

NAPLES

Ontario County, New York

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

VOLUME I – COMMUNITY INVENTORY AND ANALYSIS



Naples
New York

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CHAPTER I

1.0 THE COMPREHENSIVE PLAN DEFINED

1.1 Introduction

The link between the Town of Naples and the Village of Naples is a logical and common one. Historically, villages have served as a means to provide residents with daily services and a sense of community. They have long acted as the center of activity and their traditional development patterns of regular street grids, central greens, and common areas wrapped with architecturally significant buildings were designed to foster social interaction and sustainable living environments. The case is much the same in Naples.

In most of the United States, this tendency continued until the second half of the twentieth-century with the advent of the automobile and commuter suburb, when Euclidian Zoning became a common substitute for physical planning and design. As economies, development patterns, and social changes reorganized American society, many of the traditional functions unique to village centers either were abandoned or decaying.

Prior to the 1950's, traditional streetscapes in cities and villages were constructed based upon local design guidelines – which were policy documents used by the local municipality to help shape a particular style of development. In its best form, a traditional village street combined a safe walkable environment with a uniform arrangement of architecturally significant building façades, strategic locations of civic venues and public spaces, and priority to the pedestrian – all while accommodating the efficiency and excitement of the automobile industry. As the vehicle became more popular throughout the 1950's, their efficiency took precedence in planning and architectural design professions. As such, traditional planning and design principles were abandoned and the quality of the pedestrian environment – the cornerstone of vibrant village centers – declined.

Towns traditionally held agricultural land uses and open space in support of more urbanized municipalities. As societies started to reorganized, Towns began to absorb suburban growth patterns. Reduced transportation costs and the extension of high speed roads and municipal services allowed people to live further from work where land was less expensive. While still isolated, the Naples community has felt and may continue to experience development pressures similar to these national trends.

In the face of these societal tendencies, Naples has, for the most part, maintained a traditional development pattern hidden behind the buffer of geographic isolation. The Town remains largely rural and undisturbed while what little new development has occurred in the community has been located within the Village with the exception of sporadic large-lot development within certain areas of the Town. There exists a unique symbiotic relationship between the Town and Village of Naples. The Village exists largely as a port of call to access and enjoy the rural, agricultural, and open space landscapes and attractions of the Town. In other ways, the charming nature of the Village has become an attraction in its own right. While the Town possesses a wealth of pristine and unsullied landscapes and outdoors amenities, its accessibility and viability as a tourist destination are inextricably dependent on the services provided in the Village.

According to the 2011 American Communities Survey, 2,485 people call the Town of Naples home, 1,107 of which reside within the Village of Naples. Located at the far southern end of Ontario County, the Town makes up less than 2.5% of the county’s population of 107,070.

In recent years, new challenges have arisen in the Naples community. The buffer of isolation is beginning to have negative side effects as locals struggle through a scarcity of local health, child, and elderly care. While water quality in Naples, with the exception of relative “hardness”, is not an issue, there is concern for areas of the distribution system that are in danger of failure due to their age and composition. More particularly, the distribution system concerns are primarily within the “permissive service area” in the Town outside of the Village. Currently, the Village of Naples does not have the authority to expend funds for the purpose of making repairs or upgrades within the permissive service area leaving approximately 14% of water connections at risk. Coupled with the concern for water infrastructure, the lack of public sewers poses a significant financial burden to property owners facing septic system failure and businesses that produce effluent in amounts greater than the average home. Large lot landowners are experiencing rising property assessments and, subsequently, rising property tax burdens forcing them to subdivide and sell off portions of their parcels. Development pressures will continue to mount on the rural Town areas as the Village infrastructure issues get resolved.

The Naples community is against hydraulic fracturing and heavy industry in general. Neither the Town nor the Village have the infrastructure capacity to support such projects.

From a larger perspective, the Town and Village must wrestle with the issue of hydraulic fracturing in the region and what it means for their community in terms of employment, potential impact on water resources and natural landscapes, transportation and utilities infrastructure, and municipal tax rolls. The Town and Village also seek to accommodate light industrial uses that do not interfere with the scenic and rural landscapes that are endemic to the region. How the Naples community handles these issues over the next few years will shape the area for years to come.

Despite the aforementioned changes and pressures, Naples remains successful. A summer tourist destination in the Finger Lakes Region, the springtime rainbow trout runs on Naples Creek and late-summer Grape Festival draw locals and bring in tourists who fill up local bed and breakfasts, cafes, and retail stores. Opening day of particular hunting and fishing seasons is an unofficial holiday in Naples that outdoor enthusiasts from metropolitan Rochester travel in to take advantage of. Naples' tourism offerings have weatherproof year-round appeal, ranging from outdoor adventures – such as hiking and cross-country skiing – to a strong arts community which is as easily enjoyed indoors as it is outdoors. For residents, Naples is a place where they can live, work, and play. Residents of the Village enjoy a scenic, charming, small-town lifestyle while those of the Town embrace the vast, unblemished landscapes surrounding them as a backdrop for crop cultivation or a cherished homestead. Naples offers a home not just in nature, but with nature.

The Comprehensive Plan is the centerpiece of the community development planning process, stating the community's development goals and outlining public policies for guiding future growth. It establishes an identifiable vision that allows both the governing body and private interests to plan and budget with an idea as to the direction the Town and Village may move in the future, and helps to ensure that future growth is not only anticipated, but planned for. This plan functions as a practical guide to coordinate day-to-day decisions so they make sense in the future.

1.2 Brief History of Naples

In the late 1780s, a group of men from Massachusetts bought over 21,000 acres in the Naples area for 12 cents an acre. The early years in the area, which was first called Watkinstown and later Middletown, were difficult. Naples had no roads for many years and transportation to and from Naples was provided solely by Canandaigua Lake.

By the late 1820's, development within Naples had begun. Churches, grist mills, carding mills, saw mills, tanneries, hotels and other businesses emerged. In 1859 a charter was granted by the state for the Naples Academy. In 1872, the Naples Memorial Town Hall was built on Main Street to honor the men who had served in the Civil War. In 1888, Jacob Widmer emigrated from Switzerland with his family and founded Widmer Winery. While the prominence of Widmer Winery contributed largely to Naples' identity as "Grape Country," other community activities and events, such as grape pies and the annual Grape Festival (started in 1961), have helped to establish the community's name and identity over time. Naples' early cultural influences, including its European name and baking practices, established a foundation for cultural enrichment and enhancement over the years.

Indeed, much of the feeling of self-sufficiency held by the Village of Naples dates from the first 150 years of its history, when access beyond the community was very limited and the Village's isolation was real. The first settlers walked down the ice of a thoroughly frozen Canandaigua Lake in 1789. From the 1840s until the 1890s, the principal connection of Naples to the outside was via lake steamboats that met in season at Woodville. In 1892, Naples Village became the terminus of the Lehigh Valley Railroad line which connected at Stanley and Geneva to the New York Central. That line ceased operation in the 1950s and was abandoned in the late 1960s.

The State and County highway connections did not exist until financed and constructed in the late 1920s. Additional work on roads was completed by the federal Works Progress Administration in the 1930s and 1940s, and federal financing of highway improvements began in the 1950s. Much is made of wine and grapes in Naples. They have their own festival. Though there was an earlier Maxfield Winery in Naples (the building still exists on Clark Street), the Widmer family did not arrive in Naples until the 1880s. Grapes were introduced as a crop in the area in the 1840s, but were not planted in Naples until the 1860s. The local hunting and fishing tradition in Naples far pre-dates agricultural land uses, extending thousands of years into the past as practiced

by people who became known as the Seneca. It continues to exert a powerful influence on the Village of Naples and is its authentic heritage.

Today, Naples is an eclectic, rural community nestled among the hills of the Finger Lakes Region. Tourism and the grape industry are the principal economic drivers in the area and many residents find employment in these fields. The community is approaching a crossroads between isolation and economic development as the demand for business growth is pushing against infrastructure limitations.

1.3 Purpose and Authority of the Plan

Population projections for the Naples Community reveal that the population is expected to remain relatively stable in the short-term, with potential for growth over time. To ensure that Naples retains and enhances its scenic, rural environment and secure economic stability, the Town and Village have taken a proactive position by updating their respective Comprehensive Plans –last updated in 2002 and 2004, respectively. The primary purpose of the Town and Village of Naples Joint Comprehensive Plan is to provide guidance to local officials, particularly elected officials, their Planning Boards and Zoning Board of Appeals of each municipality, as they prepare for future physical growth and development of the community.

This guidance as set forth by recommendations herein is necessary to address a variety of interrelated public and private development decisions that impact building forms and land use, transportation and streets, economic development, public facilities, and open or civic spaces. Once adopted, the Plan will help Naples achieve desired development growth and economic prosperity for the next generation by promoting a sound and reasonable approach to public and private investment.

Over time, growth trends or Town or Village priorities may change and the Comprehensive Plan may require reevaluation and periodic amendments. Therefore, the Town and Village should adopt the plan as a living document to be reviewed every three to five years and adjusted to meet the needs of current and future residents. In light of the steady growth of northwestern Ontario County communities and their ability to have impacts on local society and, to a lesser extent, local property and infrastructure; Town and Village officials must keep abreast of regional issues and establish a sound and cooperative relationship with neighboring communities.

1.4 The Comprehensive Plan Defined

New York State, under Village Law section 7-722, provides guidelines for communities to prepare and adopt, by local law or ordinance, a Comprehensive Plan. As stated in New York State Village Law, a Village Comprehensive Plan:

"...means the materials, written and/or graphic, including but not limited to maps, charts, studies, resolutions, reports and other descriptive material that identify the goals, objectives, principles, guidelines, policies, standards, devices and instruments for the immediate and long-range protection, enhancement, growth and development of the village".

Village Law; Section 7-722 – New York State

Under New York State Town Law, municipalities are granted the same authority and responsibility to prepare and adopt comprehensive plans. Section 272-a(l)(b) states:

"Among the most important powers and duties granted by the Legislature to a town or village government is the authority and responsibility to undertake town or village comprehensive planning and to regulate land use for the purpose of protecting the public health, safety, and general welfare of its citizens."

Town Law; Section 272-a(l)(b) – New York State

Noticeably important, Village and Town Law also identify two important aspects of adopting a Comprehensive Plan:

- All Village or Town zoning and land use regulatory controls must be in accordance with a comprehensive plan adopted pursuant to Village or Town Law.

- Capital improvement projects or any other plans of another governmental agency on land included within the municipal boundary, must take into account strategies and recommendations set forth in the municipal comprehensive plan.

These commands clearly indicate the Comprehensive Plan as the master document from which all zoning and land use decisions should be based. The Plan therefore should be referred to as development controls and future guidance is sought.

1.5 The Planning Process

The Plan was developed over a period of six months and utilized a public visioning/scoping process which allowed officials and the public to be a part of developing the Plan. These visioning sessions sought public input regarding the issues and recommendations outlined in this Plan and support the scoping requirements of the State Environmental Quality Review Act (SEQRA). The process included two visioning sessions held during the winter and spring of 2013 that solicited public concerns regarding subject areas of the Plan.

Upon the Town's initiation of the public participation process, the Town and the Village entered into an agreement to pursue a joint comprehensive plan update. Based on the symbiotic relationship between the two communities, it was decided that a joint plan would be mutually beneficial.

Interim workshops with the Comprehensive Plan Committee were undertaken to prepare for public sessions, generate ideas for the Plan document and build consensus regarding goals, policies, and actions (see Volume II).

1.6 What the Plan Should Accomplish

Based upon the impetus for production of the Comprehensive Plan from the outset, this document should be used to accomplish the following:

- Serve as an updated comprehensive source of community information that can be used by the Village, Town, County, and/or State to secure funding from various programs and to market the area to potential development interests and entrepreneurs;

- Inventory and document local and regional characteristics and trends regarding population densities, growth management practices, land use, natural resources, and economic development characteristics;
- Act as leverage for obtaining State and Federal funding;
- Create a benchmark for evaluating the compatibility and appropriateness of future development proposals within the confines of established goals and policies of the Plan;
- Encourage recreation opportunities and open space preservation and management in an effort to enhance the overall quality of such facilities in the region.

1.7 How to Use the Plan

With the adoption of the Town and Village of Naples Joint Comprehensive Plan, each municipality will demonstrate its commitment to enhancing the local economy while preserving the local natural environment for residents and visitors. As stated earlier, the Plan is intended to be used by various officials, residents, business owners, and developers; but especially by Planning Boards and Zoning Boards of the Town and Village as they review applications for future development projects. Pursuant to Part 617 of Article 8 (State Environmental Quality Review Act) of the Environmental Conservation Law, the adoption of a Comprehensive Plan is a Type I Action. However, because the adoption of this Comprehensive Plan does not actually approve future site development, the Planning and Zoning Boards will require future development interests to utilize the SEQR process and requirements of Environmental Impact Statements (EIS) where applicable to ensure on-going environmental compliance is met.

The Town and Village of Naples Joint Comprehensive Plan is separated into two volumes. In Volume I, Chapters Two through Five comprise a comprehensive inventory and analysis of existing conditions within the Town and Village, and should be referred to when seeking data. Specifically, these chapters provide summary overviews of population trends, community facilities, strengths and weaknesses of the Naples economic climate, land use, and infrastructure systems.

In Volume II, goals, policies, and actions set forth by the Comprehensive Plan Steering Committee are outlined in Chapter Six – *Goals & Objectives* and are based upon and supported by the findings of the community inventory. These goals and objectives are then used as the basis for a Future Land Use Map for the Town and Village. Chapter Seven – *Comprehensive Plan Implementation*; categorically outlines all Town and Village goals established throughout the planning process, and prioritizes policies and specific action items as a means to accomplish such goals. Those sections will provide all recommended strategies with regards to future growth and management within the Town and Village. Chapter Eight – *Monitoring Plan* discusses the manner in which the Comprehensive Plan will be amended to reflect changing circumstances and an evolving community vision.

CHAPTER II

2.0 Demographic Inventory and Analysis

Taking stock in the characteristics of the people who make up communities is essential for determining how and in what way localities will develop in the future. Attributes such as population, age, race, educational attainment, and occupation play a pivotal role in influencing local consumer spending trends and local labor supply qualifications. In a relatively small and isolated community such as Naples, these aspects wield even greater force in determining the future of the community. This chapter will use demographic figures to describe the Naples community. In addition, these figures will be analyzed to determine their influence on the present local environment and how they will shape the future of Naples.

2.1 Population

Population change has a direct impact on services required at both the local and regional levels. Such changes in population require corresponding changes to infrastructure, housing, and community resources such as schools and libraries. Increases in population are usually the result of features that are desirable by residents while declines indicate that certain community needs are not being met. Understanding the dynamics of population trends can help communities to meet the needs of their current and future citizenry. This section examines several local and regional population trends and the makeup of the Town and Village of Naples in terms of population age, race and ethnicity, educational attainment, employment and income, and housing characteristics.

2.2 Town and Regional Trends

For much of its history, the Naples community has held a historically agricultural and rural bent. Its location in the hill country of the Finger Lakes has provided residents of Naples with access to a host of outdoor resources and amenities. Without a historical reliance on industry, the Town has escaped the fate of industrial vacancy and brownfields that face many rust belt towns in Upstate New York. Naples has maintained a reliance on the land as agriculture, wineries, and hunting and fishing remain staples of the local economy.

What industry and commerce that did occur in Naples was largely confined to the Village. The rudimentary 19th century mills located along the Naples, Grimes, and Tannery Creeks did not grow to the scale experienced elsewhere in rustbelt mill towns and thus, the Village was not subject to the endemic manufacturing job loss that characterized much of the region. Nevertheless, the Village population was in decline throughout the latter 20th century.

According to the 2011 American Communities Survey (the ACS is an ongoing statistical survey by the U.S. Census Bureau), 2,485 people call the Town of Naples home, 1,107 of which reside within the Village of Naples. Located at the far southern end of Ontario County, the Town makes up less than 2.5% of the county’s population of 107,070.

The population of the Town has grown by 11% since 1970 but has fluctuated around 2,500 since 1990. Population loss in the Village of Naples, 11% since 1990, has restrained growth in the overall Town. Ontario County has grown at a much faster clip than the Town and Village over the same time span, increasing population by 36% since 1970. The New York State population has increased by 6% since 1970. (See Table 1 – Population Change since 1970). Comparison between 1970 through today gives the full range of available data per the ACS.

For all communities, population change can have a significant impact on the tax base, job and business development, and housing. It also affects decisions regarding future development and revitalization. However, stabilization of the population without economic growth poses another set of unique challenges.

To further understand this relationship, an analysis of other demographic categories is needed. Attributes such as age, race and ethnicity, educational attainment, employment and income characteristics, and housing characteristics provide the necessary background information from which the Town and Village can build upon to reach their societal goals.

Population Change since 1970

	Town of Naples	Village of Naples	Ontario County	New York State
Population 2011	2,485 -0.7%	1,107 6.3%	107,070 -0.8%	19,302,448 -0.4%
Population 2010	2,502 2.5%	1,041 -2.9%	107,931 7.7%	19,378,102 2.1%
Population 2000	2,441 -4.6%	1,072 -13.3%	100,224 5.4%	18,976,457 5.5%
Population 1990	2,559 9.5%	1,237 -	95,101 7.0%	17,990,455 2.5%
Population 1980	2,338 4.6%	- -	88,909 12.8%	17,558,072 -3.7%
Population 1970	2,236	-	78,849	18,236,882
Overall Population Change Since 1970:	11%	-11%*	36%	6%
		*since 1990		

All populations from Decennial US Census (except 2011, which is American Communities Survey 5-year Estimate)

2.3 Age

It is important to understand the age breakdown of an area’s residents as different age groups will require a unique set of municipal services. For example, a community with a large proportion of young families may require more youth recreational opportunities and day care; whereas communities characterized by larger numbers of senior citizens may realize increased demand for public transportation, medical services, and senior-related recreational activities. The age breakdown of the current population also has implications for the community’s vision and goals. As an example, an area may offer services sufficient for their current demographic makeup of mostly retired residents. If, however, the vision of the community is to attract more young people and new families to the area, the community may need to be proactive in developing those services and amenities that would help to achieve that goal.

The table on the following page compares the population age trends of the Town of Naples, Village of Naples, and Ontario County and is as follows:

Town and Village of Naples Comprehensive Plan

Sex and Age Demographics Table

Subject	Ontario County, New York				Naples town, Ontario County, New York				Naples village, New York			
	2000	2011	Percent Change	Percent of 2011 Total	2000	2011	Percent Change	Percent of 2011 Total	2000	2011	Percent Change	Percent of 2011 Total
SEX AND AGE												
Total population	100,224	107,070	6.83%	100.00%	2,441	2,485	1.80%	100.00%	1,072	1,107	3.26%	100.00%
Male	48,983	52,348	6.87%	48.89%	1,172	1,292	10.24%	51.99%	520	552	6.15%	49.86%
Female	51,241	54,722	6.79%	51.11%	1,269	1,193	-5.99%	48.01%	552	555	0.54%	50.14%
Under 5 years	6,045	5,731	-5.19%	5.35%	129	170	31.78%	6.84%	59	81	37.29%	7.32%
5 to 9 years	7,347	6,404	-12.84%	5.98%	187	136	-27.27%	5.47%	79	47	-40.51%	4.25%
10 to 14 years	7,699	7,480	-2.84%	6.99%	216	227	5.09%	9.13%	99	74	-25.25%	6.68%
15 to 19 years	7,163	7,875	9.94%	7.36%	143	156	9.09%	6.28%	77	78	1.30%	7.05%
20 to 24 years	5,519	6,576	19.15%	6.14%	68	142	108.82%	5.71%	31	124	300.00%	11.20%
25 to 34 years	11,643	10,270	-11.79%	9.59%	293	194	-33.79%	7.81%	130	139	6.92%	12.56%
35 to 44 years	16,802	14,174	-15.64%	13.24%	380	370	-2.63%	14.89%	158	127	-19.62%	11.47%
45 to 54 years	15,271	17,565	15.02%	16.41%	395	510	29.11%	20.52%	162	188	16.05%	16.98%
55 to 59 years	5,406	7,756	43.47%	7.24%	156	117	-25.00%	4.71%	63	56	-11.11%	5.06%
60 to 64 years	4,129	7,119	72.41%	6.65%	107	141	31.78%	5.67%	43	52	20.93%	4.70%
65 to 74 years	6,643	8,506	28.04%	7.94%	176	142	-19.32%	5.71%	75	53	-29.33%	4.79%
75 to 84 years	4,868	5,436	11.67%	5.08%	151	121	-19.87%	4.87%	77	66	-14.29%	5.96%
85 years and over	1,689	2,178	28.95%	2.03%	40	59	47.50%	2.37%	19	22	15.79%	1.99%
Median age (years)	37.9	42.1	11.08%	(X)	39.7	41.9	5.54%	(X)	39.1	35.7	-8.70%	(X)

When measuring age cohorts as a percentage of the total population, notable differences in the three areas included:

- The age 20-24 age demographic increased across the board. This cohort grew by 20% in the County, 110% in the Town, and 300% in the Village.
- 20-34 year-olds increased only in the Village.
- Similarly, the under 5 cohort grew by over 30% in both the Town and Village. Combined with the increase in early 20s residents, this fact corresponds to an increase in young families in the Village.
- Retired-age persons are increasing in number in the County but decreasing from the Town and Village, possibly due to the lack of services locally.
- Median age increased in the County and Town but decreased in the Village
- The 35-54 age cohort makes up over 35% of the population in the Town, compared to 28% in the Village and 30% in the County. Specifically, 45-54 year-olds increased in quantity by 29% between 2000 and 2011.

The increase in 20-24 year-olds is quite striking in the Village and the Town. These increases could be attributable to the economic recession gripping the nation in 2011, causing fewer jobs to be available to young people and forcing them to remain in residence at home with their parents.

The young family age cohort of 20-34 fell in the Town despite the aforementioned gains in persons in their early 20s. Young parents of young children have found the Village of Naples to be particularly attractive in relation to the Town and rest of the County according to these figures. Attention must be paid as to why the young adults chose to live in the Village and not in the Town or County. This could possibly be due to better affordability of housing or availability of rental units. Additionally, the compact nature of the Village makes it more walkable than areas of the Town or County.

As is the case with much of New York State and the nation, the number of retirement-aged persons is increasing in the County. The amount of people age 62 and over increased in the County by nearly 30% between 2000 and 2011. However, this cohort reduced in size in the Town and Village by 9% and 17%, respectively, indicating that Town and Village residents are not choosing to age in place. This has important implications for planning as older residents in the Town may not have easy access to necessary resources as they age, including supermarkets,

medical care, and social opportunities. The trend could potentially be the result of a concentration of senior services in the County in areas away from the Town and Village.

Along the same lines, the median age in the both the County (42.1) and Town (41.9) increased while that of the Village (35.7) decreased. The 300% increase in 20-24 year-olds (31 in 2000 to 124 in 2011) significantly impacted median age in the Village. The aforementioned County-wide growth in the senior population certainly contributed to increasing median age while Town's 29% increase in the 45-54 age demographic bolster its median age numbers.

As of 2011, 26% of the Town population was under the age of 18. This percentage outpaced both the Village and the County at 23% each. The needs of school-aged children differ from other age groups. Safe and walkable streets, maintained playgrounds or play areas, and community organizations that encourage personal development (e.g., Boys and Girls Clubs) should be supported through the planning process.

2.4 Race and Ethnicity

The racial and ethnic composition of neighborhoods is an important consideration during the planning process. Information regarding changing demographic characteristics, including race and ethnicity, helps to guide policy decisions and revitalization strategies within the neighborhood.

The table depicts trends in racial makeup of the Town and Village of Naples as well as Ontario County:

Town and Village of Naples Comprehensive Plan

Race Demographics Table

RACE	Ontario County, New York				Naples town, Ontario County, New York				Naples village, New York			
	2000	2010	Percent Change	Percent of 2010 Total	2000	2010	Percent Change	Percent of 2010 Total	2000	2010	Percent Change	Percent of 2010 Total
Total population	100,224	107,931	7.69%	100.00%	2,441	2,502	2.50%	100.00%	1,072	1,041	-2.89%	100.00%
One race	98,961	106,132	7.25%	98.33%	2,416	2,471	2.28%	98.76%	1,068	1,027	-3.84%	98.66%
Two or more races	1,263	1,799	42.44%	1.67%	25	31	24.00%	1.24%	4	14	250.00%	1.34%
One race	98,961	106,132	7.25%	98.33%	2,416	2,471	2.28%	98.76%	1,068	1,027	-3.84%	98.66%
White	95,256	101,078	6.11%	93.65%	2,390	2,427	1.55%	97.00%	1,057	1,007	-4.73%	96.73%
Black or African American	2,068	2,432	17.60%	2.25%	6	15	150.00%	0.60%	0	10	#DIV/0!	0.96%
American Indian and Alaska Native	223	276	23.77%	0.26%	2	5	150.00%	0.20%	0	4	#DIV/0!	0.38%
Asian	691	1,126	62.95%	1.04%	12	10	-16.67%	0.40%	6	3	-50.00%	0.29%
Asian Indian	109	231	111.93%	0.21%	0	1	#DIV/0!	0.04%	0	0	0.00%	0.00%
Chinese	171	333	94.74%	0.31%	1	5	400.00%	0.20%	1	0	-100.00%	0.00%
Filipino	62	113	82.26%	0.10%	3	0	-100.00%	0.00%	0	0	0.00%	0.00%
Japanese	37	53	43.24%	0.05%	1	1	0.00%	0.04%	0	1	#DIV/0!	0.10%
Korean	181	144	-20.44%	0.13%	2	2	0.00%	0.08%	2	1	-50.00%	0.10%
Vietnamese	28	70	150.00%	0.06%	3	1	-66.67%	0.04%	3	1	-66.67%	0.10%
Other Asian	98	182	85.71%	0.17%	2	0	-100.00%	0.00%	0	0	0.00%	0.00%
Native Hawaiian and Other Pacific Islander	20	24	20.00%	0.02%	0	0	0.00%	0.00%	0	0	0.00%	0.00%
Native Hawaiian	4	11	175.00%	0.01%	0	0	0.00%	0.00%	0	0	0.00%	0.00%
Guamanian or Chamorro	1	6	500.00%	0.01%	0	0	0.00%	0.00%	0	0	0.00%	0.00%
Samoan	8	0	-100.00%	0.00%	0	0	0.00%	0.00%	0	0	0.00%	0.00%
Other Pacific Islander	7	7	0.00%	0.01%	0	0	0.00%	0.00%	0	0	0.00%	0.00%
Some other race	703	1,196	70.13%	1.11%	6	14	133.33%	0.56%	5	3	-40.00%	0.29%
Two or more races	1,263	1,799	42.44%	1.67%	25	31	24.00%	1.24%	4	14	250.00%	1.34%
HISPANIC OR LATINO AND RACE												
Total population	100,224	107,931	7.69%	100.00%	2,441	2,502	2.50%	100.00%	1,072	1,041	-2.89%	100.00%
Hispanic or Latino (of any race)	2,149	3,679	71.20%	3.41%	16	26	62.50%	1.04%	13	8	-38.46%	0.77%
Mexican	365	837	129.32%	0.78%	1	10	900.00%	0.40%	1	1	0.00%	0.10%
Puerto Rican	1,231	2,078	68.81%	1.93%	3	7	133.33%	0.28%	1	4	300.00%	0.38%
Cuban	61	105	72.13%	0.10%	4	0	-100.00%	0.00%	4	0	-100.00%	0.00%
Other Hispanic or Latino	492	659	33.94%	0.61%	8	9	12.50%	0.36%	7	3	-57.14%	0.29%
Not Hispanic or Latino	98,075	104,252	6.30%	96.59%	2,425	2,476	2.10%	98.96%	1,059	1,033	-2.46%	99.23%

The racial makeup of the Town of Naples is 97%¹ white. Persons of two or more races make up 1.24 percent of the population. African Americans, Native Americans, and Asian Americans combined make up less than 2.0% of the Town.

The Village is home to a large percentage of minorities in the Town. Two-thirds of the African American population, 80% of the Native American population, and 30% of the Asian American population reside within the Village’s municipal limits.

The Hispanic population makes up just over 1% of the Town. Naples Hispanics grew by 63% during the first decade of the 21st century, over two-thirds of which live outside the Village. The population of Ontario County is 94% white. The African American population stands at 2.25% and the Hispanic population at 3.4%. The County is growing in diversity, particularly from Asian Indian, Chinese, Filipino, Vietnamese, Mexican, and Puerto Rican groups. The racial diversity of the Town and Village, meanwhile, remained relatively the same between 2000 and 2010.

The regional area has historically had a strong German heritage. This characteristic remains true today with German making up the most common ancestry in the County (27%), the Town (29%), and the Village (34%). The amount of people claiming German heritage actually rose over the time span by 22% in the County, 14% in the Town, and 34% in the Village.

Other significantly represented nationalities in the Town include the English (22%) and the Irish (16%). French Canadians, Dutch, Danish, Swiss, and Welsh (particularly in the Village) have all increased in number within the Town recently.

The table on the following page compares trends in ethnicity among the Town, Village, and County.

¹ For Race and Ethnicity, data from the 2010 US Census was used instead of the American Communities Survey (2007-2011) 5-year Estimate.

Town and Village of Naples Comprehensive Plan

Ethnicity Table

	Ontario County, New York				Naples town, Ontario County, New York				Naples village, New York			
	2000 Estimate	2011 Estimate	Percent Change	Percent of 2011 Total	2000 Estimate	2011 Estimate	Percent Change	Percent of 2011 Total	2000 Estimate	2011 Estimate	Percent Change	Percent of 2011 Total
ANCESTRY (single or multiple)												
Total population	100,224	107,070	6.83%	100.00%	2,441	2,485	1.80%	100.00%	1,109	1,107	-0.18%	100.00%
Total ancestries reported	122,074	126,337	3.49%	117.99%	2,805	2,624	-6.45%	105.59%	1,286	1,296	0.78%	117.07%
Arab	350	361	3.14%	0.34%	4	0	-100.00%	0.00%	4	0	-100.00%	0.00%
Czech[1]	318	416	30.82%	0.39%	8	6	-25.00%	0.24%	1	0	-100.00%	0.00%
Danish	982	1,139	15.99%	1.06%	6	21	250.00%	0.85%	6	21	250.00%	1.90%
Dutch	7,183	6,643	-7.52%	6.20%	115	204	77.39%	8.21%	86	102	18.60%	9.21%
English	19,200	21,875	13.93%	20.43%	490	535	9.18%	21.53%	202	225	11.39%	20.33%
French (except Basque)[1]	4,596	4,974	8.22%	4.65%	134	102	-23.88%	4.10%	64	69	7.81%	6.23%
French Canadian[1]	1,281	1,654	29.12%	1.54%	14	45	221.43%	1.81%	4	0	-100.00%	0.00%
German	23,933	29,200	22.01%	27.27%	641	731	14.04%	29.42%	286	384	34.27%	34.69%
Greek	257	414	61.09%	0.39%	5	8	60.00%	0.32%	0	8	#DIV/0!	0.72%
Hungarian	328	475	44.82%	0.44%	17	7	-58.82%	0.28%	10	0	-100.00%	0.00%
Irish[1]	19,297	21,942	13.71%	20.49%	394	386	-2.03%	15.53%	132	208	57.58%	18.79%
Italian	13,776	15,473	12.32%	14.45%	142	140	-1.41%	5.63%	81	73	-9.88%	6.59%
Lithuanian	174	317	82.18%	0.30%	17	3	-82.35%	0.12%	0	3	#DIV/0!	0.27%
Norwegian	638	692	8.46%	0.65%	13	3	-76.92%	0.12%	6	3	-50.00%	0.27%
Polish	4,011	5,276	31.54%	4.93%	97	127	30.93%	5.11%	36	50	38.89%	4.52%
Portuguese	144	169	17.36%	0.16%	16	0	-100.00%	0.00%	2	0	-100.00%	0.00%
Russian	520	657	26.35%	0.61%	0	8	#DIV/0!	0.32%	0	4	#DIV/0!	0.36%
Scotch-Irish	1,537	1,864	21.28%	1.74%	43	58	34.88%	2.33%	7	26	271.43%	2.35%
Scottish	2,862	2,646	-7.55%	2.47%	46	42	-8.70%	1.69%	20	26	30.00%	2.35%
Slovak	226	350	54.87%	0.33%	5	3	-40.00%	0.12%	2	3	50.00%	0.27%
Subsaharan African	177	323	82.49%	0.30%	0	0	0.00%	0.00%	0	0	0.00%	0.00%
Swedish	1,179	1,312	11.28%	1.23%	36	36	0.00%	1.45%	15	9	-40.00%	0.81%
Swiss	473	418	-11.63%	0.39%	7	25	257.14%	1.01%	4	0	-100.00%	0.00%
Ukrainian	821	734	-10.60%	0.69%	13	11	-15.38%	0.44%	10	0	-100.00%	0.00%
United States or American	6,148	5,401	-12.15%	5.04%	300	89	-70.33%	3.58%	188	55	-70.74%	4.97%
Welsh	869	1,200	38.09%	1.12%	17	34	100.00%	1.37%	4	27	575.00%	2.44%
West Indian (excluding Hispanic groups)	89	412	362.92%	0.38%	0	0	0.00%	0.00%	0	0	0.00%	0.00%
Other ancestries	10,705	(X)	(X)	(X)	225	(X)	(X)	(X)	116	(X)	(X)	(X)

2.5 Educational Attainment

The Town and Village of Naples, as well as Ontario County, have all increased their retention and attraction of people with advanced degrees (Bachelor's degree or higher). Residents age 25 or more with such a standing increased in number between 2000 and 2011 by 6% in the County, 9% in the Town, and 4% in the Village.

Additionally, the percentage of residents garnering at least a high school diploma increased by 6% in the Town, from 84.5% to 90.8%. The Village and County also saw gains of 7% and 4%, respectively, in this regard.

In terms of the total population enrolled in an educational program, over 17% of those in the Town are enrolled in college or graduate school. This percentage is up from 7.7% in 2000. The Village and county boast even larger enrollment percentages at 21% and 26% respectively.

The Village's growth in college students as a share of total students has occurred simultaneous to a drop in elementary school students as a share of the total. In 2000, 56% of all students in the Village were enrolled in elementary school. By the early part of this decade, that block of pupils has progressed into high school and college levels, leaving the share of elementary school students at 38%. With this large crop of local students, many of them Naples-natives, about to enter the workforce, it will be critical to retain these well-educated residents with gainful employment as they graduate.

The Town will need to continue to build off increases in high school diploma and equivalency attainment to attract and retain residents that are more educated. *Such residents tend to contribute to municipal tax rolls more significantly and foster economic growth.*

The table on the following page outlines educational attainment levels in the Village, Town, and County.

Town and Village of Naples Comprehensive Plan

Educational Attainment Table

Subject	Ontario County, New York					Naples town, Ontario County, New York					Naples village, New York				
	2000 Estimate	2011 Estimate	Percent of 2000 Total	Percent of 2011 Total	Percent Change	2000 Estimate	2011 Estimate	Percent of 2000 Total	Percent of 2011 Total	Percent Change	2000 Estimate	2011 Estimate	Percent of 2000 Total	Percent of 2011 Total	Percent Change
SCHOOL ENROLLMENT															
Population 3 years and over enrolled in school	26,901	27,028	100.00%	100.00%	0.47%	549	575	100.00%	100.00%	4.74%	282	225	100.00%	100.00%	-20.21%
Nursery school, preschool	1,731	1,459	6.43%	5.40%	-1.04%	26	72	4.74%	12.52%	7.79%	13	9	4.61%	4.00%	-0.61%
Kindergarten	1,627	1,229	6.05%	4.55%	-1.50%	32	19	5.83%	3.30%	-2.52%	16	14	5.67%	6.22%	0.55%
Elementary school (grades 1-8)	12,051	11,273	44.80%	41.71%	-3.09%	331	244	60.29%	42.43%	-17.86%	159	86	56.38%	38.22%	-18.16%
High school (grades 9-12)	5,627	6,023	20.92%	22.28%	1.37%	118	140	21.49%	24.35%	2.85%	66	68	23.40%	30.22%	6.82%
College or graduate school	5,865	7,044	21.80%	26.06%	4.26%	42	100	7.65%	17.39%	9.74%	28	48	9.93%	21.33%	11.40%
EDUCATIONAL ATTAINMENT															
Population 25 years and over	66,539	73,004	100.00%	100.00%	9.72%	1,715	1,654	100.00%	100.00%	-3.56%	738	703	100.00%	100.00%	-4.74%
Less than 9th grade	2,433	1,942	3.66%	2.66%	-1.00%	100	39	5.83%	2.36%	-3.47%	38	16	5.15%	2.28%	-2.87%
9th to 12th grade, no diploma	5,973	4,209	8.98%	5.77%	-3.21%	166	113	9.68%	6.83%	-2.85%	82	51	11.11%	7.25%	-3.86%
High school graduate (includes equivalency)	21,017	20,777	31.59%	28.46%	-3.13%	533	490	31.08%	29.63%	-1.45%	231	202	31.30%	28.73%	-2.57%
Some college, no degree	12,856	13,720	19.32%	18.79%	-0.53%	306	275	17.84%	16.63%	-1.22%	154	120	20.87%	17.07%	-3.80%
Associate degree	7,830	10,062	11.77%	13.78%	2.02%	220	212	12.83%	12.82%	-0.01%	73	133	9.89%	18.92%	9.03%
Bachelor's degree	9,731	12,990	14.62%	17.79%	3.17%	266	322	15.51%	19.47%	3.96%	98	81	13.28%	11.52%	-1.76%
Graduate or professional degree	6,699	9,304	10.07%	12.74%	2.68%	124	203	7.23%	12.27%	5.04%	62	100	8.40%	14.22%	5.82%
Percent high school graduate or higher	87.40%	91.60%			4.20%	84.50%	90.80%			6.30%	0.837	90.50%			6.80%
Percent bachelor's degree or higher	24.70%	30.50%			5.80%	22.70%	31.70%			9.00%	0.217	25.70%			4.00%

2.6 Employment & Income Characteristics

An area's economic well-being is in part measured by employment and income characteristics. Individuals and households that are able to invest time, energy, and money in their surroundings contribute to the overall stability and health of a community. This ability is in part linked to earnings and job security. Low incomes may be indicative of a community in need of additional resources, including job training or financial mentoring, or services such as affordable daycare for children to help escape poverty. Higher incomes often result in preservation of historic structures, quality property maintenance, and thriving local businesses. Perhaps more importantly, the presence of income diversity within a community promotes vibrancy and character and can help reduce the apathy typically associated with homogenous places.

2.6.1 Employment

In a trend that mirrored much of the country, unemployment rates rose between 2000 and 2011 in the Town and Village of Naples and Ontario County. The unemployment rate in the Town was 8.3% in 2011, which is up from 4.9% in 2000. Much of this is attributable to the Village, whose unemployment rate rose from 4.7% in 2000 to 12% in 2011. That of the County rose from 4.5% to 6.1% between 2000 and 2011.

The amount of residents in the labor force stagnated in the Town while it increased in the Village and County by 13% and 7%, respectively. The amount of employed people (age 16 and over) decreased by 3.35% within the Town while it increased by 4.1% in the Village and 5.2% in the County. This indicates that the labor force residing the Village was more apt to find employment opportunities than that in the Town outside of the Village.

Town and Village of Naples Comprehensive Plan

Employment Table

Subject	Ontario County, New York				Naples town, Ontario County, New York				Naples village, New York			
	2000 Estimate	2011 Estimate	Percent Change	Percent of 2011 Total	2000 Estimate	2011 Estimate	Percent Change	Percent of 2011 Total	2000 Estimate	2011 Estimate	Percent Change	Percent of 2011 Total
EMPLOYMENT STATUS												
Population 16 years and over	77,820	85,829	10.29%	100.00%	1,875	1,927	2.77%	100.00%	828	881	6.40%	100.00%
In labor force	53,238	56,995	7.06%	66.41%	1,193	1,195	0.17%	62.01%	535	603	12.71%	68.44%
Civilian labor force	53,200	56,937	7.02%	66.34%	1,193	1,195	0.17%	62.01%	535	603	12.71%	68.44%
Employed	50,822	53,459	5.19%	62.29%	1,134	1,096	-3.35%	56.88%	510	531	4.12%	60.27%
Unemployed	2,378	3,478	46.26%	4.05%	59	99	67.80%	5.14%	25	72	188.00%	8.17%
Percent of civilian labor force	4.50%	6.11%	1.61%		4.90%	8.28%	3.38%		4.70%	11.94%	7.24%	
Armed Forces	38	58	52.63%	0.07%	0	0	0.00%	0.00%	0	0	0.00%	0.00%
Not in labor force	24,582	28,834	17.30%	33.59%	682	732	7.33%	37.99%	293	278	-5.12%	31.56%
Females 16 years and over	40,335	44,255	9.72%	100.00%	982	973	-0.92%	100.00%	449	452	0.67%	100.00%
In labor force	25,212	27,741	10.03%	62.68%	569	558	-1.93%	57.35%	268	282	5.22%	62.39%
Civilian labor force	25,210	27,741	10.04%	62.68%	569	558	-1.93%	57.35%	268	282	5.22%	62.39%
Employed	24,290	26,381	8.61%	59.61%	538	509	-5.39%	52.31%	254	248	-2.36%	54.87%
Own children under 6 years	7,494	6,627	-11.57%	100.00%	161	209	29.81%	100.00%	76	85	11.84%	100.00%
All parents in family in labor force	4,968	4,502	-9.38%	67.93%	77	96	24.68%	45.93%	51	69	35.29%	81.18%
Employed civilian population 16 years and over	50,822	53,459	5.19%	100.00%	1,134	1,096	-3.35%	100.00%	510	531	4.12%	100.00%

2.6.2 Occupation

Management and professional services occupations made up 40% of employment for the Town of Naples labor force in 2011. Sales and office occupations made up 21%, service occupations made up 17%, logistical occupations accounted for 16%, and natural resources and construction made up just below 7%.

More specifically, the education, health and social services sector accounts for 27% of employment in the Town. Other major sectors include manufacturing at 21% and arts and entertainment at 11%. These three sectors also showed impressive growth between 2000 and 2011 with education and health care growing by 6%, manufacturing by 31%, and arts and entertainment by 8%. Additionally, wholesale trade more than doubled its workforce during the stretch.

Industries that have recently slipped in employment within the Town include finance, insurance, and real estate, retail trade, and construction. Village employment figures mimicked those of the Town. Exceptions to this relationship were the transportation, warehousing, wholesale and utilities sector which increased from 5 to 17 employees while the industry lagged in the rest of the Town and the County.

In the County, education, health and social services; manufacturing; and retail trade remain the largest employers. Like much of the rust belt, the purging of manufacturing jobs continued at the County level, decreasing by 23% during the time period. Professional, management, administrative, and scientific services; finance, insurance, and real estate; education, health and social services; and arts and entertainment all experienced increases in employment while manufacturing; wholesale trade; and transportation, warehousing, and utilities each reduced their workforces within the County.

Town and Village of Naples Comprehensive Plan

Occupation Table

Subject	Ontario County, New York				Naples town, Ontario County, New York				Naples village, New York			
	2000 Estimate	2011 Estimate	Percent Change	Percent of 2011 Total	2000 Estimate	2011 Estimate	Percent Change	Percent of 2011 Total	2000 Estimate	2011 Estimate	Percent Change	Percent of 2011 Total
OCCUPATION												
Management, professional, and related occupations	17,783	20,142	13.27%	37.68%	419	435	3.82%	39.69%	178	187	5.06%	35.22%
Service occupations	7,731	9,237	19.48%	17.28%	184	190	3.26%	17.34%	108	130	20.37%	24.48%
Sales and office occupations	12,579	12,759	1.43%	23.87%	268	225	-16.04%	20.53%	101	105	3.96%	19.77%
Natural resources, construction, and maintenance occupations	4860.00	5,044	3.79%	9.44%	112	76	-32.14%	6.93%	54	44	-18.52%	8.29%
Farming, fishing, and forestry occupations	349	X			11	X			4	X		
Construction, extraction, and maintenance occupations	4,511	X			101	X			50	X		
Production, transportation, and material moving occupations	7,869	6,277	-20.23%	11.74%	151	170	12.58%	15.51%	69	65	-5.80%	12.24%
INDUSTRY												
Agriculture, forestry, fishing and hunting, and mining	952	1,040	9.24%	1.95%	26	27	3.85%	2.46%	7	6	-14.29%	1.13%
Construction	3,327	3,640	9.41%	6.81%	88	54	-38.64%	4.93%	45	29	-35.56%	5.46%
Manufacturing	9,557	7,368	-22.90%	13.78%	176	231	31.25%	21.08%	69	78	13.04%	14.69%
Wholesale trade	1,440	1,382	-4.03%	2.59%	27	64	137.04%	5.84%	5	17	240.00%	3.20%
Retail trade	6,378	6,516	2.16%	12.19%	132	76	-42.42%	6.93%	70	38	-45.71%	7.16%
Transportation and warehousing, and utilities	1,685	1,590	-5.64%	2.97%	28	19	-32.14%	1.73%	8	19	137.50%	3.58%
Information	1,143	1,193	4.37%	2.23%	24	19	-20.83%	1.73%	8	2	-75.00%	0.38%
Finance, insurance, real estate, and rental and leasing	2,095	2,477	18.23%	4.63%	60	29	-51.67%	2.65%	14	4	-71.43%	0.75%
Professional, scientific, management, administrative, and waste management services	3,485	4,546	30.44%	8.50%	99	92	-7.07%	8.39%	54	35	-35.19%	6.59%
Educational, health and social services	12,891	14,953	16.00%	27.97%	280	297	6.07%	27.10%	135	168	24.44%	31.64%
Arts, entertainment, recreation, accommodation and food services	3,889	4,386	12.78%	8.20%	114	123	7.89%	11.22%	64	88	37.50%	16.57%
Other services (except public administration)	2,248	2,419	7.61%	4.52%	47	46	-2.13%	4.20%	19	36	89.47%	6.78%
Public administration	1,732	1,949	12.53%	3.65%	33	19	-42.42%	1.73%	12	11	-8.33%	2.07%

2.6.3 Income and Poverty

High-end (over \$75,000) annual income levels in the Town and Village of Naples are catching up to those of Ontario County. Between 2000 and 2011, households with annual incomes of over \$75,000 increased by 113% in the Town, 176% in the Village, and 82% in the County.

In 2011, median household income was \$57,000 in the County, \$46,000 in the Town, and \$44,000 in the Village. Growth in median household income in the County (28.0%) outpaced that of the Town (24.3%) and the Village (27.7%), thus indicating that overall income levels in Naples are not keeping up with the rest of the County.

Poverty rates illustrate this fact as well. In 2011, the poverty rate was 9.7% in the County, 13.8% in the Town, and 18.3% in the Village. Additionally, this rate grew over the time period by 2.4% in the County, 3.3% in the Town, and 5.1% in the Village. These rankings are not atypical as less densely populated towns usually house higher income earners than villages.

Thus, residents at the lower rungs of the income ladder are less successful at moving up in the Town and Village than in the rest of the County. Higher wage employment in the Town and Village are trending similarly to the County.

Town and Village of Naples Comprehensive Plan

Income Table

Subject	Ontario County, New York				Naples town, Ontario County, New York				Naples village, New York			
	2000 Estimate	2011 Estimate	Percent Change	Percent of 2011 Total	2000 Estimate	2011 Estimate	Percent Change	Percent of 2011 Total	2000 Estimate	2011 Estimate	Percent Change	Percent of 2011 Total
INCOME												
Households	38,392	43,474	13.24%	100.00%	990	983	-0.71%	100.00%	461	438	-4.99%	100.00%
Less than \$10,000	2,438	1,829	-24.98%	4.21%	99	48	-51.52%	4.88%	58	18	-68.97%	4.11%
\$10,000 to \$14,999	2,062	2,006	-2.72%	4.61%	84	63	-25.00%	6.41%	52	27	-48.08%	6.16%
\$15,000 to \$24,999	4,906	4,650	-5.22%	10.70%	151	116	-23.18%	11.80%	71	50	-29.58%	11.42%
\$25,000 to \$34,999	5,015	4,439	-11.49%	10.21%	132	143	8.33%	14.55%	52	79	51.92%	18.04%
\$35,000 to \$49,999	7,134	5,977	-16.22%	13.75%	187	150	-19.79%	15.26%	96	80	-16.67%	18.26%
\$50,000 to \$74,999	8,477	9,342	10.20%	21.49%	194	159	-18.04%	16.17%	81	43	-46.91%	9.82%
\$75,000 to \$99,999	4,422	5,889	33.18%	13.55%	89	166	86.52%	16.89%	34	81	138.24%	18.49%
\$100,000 to \$149,999	2,687	6,238	132.15%	14.35%	42	98	133.33%	9.97%	14	48	242.86%	10.96%
\$150,000 to \$199,999	679	1,632	140.35%	3.75%	9	26	188.89%	2.64%	0	12	#DIV/0!	2.74%
\$200,000 or more	572	1,472	157.34%	3.39%	3	14	366.67%	1.42%	3	0	-100.00%	0.00%
\$75,000 or more	8,360	15,231	82.19%	35.03%	143	304	112.59%	30.93%	51	141	176.47%	32.19%
Median household income (dollars)	44,579	57,069	28.02%	X	36,813	45,750	24.28%	(X)	34,219	43,704	27.72%	(X)
Per capita income (dollars)	21,533	29,293	36.04%	(X)	17,944	23,144	28.98%	(X)	16,067	22,287	38.71%	(X)
POVERTY STATUS IN 1999 (below poverty level)												
Families	1,298			(X)	61			(X)	35			(X)
Percent below poverty level	4.90%	6.20%	1.30%	X	8.90%	12.80%	3.90%	(X)	12.00%	14.70%	2.70%	(X)
Individuals	7,106			(X)	252			(X)	145			(X)
Percent below poverty level	7.30%	9.70%	2.40%	X	10.50%	13.80%	3.30%	(X)	13.20%	18.30%	5.10%	(X)

2.7 Housing Characteristics

Between 2000 and 2011, total housing units in the Town of Naples decreased by over 2%, from 1,112 to 1,087. Housing unit totals in the Village were partially responsible for this, decreasing by over 3%. County-wide, housing units increased by 12% over the time period.

2.7.1 Age of Housing Stock

The housing stock of the Town and especially the Village of Naples is much older than that of Ontario County. Of the housing units within the Town, 53% were constructed before 1940 and only 13% since 1990. This compares to 32% before 1940 and 23% since 1990 in the County. The Village has an especially old housing stock with 79% of the units built before 1940 and only 14 units (3%) built since 1990.

Conversion of single family homes into multi-unit dwellings was also a trend in the Town between 2000 and 2011. Units built between 1980 and 1989 actually increased by 5.7% over the time period, translating to this conversion.

The Village has also experienced a shift toward multi-unit dwellings. Between 2000 and 2011, single family detached units fell by 12 units while units in 3-or-4-unit and 5-to-9-unit structures increased by 19 and 6, respectively. However, also of note, units in two-unit structures fell by 16 over the same time period.

2.7.2 Housing Values

Median housing value of specified owner-occupied units in the Town was just under \$125,000 in 2011, up 56% from 2000. This rise outpaced the increase in median values in the Village (up 41% to \$110,000) and the County (up 42% to \$134,000).

The jump in the Town's median housing value can be partially explained by a housing value diversification over the time period, particularly toward the higher value end. The general upward trend on the unit pricing scale is at least partially the result of overall price inflation in the general economy. Nevertheless, in 2000, 70% of all specified owner-occupied units in the Town were

valued between \$50,000 and \$100,000. By 2011, 24% of units fit into that bracket with 33% at \$100,000-\$150,000 and 18% at \$150,000-\$200,000.

The same housing diversification took place in the Village as \$50,000-\$100,000 units dropped from 74% of the unit total in 2000 to just 33% in 2011. At the same time, \$100,000-\$150,000 and \$150,000-\$200,000 units increased from 17% and 2% in 2000 to 38% and 16% in 2011, respectively.

2.7.3 Ownership

Housing tenure (owner-occupied vs. renter-occupied) was on par with expectations. Owner-occupancy rates tend to be higher in less urban settings translating to the Town ranking highest (79% owner-occupied), the Village ranking lowest (63% owner-occupied), and the County in-between (75% owner-occupied) among the three municipalities.

The ratio of owner-occupied to renter-occupied in the Town and County did not change significantly from 2000 to 2011, adjusting by less than 2% in both areas. Renter-occupation increased in the Village by 3.65%, a trend that is not unfamiliar among regional population centers.

Also of note, the Town's marginal 1.18% increase in renter-occupancy was entirely attributable to the Village over the time span. There were 196 renter-occupied units in the Town in 2000 and 207 by 2011. The increase of 11 units corresponds to the Village's increase from 150 to 161.

2.7.4 Vacancy Rates

Vacancy rates in the Town and Village decreased between 2000 and 2011 while they remained stationary County-wide. The Town reduced vacancy by over 17%. This reduction in the Town and Village can partially be explained by the reduction in total housing units in both municipalities – 2.25% in the Town and 3.2% in the Village. Total housing increased in the County by over 12% during the same time period.

Town and Village of Naples Comprehensive Plan

Housing Characteristics Table

Subject	Ontario County, New York					Naples town, Ontario County, New York					Naples village, New York				
	2000 Estimate	2011 Estimate	Percent of 2010 Total	Percent of 2011 Total	Percent Change	2000 Estimate	2011 Estimate	Percent of 2000 Total	Percent of 2011 Total	Percent Change	2000 Estimate	2011 Estimate	Percent of 2000 Total	Percent of 2011 Total	Percent Change
OCCUPANCY STATUS															
Total housing units	42,647	47,816	100.00%	100.00%	12.12%	1,112	1,087	100.00%	100.00%	-2.25%	500	484	100.00%	100.00%	-3.20%
Occupied housing units	38,370	43,474	89.97%	90.92%	0.95%	986	983	88.67%	90.43%	1.76%	453	438	90.60%	90.50%	-0.10%
Vacant housing units	4,277	4,342	10.03%	9.08%	-0.95%	126	104	11.33%	9.57%	-1.76%	47	46	9.40%	9.50%	0.10%
TENURE															
Occupied housing units	38,370	43,474	100.00%	100.00%	13.30%	986	983	100.00%	100.00%	-0.30%	453	438	100.00%	100.00%	-3.31%
Owner-occupied housing units	28,225	32,732	73.56%	75.29%	1.73%	790	776	80.12%	78.94%	-1.18%	303	277	66.89%	63.24%	-3.65%
Renter-occupied housing units	10,145	10,742	26.44%	24.71%	-1.73%	196	207	19.88%	21.06%	1.18%	150	161	33.11%	36.76%	3.65%
VACANCY STATUS															
Vacant housing units	4,277	4342	100.00%	100.00%	1.52%	126	104	100.00%	100.00%	-17.46%	47	46	100.00%	100.00%	-2.13%
For rent	899	638	21.02%	14.69%	-6.33%	22	11	17.46%	10.58%	-6.88%	21	11	44.68%	23.91%	-20.77%
For sale only	477	375	11.15%	8.64%	-2.52%	19	5	15.08%	4.81%	-10.27%	10	0	21.28%	0.00%	-21.28%
Rented or sold, not occupied	166	209	3.88%	4.81%	0.93%	6	0	4.76%	0.00%	-4.76%	3	0	6.38%	0.00%	-6.38%
For seasonal, recreational, or occasional use	2,142	2250	50.08%	51.82%	1.74%	61	58	48.41%	55.77%	7.36%	5	10	10.64%	21.74%	11.10%
For migratory workers	9	9	0.21%	0.21%	0.00%	0	0	0.00%	0.00%	0.00%	0	0	0.00%	0.00%	0.00%
Other vacant	584	861	13.65%	19.83%	6.18%	18	30	14.29%	28.85%	14.56%	8	25	17.02%	54.35%	37.33%
VALUE															
Specified owner-occupied units	20,568	32,732	100.00%	100.00%	59.14%	485	776	100.00%	100.00%	60.00%	246	277	100.00%	100.00%	12.60%
Less than \$50,000	1,171	3,002	5.69%	9.17%	3.48%	29	74	5.98%	9.54%	3.56%	13	22	5.28%	7.94%	2.66%
\$50,000 to \$99,999	10,435	6,753	50.73%	20.63%	-30.10%	339	186	69.90%	23.97%	-45.93%	183	92	74.39%	33.21%	-41.18%
\$100,000 to \$149,999	5,246	9,144	25.51%	27.94%	2.43%	96	258	19.79%	33.25%	13.45%	41	106	16.67%	38.27%	21.60%
\$150,000 to \$199,999	1,831	5,388	8.90%	16.46%	7.56%	10	141	2.06%	18.17%	16.11%	6	45	2.44%	16.25%	13.81%
\$200,000 to \$299,999	1,092	4,734	5.31%	14.46%	9.15%	3	47	0.62%	6.06%	5.44%	0	6	0.00%	2.17%	2.17%
\$300,000 to \$499,999	594	2,614	2.89%	7.99%	5.10%	8	60	1.65%	7.73%	6.08%	3	6	1.22%	2.17%	0.95%
\$500,000 to \$999,999	192	919	0.93%	2.81%	1.87%	0	10	0.00%	1.29%	1.29%	0	0	0.00%	0.00%	0.00%
\$1,000,000 or more	7	178	0.03%	0.54%	0.51%	0	0	0.00%	0.00%	0.00%	0	0	0.00%	0.00%	0.00%
Median (dollars)	94,100	133,600	(X)	(X)	41.98%	79,700	124,600	(X)	(X)	56.34%	78,300	110,400	(X)	(X)	41.00%
YEAR STRUCTURE BUILT															
Total housing units	42529	47,816	100.00%	100.00%		1112	1087	100.00%	100.00%		510	484	100.00%	100.00%	
Built 2005 or later	0	2,276	0.00%	4.76%	4.76%	0	54	0.00%	4.97%	4.97%	0	3	0.00%	0.62%	0.62%
2000 to 2004	0	3,266	0.00%	6.83%	6.83%	0	27	0.00%	2.48%	2.48%	0	0	0.00%	0.00%	0.00%
1990 to 1999	5409	5,493	12.72%	11.49%	-1.23%	102	63	9.17%	5.80%	-3.38%	23	11	4.51%	2.27%	-2.24%
1980 to 1989	5,890	6,022	13.85%	12.59%	-1.26%	133	192	11.96%	17.66%	5.70%	27	30	5.29%	6.20%	0.90%
1970 to 1979	7,530	6,988	17.71%	14.61%	-3.09%	151	75	13.58%	6.90%	-6.68%	43	27	8.43%	5.58%	-2.85%
1960 to 1969	4,004	3,746	9.41%	7.83%	-1.58%	79	50	7.10%	4.60%	-2.50%	17	6	3.33%	1.24%	-2.09%
1940 to 1959	5,036	4,774	11.84%	9.98%	-1.86%	96	47	8.63%	4.32%	-4.31%	44	24	8.63%	4.96%	-3.67%
1939 or earlier	14,660	15,251	34.47%	31.90%	-2.58%	551	579	49.55%	53.27%	3.72%	356	383	69.80%	79.13%	9.33%

CHAPTER III

3.0 COMMUNITY FACILITIES & SERVICES

Community facilities and services are the backbone of local societies and, in many ways, are the very features that make them communities. Cultural and historic resources, local government and emergency response services, and educational facilities represent the highest of societal ideals by promoting intellectual stimulation and cultural reverence while maintaining law and order. The success of community safety and educational institutions has great bearing on the ability of communities to progress from one generation to the next. This chapter will highlight and describe these fixtures of Naples society.

3.1 Cultural & Historic Resources

Naples Grape Festival

At the end of each summer, the Naples Grape Festival brings local culinary tastes to the forefront. Grapes have been cultivated in the region since the 1880s and the Naples Grape Festival allows the community to reflect on this rich heritage. Since 1961, the festival celebrates the region's one-time staple crop – the grape – and includes wine tastings, arts and crafts, food and live music. The festival is two days in duration and features multiple events at venues throughout the Naples community, most notably Naples High School and Town Hall.

Local Wineries

While the Naples Grape Festival provides a spike for the fervor local grape-growing, the day-to-day bastions of this heritage are the local wineries themselves. Naples is dotted with three wineries: Hazlitt Red Cat, Arbor Hill, and Inspire Moore. Their handcrafted wines draw patrons from across the region as well their grape pies, jams, and more. This long standing concentration of wineries has helped establish Naples as the heart of New York's "Wine Country."

Naples Library

Located at 118 S Main Street, Naples Library is a focal point for several community services. The facility offers fiction and non-fiction books for children and adults, magazines, music CDs, audio books on CD and MP3, DVDs, books plus boxes, young adult books, and large print books. It also provides photocopying and fax services, electronic interlibrary loan, reference and information, internet access for patrons, renewal by phone and on-line, Wi-Fi, and children's and adult programs. Lastly, Naples Library contains a vast catalog of back issues of historical Naples newspapers and other historical archives.

Artisans and Craftspeople

Art studios and handmade craft workshops dot the landscape in and around Naples and prepare goods such as pottery, glass and wood work, jewelry, paintings, photography and more. This creative culture spawned by the scenic vistas and contemplative lifestyle thrives in Naples and has created a symbiotic relationship with the food, wine, and tourism industries. This mutually-beneficial relationship is highlighted during the Naples Grape Festival.

Ski Areas

As winter settles into the Naples region, local ski resorts offer entertainment to locals and visitors, alike. Hunt Hollow Ski Club offers downhill skiing, snowboarding, meeting room space, retail shopping, concessions and catering. The club is based on seasonal membership but is open to the public on Wednesdays through Fridays for the price of a lift ticket.

Bristol Mountain Ski Resort is just to the north of Naples and brings a large number of visitors to the area during the winter months.

3.2 Educational Institutions

Naples Central School District provides public school education to the Naples community. The district contains one elementary school with kindergarten through Grade 6 in addition to a junior/senior high school facility with Grades 7-12. The district is also a member of Wayne-

Finger Lakes BOCES which provides quality educational services and programs for 25 school districts and residents of Wayne, Ontario, Seneca and Yates counties.

Nine board of education members in addition to the Superintendent of Schools, Business Administrator, Director of Special Programs, Jr./Sr. High School Principal, Elementary School Principal, and the School Administrator Manager/Athletic Director make up the district's management team and oversee an annual budget of \$18 million (2013). Classes are of manageable size with a 10.1-to-1 student-to-faculty ratio. Approximately 460 students populate the Jr./Sr. high school while there are an estimated 385 elementary school students. The instructional staff has 91 teachers in addition to the Principal in each building and one Assistant Principal.

Naples Jr./Sr. High School offers advanced placement courses in English Composition, English Literature, Physics B, World History, and US History. The course listing also contains 11 courses which may be taken for college credit from Alfred State, Finger Lakes Community College, and Syracuse University.

Outside the classroom, an array of extra-curricular activities are available to students including soccer, tennis, golf, bowling, basketball, skiing, swimming, baseball, and softball in addition to concert band, marching band, chorus and high school musicals.

The iconic Naples Jr./Sr. High School building is located at 136 North Main Street within the Village while Naples Elementary is nearby at 2 Academy Street, set back away from busy North Main Street/NY-21.

3.3 Emergency Services

Fire Protection

Fire emergency services in Naples are provided by the Naples Fire Department. The central station for the Naples Fire Department is located at 2 Race Street in the Village of Naples. The department has two substations: one in South Bristol on NY-64 and another in Italy, Yates County on NY-18. Established in 1916, the Naples Fire Department is a volunteer department with approximately 30 members and EMT involvement.

Police Protection

Police services are provided by NYS Troop E, stationed in Farmington, NY and the Ontario County Sheriff's Department stationed in Canandaigua at 74 Ontario Street.

Ambulatory Services

Naples Ambulance was established in 2007 and is located at 199 North Main Street at the corner of Rushville Road. They provide ambulance and paramedic services with their two ambulances, one equipped with a cardiac monitor and other Advanced Life Support items that will provide the same level of support as an emergency room. The Advanced Life Support items are the result of a June 2013 grant from the US Department of Homeland Security and the Federal Emergency Management Agency.

There are four hospitals within 45 miles of the Village of Naples. Noyes Memorial Hospital is 18 miles away in Dansville. Thompson Hospital is 21 miles north in Canandaigua while St. James Mercy Hospital is located 30 miles away in Hornell. Highland Hospital in Rochester is 45 miles away from the Village of Naples.

3.4 Local Government

Town of Naples Government

The Town of Naples is an incorporated municipality governed by a five-member Town Board made up of the Town Supervisor and four general board members. The Town Board is responsible for the day-to-day operations of the Town as well as for the Town's income and expenditures. The Town Supervisor position is a two-year term while the four council positions are all four-year terms. Two board member positions are up for election every two years.

The Town of Naples Planning Board is responsible for creating a logical plan for the progression of the Town. Additionally, the Town Planning Board oversees review of site plans, subdivisions, special permits, and the general land development process. The board is made up five members including a chairman and four general board members in addition to two alternate board members. Each position is a five-year term with one position up for appointment each year.

The Town of Naples Zoning Board of Appeals considers applications for variances in Town Zoning for the purposes of renovations and new construction as well as other changes which would be affected by zoning regulations. The board is made up of one chairman, four general board members, two alternate board members, and one secretary.

Village of Naples Government

The Village of Naples is an incorporated municipality governed by a five-member Board of Trustees. The mayor and four trustees comprise the board which is responsible for the control of Village funds, overseeing public works, and working with other boards for the best interests of the citizens of the Village. Each of the positions carries a two-year term with two members up for election one year and the mayor and two other members up for election the next.

The Village of Naples Planning Board reviews and investigates development plans and patterns with the purpose of creating and adhering to the strategic plan for the future of the Village. The Planning Board also has authority to issue special use permits, permitted principal use permits, conduct site plan reviews and approval of subdivision plats pursuant to the Village Zoning Law. A chairman, four board members, two alternate board members, and a secretary comprise the board.

The Village of Naples Zoning Board of Appeals conducts hearings for the purpose of considering and approving or denying applications for variances in use, area, or in an interpretation of the municipal code. One chairman, four board members, a maximum of two alternates, and a clerk comprise the Board of Appeals.

CHAPTER IV

4.0 MARKET ANALYSIS

4.1 Introduction

As part of the Town and Village of Naples Joint Comprehensive Plan Update, a preliminary economic and market analysis was conducted to inventory the current demographic and consumer make-up of the local community and to begin to map out the future of its economy. The analysis included an examination of demographics, local, and regional market data provided by the Bureau of Labor Statistics, a Shift-Share Analysis, and Esteban-Marquillas Extension assessment methods. Economic figures for Ontario County and for the Rochester, New York (NY) Metropolitan Statistical Area (MSA) were used as proxies for establishing local market trends and conditions. It was determined that the Naples economy was a reasonable facsimile and component to that of the County and MSA, albeit at a smaller scale.

The market analysis section will first establish existing market conditions using 2011 employment data. It will then apply predictive economic measures to address potential industrial trends for the local market. A list of potential target industries will be produced, categorized as high-performing sectors or emerging sectors in the Ontario County and Rochester MSA region.

4.2 Existing Economic Conditions

Historically, economic conditions in Ontario County and the Western New York area in general have behaved much more like the Midwest than eastern and coastal areas of the state. Industrial centers like Buffalo and Rochester thrived in the mid-20th century. Firms like Eastman-Kodak, Bausch & Lomb, and Xerox thrived in Rochester.

To the south, rural areas in the Finger Lakes Region and Ontario County complemented the industry of Rochester with productive agricultural lands and recreational opportunities. In many ways, this relationship remains similar with recreation taking an even more prominent role in today's economy.

Ontario County

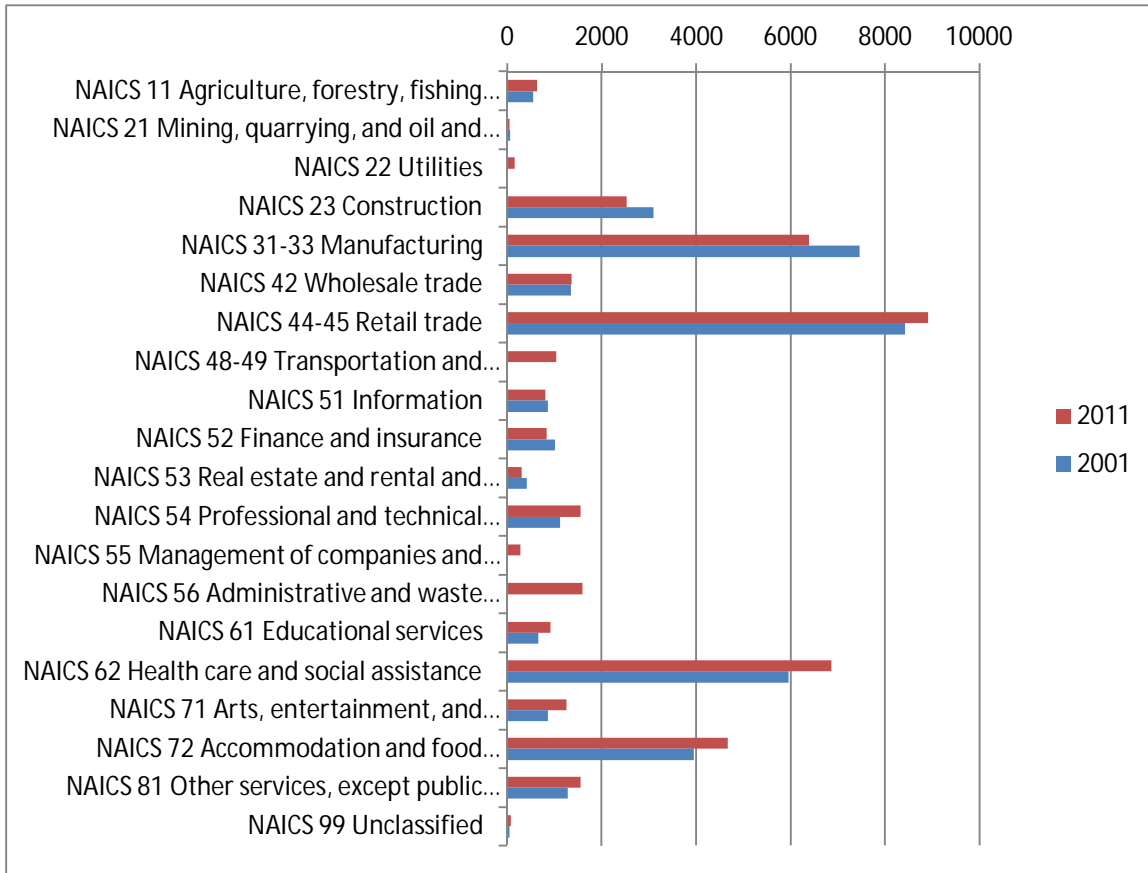
Ontario County resides in the Finger Lakes Region of Upstate New York to the west of Syracuse, east of Buffalo and south of Rochester. The population of the County stands at just less than 108,000 according to the 2010 US Census and the county seat is the City of Canandaigua.

In 2001, the retail trade industry produced the most employment in Ontario County at about 8400 jobs. The sector remained the County's leading employer in 2011 with nearly 9000 jobs in total. Manufacturing jobs were the second most numerous positions in 2001, but by 2011 health care and social assistance sector had surpassed it at 6900 jobs vs. 6400 in manufacturing. A chart depicting these changes is found on the next page.

The sectors of arts, entertainment, & recreation; professional and technical services; and education services grew by over 38% over the 10-year period while manufacturing; mining, quarrying, and oil and gas extraction; finance and insurance; and real estate and rental and leasing all reduced employment by more than 14%.

Of particular importance for Naples, employment in both the accommodation and food services field and agriculture, forestry, fishing, and hunting grew in real terms and as shares of total employment county-wide. Accommodation and food services account for over 11% of total employment in Ontario County while agriculture, forestry, fishing, and hunting comprise 1.5%.

Ontario County Employment 2001-2011



Source: US Bureau of Labor Statistics

Rochester MSA

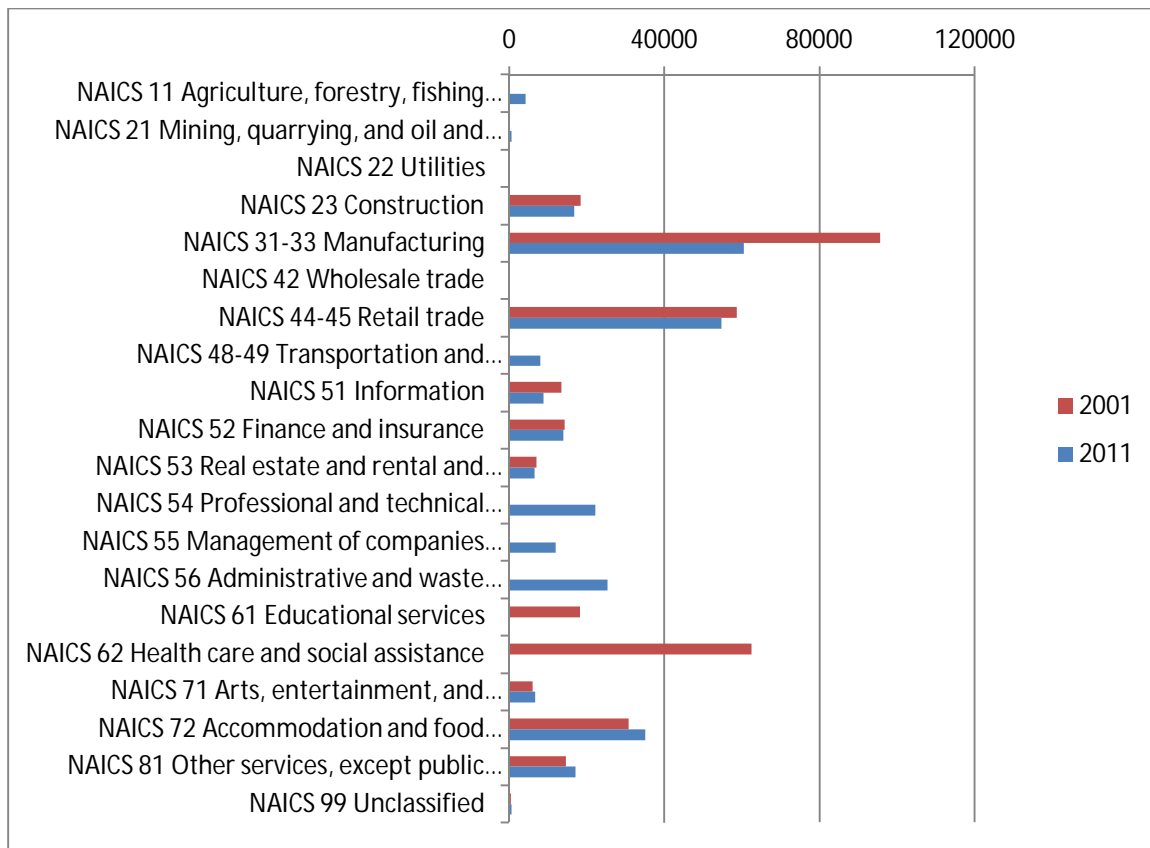
The Rochester, NY MSA is made up of Monroe, Ontario, Livingston, Orleans, Wayne, and Yates County in the vicinity of the City of Rochester. The population of the MSA stands at 1,054,323 according to the 2010 US Census. The composition of the MSA varies from a rust belt, industrial employment center in Rochester to the rural character of the Finger Lakes Region and Lake Ontario shoreline.

The MSA experienced a reduction in employment between 2001 and 2011 of over 4%. Significant contributors to this job loss included manufacturing, which lost over 35,000 jobs (37% of its 2001 level), retail trade, which lost over 4,000 jobs (7% of its 2001 level), and information, which lost 4500 jobs (34% of its 2001 level.)

Some sectors such as accommodation and food services; arts, entertainment, & recreation; and other services, except public administration all increased their employment totals by over 10% over the decade. 2011 data for the recent high growth industries of educational services and health care was unavailable from the US Bureau of Labor Statistics for the Rochester, NY MSA.

The growth in the accommodation and food services sector bodes well for the tourism industry of Naples. Also of note is that employment in agriculture, forestry, fishing, and hunting, all staples of the local economy, makes up a small but significant 1% of total employment. Unfortunately, no data was available for this sector in the MSA in 2001, thus preventing trend analysis.

Rochester MSA Employment 2001-2011



Source: US Bureau of Labor Statistics

4.3 Location Quotient

Location quotients reveal which industries have a particularly high level of employment relative to the size of the local economy. Using New York State as a basis, the location quotient measured employment share for industries in Ontario County and the Rochester MSA using Bureau of Labor Statistics data. While not an indicator of future job growth in itself, the location quotient helps to establish which local industries employ more or less people than would be expected when compared to a benchmark economy; in this case, the New York State economy. Industries with a location quotient greater than one have a larger employment share than would be expected based on state levels while those lower than one indicate less employment than would be expected.

Location Quotient by Local Industry

Industry	Ontario County, New York			Rochester, NY MSA		
	2001	2011	% Change	2001	2011	% Change
Base Industry: Total, all industries	1	1	N/A	1	1	N/A
NAICS 11 Agriculture, forestry, fishing and hunting	4.61	4.6	-0.22%	ND	3.09	-
NAICS 21 Mining, quarrying, and oil and gas extraction	2.4	1.77	-26.25%	ND	2.01	-
NAICS 22 Utilities	ND	0.73	-	ND	ND	-
NAICS 23 Construction	1.68	1.39	-17.26%	0.92	0.94	2.17%
NAICS 31-33 Manufacturing	1.91	2.36	23.56%	2.25	2.28	1.33%
NAICS 42 Wholesale trade	0.65	0.69	6.15%	ND	ND	-
NAICS 44-45 Retail trade	1.74	1.69	-2.87%	1.11	1.06	-4.50%
NAICS 54 Professional and technical services	0.37	0.46	24.32%	ND	0.67	-
NAICS 55 Management of companies and enterprises	ND	0.34	-	ND	1.55	-
NAICS 56 Administrative and waste services	ND	0.63	-	ND	1.03	-
NAICS 61 Educational services	0.49	0.51	4.08%	1.24	ND	-
NAICS 62 Health care and social assistance	0.98	0.89	-9.18%	0.94	ND	-
NAICS 48-49 Transportation and warehousing	ND	0.8	-	ND	0.63	-
NAICS 51 Information	0.48	0.53	10.42%	0.68	0.6	-11.76%
NAICS 52 Finance and insurance	0.32	0.28	-12.50%	0.42	0.49	16.67%
NAICS 53 Real estate and rental and leasing	0.41	0.29	-29.27%	0.64	0.63	-1.56%
NAICS 71 Arts, entertainment, and recreation	1.24	1.5	20.97%	0.81	0.82	1.23%
NAICS 72 Accommodation and food services	1.38	1.27	-7.97%	0.99	0.97	-2.02%
NAICS 81 Other services, except public administration	0.74	0.8	8.11%	0.77	0.9	16.88%
NAICS 99 Unclassified	0.37	0.43	16.22%	0.31	0.34	9.68%

Source: US Bureau of Labor Statistics

*Location Quotients highlighted in green indicate high local employment shares.
 *Location Quotients highlighted in red indicate low local employment shares.

Both the County and the MSA maintain high location quotients in manufacturing even as the sector continues to decline. This will likely result in continued job losses in the sector as it reaches equilibrium with the larger market. Natural resource related industrial sectors like

agriculture, forestry, fishing, and hunting and mining, quarrying, and oil and gas extraction also remain strong in both regions, exhibiting high location quotients. Retail trade also maintains a location quotient of greater than 1.0 in both.

Arts, entertainment, and recreation and accommodation and food services have remained in high importance in the County while stagnating in the MSA. The former increased its location quotient in the County by over 20% during the decade.

Of critical importance is the data missing from the MSA regarding the educational services sector and the health care and social assistance sector in 2011. These are two NAICS codes that are growing in significance across the country and will play a pivotal role in the future economic stability of the area. These sectors remain underserved in the County resulting in location quotients of less than 1.

Additionally, sectors categorized under the “FIRE” acronym (finance, insurance, and real estate) continue to struggle in both the County and MSA. Along with education and health care, these highly skilled industries have spurred economic growth in other areas of the state and country. However, these low location quotients may mean that the FIRE sectors are poised for emergence and job creation.

4.4 Cluster Analysis

Beginning with these employment figures and location quotients, more advanced measurements for predicting future sector behavior were determined for Ontario County and the Rochester MSA. The Shift-Share Analysis and Esteban-Marquillas Extension methods were utilized to develop locally-relevant industrial cluster analysis. This analysis can be used to help guide policy intervention from the municipal level, but also can be used to assess which industries the study area should target in implementing revitalization plans.

In Ontario County, Shift-Share Analysis indicated that the continued reliance on manufacturing and construction has contributed negatively to job growth. Additionally, the sectors of health care and social assistance and accommodation and food services have contributed the most to growth in employment opportunities.

From a competitive advantage standpoint, strong positive indicators were evident in manufacturing; professional and technical services; retail trade; arts, entertainment, and recreation; and other services, except public administration. The lack of competitiveness from the construction; health care and social assistance; accommodation and food services; and real estate, rental, and leasing sectors hurt job growth in the County.

These results were further examined using Esteban-Marquillas extension to more accurately define the competitive component of the local economy.

Industries in the County listed as “star” sectors are unsurprising. With the northern part of the County situated along the Erie Canal, manufacturing has long been a staple of the local economy and it figures to remain so as figures indicate that it is both locally concentrated and competitive. Likewise, the sectors associated with agriculture, retail, and arts, entertainment, and recreation go hand-in-hand with the traditional pastoral economy of the Finger Lakes Region.

Along the same lines, accommodation and food services figures to be a significant part of the Finger Lakes tourism market. However, the sector currently lacks a comparative advantage and is thus a “transforming” sector, needing to reorient or restructure itself in order to be more competitive in the regional and statewide economy. Also falling under this category are the sectors of mining, quarrying, and oil and gas extraction as well as construction.

On the other side of the coin, industries including wholesale trade, information, educational services, and professional and technical services hold a local comparative advantage but lack concentration. These sectors are “emerging,” needing only to expand their business to capitalize on their comparative advantages. These industries may increase in importance in the future in terms of local employment.

Ontario County Industrial Cluster Analysis

	Not Competitive	Competitive
High Local Concentration	<p align="center"><i>Transforming Sectors</i></p> <ul style="list-style-type: none"> • Mining, quarrying, and oil and gas extraction • Accommodation and Food Services • Construction 	<p align="center"><i>“Star” Sectors</i></p> <ul style="list-style-type: none"> • Retail Trade • Arts, entertainment, and recreation • Agriculture, forestry, fishing and hunting • Manufacturing
Low Local Concentration	<p align="center"><i>Declining Sectors</i></p> <ul style="list-style-type: none"> • Real Estate, Rental, and Leasing • Health Care and Social Assistance • Finance and Insurance 	<p align="center"><i>Emerging Sectors</i></p> <ul style="list-style-type: none"> • Wholesale Trade • Professional and technical services • Information • Education services

Shift-Share Analysis of the Rochester MSA indicated that the local economy’s reliance on manufacturing, information, finance and insurance, and construction tempered job growth in recent years. The shift of employment numbers toward sectors like health care and social assistance, educational services, and accommodation and food services somewhat buoyed the local market from these effects.

Negative competitive components were exhibited by the manufacturing, retail trade, accommodation and food services, and information sectors while the finance and insurance and other services (except public administration) sectors showed that they were locally competitive in comparison to the New York State average benchmark.

Before grasping the results of cluster analysis via Esteban-Marquillas Extension (analysis model to address criticism that the regional share effect is correlated to the regional industrial mix) on the Rochester MSA, one must take into account the data limitations encumbering the results.

Results pertaining to ten NAICS two-digit codes were unattainable in for the MSA due to missing data. These sectors include educational services, health care and social assistance, wholesale trade, transportation and warehousing, utilities, and those associated with most natural resource extraction.

Potential as a result of this missing data, the economy of the Rochester MSA has no “star” sectors. Of the sectors that reported complete data, none were functioning optimally in terms of comparative advantage and local concentration.

Pillars of most Upstate New York MSA economies, manufacturing and retail trade remain in high concentration in the Rochester MSA. Currently, they both lack a local comparative advantage as well, labeling them as “transforming” sectors.

“Emerging” industries in Rochester include the sectors of finance and insurance as well as other services, except public administration. According to the US Census Bureau, “Other services” include establishments primarily engaged in activities such as equipment and machinery repairing, promoting or administering religious activities, grant-making, advocacy, and providing dry cleaning and laundry services, personal care services, death care services, pet care services, photofinishing services, temporary parking services, and dating services.

“Declining” industries in Rochester include information; real estate, rental, and leasing; arts, entertainment, and recreation; construction; and accommodation and food services. MSA-wide restructuring of these sectors in order to stimulate growth may require a long-term outlook unless a more drastic impact is to occur such as dramatic policy intervention or an unforeseen societal event or phenomenon. However, comparing figures to those of Ontario County, the Finger Lakes Region may in better position to grow each of these industries with the exception of information.

Rochester MSA Industrial Cluster Analysis

	Not Competitive	Competitive
High Local Concentration	<p><i>Transforming Sectors</i></p> <ul style="list-style-type: none"> • Retail Trade • Manufacturing 	<p><i>“Star” Sectors</i></p> <ul style="list-style-type: none"> • None
Low Local Concentration	<p><i>Declining Sectors</i></p> <ul style="list-style-type: none"> • Information • Real Estate, Rental, and Leasing • Construction • Accommodation and Food Services • Arts, Entertainment, and Recreation 	<p><i>Emerging Sectors</i></p> <ul style="list-style-type: none"> • Finance and insurance • Other services, except public admin.

These findings can have a variety of impacts on local policy making. It is important for local policy makers to focus their efforts on industries that show growth potential but are not yet saturated locally. Referring to the cluster analysis charts, focus should be placed on “emerging sectors.” Industries that are already competitive and highly concentrated locally are functioning well and may not require any policy intervention. “Transforming sectors” are no longer competitive but remain highly concentrated, potentially requiring policy interventions to assist these stalwart industries in rejuvenating their business cycle locally. Declining sectors lack local concentration but also lack competitiveness. This may question the sustainability of these industries and the sustainability of any local policy intervention.

Should intervention be deemed appropriate by the Town or Village of Naples, Ontario County, or Finger Lakes Regional Economic Development Council, strategies to augment the performance of target industries include the following:

- Build specialized infrastructure (transportation, telecommunications, regulatory environments, etc.);

- Fill missing links in supply chains with targeted firm attraction;
- Increase workforce skills and training to prepare for industries that are likely to grow; and,
- Engage in a cluster marketing program.

4.5 Upstate New York Regional Analysis: Demographics, Economy, Entrepreneurship, and Innovation

In June 2011, the Cleveland State University Center for Economic Development published an examination of market conditions in the Buffalo, Rochester, and Syracuse Metropolitan Areas called the Upstate New York Regional Analysis: Demographics, Economy, Entrepreneurship, and Innovation. The study produced two key findings pertinent to Naples.

- Agribusiness/Food and Beverage Manufacturing was listed as a strong industrial cluster in the Rochester region. Agribusiness draws its strength locally from the abundance of agricultural lands in the Finger Lakes Region, of which Naples is a part. Another contributing factor to this growth cluster is the region's ties to Cornell University's world-renowned research in food and wine, fostering innovation in the field.
- The report also details the Finger Lakes Region's reliance on Monroe County for employment. 28 of the 5,000 fastest growing firms in the United States are located in the Rochester region and all but 4 of these firms reside in Monroe County. Nearly 70% of all patents awarded in the Central/Western NY area were originated in the Rochester region. Such local innovation bodes well for Naples' tourism industry.

CHAPTER V

5.0 PHYSICAL INVENTORY & ANALYSIS

As opposed to the demographic inventory which paints a picture of the people that make up a community, the physical inventory depicts the natural environment and infrastructure that serves as backdrops and lifelines for a community. Features like land use and land ownership describe a municipality in static terms while zoning is a tool that allows a community to influence the future of land development. Natural resources present the unblemished conditions of a place of inhabitation, bringing forth both opportunities and constraints for settlement. Transportation and utilities infrastructure allow for the establishment and flourishing of settlements by enhancing mobility and distributing water, sewer, and electrical services. Historical, recreational, and open space resources lie at the community's interface of utility and the environment, increasing quality of life levels for residents while tempering overzealous development.

This chapter will analyze, highlight, and describe the physical inventory of the Town and Village of Naples, establishing a baseline for the opportunities and constraints of future development.

5.1 Land Use

Understanding the pattern of existing land uses as well as the zoning regulations that are currently guiding development are important factors when conducting municipal comprehensive planning. A thorough examination of this information can assist in identifying how new development can best fit into the existing urban fabric and indicate where potential zoning changes might be required to realize the shared vision for the Naples community.

According to data obtained from Ontario County, the Town comprises 1259 parcels, excluding the Village, encompassing approximately 24,000 acres (lands committed to public rights-of-way are not designated land uses and thus not included in these totals).

Land uses within the Town are depicted in the Town of Naples Land Use Map (Figure 1). The land use classification system used for this analysis is from the New York State Office of Real Property Services (NYSORPS) and is based on property assessments conducted by

the local municipality. NYSORPS has identified nine land use categories that are used to classify lands within New York State. All nine NYSORPS land use categories are present in the Town. It should be noted that because the land use data from NYSORPS is based on assessments (assessments may not be updated on a regular basis) there is the possibility for a small margin of error associated with land use information.

The following Town of Naples Land Use Table indicates that the largest land use category in terms of parcel numbers is residential use, comprising 675 of the Town’s 1259 parcels (53.6%). The residential land use category is also the most numerous by acreage, accounting for 10,124 of the 24,357 Town-wide (41.6%). Residential land uses can be found ubiquitously throughout the Town.

In response to observations that the NYSORPS data was not accurately depicting the amount of agricultural land in the Town, the Ontario County Agricultural District Overlay was added to the Land Use Map and Table. This overlay covers nearly 40% of the Town, better portraying the prevalence of agriculture locally.

Property Classification	Property Class Code	No. of Parcels	Percent of Total	Acres	Percent of Total
Agricultural	100s	46	3.65%	2433	9.99%
Residential	200s	675	53.61%	10124	41.57%
Vacant	300s	476	37.81%	9127	37.47%
Commercial	400s	9	0.71%	65	0.27%
Recreation & Entertainment	500s	4	0.32%	552	2.27%
Community Services	600s	19	1.51%	295	1.21%
Industrial	700s	5	0.40%	231	0.95%
Public Services	800s	5	0.40%	104	0.43%
Wild, Forested, Conservation Lands & Public Parks	900s	19	1.51%	1426	5.85%
No Data	--	1	0.08%	0	0.00%
Ontario County Ag. District	--	-	-	9717	39.89%
Total	--	1259	100.00%	24357	100.00%

The second most numerous land use category was vacant, accounting for 38% of the parcels in the Town and 37% of the acreage. Much of the vacant acreage can be found on undeveloped mountainsides and steep valley slopes.

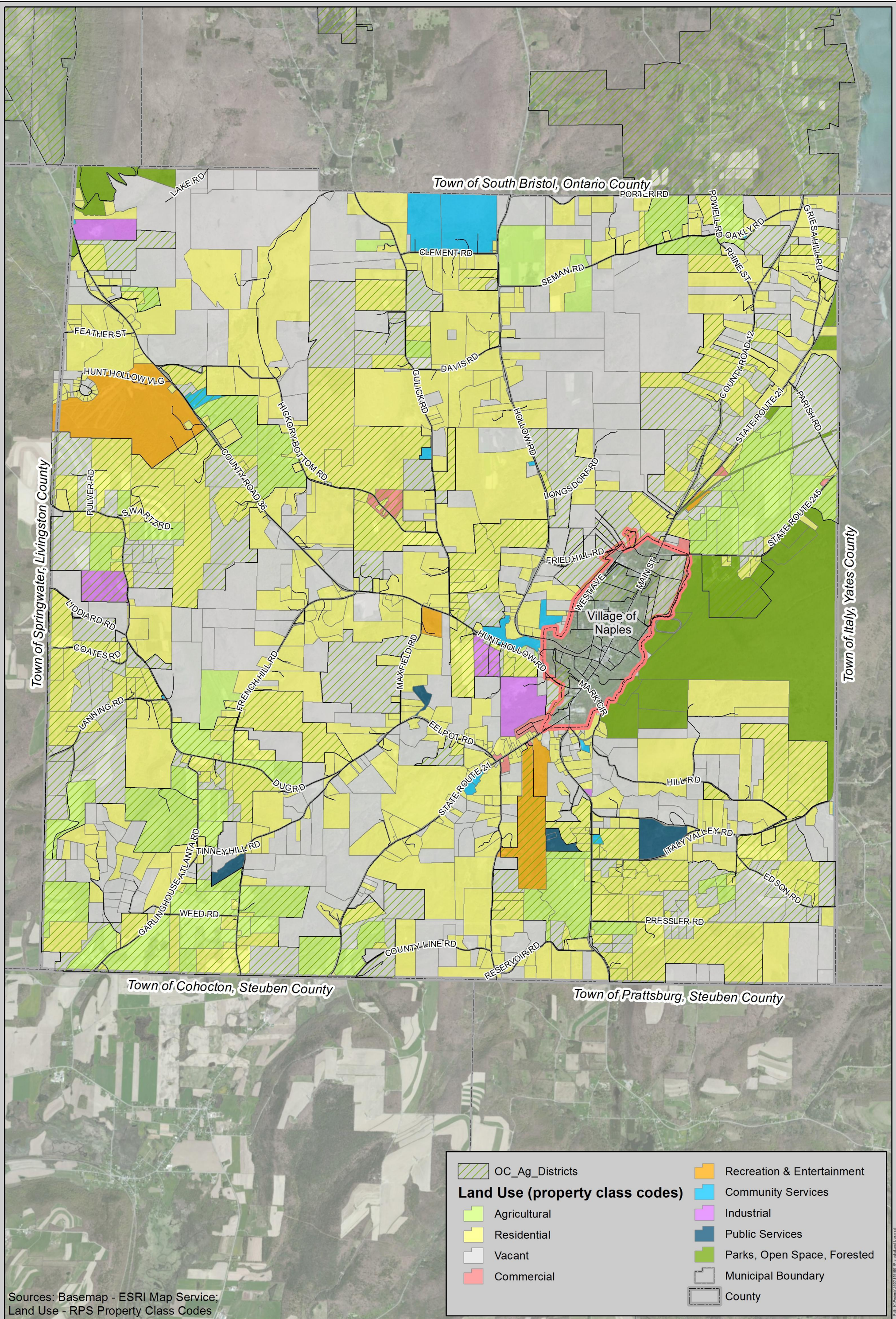
The Village is comprised of 547 parcels covering 561 acres (excluding the public right-of-way). All nine NYSORPS land use categories are present within the Village limits as well. In addition, the Ontario County Agricultural District Overlay was added to both the Land Use Map and Table to be consistent with that of the Town.

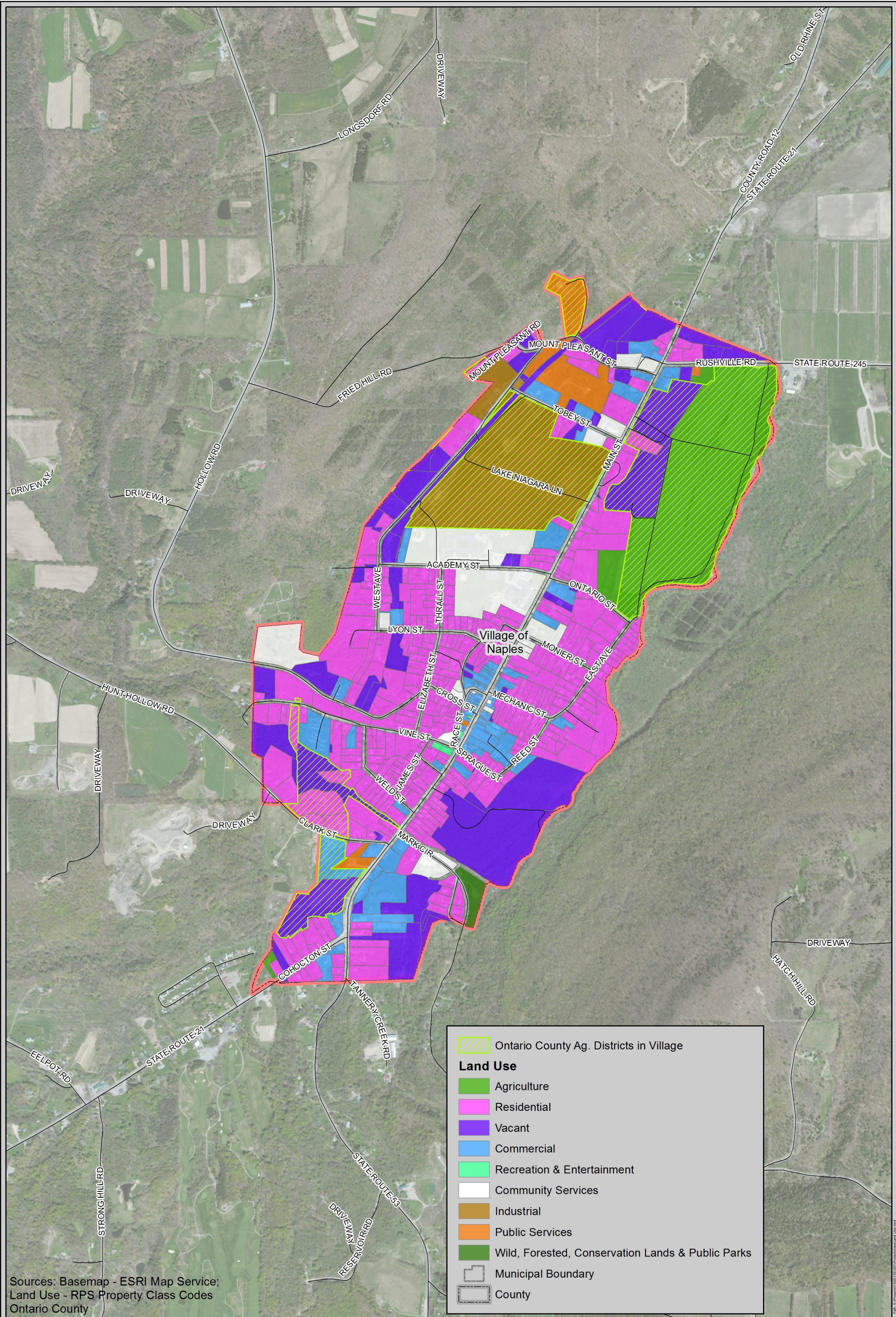
The Village of Naples Land Use Map (Figure 2) depicts how the lands of the municipality are used. According to the following Village of Naples Land Use Table, 64% (348) of parcels are distinguished as residential use, which also accounts for the largest acreage of any land use category at 210 acres (37.5% of the Village). Residential uses are present throughout the Village with the exception of parcels fronting Main Street in the central business area.

The next most common land use in the Village is vacant use, accounting for 90 parcels (16%) and 121 acres (22%). Similar to the Town, vacant parcels in the Village lie along steeply undulating terrain on the periphery of the municipal limits. Commercial properties account for 72 parcels (13%) and 47 acres (8%) and are principally located in the central business area and along NY-21.

Village of Naples

Land Use Table					
Property Class Code	Land Use	Parcels	% of Parcels	Acres	% of Acres
100s	Agriculture	2	0.37%	67.59	12.05%
200s	Residential	348	63.62%	210.36	37.50%
300s	Vacant	90	16.45%	120.94	21.56%
400s	Commercial	72	13.16%	46.75	8.33%
500s	Recreation & Entertainment	3	0.55%	0.62	0.11%
600s	Community Services	20	3.66%	42.12	7.51%
700s	Industrial	4	0.73%	54.30	9.68%
800s	Public Services	5	0.91%	15.59	2.78%
900s	Wild, Forested, Conservation Lands & Public Parks	3	0.55%	2.70	0.48%
Ontario County Ag. District		-	-	160.01	28.52%
Total		547	100.00%	560.96	100.00%





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

5.2 Zoning

The Town of Naples has established nine zoning districts: Agricultural-Conservation, Low Density Residential, Medium Density Residential, Multiple-Dwelling, Commercial, Industrial, Floodplain-Land Conservation, Planned Unit Development, and Natural Products District. It has also set up the NYS Route 21/Cohocton Street Overlay District. Five of these districts are present on the Town Zoning Map (Figure 3) including Agricultural (AG), Low Density Residential (R-1), Medium Density Residential (R-2), Commercial (C-1), Planned Unit Development (PUD), in addition to the Route 21 Overlay District.

Approximately 94% of the acreage in the Town of Naples is zoned Agricultural-Conservation. 4% is zoned Low Density Residential while the other 3 zoning districts make up the remaining 2%.

Town of Naples

Zoning Table			
Zoning Classification	Abbrev.	Acres	Percent of Total
Agricultural	AG	23408	94.38%
Commercial	C-1	98	0.39%
Planned Unit Development	PUD	42	0.17%
Low Density Residential	R-1	986	3.98%
Route 21 Overlay - Low Density Residential	R-1	41	0.16%
Medium Density Residential	R-2	228	0.92%
Total		24802	100.00%

*Total acreage includes public rights-of-way, unlike the Land Use Table

- **Agricultural-Conservation District (AG):** established to promote agricultural activities as the highest and best use of the land in these districts as well as the natural environmental integrity of the lands within these districts with permitted uses including agricultural activities, single-family dwellings, two-family dwellings, bed-and-breakfast (up to and including two rooms), municipal structures, municipal parks, mobile homes, and timber and firewood harvesting. The district covers nearly the entire Town with the principal exceptions of NYS Route 21 and Hunt Hollow Road (County Road 36).

- **Low Density Residential District (R-1):** provides for the location of low density residential use with or without utilities. Permitted uses also include all permitted uses and structures permitted in Agricultural-Conservation Districts and single-family conversions. The R-1 District covers portions of NYS Route 21, Hunt Hollow Road (County Road 36), French Hill Road, and NYS Route 53.

- **Medium Density Residential District (R-2):** provides for the location of medium and high density residential uses. Permitted uses include all permitted uses of the R-1 District, excluding farms. This district is located along Eelpot and Maxfield Roads to the southwest of the Village of Naples.

- **Commercial (C-1):** established to provide the public with convenient retail, wholesale, and service trade facilities that will be compatible with the architectural and aesthetic goals of the community and will not adversely affect adjacent properties and adjacent zoning districts. Permitted uses and structures in this district include one- and two-family dwellings, bed-and-breakfast establishments, farm and farm-related activities, and churches, synagogues, and mosques. The Town Planning Board is given special discretion to ensure that all buildings and other new structures erected, or altered in exterior appearance, including all signage, shall be of such design, height, architecture, appearance and relation to other buildings and structures that they will either enhance or minimally impact the aesthetics and appearance of the environs of the site. The Town Zoning Map shows this district along NYS Routes 21 and 245 as they approach the Village.

- **Planned Unit Development (PUD):** provides flexible land use and design regulations through the use of performance criteria so that large-scale neighborhoods may be developed within the Town that incorporate a variety of residential types and nonresidential uses, and contain both individual building sites and common property which are planned and developed as a unit. This district appears in one instance on the Town Zoning Map along NYS Route 53 in the form of The Ravines at Reservoir Creek.

- **NYS Route 21/Cohocton Street Overlay District:** provides for a mixed-use development district at an appropriate "village scale" which would allow for both residential and appropriate commercial development to occur. The overlay district will

restrict or control site access along NYS Route 21/Cohocton Street in order to prevent potentially significant traffic congestion problems and vehicular and pedestrian conflict areas. The regulations contained within this overlay district are not intended to be substituted for other general zoning district provisions but are superimposed over such district provisions and shall be considered as additional requirements to be met by the applicant or developer, prior to final project approval.

Additional zoning districts outlined in the Town Code but not apparent on the Town Zoning Map include:

- **Multiple-Dwelling District (M-D):** provides for the location of townhouses, apartment houses, and quadplexes and requires site plan approval based on compliance with pre-set area, yard, height, building, square-footage, and parking criteria.
- **Industrial District (I-1):** provides for the location of fabrication, including house construction, machine shops, assembly shops; light manufacturing or light industrial uses, sawmills; laboratories; warehousing, storage of goods and products, such as building materials or farm supplies; and nurseries, including retail, wholesale, as permitted uses.
- **Floodplain-Land Conservation District (L-C):** is superimposed over any district which lies within the floodplain of the Naples Creek, Tannery Creek, Grimes Creek, Eelpot Creek and any other creek as may be designated by the Planning Board to carry abnormal flows of water in time of flood; to prevent encroachment into the floodplains of these watercourses, which would unduly increase flood heights, and damage to property as well as a potential to the health and safety in these areas or to adjacent areas. Permitted uses include agricultural operations and recreation areas, parks, parking areas or open spaces.
- **Natural Products District (NP):** ensures that natural resource extraction and mining operations (those operations defined and regulated pursuant to the Mined Land Reclamation Law) are compatible with the land uses of surrounding district(s), all new operations and expansions of existing mining operations, unless otherwise exempted, shall be subject to rezoning and the regulations found in this chapter. Permitted uses are based on location and importation of materials.

The Village of Naples describes seven “use districts” in its municipal code: R-1 Residential, R-2 Residential, C-1 Commercial, C-2 Highway Commercial, C-3 Winery District, L-C Land Conservation/Floodplain, and M-D Multiple Dwelling. There are three zoning overlay districts: WHPO Wellhead Protection Overlay, Community Services Property Overlay, and NBD/SBD/CBD Village Gateway and Central Business Overlay. The MHP Manufactured Housing Park District exists on the Village of Naples Zoning Map (Figure 4) but is only referenced to in the municipal code, not fully described. Additionally, the Village Overlay Zoning Map is shown in Figure 5.

Approximately 54% of the Village is zoned R-1 Residential according to the Zoning Map. The C-3 Winery District covers over 13% of the Village while L-C Land Conservation/Floodplain covers another 11%. The C-2, C-1, R-2, M-D, and MHP Districts make up the remainder of the Zoning Map.

Village of Naples			
Zoning			
Zoning Classification	Abbreviation	Acres	% of Total Acreage
Commercial	C-1	27.18	4.43%
Highway Commercial	C-2	57.19	9.31%
Single Family Residential	R-1	333.58	54.33%
Two Family Residential	R-2	26.31	4.29%
Winery	C-3	83.81	13.65%
Multiple Dwelling	MD	9.24	1.51%
Land Conservation	L-C	69.33	11.29%
Manufactured Home Park	MHP	7.38	1.20%
Total	(X)	614.03	100.00%

*Overlay districts not included due to mapping limitations.

- **Residential District (R-1):** established to promote orderly, low-density development of single-family dwelling units in residential neighborhoods with permitted uses limited to one single-family dwelling per lot.
- **Residential District (R-2):** created to establish and preserve medium-density residential districts, excluding uses which are not compatible with residential uses but permitting certain nonresidential uses which are of particular convenience to the residents of the

district. Permitted uses include all those permitted in the R-1 District, apartment houses and multiple-family dwellings, two-family dwelling unit structures, public parks and playgrounds, public buildings and grounds, excluding maintenance, storage or repair facilities, and public or private school accredited by the New York State Department of Education.

- **Commercial District (C-1):** provides integrated and planned commercial areas, goods and services necessary to serve the needs of the population with permitted uses including generally recognized retail and personal services businesses such as administrative, pharmacies, banks, professional personal services (i.e., dentist, doctor), grocery stores, clothing stores, art supply stores, restaurants, self-service laundries, fitness centers, photographic studios, florist shops, art galleries, hardware stores, storage, essential services, beauty parlors, tanning salons, and barbershops. All permitted principal uses shall be reviewed by the Planning Board prior to a new business opening and operating, or prior to the relocation of an existing business.

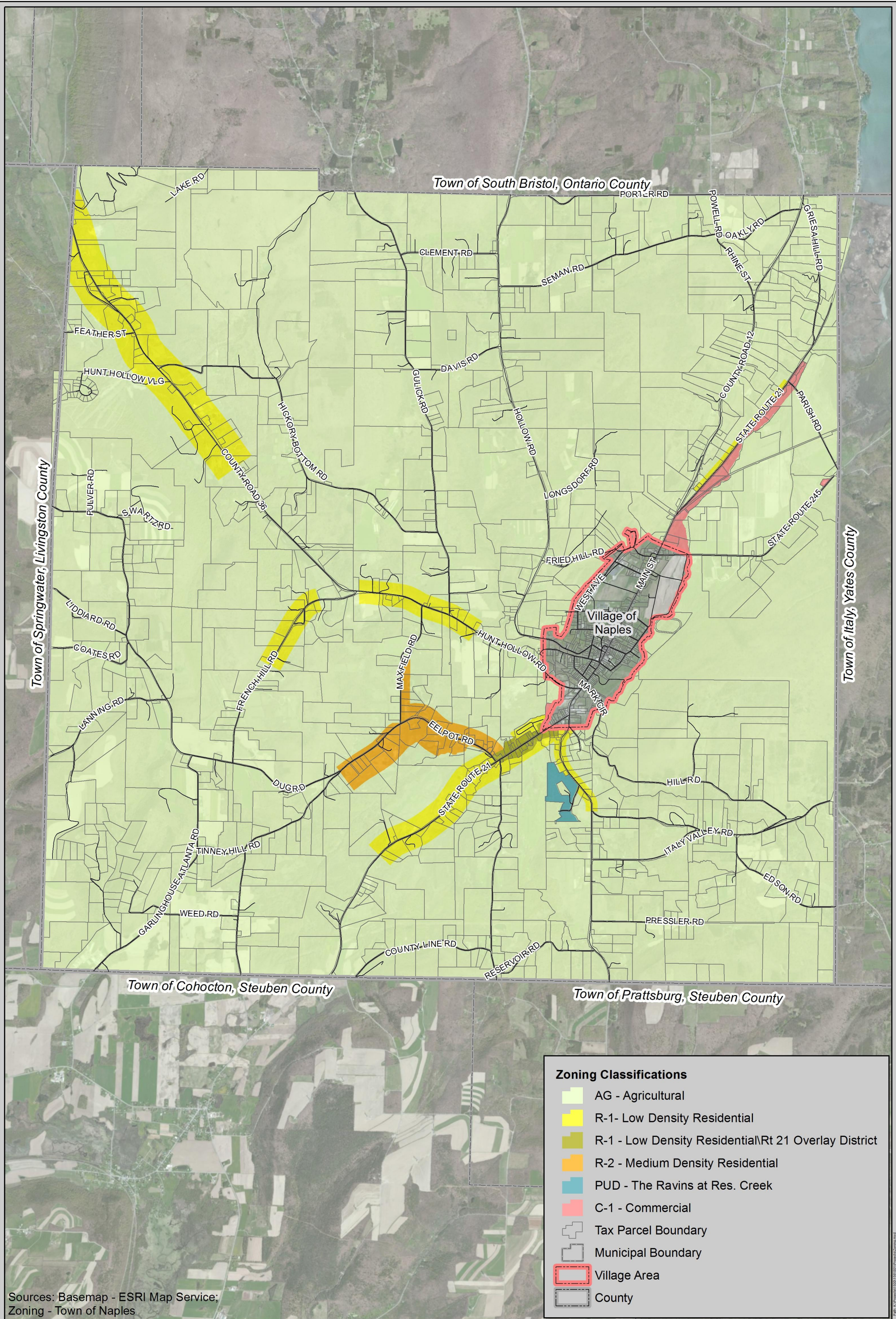
- **Highway Commercial District (C-2):** provides for the delineation of commercial areas that are intended for commercial structures and uses that principally serve highway uses and do not reflect the character of C-1. Permitted uses include generally recognized retail and personal services businesses such as all permitted and accessory uses of the C-1 District, motels, automobile service stations, restaurants and drive-in restaurants, manufactured home sales, bed-and-breakfast, new and used automobile sales and service, auto repair shops, gas stations, essential services, and service stations. All permitted principal uses shall be reviewed by the Planning Board prior to a new business opening and operating, or prior to the relocation of an existing business.

- **Winery District (C-3):** establishes an area within the Village in which to provide integrated and planned commercial areas, goods and services necessary to serve the needs of the community while promoting the production and sale of wine, the arts, artisanal foods, and attendant crafts. Permitted uses include wineries, microbreweries, distilleries and food sales, and their accompanying tasting rooms, though raw materials for these uses may not be produced on site; special activities directly related to those activities (wagon rides, weddings, etc.); vineyards and gardens, including community-sponsored agriculture and restaurant gardens; production of wine, beer, cider and other alcoholic

spirits; small-scale manufacturing and on-site sale of products such as boat building or a bicycle shop; arts and crafts studios and galleries; and specialty boutique-style retail such as a clothing store, art studio, galleries, or antique sales. Uses such as those from the light industrial food industry are also desired in this zone.

- **Land Conservation/Floodplain District (L-C):** provides for the delineation of those lands which may be incompatible to residential development due to extreme slope and topography (drainage soils) or to the threat of flooding or periodic overflow of streams or waterways. Permitted uses include agricultural operation and parks or other open space and recreational uses.
- **Multiple Dwelling (M-D):** established to provide for the particular development characteristics of lots with multiple dwellings. Permitted uses include townhouses and apartments.
- **Wellhead Protection Overlay District (WHPO):** established to protect the Village of Naples water supply, in particular the wellhead located on Rt. 245 in the Village of Naples. The WHPO includes the entire Village of Naples and prohibits building, construction, or fertilizer discharge from occurring within a two-hundred-foot radius of a wellhead.
- **Community Services Properties Overlay District (CSP):** established for the use of community services. These properties exist within other districts throughout the Village with permitted uses limited to community activities.
- **Village Gateway and Central Business Overlay (NBD/SBD/CBD):** established to promote appropriate and well-designed building exteriors and sites in order to enhance the appearance of the Village, improve the stability and value of real property, foster appropriate development, balance the relationships between the taxable value of real property and the cost of municipal services provided, and promote and protect the health, safety and general welfare of the Village.

The zoning overlay permits all permitted uses allowed by the underlying zoning district but places more stringent, urban design guidelines on structures.



Zoning Classifications

- AG - Agricultural
- R-1- Low Density Residential
- R-1 - Low Density Residential/Rt 21 Overlay District
- R-2 - Medium Density Residential
- PUD - The Ravins at Res. Creek
- C-1 - Commercial
- Tax Parcel Boundary
- Municipal Boundary
- Village Area
- County

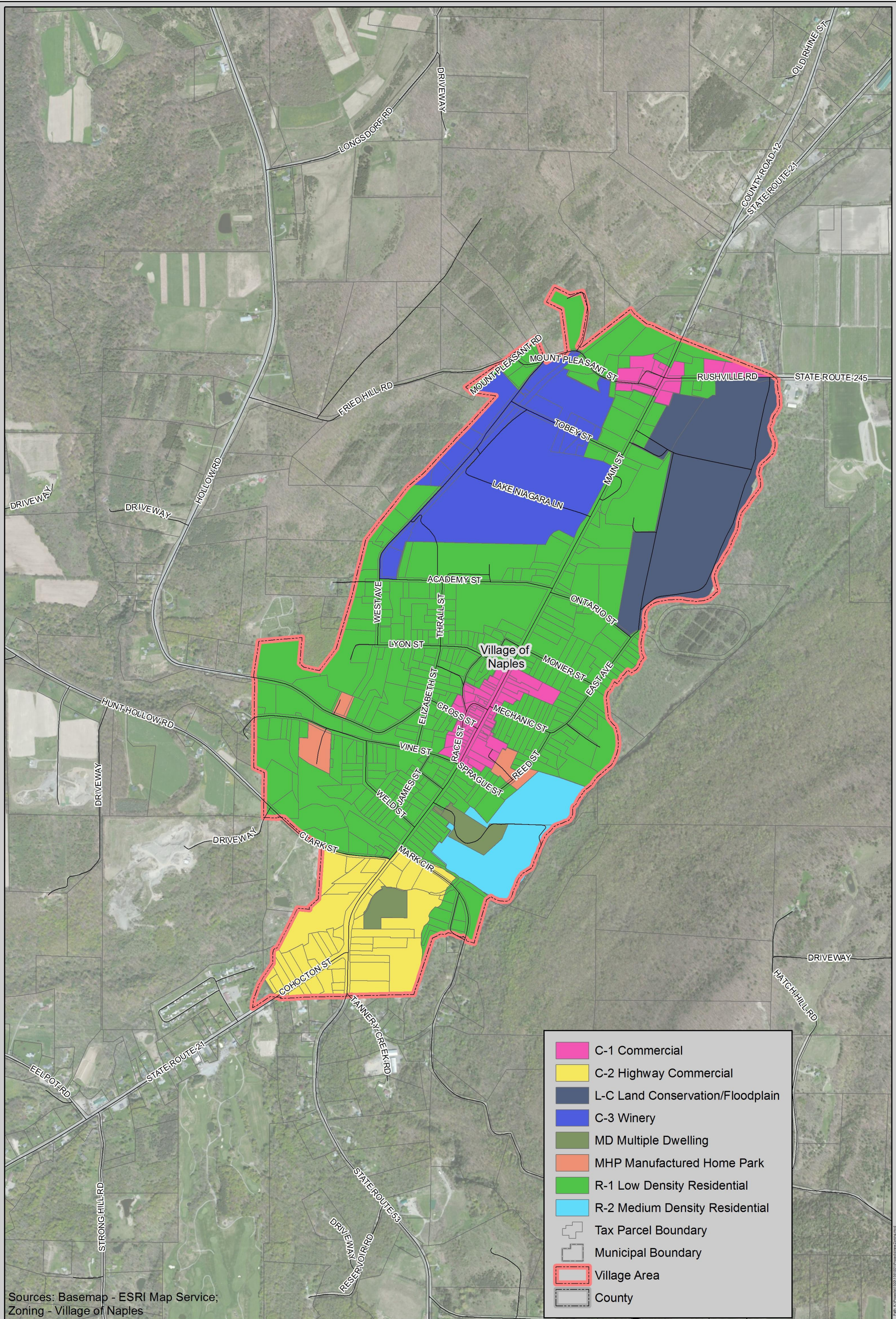
Sources: Basemap - ESRI Map Service;
Zoning - Town of Naples

Town Zoning

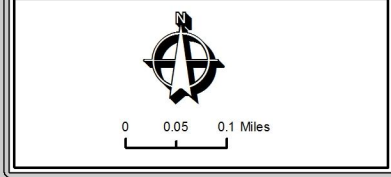
Ontario County September 2013 New York

Town and Village of Naples
COMPREHENSIVE PLAN

FIGURE 3
Project No. 1561.000



Sources: Basemap - ESRI Map Service;
Zoning - Village of Naples

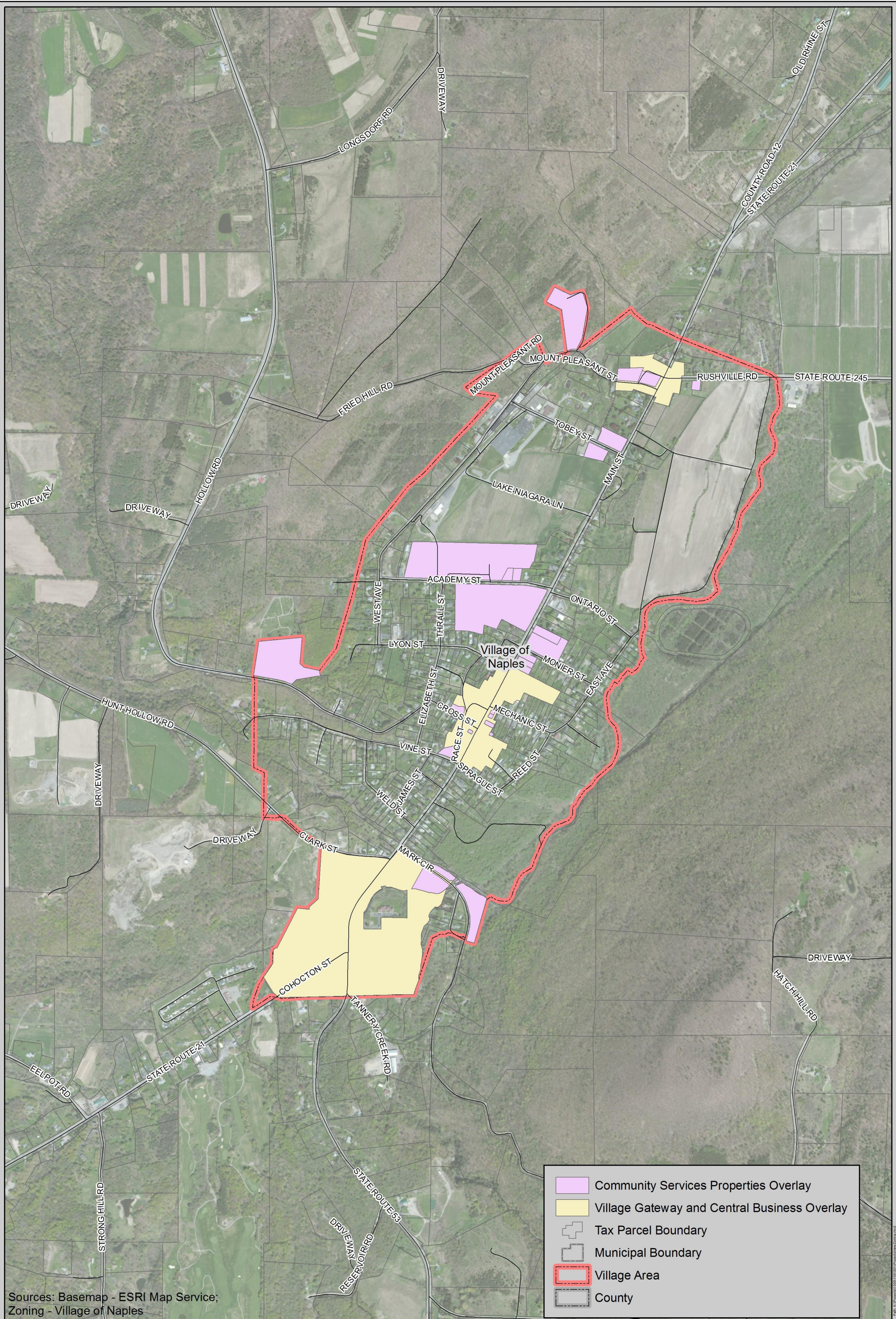


**Village
Overlay Zoning**

Ontario County February 2014 New York

**Town & Village of Naples
COMPREHENSIVE
PLAN**

FIGURE
5
Project No.
1561.000



Sources: Basemap - ESRI Map Service;
Zoning - Village of Naples

	Community Services Properties Overlay
	Village Gateway and Central Business Overlay
	Tax Parcel Boundary
	Municipal Boundary
	Village Area
	County

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

0 0.05 0.1 Miles

**Village
Overlay Zoning**

Ontario County September 2013 New York

**Town & Village of Naples
COMPREHENSIVE
PLAN**

FIGURE
5
Project No.
1561.000

5.3 Land Ownership

Understanding land ownership patterns within the Town and Village is an important step in formulating future development scenarios. Projects that occur on publicly owned properties can be easier to redevelop consistent with a desired vision than projects on privately held parcels. This is because private property owners cannot be required to conform to a specific community vision unless regulated through the existing zoning code or through other land use controls.

After compiling and analyzing real property data, approximately 92.5% of the land within the Town, and excluding the Village, is currently held in private ownership. 45% of the privately held land is categorized as residential. Vacant land accounts for 41% of the privately held total of 22,532 acres. Agricultural land comprises another 10% of privately held land. Hunt Hollow Ski Resort and Reservoir Creek Golf Club are responsible for the 2% of privately held land categorized as recreation & entertainment.

In terms of parcel amounts, residential properties make up the bulk of those held in private ownership at 55.6%. 39.2% of privately held properties are classified as vacant. Agricultural parcels account for 3.8% of the 1215 privately held parcels in the Town.

Publicly held properties within the Town cover just 7.5% of the acreage and only 3.4% of the parcels in the Town. These percentages equate to 1825 acres and 43 parcels, respectively. 78% of this public land is categorized as wild, forested, conservation lands & public parks, largely attributable to the High Tor Game Conservation along the Town's eastern border with Yates County. Community services and public services uses account for 16% and 6% of the publicly held land, respectively.

Parcels listed as wild, forested, conservation lands & public parks and as community services make up 44% of the total in public ownership. 12% of public held parcels are listed as public services.

The Town of Naples Land Ownership Table below depicts the breakdown of properties held in private and public ownership and their current principal land uses.

Town of Naples

Land Ownership						
Property Classification	Property Class Code	No. of Parcels	Percent Parcels Private/Public	Acres	Percent Acres Private/Public	Percent Total Area
Private Ownership						
Agricultural	100s	46	3.79%	2433	10.80%	9.99%
Residential	200s	675	55.56%	10124	44.93%	41.57%
Vacant	300s	476	39.18%	9127	40.51%	37.47%
Commercial	400s	9	0.74%	65	0.29%	0.27%
Recreation & Entertainment	500s	4	0.33%	552	2.45%	2.27%
Industrial	700s	5	0.41%	231	1.03%	0.95%
Total Private		1215	96.51%	22532	92.51%	92.51%
Public Ownership						
Community Services	600s	19	44.19%	295	16.16%	1.21%
Public Services	800s	5	11.63%	104	5.70%	0.43%
Wild, Forested, Conservation Lands & Public Parks	900s	19	44.19%	1426	78.14%	5.85%
Total Public		43	3.42%	1825	7.49%	7.49%
No Data	--	1	0.08%	0	0.00%	0.00%
Total		1259	100.00%	24357	100.00%	100.00%

Approximately 89% of the Village is in private ownership. 42% of this privately-owned land has a residential land use distinction. This acreage outside the public realm is 24% vacant, 14% agricultural, 11% industrial, and 9% commercial.

As measured in terms of parcels, 95% of parcels in the Village are privately held. The 519 privately-owned parcels are 67% residential, 17% vacant, and 14% commercial.

Publicly held parcels in the Village cover 11% (60.41 acres) of the acreage and 5% (28) of the total number of parcels within municipal limits. Community services use accounts for 70% (42.12 acres) of the total public acreage while public services such as utilities account for 26% (15.59 acres) and wild, forested, conservation lands & public parks cover 4% (2.7 acres). By share of total publicly-owned parcels, 71% are labeled community services, 18% public services, and 11% as wild, forested, conservation lands & public parks.

The Village of Naples Land Ownership Table below depicts the breakdown of properties held in private and public ownership and their current principal land uses.

Village of Naples

Land Ownership							
Property Classification	Property Class Codes	Parcels	Percent of Private/Public Parcels	Percent of Total Parcels	Acres	Percent of Private/Public Area	Percent of Total Area
Private Ownership							
Agriculture	100s	2	0.39%	0.37%	67.59	13.50%	12.05%
Residential	200s	348	67.05%	63.62%	210.36	42.03%	37.50%
Vacant	300s	90	17.34%	16.45%	120.94	24.16%	21.56%
Commercial	400s	72	13.87%	13.16%	46.75	9.34%	8.33%
Recreation & Entertainment	500s	3	0.58%	0.55%	0.62	0.12%	0.11%
Industrial	700s	4	0.77%	0.73%	54.30	10.85%	9.68%
Total Private		519	100.00%	94.88%	500.56	89.23%	89.23%
Public Ownership							
Community Services	600s	20	71.43%	3.66%	42.12	69.72%	7.51%
Public Services	800s	5	17.86%	0.91%	15.59	25.80%	2.78%
Wild, Forested, Conservation Lands & Public Parks	900s	3	10.71%	0.55%	2.70	4.47%	0.48%
Total Public		28	100.00%	5.12%	60.41	10.77%	10.77%
Total Land		547		100.00%	560.96	100.00%	100.00%

5.4 Natural Resources

5.4.1 Topography

Naples lies in the rolling terrain of the Finger Lakes Region. As a whole, the Town exhibits a relief of 1480 feet as terrain rises from the valley formed by Naples Creek at 700 feet above median sea level (amsl) to the aptly-named High Point Hill at 2180 feet amsl.

Steep slopes are generally more susceptible to erosion than flatter slopes. As a result, understanding the location and abundance of steep slopes can help to determine an area's development potential and identify the most appropriate uses for that area. Slopes greater than 8% are considered to be steep and slopes greater than 15% are considered to be very steep, limiting their development potential.

Overall, the Town and Village of Naples feature varied slopes as hills are subjugated by water courses that generally flow northward into the Finger Lakes. High Point Hill, Hunt Hollow Hill, Cleveland Hill, Knapp Hill, the High Tor Game Reservation, and higher elevations to the south and west overlook the valleys formed by the Naples Creek, Tannery Creek, Grimes Creek, Reservoir Creek, Eelpot Creek, and Honeoye Inlet including Grimes Glen, Hunt Hollow, West Hollow, Parish Flat and ultimately Canandaigua Lake to the northeast.

5.4.2 Soil & Geology

Naples is home to wide variety of soils and geology. Approximately 80% of the Town, inclusive of the Village, is made of up the following soil groups: Lordstown (25%), Howard (14%), Woostern (11%), Nunda (9%), Mardin (6%), Palmyra and Howard (6%), Volusia (5%), and Bath (4%).

The Lordstown soils drain well but have steep slopes and are found in the Town's higher terrain. Development over these soils would pose challenges. Lordstown soils are classified as hydrologic soil group C. These areas usually have a layer that impedes the downward movement of water.

Howard soils drain well, appear at varying slopes, and are suitable for many kinds of development. The Howard gravelly fine sandy loam soil is classified as hydrologic soil group A. Such soils have low runoff potential and high infiltration rates even when thoroughly wetted,

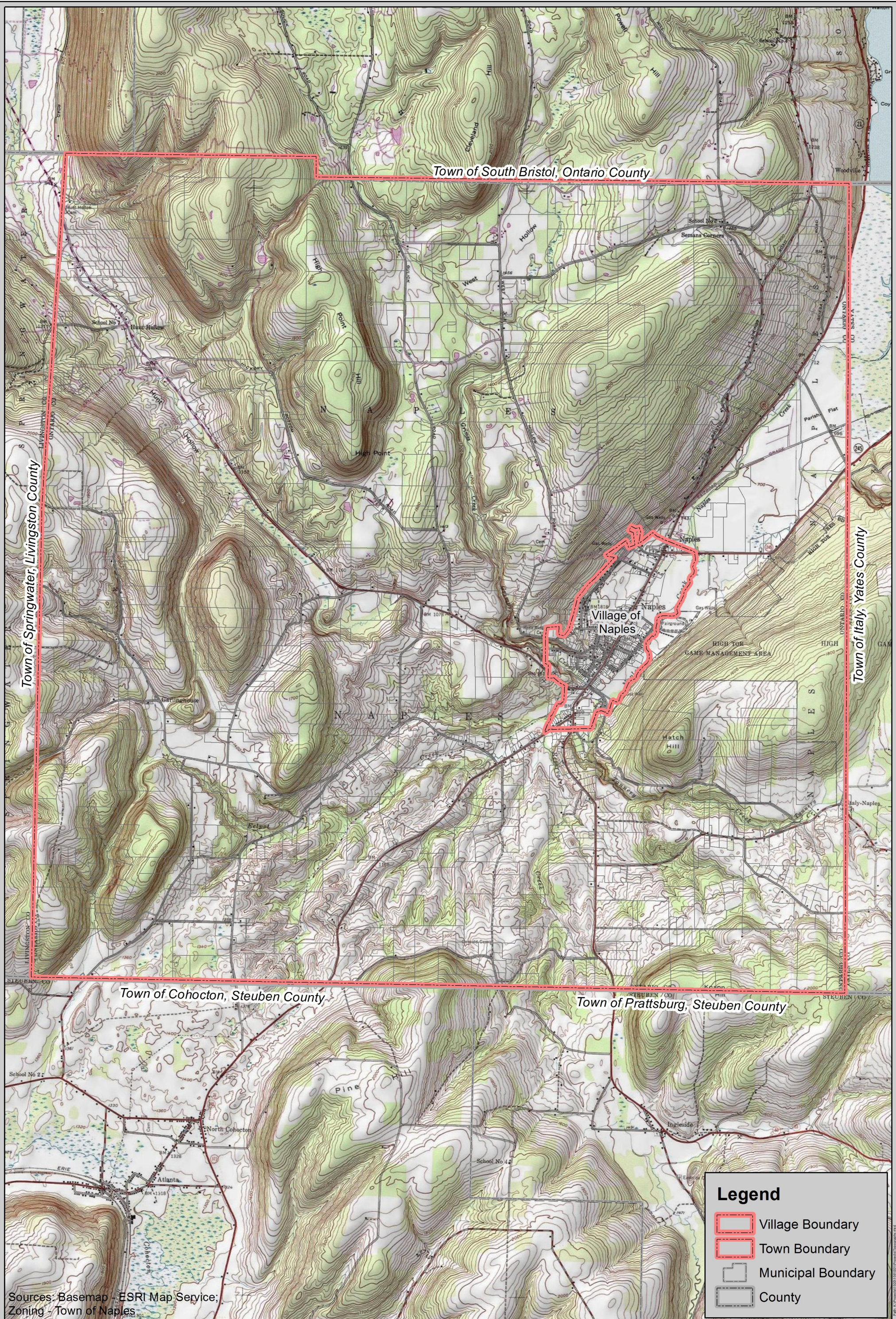
meaning that they drain well. They tend to consist chiefly of deep, well to excessively drained sand or gravel. Much of the developed land in the Town, including the Village, rests on Howard soils.

Surficial geology in the Naples area is composed a numerous types. Kame moraine makes up over one quarter of the Town’s surficial geology while bedrock and glacial till contribute another 22 and 18%, respectively. Kame moraine is found through Hunt Hollow and the upland areas in the south central part of the Town. Bedrock and glacial till cover much of the higher terrain surrounding Canandaigua Lake including the High Tor Game Conservation Area. These geologic types offer variable stability for development.

The Village of Naples and the Naples Creek valley contain lacustrine sand and silt as surficial geology. Lacustrine sands are well sorted and stratified sand deposits settled out when lakes were formed, potentially as the result of glaciers in this northern clime.

Town and Village of Naples

Surficial Geology			
Material	Abbreviation	Acreage	% of Total
Kame Deposits	k	2838	11.17%
Kame Moraine	km	7117	28.01%
Lacustrine Silt and Clay	lsc	2211	8.70%
Outwash Sand and Gravel	og	3086	12.15%
Swamp Deposits	pm	16	0.06%
Bedrock	r	5575	21.94%
Till	t	4564	17.97%
Total		25407	100.00%



Sources: Basemap - ESRI Map Service;
Zoning - Town of Naples

Legend

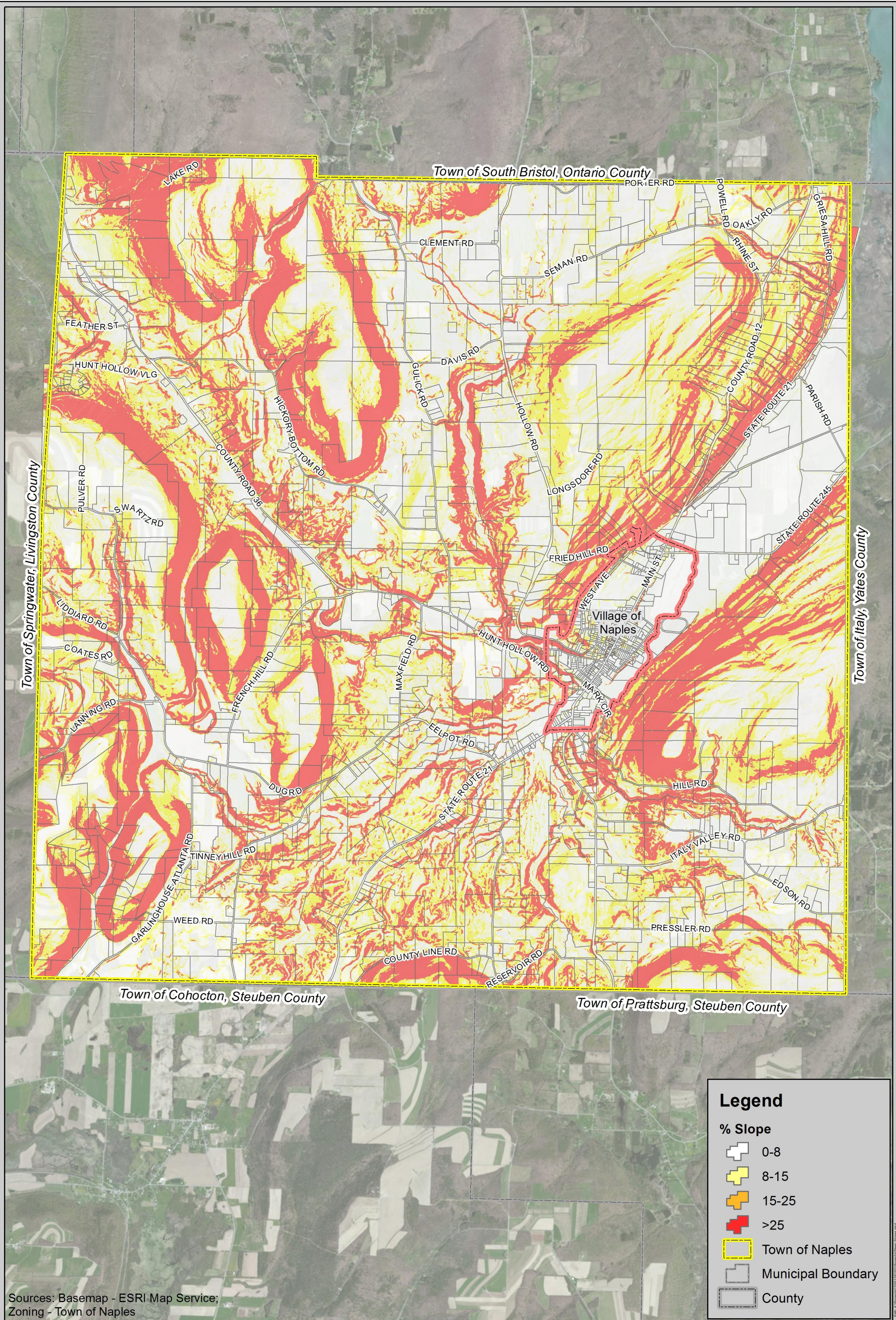
- Village Boundary
- Town Boundary
- Municipal Boundary
- County

Topography

Ontario County September 2013 New York

Town and Village of Naples
COMPREHENSIVE
PLAN

FIGURE
6
Project No.
1561.000




Sources: Basemap - ESRI Map Service;
Zoning - Town of Naples

Legend

% Slope

- 0-8
- 8-15
- 15-25
- >25
- Town of Naples
- Municipal Boundary
- County

Barton & Loguidice, P.C.
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 0 0.5 1 Miles

Steep Slopes

Ontario County September 2013 New York

Town and Village of Naples
COMPREHENSIVE
PLAN

FIGURE
7
Project No.
1561.000

5.4.3 Wetlands

Wetlands are areas that form the transition between terrestrial and aquatic ecosystems and comprise a wide range of hydrologic and vegetative conditions. They are some of the most productive and diverse ecosystems in the world and, as such, provide important habitat for a variety of species along the creeks, lens and hollows of the Naples. The ecological importance of wetlands is also supplemented by their impact on water quality. By impeding drainage flow from developed land, wetlands can filter out pollutant- and sediment-laden run-off prior to it entering streams, thus improving water quality. Wetlands hold vast ecological and environmental significance which mandates restrictions on development in their vicinities, as noted in the Town’s Floodplain-Land Conservation Zoning District described earlier in this chapter.

To accurately account for wetland areas within the Town of Naples, inclusive of the Village, two data sets were included in this analysis – NYSDEC wetlands and National Wetlands Inventory (NWI) wetlands. The NYSDEC identifies and regulates all freshwater wetlands greater than 12.4 acres in size and protects an adjacent area of 100 feet around those wetlands.

According to NYSDEC wetland data, the NYSDEC regulates ten wetlands within the Town. These NYSDEC wetlands can be found primarily along Hunt Hollow, West Hollow, Grimes Creek, and Naples Creek. An outlying NYSDEC wetland is located upland near the south central Town border. These wetland areas cover over 380 acres within the Town.

Wetland areas are also mapped by the U.S. Fish and Wildlife Service through the National Wetlands Inventory (NWI). According to NWI wetland data, the NWI regulates over 300 wetland areas within the Town of Naples. Wetland types include freshwater ponds, freshwater emergent wetland, and freshwater forested/shrub wetland. These areas are found along all creeks, hollows, and glens within the Town and account for nearly 1100 acres of land.

5.4.4 Floodplains

Floodplains are low-lying areas that are most subject to recurring inundation. Development in floodplains is complicated by the increased potential for flooding. Floods, and floodplains, are generally identified based on the statistical frequency of occurrence. A “100-year floodplain,” for example, is an area that is subject to a one percent or greater chance of flooding in any given

year. According to the Federal Emergency Management Agency (FEMA) Flood Insurance Program, in areas exposed to 100-year floods, new or substantially improved dwellings must have the lowest floor elevated to or above the base flood level.

Based on an analysis of FEMA's Q3 flood data, approximately 5% of the Town is located within a mapped floodplain. The floodplain areas are also found along Hunt Hollow, Tannery Creek, Grimes Creek and especially along Naples Creek as it approaches Canandaigua Lake.

Certain types of development in these areas may be complicated by the possibility of flooding and a high water table. The Town municipal code contains floodplain development regulations in the form of the Floodplain-Land Conservation District, an overlay district that prevents encroachment into the floodplains of watercourses, which would unduly increase flood heights, and damage to property as well as a potential to the health and safety in these areas or to adjacent areas.

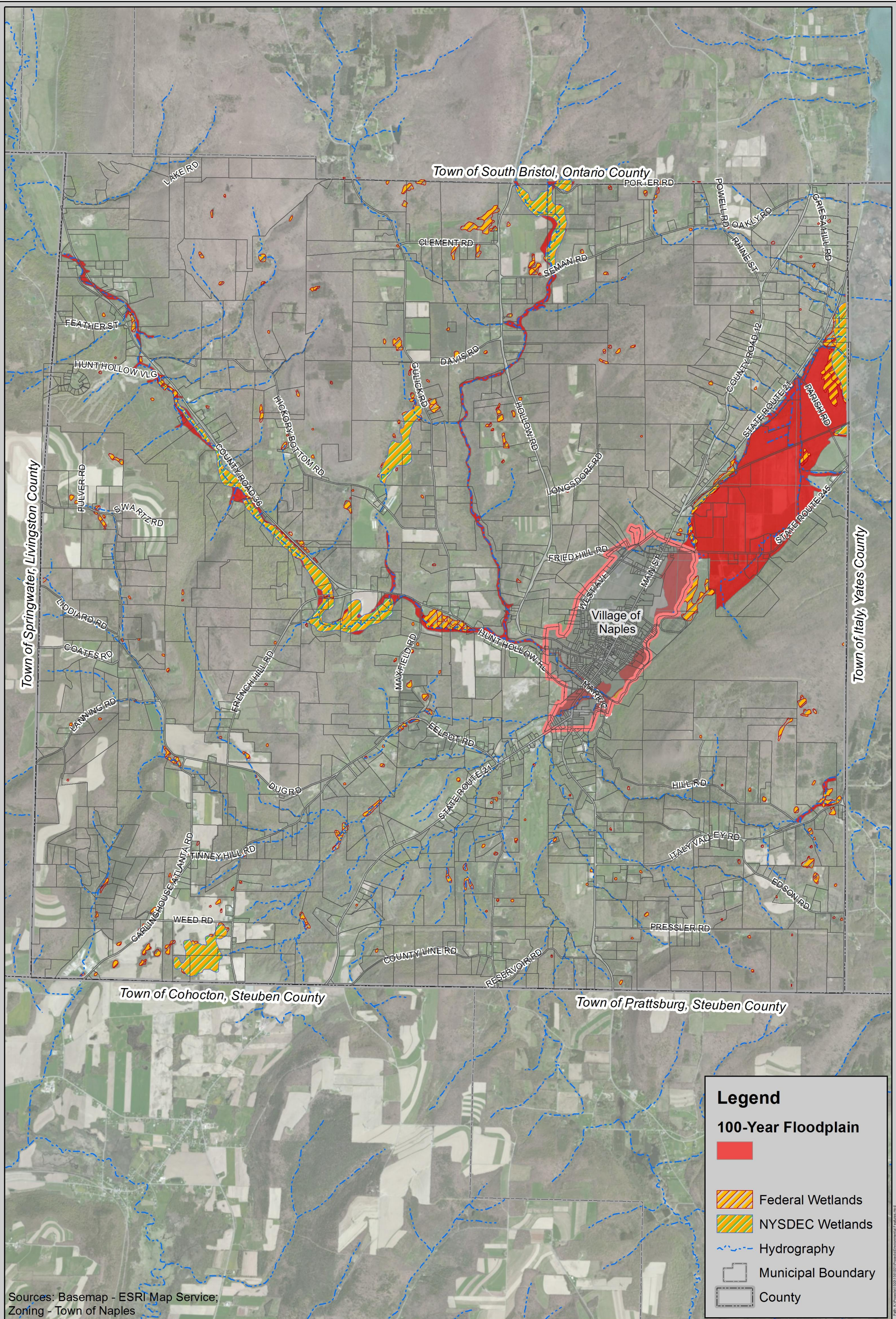
5.4.5 Water Resources

The Town and Village of Naples are also home to three notable watersheds. Land use and water use in Naples has a significant impact on these downstream waterbodies.

Naples contains 32 square-miles (20,500 acres) of the Canandaigua Lake watershed, making it the municipality with the largest drainage area to Canandaigua Lake. It also forms the headwaters of Canandaigua Lake. The subwatershed streams including those to Naples Creek support are high quality fisheries.

A portion of the Honeoye Lake watershed is located in the northwest portion of the Town, while a portion of the Susquehanna River watershed covers portions of the southwest reaches of the Town.

Both the Town and the Village of Naples are members of the Canandaigua Lake Watershed Council and the Honeoye Lake Watershed Task Force.



Sources: Basemap - ESRI Map Service;
Zoning - Town of Naples

Legend

- 100-Year Floodplain
- Federal Wetlands
- NYSDEC Wetlands
- Hydrography
- Municipal Boundary
- County

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0 0.5 1 Miles

Environmental Features
Ontario County September 2013 New York

**Town and Village of Naples
COMPREHENSIVE PLAN**

FIGURE 8
Project No. 1561.000

5.5 Transportation

Analysis of transportation linkages and corridors will be conducted as part of the study as such features are significant to the location of development projects. State and County highways connect local areas to larger markets. They also funnel consumer traffic through or away from certain areas of a locality which is important for development decisions and considerations.

5.5.1 Highways

A trio of NYS highways traverse the Town of Naples. NYS Route 21 (Main Street, Cohocton Street) enters from the northeast from Canandaigua Lake's west shore, passes through the Village and exits to the south toward Cohocton in Steuben County. NYS Route 245 (Rushville Road) also enters from the northeast, but from the Lake's east shore, and terminates when it meets NYS-21 just north of the Village. NYS Route 53 (South Main Street) begins in the Village and exits the Town to the south toward Prattsburgh and Bath in Steuben County.

Ontario County Highways 36 (Hunt Hollow Road), 33 (West Hollow Road), 21 (Italy Valley Road), and 12 (Bristol Spring Road) connect other parts of the region and Town to the Village. Route 36 runs through Hunt Hollow to the northwest of the Village of Naples and briefly enters Livingston County before reentering Ontario County in the Town of Richmond. Route 33 and Route 12 run northward from the Village in the Town of South Bristol. Ontario County Road 21 begins on NYS Route 53 and moves eastward into Yates County and the Town of Italy.

From the Village of Naples near the center of the Town, the Ontario County seat, the City of Canandaigua, is 20 miles north. Interstate-90 is 30 miles north. The City of Rochester is 45 miles north. Interstate-390 is 11 miles to the south. The City of Hornell is 30 miles south. The City of Geneseo is 40 miles west and the City of Corning is 45 miles to the south.

Interstate-90, as part of the New York State Thruway, offers express vehicular transportation to major markets of the northeastern United States and Canada. Eastbound traffic affords access to Syracuse, Albany, Boston, and New York City while westbound traffic connects the Finger Lakes Region with Rochester, and Buffalo, NY and eventually urban centers in the Midwest.

Interstate-390, the Genesee Expressway, connects the Southern Tier cities of Hornell, Corning, Elmira with I-90 and the City of Rochester.

5.5.2 Railroads

Neither passenger nor freight rail is in existence within the Town currently. A former railroad grade runs northeastward from the Village and out of the Town. The closest line is 6.5 miles south of the Village in Atlanta, Steuben County.

5.5.3 Waterways

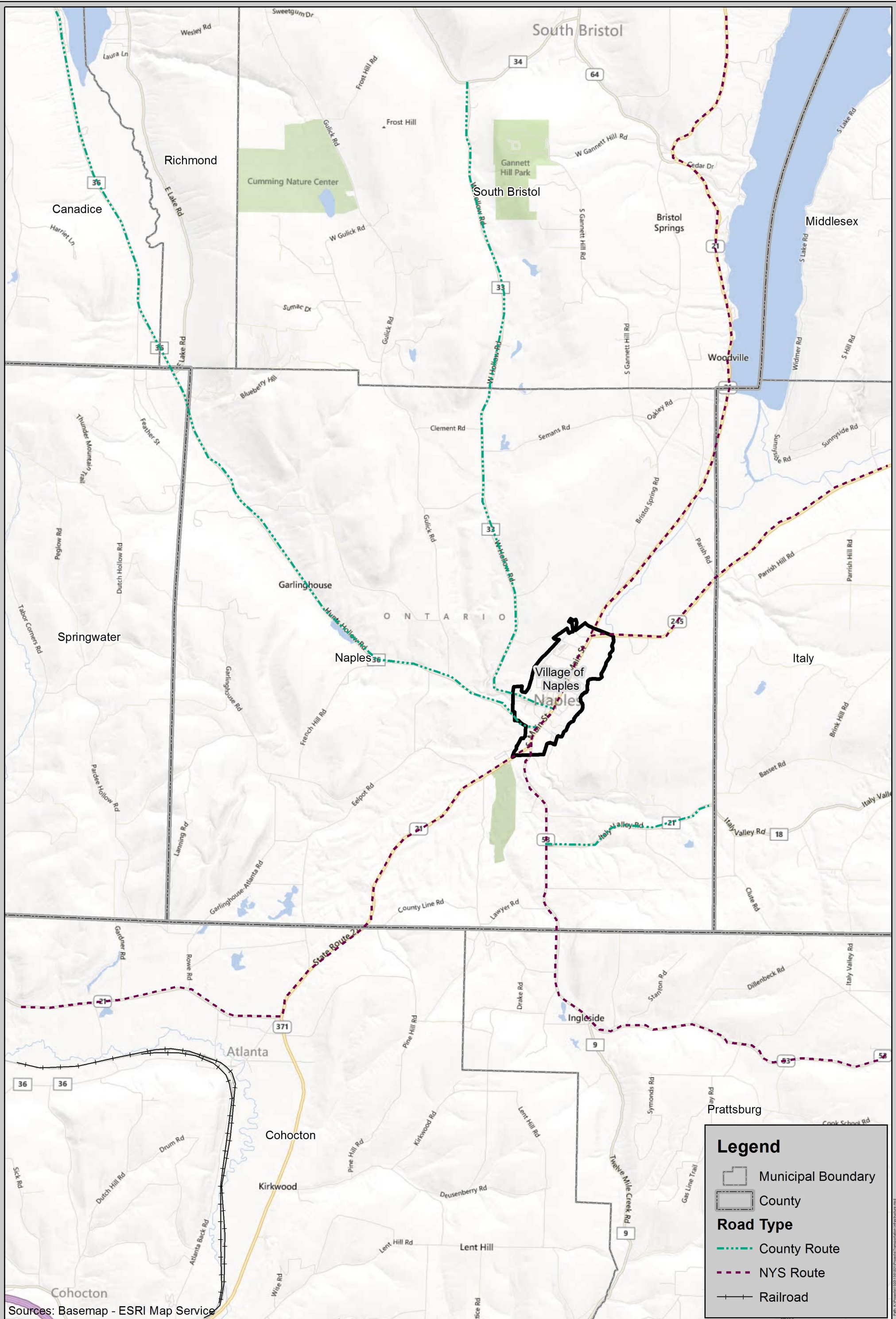
Water transportation is not currently available in the Town. However, Canandaigua Lake is navigable and is less than 0.2 miles from the Town's northeastern border.

5.5.4 Airports

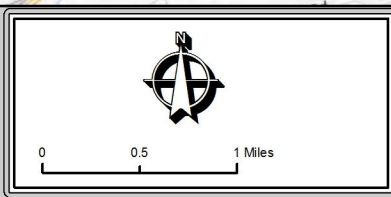
The closest airport with commercial services is Greater Rochester Airport, which is 53 miles north of the Village of Naples. Canandaigua Airport offers charter service and is 25 miles north.

5.5.5 Public Transit

Ontario County provides fixed route and dial-a-ride (DAR) service. Route #6 runs between the Village of Naples and the City of Canandaigua. DAR service is available based on a reservation system.



Sources: Basemap - ESRI Map Service



Transportation Infrastructure
 Ontario County September 2013 New York

**Town and Village of Naples
 Comprehensive
 PLAN**

FIGURE
 9
 Project No.
 1561.001

5.6 Agricultural Resources

The Naples economy was once dependent on agriculture. The long-standing annual Naples Grape Festival is testament to this history and, to be sure, other regional produce is cultivated by private farmers in the region.

According to the Town of Naples Land Use Table, 10% of the total acreage in the Town is categorized as agricultural in use. The Town maintains a penchant for farming as nearly 87% of land in the Town is zoned for agriculture.

The landscape, as it has always been, is a mixture of hilly terrain and low marshlands approaching Canandaigua Lake. These traits limit the variety of crops that will thrive in the area. This flatland comprises much of the land currently in agricultural use; however such uses are present in all corners of the Town on arable land in upland areas.

In autumn 2012, the Ontario County Cornell Cooperative Extension conducted a series of agricultural roundtables around the county. They provided a unique forum for farm owners and others interested in agriculture issues to come together to speak, to listen to each other, and to learn what is really going on.

From the results of the roundtables it seems that in recent years, small scale farming has become more difficult due to the burden of regulations and economic downturn. Attendees to the Naples Agriculture Roundtable in November 2012 mentioned that local vineyards and poultry farms are dwindling.

Of additional concern, the roundtable discussed changes in the population of Naples. New residents are often unfamiliar with agriculture practices and can be less tolerant to livestock operations. The farming community expressed a desire to reach out to these new residents and to communicate that the agriculture business is what preserves the scenic landscape and vistas of the Finger Lakes.

From a broader perspective, the Cornell Cooperative Extension's Agricultural Roundtable series in Ontario County produced seven key issues that were consistent county-wide:

1. Recognition and appreciation that farmland is business land and comprises an active economic development process.
2. Severe problems on rural roads with traffic intensification and hazardous interactions with farm equipment.
3. Great interest in the farming community to make sure that farm neighbors understand agriculture.
4. Public funds and resources for farmland protection in Ontario County should focus on overall farm viability wherever possible.
5. The traditional local labor force is no longer available to family farms.
6. The value of land is increasing to a point where it is unaffordable for farming.
7. Farmland is being lost to large-lot zoning seemingly as much as development.

These issues must be considered in order to meet the future needs of agriculture in the Naples community. A further resource is material on Ontario County Agricultural District 9, of which Naples is a part of.

5.7 Open Space

Open space is defined as rural lands, undeveloped or agricultural in nature, where natural processes, habitats and wildlife predominate. The naturalistic landscapes associated with these areas that comprise a pastoral component of community character may also be understood as open space. The presence of open space influences a variety of societal facets ranging from ecological to economic to community perspectives.

The scenic, natural beauty of the Naples Valley is significant in almost every aspect of life in the Town and Village. The beautiful landscape augments the everyday quality of life for residents, employees, and business owners. The setting allows children and people of all ages to engage and connect with the natural habitat surrounding civilized society.

These facets combine to also form the backbone of Naples' tourism appeal that brings visitors to its farms, wineries, bed and breakfasts, artisan craft stores, and other attractions.

- High Tor Wildlife Management Area

The High Tor Wildlife Management Area occupies 6100 acres in Ontario and Yates Counties and is maintained by the NYS Department of Environmental Conservation (DEC). Located to the east of the Village of Naples and to the southeast of Canandaigua Lake, this area is comprised of steep, wooded hills, gullies, eroded cliffs, and marshlands as well as the Naples Creek and West River Watersheds. Allowable activities in the conservation area include hunting, fishing, trapping, boating, hiking, cross-country skiing, bird watching, nature study, and picnicking. Camping is allowed for organized groups by permit only.

- Eelpot Creek

Eelpot Creek comes alive every spring as fishermen explore its remote spawning beds for the derby winner. This stretch of prime buffered trout stream is accessed at two NYSDEC parking areas along Eelpot Road.

- Reservoir Creek

Reservoir Creek flows down from the southern wooded hills through the scenic Reservoir Creek Golf Course and enters Eelpot Creek at the southwest corner of the Village.

- Tannery Creek Falls

Tannery Creek Falls is similar to Grimes Glen albeit less renowned. These falls can be found to the south east of the Village of Naples.

- Grimes Glen

Grimes Glen is an Ontario County Park to the west of the Village of Naples. The glen is a long, deep gorge where Grimes Creek cuts through layers of shale and limestone. A pair of waterfalls, appropriately named First Falls and Second Falls, can be found within the park. Hiking, climbing, swimming, and picnicking are popular activities within Grimes Glen. As a tributary to Naples Creek, Grimes Creek also supports wild brown and brook trout in its upper reaches. In the early 1900s, a race was built from Grimes Glen through the Village to power mills.

- Naples Creek

Naples Creek combines the flows of Eelpot, Reservoir, Tannery and Grimes Creeks at the south end of the Village and winds its way north to Canandaigua Lake. Rainbow trout are the main attraction at the Naples Creek Trout Derby which draws in fishermen from all around the state every April 1st. Less known are the brown trout that run in the fall and the resident brook trout present year round.

- Conklin’s Gully

Located to the northeast of the Village of Naples, Conklin’s Gully is another gorge with waterfalls and hiking trails. While much of the gorge is actually located in Yates County, the area is accessed from the Town of Naples.

5.8 Ecological Resources

Commonly Observed Species

According to the High Tor Wildlife Management Area’s description on the NYS DEC’s website, game species in the area include white-tailed deer, wild turkey, ruffed grouse, cottontail rabbit, grey squirrel, waterfowl, muskrat, raccoon, mink and beaver. Game fish common to the area are rainbow trout, brown trout, brook trout, bass, black crappie, chain pickerel, bullhead and sunfish. Additionally, songbirds and marshland birds can be found in areas near the Naples Creek Valley such as turkey vultures, bluebirds, wood duck, mallard, black duck, blue wing and green wing teal, and the hooded merganser.

Threatened or Endangered Species

Two species are known to or likely to exist in Ontario County that are federally listed as Endangered and Threatened Species and Candidate Species. These species and their status are as follows:

- Bald eagle - *Haliaeetus leucocephalus* – Delisted
- Bog turtle (Phelps Township) - *Clemmys [=Glyptemys] muhlenbergii* - Threatened

As such, it is unlikely that threatened or endangered species inhabit the Town or Village of Naples since the bog turtle is only listed for the Town of Phelps in the northern part of the County and the resurgence of the bald eagle has resulted in the delisting of the species.

A more pointed inventory of ecological resources in the Canandaigua Lake watershed, completed by Dr. Bruce Gilman (FLCC), is available digitally from the Canandaigua Lake Watershed Manager. The inventory characterized land cover types according to a rubric based on the NYS DEC Natural Heritage Program inventory.

5.9 Recreational Resources

In many ways, the recreational opportunities found in the Town of Naples are as ubiquitous as the natural lands that permeate the areas outside the Village. Opportunities for hunting, fishing, hiking, bird watching and more abound throughout the Town. Nevertheless, more formalized recreational facilities provide residents and visitors with ways to partake in a variety of activities.

On a variety of outdoor activities, the NYS DEC provides a diversity of recreational opportunities including boating, fishing, canoeing, hiking, and hunting access points that are managed as part of the Hi Tor Management Area.

Located on Cohocton Street (NY-21) just south of the Village of Naples, the Reservoir Creek Golf Club extends uphill from the Naples Valley adjacent to the Village Reservoir which provides its namesake. In addition to 18 holes of golf, the facility has a 6-bedroom farmhouse-turned-inn and a pub with full kitchen.

On the western edge of the Town, Hunt Hollow Ski Club offers membership-based skiing and facility rental options for group events. The ski slopes are open to the public on weekdays as well.

The Bristol Hills Trail, part of the Finger Lakes Trail systems, runs through Naples including the Village and is linked to Grimes Glen County Park. Also, a segment of the NYS snowmobile trail system (C-4 and S44) runs on private and public land from the Livingston County line to Naples Village and is managed by the Hill and Valley Riders, Inc.

Baseball, softball, and soccer fields are located on Maxfield Road and also at the Naples Community Park on NY-245/Rushville Road. Recreational amenities located within the Village

include baseball and softball fields and tennis courts at the school district campus on Academy Street.

5.10 Historical Resources

The State Office of Parks, Recreation and Historic Preservation (OPRHP) maintains records of New York State Register of Historic Places listings, and reviews structures, buildings, districts, landscapes and objects for potential eligibility and listing on the Register. The New York State OPRHP also designates Historic Districts, which are areas containing several structures with historic significance. The National Historic Preservation Act (NHPA) regulates federally listed structures on the National Register of Historic Places.

Naples was first settled by Europeans in 1789. The settlement grew slowly, remaining primarily rural and agrarian. It also became a popular area for grape and wine industry. Small scale mill industries used water power provided by the falling creeks throughout the town. In the 20th century, Naples became a popular Finger Lakes tourism destination due to the wineries in its hilly terrain as well as local artisan retailers.

Specifically, three sites that are listed on the National Register of Historic Places adorn the landscape. They are as follows:

- Ephraim Cleveland House

Located at 210 North Main Street in the Village of Naples, the Ephraim Cleveland House is listed on the National Register of Historic Places. The house was built in 1794 and is noted for its Federal architectural style.

- Morgan Hook and Ladder Company

Located at 18-20 Mill Street in the Village of Naples, the Morgan Hook and Ladder fire station is listed on the National Register of Historic Places. The structure was originally built in 1830 as a two-story dwelling in the Federal architectural style. It was later expanded and converted into a fire station in 1891 or 1892 featuring a hose drying/bell tower. It ceased operation as a fire station in 1926.

- Naples Memorial Town Hall / Veterans Park

Located at the northeast corner of the North Main and Monier Street intersection, the Naples Memorial Town Hall is listed on the National Register of Historic Places. The structure was built in 1872 as a memorial to local Civil War veterans and is known for its Italianate style as an imposing, two story rectangular brick building. Until World War II, it served as an integral part of the Naples social scene. After a 30-year period in private ownership, the site was reacquired by the town and now serves as a host site for the annual Naples Grape Festival. In grateful tribute to the local men and women who served their country. This land is rededicated in their memory to remain, forever, a public park.

5.11 Utilities

- Electricity

National Grid provides electricity to Ontario County, NY and the Naples area.

- Telephone/Cable

Telephone and cable television services are available in the Naples area from a variety of firms including Time Warner, Empire Telephone, and Frontier Communications. Fiber connection for private networks, businesses, and municipal offices is available through Axxess Ontario which runs along NY-245, County Rte. 12, and County Rte. 36.

- Natural Gas/Oil/Propane

Natural gas, oil, and propane services are available in the Naples area from many private firms.

- Water & Sewer

The Village maintains one, 1,000,000-gallon water storage tank at its northern boundary as well as two 500,000-gallon tanks in the Town outside of the Village to the south. The water storage tanks are supplied through a system of spring boxes located in the Town outside of the Village to the south as well as the Town of Prattsburg, Steuben County. The water is transmitted from the

by ultraviolet light and fine filtered to one micron before being delivered to the storage tanks for distribution. The Village also maintains an emergency well head at its northern boundary which is available for use in the event of prolonged drought or other unforeseen circumstance.

Both the Town and Village utilize individual on-site septic systems with the exception of a local winery that operates a private wastewater treatment plant. Lack of a public sewer and waste treatment facility has twice come to referendum and was voted down. Realizing that many of the goals and objectives contained in this comprehensive plan require a public sewer system, a more recent study is underway to consider newer non-conventional collection systems and the potential use of the existing winery-owned treatment plant.