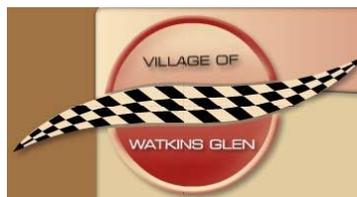


VILLAGE OF WATKINS GLEN COMPREHENSIVE PLAN



FINAL PLAN *“THE WATKINS GLEN ROADMAP”* DECEMBER, 2012



VILLAGE OF WATKINS GLEN
COMPREHENSIVE PLAN



WATKINS GLEN ROADMAP
FINAL PLAN

DECEMBER, 2012



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Laberge Group Project Number 2012041

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Executive Summary

The “Blueprint for Action”

A Comprehensive Plan is a tool that develops a vision for the community, identifies specific development and revitalization goals, and sets forth clear steps that can be taken to implement and achieve these goals. The Plan can be used to understand changing economic conditions, to identify local attitudes toward community characteristics and needs, to identify development opportunities, and to regulate land use for the purpose of protecting the public health, safety, and general welfare of its citizens. A well-developed comprehensive plan is a community’s blueprint for the future.

Residents, business owners and local officials recognize the need to create a Comprehensive Plan in order to reflect current conditions and to identify and prepare for future growth and development. They also recognize the need to maximize their effectiveness by leveraging community assets with outside resources. Positive outcomes of the Comprehensive Planning process include the prioritizing of community projects, developing timelines for completion, increasing local commitment, and identifying funding sources to support these projects.

Vision Statement for Watkins Glen

The Village of Watkins Glen will become a charming small-town community that has a bounty of activities; unique retail, family oriented activities, a world-class waterfront for all to enjoy, a vibrant arts scene, and a beautiful state park. The Village will strive to protect its natural beauty, celebrate its racing history, and maintain walkability for residents and tourists. The community will instill a sense of pride and satisfaction in living here, encourage its residents to vacation in place, and attract visitors to live here. The Village will be a walkable, quaint village that provides attractive, well maintained homes and that encourages year-round 18 hour activity to our businesses and attractions.

Planning Process

Building upon the recently completed Lakefront Management & Development Strategy, a comprehensive public feedback process was conducted in order to build the foundation of the Plan. The Village of Watkins Glen utilized a Community Outreach Process to inform the public about the planning process and its findings, to solicit their views and suggestions for items to be included within Plan, as well as build public consensus on key issues and common goals for the future. Four methods were used to solicit public input throughout the planning process: 1) coordination meetings with the Comprehensive Plan Advisory Committee (CPAC); 2) Focus Group Roundtable Discussions; 3) Community Survey; and 4) Public Visioning and Goal Setting Workshops. The feedback obtained through these outreach efforts



6th and Franklin Street. These visualization tools were developed by studying the existing conditions, applying smart growth and sustainable community development principles that contribute to a vibrant community, including:

1. Maintaining municipal and economic anchors downtown
2. Maintaining architectural integrity
3. Encouraging mixed use
4. Improving transportation and linkages (landmarks, gateways, access to parking, way finding;
5. Building quality outdoor spaces;
6. Recognition of local history, and culture, i.e., branding;
7. Protection and/or sustainable use of natural resources;
8. Providing desirable residential options for entire community, and
9. Supporting existing commercial and residential districts.



The Conceptual Plan and rendering present a hypothetical future settlement pattern that will serve to advance the village’s vision and catalyze neighborhood and area-wide redevelopment. The Conceptual Plan and rendering show hypothetical building footprints and massing, parking and transportation strategies including pedestrian and bicycle linkages and access points, open spaces, and the appropriate mix of uses. The Conceptual Plan and rendering also integrate multimodal transportation options that include a balance between, pedestrians, bicyclists, and vehicles that link to the lakefront and other key resources throughout the village.



I. Introduction

What is a Comprehensive Plan?

A Comprehensive Plan, also known as a master plan, is a collection of information and materials designed to guide the future development of the village. The Plan provides the community with a firm foundation for policies and legislation to foster a more certain future. The Comprehensive Plan is a policy guide, but is not the law; rather, it provides a framework and policy context within which to make decisions relating to future land use and development. The Plan is subject to change and revision with the passage of time and events.

The process, named the “Watkins Glen Roadmap” will present the community’s vision and will provide a “roadmap” for how the village grows and develops in the future. The document will help guide decision-making about development, provide direction on capital improvements, and help the village be eligible and competitive in grant applications.

Why is a Comprehensive Plan Necessary?

The Village of Watkins Glen has taken significant strides in recent years to promote smart development by planning for the future through their involvement in the following planning processes:

- Watkins Glen Tomorrow, 1980
- Watkins Glen Lakefront Development Concept Plan, 1990
- Clute Park Schematic Plan, 1994
- Schuyler County Comprehensive Plan, 2004
- Downtown Improvement Strategy for the Villages of Watkins Glen and Montour Falls, 2004
- Village of Watkins Glen Local Waterfront Revitalization Plan (LWRP), pending
- Village of Watkins Glen and Montour Falls Area Transportation Study, 2009
- Village of Watkins Glen, Lakefront Management & Development Strategy, 2010
- Design Guidelines for the Village of Watkins Glen, 2010

Each of these plans contains research, analysis, and recommendations that directly affect the village and further define or shape its future in specific areas such as waterfront, transportation, and economic revitalization, but none are comprehensive in nature. While it is understood that the integration of the findings from each of these past plans is very important, the village requires a Comprehensive Plan in order to build a solid foundation for updating zoning or other land use regulations, outlining new policies, approving development, and budgeting for capital improvements. The Comprehensive Plan will validate



the recommendations of previously adopted plans, refine and clarify the village’s vision, and guide the community in making sound decisions about future growth. See **Section III: Existing Land Use Map and Zoning Map**.

Besides providing a foundation for future policies and land use regulations the village may adopt in the future, the Comprehensive Plan can also be used as a tool to help obtain funding for a variety of projects. The Plan will assist the community in prioritizing community projects, developing timelines for completion, increasing local commitment, and identifying funding sources to support such projects.

How Will the Plan Be Implemented?

The adoption of the Comprehensive Plan is only the beginning. The mere statements of goals and recommendations included in this Plan will not produce the desired results unless the village implements the concepts through local policies, regulations, public investment and the formation of partnerships with other agencies, authorities and organizations.

The Village of Watkins Glen has an opportunity to enhance the quality of life for residents, strengthen the economic benefits for local businesses, and increase the recreational and cultural resources for all to enjoy. To properly take advantage of these opportunities, the village must prioritize over the long-term the recommendations that have been produced by the Comprehensive Plan and be prepared to adjust these priorities based upon the availability of funding sources.

Implement It:
“Destiny is no matter of chance. It is a matter of choice: It is not a thing to be waited for, it is a thing to be achieved.”

William Jennings Bryan

Zoning, site plan review and subdivision regulations are three regulatory methods of implementing the Comprehensive Plan and controlling future land use. Many communities use these tools to prevent unwanted development and its undesirable side effects. Other land use tools include, but are not limited to, overlay districts, architectural design guidelines, sign control, and incentive zoning. New York State Village Law §7-722 states that zoning and subdivision regulations “shall be in accordance with a Comprehensive Plan”. When a Comprehensive Plan is in place, the community and potential residents or developers have advance knowledge of the intentions of the village. Thus, local land use regulations will be stronger and less susceptible to legal challenges when based upon a Comprehensive Plan. With an updated plan in place, the village will have a better idea of how to use land use regulations, budgeting, capital improvements programming, and all other functions to achieve its goals and allow the area to grow or change in positive ways.

The Village Board, Planning Boards, and/or other designated special board(s) should annually review the Comprehensive Plan goals and recommendations to ensure that they are relevant to the changing conditions within the town. It is recommended that the entire Comprehensive Plan be reviewed at least once every five years, and be amended where needed. The Plan should be updated or re-written at least once every ten years.



Community Profile

Local & Regional Setting

The Village of Watkins Glen is situated at the southern tip of Seneca Lake, in the heart of the Finger Lakes region of New York State. The Village serves as the County Seat of Schuyler County and is located within the Towns of Dix and Reading. The total area of the Village is 2.2 square miles, including both land and water. Major transportation routes that connect the Village to the rest of New York State include the east-west NYS Routes 329, 409, and 79 and the north-south NYS Routes 14 and 414. Route 14 and Route 414 run concurrently through Watkins Glen, serving as the Village's main thoroughfare. The Village is centrally located to the upstate cities of Ithaca, Corning, and Elmira. See **Section III: Community Context Map, and Base Aerial Map.**

Existing land use patterns represent a snapshot of the current pattern of development in the Village of Watkins Glen. Land use patterns are a result of historic settlement characteristics coupled with modern building codes, zoning laws, and subdivision regulations. See **Section III: Existing Land Use Map and Zoning Map.**

Community Overview

The Village of Watkins Glen was established by Doctor Samuel Watkins in 1828. Settlers were drawn to the surrounding region by the new era of commercial and industrial activity in Schuyler County, fostered by the construction of the Chemung Canal in 1829. The Village of Watkins Glen served as the northern terminus of the canal, which was crucial for linking communities along the Chemung River to the rest of the region. As a result of the village's location along this important waterway, boat building and the lumber industry became leading business. Saw mills were constructed to supply timber for dock, boats, and buildings.

Watkins Glen's economy expanded again in the late 19th century due to the discovery of salt over 1,000 feet below the earth's surface. In 1882, the Watkins Oil Well Company discovered the first salt well in Watkins Glen. The first well was drilled by the Glen Salt Company in 1893, on land which is now owned by U.S. Salt. Now, in the early 21st century, U.S. Salt and Cargill Salt are two of the area's largest industries. Other major employers in the present day include Wal-Mart, Arc of Schuyler County, the Watkins Glen Harbor Hotel and many other government and private-sector employers located in or within close proximity to the village.

The Village of Watkins Glen's scenic beauty, abundant recreational amenities, and proximity to population centers such as Ithaca, Corning, and Elmira also make it an attractive locale for potential investors. The economy of the village, and Schuyler County as a whole, is heavily dependent on tourism. Major attractions located in the village and the surrounding areas include Seneca Lake, Franklin Street, Watkins Glen State Park, the Catharine Valley Trail, Watkins Glen International, and the International Motor Racing Research Center. Visitors can also sample wines from over 30 wineries on the Seneca Lake Wine Trail, take a cruise aboard the Stroller IV or the Seneca Legacy, shop on Franklin Street, or partake



in a variety of water sports on Seneca Lake. Per the Watkins Glen Lakefront Management Plan, these area attractions draw an estimated 1.5 million visitors to Schuyler County each year.

Section II of this Plan includes a summary of the village’s demographics, community services, housing resources, transportation network, business environment, and natural features. This Plan is supported by many past research and planning efforts that have provided the village with an overabundance of information, as well as a clear consensus based vision for the future of the village. See **Appendix A: Supplementary Materials and Appendix D: Demographic and Income Profile**. The public outreach process, described below, resulted in the development of a public consensus-based vision for the future which includes broad goal statements, followed by more specific recommendations for achieving those goals.

Public Outreach Process

The village utilized a Community Outreach Process to inform the public about the planning process and its findings, to solicit their views and suggestions for items to be included within Plan, as well as build public consensus on key issues and common goals for the future. Four methods were used to solicit public input throughout the planning process: 1) coordination meetings with the Comprehensive Plan Advisory Committee (CPAC); 2) Focus Group Roundtable Discussions; 3) Community Survey; and 4) Public Visioning and Goal Setting Workshops. The feedback obtained through these outreach efforts formed the basis for the development of preliminary and final goals and recommendations for this Plan. The formulation of community goals is one of the most important products resulting from the development of a Comprehensive Plan. In addition to giving direction to the plan and articulating the community’s vision for its future, goals help define priorities and provide common ground between diverse groups. See **Section II**.

Advisory Committee Meetings

A Comprehensive Plan Advisory Committee (CPAC) was appointed by the Village Board and represents a diverse range of community interests including representatives of the Planning Board, business leaders, and Schuyler County. During the development of the Comprehensive Plan, the consultants worked closely with the CPAC to identify the community’s strengths, as well as challenges that needed to be overcome and the opportunities that could be capitalized on to continually improve the quality of life in Watkins Glen. The CPAC could be thought of as the “eyes and ears” of the community. The CPAC was vital in providing insight on community needs, assisting with data collection, and identifying stakeholders. The CPAC also provided constructive input on the Plan throughout the process and served as a mechanism to build consensus and generate ideas which ultimately provided the framework for the development of the Plans goals and recommendations.

Community Survey

The Community Survey was designed to better understand the needs and concerns of residents, property-owners and business-owners. The survey asked 16 multiple choice questions pertaining to the village’s



services, resources, events, and needs. The survey was available online survey between June 14th and July 1st. In addition, a paper survey was given to the Jefferson Village retirement community. A total of 135 surveys were tabulated and summarized. Full results can be found in **Appendix B**.

Roundtable Discussions

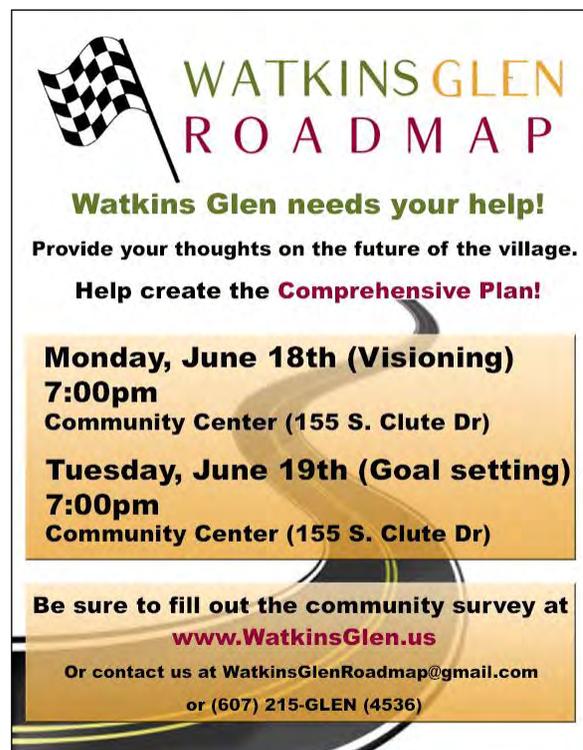
The village held a series of Focus Group Discussions on the key challenges and opportunities facing the Village of Watkins Glen. Each session was attended by a diverse range of stakeholders including business and community leaders, representatives of local government and regional economic development agencies, and village department heads. The first roundtable was held with village Department Heads, with the discussion centering on key challenges facing the community’s infrastructure and opportunities for raising the quality of life for village residents. The lunch roundtable was attended by local and regional economic development representatives. Participants discussed market conditions, identified local and regional challenges, provided feedback on future business expansion opportunities in Watkins Glen, and brainstormed future solutions for economic growth. The third and final roundtable was comprised of businesses owners. Participants discussed the challenges facing small businesses in the village, and brainstormed on ways to expand the shoulder tourism season and how to market “Destination Watkins Glen”.

Public Workshop Summary

The village facilitated a Visioning Workshop held at the Watkins Glen Community Center on June 18th and 19th 2012. Participants were involved in three workshop activities to provide insights and perspectives on existing conditions, define the future vision of Watkins Glen, and comment on potential strategies/ideas for the village to consider. The goal of this hands-on workshop was to forge a community consensus and develop a short and long-range vision for the future of the village. This workshop setting provides members of the community a special opportunity to share and better understand concerns from other perspectives.

Workshop Activity 1: Visioning

A Visioning Charrette for the village was held on June 18, 2012. Workshop participants with varied interests gathered in small groups around tables and base maps of the village to discuss and draw their important ideas. A facilitator assisted participants in a series of design exercises intended to assess the areas assets and liabilities. During the first part of the session, the participants were asked to identify the important issues associated with the future of the village, and discuss their ideas with the group. Participants were



**WATKINS GLEN
ROADMAP**

Watkins Glen needs your help!
Provide your thoughts on the future of the village.
Help create the **Comprehensive Plan!**

Monday, June 18th (Visioning)
7:00pm
Community Center (155 S. Clute Dr)

Tuesday, June 19th (Goal setting)
7:00pm
Community Center (155 S. Clute Dr)

Be sure to fill out the community survey at
www.WatkinsGlen.us
Or contact us at WatkinsGlenRoadmap@gmail.com
or (607) 215-GLEN (4536)



asked to identify what they “like” and “dislike” about the village, and to describe, “what works” and “what doesn’t work.” Participants were also asked to describe the desired mix of uses, open spaces, building design, street design, transportation, parking, and services for the village. Participants drew on base maps to illustrate how they might like to see the area evolve in the future imagining how the area could develop into a destination that includes entertainment, restaurants, retail and commercial uses, and other mixed uses. At the end of the workshop, a spokesperson from each table reported the findings and major points to the entire assembly.

Illustrative Plan and Visualizations

In order for people to see what their ideas really mean and understand the options and opportunities that exist, following the Charrette, the consultant created an illustrative *Conceptual Plan* that present a hypothetical future settlement pattern based on the community vision expressed. Applying smart growth and sustainable community development principles, the *Conceptual Plan* shows hypothetical building footprints and massing, parking and transportation strategies including pedestrian and bicycle linkages and access points, open spaces, and the appropriate mix of uses. The *Conceptual Plan* also integrates multimodal transportation options that include a balance between, pedestrians, bicyclists, and vehicles that link to the lakefront and other key resources throughout the village. The *Conceptual Plan* will serve to advance the village’s vision and catalyze neighborhood and area-wide redevelopment.



This is a snapshot of the *Final Conceptual Plan*. See the enlarged full illustrative plan for more detail.

The *Conceptual Plan* will serve to advance the village’s vision and catalyze neighborhood and area-wide redevelopment.

Workshop Activity 2: SWOT 2010 Review

On June 19th, 2012 the Village held a two part goal setting workshop. Participants were provided with a preliminary list of Strengths, Weaknesses, Opportunities and Threats (SWOT) that were previously identified, and asked to review the list and make notes as to those attributes that are, in their opinion, not appropriate, and identify new or missing attributes. The results of this activity indicated that most participants agreed with the previously identified SWOT results, but also identified several new strengths and opportunities. In general, the results highlighted that residents enjoy living in the village, and view the community as a safe, family-oriented, and friendly place to live. See **Appendix C** for the results of the SWOT Analysis.



Workshop Activity 3: Formulating a Vision Statement

Following the SWOT review, participants were asked to create a vision statement for the Village of Watkins Glen by attempting to articulate a desired future state for the village. Visions are based on reality; they are not wishful thinking and generally give the village a direction in which to proceed or develop a plan of action. This exercise resulted in the following Vision Statement:

Vision Statement for Watkins Glen

The Village of Watkins Glen will become a charming small-town community that has a bounty of activities; unique retail, family oriented activities, a world-class waterfront for all to enjoy, a vibrant arts scene, and a beautiful state park. The Village will strive to protect its natural beauty, celebrate its racing history, and maintain walkability for residents and tourists. The community will instill a sense of pride and satisfaction in living here, encourage its residents to vacation in place, and attract visitors to live here. The Village will be a walkable, quaint village that provides attractive, well maintained homes and that encourages year-round 18 hour activity to our businesses and attractions.

Workshop Activity 4: Review of Draft Strategies

The final activity of the July 19th workshop had each participant review the draft strategies generated for six topic areas: 1) Economic Development; 2) Recreation; 3) Housing; and 4) Municipal Services & Infrastructure; 5) Natural Resources; and 6) Tourism. Each participant was asked to review each strategy and indicate whether they “Agree” or “Disagree” with the idea. After reviewing all of the strategies, each person was then to identify their top 3 priorities for each topic area. See **Appendix C** for a complete summary of the activity.

Following the conclusion of the workshops, the Planning Board met with the technical team to review the findings and to begin developing preliminary goals. These goals were fine tuned in July and August and are included in Part II – Community Vision and Policies.



II. Community Vision and Policies

Overview

Successful communities around the world share a dogged insistence on quality design, unique public spaces, and intimate places to find solace and enjoyment. The Village of Watkins Glen has all of the ingredients to capture “the magic” and secure its vision that builds on the village’s history, family values, and its unique character. With the combination of a much-sought-after quality of life, a rich and abundant natural resource base, and entrepreneurial and talented people, the Village of Watkins Glen is ripe for the kind of thoughtful and targeted investment that will generate an immeasurable return. Implementation of the following strategies will allow the village to not only imagine itself as a place where living, working and playing are linked to the unique resources of the Finger Lakes and the racing community, but it will preserve a family-oriented community for generations to come.

The Goals and Strategies of the Comprehensive Plan, once implemented, are intended to guide the future growth, development, and/or economic revitalization efforts of the village. To best understand the intent of these concepts, it might be helpful to understand the differences that exist between goals and strategies.

- A **goal** is a general statement of a future condition that is considered desirable for the community; it is an end towards which actions are aimed.

For example: Promote the Seneca Lake waterfront as a mixed-use commercial, retail and residential district.

- A **strategy** is a specific proposal or action that relates directly to accomplishing the goal.

For example: Move the wastewater treatment plant and redevelop the property into a mixed use development that celebrates the region and provides commercial and recreational access to the waterfront.

The goals and strategies developed in support of the Village of Watkins Glen Comprehensive Plan were crafted through the efforts of the Planning Board and Advisory Committee working closely with the planning and design consultants. Much effort was put into the public participation process conducted in support of the planning process. This involved a series of committee meetings, several roundtable discussions, public workshops, and a community survey.

Culling all the feedback from these efforts, an attempt was made to identify goals and strategies that best reflect the community’s concerns and desires. With the feedback received from the Advisory Committee, the goals and strategies were finalized and further tailored to better reflect the village’s desired vision of the future. These strategies will provide local government, businesses, and citizens with a guide for future decisions and will have a positive impact on the local economy.



As a result, six focused elements with specific goals and strategies were created for the village. These are:

1. Business Retention, Attraction & Expansion
2. Tourism, Historical & Cultural Resources
3. Housing
4. Recreation & Community Programming
5. Municipal Service & Public Infrastructure
6. Natural Resources

Watkins Glen Vision – the Illustrative Conceptual Plan

In order to further illustrate the community vision expressed during the public outreach process; show what the following goals and strategies mean, and understand the options and opportunities that exist for the future, an illustrative *Conceptual Plan* was developed as well as a 3-D rendering of the intersection of 6th and Franklin Street. These visualization tools were developed by studying the existing conditions, applying smart growth and sustainable community development principles that contribute to a vibrant community, including:

- Maintaining municipal and economic anchors downtown
- Maintaining architectural integrity
- Encouraging mixed use
- Improving transportation and linkages (landmarks, gateways, access to parking, way finding;
- Building quality outdoor spaces;
- Recognition of local history, and culture, i.e., branding;
- Protection and/or sustainable use of natural resources;
- Providing desirable residential options for entire community, and
- Supporting existing commercial and residential districts.

The *Conceptual Plan* and rendering present a hypothetical future settlement pattern that will serve to advance the village’s vision and catalyze neighborhood and area-wide redevelopment. The *Conceptual Plan* and rendering show hypothetical building footprints and massing, parking and transportation strategies including pedestrian and bicycle linkages and access points, open spaces, and the appropriate mix of uses. The *Conceptual Plan* and rendering also integrate multimodal transportation options that include a balance between, pedestrians, bicyclists, and vehicles that link to the lakefront and other key resources throughout the village. See ***Conceptual Plan and 3-D rendering of the intersection of 6th and Franklin Street.***





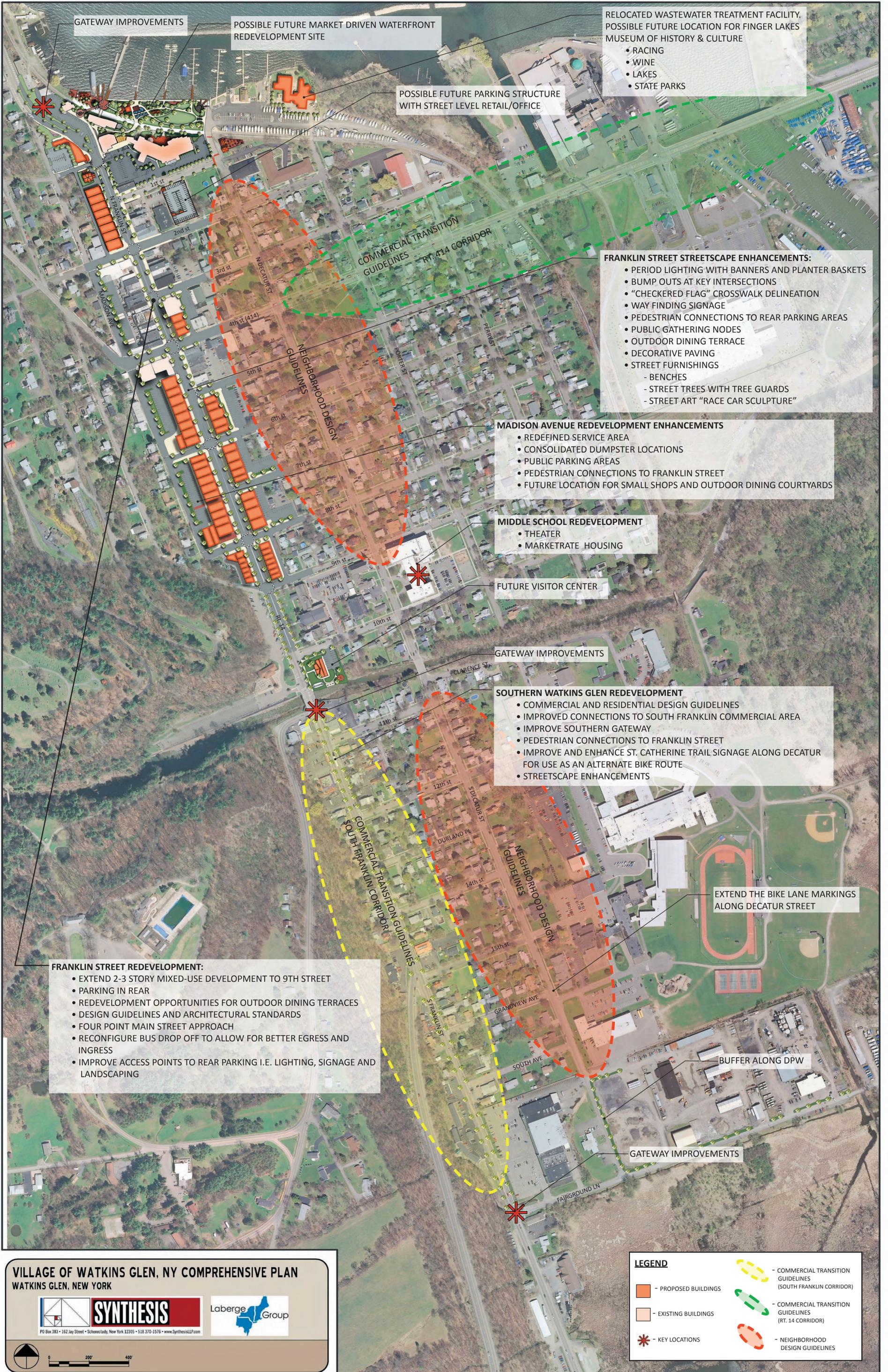
Current image of the Intersection of 6th and Franklin Street





Conceptual future improvements for the Intersection of 6th and Franklin Street





GATEWAY IMPROVEMENTS

POSSIBLE FUTURE MARKET DRIVEN WATERFRONT REDEVELOPMENT SITE

POSSIBLE FUTURE PARKING STRUCTURE WITH STREET LEVEL RETAIL/OFFICE

RELOCATED WASTEWATER TREATMENT FACILITY.
POSSIBLE FUTURE LOCATION FOR FINGER LAKES MUSEUM OF HISTORY & CULTURE

- RACING
- WINE
- LAKES
- STATE PARKS

COMMERCIAL TRANSITION GUIDELINES
RT. 414 CORRIDOR

FRANKLIN STREET STREETScape ENHANCEMENTS:

- PERIOD LIGHTING WITH BANNERS AND PLANTER BASKETS
- BUMP OUTS AT KEY INTERSECTIONS
- "CHECKERED FLAG" CROSSWALK DELINEATION
- WAY FINDING SIGNAGE
- PEDESTRIAN CONNECTIONS TO REAR PARKING AREAS
- PUBLIC GATHERING NODES
- OUTDOOR DINING TERRACE
- DECORATIVE PAVING
- STREET FURNISHINGS
 - BENCHES
 - STREET TREES WITH TREE GUARDS
 - STREET ART "RACE CAR SCULPTURE"

MADISON AVENUE REDEVELOPMENT ENHANCEMENTS

- REDEFINED SERVICE AREA
- CONSOLIDATED DUMPSTER LOCATIONS
- PUBLIC PARKING AREAS
- PEDESTRIAN CONNECTIONS TO FRANKLIN STREET
- FUTURE LOCATION FOR SMALL SHOPS AND OUTDOOR DINING COURTYARDS

MIDDLE SCHOOL REDEVELOPMENT

- THEATER
- MARKET RATE HOUSING

FUTURE VISITOR CENTER

GATEWAY IMPROVEMENTS

SOUTHERN WATKINS GLEN REDEVELOPMENT

- COMMERCIAL AND RESIDENTIAL DESIGN GUIDELINES
- IMPROVED CONNECTIONS TO SOUTH FRANKLIN COMMERCIAL AREA
- IMPROVE SOUTHERN GATEWAY
- PEDESTRIAN CONNECTIONS TO FRANKLIN STREET
- IMPROVE AND ENHANCE ST. CATHERINE TRAIL SIGNAGE ALONG DECATUR FOR USE AS AN ALTERNATE BIKE ROUTE
- STREETScape ENHANCEMENTS

EXTEND THE BIKE LANE MARKINGS ALONG DECATUR STREET

FRANKLIN STREET REDEVELOPMENT:

- EXTEND 2-3 STORY MIXED-USE DEVELOPMENT TO 9TH STREET
- PARKING IN REAR
- REDEVELOPMENT OPPORTUNITIES FOR OUTDOOR DINING TERRACES
- DESIGN GUIDELINES AND ARCHITECTURAL STANDARDS
- FOUR POINT MAIN STREET APPROACH
- RECONFIGURE BUS DROP OFF TO ALLOW FOR BETTER EGRESS AND INGRESS
- IMPROVE ACCESS POINTS TO REAR PARKING I.E. LIGHTING, SIGNAGE AND LANDSCAPING

BUFFER ALONG DPW

GATEWAY IMPROVEMENTS

VILLAGE OF WATKINS GLEN, NY COMPREHENSIVE PLAN
WATKINS GLEN, NEW YORK



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LEGEND

- - PROPOSED BUILDINGS
- - EXISTING BUILDINGS
- ✳ - KEY LOCATIONS
- - - COMMERCIAL TRANSITION GUIDELINES (SOUTH FRANKLIN CORRIDOR)
- - - COMMERCIAL TRANSITION GUIDELINES (RT. 14 CORRIDOR)
- - - NEIGHBORHOOD DESIGN GUIDELINES

Business Retention, Attraction & Expansion Overview

Businesses are the backbone of Watkins Glen. The village is located in a county that has had a growing or stable population for many decades. Businesses, new and existing, have a chance to prosper in the coming decade in Watkins Glen.

Tourists come to the village on their way from or to Watkins Glen International Speedway and the Seneca Lake Wine Trail. Tourists also come to the village specifically for Watkins Glen State Park and the lakefront, which hosts the 4-star Harbor Hotel as well as numerous other businesses such as boat cruises, lake-side restaurants, and the Cargill Salt Plant.

Franklin Street, the main commercial district for the village, extends from the waterfront down to the edge of the village. There are a number of restaurants, retail, service, and other businesses located along Franklin Street. The other main business corridor in Watkins Glen, Route 414, also has many businesses including Cargill Salt and Wal-Mart. Along each of these main streets, vacant properties, empty lots, and renovation projects are available for future businesses to move in to. The visibility, traffic volume, attractions, and low energy costs make Watkins Glen a desirable business destination.



Commercial district along Franklin Street.

Employment

According to the *Village of Watkins Glen Lakefront Management & Development Plan* (LMDP), prepared in 2010, over 50% of those who work in Watkins Glen work in the “services” industry. This includes those who work in the Schuyler County Hospital, restaurants, and the Harbor Hotel. A smaller percentage (13%) of those who work in Watkins Glen work in retail, an important anchor sector along Franklin Street, and along Route 414, which includes Wal-Mart. Slightly less than 10% of the village works in manufacturing, which includes the Cargill Salt Plant and the US Salt Plant.

The largest employers in Schuyler County provide many jobs for the residents of Watkins Glen and many of those employers are located within the village. Schuyler County Hospital is the largest employer with over 450 employees, followed by Wal-Mart with 330 employees, the Watkins Glen Central School District with approximately 230 employees, and both US Salt and Cargill with roughly 100 employees each. Additionally, Watkins Glen International and the Harbor Hotel provide a large number of employment opportunities to village and area residents.



Economic Development Resources

Economic development in Watkins Glen is fostered by local organizations like the Watkins Glen Chamber of Commerce, Schuyler County Partnership for Economic Development (SCOPEd), and the Schuyler County Industrial Development Agency (SCIDA).

According to the LMDS, the Schuyler County Partnership for Economic Development (SCOPEd) provides resources to business owners to identify financial and professional resources necessary for business creation and expansion within Schuyler County. Such resources include:

- Empire State Development Corporation (ESD)
- Schuyler County Industrial Development Agency
- Regional Economic Development and Energy Corporation (REDEC)
- Relending Corporation (RRC)
- Workforce Development Training Grants

The organization also offers the SCOPEd Revolving Loan Fund for qualified business owners. The program provides loans up to \$20,000 at a fixed rate of 4 percent. The organization is governed by the SCOPEd Board, which is composed of an equal number of public and private sector members.

The Schuyler County Industrial Development Agency (SCIDA) was established in 1971 to encourage economic development in Schuyler County. The agency helps businesses to relocate, expand and develop by providing financial assistance to qualified applicants. Incentive programs offered through SCIDA include:

- SCIDA Revolving Loan Fund
- Real Property Tax Abatement
- Sales Tax Exemption
- Mortgage Recording Tax Exemption
- Taxable Exempt & Taxable Bond Financing

The Watkins Glen Area Chamber of Commerce was established over 100 years ago to encourage community development on behalf of business, industrial, professional, and civic interests. The Chamber is a voluntary organization that includes local businesses and local professionals. The Chamber's mission is to initiate and provide networking and services, which will enhance its members' ability to successfully conduct their business. Further, the Chamber assists with sponsorships of events and programs throughout the village to continually promote the area. The Chamber also helps promote the economic and cultural resources of the village to the region.



Additional Economic Development Studies

Planning efforts in the past have focused on economic development and provide greater detail on business characteristics in Watkins Glen as well as economic development strategies. Please refer to the *2005 Watkins Glen and Montour Falls Downtown Improvement Strategy*, and the *2010 Lakefront Management & Development Strategy (LMDS)*, for a detailed economic development analysis as well as strategies and recommendations for improving downtown and the waterfront’s economic potential. Illustrated Design Guidelines were also developed for the commercial district on Franklin Street.



BUSINESS RETENTION, ATTRACTION & EXPANSION



Goal 1: Create a business friendly environment to stimulate the growth of business and the expansion of the village's tax base by focusing efforts on retaining and expanding existing business and attracting new economic opportunity along Main Street and within the commercial areas.

- Create a Business Improvement District along Main Street and Route 414. (Local)
- Encourage mixed use development along the commercial corridors and restrict residential development along ground floors of commercial buildings. (Local, NYSHCR)
- Promote the 2-3 story infill development along Main Street and commercial corridors. Ensure that the new buildings take into consideration the size, scale and style of surrounding structures. (Local, NYSHCR)
- Extend downtown to 9th Street and focus economic development opportunities along Main Street and commercial corridors. (Local, NYSHCR)
- Promote "Destination Watkins Glen" by expanding restaurant and entertainment offerings to include waterfront dining, craft breweries, wine bars, tapas and upscale eateries. Extend hours and add live music. (Local, Chamber, SCOPED, ESD, REDEC/RRC, SCIDA)
- Encourage access to financial and technical assistance programs to facilitate business expansion, retention, and attraction. (SCOPED, SBA, SCIDA, NYSHCR)
- Maintain the very low price of electricity and market the village as an affordable place to operate a business based upon the low cost of electricity. (Local, Chamber, SCOPED)

Goal 2: Promote the Seneca Lake waterfront as a mixed-use commercial, retail, recreational, and residential district.

- Move the wastewater treatment plant and redevelop the property into a mixed use development that celebrates the region and provides commercial and recreational access to the waterfront. (Local, ESD, NYSDEC, NYSDOS, STREDC)
- Implement the Lakefront Management Plan in order to maximize the use of the waterfront by linking it to new retail, housing and public spaces to better position the village for economic opportunities. (Local, NYSDOS, NYSDEC, NYSOPRHP)
- Implement the Lakefront Management Plan to amend the zoning laws to allow mixed use development along Route 414 across from Clute Park. (Local, NYSDOS, NYSHCR, SCOPED)
- Partner with the International Motor Racing Research Center to expand in the main street/waterfront/commercial corridor. (Local, ESD)



Goal 3: Promote the development of aesthetically pleasing commercial areas in order to encourage new investment and to make them more attractive locations for businesses, residents, and visitors.

- Improve the gateways to the village including the northern gateway by the waterfront, the eastern entrance along Route 414 by Tank Beach, and the southern entrance at the intersection of NYS Route 14 and Fairgrounds Lane. (Local, Chamber, SCOPED, NYSHCR)
- Improve the appearance of Main Street through the addition of awnings, signage, ornamental light posts, and street furniture. Create pedestrian scale development and public spaces along the commercial corridors. (Local, NYSHCR)
- Expand the commercial and façade program along Main Street and the commercial corridors. (Local, NYSHCR, NYSERDA)
- Consider enhancements to the rear facades of restaurants and businesses for use as open air dining and additional entrances. (Local, NYSHCR, NYSERDA)
- Identify appropriate locations for additional municipal parking. Consolidate surface parking lots in order to promote infill development and consider access management best practices while reviewing parking opportunities. (Local, NYSDOT, SCIDA)
- Implement a demolition law to preserve the buildings on the commercial corridor. (Local, SCCCE)



Potential Funding Sources & Technical Assistance Resources

- Village of Watkins Glen (Local)
- Watkins Glen Area Chamber of Commerce (Chamber)
- Schuyler County Planning & Community Development (SCP&CD)
- Schuyler County Cornell Cooperative Extension (SCCCE)
- Schuyler County Workforce Development Training Grants (SCWFD)

- Schuyler County Partnership for Economic Development (SCOPED)
- Schuyler County Industrial Development Agency (SCIDA)
- Schuyler County Historical Society (SCHS)
- Southern Tier Regional Economic Development Council (STREDC)
- Regional Economic Development & Energy Corporation & Relending Corporation (REDEC/RRC)
- Empire State Development Corporation (ESD)
- NYS Excelsior Jobs Program (NYSEJ)

- NYS Council on the Arts (NYSCA)
- NYS Department of State (NYSDOS)
- NYS Department of Health (NYSDOH)
- NYS Department of Environmental Conservation (NYSDEC)
- NYS Energy Research & Development Authority (NYSERDA)
- NYS Environmental Facilities Corporation (EFC)
- NYS Department of Agriculture and Markets (NYSA&M)

- NYS Department of Transportation (NYSDOT)
- NYS Housing & Community Renewal (NYSHCR)
- NYS Office of Parks, Recreation & Historic Preservation (NYSOPRHP)
- Small Business Administration (SBA)
- National Park Service, Rivers, Trails, & Conservation Assistance (NPS)
- USDA Rural Development, Housing Assistance, Business and Utilities Program (USDA)

BUSINESS RETENTION, ATTRACTION & EXPANSION



Goal 4: Establish appropriate organizational structures to facilitate economic development and downtown revitalization and to promote effective communication between village leaders and Watkins Glen business and property owners.

- Work cooperatively with the Southern Tier Regional Council to develop Watkins Glen as a cornerstone of the regional economy. (Local, SCOPED, STREDC)
- Partner with SCOPED and the Schuyler County IDA to redevelop and/or market vacant properties. (Local, SCOPED, SCIDA)
- Adopt design guidelines for Main Street, waterfront and commercial areas that was prepared as part of the Lakefront Management Study. (Local, NYSDOS)
- Continue to work with media and promotion outlets to keep them informed of activities, progress, and the success of the village's revitalization efforts. (Local, Chamber)
- Update the village's website for use as a marketing and business tool. (Local)

Goal 5: Recruit new establishments based on market and regional demand, and improve the profitability of commercial enterprises.

- Encourage the expansion of the Bed and Breakfast and Inn industry and amend the zoning laws to allow additional rooms to accommodate additional tourists. (Local)
- Encourage the expansion of niche and specialty stores along Main Street. (Local, Chamber, SCOPED)
- Support the creation of a wine, tourism and hospitality incubator program that can use Watkins Glen as a "living classroom" for entrepreneurs. (Local, SCOPED, SCIDA, NYSA&M, SCCCE)
- Consider expanding business development along the side streets and along Madison Street after Main Street buildings are filled. (Local)
- Encourage home occupations that are in accordance with the style, size, and scale of the neighborhoods. (Local)



Goal 6: Improve the physical and visual connections between Main Street and the waterfront in order to enhance commercial, recreational, cultural and entertainment uses and to position the village as a unique destination for tourism, shopping, and dining.

- Create a traffic and circulation plan for the village that includes recommendations implement traffic calming mechanisms throughout the Main Street and commercial corridors to assist with pedestrian safety and customer access to businesses. Reduce the speed limit on Franklin Street, install textures crosswalks, pedestrian bulb outs, and landscaping buffers to reduce traffic speeds, increase pedestrian circulation, and improve visual character. (Local, NYSDOT)
- Enhance street lighting throughout downtown and commercial corridors. (Local)
- Create a comprehensive and coordinated way-finding signage system for visitors and tourists. (NYSOPRHP, NYSDOS, NYSCA, NYSDOT)
- Promote the addition of public spaces along Main Street and celebrate the locations by connecting them to the attractions and commercial/tourist opportunities. (NYSOPRHP, NYSHCR, NYSDOS, NYSDOT)



Potential Funding Sources & Technical Assistance Resources

- Village of Watkins Glen (Local)
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- Schuyler County Cornell Cooperative Extension (SCCCE)
- Schuyler County Workforce Development Training Grants (SCWFD)

- Schuyler County Partnership for Economic Development (SCOPED)
- Schuyler County Industrial Development Agency (SCIDA)
- Schuyler County Historical Society (SCHS)
- Southern Tier Regional Economic Development Council (STREDC)
- Regional Economic Development & Energy Corporation & Relending Corporation (REDEC/RRC)
- Empire State Development Corporation (ESD)
- NYS Excelsior Jobs Program (NYSEJ)

- NYS Council on the Arts (NYSCA)
- NYS Department of State (NYSDOS)
- NYS Department of Health (NYSDOH)
- NYS Department of Environmental Conservation (NYSEDEC)
- NYS Energy Research & Development Authority (NYSERDA)
- NYS Environmental Facilities Corporation (EFC)
- NYS Department of Agriculture and Markets (NYSA&M)

- NYS Department of Transportation (NYSDOT)
- NYS Housing & Community Renewal (NYSHCR)
- NYS Office of Parks, Recreation & Historic Preservation (NYSOPRHP)
- Small Business Administration (SBA)
- National Park Service, Rivers, Trails, & Conservation Assistance (NPS)
- USDA Rural Development , Housing Assistance, Business and Utilities Program (USDA)

Tourism, Historical & Cultural Resources Overview

Tourism

Watkins Glen has been a destination for nature-lovers, car enthusiasts, wine connoisseurs, and those looking for a small-town feel for much of the village's history. Watkins Glen State Park draws hundreds of thousands of visitors each year who come to see the waterfalls and other water features in the gorge. A mile-long trail meanders through the gorge and over and under the creek and waterfalls. The State Park also features an Olympic-sized swimming pool, part of the Finger Lakes Trail, and shuttle service to make the gorge trail more accessible.



Watkins Glen Grand Prix. Copyright Watkins Glen Promotions, Inc.

Visitors to Watkins Glen also come

every summer to the Watkins Glen International, a major race track known as “The Glen” that hosts the NASCAR Sprint Cup, the Sahlen’s Six Hours at the Glen, and the Sports Car Club of America Glen Double Nationals. The Glen also plays host to numerous other regionally significant events such as the Finger Lakes Wine Festival and periodic large concerts.



Watkins Glen Harbor.

The village sits as the gateway to the hundreds of wineries in the Finger Lakes Region and serves as a pivotal piece of the Seneca Lake Wine Trail where wine tourists pass through en route to the other side of the lake. The village acts as a destination with restaurants, lakefront access, and retail shopping along Franklin Street.

From camping at the State Park or Clute Park to the 4-star harbor Hotel, the Village has a wide variety of overnight accommodations to suit visitors across the spectrum. Bed and breakfasts located in the village supplement the accommodations by offering a number



of types and locations.

Lake-side restaurants provide residents and tourists a unique experience by offering diners an opportunity to enjoy eat alfresco and viewing the activity along Seneca Lake. Seneca Harbor Park is a pleasant place to take a walk and provides access to the public pier. Numerous marinas along the lake and canal offer pr access for personal watercrafts and boats to the lake, as well as offer commercial ventures that take people out on the water to sightsee.

As the price of fuel rises and travel preferences shift, Watkins Glen is poised to become an increasingly popular destination for tourists from close major metropolitan areas like New York City, Rochester, Toronto, Philadelphia and Buffalo. Watkins Glen and its attractions make a perfect long-weekend and day-trip destination as the village is within a half-day’s drive of these metropolitan areas. The Watkins Glen Chamber of Commerce has taken advantage of the resources of the village to position the area as a draw for new businesses, new vacation spots, and a new place for tourists to explore.

Historic & Cultural Resources

Watkins Glen has a rich history that stems largely from the village’s position on the lake. The village has had a large salt industry presence for over a century. Cargill Salt is located in the village and US Salt is located just north in the town of Reading. Cargill remains an active part of the community, providing many jobs for local residents and participating in many community events. Additionally, the construction of the Chemung Canal in the 1800’s provided Watkins Glen a strategic location for trade. The Canal, which still exists for a few miles south of Watkins Glen, is now used as a recreation space where boats can access Seneca Lake.



The Flatiron Building was an important landmark in races.

Watkins Glen State Park has been a feature of the village since the early 1900’s and the glen itself has been an attraction since the mid 1800’s when Morvalden Ells helped build pathways and staircases. The glen became a tourist destination and people flocked to see the waterfalls, especially after it received national attention due to a deer stuck on a ledge for multiple weeks. In 1935, a great flood washed out many structures in the glen including a footbridge and the train bridge. The Park was reestablished with the help of President Roosevelt’s Civilian Conservation Corps and thrives to this day. A visitors’ center and a large parking lot facilitate the thousands of visitors every day to the Park.





The International Motor Racing Research Center.

Automobile racing has also played an important part of the village's history. Racing originally started just after World War II and the track consisted of village streets. After an unfortunate death on the street course, a permanent track was built and eventually the Watkins Glen International, also known as "The Glen," became the site of international races. The Glen has hosted Formula 1 races, Can Am, Trans Am, Six Hours, CART Indy Car Series, and Formula 5000. The Glen also hosts the US Vintage Grand Prix. The village has signs and other elements that celebrate

the history of racing, including a "walk of fame" that consists of blocks in sidewalks along Franklin Street. In addition to the racetrack, the International Motor Racing Research Center, the archives for racing history, are located within the village as well.

In 2012, the blocks from 4th to 2nd Streets along Franklin Street were designed a historic district by the National Park Service. Watkins Glen Commercial Historic District, as it will be called on the National Register of Historic Places, features more than 30 historic buildings that date from 1844 – 1939, according to the National Park Service. The historic district highlights many architectural styles including, but not limited to: the Second Empire, Romanesque, Colonial Revival, and Classical Revival. In addition, the exterior of the building structures are comprised of natural materials such as brick, stone, and wood. The village can utilize the historic district designation in preservation, grant applications, and promotion.



Part of the historic district along Franklin Street.

The Schuyler County Historical Society, with a museum in Montour Falls, is a resource for historical information of Schuyler County and Watkins Glen. To date, the Historical Society has not done a comprehensive inventory of historic resources, but has institutional knowledge of those resources in Watkins Glen as well as exhibits in the museum.



TOURISM, HISTORICAL & CULTURAL RESOURCES



Goal 1: Develop an identifiable and unique theme that embraces the village's culture, character and history, and enhances community identity and connection to the region.

- Continue to partner with Watkins Glen Chamber of Commerce and other tourism agencies to market Watkins Glen's resources and expand the utilization of existing promotional tools. (Local, Chamber, NYSCA)
- Make "Destination Watkins Glen" a year-round tourist draw by recruiting additional Main Street eating and dining enterprises, as well as establishing the waterfront as the entertainment and retail capital of Seneca Lake. (Local, Chamber)
- Encourage eco-tourism with signage, trails, and kayak locations within the Canal and Catherine Marsh. (NYSDOS, NYSOPRHP, NPS)
- Install informational kiosks at the northern gateway, at the intersection of Routes 14/414, at Clute Park, at Seneca Lake Park, and at the entrance to the Watkins Glen State Park. (Local, NYSDOS, NYSOPRHP, NYSCA, NYSDOT)

Goal 2: Continue to promote and integrate the village's unique regional attractions into "Destination Watkins Glen" thereby extending the average stay in the village.

- Create an interactive museum on celebrating the region's racing history, wine offerings, natural history, and canal heritage. (Local, NYSCA, NYSOPRHP, ESD)
- Expand upon the community's racing and wine history by developing public art that can be used as both an attraction and as way finding; i.e. cars, wine barrels, etc. (Local, Chamber, NYSCA, NYSDOS)
- Build upon the waterfront as a tourist destination through improved marketing and promotion of fishing, sail boating, and waterfront recreation. (Chamber, NYSCA, NYSDOS)
- Enhance the connection between the State Park and the waterfront via the installation of pedestrian and bicycle amenities and signage. (Chamber, NYSCA, NYSDOS, NPS, NYSDOT)

Goal 3: Preserve, enhance and promote the village's historical resources for the enjoyment of the current residents and tourists.

- Enhance and promote the newly formed Historic District through the use of historic markers, house/building plaques, and a walking tour brochure. (Local, NYSOPRHP)
- Partner with Schuyler County Historical Society to identify important historical resources that need to be protected. (Local SCHS, NYSCA, NYSOPRHP)

Goal 4: Expand the tourism season by adding additional destinations, special events, and attractions that meet the needs of all generations and income levels throughout the year.

- Add active recreation special events i.e. sailboat regatta, fishing derby, kayak adventure racing. (Local, Chamber, SCOPED)
- Support Main Street and the waterfront as the public gathering place for special events and activities. (Local, Chamber, SCOPED)
- Diversify, expand and promote tourist and cultural offerings to all segments of the population; i.e. Splash Park and family activities, wine tastings and culinary arts, live theater. (Local, Chamber, SCOPED, NYSCA)
- Develop the waterfront promenade/boardwalk to draw visitors and enhance the utilization of the waterfront. (Local NYSDOS)
- Promote/expand special events and activities. Continue to celebrate the village's unique history and regional heritage. Consider adding or expanding activities such as soap box car derby races, sailing regattas, youth fishing day, and canal boat building contests. (Local, Chamber)

Goal 5: Expand arts and cultural opportunities within the village.

- Enhance the "walk of fame" through the utilization of enhanced signage and brochures. (Local, Chamber, SCOPED, NYSDOS)
- Work with NYS Office of Parks and Recreation to replace the welcome center in the parking lot across from the State Park. (Chamber, NYSDEC, NYSOPRHP, NYSDOS)
- Convert the theater at the Middle School to a community theater. (Local, NYSCA)



Potential Funding Sources & Technical Assistance Resources

- Village of Watkins Glen (Local)
- Watkins Glen Area Chamber of Commerce (Chamber)
- Schuyler County Planning & Community Development (SCP&CD)
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- Schuyler County Workforce Development Training Grants (SCWFD)

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- Regional Economic Development & Energy Corporation & Relending Corporation (REDEC/RRC)
- Empire State Development Corporation (ESD)
- NYS Excelsior Jobs Program (NYSEJ)

- NYS Council on the Arts (NYSCA)
- NYS Department of State (NYSDOS)
- NYS Department of Health (NYSDOH)
- NYS Department of Environmental Conservation (NYSDEC)
- NYS Energy Research & Development Authority (NYSERDA)
- NYS Environmental Facilities Corporation (EFC)
- NYS Department of Agriculture and Markets (NYSA&M)

- NYS Department of Transportation (NYSDOT)
- NYS Housing & Community Renewal (NYSHCR)
- NYS Office of Parks, Recreation & Historic Preservation (NYSOPRHP)
- Small Business Administration (SBA)
- National Park Service, Rivers, Trails, & Conservation Assistance (NPS)
- USDA Rural Development, Housing Assistance, Business and Utilities Program (USDA)

Housing Overview

According to the US Census from years 2010 and 2000, the population of Watkins Glen has hovered in the low thousands since the creation of the village. A high of just over 3,000 people was hit in 1950 and has subsequently declined every decade to the current population of 1,859. The most recent decade saw a large decline, a loss of almost 300 individuals.

- 1990 population: 2,246
- 2000 population: 2,149
- 2010 population: 1,859

The percentage of the population under 20 has declined in the past decade from 27% to 22%, but the percentage of individuals over 65 has remained stable. The only age range that saw an increase from the year 2000 is the 45-64, which increased from 24% to 30% of the village population.

- 0 - 19 years: 23%
- 20 - 44 years: 30%
- 45 - 64 years: 30%
- 65+ years: 17%

Median household income has risen in the past decade from around \$30,000 to almost \$34,000 for Watkins Glen, which is slower than the Schuyler County-wide increase from around \$36,000 to more than \$47,000.



Typical neighborhood street view in Watkins Glen.

Housing Characteristics

Since 2000, the largest change in housing has been a decrease in households with families. In 2010, households with families were the minority, while households with the householder living alone were the majority. According to the US Census of 2010, Watkins Glen has 1,001 housing units with 901 occupied and 100 vacant. Of those that are occupied, 55% are owner-occupied and 45% are rental units.

Almost 90% of those total housing units were built before 1980. The median home value for the village is \$88,400, which is an increase from \$67,200 in 2000. The median rent for the village in 2010 is approximately \$500, an increase from around \$430 in 2000.

The largest concentration of housing in Watkins Glen is located east of Franklin Street and south of 4th street down to Fairgrounds Lane. Additional housing is located between 4th street and the lakefront as



well as on the west hill. Jefferson Village, a senior living center is located at 2nd and Porter Streets and serves over 50 seniors.

According to study conducted by Kate McConnell in 2009, a small number of living spaces are available in the historic, 2-3 story buildings along Franklin Street. Approximately 18 buildings along Franklin



Historic home.

Street in the “downtown” section have apartments or condos on the upper stories. Potential exists for upscale type apartments on the upper stories of more buildings along Franklin Street that have vacant space, similar to the Montour House project in nearby Montour Falls.

Additionally, as the village looks for additional space for housing, a few infill opportunities are available in the existing neighborhoods that could provide space for additional median priced homes. Also, the

redevelopment of the middle school building holds potential for market rate apartments. Some open lots are available on the west hill and the southeastern edge of the village. There are a few redevelopment projects happening on the west hill.

Over 60% of the houses were built before 1940 in the village, according to the US Census 2010. Many historic homes, of varying quality, exist within the existing housing stock and provide particular historic characteristics to the village neighborhoods. However, because some homes are so old, they are in poor condition and are in need of renovation and upgrade.



HOUSING



Goal 1: Promote a mix of quality housing options that are appropriately located, available to a range of income levels, and meet the needs of existing and future village residents.

- Encourage the redevelopment of the Middle School into market rate apartments and condominiums. (NYSHCR, USDA)
- Encourage mixed use infill development in commercial corridors and along the waterfront and canal. Encourage additional housing opportunities on the second and third floors of buildings along Franklin Street. (Local, NYSHCR, USDA)
- Expand the variety of available housing stock including single family, duplex, twin homes, apartments, and condominiums. (Local, NYSHCR, USDA)
- Encourage the availability of senior housing units that are not income restricted. (Local)
- Encourage the availability of market-priced homeowner and rental housing units. (Local)

Goal 2: Preserve and enhance the village's existing residential neighborhoods.

- Encourage residential infill development within the scale and architectural style of the existing neighborhoods. (Local, NYSHCR, SCIDA)
- Consider incentive regulations for homeowners to improve their home appearance; i.e. sliding scale assessment for a period of 5 years. (Local, NYSHCR, USDA)
- Revitalize existing housing stock and provide incentives to homeowners to renovate/upgrade existing homes and improve their properties. Pursue funding opportunities to assist low-income property owners in making needed repairs and upgrades to bring buildings up to code. (Local, NYSHCR, USDA)
- Partner with local lending institutions to expand the promotion and marketing of non-public resources for homeownership. (Local, SCOPED, SCIDA)
- Identify and work with absentee landlords to improve the quality and appearance of rental housing. (Local, NYSHCR)
- Explore creating a volunteer "senior assist" program for light home repairs. (Local, NYSHCR)
- Improve connectivity of the neighborhoods to the commercial corridors via sidewalks, lighting, and signage. (Local)



Goal 3: Encourage quality design and compatible construction in new and existing neighborhoods to enhance desirability.

- Adopt residential design guidelines in order to preserve and enhance the quality of the housing stock within the neighborhoods adjacent to downtown and to the commercial transition area at the southern portion of the village. (Local)
- Establish and enforce regulations requiring the maintenance of all properties. (Local)
- Enhance buffering around the village and County DPW facilities on Fairgrounds Lane. (Local, SCP&CD)
- Enhance the residential transition zones through landscaping, buffers, and lighting. (Local)



Potential Funding Sources & Technical Assistance Resources

- Village of Watkins Glen (Local)
- Watkins Glen Area Chamber of Commerce (Chamber)
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- NYS Energy Research & Development Authority (NYSERDA)
- NYS Environmental Facilities Corporation (EFC)
- NYS Department of Agriculture and Markets (NYSA&M)

- NYS Department of Transportation (NYSDOT)
- NYS Housing & Community Renewal (NYSHCR)
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- USDA Rural Development , Housing Assistance, Business and Utilities Program (USDA)

Recreation & Community Programming Overview

Parks

Watkins Glen features four major parks within the village boundaries:

- Clute Memorial Park (village park)
- Lafayette Park (village park)
- Seneca Harbor Park (county park)
- Watkins Glen State Park (state park)

Clute Memorial Park is located on the eastern side of the village and features swimming areas, playground equipment, a skate park, and picnic areas. The southern portion offers a campground, athletic fields, tennis courts, a community center, and a public boat launch.

Lafayette Park sits in the heart of the village, hosting a seasonal weekly farmers market and serving as the entryway for the Finger Lakes Trail through Watkins Glen. A pavilion is available for use in the middle of the park and hosts concerts, live theatre, and other events. While the park is at a prime location for community events, some feel that the park is underutilized.

Seneca Harbor Park is located on the lakefront and features public restrooms, a public pier and breakwater that fishermen use. The park gives access to the lake and offers connections to the marina. Seneca Harbor Park is maintained and owned by Schuyler County.

Watkins Glen State Park, as described in other sections, offers visitors multiple trails, the featured trail being the Gorge Trail, which leads hikers along the streams, waterfalls, and other gorge features. Between the upper entrance and the main entrance, a shuttle runs to help those who might have trouble walking the mile trail back and forth. The south entrance boasts an Olympic-size swimming pool and camping area. The Park also hosts the Finger Lakes Trail, along the south rim of the gorge.

The Watkins Glen High School also has recreation facilities like a field house, football field, baseball field, and tennis courts that are available to the public.

Trails

The Finger Lakes Trail goes through the village, with signs crossing LaFayette Park and the out of the village through the State Park. The Catharine Valley Trail runs along an old railroad line. The trail originates near the high school and connects with other trails to continue down to Horseheads.

A waterfront trail proposed by previous plans would include access to the entire lakefront from Seneca Harbor Park to Clute Park. Currently, a pedestrian would have to walk through the village, over the narrow bridge spanning the canal and along Route 414 to reach Clute Park. Most of that walk would not



be along the waterfront. Additionally, the bike route through the village travels along Decatur Street, but only a few signs exist for the route.

Proposals have also been made in previous plans to create educational and informational trails through the Catharine Creek Wildlife Management Area and the wetland system. The wetlands contain a wide variety of plants and animals and could be a useful ecotourism resource.

Marinas

There are multiple marinas in Watkins Glen. The Village Marina operates just off of Seneca Harbor Park and offers many boat slips. Glen Harbor Marina is located south of the Route 414 bridge over the canal and has slips along the canal. The Watkins Glen Yacht Club has canal slips south of Glen Harbor Marina. And the Frog Hollow Marina at the southern end of the village offers slips and boat storage, with proposed expansion.

Community Center

The village has one community center, located in the south part of Clute Park. The Center holds about 600 people and features various community events and classes. Additionally, the center acts as a roller skating rink during parts of the year. One of the proposals for the middle school building resource would be an additional community center.



RECREATION & COMMUNITY PROGRAMMING

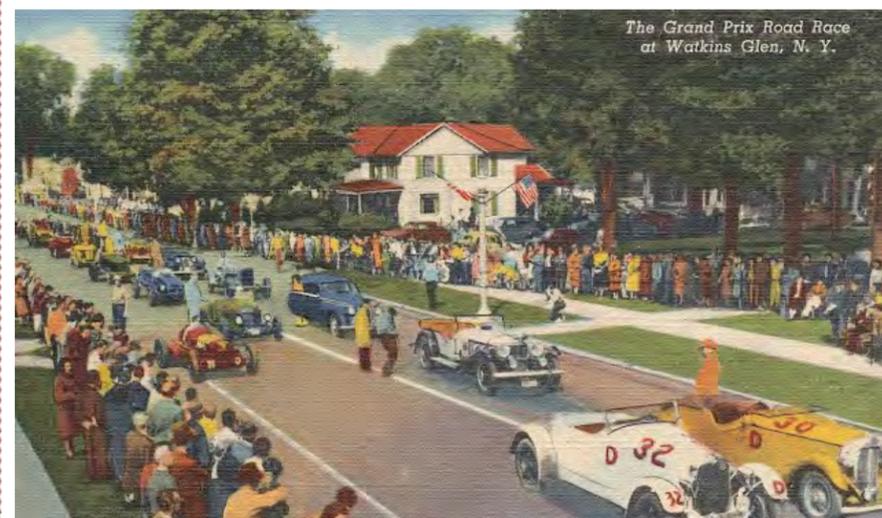


Goal 1: Diversify, enhance, and maintain quality-year round recreational spaces for the enjoyment of all residents and visitors.

- Repurpose the Middle School Theater into a community cultural and arts center. (Local, NYSOPRHP, NYSCA)
- Improve the recreational offerings at Clute Park including, but not limited to: beach and swimming enhancements, Splash Park, landscaping and play areas, installation of adult playground for improved physical fitness. (Local, NYSOPRHP, NYSDOS)
- Improve the public boat launch. (Local, NYSDEC, NYSOPRHP, NYSDOS)
- Improve access to Seneca Lake for active water-based recreational opportunities. (Local, NYSDEC, NYSOPRHP, NYSDOS)
- Improve the recreation fields behind the Community Center. (Local, NYSOPRHP, NYSDOS)
- Expand interpretive trail system through Catherine Marsh and link to the Watkins Glen State Park Trail System. (Local, NYSDEC, NYSOPRHP, NYSDOS, NPS)
- Continue to expand and enhance all types of trails; i.e. hiking, cross country skiing, bicycling. (Local, NYSDEC, NYSOPRHP, NYSDOS, NPS)

Goal 2: Provide high quality and inclusive recreational programming for residents and visitors of all ages.

- Continue to work with the Watkins Glen Central School District to develop more programs for seniors and youth. (Local)
- Encourage creative community activities that bridge recreation and culture with economic development, tourism and vitality; i.e. sidewalk art show, community adopt-a-storefront program, community paint-a-barrel program and Victorian Stroll. (Local, Chamber, SCOPED)



Potential Funding Sources & Technical Assistance Resources

- Village of Watkins Glen (Local)
- Watkins Glen Area Chamber of Commerce (Chamber)
- Schuyler County Planning & Community Development (SCP&CD)
- Schuyler County Cornell Cooperative Extension (SCCCE)
- Schuyler County Workforce Development Training Grants (SCWFD)

- Schuyler County Partnership for Economic Development (SCOPED)
- Schuyler County Industrial Development Agency (SCIDA)
- Schuyler County Historical Society (SCHS)
- Southern Tier Regional Economic Development Council (STREDC)
- Regional Economic Development & Energy Corporation & Relending Corporation (REDEC/RRC)
- Empire State Development Corporation (ESD)
- NYS Excelsior Jobs Program (NYSEJ)

- NYS Council on the Arts (NYSCA)
- NYS Department of State (NYSDOS)
- NYS Department of Health (NYSDOH)
- NYS Department of Environmental Conservation (NYSDEC)
- NYS Energy Research & Development Authority (NYSERDA)
- NYS Environmental Facilities Corporation (EFC)
- NYS Department of Agriculture and Markets (NYSA&M)

- NYS Department of Transportation (NYSDOT)
- NYS Housing & Community Renewal (NYSHCR)
- NYS Office of Parks, Recreation & Historic Preservation (NYSOPRHP)
- Small Business Administration (SBA)
- National Park Service, Rivers, Trails, & Conservation Assistance (NPS)
- USDA Rural Development, Housing Assistance, Business and Utilities Program (USDA)

Municipal Services & Public Infrastructure Overview

Public Water Supply

Public water is supplied to residents of Watkins Glen from Seneca Lake. The water is pumped from a facility near the lakeshore and is then filtered, chlorinated, and pumped to three standpipes located on the hillsides. From the standpipes, which act like water towers, the water is distributed to the village homes and other buildings. According to the Local Waterfront Revitalization Plan (LWRP), the water system was upgraded in 1995 after the New York State Department of Health mandated the installation of a water filtration system and an upgrade of the distribution system.

The 2011 Annual Water Quality Report showed good water quality in Watkins Glen. None of the contaminants were found to be above the state limit for contaminants in drinking water.

Public Wastewater System



The wastewater treatment plant lies right on the lakefront.

According to the LWRP, the public sanitary sewage disposal system in the village is in good condition and is currently operating at 60 percent of capacity. Large events like the races at Watkins Glen International pose a challenge to the system with a large use for a short period of time. Additionally, seasonal tourism like the wine trail and state park increase the seasonal usage of the wastewater system, as well as other public systems.

Sanitary sewage is directed to the sewage treatment plant, located on the lakefront, via pumps and/or gravity. The permitted capacity of the treatment plant is 0.7 MGD. Projected future wastewater amounts could potentially cause the plant to operate at full capacity. At the time of the LWRP (2008), the village was actively addressing stormwater infiltration issues in the sanitary collection system.

Many residents and organizations in the village have indicated a desire to relocate the wastewater treatment plant away from the lakefront. According to a study on the wastewater system in the county conducted in 2010 by Alliance Environmental, the land underneath the plant is valued at around \$1,150,000. Proposals have been made to relocate the plant near or in the wetlands to take advantage of engineered natural treatment systems, also referred to as “green infrastructure.” Relocating to a place in the wetlands could also help Montour Falls if the project is done in combination with both villages.



Rail

The Finger Lakes Railway Corporation owns and operates the rail line located along the Seneca Lakefront. The Finger Lakes Railway, along with Norfolk Southern Railway, serves as an important freight line for Cargill Salt plant. In 2009, a \$349,000 Rail Line Relocation grant from the Federal Railroad Administration was approved to relocate the existing track and build turnarounds at each salt plant to improve rail service and safety. Seasonally, the Finger Lakes Railway offers “Excursion” trips as passenger rail trips from Watkins Glen to Himrod.

Roads

Two main state routes pass through Watkins Glen: Route 14 & 414. Route 14, called Franklin Street in the village, serves as the “main street” of Watkins Glen, as well as a commercial and mixed-use district through the southern part of the village. Route 414 acts as a separate commercial district through the eastern portion. Since Franklin Street is both the village main street and a state route, limitations exist for signage, sidewalk improvements, and street improvements. The village must rely on a strong partnership with the state Department of Transportation in order to implement improvements.

Routes 14 and 414 are heavily used roads that connect residents to jobs as well as tourists to destinations. Watkins Glen State Park, the Harbor Hotel, the commercial district on Franklin Street, and the Watkins Glen International are accessible only by traveling on Route 14. Wal-Mart, Cargill Salt, and Clute Park are only accessible by traveling on Route 414. Both routes connect travelers to wineries along each side of Seneca Lake. In the Area Transportation Study, conducted in 2009 by FRA, both state routes were found to have an average of over 10,000 cars use the routes within the village every day. Additionally, large trucks use the state routes, which leads to noise and traffic issues in the village. Many residents and survey respondents have expressed their displeasure about the amount of truck traffic.



Route 14 acts as the main street for the village.

The northern gateway to the village, from Route 14 southbound, poses a challenge because traffic flows downhill into the village and must slow from 45 mph to 30 mpg directly into downtown and an area with pedestrians. A traffic calming mechanism has been suggested in past plans.

The Village owns and maintains the majority of the remaining roads in the village. None of the village streets see as much traffic as the state routes, but access to the state routes from neighborhood streets poses challenges. The Village does not have a standardized annual street maintenance plan, but rather fixes problems as they arise. Decatur Street also serves as a bicycle route that connects to the Catharine Valley Trail.



Parking

The village of Watkins Glen prides itself on having free and available parking for businesses and visitors. Parking is available on the street throughout the Franklin Street commercial area and along Route 414. Surface parking lots are scattered throughout downtown for particular businesses like the Harbor Hotel.

In 2009, the Cornell Cooperative Extension of Schuyler County conducted a parking census for the commercial district that includes the blocks from the waterfront to 6th street and Madison Avenue to Porter Street. The parking census was conducted on four days spread out over the beginning and middle of the summer tourist season at three time periods (morning, mid-day, and evening). Occupancy rates for parking spaces were counted and the numbers analyzed.

The conclusion reached was that there is enough parking in the study area and that overall parking in the commercial district of the village is not congested. The census did acknowledge that there are particular areas that face congestion at various points of the day, but additional parking could be found within a close distance. Additionally, the census suggested improvements like signage, a change in employee parking habits, enforcement of time limits in parking spaces, and improving access to Franklin Street and other points of interest from parking spaces a few blocks away from the main commercial area.

Electricity & Natural Gas

Electricity is provided to Watkins Glen by the village Electric Department. The electricity is bought from the New York Power Authority. Electricity in the village is among the very lowest in the region with residential rates at about \$0.039 per kwh and commercial rates at about \$0.045 per kwh, according to the Village website. The low cost of electricity is a great economic incentive for businesses and residents to locate in the village. Very few locations in the region can boast electricity rates as low as rates in Watkins Glen. Natural gas for Watkins Glen is provided by NYSEG.

Public Safety

Watkins Glen is served by a volunteer fire department with 1 ladder truck, 2 engines, and numerous support vehicles. The department holds numerous trainings throughout the community on fire safety and prevention. The department also responds to EMS calls and life-threatening car accidents. In 2011, 848 calls were responded to, with the majority comprising EMS and rescue calls. The Watkins Glen Police Department provides safety and security for the village with 4 full time officers and 10 part-time officers. The Schuyler County Jail, operated by the county sheriff, holds 30 inmates.

Education

The Watkins Glen Central School District (WGCS D) serves the village, as well as much of the surrounding area. Three schools operate in the village: Watkins Glen Elementary, Middle, and High School. The elementary school has had a declining enrollment, from around 450 students per year in 2008-2009 and 2009-2010 school years to 425 students in 2010-2011. The middle school, which will merge with the high school in the next few years, has seen stable enrollment at around 350 students per year and the high school has seen a decline similar to the elementary school: 458 students in 2008-2009,



428 students in 2009-2010, and just 401 students in 2010-2011. The latest figure by the New York State Department of Education indicates the graduation rate for WGCSD at 81%.

Secondary education does not exist in Watkins Glen or in Schuyler County, which many see as a lacking aspect of the community. There are a number of nearby institutions that could have satellite campuses or courses in Watkins Glen. Some of these institutions are Corning Community College, Cornell University, Elmira College, Ithaca College, Finger Lakes Community College (in Geneva), and Tompkins Cortland Community College.

Additionally, the village has one public library, which has been in existence, although at different locations, since the late 1800's. The library is chartered by New York State to serve the entire population of the Watkins Glen Central School District and has an elected board of trustees. Almost 7,000 people have library cards with the library and almost 45,000 visits are made to the library every year, according to the library staff. Approximately 38,000 books, magazines, and electronic resources are available for use as well as multiple computers. The public library, located on South Decatur Street, is connected to the International Motor Racing Research Center. The library is free and has day and night hours.



The old Watkins Glen High School serves currently as the middle school building.



MUNICIPAL SERVICE & PUBLIC INFRASTRUCTURE



Goal 1: Maintain efficient and cost-effective public infrastructure and services to meet the needs of current and future generations.

- Address the NYS Department of Environmental Conservation Consent Orders by relocating the wastewater treatment plant and constructing a new state of the art inter-municipal facility for the villages of Watkins Glen and Montour Falls. (Local, NYSDEC, NYSDOH, USDA, NYSHCR, EFC, STRDC)
- Continue to perform necessary upgrades to the water distribution system to ensure that quality public drinking water is available to all users. (Local, NYSDEC, NYSDOH, USDA, NYSHCR, EFC, STRDC)
- Perform a system wide inflow and infiltrations (I&I) study to determine what is required to reduce I&I in the village's wastewater system. (Local, NYSDEC, NYSDOH, USDA, NYSHCR, EFC, SCCCE, STRDC)
- Complete an annual streets maintenance program that includes a system-wide inventory and rating of all municipal streets. (Local)
- Develop a 5-year Capital Improvement Plan so that the village can proactively plan for system maintenance and equipment/facility upgrades. (Local)
- Amend the village land use regulations to require the placement of empty conduit whenever the roadway is opened. (Local)
- Research and identify parking alternatives to alleviate the strain on future infill development. (Local)
- Explore green infrastructure techniques for municipal buildings. (Local, SCCCE, NYSERDA, NYSDEC)
- Amend local land use regulations to promote the integration of green infrastructure techniques in site development. (Local, SCCCE, NYSERDA, NYSDEC)

Goal 2: Enhance mobility by improving the network of street and sidewalks for the safety, convenience and efficiency of drivers, pedestrians and cyclists.

- Create a signage plan that includes, but is not limited to: commercial, residential, interpretive, historic directional, wayfinding, and gateway signage. In addition, this plan should include recommendations on language revisions in the village's Sign Ordinance. (Local, NYSDOS, OPRHP)

- Amend the sign ordinance to allow for pedestrian style signage along Franklin Street and Route 414. (Local, NYSDOS)
- Collaborate with NYS Department of Transportation to install traffic calming features along Franklin Street and to make pedestrian and bicycle improvements. (Local, NYSDOT)
- Adopt a "complete streets" resolution and incorporate the goals into local land use regulations. (Local, NYSDOT, NYSDOH)
- Encourage the use of North Decatur Street as an alternative bike route through the use of signage, stripes, and sharrows. North Decatur Street is already part of the Catherine Valley Trail and is perfectly situated to improve cyclist and pedestrian safety. (Local, NYSDOT, NYSDOH, OPRHP, NPS)

Goal 3: Enhance the overall appearance of the village to create a new "postcard image" of Watkins Glen.

- Provide streetscape improvements along the commercial corridors and within the neighborhoods. (Local, NYSHCR, NYSDOT)
- Adopt design guidelines for commercial and residential development. (Local, NYSDOS)
- Institute a demolition law to prevent the demolition of existing buildings along Franklin Street for use as surface parking lots. (Local)
- Amend land use regulations to require a build- to line for new development along Franklin Street and Route 414. (Local)
- Amend the land use laws and building codes to require additional screening of trash receptacles and parking areas in the rear lots and alleyways adjacent to Franklin Street. The comprehensive plan calls for the utilization of these lots as secondary outdoor eating and entrances. (Local)
- Replace the existing lighting with period lighting to enhance the overall appearance and pedestrian functionality of Main Street. (Local, NYSHCR, NYSDOT)

Goal 4: Continue to promote and encourage inter- and intra-municipal cooperation and communication to provide quality services at reasonable costs.

- Where feasible, continue to consolidate and/or cooperate with other governmental agencies to limit the duplication of services and reduce the costs to taxpayers. (Local, NYSDOS)
- Form public and private partnerships to oversee the implantation of the Comprehensive Plan. (Local)

Goal 5: Promote communication and collaboration between residents, businesses and government agencies to support and implement the goals of the comprehensive plan.

- Continue to build and strengthen relationships and communication between neighborhood organizations and public safety officials to optimize community patrols. (Local)
- Enhance communication efforts between the village and the residents/business owners through the use of electronic and social media avenues. (Local)
- Continue to utilize and improve traditional methods of communication via newsletters for those residents that do not have access to electronic mail or the internet. (Local)
- Encourage informational portals (i.e. gateway signs and kiosks) for timely posting of community activities. (Local, Chamber)



Potential Funding Sources & Technical Assistance Resources

- Village of Watkins Glen (Local)
- Watkins Glen Area Chamber of Commerce (Chamber)
- Schuyler County Planning & Community Development (SCP&CD)
- Schuyler County Cornell Cooperative Extension (SCCCE)
- Schuyler County Workforce Development Training Grants (SCWFD)

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- Empire State Development Corporation (ESD)
- NYS Excelsior Jobs Program (NYSEJ)

- NYS Council on the Arts (NYSCA)
- NYS Department of State (NYSDOS)
- NYS Department of Health (NYSDOH)
- NYS Department of Environmental Conservation (NYSDEC)
- NYS Energy Research & Development Authority (NYSERDA)
- NYS Environmental Facilities Corporation (EFC)
- NYS Department of Agriculture and Markets (NYSA&M)

- NYS Department of Transportation (NYSDOT)
- NYS Housing & Community Renewal (NYSHCR)
- NYS Office of Parks, Recreation & Historic Preservation (NYSOPRHP)
- Small Business Administration (SBA)
- National Park Service, Rivers, Trails, & Conservation Assistance (NPS)
- USDA Rural Development , Housing Assistance, Business and Utilities Program (USDA)

Natural Resources Overview

Seneca Lake

The dominant natural feature of Watkins Glen is Seneca Lake, the largest of the Finger Lakes. Seneca Lake is 38 miles long and one-to-three miles wide, depending on location. The lake is also one of the deepest in North America, reaching depths of 640 feet. The depth of the lake prevents water temperatures from falling below 50 degrees. Because the Finger Lakes Region is of economic importance, Watkins Glen has been able to craft a regional identity due to its presence on the lake.



A tour sailboat heads out on Seneca Lake.

Seneca Lake is valuable to the village in many ways, including, but not limited to: recreation; aesthetic; wildlife habitat, aquifer recharge, and drinking and commercial water supplies. According to the LWRP, the New York State Department of Environmental Conservation (NYSDEC) has given an “AA” rating to Seneca Lake waters within Schuyler County, which means that the lake can best be used as a source for drinking water, culinary or food processing purposes, recreation, and fishing. The rating also means that the water is suitable for fish, shellfish, and wildlife propagation and survival. See **Section III: Natural Resources - Water Features Map**. In addition to this drinking

water source, the village is underlain by subsurface aquifers. These aquifers are classified by how many gallons per minute can be pumped before running dry. The aquifers in Watkins Glen can pump 10-100 gallons per minute. See **Section III: Aquifer Map**.



Catharine Creek Wildlife Management Area

Seneca Canal

The Seneca Canal extends from the southern end of Seneca Lake and is part of the New York State Canal System. The canal separates to the east Clute Park and Glen Harbor Marina from the rest of the village. The canal, historically used for transporting goods, now is almost exclusively used for recreational boats and ships.



Wetlands & Floodplains

Also on the east side of the canal and still located in Watkins Glen is the Catharine Creek Wildlife Management Area, a 1,000 acre wetland owned and regulated by the NY State Department of Environmental Conservation (DEC). The state is considering designating the wetland area a Critical Environmental Area due to its ecological importance. The wetlands are habitat for a wide diversity of wildlife including insects, turtles, ducks, great blue herons, muskrats, beaver, deer, and fish. Over 64 species of birds have been recorded and 29 species of fish have been identified, according to the DEC. Every spring, Catharine Creek draws anglers who fish the rainbow trout run. The Federal Emergency Management Agency (FEMA) has designated floodplains along the immediate shorelines of Seneca Lake and the Seneca Canal. A floodplain also covers the majority of the land that comprises Clute Park. See **Section III: Natural Resources - Water Features Map**

Topography

To the east and west of the village are “walls” of the valley, which was carved by glaciers during the Ice Age. The lowest elevation in the village is 440 feet, along the lakeshore, and over 800 feet on the western hill. These steep hills have limited the degree to which the village can grow outward. Many houses have been built on the western hill, but the steepness of the roads presents challenges for future development. The majority of the village lies on the flat area between the hills with little elevation difference.

Soils

The Village of Watkins Glen contains a variety of soil types with varying properties and characteristics. According to the U.S. Department of Agriculture, soil constraints are typically reflected by depth to bedrock and depth to the water table. Depth to bedrock is the distance from the surface of the soil to the upper surface of the rock layer. Depth of the seasonal high water table is the distance from the surface of the soil to the highest level that ground water or perched water reaches in the soil in most years. Studying soil types allows municipalities to understand how the land is best used, and how the land will drain when disturbed by impervious surfaces. The **Natural Resources – Soils Map** in **Section III** illustrates the soils types found in the village based upon the U.S. Department of Agriculture Soil Conservation Service’s Soil Survey of Schuyler County, New York. ¹

Watkins Glen State Park

The Watkins Glen State Park with its spectacular waterfalls provides a natural resource feature that has played a part in creating the identity of Watkins Glen. The historical use of the glen has centered on tourism, but also has included a mill. The glen’s beauty has made it a regional attraction, drawing hundreds of thousands of visitors per year.

¹ Soil Survey of Schuyler County, New York. United States Department of Agriculture Soil Conservation Service.



Wine-Growing Climate

Also important in the region are the conditions to grow grapes for the booming wine industry. The cold winters, soil qualities, and amount of moisture allow for many grape varieties to thrive including native grapes like Concord, Niagara and Cayuga as well as Riesling, Chardonnay, Cabernet Franc, and Pinot Noir. The ability of these grapes to grow well in the vicinity of Watkins Glen has transformed the region and vineyards line both sides of Seneca Lake.



Vineyard on Seneca Lake.



NATURAL RESOURCES



Goal 1: Protect and enhance lands that are environmentally significant and/or sensitive, and minimize adverse impacts that man-made development may have on land, air, water quality, natural and scenic resources.

- Continue to utilize land use controls to provide protection of streams and critical habitats from non-point source pollution, erosion, silting, and loss of vegetation and debris accumulation. (Local, NYSDEC, SCCCE)
- Encourage a tree planting and urban forestation program within the village. (Local, NYSDEC, SCCCE)
- Amend local land use regulations to encourage green infrastructure i.e. rain gardens, porous pavement, and gray water reclamation. (Local, NYSDEC, SCCCE)

Goal 2: Preserve and protect the village's water resources, lands, and critical habitats.

- Reduce or eliminate the discharge of unsanitary flows to Seneca Lake and the Canal. (Local, NYSDEC, NYSDOH, USDA, NYSHCR, EFC, STRDC)
- Promote environmental sustainability by educating and encouraging residents and business-owners to adopt environmentally sound practices. (Local, NYSDEC, NYSA&M, SCCCE)
- Coordinate natural resource planning with Schuyler County Environmental Management, Schuyler County Cornell Cooperative and the surrounding communities. (Local, SCP&CD, SCCCE)

Goal 3: Preserve and protect those lands and scenic resources that contribute to the village's unique character and regional identity.

- Support the efforts to designate the Catherine Marsh as a Critical Environmental Area in order to protect the natural habitat. . (Local, NYSDEC, NYSDOS, OPRHP)
- Improve trail head pull offs and parking in order to protect the natural vegetation and to promote the use of the natural landscape in order to link recreational and educational purposes. (Local, NYSDEC, NYSDOS, SCCCE)
- Collaborate with Watkins Glen Central Schools and the Cornell Cooperative extension to create an outdoor classroom to educate the residents and tourists about the ecology of the region. . (Local, SCCCE)
- Continue to protect environmentally significant and sensitive areas for the continued enjoyment of residents and visitors. (Local, NYSDEC, NYSDOS, SCP&CD, SCCCE)
- Coordinate with surrounding municipalities to protect, promote and enhance the eco-tourism and educational uses of the Catherine Marsh. (Local, NYSDEC, NYSDOS, OPRHP)



Goal 4: Promote access to locally grown foods and markets.

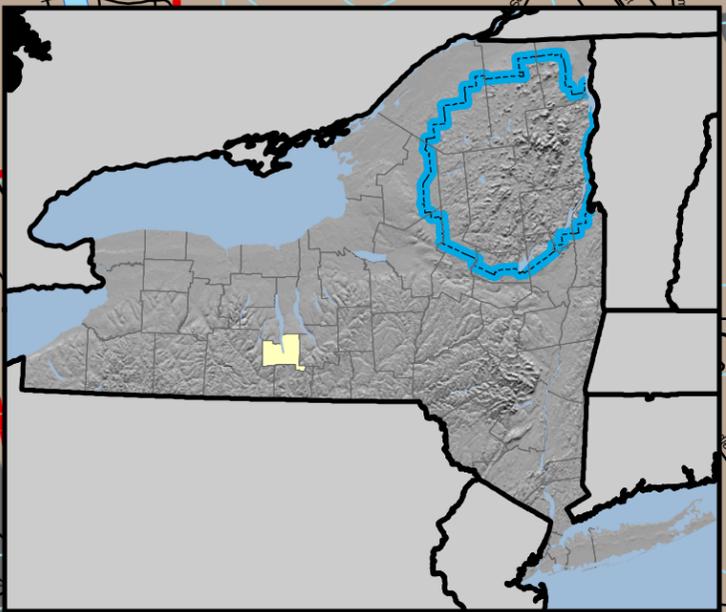
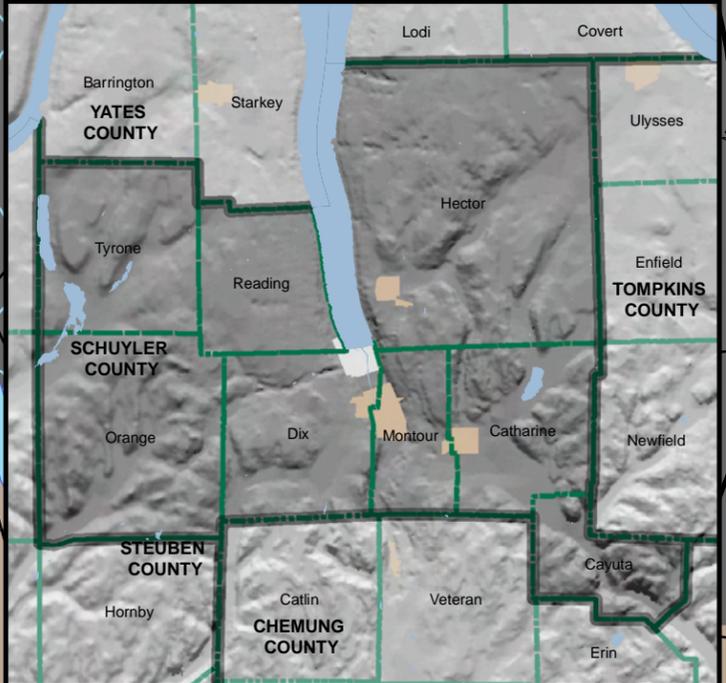
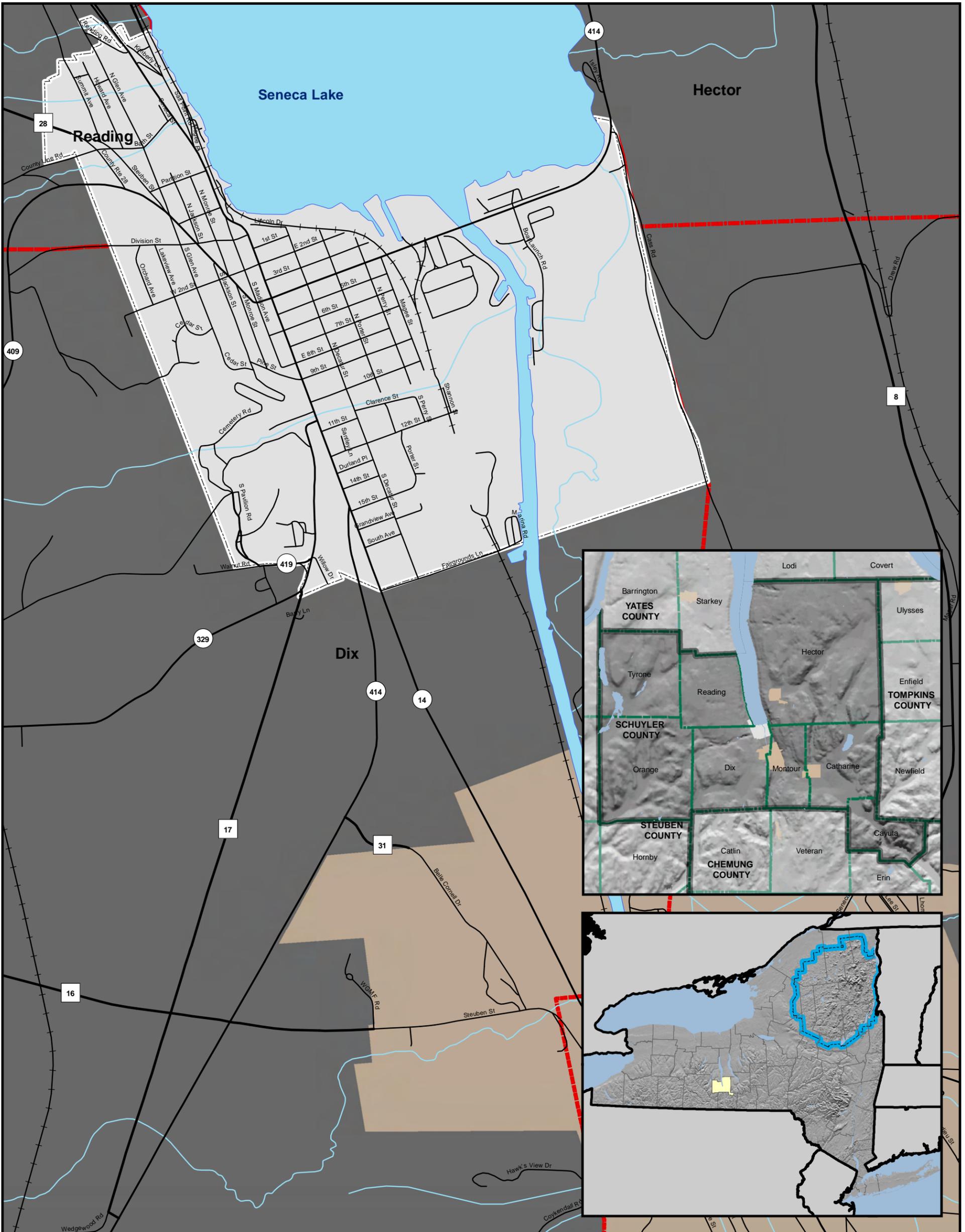
- Promote the use of locally grown foods in restaurants. (Local, NYSA&M, SCCCE)
- Promote access and availability to Community Supported Agriculture (CSA) opportunities. (Local, NYSDEC, NYSA&M, SCCCE)



Potential Funding Sources & Technical Assistance Resources

- | | | | |
|---|---|--|--|
| <ul style="list-style-type: none"> • Village of Watkins Glen (Local) • Watkins Glen Area Chamber of Commerce (Chamber) • Schuyler County Planning & Community Development (SCP&CD) • Schuyler County Cornell Cooperative Extension (SCCCE) • Schuyler County Workforce Development Training Grants (SCWFD) | <ul style="list-style-type: none"> • Schuyler County Partnership for Economic Development (SCOPEd) • Schuyler County Industrial Development Agency (SCIDA) • Schuyler County Historical Society (SCHS) • Southern Tier Regional Economic Development Council (STREDC) • Regional Economic Development & Energy Corporation & Relending Corporation (REDEC/RRC) • Empire State Development Corporation (ESD) • NYS Excelsior Jobs Program (NYSEJ) | <ul style="list-style-type: none"> • NYS Council on the Arts (NYSCA) • NYS Department of State (NYSDOS) • NYS Department of Health (NYSDOH) • NYS Department of Environmental Conservation (NYSDEC) • NYS Energy Research & Development Authority (NYSERDA) • NYS Environmental Facilities Corporation (EFC) • NYS Department of Agriculture and Markets (NYSA&M) | <ul style="list-style-type: none"> • NYS Department of Transportation (NYSDOT) • NYS Housing & Community Renewal (NYSHCR) • NYS Office of Parks, Recreation & Historic Preservation (NYSOPRHP) • Small Business Administration (SBA) • National Park Service, Rivers, Trails, & Conservation Assistance (NPS) • USDA Rural Development , Housing Assistance, Business and Utilities Program (USDA) |
|---|---|--|--|

III. Maps



LEGEND

-  Village of Watkins Glen
-  Towns
-  Villages
-  Schuyler County
-  Body of Water
-  Interstate
-  US Highway
-  State Highway
-  County Highway
-  Local Roads
-  Railroad

Community Context

**VILLAGE OF WATKINS GLEN
SCHUYLER COUNTY, NEW YORK**

Laberge Group
ENGINEERING ARCHITECTURE SURVEYING PLANNING
4 Computer Drive West • Albany, New York 12205
www.labergegroup.com



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LEGEND

-  Village of Watkins Glen
-  Interstate
-  US Highway
-  State Highway
-  County Highway
-  Local Roads

Base Map

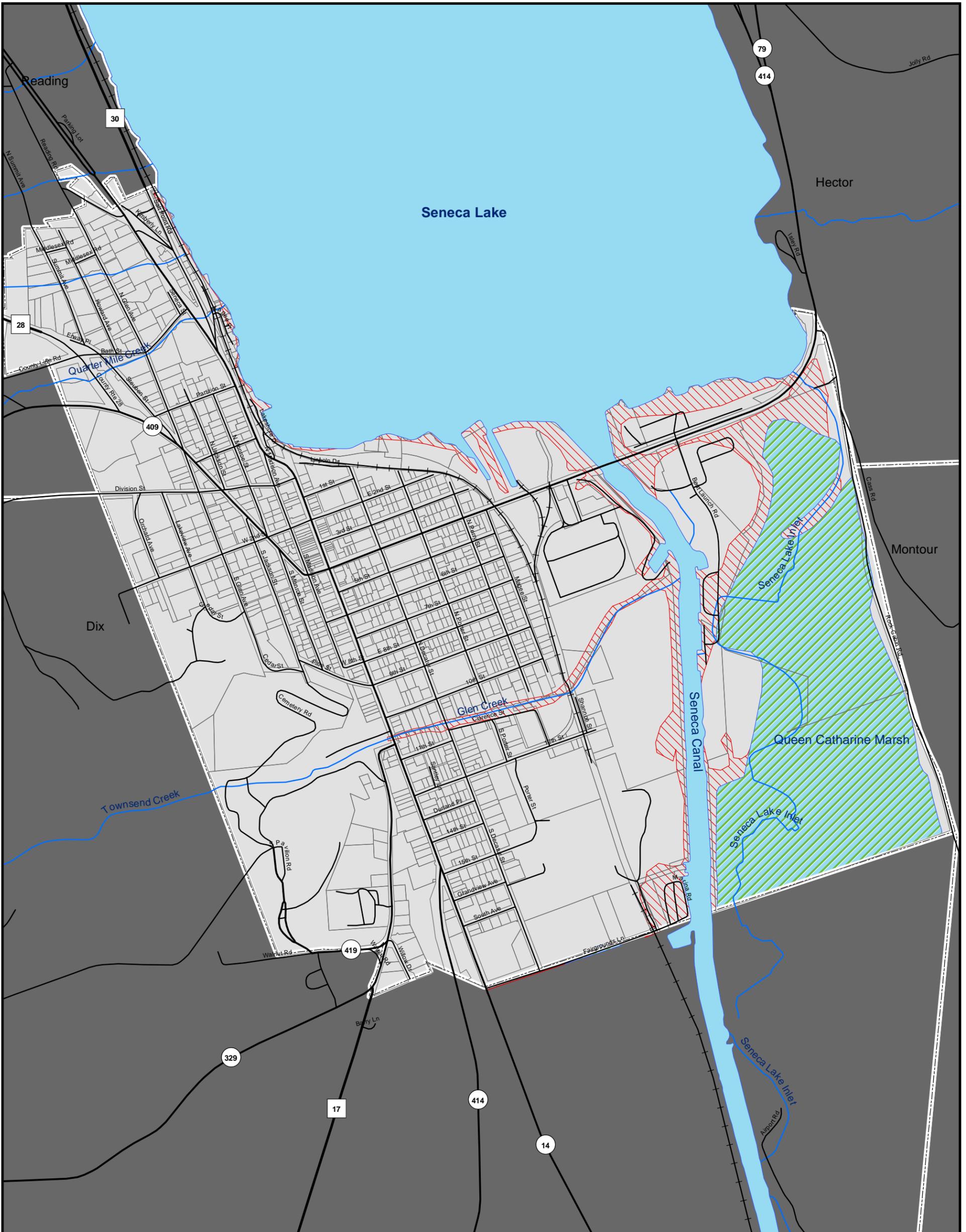
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LEGEND

- | | | | |
|--|-------------------------|--|----------------|
| | Village of Watkins Glen | | Interstate |
| | Adjacent Towns | | US Highway |
| | Parcel | | State Highway |
| | Body of Water | | County Highway |
| | Wetland | | Local Roads |
| | Floodplain | | Railroad |

**Natural Resources -
Water Features**

**VILLAGE OF WATKINS GLEN
SCHUYLER COUNTY, NEW YORK**

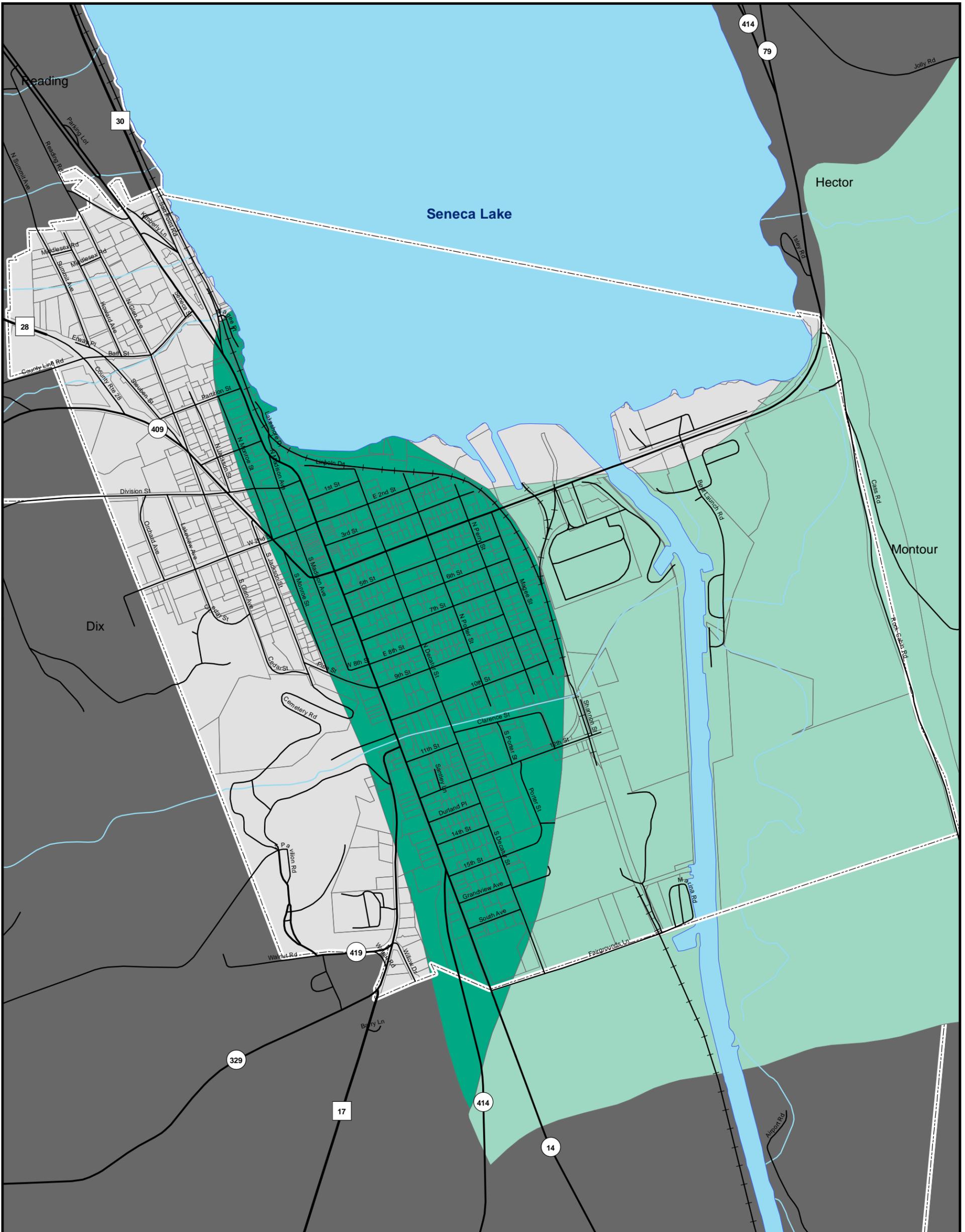


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Miles

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LEGEND

- | | | | |
|--|---|--|----------------|
| | Village of Watkins Glen | | Interstate |
| | Adjacent Towns | | US Highway |
| | Parcel | | State Highway |
| | Body of Water | | County Highway |
| | Aquifer (unconfined mid yield 10-100 gpm) | | Local Roads |
| | Aquifer (confined unknown yield) | | Railroad |

Natural Resources - Aquifers

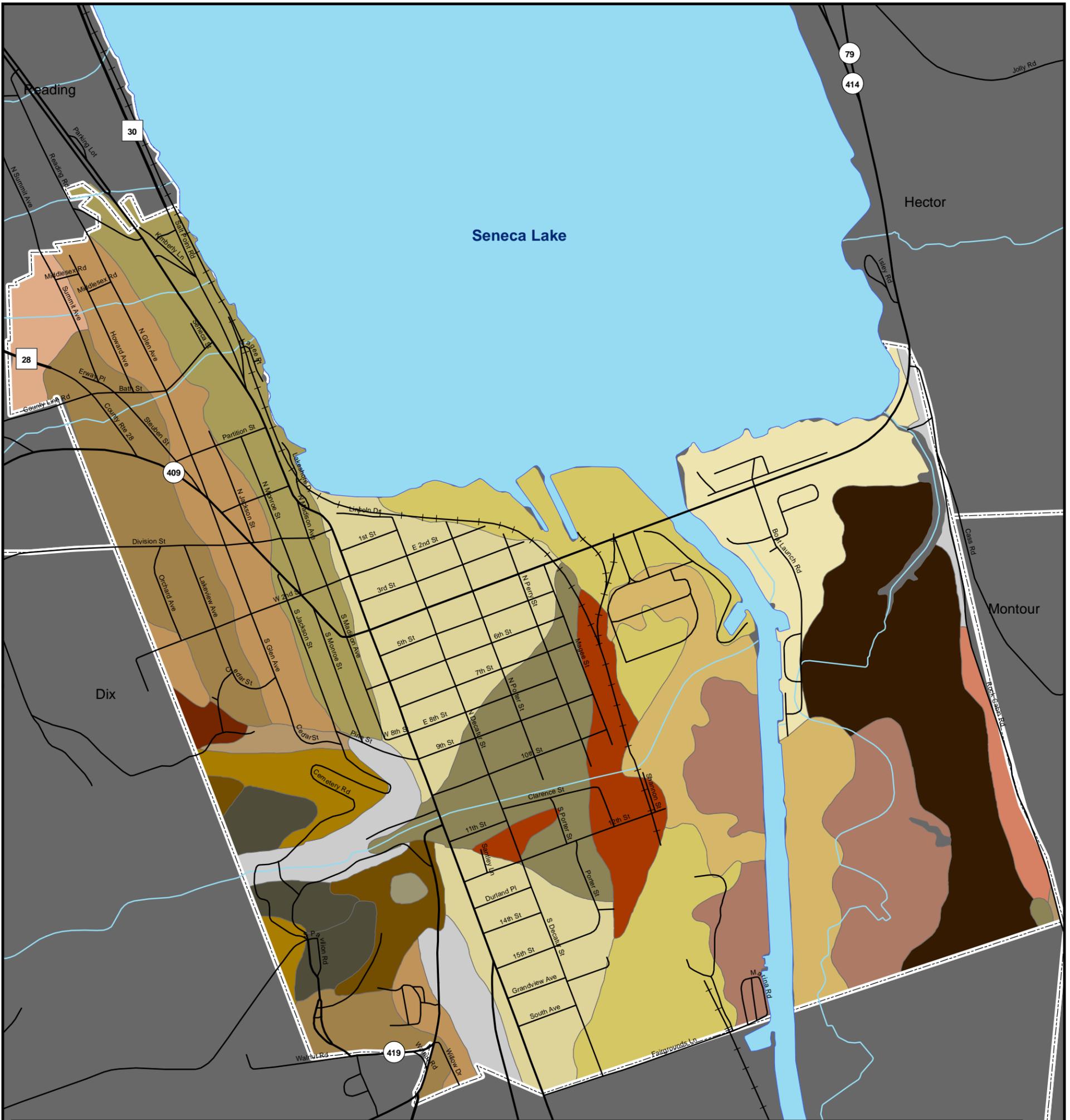
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Soils

	Aquepts and Sapristis		Howard Gravelly Loam		Gravel Pits		Udorthents Smoothed
	Aurora Channery Silt Loam		Howard Moderately Steep		Rock Outcrop-Annot Complex		Valois & Howard Very Steep
	Castile Gravelly Silt Loam		Hudson Gravelly Silt Loam		Schoharie Variant Silty Clay Loam		Valois Gravelly Silt Loam
	Chenango Channery Silt Loam		Lordstown-Annot Steep		Schoharie Silty Clay Loam		Wallkill Silt Loam
	Chenango Gravelly Silt Loam		Lordstown-Annot Very Steep		Teel Silt Loam		Wayland Silt Loam

LEGEND

	Village of Watkins Glen		Interstate
	Adjacent Towns		US Highway
	Body of Water		State Highway
			County Highway
			Local Roads
			Railroad

Natural Resources - Soils

**VILLAGE OF WATKINS GLEN
SCHUYLER COUNTY, NEW YORK**

Laberge Group

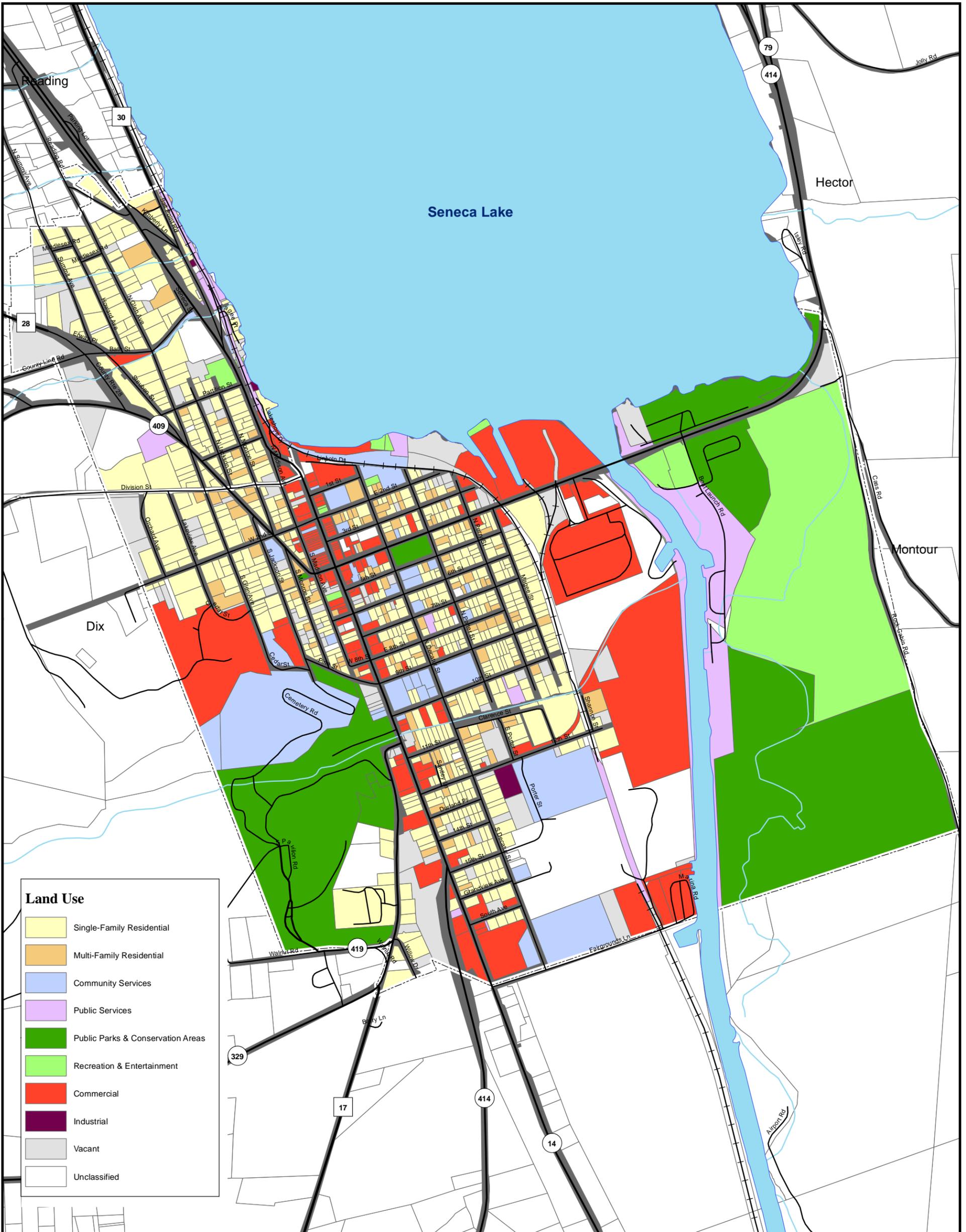
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 GIS Department and NYS GIS Clearinghouse.
 Last Modified 6-26-12
 J:\2012041\Cadd\GIS\MAPS\SoilsMap



Land Use

- Single-Family Residential
- Multi-Family Residential
- Community Services
- Public Services
- Public Parks & Conservation Areas
- Recreation & Entertainment
- Commercial
- Industrial
- Vacant
- Unclassified

LEGEND

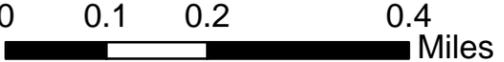
- Village of Watkins Glen
- Adjacent Towns
- Parcel
- Body of Water
- Local Roads
- Railroad
- Interstate
- US Highway
- State Highway
- County Highway

Existing Land Use

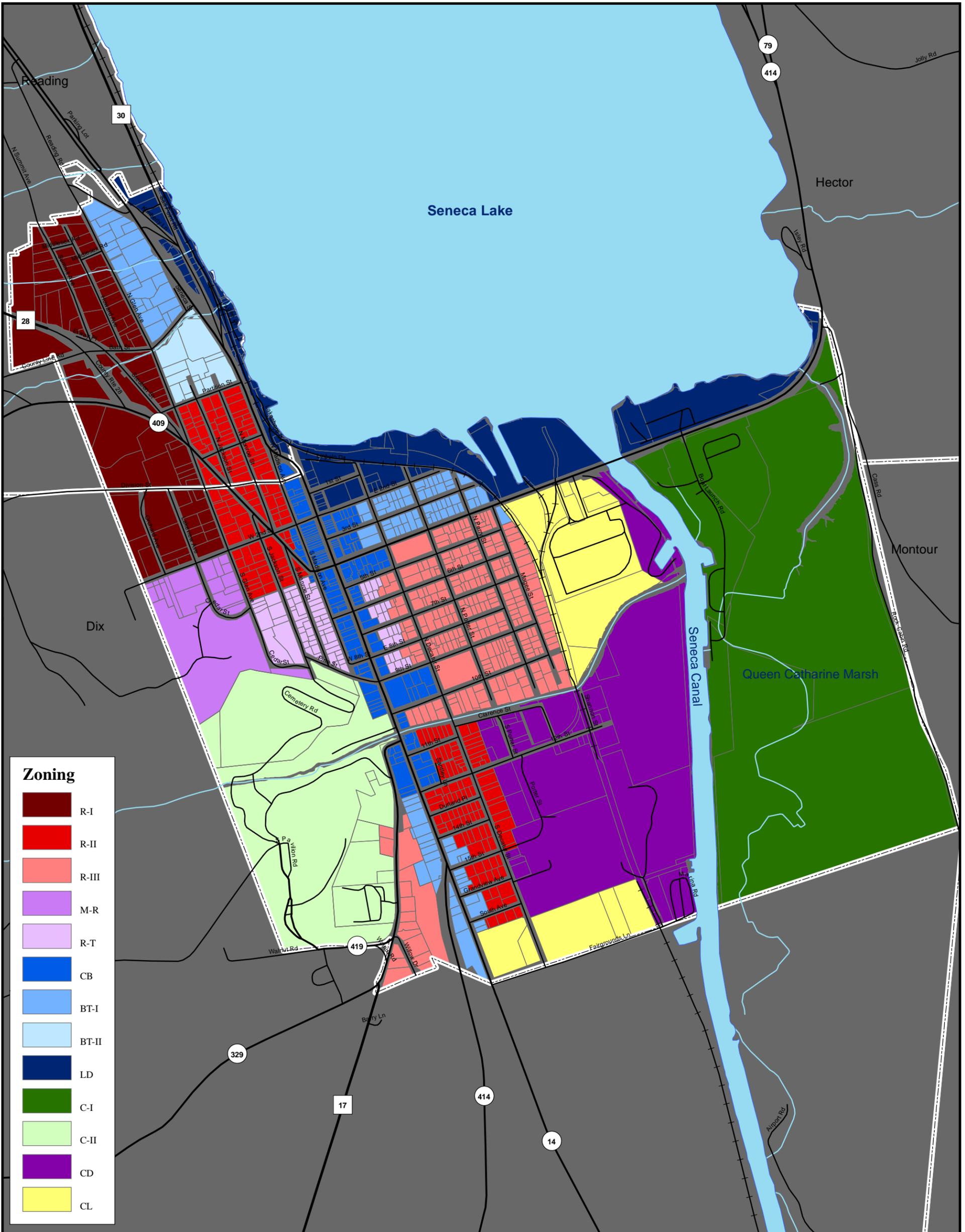
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Zoning

	R-I
	R-II
	R-III
	M-R
	R-T
	CB
	BT-I
	BT-II
	LD
	C-I
	C-II
	CD
	CL

LEGEND

	Village of Watkins Glen		Interstate
	Adjacent Towns		US Highway
	Tax Parcels		State Highway
	Body of Water		County Highway
			Local Roads
			Railroad

Zoning

**VILLAGE OF WATKINS GLEN
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APPENDICES

Appendix A:

Supplementary Plans and Materials

The Village of Watkins Glen has been progressively planning for the future for many years. Past planning and research efforts employed an extensive public outreach process that resulted in a plethora of information, as well as a clear consensus based vision for the future of the village. Listed below are a number of valuable resources that supplement this plan:

Previous Planning Efforts

The Village of Watkins Glen has taken significant strides in recent years to increase the accessibility and usage of the Seneca Lake waterfront. The *Lakefront Management and Development Strategy* will build upon the vision established in the *Local Waterfront Revitalization Program*, the *Village of Watkins Glen/Montour Falls Business District Improvement Strategy* (2005), the *Schuyler County Comprehensive Plan* (2005), and other previous studies to further promote smart development and sound planning of the Seneca Lakefront in Watkins Glen.

Watkins Glen Tomorrow – 1980

Watkins Glen Tomorrow was adopted in 1980 in response to increasingly difficult economic times in Schuyler County. The purpose of the plan was to explore Schuyler County's development potential by concentrating on the Village of Watkins Glen waterfront, which was considered to be the County's key economic development opportunity. Key opportunities and obstacles for transforming the dilapidated industrial waterfront were identified through an exhaustive market and physical analysis of the project study area.



Objectives for development were vetted during Steering Committee Meetings and a Citizens' Workshop. Through the public participation process, it was determined that Watkins Glen should capitalize on its potential for recreational and cultural tourism. A Preliminary Development Program was assembled as a working list of potential projects to help revitalize the Watkins Glen waterfront. Public consensus for the plan's objectives and Preliminary Development Program evolved through a three-part series of interactive television shows.

The Steering Committee and the Design Team analyzed the Preliminary Development Program to determine market support and financial feasibility. The projects with the greatest market support formed the two-phased Final Development Program. Prospective projects included a marina, condominium housing, a hotel, specialty retail, and a waterfront park. The potential economic impact of this program on Watkins Glen and Schuyler County were analyzed. The plan estimated that the program would extend the average visitor's length of stay, resulting in increased spending in the area.

Watkins Glen Lakefront Development Concept Plan – 1990

The *Watkins Glen Lakefront Development Concept Plan* was completed in 1990 as a follow-up to *Watkins Glen Tomorrow*. The purpose of the concept plan was to re-evaluate



Watkins Glen's waterfront development potential and to suggest a revised development approach in response to market and funding conditions. The plan intended to build upon over \$11 million invested over the past ten years in the redevelopment of the waterfront. Project partners included the Five Lakes Development Corporation, Schuyler County, the Village of

Watkins Glen, and private property owners.

The Lakefront Development Area was bounded to the east by Cargill Salt and by NYS Route 14 to the west. The Study Area's southern boundary was Second Street, North Perry Street and Fourth Street. The plan identified preferred development uses for four sites in the 18.6-acre Lakefront Development Area. Preferred uses included the following:

- Facilities for research and development
- Office headquarters for regional institutions
- Banks, insurance companies, or financial institutions
- Specialty retail
- Discount retail
- Parking
- Restaurants
- Educational, civic, institutional or religious facilities
- Business service uses
- Public and quasi-public uses
- Open space and outdoor recreation

The uses outlined for each site were intended to provide guidance to interested parties in order to ultimately improve waterfront connectivity and access. The plan also explained the means through which the implementation of the project would be pursued. These methods included private developer solicitation, identification of potential occupants, and identification of potential public and private funding mechanisms.

Clute Park Schematic Plan – 1994

The *Clute Park Schematic Plan* was adopted in 1994 as a comprehensive master plan for the existing Clute Park. The plan reflects three primary intentions: unify the park in terms of visual identity and pedestrian access across NYS Route 414; interpret the unique natural and cultural history of the park site; and accommodate future public recreational use of the park. Special attention was given to the rehabilitation of the shoreline, development, and relocation of recreational activities, development of a new park entrance, and building and design proposals for the Barge Canal and Tank Beach areas. The park was surveyed to develop a topographic base map and intensive research was conducted on the site's natural and cultural history. Existing conditions were assessed through the analysis of the base map and site visits.



Two schematic design alternatives were generated for the review of the Clute Park Committee. The alternatives illustrated potential patterns of pedestrian and vehicle circulation; locations for significant elements such as the park entry, historic salt derrick, recreation areas and facilities, new plantings; and provisions for significant views to and from the park. A third and final design was submitted in response to the comments of the committee.

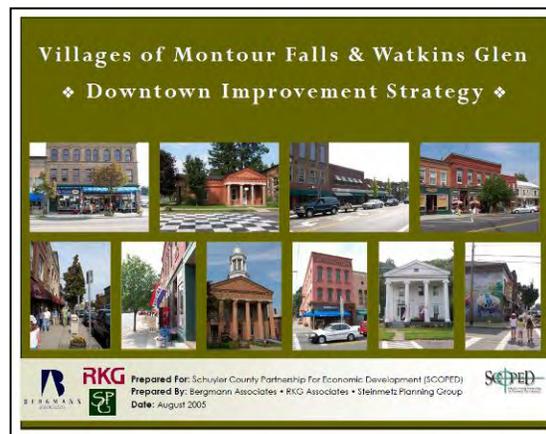
The final design designated the historic waterfront area for primarily passive uses, with the exception of active water sports. Active recreational facilities, including a soccer field, tennis courts, and a ball field, were to be located on the park's south side. A regional Salt Museum was a major component of the Schematic Plan. The historic Watkins Salt Well No. 1, which was scheduled to be moved from its current location on Franklin Street to Clute Park, was the proposed focus of the museum. The museum would serve as a landmark, visible from NYS Route 414, Seneca Lake, and within the park. In addition, a new park office building was proposed on NYS Route 414 at the main vehicular entrance to the park.

Schuyler County Comprehensive Plan – 2004

The *Schuyler County Comprehensive Plan* was adopted in 2004. The goals of the plan were to facilitate positive growth, protect natural resources, reduce reliance on property taxes to provide local services, and maintain a sense of community character. The plan's goals and objectives were shaped by the input of residents through task groups and a countywide survey. The plan's main focus areas were as follows: agriculture; economic development; education, historic and cultural resources; environment, natural resources and recreation; government, public services and land use; housing, population and social concerns; infrastructure; and transportation.

Villages of Montour Falls & Watkins Glen Downtown Improvement Strategy – 2004

In 2004, the Schuyler County Partnership for Economic Development (SCOPEd) was awarded a grant from the federal Appalachian Regional Commission and the New York State Governor's Office for Small Cities to develop a *Downtown Improvement Strategy* for the Villages of Watkins Glen and Montour Falls. The planning process was guided by a Downtown Advisory Committee (DAC) composed of business-owners, residents, and agency representatives from



both downtown districts. Specific issues to be addressed and studied during the project included the current mix of retail, recreation and entertainment, infrastructure, traffic flow, and retail growth opportunities. The plan also examined the impact of regional retail plazas and the new Wal-Mart shopping center on both of the business districts. A marketing study was conducted, which reviewed economic indicators, demographics, the real estate market, and consumer income and spending potential. A survey was also distributed to employees of local establishments, merchants, and consumers. Additional public input was obtained through three public meetings. The mission statement and the main strategies of the plan were based on the results of a SWOT analysis conducted during the first public workshop.

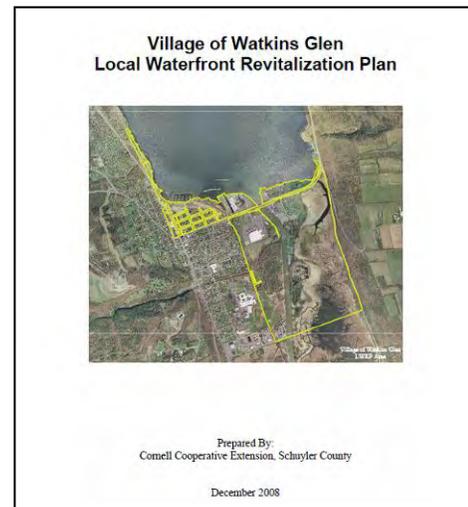
The plan recommended that the Main Street Approach be used as a model to facilitate downtown improvements. Efforts were to be focused on five strategy areas identified during the planning process. The five strategy areas are listed below:

- **Economic Development:** Increase revenues of existing business owners while identifying new enterprises that may be beneficial to the downtown areas.

-
- **Marketing & Promotion:** Increase the popularity of the downtown areas to local residents and visitors through image development and special events.
 - **Design:** Improve the physical appearance and function of the district.
 - **Infrastructure:** Facilitate the ongoing investment in the facilities necessary to operate a successful downtown area.
 - **Community:** Ensure the ongoing operation of the program, such as human and financial resources.

Village of Watkins Glen Local Waterfront Revitalization Plan (LWRP) – Pending

The *Village of Watkins Glen Local Waterfront Revitalization Plan (LWRP)* was adopted in 2008. The study area included those portions of Seneca Lake, Seneca Canal, and Queen Catharine Marsh that are located within the Village, as well as lands immediately adjacent to the lake and east of the Conrail railroad right-of-way. The goals of the LWRP were to provide greater public access along the lakefront and Seneca Canal, reuse and revitalize under-utilized areas, and guide development away from environmentally sensitive lands. These goals were identified through the Inventory and Analysis and a public participation process.



The LWRP included a list of proposed projects that would aid in the revitalization of the Seneca Lakefront. The projects aimed to increase pedestrian and vehicular access to the waterfront, foster downtown improvements, enhance the Village’s “Northern Gateway,” improve recreational areas, and promote aesthetic consistency throughout the Village. The proposed projects were accompanied with cost estimates and timelines.

Techniques for local implementation of the LWRP were also provided. The plan pointed out aspects of the existing Zoning Law that would serve to implement the policies and projects of the program, including the Lakefront Development District, the Canal District, and the site plan review process. The plan also detailed the necessary actions that would need to be undertaken by the Village of Watkins Glen, the Schuyler County Partnership for Economic Development (SCOPED), the Schuyler County Industrial Development Agency (SCIDA), New York State, and private stakeholders in order to implement, manage, and finance the LWRP.

Village of Watkins Glen Parking Census – 2009

The *Village of Watkins Glen Parking Census* was developed in 2009 by the Cornell Cooperative Extension of Schuyler County. The purpose of the study was gain a better understanding of parking availability in the Village. A study area was identified, which spanned north-to-south from the waterfront to 6th Street and east-to-west from Madison Avenue to Porter Street. The number of parking spaces within the study area was counted and occupancy rates were identified in order to determine if a parking problem existed. Occupancy rates were established through a four-day parking census, which represented different times during the tourist season. Occupied spaces were also counted during three different time periods each day (8:30-10:30 am, 11:30-1:30 pm, and 5:00-8:00 pm). The study found that the parking spaces with the highest occupancy were concentrated within the Village's business district between 1st and 5th streets and Franklin and Decatur streets, as well as between 2nd and 4th streets and Madison and Franklin streets. Occupancy was found to be low in the morning, highest mid-day and lowest in the evening. However, it was found that a special event could increase evening occupancy rates. The municipal off-street parking lot between 4th and 5th streets demonstrated a consistently high level of occupancy across all days with highest occupancy during mid-day and evening. Other parking hot spots include 1st and 2nd streets in the evenings, the portion of 5th street between Franklin and Decatur in the morning, and the middle portion of Franklin Street between 2nd and 4th streets in the afternoon and evening.



Overall, the study determined that there is adequate parking in the study area. Although there were areas of congestion in the study area, additional parking was available within a half-block radius. In order to eliminate perceived parking issues, the study recommended the following:

- Provide signage indicating the location of additional parking,
- Ask employees to park further from where they work to allow more space for patrons,
- Paint parking lines to help direct people how to park,
- Introduce lighting and streetscaping in order to create more inviting space away from downtown,
- Repave portions of the existing parking areas, and
- Maintain consistent enforcement of parking time limits.

Villages of Watkins Glen and Montour Falls Area Transportation Study – 2009

In 2009, the *Village of Watkins Glen and Montour Falls Area Transportation Study* was conducted as a scoping exercise geared toward providing an inventory and planning-level analysis of existing conditions and future opportunities along the NYS Route 14 corridor. The study area extended approximately three miles along NYS Route 14 and also included a three-quarter mile segment of NYS Route 414 within the Village of Watkins Glen. The transportation goals of previously conducted



reports and studies were reviewed and synthesized, as well as the results of various traffic counts and traffic impact statements. As a result of the existing conditions analysis, eight viable projects/improvements were identified for further consideration and are listed below:

- ***Safety Issues with NYS Route 414:*** Address safety issues with NYS Route 414 involving the weight restriction and truck bypass.
- ***Northern Gateway Improvements:*** Implement traffic calming measures to remedy current issues, including a center median and road narrowing at the “S” curve.
- ***Corridor-Wide Access Management:*** Develop standards for setbacks, curb cuts, and shared access for the entire NYS Route 14 corridor within the Village of Watkins Glen and incorporate further south towards the Village of Montour Falls.
- ***Development Coordination Group:*** Establish a more formalized process for the review and coordination of projects between the Town, Village, County, NYSDOT, and regional transportation agencies.
- ***Watkins Mill Crossing:*** Conduct further traffic evaluation to determine the feasibility of extending the grid system over the creek through the creation of a new bridge.
- ***Village-Wide Parking Assessment:*** Inventory and assess on-street and municipal lots for their capacity and ability to meet current and future demands.
- ***Improved Access to Salt Point Road:*** Improve the connection through adjustments to the current roadway or explore the feasibility of a new connector.
- ***Circulator Streetcar Bus:*** Foster local and regional support for the concept and begin to identify what organization/agency is best equipped to pursue funding, conduct ridership estimates, plan routes, and determine ultimate project feasibility.

These projects would require more detailed engineering and cost/benefit analysis. Funding for additional evaluation or implementation was recommended to be obtained through the NYSDOT Access Management Program or the municipalities.

Village of Watkins Glen, Lakefront Management & Development Strategy, 2010 – pending adoption

In 2009, the Laberge Group was commissioned by the Schuyler County Partnership for Economic Development (SCOPED) to develop the Village of Watkins Glen Lakefront Management and Development Strategy. Through this Strategy, Watkins Glen hopes to capture “the magic” of waterfronts and to pave the way for a new vision that builds on the Village’s history and unique character.



Implementation of the Strategy will allow the Village to not only imagine itself as a place where living, working and playing are linked to the unique natural resource of Seneca Lake, but to consider the possibility that this resource can be experienced as a continuous waterfront system. From vibrant public spaces, fresh-water beaches, tree-lined, and pedestrian scaled trails, the waterfront vision will achieve a future new image that is a priceless asset, capable of generating an immeasurable return for generations to come. As a result, five focused elements with specific goals and strategies were created for the Village. These five focused elements included:

- Physical Improvements (Seneca Lakefront Improvements, Clute Park/Tank Beach Improvements, and Seneca Canal Improvements)
- Access & Connections (Regional Access, Local Access & Improvements, and Water Transportation Improvements)
- Signage & Streetscape (Signage, Streetscape, and Design Guidelines, Site Planning & Land Use Regulations)
- Economic Development (Tourism, Recreational & Cultural Activities, Economic Development Opportunities, and Land Use Recommendations)
- Sustainability & Environmental Quality (Reduce, Reuse & Recycle, Natural Resources, and Education & Policy)

Village of Watkins Glen Design Guidelines, 2010 – pending adoption

In 2010, as part of the development of the Lakefront Management Plan, the Laberge Group and Synthesis LLP crafted Design Guidelines for the lakefront and downtown areas. The guidelines were created in order to provide a path for good design in future development projects, and convey general policies about new construction, site work, signage, lighting, building massing, and location. The guidelines provides samples of desirable and undesirable elements, and includes photographs and illustrations to guide the Planning Board in future deliberations.

Appendix B:

Community Survey Results Summary

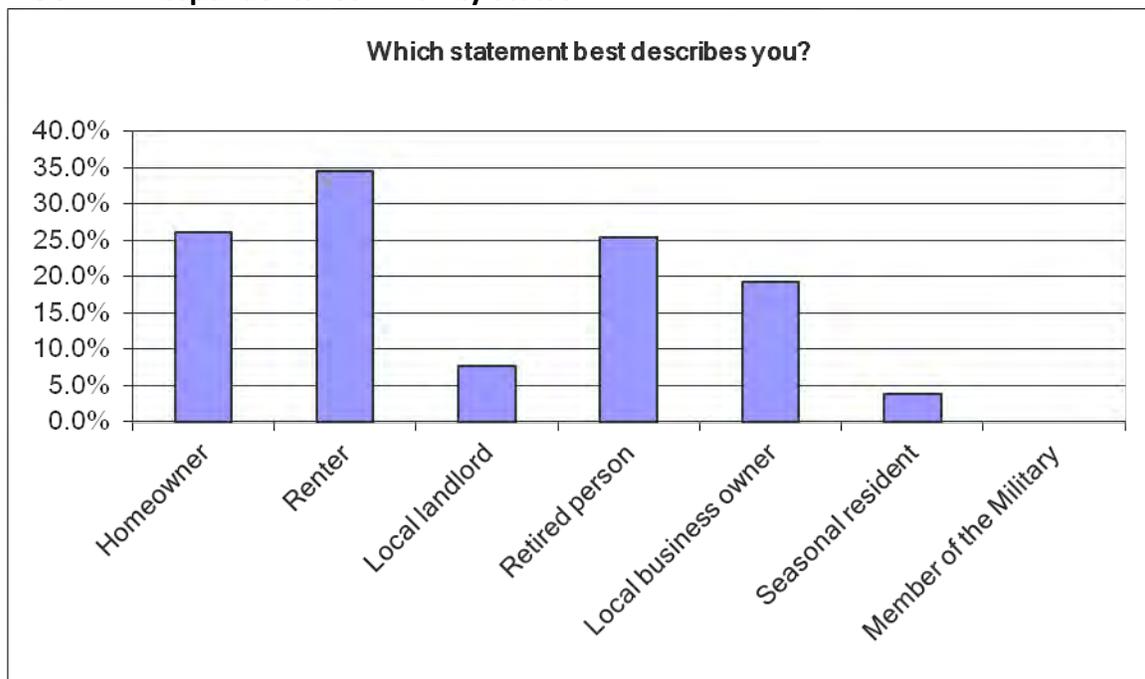
A survey was created to gather input from the community about various aspects of Watkins Glen. The online survey was available to be taken from June 14th until July 1st and 97 residents responded. The survey was posted on the Village of Watkins Glen website, published in the Watkins Glen Review, and mentioned at various public meetings. Additionally, a hardcopy survey was given to the Jefferson Village retirement community and collected 38 surveys. In total, 135 surveys were returned online and in hardcopy format. This response rate accounts for approximately 7% of the total village population.

Sixteen (16) questions were asked, including multiple choice, as well as open-ended questions. The following pages highlight the key findings of the Community Survey based upon the responses of participants. The full results follow this discussion.

Demographics

The survey asked a few questions to better understand the demographic make-up of the respondents. Of those who responded to the first question, 34 owned homes in the community and 45 rented, while 25 were local business owners and 33 were retired. Slightly more survey respondents were women (55%) than men (45%). The age range of respondents was skewed older, where more than 60% identified themselves as older than 55. Additionally, a question asked how long the survey taker had lived in the village and the results were somewhat spread out, from 0 - 5 years to those living in the village for over 21 years.

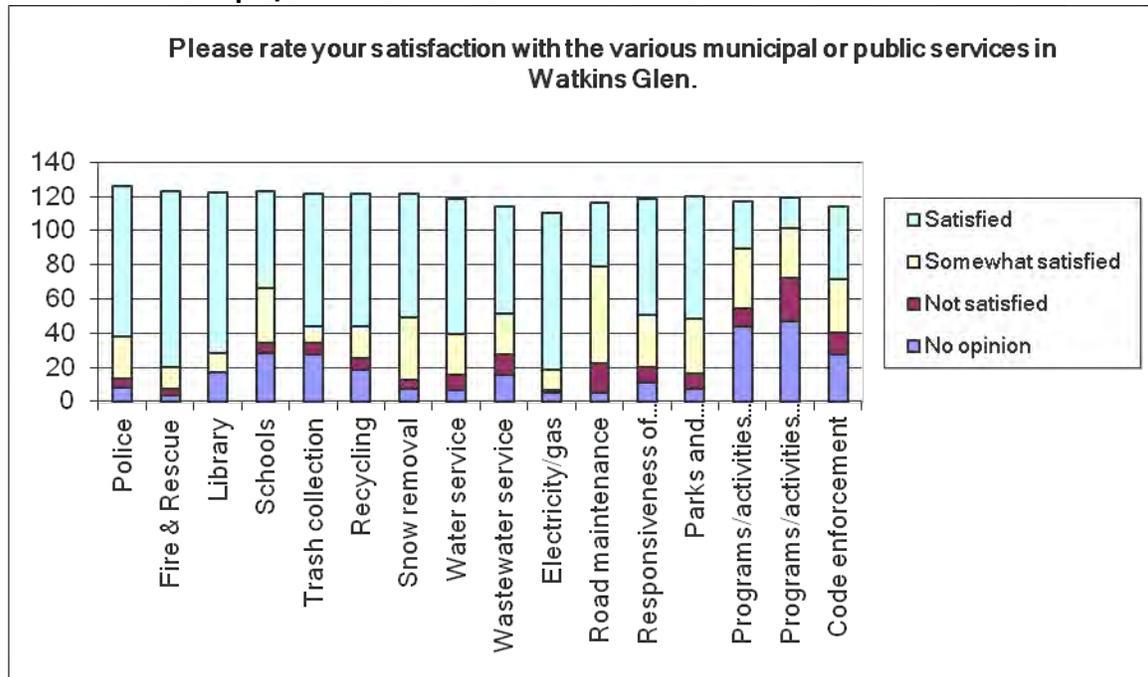
FIGURE 1: Respondents' Community Status



Public Services

Survey takers were asked to rate their satisfaction with a variety of municipal and public services. “Fire & Rescue”, “Library”, “Electricity/gas”, and “Police” received the highest number of “satisfied” responses (103, 94, 92, and 88 respectively). “Programs/activities for youth”, “Road maintenance”, and “Wastewater services” received lower overall satisfaction ratings, although the majority of responses will still “satisfied” or “somewhat satisfied” (25, 17, and 12 respectively).

FIGURE 2: Municipal/Public Services Satisfaction

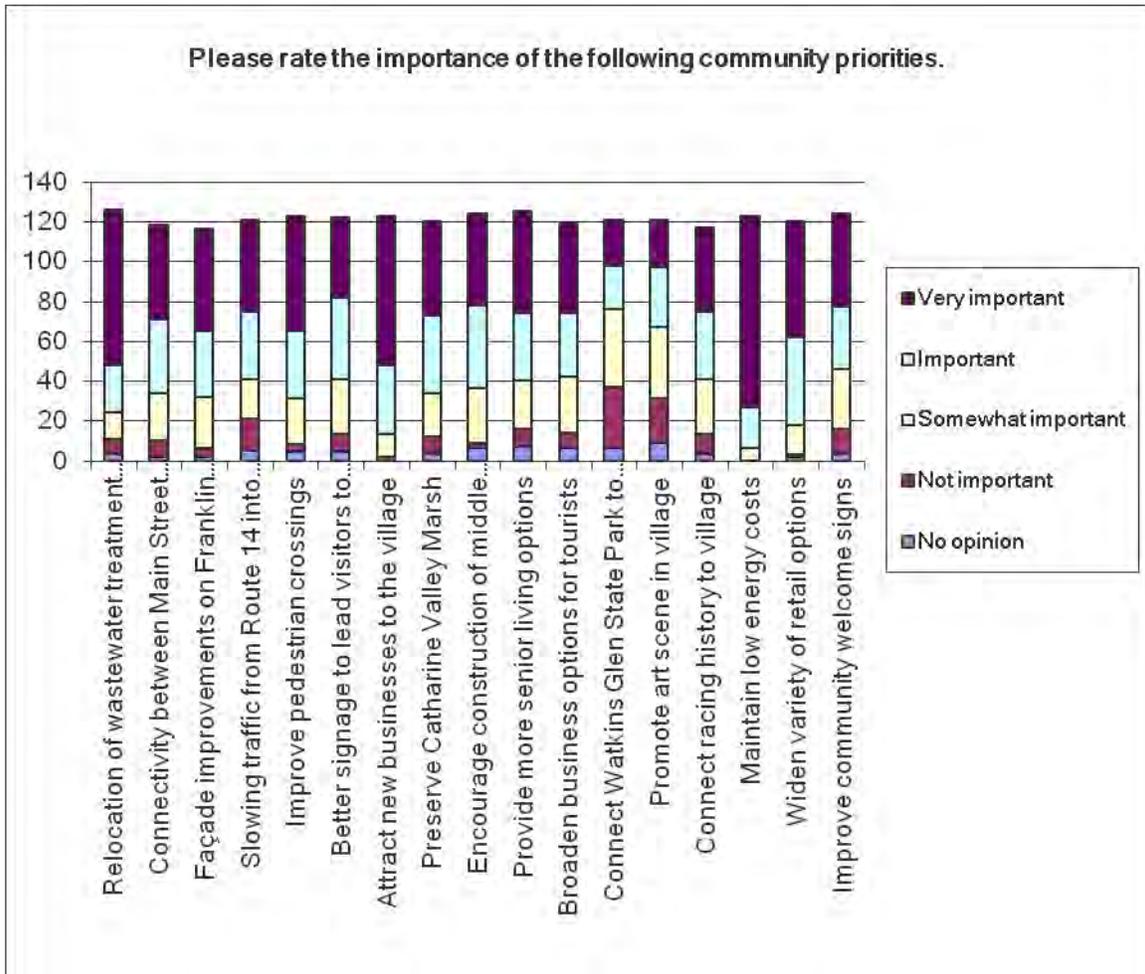


Community Priorities

A question was asked about the importance respondents would give to various community priorities that have been discussed or identified in public meetings. The top five community priorities, identified as “very important,” were:

- Maintain low energy costs
- Relocation of wastewater treatment plant
- Attract new businesses to the village
- Improve pedestrian crossings
- Widen variety of retail options

FIGURE 3: Community Priorities

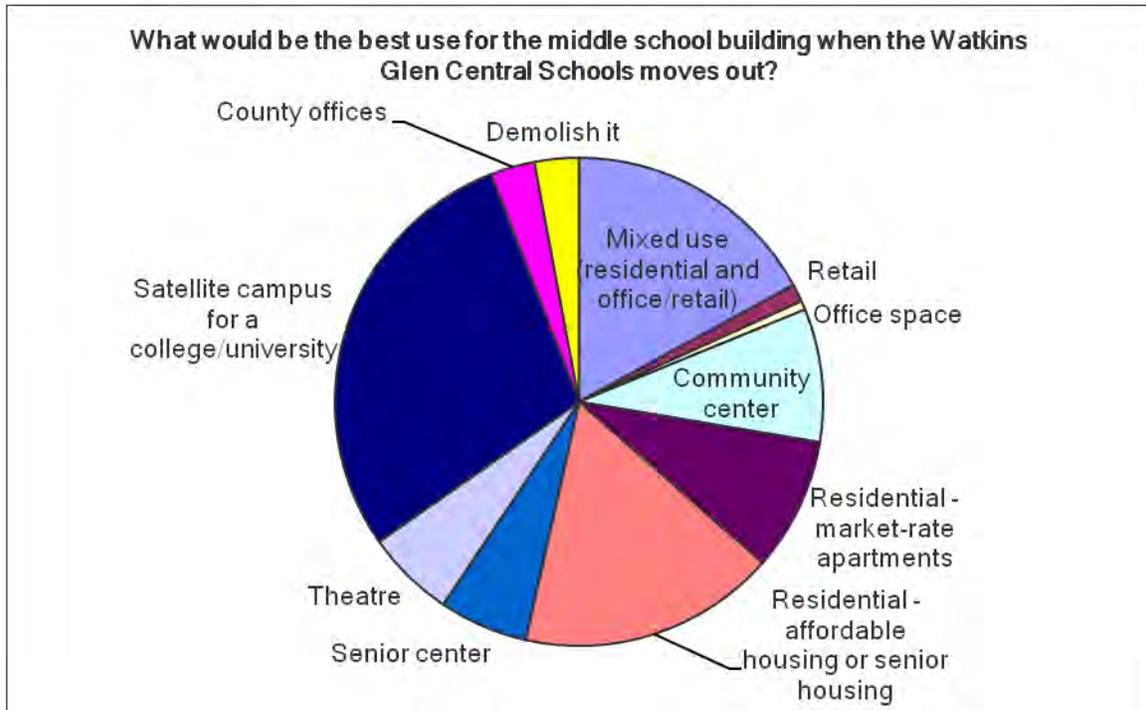


Watkins Glen Middle School Building

The Watkins Glen Central School District is planning to discontinue use of the current middle school building in the next few years and the building, which has been found to be structurally sound, and could potentially be a good infill development site for the village. A question was asked about what the community thought would be good uses for that building. The following chart shows the complete result of the question. The top five uses that respondents thought would be best were:

- Satellite campus for a college/university
- Residential - affordable housing or senior housing
- Mixed use (residential and office/retail)
- Community Center
- Residential – market-rate apartments

FIGURE 4: Use of Middle School Building



Franklin Street Revitalization

Franklin Street, or Route 14, is the main street of the village and has seen significant change since the village’s creation. The “main street” section from about 6th street to the waterfront is characterized by historic 2-3 story buildings, with some spaces where buildings have been torn down and left vacant, replaced with parking, or a newer building has been constructed. Because Franklin Street has the most commerce in the village, it is an ideal place for further growth.

Two questions were asked about Franklin Street: what could be done to bring additional businesses to set up shop on Franklin Street, and what additional uses would respondents like to see.

Survey respondents marked the following three as ways to attract more businesses to Franklin Street:

- More parking
- Improved building appearance
- Road & sidewalk improvements

These top three were followed closely by “lower taxes” and “low interest business loans.”

FIGURE 5: Attracting New Businesses

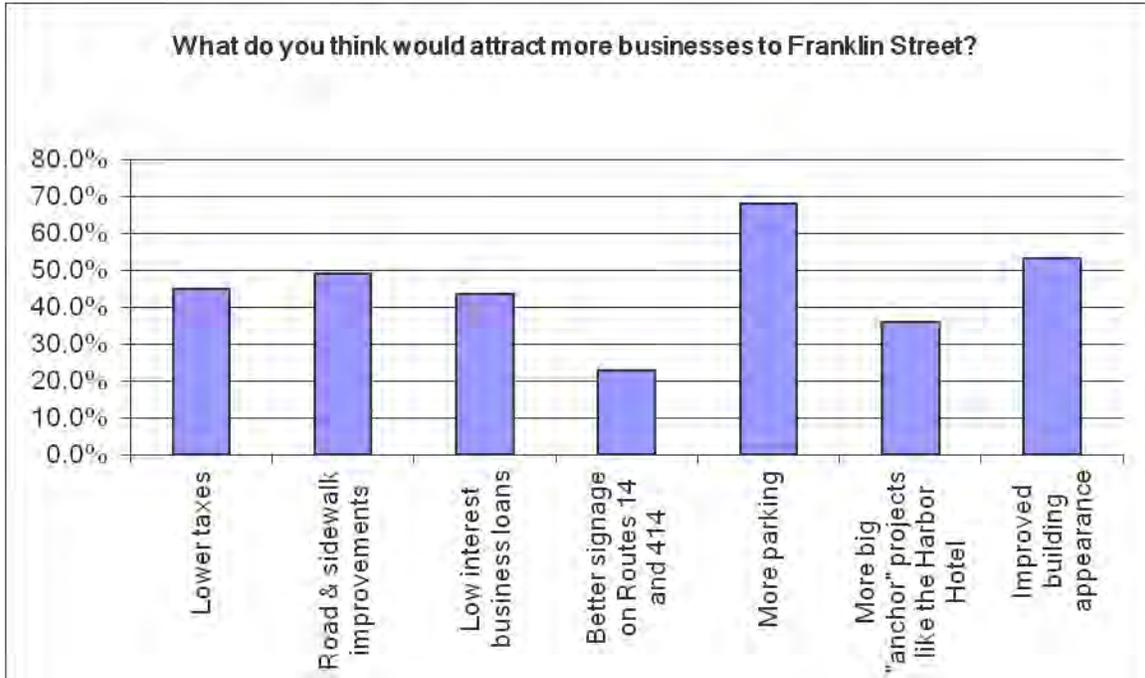
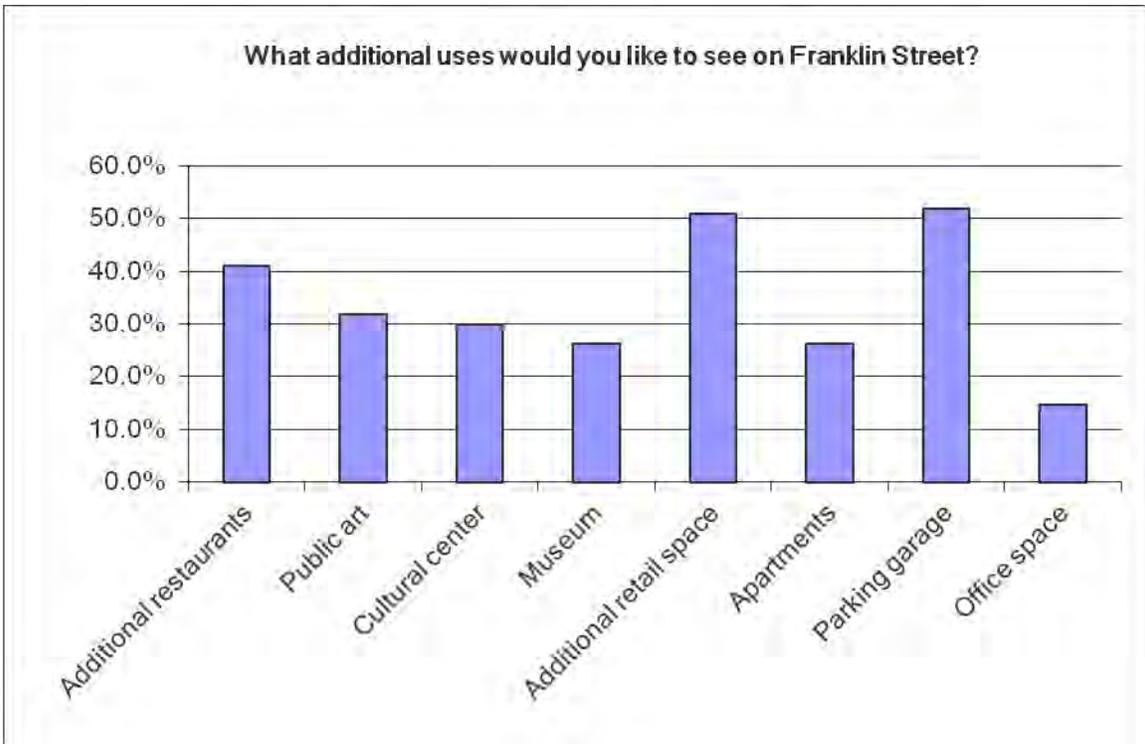


FIGURE 6: Additional Uses on Franklin Street



Respondents marked the following three as additional uses they would like to see on the Franklin Street:

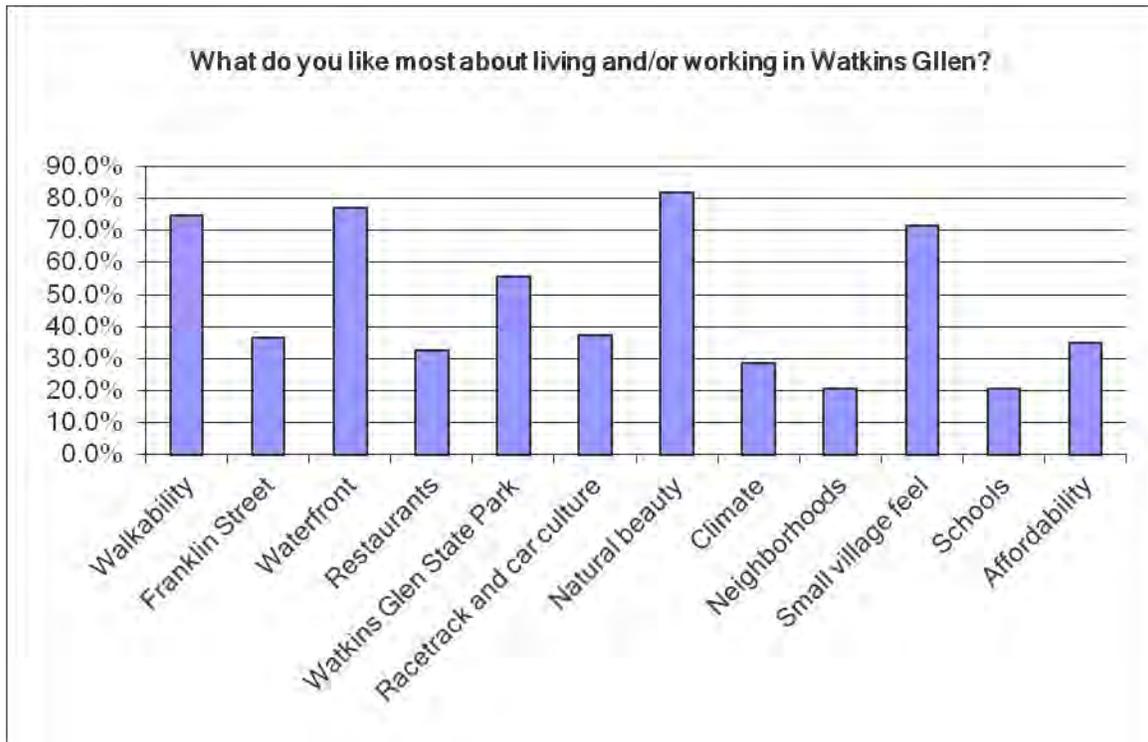
- Parking garage
- Additional retail space
- Additional restaurants

Living and Working in Watkins Glen

The survey asked what respondents liked most about living and/or working in the village. The top five results were:

- Natural beauty
- Waterfront
- Walkability
- Small village feel
- Watkins Glen State Park

FIGURE 7: Living and Working in Watkins Glen



Additional Development

Two questions were asked to see how respondents felt about various future development types. Respondents were asked to mark which additional development types they would *encourage* and, in a separate question, *discourage* in the village. The top five development types to be *encouraged* were:

- Single-family housing
- Retail
- Senior housing
- Recreation/parks
- Restaurants
-

The top five development types to be *discouraged* were:

- Campsites/RV park
- Light industry
- Multi-family housing
- Commercial
- Rental housing

FIGURE 8: Development to Encourage

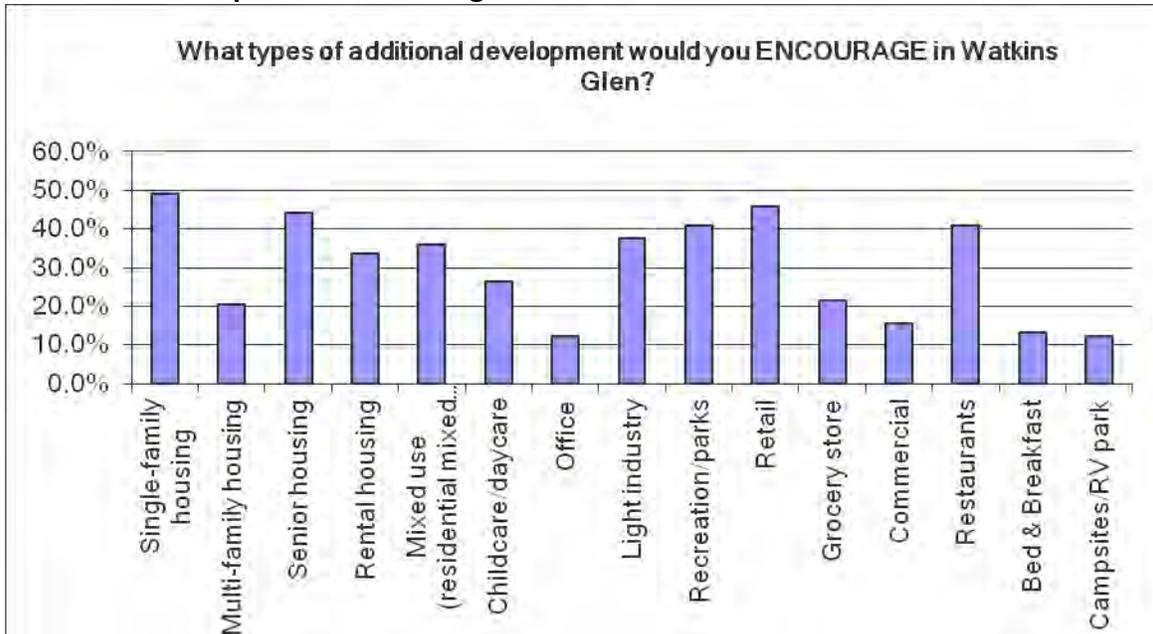
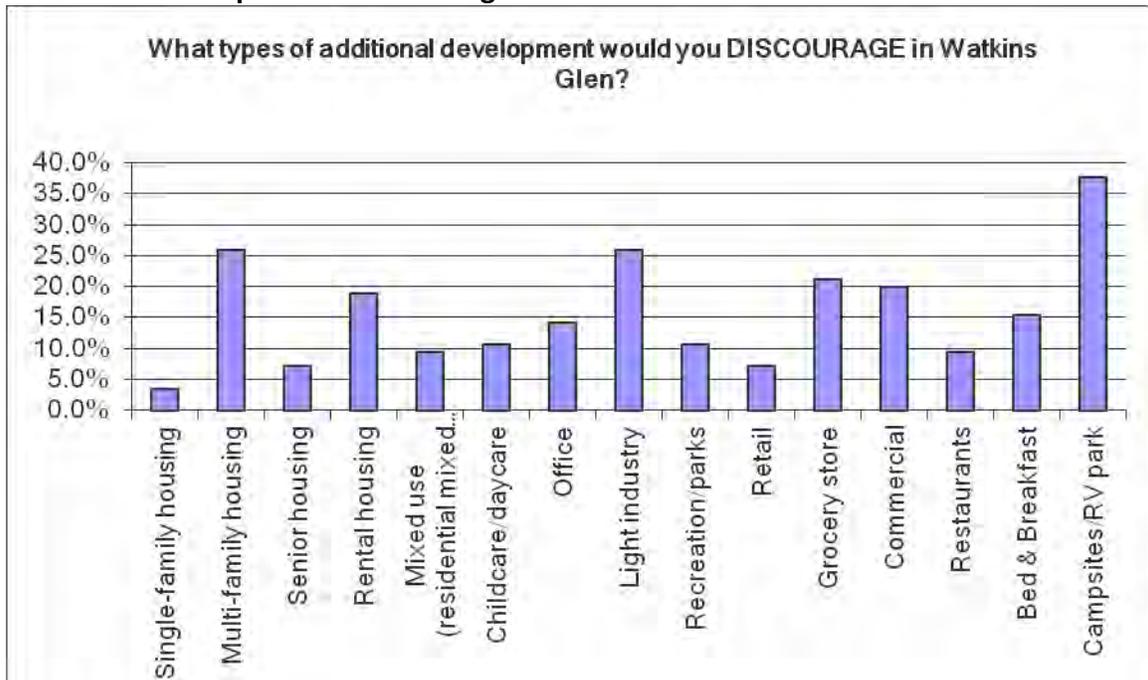


FIGURE 9: Development to Discourage



Leaving Watkins Glen

The survey asked that if residents were planning to leave the village to identify their reasons. While most marked that they were not leaving, the top five reasons for leaving were:

- Not enough employment options
- Taxes too high
- Not enough housing
- Loss of community character
- Housing is too expensive

Each of these responses garnered no more than 14 responses and 55 of the 90 respondents who answered this question marked that they were not planning to leave.

Village Improvements and Open-Ended Comments

Two open ended questions were asked. One asked respondents to list three things the village could improve and the other provided an area for general comments.

The improvements question generated various themes among the responses. Transportation emerged as the most visible theme and incorporated everything from truck traffic on Routes 14

and 414 to parking. Community appearance came through as another major theme and encompassed topics like building appearance downtown to cleanliness of streets and lots. Other important themes to the community were better signage, more activities, taxes, moving the wastewater treatment plant, parks, and housing.

Appendix C:



WATKINS GLEN ROADMAP

Watkins Glen needs your help!

Provide your thoughts on the future of the village.

Help create the **Comprehensive Plan!**

Monday, June 18th (Visioning)

7:00pm

Community Center (155 S. Clute Dr)

Tuesday, June 19th (Goal setting)

7:00pm

Community Center (155 S. Clute Dr)

Be sure to fill out the community survey at

www.WatkinsGlen.us

Or contact us at WatkinsGlenRoadmap@gmail.com

or (607) 215-GLEN (4536)

Comprehensive Plan

Village of Watkins Glen, New York

June 18, 2012



THE PROJECT TEAM

Laberge Group

Ben Syden – Director of Planning

Role: Team Lead

Nicole Allen – Senior Planner

Role: Project Manager



Synthesis LLP

Ian Law –

Director of Landscape Architecture & Urban Planning

Role: Urban Designer



Comprehensive Plan

Village of Watkins Glen, New York



Visioning Workshop Agenda

- Introductions
- Overview of Comprehensive Plan Process
- Presentation of “Anatomy of a Vibrant Downtown”
- Small Group Visioning Sessions
- Small Group Presentations
- Large Group Discussion
- Questions and Answers
- Next Steps



Comprehensive Plan

Village of Watkins Glen, New York

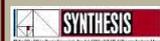


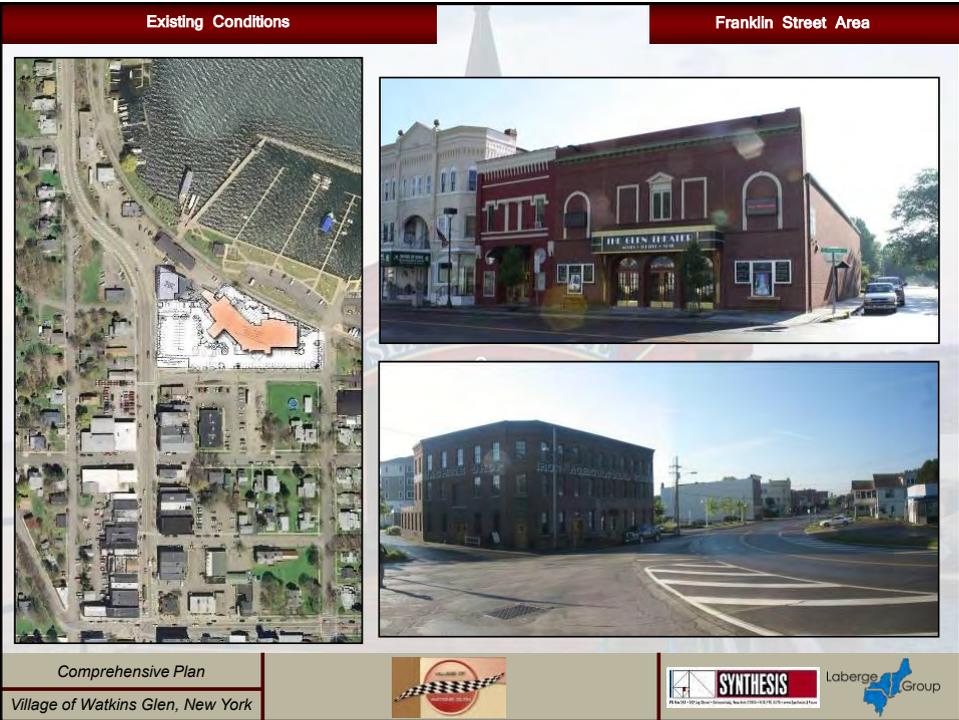
STUDY AREA



Comprehensive Plan

Village of Watkins Glen, New York





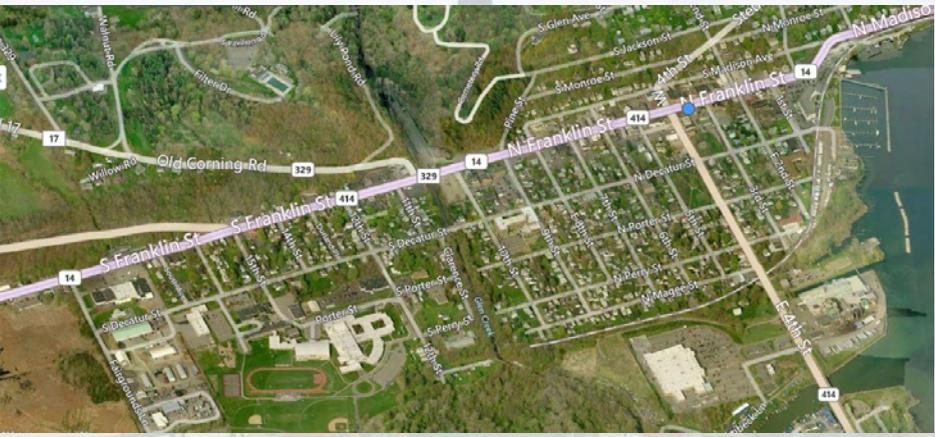
Existing Conditions	Franklin Street Area
	<p data-bbox="674 512 1084 596">Great Foundation- Opportunities to Fill Gaps and Strengthen the Core and Connections</p>
<p data-bbox="344 868 494 889">Comprehensive Plan</p> <p data-bbox="300 901 543 921">Village of Watkins Glen, New York</p>	

Existing Conditions	Commercial Transition
	<p data-bbox="652 1433 1188 1459">Transition Zones Make First and Last Impressions</p>
<p data-bbox="344 1745 494 1766">Comprehensive Plan</p> <p data-bbox="300 1778 543 1798">Village of Watkins Glen, New York</p>	

Existing Conditions	Seneca Harbor Park Area
	
	
	
<p data-bbox="340 868 494 889">Comprehensive Plan</p> <p data-bbox="294 899 540 919">Village of Watkins Glen, New York</p>	  

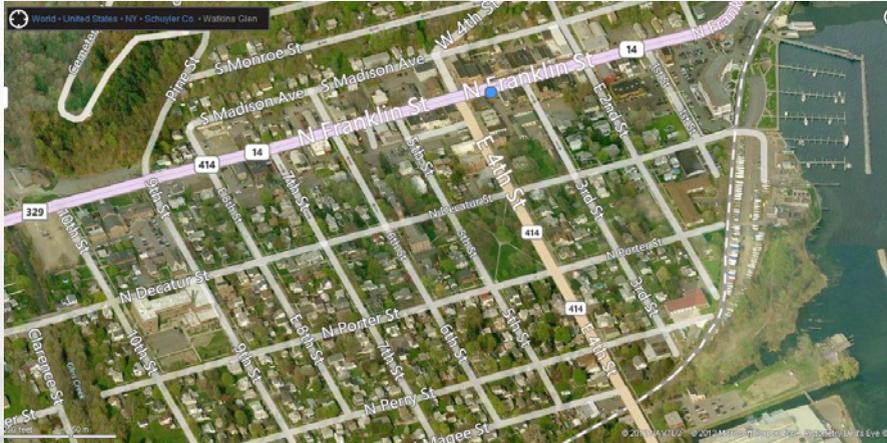
Existing Conditions	Seneca Harbor Park Area
	 <p data-bbox="951 1342 1202 1362">Hidden Pedestrian Connection</p>
 <p data-bbox="612 1544 725 1564">Important Axis</p>	 <p data-bbox="964 1544 1218 1564">Possible Redevelopment Area</p>
<p data-bbox="340 1745 494 1766">Comprehensive Plan</p> <p data-bbox="294 1776 540 1796">Village of Watkins Glen, New York</p>	 <p data-bbox="1048 1705 1202 1725">Connection to Hotel</p>   

Existing Conditions		Connections to Waterfront	
		Possible Redevelopment Site	
			
			
Important Axis / Poor Connection		Vehicular Access to Waterfront	
		Waterfront Sealed From Downtown	
<p>Comprehensive Plan Village of Watkins Glen, New York</p>			

Existing Conditions		Village Neighborhood	
			
<p>A Traditional Neighborhood Fabric... Well Connected and Walkable</p>			
<p>Comprehensive Plan Village of Watkins Glen, New York</p>			

Existing Conditions

Village Neighborhood



A Traditional Neighborhood Fabric...Well Connected and Walkable

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Village of Watkins Glen, New York



Existing Conditions

Village Neighborhood



Areas for Improvement...Transitions to Franklin Street and Mix of Housing Types (ie: S

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Village of Watkins Glen, New York



Existing Conditions



Public Boat Launch / RV Park Area



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Village of Watkins Glen, New York



Existing Conditions



Tank Beach Area



Eastern Gateway



View From Tank Beach



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Village of Watkins Glen, New York



Existing Conditions	Clute Park Area	
		
		
<p>Comprehensive Plan Village of Watkins Glen, New York</p>		

Existing Conditions	Clute Park Area	
		
		
<p>Comprehensive Plan Village of Watkins Glen, New York</p>		

Existing Conditions



Canal Marina Adjacent to Catharine Valley Trail

Other Areas of Interest



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Village of Watkins Glen, New York



ANATOMY OF A VIBRANT COMMUNITY

1. Municipal/Economic Anchors
2. Architectural Integrity (Historic Preservation, New Construction, Re-use of Existing Quality Buildings)
3. Mixed Use (Office, Residential, Specialty Retail Shops)
4. Transportation and Linkages (Including landmarks, Gateways, Access to Public Parking and Wayfinding)
5. Quality Outdoor Spaces and Design
6. Recognition of Local History, Local Culture and Regional Context....Branding!!!!
7. Protection and/or Sustainable Use of Natural Resources
8. Desirable Residential Options for Entire Community
9. Supporting Commercial and Residential Districts



Comprehensive Plan

Village of Watkins Glen, New York



ANATOMY OF A VIBRANT COMMUNITY

1) Municipal Anchors



Municipal Offices



Post Office



Court House

Municipalities that keep public offices, banks, library, and governmental agencies located downtown will retain their architectural integrity and provide important daily destinations for local consumers.

"Civic buildings and public gathering places require sites to reinforce community identity and the culture of democracy" – A. Duany

Comprehensive Plan

Village of Watkins Glen, New York



ANATOMY OF A VIBRANT COMMUNITY

1) Economic Anchors



- Wine
 - Racing
 - Seneca Lake
 - Watkins Glen
- Branding!!!**

With Strong Economic Anchors and Effective Branding the Downtown has the Opportunity to .

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ANATOMY OF A VIBRANT COMMUNITY

2) Architectural Integrity



Quality architecture provides a sense of place for a downtown and encourages a mix of uses that support a vibrant social and economic structure.

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Village of Watkins Glen, New York



ANATOMY OF A VIBRANT COMMUNITY

2) Architectural Integrity



Less than quality architecture and the effects of urban renewal can equally erode the sense of place of downtown and weaken the structure of the social and economic fabric.

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Village of Watkins Glen, New York



ANATOMY OF A VIBRANT COMMUNITY

3) *Mixed-use Development (Live, Work, & Play)*

Downtown buildings with restaurants, and pedestrian oriented retail space on the first floor - office and residential space on the upper floors create a pedestrian presence, stable consumer population and customer base that can function 16hrs / day



Mixed-use



Single-use

Comprehensive Plan

Village of Watkins Glen, New York



ANATOMY OF A VIBRANT COMMUNITY

3) *Mixed-use Development (Live, Work, & Play)*



To Optimize Downtown Retail Potential

- Strengthen existing retail offerings through financial assistance, marketing and promotion
- Introduce additional retail activity
- Cluster complementary retail
- Lifestyle market – family activities, outdoor recreation, antiques, etc...
- Create stable population with office and residential space in the downtown

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Village of Watkins Glen, New York



ANATOMY OF A VIBRANT COMMUNITY

4) *Vehicular Routes, access to some types of mass transit and alternative forms of transportation that provide easy movement into and through the Downtown Core and Waterfront Area.*



“Complete Streets”

“In the contemporary metropolis, development must adequately accommodate automobiles. It should do so in ways that respect the pedestrian and the form of public space.” – Douglas Farr

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Village of Watkins Glen, New York



ANATOMY OF A VIBRANT COMMUNITY

4) *Safe downtown pedestrian and bicycle zones promote an active downtown / waterfront.*



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Village of Watkins Glen, New York



Waterfront Multi-Purpose Path



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Village of Watkins Glen, New York



ANATOMY OF A VIBRANT COMMUNITY

4) *Vehicular Routes, Access to Mass Transit & Pedestrian Access that provide easy movement into and through the Downtown Core.*



The vehicular and Pedestrian flow within a downtown should be clear and well marked.

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Village of Watkins Glen, New York



Need for a Parking Structure to Save Space



Architectural Integrity



Public Parking & Connections to Parking



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Village of Watkins Glen, New York



ANATOMY OF A VIBRANT COMMUNITY

5) Quality Pedestrian and Outdoor Spaces



Quality pedestrian spaces should provide effective and inviting links between important parts of the Village.

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Village of Watkins Glen, New York



ANATOMY OF A VIBRANT COMMUNITY

5) Quality Pedestrian and Outdoor Spaces



Before: Underutilized and Ambiguous Open Space

After: Attractive, Usable and Active Waterfront Parks can Create A Destination and provide a vital link between the waterfront and the Downtown Core!!



Quality pedestrian spaces should provide effective and inviting links between important parts of the Village.

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Village of Watkins Glen, New York



Redeveloped Seneca Harbor Park Area Concept



Comprehensive Plan

Village of Watkins Glen, New York



Redeveloped Seneca Harbor Park Area Concept



Comprehensive Plan

Village of Watkins Glen, New York



Redeveloped Seneca Harbor Park Area Concept

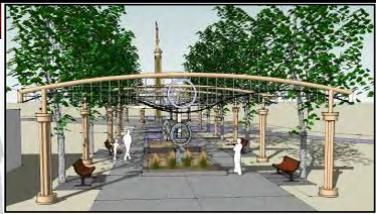


Comprehensive Plan

Village of Watkins Glen, New York



Redeveloped Seneca Harbor Park Area Concept



Comprehensive Plan

Village of Watkins Glen, New York



Redeveloped Seneca Harbor Park Area Concept



Comprehensive Plan

Village of Watkins Glen, New York



Redeveloped Seneca Harbor Park Area Concept



Comprehensive Plan
Village of Watkins Glen, New York



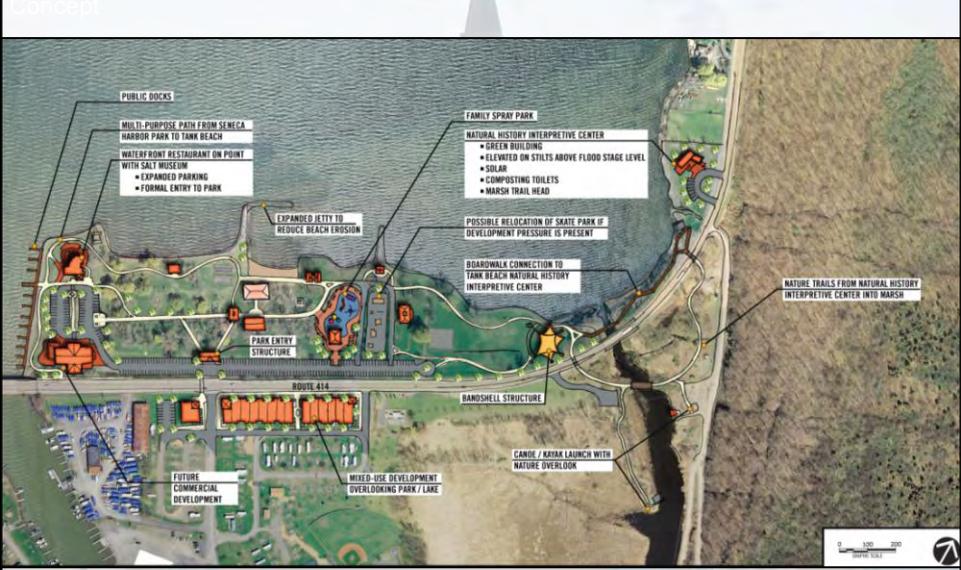
Redeveloped Seneca Harbor Park Area Concept



Comprehensive Plan
Village of Watkins Glen, New York



Redeveloped Clute Park / Tank Beach



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Village of Watkins Glen, New York



2. Redeveloped Clute Park / Tank Beach



Comprehensive Plan
Village of Watkins Glen, New York



2. Redeveloped Clute Park / Tank Beach



Comprehensive Plan
Village of Watkins Glen, New York



2. Redeveloped Clute Park / Tank Beach



Comprehensive Plan
Village of Watkins Glen, New York



ANATOMY OF A VIBRANT COMMUNITY

6) *Historic, Cultural, and Regional Context...Branding!!*



- Historic Architecture
- Industrial Heritage
- Transportation Heritage

Recognition of historic, cultural and regional character promotes a sense of identity.

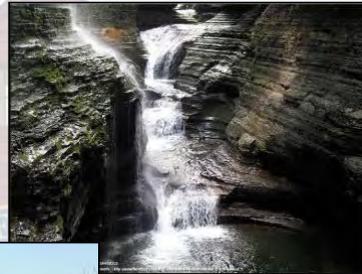
Comprehensive Plan

Village of Watkins Glen, New York



ANATOMY OF A VIBRANT COMMUNITY

7) *Natural Resources/ Environmental Context*



- Protect Municipal Watersheds
- Provide Tourist Revenue
- Maintain "Sense of Place"
- Preserve Environmental Quality

Preservation, celebration, and effective use of a regions natural resources improves the quality of life and attracts consumers

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Village of Watkins Glen, New York



ANATOMY OF A VIBRANT COMMUNITY

8) *Downtown Residential Options*



Urban living - when made a desirable, and an affordable option has many advantages for residents and tax payers

Upper Story Downtown Residential



Future Mixed-Use Development Opportunity Adjacent to General Store

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Village of Watkins Glen, New York



ANATOMY OF A VIBRANT COMMUNITY

8) *Downtown / Waterfront / Neighborhood / Senior Residential*



Most communities do not market urban living as a desired housing option - but communities that do... have more vibrant downtowns.

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Canal Area Concept



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Village of Watkins Glen, New York



ANATOMY OF A VIBRANT COMMUNITY

9) Supporting Commercial and Residential Districts



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Village of Watkins Glen, New York



ANATOMY OF A VIBRANT COMMUNITY

9) Supporting Commercial and Residential Districts



Existing - Black River Boulevard, Rome, NY



Proposed - Black River Boulevard, Rome, NY

Proposed Improvements

- Façade Improvements
- Landscaping
- Uniform and regulated signage
- Consolidated curb-cuts
- Shared parking
- Street tree planting
- Continue downtown streetscape amenities into commercial corridor
- Setback requirement for new development
- Parking to side and rear for new development

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Village of Watkins Glen, New York



DOWNTOWN STREETScape



- Street Furnishings
- Lighting
- Street Trees
- Paving
- Pedestrian Crossing
- Relationship to Street
- Signage
- Cleanliness
- Façade Treatment
- Sense of Place



Comprehensive Plan

Village of Watkins Glen, New York



YOUR VISION FOR THE VILLAGE OF WATKINS GLEN

Focus Topics

- Economic Development
- Housing
- Tourism
- Sustainability
- Branding
- Gateways
- Re-use of Middle School
- Connection to State Park



THANK YOU





Village of Watkins Glen

Comprehensive Plan

Vision Ideas for Tomorrow






Village of Watkins Glen Comprehensive Plan



Introductions

Laberge Group

- **Ben Syden**, AICP, Director of Planning & Community Development
- **Nicole T. Allen**, AICP, Planning Services Manager

Technical Assistance Schuyler County Planning

- **Rocky Kambo**, AICP, Director of Planning
- **Mitch Paine**, M.R.P – Candidate, Cornell University

Comprehensive Plan Advisory Committee

- | | |
|------------------|---------------------|
| ▪ Joe Fazzary | ▪ Rocky Kambo |
| ▪ Chris Bond | ▪ Brian Williams |
| ▪ John Bond | ▪ Rebekah LaMoreaux |
| ▪ Amedeo Fraboni | |
| ▪ Thomas Merrill | |




Village of Watkins Glen Comprehensive Plan



Agenda

- ❖ **What is a Comprehensive Plan**
- ❖ **Why Public Participation is Necessary**
- ❖ **Review of the Planning Process**
- ❖ **Summary of Strengths & Weaknesses**
- ❖ **Public Workshop Exercise**
- ❖ **Group Presentations**
- ❖ **Questions & Answers**

EVERYONE IS WELCOME
 All Residents, Property Owners, Civic Groups, Businesses and Government Officials are invited.

What is Your Vision?

The community is developing a Plan to guide us into the future and we need to know what you think. This is your opportunity to make a difference in your community.

Your chance to shape your community's Future









Village of Watkins Glen
Comprehensive Plan



What is a Comprehensive Plan?

A Comprehensive Plan is a written document that identifies and establishes goals, objectives, principals, policies, and strategies to guide the future growth and development of a community.

Purpose:

- ❖ **To Establish a Community Vision**
- ❖ **To Gain an Understanding of Watkins Glen's Assets and Liabilities.**
- ❖ **To Protect Important Natural and Cultural Resources**
- ❖ **To Improve Economic Conditions**
- ❖ **To Provide Direction to Governmental Agencies**
- ❖ **To Improve Access to Financial and Technical Assistance**







Village of Watkins Glen
Comprehensive Plan



Why is Public Participation Necessary?

Involving community members in the planning process from an early date allows them to identify more closely with the Plan, which is necessary for successful project implementation.

Public participation includes public workshops, stakeholder interviews, and public hearings. Obtaining feedback from the public will allow the Advisory Committee to better understand the Village's assets and liabilities.









Village of Watkins Glen
Comprehensive Plan



Review of Planning Process

- ❖ **Draft Community Profile (in progress)**
- ❖ **Stakeholder Interviews (6/18 and 6/19)**
- ❖ **Business-owner Focus Group Discussion (6/19/12)**
- ❖ **Public Visioning Workshop (6/18)**
- ❖ **Public Workshop on Goals & Recommendations (Tonight)**
- ❖ **Preparation of Draft Plan (July 2012)**
- ❖ **CPAC Review of Draft Plan (August 2012)**
- ❖ **Public Hearing # 1 on Final Draft Plan (August 2012)**
- ❖ **SEQRA and County Review on Final Draft Plan (August 2012)**
- ❖ **Public Hearing # 2 on Final Plan (September 2012)**
- ❖ **Plan Adoption (September 2012)**



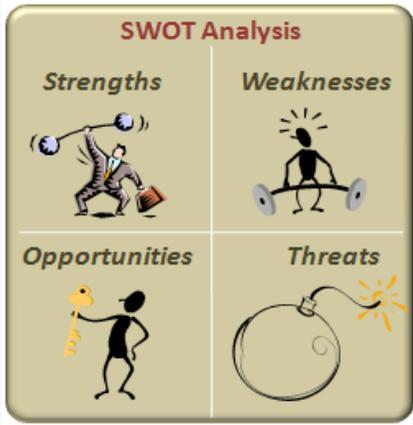




Village of Watkins Glen
Comprehensive Plan



Strengths, Weaknesses, Opportunities & Threats



SWOT Analysis

Strengths *Weaknesses*

Opportunities *Threats*



Laberge Group
PLANNING ARCHITECTURE



SYNTHESIS
PLANNING ARCHITECTURE



VILLAGE OF WATKINS GLEN

*Village of Watkins Glen
Comprehensive Plan*



Summary of Village Strengths

- ❖ Quality of life, small town atmosphere
- ❖ Strong business community
- ❖ Vibrant business district (Franklin Street and Route 414)
- ❖ Natural features (lake, gorges, marsh, canal)
- ❖ Waterfront development opportunities
- ❖ Strong tourism market (wineries, race track, racing history, State Park)
- ❖ Cheap electricity
- ❖ Pivotal location in the Finger Lakes
- ❖ Strong educated workforce
- ❖ Walkable – livable community
- ❖ Special events



Laberge Group
PLANNING ARCHITECTURE



SYNTHESIS
PLANNING ARCHITECTURE



VILLAGE OF WATKINS GLEN

*Village of Watkins Glen
Comprehensive Plan*



Summary of Village Opportunities

- ❖ Extend the tourism season
- ❖ Strengthen linkage with racing history and create a “branding”
- ❖ Adaptive Reuse of Middle School
- ❖ Relocation of Wastewater Treatment Plant
- ❖ Implement actions in the Lakefront Management Plan
- ❖ Infill development along Main Street and within the residential areas
- ❖ Mixed-income housing
- ❖ Rail access for tourism and industry







*Village of Watkins Glen
Comprehensive Plan*



Summary of Village Opportunities...continued

- ❖ Expand small business offerings along Main Street
- ❖ Support the arts and enhanced cultural attractions
- ❖ Work with the racing research center expansion
- ❖ Way finding signage
- ❖ Gateway improvements
- ❖ Link waterfront to Watkins Glen State Park
- ❖ Get non-taxable properties back on the tax roll
- ❖ Historic preservation of Main Street
- ❖ Annex land into the Village







*Village of Watkins Glen
Comprehensive Plan*



Summary of Village Weaknesses

- ❖ Current location of WWTP on waterfront
- ❖ Truck traffic along Route 14 and Route 414
- ❖ Industrial presence along waterfront
- ❖ Limited housing opportunities
- ❖ Traffic congestion during tourist season
- ❖ Need to find a balance between tourism and the local community
- ❖ “Slumlord” rental housing not well maintained
- ❖ Parking
- ❖ Lack of space for new growth
- ❖ Lack of pride of ownership







*Village of Watkins Glen
Comprehensive Plan*



Summary of Village Threats

- ❖ Vacant buildings/empty storefronts
- ❖ Reduction of tax base
- ❖ Limited post-secondary job opportunities
- ❖ No post secondary educational institutions in Schuyler County
- ❖ Length of tourism season
- ❖ Declining enrollment in the school district
- ❖ Outdated zoning
- ❖ Lack of adopted design guidelines







*Village of Watkins Glen
Comprehensive Plan*



Workshop

Vision Ideas for Tomorrow

Group Session Procedures:

- ❖ Appoint a Note Taker
- ❖ Review SWOT attributes – 15 minutes
 - Remove Attributes no Longer Appropriate & Identify New or Missing Attributes
- ❖ Visioning Statement Brainstorm – 15 minutes
- ❖ Ideas Exercise – 40 minutes
 - ❖ Review Ideas
 - ❖ Indicate Agree, Disagree and add new thoughts
 - ❖ Pick Top 3
 - ❖ Small table presentations – 10 minutes









*Village of Watkins Glen
Comprehensive Plan*



Workshop

Vision Ideas for Tomorrow

What is a Vision Statement?

- ❖ Articulates and describes a desired future.
- ❖ Visions are based on reality; they are not wishful thinking.
- ❖ Defines the direction in which to proceed.
- ❖ Used to develop a plan of action.
 - "If this were the future, and this vision has happened, what was done?"
 - "How did we get this outcome?"









*Village of Watkins Glen
Comprehensive Plan*



Watkins Glen, we are a place that is.....

Identify What's Important

- ❖ Identify and define those things that make your community. How would you describe Watkins Glen to a visitor? Look for themes and commonalities among the attributes and cluster ideas or prioritize the attributes.

Think Future

- ❖ Take those attributes and imagine how they might be described to a visitor five to ten years from now.

Write It

- ❖ Using the words captured during the brainstorm, begin to put together sentences to form a statement:
- ❖ "To become the... To be known as... To be... To offer... To maintain...."



Village of Watkins Glen
Comprehensive Plan



We have heard many ideas...Now it's your turn!

- ❖ Each table/person review draft ideas
- ❖ Each Person will indicate whether they "agree" or "disagree" with the recommendation
- ❖ Write in any comments, changes, modifications, additions
- ❖ What other ideas do you have?
- ❖ Each Person will select three (3) "Top Priority" recommendations with a sticker



Village of Watkins Glen
Comprehensive Plan

Village of Watkins Glen Final SWOT 2012

STRENGTHS & OPPORTUNITIES

Strengths

- Quality of life
- Small town atmosphere
- Strong business community
- Vibrant business district – Franklin Street and Route 414
- Natural features –Seneca Lake, gorges, Catherine Marsh, Canal
- Waterfront development
- Strong Tourism/Historical Resources (wineries, race track, racing history, salt mines, State Park)
- Cheap Electricity
- Pivotal Location in the Finger Lakes
- Strong educated workforce
- Walk-able, livable community
- Special events
- Railroad
- Marinas/boaters/kayack
- Hiking/Outdoor Sports
- Fishing
- Snowshoing
- Municipal safety/services

Opportunities

- Extend the tourism season
- Strengthen linkage with racing history and create a “branding”
- Adaptive Reuse of Middle School
- Business Improvement District
- Relocation of WWTP
- Implement actions in the Lakefront Management Plan
- Infill development along Main Street and within the residential areas
- Mixed-income housing
- Expand small business offerings along Main Street
- Support the arts and enhanced cultural attractions
- Work with the racing research center expansion
- Way finding signage
- Gateway improvements
- Link waterfront to Watkins Glen State Park
- Get non-taxable properties back on the tax roll
- Historic preservation of Main Street
- Annex land into the Village
- Railroad
- Seneca Lake Waterrfront
- Tourism and industry
- Horseback riding
- Regatta, boat racing
- Auto shows
- Water park/splash park

WEAKNESSES or THREATS

Weaknesses

- Current location of WWTP on waterfront
- Truck traffic along Route 14 and Route 414
- Industrial presence along waterfront
- Limited housing opportunities
- Traffic congestion during tourist season
- Need to find a balance between tourism and the local community
- “Slumlord” rental housing not well maintained
- Parking
- Lack of space for new growth
- Lack of pride of ownership
- Railroad on the waterfront
- Camprground on the waterfront
- Declining population
- No children/family fun parks
- No BID
- Lack of advertising and/or marketing of fishing assets
- Older homes
- Aging low income population is financially unable to maintain home

Threats

- Reduction of tax base
- Limited post-secondary job opportunities
- No post secondary educational institutions in Schuyler County
- Length of tourism season
- Declining enrollment in the school district
- Outdated zoning
- Lack of adopted design guidelines
- Vacant buildings/empty windows
- High taxes – many properties off of tax roll
- LPG Facility



Vision Statement Exercise

Group 1-

Watkins Glen will be a charming small-town community that has a bounty of activities; unique retail, family oriented activities, world-class waterfront for all to enjoy, vibrant arts scene, and a beautiful state park; all the while protecting its natural beauty, celebrating its racing history, and maintaining walk-ability.

Group 2 –

To develop a community that encourages its residents to vacation in place and attract our visitors to live here. A walkable, idyllic village that provides attractive, well maintained homes and that encourages year-round 18 hour activity to our businesses and attractions. A villager that instills a sense of pride and satisfaction to living here.

Appendix D:



Demographic and Income Profile

Watkins Glen Village, NY_2
 Watkins Glen village, NY (3678696)
 Geography: Place

Summary	2010	2011	2016
Population	1,859	1,847	1,805
Households	873	866	859
Families	442	455	445
Average Household Size	2.09	2.09	2.06
Owner Occupied Housing Units	484	480	493
Renter Occupied Housing Units	389	387	366
Median Age	43.2	43.8	44.8

Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	-0.46%	0.20%	0.67%
Households	-0.16%	0.28%	0.71%
Families	-0.44%	0.07%	0.57%
Owner HHS	0.54%	0.65%	0.91%
Median Household Income	3.14%	3.54%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
< \$15,000	172	19.9%	170	19.8%
\$15,000 - \$24,999	136	15.7%	107	12.4%
\$25,000 - \$34,999	99	11.4%	77	9.0%
\$35,000 - \$49,999	127	14.7%	118	13.7%
\$50,000 - \$74,999	181	20.9%	220	25.6%
\$75,000 - \$99,999	65	7.5%	74	8.6%
\$100,000 - \$149,999	53	6.1%	58	6.7%
\$150,000 - \$199,999	17	2.0%	20	2.3%
\$200,000+	16	1.8%	16	1.9%

Median Household Income	\$37,321	\$43,552
Average Household Income	\$50,017	\$54,547
Per Capita Income	\$23,357	\$25,882

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	81	4.4%	82	4.4%	79	4.4%
5 - 9	94	5.1%	90	4.9%	88	4.9%
10 - 14	118	6.3%	116	6.3%	113	6.3%
15 - 19	128	6.9%	122	6.6%	110	6.1%
20 - 24	100	5.4%	105	5.7%	97	5.4%
25 - 34	239	12.9%	219	11.9%	217	12.0%
35 - 44	213	11.5%	219	11.9%	204	11.3%
45 - 54	304	16.4%	297	16.1%	261	14.4%
55 - 64	257	13.8%	256	13.9%	264	14.6%
65 - 74	154	8.3%	163	8.8%	193	10.7%
75 - 84	115	6.2%	120	6.5%	121	6.7%
85+	56	3.0%	57	3.1%	60	3.3%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,788	96.2%	1,780	96.3%	1,738	96.2%
Black Alone	10	0.5%	7	0.4%	7	0.4%
American Indian Alone	7	0.4%	10	0.5%	10	0.6%
Asian Alone	9	0.5%	9	0.5%	9	0.5%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	13	0.7%	7	0.4%	7	0.4%
Two or More Races	32	1.7%	35	1.9%	35	1.9%
Hispanic Origin (Any Race)	26	1.4%	24	1.3%	24	1.3%

Data Note: Income is expressed in current dollars.

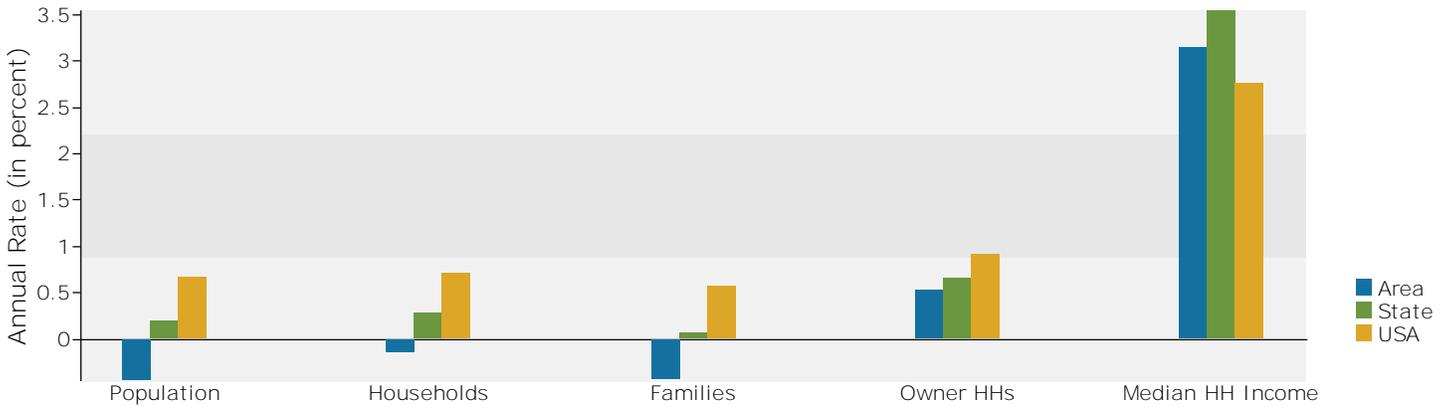
Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

June 25, 2012

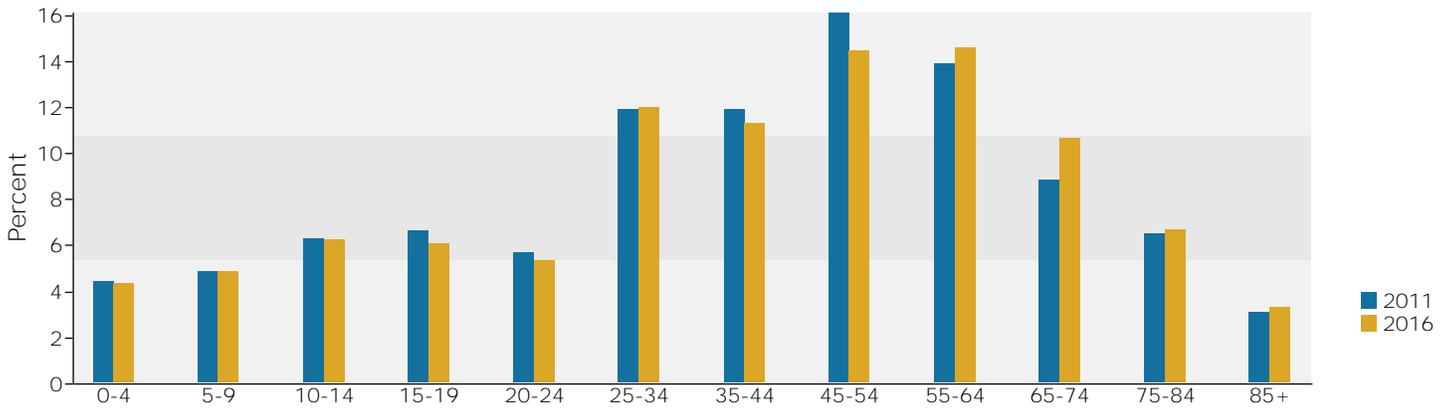
Made with Esri Business Analyst

Watkins Glen Village, NY_2
 Watkins Glen village, NY (3678696)
 Geography: Place

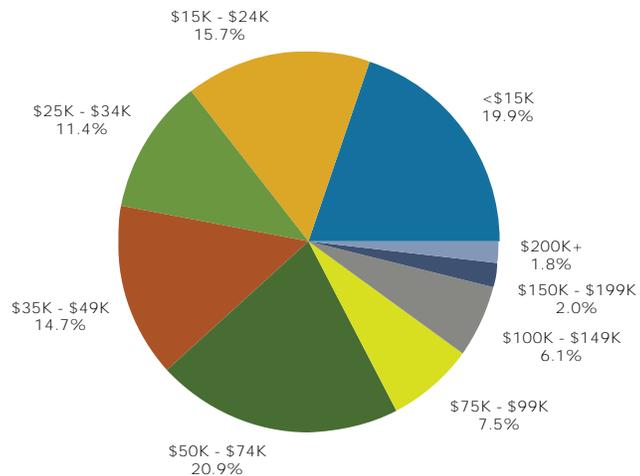
Trends 2011-2016



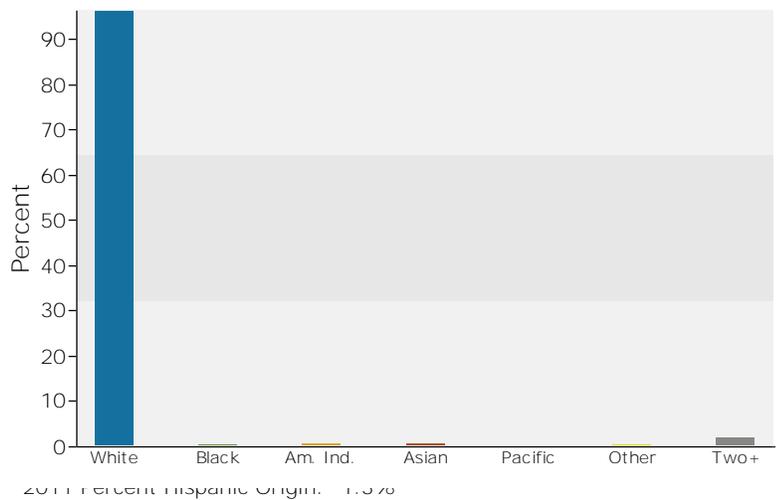
Population by Age



2011 Household Income



2011 Population by Race



Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.



Retail Goods and Services Expenditures

Watkins Glen Village, NY_2
 Watkins Glen village (3678696)
 Geography: Place

Top Tapestry Segments	Percen	Demographic Summary	2011	2016
Simple Living	46.1%	Population	1,847	1,805
Rustbelt Retirees	36.1%	Households	866	859
Rural Resort Dwellers	15.2%	Families	455	445
Salt of the Earth	2.5%	Median Age	43.8	44.8
Top Rung	0.0%	Median Household Income	\$37,321	\$43,552
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		51	\$1,186.63	\$1,027,623
Men's		48	\$213.19	\$184,621
Women's		46	\$369.52	\$320,001
Children's		53	\$207.15	\$179,392
Footwear		36	\$146.47	\$126,846
Watches & Jewelry		73	\$137.84	\$119,365
Apparel Products and Services (1)		124	\$112.47	\$97,399
Computer				
Computers and Hardware for Home Use		73	\$134.69	\$116,642
Software and Accessories for Home Use		70	\$19.40	\$16,803
Entertainment & Recreation		76	\$2,379.47	\$2,060,624
Fees and Admissions		69	\$412.48	\$357,204
Membership Fees for Clubs (2)		71	\$112.21	\$97,172
Fees for Participant Sports, excl. Trips		70	\$72.25	\$62,565
Admission to Movie/Theatre/Opera/Ballet		70	\$102.38	\$88,657
Admission to Sporting Events, excl. Trips		69	\$39.96	\$34,608
Fees for Recreational Lessons		64	\$85.15	\$73,736
Dating Services		72	\$0.54	\$467
TV/Video/Audio		76	\$917.09	\$794,199
Community Antenna or Cable TV		81	\$568.26	\$492,112
Televisions		69	\$129.80	\$112,410
VCRs, Video Cameras, and DVD Players		72	\$14.11	\$12,216
Video Cassettes and DVDs		73	\$37.27	\$32,277
Video and Computer Game Hardware and Software		70	\$37.67	\$32,622
Satellite Dishes		68	\$0.82	\$714
Rental of Video Cassettes and DVDs		72	\$28.64	\$24,804
Streaming/Downloaded Video		68	\$0.93	\$805
Audio (3)		66	\$94.44	\$81,785
Rental and Repair of TV/Radio/Sound Equipment		70	\$5.14	\$4,454
Pets		95	\$396.83	\$343,655
Toys and Games (4)		75	\$105.73	\$91,558
Recreational Vehicles and Fees (5)		76	\$236.61	\$204,906
Sports/Recreation/Exercise Equipment (6)		58	\$101.48	\$87,884
Photo Equipment and Supplies (7)		72	\$72.13	\$62,465
Reading (8)		80	\$120.23	\$104,116
Catered Affairs (9)		70	\$16.90	\$14,635
Food		76	\$5,675.96	\$4,915,380
Food at Home		78	\$3,365.83	\$2,914,806
Bakery and Cereal Products		79	\$456.64	\$395,453
Meats, Poultry, Fish, and Eggs		77	\$775.92	\$671,944
Dairy Products		79	\$379.84	\$328,945
Fruits and Vegetables		77	\$583.35	\$505,184
Snacks and Other Food at Home (10)		77	\$1,170.07	\$1,013,281
Food Away from Home		74	\$2,310.13	\$2,000,574
Alcoholic Beverages		74	\$409.05	\$354,236
Nonalcoholic Beverages at Home		77	\$327.69	\$283,780

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Watkins Glen Village, NY_2
 Watkins Glen village (3678696)
 Geography: Place

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	81	\$1,359.88	\$1,177,657
Vehicle Loans	75	\$3,592.17	\$3,110,821
Health			
Nonprescription Drugs	82	\$82.31	\$71,280
Prescription Drugs	90	\$437.07	\$378,500
Eyeglasses and Contact Lenses	78	\$57.96	\$50,193
Home			
Mortgage Payment and Basics (11)	68	\$6,182.68	\$5,354,199
Maintenance and Remodeling Services	71	\$1,364.25	\$1,181,437
Maintenance and Remodeling Materials (12)	75	\$269.61	\$233,480
Utilities, Fuel, and Public Services	80	\$3,521.94	\$3,049,996
Household Furnishings and Equipment			
Household Textiles (13)	73	\$94.35	\$81,710
Furniture	71	\$410.65	\$355,620
Floor Coverings	79	\$57.48	\$49,775
Major Appliances (14)	78	\$229.67	\$198,895
Housewares (15)	65	\$54.31	\$47,034
Small Appliances	80	\$25.37	\$21,973
Luggage	69	\$6.23	\$5,393
Telephones and Accessories	49	\$20.09	\$17,400
Household Operations			
Child Care	63	\$284.48	\$246,361
Lawn and Garden (16)	77	\$310.73	\$269,088
Moving/Storage/Freight Express	69	\$40.51	\$35,082
Housekeeping Supplies (17)	78	\$527.25	\$456,602
Insurance			
Owners and Renters Insurance	78	\$348.67	\$301,946
Vehicle Insurance	77	\$865.70	\$749,694
Life/Other Insurance	80	\$324.42	\$280,947
Health Insurance	86	\$1,616.03	\$1,399,477
Personal Care Products (18)	74	\$287.27	\$248,772
School Books and Supplies (19)	78	\$80.20	\$69,450
Smoking Products	89	\$366.92	\$317,754
Transportation			
Vehicle Purchases (Net Outlay) (20)	74	\$3,167.99	\$2,743,480
Gasoline and Motor Oil	78	\$2,165.95	\$1,875,708
Vehicle Maintenance and Repairs	75	\$689.63	\$597,217
Travel			
Airline Fares	67	\$296.92	\$257,130
Lodging on Trips	72	\$302.28	\$261,775
Auto/Truck/Van Rental on Trips	64	\$23.00	\$19,921
Food and Drink on Trips	73	\$305.97	\$264,966

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Source: Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Watkins Glen Village, NY_2
Watkins Glen village (3678696)
Geography: Place

- (1) **Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) **Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) **Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) **Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) **Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) **Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) **Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) **Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) **Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) **Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) **Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) **Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) **Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) **Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) **Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) **Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) **Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) **Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) **School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) **Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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June 25, 2012