Welcome! VILLAGE & TOWN OF PALMYRA COMPREHENSIVE PLAN

Public Workshop #2 Your Community. Your Ideas.



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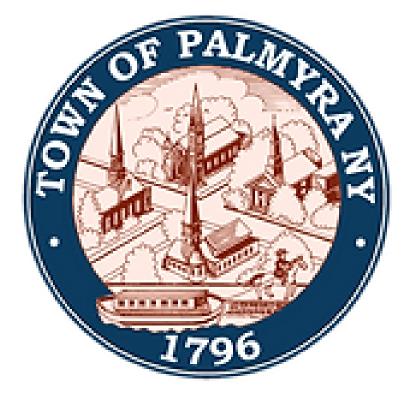


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Public Workshop #2 Location: 3rd Floor, Library



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Public Workshop Format

Welcome to Public Workshop #2 for the Palmyra Comprehensive Plan. This workshop is very relaxed and informal. Please feel free to mill around, familiarize yourself with the materials, and go back and forth between the displays of information and interactive station boards.

We are seeking your input on priority policy areas and action items developed for the comprehensive plan. Use the stickers, pens, markers, and post-it notes provided to comment on the poster boards and share ideas.

If you would like to provide more extensive input, fill out a comment sheet located throughout the room.

If you would like to discuss a particular topic, concern, or idea, please come to one of the Public Workshop Facilitators. We will be circulating throughout the room.

Thank you for stopping by today!

Station





Who | What | Why

Who is involved in the planning process?

Local Lead: Village of Palymra & Town of Palmyra

Steering Committee:

David Matthews Jeremy Michael Bedette Gary Laberge Don Wilkins Sheila Koeberle Jodi Hunt Bill Unterborn Matt Vasapolli Colleen Hall Donna McPike David Pray Tracy Murphy Stephen Hays

Consultant Team: MRB Group

What is a comprehensive plan?

Comprehensive planning is a community planning process that creates a framework and a guide that shapes a community's physical, social, and economic development aspirations. Intended to be led by and created for the community, a comprehensive plan articulates a vision for the future, planning principles, priority policy areas, and action items to direct day-to-day and long-term decision-making for local leaders and the community of Palmyra.

Benefits of a Comprehensive Plan

Social

Station

 Builds community cohesion by providing opportunities for the public to become engaged in shaping the future vision for the Village and Town, developing priority policy areas, and curating an implementation strategy.

Physical

 Outlines future land use recommendations for

the community

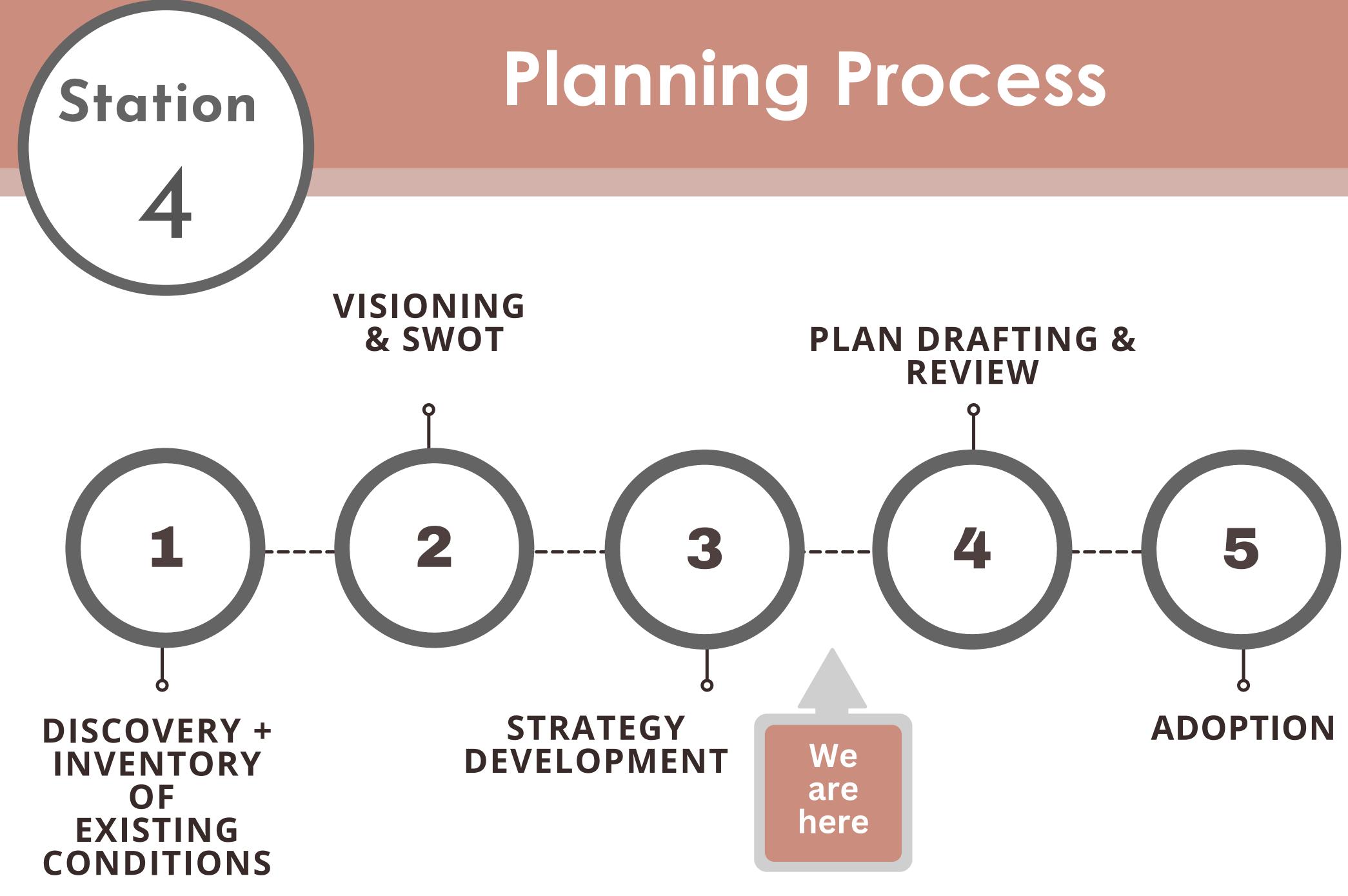
- Allows for a proactive approach to making development decisions
- Incorporates smart growth and sustainability community planning principles to support resiliency

Economic

- Overviews existing demographic and economic conditions in the community
- Determines priority policy areas for the Village & Town to drive revitalization and economic resilience

Political

- Creates a foundational planning document to guide local leaders in their decision-making
- Outlines community priorities to help decision-makers allocate funding and resources for the betterment of Palmyra





What is a vision statement?

The comprehensive plan vision is our shared aspiration for Palmyra's future. Our vision is the heart of what we love about our community or our "why" for our intentions behind the comprehensive plan. It's a statement that explicitly states what we hope to preserve and what we hope to create over the next 20 years in our community, and it's intentionally written in the present.

The vision statement intends to be simple yet detailed enough to present a clear image of Palmyra 20 years from now.

This vision statement will serve as the foundation of the comprehensive plan and guide decision-making in our community.

Vision Statement (Part 1)

Vision Statement (Part 2)

Our Vision for Palmyra...

Station

Palmyra is a vibrant community that harmoniously blends its historic downtown charm with the feeling of a small town. 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 in the long term to safeguard our natural resources and empower our community to be resilient in the years to come.

Station 5

Vision Statement (Part 3)

Instructions: Are there any big ideas missing from this vision statement?



What are 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 and 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:



Sustainable

Planning Principles (Part 1)

Fiscally Responsible

Cultural Stewards

To uphold our planning principles, we will ask ourselves questions like the ones below to allow us to evaluate opportunities & develop policies that advance us toward our shared community vision.

Connected

Station

- 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?

Fiscally Responsible

- 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 (Part 4)

Sustainable

- 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**

- 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

What are Priority Policy Area?

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.

Instructions: Read the following priority policy area goals and action items. Place a **green dot** on action items you support and a **red dot** on action items you don't.

If you have additional comments, please write your thoughts on a sticky note and place them on the board.

PRIORITY POLICY AREA 1 - CULTURAL & HISTORIC PRESERVATION

	Action Plan Description	Comments
	ve 1.1 Preserve and celebrate Palmyra's unique cultural and cal assets through historic preservation initiatives.	
	1.1.1 Support the efforts of the Historic Preservation Commission, Historical Palmyra, and other historic preservation organizations.	
Action Items	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.	
	1.1.3 Develop a signage program providing information about historic buildings and neighborhoods that contribute to the Village's connectivity and character.	

	Action Plan Description	Comments
-	ve 1.2 Preserve and restore the historic character of the down- nd residential neighborhoods.	
	1.2.1 Review the Village's architectural design guidelines and update as needed to preserve the character of the downtown and surrounding neighborhoods.	
Action Items	1.2.2 Update the Village & Town website to include information and resources for historic preservation. Include information pointing residents to the Palmyra Historic Commission, Historic Palmyra, and the Landmark Society of Western New York for additional guidance and support.	
	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.	

	Action Plan Description	Comments
-	ive 1.3 Encourage partnerships and collaboration between ra's historic, cultural, and community partners.	
	1.3.1 Encourage and promote "local tourism" event for residents (e.g. Canaltown Days, FLX Country Music Fest).	
Action	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, etc.).	
Items	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).	

PRIORITY AREA 2 - ECONOMIC DEVELOPMENT, TOURISM & RECREATION (PART 1)

	Action Plan Description	Comments
Objective 2.1 Work with local and regional partners to pro- mote Palmyra as a year-round regional recreation and tourism destination.		
	2.1.1 Encourage the development and promotion of distinctive community events and experiences (e.g., Canaltown Days, FLX County Music Fest, etc.).	
	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.	
Action Items	2.1.3 Develop a Wayfinding and Signage Plan to support pedestrian and vehicular navigation to key destinations in Palmyra.	
	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.	
	2.1.5 Pursue grant opportunities and other funding sources to support programming, rehabilitation, and new development opportunities in the downtown and the waterfront.	

	Action Plan Description	Comments
and ind	ve 2.2 Cultivate opportunities to support existing businesses lustries through partnerships with County and regional eco- development resources.	
	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, etc.).	
	2.2.2 Support efforts to re-establish a working model for a Merchant's Association in Palmyra and support a partnership with merchants for events, programming, policy updates, etc.	
Action Items	2.2.3 Develop a Palmyra marketing package. The package should identify key attributes that market the Villages assets to attract desired small businesses. Efforts should be coordinated with the WWCC and the Merchant's association.	
	2.2.4 Apply for the NYS Microenterprise Grant Program to support small business retention and expansion.	
	2.2.5 Review and ensure local zoning regulations permit non-retail based home occupations for entrepreneurs and administrative, tech industry, or service professionals.	
	2.2.6 Conduct an inventory of all Village and Town parcels that are appropriate for industrial and/or commercial use.	

PRIORITY AREA 2 - ECONOMIC DEVELOPMENT, TOURISM & RECREATION (PART 2)

	Action Plan Description	Comments
-	ive 2.3 Maintain and build upon existing parks, greenspaces, creational amenities to enhance quality of life and community	
	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.	
	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.	
Action	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.	
Items	2.3.4 Conduct a parks planning study to upgrade the Village Park with better recreation amenities including ADA accessible playground equipment.	
	2.3.5 Conduct a parks planning study to create a park behind the Town Hall.	
	2.3.6 Pursue opportunities to work with Wayne County to complete restoration work to Aqueduct Park and maximize utilization of the County Fairgrounds.	
	2.3.7 Explore opportunities to expand year-round recreation spaces and programming (e.g., ice skating rink, accessible park, etc.).	

PRIORITY AREA 3 - DOWNTOWN REVITALIZATION (PART 1)

	Action Plan	Comments
throug	ve 3.1 Preserve the form and character of the downtown h code enforcement and design standards that guide existing ıfill, and new development.	
	3.1.1 Promote and encourage adherence to the Village's architectural design guideline.	
Action Items	3.1.2 Provide guidance for historically appropriate adaptive reuse in the Village and Town Code, construction standards, and development review processes.	
	3.1.3 Develop and adopt design guidelines for the Town that complement the existing Village architectural design guidelines.	

	Action Plan Description	Comments
-	ive 3.2 Address blighted commercial, mixed-use, and residen- operties.	
	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.	
	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.	
	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.	
Action	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).	
	3.2.5 Leverage grant funding opportunities to support an assessment of the downtown and key properties to support prioritization of building improvements.	
	3.2.6 Create short-term rental regulations to preserve Palmyra's long- term rental housing stock and ensure code compliance.	
	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.	
	3.2.8 Explore creating a downtown vacancy tax to discourage delinquent property owners and encourage the highest and best use of land.	

PRIORITY AREA 3 - DOWNTOWN REVITALIZATION (PART 2)

	Action Plan Description	Comments
transpo	ve 3.3 Maintain and develop pedestrian and multi-modal ortation networks that improve safety and accessibility hout the Village and its surrounding residential areas.	
	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).	
	3.3.2 As part 4.4.2, examine the existing pedestrian and bike networks and identify areas that need repairs and enhancements to improve usability, safety, and enjoyment.	
	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.	
Action Items	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.	
	3.3.5 Pursue streetscaping and other road design measure to slow traffic and enhance safety in Palmyra.	
	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.	
	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).	

PRIORITY AREA 3 - DOWNTOWN REVITALIZATION (PART 3)

	Action Plan Description	Comments
Objecti spaces.	ive 3.4 Pursue placemaking strategies to create inviting public	
	3.4.1 Engage with community partners to activate underutilized Village and Town properties for community spaces.	
Action	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.	
	3.4.3 Work with local artists and Wayne County to create mural on the Western Wayne County Wastewater Treatment Plant.	
Items	3.4.4 Implement streetscaping and other beautification tactics (planters, banners, etc.) to promote sense of place throughout Palmyra.	
	3.4.5 Explore opportunities to create a pedestrianized street in the downtown to enhance placemaking and revitalization.	
	3.4.6 Work with local artists to design and install public mural and art throughout downtown.	

	Action Plan Description	Comments
Objective 3.5 Foster partnerships with local and regional partners to develop events and programming that support downtown vitality.		
Action	3.5.1 Work with the Merchant's Association, local, and regional partners to promote Palmyra's annual festivals and events.	
Items	3.5.2 Seek opportunities to increase community engagement through events with the Pal-Mac School District.	

PRIORITY AREA 4 - INFRASTRUCTURE & COMMUNITY CONNECTIVITY (PART 1)

	Action Plan Description	Comments
that ma	ve 4.1 Promote infill, adaptive reuse, and new development aximizes existing infrastructure to prevent sprawling itial and commercial growth.	
	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.	
	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.	
	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 board.	
Action Items	4.1.4 Review and update Village and Town Code as needed to ensure the feasibility of housing solutions such as ADUs and other types of development that allow for gentile density.	
	4.1.5 Explore funding opportunities through NYS and other grant programs to promote upper-story residential development in the downtown (e.g., NYS Main Street grant program).	
	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.	
	4.1.7 Conduct an inventory of all available sites in the Village and Town that are appropriate for residential housing development.	
	4.1.8 Work with the Wayne County IDA, Land Bank, and local real estate association to promote housing development on the identified sites.	



PRIORITY AREA 4 - INFRASTRUCTURE & COMMUNITY CONNECTIVITY (PART 2)

Action Plan Description		Comments
-	ive 4.2 Invest in infrastructure maintenance and upgrades to ce 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.	
	4.2.2 Evaluate all new development for impact on water and sewer service to existing development and adjacent parcels.	
	4.2.3 Where appropriate, encourage new development to build out water and sewer where it does not already exist.	
	4.2.4 Ensure that core services and Village and Town infrastructure are appropriately funded, with a focus on sustainability, value, and accessibility.	
	4.2.5 Promote sustainability and resilience through pursuing green urbanism and sustainable design practices such as encouraging walkability, sustainable landscaping, tree planting, and greenspace enhancements, etc.	
	4.2.6 Update the Village and Town Building Permits to encourage sustainable design and resiliency features.	
	4.2.7 Work with the County to enhance access to internet/broadband to address equity gaps in education and employment opportunities.	
	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.	
	4.2.9 Explore opportunities to expand existing water infrastructure in the Town to promote fire safety and sustainability efforts.	

	Action Plan Description	Comments
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 opportuni- ties in the Village and Town.		
Action Items	4.3.1 Pursue the NYS Pro-Housing Communities Certification.	
	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.	
	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.	
	4.3.4 Organize an annual outreach meeting for landlords in the Village.	

PRIORITY AREA 4 - INFRASTRUCTURE & COMMUNITY CONNECTIVITY (PART 3)

	Action Plan Description	CommentsCO
Objective 4.4 Enhance Palmyra's connectivity and accessibility through improving infrastructure, including roads, sidewalks, and trails and multi-modal transportation options.		
	4.4.1 Actively participate in regional parks/recreation and transportation decision-making through coordination with local and regional partners.	
	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.	
Action Items	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.	
	4.4.4 Build multi-modal transportation infrastructure such as bike lanes and bicycle boulevards to encourage active transportation routes and promote road safety.	

	Action Plan Description	Comments
-	ve 4.5 Invest in and grow local and regional networks and ini- s that support community well-being.	
	4.5.1 Work with the Pal-Mac School District to support after school and other youth programming.	
Action Items	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.	
	4.5.3 Work with the Community Center to maintain, enhance, and promote recreation and community based activities for all-ages.	

PRIORITY POLICY AREA 5 - NATURAL RESOURCE CONSERVATION (PART 1)

	Action Plan Description	Comments
-	ive 5.1 Create and enforce policies and regulations that protect ra's natural resources.	
	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).	
Action Items	5.1.2 As part of 5.1.1, create an inventory of native plants and implementable natural resource conservation efforts to encourage local implementation (e.g., rain barrel guides, plant inventories, native landscaping design guides).	
	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, etc.).	
	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.	
	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.	

	Action Plan Description	Comments
Objective 5.2 Pursue opportunities to support farmland preservation and sustainable farming practices.		
	 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. 5.2.2 Consider developing an Agricultural Overlay District in the 	
Action Items	Town to preserve prime farmland and protect farming operations. 5.2.3 Work with the Finger Lakes Land Trust to create public nature preserves to project Palmyra's farmland, waterways, and natural resources.	
	5.2.4 Partner with community and County organizations to provide education on sustainable farming and agricultural practices.	

PRIORITY POLICY AREA 5 - NATURAL RESOURCE CONSERVATION (PART 2)

	Action Plan Description	Comments
-	.3 Work with local and regional partners to protect lora, fauna, wildlife, and watersheds.	
	5.3.1 Pursuing 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.	
Action Items	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.	

PRIORITY POLICY AREA 6 - COLLABORATIVE LOCAL GOVERNANCE

	Action Plan Description	Comments
Objective 6.1 Communicate and collaborate with local, regional, and state agencies as well as surrounding municipalities and public service districts.		
	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, etc.).	
Action Items	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.).	
	6.1.3 Establish regular (at least bi-annual) Leadership Teams meetings between the Village, Town, and Pal-Mac School District.	

	Action Plan Description	Comments
-	ive 6.2 Maintain a high level of service and quality of public s, 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.	
	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.	
	6.2.3 Establish forums for Village and Town collaboration on planning of future development and provision of public utilities and services.	
	6.2.4 Develop and maintain a capital improvement plan (CIP) to adequately prepare for, fund, and implement infrastructure and other capital improvement projects.	
	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.	
	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.	
	6.2.7 Conduct an audit of the Village and Town Tax-Exempt Properties to explore opportunities to enhance fiscal sustainability.	