

LOCAL COMMERCE

It is our policy to have local businesses and managed commercial and small scale industrial development within the Town that meets the needs of residents and visitors. The economic vitality of the community depends on having locally supported businesses that are easy to access and offer the goods and services community members need and want. Although residents will continue to utilize other local and regional commercial centers (e.g. Penn Yan and Canandaigua), the Town will continue to encourage smaller-scale businesses that can be supported year round. Future commercial development and redevelopment must respect the scale and character of this rural lakeside community. The Town will continue to encourage development within existing hamlet areas and areas with existing sewer and water infrastructure. In areas which have sewer and water infrastructure but lie outside the hamlet areas, the Town will encourage commercial, retail and small-scale industrial development which complements the community's small town, rural character and does not compromise productive farmland and open spaces.

Strategies

1. Identify and pursue business development opportunities related to the natural and cultural resources located in the community, such as the waterfront development and agri-tourism opportunities.
2. Promote the development of small-scale and niche businesses that are suitable to a rural lakeside community.
3. Maintain, and enhance when necessary, the public infrastructure necessary to sustain the desired level of development within the town.
4. Ensure complementary design of business, commercial and industrial establishments.
5. Improve access to and from businesses.

Measures

- Number of new businesses
- Annual sales tax revenue generated in the town
- Number of local jobs



1. Identify and pursue business development opportunities related to the natural and cultural resources located in the community, such as the waterfront development and agri-tourism opportunities.

- A. Identify a list of prioritized businesses and services that are needed within the town and seek out prospective developers and business owners.
- B. Modify building and zoning codes to allow for mixed-use development, especially in the hamlet areas.
- C. Identify opportunities for collaboration with Keuka College that will expand economic development opportunities.
- D. Expand the town's promotion of local and regional farmers' markets.
- E. Sponsor seasonal festivals that celebrate the town's natural and cultural assets.

2. Promote the development of small-scale and niche businesses that are suitable to a rural lakeside community.

- A. Pursue niche businesses that would depend or thrive on the town's unique location such as water-dependent businesses, antique shops, arts and crafts, and restaurants.
- B. Work with county and regional business development agencies to improve the town's ability to attract business investors and development.
- C. Work with existing merchants to identify business expansion opportunities.
- D. Develop a town chamber of commerce or business association that local business owners can use to coordinate activities, plan events, support local business patronage and attract additional merchants.

3. Maintain, and enhance when necessary, the public infrastructure necessary to sustain the desired level of development within the town.

- A. Locate future development where adequate infrastructure is available, focusing specifically in the hamlet areas to enhance critical mass and maximize development opportunities.
- B. Consider development potential when determining future extensions of public water and sewer districts. In areas where commercial and office development is not desirable, land use controls may be necessary to ensure that infrastructure availability does not drive unwanted development.

4. Ensure complementary design of business, commercial and industrial establishments.

- A. Enhance site plan review regulations to provide more specific guidance regarding site design, landscaping, access and other site considerations in an effort to ensure that future development is in keeping with the town's character and scale.

STATUS

- B. Include architectural review as part of the site plan review process for all commercial development that occurs within the town.
 - C. Develop design guidelines for commercial development throughout the town that provides a general framework for the type, scale and style of development that takes place.
5. *Improve access to and from businesses.*
- A. Utilize traffic calming techniques.
 - B. Install pedestrian crossing treatments at key intersections in the town.
 - C. Continue to support the efficient removal of snow and debris from town roadways.
 - D. Develop and maintain inventory of town roadway conditions to allow the town to efficiently manage the schedule of necessary investments and improvements to the transportation system.
 - E. Consider seasonal transportation options that capitalize on all modes of transportation, including boats and bicycles.
 - F. Codify access management principles to reduce the number of access points along major corridors within the town. This will maintain traffic-carrying capacity and safety of the roadways while permitting efficient use of interior land uses.