

3. Socioeconomic Conditions

The following socioeconomic factors are meant to provide a general overview of the current state of population, housing, business patterns, and commutation to work attributes in the communities affected by the development within the Route 332 corridor.

On the one hand, this analysis is fortunate to have been undertaken at a time when detailed results of the most recent decennial census of population and housing have become available from the US Census Bureau. *Census 2000* data provide us with the most accurate counts and measures of general demographic characteristics including population, housing units and their attributes, and work-related commutation times.

On the other hand, Census Bureau geographies do not align with the study area. This makes it impossible to make specific statements with accuracy regarding the attributes of persons and housing within the study area. However, certain inferences can be made about the communities as a whole and therefore the portions of them that are included within the study area. The City of Canandaigua would be the one exception in that the study area encompasses nearly all of the area within the City limits.

Business pattern characteristics are extracted from the annual *County Business Patterns* and *Zip Code Business Patterns* published by the US Census Bureau. Again, the geographies at which data is available do not correspond with the study area boundaries. The 14424 zip code covers all of the study area as well as the remaining portion of the Town of Canandaigua and parts of the Towns of Bristol, Gorham, and Hopewell. The 14425 zip code includes not only the Farmington portion of the study area, but also other areas of the Town (primarily to the north and west).

Population

Between 1980 and 1999, the population in the three study area municipalities increased by nearly 4,100 to a total population of 29,498 persons. This increase represented a 16 percent rate of growth, higher than that of Ontario County as a whole (13%) as well as the municipalities adjacent to the study area combined (10%), excluding the Town and Village of Victor.

While the rate of population growth exceeded that of the surrounding towns and villages (minus Victor) and Ontario County as a whole over the 20-year period, the Town and Village of Victor and the Town and Village of Pittsford (Monroe County) had population growth rates of 73 percent and 20 percent, respectively. This amounted to a population increase of nearly 9,000 persons in these Route 96 communities that connect the study area to the Rochester metropolitan area.

Among the study area municipalities, the Town of Farmington grew the most in absolute numbers with an increase of 1,652 persons (19%) from 1980 to 2000. The Town of Canandaigua had the largest growth rate at 26 percent with the addition of 1,589 new residents.

The City of Canandaigua increased its population by 845 persons over the period of 1980 to 2000, and was the only municipality in the study area to have more population growth between 1990 and 2000 than during the previous ten years.

Municipality	1980	1990	Change		2000	Change		Change	
			1980 to 1990			1990 to 2000		1980 to 2000	
			Absolute	Percent		Absolute	Percent	Absolute	Percent
City of Canandaigua	10,419	10,725	306	2.9%	11,264	539	5.0%	845	8.1%
Town of Canandaigua	6,060	7,160	1,100	18.2%	7,649	489	6.8%	1,589	26.2%
Town of Farmington	8,933	10,381	1,448	16.2%	10,585	204	2.0%	1,652	18.5%
Route 332 Study Area	25,412	28,266	2,854	11.2%	29,498	1,232	4.4%	4,086	16.1%
<i>Ontario County</i>	88,909	95,101	6,192	7.0%	100,224	5,123	5.4%	11,315	12.7%

Source: US Census Bureau, *Census 2000 - Profile of General Demographic Characteristics* (Table DP-1), 2002

At the time *Census 2000* was conducted, City of Canandaigua residents accounted for 38 percent of the residents in the three study area municipalities with the Towns of Farmington and Canandaigua comprising 36 percent and 26 percent, respectively.

Housing - Units, Occupancy, and Tenure

The number of housing units in the study area municipalities increased 36 percent over the 20-year period of 1980 to 2000. The most dramatic change was in the Town of Canandaigua, which gained an additional 1,199 housing units representing a 58 percent increase over the number of units in 1980.

While the Town of Canandaigua had the largest percent increase in housing units over the 20-year period, the City of Canandaigua and the Town of Farmington added similar numbers of new housing units at 976 and 1,093, respectively.

The comparable numbers of new housing units in each of the three study area municipalities likely indicates that the area faces similar development pressures and opportunities. The Route 332 corridor is an integral part of these pressures and opportunities.

The additional units built in the Town of Canandaigua between 1980 and 2000 accounted for over one-third of the overall increase in the study area municipalities. Combined, the increase in housing units in the study area municipalities represented 38 percent of all new housing units in Ontario County.

When the number of new housing units in the nearby Town and Village of Victor (1,979) are added to the three primary study area municipalities, the five municipalities represent over 60 percent of the increase in housing units in Ontario County between 1980 and 2000.

Even though the number of housing units added in the study area municipalities has outpaced the increase in residents by 25 percent over the past 20 years, only seven percent of housing units in the study area were vacant according to *Census 2000*. Occupied housing units accounted for 93 percent of all housing units in the three study municipalities compared to 90 percent for Ontario County as a whole.

Nearly one-quarter of all renter-occupied housing units in Ontario County are located in the City of Canandaigua, and the share of renter-occupied housing units in Ontario County increases to almost 40 percent when the Towns of Canandaigua and Farmington are included. The number of total housing units (renter and owner-occupied) in the three municipalities accounts for 29 percent of the total housing units in the County.

The numbers of housing units in the study area municipalities and Ontario County along with occupancy and tenure information are shown in Table 2 below.

Table 2 - Route 332 Study Area Municipalities' Housing Units, Occupancy, and Tenure						
Municipality	Housing Units	Occupied Units				Vacant Units
		Owner-Occupied	Median Value	Renter-Occupied	Median Rent	
City of Canandaigua	5,066	2,396	\$100,600	2,366	\$570	304
Town of Canandaigua	3,281	2,268	\$123,600	618	\$712	395
Town of Farmington	4,046	2,989	\$95,400	881	\$736	176
Route 332 Study Area	12,393	7,653	\$105,385	3,865	\$631	875
Ontario County	42,647	28,225	\$94,100	10,145	\$564	4,277

Source: US Census Bureau, *Census 2000 - Profile of General Demographic Characteristics* (Table DP-1) and *Profile of Selected Housing Characteristics* (Table DP-4), 2002

As would be expected, the City of Canandaigua's housing stock is the oldest of the three municipalities in the study area. Over 40 percent of the housing units in the City of Canandaigua are in structures built before 1940. This compares with just 20 percent in the Town of Canandaigua and nine percent in the Town of Farmington.

The Town of Canandaigua's housing stock increased rapidly in the twenty-five year period between 1970 and 1994. While one-fifth of the structures containing housing units in the Town were built prior to 1940, only 19 percent were constructed between 1940 and 1969. However, between 1990 and March 2000 an additional 764 units were built representing 23 percent of the housing units accounted for in *Census 2000*.

Nearly half of the housing units in the Town of Farmington were constructed in the 1970s and an additional 35 percent were built between 1980 and March 2000. This is consistent with, and reflects Farmington's rural legacy as well as the impact of the Thruway interchange in the northern portion of the Town and outward growth from the Rochester metropolitan area.

Business Patterns

According to the *1999 County Business Patterns* and *1999 Zip Code Business Patterns*, one-third of all Ontario County businesses and nearly 40 percent of all persons employed by Ontario County businesses were located in the zip codes covering the Town and City of Canandaigua (14424) and the Town of Farmington (14425).

Industry	Zip Code		Route 332	Ontario County
	14424	14425	Study Area	
Mining	0	0	0	10
Utilities	1	0	1	2
Construction	71	23	94	306
Manufacturing	36	9	45	164
Wholesale Trade	41	10	51	146
Retail Trade	127	21	148	526
Transportation and Warehousing	10	4	14	43
Information	9	0	9	49
Finance and Insurance	40	2	42	108
Real Estate & Rental and Leasing	17	4	21	66
Professional, Scientific, and Technical Services	66	5	71	193
Management of Companies and Enterprises	1	1	2	6
Administration, Support, Waste Management and Remediation	34	10	44	113
Educational Services	8	0	8	21
Health Care and Social Assistance	59	15	74	186
Arts, Entertainment, and Recreation	17	12	29	67
Accommodation and Food Services	64	20	84	257
Other Services (except public administration)	65	18	83	247
Auxiliaries (except corporate, subsidiary, and regional management)	3	2	5	7
Unclassified establishments	10	1	11	34
Total	679	157	836	2,551

Source: US Census Bureau, *1999 County Business Patterns* & *1999 Zip Code Business Patterns*, 2001.

The establishments within the study area zip codes account for more than one-quarter of all Ontario County establishments in 18 of the 20 aggregated industry classifications used by the Census Bureau. In 13 of the 20 industry aggregations, businesses in the 14424 and 14425 zip codes account for one-third or more of all Ontario County establishments in these sectors.

This demonstrates significant concentration in such economic sectors as: wholesale trade; finance and insurance, real estate; professional, scientific, and technical services; management of companies and enterprises; education; health care, arts, recreation, and entertainment; and miscellaneous services among others.

Table 3 on the preceding page provides a breakdown of establishments by sector and zip code for the study area and Ontario County based on *1999 County Business Patterns* and *1999 Zip Code Business Patterns*.

Among the two zip codes in the study area, over three-quarters of all business establishments are in the 14424 zip code. All of the businesses in the information and educational services industries are within this zip code with over 90 percent of the establishments engaged in finance and insurance, professional, scientific, and technical services, and those firms unclassified by the Census Bureau are also located in the 14424 zip code.

The influence of Monroe County as the economic center of the metropolitan area and the movement out from the City of Rochester to the southeast along Route 96 is evident when the business pattern data for the 14564 zip code that covers Victor are added to those of the study area zip codes.

Over 60 percent of all establishments in Ontario County and more than half of those in the manufacturing, wholesale and retail trades, finance and insurance, real estate, health care, arts, entertainment, recreation, accommodation, food service, and other service sectors are located in the 14424, 14425, and 14564 zip codes.

Commutation to Work

According to *Census 2000*, there were 12,725 workers residing in the three study area municipalities. Of these workers, 83 percent drove alone to work nearly mirroring Ontario County as a whole (82%). An additional 1,425 workers carpooled to work (9%) bringing the total number of workers in the study area municipalities commuting to work by car, truck, or van to 92 percent.

The remaining 1,159 workers living in the study area municipalities used public transportation (including taxicabs), walked, used other means, or worked at home. The percentages of workers from the Towns of Canandaigua and Farmington who traveled to work by private automobile was greater than that of Ontario County as a whole; 93 percent and 96 percent, respectively, compared to 92 percent for the County

The City of Canandaigua had the largest percentage of workers (11%) who commuted to work other than by private automobile. The 584 City of Canandaigua residents who traveled to work by public transportation, walking, other means, or who worked at home was more than the number of residents who did the same in the Towns of Canandaigua and Farmington combined (575 workers).

Of these nearly 600 workers from the city, 362 (62%) walked, 107 (18%) worked at home, 69 (12%) used public transportation, and the remaining 46 (8%) used other means to commute to and from their jobs. More than 70 percent of the study area residents who walked or used public transportation to commute to work in 2000 were from the City of Canandaigua.

The mean (or average) travel time to work for an employee residing in the study area municipalities was 21.8 minutes in 2000. City of Canandaigua residents had the lowest mean travel times among the three municipalities at 19.8 minutes. The mean travel time to work for Town of Canandaigua residents was 22.5 minutes. Workers living in the Town of Farmington had a mean travel time equal to that of Ontario County residents as whole: 23.2 minutes.

The commutation to work attributes for the study area municipalities and Ontario County based on *Census 2000* data are shown in Table 4 on the following page.

Table 4 - Route 332 Study Area Municipalities' Commuting to Work Attributes						
		City of Canandaigua	Town of Canandaigua	Town of Farmington	Route 332 Study Area	Ontario County
Drove Alone	Number	4,077	3,566	5,082	12,725	40,859
	Percent	77.1%	85.6%	86.8%	83.1%	81.8%
Carpooled	Number	627	289	509	1,425	4,663
	Percent	11.9%	6.9%	8.7%	9.3%	9.3%
Public Transportation	Number	69	7	22	98	396
	Percent	1.3%	0.2%	0.4%	0.6%	0.8%
Walked	Number	362	61	69	492	2,000
	Percent	6.8%	1.5%	1.2%	3.2%	4.0%
Other Means	Number	46	34	36	116	253
	Percent	0.9%	0.8%	0.6%	0.8%	0.5%
Worked at Home	Number	107	209	137	453	1,780
	Percent	2.0%	5.0%	2.3%	3.0%	3.6%
Mean Travel Time (in minutes)		19.8	22.5	23.2	21.8	23.2
Source: US Census Bureau, <i>Census 2000 - Profile of Selected Economic Characteristics</i> (Table DP-3), 2002						

4. Existing Land Uses

A prerequisite to the determination of probable future land uses (the ultimate goal of the build out analysis), is an inventory of the existing use of land. The data analyzed were provided by the Ontario County Planning Department, and are based on assessors' records. Included in this analysis are approximately 6,100 parcels totaling over 10,000 acres. A survey of current land uses reveals a varied mix of uses along the nine-mile corridor.

The City of Canandaigua displays a relatively dense built form having developed before widespread automobile use. Commercial land uses cluster in two areas, the historic downtown area along Main Street (Route 332) and the newer auto-oriented strip retail along Route 5 and 20 east of Route 332. Single and multi-family residential are located on a connected grid of side streets on either side of Main Street. Industrial uses are located in pockets along the City's edge, particularly along current or former railway lines.

At the other end of corridor, the Town of Farmington's landscape has been transformed over the past 25 years with an infusion of commercial strip development fronting on Route 332 and residential subdivisions set back along curvilinear residential roads and cul-de-sacs amid former farms and open lots.

Located between the City and Farmington, land use patterns along the corridor in the Town of Canandaigua subsequently fall between the two extremes. Along the southern portion, development relates more to the adjacent areas of the City of Canandaigua with an evident transition to rural and suburban development to the north.

The three primary land uses within the corridor are residential, agricultural, and vacant properties. Combined, these three land uses account for nearly three-quarters of the land area in the corridor with commercial and recreational (including public parks) uses occupying nearly 20 percent.

The remaining land within the corridor is devoted primarily to community service and industrial uses. The acreage within the corridor by generalized land use categories is shown in Table 5 and Map 3 on the following pages.