

# C o m p r e h e n s i v e P l a n



## TOWN AND VILLAGE OF SENECA FALLS

### Part III: Public Input Data



*A Vision for our Future*

# **Town and Village of Seneca Falls**

## **Comprehensive Plan**

Prepared by the Town and Village of Seneca Falls  
Comprehensive Plan Committee

**Adopted November 2006**

### **Part III: Public Input Data**

- 1. Visioning Workshop Summary**
- 2. Youth Visioning Workshop Summary**
- 3. Summary of Business Interviews**
- 4. Seneca Falls Mail Survey Results**

# 1. Visioning Workshop Summary

The development of a shared vision statement is an important element of the comprehensive planning process. It will help to ensure the long-term success of Seneca Falls. The vision statement is used to judge future policies, programs, and actions, and also acts as a “consistency test” for decisions made at the local level. Visioning is a strategic tool that will help Seneca Falls:

- Develop a greater sense of community consensus
- Establish a long-term direction for the community
- Initiate effective and creative problem solving
- Build commitment to implement the vision and plan
- Develop priorities for the comprehensive plan

The Town and Village of Seneca Falls hosted two visioning workshops on September 27, 2004. Participants worked through a brainstorming process to develop a vision statement for the future of the community. The first step was to identify both negative and positive elements of the Town. These elements, or factors, were recorded, and then ranked by the individual groups by placing a "priority" sticker next to the one factor each group member felt was the most significant. The group then developed ways the community could attempt to build on the strong factors, and overcome the weak factors.

The ideas generated through the visioning process were organized into similar categories by each group, and a short summary, or sentence was written regarding that group. These sentences were then combined into a vision statement describing what Seneca Falls would look like twenty years from now.

## Negative and Positive Elements

The following tables categorize all of the negative and positive factors identified along with the number of priority stickers each category received at this first stage of the visioning process and the number of times each element was mentioned. The category totals are in the left column, while totals for sub-groups within each major category are identified in the two columns on the right.

On the Negative side, by far the most often mentioned, and most highly prioritized factors had to do with business and industry, and its effect on current and future employment. This was followed by factors regarding Aesthetics, People and Community, Government, and Taxes. The least mentioned negative factors had to do with Youth and Schools, Senior Services, Police, Infrastructure, and Planning and Zoning.

On the positive side, History was most often mentioned, and given the highest number of priority stickers, followed by Quality of Life, Location, and Culture. Rural Character and Safety also rated high on the list of positive features to protect and build on. The least mentioned positive factors were Infrastructure, Emergency Services, Planning and Zoning, and Agriculture.

### Negative Factors Identified by the Workshop Participants:

Category	Negative Factors Identified	Priority Stickers	Total Responses
<b>Business and Industry</b> 22 priority stickers, mentioned 61 times	Town and Village: Loss of jobs, Inability to retain & attract industry, Lack of industry & employment, Lack of employment opportunity, Lack of quality jobs, Loss of industry, Gould's – feeling of insecurity, Need to work with Gould's to keep jobs, Lack of use – industrial park, Unable to retain young people Just Village: No employment for next generation	11	15
	Town and Village: Lack of marketing, Lack of publicity, Apathy for revitalization effort, Lack of economic development, More advertising – Women's Rights, Living in the past economically, Long term economic forecast, Capitalize Empire Farm Days, Docking issues – no advertisement, Lack of amenities for tourists, Tourism support, Not attracting major retailers, Not enough small businesses, Stores need to be clean & inviting, Better collaboration with economic development and county Just Village: No small business vibrancy, Stores closed nights & weekends, Tourism, Women's Hall of Fame location not known Just Town: Need to have more attractions	8	22
	Town and Village: Better presence of wineries, Capitalize on wineries/ restaurants, Diversity of restaurants, Lack of chain restaurants, Empty storefronts, Need Movie Theater, Lack of overnight accommodation, No dry cleaners, Lack of full service health care, Lack of hospice facility, No public restrooms available Just Village : Lack of business on Sunday, Visitor Center hours, Visitor Center location, Loss of retail,	2	19
	Town and Village: Indian gas stations, Wal-Mart expansion Just Village: No local emergency health care, Smelly bars, Tear down Luigi's old store	1	5
<b>Aesthetics</b> 9 priority stickers mentioned 36 times	Town and Village: Properties that should be condemned (unkempt), Canal front, Sidewalks in disrepair Just Village: Addressing neglected properties/ facades, Property repair, Fund to fix up homes, Clean up Ferras Rumsey Street, Building backs downtown, Rear of stores on canal, Lack sidewalks, Sidewalks in disrepair, Tear down Irish Reoming house, Not a crowd pleaser, Abandoned properties	9	26
	Town and Village: Lack of landscape beautification, Replacing removed trees, Sculpture trail needs, Town entries into village, Put mufflers on loud motorcycles, Barking dogs, Planting of sugar maples Just Village: Fencing at bridge, Take signs down when space vacates, Trash pickup, public lax	0	10
<b>People and Community</b> 8 priority stickers mentioned 22 times	Town and Village: Attitude, Unsubstantiated prejudices, Indian land claim, Not a diversity of people Just Village: Community apathy, Lack of community spirit/Volunteerism, Rumors	7	13
	Town and Village: Small parades, Just Village: Community doesn't support downtown	1	2
	Town and Village: Connection of NYC to village/ town, Heighten recognition of women's rights, Need community calendar, No "Falls" history, Summer in flux	0	5

Category	Negative Factors Identified	Priority Stickers	Total Responses
	Town and Village: Loitering Just Village: Bad neighborhood	0	2
<b>Government</b> 6 priority stickers mentioned 14 times	Town and Village: Village in town board initiative, No networking with other towns/villages	3	3
	Town and Village: Too much government Just Village: Problem in Albany	2	2
	Town and Village: Better communication with public, No info office, Lack of open communication between city and town, Bad political history, Political squabbling Just Town: Board members don't always do jobs	1	6
	Just Village: Inconsistent trash & recycling schedule, Laws – tree cutting - blocking stop signs, Roaming pets	0	3
<b>Taxes/Tax Base</b> 6 priority stickers mentioned 10 times	Town and Village: High taxes Just Town: High taxes Just Village: Village taxes too high	6	8
	Town and Village: Perception we are highly subsidized, Sharing of county sales tax	0	2
<b>Environment</b> 5 priority stickers Mentioned 6 times	Town and Village: Landfill	5	3
	Town and Village: Pollution Just Village: Mosquitoes, Salt from snow melts at canal	0	3
<b>Recreation</b> 4 priority stickers mentioned 13 times	Town and Village: No entertainment for young, Lack of activities for teens, Lack of recreation, Lack of outdoor music Just Town: Unorganized community center programs	2	5
	Town and Village: Not enough use of canal, Underutilization of waterfront, Lack of boater facilities Just Town: Comfort station on canal Just Village: Lack of harbormaster	1	5
	Town and Village: No cohesion between State Park town and village, Park doesn't engage community as well as it should	1	2
	Just Village: Poor park downtown	0	1
<b>Traffic/Transportation</b> 2 priority stickers mentioned 14 times	Town and Village: Heavy truck traffic downtown, Heavy traffic Just Village: Downtown traffic	2	5
	Town and Village: Lack of streetlights Just Town: Street sign Just Village: Lack of directional signs, Parking, should have widened fixed streets	0	5
	Town and Village: Lack of public transportation	0	2
	Town and Village: Drive from Thruway, Speeding	0	2
<b>Planning/Zoning</b> 1 priority sticker Mentioned 10 times	Just Village: Consistency on historic district decisions, Historic preservation guideline management different approach (funding)	1	2
	Town and Village: Low income housing, Need more diverse housing Just Village: Lack of upscale apartments, Too much low rentals	0	4
	Town and Village: Better development of corridors, Too eager for any type of development	0	2
	Lack of regional planning, Focus too narrow (confined to SF)	0	2

Category	Negative Factors Identified	Priority Stickers	Total Responses
<b>Infrastructure</b> 1 priority stickers mentioned 9 times	Town and Village: Antiquated infrastructures, Sewer & water downsizing budget, Sewer on 318, Replace drain ditches with curbs Just Town : Canal cleaning Just Village: Obsolete sewer system, Odor from sewer treatment	1	7
	Town and Village: Just Village: Municipal electric company	0	2
<b>Police</b> 1 priority sticker Mentioned 4 times	Town and Village: Open drug dealing Just Village: Lack of police presence downtown, Fear of losing village police	1	4
<b>Senior Services</b> 1 priority sticker Mentioned 3 times	Town and Village: Assisted living Just Village: Lack of senior citizen housing	1	3
<b>Youth and schools</b> No priority stickers Mentioned 10 times	Town and Village: School consolidation, School merger Lack of control by school system, Underutilization of school system, School district auxiliary services	0	4
	Town and Village: Brain drain of youth, Don't involve college enough	0	2
	Town and Village: Lack of youth activities. Just Village: Kids in road – bikes, boards, Roller blades & bicycling on Fall St	0	4

### ***Positive Factors Identified by the Workshop Participants***

Category	Positive Factors Identified	Priority Stickers	Total Responses
<b>History</b> 13 priority stickers mentioned 30 times	Town and Village: History, Historical significance	7	7
	Town and Village: Historic district, Architecture Just Village: Historic structures, Trinity Church	3	9
	Town and Village: national reputation, National historical landmark, National birthplace of Women's rights, Women's rights trail	3	7
	Town and Village: Historical society, Preservation Just Village: Historical society, Excellent preservation guidelines	0	5
	Just Village: Wonderful Life connection	0	2
<b>Quality of Life</b> 10 priority stickers mentioned 19 times	Town and Village: Quality of Life, Good place to raise family, Great place to live entire life, Relaxed atmosphere, Comfortable, Low cost of living, Property/ real estate reasonable	8	9
	Town and Village: Beautiful downtown, Good neighborhoods, Amenities to attract newcomers Just Village: Attractive downtown, Clean village	2	6
	Town and Village: Climate, Christmas, Technology Just Village: Infrastructure getting better	0	4
<b>Location</b> 6 priority stickers mentioned 22 times	Town and Village: Statewide & regional location, Location, Finger Lakes location, Central location, Access to upstate cities	6	11
	Town and Village: Proximity of Thruway, Airport access	0	5
	Town and Village: Proximity to wineries, Access to Montezuma,	0	2
	Town and Village: Proximity to Watkins Glen, Proximity to Auburn	0	2
	Town and Village: Access shopping, Proximity to outlet	0	2

Category	Positive Factors Identified	Priority Stickers	Total Responses
<b>Culture</b> 6 priority stickers mentioned 21 times	Town and Village: Library Just Village: Library	3	8
	Town and Village: Community center Just Village: Community center	2	5
	Town and Village: Museums Just Village: Waterways Museum	1	5
	Town and Village: Sculpture trail, Festivals	0	3
<b>Rural Character</b> 6 priority stickers mentioned 7 times	Town and Village: Small town atmosphere, Small town life, Small town ideals	6	7
<b>Safety</b> 6 priority stickers mentioned 7 times	Town and Village: Safety, Lack of crime Just Village: SF police force	6	7
<b>Natural Resources</b> 4 priority stickers mentioned 13 times	Town and Village: Canal, Seneca/ Cayuga waterway, NYCC, Just Village: Canal	3	10
	Town and Village: Good water supply	1	1
	Town and Village: Lakes, Water	0	2
<b>People/Sense of Community</b> 3 priority stickers mentioned 33 times	Town and Village: Still has sense of place, Civic pride, Community bonding, Churches – all denominations	2	8
	Town and Village: Skilled people, Diverse population, Musical talent, Artisans local, Talented trades people, Amish population, Excellent pool of volunteers, Political diversity, Residential & VIP visitors	1	12
	Town and Village: Community warmth, Accepting & friendly people, Neighborly atmosphere, Positive residents, Elitist, Old timer's move back, People on the streets, Eclectic mix of people	0	10
	Special events potential, Beautification assets – flowers Christmas lights, Walk to meetings	0	3
<b>Recreation</b> 3 priority stickers mentioned 24 times	Town and Village: Water supply & for recreation, Access to lake, Water recreation/lakes, Van Cleef Lake, Riverfront/ water activities, Canal – waterway accessibility, Canal system and boating	3	8
	Town and Village: National & State parks Just Town: Wildlife refuge Just Village: Vince Park	0	10
	Town and Village: Recreational diversity, Community Center, Snow activities, Ludeico trail, Playgrounds Just Village: College athletic center	0	6
<b>Environment</b> 3 priority stickers mentioned 17 times	Town and Village: Season diversity, Great geography, Beautiful landscape, Beautiful area, Scenery, Trees, Natural resources, Lakes hills natural beauty	2	13
	Town and Village: Beautiful lake, Cayuga Lake, Wildlife refuge	0	3
	Town and Village: No natural disasters	1	1
<b>Business</b> 2 priority stickers mentioned 24 times	Town and Village: Tourist attractions, Tourism, Wineries, Good restaurants, Connie's Diner, Henry B's	2	14
	Town and Village: Seneca Meadows generates jobs, Stable companies, Gould's Pumps	2	3
	Town and Village: Business district, Handy shopping, Outlet mall	0	4
	Town and Village: Access to medical care, Mental health support, Nursing homes	0	3
	Available resources (Knitting Mill)	0	1

Category	Positive Factors Identified	Priority Stickers	Total Responses
<b>Schools</b> 2 priority stickers mentioned 18 times	Town and Village: Good school district, School system Just Village: School system	1	9
	Town and Village: Chiropractic College	1	5
	Town and Village: Great universities/ education, Access to higher education	0	4
<b>Government</b> 1 priority sticker mentioned 3 times	Just Village: Good village government, Uncorrupt policies	1	2
<b>Growth</b> 1 priority sticker mentioned 2 times	Town and Village: Growth potential, Room for growth	1	2
<b>Transportation</b> No priority stickers mentioned 11 times	Town and Village: Transit system, Bus service	0	5
	Town and Village: Proximity to Interstate & airports, Easy street access	0	3
	Town and Village: Road maintenance, parking control	0	2
	Just Village: Rerouting truck traffic	0	1
<b>Agriculture</b> No priority stickers mentioned 2 times	Empire farm days, Agriculture	0	2
<b>Planning/Zoning</b> no priority stickers mentioned 2 times	Town and Village: Bedroom community, Comprehensive planning	0	2
<b>Emergency Services</b> No priority stickers Mentioned 1 time	Town and Village: Fire & police services	0	1
	Town and Village: Visionary leaders	0	1
<b>Infrastructure</b> No priority stickers mentioned 1 time	Just Village: Good water	0	1

## Solutions

After identifying these negative and positive elements the participants were asked to think of ways to overcome the negative aspects, and ways to protect and build on the positive aspects of Seneca Falls. These ideas will be used later in the planning process after the committee has identified the goals, and begins outlining the strategies to be used in reaching the goals of the comprehensive plan.

### **Negatives:**

No info office – kiosk

No “Falls” history – Visitor’s Center

Inconsistent trash and recycling schedule – Fehr Trash

No small business vibrancy – IDA

Rear of stores on canal – Rehab loans and tax incentives

Odor from sewer treatment – Is better

Lack of senior citizen housing – Developers

No walkable sidewalks – Require builder to supply sidewalks

Village should have widened, refined streets – Town add where needed

Cut down on drug dealers – Police enforce laws

Consistency on historical district decisions – Training for commission members

Repair broken sidewalks – More aide for fixing sidewalks/ Laws requiring fixing

Gould's – Can the community help? Leadership/ Tax benefits & credits

Economic development – outside sources/ Need enticement – need to draw/ Research and development now, future business/ The village is a part of the outer community – if you bring in higher tech industry, are the citizens of the community able to fill the job requirements, if not, is training provided/ Grant writers/ Clean up behind stores

Leadership – Change leadership in Albany/ Civic involvement to change local leadership

Jobs – Draw new businesses/ Use Mill Dr. Depot property for business incubators/ Make town user friendly to business openings: zone; signs; make process easier

Town - Street sign – Program to help replace signage

Canal cleaning – State for canal drainage

B – Unkempt properties – Strong ordinance; zoning enforcement officer consistency crucial; fines or clean up cost deferred to owner

Not a diverse population – Marketing to attract people

Lack of employment opportunity – Provide employment by encouraging business to come to this area

Downtown trucking – Reroute trucks; enforce pre-existing laws

Town - Lack of open communication between community & town – Rules passed by the town; reviewed by people in town

Landfill – DEC inspection; education

Declining industry – More incentives to draw business & making them stay; taxes

Downtown building facades – Grants; low interest loans

Business health – Planning assistance

Indian issue – Legalize gambling; term limitation; equalize the Indian taxation

Community apathy – Publicity; communication; more events for area

Taxes – More businesses; consolidate government services; hire economic developer to promote; seek ways to defray costs; influence state decision that trickle down; attract new families; higher quality jobs; decrease social services dependency

Wal-Mart – Cost benefit analysis on expansion; institute good neighbor policy; more attractive facility, historically aesthetic; return to the community

Indian gas station – Collect taxes; level playing field; force distributors to collect taxes

Heavy traffic – Enforce 318 law; car free streets or areas; enforce speed limits; no passing on right

Duplication of services – One political body

High taxes, duplication – One political body; community awareness; involvement; education

No jobs – Promotion of new business; tax breaks; job training

No marketing sophistication – Website; committee for outreach

Public communication – People need to feel their voices will be heard & implemented; education on public services

Attitude – May be able to be fixed by addressing other issues

Boater facilities – Showers, laundry; charge for parking and electrical

No networking with other towns & villages – make presentations in other locations (like Seneca County); ask other towns & villages to come and tell us what they are doing that works

Indian land claim – Additional pressure on federal representatives

Village taxes – Cut expenses; find new revenue

Inability to retain & attract industry – Hire individual(s) to help recruit new business; economic incentives

Inability to retain young people – Create new jobs; sell quality of life in SF

No cohesion between state park, town & village – Include in PR; shuttle between SF and park

Loss of industry – Job creation entities; village & town giving the small guy some incentives on taxes, water, and sewer

Loss of retail – same as above

Not enough small business – Incentives to attract

Too much government – Consolidation or shared services; overlapping jurisdiction

Taxes – Increase in sales tax; putting all Indian facilities on taxes

Reroute truck traffic – to Route 318; enforcement; fines are not big enough

Education – Look how other communities are doing it; communication; leadership that wants to get it done; look at opportunities to reinforce resources; changing identity

FL Times story on area communities; gain information from other areas; education community; education of children

Marketing – Strong, lead group to market new business; economic incentives for new business

Loss of jobs – More active campaign information about bringing business here; market community; promote location

Town - Unorganized community center – Train volunteers; manage volunteers

Community doesn't support downtown – Advertise; promote

Properties that need to be condemned – Enforce zoning; fund for zoning enforcement; providing support for homeowners

***Positives:***

Recreation center – Use it

Library – Use it

Canal traffic – Make area conducive to shopping

Sculpture trail – Finish it

Wineries – Use them/ buy wine

NYCC – Be friendly, housing

Bus service – Use it

Finger Lakes location – Publicize advantage

New library – Establish reliable funding

Good water supply – Keep fixing up water plan/ extend water lines to outlying areas

Attractive downtown – Keep fixing up storefronts – Replace trees

No natural disasters – Publicize advantage

History – Marketing to promote/ Women’s rights – not just a feminist movement – broader association of Women’s rights/ introduce into schools, balanced presentation, central view, quotes from famous women, but education

Beautiful area – Work of mouth

Great place to live entire life – Committee

People – well trained employees; courteous, customer oriented, tourist friendly, retaining good folk here & attracting more

Schools – Excellent teachers: state has to help, late budgets got to go/ community leadership in school spirit

Museums & park – Promote more: marketing for whole area; better volunteer recruitment plan

Small town atmosphere – Zoning/ historic district/ Amish keeping farmland

Scenery – Zoning

Birthplace of Women’s rights – Expand; market and advertise

Location – Marketing the whole area; industry & community development

Safety – Maintain & support police; education & jobs; quality of people respect other’s property

History – Marketing Women’s rights a lot more; have business’ support the marketing; instill pride in residents

Growth potential – Continue good education; market natural environment; advertise cheapness of land; offer historical renovation assistance; pilots; incentives, empire zone

Good place to raise a family – Continue good education; emphasize safety; jobs; community involvement; utilize community center and library

ITT/ Gould's – Political involvement; tax breaks; concessions

Bonadent – Tax breaks; concessions

Town - Smallness of community – Know everyone; safe place

Lack of crime – Strong law enforcement; proactive in analyzing roots of crime; enforce laws; keep children off streets; consolidate services; eliminate drug dealers

Canal – Fix back of stores; improve access to lake; showers, bathroom, laundry, walking trails; canal corridor issue; encourage canal usage; strict EPA controls for dumping

Good village government – Open, non-secretive

Change of seasons – Global warming; landscaping; incentives for environmental concur; growth should enhance not detract

Signage – In and out of community; highlight location of community on website

Boardwalk on trail – signage

Marketing – National, international; good programming, events series

Special events coordination – community calendar

Proximity to outlets - One stop shopping

Proximity to Thruway - Airport at depot

Abundant water supply – Spend \$ to keep up infrastructure; keep pollution out; promote water events

Beautiful downtown – State and federal \$ to improve; seek volunteers to help spruce up downtown

Historic district – Make more user friendly; publicize all grants already received

Gould's pumps – Amen! What can we do?

Canal – Demonstrate to canal corp. expansion of canal harbor; maintain the work that has been done; address maintenance of banks of canal

VanCleaf Lake – Trail between locks from Waterloo & SF; develop park; Ovid Street overlook with information

Architecture – Encourage owner to fix up property; market as attraction

People -Well trained employees; courteous, customer oriented, tourist friendly; retain and attract good people

Excellent teachers – State has to help; community leadership; school spirit

Promote more; marketing for whole area; better volunteer recruitment plan

## Post-it Summaries

The next step on the way to developing a Vision Statement for Seneca Falls, was to have the participants write down short statements on a series of Post-It notes. These statements identified things that Seneca Falls should have, or what Seneca Falls should be like in the future. The notes were then organized into similar categories by each group, and are summarized here.

### Planning & zoning

Expand parking downtown/ Develop the circle from one bridge to other, with walking trail/ Thriving downtown with a variety of businesses/ Design guidelines reflect 19<sup>th</sup> century history/ More attractive development of lake property/ Both village and town experiencing moderate growth/ Many government buildings and businesses have renewable energy technology/ Growth village to city/ Businesses center beyond Fall Street/ Parking on other side of canal with pedestrian walkway to main street/ Trucks re-routed from Fall Street/ Retirement community/ Maintain small town character/ Town cooperation to promote regional growth patterns/ Controlled growth

### Downtown

Downtown pedestrian mall/ Downtown rejuvenated/ Bicycle paths and sidewalks throughout village/ On-going tree planting program/ Easier parking for south side of Fall Street/ Second stories of downtown buildings developed into housing/

### Town/ Village Services

Consolidate – only one government agency for the county/ Town and village working together/ Progressive leadership/ Senior services available/ Full book shelves in library/ Insurance for firefighters/ Better advertising to market location/ Joint village and town hall

### Business

Jobs for college graduates/ Industrial park with new businesses/ Industry that generates employment & tax base/ Industrial park used to capacity/ Many job opportunities/ Outstanding health care/ Small & numerous shops & boutiques/ Chick's diner in downtown Seneca Falls/ Thriving downtown business district that maintains small town individuality/ Establish an economic duty free zone/ Food service outside, especially along canal/ No vacant buildings downtown/ Jobs for all levels, all skills/ Influx of clean, hi-tech business/ Several small manufacturers/ Mix of small and medium businesses, industry, retail and hi-tech and a thriving mill project/ ITT Gould's expansion has attracted people/ Variety of restaurants/ 1,000 new jobs, half are hi-tech/ World class health care/ Non-polluting industry/ More food markets/ Business incubators/ Hospital/ Bookstores/ Marina/ Farm markets/ Craft shops/ Coffee shops/ Furniture store

## Community

Well-kept community, clean/ Thriving community/ Magical town, scenic, with lights/ Great tourism/ All ages active in village life/ Community involvement/ Organize year round activities for youth and adults/ Hub of activity with radius of business & cultural opportunities/ Community pride & spirit/ Safe, friendly community/ Community supporting local businesses/ People who live here work here/ Young people are staying/ Diverse community/ Activities and holiday events/ Expanded community programs for youth/ Professional and well educated citizens/ Churches cooperating with youth, senior and women's services/ Community center with more room/ Community kiosks/ Artists community/ Community theater

## Housing

New housing developments/ Good mix of housing/ Bedroom community/ Senior assisted living housing/ Apartments and condos/ Housing expanded into countryside/ Nice looking low income housing/ New townhouses and condos along south side of canal, near downtown/ Diverse housing/ No pre-fab homes

## Economy

Economy equal to late '60's through 70's/ Booming retail business/ Gould's pumps/ Depot airport utilized – commercial, corporate/ Obtain grants and low interest loans/ Robust economy/ Expand downtown business district/ Economically vital downtown/ Average family income of \$50,000/ Population increase/ 2% unemployment/ Flourishing economic development, industrial parks/ Route 318 to SF is developed into an economic development zone

## Aesthetics

Tree lined streets with flowers/ Attractive entrances to streets and at gateways/ Beautifully landscaped town and village/ Landmarks are well marked/ Village ambiance day and night – maybe add gaslight/ No abandoned buildings/ Homes and properties are well maintained/ Pollution free/ No power lines visible/ No loiterers

## Recreation and Entertainment

Recreational opportunities/ Activity on lakes and canal/ Lower canal water in winter for skating/ Public ice skating rink/ Nature trails along the lake/ Music, plays and theater/ Village park with picnic, swimming pool and playground/ More walking tours/ Activities for young people/ On-going activities for seniors/ Disneyland of the north/ Large, scenic resorts around the lake offering tours/ Cayuga Lake State Park bustling with tourists and campers/ Railroad passenger service to Syracuse and Rochester has been re-started/

Canal busily used with lots of boats and user facilities/ Movie theater/ Activities geared toward families/ Addition of cultural activities for all ages/ International bass tournament/ Major summer festivals/ Continue Farm Days/ State Park offers youth activities/ Wonderful life in Seneca Falls favorite Christmas train visit/ Museum of village history/ People's park, gathering place/ Dog park/ More "Wegman's playgrounds in neighborhoods/ Multi-functional recreation center with gym/ Concerts in the park/ Jazz club/ Blues club/ Drive-in theater/ Quaint street vendors/ Bowling alley/ Theme park

#### Educational opportunity

Excellent schools/ Educational opportunity/ Outstanding schools/ Progressive school system/ Continuing educational opportunity for all ages/ Community involvement/ Top school in state/ Modernized school and grounds/ Cultural enrichment year round for students/ State champion football team/ A community college/ All high school graduates attend college/ Larger schools/ Consolidated schools/ Local trade school

#### Infrastructure

Well-regulated traffic patterns/ Canal fully developed on both sides/ Bridge over Cayuga Lake to Cayuga/ Water and sewage on all roads/ Boardwalk over canal, on both sides of footbridge/ Train running from Geneva to Auburn, through Seneca Falls/ Manageable traffic patterns/ Widen Cayuga Street and Auburn Road for development/ Put center island back on Lower Fall Street

#### Safety

Vehicles follow speed limits/ Safe neighborhoods/ Low crime rate/ Educated law enforcement/ Neighborhood watch program

#### History

Museum about Indian tribes located in Finger Lakes/ Historical preservation/ A town that people come from all over to learn about/ More museums and attractions/ Tours of VanCleaf Lake House/ Churches well cared for/ Famous for Women's rights/ Historical markers

#### Tourism

Wine capital of the world/ Full service town/ Women's center has large tourist impact/ International women's conference/ Adaptable to all 4 seasons/ Tourism increases/ Ride the trolley to the lake/ Pedestrians move freely/ Recreational facilities to accommodate tourism/ Conference center/ Theme – tagline carried throughout community (I love NY)/ Establish institutes for peace studies, women's studies and arts & crafts/ Establish a telecommunicating center/ Bring back the Aqua festival

## Taxes

Constant reassessment of the use of tax dollars/ Tax resources used wisely and efficiently, making it affordable to live in village and town/ Low taxes/ Tax reduction for businesses & homeowners

## **Vision Statements**

After identifying and prioritizing the negative and positive factors, and organizing the short descriptions about the future needs of Seneca Falls, the groups turned their statements into short phrases about the direction Seneca Falls should be headed in. These were then further developed into more complete sentences resulting in the following 13 statements describing what the town and village of Seneca Falls should be like in the future. These statements will be used by the committee to develop a single, unified vision statement. This vision statement will then be used to identify a set of goals Seneca Falls will strive for, and various strategies to achieve those goals.

### **Group #1**

We will have an appropriate mix of housing and pedestrians as well as vehicles will safely circulate throughout the community. Our community will have a healthy, well-developed business district serving visitors, and the local community. We will focus on preserving the historic nature on which this community was founded. Our community will have a well-developed canal and lakefront, offering tours; with an attractive village entrance including well maintained tree-lined streets. Our community will honor its heritage by promoting its history and preserving its resources. The lifestyle of our community will embrace all efforts to support outstanding schools; outstanding health care and we will support numerous opportunities for youth and community members to participate in positive activities to help facilitate a healthy community with a low crime rate.

### **Group #2**

In 2015 the Town and Village of Seneca Falls will be a culturally rich community with a thriving downtown and an industrial area offering great employment opportunities. Citizens will be involved in their community and will enjoy entertainment as well as the preservation of our history, which will encourage tourism. Our community will enjoy a good quality of life.

### **Group #3**

The Seneca Falls climate will recognize development of property and housing without comprising the character of our community. We will recognize the value of this beautiful location. A modern local transportation system will have connections to state and regional as well as international routes. We will have an airport system that links us to the cities and to local transportation. Seneca Falls will offer progressive programs servicing schools and students. There will be a favorable business climate with plentiful job and shopping opportunities.

### **Group #4**

Seneca Falls will see a renaissance within the village and town, resulting in a diverse economic foundation of retail and commercial opportunities, granting residents needed products, services, and employment opportunities. Seneca Falls respects and preserves its historic structures and neighborhoods. Seneca Falls realizes its significant role in the evolution of women's rights and welcomes people from around the world to visit its educational, cultural, and historic sites and events. Seneca Falls is a focal point in the state for cultural and recreational events, which attract participants and spectators from across the northeast and beyond. Seneca Falls develops and takes care of its natural resources and welcomes all to enjoy them. The town and village of Seneca Falls work together to provide a safe, affordable, and livable environment by using revenue resources wisely. Seneca Falls provides high quality educational opportunity to citizens of all ages through schools, libraries, and museums. Seneca Falls provides a variety of housing options to meet the diverse needs of the population. Seneca Falls is diverse, welcoming all groups and new ideas.

#### **Group #5**

Seneca Falls will be a friendly, safe community with affordable housing for every age group and opportunities for housing at all income levels. Educational opportunities will be available for diversified groups. There will be a unified governmental body to oversee the entire county. Different aspects of tourism will be encouraged, drawing families to our area.

#### **Group #6**

In 2015 Seneca Falls will be a community with world class activities including festivals, and park utilization with a fully developed canal corridor that houses on its banks a state of the art community center and scenic hiking trails, with kid friendly parks. The community will have consolidated services through working together to provide multi education opportunity with 95% of high school graduates attending colleges and 10 to 20% at Ivy League schools. The tax burden will have been reduced by 50% through consolidation of services and greater fiscal responsibility and by building a reserve fund. Seneca Falls will offer a great variety of ethnic restaurants, jazz clubs, and dinner theater and general cinema films. We will have attracted many new businesses. Our entries to the village are festooned with historical signage, and flowers as well as a marina, townhouses and plenty of green walking trails. We'll have more restaurants, theaters, and chains such as Nordstrom's and a weekly farmers market.

#### **Group #7**

Seneca Falls will be an enhanced community, working harmoniously for preservation through strong leadership, as a result of the participation of its residents. Seneca Falls will market the area as a whole, inviting industry and community development as well as marketing women's rights more. We will maintain and support the police force, education and jobs. Downtown building facades will be improved with the help of grants and low interest loans.

#### **Group #8**

Seneca Falls will demonstrate the entrepreneurial spirit of our forefathers to venture out (capital) in business incubators, thriving on new ideas in positive people – building with

more dollars and highly motivated people. We will be user friendly with regard to new businesses through our zoning, signage and by making the process easier. The town will be successful and admired in the future. Seneca Falls will be well landscaped and well maintained. The historic district is in harmony with modern businesses and housing. Seneca Falls will display community leadership and school spirit.

#### **Group #9**

Perfectville! Welcome to the greater Seneca Falls community in the year 2015. As our history of the birthplace of Women's rights is accentuated, enjoy our central location to the heart of the Finger Lakes where you can step back in time and relax with a fine wine, family and friends. Enjoy the scenic waterways with quick access from the Thruway. Pass through our economic development area and enjoy a variety of events and programs such as theater, art, music, and festivals, which will provide a place for community members and tourists to gather and enjoy themselves.

#### **Group #10**

Seneca Falls will be a low population community of mixed ages, races, and backgrounds, sited in a safe and environmentally tolerant sound location. Taxes will have been reduced as new sources of revenue have been discovered. New businesses have been recruited with the help of economic incentives and new jobs have been created. All residents will enjoy the high quality of life in Seneca Falls.

#### **Group #11**

The high quality of life in Seneca Falls will be promoted and encouraged while suburban sprawl and other topics that would detract from such a quality of life are discouraged. We will have a self-sustaining economy through tourism and a variety of homegrown businesses. The government of Seneca Falls works together, displaying strong communication and accessibility to all, a positive force overall. Our small town atmosphere, scenic beauty and history have been preserved, accenting our status as the birthplace of women's rights. Our diverse population will be gainfully employed.

#### **Group #12**

In the year 2015 Seneca Falls will boast an aesthetically pleasing downtown that is safe and pedestrian friendly. Our history will be intact via the historic district and the emphasis on our significance as the birthplace of women's rights. Culturally, Seneca Falls will offer an arts and crafts center and a peace center as well as a women's center. Water recreation will be readily available and tolls have been removed from the canal. The industrial and commercial center offers a wide variety of employment opportunity. Affordable housing is available for the young as well as for retirees and expansion of water lines into outlying areas has encouraged development.

#### **Group #13**

Seneca Falls will meet the housing needs of mature adults. There will be recognition of educational opportunities and skills for all ages. Employment opportunities include manufacturing, various commercial ventures and an office park filled with small businesses. Every storefront on Main Street is full. Seneca Falls will be aesthetically pleasing and planned growth is evident. Recreational opportunities focus on the

waterfront with canal tours between Cayuga and Seneca Lakes, featuring a large resort on Seneca Lake. Cafes, pubs, and unique stores are available on the waterfront.

## 2. Youth Visioning Workshop Summary

The Town and Village of Seneca Falls Comprehensive Plan Steering Committee hosted a visioning workshop for about 120 youth in October. It was held at the Mynderse High School where six senior classes participated. Given the time constraints, the visioning workshop concentrated on understanding youths attitudes toward Seneca Falls and what they feel would be desirable for its future. Groups of students worked together to articulate their vision for the future. In addition to the workshop, all students also completed a homework assignment that asked students to identify issues of importance to the community. The overall goal of involving youth was the same as with adults: The development of a shared vision statement is important for the long-term success of Seneca Falls' Comprehensive Plan because the vision statement is necessary to judge future policies, programs and actions. It also acts as a "consistency test" for decisions made at the local level.

### Visioning by Students

Students were asked to identify specific characteristics of a "perfect" Seneca Falls in the future. Each student worked alone to identify the specific elements that made up their vision, and then worked together to mesh these ideas together into one statement. This process included: sharing each persons vision elements, organizing similar thoughts together into categories, naming each category, and writing a summary statement that reflects the major direction and emphasis of the topics. Overall, the students were focused in on two main areas they feel need improvement: recreational activities appropriate for teens, and provision of good paying jobs for the future. During the discussion portion of the workshop, many students expressed their concern that there was nothing in Seneca Falls that made it an attractive place for them to want to stay. In terms of recreational activities, a movie theater located in Seneca Falls topped this list. Many expressed boredom and felt the lack of teen oriented activities is what is leading some students into trouble with drugs. Several voiced serious concerns over their perceptions of over-regulation on the part of the Historic District Commission. Overall, there appeared to be a very negative attitude about Seneca Falls from the majority of students who participated.

This process resulted in a series of vision topics and elements identified as important for the future of Seneca Falls by the students as follows:

#### Library

A library with books/ More books & the library

#### Retail Needs

Super Wal-Mart center/ a mall/ strip malls/ More shopping downtown/ Closer mall/ Good mall/ Music store/ Book store/ Sporting store/ No empty storefronts or buildings/ No

more women made product stores/ More input from teens/ More thrift stores/ Computer store/ A real downtown/ Hotel or resort/ Casino/ International airport

#### Employment

**More industry/ More jobs/ More companies/ Higher paying jobs/ Better jobs/ Less taxes/ Employment/ Successful businesses/ More jobs available/ Canal tours/ Better paying jobs/ More industry/ More jobs for kids**

#### Gas

Cheaper gas

#### Restaurants

All night diner/ More restaurants/ Less restaurants/ Chain restaurants/ Denny's/ Starbucks/Chuck E Cheese/ Little Caesar's/ Friendly's/ Arby's/ Attractive shops & restaurants/ More fancy restaurants/ More restaurants/ Applebee's/ Papa John's/ Fewer fast food restaurants/ Olive Garden/ Wendy's

#### Recreation and Activities

Better campgrounds/ Ice rink/ Roller rink/ Youth recreation/ Clubs/ YMCA/ Community activities for youth/Performing arts center/ rock climbing/ Sports center with bowling alley/ More things at the recreation center/ Laser tag facility/ Pool hall/ Arcade/ Town basketball courts/ Concerts/ Roller skating rink/ Movie theater/ Improved family/Bowling alley/ Under 21 club/ Zoo & theme park/ Mall/ Shopping/ Movie theater/ Gymnastics facility/ Boat tours on lake/ Late night activities/ Amusement park/ Water park/ Bigger bands to play concerts/ More recreational activities/ Stadium/ Arcade/ Starbucks/ Fun center for kids/ Roller hockey/ Pool hall/ Movie theater/ Community pool recreation center/More lake activities/ Indoor tennis & volleyball courts/ Speed boat & jet ski rentals/ Community activities/ Sledding resort/ Indoor zoo/ Ice skating rink/ Higher quality swimming pool/ Boxing ring/ Ski resort/ Bowling alley/ New park/ Recreation center for kids/ Roller rink / Break dancing lesson/ Arcade/ Art galleries/ Water park/better beaches/ A fun, entertaining museum that has hands on educational exhibits for the family/Teen Clubs (include: Places for teens to go/ Nightclub/ Teen club/ Karaoke kids bar/ Oxygen bars/ Disco club/ Block party/ Village party)/ More for tourists/ Spa/ Horse ranch/ Paintball field/ Ski hill/ Better ice rink/ Industrial technology club/

#### Education

Bigger school with pool & more sports/ Better school/ A new school building with funding to provide opportunities/ A library that is open late and has books!/Better schools/ Funding for schools/ Technologically advanced school system/ Active sports programs/ DELL computers in school

#### Environment

Cleaner lake/ Cleaner surroundings/ Green power (wind farm)/ Clean up the landfill, it smells/Seneca Falls should actually have a falls/ Cleaner streets/ A clean canal/ Create waterfalls

### Community Improvement

More community service projects/ Larger, more diverse population/Cheaper housing/More stores/ Hotels/ New schools/ Indoor mall/ Home for troubled youth/ Affordable housing/ More flowers, trees, benches and parks/ Better sidewalks and roads/ Better snow removal/ Fix ghettos/ Fix railroad crossings/ More tourists/ Women's rights/ Improving riff raff/ Retake of drivers test after certain age/ No drugs or alcohol/ Ban smoking/ No school dress code/ Repave roads/ No dump/ Clean yards/ Clean streets/ Clean houses & properties/ Programs curbing amount of garbage in landfill/ Tourism/ Littering fines/ Non-violence/ Drug free town/ More housing/ More money to schools/ Trolley/ Train station/ Less emphasis on women's rights/ Laser tag/ Hershey's factory/ More trees & animals/ Clean water/ No taxes/ Better lake front/ Beautification

### Items that Need Removal

Get rid of park cops/ Less cops busting people/ No more women's rights/ Cross out the historical society/ Women's rights/ Gangsters/ Take ghetto bench out of downtown

### Historic

Less historic stuff/ No historical district/ Historical society less strict

### Appearance

Less empty buildings/ Modern architecture/ Decorations downtown/ Make town attractive

### Transportation

Mass transit/ Better road conditions/ Lower gas prices/ Metro system/ Regional busing/ Trolley downtown/45mph on 96 thru Waterloo/ 55mph on River Road/Better roads/ Fix railroad/ Fix railroad tracks/ New sidewalks throughout village/ Flat roads

### Sanitation

Better sanitation/ Landfill situation/ No landfill/ No dump

### Cars

Race park/ Infinite auto/ Drag strip/ Advanced auto

### Better Citizenship

Smiling children/ Nicer neighbors/ More people

### Population

Increase population/ Larger tax base

### Land claim

No reservations/ No Indian land claim /Leave the Indians alone/ Make Indians pay taxes/ Police more tolerant/No Indians/ Settle Indian land claim - let us keep our land and houses

### Safety

Enforce curfew/ Less alcoholics/ Less potheads/ Enforce traffic regulations/ Safe Peterman apartments for all families/ Safe bus drivers

### Non-biased Community

Community bonding

### Bigger Town

City growth/ Bigger town

## **Vision Statements**

Time did not allow for detailed development of vision statements at the youth workshop. However, many student groups did formulate more specific vision sentences. These include the following:

- Well-developed business district to serve the local community.
  - Higher paying jobs for those with education will be available
  - There will be an abundance of restaurants and shopping opportunities.
  - Better canal and lakefront in an attractive town, including well-maintained streets throughout.
  - Recreation and entertainment opportunities will include: a YMCA; a roller rink; a movie theater; more town activities for youth and a 21 and under club.
  - Schools will offer a swimming pool and more sports; better library.
  - No dump
  - Low crime rate.
  - Culturally rich community with a diverse population.
  - Funding for new schools
  - Safe on the streets and safe environmentally.
  - There would be no worries; everything will be perfect.
  - A large company will help improve the economy and jobs for teenagers as well as shopping opportunities.
  - Recreational opportunities at the lake will be expanded.
  - Less emphasis on our historical aspects and more emphasis on recreational opportunities.
  - A variety of housing options to meet the diverse needs of the population.
  - Our town and village will be aesthetically pleasing
  - Public transportation will be available to help keep it clean.
  - There will be a variety of restaurants, a mall, a music store, and a bookstore.
- Recreational and cultural opportunities include: an ice-skating rink, an arcade, art galleries and a water park.
- More flowers and trees, benches and parks.
  - Sidewalks and road conditions will be improved upon.
  - Seneca Falls will offer a great variety of restaurants, shopping, and entertainment, including a movie theater.

-Seneca Falls will offer more community service projects and recreational activity, including indoor tennis and volleyball courts and rentals for boats and jet skis.

-“We need to change the focus of our town attract more tourists and show people that there is more to Seneca Falls than women’s rights. More jobs and lower taxes are evident in the future. Our streets will be safe and citizens will act in a respectful manner. Our roadways and properties will be clean and in good condition and there will be no historic district as people should be able to do what they want with their property. Entertainment opportunities will include more town functions, malls, movie theaters, an ice and roller rink and an amusement park.”

-“In 2015, Seneca Falls will be a non-violent, drug free place with more tourists, better jobs, more housing and a better infrastructure. There will be more opportunities for teens and citizens in general, including a movie theater, entertainment stores and a mall; as well as more programs that meet individual interests.”

-Seneca Falls will have clean water and air and clean surroundings without an expanded landfill. Big businesses will be present, bringing in tax revenue and higher paying jobs. - Less poverty and more people will have jobs.

-We will have a mall, a pet store and even a zoo.

-Minors will be kept off the street after hours.

-Seneca Falls will have clean streets and canals.

-The police more lenient of teen parties if there is no destruction of property involved. Seneca Falls will be bigger.

-Taxes will be lower and there will be more jobs.

-The land claim will no longer be an issue.

-Money will be spent on improving the environment around us to ensure clean water and air quality.

-Seneca Falls will offer a clean environment with no landfill, and will be a safe, nice place to live fifteen years from now.

-Job opportunities are available for all and tourism is encouraged.

-Entertainment offered will help to keep teens safe and out of trouble as well as to provide citizens of Seneca Falls with more restaurants, shopping and recreational opportunities. Mass transit will be available for both residents and tourists.

-“Seneca Falls needs to be more independent. This can be accomplished by recognizing personal and community strengths, goals and dreams. We should look to other successful communities for examples. People should no longer feel ashamed of their ideas and problems and should be encouraged to fill their requests by any means possible. Our community will be aesthetically pleasing. Mass transit and entertainment opportunities will be available.”

-“We would like Seneca Falls to offer more recreational activities so that there is more to do right here where we live. We hope that the town will get bigger so that there is more of a city atmosphere. We would like there to also be some waterfalls in the future. We need higher educational opportunities to enhance citizens’ minds. We need mass transit and access to big cities. We need more opportunities that will craft young peoples interests and head them in the right direction. We should step away from the emphasis on women’s rights and the canal and focus more on bigger business downtown, a big city atmosphere and mass transit.

***Homework assignment – 68 were analyzed and summarized below:***

The homework assignment was “**As a resident of Seneca Falls, you should be aware of the current issues facing the village. With this in mind, begin thinking about a comprehensive plan for the community, a road map that will be used to guide the community’s decisions concerning its future growth and development over the next ten – fifteen years. Write a paragraph in which you identify an issue facing Seneca Falls (land use, agriculture, historic and cultural resources, environmental resources, etc.). In this paragraph develop a vision statement that relates the issue to a comprehensive plan. Then, develop a set of goals intended to help the community fulfill the comprehensive plan.**

**Issues Identified**

- 19 – Loss of business & industry/ Job opportunity
- 18 – Landfill
- 17 – Movie theatre (10)/ Entertainment needed
- 8 – Historical concerns (relating to what is perceived as over-regulation of historic district)
- 3 – Indian land claim
- 2 – Better roadways and signage
- 2 – Large restaurant or coffee house needed
- 2 – Land use
- 2 – Merger of Seneca Falls & Waterloo school districts
- 1 – Affordable housing
- 1 – Safety – drugs & violence

A Youth Perspective: The following is a summary of the students thoughts:

A movie theater would bring in revenue and bring people to Seneca Falls. A movie theater would give teens something to do and help keep them off the streets. It would also provide jobs. Seneca Falls needs some entertainment, like a movie theater or an ice skating rink, to give kids something when there is no school. If there is some place for teens to call their own such as an arcade or some nightlife, they will not be getting into trouble. The Coca Cola plant was suggested as a possible location for entertainment.

Big business is needed to keep the town alive. Gould’s Pumps needs to stay open, as Seneca Falls needs this industry. There is concern that there are no job opportunities here. If Goulds were to leave, students feel a lot of jobs would be lost, lowering incomes and damaging Seneca Falls’ economy further. Families would leave the area. Increased job opportunities by encouraging big business will help to rejuvenate Seneca Falls. Some suggested that there is a need to advertise Seneca Falls to bring in investors, outside businesses and industry. Some mentioned that a large chain restaurant would help to bring jobs and tourists’ dollars. Several suggested turning one side of downtown into a large mall to attract people and bring in more business.

The landfill was mentioned frequently and some thought that its expansion may be affecting the environment and the health of our citizens. Some student discussed the smell of the landfill and expressed concern about air and water being polluted from the landfill.

There were mixed thoughts about the role of history and specifically the Women's Rights Museum. Some felt that there was a need to increase the size of the Women's Rights related activities and facilities and encourage related tourism. They indicated that they felt these are unexploited areas and more needed to be done to show that the peoples of Seneca Falls are interesting culturally and historically. Historic markers to draw in tourism were suggested. On the other hand, others feel that the Historical Society should have less control and influence in town.

Better roadways and signage were felt to be needed to decrease accidents and to help tourists' have an easier time locating destinations, such as Cayuga Lake State Park.

The Indian Land Claim was also on their minds. Some wanted to raise awareness about the Indian land claim and the treatment of the tribe. These students want to establish the Indians as equals. The more prevailing opinion was negative because they felt that the Indians are trying to take land and also do not have to pay taxes. These students want to eliminate unfair competition.

Some students felt that there should not be so much unused land due to environmental constraints and that the town should become more industrial. Others felt that there is less space for housing now and that there should be restrictions in place.

Several students mentioned that a merger of the Seneca Falls & Waterloo school districts would provide more opportunities for the schools and that the two towns should work together for financial gain.

Apartments and houses were felt to be over-priced. Students see people moving out of Seneca Falls and discussed the loss of business and tourism and felt that it relates to the decline of the community.

Several students wrote about how kids are hanging out on the street and there has been an increase in drug use and violence.

Many students offered solutions to the above problems. These solutions include (in their own words):

**Goulds Pumps:** A solution to the closure of Gould's Pumps is to create more job opportunities elsewhere. The community could fund to keep Gould's up and running. Give the company tax breaks and check over their employee health insurance plans. Be sure that the plant is operating efficiently.

**Revitalization:** Create a Visitor Center in the old sock factory; provide a café there and offer entertainment to help increase tourism and provide job opportunities. Find investors to help turn one side of downtown into a large mall. Donations and loans should be used also to fund the project. Move existing businesses and allow the mall businesses to have a view of the canal. People would be able to shop in our own town, keeping the investment here. Obtain fairly low prices for building renovations or construction, as this will be a community service project. Place historic markers by the lake and advertise them to help increase tourism.

**Recreation:** If there is no money to put in a movie theater or ice skating rink, start fundraising or pursuing donation of a building; connect with volunteers and get a plan approved by the town board. Another option is that the fireman's field could be used on which to construct a theater building. Find a location with plenty of parking and accessibility, preferably an empty building, in which to house a movie theater. The Knitting Mill is one possibility.

**Landfill:** A solution to the continuation of landfill expansion would be more recycling and lessening the amount of garbage that is allowed to enter the landfill. The landfill brings in money to the community, so it should not be closed. Instead, reduce the amount of trash being dumped by recycling more materials. Also, consider burning trash or reducing the number of places that trash is accepted from. Make a plan to clean up the landfill. Find an alternative site for a new landfill. Limit the amount of garbage allowed in the present landfill, and slowly phase it out. Develop a committee to oversee and regulate landfill expansion. Possibly use the covered compost at the landfill to expand building or living settlements, if it compacts and settles at the same rate. People could use trash compactors so that less space is needed at the landfill.

**Land Claim:** To deal with the Indian land claim, areas need to be set that are under their control. There also needs to be regulations on what and when they can buy anything. The Indians should follow the same rules and pay the same taxes that we do. Remove reservations and grant them land as citizens.

**Canal:** The canal side area of the Seneca Museum of Waterways could be made more attractive. Sides depicting canal stories could be placed here. ZuZu's could place tables along the waterfront and provide service outside. Canal boat rides providing historical information would help the economy of our town and others along a canal tour route. It would also be nice to create a new museum, one that does not emphasize women. An expansion of the Women's Rights Historical Park could include: a multi media wax museum, highlighting the history of Seneca Falls; an interactive website exploring the role of women in today's society; and the building of a convention center which could be used to conduct seminars on women's and other civil rights issues.

**Housing:** To deal with affordable housing, an undeveloped area could be used to build an affordable housing project on. A plan proposal would be submitted to the board; building

plans would be completed; fundraising could be done; a contractor would be hired; and the community could help build the housing project.

**Drugs:** To deal with the increase of drug use and violence among Seneca Falls' younger population, a curfew should be established and enforced by the police.

### **3. Summary of Business Interviews in Seneca Falls**

#### **1. Why is your business in Seneca Falls?**

- Family-owned and operated originally (several responses to this.)
- Came to Seneca Falls due to access to Thruway, size of building available, and land available to expand to.
- We needed space to offer our programs in the Waterloo/Seneca Falls region.
- Five years ago, I moved my business to Seneca Falls from Auburn to help revitalize my hometown.

#### **2. Do you have plans to stay here?**

- Yes, we hope so. (several responses)
- Yes, we have only been here since 1995. We have invested in roofs and exterior.
- Today, my plans are for the corporate headquarters to remain in Seneca Falls.

#### **3. Might you expand in the future? Can you expand on your current site?**

- Are there sites in the community that would accommodate your expansion?
- Expansion is not likely. If there were a need to expand, they would expand the shifts rather than new facilities.
- Yes, there is room to expand. (Several said this)
- Yes, but not interested in new building due to expense. Only will expand if the market allows it and not interested in moving.
- Yes, we would like to expand our facilities and our offices. Want to move the offices to Seneca Falls from Waterloo.
- I will most definitely expand in the future, but not in New York State.

#### **4. Are there aspects to the community that make it difficult to stay here or that make you think about moving to another location?**

- There are not any local constraints that affects their business.
- We are in the economic development zone and the tax incentives help. The location is perfect.

- The Indian Land Claim is the biggest issue and threat to doing business in the region.
  - There are no obstacles, but no support either...it is a wash.
  - Yes, the streetlights on Main Street are not working and this creates a big problem.
  - Snow removal in the Village is bad, plus merchants downtown do not clean their sidewalks off and the Village does not remove the snow fast enough and snow piles are left in the parking lots resulting in reduced parking spaces. Village streets are not plowed early enough and feels this is because there is not enough staff to do it.
  - There is not enough parking downtown. Postal workers now using municipal parking lot and this is wrong. There is not room for parking lot expansion. Also, many merchants park right behind their buildings and take up the close parking spots – thus reducing the attractiveness of the parking that is available.
  - The Canal promenade is too bright with too many lights and of the wrong color.
  - There are overwhelming obstacles trying to conduct and develop business in Seneca Falls. I have owned five businesses within the downtown district and they received little support from the village government. The historic preservation commission makes it financially impossible for most people to renovate a building or conduct business within the historic district.
- Conversely, the town branch of the government works a bit more diligently to help businesses within the community. Our village government gets very caught-up in the minutia and cannot see the big picture items. This is not a criticism of the current government but an observation of village government over the last six years. I believe that Seneca Falls is a very friendly place, its proximity to the Finger Lakes and the barge canal system makes it an extremely attractive place to be.

**5. How many of the issues that might cause you to move are non-local and out of the control of local government (e.g., international labor competition, etc.)**

- There are lots of other companies that compete with us.
- No problems. The Village has been very cooperative.
- The issue is that there is lack of support locally and businesses don't support each other. Businesses need to buy from each other rather than going out of the region. More needs to be done to educate the businesses about what services and products are actually available locally. This comment was specifically oriented to the Hall of Fame.
- There are no local issues. They located here because of the municipal services offered.

- Nothing locally, it is the business environment overall. Feels that absentee owners (where the owner can not be there to offer personal service) of downtown businesses don't work and can't compete with the malls.

- Tolls on the Thruway is a problem. It forces trucks through the Village because it is cheaper for the trucker.

- Seneca Falls should address the lack of parking for the downtown district and should also address canal accessibility from Fall Street. Conservative and preservation purists believe that removing buildings in the way of progress is a bad thing. If major changes are not made within the historical district, I believe it inevitable that the downtown area will soon become filled with vacancies like every other downtown area.

**6. Are there issues that Seneca Falls could address that would make it easier and/or more profitable for you to stay in the community (marketing, energy, property taxes, roads, schools, etc.)?**

- If Goulds is given some sort of break on water fees or other incentives, they feel strongly that these incentives should be offered to all.

- The railroad tracks on Johnson Street is dangerous. There have been several near misses of car/trains. There are no signals, no flagmen, nothing and it is an accident waiting to happen. Needs to be addressed. Also, a reduction in taxes is important. (Neun) would like to see Village help maintain their ring access road as they allow private citizens and the school to use that road. They would help pay for it even, but would like to discuss ways the Village can help with their equipment in winter.

- The Indian Land Claim is an impediment to new business moving in.

- Don't concentrate on large industries...instead concentrate on small businesses related to the three "W's".

- We really wouldn't look to local government to help us with this. The Deer Park is not right for offices. Too much time spent on the re-use of the Army Depot. There haven't been large scale projects resulting from this effort. IDA helps with small business and many of them fail.

- Primary focus should be supporting existing business so when entrepreneurs visit the area they are more apt to believe that their personal business plans will be successful. Very few businesses within the downtown district do little more than survive. Downtown is the heart and soul of our community. Our focus should be the downtown district and it will create a ripple effect like a pebble in a pond.

**7. What do you think that Seneca Falls should do to attract new businesses and support existing businesses?**

- Don't know...feel we are doing pretty good.
- The location needs to be marketed more. With water, sewer, and thruway access, he can't understand why more businesses like him aren't here. Would help out if he can.
- IDA is doing a good job. Once the canal is refurbished, it will help the downtown merchants.
- We need to emphasize the three "W's": Water, Wine and Women. Play to these strong suits.
- ARC: The IDA does not understand the ARC well. Nobody has reached out and asked how they could partner with ARC. People don't look at them as an important role in economic development even though they have a 22 million budget. There is lots of opportunities to increase their role in economic development.
- Nobody is focused on follow up to economic development.
- Visitors are an untapped resource. We need more small businesses that can offer lots of service.
- Hours of downtown operation is a problem but feels that it will be very hard for all downtown merchants to agree to expanded hours and if it is to happen, they all have to do it.
- People in SF need to be reminded about their responsibilities such as cleaning snow, trimming trees, cleaning up yards, etc and there is a lack of communication between the village government and residents about these expectations.
- There is not much promotion of downtown businesses, and not much incentive to go there.
- Water and sewer improvements and upgrades to water pressure and capacity is needed.

**8. What do you think is Seneca Falls image within the greater region? How should Seneca Falls improve or change that image through marketing?**

- Image is good...people like the smallness of the community, the Women's rights, canal and locks and wineries.

●It is very good. There is a lot to do here. It is a tight knit community and this can be marketed. ●School needs some work.

●Image is positive as we are an attractive community.

●SF has a lot going for it: proximity, location, womens rights, canal, etc.

The image depends on the season. Summer is great and it gives a very positive impression. Winter is less impressive. Also, some people look at the condition of the housing in the Village and do not come away with a good impression of that.

●Our problem is not an image problem...downtown needs less offices and more retail.

●First impression of SF is positive: very quaint, good day destinations for visitors.

●Thinks that there are enough marketing initiatives, but it lacks in facilitation of economic development: there needs to be work on helping make a project happen via review, grant writing, permitting, etc. Planning is lacking.

●I believe that Skaneateles is a direct competitor to Seneca Falls. Travelers and tourists with more discretionary income visit Skaneateles. Those same types of travelers are entrepreneurs and business people who create and expand new businesses. The 5 & 20 corridor in downtown Seneca Falls services thousands of vehicles a day. Giving the downtown area more focus would be the cost effective way to give Seneca Falls greater positive exposure.

**9. Do you think that there are any other communities in the region that are Seneca Falls direct competitors for new businesses and from which we should pay particular attention?**

●No none that could be thought of. However, Canandaigua has a nice downtown with upkeep better than Seneca Falls. There needs to be more public support of downtown and feels that is a problem for downtown.

●We should be more like Fairport and Skaneateles.

●Our major business is growing at a rapid pace. Training individuals with little or no experience requires a large financial commitment. Help in training subsidies could make it easier to justify where we are.

**10. Is your business/industry changing in ways that might make it possible for Seneca Falls to help you benefit from these changes? Are there ways that Seneca Falls could take advantage of your presence to attract other businesses similar to or related to your industry?**

- Yes, we feel the ARC can be a much more positive force in the community.
- The operation of historic district seems to favor some people over others. There is bias in how it works. There also is lack of follow through in programs and lack of tracking of money and expenditures.

**Other Comments Related to the Landfill:**

Current capacity at location until 2009 and have applied for expansion at present site (not across road) to add 14 more years of life to the landfill. Is currently working with DEC on this. If it goes through, the agreement with Seneca Falls will be renegotiated. The support of the Town is important to continue their operations, and community education is important too. To help people understand what they do, they do tours and open houses, have a community education coordinator, speak to community groups, and make donations for community services such as the library.

There seems to be impediments to new development downtown, but the Town is doing the right thing in expanding water and sewer since that is what businesses need. New Industrial park across street from Landfill will operate on the methane/electricity/heat generated from the landfill. This will be a huge incentive for new business growth. Plans for this property will be announced soon. Landfill also bought a large parcel of land across the street (400 acres) as wetland mitigation and a nature preserve. It will be for recreation and forever wild.

## 4. Seneca Falls Mail Survey

In October 2004, a mail survey was sent to all residents and landowners in the Town and Village of Seneca Falls. The purpose of the survey was to gain insight to the problems Seneca Falls faces, as well as what the residents feel are the more positive aspects of the community that need to be protected. The mail survey also ensures that at least one form of public input is available to all residents.

630 surveys were returned in time to be included in this report. The following paragraphs summarize some of the findings from the survey results.

### 1. Where in Seneca Falls do you live?

63.7% of the respondents lived in the Village, while 34.4% lived in the Town outside the Village. The remaining 1.4% only owned property in the Town or Village. According to the 2000 Census, 74% of Seneca Falls population lived in the Village, while 36% lived outside the Village.

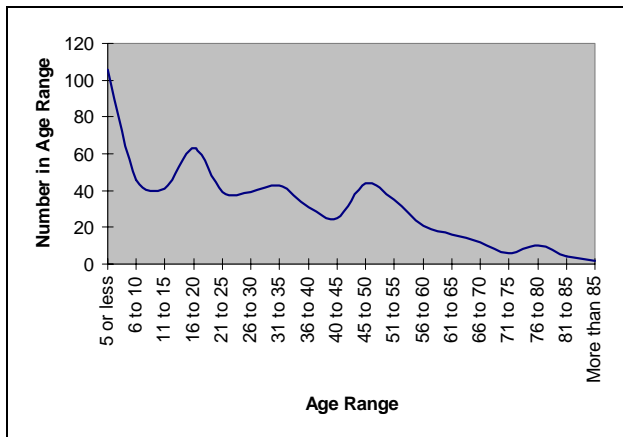
### 2. Do you live in the Village Historic District?

19% yes, 81% no

### 3. How many years have you lived (or owned land) in Seneca Falls?

Average - 29 years

The following chart shows the distribution of respondents with regard to how long they've lived in Seneca Falls.



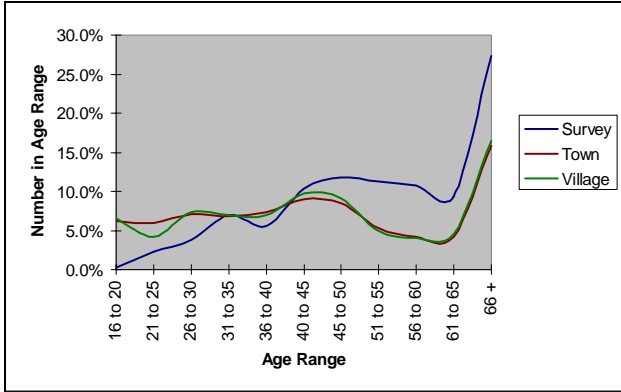
### 4. Do you own or rent your home?

Own, 91%, rent, 9%

**5. What is your age?**

Average – 55

The following chart shows the number of respondents in various age groups. It compares these results to the 2000 Census data for the Town and Village.



**6. How many people of each age group are there in your household?**

These answers can be used to further evaluate the results by performing “cross tabulations” with the other question results. A sub-group can be picked out from the respondents, such as all households with all members over 55 years old, and their answers compared to the rest of the respondents.

**7. How long does it take you to get to work?**

48% less than ½ hour, 12% ½ to 1 hour, 5% more than 1 hour, and 35% don’t travel.

**8. What City, Town, or Village do you work in?**

The largest percentage of respondents, 39.7%, worked in the Town or Village of Seneca Falls. The second largest group, 16.8%, is retired. Other often mentioned locations were Waterloo, Geneva, and Auburn. 3.7% worked in Rochester, while 2.6% worked in Syracuse.

**9. How satisfied are you with the following services and aspects of the Town and Village?**

The following table places the answers to this question in a ranked order. The rank was calculated by multiplying the percentage answering “Very Satisfied” by 2, adding this to the percentage answering “Satisfied, and then subtracting from this the percentage answering “Not Satisfied.”

The most highly rated service was the Public Library, followed by Fire Protection in the Village and the Town, and then Customer Service at the Village and Town offices. The lowest ranking went to After hours and Urgent health care, Adult Education Opportunities, and Access to Medical Specialists and Hospitals.

	Very satisfied	Satisfied	Not satisfied	No opinion	Rank

	Very satisfied	Satisfied	Not satisfied	No opinion	Rank
9bb. Public library services	47%	39%	6%	8%	129
9h. Fire Protection in the Village	41%	41%	2%	17%	120
9g. Fire Protection in the Town	31%	38%	0%	30%	100
9v. Customer Service at Village Offices	26%	53%	6%	14%	100
9u. Customer Service at Town Offices	27%	49%	5%	19%	98
9l. Garbage Collection in the Village	30%	46%	11%	12%	96
9j. Police/Law Enforcement in the Village	32%	43%	15%	10%	92
9n. Recycling in the Village	26%	49%	11%	14%	91
9b. Public Water in the Village	28%	46%	13%	13%	89
9d. Public Sewer in the Village	27%	47%	12%	15%	89
9p. Road Maintenance/Snow removal in the Village	22%	57%	15%	7%	86
9cc. Quality of schools	25%	47%	12%	17%	85
9o. Road Maintenance/Snow removal in the Town	21%	53%	11%	15%	84
9k. Garbage Collection in the Town	24%	39%	5%	33%	83
9m. Recycling in the Town	22%	41%	6%	31%	79
9a. Public Water in the Town	24%	38%	8%	30%	77
9f. Rescue Squad/Ambulance in the Village	23%	40%	10%	27%	75
9i. Police/Law Enforcement in the Town	22%	41%	11%	25%	75
9e. Rescue Squad/Ambulance in the Town	19%	36%	9%	36%	65
9c. Public Sewer in the Town	18%	37%	11%	34%	62
9w. Communication regarding community issues/events	10%	54%	28%	8%	46
9t. Enforcement of Zoning Regulations in the Village	9%	39%	20%	33%	36
9q. Enforcement of Building Codes in the Town	8%	34%	13%	45%	36
9r. Enforcement of Building Codes in the Village	9%	38%	21%	31%	35
9s. Enforcement of Zoning Regulations in the Town	8%	34%	16%	42%	34
9gg. Summer programs for youth	8%	31%	14%	47%	34
9ee. Early childhood education programs	8%	25%	9%	58%	30

	Very satisfied	Satisfied	Not satisfied	No opinion	Rank
9dd. Access to childcare	7%	23%	8%	61%	30
9ff. After school programs for youth	4%	25%	19%	52%	15
9x. Access to Hospitals	5%	45%	43%	7%	12
9aa. Access to Medical Specialists	5%	40%	42%	12%	9
9hh. Adult education opportunities	5%	28%	31%	36%	7
9y. Access to Urgent Care Centers	4%	30%	54%	12%	-15
9z. After Hours Medical Care	3%	24%	59%	14%	-28

**10. How satisfied are you with the following Transportation/Traffic and related safety services? (Ranking similar to the previous table)**

Location of traffic lights and crosswalks rated the highest, while Maintenance of sidewalks rated the lowest.

	Very satisfied	Satisfied	Not satisfied	No opinion	Rank
10g. Location of traffic lights	15%	73%	7%	5%	97%
10f. Location of Crosswalks	14%	72%	6%	8%	94%
10c. Enforcement of Speed Limits	11%	57%	27%	4%	52%
10a. Access to the new Bus Service	12%	29%	9%	50%	45%
10d. Availability of Sidewalks	9%	52%	30%	9%	39%
10b. Access to Airport/Trains in Syracuse and Rochester	6%	47%	22%	25%	36%
10e. Maintenance of Sidewalks	5%	32%	52%	11%	-9%

**11. Do you know where the bus stop locations are in the Town and Village?**

65% of those who responded to this question do not know where the bus stops are

**12. Are you concerned with the amount of truck traffic that travels through the Village?**

50% said they are concerned, while 31% were not. 19% had no opinion.

**13. List up to 3 locations in the Town or Village you feel would benefit from a new traffic light.**

There were a total of 261 responses to the question, “List up to 3 locations in the Town or Village you feel would benefit from a new traffic light.” Over 14% of those answering this question desire a traffic light at the River Road Bridge. Thirteen percent of residents answering this question would like a light at the intersection of Garden Street and Route 89. Almost 11% of those answering this question want a light at 414 S & W. Bayard (River Road) at bridge. More than 6% of residents responding to this question desire a traffic light on Route 318 at Routes 5 & 20. Five percent of those answering the question

would like a light at the intersection of Rumsey Street and Bayard Street.

**14. List up to 3 locations in the Town or Village you feel would benefit from new sidewalks.** There were a total of 515 responses to the question, “List up to 3 locations in the Town or Village you feel would benefit from new sidewalks.” Over 28% of those answering this question desire new sidewalks on Bayard Street. Twenty-five percent of residents answering this question would like new sidewalks on Cayuga Street. Nearly 21% of those answering this question want new sidewalks on State Street. More than 11% of residents responding to this question desire new sidewalks on Stevenson Street. Nearly ten percent of those answering the question would like new sidewalks in all districts, wherever there is a need. Eight percent of residents responding to this question desire new sidewalks on Mynderse Street.

**15. Do you feel there is a need for any of the following housing related uses in Seneca Falls?** (Ranking similar to the previous tables)

Retirement Housing ranked the highest, while few felt Upscale/luxury housing was needed.

	Strong need	Some need	No need	No opinion	Rank
15c. Retirement Housing	37%	36%	10%	17%	99%
15b. Affordable Housing	27%	31%	24%	18%	60%
15d. Owner occupied condominiums	19%	27%	30%	23%	36%
15a. More diversity of Housing types	16%	25%	33%	26%	24%
15e. Upscale/luxury housing	10%	21%	46%	24%	-6%

**16. What kinds of new commercial uses do you feel would be acceptable in the historic district?**

There were a total of 371 responses to the question, “What kinds of new commercial uses do you feel would be acceptable in the historic district?” Over 9% of those answering this question desire to see more restaurants and cafes in the historic district. Eight percent of residents answering this question would like to see any commercial uses that bring jobs and tax relief. Nearly 8% of those answering this question desire to have a movie theater located in the historic district. Nearly 5% of residents responding to this question would like to see more retail business. More than four percent of those answering the question would like to see antique shops locate in the historic district.

**17. How much need do you believe there is for the following in Seneca Falls?**

(Ranking similar to the previous tables)

	Strong need	Moderate need	No need	No opinion	Rank
17t. Movie Theater	58%	28%	9%	5%	135%
17n. After-Hours Urgent Care Center	55%	28%	7%	10%	131%

	Strong need	Moderate need	No need	No opinion	Rank
17d. Public Restrooms	44%	41%	8%	6%	121%
17h. Weekly Farmer's Market	33%	47%	13%	7%	101%
17a. Evening and Weekend Hours for Downtown Shops/Businesses	33%	45%	12%	10%	100%
17mm. Bowling Alley	35%	39%	13%	13%	96%
17r. Dry Cleaner	34%	39%	14%	13%	92%
17k. Shop Featuring Items Made by Local Artisans	29%	44%	13%	15%	88%
17g. Boat Tours of the Canal & Locks	22%	54%	13%	11%	85%
17hh. Book Store	26%	40%	19%	14%	74%
17e. Shower/Laundry Facilities for Visiting Boaters	26%	36%	16%	22%	72%
17ff. Bakery	26%	39%	24%	11%	67%
17c. More Public Access to Canal & Van Cleef Lake	26%	35%	21%	18%	66%
17y. Grocery Store	36%	24%	32%	8%	65%
17s. Wine Shop Featuring Local Wines	28%	33%	26%	13%	63%
17b. Additional Docking for Boats	24%	33%	20%	23%	61%
17w. Clothing Stores	24%	39%	27%	11%	59%
17o. Outdoor Concert Area	19%	46%	25%	11%	58%
17i. Boat/Paddle Boat Rental Business	18%	42%	22%	17%	56%
17gg. Health Food Store	23%	34%	27%	16%	53%
17ii. Music Store	19%	39%	25%	17%	52%
17jj. Fabric/Craft Store	17%	40%	27%	17%	47%
17u. Additional Restaurants	25%	32%	35%	8%	47%
17m. Additional Hotels/Motels	16%	37%	28%	19%	42%
17f. Trolley Between Local Attractions	16%	34%	35%	14%	32%
17p. Indoor Concert Hall	14%	36%	34%	16%	31%
17kk. Sporting Goods Store	14%	34%	35%	16%	27%
17ee. Appliance/Electronics Store	12%	39%	36%	14%	26%
17j. Bike/Rollerblade Rental	13%	32%	33%	21%	25%
17ll. Day Spa	13%	32%	32%	23%	25%
17q. Antique Shop	11%	35%	34%	20%	24%
17l. Additional Bed & Breakfasts	9%	35%	31%	24%	22%
17x. Large Scale/Big Box Department Store	19%	24%	45%	12%	18%
17aa. Garden Center/Nursery	10%	36%	41%	13%	15%
17cc. Medical/Dental Offices	16%	25%	44%	14%	13%
17dd. Home Improvement Center	13%	28%	45%	14%	10%

	Strong need	Moderate need	No need	No opinion	Rank
17v. Convenience Store	10%	17%	62%	12%	-26%
17z. Drug Store	11%	13%	68%	8%	-33%
17bb. Mini-Storage Units	2%	14%	63%	22%	-46%

**17. (Part 2) How much need do you believe there is for the following in Seneca Falls? (Ranking by straight percentage)**

<b>Preferred uses for the Village</b>	Preferred location - Village	Preferred location - Town	Preferred location - None
17a. Evening and Weekend Hours for Downtown Shops/Businesses	51%	3%	11%
17d. Public Restrooms	43%	1%	10%
17c. More Public Access to Canal & Van Cleef Lake	35%	2%	12%
17b. Additional Docking for Boats	34%	4%	13%
17e. Shower/Laundry Facilities for Visiting Boaters	34%	2%	11%
17ff. Bakery	31%	2%	12%
17k. Shop Featuring Items Made by Local Artisans	30%	3%	14%
17hh. Book Store	29%	3%	14%
17t. Movie Theater	28%	9%	14%
17h. Weekly Farmer's Market	28%	9%	12%
17gg. Health Food Store	26%	2%	12%
17g. Boat Tours of the Canal & Locks	26%	5%	14%
17r. Dry Cleaner	26%	4%	16%
17s. Wine Shop Featuring Local Wines	26%	2%	14%
17n. After-Hours Urgent Care Center	26%	9%	14%
17i. Boat/Paddle Boat Rental Business	25%	5%	14%
17ii. Music Store	23%	4%	14%
17o. Outdoor Concert Area	23%	6%	15%
17j. Bike/Rollerblade Rental	22%	2%	14%
17w. Clothing Stores	22%	4%	14%
17p. Indoor Concert Hall	18%	5%	16%
17f. Trolley Between Local Attractions	18%	4%	14%
17q. Antique Shop	18%	4%	14%
17jj. Fabric/Craft Store	18%	6%	16%
17y. Grocery Store	17%	9%	15%
17u. Additional Restaurants	16%	6%	17%
17kk. Sporting Goods Store	15%	6%	15%

17ll. Day Spa	15%	5%	16%
17ee. Appliance/Electronics Store	13%	9%	15%
17cc. Medical/Dental Offices	13%	4%	15%
17z. Drug Store	12%	2%	15%
17l. Additional Bed & Breakfasts	11%	6%	17%
17m. Additional Hotels/Motels	10%	12%	17%
17v. Convenience Store	9%	3%	16%
17mm. Bowling Alley	9%	18%	19%
17x. Large Scale/Big Box Department Store	8%	10%	17%
17dd. Home Improvement Center	7%	12%	16%
17aa. Garden Center/Nursery	7%	13%	15%
17bb. Mini-Storage Units	5%	4%	16%

<b>Preferred uses for the Town</b>	Preferred location - Village	Preferred location - Town	Preferred location - None
17mm. Bowling Alley	9%	18%	19%
17aa. Garden Center/Nursery	7%	13%	15%
17m. Additional Hotels/Motels	10%	12%	17%
17dd. Home Improvement Center	7%	12%	16%
17x. Large Scale/Big Box Department Store	8%	10%	17%
17y. Grocery Store	17%	9%	15%
17ee. Appliance/Electronics Store	13%	9%	15%
17n. After-Hours Urgent Care Center	26%	9%	14%
17h. Weekly Farmer's Market	28%	9%	12%
17t. Movie Theater	28%	9%	14%
17u. Additional Restaurants	16%	6%	17%
17kk. Sporting Goods Store	15%	6%	15%
17l. Additional Bed & Breakfasts	11%	6%	17%
17o. Outdoor Concert Area	23%	6%	15%
17jj. Fabric/Craft Store	18%	6%	16%
17p. Indoor Concert Hall	18%	5%	16%
17i. Boat/Paddle Boat Rental Business	25%	5%	14%
17g. Boat Tours of the Canal & Locks	26%	5%	14%
17ll. Day Spa	15%	5%	16%
17bb. Mini-Storage Units	5%	4%	16%
17r. Dry Cleaner	26%	4%	16%
17w. Clothing Stores	22%	4%	14%

17cc. Medical/Dental Offices	13%	4%	15%
17q. Antique Shop	18%	4%	14%
17b. Additional Docking for Boats	34%	4%	13%
17ii. Music Store	23%	4%	14%
17f. Trolley Between Local Attractions	18%	4%	14%
17a. Evening and Weekend Hours for Downtown Shops/Businesses	51%	3%	11%
17hh. Book Store	29%	3%	14%
17k. Shop Featuring Items Made by Local Artisans	30%	3%	14%
17v. Convenience Store	9%	3%	16%
17z. Drug Store	12%	2%	15%
17j. Bike/Rollerblade Rental	22%	2%	14%
17e. Shower/Laundry Facilities for Visiting Boaters	34%	2%	11%
17gg. Health Food Store	26%	2%	12%
17s. Wine Shop Featuring Local Wines	26%	2%	14%
17c. More Public Access to Canal & Van Cleef Lake	35%	2%	12%
17ff. Bakery	31%	2%	12%
17d. Public Restrooms	43%	1%	10%

**18. Would you support efforts to preserve and enhance the following aspects of the Town and/or Village?** (Ranking similar to the previous tables)

All of these aspects received high ratings. At least 67% of those responding either supported or strongly supported each of the choices. 86% supported or strongly supported efforts to improve the appearance of building exteriors.

	Strong support	Support	Do not support	No opinion	Rank
18b. Appearance of building exteriors	49%	37%	9%	5%	126%
18g. Rural/small town atmosphere	44%	40%	8%	8%	121%
18a. Tree and flower plantings along streets	45%	37%	11%	7%	117%
18c. Scenic views	41%	39%	10%	10%	112%
18f. Overall historic character	33%	38%	18%	10%	87%
18. Open space	29%	38%	12%	21%	83%
18e. Historic areas and buildings	33%	36%	21%	10%	82%
18d. Working farms	29%	38%	16%	17%	80%

**19. Would you support using Town and/or Village resources to hire an economic development staff person to help market Seneca Falls, diversify our economy, and build our tourism base?**

51% supported this idea, while 34% did not, and 15% had no opinion.

**20. Many communities are looking to consolidate services between municipalities as a cost saving measure. How do you feel about the possibility of consolidating the following services? (Ranking similar to the previous tables)**

There was also strong support for all of the consolidation ideas outlined in this question. 82% favored consolidating highway maintenance, while 76 to 69% favored all of the other Town-Village sharing ideas. 58% of the respondents favored fully merging the Town and Village governments.

	Agree	Disagree	No opinion	Rank
20d. Share more services between Town and Village: highway maintenance	82%	12%	6%	70
20f. Share more services between Town and Village: zoning code enforcement	76%	13%	11%	63
20e. Share more services between Town and Village: building code enforcement	76%	14%	10%	62
20i. Share more services between Town and Village: garbage collection	77%	16%	8%	61
20h. Share more services between Town and Village: zoning board of appeals activities	72%	16%	12%	56
20g. Share more services between Town and Village: planning board activities	73%	17%	10%	55
20b. Share more services between Town and Village: police	69%	26%	6%	43
20c. Share more services between Town and Village: fire protection	69%	26%	6%	43
20a. More reliance on County Services	59%	23%	18%	37
20l. Fully merge all Town and Village operations, including elected governments	58%	31%	11%	27

**21. Are you interested in seeing any of the following recreational uses enhanced or further developed in Seneca Falls? (Ranking similar to the previous tables)**

Cultural activities rated highest for this question, followed by Walking, running bike, and hiking paths or trails. Dog park, golfing, horse and snowmobiling trails rated the lowest interest.

	Strong interest	Some interest	No interest	No opinion	Rank
21q. Cultural activities (music, theater, etc.)	47%	37%	10%	6%	122%
21n. Walking/running path	47%	35%	13%	5%	116%
21i. Bike paths	36%	44%	15%	5%	102%
21f. Hiking trails	41%	35%	18%	6%	99%
21a. Public access to canal and lakes	40%	35%	17%	8%	97%

21u. Public picnic areas	35%	41%	18%	7%	92%
21s. Teen center	35%	38%	20%	7%	89%
21j. Playgrounds with equipment	33%	41%	18%	8%	88%
21m. Ice skating	30%	42%	19%	8%	84%
21t. Senior citizen center	30%	40%	18%	11%	83%
21r. Supervised recreational activities for senior adults	29%	42%	18%	11%	81%
21c. Swimming (Lake)	29%	39%	24%	8%	71%
21d. Boat docking space	30%	31%	25%	13%	67%
21p. Athletic Fields (baseball, softball, soccer)	23%	36%	31%	11%	50%
21e. Marina	24%	32%	31%	14%	48%
21k. Camping areas	19%	38%	32%	11%	44%
21b. Public swimming pool	27%	27%	40%	6%	41%
21l. Tennis courts	16%	36%	37%	12%	31%
21v. Dog Park	21%	25%	44%	11%	23%
21o. Golfing	14%	30%	43%	12%	16%
21h. Horse trails	13%	26%	49%	12%	3%
21g. Snowmobiling trails	14%	23%	51%	12%	0%

**22. What would you recommend be done in the downtown area to encourage you to spend more of your time there?**

There were a total of 647 responses to the question, “What would you recommend be done in the downtown area to encourage you to spend more of your time there?” Over 16% of those answering this question desire to see more diversified and unique retail shops downtown. About twelve percent of residents answering this question would like to see businesses offering more weekends and evening hours. More than 10% of those answering this question desire more parking downtown. Over 8% of residents responding to this question would like to see more variety in restaurants and coffee shops. More than six percent of those answering the question would like to see a movie theater downtown. Over five percent responding to this question would like to have more seating places, including benches and sidewalk cafes, located downtown.

**23. Do you have any concerns regarding the environmental impacts of existing or new commercial or industrial uses in Seneca Falls?**

There were a total of 226 responses to the question, “Do you have any concerns regarding the environmental impacts of existing or new commercial or industrial uses in Seneca Falls?” Over 42% of those answering this question are concerned about the Seneca Meadows Landfill and possible expansion. About twelve percent of residents answering this question have concerns regarding air, water and noise pollution. Another 6% of those answering this question noted specific concerns regarding protection of area lakes and

canals. Almost 6% of residents responding to this question would like to see careful monitoring of environmental sensitivities. Nearly five percent of those answering the question have concerns about Tire Solutions.

**24. What ideas do you have for using any surplus funds the Town or Village might have?**

There were a total of 521 responses to the question, “What ideas do you have for using any surplus funds the Town or Village might have?” Over 23% of those answering this question would like a reduction in taxes. Over seven percent of residents answering this question think that any surplus funds should be saved in the bank for a rainy day. More than 6% of responding to this question would like excess funds to be used for economic development. Over 4% of those answering this question noted the need for beautification and maintaining appearance.

**25. What do you think are Seneca Falls’ three most positive features?**

There were a total of 832 responses to the question, “What do you think are Seneca Falls’ three most positive features?” Over 10% of those answering this question feel that Cayuga Lake and the State Park is one of Seneca Falls’ most positive features. Over nine percent of residents answering this question think that the towns’ historic importance, featuring the Women’s Park and Museum, is the most positive feature. Also, more than 9% of those responding to this question feel that small town atmosphere is a most positive feature of Seneca Falls. Over 8% of those answering this question noted that the canal system is a positive feature of the town.

There were a total of 926 responses to the question, “What do you think are Seneca Falls’ three most positive features?” Over 15% of those answering this question feel that the canal (& canal front), with access to waterway, is one of Seneca Falls’ most positive features. Over thirteen percent of residents answering this question think that the small town atmosphere of the village is one of the most important features. Also, more than 9% of those responding to this question feel that the historical significance of the village is a most positive feature of Seneca Falls. Over 8% of those answering this question noted specifically that the Women’s Rights National Historical Park, Hall of Fame, is a positive feature of the village.

**26. What do you think are Seneca Falls’ three most negative features?**

There were a total of 580 responses to the question, “What do you think are Seneca Falls’ three most negative features?” Over 17% of those answering this question feel that the Seneca Meadows Landfill is Seneca Falls’ most negative feature. Almost seven percent of residents answering this question think that negative features are high taxes and poor aesthetics, including vacant buildings and unkempt areas. Also, more than 6% of those responding to this question feel that a lack of good paying jobs; loss of industry; and lack of entertainment are negative features of Seneca Falls.

There were a total of 674 responses to the question, “What do you think are Seneca Falls’ three most negative features?” Nearly 11% of those answering this question feel that downtown is unattractive due to the conditions of buildings there. Almost ten percent of residents answering this question think that the high village taxes is one of the most negative features. Also, more than 9% of those responding to this question feel that the historical district is run down and is therefore a negative feature of Seneca Falls. Nearly 7% of those answering this question noted that the lack of business downtown is a negative feature of the village.

**27. What do you feel are the three greatest opportunities Seneca Falls can take advantage of in the next 5 to 10 years?**

There were a total of 557 responses to the question, “What do you feel are the three greatest opportunities Seneca Falls can take advantage of in the next 5 to 10 years?” More than 19% of those answering this question feel that the promotion of tourism is the greatest opportunity that the Town of Seneca Falls can take advantage of. Almost nine percent of residents answering this question think that improvements to the canal front and the canal system are a great opportunity. Seven percent of those responding to this question feel that attracting industry and full industrial parks are a great opportunity for the town. Also more than 5% of those answering this question noted specifically that hi-tech manufacturing plants should be attracted to the Town of Seneca Falls and that the history of Women’s Rights and the historic district are opportunities for the town.

There were a total of 678 responses to the question, “What do you feel are the three greatest opportunities Seneca Falls can take advantage of in the next 5 to 10 years?” More than 30% of those answering this question feel that industrial development is the greatest opportunity that the Village of Seneca Falls can take advantage of. More than fifteen percent of residents answering this question think that an increase in tourism is a great opportunity. More than 12 percent of those responding to this question feel that waterway development, including the canal system, is a great opportunity for the Village of Seneca Falls.

**28. What do you feel are the three greatest challenges Seneca Falls will face in the next 5 to 10 years?**

There were a total of 582 responses to the question, “What do you feel are the three greatest challenges Seneca Falls will face in the next 5 to 10?” More than 15% of those answering this question feel that job loss is the greatest challenge that the Town of Seneca Falls will face. Almost fifteen percent of residents answering this question specifically stated that keeping and attracting manufacturing industry will be the greatest challenge to be faced. More than 12 percent of those responding to this question feel that high taxes is the greatest challenge for the Town of Seneca Falls. Nearly ten percent of those answering this question feel that the situation at the Seneca Falls Landfill is the greatest challenge for the town.

There were a total of 522 responses to the question, “What do you feel are the three greatest challenges Seneca Falls will face in the next 5 to 10?” More than 17% of those answering this question feel that job and business losses are the greatest challenge that the Village of

Seneca Falls will face. More than fifteen percent of residents answering this question feel that high taxes is the greatest challenge for the Town of Seneca Falls. More than 10 percent of those responding to this question feel the Loss of Goulds ITT, specifically, is the greatest challenge for the Village of Seneca Falls. More than 7% of residents answering this question feel that the loss of young adults and families will be the greatest challenge for the village over the next 5 to 10 years.

**29. Please feel free to add additional comments, thoughts or ideas below.**

282 individual responses were given to this. A full set of these responses can be found at Town and Village Halls.