

PMSA Objectives: Vision 2020



The Perry Main Street Association uses 10 objectives as broad goals. PMSA committees work to further progress on each one.

	#	Objective	Strategies & Tactics	Status
Built Environment (1-4)	1	<p>A pedestrian-friendly, well-appointed, high-quality Main Street corridor modeled on the Master Plan concepts –street lighting, curb widening in places, medians to create gateways and a sense of arrival, bulb-outs to ease pedestrian comfort, new sidewalks and curbing, etc.</p> <p>Needs:</p> <ul style="list-style-type: none"> • Explore ROA process for engineering work/funding • Village and Town support 	<ul style="list-style-type: none"> • Identify Grants: mechanisms, priorities • See #4 “vital, functioning infrastructure” • Develop Ideas <p>Approach:</p> <ul style="list-style-type: none"> • Model Village Center block(s) • Develop owner-village partnership • Fix curbing, brick tree-zone treatment, street lights • PERP SIGNAGE MATCHING GRANT PROGRAM 	<ul style="list-style-type: none"> ○ PMSA Façade & Signage Grant Program ○ Main Street Improvement Project Completed Oct 2016
	2	<p>No blighting/blighted properties downtown. <i>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)</i></p>	<ul style="list-style-type: none"> • Work on PERCEPTION & reality • 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 opps • Explore Local MARKET ASSESSMENT valuation technique based on potential value per leasable square foot • Leadership at state level re: property tax assessment reversal of incentives • See zoning 	<ul style="list-style-type: none"> ○ Seeing improved occupancy rates ○ New space now available
	3	<p>Zoning which is pro-active, anti-blight, neighbor-friendly, reliably and fairly enforced, <i>and encourages mixed-use pedestrian-oriented development</i></p>	<ul style="list-style-type: none"> • Revisit allocations and commitment to more dedicated, even enforcement • Partner with GFLRPC and Wyoming County Planning towards revised language, etc. 	<ul style="list-style-type: none"> ○ Research, Discovery underway
	4	<p>A vital, functioning downtown infrastructure <i>that puts owners and businesses at ease and at an advantage in locating and remaining downtown.</i></p>	<ul style="list-style-type: none"> • Infrastructure Assessment – under-street water and sewer • Parking as infrastructure • Electric and gas • Phone, high-speed internet conduits (DSL, cable, fiber) • Good cell service w/multiple carriers • Consider municipal wi-fi 	<ul style="list-style-type: none"> ○ Wi-fi pilot project completed in 2016

PMSA Objectives: Vision 2020



Stability & Business Growth (5–8)	5	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	<ul style="list-style-type: none"> • Training programs in entrepreneurship • INCUBATOR SPACE • Recruitment efforts to attract nearby entrepreneurs (see 2010 Market Research Study) • Restore 1-yr rent-subsidy program • Other technical assistance • Other financial/loan assistance • Assistance from the County Level – IDA, WCBC, WCCC 	<ul style="list-style-type: none"> ○ Research, Discovery underway
	6	Perry area residents who Think Local First, supporting local businesses, volunteering, participating in the community, etc	<ul style="list-style-type: none"> • 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 top-of-mind & build owner-customer relationships. • (See Marketing Study Turgeon-Coogan-Turgeon; Twelve months of Perry from NYMS grant application) • Assistance from WCCC, WCTPA 	<ul style="list-style-type: none"> ○ Promoting Perry at Silver Lake “Bag Drop” Promotion ○ Development and distribution of PMSA “Concierge Map” ○ PMSA GIVE PERRY Gift Cert program launched
Stability & Business Growth (5–8)	7	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.	<ul style="list-style-type: none"> • Continued 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. 	<ul style="list-style-type: none"> ○ Advocating for 485a
	8	A critical mass of destination retail and services that positions Perry in people’s minds as a destination: Gravity	<ul style="list-style-type: none"> • Market Research Study (??) • What fits that we don’t have? • A strategy for recruitment (tied to #1 and #2 above) 	<ul style="list-style-type: none"> ○ Stonewall Craftique ○ New B2B businesses

PMSA Objectives: Vision 2020



Quality of Life (9–10)	9	<p>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</p>	<p>What we have now downtown:</p> <ul style="list-style-type: none"> ○ Farmers’ Market x16 weeks, Chalk Art Festival, Holiday DeLights Festival, Soapbox Derby, all things ACWC, Tour de Perry <p>Assets that are not downtown but can attract folks/visitors:</p> <ul style="list-style-type: none"> • Everything LSP, Silver Lake, WCIS & Charcoal Corral, Last Night Perry, Softball Tourney(s); Pioneer Picnic; periodic Dairy Fests, Tractor parade... • Perry Festival Plaza to foster growth of downtown events and make logistics simpler. • ACWC as County Tourism clearinghouse • Suggested ideas: motorcycle, kayak, & snowmobile events (w/classic & speedway cars, bicycle rally, tractor parade we already have!), sidewalk sales 	<ul style="list-style-type: none"> ○ Festival Plaza open ○ Highly successful Perry Chalk Art Festival and Taste of Summer — attendance and vendor/participant numbers continue to climb.
	10	<p>A recreationally-rich, safe, well-maintained Silver Lake Trail linking Main St to Silver Lake that is well-marked and well-publicized</p>	<ul style="list-style-type: none"> • Trailmarkers & Trailhead as cheap, effective ways to raise awareness and use • Geocaching • Celebrate the corridor’s history w/markers, walking tour guides, etc. • Implement recommendations from the SL Trail Master Plan • Open up boating opportunities from SL via raised Walker Rd bridge redesign and dredging • Improves Memorial Park • Create pedestrian link from Walker Rd bridge to Public Beach • Enhance facilities at Public Beach per recommendations 	<ul style="list-style-type: none"> ○ Funds gathered for Round one of SLT Marker signage. ○ SLT Feasibility Study Underway (UPWP Grant)