

# Village & Town of Palmyra Comprehensive Plan Community Survey Report

## Joint Village & Town of Palmyra Comprehensive Plan

The Comprehensive Plan will create a road map for growth and development in the Palmyra community over the next two decades.

### COMMUNITY SURVEY

We want to know more about your experiences living and working in Palmyra! Take our survey to be a part of the planning process.

Scan the QR code or go to the [link](#)!

Hard copies are available at Village & Town Hall!



<http://tinyurl.com/PalmyraCommunitySurvey>



LEARN  
MORE

[palmyra.com/comprehensive-plan](http://palmyra.com/comprehensive-plan)

Sign up for updates on our website!

**Total Responses:** 261

Online Responses: 235

Hard Copy Responses: 26

**Duration:** 2/24/24 – 3/31/24 (6 weeks)

**Platform:** Google Forms & Hard Copy

**Disclaimer:** This report provides a high-level overview of the results of the community survey. It intends to reveal key themes from the survey results to inform the comprehensive planning process.

## Question 1: What do you like most about Palmyra?

### Response Themes:

- Community & small-town feel
- Rural atmosphere
- Historical significance and preservation
- Family-friendly
- Good school district
- Proximity to urban centers (Rochester & Syracuse)
- Proximity to regional amenities (FLX)
- Natural beauty and outdoor activities
- Sense of safety & low crime rates
- Local businesses & services
- Walkability & village layout
- Personal connections & nostalgia



### Response Theme Frequency:

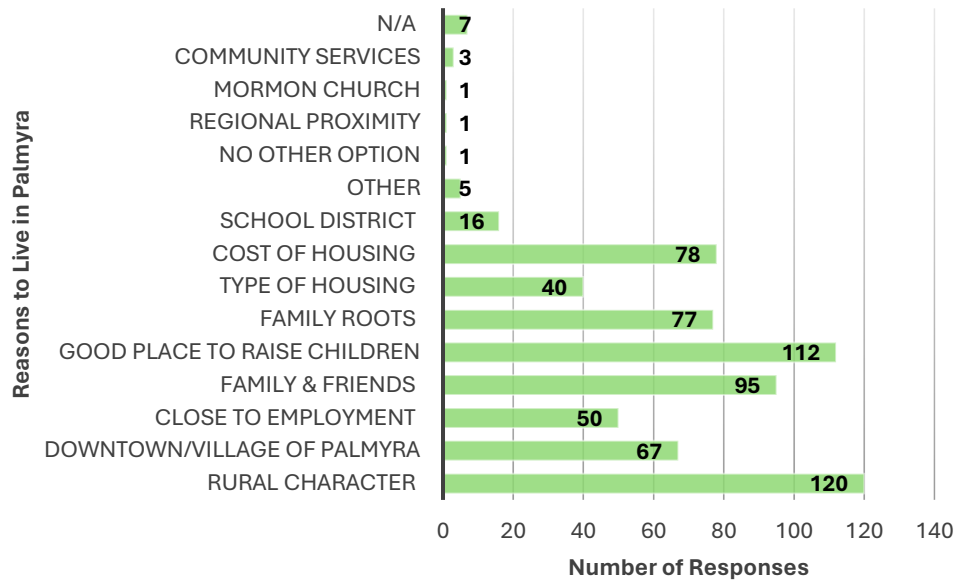
Word/Theme	# of times used	Word/Theme	# of times used
Smalltown	60	Main Street	12
Local Businesses/Shops	35	Library	12
Community	27	Rural	10
School/ School District	25	Safety	10
Proximity to resources	23	Walkability	9
Hometown	22	Parks	8
Historical	20	Quiet/Peaceful	8
Natural Beauty	20	Village	7
Friendly people	20	Potential for improvement	6
Nostalgia	19	Quaint	6
Historical Architecture	18	Urban	5
Family/Family-friendly	13	Size	5

Total Responses: 208

**Question 2: What is the main reason(s) you choose to live in Palmyra? Select all that apply.**

Main Themes:

- Rural character
- Good place to raise children/good school district
- Family & Friends
- Proximity to work
- Village lifestyle & downtown Palmyra
- Type & cost of housing



Total Responses: 260

### Question 3: What do you think needs to change to make Palmyra a better place to live/visit?

#### Main Themes:

1. Improving Infrastructure & Facilities
  - a. Updates & expansions to parks & other facilities
  - b. Maintenance of roadways, sidewalks, bridges, and trails
  - c. Enhancement of downtown areas
  - d. Increased access to grocery store / other essential services
  - e. Development of green spaces, parks, and recreational areas
  - f. Addressing housing needs
2. Enhancing Community Services and Activities
  - a. More community events, festivals, activities
  - b. increased support for small businesses and local merchants
  - c. Diverse dining options (including restaurants, cafes, etc.)
  - d. Opportunities for recreation and entertainment for all age groups
  - e. Promotion of tourism and historical attractions
3. Government & Policy Changes
  - a. More responsive and transparent government
  - b. More enforcement of zoning and property maintenance
  - c. More collaboration between Village & Town authorities
  - d. Advocacy for grants and funding for community projects
  - e. Reevaluation of taxation policies and budget allocations
  - f. Encouraging more community engagement in decision-making processes/government transparency
4. Specific Issues
  - a. Combating crime and vandalism & supporting local law enforcement
  - b. Improving public transportation and traffic management
  - c. Environmental concerns (emissions & cleanliness)

#### Specific Activities:

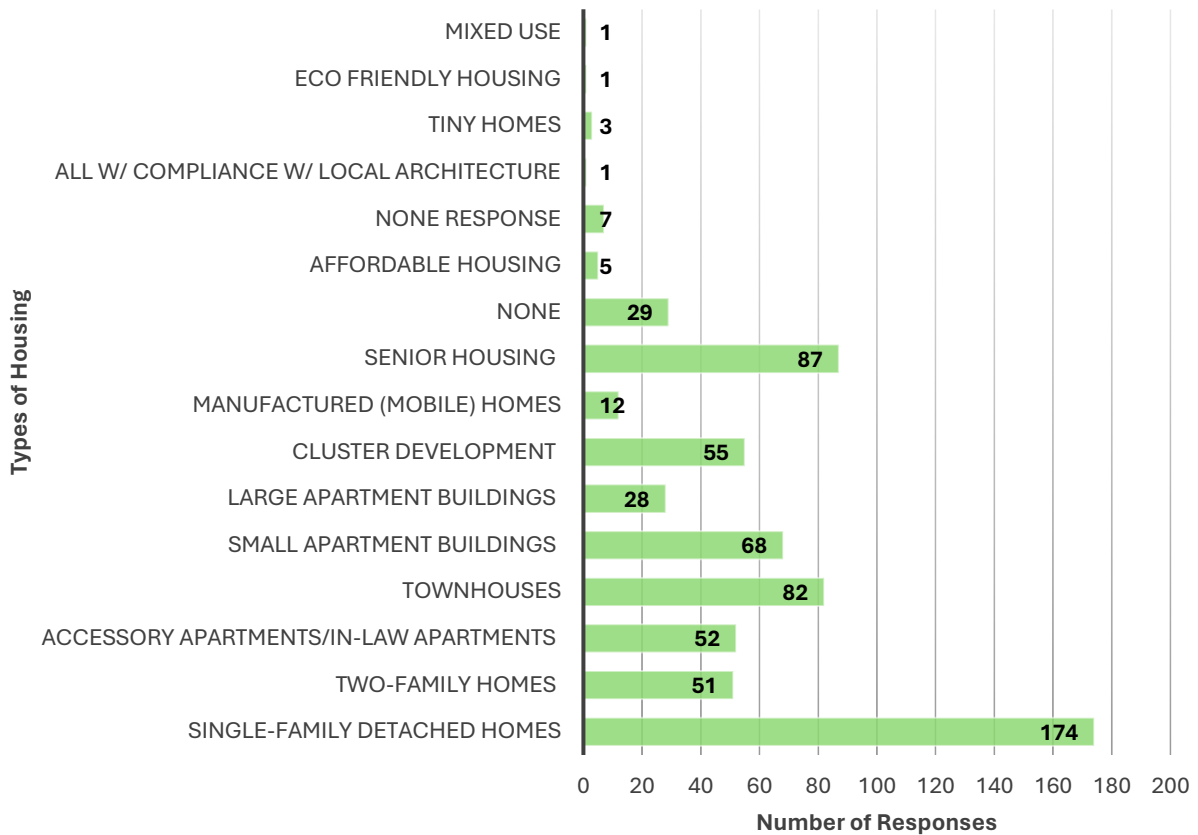
- Upgrade/expansion of parks and facilities (dog park, skate park, place for youth, fairgrounds)
- Enforcing property maintenance
- More beverage & dining options
- Access to fresh produce, farmers market, grocery store
- Downtown revitalization & Main Street Activation
- Art Walk & music nights
- Small business support
- Enhance the canal
- More community events
- Affordable housing

Total Responses: 220

#### Question 4: What kinds of housing would you be open to more of in Palmyra?

##### Key Take Aways:

- Broad support for single-family housing
- Medium support for townhouses & senior housing
  - o Small apartment buildings could work with appropriate planning & maintenance
- Concerns regarding maintaining the architectural character and feel of the community
- Interest in more “innovative” housing options → accessory apartments/ADU, tiny homes, etc.

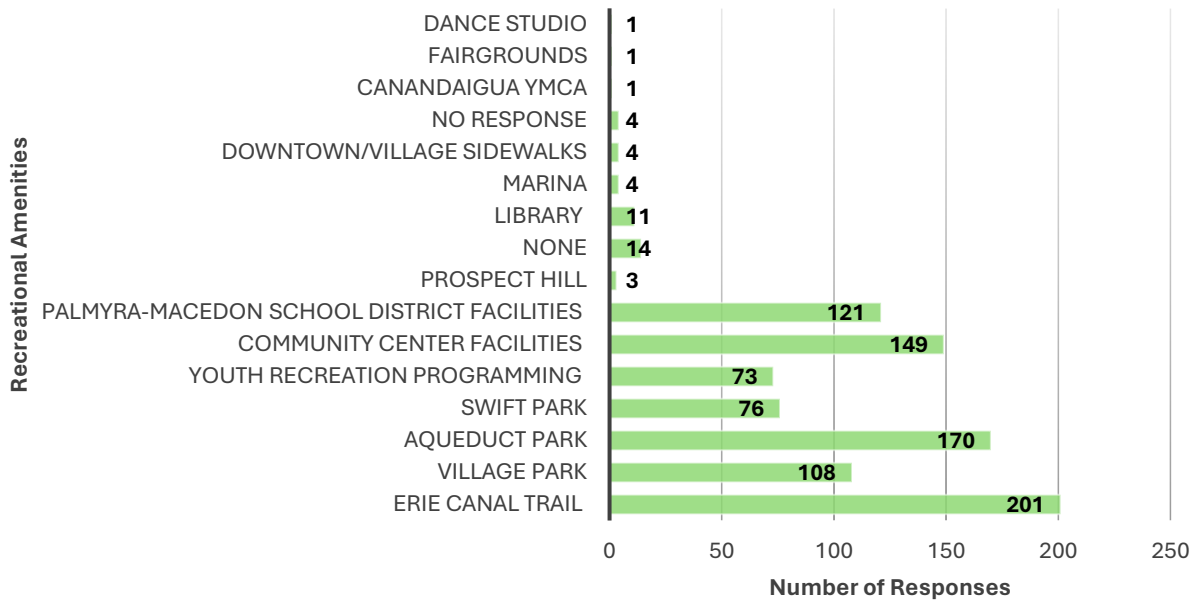


Total Responses: 255

**Question 5: Which of the following recreational facilities do you (and your family) utilize?**

**Key Take Aways:**

- Overall high use and support for recreational amenities in Palmyra
- Most used recreational assets are the Erie Canal Trail, Aqueduct Park, and Village Park
- High use of community center & school district facilities

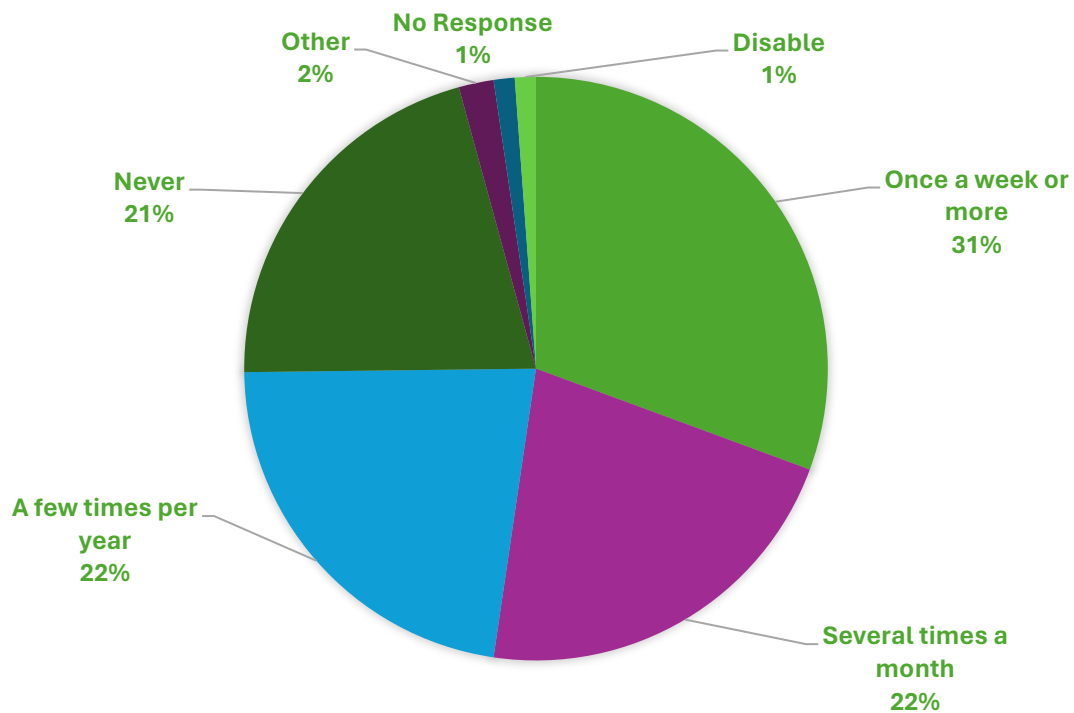


Total Responses: 257

**Question 6: How often do you walk, bike, or take public transportation or use an alternative form of transportation (rollerblading, scootering, etc.) to get to a destination in the Village or Town?**

**Key Take Aways:**

- Over 53% of respondents indicate they use some of means transportation besides a vehicle (walking, bike, public transit) at least a couple times a month
- Overall relative support for walkability in Palmyra
- Need to explore opportunities to ensure sidewalks/transportation routes are ADA-compliant



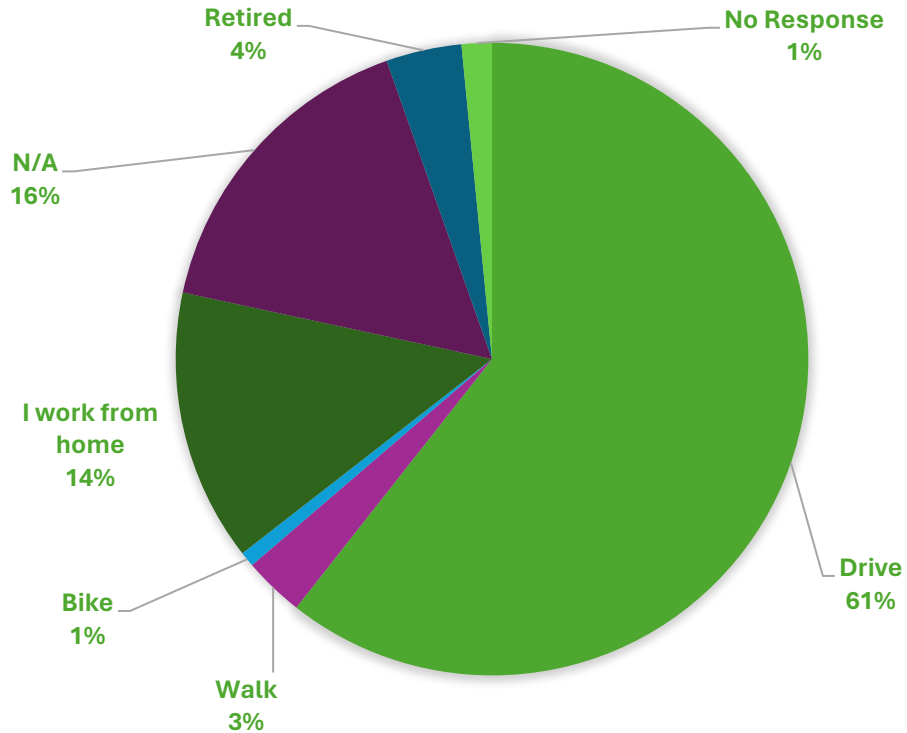
Response	# of Responses
Once a week or more	79
Several times a month	56
A few times per year	58
Never	55
Other	5
No Response	3
Disabled	3

Total Responses: 259

### Question 7: How do you get to work?

#### Key Take Aways:

- Driving is the predominant means of commuting to work for survey respondents at 61%
- 14% of respondents indicated that they work from home
- Smaller portions of respondents indicate that they walk or bike to work



Responses	# of Responses
Drive	157
Walk	8
Bike	2
I work from home	36
N/A	42
Retired	10
No Response	4

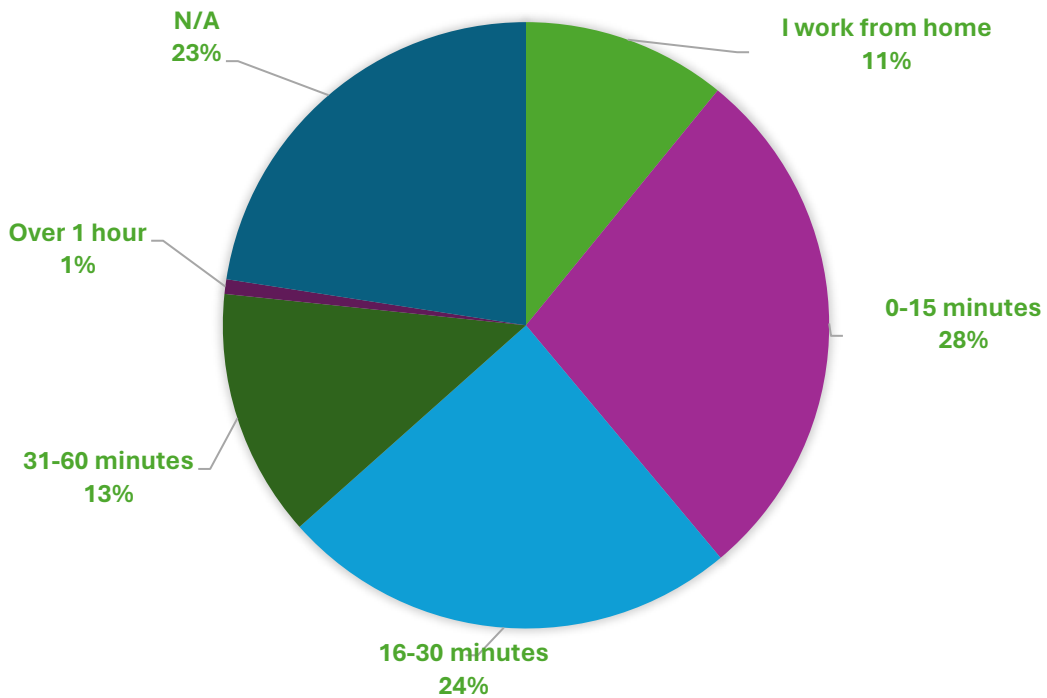
Total Responses: 259



### Question 8: How far do you commute to work?

#### Key Take Aways:

- About 1/3 (28%) of survey respondents commute between 0-15 minutes to work
- About 25% of survey respondents have a commute between 16-30 minutes
- About 13% of respondents have a commute over 30 minutes
- General indication that residents choose to live in Palmyra due to its regional proximity to larger urban areas



Response	# of Responses
I work from home	28
0-15 minutes	72
16-30 minutes	63
31-60 minutes	34
Over 1 hour	2
N/A	58

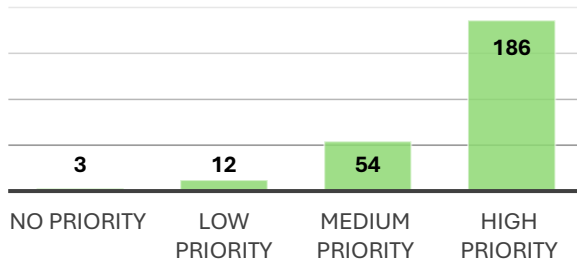
Total Responses: 257

**Question 9: In general, what is the priority level for the following items for the future of Palmyra?**

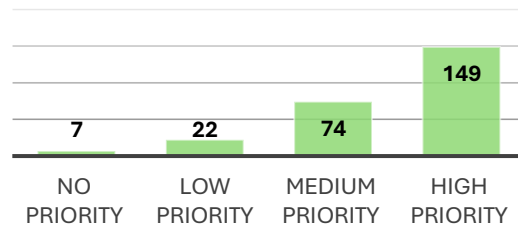
**Key Take Aways:**

- In general, survey respondents rated very high levels of preserving agricultural land, protecting natural resources, and maintaining wildlife habitat
- Most respondents rated all four categories as a high or medium priority

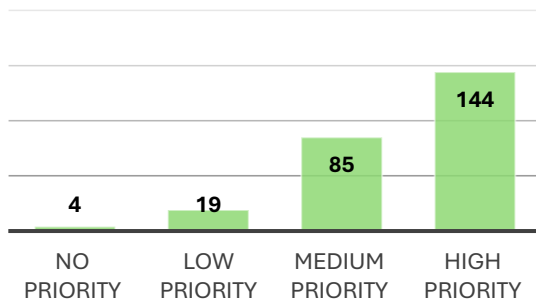
**Protect water quality of the canal, streams, ponds, etc.**



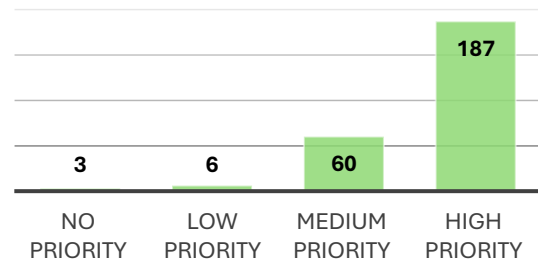
**Protect scenic vistas/drumlins and landscapes**



**Maintain Wildlife habitat**



**Maintain parks and open spaces**

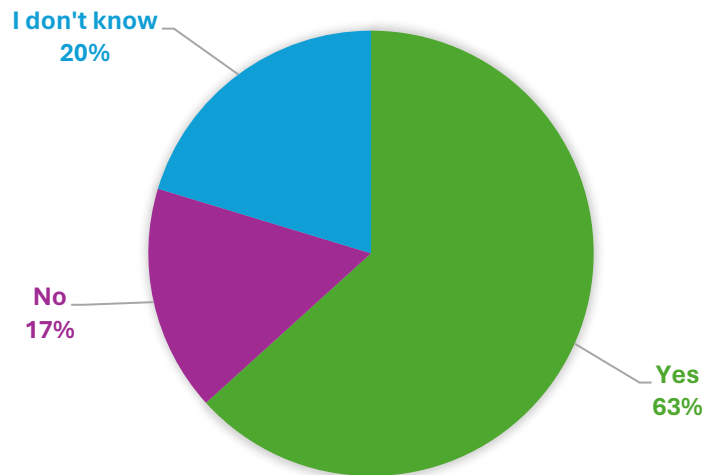


Total Responses: 255

**Question 10: Would you support concentrating new development in the Village or near the Village boundary in order to prevent suburban sprawl and preserve more agricultural land?**

Key Take Aways:

- General support for “Smart Growth” → making development decisions that maximize existing resources to prevent sprawl and preserve natural resources
- Potentially need more community learning regarding strategies to prevent sprawl and opportunities for gentle density in the village



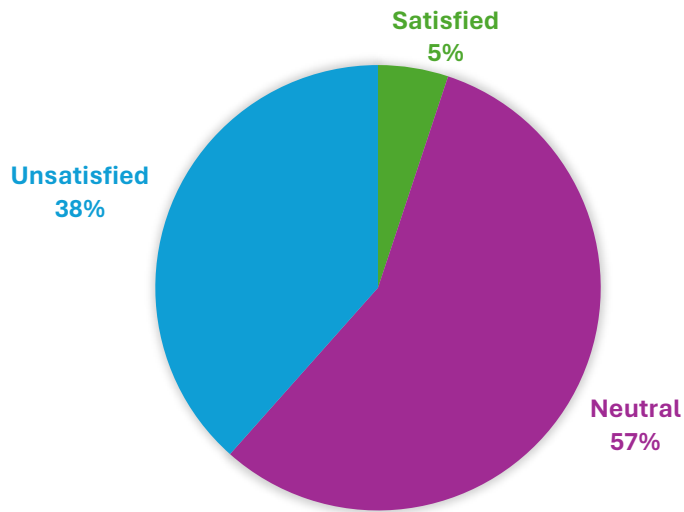
Response	# of Responses
Yes	162
No	42
I don't know	52

Total Responses: 256

**Question 11: In terms of the availability of quality job opportunities in Palmyra, I am...**

**Key Take Aways:**

- The majority of survey respondents indicated a neutral or unsatisfied response to the availability of quality jobs in Palmyra
- This potentially indicates the need for more engagement with local employers and with County/regional organizations to provide workforce support



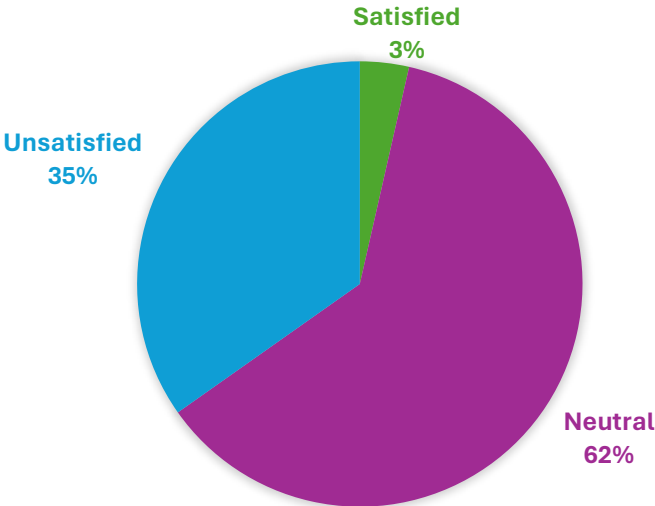
Response	# of Responses
Satisfied	13
Neutral	145
Unsatisfied	98

Total Responses: 256

**Question 12: In terms of the availability of workforce training and professional development in Palmyra, I am...**

**Key Take Aways:**

- The majority of survey respondents indicated a neutral or unsatisfied response to the availability of quality jobs in Palmyra
- This indicates the need for more engagement local/County/regional organizations to provide workforce training and professional development support



Response	# of Responses
Satisfied	9
Neutral	157
Unsatisfied	88

Total Responses: 254

**Question 13: If you are a small business owner/ would like to be a small business owner, how could the Village/Town better support you?**

Themes:

- Promotion & marketing → social media, local advertising, community events, online directories
- Financial Support → grants, tax incentives, ensuring affordable rents, financial assistance for new businesses
- Infrastructure & Accessibility → maintenance of sidewalks, ample parking, enhance the overall attractiveness of the downtown area
- Community Engagement & Communication → more communication about events, festivals, roadwork, etc.
- Safety & Security → desire for increased police presence during events and at night, concerns regarding break-ins and vandalism
- Regulations & Code → enforce/update code & regulations to preserve the character of downtown, fewer regulations for home-based businesses
- Tourism & Economic Development → focused attention on attracting tourists, supporting tourism-related businesses
- Collaboration & Partnerships → build relationships with the Chamber, local businesses, regional workforce development organizations

Specific Ideas:

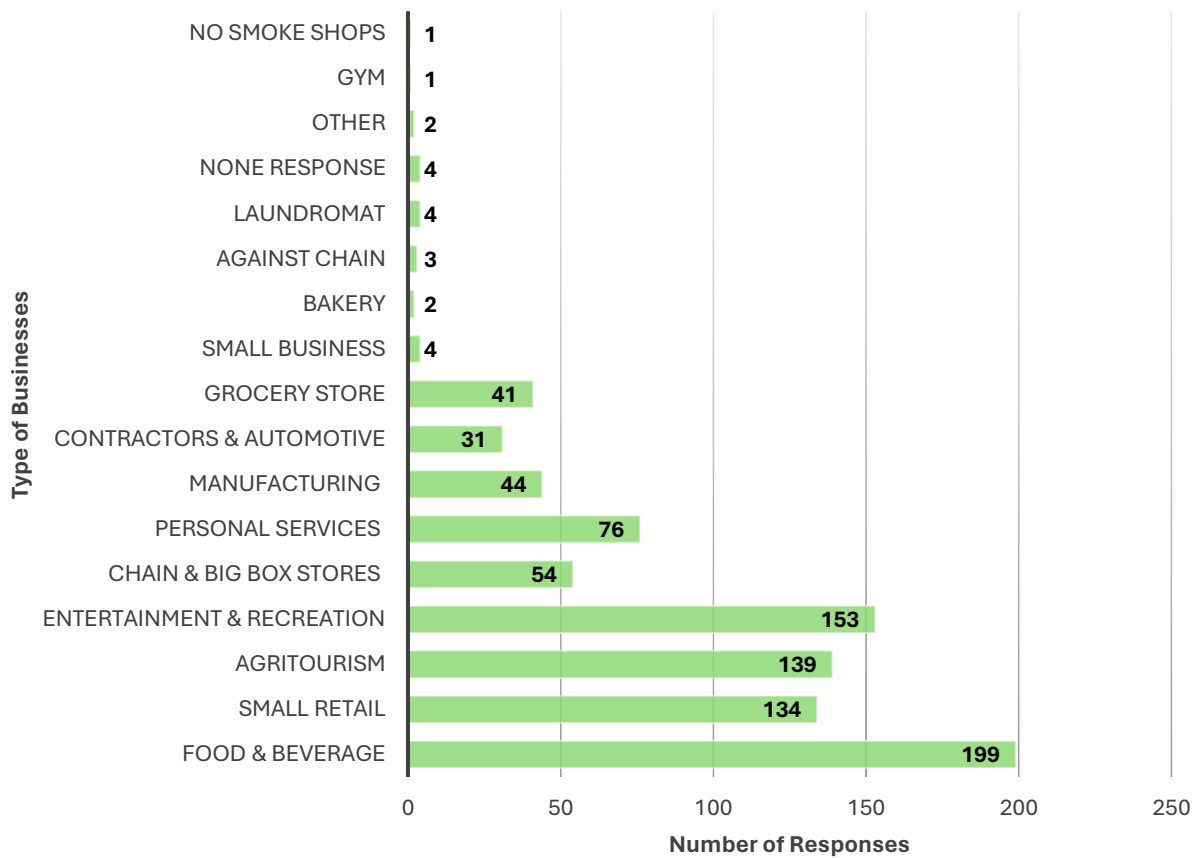
- Online business directory
- Social media promotion
- Community events
- Grant applications
- Improve infrastructure (sidewalks, roads, broadband)
- Business education programs
- Wayfinding and signage
- More check-ins with local businesses
- Be more open-minded to new businesses
- More multi-modal transportation infrastructure (more bike-friendly areas in the downtown)

Total Responses: 99

### Question 14: What types of businesses would you like to see more of in Palmyra?

#### Key Take Aways:

- Respondents indicated very high support for food & beverage, small retail, entertainment & recreation, and agritourism businesses
- Respondents that indicated “other” types of businesses focused on access to a grocery store/small fresh produce market and other service type businesses like a laundromat
- Overall general support for most types of businesses in Palmyra
- Respondents indicated concerns regarding big box & chain stores, particularly in the Village



Total Responses: 261

**Question 15: What specific amenities or attractions do you think Palmyra lacks that could make it a better place to live and/or visit?**

Themes:

- Improved Park Space & Recreation Amenities
  - o Addition or improvement of public amenities like pickleball courts, disc golf, athletic fields, and trail networks
  - o Creation of a playground or dog park
  - o Development of a canal front recreation area with access to Main Street
- Community Gathering Spaces
  - o Establishment of an upscale coffee shop/bakery that hosts regular community activities such as game nights/book signings
  - o Community-oriented venue with non-alcoholic entertainment options (family-friendly)
- Retail & Services
  - o Grocery store or market to enhance food accessibility
  - o Diversification of retail offerings, farm stores, hardware stores, specialty shops
- Cultural and Entertainment Hubs
  - o Arts and entertainment venue such as a live theater, concert hall, a movie theater
  - o Music festivals, concerts , or other artistic opportunities
  - o Waterfront area with attractive businesses and events
- Infrastructure & Transportation
  - o Improve public transportation in Palmyra and Wayne County
  - o Enhance roads, sidewalks, and bike lanes
- Tourism & Recreational Development
  - o Better utilization of Port of Palmyra
  - o Expansion of outdoor recreational activities such as hiking trails, kayaking facilities, organized events
- Food & Dining Options
  - o Variety of dining establishments such as family-friendly restaurants, breweries, cafes, and delis
  - o Restaurants the provide for a variety of dietary restrictions (vegetarian & vegan)
- Community Engagement & Revitalization
  - o More public events, festivals, activities
  - o Revitalize/beautify downtown area with uniform signage, streetscaping, promotion of local history & museums

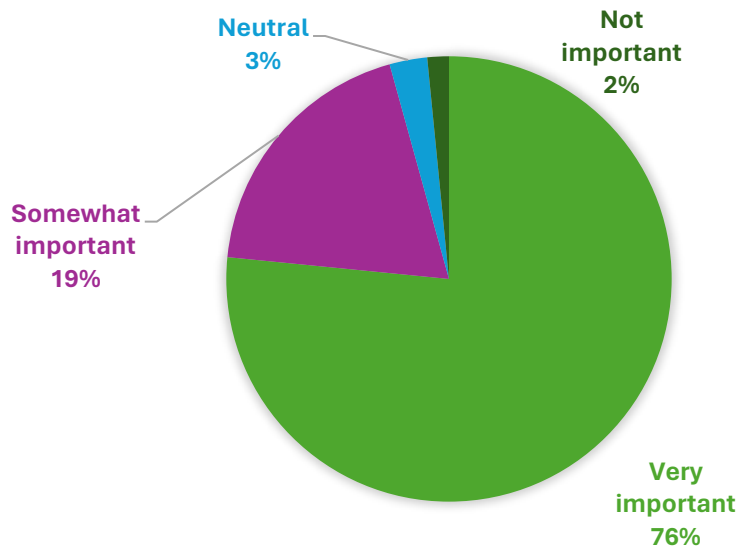
Total Responses: 207



**Question 16: How important is it to maintain the character of downtown Palmyra? (e.g., preservation of the historic architecture, walkable environment, façade maintenance, etc.)**

Key Take Aways:

- Over 75% of survey respondents indicated that preserving the architectural character of Palmyra is very important
- Ensuring Village/Town codes help to facilitate preservation will be essential – clarify a bit more
- Need to explore opportunities to finance historic preservation opportunities



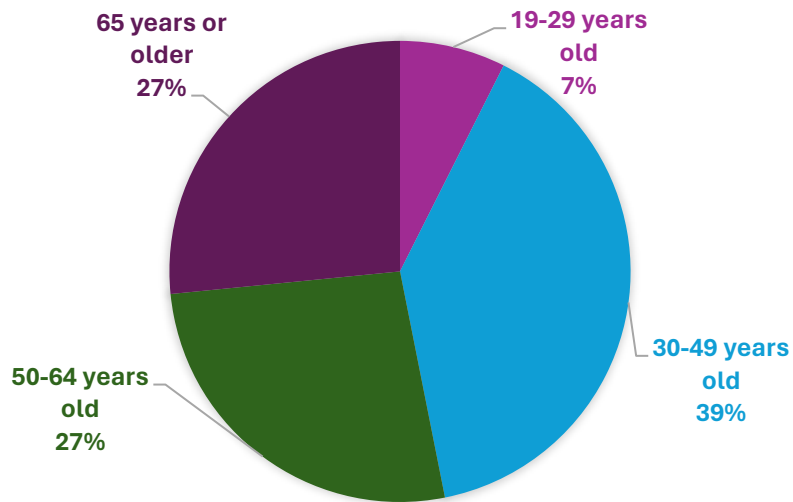
Category	# of Responses
Very important	197
Somewhat important	49
Neutral	7
Not important	4

Total Responses: 257

### Question 17: What is your age group?

#### Key Takeaways

- Limited youth engagement in the planning process
- Need to explore opportunities to increase civic engagement with younger folks



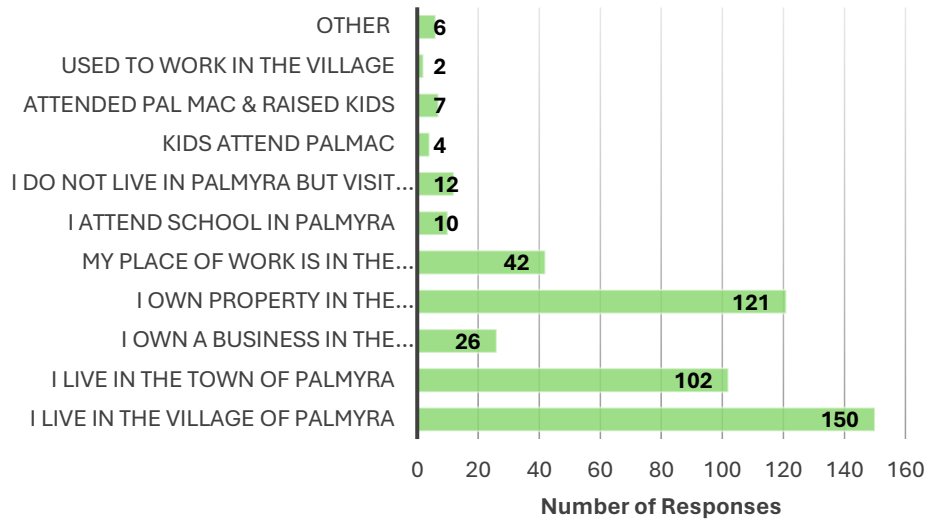
Category	# of Responses
18 years old or younger	0
19-29 years old	19
30-49 years old	101
50-64 years old	68
65 years or older	68

Total Responses: 256

**Question 18: Which of the following statement(s) apply to you?**

**Key Take Aways:**

- About 57% of survey respondents live in the Village
- About 40% of survey respondents live in the Town
- About 10% of survey respondents own a business in the Village/Town
- About 16% of survey respondents work in the Village/Town

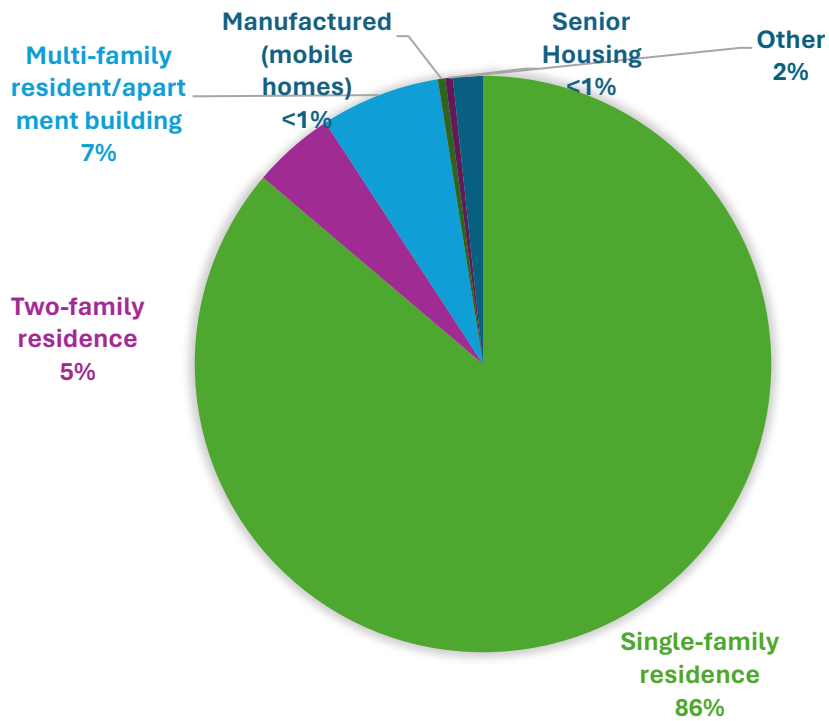


Total Responses: 258

**Question 19: If you live in Palmyra, which of the following best describes the housing unit in which you live?**

Key Take Aways:

- About 86% of survey respondents live in a single-family home
- About 11% of survey respondents live in a two-family home or larger



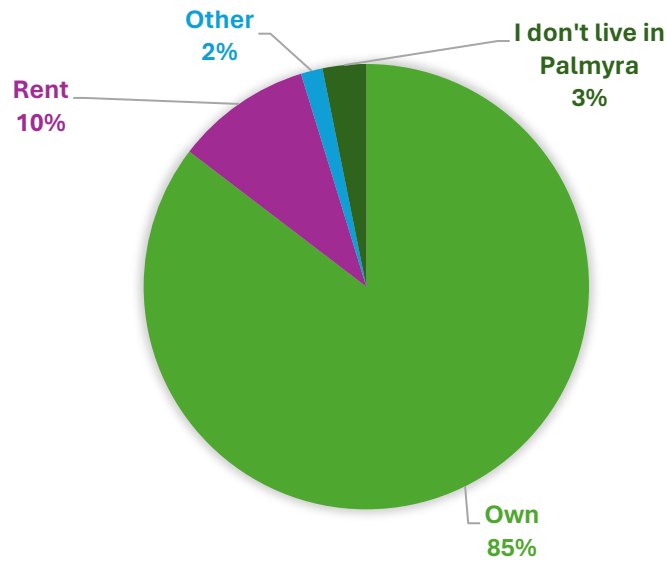
Category	# of Responses
Single-family residence	207
Two-family residence	11
Multi-family resident/apartment building	16
Manufactured (mobile homes)	1
Senior Housing	1
Other	4

Total Responses: 240

**Question 20: Do you own or rent the property where you reside?**

Key Take Aways:

- About 85% of survey respondents own the property where they reside
- About 10% of survey respondents rent the property where they reside
- This owner/rent split is skewed towards higher ownership respondent rates given the breakdown of housing tenure in Palmyra



Category	# of Responses
Own	217
Rent	25
Other	4
I don't live in Palmyra	8

Total Responses: 254

**Question 21: Please share anything else you want us to know about Palmyra.**

Themes:

- Community Engagement & Activities
  - o Appreciation of existing activities & amenities → library, historical society, community center
  - o Desire for more entertainment activities
- Infrastructure
  - o Concerns about downtown Palmyra → vacancy, blight & unmaintained properties, aesthetic appeal
  - o Better maintenance of public spaces & existing infrastructure → parks, sidewalks, roads
  - o Need for more code enforcement
- Preservation of Character & History
  - o Appreciation for Palmyra's deep historical roots and architectural character
  - o Desire for revitalization of historic buildings, promotion of Palmyra's historical significance for tourism
- Community Safety & Wellbeing
  - o Concerns regarding safety & health hazards → derelict properties & slumlords
  - o Desire of enhanced police presence
  - o Need for better access to fresh food & produce
  - o Desire for better public transportation options and multi-modal transportation infrastructure
- Youth & Family Activities
  - o Need for more places/space for the youth to hang out
  - o Desire for more family-friendly restaurants
- Economic Development
  - o Desire for more diverse commercial/retail businesses
  - o Need for more small business support
  - o Desire for more grant opportunities
- Government Efficiency & Accountability
  - o Desire for more transparency and accountability
  - o Need for more communication between government officials and residents
  - o Explore opportunities to enhance efficient government
  - o Need to examine the number of tax exempt properties

Total Responses: 124

**Question 22: Optional: Please provide your contact information below if you'd like to receive updates on the Palmyra Comprehensive Plan.**

Total Responses: 110