



Village of Pulaski DRI

DOWNTOWN REVITALIZATION INITIATIVE

Community Survey Summary



**Downtown
Revitalization
Initiative**

This document was prepared with funding provided by the New York State Department of State.

Overview

The Village of Pulaski is the Round 8 winner of the \$10 million Downtown Revitalization Initiative (DRI) award funded through the NYS Department of State (DOS). The DRI program seeks to create vibrant, resilient communities by advancing revitalization strategies and projects that transform downtown areas and support year-round economies.

Community engagement and feedback are critical components in the development of the Pulaski DRI Strategic Investment Plan (SIP). The Pulaski DRI community survey was available through SurveyMonkey's online platform from May 14 to July 18, 2025, and hard copies were available at in-person engagement events and at Village Hall upon request. The survey was promoted via social media, at the Pulaski DRI Public Meeting #1 on June 12th, at the first pop-up event at the Pulaski Farmer's Market on July 11th, and with support from the Local Planning Committee (LPC). The survey received 378 responses from community members.

The survey included sixteen (16) questions designed to inform the development of the Pulaski DRI community vision and goals and identify areas of improvement and opportunities to support the SIP. At the end of the DRI planning process, the final SIP will identify specific projects that align with a unique vision for revitalizing downtown Pulaski.

Survey Methodology

The survey asked the following 16 questions:

1. What best describes your relationship to the Village of Pulaski? (Check all that apply)
2. If you are a resident, how long have you lived in the Village of Pulaski?
3. How do you spend your time in downtown Pulaski? (Check all that apply)
4. How often do you visit downtown Pulaski?
5. If you don't spend much time downtown, what amenities would draw you to spend more time there?
6. In your opinion, what is downtown Pulaski's greatest asset?
7. In your opinion, what is downtown Pulaski's greatest challenge?
8. What should be the highest priorities for the Village's downtown? (Check all that apply)
9. What types of businesses would you like to see more of in downtown Pulaski? Check all that apply)
10. In your opinion, what types of housing would you like to see more of in downtown Pulaski?
11. When thinking about what downtown Pulaski is like presently, how would you describe the area to your friends and family?
12. How would you describe your ideal downtown Pulaski fifteen years from now?
13. What is your age?
14. What is the primary language spoken in your home?
15. What is your home zip code?

16. Please note any additional comments or ideas you have for the Village of Pulaski DRI.

The questions and summaries of responses are detailed below.

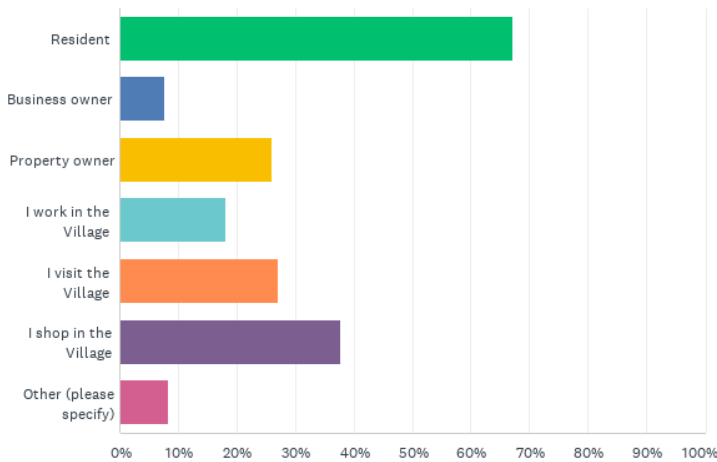
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Summary of Results

Question 1 (Q1) was a multiple-choice question where respondents were asked, “**What best describes your relationship to the Village of Pulaski? (Check all that apply).**” This question provided insight into the types of community members who completed the survey. Out of the 377 responses, the majority of 253 respondents (67%) are **residents**, followed by 142 respondents (38%) selecting **I shop in the Village**. Respondents were able to choose more than one answer; therefore, the percentages below do not add up to 100%.

Q1 What best describes your relationship to the Village of Pulaski? (Check all that apply)



(Q1 cont.) Individuals who selected the **Other** choice were asked to share additional detail. This is summarized in the bulleted list below.

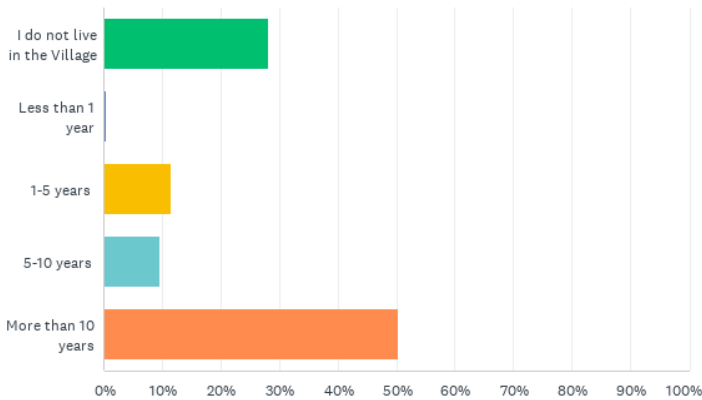
- **Prospective Business and/or Property Owners:** This includes individuals who indicated they are looking to buy residential or commercial property in the Village, or start their business downtown.
- **Community Involvement and Local Ties:** This includes individuals who visit the Village annually or live in the area seasonally.
- **Non-Profit and Civic Engagement:** This includes individuals who are active in the Pulaski community through religious institutions, local nonprofits, and community groups.
- **Historic and Personal Connections:** This includes individuals who grew up in or near the Village of Pulaski, still have family in the area, children are currently enrolled in the school district, or were previously employed in the Village.

The responses to this question suggest that the survey results are predominantly reflective of the views and experiences of those who live in the Village of Pulaski year-round.

Question 2 (Q2) was a multiple-choice question where respondents were asked, “**If you are a resident, how long have you lived here?**” Out of the 376 responses, 189 respondents (50%)

have lived in the Village of Pulaski for **more than 10 years**, 36 respondents (10%) for **5-10 years**, and 43 respondents (12%) for **1-5 years**. 106 respondents (28%) selected **I do not live in the Village**.

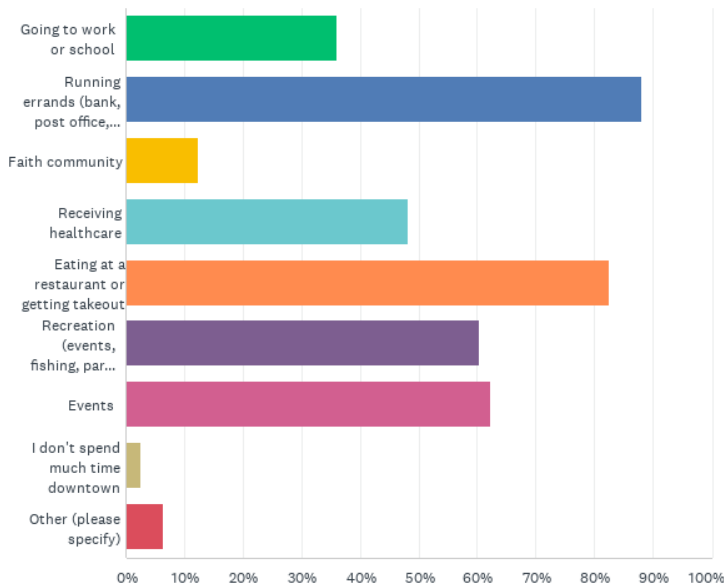
Q2 If you are a resident, how long have you lived in the Village of Pulaski?



The distribution of long-time residents and non-residents indicates that there is a strong base of stakeholders invested in the well-being of the Pulaski community. Residents who have lived in the community for over 10 years may have seen significant changes over time, whereas newer residents may be able to provide new perspectives on needs within the DRI area.

Question 3 (Q3) of the survey asked, “How do you spend your time in downtown Pulaski? (Check all that apply).” Out of the 378 responses, the majority of 333 respondents (88%) selected **running errands** as their reason for visiting downtown Pulaski, followed by 312 respondents (83%) selected **eating at a restaurant or getting takeout**. 235 respondents (62%) selected **events**, and 228 respondents (60%) selected **recreation**. Further details are available in the chart shown below. Respondents were able to choose more than one answer; therefore, the percentages below do not add up to 100%.

Q3 How do you spend your time in downtown Pulaski? (Check all that apply)



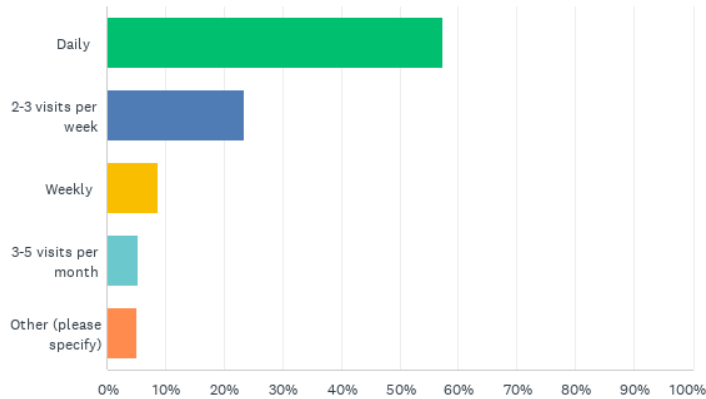
(Q3 cont.) Individuals who selected the **Other** choice were asked to share additional details, which are summarized below:

- **Recreation:** Walking, biking, or hiking in the downtown area.
- **Community Amenities:** Coming to the area for the gym or arts center.
- **Family and Visits:** Visiting family and friends in the area.
- **Local Activities and Engagement:** Coming to the downtown for community events such as the farmers market or volunteering with local organizations.

The responses submitted indicate a high percentage of community members who live in the area spend a lot of time utilizing the downtown for their daily needs, as well as social and community-oriented activities.

Question 4 (Q4) was a multiple-choice question where respondents were asked, “**How often do you visit downtown Pulaski?**” Out of the 376 responses, the majority of 216 respondents (57%) selected **daily**, followed by 88 respondents (24%) who selected **2-3 visits per week**.

Q4 How often do you visit downtown Pulaski?



(Q4 cont.) Individuals who selected the **Other** choice were asked to share additional details, which are summarized below:

- **Seasonally:** Seasonal residents may visit the downtown more often in the summer compared to the colder months.
- **Occasional family visits:** Non-residents in Pulaski visit downtown a couple of times a year when visiting family.
- **Monthly:** A couple of respondents visit downtown Pulaski monthly or a couple of times a month.
- **During the work week:** A few respondents indicated they come to downtown Pulaski every day, but only during the work week.

This indicates that a majority of community members are going to downtown Pulaski a couple of times a week, if not daily, to complete their daily activities or participate in community events.

Question 5 (Q5) was a fill-in response question where respondents were asked, “**If you don’t spend much time downtown, what amenities would draw you to spend more time there?**”

The 263 responses are summarized and categorized by theme below.

- **Public Infrastructure:** Respondents mentioned the need for better-maintained and connected sidewalks to access downtown, the desire for All-Terrain Vehicle (ATV) and snowmobile designated parking downtown, the need for safer roads and slower traffic, and the desire for public bathrooms to be unlocked and more accessible for use.
- **Recreation & Athletic Facilities:** Recreation facilities such as tennis and pickleball courts, indoor sports complex, updated gym and fitness studio, wellness center and yoga studio, inclusive wellness classes for people of all ages, handicap accessible playground, outdoor fitness equipment in the parks, public pool, and ATV/SXS trails were amenities desired by respondents.
- **Community Amenities:** Respondents mentioned community amenities such as community center, movie theater, roller rink, bowling alley, live music venue, indoor kids play area, an arcade, arts and crafts center, and a dog park.
- **Restaurants & Retail:** Respondents would like to see a greater diversity of restaurants and retail establishments such as unique small shops, a coffee shop, a butcher shop, more restaurants with different food offerings, a cheese and ice cream shop, a bakery/pastry shop, chain restaurants (like Taco Bell and Chilis), a cannabis store, a department store, more grocery store options, and healthy eating establishments.
- **Health & Family Care Facilities:** Respondents expressed interest in spa/massage therapy and the need for a daycare.
- **Community Events:** Respondents noted the need for more community events and activities such as an outdoor movie series, an outdoor concert series, more daytime events, cultural and art events, family and child/teen-friendly activities, community clean-up days, food truck events, poetry and comedy nights, community dances, local groups for hiking or child rearing, winter activities, more community markets, and holiday events.
- **Downtown Vibrancy & Placemaking:** Respondents mentioned a desire for better-looking storefronts, more outdoor dining, more public art and flowers, improved business hours for downtown stores, a community garden, and enhanced walkability.
- **Waterfront Access:** Respondents expressed the need for better access and more amenities along the waterfront, such as outdoor dining, additional walking trails, and public art.

Question 6 (Q6) was a fill-in response question where respondents were asked, “**In your opinion, what is downtown Pulaski’s greatest asset?**” The 330 responses are summarized and categorized by theme below:

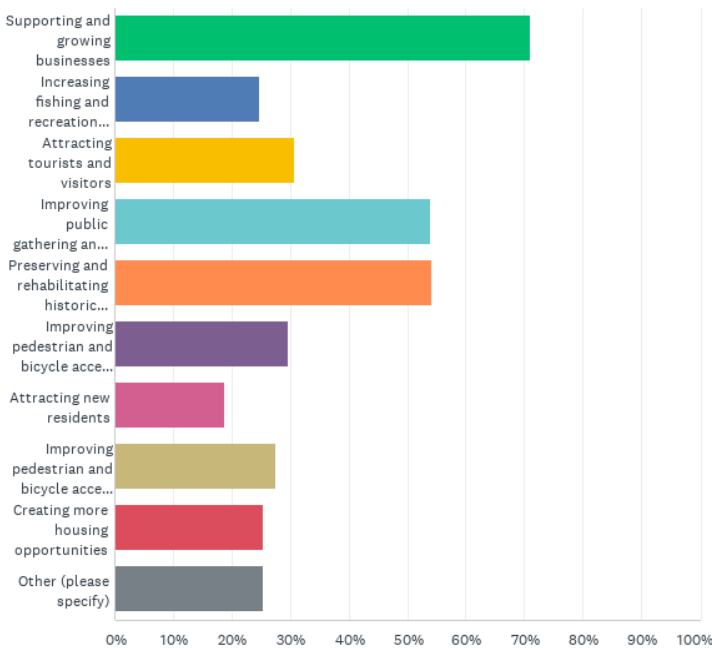
- **Community Amenities and Events:** Respondents mention appreciation for community amenities and events such as the Kallet Theater, farmers market, food pantry, library, and Haldane Center.
- **Walkability:** Respondents noted the walkable character of the Village.
- **Historic Architecture & Preservation:** Respondents mentioned the historic architecture and expressed a desire to preserve the history and character of the community.
- **Community Character:** Respondents mentioned the smalltown feel and close-knit character of the community.
- **Recreation & Waterfront:** Respondents noted the River Walk, easy access to fishing and the Salmon River, community parks, and walking trails.
- **Location:** Individuals expressed that Pulaski is conveniently located and is easily accessible to major transportation routes.
- **Downtown Retail:** Respondents indicated a desire to support existing local shops and restaurants in the downtown.

Question 7 (Q7) was a fill-in question where respondents were asked, “**In your opinion, what is downtown Pulaski’s greatest challenge?**” The 333 responses are summarized and categorized by theme below.

- **Traffic & Parking:** Respondents expressed concerns regarding seasonal traffic and unsafe parking and road conditions, particularly during trout fishing season.
- **Sprawl:** respondents noted a disconnect between the Village’s downtown and other commercial centers and noted the need to connect these areas.
- **Blight:** Respondents mentioned blight and run-down commercial and residential buildings in the downtown and expressed concerns for absentee landlords, rundown rental properties, and the need for property maintenance in general.
- **Limited Restaurant & Retail Options:** Respondents expressed concerns regarding the lack of variety of restaurant and retail shop options downtown, as well as vacant or rundown-looking storefronts.
- **Economic & Community Development:** Respondents expressed concerns regarding the lack of jobs, rising poverty, the need for accessible childcare, lack of a centralized location for youth sports, and the need for ADA accessible and inclusive place spaces.
- **Infrastructure Maintenance:** Respondents mentioned the need for sidewalk and road repairs, public water and drainage infrastructure improvements, and needed maintenance to public trash cans.
- **Community Innovation and Connection:** respondents express concern regarding close-minded attitudes and resistance to new ideas, as well as the need to build more community involvement and connections between residents.

Question 8 (Q8) was a multiple-choice question where respondents were asked: “**What should be the highest priorities for the Village’s downtown? (Check all that apply).**” Out of the 377 responses, the majority of 268 respondents (71%) selected **supporting and growing businesses**, followed by 204 respondents (54%) who selected **reserving and rehabilitating historic buildings** and 203 respondents (54%) who selected **improving public gathering and green spaces**.

Q8 What should be the highest priorities for the Village's downtown? (Check all that apply)



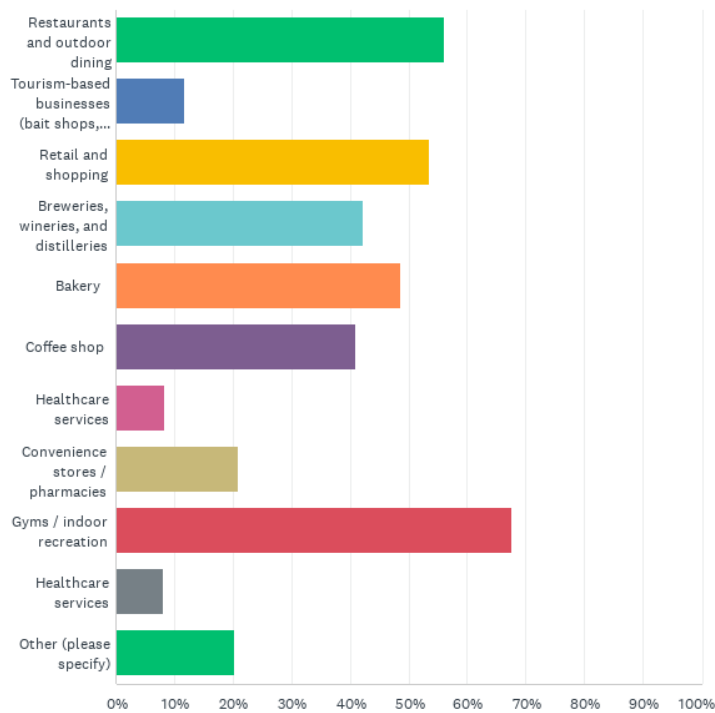
(Q8 cont.) Individuals who selected the **Other** shared additional feedback about their highest priorities for the village. The feedback is summarized by theme below:

- **Recreation, Entertainment, & Family-Friendly Activities:** Respondents expressed a desire for more recreation and family-friendly spaces and activities and suggested improvements such as an ice skating rink, community center, teen building, and bowling alley, trails (walking, snowmobile, ATV), and parks and athletic fields.
- **Transportation:** Respondents suggested improving the public bus system to connect residents to employment.
- **Economic Development:** Respondents indicated a desire for more good-paying jobs in the village.
- **Public Safety:** Respondent indicated a need to support local police to reduce crime, vandalism, and theft.
- **Infrastructure Maintenance:** Respondents shared desires for improved public sidewalks, roadways (potholes), water service, and addressing downtown parking needs.

- **Health & Daycare:** Respondents shared desires for mental health services, assisted living facilities, and infant and young child daycare facilities.
- **Environmental Stewardship:** Respondents expressed the need to ensure the maintenance of parks and green spaces.
- **Beautification & Placemaking:** Respondents shared desires for placemaking improvements (lights) along the river, and public art like murals.
- **Property Maintenance and Rehabilitation:** Respondents indicated the need to ensure maintenance of public and private buildings, demolish structures that cannot be saved, rehabilitate existing housing stock, encourage adaptive reuse of unused buildings, and ensure code enforcement for unsafe rental housing.
- **Downtown Vibrancy:** Respondents shared desires for more businesses like a deli or market, a hotel, public event spaces, and more events aside from the farmer's market.
- **Housing:** Respondents indicate desires to ensure a diversity of housing options for all income levels, not just affordable housing.
- **Balancing Tourism:** Respondents suggested attracting businesses and activities outside of fishing and focusing on local needs.

Question 9 (Q9) was a multiple-choice question where respondents were asked, “**What types of businesses would you like to see more of in downtown Pulaski?**” Of the 374 responses, the majority of 253 respondents (68%) selected **gyms/indoor recreation**, followed by 210 respondents (56%) who selected **restaurants and outdoor dining**, 200 respondents (54%) who selected **retail and shopping**, 182 respondents (49%) who selected **bakery**, and 158 respondents (42%) who selected **breweries, wineries, and distilleries**. Respondents were able to choose more than one answer; therefore, the percentages below do not add up to 100%.

Q9 What types of businesses would you like to see more of in downtown Pulaski? (Check all that apply)



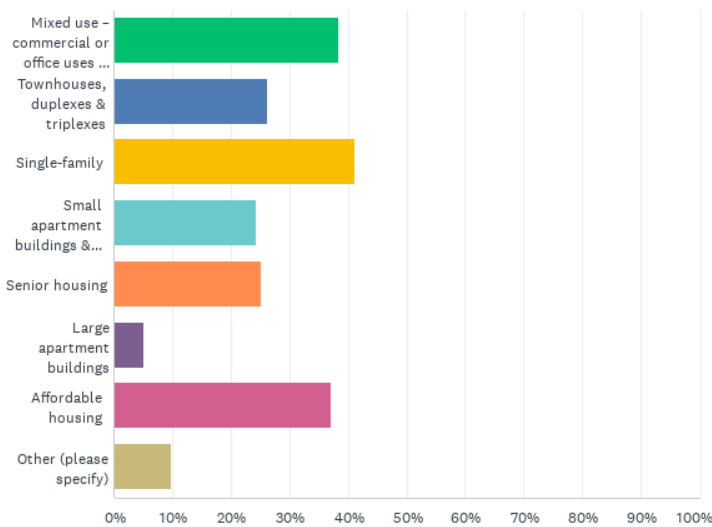
(Q9 cont.) Individuals who selected the **Other** shared additional feedback about businesses they would like to see in Pulaski. Themes from their feedback are summarized below:

- **Health & Wellness Venues & Businesses:** Respondents indicated desires for a wellness center, daycare, health shop, dermatologist, and wellness studio.
- **Service & Retail Options:** Respondents noted suggestions such as a clothing store, gift shop, cannabis store, bookstore, hunt shop, tanning salon, and veterinary clinic.
- **Recreation & Entertainment Options:** Respondents suggested recreation amenities such as a bowling alley, movie theater, indoor golf simulator, fitness center, indoor athletic facilities, pickleball courts, and an indoor waterpark/splash pad, YMCA, indoor bounce house, invest in Haldane center, indoor laser tag, cat café.

- **Fast Food Chains:** Respondents suggested food service providers such as Taco Bell, Chick-fil-A, Chipotle, and Wendy’s.
- **Grocery Stores:** Respondents indicated desires for more grocery options besides Tops and provided suggestions such as a Whole Foods.
- **More Events:** Respondents mentioned desires for a vendor/street market.
- **Restaurants:** Respondents expressed desires for a greater diversity of restaurants other than pizza.

Question 10 (Q10) was a multiple-choice question where respondents were asked, “**In your opinion, what types of housing would you like to see more of in downtown Pulaski?**” Of the 355 responses, 146 respondents (41%) selected **single-family homes**, 136 respondents (38%) selected **mixed-use**, and 132 respondents (37%) selected **affordable housing**. Respondents were able to choose more than one answer; therefore, the percentages below do not add up to 100%.

Q10 In your opinion, what types of housing would you like to see more of in downtown Pulaski?



(Q10 cont.) Individuals who selected the **Other** shared additional feedback, which is summarized below:

- **Age in Place:** Respondents mentioned desires for senior housing, such as multi-unit developments (duplexes) that allow seniors to downsize and age in place.
- **Hospitality:** Respondents note the lack of hospitality options and expressed desire for a hotel.

- **Affordable Housing:** Respondents indicated the need for quality, affordable housing that is big enough for families; however, some respondents expressed concerns regarding the number of low-income and subsidized rental properties already in the community.
- **Homeownership:** Respondents mentioned the need to support homeownership in the Village.
- **Available Land:** Respondents indicated concerns for more housing development with the lack of developable land.
- **Property Maintenance & Rehabilitation:** Respondents expressed a desire for current and future housing to be well-maintained and charming and for adaptive reuse of historic and/or underutilized buildings.
- **Short-Term Rentals:** Some respondents indicated support for short-term rentals (AirBnB), while others indicated a desire to limit the number allowed in the Village.
- **Parking:** Respondents indicated concerns regarding parking demand with more housing development.

Question 11 (Q11) was a fill-in question where respondents were asked, “**When thinking about what downtown Pulaski is like presently, how would you describe the area to your friends and family?**” The 333 responses are summarized and categorized by theme below.

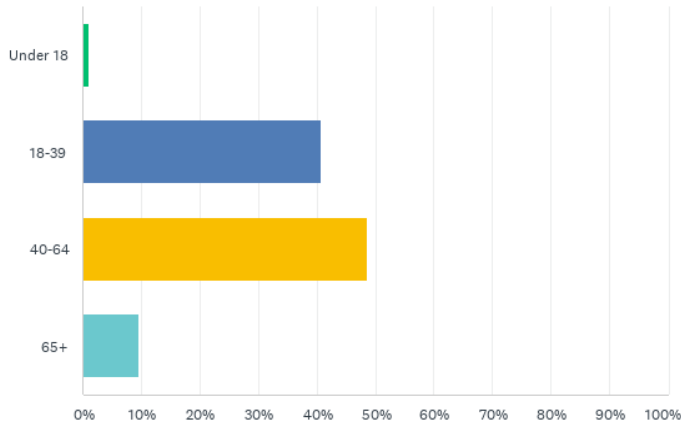
- **Quaintness and Smalltown Atmosphere:** Respondents frequently used words like "quaint," "peaceful," "beautiful," "historic," and "quiet" to describe a picturesque and calm village environment.
- **Community and Family-Friendliness:** Respondents used terms like "friendly," "family-friendly," and "community-driven" to reference Pulaski's close-knit residents, suggesting a strong sense of community.
- **Rural and Peaceful:** Respondents described downtown Pulaski as being a "peaceful," "quiet," and "scenic" community.
- **Potential and Opportunity:** Respondents acknowledged rundown and underutilized assets and buildings but framed these existing conditions as an opportunity to realize the Village's potential by utilizing language such as "It's a work in progress, but it's come a long way!" and "On the cusp of a Renaissance".
- **Underutilized and Rundown:** Respondents used words like "underutilized," "needs repair," and "not much to do" to indicate existing challenges such as limited business and economic activity downtown and the need for property maintenance to improve the image and appeal of the downtown area.
- **Safety and Security:** Respondents expressed concerns regarding declining safety or concerns about having children walk around unaccompanied downtown.

Question 12 (Q12) was a fill-in question where respondents were asked: **“How would you describe your ideal downtown Pulaski fifteen years from now?”** The 312 responses are summarized and categorized by theme below.

- **Vibrant and Inviting Downtown:** Respondents used words like “vibrant,” “active,” “inviting,” “lively,” and “welcoming” to create a vision of a thriving downtown environment. Respondents also expressed desires for a prosperous downtown through using phrases such as “a close-knit community supporting each other's businesses” and “local businesses & cafes that cater to locals but appeal to visitors.”
- **Natural Beauty and Waterfront Access:** Respondents used words like “beautiful,” “scenic,” “fishing,” and “river access,” indicating desires to preserve the village’s natural beauty and river access.
- **Safe, Clean, and Accessible:** Respondents used words like “safe,” “clean,” “walkable,” and “relaxed” to indicate a desire for a village that is family-friendly and safe for people to visit and walk around.
- **Recreation:** Respondents indicated desires for more recreation opportunities by using words such as “better sports opportunities,” “beautiful parks and retail,” and “recreation.”
- **Community Events and Activities:** Respondents used phrases such as “family events and fun,” and “a nice variety of family, fun activities to do locally” to express their desire for more community and family-oriented events and activities. Respondents also expressed desires for year-round community amenities, not just during the summer season, through phrases such as “enjoyable for year-round residents” and “one-stop shop for young children to gather and play year-round.”
- **Charm and Small-Town Feel:** Respondents used words like “quaint,” “charming,” and “small town” to indicate desires for Pulaski to retain its current charm and small-town atmosphere.

Question 13 (Q13) was a multiple-choice question where respondents were asked: “**What is your age?**” Out of the 376 responses, 183 respondents (49%) selected **40-64**, followed by 153 respondents (41%) who selected **18-39**, and 36 respondents (10%) who selected **65+**. Only 4 respondents were **under 18**.

Q13 What is your age?



The fairly even split of ages indicates that the survey reached people across a variety of age groups who will be able to provide feedback from a range of life experiences and desires for the future of Pulaski. However, it’s important to note that the limited number of responses from the under-18 and 65+ age groups indicates that the opinions of these groups may be underrepresented in the survey responses.

Question 14 (Q14) was a multiple-choice question where respondents were asked: “**What is the primary language spoken in your home?**”. Of the 377 responses, the majority of 375 respondents (99.5%) selected English as their primary language spoken at home. Two respondents indicated Polish is their primary language spoken at home, and one respondent indicated ASL as their primary language used at home.

Question 15 (Q15) was a fill-in question where respondents were asked: “**What is your home zip code?**” 368 respondents provided the following zip codes. The overwhelming majority of responses (82%) came from the zip code 13142 (Pulaski, NY), indicating that most of the respondents live within the greater Pulaski area, even if they don’t live in the village. The frequency of responses is indicated in the adjacent parentheses.

- **13142** (301)
- **13083** (10)
- **13144** (9)
- **13145** (8)
- **13131** (7)
- **13114** (4)
- **13605** (3)

Question 16 (Q16) was a fill-in question where respondents were asked: “**Please note any additional comments or ideas you have for the Village of Pulaski DRI.**” The 201 responses are summarized and categorized below.

- **Community Infrastructure:** respondents provided feedback expressing desires for more sidewalk expansions, improvements to road maintenance, and need to address stormwater drainage issues to reduce flooding.
- **Traffic and Road Safety:** respondents indicated fear of walking on sidewalks next to busy roads with small kids, desires to improve traffic and congestion during the tourism season, and the need to reduce traffic speeds of vehicles traveling downtown.
- **Parks & Recreation:** respondents expressed desires for park improvements such as sports and athletic fields for Dunbar Park, outdoor recreation spaces and picnic areas, indoor recreation facilities, a trail connecting the Haldane Center and the river, and the creation of an affordable gym.
- **Waterfront Access:** respondents provided suggestions such as handicap waterfront access, a riverfront viewing platform, and improved riverbank access and trails to expand the river walk and connect to downtown amenities.
- **Community Safety:** respondents expressed support for village policy and fire departments, desires to improve public safety and address drug abuse, and ensure a safe, small-town connected community.
- **Smart Investments to Balance Resident and Tourism Needs:** respondents indicated desires for the DRI funding to be used wisely and support the needs of local residents and taxpayers. Respondents also acknowledged the role of tourism for the local economy and the need to provide good jobs year-round.

- **Community Events & Activities:** respondents indicated desires for more indoor and outdoor events and family-friendly activities for youth, teens, and families.
- **Aesthetics & Property Maintenance:** respondents expressed concerns regarding blighted and deteriorating commercial and residential properties in the village, the need for support for property maintenance, and desires to preserve the historic character of the downtown.
- **Downtown Vitality:** respondents acknowledged the need for more local businesses catering to residents' needs and desires for a greater variety of restaurant and food service options.
- **Community Engagement & Connectivity:** respondents expressed appreciation for the opportunity to share their input and indicated desires for continued involvement and encouragement to participate in community affairs.