

# Peru Hamlet Revitalization Strategy

## Main Street Workshop



**Department  
of State**

**May 16, 2016**

This presentation was prepared with funding provided by the New York State Department of State under Title 11 of the Environmental Protection Fund.

**RIVER STREET**  
PLANNING & DEVELOPMENT



# Introductions

- **Peru Project Advisory Committee**
  - Adele Douglas, Peru Community Development Coordinator
- **Project Sponsors**
  - NYS Department of State Local Waterfront Revitalization Program
  - Town of Peru
- **River Street Planning & Development**
  - Margaret Irwin
  - Monica Ryan
- **PLACE Alliance**
  - Ian Law

# Tonight's Agenda

- Project Overview
- Tonight's Objective
  - Peru Comprehensive Plan and Hamlet Revitalization
  - Project Area Boundary
  - Summary Findings of Existing Conditions
  - Draft Vision and Ideas for Hamlet Streetscape Enhancements
  - Feedback From Stakeholders

# Project Overview

- Project is funded by the NYS Department of State Local Waterfront Revitalization Program under Title 11 of the Federal Environmental Protection Fund.
- Two Phases:
  - Phase 1: Development of a Hamlet Main Street Enhancement Plan
    - Study Area Boundary
    - Hamlet Main Street profile of existing conditions
    - Master Plan of preferred Main Street enhancements
    - Matrix of actions, projects and funding for identified enhancement
  - Phase 2: Enhancement Project Design and Construction
    - Design and permitting of one selected enhancement project based on priority, feasibility and cost
    - Construction of the selected project

# Progress to Date

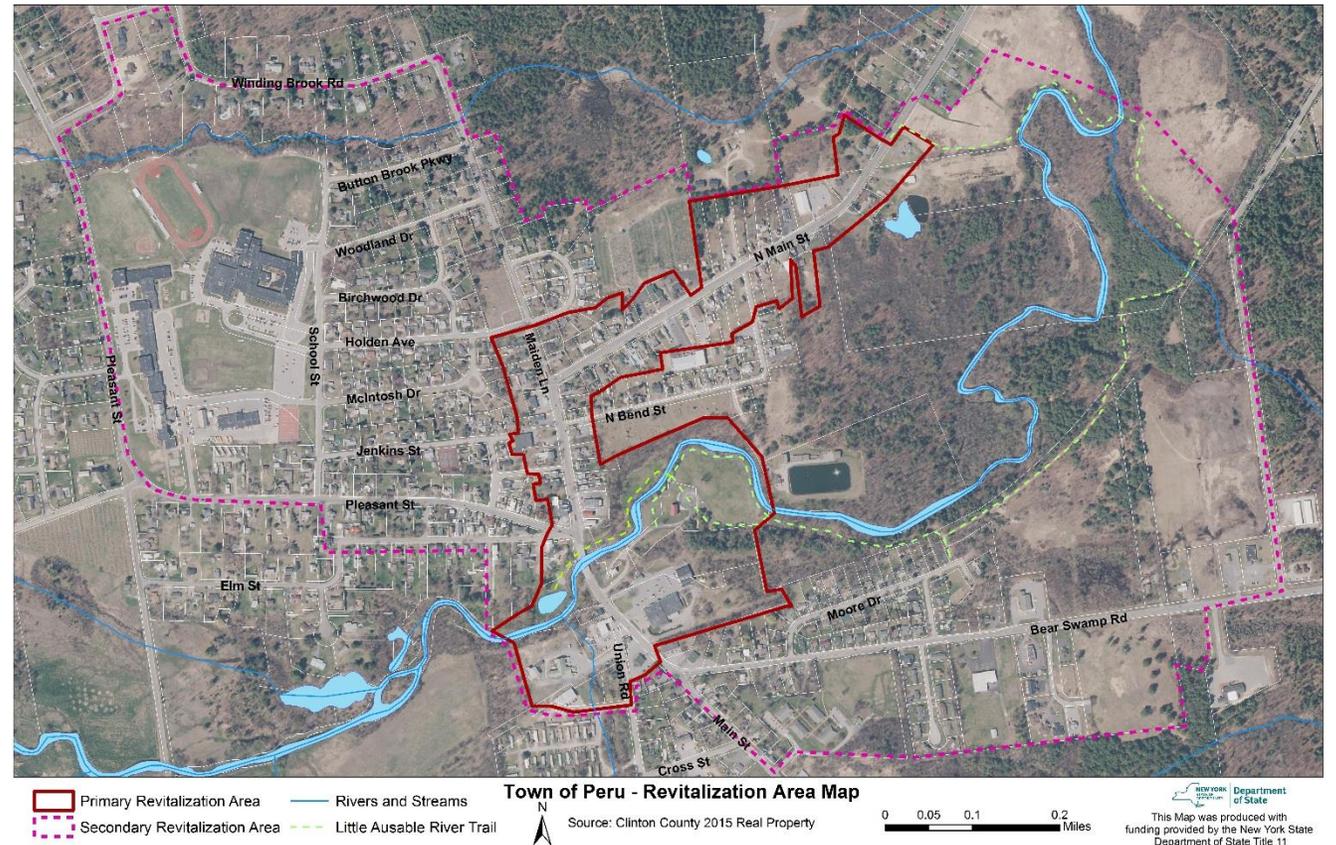
- Main Street Businesses Survey Conducted by Revitalization Committee
- Walking tour with River Street and PLACE Alliance
- Project Advisory Committee Meetings
- Existing Conditions Analyzed and Mapping Prepared
- Project Boundaries Selected

# Main Street Business Survey

- 17 Main St. businesses and services participated in the survey.
- Questions asked about making improvements to Main Street.
- Most common concerns/recommendations:
  - Excessive traffic speed through Town
  - Need more crosswalks/better sidewalks in spots
  - Intersection of Maiden Lane and Route 22 is dangerous
  - Intersection of Route 22 and Route 22B is busy and awkward (Elm St)
  - Improve access to/visibility of Heyworth/Mason Park
  - Street trees and planters would be good - but who would maintain?

# Project Boundary

- Primary Boundary focuses on the Main Street corridor.
- Secondary Boundary includes adjacent areas that are important connections to Main Street including:
  - Residential neighborhoods within walking distance.
  - Community assets like schools, the library, churches, recreation areas, the River, etc.
  - Other commercial areas.



# Peru's Comprehensive Plan Vision

## 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.”

# Plan: Town Center Focal Point

## **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 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.”

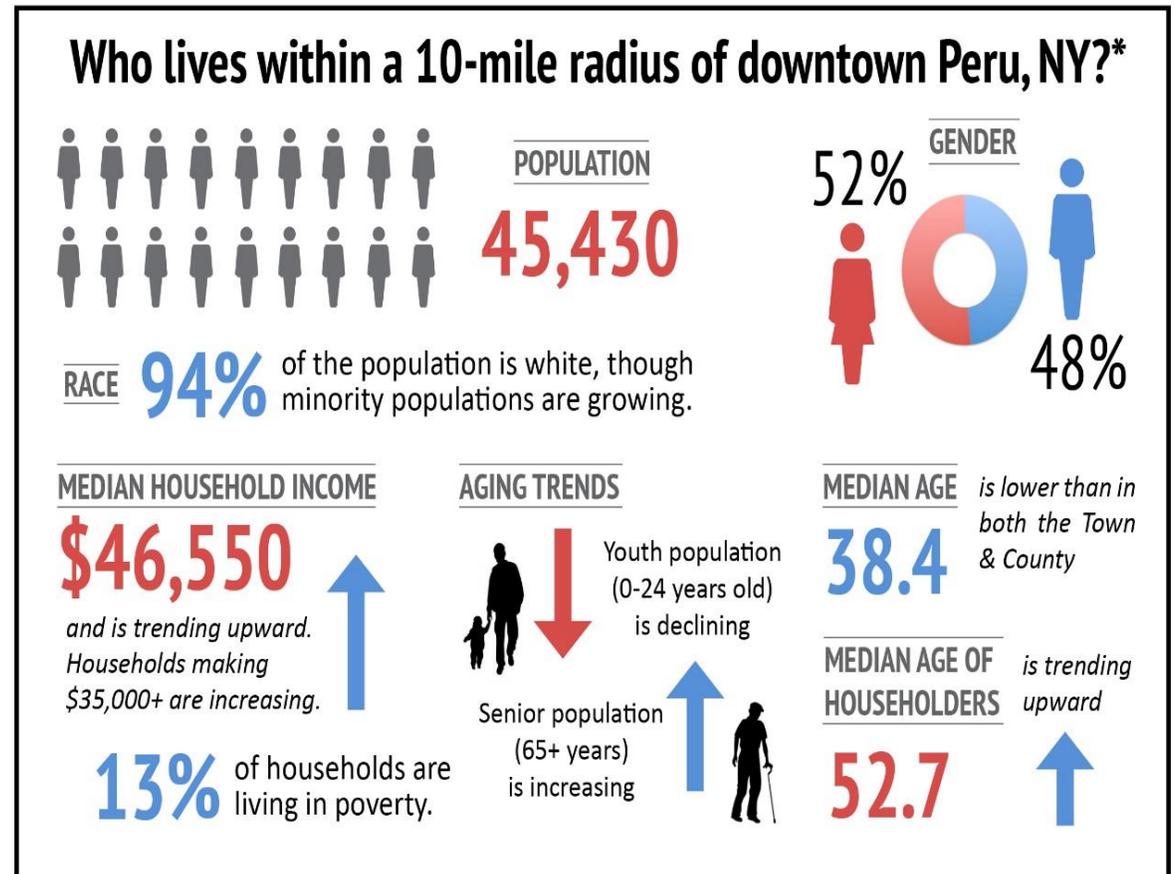
# Plan: Streetscape Improvements

## **Goal 10: Actions specific to streetscape improvements and hamlet revitalization:**

- Implement street landscaping and streetscape and façade improvements in the hamlet.
- Enhance the existing historic character of the hamlet.
- Develop features which define the boundaries and entrances to the hamlet. Peru should create exciting gateways at all the major entranceways to the hamlet.
- Create better sidewalks, sidewalk connections, and pedestrian opportunities.
- Institute the recommended zoning changes that encourage growth and infill development in the hamlet rather than outside on currently undeveloped parcels.
- Ensure that zoning allows the majority of commercial growth to take place in and around the hamlet.

# Existing Conditions: Demographics

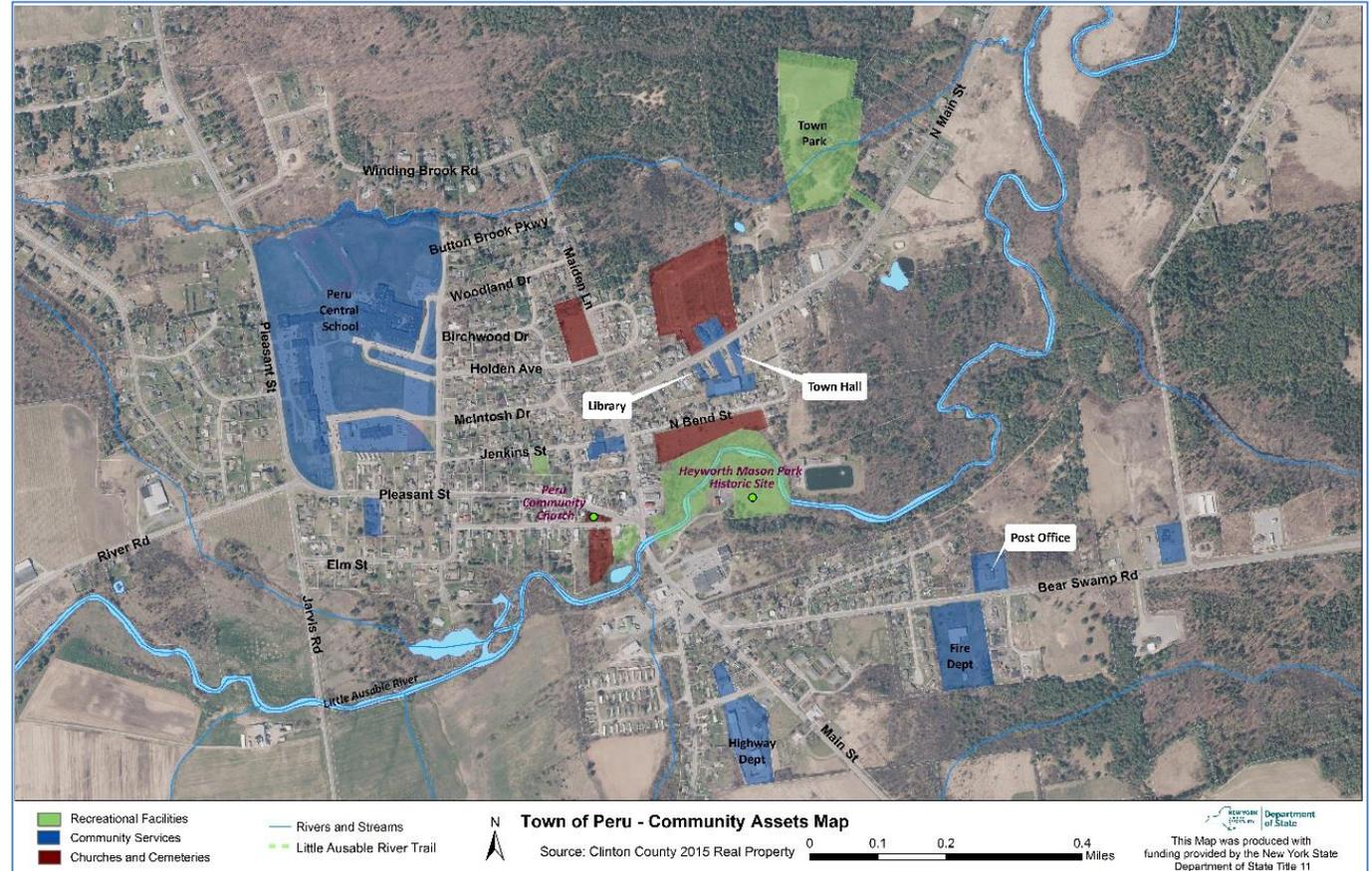
- The Hamlet, a census designated place, has an estimated population is 1,580.
- Stable population: 2.7% projected increase by 2021.
- Projected growth in 0-9 age group means the hamlet is attractive to young families.
- Decreases in other age categories: 10-24 and 34-54 (peak earning years).
- Households growing in the hamlet and county.
- Hamlet median age of almost 44 years is high.
- Hamlet median household income much higher than county: \$64,000 vs. \$48,200.



\*All data based on 2016 estimates from the Nielson Company's Pop-Facts Demographic Trends

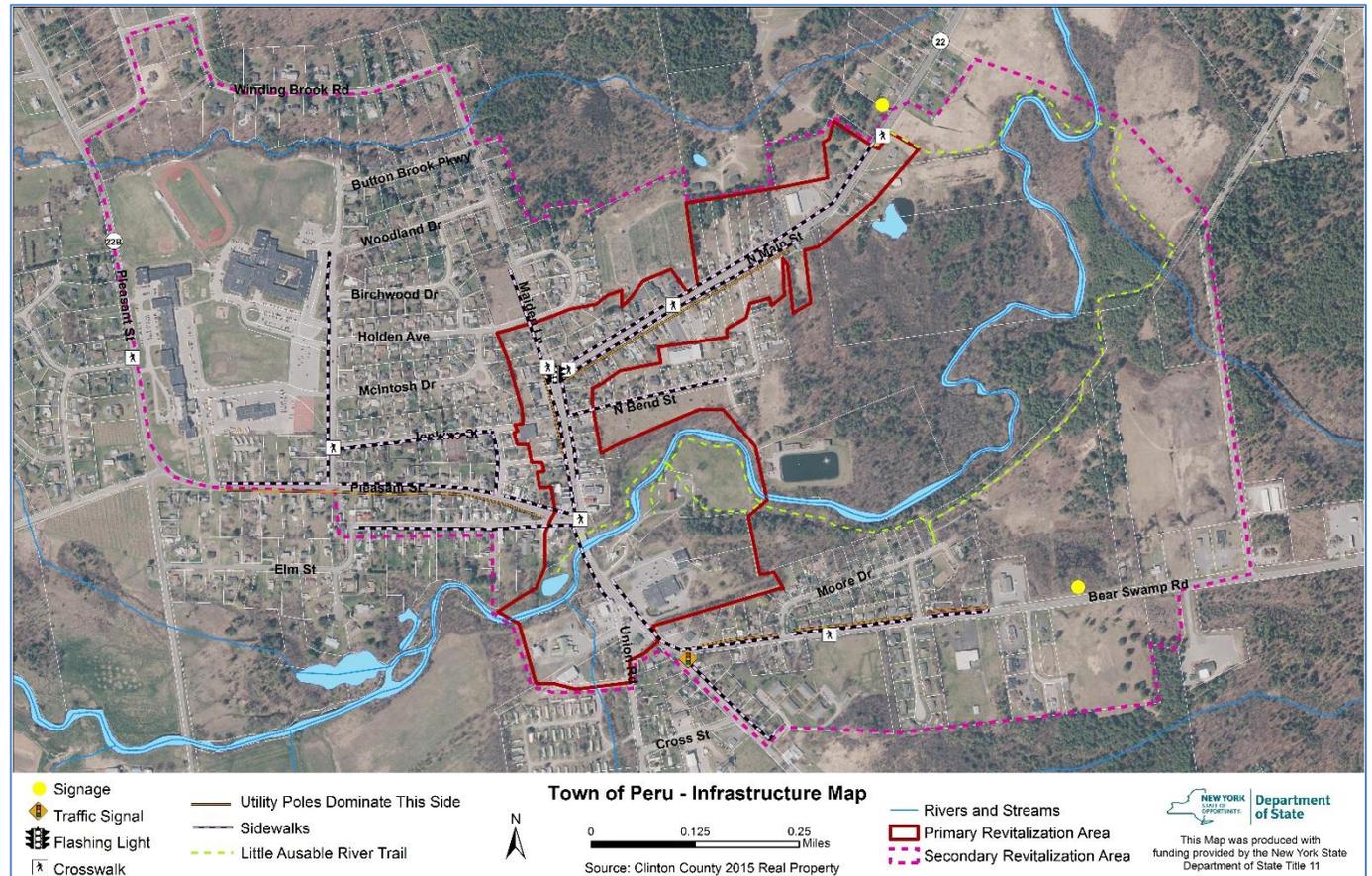
# Existing Conditions: Community Assets

- Town hall, school, library, churches, parks and organizations are assets.
- Little Ausable provides natural beauty/recreation.
- Little Ausable Trail is an important “off-road” amenity.
- Opportunity to extend the trail to Laphams Mills recreation facility.
- Heyworth-Mason park is an opportunity for public gatherings and events.



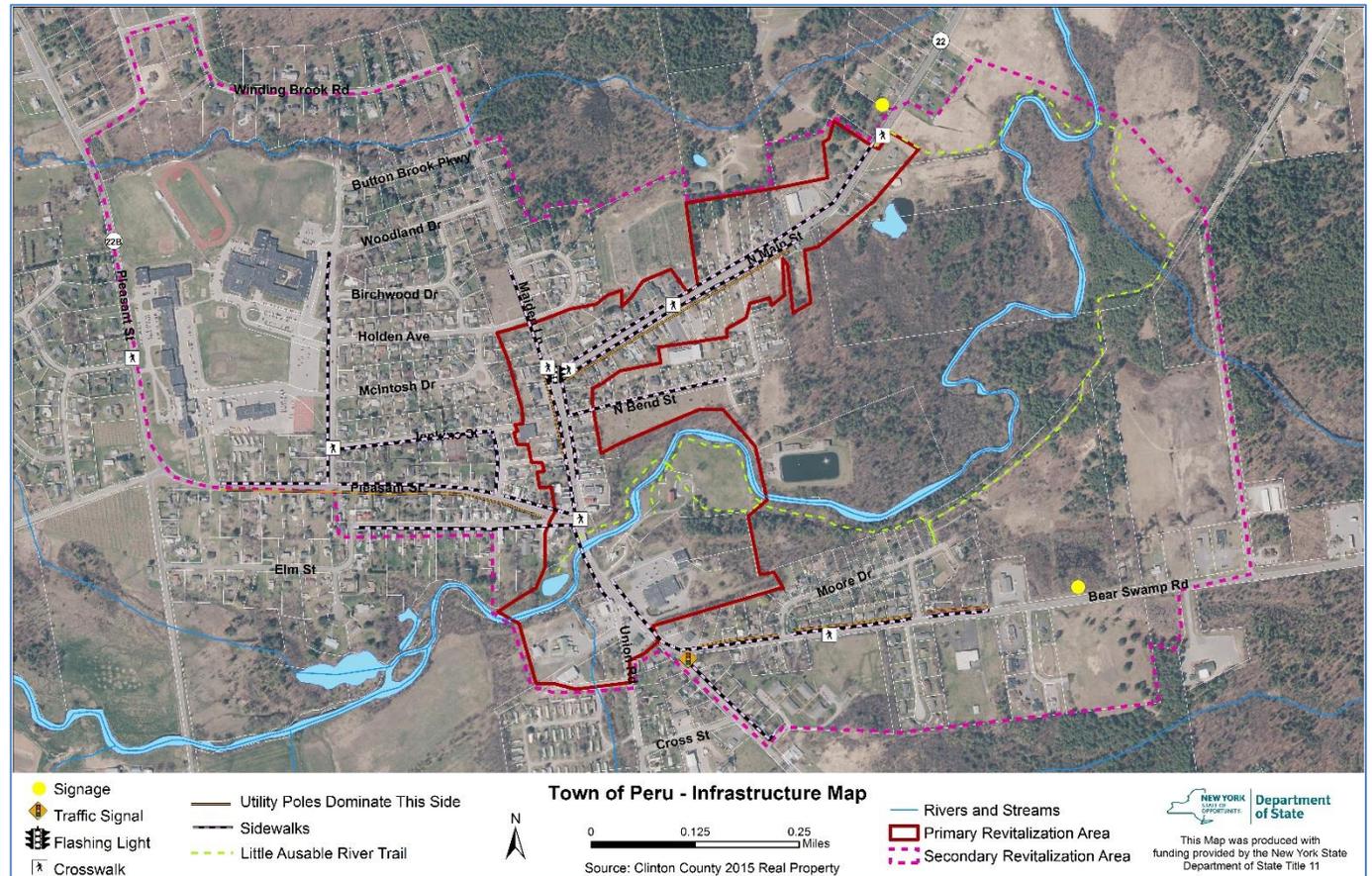
# Existing Conditions: Infrastructure

- Existing sidewalk system is fairly extensive and in good condition.
- Adequate parking for present level of users.
- Adequate municipal sewer and water capacity with future sewer line improvements planned.
- Excess pavement and road width on 22/22B results in high speeds making it unsafe for pedestrians and bicyclists.



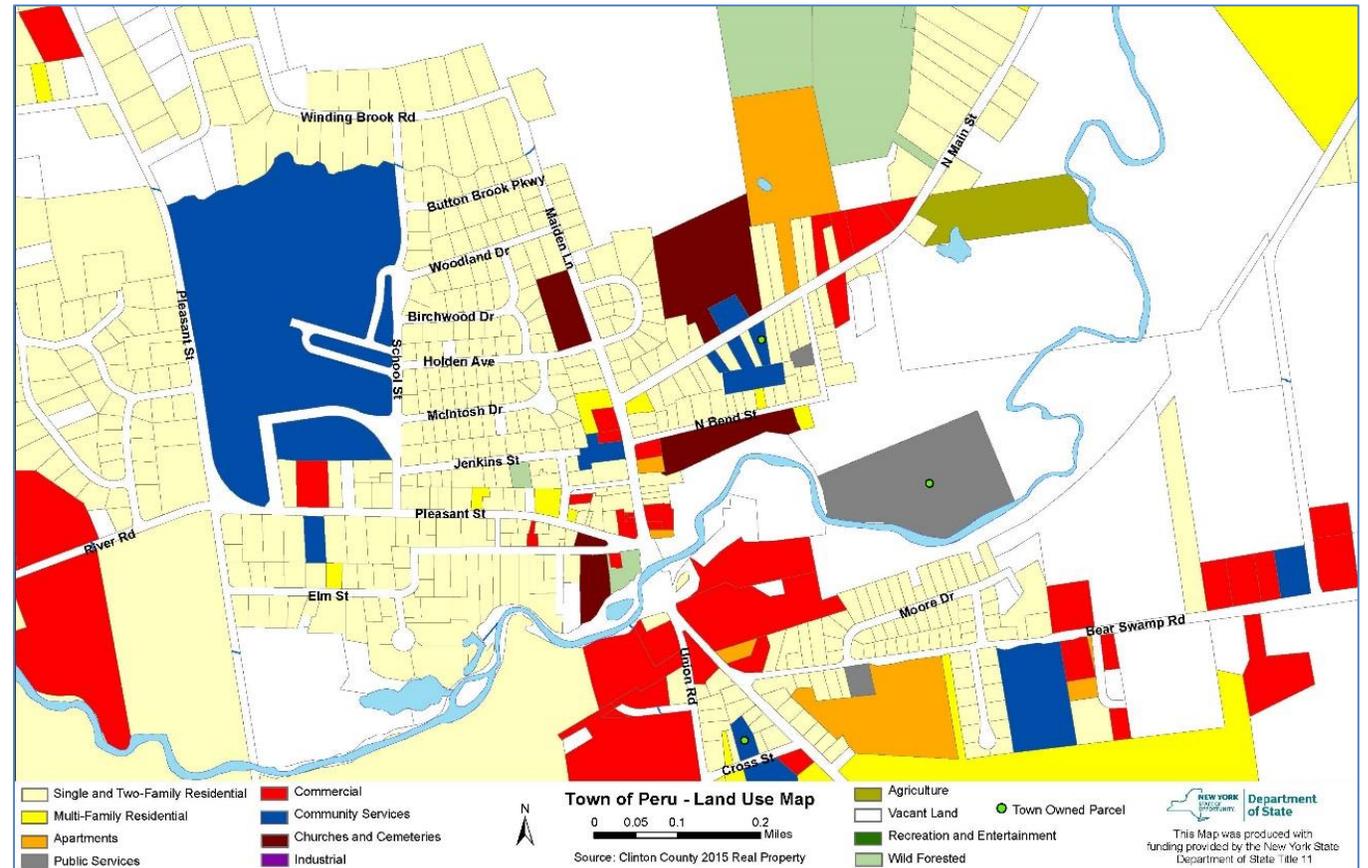
# Existing Conditions: Infrastructure

- Streetscape needs beautification and placemaking elements.
- Unsafe intersections & crossings:
  - Stewarts
  - Pleasant Street
  - Tops property
- Lack of wayfinding signage and gateway treatments.



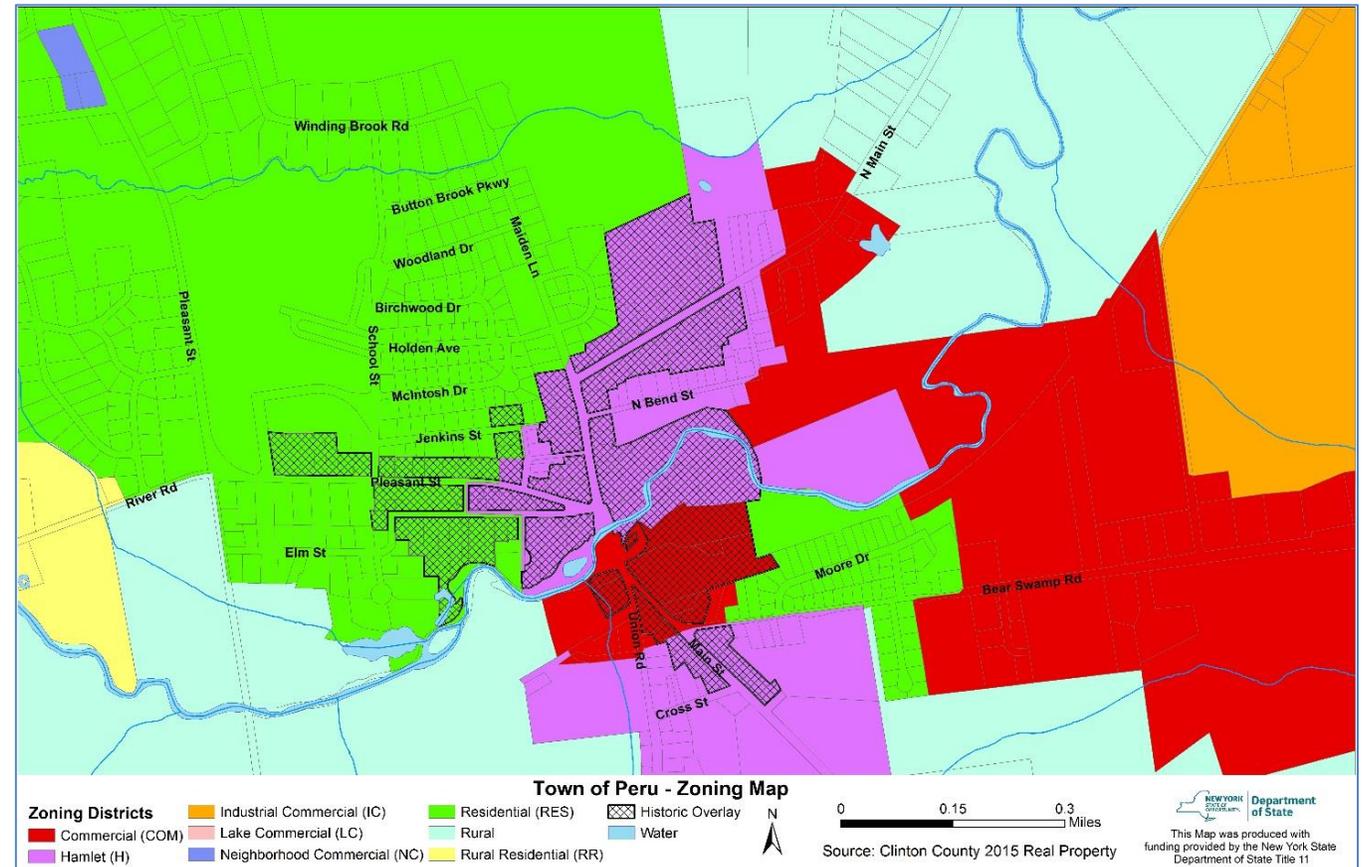
# Existing Conditions: Land Use

- Healthy residential base.
- Building stock generally in good condition.
- Walkable pedestrian scale.
- Community services like the school campus is a major strength.
- Recreational amenities in hamlet.
- Very few two family/apts.
- Lack of retail and businesses on Main St./hamlet core.
- Businesses dispersed; no critical mass.
- Few “destination” retail or services to draw within the 10 mile radius.



# Existing Conditions: Land Management

- 2014 zoning update to reflect Comprehensive Plan vision and goals.
- Allows appropriate mix of Main Street commercial and residential uses at the right density and scale to encourage infill or adaptive reuse of properties.
- New design guidelines will help protect owner investments and community character against poorly designed infill or building reuse.



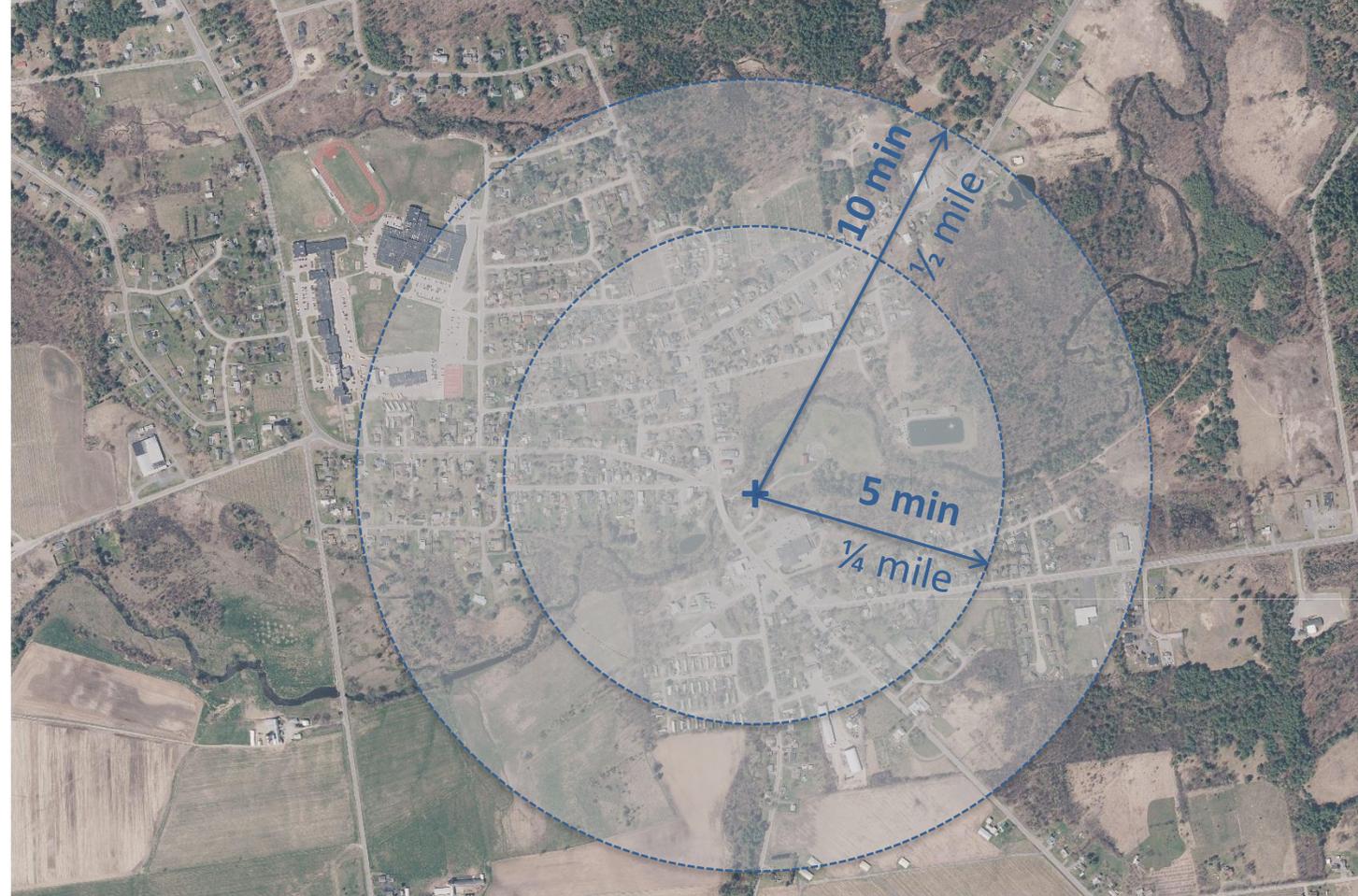
# Key Design Considerations

- Improved Connections
- Traffic and Pedestrian Safety
- Enhanced Aesthetics
- Re-establishment of “Town Center”



# Locating the Hub

- 5 and 10 minute walk radius.
- Established standard that defines distance pedestrians will travel to a vital hamlet core.
- Influences parking demand.



# Multi-Purpose Trail

- The proposed multi-purpose trail serves as the missing link in creating an active loop throughout the heart of Peru, dense, neighborhoods, and the Little Ausable River Trail.



# Multi-Purpose Trail Concept Images

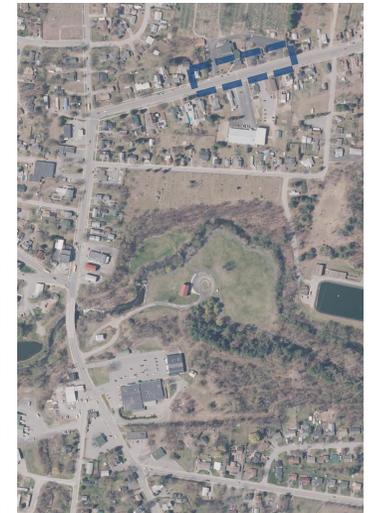


# North Main St. Enhancement: Section 1

- This design includes the multi-purpose trail with a landscape buffer, on-street parking (north.)
- Landscape buffer with sidewalk (south.)



Context:



# North Main St. Enhancement: Section 2

- This design includes the multi-purpose trail with a landscape buffer, on-street parking (north.)
- Landscape buffer with sidewalk, on-street parking (south.)



Context:



# North Main St. Enhancement: Section 2

## Existing Condition:



- Abundance of Asphalt

## Proposed Condition:



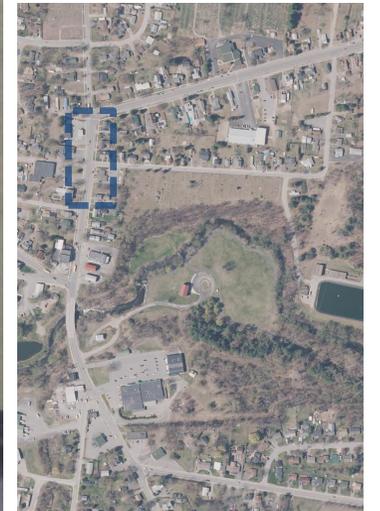
- Provides a more welcoming entrance while still allowing safe on-street parking zones and buffer for pedestrians.

# Main St. Enhancement: Section 3

- Multi-purpose trail, landscape buffer with reconfigured intersection/ pedestrian crossing.
- Sidewalk, landscape buffer, with strategic on-street parking zones.



Context:



# North Main St. and Main St. Intersection

## Existing Condition:



- Abundance of asphalt
- Un-safe crossing

## Proposed Condition:



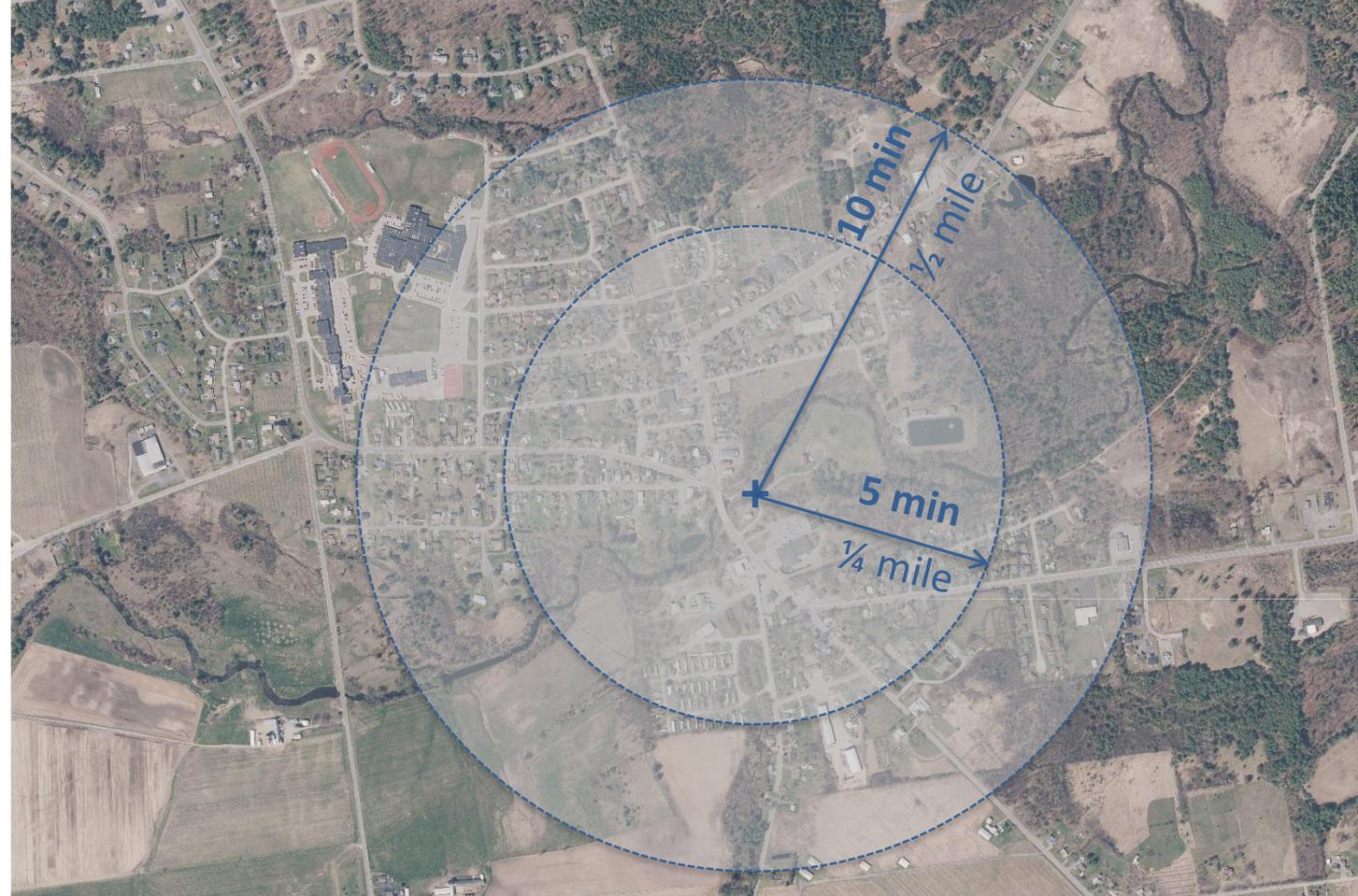
- Tightening of the intersection creates shorter and safer crossing

# Mixed-Use Hub: Existing Conditions



# Locating the Hub

- 5 and 10 minute walk radius.
- Established standard that defines distance pedestrians will travel to a vital hamlet core.
- Influences parking demand.



# Mixed-Use Hub: Section 4a



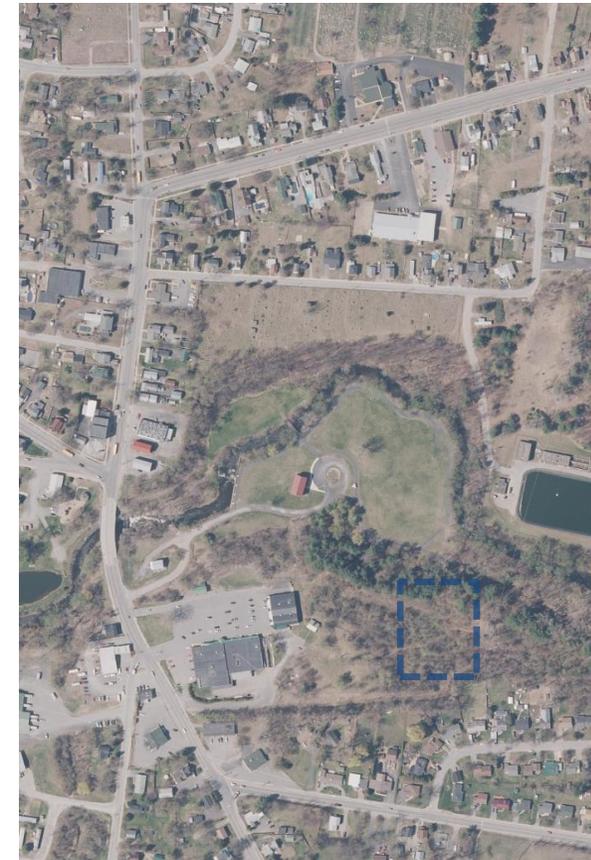
**Context:**



# Mixed-Use Hub: Section 4b



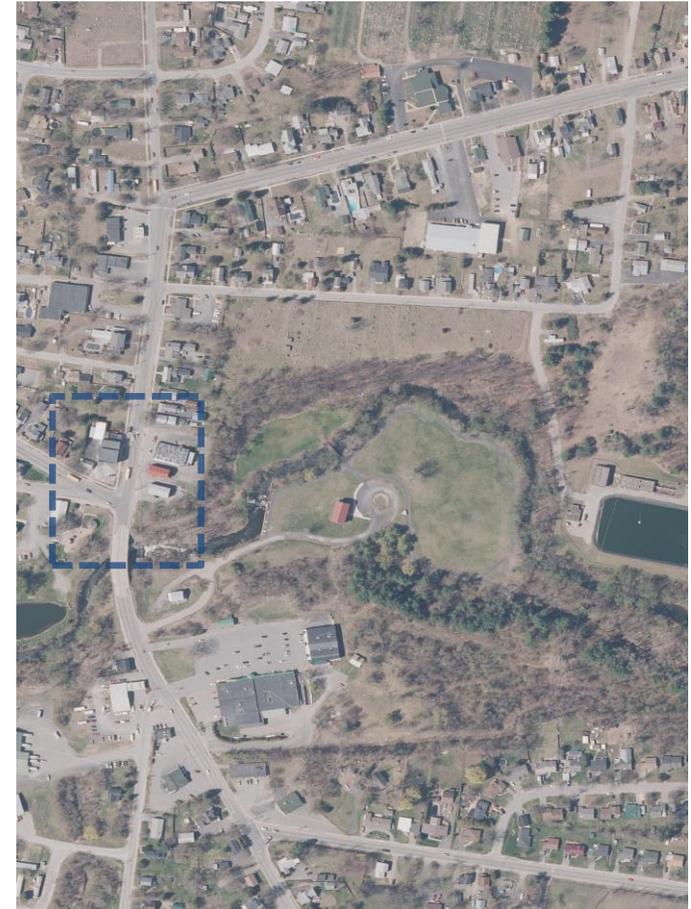
**Context:**



# Mixed-Use Hub: Section 4c



**Context:**



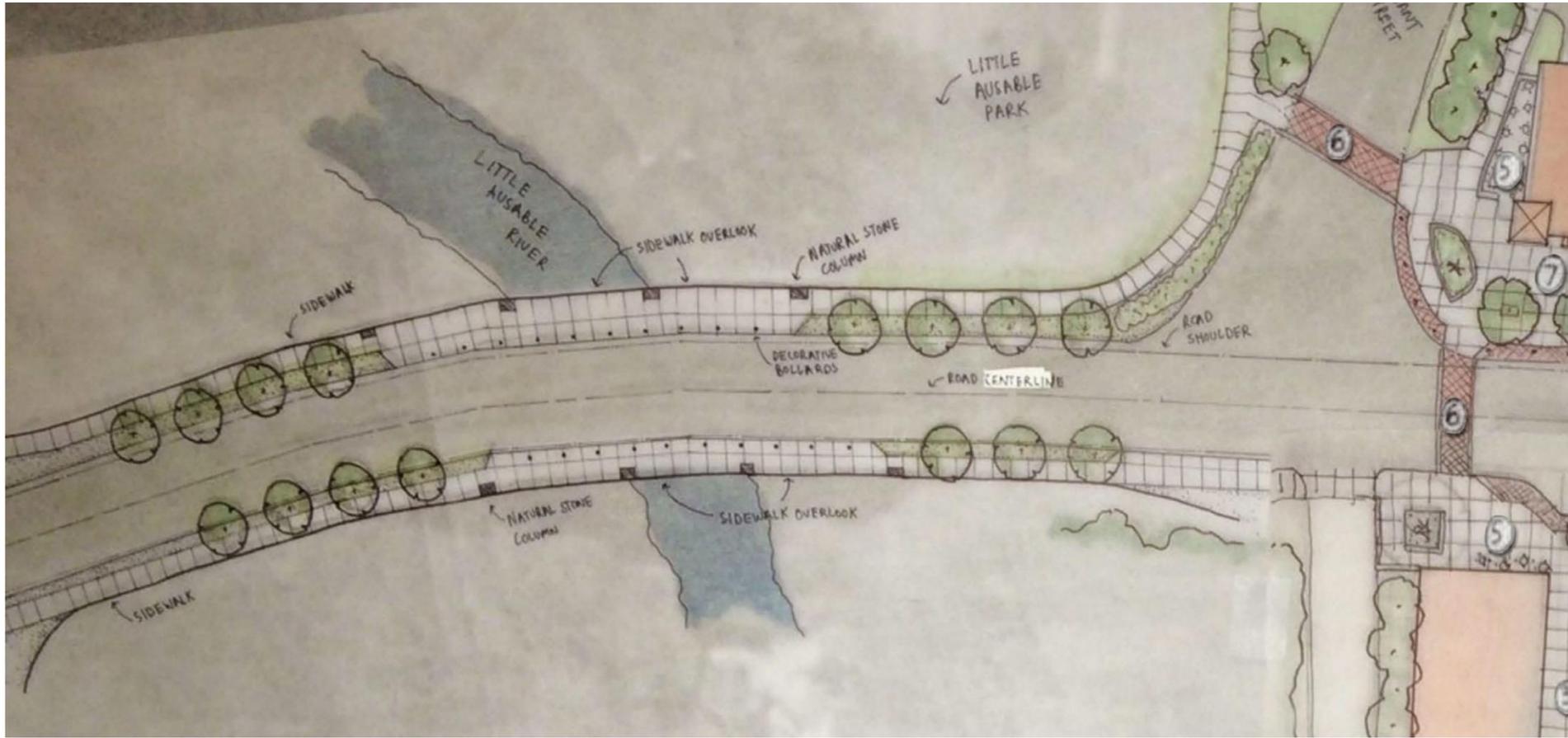
# Mixed-Use Hub: Concept Images



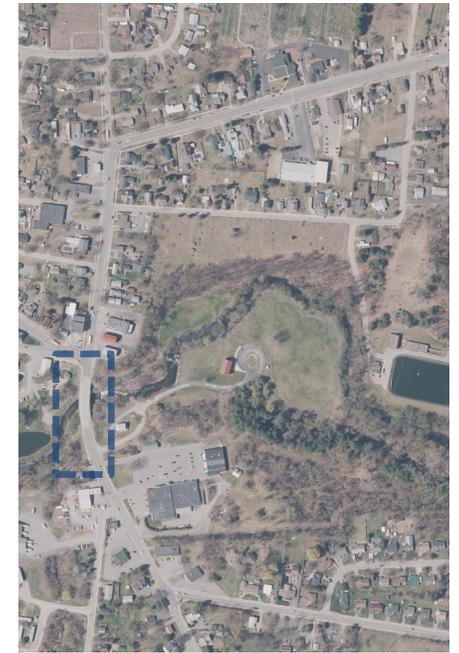
# The Bridge: Existing Conditions



# Bridge Enhancements: Section 5



**Context:**



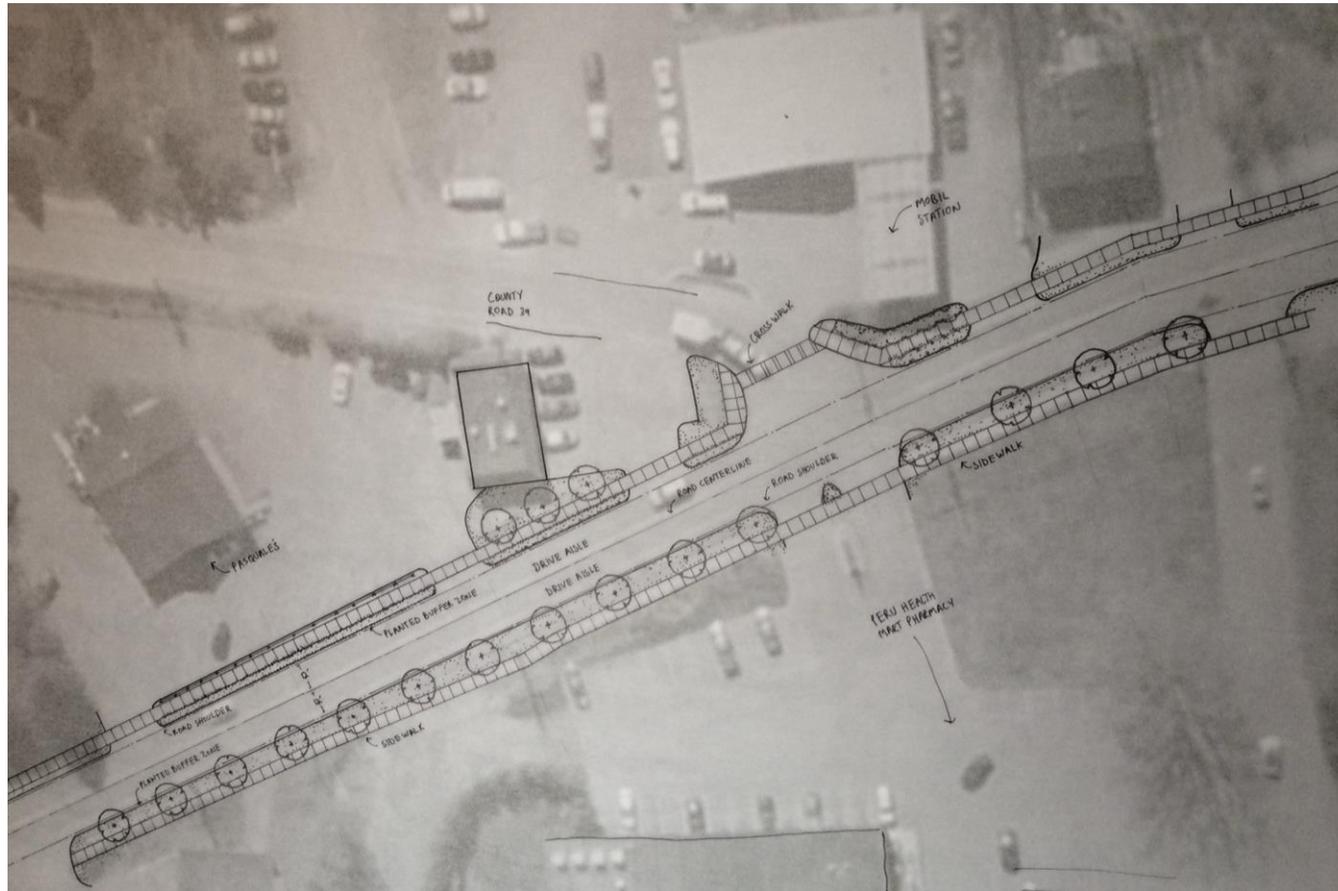
# Main St. Enhancement: Section 6



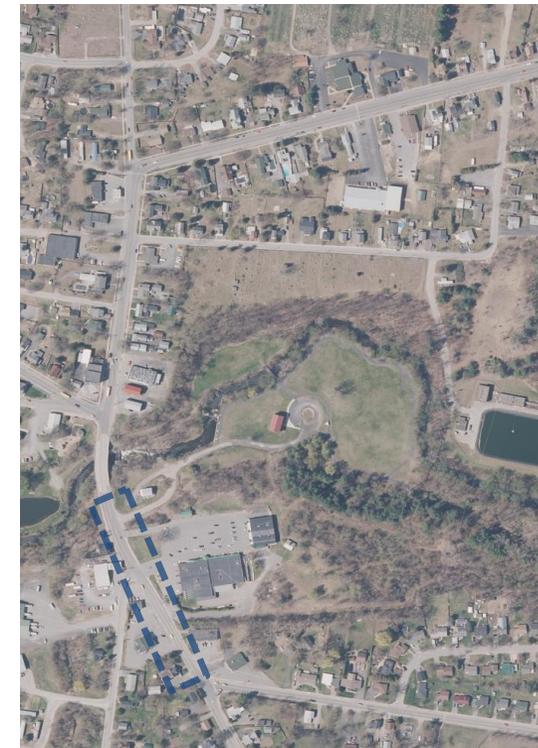
**Context:**



# Main St. Enhancement: Section 6



**Context:**

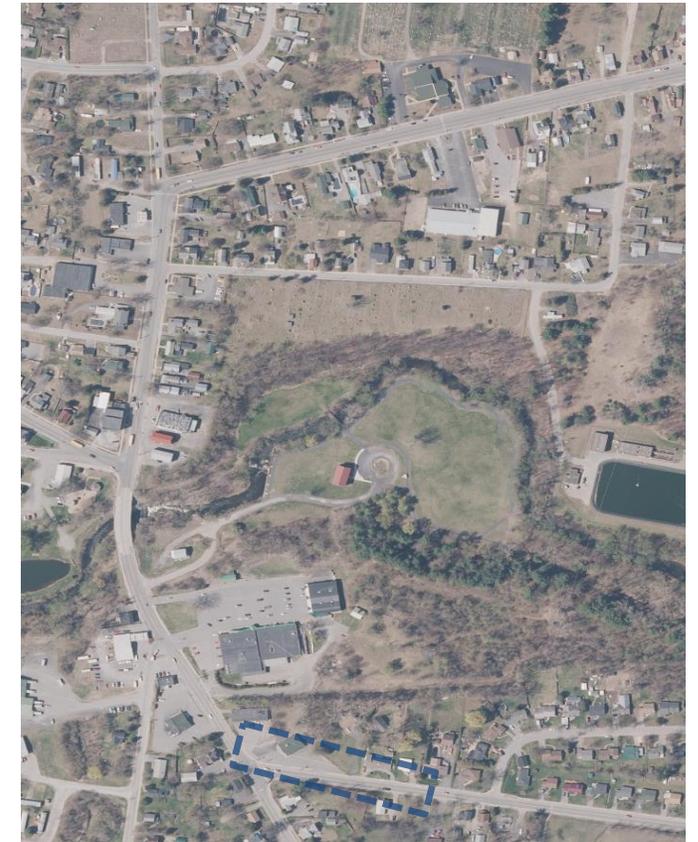


**Sidewalk connections with landscape buffer links neighborhoods to the bridge & hub.**

# Main St. and Bear Swamp Rd Intersection: Section 7



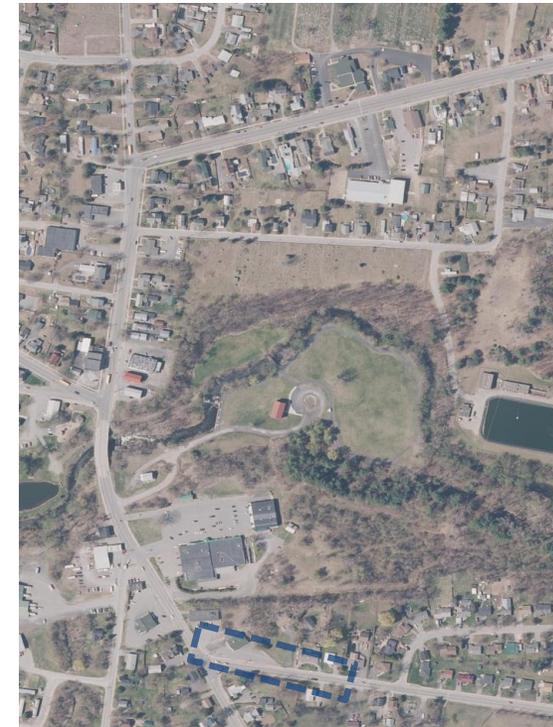
**Context:**



# Main St. and Bear Swamp Rd Intersection: Section 7



## Context:



**Sidewalk connections with landscape buffer & reduced road shoulders and landscape buffer create safer pedestrian crossings located on the existing crosswalk locations.**

# Next Steps

- Refine streetscape designs and Main Street Master Plan elements based on tonight's input.
- Identify projects and other actions necessary to implement the Main Street Master Plan, implementation steps, key stakeholders and potential funding sources.
- Develop Draft Plan document.
- Conduct a workshop to present the draft.
- Select a priority project to be designed and constructed based on priority, feasibility and cost (\$150,000 available).
- Complete design, permitting and construction.

# Thank you!

## Questions or Comments?

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