



Scottsville Main Street Improvement Study

Findings and
Recommendations

Village of Scottsville Main Street Improvement Study

Agenda

- ❖ Existing Conditions
- ❖ Analysis of Opportunities, Constraints
- ❖ Recommendations
- ❖ Implementation & Grants



Village of Scottsville Main Street Improvement Study

Study Approach



Village of Scottsville Main Street Improvement Study

Four Point Approach



- ❖ Four Point Approach
 - ❖ Design / Historic Preservation
 - ❖ Economic Development
 - ❖ Organization
 - ❖ Promotion



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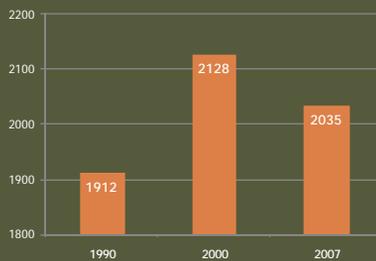
Scottsville Location



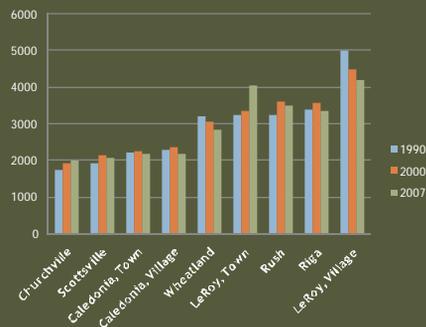
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Scottsville Demographics

Scottsville's Population



Scottsville Area Populations



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Scottsville Demographics

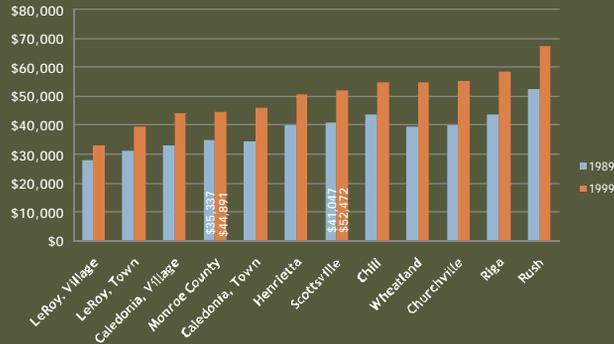
Median Age



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Scottsville Demographics

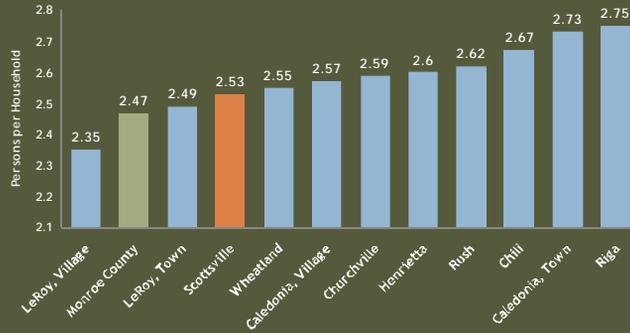
Median Household Income



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Scottsville Demographics

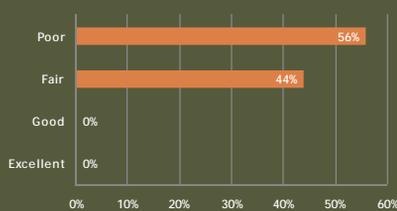
Average Household Size



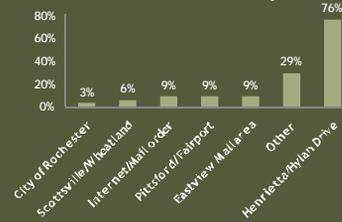
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Community Survey Findings

Rating of Supply of Retail/Service Businesses



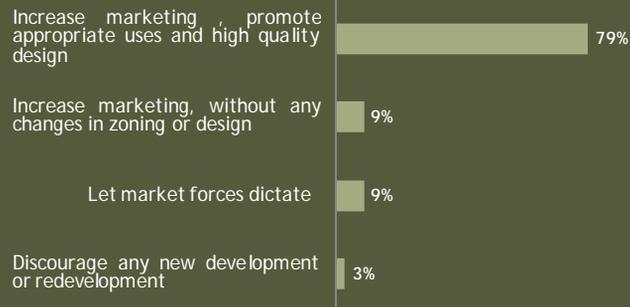
Where Do You Shop?



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Community Survey Findings

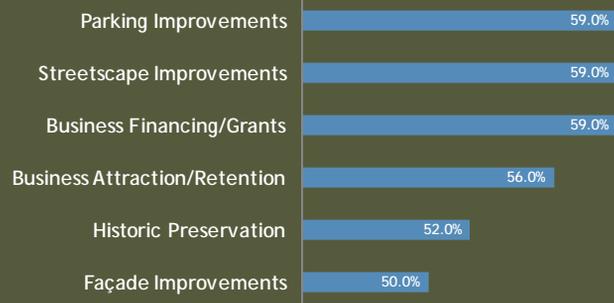
Redevelopment Preferences



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Community Survey Findings

Community Priorities



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Existing Regulations & Plans

Consolidated Plan Recommendations – Main Street

- ❖ Streetscape Plan/Traffic Calming (CP, MS, ED)
- ❖ Business Assistance Programs (CP, ED)
- ❖ Design Guidelines/Local HP Code (CP, MS, ED)
- ❖ Oatka Trail Development/Access (PK, OC)
- ❖ New Development – West (ED)

CP – Comp. Plan
PK – Park's Master Plan
ED – Wheatland Eco. Dev.

MS – Prep. Village Main Streets
OC – Oatka Creek Trail Plan

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Existing Regulations & Plans

Zoning Issues

- ❖ Incompatible Uses – GB District
 - ❖ Filling Station, Motor Vehicle Sales, Parking/Storage garage, Industrial Uses, Car Wash
- ❖ Omitted Uses (Art Studios, Bed & Breakfast)
- ❖ Site Plan Review – no criteria
- ❖ Setbacks Required
- ❖ Parking Requirements – GB District

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Existing Regulations & Plans

No Protection For Main Street District

- ❖ National Historic District, Local Historic Preservation Legislation
 - ❖ Geneseo, Saratoga, Skaneateles, Pittsford
- ❖ Design Review
 - ❖ Fairport, Victor



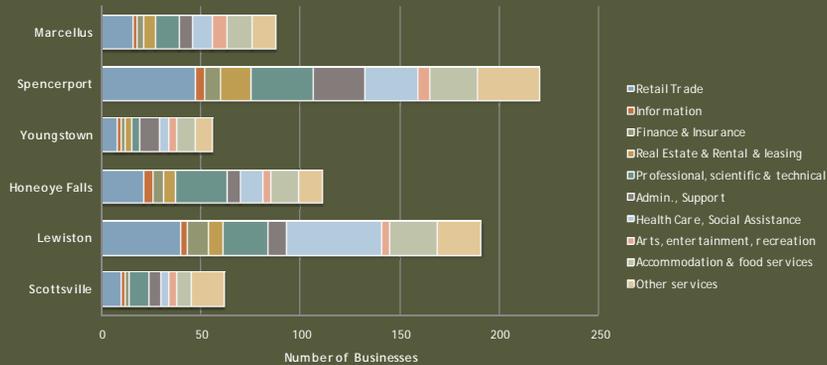
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Market Characteristics

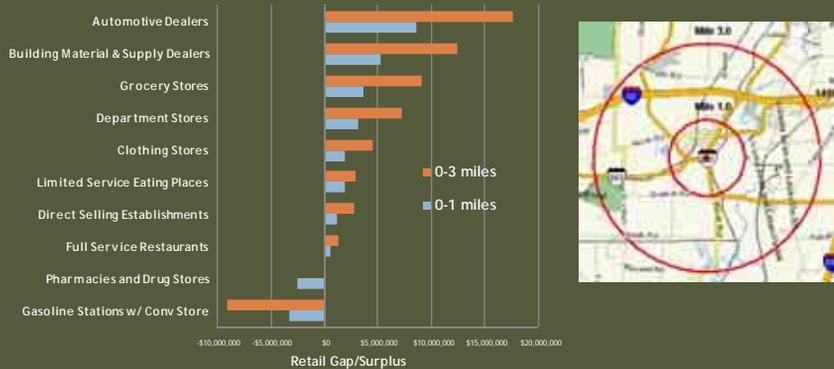
Business Mix Comparison - Number of Businesses



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Market Characteristics

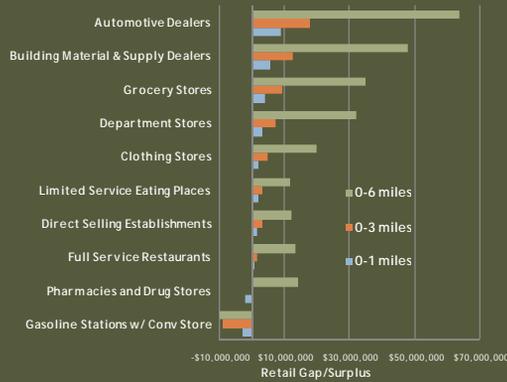
Scottsville Retail Opportunity Gaps



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Market Characteristics

Scottsville Retail Opportunity Gaps

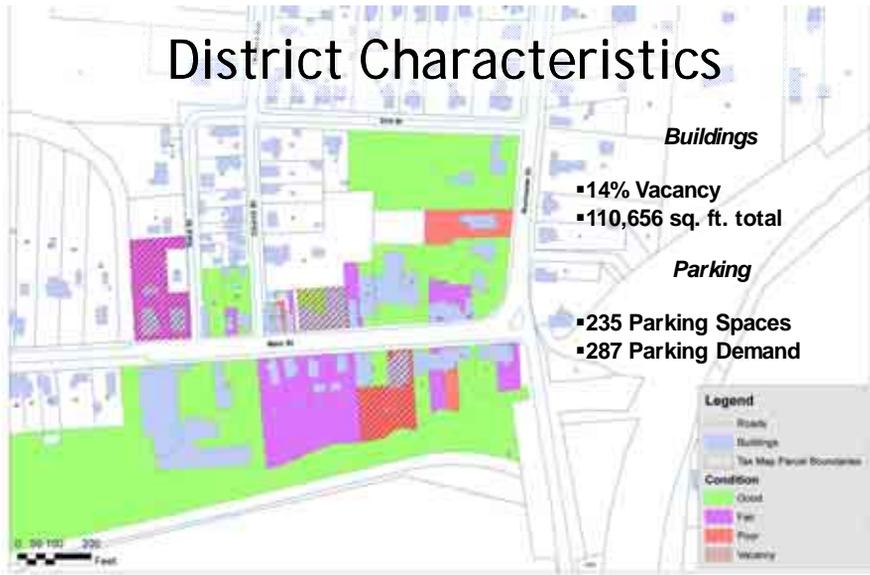


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Market Characteristics



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Image Preference Surveys

Highest Scoring Images

Workshop Image Preference Survey



Online Image Preference Survey



Image Preference Surveys

Lowest Scoring Images

Workshop Image Preference Survey



Online Image Preference Survey



Streetscape & Pedestrian Realm



Mixed-use Buildings



Image Preference Surveys Streetscape Components



It also has good enclosure.

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Image Preference Surveys Building Components



It also appears to be well maintained.

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Image Preference Surveys

Other Relevant Images



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Visioning / Discovery Session

Priority Responses

Question 1	Question 2	Question 3	Question 4
If you had to pick one thing you would like Main Street to become well known for what would it be?	What are one or two opportunities you think the Village must capitalize on to make Main Street a unique place to live, work, and visit?	What are the two most significant issues you feel must be addressed for Main Street to move forward?	What are the specific assets that should be preserved and strengthened to help achieve your vision for the Main Street area?
Pedestrian friendly / slow traffic / traffic calming tools	Natural resources - Greenway, Race, Creek	Parking	Maintain village & historic character (historic buildings)
Small business/unique shops / family oriented	Streetscape with wider sidewalks, furnishings, etc.	Aesthetics - short and long term (need design standards)	Maintain the tree canopies over sidewalks
Great architecture / well kept surroundings	Sign for public parking	Property maintenance	Public buildings - Village Hall, museum, post office, and library
Rotary (see Caledonia example)	Street trees are asset. Create tree program	No services: dentist or doctor, dry cleaners, hardware, coffee shops, library, historic bldgs, etc.	Greenway
Restaurant: steak, bakery/café at "raceway area"	Facade improvement program	Triangle (ugly dangerous, poor gateway)	Dam across Oatka Creek / More water in creek for fishing & canoeing
Community focus on art	5' sidewalk plow limits / tree treatment options	Traffic and pedestrian conflicts	Connect to Genesee River via Greenway
Mill race: keep water in it	Business needs: Hardware (table?) niche/specialty shops, coffee shops, restaurant, alternative health care/oga	B&B is an asset	Street lights
Parking lot at greenway - expand?	Need sense of "gathering" in front of municipal building	Design standards needed / see 1983 plan	Keep the "keys" block in tact (where Cobble Bldg is)
Avoid bricks (e.g. sidewalks) weeds	Quality restaurants, coffee shops/bakery	Tree committee needed / planting & maintenance	Vacant bldgs.
Directional signs - "way finding"	Outdoor sports bar	Signage	Parks/creek
Bike path/walking path along race - Main Street to School	Fishing, biking	Add curbs & bump-outs along Rochester Street	Signage/facades
Community gathering center	Specialty shops/gifts	Undesirable businesses: pizza shops, gift shops	Pedestrians
Service convenience	Pedestrian access to creek directly from Main Street	Rear parking: access from Church Street (see Honeoye Falls example)	Underground utilities
Do not want traffic lights	Nursery/plants	Rochester/Main intersection (traffic safety concerns)	Natural resources (maintain race)

Design Characteristics

Existing Streetscape Conditions



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Design Characteristics

Existing Streetscape Conditions



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Design Characteristics

Existing Parking

- ❖ Approximately 235 parking spaces
 - ❖ 63 on Main Street
- ❖ Deficit - must find opportunities for more parking
 - ❖ Shared parking
- ❖ No public parking signs

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Design Characteristics

Existing Traffic - Circulation



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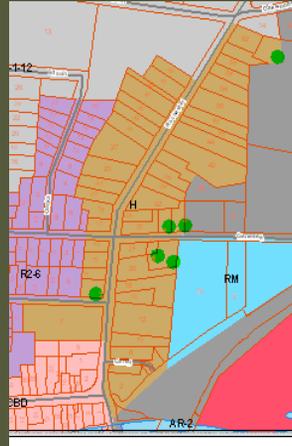
Design Characteristics

Existing Historic Resources

Rochester Street Historic District
 (added 1973 - Monroe County)
 Both sides of Rochester St., Scottsville
 (200 acres, 41 buildings)

Architecture Period of
 Significance: 1800-1824,
 1825-1849, 1850-1874,
 1875-1899, 1900-1924

Expand or create new district?



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Design Characteristics

Recreational

- ❖ Weak connection to Creek from Main Street area
- ❖ No outdoor public gathering space on Main Street
- ❖ No recognition of Mill Race

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Issues, Opportunities, Constraints

Strengths, Opportunities

- ❖ Office, Accommodation, Niche Retail
- ❖ Historic scale
- ❖ Redevelopment desired
- ❖ Genesee Country Village
- ❖ Rural Character
- ❖ Creek/Greenway
- ❖ Artists
- ❖ Development is approaching!



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Issues, Opportunities, Constraints

Weaknesses, Threats



- ❖ Demographics
- ❖ Zoning
- ❖ 390 Access
- ❖ Streetscape
- ❖ Facades
- ❖ Parking
- ❖ Development is approaching!

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Recommendations

Economic Development, Promotions

- ❖ Small Scale Accommodations, Medical/Professional Office
- ❖ Cooperative Artist Studio/Gallery/Incubator
- ❖ Agri-tourism (Farm Markets, Specialty foods)
- ❖ Promote the Creek (Oatka Creek Festival, etc.)
- ❖ Events with Genesee Country Village (120K annually)
- ❖ Business Assistance/Façade Program
- ❖ Scottsville on Exit 12A sign I-390
- ❖ Parking

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Strategic Concepts



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Recommendations

Design

❖ Streetscape Design - Place Making

- ❖ Enhance the "triangle"
- ❖ Maintain tree canopy and add landscaping
- ❖ Quality materials
- ❖ Consistency in public signs, furnishings, etc.

❖ TEP Application & Plan

- ❖ Traffic Calming (narrower street, bump-outs, etc.)
- ❖ Pedestrian friendly (wider sidewalks, furnishings, signs, etc.)

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Recommendations

Design

❖ Design Controls (district or overlay)

- ❖ Building placement, height, fenestration, etc.
- ❖ Signage
- ❖ Historic context
- ❖ Parking requirements & placement

❖ Recreation

- ❖ Extend Creek trail
- ❖ New connection to Creek and trail
- ❖ Interpretive signage for Mill Race

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Recommendations

Design



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Recommendations

Regulatory & Organizational

- ❖ Update zoning, prohibit incompatible uses
- ❖ Design Guidelines and/or Local Historic Code
- ❖ Formalize Main Street Committee, Add Owners
 - ❖ Main Street Association
 - ❖ Special Assessment/Improvement District w/ Board*
 - ❖ Business Improvement District

Village of Scottsville Main Street Improvement Study

Implementation

Prepare

- Update Zoning
- Formalize Main Street
- Grants
- Niche Development

Implement

- Business Assistance
- Façade Program
- Streetscape/Parking
- Market/Events

Next Steps

- Guide Development
- Expand commercial district
- Creek Development

Village of Scottsville Main Street Improvement Study

Grants/Funding

Streetscape

NYSTEP

SID/SAD

Bonding

NYSDOT

Facade

NY Main Street

Member Items

Economic Development

USDA

Infrastructure,
Facilities, Loan
Funds

Empire State
Development

- RESTORE NY
- BLUEPRINT

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Thank you/Questions



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