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Section 1

Introduction

In the fall of 2002, the Peru Town Council began an initiative to develop a strategy for addressing a number of issues that had arisen in the past several years. The issues included the loss of open space and escalation of local population due to an influx of new housing starts in the form of planned subdivisions, questions as to where capital resources should be expended to improve town infrastructure and recreational facilities, and concerns of rapidly increasing commercial developments in and near Peru. In short, the Town of Peru appeared to be on the verge of losing its small town character. The situation required a comprehensive review of current zoning and other land use regulations and establishment of long term goals for the entire town. The Town Council, realizing that they did not have sufficient resources and understanding of the many new and sometimes complex issues, sought to develop a comprehensive plan for how and where the town should grow. The Town of Peru Comprehensive Plan (the Plan) is a result of that research and planning effort.

As this document would be important to determining the way Peru would grow, the first step of the process was the forming of the Peru Comprehensive Planning Committee (the Committee). It was announced that the Committee was forming and any individuals interested in attending and participating were welcome. The Committee consisted of 14 town residents and business persons. The following groups were represented on the committee:

- Members of the Zoning Board of Appeals
- Members of the Planning Board
- Peru Code Enforcement Officer
- Members of Peru Town Council
- Clinton County Planning Office
- Peru Business People
- Educators
- Farmers

The Committee began meeting in early 2003 to develop a list of objectives for completing the Plan. Early in the process the Committee interviewed several consultants to provide technical support and assist the Committee in the process of developing the Plan. Nan Stolzenburg of Community Planning and Environmental Associates was selected based largely on her firm's extensive experience in developing Comprehensive Plans for similar sized towns in New York and her excellent references. An overview of the various phases in developing the plan is provided below:

- Obtain Public Input
- Development of the Vision for Peru

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- Development of Peru's Goals and Objectives
- Development of Action Items and Responsibilities

Upon adoption of the Plan by the Town Board, the next step involves implementation of the strategies included in the Plan. Generally implementation will involve:

- Revision to Peru Zoning Ordinances and other land use regulations to reflect these goals
- Implementation of other initiatives as needed to ensure the vision is met
- Review of the Plan every five years to ensure changes to Peru are consistent with the goals stated in the Plan
- Updates to the Plan as needed to reflect current conditions and desires.

Comprehensive Plan Implications

A comprehensive plan is a written document that identifies the goals, objectives, principles, guidelines, policies, standards, and strategies for the growth and development of the community. It is designed to answer three critical questions:

- Where are we now?
- Where do we want to be?
- How do we get there?

It is not a law in itself, but state statutes require that all land use laws in a municipality be consistent with a comprehensive plan. The town is authorized to develop and adopt a comprehensive plan by New York State Town Law Section 272-a.

New York State considers adoption of a comprehensive plan to be a critical tool to promote the health, safety and general welfare of the people of the town and to consider the needs of the people. A comprehensive plan is the policy foundation upon which communities are built. Once a comprehensive plan is adopted, there are several implications:

- All government agencies involved in planning capital projects in Peru must consider this plan before they start any capital project. That means the town now has a much larger stake in what other governmental agencies want to do when they are proposing a project in town.
- Community consensus and support can be built on the shared vision, goals, and strategies presented in the plan.
- Programs and regulations may be adopted to implement the plan to protect the town's resources and encourage desired development and growth.
- Comprehensive plans are also important documents to help the town be successful in obtaining grant monies to implement items contained in the Plan.
- In New York State, all land use regulations must be in accordance with a comprehensive plan (Section 272-a). The plan is the basis for regulatory programs. All land use laws should be reviewed, and updated where necessary to be in accordance with this plan.

Town Input and Data Collection

The issues, goals and recommended strategies detailed in this comprehensive plan are based upon studies of data gathered about the Town of Peru, as well as from the input of many town residents. During the summer and fall of 2004, the Town of Peru surveyed its residents and businesses, and conducted planning workshops to hear opinions on town needs and people's hopes for its future. Specific sources of information used to prepare this plan included:

- Results from surveys sent to each residence in Peru
- Community image survey
- Farmer/agricultural focus group
- Business focus group
- Teen focus group
- Community visioning workshops (two)
- Public meetings and workshops (numerous)
- Survey to gain input on draft vision and goals
- Public hearings.

Other studies and analyses were also conducted including:

- Background studies of land use, including a build-out analysis
- Population profiles
- Existing housing conditions and availability
- Community facilities
- Transportation resources
- Recreation and educational resources
- Public safety programs
- Environmental conditions of the town
- Analysis of the regional growth patterns and trends that have affected, and will continue to affect the area's growth.

The information collected above was used throughout the development of the Plan. An analysis of Peru's strength, weaknesses, opportunities, and threats was obtained from review of information collected and is presented in Appendix E.

- Strengths are resources or capabilities that will help the Town fulfill its vision

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- Weaknesses are deficiencies in resources and capabilities that will hinder Peru in fulfilling its vision
- Opportunities are factors or situations that can affect the town favorably and can help us meet our goals
- Threats or challenges are factors or situations that can affect Peru negatively and prevent the town from reaching its goals

An analysis of these elements provides many valuable clues about potential effective strategies, since every successful strategy builds on strengths and takes advantage of opportunities, while it overcomes or minimizes the effects of weaknesses and threats. These elements, both positive and negative, have a powerful impact on community development. This information and other information contained in the Appendices to this document answers the “where are we now?” question.

Vision for the Future

Based on this analysis and results from the community image survey, focus groups, and results from town wide resident surveys, a vision for Peru was developed.

The vision for the future of Peru was based on input from the people who live and work in this community. Although not every resident in the town of Peru has the same opinion on what Peru should look like in the future, there were many common themes that the majority of this community felt was important. The themes common to the residents of Peru were incorporated in the following Vision Statement. This Vision Statement answers the “where do we want to be” question.

Peru’s Vision Statement

The Town of Peru is a safe, attractive and welcoming community with a small town rural character. A charming but vibrant town center retains its historic features and provides conveniences valued by residents and visitors in a setting that is pedestrian friendly. A compact town center is balanced by a rural landscape that supports agricultural enterprises, scenic views, and important natural resources. Peru has a vibrant business climate that supports and encourages responsible business and job growth.

Peru continues to encourage the availability of quality recreational facilities for all age groups, a solid infrastructure, and a diversity of housing opportunities. Peru provides public services that are supported by fair and affordable taxes.

Peru strives to provide a strong sense of community, supports a quality education system, and family oriented atmosphere while nurturing a pride and appreciation of our unique heritage.

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Next, a number of goals and strategies were developed which, if implemented, would help ensure that this vision becomes a reality. These goals and strategies are presented in Section 2 of this document. Section 2 answers the question, “How do we get there?”

Section 3 summarizes these strategies and identifies action items which should be implemented in order to help achieve the goals, and hence the vision for the future of Peru. These action items form the short and long term plans for the future of Peru.

Section 2

Goals and Strategies

As discussed in Section 1 the Vision Statement for the Town of Peru was developed directly from the surveys, planning workshops, focus groups, and other public comments received. It is intended to represent the opinions of the residents in the Town of Peru. The Vision Statement sets the tone and overall direction the town should take in the future.

In order to help ensure that the vision for Peru's future is realized, 12 goals were developed, which if accomplished, would make this vision a reality. They were identified through a comprehensive planning process that included multiple opportunities for public participation. In November 2004 the Vision Statement and the draft goals were presented to the town in the form of a questionnaire and public workshop. Based on comments received in this forum, the statements were revised and amended resulting in 12 draft goals. Please see Appendix B for survey results. During the public workshop participants were also asked to think of strategies to achieve each of the goals.

Through the public participation process, the Town of Peru developed the following goals to help implement the Vision Statement. Many of these goals are idealistic in nature but provide a guide for town leaders and citizens to work with. They offer specific direction and are consistent with the stated vision of the town. As decisions are made which affect the town, even in a small way, these goals should be reviewed and the question asked, "Will this decision have the desired affect of taking the town closer towards reaching these goals and hence the vision?".

- Goal 1: Maintain Peru's small town and rural atmosphere.
- Goal 2: Preserve and enhance the Towns' historical and cultural heritage.
- Goal 3: Protect community identified open spaces and scenic views.
- Goal 4: Enhance the visual character of the town.
- Goal 5: Provide quality public services, infrastructure (including roads and pedestrian systems), and recreational opportunities in a cost effective manner.
- Goal 6: Create a vibrant business climate that encourages growth in a manner that maintains the Town's environment, rural character, and quality of life.
- Goal 7: Protect the Town's significant environmental resources (including unique plant and animal habitats, ground water quality, wetlands or surface water).
- Goal 8: Protect farms, farmland, and promote agricultural economic growth.
- Goal 9: Promote quality and affordable housing conditions.
- Goal 10: Promote the town center as the community focal point.
- Goal 11: Maintain and enhance Peru's sense of community.
- Goal 12: Support a quality education system.

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For each goal, a set of strategies and action steps has also been developed. These strategies and action steps are short or long term in nature. Some could be implemented almost immediately without significant cost to the Town but may have a significant impact on how the Town is viewed in the future. Other action steps will be more difficult and perhaps costly to implement. A number of these actions will require additional input from the citizens of the Town prior to implementation. For each of the 12 goals a summary of the nature of the goal is presented along with the key strategies and action items. Following this, a table with all the strategies and an explanation of their impact on the Town of Peru is presented.

Goal 1: Maintain Peru's small town and rural atmosphere.

The small town and rural atmosphere of Peru is one of its most highly valued attributes. Peru is defined in part by its overall rural nature, and residents want to maintain this character. Our current planning and zoning laws have not proven sufficient to protect this highly valued attribute of Peru, and the character of the town is quickly changing just as countless other small towns and communities across America have changed in recent years.

Evidence of this change in Peru is clear. In the hamlet area, changes along the Bear Swamp Road are most evident. Outside the hamlet area, the reader is directed to the numerous quality subdivisions, (Winding Brook, Orchard View, Ormsby Circle, Quaker Springs Phase III and IV to name a few), which are now defining our landscape. In addition hundreds of new homes have appeared along our roads in areas which, 20 years ago, most thought would always be orchard, farm or forest.

The purpose of this goal is not to prohibit growth in Peru but rather to encourage growth that does not negatively impact the small town and rural atmosphere of Peru. The recommendations developed for this goal are geared towards revision of zoning laws and subdivisions standards. They address issues such as traffic control measures along Bear Swamp Road (e.g. limited access to commercial establishments and limits on number of lanes along Bear Swamp Road). Changes to the facades, signage, lighting and other development standards are recommended. Changing zoning from a minimum lot sizes approach to a density based approach is suggested for our residential zone. Issues such as adult entertainment and wind turbines are also addressed.

Recommendations

1.1. Consider amending Subdivision regulations so that the resulting residential growth is consistent with the desired small town and rural atmosphere goal as follows:

- a. Allow for shared driveway use (up to 3 or 4 residences).
- b. Include rural layout and design guidelines in subdivision regulations. These could be on a voluntary basis or required by the Planning board.
- c. Reduce ideal block size of residential neighborhoods from 1200 feet to 800 feet or

Consider layout standards or guidelines such as: placement of house sites to the side or along tree lines instead of in the middle of open fields, use of shared driveways where feasible, maintenance of hedgerows and stone walls, careful location of house sites to be sensitive to ridgelines, etc

encourage block sizes to be in the range of 600 to a maximum of 1200 feet.

- d. Consider amending subdivision regulations to create minor and major subdivision processes.
- e. Section 8.21 refers to large scale development. It is recommended that Peru strengthen this section and allow for Planned Development Districts (PDD) and have complementary language in the zoning law to allow for PDD's.
- h. Allow for use of flag and key-hole lots under carefully planned conditions. Ensure that flag and key-hole lot requirements are coupled with requirements for adequate buffering and setbacks so that front yards and back yards are not too close together. (Please see Appendix F)
- i. Section 5.32 (D) should be removed.
- j. Section 8.3 related to Cluster Development should be significantly amended to include procedures for reviewing and approving a clustered subdivision, expanded to include the conservation subdivision technique and new definitions, and amended to outline the types, location, ownership, and maintenance of open spaces in these alternate subdivisions. Consider mandatory use of clustering or conservation subdivisions in the conservation overlay zone to be created (Please see Appendix F)
- k. Section 5.5 on Trees and Natural Features is inadequate and needs substantial re-working to include standards for other natural features. This one is mostly oriented to trees.
- l. Consider removing the section related to the dedication of lands or payment of lieu section for recreation and instead institute a per lot recreation fee.
- m. Section 6.21 deals with water supply and sewer facilities. It is recommended that the Town engineer evaluate these standards and make

Planned Development Districts are useful and flexible tools for large lot development and can help with open space and environmental protection goals.

Peru can use flag and key hole lots creatively to allow development on more interior locations. If done correctly, these are often not visible, or less visible from the road and have less impact on the visual character of an area.

adjustments where necessary.

1.2 Consider amending the subdivision law to ensure consistency between the zoning law and New York State Town Law and to improve administration and efficiency of reviews:

- a. Section 5.41C should be amended to reflect that the Town Board can, at its discretion, accept a new road as a public road if built to town specifications but it is at their discretion, not a given.
- b. Add or amend definitions to the subdivision law that are consistent with those used in zoning. In addition, define conservation subdivision, open space, and other terms as needed.
- c. Increase the number of copies of applications requested from development applicants so that each Planning Board member has a copy, along with extra's for building inspector and a file copy.
- d. Add statements reflecting the required SEQRA, and Ag District reviews for subdivisions.
- e. Add a provision allowing the Planning Board to accept escrow accounts and hire professional assistance as needed to be paid for by applicant.
- f. Remove the road standards that are in the subdivision and refer to other existing Town Highway Road Standards.
- g. The storm water and erosion standards in the current subdivision law are not adequate. Either refer to the NYS DEC requirements and use those standards or update these standards.
- h. Article VIII refers to variances. All variances must be issued by the Zoning Board of Appeals, not the planning board and it is recommended that this section be changed to reflect that. Remove this discussion from subdivision and leave in Zoning.
- i. Section 8.4 refers to a waiver process. Enhance

It may be advantageous to have up-to-date standards in the local law so that everyone knows what is to be expected without referring to an engineer or another law.

this section so that it is clear when, how, and under what conditions a waiver may be issued.

- j. Review and amend subdivision fees on an annual basis. Fees should cover all regular expenses (not including consultants that may be needed) during the subdivision review process.
- k. Review Article X (Section 10) enforcement violations and penalties and amend as necessary. It is recommended that the Town attorney review this section to ensure that the Town has adequate provisions for enforcement.
- l. Update all procedures, time frames and voting requirements to be consistent with current New York State laws.

1.3 Consider amending the Zoning Law so that the resulting residential and commercial growth is consistent with the desired small town and rural atmosphere goal as follows:

- a. Re-do all the purpose statements for each zoning district to more adequately reflect the goals of this plan and each district more appropriately.
- b. Update the Mobile Home Overlay (MH-O) to incorporate the local law on mobile homes into the zoning law and include minimum design standards for mobile homes, such as 5:12 peaked roofs, enhanced buffering requirements, and require skirting.
- c. In order to encourage home occupations and ensure that major home occupations do not negatively impact town neighborhoods, amend zoning, Section 309 to establish three categories: exempt, minor and major home occupations. Add in standards for minor and major home occupations so that they can co-exist in residential neighborhoods without negative impacts.
- d. Consider renaming all the districts to be more “intuitive” and move away from using the

Minor and major home occupations should go through site plan review. Exempt home occupations (one that has no employees and no customers or routine traffic) would not need a zoning permit.

acronyms. For instance, H-3 could be Hamlet -3. In this way, all readers and users of the zoning law can better understand what the district is meant to accomplish.

- e. Amend the H-3 district so that its purpose reflects a hamlet rather than a suburban area. Also add standards to help meet the small town character goals such as a build-to-line (so that we don't create a "gap-toothed" lot), allowance of multi-family dwellings (the hamlet is the preferred location for multi-family units) that fit into the neighborhood, and allowance for senior citizen housing.
- f. To be consistent with subdivision, the zoning should be amended to allow for flexibility during clustering and conservation subdivisions.
- g. Consider expanding the overall hamlet boundaries to give Peru room to grow its hamlet. Over time, keep a distinct line between the build-up hamlet and the less-built town. That distinction is a major contributor to rural character. To assist, consider increasing the size of the overall hamlet to include those areas served by the Water District.
- i. Re-name Com-1 to Hamlet-Commercial so that it conveys that it is a commercial area within the hamlet.
- j. 50 to 60' setbacks for Com-1 in the hamlet are out of character with traditional main streets in hamlets. Consider moving buildings closer to the road and similar to residences that might be in the area.
- k. Add hamlet style design guidelines for commercial structures and amend required dimensions to reflect existing conditions and traditional growth patterns that want to be carried on in the future rather than imposing more suburban dimensions. All road frontages, setbacks, building heights, etc. should be consistent with hamlet scale conditions. Require commercial design standards, traffic access management, and pedestrian improvements in

Design standards could include landscaping, lighting, building design, window and door design, parking lot location and design, sign design, and façade treatment.

Com-1.

- l. Consider setting a maximum square footage requirement for Com-1 to ensure that buildings are in scale with the hamlet. In addition to this, or instead of it, consider requiring façade breaks for buildings that have a façade over 80 feet and prohibit windowless walls along facades or visible sides. Requiring greenspaces and alternative façade designs are other techniques that could allow larger structures to be more consistent with the desired character of Peru.
- m. Review and amend the permitted uses in the I-C district. Keep this district focused on industrial and commercial uses that are not conducive to being in the Hamlet or on Bear Swamp Road. Existing residential structures in this zone are acceptable to stay as non-conforming uses.
- n. The RL-2 district is designed to protect critical environmental areas in town. Re-draw the boundaries to better reflect where the environmental sensitivities are and re-name to “Conservation”.
- o. Remove the RA (residential arterial) district and instead allow it to revert to the residential zone but identify one or more appropriate commercial nodes at intersections that could develop for small business growth. These nodes could be called “neighborhood commercial”. Further, remove gas stations, supermarket, and motor vehicle sales from the use schedule for the RA area and these new nodes, as these should be directed to the Com-1 or other commercial areas rather than in the mixed use area of Route 22.
- p. Section 308: This needs to be amended so that clustered and conservation subdivisions are also an exception.
- q. Section 310: Enhance the parking lot requirements section to pay more attention to parking lot location and design. Large parking lots should require

Route 22 has substantially developed with residential uses and the character is more residential with small businesses mixed in. Keeping a RA district along the entire length of Route 22 could dictate that over time, the area will develop as strip commercial businesses.

landscaping, most parking lots should have screening, and all should have lighting and size standards. Further, lots should be placed to the side or rear of buildings to avoid large expanses of pavement in the front. Offer more flexibility in deciding how many parking spots are required for a new use. Work with each applicant to determine the necessary number of parking spaces they will need for that use.

- r. Section 312: Amend zoning to have sign standards specific to each district. Some districts would need signs of different size than others. Add sign design standards, lighting requirements, and placement rules. Consider allowing only externally lighted signs. Further, reduce allowable sign size and height everywhere.
- s. Section 402: The section on Cluster Development needs strengthening. Specifically, include open space definitions and standards, administrative procedures, and application (when will clustering be applied or required, for example). Clarify how conservation subdivisions would be applied. Consider also reducing the acreage Peru currently allows clustering to take place on (10 acres in some districts and 100 acres in RL-3) as this will give Peru more opportunities for this type of development to take place.
- t. Develop design guidelines for commercial buildings in Peru to ensure that their design and lot layout is consistent with desired aesthetic character. Use the results of the Community Image Survey conducted as part of this plan to assist in developing those standards. As a companion to zoning language for this, develop an illustrated booklet that can be given to applicants of commercial developments so that they can better understand the design preferences of Peru.
- u. Develop hamlet style design guidelines for the hamlet to ensure that new commercial growth builds on, and is consistent with the traditional patterns Peru wants to emulate in the future.

Consider developing a matrix showing allowable signs and sizes by district. It should not be a one-size fits all.

- v. To assist in both traffic control and to enhance the streetscape of Bear Swamp Road, limit access to commercial establishments by using access management techniques (discussed in the transportation goal). Recommended tools include use of shared driveways, rear access roads, parallel service roads, shared parking lots, and servicing some businesses from the I-C zone behind it. Further, developing an official map of the Bear Swamp and Dashnaw Road area showing all future roads, exits and utilities will assist in the long term development of these two important areas and will help ensure that the street character is consistent with community goals.
- w. Improve the entranceways to Peru with signage and landscaping, and enhance the attractiveness of Bear Swamp Road west via improved signage welcoming people to the town, streetscaping, commercial sign control, street tree planting, and design standards. Institute a policy statement that Bear Swamp Road should remain a two lane arterial as it exists and that adding lanes would not be consistent with the desired character of the Hamlet.
- x. Work with landowners to retrofit existing commercial buildings on Bear Swamp Road over time so that they are in conformance with design standards adopted, as suggested above.
- y. Work with the landowner to improve the windowless wall section of the grocery store so that its street façade contributes to the character of the road in the Hamlet. This could be accomplished by building a “false front street façade”, adding murals or paintings, and/or landscaping. There might be a student from Plattsburgh or another college that could do a design as part of their school work.
- z. Work to update the viewshed map from the earlier comprehensive plan.
- aa. Rename RL-3 to Conservation/Rural Residence. The current standards for that district, along with

those from the APA seem adequate.

bb. Rename the RL-1 area to Agriculture/Residential to more adequately reflect that this area is the primary agricultural area of the town with secondary uses of residential. This zone needs to be re-drawn to adequately cover those areas that have agriculture taking place, and remove those that have already been developed. It may be appropriate to keep the more recently developed areas in an RL-1 zone.

1.4 Consider de-emphasizing minimum lot size in the Ag/Residential zone and instead, utilize a true density and set the minimum lot size to be equal to what is necessary for water and septic systems. Consider a density in this area to be 1 dwelling unit per 5 acres (or lower if politically acceptable to allow active agriculture to continue without speculative pressures). Peru may want to have an agricultural overlay zone that lowers density.

1.5 Amend zoning to ensure consistency between the subdivision law, and New York State Town Law and to improve administration and efficiency of reviews.

a. Zoning needs a section that allows for but controls accessory structures and accessory apartments.

b. Consider allowing other uses in the HC district such as hotel/motel, recreational uses, additional retail uses, and restaurants (split into those with and without drive-through windows).

c. The Com-1 area should also allow for accessory uses and multi-family units.

d. Incorporate the cell tower law that currently exists into the zoning law.

e. Section 305 – add porches to the list and expand the allowed extension into front yards to 6 feet to accommodate porches.

f. Section 307.1: Develop regulations to ensure that

The minimum lot sizes currently set for this zone will result in relatively dense development over time that will neither maintain farming nor rural character.

In this way, small lots can be created, but Peru can maintain a lower overall growth pattern here.

establishment of wind turbines are limited to areas outside the hamlet, and are regulated in such a way that is in keeping with the scenic character of the Town. Peru should amend zoning to require stringent review of any proposed wind project that includes both site plan review and a special use permit. Land use regulations should be further amended to establish strict standards such as, but not limited to setbacks, noise controls, or other siting criteria to mitigate negative impacts. Peru should evaluate any potential wind sites in the context of other natural and cultural resources, existing and adjacent land uses and other relevant factors. Because comprehensive planning involves balancing a variety of needs and priorities, proposed future land uses related to wind power must be analyzed and evaluated for their respective advantages and drawbacks. Should any sites be identified having wind energy potential, Peru should evaluate these sites to determine if wind energy would be compatible with agricultural, economic, historic, scenic or other values established in this Plan. A thorough environmental analysis should be conducted to determine the impacts of any wind project on other resources in town and to evaluate consistency with this comprehensive plan.

- g. Section 313.2: Incorporate the state ag site plan review model with measurable standards to the extent possible instead of using this section.
- h. Section 313.5: Treat noise pollution as a nuisance and establish time limits and types of noises allowed or prohibited.
- i. Amend according to strategies outlined in the goal related to farms and farmland.
- j. Section 318: Like subdivision, add in stormwater and erosion control standards that meet the more rigorous standards of New York State DEC or refer to those requirements as this section needs serious upgrading.
- k. Amend to more closely mirror FEMA floodplain law standards. Further, floodplain areas should be

mapped as per the FIRM maps and adopted by the Town Board, not the Planning Board.

l. Section 401: Update and amend the site plan review law as discussed in other sections of the plan's strategies.

m. Section 705: Amend so language is consistent with NYS Town law. Section 207 (special use permits) could be moved to the ZBA section (705) for housekeeping purposes and ease of having all the ZBA functions in one place. The special use permits also need some updating for administrative/procedural consistency.

1.6 Consider a local scenic designation for the Mother Cabrini Shrine and Mud Pond Road.

1.7 Add in viewscape protections to zoning, subdivision and site plan review local laws. (See other viewshed recommendations made earlier)

1.8 Seek funds for and implement streetscape improvement projects in the Hamlet to include sidewalks, street furniture, lighting, crosswalks, flags, etc.

1.9 Address adult uses in zoning. With that purpose in mind, Peru should conduct a secondary effects study to incorporate adult use control into the zoning by:

Streetscape improvements will be especially useful along Bear Swamp Road so that this area is built up with the small town character of Peru in mind instead of a strip-style development common to other locations.

The purpose of an adult entertainment section of the zoning would be to address and mitigate the secondary effects of adult entertainment establishments. Secondary effects have been shown to include increased crime, adverse impacts on public health, adverse impacts on the business climate, adverse impacts on the property values of residential and commercial property and adverse impacts on the quality of life. Any new zoning amendments should have neither the purpose nor intent of imposing a limitation on the content of any communicative matter or materials, and an amendment should not restrict or deny access by adults to adult entertainment establishments

- a. Reviewing current zoning language that might be interpreted to allow adult uses and add definitions.

- b. Identify land uses sensitive to the negative impacts of adult uses including residential neighborhoods, main street businesses, churches, schools, childcare facilities, recreational areas, parks, and civic and cultural facilities.

- c. Identify legal and regulatory options that Peru could use. It is recommended that adult uses be prohibited from residential districts, that they be placed no closer than 500 feet of any zoning district boundary, 250' front setback, that they be 1000' from any other adult use establishment, that they be 1000' from any sensitive land use (identified above), and that a maximum building square footage be set for these uses. Further, it is recommended that adult uses be allowed as a special use permit in the I-C zone.

- d. Draft and implement control regulations as a zoning amendment.

- e. Involve the public.

that have the protection of free speech under the Constitution, nor to restrict or deny rights that distributors or exhibitors of such matter or materials may have to sell, rent, distribute or exhibit such matter or materials.

Some existing permitted uses could be interpreted as including and allowing adult uses such as personal service or retail establishments because Peru doesn't have specific definitions to exclude them.

Goal 2: Preserve and enhance the Towns' historical and cultural heritage.

The Town has many historical resources that are highly valued by residents. The history of Peru adds to the cultural heritage and community pride. Residents indicated that they want to ensure that the town's rich history and the many cultural events continue to enrich the quality of life for those who live in or visit Peru. We have therefore made it a goal to preserve and enhance the Town's historical and cultural heritage.

- The first objective under this goal is to inventory important cultural and historical resources in Peru and make this information available to the public.
- The second objective under this goal is to protect, rehabilitate, and adaptively reuse historic sites.

The first step in meeting these objectives would be to form a town sponsored committee to help inventory the existing historic resources in Peru. One outcome of this inventory could be a town wide map developed using the computerized mapping system being developed by the town. Compiling and presenting this information would be useful for future activities which would help preserve the historical and cultural heritage of the town. The most significant of these identified resources could be identified with historic markers, helpful in developing tourism for the area, or developing guided tours of Peru. Such tours could be used by local groups, schools or other organizations.

A compilation of this information is needed to meet the second objective under this goal, the protection and rehabilitation of historic sites. Under this objective the town may find it useful to provide local incentives to encourage citizens to take necessary steps to protect and maintain historic sites. Revision of zoning laws would also help in making this objective a reality.

Objective A: Inventory important cultural and historical resources in Peru and make this information available to the public

Recommendations

2.A.1. Initiate a town-sponsored committee for cultural and historic resources. The role of this committee could be to inventory resources but could also be expanded to be a more formal resource for the Town to advise the Town on matters related to these resources and implement recommendations in this plan. It is recommended that the Town Historian be a member of this committee. This committee can also play an important role in advising the ZBA and Planning Board on matters related to cultural and historical sites. Their advisory role could be to help evaluate impacts on these

Having a group of local experts on the town's historical and cultural resources could be helpful to get a full inventory done, work to implement these recommendations over time, and assist the Planning Board and others in review of projects. It would be advisory only. It is another way to involve citizens in a meaningful way.

Recommendations

resources for the Town and offer suggestions to maintain and preserve them.

2.A.2. Fine tune the GIS map of important places created for this plan so that it includes a full inventory of all historical and cultural sites (See Planning Workshop Map. The inventory should also include all historical markers, cemeteries, underground railroad sites and other historical sites. Consider making this inventory a full reconnaissance level historical survey. This would identify all properties that may be eligible to be placed on the State and National Registers of Historic Places.

2.A.3. Make the map of historical and cultural resources available to a wide audience in the town, and place on web site. This map should also be made available to the Building Inspector, the Planning Board, and the ZBA so that they can become aware of the location of historic sites that may be impacted by a proposed project.

2.A.4. Once an inventory of historical locations has been completed, assist local landowners (through the cultural and historical committee) of historical locations to get these locations listed on the state and national registers. Provide information to these landowners on the benefits and ramifications of listing (See Appendix C).

2.A.5. Expand use of historic markers in town. Work with the NY Office of Parks, Recreation, Historic Preservation to obtain markers for historical sites. Add all markers to the historic inventory map.

2.A.6. With the coordination of the ad hoc historic and cultural committee, discussed above, develop a historic tour of Peru. This could include a driving tour of locations throughout town, as well as a walking tour in the



This could be combined with a scenic tour and can help bring in tourists to other parts of the town. This could also boost sales of local businesses and farm stands, etc.

Recommendations

hamlet. These programs would need to be augmented with maps, descriptions, markers, etc. It should be coordinated with the “Acres of Apples” bike route and the All-American “Lakes to Locks Passage” along Route 9 through Peru.

2.A.7. Create kiosks at strategic locations such as the boat launch and Chases. Have maps available at ferries, Rulfs, etc. Determine what we need to do to have Peru information available at local tourist centers. Provide Peru information to Adirondack Regional Tourism Council to include on their map.

2.A.8. Create a space for historical exhibits, documents, etc. This could be at Town Hall, at a restored Heyworth building, or at some other location.

2.A.9. Sponsor a town newsletter that contains a regular historic and cultural column and/or sponsor a regular column in the local paper for this purpose. Peru may want to expand the role of the historian to accomplish this, or the town may want to fund a professional writer. All articles created for this purpose could also be in brochure format and on a web site.

2.A.10. The Town can sponsor an oral history program where those who are knowledgeable about town’s history, places, stories, items, etc. come together to discuss it and the conversation is recorded permanently as a permanent archive. This might be a joint program between the Town and library.

2.A.11. Once all historical sites are well marked and identified, encourage tourism, school field trips, clubs, etc. to visit. This should be part of a regional and local marketing initiative to let people know what is available, where it is, etc.

2.A.12. Sponsor a historic date marker program. Identify through deed records and other information, construction dates of historic buildings, and provide each landowner with a

This could be a welcome center, a place to advertise local services, businesses, tourism opportunities, and a place to provide information on the town’s history.

Educating the public about the town’s resources is an important community building tool.

Recommendations

small plaque indicating the building's construction date. The plaque is mounted on the exterior of the structure.

Objective B: Protect, rehabilitate, and adaptively reuse historic sites.

Recommendations

2.B.1. Provide options for and provide local incentives to private landowners that preserve and rehabilitate historic locations. These incentives can include a) educating them about state and national tax benefits already available for historic properties on the register, b) a historic landowner recognition program (awards, certificates, plaques, etc.), c) local tax incentives, d) use of façade easement programs (The Town can hold a historic easement on a structure to ensure that the historic qualities are preserved permanently).

2.B.2. Obtain funds for these initiatives. Hire a grant writer to help assist the Town obtain funds for the above projects. Solicit donations or develop income producing programs such as selling bricks (For the Heyworth Building restoration, for example).

2.B.3. Establish historic district overlay which would offer more informal review of historic resources in the hamlet as compared to a historic review commission. Peru can use the overlay to establish some design principles to ensure that people are aware of historic resources, define the desired character, and require new buildings or renovations that are compatible with the historic character.

2.B.4. Elevate the importance of historic character, especially in the Hamlet by requiring building design standards for commercial uses that are consistent with the traditional nature of the area (that would have to be defined).

2.B.5. Elevate the role of historical character in the Site Plan review by adding another guide in Section 401 that specifically requires that the Planning Board review proposals for their compatibility with the historical character of the neighborhood (especially in the hamlet.)

2.B.6. For publicly funded projects that come before the Planning Board, ZBA or Town Board, ensure that the Historic Preservation Field Services Bureau of the State

Historic preservation is one area where incentives are often necessary in order to accomplish these goals. They have been very effective in many locations to preserve and reuse historic buildings.

The site plan law, together with an overlay zone could give protection to historic character and give the Planning Board the ability to review projects to ensure that new development is done in a manner which promotes the rural and historic character.

Historic Preservation Office is involved in project review. Through its review, the Bureau identifies historic resources involved in public projects and assists with developing preservation approaches. This environmental review process ensures that historic preservation is considered in the planning of publicly funded projects.

2.B.7. Understand the applicable laws that can help Peru protect historic resources. These include Section 106 of the National Historic Preservation Act of 1966 which directs federal agencies to consider historic resources in their project planning. New York State has a parallel law for state agencies in Section 14.09 of the State Preservation Act of 1980.

2.B.8. Encourage adaptive reuse of historic buildings. This can for example, be accomplished through creation of a revolving restoration loan fund to assist owners in improving historic properties, building façade improvement grants, tax incentives. Zoning should specifically allow conversion of buildings to new uses as a specially permitted use, rather than promote demolition of existing buildings. Create an inventory of historic buildings in the hamlet that have the potential to be adaptively reused for a new residential or commercial use.

2.B.9. Utilize the Heyworth/Mason area as a public park, historical site, recreation area, and area for cultural events. Together with the Gazebo, and the historic nature of the core of the hamlet in this location, it would be a good spot for designation of a historic overlay or historic district. Also, if not already, this building should be listed on the National and State register of historic places. Initial town grant writing should be oriented towards this priority site. Seek public/private partnerships to make this happen.

Adaptive reuse should be an important component of any historic preservation program.

Restoration and reuse of this building and site would bring people to the hamlet, could boost local business, enhance tourism, involve the community, build community pride, etc.

Goal 3: Protect community identified open spaces and scenic views.

When residents were questioned on the strengths of Peru, open spaces and scenic views topped the list. All public participation exercises indicated that the people of Peru highly value these resources. Unfortunately, during the past several years an alarming number of scenic views and once largely rural roads have been developed with little thought to the lasting impact this development has had on the overall character of this town. At the current rate of growth, it will only be a short number of years before many of the roads which currently lead through large wood lots and/or scenic farm land and orchards will be bounded by a strip of residential lots/houses. This style of development causes a very large visual impact due to the loss of scenic views from roadways throughout the Town.

This goal offers a variety of strategies that can work to protect our open spaces over time. The first step involves identifying these areas and scenic views. The second step is to change the zoning requirements (mostly in our RL-1 zone) to allow for an equal number of housing units per acre, but in higher densities and directed locations so that open spaces are maintained and protected.

Recommendations are organized into non-regulatory programs, regulatory programs, and acquisition. Incentives which provide for cost effective methods of developing Peru while maintaining our rural character are also suggested.

Objective A: Identify scenic resources and important open spaces to be protected in Peru

Recommendations

3.A.1. Define Open Space. Define what types of lands are to be included as “open space” and then make a map showing these open spaces. Consider including at a minimum wetlands, steep slopes over 15%, parks and permanently conserved areas, streams, lakes (See Water Features, Slope, Parks and Recreation, and Topography maps). Also consider including shoreline(s), forested areas, active agricultural lands and perhaps scenic views (as seen from public roads.)

3.A.2. Organize a scenic view study by assembling a work group, setting a timetable for action, and setting up procedures for conducting a scenic view and landscape study. Consider appointing a Conservation Advisory Council to undertake this role. Gather and compile resources such as the GIS maps, earlier Comprehensive Plan and its maps, this plan, and information from groups such as Scenic America, and other existing information such as resources from the town historian, historic maps and atlases. Decide if a scenic road windshield inventory program will be undertaken, and if so, use the recording

Some of the suggestions from the public for scenic roads and locations include Route 22, Heyworth Building, Route 9 along the water, views from Ag lands, bridge in town, Jabez Allen Road, along State Land on Route 9, Patent Road.

Recommendations

form developed by the New York Scenic Roads Program Identify a preliminary working definition of “open space” and “Scenic”. The steps to accomplish this objective could include:

- a. A threat-of-loss analysis (to identify those existing areas most at threat of being lost as open space.
- b. Identify a potential network of open, natural areas to create trail corridors and greenways between existing or potential public open spaces to provide recreational and education benefits.
- c. Involve the public to review data and maps.
- d. Evaluate the overall significance of roads or public spaces where scenic resources are present. Choose evaluation criteria and develop a rating scale. The criteria may include historic value, scenic value, educational value, threats to resource, distinctiveness, magnitude and intactness of resource, open space. Rank the criteria and assign values.
- e. Use GIS to map updated results.

Objective B: Protect scenic views and increase the amount of land preserved as open space through non-regulatory programs.

Recommendations

3.B.1. Encouraging participation in State and Federal programs such as the USDA Natural Resources Conservation Service Wetlands Reserve Program, Wildlife Incentives Program, and the US Fish and Wildlife Services Partners for Fish and Wildlife program, among others. Develop and provide a list of the programs and eligibility requirements and promote them with local landowners.

3.B.2. Encourage use of the 480-a Forest Tax Law exemptions.

3.B.3. Provide tax and other incentives to private landowners who permanently conserve open space or protect scenic views on their properties. Consider use of

This law allows forest owners to apply for up to an 80% tax exemption by committing their forest land to a DEC approved forest management plan.

Tax abatement incentives are widely used and quite successful. They may help get landowners interested in maintaining scenic

Recommendations

assistance through grants and loans or reimbursement for expenses.

3.B.4. Work with and encourage landowners to grant and maintain trail easements across their properties.

3.B.5. Inform landowners about the values, benefits and opportunities of preservation and provide technical assistance, preservation incentives and keep landowners informed of preservation programs.

3.B.6. Ensure that Ag and Markets laws are followed for notice of intent, etc.

3.B.7. Establish educational initiatives such as developing a Peru Landscape Field Guide illustrating and describing the component parts of the towns rural landscape, developing an interpretive tour guide for local roads, and developing roadside viewing pull offs. In addition to, or in place of, Peru could also develop a citizen educational program to inform citizens about the importance of scenic vistas and viewsheds and to encourage voluntary protection. This could include community walks or drives, photographic exhibitions, or slide shows.

3.B.8. Designate local roads as “Scenic”. The goal of having one or more scenic roads is to educate the public, protect and enhance the resources, and enhance opportunities for recreation.

3.B.9. Evaluate the character of the entrances to the Town and the existing sign entrance signs and update if needed.

views from the road onto their property.

When farmland in or adjacent to the NY Certified Ag District in town is being converted to non-farm use, the Planning Board is obligated under NY law to ensure that the notice of intent is done and impacts to remaining farms are evaluated.

This provides a framework for people to understand the patterns in town that have shaped the visual character of the landscape.

Designation without other controls through zoning could help accomplish the educational and recreational goals most effectively and it can help grow a strong base of community support.

Gateway signage and landscaping that reflect the character of Peru contributes to the overall character of the town.

Objective C: Increase the amount of land permanently preserved as open space through acquisition.

Recommendations

3.C.1. Protect priority open space and scenic lands through conservation easements, lease arrangements, management agreements, mutual covenants, fee simple sales, and donations. Seek funding for purchase of development rights (PDR) and develop local sources of funding for these activities.

3.C.2. Explore use of view easements or consider use of leaseback arrangements where the land is purchased by the town and then leased back subject to certain restrictions for management of the scenic (or open space) resources.

Programs are effective in preserving open space if they meet mutual goals of the landowner and the town or a local land trust.

Information on Easements: Landowners retain ownership and use of the land and there may be potential property, income, and estate tax benefits for donation or bargain sale of an easement. Easements run with the land, despite changes in ownership. Reduces costs for site protection when easements are acquired at less than fair market value for the protected area. Also, these are all proven techniques for local communities that have strong support to acquire lands for preservation. Owners who sell development rights receive an income and continue to use their land while retaining all other rights. Property taxes should be reduced. Land acquisition (or acquisition of easements in one form or another) is the most certain and permanent form of landscape protection. This is always voluntary between the landowner and the town and/or land trust. Some techniques such as the leaseback arrangement can provide income to the town or land trust. Lands selected for this program should be identified as high priority from inventory above. Lands adjacent to permanently protected lands often rise in land value.

Objective D: Protect scenic views and increase the amount of land preserved as open space through regulatory programs.

Recommendations

3.D.1. Offer Density Bonuses as an incentive to preserve open space. A density bonus is when an applicant is allowed to build more houses than allowed in the zoning if they provide permanently protected open space on the parcel. This technique is particularly effective if the strategy 6, below is accepted.

3.D.2. Require that major subdivisions integrate 50% of the lot as open space into the plat. This could be accomplished by setting a percentage of land to be dedicated to open space, or by setting an acreage set-aside per dwelling unit. Peru's subdivision law will

This technique can encourage sensitive site design to protect resources and helps maintain open space and rural character, particularly for residential developments.

Recommendations

need amending to define both minor and major subdivisions and require both to go through the subdivision review process.

3.D.3. On each lot, direct development away from ecologically sensitive lands by requiring that buildable and unbuildable areas of a parcel be identified and all building is directed away from sensitive areas. Use of clustering or conservation subdivisions are techniques that should be authorized to direct development away from these areas.

3.D.4. Prohibit development within the 100 year floodplain (See Flood Hazard Zone Map). For parcels that are entirely within a floodplain, development should be allowed, however the Planning Board should evaluate the parcel to determine the best possible location for a new structure in order to reduce flood hazards.

3.D.5. Create a 100 foot vegetated riparian buffer along streams (See Water Features Map).

3.D.6. Peru should lower density to allow for more sustainable levels of development in the future. This can be accomplished two ways:

a. Change density in the RL-1 district from 1 ½ to 3 acre min. lot sizes or larger if feasible. This will be most effective in reaching the goal if coupled with other strategies. However, large lot zoning is not the most effective technique for land protection because it simply spreads out development across the landscape.

b. As the preferred alternative, de-emphasize minimum lot size and use a density measurement of # dwellings per acre to regulate the overall density of development. This could be applicable in all residential districts, but is especially important in the RL-1. There could be a density of 1 dwelling per 3 (or even 5 acres) set with a minimum lot size of 1 acre to accommodate well and septic.

Prohibition of development in the floodplain preserves the function of these areas including stormwater infiltration, wildlife habitat, and reducing downstream flooding.

Vegetated buffers reduce amount of pollutants entering creeks and streams, enhancing water quality. Helps preserve forested habitat corridors.

Separation of lot size from density offers more flexibility during development than a reliance on minimum lot size. When there is less emphasis on minimum lot size and more emphasis on density, landowners have more freedom to be flexible, create smaller and more affordable lots at the same time that open space is protected and can easily accommodate protection of open spaces and use of clustering or conservation subdivisions.

Recommendations

3.D.7. Utilize development techniques that create open spaces such as clustering and conservation subdivisions. These techniques are the primary methods to incorporate preserved open space into new subdivisions. They should be considered mandatory in some parts of Town, to be determined at a later date.

3.D.8. Establish an open space, viewshed/scenic corridor overlay district. Once identified and delineated, a variety of regulatory controls to protect these areas could be included as follows:

a. Sign controls: amend zoning to more effectively regulate height of signs, as well as more details on placement, lighting and landscaping of signs. Also consider adding design standards or guidelines for signs.

b. Landscape regulations: in certain places screening may be desired and in other places, a long view with no vegetation to inhibit viewing is desirable. Consider implementing landscape requirements for all commercial developments, major subdivisions, and other residential development in critical view areas.

c. Setback requirements: Setbacks of structures significantly affects the character as viewed from the road. Consider implementing alternative or flexible setbacks to protect viewsheds. A scenic view corridor or overlay could require very long setbacks for example.

d. Design review: Design guidelines discussed above are suggested to be voluntary. Design review suggested here is mandatory and included in zoning or another local law and could be applied only to commercial development and key hamlet areas. Consider establishing design review that regulates building mass and proportion, roof pitch, windows, siting, and the relationship of buildings to one another and to the roadway for commercial development and key hamlet areas.

Clustering won't work well with minimum lot sizes of 1 ½ acres in RL-1 unless septic/water is provided for the whole subdivision. If the Town increases density however, it could work.

Signs are important landscape features that can positively or negatively impact the character of the area. Peru already regulates signs, but does not regulate sign height and only indirectly, lighting. Lighting, landscaping and design standards can all work to ensure that signs fit into the context of the town.

As we learned from the community image survey, landscaping plays a significant role in positive feelings about views and aesthetics.

In order to enhance character during new development, care must be taken to work with the land and the location of the development. Allowing alternative setbacks or flexibility in building envelope planning is important to accomplish this.

Design review's purpose is to protect aesthetic character and distinctiveness through design that is consistent with Peru's goals.

Recommendations

e. Slope protection standards: Consider establishing regulations that require buildings to be constructed by following existing slopes. Enforce erosion control measures.

g. In rural areas, institute road access management: Consider allowing (with controls) use of shared driveways, shared access drives, and minimizing curb cuts.

3.D.9. Hillside/ridgeline overlay: Consider establishing a hillside/ridgeline overlay zone to specify standards that will allow development, but in a way that protects these more fragile environments and the views of them or from them. In this overlay, consider prohibition of development on steep slopes in excess of 15%, requiring placement of structures so that the roofline is not above the ridgeline, minimizing vegetation removal, and grading and location standards of driveways.

3.D.10. Establish limits of disturbance for each site in subdivision. Site disturbance would include the structure, accessory structures, utilities, services, drainage areas and septic fields. Amend subdivision law to require establishment of limits of disturbance on the subdivision plat using criteria designed to minimize visual impacts, prevent erosion, promote fire prevention and safety, and preservation of significant vegetation, if present.

Controlling development on slopes can prevent erosion and sedimentation and can help ensure that impacts are minimized on these more sensitive locations.

Multiple curb cuts along a rural road can be very negative influences on rural and aesthetic character.

Although there are not huge areas having steep slopes in the Town, the rolling hills and views of these forested hills are important components of the aesthetic character of the town. As with other suggestions, this could reduce environmental risks at the same time as protecting scenic and aesthetic resources.

This technique would allow review and establishment of a building envelope that would help ensure placement of developed areas in ways that minimize disturbance to the resources trying to be protected.

Objective E: Seek funding for open space and scenic view conservation activities.

Recommendations

3.E.1. Explore creative financing techniques to fund open space programs. Techniques to be explored include transfer tax, bond issuance, general fund appropriation, creation of revolving funds, preferential tax assessments, and use of federal and state grants, etc.

3.E.2. Build strong ties with Clinton County organizations and land trusts. These organizations can help raise and leverage funds, act as intermediaries for open space programs, manage open spaces, and provide technical assistance.

Local general revenue bonds can be issued for the purpose of obtaining funds to acquire open space resources.

Goal 4: Enhance the visual character of the town.

The visual character of Peru includes not only open spaces and scenic views as discussed earlier, but streetscapes, rural roads, buildings, landscaping, signage, and overall property maintenance. The public, through our surveys and public meetings, indicated that they wanted to improve the visual character of our town and to ensure that new development is visually appealing. A community image survey was conducted to document how the residents wanted the town to look. The survey results were compared to our existing conditions in order to identify places in and around the hamlet of Peru that require improvements. The results of this survey are presented in Appendix B.

Based on the results of the survey, the development of standards is recommended for incorporation into appropriate zoning and planning regulations to address the visual character of the town.

Changes should include amendment of existing road design standards to reflect a more rural nature for the town. This will require close coordination with the Highway Superintendent as changes to the width of pavement areas and right of ways will be addressed. Streetscape standards will be developed and incorporated into zoning and subdivision requirements to require the planting of street trees. The Town should also consider an effort to repopulate the hamlet with suitably located street trees.

In order to meet the objectives of this goal, the town zoning ordinance must be revised to address signage regulations, lighting standards, parking standards, utilities location, and landscaping requirements.

The planning and zoning boards should be given the authority and training to review architectural designs of commercial buildings to ensure that new development in the town is consistent with local style and character. Franchise architecture should be prohibited unless consistent with the standards developed by the planning board.

In the short term, the Town Board should work towards developing a committee to coordinate various beautification projects and serve as advisors to other boards and departments within Peru. A number of projects could be undertaken quickly and inexpensively to make Peru more attractive. Examples include planters and welcome signs (consistent with revised signage regulations) on the roads leading into Peru, cleanup campaigns, tree planting programs, and recognition of businesses that make improvements in facades and landscaping.

Objective A: Visual character is protected through careful planning of roads, streetscapes, buildings, signs, parking lots, and other development.

Recommendations

4.A.1. Rural roads and streetscapes are vital to enhancing the visual character of Peru. The Town should:

a. Re-do design standards for roads so that they reflect the rural nature of the town. Critical are to reduce required pavement and right-of-way widths, reduce cul-de-sac turning radii, discourage use of cul-de-sacs and encourage use of grid or modified grid road patterns. Where cul-de-sacs must be used, they should include a walk/bike trail to connect them to another road or path. Peru should undertake a rural road classification system program such as offered by the Cornell Local Roads Program and then adopt maintenance standards for those rural roads as outlined by Cornell.

b. Include streetscape standards in zoning and subdivision for new roads that maintains or replants street trees. All new major subdivisions should maintain or replant street trees. The standards should specify the type, caliper, planting standards, etc.

c. Work with the various highway maintenance agencies (State, County and Town) to develop highway maintenance policies that maintain as much vegetation and roadside trees as possible.

d. Add sidewalks and curbs to roadways and parking lots. It should be required (phased in as roads are paved and storm drainage is engineered) in high density areas such as the hamlet or areas where multi-family housing may be built, and for new commercial or residential development based on the character of the development. Other areas should not require these improvements.

4.A.2. Amend subdivision language so that new subdivisions have power lines buried underground. Within the hamlet, require that replaced or upgraded utility lines be placed underground.

Rural roads are significant contributors to the “feel” and aesthetic character of an area. Overbuilt roads are both out of place and expensive.

New roads should be built to fit in and to accommodate the type of traffic that is going to occur on them. Narrower roads will also reduce costs of new road building. New road patterns should increase connectivity of the community (cul-de-sacs do the opposite).

The County and NYS DOT must consider this plan when road work is planned.

Burying of underground utilities is now required by NYSEG for any subdivision larger than three lots.

4.A.3. Initiate a Town Beautification Committee to work closely with the Town Board, Planning Board (in an advisory capacity) and with the Town Highway Department. Some activities that could be considered by this committee include having a Town-wide clean up campaign, a beautification day, flower planting, an Arbor Day type program (such as Tree City USA), etc.

4.A.4. Amend zoning to enhance visual character as follows (use the results of the community image survey to back up this work):

a. enhance signage regulations so that sign type, size, height, and lighting are covered and offer a size bonus for excellent sign design. Have style templates and guidelines to make sign development easier for business owners.

b. give the planning board explicit authority to review architectural design during site plan review of commercial buildings and develop a clear set of illustrated design standards to ensure architectural quality and compatibility with local styles. Prohibit franchise architecture.

c. enhance lighting standards to reduce glare and ensure appropriate lighting. Base standards on the International Engineers Society and the International Dark Sky Association recommendations for outdoor lighting. Planning regulations should include examples and suggested styles.

d. Revise parking standards to enhance design, lighting, landscaping, and location of parking lots. Place parking lots to the side or rear of buildings. Parking lots over 10 cars should be landscaped (or hidden with landscaped berms). Revise parking standards based on the National Parking Association standards to result in less asphalt, less runoff, and more space for landscaping.

The visual character of the public realm (buildings, landscapes, and infrastructure) helps to define the image and identity of a community.

From this perspective, quality design should be an integral part of development. Clear, simple design principles and standards should be defined and followed to help ensure that they reinforce the Vision Statement.

Design review should be broad to look at features such as roof pitch, general design of building, pedestrian networks, landscaping, parking lots, etc. Paint color and other minute details are not what should be review.

The goal is to reduce glare and light pollution, and have a more pleasing visual night character.

Parking plays a major role in aesthetic character. Moving commercial buildings to the front of the lot is especially important in the hamlet, and will, over time, make Bear Swamp Rd. seem to fit in more with the hamlet than currently exists.

e. Enhance landscape requirements for new buildings. The Community Image Survey indicated that landscaping was a vital component of preferred visual landscapes. Development should incorporate shade trees as much as possible.

f. Commercial development or “Big box retail” standards to address the visual impacts of large commercial developments, such as building siting, mass, and orientation; facade treatment; location and size of parking lots; landscaping, etc. and standards for smaller scale, pedestrian-oriented developments. In addition, zoning should have standards to address visual impacts of intense land uses on adjacent neighborhoods and public roadways (e.g., lighting, buffers, screening of visually intrusive elements, etc.)

4.A.5. Identify sources and obtain funding to develop a capital program to implement visual improvements to all gateway entrances (especially that off of the Northway), in the hamlet, and especially along the Bear Swamp Road corridor. This should include sidewalks, landscaping, signage, and pedestrian enhancements. This should work also to tie Bear Swamp Road into the hamlet in a more comprehensive manner (visually and pedestrian).

4.A.6. Enhance property maintenance of abandoned buildings and lots via adoption of a property maintenance law. Use the Building Code Property Maintenance Law to accomplish and add additional language to zoning if necessary.

4.A.7. Conduct a comprehensive review of the existing junk law and ensure that it specifically addresses any junk issues currently facing the Town, and that it gives adequate authority and procedures for the Code Enforcement Officer to effectively enforce the law.

4.A.8. Identify sources and obtain funding to offer existing commercial buildings façade improvement, property maintenance improvement, sign enhancement, and/or streetscape improvement re-grants. This could be part of a larger Community Development Block Grant designed to enhance economic development. Target these funds to the hamlet and Bear Swamp Road.

Landscaping is one of the most important visual contributors, but is often overlooked or done as an after thought.

Standards such as these can help balance the negative aspects of big boxes and can help make them fit in better aesthetically.

4.A.9. Identify mechanisms to retroactively apply select, key design standards to existing developments (landscaping, signage, lighting for example) over time. These new standards could be applied when a change of use occurs, or amortized over a period of years. Provide a generous amount of time for retroactive application.

4.A.10. Institute a moratorium on the installation of outdoor furnaces until standards can be addressed in the updated zoning.

4.A.11 Prohibit burning barrels in Peru.

4.A.12. Prohibit outdoor wood boilers from all hamlet areas and other areas with high residential density.

4.A.13. Establish in zoning, or as a stand-alone local law, strict siting criteria for all outdoor wood boilers proposed to be placed in rural areas. This should include at least setbacks, location on lot, prohibition of burning toxic materials, and height of stack. Further, the stack height should be at or above the height of roofs of nearby residences.

This is a way to modify existing development that may be out of place visually over time.

Goal 5: Provide quality public services, infrastructure (including roads and pedestrian systems), and recreational opportunities in a cost effective manner.

Residents desire quality public services, including expanded recreational opportunities, that are provided efficiently and cost effectively so as to keep local taxes affordable. They also require effective communication between the public and the government. This goal is designed to offer a variety of programs, efforts, and policies that can be instituted to attain these public service qualities.

Within this goal the Comprehensive Planning Committee identified 4 key objectives:

Objective 1

Improve communications between the town government and residents and businesses. Also, improve communications between the Town Board, Zoning Board of Appeals, Planning Board, Youth Commission, and other local organizations which have a vested interest in Peru. Improved communications will help identify common problems and facilitate cost effective solutions and improvements. As a great number of the people working on these boards are volunteers, it is also necessary to make a concerted effort to encourage formal and informal training opportunities for residents (and employees) serving the Town of Peru.

Objective 2

Make improvements to the town infrastructure including water, sewer, roads and pedestrian systems. In order to achieve this objective, over 20 specific recommendations were developed which address issues pertaining to the town infrastructure. Recommendations include expanding water and sewer along the Bear Swamp and Dashnaw Roads to promote economic development, including shovel ready sites for new businesses. Encouraging development in areas where infrastructure is currently present should be considered. Also recommended is the development and utilization by the Town Board of a Capital Improvement Plan to prioritize future infrastructure improvements.

Objective 3

The third objective addresses the need to enhance and improve recreational opportunities for all members of the town. Although Peru has been highly successful in providing for various recreational activities for children and young adults in the town, recommendations are provided which will expand recreational, education, health and fitness opportunities in our community. Specific recommendations include appointing a recreation advisory committee to the Town Board whose primary role should be development of a town-wide plan for implementing strategies presented in this section.

Objective 4

Encourage use of the Little Ausable River and Lake Champlain for Recreational purposes. The recommendations presented in this section are intended to help the residents of Peru better utilize these significant resources.

Objective A: Enhance communication between the town government and residents/businesses; increase training opportunities for local officials; and adequately fund fire and rescue departments in order to continue quality emergency services.

Recommendations

- 5.A.1. Utilize a town newsletter to communicate on a regular basis with residents and landowners.
- 5.A.2. Cooperatively work with Fire/Rescue Departments to pursue more grant funding.
- 5.A.3. Consider participating in the tax incentive program for volunteers in the Fire/Rescue services.
- 5.A.4. Consider having the Town Board do a short annual written report to the citizens that summarizes a years worth of efforts or work accomplished. This could be posted on the web or distributed in other ways.
- 5.A.5. Hold an annual Town Meeting, widely advertised and open to the public. This is a way for the Town Board to annually do a SWOT and keep policies, plans, and programs up to date.
- 5.A.6. Print and widely distribute (also make available on the Internet) an executive summary of the Comprehensive Plan to citizens so that they have knowledge and understanding of it.
- 5.A.7. Institute a policy, and foster a culture in Peru that encourages training of local staff and officials. All ZBA and Planning Board members should participate in regional trainings during their terms. The Town should budget and fund training and regularly send members to the various trainings around the state (New York Planning Federation, New York Association of Towns) and/or sponsor local trainings with other local governments.
- 5.A.8. Fund and create a library of training materials and local laws for reference and use by the Town Board, Planning Board and ZBA.

5.A.9. The Planning Board and ZBA should be required to prepare an annual report to the Town Board on issues/problems/administrative needs related to the zoning, site plan and subdivision laws and the Town Board should annually make changes to these local laws as recommended by the Planning Board or ZBA so that these documents are useful and up to date.

Objective B: Provide for adequate infrastructure (including roads and pedestrian systems) to meet growing needs of town.

Recommendations

5.B.1. Consider extending the public water and sewer service from Bear Swamp Road to Dashnaw Road to serve the industrial zone there. Consider implementing this extension as a priority of the economic development program to create a “shovel ready” site for new businesses. The 8” water line along Bear Swamp Road is acceptable in size, and water capacity exists to serve this site. However, a pump may be needed to move the available water to the site.

5.B.2. Promote compact development to avoid unnecessary extension of water and sewer lines (because compact development is cheaper to service and extensions serve to encourage more growth.) Within the existing sewer district, there are over 550 acres of undeveloped land available for infill (See Important Community Places map). In order to utilize this available infill for higher density residential and commercial development, it is recommended that the policy of the Town of Peru be that no sewer extensions shall take place outside the existing sewer district, with the exception of a possible expansion to the industrial district on Dashnaw Road.

5.B.3. In order to maximize use of existing water and sewer capacity, consider amending zoning to have a maximum lot size in the hamlet of Peru of one acre. Encourage clustering and offer a density bonus for open space preservation.

Having a shovel ready site may be attractive to businesses if the town can fund this. There is adequate water and infrastructure to accomplish this.

Infrastructure growth promotes growth. It is important to have your infrastructure in places that are conducive to higher density growth. On-going extensions of water and sewer into rural areas promote suburbanization over time. There is adequate capacity and land left within the existing districts to accommodate more growth.

While smaller lot sizes help meet the aesthetic goals for the hamlet, allowing lots that are too large and out of character is not desired. Maintenance of small lots promotes hamlet style development and makes water and sewer infrastructure more affordable and efficient.

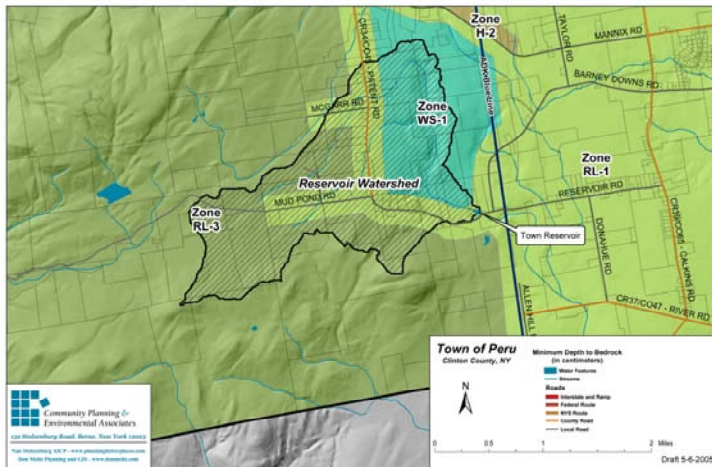
5.B.4. Amend zoning to minimize use of cul-de-sacs. Where dead end roads are necessary, utilize T and Y ends instead of cul-de-sacs where possible. For new development within the Hamlet, all new streets should be interconnected with no dead ends and they should use a grid or modified grid pattern.

In a hamlet, a grid or modified grid pattern is the appropriate road pattern. Cul-de-sacs are a very suburban road style and their use should be minimized and only where there are no other alternatives.

For the Buttonwood development, ensure that future plans for the site include a road connection from the subdivision to Route 22B. All roads within this development should be connected and grid or modified grid style.

5.B.5. Expand the reservoir watershed protection area to match the real (ecological based) watershed (See Watershed map). The existing boundaries do not match the actual watershed and reflect a more political boundary rather than actual protection of water quality and quantity from the natural watershed areas.

For the best water quality and quantity protection, Peru needs to have a watershed boundary that matches the actual natural watershed boundary rather than along man-made lines.



5.B.6. Due to poor and thin soils, amend zoning to require a 400 foot setback of septic systems and leach fields from streams in the watershed protection area. Maintain the 10 acre minimum lot size.

5.B.7. Consider banning septic discharges within 400 feet of the shoreline of Lake Champlain and within 4000 feet of streams within 4000 feet of Lake Champlain. If the actual median depths to bedrock at many locations is more than 5 feet, then the limitation might be based instead on actual depth to bedrock.

High density and use of septic systems along the lake coupled with poor soils, increases risk of pollution.

5.B.8. Should critical needs exist to more effectively manage on-site septic systems in the non-sewered areas of Town, Peru would be willing to consider (developer proposed) alternative types of waste treatment systems to serve the Town instead of public sewers. Peru should consider all available water treatment options including decentralized management systems, constructed wetlands, small package plants, biological treatments, and other technologies that are available for its infrastructure needs.

5.B.9. Utilize a Capital Improvement Plan (CIP) showing the proposed expansion, upgrading, maintenance and financing of all infrastructure and capital improvement projects in town. (See information box, below)

5.B.10. Develop a program to prevent runoff from local roads from reaching the lake, if required. Work with the Clinton County Soil and Water Conservation Service to accomplish this.

5.B.11. Change highway design standards to decrease pavement widths (no more than 20 feet of pavement) in appropriate areas, decrease maximum grades (to 5%), and reduce the radius of cul-de-sacs (40 or 50'). Require that the "bulb" of cul-de-sacs be landscaped.

Develop and utilize "context sensitive design" standards for new roads built in Peru. Context Sensitive Design (CSD) is "an approach that places preservation of historic, scenic, natural environment, and other community values on an equal basis with mobility, safety and economics," according to the Federal Highway Administration. Do not rely totally on the most common reference for road standards: *A Policy on Geometric Design of Highways and Streets* published by The American Association of State Highway and Transportation Officials (AASHTO). These standards tend to ignore entirely or consider only secondarily other important functions of the road corridor such as safe access for children, bicyclists, pedestrians and other potential users such as equestrians.

CIP's help the town plan for long-term capital improvements. It can make for more efficient budgeting, can control growth (because everyone will know what will be happening in any given 5 year period), and helps with staff and equipment needs.

Roads can contribute a lot to runoff and pollution of streams and ultimately, the lake.

New roads have a significant impact on the town in terms of cost, runoff, and aesthetic impacts. The community image survey showed high positive results for the narrowest of roads and negative perceptions of roads as the road widens.

Vermont's context sensitive design standards are recognized nationally for their flexibility and ability to preserve rural character, while providing for safe multi-modal travel.

5.B.12. To improve the aesthetic character and enhance the pedestrian system in the Hamlet, consider use of alternatives to painted crosswalks. Stamped concrete, colored concrete, cobblestones, bricks and other methods that allow for crosswalks to be distinctly different from the road surface should be encouraged.

5.B.13. New roads should use vegetative material as buffers, preserve, enhance, and create animal habitats where possible, use innovative technology to create permanent soil erosion solutions, strive to design soil erosion measures for zero run off conditions, and use innovative practices and products to ensure the establishment of temporary and/or permanent ground cover of areas that have been denuded due to road construction or maintenance. Some other ideas to consider addressing in standards for new or upgraded roads include:

a. Tree removal or trimming should preserve or enhance views and there should be vegetation management in areas where preservation of existing trees serves to provide visual buffer, frame views, or provide other visual context for the roadway.

b. Consider appropriate sign size and placement to prevent blocking of views and to minimize clutter, preservation of old stone walls and treelines during construction, and allow alignment modification to avoid sensitive areas and to fit with topographical features.

c. Reduce/minimize lane and shoulder widths, reduce/minimize clear zones, and allow roadside ditches to be shallower than normal and side slopes to be steeper than normal (in combination with additional guardrail).

d. Require new street lights to use fully shielded light fixtures to direct light down instead of out.

e. Recognize the importance of architectural and landscape design of roads by requiring street trees, and use of native plant materials.

f. Devise a design for Main Street that incorporates traffic calming, parking and street trees.

5.B.14. As part of the hamlet core revitalization, conduct a parking study for the center of town. This should evaluate the supply and location of parking, projecting parking demand in the future, increasing the effectiveness of existing parking and selecting new site(s) for off-street parking. On-street parking should be maintained.

5.B.15. Develop a traffic control plan for Bear Swamp Road that includes traffic access management requirements.

5.B.16. Work with DOT to study the need for a traffic light at the bridge in the hamlet.

5.B.17. Develop a program and local law if necessary to set up procedures for snow removal and maintenance of sidewalks by town. Include maintenance of sidewalks to be part of the suggested CIP, above.

5.B.18. Build sidewalks and crosswalks to connect the rest of the hamlet to businesses along Bear Swamp Road and make this more a part of the hamlet. Repair and resurface existing sidewalks and develop new sections in Hamlet. All should be part of the CIP to fund and schedule.

5.B.19. Form a committee to propose ways to improve walkability of the Hamlet, including access to schools.

5.B.20. Institute policies for traffic access management and traffic calming for new development. These are traffic volume restriction and speed reduction methods. Mechanisms appropriate to most of the rural roads in Peru should use, and be consistent with, the New York State Department of Transportation Highway Design Manual, Chapter 25 – Traffic Calming, Revision 33, August 31, 1998. In order for traffic calming techniques to be applied by the Planning Board during the project review process, ensure that adopted local highway standards incorporate and allow use of these techniques.

Parking needs to be recognized as another vital public function. Additional information as to where/what/and when parking is used and how will help formulate a plan for the future.

Access management is when the number of curb cuts along a road are limited, when new developments use shared parking lots, and when internal access between lots is allowed to avoid excess entering and exiting each time onto Bear Swamp Road.

The main traffic calming measures that would be useful in Peru are speed limits, signage programs, surface treatments (rumble strips, bar markings), road narrowings (curb build-outs, or neckdowns), reduced intersection radii, streetscaping such as use of street furniture, lighting, and landscaping, use of shoulders and sidewalks, use of sidewalks (only in areas with more dense development), and surface textures (one portion of the roadway has a different texture than others)

About Capital Improvement planning: A CIP is a multi-year schedule that lays out a series of Town projects, facilities and large equipment, and their associated costs. Over the five-year period considered by the CIP, the plan shows how the Town will maintain, expand or renovate facilities and services as needed to meet the demands of existing or new population. These documents are excellent planning and budgeting tools and are usually “rolling plans” where the plan is updated each year, dropping off the previous year and adding one more year at the end of the cycle. A capital budget is updated annually as part of the Town's regular budget process. It will show what projects are already on line, what projects will need funds in the current budget year, and what projects will be started in the current budget year. Coordinating the comprehensive capital budget with the operating budget should give Peru more insight into long range planning. The information helps decision-makers improve coordination of services for greater efficiency and assess short-run financing requirements in the context of long-run fiscal needs and constraints. It coordinates community planning, financial capacity and physical development. A capital improvements program is composed of two parts -- a capital budget and a capital program. The capital budget is the upcoming year's spending plan for capital items (tangible assets or projects that cost at least \$10,000 and have a useful life of at least five years). The capital program is a plan for capital expenditures that extends five years beyond the capital budget. Establish a formal CIP process, by adopting a resolution to create and empower a CIP committee.

Objective C: Enhance and Improve Recreational Opportunities

Recommendations

- 5.C.1. Appoint a recreation advisory committee to the Town Board whose primary role should be development of a town-wide recreation plan and implementation of the following strategies. The role of this committee should be to identify recreation opportunities and assist the Town Board to implement and fund the strategies of this plan. (See Parks and Recreation map for current information.)
- 5.C.2. Utilize a grant writer to gain funding for recreational programs.
- 5.C.3. Work with the Peru Central School District and other organizations to explore ways to enhance community use of existing buildings such as churches, town hall, and the school.
- 5.C.4. Enhance winter recreational opportunities.
- 5.C.5. Consider appropriate use for the Jenkins St. tennis courts.

It is desirable to have one entity charged with developing a comprehensive recreation plan that includes needs, strategies, and funding options. This could be a steering committee for recreation which reports to the Town Board.

5.C.6. Consider building additional tennis and basketball courts at a town park, or collaborating with Peru Central School for shared use of these facilities.

5.C.7. Develop the Little Ausable River Trail to link the Town's three parks, the School and the village.

5.C.8. The Town of Peru should work to negotiate reduced rates at Ausable Point. Work with school to explore possibility of pool. Consider Town supervised sports/arts and crafts.

5.C.9. Work with the State Boat launch to provide kayak lockers.

5.C.10. Enhance fishing access along Little Ausable. The Dam on River Road is a possibility.

5.C.11. Consider enhancing a town park with skate boarding activities and other formal and informal activities for kids.

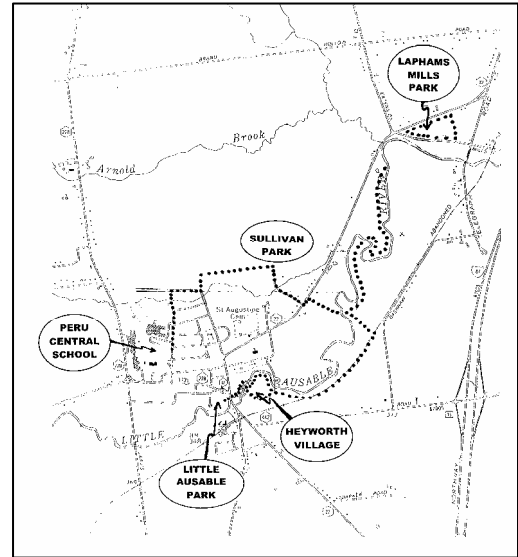
5.C.12. Utilize the old railroad beds for bike/hike trails.

5.C.13. Develop an exercise route with markers. This may be possible at Laphams Mills or Heyworth.

5.C.14. Identify roads in Peru that are desirable as bike routes. Work with State and County highway departments to explore and implement improved pedestrian roadways.

5.C.15. Work to decrease speeds and the detrimental effects of speeding traffic on pedestrians. This can in part, be accomplished by retaining the existing features of Peru's rural roads including narrower traffic lanes and curves, and street trees.

5.C.16. Support volunteers and expand their involvement in the maintenance, management and development of trail resources. Provide incentives to encourage landowners to grant and maintain trail easements across their properties. (ie. extend Town's liability insurance)



Some local roads may be very appropriate and desirable as formal bike routes.

Any time traffic is slowed, roads become more amenable for pedestrian use.

5.C.17. Educate public officials and the general public on the value of trails for transportation, conservation, recreation and economic development. Educate users on trail etiquette, resource protection and user responsibility.

5.C.18. Identify lands for public acquisition or protection for open space and recreation. These lands could be protected through zoning, conservation easement programs, use of open space requirements in subdivision, farmland protection policies, public – private partnerships and stewardship and community education.

5.C.19. Identify desired commercial recreation establishments as part of a target list of desired businesses and include as allowable uses in zoning language for the business areas.

5.C.20. Develop an official map (that details official locations of all roads, infrastructure, etc.) and place undeveloped portions of old railroad bed and key access points to it from public roads on this map as potential recreational and safe walking route.

5.C.21. Utilize open space lands preserved under clustering and conservation subdivision procedures as the base for trails and greenway links throughout town. Utilize the Town’s GIS database to create a map showing potential conservation lands. These are lands that identify those parts of undeveloped properties where new development could be designed around in such a way to create an interconnected network of conservation land. This map should be referred to by the Planning Board whenever a clustered or conservation design subdivision is being reviewed. As an alternative, these lands could be part of a town-wide open space district where development would be directed away from these portions of parcels.

This is not the zoning map, but a map showing where all roads and public facilities will be in the future.

5.C.22. Develop a local bicycle brochure and collaborate routes with adjacent communities. Coordinate with New York State with the Lake Champlain Bikeways network and the New York State Heart Healthy program. Coordinate with kayak improvements with nearby Bed and Breakfast businesses.

Having a regional bike route would be an excellent tourist draw as well as an attraction for local residents.

Objective D: Encourage use of the Little Ausable River and Lake Champlain for recreational purposes.

Recommendations

5. D.1. Develop more access opportunities. Work with DEC and private landowners to identify locations that would be suitable for public access. Consider use of conservation easements to provide that access. Involve local businesses and eco-tourist operations in developing and managing access points and trails. Seek to develop partnerships with businesses and other municipalities to share benefits, expenses and responsibilities.

Examples could include a car-top boat launch on the north side of Route 9 bridge at Ausable, fishing access at the old dam on River Road, and kayak lockers at the State boat launch.

5.D.2. Develop additional bike/hike paths. Consider bike path to Plattsburgh, and tie paths to area campgrounds and Ausable Point Park. Link to existing open spaces and other trails in the area.

For example, a trail could link Plattsburgh along Route 9 via the old rail lines; and the Little Ausable River Trail from Laphams Mills Park can be expanded to Lake Champlain.

5.D.3. Promote recreational oriented businesses such as fishing and boating.

Some examples could include expansion of the Youth Commission to promote fishing and boater safety with the Snug Harbour/Peru Bait and Tackle Shop and the Peru Rod and Gun Club.

5.D.4. Ensure that any development in this area is done so that it is consistent with the rural and natural character of the area.

5.D.5. Ensure that any public access sites have adequate maintenance for trash and parking, if provided. Encourage carry-in/carry-out programs.

5.D.6. Enhance marketing and promotion of Lake Champlain to residents as a local recreational opportunity, especially via a town newsletter and web site.

Goal 6: Create a vibrant business climate that encourages growth in a manner that maintains the Town's environment, rural character, and quality of life.

Many residents of Peru have indicated that they desire to see services expanded and the quality of life improve. In order for local government to succeed in providing even the most basic of services there must be an expanding tax base to help pay for these services. Peru has realized significant growth since the late 1990's. Unfortunately, the majority of this growth has been in the residential sector. Rising assessed values in homes has greatly offset and, to some extent, masked the financial short fall resulting from a lack of significant commercial development in Peru. However, over the long term, commercial and/or industrial growth is necessary to keep the tax rate at reasonable levels

Although a vibrant business climate is important for the financial stability of Peru, our residents have expressed that any additional economic development be consistent with the town's character and needs. This goal has been established to help Peru more aggressively market itself, attract and retain small businesses, and to ensure that new businesses enhance the character and quality of life for all residents.

The overall economic development program should be based on 7 major thrusts:

1. Develop economic and cultural links with the regional economy.
2. Define a Personality and Role in the Region.
3. Anticipate Opportunities.
4. Get Noticed on the Northway.
5. Invest in the Hamlet.
6. Strong Leadership.
7. Provide Capital to Encourage Economic Development.

The strategies presented to achieve this goal build on and implement these themes. Recommendations include development of an industrial zone along Dashnaw Road, development of a formal Main Street Program, and creating a Business Improvement District to provide long term funding for improvements. The Heyworth Building could be used as a cornerstone for an improved economy within the Peru town center. The strategies presented in this section dove tail with many of the other goals presented in this document.

Recommendations

6.1. Initiate a formal economic development program and organization to oversee economic development efforts. Establish a nonprofit economic development corporation or work with the County IDA, Chamber of Commerce and Development Corporation to recruit prospective new businesses, especially to the Hamlet and designated commercial areas. Any formal economic development effort must be a public/private endeavor.

6.2. Ensure that this economic development program promotes sustainable development and involves citizens. The economic development policy should focus on long-term outcomes, not just short-term goals; on balancing the interests of the local economy, environment, and rural quality of life.

6.3. Put a deliberate effort into establishing links via marketing, tourism promotion, participation in regional economic initiatives, marketing to natives to return to the area, seeking retirees and a variety of other approaches.

6.4. Define a Personality and Role in the Region. In order to gain the most from the regional economic efforts, Peru should be an assertive player in these efforts.

6.5. Anticipate Opportunities. Peru lies in an area with a lot of regional economic development opportunities and activity. Peru must examine its own economic structure and then be aware of ways to anticipate how the local economy could grow. Work with the Clinton County IDA, Chamber of Commerce, and Development Corporation.

6.6. Get Noticed on the Northway. (See discussions about a visitors center in 2.A.7 and 2.A.8)

The key concept is to help new entrepreneurs discover the community and decide to invest or move there.

Peru has opportunities that make it viable and needs to identify ways to become a critical, valuable player in the regional efforts.

The Heartland Center in Nebraska conducted a study to identify the factors that allowed some rural communities to survive and thrive during difficult times and others to struggle and fade away. The central factor they identified as a critical was leadership.

Recommendations

6.7. Provide capital to encourage economic development.

Step out of the traditional constraints of how the public sector operates and consider investing public funds in a conservative manner to support economic development. Create an incubator and take an ownership position in new companies.

6.8. Retain businesses already located in Peru. Existing businesses could be strengthened by:

- a. Find better ways to meet customer needs and expand to meet market opportunities;
- b. Enhance the physical appearance of Hamlet;
- c. Amend zoning (see #18, below)
- d. Identify areas of opportunity and design strategies to build on these opportunities;
- e. Build excitement and involvement in the economic development process; (Some ideas in this area include creating a business plan contest, volunteer recruitment, etc.)
- f. Create a business association to assist.

6.9. Attempt to diversify the local economic base by attracting new retail stores and clean, light industries.

6.10. Consider evaluation of incentive programs to stimulate commercial and real estate development. Stimulate building improvements by creating financial incentives and programs to reduce the risk of investing in building rehabilitation or business expansions. Consider low-interest loans, incentive grants, specially designated block grant funds, or interest buy-down programs. The Town should educate and assist landowners in taking advantage of tax credits, delayed assessments, and other programs available to preserve historic buildings.

Small loan pools with low interest rates (\$50,000 with 3% interest, for example) are generally more successful than large loan pools (\$500,000, for example).

6.11. Establish a low-interest loan pool with the help of local banks and businesses to aid in financing start-up or expansion of local businesses.

Recommendations

6.12. In order to recruit those businesses that are desired and needed, the local economy should be measured and understood. Evaluate the economy of the whole town and the trade area of the Plattsburgh region. Refer to the survey conducted for this comprehensive plan, which gives an indication of the types of commercial establishments desired. This information should be updated every five years, possibly with the help of a consultant, to keep current with the commercial climate and desires of Village residents.

6.13. Create a shovel/ready location at the Dashnaw Road industrial zone for clean, light industries (See Zoning map). Seek state or federal grants to improve local sewer and water systems at a location suitable for industrial development.

6.14. In order to develop a persuasive presentation and creative ways to market and recruit potential business owners, assemble all information a prospective business will need to make an informed decision to locate in Peru and make a strong positive first impression. Package the information in a way that is professional and creative. This may need assistance from a consultant.

6.15. Aggressively promote Peru as a place with a high quality of life and ample opportunities where business owners can invest with confidence.

6.16. Invest in the Hamlet. The Hamlet is the place where people should linger. It should be hold a central role in the cultural, economic, civic, and recreational life in Peru. A formal Main Street Program should be started. Events should be funded and scheduled. Cultural events such as live music at the Gazebo should be continued. Improve the mix of businesses and services available in the Hamlet. Initiate a “Main Street Approach” as an economic development model for the Hamlet. (See Main Street Model developed by the National Historic Trust).

6.17. Ensure that the zoning code allows and supports a diversity of the commercial retail activity, service and professional businesses, restaurants, financial institutions, light industry, and mixed uses and that are consistent with the comprehensive goals of this plan.

Specific information that could be collected is the volume of sales leakage to other locations, understanding why people shop elsewhere, and what they want in the town.

Include, at the very least, information about the Town, its profile as a market, its people, history, and quality of life. Quality of life factors should include educational, recreational and cultural resources, community character, location, and infrastructure.

Recommendations

6.18. Explore and aggressively seek financing for economic activities. Establish a financing mechanism that ensures reliable funds to implement revitalization efforts. Retain a grant writer and aggressively pursue numerous available federal, state, and regional grants. Explore NYS funding opportunities, such as the Small Cities Grant Program.

6.19. Create a Business Improvement District (BID) to provide long-term funding for improvements. Consider hiring an economic development officer with grant writing skills.

6.20. Preserve and adaptively re-use the Heyworth/Mason Building and surrounding land as an important economic draw to the hamlet and Town.

6.21. Develop a “sectoral” approach for new business development. This means focus on working with a business cluster (such as in the Hamlet) or a business sector (businesses that produce similar products, use the same raw materials or technology, share a common market or have other similarities).

6.22. Promote the growth of homegrown businesses by using internet technology or other telecommunications to provide more isolated entrepreneurs with access to information, technical assistance, and build networks with other entrepreneurs in the region.

For economic development initiatives, investigate the following financing options:

- **Community Development Block Grants (HUD) (Applications due each April)**
- **HUD 108 Loans**
- **Economic Development Agency Planning Grants**
- **Economic Development Agency Public Works Grants**
- **TEA-21 Funds**
- **Tax Increment Financing**
- **Establish a Special Improvement District or Business Improvement District**
- **Micro-Loan / Small Loan Program**
- **Using the Community Reinvestment Act (working with banks)**

About Business Improvement Districts: A BID is a downtown management tool that allows commercial districts to develop, fund, and administer programs and services targeted solely within the district. BID's can provide services such as business retention and recruitment, marketing, professional management, maintenance, safety and security, and streetscape improvements. (For more information see Article 19 (a) of New York State General Municipal Law.) Some of the advantages of a local BID include the ability to provide additional and enhanced services to improve the business environment, and the opportunity to access professional management techniques that can enhance the district and strengthen economic capacity.

Goal 7: Protect the Town’s significant environmental resources, including unique plant and animal habitats, ground water quality, wetlands, and surface water.

People in Peru value the clean environment of the town and are very concerned about changes in the future that might negatively impact water, wetlands, open spaces, wildlife, habitats, etc. This goal is oriented to the identification of ways to protect these environmental resources in the future as additional growth and development occurs. To ensure that the environmental resources of the town are maintained, four objectives were developed:

- Control of erosion and sediment, protection of floodplains, streams, and wetlands
- Maintain sensitive wildlife habitats, and direct development away from ecologically sensitive lands
- Maintain groundwater quality and quantity and prevent water pollution.
- Practice sound forestry management

The recommendations in this section identify ways in which the residents, farmers, loggers, developers and town employees can operate and complete desired projects while minimizing the negative impacts on our local environment, especially those associated with site and road development. Training opportunities are identified and suggestions provided to better identify critical habitats. Consistent with other recommendations in this document, use of narrower roads, buffer zones and setback standards are suggested to keep the impacts from developments to a minimum. Among recommendations under this goal are the identification and mapping of sensitive environments and protection of those resources through the use of a conservation overlay zone. Also provided is a general checklist of issues which should be addressed during the site plan review process.

Objective A: Erosion and Sediment Control, Floodplain Protection, Stream Protection, Wetland Protection

Recommendations

7.A.1. Strengthen floodplain protection by amending zoning to specifically classify that portion of a parcel that is within the 100-year designated floodplain as undevelopable (See Flood Hazard Zone map). Where development within the floodplain is unavoidable due to lot size or configuration, the subdivision or building should be platted or sited in such a way that each lot has a buildable portion or the structure is placed on natural high ground as feasible (floodplain lands could be in backyards, for example.) For parcels that are entirely within a floodplain, development should be allowed, however the Planning Board should evaluate the parcel to determine the best possible location for a new structure in

Floodplains are not suitable locations for development and hold significant ecological values that benefit the town (control of flooding, water pollution filtering, wildlife habitats, etc.) Moving development away from these areas would maintain these important open spaces.

Recommendations

order to reduce flood hazards. Zoning related to floodplains should be based on best information from FEMA.

7.A.2. All site plans and major subdivisions should incorporate soil erosion and sediment control programs. Strengthen drainage improvement language in subdivision and zoning to mirror State Standards. (See New York Standards and Specifications for Erosion and Sediment Control for a model ordinance) as follows: Consider placing impervious surface limits on new development, and require building retention and detention ponds, swales, and infiltration devices. Also provide provisions for requiring buffering berms, filter strips and vegetated buffers between new development and wetlands.

7.A.3. It should also be a policy of the town to ensure that stormwater runoff rate after development does not exceed the rate that existed prior to the site being developed. The town should require that developers list ways they will accomplish this. This would not apply to a development that consists of one individual single family residence. This can be accomplished by implementing Low Impact Development (LID) standards in subdivision and zoning (or a stand-alone law) to reduce the volume of runoff and improve water quality by preserving the natural hydrology of a site. Some of the methods that may be encouraged are:

- a. Where soil permeability is minimal, or where lot sizes are small, require driveways to be constructed of pervious materials (concrete pavers or crushed stone, for example) and recommend it in other areas.
- b. Establish a maximum impervious surface ratio for new development (number of acres of impervious surface divided by the total site area). This usually ranges from 30 to 50%.
- c. New road standards should allow for construction of narrower roads (20 to 22 feet), in areas of less traffic.
- d. Utilize clustering or conservation subdivision design to keep floodplains, highly erodible areas, or other critical ecological areas free from development.

Erosion and stormwater are significant sources of nonpoint pollution and control of this is important to maintaining surface water quality. Maintaining site hydrology and minimizing erosion is an important contributor to environmental health.

Impervious surfaces contribute to stormwater runoff problems. These techniques would reduce the amount of impervious surfaces in town.

Narrower roads are cheaper to build, contribute more to rural character, and contribute less area to runoff.

These two techniques are excellent alternatives that allow a subdivision to be designed with the land, rather than imposed on the landscape.

Recommendations

e. Apply setback standards from streams to protect waterways from erosion and water-quality degradation due to runoff caused by development. A typical setback is 100 feet, but it can vary due to slope.

f. Encourage use of cisterns for rainwater capture and reuse, and bio-retention techniques.

7.A.4. Provide educational materials to all who seek a building permit for constructing a new home. A list of materials could be provided as an attachment to the building permit (*list generated from NYS DEC resources*).

7.A.5. Ensure that all highway personnel receive training on the state and federal Phase II Storm Water Regulations that became effective March 2003 as they impact road building and maintenance activities.

7.A.6. Implement Best Management Practices (as provided by New York State DEC) as soon as possible after road construction or maintenance activities (use hydroseeding or other approved methods) to re-vegetate areas left bare. This should also be placed in the highway standards for new road construction.

7.A.7. The Town Highway Department should develop a plan, subject to available funding, to remediate ditches in poor condition as these can contribute high levels of sedimentation to the towns' waterways. The Town should consider purchasing a hydroseeder for this purpose. Utilize Best Management Practices such as

- Excess, or waste, materials are to be removed to an appropriate location for disposal or storage.
- Vegetation may be removed during ditch cleaning. Desirable vegetation will be established on exposed areas.
- Temporary erosion controls will be installed and will remain in place until permanent vegetation is established.
- All disturbed areas will be re-vegetated with an appropriate species of ground cover.
- An appropriate erosion control plan will be developed, approved and implemented.
- Establish desirable vegetation in drainage ditches and

Handing information out on these subjects to new landowners or those seeking to build a home in town will help educate them about the resources and ways that they can be protected.

Highway personnel needs to be aware of the regulations and impacts that highway maintenance activities have on erosion and stormwater as these activities can be significant contributors to erosion.

Recommendations

- on roadway slopes.
- Perform ditch work in optimum weather to minimize environmental impacts.
- Evaluate and modify existing ditch slopes to trap surface sediments.
- Retain existing desirable ditch-line vegetation, when possible, to increase bio-filtration.
- Grade ditch slopes to support establishment of desirable vegetation.

7.A.8. Encourage voluntary adoption of Best Management Practices (BMP) by farm operations and encourage participation in the federally sponsored Agricultural Environmental Management (AEM) program for farms.

7.A.9. Ensure that reviewing boards are familiar with and utilize the most recent version of the New York Standards and Specifications for Erosion and Sediment Control.

7.A.10. During project review, provide applicants with a stormwater pollution prevention plan checklist. This could be modeled after the sample provided in New York Standards and Specifications for Erosion and Sediment Control.

7.A.11. Map wetlands, including those isolated from streams or included in the Federal definition and include these resources in the overlay zone and determine appropriate restrictions to protect them (see Water Features map).

SWCD and NRCS utilize and work with farmers on using BMP's. These are programs that most farmers should be aware of, and participate in.

This manual is very comprehensive and has detailed information on all aspects of erosion and stormwater control. It should be a useful reference to have and to compare proposals to.

Letting applicants know what criteria, standards, and steps will be taken during a review of their project is important to educate them on expectations and could help make the process go smoother.

Objective B: Maintain Wildlife Habitats, Direct Development Away from ecologically sensitive lands

Recommendations

7.B.1. Identify areas of high ecological and wildlife value. These would include stream corridors, wetlands, natural areas that are not currently fragmented by roads or development, “stepping stones” of habitats that link together fragmented habitats, and other features such as

Recommendations

steep slopes, patches of unique vegetation, etc (see Water Features, Slope, Bedrock Geology, Agriculture, Farmland, and Topography maps).

7.B.2. Effectively manage site review and development with wildlife and ecologically sensitive sites in mind. The goal is to: protect larger patches of natural habitat by moving development away from them and by adding a buffer area of no disturbance around them; avoiding critical habitats; managing native vegetation; protecting wildlife travel routes such as stream corridors and “stepping stone” patches of habitat; providing visual barriers such as a row of trees or shrubs to mitigate disturbances; provide for areas of open space that are as large and continuous as possible and maintain connectivity between these parcels over time; and locate roads away from natural travel corridors such as streams. Specifically, these can be implemented by:

a. Establish a conservation overlay zone to incorporate ecological, wildlife and wildlife habitat protection goals. Include review standards that incorporate into the process, habitat needs and the protection objectives listed above. A Conservation overlay zone could include lands having steep slopes, wetlands, floodplains, hydric soils, critical habitats, known or critical views, etc (see Slope, Water Features maps).

b. Ensure that whenever SEQR is done on a local project, impacts of development on wildlife and wildlife habitats is evaluated.

c. Initiate a buffer zone along stream corridors where no development can take place. Also, consider buffers and setbacks from other critical resources.

d. Require that a percentage of a parcel remains as open space. This can be accomplished by setting minimum open space ratios, or maximum vegetation disturbance limits, or by use of clustering or conservation subdivision design. (This can be applied if the parcel is proposed to be

For future protection, land use regulations should place more emphasis on these aspects of the environment as they contribute to the rural character and environmental health, and thus quality of life in Peru. Further, fragmenting of forested habitats have been shown to increase prevalence of Lyme disease.

SEQR can be a powerful tool for the town to review and mitigate environmental impacts. These reviews should go beyond evaluation of endangered or threatened species or habitats, but should also analyze the cumulative fragmentation and disappearance of wildlife habitats during development.

All these techniques are very successful at maintaining open space and on a parcel by parcel basis, can ensure that development can take place hand-in hand with open space protection. Parcels adjacent to, or

Recommendations

developed as a major subdivision; if active agriculture is taking place on or adjacent to the parcel to be developed; if critical environmental features exist on the parcel, if prime agricultural soils exist, if it is in the agricultural district and/or if the parcel is 10 acres or larger, or other criteria.)

e. Change zoning so that land uses within these areas (or within a conservation overlay zone) are reviewed and permitted as special uses.

f. Limit removal of vegetation on steep slopes (See Slope map). This can be accomplished via a logging permit system that goes through a site plan review related to the logging operation.

7.B.3. Provide education and technical assistance/information for wildlife habitat and ecological site restoration and/or protection to landowners through the Town's Environmental Committee.

7.B.4. Provide applicants with information on the resources of their property (available through the GIS maps produced for this plan) and a checklist of standards that will be used in reviewing applications. (This is important not only for wildlife, but for all other resources as well.)

7.B.5. Offer density bonuses or other incentives to landowners and developers if they protect core wildlife areas and sensitive ecological areas.

7.B.6. Reduce allowable residential development densities via a conservation overlay zone. Very low density development coupled with setting a maximum lot size will result in environmental protection as well as preservation of open space.

containing permanently preserved open space are usually more valuable and highly sought after lands. There may be tax benefits to parcels that are permanently protected.

Landowners often do not know where to turn for assistance, and this could be a valuable service to the community. Agencies such as DEC and Cooperative Extension provide this information.

Objective C: Maintain and enhance groundwater quality and quantity and water pollution prevention.

Recommendations

7.C.1. Implement erosion and sediment control practices outlined, including use of erosion and sediment best management practices.

Recommendations

7.C.2. Initiate an education program for landowners about groundwater quality and quantity. There are numerous existing resources that can easily be utilized in this effort.

7.C.3. Initiate a local Peru Pollution Prevention Strategy where the Town takes a lead role in developing and implementing an innovative strategy. This would be geared towards reducing erosion and sedimentation resulting from new development and agricultural pollution. Strategies already outlined above address the pollution prevention from new development. The following philosophy and general strategies address agricultural pollution:

- a. The strategy must emphasize impact on both the environment and farm financial viability.

- b. Emphasize voluntary actions and positive incentives. Work with the farm community and identify appropriate pollution prevention programs and attractive incentives that the Town could facilitate. Some incentives may include assisting farmers by providing technical assistance, education, and cost-sharing to implement protection programs. Consider additional tax rebates for pollution prevention implementation programs on the farm. Work with farm agencies to develop grants or other sources of funding to identify pollution prevention techniques and to cost-share. (It may seem far-off, but the town could work with farmers to develop, cost-share and implement use of methane digester to reduce odor and manure spreading issues.)

- c. Recognize that the entire Peru community benefits from improved environmental quality and therefore shares a responsibility in the financial costs of achieving it.

- d. Publicly acknowledge existing pollution prevention efforts being done by farmers. The public probably does not know about these.

- e. Target incentives through priority concerns, priority areas, and priority farms. Within priority areas, identify those farming practices that are the probably major contributors to environmental concerns (manure spreading and orchard spraying were mentioned most frequently by

Recommendations

the public). Concentrate efforts on these.

f. Increase public awareness about farming, farm practices, and farmers existing environmental protection programs (such as participation in SWCD and NRCS programs such as Agricultural Environmental Management (AEM)).

Objective D: Forestry management practices.

Recommendations

7.D.1. Analyze forest habitat locations compared with slope and water features and identify forested areas that may be most susceptible to erosion/sedimentation during forestry operations (see Water Features, and Slope maps).

7.D.2. Educate landowners about the roles forests play in the community and environment, and encourage landowners to use Best Management Practices for Forestry. Utilize NYS DEC materials that are readily available on these best management practices (usually focused on erosion and sedimentation control, and reduction of environmental impacts due to tree removal operations). Some of the most useful BMP's for forestry include use of buffer strips, prohibiting cutting near streams, public roads and sensitive wildlife habitats.

Voluntary programs can go a long way to educating the public about forest values and roles, and how these resources can be protected. Information and assistance on Best Management Practices is readily available from DEC, NRCS and the SWCD as well as via professional forestry consultants. When forestry occurs, damage to water quality, habitats, and visual resources can be significant if not done with sensitivity to the environment and wildlife.

For all topics above, consider developing a checklist of issues to cover during Review. Some examples (Adapted from *The Environmental Planning Handbook* by Tom and Katherine Daniels, 2003 by APA Press) are:

- Are there any known rare and endangered plant or wildlife species or habitats on or adjacent to the proposed development site?
- Is part of the development site in a wildlife corridor?
- Could the impact on plant and wildlife habitat be reduced through a different design or siting?
- Are there wetlands on or adjacent to the site proposed for development?
- Are minimum distances of proposed buildings, on-site septic systems and wells from wetlands met?
- Is filling, dredging, or drainage of part or all of a wetland proposed?
- Is there a wetlands mitigation plan?
- Will stormwater runoff from the project affect nearby wetlands? How will this be mitigated?
- Has all necessary state or federal permits been obtained?
- What is the area of tree cover on the site?
- What harvesting rates and practices are planned for the forestry operation?
- Will new roads be built or existing roads widened? What measures will be taken to reduce erosion potential?
- What are the land uses on adjacent properties?
- What will the impact on water quality and supply be?
- What will be impacts to wildlife and recreation and how will this be mitigated?
- Are there planned buffer strips along streams, roads, or property lines? Is there planned woodland retention and replacement?
- What is water drainage of the site and how has stormwater runoff been addressed?
- How will vegetative cover, wildlife habitat, and productive farm and forestland be affected?

Goal 8: Protect farms, farmland, and promote agricultural economic growth.

Farms and farmlands contribute not only to the economy, but to open space, scenic views, rural character, the environment, and to our health. Although not all aspects of farming were found to be desirable, residents want to promote and maintain farming in Peru. This goal is needed in order to ensure that farms have a strong place in the future of the town.

The recommendations presented under this goal include:

- Ideas for prioritizing farmlands for preservation funding that may be available from the state.
- Revising the zoning laws, particularly densities in “RL-1”.
- Creating buffers between new residential developments and existing farmland.
- Adding requirements that apple trees be removed prior to new developments.
- Adding standards to land use laws that steer development away from land which is best suited for agricultural uses
- Formal inclusion of agricultural issues into the planning review process.
- Encourage road-side farm stands.

Members of the farming community should also be encouraged to participate in the various town boards to help ensure issues specific to their particular livelihood are understood and addressed. As many of the recommendations contained in this document affect land use, participation in our town’s overall planning process will become increasingly important in the future.

Recommendations

8.1. Amend definitions in Zoning for all farm related terms to be consistent with those established by New York State Department of Agriculture and Markets. This includes:

a. Farm: Change to Farm Operation and remove acreage restrictions.

b. Add definition for riding academy, agriculture, roadside stand, and horse farm, bed and breakfast, ag-related business, U-Pick operation.

Peru should have farm-friendly regulations that are consistent with state regulations and guidelines.

Peru could also use a definition where the acreage matches that established by NYS for ag exemptions (7 acres with 10,000 gross income or <7 acres with 50,000 or more gross income. Farm operation is more comprehensive and less restrictive, however.

Recommendations

8.2. Add in to the various use schedules as permitted or as special permitted various ag-related businesses such as roadside stands, farmers markets (in hamlets and commercial areas) and ensure that all ag-related businesses are allowed in rural land districts. All agricultural uses should be required to have an agricultural site plan review prior to permitting.

8.3. Consider removing the standard that roadside stands must be used for sale of ag products grown locally. Any agricultural product should be acceptable. Ensure that zoning adequately defines these uses.

8.4. For farms located within an NYS certified Ag District, consider initiating a modified site plan review for farm structures that would be acceptable and the state has a model for this (see Agriculture map).

8.5. Ensure that local land use laws reflect (and planning board administers) NYS Agriculture and Market Law requirements for the Town to evaluate impacts of projects on agriculture in an ag district and notification and disclosure requirements.

Initiate a formal inclusion of agriculture into the planning review process. This would include a) look at ag district maps to confirm if project site is located in one, b) determine existing farming conditions to ensure proposed land use does not conflict with farming, c) determine if any conflicts will exist between farm and new use, etc.

8.6 Develop and pass a right-to-farm law.

8.7 Consider placing an agricultural member on your Planning Board.

A local Right-to-Farm Law will demonstrate that Peru is dedicated to promoting the preservation of agricultural activities.

Recommendations

8.8. Work with the County and local farmers to develop a proposal to obtain state and federal funding for purchase of development rights funds for priority farm parcels in Peru. Work to prioritize farmlands for preservation funding that may be available from the state (See Farmland and Agriculture maps). This should prioritize lands based on farmland productivity and rank them for other values such as scenic views and important open space. This should be incorporated into the proposed open space plan. Work with landowners of those priority lands on a voluntary basis to prepare grant applications for farmland preservation monies.

8.9. Consider establishing a locally supported program to purchase conservation easements from willing landowners. This is usually supported by local taxes or bonds.

8.11 Create an agricultural overlay zone in the RL-1 zone. Within this zone, agricultural will be a permitted, allowable use. Within the overlay, subdivisions could be required to: be done as a conservation subdivision with 50% of the lot remaining as open space and agriculture; new non-farm development must have deeper setbacks and/or buffers from existing farm fields and farm structures; require apple trees on non-commercial locations to be removed; decrease density, target tax incentives as discussed above to these areas; offer density bonuses for continued agriculture or open space preservation, and target PDR monies to these areas.

8.12. Change the density in the AR zone to 1 dwelling per 5 acres or larger.

Having a data base showing lands prioritized according to the standards and criteria of the funding agencies will put Peru on top of being able to prove why those lands should be funded for protection. The process called LESA (Land Evaluation and Suitability Analysis) developed by USDA could help Peru make this prioritization.

Recommendations

8.13. Work with local farmers and landowners to educate them and encourage them to participate in existing programs that benefit farms.

8.14. Require new residential development that is adjacent to active agricultural operations to buffer themselves to create physical barriers between potentially incompatible uses (see Agriculture map). Buffers should be strips of vegetated land a minimum of 50 feet in width. Buffers should be designed on a parcel by parcel basis and adapted to address different agricultural needs.

These include agricultural assessments, farm building exemptions, farmers school tax credit, forest land exemption, historic barns, replanted orchards, sales tax exemptions, and programs such as Agricultural Environmental Management, Agricultural Management Assistance, Conservation Security Program, Environmental Quality Incentive Program, Forest Land Enhancement Program, Conservation Reserve Program, Debt for Nature, Wetland Reserve and Wildlife Habitat Incentives Programs.

Goal 9: Promote quality and affordable housing conditions.

Surveys done as part of the comprehensive plan indicated that people are concerned about affordable housing, especially as it relates to the needs of senior citizens. Affordable housing is necessary for those Peru residents that have incomes preventing them from traditional housing, particularly with the current trend towards increasing assessments.

There are currently two senior housing facilities in the hamlet of Peru, both with long waiting lists. The town should encourage expansion of these facilities if possible and actively seek new developments which would help accommodate our seniors. Affordable housing is also an issue for young adults. The recent housing starts in the Peru area have been of higher priced homes which are not always affordable to people of low to moderate incomes seeking to live in our town.

In order to ensure that Peru continues to be a well rounded community with ample work force and accommodations for life long residents that choose to remain in Peru after retirement, it is necessary that a wide range of housing types be allowed. This goal was established to address this need and to offer suggestions to ensure that Peru will have affordable housing opportunities in the future.

Recommendations for addressing this concern include allowing two-family and multi-family housing through special use permits that contain standards for the style of structures, prevention of absentee landowners, and obtaining input from the surrounding residents at an early stage in the development process. It also makes suggestions for the use of zero lot lines in the hamlet area where more concentrated growth is desired and the use of clustered subdivisions in the rural areas, both as possible ways to lower development costs and encourage new housing opportunities. Special consideration for allowing multi-family housing along Bear Swamp Road is suggested. Amendment of zoning laws to allow attached accessory structures for use by elderly relatives may be allowed by special exception permit.

Recommendations

9.1. Expand zoning districts that allow for two and multi-family structures and continue zoning for single family dwellings only in certain areas.

9.2. Control aesthetics and other features related to multi-family structures. Include special use permit standards in the zoning for both two-family and multi-family uses and consider some of the following:

Allowing two and multi-family units in more zoning districts in Peru opens up opportunities for these important residential structures. Apartments and other multi-family structures are key to providing affordable housing opportunities.

Recommendations

- a. Peru may feel it necessary to limit the numbers of multi-family dwellings that can be built to maintain the character and to be supported by the water and septic in the area. This can be controlled through zoning by defining the numbers of units permitted.
- b. In order to make these types of housing styles work, two and multi-family homes need to be designed to look like large single-family residences as much as possible. This is especially important for two-family structures. This should be detailed in standards for a special use permit for two-family houses. Multifamily houses should be designed to fit in with the rural and/or historical design appearance of Peru.
- c. To prevent absentee landowners, consider language in the zoning that encourages two-family homes having one-half occupied by the owner. Absentee landowners can result in building maintenance problems.
- d. Since design of multi-family housing is often the largest stumbling block, the Planning Board should help neighbors gain a sense of ownership in development of these projects by formalizing and encouraging them to add constructive thoughts to the design process in the earliest stages of the review. The goal is to have new development that is acceptable to the community and to utilize a “community-assisted design process.”
- e. These standards would be enforced as conditions of a site plan or special use permit.

Recommendations

9.3. Promote use of clustered subdivisions as a mechanism to reduce infrastructure expenses and promote use of conservation subdivision designs to promote a variety of lot sizes that can create a variety of housing sizes and types. Continue allowing clustered subdivisions but also add in the ability to use conservation subdivisions. Allow for clustered and conservation subdivisions to take place on smaller parcels of land. Use of these techniques may be more important in the rural areas than the hamlet areas. In hamlet areas, Peru may want to consider zero-lot line standards (where one side of the building is typically allowed to be at the lot line) as it is a technique that can also encourage affordable design.

(See also other recommendations for clustering and conservation subdivision in other goals: 1.A.3.d, 1.B.2.d, 3.D.3, 3.D.7, 5.B.3, 5.C.2.1, 7.1.j, 7.3.f, and 7.3s).

9.4. Add to the use tables (and definitions) different types of senior housing such as assisted living, retirement homes, nursing homes, etc. Peru may also want to encourage their use by including special standards, but not require a special use permit for them.

9.5. Amend zoning to allow for use of attached accessory structures for housing. These would include such housing types as elder housing, “granny-flats” and attached apartments. Decide if Peru wants to allow accessory dwellings in either accessory structures or as attached to the primary structure. Accessory dwelling units should be by special exception permit, and Peru may also want to have site plan approval (especially if it is for accessory structure detached from existing.)

a) In order to address fears that this type of housing would detract from neighborhoods: provide ample opportunities for the public to be heard during the review process; require that the owner live on the premises; and require that exterior alterations are minimal and should not detract from the character of the single-family neighborhood.

Clustering and conservation subdivisions reduce infrastructure costs because they tend to reduce the amount of infrastructure needed and can result in smaller, more affordable lots. When development costs are reduced, new lots tend to be more affordable.

Since there are so many different types of senior housing now available, Peru should specifically identify and define these as permitted residential uses. They are most appropriate in the hamlet area(s) and should be allowed there.

These are among the most desired styles of affordable housing anywhere. They are ideal for young families, older children who have moved back home, and elderly relatives.

Recommendations

9.6. Consider allowing multi-family residential units in the commercial area Com-1 (along Bear Swamp Road) provided that there are buffer zones and other restrictions to allow different uses to mix in closer proximity. In other words, the hamlet of Peru should continue its mixed-use traditions to new areas that are developed.

9.7. Offer other incentives to those who may wish to provide for affordable housing such as a reduction in site development standards such as square footage, parking, setbacks), waiver of fees, etc.

9.8. Review development standards and amend as necessary to reduce development costs. These include reduction in street-width requirements, modify cul-de-sac and turnaround street widths, modify curb and gutter requirements, modify parking standards, have lot coverage requirements to be 40 to 50% maximum)

9.9. Consider review process changes to streamline the review process to encourage affordable housing. These could include: use of pre-application and staff review requirements, establishing as many “fixed” standards as possible instead of discretionary or uncertain standards, developing a permit manual so that applicants are clear about time frames and expectations, and other methods to reduce uncertainty in the approval process.

It may be beneficial to have a population base within walking distance to a major commercial area.

Reduction in these standards will reduce help the cost of development.

Anything that delays the development process adds costs and thus impacts affordability. Reducing delays and increasing certainty that “if the rules are followed the project will be permitted” will assist in helping provide affordable projects.

Goal 10: Promote the town center as the community focal point

The hamlet of Peru is viewed as the central focal point by residents. Without careful planning however, the traditional role of the hamlet is being eroded. This can be seen as growth extends down Bear Swamp Road away from the Hamlet. This goal was established in order to promote the town center for its cultural, government, recreation, education, and economic roles.

The Town Board will likely have an instrumental role in ensuring that this goal is realized. It is imperative that the town hall remain within the hamlet and that Little Ausable Park and the Heyworth/Mason area continue to developed as the center for cultural activities for Peru. As our local government grows, the town hall may require substantial renovations to accommodate this growth without expanding to locations outside of the hamlet. Revisions to parking configurations along Route 22 in front of the Town Hall should be considered and planned for.

The Hamlet should include an active and interesting street scene with sidewalks, landscaping and street furniture and quality signage. Efforts should be made to incorporate the Bear Swamp Road into the Hamlet and make changes in zoning that encourage growth and infill development in the Hamlet rather than on currently undeveloped parcels outside the Hamlet.

Recommendations

10.1. Implement street landscaping and streetscape and façade improvements in the Hamlet.

10.2. Maintain the Town Hall, Library and other vital public functions in the Hamlet.

10.3. Enhance the existing historic character of the hamlet.

10.4. Encourage recreational and cultural programs to take place at the Gazebo Park and Heyworth/Mason site to keep the Hamlet as the center for cultural activities. Peru should encourage or attract concerts, recreational events, cultural events, and fairs and festivals.

10.5. Expand mixed use opportunities in the Hamlet, including along Bear Swamp Road. Any new multi-family use should be designed using traditional neighborhood design concepts including careful attention to landscaping, lighting, pedestrian connections and architecture.

10.6. Develop features which define the boundaries and entrances to the Hamlet. Peru should create exciting

The Hamlet should include an active and interesting street scene with sidewalks, landscaping and street furniture and quality signage.

New development or redevelopment should be compatible in scale and design with the traditional elements found on main street in Peru.

gateways at all the major entranceways to the Hamlet.

10.7. Create better sidewalks, sidewalk connections, and pedestrian opportunities.

10.8. It will be critical to link Bear Swamp Road with the rest of the Hamlet both physically and visually.

10.9. Maintain major recreational facilities in or near the Hamlet.

10.10. Institute the recommended zoning changes that encourage growth and infill development in the Hamlet rather than outside on currently undeveloped parcels.

10.11. Ensure that zoning allows the majority of commercial growth to take place in and around the hamlet.

10.12. Off-street parking areas should be landscaped to improve their appearance and to provide shade and screen to the parking lot and adjacent uses.

10.13. Town policies and programs should support commercial development that is designed with coordinated access points, internal circulation, and parking, especially along Bear Swamp Road.

Street improvements are needed to ease the crossing of the major roads in the Hamlet including increasing visibility of corner and crossing nodes to both vehicles and pedestrians.

Goal 11: Maintain and enhance Peru's sense of community

Public surveys indicated that residents of Peru favor a cohesive community. There is a great deal of pride about Peru, and friendliness and caring are features that help make Peru a desired place to live and raise families. This goal offers a variety of strategies to ensure that these characteristics are maintained in the future.

Recommendations include developing a regularly published town newsletter to help inform residences of different activities, events, town sponsored projects or issues. Expanded use of the Peru Web Page is also suggested. Suggestions are also given to enhance involvement with existing community oriented groups and development of a teen forum to discuss activities that will encourage their contributions to this community.

Recognition of local residents (including our youth) or businesses for community involvement projects or achievements is important in promoting a sense of community, but is not currently done on a formal basis in Peru. The town government should take the lead in ensuring the individuals or groups that are working towards achieving this goal (or other goals presented in this document) are encouraged, supported, and recognized.

Recommendations

11.1. Consider hiring a Community Pride Coordinator or seek to expand the involvement of existing community oriented groups (such as Lions Clubs or Rotary Clubs) to develop programs related to civic pride and sense of community. This person could handle website, newsletter, senior's clean-up help, and organize an Apple Festival with apples!! (apple press, dunking booth, garage sale, crafts, apple foods, etc.)

11.2. Fund and develop a regular town newsletter. This could be quarterly or bi-annually as funds permit. This reaches all residents whether they have website access or not. Within this newsletter, ask for citizen's ideas on how community pride and citizen involvement can be enhanced. Implement these ideas via the Community Pride Group or efforts, above. Some mechanisms to implement this idea include using students to help, have the Town Historian write column, and have advertising to help support it.

11.3. Publicly recognize local people for community involvement and enhancement projects. This would be an excellent section for a newsletter.

Having a group or program sanctioned by the Town Board and charged with this task gives it legitimacy and purpose.

Many residents said a newsletter was needed and this is one excellent way to communicate with all residents.

11.4. Engage more youth in community pride and town activities. Continue on a quarterly or bi-annual basis a teen forum to discuss teen needs and programs that they can get involved in. Involve the Youth Commission in this effort.

11.5. Enhance advertisement of town web site related to community pride, citizen involvement etc. The web site could have the capability for people to send in questions.

11.6. When plan is completed, work to develop a summary brochure make available at public locations, place on website, and/or mail to all households.

11.7. Hold an annual meeting on concerns and use the newsletter to advertise and generate interest.

11.8. Town Board can sponsor an annual or bi-annual "Town Meeting" to discuss issues, strengths, weaknesses, and ways to move forward together.

11.9. Work with local farmers and invite them to organize a farm stand at town events.

11.10. Include in the newsletter and website a Question/Answer column.

The Town Board should be responsive to ongoing issues or new issues that have arisen in shorter time periods. This is one way to engage the community in this and can help attain information to know if the comprehensive plan is no longer working adequately if major changes have occurred.

Goal 12: Support a quality education system.

The residents of the Town of Peru and Peru School District support and promote a quality education system while simultaneously desiring to have their tax dollars used in a cost effective manner. It will be important for the Town to recognize that actions taken at the municipal level affect the school and vice versa.

This goal establishes the need for the Town Government, School Board and administrators to work together to plan for future growth and for responding to potential emergency situations. It recommends that the Peru School Board be provided a copy of this document and lines of communication improved so that each organization can work together to solve common problems and issues related to the town as a whole.

Communications should focus on the identification of issues which can be better addressed with the collective resources of both organizations rather than individually. Once such issues or projects are identified, it may be possible to locate funding mechanisms which can be shared between local governments and schools. Examples of areas where sharing of resources and improved communications should be considered include:

- Construction of jointly used and funded facilities such as a public swimming pool, ice skating rink or tennis courts.
- Improved technology and increased use at the Peru Public Library that would benefit both organizations.
- Changes to traffic patterns, sidewalks, crosswalks, lighting and sign standards.
- Use of specialty resources such as snow plowing equipment, transportation services, and emergency preparedness.

Recommendations

12.1. The Town has no direct involvement in providing public education, but can assist the school district in planning to accommodate long-range facility needs based upon projected and actual population growth. The Town should ensure that the School Board receives a copy of this Comprehensive Plan and understands the growth policies of Peru.

12.2. The Town should also encourage and support school district efforts to maintain academic excellence and provide public outreach and lifelong learning programs.

12.3. The Town's zoning should allow for alternative and private schools as a permitted use subject to a special use permit.

The Town can help the School District use that information in the Schools' own long-range planning processes.

12.4. Work with School to collaboratively provide facilities to be used by Town and School.
Examples: tennis courts, pool, hockey rink.

12.5. Adequately fund local library.

Section 3

Action Items

This section summarizes the specific actions recommended to achieve the goals and objectives presented in Section 2 and assigns responsibility for implementing each of the recommendations. A chart summarizing the recommendations and assigning responsibility for implementation and indicating the time frame for implementation follows. Short term actions (S) can be implemented within 3 years of adoption of the plan and intermediate (I) action items will require a longer time frame for implementation, perhaps 4 to 8 years. Other actions will be ongoing (O) in nature. It is important to realize that the time frames presented are somewhat arbitrary in nature and should be adjusted as situations change and opportunities arise.

Many of the recommendations included in this Plan involve revision of zoning regulations, which can dramatically influence how development occurs within the Town. For this reason it is recommended that all zoning changes be considered a priority task to be accomplished in the short term.

In order to help implement this plan, it is recommended that the Town Board appoint a committee (new or existing) to translate the options and guidelines presented in the plan into specific language needed for local laws and programs. The Town Board should use the plan to prioritize the strategies so that they can direct implementation efforts and review progress on an annual basis. The whole plan should be reviewed and updated by the Town Board, the Planning Board or a special "Ad-Hoc" committee every five years.

The following table outlines the recommended action steps for the Town of Peru to implement over the life of the plan (10 to 15 years).

S= Actions to be implemented in the short term of 0-3 years after adoption of plan.

I= Actions to be implemented in the Intermediate term of 4-8 years after adoption of plan.

O= Actions that are ongoing throughout the life of the plan.

*It is recommended that all zoning changes be considered a priority task to be worked on and that all potential zoning changes be considered initially at the same time in order to coordinate the various sections needing updating.

TOWN OF PERU DRAFT COMPREHENSIVE PLAN MARCH 2006

Action	Type	Time Frame	Responsible for Completing Action Step
Goal 1: Keep small town and rural atmosphere.			
Amend the subdivision and zoning laws to ensure consistency between the zoning law and New York State Town Law and to improve administration and efficiency of reviews. (See recommendations of 1.2 and 1.3).	Local Law Amendment	S	Town Board, Planning Board, with Professional Assistance
Consider amending the Zoning Law so that the resulting residential and commercial growth is consistent with the desired small town and rural atmosphere goal. (See recommendations of 1.1)	Local Law Amendment	S	Town Board, Planning Board, with Professional Assistance
Consider de-emphasizing minimum lot size in the Ag/Res. Zone and instead utilize a true density and set minimum lot size to be equal to what is necessary for water and septic systems.	Local Law Amendment	S	Town Board, Planning Board, with Professional Assistance
Consider a local scenic designation for the Mother Cabrini Shrine and Mud Pond Road.	Local Law Adoption or Policy	S	Town Board
Add in viewscape protections to zoning, subdivision and site plan review local laws.	Local Law Amendment	S	Town Board, Planning Board, with Professional Assistance
Seek funds for and implement streetscape improvement projects in the Hamlet to include sidewalks, street furniture, lighting, crosswalks, etc.	Grant Writing	S/O	Town Board and Grant Writer
Address adult uses in zoning.	Local Law Amendment	S	Town Board, Planning Board, with Professional Assistance

TOWN OF PERU DRAFT COMPREHENSIVE PLAN MARCH 2006

Action	Type	Time Frame	Responsible for Completing Action Step
Goal 2: Preserve and enhance the Town's historical and cultural heritage			
<i>Objective A: Inventory important cultural and historical resources in Peru and make this information available to the public</i>			
Initiate a town-sponsored committee for cultural and historic resources.	Program	S	Town Board
Fine tune the GIS map of important places created for this plan so that it includes a full inventory of all historical and cultural sites and make available to public.	Program	O	Town Board with assistance from cultural and historic committee (to be appointed)
Assist local landowners (through the cultural and historical committee) of historical locations to get these location listed on the state and national registers.	Program	I/O	Cultural and Historic Committee
Expand use of historic markers in town, develop historic tour, create space for historic exhibits, create kiosks at strategic locations, and implement other historic related programs identified in plan.	Program	I	Cultural and Historic Committee
Sponsor a town newsletter that contains a regular historic and cultural column and/or sponsor a regular column in the local paper for this purpose.	Program	S	Town Board with input from Cultural and Historic Committee
<i>Objective B: Protect, rehabilitate, and adaptively reuse historic sites.</i>			
Provide options for and provide local incentives to private landowners that preserve and rehabilitate historic locations.	Program	I	Town Board with input from Cultural and Historic Committee
Obtain funds for these initiatives.	Grant Writing	I	Town Board with assistance from grant writer
Establish historic district overlay which would offer more informal review of historic resources in the hamlet as compared to a historic review commission.	Local Law Amendment or Adoption	S	Town Board with assistance from Cultural and Historic Committee, Planning Board, New York Preservation Association, New York State Historic Preservation Office
Require building design standards for commercial uses that are consistent with the traditional nature of the area.	Local Law Amendment or Adoption	S	Town Board with assistance from Cultural and Historic Committee, Planning Board, New York Preservation Association, New York State Historic Preservation Office

TOWN OF PERU DRAFT COMPREHENSIVE PLAN MARCH 2006

Action	Type	Time Frame	Responsible for Completing Action Step
Amend site plan review to require the Planning Board review proposals for their compatibility with the historical character of the neighborhood (especially in the hamlet.)	Local Law Amendment or Adoption	S	Town Board with assistance from Cultural and Historic Committee, Planning Board, New York Preservation Association, New York State Historic Preservation Office
For publicly funded projects that come before the Planning Board, ZBA or Town Board, ensure that the Historic Preservation Field Services Bureau of the State Historic Preservation Office is involved in project review	Administrative	O	Planning Board, Zoning Board of Appeals or Town Board
Understand the applicable laws that can help Peru protect historic resources.	Administrative	O	Planning Board, Zoning Board of Appeals or Town Board
Encourage adaptive reuse of historic buildings.	Policy	O	Town Board
Utilize the Heyworth/Mason site as a public park, historical site, recreation area, and area for cultural events.	Program	S	Town Board to coordinate with assistance of other interested groups and individuals

TOWN OF PERU DRAFT COMPREHENSIVE PLAN MARCH 2006

Action	Type	Time Frame	Responsible for Completing Action Step
Goal 3: Protect community identified open spaces and scenic views.			
<i>Objective A: Identify scenic resources and important open spaces to be protected in Peru</i>			
Define and map important open spaces	Program	S	Town Board, Planning Board, with Professional Assistance
Organize a scenic view study.	Program	S	Town Board, Planning Board, Conservation Advisory Council, with Professional Assistance
<i>Objective B: Protect scenic views and increase the amount of land preserved as open space through non-regulatory programs.</i>			
Encourage landowner participation in State and Federal programs such as the USDA Natural Resources Conservation Service Wetlands Reserve Program, Wildlife Incentives Program, and the USDI's Fish and Wildlife Services Partners for Fish and Wildlife program, among others.	Program	O	Town Board
Encourage use of the 480-a Forest Tax Law exemptions.	Administrative	O	Tax Assessor
Provide tax and other incentives to private landowners who conserve open space or protect scenic views on their properties.	Program and Local Law Amendment or Adoption	S	Town Board with Professional Assistance
Work with and encourage landowners to grant and maintain trail easements across their properties.	Program	I	Town Board
Ensure that Ag and Markets laws are followed for notice of intent, etc.	Administrative	S/O	Town Board, Planning Board, Zoning Board of Appeals with assistance from Building Inspector
Establish educational initiatives to inform citizens about the importance of scenic vistas and viewsheds and to encourage voluntary protection	Program	I/O	Town Board with assistance from Conservation Advisory Council
Designate local roads as "Scenic".	Policy	I	Town Board with Professional Assistance
Evaluate the character of the entrances to the Town and the existing sign entrance signs and update if needed.	Program	I	Town Board

TOWN OF PERU DRAFT COMPREHENSIVE PLAN MARCH 2006

Action	Type	Time Frame	Responsible for Completing Action Step
<i>Objective C: Topic: Increase the amount of land permanently preserved as open space through acquisition.</i>			
Acquire priority open space and scenic lands through conservation easements, lease arrangements, management agreements, mutual covenants, fee simple sales, and donations.	Program	O	Town Board with assistance from area or regional land trusts
Explore use of view easements or consider use of leaseback arrangements where the land is purchased by the town and then leased back subject to certain restrictions for management of the scenic (or open space) resources.	Program	S	Town Board with assistance from area or regional land trusts
<i>Objective D: Protect scenic views and increase the amount of land preserved as open space through regulatory programs.</i>			
Offer Density Bonuses as an incentive to preserve open space.	Local Law Amendment	S	Town Board, Planning Board with Professional Assistance
Require that major subdivisions integrate 50% of the lot as open space into the plat.	Local Law Amendment	S	Town Board, Planning Board with Professional Assistance
Direct development away from ecologically sensitive lands by requiring that buildable and unbuildable areas of a parcel be identified and all building is directed away from sensitive areas.	Local Law Amendment	S	Town Board, Planning Board with Professional Assistance
Create a 100 foot vegetated riparian buffer along streams.	Local Law Amendment	S	Town Board, Planning Board with Professional Assistance
Lower density to allow for more sustainable levels of development in the future.	Local Law Amendment	S	Town Board, Planning Board with Professional Assistance
Utilize development techniques that create open spaces such as clustering and conservation subdivisions	Local Law Amendment	S	Town Board, Planning Board with Professional Assistance
Establish an open space, viewshed or scenic corridor overlay district	Local Law Amendment	S	Town Board, Planning Board with Professional Assistance
Consider establishing a hillside/ridgeline overlay zone.	Local Law Amendment	S	Town Board, Planning Board with Professional Assistance
Establish limits of disturbance for each site in subdivision.	Local Law Amendment	S	Town Board, Planning Board with Professional Assistance
<i>Objective E: Seek funding for open space and scenic view conservation activities.</i>			
Explore creative financing techniques to fund open space programs	Program	S/I	Town Board with assistance from Grant Writer

TOWN OF PERU DRAFT COMPREHENSIVE PLAN MARCH 2006

Action	Type	Time Frame	Responsible for Completing Action Step
Goal 4: Enhance the visual character of the town.			
Develop policies, programs, and regulations to ensure that rural roads and streetscapes remain vital to the visual character of Peru.	Program, Administrative Local Law Amendment	S	Town Board, Planning Board, Building Inspector, Highway Department
Amend subdivision language so that new subdivisions have power lines buried underground.	Local Law Amendment	S	Town Board with assistance from Planning Board
Initiate a Town Beautification Committee to work closely with the Town Board, Planning Board (as an advisory capacity) and with the Town Highway Department.	Program	S	Town Board
Amend zoning to enhance visual character	Local Law Amendment	S	Town Board, Planning Board with Professional Assistance
Identify sources and obtain funding to develop a capital program to implement visual improvements to all gateway entrances (especially that off of the Northway), in the hamlet, and especially along the Bear Swamp Road corridor.	Program, Grant Writing	O	Grant Writer, Town Beautification Committee
Adopt a property maintenance law.	Local Law Amendment	S	Town Board, Planning Board with Professional Assistance
Review the existing junk law and address any junk issues currently facing the Town, and effectively enforce the law.	Local Law Amendment and Administrative	S	Town Board, Planning Board, Building Inspector, Professional Assistance
Identify sources and obtain funding to offer existing commercial buildings façade improvement, property maintenance improvement, sign enhancement, and/or streetscape improvement re-grants.	Grant Writing	O	Grant Writer, Town Beautification Committee
Institute a moratorium on the installation of outdoor furnaces until standards can be addressed in the updated zoning.	Local Law Amendment	S	Town Board

TOWN OF PERU DRAFT COMPREHENSIVE PLAN MARCH 2006

Action	Type	Time Frame	Responsible for Completing Action Step
Goal 5: Provide quality public services, infrastructure(including roads and pedestrian systems) and recreational opportunities in a cost effective manner.			
<i>Objective A: Communication between the town government and residents/businesses is enhanced, local officials have increased training, and fire and rescue depts. have adequate funds to continue quality emergency services.</i>			
Utilize a town newsletter to communicate on a regular basis with residents and landowners.	Program	S/O	Town Board
Cooperatively work with Fire/Rescue Departments to pursue more grant funding.	Grant Writing, Program	S/O	Town Board, Grant Writer
Consider participating in the tax incentive program for volunteers in the Fire/Rescue services	Program	S	Town Board
Provide a short annual written report to the citizens that summarize a years worth of efforts or work accomplished.	Program, Administrative	O	Town Board
Hold an annual Town Meeting, widely advertised and open to the public.	Program, Administrative	O	Town Board
Print and widely distribute (also make available on the Internet) an executive summary of the Comprehensive Plan to citizens so that they have knowledge and understanding of it.	Program	S	Town Board
Institute a policy, and foster a culture in Peru that encourages training of local staff and officials.	Policy	S/O	Town Board
Fund and create a library of training materials and local laws for reference and use by the Town Board, Planning Board and ZBA.	Grant Writing, Program, Training	S/I/O	Town Board with assistance from Planning Board, Zoning Board of Appeals, Building Inspector
The Planning Board and ZBA should to prepare an annual report to the Town Board on issues/problems/administrative needs related to the local land use laws	Administrative	S/O	Planning Board and Zoning Board of Appeals
<i>Objective B: Infrastructure.</i>			
Consider extending the public water and sewer service from Bear	Program,	S/I	Town Board with Professional

TOWN OF PERU DRAFT COMPREHENSIVE PLAN MARCH 2006

Action	Type	Time Frame	Responsible for Completing Action Step
Swamp Road to Dashnaw Road to serve the industrial zone there	Policy		Assistance
Promote compact development to avoid unnecessary extension of water and sewer lines	Program, Policy, Local Law Amendment	S/O	Town Board
Amend zoning to have a <u>maximum</u> lot size in the hamlet of Peru of one acre.	Local Law Amendment	S	Town Board, Planning Board
Amend zoning to minimize use of cul-de-sacs.	Local Law Amendment	S	Town Board, Planning Board
Expand the reservoir watershed protection area to match the real (ecological based) watershed	Local Law Amendment	S	Town Board, Planning Board
Require a 400 foot setback of septic systems and leach fields from streams.	Local Law Amendment	S	Town Board, Planning Board
Consider banning septic discharges within 400 feet of the shoreline of Lake Champlain and within 400 feet of streams within 4000 feet of Lake Champlain.	Local Law Amendment	S	Town Board, Planning Board
Should critical needs exist to more effectively manage on-site septic systems in the non-sewered areas of Town, Peru would be willing to consider (developer proposed) alternative types of waste treatment systems to serve the Town instead of public sewers.	Program, Policy, Study	I	Town Board with Professional Assistance
Utilize a Capital Improvement Plan showing the proposed expansion, upgrading, maintenance and financing of all infrastructure and capital improvement projects in town.	Program	S	Town Board with input from all Town Departments
Develop a program to prevent runoff from area roads from reaching the lake.	Program, Policy	I	Town Board and Highway Department
Change highway design standards to decrease pavement widths, decrease maximum grades and reduce the radius of cul-de-sacs.	Local Law Amendment	S	Town Board, Highway Department, Planning Board with Professional Assistance
Consider use of alternatives to painted crosswalks in the Hamlet.	Program	S/I	Town Board, Highway Department, New York State Department of Transportation

TOWN OF PERU DRAFT COMPREHENSIVE PLAN MARCH 2006

Action	Type	Time Frame	Responsible for Completing Action Step
Reduce erosion potential along roads and during road maintenance or construction.	Program, Local Law Amendment, Administrative	O	Town Board, Highway Department, Planning Board
Conduct a parking study for the center of town.	Program	S	Town Board with Professional Assistance
Develop a traffic control plan for Bear Swamp Road that includes traffic access management requirements.	Program, Local Law Amendment	S	Town Board, Planning Board, with Professional Assistance
Work with DOT to study the need for a traffic light at the bridge in the hamlet.	Program	S	Town Board with New York State Department of Transportation
Develop a program and local law if necessary to set up procedures for snow removal and maintenance of sidewalks by town. Include maintenance of sidewalks to be part of the suggested CIP.	Program, Local Law Amendment	S	Town Board
Build sidewalks and crosswalks to connect the rest of the hamlet to businesses along Bear Swamp Road.	Program	I	Town Board, New York State Department of Transportation
Form a committee to propose ways to improve walkability of the Hamlet, including access to schools.	Program	S	Town Board
Institute policies for traffic access management and traffic calming for new developments.	Policy, Local Law Amendment	S	Town Board with Professional Assistance
<i>Objective C: Enhance and Improve Recreational Opportunities.</i>			
Appoint a recreation advisory committee to the Town Board whose primary role should be development of a town-wide recreation plan and implementation of the following strategies.	Program	S	Town Board
Utilize a grant writer to gain funding for recreational programs.	Grant Writing	S	Grant Writer
Work with the Peru Central School District and other organizations to explore ways to enhance community use of existing buildings such as churches, town hall, and the school.	Program	O	Town Board with assistance from Recreation Committee (to be appointed)
Enhance winter recreational opportunities.	Program, Grant Writing	O	Town Board, Recreation Committee, Grant Writer

TOWN OF PERU DRAFT COMPREHENSIVE PLAN MARCH 2006

Action	Type	Time Frame	Responsible for Completing Action Step
Implement recreational activities recommendations from this Goal.	Program, Grant Writing	O	Town Board, Recreation Committee, Grant Writer
Work to decrease speeds and the detrimental effects of speeding traffic on pedestrians.	Program	O	Town Board, Highway Department, New York State Department of Transportation, County Highway Department
Identify lands for public acquisition or protection for open space and recreation.	Program, Policy	S	Town Board, Planning Board, Conservation Advisory Committee, Recreation Committee, with Professional Assistance
Enhance site plan approval and subdivision regulations to protect important open space and environmental features for open space and parkland uses.	Local Law Amendment or Adoption	S	Town Board, Planning Board, with Professional Assistance
Identify desired commercial recreation establishments as part of a target list of desired businesses and include as allowable uses in zoning language for the business areas.	Local Law Amendment or Adoption	S	Town Board, Planning Board, with Professional Assistance
Develop an official map and place undeveloped portions of old railroad bed and key access points to it from public roads on it as potential recreational and safe walking route.	Local Law Amendment or Adoption	S	Town Board, Planning Board, with Professional Assistance
Utilize open space lands preserved under clustering and conservation subdivision procedures as the base for trails and greenway links throughout town.	Program, Policy	S	Town Board, Planning Board, with Professional Assistance
Implement programs as outlined in plan to encourage use of the Little Ausable River and Lake Champlain for recreational purposes.	Program, Policy	S	Town Board, Recreation Committee, Grant Writer, NYS DEC

TOWN OF PERU DRAFT COMPREHENSIVE PLAN MARCH 2006

Action	Type	Time Frame	Responsible for Completing Action Step
Goal 6: Create a vibrant business climate that supports and encourages small business and quality growth in a manner that maintains a quality environment, rural character, and quality of life.			
Initiate a formal economic development program and organization to oversee economic development efforts to promote sustainable development and involve citizens. Aggressively promote Peru as part of this program. Explore and aggressively seek financing for economic activities. Promote homegrown businesses by using internet or other telecommunications technologies.	Program, Grant Writer	S	Town Board, with assistance from County IDA, Chamber of Commerce, Professional Assistance
Emphasize diversifying local economic base, attracting new retail stores and clean, light industries, and businesses that are consistent with the rural character of Peru	Program	S/O	Town Board, with assistance from County IDA, Chamber of Commerce, Professional Assistance
Create incentive programs to stimulate commercial and real estate development, including low-interest loan pools.	Program	I	Town Board, with assistance from County IDA, Chamber of Commerce, Professional Assistance
Create a shovel/ready location at the Dashnaw Road industrial zone for clean, light industries.	Program	I	Town Board, with assistance from County IDA, Chamber of Commerce, Professional Assistance
Ensure that the zoning code allows and supports a diversity of the commercial retail activity, service and professional businesses, restaurants, financial institutions, light industry, and mixed uses and that are consistent with the comprehensive goals of this plan.	Local Law Amendment	S	Town Board, Planning Board
Create a Business Improvement District (BID) to provide long-term funding for improvements.	Program, Local Law Adoption	I	Town Board with Professional Assistance
Preserve and adaptively re-use the Heyworth Building and surrounding land as an important economic draw to the hamlet and Town.	Program, Grant Writing	S	Town Board, Grant Writer

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Action	Type	Time Frame	Responsible for Completing Action Step
Goal 7: Protect the Town's significant environmental resources (For example, these might include unique plant and animal habitats, ground water quality, wetlands or surface water).			
<i>Objective A: Erosion and Sediment Control, Floodplain Protection, Stream Protection, Wetland Protection</i>			
Amend zoning to classify that portion of a parcel that is within the 100-year designated floodplain as undevelopable and incorporate soil erosion and sediment control programs for all site plans and major subdivisions.	Local Law Amendment	S	Town Board, Planning Board, Assistance from Soil and Water Conservation District and NRCS
Establish policy to ensure that stormwater runoff rate after development does not exceed the rate that existed prior to the site being developed.	Policy	S	Town Board, Planning Board, Assistance from Soil and Water Conservation District and NRCS
Provide educational materials to all who seek a building permit for constructing a new home.	Program	I/O	Building Inspector
Ensure that all highway personnel receive training on the state and federal Phase II Storm Water Regulations as they impact road building and maintenance activities.	Training	S/O	Highway Department
Implement Best Management Practices as soon as possible after road construction or maintenance activities (use hydroseeding or other approved methods) to re-vegetate areas left bare.	Program and Training	S/O	Highway Department
Encourage voluntary adoption of Best Management Practices by farm operations and encourage participation in the federally sponsored Agricultural Environmental Management (AEM) program for farms.	Program	I/O	Town Board with assistance from Conservation Advisory Council (to be appointed)
Ensure that reviewing boards are familiar with and utilize the most recent version of the New York Standards and Specifications for Erosion and Sediment Control.	Training	S/O	Town Board with assistance from Building Inspector
During project review, provide applicants with a stormwater pollution prevention plan checklist	Program	S/O	Planning Board with assistance from Building Inspector
Include mapped wetlands in a conservation overlay zone and determine appropriate restrictions to protect them.	Local Law Amendment	S	Town Board with assistance from Planning Board, Conservation Advisory Council, Professional Assistance

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Action	Type	Time Frame	Responsible for Completing Action Step
<i>Objective B: Maintain Wildlife Habitats, Direct Development Away from ecologically sensitive lands</i>			
Identify areas of high ecological and wildlife value.	Program	I	Conservation Advisory Council with input from DEC
Effectively manage site review and development with wildlife and ecologically sensitive sites in mind.	Administrative	O	Planning Board
Provide education and technical assistance/information for wildlife habitat and ecological site restoration and/or protection to landowners.	Program	I/O	Conservation Advisory Council
Provide applicants with information on the resources of their property	Program	I/O	Conservation Advisory Council
Offer density bonuses or other incentives to landowners and developers if they protect core wildlife areas and sensitive ecological areas.	Local Law Amendment	I/O	Town Board with assistance from Planning Board, Conservation Advisory Council, Professional Assistance
Reduce allowable residential development densities via a conservation overlay zone.	Local Law Amendment	S	Town Board with assistance from Planning Board, Conservation Advisory Council, Professional Assistance
<i>Objective C: Groundwater quality and quantity and water pollution prevention.</i>			
Implement erosion and sediment control practices outlined, including use of erosion and sediment best management practices.	Program and Local Law Amendment	S	Town Board with assistance from Planning Board, Conservation Advisory Council, Professional Assistance
Initiate an education program for landowners about groundwater quality and quantity	Program	I/O	Conservation Advisory Council with assistance from Soil and Water Conservation District
Initiate a local Peru Pollution Prevention Strategy where the Town takes a lead role in developing and implementing an innovative strategy	Program	S/O	Conservation Advisory Council with assistance from Soil and Water Conservation District
<i>Objective D: Forestry management practices.</i>			
Analyze forest habitat locations compared with slope and water features and identify forested areas that may be most susceptible to	Program	S/O	Conservation Advisory Council with assistance from Soil and Water

TOWN OF PERU DRAFT COMPREHENSIVE PLAN MARCH 2006

Action	Type	Time Frame	Responsible for Completing Action Step
erosion/sedimentation during forestry operations			Conservation District
Educate landowners about the roles forests play in the community and environment, and encourage landowners to use Best Management Practices for Forestry.	Program	I/O	Conservation Advisory Council with assistance from Soil and Water Conservation District

TOWN OF PERU DRAFT COMPREHENSIVE PLAN MARCH 2006

Action	Type	Time Frame	Responsible for Completing Action Step
Goal 8: Protect farms, farmland, and promote agricultural economic growth.			
Make changes to zoning so that they are farm-friendly and flexible to allow a variety of agricultural uses.	Local Law Amendment	S	Town Board, Planning Board, with Professional Assistance and input from the farm community
For farms located within an NYS certified Ag District, consider a modified site plan review using the NYS model for farm structures.	Local Law Amendment	S	Town Board, Planning Board, with Professional Assistance and input from the farm community
Ensure that local land use laws reflect (and planning board administers) NY Ag and Market Law requirements for the Town to evaluate impacts of projects on agriculture in an ag district and notification and disclosure requirements.	Local Law Amendment, Administrative	O	Town Board, Planning Board, with Professional Assistance and input from the farm community
Develop and pass a right-to-farm law	Program, Local Law Adoption	S	Town Board, Planning Board, with Professional Assistance and input from the farm community
Consider placing an agricultural member on your Planning Board	Administrative	S	Town Board
Work with the County to develop a proposal to obtain state and federal funding for purchase of development rights funds for priority farm parcels in Peru.	Grant Writing	O	Town Board and Grant Writer
Consider establishing a locally supported program to purchase conservation easements from willing landowners.	Program	O	Town Board
Work to prioritize farmlands for preservation funding that may be available from the state.	Program	S	Town Board with input from the farm community and assistance from NRCS and County SWCD, with Professional Assistance
Utilize conservation subdivisions for subdivisions taking place on lands located within the ag district.	Local Law Amendment	S	Town Board, Planning Board, with Professional Assistance and input from the farm community
Create an agricultural overlay zone in the RL-1 zone (see next strategy also).	Local Law Amendment	S	Town Board, Planning Board, with Professional Assistance and input from the farm community

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Action	Type	Time Frame	Responsible for Completing Action Step
Renaming RL-1 to “Agriculture” or an “Agriculture/Rural Residence” zone or an AR zone and change the density to 1 dwelling per 3 acres (or more if you can do this and be politically acceptable). Establish a true density measurement using dwellings per acre instead of relying on a min. lot size.	Local Law Amendment	S	Town Board, Planning Board, with Professional Assistance and input from the farm community
Work with local farmers and landowners to educate them and encourage them to participate in existing programs that benefit farms.	Program	O	Tax Assessor, Planning Board, Town Board
Require a buffer between new residential development and agricultural operations to create physical barriers between potentially incompatible uses.	Local Law Amendment	S	Town Board, Planning Board, with Professional Assistance and input from the farm community

TOWN OF PERU DRAFT COMPREHENSIVE PLAN MARCH 2006

Action	Type	Time Frame	Responsible for Completing Action Step
Goal 9: Promote quality and affordable housing conditions			
Continue to allow for two and multi-family structures and continue zoning for single family dwellings only in certain areas.	Local Law Amendment	S	Town Board, Planning Board, with Professional Assistance
Control aesthetics and functioning of multi-family structures.	Local Law Amendment	S	Town Board, Planning Board, with Professional Assistance
Promote use of clustered subdivisions using different housing types.	Local Law Amendment	S	Town Board, Planning Board, with Professional Assistance
Add to the use tables (and definitions) different types of senior housing such as assisted living, retirement homes, nursing homes, attached accessory structures, etc.	Local Law Amendment	S	Town Board, Planning Board, with Professional Assistance
Consider allowing multi-family residential units in the commercial area Com-1 (along Bear Swamp Road) provided that there are buffer zones and other restrictions to allow different uses to mix in closer proximity.	Local Law Amendment	S	Town Board, Planning Board, with Professional Assistance
Offer other incentives to those who may wish to provide for affordable housing such as a reduction in site development standards such as square footage, parking, setbacks), waiver of fees, etc.	Local Law Amendment	S	Town Board, Planning Board, with Professional Assistance
Review development standards and amend as necessary to reduce development costs	Local Law Amendment	S	Town Board, Planning Board, with Professional Assistance
Consider permit review process changes to streamline the review process to encourage affordable housing.	Local Law Amendment	S	Town Board, Planning Board, with Professional Assistance

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Action	Type	Time Frame	Responsible for Completing Action Step
Goal 10: Promote the town center as the community focal point.			
Implement street landscaping and streetscape and façade improvements in the Hamlet.	Program, Grant Writing	S/O	Town Board, Grant Writer, Highway Department, Town Beautification Committee
Maintain the Town Hall, Library and other vital public functions in the Hamlet.	Program, Policy	O	Town Board
Enhance the existing historic character of the hamlet by ensuring that new buildings are consistent with traditional hamlet development.	Local Law Amendment	S	Town Board, Planning Board, with Professional Assistance
Encouraging recreational and cultural programs to take place at the Gazebo park and Heyworth/Mason site to keep the Hamlet as the center for cultural activities.	Program	O	Town Board, Recreation Committee, Culture and Historic Committee
Expand mixed use opportunities in the Hamlet, including along Bear Swamp Road.	Local Law Amendment	S	Town Board, Planning Board, with Professional Assistance
Develop features which define the boundaries and entrances to the Hamlet.	Program	S	Town Board, Culture and Historic Committee
Create better sidewalks, sidewalk connections, and pedestrian opportunities.	Program	S/O	Town Board with Professional Assistance
Institute the recommended zoning changes that encourage growth and infill development in the Hamlet rather than outside on currently undeveloped parcels.	Local Law Amendment	S	Town Board, Planning Board, with Professional Assistance
Ensure that zoning allows the majority of commercial growth to take place in and around the hamlet.	Local Law Amendment	S	Town Board, Planning Board, with Professional Assistance
Off-street parking areas should be landscaped to improve their appearance and to provide shade and screen to the parking lot and adjacent uses.	Local Law Amendment	S	Town Board, Planning Board, with Professional Assistance
Institute traffic access management programs.	Local Law Amendment	S	Town Board, Planning Board, with Professional Assistance

TOWN OF PERU DRAFT COMPREHENSIVE PLAN MARCH 2006

Action	Type	Time Frame		Responsible for Completing Action Step
Goal 11: Maintain and enhance Peru's sense of community.				
Consider hiring a Community Pride Coordinator or seek to expand the involvement of existing community oriented groups (such as Lions Clubs or Rotary Clubs) to develop programs related to civic pride and sense of community.	Program, Grant Writing	I	Town Board, Grant Writer	
Fund and develop a regular town newsletter. This could be quarterly or bi-annually as funds permit.	Program	S	Town Board	
Publicly recognize local people for community involvement and enhancement projects	Program	I	Town Board	
Engage more youth in community pride and town activities	Program	S	Town Board, Recreation Committee, School District	
Enhance advertisement of town web site related to community pride, citizen involvement etc.	Program	S	Town Board	
When plan is completed, work to develop a summary brochure make available at public locations, place on website, and/or mail to all households.	Program	S	Town Board	
Work with local farmers and invite them to organize a farm stand at town events.	Program	S	Town Board	

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Action	Type	Time Frame	Responsible for Completing Action Step
Goal 12: Support a quality education system.			
The Town has no direct involvement in providing public education, but can assist the school district in planning to accommodate long-range facility needs based upon projected and actual population growth.	Program	O	Town Board
The Town should also encourage and support school district efforts to maintain academic excellence and provide public outreach and lifelong learning programs.	Program	O	Town Board
The Town's zoning should allow for alternative and private schools as a permitted use subject to a special use permit.	Local Law Amendment	S	Town Board, Planning Board, with Professional Assistance
Work with School to collaboratively provide facilities to be used by Town and School.	Program	O	Town Board
Adequately fund local library.	Program, Grant Writing	O	Town Board, Grant Writer

Appendix A: Town Profile and Background Information

History of Peru

Nestled between the Adirondack Mountains and Lake Champlain, the Town of Peru was formed from Plattsburgh and Willsborough on Dec. 28, 1792. A part of it was annexed back to Willsborough in 1799 and the towns of Ausable and Black Brook were taken off in 1839. Its present boundaries are the towns of Saranac, Schuyler Falls and Plattsburgh on the north, the towns of Ausable and Black Brook on the south, Lake Champlain on the east and the town of Black Brook on the west. The area of the town is approximately seventy-nine square miles. Some of the early settlers thought that the mountains surrounding the town resembled those of Peru, South America: hence, the origin of the town's name. The earliest concentration of settlers was in an area called the "Union", a Quaker settlement in the vicinity of the present Keese Homestead and Quaker Cemetery on what is now Union Road. These early Quaker settlers or "Friends" as they preferred to be called, were mainly farmers and came from Dutchess County, N.Y. and previously, England. Some of the family names of those pioneer settlers still abound in the town today: Allen, Arnold, Baker, Elmore, Everett, Hay(s), Keese and Thew, to mention a few.

John Cochran has the honor of being the founder of the present site of Peru Village about the year 1795. He built a house and a grist-mill on the banks of the Little Ausable River. Harvesting abundant timber became Peru's first industry and resulted in several saw-mills being built along the river. Mason & Sons lumber mill, located in the heart of the village, flourished for nearly a century, from 1883 to 1972. The mill was the town's largest employer for most of those years. Now, the empty stone Heyworth/Mason building is the only surviving remnant of that once busy mill site. As the lands were cleared of timber the area's rich, fertile soil gave rise to agriculture which persists to this day in the form of dairy farms and several apple orchards. Iron making also played a major role in the economic development of early Peru with the discovery of high quality iron ore in the Arnold Hill area in 1810.

As the population of Peru grew from a small handful of settlers in 1792 to 1,923 in 1810 and 2,710 by 1820, other settlements within Peru's boundaries came into being. Goshen, Lapham's Mills or Bartonville, Peasleeville, Port Jackson, later Valcour and Peru Landing all contributed to the town's growth. The bustling Lake Champlain ports of Peru Landing and Port Jackson led to railroads and stations built at Valcour, Lapham's Mills and Peru Village. Churches, schools, businesses and ever expanding industries all increased in number throughout the township.

Peru has an exceptionally rich past in the form of military history. Its Lake Champlain shores saw much activity during the French and Indian War period. The lake was the main north-south corridor for war parties of Native Americans and French and British armies. Benedict Arnold's most important Revolutionary War naval engagement with the British at the Battle of Valcour Oct. 11, 1776 took place within the town. The War of 1812 brought forth the Peru militia under the leadership of Capt. David Cochran. They fired the first shots in the victorious and decisive Battle of Plattsburgh in Sept., 1814. The opening of Plattsburgh Air Force Base in 1955 brought thousands of military personnel to the area. The majority of those personnel resided within the Peru Central School District. The school district grew from 800 students to over 3,000

necessitating the building of four new schools.

The present population of Peru is 6,370 according to the 2000 census. Long gone are most of the timber and iron related industries and the many mills that once lined the banks of Peru's rivers. Fires have taken their toll on many buildings in the center of the village. It is now a relatively quiet semi-rural residential area surrounded by thousands of acres of apple orchards and dairy farms.

Further information re: Peru's history may be obtained from Hurd's History of Clinton and Franklin Counties; Lincoln Sunderland's 3 vol. History of Peru; and, the Town of Peru website: www.perutown.com

Local Historic Sites and Events

There are two sites related to the Underground Railroad in the Town of Peru where historical markers have been placed. These sites are not on the national register. One site is part of a barn on the Stafford Farm on Union Road in Peru. The other site is part of Northern Orchards, owned by the Mulberry's, which is located nearby on Union Road as well. In addition, there are four structures listed on the National Register in the town.

The Battle of Valcour

Fought between the British and the American rebels, the Battle of Valcour took place on October 11, 1776 off of Valcour Island in Lake Champlain. This display of British strength included about 30 major naval vessels with intent to destroy the American fleet and then capture the rebel forts at Mt. Independence and Ticonderoga. A rag-tag fleet of 15 rebel vessels, led by General Waterbury and Benedict Arnold, lay in wait for the British fleet. Outnumbered, Arnold refused orders by Waterbury to leave the island area and encounter the enemy in the open lake, while retreating to Ticonderoga and Independence.

The rebel fleet and its crew took a severe beating during the fierce battle that ensued throughout the day. During the cover of darkness the battered rebel fleet unexpectedly escaped past the British fleet and attempted to make a run to Crown Point. Two of Arnold's damaged ships, unable to make the run, were sunk off of Schuyler's Island. At daybreak the British realized that the rebel fleet had made a brave and daring escape. They hastily pursued the rebel fleet, overtaking 4 of their vessels in the vicinity of Split Rock. Benedict Arnold, aboard the Congress, refused to give up. Realizing that Crown Point would not be reached in time, he ran the remaining vessels aground, then burned them and made the run across land to Ticonderoga¹.

Bluff Point Lighthouse

The Bluff Point Lighthouse, maintained by the Clinton County Historical Society, is situated high on a promontory on the western side of Valcour Island. Placed in service in 1874, the Bluff Point Light guided ships through the narrow passageway between the island and the New York

¹ James P. Millard, http://historiclakes.org/valcour/valcour_battle.htm

shore for nearly 60 years. The base of the lighthouse is constructed of blue limestone, a popular construction material found in many historic buildings on Lake Champlain. The lighthouse features an octagonal tower atop a red-shingled mansard roof. In recent years the U.S. Coast Guard has been negotiating with lighthouse owners to return lights to the structures. Bluff Point is slated to have its light returned soon².

Physical and Environmental Features

The physical and environmental features in the Town of Peru have been studied, analyzed and mapped. The following maps, presented in Appendix G, illustrate these features:

Topography	Watershed	Water Features	Flood Hazard Zone
Slope	Bedrock Geology	Surficial Geology	

Topography: Elevations range from 92 feet above sea level along Lake Champlain to 2,374 foot elevations in the mountainous area of town included in the Adirondack Park. The topographic map (Appendix G) clearly illustrates the dramatic changes from the eastern half of town compared to the western portion. Two distinct areas of highest elevations are found within the Adirondack Park portion of the Town of Peru.

Watershed: Four distinct watersheds drain lands within the Town of Peru. These are the drainages of the Little Ausable River, the Lower Ausable River, the Salmon River, and the West Branch – Ausable River. Only the most southwestern portion of Peru is included in the West Branch – Ausable River watershed. The mountainous areas included in the Adirondack Park are part of the Salmon River watershed. The Little Ausable River watershed makes up the largest watershed in town. The public water supply for the hamlet of Peru is within the Little Ausable River watershed.

Water Features: Water features in Peru include Lake Champlain, various streams, and wetlands, including both state DEC and Adirondack Park Agency regulated ones. Many of the wetlands are associated with streams and creeks. A large wetland complex is found in the southeastern portion of the town along Lake Champlain. Another large area is in the northeastern portion of the town. The lands contained within the Adirondack Park have numerous wetlands as well.

Flood Hazard Areas: Most of the streams in Peru have 100 year designated flood hazard areas. The Federal Emergency Management Agency (FEMA) provides floodplain boundary maps. The mapped boundaries delineate the flood elevation that has a 1 percent chance (100-year zone) or 0.2 percent chance (500-year zone) of being equaled or exceeded each year. The Flood Insurance Rate maps identify areas within the town which are prone to flooding. The Town participates in the National Flood Insurance Program and is eligible for assistance from FEMA in the event of a flood and has adopted the flood plain regulations as set forth in the Flood

² James P. Millard, http://historiclakes.org/valcour/bluff_point.htm

Insurance Study for the town. Many of the NYS DEC regulated wetlands are also located in or adjacent to floodplain areas.

Steep Slopes: The topography of the town ranges from relatively flat (along Lake Champlain) to mountainous. Lands included in the Adirondack Park are predominated by slopes of greater than 15%. Where the topography is most variable, slopes range from 10% to 45%. Almost all of the steep slope areas are within the Adirondack Park in the Town. Outside of this area, steep slopes are found mainly along streams and represent steep banks or narrow ravines.

Bedrock and Surficial Geology: Bedrock is the many-miles-thick crust of the earth. It is solid rock made up of many individual rock types. It is present everywhere, but is usually covered by other surficial deposits. Bedrock geology within the Town of Peru includes glacial and lake deposits, limestone, sandstone, and metamorphic rock formations. Along Lake Champlain, bedrock is made up primarily of glacial and lake deposits. Within the Adirondack Park portion of Peru, bedrock features are granite and gneiss. Potsdam sandstone is the bedrock formation most common in the rest of Peru. Limestone bedrock can be found on Valcour Island and along the shoreline of the northeastern portion of Town.

Bedrock generally is covered by a skin of soil and other loose material, especially in regions with humid climates. This cover material results as weathering breaks down the surface rock. The loose materials may remain in place or be eroded, transported, and deposited by water, wind, or glacial ice. In 90 percent of New York State, bedrock is buried by surficial deposits that are more than one meter thick. Most of these deposits were left by a continental glacier (an ice sheet) that was perhaps 2 km thick.

Till is the most abundant glacial deposit. It is an unsorted mixture of mud, sand, gravel, cobbles, and boulders that the glacier spread over the countryside. Till can be up to 50 meters thick. It is generally thickest in valleys and thinnest over highlands. *Moraines* are elongated ridges or strings of hills that formed at the edge of the glacier and are composed of sand, gravel, or till. The Ronkonkoma and Harbor Hill moraines on Long Island dominate that landscape. The Valley Heads moraine dams the south ends of the Finger Lakes. *Glacial lake beds* are broad layers of mud (deep water) and sand (shore zone) that were deposited and that formed in front of the glacier as the ice melted. *Outwash* is sand and gravel deposited by melt water streams that flowed from the front of the glacier. These kinds of deposits have a wide range of thickness. In places, they be piled one on top of the other.

Surficial geology in Peru is quite variable. There are two distinct areas having exposed bedrock: these are found within the Adirondack Park boundary. The majority of surficial formations are till (variable textures from boulders to silt) or undifferentiated marine and lake sands. The surficial geology has been highly influenced by glacial activity and lake deposits over time from Lake Champlain.

Prime farmland and statewide soils of significance are found throughout the central and eastern portions of Peru.

The map, below, illustrates a composite of many of these environmental constraints found in Peru.

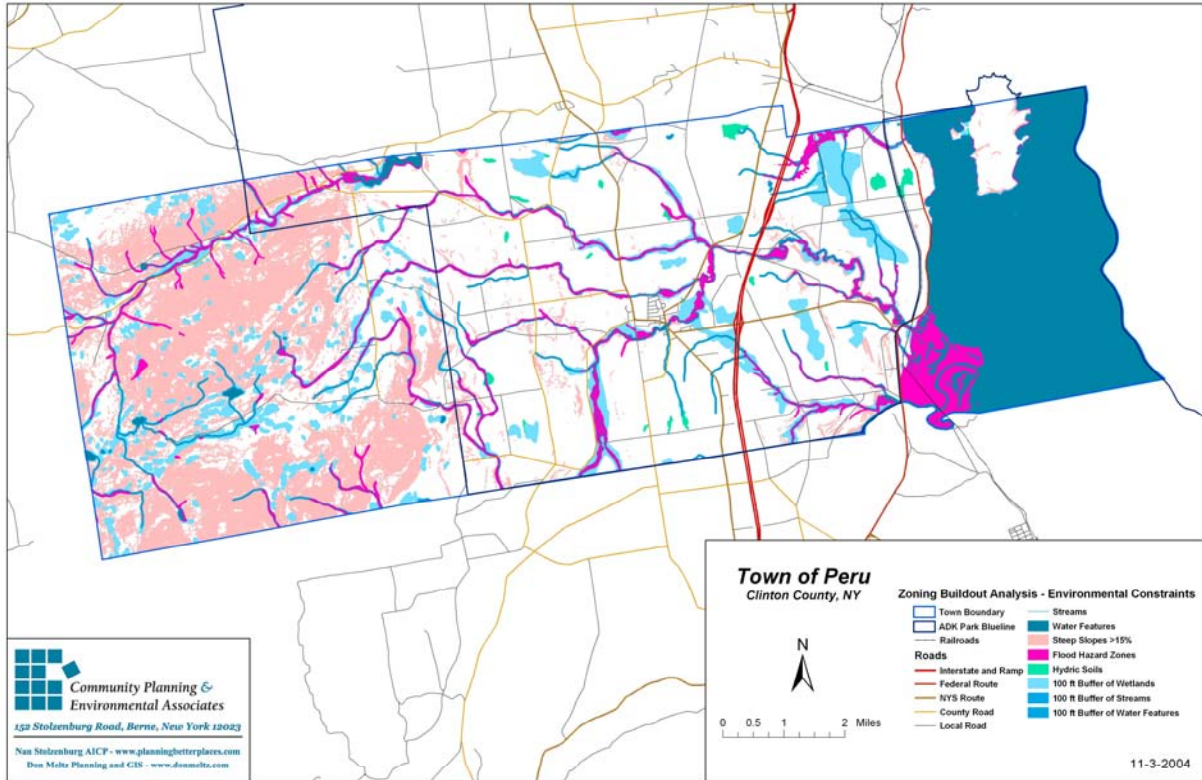


Figure 1 : Environmental Constraints in the Town of Peru

Ecological Data

Breeding Bird Atlas

The Town of Peru was included in the 1980 to 1985 New York State Breeding Bird Atlas. The town is currently included in the update to this data base (2000 to 2005). To date, a total of 107 different bird species have been recorded as being present and likely breeders in the town. Of these, three species are considered threatened species, three are listed as species of special concern by the state, 19 are game species, 79 have protected status as migratory birds, and three are unprotected. The species present in the town illustrate the wide variety of habitats available and range from water and shore birds, to those found in open fields and forests.

Species that are either threatened or of special concern include the Northern Harrier, Least Bittern, Upland Sandpiper (threatened) and American Bittern, Common Loon, and Coopers Hawk (Special Concern). The Least Bittern and American Bittern are birds of wet areas and would most likely be found in wetlands or along the shoreline of the lake. The Common Loon

would be found on large lakes or on Lake Champlain. The other species are birds found in typically found in open, non-forested, and non-urban habitats.

Herpetological Atlas

As part of the New York State Department of Environmental Conservation’s effort at a state-wide herpetological atlas (reptiles and amphibians), several species have been identified as being present in the Town of Peru. Twenty-two species have been identified to date. These species include:

- | | | |
|-------------------------|------------------------|-------------------------|
| Bullfrog | Common Garter Snake | Common Map Turtle |
| Common Mudpuppy | Common Snapping Turtle | American Toad |
| Eastern Milk Snake | Gray Treefrog | Green Frog |
| Mink Frog | Northern Leopard Frog | N. Redback Salamander |
| Northern Redbelly Snake | Spring Peeper | N. Two-lined Salamander |
| Northern Water Snake | Painted Turtle | Pickerel Frog |
| Red-spotted Newt | Spotted Salamander | Wood Frog |
| Wood Turtle | | |

Land Uses

See Appendix G for maps illustrating the land uses in the Town of Peru. These include Roads, Parcels, Agriculture, Important Community Places, Zoning, and Property Class maps. An analysis of the tax parcel data resulted in the following characterization of land uses in the Town:

(Source: County Real Property Tax Department, 2004)

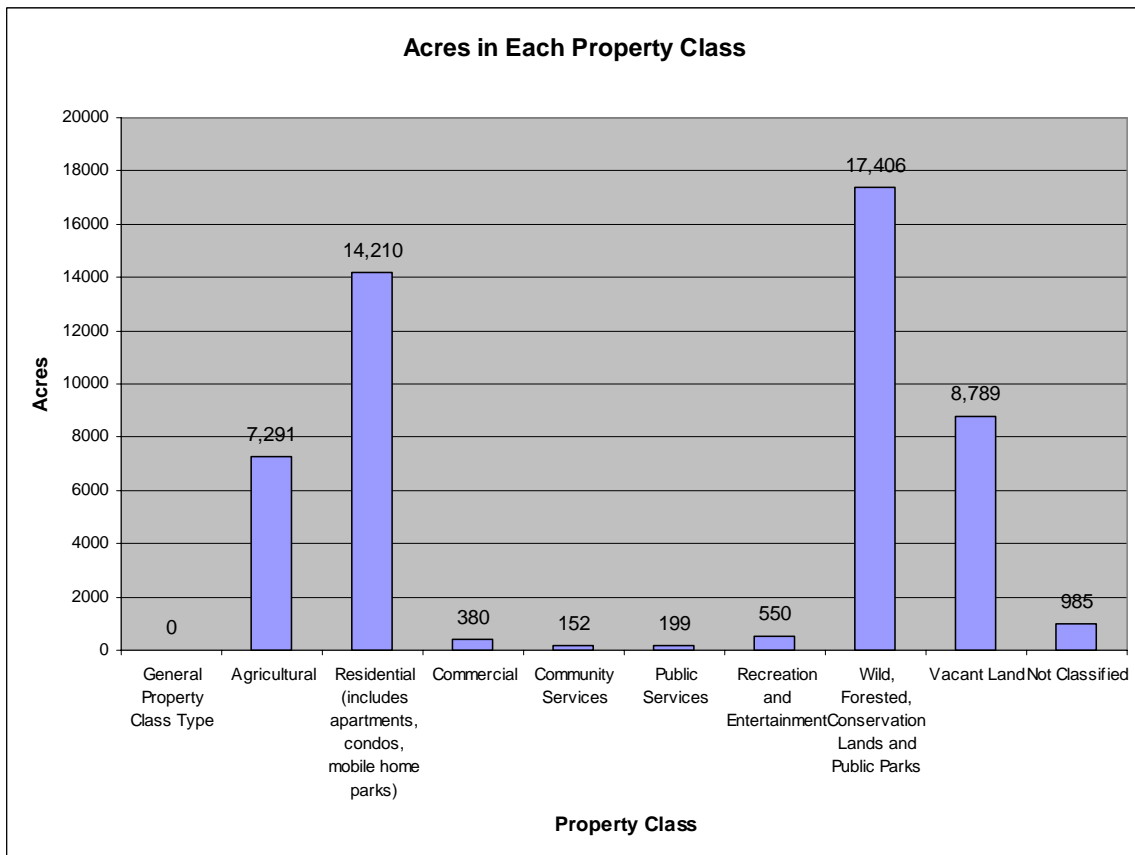
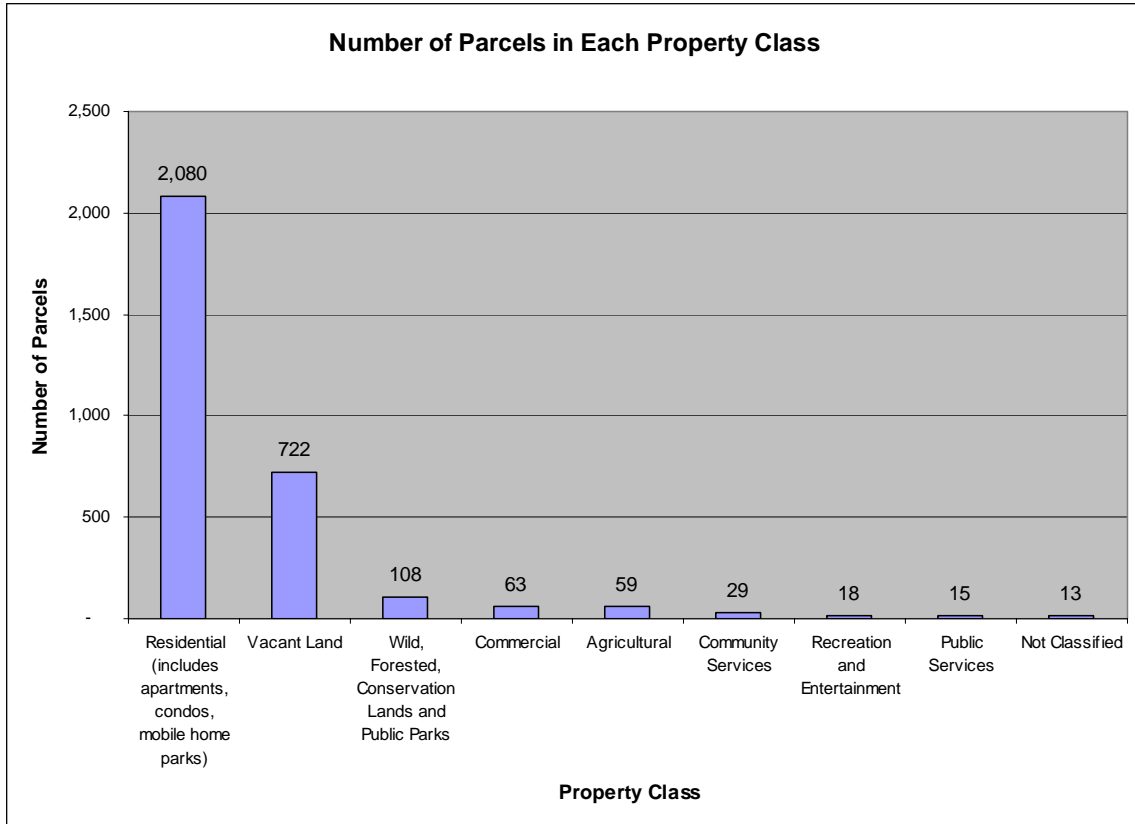
General Property Class Type	Number of Parcels	% of Total
Residential (includes apartments, condos, mobile home parks)	2,080	66.9%
Vacant Land	722	23.2%
Wild, Forested, Conservation Lands and Public Parks	108	3.5%
Commercial	63	2.0%
Agricultural	59	1.9%
Community Services	29	0.9%
Recreation and Entertainment	18	0.6%
Public Services	15	0.5%
Not Classified	13	0.4%
Total Number of Parcels	3,107	
General Property Class Type	Total Acres	% of Total
Agricultural	7,291	14.6%
Residential (includes apartments, condos, mobile home parks)	14,210	28.4%

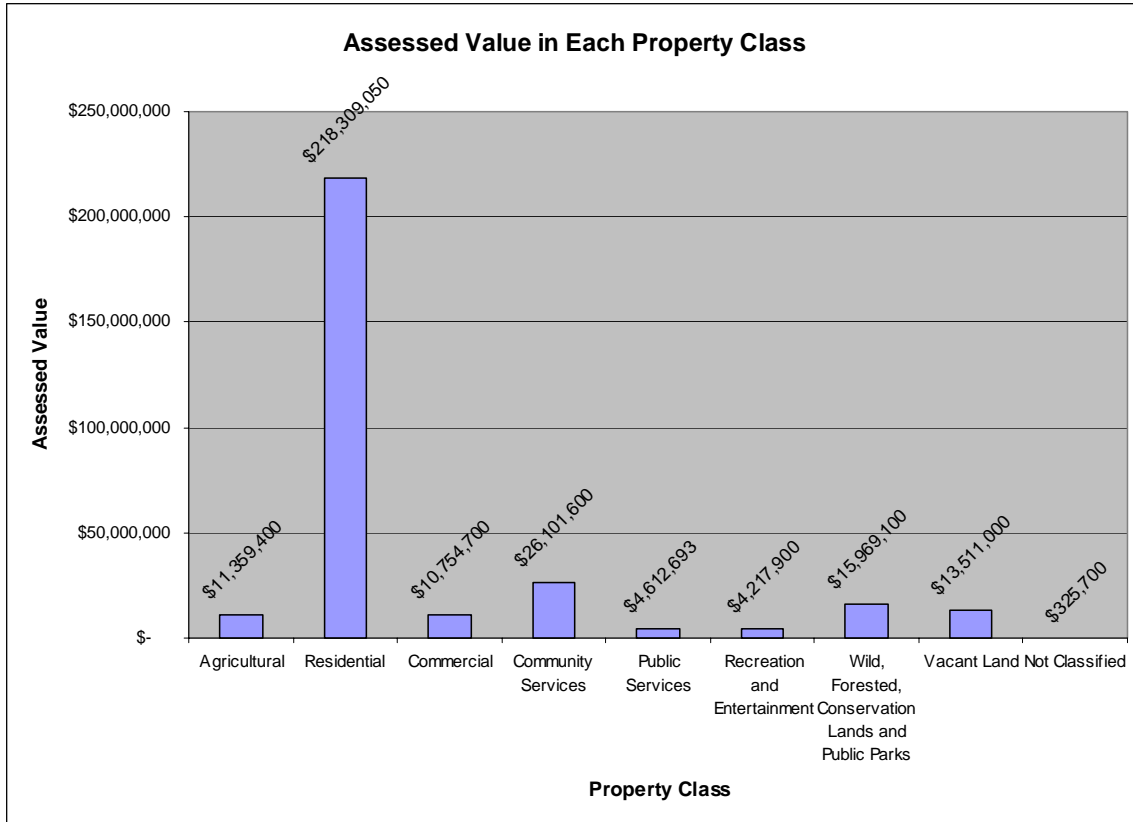
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General Property Class Type	Number of Parcels	% of Total
Commercial	380	0.8%
Community Services	152	0.3%
Public Services	199	0.4%
Recreation and Entertainment	550	1.1%
Wild, Forested, Conservation Lands and Public Parks	17,406	34.8%
Vacant Land	8,789	17.6%
Not Classified	985	2.0%
Total Number of Parcels		49,961

General Property Class Type	Assessed Value Percent of Total	% of Total
Agricultural	\$ 11,359,400	3.7%
Residential	\$ 218,309,050	71.5%
Commercial	\$ 10,754,700	3.5%
Community Services	\$ 26,101,600	8.6%
Public Services	\$ 4,612,693	1.5%
Recreation and Entertainment	\$ 4,217,900	1.4%
Wild, Forested, Conservation Lands and Public Parks	\$ 15,969,100	5.2%
Vacant Land	\$ 13,511,000	4.4%
Not Classified	\$ 325,700	0.1%
Total Number of Parcels		\$ 305,161,143

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Build-Out Analysis of Land Use Regulations

A build-out analysis is an exercise designed to estimate the amount of development that can possibly occur if all developable land in a town is built according to the Town’s current land use regulations. This buildout analysis applies current Peru land use regulations, considers environmental constraints that would limit development in certain areas, and calculates the total residential density allowed at full buildout of the town. It does not predict when this would occur, at what rate it would occur, or where it would occur first. It only predicts the possible end result. The general process followed to calculate full buildout conditions is:

- Identify areas in the town that already have residential development and therefore would not allow new development
- Identify properties subject to conservation easements, or are owned by government entities not likely to allow development
- Identify areas in the town having environmental constraints that would not support new residential development
- Calculate the amount of new residential development allowed by Peru’s current land use regulations in the remaining undeveloped areas of the Town.

A geographic information system (GIS) software program was used to conduct the analysis. In essence, the analysis calculates the total land base of the town, subtracts all lands having environmental constraints and completely built areas, and then applies the various development rules to calculate the number of

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allowable new residences. For purposes of this analysis, the buildout assumed that all new development would be single-family homes.

Several steps were taken and assumptions made to do the build-out analysis. These included:

1. Included the currently allowed building density as established by the APA for areas in the Adirondack Park and in town zoning.
2. Removed from the analysis environmentally constrained areas including open water, streams, and wetlands (plus a 100 foot buffer), 100 year floodplain areas and all slopes over 15%.
3. Removed from the analysis areas that are currently transportation or utility corridors. These included such features as existing roads and private rights-of-ways.
4. Removed all areas that do not accommodate residential development as per the APA regulations for that part of town.
5. Removed all areas that are already fully built-out. These included all existing commercial, recreational, community and public service and industrial lands. It also includes all existing residential parcels that already have a residence where they are on parcels that would not accommodate an additional dwelling. All residential parcels that could accommodate an additional dwelling were left in the analysis.
 - a. The steps above are intended to remove from the analysis all unbuildable land and land already built upon. The final step is to calculate the amount of buildable land, and then figure out how many residences that land could accommodate. To do this, the number of potential new residential units for the remaining buildable area in town was calculated. The following table summarizes the results of several growth scenarios. Appendix G includes a map of the build-out.

Scenario	# New Homes	# New people	Total Population
Current Status	2489 homes		6370 people
When every potential lot is subdivided	17,990	49,652	56,023
When only vacant parcels developed	11,832	32,656	39,026
When vacant parcels and all lots 50 acres or larger are developed (even if there is a residence on the parcel already)	15,501	42,782	49,152
When vacant parcels and all lots 25 acres or larger are developed (even if there is a residence on the parcel already)	16,314	45,026	51,396

Cultural and Historic Resources

Scenic Areas and Byways

There is one state scenic byway and one federal byway in Peru: both are along Route 9. The byway's are named "Lakes to Locks Passage" and it is also designated as an "All American Road. This is the National Scenic Byways highest designation.

Recreation

See Appendix G for maps showing park and recreation areas in the Town as follows:

Town-Owned

Laphams Mills Park

At the corner of Laphams Mills Rd and Rte 22, 18 acres of mostly sports fields with 4 baseball diamonds and 5 soccer fields. In addition there's a children's play set, pavilion and picnic tables. Plans for 2006 include a tetherball set, a walking/biking trail and possible additional recreational activities and field development.

Sullivan Park

Off Town Park Road, 16 acres of mostly forested land with a baseball diamond, soccer field and a pavilion. The Town has plans to link this park with its other parks with a walking and biking trail.

Little Ausable Park

At the corner of Main and Elm streets. a small, 2 acre park in the center of the hamlet with amphitheater seating and a gazebo that's used for the Town's summer concert series. There's also a children's play set with swings and picnic tables. On the lower level, beside the Little Ausable River, there's a man-made pond that allows for tadpole catching in the summer and skating in the winter. There is also sledding in the winter. The Town is considering the purchase of new playground equipment in 2006.

Heyworth/Mason Park

Off Mason Hill Rd in the hamlet, 17 acres of mostly cleared land along side the Little Ausable River. Currently unused, the Town hopes to develop the site with a walking and biking trail, picnic tables, benches and other amenities that will allow for the enjoyment of the natural beauty and historic relevance of the site. There's an empty historic building on site, the Heyworth/Mason building, which the Town plans to develop for community and other uses. The Town also plans to connect the Little Ausable Park and the Heyworth/Mason Park by a walkway along the banks of the Little Ausable River under Rte 22.

State-Owned

Macomb Reservation State Park - managed by NYSOPRHP, the entrance to the park is off Campsite Road in Schuyler Falls. The park lies just outside the Adirondack Park along the Salmon River's course toward Lake Champlain. Visitors can swim in a large man-made pond, use non-motorized boats and fish in the pond or the Salmon River. The park has playing fields, a

picnic area, a self-guided nature trail, a hiking trail, electric and non-electric wooded campsites. Winter activities include ice skating, cross-country skiing, snowshoeing and snowmobiling.

Ausable Point State Park and Campground – This is managed by NYSDEC and located off Route 9 just north of Bear Swamp Rd. Ausable Point Campground features a beautiful sandy shoreline along Lake Champlain and a gentle slope for many campsites. It borders a wildlife management area that offers a hiking trail, as well as water access for canoeists and sea kayakers. There are 123 campsites, hot showers, flush toilets, trailer dump station, recycling center, car top boat launch, picnic area with pavilion, sandy beach with bathhouse, and basketball court. The park's an excellent location for boating, wind surfing and fishing. Day use facilities include a picnic area with pavilion and a large swimming beach

Ausable Marsh wildlife management area – This is managed by NYSDEC and is 580 acres adjacent to Lake Champlain along Route 9 at the intersection of Bear Swamp Road, just south of Ausable Point State Park and Campground. This area is managed for a variety of recreational and scientific purposes, including natural resources education; wildlife observation and photography; fishing; trapping; hunting; and canoeing. One of the primary objectives is to provide nesting and feeding habitat to a variety of waterfowl. An easily accessible foot trail, about a mile long, has been constructed along the dike so visitors can access the management area. The foot trail is used for recreation, hiking, snowshoeing, cross-country skiing, and education. Hunting, fishing, trapping and other forms of wildlife-based recreation are permitted in accordance with the Environmental Conservation Law and its associated regulations.

Peru Boat Launch – This is managed by NYSDEC. The Peru Boat, just south of the Valcour Marina on Route 9, offers a picnic area, parking for 50 cars and trailers and restroom facilities. There's a hard surface ramp and pumpout area.

Terry Mountain Wild Forest – This is managed by NYSDEC. Over 3,000 acres and accessed by Mud Pond Road, Terry Mountain is a passive use recreation area within the Adirondack Park, essentially forest land without improvements.

Valcour Island Primitive Area – This is managed by NYSDEC. The 1,100 acre Valcour Island is the largest island on the New York side of Lake Champlain and is within the Adirondack Park. Emphasis is placed on restoring its natural condition, preserving cultural resources, and affording recreation that does not require facilities or motorized equipment. With eight miles of shoreline, and unique natural and geological features, hiking, camping, kayaking, and wildlife viewing are all popular activities. A great blue heron rookery located on the southeastern portion is one of the largest in the northeast. Valcour Island has 7.5 miles of hiking trails and 25 designated campsites. The historic Bluff Point Lighthouse on the island has been restored.

Youth Recreation Programs

The youth program in Peru is supported with monies from the town budget. In spring and in summer t-ball, baseball and softball programs are offered. In the summer months there are gymnastics, arts & crafts, volleyball and soccer programs offered to town youth. Soccer is also

offered during the fall. Programs are generally available to youth ages four through 13. During the summer there is a swim program available in conjunction with the YMCA.

Last year there were 18 soccer teams providing recreation for 285 youth of Peru. A program to keep tally of the number of youth served is currently being put in place and more figures will be available in 2004. It is felt that the youth program has a good relationship with Clinton County and opportunity exists for the soccer teams from Peru to interact with other county youth. The main need that should be met for the Town of Peru Youth Program is the issue of lack of space. The area next to the park at Lapham's Mills needs to be developed to accommodate the town youth program.

Community Service

Lions Club: The Lions Club is involved with several community projects including: Adopt-a-Highway project (clean up Bear Swamp Rd. from Rt. 22 to Rt. 9 (April-Nov.); charter Boy Scout Troop 49 for over 50 years with funding; offers two scholarships to Peru High seniors; offers one scholarship to Clinton Community College; helps support the Peru Library with funds and help with needed upkeep, and a variety of other programs (Peru Food Shelf, Thanksgiving & Christmas food baskets for needy families, Christmas gifts to Peru Outreach, Program for needy Peru children, Sponsor Youth Sports teams, Make annual donations to Peru Rescue Squad, Sponsor a 5K and 10K run on Thanksgiving with funds used for eye exams, glasses and hearing aids to needy in community.) The Lions Club feels that Peru needs a recreation area for teenagers, and suggested a Neighborhood Watch program to help control the vandalism in the community.

Library

There is one library in Peru, the Peru Free Library (see Important Community Places map). It is governed by a Board of Trustees and funded by a combination of local, regional, state and private sources. It services the Town of Peru and immediate area. It is also a member of the Clinton, Essex, Franklin Library Association that services 34 member libraries.

On a daily basis the library is used by between 35 and 50 patrons on average. In 2003 16,200 library materials were checked out from the library. This level of use brings the library facilities to near capacity.

The building needs some improvements including new windows (6) in the front room to replace the original ones dating from the 1920's, a new circulation desk to accommodate a computer, a permanent hanging system for our art exhibits (6-8 a year), and a possible building expansion.

Community Facilities and Infrastructure

The following is a list of community facilities and infrastructure in the Town of Peru (see Important Community Places and roadways maps):

NYS DOT Highway Garage (off Bear Swamp Road)

Valcour Island Lighthouse

Delaware and Hudson Railroad Bridge

Carpenter's Flats Bridge

Solid Waste Transfer Station

Various facilities that allow community use includes local churches, the Community Church Fellowship Center, Lions Club building, Peru Central School building, Peru Fire Station, Peru Free Library

Transportation

There are 130.35 total miles of roads in the town (see Roads map). Of these, 82.48 miles are local town roads, 23.22 miles are county roads and 24.55 miles are state roads.

Local Highway Department

The Town of Peru Highway Department has 11 full-time, 1 part-time and 4 seasonal employees. The highway facility was built in 1970. All major equipment is considered to be in good working condition (the vehicles are kept inside) and includes seven trucks and plows, 1 grader, 2 loaders, 1 paver and 2 tractors for mowing. The Department has three smaller vehicles (pick-up trucks) and replaces large plow trucks every other year. County roads are plowed by the town under agreement with the County. Each road in the town is inventoried as to width, length, type of street and importance and is revised on a regular basis. Most roads are 18 to 20 feet in width, although a few are narrower and 18 (13%) are wider. The Department has developed a six-year Capital Plan that identifies the year, road, type of work, and cost associated with the work to be done.

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New York State Highways

NYS Route	Description	AADT*		AADT		AADT		AADT	
		Year Counted	Year Counted	Year Counted	Year Counted	Year Counted	Year Counted	Year Counted	Year Counted
Route 9	Clinton County line to Rt 442, Bear Swamp Road	2528	01	2518	99	2378	98	2350	94
Route 9	Rt 442, Bear Swamp Road to s. Junction Road	2966	00	2731	98	2750	97	2924	94
Route 22	At Route 9N, Keesville to Rt 442, Bear Swamp Road	2318	01	2052	00	2291	99	2354	98
Route 22	Rt 442, Bear Swamp Road to Rt 22B	7595	02	7775	99	7436	97	7230	96
Route 22	Military Turnpike Ext. to ACC Rt I-87	1919	02	1863	99	2808	98	3186	95
Route 22B	Rt 22 to Felton Road	3766	02	3694	00	3251	97	1856	92
Route I-87	Exit 34 to Exit 35	11693	02	11079	01	8884	99	9545	97
Route I-87	Exit 35 to Exit 36	14265	01	14744	00	13222	99	12470	98
Route 442	Rt 22 to ACC Rt I-87	6189	02	6070	00	5036	98	3992	94
Route 442	ACC Rt I-87 to Rt 9, Ausable	1741	01	1703	99	1389	98	1373	96

*AADT means the Annual Average Daily Traffic

Changes in Traffic on State Roads: Routes 22 B and 442 showed significant growth in AADT. Route 22B saw a 103% increase in traffic counts over a ten year period. Route 442 in Peru saw a 55% increase in traffic over an eight year period between 1994 and 2002. Traffic on I-88 also increased between Exit 34 and Exit 35 by almost 23% and by 14.5% between Exits 35 and 36. Route 9 saw small to modest increases of between 1.4 and 7.6%. Only the section of Route 22

from Bear Swamp Road to Route 22B saw an increase in traffic counts (5%) and other sections decreased slightly (1.5%) to significantly (40%)

Local Traffic Counts. Local traffic volumes have been recorded for Davern Road, Davis Pond Road and Laphams Mills Road. In 2001, the AADT was 6058, 6057, and 1403 respectively.

Infrastructure and Facilities

Water

The town at present has approximately 25 miles of water line from 12" pipes down to 4" in size. In the last few years the town has worked toward expanding the community water districts in the following areas:

Quaker Spring subdivision- This area has been built since the 1970's and has the possibility to expand toward the north-west.

Buttonwood subdivision - This area will expand slowly by the developer to include water and sewer as needed in phases by growth. This has the probability to grow to the north of Peru.

Bear Swamp Road- This area has the possibility to grow into either multiple occupancy dwellings or small commercial businesses. This area has town water as far as Dashnaw Road but could also be expanded to the north or east.

Route 22- Water lines have already been installed to the edge of the water district. This is an area that could be expanded if needed.

Orchard View Subdivision - This is the fastest growing area in the water district. The developer has installed 2,500' of water and sewer lines and is going to continue expanding through the next phases in the year 2004. This expansion will include approximately 4,000' of water and sewer lines. This part of town is growing north-west to the west of Route 22B.

Water Facility upgrades: The Town of Peru updated the water filtration facility in 1995. The water district installed a pressure vessel tank system made by Culligan. This system is designed to filter up to 500,000 gallons of water a day at peak capacity. At present the town filters 200,000 gallons of water on a daily basis. In the past two years the main water line to town has been 80 percent replaced to supply more water flow to the Quaker Springs area and to relocate the main line to the town along the road and out of an existing wet area of land that was hard to service and had caused many problems in the past.

Sewer

Sewer Facility Upgrades: In 1993 the town built a .5 million gallons per day activated waste facility to handle the sewer needs. This facility tries to operate on natural biological process only but is managed by a small use of added chemicals to control the process. At the present time this facility runs at fifty percent capacity.

If private septic systems are installed the systems must be engineered systems and approved by the Clinton County Health Department.

Emergency Services

911

There are 14 dispatchers for E-911 and the emergency services are located at 16 Emergency Services Drive in Plattsburgh. The county service combines 26 agencies in New York State, 33 agencies (if Vermont and Quebec are counted). Last year there were 15,292 calls responded to by the office of County Emergency Services.

Local Police

There is no local police force.

County Sheriff

The County Sheriff's office serves the Town of Peru. They provide DARE officers and education programs. Although there are DARE officers offering programs at the local schools, the Sheriff indicated that the Town of Peru does suffer from a problem of delinquent youth. The Sheriff noted that the number of youth hanging around at night has increased and over the last five years, the incidences of property and burglary crimes have increased. He feels that the town would benefit from more patrols.

State Police

The State Police also shares the concerns related to youth by the County Sheriff, but noted that crime in the Town of Peru overall is low and statistics are easily skewed as such. There is a State Police officer available who serves as a school resource officer. There were no other police related issues identified as being critical in Peru.

Fire

The Peru fire District is a volunteer fire company located on Bear Swamp Road and serves the total township of Peru for both fire and E.M.S. coverage. The Department has a roster of 50 active men and women that respond to approximately 500 situations per year. The Department has a continual recruiting program and encourages people to come to the fire station on Monday evenings to see what is involved in the service.

To maintain a high professional level of service, members are trained at least one evening a week and the Department continually sends their members to schools required as by N.F.P.A. standards.

Equipment consists of three first class fire engines, one rescue rig, one advanced life support ambulance, and three brush and forestry units. These units are complemented with a Clinton

County mutual aid system. The mutual aid uses a central dispatch team and can respond to any personnel or equipment need by drawing from other departments in the county. This is important to the town due to the fact that there are remote sections where hydrants are not available and water must be shuttled by other apparatus. This is seen more in the north-west section of Peru, especially in the Peesleeville area. The complete hamlet section of town does have hydrant coverage and is supported by a water distribution system that delivers adequate water supply for any normal family residence or small commercial business fire.

The largest concern of the emergency services is not recruitment, but the long-term affect of retention of members. Large numbers of people join the service but only one out of every five members will remain long-term.

Rescue Squad

The county has 1,200 volunteers for fire rescue and EMS. EMS alone has 340 volunteers. The Peru Fire Department and rescue squad has 2 paid people that work 12 hours per day serving both Peru and Keesville.

Solid Waste

The Town of Peru has a residential drop-off and transfer station. When containers are full, they are hauled to the Clinton County Landfill in Schuyler Falls, which is permitted by the DEC. The landfill is considered environmentally safe, as it is a double composite landfill. The capacity of the landfill is 175,000 tons per year for the county. Regarding longevity of the current landfill, capacity will not be reached for at least a decade or beyond. DEC has granted tentative approval for a 25-year plan at the landfill, which includes continued additions based on the infrastructure already present.

Local Government

Town Budget

Town budget figures for 2000 and 2002 were compared. The general budget increased about 4.7% from \$925,492 to \$969,337. Highway expenses decreased by 10% during this time frame. Budgets for Valcour Island, Sewer, and Water all increased at 21%, 8.5%, and <1%, respectively. Taking into account all budgets, the overall budget increased about one percent. The largest expense in the town is for highway related activities, followed by general government, water, sewer, and Valcour Island.

School Districts

Four schools serve the Town of Peru: AuSable Valley Middle and High School (7-12 grade), Ausable Forks Primary School (K-6), Keesville Primary School (K-6); and Peru Central School

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(K-12). AuSable Valley has a total student enrollment of 750 with 62 teachers and 8 additional professionals. Their 1998-99 expenditure per pupil was \$8,723. The AuSable Forks Primary School has a total enrollment of 268 with 21 teachers, 2 other professionals, and had 1999-2000 expenditures per pupil of \$9,916. Keeseville has 476 students with 37 teachers, 2 other professionals and a 1999-2000 expenditure of \$9,916 as well. The Peru Central School District has a total enrollment of 2,287 students with 198 teachers, 26 professionals and 46 paraprofessionals. Their expenditure per student was \$9,964 for the 1999-2000 school year. For comparison, the New York State Public Schools Total Expenditure per student was \$11,040.

Ausable Valley School District:

Elementary schools	Keeseville (2004)	Keeseville (2000)	Ausable Forks (2004)	Ausable Forks (2000)
Grade				
Kindergarten	48	61	34	39
First grade	45	63	23	41
Second grade	51	71	36	37
Third grade	46	70	31	35
Fourth grade	58	77	43	33
Fifth grade	72	54	44	36
Sixth grade	69	52	37	34
Special ed/ unclassified	28	28	0	13

Ausable Valley Middle – High School	Number of Students (2004)	Number of Students (1999)
Grade 7	144	122
Grade 8	106	144
Grade 9	126	137
Grade 10	108	122
Grade 11	97	100
Grade 12	124	125

Peru Central Schools:

	Students enrolled (2004)	Students enrolled (2000)	Building capacity
Primary school	438	446	600
Intermediate school	489	461	600
Middle school	551	604	
High school	741	738	

There are no concerns regarding pedestrian safety or traffic flow at either the Primary or Intermediate schools in the Peru Central District.

Current Land Use Regulations and Plans

Peru has a variety of local laws that regulate land uses. These include:

Zoning

Subdivision

Regulation of Mobile Home Parks (1972, amended 1974 and 1983)

Flood Damage Prevention (1976 and 2000)

Regulation of Junk Yards (1990 and 2001)

Parks (1992 regulating hours of operation)

Valcour Use Charge System (1998)

Public Water Facilities Regulations and Fees (2000)

Regulation of the Operation of Snowmobiles (1972)

Unsafe Building Demolition Law (1985)

NYS Uniform Fire Prevention and Building Code (1986)

Street Openings (1991)

Rules and Regulations for Watershed (governing the Peru Reservoir) (1992)

Sewer Use Regulations and Fees (2000)

Flood Insurance (1987)

Telecommunication Towers (2003)

Extension of H-3 Zoning District (2003)

Moratoria on Adult Uses (2002 and 2003)

Other Plans Relevant to Peru

Clinton County Farmland Protection Plan

Comprehensive Economic Development Strategy (prepared annually by the The Lake Champlain – Lake George Regional Planning Board

Planning Agencies Available for Town of Peru

The Lake Champlain – Lake George Regional Planning Board serves Clinton County

Clinton County Soil and Water Conservation District

Clinton County Planning Department

Demographic Profile of the Town of Peru

Overall Population Trends

According to the 2000 US Census, the Town of Peru had a total population of 6,370 persons. The town's population increased by 12.1% from 1960 to 1970, and then increased dramatically by about 24% during the 1970's. Population again increased, by 16.9 % between 1980 and 1990. Between 1990 and 2000, the population stabilized with a slower increase of 3.1%. Although the Town saw a much slower rate of population increase, countywide, there was a 7.1% decrease in population. Peru's population did not, however, increase as much as in the towns of Beekmantown and Schuyler Falls. The closure of the Plattsburgh Air Force Base in 1995 is considered to be the principal reason for the slow growth rate in the 1990s.

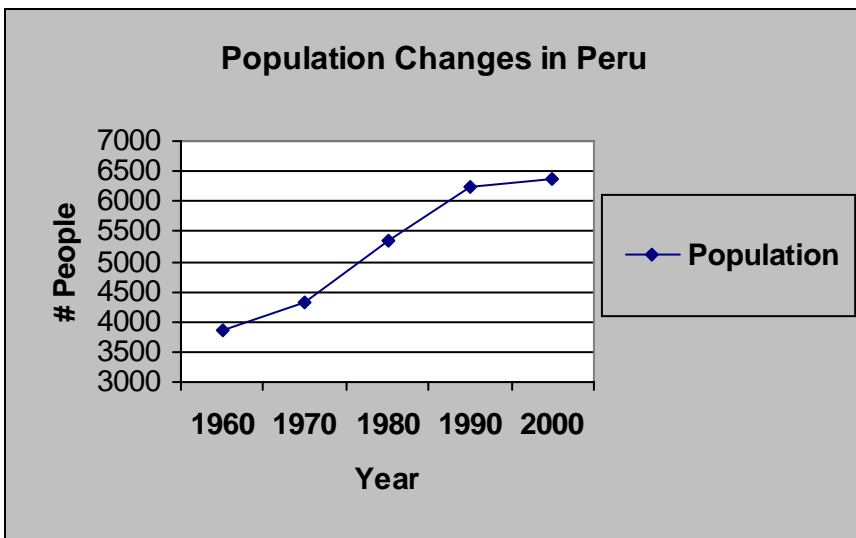


Chart 1: Population Changes in Peru

Table 1: Comparison of Population Changes of Clinton County Municipalities

Municipality	1960	1970	1980	1990	2000	1990-2000 % Change
Town of Peru	3,848	4,312	5,352	6,254	6,370	1.9%
Town of Beekmantown	2,358	3,189	4,275	5,108	5,326	4.3%
Town of Schuyler Falls	2,419	2,884	4,184	4,787	5,128	7.1 %
Total for County	72,722	72,934	80,750	85,969	79,894	-7.1%

Age Structure

Peru’s age structure shows almost identical trends as that for Clinton County as a whole. Since, 1990, people aged 0-34 have decreased in numbers from the 1990 census and there has been an increase in population aged 35 to 54 years. The large “bubble” of people currently in this age group will result in an even larger increase in senior citizens over the next decades. In 2000, about 11 percent of the Town’s population was aged over 65 years and 20% was over 55 years. Table 2, below shows Peru’s growing middle aged and elderly population and a steady youth population. The 2000 median age in Peru was 37.2, up from 28.2 in 1980.

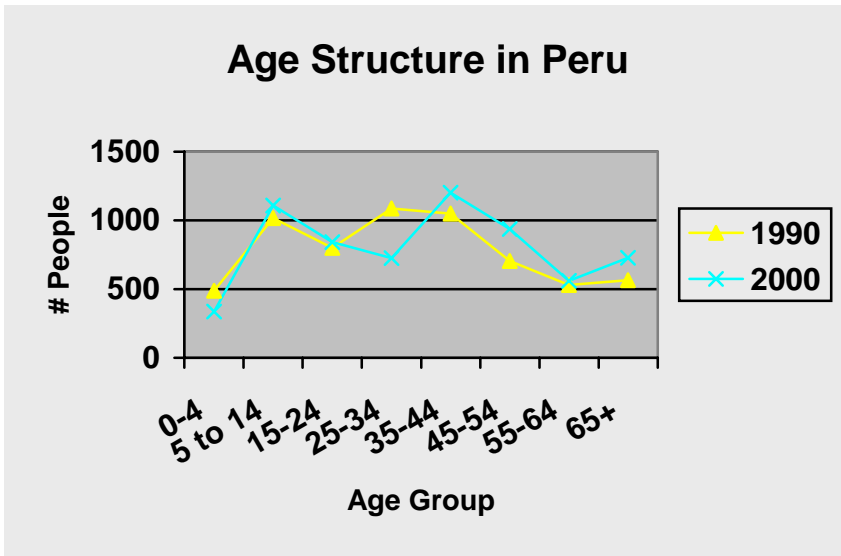


Chart 2: Age Group Comparison: 1990-2000

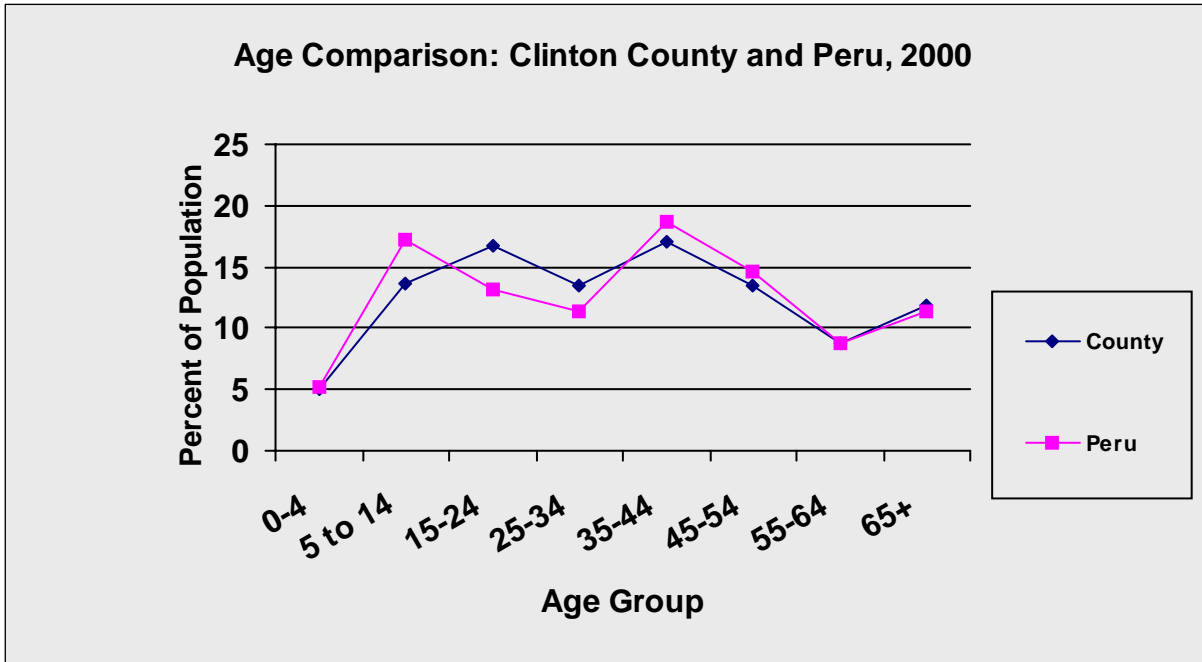


Chart 3: Age Structure Comparison between Peru and Clinton County: 2000

Table 2: Age and Percent of Population for Peru

Age Group	1980 Census	1990 Census	2000 Census
0-4	382 (7.1%)	488 (7.8%)	337 (5.2%)
5-14	947 (17.7%)	1,018 (16.3%)	1,107 (17.2%)
15-24	1,081 (20.2%)	800 (12.8%)	842 (13.1%)
25-34	821 (15.3%)	1,087 (17.4%)	725 (11.3%)
35-44	706 (13.2%)	1,050 (16.8%)	1,201 (18.7%)
45-54	605 (11.3%)	704 (11.3%)	938 (14.6%)
55-64	390 (7.3%)	530 (8.5%)	559 (8.7%)
65+	420 (7.8%)	564 (9.0%)	727 (11.3%)
Total	5,352	6,241	6,436

Households

The number of households in Peru increased at a proportionate rate, compared to population increase between 1980 and 2000 when the number of households increased a total of 38.7% (1696/2353 households). More recently, the number of households increased about 4% during the 1990's (about the same as compared to a 3.1% population increase). During that same time period, the average household size has decreased from 2.97 to 2.76.

During the past decade, the total number of families in Peru decreased by 1% (married couple families decreased 3.4%) and the number of families headed by a female with no male present increased 9% to 303 families. This represented 16.9% of all families in Peru in 2000. Peru differs from the county, overall in that the average household size for Clinton County was 2.47 in 2000, and the percent of all families headed by females was 14.8%.

Between 1990 and 2000, the number of housing units increased 5%. Note that the number of housing units increased at a slightly faster rate than either the number of households or the overall population. A disparity between population rate growth and housing growth can be an indicator of "sprawl". Many rural areas in upstate New York have a much bigger disparity between population growth and housing growth than Peru.

Most of the increases were in single family housing units. Rental units, mobile homes, and multi-family units all decreased in number between 1990 and 2000. During that same time, the number of single family units increased 18.7%. There has been a decrease in vacant housing units as well. This may indicate a tightening of the housing market.

Table 3: Selected Demographic Characteristics (1980 – 2000)

Subject	1980	1990	2000	Percent Change 1990-2000
Total Population	5,352	6,241	6,436	3.1%
Median Age	28.2	NA	37.2	NA
Percent Change 1990-2000				
Number of Households	1,696	2,263	2,353	4.0%
Number of Families	1,429	1,808	1,790	-1.0%
Married Couple Families	1,244	1,481	1,431	-3.4%
Female householder, no male	128	278	303	9.0%
Average Household size	2.97	NA	2.76	NA
Percent Change 1990 - 2000				
Number Housing Units	1,855	2,371	2,489	5.0%
Occupied Housing	1,696	2,158	2,305	6.8%
Owner-occupied	1,372	1,698	1,871	10.2%
Renter-occupied	324	460	434	-5.7%

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Subject	1980	1990	2000	Percent Change 1990-2000
Vacant Housing	159	213	184	-13.6%

Source: United States Census Bureau, Census from 1970, 1980, 1990, and 2000

Other Demographic Trends to Note:

■ More people are staying in Peru longer term. Between 1990 and 2000 there was a 33% increase in those that have stayed in the same house for 5 years.

■ There has been an increase of 35% in the number of people not in the labor force. This could reflect either the economy or the fact that there are more senior citizens in town now. The unemployment rate has decreased substantially over the past decade and is back to levels seen in the 1980's.

■ Construction, manufacturing, wholesale trade and some services (financial, insurance and real estate) are occupations showing increases in the past decade. Many others showed decreases. This is interesting in that most upstate New York communities, services are increasing while manufacturing and other non-service occupations decrease. Has the base closing influenced this perhaps?

■ A 50% decrease in those with public assistance income at the same time as a 20% increase in those with income below the poverty level is now a common occurrence. It may be due in large part to changes in the federal level social services/low income programs.

Table 4: Selected Demographic Characteristics (1980-2000)

Subject	1980	1990	2000	Percent Change 1990-2000
Lived in same house past 5 years	3,013	3,218	4,272	32.8%
Lived in different house, same county	1,183	1,369	1,344	-1.8%
Lived in different house, out of county, same state	324	376	268	-28.7%
Lived in different house, different state	451	726	215	-70.4%
Worked in County	1,875	2,890	2,703	-6.5%
Worked out of County	57	168	191	13.7%
Worked at home	NA	87	86	-1.1%
< 9 th grade	*	223	338	51.6%
Attended 9-12 grade	*	428	370	-13.6%
High school graduate	*	1,255	1,160	-7.6%

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Subject	1980	1990	2000	Percent Change 1990-2000
Some college	929	1,600	1,807	12.9%
Graduate or higher degree	314	429	475	10.7%
In labor force				
In labor force	2,318	3,137	3,087	-1.6%
Not in labor force				
Not in labor force	1526	1,304	1,754	34.5%
Unemployed				
Unemployed	139	164	130	-20.7%
Agriculture, Forestry, Fisheries and mining				
Agriculture, Forestry, Fisheries and mining	102	134	103	-23.1%
Construction				
Construction	106	183	130	-29.0%
Manufacturing				
Manufacturing	207	322	391	21.4%
Transportation				
Transportation	64	103	187	81.6%
Communications				
Communications	76	15	88	486.7%
Wholesale Trade				
Wholesale Trade	30	66	77	16.7%
Retail Trade				
Retail Trade	411	598	330	-44.8%
Finance, Insurance, Real Estate				
Finance, Insurance, Real Estate	126	114	138	21.1%
Business and Repair Svc and personal services				
Business and Repair Svc and personal services	91	148	NA	NA
Entertainment/Recreation				
Entertainment/Recreation	52	0	260	
Health and Educational Services				
Health and Educational Services	551	898	818	-8.9%
Professional services				
Professional services	*	*	97	NA
Other Services				
Other Services	59	170	145	-14.7%
Public Administration				
Public Administration	227	267	193	-27.7%
Median Household Income				
Median Household Income	\$16,854	\$33,292	\$39,051	17.3%
# With Farm self-employment income				
# With Farm self-employment income	23	29	NA	NA
# With Social Security Income				
# With Social Security Income	393	509	571	12.2%
# With Public Assistance Income				
# With Public Assistance Income	76	141	72	-48.9%
# With Retirement Income				
# With Retirement Income	NA	544	571	5.0%
Median Family Income				
Median Family Income	\$18,484	\$37,870	\$47,853	26.4%
Per Capita Income				
Per Capita Income	\$5,854	\$13,727	\$19,676	43.3%
People with Income below poverty level				
People with Income below poverty level	475	601	713	18.6%
Single Family Units				
Single Family Units	1,303	1,526	1,812	18.7%
2 or more units in structure				
2 or more units in structure	205	297	221	-25.6%
Mobile Home or Trailer				
Mobile Home or Trailer	351	539	456	-15.4%
Median Gross Rent				
Median Gross Rent	\$258	\$476	\$519	9.0%

Subject	1980	1990	2000	Percent Change 1990-2000
Median Value of owner-occupied housing unit	\$42,100	\$78,700	\$94,500	20.1%

Source for all census data: United States Census Bureau, Census from 1980, 1990 and 2000.

*1980 Education categories for Elementary & High school differ from 1990 & 2000 categories

*1990 Professional combined with Health & Education as categories differ from 2000 census data

*2000 Census category changes: Business & Repair & Personal eliminated. Professional services expanded to: Professional, scientific, management, administrative, and waste management services. Entertainment & Recreation expanded to: Arts, entertainment, recreation, accommodation and food services. Health & Educational services expanded to: Educational, health and social services.

Housing Affordability

There are several ways to determine if housing is generally affordable in a community. One method is to determine the “rental index”. This index shows the maximum gross rent a given household can afford. Affordable rental housing is generally considered to be no more than 30% of a household’s monthly income. The average monthly rental rate in Peru was \$519 in 2000. The median household income was \$39,051. Thus, the average household has about \$3,254 of income per month. Thirty percent of this is \$976, which means that the average household could afford \$976 per month in rent. This figure is higher than the average monthly rent. Thus, rentals are affordable in Peru.

Another method to determine affordability is to look at the ratio between the median value of a single-family house and median household income. Nationally, a ratio of 2 or less is considered to be affordable. The affordability ratio for Peru is calculated as \$94,500 (median value of homes) divided by \$39,051 (median household income), or 2.4. This figure is above the desired ratio of two and indicates that some families would spend more than twice their annual income on a home.

Finally, the purchase price multiplier also gives an indication of affordability. This looks at the maximum mortgage approval amount likely to be given to potential homebuyers. This is usually about 2.25 times annual income. The figure below shows this multiplier plus a 10% down payment. This is the amount of money that would be able to be afforded for a mortgage by the median household.

$$2.25 \times \$39,051 = \$87,864.75$$

$$\$87,864.75 \times 10\% \text{ down} = \$96,651.23$$

Thus, median households would be able to afford a \$96,651.23 for a house. The median value of a house in the area was \$94,500 in 2000. This would indicate that the median household is just able to afford the average priced house. This also indicates that for those households earning less than the median income, it would be difficult for them to afford the average priced home.

The purchase price multiplier analysis, along with a 2.4 affordability ratio indicates that affordable housing is likely an issue in the Town of Peru.

For comparison, specific demographic characteristics of the Town of Peru were compared with the Towns of Beekmantown and Schuylers Falls and with Clinton County as a whole (Table 5, below). All three towns had a population increase from 1990 to 2000 while the county overall showed a decrease in population. The Towns of Beekmantown and Schuylers Falls had much higher increases in the number of housing units than did the Town of Peru, although Peru did have a higher increase during the decade of the 1990's than did Clinton County. The percent of Peru's population that is over 65 years is about the same as that of Clinton County and is slightly higher than that of the comparison towns. Vacant housing for Peru is similar to that in Schuylers Falls. Peru has a lower percentage of vacant housing than both Beekmantown and Clinton County. Household income in Peru is about \$3,000 lower than that of the comparison towns but is about \$2,000 higher than the average county household income. The Town of Peru has a higher poverty rate than does the Town of Schuylers Falls but lower than that of both the Town of Beekmantown and Clinton County. Peru's gross monthly rent is lower than the rent in Schuylers Falls but higher than rental rates in both Beekmantown and Clinton County. The median value of a home in Peru is higher than home values in Beekmantown, Schuylers Falls and Clinton County.

Table 5: Demographic Comparison Using 2000 Census Data

Characteristic	Town of Peru	Town of Beekmantown	Town of Schuyler Falls	Clinton County
Percent Population Increase	3.1%	4.3%	8.7%	-7.1%
Percent Population aged over 65 years	11.3%	9.1%	9.9%	11.9%
Percent Increase in Housing Units	5.0%	15.8%	19.4%	2.8 %
Percent Increase in # Households	4.0%	14.7%	13.9%	1.0%
Percent of housing stock vacant	7.4%	9.3%	7.3%	11.1%
Median Household Income	\$39,051	\$42,555	\$41,691	\$37,028
Percent of population below poverty line	11.1%	12.8%	9.6%	13.9%
Median gross rent (monthly)	\$519	\$499	\$550	\$382
Median value of home	\$94,500	\$82,100	\$74,600	\$84,200
Percent of housing stock in single-family units	72.8%	65.3%	67.5%	61.4%
Percent of housing stock in 2+ units	8.9%	10.9%	7.4%	22.1%
Percent of housing stock in mobile homes	18.3%	23.9%	24.8%	16.4%

Population Projections

Primary Projection: This is an estimate of migration of people into Peru while holding birth rates constant in the population using the 2000 Clinton County rate. This type of projection is likely the closest to reality. This method estimates that the population in town in the year 2030 will be 6,558 people with a median age of 41.4 years, 74.8% dependency ratio and with 82.6 persons per square mile density.

No Migration Projection: This demonstrates population trends using changing birth rates while not taking into account migration into the town. This scenario highlights the trends based only on expected births and deaths. This method estimates that the population in town in the year 2030 will be 6,803 with a median age of 43.2 years, 76.9% dependency ratio and with 85.7 persons per square mile.

Doubled Migration Projection: This focuses on the impacts to the population structure by doubling the 5-year migration estimates by age, showing where there is significant in-migration and out-migration. This projection is good at showing a worst case scenario if local/regional/state conditions driving in or out-migration magnify in effect. This method estimates that the population in town in the year 2030 will be 6,492 people with a median age of 37.3 years, 76.0% dependency ratio and with 81.8 persons per square mile.

Summary of Population Projections: The Town of Peru exhibits a typical “Baby Boom” and “Baby Boom Echo” population structure and appears fairly stable without much percentage change in the different scenarios. The “Baby Bust” cohorts in Peru are somewhat more constricted than usual and it appears that those in their twenty’s are leaving the community in significant numbers while those in their thirty’s (with children) are moving in. In contrast to many rural communities, the general dependency ratio does not get too high and this probably reflects an influx of parents and children.

	Total Population	Median Age	General Dependency Ratio (%)	Population Growth (%)	Population Density (Persons per sq. mile)
Primary Population Projection					
2000	6370	37.2	52.2	NA	80.3
2005	6484	39.3	49.5	1.8	81.7
2010	6552	40.5	48.1	1	82.6
2015	6595	41.2	51.8	0.7	83.1
2020	6622	40	57.5	0.4	83.5
2025	6610	44.2	66.7	-0.2	83.3
2030	6558	41.4	74.8	-0.8	82.6
No Migration Population Projection					
2000	6370	37.2	52.2	NA	80.3
2005	6496	40.1	44.3	2	81.9

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2010	6594		41.4		41.4		1.5		83.1
2015	6697		41.7		47.3		1.6		84.4
2020	6792		40.1		56.5		1.4		85.6
2025	6835		45.5		68.8		0.6		86.1
2030	6803		43.2		76.9		-0.5		85.7
Doubled Migration Population Projection									
2000	6370		37.2		52.2		NA		80.3
2005	6473		38.7		55.2		1.6		81.6
2010	6523		39.9		55.9		0.8		82.2
2015	6533		40.7		57.6		0.2		82.3
2020	6526		39.1		60.5		-0.1		82.2
2025	6512		40.7		67.6		-0.2		82.1
2030	6492		37.3		76.0		-0.3		81.8

Appendix B: Public Input to the Comprehensive Plan

Summary of the Peru Resident Survey – Total number of surveys returned was 615

1. What area of the Town do you live in?

The majority of the respondents were from the Town Center, or the Eastern section of Town, followed closely by those from the West, North, and South.

2. How many years in total have you lived in the Town of Peru?

More than 50% of the respondents have lived in Peru for at least 20 years. Over 15% have lived in the Town less than 5 years.

3. How many people of the following age groups are in your household?

Using the responses to this question, the following statistics were derived regarding the respondents:

Average Household size: 2.62

Single person households: 93, or 15%

Two person households: 246, or 40%

Three person households: 98, or 16%

Four person households: 105, or 17%

Five person households: 48, or 8%

Six person households: 9, or 1.5%

Seven person households: 1, or 0.16%

4. Please indicate how you use your property.

92.7% of the respondents used their property for a residence. 23.5% said they used their property for other than residential purposes, the largest being undeveloped at 10.8%, followed by Agriculture at 7.3% Rental at 6.7%, and Home Business at 6.0%. 3.3% of the respondents had commercial uses for their property, while only 1.3% used their property as a seasonal home.

5. What most influenced your original decision to live here?

Most responded that the quality of the schools were the reason they decided to live in Peru, closely followed by being born and raised in the Town. The next three greatest reasons given were the rural atmosphere, closeness to work, and closeness to friends and relatives.

6. Why do you continue to live in the Town of Peru?

Reasons given for continuing to live in Peru were closeness to friends and relatives, followed by the rural atmosphere. Although 17% were influenced to move to Peru by the quality of the schools, only 6.2% gave that as a reason to continue living here. Closeness to friends and relatives, rural atmosphere, village environment, attractive neighborhoods, quality of Town services, and low crime rate all received greater scores for continuing to live in Peru than they did for the initial decision to live here.

7. Over the next 20 years how would you like to see the population in the Town change?

The majority of the respondents want to see the population of Peru increase somewhat over the

next 20 years, while 31.3% would like to see it remain the same.

8. Which best describes how Peru has changed since you moved here?

Nearly 70% of the respondents felt Peru has remained the same, or improved as a desirable place to live (evenly split between the two choices). 15% felt Peru had become a less desirable place to live since moving to the Town.

9. What do you like least about the Town of Peru?

The most common response was high taxes, followed by traffic problems and truck traffic, sprawl and loss of open space, lack of businesses (especially restaurants), lack of job opportunities and lax law enforcement.

10. What do you like most about the Town of Peru?

Small town atmosphere, rural setting, and scenic qualities were the most common response. Other positive features included the people, a caring community, the location, a safe community, a quality place to live, good schools, and open spaces with access to state lands.

11.a. Are you serviced by public water (as opposed to an individual well)?

One third of the respondents were served by public water supply, while two thirds have private wells as a drinking water source.

11.b. Are you concerned with water quality generally in the Town (rivers, streams, lake)?

There was a very even, 50-50 split in the concern over surface water quality.

12. The Town owns the old stone structure (Heyworth building) and surrounding lands along the Little Ausable River below the bridge in the Town Center. Please provide ideas you have on how the building could be used: These included (in order) a historical museum, community center for teens, park and recreation facilities, cultural arts and theater, senior citizen center, and a town hall complex. However, 48 people also indicated concerns over the flood zone classification of this site and questioned the suitability for any use. When asked for any ideas for how the large area of land behind this building, also owned by the Town, could be used, the responses included a picnic area, recreational area, ice skating, leave it wild, and playground.

13. Should the Town improve the Town Center to increase its attractiveness?

61.3% said yes, 38.7% said no. **Should the Town increase the “walkability” of the Town Center through new and/or improved sidewalks, crosswalks, traffic flow, etc.?** 66.1% said yes, 33.9% said no.

14. The Town must, by law, allow for adult use entertainment businesses through our zoning ordinance. Given this fact, where do you believe is the most appropriate area or areas in the Town for these types of businesses?

About 196 people answered with a “nowhere or disapprove of this type of business followed by 113 saying outside the town center (downtown), away from schools & churches; 52 said along Bear Swamp Road, 24 said in the center of village where commercial growth already exists, and 21 people said along Route 9.

15. Is there additional need in the Town for the following types of land uses?

75% of the respondents felt there is a need for more public recreation areas in the Town. Other uses that received a larger than 50% rating were senior housing, affordable housing, “other” restaurant, home businesses, and other service type businesses.

Type of Use	Needed	Not Needed
Public Recreation Areas	75.0%	25.0%
Senior Housing	63.3%	36.7%
Affordable Housing	62.9%	37.1%
Other Restaurant	55.0%	45.0%
Home Business	52.3%	47.7%
Other Service Businesses	51.8%	48.2%
Rental Housing	49.8%	50.2%
Bakery	49.6%	50.4%
Apartment Buildings	48.4%	51.6%
Motel/Hotel	48.1%	51.9%
Department Store	34.1%	65.9%
Medical/Dental Office	32.5%	67.5%
Other	31.2%	68.8%
Mini-Storage	27.5%	72.5%
Auto Repair Shop	22.6%	77.4%
Supermarket	19.3%	80.7%
Fast Food Restaurant	16.3%	83.7%
Mobile Home Park	9.7%	90.3%
Appliance Store	9.6%	90.4%
Big Box Retail	8.8%	91.2%
Convenience Store/Gas Station	4.5%	95.5%
Commercial Junkyard	3.1%	96.9%

16. As the Town considers priorities for guiding future growth and development, how important is it for the Town to accomplish the following:

Nearly 90% of the respondents feel it is important for the Town to protect its historic structures, followed closely by those wanting to protect scenic views, have smooth traffic flow in Town Center and have an attractive Town Center.

	Important	Not Important	Undecided
Protect historic structures	89.8%	4.8%	5.3%
Protect scenic views along roadways	87.5%	6.6%	5.9%
Have smooth traffic flow in Town Center	87.1%	8.5%	4.4%
Have an attractive Town Center	82.9%	11.2%	5.9%
Establish standards to guide the layout and aesthetics of new commercial development	80.0%	10.5%	9.5%

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	Important	Not Important	Undecided
Require protection of some open space in all new residential subdivisions	78.5%	11.4%	10.2%
Place layout and design conditions on new residential development to maintain rural character	76.0%	14.2%	9.8%
Have attractive approaches to Town Center	74.3%	17.2%	8.5%
Encourage protection/expansion of lands for farms/orchards	73.2%	16.8%	10.1%
Require sidewalks for new residential developments near Town Center	71.4%	18.7%	9.9%
Limit placement of single-wide mobile homes to mobile home parks	70.8%	19.8%	9.4%
Regulate business signs	70.0%	20.9%	9.0%
Require streetlights for new residential developments near Town Center	69.3%	23.0%	7.8%
Encourage planting of street trees in Town Center	67.4%	22.5%	10.1%
Develop an off-road trail system for walking/biking	67.3%	19.4%	13.3%
Protect undeveloped lands	60.2%	22.1%	17.7%
Increase access to Lake Champlain	59.5%	30.2%	10.4%
Encourage establishment of an industrial park in an appropriate location	54.6%	30.5%	15.0%
Concentrate new residential growth in developments instead of along roadways	52.0%	28.0%	20.0%
Expand Town utilities (water/sewer) to encourage further development	50.6%	29.0%	20.3%
Identify and purchase future recreation sites	50.1%	29.9%	20.0%
Other	40.4%	17.5%	42.1%
Limit Town utilities (water/sewer) to discourage further development	18.2%	52.0%	29.8%

17. In what ways do you believe the Town can better utilize the Little Ausable Park (sometimes referred to as the “Gazebo Park”)? The list of activities included events/ Lunches, barbeque, chili cook-off / Entertainment/ Town Day/ Dancing/ Plays/ Fair/ Informational speakers/ Summer reading fest/ Annual function to honor youth & seniors/ Culture/ Ice cream social, more concerts, ice skating, passive recreation, and improved picnic areas.

18. Do you support concentrating new commercial development in a designated area of Town? 82.2% answered yes, 17.8% answered no. 73% felt Bear Swamp Road would be the best location for concentrated commercial development, followed by NYS Route 22, NYS Route 22B, and the Town Center.

19. Should the Town improve the attractiveness of new development along Bear Swamp Road, (i.e. landscaping, rear parking, setbacks, etc.)?
Yes 68%, No 15.7% and No Opinion 16.3%

20. What additional recreational opportunities are needed in Town?

The respondents felt a community center that provides a variety of recreational opportunities is the most needed in the Town. This is closely followed by a teen center, and dedicated bike paths. Senior citizen center, cultural activities, and ice skating also received a greater than 60% positive response. Biking on existing roads, picnicking, adult recreational activities, and playgrounds all

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received more than a 50% positive response.

	Needed	Not Needed	No Opinion
Community center that includes a variety of the options listed above	78.9%	10.1%	11.0%
Activities for teens (teen center)	71.5%	14.3%	14.3%
Biking (dedicated paths)	70.4%	18.6%	11.0%
Activities for Senior Citizens (senior citizen center)	65.9%	16.0%	18.1%
Cultural activities (music, theater)	64.4%	21.8%	13.8%
Ice skating	62.8%	22.5%	14.7%
Biking (existing roads)	58.1%	26.9%	15.0%
Picnicking	57.8%	25.8%	16.5%
Recreational activities for adults	57.7%	22.8%	19.5%
Playgrounds	52.8%	31.7%	15.5%
Tennis/basketball	47.3%	32.8%	19.9%
Other	45.6%	11.8%	42.6%
Access to Lake Champlain for boating	45.3%	36.6%	18.2%
Swimming (public pool)	44.1%	39.0%	16.9%
Hiking	43.1%	33.4%	23.5%
Skateboarding	41.1%	35.7%	23.2%
Field activities (baseball, soccer)	40.3%	41.5%	18.2%
Snowmobiling	20.0%	55.9%	24.1%

21. For which of the following services would you be willing to pay additional property taxes or user fees?

55.7% of the respondents would be willing to pay additional taxes or user fees for a community center. Over half of the respondents would also be willing to pay more for walking and biking trails, the protection of historic buildings and sites, and other recreational facilities.

	Yes	No	No Opinion
Community Center	55.7%	31.1%	13.1%
Establish a recreation trail for walking and biking	54.1%	34.6%	11.3%
Protect historic buildings and sites in town	51.7%	32.2%	16.0%
Provide additional recreational facilities	50.1%	36.1%	13.8%
Protect important open space properties	37.6%	41.9%	20.4%
Increase the attractiveness of Town Center	35.8%	49.4%	14.8%
Expand water and sewer utilities	28.6%	55.9%	15.4%

22. Please list the three most important opportunities that should be pursued in the Town of Peru in the next ten years. (Opportunities are factors or situations that can affect the Town in a favorable way and will help you reach your goals.)

The top comments included (in order of responses): bring in more small business/ Encourage small, clean industry & retail/ Cottage industries, home occupations/ Employment opportunities/ Niche markets/ Boutiques; recreation such as hike & bike trails (Rail to trail), parks, softball, skiing, pool, skating, golf, soccer, link into regional recreation for planning & advertising;

maintain small town character/ Embrace our agricultural heritage/ Protect farmland, open space & environmental assets (Lake Champlain & tributaries); controlled growth & development/ Design guidelines/ Comprehensive plan; aesthetics, Beautification/ Make town more attractive (& town hall)/ Trees & sidewalks in town center/ Improve trash pick-up & lawn debris removal/ Homes & businesses neat/ Clean up Little Ausable River/ Landscaping/ Walkability/ Gateways; keep taxes in control/ Improve tax base; build a teen center/ Youth activity center or community center; upgrade water (quality) supply & sewer (Maintain infrastructure); design a unique, quaint, functional town center (town square); expand commercial district/ Commercial development & incentives; increase quality residential housing; increase police presence – (juvenile delinquency/ curfew/ vandalism & speeding – Neighborhood watch)

23. Please list the three most important threats that you feel face the town of Peru in the next ten years. (Threats are factors or situations that can affect the Town in a negative way and prevent you from reaching your goals.)

These included sprawl, high taxes, lack of police presence, loss of farmland and woodlands, lack of business and jobs, adult uses, expansion beyond our utility capability, loss of historic and small town character, too many mobile homes, traffic issues, poor road maintenance, pollution, lack of teen activities, school system inadequacies, and deterioration of homes & properties (also commercial), and junk cars.

Visioning and Planning Workshop

The Town of Peru hosted a visioning workshop in November. The development of a shared vision statement is important for the long-term success of Peru's Comprehensive Plan. Vision statement is necessary to judge future policies, programs and actions. It also acts as a "consistency test" for decisions made at the local level. Visioning is a strategic tool that will help Peru to:

- ✓ **Develop a greater sense of community consensus**
- ✓ **Establish long-term direction for the community**
- ✓ **Initiate effective and creative problem solving**
- ✓ **Build commitment to implement the vision and plan**
- ✓ **Develop priorities for the comprehensive plan**

At the workshop held in November 2003, 65 participants worked through a visioning process to develop a vision for the future of the town. Small groups worked together to identify specific elements of their vision and to devise a statement that characterizes that vision. The first step was to identify both negative and positive elements of the Town. These elements, or factors, were recorded, and then ranked by the individual groups by placing a "priority" sticker next to the factor each group member felt was the most significant. The following two tables categorize all of the negative and positive factors identified along with the number of priority stickers each category received at this first stage of the visioning process.

Summary of Identified Negative Factors

The most prevalent negative factors identified by workshop participants related to planning and zoning. This topic received the highest number of negative responses and was considered to be a priority by the most participants. Specific concerns related to this include commercial strip development, fast and sprawling growth, too many trailers, keeping growth consistent with rural character, too many single-family homes converted to multi-family rentals, lack of lighting control, and concerns related to uncontrolled development. Other negative factors were, in order of prevalence, related to traffic, rural community and rural character (vacant and abandoned buildings), youth (lack of events and activities, especially for teens), the environment (concerns over water quality, logging, spraying in orchards), aesthetics (abandoned buildings, lack of historical design), recreation (lack of opportunities), and business and industry (lack of diversified tax base).

Traffic concerns related to traffic congestion (especially along Routes 22 and 22B and along Bear Swamp Road, excessive traffic speeds, and congested traffic patterns at various intersections. Large truck traffic through town is also considered a negative.

Negative factors related to rural community and character included vacant buildings, deteriorating aesthetics, especially in the center of town, loss of attractive orchards to residential growth, lack of community feeling, and over-commercialized Bear Swamp Road.

Negative Factors related to youth include the need for more organized events for kids, lack of control, vandalism, unsupervised teenagers in town center, and lack of a centralized center for teens.

Negative factors related to the environment include development threats to groundwater, poor and water quality, spraying in orchards, expensive water, lack of use of town's natural resources, open barrel burning, and development on Bear Swamp Road.

Negative aesthetic factors include lack of landscaping on Main Street, the side view of Topps Grocery, boarded up buildings (at Heyworth Village), lack of upkeep of commercial facades, litter, unappealing entrances to town, and erosion of scenic views from roadways.

Negative recreation factors include lack of bike/hike trails, no skateboard facilities, not enough water activities for youth, lack of centralized park for non-sporting activities, no snowboarding park, lack of centralized recreation facility, and lack of free access to Ausable Point.

Negative business and industrial issues include a business district that is too spread out, lack of good businesses and job opportunities, adult entertainment locations, depressed downtown, and dependence on other areas for services and shopping.

Problems associated with taxes and the tax base relate to increased housing development, lack of services for the amount of taxes paid, high property and school taxes, too much commercial development.

Infrastructure concerns relate to high water and sewer rates, deterioration of roads due to oversized trucks, lack of parking and sidewalks, no trash collection, and problems related to the need to have the infrastructure keep pace with anticipated growth.

Some people felt that police coverage was a negative, especially as it relates to increased vandalism and lack of policing in the night hours. Negative factors related to the town government include lack of communication between the town and residents, lack of information on development issues, and too small town hall. Lack of senior housing and the need for more senior facilities were mentioned as negatives.

Summary of Positive Factors

Peru's rural character, small town community atmosphere, and beautiful setting were considered the most positive features of Peru. Included in this topic were such positive features as a walkable village, rural life style, historical character, open spaces, great neighborhoods, farms and rural open space, and un-crowded conditions. People especially liked the physical beauty of the area with its picturesque landscapes and scenes.

Positive factors related to parks and recreation included soccer facilities, state facilities, the town parks and gazebo, outdoor recreation possibilities, the music and summer program, snowmobile trails, and overall good sports and youth programs. Schools were considered positive due to the quality of education and the presence of the school in the community.

Helpful neighbors, friendly people, an open-minded attitude, educated and motivated citizens and a high quality of life were all considered positive features of Peru.

The Town's location with close proximity to the Lake Placid, Montreal, and Lake Champlain areas is considered positive. Other positives related to town location include convenient access to nearby attractions, and access to the interstate highway.

Agriculture was considered a positive factor contributing to Peru.

Other positive factors, mentioned by one to five people include safe conditions, excellent emergency services, the library, potential for business growth, historical character and cultural heritage, a strong religious community, good roads, quality public services, good restaurants, quality town officials, and the town's zoning.

Vision Statements

During the visioning and planning workshop, groups were asked to develop a vision for the future of the Town of Peru. These statements are:

Group #1

Peru should be a community that has preserved as well as promotes our rich historical and cultural heritage, using zoning to consider issues such as lot size, setbacks and signage. Growth is consistent with community character and is reflected in a town center that serves as a focal point for activity. Green spaces have been preserved and parkland developed as good health is important here. Our school district is thriving as a center of learning, offering opportunities for the whole community.

Group #2

In the future Peru will be visually pleasing with a village center that has developed restaurants and shops without franchising; the traffic pattern avoids this area. Grants are actively pursued; sidewalks and pathways provide access that unifies our neighborhoods and we now have active group participation that extends throughout the community. An excellent school system encourages students to meet their goals. Recreational activities are available to citizens of all ages.

Group #3

Peru will be a safe, attractive village with a well developed downtown where regulations are enforced. Our rural atmosphere has been preserved as uncontrolled development has been curbed and there are no large malls or large industries. The town of Peru will have plenty of recreational areas and opportunities. Residents enjoy a good standard of living and a low crime rate.

Group #4

In the future Peru has established a multi-cultural facility in a beautiful, active town center that recognizes town history and offers arts & entertainment for all ages. There has been development of a coordinated system of recreation areas, including a vibrant four-season facility in the town center and an interconnected trail system from the town center to public recreation areas where the scenic views of our protected farmland may be enjoyed. The town supports a small business atmosphere with possible development of a light industrial park. There has been enhancement of a retirement community and residents throughout our town feel safe at home and on the streets due to a police presence.

Group #5

Community pride abounds in Peru's future. Community growth is encouraged and supported with infrastructure, allowing smaller, diversified industries with job opportunities to locate here. An environment has been created that supports our youth; funding education for the future of our community. Housing and services for our community's senior citizens and low-income families has been provided, along with family support groups aiding single parents and troubled youth.

Group #6

We see a vibrant, thriving, attractive, safe, accessible and compact town center with thriving small businesses in Peru's future. All new development is planned wisely to maintain Peru's historical legacy, encouraged by an active historical society. A high standard of continued education for all people is provided. Various recreational facilities for people of all ages are maintained.

Group #7

In the future we will protect the charm of the town and the beautiful open spaces through the use of proper planning. Great parks and activities for all ages will continue to be apparent in our town. Our town center will promote walking areas, easy access, great shops and good parking. There will be more housing opportunities for all ages. There will be a safe and well-maintained community appearance. Business development will provide for good services for the community residents as well as employment opportunities and a strong tax base.

Group #8

The center of Peru is a destination, visually appealing to the eye with tree plantings, new sidewalks and specialty shops. Town residents have free access to Ausable Point and enjoy recreational opportunity. Peru is a safe place to live and a quality education is fostered in a drug free school zone and benefits from a positive school board. The town of Peru has ample housing for our elderly residents. A small, clean industrial park promotes economic opportunity.

Group #9

We envision that Peru will continue to grow, but will still have areas designated for farming and associated businesses to market local products. The town offices and growing small businesses will be in a central location, providing employment to all area residents. Peru will be a well lit, clean, historically preserved small town. Municipal water quality will be excellent and road areas will be clean and consistent looking. The town will have affordable housing available for

all ages. Our children will be provided with a quality education and opportunities to enjoy parks and recreation that are available to all.

Group #10

Peru will maintain rural character through zoning that also allows promotion of business development while maintaining property values. Off street parking in the hamlet has been increased and town services have adequately maintained highways and utilities while keeping property taxes at a fair and affordable rate. Peru provides a high quality school system, recreational activities and other community resources for all ages. The town provides resources to the community for assistance to senior citizens and lower income families with basic needs of housing and transportation.

Peru provides emergency services that are readily available at all hours to keep the community safe.

Group #11

We envision a Peru that will have clean and well-maintained streets and properties with easy access to quaint, locally owned shops. Peru offers a great school system and quality programs and cultural events for youth and adults alike, often at our town park. Zoning and animal control are enforced; there will be a community watch group, a curfew in effect and more state police coverage.

Group #12

In the future the town of Peru has considered preservation of its rural beauty and historic value the number one priority. Village development has respected the aesthetic character of the town and maintained infrastructure. Peru has a quality education system in place. Beautification is evident in parks with trails, and landscaping throughout the town. Our comprehensive plan has helped to preserve our orchards and farms and encouraged quaint shops downtown.

Group #13

Community spirit is evidenced in Peru where a caring environment is fostered by communication and social interactions. A Neat and well-kept appearance defines use areas and open vistas as well as a vibrant, well-demarcated town center. Our integrated community includes superior schools, churches, businesses, recreational & social opportunities. Agricultural identity is maintained and regional self-sufficiency is promoted. Excellent levels of service are apparent in agriculture, community spirit, and appearance that are obviously the result of a well-functioning planning & implementation process.

Group #14

Peru offers interesting activities that involve people of all ages. Peru is an attractive area that is well-lit and safe to travel. The traffic flow pattern for pedestrians and vehicle traffic is controlled. Housing opportunities for people of all ages. Water quality is acceptable. Town newsletter/ Zoning restrictions to encourage attractive properties/ Long term planning/ Expand sidewalk coverage/ additional lighting

Group #15

Peru has a clean and quiet business and residential environment. The people of Peru are active, involved in a variety of town supported community events. Town beauty is enhanced by encouraging access to open spaces and natural areas. Peru has adequate housing for people of all ages and economic resources. Streets and parks are clean and leash laws are enforced. The churches of Peru continue to work together for the needs of the community members. Peru offers and maintains safe transportation needs for autos and pedestrians. Peru has a variety of recreational activities for all seasons. Peru has developed an efficient system for clean and cheap energy. Peru offers excellent educational availability for youth and life long learning.

Town of Peru Post-it Summaries

Each person at the workshop was asked to visualize and characterize a “perfect” Peru in the future. A variety of vision “elements” were thus developed from this exercise and are summarized below by category. These should be interpreted as descriptions of what the future Peru will have or be like.

Planning & zoning

Enforce leash laws/ Tighter zoning to keep commercial areas & housing attractive/ Well planned housing developments/ Adequate space between homes & businesses/ Small communities, sort of subdivisions, rather than spread out hodge-podge development along roads/ All junk cars banned from town limits/ Zoning laws geared to encourage property upkeep/ Small quaint shops downtown in & among existing homes/ Clustered development/Business consolidated on Bear Swamp Road/ Not over-powered by business/ Zoning to protect property values/ Well planned business district/ A community free from adult entertainment/ Proper planning/ Guard against strip development along roads/ There’s a place for new technology & a place for nature/ Separate, attractive commercial park/ Get rid of used car dealership on Bear Swamp Road/ Attractive housing developments with homes concentrated within walking distance of stores/ Areas outside of town very rural with farms & orchards, very little sprawl/ New developments planned wisely with sidewalks, commercial land/ Strive to be quaint – businesses blend with environment/ Small businesses tastefully integrated into village/ Well planned commercial zone/ Well developed and thought out industrial park with easy Northway access and low visual impact/ No loud noise after 10 p.m./ Ordinances keeping children off the streets at night/ Not allowing open burning/ A town with controlled development

Ecumenical

Maintain & enhance ecumenical activities/ Active churches cooperating with each other/ Church programs for all/ Good churches

Village center

Vibrant/ business & residential mix/ complimentary architecture/ town center/ small businesses/ businesses concentrated in town center/ Mature trees, well maintained village center/ Village center has appealing landscape & there is definition to village limits/ A town you can enjoy walking through with interesting & attractive shops & services/ A town center that is a destination/ Main Street very groomed with trees lining roadway/ Town center walking/ Consistent, attractive, Adirondack stores in the center of town/ Vibrant village center/ Professional services in town center/ Beautiful town center, attractive landscaping & lighting/ Scenic town center where community members congregate, swap stories & walk to services &

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retail establishments/ Small shops downtown, old town style/ Fixed up downtown with street lights, walkways, benches and controlled traffic patterns/ Quaint shops (antiques)/ Better village center with shops & restaurants/ Bustling downtown with variety of shops & services/ Many trees and a lot of green space along streets and housing and bus areas/ A town with an appropriate town center/ Town center with green space/ Important town buildings within walking space of each other

Services

Medical & dental services available/ Food stores, pharmacy & library within walking distance for village residents/ Fire & emergency dept. very good/ Municipal services are good & easy to access/ Good library/ Emergency services available/ Police force maintained by sheriff & state police/ Medical care for seniors/ Senior busing/ Family support group for single parents, troubled youth, parent training

Business

Incentives provided for business & development/ There are several small businesses offering employment/ A nice arrangement of non-commercial looking businesses on Bear Swamp Road/ Ability to provide jobs for residents' youth/ Nice specialty shops/ A clean industrial park/ A small, clean industrial complex/ Small shopping area/ Light industry/ Present businesses still are here but some others are added/ Enough jobs to keep young people in town/ Good, light, clean industrial development for a job & tax base/ More opportunities for employment, some clean, light industries/ Business opportunities continue to grow at an attractive rate/ Local businesses are user friendly/ Businesses are doing well/ Local businesses/ Great shops/ Variety of shopping – gift & necessity/ Restaurants/ Opportunity for employment & growth/ Business friendly/ Job opportunities that pay well & bring skilled workers/ Several choices of restaurants/ Center(s) of business as opposed to sprawling, uncontrolled growth/ Several mini-marts of specialty shops (bakery, pastry)/ Businesses that fit the small town atmosphere/ Businesses along Bear Swamp that suit the character of our community and that are aesthetically pleasing/ Hew buildings with character in their design/ Charming architecture and well kept buildings

Community activities

Lots of community events & activities & culture/ Cultural events/ Town activities planned/ Active, involved community/ Activities for all ages/ Community center/ Strong community involvement/ Many family activities (cultural & outdoors)/ Vibrant community center at Heyworth Village Building offering weekend theater, museum, ice cream parlor and children's outdoor activities/ Community meeting area/ More town meeting days

Housing

High & low income & senior housing available/ Attractive, neat housing/ Renovate abandoned houses/ Quality housing/ Adequate housing at all income levels/ Affordable housing & rent/ Population of town is constantly increasing/ More apartment buildings/ Retirement community with lake access/ Facility for retired people (skilled care available)

Scenic/ Open space/ Rural character

Open space/ Clean rivers/ Scenic beauty/ Scenic/ There are great views of attractive land – wile & agriculture/ Not citified/ Old time small town feel/ Town quality/ Keep town the way it is/ The older buildings have not changed a lot/ Town charm/ House are tucked in behind trees leaving roads free of development, affording scenic views throughout town/ Many green spaces/ Maintain small town character/ Plenty of green spaces – trees & grassy areas

Location

Close to city/ Location to major highway/ Location to the Adirondack Mountains/ Location to larger city and cultural events

Aesthetics

Pretty/ Shrubs planted around water pressure structures/ No roadside election posters/ Underground utilities/ Clean/ Clean streets & sidewalks/ Houses that show pride of ownership, well maintained houses & yards/ Trees near road kept sized not to overpower or hide the roads but look nice/ Appearance/ Beautifully landscaped downtown/ Wonderful street lighting/ The area of 87 ramps brightly lit at night to attract people traveling/ Well landscaped businesses & parks & town center/ More trees & plantings in hamlet/ Beautiful place to live/ Sidewalks, street lights continue to be in abundance/ Business signs, landscaping, general appearance is good/ Houses look neat & well kept, no junk lying around Tree lined streets/ No factory odors, noise or pollution/ Re-plant trees we lost/ No rundown houses or vacant lots/ All buildings and structures are attractive and well maintained/ Less junk & clutter around homes/ Maintain the look of present gazebo with its activities plus develop more small areas that dress up the look of town/ Visually pleasing landscape/ Nicely landscaped, flowered and maintained public areas/ Consistent lighting and signage/ Consistent architecture: new commercial development/ Landscaping downtown/ Well maintained buildings, streets and highway

Recreation

Outdoor recreation – bike paths, tennis, parks/ Boating, canoeing, camping, fishing/ Trail system/ Youth activities – pool/ Pond behind community center is inviting/ Public access to lake/ Sports events available/ Recreation facility needed/ Summer activities in park continue/ Indoor swimming pool at school/ Community park/ People walk & bike in town, hamlet & rural areas/ Nice parks/ Horse riding trail network/Bike & walking path around town/ Great town parks/ Recreational activities for all ages/ Good sports programs for all/ Great parks/ Walkway & bike path connecting several parks with various recreational features (ball field, skating)/ Improve the tennis courts so they are usable/ Establish an ice skating or skateboarding area/ Recreational events for all seasons – concerts, bike paths, skating rink/ Evening & after school recreational programs for children & teens/ Provide activities for teenagers/ Community recreation facilities/ Vital youth center/ Hiking trail system near Huckleberry Mtn./Recreational areas & walking paths/ Well utilized pedestrian trails connecting town center with other town assets (lake, town parks, recreation areas)/ Multi-use trails connecting downtown Lapham Mills Park, Ausable Point and Macomb Point/ Walking & biking trails that connect school, village proper, Lapham Mills Park and Bear Swamp commercial area/ Town park with recreational facilities for kids including adolescents/ Parking areas for trail heads/ Recreational trails (walking, biking)/ Town-wide recreational activities (inter-generational)/ Large recreation park/ Recreational areas to

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accommodate various kinds of activities for youth and adults/ Bike trails through town and along lake, Route 9/ Town park access on lake

Youth

Good day care/ Great youth programs/ Activities for children/ Skate park, climbing wall, swimming facilities available to area youth/ Substance abuse prevention programs for youth/ A community caring for the needs of youths (Big Brother mentoring, youth center, park, activities)/ Fully funded youth programs/ A good year round center/ Youth center

Educational opportunity

Good school system/ Colleges available/ Top-notch school system/ School well maintained/ Catholic grade school/ Adult education/ Continuing school growth/ Strong pre-school program/ Quality school with facilities available for community programs/ Newly designed school that is aesthetically pleasing/ Pride in our school & school grounds/ Public school is a community center as well with adult courses, community activities and crafts, with consistent academic excellence/ Frequent community activities that bring all age groups together/ School campus open to public as community center for all ages/ School that is open to all and has pride in accomplishments

Infrastructure

Natural gas available throughout town/ Energy efficiency (solar, wind)/ Town water quality should be great/ Sidewalks & lighting throughout town/ Sidewalks & lighting in hamlets/ Landscaping in hamlets & town/ Garden club/ Sidewalks go through main business areas & along residential areas/ Well maintained roads/ Bear Swamp road stop light at post office with access road leading to strip mall off Bear Swamp/ Ease of traffic flow/ Underground utilities/ Roads lined with trees of the north country – maples, birch, pine/ Not too congested with traffic/ Improved intersection Routes 22 & 22B/ Well maintained roads/ Easy access to school/ Well maintained public areas/ Good fire, road, sewer and water maintenance/ Adequate, improved parking in town/ Good traffic flow/ Sidewalks in developments/ Complete road & street plowing/ Better traffic control/ Strong village infrastructure (roads, sewer, water)/ Public transportation available/ All heavy equipment has its own separate area/ Roads that fit traffic patterns for unified neighborhoods (not dead end)/ Roads that fit traffic patterns for commuting/ Bike lanes for local traffic/ Bike lanes for traveling through/ Traffic pattern would by-pass center of town/ Walking paths & sidewalks to unify neighborhood/ Clean streets with sidewalks

Agriculture

Strong agricultural base/ Farming is doing well/ Cooperative food processing to support farm products, extend part of year eating from local farms, exporting products/ Sustainable farms – environmentally beneficial, sequestering carbon, using few & benign chemicals/ Lots of small scale farms with local folks buying food from them or community supported agriculture – Possibly residential area surrounding & financially supporting a farm – farm community instead of golf course community/ Secure energy efficient food, somewhat self-sufficient/ Small farms everywhere/ Apple orchards doing well/ New farmers market/ Farmers market with fresh fruits and vegetables/ Organic farming/ Farms maintained in rural areas/ Wonderful agricultural market for local growers/ Still has open areas where farming is happening/ Less manure spread

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on fields in Peru/ Active farmlands allow children to learn and experience farming, afford a scenic rural landscape and provide convenient farm stands offering fresh, locally grown produce

Friendly and safe

Neighbors help neighbors/ Children are safe/ Most youth are very responsible/ Neighborly/ Clean & safe/ Active neighborhood watch/ Stop neighborhood vandals/ Police patrol/ Well lighted/ Safe place to raise children/ Family friendly atmosphere/ Friendly, neighboring atmosphere/ Law enforcement/ No crime/ Safe neighborhoods, low crime & vandalism/ No speeding vehicles/ Community members that interact with each other/ It is a safe community – low crime rate

History

Historic park & museum at Mason's Mill/ Historically preserved downtown homes/ Historic houses & character maintained & emphasized/ Attractive, older homes well taken care of, maintaining vintage quality/ Historical society/ Historic buildings have been preserved/ Historic sites well marked and used as asset/ Peru has its own museum and historical center/ Respect for historical significance/ Not placing an adult entertainment facility in the most historic area of the town

Taxes

Affordable taxes/ Low property taxes

Community Pride

Entry to the village from all directions will be aesthetically pleasing/ Strong sense of community pride/ A community that has a strong welcoming program, providing info packets and visits to new families

Second Survey Results

A second survey was done to determine if how the community felt about the draft vision and goal statements. The following outlines the results for this public effort:

Draft Vision Statement - This is how we want the Town to be in the future:

- (1) Do you agree with the vision statement?
- 184 (70.5%) I agree with this statement
- 7 (2.68%) I do not agree with this statement
- 69 (26.44%) I agree with some, but not all of it.

Draft Goals

<i>Goal 1: Protect the Town’s significant environmental resources (For example, these might include unique plant and animal habitats, ground water quality, wetlands, or surface water).</i>	210 (76.92%) I Agree 12 (4.4%) I Do Not Agree 51 (18.68%) I Somewhat Agree
<i>Goal 2: Preserve and enhance the Towns’ historical and cultural heritage.</i>	228 (83.82%) I Agree 2 (0.74%) I Do Not Agree 42 (15.44%) I Somewhat Agree
<i>Goal 3: Protect community identified open spaces and scenic views.</i>	214 (78.68%) I Agree 9 (3.31%) I Do Not Agree 49 (18.01%) I Somewhat Agree
<i>Goal 4: Enhance the visual character of the town.</i>	226 (83.39%) I Agree 11 (4.06%) I Do Not Agree 34 (12.55%) I Somewhat Agree
<i>Goal 5: Provide quality public services, infrastructure, and recreational opportunities in a cost effective manner.</i>	235 (87.04%) I Agree 12 (4.44%) I Do Not Agree 23 (8.52%) I Somewhat Agree
<i>Goal 6: Create a vibrant business climate that encourages growth in a manner that maintains the Town’s environment, rural character, and quality of life.</i>	225 (82.42%) I Agree 14 (5.13%) I Do Not Agree 34 (12.45%) I Somewhat Agree
<i>Goal 7: Keep small town and rural atmosphere.</i>	217 (79.78%) I Agree 14 (5.15%) I Do Not Agree 41 (15.07%) I Somewhat Agree
<i>Goal 8: Protect farms, farmland, and promote agricultural economic growth.</i>	218 (80.44%) I Agree 12 (4.43%) I Do Not Agree

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	41 (15.13%) I Somewhat Agree
Goal 9: Provide quality roads and pedestrian systems.	244 (90.04%) I Agree 5 (1.85%) I Do Not Agree 22 (8.12%) I Somewhat Agree
Goal 10: Promote quality and affordable housing opportunities.	203 (75.75%) I Agree 15 (5.6%) I Do Not Agree 49 (18.28%) I Somewhat Agree
Goal 11: Promote the town center as the community focal point.	208 (77.61%) I Agree 12 (4.48%) I Do Not Agree 47 (17.54%) I Somewhat Agree
Goal 12: Encourage use of the Little Ausable River and Lake Champlain for recreational and economic development.	199 (73.7%) I Agree 18 (6.67%) I Do Not Agree 53 (19.63%) I Somewhat Agree
Goal 13: Maintain and enhance Peru's sense of community.	235 (88.01%) I Agree 8 (3%) I Do Not Agree 23 (8.61%) I Somewhat Agree
Goal 14: Support a quality education system.	232 (87.22%) I Agree 8 (3%) I Do Not Agree 26 (9.74%) I Somewhat Agree

(3) Which of the 14 goals do you feel should be a priority for the Town?

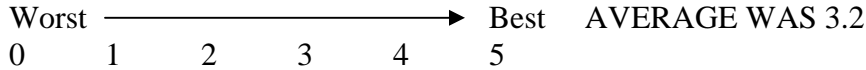
First	Second	Third
1 = 44 (17.46%)	1 = 0 (0%)	1 = 0 (0%)
2 = 33 (13.1%)	2 = 10 (4.26%)	2 = 0 (0%)
3 = 18 (7.11%)	3 = 10 (4.24%)	3 = 4 (1.75%)
4 = 30 (11.86%)	4 = 10 (4.24%)	4 = 3 (1.32%)
5 = 42 (16.6%)	5 = 22 (9.32%)	5 = 0 (0%)
6 = 32 (12.65%)	6 = 48 (20.34%)	6 = 9 (3.95%)
7 = 18 (7.11%)	7 = 30 (12.71%)	7 = 15 (6.58%)
8 = 5 (1.98%)	8 = 29 (12.29%)	8 = 20 (8.77%)
9 = 9 (3.56%)	9 = 15 (6.36%)	9 = 15 (6.58%)
10 = 6 (2.37%)	10 = 23 (9.75%)	10 = 12 (5.26%)
11 = 2 (0.79%)	11 = 9 (3.81%)	11 = 4 (1.75%)
12 = 1 (0.4%)	12 = 8 (3.39%)	12 = 17 (7.46%)
13 = 0 (0%)	13 = 10 (4.24%)	13 = 11 (4.82%)
14 = 8 (3.15%)	14 = 4 (1.69%)	14 = 107 (46.72%)

The Following Goals have priority status with participants: Goal 1, Goal 6, Goal 2, Goal 5, Goal 7, and Goal 8.

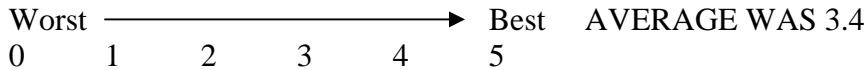
Community Image Survey

The following are the results of the image survey and a written survey that accompanied it:

1. How would you rate the overall visual character of the hamlet of Peru? (Please circle one number below that best describes your rating.)



2. How would you rate the overall visual character of the rest of the Town of Peru (outside the hamlet)? (Please circle one number below that best describes your rating.)



3. Please list up to FOUR words that describe the positive visual character of the hamlet of Peru? (IN ORDER)

- a. HISTORIC (7 PEOPLE)
- b. SMALL TOWN (6 PEOPLE)
- c. CLEAN/WELL KEPT (5 PEOPLE EACH RESPONSE)
- d. QUAIN T/RURAL/QUIET (4 PEOPLE EACH RESPONSE)
- WARM/WELCOMING (4 PEOPLE)
- FRIENDLY/SAFE (3 PEOPLE)
- TREES (3 PEOPLE)
- PEACEFUL/CHARMING/INVITING/RUSTIC (2 PEOPLE EACH RESPONSE)

4. Please list up to FOUR words that describe the positive visual character of the rest of the Town of Peru (outside the hamlet)? IN ORDER

- a. SCENIC BEAUTY (21 PEOPLE)
- b. RURAL (16 PEOPLE)
- c. OPEN (11 PEOPLE)
- d. FARMS (10 PEOPLE)
- HILLS AND MOUNTAINS (6 PEOPLE)
- NATURAL (5 PEOPLE)
- QUIET (4 PEOPLE)
- ORCHARDS (4 PEOPLE)
- APPEALING/BUCOLIC/LANDSCAPE/DIVERSE/FRIENDLY (1 PERSON EACH RESPONSE)

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5. Where is the most positive and visually pleasing location in the hamlet? Why?
CHURCH/GAZEBO/PARK AREA: ATTRACTIVE, PEACEFUL, WELCOMING, PLANNED, CHARMING, RELAXING, GENTLE, HISTORIC)

FRONT OF PERU SCHOOL AREA (NICE DESIGN, NICE SETBACK FROM ROAD, FRIENDLY)

22/22B INTERSECTION: OLD FASHIONED, VILLAGE-LIKE, TREES, HISTORIC)

6. Where is the most positive and visually pleasing location in the town outside of the hamlet? Why?

LAKE AND LAKE SHORE (12 PEOPLE): SCENIC, BEAUTY, MOUNTAINS, NATURE, TREES, MOTHER CABRINI SHRINE)

UNION ROAD/RIVER ROAD (5 PEOPLE)

OPEN LANDS AND FARMLAND, ORCHARDS (4 PEOPLE)

ROUTE 9 FROM BEAR SWAMP ROAD TO LAKE (2 PEOPLE)

ST. PATRICKS – VIEW OF VILLAGE

VIEW FROM RESERVOIR

ALL MOUNTAIN ROADS

CALKINS ROAD

BRAND HOLLOW ROAD

JARIUS ROAD HEADING SOUTH

LAPHAM MILLS ROAD

7. Where is the most negative and visually unpleasing location in the hamlet? Why?

22 north section going out of town

All businesses with open parking & no vegetation or character

Any run-down or vacant buildings

area around old Agway

bear swamp road

bear swamp road entering village, need larger set backs with trees

bear swamp road--approach to village from interstate

broken down houses

center of village, looks empty from loss of amerigas

Conwell and browns trailer parks

Corner of Bear Swamp to tops parking lot, very sterile, unaesthetic corner
dilapidated old buildings, less clean and poorly landscaped trailer parks, Peru hardware

east side of bridge into the traffic light

Fred chase house & property, no paint + hardware area in center of town

huge barn, destroys the landscaping

intersection of 22-22B, worn out, poor architecture, no trees or plants

movies, videos, and more--very ugly building and parking lot, no trees

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new commercial development of bear swamp rd--Mcdonalds & gas station designs
night lights on school campus, way too many
north Benel-Roses' house
old Agway building
old Agway store
Old brick buildings (Peru hardware), very old, plain, lacking character & aesthetics.
Peru hardware, abandoned look of building
Rt 22 sweet treat and traffic light
Rt 22-growing with more business (I like the rural atmosphere)
signs
Stewarts
tops store/plaza. Parking lot near road, ugly, blank wall domination view
tops, visually + architecturally poor, no landscaping, parking lot too open
trailer park of union road, no landscaping, visually sore
trailer parks--unappealing, junky
Tram road--site of old rail yard
unkempt or bleak commercial stores
vacant buildings, neglected homes and buildings
white Doctors office building next to gazebo

8. Where is the most negative and visually unpleasing location in the town outside of the hamlet?
Why?

22 & 22B
abandoned buildings
area driving to golf course from Rt 22
bear swamp rd below fuller rd intersection, junky and wrecked and unkempt
bear swamp rd between hamlet and Northway, clutter, visible cars, lack of trees
bear swamp road from 87 to intersection at 22
bear swamp road from highway to the tops, commercial feeling
Bear swamp road, loss of trees, no common designs, road is too wide
cluttered unkempt farms
corner of bear swamp road and Rt 9--semi abandoned commercial property
cow farm factory next to cemetery, small and displeasing
Diamond dolls-ugly buildings, dirt parking lots
huge cow farm on 22B south of town and Quaker cemetery
junk yards
Laphams mills road, trash, junky yards and cars
Lapham mills area
Lapham mills road
mobile homes and parks around town, because of run-down look
north of town center on 22B past apple storage to the Blake road
parts of lapin mills, blank alley
Peeaslieville rd, poorly maintained mobile housing, & Bear swamp, post office below rd level, inconsistent signage
Rte 22 into Peru, mix of unkempt areas
the large dairy farm
trailer park @ Rt 190, out in open, not well landscaped, lacking curb appeal
trailer park @ Rt 190,towards Plattsburgh, no landscaping, eye soar
Trailer parks

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Union road, destroys landscaping
Unkempt houses and junkyards
used car lot
water underground buildings of barney downs road

9. Please use the attached map to identify the general location of town where you live. Please and X on the map below where you live.

NORTH: 12 PEOPLE
SOUTH: 3 PEOPLE
EAST: 5 PEOPLE
WEST: 3 PEOPLE
TOWN CENTER: 12 PEOPLE

10. What is your age? AVERAGE AGE WAS 51 YEARS

11. How long have you lived in the Town of Peru? AVERAGE WAS 25 years

Observations of Slides from Community Image Survey – Town of Peru

Common Characteristics of Negative Slides:

Large, complex signs having multiple businesses advertised on one sign.
Parcels have large expanses of pavement between road and building
Long to excessive setbacks of structures
Multi-lane roads
Lack of street trees
Landscaping not apparent
Typical franchised buildings that are common
Pedestrian system unapparent, car oriented images
Multi-family housing complexes
Treeless subdivisions, subdivisions with repeating housing styles, garages oriented towards street

Mixed Results (equal number of people rating negative and positive resulting in “0” average score):

Conventional Subdivision (most of the subdivision slides fell in this mixed result category) – all had lack of shade trees, no sidewalks, houses built on obvious former open field.
Single-family residences set in middle of open field or large expanse of grass
Some of the stand-alone commercial buildings such as CVS, Wendy’s, etc. (most were characterized by parking in front, lack of landscaping, no shade trees, large signs)
Many of the scenes had structures that when close up- were rated positively, but taken into context with the entire sites setting, received mixed results. These

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slides typically had longer setbacks, no sidewalks, little or no landscaping, lots of parking and a view of asphalt between structure and road.
Multi-family apartments, town house styles, etc.

Common Characteristics of Positive Slides:

- Ample shade trees and highly apparent landscaping
- Buildings have shallow setbacks from road
- Signs smaller and lower, and/or attached to buildings
- Sidewalks visible in slide
- Narrow roads, country roads
- Tree-lined streets
- Commercial buildings are of traditional “downtown” style (multi-story, brick and flat-topped) and house-like in appearance
- Buildings of traditional architecture
- Houses closer together with garages typically setback from main structure
- Houses with large trees screening substantially from road
- All scenes showing farmland, undeveloped natural areas, orchards

Slides from Peru

Characteristics of Negative Slides:

- Backside of Tops Grocery (lack of windows, doors, factory-like) as seen from street
- Complex of road signs along road (road side clutter)
- Franchise buildings
- Streets and buildings with lack of landscaping or apparent pedestrian system

Mixed Results (equal number of people rating negative and positive resulting in “0” score):

- Front of Tops Store from parking lot
- Post Office
- Long scene of Bear Swamp Road
- Mobil Mart
- Hamlet residential street

Characteristics of Positive Slides:

- Hamlet downtown area (received higher scores than commercial areas on Bear Swamp Road)
- Hamlet downtown hardware store
- Heyworth Building – historic
- All scenes of open space and orchards (especially open spaces with mountains in background)
- Single well-designed sign seen as stand alone (no other signs visible) (they like the design of individual sign, but not the clutter of seeing multiple signs)
- Residential streets having large trees screening structures (including new homes screened by apple trees)
- Gazebo
- Church near gazebo

Strategy Setting Workshop

A workshop was held in November 2004 where participants were asked to brainstorm ideas on how the Town of Peru can accomplish the various goals that are important to the community. The following is a summary of these ideas. Most were incorporated into the recommended strategies of this plan.

<p>Goal 1: Protect the Town's significant environmental resources (For example, these might include unique plant and animal habitats, ground water quality, wetlands, or surface water).</p>	<p><u>Ideas Generated by Participants</u></p> <ol style="list-style-type: none"> 1. protect resource from pollution or development via zoning 2. Protect water from ag runoff with streamside plantings, plow in manure, build cow bridge over rivers. 3. Keep open lands 4. Prevent ag runoff from reaching Little Ausable River – get state \$ 5. Make resources more available for appreciative views of wetlands. 6. Zone restrictions on wetlands and setbacks from rivers 7. Enforce regulations 8. Offer tax incentives for people to give town property with environmental restrictions. 9. List significant resources on deeds 10. Zoning for protection 11. Planning Board should check for groundwater on all subdivisions and have increased environmental sensitivity. 12. Inventory and identify 13. Offer incentives for farm run-off/manure 14. Expand storm sewer for runoff 15. Educate people about lawn fertilizers 16. Regulate storm drainage and control runoff 17. Mark nature walk with educational information/plants
<p>Goal 2: Preserve and enhance the Towns' historical and cultural heritage.</p>	<ol style="list-style-type: none"> 1. Set up town committee 2. Pay historian more 3. Identify historical buildings 4. Set up historical space for ideas. 5. Identify and protect town graveyards. 6. Highlight and preserve underground railroad sites. 7. Add historical markers 8. Add older buildings on register...town can encourage and help

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	<ol style="list-style-type: none"> 9. Provide incentive for private landowners via taxes or recognition 10. Provide walking tours and educate community. 11. Have town kiosk off interstate with Peru History/Welcome 12. Restore through zoning/restrictions 13. Use 2nd floor of Heyworth Building for museum 14. Support the library programs. 15. Town newspaper with a history column. 16. Have historical walk or driving tour with underground railroad historical markers 17. Get science clubs to participate and scouts. 18. Oral history presentation 19. Establish a museum at town hall with artifacts and pictures or at library 20. Build welcome center on Bear Swamp Road 21. Do a local/regional marketing campaign. 22. Encourage school field trips
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<p>Goal 3: Protect community identified open spaces and scenic views.</p>	<ol style="list-style-type: none"> 1. community land trust, buy land – can use some and preserve others, such as apple orchards. 2. enforce dead car ordinance. 3. use rail road right of way for recreation – destroyed, protect it from happening again. 3. offer financial incentives 4. develop organization that supports views, etc. 5. Planning board should ensure that you can't build big and break views. 6. don't build on agricultural lands 7. change zoning 8. if ag was to be sold, certain amount had to remain undeveloped. 9. limit development heights 10. make scenic over looks – buy land and keep. 11. ensure these areas are not subdivided. 12. keep green spaces green 13. Use easements 14. Gazebo 15. Route 22 is scenic along whole way. 16. Heyworth building is beautiful, keep wall 17. Route 9 along water is beautiful 18. First identify scenic locations, then need to zone to protect them.
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	<ol style="list-style-type: none"> 19. some of best views are from ag land. Don't want to go wild or be highly developed. 20. solicit grants to buy land or easements 21. encourage state to take over 22. sign law in zoning 23. See what other communities are doing in their zoning. 24. Keep industrial parks out as this means increased traffic, wider roads, etc. 25. More professional/service type businesses. 26. Make a map of nice areas, including shrine 27. Bridge in town is pretty on either side 28. restrict building, intensity, height 29. protect picturesque neighborhoods, ex. Jabez Allan Rd. 30. Encourage DEC to develop walkways and x-country ski trails on Terry Mt. 31. Boat launch to Royal Savage developed in hodge podge view. 32. Next to state land along Route 9 Valcour Island, pretty view. 33. Good view of farms looking at Mts. Toward Patent Road. 34. Radio Tower could get in way 35. restrict cell phone and radio towers 36. enhance views in town with walkways along river 37. Have pull-offs along State roads with scenic views.
<p>Goal 4: Enhance the visual character of town</p>	<ol style="list-style-type: none"> 1. DOT – don't change roads 2. DOT – more input from Town needed 3. Improve town maintenance of roads an work to maintain trees along sides 4. put power lines underground 5. have a town spruce up campaign 6. have a beautification day – landscaping 7. have property maintenance of abandoned buildings 8. landscaping plans required for new and old businesses 9. tax rebate for visual enhancement 10. apply for grants for redoing sidewalks and landscaping in older section of town. 11. Guidelines for Bear Swamp development to be in character with town and not franchised 12. pursue programs to protect ag lands 13. plant street trees 14. contact Arbor Day Foundation

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	<ul style="list-style-type: none"> 15. educate people on how planning board is formed 16. lack of energy awareness...situate new houses so they are environmentally sustainable 17. sign regulations 18. grant for changing historic buildings into museum 19. signs should be properly cited 20. size and design of building should fit neighborhood 21. cobblestone crosswalks for aesthetics and traffic calming
<p>Goal 5: Provide quality public services, infrastructure, and recreational opportunities in a cost effective manner.</p>	<ul style="list-style-type: none"> 1. Have town newsletter 2. Recreational grant writer needed 3. Encourage better usage of current facilities of churches, town hall, schools 4. kids need something in winter 5. can we walk school halls in evening 6. use facilities of school for weight room, adult education, computer labs, art, etc. 7. tennis courts – Jenkins St. bad job, why? Waste of money 8. need tennis courts 9. need basketball courts – ones at school not good 10. Walking path needed 11. Will village get all services but be paid for by all? 12. busing for students to state park to swim lessons 13. x-mas tree pick up 14. water can be provided by grants. 15. need people in town to administer properly 16. upgrade village water system, if leaky 17. walking/bike trail needed to attract people 18. boat docks 19. fishing along Little Ausable 20. Partner with schools for athletic facility/partner with other towns too 21. Town hall to house historians office 22. have bike trails/ walkways to lake 23. have skate board park and activity center for kids. 24. pursue more grants for fire dept. 25. improve road run-off, keep from going in river 26. bury electrical wires in new development

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	<p>27. street trees needed</p> <p>28. bike paths needed</p> <p>29. continue to invest in schools every year</p>
<p>Goal 6: Create a vibrant business climate that encourages growth in a manner that maintains the Town's environment, rural character, and quality of life.</p>	<ol style="list-style-type: none"> 1. encourage industrial park if well designed 2. consider tax incentives for new businesses, and existing businesses 3. Dashnaw Road is possible industrial development site. 4. discourage businesses that are out of scale with town (large box stores) 5. encourage boutique type stores 6. establish small industrial park 7. provide local tax incentives to encourage home based businesses 8. attempt to establish an incentive zone to encourage business 9. encourage industrial company to develop in Peru 10. encourage sale of locally grown products 11. improve appearance of existing businesses 12. landscaping and trees needed 13. grants for façade improvement 14. design standards for businesses along Bear Swamp Rd. 15. require parking in rear of business 16. establish office or chain industry zones if well designed or landscaped 17. make improvements like antique lighting poles 18. smaller businesses to scale of our Community Planning & Environmental Associates 19. design standards for new businesses 20. access roads off Bear Swamp Rd to limit curb cuts should be explored 21. encourage office/clean industry if well sited away from downtown 22. encourage businesses off Northway exit 23. encourage small business in town center – grow businesses 24. encourage trade school 25. expand infrastructure (water, sewer) – need commitment of town board 26. Casino 27. If we are going to allow adult entertainment, place in a rural, out of the way, unofficial location (ie, near conv. Station) 28. Encourage office/clean industrial park if inconspicuously located. 30. consider methods for efficient traffic flow.
<p>Goal 7: Keep small town and rural</p>	<ol style="list-style-type: none"> 1. cluster subdivision

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<p>atmosphere.</p>	<ol style="list-style-type: none"> 2. larger lots 3. consider architectural design standards (and size) 4. landscaping standards for businesses 5. do not cut large trees 6. protect farm land 7. do something about liquid manure. 8. Establish standards for good appearance of town buildings, landscaping 9. height standards and architectural design standards needed 10. parking behind new businesses 11. incentives for improving appearance of businesses 12. retain town center/create town center 13. define town center 14. encourage commercial services (consolidate town services) 15. businesses in walkable distances. 16. control amount of growth in town center 17. farmland easements and cluster subdivisions 18. Focusing industrial park outside of village 19. landscaping standards 20. stricter zoning 21. cluster subdivision 22. avoid houses right on road 23. small town activities like festivals and community activities 24. focus all new small businesses (doctors offices, vets) in specific sites (ie town center) 25. voluntary purchase of development rights on farms
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<p>Goal 8: Protect farms, farmland, and promote agricultural economic growth.</p>	<ol style="list-style-type: none"> 1. State buyout of development rights 2. lower taxes on genuine farms 3. start farmers market 4. promote retail outlets 5. buffer zones 6. be flexible to change emphasis 7. odor from cows/preserve odor 8. limit size of individual farms 9. promotion of local produced foods 10. needs to have sufficient acreage of farms per animals 11. runoff needs to be treated for water quality 12. develop farm market (several people said this) 13. CSA – Beth Sprauh – contact 14. Tax more farmers 15. consolidate farm to protect water quality 16. limit size of individual farms 17. community officials should be more friendly towards farmers 18. need more tax incentives 19. farmers should be more sensitive to community needs 20. improve communication between farmers and town 29. buffer zones when new houses are put in. 30. environmental water protection from runoff 31. tax incentives needed (several people said) 32. farmer market in Heyworth/ Village 33. Have lot restrictions 34. create apple fest which celebrates local farmer 35. identify the products produced in Peru
<p>Goal 9: Provide quality roads and pedestrian systems.</p>	<ol style="list-style-type: none"> 1. grants 2. brochures 3. skateboarding area 4. bike path 5. horseback 6. non-motorized trails

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	<ol style="list-style-type: none">7. use old RR beds8. tie into lake paths9. width, quality of shoulders for tractors10. don't get mowed enough11. need shoulder maintenance12. signage for Ag Equipment Caution13. sidewalk around school – school street14. map out exercise routes with signs and mileage markers15. snow shovel sidewalks by town16. repair and resurface existing sidewalks17. widen roads/shoulders where needed18. more traffic control19. parking in center of town dangerous Becky Diner20. Center turn lane on Bear Swamp Rd.21. lower speed limit22. bike and walk paths23. improve shoulders24. curbs needed in town.25. fix existing sidewalks26. control traffic patterns on Bear Swamp27. traffic light in center of town.28. ATV and snowmobile trails29. continue maintenance program30. review process to select repaving31. plow sidewalk in winter32. no parking on sidewalks (enforcement)33. continue sidewalk to Dunkin Donut34. Developer continues to put in roads, town maintains35. need zoning law for people to maintain sidewalks36. street design to facilitate pedestrian use37. wider sidewalks38. improve walkability39. 3 way stop at Stewarts40. crosswalks in center of town
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	41. parking issues in center of town
Goal 10: Promote quality and affordable housing opportunities.	<ol style="list-style-type: none"> 1. against “projects”; not interested in poor apartment housing 2. maintain/zone for appearance 3. carefully control aesthetics 4. Offer younger people apartments 5. lower income; accessible housing in village 6. siting/design construct for energy efficiency 7. accessible to Route 87 8. provide home ownership guide (inform new owners) 9. Provide adequate zoning 10. change subdivision regulations and identify ideal communities and model after them 11. More senior housing (Apple Valley very maintained and attractive) 12. Middle income condo’s 13. Guarded/gated communities for those over 55 years 14. no apartments (several people said) 15. zoning ??? (couldn’t read – sorry) 16. aesthetics of development important 17. landscaping needed/tree planting 18. more senior housing – offer more 19. education of public 20. change subdivision regs 21. façade appearance 22. careful planning of trailer parks 23. tax incentives for affordable housing 24. apartments for low income in town. 25. regulations to maintain property 26. regulation for energy efficiency 27. adult community for 55 and older 28. more apartments/condo’s
Goal 11: Promote the town center as the community focal point.	<ol style="list-style-type: none"> 1. Develop Heyworth Village (picnic tables, downstairs open room for community activities, gathering area)(several people said) 2. promote services to more/stay in town center 3. community activities

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	<ol style="list-style-type: none"> 4. move the town hall 5. refocus town services/businesses in town center 6. develop a downtown atmosphere 7. curb appeal – more tree planting, etc. 8. define town center (several people said) 9. Community decorations (several people said) 10. solicit grants 11. work to develop and change vacant buildings 12. landscaping needed 13. Have farmer market here 14. advertise more hamlet activities 15. promote town center 16. guidelines for facades 17 Community center, restaurant, farmers market 18. solicit growth 19. offer small business development help 20. move post office to???(couldn't read) 21. sign regulations 22. town beautification 23. walkability 24. work on physical features 25. reasons for services in hamlet
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<p>Goal 12: Encourage use of the Little Ausable River and Lake Champlain for recreational and economic development.</p>	<ol style="list-style-type: none"> 1. stock with fish 2. clean bat 3. add parking areas 4. walkways 5. trash 6. purchase easements 7. market and promote area 8. link bike path to Plattsburg 9. town use of Ausable Pt – partnerships, share expenses 10. tie in campground use with trails 11. control trail use
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	<ol style="list-style-type: none"> 12. develop Mason Mill area 13. have walking path 14. crosswalks across river “riverwalk” 15. ATV trail area 16. bike path 17 fishing ecotourism 18. environmental concerns DEC 19. lack of access is problem 20. farms – 21. don’t ruin water quality 22. recreation path 23. control quality of water 24. more access 25. increase use of recreation area 26. dam for lake 27. more use of Ausable Pt. 28. don’t overdevelop or over use 29. involve business with trail systems 30. maybe don’t include “economic development” in this goal
<p>Goal 13: Maintain and enhance Peru’s sense of community.</p>	<ol style="list-style-type: none"> 1. create events and partnerships with other organizations 2. community spruce ups 3. fireworks and bands 4. more town activities, talks, lectures, educational 5. more communication – newsletters, calendar of events, update website 6. farmers market at Mason Area 7. suggestion box for ideas at Library 8. Section in newspaper 9. have clean up days 10. publication of “news” 11. schools include Community 12. town newspaper (several people said) 13. town picnic 14. town meeting day 15. clean up day and interaction with civic groups

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	<ul style="list-style-type: none"> 16. increase community use of schools – ie walking indoors 17. community age interaction events 18. community day 19. spruce up day/green up day 20. gazebo activities 21. more shows involving community
<p>Goal 14: Support a quality education system.</p>	<ul style="list-style-type: none"> 1. Move higher on goal list 2. maintain what we have 3. make a higher priority 4. more interaction with town 5. explain tax patterns to high tax payers 6. stress academics 7. interaction of school with community on tax issues and needs 8. more publicity on voting 9. get kids involved in explaining need for education 10. town meetings 11. clearer channels of communication

Appendix C: Information on National Historic Districts

1. Participation in these programs is voluntary and could lead to opportunities for grants and technical assistance. The New York State and National Registers of Historic Places are the official lists of buildings, structures, districts, objects, and sites significant for their history, architecture, archaeology, and cultural features. The same eligibility criteria are used for the State and National Registers. Benefits of being included in an historic district are:

- a. Registered properties and properties determined eligible for the Registers receive a measure of protection from the impact of federal and/or state agency sponsored, licensed, or assisted projects through a notice, review, and consultation process.
- b. Owners of depreciable, certified historic properties may take a 20 percent federal income tax credit for the costs of substantial rehabilitation, as provided under the Tax Reform Act 1986.
- c. Registered properties receive priority consideration from federal and state agencies in space rental or leasing.
- d. There are no restrictions placed on private owners of registered properties. Private property owners may sell, alter, or dispose of their property as they wish. If state or federal funds are used, or if a state or federal permit is required for alteration of a historic resource, the proposal will be reviewed by the SHPO staff - regardless of listing status.

Appendix D: Information on Official Maps

Cities, villages, and towns may adopt official maps. These maps, adopted by ordinance or local law, may show existing and planned streets, highways, historic districts, parkways, parks, playgrounds, railroad rights of way, waterways and public transit facilities. When official maps are adopted, no building permit may be issued to construct or enlarge any building within the limits of these mapped areas except pursuant to conditions identified in the law. The purpose of having an official map is to prevent development from encroaching on sites proposed for public improvements.

Appendix E: Strengths, Weaknesses, Opportunities and Threats Analysis

This comprehensive plan and the goals it establishes is based upon an analysis of the Town of Peru's strengths, weaknesses, opportunities, and threats (SWOT). These SWOT were identified through public discussion, surveys, and a detailed analysis of its demographic, economic, environmental, and cultural profiles. Strengths are resources or capabilities that will help the Town fulfill its vision; weaknesses are deficiencies in resources and capabilities that will hinder Peru in fulfilling its vision; opportunities are factors or situations that can affect the town favorably and can help us meet our goals. Threats or challenges are factors or situations that can affect Peru negatively and prevent the town from reaching its goals. The SWOT analysis provides many valuable clues about potentially effective strategies, since every successful strategy builds on strengths and takes advantage of opportunities, while it overcomes or minimizes the effects of weaknesses and threats. These elements, both positive and negative, have a powerful impact on community development. The following table outlines Peru's identified strengths, weaknesses, opportunities and threats.

Strengths

- Strong feeling that the town offers a high quality of life
- Small town atmosphere
- Rural and historical character
- Strong sense of community
- Adequate infrastructure
- Town perceived as business-friendly
- Farm support services and infrastructure adequate for now
- Exceptional natural scenery and resources
- Agriculture still active
- Quality schools
- Location to Plattsburgh, Adirondacks, etc. – good access
- Low crime rate
- Perception of quality public services
- Town center is focal point
- Numerous, outstanding scenic views exist
- Open space highly valued
- Church/gazebo park valued as very visually pleasing
- Little Ausable River
- Lake Champlain

Weaknesses

- No identified location for a business “hub”
- Town not aggressive in undertaking economic development
- Lack of service businesses in hamlet
- Northway prevents expansion of infrastructure along Bear Swamp Road
- Not enough housing for senior citizens
- Lack of parking in hamlet a deterrent for more commercial development

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Secondary roads may not adequately serve agricultural equipment/state police not sympathetic to farm machinery on roads
Not enough land available for expanding farm operations
Real property taxes a great burden for farm operations
Town Board, Planning Board do not understand Ag and Market laws and requirements
Lack of adequate year-round housing for migrant workers/zoning may restrict housing for this purpose
No town right-to-farm law
There is need for making town center more pedestrian friendly
There is need for more recreational opportunities
Need for more affordable housing opportunities
Bear Swamp Road developments and routes 22/22B not perceived as being attractive
Lack of community center
Town Center not perceived by many as being unique or with quality character
Some in non-farm community identify nuisances related to farm practices
Lack of organized ways of communication between town government and public
Outdated zoning regulations

Opportunities

Customer base for economic development is present
Locations for new commercial/light manufacturing district exist
Heyworth Building a location for small business development in hamlet and/or cultural, recreational, and historical development such as museum and community center
Location near Agway has potential for commercial development
Water and Sewer down Bear Swamp Road
Town center attractiveness could be improved/there is desire to establish design standards for commercial development
Service, tourist industries could be expanded upon/there is a need for more
There is desire for protection of open spaces, including agriculture
Increase access to Lake Champlain
Willingness on the part of some residents to pay for a community center, trails, historic protection activities

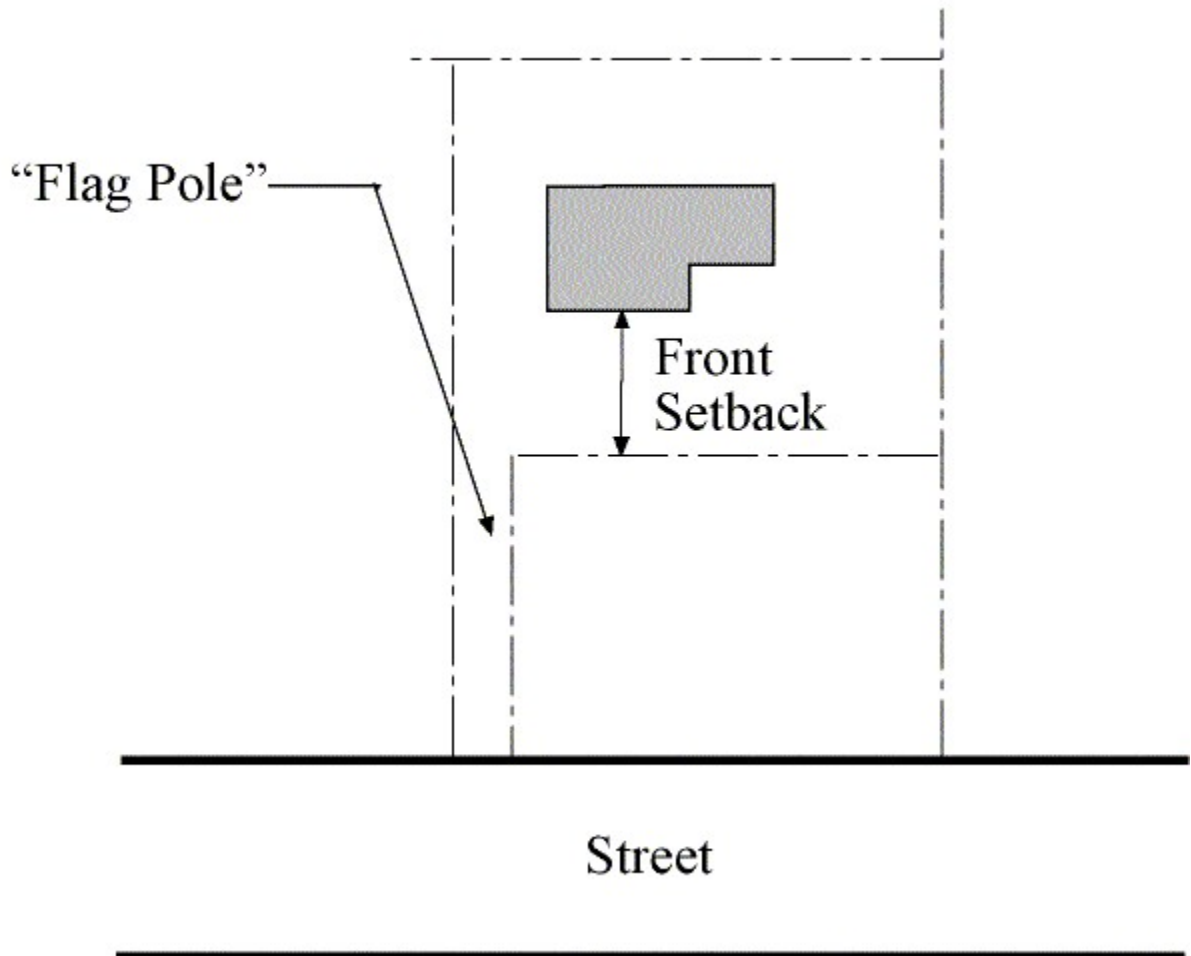
Threats

Loss of active farmland to non-farm development
Perceived or actual high real property tax rates
Traffic volumes especially along Bear Swamp Road/Northway exit are increasing with high speeds
Farm/non-farm interactions not always positive
Lack of general understanding of agriculture by public
Poor attitudes towards farming developing
New homes with apple trees that are not maintained are negatively impacting adjacent orchards
There is a lot of concern about water quality – especially related to agricultural impacts, development impacts, pollutants.
Residential development negatively perceived by many to reduce open spaces and contribute to residential sprawl

Lack of good job opportunities
Volume of out-of-area truck traffic going through town center

Appendix F: Information on Flag Lots

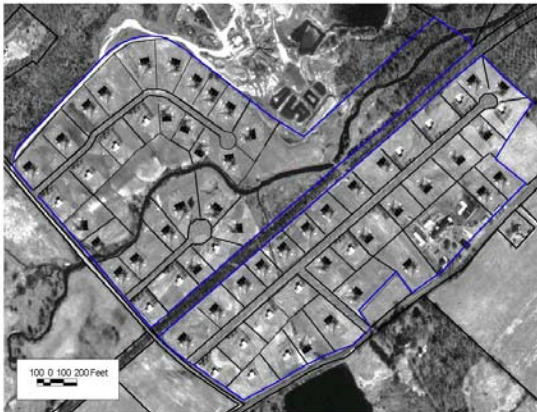
A flag lot, sometimes called a key-hole lot is a large lot meeting minimum frontage requirements and where access to the public road is by a narrow, private right-of-way or driveway, as shown below in the illustration. This type of development allows development of back-land areas while still maintaining their rural character. There are usually minimum requirements to meet for approving a flag lot to assure for proper development. Flag lots are usually not allowed to be further subdivided.



An Illustration of Clustering



This photo simulation illustrates a conventional subdivision at a density of one dwelling per four acres where the minimum lot size equals four acres. Note how all land in this parcel is “used” by being split up and part of individual home lots, including the stream corridor. This is an actual aerial photo of a sod farm in Orange County, NY.



This photo simulation illustrates a similar conventional subdivision, but at a density of one dwelling per two acres where the minimum lot size equals two acres. Note that all land in this parcel is “used” by being part of individual home lots.



This photo shows a clustered subdivision at a density of one dwelling per two acres, but houses are clustered around the existing farmstead with minimum lot sizes of one acre. Note that the majority of the parcel remains as open space and will continue to be used for sod farming. This subdivision would allow continued farming, as well as protection of the stream corridor that passes through the property. Ownership of the preserved parcel could remain with the original landowner, be owned by a homeowners association, or by one of the new landowners as a type of “estate lot”.

An Illustration of Conservation Subdivision

Example of A Conservation Subdivision (all illustrations from *Growing Greener*, by Randall Arendt, published by National Landmark Trust, 1999)



Lot layout of a site showing a typical subdivision where no open space is preserved. This lot layout yields 18 sites for building. The illustration below, and next page illustrates how this site could be developed under a conservation design. Using the flexibility of the tool, there are numerous ways the site could be developed.

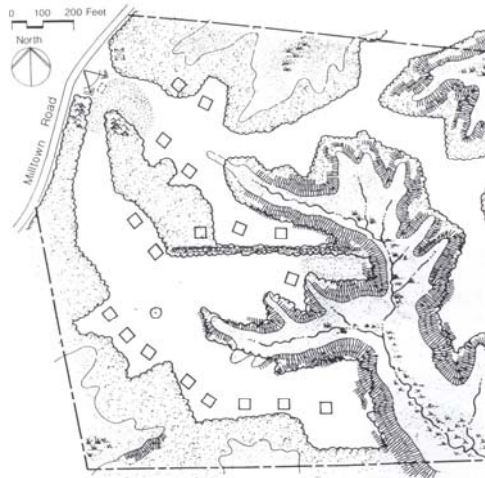
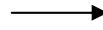
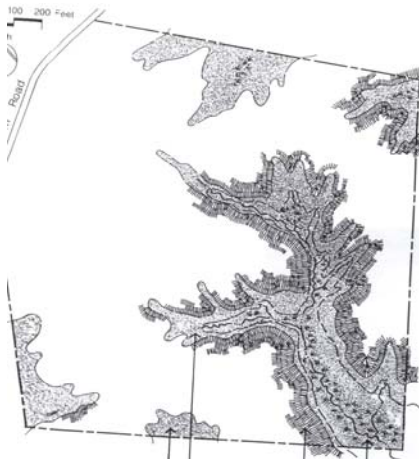
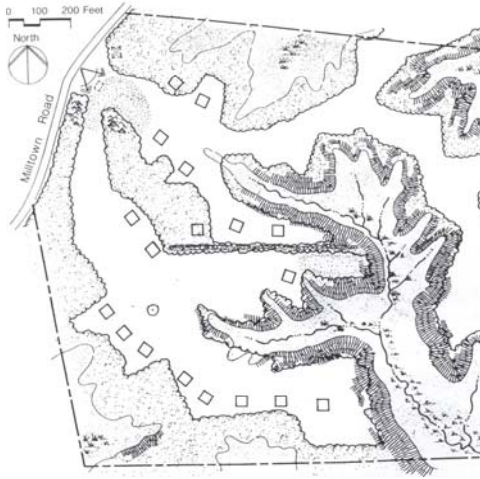


Figure 3: Conservation Subdivision

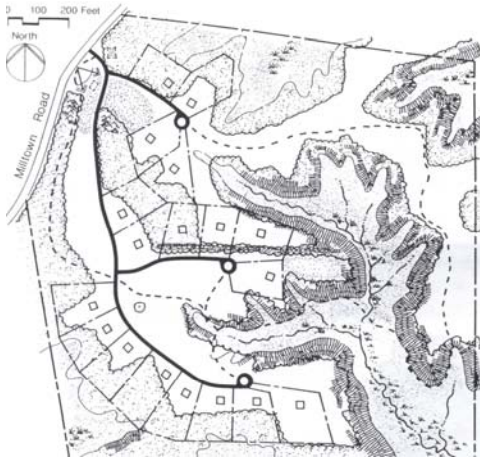


Step 1 of Conservation Subdivision design: identify areas to be conserved. In this example, wetlands, steep slopes over 25% and a 100-year floodplain are identified as critical areas to be preserved on this parcel.

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Step 2 of Conservation Subdivision design: locate house sites to maximize the number of homes with a view or direct access to the preserved areas of the parcel. Building envelopes or areas of disturbance are typically set.



Step 3 and 4 of Conservation Subdivision design: align streets and trails, and draw in lot lines. Streets should minimize new curb cuts from the access road. The last step is to draw in the lot lines. In this technique, lot lines are the least important task compared to a conventional subdivision where lot lines are drawn in first. Note that there are still 18 lots created in this subdivision at the same time that at least 50% of the site is preserved in an unbuilt condition.

Appendix G: Maps

The following maps are included in this comprehensive plan:

- Roads
- Tax Parcels
- Topography
- Watershed
- Water Features
- Flood Hazard Zones
- Slope
- Bedrock Geology
- Surficial Geology
- Farmland
- Property Class
- Agriculture
- Parks and Recreation
- Important Community Places
- Zoning
- Reservoir Zoning
- Build-Out Analysis Map