



Advance Seneca Falls 2040:

A Framework for Realizing Your Unified Vision

Presentation to Town Board

September 5, 2023

OVERVIEW

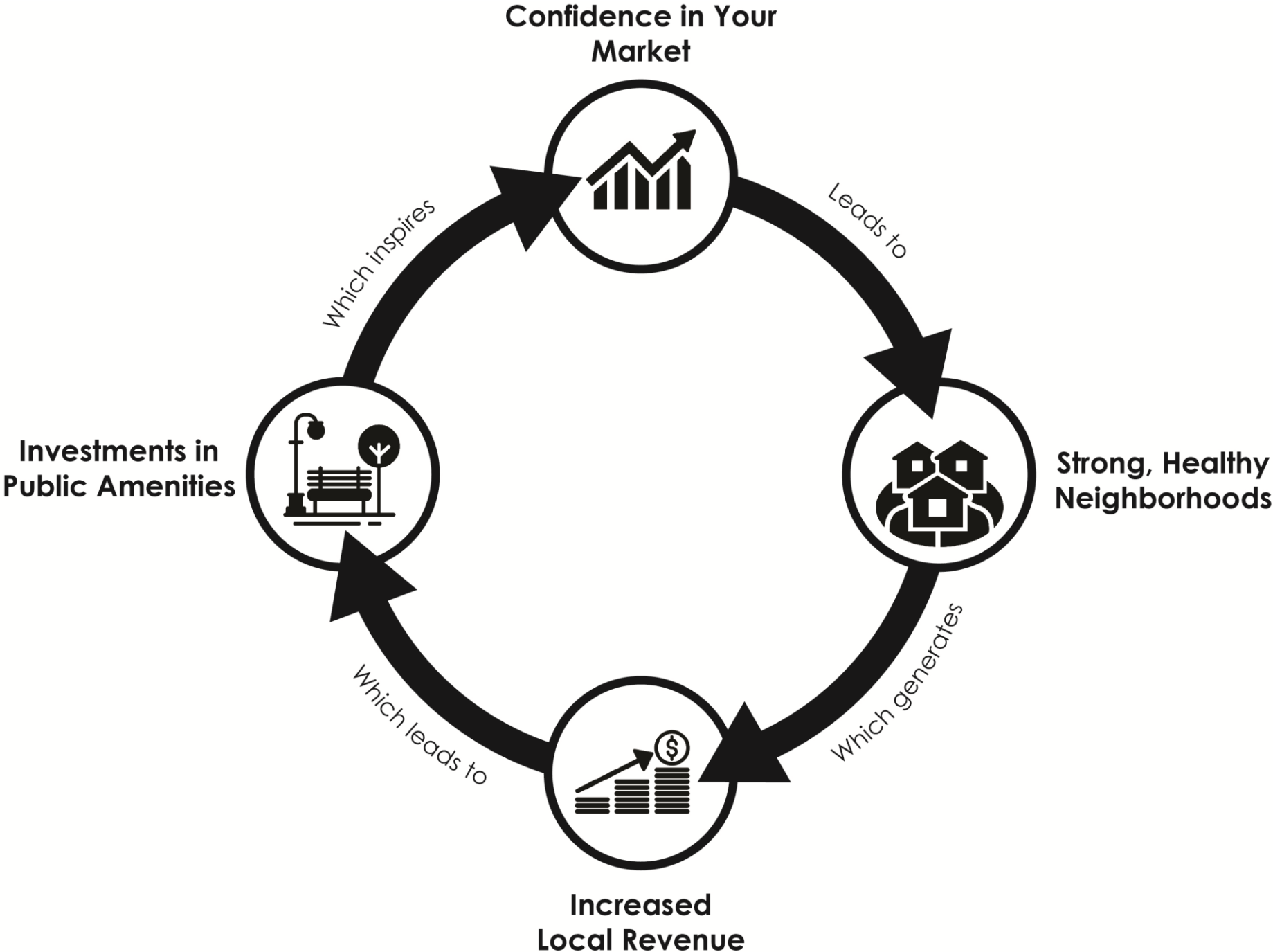
- Advance Seneca Falls 2040 is intended to serve as a **decision-making framework** for policymakers and decision-makers in all areas of Town operations
- It was developed by the community, for the community – with **over 1,000 individual community contributions** toward plan elements
- It is grounded in **sound, actionable data**
- It is built upon key foundational elements; the most critical being **a unified community vision** for the Town of Seneca Falls



Why Plan?

Plan or Be Planned Over

- Many of the issues facing your community are driven by market economics
- Communities that fail to clearly communicate your vision, and legislate / invest toward its realization are subject to the vision of others
- Attracting / retaining residents, placemaking, business attraction...all of these are affected by your ability to discipline yourself to a unified vision
- Simple interventions can go a long way toward realizing your vision





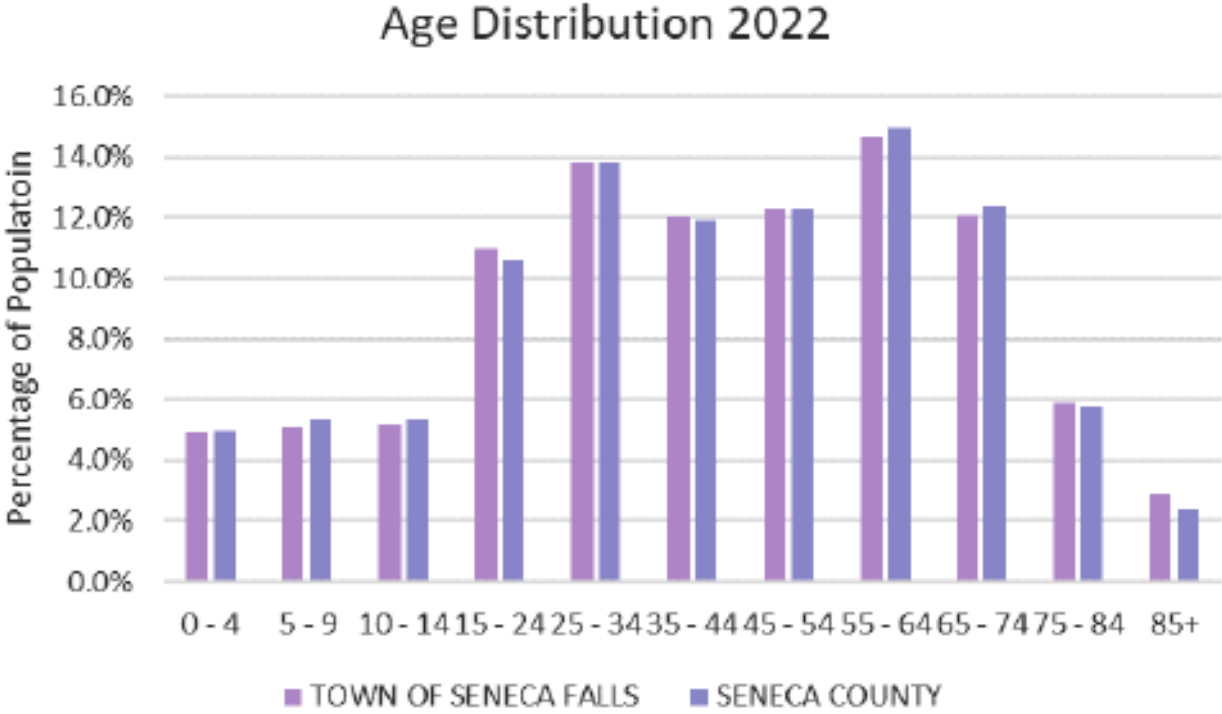
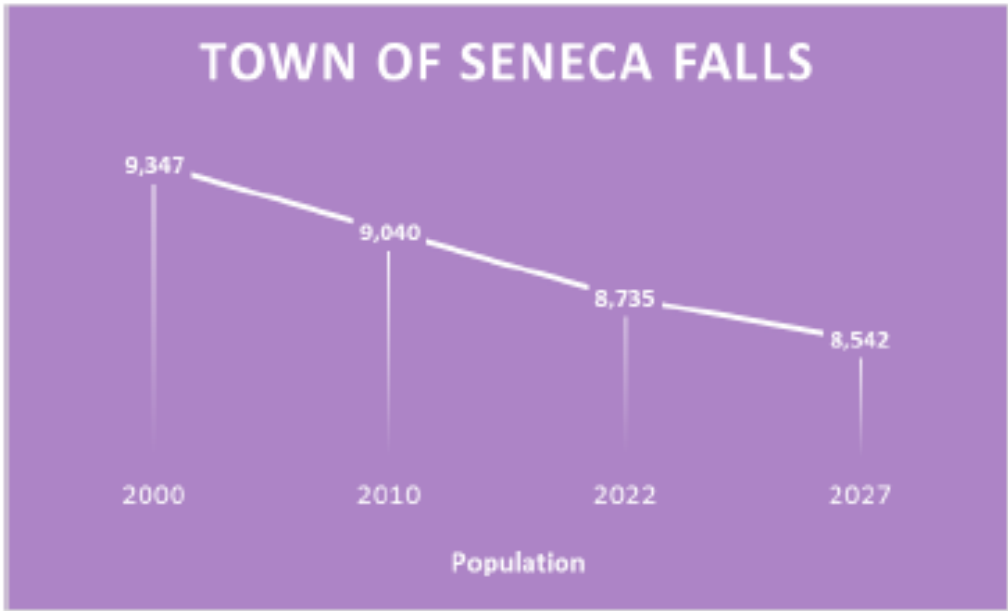
Grounded in Data

YOU ARE HERE

- We begin with a strong, reliable set of data measures, which are intended to paint a picture of current conditions
- As part of our inventory and analysis, we explored a series of demographic and economic measures, that showcase recent growth and potential trends
- The plan also includes qualitative information about the history and current attributes that attract and retain your residential and economic base

Critical Points

- Seneca Falls is **trending down** in population
- Seneca Falls is **not retaining or attracting** younger adults
- **Poverty is growing** in Seneca Falls
- The Town has an **aging housing stock**
- More people in Seneca Falls have obtained post-secondary education than in other Seneca County communities
- The Town retains a strong (but declining) manufacturing base
- A significant number of people commute to Seneca Falls for work



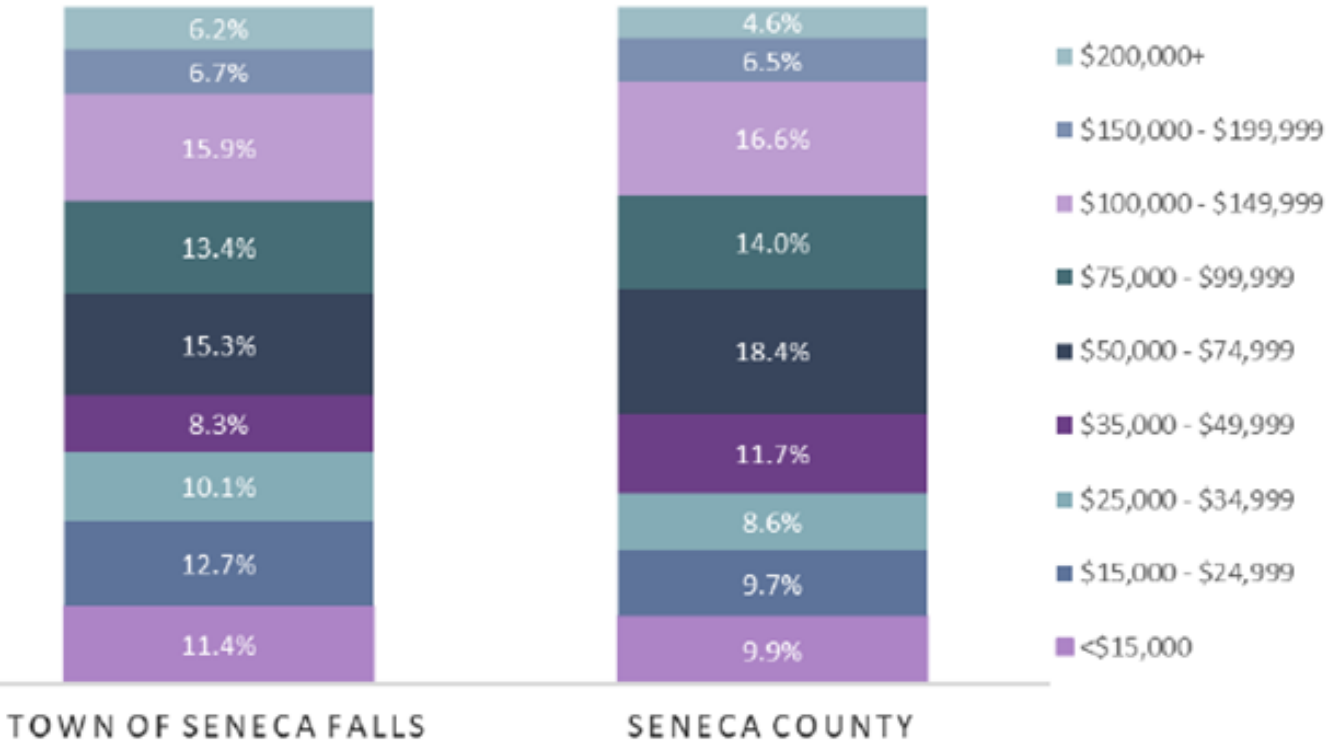
Households

	2010	2022	2027
Seneca Falls	3,874	3,909	3,848
Seneca County	13,393	13,246	13,149

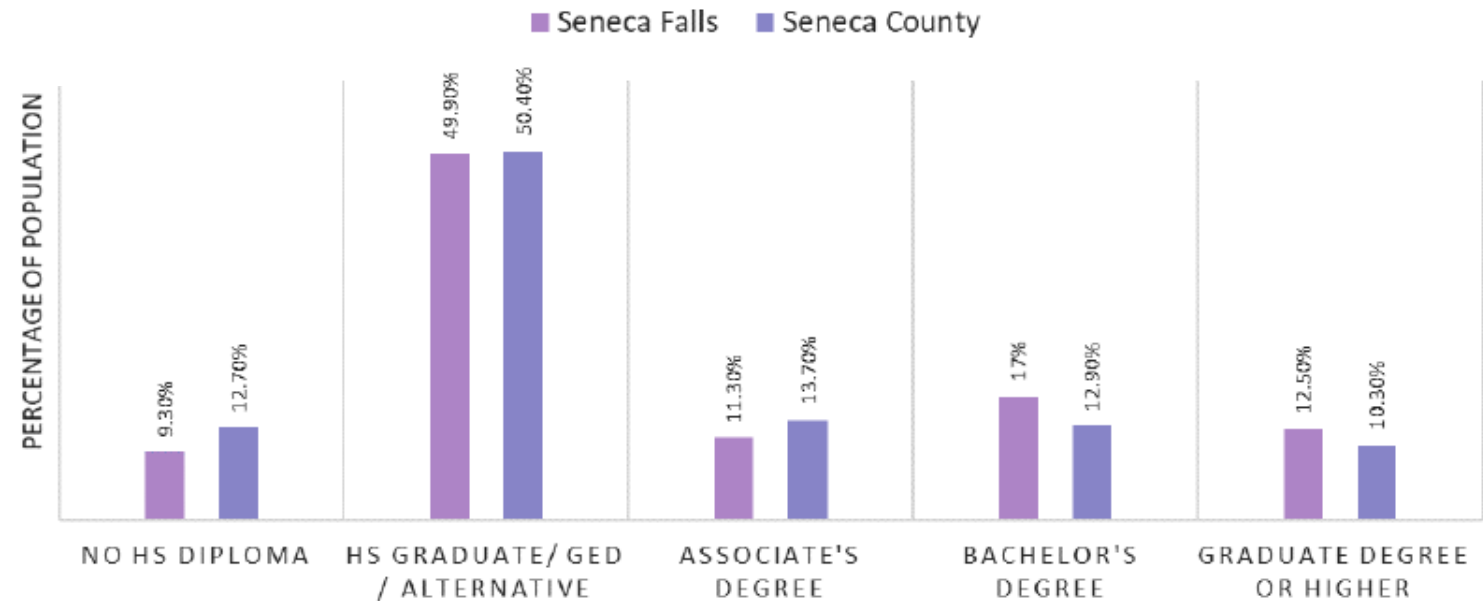
Median Age

	2010	2022	2027
Seneca Falls	41.5	43.2	43.8
Seneca County	41	43.1	43.7

INCOME DISTRIBUTION 2022



EDUCATIONAL ATTAINMENT 2022

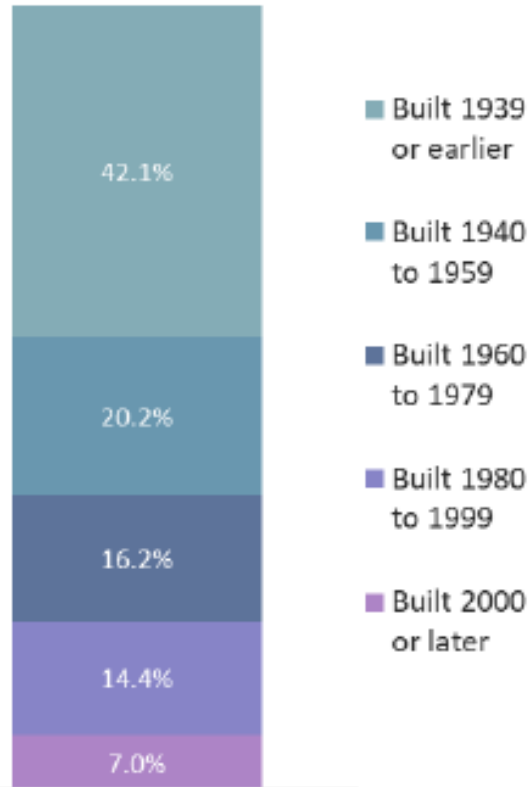




Top Employment Sectors (Employees)

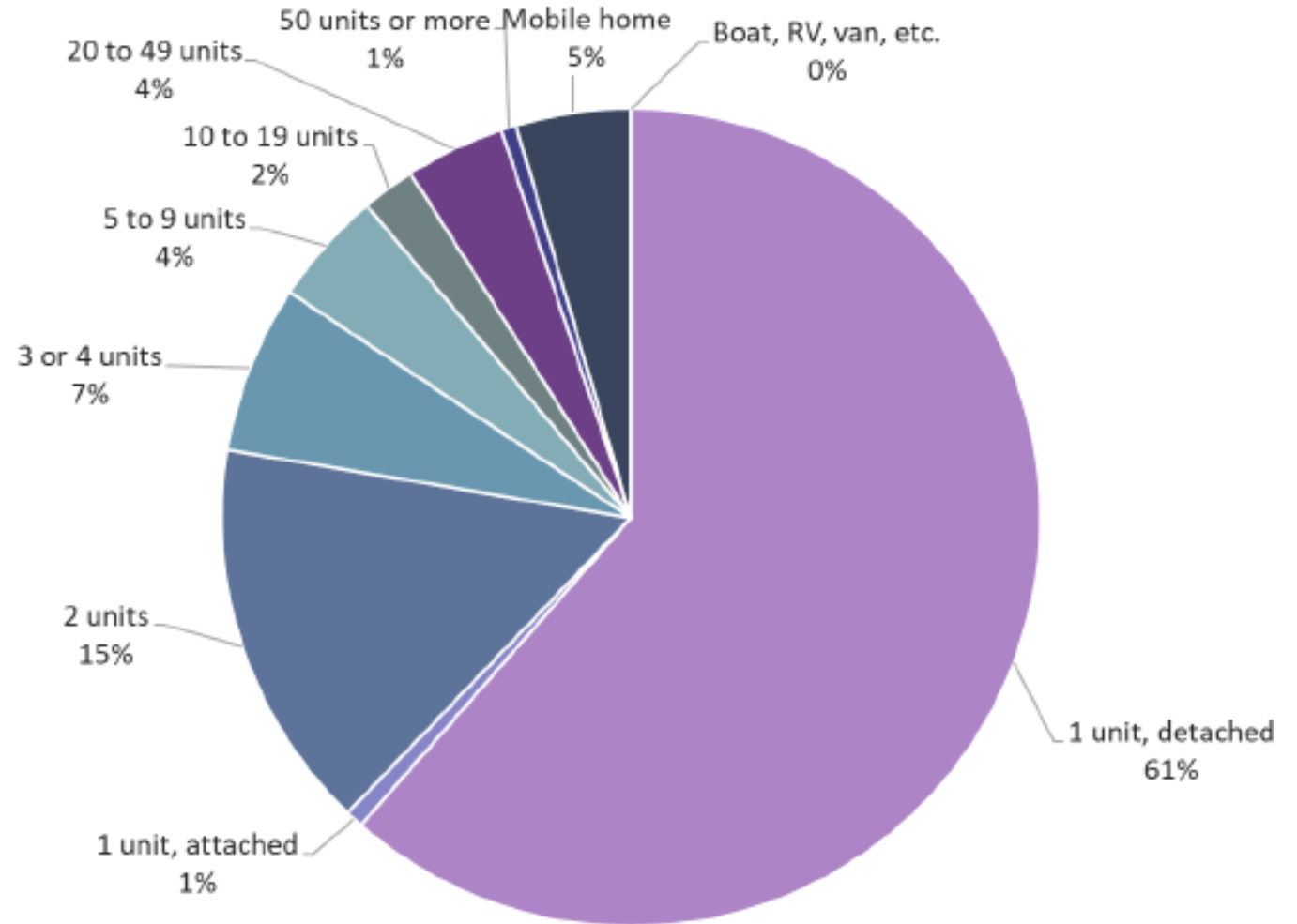
- Manufacturing (1,045)
- Accommodation & Food Services (1,036)
- Government (327)
- Retail (315)
- Education (278)

HOUSING UNITS BY YEAR STRUCTURE BUILT 2022



TOWN OF SENECA FALLS

HOUSING UNITS BY UNITS IN STRUCTURE 2022



Housing Affordability - Owner-Occupied Housing, 2022

	Town of Seneca Falls	Seneca County	G / FL Region
Median Home Value - 2022	\$131,317	\$138,316	\$181,378
10% Down Payment	\$13,132	\$13,832	\$18,138
Remaining Balance	\$118,185	\$124,484	\$163,240
Average Mortgage @7% for 30 Years	\$786	\$828	\$1,086
Estimated Additional Costs*	\$280	\$289	\$347
Estimated Monthly Mortgage Costs	\$1,066	\$1,118	\$1,433
Household Income Threshold	\$42,640	\$44,720	\$57,320

*Include zillow estimated insurance, PMI, and taxes

Source: Esri; Zillow Mortgage Calculator; MRB Group

Housing Affordability - Renter-Occupied Housing 2022

	Town of Seneca Falls	Seneca County	G / FL Region
Median Contract Rent	\$663	\$662	\$785
Household Income Threshold	\$26,520	\$26,480	\$31,400

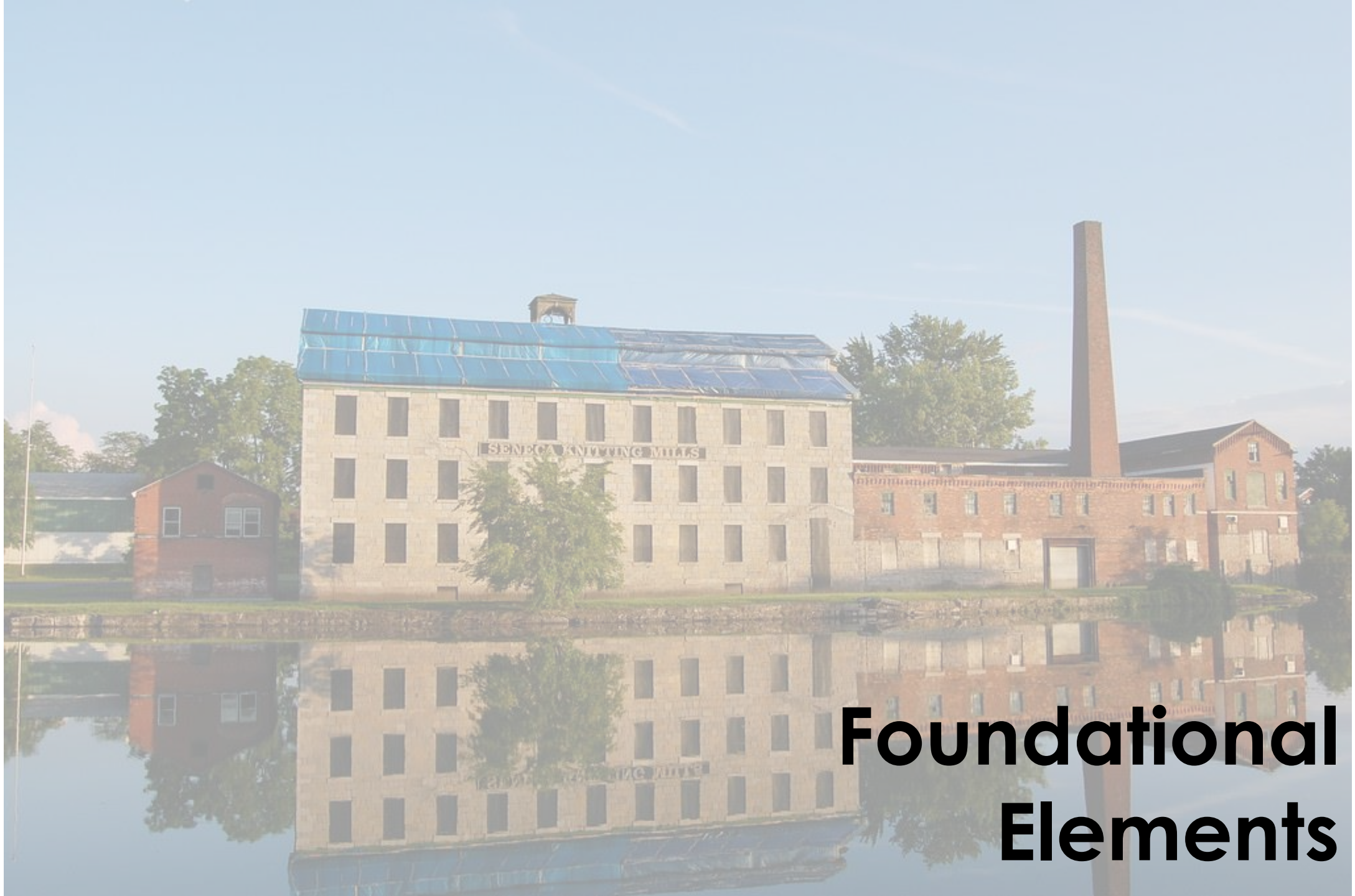
Source: Esri; MRB Group



**Shaped by Public
Engagement**

Public Engagement Tools

- The plan development approach sought to facilitate authentic, robust, and meaningful engagement. Specific tools included:
 - Steering Committee – a strong cross-section of community interests
 - Sub-Committees – residents and stakeholders with specific interest in areas of operation
 - Public Forum – an interactive session, well-attended by the community
 - Public Hearing – a more formal opportunity to provide direct feedback on plan elements



SEMPER MILLING MILLS

Foundational Elements

Our Vision –
Our ideal state, 20 years from today

Priority Policies–
Those operational areas with most opportunity to affect vision

Principle #1

Principle #2

Principle #3

Planning Principles –
Our DNA – how we will operate to achieve our vision

Priority Policy Area #1

Priority Policy Area #2

Priority Policy Area #3

Priority Policy Area #4

Action

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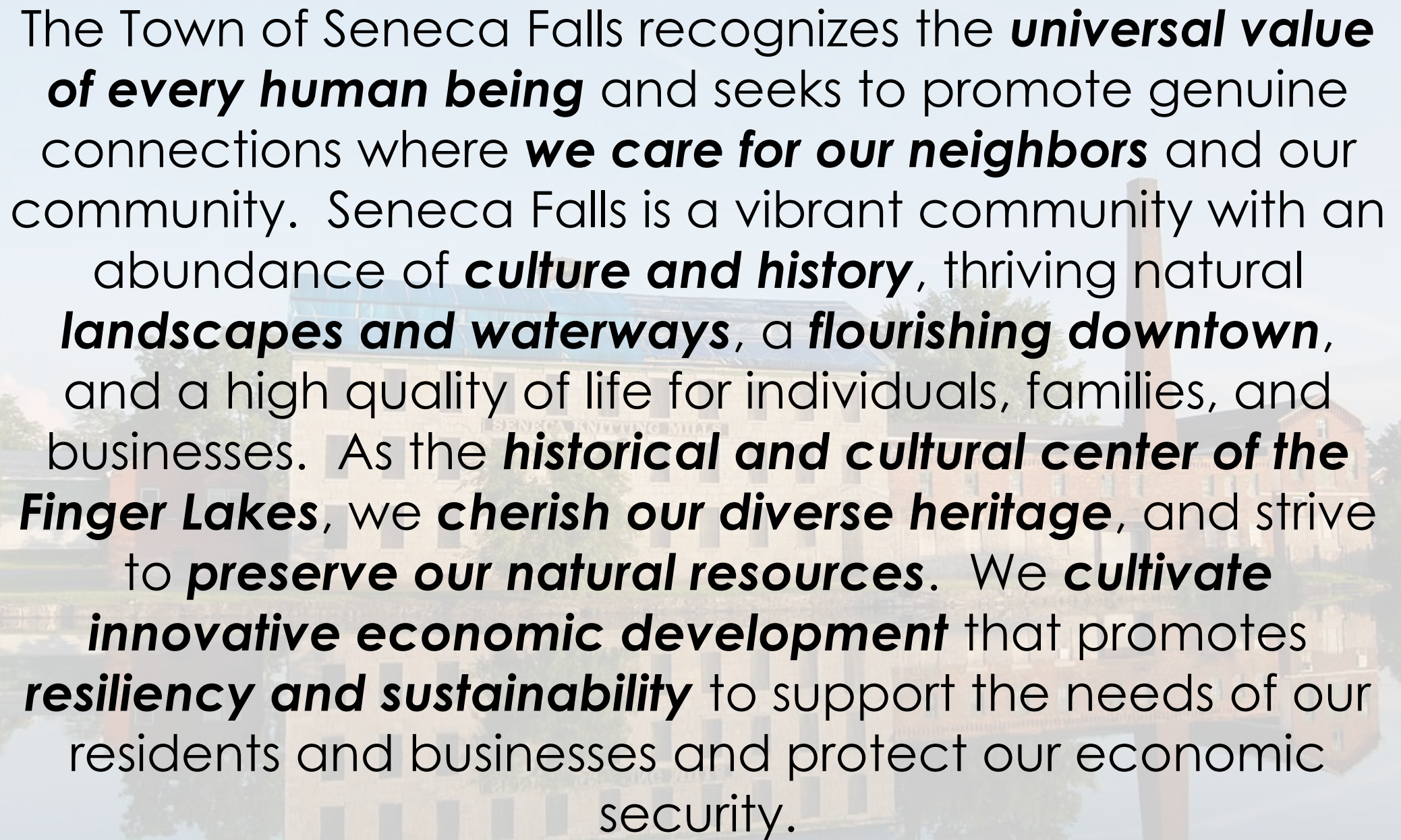
Action

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The background of the text is a faded, light-colored photograph of a town street. It shows several multi-story brick buildings with windows, a tall brick chimney on the right side, and some trees. The overall tone is soft and historical.

The Town of Seneca Falls recognizes the **universal value of every human being** and seeks to promote genuine connections where **we care for our neighbors** and our community. Seneca Falls is a vibrant community with an abundance of **culture and history**, thriving natural **landscapes and waterways**, a **flourishing downtown**, and a high quality of life for individuals, families, and businesses. As the **historical and cultural center of the Finger Lakes**, we **cherish our diverse heritage**, and strive to **preserve our natural resources**. We **cultivate innovative economic development** that promotes **resiliency and sustainability** to support the needs of our residents and businesses and protect our economic security.

Planning Principles

- **Environmental Sustainability** –
 - *Will this decision protect the short-and-long-term viability of our natural resources?*
- **Financial Resilience** –
 - *Does this decision consider both the short-term and long-term financial needs of the Town and its residents?*
- **Inclusion and Empowerment** –
 - *Does this decision help us support individual and collective well-being?*

Priority Policy Areas

- ***Resident Retention and Attraction*** – We will invest in programs and projects that promote Seneca Falls as a destination for individuals and families to live.
- ***Economic Development and Fiscal Security*** – We will work to attract new investment to our community.
- ***Preservation and Enhancement of the Built and Natural Environment*** – We will ensure that our architectural and natural assets are protected.
- ***Curation of Arts, Culture, and Placemaking*** – We will invest in those efforts that strengthen our position as a regional cultural center



Other Critical Issues

Seneca Meadows Landfill

- The plan recognizes that, regardless of specific timing, the landfill will ultimately close
- It charges Town leadership with creation of a Fiscal Sustainability Strategy
- Landfill and other short-term revenues sources should be allocated to reserves designed to advance plan priorities, including (among others):
 - Waste Diversion
 - Economic Development/Small Business
 - Housing
 - Infrastructure

Cayuga Nation

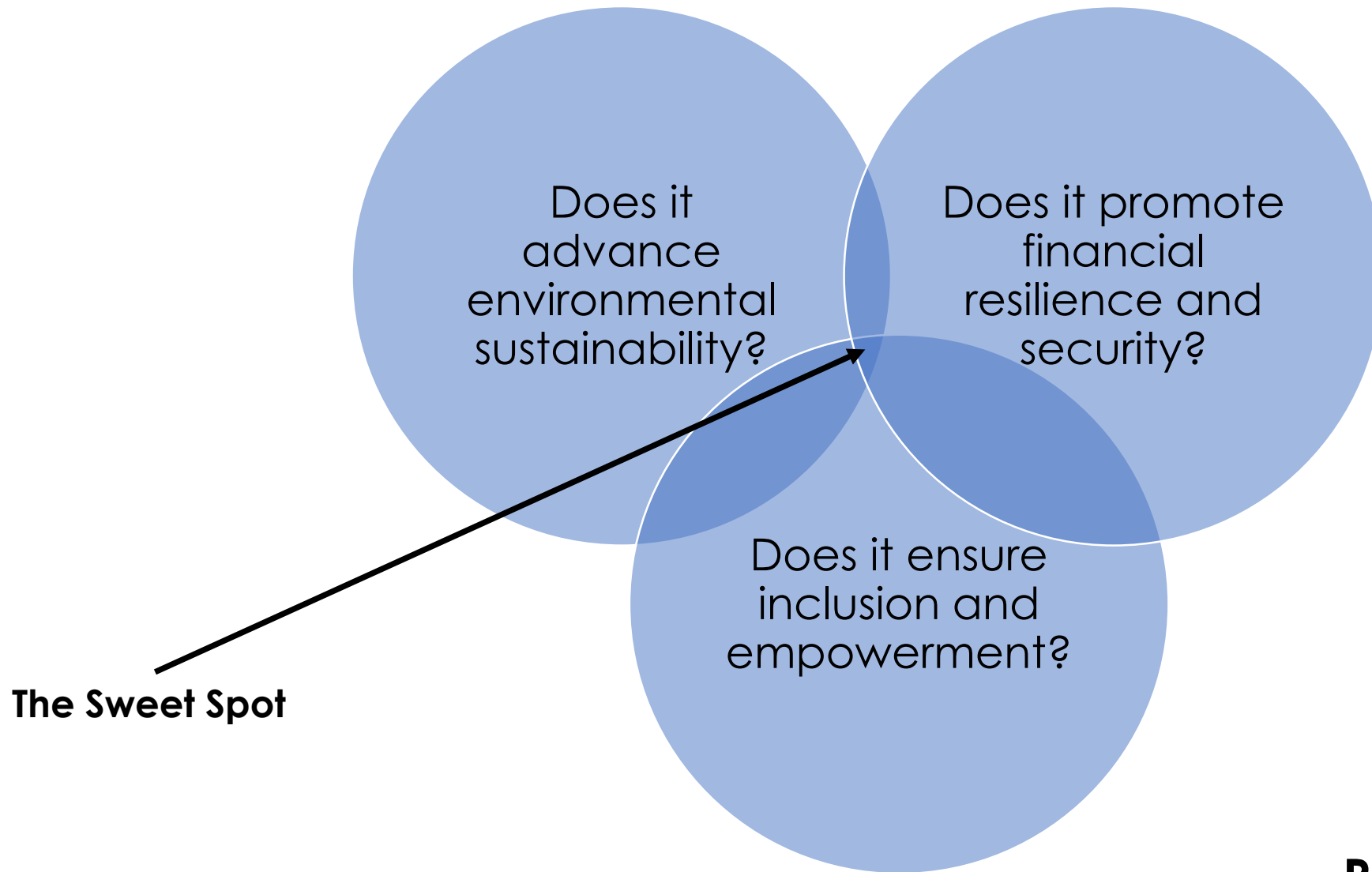
- The plan recognizes the historic discord between the Town and the Cayuga Nation, and challenges local leadership to rebuild this relationship, including:
 - Affirming any legal status conferred on the Nation by Federal agencies or courts
 - Establishing an Intermunicipal Committee, comprised of Town and Nation leaders, which meets regularly to discuss critical issues
 - Facilitating the development of a Cayuga Nation Cultural Center



Implementation

Not a Checklist

- The plan does include a series of recommended projects, programs, and services, however, it should not be viewed as just a list to check off
- Implementation means taking the steps necessary for (and avoiding the issues that will stall) advancement of your vision
- Everyday action items should be re-evaluated for alignment with the vision, planning principles, and priority policy areas
- Budget development and other key operational activities should also demonstrate alignment



Planning Principles in Action

Recommended Actions

- Within each policy area, there are recommended actions
- Actions are categorized by timeframe (immediate, near-term, long-term)
- Each action item also includes a recommended lead agency or individual, as well as relative costs to implement
- These should be evaluated annually as part of budget and other overarching policy development exercises

Future Land Use

- The plan overviews recommendations for future land use allocations, including:
 - Downtown Core
 - Rural Residential
 - Traditional Neighborhood Residential
 - Corridor-Suburban
 - Recreation – Green Space
 - Industrial
- The Future Land Use Plan is required to be used as a guide in future zoning and land use decisions.



FUTURE LAND USE

- Commercial Corridor
- Downtown Core
- Industrial
- Recreation Corridor
- Traditional Neighborhood Residential
- Rural Residential with Agricultural District Overlay
- Growth Boundary Overlay



Next Steps

- Tonight, the Board is being asked to commence formal review
- SEQR will include review by interested agencies, including the Seneca County Planning Board
- A work session should be scheduled for later this month for deeper discussion and modifications by the Town Board
- A public hearing should be scheduled for October; after which the Board may make additional changes
- Adoption may occur following SEQR and the Public Hearing



**Questions /
Discussion**



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