



Village of Mexico Downtown Revitalization Plan

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Prepared By MSPEN Consulting, LLC
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ACKNOWLEDGEMENTS

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Introduction

Nestled amidst the picturesque landscapes of upstate New York lies the charming Village of Mexico, a gem of an area with endless potential. In the heart of the Village of Mexico, you'll find a vibrant tapestry of culture and heritage. From the iconic landmarks that stand as testaments to its rich past to the modern local businesses buzzing with activity, there's something here for everyone to explore and cherish.

The Village of Mexico isn't just about its past; it's a beacon of progress and innovation in the modern age. With a thriving Main Street and a commitment to development, it's a place with boundless opportunities.

The Village of Mexico's Main Street downtown is a hub that combines historic charm with modern amenities. This vibrant, walkable downtown is the heart of the Village of Mexico, featuring locally-owned shops, restaurants, and public spaces that define our community life. The revitalization of Main Street is set to enhance the village and drive economic growth throughout the region. By drawing visitors, bolstering local businesses, and creating a strong sense of place, this development will not only stimulate more housing opportunities and local ventures but also support broader regional and state efforts for rural revitalization. The positive impact of this growth will extend well beyond our village, fostering a thriving, interconnected community and economy.



Photo of the Village of Mexico municipal sign in 2024 by MSPEN Consulting.

The Value of a Downtown Revitalization Plan



Photo of Main St. building facade in 2024 by MSPEN Consulting.

When reflecting on places we have visited or called home, certain locales stand out for their natural beauty and quality of life, bolstered by thriving local economies. These communities don't emerge haphazardly; rather, they are shaped through deliberate public discourse and agreed-upon frameworks. Collaborative planning processes and comprehensive plans serve as the foundational elements of such exceptional communities.

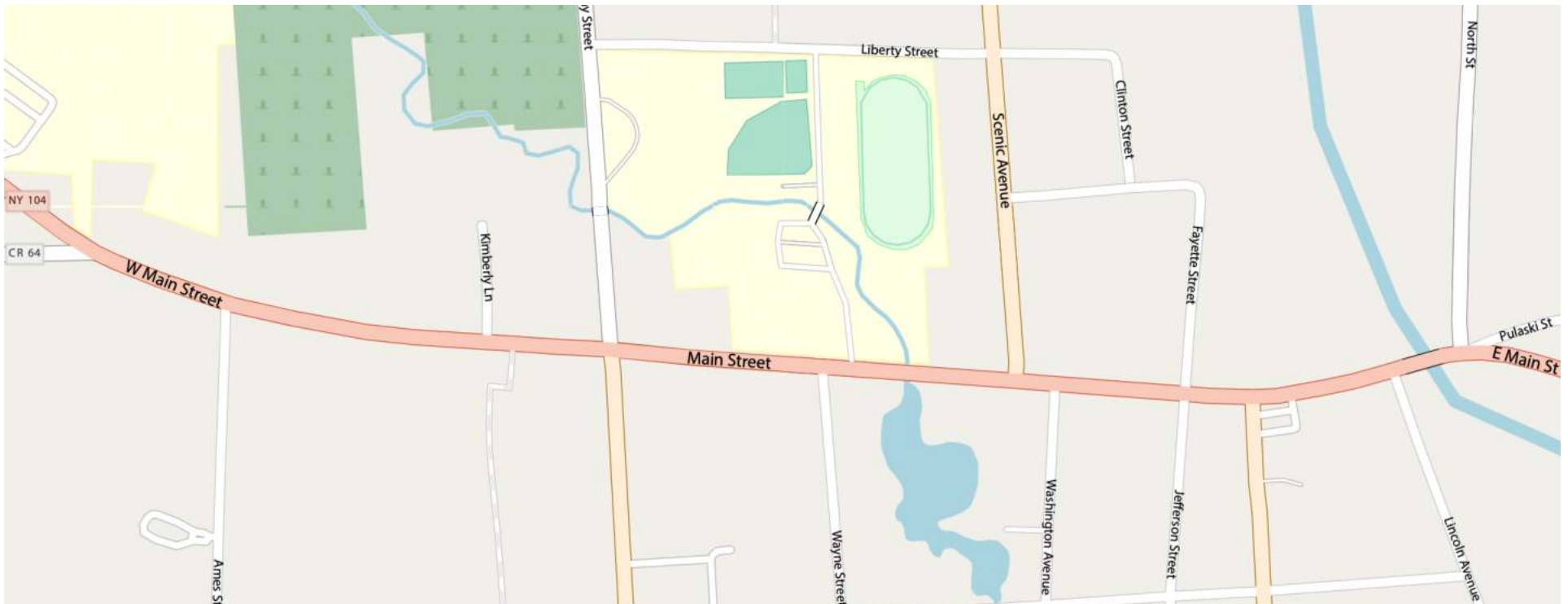
Planning is essential for preserving and enhancing livable, dynamic communities. Local governments play a crucial role in this endeavor by crafting and executing comprehensive plans that align with their specific objectives. The Downtown Comprehensive Plan offers a platform to transcend municipal boundaries and foster a unified community vision for the heart of the Village of Mexico.

This plan is particularly vital as it lies in close proximity to the new Micron workplace development in Clay, New York. This proximity positions the Village to capitalize on the economic surge and support the workforce expansion driven by Micron. By adopting and implementing this downtown revitalization plan, the Village of Mexico is not only preparing to support growth over the next several years but also setting the stage for long-term prosperity. This plan will ensure that the Village of Mexico's downtown area thrives, becoming a cornerstone of regional development and an example of how thoughtful planning can lead to a prosperous future for both the community and the broader region.

Location

Located a mere 30 miles north of the thriving metropolitan center of Syracuse, Mexico enjoys a prime position adjacent to an interchange of Interstate 81, a critical artery in the region's transportation network. This strategic placement also places it within easy reach of the smaller municipalities of Oswego and Fulton. Boasting access to four New York State arterial highways facilitating swift connections to surrounding areas, Mexico emerges as a pivotal hub for seamless mobility.

Moreover, Mexico's appeal transcends its logistical advantages. Nestled amidst the scenic beauty of the Lake Ontario shoreline region, its rural charm offers a serene backdrop for residential living. As Syracuse's urban sprawl extends outward, Mexico stands poised to absorb a share of this growth, presenting a promising landscape for both residential and commercial interests. Businesses, in particular, stand to benefit from the community's proximity to the highway network, notably Interstate 81, promising enhanced connectivity and economic prospects.



Village of Mexico Main Street is highlighted in salmon.

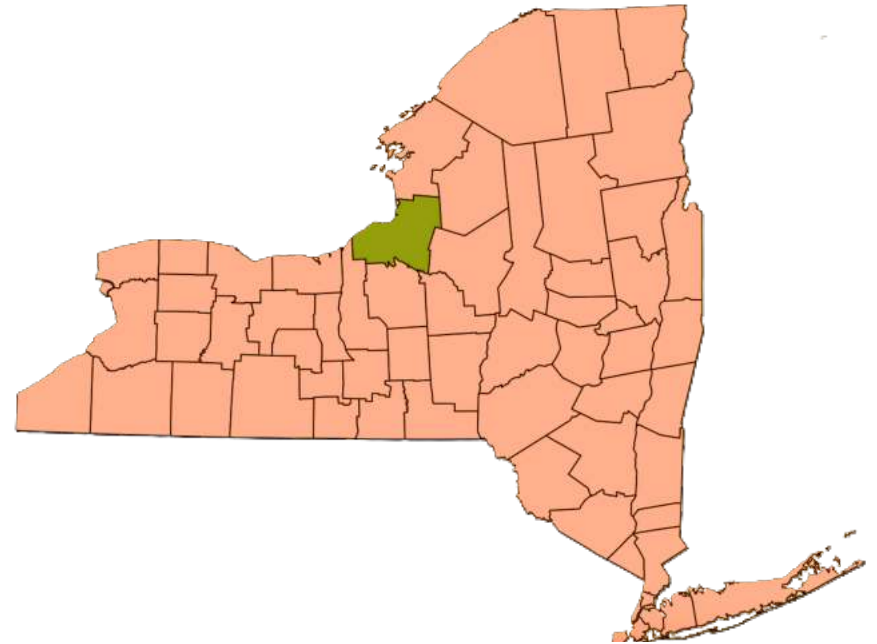
Regional Context

The Village of Mexico, New York, is a beautiful community in Oswego County, benefiting from its proximity to Syracuse and the emerging economic opportunities in the region. Located 35 miles northwest of Syracuse, and 27 miles from the Micron workplace development site in Clay, the village offers a peaceful rural setting with easy access to the amenities and opportunities of larger cities.

Syracuse, a major urban center, provides cultural, educational, and economic resources that enhance the quality of life for Mexico's residents. The village is also poised to support the new Micron Technology facility, which is expected to create jobs and boost the local economy, potentially leading to growth in housing and services.

Well-connected by major highways like State Route 104 and Interstate 81, the Village of Mexico offers convenient commuting options while maintaining its rural charm. Surrounded by natural beauty, including Lake Ontario and the Salmon River, the village is a haven for outdoor enthusiasts and adds to the region's tourism appeal.

With its rich history and preserved 19th-century architecture, the Village of Mexico blends rural serenity with the advantages of nearby urban centers, positioning it for growth while retaining its unique charm.



Maps displaying location of the Village of Mexico

Partnering with State & Federal Entities

The Village of Mexico is committed to a strategic, grant-focused approach, fostering strong relationships with grant partners to ensure transformative projects come to life in a methodical and impactful way. Leveraging grant funding alongside taxpayer dollars remains a top priority, aiming to create the best possible living and visiting experience for the community.

In a highly competitive landscape, the Village of Mexico has consistently demonstrated its ability to secure grant opportunities, setting itself apart as effective in resource acquisition. Through a collaborative approach, the Village engages with partners across various sectors, building trust and fostering relationships that are crucial in the grant application process. Additionally, the Village has honed its operational efficiency, streamlining processes to meet the rigorous demands and timelines of grant opportunities. This combination of clear communication, strategic collaboration, and operational excellence not only strengthens the village's position in securing grants but also amplifies its capacity to turn these opportunities into tangible community benefits.

Leveraging grant funding alongside taxpayer dollars provides significant advantages to the Village of Mexico, maximizing the impact of local contributions while reducing the financial burden on residents. This approach fosters more expedient economic growth, job creation, and enhanced quality of life through strategic investments in infrastructure and public spaces. By securing external funding, the Village ensures long-term financial stability, promotes sustainability, and boosts community pride. Additionally, this strategy enhances resilience and preparedness, positioning the village for a prosperous and secure future.

With the support of State, Federal, foundational entities, private entities, and the Village of Mexico community, there is confidence in the implementation of catalytic projects that will lead to economic revitalization. This transformative journey promises a thriving future, where innovation and opportunity will shape the community's destiny for generations to come.

Secured Grant Awards

The Village of Mexico is well-prepared to execute on most funding programs thanks to meticulous planning, investments, and a dedicated transformation team with experience in managing large projects.

Past and Present Development Projects

Wastewater Treatment Upgrades

Total Cost: \$8,000,000

Secured: \$675,000

Successfully completed, ensuring sustainability.

Water Distribution Upgrades

Total Cost: \$8,500,000

Secured \$3,000,000 in funding through NYS EFC

Ensuring a reliable water supply for the community.

Downtown Revitalization Planning

Total Cost: \$100,000

Secured: \$50,000 through NYS ESD

A necessity to strategically develop the downtown area.

John Beck's Hotel

Total Cost: \$2,000,000

Secured: \$1,836,000 through NYS ESD

A cornerstone downtown revitalization project.



Photo by MSPEN Consulting of the Village's self-installed digital sign.

Village of Mexico Downtown Revitalization Topic Area Strategies



Establishing a
Compelling and
Attractive
Destination
Location for
Visitors



Enhancing and
Expanding
Connectivity and
Accessibility in
the Walkable
Downtown



Promoting
Increased Small
Business
Engagement
and Economic
Activity



Supporting
Transformative
Downtown
Upgrades that
Support
Housing
Development
Initiatives



Fostering
Heritage
Tourism in a
Region with
Cultural Riches
and Historical
Significance

Village of Mexico Downtown Revitalization Topic Area Strategies



Establishing
Consistent
Branding
Standards and
Identity



Stimulating
Employment
Opportunities
and Economic
Growth



Integrating
Climate Smart
and Sustainable
Green
Initiatives



Diversifying
and Enriching
the Array of
Events and
Activities



Developing and
Enhancing
Cultural Arts
Elements and
Experiences

Village of Mexico Strengths



Rendering by MSPEN Consulting of potential facade color concept.

Complete Walkability

The Village of Mexico's downtown is centrally located, making it easy to walk to dining establishments, the park, and the school. This walkable design enhances community connection, supports local businesses, and promotes a healthy, active lifestyle.

Historical Significance

The Village's downtown has deep historical roots, is listed on the National Register of Historic places, and contains well-preserved buildings reflecting various architectural styles. Revitalization efforts can restore and showcase this heritage, turning it into a significant historical destination and heritage tourism location.

Major Thoroughfare

The Village's downtown along Route 104 enhances accessibility and economic vitality. This major thoroughfare connects the village to larger urban centers like Syracuse, boosting local businesses, attracting tourism, and facilitating convenient access to essential amenities. The route's strategic position supports the community's growth and regional connectivity.

Tourism and Culture

The downtown's rich cultural heritage and natural surroundings make it an attractive destination for tourists. Investments in cultural events, recreational activities, and riverfront amenities will enhance the Village's appeal to visitors so that they stay, dine, and shop.

Community Engagement & Enthusiasm

Residents actively participate in local events, initiatives, and decision-making processes, fostering a vibrant and connected community. This collective spirit drives positive change and enhances the quality of life for everyone in the village.

Administrative Capacity

The Village of Mexico boasts significant administrative capacity, with experience overseeing multi-million dollar development projects. This proven track record demonstrates the village's ability to effectively oversee complex initiatives, ensuring successful implementation and positive outcomes for the community.

Economic Potential

The downtown's strategic location and existing infrastructure offer significant economic potential. With the infusion of funds, the village can attract new businesses and entrepreneurs, creating job opportunities and stimulating economic growth. The Village estimates that downtown revitalization efforts could lead to at least 3 full time jobs per business located on Main St. within the first year.

Village of Mexico Opportunities and Constraints



Rendering by MSPEN Consulting of potential facade color concept.

Parking

Expanding parking options will not only make the downtown area more accessible and welcoming but also support local businesses and community events. Convenient parking ensures that visitors and residents alike can easily enjoy everything the Village has to offer, making it a vital component of future development plans.

Enhanced Connectivity Through Sidewalk Improvements

To support the Village of Mexico's walkability and prepare for future developments like electronic bike shares, enhancing sidewalk connectivity is essential. By repairing and constructing sidewalks, the village will create safer, more accessible routes for pedestrians, encouraging exploration of the downtown area.

Lodging

By offering comfortable and convenient places to stay, the village aims to attract more tourists, extend their visits, and support the local economy. Increased lodging will not only improve the overall visitor experience but also contribute to the growth of local businesses and further establish the village as a desirable destination.

Sit-Down Dining

The Village of Mexico is home to popular food establishments downtown, but community outreach has highlighted the need for more sit-down dining options. Expanding these offerings will enhance the dining experience, cater to both residents and visitors, and further support the village's vibrant food scene.

Cohesiveness

To effectively represent the Village of Mexico and create a unified identity, it's essential to develop a cohesive branding strategy. This includes adopting a consistent color scheme that reflects the village's character and charm. A well-defined brand will enhance the village's visibility, foster community pride, and create a memorable experience for both residents and visitors.

Park Development

Enhancing the Village of Mexico's downtown park with targeted improvements will create ideal spaces for special events and programming. These upgrades will make the parks more versatile and inviting, supporting community activities and drawing more visitors to local events.

Public Outreach - Advisory Group

In the Village of Mexico, community involvement isn't just a goal; it's a way of life. As the journey to shape the future of the beloved downtown began, the primary focus was to ensure that every voice was heard, and every perspective considered.

At the forefront of this mission was the dedicated Citizen Advisory Group. Handpicked from the community, these individuals committed their time and expertise to guide the project every step of the way. From reviewing key project products to providing invaluable feedback, they were the driving force behind the collective vision. Each participant brought various skills and experience to the table, from commercial development experts to historians and downtown business owners, the group was an excellent choice to steer development.

Led by the Village leadership and MSPEN Consulting, the Citizens Advisory Group brought together a diverse group of passionate individuals eager to make a difference. With their guidance, the project navigated through the intricacies, drawing upon insights from consultants, staff, and fellow community members. Their expertise provided invaluable perspectives, ensuring that the plans were not only ambitious but also practical and sustainable.



Photo by MSPEN Consulting of a downtown advisory group tour.

Public Meetings & Online Survey

Doors were opened to all residents and visitors, inviting them to share their thoughts and aspirations through three public meetings and one four week long survey, which was initiated to expand feedback to encompass those who could not attend in person. The survey was shared on Facebook by 38 different supporters and 255 responses were received. This input, gathered through online surveys and community forums, shaped the very essence of the revitalization plan.

The efforts to revitalize the Historic Village of Mexico Downtown Area are a testament to this shared vision. Local businesses, community leaders, and residents have united to create a plan that balances the charm of our historic past with the opportunities of the modern world. This plan aims to enhance the quality of life for all, providing new economic opportunities, improved infrastructure, and a vibrant cultural landscape. Together, the groundwork for a brighter tomorrow—one that reflects the dreams and aspirations of each and every resident—has been laid.

The planning process was done with immense pride and gratitude. It's a testament to the tireless efforts of community members, business owners, and property stakeholders who dedicated countless hours to this collective endeavor.



Photos by MSPEN Consulting of the second public meeting.

Business Owner Conversations



Photo by MSPEN Consulting of Sage and Company, a beauty salon on Main St.

In addition to forming a formal committee for the Downtown Revitalization Plan, there was direct engagement with business owners who may not have had the time to attend in-person meetings. Recognizing the importance of their insights and experiences, the team made concerted efforts to gather valuable feedback during the charrette by visiting various businesses along Main Street.

By stopping in and speaking directly with business owners, they were able to ask questions and listen to their ideas, concerns, and suggestions. This approach provided a comprehensive understanding of the unique challenges and opportunities facing local businesses, ensuring that their voices were an integral part of the revitalization efforts.

This hands-on engagement yielded a wealth of information, helping to shape plans to create a vibrant and thriving Historic Village of Mexico Downtown Area. The time and input from the business community were invaluable, as their feedback was crucial in developing a Downtown Revitalization Plan that truly reflects the needs and aspirations of local stakeholders.

Open communication and collaboration with business owners remained a priority throughout this process, ensuring that their perspectives stayed at the forefront of the revitalization initiatives. Together, the goal was to build a future that honors the rich history while creating a dynamic and prosperous downtown area for all.

Downtown Vision - Defining Village of Mexico's Downtown



Photo by MSPEN Consulting of the Chandler & Ames Bank Museum on Main St.

The vision for downtown Mexico is to transform it into a vibrant, dynamic area that seamlessly blends its rich history with modern vibrancy. The Village envisions a place where the charm of historic architecture meets the energy of bustling streets lined with thriving local businesses, where every corner invites you to explore, connect, and experience the essence of community.

“This downtown will be more than just a destination; it will be the beating heart of the village, where walkable streets lead to unique shops, inviting cafes, and beautifully enhanced public spaces. By preserving its storied past while embracing innovative growth, downtown Mexico will become a magnet for both residents and visitors, a place where economic vitality and quality of life flourish hand in hand. This is a vision of a downtown that doesn’t just serve the community—it inspires it.”



History Overview

Historic Landscape



Photo by MSPEN Consulting of a part of Main Street.

The Village of Mexico was settled in the 18th century, and, like many towns in upstate New York, its growth was closely linked to transportation routes that facilitated trade and movement.

Incorporation and Growth

Officially incorporated on January 15, 1851, Mexico emerged as a significant commercial and industrial hub. Its downtown district thrived with a variety of stores, taverns, and businesses catering to travelers and the local community, fostering population growth and economic activity.

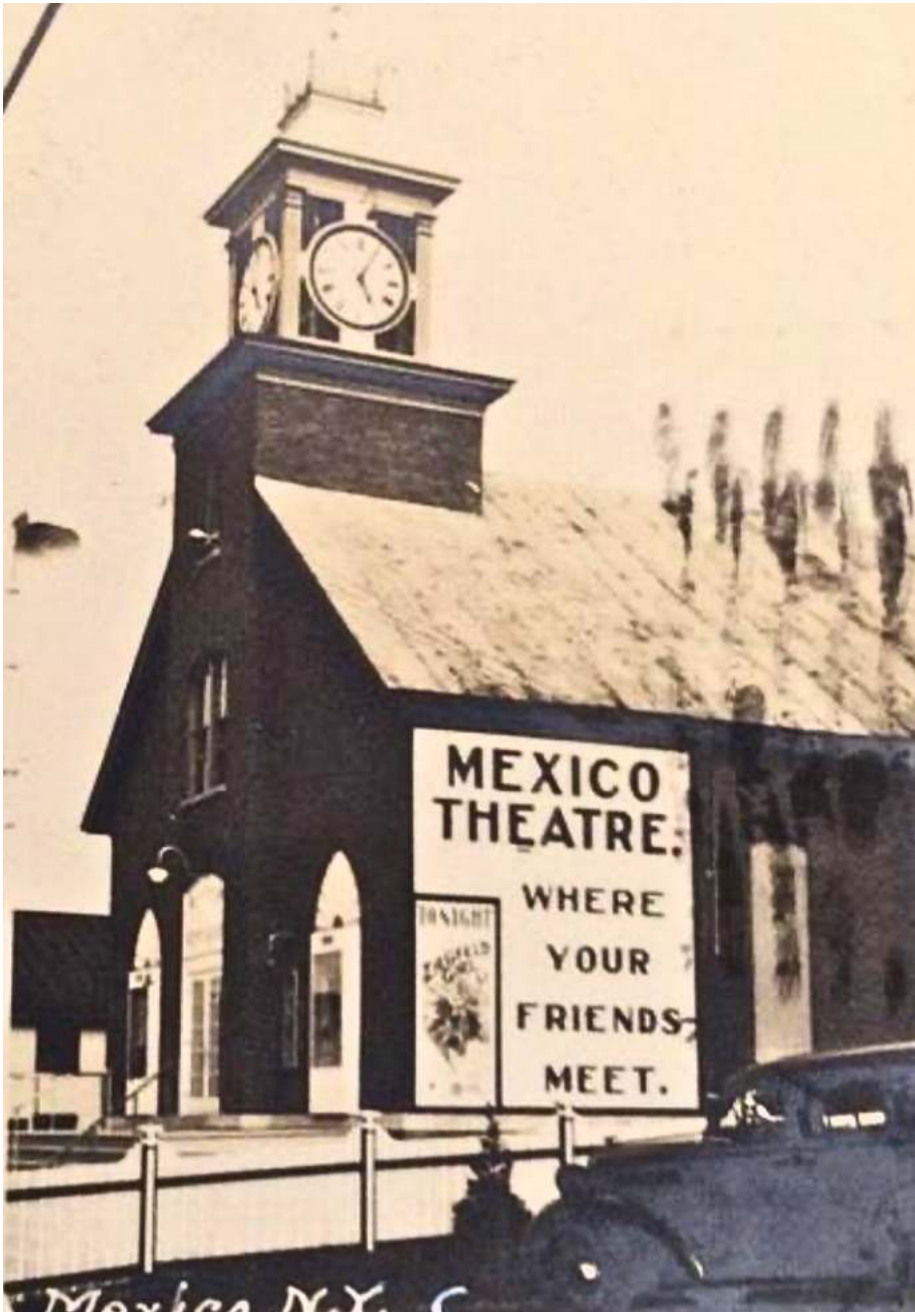
Historic Economic Development

Throughout the 19th and early 20th centuries, Mexico became a center for agriculture and manufacturing, supporting surrounding farmers and providing essential goods and services. This economic diversity helped create job opportunities and a strong community spirit.

Architectural Heritage

The historic downtown district features a blend of architectural styles, including Italianate, Greek Revival, and Federal structures. These buildings not only enhance the village's visual appeal but also reflect its historical significance. Ongoing preservation efforts ensure that future generations can appreciate Mexico's unique character.

Downtown Historic Significance



Historic picture of the Mexico Theatre provided by the Mexico Historical Society.

The downtown is steeped in historical significance, with its well-preserved buildings and landmarks offering a picturesque glimpse into its past. The charming facades of each structure vividly showcase the village's history and are certainly picture-worthy, making them attractive to heritage tourism. Among the village's notable historical assets is Starr Clark's Tin Shop, a unique building that stands out as a prime showcase of the area's rich heritage. These historical elements not only captivate visitors but also have the potential to draw a substantial heritage tourism crowd, boosting local interest and economic activity.

Heritage tourism in Mexico is further supported through community events and programs that celebrate its history, such as historical reenactments, festivals, and educational tours put on by the Mexico Historical Society. These efforts help preserve the village's cultural legacy while providing engaging experiences for tourists. By integrating historical preservation with tourism initiatives, the Village of Mexico enhances its appeal as a destination, ensuring that its rich heritage continues to thrive and contribute to the community's prosperity.

Village of Mexico Historic District



Photo by MSPEN Consulting of the Village's Historic District.

The Mexico Village Historic District is nestled between Black Creek and the Little Salmon River, which flows northward into Lake Ontario. This district is situated on relatively flat terrain with streets arranged in a regular grid pattern. Main Street (State Route 104) serves as the main thoroughfare, linking the village to Oswego and U.S. Route 81.

While the district is densely built, it transitions to a more rural landscape at its periphery. It features a blend of connected commercial buildings and expansive residential lots, characterized by consistent setbacks, sidewalks, and street trees.

The district encompasses blocks along Main Street, Jefferson Street, Church Street, and Spring Street. This includes 33 residential buildings, 23 commercial buildings, and 17 outbuildings. It represents the core of the built-up area in the rural village of Mexico, with Beck's Hotel (1897) being the largest building. Boundaries were meticulously defined to maintain architectural integrity, avoiding regions with substantial modern changes or new construction. Significant residences like the Peter Chandler House and the Timothy Skinner House, located just outside the district, are noted in a separate property nomination. The district predominantly showcases mid-19th century architecture, highlighting the village's rich historical heritage.

Village of Mexico Historic Timeline

1851 - The Village was incorporated

1809- Original Cemetery (earliest public burial ground); village graveyard initially utilized in 1838.

1813- The inaugural post office was established at Eagle Tavern, marking its inception in 1815.

1850- The Underground Railroad facilitated Jerry McHenry's escape, among numerous others, as they journeyed through Mexico.

1851- Plank walks were laid on Main Street.

1852- The first volunteer fire company was started.

1860- Church Street was the location of the initial cement walks and the inaugural county building constructed to aid the indigent and ailing.

1880- Telephones were installed in the Village.

1891- The Village saw its first installation of electric street lights.

1912- Main Street underwent hard-surfacing.

1913- The Village installed its water system.

1930- State Road 104 was constructed.

1947- The last passenger train ran through Mexico.

1949- The dial telephone comes to Mexico.

1954- Natural gas became available to homes.

1972- The first unit of Kimberly Apartments was built (first apartment complex) and the sewer system for Village was turned on.

1983- The new post office on corner of Main Street and Norman Avenue dedicated.

1996- The historic Webb Block in the business district was destroyed by a fire.

1975 - The Sanitary Sewer System was completed



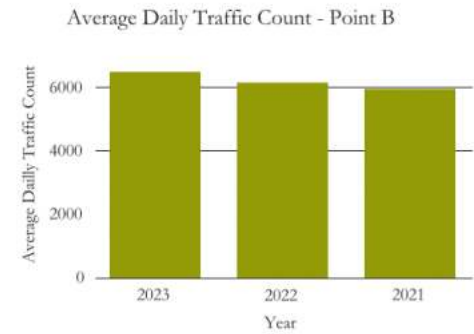
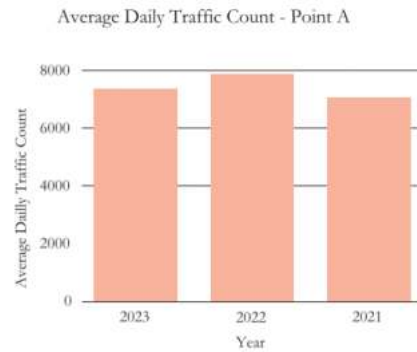
Circulation Analysis

Village of Mexico

Traffic Count Analysis

Downtown Area

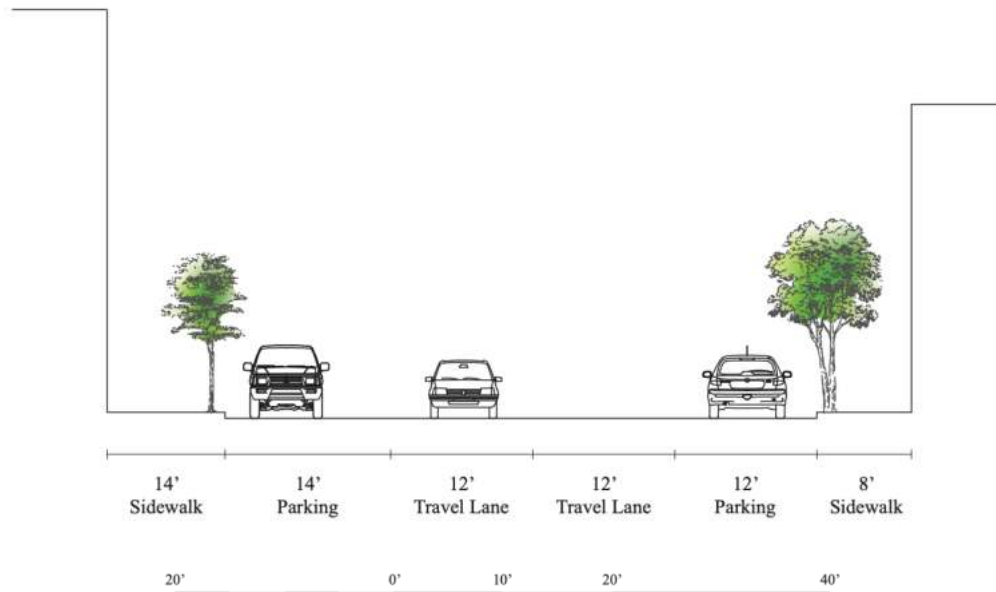
Average daily traffic counts indicate the number of vehicles passing a specific point each day. This metric helps public works departments assess roadway wear and assists businesses in estimating potential customer flow.



Parking Considerations

Effective parking management is essential to a successful downtown district and is a key component of revitalization in the downtown Village of Mexico. While improvements to Main Street and connecting streets will make it easier and more attractive for visitors to walk, bike, to downtown, many visitors will continue to arrive by car. The Village of Mexico Downtown will need to continue to have adequate parking for current and future customers and consumers of goods and services located downtown, while at the same time accommodating employee and residential parking needs. Thus, it is important to think of parking as a district-wide asset to be managed through coordination of public and private stakeholders.

Drawing by MSPEN Consulting depicting existing street measurements.



To effectively address the parking challenges in the Village of Mexico, several strategic measures are proposed. First, repurposing the site of the recently demolished Floyd's Hometown Garage into additional public parking will immediately increase available spaces in the heart of the Village. Additionally, forming community parking agreements with local businesses, such as Kinney Drugs, and institutions like Mexico Academy School, will allow for shared parking arrangements during peak times and special events, optimizing existing resources.

To accommodate the growing demand, constructing a multi-level parking garage off of Main Street presents a long-term solution that will significantly boost parking capacity. Alongside this, introducing an electronic bike-sharing program can provide an alternative to car use, helping to alleviate parking congestion. Finally, conducting a comprehensive parking study will offer valuable insights into current and future needs, ensuring that our strategies are well-informed and effective. These combined efforts will improve parking availability, support the Village's growth, and enhance convenience for residents and visitors.

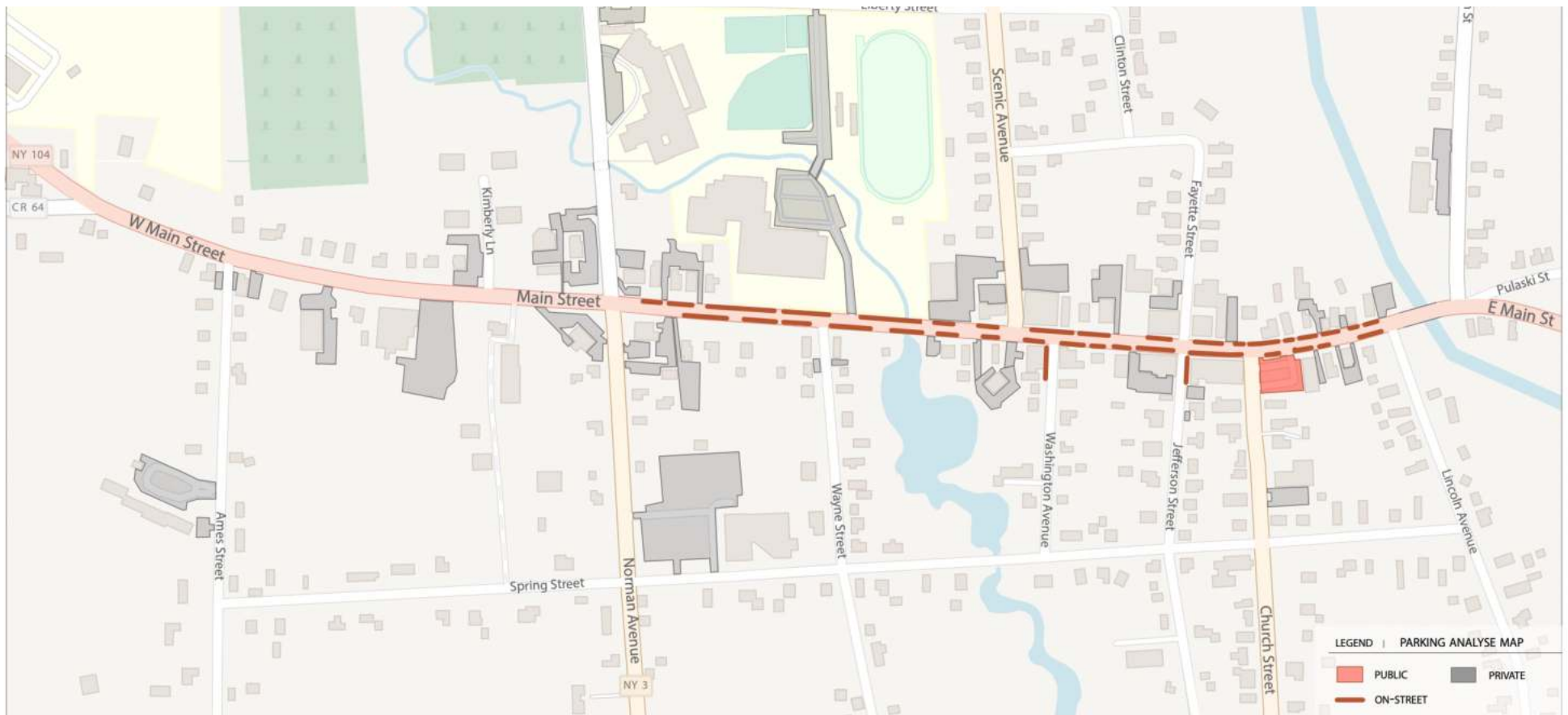
Village of Mexico Parking Map Analysis

Downtown Area

The Village of Mexico Parking Map provides a detailed analysis of the downtown area, highlighting the available parking options as of 2024. The map distinguishes between different types of parking:

- Private Parking: Areas reserved for specific businesses or properties, not generally accessible to the public.
- Public Parking: Designated spaces available for general use by residents and visitors, making it easier for people to access the downtown area's amenities.
- Street Parking: On-street parking options throughout the village, allowing for convenient, short-term parking near businesses, restaurants, and other key locations.

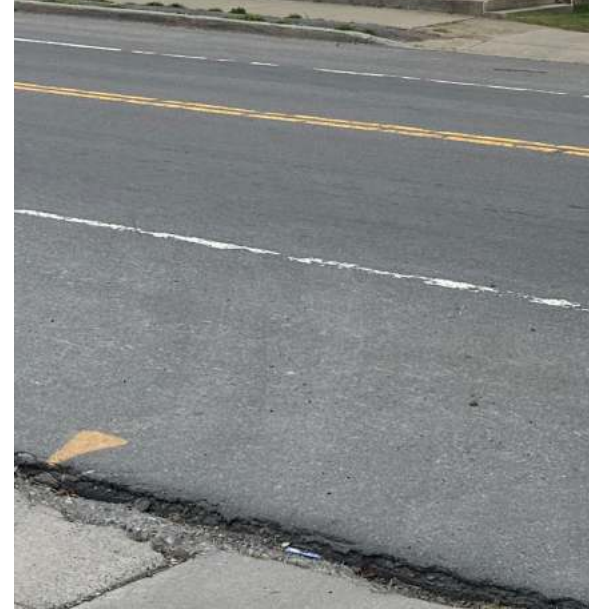
This map serves as a tool for both locals and visitors, helping them navigate parking options in the downtown area and ensuring easy access to the village's attractions and services.



Paths and Roads Analysis

Main Street: The central artery of the Village of Mexico is Main Street, which is NY-104. This state route carries both local traffic and through traffic, connecting the village to surrounding areas. The street is primarily two lanes, with a mix of residential, commercial, and institutional uses along its corridor. The road is generally in good shape but would benefit from blacktop resurfacing. Upgrading the pathways for residents will enhance both safety and the aesthetic appeal of the area.

Resurfacing roads and pathways boosts safety and aesthetics, attracting businesses, visitors, and investors to Main Street. This leads to increased foot traffic, higher business revenue, and elevated property values, fostering further investment and development while supporting tourism and reducing maintenance costs.



Photos of current road conditions by MSPEN Consulting

Downtown Sidewalk Repair and Construction

Sidewalk repair and new construction is a top priority for the Village of Mexico. Main Street currently has jagged, unsafe sidewalks and some areas with no sidewalk, impacting connectivity, walkability, and the environment. Repairing and replacing the sidewalks will:

- Improve Mobility and Accessibility: Enhance connectivity between key areas, increase accessibility for all, and support multi-modal transportation.
- Enhance Safety: Improve road, pedestrian, and bicycle safety through better design and traffic management.
- Boost Efficiency: Reduce traffic congestion, optimize traffic signals, and improve overall traffic flow.
- Promote Environmental Sustainability: Encourage eco-friendly transportation and integrate green infrastructure into planning.




The Village has had an initial feasibility report completed for repair and extension of the sidewalks on Main Street and in the remainder of the Village. The Village has successfully completed SEQR and a NEPA. Future goals include securing funding to make repair costs affordable to taxpayers.



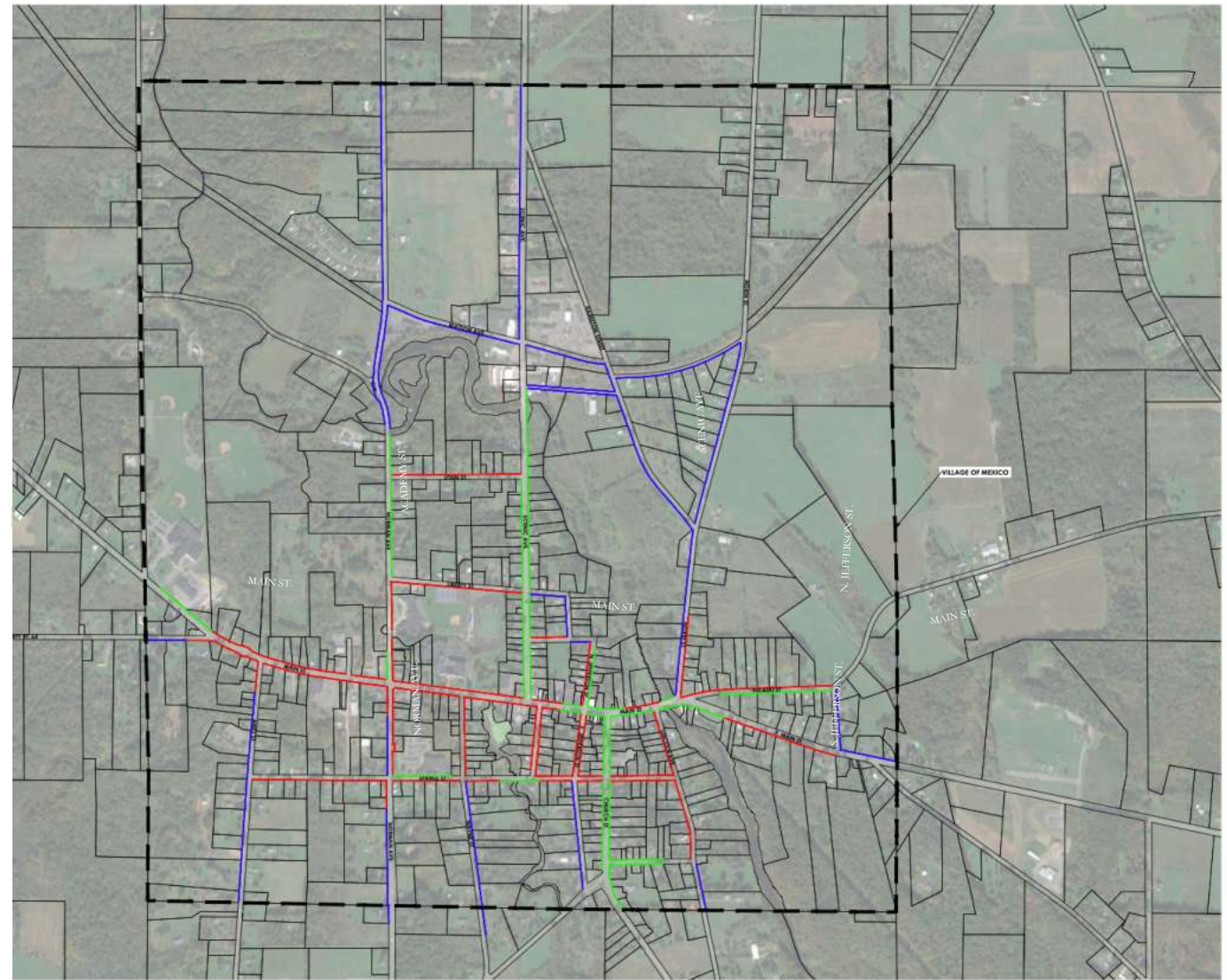
Photo from a preliminary feasibility report performed by Passero Associates.

Pedestrian Path - Downtown Sidewalk Improvement

The Village of Mexico plans to repair the deteriorated sidewalks along Main Street from the start of Main Street to past Mexico Academy School. Key issues include ADA non-compliance, incomplete and severely deteriorated sidewalks, and the absence of sidewalks in residential areas. Addressing these problems will enhance safety, walkability, and inclusivity, promote healthier lifestyles, reduce vehicle emissions, and support climate efficiency and sustainability. The Village has obtained nearly 20 letters of support from community members who believe this is a necessary project.

-  Sidewalk in Satisfactory Condition
(+/- 16,550 LF)
-  Sidewalk to be Replaced
(+/- 26,675 LF)
-  Proposed Sidewalk Extension
(+/- 27,080 LF)

Sidewalk Improvement Map



The Village of
MEXICO, NY

PA PASSERO ASSOCIATES
engineering architecture

MSPEN



Existing Use Evaluation

U.S.D.A.
Oswego County
Farm Service Agency
Natural Resources
Conservation Service

ATTORNEYS
AT
LAW

Existing Use Evaluation

The downtown area of The Village of Mexico thrives as a bustling center, blending its rich historical allure with a spectrum of contemporary businesses. A thorough existing use inventory reveals a diverse tapestry of establishments that collectively shape the district's distinctive character. Among them, a popular thrift shop delights residents with its carefully curated selection of clothing, accessories, and gifts. Convenience stores cater to everyday needs, while art food establishments cover an array of cuisines from superfoods to Italian and Chinese. Specialty shops like the downtown thrift store offer unique shopping experiences, and are complemented by accessible legal and financial services from established law firms to financial planning. Salons and spas provide wellness and beauty treatments, enhancing community well-being.

Community hubs like the library and Mexico Academy School foster learning, engagement, and social connection, set perfectly amidst the inviting park. The downtown area is also home to a bank, which was identified as popular in survey feedback. This comprehensive inventory not only celebrates our current downtown vibrancy but also guides future strategies for growth, development, and community enhancement.

The Village of Mexico recognizes a significant need for more sit-down restaurants to enhance the dining experience and foster community engagement. While the existing food establishments are popular, the addition of sit-down restaurants would not only diversify the local dining options but also create more opportunities for residents and visitors to connect and collaborate in a welcoming environment. In addition, they would provide job opportunities for community members, including students.

Furthermore, there is a demand for a centrally located laundromat. Achieving full occupancy of all storefronts is a key priority, as it would drive economic growth, attract more visitors, and solidify the village's reputation as a thriving, vibrant community. By addressing these needs, the Village of Mexico is committed to creating a more dynamic and prosperous downtown.

Business Analysis

Current Popular Businesses

Survey feedback highlights a variety of popular businesses in the Village of Mexico, reflecting the diverse needs and preferences of the community. Among these are the local gas station, Blended Nutrition, a bank, several pizza and food eateries, the library, a thrift shop, and a drugstore. These businesses serve as essential hubs for residents and visitors alike, contributing to the vibrant daily life in the village.

Emerging Businesses

The Village of Mexico is poised for growth, with a clear need for more sit-down restaurants. Community outreach has highlighted the importance of these establishments in providing residents and visitors with comfortable dining options that enhance the village's appeal as a destination. A sit-down restaurant can serve as a social hub, offering a place for families, friends, and visitors to gather and enjoy the Village's hospitality.

A new laundromat would not only meet the daily needs of residents but also support those visiting for extended periods, such as tourists staying in local accommodations. This service is critical for maintaining the convenience and livability of the Village. While there is one open currently, there has been an expressed desire for another.

There is also a growing need for hotels and lodging to accommodate the influx of visitors, especially during peak seasons. Establishing more lodging options would extend visitors' stays, thereby contributing to local business growth and enhancing the overall tourism experience.

Furthermore, specialty retail shops, cafes, and entertainment venues are poised to thrive in downtown Mexico. These businesses would contribute to the vibrancy of the area, attracting both locals and visitors, and driving economic growth in the Village.

Zoning Analysis

The Village of Mexico's zoning framework shapes its development and community character. Here's an overview of the current zoning designations and future opportunities:

Current Zoning Designations:

Residential Business Zone:

Located at the start of Main Street, this zone supports mixed-use development, blending residential and small-scale commercial activities.

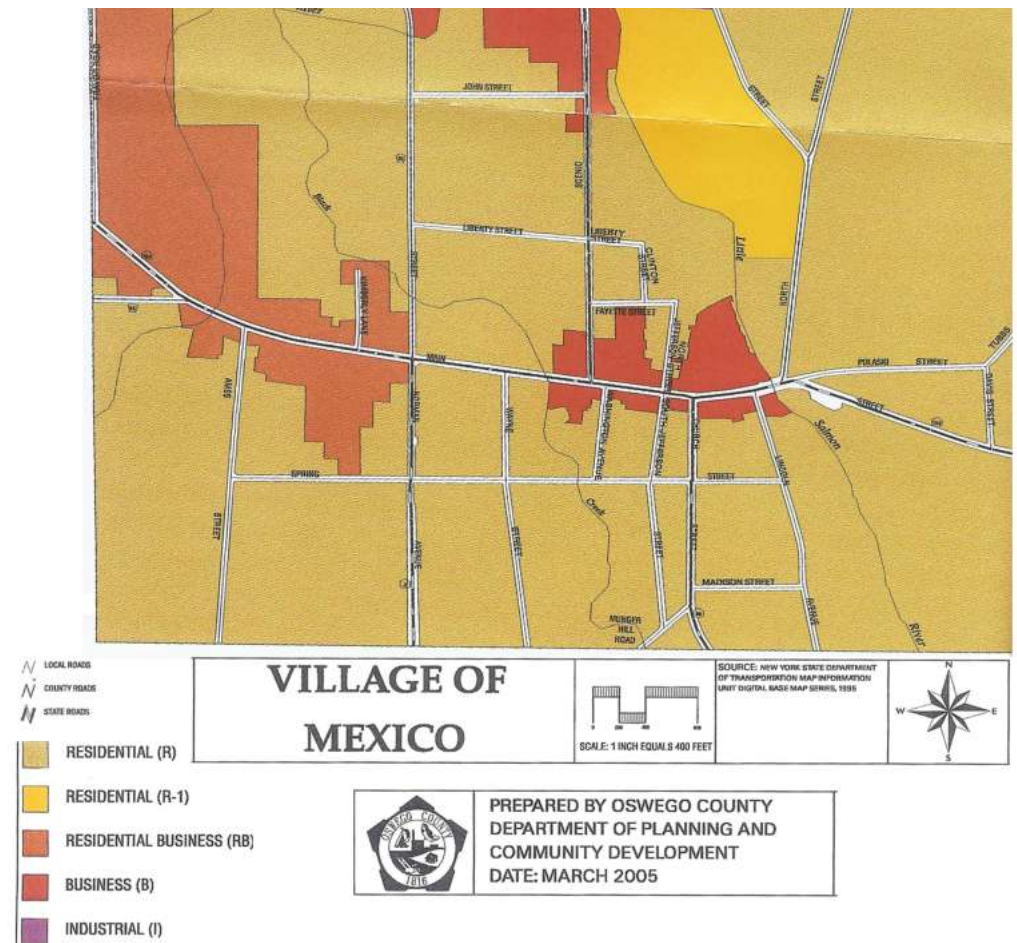
Main Street Business District:

Primarily business-oriented, this district focuses on retail, dining, and professional services while maintaining the village's historic charm.

Residential Zones:

Surrounding the business district, these zones are for single-family homes and multi-family dwellings, fostering a quiet, community-focused environment.

Future zoning in the Village of Mexico could enhance public spaces by designating areas for parks and plazas, expand parking infrastructure to accommodate growth, and integrate EV charging stations to support sustainability.



Mixed-use development could encourage walkability and economic growth. Additional sustainability zones and improved connectivity through pedestrian paths, bike lanes, and public transportation could further enhance the community's accessibility and environmental conservation efforts.

Zoning Recommendations

Expand Mixed-Use Development: Encourage growth by designating additional areas for mixed-use development, integrating residential, commercial, and recreational spaces. This promotes walkability, stimulates economic activity, and enhances community interaction.

Increase Parking Infrastructure: Designate zones for expanded parking facilities to accommodate the needs of a growing population and boost downtown accessibility.

Integrate EV Charging Stations: Create specific zones for electric vehicle charging stations to support sustainability and meet the needs of environmentally conscious residents and visitors.

Create Sustainability Zones: Introduce zones focused on sustainable practices, including green building standards and eco-friendly infrastructure, to promote environmental conservation.

Improve Connectivity: Develop zoning to enhance pedestrian paths, bike lanes, and public transportation options, fostering better connectivity and reducing reliance on cars.

The proposed zoning recommendations for the Village of Mexico aim to balance growth with sustainability, ensuring the village remains a vibrant, accessible, and historically rich community. By expanding mixed-use development, enhancing infrastructure, and preserving the village's unique character, these measures will support economic vitality and environmental stewardship, positioning the village for a prosperous future while maintaining its charm and sense of community.



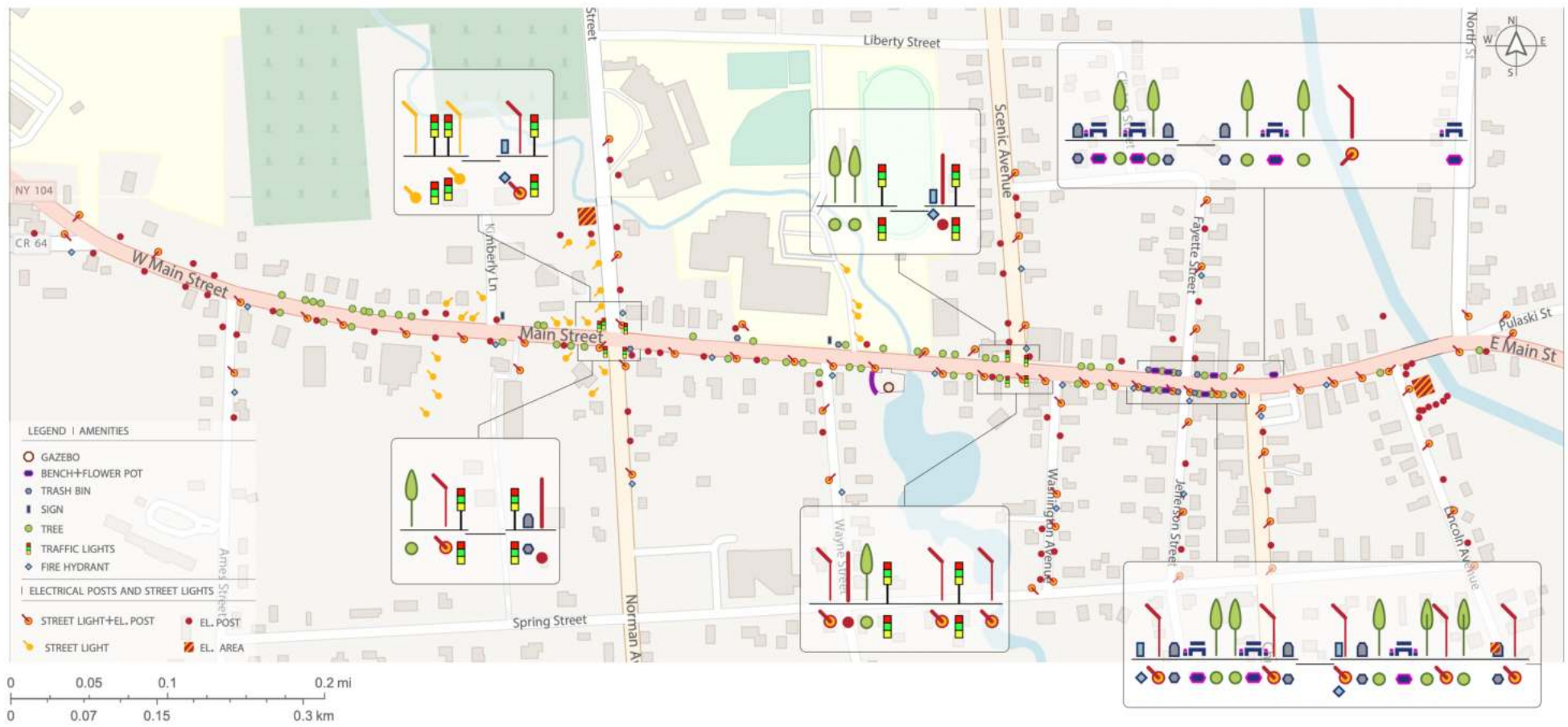
Amenities For Improvement

Village of Mexico

Existing Amenities Map

Downtown Area

The Village of Mexico Existing Amenities Map offers a comprehensive view of the downtown area, detailing the current infrastructure and public amenities. This map serves as a resource for understanding the layout and distribution of essential amenities in the Village of Mexico's downtown, contributing to its functionality and charm. This map provides a foundation for making informed decisions that will enhance the functionality, aesthetic appeal, and overall experience of the downtown area, supporting its growth as a vibrant community hub.



Park Development



Developing the park between a downtown area and a nearby school offers significant benefits for both the community and the environment. Its central location promotes accessibility and encourages a healthier, more active lifestyle by providing a safe, pleasant route for walking. The park supports physical activities such as jogging and sports, enhances mental well-being with its greenery and open spaces, and provides a relaxing escape for students and downtown workers.

Additionally, the park enhances the urban landscape, potentially increasing property values and stimulating local growth and investment. It also fosters social interaction and community engagement, serving as a gathering spot for diverse groups. Overall, the park supports a vibrant, healthy, and economically thriving neighborhood.



Photos by MSPEN Consulting of the park area in 2024.

Proposed park improvements include converting part of the gravel area into grass for a more inviting space, adding more outdoor seating for comfort and socialization, and installing a new gazebo at the back of the park. Surrounding the gazebo with tall grass or other noise-barrier foliage will create a serene environment, enhancing the park's appeal and functionality. These upgrades aim to make the park a versatile, welcoming space that supports relaxation, recreation, and community interaction.

Dam Removal Initiative



The Village of Mexico is actively pursuing the removal of old dams within its boundaries to enhance the natural flow of rivers, expand fish habitats, and increase recreational opportunities. This initiative aligns with broader environmental goals and the Village's commitment to improving local ecosystems and community resources.

The Village hosted an informational meeting organized by the Tug Hill Commission. The meeting featured representatives from the New York State Department of Environmental Conservation (NYSDEC), U.S. Fish and Wildlife Service, and Cornell University New York State Water Resources Institute, all who show strong support for this initiative. The Mexico Academy School District Dam removal is in progress. The Village has secured an estimate for removal of the Little Salmon River Dam which is owned by Village of Mexico and is in the downtown area next to the park and the Sierra Canadian Club Dam, located downstream and privately owned by the Sierra Canadian Club.



Photos by MSPEN of Mexico Academy School District Dam and the Village's Dam.

This will restore natural river flow, improve fish habitats, and boost recreational opportunities, thereby enhancing both the environment and the downtown area. It will also improve water quality, support local fisheries, and attract tourists and outdoor enthusiasts, which can stimulate economic growth in the downtown area. The community also wants to be mindful of trash clean up post dam removal to ensure that this great natural asset is meticulously maintained.

Park Rendering Concepts

The following are concept ideas for part of the park:



Renderings by MSPEN Consulting of the Village of Mexico's Downtown Park for inspiration purposes.

Park Rendering Concepts

The following are concept ideas for the park for inspiration purposes.



Renderings of the Village of Mexico's Downtown Park for inspiration purposes. Renderings by MSPEN.



Cultural Resources

Cultural Resources

Village of Mexico Historic District:

As mentioned, investing in the revitalization of the Village of Mexico Historic District goes beyond preservation; it is a commitment to protect our cultural heritage and community spirit. Located in Oswego County, New York, this national historic district includes 77 contributing buildings and three contributing structures, featuring 33 residential edifices, 23 commercial structures, and 17 outbuildings.

Architectural Heritage:

Reflecting the architectural tapestry of many 19th-century villages, Mexico's historic downtown district features a diverse array of styles from various eras. Visitors can admire a blend of Italianate, Greek Revival, and Federal-style buildings, each narrating a unique story of the village's past.

The Iconic Grandma Brown's Baked Beans

The well-known brand originally started in the Village of Mexico. Grandma Brown's baked beans have been a staple of backyard barbecues and holiday gatherings in Central New York since 1937. That is the year when Lulu Brown began baking large pans of beans in her home in Mexico and selling them at church events and grocery stores to make extra money for her family during the Great Depression. The baked bean business grew so large that the Browns and Whitney opened a plant where Grandma Brown's beans could be made in mass quantity and canned. Local grocers say Grandma Brown's were by far the most popular baked beans they sold.

John Beck's Hotel

The crown jewel of this area is Beck's Hotel, a majestic testament to our past that has graced our landscape since 1897 and is currently undergoing restoration. As a popular cultural resource and an iconic cornerstone of the downtown, Beck's Hotel embodies the rich history and architectural splendor of the Village of Mexico. Its restoration not only preserves a significant piece of our heritage but also revitalizes a key landmark that has long been a focal point of community life.

Starr Clark Tin Shop

In February of 2020, the Mexico Historical Society was able to purchase the building next to their Starr Clark Tin Shop and Underground Railroad Museum. A restoration committee was formed to oversee the plans for the restoration of the historic building to its original state. In August of 2023, an Open House was held to celebrate the completion of the renovation and to celebrate Starr Clark's 230th birthday.

In 1855, James S. Chandler and Leonard Ames Jr. built the brick bank on the site of McNair and Hatch's store. They carried on a private banking business until 1865 when Mr. Ames withdrew from the firm. J. S. Chandler carried on the business until 1867, when he was obliged to make assignment to Luther H. Conklin and D. W. C. Peck. Other bankers used the building until 1900, when the business was sold to Charles H. Peck, who moved the business to Jefferson Street in 1903.

The Chandler-Ames Bank building consists of two floors of approximately 900 square feet each and a clean and dry basement. The first floor ceiling is about 8 feet in height. The original vault (made of concrete) still exists. The Starr Clark Tin Shop is a truly one-of-a-kind shop that would appease many heritage tourists.



Photo of the Chandler/Ames bank from the Mexico NY Historical Society.



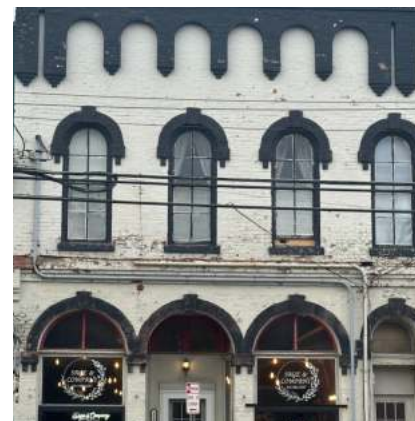
Infrastructure Development

Building Conditions Analysis

Many of the buildings on Main Street are in need of significant façade improvements. Over the years, these structures have experienced noticeable wear and tear, including peeling paint and other visible signs of aging. While these issues detract from the overall appearance of the downtown area, the underlying beauty and architectural character of the buildings remain evident, and the potential for restoration is strong.

Only a few business owners have consistently maintained the exterior of their buildings. This includes not only the façades but also crucial elements like ADA accessibility at front entrances and the landscaping of nearby areas. The lack of upkeep has led to a fragmented appearance that diminishes the charm and appeal of Main Street.

To address this, the Village has an interest in pursuing funding specifically dedicated to façade revitalization. Such an initiative would not only provide financial assistance but also encourage property owners to invest in their buildings, fostering a sense of pride and stewardship. In conjunction with this effort, the Village plans to develop a unified color scheme for the area. By coordinating the colors and styles of building exteriors, the Village can create a cohesive and visually appealing streetscape that enhances the overall aesthetic of Main Street.



Photos by MSPEN Consulting of downtown building façades.

Building Conditions Inspiration

Streamlining the branding colors for façade improvements in the Village of Mexico offers multiple benefits, especially from a tourism perspective. A cohesive color scheme creates a visually appealing and harmonious downtown, enhancing the Village's charm and making it more attractive to visitors. This uniform aesthetic not only highlights the architectural features of the buildings but also preserves the area's heritage, giving it a fresh, updated look.

The photogenic appeal of a well-branded and visually consistent area can increase the village's visibility on social media, drawing more tourists and encouraging longer stays. Visitors are more likely to explore, shop, and dine in an area that feels inviting and well-designed, creating a memorable experience that leads to repeat visits and positive word-of-mouth.

Additionally, this approach boosts the Village's appeal to new businesses and investors, who see potential in a well-maintained, attractive environment. It also fosters local pride and community involvement, supporting economic growth and making the Village a vibrant destination for both tourists and residents.



Renderings by MSPEN Consulting of facade color possibilities.

Streetscape Improvements

The Village of Mexico aims to enhance the aesthetic appeal, functionality, and overall experience of the downtown area. Key elements of the streetscape improvements include:

Greenery and Landscaping: The Village plans to integrate more greenery into the streetscape, with new trees, shrubs, and flowers to enhance the visual appeal and contribute to a pleasant environment. Notably, the Village aims to incorporate removable planter baskets of flowers, which will allow for seasonal changes and a dynamic presentation of vibrant floral displays throughout the year. The Village also has an interest in adding tall grass and other noise-barrier foliage around the gazebo so that concerts can be enjoyed with less noise from traffic.

Street Seating: Upgrades will include the installation of new benches in the park area which will compliment many food service businesses that do not have space for sit down dining. These additions are intended to improve comfort and convenience while contributing to the overall charm of the downtown area.

Sustainable Practices: The project will emphasize sustainability by incorporating eco-friendly materials and practices, such as energy-efficient lighting and low-maintenance landscaping options.

Stormwater Improvements: The Village aims address stormwater management through the installation of permeable surfaces, improved drainage systems, and green infrastructure such as rain gardens. These measures will help reduce runoff, prevent flooding, and improve water quality in the downtown area.

Overall, the streetscape improvements will make it a more vibrant, attractive, and welcoming destination for everyone. The removable planter baskets will be a particularly distinctive feature, allowing the Village to showcase seasonal blooms and maintain a fresh and appealing streetscape throughout the year.

Lighting Analysis

Current Lighting Types

- **Streetlights:** Traditional streetlights line the downtown streets, providing essential illumination for both pedestrians and vehicles.
- **Building Lights:** Exterior lighting fixtures on some buildings enhance visibility and security during nighttime hours.

Distribution and Coverage

- **Main Streets:** Major thoroughfares like Main Street and Jefferson Street generally have adequate lighting to ensure safety and visibility for both pedestrians and motorists.
- **Side Streets and Alleys:** Smaller streets and alleys may have limited lighting, which can lead to reduced visibility and safety concerns, particularly at night.
- **Public Spaces:** Parks, plazas, and other public areas may benefit from additional lighting to promote use after dark and improve security.

Identified Gaps

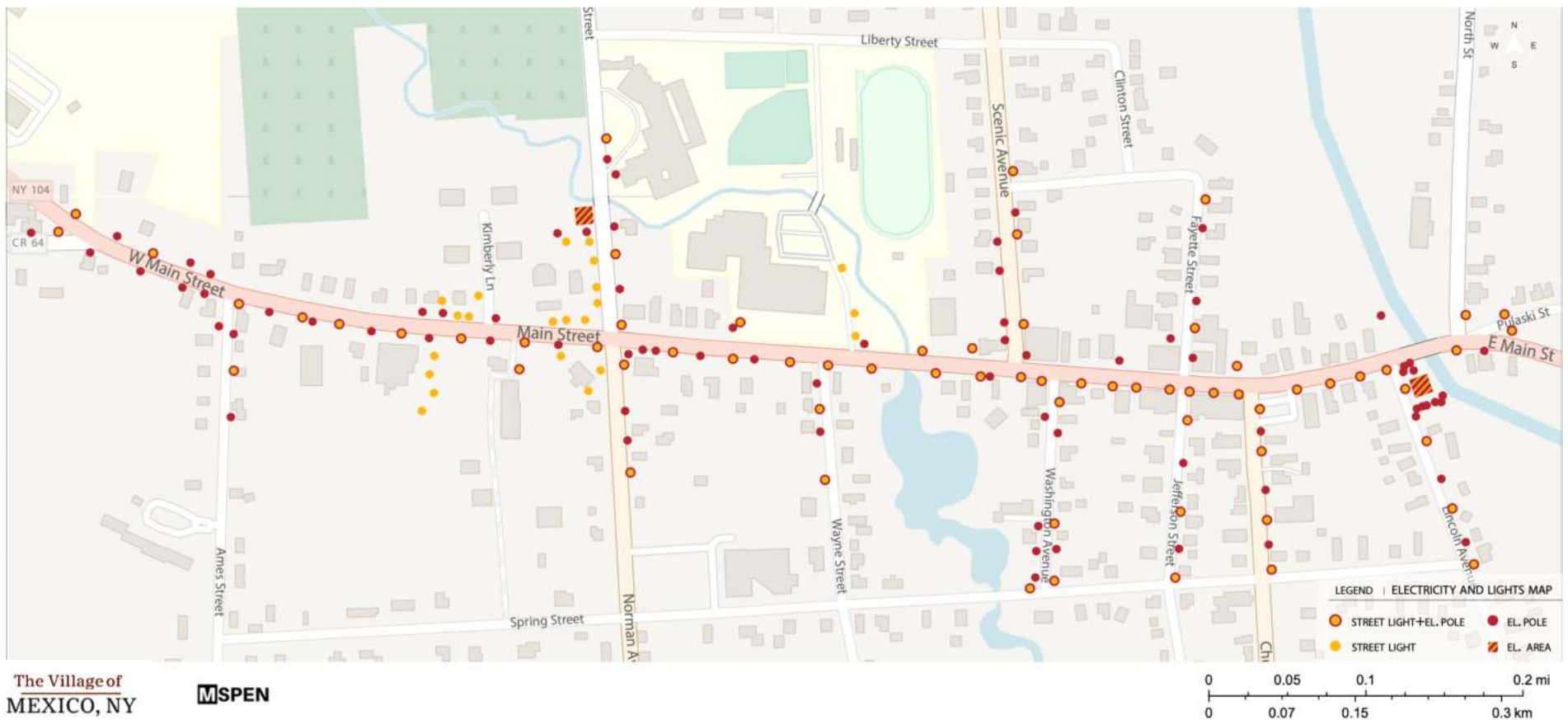
- **Inconsistent Aesthetics:** The variety of lighting styles and fixtures results in a lack of visual cohesion and detracts from the historical character of the area.
- **Inadequate Lighting:** Certain areas within the downtown district experience insufficient lighting, raising safety concerns and diminishing visibility after dark. There is also a need for security cameras in the downtown.
- **Overhead Wiring:** Visible overhead wiring detracts from the aesthetic appeal of the streetscape and may pose safety hazards if not maintained properly.

Village of Mexico

Electricity and Street Lights Map

Downtown Area

The Village of Mexico, Electricity and Street Lights Map outlines the locations of street lights and electrical posts. visual representation of the current electrical infrastructure within the downtown area. This map serves as a valuable tool for guiding upgrades, maintenance, and the strategic placement of additional lighting to support community activities and enhance the overall urban environment.



Lighting Analysis

Opportunities for Improvement:

1. Historical Lighting: Introducing historically styled lighting fixtures will enhance the downtown area's character and create a unified, inviting atmosphere.
2. Strategic Placement: Upgrading lighting in key areas like pedestrian walkways, crosswalks, and gathering spaces will ensure comprehensive coverage and maximize effectiveness.

A cohesive lighting plan with a streamlined selection of fixtures will unify the downtown area. Feedback favors historic lighting, aligning with the village's aesthetic goals. Main Street lighting should be dark sky compliant to minimize light pollution and incorporate solar-powered and LED fixtures to expand park lighting without increasing energy use.

Technical and Compliance Requirements:

- Service Connections: Must meet ESB No. 750 and NEC standards, including proper installation, direct burial conductors, and grounding systems.
- Municipal Requirements: Fixtures must have municipal numbering, fees and billing follow PSC 214, and detailed maps of lighting specifications are required. All related costs and inspections must be managed according to regulations.



Concept images for inspirational purposes.

Underground Electric Infrastructure

The Village of Mexico aims to install underground electrical wiring to enhance the visual appeal of the area. Overhead wires can be distracting and detract from the natural beauty and historic charm of the village. By moving electrical lines underground, the village will create a cleaner, more attractive streetscape, allowing the architectural and natural features to stand out. This improvement will not only enhance the overall aesthetic but also contribute to a more pleasant and inviting environment for residents and visitors alike.

National Grid provided a cost estimate for converting the overhead electric distribution system to an underground system on Main St (from Pole 26 to Pole 42, known as the Business District). The conversion's complexity requires a \$40,000 design fee to complete a detailed cost estimate and design. This fee will be deducted from the overall project cost if the Village proceeds; otherwise, it will be reconciled to the actual cost. This cost estimate is subject to change due to inflation.

Responsibilities include:

- Village of Mexico: Coordinate with other utilities, install manhole/ductwork systems and streetlight foundations, pay for existing overhead streetlights' Net Book Value, and identify existing and new facilities.
- National Grid: Provide manhole/ductwork design, inspect and accept the system, install transformers and switchgears, remove overhead facilities, and rework the streetlight system.



Before and after example of underground wire installation.

Signage Analysis

Currently, the downtown area features a patchwork of signage that can be confusing for visitors. To enhance the downtown experience and improve navigation, a unified signage plan is essential. This plan will identify strategic locations and the optimal quantity of signage to effectively guide and inform visitors. Additionally, a standardized template for interpretive signage will enable the clear and engaging presentation of the downtown's rich history. The Village is committed to establishing specific branding guidelines for facade improvements and signage. Implementing this cohesive approach not only enhances the visual appeal and functionality of the downtown but also positions the Village to leverage potential grant funding, which can incentivize property owners to participate in the community-wide upgrade. This strategic investment will create a more coherent and inviting downtown, ultimately attracting more visitors and fostering a stronger sense of place.



Photos by MSPEN Consulting of signs in the Village.

Stormwater Improvements

For the Village of Mexico's Main Street, implementing stormwater improvements is crucial to creating a more resilient, attractive, and business-friendly downtown district. Upgrading the stormwater system will bring substantial benefits to the area and its business owners, ensuring long-term sustainability and growth.

Improved stormwater infrastructure will help manage heavy rainfall more effectively, minimizing the risk of flooding that can damage storefronts, disrupt daily operations, and deter customers. A flood-resistant Main Street is essential for keeping businesses open and operational even during intense storms, ensuring economic stability.

Furthermore, by enhancing stormwater management, Mexico can prevent future water damage to its buildings and infrastructure. This not only extends the life of Main Street amenities, but also reduces repair costs and minimizes disruptions to the daily routines of residents and visitors. The Village will also explore innovative solutions to filter pollutants from runoff, such as rain gardens, permeable pavements, and other sustainable methods.

Well-designed green spaces and stormwater features can add a touch of natural beauty to Main Street, creating a more welcoming and visually appealing environment. These enhancements will encourage increased foot traffic, attract shoppers, and enhance the overall community experience. Additionally, stormwater improvements will help prepare Main Street to handle the challenges posed by more frequent or severe rainfall, ensuring the village remains adaptable and resilient in the face of changing weather patterns.

By investing in these stormwater improvements, the Village of Mexico takes an important step toward creating a Main Street that supports the needs of businesses and residents alike, while preserving the character and future of the community for years to come.

Signage Plan

The Village of Mexico's comprehensive signage plan goes beyond basic wayfinding, creating a cohesive, visually appealing system that reflects the village's unique character and supports growth and tourism.

Vehicle and Pedestrian Wayfinding: Signage will guide drivers and pedestrians to key destinations using clear visuals and strategically placed signs that align with the village's branding.

Area Identifiers: Custom-designed signs will highlight important locations like municipal buildings and historic districts, enhancing the village's aesthetic and fostering a sense of place and pride.

Gateway Signage: Large signs at main entrances and smaller ones at secondary points will create a welcoming first impression, featuring elements that reflect the village's history and vibrant identity.

Event and Celebratory Signage: Event signage will promote local festivals and celebrations, creating a festive atmosphere with adaptable designs placed in high-traffic areas.

Directional and Informational Signage: Informational signs will provide essential details like parking and safety guidelines, using universal symbols and strategic placement in key locations.

Branding and Aesthetic Consistency: All signage will maintain a consistent design, with a cohesive color palette, fonts, and materials to reinforce the village's brand and ensure future signs align with the overall branding strategy.

This plan will rebrand the village as a cohesive, welcoming, and historically rich community, enhancing its appeal, supporting economic growth, and fostering community pride.

Downtown Community Safety

Ensuring the safety of residents and visitors is a top priority for the Village of Mexico. The village is committed to implementing and supporting various initiatives aimed at enhancing safety through both physical and digital means. These initiatives include crime prevention programs, cybersecurity enhancements, and the installation of live cameras in key areas.

Installation of Live Cameras: To further enhance safety, there is a recognized need for live cameras in downtown areas. These cameras will provide real-time surveillance to monitor public spaces, helping deter crime and ensure a safer environment for all who visit.

Data and Cybersecurity Initiatives: The Village will seek funding for the streamlining of data and cybersecurity of municipal networks. This will include streamlining data processes and strengthening network security to protect against cyber attacks and data breaches. These measures will ensure the integrity and confidentiality of critical community information, supporting a secure and efficient digital environment.

Community Connections: The Village of Mexico is committed to addressing homelessness through a comprehensive community outreach effort. This initiative involves creating a consolidated list of local service providers to ensure that individuals experiencing homelessness have seamless access to essential services. By coordinating resources and services, the village aims to improve support for the homeless population, enhancing their access to vital assistance and fostering a more inclusive community.



Pictures of the Village of Mexico Main Street by MSPEN.

Marketing Initiatives



Tourism Expansion Plan

By enhancing and promoting key historical sites, such as Starr Clark's Tin Shop and the distinctive facades of nationally registered downtown buildings, a heritage tourism aims to draw a significant heritage tourism crowd. The introduction of new signage, walking tours, and interactive experiences will make history more accessible and engaging for visitors of all ages. This expansion will not only increase visitor numbers but also encourage longer stays, benefiting local businesses such as restaurants, shops, and lodging facilities. By integrating heritage tourism with other local attractions and events, the village will create a more vibrant and sustainable tourism sector, driving economic growth and fostering community pride.

This could include using social media platforms like Facebook, Instagram, Twitter, and TikTok for engaging content and targeted ads. The village website could have a dedicated heritage tourism section with detailed information, event calendars, and a blog. Email marketing can send newsletters with updates on events and special offers. Press releases to local and regional media will highlight major initiatives. Printed materials like brochures and visitor guides, equipped with QR codes, can be distributed at key locations. Video content, including short documentaries and virtual tours, can be shared on YouTube and social media. Events like history tours and cultural festivals should be promoted through all channels, with special packages to encourage longer stays. Additionally, outdoor advertising with billboards and signage at key locations will help attract visitors. This strategic focus on heritage tourism will position the Village of Mexico as a must-visit destination for those interested in experiencing the historical richness of the region.



Inspiration: Rainbow Row in Charleston, South Carolina



Inspiration photo: The Village of Mexico intends to emulate renowned heritage tourist locations.

Branding

The vision is to present the Village of Mexico as a luxurious, yet charming destination where history meets modern living, with a focus on quality of life, upscale businesses, and unique attractions.

Key Elements of the Branding Strategy:

1. Visual Identity

- Logo: A refined, elegant logo incorporating elements that reflect the Village's heritage and natural beauty
- Color Palette: A sophisticated, color scheme that evokes luxury while staying grounded in the Village's natural and historical aesthetics and matches building cohesion branding.
- Typography: Classic fonts combined with modern for a blend of timelessness and contemporary style.

2. Tone and Messaging

- Tagline: "Downtown Mexico, NY: Where Elegance Meets Tradition" or "Experience the Charm of Refined Downtown."
- Messaging: Communicate the upscale appeal of the downtown area, highlighting the fusion of quaint local shops, fine dining, and upscale amenities, while celebrating the Village's historical roots.

3. Website Design

- Homepage: Clean, modern yet traditional design with high-quality visuals of the downtown area, showcasing luxury and charm.
- Navigation: Intuitive with sections for the community, businesses, tourism, and future plans.
- Content: Descriptive sections emphasizing the unique mix of modern luxury and historic charm, a calendar of events, and a blog featuring local success stories and Village growth updates.

4. Collateral Design

- Brochures, Flyers, and Digital Ads: Consistent with the overall branding. Featuring high-end imagery, testimonials, and detailed information about the comprehensive plan's initiatives.
- Street Signage & Banners: Elegant, welcoming signs that reinforce the Village's identity as a luxurious and inviting destination.

Small Business Support

The Village of Mexico has a strong history of collaborating with small businesses to secure funding initiatives, especially when new proposals are brought forward for consideration. This commitment is vital for the downtown area, as it fosters economic growth, supports local entrepreneurs, and enhances the overall vitality of the community. The village aims to continue this support through several key initiatives:

Grant Funding: To create incubators, business development programs, and provide financial assistance to small businesses, helping them to grow and thrive. Additionally, to continue to support business owners with pass-through funding initiatives for redevelopment of their existing buildings.

Job Training and Workforce Development Initiatives: Investment in training programs and educational initiatives will improve local employment rates and skill levels, ensuring a skilled workforce for businesses in the area.

Incubator and Accelerator Programs: Funding for facilities that support startups and entrepreneurs, offering mentorship, resources, and networking opportunities, which are crucial for fostering innovation and sustainable business growth.

These efforts will ensure that the downtown area remains a vibrant hub of economic activity, attracting new businesses and providing ongoing support for existing ones.



Main Street Business Facade Photo by MSPEN



Programming and Events

Farmer's Market Initiative

Over 90 percent of online survey respondents, expressed strong support for establishing a farmers market in the Village of Mexico. This clear demand reflects the community's desire to connect with local agriculture, a sector in which many residents are actively employed. The Mexico Academy school has shown support for this initiative, indicating a willingness to donate the use of parking spaces to host the market in the downtown park area. Additionally, the owner of Primerica Financial Services in the business district has expressed interest in being apart of the initiative. To move forward, there will need to be a final site selection, recruited local vendors, community marketing, operational planning, and evaluation for growth.

To bring this vision to life, the village can explore funding opportunities such as farmers' markets and food hub oriented grants, which provide financial support to establish or expand farmers' markets, linking local producers directly with consumers. Additionally, Agricultural Education Programs can be pursued to invest in initiatives that teach residents about sustainable farming practices, nutrition, and food preparation. Establishing a farmers market will not only enhance access to fresh, local produce but also strengthen the village's ties to its agricultural roots and foster community engagement.



Farmer's Market inspiration photos.

Village of Mexico Downtown Revitalization Plan

Thank You For Your Support

Your continued support and participation are crucial as we work together to bring these improvements to life. For more information or to get involved, please visit <https://mexicony.org>.





Appendices

A photograph of a community space. On the left, a white gazebo with a grey shingled roof is decorated with red, white, and blue bunting. In the center, there are several rows of dark wooden bleachers. The foreground is a large, flat area covered in grey gravel. In the background, there is a green lawn, a white fence, and a building with a red roof. Large green trees are scattered throughout the scene, and the sky is a clear, bright blue.

Demographics

Demographic Information

2022 American Community Survey 5-Year Estimates

Industry for the Civilian Employed Population 16 Years and Over

in Mexico town, Oswego County, New York

DP02

Measure	Value
Agriculture, forestry, fishing and hunting, and mining	7.1%
Construction	8.9%
Manufacturing	8.7%
Wholesale trade	3.3%
Retail trade	10.8%
Transportation and warehousing, and utilities	8.1%
Information	2.3%
Finance and insurance, and real estate and rental and leasing	1.7%
Professional, scientific, and management, and administrative and waste management services	5.6%
Educational services, and health care and social assistance	31.9%
Arts, entertainment, and recreation, and accommodation and food services	4.8%
Other services, except public administration	1.5%
Public administration	5.3%

School and Employment

School Enrollment (Population 3 Years and Over Enrolled in School)

in Mexico town, Oswego County, New York

DP02

Measure	Value
Nursery school, preschool	8.2%
Kindergarten to 12th grade	78.6%
College, undergraduate	9.6%
Graduate, professional school	3.6%

Class of Worker

in Mexico town, Oswego County, New York

DP02

Measure	Value
Employee of private company workers	57.3%
Self-employed in own incorporated business workers	1.8%
Private not-for-profit wage and salary workers	7.3%
Local, state, and federal government workers	23.8%
Self-employed in own not incorporated business workers and unpaid family workers	9.8%

Demographics- Housing

Older Population by Age

in Mexico town, Oswego County, New York

DP02

Measure	Value
65 to 74 years	12.4%
75 to 84 years	5.2%
85 years and over	2.6%

Owner Occupied Housing Units by Types of Households

in Mexico town, Oswego County, New York

DP02

Measure	Value
Married-couple family	868
Male householder, no spouse present	134
Female householder, no spouse present	105

Demographics- Health Status

Disability

18.9% ± 4.4%

Disabled Population in Mexico town, Oswego County, New York

17.8% ± 1.8%

Disabled Population in Oswego County, New York

S1810 | 2022 American Community Survey 5-Year Estimates

Types of Disabilities

in Mexico town, Oswego County, New York

DP02

Measure	Value
Hearing difficulty	7.8%
Vision difficulty	3.2%
Cognitive difficulty	7.3%
Ambulatory difficulty	7.2%
Self-care difficulty	2.1%
Independent living difficulty	5.4%



Survey Responses

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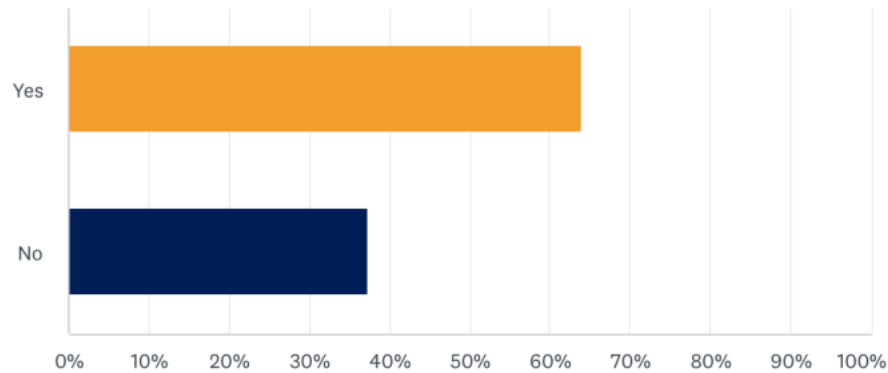
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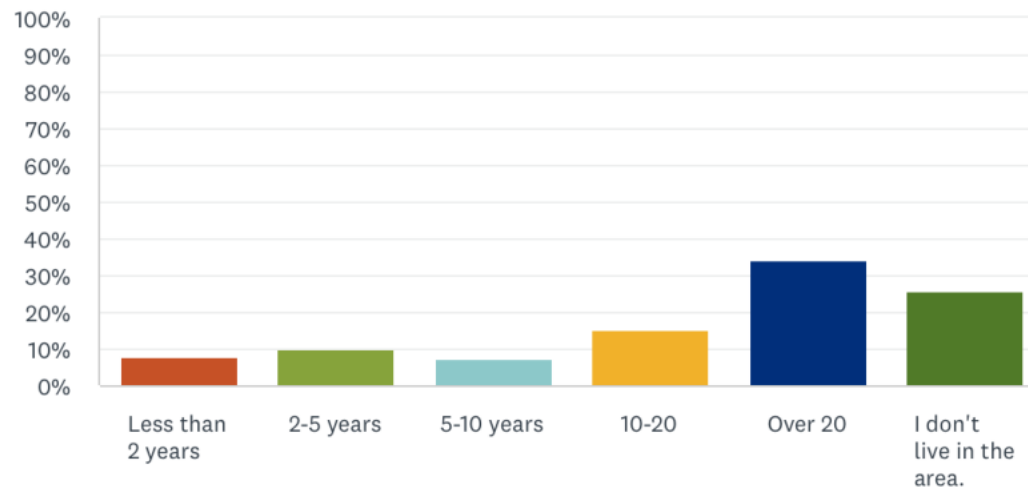
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Survey Administration and Results

Are you a Village resident?

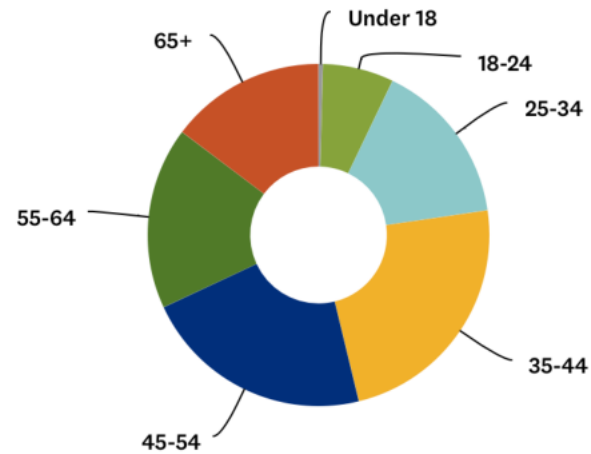


If you live in the Village of Mexico, how long have you lived here?

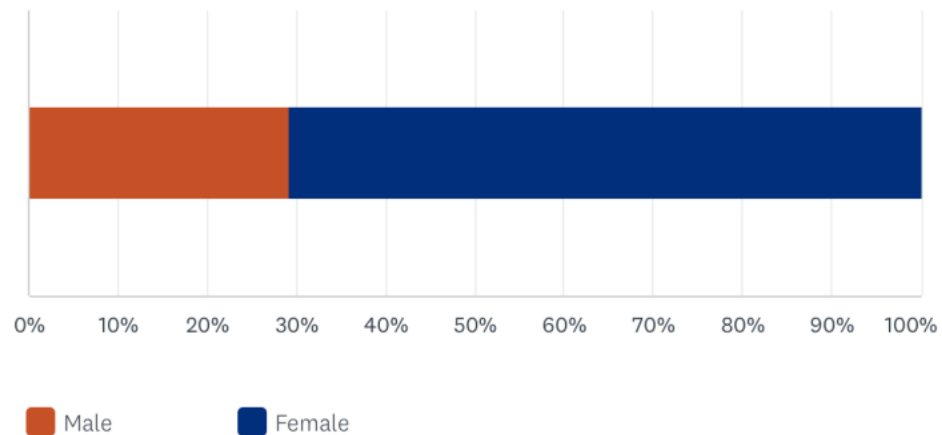


Survey Administration and Collection

What is your age range?

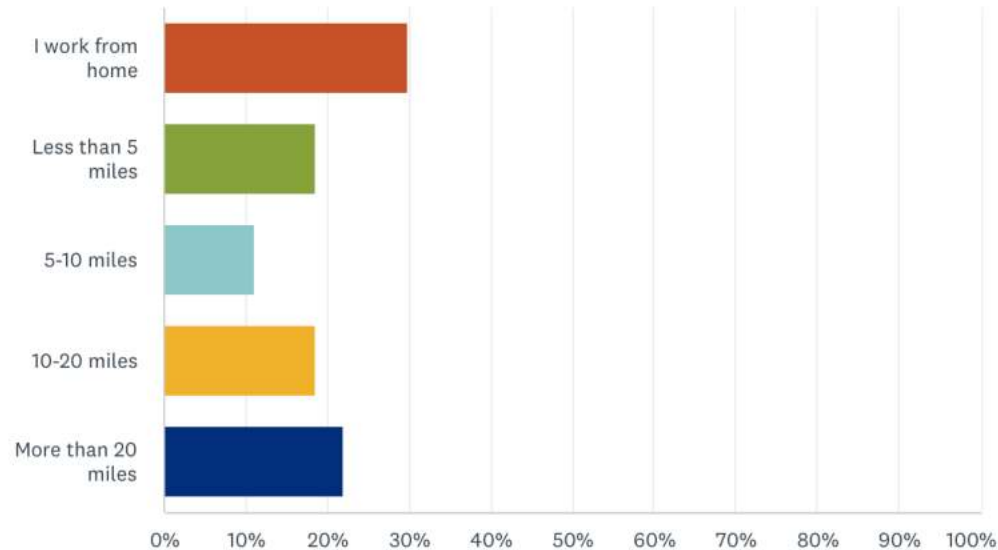


What is your gender?

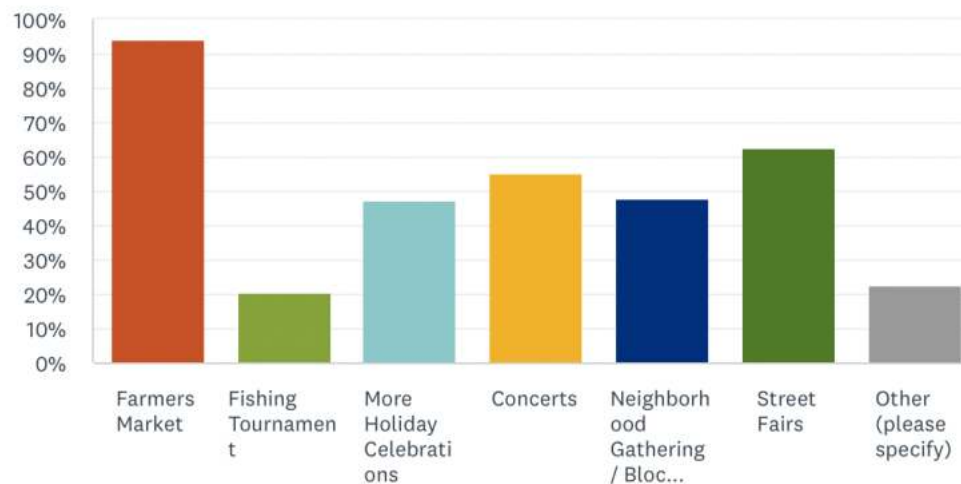


Survey Administration and Collection

How far do you commute to work?



What type of activities would you like to see in the downtown area?



Survey Administration and Collection

The following answers are select responses to “What do you like about the Downtown Area?”

Family safety, The people, Field days, It's very cozy, It's relatively quiet

Historic Buildings, Visual appeal, School area, historic, clean, Historic architecture

How clean it looks! Our village dpw does a great job.

I've lived in the Mexico area for 35 years and still find it to be a warm and welcoming village. The appeal for me is the mix of old and new. I'd like to see the older buildings restored to accent their original charm while bringing in a few newer restaurants and businesses.

The beauty of the old town feel

Schools, post office, banks, Library and grocery all in walking distance

The history and seeing business running with there doors open

The gazebo, the high school

The original old buildings. They have a lot of character

Used to be resident. Loved the architecture and the Field Days most of all

I like the street decor during holidays, I like in front of Damianos the flowers they always have out and the tables sometimes

We have great people working to make this area vibrant. Love the museums and the historical society, the efforts to add trees and flowers and the contributions of the library. Our beautiful school and heroes in the Volunteer Fire Department anchor Main Street.

Its a nice, small community without a lot of problems. We have the things that we need

The brick side walks, memory benches, flowers. Wish all the store fronts would look nice.

For the most part it is clean and safe. People are friendly.

Love the look of the high-school next to the creek. The older, well maintained homes on Main st. It's a very walkable/runnable village.

Love the look of the high-school next to the creek. The older, well maintained homes on Main st. It's a very walkable/runnable village.

I work in my hometown of Mexico. I love the small town, community feel.

I like the small town feel, the Christmas lights in winter, the veteran memorials in the summer.

It is a condensed area with a lot of potential

That you can walk to get just about anything that you need

I like that it is historic, very pretty, walkable, close to the school, and I like the park area.

It's nice that many of the buildings haven't changed their exterior look in many years.

The events are always so homey and the shops staying op.

Survey Administration and Collection

The following answers are select responses to “What places do you frequent the most in the downtown area currently?”

Tops, Kinney’s, the Library, the Cemetery, the Schools, Damianos, Unique Baskets, the Liquor Store, Prices Fruit Stand.

Library, pizzeria, drugstore, grocery store, gas stations, museums.

Food places, drug store and gas station.

Key Bank, Kinney’s, Big M, Dr. Madden’s

The creek by the high school and the pizza parlors

We have lots of walkers (we have around 20-40 that walk down our street a day with lots of dogs

Library, Kinneys, Tops, DG, restaurants

The high school, elementary school playgrounds and sports courts

Tops, Christmas in Mexico, friends, gas stations, Stefanos, PaulaNjos, Chinese

Kinnys, pizza and the care and share

Take charge strength gym and the gas stations

Gas station, blended, Kinneys and Tops

The High school and Credit Union

Grocery store, ice cream stand, and the pizza restaurant

Currently, we frequent the library more than anything, but also enjoy the thrift shop, Damiano’s, Stefano’s, and occasionally the liquor store for a treat and to chat with the owner, Ron.

We need more businesses that will stay. Maybe a cute coffee, sandwich, snack shop? A candy/chocolate store

Tops, Dunkin, Stefano's, Kings Wok, McDonalds, Fastrak, Kwikfill, Dollar General

Stefano's, Care and Share Shop, Library

Grocery and bakery

Paulanjoes, liquor st, library, Damiano Eatery, Flower Shop, Starr Clark Tin Shop and Underground Railroad and Chandler & Ames Bank museums, Care & Share

I am a business owner. So naturally my store. But supporting local businesses are really really important to me. So with that being said, I support the Local gym, the flower shop, the library, the bank, the grocery store, Dunkin’ Donuts, the Chinese restaurant, And the library.

pizza shop, liquor store, gas station, drug & grocery store

Everywhere.

We need more businesses that will stay. Maybe a cute coffee, sandwich, snack shop? A candy/chocolate store

Paulanjo's, Stephanos, library, flower shop, sage & company, red apple

Stores in town

damianos, library, high school

Restaurants, general dollar, kinneys

Pizza shops, flower shop, library and thrift store.

Survey Administration and Collection

What is your ideal vision for the downtown area in the next 5 to 10 years? What elements from other successful downtowns would you like to see implemented here?

Updated buildings, more parking, more privacy for houses/apartments businesses. coffee shop, eateries.

Midtown park

More small business

What other things would I like to see in the downtown? What are other places Mexico?

More shopping

More entertainment and local businesses that can thrive

More shop more welcoming street fixtures banners lights flowers boutiques parades. Street fairs where the close the road off

My ideal vision is that there will be a variety of shops, places to eat, and a community center for the youth and elderly. There's not much to do in Mexico, it's not a destination. Buy people drive through here in the fall for apples/fishing and the summer to go to their camps. With changes, we could be a destination. I also envision smooth sidewalks that I can safely walk or run on. Successful downtowns, I think of Camden, NY and Skaeneatles. Bustling little villages. Both have everything a person needs so they don't have to go elsewhere. I also envision a successful weekly farmers market. Pulaski has an amazing one.

Need a Stewart's! They never should have left!

More diverse and welcoming businesses. Make it more welcoming to people passing through. Being a town close to the lake, apple orchards, camp life, a passer through village to Oswego... revitalizing the village could and should be bringing in more business and people to help make business thrive.

Decorative lighting, buried wires, more flowers in the summer

A face lift of old buildings, addition of new businesses but not crowded. The village should stay a village not turn into a city.

Hometown hero banners, (donated) hanging flower baskets, new restaurants

Cheaper housing

Less vacant store fronts. Options for laundromat. Another sit down dining option.

To keep the history of the town. Don't tear down & rebuild just repair & restore. There's so much history in our town that shouldn't be lost to modernism.

A public park, regularly scheduled live music at the gazebo, and a reasonably priced diner/cafe where we could get a simple breakfast or lunch. I would walk into town at least a couple of times a week for that

More local vendors who can afford to stay longer than a couple of years.

More trees, benches/planters, and businesses. A Vibrant 3-4 block area!

More community events like the Christmas craft shows

Having lived a bunch of other places having a central park area for more festivals seemed to be a formula other areas explored successfully

It would be nice to have one or two senior-living options.

The gazebo is a nice touch but needs to have landscaping/decorations to finish it, eliminate the plastic back-lit signs and move towards more crafty signs, look at what Clayton, NY has done- community events, underground power lines