

EXECUTIVE SUMMARY

Began in 2006, the Finger Lakes Open Lands Conservation Project (FLOLCP) addresses the issues of growth, development, changing land use patterns, and open space and the effects these issues have on the region's natural and cultural landscape, which includes Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates Counties. The *Downtown Revitalization Plan: Village of Macedon* accomplishes a portion of the implementation, outreach, and education principles of the FLOLCP.

Section 1: Introduction addresses how the municipality was selected to participate in this component of FLOLCP and the rationale for conducting a comprehensive downtown plan. Section 1 also explains the three components of a comprehensive downtown plan, the methodology for gathering data, and the boundaries of the downtown target area.

Section 2: Physical Plan is the first component of the comprehensive downtown plan and is based on two downtown issues: elements of design and land use policies. Conditions were assessed using data collected on two survey forms: Downtown Property Inventory and Smart Growth Policy Checklist (Municipal Scorecard).

Section 3: Economic Plan is the second component of the comprehensive downtown plan and is based on many existing conditions in the downtown: local demographics, retail patterns and trends, current and potential customers, and established businesses and their competition. Conditions were assessed using data collected on two survey forms: Downtown Business Owner Survey and Consumer Intercept Survey.

Overall, 28 Downtown Property Inventory forms, 20 Downtown Business Owner Survey forms, and 298 Consumer Intercept Survey forms were completed. Only one Smart Growth Policy Checklist (Municipal Scorecard) was necessary for completion of this report.

Section 4: Implementation Plan pulls together the data gathered in Sections 2 and 3. Recommendations on how to revitalize and/or develop utilizing both physical and economic components include downtown design, comprehensive planning and zoning policies, and incentive tools for economic development.

The *Appendix* contains the four survey forms used to assess existing conditions in the downtown target area: (A) Downtown Property Inventory; (B) Smart Growth Policy Checklist (Municipal Scorecard); (C) Downtown Business Owner Survey; and (D) Consumer Intercept Survey. The results of the Downtown Business Owner Survey and Consumer Intercept Survey are provided in Appendices E and F, respectively.

The process that was developed for the *Downtown Revitalization Plan: Village of Macedon* was coordinated through Genesee/Finger Lakes Regional Planning Council (G/FLRPC) and collaborated with citizens and municipal staff. The goal of this report is for the Village of Macedon to consider land use best management practices and work with other community stakeholders to create additional incentives so that "village main streets" can become more economically vibrant.