Welcome!

VILLAGE & TOWN OF PALMYRA
COMPREHENSIVE PLAN

Public Workshop #1

Your Community. Your Ideas.

Sign Up for Plan Updates at Our Website Below!
palmyrany.com/comprehensive-plan

Station 1

Public Workshop Format

Welcome! Today's Public Workshop is very relaxed and informal. Please feel free to mill around, familiarize yourself with the existing conditions of the community, and go back and forth between the displays of information and materials.

We are seeking your input on what you love about Palmyra, what is and isn't working in the community, and what your hopes are for the future. Use the stickers, pens, markers, and post-it notes provided to comment on questions, share ideas, and mark up maps.

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 2

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.

Station 3

Benefits of a Comprehensive Plan

Social

- 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

Station 4

Current Demographics (Part 1)

Demographics of Palmyra

Population 2023

Village = 3,408
Town = 7,975

Total: 7,975

Households

Village = 1,491
Town = 3,213

Total: 3,213

Median Age

Village = 42.4
Town = 44.3

Median Household Income

Village = $63,463
Town = $67,284

Median Home Value

Village = $135,881
Town = $142,379

Jobs

Top 5 Employing Industries in Palmyra and Project Growth

Industry	2012 Jobs	2022 Jobs	2032 Jobs	2012-2022 Change (#)	2012-2022 Change (%)	2022-2032 Change (#)	2022-2032 Change (%)
31 - Manufacturing	658	751	994	93	14%	243	32%
90 - Government	345	458	525	113	33%	67	15%
44 - Retail Trade	288	268	278	-20	-7%	10	4%
62 - Health Care and Social Assistance	125	115	126	-10	-8%	11	10%
23 - Construction	112	112	123	0	0%	11	10%
72 - Accommodation and Food Services	111	126	146	15	14%	20	16%

Jobs in 2022

Total: 2,202

Source: Lightcast

Station 4

Current Demographics (Part 2)

Housing

Housing Units By Units In Structure 2021

	Village of Palmyra	Town of Palmyra
1, detached	48.6%	66.9%
1, attached	2.0%	0.9%
2	13.4%	7.8%
3 or 4	20.3%	11.0%
5 to 9	11.7%	6.8%
10 to 19	0.0%	0.3%
20 to 49	1.8%	0.8%
50 or more	2.0%	0.9%
Mobile home	0.3%	4.6%
Boat, RV, van, etc.	0.0%	0.0%

Housing Units By Year Structure Built 2021

	Village of Palmyra	Town of Palmyra
Built 2020 or later	0.0%	0.0%
Built 2010 to 2019	0.1%	1.3%
Built 2000 to 2009	4.7%	4.2%
Built 1990 to 1999	4.2%	7.8%
Built 1980 to 1989	3.3%	10.8%
Built 1970 to 1979	6.8%	8.8%
Built 1960 to 1969	13.3%	14.6%
Built 1950 to 1959	12.4%	12.3%
Built 1940 to 1949	9.0%	5.9%
Built 1939 or earlier	46.2%	34.3%

At-Risk Populations

At-Risk Populations 2023

	Village of Palmyra	Town of Palmyra
Households with Disability	26.5%	25.8%
Population 65+	19.9%	22.2%
Households without a Vehicle	4.8%	2.30%
Households Below the Poverty Level (%)	16.9%	14.0%
Households Below the Poverty Level (#)	258	461

Housing Tenure 2023

	Village of Palmyra	Town of Palmyra
Owner-Occupied	42.5%	59.5%
Renter-Occupied	47.0%	32.5%
Vacant Units, Rate	7.8%	8.0%
Total Housing Units	1,628	3,492

Station 5

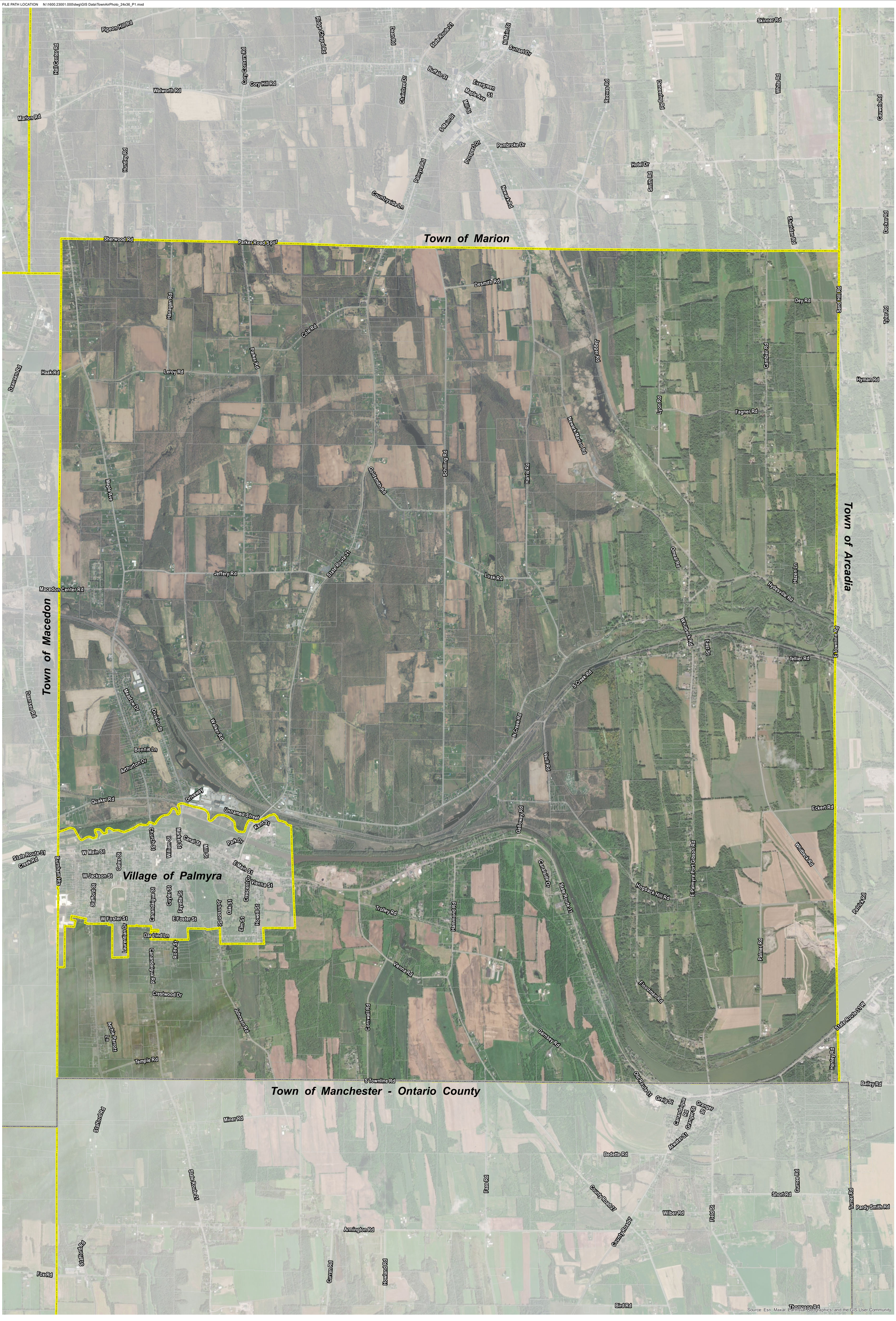
Birdseye View

Directions:

Step 1 – Place two **green** dots on parts of the community that work really well, or that you really enjoy. Describe your selected locations on a post-it note.

Step 2 – Place two **red** dots on things that aren't working well, or that you would like to see improved. Describe your selected locations on a post-it note.

FILE PATH LOCATION N:\1600.23001.000\dwg\GIS Data\TownAirPhoto_24x36_P1.mxd



Source: Esri, Maxar, Earthstar Geographics, and the GIS User Community

SHEET NO.	MRB | group	DRAWN BY:	TJV	N	TOWN OF PALMYRA COMPREHENSIVE PLAN
1 of 1	Engineering, Architecture & Surveying, D.P.C.	SCALE:	1" = 1,500' @ 24"x36"	W E	TOWN OF PALMYRA, WAYNE COUNTY, NEW YORK
PROJECT NO.	145 Culver Road, Suite 160, Rochester, New York 14620 585-381-9250 Phone	DATE:	MAR 2024	S	AIR PHOTO
1600.23001	www.mrbgroup.com				

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SHEET NO.	MRB | group	DRAWN BY:	TJV	N	VILLAGE OF PALMYRA COMPREHENSIVE PLAN
1 of 1	Engineering, Architecture & Surveying, D.P.C.	SCALE:	1" = 420' @24"x36"	W E	TOWN OF PALMYRA, WAYNE COUNTY, NEW YORK
PROJECT NO.	145 Culver Road, Suite 160, Rochester, New York 14620 585-381-9250 Phone	DATE:	MAR 2024	S	AIR PHOTO
1601.23003	www.mrbgroup.com				

Station 6

Vision Statement (part 1)

What is a vision statement?

The comprehensive plan vision is our shared aspiration for the future of Palmyra. **Our vision is the heart of what we love about our community or our "why" for our intentions behind the comprehensive plan.** It is a statement that explicitly states what **we hope to preserve and what we hope to create** over the next twenty years in our community. Our vision statement serves as the foundation to guide our priority policy areas and **is intentionally written in the present tense.**

Instructions

Read each vision statement.

Rank the vision statements by placing a dot on the bottom of the poster using the system below.

Top Choice - Green Dot
Second Choice - Blue Dot
Third Choice - Red Dot

Using a post-it note, **write what you think is missing from the vision statements and post it on the board**

Station 6

Vision Statement (part 2)

Vision Statement #1 (Long)

Palmyra is a vibrant community that harmoniously blends its historic downtown charm with the feeling of a small-town community. We work collaboratively to protect the autonomy and resilience of our Village and Town by making conscious choices that protect our canal and greenspaces, foster fiscal responsibility, and encourage an engaged and connected citizenry.

Our identity as a historic canal town fosters a sense of place and community pride in the legacy of Palmyra and a collective hope regarding our future in the region. We preserve our community's historic character and cherished neighborhoods, safeguarding the architectural and cultural legacy that defines our Village. Downtown Palmyra is the center of our community, providing housing, year-round economic opportunities, and social and cultural events for residents and visitors alike. Main Street is full of thriving local businesses and culinary establishments that create a family-friendly village environment. With the Village as our community hub, the Town serves to sustain rural lifestyles within proximity to village life and regional amenities.

We safeguard our natural resources, making intentional choices to ensure the health of the Erie Canal, watersheds, flora, and fauna. We incorporate principles and actions of sustainability wherever possible to appropriately balance the needs of the present with those in the long term to ensure our community will be resilient in the years to come.

We strive to strike a balance of preservation and innovation, remembering and learning from our history while keeping an eye on the future. In achieving this balance, we aspire to create a thriving community that serves as a model of heritage preservation and forward-looking prosperity, guaranteeing that the generations to come will treasure and benefit from the decisions we make in the present.

Station 6

Vision Statement (part 3)

Vision Statement #2 (Medium)

Palmyra is a vibrant community that harmoniously blends its historic downtown charm with the feeling of a small-town community. 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 the short and long-term needs of our community. We preserve our community's 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, and social and cultural events for residents and visitors alike. With the Village as our community hub, the Town serves to sustain rural lifestyles within proximity to village life and regional amenities. We make intentional choices to safeguard the health of the Erie Canal, watersheds, flora, and fauna, incorporating principles and actions of sustainability to appropriately balance the needs of the present with those in the long term to ensure our community will be resilient in the years to come.

Vision Statement #3 (Short)

Palmyra is a vibrant community that harmoniously blends its historic downtown charm with the feeling of a small-town community. 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 the short and long-term needs of our community. We're committed to leveraging and celebrating our historic, natural, and cultural resources; making choices that foster an inclusive community and maintain a high quality of life for our residents; and revitalizing the downtown through economic development that balances historic preservation, sustainability, and the need to modernize while maintaining our small-town atmosphere.

Station 6

Vision Statement (part 4)

Instructions: Using a post-it note, write what is missing from the vision statement.

Station 7

Infrastructure & Community Connectivity

Instructions: for each square below, please place a post-it note with an infrastructure topic/issue (e.g. water, sewer, roads, walkability, bike lanes, etc.)

We've got it and want to keep it

We've got it and want to get rid of it

We don't have it but want it

We don't have it and don’t want it

Station 8

Downtown Revitalization & Tourism

Instructions: for each square below, please place a post-it note with a downtown revitalization topic/issue (e.g. downtown businesses, streetscapes, tourism opportunities, etc.)

We've got it and want to keep it

We've got it and want to get rid of it

We don't have it but want it

We don't have it and don’t want it

Station 9

Recreation

Instructions: for each square below, please place a post-it note with a recreation topic/issue (e.g. parks, greenspaces, trails, etc.)

We've got it and want to keep it

We've got it and want to get rid of it

We don't have it but want it

We don't have it and don’t want it

Community Character & Historic Preservation

Station 10

Instructions: for each square below, please place a post-it note with a community character/historic preservation topic/issue (e.g. historic buildings, neighborhood character, historic assets, etc.)

We've got it and want to keep it

We've got it and want to get rid of it

We don't have it but want it

We don't have it and don’t want it

Station 11

Housing

Instructions: for each square below, please place a post-it note with a housing topic/issue (e.g. types of housing, location, neighborhood character, etc.)

We've got it and want to keep it

We've got it and want to get rid of it

We don't have it but want it

We don't have it and don’t want it

Station 12

Natural Resource Conservation & Sustainability

Instructions: for each square below, please place a post-it note with a natural resource and/or sustainability topic/issue (e.g. agricultural land, water resources & the canal, sustainability projects, etc.)

We've got it and want to keep it

We've got it and want to get rid of it

We don't have it but want it

We don't have it and don’t want it

Station 13

Community Survey

Instructions: if you haven't already, please take a few minutes to fill out our community survey. Scan the QR code or take a hard copy from the box.

We want to know more about your experiences living and working in Palmyra!

http://tinyurl.com/PalmyraCommunitySurvey

Hard Copies below!

Station 14

NY Forward Public Engagement (Part 1)

What is NY Forward?

Every year since 2016, the Downtown Revitalization Initiative (DRI) matching grant program has provided $10 million in funding to 10 municipalities across the state to revitalize their downtowns.

New York Forward is a smaller version of this program for towns and villages, with 3 municipalities from each of NY's 10 regions receiving between $2.25 and $4.5 million.

How does is work?

Communities work together to identify public and private "transformative projects," which tell a cohesive narrative of the downtown's revitalization.

For example, a public sidewalk project connects a new public park to a renovated private restaurant, which is across the street from a renovated private historic church.

Gathering Input!

The Village applied for a NY Forward grant in 2023 but was unfortunately unsuccessful. **We seek your input to help us make our next application even stronger for this year!**

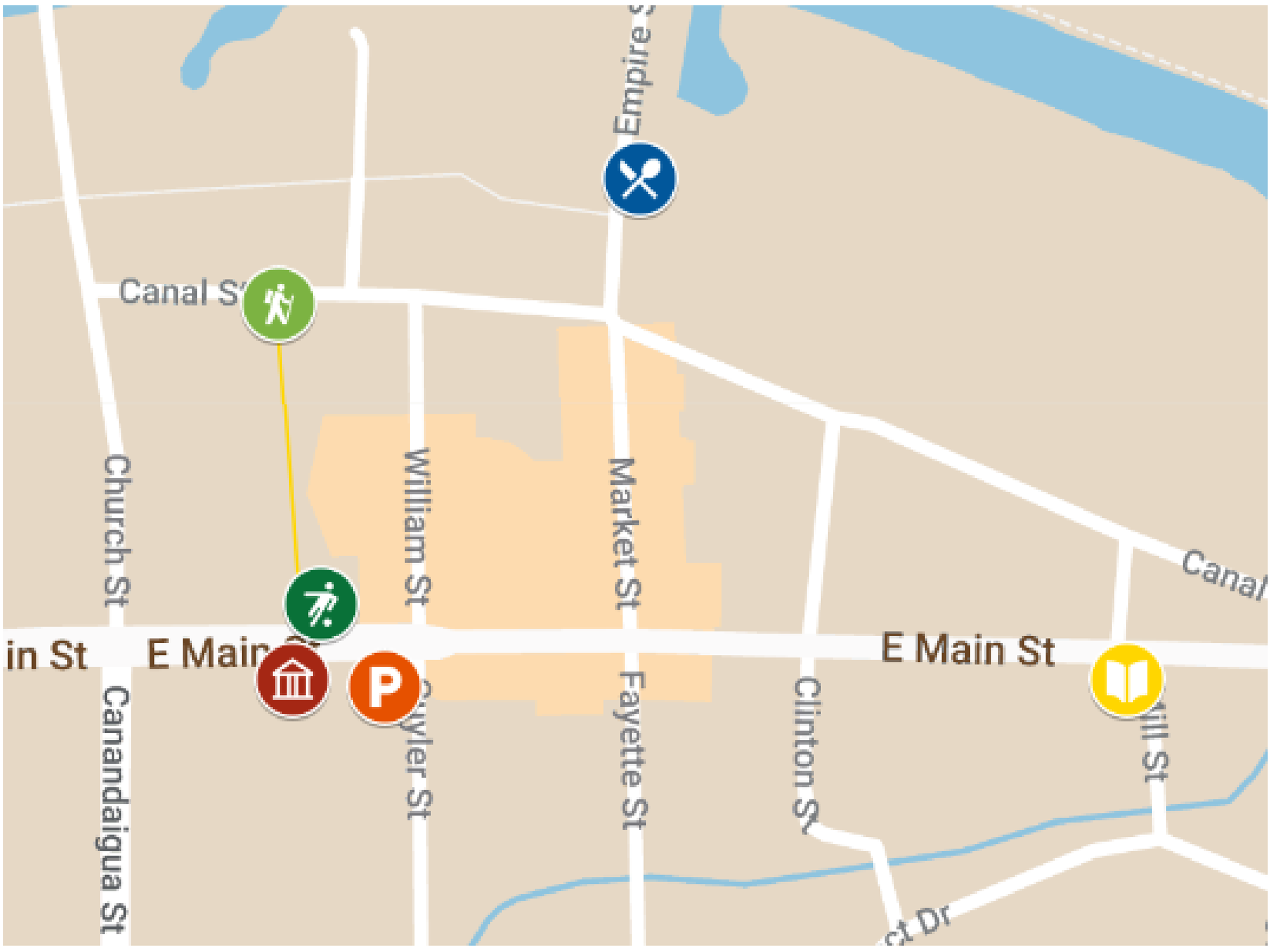
Your feedback will help us identify which **public projects** to pursue, why they're important, and how they connect to each other.

If you're interested in sponsoring a **private project** – multifamily housing creation, a new business, etc – fill out a private project application!

Station 14

NY Forward Public Engagement (Part 2)

Potential Projects for Palmyra NY Forward Grant Application



Public projects

- Village Hall Improvements
- Municipal Parking Lot Improvements
- Multi-Use Trail from Park to Canal St
- Park Improvements

Private projects

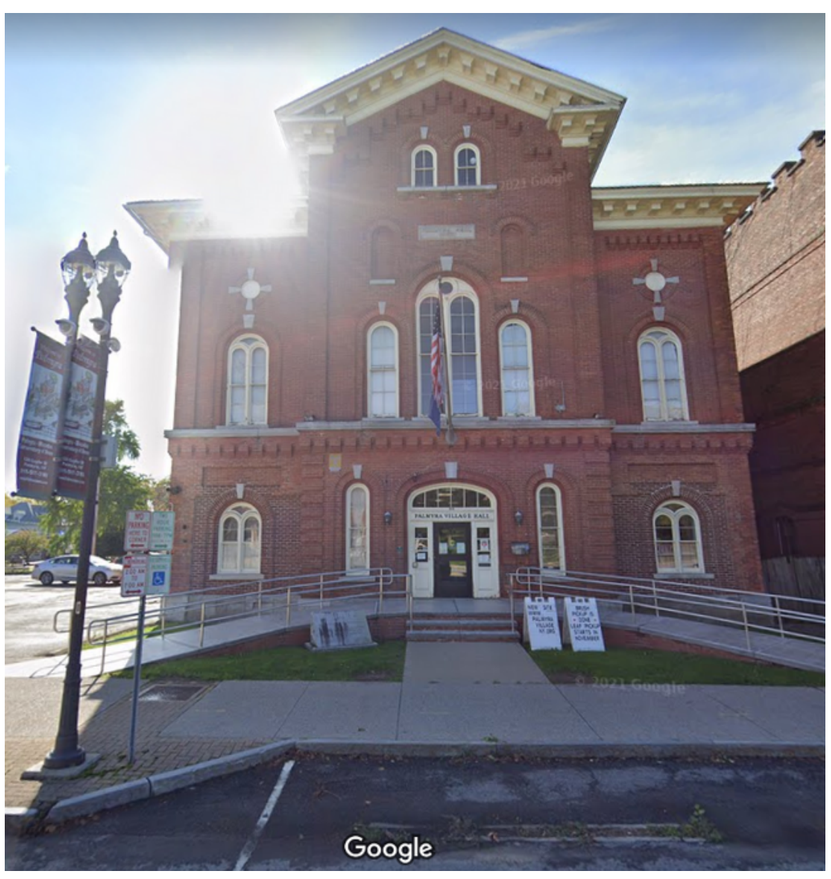
- The Dog-Eared Book Accessibility
- Muddy Waters Cafe Patio Enclosure

(If you've spoken to us about a private project and it isn't included here, we apologize – we only included ones we had complete applications for when we made the map.)

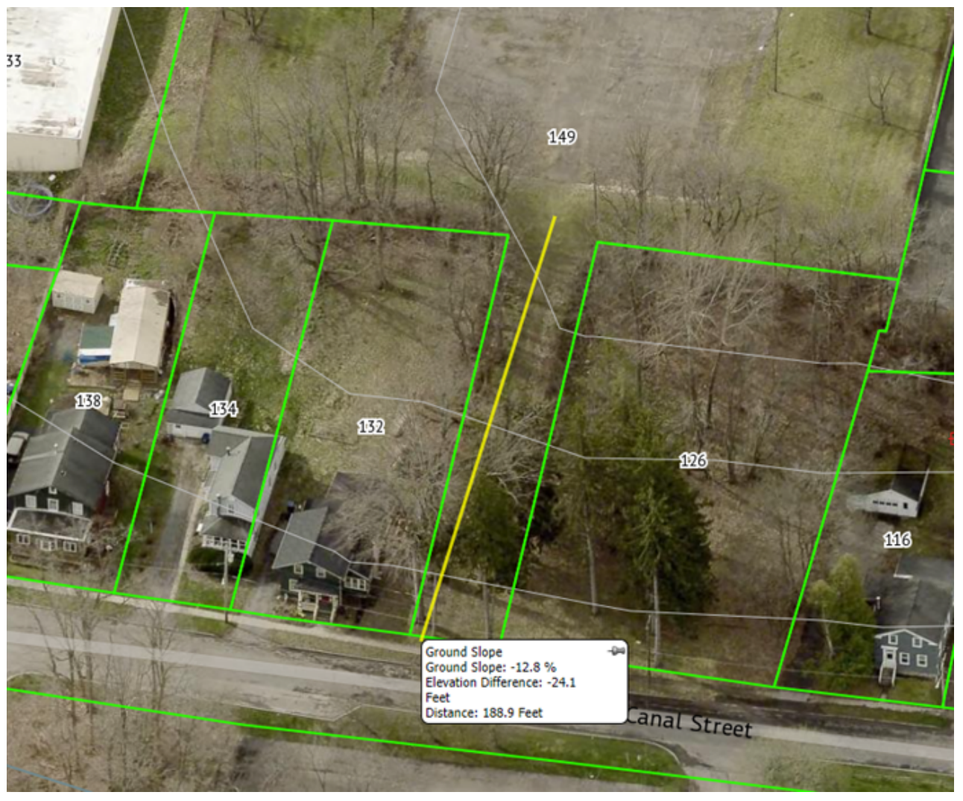
Station 14

NY Forward Public Engagement (Part 2)

Potential NY Forward Projects



Comprehensive renovation/restoration of historic Village Hall, adding central air, improved back doors, restoring second floor



Renovation of park with additions of playground equipment, benches, and tables; creation of trail at park linking canal trail

Municipal Parking Lot Improvements

Excavation/repaving of municipal parking lot, including trees to deter curb-cutters and addition of EV charging stations

Business Assistance Fund

A 50% matching grant program to be distributed to local businesses for smaller interior and aesthetic improvements

Private Projects

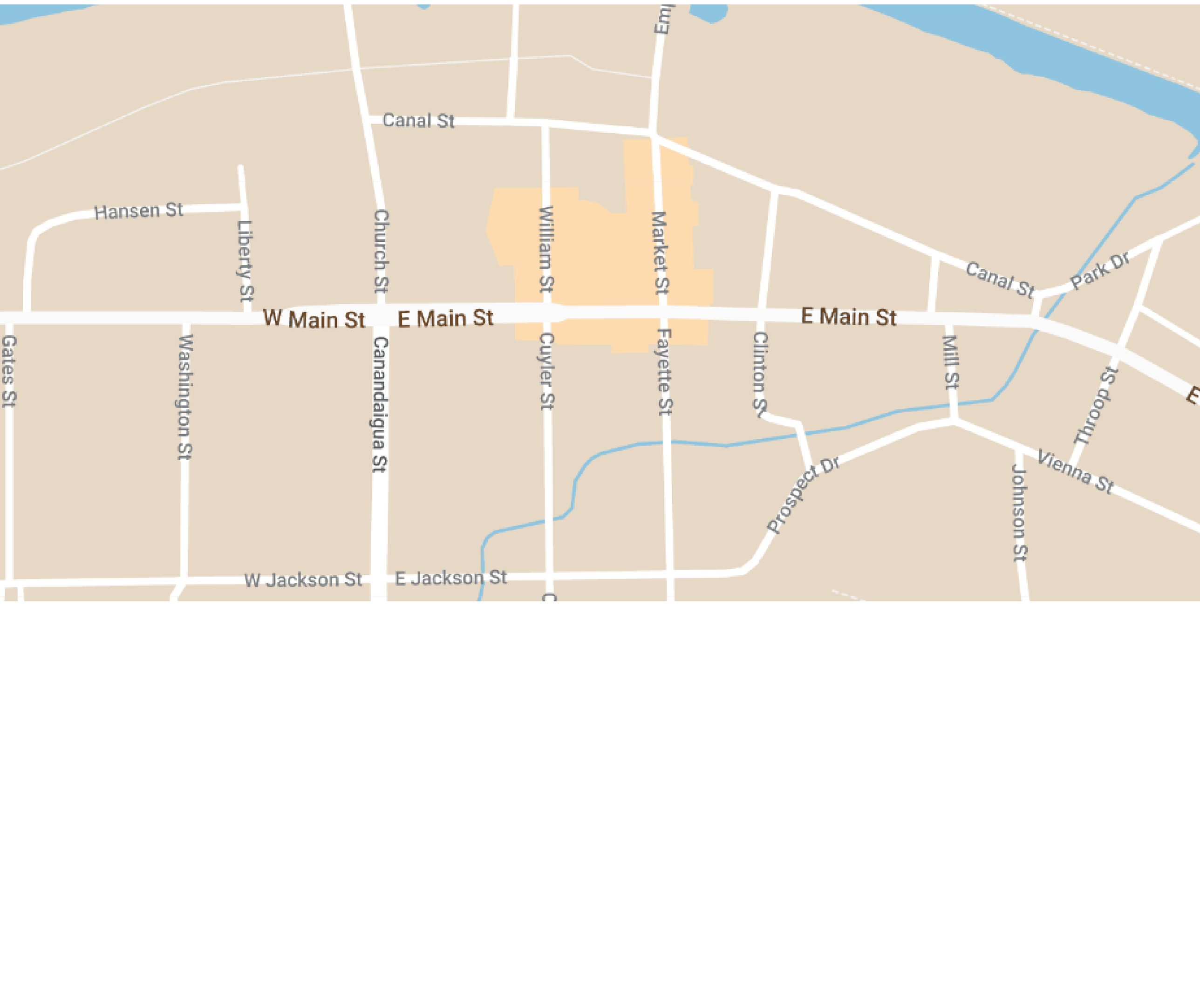
Currently, we have full applications from the Dog-Eared Book and Muddy Waters for comprehensive improvements that will contribute to Village revitalization. Fill out a sponsor application if you're interested!

Station 14

NY Forward Public Engagement (Part 2)

Instructions: Using a post-it note, write down your thoughts on these projects. What could we add?

Station 14

NY Forward Public Engagement (Part 3)

Instructions: What other projects might help transform Palmyra? Mark the project location with a dot & explain your idea on a post-it note!