
APPENDICES

APPENDIX A: DOWNTOWN PROPERTY INVENTORY

Downtown Property Inventory: Village of Macedon

BUILDING INFORMATION

Building Name: _____

Building Address: _____

Property Owner: _____

Renter/Building Manager (if different from property owner): _____

Address: _____ Telephone: _____

Email contact(s): _____

Zoning: _____

BUILDING AMENITIES

Number of Floors:

Basement One Two Three Four More than five Half-story (attic)

Number of Commercial Units:

One Two Three Four More than five

Number of Residential Units:

One Two Three Four More than five

Square Footage by Floor

Basement: _____

Ground Floor: _____

Upper Floors: 2 _____

3 _____

4 _____

More than five _____

Exterior Building Condition: excellent good fair deteriorated

Interior Building Condition: excellent good fair deteriorated

HVAC: _____

Electrical: _____

Plumbing: _____

BUILDING MATERIALS

Exterior Walls: wood clapboard wood shingle vertical boards plywood
 stone brick poured concrete concrete block vinyl siding
 aluminum siding cement-asbestos other: _____
Roof: asphalt, shingle asphalt, roll wood shingle metal slate
Foundation: stone brick poured concrete concrete block

HISTORIC STATUS

Date of construction, if known: _____

Individual listing on National Register of Historic Places? _____ Date: _____

Individual listing on New York State Register of Historic Places? _____ Date: _____

National Register Historic District? _____ Date: _____

New York State National Register Historic District? _____ Date: _____

Local landmark designation? individual historic district Date: _____

Narrative Description of Significance: _____

Is the property owner interested in conducting research about the historic significance of their property? _____

ASSESSED VALUE

Year _____ \$ _____ Annual property taxes: _____

Year _____ \$ _____ Annual property taxes: _____

PROPERTY AVAILABILITY

For sale? _____ What price? _____ Size of space: _____ Length of vacancy: _____

Realtor: _____ Phone: _____ Terms/other information: _____

For rent? _____ What price? _____ Size of space: _____ Length of vacancy: _____

Realtor: _____ Phone: _____ Terms/other information: _____

APPENDIX B: SMART GROWTH POLICY CHECKLIST (MUNICIPAL SCORECARD)

Smart Growth Policy Checklist				
Comprehensive Plan				
Are the following concepts set as priorities or mentioned in the Comprehensive Plan?	Set as a priority	Mentioned	Not mentioned	Notes
Does the comprehensive plan support a walkable downtown? Does it contain a pedestrian component or circulation study/plan?				
Create and maintain bike routes as well as a bicycle friendly downtown?				
Address access issues for the disabled?				
Address the need for public transit?				
Address the need for: a conservation commission, land trust, or historic preservation group?				
Cite the protection of historic structures and buildings?				
Identify the downtown as the focus area for future growth?				
Specifically focus new business development in the downtown?				
Encourage the use of BIDs?				
Address the need for and advantages of mixed use in the downtown?				
Encourage restoration or adaptive reuse of vacant buildings?				

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Are the following concepts set as priorities or mentioned in the Comprehensive Plan?	Set as a priority	Mentioned	Not mentioned	Notes
Minimizing the new creation of infrastructure (i.e. roads, sewer lines, water lines, etc.)?				
Encourage remediation and redevelopment of brownfields in the downtown?				
Create/maintain/protect open space near the downtown (i.e. trails, green ways, parks, etc.)?				
Green development when possible?				
Does the comprehensive plan set "Smart Growth" as a priority?				
Has the comprehensive plan been updated in the last 6 years?				
Was the public involved in the comprehensive planning process?				
Zoning/Land Use Regulations				
Does the zoning code and/or land use regulations:	Yes	No	Partially	Notes
Identify a specific downtown area?				
Allow parking in the rear of buildings?				
Allow mixed use buildings?				
Require sidewalks with buffers?				
Contain any Planned Unit Development (PUD) districts?				
Allow for higher density development in the downtown (i.e. cottage housing, increase in maximum density limits, cluster zoning, transfer of development rights, etc.)?				
Have small lot line and frontage setback requirements?				

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Does the zoning code and/or land use regulations:	Yes	No	Partially	Notes
Contain inclusionary zoning requirements (i.e. % of new housing needs to be affordable to low-med income)?				
Allow for a mix of housing choices (i.e. #of units per building, small and large lot sizes, price)?				
Allow small/smaller minimum lot sizes in the downtown?				
Treat infill favorably? Can new construction be built similar to the existing buildings? Are existing buildings considered a non-conforming use (i.e. size, setback, use, parking requirements, etc.)?				
Contain any form based zoning requirements (i.e. zone by building type not by use)?				
Create overlay zones/special improvement districts where investment should be focused?				
Allow sidewalk services (i.e. vendors, sidewalk cafes, retail sales, etc.)?				
Prohibit billboards in the downtown?				
Protect open space in the downtown (i.e. parkland, trails, greenways, PDRs, cluster zoning, limit growth in important environmental areas, etc.)?				
Limit development in important environmental areas and unsuitable areas (i.e. steep slopes, floodplains, stream corridors, aquifers, etc.)?				
Show certain regulations in picture form to better illustrate their intent to the general public?				

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Does the zoning code and/or land use regulations:	Yes	No	Partially	Notes
Easy for an average citizen to read and understand?				
Allow shared parking or reduced minimum off street parking requirements?				
Limit size of new commercial/industrial buildings to fit in with existing village center?				
Zone for high density activity centers around public transit service?				
<p><i>The Vermont Smart Growth Scorecard, 2000, The Vermont Forum on Sprawl. Smart Growth Scorecard - Municipal Review - New Jersey, 2002, New Jersey Future Getting To Smart Growth I: 100 Policies for Implementation, 2002, Smart Growth Network Getting To Smart Growth II: 100 More Policies for Implementation, 2003, Smart Growth Network</i></p>				

APPENDIX C: DOWNTOWN BUSINESS OWNER SURVEY

Dear Valued Business Owner:

Genesee/Finger Lakes Regional Planning Council (G/FLRPC) is developing a downtown revitalization plan for the Village of Macedon. As a business owner located within the downtown, your insight is an important component of this plan. We ask that you take a few minutes to complete the following survey. All answers will be kept strictly confidential and anonymous. Provide as much information as you can. If you have any questions regarding this survey, please contact Greg Albert, Senior Planner at G/FLRPC at (585) 454-0190 ext. 18. Please complete surveys by **Friday, August 21, 2009**. Completed surveys can be dropped off at Macedon Village Hall, 81 Main Street between the hours of 9:00AM and 4:00PM or they can be faxed to G/FLRPC at (585) 454-0191. You are helping to make your community a better place!

1. What type of business do you have?

- Independent Franchise Local chain

2. Do you own or rent the building/space in which your business is located? Own Rent

3. What products/services does your business provide? _____

4. How many employees does your business have at this location?

- a. Part-time? _____ b. Full-time? _____

5. How long have you been in business at this location or at a previous downtown location?

- 1-3 years 4-5 years 6-9 years 10-20 years 20+ years

6. What are your regular business hours? (Please indicate any days that you are closed.)

Sunday _____ A.M. to _____ P.M.

Monday _____ A.M. to _____ P.M.

Tuesday _____ A.M. to _____ P.M.

Wednesday _____ A.M. to _____ P.M.

Thursday _____ A.M. to _____ P.M.

Friday _____ A.M. to _____ P.M.

Saturday _____ A.M. to _____ P.M.

7. Which days in an average week are the two (2) busiest for your business?

- Mondays Tuesdays Wednesdays Thursdays
 Fridays Saturdays Sundays

8. On your busiest days, what are the busiest time periods?

(Please check as many as apply.)

- 7 - 10 A.M. 10 A.M - noon 12 - 2 P.M. 2 - 4 P.M.

- 4 - 6 P.M. after 6 P.M.

9. What percentage of your customers do you estimate come from:

____% Village ____% Town ____% County ____% Region ____% Other

10. Please estimate the percentage of your customers in each of the following age groups:

____% under 14 ____% 15 - 19 ____% 20 - 24 ____% 25 - 34
____% 35 - 44 ____% 45 - 54 ____% 55 - 69 ____% 70 or over

11. Do you think the majority of your customers are: Male Female

12. Is parking a problem for your employees? Yes No

13. Is parking a problem for your customers? Yes No

14. Have you encountered any obstacles or problems with zoning or other regulations?

(Please explain.) _____

15. Are there any aspects of your business or issues in which you would like to receive training or technical assistance (i.e. business planning, building façade design assistance, financial planning, personnel training, computerization, etc.)? *(Please explain.)* _____

16. Are there any sorts of financial incentives (such as low interest loans and façade grant programs) that would help your business expand if they could be offered? *(Please explain.)*

17. What changes or improvements in the Village downtown would enhance your business?

18. Is Macedon Partners Association, Inc. assisting to address the downtown issues? Do you feel the new organization is working? _____

APPENDIX D: CONSUMER INTERCEPT SURVEY

1. How do you usually get to the Village downtown?

- I drove I biked I took a bus I walked Someone drove me
 Erie Canal Other: _____

2. What would be the primary reasons for your visit? (Check as many as apply.)

- Dining Legal services Shopping/retail Automotive services
 I work here Personal care (barber, nail salon) Village hall
 I live here Medical office/health services Post office
 Tourism Banking/financial services Other: _____

3. If you answered "Shopping/retail," what types of items? (Check as many as apply.)

- Groceries Dry cleaning/tailoring Home furnishings Clothing—Men's
 Books Hardware Pharmacy Clothing—Women's
 Electronics Jewelry Automobile Other: _____
 Antiques Floral/gifts

4. On average, how often do you shop in the Village downtown?

- Less than once a month 1-5 times per month More than 15 times per month
 6-10 times per month 11-15 times per month I don't shop in the downtown

5. What days/times do you typically shop in the Village downtown? (Check as many as apply. If you don't shop in the downtown, leave blank.)

- | | | | |
|-------------------------------------|----------------------------------|------------------------------------|----------------------------------|
| <input type="checkbox"/> Sundays | <input type="checkbox"/> Morning | <input type="checkbox"/> Afternoon | <input type="checkbox"/> Evening |
| <input type="checkbox"/> Mondays | <input type="checkbox"/> Morning | <input type="checkbox"/> Afternoon | <input type="checkbox"/> Evening |
| <input type="checkbox"/> Tuesdays | <input type="checkbox"/> Morning | <input type="checkbox"/> Afternoon | <input type="checkbox"/> Evening |
| <input type="checkbox"/> Wednesdays | <input type="checkbox"/> Morning | <input type="checkbox"/> Afternoon | <input type="checkbox"/> Evening |
| <input type="checkbox"/> Thursdays | <input type="checkbox"/> Morning | <input type="checkbox"/> Afternoon | <input type="checkbox"/> Evening |
| <input type="checkbox"/> Fridays | <input type="checkbox"/> Morning | <input type="checkbox"/> Afternoon | <input type="checkbox"/> Evening |
| <input type="checkbox"/> Saturdays | <input type="checkbox"/> Morning | <input type="checkbox"/> Afternoon | <input type="checkbox"/> Evening |

6. If not the Village downtown, where else do you shop more frequently?

(Check as many as apply.)

- Regional mall The next town over Discount super center
 Mail order Internet Other: _____
 The next big city (*Please circle one*—Rochester/Buffalo/Syracuse)

7. Do you feel that the store hours in the Village downtown are adequate?

- Yes No

8. Is parking a problem in the Village downtown?

- Yes No

9. Do you feel that signage is adequate within the Village downtown?

- Yes No

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10. Do you feel safe walking/crossing the street in the Village downtown?

- Yes No

11. Do you feel the Village downtown is properly maintained and clean?

- Yes No

12. What, if any, would you like to see improve in the Village downtown?

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> Signage | <input type="checkbox"/> Selection of retail/services |
| <input type="checkbox"/> Parking | <input type="checkbox"/> Prices of goods/services |
| <input type="checkbox"/> Safety | <input type="checkbox"/> Appearance of streets/buildings |
| <input type="checkbox"/> Store hours | <input type="checkbox"/> Other: _____ |

13. Age? Under 18 18-25 26-35 36-45 46-55 56-65 Over 65

14. Gender? Female Male

15. Zip code where you live? _____

16. Zip code where you work? _____

17. Which of these broad categories best describes your household income for all sources last year?

- | | | |
|---|---|---|
| <input type="checkbox"/> Less than \$30,000 | <input type="checkbox"/> \$50,000 to \$74,999 | <input type="checkbox"/> \$100,000 to \$149,000 |
| <input type="checkbox"/> \$35,000 to \$49,000 | <input type="checkbox"/> \$75,000 to \$99,999 | <input type="checkbox"/> \$150,000 or more |

18. What is your favorite thing about the Village downtown? _____

19. What do you dislike most about the Village downtown? _____

20. If you do not shop or visit the Village downtown, why not? _____

APPENDIX E: RESULTS OF THE DOWNTOWN BUSINESS OWNER SURVEY

1. What type of business do you have?

- | | | |
|----------------|----|--------|
| a. Independent | 20 | (100%) |
| b. Franchise | 0 | (0.0%) |
| c. Local chain | 0 | (0.0%) |

2. Do you own or rent the building/space in which your business is located?

- | | | |
|---------|----|---------|
| a. Own | 15 | (75.0%) |
| b. Rent | 5 | (25.0%) |

3. What products/services does your business provide?

** Specific answers are not being disclosed to not identify survey participants. Additional information may be available by contacting Macedon Partners Association, Inc.*

4. How many employees does your business have at this location?

- | | |
|--------------|----|
| a. Part-time | 41 |
| b. Full-time | 71 |

5. How long have you been in business at this location or at a previous downtown location?

- | | | |
|----------------|---|---------|
| a. 1-3 years | 4 | (21.1%) |
| b. 4-5 years | 0 | (0.0%) |
| c. 6-9 years | 2 | (10.5%) |
| d. 10-20 years | 5 | (26.3%) |
| e. 20+ years | 8 | (42.1%) |

6. What are your regular business hours?

Data not compiled into statistics.

7. Which days in an average week are the two (2) busiest?

- | | | |
|---------------|---|---------|
| a. Mondays | 6 | (30.0%) |
| b. Tuesdays | 1 | (5.0%) |
| c. Wednesdays | 5 | (25.0%) |
| d. Thursdays | 8 | (40.0%) |
| e. Fridays | 9 | (45.0%) |
| f. Saturdays | 7 | (35.0%) |
| g. Sundays | 4 | (20.0%) |

8. On your busiest days, what are the busiest time periods?

- | | | |
|-------------------|---|---------|
| a. 7 – 10 A.M. | 6 | (31.6%) |
| b. 10 A.M. – noon | 9 | (47.4%) |
| c. 12 – 2 P.M. | 6 | (31.6%) |
| d. 2 – 4 P.M. | 7 | (36.8%) |
| e. 4 – 6 P.M. | 5 | (26.3%) |
| f. after 6 P.M. | 2 | (10.5%) |

9. What percentage of your customers do you estimate come from:

Data not compiled into statistics.

10. Please estimate the percentage of your customers in each of the following age groups:

Data not compiled into statistics.

11. Do you think the majority of your customers are:

- | | | |
|-----------------|---|---------|
| a. Male | 3 | (18.8%) |
| b. Female | 7 | (43.8%) |
| c. Evenly split | 6 | (37.5%) |

12. Is parking a problem for your employees?

- | | | |
|--------|----|---------|
| a. Yes | 4 | (22.2%) |
| b. No | 14 | (77.8%) |

13. Is parking a problem for your customers?

- | | | |
|--------|---|---------|
| a. Yes | 9 | (50.0%) |
| b. No | 9 | (50.0%) |

14. Have you encountered any obstacles or problems with zoning or other regulations?

- | | | |
|----------|----|---------|
| a. No | 7 | (41.2%) |
| b. Other | 10 | (58.8%) |

(Some of the "other" responses identified: parking regulations and speed of permit approvals.)

15. Are there any aspects of your business or issues in which you would like to receive training or technical assistance?

- | | | |
|----------|---|---------|
| a. No | 5 | (50.0%) |
| b. Other | 5 | (50.0%) |

(Some of the "other" responses identified: building façade design assistance and marketing.)

16. Are there any sorts of financial incentives (such as low interest loans and façade grant programs) that would help your business expand if they could be offered? (Please explain.)

- | | | |
|---------------------|---|---------|
| a. No | 4 | (30.8%) |
| b. Grants | 3 | (23.1%) |
| c. Grants and loans | 1 | (7.7%) |
| d. Other | 5 | (38.5%) |

17. What changes or improvements in the Village downtown would enhance your business?

- | | | |
|--------------------|---|---------|
| a. Parking | 9 | (50.0%) |
| b. More businesses | 7 | (38.9%) |
| c. Other | 2 | (11.1%) |

18. Is Macedon Partners Association, Inc. assisting to address the downtown issues? Do you feel the new organization is working?

- | | | |
|----------------|----|---------|
| a. Yes | 14 | (73.7%) |
| b. Do not know | 2 | (10.5%) |
| c. Other | 3 | (15.8%) |

APPENDIX F: RESULTS OF THE CONSUMER INTERCEPT SURVEY

1. How did you get here today?

a. I drove	188	(70.4%)
b. I biked	12	(4.5%)
c. I took a bus	3	(1.1%)
d. I walked	43	(16.1%)
e. Someone drove me	4	(1.5%)
f. Erie Canal	2	(0.7%)
g. Other	15	(5.6%)

2. What are the primary reasons for your visit today?

a. Dining	18	(7.1%)
b. Legal services	2	(0.8%)
c. Shopping/retail	61	(24.2%)
d. Automotive services	31	(12.3%)
e. I work here	46	(18.3%)
f. Personal care (barber, nail salon)	9	(3.6%)
g. Village hall	50	(19.8%)
h. I live here	93	(36.9%)
i. Medical office/health services	5	(2.0%)
j. Post office	27	(10.7%)
k. Tourism	4	(1.6%)
l. Banking/financial services	10	(4.0%)
m. Other	73	(29.0%)

3. If you answered "Shopping/Retail," what types of items? (Check as many as apply.)

a. Groceries	20	(23.0%)
b. Dry cleaning/tailoring	5	(5.7%)
c. Home furnishings	11	(12.6%)
d. Clothing-Men's	4	(4.6%)
e. Books	23	(26.4%)
f. Hardware	6	(6.9%)
g. Pharmacy	20	(23.0%)
h. Clothing-Women's	15	(17.2%)
i. Electronics	8	(9.2%)
j. Jewelry	5	(5.7%)
k. Automobile	13	(14.9%)
l. Other	21	(24.1%)
m. Antiques	6	(6.9%)
n. Floral/gifts	33	(37.9%)

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4. How often do you shop in the Village downtown?

a. Less than once a month	89	(30.3%)
b. 1-5 times per month	73	(24.8%)
c. 6-10 times per month	21	(7.1%)
d. 11-15 times per month	8	(2.7%)
e. More than 15 times per month	14	(4.8%)
f. I don't shop in the downtown	89	(30.3%)

5. What days/times do you typically shop in the Village? (Check as many as apply.)

Sunday	Morning	19	(11.0%)
	Afternoon	44	(25.4%)
	Evening	29	(16.8%)
Monday	Morning	20	(11.6%)
	Afternoon	40	(23.1%)
	Evening	27	(15.6%)
Tuesday	Morning	16	(9.2%)
	Afternoon	37	(21.4%)
	Evening	29	(16.8%)
Wednesday	Morning	20	(11.6%)
	Afternoon	48	(27.7%)
	Evening	31	(17.9%)
Thursday	Morning	18	(10.4%)
	Afternoon	48	(27.7%)
	Evening	36	(20.8%)
Friday	Morning	28	(16.2%)
	Afternoon	55	(31.8%)
	Evening	35	(20.2%)
Saturday	Morning	56	(32.4%)
	Afternoon	71	(41.0%)
	Evening	36	(20.8%)

6. Where do you shop more frequently other than the Village downtown?

a. Regional mall	166	(56.8%)
b. The next town over	79	(27.1%)
c. Discount super center	199	(68.2%)
d. Mail order	21	(7.2%)
e. Internet	50	(17.1%)
f. Other	27	(9.2%)
g. The next big city	48	(16.4%)
h. Rochester	45	(15.4%)
i. Buffalo	0	(0.0%)
j. Syracuse	1	(0.3%)

7. Do you feel the store hours in the Village downtown are adequate?

a. Yes	163	(68.2%)
b. No	76	(31.8%)

8. Is parking a problem in the Village downtown?

a. Yes	135	(49.1%)
b. No	140	(50.9%)

9. Do you feel that signage is adequate within the Village downtown?

a. Yes	168	(62.5%)
b. No	101	(37.5%)

10. Do you feel safe walking/crossing the street in the Village downtown?

a. Yes	161	(57.5%)
b. No	119	(42.5%)

11. Do you feel the Village downtown is properly maintained and clean?

a. Yes	189	(69.7%)
b. No	82	(30.3%)

12. What, if any, would you like to see improved in the Village downtown?

a. Signage	58	(21.0%)
b. Parking	87	(31.5%)
c. Safety	51	(18.5%)
d. Store hours	35	(12.7%)
e. Selection of retail/services	193	(69.9%)
f. Prices of goods/services	44	(15.9%)
g. Appearance of streets/buildings	136	(49.3%)
h. Other	50	(18.1%)

13. Age?

a. Under 18	8	(2.8%)
b. 18-25	33	(11.5%)
c. 26-35	33	(11.5%)
d. 36-45	58	(20.2%)
e. 46-55	64	(22.3%)
f. 56-65	58	(20.2%)
g. Over 65	33	(11.5%)

14. Gender?

a. Female	168	(58.3%)
b. Male	120	(41.7%)

15. Zip code where you live?

a. 14502	210	(74.7%)
b. 14522	17	(6.0%)
c. 14568	11	(3.9%)
d. 14450	9	(3.2%)
e. Other	34	(12.1%)

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16. Zip code where you work?

a. 14502	74	(38.7%)
b. 14522	14	(7.3%)
c. 14621	11	(5.8%)
d. 14450	11	(5.8%)
e. Other	81	(42.4%)

17. Which of these broad categories best represents your household income for all sources last year?

a. less than \$30,000	36	(15.2%)
b. \$35,000-\$49,000	41	(17.3%)
c. \$50,000-\$74,999	75	(31.6%)
d. \$75,000-\$99,000	51	(21.5%)
e. \$100,000 to \$149,000	28	(11.8%)
f. \$150,000 or more	6	(2.5%)

18. What is your favorite thing about the Village downtown?

Data not compiled into statistics.

19. What do you dislike most about the Village downtown?

Data not compiled into statistics.

20. If you do not shop or visit the Village downtown, why not?

Data not compiled into statistics.