PMSA FRAMEWORK: VISION 2020. DRAFT (2/17/2011)

BUILT ENVIRONMENT

1. **VISION: A pedestrian-friendly, well-appointed, high-quality Main Street** corridor modeled on the completed Master Plan concepts – new street lighting, curb widening in places, medians to create gateways and sense of arrival, bulb-outs to ease pedestrian comfort, new sidewalks and curbing, etc.
    - Strategies need to be reviewed and augmented.
    - Timeline needs to be established
    - Village and Town support are required
    - See #4 "vital, functioning infrastructure"
    - Grants: mechanisms, priorities
    - Leadership at the municipal level
2. **VISION: No blighting/blighted properties downtown.** Instead, renovated, well-cared for buildings that are attractive, affordable and available. (See Main Street LLC concept and technique for identifying returns on investments; see Shuman books/talk)
    - Large, medium and small scale
    - PNY and private
    - Incentives for interested owners to participate
    - Tax assessment abatements and holding property tax rates
    - Incentives for uninterested owners to sell
    - NYMS and other grants
    -]Historic District tax credit opportunities
    - Local, small signage-improvement matching program
    - Leadership at the municipal level
    - Leadership at the state level re: property tax assessment reversal of incentives
    - See zoning
3. **VISION: Zoning which is pro-active, anti-blight, neighbor-friendly, reliably and fairly enforced,** and encourages development in keeping with the mixed-use pedestrian-oriented spirit of downtown.
    - Revisit allocations and commitment to more dedicated, even enforcement
    - Leadership at the municipal level
4. **VISION: A vital, functioning downtown infrastructure** that puts owners and businesses at ease and at an advantage in locating and remaining downtown.
    - Infrastructure Assessment – under-street water and sewer
    - Electric and gas
    - Phone and high-speed internet conduits (DSL, cable, fiber optics)
    - Good cellular service from multiple carriers
    - Consider village-sponsored wi-fi downtown
    - Leadership at the municipal level

STABILITY AND BUSINESS GROWTH

5. **VISION: A thriving network of entrepreneurs,** young adults, retrained adults, and financially savvy businesspeople to create businesses for Perry overall and to locate downtown where appropriate.
    - Training programs in entrepreneurship
    - Recruitment efforts to attract nearby entrepreneurs (see 2010 Market Research Study)
    - One-year rent-subsidy program restored
    - Other technical assistance
    - Other financial/loan assistance
    - Assistance from the County Level – IDA,WCBC, WCCC
6. **VISION: Perry area residents who Think Local First**, supporting local businesses, volunteering, participating in the community, etc.
    - Collaborative, cooperative, smart marketing efforts
    - Coupon books, Perry Bucks (WCCC gift card?), downtown gift cards, etc

- Nurturing of existing downtown events and addition of other downtown events each month to draw residents, keep local businesses in their consciousness, and build owner-customer relationships.
- (See Marketing Study Turgeon-Coogan-Turgeon; Twelve months of Perry from NYMS grant application)
- Assistance from WCCC, WCTPA

7. **VISION: A diverse community of downtown upper floor tenants** - residents, artist studios, professional office space, etc - who put feet on the street and support the 1st floor retail, restaurants and services.
    - Continued growth of upper floor rehab
    - NYMS funds where applicable to help reinvestment in upper floor apartments in order to grow the quality of the units and attract stable residents with disposable incomes.
8. **VISION: A critical mass of destination retail and services** that positions Perry in people's minds as a destination: Gravity
    - Market Research Study will help
    - We have now: Books…Toys…Gifts…Music…Art and Craft…Flowers…Dance… Communications/cell phones…Furniture…Tattoos… Auto Parts… Videos…Bowling…Churches…Appliances…Wine/Spirits…Hair and body care…Fitness…Legal…Dental…Dining…Municipal & Professional Services…Laundry
    - What fits that we don't yet have:
    - A strategy for recruitment (tied to #1 and #2 above)

QUALITY OF LIFE

9. **VISION: Clear branding to the outside world of Perry as a RECREATION DESTINATION,** which builds on nearby natural amenities and existing or newly formed events, grows those events where appropriate and the creation of new ones in that spirit:
        - What we have now downtown: Farmers' Market x 16 weeks, Chalk Art Festival, Holiday DeLights Festival, Soapbox Derby, all things ACWC, Tour de Perry,
        - Other things we have now that are not explicitly downtown but could attract those from outside the area: everything LSP, Silver Lake, WCIS and Charcoal Corral/Drive In, Last Night Perry, Softball Tournament(s); Pioneer Picnic; occasional Dairy Fest, Tractor parade…
        - Others not listed:
        - Perry Festival Plaza to encourage growth of downtown events and make them logistically simpler.
        - Suggestions from meeting: motorcycle, kayak, and snowmobile events (along with classic cars, speedway cars, bicycle rally, tractor parade that we already have!) sidewalk sales,
10. **VISION: A recreationally-rich, safe, well-maintained Silver Lake Trail linking Main Street to Silver Lake:**
    - well-marked and well-publicized,
    - celebrates the corridor's history through markers, walking tour guides, etc.
    - Implements recommendations from the Silver Lake Trail Master Plan
        - Opens up boating opportunities from Silver Lake through raised Walker Road bridge redesign and dredging
        - Improves Memorial Park
        - Creates a pedestrian link from Walker Road Bridge to the Public Beach
        - Enhances facilities at Public Beach per recommendations