

G.4 Economic Development Opportunities (MCDP)

Appendix G.4 Economic Development Opportunities

PURPOSE AND FINDINGS

The purpose of this section is to examine the economic development potential for the corridor area. This assessment is based on the demographic, social, and economic conditions in the three municipalities in which the corridor is located, as well as the broader regional character of the metropolitan Rochester area. It is a combination of these local and larger regional economic dynamics that will determine the extent of future economic activity in the corridor area and the potential for increased economic development and tourism activity.

Some general findings related to the economic development potential of the corridor are:

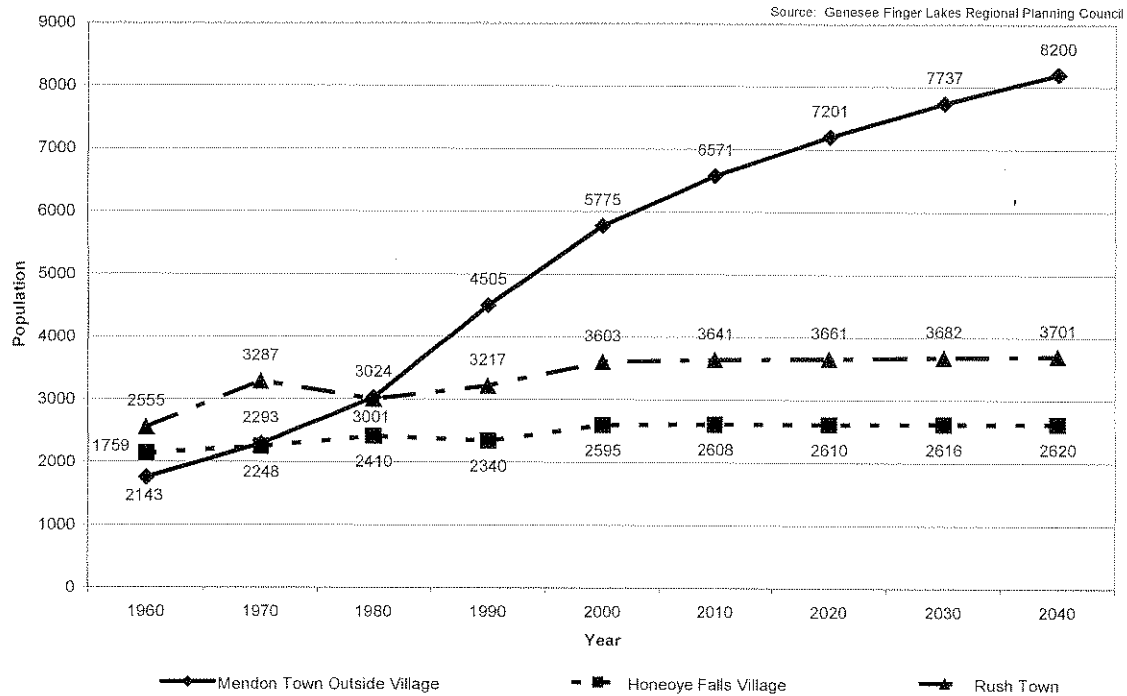
- Population growth and development activity in the corridor area are relatively flat, with residential development overshadowing commercial or industrial development. This would suggest that economic development activity and job creation in the corridor will be modest.
- Household incomes, housing values, and occupational achievement of residents in the corridor area tend to be higher than regional, state and national averages. This would indicate that there is a higher than average disposable income in the corridor that may support some additional commercial development.
- The percentage of persons older than 25 with college level education and the average age of residents of the area exceed regional and national averages. This suggests that the labor force is highly educated which is a major factor in attracting and retaining businesses.
- Business activity, measured by the number of companies growing or expanding, is stable, although there are vacant commercial and business properties in the area. This suggests that there is adequate land area available and zoned for new businesses.
- Tourism related businesses are few and potential for growth in this area will depend on enhancing recreational and tourism opportunities in the corridor. Due to the seasonal nature of the recreational assets in the corridor (Honeoye Creek and trails), supporting year round businesses that are tied to these attractions will be a challenge. Promotional efforts linked to other regional attractions, such as Finger Lakes wineries, the Erie Canal, and the Seaway Trail may afford opportunities to increasing tourism in the corridor.

DEMOGRAPHIC CHARACTERISTICS

The number and age of residents influences the character of economic activity in a community. Larger populations can support a greater number and variety of businesses and the age of residents can influence the type and diversity of commercial and industrial establishments in the community. The rate of population growth also influences the rate of commercial and industrial growth in the community.

Chart 1 shows the historic and projected population of the three corridor municipalities.

Chart 1 - Historic and Projected Population



Rush and Honeoye Falls reflect a stable population base, while Mendon is projected to continue to grow at a rate similar to historic population growth. However, population estimates shown in Table 2 reflect very minor changes in population in the three municipalities since the 2000 Census. It should be noted that these figures are estimates and will not be verified until the completion of the 2010 Census.

Chart 2 - Population Estimates 2000-2007

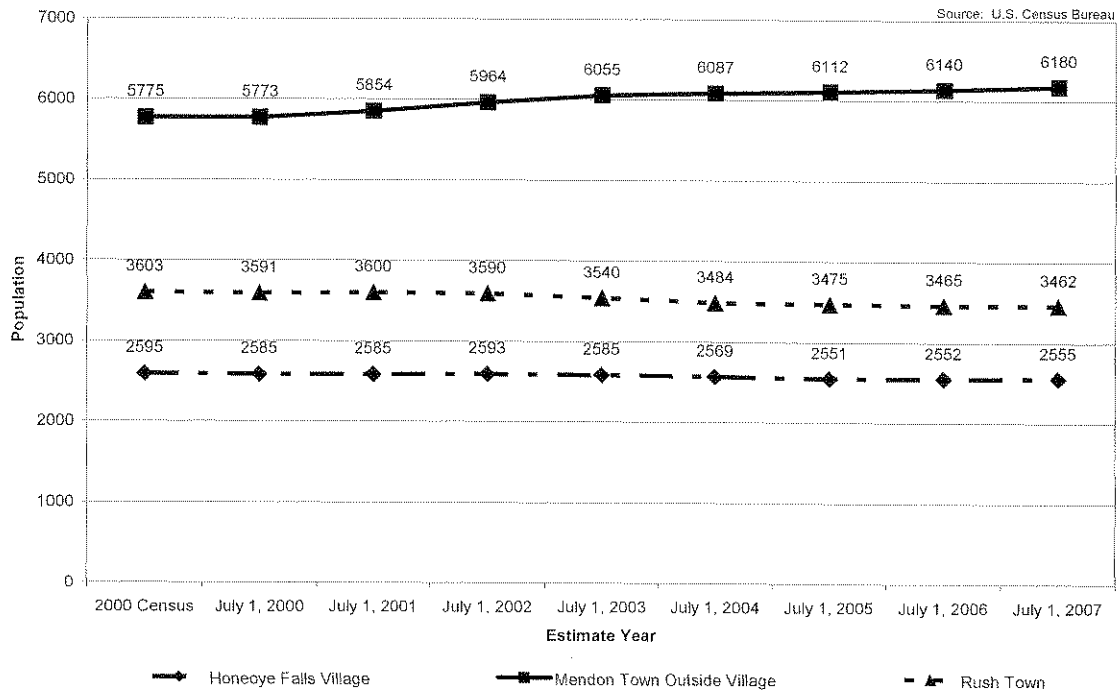


Table 1 contains information regarding the general characteristics of the three municipalities from the 2000 Census. It also compares the three municipalities to Monroe County, New York State, and United States. Some general characteristics from this table:

- The median age of residents in the three municipalities is higher than County, State or National numbers.
- The percent of persons under 5 years of age is less than County, State or National numbers.
- The percent of persons 65 years and over is generally lower than County, State or National numbers.

Table 1 - Demographic Profile
General Characteristics

	Number	Percent	Monroe County	New York State	U.S.
Total Population					
Monroe County	735,343				
Mendon	8,370				
Honeoye Falls	2,595				
Rush	1,962				
Male					
Monroe County	354,327	48.2%		48.2%	49.1%
Mendon	4,079	48.7%	48.2%	48.2%	49.1%
Honeoye Falls	1,156	44.5%	48.2%	48.2%	49.1%
Rush	1,962	54.5%	48.2%	48.2%	49.1%
Female					
Monroe County	381,016	51.8%		51.8%	50.9%
Mendon	4,291	51.3%	51.8%	51.8%	50.9%
Honeoye Falls	1,439	55.5%	51.8%	51.8%	50.9%
Rush	1,641	45.5%	51.8%	51.8%	50.9%
Median Age					
Monroe County	36.1			35.9	35.3
Mendon	39.8		36.1	35.9	35.3
Honeoye Falls	41.2		36.1	35.9	35.3
Rush	39.4		36.1	35.9	35.3
Under 5 Years					
Monroe County	46,977	6.4%		6.5%	6.8%
Mendon	514	6.1%	6.4%	6.5%	6.8%
Honeoye Falls	125	4.8%	6.4%	6.5%	6.8%
Rush	175	4.9%	6.4%	6.5%	6.8%
18 Years and Over					
Monroe County	547,087	74.4%		75.3%	74.3%
Mendon	5,691	71.2%	74.4%	75.3%	74.3%
Honeoye Falls	1,968	75.8%	74.4%	75.3%	74.3%
Rush	2,546	70.7%	74.4%	75.3%	74.3%
65 Years and Over					
Monroe County	95,779	13.0%		12.9%	12.4%
Mendon	908	12.4%	13.0%	12.9%	12.4%
Honeoye Falls	481	18.5%	13.0%	12.9%	12.4%
Rush	398	11.0%	13.0%	12.9%	12.4%

Source: U.S. Census 2000

Additional information was gathered from the 2000 Census regarding economic characteristics of the population. These are shown in Table 2. Some conclusions from this information:

- The percentage of the population in the labor force in the three municipalities generally exceeds the percentages for the County, State and Nation.
- Median household income in the corridor municipalities is significantly higher than the median income for the County, State and Nation.
- The percentage of families and individual below the poverty level is significantly lower than County, State and National percentages.
- The median value of homes in the three municipalities is higher than County, State or National numbers.

Table 2 - Demographic Profile
Economic Characteristics

	Number	Percent	Monroe County	New York State	U.S.
In Labor Force					
Monroe County	374,449	66.0%		61.1%	63.9%
Mendon	4,430	70.8%	66.0%	61.1%	63.9%
Honeoye Falls	1,344	65.3%	66.0%	61.1%	63.9%
Rush	1,883	68.7%	66.0%	61.1%	63.9%
Median Household Income					
Monroe County	\$44,891			\$43,393	\$41,994
Mendon	\$76,369		\$44,891	\$43,393	\$41,994
Honeoye Falls	\$47,413		\$44,891	\$43,393	\$41,994
Rush	\$67,632		\$44,891	\$43,393	\$41,994
Families Below Poverty Level					
Monroe County	15,236	8.2%		11.5%	9.2%
Mendon	50	2.1%	8.2%	11.5%	9.2%
Honeoye Falls	4	0.6%	8.2%	11.5%	9.2%
Rush	8	0.8%	8.2%	11.5%	9.2%
Individuals Below Poverty Level					
Monroe County	79,311	11.2%		14.6%	12.4%
Mendon	251	3.0%	11.2%	14.6%	12.4%
Honeoye Falls	64	2.5%	11.2%	14.6%	12.4%
Rush	17	0.5%	11.2%	14.6%	12.4%
Median Home Value					
Monroe County	\$98,700			\$148,700	\$119,600
Mendon	\$174,900		\$98,700	\$148,700	\$119,600
Honeoye Falls	\$123,500		\$98,700	\$148,700	\$119,600
Rush	\$135,400		\$98,700	\$148,700	\$119,600

Source: U.S. Census 2000

Information regarding certain social characteristics of the population of the three municipalities in the corridor was analyzed. This information is shown in Table 3. Conclusions from this information include:

- Of the population 25 and over (the percentage of which is higher in these three municipalities than Monroe County, the State and Nation), a higher percentage have graduated from high school or higher.
- A significantly higher percentage of persons 25 and older have a Bachelor's degree or higher, than Monroe County, the State or Nation.
- The percentage of the population in the corridor municipalities with a disability is lower than County, State or National percentages.
- The average household size in Mendon and Rush is greater than County, State or National figures.
- The average family size in Honeoye Falls and Rush is lower than County, State or National figures.
- The percent of the population in the corridor municipalities reporting to be of one race, or of the white race, is higher than County, State, or National figures.

Table 3 - Demographic Profile
Social Characteristics

	Number	Percent	Monroe County	New York State	U.S.
Population 25 Years and Over					
Monroe County	477,957	65.0%		66.1%	64.7%
Mendon	5,596	66.9%	65.0%	66.1%	64.7%
Honeoye Falls	1,818	70.1%	65.0%	66.1%	64.7%
Rush	2,401	66.6%	65.0%	66.1%	64.7%
<i>High School Graduation or Higher</i>					
Monroe County	405,547	84.9%		79.1%	80.4%
Mendon	5,292	94.6%	84.9%	79.1%	80.4%
Honeoye Falls	1,695	93.2%	84.9%	79.1%	80.4%
Rush	2,211	92.1%	84.9%	79.1%	80.4%
<i>Bachelor's Degree or Higher</i>					
Monroe County	148,953	31.2%		27.4%	24.4%
Mendon	2,990	53.4%	31.2%	27.4%	24.4%
Honeoye Falls	790	43.5%	31.2%	27.4%	24.4%
Rush	1,058	44.1%	31.2%	27.4%	24.4%
Disability Status (population 5 years and over)					
Monroe County	119,598	17.6%		20.6%	19.3%
Mendon	802	10.2%	17.6%	20.6%	19.3%
Honeoye Falls	362	14.8%	17.6%	20.6%	19.3%
Rush	350	11.0%	17.6%	20.6%	19.3%
General					
<i>Average Household Size</i>					
Monroe County	2.47			2.61	2.59
Mendon	2.70		2.47	2.61	2.59
Honeoye Falls	2.26		2.47	2.61	2.59
Rush	2.62		2.47	2.61	2.59
<i>Average Family Size</i>					
Monroe County	3.08			3.22	3.14
Mendon	3.13		3.08	3.22	3.14
Honeoye Falls	2.95		3.08	3.22	3.14
Rush	2.94		3.08	3.22	3.14

Source: U.S. Census 2000

Table 3 - Demographic Profile
Social Characteristics

Race	Number	Percent	Monroe County	New York State	U.S.
One Race					
Monroe County	721,056	98.1%		96.9%	97.6%
Mendon	8,325	99.5%	98.1%	96.9%	97.6%
Honeoye Falls	2,577	99.3%	98.1%	96.9%	97.6%
Rush	3,574	99.2%	98.1%	96.9%	97.6%
<i>White</i>					
Monroe County	581,961	79.1%		67.9%	75.1%
Mendon	8,158	97.5%	79.1%	67.9%	75.1%
Honeoye Falls	2,521	97.1%	79.1%	67.9%	75.1%
Rush	3,337	92.6%	79.1%	67.9%	75.1%
<i>Black or African American</i>					
Monroe County	101,078	13.7%		15.9%	12.3%
Mendon	60	0.7%	13.7%	15.9%	12.3%
Honeoye Falls	26	1.0%	13.7%	15.9%	12.3%
Rush	178	4.9%	13.7%	15.9%	12.3%
<i>American Indian or Alaska Native</i>					
Monroe County	1,950	0.3%		0.4%	0.9%
Mendon	6	0.1%	0.3%	0.4%	0.9%
Honeoye Falls	4	0.2%	0.3%	0.4%	0.9%
Rush	13	0.4%	0.3%	0.4%	0.9%
<i>Asian</i>					
Monroe County	17,922	2.4%		5.5%	3.6%
Mendon	90	1.1%	2.4%	5.5%	3.6%
Honeoye Falls	20	0.8%	2.4%	5.5%	3.6%
Rush	30	0.8%	2.4%	5.5%	3.6%
<i>Hawaiian or Pacific Islander</i>					
Monroe County	220	0.0%		0.0%	0.1%
Mendon	0	0.0%	0.0%	0.0%	0.1%
Honeoye Falls	0	0.0%	0.0%	0.0%	0.1%
Rush	0	0.0%	0.0%	0.0%	0.1%
<i>Other race</i>					
Monroe County	17,925	2.4%		7.1%	5.5%
Mendon	11	0.1%	2.4%	7.1%	5.5%
Honeoye Falls	6	0.2%	2.4%	7.1%	5.5%
Rush	16	0.4%	2.4%	7.1%	5.5%

Source: U.S. Census 2000

Table 3 - Demographic Profile
Social Characteristics

Race	Number	Percent	Monroe County	New York State	U.S.
Two or More Races					
Monroe County	14,287	1.9%		3.1%	2.4%
Mendon	45	0.5%	1.9%	3.1%	2.4%
Honeoye Falls	18	0.7%	1.9%	3.1%	2.4%
Rush	29	0.8%	1.9%	3.1%	2.4%
Hispanic or Latino (of any race)					
Monroe County	39,065	5.3%		15.1%	12.5%
Mendon	80	1.0%	5.3%	15.1%	12.5%
Honeoye Falls	27	1.0%	5.3%	15.1%	12.5%
Rush	71	2.0%	5.3%	15.1%	12.5%

Source: U.S. Census 2000

LAND USE AND DEVELOPMENT

Examination of the real property records in the corridor municipalities, reports of building activity by the municipalities, and U.S. Census data indicates the following general characteristics:

- Residential and agricultural land uses are the predominant land uses in the corridor.
- The vast majority of building permits are for residential construction.
- The percentages of acreage in commercial and industrial land use are lower than the Monroe County percentage for these categories.
- The percentage of housing units that are owner occupied is higher than County, State or National figures.
- The percentage of housing units that are renter occupied, or vacant, is generally lower in the corridor municipalities than the County, State or National figures.

An analysis of the Monroe County Real Property Tax Services data indicates the following percentage of acreage by various land uses in the corridor communities, as well as a comparison with Monroe County figures:

Table 4: 2008 Land Use by Acreage

	Monroe County	Mendon	Rush	Honeoye Falls
Agricultural	22.7%	25.3%	43.4%	16.3%
Residential	38.6%	46.2%	28.5%	38.7%
Vacant Land	18.6%	15.7%	11.3%	21.7%
Commercial	4.8%	0.3%	0.4%	8.5%
Recreation and Entertainment	2.8%	1.2%	3.7%	0.2%
Community Services	4.4%	0.5%	10.3%	5.3%
Industrial	2.1%	0.6%	0.1%	6.7%
Public Services	1.9%	0.1%	0.9%	1.3%
Wild, Forested, Conservation Lands and Public Parks	4.1%	10.1%	1.4%	1.3%

Source: Real Property File

Table 5 below shows the extent of development activity in the corridor municipalities between 2002 and 2007 by number of residential, industrial, commercial, and community service units permitted (as reported by the municipalities to the Genesee Finger Lakes Regional Planning Council). As noted above, the largest number of permits is for residential construction.

Table 5: Development Activity 2002-2007

	Residential Units	Industrial Units	Commercial Units	Community Service Units
Mendon	179	0	0	0
Rush	54	0	1	0
Honeoye Falls	42	1	2	0
Monroe County	9,385	146	643	28

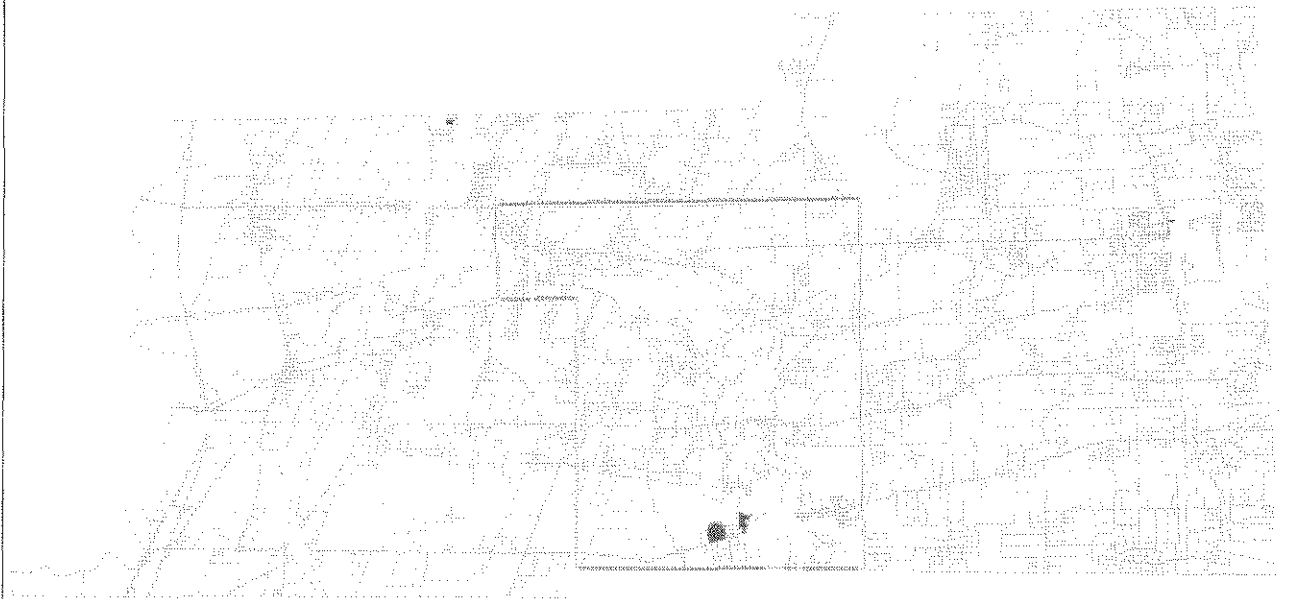
Source: Genesee Finger Lakes Regional Planning Council

Information regarding the year in which residential, commercial and industrial buildings were constructed was derived from Monroe County Real Property Tax Services data and mapped for the corridor area. Map 1 shows development of residential, commercial and industrial parcels between 2000 and 2007 for the three municipalities in the corridor. Map two is the same information focused on the corridor study area. As noted before, residential development predominates, with the exception of commercial and industrial development in the Village of Honeoye Falls.

This development pattern of single family homes on larger lots, or within subdivisions, is typical of rural areas in Monroe County. The commercial and industrial development is occurring in Honeoye Falls were utilities and other supportive infrastructure, as well as appropriately zoned land, is available.




Map 1

Corridor Development 2000-2007



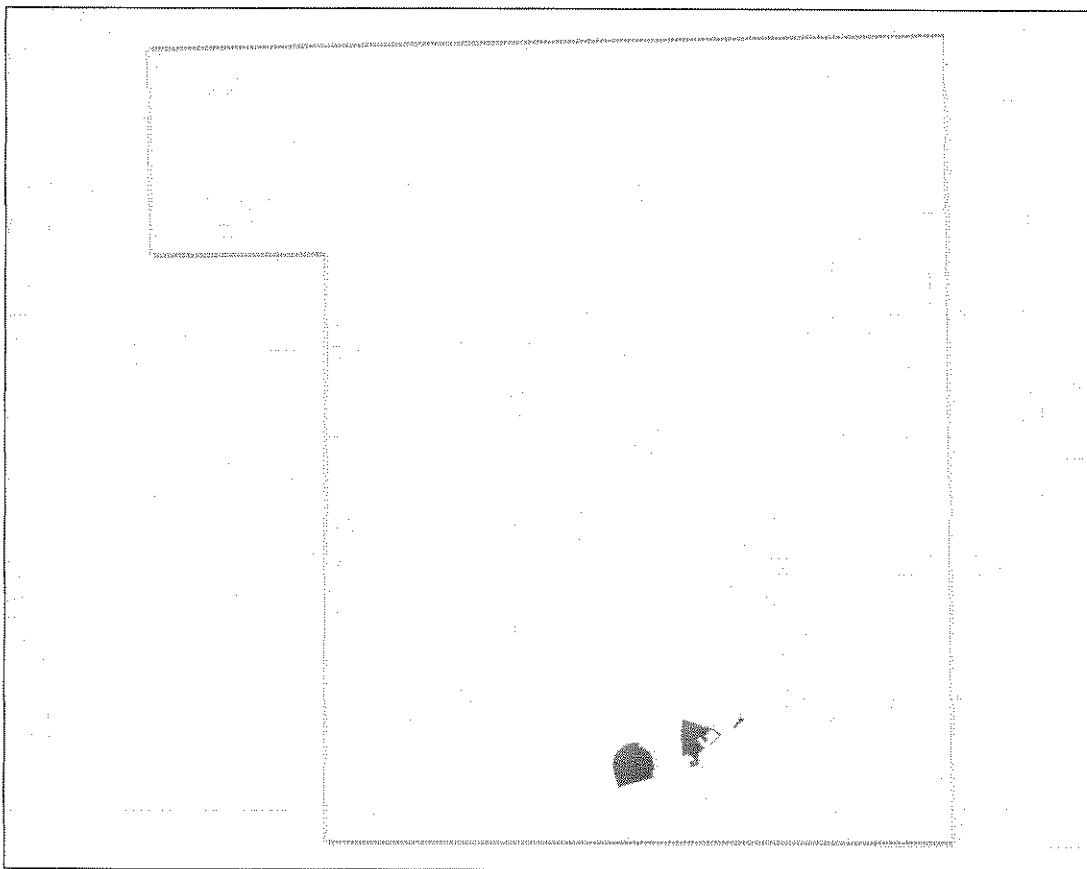
Source: Monroe County Real Property Tax Files, 2008
Prepared by the Monroe County Department of Planning and Development

Legend

-  Project Area
-  Residential Construction 2000-2007
-  Commercial/Industrial Construction 2000-2007

Map 2

Corridor Development 2000-2007



Source: Monroe County Real Property Tax Files, 2008
Prepared by the Monroe County Department of Planning and Development

Legend

-  Project Area
-  Residential Construction 2000-2007
-  Commercial/Industrial Construction 2000-2007

Residential development is the predominant land use in two out of three of the corridor municipalities. As cited in Table 2, median incomes and housing values exceed County, State and National figures. In terms of housing tenure as shown in Table 6, the percent of owner occupied housing units in the corridor municipalities exceeds County, State and National figures.

Table 6: Housing Occupancy

Location	Total # of Housing Units	% Owner Occupied	% Renter Occupied	% Vacant
Mendon	3,138	83%	17%	2%
Rush	1,300	90%	10%	3%
Honeoye Falls	1,156	62%	38%	4%
Monroe County	304,388	65%	35%	6%
New York State	7,679,307	53%	47%	8%
United States	115,904,641	66%	34%	9%

Source: U.S. Census

Data on the year that housing structures were built (Tables 7, 8, and 9) reveals that a significant percentage of the housing structures in the three corridor communities have been built since 1970 (Mendon 41%; Rush 44%; Honeoye Falls 36%).

Table 7: Year Housing Structure Built, Town of Mendon

	1939 or earlier	1940 to 1959	1960 to 1969	1970 to 1979	1980 to 1989	1990 to 1994	1995 to 2000
# of housing units	770	389	207	466	672	321	313
% of total housing units	25%	12%	7%	15%	21%	10%	10%

Source: U.S. Census

Table 8: Year Housing Structure Built, Town of Rush

	1939 or earlier	1940 to 1959	1960 to 1969	1970 to 1979	1980 to 1989	1990 to 1994	1995 to 2000
# of housing units	388	174	179	163	209	90	97
% of total housing units	30%	13%	14%	13%	16%	7%	8%

Source: U.S. Census

Table 9: Year Housing Structure Built, Village of Honeoye Falls

	1939 or earlier	1940 to 1959	1960 to 1969	1970 to 1979	1980 to 1989	1990 to 1994	1995 to 2000
# of housing units	444	225	81	168	86	78	76
% of total housing units	38%	19%	7%	15%	7%	7%	7%

Source: U.S. Census

Retail, commercial and industrial land uses are a small percentage of the total land use acreage in the corridor communities. Retail uses are concentrated in the Village of Honeoye Falls and the Rush hamlet area. Industrial uses are concentrated in the Village of Honeoye Falls. All of the corridor communities appear to have sufficient land area zoned for retail, commercial and industrial uses.

Census data on employment by industry (Tables 10, 11 and 12) indicate that the largest percentages of residents employed are in manufacturing, retail trade, and educational, health and social services fields. This data reflects the types of employment of residents, not the types of jobs that are located within the corridor area.

Table 10: Employment by Industry, Town of Mendon (2000)

Industry	# Employed	Percent
Agriculture, forestry, fishing and hunting, and mining	11	.3%
Construction	261	6%
Manufacturing	814	18.7%
Wholesale trade	239	5.5%
Retail Trade	465	10.7%
Transportation and warehousing, and utilities	120	2.8%
Information	124	2.8%
Finance, insurance, real estate, and rental and leasing	256	5.9%
Professional, scientific, management, administrative and waste management services	566	13%
Educational, health and social services	1,050	24.1%
Arts, entertainment, recreation, accommodation and food services	189	4.3%
Other services (except public administration)	147	3.4%
Public administration	119	2.7%

Source: U.S. Census

Table 11: Employment by Industry, Town of Rush (2000)

Industry	# Employed	Percent
Agriculture, forestry, fishing and hunting, and mining	14	.8%
Construction	77	4.2%
Manufacturing	326	17.7%
Wholesale trade	98	5.3%
Retail Trade	201	10.9%
Transportation and warehousing, and utilities	146	7.9%
Information	44	2.4%
Finance, insurance, real estate, and rental and leasing	51	2.8%
Professional, scientific, management, administrative and waste management services	182	9.9%
Educational, health and social services	464	25.2%
Arts, entertainment, recreation, accommodation and food services	53	2.9%
Other services (except public administration)	122	6.6%
Public administration	62	3.4%

Source: U.S. Census

Table 12: Employment by Industry, Village of Honeoye Falls (2000)

Industry	# Employed	Percent
Agriculture, forestry, fishing and hunting, and mining	4	.3%
Construction	96	7.2%
Manufacturing	187	14.1%
Wholesale trade	29	2.2%
Retail Trade	163	12.3%
Transportation and warehousing, and utilities	23	1.7%
Information	26	2%
Finance, insurance, real estate, and rental and leasing	58	4.4%
Professional, scientific, management, administrative and waste management services	170	12.8%
Educational, health and social services	363	27.4%
Arts, entertainment, recreation, accommodation and food services	83	6.3%
Other services (except public administration)	62	4.7%
Public administration	61	4.6%

Source: U.S. Census

Similar data on employment by occupation (Tables 13, 14 and 15) indicates that the most dominant occupation of persons employed is management, professional and related occupations. This is followed by sales and office occupations, and service occupations.

Table 13: Employment by Occupation, Town of Mendon (2000)

Occupation	# Employed	Percent
Management, professional and related occupations	2,533	58.1%
Service occupations	339	7.8%
Sales and office occupations	998	22.9%
Farming, fishing and forestry occupations	0	0.0%
Construction, extraction and maintenance occupations	242	5.5%
Production, transportation, and material moving occupations	249	5.7%

Source: U.S. Census

Table 14: Employment by Occupation, Town of Rush (2000)

Occupation	# Employed	Percent
Management, professional and related occupations	914	49.7%
Service occupations	144	7.8%
Sales and office occupations	481	26.1%
Farming, fishing and forestry occupations	0	0.0%
Construction, extraction and maintenance occupations	118	6.4%
Production, transportation, and material moving occupations	183	9.9%

U.S. Census

Table 15: Employment by Occupation, Village of Honeoye Falls (2000)

Occupation	# Employed	Percent
Management, professional and related occupations	676	51.0%
Service occupations	142	10.7%
Sales and office occupations	312	23.5%
Farming, fishing and forestry occupations	0	0.0%
Construction, extraction and maintenance occupations	103	7.8%
Production, transportation, and material moving occupations	92	6.9%

Source: U.S. Census

Business activity in the corridor area is generally stable. There are pockets of vacant commercial and retail properties in the Rush hamlet and the Village of Honeoye Falls. There are a number of high tech industrial uses in the corridor area that have experienced job growth and expansion through assistance from the County of Monroe Industrial Development Agency (COMIDA). Efforts to retain and expand existing businesses should be continued. Since 1979, over \$25 million has been invested in business expansion in the corridor communities helping to retain over 600 jobs and create 350 new jobs.