

## Alexandria Bay Vision and Goals

One of the most important yet challenging tasks facing the Comprehensive Plan committee was to garner public input and draft a vision statement. The following proposed Draft Village Vision and Goals serve as broad mission statements and directions that Village residents thought were important to aim for and attain as part of its brighter future.

The vision and goals are tied to quality of life and land use planning as they relate to future development and municipal improvements. The subsequent strategies are more specific and address various components of each goal.

Their development benefitted from public input, along with the plan inventory information and guidance provided by the community, generated throughout the planning process. This public input process consisted of a public input survey, an open house and public meetings at various stages of the process.

### Alexandria Bay's Vision

Alex Bay's residents, business owners, and community leaders wish to preserve the natural beauty and village character that has drawn visitors for over 200 years. Since the inception of the Village, the St. Lawrence River and many islands, bays, and harbors welcomed homesteaders, entrepreneurs and travelers. During the last 100 years residents, businesses, seasonal residents and tourists have continued to depend on the charm of this scenic small village interwoven with entrepreneurial spirit.

The unique combination of natural beauty, events, hospitality and Thousand Island tours including Boldt Castle provide world-class destinations welcoming tourists from around the globe. Its homes offer a variety of styles reflecting a rich classic heritage. Its businesses offer a variety of food, goods, social offerings and entertainment.

The undulating shorelines and open spaces that envelope the Village allow scenery and riverfront rural lifestyle to flourish, season after season, year after year. The Village prefers to build upon this success, enhance people's summer, shoulder season and year-round experiences and quality of life to continue to offer the world a place to visit, play, grow-up, live, return and ultimately retire as many do.

The goals and strategies were developed to be included in the Village's Comprehensive Land Use Plan in order to provide Alexandria Bay with direction and guide community enhancement well into the future.

In conclusion, the vision and goals served as the foundation from which the subsequent strategies of the Plan were devised. All elements of the strategies in the Plan should be developed, worked upon and implemented in order to achieve elements of the vision and associated goals and strategies.

<b>Goal #1:</b>	<i>Foster economic development and family destination opportunities within the Village.</i>
<b>Goal #2:</b>	<i>Enhance functionality of pedestrian elements, crosswalk and sidewalk maintenance and safety in the Village.</i>
<b>Goal #3:</b>	<i>Guide land use development with context and site design considerations in order to protect and enhance Village character.</i>
<b>Goal #4</b>	Incentivize property and sidewalk maintenance in order to enhance pedestrian circulation to alleviate traffic/pedestrian conflicts.
<b>Goal #5</b>	<i>Increase year-round housing where feasible to enhance year-round market demand in the Village.</i>
<b>Goal #6:</b>	<i>Expand recreational facilities and/or programs to meet the varying needs of youth, young adults and older Village residents and visitors.</i>
<b>Goal #7:</b>	<i>Promote development types along the river and creek frontage that enhance visual or physical water access in order to foster investment.</i>
<b>Goal #8</b>	Pursue road modifications to enhance traffic flow, consider traffic calming measures and/or a shuttle service with satellite parking area outside the downtown.

**Goal #1:** *Foster economic development and family destination opportunities within the Village.*

- Strategy 1. Broaden the spring and fall shoulder seasons to extend/lengthen summer tourism.
- Strategy 2. Reconnect and/or develop new winter recreational opportunities for all ages to enhance year-round business participation. For example, activities and events in the Bay such as ice fishing derbies, the polar dip, and Thousand Island Snowmobile Club activities or related chamber events.
- Strategy 3. Develop commercial and resort zoning designations to facilitate investment in tourism-based businesses to enhance access and uses near the waterfront.
- Strategy 4. Determine excess sewer and water capacity that could be marketed toward prospective family oriented or year-round businesses.
- Strategy 5. Consider zoning and code enforcement administrative services to streamline review process and/or standards for new and/or expanding businesses.

**Goal #2:** *Enhance functionality of pedestrian elements, crosswalk and sidewalk maintenance and safety in the Village.*

- Strategy 6. Work with Village DPW and local philanthropic organizations to explore pedestrian enhancement funding sources, sidewalk maintenance or cleanup days to work on enhancing pedestrian functionality throughout the Village.
- Strategy 7. Identify areas needing tree pruning, sidewalk construction or reconstruction to fill-in any gaps where pedestrians must now enter the street to use the sidewalk due to narrowness, physical barriers, or missing connections or crosswalks.
- Strategy 8. As witnessed in the summer months, many visitors walk along NYS Route 12 to get to the Big M and services in and around Alexandria Bay. Advocate for construction of a pedestrian crossing at Church St/NYS Route 12 traffic light in the Village and a sidewalk along the south side toward the Big M to enhance safety and encourage walking vs the increased vehicular trips along this busy highway corridor.

**Goal #3:** *Guide land use development with context and site design considerations in order to protect and enhance Village character.*

- Strategy 9. Development proposals within distinct neighborhoods should build upon historic building design elements and Village character such as proportion of building to the street or sidewalk, number of floors, rooflines, window patterns and rhythm, as well as building placement.
- Strategy 10. Natural physical features should be incorporated in the design of new projects. Inventory important natural physical features such as St. Lawrence River views, streams and important landscape elements such as rock outcroppings and implement such criteria while reviewing new projects.
- Strategy 11. Allow for higher density and larger scale development in locations they've been historically developed in the Village, and smaller scale with a limited mix of allowed uses where sensitive land uses or features exist.
- Strategy 12. Promote increased density to be pedestrian and bicycle friendly, and have a mixture of uses where appropriate. Require buildings to be located close to the sidewalk in these areas. Embed civic, institutional and commercial activity mixed within neighborhoods, not stand alone isolated structures or uses.
- Strategy 13. Establish criteria that ensures sites and services are within walking distance to decrease automobile dependency. This development plan includes street trees and sidewalks, commercial uses with shallow setbacks oriented to the street, shared access to rear parking, residential uses oriented to Otter Creek and preserved views to the Creek.

- Goal #4** *Incentivize property and sidewalk maintenance in order to enhance pedestrian circulation to alleviate traffic/pedestrian conflicts.*
- Strategy 14. Clean up property blight and abandoned uses by removing deteriorated or degrading elements in the Village. Officials could meet with owners of dilapidated structures to discuss cooperation in renovation or removal.
- Strategy 15. Consider the merits of a Beautification Plan for the Downtown or selected neighborhoods by enforcing Clutter, Litter and Debris or property maintenance regulations with emphasis on the importance of the image of the Village to residents and visitors.
- Strategy 16. Consider simplification of sign and billboard regulations in the Village. Thus a review of sign standards for effectiveness and consistency with improving the overall image and character of the Village. Abandoned sign standards could be examined for maintenance or message updating needs.

- Goal #5** *Increase year-round housing where feasible to enhance year-round market demand in the Village.*
- Strategy 17. Examine the potential level of demand for year-round residential development in the Village by considering a residential market analysis using real estate figures, and local housing agency information.
- Strategy 18. Encourage diversity and design in housing types in the Zoning Law standards throughout the Village and along the St. Lawrence River resulting in affordable units for renters and home buyers.
- Strategy 19. Encourage in-fill housing developments with smaller lot or clustering techniques and allow for access easements to the St. Lawrence River or Otter Creek. Allow moderate density residential development such as condominiums in these areas to encourage growth.
- Strategy 20. Work with housing agencies and local banks to encourage improving and maintaining the local housing stock and possible adaptive reuse of existing structures.
- Strategy 21. Study the need for efficient municipal water and sewer infrastructure improvements in order to expand capacity to accommodate new growth.

**Goal #6:** *Expand recreational facilities and/or programs to meet the varying needs of youth, young adults and older Village residents and visitors.*

Strategy 22. Work with recreation or youth committee to look at recreation development needs including potential need for more ball fields, trails, public water access for swimming, fishing access and/or boat launches. Look at winter time recreational activities such as sledding, snowshoeing, cross country skiing, outdoor skating or other options.

Strategy 23. Work with the local Snowmobile Club to identify service needs and possible linkages to the trail to connect into the Village. Look at ways to make sections of the trail available for year round recreational use.

Strategy 24. Consider a feasibility study for construction/renovation of an ice arena. The Village recognizes the financial impact of hockey and figure skating competitions have on the immediate area and beyond especially for enhancing year-round appeal for residents and visitors.

Strategy 25. Consider options for a recreation center that includes indoor ball fields and other facilities to enhance year-round recreational opportunities for the Village and surrounding Towns.

**Goal #7:** *Promote development types along the river and creek frontage that enhance visual or physical water access in order to foster investment.*

Strategy 26. Consider structural placement to retain views, have access to the river or creek, and provide visual organization to a development.

Strategy 27. Make efficient use of the land along the waterfront with in-fill development guidelines in the Subdivision Law and by planning roads that are set back from the River.

Strategy 28. Amend site design preferences in the site plan review criteria in the Zoning Law for aesthetic impacts such as screening of parking, architectural character, and driveway length. Ensure new development in the Village has attractive design elements.

Strategy 29. Review Zoning Law to consider land use types to encourage and discourage within each zoning district. Include lot size changes that further develop the goal of allowing infill and encouraging denser development in certain districts and less dense where larger lots predominate.

**Goal #8:** Pursue road modifications to enhance traffic flow or consider traffic calming measures.

Strategy 30. For example, mitigate bottlenecks and hazardous crossings, thereby reduce vehicle and pedestrian conflicts and enhance safety in and around downtown.

Strategy 31. Consider bump-outs to shorten crosswalks, which will enhance pedestrian safety, calm traffic and increase driver\walker visibility near intersections.

Strategy 32. Pursue\consider the need for summer delivery (off peak) hours in the downtown area, which would enhance traffic flow during peak traffic hours.

Strategy 33. Discuss and explore options for a shuttle service throughout the Village with satellite parking area during major events as a pilot project or trial run, to gauge interest and potential user demand.