
Land Use Committee Survey

Prepared for:
The Town of Victor
June 2005

Presented by:
Regina Corso, Research Director





Table of Contents

Methodology.....	3
Executive Summary.....	4
Detailed Findings: Residents.....	14
Detailed Findings: Business.....	98
Demographics	126
Detailed Methodology.....	136
Appendix A – Regional Analysis	143





Methodology

- This study was conducted by telephone from May 3 through May 9, 2005.
- Random digit dialing (by zip code) was used to locate residents and Dun and Bradstreet business directories were used to locate businesses.
- Residents of the town of Victor, New York and businesses in both the village and town of Victor, New York were surveyed.
- A total of 540 residents and 60 businesses completed the questionnaire.
 - Please note that the small sample size of businesses means that certain responses have very small response sizes.
- Individual interviews averaged 24 minutes in length.
- Data were weighted to represent the town of Victor, New York.
- Please note – in reading tables with regard to sub-group analysis of residents, many of these subgroups do not add up to 540. This is due to non-response with regard to those sub-group questions. For example, in village/non-village analysis, the total is 523, meaning 17 people did not provide their geographic region.



Executive Summary – Residents

- ***Overall, residents are generally content with their lives in the town of Victor.***
 - *Almost all of them believe things have gotten better or stayed the same in the past two years and will continue to stay the same or get better in the next two.*
 - *This contentment is even stronger closer to home as 9 out of 10 believe things are going well in their neighborhoods.*
 - *Also, people think, when compared to neighboring towns, Victor is a good place to live.*



Executive Summary – Residents

- ***When asked to discuss the top of mind issue that should be changed to improve the quality of life, controlling or limiting development tops the list.***
 - *One-third of residents (34%) provided responses indicating they wanted to see development either limited or curtailed.*
 - *There is a pretty large jump to the next topic – traffic. Less than one in five (17%) provided a response indicating a traffic issue needed to be changed to improve the quality of life in Victor.*

- ***Satisfaction on key issues is high among residents of Victor.***
 - *Over half of residents also feel these issues are moving in the right direction.*
 - *But it is interesting to note that these directional numbers are slightly less than the satisfaction ones.*
 - *Residents feel that protecting environmental resources, maintaining tax revenue/low taxes, and protecting landowner rights are most important to the future of Victor.*
 - *The two things that residents cite as moving in the wrong direction are the look of Main Street and the amount of residential development.*



Executive Summary – Residents (cont.)

- ***Preservation of Open Space is very important to Victor residents.***
 - *96% of residents say preserving open space is important in making Victor a more desirable place to live.*
 - *When it comes to over-development solutions, protecting the environment is the number one solution closely followed by preserving open spaces.*
 - *This open space preservation is a theme, and when asked directly about paying for it more than half said the town should pay for preserving open space.*
 - *Almost two-thirds of residents would like the town to pay for preserving open space: two out of five want funds to come out of the existing budget while one in five would increase taxes to pay for open space preservation.*
 - *Over one-third believe the town should not be using public funds to preserve open space.*
 - *This is something that is consistent with other areas nationwide.*

- ***In comparing commercial and residential development, two-thirds of residents believe that continued commercial development will harm the quality of life in Victor while slightly more than half believe continued residential development will be harmful.***
 - *Younger adults are the ones most strongly against any type of development.*



Executive Summary – Residents (cont.)

- ***Two-thirds of residents consider traffic a major problem in Victor with growth in the town being a main reason.***
 - *Growth in population is considered a major contributor by 64%.*
 - *Over half (57%) of residents cite both growth in commercial development and growth in residential development as a major contributor.*
 - *Less than half of residents believe poor planning (48%) and inadequate roads (47%) are major contributors to traffic problems.*
 - *Residents are split on which of three potential solutions for traffic problems is best.*
 - *Almost half (47%) want to eliminate the Thruway toll and the same number feel the solution would be to re-route traffic around Route 96.*



Executive Summary – Residents (cont.)

- ***In looking at recreation and entertainment issues, enhancing cultural and historical spaces, such as Ganondagan and Valentown Hall seem to be most important.***
 - *Three-quarters want to enhance the existing spaces and just slightly less feel there should be more events to improve the quality of life.*
 - *Only one-third believe that a new town hall should be constructed and the town hall and library should be combined.*
 - *Young adults are much more likely to believe the current spaces need to be enhanced and that there needs to be more public recreational space in town.*

- ***Residents are slightly conflicted over the retail options in Victor.***
 - *While 8 in 10 of residents believe small stores should be encouraged to open in the Village, the same number say if there were these small stores, people would still go to the large chains.*
 - *But only half of residents say they prefer to shop at the large chain stores.*



Executive Summary – Residents (cont.)

- ***Residents overwhelmingly believe zoning should take care of quality of life issues such as noise and lighting, but are slightly more mixed when it comes to residential development.***
 - *Eight in ten believe zoning should regulate noise and slightly higher numbers believe it should regulate lighting.*
 - *When it comes to what zoning has done, seven in ten believe it has encouraged appropriate residential development and six in ten say it has encouraged appropriate commercial development.*
 - *These numbers are, however, soft as half of residents only somewhat agree with the statements as opposed to strongly agree.*
 - *Only four in ten believe zoning should encourage higher density residential development in the Village.*

- ***Seven in ten follow issues facing the town somewhat closely and one-third of residents turn to the Daily Messenger for this news.***
 - *Women are more likely to learn about issues facing the town from the newsletter and men from friends and neighbors.*



Executive Summary – Residents (cont.)

- ***When it comes to spending five million dollars, almost half of the residents (46%) want to build a new community center on the school grounds while one-third want reduced taxes.***
 - *Of the choices provided, three out of ten would want the town to purchase 1,000 acres of permanent open space while one-quarter would build ten miles of sidewalks and trails.*
 - *Younger residents are much more likely to want to see a new community center built (59%) while four in ten baby boomers (40- 59) want to see a reduction in taxes.*
 - *Interestingly, one in five of older adults would want a new town hall built as compared to only 11% of the total population.*



Executive Summary – Businesses

- ***Like residents, business owners are very content with the town of Victor.***
 - *Three out of five believe it is a great place to live.*
 - *Two out of five think the quality of life has gotten better and half believe it has stayed the same.*
 - *In two years hence, things should be even better – half of business owners think the quality of life will be even better in two years and one-third say it will stay the same.*
 - *98% think things are going well in the neighborhood where they work.*
 - *40% think it is going very well.*

- ***When asked to provide top of mind responses to what actions could improve the quality of life in Victor, almost half (45%) say control or limit development.***
 - *The second top of mind response is traffic and only 14% provided that as an action the town could take.*
 - *Interestingly, the third response, at 11%, was satisfied which further reinforces the fact that business owners are content with the town.*

- ***When it comes to various issues impacting the town, business owners are mostly satisfied and think things are moving in the right direction.***
 - *Owners are most satisfied with the look and character of Main Street and least satisfied with traffic and the rural character of Victor.*
 - *But one-third of owners believe the look and character of Main Street is moving in the wrong direction.*



Executive Summary – Businesses (cont.)

- ***Not surprisingly, business owners think promoting economic development is important in making Victor a desirable place to live.***
 - *Less than half (47%) think curtailing economic development would make Victor a desirable place to live.*
 - *More than half (55%) oppose the idea of limiting business development as a way to curb over-development.*

- ***Half of business owners feel that traffic is a major problem in Victor and one-third believe it is a minor problem.***
 - *Half of owners believe growth in residential development is a major contributor to this problem and slightly less believe growth in population of both Victor and neighboring towns are major contributors to this problem.*
 - *Over one-quarter do not believe poor planning is a contributor.*
 - *In reviewing three options for addressing traffic problems, over half would like to see the Thruway toll eliminated while two out of five would like to see the Rt. 96 traffic re-routed.*



Executive Summary – Businesses (cont.)

- ***There is almost universal agreement among business owners that small stores should be encouraged to open in the village and that consumer demand should determine the types of stores.***
 - *Only half of owners believe large chain stores should be discouraged from opening.*
- ***Two-thirds of business owners follow the issues facing Victor somewhat closely.***
 - *Over one-third (38%) learn about issues from the Daily Messenger while one in five business owners learn about them from friends and neighbors.*
- ***When reviewing options to help the town spend \$5 million, almost half of owners (45%) would want it spent on loans and grants to attract and retain Village businesses.***
 - *Slightly over one-third of business owners (37%) would want to see this money spent on reducing taxes and 35% would want a new community center built.*