

Profile for the Town of Peru, Clinton County

History

A Brief History of Peru, New York

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 ³Union², 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 ³Friends² 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. They are ???

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 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 Features

Topography

Watersheds

Bedrock Geology

Surficial Geology

Environmental Features

Surface Waters

Wetlands

Flood Hazard Zones

Significant Ecological Communities

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

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

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

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 founding 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		

Environmental Sensitivities

Land Uses

Residential Properties **DESCRIPTIONS???**

Forest and Vacant Land

Commercial Properties

Agricultural Properties

Agricultural Districts

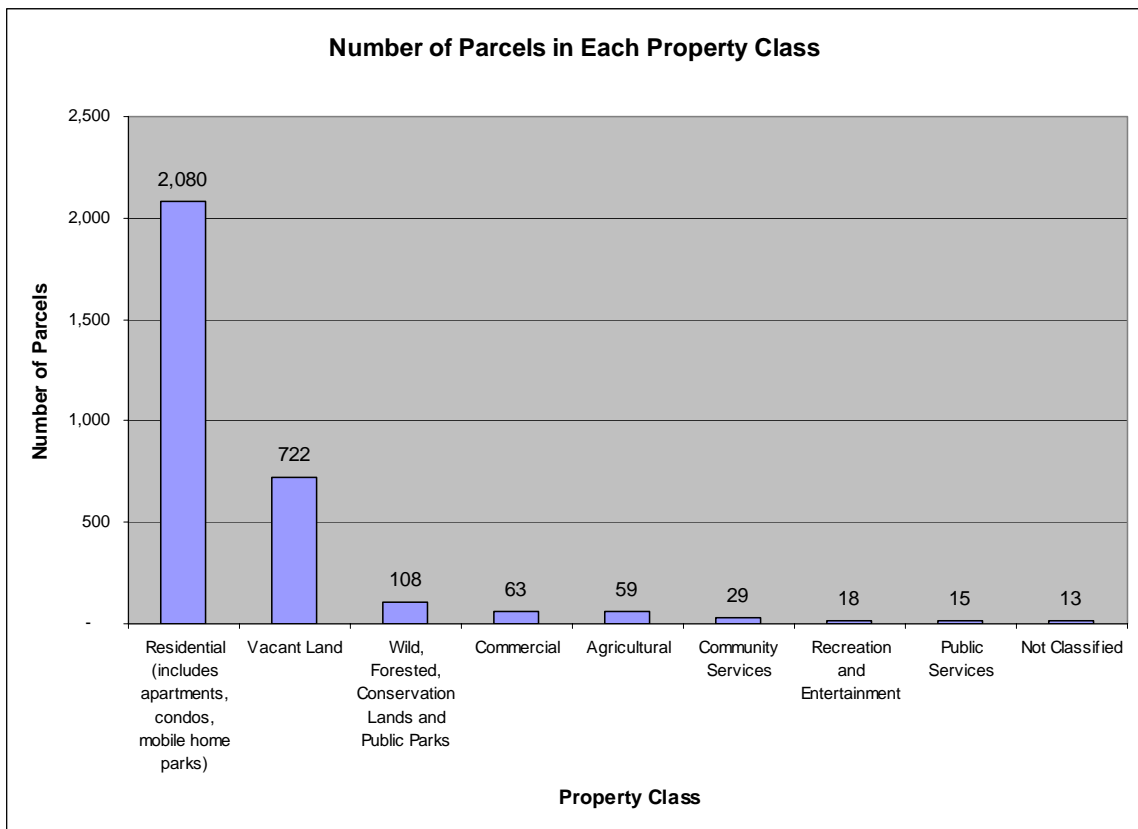
Substantial acreage of the central portion of Peru is in Agricultural District 105.

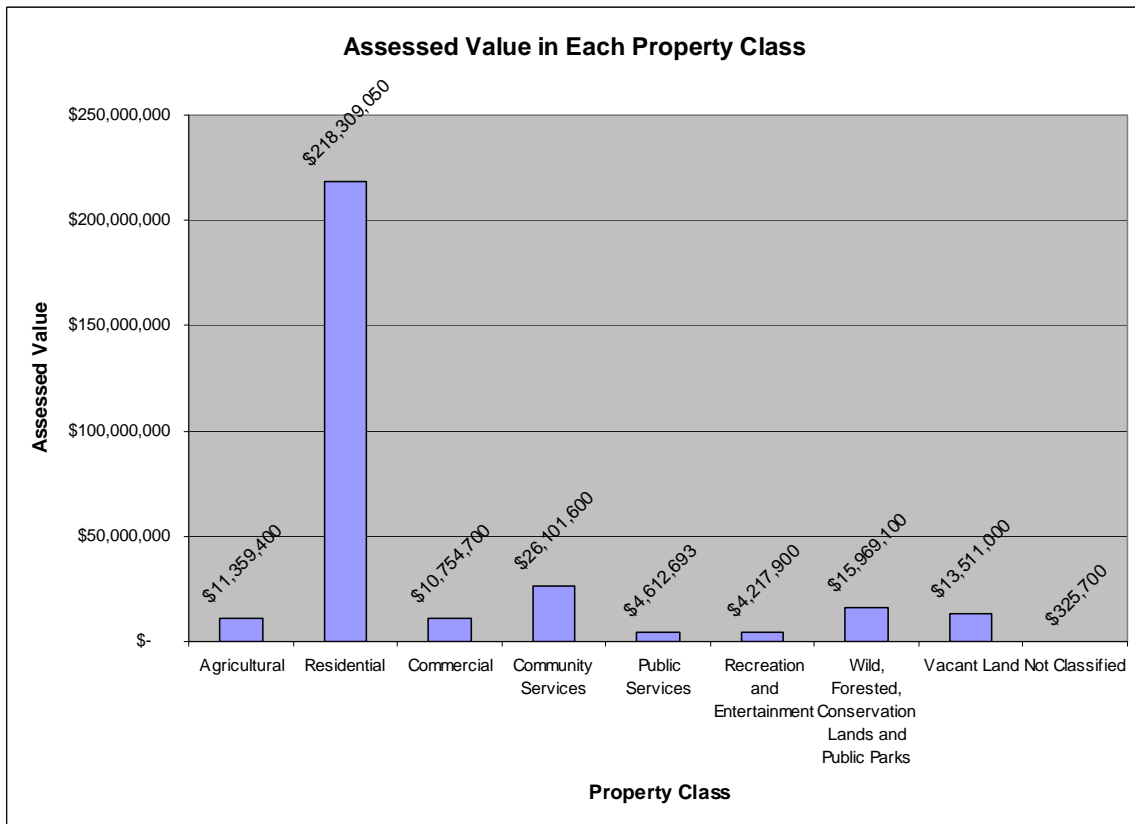
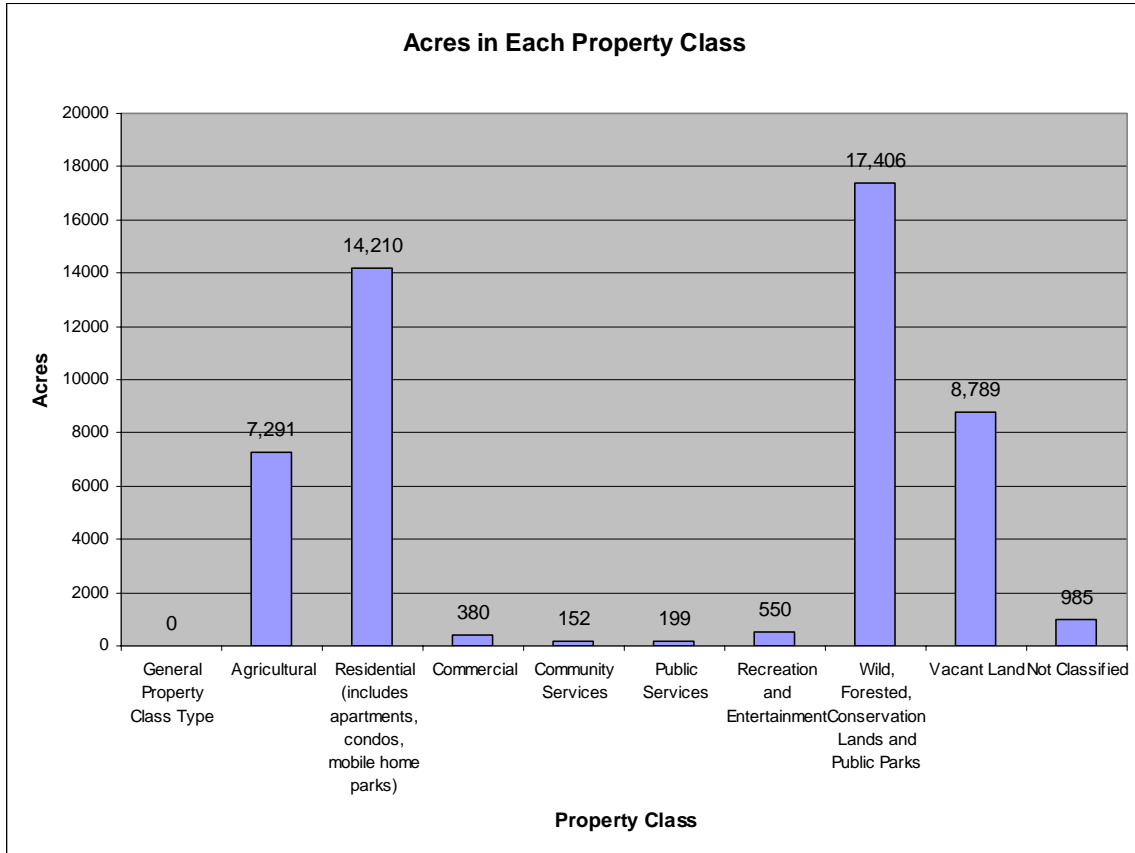
Forestry

Open Space

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%
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





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

Youth Recreation

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 wooded area next to the park at Lapham's Mills needs to be developed to accommodate the town youth program.

WHAT ABOUT OTHER RECREATION PROGRAMS? PARKS? FACILITIES?

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. 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 as 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.

Tourism??

Community Facilities and Infrastructure

Transportation

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

County Highways and Roads

Traffic counts for county highways?

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 (they 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.

New York State Highways

Traffic

NYS Route	Description	AADT Year Counted		AADT Year Counted		AADT Year Counted		AADT 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

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 mgd 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.

INSERT RODS INTERVIEW

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 complimented 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 Peesleeveville 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. **DO YOU WANT TO LOOK AT MORE YEARS TO SEE TRENDS???**

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 (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	Keesville (2004)	Keesville (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	Number of
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	Students (2004)	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

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

- 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)

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.

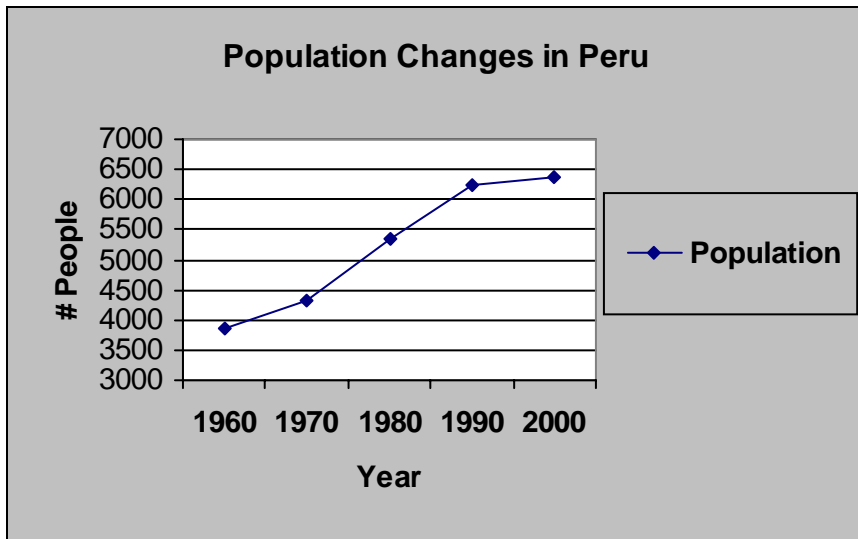


Chart 1: Population Changes in Peru

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.

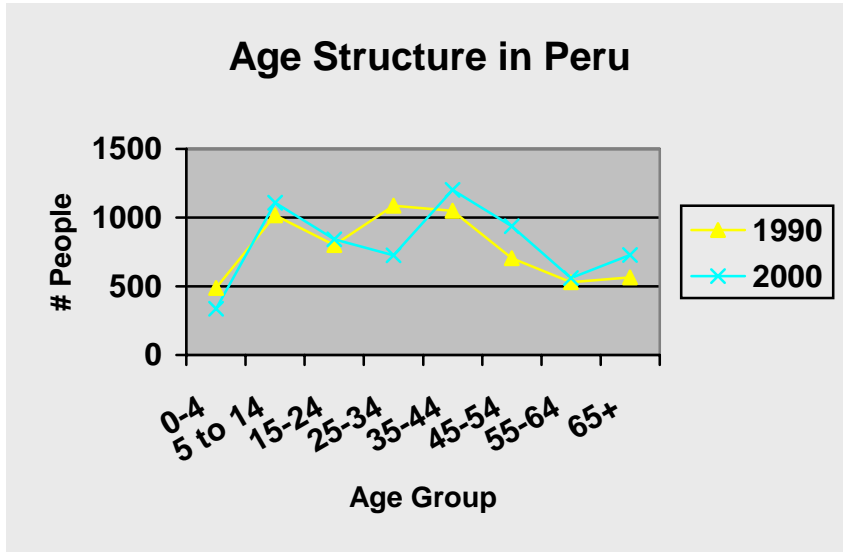


Chart 2: Age Group Comparison: 1990-2000

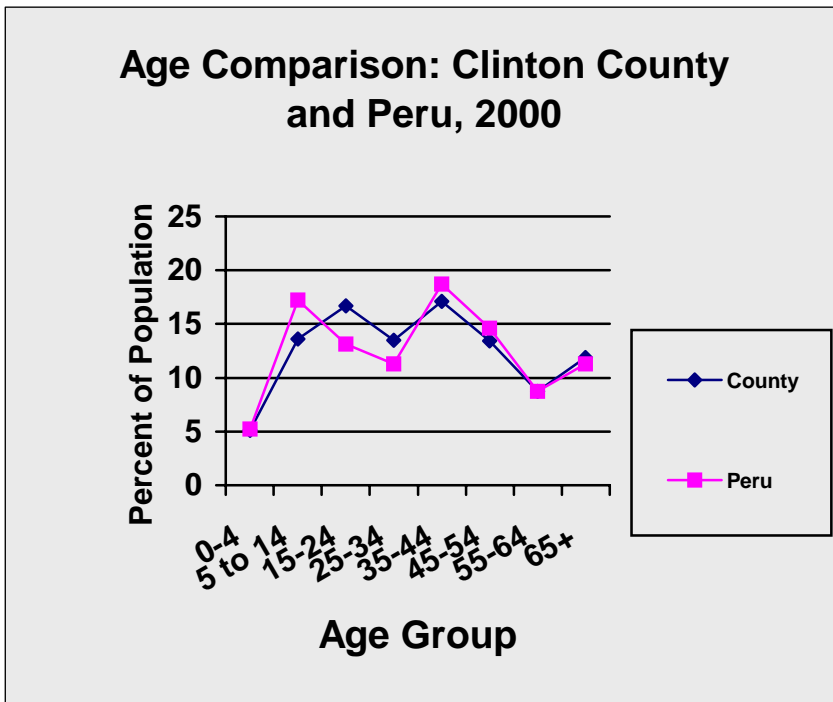


Chart 3: Age Structure Comparison between Peru and Clinton County: 2000

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%
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%
Some college	929	1,600	1,807	12.9%
Graduate or higher degree	314	429	475	10.7%
In labor force	2,318	3,137	3,087	-1.6%
Not in labor force	1526	1,304	1,754	34.5%

Subject	1980	1990	2000	Percent Change 1990-2000
Unemployed	139	164	130	-20.7%
Agriculture, Forestry, Fisheries and mining	102	134	103	-23.1%
Construction	106	183	130	-29.0%
Manufacturing	207	322	391	21.4%
Transportation	64	103	187	81.6%
Communications	76	15	88	486.7%
Wholesale Trade	30	66	77	16.7%
Retail Trade	411	598	330	-44.8%
Finance, Insurance, Real Estate	126	114	138	21.1%
Business and Repair Svc and personal services	91	148	NA	NA
Entertainment/Recreation	52	0	260	
Health and Educational Services	551	898	818	-8.9%
Professional services	*	*	97	NA
Other Services	59	170	145	-14.7%
Public Administration	227	267	193	-27.7%
Median Household Income	\$16,854	\$33,292	\$39,051	17.3%
# With Farm self-employment income	23	29	NA	NA
# With Social Security Income	393	509	571	12.2%
# With Public Assistance Income	76	141	72	-48.9%
# With Retirement Income	NA	544	571	5.0%
Median Family Income	\$18,484	\$37,870	\$47,853	26.4%
Per Capita Income	\$5,854	\$13,727	\$19,676	43.3%
People with Income below poverty level	475	601	713	18.6%
Single Family Units	1,303	1,526	1,812	18.7%
2 or more units in structure	205	297	221	-25.6%
Mobile Home or Trailer	351	539	456	-15.4%
Median Gross Rent	\$258	\$476	\$519	9.0%
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 or Peru.

For comparison, specific demographic characteristics of the Town of Peru were compared with the Towns of Beekmantown and Schuyler 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 Schuyler 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 Schuyler 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 Schuyler 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 Schuyler 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, Schuyler 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: 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
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

Public Input to the Comprehensive Plan

Resident Survey (WORKING ON)

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 (See Appendix for full listing) 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, youth, the environment, aesthetics, recreation, business and industry, ????

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

The towns 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 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 & 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 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 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

Community Image Survey (TO BE DONE)