

**Planning &  
Zoning  
Appreciation  
Banquet  
2014**

**Smart Growth  
Award Category:  
Foster Distinctive,  
Attractive Commu-  
nities with a Strong  
Sense of Place**

**Recipient:  
Village of  
Canastota**

**Congratulations** to the Village of Canastota being selected for a Smart Growth Award. The Village of Canastota's commitment to downtown revitalization and Main Street improvement is evident in the myriad of projects that have been undertaken in recent years. Their focus on using their unique historical and cultural resources embody key principles of Smart Growth.



**Lessons Learned**

- Build upon existing assets. For Canastota this includes features such as the Old Erie Canal, Link Trail, and being the only community in Madison County with a thru-way exit.
- Beautifying downtown is more than just about aesthetics: Canastota is investing in sidewalks, planters, public spaces, and attractive gateways to attract new businesses, residents, and shoppers to downtown. To assist with this the Village has established a Beautification Board
- Take advantage of grant funding: In the past 5 years alone, Canastota has been able to bring in \$17 million dollars in grant funding, a majority of which is for downtown improvements.
- Collaboration is key: Canastota uses partnerships to help advance initiatives. For example, the Village works closely with the Canastota Canal Town Museum, a 501-3C.
- Create a sense of place: Canastota is using its history as a Canal Town to tell a story and create a unique place.

