

Village of Newark Valley

February 2007

DOWNTOWN STRATEGIC PLAN DRAFT



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Village of Newark Valley

Downtown Strategic Plan: February 2007

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1.0 The Vision

1.1 Introduction to the Downtown Strategic Plan

The Downtown Strategic Plan for the Village of Newark Valley is an initiative by the Village, funded by the Strategic Planning Technical Assistant Grant from the Governor's Office for Small Cities. The Plan is a collaborative effort by the Village of Newark Valley, the Downtown Strategic Plan Steering Committee, the project consultant and the residents and stakeholders in and around the Village. Together we have developed a Plan to guide the Village towards the community's vision for the future.

Study Purpose and Methodology

The purpose of the Downtown Strategic Plan, as stated by the Village of Newark Valley, is "to formulate a plan of action to stimulate economic revitalization of downtown Newark Valley." Therefore the question this plan sets out to answer is *what* will help foster economic revitalization in the downtown. After assessing the existing conditions of the Village, including the demographic and economic conditions as well as conducting a retail analysis, the study determined that the most effective method for bringing economic revitalization to the downtown is *tourism*. Therefore the plan strategically details *how* to use tourism as an economic revitalization tool for the Newark Valley downtown.

"... to formulate a plan of action to stimulate economic revitalization of downtown Newark Valley."

Description of the Study Area

The Village of Newark Valley is a small community of just over 1,000 residents. Characterized by quaint historic homes that centralize on a green common at the foot of the picturesque Municipal Building, the Village represents the historic population and commerce center of the Town of Newark Valley and the surrounding region.



Located along the east branch of Owego Creek, the Village is in the northeastern portion of Tioga County, about 10 miles north of Owego, NY. The major corridor traveling through the Village is Route 38, which travels to south toward Owego and north toward Cortland. Newark Valley is proximate to larger employment centers such as Owego, Endicott, Johnson City, Binghamton and Ithaca.

Newark Valley's Town history dates back to 1791, when the first settlers were farmers. The Village of Newark Valley began with a cabin, a store, a distillery and a mill all located near the Creek, which provided a water source for the mill. By 1910, according to a newspaper article from this time period that was found in Helen Richard's Grandmother's scrapbook probably from the 1910 Old Home Days, there were four large general stores, one furniture store, one shoe shop, two millinery shops, two clothing stores, two hardware stores, two meat markets, two bakeries, one jewelry shop, two drug stores and two farm implement shops.

Approximately a century since the Village's beginning, Newark Valley has undergone transformations that range in scale from local to national lifestyle changes. As a result, the Village no longer serves the residents' consumer needs. What remains in Newark Valley is a friendly community with a special affinity for the Village's historic legacy and 'small town' living.

1.2 Guiding the Plan: Public Input

In order to create a plan *for* the community, gathering input from the public is essential. This plan utilized several methods of public participation, the results of which serve as a guiding force in the development of the Downtown Strategic Plan.

Public Input Highlights

The public input that was conducted for this plan to determine the community vision includes a steering committee vision session, two interactive public workshops and a public presentation. Also, a community survey that was completed by the Village was incorporated into the Plan's public input process. Together these Village input opportunities work to guide the direction of the plan so that it works to accomplish the community vision.

The following lists the major input highlights determined through the analysis of the public input sessions. For complete summaries of each public input session please refer to the Appendix of this document.

Vision Session

A vision session with ten members of the Downtown Strategic Plan Committee was conducted at the beginning of the planning process. The major visionary elements identified for the Village included:

- A place with attractions for children and adults alike
- An improved streetscape and building stock providing a vibrant village center
- A Village with small businesses and services to meet the needs of the residents and visitors

Interactive Issues and Opportunities Public Workshop

A public workshop, totaling 32 participants, was conducted for the Village to identify the issues and opportunities in the Village the Plan should address. The interactive public workshop included two input opportunities, individual workbook responses and group discussion responses. Analysis of the workbooks showed several major findings:

- The two workbook statements that had the largest percentage (66%) of people responding that they strongly agree were regarding the need for youth activities and the need for a community center.
- The one issue that everyone who participated agreed on was that the Rail Depot should be developed (50% strongly agree, 50% agree).
- The Village determined a list of businesses the community would like to see in the downtown.

Within the group portion of the interactive public workshop, groups determined the top three issues. One issue was present in all five of the groups: the need for youth activities. In addition, each group mentioned issues related to the preservation and improvement of the appearance of the Village and its downtown.

Interactive Prioritization Public Workshop

A Prioritization Workshop, with 22 participants in attendance, provided responses to specific plan programming to help describe how the Village would like to deal with identified issues. Participants were provided a workbook with a minimum of four solutions to 15 major issues in the Village and asked to check off the solutions they believed would help or solve the issue. The following lists the solutions 75% or more agreed would help the Village:

- Market individual buildings for potential reuses
- Seek more funding to revitalize/reuse historic and quaint properties
- Create a picturesque streetscape in the Village
- Provide better signage and historic markings to call attention to the Village's historic elements
- Create more parking behind buildings
- Create Village-wide bike trails
- Renovate an existing building for use as a community center
- Create specific groups for implementing specific aspects of the recommendations

Community Survey (Conducted by the Village, Prior to the Downtown Strategic Plan)

In 2004 the Village conducted a survey that was sent to the residents of the Village asking them about the Village and its quality of life. Some of the issues the community survey reflected included the need to/for:

- A youth recreation program
- Main Street revitalization
- Enforce the building code
- Senior housing

Newark Valley's Vision Statement

The Downtown Strategic Plan Committee, after participating in committee meetings and an interactive public meeting, developed and accepted a vision statement that represented the ideal future of the Village. The vision statement is an overall statement of what the Village would like to work towards, it sets the foundation for goals and objectives of the plan.

Vision: To encourage an economically viable pedestrian friendly downtown that serves the Village, surrounding areas and visitors while preserving the historic character of the Village center.

Goals and Objectives

Goal 1 Purpose:

To provide opportunities for Village residents to shop in the community, maintaining the traditional village business functions.

Goal 1: Develop viable business opportunities in the Village

Goal 1 Objectives:

- ❖ To attract more businesses to the Village

Goal 2: Develop a quaint, picturesque Village-scape

Goal 2 Purpose:

Visually identify the Village as a destination enhancing its character and providing traffic calming and safety enhancing features.

Goal 2 Objectives:

- ❖ To preserve local landmarks and historic buildings
- ❖ To promote the improvement of buildings and properties in the Village
- ❖ To provide clearly visible connections to the attractions in the Village
- ❖ To design a streetscape that focuses on safety

Goal 3: Promote tourism in the Village

Goal 3 Purpose:

To provide the Village with an economic development tool that will increase the demand for goods and services, increasing the Village's potential for new business providing needed goods and services for area residents as well as entrepreneurial opportunities.

Goal 3 Objectives:

- ❖ To provide accommodations for tourists within the Village
- ❖ To develop Village-wide special events to attract tourists
- ❖ To foster collaboration between complimentary attractions within the Village and surrounding region

Goal 4: Create a destination for families

Goal 4 Purpose:

To take advantage of Village's existing unique activities that are family oriented as well as recommended additional family activities to create a destination that attracts family visitors.

Goal 4 Objectives:

- ❖ To develop the Village as an interactive family learning experience
- ❖ To provide indoor and outdoor activities for families
- ❖ To identify and promote potential attractions in the Village that are geared toward families

2.0 The Community

The following section provides an inventory of the Village's existing conditions, detailing a current portrait of the resources in the community. This includes an assessment of the demographic & economic conditions as well as an inventory of the existing buildings in the Village providing a picture of the people and the place.

2.1 The People - An Analysis of Demographic & Economic Conditions

A demographic and economic analysis of the Village of Newark Valley and the surrounding region provides the relevant data that will help appropriately plan for the Village's future. The Village characteristics are compared to the Town, the County and the State to help understand how the Village fits into the larger region.

According to the Census, the population in the Tioga County region from 1990 to 2000 was relatively stable, showing slight decreases of about 1 to 3% for the County and the Town and Village of Newark Valley. Although the 1% decrease in population for the Village from 1990 to 2000 was less than the percent decrease in population for the Town and the County, this was the first 10 year period that either the Town or the County population decreased while the Village's population has been decreasing since 1970.

Table 2.1 Population 1950 - 2000

Village, Town, County and State

Year	New York State	Tioga County	Town of Newark Valley*	Village of Newark Valley
1950	-	30,166	1,357	1,027
1960	-	37,802	1,646	1,234
1970	-	46,513	2,037	1,286
1980	-	49,812	2,575	1,190
1990	17,990,455	52,337	3,107	1,082
2000	18,976,457	51,784	3,026	1,071
Population Change from 1990 to 2000	5.48%	-1.06%	-2.61%	-1.02%

*Population for the Town of Newark Valley excludes the Village of Newark Valley population

Source: US Bureau of the Census and design based planning, inc.

In 2005, the estimated population for the Village of Newark Valley and for Tioga County is expected to decrease from the 2000 population, while the Town’s estimated 2005 population increased from the 2000 population. According to population projections for Tioga County, the population for the region is expected to continue to decrease, with a predicted loss of over 10,000 people by 2030.

Table 2.2 Estimated Population for 2005
Village, Town and County

Year	Tioga County	Town of Newark Valley	Village of Newark Valley
2005	51,475	4,125	1,038

Source: Southern Tier East

Table 2.3 Predicted Population for 2010, 2020 and 2030
County

Year	Tioga County
2010	49,134
2020	45,673
2030	41,476

Source: CISER

In 2000, 30% of the Village’s population was under 18.

In 2000, 30% of the Village’s population was under 18 and 29% of the Town’s population was under 18. The Village and Town’s percentage of youth is higher than the County, while the County’s percentage of youth is higher than the State. This shows that there is a concentration of youth in Newark Valley compared to the County and a concentration of youth in the County compared to the State.

The County (18%), the Town (18%) and the Village (19%) have a low percentage of population in the 18 to 34-age cohort when compared to the State (24%). This may be related to the lack of higher educational facilities in the County. Also notable, for the 50 to 64-age cohort, the County as a whole has a larger percentage (17%) of population from 50 to 64 than the State (15%), yet this age group percentage in the Town (15%) and Village (14%) is more similar to the State than the County.

Table 2.4 2000 Age Characteristics
Village, Town and County

Age Group	New York State	Tioga County	Town of Newark Valley	Village of Newark Valley
Under 18	25%	27%	29%	30%
18 to 34 years	24%	18%	18%	19%
35 to 49 years	23%	25%	27%	23%
50 to 64 years	15%	17%	15%	14%
65 years and older	13%	13%	11%	14%
Median Age	36	38	37	36

Source: US Bureau of the Census

In the Village from 1990 to 2000, the age group with the least amount of change was those under 18. This shows that the Village's concentration of youth has remained stable in this ten-year period. The largest percent change in the Village between 1990 and 2000 was a 25% growth in the 50 to 64 years age cohort. This is an important change, showing increases in an older age cohort. Additionally, the age group from 18 to 34 has substantial decrease in population for the Village, Town and County, showing this age groups migration from the region.

Table 2.5 Percent Change in Age Cohorts from 1990 to 2000
Village, Town and County

	New York State	Tioga County	Town of Newark Valley	Village of Newark Valley
Under 18	10%	-6%	-11%	3%
18 to 34 years	-11%	-30%	-28%	-23%
35 to 49 years	17%	18%	21%	9%
50 to 64 years	16%	15%	17%	25%
65 years and older	4%	19%	16%	-5%

Source: US Bureau of the Census

Two measures of income distribution were analyzed for the Village and the comparison communities: per capita income and median household income. The per capita income for the Village, Town and County were substantially lower than the State as a result of the extreme highs in the State's household income, which are not present in Tioga County.

The median income is a better indication of overall wealth than per capita income because it is not skewed by extreme highs or lows. The 1999 median household income in the Village, \$37,935, was lower than in the Town, the County and the State.

Table 2.6 1999 Income Distribution
Village, Town, County and State

Household Income	New York State	Tioga County	Town of Newark Valley	Village of Newark Valley
< \$15,000	18%	13.9%	9.6%	12.5%
\$15,000 - \$24,999	12%	14.2%	14.4%	16.0%
\$25,000 - \$34,999	11%	14.4%	18.5%	16.3%
\$35,000 - \$49,999	15%	19.8%	20.4%	22.8%
\$50,000 - \$74,999	18%	20.3%	20.6%	16.5%
\$75,000 - \$99,999	11%	9.5%	10.8%	10.3%
\$100,000 - \$149,999	9%	5.9%	4.3%	5.0%
\$150,000 - \$199,999	3%	1.2%	1.3%	0.8%
\$200,000+	3%	0.8%	0.0%	0.0%
Per capita income in 1999	23,389	18,673	17,577	16,919
Median household income in 1999	43,393	40,266	40,983	37,935
Average household size	2.61	2.60	2.71	2.58

Source: US Bureau of the Census

In 2000, the Village had a higher percentage of renter occupied housing units than the Town and the County. The Village’s higher percentage of renters is consistent with a general trend of urbanized areas having higher renter concentrations. Also notable is the Village’s high percentage of vacant housing units. Of this total vacant housing units, 18 were for rent in 2000 and 13 were for sale.

Table 2.7 Occupied Housing Units in 2000
Village, Town, County and State

Housing	New York State	Tioga County	Town of Newark Valley	Village of Newark Valley
Total	7,679,307	21,410	1,615	446
Owner occupied	48.7%	71.7%	77.0%	63.7%
Renter occupied	43.2%	20.5%	15.2%	23.8%
Vacant	8.1%	7.9%	7.9%	12.6%

Source: US Bureau of the Census

The data from 2000 suggests that 30% of the Village’s population has an associates or bachelor’s degree. In comparison, 22% of the County’s population had an associates degree or bachelor’s degree.

...30% of the Village's population has an associates or bachelor's degree.

Table 2.8 2000 Educational Attainment for the Population 25 Years and Over

Village, Town, County and State

Education Level	New York State	Tioga County	Town of Newark Valley	Village of Newark Valley
High School Diploma	45%	55%	50%	48%
Associates Degree	7%	10%	16%	15%
Bachelors Degree	16%	12%	12%	15%
Post Graduate Degree	12%	8%	7%	9%

Source: US Bureau of the Census

The race and ethnicity data shows that the Village, the Town and the County are homogeneous since 98% of the population in 2000 was White.

Table 2.9 2000 Race and Ethnicity

Village, Town, County and State

Race/Ethnicity	New York	Tioga County	Town of Newark Valley	Village of Newark Valley
White alone*	68%	98%	98%	98%
Black or African American alone*	16%	1%	0%	1%
American Indian and Alaska Native alone*	0%	0%	0%	0%
Asian alone*	6%	1%	0%	0%
Some other race alone*	7%	0%	0%	1%
Population of two or more races*	3%	1%	1%	1%
Hispanic or Latino	15%	1%	1%	1%
Not Hispanic or Latino	85%	99%	99%	99%

Source: US Bureau of the Census

The employment status for 2000 shows that while the Town (5%) and the County (5%) had a low percentage of unemployed civilians in the labor force compared to the State (7%), the Village (11%) had a significantly larger percentage of unemployed civilians in the labor force than the State.

Table 2.10 2000 Employment Status for Civilians in the Labor Force

Village, Town, County and State

Employment Status	New York	Tioga County	Town of Newark Valley	Village of Newark Valley
Employed	93%	95%	95%	89%
Unemployed	7%	5%	5%	11%

Source: US Bureau of the Census

...within the Town there is a larger percentage, 3%, of Agriculture, forestry, fishing and hunting, mining industry compared to the County (2%) and the State (1%).

While largest industry in the Village in 2000 was Educational, health and social services (29%), the data shows that the region, including the County, Town and Village, had significantly larger percentage of industry in manufacturing (20%+) than the State (10%). The industry data also shows that within the Town there is a larger percentage, 3%, of Agriculture, forestry, fishing and hunting, mining industry compared to the County (2%) and the State (1%).

Table 2.11 2000 Industry

Village, Town, County and State

Industry	New York State	Tioga County	Town of Newark Valley	Village of Newark Valley
Agriculture, forestry, fishing and hunting, mining	0.6%	2.3%	3.2%	0.8%
Construction	5.2%	6.1%	7.0%	4.3%
Manufacturing	10.0%	24.0%	20.1%	20.5%
Wholesale trade	3.4%	3.7%	5.9%	4.1%
Retail Trade	10.5%	10.6%	10.7%	10.5%
Transportation and warehousing, and utilities	5.5%	3.7%	6.0%	5.9%
Information	4.1%	1.7%	1.5%	0.4%
Finance, insurance, real estate, and rental and leasing	8.8%	3.7%	3.9%	3.0%
Professional, scientific, management, administrative, and waste management services	10.1%	7.3%	7.1%	6.5%
Educational, health and social services	24.3%	22.8%	22.6%	29.2%
Arts, entertainment, recreation, accommodation and food services	7.3%	5.6%	3.5%	6.9%
Other services (except public administration)	5.1%	4.8%	4.9%	5.1%
Public administration	5.2%	3.7%	3.7%	2.8%

Source: US Bureau of the Census

2.2 *The Place - A Buildings Inventory*

An inventory of the buildings and open spaces in the downtown study area of the Village was completed as part of the Downtown Strategic Plan. The inventory gives an account of the physical elements that exist in the Village. The inventory included a review of 67 buildings and detailed available information on the year built, history and/or remains, reuse and condition as well as a photograph of each building.

Distilled from the inventory is the listing of 19th century and a few 18th century buildings as well as the potential reuses determined for particular buildings in the inventory. The results from the inventory have been summarized in a diagrammatic map of the Village. For more detailed inventory of the buildings, the full report can be found in the Appendix.

Urban Design Elements and Feature Sights

In addition to conducting an inventory of the individual buildings in the downtown, the study reviewed several urban design elements in the Village that are needed to pull the downtown together, linking assets of the community. The following elements have been identified to help create a coherent downtown:

- **There is a need for a gateway entrance into the Village at the north and south entrance into the downtown.** The Village has recognized the need to welcome people into the Village, as is shown by the two signs at either end of the Village. To further this effort, the Village needs a stronger differentiation from the Town. In addition to being notified that you have entered the Village, visitors need a clear transition from the Town to the Village. The goal is to show those entering the Village that this place is a unique destination. The gateway should demonstrate that the Village is a place to slow down and look around by providing opportunities to do so.
- **The Village has several open spaces that should be enhance to create access to the east branch of the Owego Creek.** Although the Creek travels directly through the Village, the downtown does not directly link to the Creek. Besides the road bridge that travels over the Creek, the Village has very little direct access to the Creek within the

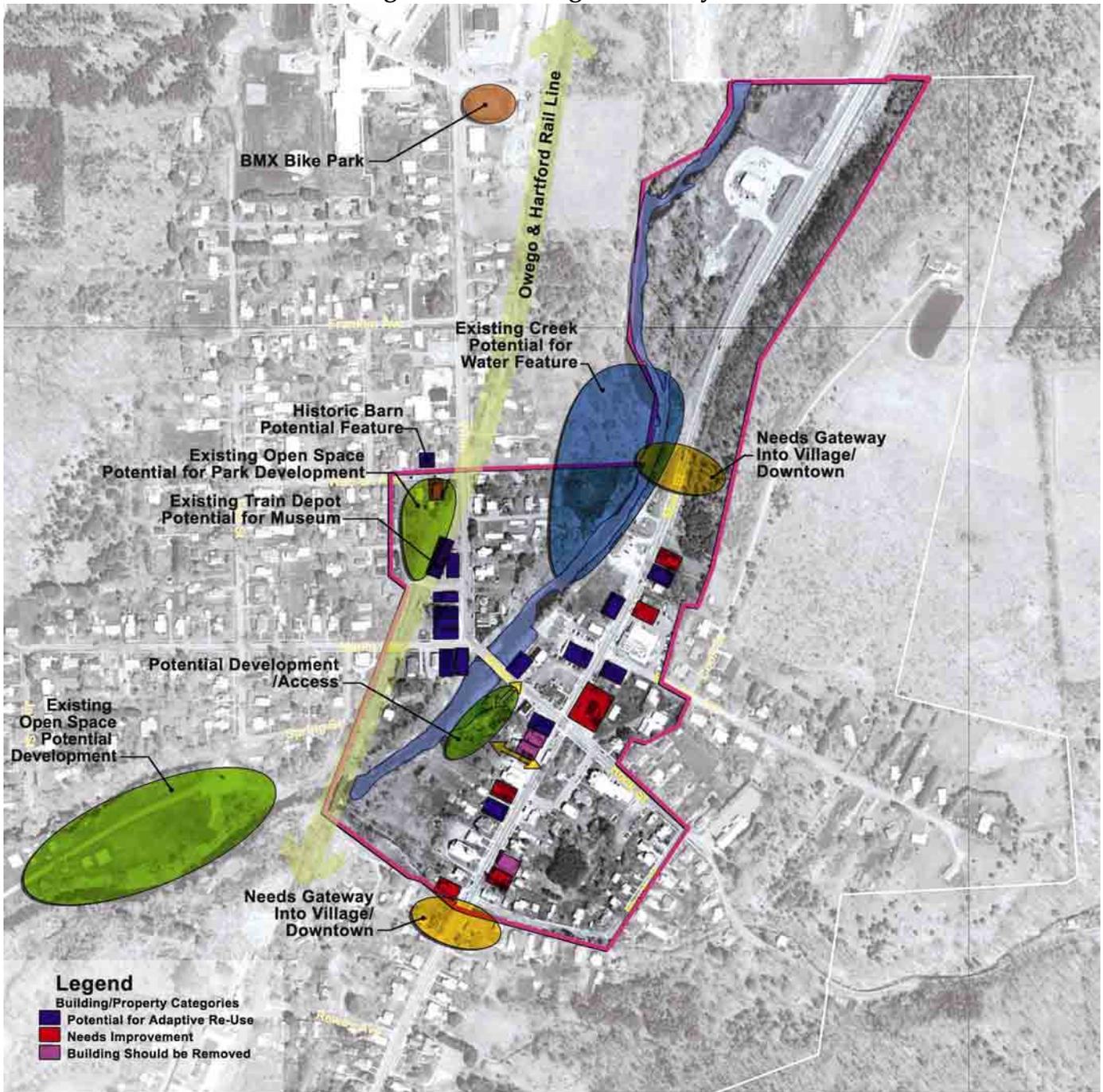


downtown. In order to highlight this asset clearly defined, attractive access is needed for residents and visitors to appreciate the Creek as a waterfront asset for the downtown.

- **The Trout Ponds, just southwest of the study area along the east branch of the Owego Creek, has potential for future open space and water related development.** The Trout Ponds are an existing attraction within Newark Valley that the Village should build on. Also the downtown needs to clearly link to this attraction, including it as one of the assets of the Village downtown.
- **The Rail Depot in the Village is a potential site for further museum development.** The Rail Depot in the community shows the Village’s history as a community fueled by rail connections.
- **The open space around the Rail Depot has potential for park development.** Linking the railroad tracks to the Rail Depot with an outdoor park highlighting the railroads historic significance would begin to a package of rail/historic-centered elements to help promote the Village.
- **Just outside the boundary of the Village downtown is a historic barn on Watson Avenue that has the potential to be a historic feature in the Village.** This octagonal barn at 32 Whig Street is a unique historic artifact of the Village that should be renovated or restored as such.
- **On the corner of Rock and Main Street is prime Village real estate that should be improved upon.** Located across from the picturesque Village green is a gas station. As one of the most central corners of the Village this property needs to be improved upon.
- **The Village has an opportunity to link to the region to the north by highlighting the scenic aspects of Route 38 as it travels into Newark Valley.** Before residents and visitors entering into Newark Valley from the north travelers pass picturesque views of rolling farmlands and nature. This scenic corridor to the Village should be emphasized as part of the attraction to the area.



Figure 2.1 Buildings Inventory



VILLAGE OF NEWARK VALLEY
 DOWNTOWN STRATEGIC PLAN
 INVENTORY & ANALYSIS

AUGUST 2006

DESIGN^{based} PLANNING, INC.
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18th and 19th Century Buildings

With approximately 30 buildings built in the 19th century or earlier, the Village is still tied to its historic roots. With this concentration of older homes the Village has both issues to address and opportunities to utilize. With an older stock of buildings in the Village, many structures are likely to be in need of major repairs or even demolition as not every old building is of historic significance. On the other hand with the Village’s expanse of 19th century buildings, several buildings are likely to be historic treasures waiting to be restored.

...with the Village’s expanse of 19th century buildings, several buildings are likely to be historic treasures waiting to be restored.

Table 2.12 18th or 19th Century Buildings

Village of Newark Valley

Address	Year Built
6 Brook Street	1880
21 Rock Street	Before 1880
Municipal Building	1887
7 Park Street	1794 (and 1917)
5 Park Street	1831
27 South Main Street	Before 1869 and 1885
29 & 31 South Main Street	1896
35 South Main Street	Before 1855
37 South Main Street	1867
42 South Main Street	Post 1880
United Church of Christ, South Main Street	1869
Parsonage, South Main Street	1894
26 South Main Street	1867
24 South Main Street	1876
22 South Main Street	1855
20 South Main Street	1852
12 South Main Street	1828
10 South Main Street	1850
8 South Main Street	1820’s
6 South Main Street	Before 1827
5 Water Street	1870’s
7 Water Street	1880
7 Maple Avenue	1880’s
Maple Avenue	1897
Northeast corner of Depot St. and Dimmock Ave.	1879
3 Watson Street	1880
29 Whig Street	1880’s
15 Whig Street	1838
5 Whig Street	Before 1863

Specific Building Potentials

While conducting an inventory of the downtown structures, potential reuses were determined for suitable downtown buildings. The following table lists these buildings and the corresponding likely reuses.

Table 2.13 Potential Reuses

Village of Newark Valley

Address	Potential Reuse
Municipal Building	Boutique Accommodation
Village Green	Interpretive Historic Display
24 South Main Street	Bed & Breakfast
20 South Main Street	Develop Parking Lot Behind
6 South Main Street	Two Store Fronts Below and Two Apartments Above
5 Water Street	Shops
7 Water Street	Shop(s) below and Apartments Above
Maple Avenue	Restaurant or General Store (May be attached to adjacent garage)
4 Whig Street	Retail
6 Whig Street	Retail
10 Whig Street	Store Front
16 Whig Street	Museum or Anchor Facility
Northeast Corner of Depot Street and Dimmock Ave.	Rail Museum
15 Whig Street	Develop Pond/Lake Behind Property
5 Whig Street	Develop Pond/Lake Behind Property
20 Water Street	Tourist or General Store
20 Water Street (Formerly 18 Water Street)	Retail Boutique
10 North Main Street	Potential Community Recreation Center
18 North Main Street	Bed & Breakfast
25 North Main Street	Antique or Tourism Store
9 S Corner of N. Main Street and Smullen Ave.	Fast Food or Tourism Facility
6 Rock Street	Family Library & Bookstore

2.3 Community Findings

The People

- The Village's population from 1990 to 2000 was relatively stable.
- The Village's population began decreasing 20 years before the Town and County's population began decreasing.
- The population of the County is expected to continue to decline in the next thirty years.
- In 2000, the region of Tioga County, including the Town and Village of Newark Valley had a homogeneous population.
- In 2000, 30% of the Village's population was under 18 and 29% of the Town's population was under 18.
- The largest percent change in the Village between 1990 and 2000 was a 25% growth in the 50 to 64 years age cohort.
- The median household income in the Village, \$37,935, is lower than in the Town, the County and the State.
- Of the Village's total housing stock in 2000, 31 housing units were either for rent or for sale.
- In 2000, the Village had a larger unemployment rate than the comparison areas.
- While the State tends to have a larger concentration of professional type industry than Newark Valley, the Town of Newark Valley retains some agriculture, forestry, fishing and hunting, mining industry.
- The Village of Newark Valley has an educational attainment level that is consistent with that of the Town and County, which is somewhat higher than that of the State as a whole. This, combined with fairly low incomes and a high unemployment rate suggest that Village residents want to live where they are, even though it may hurt them economically.
- The prevalence of manufacturing in Tioga County and employment levels in manufacturing in the Town and Village suggest there are good paying jobs remaining in the area. Educational attainment suggests a high level of readiness for these and other employment opportunities.

The Place

- Several urban design elements would improve the organization of the Village downtown including a gateway, improved access to the Creek, development of the Trout Ponds, development of the Rail Depot, the development of the historic octagonal barn and the development of the scenic characteristics of Route 38 north of the Village.
- The Village has a concentration of about 30 historic buildings.
- There were 22 buildings that were determined to have potential reuses.

3.0 The Market: Retail

This section provides an analysis and review of the retail market conditions and potentials in the Village, in the region and in the country. The market analysis methods include a review of the national and northeastern consumer expenditure trends, a review of retail in several comparison communities, a retail analysis of the area around the Village and an assessment of the traffic counts around the Village.

3.1 *National and Northeastern Consumer Expenditure Trends*

The U.S. Bureau of Labor Statistics conducts a Consumer Expenditure Survey that collects information about consumer buying habits in the U.S. The survey is conducted each year using two different methods, a record keeping survey of consumers for a two-week period and an interview survey with five interviews conducted in a three-month period. The survey information utilized for this study shows the consumer buying trends in the U.S., in the rural U.S., the Northeast and according to age groups in the Northeast. The purpose of this analysis is to get a general understanding of where groups of people relevant to the study are spending money.

The overall trends in spending show that consumers spend the most on housing, transportation and food. Compared to the United States and the Rural United States, the Northeast has the highest percentage of housing spending (34%) and the lowest percentage of transportation spending (16.5%). In comparison, the Rural United States has the lowest percentage of housing spending (26.4%) and the highest percentage of transportation spending (22.2%).

Table 3.1 2004 Average Annual Expenditures by Region
United States, Rural Areas in the United States and the Northeast Region of the United States

	US	Rural US	Northeast
Total	43,395	38,088	46,115
Food	13.3%	13.8%	13.8%
Alcoholic Beverages	1.1%	0.8%	1.4%
Housing	32.1%	26.4%	34.1%
Apparel and Services	4.2%	3.8%	4.7%
Transportation	18.0%	22.2%	16.5%
Health Care	5.9%	8.1%	5.1%
Entertainment	5.1%	5.5%	4.4%
Personal Care Products and Services	1.3%	1.2%	1.4%
Reading	0.3%	0.3%	0.3%
Education	2.1%	1.2%	2.5%
Tobacco Products and Smoking Supplies	0.7%	0.9%	0.6%
Miscellaneous	1.6%	1.8%	1.6%
Cash Contributions	3.2%	3.2%	2.4%
Personal Insurance and Pensions	11.1%	10.8%	11.1%

Source: Consumer Expenditure Survey, 2003 – 2004, Bureau of Labor Statistics, US Department of Labor

For the purposes of this study, the most significant spending categories to analyze are food, apparel and services, transportation and entertainment.

Food is divided into two categories, food at home and food away from home. In the Northeast, spending on food away from home increased 12.2% in 2004. This means that in 2004 there was more spending on items such as restaurant meals, catered affairs and food on out-of-town trips in the Northeast.

Spending on apparel and services for the US rose in 2004, but due to decreases in prior years, the average amount spent per year was still below the average spent 4 years earlier in 2000.

Transportation spending in the Northeast rose 8.3 % in 2004; this was a result of increases in spending in all four transportation categories including vehicle purchases (5.1 %), gasoline and motor oil (19.8%), other vehicle expenses (3.9%) and public transportation (19.5%).

Entertainment spending in 2004 for the U.S. was not statistically significant. Spending on entertainment includes the purchase of large items, infrequently such as recreational vehicles and boats, which can lead to large variations in spending.¹

A comparison of spending according to age group in 2004 shows that those ages 45 to 54 spend the most money on the most categories. In 2004 this age group spent more on food, transportation, entertainment, personal care products and services, education, tobacco products and smoking supplies and personal insurance and pensions than all the other age groups. Also in 2004, the age group from 55 to 64 spent more on apparel and services, reading and miscellaneous items than all the other age groups, the age group 65 and older spent more on health care and cash contributions than all the other age groups, the age group from 25 to 34 spent more on alcoholic beverages than all the other age groups and the age group 25 to 34 spent more on housing than all the other age groups.

Table 3.2 2003 - 2004 Northeast Average Annual Expenditures by Age

Northeast Region of the United States

	Under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 and over
Total	19,704	44,510	51,401	55,877	48,084	29,467
Food	3,249	5,887	7,060	7,468	6,604	4,245
Alcoholic Beverages	452	672	655	582	532	264
Housing	6,644	17,275	18,563	17,749	14,984	10,802
Apparel and Services	1,291	2,414	2,384	2,423	2,252	1,047
Transportation	2,883	7,287	8,640	9,830	8,246	4,175
Health Care	539	1,272	1,864	2,349	2,785	3,238
Entertainment	952	2,037	2,563	2,575	2,181	1,324
Personal Care Products and Services	355	560	633	702	647	445
Reading	48	126	130	171	198	152
Education	1,241	683	716	2,390	1,367	275
Tobacco Products and Smoking Supplies	244	280	345	416	309	171
Miscellaneous	229	517	663	812	899	520
Cash Contributions	150	525	916	1,479	1,389	1,496
Personal Insurance and Pensions	1,427	4,974	6,270	6,932	5,690	1,313

Items highlighted in grey illustrate largest amount spent in that category.

Source: Consumer Expenditure Survey, 2003 - 2004, Bureau of Labor Statistics, US Department of Labor

¹ U.S. Department of Labor, U.S. Bureau of Labor Statistics. "Consumer Expenditures in 2004", Report 992.

3.2 Retail in Several Comparison Communities

As part of the study of retail opportunities in the Village of Newark Valley we have identified three communities with similar demographic and locational characteristics to determine what retail the comparison communities are able to support. The three comparison communities assessed include Dryden, NY, Greene, NY and Franklinville, NY. Full listings of the identified retail in each of the communities can be found in the Appendix.

Village of Dryden, NY

The Village of Dryden with a population of 1,832, is located in Tompkins County less than 10 miles from both the City of Cortland and the City of Ithaca. Dryden has 25 businesses including a bank, a flower shop, grocery store, drug stores, fast food restaurants, diners, sit-down restaurants, pizza shops, auto care shops and a furniture store. Although Dryden is a similar type of historic Village as Newark Valley, commuters traveling between Cortland and Ithaca drive through Dryden providing a larger retail market than the Village residents alone.

Village of Greene, NY

The Village of Greene, with a population of 1,701, is located in Chenango County, less than 15 miles away from Binghamton along the Chenango River. The Village is also less than 10 miles away from Whitney Point and Whitney Point Lake and a little over 5 miles away from Chenango Valley State Park. Greene has 66 businesses including antique stores, auto care shop, flower shops, bookstores, fitness centers, restaurants, a pizza shop, ice cream shops, a candy store, fabric stores, a video store, a furniture store, banks, drug stores and other shops.

With the Chenango Canal traveling through Greene, the proximity to Chenango Valley State Park and Whitney Point Lake, this Village has become a destination in itself, feeding off of the attractions surrounding it. Although the Village of Greene has remained a similar size as the Village of Newark Valley, it has capitalized on its assets as can be seen on the Chamber of Commerce website. The Chamber provides self guided walking tours of the Village, monthly events and an information center, all attracting people to the Village.

Village of Franklinville, NY

The Village of Franklinville, with a population of 1,855, is located in Cattaraugus County, about 10 miles from Ellicottville (where Holiday Valley is located) and about 15 miles from Olean. Franklinville has 10 businesses including a pharmacy, an art studio, a café, a dollar store, and several restaurants.

Franklinville's proximity to the Village of Ellicottville gives it the opportunity to utilize the resort tourist market. Although Newark Valley is not located near a major tourist attraction as is Franklinville, it is more closely related to this Village than the other two communities because Franklinville, like Newark Valley, is not in the travel path of tourist centers. In both the Village of Franklinville and the Village of Newark Valley visitors aren't particularly likely to be just passing through; instead they need a reason to travel to these Villages.

In both the Village of Franklinville and the Village of Newark Valley, visitors aren't particularly likely to be just passing through; instead they need a reason to travel to these Villages.

...this analysis demonstrates how Newark Valley fits into the regional retail market.

3.3 Retail Analysis of the Newark Valley Area

The regional retail analysis was conducted by identifying retail establishments within a five and ten mile radius of the Village. Since the Village is located proximate to regional centers such as Owego, which is about 10 miles away, a more general study using economic “capture” rates is likely to be skewed by the export of particular retail establishments to larger regional centers. A more observed study of the actual establishments is more practical as this analysis demonstrates how Newark Valley fits into the regional retail market.

The analysis uses a primary and secondary trade area. The primary trade area is defined as the geographic area from which sales within the Newark Valley will be drawn. For the purposes of this analysis, a ring of five miles from the center of the Village of Newark Valley has been established as a primary trade area. This represents the area in which the most likely customers for Newark Valley reside. The Village of Newark Valley is the area of convenience for the rural primary market area.

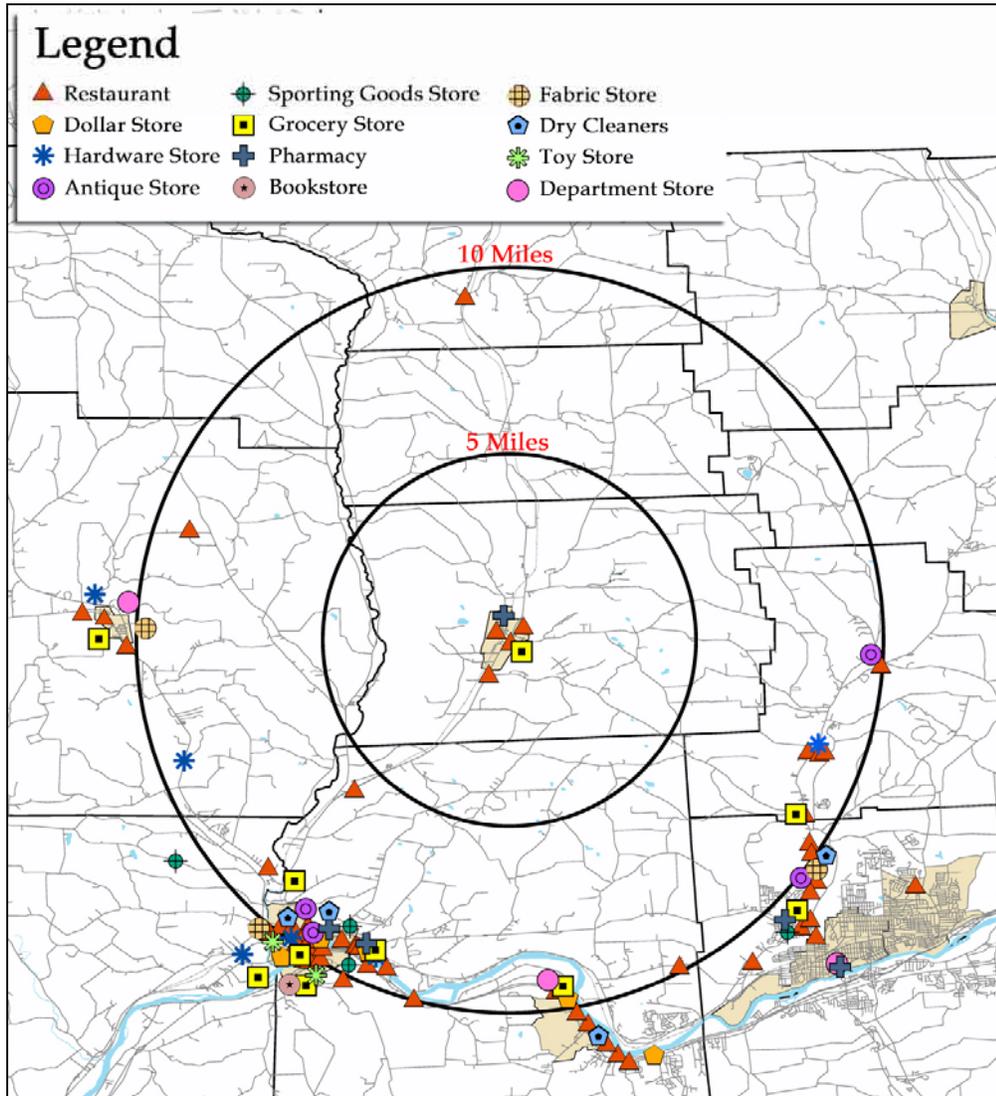
A secondary trade area encompassing a 10-mile ring from the center of the Village was also established. The secondary market area includes shoppers who will find it convenient to go to Newark Valley to shop. Residents of the more highly urbanized parts of this market area are likely to find the goods and services they need closer to home. However, they may travel to Newark Valley for specialty items. The likelihood to shop closer to home for those in the secondary market is appropriately weighted in analyzing the market potential for Newark Valley.

For this study, twelve different types of retail were inventoried including restaurants, dollar stores, hardware stores, antique shops, sporting goods stores, grocery stores, pharmacies, bookstores, fabric stores, dry cleaners, toy stores and department stores. This list of types of retail was developed based on the list of retail the public would like to see in the Village provided in the first Downtown Strategic Plan public meeting as well as other potentially viable retail types.

The retail analyzed in the 5- and 10-mile radius was located in 8 different localities: Apalachin, Candor, Endicott, Glen Aubrey, Johnson City, Maine, Owego and Richford. Although Newark Valley has very little retail, within a 10-mile radius there is a large amount of retail in a substantial retail center, Owego.

Although Newark Valley has very little retail within its boundaries, within a 10-mile radius there is a large amount of retail in a substantial retail center, Owego.

Figure 3.1 Existing Retail Map



Source: www.switchboard.com and design based planning, inc.

More details about the communities in the 10-mile radius and the retail in each community can be found in the Appendix.

3.4 Traffic Counts around Newark Valley

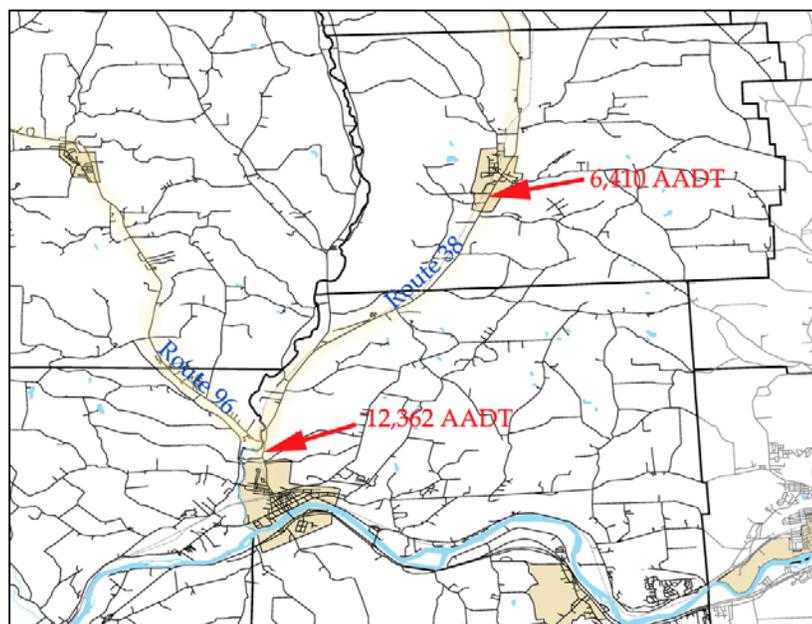
Traffic counts are an important consideration when identifying a business location. Traffic counts show how many people a business owner can expect to see pass by a potential store location. The higher the traffic count, the more business can be expected from passersby. Nonetheless, travelers can be persuaded to take a detour if there is a particular interest off the main route. Therefore attractive signage on well-traveled routes and effective marketing may serve to bring consumers to local, less visible attractions.

Traffic data for the major route in Newark Valley as well as nearby regional routes was obtained from the New York State Department of Transportation. The data shows that Route 38, from Route 38B to Rock Street, has an average annual daily traffic (AADT) count of 6,410. This is the route that travels directly through the Village and has the highest AADT proximate to the downtown.

...Route 96 has an AADT of 12,362... Route 38 forks off Route 96 and travels straight into the Village's downtown at this location.

Yet, within the region, Newark Valley is nearby routes with much higher AADT. At the southern end of Route 38 and the edge of the Village of Owego, Route 96 has an AADT of 12,362. This is a critical number for the Village since Route 38 forks off of Route 96 and travels straight into the Village's downtown at this location.

Figure 3.2 Traffic Count Map



3.5 *Market Findings*

- In 2004, spending on food away from home increased 12% in the Northeast region of the U.S.
- The age group in the Northeast that spent the most in the largest variety of spending categories in 2004 was ages 45 to 54.
- The three comparison communities, which each have a population under 2,000, are able to support a significant amount of retail, but each of the locations is proximate to major regional tourism attractions or locations.
- The Village of Newark Valley needs to implement a reason for people to visit. The more people coming in and out of Newark Valley, the more potential the Village would have for a variety of restaurants and shops.
- Mapping of the regional retail shows that while there is a low concentration of retail establishments in the immediate vicinity of the Village, generally within a 10-mile radius of the Village, retail establishments become prevalent.
- Because of the Village's size and its proximity to other regional centers where a multitude of goods and services are available, the Village lacks the demand to support a large range of establishments that would enable residents to shop locally for most of their needs.
- Route 96 coming out of the Village of Owego just before it forks with Route 38 (which travels directly through the Village) has an average annual daily traffic (AADT) count of 12,362.

4.0 Potentials: Tourism

Because the Village of Newark Valley is a small community, there are a limited number of residents to create the demand needed for the goods and services the residents would like. An alternative way to create demand, besides a large residential demand, is to create visitor demand. For this reason we look at the existing tourism opportunities for Newark Valley.

4.1 Existing Regional Tourism Conditions

Finger Lakes Region

Tioga County is part of the Finger Lakes Region, which also includes Cayuga, Chemung, Cortland, Livingston, Monroe, Onondaga, Ontario, Schuyler, Seneca, Steuben, Tompkins, Wayne and Yates. Tourism in the Finger Lakes Region is a significant economic factor. In 2005 the total tourism dollars spent in the Finger Lakes Region was \$2.183 billion. According to a recent study by Randall Travel Marketing, most visitors come from Pennsylvania, New York, New Jersey, Ohio, Florida and Massachusetts. The average length of the visitor stay was 3.24 nights.

In 2003, the average visitor to the Finger Lakes Region was 43 years old and had an annual income of \$68,000. The highest percentage of visitors was college graduates (38%) who held white-collar positions (58%) and stayed in a hotel/motel (43%). Over three quarters of visitors to the region were leisure travelers. The average visitor spent approximately \$89 daily. Transportation (23%), food (23%), shopping (21%), and room (20%) were the primary areas for expenditures. The most popular activities were dining (30%), shopping (25%), sightseeing (21%) and entertainment (18%).²

A Nearby Tourism Hub: Ithaca

To identify the travel patterns of local visitors Newark Valley has potential to attract, this study looks a local tourism hub in the Finger Lakes Region, the City of Ithaca. An add-on sample was compiled for the 2001 National Household Survey to include the Ithaca Metropolitan Planning Organization (MPO).

² D.K. Shifflet & Associates, Ltd., Finger Lakes Region, New York State Top Line Travel Profile Year 2003 vs Year 2002, July 2004.

The MPO for Ithaca is the Ithaca-Tompkins County Transportation Council (ITCTC).

This data shows that people in the Ithaca MPO take shorter trips for weekend travel.

The following describes the data on travel patterns in the Ithaca MPO in 2001. The average trip length for vacation travel during the week was 21.11 miles while during the weekend the average trip length is 14.47 miles. This data shows that people in the Ithaca MPO take shorter trips for weekend travel. This is a potential opportunity for Newark Valley to become local tourist attraction for weekend travelers.

For other social or recreational travel the average trip length during the week was 5.14 miles while during the weekend the average trip length was 11.05 miles. The average trip length for shopping trips was about 6 miles during the week and during the weekend.

Tourism in Tioga County

According to the 2003-2004 NYS Travel & Vacation Assn. Data compiled from the NYS Department of Taxation & Financing Office, the total visitor spending for Tioga County was \$29.8 million. This is a 54% increase from spending from 1994 to 1995. Of the total visitor spending for 2003 to 2004, \$4.8 million was spent on hotels, \$2.3 million was spent on transportation, \$8.72 million was spent on food and dining, \$6.98 million was spent on shopping and \$5.23 million was spent on entertainment. Visitors generated \$1.04 million in County taxes in this time period.

As one of the 14 Finger Lakes counties, Tioga County has not capitalized on tourism as other Finger Lakes counties as it ranks 13th in the average wages in the tourism industry (\$11,800) and 10th in the total number employed in it (370). This may be related to the fact that Tioga County does not have a Finger Lake within its borders. But, with the County's new tourism approach using the "River Country" tag line, the County is promoting its own natural assets. As the east branch of the Owego Creek travels directly through Newark Valley, the Village holds one of the County's waterway attractions.

The Tioga County Tourism Office conducted two conversion surveys, one in 2004 and one in 2001, on the behavior of County visitors. The following is a list of the major findings relevant to the Downtown Strategic Plan:

- The two surveys show an increase in the percentage of the survey respondents that stayed overnight. In 2004, 69% of those surveyed stayed overnight while in 2001, 47% of those surveyed stayed overnight.
- From 2001 to 2004 the percentage of those surveyed that stayed in a bed and breakfast increased from 0% to 4%.
- From 2001 to 2004 the percentage of those surveyed that stayed in a hotel or motel decreased from 27% to 24%.
- From 2001 to 2004 the percentage of those surveyed that stayed in a campground/trailer/RV park decreased from 12% to 7%.
- Of the respondents, about 1/3 of the visitors traveled with children in both the 2001 and 2004 survey.
- In both the 2001 and 2004 the most popular time to visit the County according to survey respondents was summer with fall being the second most popular time of year to visit.
- In both the 2001 and 2004 surveys the largest percentage of respondents were in the 50 to 59 age bracket while the largest percentage of respondents were in the income level of over \$60,000.

4.2 Newark Valley's Attractions and Assets

The local attractions and assets that currently exist in Newark Valley that can be utilized to package the Village as a place to visit. These include historic, natural/recreational and agricultural attractions and assets. In addition the Village has festivals and special events that attract people to the community. The accommodations in the Village include a picturesque bed & breakfast.

Agricultural Attractions and Assets

Stoughton Farm Corn Maze

Newark Valley is currently home to the Stoughton Farm corn maze. In 2005 corn maze resembled the US 101 helicopter, providing a fun activity for children and families while visiting the farm.

Historic Attractions and Assets

Bement-Billings Farmstead

Listed on the National and State Register, the Bement-Billings Farmstead is a living history museum that provides educational opportunities for the region. Volunteer guides give many scheduled tours each year to school and scouting groups. In addition, the museum is open to the public on weekends from July through September and the farmstead is available for rent by contacting the historical society. Owned by the Newark Valley Historical Society, the Farmstead possesses a reconstructed blacksmith shop, threshing barn, a woodshop and carriage shed. A place where visitors can learn about 19th Century blacksmithing, cooking, spinning and weaving and woodworking, the Farmstead is a key resource for the Village.



Bike Park/Skate Park

Located on Whig Street is a bike park facility that provides an opportunity for BMXers, skaterboarders and inline skaters to ride and perform tricks. The park creates a place for users, away from traffic and pedestrians. Funding has been provided to the Village for a fence to increase safety at this facility.

Depot Friday Nights

Throughout the summer at 7:00 PM the Depot is the site of Depot Friday Nights, free programs which include concerts, lectures and slide shows with refreshments for sale.

Guilds in Newark Valley

The Historical Society runs several guilds in which members can learn about 19th century practices such as open hearth cooking, woodworking and blacksmith work. The guilds include Black Powder, Blacksmith, Guides, Jane Bement Fine Arts, Open Hearth Cooking, Shuttles & Spindles and Woodwrights. Also, the Historical Society has an active Youth Interpreters group for children ages 9-18.

Historic Buildings

Within Tioga County, Newark Valley has the highest concentration of properties listed on the National Historic Register. Of 52 National Listed Historic properties, 18 are in Newark Valley.

Municipal Building

The Village's Municipal Building currently serves a variety of municipal functions. This building has been determined eligible for the National Register, but as of June 2004, not listed.

Newark Valley Historical Society

A substantial resource to the region for history and education is the Newark Valley Historical Society. The Historical Society currently has a Master Plan for the future of the Society. Also, the society hosts a website describing the local history as well as local events. www.nvhistory.org

Newark Valley's Rail Depot and Museum

Newark Valley is home to a Lehigh Valley Rail Depot that has been in service for over 130 years. The Depot remains active as travelers can board on a Tioga Scenic Rail Excursion here. The Depot contains a collection of historical railroad artifacts and memorabilia. A HO scale model railroad depicting parts of the Sayre-Auburn branch of the Lehigh Valley Railroad can be seen at the Depot. Built in 1879, the Depot was restored in the 1980's by the Newark Valley Historical Society. The Restoration and refinement continue with upgrades planned for 2006. Heating and a new kitchen have been installed. The Depot serves as a stop on the Tioga Scenic Rail road and as a venue for social, educational and entertainment events conducted by the Newark Valley Historical Society. Depot Friday Nights takes place here in the summer. The Depot can be rented for meetings, parties or reunions.



Tioga Scenic Rail Excursions

The Tioga Scenic Rail Excursions featured travel between Owego and Newark Valley on an early 1900's era railroad car, a late 1800's era open-air railroad car or a renovated 1940's era dining car.

The Tioga Scenic Rail Excursions ran passenger trains from 1992 to 2005. The passenger train has been an asset to school groups taking a field trip from Owego to Newark Valley as well as other tour groups wishing to take a vintage train ride. Passenger trains were open to the public on Saturdays from the week of July 4th when the season begins to October when the season ends. The Saturday rides included lunch rides in which parents and grandparents brought children to enjoy the train or dinner rides in which passengers could enjoy the only dinner train in New York State during this time period in which the food was prepared and served on the train.

With a lack of sufficient ridership due to the high cost of running and marketing the passenger trains, the train only serves contract operations such as for weddings.

Tappan Spaulding Library

A public library with a collection of Oriental and Native American artifacts left by Mr. Tappan who requested they be displayed in the Library. The Library is a whimsical looking building, likened to an Arts & Crafts style with a roof form reminiscent of a pagoda. A study for the Library has been conducted to assess the conditions of the building as a potential historic landmark.



Natural/Recreational Attractions and Assets

Trout Ponds

Within the Village is a charming park situated along the east branch of the Owego Creek, the Trout Ponds. Here residents and visitors can enjoy fishing in the Creek as well as recreational and cultural activities.

Events

Festivals

The Newark Valley Historical Society runs two major festivals, the Spring Festival and the Apple Festival. Spring Festival is the first full weekend in June and the Apple Festival is the first full weekend in October. At the Spring Festival the farmstead is the site of “Jedediah Smith’s Mountain Men Encampment” with Native American crafts, a black powder range, tomahawk throwing and many mountain men.

The Apple Festival features crafts and other goods as well as traditional music and Civil War reenactments. Civil War reenactors welcome visitors to their campsites and stage an exciting battle each day of the festivals.

During both the Spring Festival and the Apple Festival visitors can tour the Bement-Billings Home, threshing barn, blacksmith shop and woodwright’s building. A gift shop is available in the summer kitchen of the house. There are heirloom craft vendors and demonstrators, period music and plenty of food available.

Newark Valley Historical Society Special Events

The Historical Society runs several special events through out the year in the Newark Valley. Some of the special events include Newark Valley Days featuring a parade, crafts and booths from local businesses, an Antique Appraisal Day, a Historic House Tour and Tea, hikes to an area in the Village that is thought to be a burial ground for blacks in the 1870’s as well as yard sales to benefit the Historical Society.

Accommodations

Good Shepherd Bed & Breakfast

This local attraction is a quaint bed & breakfast located right on Main Street in the Village. An interview with the owner of the Good Shepherd Bed & Breakfast revealed that the bed & breakfast attracts people from all over the United States and other parts of the world including California, Michigan, Ohio, Texas, Maryland, Germany, Sweden and India. Visitors generally come for a place to stay during a family event such as a wedding or a reunion, a biking excursion, a special event or holiday, an escape from a hectic lifestyle or a church related trip. The busiest times of the year are around College graduation in May or June, Apple Festival and the local school reunion in October as well as during the Bement-Billings special events.

4.3 Typical Tourist Profile for Newark Valley

In developing a tourism destination it is important to understand whom you are attracting and what other interests this group of people may have. This helps to plan a more complete destination with complementary travel activities.

A major Travel Activities and Motivation Survey by Lang Research has categorized travel behavior of Americans and Canadians and breaks the travelers into “segments”. The segment that is most closely associated with the demographic profile of Tioga County travelers and Newark Valley activities is called “knowledge seekers”.

Knowledge Seekers

The knowledge seeker represents 13% of the American urban traveler. The type of travelers in this segment a mainly composed of well-educated younger families, mature couples and mature singles.

This group is likely to participate in shorter trips with young children. The attractions that this segment is likely to visit include museums, art galleries, historical sites, zoos, aquariums and planetariums. This group is unlikely to visit amusement parks or professional sporting events. In addition this group tends to have an interest in nature oriented outdoor activities such as natural sight-seeing, canoeing, kayaking and hiking, downhill skiing and biking. Also an important note regarding this segment is that they are likely to utilize travel information to plan vacations.

4.4 Regional Complementary Tourism Centers

In order for the Village of Newark Valley to capitalize on its tourism potential, the regional tourism/activity centers where the Village may pull visitors from need to be identified. With centers identified, the *complementary* regional attractions need to be identified. The potential tourist base that the Village has to work with includes historic, natural/recreational and agricultural assets. By identifying other assets of this nature the Village can begin to link to other locations in the region.

Newark Valley is in proximity to four tourist/activity centers including the Village of Owego, the City of Binghamton, the City of Ithaca and the City of Cortland. Each of these tourist/activity centers has historic/cultural assets, natural/recreational assets and agricultural assets that the Newark Valley could use to tie the Village into a regional package of tourism assets. Full listings of the regional assets for these four tourist/activity centers can be found in the Appendix.

Additional Tioga County Resources

In addition to the discussed regional tourist hubs, there are many regional attractions scattered across the County. Some of the attractions that compliment the Village's historic, natural/recreation and agricultural elements in Tioga County include Fallow Hollow Deer Farm, Fish Haven Farm and Side Hill Goat Farm. Also, the County has an abundance of small agricultural attractions such as pick your own fruit.

4.5 *Potentials Findings*

- The total tourism dollars spent in the Finger Lakes Region in 2005 was \$2.183.
- The Finger Lakes visitor, on average, stays 3.24 nights with most visitors coming from Pennsylvania, New York, New Jersey, Ohio, Florida and Massachusetts.
- The average trip length for vacation on the weekend in the Ithaca MPO was 15 miles.
- From 2003 to 2004, visitors to Tioga County spent the most money on food and dining (\$8.72 million).
- With the east branch of the Owego Creek traveling through the Village, Newark Valley may be readily integrated into the County's new marketing tag line "River Country".
- According to the Tioga County Tourism Office surveys from 2001 and 2004, more County visitors are staying overnight and more visitors are choosing a bed and breakfast for accommodations.
- About 1/3 of the respondents from the Tioga County Tourism Office 2004 survey traveled with children.
- A majority of the travelers that responded to the Tioga County Tourism Office 2004 survey were in the 50 to 59 year age group, in addition a majority of the respondents were in the over \$60,000 income bracket.
- Newark Valley boasts several local landmarks and regional attractions including: the Rail Depot and Museum where the Tioga Scenic Rail Excursions car can be picked up, the Bement-Billings Farmstead where the Historical Society runs a living history museum, Stoughton Farm where visitors can enjoy the corn maze as well as multiple festivals and special events in the Village.
- The local rural, agricultural and educational attractions are complemented by several regional attractions in this genre.
- The typical visitor to Newark Valley is likely to enjoy a combination of activities such as visiting historical sites, art galleries and museums and participating in nature oriented outdoor activities.

- The Village is surrounded by four tourism/activity centers, Owego, Binghamton, Ithaca and Cortland.

5.0 Next Steps

5.1 Findings Guiding the Plan

This study included an analysis of the existing conditions in the Village of Newark Valley, including the community and the market opportunities. The following summarizes the major highlights from these two sections:

The Community - The Village has a small, but stable population of well educated individuals who want to remain in the Village. Also, the Village has a concentration of residents under 18. In addition to these demographic findings, the Village has a substantial historic housing stock as well as an opportunity to connect the Village assets through urban design features.

The Market: Retail - The proximity of larger retail centers impacts the retail opportunities in the Village.

Because the Village is not growing and yet still needs a larger market to increase Village retail, in order for the Village to achieve its economic development vision it needs to look at an outside market to fuel development. Therefore, the potential for economic development in the Village lies in bringing visitors to the community. The study then analyzed the potential for tourism in the Village. The following details the highlighted tourism findings:

Potentials: Tourism - The Village is centrally located between four major tourism/activity centers. As a result, the Village has the potential to tie into the region's strong tourism base.

The next step in striving to accomplish the Village's vision is determining how to capitalize on the Village's tourism opportunities.

Tourism Strategy

In order to bring tourism to the Village, the first step is establishing a **reason** for people to visit. A clear reason to visit the Village can be developed by determining a unique, unifying and marketable identity or *theme*. The Village theme needs to be something that is not offered elsewhere in the region, but has a strong market potential and works with the assets existing in

A Village for Families

the Village. A concept that fits this criterion and has the greatest potential to bring visitors and help achieve the Village's vision is: A Village for Families.

The idea behind a Village for Families is looking at the assets of the Village and determining what they all have in common so as to tie them into one marketable theme. Although anyone may enjoy the assets of the Village, identifying it as a "Village for Families" packages the assets to a large group of people, giving families a reason to travel to the Village that is unique to the region.

Existing Family Market

The small-town nature of the Village supports a family-friendly environment; it's a place to raise your children. As such, a large part of the Village's population is under 18, providing an existing market for successful family activities.

Tioga County has a large concentration of the under 18 age group and the 35 to 49 age group, which can be interpreted as families. A large amount of families in the County means a lot parents looking for something to do with their children. Although there are several places or activities in the County that welcome families, there is no one place that is marketed as a place for families. By having a group of family-oriented attractions, families can visit a place that isn't too far away, where they can spend the entire day, participating in activities and visiting sights with their children. Furthermore, the Village provides both educational and recreational opportunities that are appropriate for children and families.

Existing Family-Friendly Attractions

Adding to the characteristic of a Village for Families, many of the assets the Village has are things that families, with their children, enjoy. These include the living history museum at Bement Billings, or fishing in the Creek, or the local agriculture, or the rail museum, or the library, or learning about the Village history, etc.

Targeting a Market for Heritage Learning

This theme also works with the Village's heritage vision. The Village sits in a region that is abundant with heritage from the late 18th Century on. In villages across the Finger Lakes Region

there is a story to be told. What Newark Valley needs to look at is *how* to tell the story of the Village. As we pass on our heritage from generation to generation, what better mechanism to display the Village's heritage than in a Village for Families.

What the Village needs to look at is how to tell the story of Newark Valley.

5.2 The Plan

The Plan for the Village details the 'how to' for accomplishing the vision through the tourism theme of a Village for Families. The plan includes two parts, an urban design concept plan and a marketing and improvement plan. The marketing and improvement plan details strategies for promoting the Village, policies for improving the Village's appearance, programs for Village betterment and Village events. The urban design plan details physical elements for achieving the Village vision by utilizing the Village theme.

All of the elements in both the urban design concept plan and the marketing and improvement plan have been supported in one or more of the public input sessions of the Downtown Strategic Plan. These sessions included a vision session, an interactive issues and opportunities public workshop, an interactive prioritization public workshop and a community survey.

Urban Design Concept Plan

The Concept Plan illustrates how the Village can physically transform to create a Family Village theme. The following describes each element in the Concept Plan as well as provides a diagram of the Concept Plan in Figure 5.1:

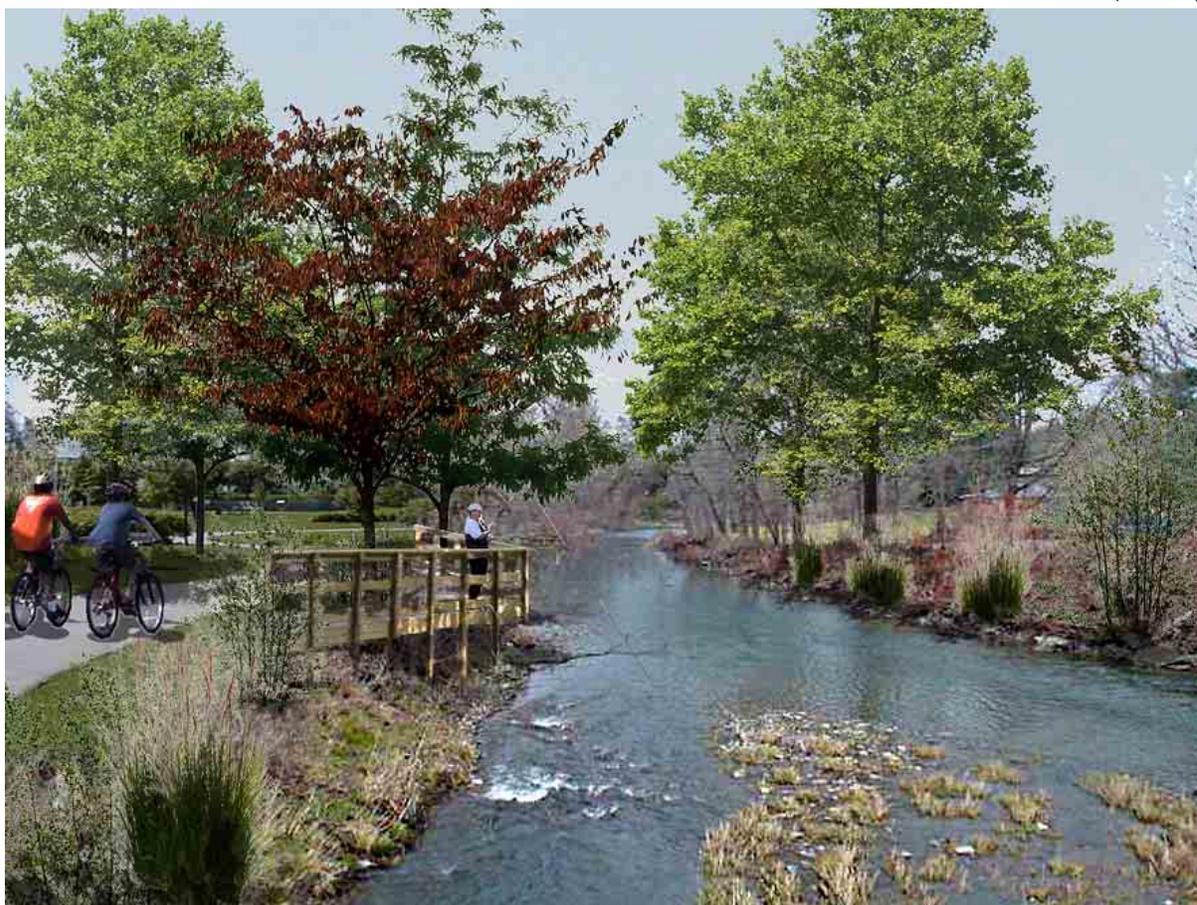
Multi Use Trail Loop along the Creek:

A multi use trail loop along the Creek would provide residents and visitors better, more enjoyable access to the Creek through the Village. Constructing a clearly marked, bike and pedestrian friendly trail through the downtown would better link recreational activities and water-based activities to the Village center. The multi use trail should include a pedestrian bridge over the Creek at the northern gateway of the Village that would give a picturesque, safe view down the Creek for pedestrians and that would link the Village from the Northern Gateway through the downtown to the Trout Ponds.

Figure 5.1 Creek through the Village Downtown (Before)



Figure 5.2 Multi Use Trail along the Creek through the Village Downtown (After)



Boutique Hotel:

The Village would benefit from the development of a historic building being transformed into a boutique hotel. A boutique hotel in the Village would give visitors an alternative accommodation option, widening the visitor market by providing more opportunities for visitors to stay in the Village.

The potential opportunity for this type of accommodation that exists in the Village is the building that is now the Municipal Building. If the Village was to ever no longer house the Village's municipal functions in this location for whatever reason, the Village could create a boutique hotel in this building. Because it is a Village owned building, the Village has the ability to sell it with deed restrictions on the use of the building requiring the use of the building be a boutique hotel.

Community Center:

A more locally focused element in the Village is the Community Center. This community center could offer a variety of community needs such as a game room, a playroom for children, athletic facilities, a fitness center, a Village pool, etc. Also if the Village were ever to require an alternative building for municipal needs, the Community Center would be an appropriate place to locate these uses.

Furthermore, if the Village decided to construct a new building for the Community Center, the building could be constructed as a place for rotating medical and professional suites. The medical and professional suites could serve, not only as an opportunity for Village to have more services in the Village, but also this function may help fund the construction of a new community center building.

Exotic Fish Store/Fish Farm Family Learning and Viewing:

Already existing in the Village is an exotic fish farmer. This endeavor could be capitalized on by marketing it as a place for families to visit and purchase exotic fish. In addition the fish farm could be developed as a family learning and viewing center.

Family Library/Museum: The Tappan Spaulding Library is a whimsical looking building that is befitting of children. The library could add to the Village's theme by marketing it as an interactive place to bring your family. The library could then be developed as a family-g geared library with both a museum featuring the Tappan Spaulding artifacts and a specialized family bookshop.

Family Rail Museum and Outdoor Interactive Rail Museum: A rail museum, by nature, already tends to appeal to families as parents/grandparents and children alike can share in the enjoyment of the railroads. Therefore, the Rail Museum could be further developed to offer more interactive activities geared towards family recreation to add to the Family Village theme.

The Rail Museum could feature both historic and modern rail exhibits. In addition a rail museum gift shop could be located within the rail museum selling rail toys, rail books, rail models and more as well as local crafts and specialties items. A gift shop could help provide revenue for this family attraction, bringing more economic activity to the Village.

Coordinating with the Rail Museum and the railroad that travels through the Village, an outdoor interactive rail museum could be developed as well. This could include different teaching elements geared toward families as well as a self-operated rail car.

Gateway Feature: As detailed in the urban design needs of the Community section of the Plan, Newark Valley needs a pronounced gateway into the Village. The gateway should visually show people that they have entered a place that is unique. The gateway should work with the streetscape to continue the visitors' feeling of being in a special place, a destination.

A gateway feature should be located along Main Street at both the southern and northern entrances to the Village downtown. The Village should focus a larger feature area at the northern gateway while at the southern gateway there should be a smaller, complimentary gateway feature that links the two ends of the downtown.

The northern portion of the gateway should include a boardwalk to the Creek leading to a fishing platform along the Creek, an ice cream stand and a pond that could be used as a feature for picnickers in the summer and for ice skaters in the winter. This type of gateway facility would immediately entice people to visit Newark Valley, announcing the Village's uniqueness and stopping people from just passing through.

Figure 5.3 Northern Gateway to the Village (Before)



Figure 5.4 Northern Gateway to the Village (After)



The southern gateway to the Village, similar to the northern gateway, should include a clear entrance distinction with a crosswalk that is emphasized with a change in material, such as a brick crosswalk. The crosswalk would provide a safe access point across Main Street at the southern gateway feature on the corner of Brook Street and Main Street. The southern gateway could include a small, paved rest area with benches, landscaping and clear signage identifying the downtown. Both the northern and southern gateways would act as transition points into the downtown and its improved streetscape.

Buffered Parking Lot:

With increased activities in the Village, more parking may be needed to accommodate visitors and residents. A potential buffered and landscaped parking location is one lot over from the corner of Water and Main Street.

Tourist Center: With all the increased tourism opportunities in the Village, visitors need a place to go to guide them to the activities available. A potential location for a tourism facility is the corner of N. Main Street and Smullen Ave.

Trout Ponds Development:

The Trout Ponds Park, although it is not in the downtown, is a strong asset in the Village that serves the recreational needs of the residents and should be linked to the downtown by the multi use trail. The Plan's objective is to work with this existing asset and to further its development. A well-used park in the summer months by activities and events, the park could increase use in the winter months by providing facilities and spaces for winter activities. These winter activities could include a track for cross-country skiing. Also, adding a sports equipment rental and concession stand could enhance the park. Here visitors could rent skis, etc., in the winter and basketballs, volleyball, etc., equipment in the summer. The stand could be operated by Village youth, providing employment opportunities.

As these rental and facility opportunities develop the Village could offer family lessons for these sports by local youth experts on the sport.

Universally Accessible Fishing Platform:

Fishing is a popular activity for families; a universally accessible fishing platform would be beneficial to the Family Village theme as well as adults that enjoy fishing. A fishing platform could be located at the northern gateway to the Village to attract people to visit.

Village Directional and Interpretive Node:

On the corner of Main Street and Water Street is a space that should be developed as a directional and interpretive signage location. A directional sign at this location would lead visitors to the assets in the Village, while interpretive signage would describe the history of the Village, for example a sign on the importance of the Creek in the forming of the Village.

Village Green Display:

Incorporated into the Village green should be an interpretive display that display's Newark Valley's historic beginnings. The display could feature the history of farming in the Village since the Newark Valley settlers were farmers or the importance of the Creek on the Village development, etc.

Village Streetscapes:

A quaint, historic streetscape along Main Street should be developed that increases clearly marked pedestrian crossings, wide, pronounced sidewalks with benches and planters along the sidewalks. The streetscape should connect the gateways of the Village, unifying the downtown’s sense of place.

Additionally streetscapes should be developed along Water/Rock Street as well as Maple Street and Whig Street to link the east-west connections across the Creek in the Village. The streetscape development along these roads can be less pronounced as they are not the major route traveling through the downtown.

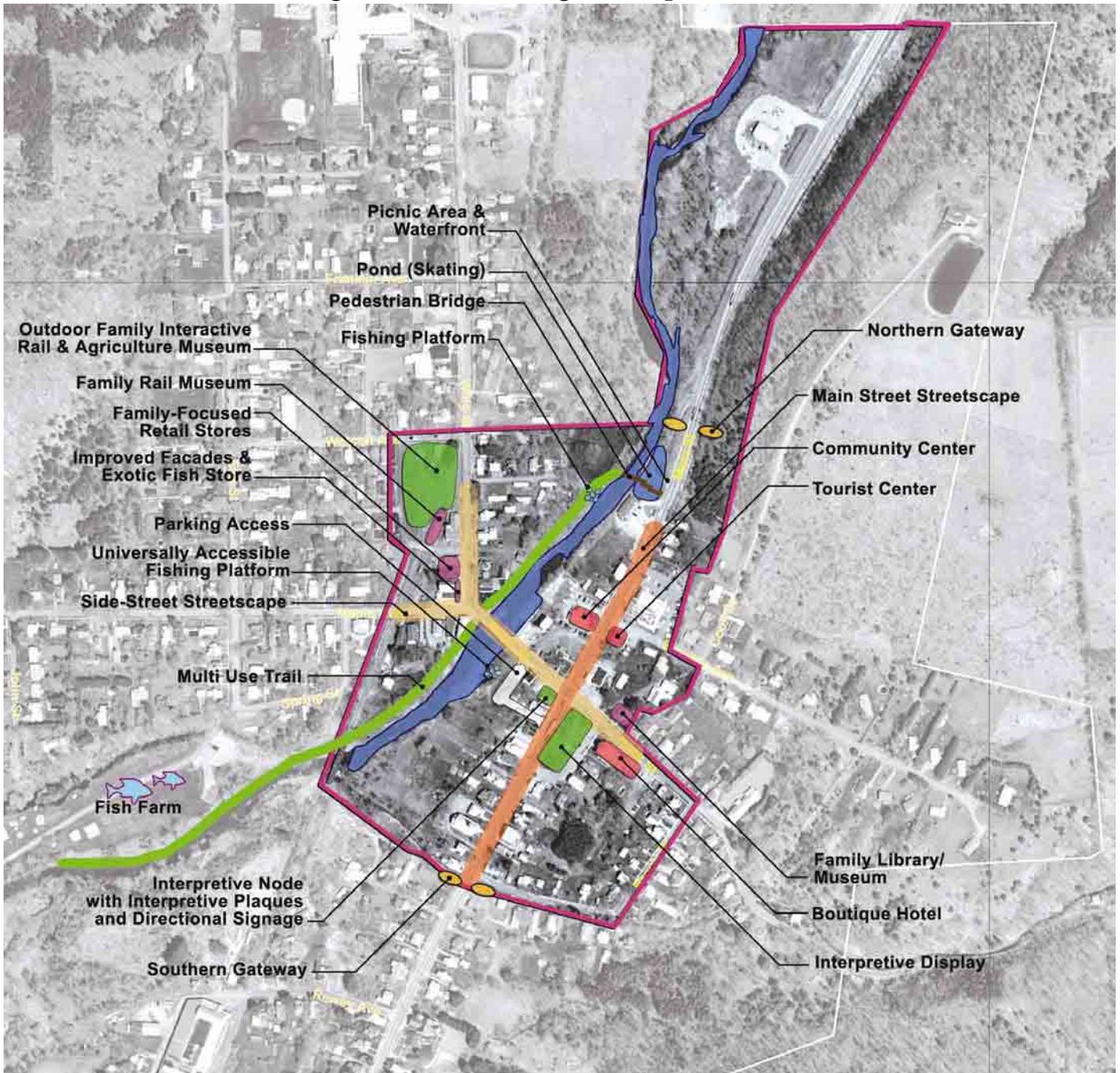
Figure 5.5 Village Streetscape (Before)



Figure 5.6 Main Street Streetscape with Directional/Interpretive Node (After)



Figure 5.7 Urban Design Concept Plan



VILLAGE OF NEWARK VALLEY
DOWNTOWN STRATEGIC PLAN
CONCEPT PLAN

AUGUST 2006

DESIGN based
PLANNING, INC.
peter j. smith & company, inc.
www.pjscompany.com
United States Buffalo, New York • Canada Fort Erie, Ontario

Marketing and Improvement Plan

The Marketing Plan describes how the Village can accomplish the theme a Village for Families through policies, promotion, events, etc. The following describes the Village marketing and improvement strategies included in the Plan:

Better Enforce Codes:

Through the public input programs code enforcement has been identified as an issue in the Village. In the prioritization session 73% of participants felt that if the codes were better enforced it would help improve the upkeep of homes and properties so as not to diminish the look of the Village.

Clean Up Days:

In an effort to deal with the poor upkeep of homes and properties 68% of the Village participants in the prioritization session agreed that clean up days would be of help. The Village could advertise and provide the tools to clean up the community including picking up trash along the sidewalks, planting flowers, sweeping streets, painting, etc. With enough volunteers the Village could accomplish a mini facelift several times a year that would be affordable while helping improve the quality of life.

Coordinating Planning Efforts

In order to best plan for this region the Village should coordinate with other local and regional organizations and municipalities. For example, the Newark Valley Historical Society, the Town of Newark Valley and Tioga County as well as the Village of Newark Valley would all benefit from the planning efforts to bring economic revitalization to the Village of Newark Valley.

Design Guidelines:

Through the public input program it was determined that Village would like to preserve the “charm” of Newark Valley and that design guidelines would help this effort. Part of Newark Valley’s charm is the concentration of 19th century buildings. What design guidelines would accomplish is to create a template of typical Newark Valley building types highlighting the elements that make them special. Guidelines would work to preserve the historic characteristics of the Village, including preserving elements of existing buildings and coordinating new buildings with the Village historic style. Design guidelines should be derived from the existing building types in the Village and should be developed and accepted by the Village.

A concern was raised in the public input process regarding residents not being able to afford to comply with design guidelines, yet these guidelines do not need to be mandatory. Instead the Village may develop incentives to use these guidelines as a way to help residents and business owners who want to apply the public defined guidelines.

Implementation Groups:

Throughout the Downtown Strategic Plan process the Village has had a special concern about the implementation of the Plan. There is a strong commitment from the Village to go forward with the plan and **act** on the recommendations. During the public prioritization session the public identified a desire for both an ongoing implementation committee and specific groups for implementing specific aspects of the plan. For best implementation of the plan both techniques could be utilized, an overall implementation committee working with the Village staff as well as several subcommittees working on specific recommendations according to the implementation schedule.

Market Downtown Plan to Local Businesses:

The Village should engage the local business in the actions of the Downtown Strategic Plan including marketing the Family Village as a strategy to businesses. The Village should contact business owners such as the exotic fish farmer and the owner of the Tioga Scenic Railroad to try to work together toward a unified vision of the Village.

Marketing Brochure for a Family Village:

In order to promote the Village as a place to visit, it is necessary to market the assets in Newark Valley. One way of marketing the Village would be to create an attractive brochure highlighting the family attractions in the Village that could be distributed to regional attractions that complement the Village. A list of complementary regional attractions can be found in the Appendix.

Market Potential Reuses:

As part of this study a list of potential reuses for appropriate buildings was provided. Of these reuses, many of the buildings need renovations. As part of the implementation of the plan the Village could apply for grants to fund the renovation of these buildings and prepare a **marketing brochure of buildings** suitable for reuse.

Recreational/Educational Lessons for Families

To further the attractions for families the Village could provide day lessons for families on the potential recreation available in the Village, such as fishing, skating, kayaking, etc. These programs could be taught by local youth providing an activity for both visitors and residents.

Revitalize/Reuse Historic and Quaint Properties:

Within the Village there are several buildings that are of particular historic significance, such as the octagonal barn. As a way to continue to preserve and improve the appearance of the Village the public agreed that there should be a continued effort to seek funding to revitalize and reuse historic and quaint properties.

Scenic Byway Study for Route 38:

Route 38 that travels through the Village has the potential to be developed as a scenic byway, connecting the Village of Newark Valley to Ithaca to the north and Owego to the south. This would connect the Village to two major tourism/activity centers providing visitors a picturesque ride south to a quaint, historic Village. A study to determine the potential opportunities for the development of a scenic byway should be conducted.

Self-Guided Historic Village Tour:

With about 30 properties built in the 18th or 19th century, the Village has a large concentration of historic properties. This is an asset in the Village that should be highlighted. Although guided tours by the historical society on specific occasions will also serve as an attraction in the Village, a self-guided tour will be able to welcome visitors to the historic quality of the Village at anytime and be cost effective for the Village. The historic society or the Village historian could develop a list of properties with mini summaries of the property history that correspond to a Village map that identifies the location of the property and guides the tourist on an appropriate route to see the Village's history.

Signage Identifying Historic Resources:

Although the Village has an abundance of historic properties for a small community, the historic significance of Village properties are not apparent to the passerby. Providing historic signage, whether a description of particularly significant buildings or a year built sign or plaque on the building, the public would be alerted to the Village's history. This would work well with a self-guided tour of the Village. Although the signage would be mostly on private property, the Village could set up a program for residents to order affordable historic signage.

Signage Regulations:

There has been some concern about the types of signage in the Village detracting from the Village character. The Village currently has a sign code, the Village should consider either redeveloping the code to fit the appropriate, resident defined appearance of the Village signage or consider the need to better enforce the existing code.

Signage South of the Village:

South of the Village Route 38 forks off of Route 96 where this road has one of the largest traffic counts in the region. The Village should place signage at this location to try and bring people traveling on Route 96 to the Village.

Year-Round Festival Program:

The Village has great success welcoming visitors during the Apple Festival and Spring Festival, to further this success the Village could develop a festival for each season or even each month, providing ongoing attractions in the Village.

5.3 Implementation Matrix

The implementation matrix is developed to prioritize the plan, list who should be responsible for carrying out particular parts of the plan and identify potential funding for the plan. The prioritization was guided by the interactive prioritization public workshop. The more people agreed with the importance of particular solutions, the more of a priority the plan element became. In addition the ease of accomplishment also helped organize the prioritization.

The Village vision accomplished through the tourism theme of a Village for Families is intended to be something that can be achieved one step at a time. As the Village transforms overtime improvements are made to fit into the overall theme, working towards the Village vision. Therefore the implementation matrix includes elements for short term, medium term and long term Village improvement. An implementation matrix was prepared for both the urban design concept plan and the marketing and improvement plan.

Short Term
Medium Term
Long Term

Each action has been assigned a time frame to signify when it should be addressed:

Short term or immediate projects are those that can be completed from the planning and design standpoint and have funding in place within a one-to three-year timeframe. Medium term projects are those that can be moved into the implementation pipeline in the three-to five-year timeframe. Long term projects are those that will require more than five years for implementation. Some projects could take significantly longer to implement as they may require additional special studies and analysis, etc.

The implementation matrix also provides **estimated** costs. Where costs could not be reasonably estimated N/A was listed, meaning that further study of the project would be needed to estimate costs.

Table 5.1 Implementation Matrix for the Urban Design Concept Plan

Project	Coordinating Partners	Estimated Cost
Redevelopment of 10 North Main Street for use as a Community Center	Village and County	N/A
Construction of a Northern Gateway Feature (Landscaping, Pond, Ice Cream Stand, Boardwalk and Picnic Facilities)	Village, County and DOT	\$70,000
Construction of a Southern Gateway Feature (Paved Area with Benches, Landscaping and a Sign)	Village, County and DOT	\$35,000 - 40,000
Main Street Streetscape	Village, County and DOT	\$375,000
Revitalization and Marketing of Tappen Spaulding Library into Family Library/Museum	Tappen Spaulding Library and Village	N/A
Development of Displays, Interactive Rail Exhibits and Gift Shop for a Family Rail Museum	Rail Depot, Historic Society and Village	N/A
Landscaping and Interpretive Signage for Outdoor Interactive Rail Museum	Rail Depot, Historic Society and Village	N/A
Scenic Byway Study for Route 38	Village, County and Tioga Tourism	\$35,000 - 50,000
Directional Signage to the Village at Intersection of Route 96 and 38 South of the Village	Village, County and DOT	\$5,000 - 10,000
Multi Use Trail along the Creek	Village and County	\$60,000 - 80,000
Pedestrian Bridge for Multi Use Trail	Village and County	\$70,000
Maple Street Streetscape	Village and County	\$37,500
Rock Street Streetscape	Village and County	\$60,000
Water Street Streetscape	Village and County	\$75,000
Whig Street	Village and County	\$75,000
Universally Accessible Fishing Platform	Village and County	\$10,000 - 15,000
Village Green Interpretive Signage Display	Village and Historic Society	\$15,000 - 25,000
Boutique Hotel in the Municipal Building	Village and Tioga Tourism	\$5,000 - 10,000
Directional and Interpretive Node at the corner of Main Street and Water Street	Village and County	\$15,000 - 25,000
Community Center with Medical and Professional Facilities	Village and REAP	N/A
Buffered Parking Lot	Village	\$60,000 - 80,000
Tourism Center	Village and Tioga Tourism	N/A
Construction of Trout Pond Rental Stand	Village and Residents	N/A

Table 5.2 Implementation Matrix for the Marketing and Improvement Plan

Project	Coordinating Partners	Estimated Cost
Coordinating Planning Efforts	Village, Historic Society, Town, County, REAP, other local and regional organizations/municipalities	N/A
Clean Up Days	Village and Historic Society	N/A
Contact Local Business Owners Including Exotic Fish Farmer and Tioga Railroad to Develop a Working Relationship towards the Village Strategy	Village and Local Businesses	N/A
Enforce Property Maintenance and Sign Code	Village	N/A
Implementation Groups for Specific Downtown Strategic Plan Projects	Downtown Strategic Plan Committee and Village Staff	N/A
Marketing Brochure for Family Village	Village and Historic Society	\$3,000 - 5,000
Marketing Brochure for Potential Reuses	Village and County	\$3,000 - 5,000
Design Guidelines	Village and Public Input	\$10,000 - 15,000
Youth Teaching Program for Recreational/ Educational Lessons for Families	Village and Resident Participants	N/A
Self-Guided Historic Village Tour	Historic Society and Village Historian and Village Staff	\$3,000 - 5,000
Village Historic Signage Program (sale of uniform/discount historic signage for private property owners)	Village Historian, Village Staff and Historic Society	N/A
Ongoing Implementation Group	Village and Downtown Strategic Plan Committee	N/A
Ongoing Prioritized Program for Investigating Potential Funding to Revitalize/Reuse Historic and Quaint Properties	Village, Village Historian, County and Historic Society	N/A
Year-Round Festival Program	Village, Historic Society	N/A

5.4 Funding

The following is a list of potential funding sources for the implementation of the Village of Newark Valley’s Downtown Strategic Plan.

Program	Sponsor	Funded Activities	Funding amounts (if known)	Match required?	Site	Notes
Community Development Block Grants	NYS Governor's Office of Small Cities	Open Round for Economic revitalization	Maximum grant in 2005 is \$750,000; minimum is \$100,000; maximum grant amount per FTE job created is \$7,500		nysmallcities.com	Cities, towns and villages with a population of under 50,000 are eligible as are counties with an unincorporated population under 200,000
Community Development Block Grants	NYS Governor's Office of Small Cities	Comprehensive grants addressing one community problem comprehensively	Maximum grant in 2005 is \$650,000		nysmallcities.com	Cities, towns and villages with a population of under 50,000 eligible as are counties with an unincorporated population under 200,000
US Economic Revitalization Administration	US Department of Commerce	Planning and technical assistance, public works and job development, economic adjustment	Varies	Varies	eda.gov	Most projects directed to areas of severe economic distress; communities and regions should complete Comprehensive Economic revitalization Strategies (CEDS) for eligibility; local HQ in Phila., Pa.
Empire Opportunity Fund	New York State Empire State Development Corp.	Non-residential, job-generating projects of scale	25% of eligible costs for projects over \$500,000	No	nylovesbiz.com	Projects should be consistent with state and regional plans in place and should relate to economic revitalization policy
Preserve New York Grant Program	NYS Council on the Arts and NYS Preservation League	Cultural resource surveys, historic structure reports, historic landscape reports	\$3,000-\$15,000		preservenys.org	
Historic Preservation Grant Program	NYS Office of Parks, Recreation & Historic Preservation	Several	Up to \$350,000	Yes	nysparks.state.ny.us	

Program	Sponsor	Funded Activities	Funding amounts (if known)	Match required?	Site	Notes
Certified Local Government Program	NYS Office of Parks, Recreation & Historic Preservation	Several	\$5,000-\$15,000	Yes	nysparks.state.ny.us	Only available to CLGs;
Property Tax Abatements	NYS Office of Parks, Recreation & Historic Preservation	Rehabilitation	N/A	N/A	nysparks.state.ny.us	Two programs, one for barns, another for other structures can be adopted by communities to provide tax abatement for rehabilitation projects
Architecture Planning and Design Grants	NYS Council on the Arts	Planning and community design	UNK		nysca.org	
Save America's Treasures	National Park Service and partners	Preservation, conservation of nationally significant intellectual and cultural artifacts and nationally significant historic structures and sites	Minimum request for collections, \$50,000; for structures & sites, \$250,000; maximum is \$1,000,000. In 2003 average award for artifacts was \$172,000; for structures & sites, \$268,000	1:1	nps.gov/treasures	Match can be cash, services or use of equipment
Implementation Grants for Special Projects	National Endowment for the Humanities	Projects generally include combinations of programming taking place at diverse venues and including diverse formats	\$300,000	60:40 -- may vary	neh.gov	Non-profit organizations, state and local governments are eligible
Consultation grants for museums, libraries & special projects	National Endowment for the Humanities	Interpretive exhibits, historic site interpretation, catalogs, symposia, web sites	\$10,000 cap	No	neh.gov	Non-profit organizations, state and local governments are eligible

Program	Sponsor	Funded Activities	Funding amounts (if known)	Match required?	Site	Notes
Cultural Tourism Initiative	Arts and Business Council of New York State	Development and enhancement of cultural tourism products; partnering, quality assurance, marketing	\$10,000-\$25,000	1:01	artsandbusiness.org	
Transportation Enhancement for the 21st Century	NYS Department of Transportation	Various		Yes	nys.dot.state.ny.us	Various planning efforts
Clean Water programs	NYS Department of Environmental Conservation	Water quality restoration, storm and waste water management, etc.	Varies depending on program		nys.dec.state.ny.us	Grant sources, applicability and sources depending on funding round
Clean Water Revolving Fund	NYS Environmental Facilities Corp.	Water quality restoration	Low- and no-interest loans		nysefc.org	Various programs for municipalities
US Army Corps of Engineers	Most projects originate in Congressional Delegation	Shore protection, flood control, ecosystem restoration, recreation, navigable waterway improvements, community facilities, etc.	Varies	Depends on project; some programs have cost sharing requirements	usace.army.mil	Most projects commence with a reconnaissance report, followed by a feasibility analyses; local office located in Buffalo, NY
US EPA Small Grants Program	EPA	Local community-based organizations to examine issues related to exposure to environmental harm and risk	Up to \$25,000		epa.gov	Research projects funded with the intention of dissemination to community
Grow New York's Enterprise Program	Governor's Office for Small Cities (GOSC), Empire State Development Corporation (ESDC) and Department of Agriculture and Markets (NYS DAM)	Provides funds to local governments to use in assisting qualifying businesses who undertake activities resulting in the creation of job opportunities for low- and moderate-income persons	Up to \$750,000 per community and \$100,000 per project		agmkt.state.ny.us	Cities, towns and villages under 50,000 people and counties with an un-incorporated area population of under 200,000 people are eligible

Program	Sponsor	Funded Activities	Funding amounts (if known)	Match required?	Site	Notes
Organic Certification Reimbursement	Department of Agriculture and Markets	Reimbursement of certification costs for organic producers and handlers	Costs up to a maximum of 75 percent or \$500		agmkt.state.ny.us	For newly certified producers and handlers, or existing producers and handlers renewing their certification
Non-point Source Abatement and Control Grants	NYS Soil & Water Conservation Service	Plan, activities and projects to reduce or prevent agricultural non-point source pollution		25%	agmkt.state.ny.us	Project sponsors must be Soil and Water Conservation Districts singly or in cooperation with one another
Food and Agriculture Industry Development Projects	Department of Agriculture and Markets	New approaches to research, development, production, processing, and distribution of agricultural products and foods	Up to \$60,000	Match of cash, in-kind services, or other resources including indirect and overhead costs	agmkt.state.ny.us	Public and private agencies and organizations, business and industry, educational institutions, local governments, and individuals are eligible
Watershed Action Grants	Conservation Fund	Watershed protection, improvement, promotion of watershed stewardship	\$5,000 average	Not required	conservationfund.org	Match not required but leverage with other sources encouraged; program must take place in a year
Banrock Station Wines Wetland Conservation Fund	Banrock Station Wines	Educate, inspire action, create partnerships for wetlands conservation and restoration	\$1,000-\$5,000		conservationfund.org	Program inaugurated in 2003
Kodak American Greenways Awards	Eastman Kodak Co.	Provides grants for planning and design of greenways	Up to \$2,500; most grants are \$500 to \$1,500		conservationfund.org	
Community Development Block Grants	NYS Governor's Office of Small Cities	Competitive round for housing, public facilities and micro-enterprise	Maximum grant in 2004 is \$400,000; for towns, villages and cities; \$600,000 for counties		nysmallcities.com	Cities, towns and villages with a population of under 50,000 eligible as are counties with an unincorporated population under 200,000

Program	Sponsor	Funded Activities	Funding amounts (if known)	Match required?	Site	Notes
Green Building Initiative	Kresge Foundation	Planning for construction of environmentally sustainable new facilities, including development and evaluation of building plan, site evaluation, material analysis, etc.	\$50,000-\$100,000	Cash, staff and board time, institutional resources as required	kresge.org	Workshops on green building concepts and methods offered by the Nonprofit Finance Fund
Industrial Revolving Loan Funds	Ontario County, City of Geneva and other public sector agencies	Provides low-interest loans for the purchase of facilities and equipment, working capital, land acquisition, construction, expansion and improvement of land and buildings			ecidany.com	
"7-A" Loan Program	U.S. Small Business Administration	Purchase land or buildings or existing business, acquire equipment, machinery, furniture or other material, working capital, refinance existing business indebtedness	Guarantee 75% of a loan up to a total risk of \$750,000		sba.gov	For profit businesses located in the U.S. or a U.S. governed territory are eligible. Owner or owners must invest their own equity in the company and first seek other sources of funding
Certified Development Company (504) Loan Program	U.S. Small Business Administration	Fixed asset projects or purchasing long-term machinery and equipment	\$1,500,000-\$4,000,000		sba.gov	Project assets being financed are used as collateral. Personal guaranties of the principal owners are also required
Small Business Technology Investment	Empire State Development Corporation	Provides start-up high-tech companies with venture capital to promote new job creation and economic growth	\$50,000 to \$500,000	3:1	empire.state.ny.us	Companies must have well-protected intellectual property to be considered

Program	Sponsor	Funded Activities	Funding amounts (if known)	Match required?	Site	Notes
Linked Deposit Program	Empire State Development Corporation	Low-rate loans to modernize facilities and operations, access new markets, develop new products and improve overall competitiveness	\$1,000,000 for four years		empire.state.ny.us	A public-private partnership that provides businesses with affordable capital based on bank loans at reduced interest rates