

Town of Salina Comprehensive Plan

Preliminary Findings

Advisory Committee Meeting
May 7, 2024



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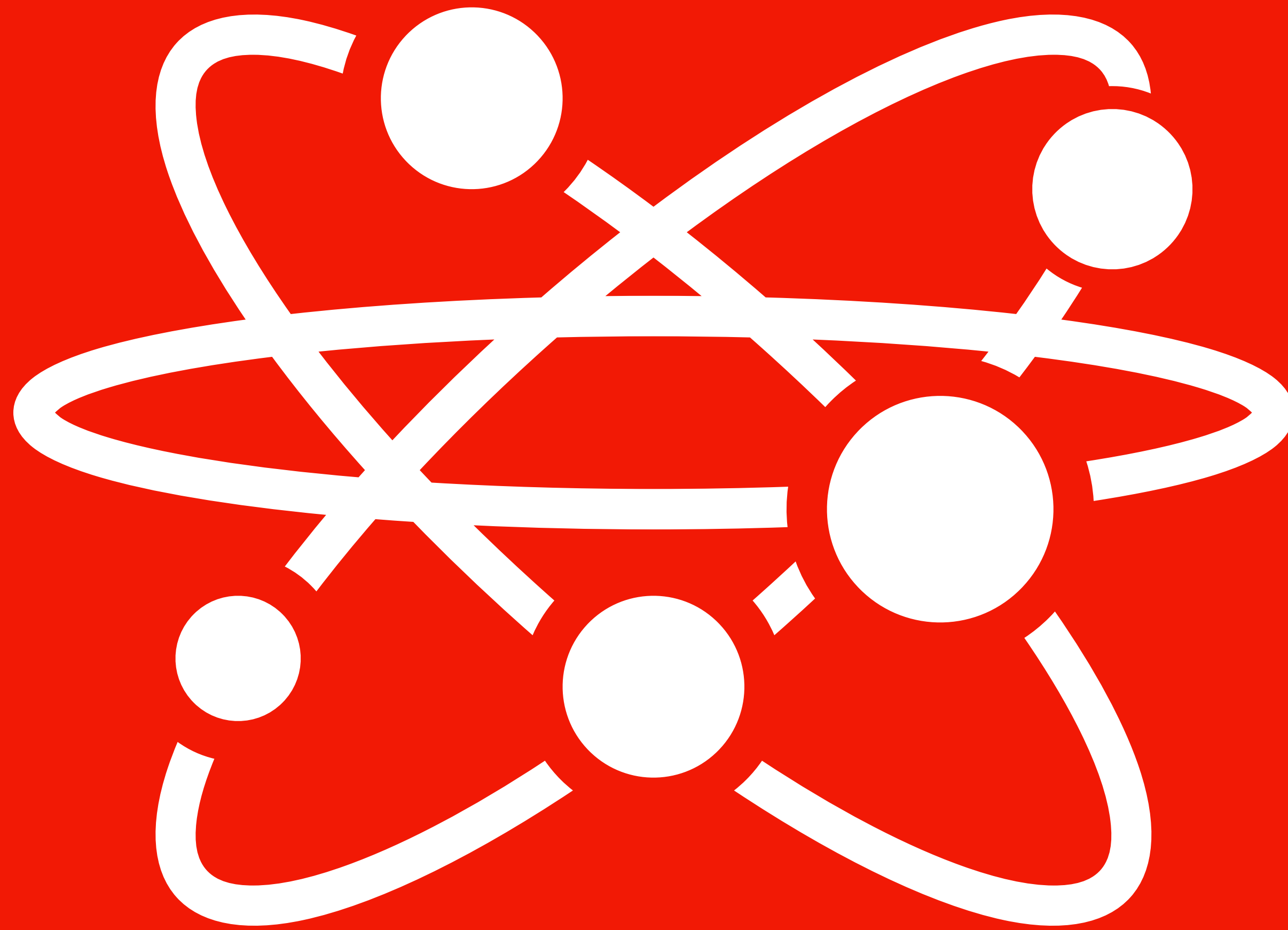
Agenda

- Committee communication
- Overview of data analysis & preliminary findings
(Demographics, Housing & Neighborhoods, Strong Centers)
 - Community Workshop preparation (June)
 - Launch of public Survey (June)
- Scheduling July steering committee meeting



TOPIC Plan Themes





Demographics



TOPIC Demographics

Total Population Trend 2010-2028



There has been a slight population decline over 20 years. This trend is projected to continue based on existing trends, however, the Micron development may spur a population increase.



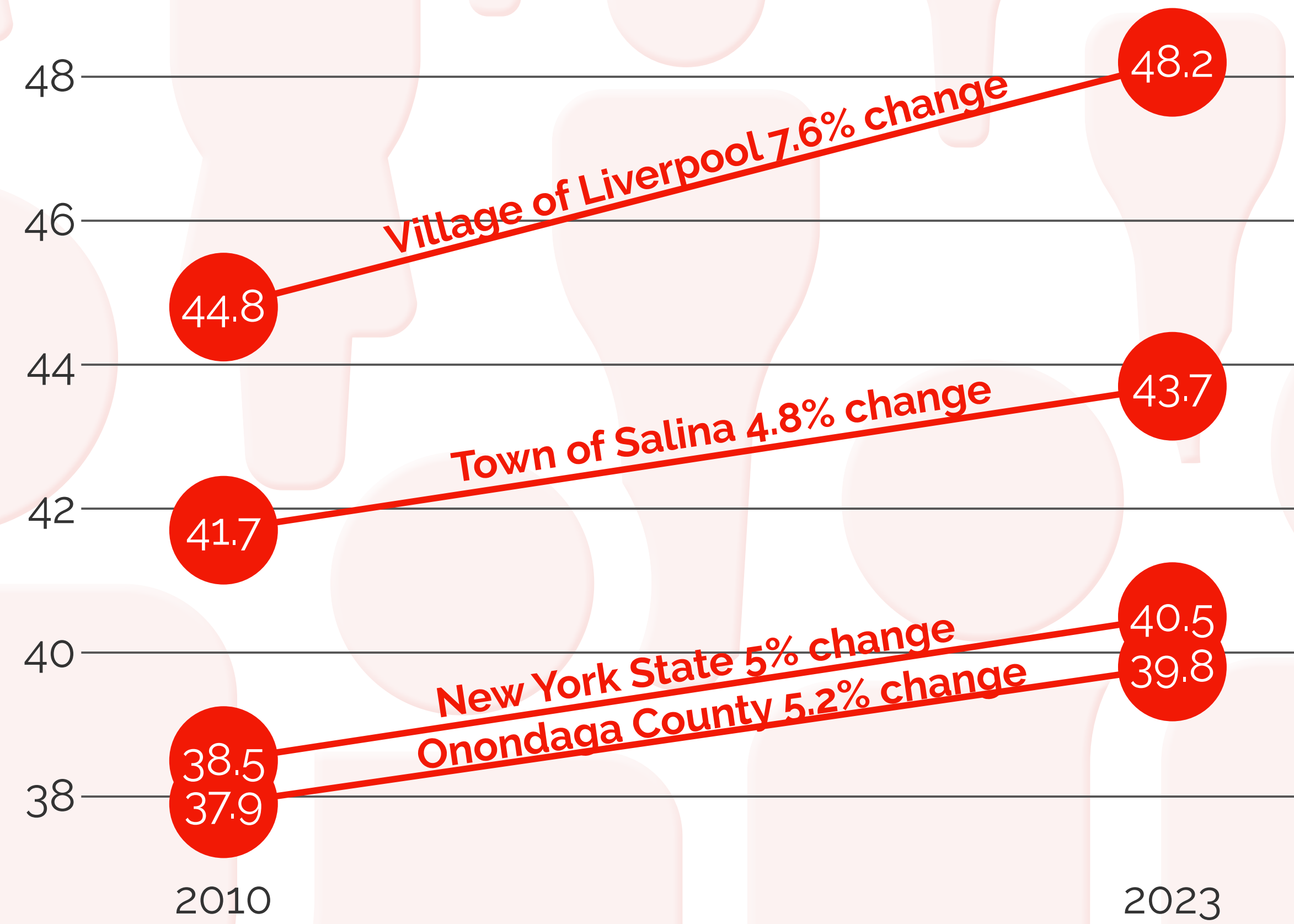
TOPIC Demographics



Potential Key Finding:

part of a series of points that suggests Salina is a place for starter homes and young families, limited opportunities for these households to grow within the Town.

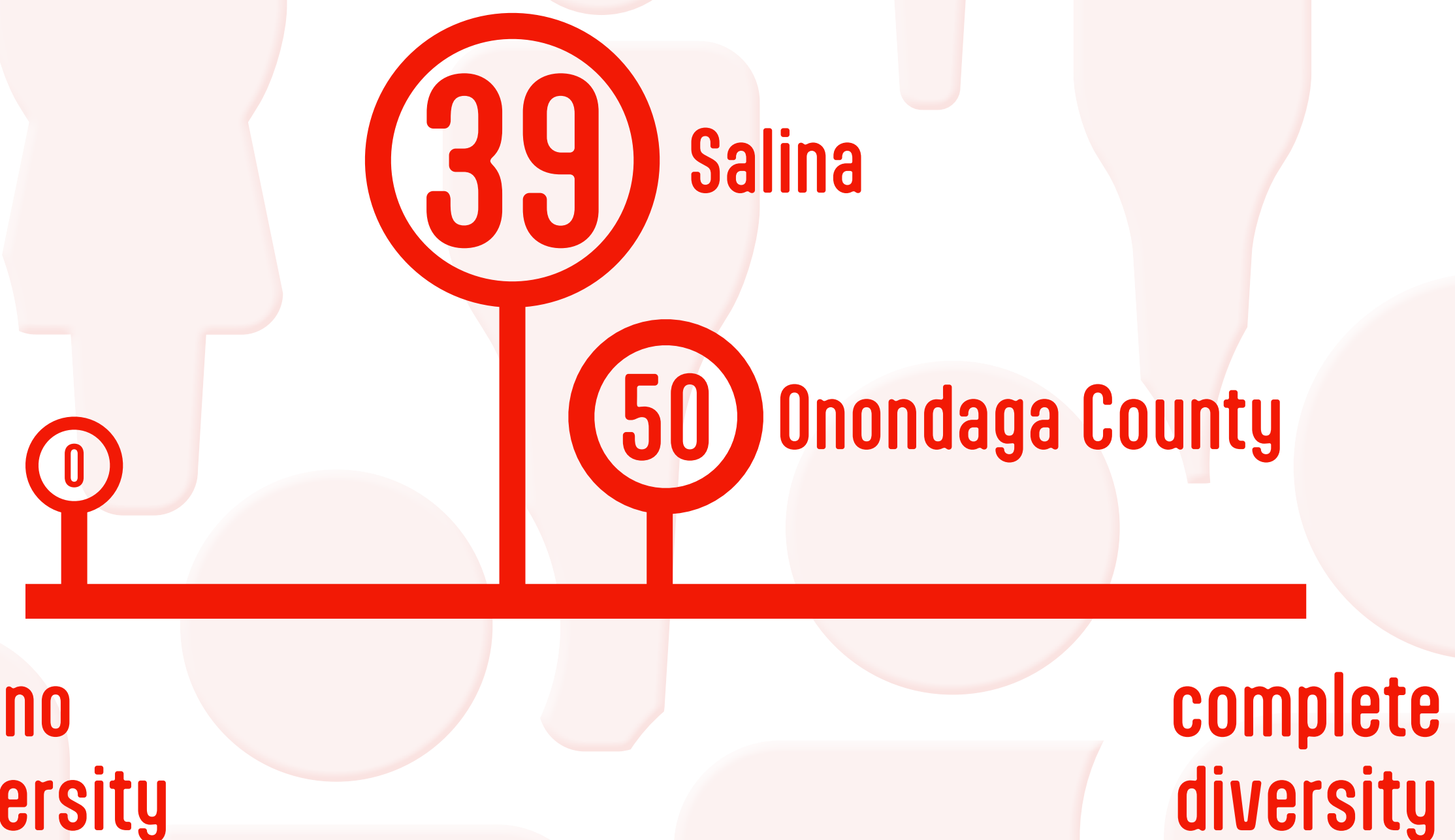
Percent Change in Median Age, 2010-2023



The Town of Salina's population is older than Onondaga County and New York State but has a median age that is increasing at a slightly lower rate than the County and State. This suggests the Town may be in a period of transition with younger families moving in to offset those that are aging in place.



Diversity Index



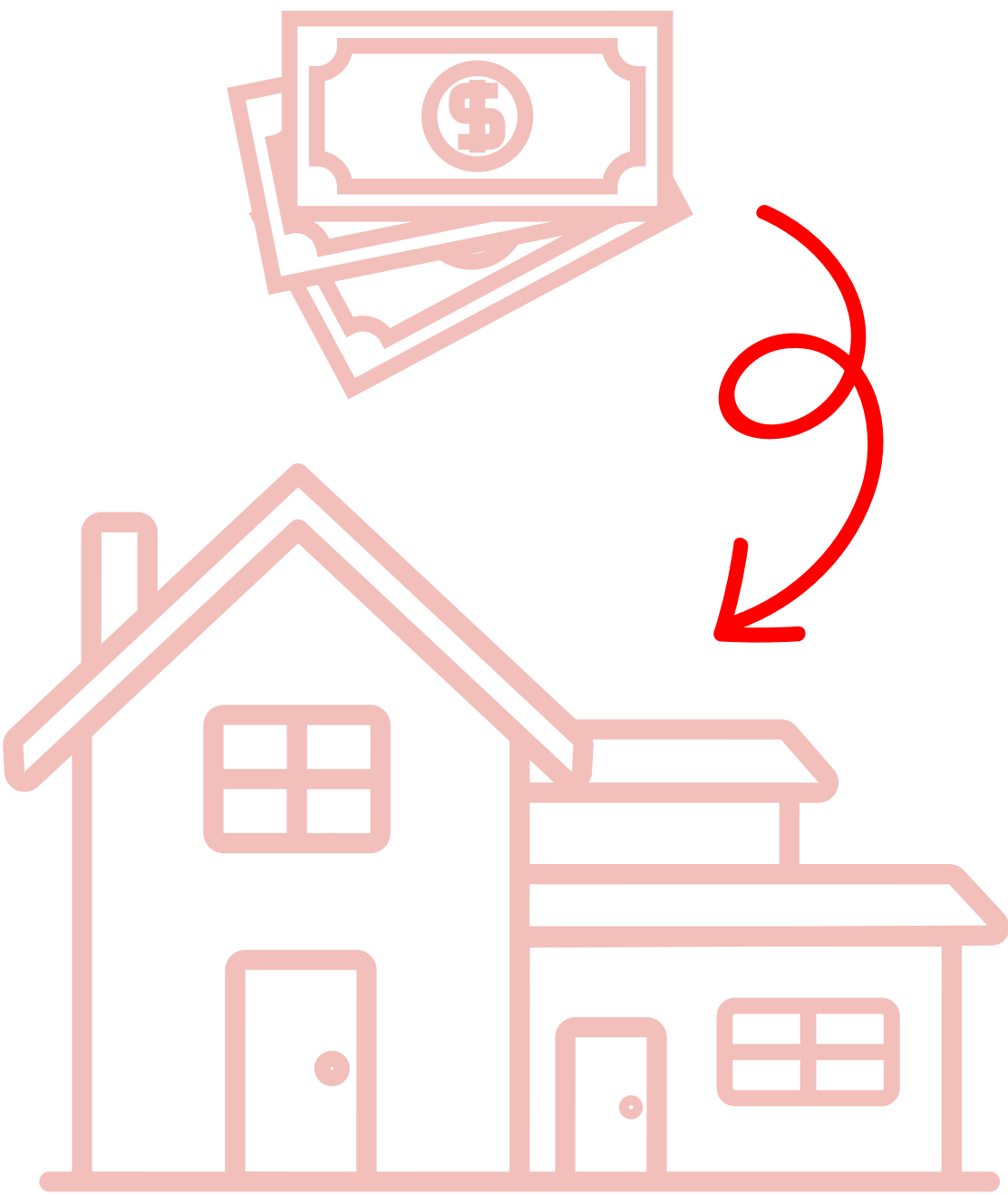
The Town's racial and ethnic diversity is limited when compared with Onondaga County and New York State. The Town has seen significant growth in its Asian population and people that identify as two or more races.



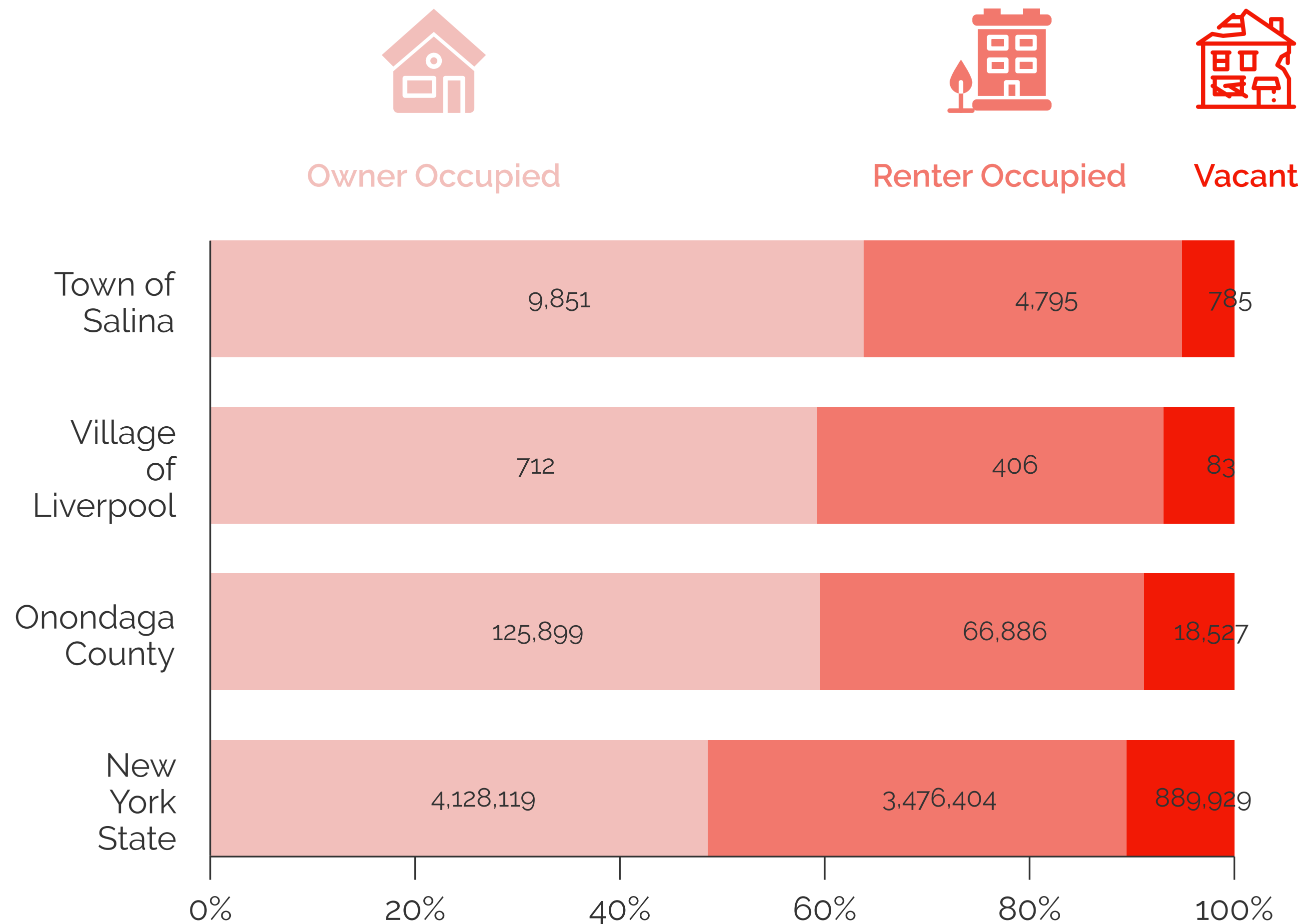
Median Household Income, 2022



The Town of Salina's household income has lagged behind other areas, but data indicates the gap is closing locally.



Housing Units by Occupancy Status, 2022



The Town of Salina has a high rate of owner occupied housing units and lowest vacancy rate when compared with the Village of Liverpool, Onondaga County, and New York State.



TOPIC Demographics



Potential Key Finding:

part of a series of points that suggests Salina is a place for starter homes and young families, limited opportunities for these households to grow within the Town.

Trend in Household Size



Average household size in the Town of Salina is consistent with trends seen elsewhere with rental units tending to have slightly fewer residents than owner occupied units. The Town's average household size is larger than the Village of Liverpool but smaller than the County average.

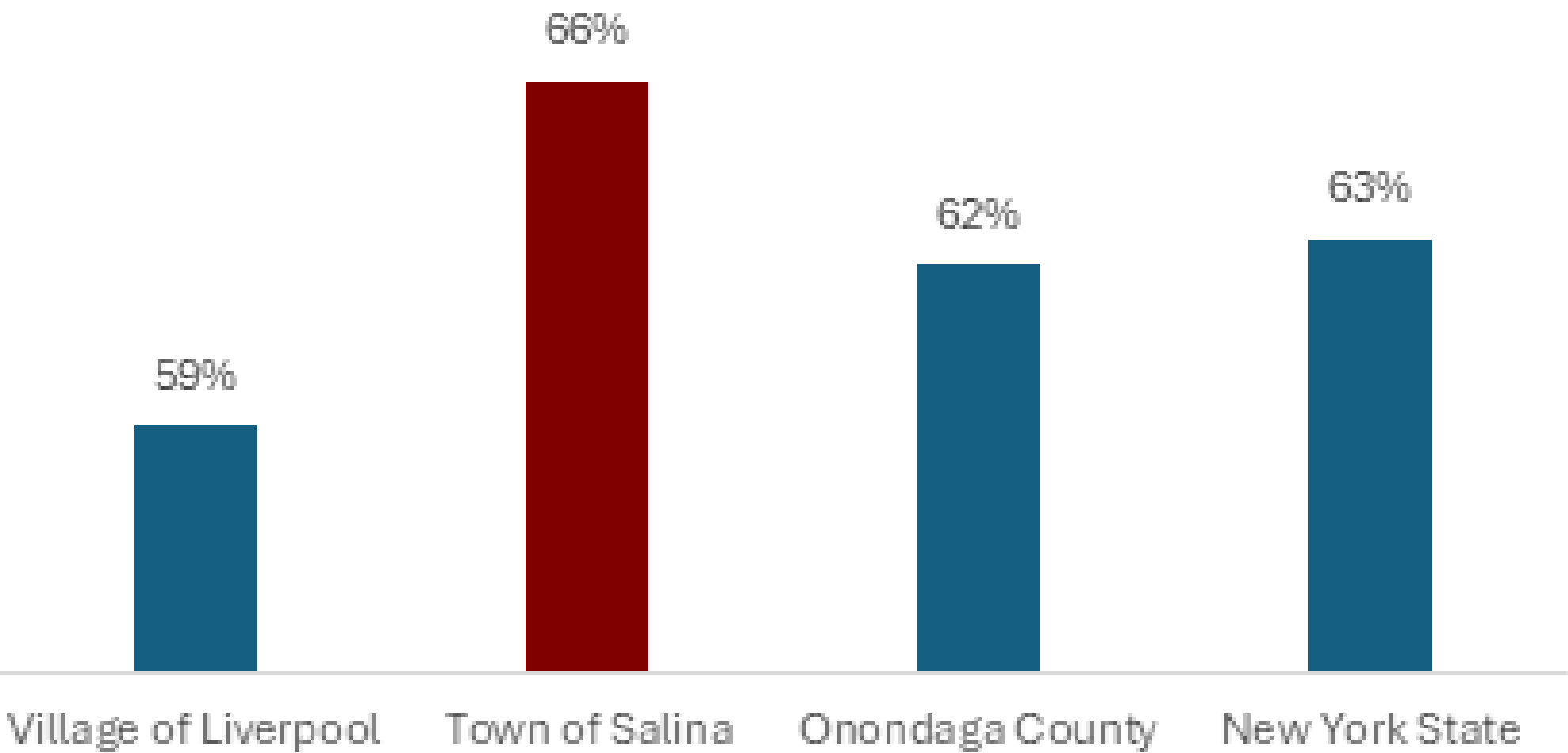




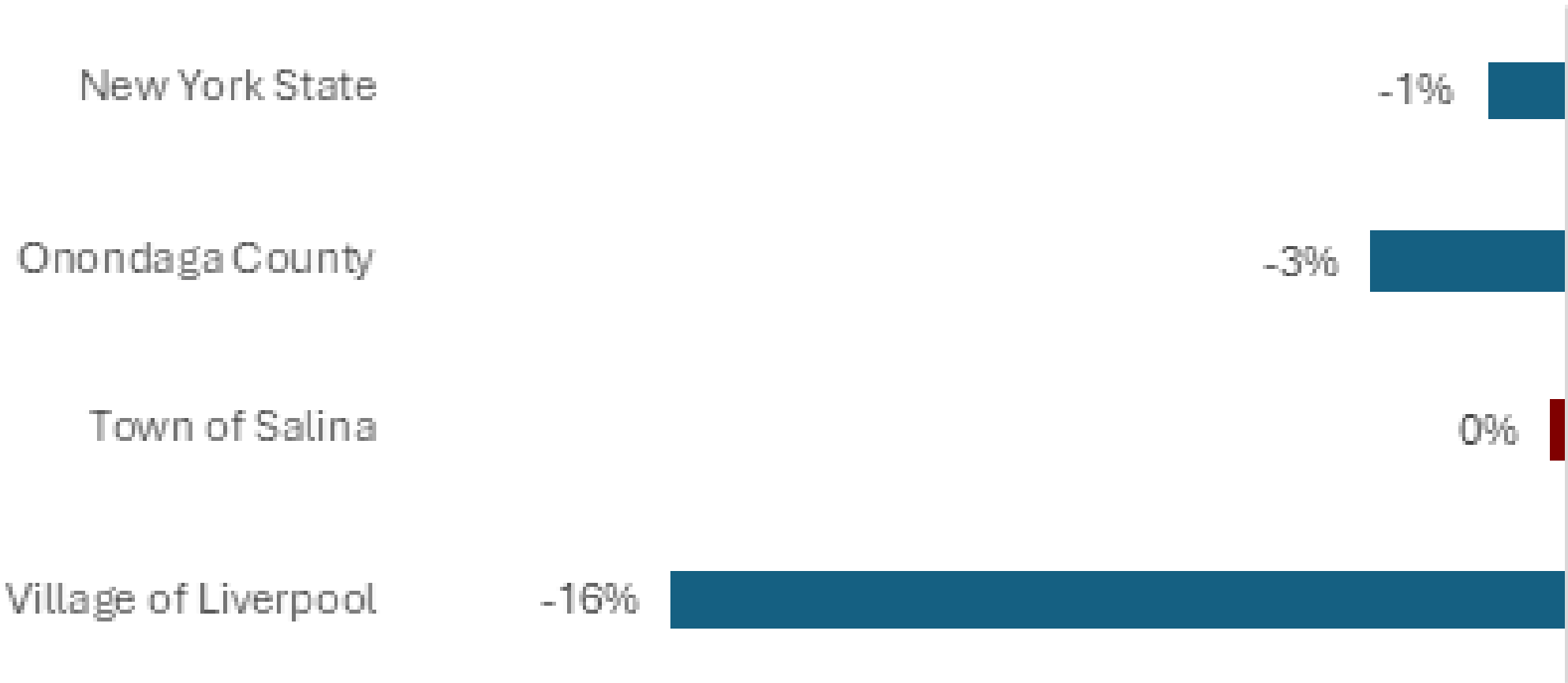
Potential Key Finding:

The Town of Salina's labor force participation rate is strong and remaining strong while other areas are experiencing a decline.

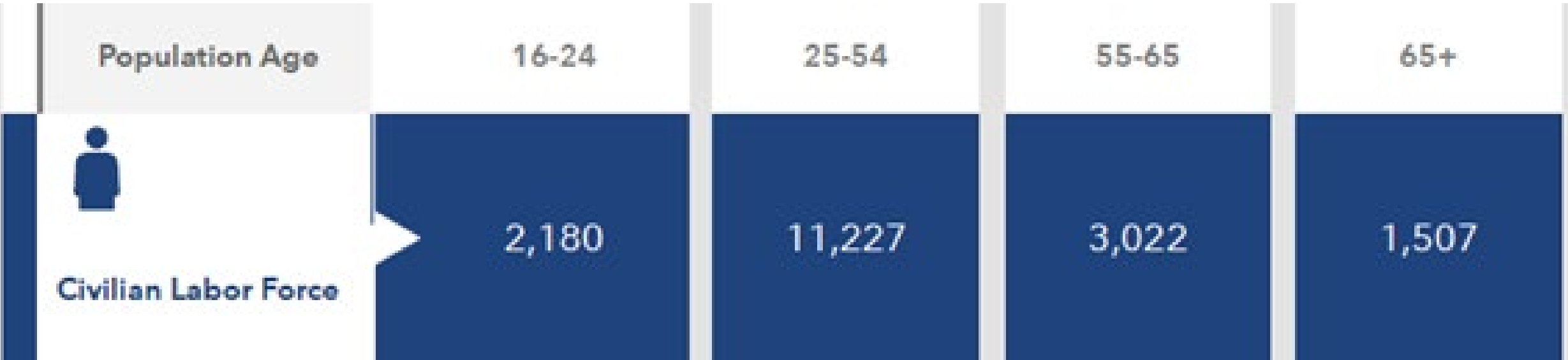
Labor Force Participation Rate, 2022



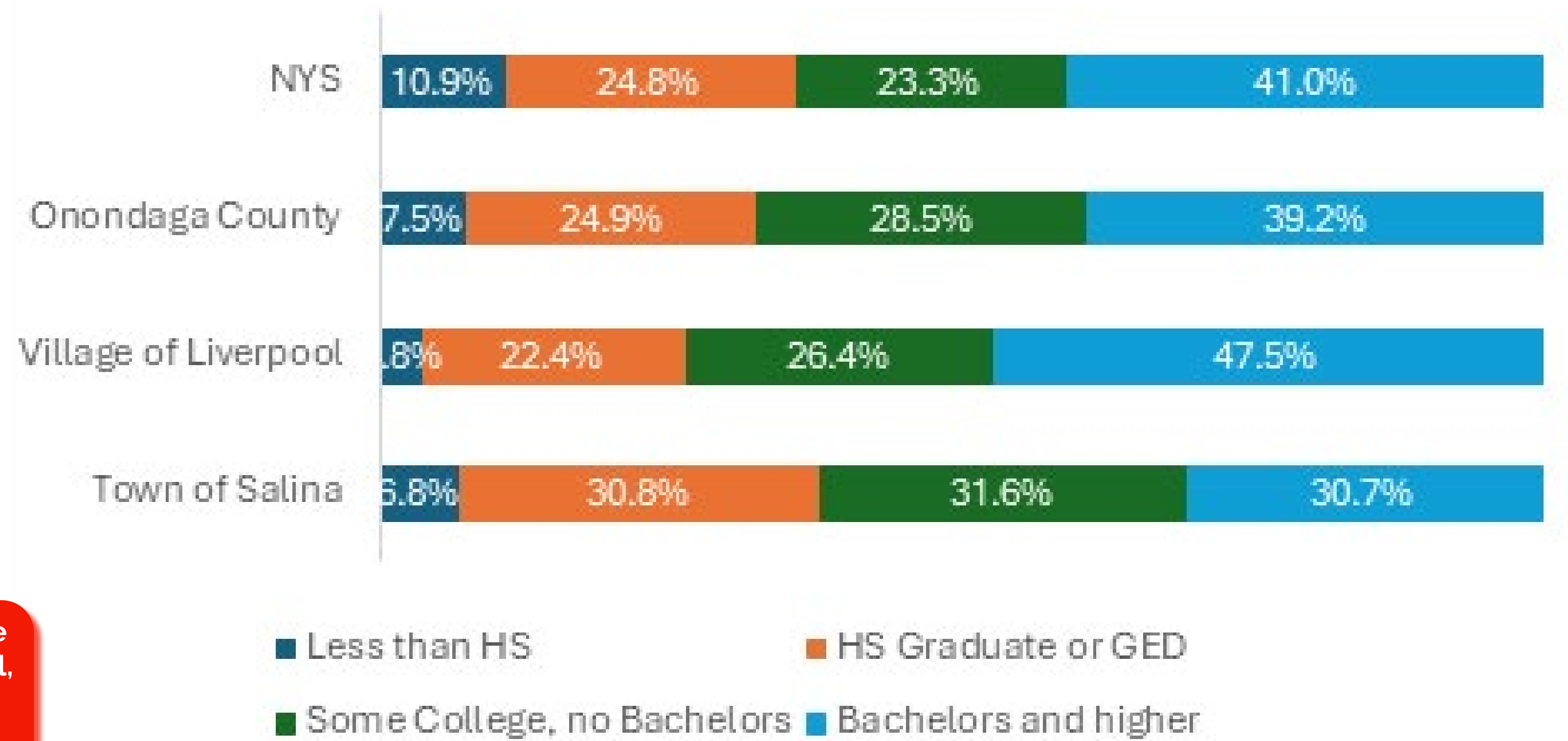
Percent Change in Labor Force Participation, 2010-2022



Of the Town's 17,936 residents in the labor force, the majority are in their prime working years.



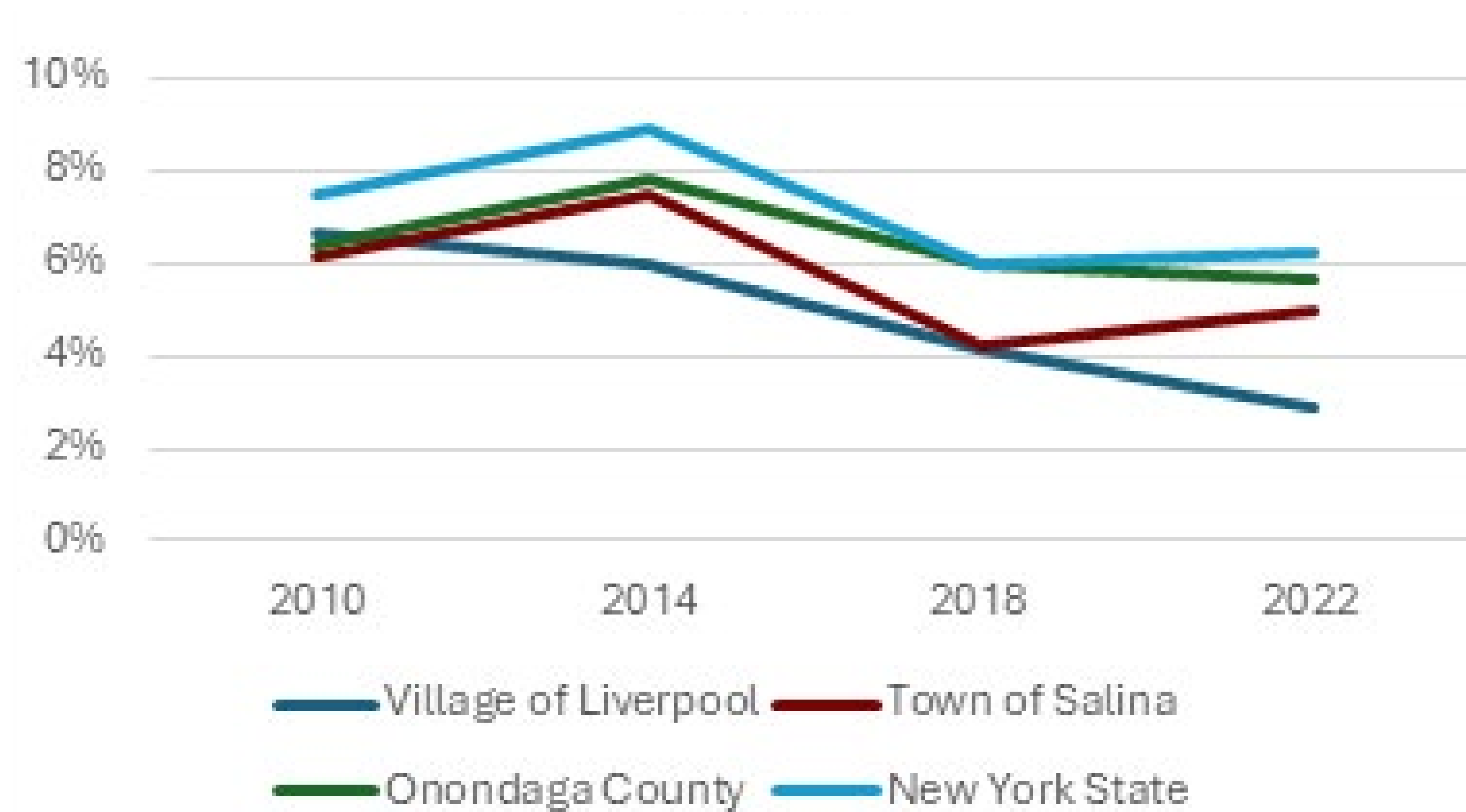
Educational Attainment, 2023



The share of Town residents with a bachelor’s degree or higher lags behind the County, Village of Liverpool, and NYS. However, the Town has a significant share of residents with some college education with no bachelors degree. This may indicate a population with specialized certifications and licenses .



Average Annual Unemployment, 2010-2022

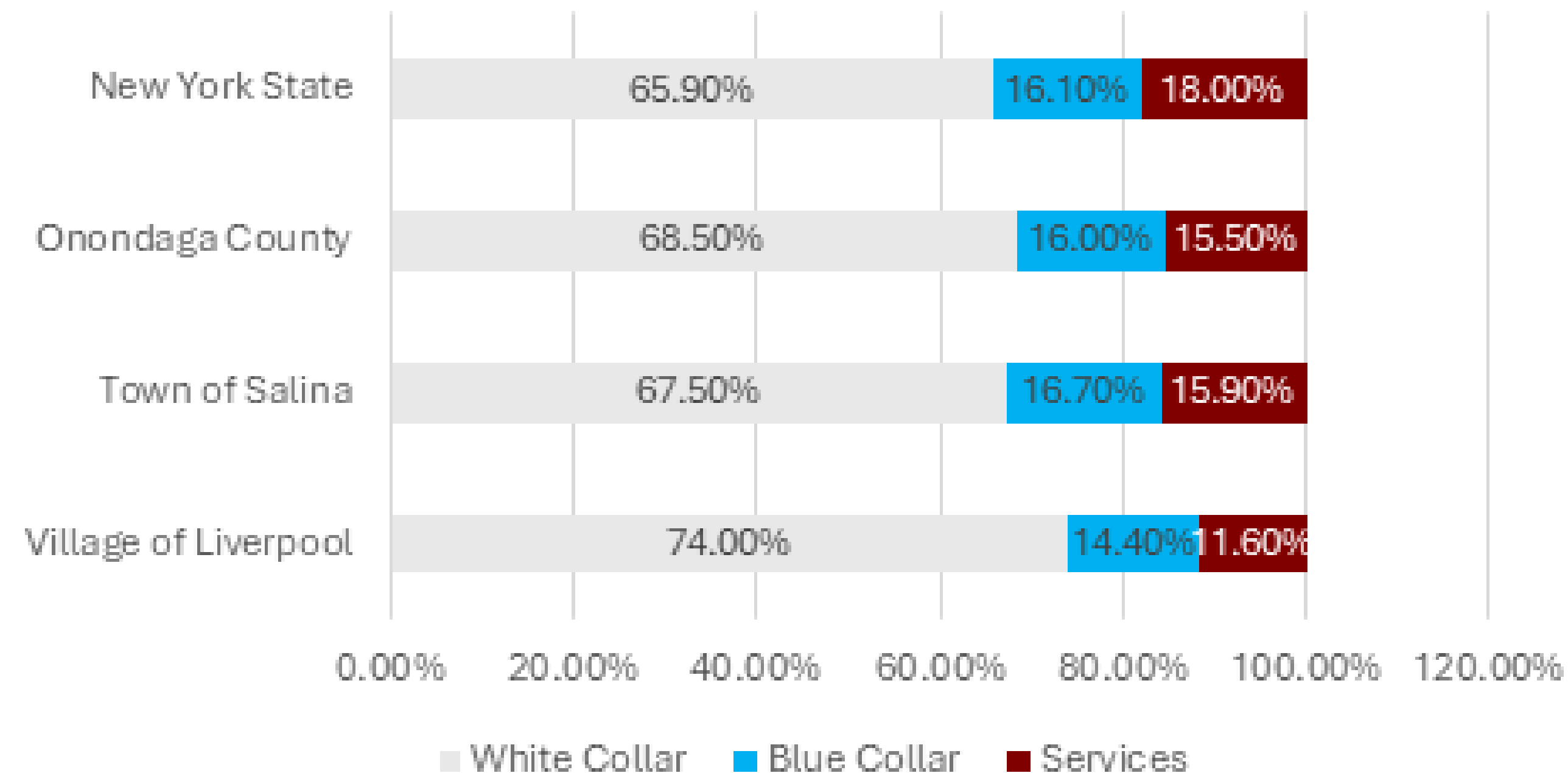


The Town's average annual unemployment rate is down from 2010. However, the Town appears to have been hit harder than other areas by the Covid-19 Pandemic as unemployment rose from 2018 to 2022 while the Village of Liverpool and Onondaga County had decreasing or consistent unemployment rates over the same time .



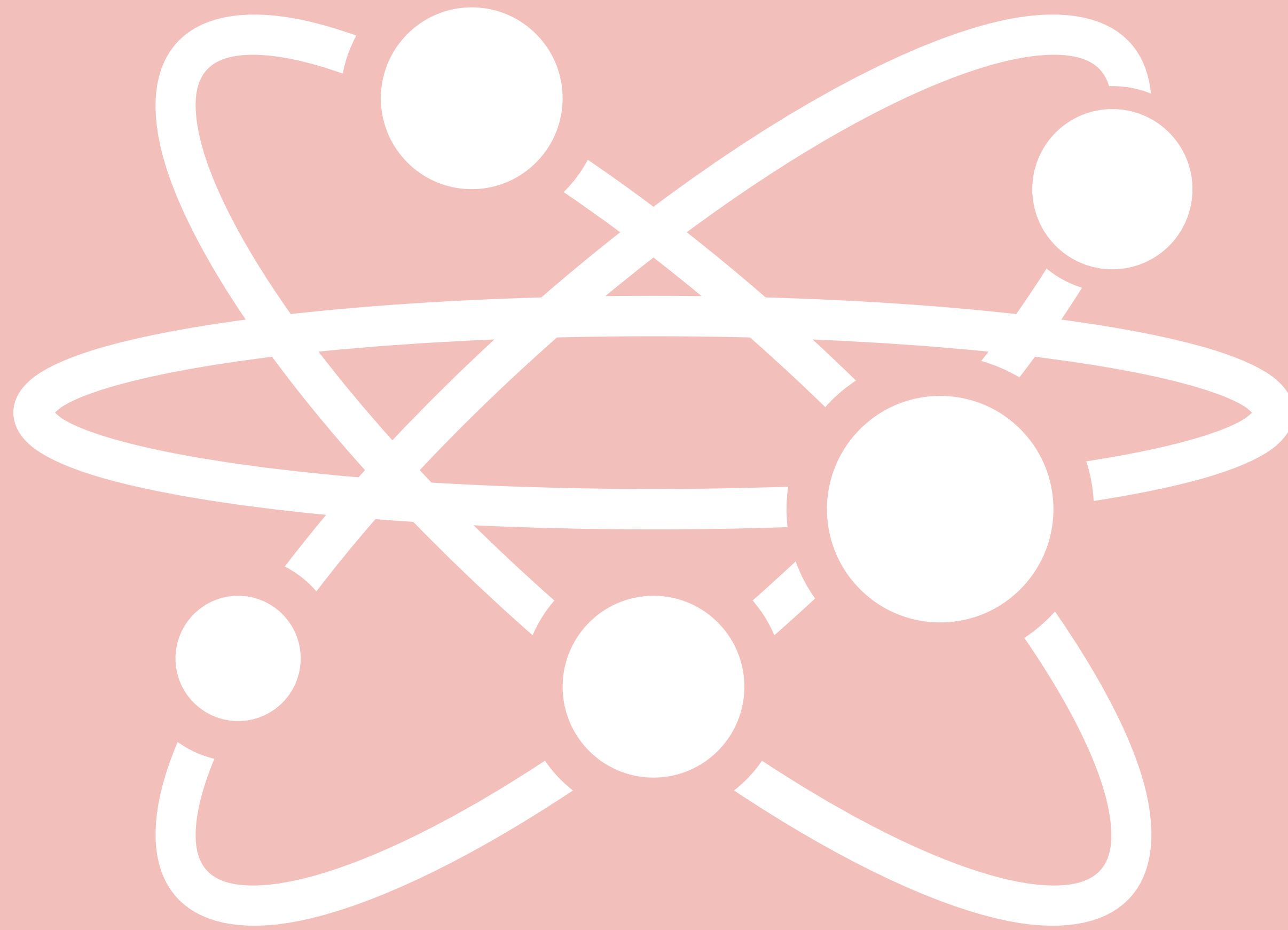
Employment by Occupational Category, 2023

Employment by Occupational Category, 2023



The Town's residents are largely employed in white collar occupations. Distribution between white-collar, blue-collar, and service occupations are consistent with Onondaga County with a slightly stronger blue collar and service sector workforce in the Town.





Housing & Neighborhoods





Potential Key Finding:

part of a series of points that suggests Salina is a place for starter homes and young families, limited opportunities for these households to grow within the Town.

Percent Change in Total Housing Units, 2010-2022

Town of Salina 0.5%

Village of Liverpool 1.3%

Onondaga County 4.7%

New York State 5.5%

The number of households and housing units has been stagnant in the Town of Salina.

When compared with the Village of Liverpool, Onondaga County, and New York State, the Town lags significantly in creating new housing units.



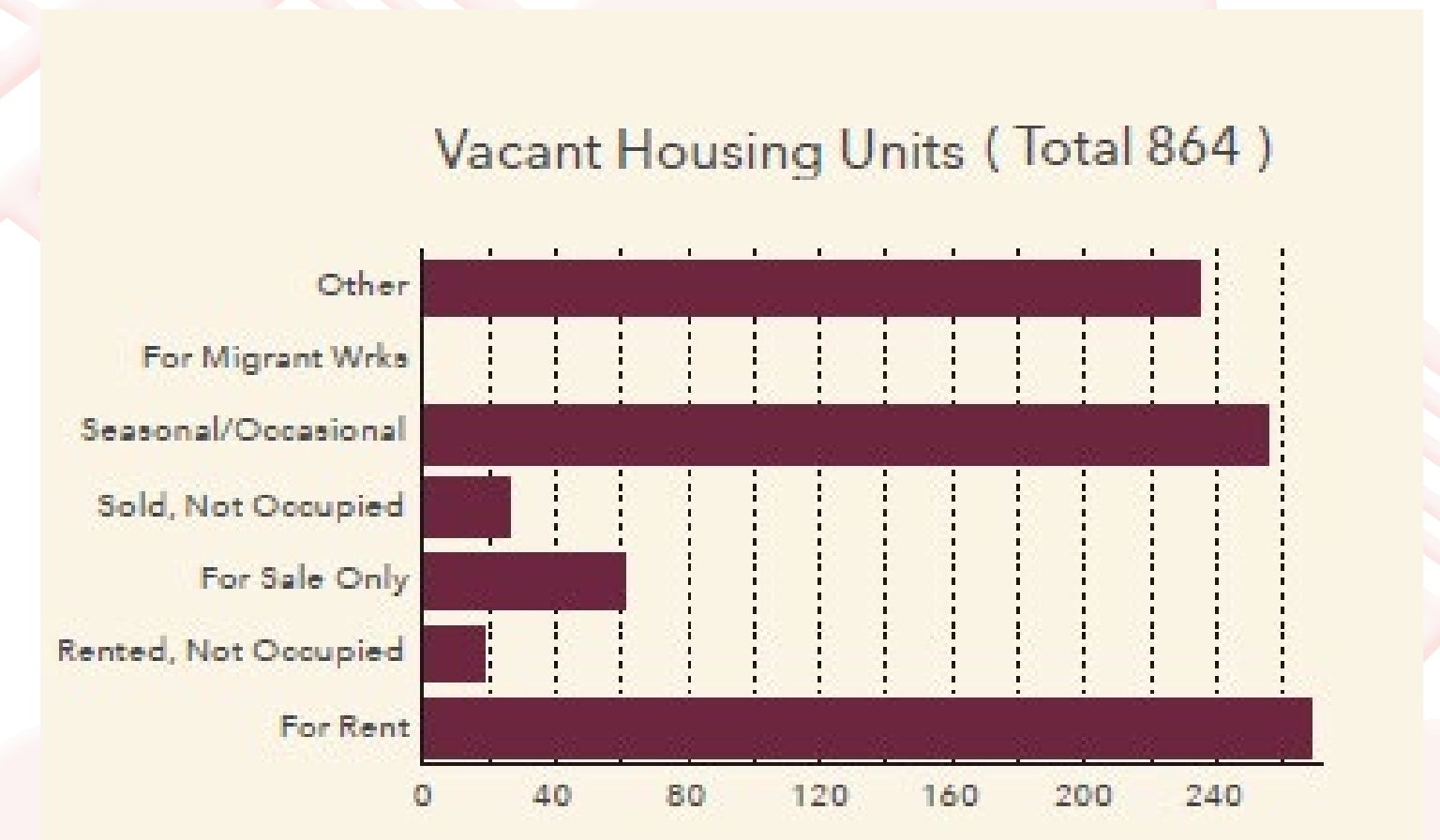
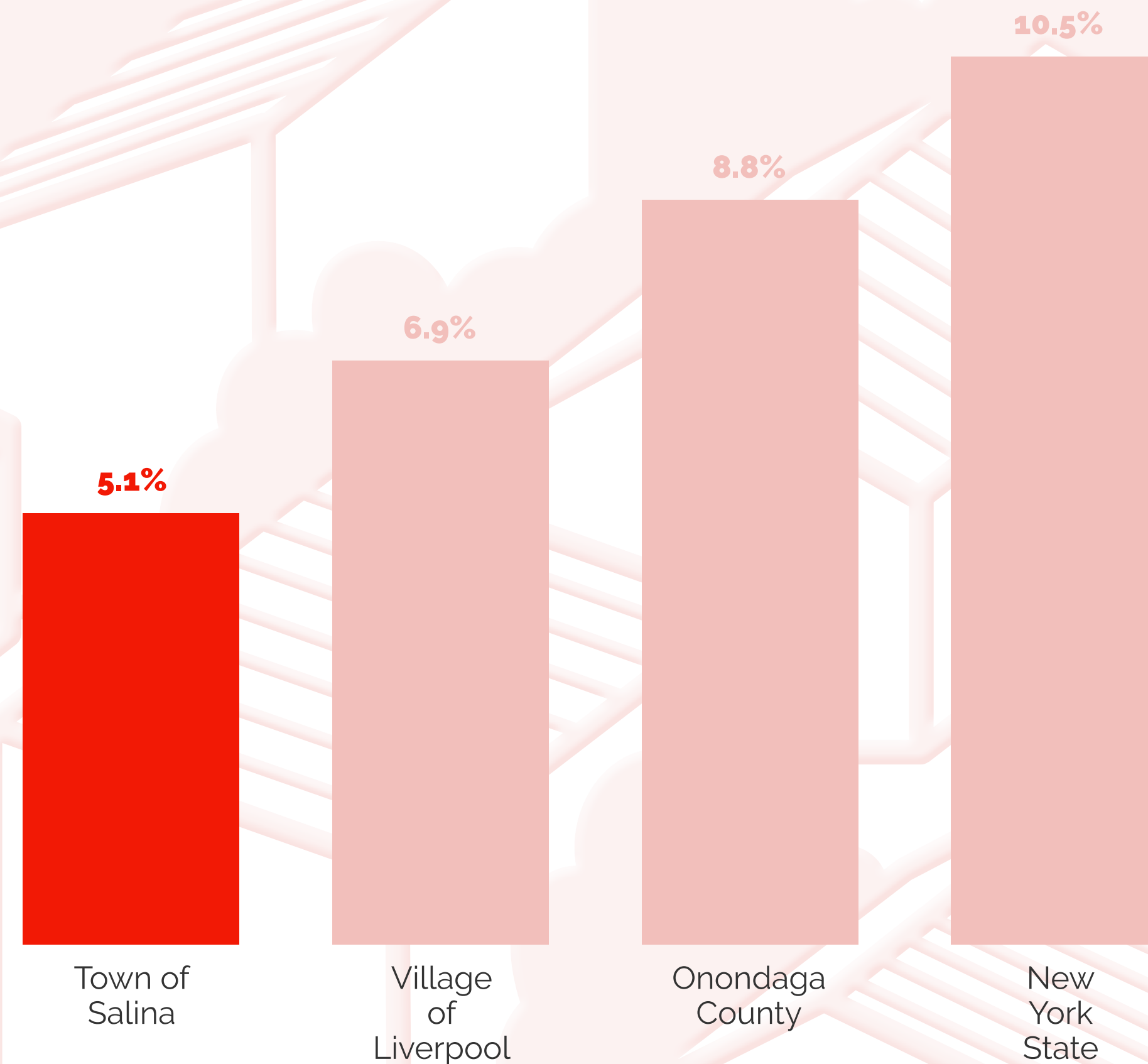


Potential Key Finding:

Other Vacancies. How does the Town get these homes back on the market?

Vacancy Rate, 2022

The Town of Salina has a low vacancy rate. Vacant units tend to be rental properties, seasonal homes, and “other” vacant units which includes unoccupied units that owners do not want to sell, units being used for storage, foreclosures, and any other vacant unit that doesn’t fit into any year-round vacant category.



from ESRI "Housing Market Characteristics"

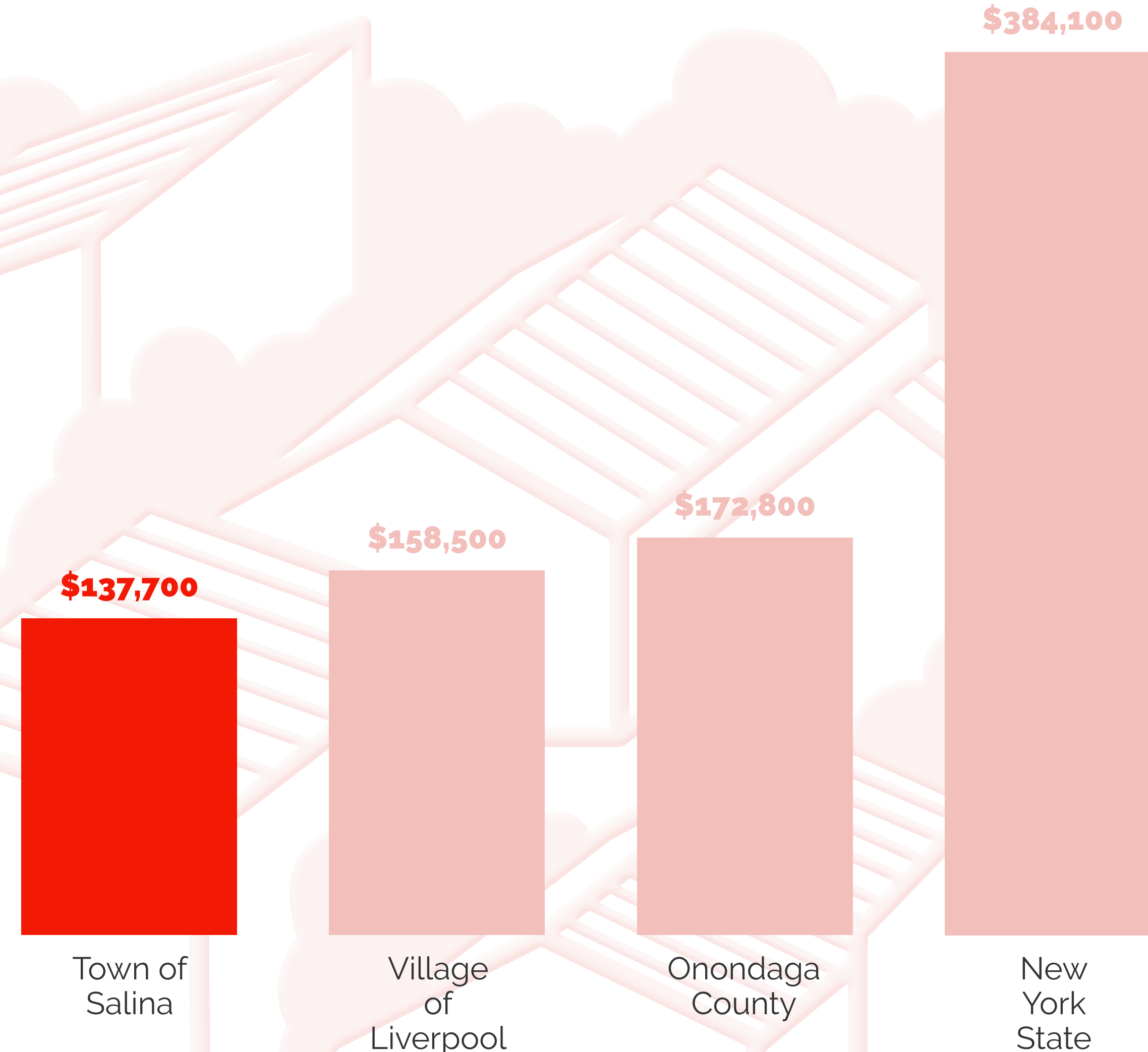




Potential Key Finding:

Salina homeowners may be struggling to afford their homes due to costs outside of the sticker price on the home itself.

Median Home Value, 2022



Homes in the Town of Salina tend to cost less than the Village and County. However, compared with these areas more homeowners in Salina are housing cost burdened. Salina homeowners may be struggling to afford their homes due to costs outside of the sticker price on the home itself. Other elements of ownership costs include home equity loans; real estate taxes; fire, hazard, and flood insurance on the property; utilities (electricity, gas, and water and sewer); and fuels (oil, coal, kerosene, wood, etc.)

source: <https://www.census.gov/quickfacts/fact/note/US/HSG650222#:~:text=Selected%20monthly%20owner%20costs%20are,flood%20insurance%20on%20the%20property%3B>



TOPIC Housing

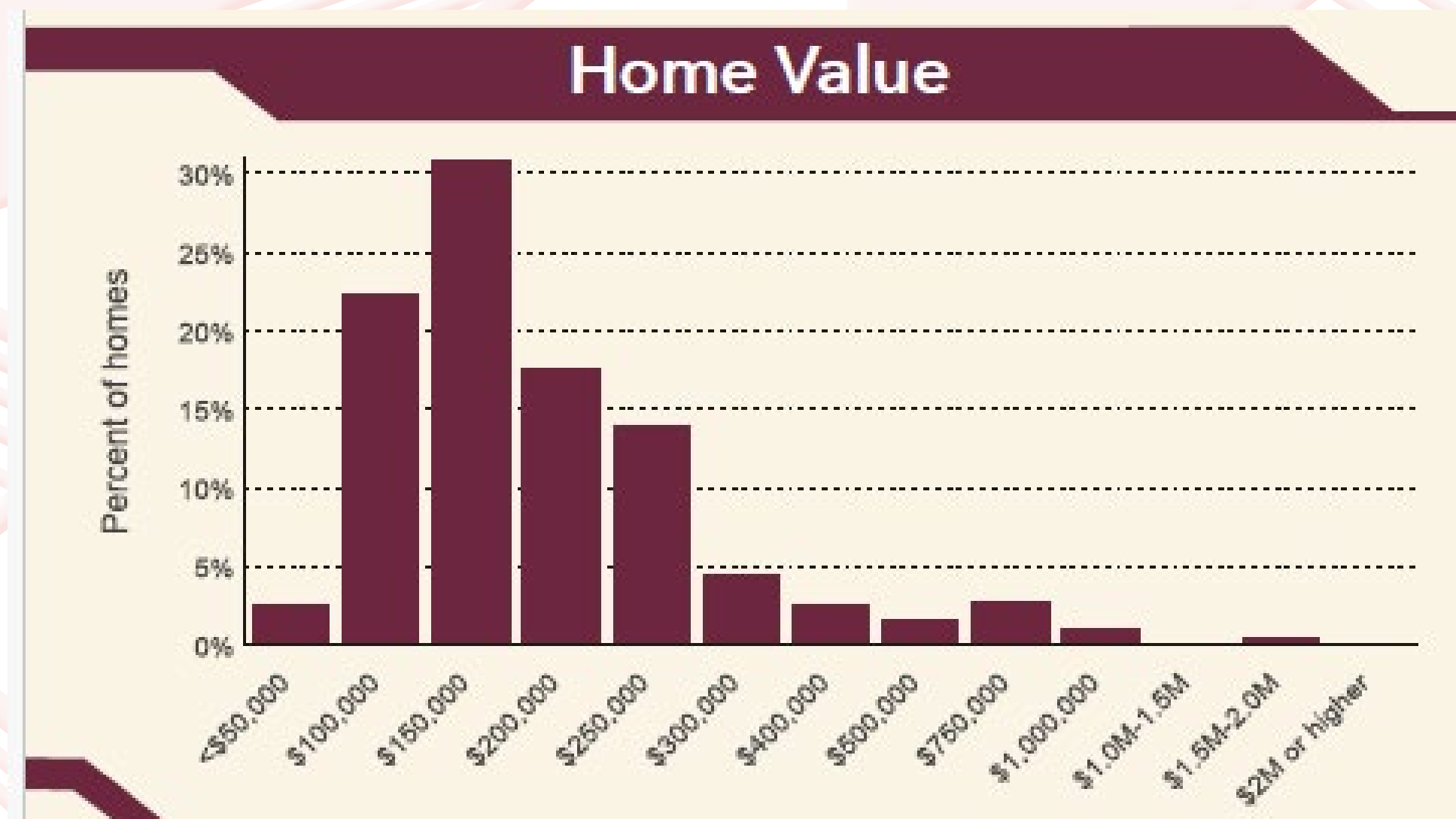


Potential Key Finding:

The majority of homes in the Town are valued at under \$300,000.

Salina's housing stock fills a niche role within the County housing market.

Home Value



The majority of homes in the Town are valued at under \$300,000. Improvements and upgrades to existing homes, and development of new homes could create more opportunities for existing residents to upgrade their housing options without leaving the Town.

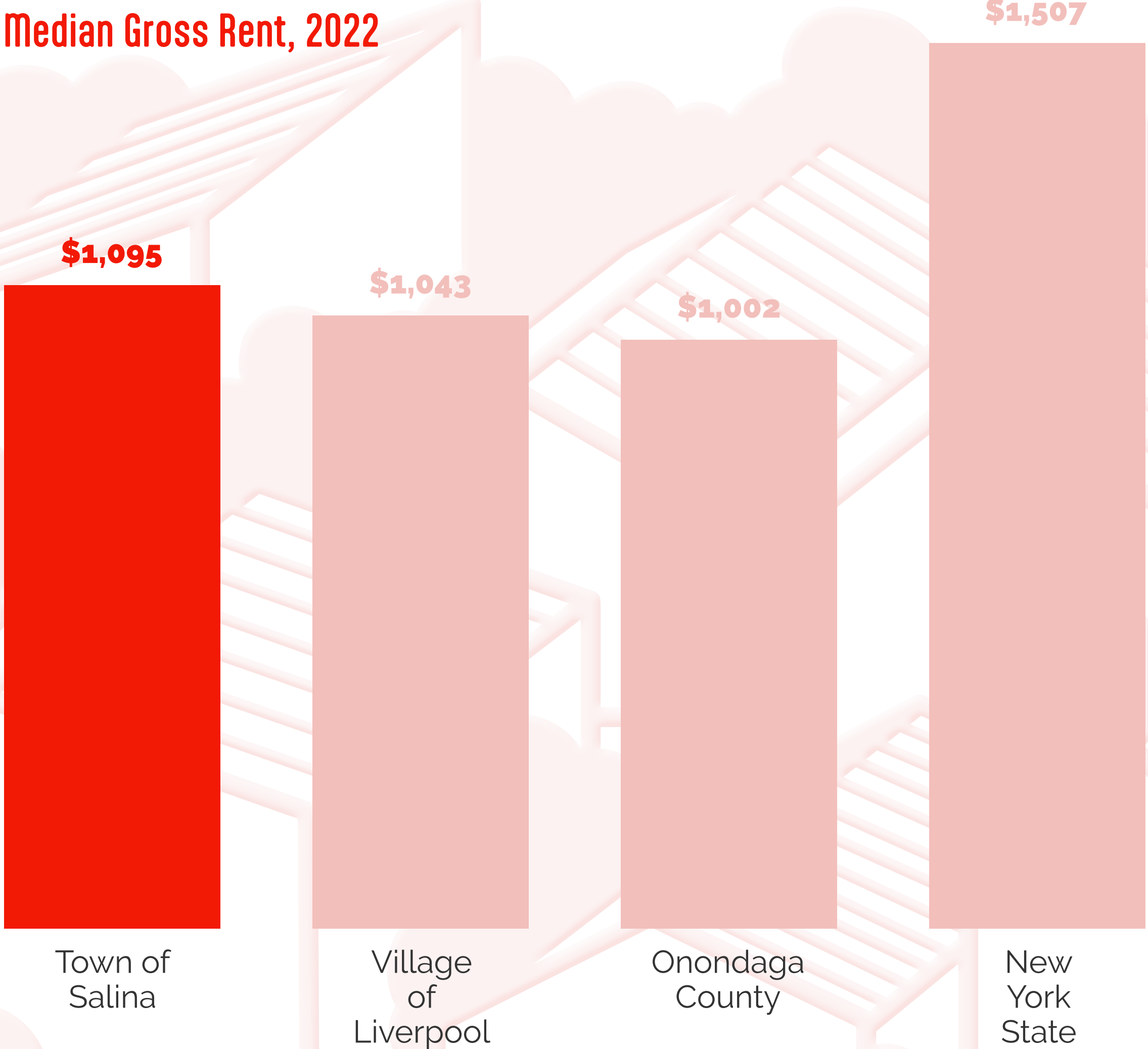
The Town's Housing Affordability Index is high, indicating that housing costs are very affordable or the region's Area Median Income (AMI). The Town may be more attractive to prospective homeowners with additional units priced closer to affordability limits of the regional AMI.



SALINA

TOPIC Housing

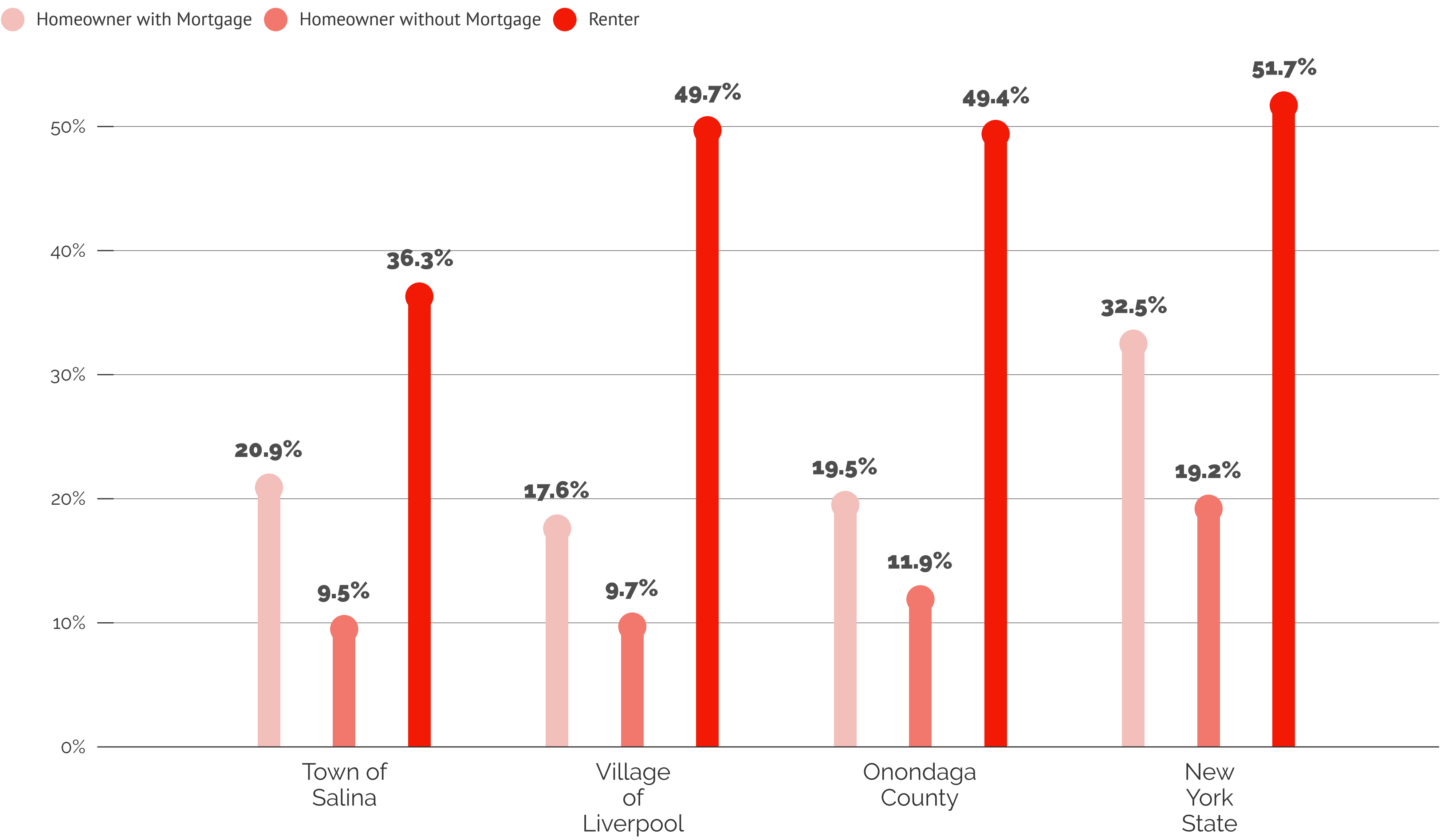
Median Gross Rent, 2022



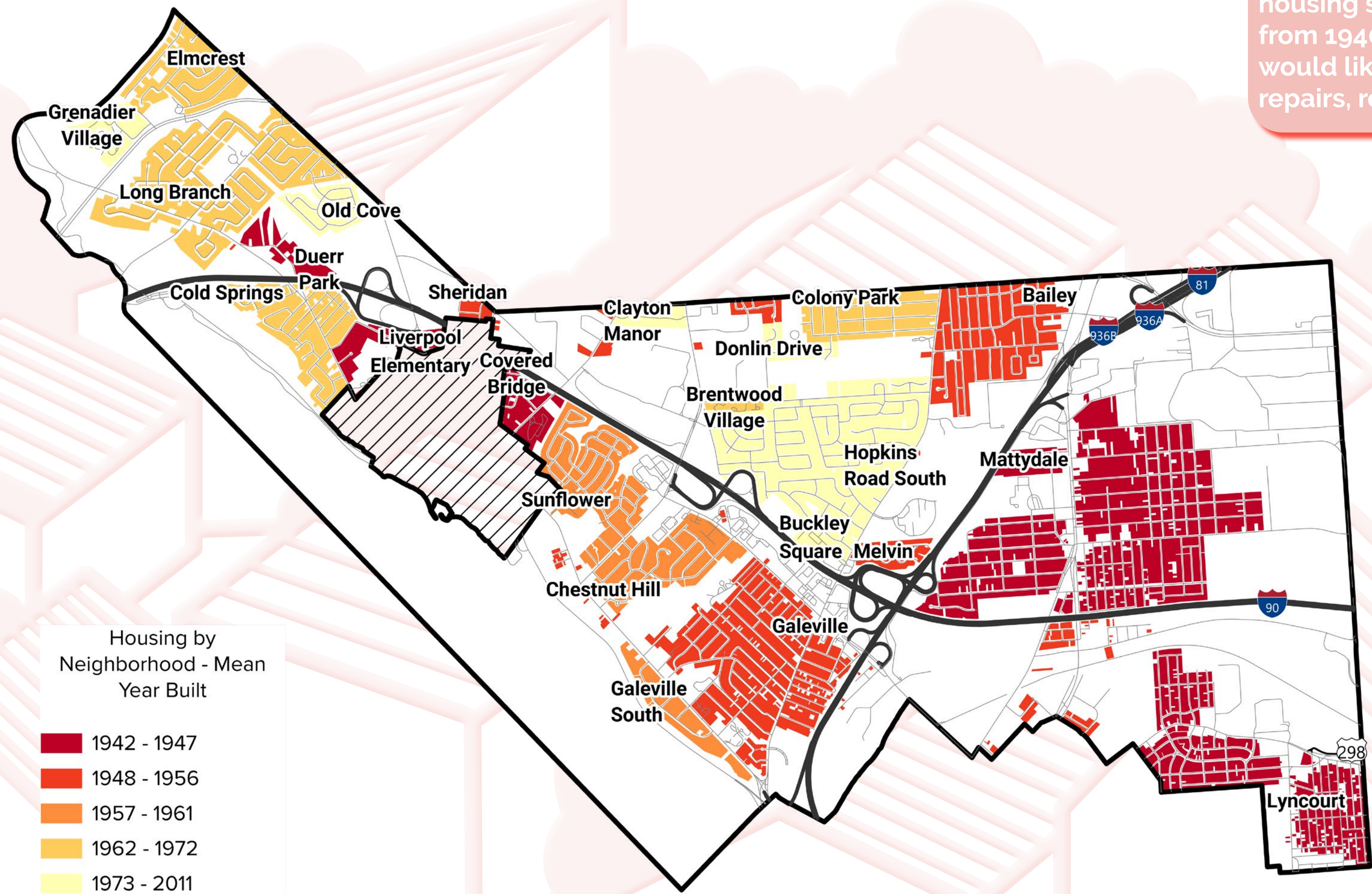
Rental units in Salina tend to be more expensive than in the Village and County; however, renters in Salina are significantly less likely to be housing cost burdened than surrounding communities.



Percent of Households Housing Cost Burdened, 2022



TOPIC Housing Age of Housing Stock

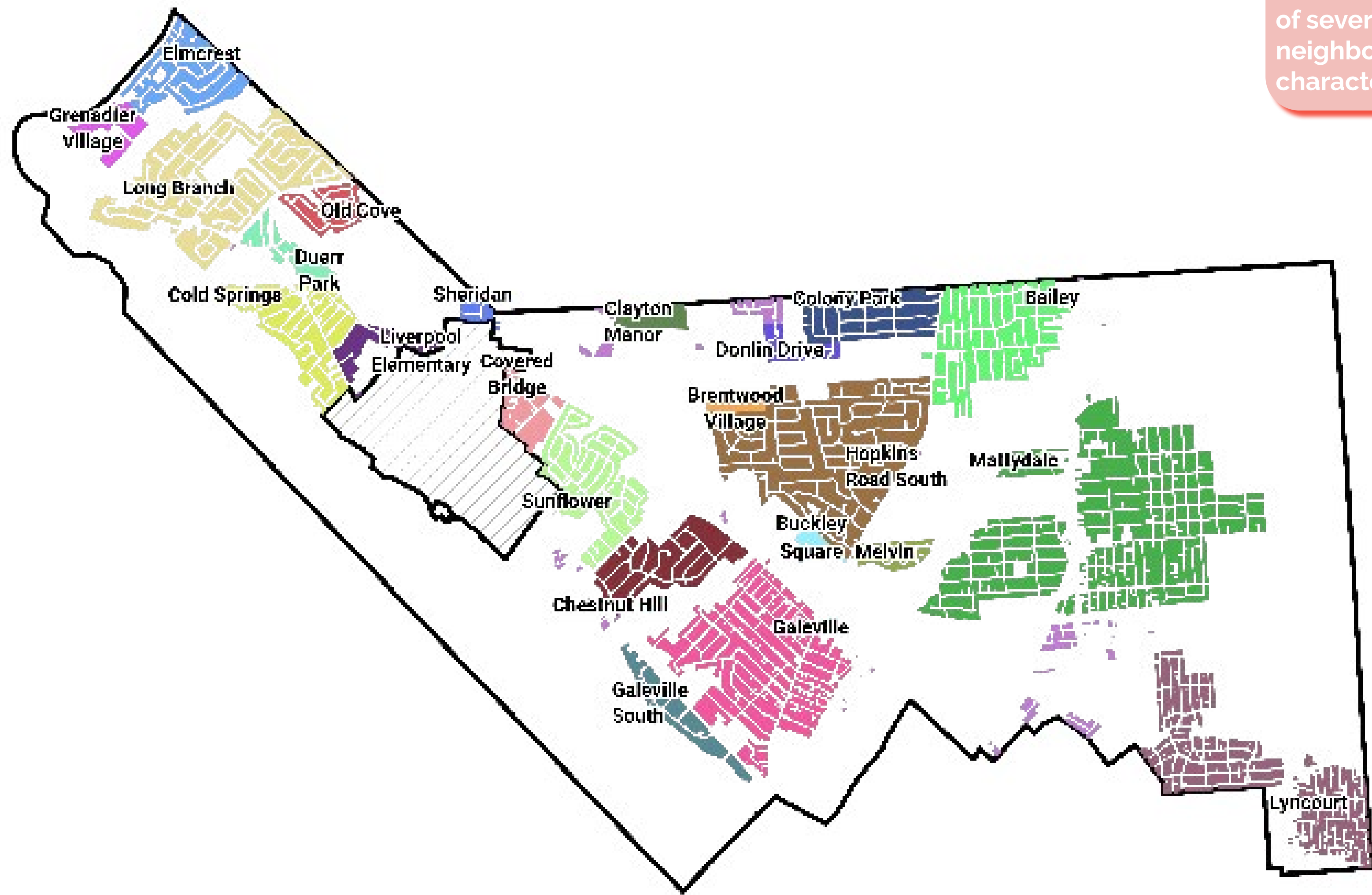


Approximately half of Town's housing stock is post-war housing from 1940-1969. These homes would likely benefit from major repairs, renovations, and upgrades.



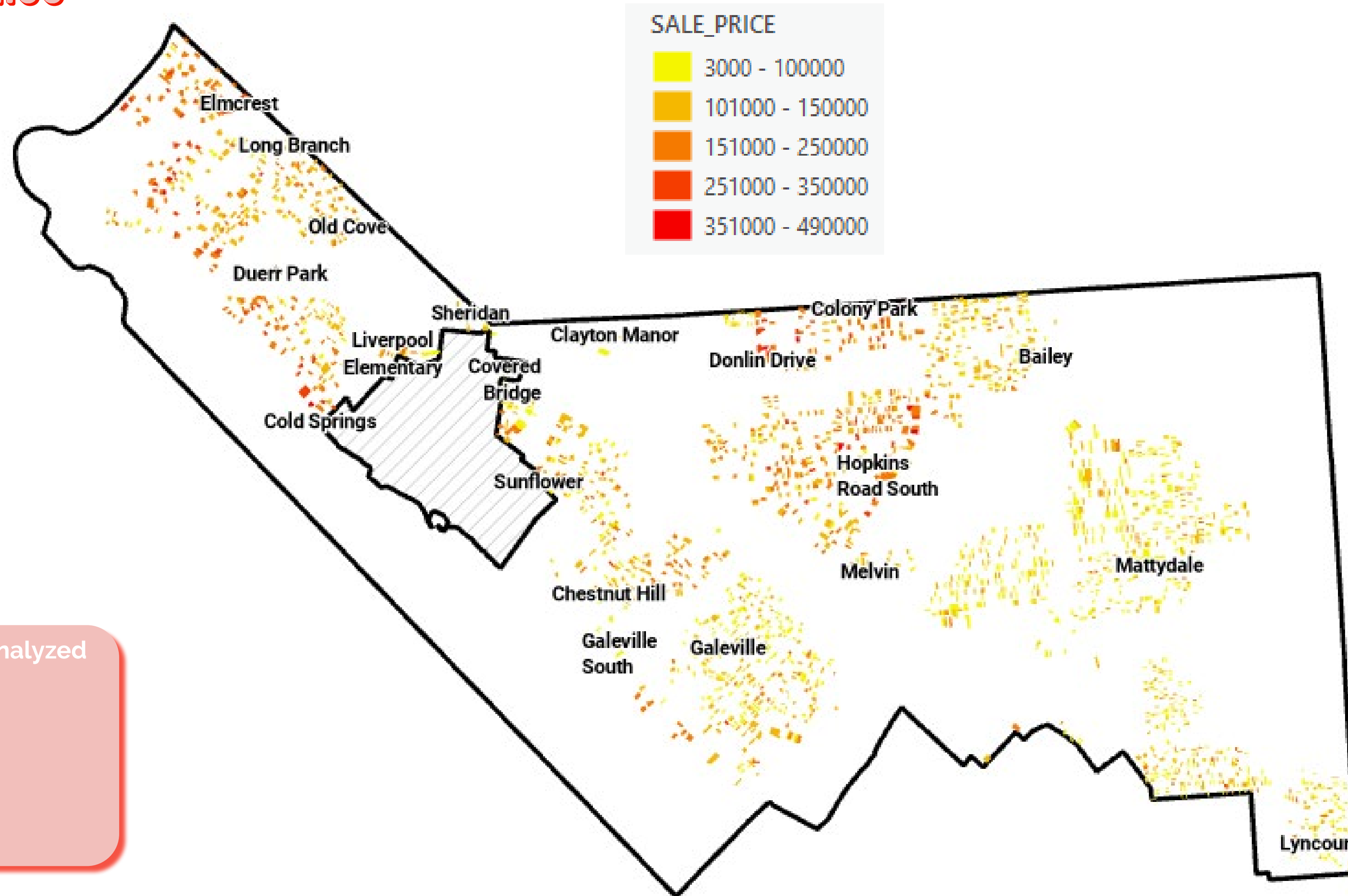
TOPIC Housing Residential Neighborhoods of Salina

The Town of Salina is comprised of several separate residential neighborhoods with individual characteristics and histories.





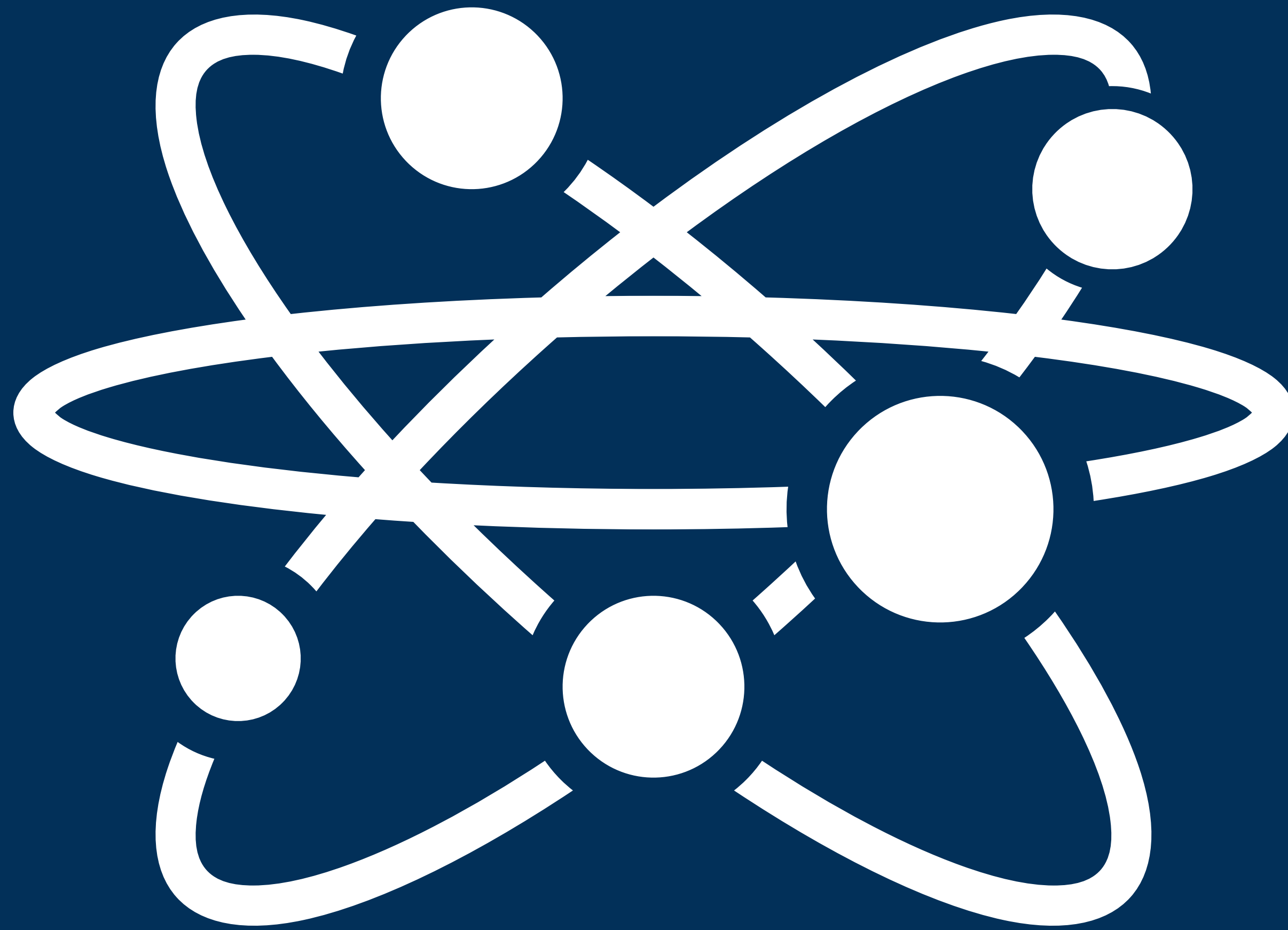
TOPIC Home Sales



Home sales data will be analyzed by neighborhood.

- cost per square foot by neighborhood
- nuance by bathroom #





Strong Centers

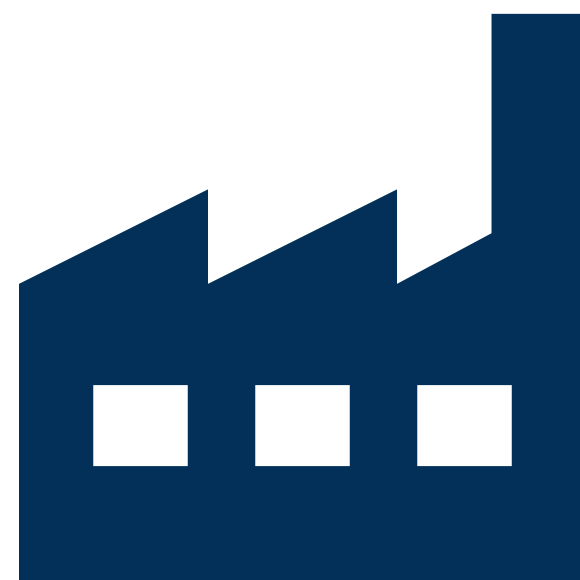


TOPIC Strong Centers

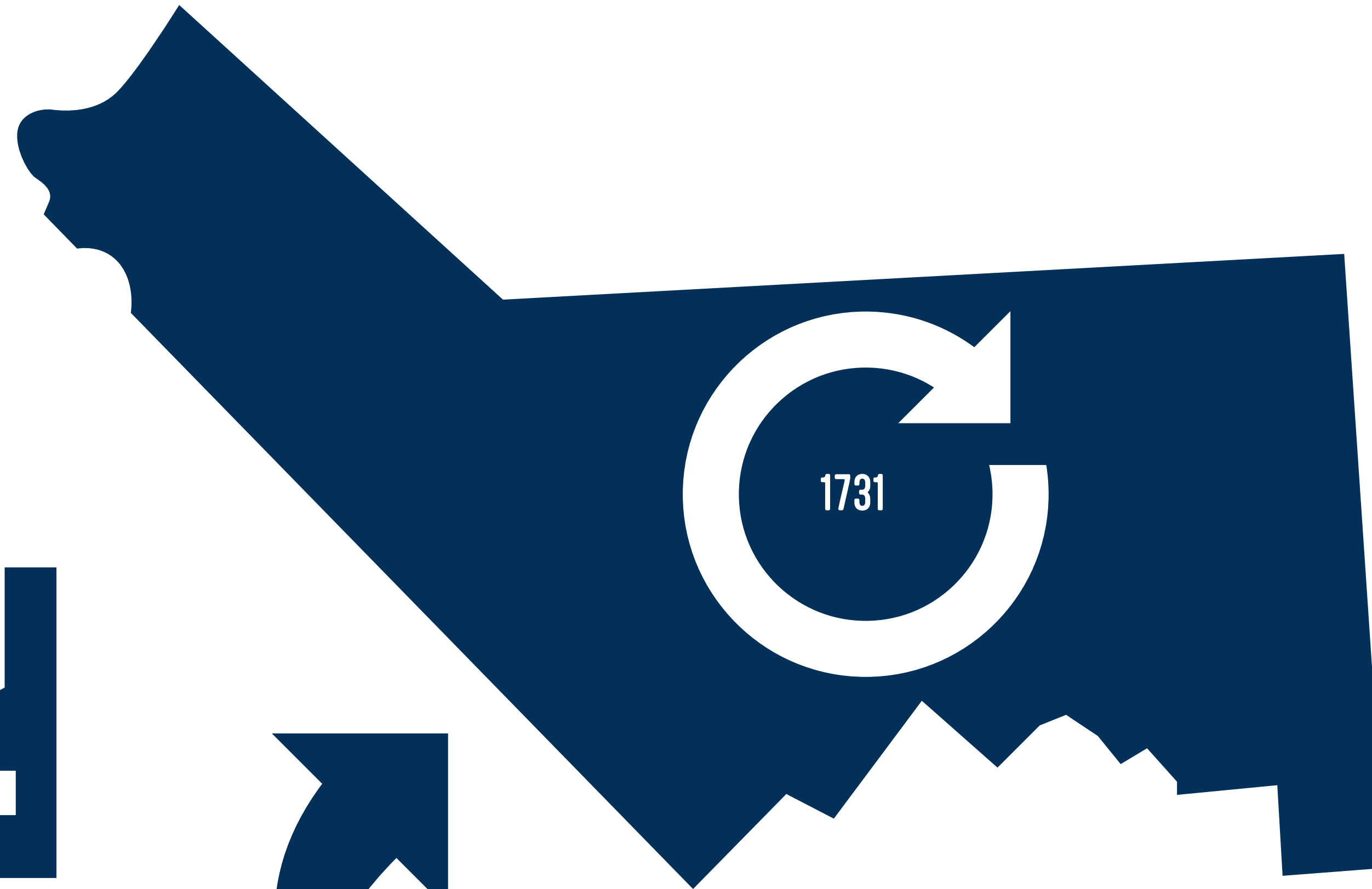
Worker Inflow / Outflow



Total Workers
22,002



Total Businesses
1,253



18,278



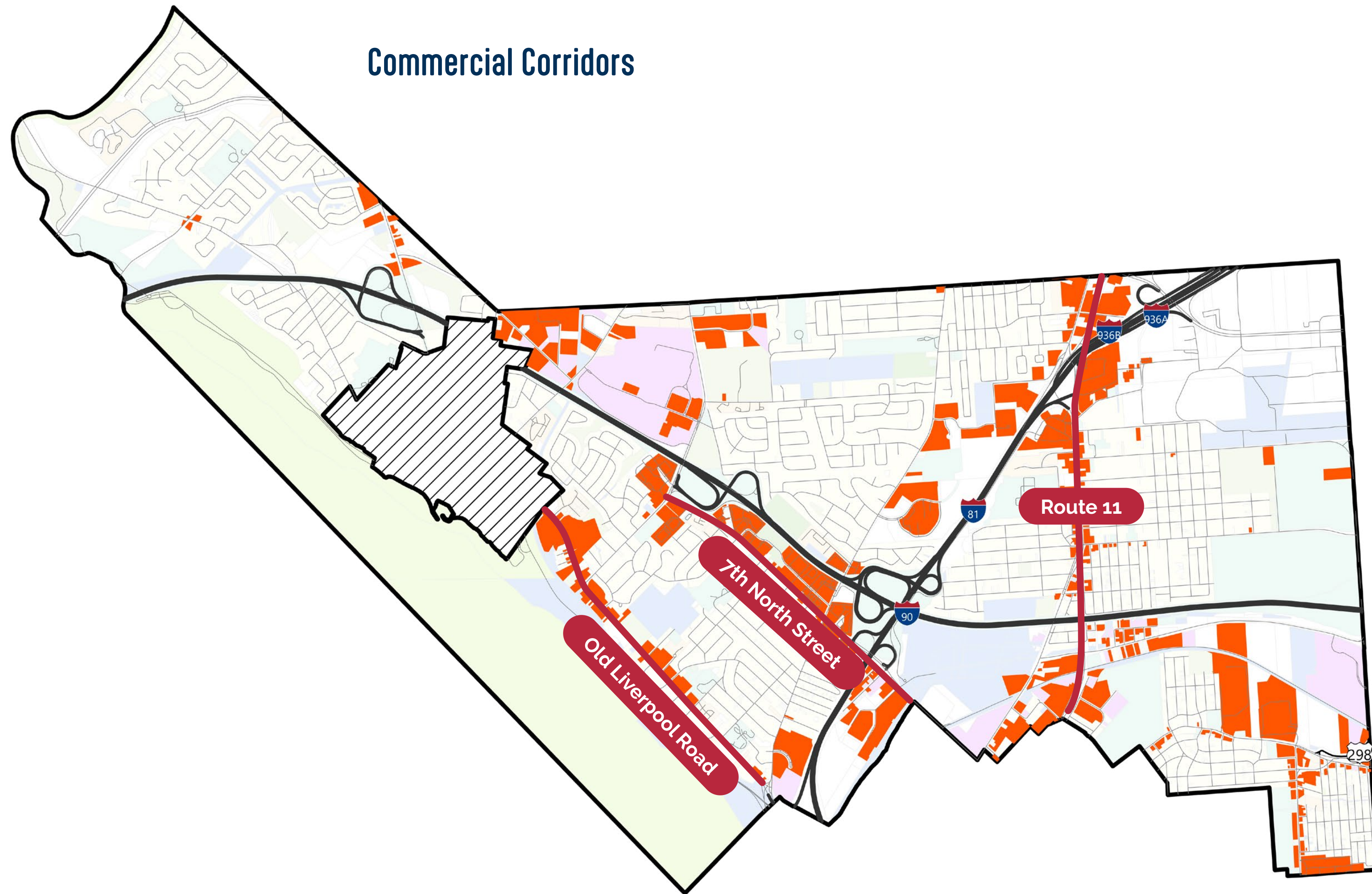
13,619

- Top Employer's in Salina
Business/Employees
- 1) Lockheed Martin/2,200
 - 2) Eaton Crouse-Hinds/700
 - 3) Cytec, Inc./250
 - 4) Ragnar & Rollo Industries/200
 - 5) C&S Engineers/200
 - 6) Optanix, Inc./200
 - 7) Echelon Supply & Service/200



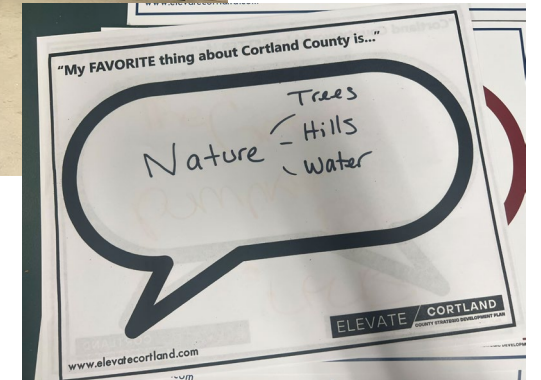
TOPIC Strong Centers

Commercial Corridors



Town of Salina Comprehensive Plan

June Community Workshop
Preparation



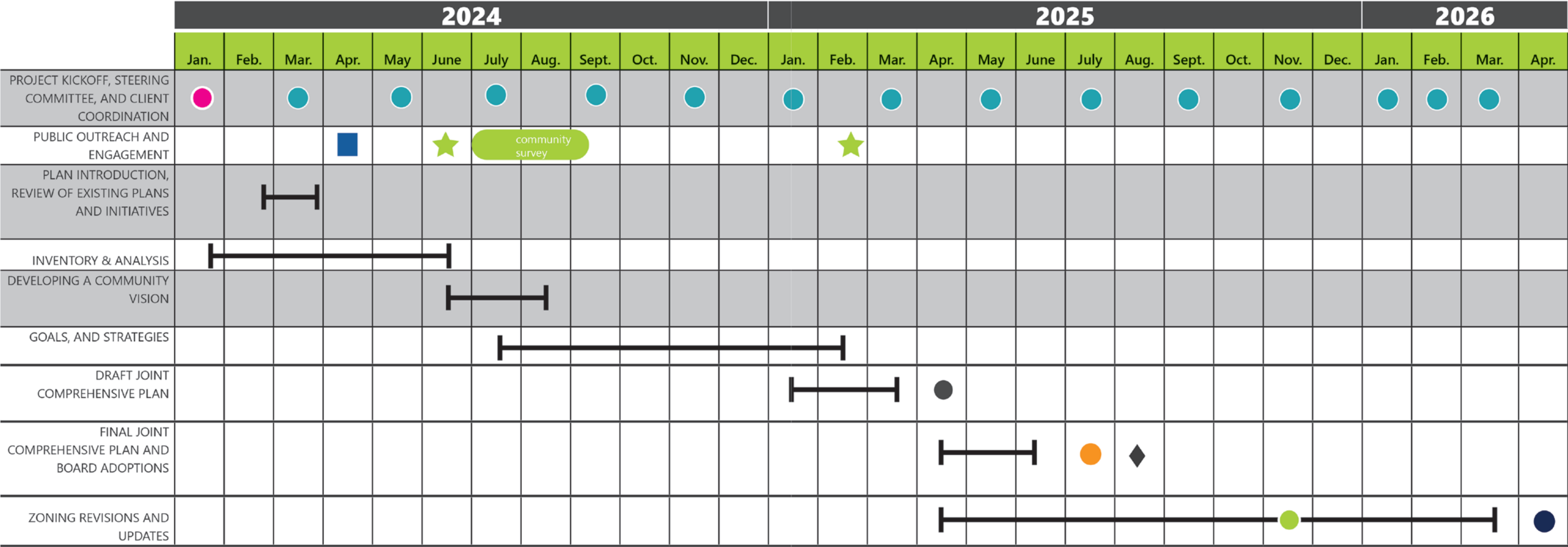
- Community Workshop format (open house)
 - Week of July 22 – location TBD
- Boards featuring key data findings through 4 Topic Plan Themes:
(Greenways & Blueways, Housing & Neighborhoods, Strong Centers, and Community Mobility)
- Interactive elements to capture public feedback
(We have it we want it..., comment bubbles, notes added to Plan Theme boards)
- How should we promote the event?
- Survey timeline (June-September)



June Community Workshop Preparation



Town of Salina Comprehensive Plan



Legend:

┌───┐Duration

●Project Kickoff Meeting

●Project Advisory Committee Meeting

■Stakeholder Meetings

★Community Workshop Event

●DRAFT PLAN

●FINAL PLAN

◆Plan Adoption

●DRAFT ZONING

●FINAL ZONING