

VILLAGE OF MARCELLUS
COMPREHENSIVE PLAN

Community Survey
Report

Report Summary (Part 1)

Survey Format: Online and hard copy

Timeframe: Survey open from 5/29/24 - 8/23/24

Total Responses: 233

Key Priority Take-Aways

- **91.6%** (68.2% strongly agree and 23% somewhat agree) of survey respondents think that **attracting businesses and enhancing community vibrancy should be a priority for the Village.**
- **54%** of survey respondents think that the Village **lacks a strong mix of business and employment opportunities.**
- **91.7%** of survey respondents think that **preserving the small-town feel and community character of Marcellus should be a priority.**
- **85.8%** of survey respondents think that **improving pedestrian and traffic safety should be a priority for the Village.**
- **92.5%** of survey respondents think that **maintaining, improving, and expanding the Village's infrastructure should be a priority.**
- **84.5%** of survey respondents think that the Village should **prioritize strengthening the Village's housing, neighborhoods, and housing affordability.**
- **91.7%** of survey respondents think that **enhancing parks and recreation amenities should be a priority for the Village.**

Report Summary (Part 2)

Key Strengths/Opportunities

- Connected and engaged community
- Family-friendly and safe atmosphere
- School District
- Small-town village feel
- Historic character and existing housing stock
- Geographic location
- Walkable character and pedestrian infrastructure
- Parks and recreational amenities
- Diversity of housing stock (single-family, multi-family, senior...)

Key Weaknesses/Threats

- Lack of diversity of businesses
- Limited economic development opportunities
- Maintaining community character amidst regional development pressure
- Food desert/lack of grocery store
- Limited community services/stores
- Lack of government transparency
- Limited/lack of Village communication with residents
- High traffic speeds and limited multi-modal infrastructure
- Limited downtown parking
- Climate change and need for greater resilience
- Natural resource conservation/protection of viable agricultural lands
- Need for downtown revitalization
- Code enforcement and property maintenance

Report Summary (Part 3)

Major themes the Comprehensive Plan should consider based on survey responses ...

Business and Economic Development

- Attracting/supporting a variety of businesses
- Supporting local businesses

Housing and Community Character

- Ensuring a variety of housing opportunities (senior, market rate, affordable)
- Ensuring housing remains affordable within rising real estate costs
- Prioritizing community character amidst regional development pressure
- Promoting (but balancing) historic preservation to preserve community character
- Promoting property maintenance to reduce blight
- Maintaining a balance of owner-occupied, rental, and senior housing

Infrastructure

- Continue maintenance and enhancement of existing infrastructure (water, sewer, roads)
- Pursue efforts to increase broadband/fiber optic internet

Community Engagement

- Enhancing opportunities for the community to come together
- Supporting public events
- Developing opportunities for multi-generational involvement
- Supporting the school district to promote Marcellus as a family-friendly community

Report Summary (Part 4)

Major themes the Comprehensive Plan should consider based on survey responses ...

Downtown Revitalization

- Supporting local businesses to prevent vacancy downtown
- Enhancing beautification and streetscaping improvements
- Promoting pedestrian and placemaking strategies to make downtown more inviting
- Ensuring parking and accessibility
- Addressing concerns regarding blight and property maintenance
- Examining opportunities to make Marcellus a destination

Transportation

- Pursuing traffic calming and multi-modal infrastructure enhancements to promote road safety, reduce traffic speeds, and increase multi-modal accessibility
- Supporting public transit/greater connectivity to neighboring communities
- Enhancing bus amenities (bus shelters)
- Advancing sidewalk maintenance and enhancement

Community Safety

- Continuing cooperation with local law enforcement

Local Governance

- Increasing transparency regarding Village decision-making
- Enhancing proactive leadership from elected officials and board members
- Improving communication about Village affairs (multiple means of communication)
- Promoting a positive relationship with the Town

Report Summary (Part 5)

Major themes the Comprehensive Plan should consider based on survey responses ...

Climate Resilience and Natural Resource Conservation

- Protecting viable agricultural land
- Pursuing sustainability and resilience measures to protect the Village from climate change
- Examining future development for impacts on natural areas

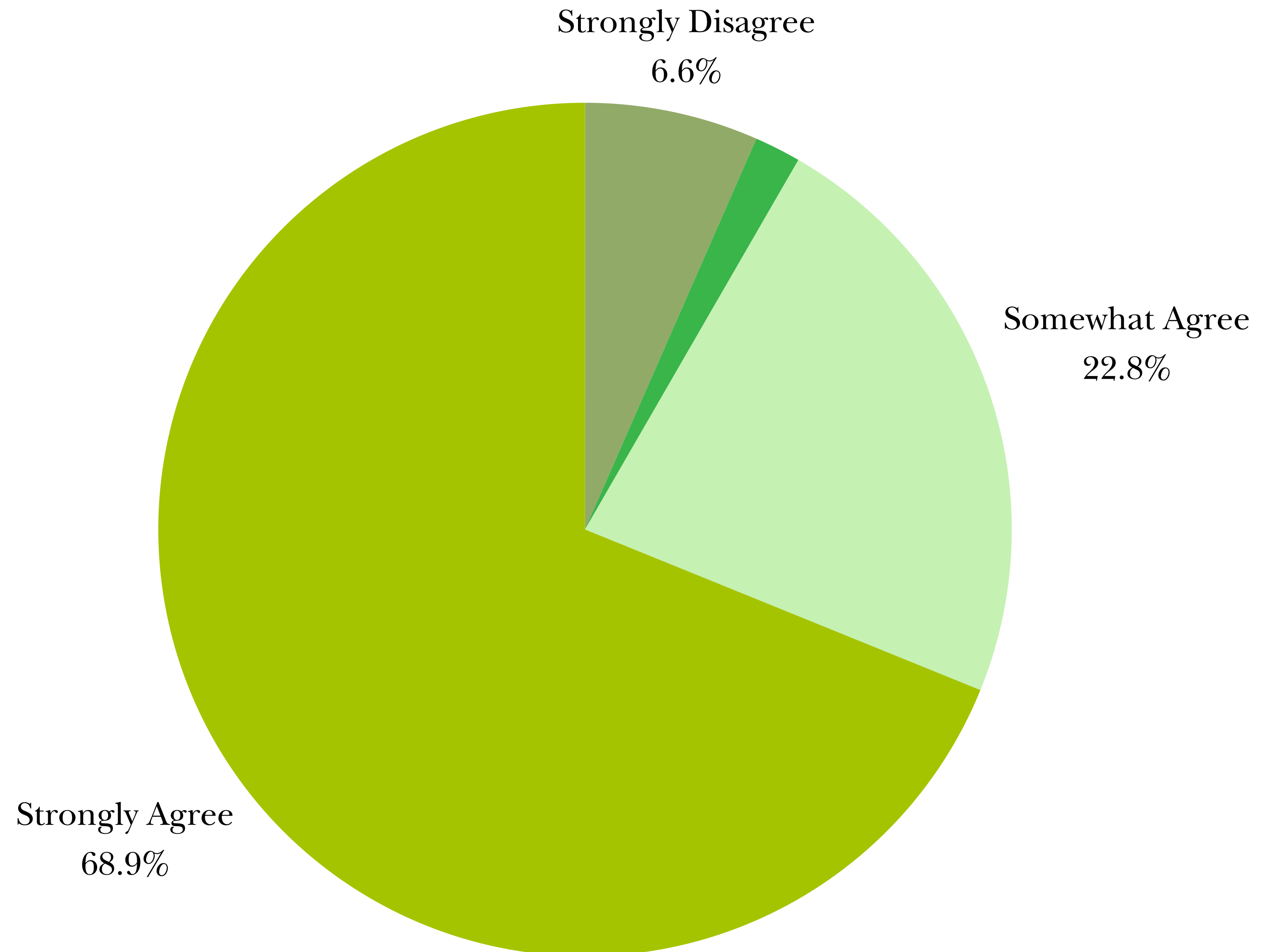
Community Health

- Addressing the lack of a grocery store/food desert
- Protecting existing greenspaces and recreational amenities
- Explore opportunities to address limited childcare opportunities

Attracting business and enhancing community vibrancy should be a priority for the Village:

Question

1

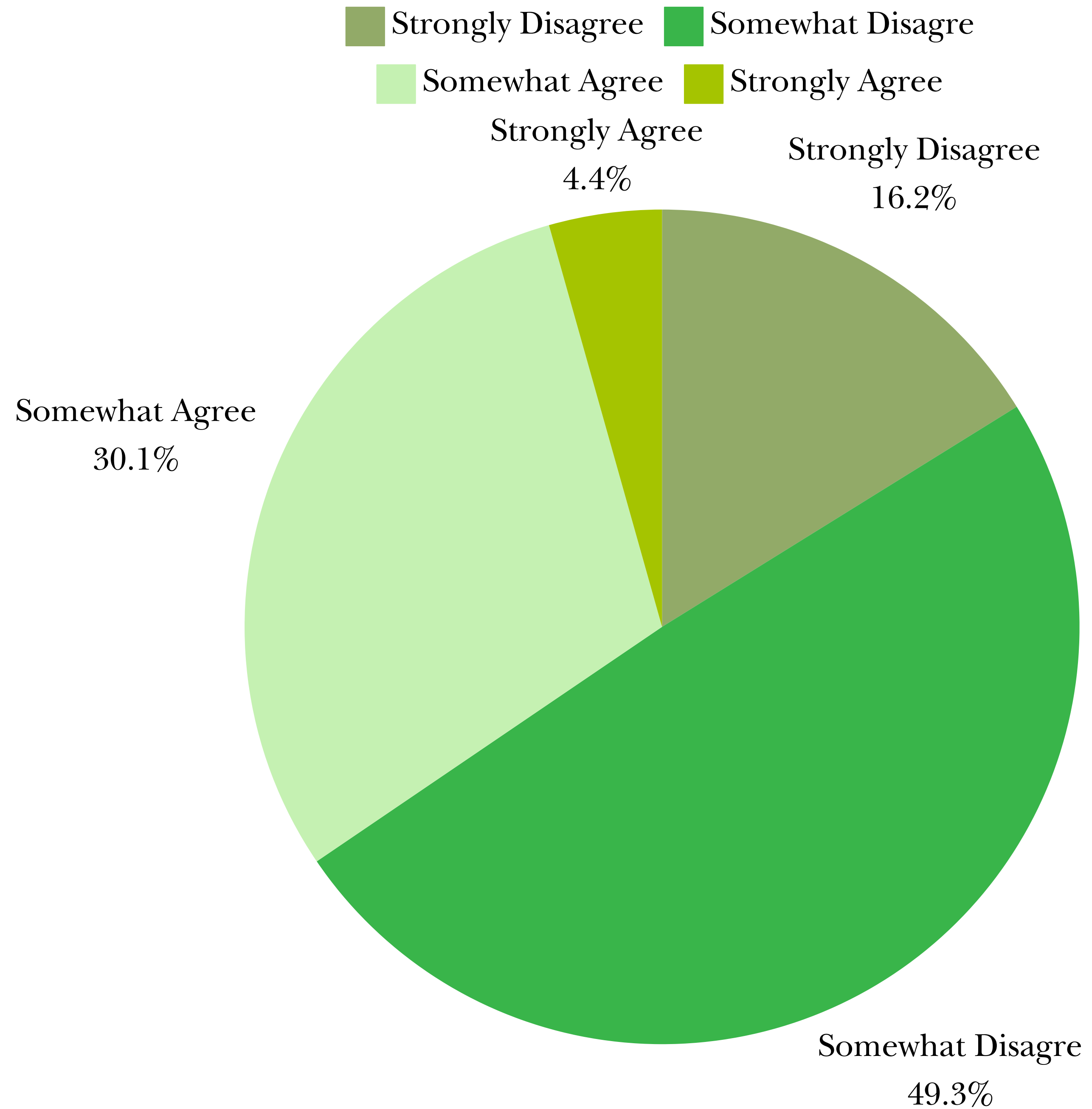


Responses: 228

The Village has a strong mix of businesses and employment opportunities:

Question

2



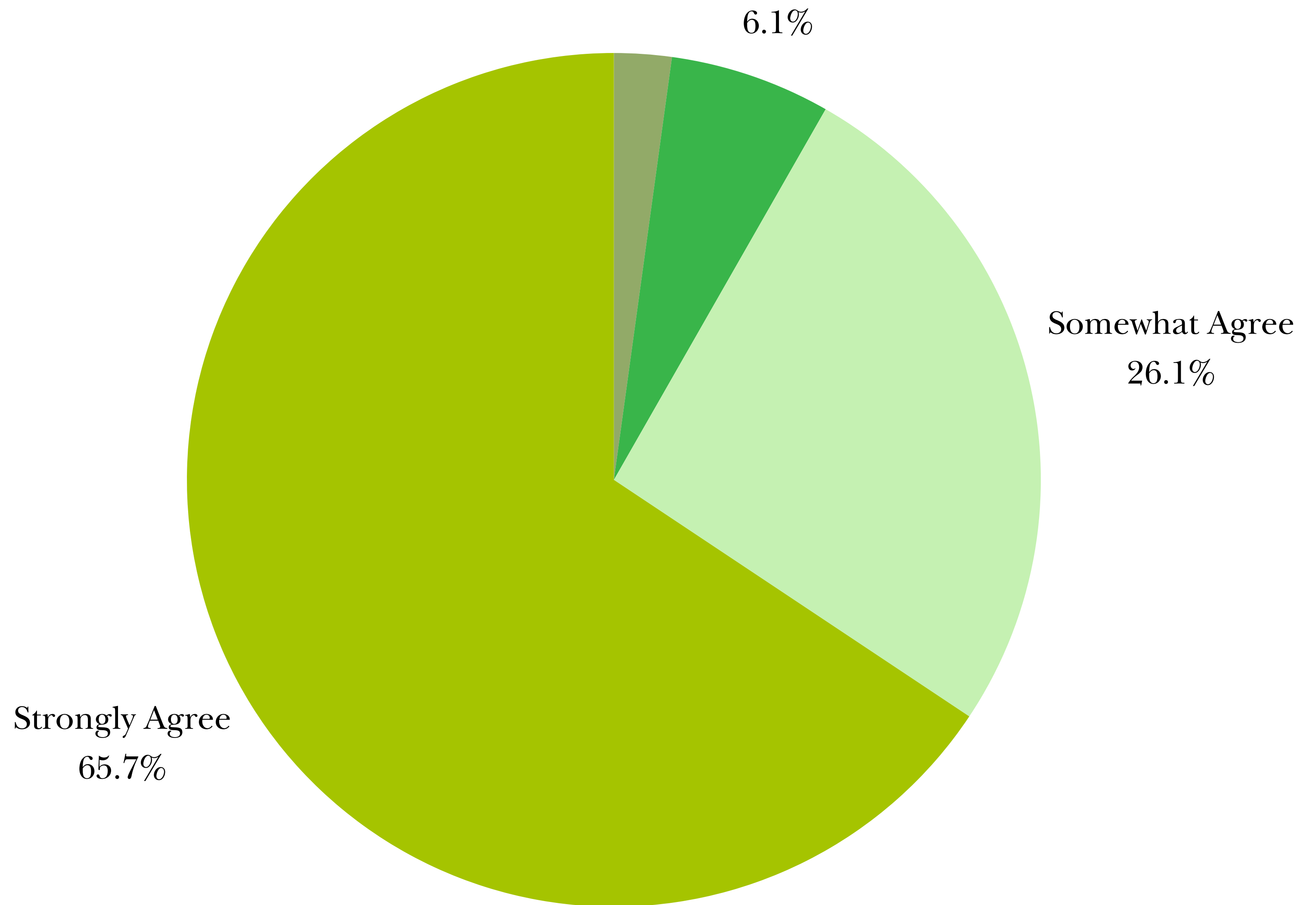
Responses: 229

Preserving the small-town feel and community character of Marcellus should be a priority:

Question

3

Strongly Disagree Somewhat Disagree
Somewhat Agree Strongly Agree

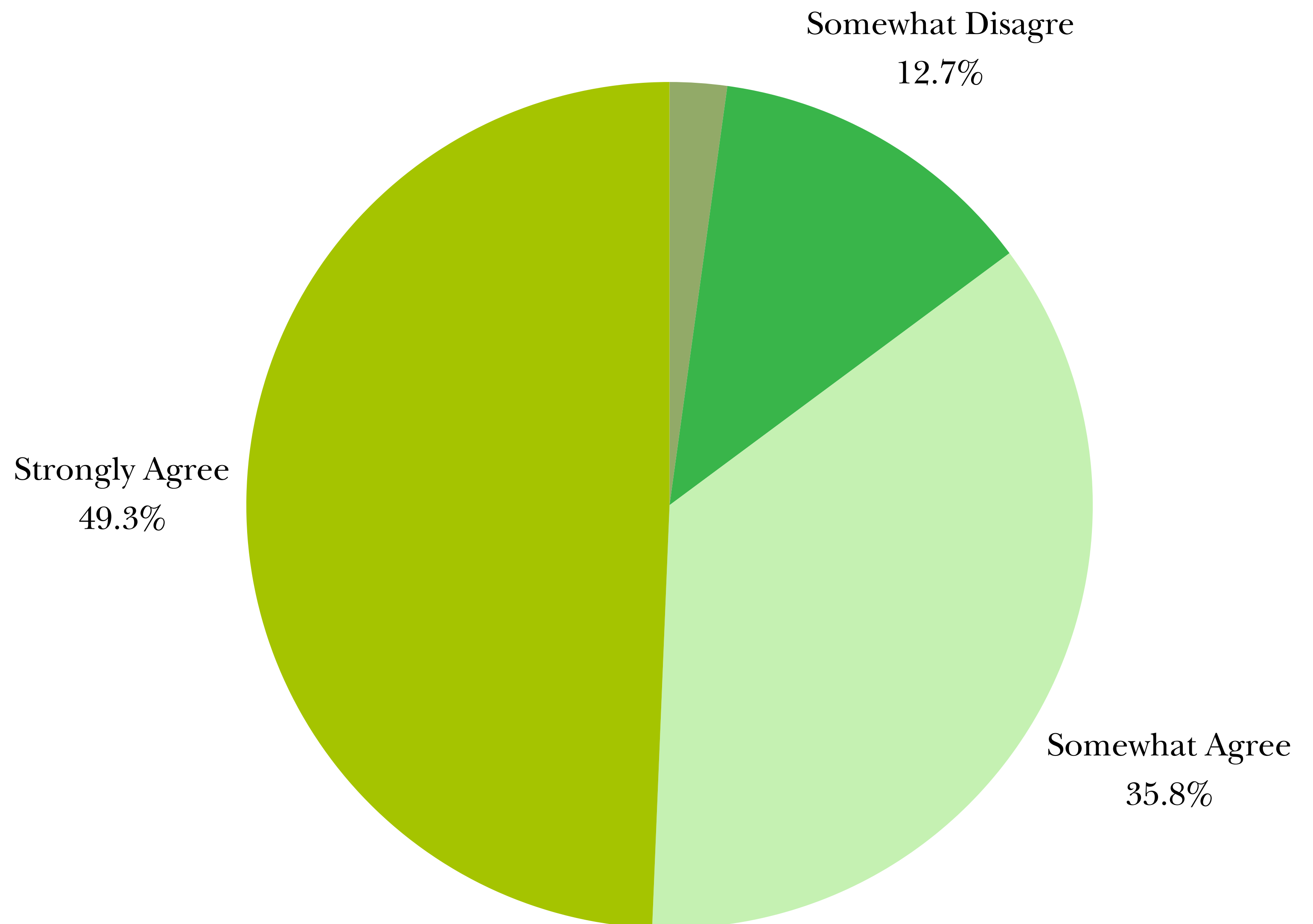


Responses: 230

Improving pedestrian and traffic safety should be a priority for the Village:

Question

4

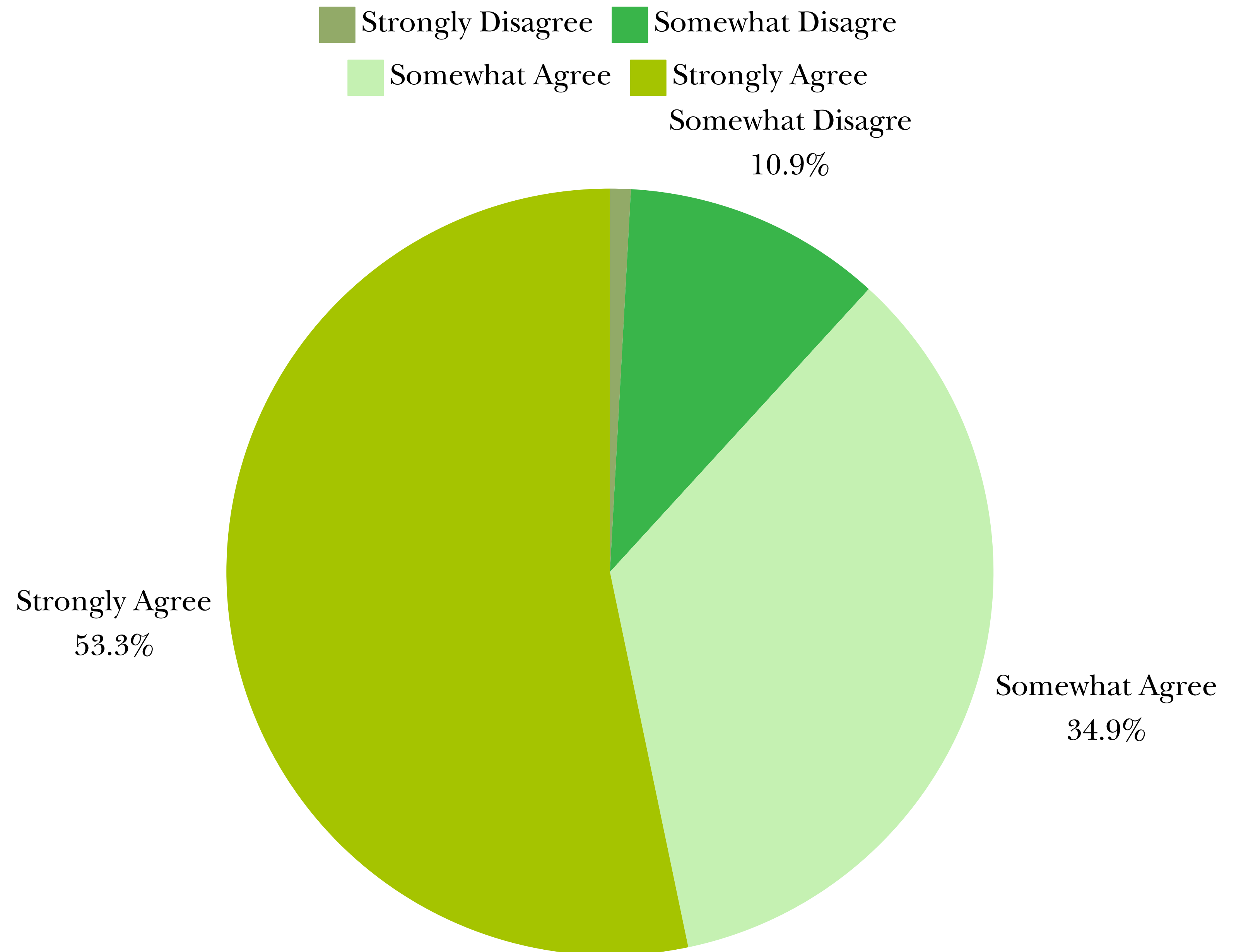


Responses: 229

The Village of Marcellus is a safe place to walk, bike, and drive:

Question

5

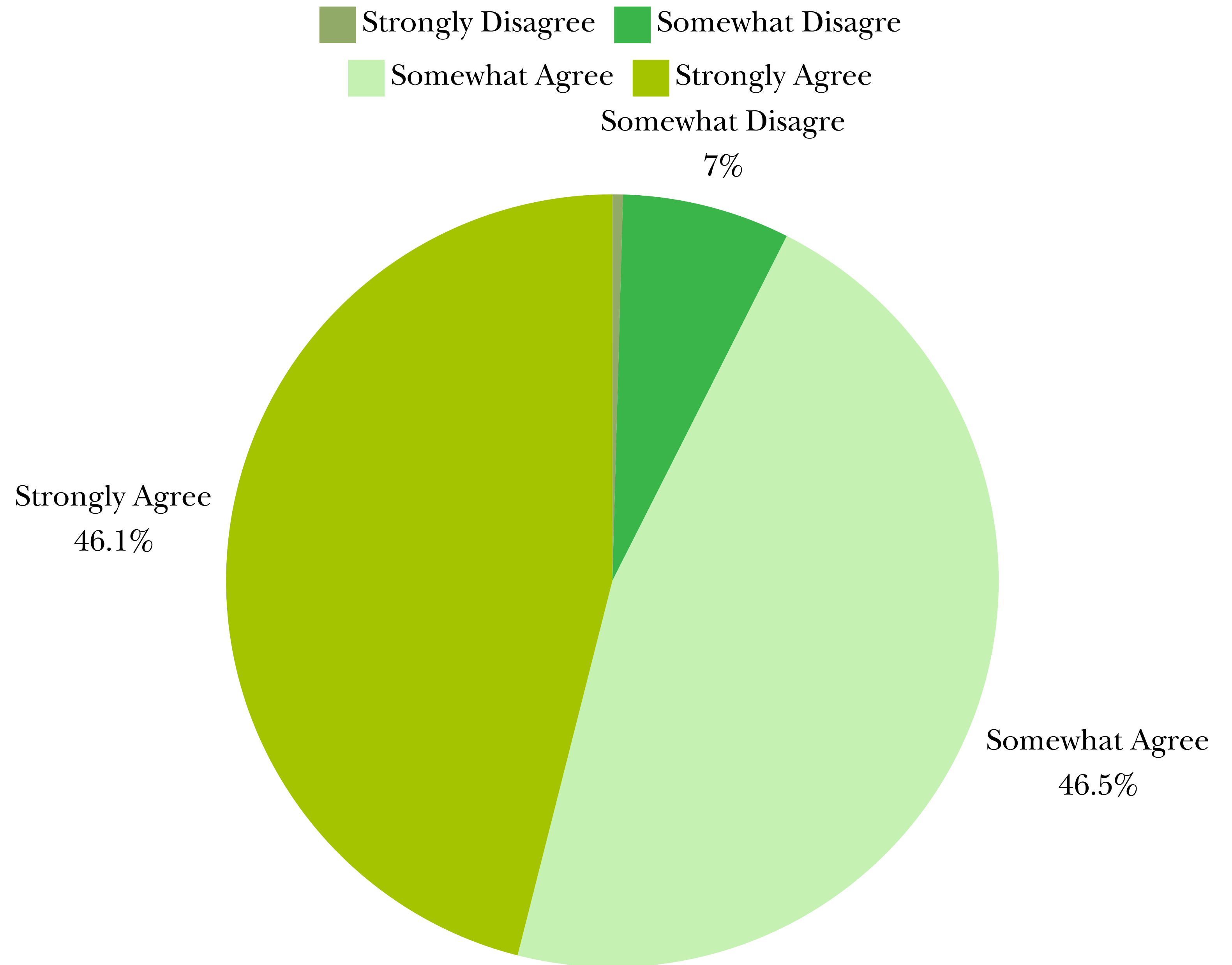


Responses: 229

Question

6

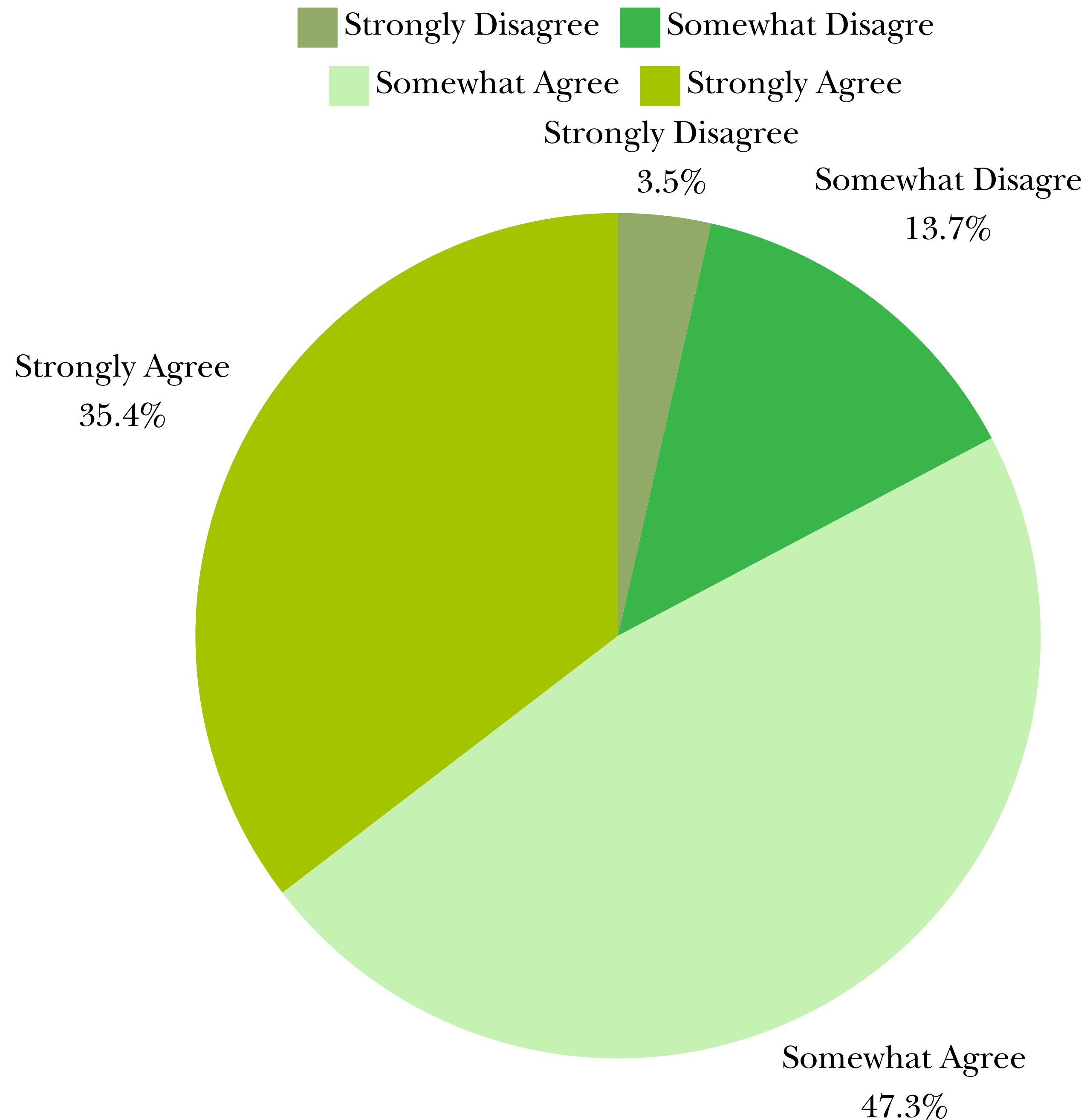
Maintaining, improving, and expanding the Village's infrastructure should be a priority for the Village:



Question

7

Maintaining the autonomy of the Village while also seeking opportunities to strengthen resource sharing with neighboring communities is important to me:

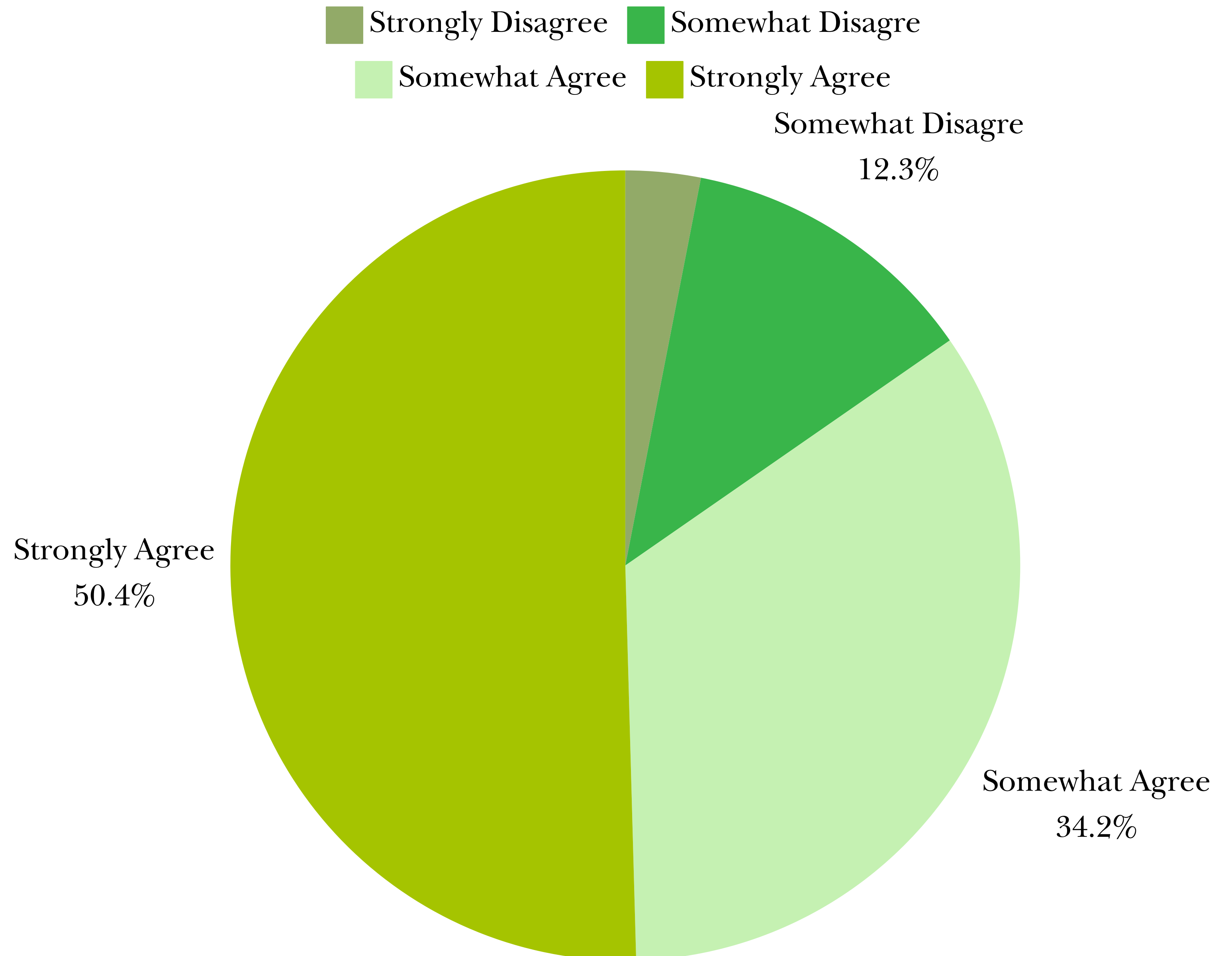


Responses: 226

Question

8

Strengthening our housing, neighborhoods, and protecting affordability should be a priority for the Village:

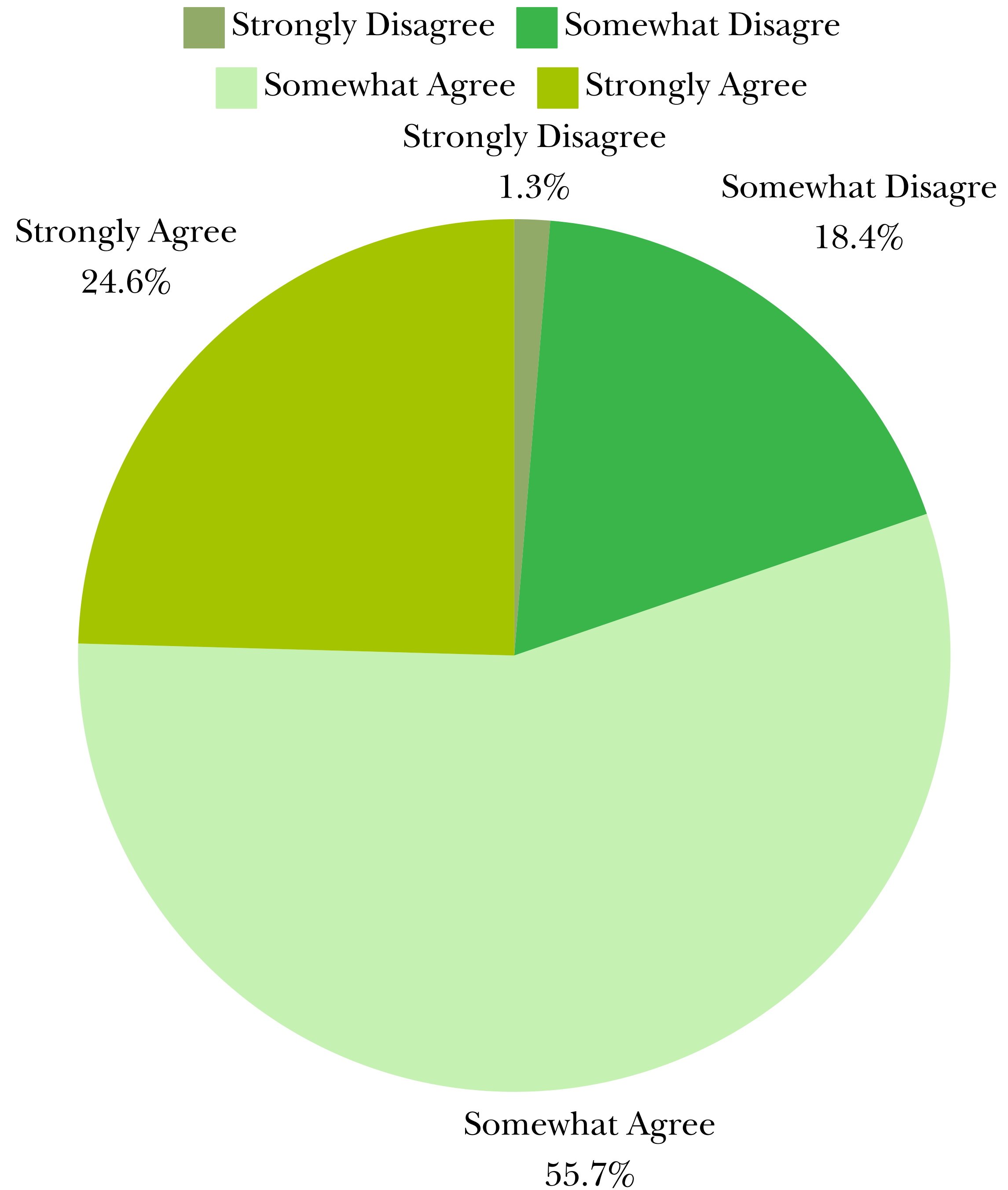


Responses: 228

Housing is adequate and neighborhoods are in good condition in the Village:

Question

9

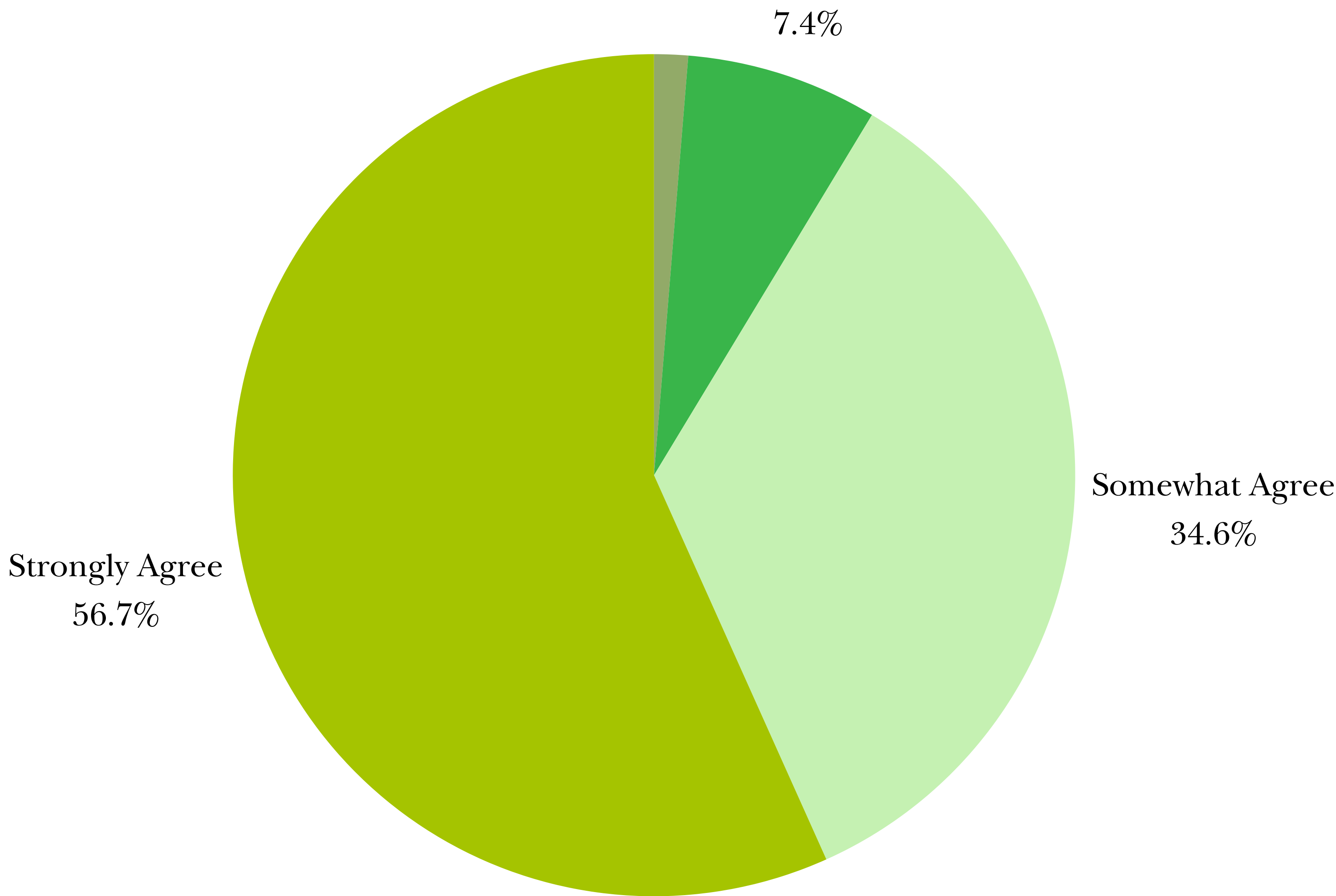


Responses: 228

Enhancing parks and recreational amenities for all ages and abilities should be a priority for the Village:

Question 10

- Strongly Disagree
- Somewhat Disagree
- Somewhat Agree
- Strongly Agree

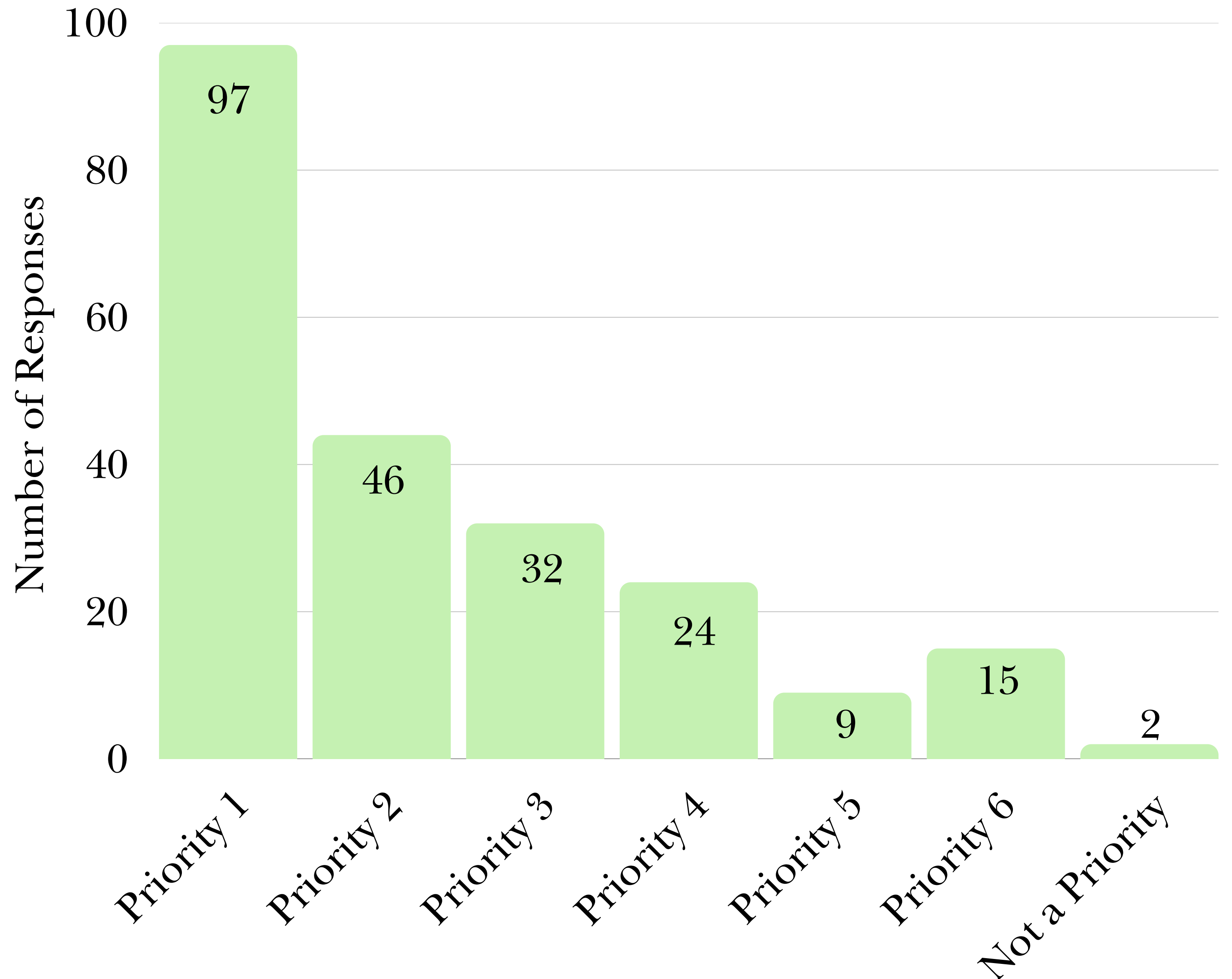


Responses: 231

Revitalization and Business Retention and Development

Question 11

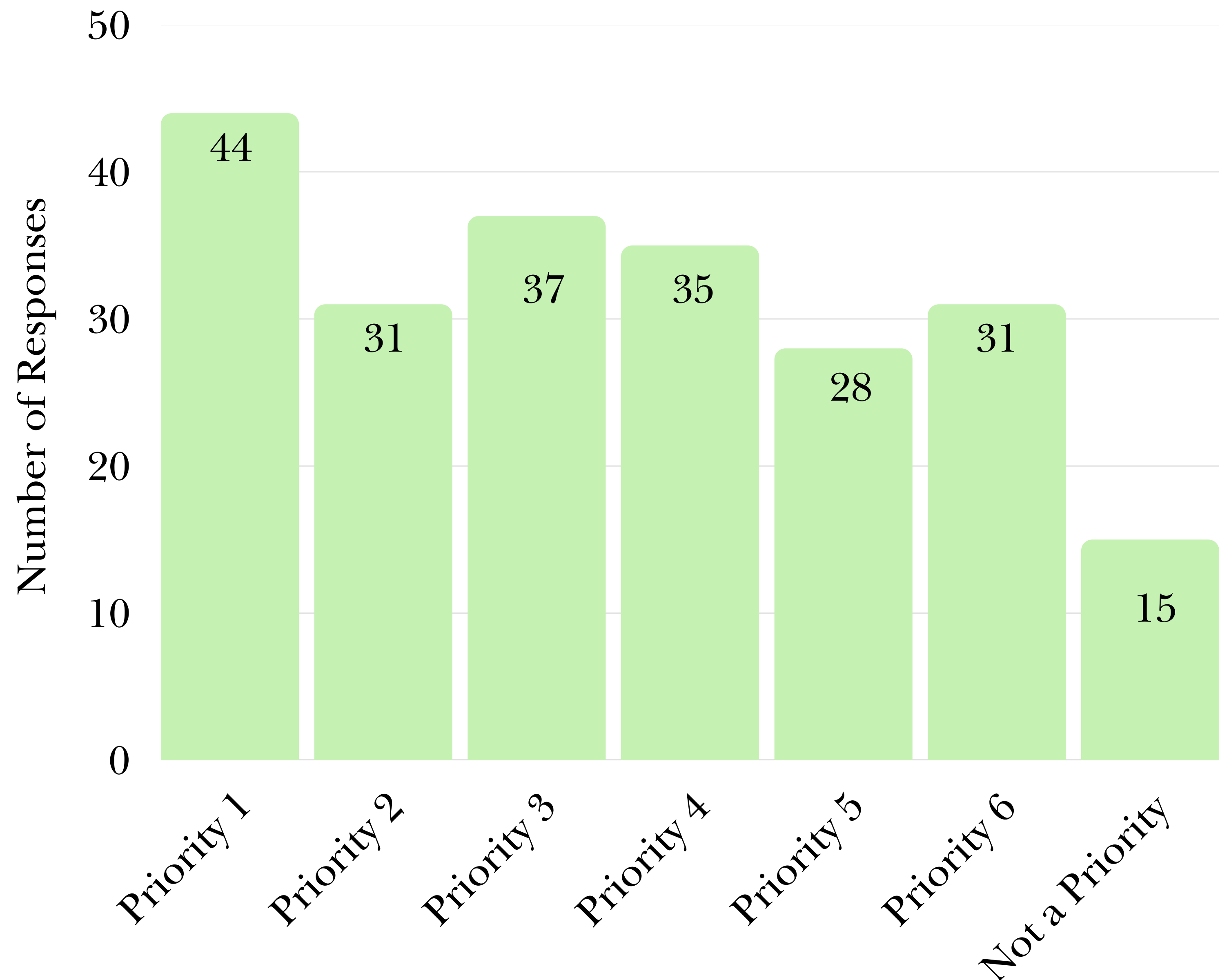
Rank the policy area in terms of priority (1,2,3,4,5, 6, or not a priority)



Pedestrian and Traffic Safety

Question 12

Rank the policy area in terms of priority (1,2,3,4,5, 6, or not a priority)

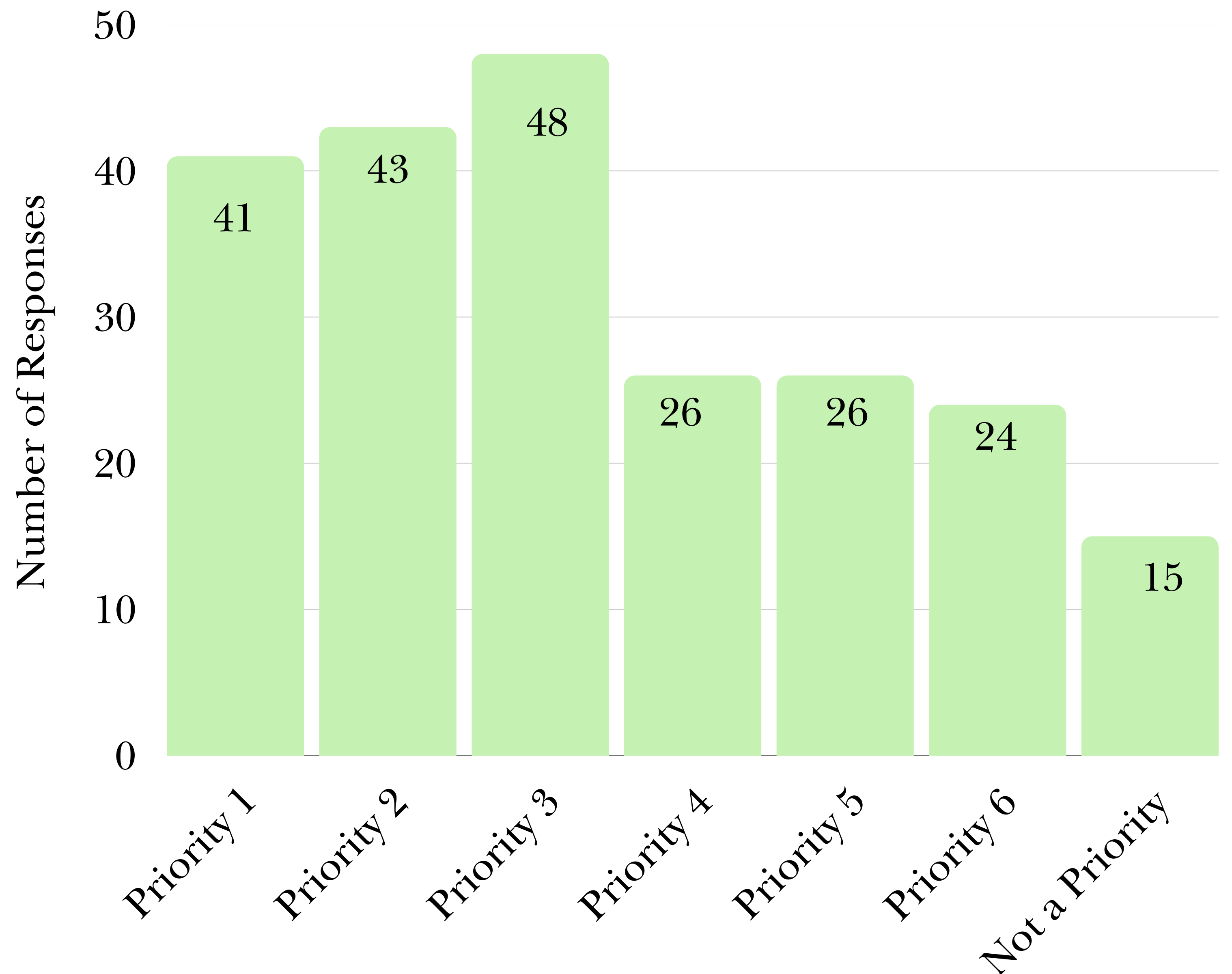


Responses: 221

Housing, Neighborhoods, and Affordability

Question 13

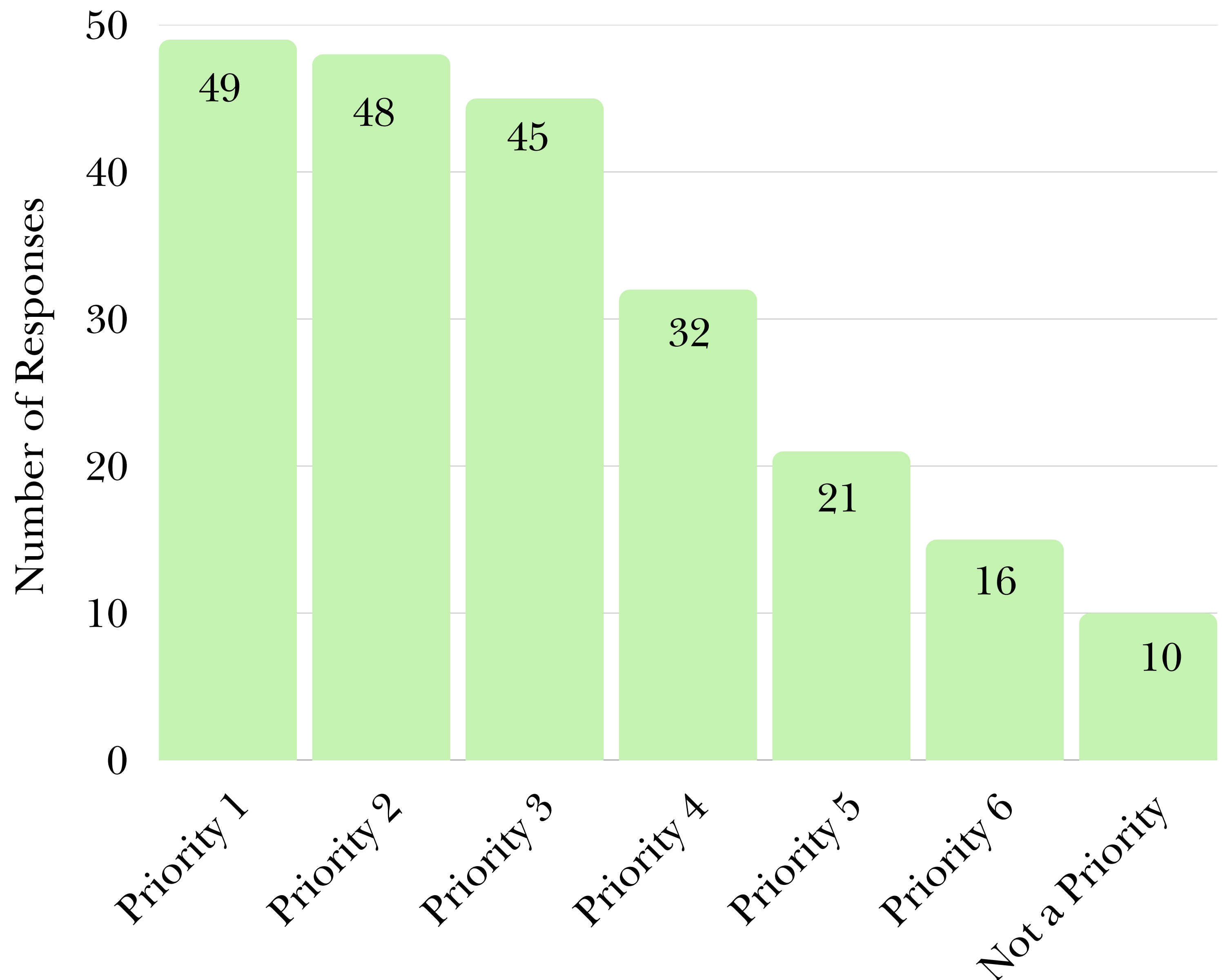
Rank the policy area in terms of priority (1,2,3,4,5, 6, or not a priority)



Parks and Recreational Amenities for All Ages and Abilities

Question 14

Rank the policy area in terms of priority (1,2,3,4,5, 6, or not a priority)

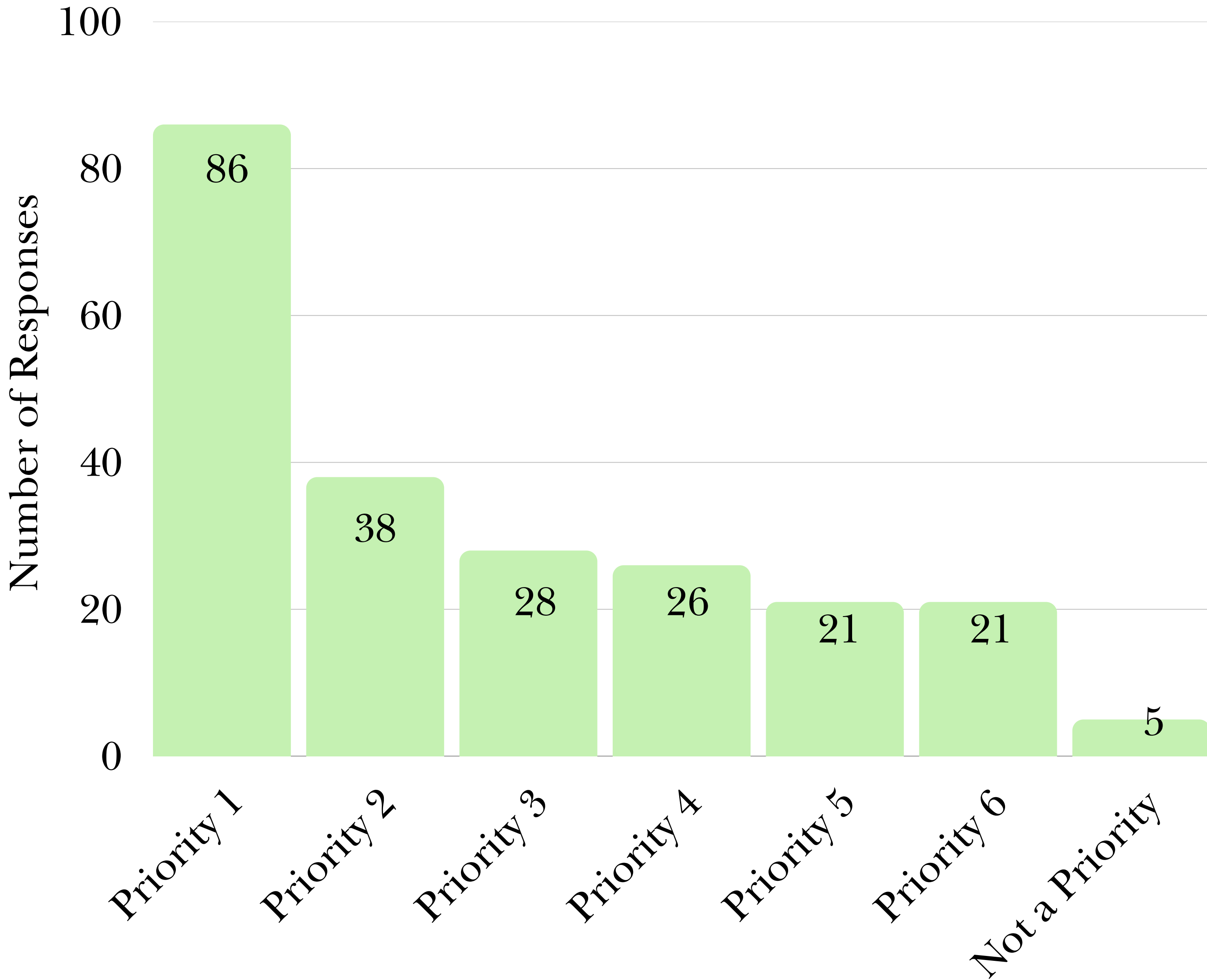


Responses: 221

Preserving Character, Charm and Quality of Life of Marcellus

Question 15

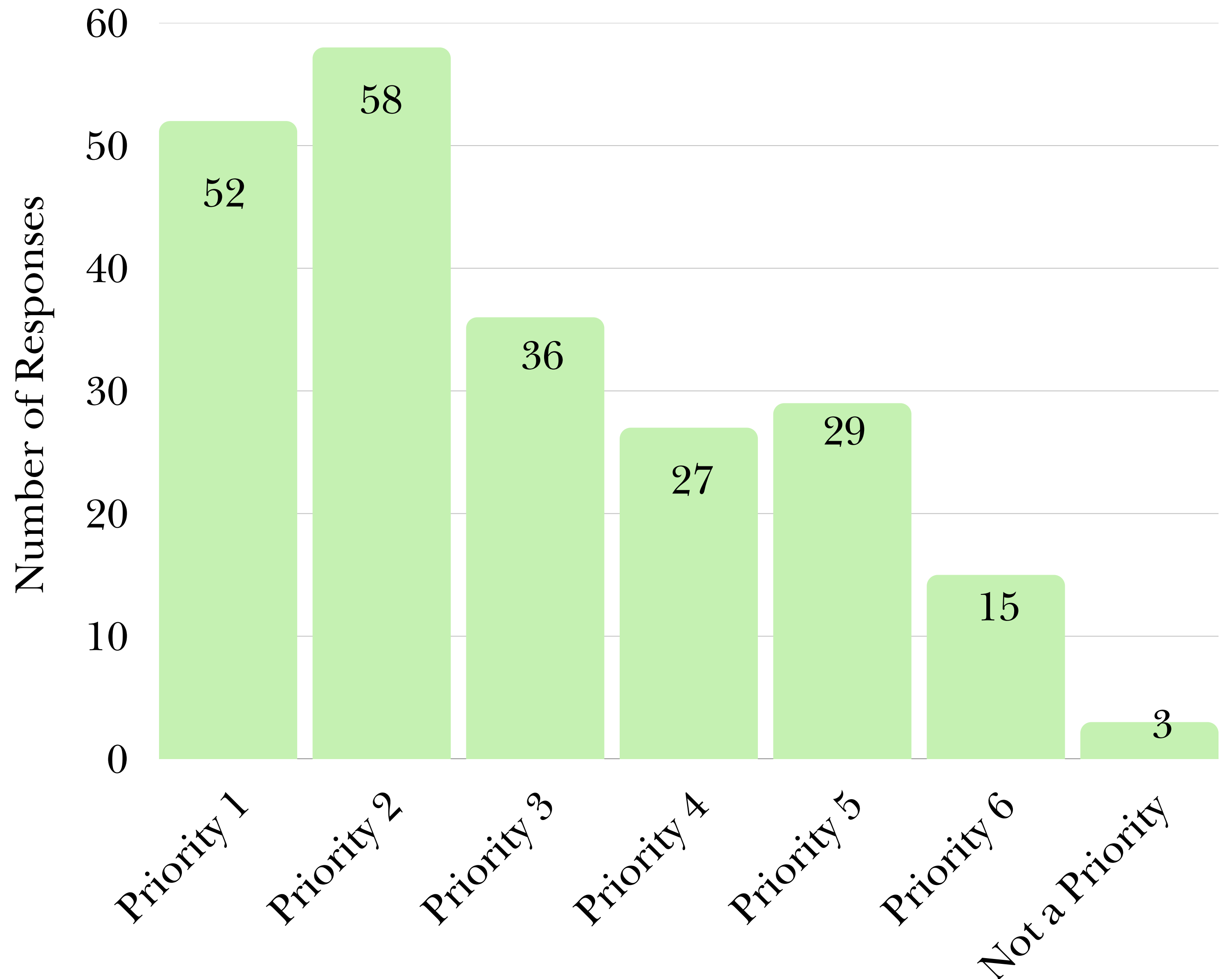
Rank the policy area in terms of priority (1,2,3,4,5, 6, or not a priority)



Infrastructure Maintenance and Improvement

Question 16

Rank the policy area in terms of priority (1,2,3,4,5, 6, or not a priority)



Responses: 220

Question 17

What other priorities should the Comprehensive Plan address? (Part 1)

Major Themes from Survey Responses...

Business Development and Attraction

- Attracting/supporting a variety of businesses x 9
- Promoting local small businesses rather than chain stores x 2
- Encouraging local entrepreneurship
- Attracting additional food shopping and restaurant options x2
- Attracting a grocery store x 3

Community and Inclusiveness

- Building sense of community x4
- Inclusivity and transparency/communication/responsiveness x5
- Multi-generational involvement
- Community safety
- Addressing local drug problem

Housing and Taxes

- Affordable housing for seniors x2
- Keeping the Village affordable to live
- Affordable daycare

Infrastructure and Beautification

- Beautification and refurbishing downtown x2
- Sidewalk and curb maintenance x2
- Greenspace and climate resiliency x2
- Sewer, water and road maintenance x3

Safety and Security

- Community safety and police protection x3
- Safety of pedestrians and traffic control x2

Location Services and Amenities

- Supporting local businesses
- Public transit
- Youth sports and activities
- Local services (drug store, pharmacy)

Community Events and Engagement

- More opportunities for community to come together x2

What other priorities should the Comprehensive Plan address? (Part 2)

Question 17

Number of times a major word or phrase was mentioned:

Grocery store x 6
Beautification x 3
Business development/attracting businesses x 9
Affordable housing (senior and other) x6
Parking/public parking x6
Community involvement x3
Walkable/walkable community x3
Safety/security x5
Local businesses x5
Environment/green energy/resiliency x3
Childcare x2
Diversity of population x2
Diversity of housing x2
Infrastructure x2
Community events x2
Traffic control x2
More government transparency x4

Addressing lack of food x2
Support educational facilities x2
Bike lanes/multi-modal transportation x2
Woodland protection x1

The Village's greatest strength or opportunity is... (Part 1)

Question 18

Major Themes from Survey Responses...

Small Town Charm and Feel

- Small-town atmosphere
- Quaint character
- Village charm
- Historic character

Community and Sense of Belonging

- Strong sense of community
- Close-knit community
- Community spirit and engagement
- People/neighbors caring for each other

Safety and Security

- Safe environment
- Family-friendly and safe neighborhoods

Parks and Outdoor Recreation

- Marcellus Park as a major strength
- Quality of parks
- Outdoor recreation opportunities

Schools and Education

- Strong school system
- Quality of education
- Schools as a significant draw for families

Walkability and location

- Walkable streets and sidewalks
- Attractive location and geography
- Convenience of local amenities

Community Involvement and Events

- Local events (like Olde Home Days)
- Community involvement and volunteerism
- Support for local businesses

Economic and Business Development

- Opportunities for new businesses
- Support for small business development
- Need for revitalization and modernizing local business landscape

Preservation and Environmental Concerns

- Maintaining natural and historical assets
- Protecting green spaces and natural features
- Sustainable growth and environmental protection

Quality of Life

- Overall quality of life in the Village
- Desirability of living in the area
- Cleanliness and upkeep of the Village

Community Identity and Heritage

- Preserving the Village's unique identity
- Celebrating local heritage and history
- Maintaining the Village's unique character and atmosphere

The Village's greatest strength or opportunity is... (Part 2)

Question 18

Number of times a word or phrase was mentioned:

Small-town feel x 21

Community x 18

Schools x 15

Park x 19

Sense of community x 13

School system x 9

Marcellus Park x 7

Village charm/small-town charm x 14

Walkability/walkable x 10

Safe/safety x 10

Businesses x 5

Close-knit community x 3

Community involvement x 3

Small-town atmosphere x 3

Historic character x 2

Community events x 2

Location/geography x 3

The Village's greatest weakness or threat is... (Part 1)

Question 19

Major Themes from Survey Responses...

Resistance to Change

- General resistance to modernization and preference for maintaining traditional ways

Lack of Diverse Businesses

- Limited variety of businesses (e.g. too many pizza places, lack of essential services like grocery stores and pharmacies)

Business Retention and Longevity

- Difficulty for small businesses to thrive and stay open
- Issues with commercial property owners and short-term leases

Parking and Accessibility

- Not enough parking
- Accessibility issues for residents and visitors

Communication and Information

- Outdated and hard to navigate Village communication channels (newsletter, website)

Affordable Housing

- Concerns about housing affordability and impact of new developments

Community Involvement and Cohesiveness

- Lack of community involvement and cohesiveness
- Perception of decision-making by a select few

Infrastructure Maintenance

- Need more infrastructure maintenance

Food Access

- Lack of grocery store

Economic Development and Jobs

- Need for more job opportunities and diverse businesses
- Support and retain businesses and residents

Responses: 151

Question 19

The Village's greatest weakness or threat is... (Part 2)

Major Themes from Survey Responses...

Environmental and Climate Concerns

- Need for environmental protection and climate change resilience
- Impacts of new development on natural areas

Community Safety and Law Enforcement

- Concerns about safety, law enforcement effectiveness, traffic control

Lack of Events and Activities

- Need more community events to foster engagement

Appearance and Aesthetics of Village

- Issues with the visual appeal of the Village (unattractive buildings, areas, blight)

Government and Leadership

- Concerns regarding the effectiveness and responsiveness of Village leadership
- More transparency

Transportation and Connectivity

- Need for improved public transportation
- Greater connectivity to neighboring communities

Blight and Vacant Buildings

- Concerns regarding vacant and poorly maintained buildings -> impacting the Village's image

Economic Equity and Housing Affordability

- Concerns regarding maintaining the affordability of the Village with rising real estate prices
- Impacts of new developments on housing costs and economic equity

Question 20

What else would you like the Comprehensive Plan Steering Committee to know about Marcellus? (Part 1)

Major Themes from Survey Responses...

Community and Village Character

- Community feel → emphasis on maintaining a caring, supporting and friendly community
- Small-town charm → desire to preserve the small-town atmosphere and unique character of the Village
- Community events → maintain community events
- Preserve history and character → maintain the historical and architectural integrity of the Village, cohesive design, historic preservation, color palettes
- Community involvement → encourage engagement from all residents including youth

Business and Economic Development

- Need for more businesses → desire for a broader range of businesses (stores, restaurants, entertainment, etc.)
- Support for local businesses → need to support and retain local businesses
- Business development → attract new and support existing businesses, more investment in commercial areas

Infrastructure and Public Services

- Speed and traffic issues → concerns about speeding and need more traffic control measures
- Parking → not enough downtown parking
- Road and sidewalk maintenance → need to continue road and sidewalk maintenance, better crosswalk visibility
- Public amenities → improve public facilities such as parks, activity centers

Question 20

What else would you like the Comprehensive Plan Steering Committee to know about Marcellus? (Part 2)

Major Themes from Survey Responses...

Housing and Development

- Affordable housing → concerns about housing affordability and impacts of new development
- Rental properties → maintain rentals properties, but limit to maintain community stability
- Development and zoning → maintain Village character amidst growth

Environment and Sustainability

- Protection of agricultural lands → need to protect agricultural lands
- Environmental preservation → emphasis on protecting natural features, maintaining green spaces, urban forests, and green infrastructure
- Sustainability → include sustainability components in future planning and proactive engagement with local residents and schools about sustainability measures

Public Health and Safety

- Safety Concerns → concerns about speeding and the need more traffic control measures
- Health and Wellness → promote healthy lifestyles through accessible public amenities and community activities
- Childcare → limited local childcare puts strain on families
- Local resources → need more local resources like a loan closet, food pantry

Communication and Transparency

- Open Communication → need for open, honest, and transparent communication with residents
- Public involvement → importance of involving the public in major decisions and maintaining transparency

Question 20

What else would you like the Comprehensive Plan Steering Committee to know about Marcellus? (Part 3)

Major Themes from Survey Responses...

Local Government and Leadership

- Village government → distrust of current Village leadership, desire for new leadership, and greater transparency of decision-making
- Collaboration with Town → emphasize the importance of collaboration and shared services with the Town
- Communication → need better communication with residents, including transparency and public involvement in decision-making

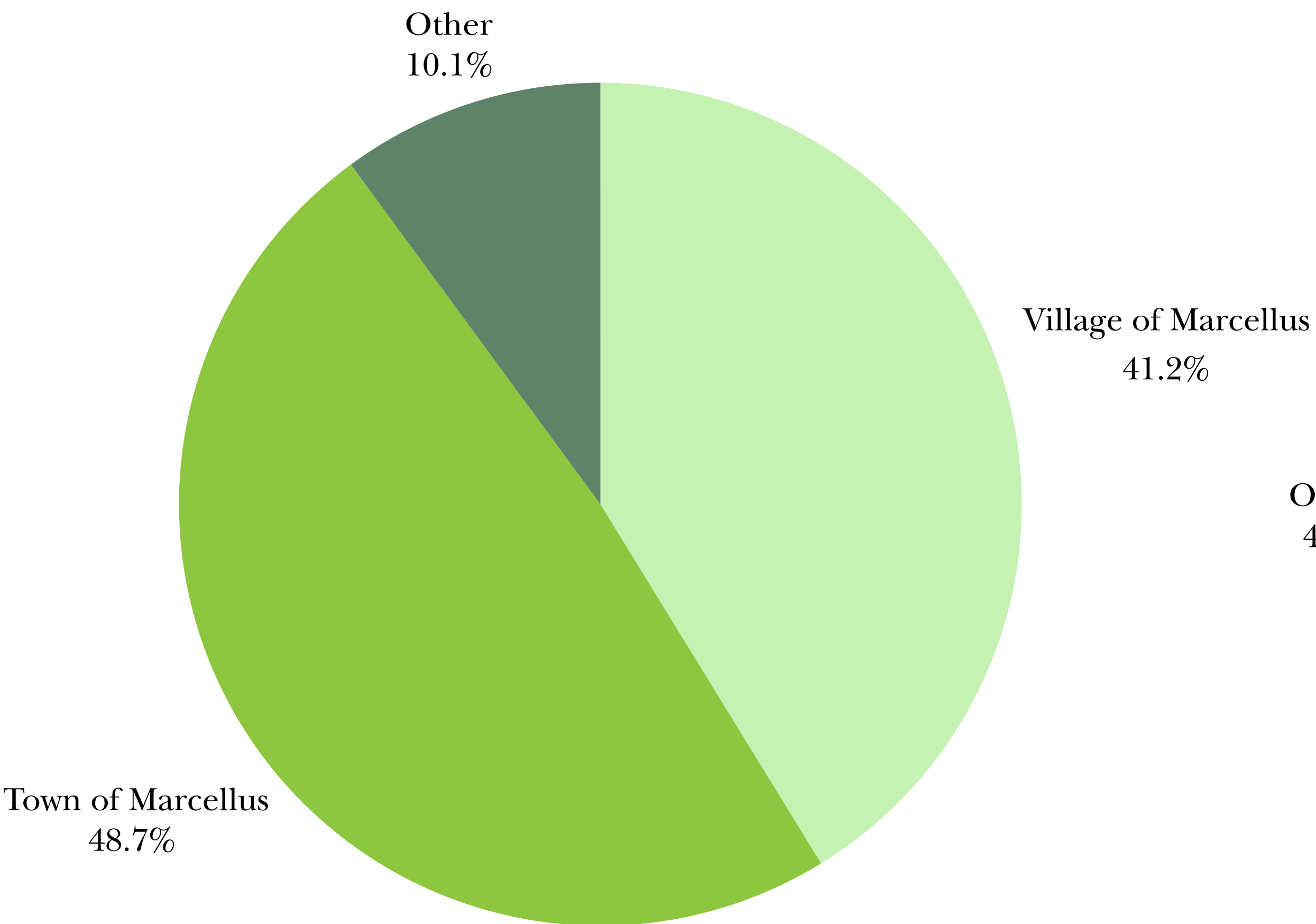
Visitor Experience and Accessibility

- Attracting visitors → need to enhance the Village's appeal to attract visitors and make it a desirable destination
- Accessibility → improve likeability and walkability to enhance accessibility for all residents

Survey Respondent Demographics

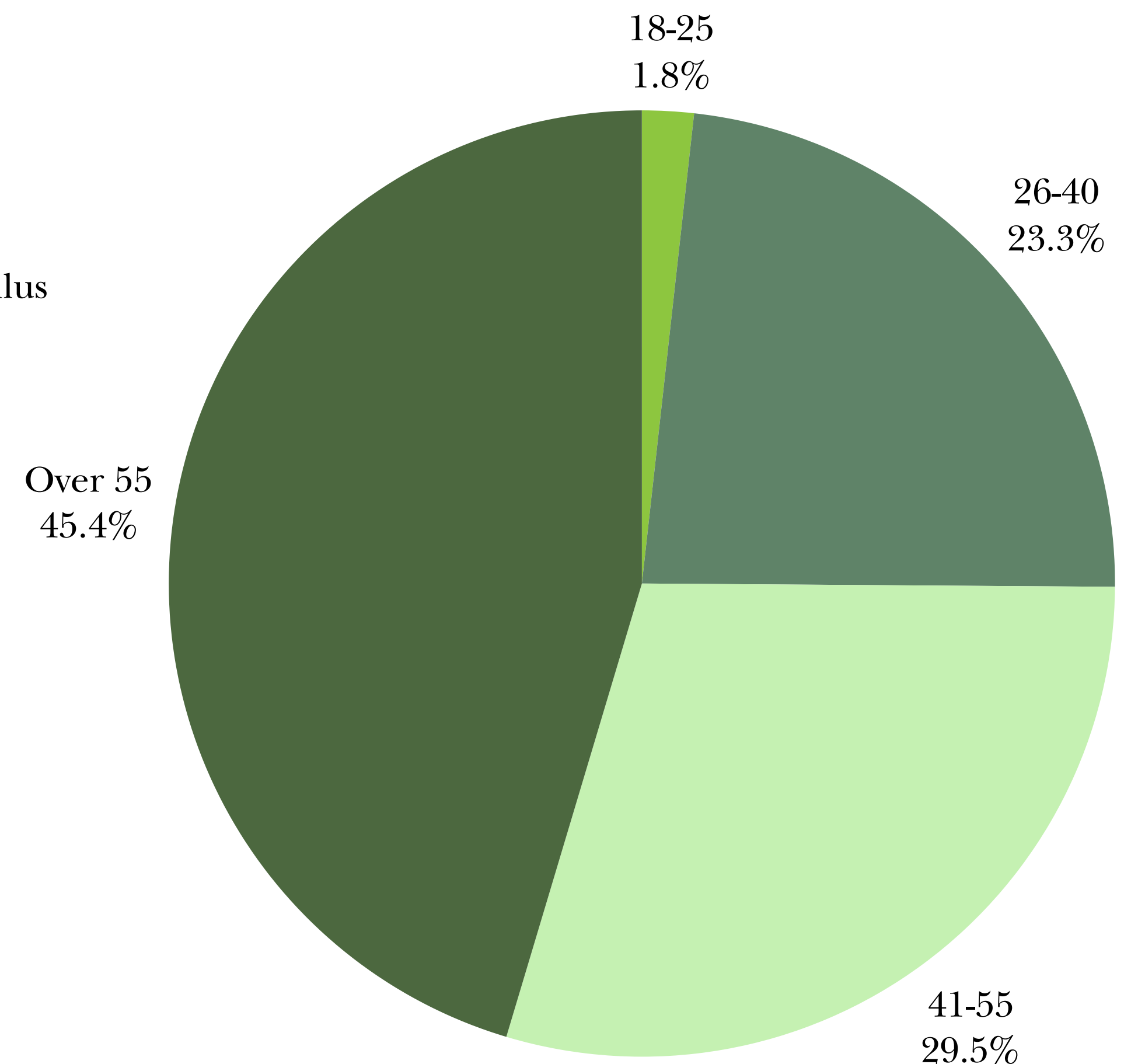
Question 21

Where do you live?



Responses: 231

What category best describes your age?



Responses: 231

