

NAPLES

Ontario County, New York

TOWN AND VILLAGE OF NAPLES JOINT COMPREHENSIVE PLAN FINAL REPORT – FEBRUARY 2015

VOLUME II – GOALS, OBJECTIVES, & RECOMMENDATIONS



Naples
New York

Acknowledgements

The development of the Town and Village of Naples Joint Comprehensive Plan (2015) could not have been done without the many efforts of Town and Village residents, local business owners, the Town and Village Boards, other interested parties, and especially the Comprehensive Plan Steering Committee.

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Note: The content of this report, Volume II of the Town and Village of Naples Joint Comprehensive Plan, is a continuation of Volume I – Community Inventory and Analysis. At the request of the Town and Village of Naples, the two Volumes are separately bound for ease of use and distribution.

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CHAPTER VI

Note: The content of this report, Volume II of the Town and Village of Naples Joint Comprehensive Plan, is a continuation of Volume I – Community Inventory and Analysis. At the request of the Town and Village of Naples, the two Volumes are separately bound for ease of use and distribution.

6.0 GOALS AND OBJECTIVES

6.1 Methodology

In developing preliminary goals and objectives for the Town and Village of Naples, the aim is to begin the thought process and discussion of how the community will move forward together. In order to kick-start and initially compile the preliminary goals and objectives at this early stage in the comprehensive planning process, this white paper builds off the most recently completed comprehensive plan updates from both the Town (2002) and the Village (2004). Additionally, input from the two 2013 public hearings on the subject and from the Naples Comprehensive Plan Committee meetings were added to shape considerations and lend contemporary perspective to the decade-old goals from the last comprehensive plan updates.

The Town of Naples provided documentation from its 2002 Comprehensive Plan update. This material included particular recommendations for the “tourism arena” and the “open space arena.” The Village of Naples 2004 Comprehensive Plan featured a myriad of goals and objectives ranging from land use and economic development to infrastructure and community facilities and services. This wealth of Village-inspired targets will serve as an ideal catalyst as Town and Village residents consider the roadmap to achieving the vision of future Naples.

As some of the more specific goals were identified as already-completed, they were removed from discussion in this document. Goals and objectives from each document were examined and pared down in this regard.

Lastly, discussion groups at the public hearings in spring 2013 provided Naples SWOT (strengths, weaknesses, opportunities, threats) analysis directly from the community. Subtopics considered in the SWOT analysis included housing, land use, development trends, transportation, economic development, and water and sewer infrastructure.

Goals and objectives derived from these documents were separated into the following categories: Community Facilities and Services; Infrastructure; Transportation Network; Economic Development; and Land Use.

6.2 Community Goals and Objectives

In the early stages of developing the Town and Village of Naples Joint Comprehensive Plan, which has included public information meetings, committee sessions, and statistical inventories; issues, opportunities and general spatial relationships between them have been identified. From this analysis, community goals and objectives were formulated to guide local policy and manage future growth. These reflect the desires and attitudes of Town and Village residents as discerned and stated by the Comprehensive Plan Steering Committee. In the context of this white paper, the terms “Goals” and “Objectives” are defined below.

Goals are expansive statements that represent long-term achievements the Naples community will work to accomplish. Their scope can be very large, and the permutation of Goals for each Plan component to be implemented establishes the visioning framework for the Town and Village.

Objectives are more specific procedures designed to collectively help accomplish an associated Goal over time. Objectives may require periodic reviews to ensure they still apply to the regulatory landscape of the Town and Village, and that they reflect the thoughts and ideals of their residents.

The following sections outline Goals and Objectives and provide the preliminary basis for a growth management framework. The long-term desired results of the comprehensive plan will not occur by merely listing statements of goals and recommended strategies as outlined below. The Town and Village must implement the concepts discussed in the following section through land use regulations, leveraging public and private investments, and engaging in regional and inter-municipal cooperation by forging relationships with adjacent communities and state and federal government.

6.2.1 Community Facilities and Services

6.2.1.1 Goal: *Maintain and enhance community resources.*

Objectives

- a) Expand services available and augment the level of service provided.
- b) Collaborate with institutions of higher education to facilitate apprenticeships, internships, and real world educational demonstrations.
- c) Increase volunteerism for emergency services, festivals, the library, and community organizations.
- d) Continue to seek and investigate ways to maintain or reduce the costs of municipal services through managing municipal resource allocation.

6.2.1.2 Goal: *Recognize and capitalize upon the scenic beauty, rich heritage, recreational assets, and cultural attractions such as the Naples Library, Bristol Valley Theater, Finger Lakes Region and more.*

Objectives

- a) Expand recreational facilities and programming to incorporate people of all ages.
- b) Increase cultural heritage opportunities.
- c) Increase the amount of recreational and cultural facilities
- d) Increase the resources available to residents and visitors seeking Naples' scenic and environmental resources.

6.2.1.3 Goal: Increase access to health care and educational resources in the region.

Objectives

- a) Increase transit services and their frequency from the Village to outlying areas of the Town.
- b) Connect bus route to institutions of higher learning such as Finger Lakes Community College, Hobart and William Smith Colleges, Keuka College, and others.
- c) Attract a satellite campus facility from a college or university in the area using Naples scenic beauty and access to the natural environment.
- d) Attract an urgent care facility or satellite medical campus facility from a regional hospital or hospital group to capitalize on high quality ambulatory services.

6.2.2 Infrastructure

6.2.2.1 Goal: Ensure the condition and function of public infrastructure systems.

Objectives

- a) Facilitate cooperation between the Town and Village regarding water usage and treatment.
- b) Determine public sewer system feasibility to replace existing septic systems and develop an implementation plan.
- c) Develop a water supply protection plan in consideration of hydraulic fracturing activities in adjacent municipalities from which water is drawn.

6.2.2.2 *Goal: Retain and establish pedestrian-friendly residential neighborhoods within the Village.*

Objectives

- a) Enhance appearance and maintenance of neighborhood properties through façade enhancement programs.
- b) Ensure a balanced mix of housing options including affordable housing.
- c) Preserve the community’s historical and architectural heritage.
- d) Increase involvement in volunteer efforts to improve neighborhoods.

6.2.2.3 *Goal: Restore an appealing and successful downtown that is the cultural, social, and economic hub of the community.*

Objectives

- a) Improve the appearance and maintenance of the downtown area including building façades and streetscapes.

6.2.3 Transportation Network

6.2.3.1 *Goal: Retain and establish pedestrian-friendly residential neighborhoods.*

Objectives

- a) Improve pedestrian facilities and amenities to enhance access, safety, and appeal.
- b) Improve the connectivity of parks, bike paths, trails, and sidewalks. Expand and promote rails-to-trails opportunities to make Naples an attractive destination for trail users.

6.2.3.2 *Goal: Restore an appealing and successful downtown that is the cultural, social, and economic hub of the community.*

Objectives

- a) Maintain and establish a pedestrian-friendly and walkable Main Street and downtown.
- b) Improve the appearance and maintenance of downtown including streetscape enhancements such as pocket parks, decorative lighting, and benches.
- c) Improve access and signage throughout the downtown area for the benefit of both pedestrians and motorists.
- d) Use streetscape enhancement and façade improvement to establish aesthetically-pleasing “gateways” to the Town and Village. These entryways are the first impression on visitors.

6.2.3.3 *Goal: Ensure the condition and function of Town and Village roads.*

Objectives

- a) Inventory the condition of local roads and monitor the status of capital improvements.
- b) Monitor the status of hydraulic fracturing in neighboring communities and forecast the impact on local roads.
- c) Adopt a road preservation ordinance to mitigate the effects of increased truck traffic.

6.2.3.4 *Goal: Increase parking capacity and improve safety within the north and south gateways and the central business district.*

Objectives

- a) Cooperate with NYSDOT to improve on-street parking safety near intersections and emergency facilities.

- b) Optimize existing public parking layout, access, and signage.
- c) Pursue acquisition of vacant or unused parcels to serve as additional public parking areas.

6.2.3.5 *Goal: Increase access to health care and educational resources in the region.*

Objectives

- a) Increase transit services and their frequency from the Village to outlying areas of the Town.
- b) Connect bus route to institutions of higher learning such as Finger Lakes Community College, Hobart and William Smith Colleges, Keuka College, and others.

6.2.4 Economic Development

6.2.4.1 *Goal: Restore an appealing and successful downtown that is the cultural, social, and economic hub of the community.*

Objectives

- a) Improve access and signage throughout the downtown area for the benefit of both pedestrians and motorists.
- b) Maintain and establish a pedestrian-friendly and walkable Main Street and downtown.
- c) Maintain or increase residential and commercial occupancy rate of downtown properties.
- d) Improve the appearance and maintenance of downtown properties through façade and streetscape enhancements.
- e) Identify zoning changes that will improve appearance, usage, and maintenance of downtown properties.

- f) Improve coordination among downtown property owners and tenants to augment appearance and level of services provided.

6.2.4.2 *Goal: Achieve long-term economic stability, supporting a range of retail, service-oriented, or light manufacturing businesses.*

Objectives

- a) Increase the number of service-oriented businesses within the Village and Town.
- b) Increase the amount of niche shopping opportunities.
- c) Make public parking areas more defined and accessible.
- d) Allow opportunities for innovative redevelopment at former or existing commercial nodes, structures, and facilities in support of smart growth principles.
- e) Encourage the development of larger-scale, low-impact businesses.
- f) Coordinate tourism activity with Village, Town, County, and Finger Lakes Region to capitalize on Naples' attraction as a destination.
- g) Utilize Naples' four-seasons appeal to expand the tourism season.
- h) Increase opportunities for residents and visitors to experience natural resources and community heritage.

6.2.4.3 *Goal: Strengthen tourism base by maintaining local authenticity while ensuring that proper planning, zoning, and resource development standards are adhered to in order to maintain an inviting atmosphere and quality experience for both visitors and residents.*

Objectives

- a) Strengthen aesthetic and economic value of properties suitable to accommodate smart growth in the community.
- b) Strengthen the business environment for non-service, home-based businesses.
- c) Attract an affordable alternative for overnight lodging.
- d) Cooperate with private sector businesses to develop and promote assets which strengthen the appeal of the Finger Lakes Golf Trail and Open Studio Trail.
- e) Mobilize the arts community into tourism-based activities.
- f) Use streetscape enhancement and façade improvement to establish aesthetically-pleasing “gateways” to the Town and Village. These entryways are the first impression on visitors.

6.2.4.4 *Goal: Prevent uncontrolled land development and protect the natural environment.*

Objectives

- a) Evaluate various economic incentives to maintain open space including conservation easements, transfer of development rights, and outright land purchase.
- b) Explore land use regulatory controls to restrict development that significantly degrades the natural environment and disproportionately burdens infrastructure systems such as open space and resource management plans and erosion and sediment control ordinances.

6.2.5 Land Use

6.2.5.1 Goal: *Protect and promote farmland, natural resources, and scenic beauty.*

Objectives

- a) Maintain and expand relations with state and federal preservation and conservation agencies.
- b) Increase efforts to preserve and protect Naples Creek and surrounding watershed.
- c) Maintain or expand the Village’s urban forest within municipal lands and rights-of-way.
- d) Support and expand recycling and reuse programs.
- e) Increase the role of the Town and Village in environmental stewardship efforts.
- f) Preserve contiguous open space and agricultural lands without putting undue restrictions on landowners.
- g) Adopt subdivision regulations such as lot width-to-depth ratios and tying minimum lot frontages to road hierarchy to limit flag lots and land-locked parcels.
- h) Ensure future development supports protection of environmental resources.
- i) Continue to encourage homesteading. Homesteading is a farming lifestyle of self-sufficiency that includes small scale sustainable agriculture, homemaking, and home food preservation.

6.2.5.2 *Goal: Achieve long-term economic stability, supporting a range of retail, service-oriented, or light industrial businesses.*

Objectives

- a) Allow opportunities for innovative redevelopment at existing nodes in compliance with smart growth principles.
- b) Establish a revolving loan fund for small businesses and start-ups.
- c) Identify zoning changes removing use restrictions that are too specific.

6.2.5.3 *Goal: Restore an appealing and successful downtown that is the cultural, social, and economic hub of the community.*

Objectives

- a) Identify zoning changes that will improve appearance, usage, and maintenance of downtown properties.
- b) Establish a downtown overlay district that accommodates medium densities conditional to design standards.

6.2.5.4 *Goal: Prevent uncontrolled land development and protect the natural environment.*

Objectives

- a) Prohibit land uses that produce significant negative environmental and public health externalities such as hydraulic fracturing. Hydraulic fracturing is a technology used to extract natural gas from shale rock formations found deep beneath the earth. It raises many public health and environmental issues of concern to municipalities and planners, both urban and rural. These issues range from potential water contamination and air pollution to noise, dust, truck traffic, and even minor earthquakes.

- b) Explore land use regulatory controls to restrict development that significantly degrades the natural environment and disproportionately burdens infrastructure systems such as open space and resource management plans and erosion and sediment control ordinances.
- c) Evaluate various economic incentives to maintain open space including conservation easements, transfer of development rights, and outright land purchase.
- d) Protect water quality and priority steep slopes and scenic vistas.
- e) Evaluate zoning for new development in environmentally and visually sensitive areas.

6.2.5.5 *Goal: Protect the small-town character of the Village and rural landscapes of the Town.*

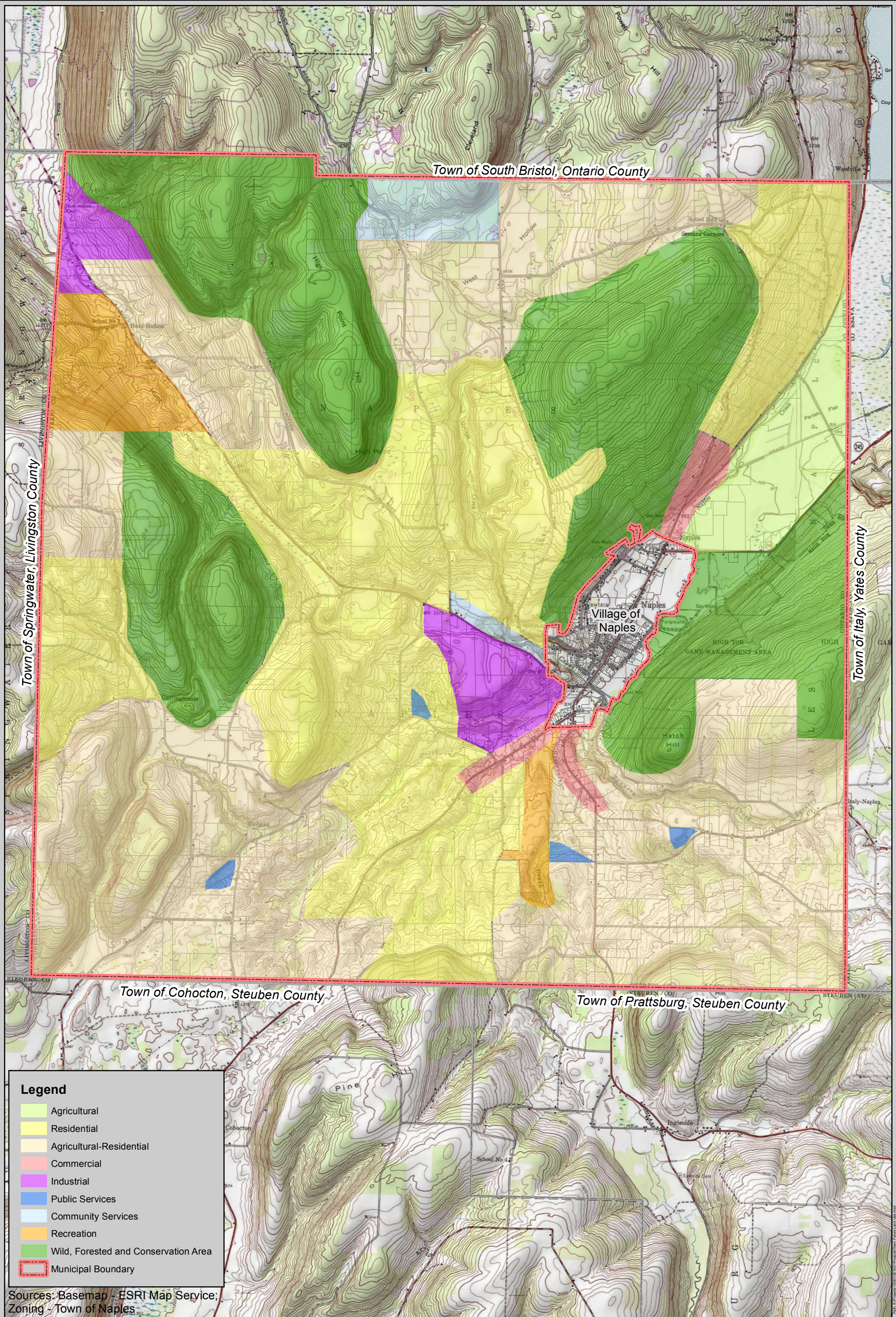
Objectives

- a) Maintain the design standards ordinance in the Village.
- b) Establish historic districts that will also enable potential tax credits and grant funding.
- c) Adopt subdivision regulations such as lot width-to-depth ratios and tying minimum lot frontages to road hierarchy to limit flag lots and land-locked parcels.

6.3 Future Land Use Maps Summary

The goals and objectives developed in this section were used to form the basis for Future Land Use Maps for the Town and Village of Naples. These maps show a geographic depiction of how the community is envisioned to develop in a geographic context. The Future Land Use Maps will enable Town, Village, & County policy makers and planning boards to make informed decisions on development permits and long-range planning that are in the best interests of residents.

Just as for the current land use maps in Chapter 5, the land use classification system used for the future land use analysis is from the New York State Office of Real Property Services (NYSORPS). The Village Future Land Use Map (Figure 12) includes a “Village Center” category which designates a mixed use area that is characteristic of what the business district currently exhibits. Additionally, the locations of proposed gateway streetscape enhancements are shown.



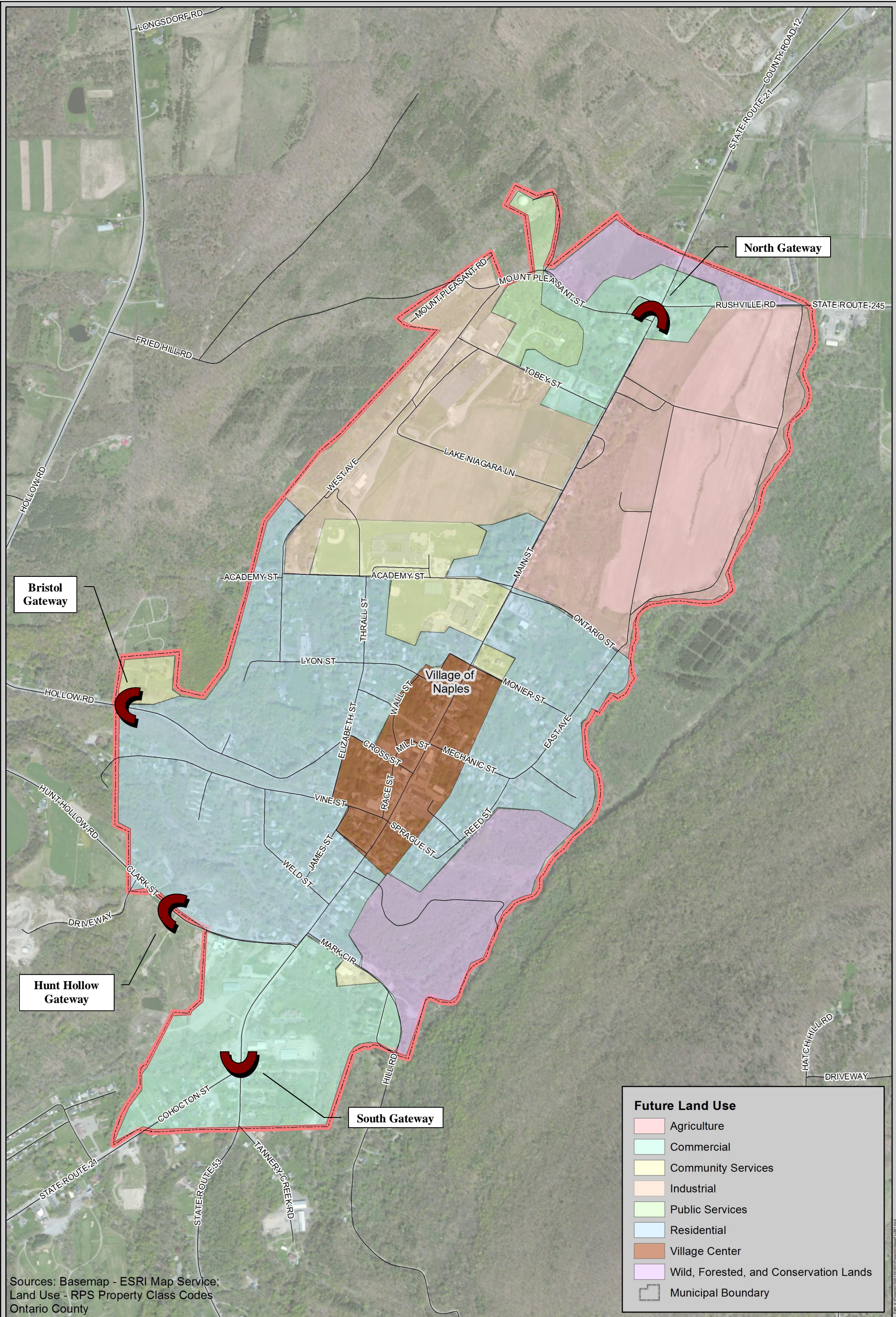
Town of Springwater, Livingston County

Town of South Bristol, Ontario County

Town of Italy, Yates County

Town of Cohocton, Steuben County

Town of Prattsburg, Steuben County



Future Land Use	
	Agriculture
	Commercial
	Community Services
	Industrial
	Public Services
	Residential
	Village Center
	Wild, Forested, and Conservation Lands
	Municipal Boundary

Sources: Basemap - ESRI Map Service;
 Land Use - RPS Property Class Codes
 Ontario County

Barton & Loguidice, P.C.
 Engineers • Environmental Scientists • Planners • Landscape Architects

0 0.1 0.2 Miles

Village Future Land Use
 Ontario County December 2013 New York

Town and Village of Naples COMPREHENSIVE PLAN

FIGURE 12
 Project No. 1561.001

CHAPTER VII

7.0 IMPLEMENTATION MEASURES

Two tables evolved from the goals and objectives presented in Chapter 6: the Implementation Measures Table and the Support for the Town and Village of Naples Comprehensive Plan in the Finger Lakes Regional Economic Development Council's (FLREDC) Strategic Plan.

The first table, Implementation Measures, describes a list of action items that will support the pursuit of the aforementioned goals and objectives of the Naples community. Additionally, each action item is presented with a description, derived goal, pertinent municipality, and time frame priority.

The second table, Support for the Town and Village of Naples Comprehensive Plan in the Finger Lakes Regional Economic Development Council's Strategic Plan, describes how many Implementation Measures fit into the strategies of the FLREDC. This table can be utilized by both the Town and Village to apply for Consolidated Funding Application (CFA) grant funding as individual municipalities or on joint municipal projects.

Town & Village of Naples Comprehensive Plan

Implementation Measures

Town of Naples

Goal	Action	Description	Municipality	Time Frame
Protect and promote farmland, natural resources, and scenic beauty	Adopt subdivision regulations to limit flag lots and land-locked parcels	Land subdivision regulations such as lot width-to-depth ratios and tying minimum lot frontages to road hierarchy will help mitigate issues from subdivision of large lots	Town	Short term (0-2 years)
Achieve long-term economic stability, supporting a range of retail, service-oriented, or light industrial businesses	Define the future site of a commerce park	Determining the location of a future commerce park will help the Town control commercial growth	Town	Medium term (3-5 years)
Prevent uncontrolled land development and protect the natural environment	Develop an open space and/or resource management plan	An open space and/or resource management plan will help the Town identify, manage, and protect its assets from the natural environment	Town	Medium term (3-5 years)

Village of Naples

Goal	Action	Description	Municipality	Time Frame
Prevent uncontrolled land development and protect the natural environment	Update the Zoning Map	The Zoning Map must be adjusted to be consistent with the Zoning Code	Village	Short term (0-2 years)
Protect the small-town character of the Village and the rural landscapes of the Town	Establish a historic district	The establishment of a historic district, following the historic and architectural resources survey, will enable potential tax credits and grant funding in addition to equipping property owners, grant writers, and tourism coordinators and promoters.	Village	Medium term (3-5 years)
Restore an appealing and successful downtown that is the cultural, social, and economic hub of the community	Apply for CDBG, Main Street NY, ESD Funding	Obtaining grant funding through the Consolidated Funding Application process will help ease the local burden for potentially catalytic infrastructure and economic development projects	Village	Short term (0-2 years)
	Provide public space downtown for cultural exhibitions and temporary vending	Providing space in the public realm for art, dance, and theatrical exhibitions as well as for local food and wine vendors on a regular basis helps promote local businesses and organizations to the tourist population	Village	Short term (0-2 years)
	Install public restrooms downtown	The installation of public restrooms downtown will provide a critical comfort amenity to tourists	Village	Medium term (3-5 years)
Retain and establish pedestrian-friendly residential neighborhoods within the Village	Adopt a Complete Streets ordinance	Adopting a Complete Streets ordinance would require the Village to take into account the needs of pedestrians and bicyclists during any roadway capital project	Village	Short term (0-2 years)
	Conduct a historic and architectural resource survey	Establish the historically and architecturally significant sites within the Town and Village will better equip property owners, grant writers, and tourism coordinators	Village	Short term (0-2 years)

Town & Village of Naples Comprehensive Plan

Implementation Measures

Town & Village of Naples

Goal	Action	Description	Municipality	Time Frame
Achieve long-term economic stability, supporting a range of retail, service-oriented, or light industrial businesses	Establish an available properties database	An available properties database will help expedite the occupation of vacant properties	Town/Village	Short term (0-2 years)
	Establish a revolving loan fund or a micro-enterprise Program	Revolving loan funds and micro-enterprise programs provide low-cost financing to small local businesses	Town/Village	Short term (0-2 years)
	Create a business plan competition	Business plan competitions promote entrepreneurship, stimulating the economy and transferring business administration knowledge	Town/Village	Medium term (3-5 years)
Ensure the condition and function of public infrastructure systems	Develop a Joint Town and Village Water Usage Plan	Plan for future water usage in both the Town and Village so that growth can be accommodated	Town/Village	Short term (0-2 years)
	Develop a water supply protection plan	Create a water supply protection plan in consideration of potential hydraulic fracturing activities in adjacent municipalities from which water for Naples is drawn	Town/Village	Short term (0-2 years)
	Develop a public sewer system implementation plan	A public sewer system implementation plan should be developed to replace the existing septic system based on the recommendation of the feasibility study	Town/Village	Short term (0-2 years)
Ensure the condition and function of Town and Village roads	Adopt a road preservation ordinance	Adopting a road preservation ordinance will safeguard local highways from the damaging effects of heavy trucking	Town/Village	Short term (0-2 years)
Increase access to health care and educational resources in the region	Host a college fair	Invite local colleges and university to an event venue providing logistical services only	Town/Village	Short term (0-2 years)
	Provide transit to vocational training	Provide public transit to locations in the Wayne-Finger Lakes BOCES network	Town/Village	Medium term (3-5 years)
	Attract an urgent care or satellite medical campus facility	Coordinate with local health care providers to bring their services to Naples	Town/Village	Medium term (3-5 years)
	Increase local transit services	Provide public transit from the Village to outlying locations in the Town	Town/Village	Long term (5+ years)
	Connect routes to nearby colleges	Provide public transit as an option for students as local colleges	Town/Village	Long term (5+ years)
	Attract an educational satellite campus facility	Coordinate with local colleges looking to establish a facility in Naples	Town/Village	Long term (5+ years)
Prevent uncontrolled land development and protect the natural environment	Update the Zoning Code	The Zoning Code must be adjusted to remove inconsistencies with the vision of the Joint Comprehensive Plan	Town/Village	Short term (0-2 years)
		Provide regulatory guidance on prohibiting hydraulic fracturing in the Zoning Code	Town/Village	Short term (0-2 years)
	Conduct a transfer of development rights (TDR) feasibility study	A TDR feasibility study will determine whether such a strategy would be desired and viable for protecting rural landscapes from development pressures	Town/Village	Short term (0-2 years)
	Adopt erosion and sediment control ordinances	Erosion and sediment control ordinances help preserve water quality when construction occurs within the watershed	Town/Village	Short term (0-2 years)
Recognize and capitalize on the scenic beauty, rich heritage, recreational assets, and cultural attractions of the Naples area	Install wayfinding signage	Install themed signage to help tourists navigate local roads to find destinations, events, and parking	Town/Village	Medium term (3-5 years)
Strengthen the tourism base by maintaining local authenticity without attracting common problems associated with tourism	Develop lodging which is appropriately scaled to the Naples community and visitors market	Attracting an appropriate lodging facility will provide affordable accommodations, increase the tourism capacity of Naples, and increase the pool from which Naples can draw tourists	Town/Village	Medium term (3-5 years)

Support for the Implementation Measures in the Finger Lakes Regional Economic Development Council (FLREDC) Strategic Plan

The recommended implementation measures from the Town and Village of Naples Comprehensive Plan are compatible with many of the goals stated in the Finger Lakes Regional Economic Development Council's Strategic Plan including:

Town and Village of Naples Comprehensive Plan			FLREDC	
Goal	Action	Strategy	Category	Strategy
Increase access to health care and educational resources in the region	Host a college fair	Invite local colleges and university to an event venue providing logistical services only	Align Workforce Development Efforts with Sector Needs	Strengthen and develop education and training programs needed to provide employees with the skill sets for key growth industries
Increase access to health care and educational resources in the region	Provide transit to vocational training	Provide public transit to locations in the Wayne-Finger Lakes BOCES network		
Increase access to health care and educational resources in the region	Connect routes to nearby colleges	Provide public transit as an option for students at local colleges		
Increase access to health care and educational resources in the region	Attract an educational satellite campus facility	Coordinate with local colleges looking to establish a facility in Naples		
Prevent uncontrolled land development and protect the natural environment	Update the Zoning Code	The Zoning Code must be adjusted to remove inconsistencies with the vision of the Joint Comprehensive Plan	Optimize Business Creation, Retention, and Expansion	Address local and statewide barriers to growth and competitiveness
Prevent uncontrolled land development and protect the natural environment	Update the Zoning Map	The Zoning Map must be adjusted to be consistent with the Zoning Code		
Achieve long-term economic stability, supporting a range of retail, service-oriented, or light industrial businesses	Update the Zoning Code	Identify Zoning Code changes, removing use restrictions that are too specific		
Achieve long-term economic stability, supporting a range of retail, service-oriented, or light industrial businesses	Establish an available properties database	An available properties database will help expedite the occupation of vacant properties		
Achieve long-term economic stability, supporting a range of retail, service-oriented, or light industrial businesses	Create a business plan competition	Business plan competitions promote entrepreneurship, stimulating the economy and transferring business administration knowledge		
Achieve long-term economic stability, supporting a range of retail, service-oriented, or light industrial businesses	Establish a revolving loan fund or a micro-enterprise Program	Revolving loan funds and micro-enterprise programs provide low-cost financing to small local businesses		Expand access to seed, early-stage, venture, and other public/private capital
Retain and establish pedestrian-friendly residential neighborhoods within the Village	Adopt a Complete Streets ordinance	Adopting a Complete Streets ordinance would require the Village to take into account the needs of pedestrians and bicyclists during any roadway capital project	Invest in Community and Industrial Development and Infrastructure	Reinforce the identity, sense of place, and character of the area through downtown redevelopment, adaptive reuse of existing buildings and infrastructure, and historic preservation
Restore an appealing and successful downtown that is the cultural, social, and economic hub of the community	Apply for CDBG, Main Street NY, ESD Funding	Obtaining grant funding through the Consolidated Funding Application process will help ease the local burden for potentially catalytic infrastructure and economic development projects		
Retain and establish pedestrian-friendly residential neighborhoods within the Village	Conduct a historic and architectural resource survey	Establish the historically and architecturally significant sites within the Town and Village will better equip property owners, grant writers, and tourism coordinators		
Protect the small-town character of the Village and the rural landscapes of the Town	Establish a historic district	The establishment of a historic district, following the historic and architectural resources survey, will enable potential tax credits and grant funding in addition to equipping property owners, grant writers, and tourism coordinators and promoters.		
Achieve long-term economic stability, supporting a range of retail, service-oriented, or light industrial businesses	Define the future site of a commerce park	Determining the location of a future commerce park will help the Town control commercial growth		
				Foster the development of the region's industrial complexes and business parks for commercial or industrial use

Support for the Implementation Measures in the Finger Lakes Regional Economic Development Council (FLREDC) Strategic Plan

The recommended implementation measures from the Town and Village of Naples Comprehensive Plan are compatible with many of the goals stated in the Finger Lakes Regional Economic Development Council's Strategic Plan including:

Town and Village of Naples Comprehensive Plan			FLREDC	
Goal	Action	Strategy	Category	Strategy
Ensure the condition and function of Town and Village roads	Adopt a road preservation ordinance	Adopting a road preservation ordinance will safeguard local highways from the damaging effects of heavy trucking	Invest in Community and Industrial Development and Infrastructure	Strengthen transportation infrastructure through preservation and maintenance of the existing system
Ensure the condition and function of public infrastructure systems	Develop a Joint Town and Village Water Usage Plan	Plan for future water usage in both the Town and Village so that growth can be accommodated		Seek to invest in water resource-related projects that enhance water access, retain water quality, and increase water safety
Ensure the condition and function of public infrastructure systems	Develop a water supply protection plan	Create a water supply protection plan in consideration of potential hydraulic fracturing activities in adjacent municipalities from which water for Naples is drawn		
Ensure the condition and function of public infrastructure systems	Develop a public sewer system implementation plan	A public sewer system implementation plan should be developed to replace the existing septic system based on the recommendation of the feasibility study		
Prevent uncontrolled land development and protect the natural environment	Adopt erosion and sediment control ordinances	Erosion and sediment control ordinances help preserve water quality when construction occurs within the watershed		
Increase access to health care and educational resources in the region	Attract an urgent care or satellite medical campus facility	Coordinate with local health care providers to bring their services to Naples	Advanced Healthcare & Life Sciences	Leverage history of collaboration to implement community-wide initiatives that strengthen the region's high quality, low-cost health system
Restore an appealing and successful downtown that is the cultural, social, and economic hub of the community	Provide public space downtown for cultural exhibitions and temporary vending	Providing space in the public realm for art, dance, and theatrical exhibitions as well as for local food and wine vendors on a regular basis helps promote local businesses and organizations to the tourist population	Tourism & the Arts	Invest in the development, promotion, and preservation of cultural, artistic, and historic assets
Strengthen the tourism base by maintaining local authenticity without attracting common problems associated with tourism	Attract an economy motel	Attracting an economy motel will provide a affordable lodging, increase the tourism capacity of Naples, and increase the pool from which Naples can draw tourists		
Recognize and capitalize on the scenic beauty, rich heritage, recreational assets, and cultural attractions of the Naples area	Install wayfinding signage	Install themed signage to help tourists navigate local roads to find destinations, events, and parking		Develop, network, and promote the region's growing wine, culinary, agricultural, and food micro-enterprises

CHAPTER VIII

8.0 MONITORING PLAN

This Comprehensive Plan is a road map for the Town and Village of Naples to achieve its envisioned community. As such, it must be continually updated as local circumstance change and the community vision evolves over time.

It is recommended that both the Town and Village Planning Boards continue to oversee Comprehensive Plan implementation. The Planning Boards should continue to work with the Town and Village Boards, the Code Enforcement Officer, and other municipal officials during plan implementation. In addition, representatives from Ontario County, surrounding municipalities, and other interested agencies should be invited to participate in meetings when appropriate.

As per their normal duties, the Town and Village Planning Boards shall review the Comprehensive Plan, all local land use laws, and implementation progress annually. Implementation Measures outlined in Chapter 7 should be reviewed annually by adding a "status" column, in which "Completed," "In Progress," or "No Progress" is indicated along with brief explanations under another column. The Comprehensive Plan should be updated and readopted if the Planning Boards identifies changes. The Implementation Measures table should then be updated and redistributed to the involved agencies.

As criteria for continuing evaluation of the Comprehensive Plan, the Town and Village Planning Boards must update appropriate baseline data and review evolving issues, including major shifts in the magnitude, distribution, and/or characteristics of the:

- Land use
- Transportation system
- Housing needs, supply and demand
- Natural resources
- Public facilities and services
- Park and recreation system
- Fiscal management resources

These changing issues and shifts in conditions may serve as indicators of needed change in public policy included in the Comprehensive Plan. The policy implications of such changes shall be evaluated on a continuing basis.

Using the updated baseline information, major planning and development problems, achieved goals and objectives, unanticipated problems and new opportunities must also be chronicled. Recommended amendments to the Comprehensive Plan may be developed from the evaluation of these criteria.

Review of the Comprehensive Plan shall take place on an annual basis while a thorough update should take place every five to ten years.