & adjacent parcel.

Visual Observations from Curbside Site Assessment:

Vacant lot across from Berry Plastics and between car wash and additional vacant lot. For sale sign along Main St.

Other Notes:

Phase I ESA performed at the site and adjacent vacant lot in March 2004. 5 test pits were excavated and revealed the presence of historic fill material. 4 groundwater samples were collected and analyzed for VOCs/SVOCs with no detections found. 2 soil samples were collected and analyzed for PCBs with no detections found. RECs included fill material, the adjacent former Mobil Chemical listed for 22 spills, the adjacent Mobil Chemical and other RCRA generators.



View from north

BOA Site Report

Site Name: McLouth Chevrolet, Inc. Lot Site Number: 19

Location: Located on the South side of Main St across from Drumlin Dr.

Current Use: Underutilized land.

Occupancy: Underutilized

Site Address: 1A Main St

Tax ID: 62111-11-561729

Acres: 2.01

Owner: McLouth Realty Inc

Brownfield: Yes

Zoning: R1

Use Potential: TBD



Property Information

Infrastructure: Yes

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: No

Road Access: Yes - Main St.

Pedestrian Access: Yes - Main St.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Residential

S: Vacant and creek

E: McLouth Chevrolet showroom

W: MJ's Pub & Grill

Land Use History: Unknown

Notable Site Features: NA

Building Information

Number of Buildings: 0

Gross Floor Area (sq. ft.): NA

Year Built: NA

Stories: NA

Original Use: Unknown

Current Use: Underutilized land.

Condition: Not Applicable

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: No

Registered PBS or CBS Facility: Yes **Comments:** 8-601139 - Three ASTs listed as In Service (175 gal, 175 gal, 275 gal).

Spill Event Site: No **Status:** Not Applicable **Comments:** NA

Hazardous Waste: No **Comments:** NA

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: No

Visual Observations from Curbside Site Assessment:

Vacant land. A portion of the property is a driveway for the adjacent car dealership.

Other Notes:

NA



View from North



View from North

BOA Site Report

Site Name: Municipal Parking Lot
Site Number: 20

Location: Located on the Southeast corner of Main St and Hoteling St.

Current Use: Parking Lot.

Occupancy: Underutilized

Site Address: 109 Main St

Tax ID: 62111-08-901907

Acres: 0.11

Owner: Village of Macedon

Brownfield: Yes

Zoning: C

Use Potential: TBD



Property Information

Infrastructure: Yes

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: Yes - RTS and WATS bus service at Main St/Rt 31 and Center St.

Road Access: Yes - Main St and Hoteling St.

Pedestrian Access: Yes - Main St and Hoteling St.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: C&L Auto Sales

S: Wooded and creek

E: Residential

W: Former Erie St and North Star Electric

Land Use History: Formerly part of Macedon Mills. Former gas station.

Notable Site Features: NA

Building Information

Number of Buildings: 0

Gross Floor Area (sq. ft.): NA

Year Built: NA

Stories: NA

Original Use: Formerly part of Macedon Mills. Former gas station.

Current Use: Parking Lot.

Condition: Not Applicable

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: Yes **Comments:** 8-395145- Three USTs listed as closed-removed (two 10,000-gal and one 500-gal).

Spill Event Site: Yes **Status:** Closed **Comments:** 9500399 closed 8/4/2009. Unknown quantity of gasoline (MTBE listed).

Hazardous Waste: No **Comments:** NA

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: No

Visual Observations from Curbside Site Assessment:

Parking lot for adjacent-east residential building. Sign says Old Erie Square.

Other Notes:

Macedon Mills in 1905 and 1912 Sanborn Maps.



View from west



View from west

BOA Site Report

Site Name: North Star Auto Electric Inc Site Number: 21

Location: Located on the Southwest corner of Main St and Hoteling St.

Current Use: Mixed use.

Occupancy: Occupied

Site Address: 103 Main St

Tax ID: 62111-08-892900

Acres: 0.1

Owner: Norton, Brett J.

Brownfield: Yes

Zoning: C

Use Potential: TBD



Property Information

Infrastructure: Yes

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: Yes - RTS and WATS bus service at Main St/Rt 31 and Center St.

Road Access: Yes - Main St.

Pedestrian Access: Yes - Main St.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Garden Gate Florist

S: Parking lot

E: Parking lot

W: Commercial with residential above

Land Use History: Unknown

Notable Site Features: NA

Building Information

Number of Buildings: 1

Gross Floor Area (sq. ft.): TBD

Year Built: TBD

Stories: 2

Original Use: Tin Shop and Hardware shop on 1905/1912 Sanborn Maps.

Current Use: Mixed use.

Condition: Fair

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: No **Comments:** NA

Spill Event Site: No **Status:** Not Applicable **Comments:** NA

Hazardous Waste: No **Comments:** NA

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: No

Visual Observations from Curbside Site Assessment:

Two story building with residential above North Star Electric. Generators in the rear of the building and forklift.

Other Notes:

NA



View from north



View from east



Building rear, from south

BOA Site Report

Site Name: Palmyra Macedon Intermediate School
Site Number: 22

Location: Located at the end of West St, between Stone St and Bickford St.

Current Use: School.

Occupancy: Occupied

Site Address: 10Rear West St

Tax ID: 62111-07-726942

Acres: 17.87

Owner: Palmyra Macedon CSD

Brownfield: Yes

Zoning: R1

Use Potential: TBD



Property Information

Infrastructure: Yes

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: No

Road Access: Yes - Stone St, Bickford St.

Pedestrian Access: Yes - Stone St, Bickford St.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Residential

S: Residential

E: Residential

W: Wooded

Land Use History: Unknown

Notable Site Features: NA

Building Information

Number of Buildings: 2

Gross Floor Area (sq. ft.): TBD

Year Built: TBD

Stories: 3

Original Use: Unknown

Current Use: School.

Condition: Good

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: No

Registered PBS or CBS Facility: No **Comments:** NA

Spill Event Site: Yes **Status:** Closed **Comments:** 1006391 closed 9/13/2010, diesel; 0550318 closed 12/17/2008, #2 fuel oil.

Hazardous Waste: Yes **Comments:** NYD100392471 "Macedon Elementary School" Inactive RCRA Site.

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: No

Visual Observations from Curbside Site Assessment:

School and associated athletic fields with dugouts and playground.

Other Notes:

NA



School building



School building



Athletic fields



School building

BOA Site Report

Site Name: Parking Lot - Former Gasoline Station Site Number: 23

Location: Located on the South side of Main St between Hoteling St and Race St.

Current Use: Parking Lot.

Occupancy: Underutilized

Site Address: 95 Main St

Tax ID: 62111-08-881889

Acres: 0.65

Owner: Pechler, Arnold N. III

Brownfield: Yes

Zoning: C

Use Potential: TBD



Property Information

Infrastructure: No

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: Yes - RTS and WATS bus service at Main St/Rt 31 and Center St.

Road Access: Yes - Main St.

Pedestrian Access: Yes - Main St.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Main St, Todd's Automotive.

S: Vacant and creek

E: Residential

W: Former laundromat - in the process of renovation into a pizza shop

Land Use History: Unknown

Notable Site Features: NA

Building Information

Number of Buildings: 0

Gross Floor Area (sq. ft.): NA

Year Built: NA

Stories: NA

Original Use: Unknown

Current Use: Parking Lot.

Condition: Not Applicable

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: Yes **Comments:** 8-124435- Seven USTs listed as closed-removed (one 12,000-gal, two 10,000-gal, one 4,000-gal, one 3,000-gal, one 2,000-gal, one 1,000-gal), two ASTs listed as closed-removed (4,000-gal each).

Spill Event Site: Yes **Status:** Open **Comments:** 9802654 open, gasoline; 9105301 closed 10/29/1992, antifreeze; 0170615 closed 2/5/2004, diesel; 9712265 closed 8/4/2008, #2 fuel oil; 9304334 closed 3/4/1997, gasoline; 9208500 closed 5/24/1994, gasoline.

Hazardous Waste: No **Comments:** NA

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: No

Visual Observations from Curbside Site Assessment:

Remnants of concrete foundation. Currently a parking lot next to former laundromat. Formerly a gasoline station with two pumps - closed in early 2000s.

Other Notes:

1905, 1912 Sanborn Maps show part of Bickford & Huffman, Division of the American Seeding Machine Co. - manufacturers of mechanical planters used in farming. Parcel contained repair, machine, and blacksmith shops. PBS listing names site as "Seaway Oil Company, Inc." which indicates that the property was formerly a gasoline station.



View from the north



View from north on route 31



View from north on route 31

BOA Site Report

Site Name: North Star Electric Parking Lot

Site Number: 24

Location: Located between Main St and Macedon Creek along Hoteling St.

Current Use: Parking Lot.

Occupancy: Underutilized

Site Address: Erie St S

Tax ID: 62111-08-893889

Acres: 0.23

Owner: Hibbard III, Rhuel H.

Brownfield: Yes

Zoning: C

Use Potential: TBD



Property Information

Infrastructure: No

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: Yes - RTS and WATS bus service at Main St/Rt 31 and Center St.

Road Access: Yes - Hoteling Rd.

Pedestrian Access: Yes - Hoteling Rd.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Commercial with residential above and North Star Electric.

S: Vacant land

E: Hoteling Drive and wooded area

W: Parking Lot

Land Use History: Unknown

Notable Site Features: NA

Building Information

Number of Buildings: 0

Gross Floor Area (sq. ft.): NA

Year Built: NA

Stories: NA

Original Use: Unknown

Current Use: Parking Lot.

Condition: Not Applicable

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: No **Comments:** NA

Spill Event Site: No **Status:** Not Applicable **Comments:** NA

Hazardous Waste: No **Comments:** NA

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: No

Visual Observations from Curbside Site Assessment:

Parking lot for commercial buildings along Main St. Garbage dumpsters in back, equipment and trailer storage for North Star Electric.

Other Notes:

NA



View from southeast



View from east

BOA Site Report

Site Name: Residential

Site Number: 25

Location: Located on the Southwest corner of Main St and Erie St S.

Current Use: Residential

Occupancy: Occupied

Site Address: 119 Main St

Tax ID: 62111-08-929907

Acres: 0.41

Owner: Salatino, Lindsay N.

Brownfield: No

Zoning: C

Use Potential: TBD



Property Information

Infrastructure: Yes

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: Yes - RTS and WATS bus service at Main St/Rt 31 and Center St.

Road Access: Yes - Main and S. Erie.

Pedestrian Access: Yes - Main and S. Erie St.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Residential across Route 31

S: Wooded and vacant

E: Erie St and Express Mart

W: Residential

Land Use History: Former tannery.

Notable Site Features: NA

Building Information

Number of Buildings: 1

Gross Floor Area (sq. ft.): TBD

Year Built: TBD

Stories: 2

Original Use: Former tannery.

Current Use: Residential

Condition: Poor

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: No **Comments:** NA

Spill Event Site: No **Status:** Not Applicable **Comments:** NA

Hazardous Waste: No **Comments:** NA

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: No

Visual Observations from Curbside Site Assessment:

Residential property with associated yard.

Other Notes:

NA



BOA Site Report

Site Name: Sunoco Express Mart Site Number: 26

Location: Located on the Southeast corner of Main St and Erie St S.

Current Use: Gasoline station and convenience store.

Occupancy: Occupied

Site Address: 123 Main St

Tax ID: 62111-08-953917

Acres: 0.93

Owner: Rerob LLC

Brownfield: Yes

Zoning: C

Use Potential: TBD



Property Information

Infrastructure: Yes

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: Yes - RTS and WATS bus service at Main St/Rt 31 and Center St.

Road Access: Yes - Main St and S. Erie St.

Pedestrian Access: Yes - Main St and S. Erie St.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Berry Plastics parking lot

S: Wooded and creek

E: Macedon Collision

W: Route 350 North and residential

Land Use History: Former gasoline station was replaced with new gasoline station. Dwelling in 1905/1912.

Notable Site Features: NA

Building Information

Number of Buildings: 1

Gross Floor Area (sq. ft.): TBD

Year Built: TBD

Stories: 1

Original Use: Former gasoline station was replaced with new gasoline station. Residential on 1905/1912 maps.

Current Use: Gasoline station and convenience store.

Condition: Excellent

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: Yes **Comments:** 8-080306- Five USTs listed as closed-removed (one 10,000-gal, two 8,000-gal, one 6,000-gal, one 3,000-gal), five USTs listed as In Service (one 20,000-gal, one 8,000-gal, three 4,000-gal).

Spill Event Site: Yes **Status:** Open **Comments:** 1113473 open, gasoline; 0370510 closed 12/16/2011, kerosene; 9610905 closed 5/2/2001, gasoline (labeled MTBE); 1003840 closed 7/13/2010, gasoline; 1004076 closed 7/13/2010, gasoline.

Hazardous Waste: No **Comments:** NA

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: No

Visual Observations from Curbside Site Assessment:

Gasoline station, recently improved with new building and tanks.

Other Notes:

NA



View from north



Gasoline pump islands



View from northwest



View from northwest

BOA Site Report

Site Name: Todd's Automotive

Site Number: 27

Location: Located on the North side of Main St between Erie St N and Center St.

Current Use: Automotive repair and service.

Occupancy: Occupied

Site Address: 90 Main St

Tax ID: 62111-08-866909

Acres: 0.38

Owner: Ross, Todd R.

Brownfield: Yes

Zoning: C

Use Potential: TBD



Property Information

Infrastructure: Yes

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: Yes - RTS and WATS bus service at Main St/Rt 31 and Center St.

Road Access: Yes - Main St.

Pedestrian Access: Yes - Main St.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Residential

S: Parking Lot

E: Total Hair Design

W: Covetts Cove Consignment

Land Use History: Sanborn maps show a bakery in 1905 and a vacant building in 1912.

Notable Site Features: NA

Building Information

Number of Buildings: 1

Gross Floor Area (sq. ft.): TBD

Year Built: TBD

Stories: 1

Original Use: Sanborn maps show a bakery in 1905 and a vacant building in 1912.

Current Use: Automotive repair and service.

Condition: Fair

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: No **Comments:** NA

Spill Event Site: No **Status:** Not Applicable **Comments:** NA

Hazardous Waste: No **Comments:** NA

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: No

Visual Observations from Curbside Site Assessment:

Todd's Automotive and associated parking lot.

Other Notes:

NA



View from south

BOA Site Report

Site Name: Commercial Building
Site Number: 28

Location: Located on the South side of Main St between Hoteling St and Race St.

Current Use: Vacant.

Occupancy: Vacant

Site Address: 87 Main St

Tax ID: 62111-08-867887

Acres: 0.08

Owner: Beckenbach, James M.

Brownfield: Yes

Zoning: C

Use Potential: TBD



Property Information

Infrastructure: Yes

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: Yes - RTS and WATS bus service at Main St/Rt 31 and Center St.

Road Access: Yes - Access from alley which leads to Main St.

Pedestrian Access: Yes - Access from alley which leads to Main St.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Residential

S: Vacant and creek

E: Village Hall

W: Laundromat, future pizzeria

Land Use History: Former machine shop for Bickford & Huffman.

Notable Site Features: NA

Building Information

Number of Buildings: 1

Gross Floor Area (sq. ft.): TBD

Year Built: TBD

Stories: 1

Original Use: Former machine shop for Bickford & Huffman.

Current Use: Vacant.

Condition: Good

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: No **Comments:** NA

Spill Event Site: No **Status:** Not Applicable **Comments:** NA

Hazardous Waste: No **Comments:** NA

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: No

Visual Observations from Curbside Site Assessment:

Single story concrete and siding structure - unknown use. May have been storage for Infitite Audio. For Sale sign posted on corner of building.

Other Notes:

1905 Sanborn Map shows part of Bickford & Huffman, Division of the American Seeding Machine Co. - manufacturers of mechanical planters used in farming. parcel included Machine Shop.



View from alley

BOA Site Report

Site Name: Vacant Lot

Site Number: 29

Location: Located on Erie St N, West of Railroad Ave.

Current Use: Underutilized land

Occupancy: Underutilized

Site Address: 23 Erie St

Tax ID: 62111-08-856978

Acres: 0.19

Owner: Bastian, Ronald J.

Brownfield: Yes

Zoning: R2

Use Potential: TBD



Property Information

Infrastructure: No

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: Yes - RTS and WATS bus service at Main St/Rt 31 and Center St.

Road Access: Yes - Erie St N.

Pedestrian Access: Yes - Erie St.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Creek

S: Grassed

E: Vacant and creek

W: Former Bob's Auto

Land Use History: Unknown

Notable Site Features: NA

Building Information

Number of Buildings: 0

Gross Floor Area (sq. ft.): NA

Year Built: NA

Stories: NA

Original Use: Unknown

Current Use: Underutilized land

Condition: Not Applicable

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: No **Comments:** NA

Spill Event Site: No **Status:** Not Applicable **Comments:** NA

Hazardous Waste: No **Comments:** NA

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: No

Visual Observations from Curbside Site Assessment:

Vacant property along canal spillway with one travel trailer in the center of the property.

Other Notes:

NA



Travel trailer on vacant lot



View from south

BOA Site Report

Site Name: Vacant Lot

Site Number: 30

Location: Located South of commercial properties along Main St and west of Hoteling St.

Current Use: Underutilized land.

Occupancy: Underutilized

Site Address: Erie St S

Tax ID: 62111-08-884868

Acres: 2.81

Owner: Hibbard III, Rhuel H.

Brownfield: Yes

Zoning: C

Use Potential: TBD



Property Information

Infrastructure: No

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: Yes - RTS and WATS bus service at Main St/Rt 31 and Center St.

Road Access: Yes - Hoteling St.

Pedestrian Access: Yes - Hoteling Road.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Parking Lots

S: Wooded and Creek

E: Hoteling St and wooded area

W: Wooded area

Land Use History: Formerly part of Bickford & Huffman, Division of the American Seeding Machine Co.

Notable Site Features: NA

Building Information

Number of Buildings: 0

Gross Floor Area (sq. ft.): NA

Year Built: NA

Stories: NA

Original Use: Formerly part of Bickford & Huffman, Division of the American Seeding Machine Co.

Current Use: Underutilized land.

Condition: Not Applicable

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: No **Comments:** NA

Spill Event Site: No **Status:** Not Applicable **Comments:** NA

Hazardous Waste: No **Comments:** NA

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: No

Visual Observations from Curbside Site Assessment:

Open grassy area with gravel driveway to access to small parking lot in rear of North Star Electric.

Other Notes:

1905 Sanborn Map shows part of Bickford & Huffman, Division of the American Seeding Machine Co. - manufacturers of mechanical planters used in farming. Plant included coal and coke storage areas.



View from Hoteling



View from Hoteling

BOA Site Report

Site Name: Vacant Lot

Site Number: 31

Location: Located South of commercial properties along Main St and west of Hoteling St.

Current Use: Underutilized land.

Occupancy: Underutilized

Site Address: Main St Rear

Tax ID: 62111-08-856852

Acres: 1.11

Owner: Gingerbread Shoppe, LLC

Brownfield: Yes

Zoning: C

Use Potential: TBD



Property Information

Infrastructure: Yes

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: Yes - RTS and WATS bus service at Main St/Rt 31 and Center St.

Road Access: No

Pedestrian Access: Yes - through grassed lot to east.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Gingerbread Shoppe Antiques, commercial office for lease, residential.

S: Wooded and creek

E: Open grassed land

W: Wooded

Land Use History: Formerly part of Bickford & Huffman, Division of the American Seeding Machine Co.

Notable Site Features: NA

Building Information

Number of Buildings: 0

Gross Floor Area (sq. ft.): NA

Year Built: NA

Stories: NA

Original Use: Formerly part of Bickford & Huffman, Division of the American Seeding Machine Co.

Current Use: Underutilized land.

Condition: Not Applicable

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: No **Comments:** NA

Spill Event Site: No **Status:** Not Applicable **Comments:** NA

Hazardous Waste: No **Comments:** NA

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: No

Visual Observations from Curbside Site Assessment:

Wooded land behind stores on Main Street.

Other Notes:

Sanborn Maps show part of Bickford & Huffman, Division of the American Seeding Machine Co. - manufacturers of mechanical planters used in farming. Plant included coal and coke storage areas.



View from Hoteling St.

BOA Site Report

Site Name: Vacant Lot

Site Number: 32

Location: Located South of commercial properties along Main St and west of Hoteling St.

Current Use: Underutilized land.

Occupancy: Underutilized

Site Address: Main St Rear

Tax ID: 62111-08-848865

Acres: 0.05

Owner: Gingerbread Shoppe, LLC

Brownfield: Yes

Zoning: C

Use Potential: TBD



Property Information

Infrastructure: No

Comments: TBD

Proximity to Existing Transportation Networks:

Public Transit Access: Yes - RTS and WATS bus service at Main St/Rt 31 and Center St.

Road Access: No

Pedestrian Access: Yes - through grassed lot to east.

Rail Access: No

Water Access: No

Other Access: NA

Adjacent uses:

N: Gingerbread Shoppe Antiques, commercial office for lease, residential.

S: Wooded and creek

E: Open grassed land

W: Wooded

Land Use History: Formerly part of Bickford & Huffman, Division of the American Seeding Machine Co.

Notable Site Features: NA

Building Information

Number of Buildings: 0

Gross Floor Area (sq. ft.): NA

Year Built: NA

Stories: NA

Original Use: Formerly part of Bickford & Huffman, Division of the American Seeding Machine Co.

Current Use: Underutilized land.

Condition: Not Applicable

Building Notes: NA

BOA Site Report

Environmental Information

Pre-nomination Site: Yes

Registered PBS or CBS Facility: No **Comments:** NA

Spill Event Site: No **Status:** Not Applicable **Comments:** NA

Hazardous Waste: No **Comments:** NA

DEC Remediation Site: No **Comments:** NA

Environmental Due Diligence: No

Visual Observations from Curbside Site Assessment:

Small parcel north of wooded lot parcel.

Other Notes:

Sanborn Maps show part of Bickford & Huffman, Division of the American Seeding Machine Co. - manufacturers of mechanical planters used in farming. Plant included coal and coke storage areas.



APPENDIX C MARKET ANALYSIS



Village of Macedon Brownfield Opportunity Area: Market Analysis

June 2013

Prepared By:



120 West Ave, Suite 303
Saratoga Springs, NY 12866
518.899.2608




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EXECUTIVE SUMMARY

As a sub consultant to Bergmann Associates, Camoin Associates completed a comprehensive market analysis of the Village of Macedon's Brownfield Opportunity Area (referred to as the 'Macedon BOA' or the 'BOA'). Key findings of the market analysis are as follows:

Key Findings

- The Village of Macedon's population remained stable over the last ten years with a slight decrease projected to occur by 2017.
- The Village has a lower percentage of young adults and a higher percentage of those 65 years of age and older compared to the region. This has implications for services required as well as targeted marketing and attraction strategies.
- A large portion of people who live in the Village are employed in the City of Rochester and vice versa, a large portion of people who work in Macedon live in Rochester.
- Regionally, the Health Care and Social Assistance industry is projected to see the largest increase in jobs over the next ten years.
- The Village's office-space lease rates are substantially lower than the surrounding communities such as Fairport; however, the demand for office space in Macedon is limited.
- Development of additional industrial space in the Village should not be a primary focus at this time as the Village has limited land and is interested in downtown revitalization and increasing tourism.
- Opportunities exist for the Village and the BOA to recapture sales in Village-appropriate retail sectors, such as small grocery stores, health and personal care stores (i.e. drug stores), clothing stores, eating and drinking places, and sporting goods stores.
- The majority of the housing units in the BOA were built prior to 1970, and the median year that the units were built is 1969.
- Affordability is one of the primary reasons people choose to locate in Macedon, including both renter-occupied and owner-occupied units. Positive attributes that draw people to Macedon include its family friendly atmosphere, proximity to major employment centers but still affordable, and "small town" environment. "Lack of things to do" (shopping, eating, entertainment, etc.) is the dominate reason that people are not choosing to locate in Macedon, primarily the younger generation (young professionals).
- Significant focus and investment will need to be made to boost tourism and increase visitation, including new services, general streetscape enhancements, lodging facilities, and an overall increase in the number of attractions.

Recommendations

Quality of Life Opportunities

- The Village of Macedon offers an affordable option to families looking to be in a good school district, in a small town, and within a reasonable commute to some of the major employment centers in the region. This, coupled with growth throughout the greater Rochester region, presents an opportunity for Macedon to attract new residents.

- The Village should work to appeal to young families through increased outdoor recreation options, promotion of the quality school district, maintenance of affordable homes, and building a family friendly environment with services that parents and kids are looking for.
- Provide assistance to residents and property owners to maintain their houses to ensure that the Village's housing stock is well preserved. The Village is an affordable place to buy or rent a home, but that does not mean that the units cannot be properly maintained.

Business Development Support Opportunities

- The Village should consider applying for grant funding from the State Office of Community Renewal or the United States Department of Agriculture to start a micro-enterprise program or pooling other resources to be able to offer loans to new businesses looking to locate in the Village.
- Market the area as a good place for businesses looking to get a start and who are in need of relatively inexpensive office/commercial space. Focus on attracting businesses who will bring clientele in on a regular basis and who will promote the family friendly atmosphere of the Village.
- Prepare a unified marketing campaign that focuses on all the positive aspects of the Village in terms that will be appealing to business owners: quality school district, family friendly, available space, high traffic count, access to regional, etc. All of which will help improve the perception of the Village and make the BOA more attractive to prospective businesses and residents.

Retail and Tourism Opportunities

- Improve connections between the downtown and the Canalway Trail to capture and attract trail users who may be looking to explore a unique Village. Create attractions that will grab the attention of users such as a museum and gift shop, festivals, music events, and other community events that will be welcoming to bicyclists and trail users.
- Follow the lead of other regional villages that are using their heritage and resources to build a tourism base to support local retailers. There may even be opportunities to partner with neighboring villages and townships to sponsor "linear" events such as road, bike, and/or boat races.
- Work to attract businesses that will provide services that will serve visitors and residents. Examples include coffee shops, newsstands, food trucks, ice cream stands, etc.
- Invest in facilities that will serve campers who are staying at the Canal Park such as creating a shower and bathroom for campers. With some modest marketing, these upgrades will bring more people into the Village.
- Encourage a Village-wide focus on customer service to compete with big box stores.
- Murals, street trees, public art, more visible crosswalks, and other improvements will make the downtown more appealing to visitors and entice people that are passing through to stop or come back. Increase visibility and signage to get from the canal to the downtown including traditional signage and maps as well as other more unique options such as painting footprints on the sidewalk/road indicating the best way to downtown.

INTRODUCTION

As a sub-consultant to Bergmann Associates, Camoin Associates was commissioned to complete a comprehensive market analysis of the Macedon Brownfield Opportunity Area (referred to as the “Macedon BOA” or simply the ‘BOA’). The following market analysis consists of:

- General Economic Outlook
- Office Market Analysis
- Industrial Market Analysis
- Retail Market Analysis
- Residential Market Analysis
- Tourism Market Analysis

Data Sources

Much of the data in this report were purchased from ESRI Business Analyst Online (ESRI) and Economic Modeling Specialists Intl. (EMSI). ESRI’s base data is the 2000 and 2010 Census. It uses proprietary statistical models and updated data from the U.S. Census Bureau, the U.S. Postal Service, and various other sources to project current statistics and future trends. ESRI data is often used for economic development, marketing, site selection, and strategic decision making. For more information, visit www.esri.com.

EMSI data are compiled from several sources, including the U.S. Census Bureau and U.S. Departments of Health and Labor using specialized proprietary processes and models to estimate current statistics and predict future trends. Visit www.economicmodeling.com for additional information.

In addition to gathering statistical data, Camoin Associates spoke with local business owners, economic development officials, Village officials, local realtors, and other stakeholders to gain information on the trends occurring within region.

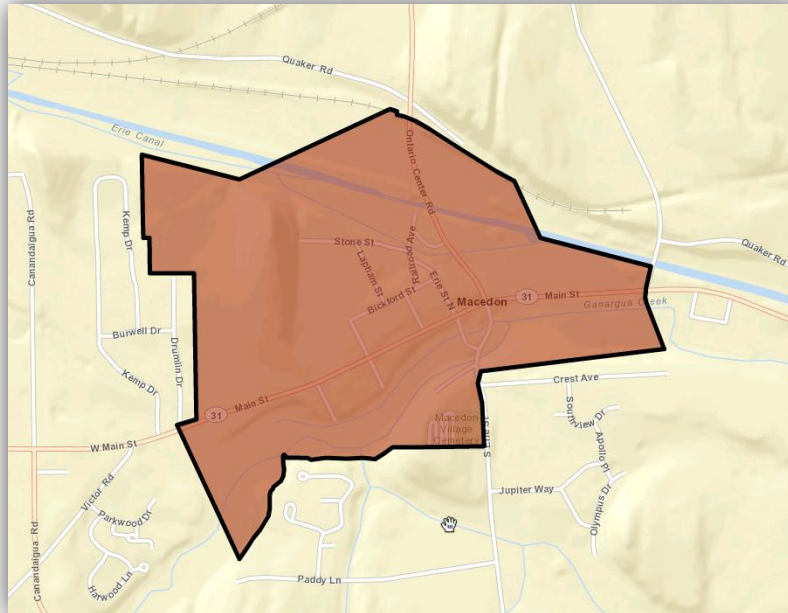
MARKET ANALYSIS STUDY AREAS

Geographies Studied

The Macedon BOA market analysis includes an assessment of market data for several distinct geographies. These geographies, and their general purpose, are described below. Additional information about how the Trade Areas were delineated can be found in each respective section of the report.

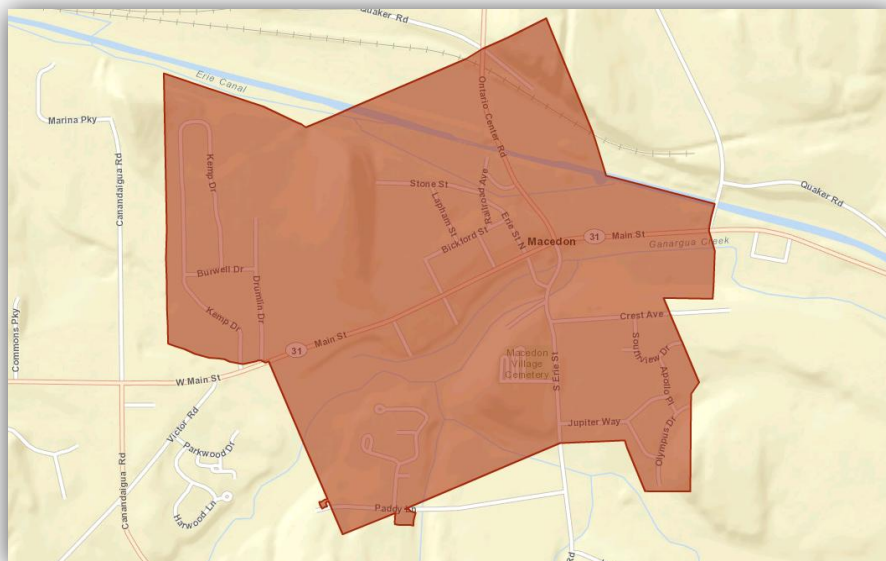
Macedon BOA - The portion of the Village of Macedon included in the designated BOA area.

Macedon BOA



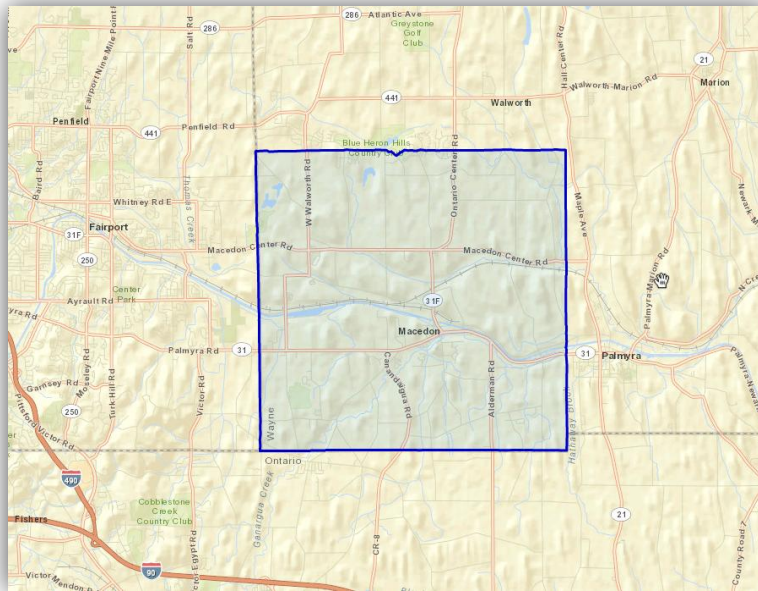
Village of Macedon – Data for the Village will be collected as part of the retail market analysis and throughout other sections. Note that the Village is only slightly larger than the BOA.

Village of Macedon



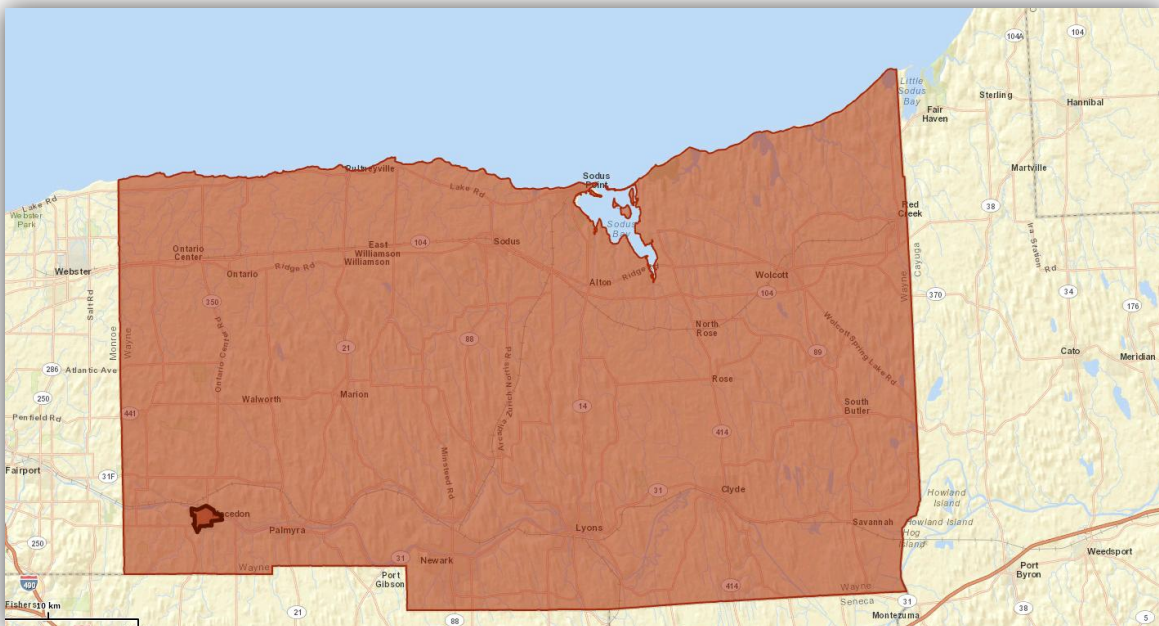
Town of Macedon - Demographic and socioeconomic data for the Town is provided to provide context to the market analysis. The Town is also used as a comparison throughout the report.

Town of Macedon



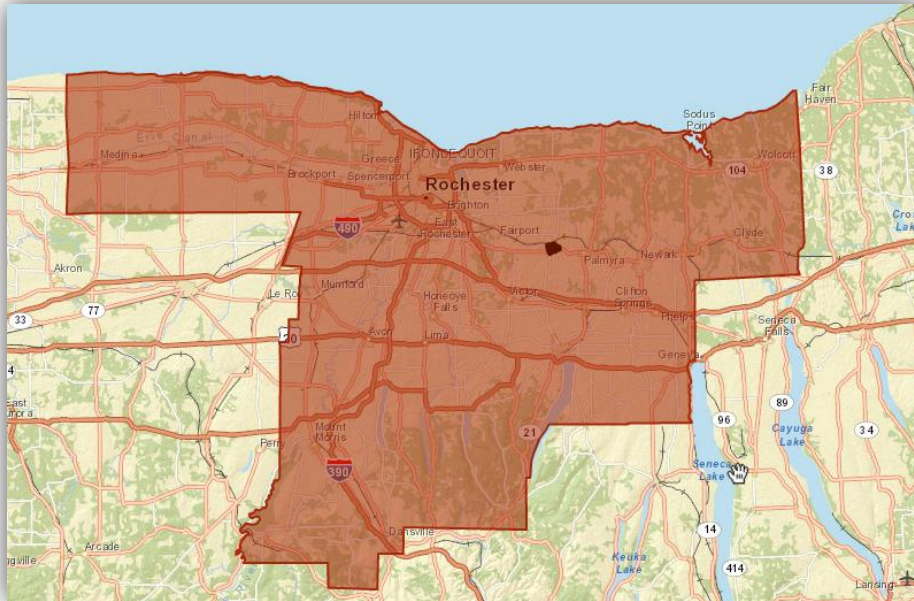
Wayne County - Demographic and socioeconomic data for the County is used to provide context to the market analysis. County industry and employment information is also provided.

Wayne County



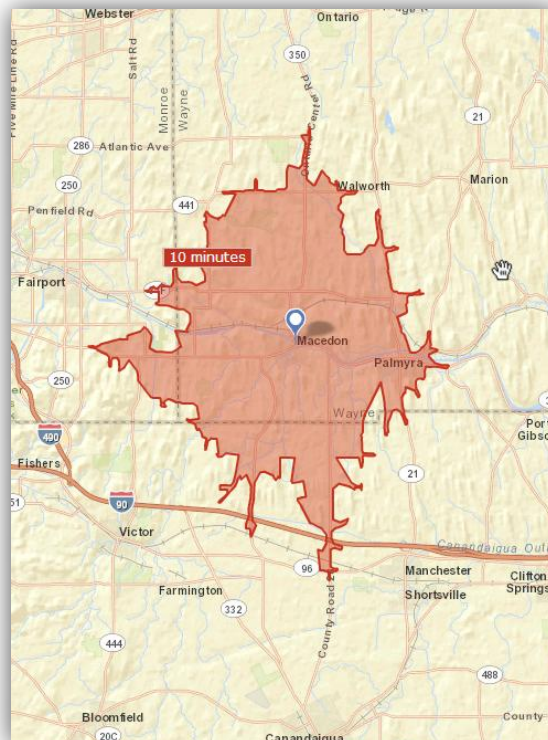
Rochester MSA - The Rochester MSA includes the following counties: Livingston, Monroe, Ontario, Orleans, and Wayne. The MSA will be used to understand current industry and employment trends for the region as well as regional housing trends and characteristics.

Rochester Metropolitan Statistical Area



Retail Trade Area - This geography is the subject of the retail portion of the market analysis and is defined as a 10-minute drive time from the center of the BOA. Retail market data (business sales, leakage, tapestry, etc.) are analyzed for this region.

Retail Trade Area



DEMOGRAPHIC & SOCIOECONOMIC COMPARISON

Takeaway Findings

- Village population remained relatively stable over the last ten years with a slight decrease projected through 2017. The Village population is projected to decline faster than the Town and all other geographies reviewed as part of this analysis.
- Median household income for residents of the Village is increasing and is very similar to the Rochester MSA (right around \$60,000).
- Median age in the Village is higher than most of the other geographies but is very similar to Wayne County. The Village has a lower percentage of young adults compared to the other geographies and a higher portion of those over 65 years of age.
- A large portion of people who live in the Village are employed in the City of Rochester and vice versa, a large portion of people who work in Macedon live in Rochester.
- More people commute into Macedon for work than leave Macedon to work elsewhere: 1,155 people come into Macedon for work and live elsewhere, 33 people live and work in Macedon, and 648 people live in Macedon and travel elsewhere for work.
- The Village's close connection to Rochester and proximity to other employment centers presents an opportunity for Macedon to attract new residents. Additionally, the number of people coming into Macedon on a daily basis provides a base for revitalization with the potential to capture those commuters to become residents or to visit local retailers.

Analysis

To begin the market analysis, general demographic and socioeconomic data was reviewed to gain an understanding of past trends, existing conditions, and future projections. This information was collected for the Village of Macedon, Town of Macedon, Retail Trade Area, Wayne County, the Rochester MSA, and Upstate New York. Local and regional trends in population and income were compared to those of Upstate New York and the U.S. as a whole. More detailed demographic and socioeconomic information is presented in the following sections as it relates to specific components of the market analysis; the purpose of this section is to provide a basic brief summary and easy comparison between the geographies studied for this analysis.

The following table summarizes trends in population, households, families, average household size, median age, and median household income for the six geographies mentioned above. From 2000 to 2012, the population in the Retail Trade Area grew at a faster rate than any of the other geographies (11.8%), followed by the Town of Macedon (5.5%). The Village of Macedon population remained steady at just under 1,500 residents. Other than the Village, Wayne County grew the slowest (0.4%) during this time period.

From 2000 to 2012, the Retail Trade Area also had the fastest household growth rate (15.8%). The Town of Macedon experienced the second greatest household growth rate (12.1%). Household growth rates for the Village, Town, Retail Trade Area, and Wayne County are all projected to be stagnant between 2012-2017 and slower than growth in the MSA and Upstate.

The average household size in 2012 ranges from 2.42 in Upstate to 2.62 in the Retail Trade Area. The Village of Macedon's average household size is 2.55. Average household size declined in all geographies from 2000 to 2012 and is expected to continue to decline modestly through 2017.

The Upstate New York geography has the lowest median income of all six geographies examined in 2000, 2012, and 2017 and the Retail Trade Area had the highest. The Village's median household income is right in the middle at \$53,290 and grew 17% from 2000 to 2012 and is projected to continue to increase by 14% through 2017. Between 2012 and 2017 the median household income in the six geographies are projected to grow from 13.7% (Wayne County) to 18.6% (Retail Trade Area).

Basic Demographics							
	2000	2012	2017	# Change 2000-2012	% Change 2000-2012	# Change 2012-2017	% Change 2012-2017
Village of Macedon							
Population	1,496	1,491	1,458	-5	-0.3%	-33	-2.2%
Households	558	584	577	26	4.7%	-7	-1.2%
Families	413	397	390	-16	-3.9%	-7	-1.8%
Average Household Size	2.64	2.55	2.53	-0.09	-3.4%	-0.02	-0.8%
Median Age	35.3	41.7	42.1	6	18.1%	0	1.0%
Median Household Income	\$45,585	\$53,290	\$60,685	7,705	16.9%	7,395	13.9%
Town of Macedon							
Population	8,688	9,162	9,058	474	5.5%	-104	-1.1%
Households	3,236	3,628	3,620	392	12.1%	-8	-0.2%
Families	2,410	2,556	2,535	146	6.1%	-21	-0.8%
Average Household Size	2.68	2.52	2.50	-0.16	-6.0%	-0.02	-0.8%
Median Age	35.2	41.3	41.6	6	17.3%	0	0.7%
Median Household Income	\$48,700	\$56,150	\$66,411	7,450	15.3%	10,261	18.3%
Retail Trade Area (10 minute drive time)							
Population	18,555	20,736	20,705	2,181	11.8%	-31	-0.1%
Households	6,807	7,884	7,946	1,077	15.8%	62	0.8%
Families	5,004	5,642	5,661	638	12.7%	19	0.3%
Average Household Size	2.72	2.62	2.60	-0.10	-3.7%	-0.02	-0.8%
Median Age	35.6	40.8	41.1	5	14.6%	0	0.7%
Median Household Income	\$51,139	\$60,454	\$71,707	9,315	18.2%	11,253	18.6%
Wayne County							
Population	93,765	94,142	93,915	377	0.4%	-227	-0.2%
Households	34,908	36,443	36,698	1,535	4.4%	255	0.7%
Families	25,066	25,093	25,118	27	0.1%	25	0.1%
Average Household Size	2.64	2.55	2.52	-0.09	-3.4%	-0.03	-1.2%
Median Age	36.8	41.9	42.5	5	13.9%	1	1.4%
Median Household Income	\$44,210	\$52,686	\$59,886	8,476	19.2%	7,200	13.7%
Rochester MSA							
Population	1,037,831	1,061,195	1,072,558	23,364	2.3%	11,363	1.1%
Households	397,303	420,428	429,230	23,125	5.8%	8,802	2.1%
Families	262,084	263,190	266,797	1,106	0.4%	3,607	1.4%
Average Household Size	2.51	2.43	2.41	-0.08	-3.2%	-0.02	-0.8%
Median Age	36.2	39.7	40.2	4	9.7%	1	1.3%
Median Household Income	\$44,278	\$52,131	\$60,176	7,853	17.7%	8,045	15.4%
Upstate New York							
Population	6,908,309	7,053,578	7,096,651	145,269	2.1%	43,073	0.6%
Households	2,656,066	2,781,946	2,824,570	125,880	4.7%	42,624	1.5%
Families	1,747,392	1,744,263	1,758,783	-3,129	-0.2%	14,520	0.8%
Average Household Size	2.48	2.42	2.40	-0.06	-2.4%	-0.02	-0.8%
Median Age	36.9	40.2	40.7	3	8.9%	1	1.2%
Median Household Income	\$40,109	\$50,363	\$57,333	10,254	25.6%	6,970	13.8%

Source: ESRI

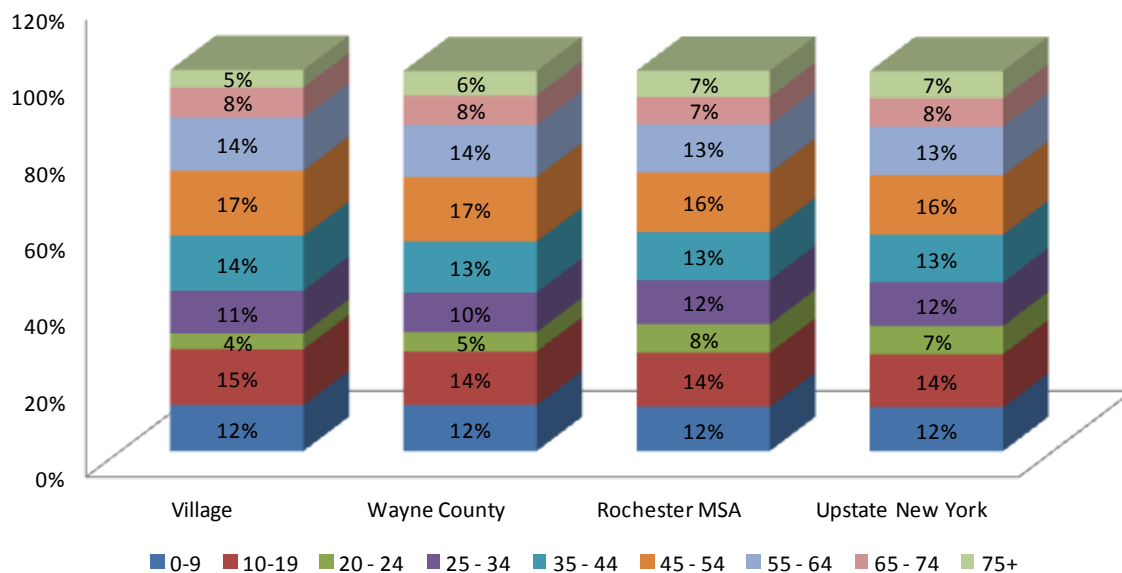
Historic population trends of the geographies (including the boundaries of the BOA and all of New York State) from 2000 to 2012 and projected population trends through 2017 are summarized in the following table. The Retail Trade Area saw the largest increase in population between 2000 and 2012 whereas the Village of Macedon was the only geography to see a decline in population. Projections for population growth through 2017 suggest that the BOA, Village, Town, and County will all see a decrease whereas the MSA, Upstate region, and New York State will see a slight increase over the next five years.

Population Trends Comparison		
	% Change 2000-2012	% Change 2012-2017
Macedon BOA	1.2%	-2.2%
Village of Macedon	-0.3%	-2.2%
Town of Macedon	5.5%	-1.1%
Retail Trade Area	11.8%	-0.1%
Wayne County	0.4%	-0.2%
Rochester MSA	2.3%	1.1%
Upstate New York	2.1%	0.6%
New York State	2.9%	1.8%

Source: ESRI

Population distribution of the Village, County, MSA, and Upstate NY are illustrated in the chart below. Compared to the other geographies, the Village has a slightly higher percentage of youth (0-19 years). The Village has far fewer young adults aged 20-24. 17% of the residents of the Village are between 45 and 54 years old. All geographies are showing high numbers of those aged 45-64. The Village has the highest percent of people aged over 75.

Village of Macedon Age Distribution, 2010



Source: ESRI

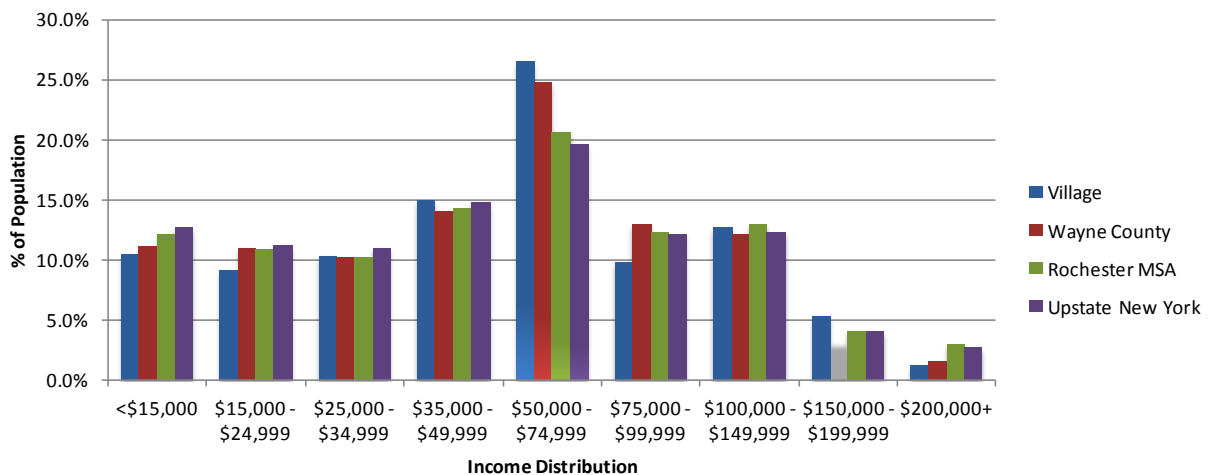
Trends in median household income are summarized in the following table. Data suggest that income growth between 2012 and 2017 in the geographies range from 13.3% in the BOA to 25.6% in Upstate New York. Projections through 2017 suggest that household incomes will continue to grow by at least 13.7% and that the BOA will see 13.8% growth in income levels, reaching \$60,671 by 2017.

Median Family Income Trends Comparison		
	% Change 2000-2012	% Change 2012-2017
Macedon BOA	13.3%	13.8%
Village of Macedon	16.9%	13.9%
Town of Macedon	15.3%	18.3%
Retail Trade Area	18.2%	18.6%
Wayne County	19.2%	13.7%
Rochester MSA	17.7%	15.4%
Upstate New York	25.6%	13.8%
New York State	23.5%	17.0%

Source: ESRI

Distribution of household income in the Village, County, MSA, and Upstate New York is illustrated in the chart below. The first thing that stands out is that the Village has a greater portion of its population in the middle income ranges of \$35,000-\$74,000 compared to than the other regions and fewer residents in the \$75,000-\$99,999 range.

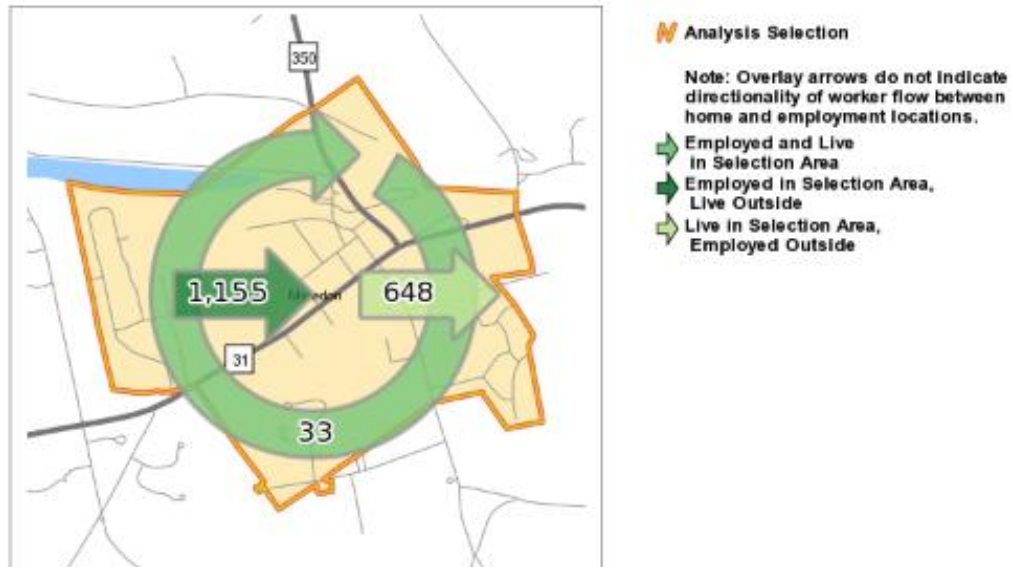
Household Income Distribution, 2012



Source: ESRI

The following section focuses on the commutation patterns of Village of Macedon residents. The map below shows the inflow/outflow residents commuting. 1,155 people travel to Macedon for work, 33 people live and work in Macedon, and 648 people live in Macedon but travel elsewhere for work.

Inflow/Outflow Report



The following table illustrates where people who live in the Village of Macedon, work. The largest portion travel to Rochester (19%) and the next largest percentage is made of people who live and work within the Village.

Where People who Live in Macedon Work (2010)		
	Count	Share
Rochester city, NY	139	19.10%
Macedon village, NY	34	4.70%
Brighton CDP, NY	30	4.10%
Newark village, NY	24	3.30%
Palmyra village, NY	20	2.80%
Canandaigua city, NY	15	2.10%
Lyons village, NY	14	1.90%
Fairport village, NY	12	1.70%
Webster village, NY	11	1.50%
East Rochester village, NY	8	1.10%

Source: 2010 US Census

The following table illustrates where people who work in the Village, live. The largest number of people are traveling from Rochester to Macedon for work, followed by Palmyra and Newark.

Where People Who Are Employed in Macedon Live (2010)		
	Count	Share
Rochester city, NY	51	4.30%
Palmyra village, NY	46	3.90%
Newark village, NY	42	3.50%
Macedon village, NY	33	2.80%
Irondequoit CDP, NY	17	1.40%
Canandaigua city, NY	16	1.30%
Lyons village, NY	16	1.30%
Marion CDP, NY	15	1.30%
Brighton CDP, NY	12	1.00%
Fairport village, NY	11	0.90%

Source: 2010 US Census

The following table shows the industry in which the people who work in Macedon are employed. The majority is in the Manufacturing Industry followed by Educational Services.

Industry Breakdown for People Who Work in Macedon		
Industry	Number	Percent
Agriculture, Forestry, Fishing and Hunting	0	0%
Mining, Quarrying, and Oil and Gas Extraction	0	0%
Utilities	0	0%
Construction	6	1%
Manufacturing	662	56%
Wholesale Trade	2	0%
Retail Trade	46	4%
Transportation and Warehousing	0	0%
Information	0	0%
Finance and Insurance	3	0%
Real Estate and Rental and Leasing	0	0%
Professional, Scientific, and Technical Services	23	2%
Management of Companies and Enterprises	0	0%
Administration & Support, Waste Management and Remediation	3	0%
Educational Services	258	22%
Health Care and Social Assistance	38	3%
Arts, Entertainment, and Recreation	0	0%
Accommodation and Food Services	79	7%
Other Services (excluding Public Administration)	7	1%
Public Administration	61	5%
Total	1,188	100%

Source: On the Map, US Census

Conclusions

The Village of Macedon and the BOA are seeing relatively stable populations, with no large increase or decrease projected over the next five years. The aging population and large numbers of older residents in the Village will likely impact the type of services demanded by residents.

Residents of the Retail Trade Area have a higher median income compared to the other geographies. This could have implications for the retail market analysis as they will have higher levels of discretionary spending capacity. Furthermore, residents of the Village have moderate incomes that are projected to increase, potentially benefitting local businesses. Even the BOA is experiencing increasing household income levels, which will impact local opportunities and service demands.

The Village is tightly connected with the City of Rochester and should continue to work to identify with Rochester as a source of residents and workers. Over 1,000 people travel into Macedon on a daily basis for work, all of which are potential customers for businesses in the BOA. Revitalization efforts could be accomplished through connecting with these employers, coordinating events, and making the employees aware of what Macedon has to offer for them and their family.

GENERAL ECONOMIC OUTLOOK

Takeaway Findings

- Employment in the Rochester MSA is projected to grow 7.87% through 2022, adding 41,865 new jobs. This is slightly faster than the Upstate NY economy but slower than the rest of NYS and the nation.
- Average earnings per worker in the Rochester MSA are \$53,424 which is similarly higher than the rest of Upstate NY but lower than NYS and the United States.
- The Health Care and Social Assistance industry is projected to see the largest increase in employment, adding 15,000 jobs. The Health Care industry is the second largest industry in the MSA, below Government (79,083 jobs in 2012 and declining through 2022).
- The next fastest growth industrial sector is the Admin and Support and Waste Management and Remediation Services, which is adding nearly 6,000 jobs.
- Two of the top three employment sectors are projecting a decline in jobs, including Government and Manufacturing.
- The Rochester MSA has a 7.86% unemployment rate, which is lower than Upstate, New York State, and the United States.
- The Business & Financial Services cluster is the largest employer in the Rochester MSA and is projected to continue to add jobs. However, the location quotient for this cluster is not significantly strong because of other major centers for these types of operations like NYC where this cluster accounts for a larger portion of the employees.
- The Machinery Manufacturing cluster has a high location quotient (2.89 in 2012), however that is projected to decline by 2022 to only 2.71. The Rochester MSA has quite a few manufacturing clusters with high location quotients that reflect the significance of manufacturing as a major source of earnings for the region.

Analysis

The General Economic Outlook provides context for discussion of redevelopment scenarios within the BOA by illustrating regional trends that shape the commercial real estate market. In order to identify important issues and opportunities impacting the BOA, employment and industry trends in the Rochester MSA are examined.

The data used is from the EMSI Complete Employment dataset. In order to capture its complete picture of historical industry employment and earnings, EMSI basically combines covered employment data from Quarterly Census of Employment and Wages (QCEW) produced by the Department of Labor with total employment data published by the Bureau of Economic Analysis (BEA), augmented with County Business Patterns (CBP) and Nonemployer Statistics (NES) published by the U.S. Census Bureau. This data set includes workers covered by unemployment insurance, as well as self-employed, which includes sole proprietorships and partnerships.

Most of the data presented in this report are broken down into industry sectors, organized using the North American Industrial Classification System (NAICS). The analysis was performed primarily at the two-digit NAICS code level, which is the highest aggregated level available. A listing of the 2-digit NAICS codes used for this analysis can be found below.

List of 2-Digit NAICS Codes	
NAICS Code	Description
11	Agriculture, Forestry, Fishing and Hunting
21	Mining, Quarrying, and Oil and Gas Extraction
22	Utilities
23	Construction
31-33	Manufacturing
42	Wholesale Trade
44-45	Retail Trade
48-49	Transportation and Warehousing
51	Information
52	Finance and Insurance
53	Real Estate and Rental and Leasing
54	Professional, Scientific, and Technical Services
55	Management of Companies and Enterprises
56	Administrative and Support and Waste Management and Remediation Services
61	Educational Services (Private)
62	Health Care and Social Assistance
71	Arts, Entertainment, and Recreation
72	Accommodation and Food Services
81	Other Services (except Public Administration)
90	Government
99	Unclassified Industry

Employment Growth

The following table summarizes the projected change in the total employment in the Rochester MSA, Upstate New York, New York State, and the United States for 2012 through 2022. The Rochester MSA is projected to grow by 7.87% over the next ten years, which is slightly faster than Upstate NY (7.26%) but slower than New York State (8.47%) and the United States of America (11.25%). Similarly, average earnings for the MSA (\$52,424) are slightly higher than the rest of Upstate NY but lower than the rest of New York State and the United States.

Employment Growth Summary					
Region	2012 Jobs	2022 Jobs	Change	% Change	Average 2012 Earnings
Rochester MSA	532,263	574,128	41,865	7.87%	\$ 52,424
Upstate NY	2,955,752	3,170,337	214,585	7.26%	\$ 50,294
New York State	9,502,602	10,307,320	804,718	8.47%	\$ 71,072
United States	148,042,530	164,702,276	16,659,746	11.25%	\$ 56,651

Source: ESRI

Industry Employment

Existing employment levels and projections by industry sector are evaluated to identify the relative size of industries in an area's economy and any expected change in the employment levels of industries. The table below shows projected employment change by industry from 2012 to 2022 and average annual earnings per worker (EPW) for 2012. The industries are listed in order by the anticipated number of jobs gained from 2012 to 2022.

The Health Care and Social Assistance sector is by far the largest industry in the Rochester MSA and is also projected to grow by the largest number, adding 15,417 jobs through 2022. The industry expected to see the second largest growth (by number) is the Administration and Support and Waste

Management and Remediation Services Industry, which has far few employees, but is projected to grow by nearly 19% or 5,714 jobs by 2022. Six industries are projected a decline in employment including:

- Unclassified Industry
- Utilities
- Information
- Agriculture, Forestry, Fishing, and Hunting
- Government
- Manufacturing

The manufacturing industry is the third largest employer in the MSA, with 60,857 jobs in 2012, but it is projected to decrease employment by the largest amount (3,010 jobs) by 2022.

Rochester MSA Projected Employment Change by Industry						
NAICS Code	Description	2012 Jobs	2022 Jobs	Change	% Change	EPW
62	Health Care and Social Assistance	77,376	92,793	15,417	19.92%	\$47,309
56	Admin and Support and Waste Management and Remediation Services	30,153	35,867	5,714	18.95%	\$36,772
61	Educational Services (Private)	32,467	37,533	5,066	15.60%	\$54,970
72	Accommodation and Food Services	35,962	39,972	4,010	11.15%	\$17,722
54	Professional, Scientific, and Technical Services	27,596	31,305	3,709	13.44%	\$65,786
81	Other Services (except Public Administration)	21,146	24,497	3,351	15.85%	\$26,400
44	Retail Trade	57,545	60,434	2,889	5.02%	\$29,116
42	Wholesale Trade	16,954	19,440	2,486	14.66%	\$74,842
55	Management of Companies and Enterprises	11,979	13,662	1,683	14.05%	\$103,671
71	Arts, Entertainment, and Recreation	7,632	8,896	1,264	16.56%	\$20,967
23	Construction	21,730	22,773	1,043	4.80%	\$55,418
48	Transportation and Warehousing	8,878	9,642	764	8.61%	\$44,198
53	Real Estate and Rental and Leasing	8,544	8,780	236	2.76%	\$39,723
52	Finance and Insurance	15,328	15,362	34	0.22%	\$80,608
21	Mining, Quarrying, and Oil and Gas Extraction	535	441	(94)	-17.57%	\$61,599
99	Unclassified Industry	646	519	(127)	-19.66%	\$54,145
22	Utilities	1,863	1,734	(129)	-6.92%	\$139,755
51	Information	8,845	8,237	(608)	-6.87%	\$76,991
11	Agriculture, Forestry, Fishing and Hunting	7,143	6,507	(636)	-8.90%	\$29,562
90	Government	79,083	77,887	(1,196)	-1.51%	\$62,655
31	Manufacturing	60,857	57,847	(3,010)	-4.95%	\$76,330
Total		532,263	574,128	41,865	7.87%	\$52,424

Source: EMSI, Camoin Associates

Location Quotient

A Location Quotient analysis (LQ) is a way to compare trends in one region to a larger reference region according to certain characteristics or assets of the region. It quantifies how concentrated a particular industry, demographic group, or other variable is in a region as compared to the state or nation. It can also help identify unique characteristics of a particular region. For this report, employment by industry within the Rochester MSA is compared to New York State to identify which industries might have a

concentration in the area, or in other words, whether the MSA has a larger share of jobs within a particular industry as compared to the state or nation.¹

Typically, only values above 1.20 or below 0.80 are considered “significant” findings for an LQ analysis. Significant industries with a high LQ and high employment are considered the foundation of an area’s economy because they are assumed to produce more than what is needed locally (i.e. a surplus) and export their products and services rather than circulating money already in the region. These are the export-oriented industries that bring wealth into the local economy. By looking at LQ trends over time it is possible to determine which industries are becoming more concentrated and which industries are becoming less concentrated.

- The following table shows the LQ for the industries in the Rochester MSA at the 2-digit NAICS code. The following industries have a significantly high LQ (over 1.20): Agriculture, Forestry, Fishing and Hunting (increasing)
- Manufacturing (increasing)
- Mining, Quarrying, and Oil and Gas Extraction (decreasing)
- Management of Companies and Enterprises (increasing)
- Educational Services (Private) (increasing)

Rochester MSA - Location Quotient Analysis (Two Digit)				
NAICS Code	Description	2012 State LQ	2022 State LQ	Change
11	Agriculture, Forestry, Fishing and Hunting	3.05	3.18	0.13
31	Manufacturing	2.34	2.47	0.13
21	Mining, Quarrying, and Oil and Gas Extraction	2.05	1.54	(0.51)
55	Management of Companies and Enterprises	1.57	1.61	0.04
61	Educational Services (Private)	1.38	1.43	0.05
56	Admin and Support and Waste Management and Remediation Services	1.11	1.13	0.02
44	Retail Trade	1.09	1.09	0.00
62	Health Care and Social Assistance	0.97	0.98	0.01
72	Accommodation and Food Services	0.97	0.98	0.01
22	Utilities	0.96	0.97	0.01
23	Construction	0.96	0.92	(0.04)
90	Government	0.94	0.93	(0.01)
42	Wholesale Trade	0.88	0.95	0.07
81	Other Services (except Public Administration)	0.84	0.86	0.02
71	Arts, Entertainment, and Recreation	0.78	0.77	(0.01)
53	Real Estate and Rental and Leasing	0.72	0.71	(0.01)
54	Professional, Scientific, and Technical Services	0.70	0.70	0.00
48	Transportation and Warehousing	0.60	0.61	0.01
51	Information	0.59	0.56	(0.03)
52	Finance and Insurance	0.51	0.51	0.00
99	Unclassified Industry	0.36	0.34	(0.02)

Source: EMSI

The following table shows the top 20 industries (at the 4-digit NAICS code level) by state location quotient. It is interesting to note that all of the top twenty are manufacturing related.

¹ Note: For the State LQ analysis, the Rochester MSA industries are compared to the state as a whole, not the Upstate region study area defined elsewhere in this report.

Rochester MSA - Location Quotient Analysis (Four Digit)					
NAICS Code	Description	2012 Jobs	2012 State LQ	2022 State LQ	Change
3259	Other Chemical Product and Preparation Manufacturing	5,128	15.11	6.38	(8.73)
3333	Commercial and Service Industry Machinery Manufacturing	5,816	12.86	11.61	(1.25)
3342	Communications Equipment Manufacturing	3,599	8.54	9.23	0.69
3335	Metalworking Machinery Manufacturing	2,476	7.39	8.89	1.50
3114	Fruit and Vegetable Preserving and Specialty Food Manufacturing	2,051	5.87	5.54	(0.33)
3332	Industrial Machinery Manufacturing	1,640	5.46	6.38	0.92
3343	Audio and Video Equipment Manufacturing	227	5.13	6.19	1.06
3327	Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturing	3,951	4.92	5.45	0.53
3261	Plastics Product Manufacturing	4,615	4.59	5.80	1.21
1110	Crop Production	4,041	4.26	4.48	0.22
3361	Motor Vehicle Manufacturing	211	4.25	5.39	1.14
3369	Other Transportation Equipment Manufacturing	48	3.68	3.53	(0.15)
3359	Other Electrical Equipment and Component Manufacturing	1,125	3.51	4.16	0.65
1151	Support Activities for Crop Production	589	3.44	3.59	0.15
4245	Farm Product Raw Material Merchant Wholesalers	118	3.29	5.73	2.44
3321	Forging and Stamping	533	3.07	2.43	(0.64)
3121	Beverage Manufacturing	1,197	3.06	2.38	(0.68)
3272	Glass and Glass Product Manufacturing	559	2.99	3.76	0.77
3132	Fabric Mills	325	2.90	3.04	0.14
3391	Medical Equipment and Supplies Manufacturing	2,498	2.84	2.83	(0.01)

Source: EMSI

Industry Unemployment

The table below looks into what industries in the MSA are facing high levels of unemployment. The table compares the total employment in each industry to the number of people who are unemployed in that industry. The manufacturing industry has the highest number of unemployed people. The Arts, Entertainment, and Recreation industry has the highest percent of unemployed people as compared to total employment in that industry. Industries in the Rochester MSA with a high unemployment rate include:

- Arts, Entertainment, and Recreation
- Mining, Quarrying, and Oil and Gas Extraction
- Construction
- Accommodation and Food Services
- Admin, Support and Waste Management and Remediation Services

Unemployment is relatively low in the following industries:

- Management of Companies and Enterprises
- Agriculture, Forestry, Fishing and Hunting
- Utilities
- Government
- Health Care and Social Assistance

Rochester MSA Unemployment by Industry				
NAICS	Industry	Total Employment in Industry	Unemployed (9/2012)	% of the Total Employment that is Unemployed
71	Arts, Entertainment, and Recreation	7,632	1,143	15.0%
21	Mining, Quarrying, and Oil and Gas Extraction	535	73	13.6%
23	Construction	21,730	2,481	11.4%
72	Accommodation and Food Services	35,962	3,505	9.7%
56	Admin, Support and Waste Management and Remediation Services	30,153	2,927	9.7%
52	Finance and Insurance	15,328	1,375	9.0%
44-45	Retail Trade	57,545	5,130	8.9%
31-33	Manufacturing	60,857	5,161	8.5%
81	Other Services (except Public Administration)	21,146	1,611	7.6%
48-49	Transportation and Warehousing	8,878	620	7.0%
51	Information	8,845	611	6.9%
61	Educational Services (Private)	32,467	2,103	6.5%
54	Professional, Scientific, and Technical Services	27,596	1,772	6.4%
53	Real Estate and Rental and Leasing	8,544	482	5.6%
42	Wholesale Trade	16,954	747	4.4%
62	Health Care and Social Assistance	77,376	3,181	4.1%
90	Government	79,083	3,212	4.1%
22	Utilities	1,863	66	3.5%
11	Agriculture, Forestry, Fishing and Hunting	7,143	139	1.9%
55	Management of Companies and Enterprises	11,979	109	0.9%

Note: additional 5,411 residents categorized as "No Previous Work Experience/Unspecified"

Source: EMSI, Camoin Associates

Overall, the unemployment rate in the Rochester MSA (7.86%) is lower than all of the other comparison geographies, which range from 7.93% in the US to 8.54% in Upstate.

Unemployment Rate Comparison- 2012			
	Total Employment	Unemployed (9/2012)	% Unemployed
Rochester MSA	532,263	41,860	7.86%
Upstate NY	2,955,752	252,547	8.54%
New York State	9,502,602	783,539	8.25%
United States of America	148,042,530	11,741,501	7.93%

Note: Includes unclassified industries and those without previous work experience

Source: EMSI, Camoin Associates

Economic Base

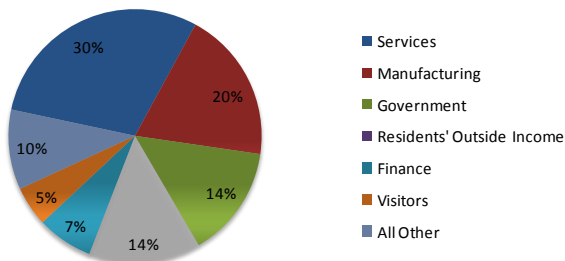
Another way of examining the regional economy is to look at which sectors and industries are responsible for bringing income to the region. Industries generally do this by exporting products and services to purchasers located outside the study region. This approach attempts to show which groups of industries really drive a region's economy; that is, which sectors bring the most dollars into a region, rather than circulating dollars that are already present.

Economic base sectors are groupings of broadly related industries with no claims made about their inter-dependence. In contrast, NAICS sectors are grouped by similar products and production processes. Economic base sectors are created for convenience to describe a broad type of activity that brings money into a region, for example, 'Manufacturing' or 'Visitors.'

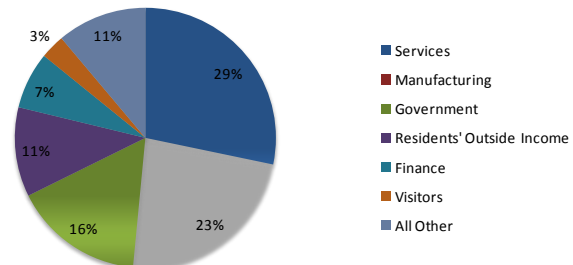
The pie chart below illustrates how much of the MSA's earnings can be attributed to the activities of regional establishments in each sector. Note that the size of each of these sectors depends more on each one's export orientation than on each one's total employment. The top largest economic base sectors by both jobs and earnings are services, manufacturing, and government. Note that this includes

ripple effects; for example, the 23% of earnings that manufacturing supports are more than the wages earned by government workers. This is because government workers take their earnings home and buy food, clothing, housing, etc., which supports jobs in the industries that supply these goods. Thus, the manufacturing economic base industry is “responsible” for these earnings through the earnings multiplier.

2012 Economic Base - % of MSA's Jobs
Attributable to Each Base Sector



2012 Economic Base - % of MSA's Earnings
Attributable to Each Base Sector



Additional detail on the economic base sectors is provided in the following chart. Services accounts for 29% of the jobs and 28% of the earnings in the MSA. Residents' outside income is the fourth largest sector and includes various sources of income from outside the region, which residents in turn spend in the regional economy. Examples of outside income include outside earnings (e.g., income of residents who commute or telecommute to an employer outside the region), capital or property income (investment dividends, royalties, rents), and transfer payments (unemployment benefits, welfare, Social Security payments, etc.). This sector accounts for 14% of the jobs and 11% of the earnings in the MSA.

Rochester MSA 2012 Economic Base					
Sector	Jobs	Earnings(K)	Jobs %	Earnings %	EPW(K)
Services	183,387	\$8,605,764	29%	28%	\$47
Manufacturing	120,537	\$7,105,262	19%	23%	\$59
Government	90,222	\$4,789,888	14%	16%	\$53
Residents' Outside Income	85,399	\$3,239,502	14%	11%	\$38
Finance	45,192	\$2,266,189	7%	7%	\$50
Visitors	32,464	\$1,010,294	5%	3%	\$31
All Other	18,827	\$1,046,518	3%	3%	\$56
Exogenous Investment	18,152	\$871,152	3%	3%	\$48
Communications	15,382	\$779,171	2%	3%	\$51
Construction	7,572	\$377,326	1%	1%	\$50
Agriculture	5,610	\$196,835	1%	1%	\$35
Mining	1,685	\$67,534	0%	0%	\$40

Source: EMSI Complete Employment - 2012.4

Industry Clusters

A group of industries closely connected by supply chains and/or similar labor pools is considered an industry cluster. The two tables below show the top ten clusters in the MSA by size (number of jobs) and strength (the location quotient calculates how concentrated employment is in a certain geography compared to the nation). The Business and Financial Services has the highest employment in the MSA and is also expected to see 21% growth by 2022. Biomedical/biotechnical is the second largest and it is also projected double-digit growth, adding 17% or 11,099 new jobs in the next ten years.

The next table shows the clusters with the highest location quotients, which means that employment in these clusters is more concentrated in the MSA compared to the national average. The Machinery Manufacturing industry has an LQ of 2.89 in 2012 but that is expected to decrease to 2.71 by 2022. Computer and Product Manufacturing is a strong cluster in the MSA and is expected to see an even higher LQ by 2022. Business & Financial Services, while it is a strong cluster in terms of job numbers is not particularly concentrated in the MSA. Biomedical/Biotechnical, on the other hand, is one of the largest clusters in the MSA and is also expected to see an increase in concentration (LQ) by 2022 which indicates an important cluster for the region.

Rochester MSA - Top 10 Largest Clusters by 2012 Employment				
Cluster Name	2012 Jobs	2022 Jobs	Change	% Change
Business & Financial Services	70,156	84,910	14,754	21%
Biomedical/Biotechnical (Life Sciences)	63,424	74,523	11,099	17%
Education & Knowledge Creation	34,532	40,946	6,414	19%
Manufacturing Supercluster	32,803	33,103	300	1%
Advanced Materials	31,809	30,492	(1,317)	(4%)
Information Technology & Telecommunications	25,334	25,403	69	0%
Arts, Entertainment, Recreation & Visitor Industries	19,595	22,235	2,640	13%
Energy (Fossil & Renewable)	18,374	20,354	1,980	11%
Defense & Security	13,371	14,248	877	7%
Chemicals & Chemical Based Products	12,783	10,424	(2,359)	(18%)

Source: EMSI Complete Employment - 2012.4

Rochester MSA - Top 10 Largest Clusters by 2012 Location Quotient				
Cluster Name	2012 Jobs	2012 LQ	2022 LQ	Percent Change LQ
Machinery Manufacturing	11,492	2.89	2.71	(6%)
Computer & Electronic Product Manufacturing	9,612	2.46	2.65	8%
Education & Knowledge Creation	34,532	2.39	2.43	2%
Advanced Materials	31,809	1.79	1.74	(3%)
Chemicals & Chemical Based Products	12,783	1.77	1.51	(15%)
Manufacturing Supercluster	32,803	1.58	1.67	6%
Fabricated Metal Product Manufacturing	7,678	1.57	1.90	21%
Glass & Ceramics	1,314	1.33	1.12	(16%)
Biomedical/Biotechnical (Life Sciences)	63,424	1.32	1.34	2%
Electrical Equipment, Appliance & Component Manufacturing	1,648	1.24	1.56	26%

Source: EMSI Complete Employment - 2012.4

Import Gap

Looking at the purchasing needs of existing regional industries along with how much of those needs are satisfied from within vs. outside the MSA is another way to identify industries that may be a good fit within a region and, consequently, potential development opportunities. For example, businesses and residents in the region purchase \$431 million each year from businesses in the engineering services industry. However, only \$58 million of that spending stays locally in the MSA. The remaining \$373 million leaks out of the region to other parts of the state and nation.

Relevant industries with the largest import gap in the MSA are shown in the table below. All of the industries listed are present in the region with the exception of petroleum refineries. Within each of these industries there is room to expand current operations or target additional companies.

Rochester MSA Industry Import Gap					
NAICS Code	Description	\$ Required(K)	\$ Satisfied in Region(K)	Difference(K)	In Region
522110	Commercial Banking	\$1,480,039	\$380,099	\$1,099,940	yes
325211	Plastics Material and Resin Manufacturing	\$381,051	\$16	\$381,035	yes
541330	Engineering Services	\$431,654	\$58,397	\$373,257	yes
621111	Offices of Physicians (except Mental Health Specialists)	\$1,233,104	\$868,859	\$364,245	yes
551114	Corporate, Subsidiary, and Regional Managing Offices	\$1,192,655	\$834,835	\$357,820	yes
524126	Direct Property and Casualty Insurance Carriers	\$510,057	\$159,933	\$350,124	yes
533110	Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	\$367,983	\$29,828	\$338,155	yes
523120	Securities Brokerage	\$459,773	\$129,872	\$329,901	yes
511210	Software Publishers	\$399,407	\$90,770	\$308,637	yes

Source: EMSI Complete Employment - 2012.4

Conclusions

The Rochester MSA is strong economically, with a low unemployment rate, strong growth projections, and many strong/growing industries. The Macedon BOA will need to work to identify how they can capitalize on this growth and attract growing companies to their community. The Village and the BOA are small and they may have some difficulty with this, but there are a number of ways they can position themselves to be attractive to people and companies who are coming to the area as part of this growth. For example, not everyone wants to live in a big town or city, which is where Macedon is a good alternative with high quality schools, safe atmosphere, and affordable housing options. The Village should view the regional growth as positive for the future of the community.

OFFICE MARKET ANALYSIS

Takeaway Findings

- There is very slow growth in office utilizing industries in Wayne County. Over the next ten years there is expected to be an increase of just over 60 jobs and it is likely that there is existing office space available to accommodate this growth.
- The Rochester MSA is experiencing growth in office utilizing industries, including growth in Administration and Support and Waste Management and Remediation Services and Professional, Scientific, and Technical Services. Overall the MSA is expecting office utilizing industries to increase by nearly 14,000 jobs by 2022.
- The Village's office lease rates are substantially lower than the surrounding communities such as Fairport.
- It is unlikely that any large company looking for Class A space will select Macedon, as there are other regional/adjacent communities that are better known and more attractive for companies.
- Macedon may be able to capitalize on the regional economic growth by attracting small companies that provide support services and are looking for affordable space in proximity to the growth centers. For example, information systems providers, business support functions, etc. These industries are showing growth and Macedon could focus on attracting very small companies that want a presence in the Region but may be unable/unwilling to pay the higher rent rates of neighboring towns.
- Macedon's affordable lease rates could be attractive to other kinds of professional offices that are more cost sensitive such as health care offices (doctors, dentists, chiropractors, etc.).

Existing Conditions

Within the Village of Macedon there has not been very much interest in office space, due to the location and the type of space that is available. The rent rates for office space are much lower compared to other adjacent communities such as Fairport, but business owners are uninterested in locating in Macedon due to the perception of the community and the abundance of high quality space elsewhere.

Through the interviews it was identified that there could be an opportunity to increase the number of professional offices that exist in the Village such as doctors, dentists, chiropractors, etc. These types of businesses might be looking for a reduced cost of rent and would be able to draw regional residents in to the Village who otherwise might not come.

Regional Growth of Office Utilizing Industries

The following tables show projected employment for all 2-digit industries in Wayne County and the Rochester MSA, with primarily office-utilizing industries highlighted in orange. In Wayne County, office utilizing industries are projected to grow by 61 jobs overall, with three of the industries projecting growth and three projecting decline.

The Rochester MSA is experiencing a larger growth in office utilizing industries, with all but one (Information) experiencing growth. The Administration and Support and Waste Management and Remediation Services industry is expected to see the largest growth with an additional 5,714 jobs being added by 2022. Overall, the Rochester MSA is expected to see an increase of nearly 14,000 jobs in office utilizing industries.

It is important to note that not every individual in these industries actually works in an office setting or requires office space. For example, the information industry includes telecommunication equipment

installers that spend most of their time at customers' sites and require little-to-no formal office space. Therefore, to estimate the change in demand for office space, occupations that commonly require office space within the office-utilizing industries are identified. In Wayne County there is growth in industries which provide support to other companies, these types of companies may be interested in locating in Macedon so that they have a presence in the area. The Information industry (NAICS 51) is projecting growth in subsectors such as Data Processing, Hosting, and Related Services, Other Information Services, and Wired Telecommunications Carriers. The Admin and Support Services industry (NAICS 56) is projecting growth in Investigation and Security Services, Services to Buildings and Dwellings and Other Support Services. The Other Services (NAICS 81) industry is projecting growth in subsectors such as Automotive Repair and Personal Care Services.

Wayne County Industry Growth in Office Utilizing Industries				
NAICS Code	Description	2012 Jobs	2022 Jobs	Change
51	Information	215	271	56
56	Admin and Support and Waste Management and Remediation Services	1,012	1,040	28
81	Other Services (except Public Administration)	918	938	20
52	Finance and Insurance	541	540	(1)
55	Management of Companies and Enterprises	187	176	(11)
54	Professional, Scientific, and Technical Services	771	740	(31)
	Total for Office Utilizing Industries	3,644	3,705	61

Source: EMSI, Camoin Associates

Rochester MSA Industry Growth in Office Utilizing Industries				
NAICS Code	Description	2012 Jobs	2022 Jobs	Change
56	Admin and Support and Waste Management and Remediation Services	30,153	35,867	5,714
54	Professional, Scientific, and Technical Services	27,596	31,305	3,709
81	Other Services (except Public Administration)	21,146	24,497	3,351
55	Management of Companies and Enterprises	11,979	13,662	1,683
52	Finance and Insurance	15,328	15,362	34
51	Information	8,845	8,237	(608)
	Total for Office Utilizing Industries	115,047	128,930	13,883

Source: EMSI, Camoin Associates

It is hard to estimate the number of the 13,883 new jobs that will locate in the Village; a majority will likely go to the major population and employment centers. However, the Village of Macedon accounts for .14% of the MSA's total population, if we use that as a way to estimate the number of jobs that could be attracted to Macedon that is equal to 20 of the 13,883 jobs. The 20 jobs could be attracted under conditions where the "business friendly" perception of Macedon is improved, materials are prepared focusing on why a new business might want to locate in Macedon, and support is given to entrepreneurs and small business owners. Macedon is a great place for a family focused small business, business owners just need to be encouraged to consider it and provided with the assistance they need to make their business successful.

The following table lists the typical office utilizing occupations in Wayne County and the Rochester MSA. From 2012 to 2022, these occupations in Wayne County are expected to grow by 140 jobs and in the Rochester MSA they are projected to grow by nearly 12,250 jobs.

Wayne County Occupation Growth - Office Utilizing				
SOC	Description	2012 Jobs	2022 Jobs	Change
13-0000	Business and Financial Operations Occupations	1,083	1,205	122
43-0000	Office and Administrative Support Occupations	4,219	4,303	84
21-0000	Community and Social Service Occupations	664	721	57
15-0000	Computer and Mathematical Occupations	556	568	12
19-0000	Life, Physical, and Social Science Occupations	224	234	10
23-0000	Legal Occupations	207	194	(13)
17-0000	Architecture and Engineering Occupations	914	900	(14)
11-0000	Management Occupations	2,342	2,224	(118)
	Total	10,209	10,349	140

Source: EMSI, Camoin Associates

Rochester MSA Occupation Growth - Office Utilizing				
SOC	Description	2012 Jobs	2022 Jobs	Change
43-0000	Office and Administrative Support Occupations	86,850	91,652	4,802
13-0000	Business and Financial Operations Occupations	22,514	25,761	3,247
21-0000	Community and Social Service Occupations	9,858	11,702	1,844
15-0000	Computer and Mathematical Occupations	14,684	15,915	1,231
11-0000	Management Occupations	25,002	25,557	555
19-0000	Life, Physical, and Social Science Occupations	3,637	3,905	268
17-0000	Architecture and Engineering Occupations	11,827	12,027	200
23-0000	Legal Occupations	4,105	4,206	101
	Total	178,477	190,725	12,248

Source: EMSI, Camoin Associates

Conclusions

In general, office utilizing industries and occupations are growing in Wayne County and the Rochester MSA. However, the interest in general office space in the Village has been lacking as can be seen in a few properties that are available and that have been on the market for a while. The Village of Macedon does not have the draw for general office uses as some of the adjacent communities that have more name recognition and the availability of Class A space. The construction of new Class A space would likely saturate the market and be difficult to fill in Macedon; however, there may be some support service industries that are cost-conscious and would decide to locate in Macedon. Opportunities exist in industries such as Data Processing, Hosting, and Related Services, Personal Care Services, and other business support services.

One opportunity for the Village of Macedon is to focus on growing the number of locations for family focused activities that bring people in on a regular basis, for example offices of doctors, dentists, tutoring services, etc. These types of facilities may respond well to the low cost rent options that exist in the Village and since the Village's "Main Street" is a major artery in the region it will be convenient for many people to get to. Furthermore, these types of locations gain customers from other ways besides foot traffic, so they may be able to be successful under current market conditions and bring more people to the area to support existing and new businesses.

INDUSTRIAL MARKET ANALYSIS

Takeaway Findings

- Unlike many other parts of New York State, Wayne County is showing a projected increase in manufacturing which could indicate demand for industrial space.
- Three of the four typical industrial space utilizing industries are expected to grow by 2022, with an overall increase of 1,121 new jobs in those industries
- The Rochester MSA is showing a slower growth of only 111 new industrial space utilizing industries by 2022. Wholesale Trade and Transportation and Warehousing are both projected to increase in employment by 2022 by 2,486 and 764 jobs, respectively.

Existing Conditions

Regionally there is a lot going on in terms of industrial space utilization. Speaking to the Wayne County IDA indicated that there is movement and growth in a number of industrial utilizing businesses who are moving into and expanding within the area. The Village of Macedon has a significant industrial land owner in Berry Plastics but there is not very much additional space available or appropriate for industrial uses in the Village.

Regional Growth of Industrial Space Utilizing Industries

Similar to the analysis completed to determine the office market, the following analysis identifies whether there is projected growth in industrial space utilizing industries. The following tables show projected employment for all 2-digit industries in Wayne County and the Rochester MSA, with primarily industrial space utilizing industries highlighted in orange. In Wayne County, the Manufacturing industry is expected to grow by nearly 1,000 jobs which could indicate a demand for industrial space in the area. Overall, Wayne County is projecting an increase of over 1,121 new industrial space utilizing industry jobs.

The Rochester MSA is experiencing a much slower growth in industrial space utilizing industries, with major declines in manufacturing throughout the MSA. Wholesale trade is expected to increase over the next 10 years. Overall, the MSA is projected to increase job counts in industrial space utilizing industries by just over 100.

While Wayne County is expected to see an increase in manufacturing over the next 10 years, it is important to point out that not every community is positioned to accept industrial uses. For example, the Macedon BOA may not be the best place to create a new industrial park, but the growth in industry is important to consider as part of the larger picture for the region.

Wayne County Industry Growth in Industrial Space Utilizing Industries				
NAICS Code	Description	2012 Jobs	2022 Jobs	Change
31	Manufacturing	5,926	6,881	955
42	Wholesale Trade	798	979	181
48	Transportation and Warehousing	278	287	9
22	Utilities	595	571	(24)
	Total for Industrial Space Utilizing Industries	7,597	8,718	1,121

Source: EMSI, Camoin Associates

Rochester MSA Industry Growth in Industrial Space Utilizing Industries				
NAICS Code	Description	2012 Jobs	2022 Jobs	Change
42	Wholesale Trade	16,954	19,440	2,486
48	Transportation and Warehousing	8,878	9,642	764
22	Utilities	1,863	1,734	(129)
31	Manufacturing	60,857	57,847	(3,010)
	Total for Industrial Space Utilizing Industries	88,552	88,663	111

Source: EMSI, Camoin Associates

Conclusions

There is regional growth in industrial space utilizing industries, which could benefit the Macedon BOA depending on the type of space available and possible expansion of suppliers or chain industries. While Berry Plastics is a major employer and very important to the community, additional industrial space would not be appropriate for the Village as they pursue the growth of their tourism industry and overall Main Street revitalization efforts.

RETAIL MARKET ANALYSIS

Takeaway Findings

- The largest age group in both the Village and the Retail Trade area is the 45-54 group; an age range that represents a time when many people are starting to hit the high point of their earning potential. There is projected to be an increase in those aged over 55, which could impact the type of retail services that could be successful for local residents.
- Household income in both the Village and Retail Trade Area is projected to increase over the next five years, which will have a positive impact on retail businesses as people have more money to spend locally.
- The Retail Trade Area is experiencing sales leakage in most retail sectors, which means that people are leaving the area to purchase goods.
- Opportunities exist for the Village and the BOA to recapture some of those sales in Village-appropriate retail sectors, such as small grocery stores, health and personal care stores, clothing stores, eating and drinking places, and sporting goods stores.
- Many of the retail sectors that are experiencing leakage (lost purchases made by residents) would also be attractive to tourists who are visiting Macedon. For example, restaurants and other smaller stores would add to the attractiveness of Macedon will benefit the tourism industry.

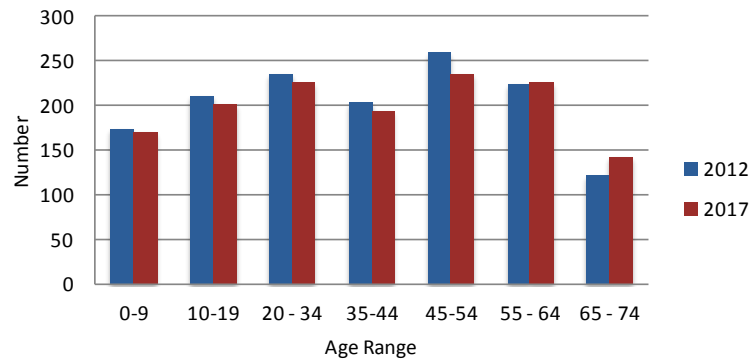
The following Retail Market Analysis provides a brief overview of the existing retail sales in the Retail Trade Area (defined as a 10-minute drive time from the center of the BOA). The Retail Market Analysis provides some initial insights into the types of retail businesses that might be a good fit for the BOA as local officials begin the process of defining a vision and discussing redevelopment potential for specific sites.

Retail Market Demographics

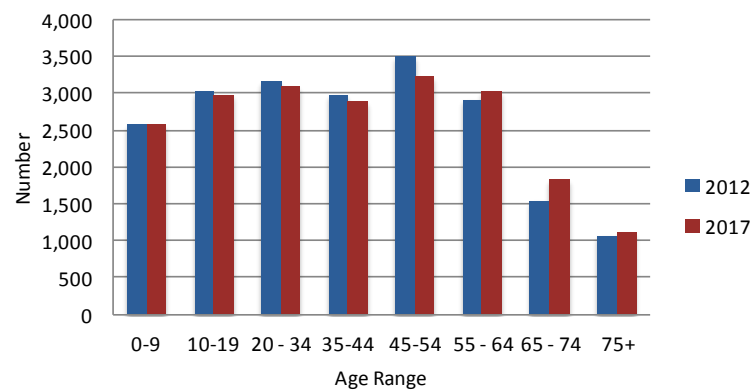
To begin the retail market analysis, it is essential to have a solid understanding of the demographic and socioeconomic conditions of the consumer population. Population distribution of the Retail Trade Area and the Village of Macedon's 2012 population and 2017 projected population are provided in the graph below. The largest population segment in the Village is the 45-54 year old group (note that some of the ranges shown below are 10-year ranges, others are 15-year ranges). The 65-74 age group is expected to see an increase in the Village over the next five years which has implications for services in the Village.

The largest population segment in the Retail Trade Area is also the 45-54 year old group. All age groups over 55 are expected to see an increase over the next five years, while all those between 0 and 54 are seeing a decline, again impacting the required services and possible opportunities.

Village of Macedon - Age Distribution

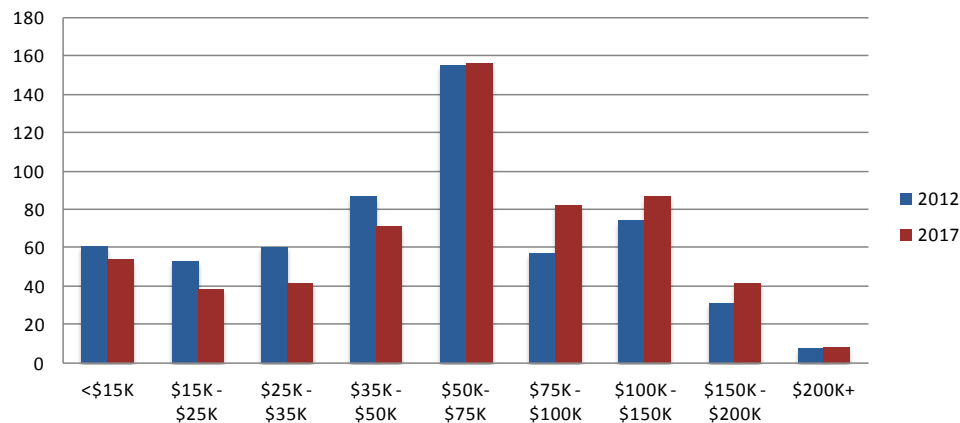


Retail Trade Area - Age Distribution

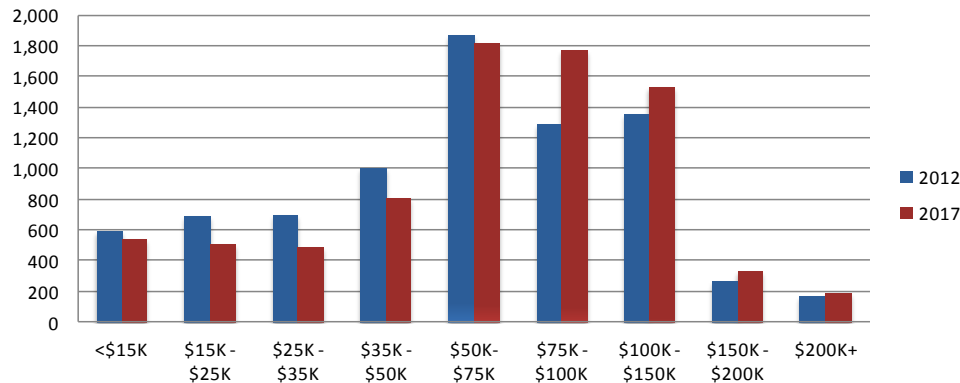


Household income distribution in the Village and the Retail Trade Area are illustrated in the following charts. Overall, household income is expected to increase through 2017. Currently, the largest household income bracket in both geographies is the \$50,000-\$74,999 range and that is expected to remain through 2017. Both geographies are expected to see the largest increase in the \$75,000-\$99,999 range.

Village of Macedon - Household Income Distribution



Retail Trade Area - Household Income Distribution



Market Segmentation

In addition to basic demographic data analysis, another useful tool in determining the characteristics of a particular trade area is market segmentation, which is defined as the classification of consumers according to demographic, socioeconomic, housing, and lifestyle characteristics. Market segmentation is based on the concept that people with similar demographic characteristics, purchasing habits, and media preferences naturally gravitate toward each other and into the communities in which they live. Businesses utilize market segmentation analysis to identify their best markets, measure the potential demand for new products or services, and reach their markets more effectively. Market segmentation data for the Retail Trade Area were obtained from ESRI's "Community Tapestry" segmentation model.

Information gleaned from the market segmentation analysis can help the analyst better understand the spending patterns and consumer habits of the residents and identify if there are particular retail sectors that would be attractive to the market. For example, if the market segmentation identified that a significant majority of the population liked to fix their own cars the analysis might suggest that a car product retailer be attracted to the community to serve those residents' needs. This information is used alongside the retail surplus/leakage analysis.

It is important to recognize that the classifications and labels for defined market segments are generalizations. The descriptions of each segment are based on comparisons with the U.S. as a whole and reflect the propensity of households within that segment to exhibit certain demographic, lifestyle, and consumer characteristics relative to the overall population. Nevertheless, market segmentation

analysis can provide a useful perspective in understanding existing and potential customers residing within a defined area.

The table below shows the five largest tapestry segments as identified by ESRI in the Retail Trade Area, followed by a brief description of each segment (descriptions provided by ESRI). As shown, these ten tapestry segments make up over 84% of the Retail Trade Area Market, providing a large window into local consumer characteristics and preferences.

Retail Trade Area Market Segmentation		
Market Segment	# of Households	Percent
Sophisticated Squires	124	21.2%
Main Street, USA	115	19.7%
Green Acres	110	18.8%
Cozy and Comfortable	89	15.3%
Up and Coming Families	53	9.1%

Source: ESRI, Camoin Associates

Sophisticated Squires (21.2%): Residents in this segment live in less densely populated areas typically on the urban fringe. The median household income is \$85,000 and more than one-third of the population has a bachelors or graduate degree and another third has attended college, indicating the segment is well educated. Sophisticated Squire neighborhoods are filled with residents who take care of their home and enjoy DIY projects, like to play golf, and own homes that were built before 1990. Residents attend football games, baseball games, own cell phones, like to barbecue on their gas grills, and have four or more televisions.

Main Street, USA (9.2%): Residents of this market live in a mix of household types, similar to the U.S. distribution. The median household income is \$57,196. These neighborhoods are located in the suburbs of smaller cities in the Northeast, West, and Midwest. Family-oriented and frugal, these residents go out occasionally, but are most likely to stay home and watch a rented movie or play games with their children. When going out to eat, Main Street, USA, residents typically eat at family restaurants such as Friendly's or Red Robin. They play baseball, basketball, and go swimming. They listen to classic hits and rock radio and watch cartoons and courtroom shows on TV. They will invest in small home improvement and remodeling projects, usually doing the work themselves instead of hiring a contractor.

Green Acres (18.8%): The Green Acres segment is a market that is known for blue-collar Baby Boomers with and without children. The median age is 41 and the median household income is \$63,430. Many residents are employed in manufacturing, construction, health care, and retail trade industry sectors, however 17% of the households earn income from self-employment ventures. These neighborhoods are found on the suburban fringe and many families have the necessary power tools and lawn maintenance tools to do much of their own home improvement projects. Residents enjoying "doing it themselves" and often own sewing machines and homemade ice cream makers.

Cozy and Comfortable (4.6%): Residents of this market segment are settled, married, and still working. The median age for Cozy and Comfortable residents is 41 years, whereas the overall Trade Area median age is 36.8 years. The median household income for this segment is \$66,000, which is higher than the Trade Area median (\$51,818). Many couples are still living in the pre-1970s single-family homes in which they raised their children. Home improvement and remodeling are important to Cozy and Comfortable residents. Although some work is contracted out, homeowners take an active part in many projects, especially painting and lawn care. Television is important to this group; many households have four or more sets. Reading the newspaper is part of the routine for many within this group. When going out to eat, Cozy and Comfortable residents typically eat at sit-down family restaurants.

Up and Coming Families (9.1%): This segment is growing quickly in the United States and is made of a mix of Generation Xers and Baby Boomers with a median age of 31.9. These neighborhoods are filled with young and affluent families that are typically white, however diversity is increasing. The median household income is over \$76,000 and two-thirds of the residents (over 25) have a bachelor's degree with 91% of households earning income from wages and salaries. Most of the population in this segment live in new single-family homes that were built in the last 10 years. This market segment is buying goods for their changing life, including purchases for new babies and new homes. Many residents like to visit theme parks, eat out at family restaurants, own or lease an SUV or minivan, and spend large portions of their income on mortgage and car loans.

Retail Leakage/Surplus Analysis

The table below shows existing retail sales ("supply") in the Retail Trade Area compared to retail potential ("demand"). Supply is calculated by summing all product sales reported for an area by local businesses. Demand is calculated by estimating total purchases by local residents of various categories of goods. The difference between the retail sales demand and supply is referred to as the retail gap.

The demand for goods and services that is not being met locally is referred to as sales leakage, shown in the following table as a positive retail gap. The leakage occurs because consumers make purchases at establishments located outside the defined trade area. For example, there was approximately \$632,926 of retail sales in the Furniture & Home Furnishing Stores category in the Retail Trade Area. However, residents of the Retail Trade Area spent approximately \$3.8 million on these goods. Therefore, residents spent about \$3.2 million outside of the Retail Trade Area, such spending considered sales leakage.

Sales leakage is normally viewed as an opportunity to capture unmet demand in a trade area by opening new or expanding existing businesses. However, not all retail categories that exhibit leakage within a particular trade area are a good fit for that region. The majority of retail sectors in the Retail Trade Area are showing sales leakage. The industry groups experiencing high levels of leakage from the Retail Trade Area include:

- Automobile Dealers
- Food & Beverage Stores
- Health & Personal Care Stores
- Clothing Stores
- Food Services & Drinking Places

The retail potential for additional stores within the BOA is analyzed later in this report and identifies which industries have enough sales leakage to potentially support additional retail outlets.

Conversely, if the supply of goods sold exceeds trade area demand, it is assumed that non-residents are coming into the trade area to spend money, creating a sales surplus. A sales surplus is shown as a negative retail gap in the following table. There are two likely reasons a sales surplus condition would exist. First, a cluster of competing businesses offering a similar good or product may be located within the trade area, creating a specialty cluster that draws in spending by households from outside the trade area. Secondly, a sales surplus may indicate a saturated retail market, where supply exceeds demand. Very few sectors are experiencing a sales surplus in the Retail Trade Area. Those that are include:

- Other Motor Vehicle Dealers
- Auto Parts, Accessories & Tire Stores
- Building Material & Supplies Dealers
- Department Stores

As mentioned above, industry sectors with leakage can be good markets to pursue in that residents are currently going outside of the trade area to make purchases. A new business or an expansion by an

existing business could potentially capture some of the spending by those residents. Alternatively, an industry with a surplus could indicate a niche market that the trade area could build on and create an identity around.

Retail Trade Area Sales Surplus & Leakage (10 Minute Drive Time)					
NAICS	Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Number of Businesses
441	Motor Vehicle & Parts Dealers	\$40,722,174	\$23,070,277	\$17,651,897	22
4411	Automobile Dealers	\$33,378,823	\$13,393,747	\$19,985,076	7
4412	Other Motor Vehicle Dealers	\$3,637,886	\$5,850,230	-\$2,212,344	5
4413	Auto Parts, Accessories & Tire Stores	\$3,705,465	\$3,826,300	-\$120,835	10
442	Furniture & Home Furnishings Stores	\$3,895,290	\$632,926	\$3,262,364	4
4421	Furniture Stores	\$2,259,269	\$126,173	\$2,133,096	1
4422	Home Furnishings Stores	\$1,636,021	\$506,753	\$1,129,268	3
4431	Electronics & Appliance Stores	\$5,760,586	\$854,467	\$4,906,119	6
444	Bldg Materials, Garden Equip. & Supply	\$8,147,856	\$15,560,990	-\$7,413,134	9
4441	Bldg Material & Supplies Dealers	\$7,267,814	\$14,870,563	-\$7,602,749	5
4442	Lawn & Garden Equip & Supply Stores	\$880,042	\$690,427	\$189,615	4
445	Food & Beverage Stores	\$36,987,865	\$3,960,007	\$33,027,858	9
4451	Grocery Stores	\$32,529,923	\$1,074,666	\$31,455,257	2
4452	Specialty Food Stores	\$2,555,486	\$1,185,856	\$1,369,630	4
4453	Beer, Wine & Liquor Stores	\$1,902,455	\$1,699,485	\$202,970	3
464, 4461	Health & Personal Care Stores	\$8,552,911	\$1,629,905	\$6,923,006	3
447, 4471	Gasoline Stations	\$29,887,638	\$27,346,707	\$2,540,931	8
448	Clothing & Clothing Accessories Stores	\$6,188,558	\$1,023,549	\$5,165,009	6
4481	Clothing Stores	\$4,989,072	\$826,582	\$4,162,490	4
4482	Shoe Stores	\$630,584	\$123,227	\$507,357	1
4483	Jewelry, Luggage & Leather Goods Stores	\$568,902	\$73,741	\$495,161	2
451	Sporting Goods, Hobby, Book & Music	\$1,888,218	\$312,626	\$1,575,592	5
4511	Sporting Goods/Hobby/Musical Instr Stores	\$1,514,293	\$194,533	\$1,319,759	4
4512	Book, Periodical & Music Stores	\$373,925	\$118,093	\$255,832	1
452	General Merchandise Stores	\$18,270,611	\$20,246,058	-\$1,975,447	6
4521	Department Stores Excluding Leased	\$9,302,199	\$11,499,539	-\$2,197,340	1
4529	Other General Merchandise Stores	\$8,968,412	\$8,746,519	\$221,893	5
453	Miscellaneous Store Retailers	\$4,760,399	\$1,623,079	\$3,137,320	22
4531	Florists	\$224,274	\$179,886	\$44,388	3
4532	Office Supplies, Stationery & Gift Stores	\$816,915	\$186,987	\$629,928	4
4533	Used Merchandise Stores	\$981,424	\$251,433	\$729,991	9
4539	Other Miscellaneous Store Retailers	\$2,737,785	\$1,004,772	\$1,733,013	7
722	Food Services & Drinking Places	\$27,112,236	\$12,830,104	\$14,282,132	34
7221	Full-Service Restaurants	\$11,926,985	\$4,400,076	\$7,526,909	19
7222	Limited-Service Eating Places	\$13,966,713	\$8,302,516	\$5,664,197	13
7223	Special Food Services	\$730,241	\$53,575	\$676,666	0
7224	Drinking Places - Alcoholic Beverages	\$488,298	\$73,938	\$414,360	2

Source: ESRI and Infogroup

Retail Use Feasibility

This analysis will help the Village of Macedon to target businesses that will be successful by capturing a large enough portion of the current sales leakage to be profitable. While the table in the previous section identifies a number of industry sectors that are experiencing leakage, it does not necessarily mean that new businesses locating in the area would be successful. The following section identifies which of the industries with leakage may have enough sales to warrant opening a new store or expanding existing stores. The analysis assumes that 25% of the existing leakage in each category can potentially be recaptured by new businesses. The actual recapture rate for each category will vary and depends on existing amenities, commuting patterns, and consumer affinity towards certain stores or brands.

The table below identifies the industries that are experiencing sales leakage from the Retail Trade Area and the number of new businesses that could be theoretically supported in each category if 25% of the sales leakage is recaptured and the new businesses have similar annual sales as the Upstate New York average for stores in each category (highlighted in orange).

Retail Trade Area Retail Opportunities				
Industry Group	Retail Gap	25% Recapture Rate	Average Sales in Upstate NY	# of Potential Businesses
Motor Vehicle & Parts Dealers	\$17,651,897	\$4,412,974	\$ 2,374,441.78	1.86
Automobile Dealers	\$19,985,076	\$4,996,269	\$ 4,113,929.21	1.21
Furniture & Home Furnishings Stores	\$3,262,364	\$815,591	\$ 619,700.54	1.32
Furniture Stores	\$2,133,096	\$533,274	\$ 913,972.38	0.58
Home Furnishings Stores	\$1,129,268	\$282,317	\$ 411,520.21	0.69
Electronics & Appliance Stores	\$4,906,119	\$1,226,530	\$ 432,257.88	2.84
Lawn & Garden Equip & Supply Stores	\$189,615	\$47,404	\$ 194,024.33	0.24
Food & Beverage Stores	\$33,027,858	\$8,256,964	\$ 2,482,867.17	3.33
Grocery Stores	\$31,455,257	\$7,863,814	\$ 4,015,996.35	1.96
Specialty Food Stores	\$1,369,630	\$342,408	\$ 434,791.94	0.79
Beer, Wine & Liquor Stores	\$202,970	\$50,743	\$ 773,830.11	0.07
Health & Personal Care Stores	\$6,923,006	\$1,730,752	\$ 711,066.95	2.43
Gasoline Stations	\$2,540,931	\$635,233	\$ 3,902,275.59	0.16
Clothing & Clothing Accessories Stores	\$5,165,009	\$1,291,252	\$ 312,810.94	4.13
Clothing Stores	\$4,162,490	\$1,040,623	\$ 378,767.54	2.75
Shoe Stores	\$507,357	\$126,839	\$ 268,744.72	0.47
Jewelry, Luggage & Leather Goods Stores	\$495,161	\$123,790	\$ 131,375.48	0.94
Sporting Goods, Hobby, Book & Music Stores	\$1,575,592	\$393,898	\$ 175,851.20	2.24
Sporting Goods/Hobby/Musical Instr Stores	\$1,319,759	\$329,940	\$ 146,559.35	2.25
Book, Periodical & Music Stores	\$255,832	\$63,958	\$ 294,797.99	0.22
Other General Merchandise Stores	\$221,893	\$55,473	\$ 3,920,241.56	0.01
Miscellaneous Store Retailers	\$3,137,320	\$784,330	\$ 184,593.21	4.25
Florists	\$44,388	\$11,097	\$ 153,264.28	0.07
Office Supplies, Stationery & Gift Stores	\$629,928	\$157,482	\$ 159,640.15	0.99
Used Merchandise Stores	\$729,991	\$182,498	\$ 66,992.22	2.72
Other Miscellaneous Store Retailers	\$1,733,013	\$433,253	\$ 282,013.83	1.54
Food Services & Drinking Places	\$14,282,132	\$3,570,533	\$ 426,154.97	8.38
Full-Service Restaurants	\$7,526,909	\$1,881,727	\$ 305,708.46	6.16
Limited-Service Eating Places	\$5,664,197	\$1,416,049	\$ 714,673.85	1.98
Special Food Services	\$676,666	\$169,167	\$ 828,308.33	0.20
Drinking Places - Alcoholic Beverages	\$414,360	\$103,590	\$ 109,014.39	0.95

Legend

25% Recapture Rate: Equals 25% of the Retail Gap

of Potential Businesses: Potential recapture divided by Upstate Average Sales

Source: ESRI and Infogroup, Camoin Associates

Based on the existing sales leakage, industries that pose the greatest opportunity for new or expanded businesses in the Retail Trade Area include:

- Electronics & Appliance Stores

- Grocery Stores
- Health & Personal Care Stores
- Clothing Stores
- Sporting Goods, Hobby, Book & Music Stores
- Used Merchandise Stores
- Full-Service Restaurants

Consumer Spending Patterns

Expenditures on goods and services are used to evaluate the spending patterns of residents in the Retail Trade Area. This section of the report looks at spending by local residents but does not show where these expenditures were made. The analysis presents the purchasing power of the households within the Retail Trade Area.

The table below shows spending by Retail Trade Area residents on selected retail goods and services. Variables shown include the average annual spending per household on a particular good or service, the Local Trade Area total spending on that good, and the spending potential index (SPI). The SPI represents household expenditures on a product or service relative to a national average of 100. An SPI greater than 100 indicates that on average households within the Local Trade Area spend more on that particular good than the average U.S. household.

A very high SPI can mean a number of things:

- Costs of goods and services within that particular spending category are much higher locally within a trade area than they are elsewhere throughout the nation.
- Residents within a trade area may be wealthier than the national average.
- Population characteristics can drive up SPI in certain categories. For example, a trade area with a large retired population will likely spend more on healthcare and Medicare.

The SPI is a good preliminary measure used to identify market characteristics that may necessitate additional attention within an analysis. In the Retail Trade Area, overall residents typically spend more on retail items than their national counterparts; the overall SPI is 114 for the Retail Trade Area. Categories that have a high SPI (over 100) are in orange text. The category with the greatest SPI is Entertainment & Recreation and Services, which includes a variety of entertainment related items such as Club Fees, Recreational Lessons, Downloaded Video, Pets (143 SPI). Apparel Products and Services also have a very high SPI at 186.

Consumer Spending Index - Retail Trade Area			
Category	SPI	Average Spending	Total Spending
Apparel and Services	80	\$1,862.45	\$14,713,935
Men's	75	\$335.79	\$2,652,845
Women's	72	\$581.19	\$4,591,606
Children's	85	\$331.68	\$2,620,383
Footwear	55	\$223.52	\$1,765,908
Watches & Jewelry	118	\$221.77	\$1,752,019
Apparel Products and Services (1)	186	\$168.50	\$1,331,173
Computer			
Computers and Hardware for Home Use	115	\$213.83	\$1,689,347

Consumer Spending Index - Retail Trade Area			
Category	SPI	Average Spending	Total Spending
Software and Accessories for Home Use	115	\$31.85	\$251,594
Entertainment & Recreation	119	\$3,704.74	\$29,268,622
Fees and Admissions	124	\$741.84	\$5,860,806
Membership Fees for Clubs (2)	124	\$196.63	\$1,553,428
Fees for Participant Sports, excl. Trips	122	\$125.61	\$992,350
Admission to Movie/Theatre/Opera/Ballet	118	\$173.95	\$1,374,265
Admission to Sporting Events, excl. Trips	126	\$72.42	\$572,167
Fees for Recreational Lessons	130	\$172.42	\$1,362,148
Dating Services	109	\$0.82	\$6,448
TV/Video/Audio	113	\$1,359.81	\$10,742,926
Community Antenna or Cable TV	113	\$786.53	\$6,213,839
Televisions	117	\$219.04	\$1,730,465
VCRs, Video Cameras, and DVD Players	112	\$22.16	\$175,038
Video Cassettes and DVDs	111	\$56.40	\$445,609
Video and Computer Game Hardware and Software	120	\$64.80	\$511,976
Satellite Dishes	114	\$1.39	\$10,987
Rental of Video Cassettes and DVDs	113	\$45.25	\$357,502
Streaming/Downloaded Video	120	\$1.63	\$12,855
Audio (3)	108	\$154.41	\$1,219,848
Rental and Repair of TV/Radio/Sound Equipment	111	\$8.20	\$64,808
Pets	143	\$596.76	\$4,714,609
Toys and Games (4)	116	\$164.03	\$1,295,908
Recreational Vehicles and Fees (5)	112	\$350.65	\$2,770,207
Sports/Recreation/Exercise Equipment (6)	93	\$163.08	\$1,288,392
Photo Equipment and Supplies (7)	119	\$119.48	\$943,888
Reading (8)	119	\$179.14	\$1,415,288
Catered Affairs (9)	125	\$29.95	\$236,597
Food	114	\$8,463.37	\$66,863,358
Food at Home	113	\$4,884.00	\$38,585,158
Bakery and Cereal Products	114	\$656.61	\$5,187,431
Meats, Poultry, Fish, and Eggs	112	\$1,126.83	\$8,902,288
Dairy Products	113	\$543.46	\$4,293,467
Fruits and Vegetables	113	\$857.40	\$6,773,738
Snacks and Other Food at Home (10)	113	\$1,699.71	\$13,428,233
Food Away from Home	115	\$3,579.37	\$28,278,200
Alcoholic Beverages	116	\$641.59	\$5,068,745
Nonalcoholic Beverages at Home	112	\$473.85	\$3,743,589
Financial			
Investments	114	\$1,921.64	\$15,181,608
Vehicle Loans	112	\$5,353.83	\$42,296,980

Consumer Spending Index - Retail Trade Area			
Category	SPI	Average Spending	Total Spending
Health			
Nonprescription Drugs	109	\$108.57	\$857,774
Prescription Drugs	112	\$540.38	\$4,269,211
Eyeglasses and Contact Lenses	120	\$89.27	\$705,257
Home			
Mortgage Payment and Basics (11)	127	\$11,551.61	\$91,261,491
Maintenance and Remodeling Services	126	\$2,428.17	\$19,183,327
Maintenance and Remodeling Materials (12)	121	\$434.97	\$3,436,437
Utilities, Fuel, and Public Services	114	\$5,013.40	\$39,607,501
Household Furnishings and Equipment			
Household Textiles (13)	116	\$149.26	\$1,179,197
Furniture	117	\$681.27	\$5,382,281
Floor Coverings	127	\$92.57	\$731,348
Major Appliances (14)	117	\$343.46	\$2,713,473
Housewares (15)	101	\$83.95	\$663,193
Small Appliances	115	\$36.49	\$288,267
Luggage	121	\$10.88	\$85,924
Telephones and Accessories	75	\$31.12	\$245,854
Household Operations			
Child Care	120	\$537.50	\$4,246,435
Lawn and Garden (16)	119	\$481.63	\$3,805,033
Moving/Storage/Freight Express	103	\$60.79	\$480,279
Housekeeping Supplies (17)	114	\$774.13	\$6,115,868
Insurance			
Owners and Renters Insurance	120	\$539.57	\$4,262,773
Vehicle Insurance	115	\$1,294.09	\$10,223,718
Life/Other Insurance	122	\$492.41	\$3,890,174
Health Insurance	115	\$2,147.24	\$16,963,869
Personal Care Products (18)	113	\$438.31	\$3,462,817
School Books and Supplies (19)	111	\$114.95	\$908,156
Smoking Products	107	\$441.33	\$3,486,683
Transportation			
Vehicle Purchases (Net Outlay) (20)	114	\$4,833.17	\$38,183,572
Gasoline and Motor Oil	112	\$3,113.57	\$24,598,171
Vehicle Maintenance and Repairs	114	\$1,045.76	\$8,261,810
Travel			
Airline Fares	121	\$538.19	\$4,251,847
Lodging on Trips	123	\$517.72	\$4,090,113
Auto/Truck/Van Rental on Trips	123	\$44.16	\$348,907
Food and Drink on Trips	119	\$503.80	\$3,980,199

Source: ESRI

- (1) Apparel Products and Services includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.
- (3) Audio includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares include plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies include school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay) includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Conclusions

Overall, the Retail Trade Area has a number of opportunities to recapture some of the spending that is leaking out of the area. Downtown redevelopment of the BOA will need to focus on those opportunities

that will benefit not only the residents but will also add to the tourism industry for the Village. Offerings such as restaurants, small clothing boutiques, and sporting good stores will be successful if they cater to existing local residents as well as those from out-of-town.

There needs to be a reason for trail users to get off the Erie Canalway Trail and come into downtown Macedon. The following are some specific recommendations related to increasing overall economic and retail activity in the Village of Macedon.

- Similar to the opportunity outlined in the office/commercial section of this report, Village retail opportunities exist in attracting and retaining family friendly activities that bring people to the Village on a regular basis, such as a dance or karate studio. Start-up or expanding studios/facilities and other establishments may appreciate the benefits of low cost rent within a downtown that is a main thoroughfare for the County. Many of these types of establishments are family run or start-up entrepreneurs who are especially cost-conscious and at the same time looking to be in an area that is convenient to customers, something that Macedon can provide.
- Currently there are not enough retail offerings for visitors or residents of Macedon. For example, with the number of people using the Erie Canalway Trail throughout the year there should be stores to service them including bike rentals, running goods store, health food stores and groceries, ice cream shops, food trucks, coffee shops, etc. All of which could further the Village as a fun place to visit and spend the afternoon, as well as improve the quality of life for residents.
- The retail leakage analysis suggested that a significant amount of restaurant and food/drink spending is leaking out of the area as people go elsewhere. A restaurant that caters to local residents looking for a convenient and inexpensive evening out as well as visitors who are coming through and looking for a bite to eat on their bike ride would fit right into the larger goals of the community.
- The retail leakage analysis suggests that the following establishments have the potential to be successful, even if they only recapture a small portion of the currently leaking sales. This type of information can be used to attract a particular retailer to the BOA, as the sales exist to support an average sized store. These retail sectors are also appropriate for a village atmosphere and would encourage foot traffic and traveling from store to store.
 - o Electronics & Appliance Stores
 - o Grocery Stores
 - o Health & Personal Care Stores
 - o Clothing Stores
 - o Sporting Goods, Hobby, Book & Music Stores
 - o Used Merchandise Stores
 - o Full-Service Restaurants
- An important recommendation in terms of improving overall retail in the Village and the ability to compete with the regional and local big box stores is for the BOA area to place a focus on customer service. People will come to stores in downtowns and local retailers if they know they will get the attention and high quality customer service they are looking for. Training programs exist with a focus on customer service that could be brought to local retailers to ensure the experience of the shopper is top-notch when they are in Macedon and they will want to come back.

- Building on the goal of improving customer service is informing all retail employees and hospitality employees of the variety of activities and assets of the community so they can tell visitors about them. For example, workers in retail shops should be able to tell visitors how to get to the Erie Canal, there should be information on where the closest bike shop is, all things that will improve the experience of the customer. Shoppers should feel like they are part of the community and welcomed/included in all that Macedon has to offer.
- The Village should develop programs to help entrepreneurs and start-ups get off to a successful start. The Village should consider applying for grant funding from the State Office of Community Renewal or the United States Department of Agriculture to start a micro-enterprise program or pooling other resources to be able to offer loans to new businesses looking to locate in the Village. Financing is difficult to get for new businesses and access to capital is a major challenge for many; access to grants and loans from the community could make the difference in whether a business locates in Macedon and/or gets off the ground at all.

RESIDENTIAL MARKET ANALYSIS

Takeaway Findings

- A majority of the housing units in the BOA are owner-occupied, with the number of renter-occupied units decreasing and the number of vacant units projected to increase.
- The BOA and the Town of Macedon show similar characteristics when it comes to residential vacancy. Specifically, 42% of the BOA and 43% of the Town's vacant units are "For Rent". This high level of rental vacancy indicates that the rental market is not very strong and landlords may be having difficulty finding tenants.
- The Town of Macedon has the highest number of vacant units (compared to the other local and regional geographies) that are "For Sale" indicating a slow market.
- The majority of the housing units in the BOA were built prior to 1970 and the median year that the units were built is 1969.
- The median value of owner-occupied units in the Macedon BOA is \$120,125 with that number steadily increasing over time similar to the County and MSA.
- Affordability is one of the primary reasons people choose to locate in Macedon, including both renter-occupied and owner-occupied units. Positive attributes that draw people to Macedon include that it is a family friendly, close enough to major employment centers but still affordable, and maintains a "small town" atmosphere.
- "Lack of things to do" (shopping, eating, entertainment, etc.) is one reason that people are not choosing to locate in Macedon, primarily the younger generation (young professionals).
- Opportunities exist to maintain current housing stock and continue to make affordable housing units available to attract young families.

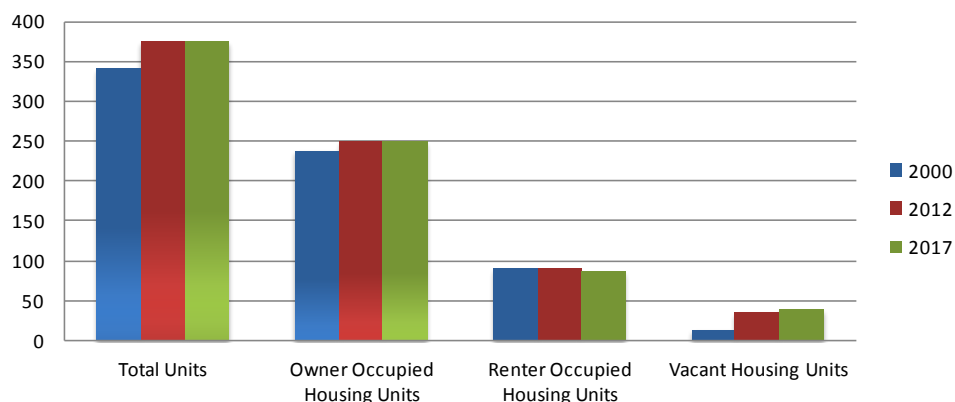
We begin with a general description of the state of residential real estate in the region, including an examination of market demographics and existing housing characteristics in terms of total number of units, vacancy, values, rents, units per structure and age of structure.

Housing Stock Trends & Conditions

Occupancy & Vacancy Rates

The graph below outlines the status and trends of housing units in the Macedon BOA. In 2012 there were 375 total housing units in the Macedon BOA. More than half of the total housing units are owner-occupied (66%), 25% are renter-occupied, and 10% are vacant. The BOA added 34 units between 2000 and 2012 and the overall housing stock is projected to remain steady over the next five years. Most of the 34 units added were new builds developed between 2000 and 2004. The added units were primarily for owner-occupied use, with the number of renter-occupied units staying steady between 2000 and 2012 and projected to decline through 2017. There is projected to be a continuing increase in vacant units in the BOA from 13 in 2000 to nearly 40 in 2017, likely related to apartments becoming vacant.

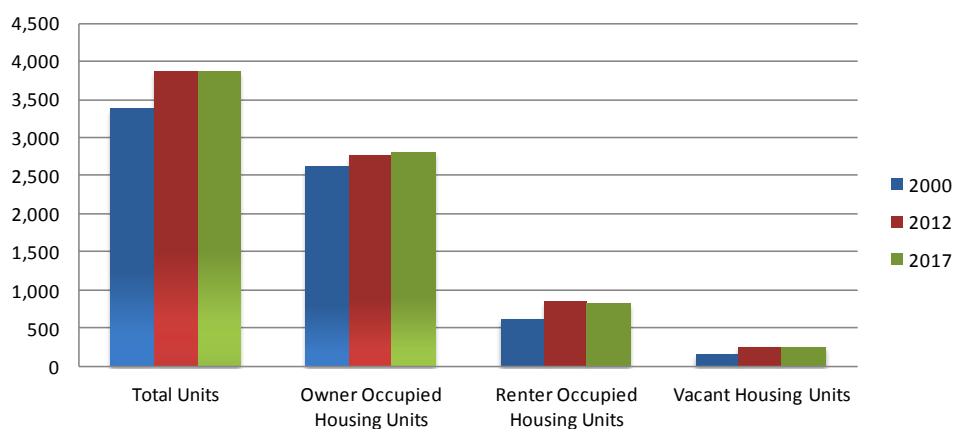
Macedon BOA Housing Characteristics



Source: ESRI

The bar graph below outlines the status and trends of housing units in the Town of Macedon, which had a total of 3,873 units in 2012. Approximately 70% of the available housing stock in the Town is owner-occupied, 22% is renter-occupied, and 6% is vacant. The total existing housing stock is expected to remain stable through 2017, with the elimination of 9 units; however, the number of owner-occupied units is projected to continue to increase as the renter-occupied units and vacant units stays relatively stable.

Town of Macedon Housing Characteristics

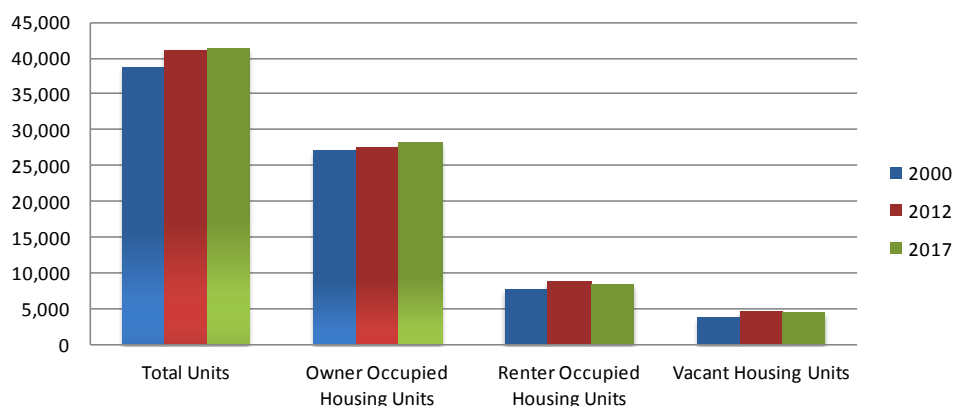


Source: ESRI

As shown in the following chart, Wayne County's total number of housing units increased between 2000 and 2012 (38,767 units to 41,057 units) and is expected to continue to grow slightly through 2017 (41,235 units). Nearly 90% of the housing stock in Wayne County is occupied; approximately 67% of the total units are owner-occupied and 21% are renter-occupied. The vacancy rate of the total MSA is approximately 11%

Similar to the BOA and the Town, the County is projecting to see a loss in renter-occupied units and an increase in owner-occupied units. The County saw an increase in vacant units between 2000 and 2012 but that trend is expected to reverse through 2017.

Wayne County Housing Characteristics



Source: ESRI

When evaluating the status of vacant properties, it is helpful to compare the study area geographies to state and national levels. The table below shows that the Macedon BOA is similar to the Town but has a higher percentage of vacant properties that are for rent compared to the County, MSA, and Upstate NY, which includes all of the counties north of Dutchess County, and the Nation. The percentage of units that are vacant due to seasonal/recreational/occasional use is also much lower in the BOA and Town compared to the County and Upstate NY.

The higher number of vacant rental units in the BOA and Town indicates that there is a soft market or a “renters market” for rental units, potentially having implications on the redevelopment of the BOA site. With a high percentage of rental units currently vacant, there may be an oversupply of rental properties in this region or the current stock of rental properties is not meeting the demands of residents who desire rental properties.

2010 Residential Vacancy Status: Regional Comparison (Percent of Total Vacant Units)					
Classification	BOA	Town	County	MSA	Upstate
	%	%	%	%	%
Total Vacant	100%	100%	100%	100%	100%
For Rent	42%	43%	20%	34%	19%
Rented, not Occupied	0%	3%	1%	2%	1%
For Sale Only	16%	19%	10%	12%	8%
Sold, not Occupied	5%	4%	3%	4%	2%
For Seasonal/Recreational/Occasional Use	11%	10%	42%	24%	47%
For Migrant Workers	0%	0%	4%	1%	0%
Other Vacant	26%	20%	21%	23%	22%

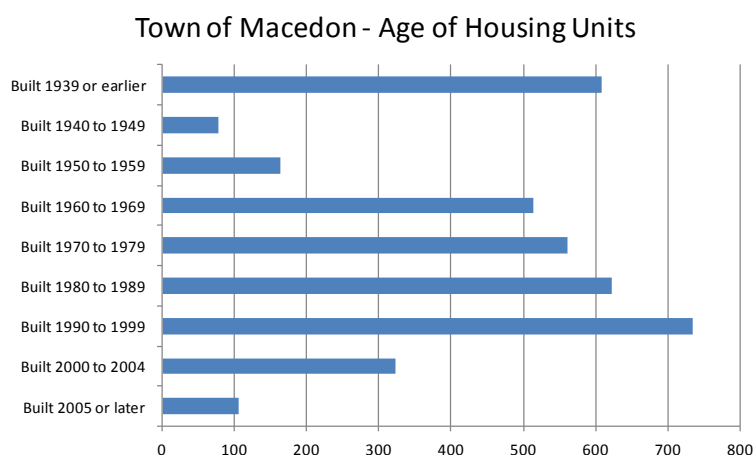
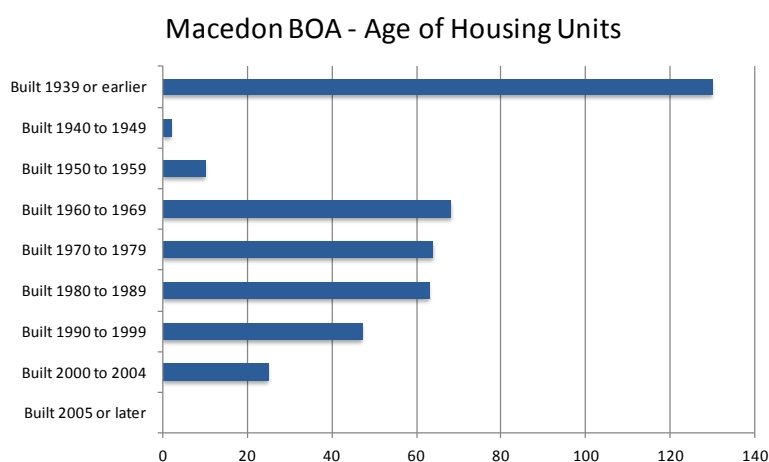
Source: ESRI

Age of the Housing Stock

The age of an area’s housing stock is an important indicator because it can provide a high-level estimate of the quality of the housing stock. Although well-maintained older homes can contribute to the preservation of an area’s local history and community character, older houses also tend to be more costly to maintain and have more structural and environmental concerns. As in many communities throughout the Northeast, substandard older housing is often occupied by those residents that are least able to afford the regular maintenance that an older home requires.

According to data collected from the 2005-2009 American Community Survey, 32% of the BOA's housing stock was constructed before 1939 and 51% of the BOA's residential housing stock was constructed before 1970. Only 6% of the BOA's units have been built since 2000. The median age for housing units in the BOA is 44 (built in 1969).

The Town of Macedon is seeing a similar pattern, however there was significant growth between 1990 and 1999 as 20% of the total units were built during that period. Only 16% of the Town's housing units were built before 1939 and less than 40% were built before 1970. The median age for housing units in the Town is 34 (built in 1979).



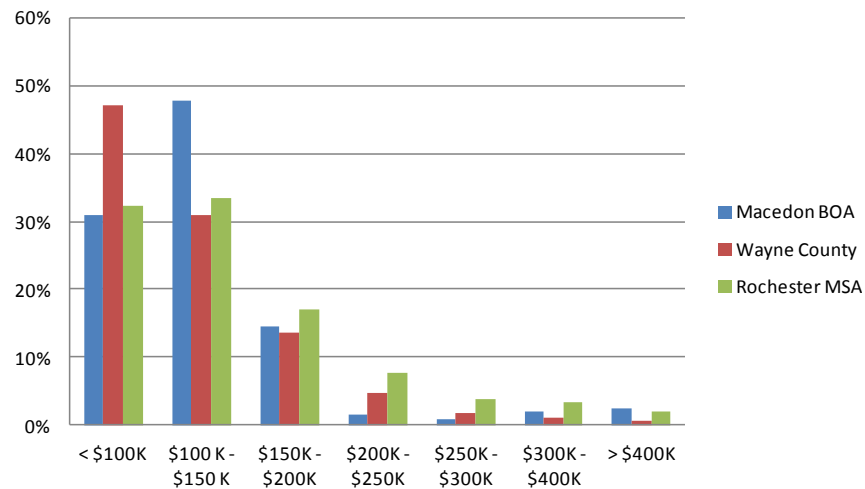
Source: ESRI

Residential Value & Market Conditions

Owner-occupied units in the BOA, County, and MSA have been generally increasing in value. The median home value in the MSA is slightly higher than the BOA and the County. Additionally, the median home value in the BOA is increasing at a slightly faster rate than those in the other two geographies.

For the Macedon BOA in 2010, nearly 80% of the housing units were valued below \$150,000 with 48% valued between \$100,000 and \$150,000. The Macedon BOA has a few units valued over \$400,000. The median home value for the Macedon BOA is \$120,125.

Owner Occupied Units by Value - 2012



According to Trulia, an 'all in one' real estate website, the average price per square foot for the Town of Macedon is \$95, which is an increase of 6.7% over the previous year. From October 12, 2012 to December 12, 2012 10 homes sold with a median sale price of \$144,000. This price is a slight increase over the previous year; however, the number of homes sold decreased by 52% during this time period. The website reports that there are currently 28 homes on the market right now (resale or new).

Downtown Residential Market

Downtown residential redevelopment has seen a strong comeback in recent years, as old underutilized buildings are repurposed as hip, loft style apartments. This type of residential redevelopment can be seen in some major cities such as Buffalo, Rochester, and Syracuse. While this type of resurgence of downtown living is occurring in the region, the research and interviews suggest that a project of that type would not be feasible in Macedon. The demand for housing is not strong and, therefore, the market does not warrant that kind of major investment. Affordability seems to be the most prominent reason that people decide to locate in Macedon, and with the area's low price points it is not feasible to attract a developer. People who are looking to live in "downtown" style apartments and multi-family units are looking for services and amenities within walking distance that they can enjoy. It appears as though at this time downtown residential will be unfeasible until further revitalization occurs.

Conclusions

The residential market analysis suggests that demand for housing in the BOA is not very strong; as there are high levels of units both for sale and for rent that are standing vacant. The age of the homes in the BOA could have something to do with the "soft" market as the units may not be well maintained and are unattractive to potential buyers.

With a focus on the affordability of Macedon, one opportunity is to build on the "family friendly" brand that Macedon does so well and work to attract young families who are looking for a community that is safe, has the small town feel, and has a high quality education system to serve their children. The community is close enough to major employment centers that parents can still get to work and with the increased focus of many young families to be involved with their community it can be a great way to kick start revitalization. Another asset of the community that is attractive to young families is the accessibility of outdoor space and trails, such as the Butterfly Trail, the Erie Canalway Trail, and other potential space on the north-side of the Canal. Improved connections from the downtown to the Canal will make it easier for Village residents to access these assets and take advantage of them. A mix of

passive and active uses will attract a variety of people, and fields (baseball, soccer, etc.) could be used to rent out to different organizations as well as benefit local residents.

Another major opportunity for the community is to focus on maintaining and improving existing residential building stock through grant and loan programs to property owners. These types of programs can help make units more energy efficient, accessible, and allow for general improvements to make them more attractive. Grants are available through the NYS Division of Housing and Community Renewal's Housing Trust Fund Corporation and the Village can apply and issue grants to property owners for improvements. Overall maintenance of the building stock will have a major impact on the Village's image.

Finally, there is likely going to be a growing demand for senior/assisted living type facilities as residents continue to age. There are some senior living units in the area, but the demand will continue to grow as current residents age and seek alternative housing yet wish to stay in the Village. The opportunity exists to find ways to keep residents in the Village and find ways to meet their needs and provide services as necessary.

TOURISM MARKET ANALYSIS

As part of the market analysis, a review of the tourism market was also conducted. The Village of Macedon is interested in increasing overall tourism activity in the Village and in the downtown to support local retailers and create economic opportunities. The following section outlines the existing tourism market as well as opportunities for the future.

Takeaway Findings

- Currently there is not enough of a reason for visitors to stay and spend time in Macedon.
- Significant focus and investment will need to be made to boost tourism and increase visitation, including new services, general streetscape enhancements, lodging facilities, and an overall increase in the number of attractions.
- There is potential to capitalize on the Canalway Trail users and bring in people who are interested in healthy living and outdoor recreation. Efforts to do this include increased events throughout the year, increased marketing of existing services, enhanced services, and improved connections between the Trail and downtown.
- There are no lodging facilities available in Macedon (other than camp sites), one option would be a bed and breakfast. For a bed and breakfast to be successful it would need to offer unique experiences to capture visitors and guests who would typically chose to stay in areas with more to offer.
- There are many examples of other communities making efforts to increase visitation. Macedon does not need to copy these efforts but should learn from others who have been working on this type of revitalization for longer to see what has worked in the past.

Current Tourism Facilities

The Village of Macedon does not currently have facilities to support a tourism market; there are no hotels, motels, bed and breakfasts or other lodging options for visitors. Furthermore, there are not very many restaurants or other services for visitors looking to spend even a night in Macedon. The Village relies on neighboring communities for chain restaurants and larger hotel establishments that visitors are typically more comfortable with. One aspect that is unique about Macedon is the opportunity to camp on the Erie Canal; however, there are no facilities for campers (showers, bathrooms, electrical outlets, etc.) which make it difficult to attract campers who are looking for accommodations along a multi-day bike ride or coming in from out of the region.

In addition to a lack of hospitality facilities for visitors, the Village also lacks retail establishments to serve both local and non-local needs. For example, while the Town of Macedon does have a kayak/canoe rental center, the Village does not have outdoor equipment outfitters that could encourage people to use the Village as their “base” for a day out. Interviews also suggest that there is a need for other services for people using the Erie Canalway Trail such as a coffee shop, ice cream shop, convenience store, gift shop, etc. All of this would bring more people off of the Canalway Trail into the Village.

Case Studies

The Erie Canal is deemed by many as the “Mother of Cities”, yet most of its “offspring” were small towns and villages that were simply farmland before the canal was built and grew around one or two primary employers. With most of the founding businesses long closed or departed, small population centers

along the Erie Canal are faced with a choice: close up shop or develop creative ways to spur economic development in the modern economy.

The following is a look at three Erie Canal communities that have chosen the latter: the Villages of Palmyra, Brockport, and Spencerport. For each event, attractions/activities, and business makeup is listed. This is not a comprehensive inventory; it simply provides some quick insight into how other communities are embracing their heritage through the events and amenities they offer to provide a spirited quality of life and place for their residents, workers, and visitors.

Village of Palmyra

The Village of Palmyra is located just east of Macedon on the Erie Canal. Its events and amenities are closely tied to its history as the birthplace of Joseph Smith, the founder of the Mormon faith, and its position along the Erie Canal. Palmyra and its residents have developed a strong identity rooted in a powerful sense of community and place.

Events

- **Hill Cumorah Pageant** - Outdoor theater production of the Pageant Story, includes seven performances every July: <http://www.hillcumorah.org/Pageant/>
- **Pirates of Erie Canal** - Annual costume bash held in August, includes live music, window painting contest, Jolly Roger 5K, and a bed race: <http://www.piratesoftheeriecanal.com/>
- **Canaltown Days** - Community canal festival held every September that includes craft booths, vendors, wagon rides, village tours, 5K race, boat rides, live performances and entertainment, fine arts show, car show, parade, etc.: <http://www.palmyracanaltowndays.org/home>
- **Wayne County Fair**: <http://www.waynecountyfair.org/>
- **Curling on the Canal**
- **Holiday Open House**
- **Palmyra Farmers Market**
- **Movies-in-the-Park**
- **Community Garage Sale**
- **Cemetery Tour**
- **July 4th Celebration**

Attractions & Activities

- **Ancient America Evidence Tours and Seminars**
- **The Museums of Historic Palmyra**: Alling Coverlet, Phelps General Store, Print Shop, Palmyra Historical Museum: <http://www.historicpalmyra.com/index.htm>
- **Tourist information center**
- **Ghost Hunting** (via. Historic Palmyra): <http://www.historicpalmyra.com/ghosts.htm>
- **Hill Comorah Historic Sites**: <http://www.hillcumorah.org/index.php>

Business

Palmyra's economy mostly consists of retail and other service related businesses. Retailers include several antique shops, gift stores, book store, and a florist. There are also 6 stores that sell groceries and a handful of motor vehicle and parts dealers. Several bed and breakfasts are also located in the Village.

Village of Palmyra: Economic Base					
Rank	Industry (by NAICS)	Businesses		Employees	
		Number	Percent	Number	Percent
1	Retail Trade	34	19.0%	114	9.3%
2	Other Services (except Public Administration)	34	19.0%	115	9.4%
3	Construction	14	7.8%	45	3.7%
4	Health Care & Social Assistance	13	7.3%	125	10.2%
5	Accommodation & Food Services	13	7.3%	227	18.6%
6	Finance & Insurance	11	6.1%	50	4.1%
7	Real Estate, Rental & Leasing	11	6.1%	27	2.2%
8	Public Administration	10	5.6%	102	8.4%
9	Professional, Scientific & Tech Services	8	4.5%	41	3.4%
10	Wholesale Trade	7	3.9%	44	3.6%
11	Arts, Entertainment & Recreation	6	3.4%	21	1.7%
12	Manufacturing	4	2.2%	97	7.9%
13	Business Support Services	4	2.2%	6	0.5%
14	Educational Services	3	1.7%	164	13.4%
15	Unclassified Establishments	3	1.7%	9	0.7%
16	Transportation & Warehousing	2	1.1%	20	1.6%
17	Information	2	1.1%	14	1.1%
	Total	179	100%	1,221	100%

Source: ESRI

Village of Brockport

The Village of Brockport, located about 20 miles west of Rochester, sponsors many events along the canal and within their downtown commercial district. Home to SUNY Brockport, many events are designed to bring college students and residents together - the Pizza Wars for example.

Brockport is a historic Victorian community with several period structures scattered throughout the Village. To maintain the community's architectural integrity, the Village has partnered with local property owners to secure several grants for façade and other aesthetic improvements. Walking and driving tour guides "Walk! Bike! Brockport" offer self-guided tours of the historic Village.

Events

- **Low Bridge, High Water** - A celebration of the seasonal opening of the Erie Canal. Canal history slide talks, Canal Mural presentation, Sculling Regatta, Stone Soup Auction, 5K race, Progressive Food Tasting, Band and Orchestra Music, 'Bluebird of Brockport' Talk & Signing, DeWitt Clinton Tugboat Dockside Tours, CROP Walk and more. [View the flyer](#)
- **Slide Talks** - Several held throughout the year on Clinton's Ditch, history of the Erie Canal, etc. Sponsors include the Canal Society and the Village of Brockport.
- **Barge Charge** - 5k race along the Canal path
- **"A Taste of Brockport" & Pizza Wars** - Separate food-related events to highlight Brockport's restaurant businesses
- **Summer Serenades** - Thursdays throughout July and August at Canalfront Welcome Center

- **"Erie Canal Rhapsody"** - Brockport Symphony Orchestra.
- **Brockport Arts Festival** - All-volunteer festival celebrating the arts with live entertainment, wine garden, vintage cars, farmer's market, kids fitness walks, and lots of artwork on display:
<http://www.brockportartsfestival.com/html/arts-fest.html>

Attractions & Activities

- **Canalfront Hospitality Program** - New Welcome Center designed to welcome boaters and visitors to the Erie Canal Port: <http://www.brockportny.org/html/community/canalfront.html>
- **Merchants' Activities** - Sidewalk Sales in the Summer, Open Houses for the Holidays to showcase the Village's commercial district
- **Morgan-Manning House** - 1854 homestead of some of the Village's first settlers:
<http://www.brockportny.org/html/history/morgan-manning.html>
- **Farmer's Market**
- **Emily L. Knapp Museum & library of Local History**
- Complete Event Calendar available on the Village's Website:
<http://www.brockportny.org/html/community/events.html>

Business

Due to SUNY Brockport, Educational Services is the largest industry by employment. On a per-business basis, Retail Trade is the largest industry in the Village. SUNY Brockport students make up a significant segment of the retail consumer population, which is demonstrated by the mix of retail offerings: book stores, electronics and appliance stores, sporting goods stores, body-piercing and tattoo shops, full-

service restaurants including several pizza parlors, etc.

Village of Brockport: Economic Base					
Rank	Industry (by NAICS)	Businesses		Employees	
		Number	Percent	Number	Percent
1	Retail Trade	48	17.9%	167	3.2%
2	Other Services (except Public Administration)	38	14.2%	282	5.5%
3	Health Care & Social Assistance	35	13.1%	486	9.4%
4	Public Administration	23	8.6%	197	3.8%
5	Professional, Scientific & Tech Services	20	7.5%	62	1.2%
6	Accommodation & Food Services	18	6.7%	199	3.9%
7	Real Estate, Rental & Leasing	14	5.2%	42	0.8%
8	Finance & Insurance	13	4.9%	43	0.8%
9	Construction	12	4.5%	133	2.6%
10	Educational Services	12	4.5%	2,985	57.9%
11	Business Support Services	7	2.6%	35	0.7%
12	Wholesale Trade	5	1.9%	18	0.3%
13	Information	5	1.9%	105	2.0%
14	Manufacturing	4	1.5%	310	6.0%
15	Transportation & Warehousing	4	1.5%	44	0.9%
16	Arts, Entertainment & Recreation	4	1.5%	7	0.1%
17	Unclassified Establishments	3	1.1%	5	0.1%
18	Agriculture, Forestry, Fishing & Hunting	1	0.4%	1	0.0%
19	Utilities	1	0.4%	1	0.0%
20	Management of Companies & Enterprises	1	0.4%	35	0.7%
	Total	268	100%	5,157	100%

Source: ESRI

Village of Spencerport

The Village of Spencerport is located about halfway between Brockport and Rochester. Of the three villages profiled, Spencerport seems to have embraced its position along the canal to the fullest to offer modern recreation amenities, activities, and events within walking distance of the docking areas. Additionally, Spencerport has several parks and open spaces that provide areas for active recreation including organized sports as well as hiking and biking paths. The parks also provide sheltered areas suitable for a range of gatherings from family reunions to formal meetings.

Events

- **Village to Village Race** - 12K regatta for small boats, race from Spencerport to Brockport: <http://www.spencerportdepot.com/events.html>
- **Canal Days** - Fair-style festival held every July includes the “Canaligator” race (with \$50-\$500 prizes donated by local businesses), concerts, storytelling, car show, arts & crafts fair, and commercial exhibitors
- **Spencerport Fireman’s Carnival** - Held annually in June and includes a “kiddie parade”, fireman’s parade, carnival rides, games, food, etc.
- **Concerts on the Canal** - Every Sunday afternoon throughout the summer, concerts are free with food available for purchase

Attractions & Activities

- **Depot & Canal Museum** - Houses many historic items from the Erie Canal and contains a visitor center that caters to boaters: <http://www.spencerportdepot.com/>

- **Springdale Farm** - Agricultural education facility that serves as a day program site for adults with developmental disabilities: <http://www.springdalefarm.org/>
- **Pineway Ponds Park** - (located ¼ mile north of the Village in the Town of Ogden) includes lodges, athletic fields, splash pads, large playground, climbing wall, skate board park, pond, restrooms, and open space for sports, hiking, and fishing: <http://www.ogdenny.com/TownGovernment/Departments/ParksandRecreation/ParksFacilities/#PinewayPonds>
- **Northampton Park** - hiking trails, picnic areas, skiing and sledding hills
- **Golf Courses** - There are roughly 6 golf courses between Spencerport and Brockport.

Business

Spencerport's economy is based in retail trade and service-related industries. A variety of gift shops, boutiques, restaurants, coffee shops, grocery stores, jewelry store are located within walking distance of the canal docking area, which makes Spencerport an ideal stop for boaters as well as bikers and others using the canal-trail.

Village of Spencerport: Economic Base					
Rank	Industry (by NAICS)	Businesses		Employees	
		Number	Percent	Number	Percent
1	Retail Trade	35	15.9%	140	8.9%
2	Other Services (except Public Administration)	32	14.5%	105	6.7%
3	Health Care & Social Assistance	27	12.3%	280	17.8%
4	Construction	19	8.6%	112	7.1%
5	Accommodation & Food Services	19	8.6%	240	15.3%
6	Professional, Scientific & Tech Services	12	5.5%	61	3.9%
7	Finance & Insurance	11	5.0%	57	3.6%
8	Educational Services	10	4.5%	161	10.2%
9	Public Administration	9	4.1%	171	10.9%
10	Manufacturing	8	3.6%	54	3.4%
11	Administrative & Support & Waste Management &	8	3.6%	30	1.9%
12	Wholesale Trade	7	3.2%	26	1.7%
13	Real Estate, Rental & Leasing	7	3.2%	56	3.6%
14	Information	6	2.7%	49	3.1%
15	Arts, Entertainment & Recreation	5	2.3%	16	1.0%
16	Unclassified Establishments	3	1.4%	9	0.6%
17	Agriculture, Forestry, Fishing & Hunting	1	0.5%	2	0.1%
18	Transportation & Warehousing	1	0.5%	4	0.3%
	Total	220	100%	1,573	100%

Source: ESRI

Conclusions

Based on the information gathered during the interview process and a review of neighboring communities, the Village has a number of assets and opportunities that can be useful in building the tourism economy and attracting more visitors, including:

Attractions: There needs to be multiple reasons for people to visit Macedon so that they will come and stay for a period of time. The primary attractions are the Erie Canalway Trail and the Butterfly Trail, but there are opportunities for additional events throughout the year. Some ideas include:

- A history museum that will educate visitors about the history of Macedon, the Erie Canalway Trail, the Underground Railroad, and other events important to Macedon and Central NY.

- Expanded green space adjacent to the Erie Canalway could expand the idea that Macedon is a great place for regional residents to come for the day for a picnic and bike ride. Additional park space could also increase the number of available camp sites, which is a unique asset that Macedon should attempt to capitalize on.

The grounds of the park space could offer some kinds of shelter or flexible public space that can be rented out and used by groups for parties and other events. The shelters would not need to be anything elaborate, but could include some outbuildings with chairs, tables and electricity.

- Additional events throughout the year such as festivals, parades, running races, music on the canal, and other occasions that will attract people to Macedon.
- Overall improvement of the streetscape will help the downtown be a more inviting place to be. Murals, street trees, public art, more visible crosswalks, and other improvements will make the downtown more appealing to visitors and entice people that are passing through to stop or come back.
- Increase visibility and signage to get from the canal to the downtown including traditional signage and maps as well as other more unique options such as painting footprints on the sidewalk/road indicating the best way to downtown.

Canalway Facilities: The Erie Canalway attracts many people throughout the year; bicyclists, heritage tourists, and families visit the area to see a piece of history and make use of one of New York State's greatest trails. Building on this asset will be one of the most important pieces in expanding tourism in Macedon.



- Increased access to bikes and other rental equipment will make Macedon a more likely “starting place” for visitors looking to make use of the Canalway Trail, which will lead to more time and money being spent in the Village. For example, the Village should try to attract a bike rental/repair shop to locate in the Village with clear instructions on how to get to the Trail and easy parking access to people can start their ride in the Village. Another example is a company that rents kayaks and also offers services such as picking and dropping people off at various places along the Canal.
- Build on a “health living” theme in the Village and encourage more trails throughout the Village, farmers markets, outdoor activities, community engagement, festivals, and other events that will showcase the Village’s commitment to healthy living and outdoor recreation.
- Update all marketing materials that reference Macedon and the Erie Canalway Trail to make sure they have current information and a full listing of all local services and attractions such as the Butterfly Trail and other recreation related and retail services. Work to get the Macedon name into as many appropriate brochures and travel websites as possible.
- Increase bike conveniences throughout the Village to make it a safe place to bike with bike racks, bike lanes, bike repair services, lockers, showers/bathrooms, etc., all in an effort to make it attractive to people who are biking/walking along the Erie Canalway Trail and in need of related services.
- Expand marketing of the ability to camp overnight along the Trail. The Village will need to invest in creating facilities for the patrons who are staying overnight, but it will be worth it to make it more attractive and popular among those who are looking for regional camp sites.

Visitor Services: Once visitors get to Macedon it is important that they have a reason to stay and the services necessary to do so.

- Coffee shops, delis, ice cream shops and other services will be a welcome sight for many users of the Canalway Trail as they are often looking for places to explore off the Trail. Having these items directly on the Trail in the form of food trucks or temporary stands would work, as well as having clear instructions and details of what can be found elsewhere in the Village. Bikers will venture off the Trail as long as it is clear where they are going and that they will find what they are looking for.
- A major hotel is not feasible at this time, but a bed and breakfast or other type of small boutique lodging facility could add another element to the Village that does not currently exist. It should be easily accessible from both the downtown and the Canal and offer unique opportunities for guests. Examples include biking packages (brown bag lunch and bike rental or free pick up at the end of the day), offering stays to riders at reduced rates, hosting happy hours (local beers and wines) and other events on site for guests that make it a fun place to stay.

APPENDIX D BRAND POSITIONING



ERIC MOWER + ASSOCIATES



VILLAGE OF MACEDON BRAND POSITIONING SUMMARY

Marketing and Research Services
Eric Mower + Associates

November 2013

The Meaning of Brand

What is a brand and why is it important?

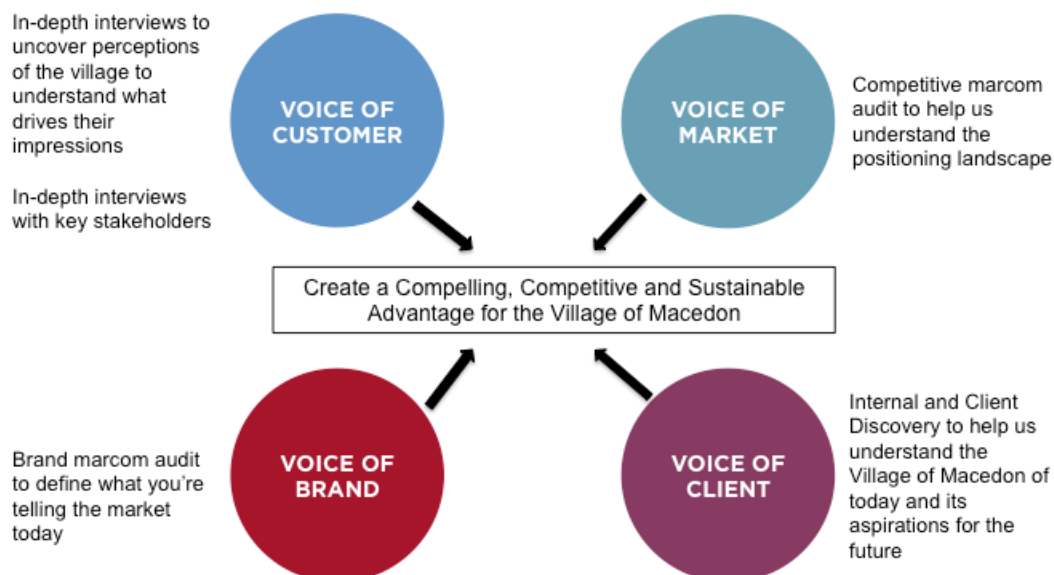
A brand is many things. But, it is not just a name, a logo, or a slogan. A brand is not just advertising, taglines, color schemes, or the sign on main street. All these things help build and communicate the brand, but they are not “the brand.”

Rather, a brand is the total of all these and more. And perhaps most importantly, a brand is the sum of all the attitudes the resident, visitor and business have and what those attitudes say to others. The cumulative effect of virtually each and every interaction between the brand and its users.

The best brands differentiate one community over others. Brands not only separate, but they also differentiate the relationship a community has with its audiences. And do so in ways that continually build loyalty. A brand is facts, opinions, emotions, experiences and must deliver on its promise faithfully.

Where does the Village of Macedon’s brand come from?

Great brands don’t stretch the imagination. They’re organic. They evolve and grow from history, culture, mission, vision, and values, as well as from the beliefs of those who know you. They are the cross between what is differentiating from your competitive set, what is motivating from your residents’ and visitors’ perspective, and what’s valid to you internally.



Creative Brand Expression

Independently Authentic

When a place is authentic, it is not false or copied. To be authentic, it needs to be genuine and real. It's a place that has roots and vision based on original ideas, built from the ground up. No official seals or stickers. No plaques or certificates needed. And with the Village of Macedon, that authenticity is unmistakable.

Doers, dreamers, builders, adventurers – that is the Village of Macedon. A grassroots community that refuses to be bound by limitations or restricted by geography. It is a community positioned for success, that easily connect tourists and residents alike with unique entry points, experiences, and enterprise.

With its eclectic stores, old beauty, and entrepreneurial spirit, the Village of Macedon is true to its nature and to yours, no matter what that nature may be. Macedon is a community that is both blue collar and artisan. It's about wide open spaces and opportunity. Low taxes and high hopes. It's no accident that so many entrepreneurs have staked their claim here or that the community still maintains a strong economic base. The Village of Macedon has never waited for the future; it built it.

If you're looking for a place that is true and genuine; one that embraces history while at the same time cultivates new ideas; a place with unbridled opportunity that still maintains an old world feel, you will find it here. The Village of Macedon. Independently authentic.

What makes us different

[illegible]

Competitor	Tagline	Key Messages
Brockport	<i>The Victorian Village on the Erie Canal</i>	<i>Very boat friendly</i> <i>Picturesque</i> <i>A great place to bike</i>
Pittsford	Positively Pittsford	<i>A family and community oriented canal town with some upscale flare.</i> <i>Fit-Green-Healthy</i> <i>Clean and quaint</i>
Fairport	Front Porch Friendly	<i>All-American</i> <i>Great for kayaks/canoes</i> <i>Local/homegrown</i>

The Constituency

What motivates our residents

On the Village

- It's still a small community. Everybody knows everybody for the most part. It really does make it a nice community that way, but it still does retain its small-town feel."
- "There are college kids that come in and will play music and drink lattes with us, and then we have groups with people that are 70 and older, teaching them."
- "My parents moved to Macedon 40 years ago and then it was cow country, farming community. It is not anymore. It is a commuter suburb for Rochester."
- "If you can't find a conversation or someone to talk to, there's something wrong with you."
- "It's just a quaint little village and I enjoy being part of that and helping keep it that way."

On Businesses

- "My brother opened up a book store and coffee shop, but it's really more of a community center."
- We really enjoy the village, and it sparked a lot of interest in the village that we were doing this [renovating], because it looked a little run down."
- "We are just getting to the point where it's paying for itself. It has been a labor of love."
- "We have a waiting list [for artists]. It's very difficult to get it all set up and have all your friends come. We have over a two year waiting period right now."

Macedon's 'Hidden Gem'

- "Well definitely the canal is a huge draw. It's not developed hugely but it would be nice to see a little bit more attention to it."
- "You've got to visit these local shops. There are two antique shops with owners that are amazing wonderful people. Then there's that new Purple Painted Lady and, of course, the book store. I mean, who doesn't love John. That's such a trip going in there."
- "When you go down there make sure you look for the gnome house. There are actually two gnome houses and my husband made them, but you have to look for them. There's no signs that say "gnome house". They're not hidden, but they're among the trees."
- "We've been doing psychic nights at least once a month, totally booked, 20-22 people. It's intense. French night, Spanish night, German night; German night got so big that they meet on their own."

Brand Architecture

Many things make up brands and brand identity. They can be tangible or intangible, quantifiable or theoretical, rational or emotional. Regardless, brands are composed of specific qualities that grow out of history, culture, mission, vision and values. These qualities, when expressed actively through our organization, products, people and communications, connect with your audience and bring the brand to life.

“Independently Authentic”

Reward

A Unique Experience

Benefit

Adaptable, Integrated, and Purpose Driven Community

Feature

Grassroots

- Butterfly Trail
- No normal limitations
- Doers
- Come to work, grow and live
- Craftsmanship
- Sink your teeth in
- Roll up your sleeves mentality
- Earned successes
- Industrious
- Advocacy for history
- A lot of neighbors, a lot of life

Novel Approach

- Doing it your way
- Dreamers
- Spontaneity
- Artisan
- Idea Exchange
- Language Nights
- Old beauty
- Use what we have, resourceful
- Stores to explore
- Eclectic by nature

Foundation

- History everywhere
- Low taxes
- Manufacturing base
- Built in target audiences
- Open spaces
- Inclusive community
- Canal access
- Suburb of Rochester
- Community events
- Connected
- Atmosphere of economic development



Village of Macedon Brand Positioning

June 19, 2013



How We Got Here

DISCOVERY ACTIVITIES

In-depth interviews to uncover perceptions of the village to understand what drives their impressions



In-depth interviews with key stakeholders



DISCOVERY ACTIVITIES

In-depth interviews to uncover perceptions of the village to understand what drives their impressions

In-depth interviews with key stakeholders



Competitive marcom audit to help us understand the positioning landscape



DISCOVERY ACTIVITIES

In-depth interviews to uncover perceptions of the village to understand what drives their impressions



In-depth interviews with key stakeholders



Competitive marcom audit to help us understand the positioning landscape

Brand marcom audit to define what you're telling the market today



DISCOVERY ACTIVITIES

In-depth interviews to uncover perceptions of the village to understand what drives their impressions

VOICE OF
CUSTOMER

In-depth interviews with key stakeholders

VOICE OF
MARKET

Competitive marcom audit to help us understand the positioning landscape

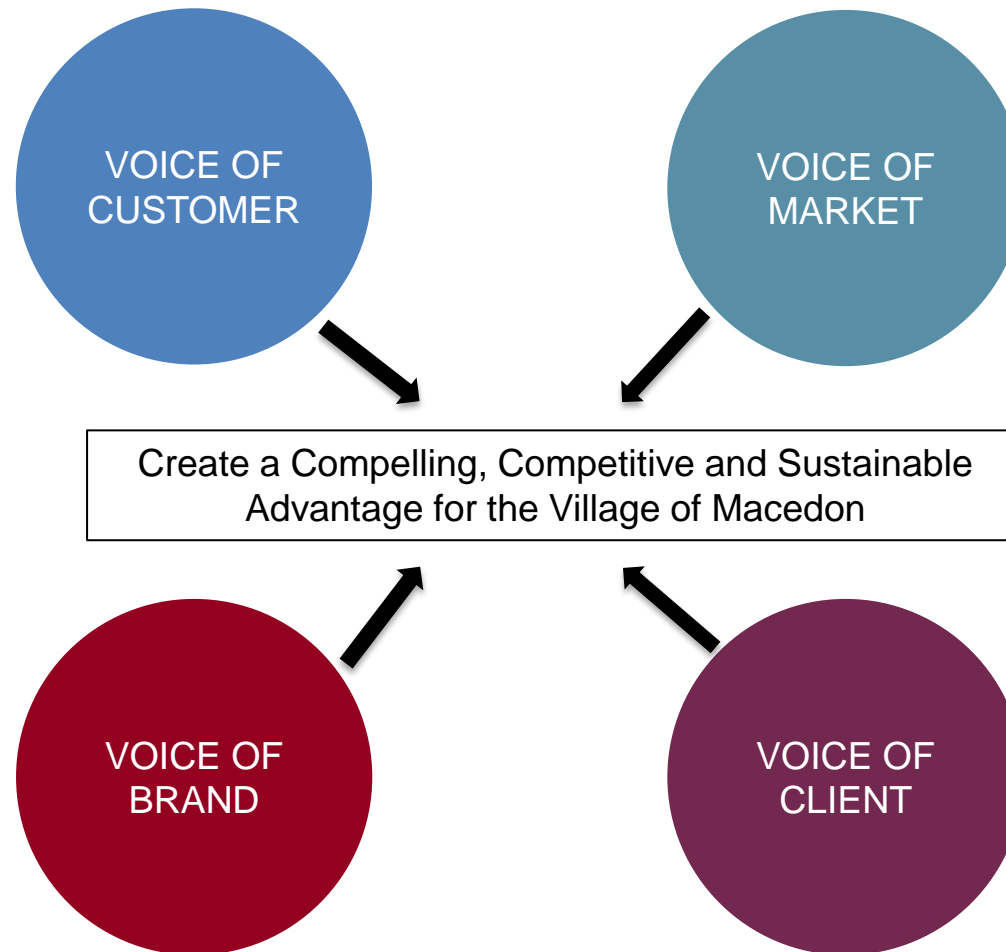
Brand marcom audit to define what you're telling the market today

VOICE OF
BRAND

VOICE OF
CLIENT

Internal and Client Discovery to help us understand the Village of Macedon of today and its aspirations for the future

THE BUSINESS OPPORTUNITY





Voice of Market

Brockport is...

- ✓ *Very boat friendly*
- ✓ *Picturesque*
- ✓ *A great place to bike*

“The Victorian Village on the Erie Canal”

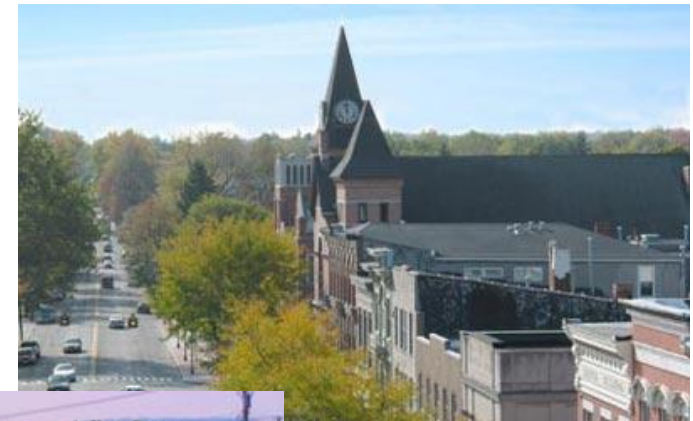
Brockport’s welcome center boasts top-notch facilities for boaters, as well as bicycles and wagons that are free to use for the day.

There are many cultural activities there which include “Art walks” on the canal and “Summer Serenades” which is a concert series taking place in the summer. Many people enjoy seeing the lift bridge and learning about the Erie Canal’s history.

Additionally, Brockport’s local shops include an impressive independent book store, a regular sidewalk sale, and several iconic bars and restaurants.

Popular activities include:

- Biking/walking tours of the canal
- Brockport’s Canal Days festival
- Kayaking
- “Parade of Lights” in the winter



Pittsford is...

- ✓ *Upscale*
- ✓ *Fit-Green-Healthy*
- ✓ *Clean and quaint*

A family and community oriented canal town with some upscale flare.

Pittsford has many boutique shops, including clothing stores, cafes, and even bike shops.

“Positively Pittsford” is one example of the many free community events that takes place in the village. Other events include movie nights, a Summer concert series, and a local triathlon.

The waterfront area is home to several unique restaurants, shops and some tour boats which operate up and down the Pittsford canal area.

Pittsford is more well known for its very clean and high-quality waterfront area which is more conducive to biking and walking, rather than boating. The town’s green initiatives and many athletes running/biking along the canal paint a picture of a more affluent and health conscious area.



Fairport is...

- ✓ *All-American*
- ✓ *Great for kayaks/canoes*
- ✓ *Local/homegrown*

“Front-porch Friendly”

Fairport is a slightly larger canal town with a very developed dock area for boats. Adhering to their “front-porch friendly” slogan, there are many community festivals and activities here throughout the year.

One of the most well-known attractions in Fairport are their very large Canal Days festivals which bring in about 200,000 people each year. On top of that, Fairport is known for its farmer’s market, music and food festival, sidewalk sales, and gazebo concert series.

Despite not having formal facilities for boaters, Fairport is one of the more watercraft oriented canal towns, having themed boat shows such as the steamboat flotilla, as well as a very successful kayak rental facility.

Fairport is listed as one of the top 100 places to live, and achieves its spot on the list by reinforcing its image as a classic American community.





Voice of Brand

Macedon is...

- ✓ *A blank slate*
- ✓ *Less developed*
- ✓ *Full of potential*

The village with a great deal of opportunity

Macedon is not very well known by other canal towns. Most people say that they have either biked/driven through, or only heard of it.

Despite its small size compared to places like Brockport and Fairport, Macedon seems to have an active community that seems to do many of the same things as other canal towns, such as movie nights, free concerts, and festivals.

Macedon is more well known by boaters because of lock 30 and its status as a great gateway in and out of the canal. Other people mentioned the benefits of Macedon being its better than average fishing, and also its undisturbed natural scenery.

Most people familiar with Macedon think of it as a decent afternoon getaway on a bicycle, rather than a walking/driving/boating destination.



Challenges and Opportunities

Challenges

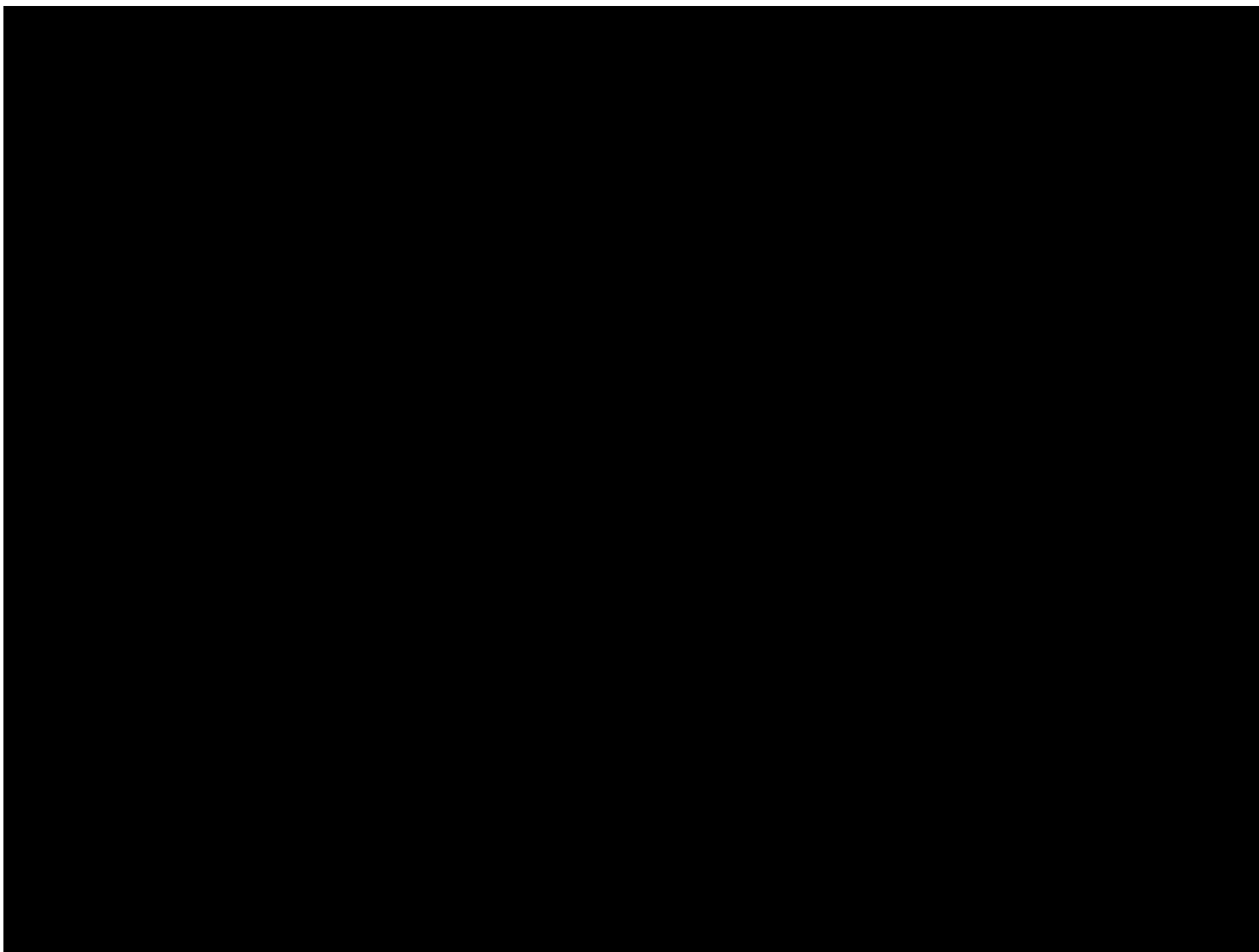
- Unlike other successful canal towns, Macedon's main street isn't adjacent to or integrated with the canal. This can make it more difficult for tourists and visitors to see an obvious connection between the village and the canal.
- Macedon is not as developed as Fairport, Brockport, Lockport, etc., therefore potential tourists may see Macedon as boring or not worth their time to go explore.
- While there is a camping area designated at the lock, there are no facilities/amenities available to boaters such as electricity, bathrooms/showers, wi-fi, and TV like there are at Brockport and Spencerport.
- Awareness that Macedon even provides attractions like festivals and movie nights is low.

Opportunities

- Since there are so many community themed events already occurring, it is evident that the human resources necessary to improve the village's image are present.
- The less developed and more natural setting can be a differentiator for the village. Possibly expanding on the outdoor activities available to mountain biking/camping/hiking enthusiasts could put Macedon on the map.
- Potential benefits in developing the waterfront area with more events, sights, activities so cyclists and boaters would be more inclined to stop and explore.
- The presence of at least a few coffee shops and specialty stores (antique/consignment shops), provides interesting destinations for visitors within the village itself.
- Improving the physical connection between the village and the canal could provide opportunities to include more attractions for visitors. Things like the Butterfly Trail are a good example. Make it easy and fun to get from the village to the canal. Make the trip between the two more than just a walk, but an activity in itself.



Voice of Customer



On the village...

- *“It’s still a small community. Everybody knows everybody for the most part. There’s been some development with the assisted living sites down here, so it really does make it a nice community that way, but it still does retain its small-town feel.”*
- *“There are college kids that come in and will play music and drink lattes with us, and then we have groups with people that are 70 and older, teaching them.”*
- *“My parents moved to Macedon 40 years ago and then it was cow country, farming community. It is not anymore. It is a commuter suburb for Rochester.”*
- *“If you can’t find a conversation or someone to talk to, there’s something wrong with you.”*
- *“I’ve never lived in a little village before. We lived in Irondequoit before, and it didn’t have this close little sense of community as much. It’s just a quaint little village and I enjoy being part of that and helping keep it that way.”*

On the businesses...

- *“My brother opened up a book store and coffee shop, but it’s really more of a community center.”*
- *“Overall we do not see the kind of traffic that they have in Spencerport or Fairport. It’s unfortunate because it really should be geared towards them.*
- *We really enjoy the village, and it sparked a lot of interest in the village that we were doing this [renovating], because it looked a little run down.”*
- *“We are just getting to the point where it’s paying for itself. It has been a labor of love.”*
- *“We have a waiting list [for artists]. We tried to do it every four to six weeks, but we found that every 8 weeks works out best for us. It’s very difficult to get it all set up and have all your friends come. We have over a two year waiting period right now.”*

What is Macedon's "hidden gem?" ...

- *"Well definitely the canal is a huge draw. It's not developed hugely but it would be nice to see a little bit more attention to it. I love to run so I'm back there all the time and there's always bikers and walkers."*
- *"You've got to visit these local shops. There are two antique shops with owners that are amazing wonderful people. Then there's that new Purple Painted Lady and, of course, the book store. I mean, who doesn't love John. That's such a trip going in there."*
- *"We're on our way east in our camper. We did the wine tours and we thought we'd come up here and visit the canal."*
- *"When you go down there make sure you look for the gnome house. There are actually two gnome houses and my husband made them, but you have to look for them. There's no signs that say "gnome house". They're not hidden, but they're among the trees."*
- *"We've been doing psychic nights at least once a month, totally booked, 20-22 people. It's intense. French night, Spanish night, German night; German night got so big that they meet on their own."*

Positioning rolls up all this into a platform for building competitive advantage

- A clear, distinctive, and desirable place in relation to competing communities in the mind of the target audience.



POSITIONING OBJECTIVES

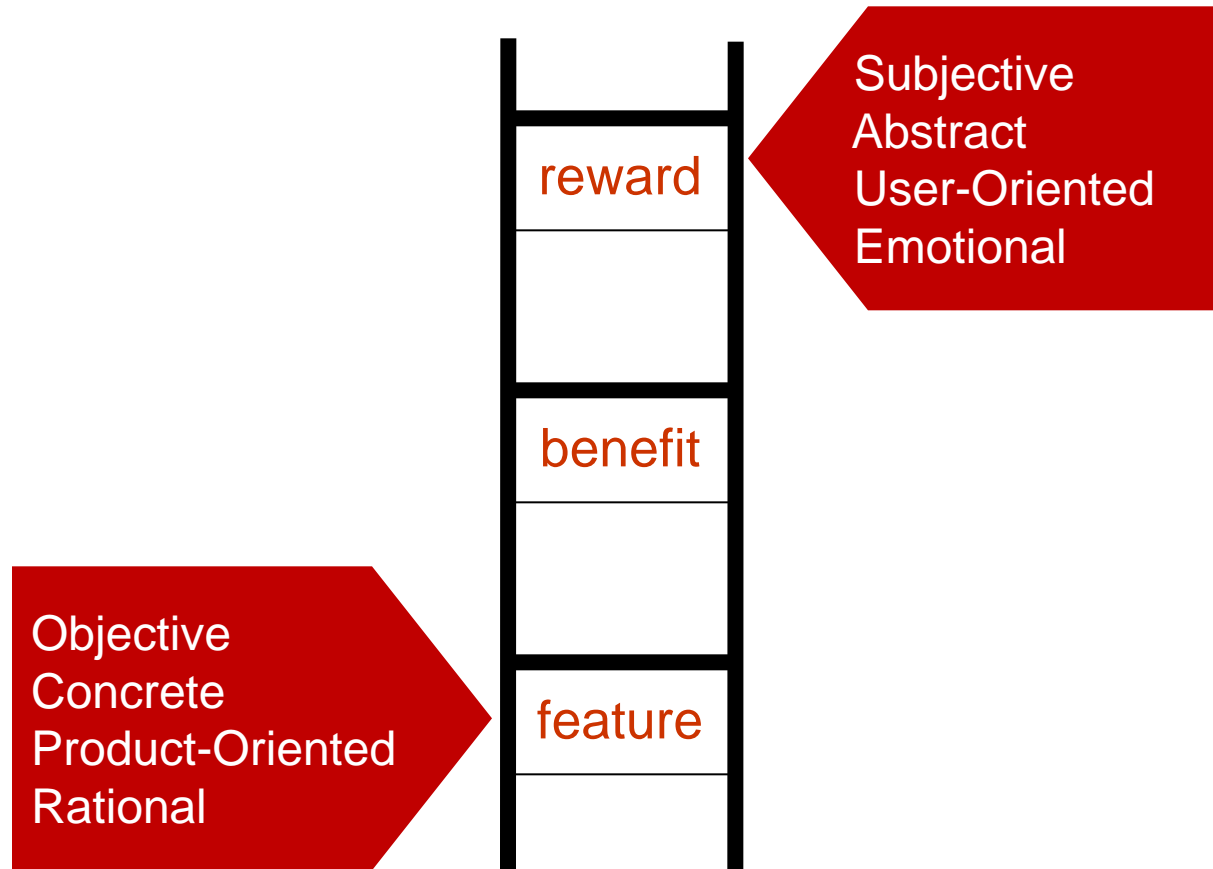
- Distinguish, separate, inspire and compete.
- Become identifiable with a positive and desirable trait.
- Forge stronger relationships with internal audiences, customers, influencers and visitors.
- Ensure consistent brand behaviors and brand experiences.
- Provide a roadmap and direction for marketing and communications.



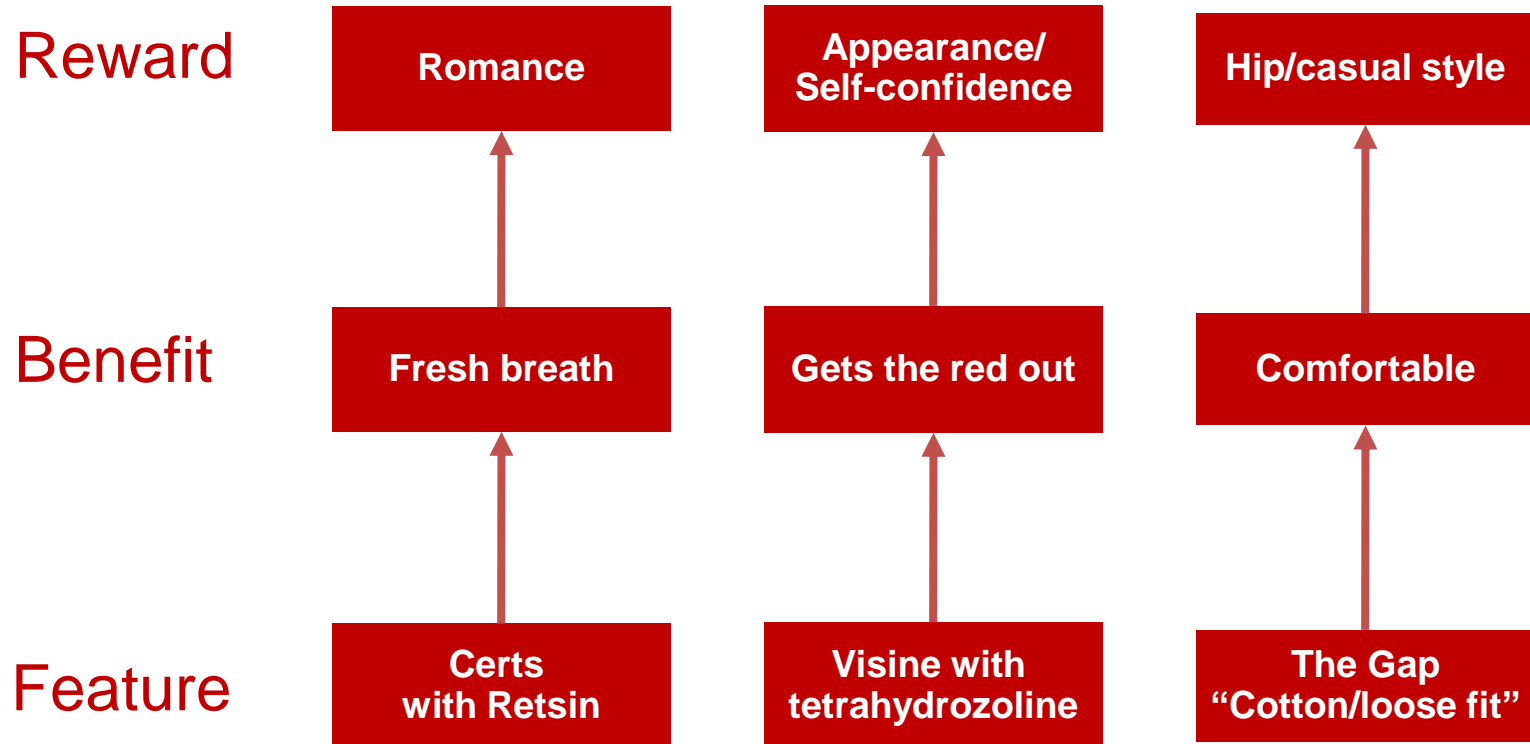
EMA's Approach



LADDERING



LADDERING EXAMPLES



A few notes...

- What you'll be seeing.
- Three positions/positioning strategies and informational/inspirational expressions.
- The expressions are not ads or even rough ads, but are strategic directions articulated with a tone of voice and more “texture” than is possible with a basic strategy statement. In other words, they are creative expressions of the value proposition inherent in the position.
- We believe branding is partly about emotion, and while higher emotional content often does not “test well” in a quantitative setting, we believe we need to keep the emotional content high throughout the exploratory phase without unintentionally testing creative tactics.

“Renaissance”

Reward

Prepared for the Future

Benefit

A Community Designed for Success

Feature

History/Culture

- Deep roots
- Blacksmithing
- Tanneries
- Unexpected
- Not yupp-ified
- Remain quaint
- Neighborly
- Language nights
- Wayne County Writer’s Guild
- Spontaneous conversations

Commitment to Change

- Blank canvas
- Community that works together
- Actioneers
- Built in target audience
- Long term thinking
- Try new things
- Village pride
- Macedon Partners
- Discretionary income

Center

- Canal and boat launch
- Urban fringe
- Suburb of Monroe
- Connected (Lock, access from all points, highways)
- Stores to explore
- Walkable
- Linear activities
- The “base” for a day out
- Strong manufacturing

“Renaissance”

There's something exciting happening in the Village of Macedon. Things are changing. People are gathering here, building here, finding beauty and community here. Macedon is experiencing a unique type of renaissance; a rebirth of its heritage with an eye toward the future. And it's creating opportunities for everyone who passes through.

People are discovering that just outside the urban fringe of Rochester, there is a charming canal town that embraces change but holds fast to past history and values. Visitors arrive by waterway and highway to visit quaint shops or hike trails made by hand by its residents. Professionals and blue collar alike come from surrounding towns to work in its bustling manufacturing sector. Whether you prefer a big city experience or deep roots tied to open spaces and entrepreneurship, the Village of Macedon embodies both.

How? Here, you'll find writing circles and urban lofts. Artisans lunching with men in suits. A homemade hiking trail near the highway. New development happening next to a historic landmark. The town's location, economy and spirit make it ripe for continuous growth and change, and provides ample opportunity for the people who work and live here. It's the perfect place to chase – and live – a dream.

“Connected”

Reward

A Perfectly Positioned Community

Benefit

The Nexus of Geography, Economies and Values

Feature

Explore

- Canal
- Main Street
- KOA
- Butterfly Trail
- Wildlife
- Careers
- History
- Experience-oriented play
- Gravino Park
- Unexpected

Gateway

- Rt 31/350/highways
- Suburb of Rochester
- Seasonal starts
- Boat launch
- The Base
- Walkable
- Start-ups/ grassroots mentality
- Pathways
- 1,000 workers in every day
- Fingerlakes

Balance

- Low cost of living
- Small town feel
- Community pride
- Manufacturing and arts
- Urban and rural
- Friendly
- Family focused
- Privacy and open space
- Committed to grow
- Involved at all levels
- Deep roots

“Connected”

Some communities are bound by limitations. Restricted by their geographies. Constrained by lack of access, opportunities, and initiative. Those communities that are positioned for success easily connect tourists and residents alike with unique entry points, experiences, and enterprise.

The Village of Macedon is a community alive with possibilities. A community uniquely linked to resources and region like few others. Perfectly positioned between the Finger Lakes and the Rochester metro area, Macedon serves as the daily connector for 1,000+ commuters that are part of its thriving manufacturing sector. Connected to the Erie Canal and trailways. Connected to its roots of independent values and independent thought. Connected to nature through its open spaces and experience oriented play. Connected as a community.

Whether its your start, your way point, your destination or your base, the Village of Macedon offers the perfect balance of past and future. Of small town charm and urban access. Of strong businesses and strong community. The Village of Macedon. Truly connected.

“Independently Authentic”

Reward

A Unique Experience

Benefit

Adaptable, Integrated, and Purpose Driven Community

Feature

Grassroots

- Butterfly Trail
- No normal limitations
- Doers
- Come to work, grow and live
- Craftsmanship
- Sink your teeth in
- Roll up your sleeves mentality
- Earned successes
- Industrious
- Advocacy for history
- A lot of neighbors, a lot of life

Novel Approach

- Doing it your way
- Dreamers
- Spontaneity
- Artisan
- Idea Exchange
- Language Nights
- Old beauty
- Use what we have, resourceful
- Stores to explore
- Eclectic by nature

Foundation

- History everywhere
- Low taxes
- Manufacturing base
- Built in target audiences
- Open spaces
- Inclusive community
- Canal access
- Suburb of Rochester
- Community events
- Connected
- Atmosphere of economic development



“Independently Authentic”

When a place is authentic, it is not false or copied. To be authentic, it needs to be genuine and real. It's a place that has roots and vision based on original ideas, built from the ground up. No official seals or stickers. No plaques or certificates needed. And with the Village of Macedon, that authenticity is unmistakable.

Doers, dreamers, builders, adventurers – that is the Village of Macedon. A grassroots community that works hard to keep its heritage alive but at the same time embraces unique ideas and puts them to work. The Village of Macedon is as diverse as its residents, and embodies the spirit of “off the beaten path.”

And we're more than ok with that.

With its eclectic stores, old beauty, and entrepreneurial spirit, the Village of Macedon is true to its nature and to yours, no matter what that nature may be. Macedon is a community that is both blue collar and artisan. It's about wide open spaces and opportunity. Low taxes and high hopes. It's no accident that so many entrepreneurs have staked their claim here or that the community still maintains a strong economic base. The Village of Macedon has never waited for the future; it built it.

If you're looking for a place that is true and genuine; one that embraces history while at the same time cultivates new ideas; a place with unbridled opportunity that still maintains an old world feel, you will find it here. The Village of Macedon. Independently authentic.

- **Differentiating:** Does this clearly separate us from other communities in the area?
- **Motivating:** Do residents, visitors, business owners, and customers value this and find it persuasive?
- **Validity:** Can we substantiate this? Can we build case studies? Proof-points?

BRAND STRATEGY SUMMARY

Platform	Brand Opportunity <i>we are branding:</i>	Strategic Theme(s)
Renaissance	Prepared for the future	A community committed to work together and grow. A place with deep roots, steady growth, and unexpected pleasures.
Connected	A perfectly positioned community	A village not bound by limitations and connected to the region. Perfectly positioned geographically, economically and idealistically.
Independently Authentic	A unique experience	Macedon is like no other place. It's where individuality is encouraged and celebrated. Authentic by nature, not by design.





Discussion



APPENDIX E FULL ENVIRONMENTAL ASSESSMENT FORM

Full Environmental Assessment Form
Part 1 - Project and Setting

Instructions for Completing Part 1

Part 1 is to be completed by the applicant or project sponsor. Responses become part of the application for approval or funding, are subject to public review, and may be subject to further verification.

Complete Part 1 based on information currently available. If additional research or investigation would be needed to fully respond to any item, please answer as thoroughly as possible based on current information; indicate whether missing information does not exist, or is not reasonably available to the sponsor; and, when possible, generally describe work or studies which would be necessary to update or fully develop that information.

Applicants/sponsors must complete all items in Sections A & B. In Sections C, D & E, most items contain an initial question that must be answered either “Yes” or “No”. If the answer to the initial question is “Yes”, complete the sub-questions that follow. If the answer to the initial question is “No”, proceed to the next question. Section F allows the project sponsor to identify and attach any additional information. Section G requires the name and signature of the project sponsor to verify that the information contained in Part 1 is accurate and complete.

A. Project and Sponsor Information.

Name of Action or Project:		
Project Location (describe, and attach a general location map):		
Brief Description of Proposed Action (include purpose or need):		
Name of Applicant/Sponsor:		Telephone:
		E-Mail:
Address:		
City/PO:	State:	Zip Code:
Project Contact (if not same as sponsor; give name and title/role):		Telephone:
		E-Mail:
Address:		
City/PO:	State:	Zip Code:
Property Owner (if not same as sponsor):		Telephone:
		E-Mail:
Address:		
City/PO:	State:	Zip Code:

B. Government Approvals

B. Government Approvals Funding, or Sponsorship. (“Funding” includes grants, loans, tax relief, and any other forms of financial assistance.)

Government Entity	If Yes: Identify Agency and Approval(s) Required	Application Date (Actual or projected)
a. City Council, Town Board, <input type="checkbox"/> Yes <input type="checkbox"/> No or Village Board of Trustees		
b. City, Town or Village <input type="checkbox"/> Yes <input type="checkbox"/> No Planning Board or Commission		
c. City Council, Town or <input type="checkbox"/> Yes <input type="checkbox"/> No Village Zoning Board of Appeals		
d. Other local agencies <input type="checkbox"/> Yes <input type="checkbox"/> No		
e. County agencies <input type="checkbox"/> Yes <input type="checkbox"/> No		
f. Regional agencies <input type="checkbox"/> Yes <input type="checkbox"/> No		
g. State agencies <input type="checkbox"/> Yes <input type="checkbox"/> No		
h. Federal agencies <input type="checkbox"/> Yes <input type="checkbox"/> No		
i. Coastal Resources. i. Is the project site within a Coastal Area, or the waterfront area of a Designated Inland Waterway? <input type="checkbox"/> Yes <input type="checkbox"/> No If Yes, ii. Is the project site located in a community with an approved Local Waterfront Revitalization Program? <input type="checkbox"/> Yes <input type="checkbox"/> No iii. Is the project site within a Coastal Erosion Hazard Area? <input type="checkbox"/> Yes <input type="checkbox"/> No		

C. Planning and Zoning

C.1. Planning and zoning actions.

Will administrative or legislative adoption, or amendment of a plan, local law, ordinance, rule or regulation be the only approval(s) which must be granted to enable the proposed action to proceed? ☐ Yes ☐ No

- **If Yes**, complete sections C, F and G.
- **If No**, proceed to question C.2 and complete all remaining sections and questions in Part 1

C.2. Adopted land use plans.

a. Do any municipally- adopted (city, town, village or county) comprehensive land use plan(s) include the site where the proposed action would be located? ☐ Yes ☐ No

If Yes, does the comprehensive plan include specific recommendations for the site where the proposed action would be located? ☐ Yes ☐ No

b. Is the site of the proposed action within any local or regional special planning district (for example: Greenway Brownfield Opportunity Area (BOA); designated State or Federal heritage area; watershed management plan; or other?) ☐ Yes ☐ No

If Yes, identify the plan(s):

c. Is the proposed action located wholly or partially within an area listed in an adopted municipal open space plan, or an adopted municipal farmland protection plan? ☐ Yes ☐ No

If Yes, identify the plan(s):

C.3. Zoning

a. Is the site of the proposed action located in a municipality with an adopted zoning law or ordinance. ☐ Yes ☐ No
If Yes, what is the zoning classification(s) including any applicable overlay district?

b. Is the use permitted or allowed by a special or conditional use permit? ☐ Yes ☐ No

c. Is a zoning change requested as part of the proposed action? ☐ Yes ☐ No

If Yes,

i. What is the proposed new zoning for the site? _____

C.4. Existing community services.

a. In what school district is the project site located? _____

b. What police or other public protection forces serve the project site?

c. Which fire protection and emergency medical services serve the project site?

d. What parks serve the project site?

D. Project Details

D.1. Proposed and Potential Development

a. What is the general nature of the proposed action (e.g., residential, industrial, commercial, recreational; if mixed, include all components)?

b. a. Total acreage of the site of the proposed action? _____ acres

b. Total acreage to be physically disturbed? _____ acres

c. Total acreage (project site and any contiguous properties) owned
or controlled by the applicant or project sponsor? _____ acres

c. Is the proposed action an expansion of an existing project or use? ☐ Yes ☐ No

i. If Yes, what is the approximate percentage of the proposed expansion and identify the units (e.g., acres, miles, housing units, square feet)? % _____ Units: _____

d. Is the proposed action a subdivision, or does it include a subdivision? ☐ Yes ☐ No

If Yes,

i. Purpose or type of subdivision? (e.g., residential, industrial, commercial; if mixed, specify types)

ii. Is a cluster/conservation layout proposed? ☐ Yes ☐ No

iii. Number of lots proposed? _____

iv. Minimum and maximum proposed lot sizes? Minimum _____ Maximum _____

e. Will proposed action be constructed in multiple phases? ☐ Yes ☐ No

i. If No, anticipated period of construction: _____ months

ii. If Yes:

- Total number of phases anticipated _____

- Anticipated commencement date of phase 1 (including demolition) _____ month _____ year

- Anticipated completion date of final phase _____ month _____ year

- Generally describe connections or relationships among phases, including any contingencies where progress of one phase may determine timing or duration of future phases: _____

f. Does the project include new residential uses? <input type="checkbox"/> Yes <input type="checkbox"/> No If Yes, show numbers of units proposed.				
	<u>One Family</u>	<u>Two Family</u>	<u>Three Family</u>	<u>Multiple Family (four or more)</u>
Initial Phase	_____	_____	_____	_____
At completion	_____	_____	_____	_____
of all phases	_____	_____	_____	_____

g. Does the proposed action include new non-residential construction (including expansions)? <input type="checkbox"/> Yes <input type="checkbox"/> No If Yes,	
i. Total number of structures _____ ii. Dimensions (in feet) of largest proposed structure: _____ height; _____ width; and _____ length iii. Approximate extent of building space to be heated or cooled: _____ square feet	

h. Does the proposed action include construction or other activities that will result in the impoundment of any liquids, such as creation of a water supply, reservoir, pond, lake, waste lagoon or other storage? <input type="checkbox"/> Yes <input type="checkbox"/> No If Yes,	
i. Purpose of the impoundment: _____ ii. If a water impoundment, the principal source of the water: <input type="checkbox"/> Ground water <input type="checkbox"/> Surface water streams <input type="checkbox"/> Other specify: _____ iii. If other than water, identify the type of impounded/contained liquids and their source. _____ iv. Approximate size of the proposed impoundment. Volume: _____ million gallons; surface area: _____ acres v. Dimensions of the proposed dam or impounding structure: _____ height; _____ length vi. Construction method/materials for the proposed dam or impounding structure (e.g., earth fill, rock, wood, concrete): _____	

D.2. Project Operations

a. Does the proposed action include any excavation, mining, or dredging, during construction, operations, or both? <input type="checkbox"/> Yes <input type="checkbox"/> No (Not including general site preparation, grading or installation of utilities or foundations where all excavated materials will remain onsite) If Yes:	
i. What is the purpose of the excavation or dredging? _____ ii. How much material (including rock, earth, sediments, etc.) is proposed to be removed from the site? • Volume (specify tons or cubic yards): _____ • Over what duration of time? _____ iii. Describe nature and characteristics of materials to be excavated or dredged, and plans to use, manage or dispose of them. _____ _____ iv. Will there be onsite dewatering or processing of excavated materials? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, describe. _____ _____ v. What is the total area to be dredged or excavated? _____ acres vi. What is the maximum area to be worked at any one time? _____ acres vii. What would be the maximum depth of excavation or dredging? _____ feet viii. Will the excavation require blasting? <input type="checkbox"/> Yes <input type="checkbox"/> No ix. Summarize site reclamation goals and plan: _____ _____ _____	

b. Would the proposed action cause or result in alteration of, increase or decrease in size of, or encroachment into any existing wetland, waterbody, shoreline, beach or adjacent area? <input type="checkbox"/> Yes <input type="checkbox"/> No If Yes:	
i. Identify the wetland or waterbody which would be affected (by name, water index number, wetland map number or geographic description): _____ _____	

ii. Describe how the proposed action would affect that waterbody or wetland, e.g. excavation, fill, placement of structures, or alteration of channels, banks and shorelines. Indicate extent of activities, alterations and additions in square feet or acres:

iii. Will proposed action cause or result in disturbance to bottom sediments? ☐ Yes ☐ No
If Yes, describe: _____

iv. Will proposed action cause or result in the destruction or removal of aquatic vegetation? ☐ Yes ☐ No
If Yes:

- acres of aquatic vegetation proposed to be removed: _____
- expected acreage of aquatic vegetation remaining after project completion: _____
- purpose of proposed removal (e.g. beach clearing, invasive species control, boat access): _____
- proposed method of plant removal: _____
- if chemical/herbicide treatment will be used, specify product(s): _____

v. Describe any proposed reclamation/mitigation following disturbance: _____

c. Will the proposed action use, or create a new demand for water? ☐ Yes ☐ No
If Yes:

i. Total anticipated water usage/demand per day: _____ gallons/day

ii. Will the proposed action obtain water from an existing public water supply? ☐ Yes ☐ No
If Yes:

- Name of district or service area: _____
- Does the existing public water supply have capacity to serve the proposal? ☐ Yes ☐ No
- Is the project site in the existing district? ☐ Yes ☐ No
- Is expansion of the district needed? ☐ Yes ☐ No
- Do existing lines serve the project site? ☐ Yes ☐ No

iii. Will line extension within an existing district be necessary to supply the project? ☐ Yes ☐ No
If Yes:

- Describe extensions or capacity expansions proposed to serve this project: _____
- Source(s) of supply for the district: _____

iv. Is a new water supply district or service area proposed to be formed to serve the project site? ☐ Yes ☐ No
If, Yes:

- Applicant/sponsor for new district: _____
- Date application submitted or anticipated: _____
- Proposed source(s) of supply for new district: _____

v. If a public water supply will not be used, describe plans to provide water supply for the project: _____

vi. If water supply will be from wells (public or private), maximum pumping capacity: _____ gallons/minute.

d. Will the proposed action generate liquid wastes? ☐ Yes ☐ No
If Yes:

i. Total anticipated liquid waste generation per day: _____ gallons/day

ii. Nature of liquid wastes to be generated (e.g., sanitary wastewater, industrial; if combination, describe all components and approximate volumes or proportions of each): _____

iii. Will the proposed action use any existing public wastewater treatment facilities? ☐ Yes ☐ No
If Yes:

- Name of wastewater treatment plant to be used: _____
- Name of district: _____
- Does the existing wastewater treatment plant have capacity to serve the project? ☐ Yes ☐ No
- Is the project site in the existing district? ☐ Yes ☐ No
- Is expansion of the district needed? ☐ Yes ☐ No

<ul style="list-style-type: none"> • Do existing sewer lines serve the project site? <input type="checkbox"/> Yes <input type="checkbox"/> No • Will line extension within an existing district be necessary to serve the project? <input type="checkbox"/> Yes <input type="checkbox"/> No <p>If Yes:</p> <ul style="list-style-type: none"> • Describe extensions or capacity expansions proposed to serve this project: _____ 	
<p>iv. Will a new wastewater (sewage) treatment district be formed to serve the project site? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <ul style="list-style-type: none"> • Applicant/sponsor for new district: _____ • Date application submitted or anticipated: _____ • What is the receiving water for the wastewater discharge? _____ 	
<p>v. If public facilities will not be used, describe plans to provide wastewater treatment for the project, including specifying proposed receiving water (name and classification if surface discharge, or describe subsurface disposal plans):</p> <p>_____</p> <p>_____</p>	
<p>vi. Describe any plans or designs to capture, recycle or reuse liquid waste: _____</p> <p>_____</p> <p>_____</p>	
<p>e. Will the proposed action disturb more than one acre and create stormwater runoff, either from new point sources (i.e. ditches, pipes, swales, curbs, gutters or other concentrated flows of stormwater) or non-point source (i.e. sheet flow) during construction or post construction? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p>i. How much impervious surface will the project create in relation to total size of project parcel?</p> <p style="padding-left: 40px;">_____ Square feet or _____ acres (impervious surface)</p> <p style="padding-left: 40px;">_____ Square feet or _____ acres (parcel size)</p> <p>ii. Describe types of new point sources. _____</p> <p>_____</p> <p>iii. Where will the stormwater runoff be directed (i.e. on-site stormwater management facility/structures, adjacent properties, groundwater, on-site surface water or off-site surface waters)?</p> <p>_____</p> <p>_____</p> <ul style="list-style-type: none"> • If to surface waters, identify receiving water bodies or wetlands: _____ <p>_____</p> <ul style="list-style-type: none"> • Will stormwater runoff flow to adjacent properties? <input type="checkbox"/> Yes <input type="checkbox"/> No 	
<p>iv. Does proposed plan minimize impervious surfaces, use pervious materials or collect and re-use stormwater? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>	
<p>f. Does the proposed action include, or will it use on-site, one or more sources of air emissions, including fuel combustion, waste incineration, or other processes or operations? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes, identify:</p> <p>i. Mobile sources during project operations (e.g., heavy equipment, fleet or delivery vehicles)</p> <p>_____</p> <p>ii. Stationary sources during construction (e.g., power generation, structural heating, batch plant, crushers)</p> <p>_____</p> <p>iii. Stationary sources during operations (e.g., process emissions, large boilers, electric generation)</p> <p>_____</p>	
<p>g. Will any air emission sources named in D.2.f (above), require a NY State Air Registration, Air Facility Permit, or Federal Clean Air Act Title IV or Title V Permit? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p>i. Is the project site located in an Air quality non-attainment area? (Area routinely or periodically fails to meet ambient air quality standards for all or some parts of the year) <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>ii. In addition to emissions as calculated in the application, the project will generate:</p> <ul style="list-style-type: none"> • _____ Tons/year (short tons) of Carbon Dioxide (CO₂) • _____ Tons/year (short tons) of Nitrous Oxide (N₂O) • _____ Tons/year (short tons) of Perfluorocarbons (PFCs) • _____ Tons/year (short tons) of Sulfur Hexafluoride (SF₆) • _____ Tons/year (short tons) of Carbon Dioxide equivalent of Hydroflouorocarbons (HFCs) • _____ Tons/year (short tons) of Hazardous Air Pollutants (HAPs) 	

<p>h. Will the proposed action generate or emit methane (including, but not limited to, sewage treatment plants, landfills, composting facilities)? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p>i. Estimate methane generation in tons/year (metric): _____</p> <p>ii. Describe any methane capture, control or elimination measures included in project design (e.g., combustion to generate heat or electricity, flaring): _____</p>			
<p>i. Will the proposed action result in the release of air pollutants from open-air operations or processes, such as quarry or landfill operations? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes: Describe operations and nature of emissions (e.g., diesel exhaust, rock particulates/dust): _____</p>			
<p>j. Will the proposed action result in a substantial increase in traffic above present levels or generate substantial new demand for transportation facilities or services? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p>i. When is the peak traffic expected (Check all that apply): <input type="checkbox"/> Morning <input type="checkbox"/> Evening <input type="checkbox"/> Weekend <input type="checkbox"/> Randomly between hours of _____ to _____.</p> <p>ii. For commercial activities only, projected number of semi-trailer truck trips/day: _____</p> <p>iii. Parking spaces: Existing _____ Proposed _____ Net increase/decrease _____</p> <p>iv. Does the proposed action include any shared use parking? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>v. If the proposed action includes any modification of existing roads, creation of new roads or change in existing access, describe: _____</p> <p>vi. Are public/private transportation service(s) or facilities available within ½ mile of the proposed site? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>vii. Will the proposed action include access to public transportation or accommodations for use of hybrid, electric or other alternative fueled vehicles? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>viii. Will the proposed action include plans for pedestrian or bicycle accommodations for connections to existing pedestrian or bicycle routes? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>			
<p>k. Will the proposed action (for commercial or industrial projects only) generate new or additional demand for energy? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p>i. Estimate annual electricity demand during operation of the proposed action: _____</p> <p>ii. Anticipated sources/suppliers of electricity for the project (e.g., on-site combustion, on-site renewable, via grid/local utility, or other): _____</p> <p>iii. Will the proposed action require a new, or an upgrade to, an existing substation? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>			
<p>l. Hours of operation. Answer all items which apply.</p> <table style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>i. During Construction:</p> <ul style="list-style-type: none"> • Monday - Friday: _____ • Saturday: _____ • Sunday: _____ • Holidays: _____ </td> <td style="width: 50%; vertical-align: top;"> <p>ii. During Operations:</p> <ul style="list-style-type: none"> • Monday - Friday: _____ • Saturday: _____ • Sunday: _____ • Holidays: _____ </td> </tr> </table>		<p>i. During Construction:</p> <ul style="list-style-type: none"> • Monday - Friday: _____ • Saturday: _____ • Sunday: _____ • Holidays: _____ 	<p>ii. During Operations:</p> <ul style="list-style-type: none"> • Monday - Friday: _____ • Saturday: _____ • Sunday: _____ • Holidays: _____
<p>i. During Construction:</p> <ul style="list-style-type: none"> • Monday - Friday: _____ • Saturday: _____ • Sunday: _____ • Holidays: _____ 	<p>ii. During Operations:</p> <ul style="list-style-type: none"> • Monday - Friday: _____ • Saturday: _____ • Sunday: _____ • Holidays: _____ 		

<p>m. Will the proposed action produce noise that will exceed existing ambient noise levels during construction, operation, or both? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If yes:</p> <p>i. Provide details including sources, time of day and duration:</p> <p>_____</p> <p>_____</p>	
<p>ii. Will proposed action remove existing natural barriers that could act as a noise barrier or screen? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Describe: _____</p> <p>_____</p>	
<p>n.. Will the proposed action have outdoor lighting? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If yes:</p> <p>i. Describe source(s), location(s), height of fixture(s), direction/aim, and proximity to nearest occupied structures:</p> <p>_____</p> <p>_____</p>	
<p>ii. Will proposed action remove existing natural barriers that could act as a light barrier or screen? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Describe: _____</p> <p>_____</p>	
<p>o. Does the proposed action have the potential to produce odors for more than one hour per day? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes, describe possible sources, potential frequency and duration of odor emissions, and proximity to nearest occupied structures: _____</p> <p>_____</p> <p>_____</p>	
<p>p. Will the proposed action include any bulk storage of petroleum (combined capacity of over 1,100 gallons) or chemical products 185 gallons in above ground storage or any amount in underground storage? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p>i. Product(s) to be stored _____</p> <p>ii. Volume(s) _____ per unit time _____ (e.g., month, year)</p> <p>iii. Generally describe proposed storage facilities: _____</p> <p>_____</p>	
<p>q. Will the proposed action (commercial, industrial and recreational projects only) use pesticides (i.e., herbicides, insecticides) during construction or operation? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p>i. Describe proposed treatment(s):</p> <p>_____</p> <p>_____</p> <p>_____</p>	
<p>ii. Will the proposed action use Integrated Pest Management Practices? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>	
<p>r. Will the proposed action (commercial or industrial projects only) involve or require the management or disposal of solid waste (excluding hazardous materials)? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p>i. Describe any solid waste(s) to be generated during construction or operation of the facility:</p> <ul style="list-style-type: none"> • Construction: _____ tons per _____ (unit of time) • Operation : _____ tons per _____ (unit of time) <p>ii. Describe any proposals for on-site minimization, recycling or reuse of materials to avoid disposal as solid waste:</p> <ul style="list-style-type: none"> • Construction: _____ _____ • Operation: _____ _____ <p>iii. Proposed disposal methods/facilities for solid waste generated on-site:</p> <ul style="list-style-type: none"> • Construction: _____ _____ • Operation: _____ _____ 	

s. Does the proposed action include construction or modification of a solid waste management facility? ☐ Yes ☐ No
 If Yes:
 i. Type of management or handling of waste proposed for the site (e.g., recycling or transfer station, composting, landfill, or other disposal activities): _____
 ii. Anticipated rate of disposal/processing:
 • _____ Tons/month, if transfer or other non-combustion/thermal treatment, or
 • _____ Tons/hour, if combustion or thermal treatment
 iii. If landfill, anticipated site life: _____ years

t. Will proposed action at the site involve the commercial generation, treatment, storage, or disposal of hazardous waste? ☐ Yes ☐ No
 If Yes:
 i. Name(s) of all hazardous wastes or constituents to be generated, handled or managed at facility: _____

 ii. Generally describe processes or activities involving hazardous wastes or constituents: _____

 iii. Specify amount to be handled or generated _____ tons/month
 iv. Describe any proposals for on-site minimization, recycling or reuse of hazardous constituents: _____

 v. Will any hazardous wastes be disposed at an existing offsite hazardous waste facility? ☐ Yes ☐ No
 If Yes: provide name and location of facility: _____

 If No: describe proposed management of any hazardous wastes which will not be sent to a hazardous waste facility:

E. Site and Setting of Proposed Action

E.1. Land uses on and surrounding the project site			
a. Existing land uses. i. Check all uses that occur on, adjoining and near the project site. <input type="checkbox"/> Urban <input type="checkbox"/> Industrial <input type="checkbox"/> Commercial <input type="checkbox"/> Residential (suburban) <input type="checkbox"/> Rural (non-farm) <input type="checkbox"/> Forest <input type="checkbox"/> Agriculture <input type="checkbox"/> Aquatic <input type="checkbox"/> Other (specify): _____ ii. If mix of uses, generally describe: _____ _____			
b. Land uses and coverytypes on the project site.			
Land use or Coverytype	Current Acreage	Acreage After Project Completion	Change (Acres +/-)
• Roads, buildings, and other paved or impervious surfaces			
• Forested			
• Meadows, grasslands or brushlands (non-agricultural, including abandoned agricultural)			
• Agricultural (includes active orchards, field, greenhouse etc.)			
• Surface water features (lakes, ponds, streams, rivers, etc.)			
• Wetlands (freshwater or tidal)			
• Non-vegetated (bare rock, earth or fill)			
• Other Describe: _____ _____			

<p>c. Is the project site presently used by members of the community for public recreation? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>i. If Yes: explain: _____</p>
<p>d. Are there any facilities serving children, the elderly, people with disabilities (e.g., schools, hospitals, licensed day care centers, or group homes) within 1500 feet of the project site? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes,</p> <p>i. Identify Facilities: _____</p> <p>_____</p>
<p>e. Does the project site contain an existing dam? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p>i. Dimensions of the dam and impoundment:</p> <ul style="list-style-type: none"> • Dam height: _____ feet • Dam length: _____ feet • Surface area: _____ acres • Volume impounded: _____ gallons OR acre-feet <p>ii. Dam's existing hazard classification: _____</p> <p>iii. Provide date and summarize results of last inspection: _____</p> <p>_____</p>
<p>f. Has the project site ever been used as a municipal, commercial or industrial solid waste management facility, or does the project site adjoin property which is now, or was at one time, used as a solid waste management facility? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p>i. Has the facility been formally closed? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <ul style="list-style-type: none"> • If yes, cite sources/documentation: _____ <p>ii. Describe the location of the project site relative to the boundaries of the solid waste management facility: _____</p> <p>_____</p> <p>iii. Describe any development constraints due to the prior solid waste activities: _____</p> <p>_____</p>
<p>g. Have hazardous wastes been generated, treated and/or disposed of at the site, or does the project site adjoin property which is now or was at one time used to commercially treat, store and/or dispose of hazardous waste? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p>i. Describe waste(s) handled and waste management activities, including approximate time when activities occurred: _____</p> <p>_____</p>
<p>h. Potential contamination history. Has there been a reported spill at the proposed project site, or have any remedial actions been conducted at or adjacent to the proposed site? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p>i. Is any portion of the site listed on the NYSDEC Spills Incidents database or Environmental Site Remediation database? Check all that apply: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <div style="display: flex; justify-content: space-between;"> <div> <input type="checkbox"/> Yes – Spills Incidents database <input type="checkbox"/> Yes – Environmental Site Remediation database <input type="checkbox"/> Neither database </div> <div> Provide DEC ID number(s): _____ Provide DEC ID number(s): _____ </div> </div> <p>ii. If site has been subject of RCRA corrective activities, describe control measures: _____</p> <p>_____</p> <p>iii. Is the project within 2000 feet of any site in the NYSDEC Environmental Site Remediation database? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If yes, provide DEC ID number(s): _____</p> <p>iv. If yes to (i), (ii) or (iii) above, describe current status of site(s): _____</p> <p>_____</p>

v. Is the project site subject to an institutional control limiting property uses? <input type="checkbox"/> Yes <input type="checkbox"/> No <ul style="list-style-type: none"> • If yes, DEC site ID number: _____ • Describe the type of institutional control (e.g., deed restriction or easement): _____ • Describe any use limitations: _____ • Describe any engineering controls: _____ • Will the project affect the institutional or engineering controls in place? <input type="checkbox"/> Yes <input type="checkbox"/> No • Explain: _____ _____ 	
E.2. Natural Resources On or Near Project Site	
a. What is the average depth to bedrock on the project site? _____ feet	
b. Are there bedrock outcroppings on the project site? <input type="checkbox"/> Yes <input type="checkbox"/> No If Yes, what proportion of the site is comprised of bedrock outcroppings? _____ %	
c. Predominant soil type(s) present on project site: <div style="display: flex; justify-content: space-between;"> <div>_____</div> <div>_____ %</div> </div> <div style="display: flex; justify-content: space-between;"> <div>_____</div> <div>_____ %</div> </div> <div style="display: flex; justify-content: space-between;"> <div>_____</div> <div>_____ %</div> </div>	
d. What is the average depth to the water table on the project site? Average: _____ feet	
e. Drainage status of project site soils: <div style="display: flex; justify-content: space-between;"> <input type="checkbox"/> Well Drained: _____ % of site <input type="checkbox"/> Moderately Well Drained: _____ % of site <input type="checkbox"/> Poorly Drained: _____ % of site </div>	
f. Approximate proportion of proposed action site with slopes: <div style="display: flex; justify-content: space-between;"> <input type="checkbox"/> 0-10%: _____ % of site <input type="checkbox"/> 10-15%: _____ % of site <input type="checkbox"/> 15% or greater: _____ % of site </div>	
g. Are there any unique geologic features on the project site? <input type="checkbox"/> Yes <input type="checkbox"/> No If Yes, describe: _____ _____	
h. Surface water features. <div style="display: flex; justify-content: space-between;"> <div>i. Does any portion of the project site contain wetlands or other waterbodies (including streams, rivers, ponds or lakes)?</div> <div><input type="checkbox"/> Yes <input type="checkbox"/> No</div> </div> <div style="display: flex; justify-content: space-between;"> <div>ii. Do any wetlands or other waterbodies adjoin the project site?</div> <div><input type="checkbox"/> Yes <input type="checkbox"/> No</div> </div> If Yes to either <i>i</i> or <i>ii</i> , continue. If No, skip to E.2.i. <div style="display: flex; justify-content: space-between;"> <div>iii. Are any of the wetlands or waterbodies within or adjoining the project site regulated by any federal, state or local agency?</div> <div><input type="checkbox"/> Yes <input type="checkbox"/> No</div> </div> iv. For each identified regulated wetland and waterbody on the project site, provide the following information: <ul style="list-style-type: none"> • Streams: Name _____ Classification _____ • Lakes or Ponds: Name _____ Classification _____ • Wetlands: Name _____ Approximate Size _____ • Wetland No. (if regulated by DEC) _____ 	

<p>m. Identify the predominant wildlife species that occupy or use the project site:</p> <p>_____</p> <p>_____</p> <p>_____</p>	
<p>n. Does the project site contain a designated significant natural community? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p style="margin-left: 20px;">i. Describe the habitat/community (composition, function, and basis for designation): _____</p> <p style="margin-left: 20px;">ii. Source(s) of description or evaluation: _____</p> <p style="margin-left: 20px;">iii. Extent of community/habitat:</p> <ul style="list-style-type: none"> • Currently: _____ acres • Following completion of project as proposed: _____ acres • Gain or loss (indicate + or -): _____ acres 	
<p>o. Does project site contain any species of plant or animal that is listed by the federal government or NYS as endangered or threatened, or does it contain any areas identified as habitat for an endangered or threatened species? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>	
<p>p. Does the project site contain any species of plant or animal that is listed by NYS as rare, or as a species of special concern? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>	
<p>q. Is the project site or adjoining area currently used for hunting, trapping, fishing or shell fishing? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If yes, give a brief description of how the proposed action may affect that use: _____</p> <p>_____</p>	
<p>E.3. Designated Public Resources On or Near Project Site</p>	
<p>a. Is the project site, or any portion of it, located in a designated agricultural district certified pursuant to Agriculture and Markets Law, Article 25-AA, Section 303 and 304? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes, provide county plus district name/number: _____</p>	
<p>b. Are agricultural lands consisting of highly productive soils present? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p style="margin-left: 20px;">i. If Yes: acreage(s) on project site? _____</p> <p style="margin-left: 20px;">ii. Source(s) of soil rating(s): _____</p>	
<p>c. Does the project site contain all or part of, or is it substantially contiguous to, a registered National Natural Landmark? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p style="margin-left: 20px;">i. Nature of the natural landmark: <input type="checkbox"/> Biological Community <input type="checkbox"/> Geological Feature</p> <p style="margin-left: 20px;">ii. Provide brief description of landmark, including values behind designation and approximate size/extent: _____</p> <p>_____</p> <p>_____</p>	
<p>d. Is the project site located in or does it adjoin a state listed Critical Environmental Area? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If Yes:</p> <p style="margin-left: 20px;">i. CEA name: _____</p> <p style="margin-left: 20px;">ii. Basis for designation: _____</p> <p style="margin-left: 20px;">iii. Designating agency and date: _____</p>	

e. Does the project site contain, or is it substantially contiguous to, a building, archaeological site, or district which is listed on, or has been nominated by the NYS Board of Historic Preservation for inclusion on, the State or National Register of Historic Places?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If Yes:	
i. Nature of historic/archaeological resource: <input type="checkbox"/> Archaeological Site <input type="checkbox"/> Historic Building or District	
ii. Name: _____	
iii. Brief description of attributes on which listing is based: _____	
f. Is the project site, or any portion of it, located in or adjacent to an area designated as sensitive for archaeological sites on the NY State Historic Preservation Office (SHPO) archaeological site inventory?	<input type="checkbox"/> Yes <input type="checkbox"/> No
g. Have additional archaeological or historic site(s) or resources been identified on the project site?	
If Yes:	
i. Describe possible resource(s): _____	
ii. Basis for identification: _____	
h. Is the project site within five miles of any officially designated and publicly accessible federal, state, or local scenic or aesthetic resource?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If Yes:	
i. Identify resource: _____	
ii. Nature of, or basis for, designation (e.g., established highway overlook, state or local park, state historic trail or scenic byway, etc.): _____	
iii. Distance between project and resource: _____ miles.	
i. Is the project site located within a designated river corridor under the Wild, Scenic and Recreational Rivers Program 6 NYCRR 666?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If Yes:	
i. Identify the name of the river and its designation: _____	
ii. Is the activity consistent with development restrictions contained in 6NYCRR Part 666?	
	<input type="checkbox"/> Yes <input type="checkbox"/> No

F. Additional Information

Attach any additional information which may be needed to clarify your project.

If you have identified any adverse impacts which could be associated with your proposal, please describe those impacts plus any measures which you propose to avoid or minimize them.

G. Verification

I certify that the information provided is true to the best of my knowledge.

Applicant/Sponsor Name _____ Date _____

Signature _____ Title _____

Full Environmental Assessment Form

Part 2 - Identification of Potential Project Impacts

Part 2 is to be completed by the lead agency. Part 2 is designed to help the lead agency inventory all potential resources that could be affected by a proposed project or action. We recognize that the lead agency's reviewer(s) will not necessarily be environmental professionals. So, the questions are designed to walk a reviewer through the assessment process by providing a series of questions that can be answered using the information found in Part 1. To further assist the lead agency in completing Part 2, the form identifies the most relevant questions in Part 1 that will provide the information needed to answer the Part 2 question. When Part 2 is completed, the lead agency will have identified the relevant environmental areas that may be impacted by the proposed activity.

If the lead agency is a state agency **and** the action is in any Coastal Area, complete the Coastal Assessment Form before proceeding with this assessment.

Tips for completing Part 2:

- Review all of the information provided in Part 1.
- Review any application, maps, supporting materials and the Full EAF Workbook.
- Answer each of the 18 questions in Part 2.
- If you answer “**Yes**” to a numbered question, please complete all the questions that follow in that section.
- If you answer “**No**” to a numbered question, move on to the next numbered question.
- Check appropriate column to indicate the anticipated size of the impact.
- Proposed projects that would exceed a numeric threshold contained in a question should result in the reviewing agency checking the box “Moderate to large impact may occur.”
- The reviewer is not expected to be an expert in environmental analysis.
- If you are not sure or undecided about the size of an impact, it may help to review the sub-questions for the general question and consult the workbook.
- When answering a question consider all components of the proposed activity, that is, the “whole action”.
- Consider the possibility for long-term and cumulative impacts as well as direct impacts.
- Answer the question in a reasonable manner considering the scale and context of the project.

1. Impact on Land Proposed action may involve construction on, or physical alteration of, the land surface of the proposed site. (See Part 1. D.1) <i>If “Yes”, answer questions a - j. If “No”, move on to Section 2.</i> <div style="text-align: right;"> <input type="checkbox"/> NO <input type="checkbox"/> YES </div>			
	Relevant Part I Question(s)	No, or small impact may occur	Moderate to large impact may occur
a. The proposed action may involve construction on land where depth to water table is less than 3 feet.	E2d	<input type="checkbox"/>	<input type="checkbox"/>
b. The proposed action may involve construction on slopes of 15% or greater.	E2f	<input type="checkbox"/>	<input type="checkbox"/>
c. The proposed action may involve construction on land where bedrock is exposed, or generally within 5 feet of existing ground surface.	E2a	<input type="checkbox"/>	<input type="checkbox"/>
d. The proposed action may involve the excavation and removal of more than 1,000 tons of natural material.	D2a	<input type="checkbox"/>	<input type="checkbox"/>
e. The proposed action may involve construction that continues for more than one year or in multiple phases.	D1e	<input type="checkbox"/>	<input type="checkbox"/>
f. The proposed action may result in increased erosion, whether from physical disturbance or vegetation removal (including from treatment by herbicides).	D2e, D2q	<input type="checkbox"/>	<input type="checkbox"/>
g. The proposed action is, or may be, located within a Coastal Erosion hazard area.	B1i	<input type="checkbox"/>	<input type="checkbox"/>
h. Other impacts: _____ _____		<input type="checkbox"/>	<input type="checkbox"/>

2. Impact on Geological Features The proposed action may result in the modification or destruction of, or inhibit access to, any unique or unusual land forms on the site (e.g., cliffs, dunes, minerals, fossils, caves). (See Part 1. E.2.g) <input type="checkbox"/> NO <input type="checkbox"/> YES <i>If "Yes", answer questions a - c. If "No", move on to Section 3.</i>			
	Relevant Part I Question(s)	No, or small impact may occur	Moderate to large impact may occur
a. Identify the specific land form(s) attached: _____	E2g	<input type="checkbox"/>	<input type="checkbox"/>
b. The proposed action may affect or is adjacent to a geological feature listed as a registered National Natural Landmark. Specific feature: _____	E3c	<input type="checkbox"/>	<input type="checkbox"/>
c. Other impacts: _____		<input type="checkbox"/>	<input type="checkbox"/>

3. Impacts on Surface Water The proposed action may affect one or more wetlands or other surface water bodies (e.g., streams, rivers, ponds or lakes). (See Part 1. D.2, E.2.h) <input type="checkbox"/> NO <input type="checkbox"/> YES <i>If "Yes", answer questions a - l. If "No", move on to Section 4.</i>			
	Relevant Part I Question(s)	No, or small impact may occur	Moderate to large impact may occur
a. The proposed action may create a new water body.	D2b, D1h	<input type="checkbox"/>	<input type="checkbox"/>
b. The proposed action may result in an increase or decrease of over 10% or more than a 10 acre increase or decrease in the surface area of any body of water.	D2b	<input type="checkbox"/>	<input type="checkbox"/>
c. The proposed action may involve dredging more than 100 cubic yards of material from a wetland or water body.	D2a	<input type="checkbox"/>	<input type="checkbox"/>
d. The proposed action may involve construction within or adjoining a freshwater or tidal wetland, or in the bed or banks of any other water body.	E2h	<input type="checkbox"/>	<input type="checkbox"/>
e. The proposed action may create turbidity in a waterbody, either from upland erosion, runoff or by disturbing bottom sediments.	D2a, D2h	<input type="checkbox"/>	<input type="checkbox"/>
f. The proposed action may include construction of one or more intake(s) for withdrawal of water from surface water.	D2c	<input type="checkbox"/>	<input type="checkbox"/>
g. The proposed action may include construction of one or more outfall(s) for discharge of wastewater to surface water(s).	D2d	<input type="checkbox"/>	<input type="checkbox"/>
h. The proposed action may cause soil erosion, or otherwise create a source of stormwater discharge that may lead to siltation or other degradation of receiving water bodies.	D2e	<input type="checkbox"/>	<input type="checkbox"/>
i. The proposed action may affect the water quality of any water bodies within or downstream of the site of the proposed action.	E2h	<input type="checkbox"/>	<input type="checkbox"/>
j. The proposed action may involve the application of pesticides or herbicides in or around any water body.	D2q, E2h	<input type="checkbox"/>	<input type="checkbox"/>
k. The proposed action may require the construction of new, or expansion of existing, wastewater treatment facilities.	D1a, D2d	<input type="checkbox"/>	<input type="checkbox"/>

I. Other impacts: _____ _____		<input type="checkbox"/>	<input type="checkbox"/>
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4. Impact on groundwater The proposed action may result in new or additional use of ground water, or may have the potential to introduce contaminants to ground water or an aquifer. (See Part 1. D.2.a, D.2.c, D.2.d, D.2.p, D.2.q, D.2.t) <i>If “Yes”, answer questions a - h. If “No”, move on to Section 5.</i>			
	<input type="checkbox"/> NO	<input type="checkbox"/> YES	
	Relevant Part I Question(s)	No, or small impact may occur	Moderate to large impact may occur
a. The proposed action may require new water supply wells, or create additional demand on supplies from existing water supply wells.	D2c	<input type="checkbox"/>	<input type="checkbox"/>
b. Water supply demand from the proposed action may exceed safe and sustainable withdrawal capacity rate of the local supply or aquifer. Cite Source: _____	D2c	<input type="checkbox"/>	<input type="checkbox"/>
c. The proposed action may allow or result in residential uses in areas without water and sewer services.	D1a, D2c	<input type="checkbox"/>	<input type="checkbox"/>
d. The proposed action may include or require wastewater discharged to groundwater.	D2d, E2l	<input type="checkbox"/>	<input type="checkbox"/>
e. The proposed action may result in the construction of water supply wells in locations where groundwater is, or is suspected to be, contaminated.	D2c, E1f, E1g, E1h	<input type="checkbox"/>	<input type="checkbox"/>
f. The proposed action may require the bulk storage of petroleum or chemical products over ground water or an aquifer.	D2p, E2l	<input type="checkbox"/>	<input type="checkbox"/>
g. The proposed action may involve the commercial application of pesticides within 100 feet of potable drinking water or irrigation sources.	E2h, D2q, E2l, D2c	<input type="checkbox"/>	<input type="checkbox"/>
h. Other impacts: _____ _____		<input type="checkbox"/>	<input type="checkbox"/>

5. Impact on Flooding The proposed action may result in development on lands subject to flooding. (See Part 1. E.2) <i>If “Yes”, answer questions a - g. If “No”, move on to Section 6.</i>			
	<input type="checkbox"/> NO	<input type="checkbox"/> YES	
	Relevant Part I Question(s)	No, or small impact may occur	Moderate to large impact may occur
a. The proposed action may result in development in a designated floodway.	E2i	<input type="checkbox"/>	<input type="checkbox"/>
b. The proposed action may result in development within a 100 year floodplain.	E2j	<input type="checkbox"/>	<input type="checkbox"/>
c. The proposed action may result in development within a 500 year floodplain.	E2k	<input type="checkbox"/>	<input type="checkbox"/>
d. The proposed action may result in, or require, modification of existing drainage patterns.	D2b, D2e	<input type="checkbox"/>	<input type="checkbox"/>
e. The proposed action may change flood water flows that contribute to flooding.	D2b, E2i, E2j, E2k	<input type="checkbox"/>	<input type="checkbox"/>
f. If there is a dam located on the site of the proposed action, is the dam in need of repair, or upgrade?	E1e	<input type="checkbox"/>	<input type="checkbox"/>

g. Other impacts: _____ _____		<input type="checkbox"/>	<input type="checkbox"/>
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6. Impacts on Air The proposed action may include a state regulated air emission source. (See Part 1. D.2.f., D.2.h, D.2.g) <i>If “Yes”, answer questions a - f. If “No”, move on to Section 7.</i>			
		<input type="checkbox"/> NO	<input type="checkbox"/> YES
	Relevant Part I Question(s)	No, or small impact may occur	Moderate to large impact may occur
a. If the proposed action requires federal or state air emission permits, the action may also emit one or more greenhouse gases at or above the following levels: i. More than 1000 tons/year of carbon dioxide (CO ₂) ii. More than 3.5 tons/year of nitrous oxide (N ₂ O) iii. More than 1000 tons/year of carbon equivalent of perfluorocarbons (PFCs) iv. More than .045 tons/year of sulfur hexafluoride (SF ₆) v. More than 1000 tons/year of carbon dioxide equivalent of hydrochloroflourocarbons (HFCs) emissions vi. 43 tons/year or more of methane	D2g D2g D2g D2g D2g D2h	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
b. The proposed action may generate 10 tons/year or more of any one designated hazardous air pollutant, or 25 tons/year or more of any combination of such hazardous air pollutants.	D2g	<input type="checkbox"/>	<input type="checkbox"/>
c. The proposed action may require a state air registration, or may produce an emissions rate of total contaminants that may exceed 5 lbs. per hour, or may include a heat source capable of producing more than 10 million BTU's per hour.	D2f, D2g	<input type="checkbox"/>	<input type="checkbox"/>
d. The proposed action may reach 50% of any of the thresholds in “a” through “c”, above.	D2g	<input type="checkbox"/>	<input type="checkbox"/>
e. The proposed action may result in the combustion or thermal treatment of more than 1 ton of refuse per hour.	D2s	<input type="checkbox"/>	<input type="checkbox"/>
f. Other impacts: _____ _____		<input type="checkbox"/>	<input type="checkbox"/>

7. Impact on Plants and Animals The proposed action may result in a loss of flora or fauna. (See Part 1. E.2. m.-q.) <i>If “Yes”, answer questions a - j. If “No”, move on to Section 8.</i>			
		<input type="checkbox"/> NO	<input type="checkbox"/> YES
	Relevant Part I Question(s)	No, or small impact may occur	Moderate to large impact may occur
a. The proposed action may cause reduction in population or loss of individuals of any threatened or endangered species, as listed by New York State or the Federal government, that use the site, or are found on, over, or near the site.	E2o	<input type="checkbox"/>	<input type="checkbox"/>
b. The proposed action may result in a reduction or degradation of any habitat used by any rare, threatened or endangered species, as listed by New York State or the federal government.	E2o	<input type="checkbox"/>	<input type="checkbox"/>
c. The proposed action may cause reduction in population, or loss of individuals, of any species of special concern or conservation need, as listed by New York State or the Federal government, that use the site, or are found on, over, or near the site.	E2p	<input type="checkbox"/>	<input type="checkbox"/>
d. The proposed action may result in a reduction or degradation of any habitat used by any species of special concern and conservation need, as listed by New York State or the Federal government.	E2p	<input type="checkbox"/>	<input type="checkbox"/>

e. The proposed action may diminish the capacity of a registered National Natural Landmark to support the biological community it was established to protect.	E3c	<input type="checkbox"/>	<input type="checkbox"/>
f. The proposed action may result in the removal of, or ground disturbance in, any portion of a designated significant natural community. Source: _____	E2n	<input type="checkbox"/>	<input type="checkbox"/>
g. The proposed action may substantially interfere with nesting/breeding, foraging, or over-wintering habitat for the predominant species that occupy or use the project site.	E2m	<input type="checkbox"/>	<input type="checkbox"/>
h. The proposed action requires the conversion of more than 10 acres of forest, grassland or any other regionally or locally important habitat. Habitat type & information source: _____ _____	E1b	<input type="checkbox"/>	<input type="checkbox"/>
i. Proposed action (commercial, industrial or recreational projects, only) involves use of herbicides or pesticides.	D2q	<input type="checkbox"/>	<input type="checkbox"/>
j. Other impacts: _____ _____		<input type="checkbox"/>	<input type="checkbox"/>

8. Impact on Agricultural Resources The proposed action may impact agricultural resources. (See Part 1. E.3.a. and b.) <input type="checkbox"/> NO <input type="checkbox"/> YES <i>If "Yes", answer questions a - h. If "No", move on to Section 9.</i>			
	Relevant Part I Question(s)	No, or small impact may occur	Moderate to large impact may occur
a. The proposed action may impact soil classified within soil group 1 through 4 of the NYS Land Classification System.	E2c, E3b	<input type="checkbox"/>	<input type="checkbox"/>
b. The proposed action may sever, cross or otherwise limit access to agricultural land (includes cropland, hayfields, pasture, vineyard, orchard, etc).	E1a, E1b	<input type="checkbox"/>	<input type="checkbox"/>
c. The proposed action may result in the excavation or compaction of the soil profile of active agricultural land.	E3b	<input type="checkbox"/>	<input type="checkbox"/>
d. The proposed action may irreversibly convert agricultural land to non-agricultural uses, either more than 2.5 acres if located in an Agricultural District, or more than 10 acres if not within an Agricultural District.	E1b, E3a	<input type="checkbox"/>	<input type="checkbox"/>
e. The proposed action may disrupt or prevent installation of an agricultural land management system.	E1 a, E1b	<input type="checkbox"/>	<input type="checkbox"/>
f. The proposed action may result, directly or indirectly, in increased development potential or pressure on farmland.	C2c, C3, D2c, D2d	<input type="checkbox"/>	<input type="checkbox"/>
g. The proposed project is not consistent with the adopted municipal Farmland Protection Plan.	C2c	<input type="checkbox"/>	<input type="checkbox"/>
h. Other impacts: _____		<input type="checkbox"/>	<input type="checkbox"/>

9. Impact on Aesthetic Resources The land use of the proposed action are obviously different from, or are in sharp contrast to, current land use patterns between the proposed project and a scenic or aesthetic resource. (Part 1. E.1.a, E.1.b, E.3.h.) <i>If "Yes", answer questions a - g. If "No", go to Section 10.</i>			
		<input type="checkbox"/> NO	<input type="checkbox"/> YES
	Relevant Part I Question(s)	No, or small impact may occur	Moderate to large impact may occur
a. Proposed action may be visible from any officially designated federal, state, or local scenic or aesthetic resource.	E3h	<input type="checkbox"/>	<input type="checkbox"/>
b. The proposed action may result in the obstruction, elimination or significant screening of one or more officially designated scenic views.	E3h, C2b	<input type="checkbox"/>	<input type="checkbox"/>
c. The proposed action may be visible from publicly accessible vantage points: i. Seasonally (e.g., screened by summer foliage, but visible during other seasons) ii. Year round	E3h	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
d. The situation or activity in which viewers are engaged while viewing the proposed action is: i. Routine travel by residents, including travel to and from work ii. Recreational or tourism based activities	E3h E2q, E1c	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
e. The proposed action may cause a diminishment of the public enjoyment and appreciation of the designated aesthetic resource.	E3h	<input type="checkbox"/>	<input type="checkbox"/>
f. There are similar projects visible within the following distance of the proposed project: 0-1/2 mile 1/2 -3 mile 3-5 mile 5+ mile	D1a, E1a, D1f, D1g	<input type="checkbox"/>	<input type="checkbox"/>
g. Other impacts: _____ _____		<input type="checkbox"/>	<input type="checkbox"/>

10. Impact on Historic and Archeological Resources The proposed action may occur in or adjacent to a historic or archaeological resource. (Part 1. E.3.e, f. and g.) <i>If "Yes", answer questions a - e. If "No", go to Section 11.</i>			
		<input type="checkbox"/> NO	<input type="checkbox"/> YES
	Relevant Part I Question(s)	No, or small impact may occur	Moderate to large impact may occur
a. The proposed action may occur wholly or partially within, or substantially contiguous to, any buildings, archaeological site or district which is listed on or has been nominated by the NYS Board of Historic Preservation for inclusion on the State or National Register of Historic Places.	E3e	<input type="checkbox"/>	<input type="checkbox"/>
b. The proposed action may occur wholly or partially within, or substantially contiguous to, an area designated as sensitive for archaeological sites on the NY State Historic Preservation Office (SHPO) archaeological site inventory.	E3f	<input type="checkbox"/>	<input type="checkbox"/>
c. The proposed action may occur wholly or partially within, or substantially contiguous to, an archaeological site not included on the NY SHPO inventory. Source: _____	E3g	<input type="checkbox"/>	<input type="checkbox"/>

d. Other impacts: _____ _____		<input type="checkbox"/>	<input type="checkbox"/>
e. If any of the above (a-d) are answered “Yes”, continue with the following questions to help support conclusions in Part 3:			
i. The proposed action may result in the destruction or alteration of all or part of the site or property.	E3e, E3g, E3f	<input type="checkbox"/>	<input type="checkbox"/>
ii. The proposed action may result in the alteration of the property’s setting or integrity.	E3e, E3f, E3g, E1a, E1b	<input type="checkbox"/>	<input type="checkbox"/>
iii. The proposed action may result in the introduction of visual elements which are out of character with the site or property, or may alter its setting.	E3e, E3f, E3g, E3h, C2, C3	<input type="checkbox"/>	<input type="checkbox"/>

11. Impact on Open Space and Recreation The proposed action may result in a loss of recreational opportunities or a reduction of an open space resource as designated in any adopted municipal open space plan. (See Part 1. C.2.c, E.1.c., E.2.q.) <i>If “Yes”, answer questions a - e. If “No”, go to Section 12.</i>			
		<input type="checkbox"/> NO	<input type="checkbox"/> YES
	Relevant Part I Question(s)	No, or small impact may occur	Moderate to large impact may occur
a. The proposed action may result in an impairment of natural functions, or “ecosystem services”, provided by an undeveloped area, including but not limited to stormwater storage, nutrient cycling, wildlife habitat.	D2e, E1b E2h, E2m, E2o, E2n, E2p	<input type="checkbox"/>	<input type="checkbox"/>
b. The proposed action may result in the loss of a current or future recreational resource.	C2a, E1c, C2c, E2q	<input type="checkbox"/>	<input type="checkbox"/>
c. The proposed action may eliminate open space or recreational resource in an area with few such resources.	C2a, C2c E1c, E2q	<input type="checkbox"/>	<input type="checkbox"/>
d. The proposed action may result in loss of an area now used informally by the community as an open space resource.	C2c, E1c	<input type="checkbox"/>	<input type="checkbox"/>
e. Other impacts: _____ _____		<input type="checkbox"/>	<input type="checkbox"/>

12. Impact on Critical Environmental Areas The proposed action may be located within or adjacent to a critical environmental area (CEA). (See Part 1. E.3.d) <i>If “Yes”, answer questions a - c. If “No”, go to Section 13.</i>			
		<input type="checkbox"/> NO	<input type="checkbox"/> YES
	Relevant Part I Question(s)	No, or small impact may occur	Moderate to large impact may occur
a. The proposed action may result in a reduction in the quantity of the resource or characteristic which was the basis for designation of the CEA.	E3d	<input type="checkbox"/>	<input type="checkbox"/>
b. The proposed action may result in a reduction in the quality of the resource or characteristic which was the basis for designation of the CEA.	E3d	<input type="checkbox"/>	<input type="checkbox"/>
c. Other impacts: _____ _____		<input type="checkbox"/>	<input type="checkbox"/>

13. Impact on Transportation

The proposed action may result in a change to existing transportation systems.

☐ NO

☐ YES

(See Part 1. D.2.j)

If “Yes”, answer questions a - g. If “No”, go to Section 14.

	Relevant Part I Question(s)	No, or small impact may occur	Moderate to large impact may occur
a. Projected traffic increase may exceed capacity of existing road network.	D2j	<input type="checkbox"/>	<input type="checkbox"/>
b. The proposed action may result in the construction of paved parking area for 500 or more vehicles.	D2j	<input type="checkbox"/>	<input type="checkbox"/>
c. The proposed action will degrade existing transit access.	D2j	<input type="checkbox"/>	<input type="checkbox"/>
d. The proposed action will degrade existing pedestrian or bicycle accommodations.	D2j	<input type="checkbox"/>	<input type="checkbox"/>
e. The proposed action may alter the present pattern of movement of people or goods.	D2j	<input type="checkbox"/>	<input type="checkbox"/>
f. Other impacts: _____ _____		<input type="checkbox"/>	<input type="checkbox"/>

14. Impact on Energy

The proposed action may cause an increase in the use of any form of energy.

☐ NO

☐ YES

(See Part 1. D.2.k)

If “Yes”, answer questions a - e. If “No”, go to Section 15.

	Relevant Part I Question(s)	No, or small impact may occur	Moderate to large impact may occur
a. The proposed action will require a new, or an upgrade to an existing, substation.	D2k	<input type="checkbox"/>	<input type="checkbox"/>
b. The proposed action will require the creation or extension of an energy transmission or supply system to serve more than 50 single or two-family residences or to serve a commercial or industrial use.	D1f, D1q, D2k	<input type="checkbox"/>	<input type="checkbox"/>
c. The proposed action may utilize more than 2,500 MWhrs per year of electricity.	D2k	<input type="checkbox"/>	<input type="checkbox"/>
d. The proposed action may involve heating and/or cooling of more than 100,000 square feet of building area when completed.	D1g	<input type="checkbox"/>	<input type="checkbox"/>
e. Other Impacts: _____ _____			

15. Impact on Noise, Odor, and Light

The proposed action may result in an increase in noise, odors, or outdoor lighting.

☐ NO

☐ YES

(See Part 1. D.2.m., n., and o.)

If “Yes”, answer questions a - f. If “No”, go to Section 16.

	Relevant Part I Question(s)	No, or small impact may occur	Moderate to large impact may occur
a. The proposed action may produce sound above noise levels established by local regulation.	D2m	<input type="checkbox"/>	<input type="checkbox"/>
b. The proposed action may result in blasting within 1,500 feet of any residence, hospital, school, licensed day care center, or nursing home.	D2m, E1d	<input type="checkbox"/>	<input type="checkbox"/>
c. The proposed action may result in routine odors for more than one hour per day.	D2o	<input type="checkbox"/>	<input type="checkbox"/>

d. The proposed action may result in light shining onto adjoining properties.	D2n	<input type="checkbox"/>	<input type="checkbox"/>
e. The proposed action may result in lighting creating sky-glow brighter than existing area conditions.	D2n, E1a	<input type="checkbox"/>	<input type="checkbox"/>
f. Other impacts: _____ _____		<input type="checkbox"/>	<input type="checkbox"/>

16. Impact on Human Health

The proposed action may have an impact on human health from exposure to new or existing sources of contaminants. (See Part 1.D.2.q., E.1. d. f. g. and h.)

☐ NO

☐ YES

If "Yes", answer questions a - m. If "No", go to Section 17.

	Relevant Part I Question(s)	No, or small impact may occur	Moderate to large impact may occur
a. The proposed action is located within 1500 feet of a school, hospital, licensed day care center, group home, nursing home or retirement community.	E1d	<input type="checkbox"/>	<input type="checkbox"/>
b. The site of the proposed action is currently undergoing remediation.	E1g, E1h	<input type="checkbox"/>	<input type="checkbox"/>
c. There is a completed emergency spill remediation, or a completed environmental site remediation on, or adjacent to, the site of the proposed action.	E1g, E1h	<input type="checkbox"/>	<input type="checkbox"/>
d. The site of the action is subject to an institutional control limiting the use of the property (e.g., easement or deed restriction).	E1g, E1h	<input type="checkbox"/>	<input type="checkbox"/>
e. The proposed action may affect institutional control measures that were put in place to ensure that the site remains protective of the environment and human health.	E1g, E1h	<input type="checkbox"/>	<input type="checkbox"/>
f. The proposed action has adequate control measures in place to ensure that future generation, treatment and/or disposal of hazardous wastes will be protective of the environment and human health.	D2t	<input type="checkbox"/>	<input type="checkbox"/>
g. The proposed action involves construction or modification of a solid waste management facility.	D2q, E1f	<input type="checkbox"/>	<input type="checkbox"/>
h. The proposed action may result in the unearthing of solid or hazardous waste.	D2q, E1f	<input type="checkbox"/>	<input type="checkbox"/>
i. The proposed action may result in an increase in the rate of disposal, or processing, of solid waste.	D2r, D2s	<input type="checkbox"/>	<input type="checkbox"/>
j. The proposed action may result in excavation or other disturbance within 2000 feet of a site used for the disposal of solid or hazardous waste.	E1f, E1g E1h	<input type="checkbox"/>	<input type="checkbox"/>
k. The proposed action may result in the migration of explosive gases from a landfill site to adjacent off site structures.	E1f, E1g	<input type="checkbox"/>	<input type="checkbox"/>
l. The proposed action may result in the release of contaminated leachate from the project site.	D2s, E1f, D2r	<input type="checkbox"/>	<input type="checkbox"/>
m. Other impacts: _____ _____			

17. Consistency with Community Plans The proposed action is not consistent with adopted land use plans. (See Part 1. C.1, C.2. and C.3.) <i>If “Yes”, answer questions a - h. If “No”, go to Section 18.</i>			
		<input type="checkbox"/> NO	<input type="checkbox"/> YES
	Relevant Part I Question(s)	No, or small impact may occur	Moderate to large impact may occur
a. The proposed action’s land use components may be different from, or in sharp contrast to, current surrounding land use pattern(s).	C2, C3, D1a E1a, E1b	<input type="checkbox"/>	<input type="checkbox"/>
b. The proposed action will cause the permanent population of the city, town or village in which the project is located to grow by more than 5%.	C2	<input type="checkbox"/>	<input type="checkbox"/>
c. The proposed action is inconsistent with local land use plans or zoning regulations.	C2, C2, C3	<input type="checkbox"/>	<input type="checkbox"/>
d. The proposed action is inconsistent with any County plans, or other regional land use plans.	C2, C2	<input type="checkbox"/>	<input type="checkbox"/>
e. The proposed action may cause a change in the density of development that is not supported by existing infrastructure or is distant from existing infrastructure.	C3, D1c, D1d, D1f, D1d, E1b	<input type="checkbox"/>	<input type="checkbox"/>
f. The proposed action is located in an area characterized by low density development that will require new or expanded public infrastructure.	C4, D2c, D2d D2j	<input type="checkbox"/>	<input type="checkbox"/>
g. The proposed action may induce secondary development impacts (e.g., residential or commercial development not included in the proposed action)	C2a	<input type="checkbox"/>	<input type="checkbox"/>
h. Other: _____ _____		<input type="checkbox"/>	<input type="checkbox"/>

18. Consistency with Community Character The proposed project is inconsistent with the existing community character. (See Part 1. C.2, C.3, D.2, E.3) <i>If “Yes”, answer questions a - g. If “No”, proceed to Part 3.</i>			
		<input type="checkbox"/> NO	<input type="checkbox"/> YES
	Relevant Part I Question(s)	No, or small impact may occur	Moderate to large impact may occur
a. The proposed action may replace or eliminate existing facilities, structures, or areas of historic importance to the community.	E3e, E3f, E3g	<input type="checkbox"/>	<input type="checkbox"/>
b. The proposed action may create a demand for additional community services (e.g. schools, police and fire)	C4	<input type="checkbox"/>	<input type="checkbox"/>
c. The proposed action may displace affordable or low-income housing in an area where there is a shortage of such housing.	C2, C3, D1f D1g, E1a	<input type="checkbox"/>	<input type="checkbox"/>
d. The proposed action may interfere with the use or enjoyment of officially recognized or designated public resources.	C2, E3	<input type="checkbox"/>	<input type="checkbox"/>
e. The proposed action is inconsistent with the predominant architectural scale and character.	C2, C3	<input type="checkbox"/>	<input type="checkbox"/>
f. Proposed action is inconsistent with the character of the existing natural landscape.	C2, C3 E1a, E1b E2g, E2h	<input type="checkbox"/>	<input type="checkbox"/>
g. Other impacts: _____ _____		<input type="checkbox"/>	<input type="checkbox"/>

VILLAGE OF MACEDON BROWNFIELD OPPORTUNITY AREAS

NOMINATION STUDY

ENVIRONMENTAL ASSESSMENT

PART I – Project and Setting

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Background

This narrative accompanies the Full Environmental Assessment Form (Part 1) completed in conjunction with the Village of Macedon Brownfield Opportunity Areas (BOA) Nomination Study.

The subject of this application (Proposed Action) is the acceptance of a Nomination Study and Master Plan completed in accordance with the NYS DOS Brownfield Opportunity Areas Program. The Master Plan includes a comprehensive revitalization strategy for designated areas in the Village of Macedon that have been adversely impacted by the actual or perceived presence of environmental contamination.

The Plan recommends general land use changes within a 480-acre Study Area, including updates to the Village’s zoning code to support these changes. The Plan also includes a 10-plus year Master Plan recommending development projects, capital improvements and a general phasing plan for redevelopment within the Study Area.

Given that the adoption of the Plan does not constitute a permit for approval of any construction or environmental disturbance activity within or outside the Study Area, our responses to the Part I form are limited to sections A, B, C, F, and G only.

This narrative includes information to supplement sections of the form, as noted below.

A. Project and Sponsor Information

Brief Description of Proposed Action

In 2013, the Village of Macedon developed a Nomination Study pursuant to the NYS DOS Brownfield Opportunity Areas (BOA) Program. The BOA Nomination Study includes a comprehensive economic and community development planning process to identify a revitalization strategy for designated areas adversely impacted by the actual or perceived presence of environmental contamination. Once nominated and approved by the New York State Secretary of State as a Brownfield Opportunity Area, the Village of Macedon's BOA Study Area will obtain preference and priority status for a range of funding and enhanced economic development incentives from NYS agencies, including NY Empire State Development Corporation and the NYS Department of Environmental Conservation.

The Village of Macedon's BOA Nomination Study provides recommendations on land use and proposes changes to the Village's zoning regulations in support of these recommendations. The Nomination Study also provides a series of administrative and non-capital initiatives to support the implementation of Study recommendations. In addition, the Nomination Study provides a phased development Master Plan that recommends several capital projects to be implemented over the course of the next 10-plus years. These projects include public and private investments in infrastructure and development activity throughout the Study Area.

Although the document recommends several capital projects for the Village to undertake in an effort to implement the long-term vision and goals of the BOA, the adoption of this document does not effectuate a permit for, or approval of, any construction or environmental disturbance activity within or outside of the Study Area.

BOA Master Plan

The BOA Master Plan represents the culmination of the Nomination Study process and includes recommendations made after numerous meetings with the Village, project stakeholders, public agencies, business and property owners, and residents of the Village of Macedon. The Master Plan is divided into three sections: (1) *Recommended Capital Projects*; (2) *Land Use and Zoning Recommendations*; and (3) *Development and Revitalization Principles*.

(1) Capital Project Summary

The Master Plan for the Village of Macedon BOA includes a series of recommended capital projects to be accomplished over the next 10-plus years. Recommended projects range from the creation of a creekside trail and streetscape enhancements to large, complex waterfront development projects involving the construction of mixed-use buildings and public waterfront access.

(2) Land Use and Zoning Recommendations

The Village's location along the Erie Canal is a key driver of economic development. This unique strength should be reflected in the future land use pattern and supported by the regulatory environment. An analysis of existing conditions and market realities indicates the BOA has the potential to support a wide range of uses.

(3) Development and Revitalization Principles

A series of guiding principles that build upon the vision statement were prepared to help direct decisions and future investments. Each of the principles is supported by strategic objectives drawn from input generated by the public, steering committee, project stakeholders, and Village staff.

C. Planning and Zoning

C(3) Zoning

The primary changes in zoning recommended in the BOA Nomination Study are the establishment of a Waterfront Mixed-Use District and a High-Density Residential District. The establishment of these districts will encourage higher-value uses of the Village's waterfront by bringing residential and commercial uses to the Canal.

Map of the Study Area



VILLAGE OF MACEDON BROWNFIELD OPPORTUNITY AREA

NOMINATION STUDY

ENVIRONMENTAL ASSESSMENT -PART 2

Identification of Potential Project Impacts

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Background

This narrative accompanies the Full Environmental Assessment Form (Part 2) completed for the Village of Macedon Brownfield Opportunity Areas (BOA) Nomination Study.

The subject of this application (the proposed action) is the acceptance of a Nomination Study and Master Plan completed in accordance with the NYS DOS Brownfield Opportunity Area Program. The Master Plan includes a comprehensive revitalization strategy for designated areas in the Village of Macedon that have been adversely impacted by the actual or perceived presence of environmental contamination.

The Plan recommends general land use changes within a 480-acre Study Area and includes updates to the Village's zoning code to support these changes. The Plan also includes a 10-plus year Master Plan recommending development projects, capital improvements and a general phasing plan for redevelopment within the Study Area.

This narrative for Part 2 addresses the potential short- and long-term impacts of the Proposed Action.

Supplemental Responses to FEAF Part 2 Questions

1. Impacts on Land

The Master Plan envisions intensive redevelopment of the Village's canalfront and downtown corridor. At full build-out, the Study Area will contain new residential and commercial uses, as well as infrastructure improvements and open space enhancements.

2. Impacts on Geological Features

The proposed action is not expected to adversely impact geological features.

3. Impacts on Surface Water

Future build-out of the Master Development Plan will include new residential and commercial development, as well as infrastructure improvements that may result in additional building area, pavement and other impervious surfaces. The Village, however, is not expected to require updates to its wastewater and stormwater drainage facilities as they are currently operating well below its limits within the Study Area.

Specific impacts on storm water drainage facilities may require further analysis when a specific action is proposed.

4. Impacts on Groundwater

The proposed action is not expected to adversely impact groundwater.

5. Impacts on Flooding

The proposed action may result in development on lands subject to flooding, as portions of the Study Area are within the 100-year Floodplain.

Specific impacts on the 100-year Floodplain will require further analysis when a specific action is proposed.

6. Impacts on Air

The proposed action is not expected to include a state regulated air emission source.

7. Impacts on Plants and Animals

The proposed action will not result in a net loss of flora or fauna. At full build out, the Master Plan envisions an increased amount of open space, including parks, recreation corridors and natural areas.

8. Impacts on Agricultural Resources

The proposed action will not result in any impacts to agricultural resources.

9. Impacts on Aesthetic Resources

Development projects envisioned in the Master Plan may be different from current land use patterns. Future land uses will be residential, commercial, and recreational in nature and will thus enhance the existing character in the Village. Vacant and formerly industrial lands along the Canal will be redeveloped with mixed-use commercial and residential uses and public open space.

Future development is not expected to adversely impact scenic views. On the contrary, it is expected that the uses envisioned in the Master Plan will enhance enjoyment and appreciation of aesthetic resources in the Study Area by improving visual and physical access to these resources (such as the waterfront and parks).

Specific impacts on aesthetic resources will require further analysis when a specific action is proposed.

10. Impacts on Historic and Archeological Resources

At full build-out, the BOA Master Plan will not impact any archaeological or historic resources. The Master Plan recommendations, conversely, are expected to enhance the historic resources along the Canal and Main Street.

Specific impacts to historic resources will require further analysis when a specific action is proposed.

11. Impacts on Open Spaces and Recreation

The proposed action will not result in the loss or elimination of recreational opportunities (formal or informal) or a reduction of any open space resources designated by local plans. Future development may increase demand for existing recreational opportunities. It should be noted, however, that the BOA Master Plan envisions development of new recreational opportunities, including improved parks and a waterfront promenade.

12. Impacts on Critical Environmental Areas

The proposed action is not located within or adjacent to a critical environmental area.

13. Impacts on Transportation

The BOA Master Plan calls for a variety of improvements to the transportation system to enhance vehicle mobility, pedestrian safety, and storm water drainage infrastructure.

Full build out of residential and commercial uses may require more than 500 parking spaces (area wide) and generate increased vehicle trips within the existing transportation network. In addition, the Master Plan calls for mixed-use buildings that could contain structured parking.

Specific impacts to the transportation system will require further analysis when a specific action is proposed.

14. Impacts on Energy

The Master Plan calls for more than 100,000 square feet of building area that will need to be heated and cooled when completed.

Specific impacts to energy infrastructure will require further analysis.

15. Impacts on Noise, Odor, and Light

The development envisioned in the Master Plan may result in light shining onto adjoining properties. It is expected that adverse impacts on Noise, Odor, and Light will be mitigated through zoning code development standards.

16. Impacts on Human Health

Implementation of the Master Plan may include environmental remediation of contaminated sites. Specific remediation measures and projects will be analyzed further in future planning phases.

17. Consistency with Community Plans

The Master Plan is consistent with community plans and adopted land use regulations.

18. Consistency with Community Character

At full build out, the land uses within the BOA Study Area may create a demand for additional community services, such as road maintenance, public utilities, schools, police and fire. In addition, the recommended residential, commercial, and recreational land uses will replace many of the vacant or underused industrial land uses in the area, and thus change the existing character of the built environment.

19. Map of the Study Area



