

GOALS and OBJECTIVES

The goals of a Comprehensive Plan establish what is most important to the community. They represent local values and priorities and provide insight into what the community desires for its future. As such, these goals should be used to help guide future decisions about growth and development in the Town, so that individual decisions are made with an understanding about how they relate to the community's preferred future.

In the 1997 Comprehensive Plan for the Town of Cambria, goals addressed quality of life, economic prosperity and appropriate growth controls. These issues remain relevant in the Town and these goals have been retained and updated. In addition, some additional goals were included to provide clearer guidance. To update the Goals/Vision of the Town established in the 1997 Comprehensive Plan, the following process was utilized:

1. The Consultant and the Comprehensive Plan Committee reviewed the 1997 Plan's Goals and Objectives with an eye toward the regional planning that has occurred and what has happened in the Town since that time. Based on that review, a draft of a revised set of Goals was established.
2. Based on Committee input, the Goals were further revised, and objectives were added to the Goals.
3. To obtain community input, the Town updated the citizen's survey that was completed for the 1997 Plan. The revised survey reflected the new issues and goals of the Town, but also allowed the Town to compare answers of certain questions from the 1997 survey to the 2013 survey.
4. The Town then held a public meeting on the work done to date, and allowed attendees to complete the survey and to input on the Vision of the Town.
5. To receive additional input from the citizens of the Town, the survey was mailed to the public utilizing the Town's water billing. This strategy was extremely successful, as the Town received over 400 responses (over 20% of the households).
6. The survey results were then utilized to further amend the Goals and Objectives so that they reflected the opinions of the residents. The top issues identified by the survey included; taxes, overdevelopment, rural character, the importance of farming, infrastructure needs, new businesses needed and road conditions. The appendix includes a further summary of the survey results.

The following are the Goals and Objectives of the Town:

- **Maintain or improve quality of life factors in the Town**
 - The Town of Cambria boasts an excellent quality of life for its residents.
 - Maintain the rural and agrarian character of the Town
 - Promote preservation of rural landscapes: agricultural lands, wooded lots and open space
 - Encourage mixed-use, walkable development surrounding Niagara County Community College
 - Promote a range of housing types that meet the rural character of the Town and accommodate changing demographic trends
 - Encourage a wider range of transportation options, such as trails, bike lanes, and creative transit options, such as rural transportation services
 - Maintain high quality recreation services in the Town to meet local recreational needs
 - Support and help plan for the provision of additional infrastructure (natural gas, sewer) in appropriate areas
 - Support improved road maintenance and improvements to the road system (to ease traffic issues in certain areas) in the Town for County, State and local roads
 - Continue to provide excellent community services to the citizens of the Town
 - Accomplish the above in a fiscally responsible manner

 - **Improve the economic conditions of the Town**
 - Support agriculture as an important part of the Town’s economic base
 - Encourage appropriate industrial and/or commercial development in areas identified for this type of development
 - Support the establishment of new, convenience related businesses in appropriate areas of the Town
 - Encourage development in the designated Cambria Technology Park “Shovel Ready” site on Lockport Road
 - Promote the proper level of growth in the Town that respects the rural character of the Community, provides the community with basic needs, and achieves a balanced tax structure that keeps taxes low

 - **Implement constructive planning methods for addressing future development or non-development.**
 - Identify areas where development is appropriate and direct growth in the Town to those areas
 - Protect environmentally sensitive areas, such as the escarpment, from inappropriate development
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- Provide measures to minimize impacts of development
- Address issues such as property maintenance, abandoned housing and trespassing of vehicles

- **To maximize State and regional support, align local development policies consistent with regional and State policies and documents.**
 - Consistent with the Erie-Niagara Counties “Framework for Regional Growth” and the Niagara County Communities Plan, encourage conservation of agricultural lands and natural systems, such as wetlands, the escarpment and forested lands, to preserve rural character.
 - Consistent with the Western New York Regional Economic Development “A Strategy for Prosperity” Plan, encourage projects and actions supportive of targeted industries, including work force training, assistance to local entrepreneurs, and strategic public investment.
 - Coordinate Town and Niagara County Planning to help ensure that the Town’s Plans are in accordance with the County’s Comprehensive Plan and that the County is responsive and supportive of the Town’s Planning initiatives.
 - Encourage employment-generating development in areas identified for economic development growth, such as the Cambria Technology Park and the College area.

- **To anticipate the Town’s needs, manage its future and not merely react to the forces of growth and change.**
 - Take a proactive approach to determining development patterns in the Town.
 - Continue to develop programs, projects and policies that help the Town achieve its goals.
 - Implement the recommendations of the Comprehensive Plan.

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