



ADVANCE SENECA FALLS

COMPREHENSIVE PLAN UPDATE

Steering Committee Agenda

July 12, 2023; 9:00 am
Seneca Falls School District Board of Education Conference Room

Agenda

1. Brainstorm Priority Policy Area Action Items
2. Other Business
3. Schedule July Steering Committee Meeting #2

Subcommittee Policy Statements

Policy Area 1: Resident Retention & Attraction

Goal: Create physical, economic, spiritual, and emotional health for all persons

- Pursue opportunities that provide diverse and affordable housing options
- Prioritize education and lifelong learning
- Ensure all people have access to life-enhancing amenities and resources
- Foster opportunities and safe spaces for youth
- Create diverse and vibrant public spaces that build community
- Safeguard the Town's natural resources and greenspaces

Potential action steps:

- Identify opportunities to rehabilitate existing and develop new housing stock that is diverse and affordable to meet the needs of residents
- Explore housing opportunities that enable people to age in place
- Inventory vacant/underutilized city-owned properties and green spaces as potential places to foster community-building
- Encourage community partners to develop educational and engagement opportunities for youth
- Enhance cooperation between the Seneca Falls Central School District and local higher education institutions and trade schools
- Support policies, strategies, and programs that enhance the accessibility of community amenities and resources
- Explore opportunities to build linkages between existing trails and greenspaces
- Promote the maintenance and expansion of parks, playgrounds, and greenspaces
- Create and enforce policies that ensure the protection of the natural environment

Policy Area 2: Built Environment and Community Planning

Goal: Improve and expand infrastructure and pursue planning opportunities to promote resilience and sustainability in the Town

- Improve existing infrastructure and pursue upgrades to ensure the viability and sustainability of current and future infrastructure
- Enhance accessibility and connectivity between existing parks, trails, greenspaces, waterways, and residential neighborhoods
- Preserve and restore the historic character of the downtown and residential neighborhoods
- Identify and implement strategic planning opportunities to maximize waterfront and downtown revitalization
- Reduce the Town's fiscal dependency on the landfill and foster alternative opportunities for sustainable waste management
- Pursue sustainable agriculture and land preservation to prevent environmental degradation

Potential Action steps:

- Explore opportunities to upgrade the Wastewater System and Treatment Plant
- Identify vacant brownfields and underutilized parcels as potential development sites
- Improve greenspace and trail maintenance
- Enhance park and trail connectivity in the Town and surrounding communities
- Implement Complete Streets Policy recommendations to enhance multi-modal transportation mobility and pedestrian safety
- Identify funding to create and implement strategic plans

Policy Area 3: Economic Development & Security

Goal: Pursue economic development opportunities to strengthen the economic resilience of our Town and its residents

- Foster development and tourism opportunities to enhance Seneca Falls as a year-round destination
- Cultivate a thriving downtown that attracts and retains diverse businesses and provides inclusive public space
- Seek opportunities to engender pride in our historic prominence through community learning engagements
- Strengthen economic return on historic assets
- Expand policies that promote fiscal and environmental resilience through the attraction of investment, the capture of the local market, and meaningful employment for our residents

Potential action steps:

- Connect the business community with heritage assets via packaging and coordination of events
- Reactivate and strengthen the Downtown Business Association
- Inventory brownfield and greenfield sites and vacant/underutilized storefronts and develop a marketing plan to attract investment
- Explore better connections between the community and FLCC, CCC, and Northeastern
- Explore opportunities for economic partnership with the Cayuga Nation
- Seek out additional funding for building improvements and small business support
- Identify opportunities to extend financial and operational sustainability for strategic events

Policy Area 4: Arts, Culture, & Aesthetics

Goal: Build on and promote the Town's heritage, culture, and community character

- Educate locals and visitors on the Town's history and heritage
- Cultivate partnerships and collaborative opportunities between the Town's historic, cultural, and community partners
- Reinforce the Town's heritage, pride, and sense of place through education and historic preservation
- Encourage creative placemaking to enhance the Town's historic assets, cultural resources, and aesthetics

Potential Action Steps:

- Promote collaboration between the Town's historic and cultural organizations
- Enhance the utilization of the Seneca Falls Tourism Center
- Examine the viability of a performing arts/cultural center
- Encourage the creation of a historic walking tour (self-guided/guided)
- Create a committee dedicate to community aesthetics
- Foster downtown beautification initiatives (e.g. bridge painting, flower boxes/pots, façade enhancement)
- Create a Seneca Falls "passport" to encourage residents and tourists to visit museums and businesses
- Cultivate youth music, arts. And cultural programs