



Town of Victor Strategic Plan

Village Revitalization Task Force



**Strategic Intentions and Key Initiatives –
Final Report
September 12, 2011**

Victor Strategic Plan Village Revitalization Strategic Intents and Key Initiatives Summary

Strategic Intent # 12

By 2013, the Village will be recognized as a unique and viable economic center, continuing to provide and retain businesses that service the needs of the Victor community.

Key Initiatives

1. Utilizing the Village Revitalization Plan, create depth of commercial buildings off of Main Street Victor.

The LDC and the LDC Board have been working, in conjunction with the Ontario County Main St. Enhancement Plan, to do this. Partnerships with several organizations including the Chamber of Commerce, Friends of the Railroad, Victor Parks and Rec (trails projects), and Finger Lakes Visitor's Connection have helped to open up pedestrian traffic in both the Town and Village through programs, marketing, and special events.

-Clear, directional signage has been placed in the Village with regards to Auburn Trail signage to points of interest, courts/library/post office signs in the center of the Village .Parking signs are still needed. The Village invested in some parking signs for the public parking areas – we believe larger more clear signage is needed

-Main St. facades have been improved through the NY Main St. USA grant program funding, as well as investments by retail building owners in property beautification. The Village's façade improvement program is funded by the URL and the LDC.

-Parking and traffic still continue to be areas of opportunity in attracting more residents to shop in the Village. LDC has done an excellent job in recruiting a variety of attractive retail and service-based businesses to increase Village pedestrian traffic.

-According to the Plan, the following was to be done:

- **Shopper Goods Stores**

- *Variety and specialty merchandise, apparel, accessories, furniture, sporting goods and rental equipment, jewelry, books, cards, and gifts (Added Florist, music store, quilt shop, Gatherings, candy store, consignment stores, window fashions, and more.*

- **Convenience Goods Stores**

- *High end grocery, drug store, deli, coffee/bagel shop, specialty bread shop, butcher shop, and fish market (No food store, despite persistent efforts to recruit one, Mead Square Pharmacy, The Underground Café, Tim Horton's, Dunkin Donuts, Taste of Italy, and the Historic Dryer House/Bakery)*

- **Other Retail Stores**

- *Garden, hardware, home furnishings, quality restaurants, sweet shop, well stocked liquor and wine stores/bars (Hoffends Liquors, Grandpa Bob's Candy Shop, Top of the Lamp, Café 54, the Historic Dryer House, ,Giovanni's*

Restaurant, Mickey Finn's)

▪ **Personal Services**

– *Dry cleaner, high end salon, travel agency, services required by consumers (Cleaners, Beau Monde, Sugar Mills Hair Designers, Yoga Studio, Str3ngth)*

▪ **Other Services**

– *Financial services, real estate insurance agency, medical, dental, legal offices (Several located throughout the Village, hotels added, including Brownstone Physical Therapy and Kumon.)*

-The Fire Department Museum and LDC Office was added to Main St.

-Community Arts Center located at Historic Dryer House – We are still looking for a home for the Arts – Dryer house is now closed effective 9/1.

-Informational Signs/Kiosks at Mead Square, Mickey Finns, Adams Street, and Eastview Mall. Currently we have Ganondagon signage as well as Bristol mountain right on Main and Rt. 444. Not sure what else is needed and where it would be placed. Trail signage is clearly marked along Maple Avenue, within parks and trailheads along School Street and Rt. 251.

-Enhanced lighting in public areas – Light poles were replaced, and extra lights were added in the Town Hall/public parking lot. LED lighting was also added.

-Brick pavers installed in sidewalks to add to charm of Village area.

-Benches added in several locations, including artistic benches, along with planters and trash receptacles. Hanging baskets adorn Main St. in the Spring/Summer/Fall, and banners are hung year-round. Large Welcome to Victor brick signs were installed on either end of Main St. with event advertising capabilities.

-Mead Square Park, although small, has become a destination for events, such as Movies in the Park, the Summer Concert Series, Hang Around Victor Day and in the winter with the Christmas Tree Lighting.

2. *Develop a process to measure the return on investment in revitalization This is still a goal – items may include creation of jobs, workforce development, permit reporting for both commercial and residential items, new business tracking, occupancy rates.*

3. *In conjunction with Urban Renewal Agency, complete the Mead Square Project. The Bruckner building is coming into the Village. The project outlined in the plan will not happen, as the owners are not selling the properties. The plan needs to be altered. Parking, ingress, egress need to be evaluated. Town engineers may need to be used to re-design the plan. This plan is going forward – the site is approved for development and will be started this fall – tenants are currently being sought.*

4. *To recruit new non-chain upscale restaurant for downtown with possible outside seating.*

-Completed – there are several with outdoor seating – Lucca Pizza, Café 54, and Salvatore's Pizza. Other restaurants added include Historic Dryer House, Giovanni's Restaurant, Cole & Parks, The Underground Café, while retaining existing dining establishments such as the Victor Village Inn, Mickey Finn's, and McGhan's.

5. *To recruit one additional non-retail anchor for downtown*

-Several have been added – Kumon, Brownstone Physical Therapy, Life in Motion Chiropractic, Cleaners. Next Step Magazine, Back-to-Learn, yoga studio, State Farm Insurance.

6. To gain the Town of Victor financial support of the Local Development Corp. and URA with \$40,000 to be used specifically for obtaining grants for Village Revitalization.

-Grants have been obtained and used for Village revitalization. (NY Main St., Nozzolio grant) – LDC just finalized the \$200,000 NY Main Street grant. We will be applying for another round of funding in 2012

Victor Strategic Plan

Task Force:	Date:	Champion(s):
Village Revitalization	2011	Meg CHaides/Kathy Rayburn

Strategic Intent # 12

Key Initiative # 1

- 1.** Utilizing the Village Revitalization Plan, create depth of commercial buildings off of Main Street Victor.

Year	#	Action Plan	Status
	1.1	Identify amount of Town/Village incentives available for supporting an increase of commercial businesses off of Main Street Victor. <i>Working on this with the Ontario County Economic Development Committee.</i>	<i>LDC – on-going</i>
	1.2	Partner with Village on finding, prioritizing, and deciding which sites to develop for commercial businesses. <i>This is being done with the Village Board, the Planning Board, the ZBA, and the LDC.</i>	<i>LDC Board</i>
	1.3	Contribute Town incentives toward the commercial business project.	<i>Not viable.</i>

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Village Revitalization	2011	Meg CHaides/Kathy Rayburn

Strategic Intent # 12

Key Initiative # 2

2. Develop a process to measure the return on investment in revitalization

Year	#	Action Plan	Status
2009	2.1	Benchmark 5 Villages and try to collect their Return on Investment (ROI).	Completed in benchmarking study
	2.2	Measure and benchmark business occupancy rate, sales tax revenue, business retention percentage, and the number of jobs created.	<i>Still needed – details on previous page</i>

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Strategic Intent # 12

Key Initiative # 3

3. In conjunction with Urban Renewal Agency, complete the Mead Square Project.

Year	#	Action Plan	Status
	3.1	Initiate discussions with Library Board regarding capacity and potential need for growth.	<i>On-going expansion discussion</i>
	3.2	Initiate discussion with Urban Renewal Agency concerning other uses of Library Building (if they need to enlarge and relocate) Determine which configurations.	<i>Ongoing with Library Board</i>
	3.3	Recruit new anchors for in fills.	<i>Future Plans</i>
	3.4	Revamp access and parking.	<i>Future Plans</i>

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Strategic Intent # 12

Key Initiative # 4

To recruit new non-chain upscale restaurant for downtown with possible outside seating.

Year	#	Action Plan	Status
2010	4.1	Make priority for LDC – <i>Lucca Pizza, Café 54, Giovanni’s</i>	<i>Completed</i>
2010	4.2	Find potential sites.	<i>Completed</i>
	4.3	Develop list of potential successful restaurants who might want additional locations. <i>Lack of space in the Village, along with code restrictions for no chain restaurants. Restaurants are targeting the Eastview Mall area.</i>	

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Strategic Intent # 12

Key Initiative # 5
5. To recruit one additional non-retail anchor for down town.

Year	#	Action Plan	Status
	5.1	Determine list of potential anchors including FF Thompson, FFLC, or MCC, Native American Art Gallery, History and Cultural Center. <i>FLCC and Ganondagan's upcoming Art and Cultural Center</i>	<i>Completed and on-going</i>
	5.2	List of potential sites.	<i>Completed and on-going</i>
	5.3	Look for financial support including grants, member items, and endowments.	<i>Continuing</i>

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Strategic Intent # 12

Key Initiative # 6
 To gain the Town of Victor financial support of the Local Development Corp. and URA with \$40,000 to be used specifically for obtaining grants for Village Revitalization.

Year	#	Action Plan	Status
	6.1	Through the Laura Bush Library Foundation Grant Program, work with the Victor Library to identify grants for public educational programs relating to the local history of the Native American Indians.	<i>Not applicable - grant is only for schools</i>
9	6.2	Through the Genesee Regional Transportation Authority and the Federal Small Cities Grant Program identify grants that will improve Village streetscapes: i.e. Sidewalks, street lighting, park benches, trees, etc.	<i>On-going</i>

Victor Strategic Plan Village Revitalization Strategic Intent and Key Initiatives Summary

Strategic Intent # 13

By 2012, 90% of community respondents will recognize the Village of Victor as the heart of the Town with a true “sense of place” characterized by a clear brand, inviting areas of shops, restaurants and cafes, preservation of history and historic buildings, a strong library center, places to recreate and gather for events enticing to residents and visitors. Further, the Town and Village will form a solid partnership and collaborate for success. *Continuing process...*

Key Initiatives

1. To create a detailed plan to develop three areas for ‘street of shops’.
*1) Trolley Building Adams Street 2) Mead Square Park 3) Central Business District
The railroad and Ontario County need to resolve the land issues. The goal is to focus on the central business district. Mead Square Park and Main Street are the central business districts for the Village.*
2. To create a plan that makes our Library into a multifaceted lifelong learning center. *FLCC Victor Campus is now the focus for life-long learning,*
3. To create a detailed plan to help preserve the identified historical buildings in Victor. (i.e. Moore Building, Dryer House, Masonic Lodge, Black Diamond, all churches, those still to be determined). *The LDC and the Town Historian are working with the NY Main Street grant and with independent business/building owners on preservation opportunities. Owner participation is still needed.*
4. To present a detailed plan to create places to recreate and gather for events enticing to residents and tourists.
Parks and Recreation is utilizing the Village for several programs. Finger Lakes Visitors Connection is promoting Village events and businesses. Marketing for our events are always an issue and can be costly. Right now we accomplish this task through the following: Town/Village newsletter and events calendar; Facebook; Town website; posters, flyers, email blasts to past participants and some paid advertising. The struggle with any event is to reach not only residents, but people in the outlying areas. I believe a plan should exist for marketing events – to include: updated media contacts and deadlines, reminder of who should get the announcements at the town to post; contacts for advertising (messenger, D&C etc.)

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Strategic Intent # 13

Key Initiative # 1
<p>1. To create a detailed plan to develop three areas for ‘street of shops’. <i>1) Trolley Building Adams Street 2) Mead Square Park 3) Central Business District</i></p>

Year	#	Action Plan	Status
	1.1	Evaluate present condition of proposed areas.	
		<p><i>The goal for the Trolley building was for placement in the Village by the Village Hall. Land issues exist between Ontario county and Village – this looks like it is very close to being resolved. Once confirmed that the Village does indeed own that property along the tracks, communication should start about moving the building.</i></p> <p><i>Mead Square Park is staying the way it is. Bruckners have purchased the property on one side and the owners on the other side just invested a significant amount of money to completely renovate the structure through the NY Main street Grant.</i></p> <p><i>Central Business District – this is where the shops are – and we only have a few vacancies.</i></p>	

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Strategic Intent # 13

Key Initiative # 2

2. To create a plan that makes our Library into a multifaceted lifelong learning center.

Year	#	Action Plan	Status
	2.1	Benchmark innovative Library systems of 3 communities.	<i>Library Board</i>
	2.2	Evaluate participation of Town, Village and Community in supporting our Library System. <i>The Library generates usage reports and has consistently shown increases in program participation and materials usage Library fund raisers are in place and have shown consistent increases in financial support.</i>	<i>On-going</i>
	2.3	Create plan to rectify deficiencies and move us to a multifaceted lifelong learning center. <i>FLCC has taken over as a lifelong learning center.</i>	<i>Completed</i>

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Task Force:	Date:	Champion(s):
Village Revitalization	2011	Meg CHaides/Tina Kolaczyk

Strategic Intent # 13

Key Initiative # 3
 To create a detailed plan to help preserve the identified historical buildings in Victor. (i.e. Moore Building, Dryer House, Masonic Lodge, Black Diamond, all churches, those still to be determined).

Year	#	Action Plan	Status
	3.1	Identify with Town Historian and Urban Renewal Agency buildings of historical significance.	<i>On-going with LDC and HAC</i>
	3.2	Document with photo and verbiage and put on a Village Registry.	<i>On-going with Town Historian</i>
	3.3	Identify and pursue funding resources to help with preservation. <i>NY Main Street grants received. Problem is that Victor is perceived as a wealthy community, and therefore there is limited access to grants.</i>	<i>On-going</i>
	3.4	Document on Village Registry for preservation of historical people. <i>The list is in process, and is updated as new information becomes available. We have the Genealogical Society, the Cemetery Committee, and the Historic Advisory Committee to aid in historic preservation activities.</i>	<i>On-going with Town Historian</i>

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Strategic Intent # 13

Key Initiative # 4

To present a detailed plan to create places to recreate and gather for events enticing to residents and tourists.

Year	#	Action Plan	Status
	4.1	Determine ways that Fireman’s Field can be utilized for places to recreate and gather for events.	<i>Plans underway with VFD</i>
	4.2	Re-evaluate Mead Square Park, its purpose and be proactive to get what we want. <i>Original plan needs to be re-evaluated. Art & Wine Walks have been implemented, and have been successful in bringing people into the Village.</i>	<i>Needs work</i>
	4.3	Put out Request for Proposal to developers.	<i>Not needed</i>