



COMPREHENSIVE PLAN

ADOPTED 2025

VILLAGE & TOWN OF PALMYRA

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To everyone who participated in the
planning process.

PLAN ADOPTION

Town of Palmyra

February 27th, 2025

Village of Palmyra

March 17th, 2025



EXECUTIVE SUMMARY

PLANNING FOR PALMYRA'S FUTURE

The Village and Town of Palmyra have collaborated on a joint comprehensive plan, recognizing the importance of a unified approach to shaping the community's future. Palmyra stands at a pivotal moment—the community is well positioned to benefit from investments in the NY SMART I-Corridor Tech Hub and growing regional tourism that may position this area as a highly desirable destination in the coming years. Given the potential for Palmyra to benefit from this extensive investment, the Village and Town must be proactive to ensure the long-term prosperity and well-being of both current and future residents. The two municipalities must work together to address challenges—large and small—in order to make Palmyra a place where people will continue to want to live for generations.

This comprehensive plan serves as both a policy document and a strategic planning process, providing local leaders with a decision-making framework to guide priorities for land use, development, and governance. By utilizing this framework, the Village and Town can navigate the uncertainties of the

future without swaying to local and regional political and development pressure, but rather by working together to build a community of choice with a distinctly desirable quality of life.

This plan will support elected officials, local staff, community organizations, and residents in making informed decisions, allocating resources, and developing policies that foster a thriving community of engaged residents, a vibrant downtown, and an active business community.

The plan outlines the following vision for Palmyra:

Palmyra is a vibrant community that harmoniously blends its historic downtown charm with the feeling of a small-town community. We strive to strike a balance of preservation and innovation, remembering and learning from our history while keeping an eye on the future to navigate our short- and long-term needs.

Our Village and Town work collaboratively to maximize capacity and resources to improve the quality of life for all in Palmyra. We are welcoming and inclusive, ensuring we remain a community that all people can call home. We preserve our historic character and cherished neighborhoods, fostering a strong sense of community identity and pride as a historic canal town.

Downtown Palmyra is the center of our community, providing housing, year-round economic opportunities, recreation and green spaces, and social and cultural events that are accessible through multiple transportation modes for residents and visitors alike. With the Village as our community hub, the Town serves to sustain rural lifestyles and our agricultural heritage while remaining easily accessible to village life and regional amenities.

We make intentional choices to appropriately balance the needs of the present with those of the long term to safeguard our natural resources and empower our community to be resilient in the years to come.

Anchored in this shared vision, this document outlines core planning principles, key policy areas, and an action matrix that together create a planning foundation to propel Palmyra toward the future.

Guided by a steering committee of local residents and facilitated by community planning consultants, the planning process identified six priority policy areas to guide Palmyra's future:

1. Cultural and Historic Preservation,
2. Economic Development, Tourism, and Recreation
3. Downtown Revitalization,
4. Infrastructure & Community Connectivity,
5. Natural Resource Conservation,
6. Collaborative Local Governance.

By taking a proactive, long-term planning approach, the Village and Town of Palmyra will leverage existing resources and forge new partnerships to confidently chart a course for the future, navigating uncertainties while ensuring continued growth and prosperity.

PLAN ACTIVATION

Solely completing and adopting a comprehensive plan is not enough to create the Palmyra the community desires. Intentional and consistent effort from elected officials, municipal staff, and the community is needed to ensure the vision in this plan becomes a reality.

Following adoption, both municipalities must work together to continue the momentum and begin to implement the plan. In order to do so, the Village and Town should undertake the following “plan activation” steps:

- 1. Establish a Comprehensive Plan Implementation Committee (CPIC).**

Village and Town leadership should work together to establish a Comprehensive Plan Implementation Committee (CPIC). The CPIC should reflect the diversity of the community and include members from both the Village and Town, and represent key constituent groups, organizations, businesses, and other leaders within Palmyra. The CPIC should meet regularly (at least quarterly) and convene other local and regional partners as necessary to ensure the advancement of the plan. The CPIC will serve to identify creative and innovative approaches to address plan implementation, advocate alongside local and regional leadership for funding and executing plan elements, and provide community-wide advocacy and education on plan principles and action items.

- 2. Identify potential funding sources and grant cycles that align with plan priorities and action items.**

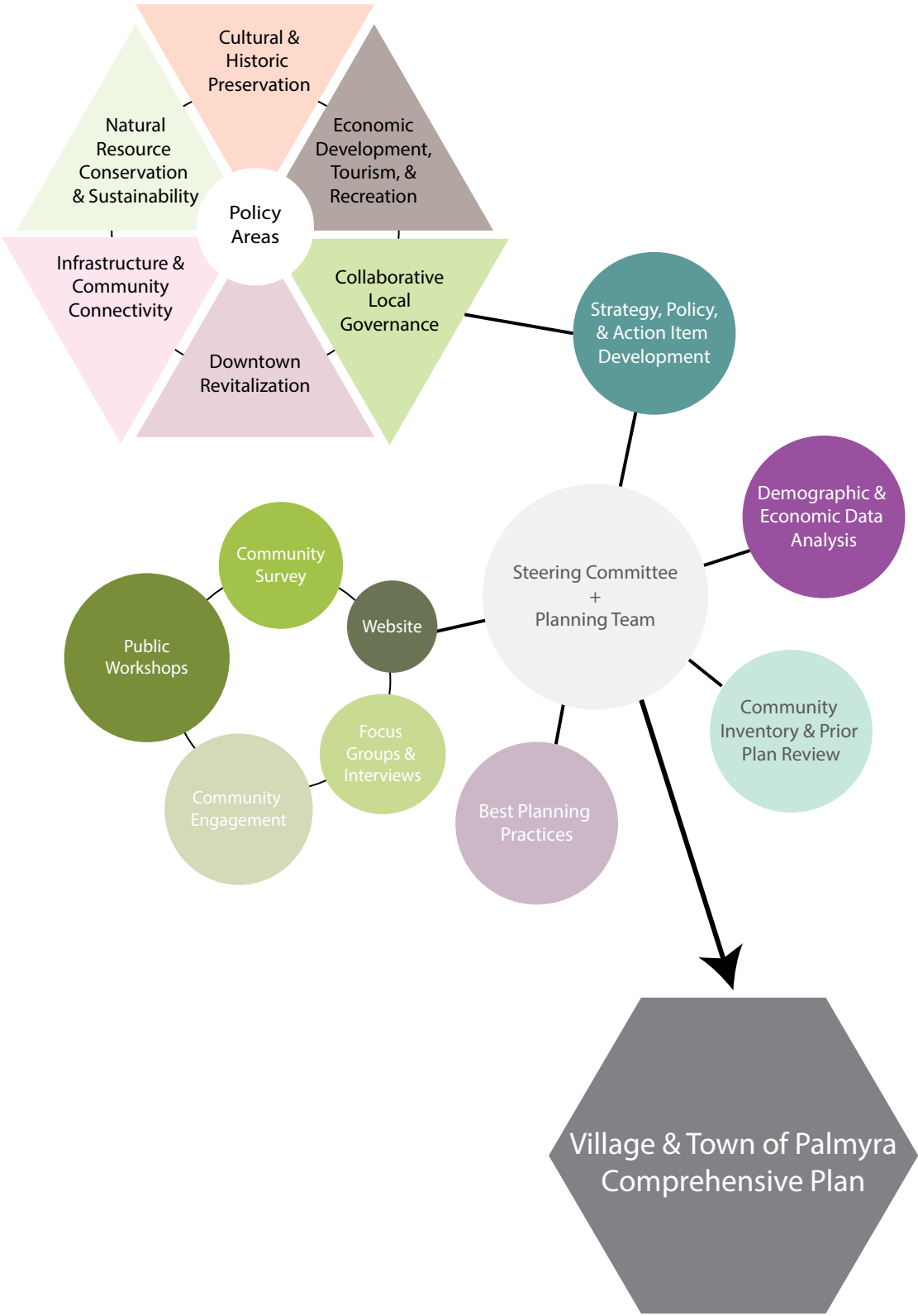
The CPIC should convene Village and Town leaders to review the priorities and action items listed in the implementation matrix and identify priorities for the 2025 Consolidated Funding Application (CFA) cycle. Priority items include securing funding for a zoning code update, the development Local Waterfront Revitalization Program (LWRP), and identifying code enforcement measures to improve community image and appearance. As the CFAs are currently an annual process, the Village and Town should be strategic in terms of which grants to apply for and when based on funding capacity and municipal resources.

- 3. Convene the CPIC and Village and Town leadership to identify immediate, low-cost action items to implement.**

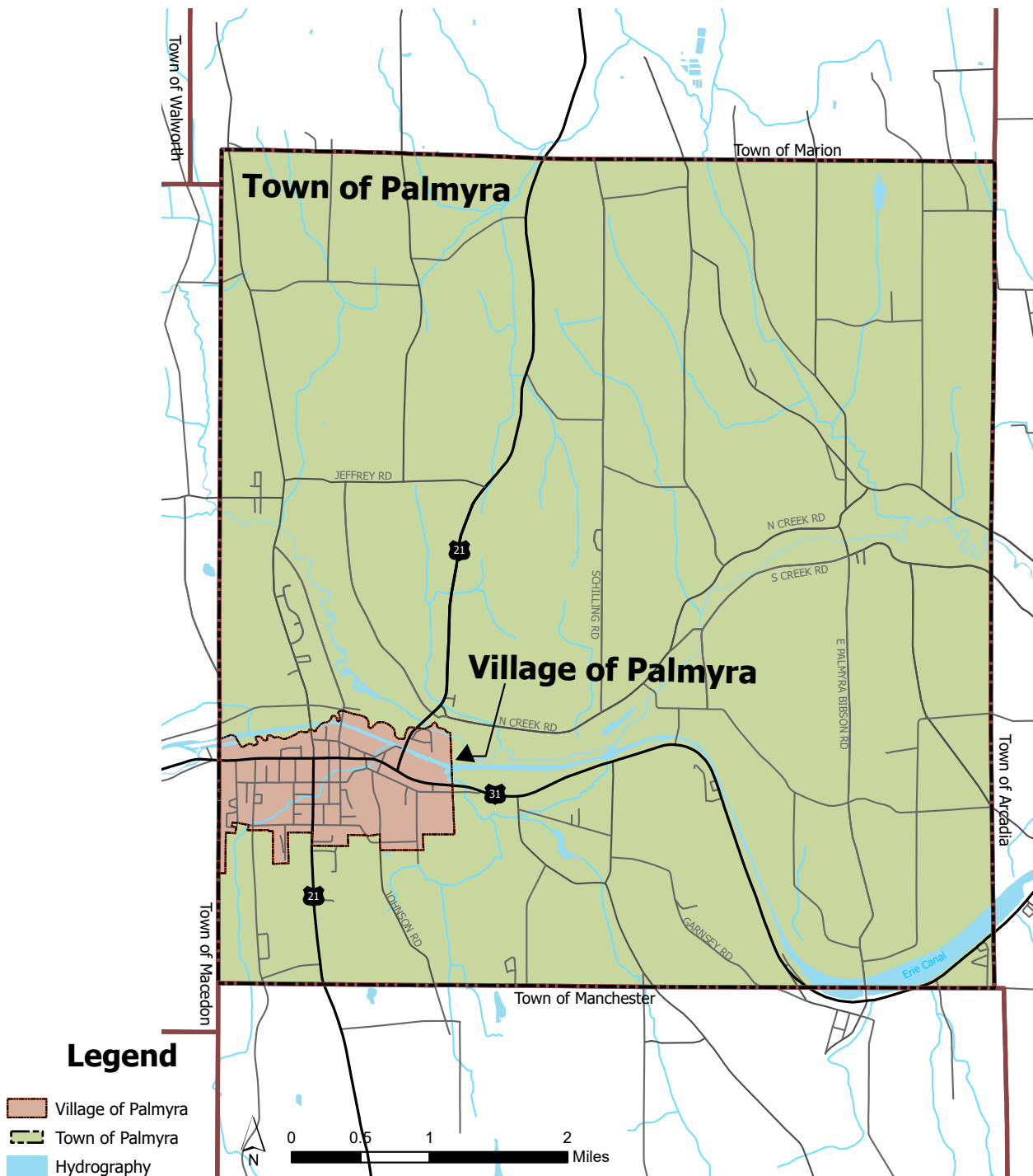
Sustaining community excitement and buy-in for the comprehensive plan implementation can be difficult. As such, it is essential for the Village and Town to demonstrate small wins early on after the adoption process to sustain momentum for plan implementation. The CPIC should explore small win opportunities such as convening the Village and Town Code Enforcement Officers to outline property maintenance code updates, applying for the NYS Climate Smart Communities Program, and building relationships with regional partners to enhance local capacity for projects.

The following sections of the plan provide additional details about the purpose of comprehensive planning, the plan’s strategic framework, and implementation matrices to guide the future of Palmyra.

COMPONENTS OF OUR COMPREHENSIVE PLAN



OUR PLANNING GEOGRAPHY





WHAT IS A COMPREHENSIVE PLAN?

A comprehensive plan is both a document and a process of defining a community's vision, priority policy areas, and desired future land uses. Through the planning process, stakeholders define a vision for the community and agree on a set of guiding planning principles that act as a filter for future policy and actions, building a decision-making framework to guide Village and Town leadership. This framework informs the selection of priority policy areas intended to help municipalities focus time, energy, and resources on the things that will have the biggest impact on the community.

An adopted comprehensive plan is not a legally binding document, nor is it a municipal law. Rather, elected officials and appointed bodies must choose to implement the plan by translating the vision and values outlined in the document into policies, zoning ordinances, budgets, and decisions that reflect and advance Palmyra's desired future.

Implementing the comprehensive plan occurs at the daily decision-making level, during long-range actions, and across a variety of scales. Plan implementation should be reflected in the following:

THE PURPOSE OF A COMPREHENSIVE PLAN

LAND USE & ZONING CODE

A new comprehensive plan outlines a future land use map that guides where and what gets built in the community. The plan may include recommendations on zoning updates and other regulations to ensure future development aligns with the plan's vision and priorities.



CAPITAL IMPROVEMENT PLAN (CIP)

The comprehensive plan outlines the priorities of the community, intended to help guide how local governments should allocate funding and resources. The annual allocation of resources through a budget and capital improvement plan should reflect the infrastructure priorities identified through the planning process.



INFRASTRUCTURE & TRANSPORTATION

The comprehensive plan is an essential document for obtaining federal, state, and local funding to undertake extensive infrastructure projects to improve the condition, capacity, and use of Palmyra's infrastructure.



HOUSING POLICY

Goals to advance housing creation can be addressed in the plan through zoning and development code recommendations. A comprehensive plan can have an extensive impact on future housing development by outlining existing housing conditions and providing action steps to build more housing and enhance existing neighborhoods.



TOURISM & ECONOMIC DEVELOPMENT

Good comprehensive plans take a holistic view of planning to create desirable places to live and visit. The plan should help identify opportunities to promote economic development by addressing the built, natural, and social environments.



PARKS AND RECREATION

The vision and values outlined in the plan provide guidelines for the Capital Improvement Plan, general fund, and zoning codes to support parks, green spaces, and recreational opportunities to enhance quality of life and land management goals.



HOW TO USE THE PLAN

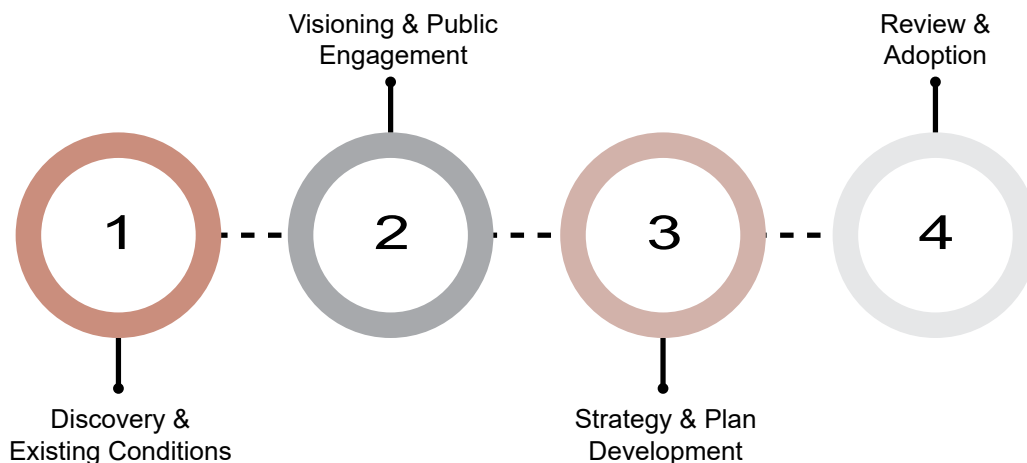
The Palmyra Comprehensive Plan provides a framework for making decisions, creating policy, and prioritizing actions to best respond to key issues and uphold the community’s shared values. Local government and community leaders will use the framework to align their actions with the vision and priorities outlined in this plan to build a stronger, more resilient Palmyra.

In addition to providing a decision-making framework, the Palmyra Comprehensive Plan identifies priority policy areas and implementation action items to take the plan from a policy document into an implementation strategy. The priorities and action items are not intended to remain static, but instead should be regularly revisited and evaluated to align with changing community needs.

While comprehensive plans are extensive in scope, they require a targeted approach for their implementation, necessitating prioritization of objectives and action items. The Village and Town should conduct annual audits of the plan and a more formal review every five years to update the plan as necessary to reflect changing community conditions and prioritization of needs.

OUR PLANNING PROCESS

Palmyra’s comprehensive planning process began in the fall of 2023 and continued throughout 2024. Crafted by a steering committee of local stakeholders with extensive public input and advised by a multidisciplinary consultant team, the comprehensive plan is an aspirational yet actionable policy document that outlines a unified planning approach for the Town and Village.



COMMUNITY ENGAGEMENT

STEERING COMMITTEE

A steering committee of thirteen individuals representing the residents and business owners in Palmyra worked closely with Village and Town staff and the consultant team to guide the comprehensive plan. Steering committee members provided insight regarding their personal experiences living and working in Palmyra and acted as representatives for the community regarding current priorities and hopes for the future. The steering committee met a total of ten times on roughly a monthly basis throughout the process. These monthly meetings drove the development of the plan and provided the foundation for all other public engagement.

PUBLIC WORKSHOPS

Recognizing the importance of in-person engagement opportunities, the planning process included two public workshops to conduct interactive feedback sessions for the plan. These engagement events created opportunities for the public to learn about the planning process the importance of comprehensive plans for long-term community planning as well as to share input to influence the final plan. Public Workshop #1 took place in March 2024 and focused on providing information for the planning process, conducting SWOT (strength/weakness/opportunity/threat) analyses for community amenities and resources, and shaping the plan's vision statement. This engagement event foregrounded information to finalize the vision statement and priority policy areas for the plan. Public Workshop #2 took place in July 2024, and encouraged public feedback on the draft future land use map and implementation matrix. Throughout the summer and fall, steering committee members held pop-up events to gather additional feedback for the plan. The pop-ups were a great way to empower the steering committee to be ambassadors of the planning process and gather community feedback in more informal settings to reach a broader scope of participants.

COMMUNITY SURVEY

To provide multiple opportunities for engagement, the steering committee and consultant team developed a community survey to gather input from residents, business owners, and visitors to Palmyra. Survey participants answered questions regarding strengths and weaknesses in the community, their hopes for the future, and potential action items for the plan. The survey was open for six weeks to allow ample time for participation and was available both online and as hard copies distributed at key locations throughout the Village and Town. A total of 261 surveys were completed, with the results compiled into a preliminary report. The survey responses were critical to identifying key community priorities to shape the plan's priority policy areas and action items.

FOCUS GROUPS & INTERVIEWS

To supplement the community survey and public workshops, the consultant team conducted focus groups and interviews with Village and Town Staff, civic organization leaders, the business community, and other key community leaders to gather additional information for the plan. These meetings allowed the consultant team to corroborate public feedback and discuss the plan's priority policy areas and action items in greater detail with stakeholders who would likely be partners in implementing the comprehensive plan.

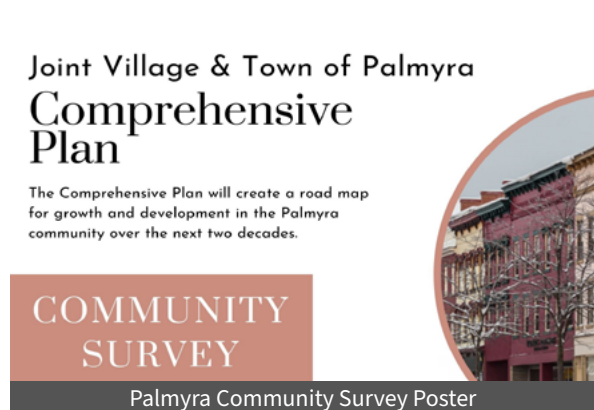
PLANNING PHASES

PHASE I: DISCOVERY AND EXISTING CONDITIONS ANALYSIS

In the fall of 2023, the planning process began with the steering committee’s kick-off meeting. Following the plan kick-off, the first phase of the planning process consisted of a deep dive into the past, present, and projected future demographic and economic conditions of Palmyra. The consultant team conducted research using data from Esri, the U.S. Decennial Census, and the American Community Survey. Using this data, the consultant team composed an economic base report, which contained information on demographic trends, industry analyses, municipal operations, and community amenities and resources in the Village and Town. The steering committee helped calibrate the initial findings with their local knowledge of Palmyra. The data and information collected by the consultant team and vetted by the steering committee provided the basis for understanding critical trends and areas for improvement in Palmyra. The steering committee launched the community survey in February 2024 to gather insights to inform this initial inventory and analysis planning phase.

PHASE II: VISION, VALUES, & PRIORITY POLICY DEVELOPMENT

The second phase of the planning began in the early winter of 2023, focusing on developing a vision for Palmyra and defining the planning principles for the community. The steering committee participated in visioning and values exercises intended to gather insights to define the unique attributes of the Village and Town. The discussion questions of these exercises targeted what people love about Palmyra, what people hope to preserve over the next 20 years, and what people think needs to change to make Palmyra a better place. The consultant team used the information gathered from these sessions to draft vision and planning principles for the steering committee to evaluate and edit. The combination of these plan elements creates the “planning foundation” of the plan. Following the initial drafting of the vision statement and planning principles, the steering committee participated in exercises to determine an initial list of priority policy areas and was encouraged to think about the key areas impacting Palmyra in the present and future. In March 2024, Public Workshop #1 created community input opportunities. The workshop results enabled the steering committee and consultant team to refine the vision statement and priority policy areas to complete the planning foundation for the comprehensive plan. The consultant team also incorporated the results of the community survey into the revisions of the planning foundation framework.



PLANNING PHASES

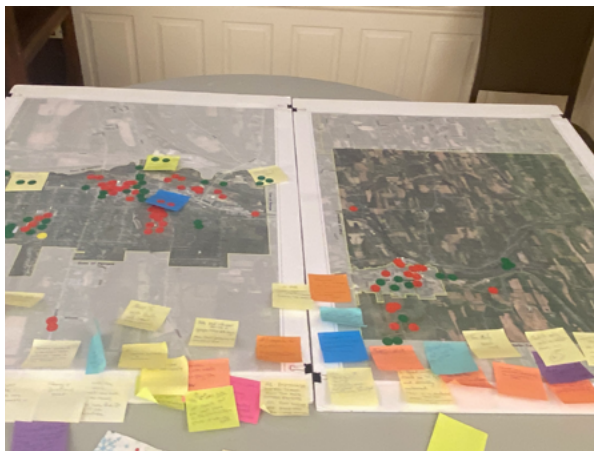
PHASE III: ACTION PLANNING AND PLAN DEVELOPMENT

In phase three of the planning process, the consultant team led the steering committee through exercises to translate the identified priority policy areas into a five-year action plan that will advance the vision outlined in the comprehensive plan. During this phase, the steering committee brainstormed the key issues that would have the greatest impact on the Town and Village to advance Palmyra’s vision and uphold the community’s values. The 5-year action plan creates an implementation matrix of near-term, medium-term, and long-term actions. This action plan will guide the implementation of the comprehensive plan and provide a framework for decision-making for the Village and Town Boards.

Following the development of the matrix, the steering committee held Public Workshop #2 in July 2024 to showcase the findings of phase II and vet the action items in the matrix. In the fall of 2024, the steering committee and consultant team assembled the major components of the comprehensive plan, including the existing conditions report, vision statement, planning principles, priority policy areas, future land use character areas, and the implementation matrix, to create a full draft plan.

PHASE IV: PUBLIC REVIEW, SEQR, & ADOPTION

Once the draft comprehensive plan was created, the steering committee shared it with the public for review. Feedback was refined and incorporated into the final version of the plan. The steering committee then presented the comprehensive plan to the Town and Village Boards and overviewed the major highlights from the planning and community engagement processes. After approving the plan, the Village and Town Boards initiated the State Environmental Quality Review (SEQR) process required to formally adopt the plan. A public hearing as part of the SEQR process was held in (month) for residents and stakeholders to share additional thoughts and comments on the plan. Following the public hearing and additional revisions, the comprehensive plan was referred to the Wayne County Planning Board for additional comments. Once all County comments were addressed, the Town and Village Boards acted to adopt the Palmyra Comprehensive Plan in (month).



Bird's Eye View Exercise - Public Workshop #1



Public Workshop #2



PALMYRA'S DECISION- MAKING FRAMEWORK

Planning for the short and long term necessitates decision-making at all levels of government. From small everyday tasks to monumental choices about which projects and initiatives to fund, staff, elected officials, appointed bodies, and community members must make hard choices that will impact the future of Palmyra.

While the outcomes of some decisions can be anticipated, the unpredictability of the future poses a challenge to how communities prioritize efforts amidst an ever-evolving world.

The vision statement and planning principles outlined in this plan are guideposts that provide a framework to evaluate how policies and actions align with Palmyra's desired future. Vetted through community engagement, the vision for the future of Palmyra and the planning principles against which all decisions will be measured will allow the Village and the Town to take a dynamic approach to evaluating whether a project and policy fits with the agreed-upon path for Palmyra.

The priority policy areas identified in this plan build upon the vision statement and planning principles, illuminating the areas that pose the greatest challenges and opportunities for the community. With limited resources, the Village and the Town must strategically allocate funding and human capital to catalyze investment through targeted and consistent effort.

The following vision statement, planning principles, and priority policy areas create the framework for future decision-making in Palmyra.

VISION STATEMENT

The comprehensive plan vision is our shared aspiration for the future of Palmyra. Our vision statement is our “why” for our intentions behind the comprehensive plan. The statement illuminates what we love about our community and explicitly states what we hope to preserve and what we hope to create over the next twenty years. Our vision statement serves as the foundation to guide our planning principles and priority policy areas.

OUR VISION FOR PALMYRA...

Palmyra is a vibrant community that harmoniously blends its historic downtown charm with the feeling of a small-town community. We strive to strike a balance of preservation and innovation, remembering and learning from our history while keeping an eye on the future to navigate our short- and long-term needs.

Our Village and Town work collaboratively to maximize capacity and resources to improve the quality of life for all in Palmyra. We are welcoming and inclusive, ensuring we remain a community that all people can call home. We preserve our historic character and cherished neighborhoods, fostering a strong sense of community identity and pride as a historic canal town.

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We make intentional choices to appropriately balance the needs of the present with those of the long term to safeguard our natural resources and empower our community to be resilient in the years to come.

PLANNING PRINCIPLES

Our planning principles are the litmus test against which ongoing decisions in the Town and Village are judged. We will use our planning principles to evaluate opportunities to consider the costs and benefits of our actions as we translate our vision into reality.

Our decisions will be based on a collective understanding that we need to be:

CONNECTED



We are committed to fostering an inclusive community that cherishes the social bonds created by our engaged citizenry. We believe in empowering residents to engage in decision-making that shapes their lives and to give back to the organizations that are the pillars of our Village and Town. We encourage collaboration, celebrate diversity, and build inclusive spaces to ensure whoever comes to our community feels a sense of belonging and pride in being a part of Palmyra.

TO BE CONNECTED,

- We (the Village and Town) make the time to collaborate on important decisions and develop policies towards a shared vision while addressing differences in social, economic, and infrastructure needs
- We nurture the social networks and organizations that support Palmyra
- We make decisions that take a holistic approach to our community's well-being

WE ASK THE QUESTIONS.....

- Are our policies and actions aligned with our community vision?
- Do our actions and policies support individual and collective well-being in the Village and Town?
- Are we creating an inviting, inclusive, and collaborative environment for anyone who lives, visits, or does business in Palmyra?

SUSTAINABLE



We are committed to sustainability, acknowledging our need to protect our natural resources for current and future generations. We prioritize environmentally conscious practices, aiming to strike a harmonious balance between ecological well-being, social equity, and economic growth. Through committing to sustainable practices, we create a vibrant and resilient community that will thrive in the long term.

TO BE SUSTAINABLE,

- We make informed decisions based on data to protect our natural resources, ensuring the viability of our agricultural lands, watersheds, and wildlife
- We prioritize implementing strategies to enhance our community resilience, incorporating green infrastructure, renewable energy sources, and eco-friendly practices where appropriate to enhance overall well-being in our community
- We use smart growth principles, emphasizing compact, walkable, and multi-modal oriented development to minimize sprawl, optimize land use, and reduce environmental impacts

WE ASK THE QUESTIONS.....

- Is this decision protecting our natural resources for the short and long term?
- Are we aligning our policies to support local, County, and regional sustainability initiatives and resources?

PLANNING PRINCIPLES

FISCALLY RESPONSIBLE

We recognize that a resilient community maximizes the use of public resources for the betterment of the community. We strive to think strategically and aim our fiscal resources towards catalytic investment. Through transparent financial practices, we ensure the efficient use of resources, promoting economic resilience and enhancing overall quality of life.

TO BE FISCALLY RESPONSIBLE,

- We use data to identify and weigh the long-term costs of near-term convenience
- We make decisions that position our community to continually invest in itself and protect the financial well-being of future generations
- We prioritize long-term financial planning and think strategically to maximize our fiscal resources to enhance the economic and overall health of our community

WE ASK THE QUESTIONS.....

- How does this action contribute to Palmyra's desirability as a community of choice?
- How does this choice impact the short- and long-term financial health of Palmyra?

CULTURAL STEWARDS

We are committed to preserving and celebrating our community's rich history, recognizing the significance of Palmyra's cultural, historical, architectural, and social resources. We safeguard our historical assets, preserving the character of our community for future generations and fostering a sense of place and identity. We nurture our community resources to ensure Palmyra remains a historical and cultural destination within the region and beyond.

TO BE CULTURAL STEWARDS,

- We actively preserve and protect our cultural landmarks, community character, and traditions that define our community's identity
- We prioritize community learning and educational opportunities that highlight the importance of historic preservation, fostering a sense of pride and responsibility to protect our resources
- We promote planning and development that implements innovative and sustainable approaches to rehabilitate and repurpose existing assets to preserve our community's character

WE ASK THE QUESTIONS.....

- How does this decision balance the need for progress with the importance of preserving our community's cultural and architectural heritage?
- Have we explored measures to support creative and sustainable solutions that leverage existing resources?

PRIORITY POLICY AREAS

The Palmyra Comprehensive Plan identifies six priority policy areas to guide planning and development in the Village and Town. The priority policy areas constitute the “big issues” facing Palmyra today and in the near future and represent the areas that will have the largest impact on advancing the community’s vision and planning principles. Guided by the steering committee and reaffirmed with public engagement, the comprehensive plan is organized around the following priority policy areas:



PRIORITY POLICY AREAS

PRIORITY AREA 1: CULTURAL & HISTORIC PRESERVATION

The cultural and historic preservation priority area focuses on building upon existing cultural and historic resources to strengthen the attractiveness of and social connectivity within Palmyra. As a location steeped in history, Palmyra boasts a multitude of historic resources that necessitate enhancing coordination and cooperation to maximize outcomes for the community.

TO ADVANCE THIS POLICY AREA WE WILL...

- Preserve and celebrate Palmyra's unique cultural and historical assets through historic preservation initiatives.
- Preserve and restore the historic character of the downtown and residential neighborhoods.
- Encourage partnerships and collaboration between Palmyra's historic, cultural, and community partners.

PRIORITY AREA 2: ECONOMIC DEVELOPMENT, TOURISM, & RECREATION

This priority area strives to maintain and enhance economic well-being and quality of life for residents, business owners, and visitors in Palmyra. The Village and Town must work together to create an inviting environment for businesses and to support quality of life initiatives.

TO ADVANCE THIS POLICY AREA WE WILL...

- Work with local and regional partners to promote Palmyra as a year-round regional recreation and tourism destination.
- Cultivate opportunities to support existing businesses and industries through partnerships with County and regional economic development resources.
- Maintain and build upon existing parks, greenspaces, and recreational amenities to enhance quality of life and community health.
- Permit and develop programs, events, and other tourism efforts that leverage Palmyra's unique history, geography, and traditions.

PRIORITY POLICY AREAS

PRIORITY AREA 3: DOWNTOWN REVITALIZATION

The Downtown Revitalization priority area involves reinvigorating downtown Palmyra as a thriving place for the broader community. The Village and Town will foster a distinctive sense of place in the downtown through investment in the built environment, programming and events, and engagement. Downtown Palmyra will be a “traditional” Village in that there is a vibrant Main Street, neighbors look out for each other, and people of all ages feel welcome.

TO ADVANCE THIS POLICY AREA WE WILL...

- Preserve the form and character of the downtown through code enforcement and design standards that guide existing uses, infill, and new development
- Address blighted commercial, mixed-use, and residential properties
- Maintain and develop pedestrian and multi-modal transportation networks that improve safety and accessibility throughout the Village and its surrounding residential areas
- Pursue placemaking strategies to create inviting public spaces
- Foster partnerships with local and regional partners to develop events and programming that support downtown vitality

PRIORITY AREA 4: INFRASTRUCTURE & COMMUNITY CONNECTIVITY

This priority area focuses on maintaining Palmyra’s rural character, protecting its natural resources, and guiding infrastructure investment to secure quality of life for residents. This balance necessitates a proactive approach to development that seeks to harmonize future development with the need to design a compact and navigable community.

TO ADVANCE THIS POLICY AREA WE WILL...

- Promote infill, adaptive reuse, and new development that maximizes existing infrastructure to prevent sprawling residential and commercial growth.
- Invest in infrastructure maintenance and upgrades to enhance local capacity, sustainability, and resilience.
- Promote changes in zoning that allow for compact building design, additional density, and creative infill opportunities that maintain Palmyra’s character and increase housing opportunities in the Village and Town.
- Enhance Palmyra’s connectivity and accessibility through improving infrastructure, including roads, sidewalks, and trails and multi-modal transportation options.
- Invest in and grow local and regional networks and initiatives that support community well-being.

PRIORITY POLICY AREAS

PRIORITY AREA 5: NATURAL RESOURCE CONSERVATION & SUSTAINABILITY

As a small Village nestled within an agricultural Town, Palmyra's quality of life and viability as a regional recreation destination hinges on the preservation of its natural resources and farmland. The Village and Town must take a proactive approach to sustainability to ensure the protection of the area's natural resources now and into the future.

TO ADVANCE THIS POLICY AREA WE WILL...

- Create and enforce policies and regulations that protect Palmyra's natural resources.
- Pursue opportunities to support farmland preservation and sustainable farming practices.
- Work with local and regional partners to protect Palmyra's flora, fauna, wildlife, and watersheds.

PRIORITY AREA 6: COLLABORATIVE LOCAL GOVERNANCE

The Collaborative Local Governance priority area involves maximizing the human and financial resources in the Village and Town through proactive and intentional cooperation. While the Town and Village are distinct municipalities, their symbiotic nature means that neither can fully exist without the other. To be the most effective and efficient, the Village and Town need to work together on shared goals and priorities to realize the future Palmyra envisioned in this plan.

TO ADVANCE THIS POLICY AREA WE WILL...

- Enhance cooperation and collaboration between the Village and Town on areas and projects of joint interest.
- Communicate and collaborate with local, regional, and state agencies as well as surrounding municipalities and public service districts.
- Maintain a high level of service and quality of public services, utilities, and infrastructure.



FUTURE LAND USE

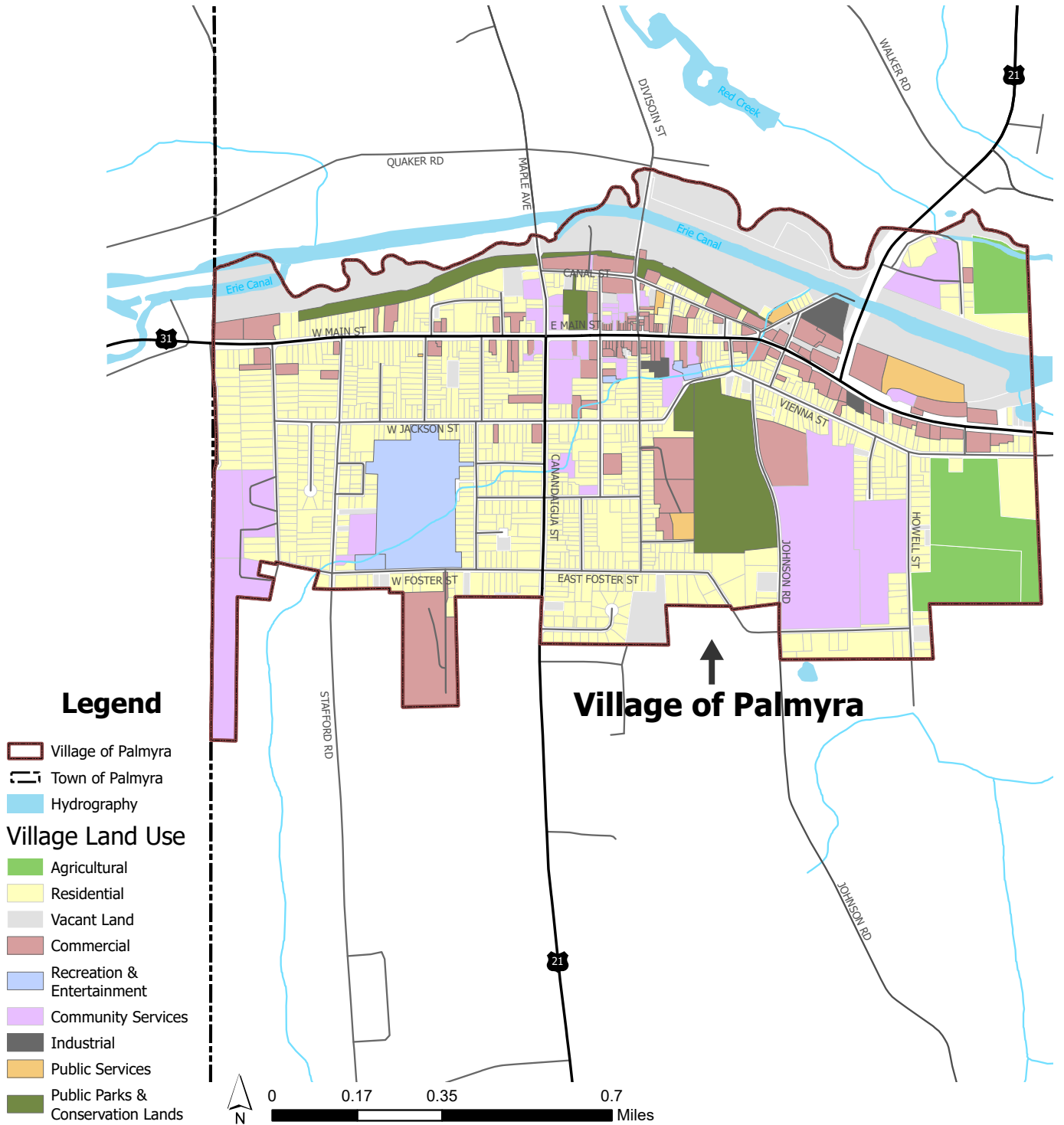
WHERE & HOW DO WE WANT TO DEVELOP?

The nature of future land use in Palmyra will depend upon the ability of the Village and Town to work together to make strategic decisions regarding land use for housing and other types of development. The Village of Palmyra is predominantly built out, with few opportunities for new development except on a couple of underutilized sites and strategic small-scale infill development opportunities. The areas best suited for development in the Town are concentrated near the Village boundary, with either existing access to or more easily expanded access to water and sewer infrastructure.

Future land uses in the Village or the Town should aim to incorporate Smart Growth principles to make the best use of land regarding environmental, economic, and social sustainability through the development of strategic sites that have been underutilized or undeveloped.

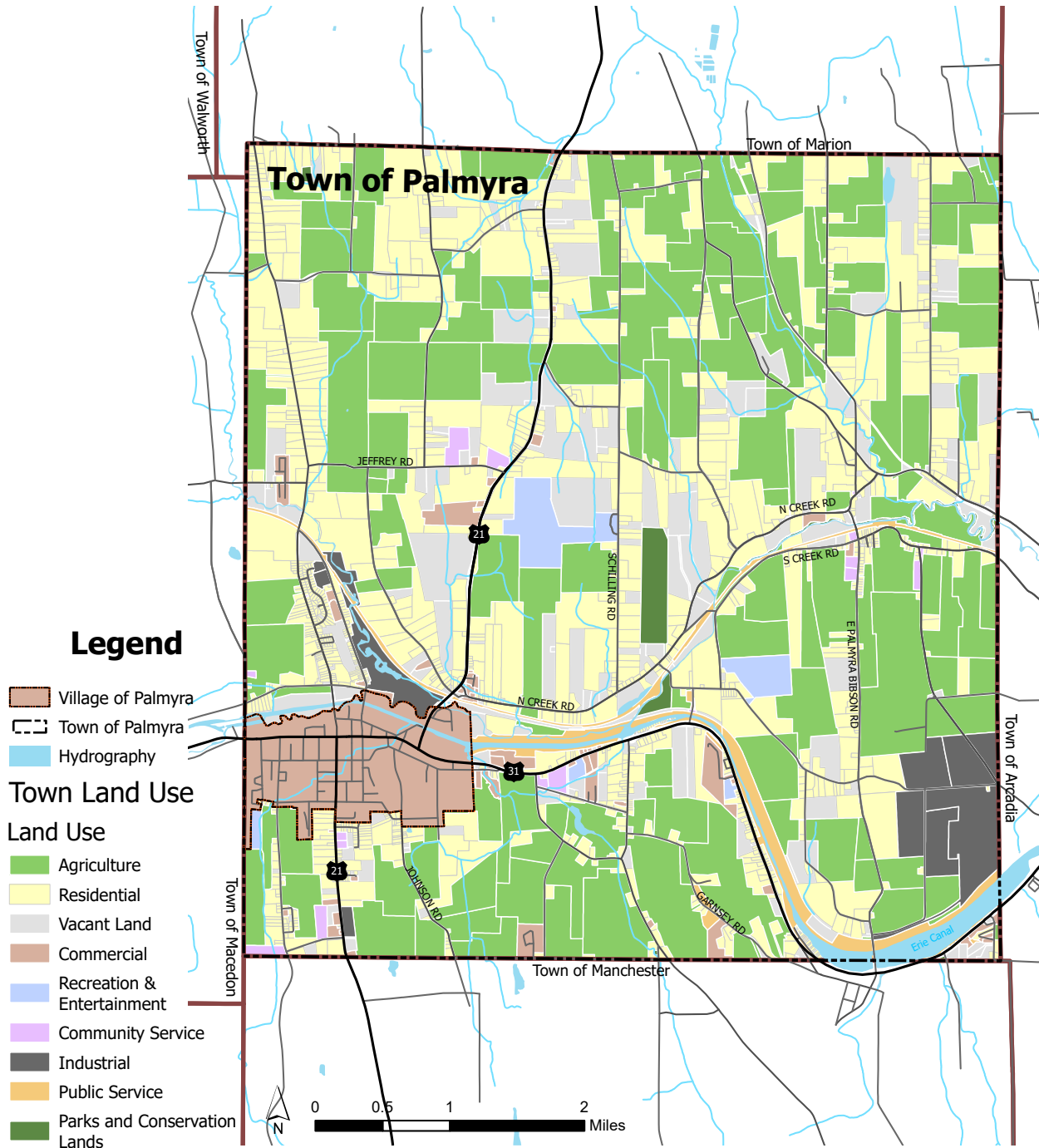
CURRENT LAND USE

VILLAGE OF PALMYRA



CURRENT LAND USE

TOWN OF PALMYRA



SMART GROWTH

A Smart Growth approach to land use covers a range of development and conservation strategies that help protect our health and natural environment, and make our communities more attractive, economically stronger, and more socially diverse (U.S. Environmental Protection Agency). New York State identifies 15 interlocking principles to advance Smart Growth:



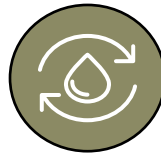
Promote Mixed Land Uses



Promote Walkable/Bikeable Neighborhood Designs



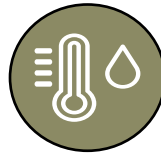
Provide Adequate Range of Housing Opportunities and Choices



Integrate Clean Energy Resources and Related Incentives



Encourage Development and Redevelopment Where Infrastructure is Sustainable and Adequate



Enhance Resiliency to Extreme Weather Events



Foster Distinctive and Attractive Communities with Sense of Place



Improve Green Infrastructure with Residents' Participation



Well-Planned and Well-Placed Public Spaces



Encourage Social Diversity and Integration



Promote Sustainable Compact Neighborhoods



Expand Planning and Implementation Efforts Across Jurisdictions



Increase Mobility and Circulation Within and Between Jurisdictions



Promote Community and Stakeholder Collaboration



Encourage Sustainable Mass Transit to Reduce Local Levels of Greenhouse Gas Emissions

The community's desire to preserve Palmyra's small-town feel will necessitate future land use decisions to prevent "suburban sprawl" or the slow encroachment of housing and other forms of development into the rural areas of the Town. To prevent this encroachment, infill development within the Village boundaries and strategically siting development just outside the Village will help maximize the use of existing infrastructure to preserve the Town's agricultural land. This methodology of land use incorporates several of the Smart Growth principles listed above. It empowers the Village and Town to make prudent environmental, financial, and social decisions that prioritize efficient and fiscally responsible expansion of infrastructure to make the best use of taxpayer funds while preserving vital land and natural resources.

The land use recommendations in this document are a conceptual guide to realize Palmyra's broad land use priorities. These recommendations are not a zoning document, nor do they provide an exhaustive list of areas prime for development or create regulations for specific parcels. Rather, this document creates a framework for evaluating future decision-making. This specific section identifies potential future land use opportunities to realize the goals of this comprehensive plan.

This future land use section, like the entirety of this plan, is not intended to remain static for the next two decades. Rather, this section incorporates the vision and values of Palmyra into conceptual land use recommendations to guide longer-term development decisions in the community amidst an ever-changing environment. If utilized as a dynamic guide, these future land use recommendations create a flexible framework regarding updating zoning districts, permitted uses, dimensions and performance standards, form and design guidelines, and other development opportunities in Palmyra.

THIS SECTION CONTAINS TWO COMPONENTS:

CHARACTER AREAS:

Character areas are packages of potential land uses assigned to specific geographies in Palmyra. These suggested uses are meant to conceptualize a high-level description of typical potential development within the identified geography. Character areas will guide future zoning updates and development regulations to advance the vision and goals outlined in the comprehensive plan.

FUTURE LAND USE MAP:

The future land use map is a visual representation of the geographic allocation of the character areas. This map is not intended to be substituted for a zoning map, but instead will act as a reference to guide future updates to the Village and Town zoning maps and code.

FUTURE LAND USE CHARACTER AREAS

DOWNTOWN CORE (DC)

Land uses within this character area provide for a diversity of residential, commercial, and civic uses to foster community connectivity and a vibrant downtown atmosphere in the Village. There should be a variety of residential offerings mixed with vibrant local businesses and community anchor institutions. Pedestrian and active transportation connectivity should be prioritized, and auto-oriented uses should be avoided whenever possible. To maintain Palmyra’s historic community character, the Village should work to enforce existing design standards intended to guide adaptive reuse, infill, and new development and beautification efforts. These design standards help to encourage a cohesive urban form consistent with the existing structures in the historic downtown and surrounding area.

COMPATIBLE USES INCLUDE:

- Mixed-use developments featuring higher-density (attached) residential, retail, and services uses
- Attached multi-family residential (generally upper-story residential units, small apartment buildings, and/or duplexes, triplexes, and quadplexes)
- Retail, office, and service-oriented uses (excluding “big box” development)
- Community service and medical uses
- Education and cultural uses
- Parks, recreation, natural areas, and associated services (public or private)
- Lodging, tourism, and entertainment-related uses

This character area covers the central core of downtown Palmyra. Land uses in this area should focus on creating a thriving downtown district that prioritizes walkability and compact design. Future development should focus on infill and adaptive reuse of vacant space, as well as mixed-use commercial and residential opportunities. Focusing on intentional mixed-use development and revitalization strategies will contribute to a threefold impact of addressing blight, increasing the housing stock, and encouraging space for economic development in the village.



MIXED-DENSITY RESIDENTIAL (MDR)

The mixed-density character area intends to allow for a diversity of residential, neighborhood commercial, and civic uses to foster vibrant neighborhoods along the edges of downtown Palmyra. A variety of housing densities will allow for a combination of multi-family and single-family housing, with clusters of neighborhood commercial development along connector streets and street corners. Ensuring pedestrian and multi-modal connectivity to the downtown and other surrounding neighborhoods should be prioritized and encouraged.

COMPATIBLE USES INCLUDE:

- Mixed-use developments featuring medium-to higher-density (attached) residential, retail, and services uses
- Attached multi-family residential (generally upper-story residential units and/or duplexes, triplexes, and quadplexes)
- Small lot single-family residential
- Retail, office, and service-oriented uses (excluding “big box” development)
- Community service and medical uses
- Education and cultural uses
- Parks, recreation, natural areas, and associated services (public or private)
- Lodging, tourism, and entertainment-related uses

This character area covers the neighborhoods surrounding the downtown core of Palmyra. Land uses in this area should focus on creating livable neighborhoods that prioritize pedestrian and multi-modal connectivity and compact design. Future development should focus on infill and adaptive reuse of vacant space, as well as mixed-use commercial and residential opportunities. Architectural compatibility with nearby structures will be essential to maintain the flow between Palmyra's historic downtown and the surrounding residential neighborhoods. Village and Town Code Enforcement and Planning and Zoning Boards should be diligent in proactively engaging with property owners and ensuring adherence to the design regulations.



Small Multi-Unit Apartment Building on Canal St



Variety of Single- and Multi-Family Houses on Main St

TRADITIONAL NEIGHBORHOOD RESIDENTIAL (TNR)

Future development within this character area should reinforce community connectivity through neighborhood-scale infrastructure in Palmyra's residential areas in the Village and Town. Vibrant neighborhoods should offer a mixture of housing types and small-scale mixed-use developments coupled with green spaces, recreational amenities, and services to promote social connectivity and community health. Non-residential areas are intended to serve the residents and build the social fabric of the neighborhoods. TNR development should encourage smaller lot sizes (significantly less than one acre) where appropriate (particularly in the Village and adjacent Town residential neighborhoods to prevent residential sprawl).

COMPATIBLE USES INCLUDE:

- All free-standing residential with lots less than one acre
- Attached residential (townhomes, patio homes, apartments, and accessory dwelling units)
- Small-scale mixed-use (first-floor retail with upper-story residential)
- In-home businesses (that maintain residential character of the neighborhood, have limited traffic flow and parking needs, and otherwise do not cause nuisance concerns)
- Community services (government, health, education, civic, and religious)
- Education and cultural uses
- Parks, natural areas, recreation, and associated services (public or private)

The primary geographies of this growth area include the residential neighborhoods along the periphery of the downtown within the urban growth boundary outlining the Village. These areas present the most significant opportunities for development as there is existing infrastructure and connectivity to community resources. Future development in these areas should be carefully considered to ensure they align with existing uses and add to the general character and vitality of the neighborhoods. The future land use map outlines target areas to encourage additional residential neighborhoods to areas most accessible to downtown Palmyra.



RURAL RESIDENTIAL (RR)

Outside of the downtown and the Village’s traditional neighborhoods, the majority of land in the Town should be preserved as rural residential. The Town should consider creating an agricultural overlay district to conserve existing agricultural land while providing the opportunity for vacant land to be either residential or agricultural uses. Rural residential housing will feature larger lot sizes and additional development regulations to preserve the rural feel and prevent suburban sprawl. Efforts should be taken to preserve as much agricultural land as possible in the Town by prioritizing infill development opportunities in the Village and strategic siting of new construction on the outskirts of the village in close proximity to existing infrastructure.

COMPATIBLE USES INCLUDE:

- Low-density residential (one-acre lots or greater)
- Traditional and modern farm operations
- Farm-related industries, including processing, storage, logistics, and associated operations
- Other operations that are dependent upon agriculture
- Parks, recreation, conservation areas, and associated services (public or private)
- Lodging and tourism uses dependent upon agriculture or open space provisions (agritourism)



Rural Residential Barn on Johnson Rd



Single-Family House on Maple Ave

RECREATION & OPEN SPACE (ROS)

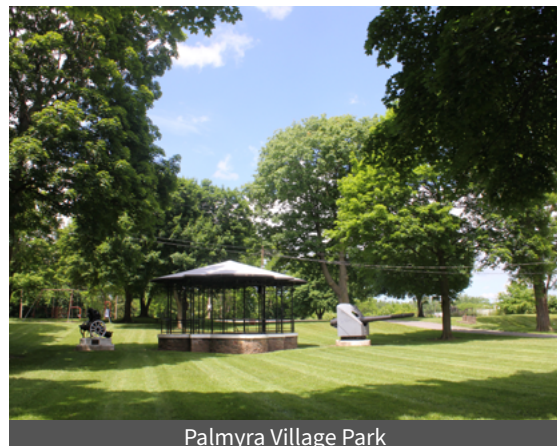
This character area is defined by scenic green spaces designed to enhance access to outdoor recreational amenities and other park areas in Palmyra. Future land uses in these geographies should focus on public access to natural resources and recreational amenities, as well as ensuring the preservation of open space to support green infrastructure and other sustainability efforts. The geographic target areas for this character area are along the Erie Canal and existing park lands to ensure this space remains available for future trail development.

COMPATIBLE USES INCLUDE:

- Multi-use trails and associated uses
- Parks, green spaces, and other recreational uses
- Education and cultural uses
- Low-impact agricultural-based tourism uses



Pal-Mac Aqueduct County Park



Palmyra Village Park

SUBURBAN TRANSPORTATION CORRIDOR (STC)

The transitional corridors along Route 31 heading east and west and Route 21 heading north and south are the target geographic areas for land uses constituting a combination of existing commercial, retail, and industrial space, with nearby higher-density residential housing. Unlike the Downtown Core or Traditional Neighborhood Residential areas, this suburban transportation corridor designates an area for larger retail establishments and/or commercial and industrial centers that require more space but still want to be near downtown Palmyra. Adherence to design guidelines will be essential to encourage visually appealing and community design-oriented development along these transitional corridors. Pedestrian- and multi-modal-transportation-friendly design should be prioritized to ensure development in these areas enhances the appeal of Palmyra and encourages residents and visitors to explore the community, not just pass through.

COMPATIBLE USES INCLUDE:

- Mixed-use developments featuring higher-density (attached) residential, retail, and service uses
- Retail, office/commercial, and service-oriented uses
- Manufacturing, research, and warehousing, and associated uses
- Multi-family residential development including townhomes, condominiums, and apartment buildings, and other densely developed housing (exclusive of single-family housing)
- Community service and medical uses
- Lodging, entertainment, and tourism uses
- Educational and cultural uses
- Parks, natural areas, recreation, and associated uses (public or private)

The Village and Town should be cognizant that the future development in these areas fits the character of Palmyra to avoid becoming "Any Town USA". The Planning and Zoning Boards should be very careful in their reviews of development applications to ensure potential projects optimize connectivity and blend with Palmyra's architectural character to avoid incompatible, disconnected, sprawling commercial uses along Route 21 and Route 31.



INDUSTRIAL (I)

This character area encompasses Palmyra's existing industrial space and designates future space for the manufacturing of industrial products, factories, power plants, warehouses, and other additional activities associated with light industrial land use. The target areas for this land use in the Town are east of the railroad tracks between Division Street and Walker Road, north of Route 31 between the eastern Village boundary and Route 21, and along the eastern section of Route 21 near the intersection with Temple Road . Industrial land uses in the village are concentrated along the eastern and western edges at the intersection of Routes 31 and 21.

COMPATIBLE USES INCLUDE:

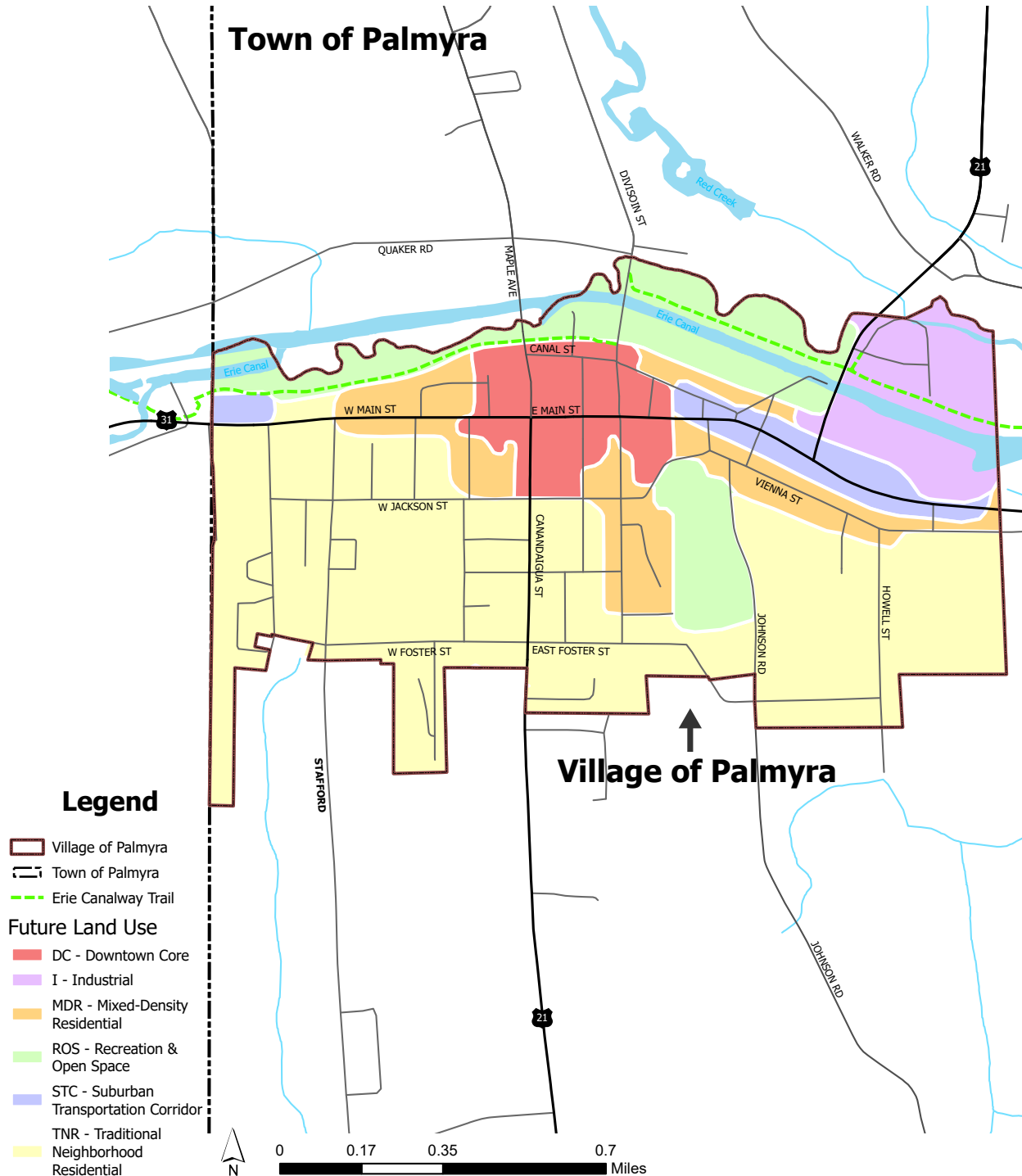
- Manufacturing and enclosed warehousing uses
- Wholesale commercial uses
- Transportation uses
- Essential services
- Farm-related industries, including processing, storage, logistics, and associated operations



FUTURE LAND USE MAP

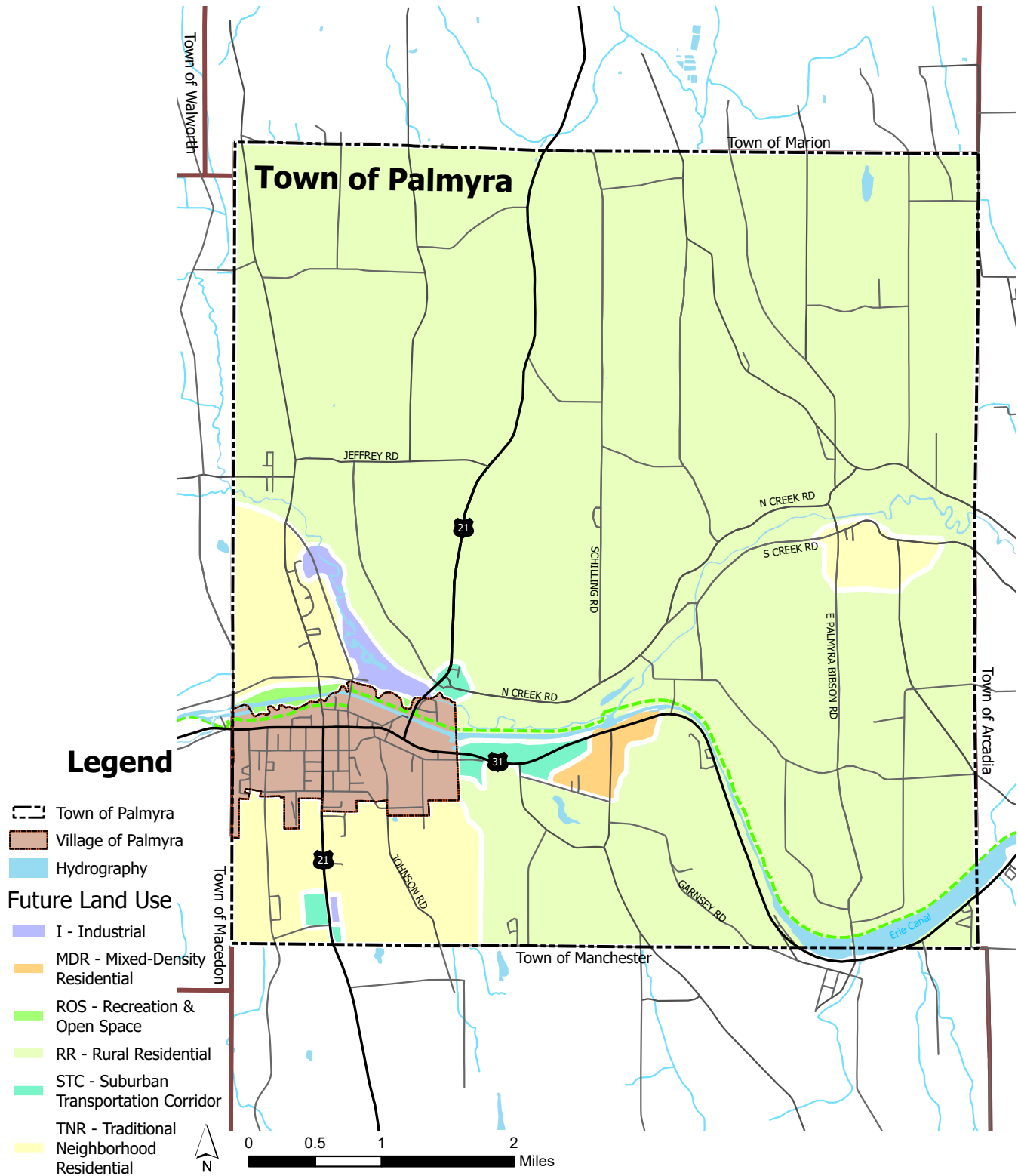
VILLAGE OF PALMYRA

The Character Areas outlined in the prior section create a high-level overview of desired future land use in Palmyra. The following maps provide a visual representation of future land use in the Village and Town.



FUTURE LAND USE MAP

TOWN OF PALMYRA





PLAN IMPLEMENTATION

HOW TO IMPLEMENT THE PLAN

In prior sections, this plan outlined the future vision for Palmyra and the planning principles that will guide decision-making and land use over the next two decades. This planning foundation sets the stage for the priority policy areas outlined in this section of the plan.

Building from the priority policy areas, the goals and objectives outlined in each section are intended to create a web of interlocking strategies to help Palmyra take steps to achieve the vision outlined in this plan and enact the planning principles on the day-to-day and long-term operations of the Village and Town. Implementing the plan will be an incremental process that can only happen if Village and Town officials, boards, commissions, and the general public work collaboratively to implement this plan.

CREATING THE CPIC

To complete the next step of the plan-implementation-the steering committee calls for the creation of a Comprehensive Plan Implementation Committee (CPIC). The CPIC will be a group of stakeholders responsible for the implementation of the plan to ensure that it is incorporated into the daily functioning of the Village and Town and utilized as a touchstone for the numerous organizations in Palmyra.

PURPOSE OF THE CPIC

The CPIC will lead and oversee the implementation of this plan and the strategies outlined within. The CPIC should be made up of stakeholders that represent the diversity of Palmyra, who can lend their experience and knowledge to guide the advancement of this plan for the betterment of the community. The CPIC will consist of five to eight members and will meet regularly (recommended monthly).

The CPIC is intended to be independent of existing Village and Town boards and commissions, as implementing the comprehensive plan necessitates dedicated stewards to ensure implementation items are brought to the attention of decision-making bodies. Governing bodies and planning and zoning boards tend to get caught up in the day-to-day management of municipalities and may push aside strategic planning and implementation in favor of more immediate needs. Hence, the role of the CPIC is to build the necessary partnership to advance goals and objectives and ensure the plan does not end up forgotten on the shelf. Additionally, the CPIC will coordinate with the Village and Town Boards to conduct an annual review of the progress of the comprehensive plan implementation and ensure these governing bodies are informed of the importance of the plan for the long-term health and vitality of Palmyra.

Only through a unified understanding and commitment to the utilization of this plan will Palmyra achieve the vision and embody the planning principles outlined in this document.

PRIORITY POLICY AREA MATRICES

Through the planning process, the steering committee identified key challenges facing Palmyra with assistance from the public engagement process. These challenges informed the following six priority policy areas of the plan.

PRIORITY POLICY AREAS:



Each of these priority policy areas includes an overarching goal, a list of objectives, and an implementation matrix of action items to be mobilized over the next one to five years.

Comprehensive planning best practices advise that communities review their comprehensive plans every five years to assess potential adjustments as priorities and resources change. The CPIC's annual audits of the plan will assist with this process to track changes, needs, and opportunities to adjust the plan as necessary.

The following priority policy areas and accompanying implementation matrices provide the implementation framework to action the Palmyra Comprehensive Plan.

ACTION PLAN KEY:

Funding	Time-frame	Partners & Resources
\$ = Minimal to No Funds	Ongoing = Currently in Progress	BOCES = Board of Cooperative Educational Services
\$\$ = Moderate Funds	Immediate = As Soon As Possible	CPIC = Comprehensive Plan Implementation Committee
\$\$\$ = Significant Funds	Near-Term = 1-2 Years	HPC = Historic Preservation Commission
	Medium-Term = 3-4 Years	HP = Historic Palmyra
	Long-Term = 5+ Years	MA = Merchants Association
		Pal-Mac CSD= Palmyra-Macedon Central School District
		PB = Village/Town Planning Board
		PH = Village & Town of Palmyra Historians
		RTSW = Regional Transit Service (RTS) Wayne County
		Town = Town of Palmyra
		Village = Village of Palmyra
		WCFB = Wayne County Farm Bureau
		WCHD = Wayne County Health Department
		WCIDA = Wayne County Industrial Development Agency
		WCLB = Wayne County Land Bank
	WCPD = Wayne County Planning Department	
	WCT = Wayne County Tourism	
	WWCC = Western Wayne Chamber of Commerce	
	ZB = Village/Town Zoning Board	

ACTION PLAN KEY:

Potential Funding Sources	
A&M Access = NYS Department of Agriculture & Markets (A&M) Food Access Expansion Grant Program	MSCLF = Main Street Capital Loan Fund (MSCLF)
A&M Market = NYS Department of Agriculture & Markets (A&M) New York State Farmers' Market Resiliency Grant Program	NPS MS4 = New York State Department of Environmental Conservation (DEC) Non-Agricultural Nonpoint Source Planning and MS4 Mapping Grant (NPS MS4)
ConnectALL = ConnectALL Broadband Initiative	NYS Canalway = NYS Canal Corporation Canalway Grants Program
EFC EPG = NYS Environmental Facilities Corporation (EFC) Water Infrastructure Engineering Planning Grant	NYS DEC CSC = New York State Department of Environmental Conservation (DEC) Climate Smart Communities Grant Program (CSC)
EFC WIIA/IMG = NYS Environmental Facilities Corporation (EFC) Water Infrastructure Improvement Program (WIIA) and Intermunicipal Grant Program (IMG)	NYS DEC UCF = New York State Department of Environmental Conservation (DEC) Urban and Community Forestry Grants (UCF)
ESD CIG = Empire State Development (ESD) Capital Improvement Grants for Pro-Housing Communities Program (CIG)	NYS DEC WQIP = New York State Department of Environmental Conservation (DEC) Water Quality Improvement Project (WQIP) Program
ESD Green CHIPS = Empire State Development (ESD) Green CHIPS Program	NYS DEC WQIP = New York State Department of Environmental Conservation (DEC) Water Quality Improvement Project (WQIP) Program
ESD Strategic Planning = NYS Empire State Development (ESD) Strategic Planning & Feasibility Studies	NYS DOS LGE = NYS Department of State (DOS) Local Government Efficiency (LGE)
HCR CDBG BEST = NYS Office of Homes and Community Renewal (HCR) Community Development Block Grant (CDBG) Business Expansion and Start-up (BEST)	NYS DOS LWRP = NYS Department of State (DOS) Local Waterfront Revitalization Program (LWRP)
HCR CDBG Facilities, Infrastructure, Planning = NYS Office of Homes and Community Renewal (HCR) Community Development Block Grant (CDBG) Public Facilities, Infrastructure and Planning	NYS DOS Smart Growth = NYS Department of State (DOS) Office of Planning Development, and Community Infrastructure (OPDCI) Smart Growth Community Planning and Zoning Grant
HCR CDBG Housing = NYS Office of Homes and Community Renewal (HCR) Community Development Block Grant (CDBG) Housing	NYS EPF Parks = NYS Office of Parks, Recreation, and Historic Preservation (OPRHP) Environmental Protection Fund Grants Program for Parks, Preservation, and Heritage (EPF)
HCR CDBG VPCP = NYS Office of Homes and Community Renewal (HCR) Community Development Block Grant (CDBG) Vacant Property Clearance Program (VPCP)	NYSCA Artists = New York State Council on the Arts Support for Artists Program
HCR HOME = NYS Office of Homes and Community Renewal (HCR) HOME	NYS DOT = NYS Department of Transportation (NYSDOT) Transportation Alternatives Program (TAP), Congestion Mitigation and Air Quality Improvement (CMAQ) Program, and Carbon Reduction Program (CRP)
HCR LBI = NYS Office of Homes and Community Renewal (HCR) Land Bank Initiative	OPRHP RTP = NYS Office of Parks, Recreation, and Historic Preservation (OPRHP) Recreational Trails Program (RTP)
HCR MAP = NYS Office of Homes and Community Renewal (HCR) Microenterprise Assistance Program (MAP)	Parks & Trails = Parks & Trails New York Partnership Grants
HCR NYMS = NYS Office of Homes and Community Renewal (HCR) New York Main Street Grant (NYMS)	Restore NY = Empire State Development (ESD) Restore NY Program
Hometown = T-Mobile Hometown Grants	US EPA WIFIA = U.S. Environmental Protection Agency (US EPA) Water Infrastructure Finance and Innovation Act (WIFIA)
I LOVE NY = Empire State Development (ESD) I LOVE NY Tourism Matching Funds	USDA RD CF = United States Department of Agriculture Rural Development (USDA RD) Community Facilities Direct Loan & Grant Program
Market NY = Empire State Development (ESD) Market New York Program	

PRIORITY POLICY AREA 1 - CULTURAL & HISTORIC PRESERVATION



POLICY OBJECTIVES:

1.1 Preserve and celebrate Palmyra's unique cultural and historical assets through historic preservation initiatives.

1.2 Preserve and restore the historic character of the downtown and residential neighborhoods.

1.3 Encourage partnerships and collaboration between Palmyra's historic, cultural, and community partners.

With the community's position on the Erie Canal Heritage Corridor and its status as the birthplace of the Church of Jesus Christ of Latter-Day Saints, Palmyra's rich heritage is an asset to the community. Throughout the planning process, steering committee members and the public emphasized Palmyra's plethora of historic resources and their desire for continued investment and support.

Historic preservation in the context of Palmyra centers on preserving the community's architectural character and enhancing cooperation with the community's historic resources and organizations. The benefits of historic preservation are multifold. From building rehabilitation and historic design guidelines to heritage walks and museums, historic preservation can help build an individual and collective sense of place and belonging in Palmyra. The primary benefits of historic preservation include:

1. Quality and Substance of Infrastructure – Old buildings and historic infrastructure are pivotal to providing a sense of identity for communities. Older buildings, despite their frequent need for upgrades and renovations, are often built with superior craftsmanship and quality materials which enable them to last for centuries. Whenever possible, historic preservation advocates encourage building rehabilitation and reuse of historic structures and materials. By encouraging preservation efforts, the Village and Town can work to preserve Palmyra's architectural character, which is a vital piece of the cherished

historic small-town feel of the community.

2. Educational Benefits – Historic structures and sites are records of community history. Historic buildings, when preserved, create educational opportunities to share the stories of people who have built, lived, and worked in the community. In Palmyra, historic structures like the Smith Family Farm, Phelps General Store (and other four sites maintained by Historic Palmyra), and the Erie Canal Aqueduct Park provide opportunities to invite the public to learn and appreciate the rich heritage of Palmyra.

3. Economic Benefits – Historic preservation is not just about preserving beautiful buildings. It can have tangible economic benefits such as increasing tourism, attracting economic development, spurring community revitalization, and supporting skilled trade jobs. The variety of state and federal incentive programs help to make historic preservation projects affordable for private landowners, non-profit organizations, and government entities seeking to preserve historical and cultural assets in the community. Encouraging historic preservation in Palmyra will help to support the community's tourism sector, incentivizing visitors and residents to learn about and appreciate the community's rich heritage in the region.

4. **Environmental Benefits** – At its core, historic preservation is a sustainable practice, as it foregrounds investment in the existing built environment. The reuse of land, structures, and materials helps to preserve natural resources both in terms of land use through the rehabilitation and/or infill development on already developed land and the repurposing of existing materials rather than using new (David Morley, PAS QuickNotes 83, Historic Preservation Planning, APA).

The objectives of this policy area focused on preserving the physical characteristics of Palmyra’s built environment and enhancing cooperation and capacity of existing historic resources. Maintaining partnerships with organizations such as Historic Palmyra and the Church of Jesus Christ of Latter-Day Saints, as well as Wayne County, will go a long way to ensuring the community’s historic assets are cared for and preserved. With a variety of County, state, and federal funding sources, the Village and Town need to be proactive partners in helping public and private organizations access funding for rehabilitation and revitalization efforts that will have a transformative impacts on the community’s historic assets.



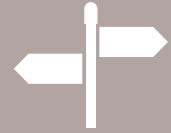
ACTION PLAN

Action Plan Description		Time-frame	Partners & Resources	Relative Cost	Potential Funding Sources
Objective 1.1. Preserve and celebrate Palmyra’s unique cultural and historical assets through historic preservation initiatives.					
Action Items	1.1.1 Support the efforts of the Historic Preservation Commission, Historic Palmyra, and other historic preservation organizations.	Ongoing	Village, Town, HPC, HP	\$	
	1.1.2 Coordinate with historic preservation organizations and local realtors to ensure organization members, current residents, business owners, prospective homebuyers, and developers are aware of the benefits, rules, regulations, and guidelines associated with the Village’s Historic District.	Near-Term	Village, HPC, HP	\$	
	1.1.3 Develop a signage program providing information about historic buildings and neighborhoods that contribute to the Village’s connectivity and character.	Long-Term	Village, HPC, HP	\$	Market NY; I LOVE NY; Parks & Trails

Action Plan Description		Time-frame	Partners & Resources	Relative Cost	Potential Funding Sources
Objective 1.2 Preserve and restore the historic character of the downtown and residential neighborhoods.					
Action Items	1.2.1 Review the Village’s architectural design guidelines and update as needed to preserve the character of the downtown and surrounding neighborhoods.	Immediate	Village, PB, HPC, Consultants	\$	HCR NYMS
	1.2.2 Update the Village & Town website to include information and resources for historic preservation. Include information pointing residents to the Historic Preservation Commission, Historic Palmyra, and the Landmark Society of Western New York for additional guidance and support.	Near-Term	Village, Town, HPC, HP	\$	
	1.2.3 Pursue Community Development Block Grants, NYS Home Funds, NYS Rural Area Revitalization Program Funds, and other funding sources for historic building renovation and rehabilitation.	Ongoing	Village, Town, HPC, HP	\$\$	HCR CDBG VPCP; HCR CDBG Housing; NYS Home Funds; HCR NYMS; Restore NY

Action Plan Description		Time-frame	Partners & Resources	Relative Cost	Potential Funding Sources
Objective 1.3 Encourage partnerships and collaboration between Palmyra’s historic, cultural, and community partners.					
Action Items	1.3.1 Encourage and promote “local tourism” event for residents (e.g., Harvest Festival, FLX Country Music Fest).	Ongoing	Village, Town, CPIC, HP	\$	NYS Market NY; Canalway
	1.3.2 Explore opportunities to support community building through local art and cultural events (e.g., local art festival, summer & winter music series, public art).	Near-Term	Village, Town, CPIC, Local Businesses	\$	NYS Market NY; Canalway; NYSCA Artists
	1.3.3 Work with community partners to develop and promote educational events and resources that celebrate Palmyra’s heritage and promote them through in-person events, workshops, and online (e.g., a virtual historical walking tour).	Ongoing	HP, HPC, PH, CPIC, Community Organizations	\$	

PRIORITY AREA 2 - ECONOMIC DEVELOPMENT, TOURISM, & RECREATION



POLICY OBJECTIVES:

2.1 Work with local and regional partners to promote Palmyra as a year-round regional recreation and tourism destination.

2.2 Cultivate opportunities to support existing businesses and industries through partnerships with County and regional economic development resources.

2.3 Maintain and build upon existing parks, green spaces, and recreational amenities to enhance quality of life and community health.

Palmyra's location along the Erie Canal Heritage Corridor and within close proximity to the Finger Lakes (FLX) creates the perfect environment for the Village and Town to harness the connections between economic development, tourism, and recreation. The loss of Palmyra's major industrial base over the past half-century has resulted in a continual decline in jobs and the need to redefine economic development that is no longer based on attracting major manufacturers to the area. Palmyra is now predominately a bedroom community for the greater Rochester area, but there is immense opportunity for the Village and Town to tap into the growing FLX region's tourism industry, specifically focusing on heritage and recreation tourism.

Heritage tourism is designed to attract visitors to an area to showcase its unique history, landscape, natural resources, and culture. Palmyra's heritage resources such as its historic Main Street, the five Historic Palmyra museums, and the Church of Jesus Christ of Latter-Day Saints sites create ample opportunities for various non-profit entities, businesses, and local organizations to focus on creating educational, cultural, and regional agricultural food- and beverage-based opportunities for visitors and the local community.

Recreation Tourism is an underutilized resource in Palmyra as its location along the Erie Canal for both boating and trail activities creates immense opportunities for locals and visitors alike. The Erie

Canal Trail is an increasingly popular recreational amenity throughout the region for a growing bike tourism industry. Bike tourists across NYS and beyond flock to the FLX during peak summer months to explore the beautiful landscape, beer and wine scene, and local history. Through more intentional efforts to highlight the community's tourism assets, Palmyra could become a thriving destination along the Erie Canal Trail for its small-town charm, historic resources, and accessibility to regional recreational amenities.

To build Palmyra's heritage and recreation tourism base, the Village and Town will want to leverage strategic partnerships to build internal and external capacity. Tapping into County and regional tourism entities will be essential to moving the needle on Palmyra's tourism industry. Moreover, the Village and Town need to be diligent in efforts to maintain and enhance Palmyra's existing historic and recreational amenities. Better parks are essential for the quality of life for residents but can also be a big draw for tourists. Public engagement revealed that the community views the Port of Palmyra, the Pal-Mac Aqueduct Park, and the County Fairgrounds as underutilized resources in the community. While the port is owned by the Village, advancing efforts to improve the other amenities will require coordination with Wayne County and neighboring municipalities. However, this should not be an insurmountable obstacle, as all entities stand to gain from increasing access to and use of these facilities.

ACTION PLAN

Action Plan Description		Time-frame	Partners & Resources	Relative Cost	Potential Funding Sources
Objective 2.1 Work with local and regional partners to promote Palmyra as a year-round regional recreation and tourism destination.					
Action Items	2.1.1 Encourage the development and promotion of distinctive community events and experiences (e.g., Harvest Festival, FLX County Music Fest).	Ongoing	Village, CPIC, Community Organizations	\$	NYS Market NY
	2.1.2 Establish a community outreach program to maintain a Palmyra events calendar, partner with local neighborhood groups, and assist with planning events that build resident relationships.	Immediate	Village, Town, CPIC	\$	
	2.1.3 Develop a wayfinding and signage plan to support pedestrian and vehicular navigation to key destinations in Palmyra.	Medium -Term	Village, Town, CPIC	\$\$	Market NY; I LOVE NY; Parks & Trails
	2.1.4 As part of 2.1.3, create a local business sign fund to provide support to local business to implement signage and wayfinding efforts.	Medium -Term	Village, Town, MA, Local Businesses	\$\$	Market NY; I LOVE NY; Parks & Trails
	2.1.5 Pursue grant opportunities and other funding sources to support programming, rehabilitation, and new development opportunities in the downtown and the waterfront.	Ongoing	Village, PB, CPIC, Consultants	\$	NYS DOS LWRP; Canalway; ESD CIG



Action Plan Description		Time-frame	Partners & Resources	Relative Cost	Potential Funding Sources
Objective 2.2 Cultivate opportunities to support existing businesses and industries through partnerships with County and regional economic development resources.					
Action Items	2.2.1 Update the Village & Town websites with information to connect small businesses and entrepreneurs to local and regional partners that provide educational and business development support (e.g., micro-loan programs, incubator opportunities, education sessions at the library, Western Wayne County Chamber of Commerce Business Programs).	Near -Term	Village, Town, Library, WWCC	\$	MSCLF
	2.2.2 Support efforts to re-establish a working model for a Merchants Association in Palmyra and support a partnership with merchants for events, programming, policy updates, etc.	Near -Term	Village, Town, WWCC	\$	MSCLF; Microenterprise Grant Program; HCR CDBG BEST
	2.2.3 Develop a Palmyra marketing package. The package should identify key attributes that market the Village & Town's assets to attract desired small businesses. Efforts should be coordinated with the WWCC and the Merchants association.	Near -Term	Village, Town, CPIC, WWCC, MA	\$	Market NY; I LOVE NY; Parks & Trails
	2.2.4 Apply for the NYS Microenterprise Grant Program to support small business retention and expansion.	Medium -Term	Village, Town, CPIC, Consultants	\$\$	Microenterprise Grant Program; HCR CDBG BEST
	2.2.5 Review and ensure local zoning regulations permit non-retail based home occupations for entrepreneurs and administrative, tech industry, or service professionals.	Near-Term	Village, Town, CPIC, ZB	\$	NYS DOS Smart Growth
	2.2.6 Conduct an inventory of all Village and Town parcels that are appropriate for industrial and/or commercial use.	Medium -Term	Village, Town, CPIC, PB, ZB, WCPD, Consultants	\$\$	NYS DOS Smart Growth

Action Plan Description		Time-frame	Partners & Resources	Relative Cost	Potential Funding Sources
Objective 2.3 Maintain and build upon existing parks, green spaces, and recreational amenities to enhance quality of life and community health.					
Action Items	2.3.1 Develop a Parks and Recreation Master Plan to inventory existing green space, identify potential areas for improvement, and create strategies to ensure adequate access to parks and related recreational spaces, with a focus on serving neighborhoods outside a 1/4 mile walking radius of existing amenities.	Long-Term	Village, Town, CPIC, PB, WCPD	\$\$	NYS EPF Parks; Parks & Trails; NYS DOS LWRP
	2.3.2 As part of 2.3.1, identify parcels to be converted into parks, playgrounds, trail links, and/or green spaces in areas where deficits have been identified.	Long-Term	Village, Town, CPIC, PB, WCPD	\$\$	NYS EPF Parks; Parks & Trails; NYS DOS LWRP; ESD Strategic Planning
	2.3.3 As part of 2.3.1, pursue opportunities to enhance connectivity and walkability between the downtown and the waterfront to support business retention and positive user experience.	Ongoing	Town, CPIC, PB, ZB	\$\$	NYS EPF Parks; Parks & Trails; NYS DOS LWRP; ESD Strategic Planning
	2.3.4 Conduct a parks planning study to upgrade the Village Park with better recreation amenities including ADA-accessible playground equipment.	Near-Term	Village, CPIC, PB, ZB	\$\$	NYS EPF Parks; ESD Strategic Planning
	2.3.5 Conduct a parks planning study to create a park behind the Town Hall.	Near-Term	Town, CPIC, PB, ZB	\$\$	NYS EPF Parks; Parks & Trails; NYS DOS LWRP; ESD Strategic Planning
	2.3.6 Pursue opportunities to work with Wayne County to complete restoration work to Aqueduct Park and maximize utilization of the County Fairgrounds.	Medium-Term	Village, Town, CPIC, PB, WCPD	\$	NYS EPF Parks; Parks & Trails; NYS DOS LWRP; ESD Strategic Planning
	2.3.7 Explore opportunities to expand year-round recreation spaces and programming (e.g., ice skating rink, accessible park).	Long-Term	Village, Town, CPIC, PB, WCPD	\$\$	NYS EPF Parks; Parks & Trails; NYS DOS LWRP; ESD Strategic Planning

PRIORITY AREA 3 - DOWNTOWN REVITALIZATION



POLICY OBJECTIVES:

- 3.1 Preserve the form and character of the downtown through code enforcement and design standards that guide existing uses, infill, and new development.
- 3.2 Address blighted commercial, mixed-use, and residential properties.
- 3.3 Maintain and develop pedestrian and multi-modal transportation networks that improve safety and accessibility throughout the Village and its surrounding residential areas.
- 3.4 Pursue placemaking strategies to create inviting public spaces.
- 3.5 Foster partnerships with local and regional partners to develop events and programming that support downtown vitality.

Downtown Palmyra is the heart of the community. As the social and commercial hub, the vibrancy of the downtown has a direct connection to quality of life for residents as well as the desirability of the community for visitors. Palmyra's historic downtown is an asset that must be preserved. Downtown revitalization is a continuous process that takes time and consistent effort. Long-term success hinges on leveraging the interplay between Palmyra's built environment, business growth, and residential quality of life to create a thriving downtown that is both an attractive destination and a vital community space for the locals. Building active collaboration between the Public (Village and Town), Private, and People sectors in the community will establish the relationships necessary to carry out long-term downtown revitalization.

The Public sector comprises municipal entities, and efforts to spur revitalization will require their support and resources for any cohesive revitalization effort to succeed. The Village, Town, and elected boards, along with municipal staff and other entities, must collaborate to assist with revitalization efforts in their various capacities. From municipal support resolutions and budget allocations to planning board reviews and code enforcement, the Public sector must be on the same page regarding the future direction of the downtown.

The Private sector comprises private businesses, entrepreneurs, and commercial enterprises that compose the economy of Palmyra. For the past few decades, the Private sector has borne the brunt of population decline and associated downward trends in local spending. As the economic environment in Palmyra shifts, businesses must be adaptive and find their own ways to weather the seasonality of Upstate NY, creating and retaining local demands, and generating new and unique business opportunities that enable Palmyra to find its niche within a competitive regional environment. There must be ample communication between the Public and Private sectors to ensure alignment regarding what type of environment to create in downtown Palmyra.

The People sector is the core of what makes the downtown a great place to be. It consists of associations, organizations, church groups, civic entities, individual volunteers, and local residents who value Palmyra and give their time to the community. The People sector is a key resource, as the time, money, effort, and support of these organizations are what enable the Public and Private sectors to operate to their full potential. The People sector must be fully engaged and committed to a cohesive vision for the future of Palmyra and willing to put time and effort into ensuring revitalization goals reflect local needs.

Community ownership of downtown revitalization is essential, as the downtown is nothing without the people who patronize businesses, attend local events, volunteer, and put their energy and efforts into creating a place they are proud to call home.

When the Public, Private, and People sectors work in synergy together, small downtown revitalization efforts compound into larger projects resulting in a transformative impact on the community. Downtown revitalization efforts in this plan focus on addressing the built environment, business retention and marketing, and placemaking to create a beautiful and bustling downtown for locals and visitors.



2024 Harvest Festival



Finger Lakes Country Music Festival



Main Street in 1890

ACTION PLAN

Action Plan		Time-frame	Partners & Resources	Relative Cost	Potential Funding Sources
Objective 3.1 Preserve the form and character of the downtown through code enforcement and design standards that guide existing uses, infill, and new development.					
Action Items	3.1.1 Promote and encourage adherence to the Village's architectural design guidelines.	Ongoing	Village, PB, ZB	\$	HCR NYMS
	3.1.2 Provide guidance for historically appropriate adaptive reuse in the Village and Town Code, construction standards, and development review processes.	Medium -Term	Village, Town, PB, ZB	\$	HCR NYMS
	3.1.3 Develop and adopt design guidelines for the Town that complement the existing Village architectural design guidelines.	Long-Term	Town, PB, ZB	\$\$	HCR NYMS

Action Plan Description		Time-frame	Partners & Resources	Relative Cost	Potential Funding Sources
Objective 3.2 Address blighted commercial, mixed-use, and residential properties.					
Action Items	3.2.1 Adopt proactive code enforcement measures, including administrative and court remedies, to address blight and deterioration. The Village and Town Boards should work with the CEOs to identify priorities and outline a course of action.	Immediate	Village, Town, PB, CPIC	\$	NYS DOS Smart Growth; ESD Strategic Planning; NYSDOT TAP
	3.2.2 Work with the CEOs to make the Village and Town Codes accessible online. Ensure the respective websites are easily navigable and maintain the necessary information on forms and code enforcement processes.	Near-Term	Village, Town, ZB, CEOs	\$	
	3.2.3 Work with the Wayne County Land Bank and Wayne County Planning Department to pursue remediation strategies to address deteriorating and blighted properties.	Near-Term	Village, Town, CPIC, WCPD, WCLB	\$	Restore NY; HCR CDBG VPCP; HCR LBI
	3.2.4 Foster retention of existing housing stock through initiatives to encourage property maintenance and re-investment (e.g., development of a property maintenance revolving loan fund).	Near-Term	Village, Town, PB, ZB, WCPD, WCLB, CPIC	\$\$	HCR CDBG Housing; HCR NYMS; ESD CIG
	3.2.5 Leverage grant funding opportunities to support an assessment of the downtown and key properties to support prioritization of building improvements.	Near-Term	Village, Town, CPIC, Consultants	\$\$	HCR CDBG Housing; HCR NYMS; ESD CIG; ESD Strategic Planning; Restore NY
	3.2.6 Create short-term rental regulations to preserve Palmyra's long-term rental housing stock and ensure code compliance.	Medium-Term	Village, Town, PB, ZB, CPIC	\$\$	HCR CDBG VPCP; HCR CDBG Housing
	3.2.7 Consider creating a rental registry to ensure the Village and Town have a local point of contact for all rental properties to address property maintenance issues and reduce the impacts of absentee landlords.	Medium-Term	Village, Town, PB, ZB, CPIC	\$\$	
	3.2.8 Explore creating a downtown vacancy tax to discourage delinquent property owners and encourage the highest and best use of land.	Long-Term	Village, Town, PB, ZB, CPIC	\$	HCR CDBG VPCP

Action Plan Description		Time-frame	Partners & Resources	Relative Cost	Potential Funding Sources
Objective 3.3 Maintain and develop pedestrian and multi-modal transportation networks that improve safety and accessibility throughout the Village and its surrounding residential areas.					
Action Items	3.3.1 Pursue opportunities to enhance connectivity and walkability in the Village and surrounding area through adherence to the Complete Streets Policy (4.4.2).	Medium -Term	Village, Town, CPIC, PB, RTSW, Consultants	\$	NYS DOS Smart Growth; ESD Strategic Planning; NYSDOT TAP
	3.3.2 As part of 4.4.2, examine the existing pedestrian and bike networks and identify areas that need repairs and enhancements to improve usability, safety, and enjoyment.	Medium -Term	Village, Town, CPIC, PB, RTSW, Consultants	\$	NYS DOS Smart Growth; ESD Strategic Planning; NYSDOT TAP; Parks & Trails; Canalway
	3.3.3 As part of 4.4.2, complete street upgrades that increase visibility of all Village and Town crosswalks with varied striping, colors, lighting, elevated paths and/or signage.	Medium -Term	Village, Town, PB, ZB, CPIC, Consultants	\$\$	NYS DOS Smart Growth; ESD Strategic Planning; NYSDOT TAP
	3.3.4 Enhance multi-modal transportation safety and comfort through providing shelter, seating, and route information at local transit stops, bike amenities such as bike racks and bike lanes, and pedestrian amenities such as benches, street trees, and wayfinding.	Medium -Term	Village, Town, PB, ZB, CPIC, Consultants	\$\$	NYS DOS Smart Growth; ESD Strategic Planning; NYSDOT TAP
	3.3.5 Pursue streetscaping and other road design measures to slow traffic and enhance safety in Palmyra.	Medium -Term	Village, Town, PB, ZB, CPIC, Consultants	\$\$\$	NYS DOS Smart Growth; ESD Strategic Planning; NYSDOT TAP
	3.3.6 Conduct an analysis of the Village's parking and explore opportunities to reduce minimum parking requirements and create shared parking agreements between commercial property owners and the Village.	Long-Term	Village, Town, PB, ZB, CPIC, Consultants	\$\$	NYS DOS Smart Growth; ESD Strategic Planning; NYSDOT TAP
	3.3.7 Incorporate green urbanism and other green infrastructure elements to enhance multi-modal transportation safety and comfort, as well as enhance stormwater management and resiliency (e.g., green medians and bioswales).	Long-Term	Village, Town, PB, ZB, CPIC, Consultants	\$	EFC EPG; NPS MS4; NYS DEC WQIP; EFC WIIA/IMG; US EPA WIFIA

Action Plan Description		Time-frame	Partners & Resources	Relative Cost	Potential Funding Sources
Objective 3.4 Pursue placemaking strategies to create inviting public spaces.					
Action Items	3.4.1 Engage with community partners to activate underutilized Village and Town properties for community spaces.	Near-Term	Village, Town, CPIC, Local Organizations	\$	Market NY; I LOVE NY; ESD CIG; NYSCA Artists; Restore NY; HCR CDBG VPCP
	3.4.2 Work with downtown businesses and the Western Wayne County Chamber of Commerce and Wayne County Tourism to develop public space areas in the Downtown.	Near-Term	Village, Town, CPIC, WWCC	\$\$	Market NY; I LOVE NY; ESD CIG; NYSCA Artists; ESD Strategic Planning
	3.4.3 Work with local artists and Wayne County to create mural on the Western Wayne County Wastewater Treatment Plant.	Near-Term	Village, Town, CPIC, WC, Local Organizations	\$	Market NY; I LOVE NY; ESD CIG; NYSCA Artists
	3.4.4 Implement streetscaping and other beautification tactics (planters, banners, etc.) to promote sense of place throughout Palmyra.	Near-Term	Village, Town, CPIC, Local Organizations	\$\$	Market NY; I LOVE NY; ESD CIG; NYSCA Artists
	3.4.5 Explore opportunities to create a pedestrianized street in the downtown to enhance placemaking and revitalization.	Medium-Term	Village, Town, CPIC, Local Organizations	\$	NYS DOS Smart Growth; ESD Strategic Planning; NYSDOT TAP
	3.4.6 Work with local artists to design and install public murals and art throughout downtown.	Medium-Term	Village, Town, CPIC, Local Organizations	\$	Market NY; I LOVE NY; ESD CIG; NYSCA Artists

Action Plan Description		Time-frame	Partners & Resources	Relative Cost	Potential Funding Sources
Objective 3.5 Foster partnerships with local and regional partners to develop events and programming that support downtown vitality.					
Action Items	3.5.1 Work with the Merchants Association, local, and regional partners to promote Palmyra's annual festivals and events.	Ongoing	Village, Town, CPIC, WWCC, WTC	\$	Market NY; I LOVE NY
	3.5.2 Seek opportunities to increase community engagement through events with the Pal-Mac School District.	Immediate	Village, Town, Pal-Mac SD	\$	

PRIORITY AREA 4 - INFRASTRUCTURE & COMMUNITY CONNECTIVITY



POLICY OBJECTIVES:

- 4.1 Promote infill, adaptive reuse, and new development that maximizes existing infrastructure to prevent sprawling residential and commercial growth.
- 4.2 Invest in infrastructure maintenance and upgrades to enhance local capacity, sustainability, and resilience.
- 4.3 Promote changes in zoning that allow for compact building design, additional density, and creative infill opportunities that maintain Palmyra’s character and increase housing opportunities in the Village and Town.
- 4.4 Enhance Palmyra’s connectivity and accessibility through improving infrastructure, including roads, sidewalks, and trails and multi-modal transportation options.
- 4.5 Invest in and grow local and regional networks and initiatives that support community well-being.

Infrastructure is the backbone of a healthy community, and the maintenance of Palmyra’s existing and future infrastructure must be prioritized. Planning for maintenance and upgrades to infrastructure is one of the hardest jobs for municipal governments, as it is often delayed or forgotten until it becomes an immediate emergency, and yet it is one of the most essential. A first step in improving infrastructure maintenance is completing a Capital Improvement Plan (CIP), which will enable the Village and Town to identify necessary and optimal infrastructure projects that should be completed in the medium- to long-term planning horizons. The CIP will enable both municipalities to plan for infrastructure upgrades and allocate the necessary financial and personnel resources to see them through.

To address Palmyra’s various infrastructure needs, the Village and Town must evaluate projects from multiple angles. Board members and municipal staff should ask themselves questions regarding how infrastructure projects influence the environmental, fiscal, and social health of the community, such as:

- *Environmental* - How does this project impact the natural environment? Is this infrastructure project promoting sustainability in the short and long term? How will this project enhance resilience in the community?
- *Fiscal* - Is the construction and maintenance of this infrastructure fiscally viable? How will this project enhance fiscal resilience in the short and long term? Are we growing too much too soon? Are we over-investing in a boom/bubble cycle that will lead to disinvestment? Is it a fad that will die out?
- *Social* - How does the location of the project help to enhance the social fabric of our community? How does it improve the well-being of residents?

Planning for resilience should be the priority guiding how the Village and Town allocate resources to maintain and improve the community’s infrastructure. Resilience is the capacity to anticipate, prepare for, respond to, and recover from significant multi-hazard threats with minimum damage to social well-being, the economy, and the environment (EPA). In the context of infrastructure, foregrounding resilience necessitates thinking through the short and long-term environmental, fiscal, and social impacts to ensure infrastructure maintenance and upgrades

do not adversely impact residents or the natural environment. As the majority of Palmyra's water and sewer infrastructure is concentrated in the Village, future development efforts should encourage infill and strategic new development that builds upon existing infrastructure rather than allowing suburban sprawl that is costly in terms of the financial cost to build and maintain and the environmental costs to Palmyra's agricultural and natural resources.

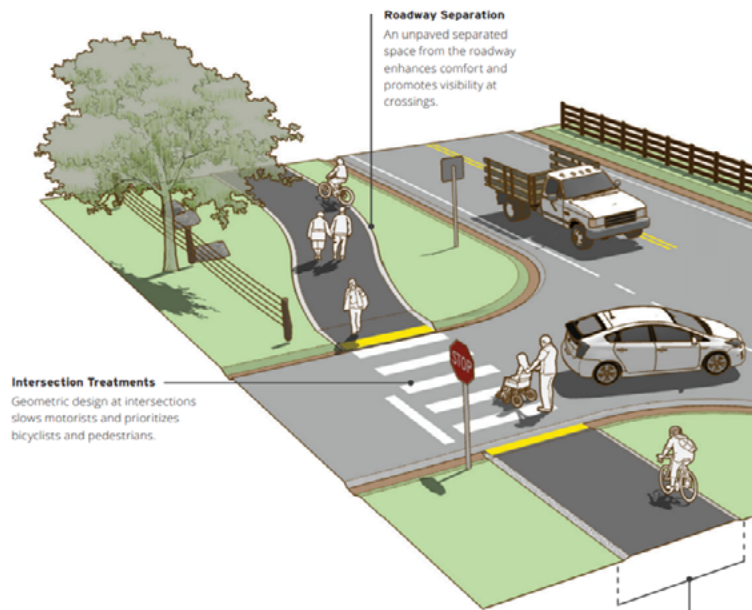
The urban fabric of the Village creates a fairly compact and walkable environment that encourages short- and medium-distance walking and biking trips due to the layout of existing streets. Public engagement revealed that maintaining and enhancing walkability in the Village is a huge priority for residents and visitors. The goal of concentrating infrastructure and development in the Village will have the compounding benefits of maintaining a network of streets and sidewalks that prioritize movability for all road users.

The Village should explore creating a multi-modal transportation network that allows for safe, comfortable, and accessible multi-modal transportation routes with access to key destinations for all people within the community. The combination of the Erie Canalway Trail and the Village's existing sidewalk network is a good start; however, more can be done to create more safe multi-modal transportation infrastructure.

The Complete Streets concept is an opportunity to enhance mobility and overall road safety for all road users in Palmyra. Complete Streets is an approach to planning, designing, building, and maintaining streets that optimizes the streets for their best use and balances the safety needs of all users (Smart Growth America). Implementing a Complete Streets policy will be a step towards reducing dependency on motor vehicles, thus enhancing community resiliency by increasing multi-modal transportation opportunities. While the Village may be designed to support movability, Palmyra, like most small American towns, faces an uphill battle in reducing overreliance on car infrastructure. Addressing this issue should be of particular concern for Palmyra, as car dependency often impacts seniors and youth the most. Additionally, increasing multi-modal transportation infrastructure has direct impacts on improving physical health and personal mobility and enhancing downtown vibrancy by creating a destination suitable for foot traffic and opportunities for social interaction.

When considering a Complete Streets policy, the Village and Town should examine resident needs, safety concerns, and road usage to ensure any road improvements maximize safety, utility, and comfort. A Complete Streets policy is intended to be adaptive to the needs of the community; however, it is important to recognize that there will likely be competing needs of road users that create conflict regarding road design. For example, organizations like Smart Growth America document the inherent tension between road speed and safety. Roads that allow for high speed, both in speed limit and design, often encourage drivers to drive too fast, putting themselves and everyone around them at risk. To address this, a Complete Streets approach examines how a combination of policy and road design can adjust road user behavior to create safer roads for everyone. The images below visualize what a potential complete street could look like in the Village and Town of Palmyra.

It is not enough for downtown Palmyra to have the infrastructure to encourage multi-modal transportation (e.g. sidewalks, bike lanes) if it is not paired with features to make multi-modal transportation safe. The Village should explore different street designs to reduce traffic speeds, rebuild sidewalks, install more crosswalks, create bike lanes, plant tree canopies, and add comfort amenities like formal and informal seating opportunities to create a safe and comfortable environment. Recognizing that NYS Hwy 31 and NYS Route 21 bisect the community, the Village and Town will want to increase their contact with Wayne County and the NYS DOT to ensure all relevant transportation authorities are on the same page regarding creating more pedestrian and bike-friendly environments and promoting safety for all road users.



Source: Smart Growth American Small Town and Rural Multimodal Networks Figure 4-11

ACTION PLAN

Action Plan Description		Time-frame	Partners & Resources	Relative Cost	Potential Funding Sources
Objective 4.1 Promote infill, adaptive reuse, and new development that maximizes existing infrastructure to prevent sprawling residential and commercial growth.					
Action Items	4.1.1 Focus new development density on underdeveloped downtown sites and prioritize adaptive reuse over demolition/new construction to maintain Palmyra's historic brand and authenticity.	Ongoing	Village, Town, CPIC, PB, Consultants	\$	Restore NY; HCR CDBG Housing; HCR NYMS
	4.1.2 Ensure that the Planning and Zoning Boards remain open to innovative housing development strategies that create more efficient, sustainable, and community-oriented housing designs.	Ongoing	Village, Town, PB, ZB	\$	NYS DOS Smart Growth; HCR NYMS; HCR CDBG Housing
	4.1.3 Require a subcommittee of Planning and Zoning Board members to attend housing seminars and trainings (e.g., the Genesee Finger Lakes Regional Planning Council Local Government Workshops) to stay informed regarding zoning best practices and present back to the Boards.	Immediate	Village, Town, PB, ZB	\$	NYS DOS Smart Growth; ESD Strategic Planning; NYSDOT TAP
	4.1.4 Review and update Village and Town Codes as needed to ensure the feasibility of housing solutions such as ADUs and other types of development that allow for gentle density.	Near-Term	Village, Town, PB, ZB	\$\$	NYS DOS Smart Growth; ESD Strategic Planning; NYSDOT TAP
	4.1.5 Explore funding opportunities through NYS and other grant programs to promote upper-story residential development in the downtown (e.g., NY Main Street grant program).	Near-Term	Village, Town, CPIC, PB, Consultants	\$\$	HCR CDBG Housing; HCR NYMS; Restore NY
	4.1.6 Utilize incentive zoning where appropriate to encourage developers to include walkability and multimodal transportation features and enhance existing or build new trail networks.	Medium -Term	Village, Town, PB, WCPD, Consultants	\$	NYS DOS Smart Growth; ESD Strategic Planning
	4.1.7 Conduct an inventory of all available sites in the Village and Town that are appropriate for residential housing development.	Medium -Term	Village, Town, CPIC, PB, WCPD, Consultants	\$\$	NYS DOS Smart Growth; ESD Strategic Planning; HCR NYMS
	4.1.8 Work with the Wayne County IDA, Land Bank, and local real estate association to promote housing development on the identified sites.	Long-Term	Village, Town, CPIC, PB, WCPD, WCIDA, WCLB	\$\$	HCR LBI; Restore NY; HCR NYMS

Action Plan Description		Time-frame	Partners & Resources	Relative Cost	Potential Funding Sources
Objective 4.2 Invest in infrastructure maintenance and upgrades to enhance local capacity, sustainability, and resilience.					
Action Items	4.2.1 Plan for and undertake phased improvements to the Village and Town's water, sewer, and stormwater management systems.	Ongoing	Village, Town, CPIC, PB, ZB, WCPD	\$\$\$	EFC EPG; NPS MS4; NYS DEC WQIP; EFC WIIA/IMG; US EPA WIFIA
	4.2.2 Evaluate all new development for impact on water and sewer service to existing development and adjacent parcels.	Ongoing	PB, ZB, CPIC	\$	EFC EPG; EFC WIIA/IMG; US EPA WIFIA
	4.2.3 Where appropriate, encourage new development to build out water and sewer where it does not already exist.	Ongoing	Village, Town, CPIC, PB, ZB, WCPD	\$	EFC EPG; NYS DEC WQIP; EFC WIIA/IMG; US EPA WIFIA
	4.2.4 Ensure that core services and Village and Town infrastructure are appropriately funded, with a focus on sustainability, value, and accessibility.	Ongoing	Village, Town	\$\$\$	EFC EPG; NYS DEC WQIP; EFC WIIA/IMG; US EPA WIFIA; HCR CDBG
	4.2.5 Promote sustainability and resilience through pursuing green urbanism and sustainable design practices such as encouraging walkability, sustainable landscaping, tree planting, and green space enhancements.	Immediate	Village, Town, CPIC, PB	\$\$	NYS DEC CSC; EFC EPG; DEC WQIP; DEC UCF
	4.2.6 Update the Village and Town Building Permits to encourage sustainable design and resiliency features.	Near-Term	Village, Town, PB, ZB	\$	NYS DOS Smart Growth
	4.2.7 Work with the County to enhance access to internet/broadband to address equity gaps in education and employment opportunities.	Near-Term	Village, Town, WCPD	\$	ConnectALL
	4.2.8 Require, where appropriate, the implementation of green infrastructure in Village and Town infrastructure upgrades and private developments to enhance stormwater management, streetscaping, and resiliency.	Medium-Term	Village, Town, PB	\$	NYS DEC CSC; DEC WQIP
	4.2.9 Explore opportunities to expand existing water infrastructure in the Town to promote fire safety and sustainability efforts.	Long-Term	Village, Town, CPIC, PB	\$\$\$	EFC EPG; NPS MS4; NYS DEC WQIP; EFC WIIA/IMG; US EPA WIFIA

Action Plan Description		Time-frame	Partners & Resources	Relative Cost	Potential Funding Sources
Objective 4.3 Promote changes in zoning that allow for compact building design, additional density, and creative infill opportunities that maintain Palmyra’s character and increase housing opportunities in the Village and Town.					
Action Items	4.3.1 Pursue the NYS Pro-Housing Communities Certification.	Immediate	Village, Town, Consultants	\$	
	4.3.2 Conduct a zoning review of all residential zoning districts and update zoning code as necessary to provide land development regulations that manage performance, design, density, lot size, lot coverage, setbacks, scale, rooflines, materials, entrances, garages, etc.	Near-Term	Village, Town, CPIC, PB, ZB, WCPD, Consultants	\$\$	NYS DOS Smart Growth; ESD Strategic Planning;
	4.3.3 Support the provision of accessory dwelling units in owner-occupied single-family dwellings on large lots capable of accommodating the increase in units.	Near-Term	Village, Town, CPIC, PB, ZB, WCPD, Consultants	\$	HCR CDBG Housing
	4.3.4 Organize an annual outreach meeting for landlords in the Village.	Medium-Term	Village, Town, CPIC, PB, ZB	\$	

Action Plan Description		Time-frame	Partners & Resources	Relative Cost	Potential Funding Sources
Objective 4.4 Enhance Palmyra’s connectivity and accessibility through improving infrastructure, including roads, sidewalks, and trails and multi-modal transportation options.					
Action Items	4.4.1 Actively participate in regional parks/recreation and transportation decision-making through coordination with local and regional partners.	Near-Term	Village, Town, CPIC, PB, RTSW	\$	Parks & Trails; OPRHP RTP; Hometown; ESD CIG
	4.4.2 Create and adopt a Complete Streets policy to enhance Palmyra’s overall walkability through balancing the needs of different modes of transportation, pedestrian safety, user age and ability, and land use.	Medium-Term	Village, Town, CPIC, PB, RTSW, WCPD, Consultants	\$\$	NYS DEC CSC; ESD Strategic Planning; NYSDOT TAP
	4.4.3 As part of 4.4.2, examine the existing pedestrian network and identify areas that need repairs and enhancements to improve usability, safety, and enjoyment.	Medium-Term	Village, Town, CPIC, PB	\$	NYS DEC CSC; ESD Strategic Planning; NYSDOT TAP
	4.4.4 Build multi-modal transportation infrastructure such as bike lanes and bicycle boulevards to encourage active transportation routes and promote road safety.	Long-Term	Village, Town, CPIC, WCPD	\$\$\$	NYS DEC CSC; ESD Strategic Planning; NYSDOT TAP

Action Plan Description		Time-frame	Partners & Resources	Relative Cost	Potential Funding Sources
Objective 4.5 Invest in and grow local and regional networks and initiatives that support community well-being.					
Action Items	4.5.1 Work with the Pal-Mac School District to support after-school and other youth programming.	Medium-Term	Village, Town, PMSCD	\$	
	4.5.2 Explore opportunities to address Palmyra's food desert through innovative food-systems projects such as a local food co-op, farmers market, etc.	Long-Term	Village, Town, CPIC	\$	A&M Market; A&M Access
	4.5.3 Work with the Community Center to maintain, enhance, and promote recreation and community-based activities for all ages.	Long-Term	Village, Town, Community Center	\$	

PRIORITY POLICY AREA 5 - NATURAL RESOURCE CONSERVATION & SUSTAINABILITY



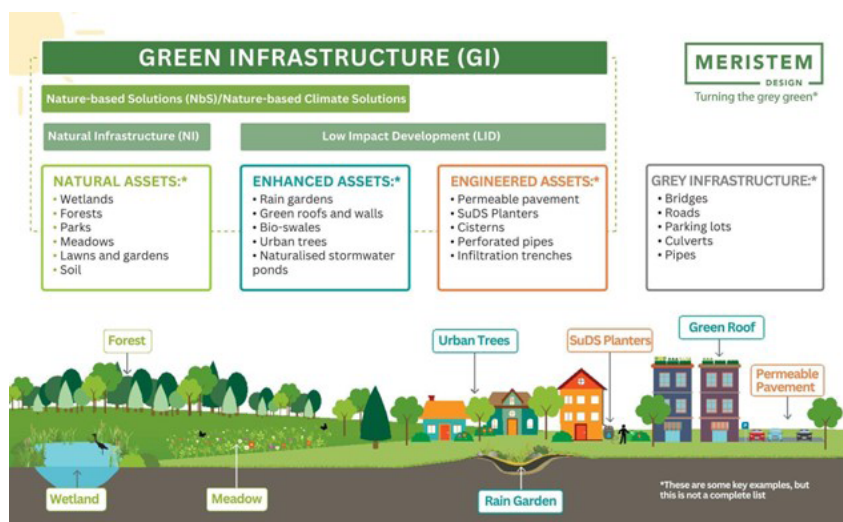
POLICY OBJECTIVES:

- 5.1 Create and enforce policies and regulations that protect Palmyra’s natural resources.
- 5.2 Pursue opportunities to support farmland preservation and sustainable farming practices.
- 5.3 Work with local and regional partners to protect Palmyra’s flora, fauna, wildlife, and watersheds.

This comprehensive plan aims to provide a vision and decision-making framework to enable the Palmyra community to preserve its natural resources. The well-being of residents is intrinsically tied to the health of the natural environment. Regarding these natural assets, from Palmyra’s agricultural lands to the water quality of the Erie Canal and surrounding watersheds, the Village and Town must make intentional choices to preserve the long-term viability of these resources.

resources to review zoning, policies, and building and development regulations to ensure they promote best practices for sustainability and resilience. For example, including green infrastructure and native landscaping requirements are important elements to ensure new development and updates to existing properties encourage sustainability practices and improve Palmyra’s resiliency to increasingly frequent extreme weather events. In particular, incorporating green infrastructure which includes a range of measures that utilize plant and soil systems, permeable surfaces and substrates, stormwater harvest and reuse, landscaping, and sewer and water systems provides a lot of flexibility to enhance overall environmental sustainability (EPA Green Infrastructure).

Natural resource conservation aims to protect and restore ecosystems and preserve biodiversity for current and future generations. Creating and enforcing policies to promote natural resource conservation is a priority to preserve Palmyra’s natural landscape. The Village and Town need to dedicate time and

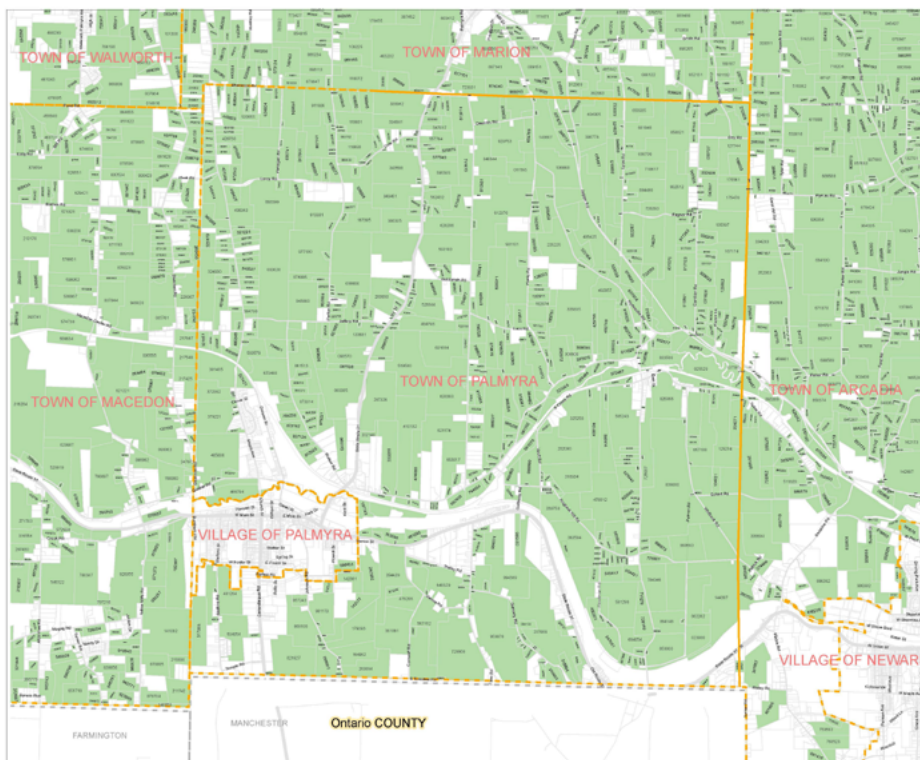



Source: : Green Infrastructure: Creating Sustainable and Resilience Urban Environments, Meristem Design

Agricultural lands comprise a large part of Palmyra’s natural resources, resulting in the need to promote sustainable agricultural practices to meet present needs without compromising the natural environment and the ability of future generations to meet their needs (USDA Sustainable Agriculture). This plan aims to preserve the Town’s rural character by concentrating development in or near the Village. Infill and compact development are essential to prevent suburban sprawl and the loss of viable agricultural lands. The Village and Town will need to be mindful about identifying site for new and infill development to preserve active agriculture lands from development pressure such as housing and renewable energy siting.

The 2023 Wayne County Agriculture and Farmland Protection Plan outlines key trends impacting the County, specifically noting climate change, lack of education, and invasive species as threats to agricultural production. The Village and Town should aim to connect local farmers with County and regional resources such as Cornell Cooperative Extension and the Wayne County Farm Bureau to assist farms with




legacy planning, obtaining conservation easements to ensure their farmland remains protected, and accessing educational and financial resources. The Town should take the lead in building these essential partnerships to ensure the long-term viability of agriculture in the Palmyra community. Recognizing the uncertainty of the future, the Village and Town should be proactive in implementing policies and pursuing planning projects that promote sustainability and natural resource conservation for the betterment of the community. Failure to adequately address the preservation of agricultural lands, water quality initiatives, or other sustainability measures could create hardship for local residents and businesses and deal irreparable damage to the natural environment. The Village and Town should take advantage of the variety of New York State programs ranging from the Local Waterfront Revitalization Program (LWRP) to the Climate Smart Communities Program (CSC) that are intended to help communities identify and implement large and small sustainability policies and projects.





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Agricultural District No. 1

-  Municipal Boundaries
-  Ag District 01 (parcels labelled with last 68's of Tax ID)
-  2024 Tax Parcels

in all the Towns of Wayne County:
Arcadia, Butler, Galen, Huron, Lyons, Macedon,
Marion, Ontario, Palmyra, Rose, Savannah, Sodus,
Walworth, Williamson and Wilcox 4/16/2024
AG01 Acreage= 295,830 11,333 parcels

TOWN OF PALMYRA

Agricultural District No. 1
Modified and continued by Board of Supervisors
Resolution 220-24; April 16, 2024
Next Review Deadline July 8, 2032




SOURCES:

BASE MAP:
AUS road information-1110 Office of Cyber Security (OCS)
Regional Municipality Boundaries NYSCS
Parcel Boundaries: Polygons provided by
Wayne County Real Property Tax
Department March 1, 2023

Countywide Agricultural District

Map Index



0 0.5 1.0 1.5 Miles

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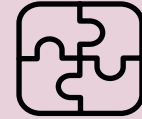
ACTION PLAN

Action Plan Description		Time-frame	Partners & Resources	Relative Cost	Potential Funding Sources
Objective 5.1 Create and enforce policies and regulations that protect Palmyra’s natural resources.					
Action Items	5.1.1 Advocate for design, development, and landscaping that protects and enhances natural resource conservation and resiliency (e.g., permeable surfaces, bioswales, tree canopy, and other green landscaping).	Immediate	Village, Town, CPIC, PB	\$	NYS DEC CSC; EFC EPG; DEC WQIP
	5.1.2 As part of 5.1.1, create an inventory of native plants and feasible natural resource conservation efforts to encourage local implementation (e.g., rain barrel guides, plant inventories, native landscaping design guides).	Medium-Term	Village, Town, CPIC, CCE	\$	NYS DEC UCF; NYS DEC CSC; NYS DEC WQIP
	5.1.3 Update Planning Board Review Forms to include requirements for sustainability and resiliency elements for new development projects (e.g., native planting requirements, renewable energy resources).	Near-Term	Village, Town, CPIC, PB	\$	
	5.1.4 As part of 5.1.2, require that all public and private infrastructure upgrades, building rehabilitation efforts, and new development projects optimize sustainability features.	Near-Term	Village, Town, CPIC, PB	\$	NYS DEC CSC; NYS DEC WQIP
	5.1.5 Complete a Local Waterfront Revitalization Program (LWRP) with funding and support from NYS DOS to create policies and programs to enhance and protect Palmyra’s water and land resources.	Medium-Term	Village, Town, CPIC, PB, Consultants	\$\$	NYS DOS LWRP

Action Plan Description		Time-frame	Partners & Resources	Relative Cost	Potential Funding Sources
Objective 5.2 Pursue opportunities to support farmland preservation and sustainable farming practices.					
Action Items	5.2.1 Review and enforce local code regarding Village and Town preferences for siting of renewable energy assets, including solar and wind installations, to preserve viable agricultural land while supporting renewable energy resources.	Immediate	Village, Town, PB, ZB, WCPD	\$	NYS DOS Smart Growth
	5.2.2 Consider developing an Agricultural Overlay District in the Town to preserve prime farmland and protect farming operations.	Near-Term	Town, PB, ZB	\$	NYS DOS Smart Growth
	5.2.3 Work with the Finger Lakes Land Trust to create public nature preserves to protect Palmyra's farmland, waterways, and natural resources.	Medium-Term	Village, Town, FLLT, CPIC, WCPD	\$	ESD Strategic Planning; NYS DOS LWRP; NYS DEC WQIP
	5.2.4 Partner with community and County organizations to provide education on sustainable farming and agricultural practices.	Long-Term	Village, Town, CPIC, PB, ZB, WCPD, WCFB	\$	

Action Plan Description		Time-frame	Partners & Resources	Relative Cost	Potential Funding Sources
Objective 5.3 Work with local and regional partners to protect Palmyra's flora, fauna, wildlife, and watersheds.					
Action Items	5.3.1 Pursue the Climate Smart Communities (CSC) Certification through the New York State Energy and Research Development Agency (NYSERDA) to advance sustainability and resiliency policies and actions in Palmyra.	Near-Term	Village, Town, CPIC, PB	\$	NYS DEC CSC
	5.3.2 As part of the LWRP, ensure the Waterfront Advisory Committee (WAC) includes local, County, and regional representatives with interest in preserving Palmyra's natural resources.	Medium-Term	Village, Town, CPIC, PB	\$	NYS DOS LWP

PRIORITY AREA 6 - COLLABORATIVE LOCAL GOVERNANCE



POLICY OBJECTIVES:

6.1 Communicate and collaborate with local, regional, and state agencies as well as surrounding municipalities and public service districts.

6.2 Maintain a high level of service and quality of public services, utilities, and infrastructure.

The Village and Town recognize the symbiotic nature between the two geographies and the resulting necessity of collaborative local governance to advance opportunities and address issues that impact both municipalities. This joint comprehensive plan is the first step in laying the groundwork to reinvent what collaborative governance looks like in Palmyra. While many communities have joint service agreements or may have shared boards, few Village and Town governments have consistent and effective relationships that mutually benefit both parties. While the Village and Town have a good working relationship presently, more can be done to maximize synergies to advance the goals and policies outlined in this plan, as well as maximize each entity's resources to improve quality of life for all in Palmyra.

Implementing a systems-oriented approach to community planning will empower the Village and Town to develop systems, processes, policies, and action items to support inter-municipal efficiency and improve overall community resilience. This approach foregrounds a holistic lens to local governance as both a way of thinking and a way of acting. Good governance includes the interplay between decision-making, the deconstruction of communication barriers and information silos, and the appropriate utilization of resources, all with the goals of maximizing efficiencies, enhancing the quality of services, and building social cohesion and trust in the community.

For the Village and Town, incorporating systems-oriented thinking into local governance is both a means to improve internal capacity for each

municipality as well as develop local and regional partnerships. Internal capacity starts with taking the time to step back from day-to-day municipal operations and think strategically about internal processes, staffing, and resources to ensure the Village and Town are operating efficiently and can continually plan for future needs. While the Village and Town each have different needs, good local governance in terms of adequate budgeting and staffing, as well as the allocation of resources to maintain and advance community goals, is the common objective. As such, a systems-oriented approach centers on creating intentional processes and procedures that enhance collaboration between these entities for the betterment of Palmyra as a whole. Building external capacity centers on advancing regional partnerships that fill in the gaps at the local level to ensure entities are not duplicating efforts. Larger governmental entities at the County and state levels have more resources than local governments, and the Village and Town should aim to enhance cooperation with all levels of government.

Moreover, upon the adoption of this plan, the first step for implementing the objectives of this priority policy area will be to create the Comprehensive Plan Implementation Committee (CPIC), which will be charged with overseeing the plan implementation process and ensuring the Village and Town Boards put the appropriate time and resources towards achieving the future vision and goals of this plan.

ACTION PLAN

Action Plan Description		Time-frame	Partners & Resources	Relative Cost	Potential Funding Sources
Objective 6.1 Communicate and collaborate with local, regional, and state agencies as well as surrounding municipalities and public service districts.					
Action Items	6.1.1 Educate the public regarding the separate governmental roles of the Town and Village. (e.g., information on Village/Town websites, annual meetings).	Ongoing	Village, Town, CPIC	\$	
	6.1.2 Plan periodic events for residents to interact directly with elected and appointed officials (e.g., host dialogues with residents regarding current topics, upcoming events, issues, ideas etc.).	Ongoing	Village, Town, CPIC	\$	
	6.1.3 Establish regular (at least bi-annual) Leadership Teams meetings between the Village, Town, and Pal-Mac School District.	Near-Term	Village, Town, PMSCD	\$	

Action Plan Description		Time-frame	Partners & Resources	Relative Cost	Potential Funding Sources
Objective 6.2 Maintain a high level of service and quality of public services, utilities, and infrastructure.					
Action Items	6.2.1 Conduct an annual review of the comprehensive plan implementation progress with the Village and Town Boards and the CPIC.	Ongoing	Village, Town, CPIC	\$	NYS DOS Smart Growth
	6.2.2 Conduct an annual review of all public infrastructure and parks prior to establishing the budget for the next year identifying needs and desired outcomes with specific funding requirements.	Ongoing	Village, Town	\$	ESD Strategic Planning
	6.2.3 Establish forums for Village and Town collaboration on planning of future development and provision of public utilities and services.	Ongoing	Village, Town, CPIC, PB, ZB	\$	
	6.2.4 Develop and maintain a capital improvement plan (CIP) to adequately prepare for, fund, and implement infrastructure and other capital improvement projects.	Immediate	Village, Town, Consultants	\$\$	ESD Strategic Planning; HCR CDBG Facilities, Infrastructure, Planning
	6.2.5 As part of the CPIC, establish a Grant Task Force Committee with the Village and Town to pursue funding for joint planning and project implementation, as appropriate.	Near-Term	Village, Town, CPIC	\$	ESD Strategic Planning
	6.2.6 Establish and maintain a Capital Reserve Fund for accumulating funds to pay for the cost of future capital projects and appropriate funds annually to the Capital Reserve Fund.	Near-Term	Village, Town	\$	
	6.2.7 Conduct an audit of the Village and Town Tax-Exempt Properties to explore opportunities to enhance fiscal sustainability.	Medium-Term	Village, Town, PB, Consultants	\$\$	



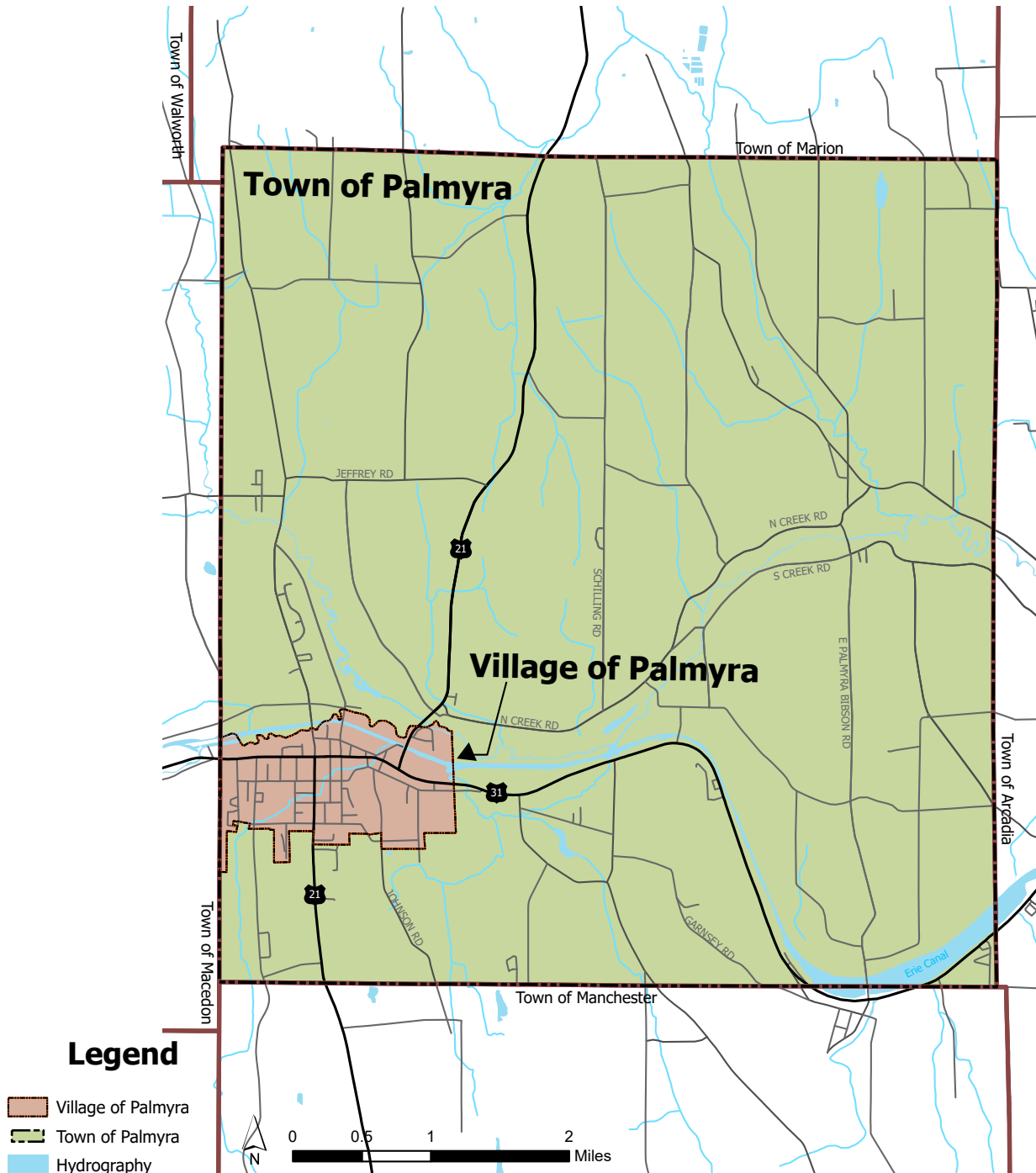
COMMUNITY INVENTORY

WHERE ARE WE NOW

The community inventory provides a foundation for the goals, objectives, and action items outlined in the earlier sections of this plan. Reviewing available data and existing community resources provides a dynamic picture of Palmyra's current community conditions. Understanding the economic, geographic, demographic, cultural, and environmental history of Palmyra provides the basis for targeted and practical goal setting in this plan, as well as the resources to leverage for implementation.

GEOGRAPHY

The Town of Palmyra comprises approximately 33.7 square miles and is located in Wayne County, NY. The Village of Palmyra is in the southwestern corner of the Town and comprises 1.3 square miles. Palmyra is bordered by the Town of Macedon to the west, the Town of Marion to the north, the Town of Arcadia to the east, and the Town of Manchester, Ontario County to the south. The Village of Palmyra is at the junction of NY State Routes 21 and 31, with both roads conjoining for approximately half a mile downtown. The Erie Canal runs through the north edge of the Village.



HISTORY

The land of present-day Palmyra is located along the Montezuma Trail that was known to the Six Tribes of the Iroquois Confederacy and was used to travel to hunting grounds and as access to trade with each other. At the end of the Revolutionary War, the government rewarded the Connecticut soldiers with lands in the Wyoming Valley in Pennsylvania. Pennsylvanians and Tories already occupied the Valley. Initially, these groups disputed ownership and fought for control in the Pennamite-Yankee wars. Weary of conflict, the Connecticut Colony left Pennsylvania to move to the Genesee Country of New York with Captain John Swift.

In 1789, Swift purchased Township 12 Districts 2 and 3, an area of fertile land with water. This settlement took the name of “Swift’s Landing” at the junction of what is now the Erie Canal and Main Street, later changing the name to the District of Tolland. In 1796, the new leadership changed the Town’s name to Palmyra. In 1823, part of the Town’s western territory was broken off to create the Town of Macedon. By 1827, the Village of Palmyra became incorporated. During this same time, the construction of the Erie Canal began to connect the Hudson River in Albany to Lake Erie in Buffalo. The construction of the Canal transformed Upstate New York, making it possible to ship goods across the state using the locks system. Palmyra is known as The Queen of Canal Towns, and the Town’s 10-mile section of the Erie Canal was in use in 1821, four years earlier than the completed Erie Canal in 1825.

In 1792, settlers arrived from Long Island after completing a 500-mile water route, ending up at Mud Creek just west of East Palmyra. They anchored at the mouth of Mill Brook and established the first settlement in the area. In the following years, more settlers arrived, including Humphery Shearman, who purchased 1000 acres on the South side of Mud Creek. Following the Town’s name change from Tolland to Palmyra in 1796, the eastern settlement took the name East Palmyra. The settlement grew, and in 1833, the first Post Office opened.

During the 19th century, Palmyra became an important historical site in the so-called “Burned-Over District”, named for the fast-moving wave of spirituality and religious zeal of numerous religious denominations that converted so many so quickly. Palmyra’s churches and religious movements fiercely competed for converts and many churches were established and prospered during this time.

The Village intersection of Main Street (NYS Route 31) and Canandaigua Street (NYS Route 21) is known for having a church on each of the four corners and was even featured in a well-known newspaper column, Ripley’s Believe It Or Not, in 1938.

Of the four existing church buildings, the Western Presbyterian Church, built in 1832-33, is the only original church structure still occupied by its original denomination. It was a station on the Underground Railroad (UGRR) that hid and assisted escaping slaves seeking freedom in the North. It also served as a major hub for Abolitionist activities. The other three historic denominations that comprised the four church corners included the First Methodist Church on the northwest corner, the Palmyra Zion Episcopal Church on the southeast corner, and the First Baptist Church of Palmyra on the southwest corner.

Known as a site of historic religious diversity, Palmyra is also the location of the beginnings of The Church of Jesus Christ of Latter-day Saints, also known as the Mormon or LDS Church, dating back to the early 1800s. Local printer E.B. Grandin became the first publisher of the Book of Mormon, finishing 5000 copies at a cost of \$3,000 in 1830. This was the second-largest printing of a book in America. The first was the Bible.

The expansion and development of the train system in the late 19th century had a resounding impact on commerce and development in Palmyra. By 1846, the railroads had taken much of the trade away from the Erie Canal. By 1884, the West Shore Railroad B was complete, connecting Palmyra to a broader regional rail network. The rise of the railroads reduced the dependence on the Erie Canal, as they were faster, cheaper, and able to carry larger amounts of cargo.

In the 1840s, Wells Fargo began business as Wells and Pomeroy in Palmyra, delivering local correspondence and packages by hand across Western New York. Today, it is a giant in finances (American Express), banking, and security.

Garlock Packing Company was established in Palmyra in 1887, making sealing rods for steam engines. It grew to have sales offices worldwide and publish its catalog in five languages. It has experienced many mergers, acquisitions, and owners and is the Village's largest employer. Today, it is a global manufacturer and distribution leader of high-performance fluid sealing solutions.

Palmyra remains a celebrated canal town for its historic prominence and continues a legacy as a small manufacturing and agricultural community.

DEMOGRAPHICS

Since 2010, the populations in the Village and Town of Palmyra have declined by 4.7% and 6.7% respectively. Population estimates indicate less than 0.5% population decline in the Village and Town of Palmyra between 2023-2028. Since 2010, both the Town and Village of Palmyra saw an approximately 1.4% decrease in households.

POPULATION

Palmyra Population	Town (Inclusive of Village)	Village
2010	7,975	3,575
2020	7,403	3,305
2023	7,440	3,408
2028	7,331	3,355

Source: Esri

HOUSEHOLDS

Palmyra Town Households	Town (Inclusive of Village)	Village
2010	3,255	1,513
2020	3,215	1,498
2023	3,213	1,491
2028	3,216	1,487

Source: Esri

MEDIAN AGE

Median Age 2023	Town (Inclusive of Village)	Village
2010	41.8	39.8
2023	44.3	42.4
2028	44.7	42.6

Source: Esri

AGE DISTRIBUTION

Age Distribution 2023	Town (Inclusive of Village)	Village
0-14	16.8%	16.0%
15-24	9.8%	11.0%
25-34	12.2%	13.3%
35-44	12.1%	12.4%
45-54	13.4%	13.1%
55-64	15.2%	14.4%
65-74	12.5%	11.3%
75+	8.1%	7.8%

Source: Esri

Data included in the following analysis was sourced from the 2010 and 2020 US Decennial Census, US Census American Community Survey 5-year Estimates (2017-2021), and Esri Business Analyst Online (Esri).

AT-RISK POPULATIONS

Municipalities need to be aware of the at-risk populations living within their communities in order to provide the necessary resources and support. At-risk populations include a range such as people with developmental and physical disabilities, people experiencing economic vulnerability, and the elderly. These populations are considered at-risk as they may require additional support or resources in times of crisis such as extreme weather events, disasters, or economic disruptions.

In general, the at-risk populations of the Town and Village are similar, though the Village has a higher share of households with a disability and households without a vehicle and the Town has significantly more residents that are over the age of 65. One in four households in the Town and Village of Palmyra has a resident with a disability. 22.2% of Village and 19.9% of Town residents in Palmyra are over the age of 65. The percentages of households living below the poverty line in the Village and Town of Palmyra are 14% and 16.9%, respectively. The majority of households in both geographies have access to a vehicle, with only 2.3% of households in the Town and 4.8% of households in the Village lacking access to a personal vehicle.

At-Risk Categories	Town (Inclusive of Village)	Village
Households with Disability	25.8%	26.5%
Population 65+	22.2%	19.9%
Households without a Vehicle	2.3%	4.8%
Households below the Poverty Level (%)	14%	16.9%
Households below the Poverty Level (#)	461	258

Source: Esri

EDUCATION

The Palmyra-Macedon Central School District (Palmyra-Macedon CSD) contains four schools serving students in the area. The high school and middle school buildings are located along the boundary line between the Towns of Palmyra and Macedon on Hyde Parkway. The intermediate school is located in Macedon. The primary school is on Canandaigua Street (NYS Route 21) in the Village and has housed a school since the beginning of the public school system in 1849.

The Palmyra-Macedon Central School District Offices are located on Cuyler Street in the Village of Palmyra, in the Historic 1850s Carlton Rogers home that housed the Palmyra Free Community Library before it moved to E. Main Street. The school district bus garages and transportation facilities are located on Yellow Mills Road, just west of the Village of Palmyra, off Route 31.

For the 2022-2023 school year, the Palmyra-Macedon CSD had a total K-12 enrollment of 1,685 students. The elementary and intermediate schools enrolled 354 and 361 students, respectively. The middle and high schools had 359 and 595 students enrolled, respectively. The District had approximately 771 students (46%) who qualified as economically disadvantaged.¹ The 4-year graduation rate for the Palmyra-Macedon CSD was 89% in 2018.

Palmyra also has several private schools. The East Palmyra Christian School is affiliated with Classical Christian School International and the Middle State Association. It is located at 2023 East Palmyra Port Gibson Road, next to the church. It has about 145 students enrolled, ranging from pre-kindergarten through grade 12. The Palmyra Bible Church School on Canandaigua Street educates students grades K-8.

As a vital educational partner, Historic Palmyra is among the few approved historic museums to participate in the New York State Ticket to Ride Program. This program allows thousands of area grade schoolers to participate in programs and walks to see and learn how a canal lock functions, discuss the Underground Railroad, and view the amazing wildlife living in an abandoned section of the original 1823 canal. The program helps the pre-approved participating schools to offset transportation and participation costs.

EDUCATIONAL ATTAINMENT

Educational Attainment 2023	Town (Inclusive of Village)	Village
Less than 9th Grade	1.7%	2.1%
9-12th Grade	4.1%	3.2%
High School Graduate/GED	30.5%	29.1%
Some College, No Degree	18.0%	21.2%
Associate Degree	14.9%	16.2%
Bachelor's Degree	19.1%	16.7%
Graduate Degree or Higher	11.7%	11.6%

Source: Esri

¹ According to the New York State Education Department, a student qualifies as economically disadvantaged if they or their family participates in economic assistance programs such as free or reduced-price lunch programs, Social Security Insurance (SSI), Food Stamps, Foster Care, Refugee Assistance (cash or medical), Earned Income Tax Credit (EITC), Home Energy Assistance Program (HEAP), Safety Net Assistance (SNA), Bureau of Indian Affairs (BIA), or Family Assistance: Temporary Assistance for Needy Families (TANF).

COMMUTING

The Village and Town have net-out commuting populations, meaning more residents are leaving Palmyra for work than outsiders coming into the area for work. According to the 2021 Census On The Map Inflow/Outflow Analysis, the average daily in-commuting population for Palmyra was 1,282, the average daily out-commuting population was 3,274, and 352 people lived and worked in the community. Residents commuting to work are primarily employed in Newark, Macedon, Canandaigua, Lyons, Gananda, and Rochester. The mean travel time to work for residents in the Town is 25.1 minutes (US Census, SO802).



EMPLOYMENT & INCOME

Based on data from 2023, households in the Town, in general, earn higher incomes compared to households in the Village. 37.7% and 40.3% of households earn less than \$50,000 per year in the Town and Village, respectively. 31.1% of households in the Town and 27.2% of households in the Village earn greater than \$100,000 annually. Median household income in the Town is slightly higher at \$67,284 compared to \$63,463 in the Village.

INCOME DISTRIBUTION

Income Distribution 2023	Town (Inclusive of Village)	Village
< \$15,000	11.4%	13.7%
\$15,000 - \$24,999	4.0%	4.4%
\$25,000 - \$34,999	10.5%	11.7%
\$35,000 - \$49,999	11.8%	10.5%
\$50,000 - \$74,999	16.2%	15.4%
\$75,000 - \$99,999	15.1%	16.4%
\$100,000 - \$149,999	17.6%	18.2%
\$150,000 - \$199,000	9.1%	5.8%
\$200,000+	4.4%	3.7%

Source: Esri

MEDIAN HOUSEHOLD INCOME

Household Income 2023	Town (Inclusive of Village)	Village
Median Household Income	\$67,284	\$63,463

Source: Esri

PROJECTED INDUSTRY TRENDS

The table below shows the industry composition by jobs and number of businesses for the Town (inclusive of the Village).¹ In the Town of Palmyra, manufacturing is the largest industry by job count, employing 751 people. Based on industry data projections, the Town of Palmyra can expect the most job growth (by number of jobs) in the manufacturing sector, which is projected to add 243 jobs in the next decade, a 32% increase. The government sector is expected to add 67 jobs, a 15% increase. Only one industry is expected to experience declines in the next ten years: agriculture, forestry, fishing and hunting, which is projected to lose four jobs – 8% of the Town’s current employment in that industry. Industries that have experienced major declines since 2012, including transportation and warehousing; professional, scientific, and technical services; and retail trade are not expected to continue their declines into the next ten years. However, their gains will not be large enough to recover what was lost.

Past and Projected Employment Trends for the Town of Palmyra							
	2012 Jobs	2022 Jobs	2032 Jobs	2012-2022 Change (#)	2012-2022 Change (%)	2022-2032 Change (#)	2022-2032 Change (%)
31 - Manufacturing	658	751	994	93	14%	243	32%
90 - Government	345	458	525	113	33%	67	15%
44 - Retail Trade	288	268	278	(20)	(7%)	10	4%
62 - Health Care and Social Assistance	125	115	126	(10)	(8%)	11	10%
23 - Construction	112	112	123	0	0%	11	10%
72 - Accommodation and Food Services	111	126	146	15	14%	20	16%
81 - Other Services (except Public Administration)	78	90	115	12	15%	25	28%
48 - Transportation and Warehousing	74	15	16	(59)	(80%)	1	7%
56 - Administrative and Support and Waste Management and Remediation Services	67	68	76	1	1%	8	12%
54 - Professional, Scientific, and Technical Services	55	33	33	(22)	(40%)	0	0%
11 - Agriculture, Forestry, Fishing and Hunting	53	48	44	(5)	(9%)	(4)	(8%)
52 - Finance and Insurance	40	39	47	(1)	(3%)	8	21%
71 - Arts, Entertainment, and Recreation	21	29	30	8	38%	1	3%
51 - Information	17	<10	13	I/D	I/D	I/D	I/D
42 - Wholesale Trade	14	<10	<10	I/D	I/D	I/D	I/D
61 - Educational Services	13	12	13	(1)	(8%)	1	8%
53 - Real Estate and Rental and Leasing	10	17	22	7	70%	5	29%
99 - Unclassified Industry	<10	<10	18	I/D	I/D	I/D	I/D
21 - Mining, Quarrying, and Oil and Gas Extraction	0	<10	0	I/D	I/D	I/D	I/D
22 - Utilities	0	0	0	0	I/D	0	I/D
55 - Management of Companies and Enterprises	0	0	0	0	I/D	0	I/D
Totals	2,082	2,202	2,627	120	6%	425	19%

Source: Lightcast Q2 2023 Data Set. I/D = insufficient data. Government sector includes public school system employees.

¹The Town is approximated using the 14522 zip code. No smaller units of measurement were available from Lightcast, hence the omission of Village industry analysis.

HOUSING MARKET

The majority of the Town of Palmyra’s housing stock (59.5%) is owner-occupied, compared to the Village of Palmyra at 45.2%. Renter-occupied housing units comprise 47% and 32.5% of housing stock in the Village and Town of Palmyra, respectively. Of the two geographies, the Town has a notably smaller share of renter-occupied housing. Vacancy rates in the Village and Town are 7.6% and 8.0%, respectively.

HOUSING TENURE

Housing Units 2023	Town (Inclusive of Village)	Village
Owner-Occupied	59.0%	45.0%
Renter-Occupied	32.5%	47.0%
Vacant	8.0%	7.8%

Source: Esri

HOUSING UNITS

Housing Units	Town (Inclusive of Village)	Village
2000	3,179	1,545
2010	3,543	1,654
2020	3,465	1,605
2023	3,492	1,618
2028	3,498	1,618

Source: Esri

HOUSING CHARACTERISTICS - TYPE

Housing Units by Units in Structure 2021	Town (Inclusive of Village)	Village
1, detached	66.9%	48.6%
1, attached	0.9%	2.0%
2	7.8%	13.4%
3 or 4	11.0%	20.3%
5 to 9	6.8%	11.7%
10 to 19	0.3%	0.0%
20 to 49	0.8%	1.8%
50 or more	0.9%	2.0%
Mobile home	4.6%	0.3%

Source: Esri

The housing stock across the Town and Village is primarily single-family detached homes at 48.6% in the Village, and 66.9% in the Town. One in ten of the Town’s housing stock are mobile homes. Over 45% of the Village of Palmyra’s housing stock was built prior to 1939, and less than 1% of the Village’s housing stock has been built since 2010.

The Town of Palmyra’s housing stock is newer compared to the Village, with only 34.3% of units built prior to 1939 and less than 2% of housing units built since 2010. The Town has a higher median home value at \$142,379 compared to the Village at \$135,881.

HOUSING CHARACTERISTICS - AGE

Housing Units by Year Structure Build 2021	Town (Inclusive of Village)	Village
Built 2020 or later	0.0%	0.00%
Built 2010 to 2019	1.3%	0.06%
Built 2000 to 2009	4.2%	4.73%
Built 1990 to 1999	7.8%	4.17%
Built 1980 to 1989	10.8%	3.35%
Built 1970 to 1979	8.8%	6.76%
Built 1960 to 1969	14.6%	13.26%
Built 1950 to 1959	12.3%	12.37%
Built 1940 to 1949	5.9%	9.03%
Built 1939 or earlier	34.3%	46.21%

Source: Esri

MEDIAN HOME VALUE

Median Home Value 2023	Town (Inclusive of Village)	Village
Median Home Value	\$142,379	\$135,881

Source: Esri

HOUSING AFFORDABILITY

The following table calculates the minimum household income required to affordably purchase a median-priced home in each respective geography. We use a rule of thumb that 30% of income can go to housing costs before a household is considered burdened by high housing costs. At least 74.2% of households in the Town and 70.1% of households in the Village earn above the calculated threshold for owner-occupied housing, indicating a generally affordable housing stock. Around 84.7% of Town and 81.8% of Village households earn a sufficient annual income to rent a dwelling at the median contract rent price.

AFFORDABILITY

Housing Affordability - Owner-Occupied Housing 2023	Town (Inclusive of Village)	Village
Median Home Value - 2022	\$142,379	\$135,881
10% Down Payment	\$14,238	\$13,588
Remaining Balance	\$128,141	\$122,293
Average Mortgage @7% for 30 years	\$814	\$814
Estimated Additional Costs *	\$292	\$292
Estimated Monthly Mortgage Costs	\$1,137	\$1,106
Household Income Threshold	\$45,480	\$44,240

*Includes Zillow estimated insurance, PMI, and Taxes

Source: Esri, Zillow Mortgage Calculator, MRB Group

Housing Affordability - Renter-Occupied Housing 2023	Town (Inclusive of Village)	Village
Median Contract Rent	\$669	\$670
Household Income Threshold	\$26,800	\$26,760

Source: Esri, MRB Group

ZONING

VILLAGE ZONING DISTRICTS

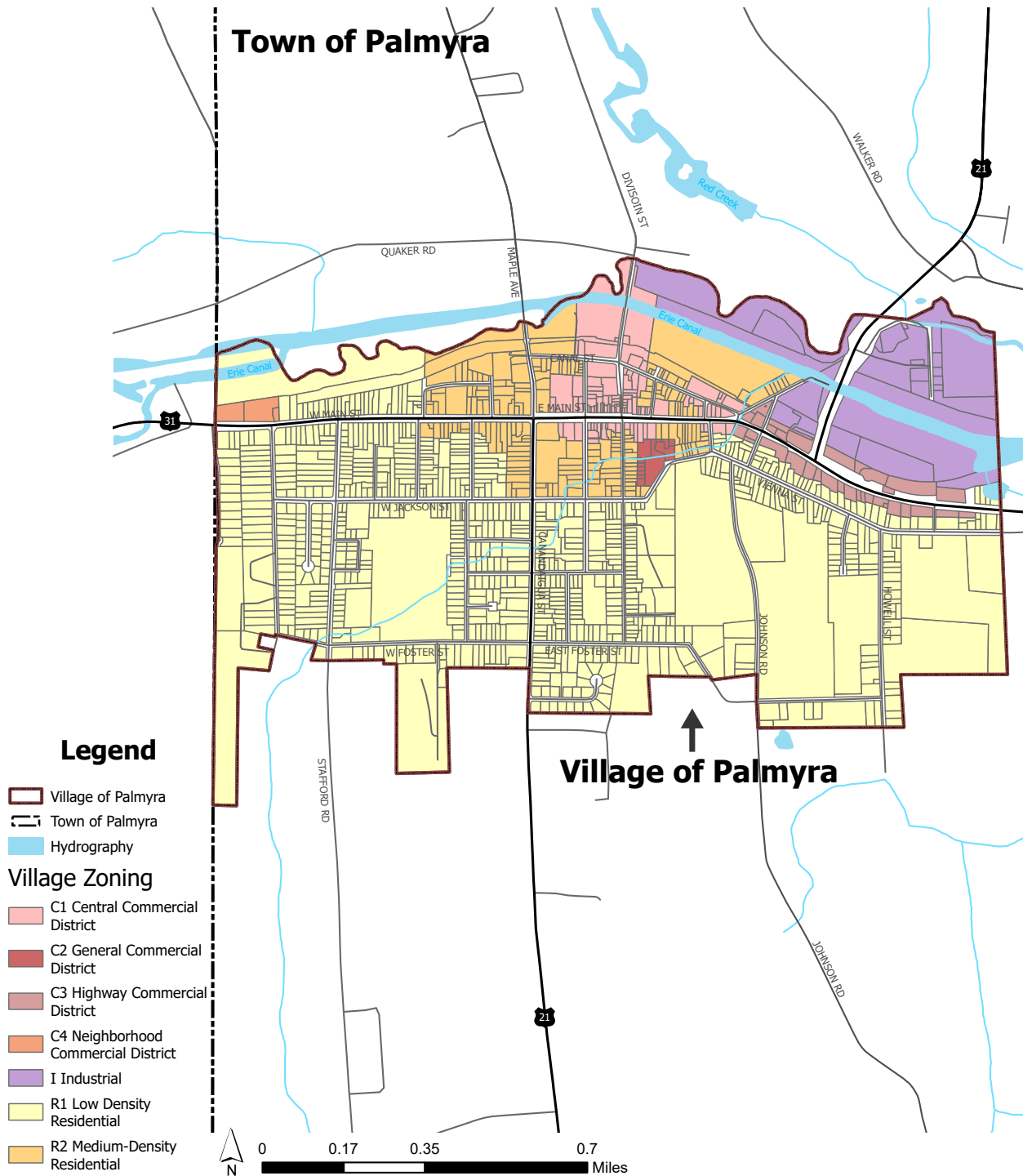
The following table outlines the current zoning districts identified on the current Village Zoning Map. The table provides a high-level overview of the purpose of the existing zoning districts, but please refer to Chapter 200 of the Village Code for more detail.

Zoning Districts	Permitted Uses
C1 Central Commercial District	The C1 Central Commercial District provides for the development and redevelopment of the central shopping district in the Village. The existing zoning intends to establish a safe, convenient, efficient, and attractive shopping center with adequate off-street parking and off-street loading areas. Permitted uses in this district include any use permitted in the R2 District; services including laundry and dry cleaners; banks; club and lodges; entertainment and recreation facilities; hotel and auto court; on-premises manufacturing for food products or hand-crafted goods; newspaper or print publishing; offices; personal service establishments; restaurants and other food service; retail stores; and mortuaries.
C2 General Commercial District	The C2 General Commercial District provides for suitable locations for the growth and continued operation of distributive and other generally nuisance-free industries to protect the character of the Village. Permitted uses include those allowed in C1 except residential dwellings; warehousing and wholesale business carried out entirely within the building; and manufacturing of goods provided minimal nuisance concerns.
C3 Highway Commercial District	The C3 Highway Commercial District provides for uses relating to the sale and service of motor vehicles and other mobile equipment requiring space; uses involving storage and sale of bulk commodities; and other uses that protect the general appearance of the Village and do not adversely impact the neighboring uses. Permitted uses include automobile repair garages; laundry and dry cleaning facilities; entertainment and recreation facilities; clubs or fraternal organizations; drive-in banks; greenhouse and other plant nursery facilities; public uses; restaurant and food service uses; sale or rental of automobiles, boats, machinery, equipment, construction and building materials; sales rooms; gas stations; offices; personal service establishments; retail trade stores; and warehousing and wholesale businesses.
C4 Neighborhood Commercial District	The C4 Neighborhood Commercial District provides for low-traffic businesses in suitable locations while protecting the nearby residential and/or commercial areas. Permitted uses include motor vehicle sales; automobile repair; offices; retail sales; manufacture for sale of food products or hand-crafted items; printing and publishing; and furniture repair and refinishing.
I Industrial	The I Industrial District provides suitable locations for the growth and continued operation of industrial uses that adhere to non-nuisance character to protect the general feel and atmosphere of the Village and provide protection from nearby residential environments. Permitted uses include customary agricultural operations; public utility storage and service; manufacturing and processing of goods; any use permitted in C3; and any public use.

<p>R1 Low Density Residential</p>	<p>The R1 Low Density Residential District is intended to provide for the development and quiet enjoyment of low-density residential use. Permitted uses include the following cemeteries; churches; one- and two-family dwellings; educational institutions and schools; institutional homes; public parks and recreational uses; and other public uses other than of an industrial nature.</p>
<p>R2 Medium Density Residential</p>	<p>The R2 Medium Density Residential District provides, in areas located in close proximity to the Village center, for low-density multi-family residential construction that is compatible with the character of the Village and adheres to adequate protection of residential uses as well as transitional uses that serve the Village center.</p>
<p>RC1 Commercial Overlay</p>	<p>The RC1 Commercial Overlay District provides suitable locations for the establishment of residential and commercial uses. The overlay district intends to limit and restrict uses that are incompatible with the residential and commercial uses nearby. The RC1 District is an overlay for the R1 District. Permitted uses include offices for business, administrative and professional entities, corporate headquarters, and government; salesroom or shops for builders, contractors, or artisans; stores and shops for retail trade; manufacturing for retail sale on pre-made food products or hand-crafted items; and health and fitness centers.</p>
<p>RC2 Commercial Overlay</p>	<p>The RC2 Commercial Overlay District provides for the establishment of residential and commercial uses that are compatible with the neighboring uses and adhere to the general character of the Village. The RC2 District is an overlay for the RD2 District. Permitted uses include offices for business, administrative and professional entities, corporate headquarters, and government; stores and shops for retail trade; and manufacturing for the sale on the premises of food and hand-crafted items.</p>

CURRENT ZONING

VILLAGE OF PALMYRA



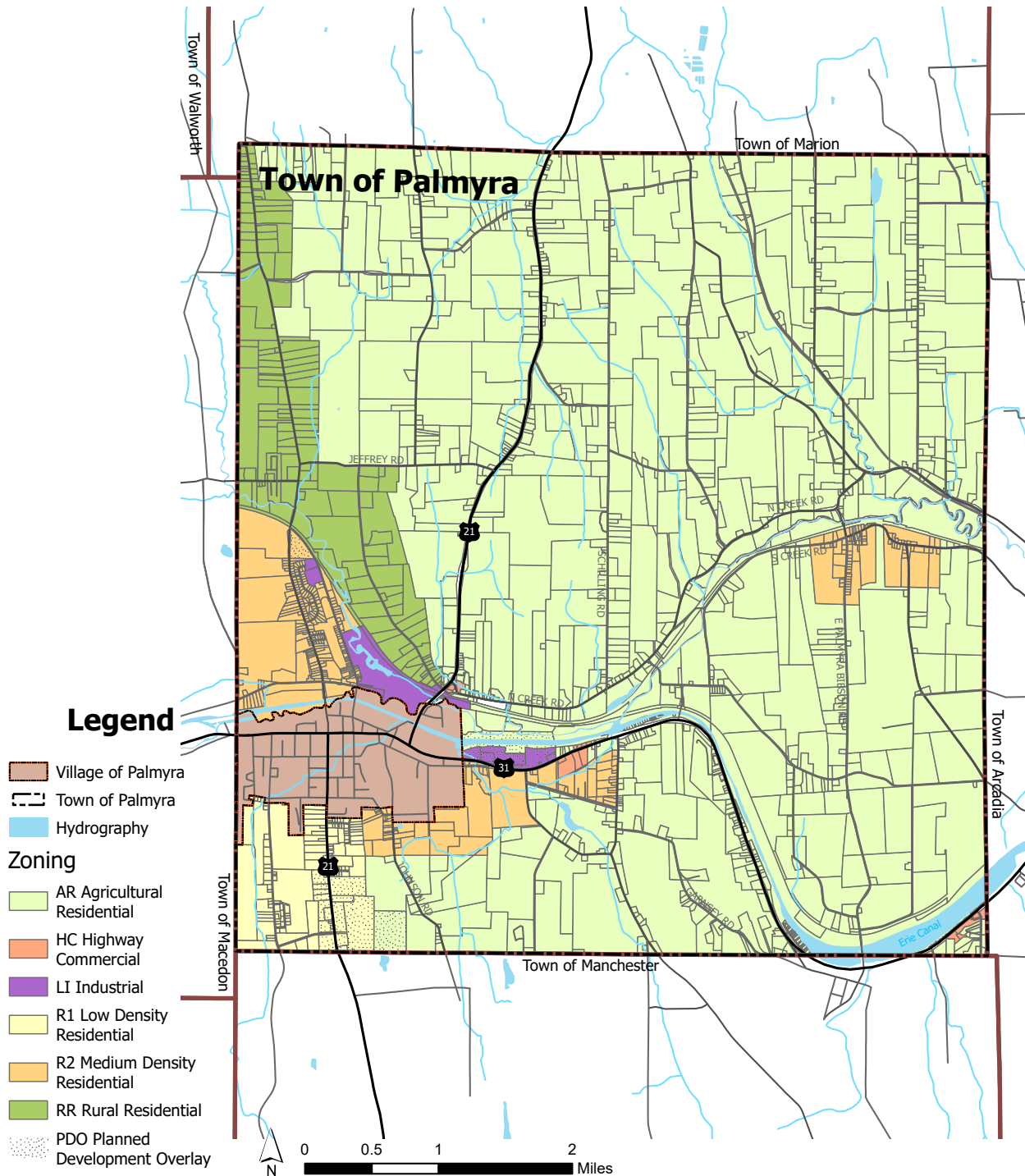
TOWN ZONING DISTRICTS

The following table outlines the current Zoning Districts identified on the current Town Zoning Map. The table provides a high-level overview of the permitted uses, but please refer to Article V and Article VI of the Town's zoning code for more detail.

Zoning Districts	Permitted Uses
AR Agricultural Residential	The Agricultural/Residential (AR) District intends to protect agricultural lands and uses from incompatible uses and development; to maintain an open rural character of the community; to assure compatible types and densities of development; to protect for low-density, rural development, and to protect the natural environment. Permitted uses include: agriculture (except that animal husbandry shall require a minimum of five acres); one- and two-family dwellings; farm produce stands; and public park or recreation areas.
HC Highway Commercial	The purpose of the HC Highway Commercial District is to provide for business establishments to serve the needs of Palmyra residents. Permitted uses include: single- and two-family dwellings; agriculture, retail, service and general business, including farm markets and farm produce stands; professional offices; restaurants and taverns; custom shops such as printing, electrical, heating, plumbing, woodworking, assembling, converting, altering, finishing, cleaning, or other processing businesses; hotels and motels; motor vehicle repair; motor vehicle, boat, or manufactured home sales or rentals; gasoline stations; outdoor commercial recreation facilities; agricultural distribution and processing facilities; essential services and public utilities; public and semi-public buildings and grounds; newspaper printing; commercial storage; drive-in businesses; indoor commercial recreation facilities; funeral homes; theaters, and places of amusement.
LI Industrial	The LI Light Industrial District intends to provide for manufacturing, assembly, storage facilities and other compatible business uses, and to ensure that these uses will not be detrimental or hazardous to the surrounding community. Permitted uses include any industrial or agri-industrial businesses that involve the processing, assembly, or packaging of agricultural products or previously prepared or refined materials, provided that such activities are not harmful to the surrounding environment.
RI Low Density Residential	The R1 Residential District aims to provide a stable environment for residential development, free from incompatible uses, in areas that are served by both public water and sewer. Permitted uses include: one- and two family dwelling; public parks or recreation areas.
R2 Medium Density Residential	The R2 Residential District intends to provide for residential development, free from incompatible uses, and to protect the natural environment in areas that are not served by public sewer. Permitted uses include: agriculture; one- and two-family dwellings; public parks, or recreation areas.
RR Rural Residential	The RR Rural Residential Districts aims to provide a stable environment for low-density rural residential development, free from incompatible uses. Permitted uses include agriculture; one- and two-family dwellings; public parks, or recreation areas.

CURRENT ZONING

TOWN OF PALMYRA



MUNICIPAL FACILITIES & SERVICES

TOWN & VILLAGE HALLS

The Town governmental offices are at 1180 Canandaigua Road, south of the Village. The Town offices moved to this facility in 2002 from the prior Town Hall building on Main Street. The Supervisor, Clerk, Code Enforcement Officer, Assessor, and Town Historians have offices in the Town Hall building. The Town Board holds their regular meetings in the large meeting rooms available in the building.

The Village governmental offices are located at 144 East Main Street in the downtown district, originally built in 1868. The building has a rich history, as it has been home to many community services. The second floor of the building originally served as an 800-seat opera house with a stage, mezzanine, and a 24-foot ceiling until its closure in the mid-1930s. The area remained vacant for decades until it was repurposed in 1970 as the Village Community Center. It was later vacated following the construction of a new center in 1979. The second floor of Village Hall has remained vacant due to code and safety concerns; however, there is extensive community support to pursue restoration efforts. Historically, the first floor of Village Hall had a long central hallway with the post office on the east side and the Village Fire Department engine bay on the west side. The first-floor rear section was home to the Police Justice and Trustee's room. The lock-up (jail) was located in the basement. It is no longer used but remains in its original condition. A standalone fire station was constructed in the Village in 1972. The first floor of Village Hall currently contains the remodeled offices of the Mayor, Clerk-Treasurer, Village Police Station, and Courtroom. The Village Board holds regular meetings in the large multi-purpose room on the first floor.

JOINT VILLAGE & TOWN SERVICES

The Village and Town have a strong working relationship and have multiple inter-municipal agreements to provide services to the residents of Palmyra.

HIGHWAY DEPARTMENT

In 1996, the Town Highway Department and the Village Public Works Department merged. The Highway Department maintains Town roads and Village streets, including snow removal and the maintenance of drainage ditches and culverts. The Department maintains County roads within the Town boundaries under a contract with Wayne County. The Department is also responsible for maintaining water, sanitary, and storm lines within the Village. The Village water supply comes from Canandaigua Lake through a 1934 Porcelain-lined gravity flow pipeline system. After construction, it was nationally recognized as an engineering marvel of its time. Additionally, the Highway Department engages in regular mutual aid agreements with adjoining townships to maximize resources and equipment.

POLICE SERVICES

A full-time Village Police Department provides 24/7 protection and services within the Village of Palmyra limits. Emergency calls are taken and dispatched by the Wayne County 911 system. For routine business, there is also an office number. The department consists of a Police Chief, Police Clerk, road patrol officers, and school crossing guard personnel.

CODE ENFORCEMENT & PLANNING/ZONING BOARDS

The Village and Town have separate code enforcement offices responsible for their respective geographies. Consequently, there are now also distinct Planning and Zoning Boards for the Village and Town.

FIRE DEPARTMENTS

The Palmyra Fire Department is owned by the Village and provides fire services to the Village and the Town. The ambulance service is outsourced to a private contractor. The Town has a separate contract with the Village to obtain fire service from the Village. The Palmyra Fire Department is an all-volunteer company. The fire house building is located at 615 E Main Street, which is owned and maintained by the Village. The Palmyra Fire Company/Auxiliary activities raise funds to contribute to the upgrading of vehicles and equipment. The Fire Police volunteers provide traffic control during emergencies.

The East Palmyra Fire Department has a contract with the town for fire and rescue service. They cover about half of the Town of Palmyra and support the Palmyra Fire Department in conducting mutual aid services to surrounding towns. The department is all-volunteer, including the fire police and ladies' auxiliary services. The fire house is at 2145 Tellier Road at the main four corners of the hamlet. The department has many fundraisers to help offset the high cost of firefighting equipment and is well-known for their famous Chicken BBQs. The large meeting hall is a community gathering place for many functions.

PARKS & CLUB ROOM

Located on Main Street across from Village Hall, the Village's Parks and Club Room was donated to the Village and is currently used for senior citizen recreational programs and other community programming. As the building is located adjacent to the Village Park, the building is often open to provide public restrooms and comfort space during community events. The Village Code Enforcement Office is located on the first floor of the building. Community organizations utilize the public meeting space, and a weekday senior lunch program with activities is available and run by the Wayne County Department of Aging and Youth.

VILLAGE CEMETERY & PARKS DEPARTMENT

The Building and Grounds Department is responsible for maintaining the grounds and landscaping at the Village and Town Halls, Village and Town cemeteries, the Community Center, Port of Palmyra, and the Erie Canalway trail.



Parks & Club Room



Palmyra Fire Department



Village Hall

COMMUNITY RESOURCES

For a community with less than 10,000 residents, Palmyra is home to a surprisingly wide variety of community resources to provide a high standard of living for residents and visitors to the area.

PALMYRA COMMUNITY LIBRARY

The Palmyra Community Library is located at 402 East Main Street in the Village. It was first chartered in 1906 and has been a vital part of the community for over a century. This 402 East Main Street location was built in 1907 and originally served as the offices of the Garlock Packing Company. The library serves as a vital community hub for the various programs and services it provides to patrons of all ages.

PALMYRA COMMUNITY CENTER

Palmyra has had a community center since 1945. The current facility was constructed in 1979 on Stafford Street in the Village and has had expansions and updates since then. The facility contains two full-size gymnasium/basketball courts, a large multi-use indoor sports room, an adult cardio exercise room, and game and meeting rooms. The center also features a variety of youth and adult sports and fitness programs. This is a year-round facility with a large parking lot and an outdoor activities area with an adjoining playground.

COMMUNITY EVENTS

The Wayne County Fairgrounds are in the heart of the Village of Palmyra on West Jackson Street. Since the first fair in 1849, the fairgrounds have undergone multiple rounds of renovations, including the construction of the Floral Hall in 1856, the grandstands in 1895, a racetrack, and multiple commercial buildings. The present-day fair is hosted over six days in August and typically averages over 30,000 attendees to view the hundreds of fair exhibitors who compete in 4-H, agricultural, and domestic competitions. There is a midway, ongoing entertainment, auctions, tractor pulls, a demolition derby, and a Fair Parade.



Palmyra Community Center



Palmyra Community Library



Canaltown Days Parade

PARKS, TRAILS, & RECREATION

Parks and trails, water access, and recreational amenities are essential to maintaining Palmyra's quality of life. Thanks to the community's location along the Erie Canal, residents in the Village and Town have easy access to a variety of unique recreational amenities.

VILLAGE OF PALMYRA PARK

The Village of Palmyra Park is located next to the Parks and Club Building at 149 East Main Street. The park features a playground, picnic facilities, and a bandstand. During the summer months, the Village and other community organizations sponsor activities in the park, including movies, concerts, and festivals.

PAL-MAC COUNTY AQUEDUCT PARK

Located at 2685 NY-31, the Palmyra-Macedon Aqueduct Park is a three-acre historic site along Lock #29 on the Erie Canal just west of the Village of Palmyra. The Aqueduct Park is the site of the historic restored Aldrich Change Bridge and offers a pavilion that is available for reservations. The park includes grilling and picnic facilities, trail access to the Erie Canal Trail, and a public boat launch with fishing access. The park straddles the Village and Town of Macedon line but is owned and maintained by Wayne County.

SWIFT'S LANDING PARK

The park is located off Route 31, featuring 17 acres of parkland along the Ganargua Creek. The park's amenities include an open pavilion, grilling and picnic facilities, a playground, a bathroom, and fishing access. The park is owned and maintained by Wayne County.

PROSPECT PARK

Prospect Park is located at 355 Spring Street and contains a trail that connects Johnson and Spring Streets. At the top of Prospect Hill, there are walking trails, picnic areas, an in-service water tower, and remains of the old water plant.

PROSPECT HILL PARK

Located west of Johnson Street and north of Prospect Drive in the Village, this park is underutilized due to the lack of motor vehicle access and parking facilities, as well as a steep incline which limits pedestrian access. Due to these factors, the park is not currently maintained by the Village or Town.



Pal-Mac Aqueduct Park



Village Park



Prospect Hill Drive

PALMYRA TERMINAL WALL AREA

The Terminal Wall, located at the foot of Park Drive, one block North of Canal Street and East Main Street, was constructed to allow boats too large to dock at the Port of Palmyra Marina to dock parallel to shore and remain in the canal. There is a large, lit parking lot, benches, and a launch for small boats.

ERIE CANALWAY TRAIL

The historic Erie Canal transects the Village and is now a part of the Erie Canalway National Heritage Corridor. While originally constructed for commerce, the canal is now more often used for recreation. The physical canal is flanked by the Erie Canal towpath, which has been converted into a walking and biking trail. The Canalway Trail begins in Buffalo at the Buffalo State Harbor along Lake Erie. It continues east to the Hudson River in Albany. The Canalway Trail is a major attraction in Upstate NY, as people can boat, kayak, and paddle in the canal and cycle, walk, and run along the adjacent path. During peak tourism seasons, Palmyra experiences many tourists and recreationists utilizing the trail and canal. In 1821, the first canal boat to launch and travel Palmyra's 10-mile section of the Erie was the Myron Holley, built in Palmyra and named after the first commissioner of the Erie Canal. The boat was originally launched in the still-existing basin that is now utilized for the Port of Palmyra Marina docking facility.

Construction for the Erie Canal first began in 1817 in Rome, NY, with the Grand Opening of the Erie Canal occurring in 1825. At the time of the Grant Opening, the Canal contained 83 locks, 57 of which still exist in the present day; Erie Canal Lock 29 is an important historical landmark in Palmyra, located in the Palmyra-Aqueduct Park.

PORT OF PALMYRA MARINA

The Port of Palmyra Marina, located adjacent to Market Street and Division Street, is within walking distance of the downtown business district in the Village. The Village constructed the marina in 2002 with financial assistance from a federal grant program. The marina includes a dock, sewage pump-out facilities, water and electric hookups, and a canoe/kayak launch. The surrounding land is a community park and comfort station with a picnic pavilion, bathrooms, and showers.

PALMYRA WETLAND NATURE TRAIL

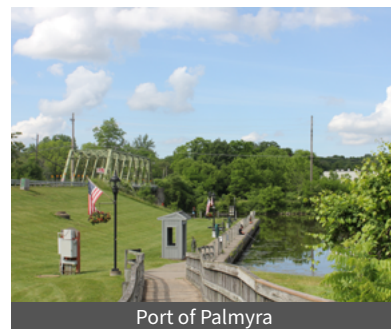
The Wetland Trail is a one-mile loop located off Maple Avenue opposite Canal Street. The trail's wetlands were formed by excavations of the Erie Canal construction. The trail includes a self-guided flora and fauna tour that loops around a water-filled landlocked section of the original Erie Canal. Visitors will see turtles, snakes, herons, ducks, geese, and birds of prey.



Erie Canal Trail



Palmyra Wetland Nature Trail



Port of Palmyra

HISTORIC PRESERVATION & HISTORIC SITES

Located along the Erie Canalway National Heritage Corridor, Palmyra boasts many historic sites and buildings with ties to the area's rich and cultural history. Historic preservation is and continues to be a priority for the community.

VILLAGE HISTORIC PRESERVATION COMMISSION & HISTORIC DISTRICT

The Village has a Historic Preservation Commission that strives to protect and enhance the historical, architectural, and cultural heritage of Palmyra, as well as engender civic pride in the community. As part of their work, the Historic Preservation Commission developed a suggested Architectural Design Guideline to encourage new development and any redevelopment activities to preserve the form and character of the downtown.

The Palmyra Village Historic District encompasses the historic commercial, civil, religious, and residential core of the Village and includes 207 buildings, two contributing sites, seven contributing structures, and one contributing object. The current historic district was formed in 2009 and was recognized by the National Register of Historic Places following the consolidation of the previous Market Street Historic District, East Main Street Commercial Historic District, and the Zion Episcopal Church.

The reforming of the district expanded the boundaries to include the Palmyra Village Civic Center area, the four churches area, the Swift Cemetery area, residential West and East Main Streets, residential Cuyler Street, East and West Jackson Streets, the Wayne County Fairgrounds, and the Palmyra Elementary School area. Notable historic buildings within the district include the Village Hall, the Griffith Block, First National Bank, First Methodist Church, the Western Presbyterian Church, First Baptist Church, St. Anne's Roman Catholic Church, the Alexander McKachnie House, the Garlock Office Building, the Sherburne Ford Building, the Carlton Rogers House, Floral Hall, and the Palmyra Elementary School.

In 2014, arson destroyed three historic Main Street buildings and damaged a fourth building, all dating back to the mid-1800s during the height of the Village's Erie Canal era. Following the fire, the Village worked with the property owners to condemn, demolish, and rebuild the structures in the downtown. The most notable rebuilding includes the reconstruction of Mark's Pizzeria, owned by Mark Crane, which was built according to the Architectural Design Guidelines to blend with the other historic structures.

With the help of Historic Palmyra, Palmyra's Historic Commission played an important role in preserving the downtown between 1964 and 1976, during the years of the Federal Government's Urban Renewal Program. Members of Historic Palmyra rallied against plans intended to demolish the Village's original historic business district, move the Village Main Street (Route 31) north of the canal bypassing the Village, and approve the construction of a walking mall.

MUSEUMS

Historic Palmyra is the official name of the private, local, historical society. It holds an NYS Absolute Regents Charter as an educational institution. It is also a 501c3, non-profit, self-supporting organization. Their theme of “Five Museums One Destination” promotes their unique early 1800s buildings and vast collections that represent the history, crafts, and lives of early American pioneers. The five-museum complex is located within a two-block area with a large parking lot and includes the following:

THE ALLING COVERLET MUSEUM & GIFT SHOP

Opened in 1976, this is the first museum dedicated to the art of American Coverlet Weaving. It features the largest collection of American hand-woven coverlets in the United States, currently taking eight years to rotate and display the vast collection. It is located at 122 William Street in the Village. On display are numerous antique looms, weaving/spinning tools, archival documents, a quilt room, and an expansive reference library. The complex’s unique gift shop is located within.

PALMYRA HISTORICAL MUSEUM

Located at 132 Market Street, this museum features 23 themed rooms showcasing over 200 years of American history. The rooms highlight Civil War, Women’s Suffrage, tools, dolls & toys, medical, armed conflicts, fire and police, religion, and more.

ERIE CANAL DEPOT

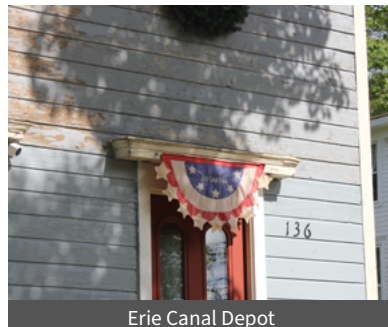
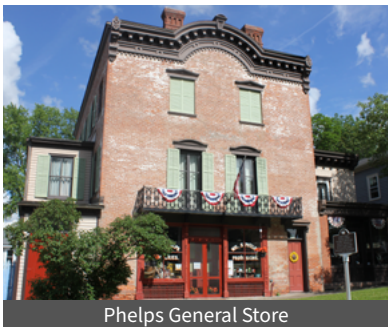
The Depot at 136 Market Street is an 1830s tenant house with basement stables exposing hidden building methods and houses two incredible to-scale dioramas: one of the Whipple Change Bridge and the other of a dual canal lock system. There is a replica canal boat cabin, an interactive knot-tying station, and extensive collections of original artwork and canal antiques.

PALMYRA PRINT SHOP

At 140-1/2 Market Street, the Print Shop houses presses, cutters, and printing hardware manufactured by the John M. Jones’ foundry complex, located in the village, and shipped worldwide via the canal. Jones invented and patented the first working typographer (typewriter) in the U.S. There are hundreds of types of styles and fonts to view. Visitors can see a demonstration of an early printing job from start to completion. Early signs and the vast collection of all things printing depict the evolution of the trade.

PHELPS GENERAL STORE & RESIDENCE

Constructed in 1826 by local businessmen as a rental property for the canal, this building has stood the test of time and has served Palmyra as a boarding house, tavern, bakery, and general store over two centuries. It was operated as a general store from 1868 until closing in 1940. It is known as the finest example of an original canal property still in existence.



CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS (LDS CHURCH) SITES

The Mormon faith has deep roots in Palmyra, as Joseph Smith, the religion's founder, lived on a farm in the Town during the early 1800s. Notable historic sites for the Mormon Church include the following:

The Grandin Building, located in downtown Palmyra, is known as the first publication site of the Book of Mormon.

Hill Cumorah, located on Route 21 South, is the historic location of the annual, outdoor Hill Cumorah Pageant that drew thousands of spectators for one week in July. After 82 years, this event was canceled by Church Leadership which has led to negative economic impacts on local businesses and organizations.

Smith Family Farm, home of Joseph Smith, the founder of the LDS Church, is located in the Town and includes the Sacred Grove, the restored farmhouse, and a reconstructed log cabin.

Martin Harris Farm, located at 2029 Maple Ave, is the home of Martin Harris, who helped finance the first publication of the Book of Mormon. The site grounds are open to the public, but there are no official tours at this time.

The Palmyra Temple, on Temple Road is the 77th operating temple of the LDS Church, first opened in 2000. It is open only to temple-recommended Mormons.



Smith Family Farm



Grandin Building



Palmyra LDS Temple

CEMETERIES

Palmyra has several cemeteries located in the Village and the Town. The largest cemetery is the Palmyra Cemetery, located on Vienna Street, which adjoins the St. Ann's Catholic Cemetery. The General John Swift Memorial Cemetery is located on a drumlin off Church Street in the Village. The East Palmyra Cemetery, located on Whitbeck Road in the Hamlet of East Palmyra, was established in 1807 and was the former Shearman Family Cemetery with the first burial in 1794. The cemetery contains the graves of 250 U.S. Veterans from the Revolutionary War to the present day. Additionally, there is the Cole Burying Ground on Parker Road, the Langdon Cemetery/Carpenter Cemetery on Maple Avenue, and the Parker/Lemuel Durfee Cemetery on Jeffrey Road.

