

Section 2
Goals and Visioning



TOWN AND VILLAGE OF WILSON COMPREHENSIVE PLAN



SECTION 2.0 - GOALS AND VISIONING

This section of the Comprehensive Plan presents the Goals and Objectives that were developed for the Town and Village of Wilson with the assistance of the Comprehensive Plan Advisory Committee. The goals and objectives have been influenced by data from the inventory and analysis and input gathered from residents at public meetings and from written comments.

The goals and objectives focus on the major issues and opportunities identified by the Committee and residents. They are aimed at helping to guide future growth and development in the Town. The recommendations that are outlined in Section of this Plan include more specific actions that can be implemented to achieve the community's vision for the future.

2.1 Public Input

The Town and Village of Wilson are committed to the idea that a critical element of the planning process is effective public participation. This Comprehensive Plan was prepared with extensive public input. A variety of mechanisms were utilized to solicit input, including three public meetings, comment forms for the submittal of written comments, public opinion surveys, meetings with government officials and organizations, an internet website and press releases. In addition, the entire process was closely overseen by the Advisory Committee, which was comprised of residents and others from around the community (including volunteers for both the Town and the Village) who represented a variety of interests. The Committee met on a regular basis to provide guidance and insight into the planning process to ensure that the views and concerns of the community were effectively addressed.

A. Public Information Meeting

At the onset of the project, a public information meeting was held in the Wilson High School Auditorium on March 15, 2010. This meeting was held to introduce the public to the planning consultants, the Advisory Committee and the project. A brief overview of the project, the reasoning behind it and an understanding of how the plan would be developed was provided. This was followed by an open discussion of important issues and opportunities designed to generate public comments. An important goal of this meeting was to gather as much public input as possible regarding what features residents liked about their community, where they had concerns and what they saw as key opportunities for improving their quality of life in the area. Brainstorming encouraged those in





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attendance to articulate their vision for the Town, the Village, and community as a whole. In addition, a short public opinion survey was presented to the attendees to reinforce what was heard. Based on the input gathered at this meeting, a preliminary draft of the goals and objectives and key findings was developed.



B. Public Focus Meeting

A second meeting with the public was held on July 20, 2010 in the Wilson High School Auditorium to present the draft goals and objectives and take the opportunity to reconfirm what was heard at the first meeting. The purpose of this meeting was to make sure the thoughts and concerns of the public were “heard” and that the planning process was heading in the right direction. The central focus of this meeting was a SWOT (strengths, weaknesses, opportunities and threats) analysis of key issues that were identified during the discussion of the goals and objectives, at the public information meeting, through continued discussion with the Advisory Committee and from a review of the data that was gathered for the inventory and analysis. The input offered at this meeting was used to finalize the goals and objectives and devise draft findings and recommendations centered around the SWOT analysis.

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2.2 Goals and Objectives

The Goals and Objectives of a Comprehensive Plan set forth a shared vision for the Town and Village's future. They represent the values and priorities of the community and serve as a guide for evaluating future land use and planning decisions. The shared vision articulated through these goals also provides guidance for decision makers at the local, County and State levels. The goals in the Comprehensive Plan are general in nature, so they can remain relevant over the long-term. These goals also form the foundation for the community's vision for the future, as well as the recommendations and specific actions to be implemented to achieve it.

1. *Community Character*

The Town of Wilson is a rural community dominated by agriculture and rural residential uses, and an active waterfront. The Village of Wilson serves as the civic, business and cultural center for both communities. This traditional development pattern contributes to community character and should be encouraged.

- Maintain the historic influence and character of the Village of Wilson and outlying community.
- Encourage denser development to locate in and near the Village, preserving the outlying areas of the Town to maintain rural community character.
- Encourage adaptive re-use of existing structures and in-fill development.
- Direct new development to locations where there are available services, such as water and sewer.
- Where feasible, preserve important natural elements of the communities' character, such as sensitive environmental lands, scenic vistas and mature trees, when new development occurs.
- Encourage new development to avoid other sensitive resources, such as prime agricultural soils and wetlands.
- Regulate new growth in the Town and the Village so that it occurs in a sustainable manner, at an appropriate scale, style and pace, and in locations that are suitable for the type of development being proposed. For the Town, this means limited, low impact development. For the Village, this means development at a traditional village density and in a traditional village form.
- Protect and maintain existing views and the visual quality of the harbor and waterfront from both inland and offshore locations.





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2. *Downtown Revitalization and Economic Development*

The Village of Wilson's business district is important for both the Village and the Town. It provides shops, public services, jobs and a stronger tax base. It contributes to community character and is a source of civic pride and cohesion. The Town of Wilson is interested in encouraging appropriately-scaled economic development opportunities in a manner that does not interfere with the rural character and agricultural basis of the Town.

- Balance development with community character; keep development at a sustainable scale and density that preserves the small town feel of the area.
- Encourage business development along Young Street and Lake Street in the Village center.
- Encourage redevelopment and reuse of vacant commercial properties.
- Encourage more mixed use development, blending commercial and residential uses in and around the Village business district.
- Promote the activities of existing, viable businesses.
- Promote year-round economic and tourism activity.
- Develop policies to promote small businesses and encourage entrepreneurial start-ups.
- Develop design guidelines that ensure new development is compatible with the character of the downtown area.
- Address land use restrictions that discourage or hamper economic development.
- Create better linkages between downtown, tourism areas and the harbor area.
- Identify appropriate locations for business clusters and light industrial development in the Town.
- Encourage continued development and redevelopment of tourism areas in the Town and Village, such as Wilson Station.
- Expand the central business district in the Village to accommodate new uses and development.
- Remediate the former landfill for passive recreation or other appropriate use.
- Lands around the harbor should be used and developed for the highest and best use of waterfront property.
- Support the improvement of connectivity between the waterfront, the Village business district and the State Park, which are all important activity center.
- Encourage the development of accommodations for visitors to extend their stay in the area.





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3. *Waterfront Resources and Revitalization*

The community's waterfront, including the shores of Lake Ontario, Tuscarora Bay and Twelve-Mile Creek, merits special consideration.

- Protect the lakeshore as an important resource and asset to the community.
- Address issues of shoreline erosion.
- Maintain navigable harbor waters.
- Support actions for the improvement and maintenance of water quality.
- Encourage water-dependent use in and around the harbor.
- Encourage redevelopment of underutilized properties with higher and better uses aimed at revitalizing and strengthening the waterfront as an activity center.
- Encourage and promote use of the harbor on a year-round basis.
- Increase the amount and availability of boater services, such as boat launch ramps, transient slips and temporary dockage.
- Maintain and improve public access to the waterfront and Lake waters.
- Maintain and improve use of the State parklands.

4. *Cultural, historic and recreational resources and Tourism*

Wilson has a rich cultural and historic tradition. Historic buildings, cultural resources such as the historical society, and other resources are important to the communities.

- Promote the protection of cultural and historic resources.
- Celebrate and promote local historic resources, such as the cobblestone structures.
- Capitalize on the Wilson Historical Society and encourage greater involvement.
- Support and enhance the quality of existing recreational resources, such as State and local parks and recreational programming.
- Support improved recreational trails access and connections throughout the Town and Village, particularly a connection between the State Park and Wilson Harbor.
- Improve wayfinding (signage, trails, etc.) in and around the Village.
- Support and encourage additional local festivals and events that celebrate and contribute to the cultural and local heritage of the communities.
- Further promote existing events that increase activity in the community, such as the Memorial Day Fair, Flea Market, Salmon Run 5K Race, the Triathlon, the Wine Tasting Fair, the Wilson Harbor Annual Invitational Fishing Tournament, Wilson Field Day, "Cruise In", Blues Brews, etc.





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- Discourage demolition of historically or culturally significant structures.
- Support improvements and enhancements to the Great Lakes Seaway Trail and Niagara Wine Trail, and lend focus to trails for equestrian use and snowmobiling to improve off season activity.
- Support the continued presence of institutions, such as the library, Town and Village Hall and the Post Office, in the downtown area of the Village.
- Encourage year-round recreational activity, including ice fishing in winter.

5. *Agriculture*

Agriculture is important to both the character and the economy of Wilson. It provides employment, preserves open space and is an important element of rural character.

- Encourage the highest and best use of prime agricultural soils.
- Maintain a diverse agricultural industry.
- Ensure that municipal policies and regulations do not present undue burdens on agricultural operations.
- Protect and preserve prime agricultural soils and also soils classified as having Statewide Significance.
- Maintain the integrity of State-designated Agricultural Districts.
- Support “Right-to-Farm” initiatives and seek to minimize conflicts between farm uses and new residents.
- Plan business and industrial economic development in locations that avoid prime farm soils and potential conflicts with active farms.
- Better leverage farming production as a means of generating business in the community.
- Support creative ways to maintain the viability of farming as an economic activity, such as promoting agricultural related tourism activities and encouraging farm-related businesses.
- Recognize and support the value of farming and agriculture activities as a source of jobs and economic activity, and as a means of preserving open space and scenic vistas.
- Expand markets for local produce inside and outside of the community.

6. *Environmental Resources*

Wilson has a variety of important environmental resources. Natural habitat areas, wetlands, floodplains, and other environmental resources contribute to the character and beauty of the communities.





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- Protect important environmental resources in the Town and the Village.
- Promote the protection of natural drainage and stream corridors in the Town.
- Protect important open space and woodlands.
- Promote the protection of floodplains.
- Promote sound farming techniques that reduce non-point source pollution.
- Protect sensitive wetlands.

7. *Housing*

Wilson should support a range of housing types, sizes and prices to make sure the housing stock meets the needs of a range of family types, sizes and budgets.

- Allow for a range of housing types to accommodate the differing and changing housing needs of seniors, young families and others.
- Ensure that subdivision and clustered development regulations are up to date, clear and logical.
- Ensure that housing style and density is appropriate for the location.
- Concentrate denser development and mixed uses in and around the Village.
- Restrict housing density within agricultural districts.
- Ensure new housing development is aware of right-to-farm policies.
- Provide and maintain a housing supply that allows for aging in place.
- Strengthen the social services support structure in the community.

8. *Public Facilities and Services*

The Town and Village of Wilson should strive to offer high quality, cost-effective facilities and services. Public facilities and services, such as parks, local roadways, water lines and sewer lines, contribute to quality of life, but they also require continued investment and support to remain effective. The Town and the Village have a cooperative relationship and history of working together to provide excellent services.

- Promote continued cooperation, collaboration and coordination between the Town and the Village.
- Support continued excellence in existing Town and Village facilities and services.
- Support the continued excellence of the Wilson Central School District.
- When making decisions on capital investments in public utilities, prioritize improvements to existing facilities over extending new services.





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- Concentrate new development in areas already serviced with utilities to limit need for expensive new investments in infrastructure.
- Consider sewer, water and natural gas service extensions for areas in close proximity to the Village in support of sustainable commercial and residential growth.
- Where new infrastructure is required for public health and safety, ensure planning takes future operations and maintenance costs into consideration.
- Evaluate effective means for providing and maintaining sanitary sewer service in the vicinity of the harbor and the Roosevelt Beach area.
- Promote and maintain adequate fire protection.
- Investigate the feasibility and value of consolidation and sharing of services, equipment and personnel between the Town and the Village, as well as with other municipalities.
- Investigate technological improvements that can enhance service delivery.
- Investigate and encourage development of green technologies.
- Expand internet services/access in and around the Village.

9. *Transportation*

As a rural community, transportation in Wilson is dominated by the automobile. Greater efforts could be made to promote options for biking and walking. Also, it is important to explore rural transit options for residents, particularly for seniors without access to cars.

- Promote multi- use paths and trails and other facilities for bicycling and walking, including bicycle access along rights-of-ways for roadways.
- Support “complete streets” enhancements, such as crosswalks and streetscaping, that make the Village of Wilson more pedestrian-friendly.
- Improve pedestrian access between the Village and the waterfront, and the waterfront and Wilson Tuscarora State Park.
- Improve mobility for seniors and other residents through rural transit and/or para-transit options.
- Improve connections with adjoining communities.

