

Activity Results

At stakeholder meetings with the public and property owners, MSAB, and DDA, an activity was conducted that focused on identifying project priorities for the plan area. Each attendee was given \$5,000 of play money and asked to distribute it among four different types of projects based on their vision for the area. These projects were identified through the discussions during the initial public meeting and staff direction based on the key topics of the plan. The four types of projects included sidewalks and crosswalks, parking and road improvements, public space details, and greenspace upgrades (greenspace indicates the vacant property adjacent to the Perry Events Center). The chart on the right demonstrates the results of the activity by showing the priority for different projects within the plan area. Priorities are ranked 1 - 4 with 1 being highest. Greenspace upgrades were the top priority based on an average of all stakeholder groups.

| Public Meeting | |
|--|----------|
| Project | Priority |
| Sidewalks and Crosswalks | 1 |
| Parking and Road Improvements | 4 |
| Public Space (Landscaping, Banners, Benches, etc.) | 3 |
| Greenspace Upgrades | 2 |
| | |
| Main Street Advisory Board | |
| Project | Priority |
| Sidewalks and Crosswalks | 3 |
| Parking and Road Improvements | 4 |
| Public Space (Landscaping, Banners, Benches, etc.) | 2 |
| Greenspace Upgrades | 1 |
| | |
| Downtown Development Authority | |
| Project | Priority |
| Sidewalks and Crosswalks | 3 |
| Parking and Road Improvements | 2 |
| Public Space (Landscaping, Banners, Benches, etc.) | 4 |
| Greenspace Upgrades | 1 |
| | |
| Average of All Groups | |
| Project | Priority |
| Greenspace Upgrades | 1 |
| Sidewalks and Crosswalks | 2 |
| Public Space (Landscaping, Banners, Benches, etc.) | 3 |
| Parking and Road Improvements | 4 |

Recommendations for Implementation

1. Work with an engineer or landscape architect to design a plan for greenspace upgrades adjacent to Perry Events Center.
 - a. Allocate funding for upgrades
2. Resurface and stripe Perry Events Center public parking lot upon completion of environmental remediation.
3. Develop engineering plans for sidewalk connectivity and street lighting on Northside Dr. and Meeting St.
 - a. Allocate funding for infrastructure upgrades as private development occurs.
4. Implement zoning and land use adjustments as outlined in previous section relative to 1017 Northside Drive and private development opportunities adjacent to Perry Events Center.
5. MSAB and DDA to coordinate the expansion of key Downtown placemaking initiatives.
6. Plan expanded programming within the plan area through MSAB and City of Perry Special Events.

Northside Drive

Small Area Plan

Overview/Goals

A small area plan is a plan of development for multiple properties that guides land use, urban design, and capital improvements at a high level of detail within a specific area. Through this plan, we aim to ensure that future development along Northside Drive and neighboring areas aligns with the needs and goals of stakeholders while preserving the unique character and charm of Downtown Perry. Over the past couple of years, there has been more private developer interest in this area of downtown. This study and plan was done alongside property owners and board members to ensure that investment goals of property owners in Downtown Perry are considered and incorporated into a cohesive plan that aligns with the strategic vision for Perry as future development is predicted. The Economic Development Department staff worked closely with property owners, board members, and other stakeholders to develop four key focus areas. These focus areas served as a guide for the entire planning process and each meeting.

Planning Area & Parcels

The focus area of this small area plan included 25 parcels along the Macon Road, Northside Drive, and Meeting Street corridor of downtown. This area was selected as the focus of this plan due to its increasing development interest and visibility upon entering Downtown Perry from Macon Road and Swift Street.



Focus Areas of the Study

- Connectivity & Walkability
 - Sidewalks, crosswalks, parking, etc.
- Public Space & Beautification
 - City-owned property beautification such as the greenspace by the Events Center
- Extending the Downtown Experience
 - What makes Downtown Perry special?
 - Belongingness of businesses in Northside Drive area
- Design & Character
 - Business mix & use mix of structures

Stakeholder Public Meeting

Key Takeaways:

- Importance of cohesiveness of the plan area to the rest of downtown
- Allow for private development along Meeting Street utilizing a portion of the city-owned property adjacent to the Perry Events Center
- Invest in community greenspace with seating, shade, water features, and art.
- Consider construction of permanent stage for events
- Sidewalks and crosswalks are critical for the safe connectivity to the rest of downtown.
 - Priorities: (1) Northside Dr.; (2) Meeting St.; (3) Macon Rd. connection
- Allow development up to four stories in plan area with significant portion being residential.
- Desired business mix includes grocery/market, brewpub, Asian cuisine, retail

MSAB

Key Takeaways:

- Importance of new construction building design and character
- Expansion of placemaking projects including banner program, landscaping, etc.
- Activation of greenspace as a community space for leisure, events, etc.

DDA

Key Takeaways:

- Importance of key infrastructure upgrades including sidewalks and crosswalks
- Resurface and stripe Perry Events Center public parking area
- Allow for some private development of property adjacent to Perry Events Center

Zoning & Land Use

Plan Area Existing Zoning

The existing zoning within the Northside Drive plan area is primarily commercial. The parcels on the east side of Macon Road are zoned C2 (General Commercial) while the parcels on the west side of Macon Road are zoned C3 (Central Business). Two parcels are zoned GU (Government Use) which include the Perry Events Center and water tower. One parcel is zoned residentially; however, this parcel is currently in the process to be rezoned to C3 (Central Business). Aside from the residential parcel, all parcels in the plan area are zoned appropriately for the desired uses or developments in the area. The zoning is consistent with the feedback received from all stakeholder groups.



Plan Area Existing Uses



The existing uses within the plan area include a mixture of various types of development along with vacant parcels. The parcels on the east side of Macon Road are primarily vacant except a convenience store, Swift Street Laundry, and the Halo Group. Parcels fronting on the west side of Macon Road include various commercial uses. Parcels fronting Northside Drive include the Chalet Lofts mixed-use development, Perry Events Center, and some vacant properties. Commercial uses are present near the intersection of Commerce Street. The plan area is surrounded by various uses including residential, commercial, religious, and government. The parcels adjacent to the Perry Events Center are vacant and undergoing environmental remediation.

Proposed Zoning & Land Use Adjustments

While the majority of the parcels in the plan area are zoned appropriately for desired uses, there are two recommended adjustments as outlined below.

1. Rezone property located at 1017 Northside Drive from R2 to C3 to provide for consistency within the plan area and appropriate development patterns.
2. Coordinate with the DDA to provide for private development to be proposed using current city-owned property adjacent to Perry Events Center. The amount of property available for private development should be determined between DDA and Council to appropriately balance private development with public greenspace amenities as highlighted in this plan.