
ACTION PLAN MATRIX

VI. ACTION PLAN MATRIX

Project	Implementation Measure	Project Leader / Potential Partners	Time Frame	Estimated Cost / Possible Resources	Benchmark
Adopt Main Street Corridor Strategic Plan	<ul style="list-style-type: none"> Formally adopt Plan according to local policy to support and enable implementation 	<ul style="list-style-type: none"> Village Board 	Immediate	N/A	N/A
BUSINESSES and SERVICES					
Provide needed drug and prescription services	<ul style="list-style-type: none"> Recruit a small pharmacy that can adaptively re-use an existing building or construct a new building consistent with Village goals and policies 	<ul style="list-style-type: none"> IDA Groton Business Association Local Real Estate Representative Village of Groton 	Long Term	<ul style="list-style-type: none"> Local time and commitment Staff time of IDA 	N/A
Renovate and maintain facades in the downtown area	<ul style="list-style-type: none"> Promote the façade renovation loan program 	<ul style="list-style-type: none"> Village Board The First National Bank of Groton Groton Business Association Thoma Development Consultants 	Short Term	<ul style="list-style-type: none"> \$5,000 - \$10,000 per facade Village community development funds The First National Bank of Groton Main Street NY Funds 	N/A
Reoccupy vacant storefronts and buildings	<ul style="list-style-type: none"> Rehabilitate facades and interiors of buildings Promote vacant space to Tompkins County area business publications, and Chamber of Commerce Occupy vacant storefronts with window displays of local artwork or event promotion materials 	<ul style="list-style-type: none"> Village of Groton Groton Business Association Property owners Chamber of Commerce IDA Local Real Estate Representative 	Ongoing	<ul style="list-style-type: none"> Local time and commitment Chamber of Commerce IDA USDA Community Facilities program 	5

Short Term = from time of adoption until about 3 years out
 Long Term = 4-8 years from the time of adoption
 Ongoing = Constantly applying the strategy in the community

Project	Implementation Measure	Project Leader / Potential Partners	Time Frame	Estimated Cost / Possible Resources	Benchmark
Provide a community grocery store	<ul style="list-style-type: none"> Recruit a grocery store that can adaptively re-use an existing building or construct a new building consistent with Village goals and policies 	<ul style="list-style-type: none"> IDA Groton Business Association Local Real Estate Representative Village of Groton 	Long Term	<ul style="list-style-type: none"> Local time and commitment Staff time of IDA 	N/A
TRANSPORTATION					
Improve pedestrian safety	<ul style="list-style-type: none"> Install marked/textured crosswalks Install mid-block crossings and curb extension 	<ul style="list-style-type: none"> Village of Groton Village DPW NYS Department of Transportation Groton Business Association 	Short Term	<ul style="list-style-type: none"> Municipal Budget NYS Department of Transportation SAFETEA-LU 	4
Replace deteriorated sidewalks	<ul style="list-style-type: none"> Eliminate sidewalk cracks, dislocations, and unevenness along Peru Road and in places where higher pedestrian traffic is present 	<ul style="list-style-type: none"> Village of Groton Village DPW NYS Department of Transportation Adjacent property owners 	Ongoing	<ul style="list-style-type: none"> \$7.00 - \$8.00/ sq. ft. Municipal Budget NYS Department of Transportation SAFETEA-LU Cost share with property owners 	N/A
Identify additional lots where public parking is available	<ul style="list-style-type: none"> Install a matching public parking sign at the base of Elm St. 	<ul style="list-style-type: none"> Village of Groton 	Short Term	<ul style="list-style-type: none"> Municipal budget 	N/A
DOWNTOWN COORDINATION					
Establish a subcommittee within the Groton Business Association to address Main Street and downtown Groton issues.	<ul style="list-style-type: none"> Identify core individuals for the organization of subcommittee Attend downtown revitalization meetings/workshops Develop plan of action and focus on small, easily accomplished, highly visible projects first 	<ul style="list-style-type: none"> Groton Business Association Village of Groton Chamber of Commerce Downtown Property and business owners 	Short Term	<ul style="list-style-type: none"> Downtown businesses Downtown property owners Thoma Development Consultants 	2

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Promote downtown and Main Street Groton	<ul style="list-style-type: none"> • Work with Tompkins County Tourism Bureau on promotional methods specific for Main Street Groton 	<ul style="list-style-type: none"> • Village of Groton • Groton Business Association 	Ongoing	<ul style="list-style-type: none"> • Municipal Budget 	N/A
INFRASTRUCTURE and UTILITIES					
Replace undersized water main in the vicinity of the High School	<ul style="list-style-type: none"> • Reallocate financial resources to help finance the project • Schedule work in coordination with other Village DPW efforts • Install new main 	<ul style="list-style-type: none"> • Village of Groton • Village DPW 	Short Term	<ul style="list-style-type: none"> • Village Budget 	N/A
Create a wireless internet district in the village center	<ul style="list-style-type: none"> • Assemble a WiFi task force to research providers • Seek out interested providers • Provide availability and access of existing building and light pole infrastructure for necessary equipment 	<ul style="list-style-type: none"> • Village of Groton • Groton Business Association • Qualified Consultant www.muniwireless.com www.w2i.org 	Long Term	<ul style="list-style-type: none"> • Local time commitment 	N/A
LAND USE and ZONING					
Develop vacant lot adjacent to gas station	<ul style="list-style-type: none"> • Resolve obstacles with property management and ownership • Enter into marketing agreement with the owner of the site 	<ul style="list-style-type: none"> • Property owner • Village of Groton • Groton Business Association • IDA • Local Realtor 	Long Term	<ul style="list-style-type: none"> • Local time commitment • Downtown business owners • County Economic Development Office • Groton Business Association • Thoma Development Consultants 	3

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Create design guidelines/standards for Main Street developments	<ul style="list-style-type: none"> • Adopt site plan review amendments in the zoning law • List desired physical features of development that could potentially locate within the Main Street corridor • Develop design guidelines/standards for physical alterations and development • Develop concept images into design guidelines • Establish a reviewing body 	<ul style="list-style-type: none"> • Village of Groton • Village Planning Board • Tompkins County Planning Department • Qualified consultant/Architect 	Short Term	<ul style="list-style-type: none"> • \$5,000 • NYS Quality Communities Program • NYS Department of State, Division of Local Government Services • New York Planning Federation • American Planning Association • Tompkins County Planning Department 	3
Amend zoning districts in village center	<ul style="list-style-type: none"> • Adopt a zoning map amendment that allows for desired development in the village center 	<ul style="list-style-type: none"> • Village of Groton • Village Planning Board 	Short Term	<ul style="list-style-type: none"> • Local time commitment • Tompkins County Planning Department 	3
DESIGN and STREETScape					
Upgrade curbing along intersection side streets	<ul style="list-style-type: none"> • Reallocate funds to allow for installation of new curbing on side streets • Coordinate curbing project with Village DPW 	<ul style="list-style-type: none"> • Village of Groton • Village DPW 	Long Term	<ul style="list-style-type: none"> • Village budget 	N/A
Create greenstrips along Main Street	<ul style="list-style-type: none"> • Break up large expanses of pavement with new grassy medians • Plant street trees and shrubs to soften the visual impact of the built environment • Share driveways where possible 	<ul style="list-style-type: none"> • Village of Groton • Village Planning Board 	Ongoing	<ul style="list-style-type: none"> • Village Planning Board • Property owners 	N/A

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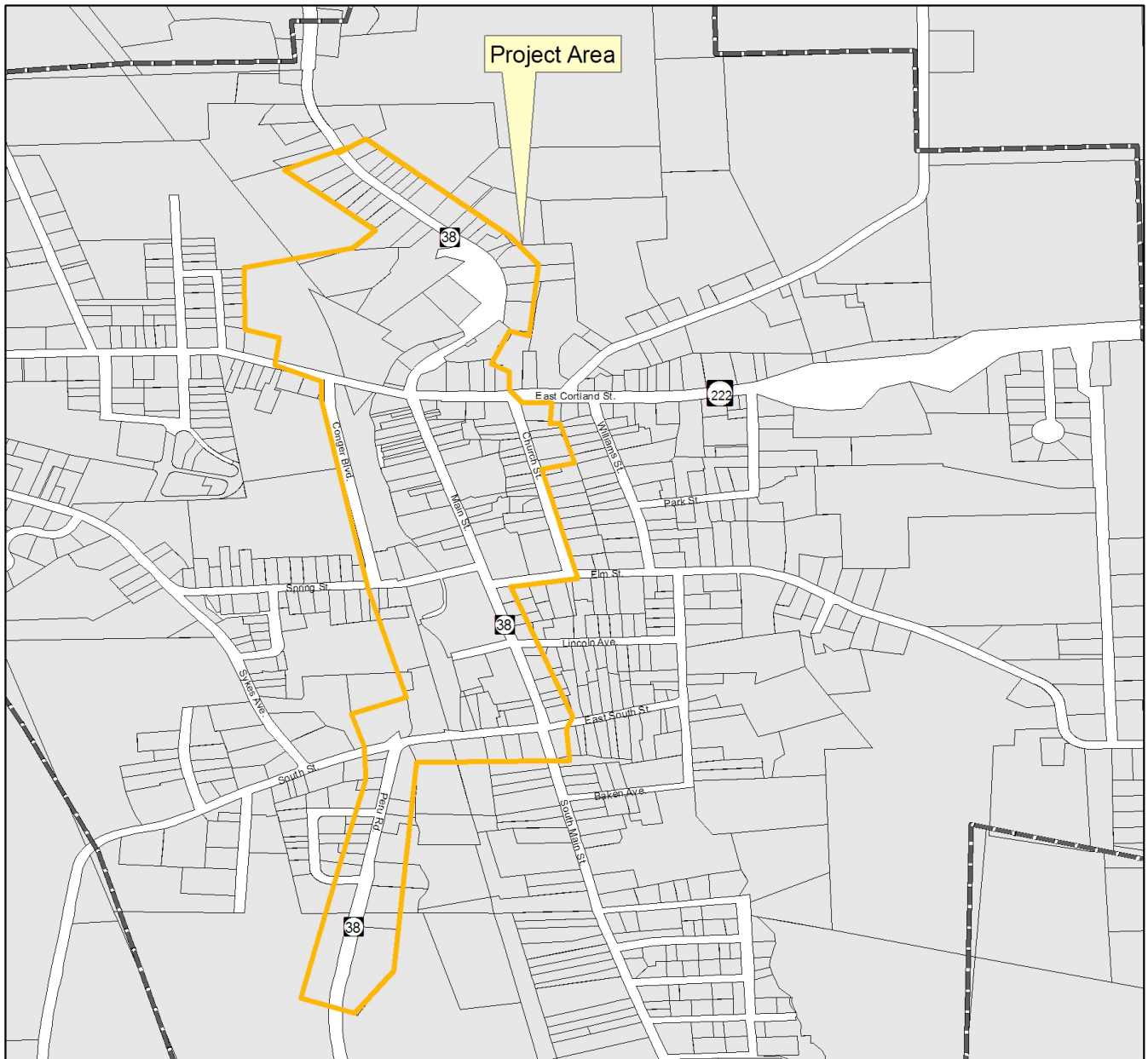
Project	Implementation Measure	Project Leader / Potential Partners	Time Frame	Estimated Cost / Possible Resources	Benchmark
Create a welcoming gateway into the Main Street area	<ul style="list-style-type: none"> Install attractive and appropriate signs on Route 38 and Route 222. 	<ul style="list-style-type: none"> Village of Groton Planning Board Groton Business Association 	Long Term	<ul style="list-style-type: none"> Municipal budget 	N/A
HISTORIC and ARCHITECTURAL RESOURCE PRESERVATION					
Inventory historic resources	<ul style="list-style-type: none"> Conduct a historic resources survey Use documentation to aid in securing preservation and rehabilitation grants List eligible properties on the State and National Register of Historic Places 	<ul style="list-style-type: none"> Village Board Property Owners Village Planning Board Qualified Consultant 	Long Term	<ul style="list-style-type: none"> Municipal Budget Quality Communities Program Rural NY Grant Program 	N/A
PARKS, RECREATION, and OPEN SPACE					
Create a parks master plan	<ul style="list-style-type: none"> Appoint committee and involve public in plan making process Assess issues of proximity, accessibility, park connectivity and equity Inventory parks and conditions 	<ul style="list-style-type: none"> Village of Groton Town of Groton Village of Freeville Tompkins County Planning Department Property Owners 	Short Term	<ul style="list-style-type: none"> \$10,000-\$15,000 Municipal Budget Quality Communities Program 	1
Reconfigure and reorient Conger Boulevard Park	<ul style="list-style-type: none"> Relocate and reorient existing gazebo Change landscaping and picnic facilities Clean, stabilize, and beautify shoreline of Owasco Lake Inlet Reuse the historic bridge 	<ul style="list-style-type: none"> Village of Groton New York State DEC US Army Corps of Engineers Tompkins County Planning Department NYS Office of Parks, Recreation and Historic Preservation 	Long Term	<ul style="list-style-type: none"> Municipal Budget Quality Communities Program Environmental Protection Fund 	1

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Install greenspace in municipal parking lot around pedestrian bridge and shoreline	<ul style="list-style-type: none"> Relocate parking spaces against Main Street buildings Install grass area with trees and landscaping between parking area and inlet Clean, enhance, and stabilize Owasco Lake Inlet shoreline 	<ul style="list-style-type: none"> Village of Groton Business and property owners NYS DEC US Army Corps of Engineers NYS Office of Parks, Recreation, and Historic Preservation 	Short Term	<ul style="list-style-type: none"> Municipal Budget Quality Communities Program Environmental Protection Fund 	1
Develop riverwalk trail	<ul style="list-style-type: none"> Develop and adopt parks master plan Identify and solicit cooperation from property owners where necessary Seek funding partners 	<ul style="list-style-type: none"> Village of Groton Town of Groton Village of Freeville Tompkins County Planning Department Groton Business Association 	Short Term	<ul style="list-style-type: none"> NYS Environmental Protection Fund SAFETEA-LU Municipal budget 	1

APPENDIX A

Village of Groton, Main Street Corridor Target Area



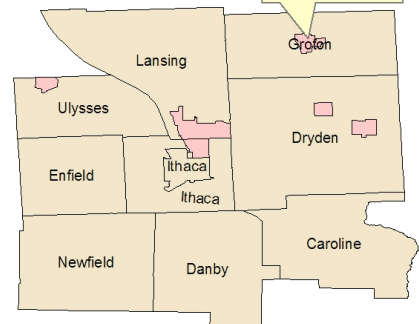
0 400 800 1,600 Feet

Legend

-  Village of Groton Boundary
-  Tompkins County Tax Parcels



Tompkins County




Village of Groton

Crosswalk Locations - A

2003 Aerial Photo
2-foot resolution, infrared



Legend

 Main Street Corridor Target Area

Potential location for mid-block crossing



Main Street

Church St.

Wilson Farms

Potential location for mid-block crossing



Marked Crosswalk Location

Spring St.

Elm St.



222


Village of Groton

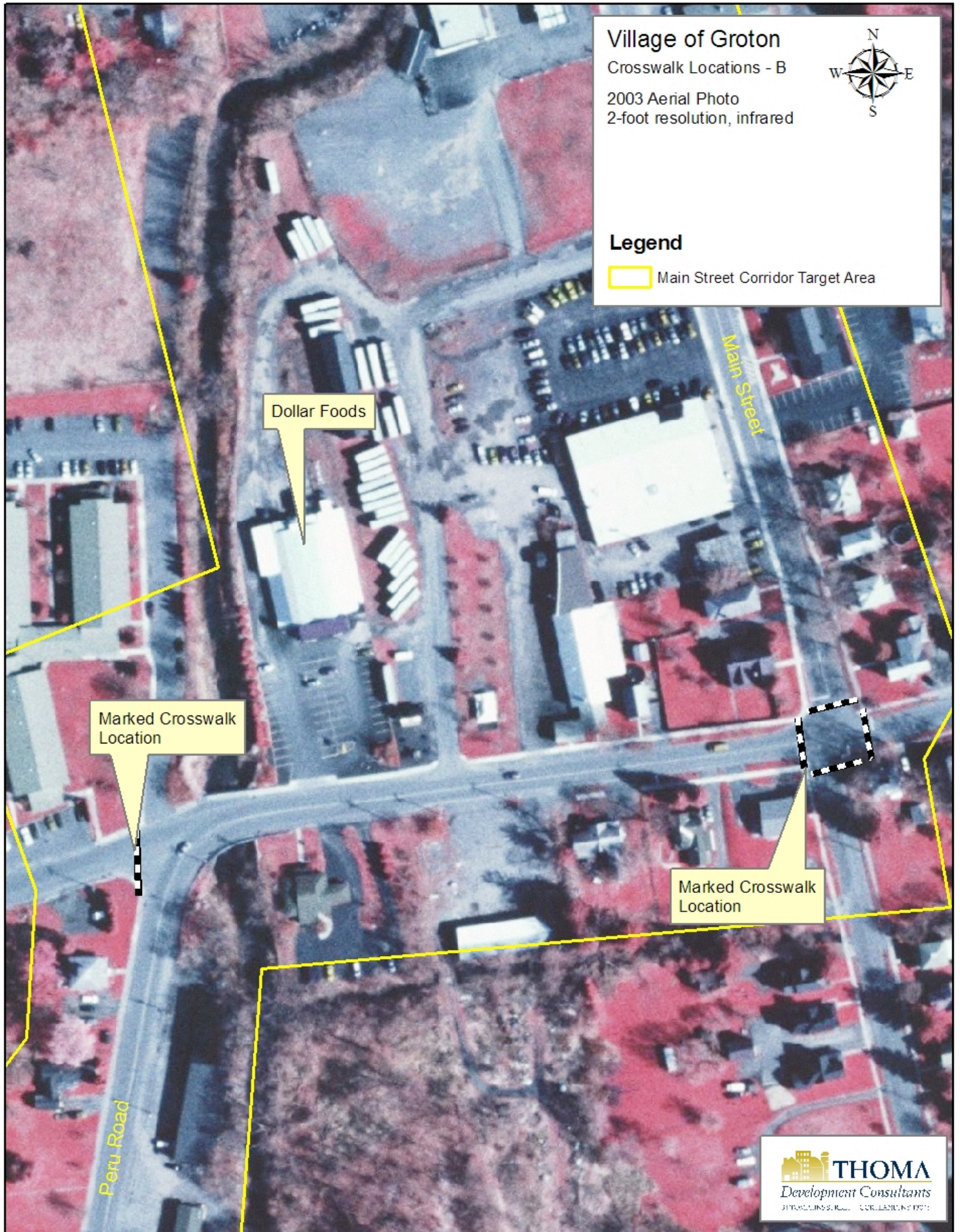
Crosswalk Locations - B

2003 Aerial Photo
2-foot resolution, infrared



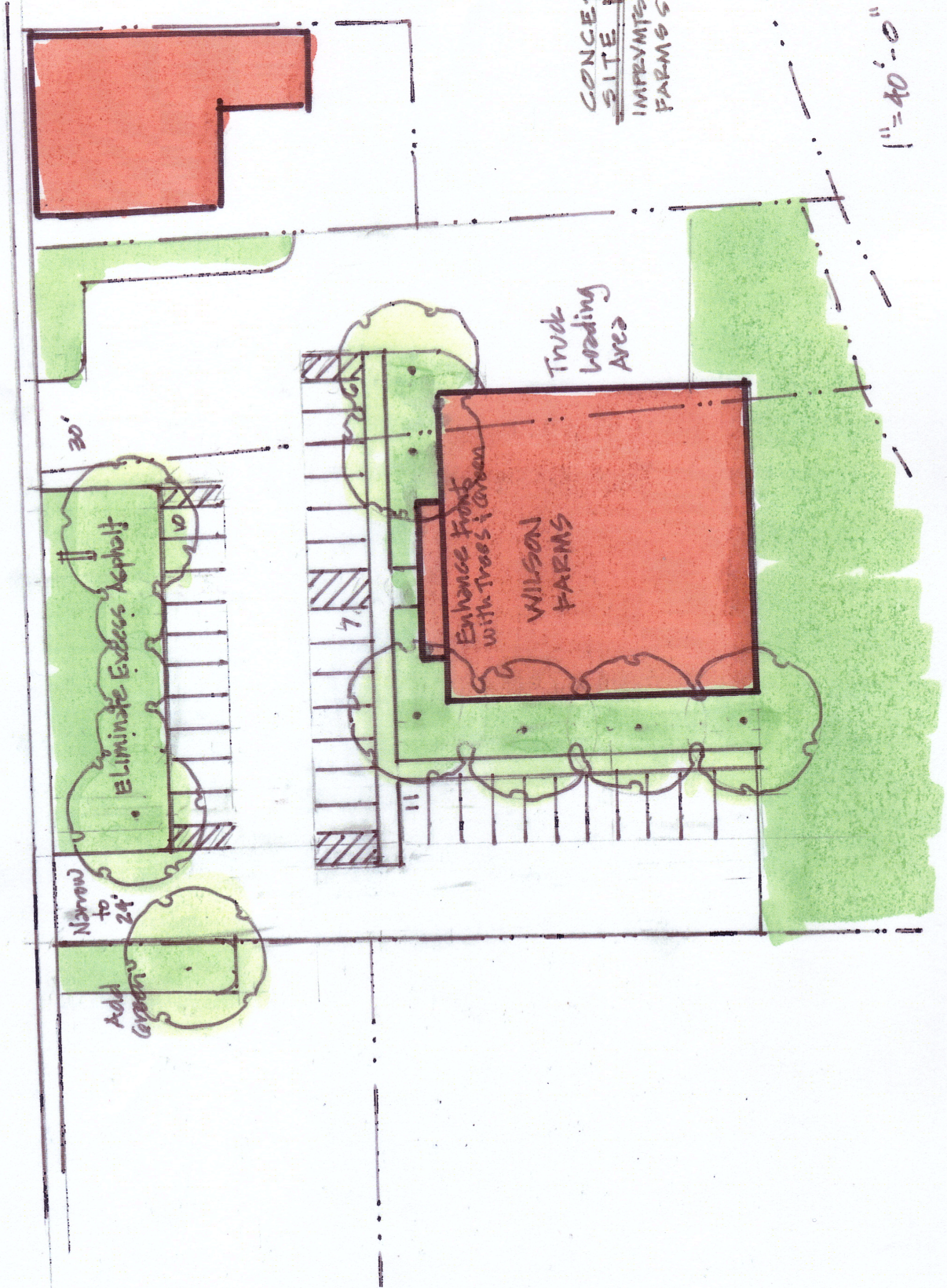
Legend

 Main Street Corridor Target Area



APPENDIX B

← MAIN STREET



CONCEPTUAL
SITE PLAN
IMPROVEMENTS TO WILSON
FARMS SITE



1" = 40'-0"

CONCEPTUAL SITE PLAN
MOBILE STATION IMPRYMTS.
MAIN ST SPRING ST. RAILROAD ST
CAR DEALERSHIP IMPRYMTS.

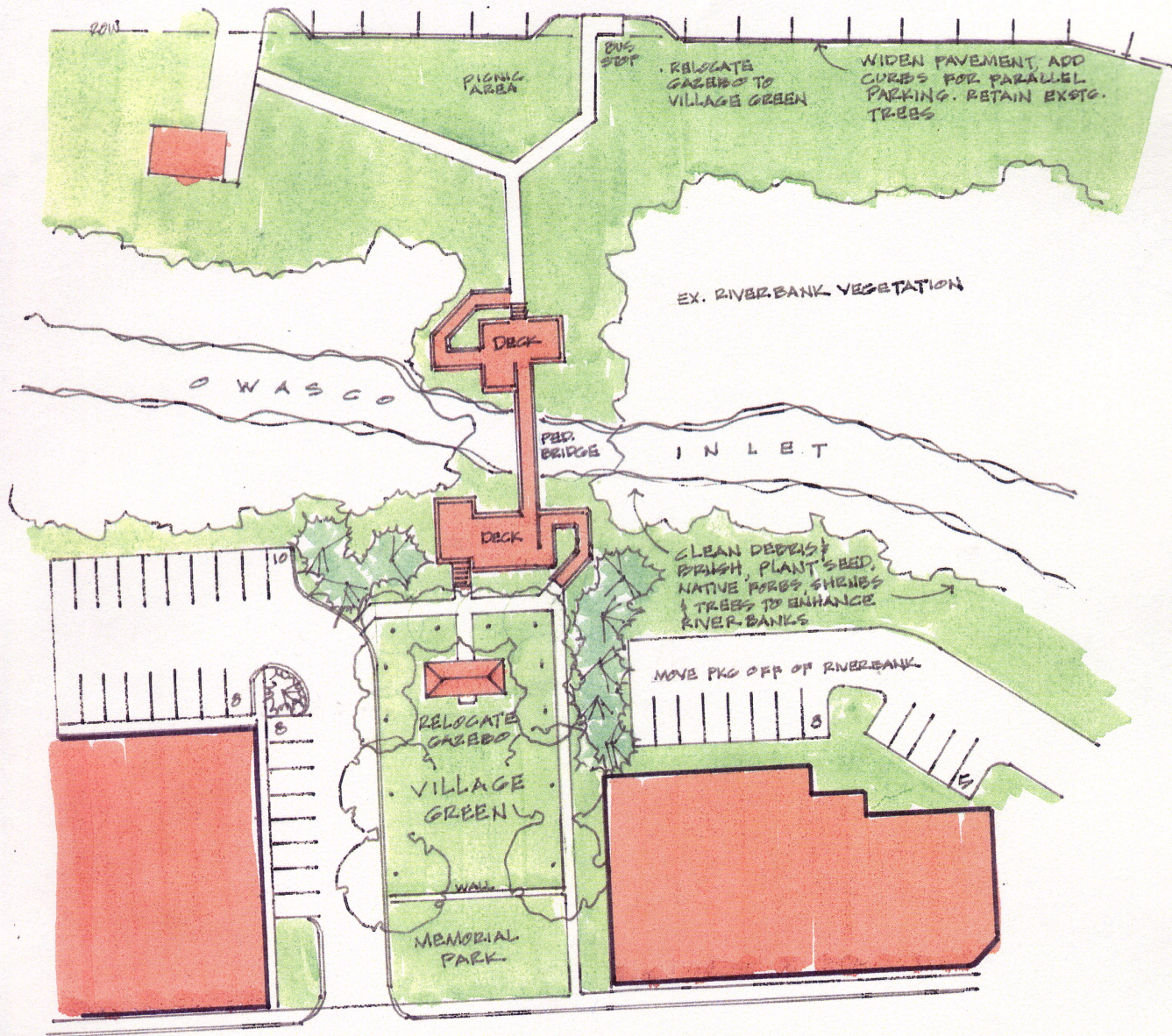
OWASCO INLET



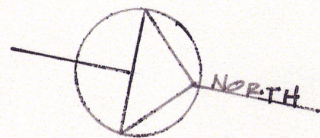
1" = 100'



--- ROW ---
C O N G E R B L V D.



MAIN STREET
(NYS ROUTE 35)



CONCEPTUAL PLAN - VILLAGE GREEN & RIVERBANK IMPROVEMENTS
VILLAGE OF GROTON
1" = 40'-0"
BY: GETTER, RLA FOR THOMA DEVELOPMENT CONSULTANTS

APPENDIX C

GROTON MAIN STREET STRATEGIC PLAN RESIDENT SURVEY

270 surveys mailed. 94 returned = 35% response rate.

I. ABOUT YOU

1. Are you:

Male 52% Female 48%

2. What is your age?

1% 18-25 13% 26-35 20% 36-45 26% 46-55 17% 56-64 22% 65+

3. How many years have you lived in the Village of Groton?

1% Less than 1 year 15% 1-5 years 12% 6-10 years
20% 11-20 years 15% 21-30 years 37% 30+ years

4. Are you retired?

Yes 27%
 No 72%

5. Do you work?

Yes 71%
 No 27%

If **yes**, where do you work?

31% Groton 43% Ithaca 7% Cortland 20% Other _____

II. MAIN STREET CHARACTER

6. Please rate the following about Main Street's existing conditions. (Please check one in each category)

	Excellent	Good	Satisfactory	Fair	Poor
Friendly Atmosphere	14%	51%	26%	6%	1%
Quality of services	5%	38%	32%	18%	3%
Types/Variety of businesses	3%	19%	19%	38%	18%
Sidewalks	9%	48%	24%	12%	5%
Traffic	4%	29%	34%	18%	11%
Hours Businesses are Open	4%	41%	34%	13%	5%
Noise	3%	34%	34%	16%	10%
Handicap Accessibility	2%	35%	28%	17%	7%
Code Enforcement	4%	34%	34%	13%	9%
Downtown Community Events	9%	44%	17%	19%	9%
Business Organization	3%	33%	26%	23%	5%
Historic Character	5%	39%	27%	21%	3%
Safety	6%	44%	28%	12%	7%
Lighting	16%	46%	22%	10%	3%
Parking	5%	38%	28%	15%	10%
Cleanliness	7%	43%	31%	13%	3%
Building Conditions	1%	16%	32%	34%	12%
Maintenance	3%	33%	33%	20%	5%
Police Protection	13%	47%	27%	9%	4%

7. Which best describes how the Groton Main Street has changed since you moved here?

- 35%** The Main Street has become a more desirable place to live, work, or do business
- 17%** The Main Street become a less desirable place to live, work, or do business
- 27%** The Main Street has not changed in its desirability as a place to live, work, or do business
- 10%** No opinion
- 1%** Other _____

III. COMMUNITY SERVICES

8. On average, how often do you purchase goods or services within the Village of Groton? (Please check one)

- 33%** Daily **46%** Once a week **17%** A few times per month **2%** Once a month
- 1%** Less than once a month **1%** Never

9. What business do you go to most frequently in the Main Street area? _____

10. Where do you go to shop for groceries?

- 17%** Groton **27%** Ithaca **89%** Cortland **9%** Triphammer Rd. Area Other _____

11. Where are the top 3 places you shop for goods and services?

- 46%** Groton **66%** Ithaca **91%** Cortland **50%** Triphammer Rd. Area
- 10%** Syracuse **4%** Binghamton **7%** Other _____

12. What type of businesses, products, and services (including health care) would you like to see in the Village of Groton? _____

13. Are there areas of the Main Street where safety should be improved for pedestrians? (Check all that apply)

- 71%** Hotel corner **9%** School **23%** Post Office
- 5%** Bank **15%** Other _____ **11%** No improvements needed

14. Which issues should be given special emphasis during the Main Street Strategic planning process? (Check all that apply)

- 40%** Employment opportunities **13%** Housing opportunities
- 54%** Development of vacant sites **47%** Parking and traffic circulation
- 36%** Protection of historic buildings and sites **17%** Other _____

15. How would you like the Main Street to look 5 to 10 years down the road? _____

APPENDIX D

MENTAL MAP FINDINGS

PATHS

- Six out of seven maps contained roads built for vehicular traffic. Most people oriented themselves by drawing these roads.
- One out of seven maps contained sidewalks.
- One out of seven maps contained the pedestrian bridge that crosses the Owasco Lake Inlet between the Bus Stop on Conger Boulevard and the municipal parking lot off of Main Street.

EDGES

- Three out of seven maps contained the Owasco Lake Inlet. This is an important natural feature in downtown that could serve as a more prominent element in the Groton environment to evoke stronger images. Water has the ability to attract people, as it can serve many purposes.

DISTRICTS

- Every map perspective (seven out of seven) contained the segment of Main Street between Cortland Street (Rte. 222) and the entrance to the municipal parking lot at the Graves Memorial. This is indicative of the district evoking strong images in the minds of the participants.

NODES

- Two out of seven maps contained the parking lot next to the liquor store. This is a place where people converge, or change their mode of transportation.
- One out of seven maps contained the municipal parking lot behind the Graves Memorial.

LANDMARKS

- Five out of seven people identified the Groton Hotel on their maps.
- Five out of seven people identified the Groton Bank on their maps. Another example of a building evoking a strong image.
- Four out of seven people identified the Express Mart on their maps.
- Three people included the Graves Memorial and Dempsey's Insurance Building.
- Three out of seven maps included the Benn Conger Inn