

**WESTERN ERIE CANAL  
MAIN STREET PROGRAM**

**Part II Application & Guidelines  
2008 Selection Rounds**

**Part II Applications are due within 90 days  
after your community is announced as a  
Western Erie Canal Main Street Community**



**Jayne Breschard**  
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Western Erie Canal Main Street Program  
*A program of the Western Erie Canal Alliance, in partnership with*

**Genesee/Finger Lakes Regional Planning Council (G/FLRPC)**  
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## PREFACE

Congratulations on being selected as one of three inaugural communities for the Western Erie Canal Main Street Program! Soon the Western Erie Canal Main Street Program will begin providing services to your community, including assistance in board/program development, assistance in hiring your downtown manager/executive director, and Main Street 101 training.

Before that process begins, each selected community must complete Part II to the application process. This application will gather more specific details about the commercial district/target area that will be needed to measure the economic gains over the life of your local Main Street program. It will also set the benchmarks for your commercial district/target area. Tracking economic gains and activities in the commercial district/target area is important to measure your success and assure funding agencies/organizations (public and private), supporters, and volunteers that their money and time is producing *real* results. And in order to know how much your commercial district/target area is improving, it's critical to identify a starting point!

This part of the application will take some research and on-the-street observations to identify many aspects that make-up your commercial district/target area. The Western Erie Canal Main Street Program recognizes that communities may not be able to gather exact information for each of the questions—however, data gathered should be as accurate as possible.

The completed Part II Application (one digital and one hardcopy) should be submitted no later than **Tuesday, December 2, 2008** to:

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Western Erie Canal Main Street Program

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## Part II – Application Guidelines

### Downtown Characteristics

- 1 Provide the number of businesses and attach a list with the names of every business that is physically within the proposed boundaries of your commercial district/target area. Include businesses on upper stories or in residential space. Label as **Attachment #1**  
  
Also, prepare a Business Mix map and label as **Attachment #2**. Indicate by different colors the following categories of businesses/uses: religious, municipal, retail/apartment mixed use, retail/office mixed use, restaurants, office, financial/banking, automobile related businesses (gas/repair/parts), nonprofit or social clubs, housing (apartments or homes), and green space. If you have a major business in another category, it can be added to the list. (Hint: Use categories in tax assessment records.)
- 2 – 3 Visit or call each business owner to determine how many full-time (35 hours or more) and how many part-time (34 hours or less) they employ. Business owners should be counted in the total.
- 4 Answer as directed.
- 5 Survey a sample of rental properties to determine an average.
- 6 – 16 Answer as directed.
- 17 Determine the age of the buildings in your commercial district/target area. A historic survey, tax records, building cornerstones, or local historians would be good sources for this information.
- 18 – 27 Answer questions about the Erie Canal as accurately as possible.

## Part II – Application

1. Number of businesses: \_\_\_\_\_ **As Attachment #1, number and list all names of businesses (retail, service, religious facilities, and government offices in commercial district/target area).**  
  
**Also, attach a building footprint map showing the business mix of the commercial district/target area. Include as Attachment #2.**
2. Number of FTE jobs: \_\_\_\_\_  
(Full-time equivalent)  
  
Source: \_\_\_\_\_
3. Number of PTE jobs: \_\_\_\_\_  
(Part-time equivalent)  
  
Source: \_\_\_\_\_
4. Number of commercial units: \_\_\_\_\_
5. What is the estimated average rent per square foot for commercial buildings? (Hint: Meet with local real estate agent(s).) \_\_\_\_\_  
\_\_\_\_\_
6. How many buildings have vacant first floors? Second floors? Third floors?
  - A. First floor – By number: \_\_\_\_\_ By square footage: \_\_\_\_\_
  - B. Second floor – By number: \_\_\_\_\_ By square footage: \_\_\_\_\_
  - C. Third floor – By number: \_\_\_\_\_ By square footage: \_\_\_\_\_
7. What percentage of properties are:  
Owner-occupied? \_\_\_\_\_ Renter-occupied? \_\_\_\_\_

8. What percentage of these renter-occupied buildings are controlled by absentee landlords (proprietor that lives away from his or her estate or business) ? \_\_\_\_\_
9. Number of single-family units? \_\_\_\_\_
10. Number of multi-family buildings exclusively designated as:  
 A. Apartments \_\_\_\_\_ Total units: \_\_\_\_\_  
 B. Condominiums \_\_\_\_\_ Total units: \_\_\_\_\_
11. Vacant residential units? \_\_\_\_\_
12. A. Number of upper floor housing units above commercial space? \_\_\_\_\_  
 B. Above community/public space? \_\_\_\_\_
13. What percentage of the upper floor space is vacant? \_\_\_\_\_  
**(Attach map as "Upper Floor Vacancies – Attachment #3)**
14. A. Exclusive of the current zoning code, how much upper floor space is suitable for housing and/or office development? \_\_\_\_\_ Square feet  
 B. Under the current zoning code, how much upper floor space is suitable for housing and/or office development? \_\_\_\_\_ Square feet
15. Please name or describe public open space (i.e. parks, town common) exists in the commercial district/target area. (Add additional lines if needed.)  
 A. \_\_\_\_\_ Square feet (approximately)  
 B. \_\_\_\_\_ Square feet (approximately)  
 C. \_\_\_\_\_ Square feet (approximately)  
 D. \_\_\_\_\_ Square feet (approximately)  
 E. \_\_\_\_\_ Square feet (approximately)

16. What number and amount of square footage is devoted to each of the following:

<b>Business/Service Type</b>	<b>Number</b>	<b>Square Footage</b>
Accounting/Tax		
Antiques/Collectibles		
Apparel/Clothing		
Auto Oriented Businesses		
Book Stores		
Child Care		
Churches/Synagogues		
Civic		
Dry Cleaners/Laundry		
Education		
Financial Institutions		
Florist		
Furniture/Appliances		
General Stores		
Gift/Card		
Government		
Grocery		
Hair Styling		
Hardware		
Hotel/Motel		
Insurance		
Jewelry		
Law Offices		
Library/Research		
Liquor Stores		
Manufacturing		
Medical Offices		

Music Store		
Newspaper/Radio/TV		
Non-Profit Organizations		
Office/Miscellaneous		
Pharmacy/Drug Store		
Real Estate		
Recreation		
Restaurants/Taverns/Catering		
Senior/Community Center		
Shoe Shop/Repair		
Sporting Goods		
Storage/Warehouse		
Theater/Movie Rental		
Vacant		
Other (Please Identify):		
Other (Please Identify):		
Other (Please Identify) :		
Other (Please Identify):		
Other (Please Identify):		

**17. What is the approximate age of the existing building stock in the commercial district/target area:**

Pre-1800 \_\_\_\_\_%  
1800-1900 \_\_\_\_\_%  
1901-1950 \_\_\_\_\_%

1951-1999 \_\_\_\_\_%  
Post-2000 \_\_\_\_\_%

The following questions ask for canal-related data. The Western Erie Canal Main Street Program not only recognizes the importance of measuring the success of the Main Street community's commercial district/target area, but also the economic impact activity from heritage development and tourism generated by the Erie Canal. Please indicate the survey information source or how the methodology to capture this data was developed, if requested in the question. The Western Erie Canal Main Street Program is willing to aid in the development of a standardized method for all three inaugural Main Street communities, with assistance from the Erie Canalway National Heritage Corridor.

18. What are the demographics of Erie Canal visitors that stop in your community for goods and services on an annual basis (in total, whether by car, boat on the canal, foot/bicycle on the towpath, etc.)? \_\_\_\_\_

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Source/Methodology: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

19. If known, what are the top three (3) goods or services these visitors seek in your community? \_\_\_\_\_

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Source/Methodology: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

20. What is the distance from the canal port to those top three (3) goods or services? \_\_\_\_\_

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Source/Methodology: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

21. Does the community offer any services to visitors arriving by boat/foot/bicycle. If yes, please explain. \_\_\_\_\_

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22. Based on the cumulative visitor number provided in Question 18, can visitors be broken down further by mode of transportation?
- A. Car \_\_\_\_\_
  - B. Bus \_\_\_\_\_
  - C. Bicycle \_\_\_\_\_
  - D. Foot \_\_\_\_\_
  - E. Boat \_\_\_\_\_
  - F. Other \_\_\_\_\_
- Source/Methodology: \_\_\_\_\_
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23. Is there security (police rounds) for the port area? If yes, please explain. \_\_\_\_
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24. Is there a wayfinding system for the port and/or commercial district/target area? If yes, please explain. \_\_\_\_\_
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25. Does the community have a harbor master? If yes, please explain. \_\_\_\_\_
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26. What is the capacity of the port area? Please explain, as detailed below. \_\_
- A. No. of boat slips: \_\_\_\_\_ For what size boats: \_\_\_\_\_
  - B. No. of floating dock spaces: \_\_\_\_\_ For what size boats: \_\_\_\_\_
  - C. How many bike racks: \_\_\_\_\_
  - D. How many campsites: \_\_\_\_\_
  - E. How many picnic areas/grills: \_\_\_\_\_
  - F. Are restrooms available? \_\_\_\_\_ Are showers available? \_\_\_\_\_
  - G. Are water and electric hook-ups/pump-outs available? If so, how many? \_
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27. Does the community hold any events or celebrations related to the Erie Canal (history, culture, etc.)? \_\_\_\_\_ Please *briefly* describe the event(s).
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