

## Developing Key Issues

Implementable Comprehensive Plan  
Town of Chautauqua and Village of Mayville  
October 2024

The Comprehensive Plan will develop and articulate detailed strategies for the Town and Village to realize progress on a focused set of Key Issues. These issues represent the most important challenges and opportunities for the Town and Village for the next decade, as determined primarily by what the Steering Committee has learned from public engagement to date.

As the project continues to develop, the committee may refine the framing of Key Issues and how they capture strategies. There is significant overlap across issues, and there are thematic threads that integrate into all, including Smart Growth, sustainability and resilience, collaboration and communication.

In no particular order, the Key Issues are taking shape as follows:

### **Economic Vitality**

*The Town and Village will sustain a stable, prosperous mix of economic opportunities that conform to the high standards of the communities and reinforce an iconically beautiful natural landscape.*

This Key Issue could address:

- Discerning and leaning into local competitive advantages – market forces, opportunities, interventions
- Discovering and promoting an authentic, exciting *place brand*
  - o Growing community pride and sense of place
  - o Bolstering tourism
  - o Attracting younger households, remote workers
- Main Street enhancements, connection to the lakefront
- Supporting and attracting local business
  - o Examine development regulations and procedures
  - o Programs, grants for façade upgrade, streetscape, programming, etc.
  - o Strategies to support year-round operation
- Strengthening the recreation economy
- Sustaining local agriculture
- Growing tourism
- Leveraging partnership with the Chautauqua Institution

## **Land Use and Development**

*The Town and Village will become even more healthy, prosperous and resilient through a systemwide approach to preserving critical resources and green space and strategically channeling growth and future investment.*

This Key Issue could address:

- Establish vision for future use of key opportunity sites
- Create future land use map
  - o Identify priorities for preservation – prime ag space, greenways, sensitive environmental resources
  - o Protect natural and historic resources, scenic quality and the charm and character of small-town and rural areas
  - o Identify focus areas for future investment
  - o Apply Smart Growth principles – protect against sprawl, reinforce vibrant town center
- Evaluate existing zoning and land development regulations to identify amendments that will advance vision and implement policy
- Identify lakefront opportunities
- Develop policy for industrial solar, wind and other renewable facilities
- Create strategy to enhance lake water quality, in partnership with other agencies and communities
- Develop strategy to assemble funding for conservation and/or development of recreation space
- Incorporate big-picture thinking on long-term community resilience – increased frequency and severity of storms, shortened winter weather season, climate-hardy landscape, etc.

## **Community Livability**

*The Town and Village will expand upon the excellent quality of life and opportunities available to residents, providing a platform for people to thrive and meaningfully connect.*

This Key Issue could address:

- Cultural and social offerings
- Improvements to Lakeside Park and other recreation areas
- Growing and protecting the tree canopy
- Identify housing market challenges and unmet needs, develop strategies to address
  - o Seasonal vacancy / off-grounds Institution ownership
  - o Short-term rentals (AirBnBs)
  - o Provision of opportunity for all ages, abilities, household types
  - o Conversions
  - o Property maintenance and blight
- Continuing to provide responsive, efficient local government services

- Long-range planning for infrastructure maintenance and improvement
- Affirming local assets – school district quality, low tax burden
- Broadband access

### **Mobility and Access**

*The Town and Village will build out a safe, accessible network of routes that connect people of all ages and abilities to important natural, civic and commercial destinations.*

This Key Issue could address:

- Trail network buildout – funding, phasing, advocacy
- Identifying primary destinations and establish walk/bike route priorities
- Advancing big-picture vision, start by identifying and addressing gaps
- Complete Streets approach to future road projects (incremental approach to reshaping the rights-of-way to accommodate all users)
- Addressing known safety issues
- Shared/public transportation – opportunity to expand system seasonally available to Institution visitors?
- Grant funding opportunities and strategies

### **Other Issues (included in plan, but in less detail):**

- *What else should this plan memorialize?*