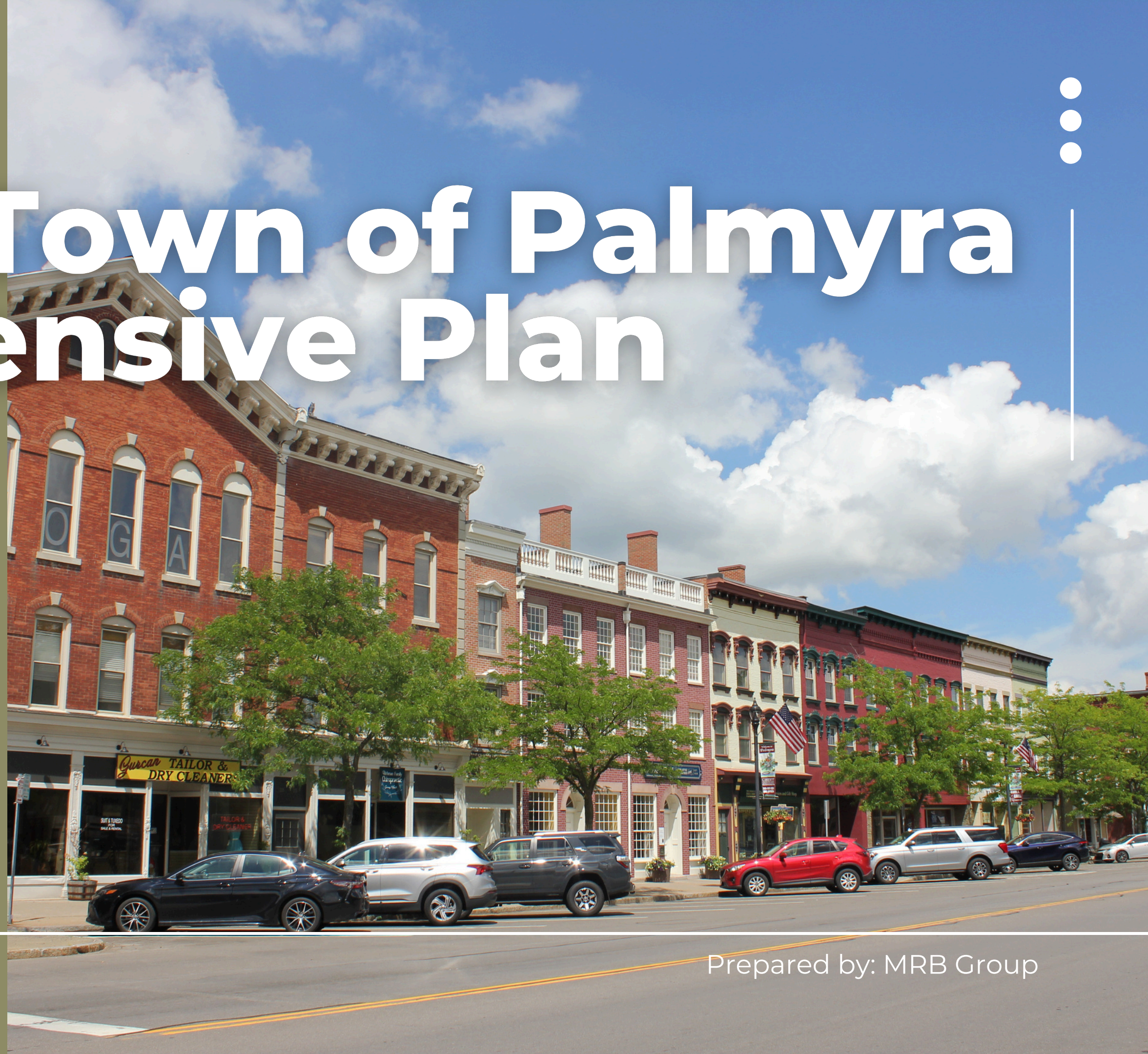


Village & Town of Palmyra Comprehensive Plan

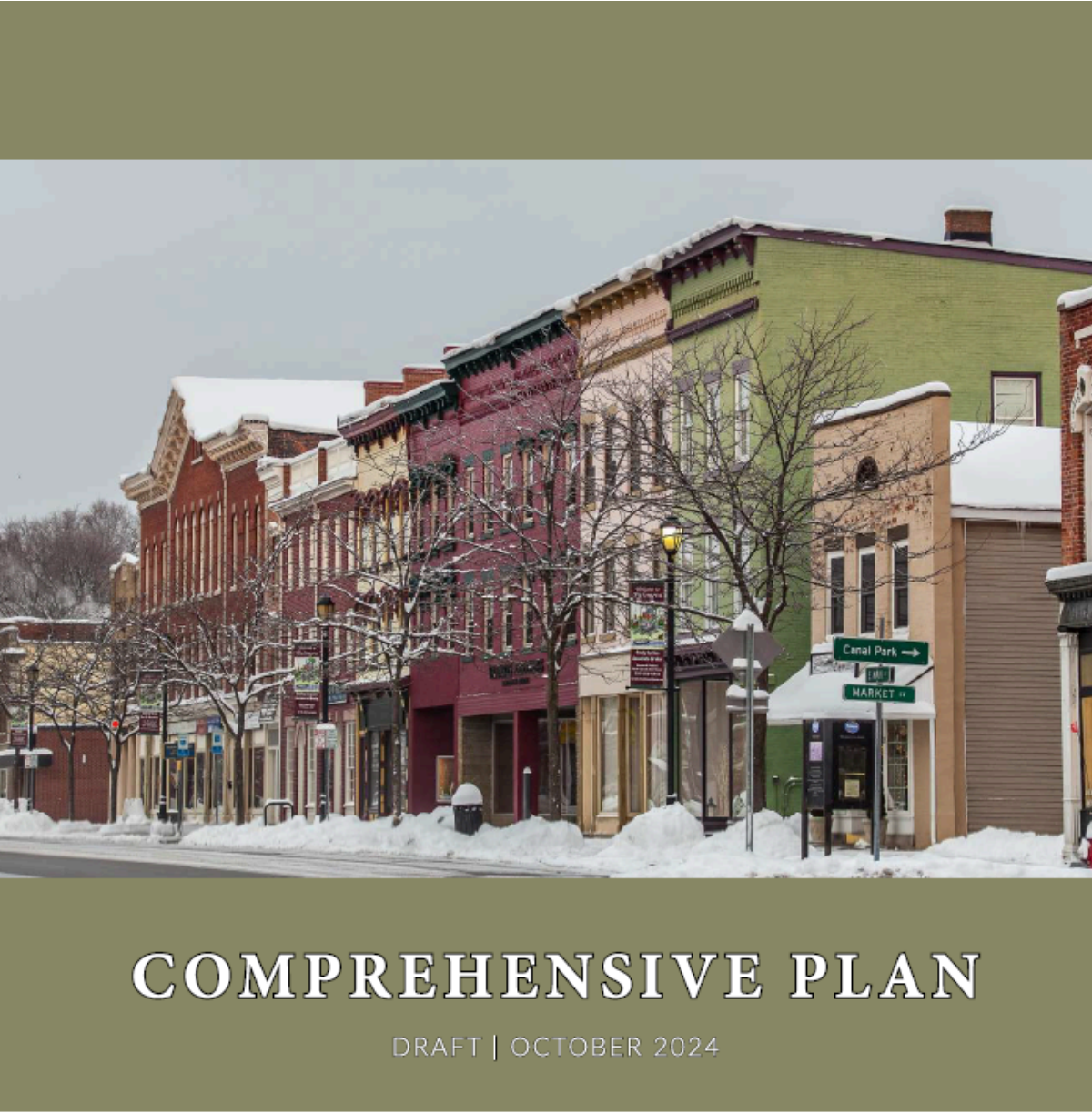
Draft Plan Presentation

November 25, 2024

Prepared by: MRB Group



What is a comprehensive plan?



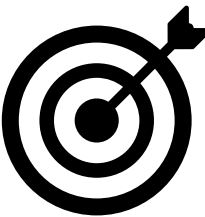
DEFINED VISION

- Establishes a unified community vision for the future of Palmyra



POLICY Document

- Rooted in data and vetted through community engagement, the plan provides a framework to guide decision-making, land use, & resource allocation



ACTION PLAN

- Outlines a 5-year action plan to implement the policies and objectives included in the document



LEGAL DEFENSE

- Creates the foundation for zoning regulations and other land use decisions

VILLAGE & TOWN OF PALMYRA

Planning Process

Phase 1

Discovery & Existing Conditions

The planning process began with a deep dive into an assessment of Palmyra's existing community conditions including demographics and industry analysis, operational conditions, land use, community organizations, and more.

Phase 2

Visioning & Public Engagement

Phase two transitioned from current conditions to planning for the future. Public Workshop #1 was critical during this phase to establish the vision statement, planning principles, and priority policy areas.

Phase 3

Strategy & Plan Development

Building on the planning foundations, phase three focused on developing action items to advance the strategies and objectives included in the plan. Public Workshop #2 enabled the community to provide feedback on proposed action items.

Phase 4

Review & Plan Adoption

During the last phase, the Village and Town Boards and the Palmyra community will review the draft plan and begin the State Environmental Quality Review (SEQR) process. Following the completion of SEQR, the Village and Town will adopt the plan in 2025.



Discovery & Data Analysis

At the beginning of the planning process, the planning team and steering committee developed Palmyra's **COMMUNITY**

PROFILE which included the following:

- History of Palmyra
- Review of prior planning efforts & an audit of the prior comprehensive plan
- Economic Base Report
- Community organizations & resources overview
- Analysis of Village & Town operations

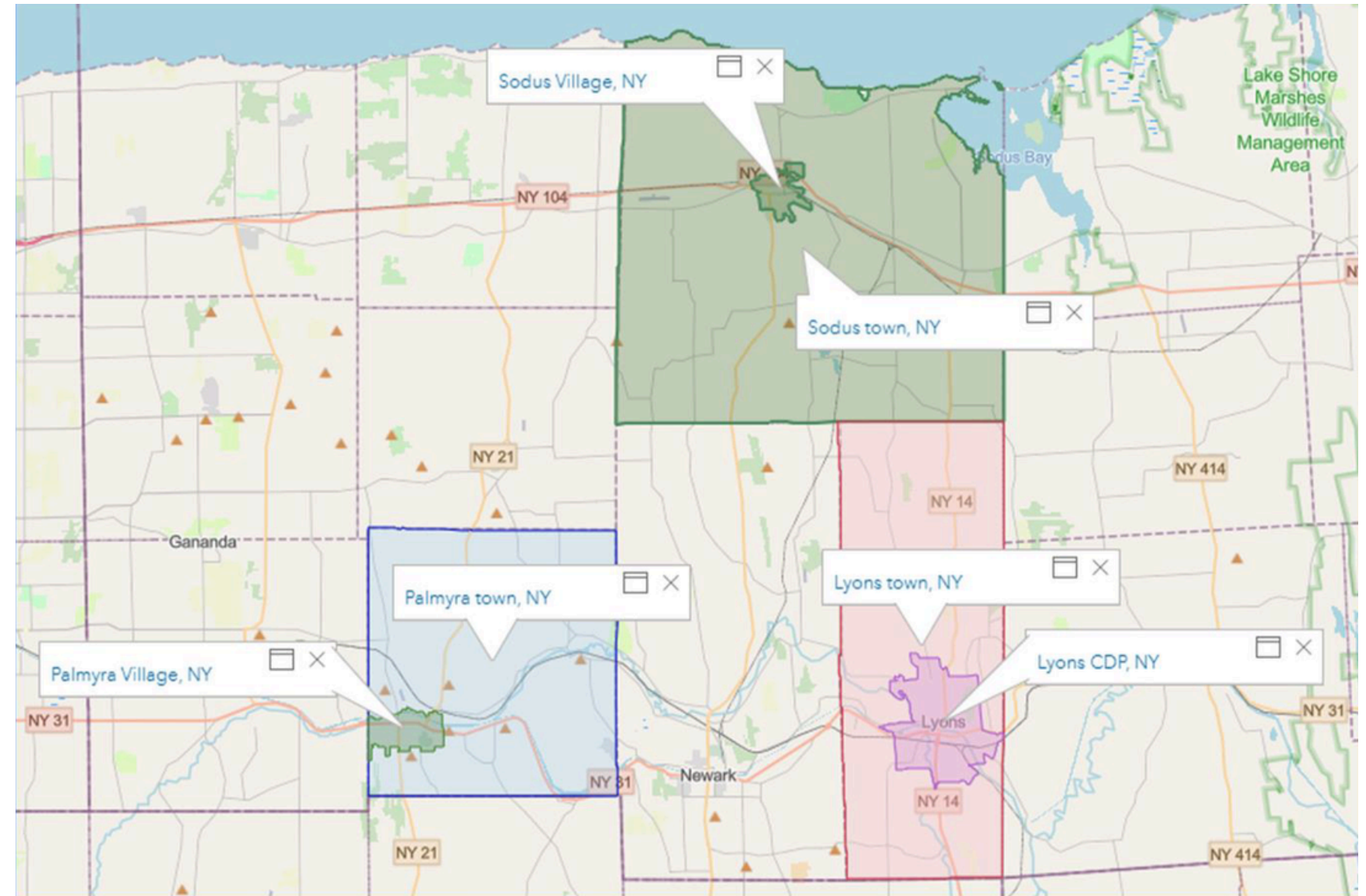
Data for the community profile came from a variety of sources including:

- 2020 Census
- 2018-2023 American Community Survey
- Proprietary data sources including Esri Business Analysis, CoStar, and Zillow
- NYS & Wayne County GIS mapping data

Data Comparison Geographies

Palmyra's Economic Base Report explored data from the Village & Town of Palmyra and the comparison geographies of Sodus & Lyons.

Comparison geographies help to situate Palmyra within a regional context.



Key Data Take-Aways

- **Demographics**

- Since 2010, the populations in the Village and Town of Palmyra have declined by 4.7% and 6.7% respectively to 3,408 and 7,440
- Median household income in the Town is currently estimated at \$67,284 and \$63,463 for the Village
- Median home values in 2023 were \$135,881 in the Village and \$142,379 in the Town, significantly higher than the comparison geographies
- Median age is projected to increase to 42.6 and 44.7 for the Village and Town
 - 22% of residents in the Village and 20% of residents in the Town are 65+
- 14% of households in the Village and 17% of households in the Town are below the poverty line

- **Industry Analysis**

- Major industries include manufacturing, government, retail trade, and accommodation & food service



Key Data Take-Aways

- **Housing**

- 59.5% of the Town's housing stock is owner-occupied and 45.2% in the Village
- 67% of units in the Town and 48.6% of units in the Village are single-family detached
- Palmyra's housing stock is older as 46% of units in the Town and 63% of units in the Village were built prior to 1939
- Housing is currently relatively affordable but rising housing prices are outpacing incomes

- **Education**

- 28.3% of Village residents and 30.8% of Town residents in Palmyra possess a bachelor's degree or higher

Public Engagement

Steering Committee



A steering committee comprised of local residents, business owners, Village and Town representatives, and community organization leaders met 10 times throughout the planning process to guide plan development.

Community Survey



The steering committee developed a community survey to gather feedback about living and working in Palmyra. The survey was open for six weeks and gathered 261 surveys.

Public Workshops



The two public workshops had over 100 cumulative attendees! Public Workshop #1 took place in March 2024 to conduct a SWOT (strengths, opportunities, weaknesses, threats) analysis of Palmyra. Public Workshop #2 occurred in July 2024 to review the proposed plan action items.

Interviews & Focus Groups



The planning team conducted 4+ focus groups and individual interviews with Village & Town staff, community organizations, and the business community to gather a holistic understanding of current and future needs in Palmyra.

Social Media & Press



The planning team developed a number of press releases and social media posts to advertise the planning process and opportunities for public engagement.

Plan Website



At the start of the planning process, the Village and Town staff created a comprehensive plan landing page to provide a central location for all information related to the comprehensive plan.

Engagement Takeaways

key Community Priorities

- Downtown revitalization & community vibrancy
- Small business support
- Preserve small-town feel
- Property maintenance & code enforcement
- Create diversity of housing for people of all ages & lifestyles
- Enhance walkability & multi-modal transportation
- Maintain & improve parks, trails, and recreation
- Support community connectivity & community organizations



Path Forward

Vision Statement

Our vision statement is a **forward-looking**, authentic but aspirational description of the ideal Palmyra; 15-20 years into the future.

Planning Principles

Our planning principles represent the DNA of Palmyra – the shared community values that we will hold ourselves to as we make decisions and allocate resources.

Priority Policy Areas

Our priority policy areas are the issues and opportunities we've identified as the essential "chunky" policy areas to move us most effectively toward our vision.

Action Plan

Each priority policy area has an action plan with identified strategies, projects, and action items to advance the vision and goals outlined in the plan.

Vision Statement

Major Themes:

- Vibrant community
- Blend of historic charm & feelings of a small-town community
- Balance preservation & innovation
- Village & Town will work collaboratively
- Fostering strong community pride & social connectivity
- Strong neighborhoods and diverse housing options
- Downtown as the central community hub
- Enhance walkability & multi-modal transportation routes
- Support environmental stewardship
- Fiscal responsibility to navigate short-term and long-term needs

Planning Principles

Our decisions will be based on the community values that we will be...

Connected

- Collaborate on important decisions & develop policies towards a shared vision
- Nurture the social networks & organizations that support Palmyra
- Take a holistic approach to our community's well-being

Sustainable

- Make informed decisions based on data to protect our natural resources
- Prioritize implementing strategies to enhance our community resilience
- Use smart growth principles, emphasizing compact, walkable, and multi-modal-oriented development

Fiscally Responsible

- Use data to identify and weigh the long-term costs of near-term convenience
- Protect the financial well-being of future generations
- Prioritize long-term financial planning and think strategically to maximize fiscal resources

Cultural Stewards

- Actively preserve and protect our cultural landmarks, community character, and traditions
- Prioritize community learning and educational opportunities
- Promote planning and development that seeks innovative and sustainable approaches to rehabilitate and repurpose existing assets

Priority Policy Areas

Recognizing the need to prioritize effort, the steering committee developed five policy areas to guide the comprehensive plan



Cultural & Historic Preservation

Objectives:

- 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.

Economic Development, Tourism, & Recreation

Objectives:

- 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

● ● ● Downtown Revitalization

● Objectives:

- 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

Infrastructure & Community Connectivity

Objectives:

- 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

● ● ● Natural Resource Conservation & Sustainability

Objectives:

- 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

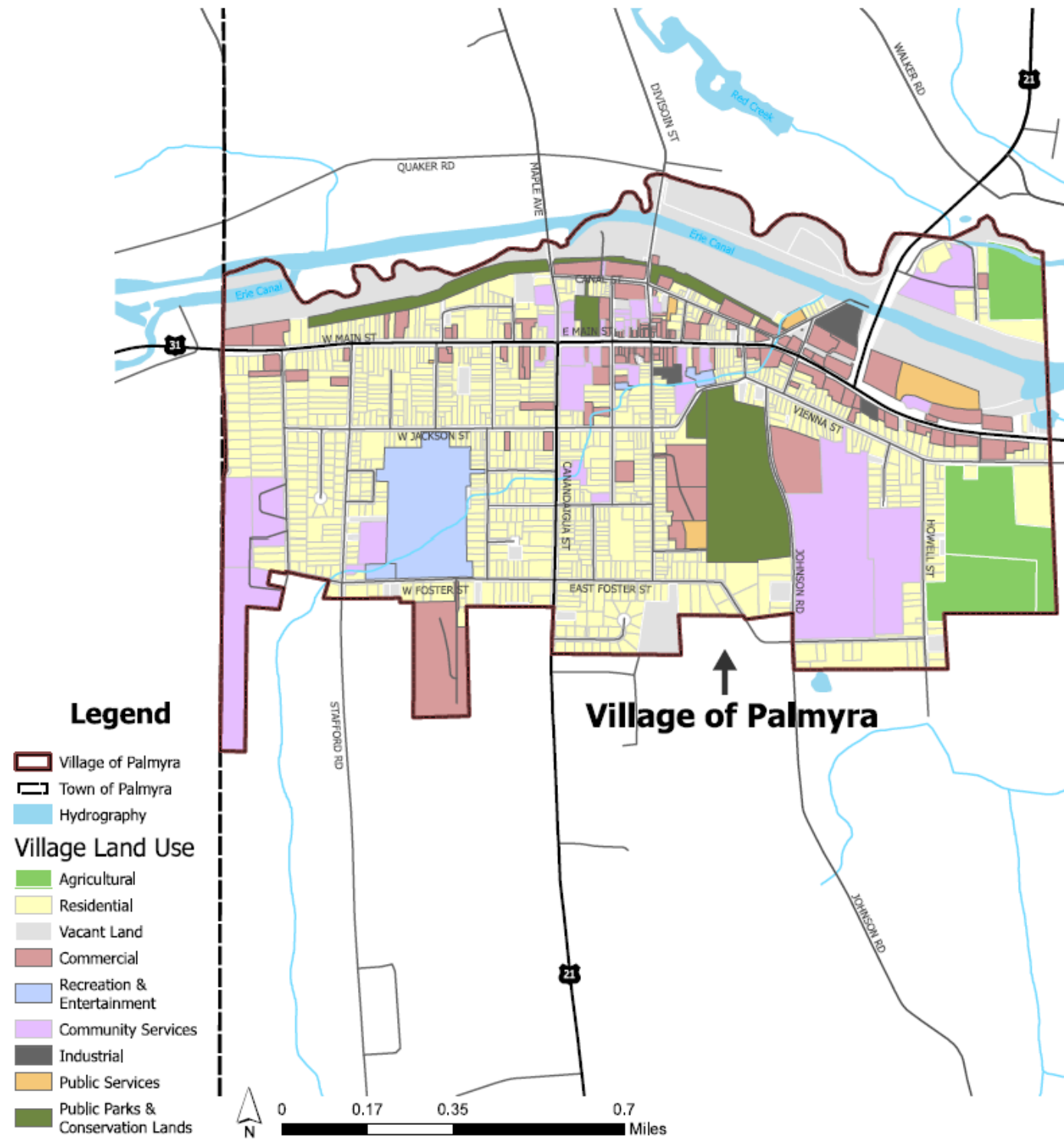
Collaborative Local Governance

Objectives:

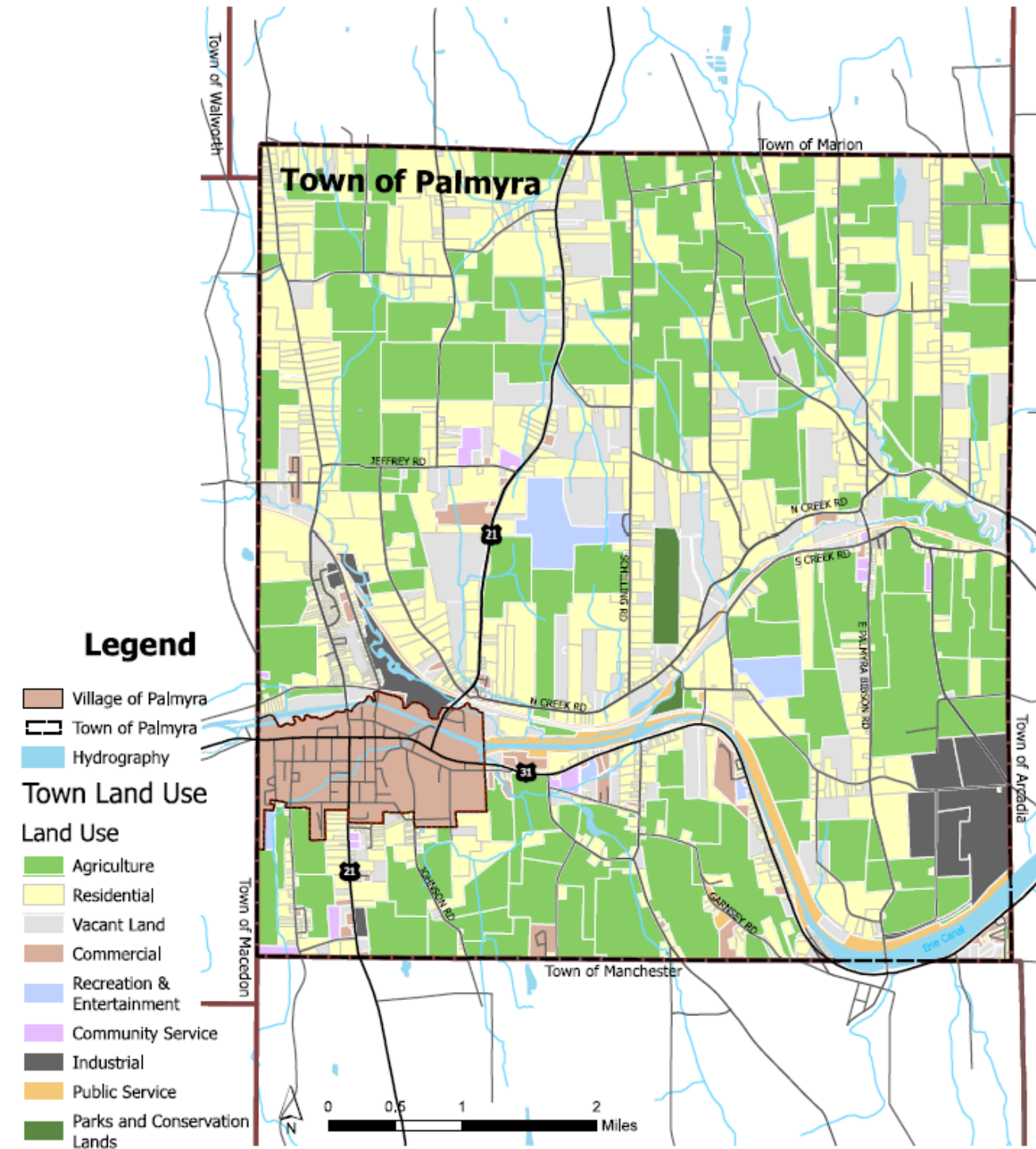
- Enhance cooperation and collaboration between the Village and Town on areas and projects of joint interest
- Communicate and collaborate with local, regional, and state agencies as well as surrounding municipalities and public service districts
- Maintain a high level of service and quality of public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

Current Land Use

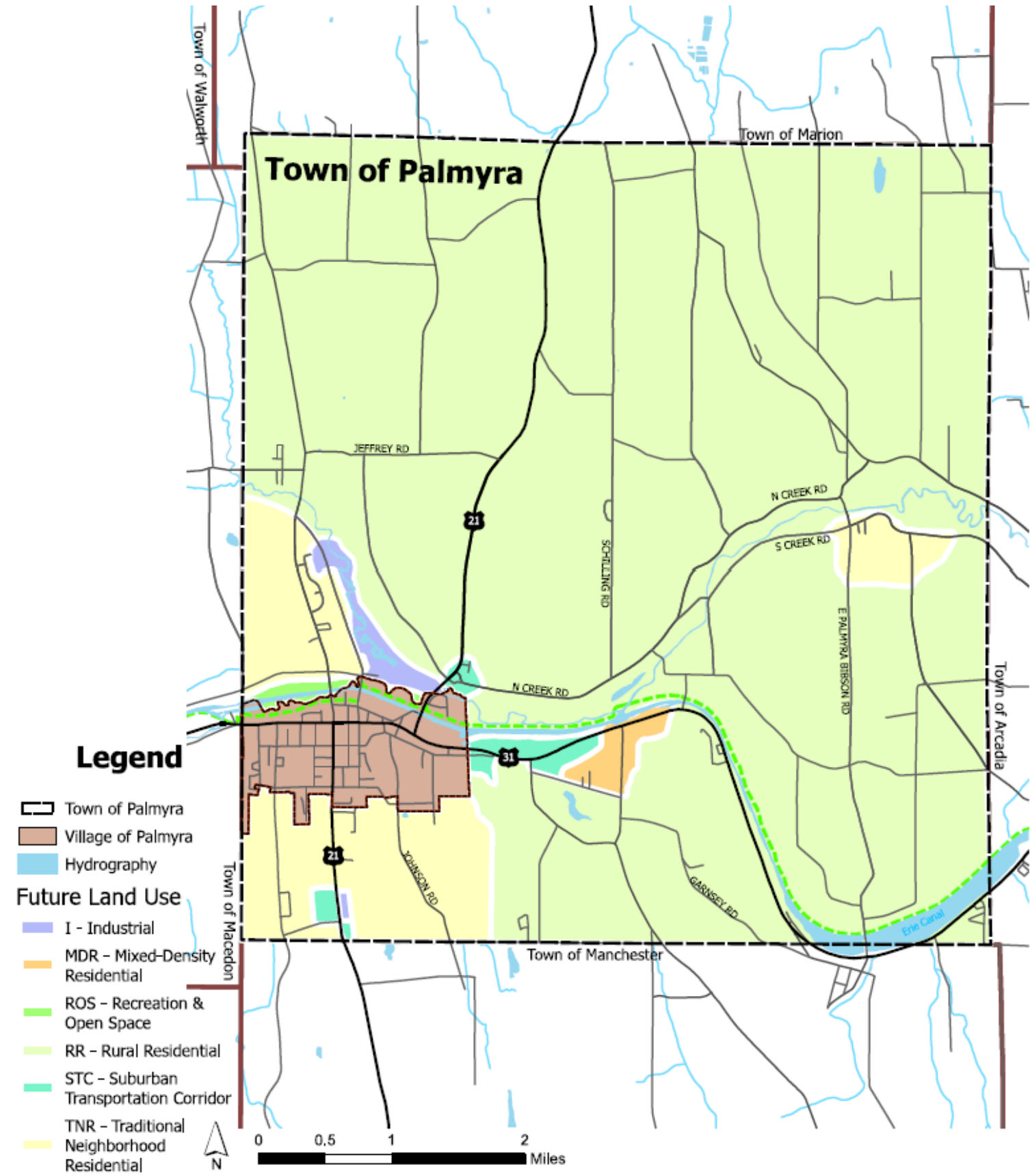
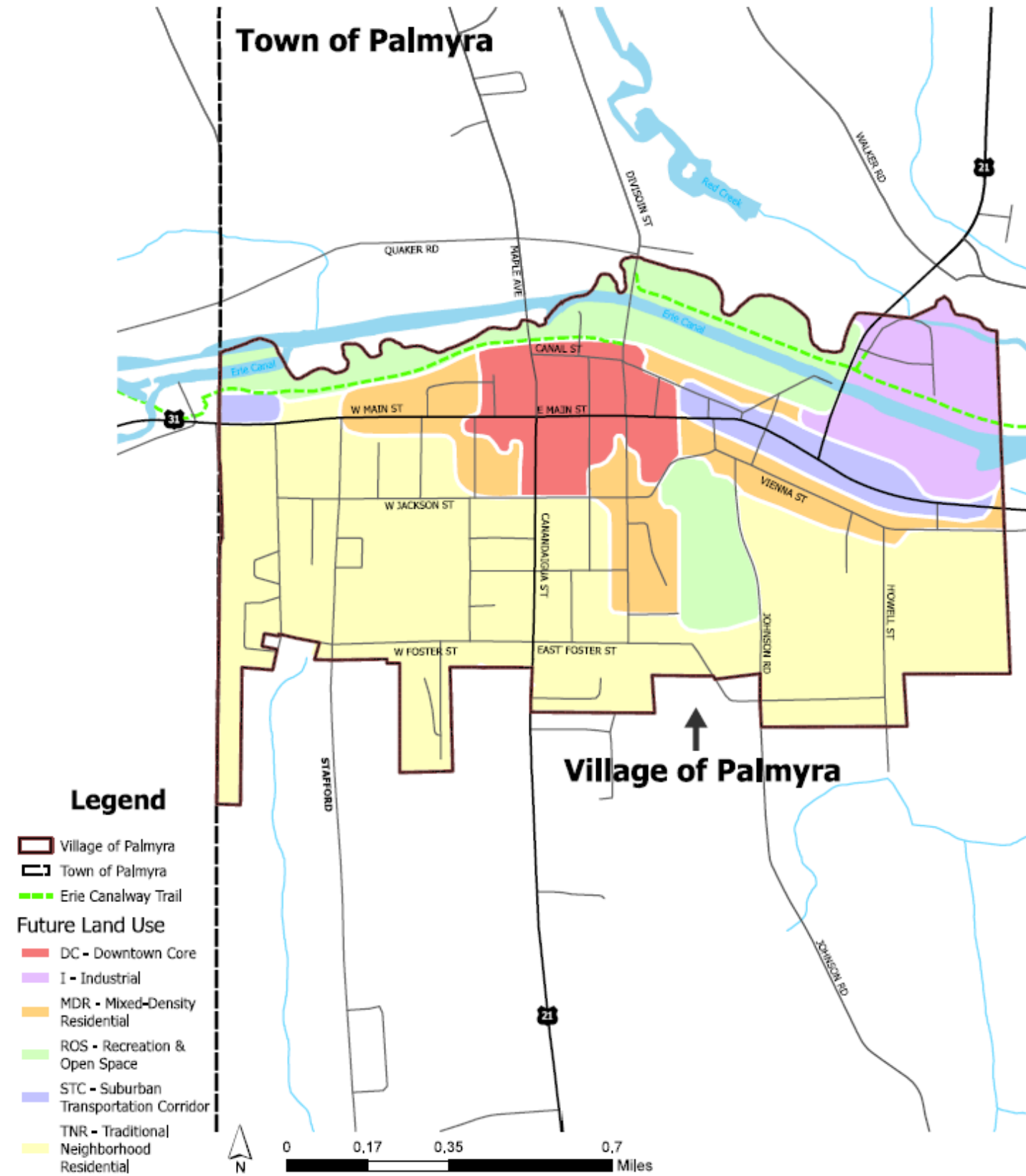
VILLAGE OF PALMYRA



TOWN OF PALMYRA

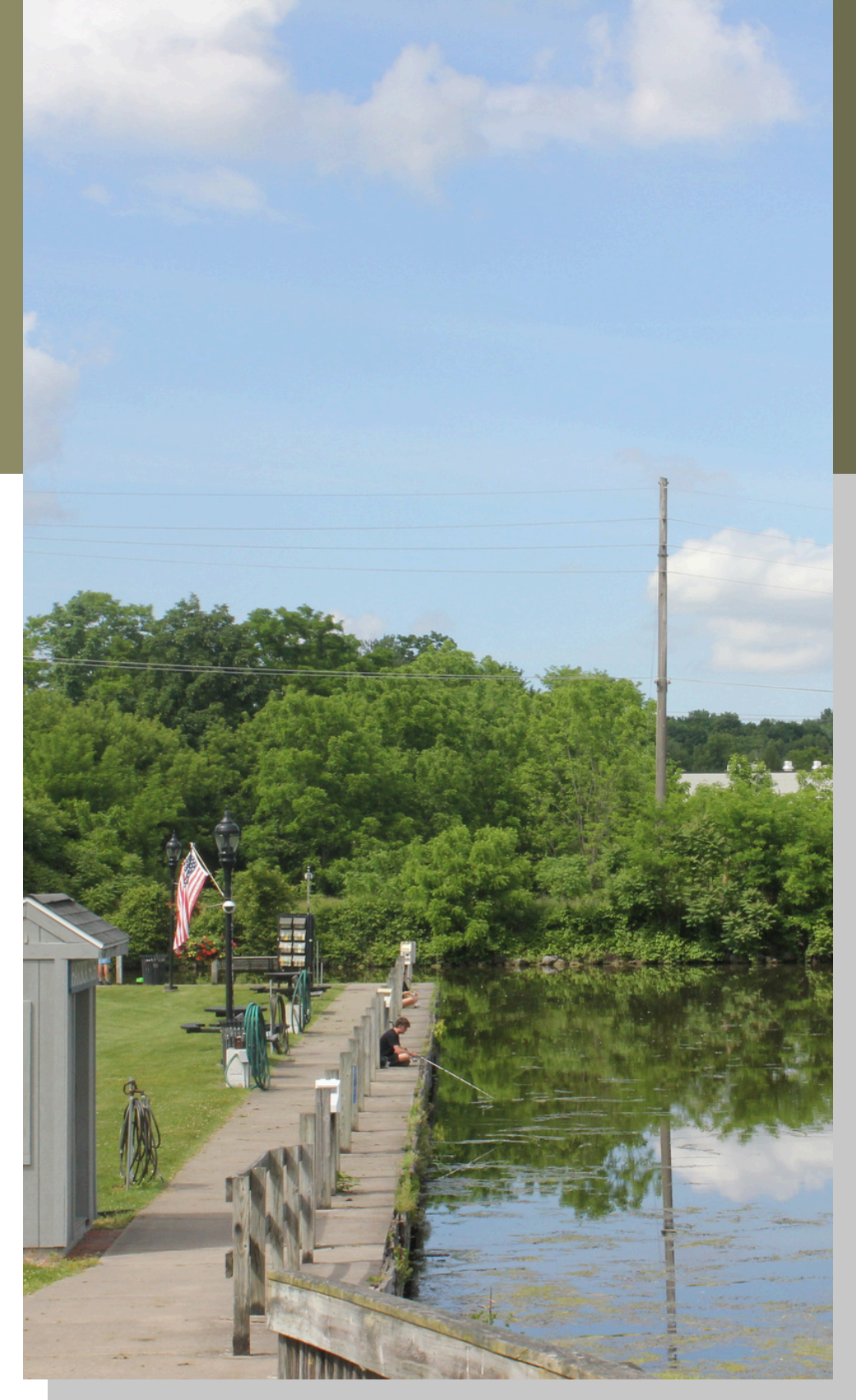


Future Land Use



Plan Activation

- **Create a joint Comprehensive Plan Implementation Committee (CPIC)**
- **Determine grant opportunities for the 2025 Consolidated Funding Application (CFA) cycle**
 - Examples
 - NYS DOS Smart Growth Zoning Code Update
 - Local Waterfront Revitalization Program
 - NY Main Street
- **Target opportunities to achieve “small wins” while apply for grant funding for “bigger” projects**



- Town/Village will commence the State Environmental Quality Review process.
- Type I Legislative Action
- Town as Lead Agency & Village as an Interested Agency

Village & Town will hold a joint Public Hearing in Jan. 2025 to allow for public comments on the draft plan.

Village & Town will create a Comprehensive Plan Implementation Committee (CPIC) to action the plan!



Next Steps

Once the Town begins the SEQR process, the County Planning Board and other interested agencies will have the opportunity to weigh in on the plan.

Following the public hearing, edits may be incorporated, the Town will complete the SEQR process as Lead Agency, and both the Village & Town will act to adopt the plan in Feb./Mar. 2025.

Questions / Discussion

