

Village of Newark Valley

MASTER PLAN

Revised June 2021

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Introduction

The Village of Newark Valley faces important decisions every day that will affect the community for many years to come. The purpose of this Comprehensive Plan is to help guide decisions that will shape the future of the community.

The information presented in this Comprehensive Plan draws on the 1999, and the 2006, 2017/9 updates of the Comprehensive Plan that was prepared by the Village, many public input sessions and public surveys conducted by the Village and Tioga County REAP program. This Comprehensive Plan should be reviewed and updated periodically as directed by the Village Board of Trustees or at least every 10 years. The Village and the needs of the residents are continually changing, and the Comprehensive Plan should reflect these changes.

Many forces influence the community: the regional economy, state agencies and regulations, local laws, developers, and the actions of individual property owners. By clearly stating the Village's goals and following the stated goals, the community can help control these influences and determine its own future.

The comprehensive Plan provides direction and focus for the physical and aesthetic development of the Village. It provides a broad outline for the basis of the Land Use and Development Code. It encompasses the aspects of Newark Valley that make it unique: its history, geographic location, and small-town character.

Basis for a Comprehensive Plan

The Village of Newark Valley recognizes that the master plan provides the basis for developing and implementing its land use regulations. It also recognizes that a master plan is needed to serve as a long-range guide for both public and private decisions that will influence the community in the future. Plans based on the needs and values of the community offer solid direction and focus for village decisions affecting long-term growth and development, including an adoption of the County Hazard Mitigation Plan.

Vision

- * To improve the quality of life for village residents by enhancing services and providing a safe, affordable, and resilient well-maintained place to live.
- * Protect and preserve natural resources
- * Expansion of recreational services at the Trout Ponds Park
- * Improve Village Government, Services, and Infrastructure
- * Promote the Tappan Spaulding Library
- * Promote development of attractive and appealing commercial core area to encourage economic development
- * Continue to seek cooperation between the Village and Town governments to promote interests for all residents

Village History

(Adapted from a paper prepared by Anna Paterson in 1923 for the Beulah Paterson Brown Chapter of the DAR)

In the year 1785 or 1786, there was formed in Boston, Mass. a company of eleven men, afterward enlarged to 60 for the purchase of land "in the West". Three of the original eleven soon came to this part of the country "to view the land" as the record says. These were Amos Patterson, Col. David Pixley and Captain Joseph Raymond. This company purchased this tract from the "Government or Massachusetts", calling themselves the "Boston Purchase Company".

This tract of land included the parts of the counties of Broome, and Tioga which lie between the Chenango River on the east and West Owego Creek on the west and extended northward from the Susquehanna River about 25 miles.

It contained 230,000 acres and was divided into lots, each of the sixty investors taking his share, according to the amount of money he had invested.

Our present Main Street was an Indian path, and had to be cleared before settlers and their families with their wagons could come in.

Newark Valley really began on April 1, 1791, when five men arrived from Stockbridge, Mass, bringing tools and provisions on two sleds, drawn by oxen. These men were Isaac and Abraham Brown, Daniel Ball, Elisha Wilson and John Carpenter. The area became known as Brown's Settlement, then from 1808 until 1823, it was Berkshire; 1823-24 it was Westville, in 1824, Newark, and in 1862, Newark Valley.

When Ezbon Slosson came in 1792, he built his cabin near the creek, just north of the corner of Main and Water Streets. His family built nearby, and he opened a store at the corner, and a distillery further down Main Street on the east side.

The water supply was close for the mill, which soon was built near the first Slosson cabin. The mill pond was easily dammed, and lumbering became a major industry here. Gradually, the town grew around these few buildings.

From a 1910 newspaper write up (probably from the 1910 Old Home Days), found in Helen Richard's Grandmother's scrapbook, we discover that there were 4 large general stores, 1 furniture store, 1 shoe shop, 2 millinery shops, 2 clothing stores, 2 hardware stores, 2 meat markets, 2 bakeries, 1 jewelry shop, 2 drug stores and 2 farm implement shops at that time.

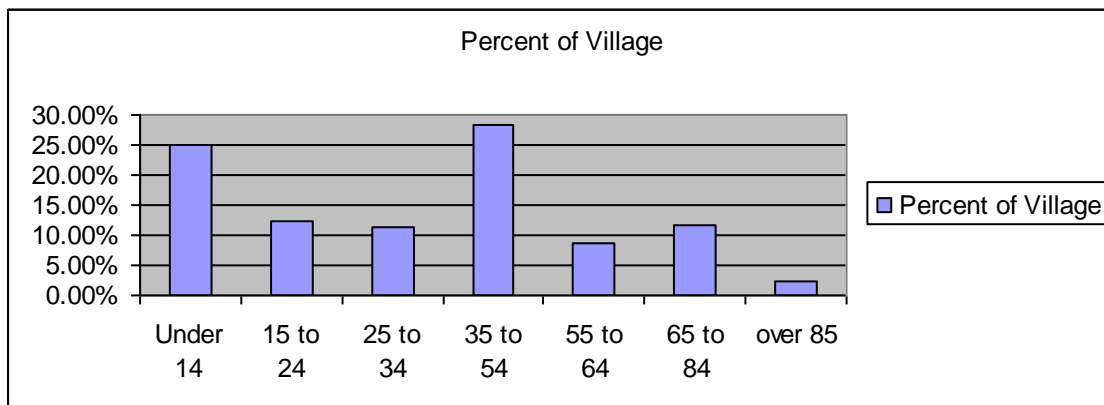
Community Profile

The Village of Newark Valley is located in Eastern Tioga County with the Town of Berkshire to the North, Owego to the South, Candor to the West and Maine (Broome County) to the East. According to the 2020 Census the population was 982 people residing in 444 households with municipal drilled wells providing water to the residents. Four hundred septic tanks process the waste for the households in the Village.

Newark Valley is a bedroom community to the three county areas, which includes Broome, Tioga, and Tompkins counties. The largest employer is the Newark Valley Central School System. The second largest employer is a grocery store. There are several active volunteer organizations in the Village including Tillers & Toilers Garden Club, REAP, Chamber of Commerce and Boy and Girl Scouts. Real estate is reasonably priced in this small village. The median value is \$66,900 and the median year the residences were built is 1939. The climate is typical of the latitude with four distinct seasons and moderate precipitation.

As shown on the table below, the median household income for the Village of Newark Valley is \$49,366, which is lower than the state median of \$60,850.

The Village of Newark Valley's median age is 36.1 years. In the table below the age ranges are shown as percent of the total population. The Village contains a large percent of families with children.



Attitudes and Values of the Public

Public sentiment from the 2019 Community Values Survey closely mirrors the 2004 Survey. It is clear the unique charm of Newark Valley is valued, and it is desired that it be maintained. There is a strong preference for natural features such as ponds, historic structures, and clean, well-kept landscape. People are concerned about housing issues and deterioration of properties and its effect on property values.

It was apparent on the 2019 Survey that a great majority of the respondents love Newark Valley for the small-town atmosphere and want to preserve that aspect. Some of the responses that residents listed when asked why they chose to live in the Village of Newark Valley are below.

- * Enjoy the small-town life
- * Quiet/peaceful
- * No crime/relatively free of crime
- * Close to work/friends
- * Friendly
- * Beautiful valley
- * Historic charm
- * Quality of services
- * Proximity to Binghamton/Ithaca
- * Church
- * Family/grew up here
- * Job opportunities
- * Affordable housing
- * Schools

Also evident were opposing priorities listed by residents. These opposing viewpoints become the challenges that the Village must meet. The following lists some of the opposing views as expressed on the survey:

Village Spirit	vs.	Disband Village/Combine with town
Want more police control	vs	Feels safe with existing level of patrol
More code enforcement	vs	Less government control and interference
Beautification	vs	Less interference from village government
More businesses	vs	Keep village small
More services, activities, etc.	vs	Lower taxes

More than half of the survey respondents felt the need to improve the appearance of the Village. Along with Main Street revitalization and the need to bring in new businesses, a “first impression” was important and, unfortunately, lacking.

The need for affordable senior housing and more activities for Village youth were also listed by the majority of the respondents.

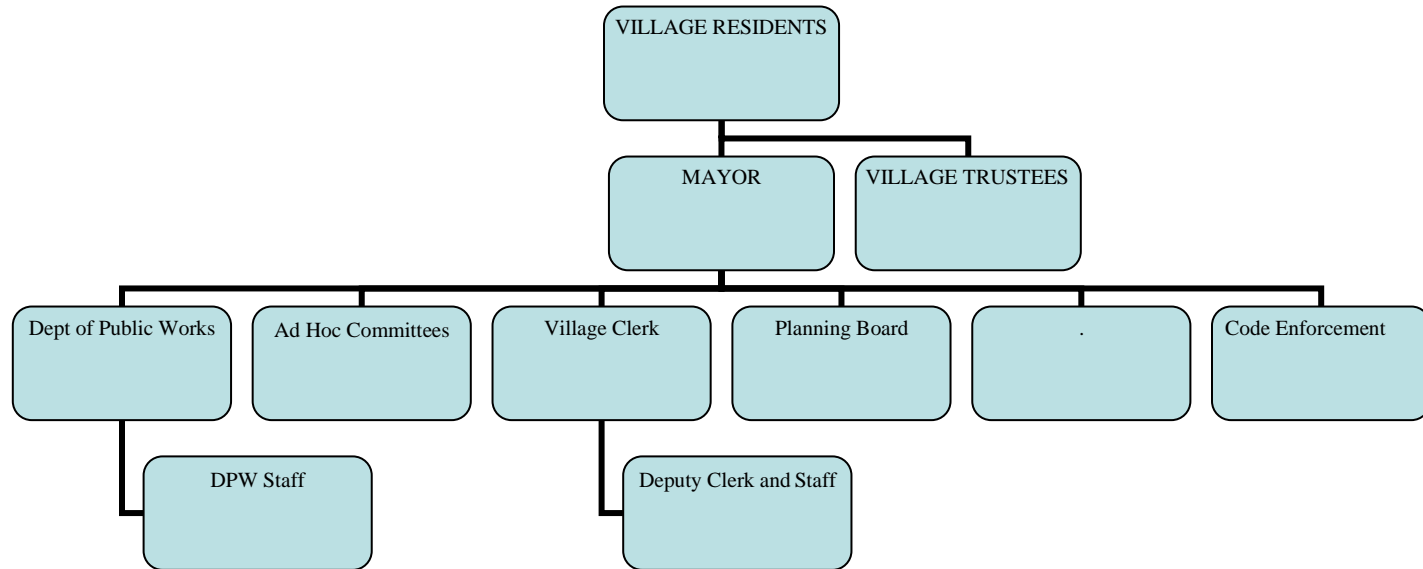
Retail and light industry seemed to be a high priority among the answers.

The Village Parks received the highest percentage of good quality out of all of the questions answered.

In order to keep taxes down, it takes prioritization of needs, focusing on quality-of-life and safety issues. It takes the efforts of the entire community to spread enthusiasm for improving the Village. As one person wrote in the survey “we need to come together and raise our children with respect and pride in their lives and community so they will, in turn, feel like giving back to the community.”

Government

ORG CHART



Public Services

Background

Water

The Village offers public water to its residents which is provided from wells located at the Village Barn located on Whig St., Marble St., and the Trout Ponds and the reservoir located off State Route 38. These areas are vital in providing water to Village residents; therefore, development in these areas should be environmentally friendly. A map showing the present service areas for public water is available on request.

Snow Removal

The Village Department of Public Works keeps roads clear of snow and ice during the winter months. Public sidewalks are also kept clear.

Garbage Service

The Village provides weekly garbage and recycle removal service.

Natural Environment

Background

The scenic beauty and natural resources in and around the Village are clearly important resources for the Village. They are a significant part of what attracts residents seeking a quiet, rural setting. The community's natural environment attracts many visitors to the area who enjoy fishing, hiking, and biking, among other things. While there are many natural assets worth preserving within the Village boundaries, much of the natural environment that Village residents and visitors enjoy is located in municipalities beyond the Village border. In order to preserve the Village's pristine setting, cooperation and collaboration with neighboring towns, and New York State will be required.

Goal

It is the goal of the Village to protect and promote its natural resources and scenic beauty as well as its few agricultural lands. The protection of these sensitive environmental resources and the wide variety of natural assets and attractions in the area should continue to be a priority for Village leaders, residents, businesses, and other municipalities and agencies. The Village will work to protect the Village's clean air, soil and water supply and streams (Owego Creek), and the positive impact that a healthy environment can have on the overall quality of life. The Village must seek ways to ensure its natural surroundings are preserved and ensure future development respects that character.

Objectives and Implementation Items

Objective A: Maintain and expand cooperation and collaboration with neighboring municipalities and relevant state and federal agencies to preserve and protect natural environment.

Short Range

1. Establish regular communication with New York State agencies that monitor local natural resources, such as the New York State Department of Environmental Conservation (NYSDEC), the New York State Department of Health (NYSDOH), and the Tioga County Public Health Department in an effort to safeguard waterways and groundwater sources located within the Village.
2. Continue cooperation with inter-municipal committees, comprised of leaders from surrounding towns and Tioga County, which can collectively monitor and protect the area's natural resources and make recommendations for actions that all municipalities can take to address concerns as they arise.
3. Village leaders, including the Mayor, Village Trustees and Planning Board members, should continue to seek cooperation between the village and surrounding towns for intermunicipal interests, and maintain such awareness of policies and decisions of neighboring municipalities and state agencies make that could impact the Village. Participation in local meetings outside of the Village such as trainings by the County Planners' Association and the Tioga County's Soil & Water Conservation District are just a few ways this can be accomplished.
4. The Village's daily operations, as well as improvements to or construction of critical facilities shall be done in accordance with hazard mitigation principles as detailed in the most recent Tioga County Multi-Hazard Plan and the Village of Newark Valley annex attached thereto.

Mid-Range

1. Establish and maintain working relationships with town and village leaders from surrounding communities regarding environmental policies and decisions that could impact the village of Newark Valley.

Objective B: Increase efforts to preserve Owego Creek's current condition and promote it as a valued resource.

Short Range

1. Work with the New York State Department of Environmental Conservation (NYSDEC) and the Tioga County Soil & Water Conservation District (TCSWCD) to ensure that the creek's condition is monitored and reported to the Village leaders on a regular basis. As concerns arise, the Village should contact the TCSWCD or NYSDEC for testing and analysis.

2. Work with Tioga County’s Water Quality Coordinating Committee (TCWQCC) to develop information material to remind residents to protect the water and its banks from pollution.

Mid-Range

1. Develop and install interpretive signage related to the Owego Creek that will enhance visitors’ and residents’ experience related to the creek.
2. The Village will work to maintain trees planted in the Trout Ponds Park through the Chesapeake Bay Trees Program, and work with the Tioga County Soil and Water District to identify and connect with private property owners to plant more trees under this program.

Objective C: Maintain and expand the Village’s trees and “urban forest”.

Mid-Range

1. Create a village forest management plan that identifies tree and shrub species that are appropriate for use within the Village’s right-of-way areas, public parking lots, parks, and village property.
2. Encourage and seek funding for tree replacement throughout the Village in an effort to maintain the Village’s “greenscape” and enhance the aesthetic appearance of residential and commercial areas.
3. Upkeep of the Village Green landscaping and Gazebo.

Objective D: Continue to support and expand recycling and reuse programs within the Village.

Short Range

1. The Village will continue to provide the brush and leaf collection service to its residents.
2. Public offices within the Village will work with Tioga County’s Sustainability Manager to remain diligent in their recycling efforts and serve as an example for Village residents and businesses.
3. Promote a Solar Energy Project on the old Ladder factory site.

Objective E: Ensure that all future development and redevelopment activity support the protection of the natural environment.

Short Range

1. Ensure environmental review processes are completed in accordance with New York’s State Environmental Quality Review Act (SEQR).

Agriculture

Background

Two parcels of land in the Village are in an agricultural district. Protecting this farm is important to many of the residents of Newark Valley; in order to keep the small-town atmosphere that is desired.

Goal

It is in the best interest of the Village to see the farm parcels prosper and succeed. Our Village's agricultural heritage can be used as a draw to visitors and farm parcels increase the rural feel of the village.

Objectives and Implementation Items

Objective A: Encourage residents to buy locally grown products.

1. Create a buy local produce campaign to coordinate with Village logo and theme

Objective B: Encourage the Town of Newark Valley to protect its farmland, this will protect the village residents from erosion and flooding that can occur from cleared farmland.

1. Work with County agencies to identify educational opportunities.

Objective C: Work with local real estate

1. Work with agents for them to comply with real estate disclosure laws regarding the NYS Agricultural Districts Program when selling property in the area of the Dairy Farm Properties within the village limits.
2. Conduct the Agricultural Data Statement process required by NYS Agriculture & Markets Law when triggered by the General Municipal Law §239 l&m referral to the County Planning Board.

Land Use

Background

Land in the Village of Newark Valley is utilized for various purposes including agriculture, residential, commercial, industrial, vacant, and public. (See Appendix C – Land Use Map) The

Village of Newark Valley currently has Subdivision and Mobile Home Ordinances, and codes on building, electrical, housing, plumbing, junkyard, floodplain, and road building specifications. 68% of the residents who responded to the 2019 Community Survey felt that the Village and its residents should improve and maintain existing structures. Residents are also overwhelmingly in favor of preserving historic structures and stricter enforcement of building codes. In addition, 51% of survey respondents stated that senior housing is needed in the village.

Goal

Study current land use for improvement and appropriate reuse based on demographic trends and economic revitalization goals. Improve and maintain current buildings via code enforcement with emphasis on preserving historical structures.

Objectives and Implementation Items

Objective A: Evaluate current land uses for improvement.

Short-Range

1. Work with Tioga County Planning to research current land use allocation of total village acreage and create a future land use map that will allocate land uses based on villages of comparable size and location.
2. Identify incentives for creating Senior Housing in the Village
3. Research alternative reuses for vacant land in Village

Objectives B: Improve and maintain current structures.

Mid-Range

1. Promote stricter and more consistent code enforcement.

Objective C: Preserve historic structures.

1. Identify funding source for maintenance and preservation of historic structures in the Village.
2. Hold informational sessions for property owners to encourage preservation of historic buildings.
3. Educate residents as to benefits of listing houses on National Historic Register

Transportation, Utilities, and Services

Background

NYSEG (electricity), Frontier Communications (telephone), and Spectrum (cable) provide utilities with no natural gas or municipal sewage availability. The Tioga County Sheriff Department and the New York State Police provide police protection. Volunteers for both the Village and Town provide fire protection. Maine EMS has a substation in the Newark Valley Municipal Building. New York State 38 runs approximately north and south through the Village and NYS 38B located south of the Village provides easy access to the Binghamton, Owego, and Ithaca areas. NYS Route 17 (future I-86) is located 10 miles south of the Village. The Owego-Hartford Rail line runs through the entire length of the Village.

Goal

Increase attractiveness of village for residents and visitors through improved transportation and above average services. Investigate ways to increase tourism using the Owego Hartford rail line.

Objectives and Implementation Items

Objective A: Develop carpooling network.

Short-Range

1. Add carpool information to NV website.
2. Research carpooling options such as Uber and Lyft and publicize network.

Objective B: Ensure adequate police coverage for Village.

Short-Range

1. Work with Tioga County Sheriff's Office to ensure coverage.

Objective C: Encourage tourism surrounding rail line.

Long-Range

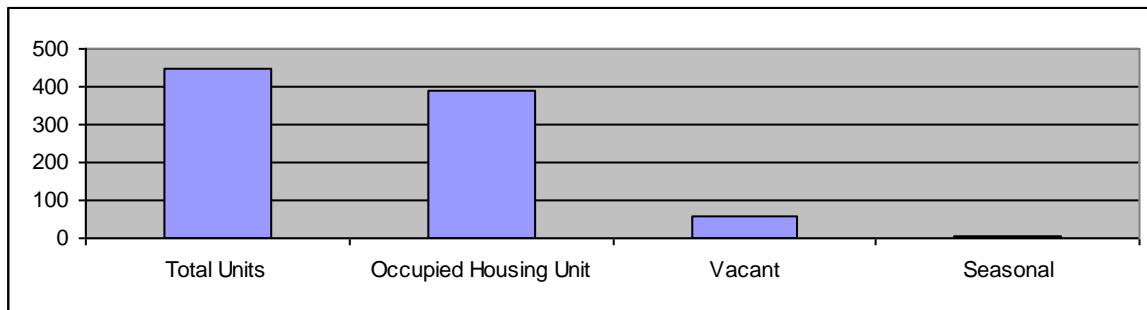
1. Work with county to encourage incentives for tourist-based train.
2. Coordinate activities in village to coincide with train schedule.
3. Support and maintain any and all current railroad freight businesses.

Residential

Background

Consistent with traditional design, Newark Valley’s neighborhoods were developed at a pedestrian-friendly scale, resulting in a walkable, close-knit community that attracts new families and calls former residents’ home. The diversity of housing styles tells the story of Newark Valley’s initial settlement and subsequent development over the last 200 years. While the community’s residential areas are strength, opportunities for improvement do exist. Residents identified the need for senior living options that are well designed and conveniently located. Concerns about property maintenance, absentee landlords and the condition of public facilities (sidewalks and streets) will need to be addressed as the Village considers ways to maintain a diverse and attract a new residential base.

The 2020 Census reports; 444 total housing units, 56 vacant units leaving 390 occupied units. The Village housing stock is varied with the majority (56.3%) being constructed before 1939, which is a major reason for the Village character. Many aged, well-cared for, buildings sit next to “old” dilapidated structures, which causes confusion and concern to possible residents. Newark Valley maintains a high occupancy rate: in 2000, 87.4% of housing units were occupied. 10% of all housing units, in the Village, are mobile homes. Affordability of housing is a concern to many people. Affordability is often defined as a ration of: median value of a single-family house to household income. Public perception is affordable homes in the Village is not an issue. The issue is: home value (street price) will decline if surrounding properties and infrastructure are not adequately maintained.



Goal

It is the goal of the Village to have pedestrian-friendly residential neighborhoods that offer a high quality of life and continue to be family-oriented. Safe streets, quiet surroundings, attractive housing, well-maintained properties and preserved historic structures characterize the Village’s neighborhoods. The well-maintained public spaces in Newark Valley’s residential areas such as sidewalks, roads, parks, and pathways are recognized for their critical role in the community’s overall function and appearance and area maintained accordingly. Residential development in the Village will be focused on redevelopment and enhancement of existing properties due to limitations related to topography and the limited amount of developable land.

Objectives and Implementation Items

Objective A: Enhance appearance and maintenance of neighborhood properties in an effort to sustain the Village’s charm and appeal.

Short Range

1. Develop and distribute building code information to Village residents to increase awareness of existing regulations in an effort to improve compliance. Create brochures on property maintenance, state building codes, and village local laws.
2. Encourage the Village, local businesses, and agencies to sponsor contests throughout the year to encourage residents to maintain and beautify their properties, such as “best landscaped”, “most improved”, and “best renovation”.
3. Continue strict enforcement of Village Code, which requires maintenance of sidewalks.
4. Develop and utilize the County’s Housing Study of 2018 to implement rehabilitation or demolition of vacant structures in accordance with the Village of Newark Valley Team’s Housing Community Investment Model (attached hereto) to reduce the number of vacant properties.
5. Encourage homeowners that own a home that is eligible for the National and State Register to have them placed in the program to maintain the Village’s historic character.
6. Mitigate the Slosson Creek, Route 38, and Cook Hill corridor of residential neighborhoods that are repeatedly impacted by flooding events as outlined in the Village of Newark Valley Hazard Mitigation Plan Update Annex attached hereto.

Objective B: Ensure a balanced mix of housing options in Newark Valley that supports the Village’s goal of providing diverse housing options that are well maintained.

Short-Range

1. Identify areas within the Village for future senior housing locations. The designated areas should be located in close proximity to existing services and be designed in a way that supports pedestrian and automobile access.
2. Continue to encourage mixed-use development along Main St. and within the Downtown area.
3. Work with property owners and future developers to create a range of housing options, which will appeal to a wide range of residents. Encourage the development of universally-accessible, market-rate homes to encourage aging in place.

Objective C: Improve pedestrian facilities and amenities throughout the Village’s residential areas to enhance access, safety, and appeal.

Short-Range

1. Continue to support the efficient removal of snow and debris from Village roadways, sidewalks, and crosswalks.
2. Update the Village Sidewalk Plan every two-years and find funding to complete the upgrades and additional sidewalks that are needed.
3. Ensure that access to neighborhood amenities, such as school grounds, parks, and trailheads are adequately maintained and easily identified.

Mid-Range

1. Install public seating areas throughout the community. Seating should be located in close proximity to high pedestrian areas, such as downtown, schools, parks, and restaurants. Ensure that seating is permanently secured to prevent vandalism or theft.
2. Install traffic calming electronic speed signs in specific areas for public safety.

Downtown

Background

Goal

It is the goal of the Village to have an appealing and successful downtown area that is the cultural, social, and economic hub of the community. The presence of key community resources, such as the library, bank, post office and various government services, ensures that the downtown area is a constant source of activity. Newark Valley’s downtown is characterized by traditional main street scale and design. With limited space for new development in the downtown area, future opportunities should be focused on revitalization and creative reuses that are consistent with the Village’s character. Please see the Newark Valley Downtown Strategic Plan of 2007. (See appendix A)

Objectives and Implementation Items

Objective A: Improve access and signage throughout the downtown area to enhance the experience of being in Newark Valley’s downtown for both pedestrians and motorists.

Short Range

1. Update the downtown area map kiosk at the corner of Main St and Water St. to assist residents and visitors in locating key destinations within the Village. While the kiosk is a functional amenity, a context sensitive electric design should be incorporated to make it a visual asset to the downtown area.
2. Complete an overview of the Village Sign Regulations to see if an updated is needed.
3. Encourage community events to utilize context sensitive signs.
4. Hold an informational workshop for businesses on how to attract customers with attractive signs.

Mid-Range

1. Develop a theme wayfinding and signage system that can be used consistently throughout the Village, especially in the downtown area. Signs are needed to direct pedestrians and motorists to key locations within the Village, such as parking and cultural attractions. However, they should be managed in a way that reduces visual clutter.

Objective B: Develop a more pedestrian-friendly Main Street and downtown area to ensure that Newark Valley continues to be a walkable community.

Short-Range

1. Work with NYS Department of Transportation Region 9 to plan and implement short-term traffic calming techniques to slow traffic through the Village and increase opportunities for safe pedestrian crossing and vehicular access onto State Route 38. Short-term techniques include “pedestrian crossing” signs, striped crosswalks, and improved sidewalks.
2. Work with local law enforcement agencies to conduct speed checks within the downtown.

Mid-Range

1. Install additional public seating in the downtown area to provide resting places for pedestrians. Seating can be provided in the form of traditional benches, functional public art, or landscaping planters with bench-like edges.

Objective C: Maintain or increase the occupancy rate of residential and commercial spaces.

Short-Range

1. Identify a prioritized list of vacant properties, including those that can be rehabilitated to provide work and living spaces.
2. Work with TEAM Tioga, local developers, and real estate companies to actively market Newark Valley as a great place to live, do business or both.
3. Maintain a village-wide business inventory to identify gaps in services and retail opportunities.
4. Foster a grant or other incentive for laundromat services within the village limits.

Mid-Range

1. Encourage the development of additional retail services within the Village. The retail should be for residents and tourists and contain a mix such as gift shops, antiques, art galleries, and service businesses.
2. Encourage provision of ample broadband internet services in the valley.

Objective D: Improve the appearance and maintenance of the downtown area, including building facades and streetscape to create an environment that appeals to residents and visitors alike.

Short-Range

1. Increase current landscaping efforts to enhance the downtown image. This can be achieved through the use of public planters, hanging baskets, window flower boxes, flags, and banners.
2. Develop and implement design standards that will guide the type, scale and design of development in a way that supports and enhances the Village's character and charm. Design standards should address such issues as facades, signage, landscaping, and parking.
3. Organize regularly scheduled community clean-ups that focus on sprucing up the downtown area. Residents and merchants of all ages should be included in the activity. This type of event could be conducted as often as possible; with one clean up scheduled every year. The town currently performs this service.
4. Encourage the creation of public arts projects that capitalize on the immense talents of local residents and artists. Public art projects are a wonderful way to add visual appeal to the downtown area. In addition, these projects present opportunities for widespread community involvement and activism.

Objective E: Improve coordination of downtown property owners and tenants to improve service, appearance, and overall success of the area.

Short-Range

1. Encourage business and property owner meetings to discuss current issues facing the community and identify possible solutions.
2. Assist businesses and property owners in creating a more active business organization to provide an organizational and promotional engine for future development in the Village.

Long-Range

1. Explore the possibility of hiring a Main Street Coordinator to serve as a liaison to existing and prospective businesses and property owners in the Village. This could be a part-time position that is funded by many options and could be shared with other municipalities within the County. The manager would handle a variety of activities, including administration tasks, grant writing, event planning and promotions.

Economic Development

Background

The Village is home to a wide variety of retail and service-oriented businesses. Newark Valley has many resident-focused retail services, including a bank, pharmacy, supermarket, insurance offices, beauty shops, and a bed and breakfast to name a few. The community will work to support the economic viability of these businesses; it is crucial to attract new residents and businesses to strengthen the trade area with jobs and access to the regional workplace.

Goal

It is the goal of the Village to maintain long-term economic stability within its boundaries, supporting a range of retail and service-oriented businesses. A balanced approach to industrial, retail and service development will have a positive impact on the community's economic vitality in the future.

Objectives and Implementation Items

Objective A: Maintain or increase current number of service-oriented retail businesses located within the Village. These are businesses that provide the goods and services Village residents depend upon on a daily basis, including food, pharmacy, paper goods, etc.

Short-Range

1. Work with Tioga County Tourism to initiate a promotional campaign that encourages residents to shop in Newark Valley and support local businesses.
2. Identify current gaps in daily service and retail needs and identify businesses and alternative solutions to meet the community's retail needs.
3. Survey community members on a regular basis to gauge their use of and satisfaction with local retail opportunities.

Objective B: Enhance niche-shopping opportunities to provide residents and visitors with a wide variety of arts, crafts, and cultural products.

Short-Range

1. Conduct a market survey to solicit input on the kinds of niche retail and service offerings that are needed in the Village.

Mid-Range

1. Conduct a market analysis through an independent agency or firm to determine which niche businesses would be successful in the Village and pursue those opportunities in the future.
2. Work to attract businesses related to outdoor activities available in the area.

Objective C: Coordinate tourism activity within the Village as well as with the Town and County to capitalize on local events.

Short-Range

1. Develop a theme for the Village that can be used on all marketing and promotional efforts.
2. Work with Tioga County Tourism, Northern Tioga Chamber of commerce and their programs to promote existing events throughout Newark Valley.

Objective D: Enhance opportunities for residents and visitors to experience the area's natural resources and heritage.

Short-Range

1. Work with the Historical Society to develop local heritage tours through the Village that coincide with significant dates in Newark Valley's history.

Objective E: Maintain and enhance public infrastructure and facilities in an effort to support business growth and development within the Village.

Short-Range

1. Continue to maintain and rebuild, as necessary, all local roads to ensure that access in and to the Village is adequate.

Mid-Range

2. Actively pursue grant funding opportunities to offset the costs associated with the restoration of existing and construction of new facilities. The Village should establish a good working relationship with various funding sources that fund projects related to public infrastructure, including NYS DEC, NYS OPRHP, NYS Department of State, NYS Environmental Facilities Corporation, NYS Office of Emergency Management, Homeland Security, Cornell's CARDI Institute, and the US Environmental Protection Agency.

Leisure & Culture

Background

Goal

It is the goal of the Village of recognize and capitalize on our community's scenic beauty, rich heritage, recreational assets and cultural attractions such as the library, village green, and the Newark Valley Historical Society properties. The wide variety of artisans and craftsman add to the diversity of the Newark Valley community. Annual events, such as the Apple Festival, Newark Valley Summer Fest, Winter Festival, and natural attractions in Newark Valley offer a wide variety of activities that attract both residents and visitors. Local cultural activities and recreational opportunities are maintained and expanded to meet the community's needs.

Objectives and Implementation Items

Objective A: Sustain and expand, where feasible, the recreational facilities and programs available to residents of all ages.

Short-Range

1. Continue to provide recreational programs to provide non-school activities for the young people in the community.
2. Identify gaps in playground equipment and fields. Determine what gaps exist and identify locations within the Village where these facilities could be provided.
3. Continue to support youth sports programs within the region.
4. Upgrade the Trout Ponds electric and park areas

Objective B: Increase cultural offerings currently available to residents and visitors in the Village by partnering with Tioga Arts Council.

Short-Range

1. Explore opportunities for art displays to show local artisans' creative works. For example, a partnership between the community buildings and artisans could be made to help decorate windows and grounds of public space.
2. Encourage cultural events and organization to utilize the Village green.

Long-Range

1. Encourage the development of galleries, art studios and other interactive cultural attractions in the Village.

Objective C: Expand facilities available for recreational and cultural activities.

Short-Range

1. Conduct a recreational survey for the Village and Town residents to see what future recreational needs have community interest.
2. Hire a consultant to prepare a Trout Ponds Park Master Plan with community input and associated budget for improvements.

Historic Preservation

Background

The Village of Newark Valley is included in the Susquehanna Heritage Area and is listed as a secondary resource area community in the Susquehanna Heritage Area Management Amendment of 2010. The Village and Town of Newark Valley are home to 18 properties that are listed on the National Historic Register. Many residential homes are listed such as the Knapp House, Gilbert Purple House, and the Nowland House. The Village Municipal Building and the Tappan Spaulding Library have been added to the register and many other buildings within the Village are eligible to be listed as well. The preservation of historic buildings is important in creating tourism opportunities, improving the image of the Village, and restoring the past.

Goal

It is the goal of the Village to maintain its historic structures in a balanced approach. The historic buildings need to be restored as well as to serve a valuable function in the community's economic vitality.

Objectives and Implementation Items

Objective A: Village Officials should continue to keep historic preservation of key public assets and private buildings a priority issue.

1. Maintain and increase the current number of properties on the National and State Registers within the Village.

Short-Range

1. Conduct public workshops on the State and National Register Program to educate residents on the benefits to registering as well as the myths; and provide information on how to complete applications.
2. Hold workshops on how to renovate historic homes and buildings for the residents, businesses, and contractors.
3. Identify possible funding sources for historic preservation.
4. Survey the Village for the possible creation of a Historic District.

Mid-Range

1. Apply to NYS OPRHP Environmental Protection Funds for continued restoration of the Village Hall and Library.

Long-Range

1. Construct an addition onto the Library for handicap accessibility.

Brownfields and the Built Environment

Background

Brownfields and the Built Environment Brownfields is a term used to describe land that is abandoned, vacant or underutilized because redevelopment of the property is complicated by real or perceived environmental contamination. These properties may be contaminated by low concentrations of hazardous waste or pollution and have the potential to be redeveloped once they are cleaned up. The Village of Newark Valley has one brownfield area; it is extremely important to mitigate potentially contaminated areas in order to protect those environmental

areas into the future. Recognizing the potential of remediated brownfields, the Village of Newark Valley has already been assessed by the NYSDEC for the Gold Metal ladder factory site.

Goal

Promote the brownfield site in the Village to enable future development opportunities, including an improved built environment, the protection of the environment, and the possibility of increased open space areas. Strategies: Able to utilize the site for factory or solar park. No residential will be allowed on this site.

Action and Implementation Plan

The Village of Newark Valley Planning Board will be responsible for implementing the action goals that are listed in the Master Plan with approval by the Village Board of Trustees. The Planning Board will utilize partners that are identified in the Master Plan to help complete the action items.

The Master Plan will be reviewed periodically and updated every ten years by the Village of Newark Valley Planning Board. At least one public meeting will be held during the review period to gather input from the village residents.

Appendices

Appendix A – Newark Valley Downtown Strategic Plan

Appendix B – 2019 Community Survey Results

Appendix C – Land Use Map

Appendix D – Topography Map

Appendix E – Public Employer Emergency Plan