

Village of Dundee  
Comprehensive Plan  
2025

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# Introduction

The Village of Dundee is located in Yates County, nestled between Seneca Lake and Keuka Lake, towards the southeastern end. It lies within the Town of Starkey, bordering the Town of Barrington. The most recent comprehensive plan for the Village was completed in 1969, in collaboration with the Town of Starkey. Given the growing need for greater community engagement and improvements to village services and amenities, it's clear that an updated, Village-focused plan is now necessary.

## What Is A Comprehensive Plan?

The comprehensive plan is designed to steer the village toward its envisioned future, based on a collective community vision. It focuses on maintaining the small-town charm while supporting local business development, encouraging affordable housing, expanding tourism, recreational, educational opportunities, and addressing vacant properties and underutilized spaces.

## The Planning Process

### Steering Committee

A Steering Committee was established by the Village Board of Trustees in September 2024. The Steering Committee included Greg DeForest-Campbell, Lilly DeForest-Campbell, John Frederick, Brittany Gibson, Bruce Kendall, Nathan Kendall, and Caryl Sutterby.

### Community Involvement

To ensure the plan reflects the needs and priorities of local residents, the Steering Committee employed several methods of public input.

In June 2024, a paper survey was sent by mail to 582 village residents, seeking feedback from community members with regards to the needs and priorities of local residents. This survey was also available in a digital format, publicized via posters in downtown businesses and in the Village Office. There were 180 responses.

The Steering Committee reviewed the survey responses and developed areas of commonality across the responses. The committee then hosted a public input session to present the survey findings, and gain further input on the ideas brought out in the survey responses. This public input session was attended by nearly 50 attendees, representing a broad area of the community including business owners, retirees, and younger families. Additional feedback was also gathered by attending the Dundee Food Pantry and a concert at Dundee Central School. The

purpose of employing these various methods was to ensure feedback was gathered from as many residents across as possible.

The areas of focus that emerged from that feedback included:

1. The desire to encourage new business development and attract retail shops to the downtown area by fostering a business-friendly environment, enhancing the appeal of the district, and providing support for entrepreneurs and local retailers.
2. The desire to preserve the rural character of the village by maintaining open spaces, supporting sustainable agriculture, protecting historical sites, and ensuring that development aligns with the community's traditional aesthetic and environmental values.
3. The desire to create a vibrant, inclusive community that attracts and retains young people and families by expanding access to affordable housing, increasing the availability of good-paying jobs, and fostering a high quality of life through strategic investments in infrastructure, education, and economic development.
4. The desire to develop a sustainable tourism economy that highlights the community's unique assets, supports local businesses, and enhances the quality of life for residents while preserving the rural character and natural beauty of the area.

The survey results indicated that while Village of Dundee residents want to see economic growth and jobs, they do not want that to come at the expense of the natural beauty and rural character of the community they so love. Therefore, the Comprehensive Plan strives to balance economic development and job creation with preserving the character of the community, recognizing that the very same things that make Dundee a great place to live, work, and play, are the very things we must protect.

This plan is not a set of laws dictating action but rather a design as a roadmap to aid future decision making.

The Steering Committee encourages its use as a living document, referred back to often, and evaluated every other year for relevance, progress, and updating as needed.

## **Background**

### **History**

The history of Dundee, New York, is rich and rooted in the development of the Finger Lakes region of New York State. Dundee is located in Yates County, nestled in the scenic Finger Lakes region. Here's an overview of its history:

### **Early Settlement**

Dundee, like many other towns in the Finger Lakes, was originally inhabited by Native American tribes, notably the Seneca people, who were part of the Iroquois Confederacy. The area was part of the larger land that was ceded to the United States in the Treaty of Canandaigua (1794), which officially ended conflicts between the United States and the Six Nations of the Iroquois Confederacy.

European settlement of the Yates County area began in the late 18th and early 19th centuries, with the first permanent settlers arriving around 1790. The county was initially part of the larger land of what was known as the "Pulteney Estate" (the Pulteney Purchase) in the early 1800s. This estate, purchased by Sir William Pulteney, an Englishman, from the state of New York, set the stage for the area's early agricultural development.

The first settler in the area that we call "Dundee" was Issac Stark in the year 1807. He built a mill on Big Stream. Hence, this early settlement was known as Stark's Mill. Mr. Stark owned all the land from Main Street east to the village limit and south to Big Stream.

In 1810, Jacob Hackett, Issac Houghtaling, and John Walton were other major landowners of what we now know as Dundee. In May of 1811, Samuel Harpending arrived in Stark's Mill, where he fixed a tavern and hat shop. He later built the Harpending house, the first hotel, on the east corner of Water and Seneca Street. Later changing the name of the settlement from Stark's Mill to Harpending's Corner.

### **19th Century Development**

In the Spring of 1831, several houses were erected on Main Street and the Baptist erected the first house of worship in the village. In the Summer of 1834, there was a call to change the name of the village, and so a contest was developed. James T. Gifford, who had arrived in Harpending's corners in 1832 submitted the name Dundee. Dundee was his favorite tune. This tune was originally written by a Frenchman, Guillaume Franc, in 1545, named after his beloved Dundee, Scotland, and was first printed in the original Scottish psalter in 1615.

In 1848, it was decided that it would be in the best interest of the community to incorporate itself as a village. On June 24<sup>th</sup>, 1848 with 113 voters casting their ballots, (73 yeas, 40 nos) Dundee became the official Village in the Town of Starkey, County of Yates in the State of New York.

In 1859, 1860 and 1861, this village witnessed some terrible fires, the most disastrous being March 1<sup>st</sup>, 1861. During this fire there were 40 buildings burning at the same time. After the fires, the Grammar school was erected in 1861 on Seneca Street. Which is now the Dundee Area Historical Society. In 1888, the brick high school on Harpending Avenue was built and became the Dundee Free High School in 1891, which is now the fundamental Baptist church.

In 1878, the first railroad was completed through Dundee.

### **20th Century**

In 1938, the Dundee Central School was built, which is still active for kindergarten through twelfth grade.

In 1947, Dundee had a population of 1200, and was one of the most beautiful villages in the Finger Lakes Region. There were many businesses within the village, including manufacturing, processing and retail. It was the home of the Dundee Grape Juice Company.

In July of 1973, Dundee New York was granted its Coat of Arms from Dundee, Scotland. Dundee, Scotland granted its “daughter” city of Dundee, NY its own coat of arms to be suitably changed by heraldic custom.

### **Historical District**

In 2007, The Historical District was listed on the national register as historical places. Encompassing 78 contributing buildings. The village's resilience is also evident within its Historic District's architectural heritage; notable structures such as Beekman House at 39 Main Street, a Victorian Style home built around 1897. Additional Properties have been placed on the National Register of Historic Places such as the Dundee Methodist Church, First Presbyterian Church, and the Mcloud J. M. House at 94 Seneca Street.

### **Modern Dundee**

Today, Dundee is a small but vibrant village. The village has maintained its agricultural roots, with vineyards and wineries thriving. The local economy has also diversified, with an emphasis on tourism, local businesses, and services. The village continues to be a charming part of the Finger Lakes, attracting those interested in history, nature, and wine.

The town maintains a blend of historical charm with modern development, making it a unique spot to visit in the Finger Lakes region.

### **Geography and Climate**

The village has a total area of 1.1 square miles, all land. Seneca Lake, the deepest of the Finger Lakes, is four miles east of the village. It is mostly flat with some rolling hills around the outskirts. Big Stream is a key element of the local landscape, winding its way on a diagonal path through the southeast portion of the village.

Dundee, like other areas in the Finger Lakes region, is characterized by a continental climate, meaning it has distinct seasons with significant temperature variations. Winters are cold and snowy, with temperatures often dropping below freezing. Summers are generally warm and humid, with temperatures often reaching into the 70s and 80s. Precipitation is distributed throughout the year, with snow in the winter and rain in the other seasons.

The Village of Dundee, is located in Yates County in the Finger Lakes region of New York State. The village has an area of approximately **1.1 square miles**.

Dundee is situated near **Seneca Lake**, one of the Finger Lakes, which influences its climate and provides scenic views. The village is in a predominantly rural area, surrounded by rolling hills and vineyards, as the region is known for its wine production. The area is relatively flat, with some slight elevation changes, making it a picturesque part of the Finger Lakes region. The

surrounding landscape includes farmland and woodlands, adding to the rural character of the village.

The Village of Dundee has a **humid continental climate** (Köppen climate classification Dfb), which is typical for much of the Finger Lakes region. Here's a general overview of the climate in Dundee:

#### Summer:

- **Temperatures:** Summers are warm, with average highs ranging from the upper 70s to mid-80s °F (25-30°C). Occasionally, it can get hotter, reaching the 90s °F (32-35°C) during heatwaves.
- **Humidity:** The humidity can be high, especially in July and August, which can make the temperatures feel warmer than they actually are.
- **Precipitation:** Summer tends to have moderate rainfall, with occasional thunderstorms. July is usually the wettest month.

#### Winter:

- **Temperatures:** Winters can be cold, with average highs in the 30s °F (around 0-5°C) and lows often below freezing (20s °F or -6 to -1°C).
- **Snowfall:** Snow is common, with Dundee receiving an average of 60+ inches (152 cm) of snow annually. Snowstorms can occur, but the amount can vary from year to year.
- **Lake Effect:** Being near Seneca Lake, Dundee can experience some lake-effect snow, especially in the winter months, which may bring heavier snowfalls.

#### Spring and Fall:

- **Spring:** Temperatures gradually warm up in spring, ranging from the 40s to 60s °F (5-20°C). Rain is fairly common, helping to nurture the agricultural landscape, especially the vineyards in the area.
- **Fall:** Fall is a beautiful time in the region, with cooler temperatures (50s-60s °F, or 10-20°C) and stunning foliage. It's also the harvest season for local vineyards, making it a popular time for wine tourism.

Overall, Dundee experiences four distinct seasons, with hot summers, cold winters, and mild spring and fall weather. The region is also known for its moderate to high rainfall throughout the year, contributing to the lush environment and agricultural productivity.

## Current Conditions - Life in the Village

### Cultural Resources

#### *Dundee Public Library*

The Dundee Public Library is one of the oldest libraries in the region, originally founded under the name of the Women's Study Club in 1908.



The library is an important resource for area residents including books, magazines, DVDs, audiobooks, as well as services including computers and copiers for public use, a public meeting room, ongoing activity series.

From 2020 to 2021, the library undertook a significant, two-phase renovation and construction project, funded by a capital grant and fundraising efforts. This included upgrades to the front entrance and steps, the addition of the Tripp Community Room (which is available for public by reservation), and expansion of the Children's Room.

### *Dundee Area Historical Society*

The Dundee Area Historical Society is located on Seneca Street, in the former Dundee School Building. It includes various exhibits and events that honor local history. The Society also offers genealogy research, and also contains archives including newspapers, photographs, and other documents for research purposes.

The Historical Society also hosts community events including a popular haunted house during Halloween, a celebration of local racing history in an event called "Horses to Horsepower" and being open during Dundee's Touch of Christmas with festive decor and music.

### **Community Organizations**

Dundee's local government is actively engaged in community planning and development. The village is in the process of developing a new Comprehensive Plan to serve as a roadmap for future growth and development. Community input is being solicited through surveys to ensure that the plan reflects residents' needs and aspirations. The village also offers various applications and permits for community activities, such as park use and public events, indicating a structured approach to community engagement.

Community organizations at work in the community include:

- Dundee Blooms - volunteers led by Cornell-certified master gardeners, who help care for and beautify the downtown flower beds.
- Dundee Fresh Grocery - volunteers working to bring a fresh grocery store back to the village of Dundee. They now have a large grant and have purchased a space. They are well on their way to accomplishing their goal.
- Dundee Merchant's Association - this newly reinvigorated group is just getting back off the ground, with quarterly mixers and educational opportunities planned for member businesses, as well as promotions including Small Business Saturday.
- Dundee Rotary Club - this is one of the larger and more active Rotary Clubs in the region, with over 30 members, 20 of whom regularly attend weekly meetings. The Rotary Club conducts important activities in the community including supporting events with hot dog stands, as well as a bookcase project that creates and provides a bookcase to each child graduating pre-kindergarten in the Dundee Central School District.

- Our Town Rocks - founded in 2010 by a group of community members who recognized a need for more support services in the area. Since then, they have grown to become a leading provider of community support services in the region. They offer a range of programs to support individuals and families in the community, including mental health services, substance abuse treatment, and parenting workshops.
- Pretty Little Village - is a relatively new group of volunteers, who are working to establish interactive, engaging community events. So far, they've hosted a Dairy Day, a 5K run, with other events planned for the future.
- There are various community and fraternal organizations at work in the village, including the VFW, American Legion, and the Masons.

### **Education**

The village of Dundee is served by the Dundee Central School District. This district houses pre-k through twelfth grade in one building. It serves students from the Towns of Barrington, Starkey, Milo, Tyrone, and Reading.

### **Economy**

Dundee's economy is reflective of its small-town character. The average annual household income is \$54,705, with a median household income of \$47,344. Residents aged 25 to 44 earn an average of \$49,615, while those between 45 and 64 have a median income of \$44,792. The cost-of-living index in December 2024 was 92.6, slightly below the U.S. average of 100, indicating a relatively affordable living environment. However, the poverty rate stands at 25.57%, highlighting economic challenges within the community.

The largest employer located in the village is Dundee Central School. Other important businesses in the area include wineries, tourism-related businesses such as restaurants, lodging facilities, and other attractions.

### **Existing Businesses**

The Village is supported by a variety of businesses. Businesses include, but are not limited to convenience stores, gas and retail, banking, lodging, wine production, insurance, automotive, postal service, and restaurants.

The Village has three churches that remain operational: Dundee Baptist Church, Dundee United Methodist Church, and Faith Baptist Church. All offer worship services and are actively involved in community activities such as the Dundee Food Pantry and community dinners.

### **Land Use**

The Village of Dundee, New York, regulates land use through its zoning laws, which classify properties into various districts, each with specific permitted and conditional uses. These

regulations cover aspects such as building heights, setbacks, lot sizes, and parking requirements. For example, multiple dwellings and planned residential developments require submission of a site development plan to the Planning Board for review and approval. In January 2025, the Village proposed a local law to amend the permitted uses in the Light Industrial (M-2) and Commercial (C-1) districts and adjusted the Village Zoning Map accordingly. Additionally, the Village will be working on updating its Code book and land use regulations, including subdivision regulations, site plan regulations, and sign regulations, to ensure orderly development and address current needs.

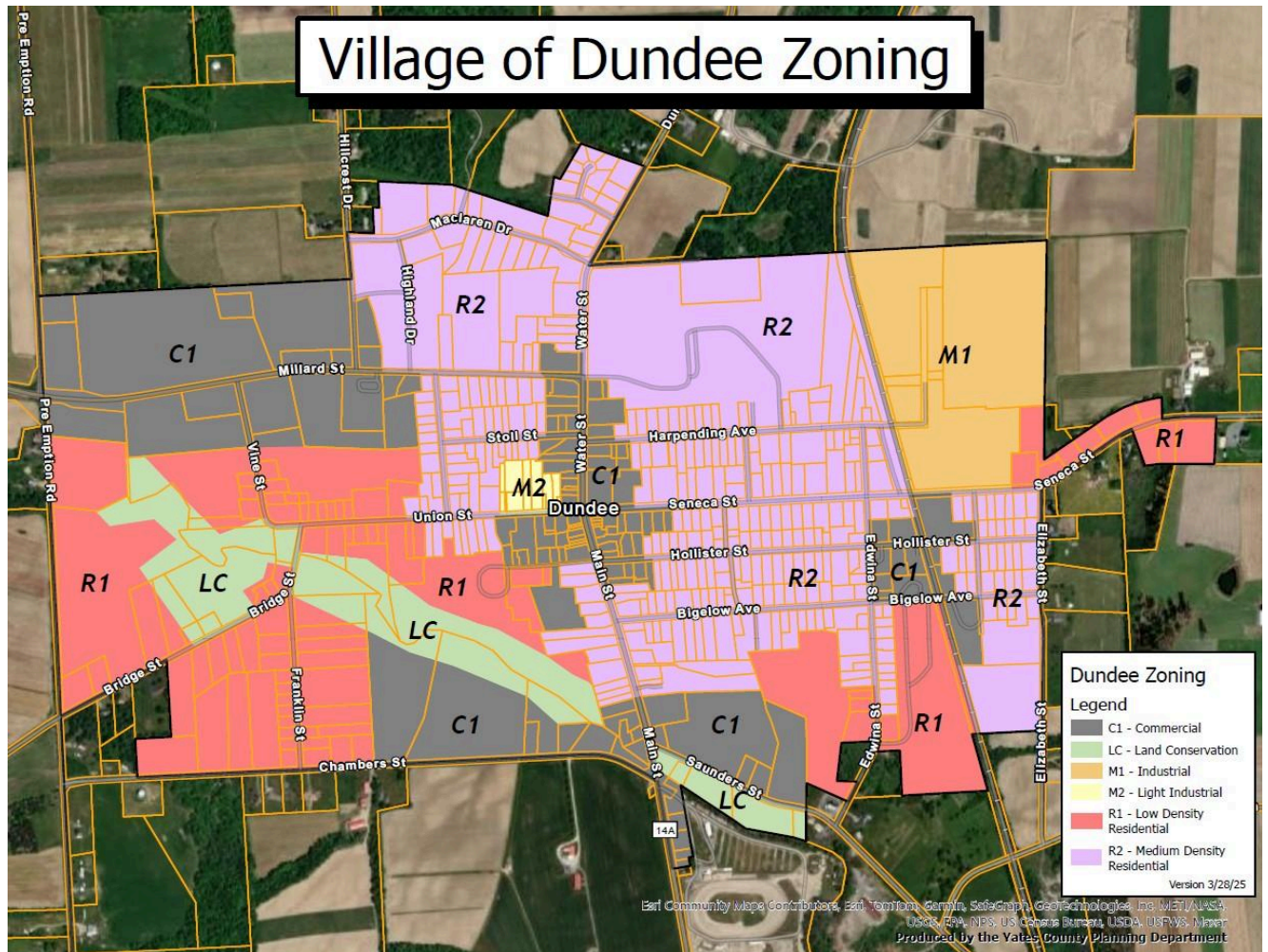
For detailed and current information on land use regulations, zoning districts, and any recent amendments, you can consult the Village's official website or contact the Village Clerk's office.

**Agriculture-** The Village of Dundee is bordered by Yates County's Agricultural District, with two parcels located within the district. The village should establish an agricultural overlay zone focused on conservation efforts. This would safeguard farmland from urban development and help maintain the village's rural character.

**Zoning-** The Village of Dundee established Zoning Ordinance on May 13<sup>th</sup>, 1975. Currently, the Village is defined into the following districts:

R-1: Low Density Residential, single-family neighborhoods  
R-2: Medium Density Residential  
C-1: Commercial with mixed use  
M-1: Industrial  
M-2: Light Industrial  
LC: Land Conservation

The map below shows the Village of Dundee's official Zoning Map:



## **Population and Housing**

As of 2023, Dundee's population is approximately 2,003 residents. The village covers an area of 1.1 square miles, resulting in a population density of about 1,817.6 people per square mile. The median age in Dundee is 39.4 years, reflecting a balanced age distribution. The median household income stands at \$44,250 with a per capita income of \$19,816. Approximately 14.5% of the population lives below the poverty line. Housing in Dundee is characterized by a dense suburban feel, with most residents owning their homes.

There is a large Mennonite population in and around the Dundee area, with a number of Mennonite churches, schools, and businesses nearby. This population has been growing and continues to be an important part of the local community.

Given the increasing demand for housing, especially in light of the growing population and the need for affordable options, Dundee is taking steps to support Pro-Housing policies. The village recognizes the importance of ensuring that housing aligns with community values, supports

long-term sustainability, and provides opportunities for growth without displacing existing residents. In line with this, and zoning policies may be reviewed.

### **Recreation and Natural Resources**

Dundee, located in the scenic Finger Lakes region, boasts proximity to natural attractions such as Seneca Lake, situated approximately four miles east of the village. Big Stream flows through Dundee, offering seasonal outdoor opportunities that attract both residents and visitors. The village's parks, including facilities like gazebos, pavilions, and ball diamonds, serve as community gathering spots and venues for local events.

The Village has one community park located at the end of Spring Street. Currently, it has a playground, several ball fields, a basketball court, and green space. It also has a pavilion for use and access to Big Stream. Seneca Lake is only minutes away, allowing for scenic views and the ability to participate in watersports and water recreational activities.

### **Village Services and Amenities**

The Village of Dundee has services ranging from annual brush pick up to water and sewer to public records. Below is a full list of services the village offers:

#### **Village of Dundee Services**

Water  
Sewer  
Village Financial Services  
Public Record Management  
Vital Record Management  
Tax Information  
Code Enforcement  
Planning Board  
Public Facility Rental  
Zoning Board of Appeals  
Street Maintenance  
Snow Removal  
Annual Brush and leaf pick up  
Village website  
Ecode360  
Cemetery Services  
Park Maintenance  
Sidewalk Improvements  
Public Parking  
Youth Programs



## Historical Support

# Key Findings

### **Cultural Resources**

Residents noted the importance of the public library as an asset and the priority of historic preservation that is strong in the Village.

Residents also noted that they would like to see a performing arts facility, a family resource center with space for children to play and interact, and an art gallery.

### **Economic Development**

While land is limited, new development is possible in the parcel bounded by Seneca, Volunteer, and Hollister, across from 74 Seneca Street. This parcel is zoned as C1, Commercial. Parcels along Vine Street, zoned as R1, Residential, are also candidates for development. Aging structures on Main Street and Water Street could serve as additional and/or in-fill development as well.

Supporting existing businesses should be a priority for Dundee's future. Overwhelmingly, community members mentioned the need for a grocery store. In fact, 93% of survey respondents said a grocery store is integral to the community.

There were many comments, during the public meeting, about the need for a cafe or coffee shop, additional dining options, and more shops. Many lamented that there is little for children and families to do.

75% of survey respondents indicated a need or desire for additional retail shops downtown, noting a few options in particular: a clothing store or similar boutique, gift shop, and flower shop.

Tourism is an important, yet relatively untapped opportunity for the Village of Dundee. Capturing tourists and bringing them into the community to shop and dine should be a priority, as it could result in a significant economic impact.

### **Land Use and Zoning**

Residents reported that mixed-use development is the most important to them, with residential and commercial development in the mix as well.

165 out of 180 respondents want the Village to encourage residential development. Respondents do not want to see townhouses, condos, or a manufactured home park.

Most respondents reported that current zoning is adequate. Respondents did report concerns over the increase in short term rentals, which some contend has driven up rents, taking valuable housing stock off the market, and pushing families and others looking for housing in Dundee, to other areas.

Residents want to see responsible, sustainable development that meets the needs of the community, but doesn't harm or change the small town, rural character.

Residents expressed a concern over blighted, neglected properties, indicating some are a public nuisance and/or safety hazard. This gives the sense that the community feels run-down and unsafe, not a welcoming place to spend time. There was much disappointment expressed over the number of dollar stores in such a small footprint downtown. The Village should be mindful of the impact that physical appearance has on the overall psyche of a community and its residents.

### **Population and Housing**

The population of Dundee is relatively stable.

In terms of housing, vacancy rates are lower within the Village than in the County at large. (IS THIS TRUE?) Roughly \_\_\_\_\_% of the Village's housing units are owner-occupied, higher or lower than Yates County (78.5%). - ask Jeff about this

The Village's housing stock is aging, with the vast majority of housing structures being over 50 years old. This can present a need for home repair grant programs to help address aging structures. Residents can also use historic tax credits if they qualify for repair projects.

Generally speaking, housing is affordable in the Village of Dundee, however median home values have been increasing significantly in recent years, due to constraints in the supply of the housing market. This, combined with the aging housing stock, could start to impact affordability in the coming years.

### **Recreation and Natural Resources**

The existing park and natural assets should be improved, preserved, and supported. The idea of a walking path along Big Stream was presented as an addition to Spring Street Park.

Survey respondents and public meeting attendees were quite adamant about the importance of and desire for social opportunities to connect with neighbors. Specifically, they noted a need for more community events and festivals. Spring Street Park has the opportunity for upgrades that could support these types of events and other recreational activities for all ages.

### **Village Services and Amenities**

The majority of respondents indicated that the current services offered by the village are adequate and well delivered.

91% of survey respondents said the ability to safely bike and walk around the community is important to them. 53% said we need pedestrian improvements and mentioned crosswalks, signage, bike racks, lack of parking, and complaints about the recent downtown project that changed access to parking, added bump-outs (a chief complaint), and landscaping that some mentioned is an eyesore.

### **Other Feedback**

Other general comments and requests noted include:

- Better signage directing passersby to the public parking lot.
- Improved access to parking for downtown businesses, especially those who are elderly or handicapped.
- The need to control the feral cat population.

## **Implementation**

The Comprehensive Planning Steering Committee recognizes that a plan is only a plan unless there is action and accountability. With that in mind, the committee recommends the creation of a Comprehensive Plan Work Group that can be tasked with determining a specific action plan within each area of focus, reporting back to the Village regularly (consider quarterly) on progress being made, and updating or adapting the plan as necessary. The committee also encourages an overall review of the plan every other year, to ensure it is still fitting, reflective, and relevant to the overall vision and needs of the community.

To aid the implementation process, the committee composed the following benchmark matrix, simply as a starting point.



## Benchmark Matrix

The Comprehensive Planning Steering Committee recognizes that accountability and success go hand in hand. The matrix that follows is designed to outline goals, suggest activities, and benchmarks to track progress.

The hope is that the Village will appoint or designate a small committee of local residents, business owners, and other volunteers who would be willing to ensure the comprehensive plan moves ahead into action, and is reflected on regularly.

**GOAL:** *Encourage new business development and attract retail shops to the downtown area by fostering a business-friendly environment, enhancing the appeal of the district, and providing support for entrepreneurs and local retailers.*

Objective	Recommended Activities	Potential Partners	Benchmarks (what does success look like?)
<b>Develop Incentives to Attract New Businesses</b>	Offer tax breaks, grants, or low-interest loans for startups and retail businesses opening downtown.	<ul style="list-style-type: none"> <li>• Village of Dundee</li> <li>• Finger Lakes Economic Development Center</li> <li>• Small Business Administration</li> <li>• Yates County Chamber of Commerce</li> <li>• Dundee Area Merchants Association</li> </ul>	<p>Dundee Merchant's Association becomes more visible and develops connections/processes to aid interested businesses.</p> <p>Issuance of grants to new retail businesses opening and/or converting previously non-retail space under-utilized in downtown.</p>
	Encourage building owners with empty storefronts to reduce costs in the interest of filling vacant space.	<ul style="list-style-type: none"> <li>• Building owners</li> <li>• Business owners</li> </ul>	<p>Identify fair market rent for retail space in our community.</p> <p>Publicize the state law that allows for tax credits for capital investment and improvements at</p>

			pre-existing and new businesses.
	Partner with local banks to create small business financing programs.	<ul style="list-style-type: none"> <li>• ServU</li> <li>• Lyons National Bank</li> <li>• Five Star Bank</li> <li>• Finger Lakes Economic Development Center</li> </ul>	Meet with local financial institutions, determine what programs are already available, identify additional opportunities, and develop an information sharing system or process to help spread the word.

<b>Objective</b>	<b>Recommended Activities</b>	<b>Potential Partners</b>	<b>Benchmarks</b> (what does success look like?)
<b>Enhance Downtown Infrastructure and Streetscape</b>	Improve wayfinding/marketing signage, lighting, and pedestrian walkways within and leading into the business district.	<ul style="list-style-type: none"> <li>• Village Department of Public Works</li> <li>• State DoT</li> <li>• Business owners</li> </ul>	<p>Identify signage needs.</p> <p>Create best practice list for village board and planning board.</p> <p>Improve signage for public parking lot that is behind the west side of Main Street.</p>
	Improve parking options and general accessibility.	<ul style="list-style-type: none"> <li>• Village of Dundee</li> <li>• State DoT</li> </ul>	The village works with relevant partners to assess accessible parking situations, specifically, if there are an adequate number of spots, adequate signage, and enough ramps: do we have enough, is signage adequate, etc.
	Invest in beautification projects such as landscaping,	<ul style="list-style-type: none"> <li>• Dundee Blooms</li> <li>• Pretty Little</li> </ul>	Coordinate with Dundee Blooms and Our Town Rocks to

	murals, window displays, and seasonal decorations.	<ul style="list-style-type: none"> <li>Village Dundee Merchants Association</li> <li>ROMEO's</li> <li>Yates County Arts Council</li> <li>Dundee Area Historical Society</li> <li>DCS students</li> <li>Towns of Barrington and Starkey</li> </ul>	<p>develop a long-term beautification plan including maintenance.</p> <p>Charge the Dundee Merchant's Association with storefront displays, ensuring seasonal changes.</p>
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<b>Objective</b>	<b>Recommended Activities</b>	<b>Potential Partners</b>	<b>Benchmarks</b> (what does success look like?)
<b>Streamline Business Licensing and Permitting</b>	Simplify and expedite the process for obtaining business permits and licensing.	<ul style="list-style-type: none"> <li>Village Clerk</li> <li>Local Code Enforcement</li> <li>Yates County Clerk</li> </ul>	<p>Annually, Dundee Merchant's Association gathers feedback from downtown businesses to assess/identify challenges in the process. Dundee Merchant's</p> <p>Association works with the Village Clerk's office to improve the challenges.</p>

<b>Objective</b>	<b>Recommended Activities</b>	<b>Potential Partners</b>	<b>Benchmarks</b> (what does success look like?)
<b>Launch a Business Attraction and Marketing Campaign</b>	Promote the downtown as a prime retail destination through digital and social media	<ul style="list-style-type: none"> <li>Dundee Area Merchant's Association</li> <li>Yates County Chamber of</li> </ul>	Downtown businesses are thriving year-round, and especially taking advantage of shop

	campaigns	<ul style="list-style-type: none"> <li>Commerce</li> <li>Our Town Rocks</li> <li>Seneca Lake Wine Trail</li> <li>Finger Lakes Tourism Alliance</li> <li>Finger Lakes Wine Country</li> </ul>	<p>local promotions including Small Business Saturday, the holiday shopping season and events including Touch of Christmas.</p> <p>Locals and tourists alike are drawn to the downtown area to shop, dine, and explore.</p>
	Host networking events and pitch nights to connect entrepreneurs with investors.	<ul style="list-style-type: none"> <li>Dundee Merchant's Association</li> <li>Yates County Chamber of Commerce</li> <li>Finger Lakes Economic Development Center</li> <li>IncubatorWorks</li> </ul>	The Dundee Area Merchant's Association is hosting regular networking and educational opportunities to encourage and support local business owners and entrepreneurs, while building a thriving downtown business community.
	Develop branding initiatives that highlight the unique identity of the downtown area.	<ul style="list-style-type: none"> <li>Dundee Area Merchant's Association</li> <li>Our Town Rocks</li> <li>Yates County Chamber of Commerce</li> </ul>	The village of Dundee develops its own unique brand and sense of identity, which is reiterated through digital and physical assets including a website, signage, merchandise, print materials, and events/promotions.

Objective	Recommended Activities	Potential Partners	Benchmarks (what does success look like?)
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<b>Support Local Entrepreneurs and Business Retention</b>	Establish a mentorship program connecting new business owners with experienced local entrepreneurs.	<ul style="list-style-type: none"> <li>• Business Owners</li> <li>• Dundee Merchant's Association</li> <li>• Merchant's Association</li> <li>• SCORE</li> <li>• Economic Development</li> <li>• Yates County Chamber</li> <li>• Local Colleges</li> </ul>	New businesses feel supported and empowered, with access to resources and a community of like-minded, helpful fellow business owners and business experts.
	Provide free or low-cost business development workshops on topics such as marketing, e-commerce, and customer service.	<ul style="list-style-type: none"> <li>• Finger Lakes Economic Development Center</li> <li>• Yates County Chamber of Commerce</li> <li>• Dundee Area Merchants Association</li> <li>• Local Businesses</li> </ul>	Workshops are being hosted regularly and are well attended.
	Maintain a strong business association to foster collaboration and shared promotional efforts among downtown retailers	<ul style="list-style-type: none"> <li>• Dundee Area Merchants Association</li> <li>• Yates County Chamber of Commerce</li> </ul>	The Dundee Merchant's Association has a stable membership, well-attended programs, and local retailers feel connected and supported.

**GOAL:** *Preserve the rural character of the village by maintaining open spaces, supporting sustainable agriculture, protecting historical sites, and ensuring that development aligns with the community's traditional aesthetic and environmental values.*

Objective	Recommended	Potential Partners	Benchmarks
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	<b>Activities</b>		(what does success look like?)
<b>Implement Zoning and Land Use Policies that supports the Village's vision for the future and promotes desired development.</b>	Continue to review and update zoning regulations to limit high-density or incompatible development.	<ul style="list-style-type: none"> <li>• Village Planning Board</li> <li>• Town of Starkey Planning Board</li> <li>• Yates County Planner</li> </ul>	<p>Village Planning Board remains committed to balancing compatible uses.</p> <p>Encourage highest and best use.</p>
	Create design guidelines that direct new buildings, renovations to pre-existing buildings, and other development to match the village's historic and rural character.	<ul style="list-style-type: none"> <li>• Village Clerk</li> <li>• Yates County Planner</li> <li>• Village Planning Board</li> <li>• Dundee Area Historical Society</li> </ul>	<p>Create design guidelines. See Dept of Interior design guidelines.</p> <p>New buildings and renovations to pre-existing buildings maintain the village character and match their surroundings, adding interest, beauty, and pride to downtown.</p>
	Support land use that protects open spaces and increasing densities where appropriate.	<ul style="list-style-type: none"> <li>• Village Clerk</li> <li>• Yates County Planner</li> </ul>	<p>Revisit zoning to ensure we are protecting open spaces while balancing housing densities.</p> <p>Respect the boundary and separation between village and outside-village boundaries.</p>

<b>Objective</b>	<b>Recommended Activities</b>	<b>Potential Partners</b>	<b>Benchmarks</b> (what does success look like?)
<b>Support Local Agriculture and Agritourism</b>	Support initiatives that protect agriculture and	<ul style="list-style-type: none"> <li>• Cornell Cooperative Extension</li> </ul>	Our Town Rocks continues to promote pre-existing fresh

	agritourism.	<ul style="list-style-type: none"> <li>• Yates County Chamber of Commerce</li> <li>• Local Farms</li> </ul>	<p>produce distribution.</p> <p>Task Dundee Blooms, CCE, 4-H, and Our Town Rocks with creating a community garden.</p>
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<b>Objective</b>	<b>Recommended Activities</b>	<b>Potential Partners</b>	<b>Benchmarks</b> (what does success look like?)
<b>Enhance Open Space and Natural Resource Conservation</b>	Identify key natural areas for preservation and pursue grants or partnerships for protection.	<ul style="list-style-type: none"> <li>• Cornell Cooperative Extension</li> <li>• Yates County Planning</li> </ul>	Spring Street Park is preserved and well-kept for generations to come.
	Develop and maintain public parks, trails, greenways, and community gardens to enhance public access to nature.	<ul style="list-style-type: none"> <li>• Cornell Cooperative Extension</li> <li>• Yates County Planning</li> <li>• DesignConnect</li> </ul>	<p>Amenities to Spring Street Park, perhaps to include a spray pad, additional play structures, and a signed and maintained walking path.</p> <p>Move Village Barns out of Spring Street Park to open up the view, and make it feel more parklike.</p>
	Support tree-planting and native habitat restoration efforts.	<ul style="list-style-type: none"> <li>• Village of Dundee</li> <li>• Dundee Blooms</li> <li>• Dundee Central School</li> <li>• Cornell Cooperative Extension</li> <li>• New York State DEC</li> </ul>	<p>The village commits to replanting a tree for every one removed.</p> <p>The village engages with a professional arborist to evaluate current trees and establish a plan for conservation and care.</p> <p>Consider an urban</p>

			forestry grant opportunity.  Support and potentially expand Dundee Blooms and other habitat.
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Objective	Recommended Activities	Potential Partners	Benchmarks (what does success look like?)
<b>Preserve Historic and Cultural Landmarks</b>	Conduct a survey of historic buildings, barns, and landscapes to document and protect them.	<ul style="list-style-type: none"> <li>Dundee Area Historical Society</li> <li>Yates County Historian</li> <li>Local Residents and Building Owners</li> <li>New York State Office of Historic Preservation</li> </ul>	<p>Conduct survey to identify and create an archive of historic homes and properties in the village. House these archives at the Dundee Area Historical Society.</p> <p>Identify grants that could assist village property owners with home and business improvements.</p> <p>Host workshops to help publicize and answer questions about the grant opportunities.</p> <p>Residents and business owners are able to secure the necessary funds to improve and update their historic properties.</p>
	Encourage adaptive reuse of historic structures for small businesses or community spaces.	<ul style="list-style-type: none"> <li>Yates County Planner</li> <li>Developers</li> <li>Property Owners</li> </ul>	Identify highest and best use for current historic properties.
	Offer financial	<ul style="list-style-type: none"> <li>Financial</li> </ul>	Identify grants that



	incentives and grants for property owners to restore historic buildings in keeping with the village's character.	<ul style="list-style-type: none"> <li>Institutions</li> <li>New York State Office of Historic Preservation</li> </ul>	<p>could assist village property owners with home and business improvements.</p> <p>Host workshops to help publicize and answer questions about the grant opportunities.</p>
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Objective	Recommended Activities	Potential Partners	Benchmarks (what does success look like?)
<b>Improve the Physical/Aesthetic Appearance of the Community</b>	<p>Ensure local code is being enforced.</p> <p>Address blighted properties and negligent property owners.</p> <p>Host an annual community clean-up to encourage local residents to rid their properties of refuse and other materials that may have built up.</p> <p>Add appealing landscaping, trees, and other vegetation where allowable and appropriate.</p> <p>Develop a tree maintenance and replanting process to add greenery and visual appeal to downtown and its side streets.</p> <p>Develop a sidewalk replacement plan and</p>	<ul style="list-style-type: none"> <li>Local Code Enforcement</li> <li>Fire Marshall</li> <li>Local Planning Board</li> <li>Volunteers</li> </ul>	<p>Unsafe buildings and other public nuisances are either addressed or eliminated.</p> <p>Homes and buildings are safe and not visual eyesores.</p> <p>Public spaces are clean, safe, and well-lit.</p> <p>Litter and garbage are regularly cleaned up and disposed of.</p> <p>Continue to engage Village Blooms to maintain and improve the current garden beds in downtown. Consider adding additional plantings where desired and appropriate.</p> <p>Identify grants that could assist village property owners with home and business improvements.</p>

	<p>enforce/manage it well.</p> <p>Assist properties with access to preservation, repair, and/or improvement grants, whenever possible.</p>		<p>Host workshops to help publicize and answer questions about the grant opportunities.</p>
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This plan ensures that the village retains its rural charm while supporting sustainable development and local economic vitality.

**GOAL:** *To create a vibrant, inclusive community that attracts and retains young people and families by expanding access to affordable housing, increasing the availability of good-paying jobs, and fostering a high quality of life through strategic investments in infrastructure, education, and economic development.*

Objective	Recommended Activities	Potential Partners	Benchmarks (what does success look like?)
<b>Expand Affordable Housing Options</b>	<p>Partner with developers to create mixed-income housing projects with incentives such as tax breaks or fast-tracked permits.</p> <p>Consider and leverage opportunities to create additional affordable housing in and adjacent to the village.</p>	<ul style="list-style-type: none"> <li>• Finger Lakes Economic Development Center</li> <li>• Property Owners</li> <li>• Developers</li> <li>• Adjacent towns</li> </ul>	<p>Housing in the village is affordable, safe, and well-kept.</p> <p>Those who want to live in the Village, can and do find an appropriate property for their needs.</p> <p>Recognizing that little developable land remains in the village, consider working with adjacent towns to create affordable housing opportunities on suitable parcels.</p>
	<p>Convert underutilized commercial spaces into affordable apartments or other</p>	<ul style="list-style-type: none"> <li>• Building Owners</li> </ul>	<p>Identify which commercial spaces could be candidate(s) for affordable</p>

	living spaces.		apartments or other living spaces.  Connect with and attract developers or individual property owners to undertake that work.  Upper floors of downtown buildings are occupied by long-term residents.
	Consult with and promote the first-time homebuyer assistance program to help young families with down payments and mortgage costs.	<ul style="list-style-type: none"> <li>• Keuka Housing Council</li> <li>• Our Town Rocks</li> <li>• Local Financial Institutions</li> </ul>	Young families who wish to live in Dundee are able to find homes that fit their needs, that are financed accordingly.

<b>Objective</b>	<b>Recommended Activity</b>	<b>Potential Partners</b>	<b>Benchmarks</b> (what does success look like?)
<b>Strengthen Workforce Development and High-Paying Job Opportunities</b>	Collaborate with local businesses to create apprenticeship programs in high-demand fields like healthcare, and advanced manufacturing.	<ul style="list-style-type: none"> <li>• KanPak</li> <li>• Silgan</li> <li>• Coach &amp; Equipment</li> <li>• Yates County Workforce Development</li> </ul>	Local business partners develop apprenticeship programs that create pipelines to employment opportunities for our youth, ensuring we are no longer the victims of “brain drain” and are retaining talented, engaged youth.
	Establish a small business incubator with funding and mentorship for entrepreneurs.	<ul style="list-style-type: none"> <li>• Finger Lakes Economic Development Center</li> <li>• IncubatorWorks</li> </ul>	A small business incubator is thriving, with regular programming to assist and support entrepreneurs, with

		<ul style="list-style-type: none"> <li>• Dundee Area Merchants Association</li> <li>• Yates County Workforce Development</li> </ul>	the goal of adding those entrepreneurs to the mix of businesses in the Dundee area.
	Work with state and regional partners to bring remote-friendly work infrastructure, such as co-working spaces and high-speed broadband, to attract digital workers.	<ul style="list-style-type: none"> <li>• Finger Lakes Economic Development Center</li> <li>• Yates County Chamber of Commerce</li> <li>• Finger Lakes Regional Economic Development Council</li> </ul>	<p>Remote work-appropriate spaces are created and utilized accordingly.</p> <p>Remote workers are attracted to live in the village of Dundee due, at least in part, to the accessibility of remote work environments.</p>
	Advocate for and support trade schools, vocational programs, and community college initiatives that align with industry needs.	<ul style="list-style-type: none"> <li>• Dundee Central School</li> <li>• BOCES</li> <li>• Finger Lakes Community College</li> </ul>	Dundee students are actively engaged in career and technical education programming, and remaining in the community after graduation, adding to the population and employment base.
	Provide relocation incentives for companies that bring sustainable, high-wage jobs to the area.	<ul style="list-style-type: none"> <li>• Finger Lakes Economic Development Center</li> </ul>	

<b>Objective</b>	<b>Recommended Activities</b>	<b>Potential Partners</b>	<b>Benchmarks</b> (what does success look like?)
<b>Enhance Community Amenities and Infrastructure</b>	Invest in public transportation improvements to connect residential areas with job	<ul style="list-style-type: none"> <li>• Yates Transit Service</li> <li>• Yates County</li> <li>• Yates County Planner</li> </ul>	Public transportation operates regularly and runs well-known, easily accessible routes in and around

	centers.		the Village and surrounding towns/areas.
	Develop parks, recreational facilities, and family-friendly community events to improve quality of life.	<ul style="list-style-type: none"> <li>• Our Town Rocks</li> <li>• Pretty Little Village</li> <li>• Dundee Merchants Association</li> <li>• Village of Dundee</li> </ul>	Parks and recreational facilities are clean, updated, and fully utilized by the community.
	Expand childcare and early childhood education programs to support working parents.	<ul style="list-style-type: none"> <li>• Rainbow Junction</li> <li>• Dundee Children's Center</li> </ul>	<p>Parents and families are able to secure affordable childcare in or near the village of Dundee.</p> <p>A family resource center opens downtown or nearby, with programs, education, and events that build parenting skills, offer important play and learning opportunities for children, and generally connect families with resources.</p>
	Maintain walkability and bikeability in downtown areas and near school. Prioritize pedestrian safety.	<ul style="list-style-type: none"> <li>• Village of Dundee</li> <li>• Department of Public Works</li> </ul>	<p>Improve pedestrian access and safety in downtown Dundee.</p> <p>Improve signage at crosswalks (consider motion-activated, lighted signs).</p> <p>Add hand rails in front of businesses where there are steps to get from the parking level to the sidewalk/business entrance level.</p>

			Address accessible parking: are there enough spots?
	Encourage mixed-use developments that combine housing, retail, and office space to create vibrant, livable neighborhoods.	<ul style="list-style-type: none"> <li>• Finger Lakes Economic Development Center</li> <li>• Village of Dundee</li> <li>• Developers</li> <li>• Building Owners</li> </ul>	Downtown builds are at or near capacity with commercial/retail on the ground floor, and living spaces/offices on the upper floors.

<b>Objective</b>	<b>Recommended Activities</b>	<b>Potential Partners</b>	<b>Benchmarks</b> (what does success look like?)
<b>Promote Civic Engagement and Young Leadership</b>	Create community volunteer and leadership training programs to empower young people and families to take active roles in local governance.	<ul style="list-style-type: none"> <li>• Our Town Rocks</li> <li>• Dundee Central School</li> <li>• Office of Child and Family Resources</li> <li>• Department of Social Services</li> </ul>	
	Develop a marketing campaign that highlights success stories of young families and professionals who have chosen to live and work in the area.	<ul style="list-style-type: none"> <li>• Our Town Rocks</li> <li>• Dundee Central School</li> <li>• Dundee Area Merchants Association</li> </ul>	
	Partner with local schools and universities to encourage students to consider career paths that keep them in the community.	<ul style="list-style-type: none"> <li>• Dundee Central School</li> <li>• Finger Lakes Economic Development Center</li> </ul>	

	Establish a Youth Center and/or Family Resource Center to provide opportunities for families and children, and involve younger residents in decision-making.	<ul style="list-style-type: none"> <li>• Local residents</li> <li>• Yates County Community Services</li> </ul>	
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<b>Objective</b>	<b>Recommended Activities</b>	<b>Potential Partners</b>	<b>Benchmarks</b> (what does success look like?)
<b>Advocate for Policy and Funding Support</b>	Work with state and federal representatives to secure grants for affordable housing and workforce development initiatives.	<ul style="list-style-type: none"> <li>• Local and regional politicians</li> </ul>	Grants are successfully secured, resulting in expanded housing options and additional workforce development opportunities.
	Partner with local and regional organizations to advocate for policies that encourage sustainable economic growth.	<ul style="list-style-type: none"> <li>• Finger Lakes Economic Development Center</li> <li>• Finger Lakes Regional Economic Development Council</li> <li>• Empire State Development</li> </ul>	<p>Economic development undertaken in the village is sustainable, long-term, and keeps with the village vision and priorities.</p> <p>Businesses are successful and thriving.</p>
	Regularly assess housing affordability and employment trends to adjust strategies as needed.	<ul style="list-style-type: none"> <li>• Village Board</li> <li>• Finger Lakes Economic Development Center</li> <li>• Area Employers</li> </ul>	<p>Assess affordability and availability of housing.</p> <p>Assess the state of employment and needs of area businesses.</p> <p>Develop a plan or plans to address any housing-related issues and employment</p>

			needs/shortcomings/ opportunities.
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**Goal:** *To support and nurture a sustainable tourism economy that highlights the community's unique assets, supports local businesses, and enhances the quality of life for residents while preserving the rural character and natural beauty of the area.*

Objective	Recommended Activities	Potential Partners	Benchmarks (what does success look like?)
<b>Develop and Promote Signature Attractions and Experiences</b>	Identify and enhance the community's key tourism assets, such as wineries, historic sites, outdoor recreation, festivals, etc.	<ul style="list-style-type: none"> <li>Yates County Chamber of Commerce</li> </ul>	<p>Dundee has an active, visible role in local and regional promotions.</p> <p>Dundee is a must-visit for locals and tourists alike.</p>
	Continue to promote seasonal events and festivals to leverage the area's rich tourism assets and attract visitors to the Village.	<ul style="list-style-type: none"> <li>Dundee Area Merchants Association</li> <li>Our Town Rocks</li> <li>Pretty Little Village</li> <li>Yates County Chamber of Commerce</li> </ul>	Dundee hosts signature events that bring locals and visitors alike to enjoy all that the downtown has to offer.



2025 Comprehensive Plan Steering Committee

- Christine Sutherland, Village Clerk
- Samantha Clark, Assistant Village Clerk
- Greg DeForest-Campbell, Co-Owner of 1897 Beekman House Bed & Breakfast
- Lilly DeForest-Campbell, Co-Owner of 1897 Beekman House Bed & Breakfast
- John Frederick, Village Trustee
- Brittany Gibson, Local Resident
- Bruce Kendall, Local Resident and co-owner at Hickory Hollow Wine Cellars
- Nathan Kendall, owner of Nathan K. Wines, local winemaker
- Caryl Sutterby, Executive Director of Our Town Rocks, Town of Starkey Council Member, Village of Dundee Zoning Board of Appeals

## **Appendix**

### **New Business Support and/or Business Development**

**For assistance with permits and codes, please consider the following partners:**

Village of Dundee Clerk  
12 Union Street, Dundee, NY 14837  
Phone: 607-243-5551

**For help with a business plan, obtaining financing, and launching/opening your business, consider the following partners:**

Finger Lakes Economic Development Center  
1 Keuka Business Park, Penn Yan, NY 14527  
[www.fingerlakesedc.com](http://www.fingerlakesedc.com)

Five Star Bank  
32 Main Street, Dundee, NY 14837  
607-243-5515

Lyons National Bank

ServU Federal Credit Union

**To connect with the local business community, consider the following partners:**

Dundee Area Merchant's Association  
[dundeemerchants14837@gmail.com](mailto:dundeemerchants14837@gmail.com)

Our Town Rocks  
12 Main Street, Dundee, NY 14837  
Phone: 607-426-4015

Yates County Chamber of Commerce  
2375 Route 14A, Penn Yan, NY 14527  
Phone: 315-536-3111