

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