

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

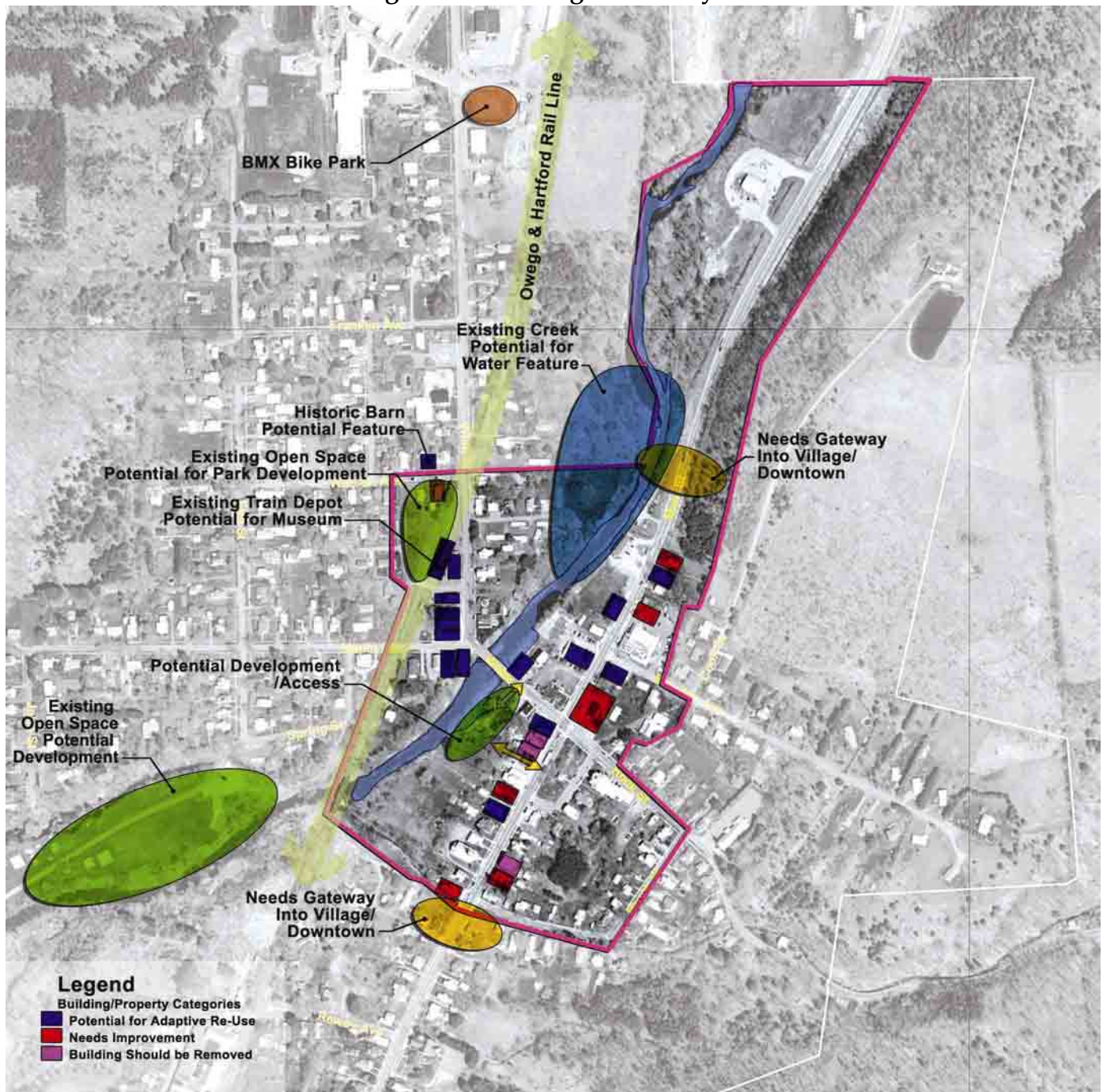


downtown. In order to highlight this asset clearly defined, attractive access is needed for residents and visitors to appreciate the Creek as a waterfront asset for the downtown.

- **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 and 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



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VILLAGE OF NEWARK VALLEY

DOWNTOWN STRATEGIC PLAN

INVENTORY & ANALYSIS

AUGUST 2006

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

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.

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.

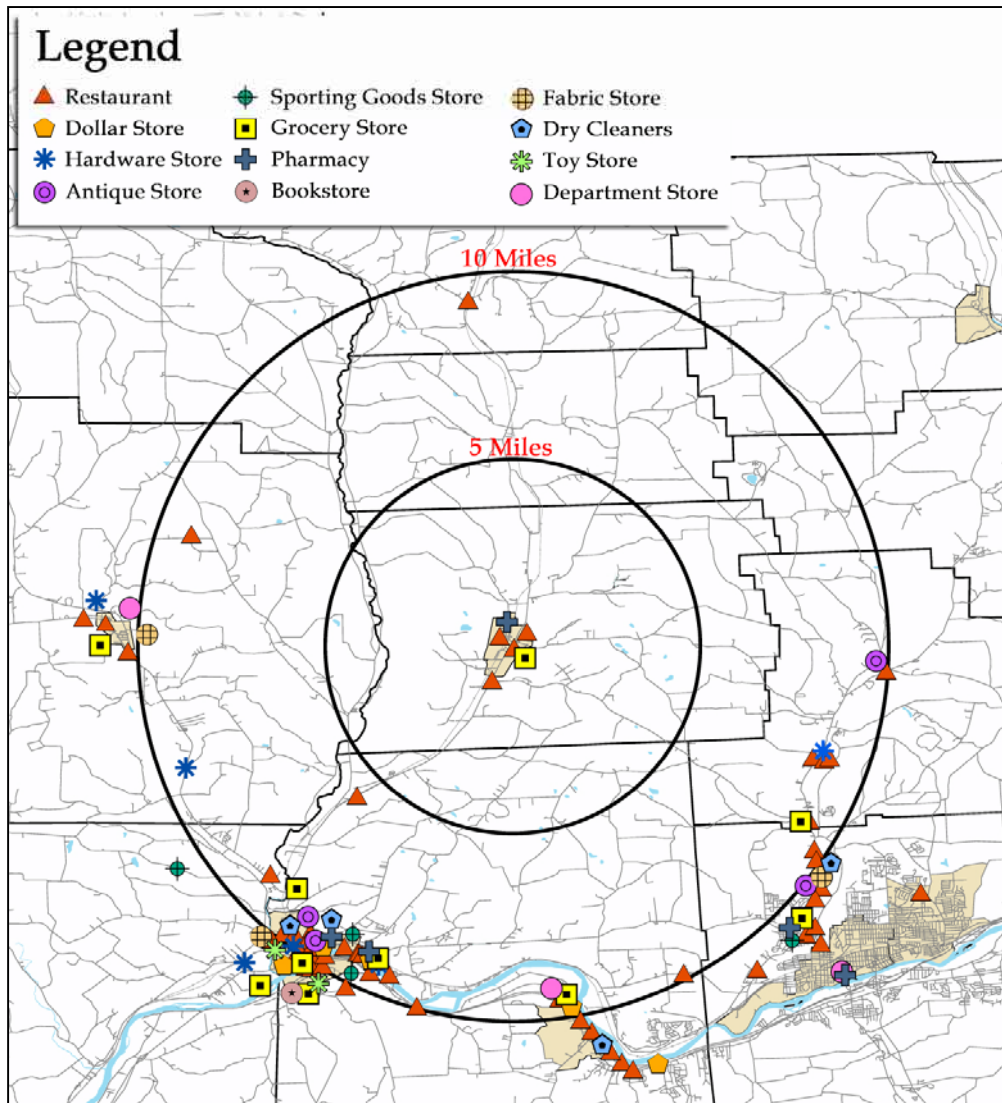
A secondary trade area encompassing a 10-mile ring from the center of the Village was also established. The secondary market area includes shoppers who will find it convenient to go to Newark Valley to shop. Residents of the more highly urbanized parts of this market area are likely to find the goods 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

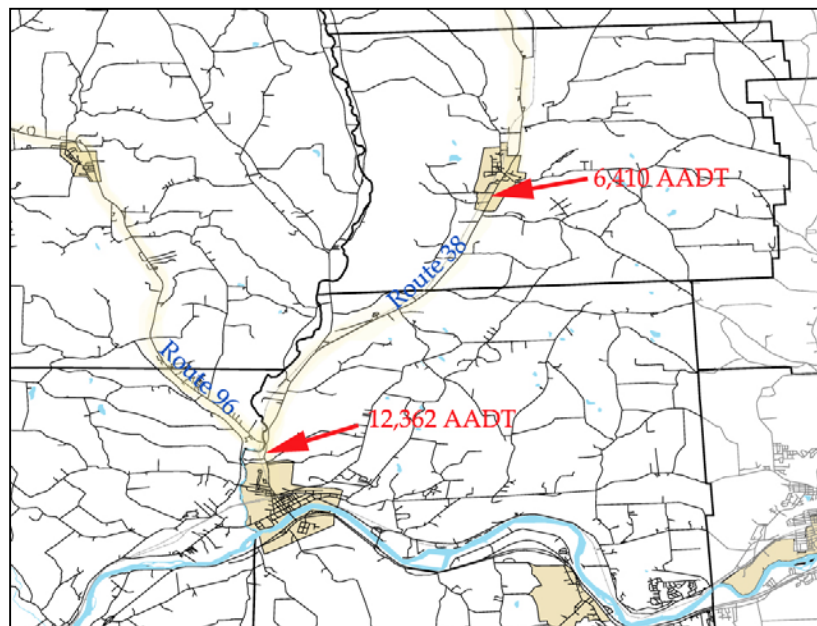
Traffic counts are an important consideration when identifying a business location. Traffic counts show how many people a business owner can expect to see pass by a potential store location. The higher the traffic count, the more business can be expected from passersby. Nonetheless, travelers can be 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 at 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 is 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:

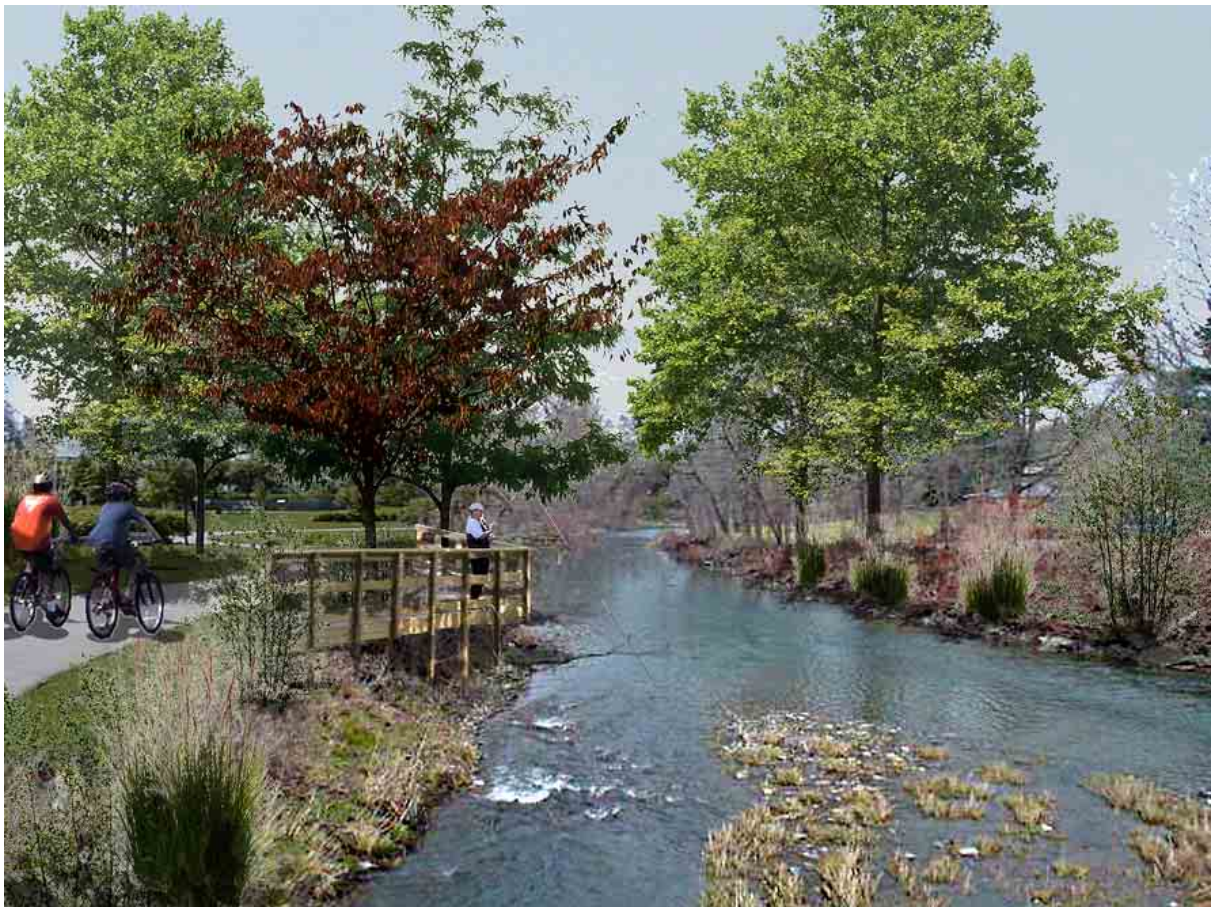
Multi Use Trail Loop along the Creek:

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.

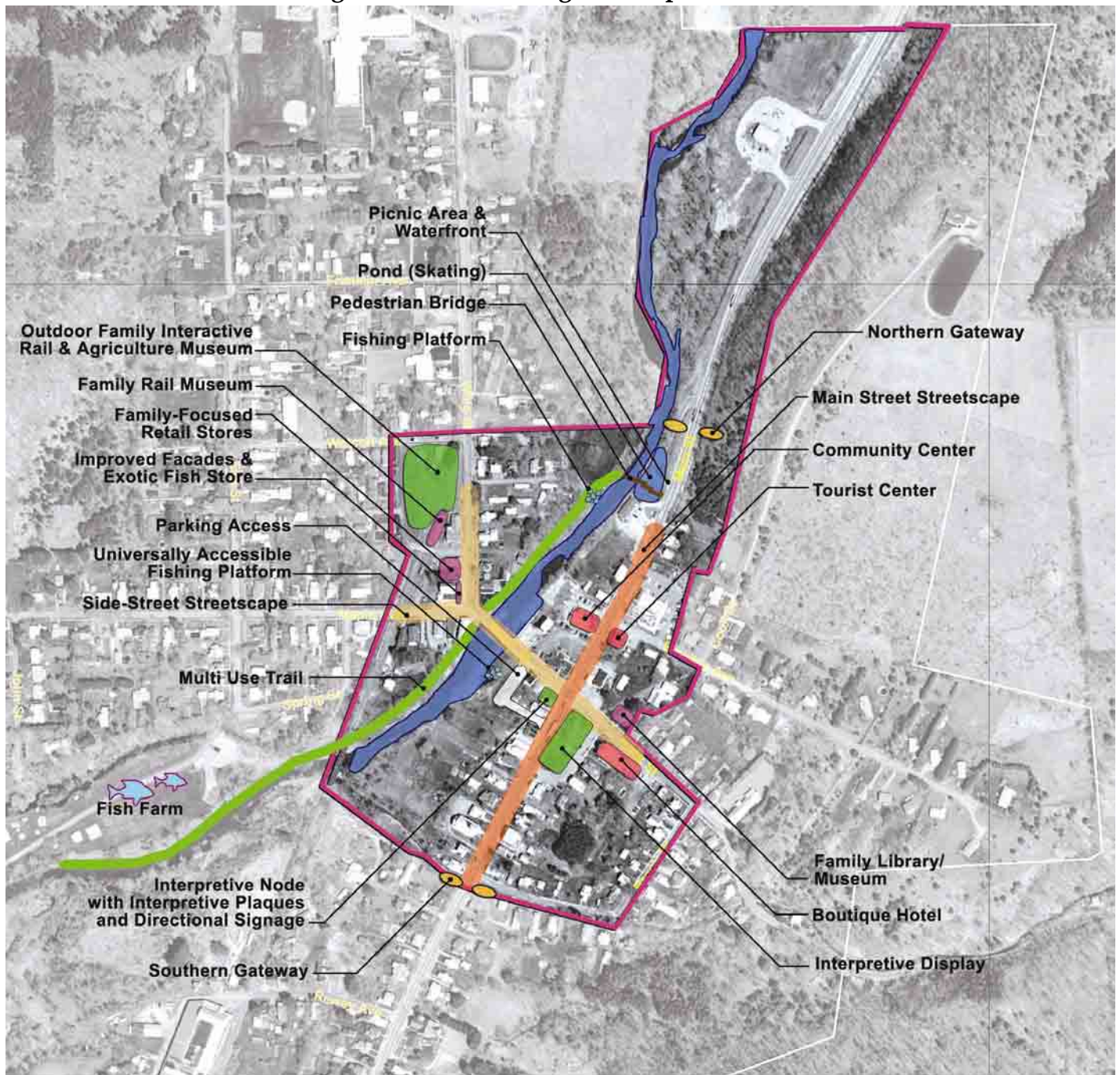
Figure 5.5 Village Streetscape (Before)



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



Figure 5.7 Urban Design Concept Plan



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VILLAGE OF NEWARK VALLEY

DOWNTOWN STRATEGIC PLAN

CONCEPT PLAN

AUGUST 2006

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 (NYSDAM)	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

6.0 Appendix

6.1 Additional Study Data

In order to keep the Downtown Strategic Plan concise, much of the raw data has been included in the Appendix as reference information.

Comparison Community Businesses

The following is a list of the businesses found to be located in the comparison communities of Dryden, Greene and Franklinville.

Dryden Businesses

- 1st National Bank of Dryden
- A-1 Restaurant Pizzeria
- Arnold's Flowers
- Bell's Auto Care
- Body Care Center
- Burger King
- Candlelight Inn
- Captain Matt's Treasure Cove
- Charlie's Diner
- Dryden Food Market
- Dryden Lawn & Recreation
- Dryden Queen Diner
- Eckerd
- Foo Chow
- Hill Drug Store
- Holy Smoke Stove Fireplace Chimney
- Klein's Archery & Outdoor STR
- Mc Donald's
- Roadhouse
- Song Tao
- Stevens Heritage Furniture
- Subway Sandwiches & Salads
- Todi's Italian Pizzeria
- Villa Vitale Pizzeria
- Wright's Restaurant

Greene Businesses

- Baron's Inn
- Bonnie's
- Book Shoppe
- Foo Chow Restaurant
- Brookside Antiques & Gardens
- Chenango Carpet and Furniture/Roger's Auto Body
- Chenango Graphic
- Chenango Laundry Services/Greene Spirits
- Chenango Sales Inc.
- Citizens Bank
- Comfort True Value Hardware
- Country Fixins' & Gifts
- Creative Threads
- Curtis Lumber Company, Inc.
- Curves
- D & D Trophies
- Darlene's Hair & Tanning
- Deb's
- Designing Edge Hair & Tanning Salon
- Eckerd Drugs
- Fireworks Hot Glass Gallery
- Genbrook Millwork
- Genegantslet Ice Cream Barn
- Grandma Kate's Antiques
- Great American
- Greene Auto & Hardware Supply
- Greene Dragon Martial Arts
- Greene Fitness
- Heart Song Designs
- Lawrence's Ice Cream
- Le Joli Cafe
- Marco's Italian Restaurant
- Mike's Auto Care LLC
- Mimi's Italian Cuisine
- Moxley Sales & Service
- NBT Bank of Greene
- Oak Manor Saddlery
- Pantry
- Pheasant Farm Antiques
- PhotoText LamiCards
- Precision Bluing

- Rapp Signs, Inc.
- Route 12 Storage
- Sebastians Pizzeria & Restaurant
- Serenity Farms B & B
- Shades Of Blue
- Shear Magic
- Sherwood Inn
- Silo Restaurant & Carriage House
- Step Up & Dance
- STJ Jewelers
- Subway Sandwiches & Salads
- Sweets 'N' Eats
- The Book Shoppe
- The Curiosity Shop
- The Hair Loft
- The Ivy House Florist
- The Jolly Tinker
- The Sewing Room
- The Sherwood Inn, LLC
- The Silo Restaurant
- Trackside Lounge
- Video Village
- Village Variety
- Waters Edge
- Wrench's Village Auto Service

Franklinville Businesses

- Bartholomew's Pharmacy, Inc.
- DeLynn's Gallery & Studio
- Family Dollar
- Gates Creek Café
- Heart of Franklinville
- Hong Kong Chinese Restaurant
- Maple Haven Farm Restaurant
- Village Restaurant
- Yellow Goose Market
- Zeno's Pizzeria

Regional Retail Center Demographics

The following details the population and relative location of the communities found to have retail establishments in the 10-mile radius of Newark Valley.

Apalachin, NY

Population: 1,126

Location: Apalachin is part of the Town of Owego, centrally located in the Town and east of the Village of Owego.

Retail: In Apalachin there are seven restaurants, two dollar stores, one department store, one dry cleaner and one grocery store within the 10-mile radius of Newark Valley.

Village and Town of Candor, NY

Population: Village 855, Town 5,317

Location: The Town of Candor is located west of Newark Valley. The Village of Candor is located in the center of the Town.

Retail: In Candor there are four restaurants, one department store, two hardware stores and one grocery store within the 10-mile radius of Newark Valley.

Village of Endicott

Population: 13,038

Location: The Village of Endicott is located in Broome County, in the Town of Union (Population 56,298).

Retail: In Endicott there are seven restaurants, one department store, one antique store, one dry cleaner, two pharmacies, one sporting goods store and two grocery stores within the 10-mile radius of Newark Valley.

Glen Aubrey, NY (Nanticoke)

Population: Town of Nanticoke 1,790

Location: Glen Aubrey is located in the Town of Nanticoke, which is in Broome County, northeast of Newark Valley.

Retail: In Glen Aubrey there is one restaurant within the 10-mile radius of Newark Valley.

Village of Johnson City, NY

Population: 15,535

Location: The Village of Johnson City is located in Broome County, in the Town of Union (Population 56,298).

Retail: In Johnson City there is one department store and one pharmacy within the 10-mile radius of Newark Valley.

Town of Maine, NY

Population: 5,459

Location: The Town of Maine is located in Broome County, southeast of Newark Valley.

Retail: In Maine there are eight restaurants, one hardware store and one antique store within the 10-mile radius of Newark Valley.

Village and Town of Owego, NY

Population: Village 3,911, Town 20,365

Location: The Town of Owego is located south of Newark Valley in Tioga County. The Village is located in the northwestern portion of the Town.

Retail: In Owego there are 28 restaurants, three dollar stores, two toy stores, three hardware stores, two antique stores, two dry cleaners, one book store, two pharmacies, two sporting goods stores and five grocery stores within the 10-mile radius of Newark Valley.

Town of Richford, NY

Population: 1,170

Location: The Town of Richford is located north of Newark Valley on the northern boarder of Tioga County.

Retail: In Richford there is one restaurant within the 10-mile radius of Newark Valley.

Regional Retail Establishments

The following table lists the retail establishments within a 5 and 10-mile radius of the Village. The retail is listed by categories including: restaurants, dollar stores, hardware stores, antique shops, sporting goods stores, grocery stores, pharmacy stores, bookstores, fabric shops, dry cleaners, toy stores and department stores.

Table 6.1 Regional Retail Establishments

Restaurants (within 5 miles)		
Lotta Latte	12 & 14 Main Street	Newark Valley, NY
Rosie's Restaurant	21 N. Main Street	Newark Valley, NY
Subway Sandwiches and Salads	7149 Route 38	Newark Valley, NY
Fortunato Pizza More	28 N. Main Street	Newark Valley, NY
Tioga Sportsman Inn	3382 Route 38	Newark Valley, NY
Restaurants (within 10 miles)		
Turkey Trot Acres Hunting	188 Tubbs Hill Rd	Candor, NY
Friend's Diner	2640 Main St	Maine, NY
Main Scoop	2666 Main St	Maine, NY
Maine Inn	2601 Main St	Maine, NY
Our Country Hearts	2007 State Route 26 # 2	Endicott, NY
Highway Dairy Bar	49 Owego Rd	Candor, NY
Owego Soft Serve	65 State Route 96	Owego, NY
Latourelle Catering Inc	105 Main St	Candor, NY
Pizzuti's Pizza & Subs	1771 Union Center Maine Hwy	Endicott, NY
Loft Restaurant	3 Spencer Ave	Candor, NY
Country Pines Inn	1660 Union Center Maine Hwy	Endicott, NY
Log Cabin Restaurant	2990 State Route 26	Glen Aubrey, NY
Burger King	Route 17c	Owego, NY
Elbow Room Restaurant	Route 17c	Owego, NY
Treadway Inn Owego	Route 17c	Owego, NY
Pizza Hut	81 Hickories Park Rd	Owego, NY
Metro's Restaurant	Rt 96 Ithaca Rd	Owego, NY
Wendy's	170 5th Ave	Owego, NY
Frozen Joe's Ice Cream & Deli	711 State Route 17c	Owego, NY
Panda Wok	717 State Route 17c	Owego, NY
Subway Sandwiches & Salads	765 State Route 17c	Owego, NY
Pipher's Subs & Pizzas	1555 Union Center Maine Hwy	Endicott, NY
St Patrick's Church Hall	302 Main St	Owego, NY
Kfc	State Route 17c	Owego, NY

Owego Treadway Inn	1100 State Route 17c	Owego, NY
Shanghai Tea Garden	119 North Ave	Owego, NY
Johnny Boyz	1460 Union Center Hwy	Endicott, NY
Mario's Pizza	51 Fox St	Owego, NY
Bill's Diner	119 Central Ave	Owego, NY
Harris Diner	79 North Ave	Owego, NY
O'hara's Restaurant	191 Main St	Owego, NY
Covey's Family	187 Main St	Owego, NY
Richford Dairy Farms	13303 State Route 38	Richford, NY
Awakenings	208 Front St	Owego, NY
Original Italian Pizza	23 Lake St	Owego, NY
Cellar Restaurant	196 Front St	Owego, NY
River Rose	180 Front St	Owego, NY
Dunkin' Donuts	135 Park St	Owego, NY
Parkview Restaurant	145 Front St	Owego, NY
Don Davis South Side Deli	1108 State Route 434	Owego, NY
Bud's Place	4740 State Route 434	Apalachin, NY
Kristofor's	1224 Campville Rd	Endicott, NY
Dugout Sports Bar & Pizzeria	6125 State Route 434	Apalachin, NY
Kam Fung	42 W Main St	Owego, NY
Phil's Chicken House Inc	1208 Maine Hwy	Endicott, NY
Classic Cup Cafe	1104 Union Center Maine Hwy	Endicott, NY
Giant Markets Inc	1109 W Corners Plz	Endicott, NY
China Chef Restaurant	1001 Union Center Hwy # 7	Endicott, NY
Subway Sandwiches & Salads	1001 Union Center Hwy # 1	Endicott, NY
Big Dipper Barbeque	6937 State Route 434	Apalachin, NY
Big Dipper Ice Cream	6935 State Route 434	Apalachin, NY
Chat-A-While	8714 State Route 434	Apalachin, NY
Nirchi Pizza	8836 State Route 434	Apalachin, NY
Donoli's Restaurant	State Route 434	Apalachin, NY
Jailhouse Restaurant	176 Main St	Owego, NY
Gances Catering	2001 Perimeter Rd E	Endicott, NY

Dollar Store (within 10 miles)		
Dollar General	1145 State Route 17c	Owego, NY
Dollar Bazaar	45 Lake St.	Owego, NY
Family Dollar Store	50 W. Main Street	Owego, NY
Family Dollar Store	6564 Route 434	Apalachin, NY
Dollar General	8836 State Route 434	Apalachin, NY

Hardware Store (within 10 miles)		
Maine Hardware & Variety	2658 Route 26	Maine, NY
Home Central	7 Rich Street	Candor, NY
Route 96 Power & Paddle	1035 Owego Road Route 96	Candor, NY
Joe Signs Equipment	Route 17c West	Owego, NY
Value Home Center	1149 Route 17c	Owego, NY
Home Central of Owego-Vestal	151 Central Ave.	Owego, NY

Antique Shops (within 10 miles)		
Grandma's Pretties Antiques	241 Nanticoke Road	Maine, NY
Back Alley Antiques & Collectibles	1460 Union Center Main Hwy	Endicott, NY
Sally's Place	196 Front St. #2	Owego, NY
Bonnie & Dolly's Country Cnct	186 Front St.	Owego, NY

Sporting Goods Store (within 10 miles)		
Ben's Gun Shop	328 Spaulding Hill Road	Owego, NY
D & D Sports	34 ½ Lake Street	Owego, NY
Mc Lain's Sporting Goods	1001 Union Center Maine Hwy	Endicott, NY

Grocery Stores (within 5 miles)		
Hollenbeck Food Inc.	17 N. Main Street	Newark Valley, NY
Grocery Stores (within 10 miles)		
Gerry Tull Store	18 Route 38b	Endicott, NY
La George Foods	82 Main Street	Candor, NY
Lawler's Grocery Store	1423 Route 96	Owego, NY
P & C Foods	1145 Route 17c	Owego, NY
Community Shop	106 North Ave.,	Owego, NY
John's Fine Foods	88 North Ave.	Owego, NY
Price Chopper	42 W. Main Street	Owego, NY
Giant Markets	1109 Union Center Maine Hwy,	Endicott, NY
Sweeney's Market	6518 Route 434	Apalachin, NY

Pharmacy (within 5 miles)		
Eckerd	21 N. Main Street	Newark Valley, NY
Pharmacy (within 10 miles)		
Rite Aid Pharmacy	941 Route 17c	Owego, NY
CVS/Pharmacy	Oakdale Road, Oakdale Mall	Johnson City, NY
CVS Pharmacy	39 Park Street	Owego, NY
CVS Pharmacy	1008 Union Center Highway	Endicott, NY
Kmart Stores	527 Endicott Plz.	Endicott, NY

Bookstore (within 10 miles)		
Riverow Bookshop	187 Front Street	Owego, NY

Fabric Shop (within 10 miles)		
Pucky Huddle Delight	71 Owego Road	Candor, NY
Seams Easy Drapery Service	1617 Union Center Highway	Endicott, NY
Churn Dash	6 McMaster Street #4	Owego, NY

Dry Cleaners (within 10 miles)		
Gail Pettit Valet Service	1666 Maine Hwy.	Endicott, NY
Paul's Cleaners	Route 17c, #763	Owego, NY
Moreton Cleaners	57 North Ave.	Owego, NY
Apalachin Pharmacy	6845 Route 434	Apalachin, NY

Toy Stores (within 10 miles)		
Laughing Place	19 Lake Street	Owego, NY
Miniature Kingdom of River Row	182 Front Street	Owego, NY

Department Stores (within 10 miles)		
Candor Discount Store	28 Main Street	Candor, NY
Sears	Route 17 Expy Exit 70, Oakdale Mall	Johnson City, NY
BA Sears	32 Iris Drive	Apalachin, NY
Kmart	527 Endicott Plaza	Endicott, NY

Source: www.switchboard.com

State and National Historic Registered Properties in Newark Valley

The following table lists the historic properties in Newark Valley that are on the State and National Register.

Table 6.2 Newark Valley Properties Listed on the State & National Register

Property	Address
Belcher-Holden Farm	5825 NY 38
Bement-Billings House	NY 38 North of Newark Valley
Blewer Farm	184 and 226 Blewer Mead Road
Daniel Chamberlain House	627 Brown Road
Morris Clinton House	225 Zimmer Road
Farrand-Pierson House	441 Brown Road
Hope Cemetery and Mausoleum	Main Street at the Town
Knapp House	10 Rock Street
Lipe Farm	3462 Sherry Lipe Road
Maple Lawn Farm	10981 NY 38
Nowland House	88 South Main Street
Purple Gilbert E. House	34 Maple Avenue
John Settle Farm	1054 Settle Road
Silk Street Bridge	Silk Street over the east branch of Owego Creek
Sutton-Chapman-Howland House	55 Main Street
Wade Farm	5579 NY38
West Newark Congregational Church and Cemetery	Junction of West Creek Road and West Newark Cross Road
West Newark School House	Junction of West Creek Road and West Newark Cross Road

Source: National Register of Historic Information System, National Register of Historic Places, National Park Service

Regional Tourist/Activity Center Attractions

The following details the attractions in the Village of Owego, the City of Binghamton, the City of Ithaca and the City of Cortland that complement the attractions and potential attractions in the Village of Newark Valley. The types of attractions that will complement those in Newark Valley include: historic/cultural attractions, natural/recreational attractions and agricultural attractions.

Village of Owego

Historic/Cultural

Tioga County Historical Society
Gallery 41 – Lake Street Artist Guild
The giddybird

Oakley Corners State Forest
Hickories Park
Waterman Conservation & Education Center

Natural/Recreational

Skyline Corral
Tioga Gardens
Susquehanna River

Agricultural

Taylor Shire Horse Farms
Owego Farmers Market

City of Binghamton

Historic/Cultural

Discovery Center of the Southern Tier
Binghamton Zoo at Ross Park
Binghamton University Art Museum
Kopernik Space Education Center
Roberson Museum and Science Center

Chenango Valley State Park
Dorchester Park
Finch Hollow Nature Park
Greenwood Park & Ice Rink
Hawkins Pond & Nature Area

Natural/Recreational

Cutler Botanic Gardens

Agricultural

Farmers Market
The Cider Mill

City of Ithaca

Historic/Cultural

Art Gallery at Community School of Music & Art (CSMA)
Art in the Heart of the City, The Commons
Asia House Gallery & Museum
Carl Sagan Planet Walk
Corners Art Gallery
Downtown Ithaca Commons, The
Gallery at The Ink Shop and Olive Branch Press
Greater Ithaca Art Trail
Handwerker Gallery
Hangar Theatre
Herbert F. Johnson Museum of Fine Art
Ithaca Gallery
John Hartell Gallery
Main Street Gallery
Museum of the Earth at PRI

Olive Tjaden Gallery
Sola Art Gallery
State of the Art Gallery
The History Center in Tompkins County
Titus Gallery Art and Antiques
Upstairs Gallery

Natural/Recreational

Arnot State Forest
Buttermilk Falls State Park
Cascadilla Creek Gorge
Cass Park Rink & Pool
Cayuga Lakeside Stables
Cayuga Nature Center
Cayuga Waterfront Trail
Circle Greenway
Community Recreation Center-The Rink/The Field

Connecticut Hill State Wildlife Management Area
 Country Garden Tea Room at Bakers' Acres
 Danby State Forest
 Dryden Lake Park Trail
 East Hill Recreation Way
 Finger Lakes Skydivers
 Finger Lakes Trail
 Hammond Hill State Forest
 Ithaca Children's Garden
 Ithaca Falls
 LaTourelle Resort & Spa Adventure Center
 Myers Point/Lansing Town Park
 Patchwork Therapeutic Riding Center
 Robert H. Treman State Park
 Sciencenter
 Shindagin Hollow State Forest
 Six Mile Creek Gorge
 South Hill Recreation Way
 Stewart Park
 Taughannock Falls State Park

City of Cortland

Historic/Cultural

Center for the Arts
 Center for the Arts of Homer
 CPF Gallery at Cortland Picture Frame Co.
 Dowd Fine Arts Gallery
 1890 House Museum and Center for Victorian Art
 Homeville Museum
 Cortland County Historical Society - Suggett House Museum
 Cortland Repertory Theatre
 Cortland Country Music Park

Wind Rider Balloon Company
 Yellow Barn State Forest

Agricultural

Allison's Acres
 Brookside Berry Farm
 Cornell Lab of Ornithology/Sapsucker Woods Sanctuary
 Cornell Orchards
 Cornell Plantations
 Danby Farmers' Market
 Farm Trail Information
 Cornell Cooperative Extension
 Freebrook Farms
 Glen Haven Farm
 Groton Farmers' Market
 Indian Creek Farm/Eve's Cidery
 Ithaca Farmers' Market
 Littletree Orchards
 Stick and Stone Farm
 Trumansburg Farmers' Market

Natural/Recreational

Greek Peak Mountain Ski Resort
 Lime Hollow Center for Environment & Culture
 Hoxie Gorge Field Station/McDermott Nature Trail
 Cortland Skate Park

Agricultural

Maybury Brook Stables

6.2 *Public Input*

Vision Session

On April 3, 2006, a Vision Session was conducted with the Downtown Strategic Plan Steering Committee. During the Vision Session the participants answered individually and discussed as a group four different questions regarding the Village of Newark Valley.

Those in attendance included:

Chris Leach, Village Resident
Larisa Gryczko Avellaneda, Tioga County REAP, LDC
Leslie Inderwies, Planning Board
Bonnie Sisco, Tillers & Toilers
Sylvia Riegel, Village Resident
Bryan Coates, Tioga County Planning
Dean Daniels, Town Resident
Elaine Jardine, Tioga County EDP
Margaret Head, Village Office
Scott Kohlms, Village DPW
Peter Smith, design based planning, inc.
Andy Schrauth, design based planning, inc.

What is your vision of the ideal future for the Village of Newark Valley's downtown assuming no barriers, including time and money?

- More vibrant small businesses
- Continuously rejuvenated volunteer groups
- Building rehab funding to improve visibly decaying structures along Main Street
- Improved streetscape along Main Street
- Organized Chamber of Commerce
- Exercise facility
- Swimming pool
- Dentist
- Larger grocery store
- Larger drug store
- Variety store

- General store
- Restaurants
- Hometown “homey” stores
- A place to shop if you run out of anything
- Enhanced Main Street, curb appeal, no rundowns
- Enhanced streetscape
- Lighting from the Green needs to be expanded
- Attractive to residents and businesses
- Quality housing
- Senior housing
- Vibrant village center for all ages, more activities for kids, adult activities
- Gathering spaces for youth and adults
- Capitalize on historic assets
- Norman Rockwell look
- Jobs
- All building getting used
- More attractions
- Downtown parking
- Visual appeal – small town, no blight
- Able to buy convenience items
- A downtown similar to Owego
- Pedestrian amenities, bike racks, sidewalks, planters
- Preservation of historic buildings
- Main Street full of retail
- Mix of housing choices
- Quaint
- Upkeep
- Neat
- Thriving
- Merchant teamwork / vision

- Locals and tourists
- A self-sufficient village for life's needs and pleasures
- The residents stay and their children stay and enjoy
- Residential and business co exist where with proper codes
- Ice skating pond on 'green' in winter
- More attractions for kids – work out place, gym, wellness facility at school, use all buildings, a lot of empty ones, activities for kids and adults on weekends, downtown parking, higher end restaurants

What specific unique attributes make downtown Newark Valley a good place to operate a business?

- Walkable
- Village green
- Need things here
- Bigger drug store – existing one so small, don't carry everything
- No big box
- Safe community
- Need spark to start
- Wine business 15 months old
- Other empty buildings
- Route 38 is an attribute – lot of traffic, lot of traffic during summer
- Subway just put in down road so must be viable economically
- Other destinations in area – Cornell, trails, Cortland, Finger Lakes, Hickory Park in town of Owego
- Many events, apple festival in fall, civil war re-enactment nearby, school soccer events and spring festival, historical society hold two events at billings, Newark Valley days, Yard sale days – community wide yard sale event
- Local wine tasting, bulk of wines from NYS, promote NYS wines
- 10 golf courses in County, Tioga County has easy to get tee time, one north of village
- Any activity - business picks-up, need activities – fun committee, Halloween parade around green, cross country skiing, snowmobiling
- Historical society has capital plan to expand complex – 5 years have had plan

- Volunteerism (retired people) doing good things
- Rail tracks useful
- Self sufficient, residents and children stay, proper codes, unique attributes, senior citizens shop locally – have municipal water system (not sewer)

What kinds of new businesses are needed to complement and support existing downtown businesses?

- Hardware store
- Exercise
- Chinese restaurant
- Upscale, mix of restaurants
- There was a dance studio
- Chicken restaurant
- Coffee shop left – new one opened
- Grandmother moons
- Foster's motors auto parts left
- Ladder company (wooden) left
- R & L sub shop (old dairy queen bldg)
- Hardware store left
- Butcher shop is now hatchery – does a lot of business – wholesale tropical fish (different from retail fish stores)
- Bed and breakfast fairly new – 2 years – doing well
- Master plan - Dentist office wanted, drycleaner wanted (but no sewer system)

What specific issues should the Downtown Strategic Plan address to encourage economic development in Newark Valley?

- Parking
- Economics – not big \$ here – what works with income or demographics

Issues & Opportunities Interactive Public Workshop

On May 23, 2006, an Issues & Opportunities Interactive Public Workshop was conducted for the Newark Valley Downtown Strategic Plan. With 32 participants in attendance, the interactive session included an individual workbook portion and a group mapping portion.

Individual Workbook Portion

The following is a summary of the individual workbook responses.

Table 6.3 Summary of the Issues & Opportunities
Public Workshop Workbook

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Answer
Community Identity and Design						
The Village of Newark Valley has a distinct identity that makes the Village unique to Tioga County.	28.1%	59.4%	9.4%	0.0%	0.0%	3.1%
Without proactive planning, Newark Valley is in danger of losing its identity.	15.6%	46.9%	31.3%	0.0%	3.1%	3.1%
Stricter land use regulations (zoning, sign, landscaping, etc.) should be developed & enforced to preserve and/or enhance our Village.	40.6%	31.3%	12.5%	9.4%	6.3%	0.0%
There is a need to develop design standards or guidelines to preserve and/or enhance the overall look and quality of residential and commercial buildings in the Village.	34.4%	46.9%	6.3%	9.4%	0.0%	3.1%
Economic						
The character of the Downtown should be enhanced with new mixed-use opportunities.	25.0%	59.4%	6.3%	0.0%	0.0%	9.4%
The Village should actively promote the addition of new youth-centered opportunities for the Village.	65.6%	21.9%	9.4%	0.0%	0.0%	3.1%
The Village should promote the use of the Rail Depot as an attraction.	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%
The Village should better promote its historic nature to stimulate economic development and attract visitors.	43.8%	34.4%	21.9%	0.0%	0.0%	0.0%
An enhanced streetscape (planters, benches, pavers, signage) would stimulate Village economic development.	43.8%	50.0%	6.3%	0.0%	0.0%	0.0%

Recreation and Community Service						
A Community Center is needed for youth, adult and family oriented activities.	65.6%	25.0%	9.4%	0.0%	0.0%	0.0%
The Village should consider developing additional and/or enhanced outdoor, indoor or water-related recreation facilities .	53.1%	18.8%	21.9%	3.1%	0.0%	3.1%
The River should be utilized as a community asset.	12.5%	59.4%	12.5%	9.4%	0.0%	6.3%
Circulation						
Traffic conflicts and safety is an issue in the Village.	37.5%	25.0%	18.8%	9.4%	6.3%	3.1%
There is a lack of parking in the Village.	40.6%	28.1%	15.6%	6.3%	3.1%	6.3%
The Village should develop a series of bike lanes and trails .	31.3%	28.1%	28.1%	0.0%	3.1%	9.4%
There is a need for more sidewalks in the Village.	40.6%	21.9%	25.0%	6.3%	3.1%	3.1%
Additional Questions						
I walk from my home to patronize the stores and services offered in the Village's Downtown	34.4%	31.3%	6.3%	3.1%	9.4%	15.6%
I use my automobile to patronize the stores and services offered in the Village's Downtown	34.4%	34.4%	12.5%	3.1%	3.1%	12.5%

Additional Questions:

If you use the Village's Downtown, please indicate the stores and/or services you use:

- Post Office
- Library
- Bank
- Gas Stations (Citgo)
- Coffee House (Lotta Latte)
- Florist (George's Flower & Gifts)
- Grocery Store – Hollenbeck's Sursave
- Village Wine & Spirits
- Restaurant (Fortunado's, Rosie's Restaurant)
- Carwash (Village Car Wash)

- Drugstore/Pharmacy (Eckerd)
- Insurance (Frost-Klossner Ins. Agency)
- Convenient Stores (Xtra Mart)
- Auto repair
- Hair Salon (Valley Hair Vision's, Hair Factory)
- Scrap Book Store
- One Healthy Life
- Valley Systems
- Baptist Church
- Donut Shop
- NTB
- Newark Valley Historic Office

If you don't use the Village's Downtown, please indicate why not:

- Lack of Variety
- Not enough goods and services
- Not all services needed are available in the Village

What types of stores and/or services would you like to see in the Downtown?

- Dry Cleaning
- Recreation
- Restaurant
- Youth Activities
- Dollar Store
- Larger Drug Store
- General Store (clothing, shoes, etc.)
- Hardware Store
- Variety Store
- More Police Presence
- Small Shops with Unique Items
- Antique Shop

- Arcade
- Sporting Store
- Sports Facilities
- Satellite Lawyer
- More Professional Office Space: Lawyer, Dentist, Architect, etc.
- General Merchandise
- Lighter Industrial
- Another Grocery Store for Variety
- Craft Store
- Giant Grocery Store
- Gift Shop
- Garage (Service)
- Fabric Store
- Music Store: instruments, media, sheet music, etc.
- Grain Supply Store
- Youth Development Area
- Bookstore

Is there anything else you would like to comment on as the Village completes this important planning process?

- Police are very important in the Village. We need enforcement of a curfew and parents to be responsible for their teenagers. We have a problem with damage occurring in Newark Valley.
- Streets are dirty (including Route 38) Can a street sweeper be rented? Cut down built up dirt between sidewalk and curb so it can be reseeded and groomed
- Need to free up space for development by removal of buildings 10, 11 and 12. Should be replaced by small strip with period styling. (Corner of Main and Water, SW Corner)
- Don't drop the ball – I'm willing to help in any way I can
- One of my biggest disappointments in the last few years was the failure of the plan to remove most of the buildings on the southwest corner of Main and Water to put in a new commercial area. The Village needs to enforce codes- especially in regards to tarpaper on houses along Main Street!

- Be careful not to be too restrictive or you may inhibit growth
- Appearance is everything! We need to look “pretty” to attract businesses and residents
- Need a Village Police Officer. (Speeding and Vandalism are increasing problems)
- The Village needs stronger enforcement of property regulations. The Village could use police protection as well as prosecution of individuals who destroy/deface property.
- Would like to see a nice senior housing development and care for the aged so they can stay in the Village
- When students are let out of the High School the speed limit needs to be moderated in the Village streets
- We need more stores
- Better Restaurants
- Sidewalks needed in the Village
- The Village needs a bike trail, a flat trail for older bikers
- The Village needs more activities for everyone
- At \$3.00 per gallon it would be nice to shop here rather than the Vestal Parkway
- Long term planning for the Village and surrounding area, very important
- Importance of highlighting our heritage
- Need to provide more recreational facilities (especially for our youths)
- Necessity of encouraging people to shop locally
- Who is going to implement any good ideas that have come from this group effort?
- Preserve the charm of the village – activities, murals, enhance park areas
- Dog Park
- River needs dug out to deepen areas to be passable for canoes, etc.
- Develop Trout Ponds
- Traffic conflicts and safety not an issue at the business level we have now
- We need a Bike Park not trails
- Sidewalks need to be repaired

- Bring new employers in and continue to support existing businesses
- Youth Issues – community center, training, employment skills, fun stuff
- Historical preservation – village identity – major magnet for tourism

Group Mapping Portion

The group mapping portion of the interactive public meeting gathered responses from five groups of participants. The groups responded to questions on four different issues: community identity and design, economic, recreation and community service and circulation. The groups worked together to share their input by drawing on a map of the Village's downtown with different colors and symbols to represent different issues.

Synthesis maps were developed to represent all of the issues mapped by each of the groups during the interactive public meeting. What is shown in the Public Input Synthesis Maps is described below:

The **Community Identity and Design Issues Map** shows specific locations where there is a need for regulations, where there is a need for design standards and where there are elements that give the Village its unique identity.

The **Economic Issues Map** shows specific locations where there is development potential, youth potential, historic potential, streetscape potential and potential for the rail depot.

The **Recreation and Community Service Issues Map** shows specific locations where there are opportunities along the Creek, for water recreation, for a community center, for indoor recreation and for outdoor recreation.

The **Circulation Issues Map** shows specific locations where there are safety issues, parking issues, a need for sidewalks and a potential for trails.

Figure 6.1 Public Input Synthesis Map: Community Identity and Design Issues



Figure 6.2 Public Input Synthesis Map: Economic Issues

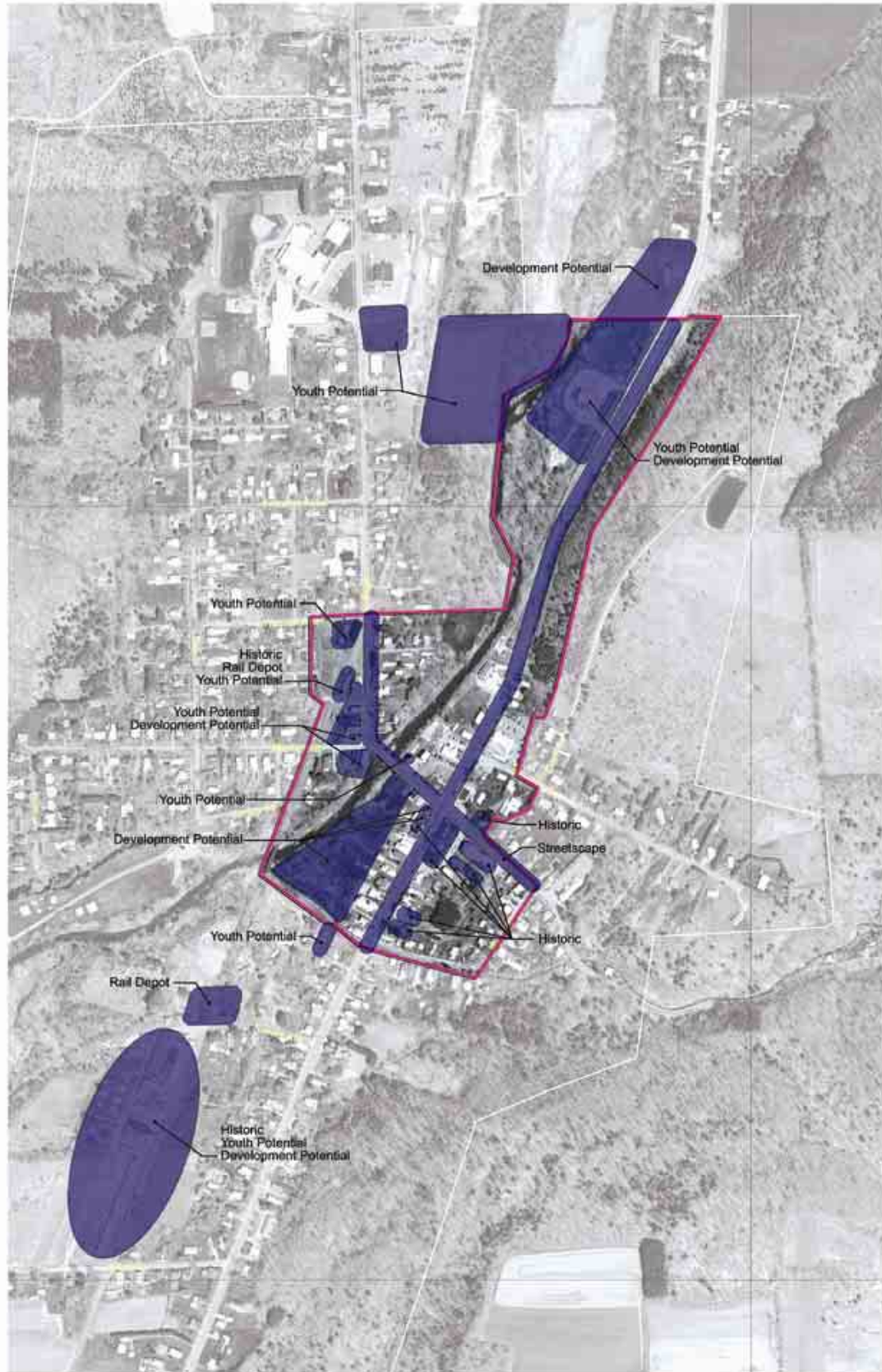


Figure 6.3 Public Input Synthesis Map: Recreation & Community Service Issues

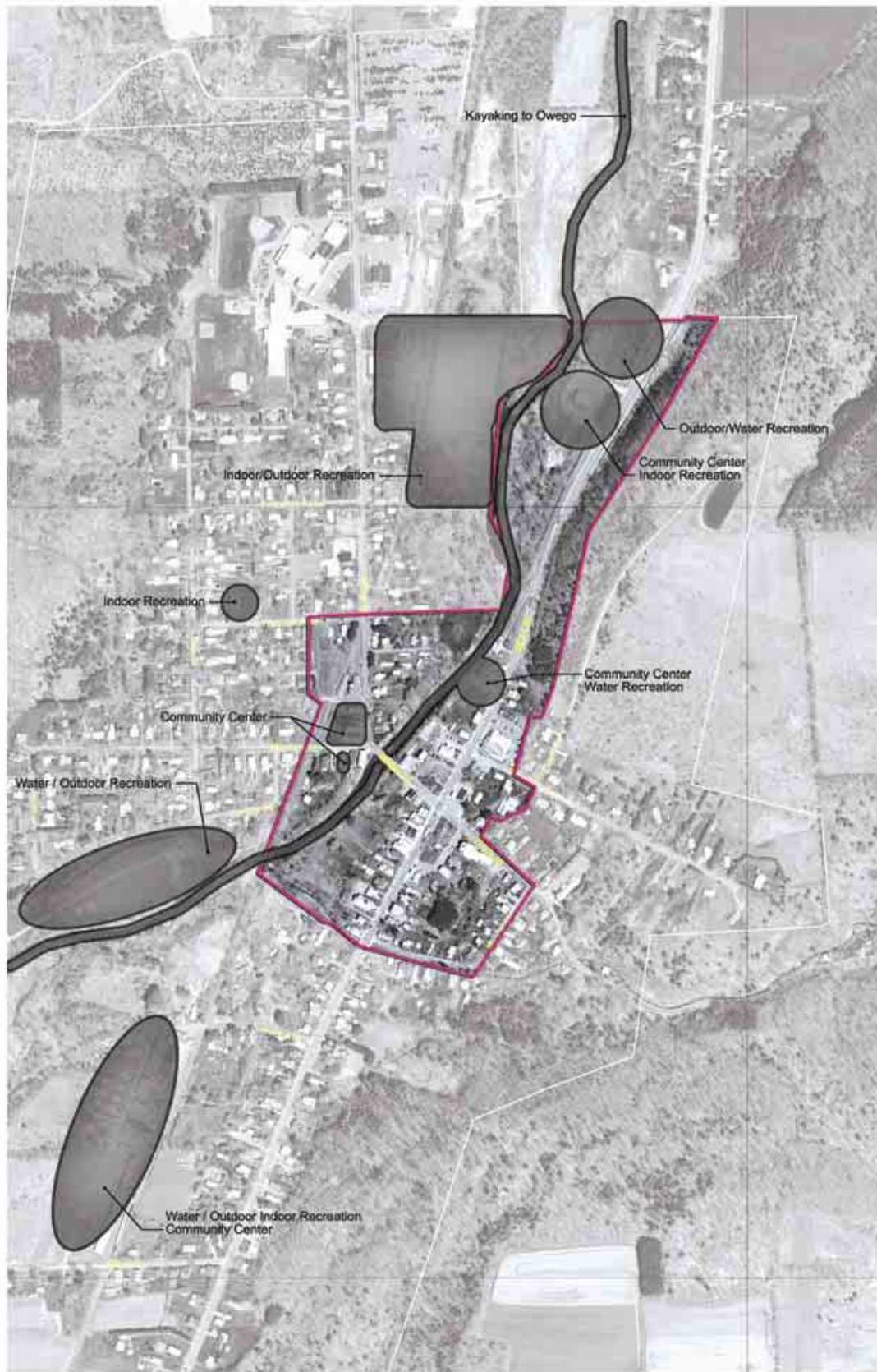
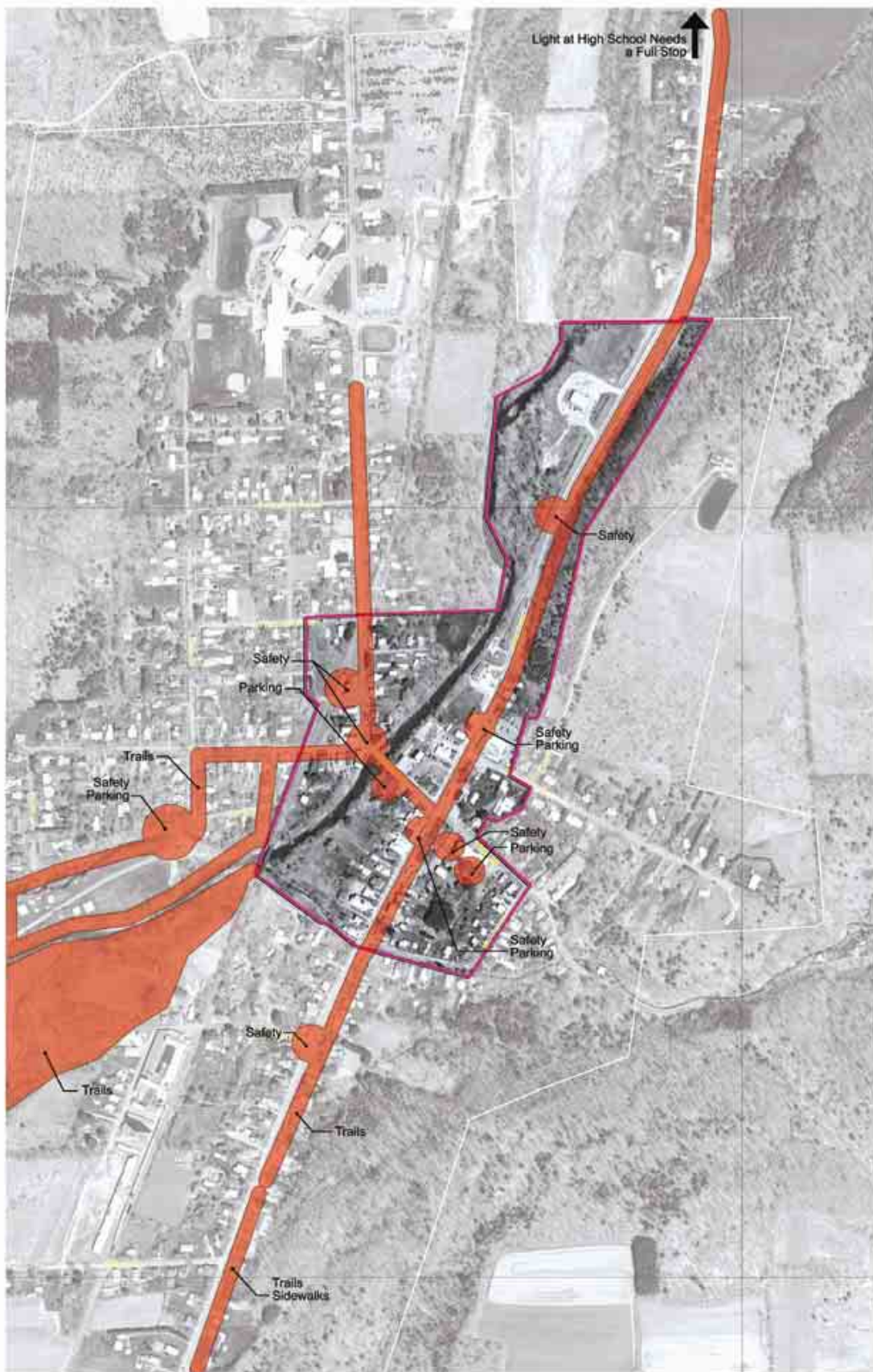


Figure 6.4 Public Input Synthesis Map for Circulation Issues



During the final element of the group mapping session each group was asked to determine the top three issues in the Village. The following are the responses from each group:

Group 1

1. Historic Preservation, distinct identity, sign control
2. Youth Development: employment, recreation
3. Support Local Businesses – bring in new businesses – encourage

Group 2

1. Youth Activities – water park
2. Enhancement of Downtown
3. Speed

Group 3

1. Preserve, Protect, Enhance Look of Downtown
2. Youth Indoor and Outdoor Facilities
3. Large Business to employ 100 or more people

Group 4

1. Youth, community Center
2. Lack of parking could inhibit commercial and residential growth
3. Streetscape, maintenance of buildings (commercial properties developed areas Red 1-12)

Group 5

1. Properties 10, 11, and 12 need improvement. (On Main St. at the southwest corner of Water St. and Main St.)
2. Youth/ Adult Recreation including walking/hiking trails, youth center, pool, basketball courts, etc.
3. Enforce speed limits, Noisy cars and traffic, need better police patrols (a Village Sheriff)

Additional Map Responses:

Some groups listed comments regarding the Village on the map, the following is a summary of those responses:

- Kayaking to Owego
- Acquire land and Village barn to develop for youth/community
- Angled parking on Park Street
- Trails – Consider more trails and bike paths with mileage markers for runners and walkers, etc.
- Barn for youth
- Enforce one-way traffic at municipal building
- Signage structures cause safety issues when pulling out of side streets
- Is bike lane thru town allowed?
- Owego Creek need to be cleared – dangerous refuse and junk in the creek
- Kayak and canoeing - launch at your own risk
- Viewing benches - lookout over creek
- Parking issues
- Municipal lot not marked
- Main Street – needs more parking
- Empty lot Water St. – potential parking
- Hollenbeck's – small parking lot
- Reduce speed limits
- Extend low speed limit area
- Stop sign at Maple and Water crossing
- Trout Pond road needs to be wider and slower
- Paver blocks along the streetscape
- Sidewalk benches
- Antique light posts
- Corner clock tower – Like Dryden
- Conversation benches on Green
- Potential outdoor activities: softball, tennis, summer recreation, basketball court

- Potential indoor activities: Roller Rink, Arcade, Billiards/games, Hobby Related Teaching & Activities
- Potential water activities: Swimming Hole, Fishing Derby
- Sidewalks everywhere
- Ice Rink on Village Green
- Depot Building and adjacent lots – farmers market, ice cream stand, flea market, Newark Valley Museum
- Possible BMX park by Village Barn
- Recreation Hall (Could include a café, games, billiards, arcade, movies, computers)
- Rental of equipment, skiing
- Additional park along creek
- More commercial space parking behind buildings west of Main
- Retail/Dollar Store by car dealer
- Properties need to be enhanced on an individual basis
- Look at Dryden – benches, flowers along Main Street and Whig Street
- Alexander Pond should have better access and upgrade of facilities could be used for fishing, picnics, hiking
- Appearance of buildings to conform to period styles
- Vandalism is a large concern in all areas!!!
- Sidewalks and streets are in poor condition in some areas
- Need a community awareness to use provided goods and services
- Boys & Girls Club pool
- Ladder Factory area needs cleaning up and put to use
- Bridge needed on Silk Street and Dr. Knapp Rd.
- Farmers Market
- Signage Control
- Enhancement of Downtown
- Walking and bike trail needed around Village – perhaps along 38N to Tappan down Whig - Trout
- Better roads and walking and riding trails to Alexander Pond
- Zoning & Restrictions to benefit the enhancement of the Village

- Need to require people to paint and maintain their homes and keep to code (if there is a code), especially the tenants/landlords of apartment dwellings!
- Village deputy sheriff to patrol streets and public areas
- Light at High School needs a full stop
- Youth Activities (water park)
- Sidewalks within the Village
- Proposed Skate Park
- Potential site for employment on area of land behind Main St. business on left going north before the bridge that borders the Creek
- Potential development on the vacant parcel of land across the Creek from the Trout Ponds
- Consider possibility of elementary school moving to outside Village and its impacts
- Historic houses on Main St. should have different standards & regulations to preserve
- Need proactive planning
- Need land use regulations
- Trout Pond enhancement for youth
- Need a youth center indoors
- Potential for the Ladder Factory building be turned into a flea market type of setting
- Sidewalk on 38 south – one side or the other should have continuous sidewalk to the cemetery

Prioritization Public Workshop

On July 24, 2006, a Prioritization Workshop was conducted with 22 participants in attendance. Participants were given a prioritization workbook, which listed identified issues and provided potential solutions. Each participant was able to show whether or not he or she supported the solution. The following summarizes the workbook responses:

Table 6.4 Summary of Prioritization Workbook
Public Workshop Workbook

1. The Village needs more businesses in the downtown.	
Do nothing	0%
Market individual buildings for potential reuses	91%
Utilize tourism efforts to provide a larger market to support additional business	68%
Other	9%
2. The Village would like to preserve the charm of Newark Valley.	
Do nothing	0%
Create design standards in the Village	64%
Seek more funding to revitalize/reuse historic and quaint properties	82%
Highlight a gateway into the Village	59%
Create a picturesque streetscape in the Village	82%
Other	9%
3. The Village would like to market its heritage tourism potential.	
Do nothing	0%
Prepare general heritage tourism marking for the area	50%
Target marketing opportunities for families as a way to help bring more tourists to experience the Village's heritage	59%
Create a Village theme to help promote the Village	59%
Create a tourism center in the Village	27%
Provide more opportunities for people to stay in the Village	59%
Create a streetscape that highlights opportunities in the Village	55%
Other	9%
4. Poor upkeep of homes and properties diminishes the look of the Village.	
Do nothing	0%
Better enforce codes	73%
Create clean up days in the Village	68%
Implement mandatory design guidelines for properties and buildings	45%
Other	14%

5. The Village needs to preserve and highlight its heritage.	
Do nothing	0%
Provide interactive activities for visitors and residents to learn how the Village came to be	50%
Coordinate with the Bement-Billings Farmstead and the Town to strengthen the heritage experience in the Village by providing more educational opportunities to learn about agriculture such as interpretive signage on the Village green	73%
Create a historic district in the Village	32%
Provide better signage and historic markings to call attention to the Village's historic elements	82%
Expand on the festivals and special events in the Village to highlight the local heritage	59%
Other	0%
6. The Rail Depot should be further developed.	
Do nothing	0%
Provide an interactive museum open to children at the Rail Depot	59%
Create an interactive rail-themed area around the Depot and the tracks	64%
Other	5%
7. Traffic and safety is an issue on Village Streets.	
Do nothing	5%
Reduce speed limits on Village roads	45%
Provide more clearly marked sidewalks and road crossings in the Village	68%
Other	9%
8. Parking has the potential to limit business opportunities in the Village.	
Do nothing	0%
Add a buffered parking lot along the Main Street corridor	50%
Create more on street parking	23%
Create more parking behind buildings	82%
Other	0%
9. Cycling opportunities are needed in the Village.	
Do nothing	5%
Create one designated cycling area in the Village	23%
Create Village-wide bike trails	77%
Other	9%
10. More recreation activities are needed for youth/children in the Village.	
Do nothing	0%
Create a community center with activities for children/youth	68%
Create outdoor recreation facilities geared toward children/youth	68%
Provide more interactive educational elements for children/youth in the Village	41%
Provide links to the Village's heritage understandable and interesting to children/youth	32%
Other	0%

11. The Village needs a community center.	
Do nothing	0%
Construct a new building for use as a community center	27%
Renovate an existing building for use as a community center	86%
Provide a community center with recreation opportunities for all ages	64%
Provide a multi-functional community center with opportunities for recreation for all ages, as well as community service functions such as medical/professional offices, a post office, municipal uses, community groups, etc.	50%
Other	5%
12. More access to the Creek is needed.	
Do nothing	0%
Add a pedestrian bridge at an alternative point along the Creek	45%
Create a road bridge over the Creek	9%
Create a trail along the Creek	73%
Other	9%
13. Provide more water-based activities in the Village	
Do nothing	5%
Create universal fishing platforms in the Village	36%
Create a small pond in the Village for a clearly visible waterfront property for public picnicking/pond skating	50%
Other	9%
14. The Village should have opportunities for canoeing and kayaking on the Creek.	
Do nothing	9%
Dig out the Creek so that canoes and kayaks can pass along the Creek more easily	59%
Create a canoe and kayak launch along the Creek	64%
Other	0%
15. The Village is concerned with the implementation of the Plan.	
Do nothing	0%
Create an on going implementation committee that works to follow the recommendations and implementation projects in the plan	64%
Create specific groups for implementing specific aspects of the recommendations	82%
Other	0%

In addition to the planning solutions listed in the workbook, participants were given the opportunity to list additional solutions or comments regarding the planning issues detailed in the workbook. The following summarizes the additional workbook comments:

Table 6.5 Summary of Prioritization Workbook Additional Comments

Public Workshop Workbook

1. The Village needs more businesses in the downtown.
All Villages need more business - How?
Diverse that are adaptable to a small "town"
Water
Give current building owners ideas/contacts for business rentals
We need a Dollar Store or Variety Store locally (for items not in a grocery store).
Land use controls (zoning) necessary for the whole Village.
2. The Village would like to preserve the charm of Newark Valley.
Flowers in front of Hollenbeck's
Banner over road as you enter and leave like we have for Depot Days now
Get current older buildings occupied with families and businesses, tear down abandoned buildings
Perk up the historical details of buildings - flowers, etc.
Need the small rest area with tables and directory traveling south into Village.
No design standards
Through code enforcement
3. The Village would like to market its heritage tourism potential.
Directory - Bulletin Board
Heritage - use water, family, historical buildings to meet vision
Create more youth activities, water, etc.
What happened to the dinner trains that used to run? Do they still?
No design standards
4. Poor upkeep of homes and properties diminishes the look of the Village.
Signage needs to be more appropriate in certain areas.
Need Better and enforced codes - No paper signs (Pepsi) No portable advertisement neon boards
Police patrol to get teenagers off streets at night who litter daily and damage properties
Find out the why of the property "look" - absentee landlords, find folks to buy the property - use code enforcement only as a last resort
More than 1 clean up day
Not mandatory, some cannot afford to follow through - retired, less income
Suggest design/architectural guidelines for properties and buildings Village wide. Also update and amend codes as needed to address problem properties.
Help fix up where needed
Oppose design standards
Put pressure on homes like Watson Street to clean up! Make the clean up.

5. The Village needs to preserve and highlight its heritage.

No interpretive signage on the Village green

For heritage theme - not to limit design

Some do not notice banners along Main Street, but I do.

Preserve historical buildings - provide information guides to the buildings

Signage - house history - historical house outside/inside tours

6. The Rail Depot should be further developed.

Not Children

Need more signage

Make full time museum of railroading

You need to talk to the Historical Society about what the current lease limitations are

Adults have strong interest in trains

7. Traffic and safety is an issue on Village Streets.

Seems relatively small issue

Police patrol

Teens in groups on Whig and Water can be dangerous. I walk around them hoping not to be run into and then laughter. Not as bad as it was.

Safety - code enforcement

Enforce the current speed limits for starters

Road crossing - Fix unlimited access to corner gas station

Safety issue - Water Street onto Whig - need yellow line in center of road/street to keep cars on own side on street/road

Sidewalks throughout

Particularly on Main Street

8. Parking has the potential to limit business opportunities in the Village.

There is parking available on both sides of one-way street around village square - which is highlight, this needs to have painted parking spots. Bank has plenty of parking. Not an issue

Signage

Rent use of excess bank lot spaces

Do we have space for this?

Need designated timed parking for wine store - 15-minute space!

9. Cycling opportunities are needed in the Village.

Dogs need to be on leashes - chase bikers

Walking trail

Finish the sidewalk going down Main Street on car wash side

Where exactly would these be? Upstate, bike trails run on extinct rail lines - here, could we run along side?

Designate bike lanes/by widening roads if necessary

Bike lanes

10. More recreation activities are needed for youth/children in the Village.

Families

There is some at Trout Ponds.

The Village needs to make this possible for an entrepreneur

11. The Village needs a community center.

But not a post office and use the municipal building for municipal uses

Senior housing - not low income

Need adult exercise business

12. More access to the Creek is needed.

If it wouldn't be washed away in flooding

Create other public access points maybe with 50 ft frontage each

Dredge Creek

Currently being done by the Historical Society at the Bement Farmstead

Promote Trout Ponds

13. Provide more water-based activities in the Village

Improve Trout Ponds? It's pretty good already.

Add new land across from Trout Pond and provide skating park - roller in summer, ice in winter

Trout Pond could be expanded for canoe launch and fishing, swimming certain hours in summer with lifeguard

Trout Ponds has this already!

Trout Ponds - EPA - dig out and clean up DEC

Promote Trout Pond

Use Trout Ponds

Trout Ponds

We already have a fine park for this

Revitalize Trout Ponds to be fishable

Promote Trout Ponds

We have a pond, Trout Ponds, Hello!

14. The Village should have opportunities for canoeing and kayaking on the Creek.

Ice skating in winter

Not enough water, often dries up

Talk to DEC and good luck

(Seasonal)

Depends on water level in summer

And tubing

Also for flood control. We have had our property flooded twice in as many years.

15. The Village is concerned with the implementation of the Plan.

This should be an off-shoot of Village Planning Board

Planning Board implements? More members in planning board

Additional Comments:

Need a good logo to correspond to "vision"

Big question is cost

Coding to get this (first three questions)

6.3 Building Inventory

Over a two-day period with subsequent reviews and background research, the buildings within the study area were inventoried and evaluated. For ease of use, the study area was broken into six sections denoted by a color – blue, purple, pink, red, orange and green. The resulting compiled tables and figures are as follows:





Figure 6.5 Study Area

Blue Area



Figure 6.6 Blue Section of the Study Area



REF. #	NAME &/OR ADDRESS	CONDITION L 1 2 3 4 H	YEAR BUILT	HISTORY &/OR REMAINS	RE-USE / NOTES	PHOTO
1	6 Brook Street	3	1880	Stannard Marble Works (Stannard family in house, factory on eastern part of lot)	NA	
2	12 Brook Street	4		House trailer	NA	

REF. #	NAME &/OR ADDRESS	CONDITION L 1 2 3 4 H	CIRCA YEAR BUILT	HISTORY &/OR REMAINS	RE-USE / NOTES	PHOTO
3	16 Brook Street	4	1910	House	NA	
4	22 Brook Street	4	1930	House	NA	
5	24 Brook Street	4	1910 - 1930	Built by Amos Personius	NA	
6	26 Brook Street	4	1910 - 1930	Built by Amos Personius	NA	
7	34 Brook Street	3	1910 - 1930	House	NA	
8	21 Rock Street	4	before 1880	House, many remodels	NA	
10	17 Rock Street	3		Simple, square house	NA	



Purple Area



Figure 6.7 Purple Section of the Study Area

REF. #	NAME &/OR ADDRESS	CONDITION L 1 2 3 4 H	CIRCA YEAR BUILT	HISTORY &/OR REMAINS	RE-USE / NOTES	PHOTO
1	The Municipal Building Corner of Park & Rock Streets	H	1887	Built as a school building	Boutique accommodation	
2	Village Green Corner of South Main & Rock Streets	H	1936	Village Green	Interpretive Park	

REF. #	NAME &/OR ADDRESS	CONDITION L 1 2 3 4 H	CIRCA YEAR BUILT	HISTORY &/OR REMAINS	RE-USE / NOTES	PHOTO
3	7 Park Street	4	1794 & 1917	Queen Anne & Shingle style with Colonial Revival touches, original house incorporated into later house	NA	
4	Engineers Office 5 Park Street	2	1831	Greek Revival house	Under Construction	
5	Park Street	4		House	NA	
6	CITGO Gas Station 23 South Main Street	4	1950's	Gas Station	NA	
7	George's Florist 25 South Main Street	4	1950's	Retail	NA	
8	27 South Main Street	4	before 1869 & 1885	Queen Anne style, original house incorporated into later house	NA	
9	29 & 31 South Main Street	L	1896	Three story, Italianate building	Should be demolished	

REF. #	NAME &/OR ADDRESS	CONDITION L 1 2 3 4 H	CIRCA YEAR BUILT	HISTORY &/OR REMAINS	RE-USE / NOTES	PHOTO
10	35 South Main Street	2	before 1855	Greek Revival house with many remodels	Could be renovated	
11	37 South Main Street	3	before 1867	Greek Revival flavor house	NA	

Pink Area



Figure 6.8 Pink Section of the Study Area



REF. #	NAME &/OR ADDRESS	CONDITION L 1 2 3 4 H	CIRCA YEAR BUILT	HISTORY &/OR REMAINS	RE-USE / NOTES	PHOTO
1	42 South Main Street	2	post 1880	Italianate style building, apartments	Old - Rough shape	
2	34 South Main Street	4	late 1920's	Colonial Revival house	NA	
3	United Church of Christ South Main Street	H	1869	Church	NA	
4	Parsonage South Main Street	H	1894	Queen Anne architecture with Colonial Revival features	NA	
5	Good Shepard Bed & Breakfast 26 South Main Street	H	1867	Italianate, Eastlake, Neo- Greco and stick styles	NA	
6	24 South Main Street	4	1876	Italianate style, two family dwelling	Bed & Breakfast Potential	
7	22 South Main Street	2	1855	Greek Revival & Italianate transitional style, apartments	Needs fair bit of fixing-up	



REF. #	NAME &/OR ADDRESS	CONDITION L 1 2 3 4 H	CIRCA YEAR BUILT	HISTORY &/OR REMAINS	RE-USE / NOTES	PHOTO
8	Village Wine & Spirit One Healthy Life 20 South Main Street	4	1852	Shop and dwelling	Develop parking lot behind	
9	Lotta Latie Cyber Café 12 South Main Street	4	1828	Two story, shop and apartment	NA	
10	Alleluia 10 South Main Street	2	1850	Two story	Mixed Use Potential	
11	8 South Main Street	L	1820's	Apartments	Mixed Use Potential	
12	6 South Main Street	2	before 1827	Two story Federal style, shops and apartments	Refurbish - Two store fronts below and two apartments above	
13	5 Water Street	2	1870's	Original Italianate style much remodeled, apartments	Needs work - could be used for shops	
14	Valley Coin Laundry 7 Water Street	4	1880	Typical commercial building of time period made of Loring Brick	Architecturally good building - potential for shop(s) below and apartments above	



Red Area



Figure 6.9 Red Section of the Study Area

REF. #	NAME &/OR ADDRESS	CONDITION L 1 2 3 4 H	CIRCA YEAR BUILT	HISTORY &/OR REMAINS	RE-USE / NOTES	PHOTO
1	7 Maple Avenue	4	1880's	Originally located across street at 2 Whig St	NA	
2	Maple Avenue	3		Business	NA	

REF. #	NAME &/OR ADDRESS	CONDITION L 1 2 3 4 H	CIRCA YEAR BUILT	HISTORY &/OR REMAINS	RE-USE / NOTES	PHOTO
3	Maple Avenue	L	1930's	Cinderblock structure	Potentially part of adjacent building use or demolished	
4	Maple Avenue	L	1897		Potential restaurant or general store - may be attached to adjacent garage	
5	Phillips Family Butcher Shop AKA Fish Wholesaler 2 Whig St.	2	1965	Cinderblock structure	Demolish	
6	Masons 4 Whig Street	3	1906	Colonial Revival styling	Retail	
7	The Ultimate Buzz 6 Whig Street	3		Originally located one lot to north	Retail	
8	10 Whig Street	2	1905	Typical turn of the century commercial building with false front	Store front potential	
9	Englander Mattress Sale 16 Whig Street	3	1933	GLF building	Potential for museum or anchor facility	







REF. #	NAME &/OR ADDRESS	CONDITION L 1 2 3 4 H	CIRCA YEAR BUILT	HISTORY &/OR REMAINS	RE-USE / NOTES	PHOTO
10	NE corner of Depot St. & Dimmock Ave.	4	1879	Board & batten construction	Rail Museum	
11	3 Watson Avenue	2	1880	Asbestos shingled to resemble brick	Demolish	

Orange Area



Figure 6.10 Orange Section of the Study Area



REF. #	NAME &/OR ADDRESS	CONDITION L 1 2 3 4 H	CIRCA YEAR BUILT	HISTORY &/OR REMAINS	RE-USE / NOTES	PHOTO
1	29 Whig Street	3	1880's	House	NA	
2	25 Whig Street	2		House trailer	NA	
3	21 Whig & East Whig Street Properties	3		House trailer, two houses, trailer park	NA	
4	17 Whig Street	3		House	NA	
5	15 Whig Street	4	1838	Two family dwelling with business parking behind	Potential to develop pond/lake behind property	
6	Cooley's Monument Service & Funeral Home 5 Whig Street	4	before 1863	Offices and funeral parlor	Potential to develop pond/lake behind property	
7	Scrap Your Heart Out 20 Water Street	4	1900	Retail	Potential as tourist or general store	

REF. #	NAME &/OR ADDRESS	CONDITION L 1 2 3 4 H	CIRCA YEAR BUILT	HISTORY &/OR REMAINS	RE-USE / NOTES	PHOTO
8	Out Building 20 Water Street (formerly 18 Water St)	3	1900	Originally a blacksmith shop	Retail boutique	
9	NBT Bank Corner of Water & N. Main Streets	4	1956-7	Bank	NA	
10	10 North Main Street	3			Potential community recreation center	
11	Allstate Insurance Office North Main Street	4	1972	Business	NA	
12	18 North Main Street	2	1901	Apartments	Needs a lot of work - potential bed & breakfast	
13	Fortunato's Pizza & More Restaurant North Main Street	3	1987	Restaurant	Needs presence, outdoor area, gateway to village	

Green Area



Figure 6.11 Green Section of the Study Area

REF. #	NAME &/OR ADDRESS	CONDITION L 1 2 3 4 H	CIRCA YEAR BUILT	HISTORY &/OR REMAINS	RE-USE / NOTES	PHOTO
1	29 North Main Street	L	before 1935	Renovated many times	Needs fixing-up	
2	25 North Main Street	3		Rebuilt & enlarged home	Potential antique or tourism store	

REF. #	NAME &/OR ADDRESS	CONDITION L 1 2 3 4 H	CIRCA YEAR BUILT	HISTORY &/OR REMAINS	RE-USE / NOTES	PHOTO
3	Eckerd North Main Street	3	1964	Business	No street presence, needs to interface with street	
4	Shur Fine Foods 17 North Main Street	3	1958	Grocery	NA	
5	R & L Quick Lunch 9 S Corner of N Main St. & Smullen Ave.	3			Fast food or tourism facility	
6	Xtra Fuel & Xtra Mart E corner of N Main Street	3	1960	Gas Station	Key corner - business more suitable elsewhere	
7	Small Engine Service 6 Rock Street	3		Business	NA	
8	Tappan Spaulding Memorial Library 6 Rock Street	H	1908	Arts & Crafts style with Asian overtones	Family Library & Bookstore	

6.4 Literature Review

The following is a list of sources that helped to inform the Downtown Strategic Plan.

- An Incomplete and Updated History of The Village of Newark Valley 1792-2005. Virginia H. Mullen.
- Conditions Assessment Report for the Tappan Spaulding Library, Newark Valley, NY. April 2006.
- Housing Market Assessment. Tioga County, New York. March 2003.
- Newark Valley Master Plan. Revised June 2006.
- Village of Newark Valley Code.
- Strategic Plan. Rural Economic Area Partnership, October 1999.
- Technical Assistance Report for the Newark Valley Municipal Building, Newark Valley, NY. June 2004.
- The Bement Farmstead in 1810. Bement-Billings Beacon.
- Tioga 2010. Tioga County Strategic Plan, March 2005.
- U.S. Census Bureau Demographic Data
- Who are the Visitors to Tioga County? Conversion Study – 2003 – 2004. Tioga County Tourism Office.
- www.greenenys.com
- www.nvhistory.org
- www.switchboard.com
- www.tiogascenicrailroad.com
- 2001 National Household Travel Survey, New York Add-On, Ithaca MPO. May 2004.
- 2003 Traffic Volume Report for Tioga County. New York State Department of Transportation.
- 2005 Annual Report. Tioga County Tourism.