

Newcomb Comprehensive Plan Vision Statement and Goals and Objectives

Vision Statement

The Newcomb Comprehensive Plan Vision Statement provides a concise summary of what the Town wishes to achieve in the next ten years. In adopting this statement, it is worthwhile to first succinctly state what the Town is like today.

Newcomb Today

Located in the heart of the Adirondacks, Newcomb has transitioned in the last 30 years from a mining town to a second home community. In addition to its great natural beauty, Newcomb's assets include recreation facilities such as trails, lakes and streams, a state campground and a town golf course; historic facilities such as Santanoni and the Town of Adirondack; and the Adirondack Park Visitor's Interpretation Center. Newcomb's innovative school system and the Huntington Wildlife Forest are also vital components of the Town.

Newcomb Tomorrow

Newcomb seeks to continue its redevelopment by focusing on year-round economic development opportunities that capitalize on the Town's natural resources, educational facilities, historic sites and recreation opportunities. The Town will improve its physical appearance and seek to create the infrastructure to attract sustainable, non-tourism based business and industry, leading in turn to a new generation of year-round residents who will take advantage of the Town's high quality of life. The Town seeks to take advantage of its pristine environment and cultural heritage to attract visitors as well. The Town will become a destination for heritage and environmental tourism, as well as a broad range of recreational enthusiasts.

Goals and Objectives

Goals are broad policy targets, while objectives are specific achievements that implement goals. Note that in some cases an objective may apply to more than one goal, an indicator of its importance.

In developing the goals and objectives for Newcomb, several important factors were considered. One is the demographics of the Town. With an average age of 51 years, Newcomb has one of the oldest populations in the northeastern United States, and it is getting older. This fact strongly impacts quality of life and the needs of an aging population. Another factor is the need to create business opportunities and encourage small business initiatives to bring the Town needed services and jobs.

The Town's Goals and Objectives have been organized by topic, as follows, but it is emphasized that there is overlap between them.

1. Economic Development

Economic Development is an overriding need in the Town. The Town needs sustainable businesses that provide employment for existing residents and that will attract new residents. Keys to meeting this goal are providing the necessary support infrastructure. Additionally, Town leaders and residents need to provide a business friendly atmosphere to encourage and even financially support business ventures that show promise of helping the Town advance economically. The following objectives support this goal.

Objectives:

1. Develop a central commercial area in order to attract small scale commercial business to the Town.
2. Develop an industrial park oriented towards attracting businesses that utilize the region's sustainable resources, especially wood products.
3. Develop a business incubator with shared services and facilities to attract small scale and start-up businesses.
4. Develop a plan to attract new lodging facilities, including commercial facilities and a dormitory that can be used by the school and other organizations.
5. Investigate the creation of a local resident-owned business cooperative to provide gas station, convenience market, restaurant, and other services.
6. Support the redevelopment of the NL property.
7. Support the placement of Development Homes in the Town.

2. Quality of Life

Quality of life is an essential consideration in a person's decision to live in a community or a business' decision to locate there. The Town's residents are generally pleased with their quality of life, but they are worried about its decline as services and jobs move away. In order to attract new residents as well as make the Town desirable for those already living there, the Town needs to provide an attractive physical environment for residents and tourists, as well as provide necessary services and facilities. The following objectives support this goal.

Objectives:

1. Develop a plan for the Rt. 28 corridor in the Town, to include uniform signage and streetscape elements/improvements to help create a sense of place.
2. Address the issue of an aging population in planning for medical services, senior activities, housing, and elder care.
3. Develop a community center to include facilities such as a library, internet access, youth room, meeting space and exercise facilities.
4. Support school initiatives to attract students and maintain a viable school.
5. Develop a master plan for the High Peaks Overlook.

6. Develop a “Green Initiative” for Newcomb.

3. Marketing and Branding

Newcomb is a beautiful town in a beautiful region. In order to enhance how others see the Town, it needs to create a strong brand and then market that brand to potential visitors, residents and investors. Proper marketing, with a recognizable brand, can have a positive impact on both the Economic Development and Quality of Life Goals outlined above.

Objectives:

1. Develop a slogan/ branding and marketing strategy for the Town to include taking advantage of its recreational, historical and educational resources as well as its amenities and quality of life.
2. Utilize signage to drive traffic through Rt. 28N to the Northway.

4. Recreation

Recreation is an important component of quality of life. Abundant outdoor recreation is one of the Town’s most important assets. Expanding and enhancing recreation opportunities will cause more people to want to live in the Town. The following objectives support this goal.

1. Develop snowmobile connector trails to surrounding communities.
2. Develop Santanoni as a more amenity rich recreation facility to include skiing, improved access for the disabled, and food service.
3. Develop a cross-country ski trail network incorporating the Town golf course and utilize the clubhouse to rent skis and provide food service.
4. Expand the Town golf course and utilize the clubhouse for multiple purposes.
5. Explore redeveloping the train tracks as a long distance trail. Monitor the long term plans for the ownership and use of the tracks.

5. Telecommunications

Telecommunications are essential to the 21st century economy. A robust telecommunications infrastructure, to include wideband and WI-FI, are essential to attracting businesses and residents. The Newcomb Central School already has an exceptionally capable distance learning center and wideband capability. If this capability was made available throughout the Town, it would encourage small business development, telecommuting, and other economic development opportunities, as well as add immeasurably to quality of life. The following objectives support the goal of expanding the Town’s telecommunications infrastructure.

Objectives:

1. Develop a plan to expand all forms of telecommunications throughout the Town.

6. Infrastructure

Infrastructure provides the essential backbone that makes the town livable, accessible, attractive, and safe. It must be maintained, upgraded, and expanded. As Town demographics change, economic development occurs, or other changes take place, it needs to adjust to conditions. The following objectives support the goal of having good infrastructure in the Town.

Objectives:

1. Create a long-term plan for sewer expansion to service future development.
2. Address issues with the Winebrook Water District