

DOWNTOWN SENECA FALLS PARKING IMPROVEMENT STUDY



SENECA FALLS
Heritage Area

OPEN

SENECA FALLS VISITOR CENTER
HERITAGE AREA
SENECA MUSEUM
of Waterways and Industry
Guided Tours
GIFT SHOP
"SIMPLE MACHINES"
HAND ON DISPLAYS
VILLAGE & TOWN DEVELOPMENT EXHIBITS

FORBETTE JEWELERS

Mittre - Center

66 Fall Street
PARKER'S GRILLE & TAP HOUSE
315-712-4199

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En Español

El Consejo Genesee del Transporte asegura completa implementación del Título VI de la Ley de Derechos Civiles de 1964, que prohíbe la discriminación por motivo de raza, color de piel, origen nacional edad, género, discapacidad, o estado de ingresos, en la provisión de beneficios y servicios que sean resultado de programas y actividades que reciban asistencia financiera federal.

Downtown Seneca Falls Parking Improvement Study

Final Report

Prepared For:

Town of Seneca Falls
81 West Bayard Street
Seneca Falls, NY 13148

Prepared By:

WSP | Parsons Brinckerhoff
Highland Planning, LLC

February 2016



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EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

The Town of Seneca Falls has identified and documented a need to improve the safety, accessibility, circulation, and appearance of public parking facilities in its historic downtown business district.



To that end, the Town of Seneca Falls has retained the consulting team of WSP | Parsons Brinckerhoff and Highland Planning LLC to undertake the Downtown Seneca Falls Parking Improvement Study. The study is being conducted to take an inventory of available parking in the downtown core, identify parking issues and concerns, and develop strategies to improve the parking experience in the downtown core for businesses, residents, and visitors. This study offers a systematic and comprehensive study of current parking conditions and potential solutions to provide the community with a strategy for resolving its parking concerns.

The Downtown Seneca Falls Parking Improvement Study Area is generally focused on the Fall Street Downtown Business District,

Sackett Business District, and areas around Academy Square and the Seneca Falls Library.

Community Input

A project Steering Committee was assembled to help guide the study process, identify key stakeholders to be engaged as part of this study, and provide input on project-related materials. The Steering Committee consisted the following:

Name	Representing
Chad Sanderson	Town of Seneca Falls
Harriet Haynes	Seneca County Planning & Community Development
Julie Bednar	NYSDOT Region 3
Christopher Covert	NYSDOT Region 3
John Reichert	NYSDOT Region 3
Francis Caraccilo	Resident
Dan Emmo	Zoning Board of Appeals
Stuart Peenstra	Chief of Police
Becky Bly	Business Owner
Ann Sandroni	Business Owner
Joe Bovenzi	Genesee Transportation Council

To complement the Steering Committee and to further obtain input on the parking and walkability issues experienced throughout Downtown Seneca Falls as well as what potential opportunities exist, the project consulting team met with several stakeholders throughout the community, including businesses, property owners, and tourist and visitor establishments. Members of the project consulting team walked around Downtown Seneca Falls on several occasions, stopping into businesses and establishments to speak with owners and employees. Additionally, the project consulting

EXECUTIVE SUMMARY

team met with the Seneca Falls Business Association at one of their regularly scheduled meetings.

Numerous opportunities for public involvement were included as part of this study. The consulting team set up a booth at the 2015 Seneca Falls Art Walk to speak with residents, businesses, and visitors, hand out a short parking survey, and allow people to interactively indicate on a map where they felt parking problems existed. Consulting team members spoke with 55 people and had 20 surveys filled out and returned.



Pop-up booth at the 2015 Seneca Falls Art Walk.

A web based survey link and information about the project was pushed through a number of local media blogs, Facebook, and Twitter feeds, and was posted on the Town's website. In addition to the 20 surveys completed at the 2015 Seneca Falls Art Walk, there were 22 surveys completed via the online survey link, for a total of 42 surveys completed.

On Tuesday, September 15, an open house was held at the Seneca Falls Visitor's Center to allow the public a chance to review and comment on key findings regarding parking issues, the inventory of existing parking conditions, and proposed parking and walkability strategies. Approximately 20 people attended this open house.

Inventory and Assessment of Existing Parking Conditions

An inventory and assessment of existing parking conditions was performed in order to offer both a quantitative and qualitative assessment of parking in Downtown Seneca Falls. The quantitative assessment involves evaluation of parking conditions as they appear geographically, extending certain distances from main destinations/ neighborhoods in Seneca Falls. A qualitative assessment takes into account the perceptions, preferences, and experiences of those who are parking in Seneca Falls.

Evaluating parking over such a large study area does not pinpoint locations of specific parking problems and would not offer viable solutions to specific problem areas; thus the need is there to identify subareas of activity that can be evaluated further. Focus was placed on four specific subareas throughout Seneca Falls that were found to have higher parking demand and thus experience the most parking issues. These subareas are:

- ❖ Subarea A: Academy Square area;
- ❖ Subarea B: Core of Fall Street (between State and Cayuga);
- ❖ Subarea C: Women's Rights National Historic Park area; and,
- ❖ Subarea D: Sackett Business District.

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Throughout the entire Downtown Seneca Falls Study Area, there are a total of 1,805 parking spaces; of which 402 are public parking spaces located in municipal parking lots, 266 are public on-street parking spaces, 121 are located on private property but are

available for public use, and 1,016 are private parking spaces reserved for customers and/or tenants and their employees. The following map portrays the locations, by type, along with the quantity of this parking.



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Key Study Findings

The following are key observations and findings about parking and walkability throughout Seneca Falls.

- ❖ The areas identified has having the greatest parking problems are:
 - Fall Street, especially on weekdays between 12:00 p.m. and 2:00 p.m., after 5:00 p.m. on Thursdays and Fridays, and during special events.
 - Near the Women's Rights National Historic Park during events or times of heavy visitation.
 - Sackett Business District on certain evenings.
- ❖ There is uncertainty as to which off-street parking is public and which is private.
- ❖ Off-street parking areas should be better signed, striped, and identified. Visitors often do not know where to park and utilize on-street parking on Fall Street.
- ❖ There is limited access between parking lots located to the rear of businesses that front Fall Street and Fall Street itself.
- ❖ There is a lack of bus/ charter parking locations.
- ❖ There is a desire by several businesses to provide some 15-minute on-street parking spaces on Fall Street.
- ❖ There is a need for better marked and better located handicapped parking spaces both on Fall Street and in off-street parking areas.
- ❖ Overall walkability should be improved, especially Fall Street pedestrian crossings.

- ❖ There is a desire for improved and more prompt clearing of snow from public parking areas and walkways.
- ❖ The on-street angled parking along State Street is underutilized.
- ❖ Residents/ tenants of buildings along Fall Street use the municipal parking areas for long term and overnight parking.
- ❖ The public elevators that provide access between the Canal level and Fall Street need to better advertised.
- ❖ The Town needs a more efficient and effective way to enforce on-street parking regulations.
- ❖ There is more violation of the Fall Street two-hour on-street parking during non-enforcement periods.
- ❖ A vehicle that is caught violating the Fall Street two-hour on-street parking limit is first issued a warning with information on where to park long-term. Subsequent violations by the same vehicle result in a citation.
- ❖ There needs to be a better understanding as to who owns and is responsible for maintenance of off-street parking areas.
- ❖ Future parking will need to address supply for upper floor reuse and continued growth of Fall Street and Sackett Business District.



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The following strategies have been identified as those that are most feasible for the Town of Seneca Falls to implement and have the greatest potential to improve the parking and walkability throughout the Downtown Seneca Falls Study Area.

For ease in reading, strategies have been grouped into 5 categories. The following figure summarizes the parking and walkability improvement strategies recommended for Seneca Falls as a result of this planning effort.

The study also looked at a number of other strategies that were suggested throughout the course of the effort but are not recommended due to their cost and constraints. Those strategies looked at but not recommended are:

- ❖ Parking Garage
- ❖ Angled Fall Street Parking
- ❖ Parking Meters/ Kiosks on Fall Street

Parking Communication Strategies

Strategy	Description
<p>Parking Wayfinding</p>	<p>Existing parking wayfinding is small and not highly visible.</p>  <p>Make wayfinding signage more visible</p> <ul style="list-style-type: none"> • Use standard parking “P” on signs • Place in more visible location • Identify which parking is public • Incorporate parking branding into wayfinding 
<p>Pedestrian Wayfinding</p>	<p>There is a perception in Seneca Falls that parking availability is far from actual destinations. Pedestrian wayfinding should be provided to direct people from parking to destinations and portray the distance in walking minutes to help ease fears that parking is too far from destinations.</p> 
<p>Parking Lot Branding</p>	<p>Throughout the course of this study, whenever referencing municipal parking lots, it was difficult to describe which parking area was being referenced. The Town should name/ brand municipal parking lots.</p> 
<p>Parking Application (Mobile App)</p>	<p>There is uncertainty as to the locations and availability of parking. With the prevalent ownership and use of smart devices, the Town should develop a mobile app that would allow people to view information about Seneca Falls, including locations to park.</p>  <p>Example of Village of Williamsville Mobile App</p>

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Strategy	Description
Parking Signage	Not all streets are signed as to their availability for on-street parking. If on-street parking is not permitted, then signage should be placed along a road indicating such. If on-street parking is permitted, signage should be placed indicating any restrictions. 
Parking Space Branding	In addition to public parking areas, there are several off-street parking areas that are available for the public to park in but are not well identified. Off-street parking spaces should be branded/ striped to indicate whether parking spaces are public or reserved for tenants.

Parking Improvement Strategies

Strategy	Discussion
Municipal Parking Lot Reconfiguration	The municipal parking lot located behind the buildings that front the north side of Fall Street should be reconfigured to provide additional parking supply.  
Fall Street On-Street Parking	On-street parking on Fall Street should be reconfigured to offer additional parking spaces, additional handicapped parking spaces, and offer short term 15-minute parking areas.  
Additional Fall Street Business District Parking Supply	As the buildings around Fall Street continue to be redeveloped and upper floors reused, the demand for parking will eventually place a strain on available parking supply. The Town should begin to look at shared parking agreements with neighboring property owners or look at purchasing adjacent properties to expand municipal parking lots.
Satellite Overflow Parking	Satellite parking areas can be set up at the Town Recreation Center, Town property on Trinity Lane, or other parking areas around the periphery of Downtown Seneca Falls to alleviate parking demand during events.
Sackett Business District On-Street Parking	The on-street parking spaces located on West Bayard Street should be restriped as angled parking. This will accomplish two things: 1. It will ease the ingress and egress into and out of parking spaces and, 2. It will discourage people from making left turns across traffic into parking spaces. 

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Parking Policies

Strategy	Description
Charter and Tour Bus Parking	Rather than use valuable parking spaces for charter and tour bus parking, establish satellite parking areas for charter and tour buses at the Town Recreation Center and Town property on Trinity Lane.
Parking Registration	The Town should expand its parking registration program to establish locations within municipal lots where tenants can park their vehicles so as to not use high demand public parking spaces.
Parking Agreements	The Town should reestablish agreements that were in place with private property owners when the Village was in existence. Under the agreements, the Town would provide overall maintenance of parking areas in turn for a fee.
Parking Enforcement	There is a need and desire by businesses on Fall Street to have year round enforcement of on-street parking on Fall Street. The Town Police Department should patrol Fall Street on-street parking year round weekdays 10am-5pm.
Municipal Parking Lots Time Limitations	Signage located within municipal parking lot located behind the buildings fronting the north side of Fall Street displaying time restrictions should be removed to allow for long term parking. The municipal lot at the corner of Cayuga and Fall Street is a more desirable parking location and thus should restrict long term parking by restricting parking to 2-3 hours.

Visitor/ Pedestrian Experience & Walkability

Strategy	Description
Walkability Improvements to Fall Street	<p>The following walkability improvements are recommended for Fall Street:</p> <ul style="list-style-type: none"> • High visibility crosswalk markings • Textured or raised crosswalks • Curb bump outs/ extensions • Rectangular Rapid Flash Beacons • Mid-block crossing refuge island 
Walkability Improvements to Sackett Business District	<p>The following walkability improvements are recommended for Sackett Business District:</p> <ul style="list-style-type: none"> • High visibility crosswalk markings • Relocating utility poles • Landscaping treatments 

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Strategy	Description
Lighting	<p>Pedestrian scale lighting should be placed along sidewalks extending between municipal parking lots and Fall Street</p> 
Public Elevator Accessibility	<p>Pedestrian scale lighting should be placed along sidewalks extending between municipal parking lots and Fall Street</p> 
Bicycling Improvements	<p>Residents and visitors of Seneca Falls are interested in more bicycling opportunities. The Town should work with the Women’s Rights National Historic Park, NYSDOT, and businesses to provide enhanced bicycling facilities and amenities around Seneca Falls.</p> 

Miscellaneous Strategies

Strategy	Description
Building Access	<p>Property owners and businesses along Fall Street should continue to improve the appearance of rear entries, making rear entries more welcoming to those using rear off-street parking areas.</p>
Tactical Urbanism	<p>Tactical urbanism is the idea of temporarily trying a strategy before making a decision on it being permanent in order to obtain community support and trust. Parklets could be incorporated into off-street parking spaces to offer outdoor seating and help bring activity to the street.</p> 

CHAPTER 1: INTRODUCTION



INTRODUCTION

The Town of Seneca Falls has retained the consulting team of WSP | Parsons Brinckerhoff and Highland Planning LLC to undertake the Downtown Seneca Falls Parking Improvement Study. The study is being undertaken to conduct an inventory of available parking in the downtown core, identify parking issues and concerns, and develop strategies to improve the parking experience in the downtown core for businesses, residents, and visitors. This study offers a systematic and comprehensive study of current parking conditions and potential solutions to provide the community with a strategy for resolving its parking concerns.



The Town of Seneca Falls has identified and documented a need to improve the safety, accessibility, circulation, and appearance of public parking facilities in its historic downtown business district. Residents, downtown property and business owners, local officials, and other community stakeholders have identified a range of

specific issues related to parking in the downtown area, including a lack of available parking during periods of peak demand, unclear signage and deteriorating pavement markings, poor traffic circulation through and around parking lots, absence of parking

The key to conducting parking studies is to first understand whether a community's parking problems are due to a true lack of parking supply or whether the parking problem is a result of perception.

facilities dedicated to non-automobile transportation such as tour buses and bicycles, and the absence of parking regulations designated to foster the growth of downtown businesses.

Over the past few years, community stakeholders have demonstrated strong support for systematic and carefully considered improvements to public parking facilities, as shown by the results of a petition prepared by the Seneca Falls Business Association (SFBA). The SFBA petition requested that local officials develop a plan to improve downtown parking conditions and was signed by 457 individuals representing downtown businesses and property interests. The Town of Seneca Falls has already implemented several projects aimed at enhancing parking conditions, including adding new wayfinding and interpretive signage.

This study builds upon recommendations in the Town's Comprehensive Plan (adopted in 2006) and the Seneca Falls

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Strategic Plan for Economic Development and Commercial Revitalization (prepared in 2007) that call for a comprehensive study of parking facility conditions and improvements in Downtown Seneca Falls.

Parking problems can be actual - the result of a shortage of parking due to lack of parking supply or due to high parking demands, and can be perception – the result of parking not being available where an individual feels they should be able to park or poorly located/ signed parking.



A review of industry research from EPA Smart Growth Network, 2009 National Household Travel Survey by FHWA, and other walkable community reports from the National Transit Institute (NTI), Transportation Research Board (TRB), and other organizations suggest that 1/8 mile is a reasonable distance that people can expect to walk to their destination from a parking spot within an urban area comparable in size to the Town of Seneca Falls.

For comparison sake, 1/8 mile is approximately the length of the stretch of businesses along the north side of Fall Street between

State Street and the walkway at the east end. Further, 1/8 mile is approximately the distance walked from midway in the Waterloo Walmart parking lot to the middle of the store. Thus, expecting someone to walk up to 1/8 of a mile from parking to their destination is not overly excessive and in actuality is done daily at larger shopping centers. To further aid in the inventory of parking, a 1/8 mile buffer was placed around each of the four subareas.

In an urban or village downtown setting, not all parking demanded by each individual property is expected to be supplied on-site like it is in typical suburban settings. Parking demand and supply in these urban or village settings are therefore calculated by subareas.

To this end, focus was placed on four specific subareas throughout Seneca Falls that were found to have higher parking demand and thus experience the most parking issues. These subareas are:

- ❖ Subarea A: Academy Square area;
- ❖ Subarea B: Core of Fall Street (between State and Cayuga);
- ❖ Subarea C: Women's Rights National Historic Park area; and,
- ❖ Subarea D: Sackett Business District.

Once this question is answered, the appropriate mitigation measures can be explored. The last thing a community wants in a downtown setting is to create more parking when sufficient parking exists, but just needs to be improved and better optimized. The most successful downtowns are those that contain continuous active building frontages with few interruptions from driveways,

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parking lots, and vacant parcels; but that are also able to balance the demand for parking without interfering with this setting. Several existing plans and studies were reviewed to help identify past issues brought up regarding parking and walkability, minimize duplication and conflicting elements, and to ensure that certain key findings are carried through into this study. The following plans and studies were reviewed:

- ❖ Town of Seneca Falls Comprehensive Plan;
- ❖ New York State Heritage Area Urban Cultural Park Management Plan;
- ❖ Strategic Plan for Economic Development & Commercial Revitalization Plan;
- ❖ Local Waterfront Revitalization Plan; and,
- ❖ Seneca Falls Transportation and Trails Enhancement Project.

CHAPTER 2: STUDY PURPOSE AND GOALS



STUDY PURPOSE AND GOALS

The purpose of this study is to improve the parking, walkability, and overall experience in the Downtown core of the Town of Seneca Falls for businesses, residents, and visitors.

The goals and objectives of this study are as follows:

Study Goal

Develop an inventory of parking in Downtown Seneca Falls.

Objectives:

- ❖ By conducting field inventory of parking areas in the study area;
- ❖ By identifying parking ownership and other characteristics through the use of GIS data; and,
- ❖ By performing interviews with Town of Seneca Falls officials and business owners.

Study Goal

Gain an understanding of the real and perceived issues associated with parking in Downtown Seneca Falls.

Objectives:

- ❖ By speaking with residents, business owners, employees, visitors, and Town personnel;
- ❖ By observing general parking and walking patterns in the Downtown core; and,
- ❖ By administering a survey to allow community input on the parking issues in the Downtown core.

Study Goal

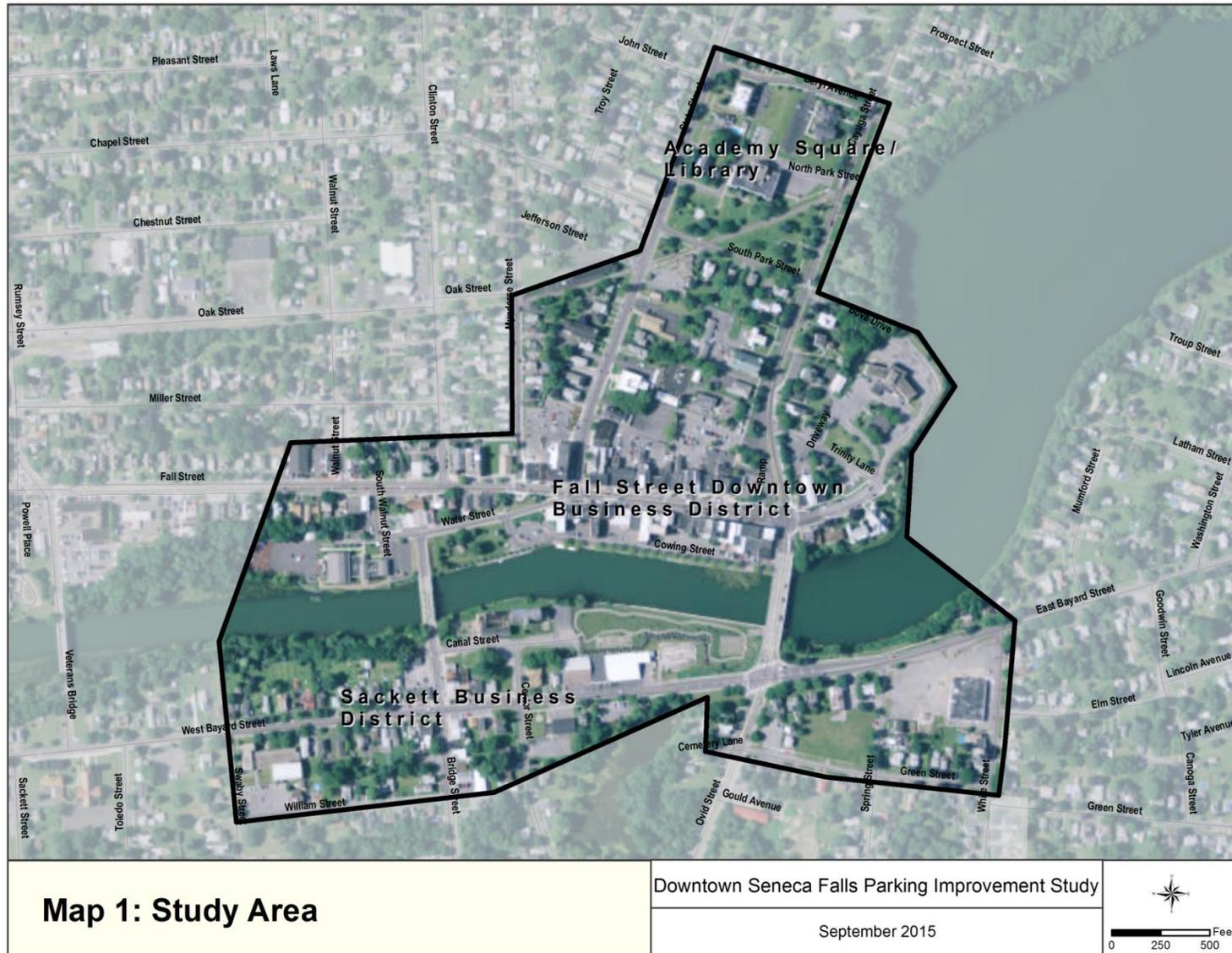
Develop strategies to improve parking safety, accessibility, and appearance in Downtown Seneca Falls.

Objectives:

- ❖ By recommending strategies that benefit the community and its residents, businesses, and visitors; and,
- ❖ By ensuring strategies are in accordance with NYSDOT and Town of Seneca Falls policies.

STUDY PURPOSE AND GOALS

The Downtown Seneca Falls Parking Improvement Study Area is generally focused on the Fall Street Downtown Business District, Sackett Business District, and areas around Academy Square and the Seneca Falls Library. Map 1 portrays the study area.



CHAPTER 3: STEERING COMMITTEE, STAKEHOLDER, AND PUBLIC ENGAGEMENT



STEERING COMMITTEE, STAKEHOLDER, AND PUBLIC ENGAGEMENT

Steering Committee

A project Steering Committee was assembled to help guide the study process, identify key stakeholders to be engaged as part of this study, and provide input on project-related materials. The Steering Committee consisted of the following members:

Name	Representing
Chad Sanderson	Town of Seneca Falls
Harriet Haynes	Seneca County Planning & Community Development
Julie Bednar	NYSDOT Region 3
Christopher Covert	NYSDOT Region 3
John Reichert	NYSDOT Region 3
Francis Caraccilo	Resident
Dan Emmo	Zoning Board of Appeals
Stuart Peenstra	Chief of Police
Becky Bly	Business Owner
Ann Sandroni	Business Owner
Joe Bovenzi	Genesee Transportation Council

The Steering Committee met three times throughout the course of the study.

Town Departmental Meetings

In addition to obtaining input on the study through the Steering Committee, a meeting was held with Stuart Peenstra, Chief of Police; Don Wood, Highway Superintendent; and Jim Spina, Commissioner of Parks and Recreation, to gather input on what they perceive as the parking issues and opportunities in Seneca Falls.

Stakeholder Outreach

As part of the effort to obtain input on the parking and walkability issues experienced throughout Downtown Seneca Falls as well as what potential opportunities exist, the project consulting team met with several stakeholders throughout the community, including businesses, property owners, and tourist and visitor establishments. Members of the project consulting team walked around Downtown Seneca Falls on several occasions, stopping into businesses and establishments to speak with owners and employees. Additionally, the project consulting team met with the Seneca Falls Business Association at one of their regularly scheduled meetings.

Input was received from the following stakeholders:

Name	Representing
Tanya Lee Warren	Seneca Museum of Waterways and Industry
Mark Robinette	Robinette's Jewelers
Rose Francis	Rose Francis Dress Shop
Kelly Cosentino	Blossoms by Cosentino
Pamela Bryan	The Copy Shop
Kathy Excell	Heart Felt Yarn & Fibers
Laurie Buttarò	Laurie's Lil' Popcorn Shop
Anwei Law	It's a Wonderful Life Museum
Jill Tietjen	National Women's Hall of Fame
Jolene Lanphear	Summit Federal Credit Union
Stewart Jensen	Seneca Office Products
Sherry Laney	Sherry's Bear & Frame Shop
Becky Bly	Woman Made Products
Ann Sandroni	Downtown Deli/ Nonni's
Lori Buttak	Summit Federal Credit Union
Joyce Sinicropi	Sinicropi Florist

STEERING COMMITTEE, STAKEHOLDER, AND PUBLIC ENGAGEMENT

Name	Representing
Kimberly Szewczyk	Women's Rights National Historic Park
Sharon Hoatland	The Gould Hotel
Chris Podzuweit	Seneca Falls Visitor Center
Ami Gonzalez	Women's Rights National Historic Park

Public Outreach

In order to actively engage the residents and visitors of Seneca Falls in this study, several community outreach efforts were undertaken.

2015 Seneca Falls Art Walk Booth

The consulting team set up a booth at the 2015 Seneca Falls Art Walk near the Seneca Museum of Waterways and Industry in order to reach out to the community to introduce the study and gather input into the study. On Saturday, May 15, 2015 from 10 a.m. until 2 p.m., members of the consulting team spoke with residents, businesses, and visitors, handed out a short parking survey, and allowed people to interactively indicate on a map where they felt parking problems existed. Consulting team members spoke with 55 people and had 20 surveys filled out and returned.

Further, people were asked to indicate, on a map, locations throughout Seneca Falls where they park (blue sticker), where they experienced parking problems (red sticker), and where they would like to see parking improvements made (green sticker). Figure 1 is a snap shot of the map from the Art Walk booth. The majority of people indicated parking problems along Fall Street. People indicated that they would like to see

improvements made to the off-street parking areas to the north and south of the businesses fronting Fall Street.



Pop-up booth at the 2015 Seneca Falls Art Walk.

Surveys

A web based survey link and information about the project was pushed through a number of local media blogs, Facebook, and Twitter feeds, and was posted on the Town's website. In addition to the 20 surveys completed at the 2015 Seneca Falls Art Walk, there were 22 surveys completed via the online survey link, for a total of 42 surveys completed.

Open House

On Tuesday, September 15, an open house was held at the Seneca Falls Visitor's Center to allow the public a chance to review and comment on key findings regarding parking issues, the inventory of existing parking conditions, and proposed parking and walkability strategies. Approximately 20 people attended this open house.

STEERING COMMITTEE, STAKEHOLDER, AND PUBLIC ENGAGEMENT

Figure 1: Mapping Exercise from 2015 Seneca Falls Art Walk Booth



CHAPTER 4: INVENTORY OF EXISTING PARKING CONDITIONS



INVENTORY OF EXISTING PARKING CONDITIONS

An inventory and assessment of existing parking conditions was performed in order to offer both a quantitative and qualitative assessment of parking in Downtown Seneca Falls. The quantitative assessment involves evaluation of parking conditions as they appear geographically, extending a certain distances from main destinations/ neighborhoods in Seneca Falls. A qualitative assessment takes into account the perceptions and preferences of those who are parking in Downtown Seneca Falls have regarding the parking situation.

Quantitative Parking Assessment

A quantitative parking assessment provides a look at the actual supply of parking within a study area, without regard to the perception surrounding the availability of that parking. On the following pages, Table 1 provides a breakdown of this parking supply throughout the study area; Map 2 portrays all of the available off-street and on-street parking locations along with the number of parking spaces¹ throughout the study area.

Focus Subareas

Evaluating parking over such a large study area does not pinpoint locations of specific parking problems and would not offer viable solutions to specific problem areas; thus the need is there to identify subareas of activity that can be evaluated further.

¹ Where parking spaces are not marked, the number of parking spaces was estimated based on spacing requirements.

Input from the Town, stakeholders, businesses, and the public suggested that there are certain subareas of Seneca Falls that experience higher parking demands and greater parking issues than others. To this end, focus was placed on four specific subareas throughout Seneca Falls that were found to have higher parking demand and thus experience the most parking issues. These subareas are:

- ❖ Subarea A: Academy Square area;
- ❖ Subarea B: Core of Fall Street (between State and Cayuga);
- ❖ Subarea C: Women's Rights National Historic Park area; and,
- ❖ Subarea D: Sackett Business District.



The Women's Rights National Historic Park is a major Seneca Falls destination.

A review of industry research from EPA Smart Growth Network, 2009 National Household Travel Survey by FHWA, and other walkable community reports from the National Transit Institute

INVENTORY OF EXISTING PARKING CONDITIONS

(NTI), Transportation Research Board (TRB), and other organizations suggest that 1/8 mile is a reasonable distance that people can expect to walk to their destination from a parking spot within an urban area comparable in size to the Town of Seneca Falls.

For comparison sake, 1/8 mile is approximately the length of the stretch of businesses along the northside of Fall Street between State Street and the walkway at the east end. Further, 1/8 mile is approximately the distance walked from midway in the Waterloo Walmart parking lot to the middle of the store. Thus, expecting someone to walk up to 1/8 of a mile from parking to their destination is not overly excessive and in actuality is done daily at larger shopping centers. To further aid in the inventory of parking, a 1/8 mile buffer was placed around each of the four subareas.

Qualitative Parking Assessment

Conducting a qualitative parking assessment offers a glimpse into the patterns, attitudes, and perceptions of people looking to

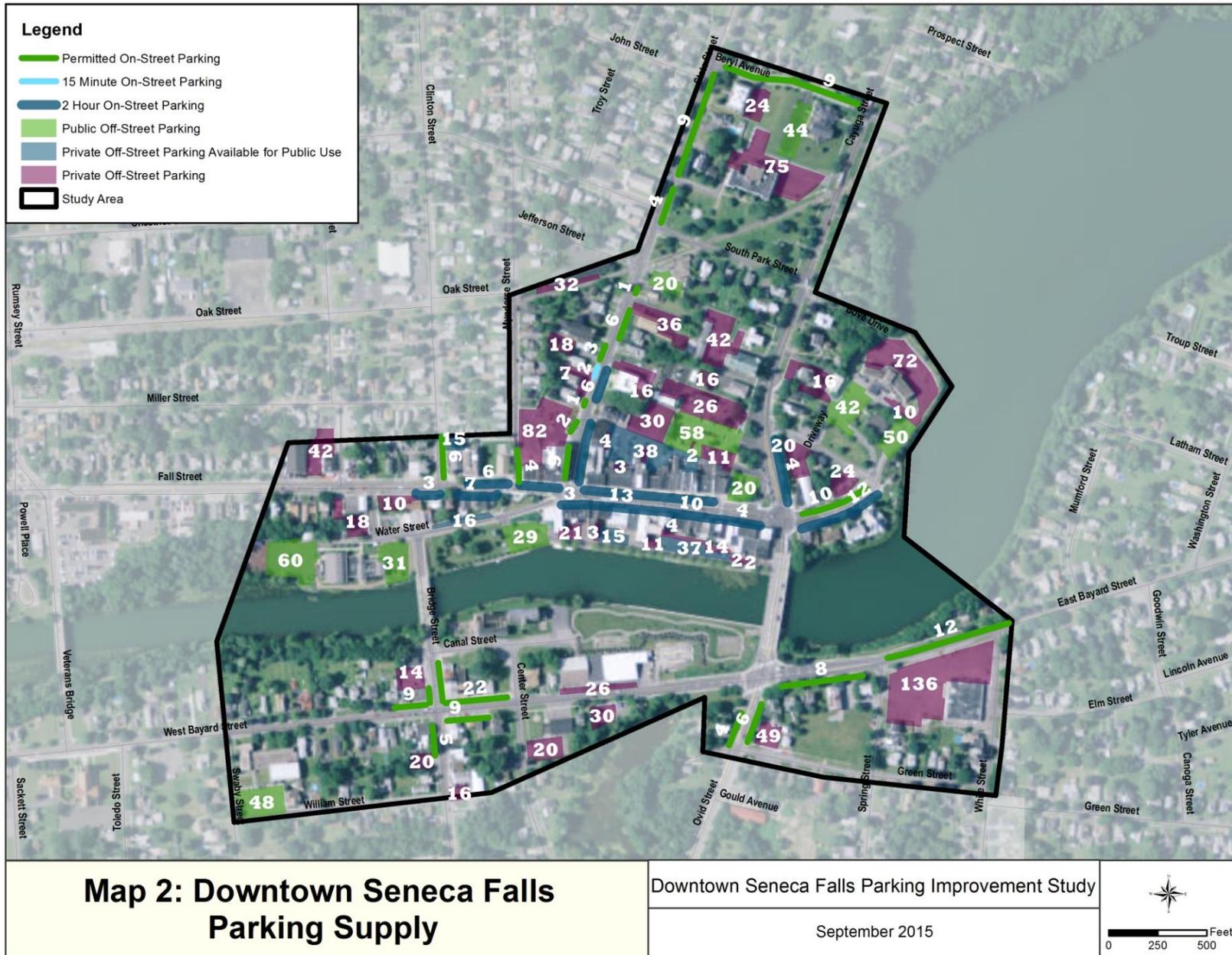
park and get to their destination, and offers a better assessment of existing parking conditions, as viewed through the eyes of the people looking to park. Using 1/8 mile as a benchmark for the maximum distance people are willing to walk from parking to their destination, and based upon the patterns, attitudes, and perceptions of those parking in Downtown Seneca Falls, the boundaries of each subarea were modified to reflect the “preferred” parking area for each subarea, indicating the areas that people were typically observed and prefer to park in. In some instances, this “preferred” parking area extends beyond the 1/8 mile buffer, indicating that it is more important for people to have a line of sight to their destination or park in an area they feel comfortable with over being close to a business.

Map 3 portrays the four parking subareas with the 1/8 mile buffer for each subarea along with the boundaries of each subarea built around the “preferred” parking area.

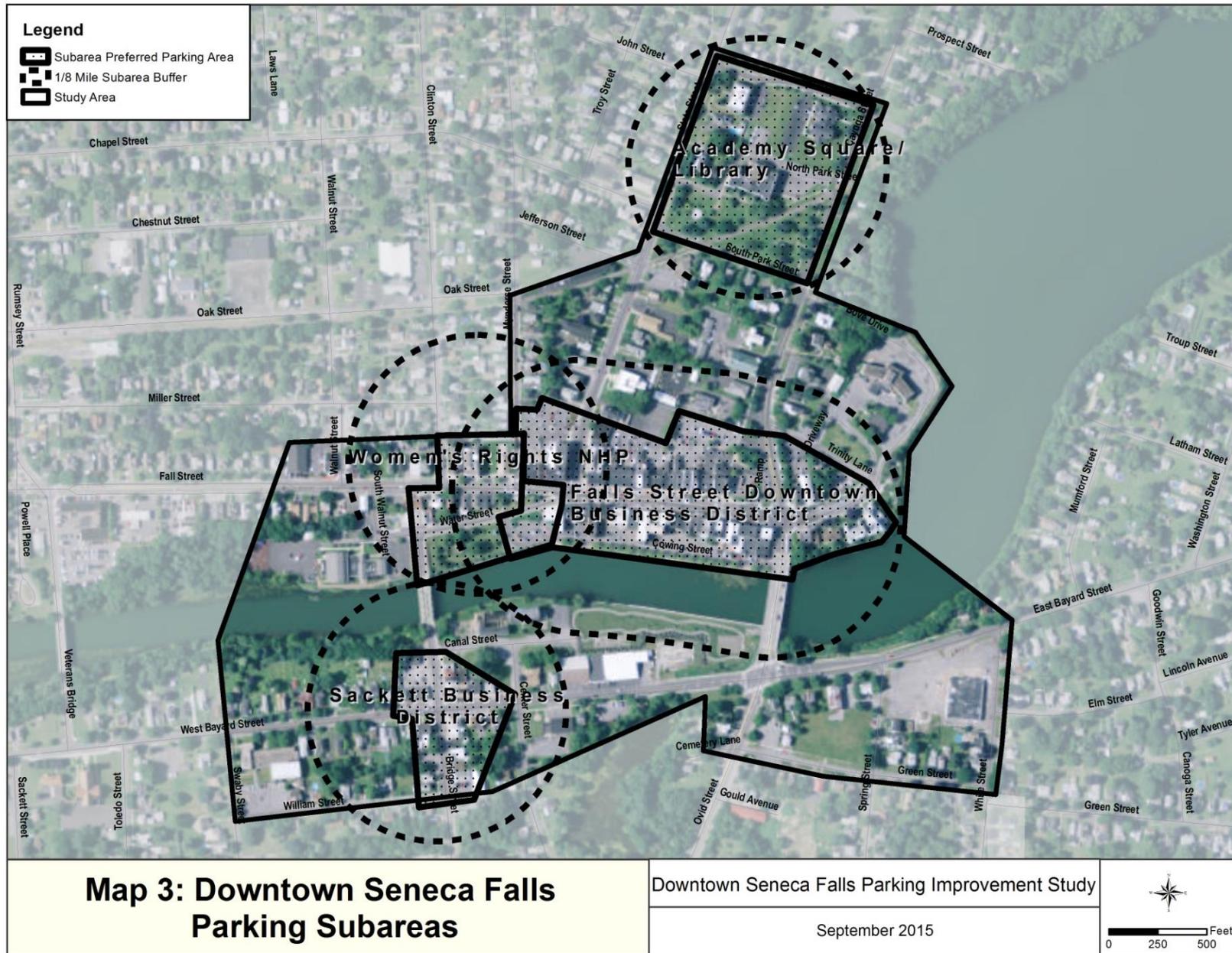
Table 1: Downtown Seneca Falls Study Area Parking Supply

Parking	Public Parking	Private Parking Available for Public Use	Total Parking Available for Public Use	Private Parking	Total Parking Supply
Off-Street Parking	402	121	523	1,016	1,539
On-Street Parking	266	0	266	0	266
2-Hour On-Street Parking	112	0	112	0	112
15-Minute On-Street Parking	2	0	2	0	2
No Limit On-Street Parking	152	0	152	0	152
Total Parking	668	121	789	1,016	1,805

INVENTORY OF EXISTING PARKING CONDITIONS



INVENTORY OF EXISTING PARKING CONDITIONS



INVENTORY OF EXISTING PARKING CONDITIONS

Each subarea was then evaluated to determine the parking supply, general demand, and general conditions/ characteristics in each subarea’s preferred parking area. The consulting team conducted multiple observations of subareas between mid-May and early August. Specifically, the consulting team was able to capture observations during the following time periods:

- ❖ Weekday morning-mid afternoon (10 a.m.-3 p.m.)
- ❖ Weekday afternoon-evening (3 p.m.-7 p.m.)
- ❖ Saturday morning-mid afternoon (10 a.m.-4 p.m.)

The following pages provide an evaluation of each subarea’s preferred parking area that includes a discussion of the general demand, supply, and characteristics/ conditions of parking in the subarea.

Academy Square Subarea

The Academy Square Subarea includes destinations such as the Seneca Falls Library, Academy Square office building, Academy Square apartments, and accompanying green space.

Off-street parking locations are provided by the Seneca Falls Library (44 parking spaces), Academy Square office building (75 parking spaces), and Academy Square apartments (24 parking spaces). Other than an event on a Saturday in May held at the office building (band competition), these parking areas were never observed to be at capacity. There is no on-street parking permitted along Cayuga Street. On-street parking along State Street and Beryl Avenue is not striped or signed, but is used for on-street parking.

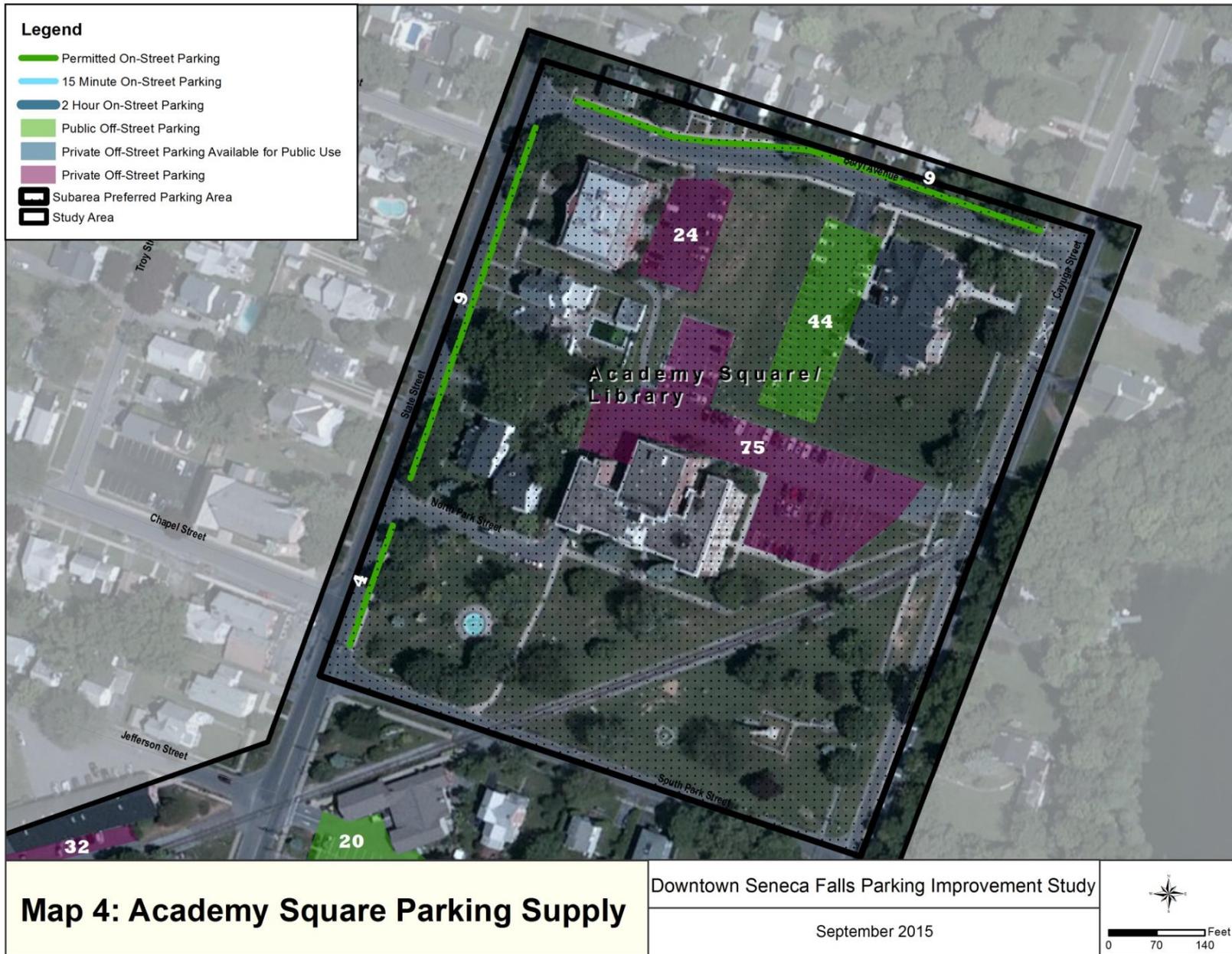


Table 2 identifies the parking supply of the Academy Square Subarea. Map 4 portrays the parking supply of the Academy Square Subarea (with the supply of parking indicated by the white number on each parking area).

Table 2: Academy Square Subarea Parking Supply

Parking	Public Parking	Private Parking Available for Public Use	Total Parking Available for Public Use	Private Parking	Total Parking Supply
Off-Street Parking	44	0	44	99	143
On-Street Parking	22	0	22	0	22
2-Hour On-Street Parking	0	0	0	0	0
15-Minute On-Street Parking	0	0	0	0	0
No Limit On-Street Parking	22	0	22	0	22
Total Parking	66	0	66	99	165

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Fall Street Business District Subarea

The demand for parking in the Fall Street Business District Subarea comes from employees, tenants, and visitors of businesses and buildings that front Fall Street or are in the area. Overflow parking for visitors of the Women’s Rights National Historic Park also spills into this area, as visitors use on-street parking along Fall Street and State Street as well as off-street parking in the area.



Fall Street

There are 59 on-street parking spaces on Fall Street (between Mynderse Street and Cayuga Street); all of which are striped and signed for 2-hour parking limit. These spaces experience the highest demand, with overall occupancy of on-street parking spaces on Fall Street around 90% during the weekday midday (between 12:00 p.m.-2:00 p.m.) and early evening (5:00 p.m.-6:00 p.m.). The occupancy drops to closer to 75% during the afternoon (2:00 p.m.-5:00 p.m.) and on Saturdays. Additionally, there are approximately 22 on-street parking spaces on Fall Street east of Cayuga Street. The majority of these spaces are not striped; and parking along the south side

is signed for 2-hour limit (no signed limit for parking on the north side). This parking is occupied considerably less and is typically below 50% occupancy throughout the day. The demand for these spaces increases when Trinity Episcopal Church holds service or an event or when there is an event at the It’s a Wonderful Life Museum.

There are 24 angled on-street parking spaces located along State Street near the intersection of Fall Street; 15 of which are located on the east side and are signed for 2-hour parking and 9 of which are on the west side near The Gould and are not signed for time limitation. These parking spaces experience low usage throughout the day, hovering between 25%-50% occupancy, increasing to 50%-75% occupancy during the evening when more people are going to nearby restaurants.



Angled parking on State Street

Further north on State Street, there are 21 striped on-street parking spaces extending to the railroad crossing. There are 2 spaces located on the west side of State Street (across from

INVENTORY OF EXISTING PARKING CONDITIONS

the Post Office) that are signed for 15-minute parking and there are 6 spaces located on the east side of State Street (in front of the Post Office) that are signed for 2-hour parking. All other on-street parallel parking along this stretch of State Street is not time limited. Many of these parking spaces are used for businesses/ amenities on State Street including the Post Office, American Legion, and other businesses, or are used by residents living on the street. The occupancy of these parking spaces was rarely observed to be greater than 50%.



State Street on-street parking

There are approximately 4-5 on-street parking spaces located on the east side of Cayuga Street just north of the intersection with Fall Street. These spaces are not striped but are signed for 2-hour parking. These spaces were rarely observed to be occupied.

There are two main areas of off-street parking that serve Fall Street- an area that sits behind the businesses that front the north side of Fall Street and an area along the Canal that sits behind the businesses that front the south side of Fall Street.

In general, the organization and layout of these parking areas is poorly structured; making it difficult to understand what parking is available to the public and what is reserved. Further, the layout of these parking areas is such that they are not being maximized for the greatest number of parking spaces and are not orderly.



Municipal parking lot on Cayuga Street

There are three parking areas that are considered municipal parking lots that are owned or leased by the Town of Seneca Falls and available for public parking:

- ❖ Water Street – A 29 space parking lot along the Canal with access off of Water Street. The Water Street lot is used by employees of Summit Federal Credit Union, Canal boat visitors and operators, and occasionally by visitors to Fall Street businesses and the Women’s Rights National Historic Park. This parking lot is typically more than 75% occupied and is near 100% occupancy when the farmer’s market occurs. Occasionally, boat visitors and operators will use this lot for overnight parking.

INVENTORY OF EXISTING PARKING CONDITIONS

- ❖ Cayuga Street/ Fall Street Intersection – A 20 space parking lot on the northwest corner of the intersection of Cayuga Street and Fall Street. During the day, this lot is 75%-100% occupied, being used mainly by employees and patrons of Fall Street businesses. During late afternoons and evenings and on weekends, this lot is less occupied.
- ❖ Cayuga Street – A 58 space parking lot located adjacent to Generations Bank with access off of Cayuga Street and via an alley. This lot is signed for a 3-hour parking limit but this is not enforced by the Town. This lot is usually around 50% occupied throughout the day, peaking closer to 75% at certain periods throughout the day. This lot was recently restriped to include a single middle row of parking, resulting in a confusing setup.



Parking along the Canal

There is signage directing people to these off-street parking locations, although much of this signage is either poorly located (covered by trees or not in a visible location) or not large enough to catch the attention of travelers eyes. Further, once within a parking area, there is not sufficient signage guiding people throughout the parking areas.



Private parking behind Fall Street businesses

There are also multiple parking areas that are on private property but are used for public parking. For instance, there are approximately 109 parking spaces (outside of the Water Street municipal parking lot) along the Canal side of the businesses that front Fall Street. Of these 109 spaces, 57 are marked as private parking or reserved for tenant parking. The remaining 52 spaces are not marked and it is not clear whether they are available for public parking or private/ reserved. There are two public elevators that can take people from the Canal level to the Fall Street level, one is located in the Finger Lakes 1 tenant space, and the other is located in the Boater Amenities in the Seneca Falls Visitors Center. The only signage for these elevators exists on the entry door and cannot be seen unless someone specifically access the entry door.

INVENTORY OF EXISTING PARKING CONDITIONS

Likewise, there are approximately 50 parking areas behind the businesses that front the north side of Fall Street, of which only 12 are marked as private or reserved for tenants. The remaining 38 spaces are not marked and it is not clear whether they are available for public parking or private/ reserved. Additionally, with both of these parking areas, there is very little striping for parking, and where there is striping, it is faint. This results in an unorderly pattern of parking.



Fall Street on-street parking

The above described on-street and off-street parking areas are all free of charge. There is lighting of all the above described off-street parking areas, however, many areas do not receive adequate lighting.

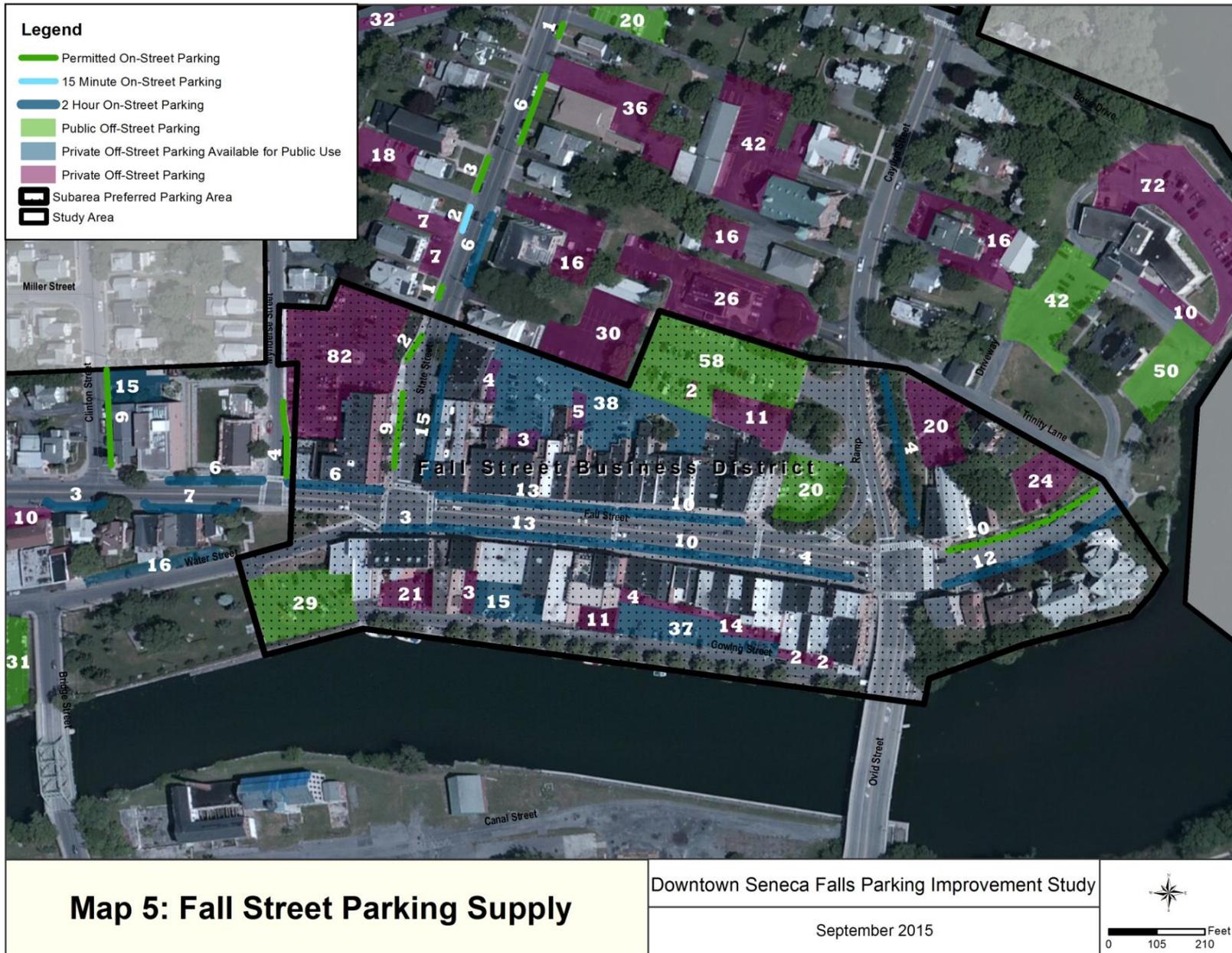
There are several larger parking areas that are for private use. The Gould has an 82 space parking lot behind its building, Generations Bank has 26 parking spaces at their location on Cayuga Street, Community Bank has an 11 space lot behind their location on Fall Street, the Sanderson-Moore Funeral Home has a 30 space lot at their location on State Street, Century 21 Real Estate has a 20 space lot at their location on Fall Street, and there is a 24 space lot owned by Trinity Episcopal Church across from their location on Fall Street. Many of these private parking lots do not reach capacity during the day. The Funeral Home and Trinity Episcopal Church parking lots, these are only used during events at each.

Table 3 identifies the parking supply of the Fall Street Business District Subarea. Map 5 portrays the parking supply of the Fall Street Business District Subarea (with the supply of parking indicated by the white number on each parking area).

Table 3: Fall Street Business District Subarea Parking Supply

Parking	Public Parking	Private Parking Available for Public Use	Total Parking Available for Public Use	Private Parking	Total Parking Supply
Off-Street Parking	107	90	197	208	405
On-Street Parking	111	0	111	0	111
2-Hour On-Street Parking	90	0	90	0	90
15-Minute On-Street Parking	0	0	0	0	0
No Limit On-Street Parking	21	0	21	0	21
Total Parking	218	90	308	208	516

INVENTORY OF EXISTING PARKING CONDITIONS



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Women's Rights National Historic Park Subarea

The Women's Rights National Historic Park (WRNHP) Subarea is centered on the Women's Rights National Historic Park site. While some visitors to the WRNHP do park on Fall Street east of State Street or in off-street parking areas outside of this subarea, many of these visitors are also patronizing businesses along Fall Street. It was typically observed that visitors going directly to the WRNHP park in one of the on-street parking areas along Fall Street west of State Street or along Clinton Street or Mynderse Street.



Women's Rights National Historic Park

There is a 15 space off-street parking area located behind the WRNHP. During the spring and summer of 2015, construction equipment was staged in a portion of this lot, resulting in only 6-7 parking spaces being available. These parking spaces were always 100% occupied throughout the day.

Along Fall Street near the WRNHP (between South Walnut Street and State Street), there are 22 striped on-street parking spaces, signed for 2 hour parking. These spaces were typically 50%-75% occupied during the day, with less occupancy in the

later afternoon/ early evening hours. Additionally, there are approximately 10 on-street parking spaces located on side streets (6 on Clinton Street and 4 on Mynderse Street). These spaces are not striped or signed, but the street has been widened in these areas allowing for the on-street parking. These parking spaces were sporadically used, as the lack of striping and signage likely results in confusion to visitors on whether parking is permitted.



On-street parking near Women's Rights National Historic Park

On occasion, visitors were observed parking in the Water Street lot (described within the Fall Street Business District Subarea) and walking up the hill to the WRNHP. There are 91 off-street parking spaces located at the Town Recreation Center, but observations did not indicate any visitors to WRNHP using this lot. Additionally, there is an informal parking area along Water Street that provides off-street parking for tenants of the upper buildings fronting Fall Street. There is no signage indicating whether this parking is public or private; however, observations did not indicate any visitors using this parking area.

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Table 4 identifies the parking supply of the WRNHP Subarea with Map 6 portraying this parking (with the supply of parking indicated by the white number on each parking area).

Table 4: Women’s Rights National Historic Park Subarea Parking Supply

Parking	Public Parking	Private Parking Available for Public Use	Total Parking Available for Public Use	Private Parking	Total Parking Supply
Off-Street Parking	29	31	60	0	60
On-Street Parking	32	0	32	0	32
<i>2-Hour On-Street Parking</i>	22	0	22	0	22
<i>15-Minute On-Street Parking</i>	0	0	0	0	0
<i>No Limit On-Street Parking</i>	10	0	10	0	10
Total Parking	61	31	92	0	92

INVENTORY OF EXISTING PARKING CONDITIONS

Sackett Business District Subarea

The Sackett Business District Subarea includes parking generators such as Dewey’s Third Ward Tavern and several businesses clustered around the intersection of West Bayard Street and Bridge Street. Most of these businesses do not contain off-street parking, relying on on-street parking for supply. D.A.’s Liquor Store has an off-street parking area on Bridge Street for approximately 14 cars, but it is signed for the specific use of store patrons only. Dewey’s Third Ward Tavern has an off-street parking area for approximately 16 cars.

There are 58 striped on-street parking spaces located in the Sackett Business District, 18 on Bridge Street and 40 on West Bayard Street. All but 5 spaces on Bridge Street south of West Bayard Street are angled parking; the 5 on Bridge Street are parallel parking. There are a number of vacancies in the Sackett Business District currently, so parking utilization was typically less than 50%. Observations indicate that many evenings, the parking demand for Dewey’s Third Ward Tavern exceeds the off-street parking supply. This leads patrons to

use the on-street parking spaces, with some patrons parking illegally on Bridge Street. Signage has been placed on both sides of Bridge Street in the vicinity of Dewey’s indicated that on-street parking is not permitted.



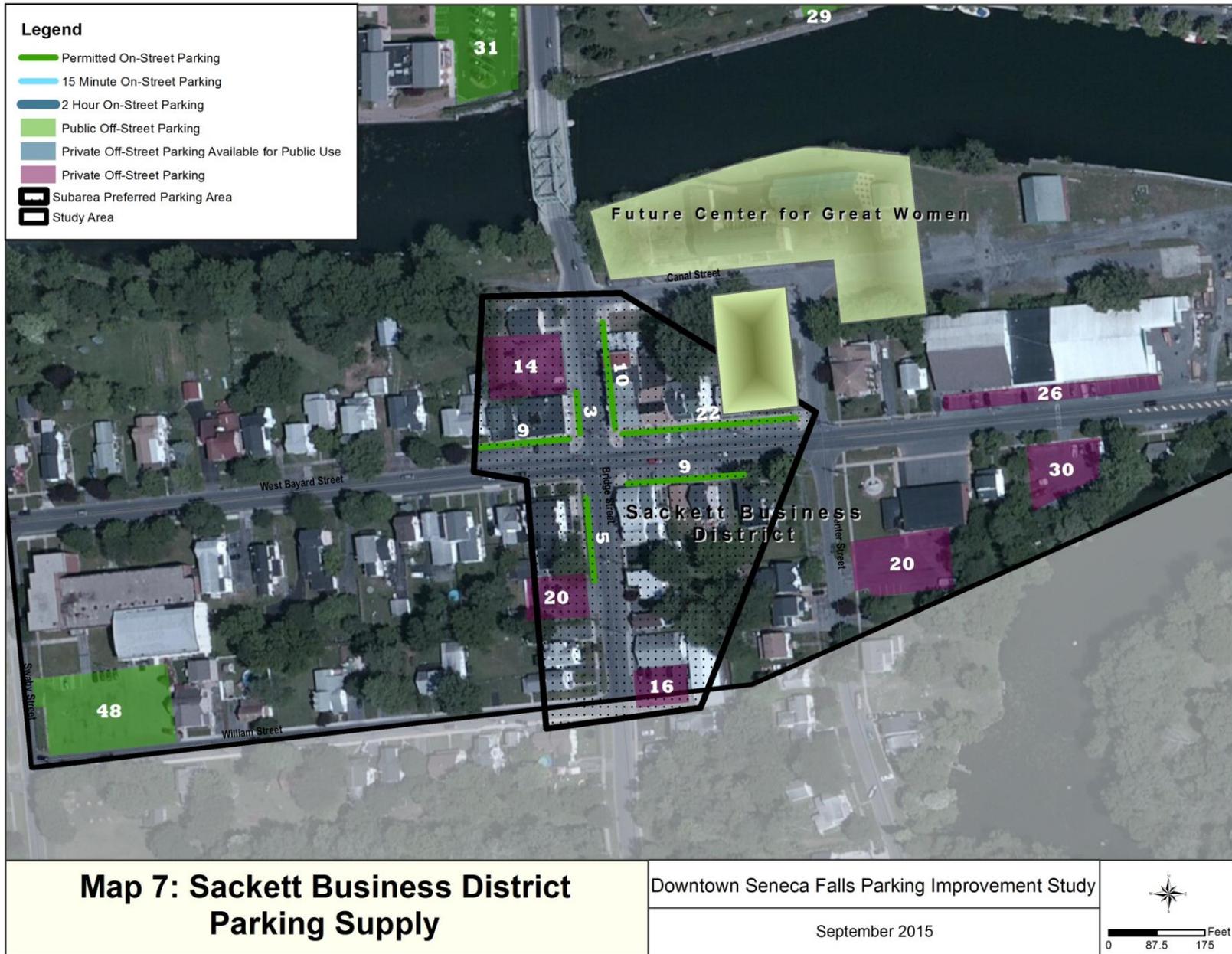
Parking in Sackett Business District

Table 5 identifies the parking supply of the Sackett Business District Subarea. Map 7 portrays the parking supply of the Sackett Business District Subarea (with the supply of parking indicated by the white number on each parking area).

Table 5: Sackett Business District Subarea Parking Supply

Parking	Public Parking	Private Parking Available for Public Use	Total Parking Available for Public Use	Private Parking	Total Parking Supply
Off-Street Parking	0	0	0	50	50
On-Street Parking	58	0	58	0	58
2-Hour On-Street Parking	0	0	0	0	0
15-Minute On-Street Parking	0	0	0	0	0
No Limit On-Street Parking	58	0	58	0	58
Total Parking	58	0	58	50	108

INVENTORY OF EXISTING PARKING CONDITIONS



CHAPTER 5: KEY OBSERVATIONS AND FINDINGS



KEY OBSERVATIONS AND FINDINGS

The following are key observations and findings derived from Steering Committee, Town Departmental, stakeholder, and public input throughout the course of this study, field reconnaissance undertaken by project consulting team members, and the inventory and assessment of existing conditions. These observations and findings helped gain an understanding of existing parking and walkability issues, concerns, and opportunities and shape the recommended parking and walkability strategies.

- ❖ The areas identified as having the greatest parking problems are:
 - Fall Street, especially on weekdays between 12:00 p.m. and 2:00 p.m., after 5:00 p.m. on Thursdays and Fridays, and during special events.
 - Near the Women's Rights National Historic Park during events or times of heavy visitation.
 - Sackett Business District on certain evenings.



Off-street parking lots are not well striped and are not optimized.

- ❖ There is uncertainty as to which off-street parking is public and which is private.
- ❖ Off-street parking areas should be better signed, striped, and identified. Visitors often do not know where to park and utilize on-street parking on Fall Street.



Signage for off-street parking areas is small and difficult to see.

- ❖ There is limited access between parking lots located to the rear of businesses that front Fall Street and Fall Street itself.
- ❖ There is a lack of bus/ charter parking locations.
- ❖ There is a need for better marked and better located handicapped parking spaces both on Fall Street and in off-street parking areas.
- ❖ There needs to be a better understanding as to who owns and is responsible for maintenance of off-street parking areas.
- ❖ Residents/ tenants of buildings along Fall Street use the municipal parking lots for long term and overnight parking.

KEY OBSERVATIONS AND FINDINGS

- ❖ There is a desire by several businesses to provide some 15-minute on-street parking spaces on Fall Street.



Fall Street two-hour on-street parking

- ❖ The public elevators that provide access between the Canal level and Fall Street need to be better advertised.
- ❖ Overall walkability should be improved, especially Fall Street pedestrian crossings.



There are several pedestrian crossings that exist on Fall Street

- ❖ There is a desire for improved and more prompt clearing of snow from public parking areas and walkways.
- ❖ The on-street angled parking along State Street is underutilized.



Angled on-street parking in Sackett Business District

- ❖ The Town needs a more efficient and effective way to enforce on-street parking regulations.
- ❖ There is more violation of the Fall Street two-hour on-street parking limit during non-enforcement periods.
- ❖ A vehicle that is caught violating the Fall Street two-hour on-street parking limit is first issued a warning with information on where to park long-term. Subsequent violations by the same vehicle result in a citation.
- ❖ Future parking will need to address supply for upper floor reuse and continued growth of Fall Street and Sackett Business District.

CHAPTER 6: RECOMMENDED PARKING AND WALKABILITY IMPROVEMENT STRATEGIES



RECOMMENDED PARKING AND WALKABILITY IMPROVEMENT STRATEGIES

The following strategies have been identified as those that are most feasible for the Town of Seneca Falls to implement and have the greatest potential to improve the parking and walkability throughout the Downtown Seneca Falls Study Area.

For ease in reading, strategies have been grouped into 5 categories:

1. Communication
2. Parking Improvements
3. Parking Policies
4. Visitor/ Pedestrian Experience & Walkability
5. Miscellaneous Strategies

As a general statement, the improvements discussed below are conceptual ideas to improve parking and walkability in Downtown Seneca Falls. Any improvements proposed for roads under NYSDOT jurisdiction will require review and concurrence by NYSDOT and often require a Highway Work Permit. Throughout the course of this study, NYSDOT has been collaborated with to ensure that recommended strategies comply with NYSDOT policies and would be acceptable. Info on Highway Work Permits can be found at:

<https://www.dot.ny.gov/portal/page/portal/divisions/operating/oom/tr-transportation-systems/traffic-operations-section/highway-permits?nd=nysdot>

Similarly, any improvements proposed for roads under Seneca County jurisdiction will require review by Seneca County.

Additionally, since much of Downtown Seneca Falls lies within the Seneca Falls Village Historic District established in the mid 1980's, any improvements proposed within this District may require review and approval from the New York State Historic Preservation Office (SHPO).

Communication

Parking Wayfinding

Wayfinding directs patrons and visitors to a location, and can be used to better direct them to the location of parking in an area as well as direct them to destinations from a parking area.

There is already wayfinding signage throughout Seneca

Falls directing visitors to visitor destinations, community facilities, and parking, as indicated in the following photos, but much of this wayfinding, especially for parking, is not highly visible.

Further, signage at the intersection of Fall Street and State Street that is attached to the traffic signal mastling pole provides wayfinding for the police station and Women's Rights National Historic Park, but not for parking.



Existing parking signage on Fall Street

RECOMMENDED PARKING AND WALKABILITY IMPROVEMENT STRATEGIES

Once on State Street, wayfinding for the alley that provides access to the “Cayuga Street Lot” is not highly visible and the alley entrance does not give the impression that it is a public access to a municipal public parking area. There is an opportunity here to place more highly visible, branded signage which would go a long way to changing the image of the entry from an alley to a more welcoming entrance to the parking lot. Once visitors turn into the alley/ parking lot entry, continued wayfinding and signage should guide visitors to public parking areas.

The Town has wayfinding signage directing people to the Water Street parking lot along with other destinations. Use of the standard parking symbol  should be done consistently as part of all parking wayfinding. Parking wayfinding signage should be made larger and placed in more visible locations. Specifically, there needs to be more highly visible wayfinding signage near the intersection of Fall Street and State Street and at the intersection of Fall Street and Cayuga Street/ Ovid Street that directs people to either the Cayuga Street Lot, Fall Street Lot, or Water Street Lot.



Parking signage along Water Street

Pedestrian Wayfinding

In addition to providing better wayfinding for parking lots, it is necessary to provide better pedestrian wayfinding so people know how to find their destination once they have parked. There are wayfinding signs around the Water Street Lot but better pedestrian wayfinding signage is needed around the Cayuga Street and Fall Street Lots.



Potential wayfinding signage with distance portrayed in walking minutes

A growing trend that many communities are undertaking to encourage walkability and ease the perception that parking availability is limited is to portray wayfinding along with the time in minutes that takes to walk to a destination. Pedestrian wayfinding can be hung on light posts, traffic signal masting poles, or dedicated poles. Low cost pedestrian wayfinding signage (\$20 each or \$60 for aluminum dibond signs) can be built and purchased online at www.walkyourcity.org. QR codes can be scanned to offer step by step directions to the public.

Parking Lot Branding

Throughout the course of this study, whenever referencing municipal parking lots with Town officials, business owners,

RECOMMENDED PARKING AND WALKABILITY IMPROVEMENT STRATEGIES

tourist based operators, and the public, it was difficult to describe which parking area was being referenced. A very simple solution would be for the Town of Seneca Falls to name/brand the various municipal parking lots, such as:

- ❖ The parking lot off of Water Street along the Canal level could be branded “Water Street Lot”.
- ❖ The parking lot at the intersection of Cayuga Street and Fall Street could be branded “Fall Street Lot”.
- ❖ The parking lot between State Street and Cayuga Street that lies to the rear of the buildings that front the north side of Fall Street could be branded “Cayuga Street Lot”.

Map 8 identifies these municipal parking areas with branded names. This will help not only those familiar with the Town, but visitors unfamiliar with the Town, to identify and locate available public parking areas.

These branded parking lots should include signage at the entrances indicating their parking lot name and should be labeled on maps and brochures to help visitors identify with parking areas. Monument signage can be used at municipal parking lot entrances to enhance parking entrances, portray the name of the parking lot, provide a clear indication that the parking area is for public parking, and establish a perception that the parking lot is a desirable and promoted place to park.

The following is an example of high visibility signage that could be used at parking lot entrances indicating public parking locations with branded name of the parking lot.



Examples of proposed municipal parking branding and monument signage

It is recommended that “Welcome to Seneca Falls” visitor informational signage and brochures should include the locations of municipal parking lots. Businesses and attractions can more easily portray available parking to their customers/visitors when lots are branded. For instance, the Women’s Rights National Historic Park could simply tell visitors to park in the “Water Street Lot” or “Cayuga Street Lot”. For ease in describing parking recommendations throughout this document, we will apply the branded parking lot names when referencing municipal parking areas.

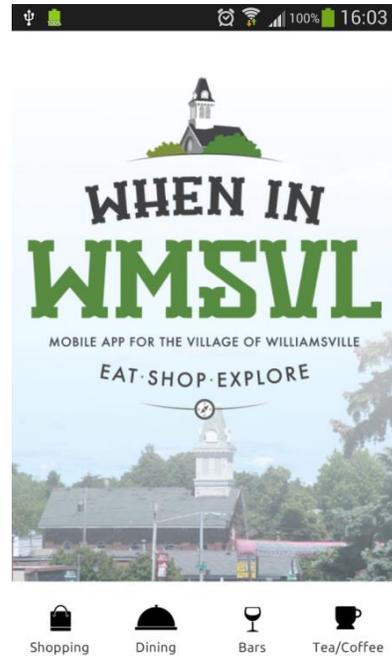
RECOMMENDED PARKING AND WALKABILITY IMPROVEMENT STRATEGIES



RECOMMENDED PARKING AND WALKABILITY IMPROVEMENT STRATEGIES

Parking Application

With the prevalent ownership and use of smart phones and tablets, the Town should consider developing a mobile application (mobile app) that would allow people to view visitor and business information about the Town of Seneca Falls, including locations to park. A mobile app developed for the Village of Williamsville, NY allows people to access information on shopping, dining, bars, and other village amenities. Similar tools have been developed by villages across New York State to allow for quick access to information about the village. A similar app for Seneca Falls could not only promote businesses and visitor locations/ amenities but also identify parking locations.



A mobile app developed for the Village of Williamsville, NY

Parking Signage

All on-street and off-street parking areas should be clearly signed as to the regulations and time limitations of parking. If on-street parking is not permitted, then signage should be placed along a road indicating that parking is not permitted. If on-street parking is permitted but not time limited, signage can still be placed by simply providing the parking symbol and an

arrow indicating the area where on-street parking is available along with any parking restrictions. There are several streets where a visitor would be uncertain as to whether on-street parking is available or not.

Parking Space Branding

In addition to the public parking areas, there are several off-street parking areas that are available for the public to park in but are not well signed and contain a number of parking spaces that are reserved for adjacent tenants/ businesses. As part of the parking branding, we suggest branding actual parking spaces in off-street parking areas.



Existing parking signage on Fall Street

This can be done through different color striping or by painting a logo on respective spaces. This is already done by painting handicapped spaces with blue striping and placing a handicapped emblem on the space- similar striping and branding can be done for other spaces to differentiate between public parking, reserved parking, and private parking. This will be especially beneficial in the parking areas along the Canal and directly behind the businesses the front the north side of Fall Street, where parking areas are privately owned but offer public or tenant parking.

Parking Improvements

Municipal Parking Lot Reconfiguration

There are currently 60 parking spaces located in the “Cayuga Street Lot”, two of which are reserved adjacent to the Community Bank ATM kiosk; leaving 58 public parking spaces in this lot. The parking lot should be better optimized and restriped to provide additional parking supply. Proposed in Figure 1 on the next page is a conceptual layout that would provide 75 degree angled parking that allows for a double center row of parking (where currently there is a single row) and a one-way drive aisle around the parking lot for better circulation. The proposed layout would increase the parking supply of this lot to 79 spaces. This parking area rarely reaches capacity and the real issue with this parking area is wayfinding and branding and not supply, but this easy fix can add an additional 19 parking spaces. Parking spaces under this scenario are 9 feet wide by 18 feet long, allowing for a 15 foot 6 inch one-way drive aisle. A 90 degree parking layout was also looked at but would require reconstruction of the concrete island between this parking lot and Community Bank parking lot to allow for sufficient width on the exiting drive aisle

and would only result in 5 more parking spaces than the 75 degree option that can be done under the existing layout.

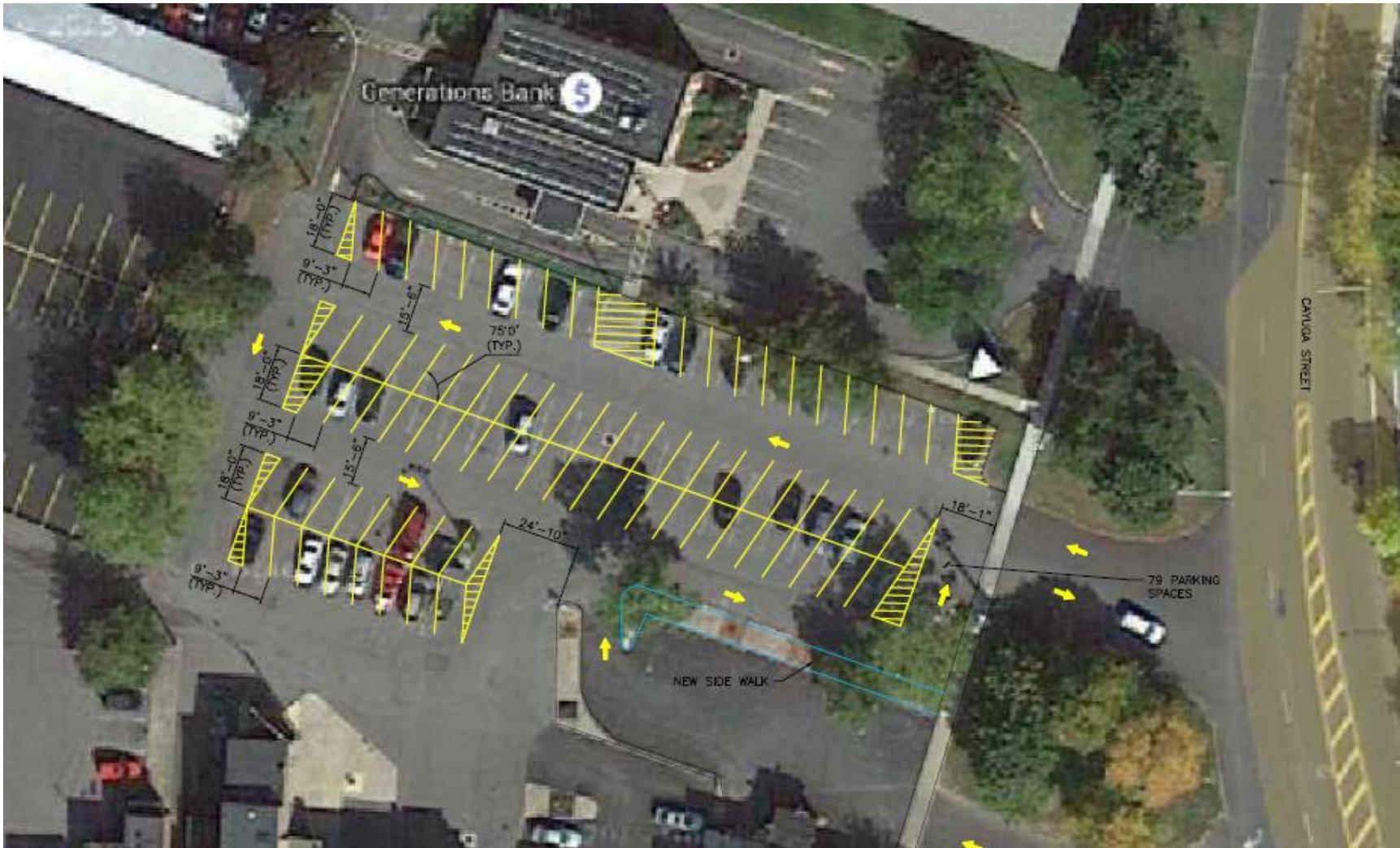
In the future, if an arrangement can be worked out with Community Bank, their parking lot could be incorporated as part of the municipal parking lot, allowing the median to be removed and potentially creating about 20 additional public parking spaces.



“Cayuga Street Lot” municipal parking lot can be reconfigured to create additional parking spaces

RECOMMENDED PARKING AND WALKABILITY IMPROVEMENT STRATEGIES

Figure 2 - "Cayuga Street Lot" reconfiguration



RECOMMENDED PARKING AND WALKABILITY IMPROVEMENT STRATEGIES

Fall Street On-Street Parking

Numerous comments were made during the course of this study that suggested that additional handicapped spaces should be provided on Fall Street and that they should be more clearly demarcated. Additionally, several Fall Street merchants have petitioned the Town and, as part of this study, have collectively requested that a number of on-street parking spaces along Fall Street be made 15-minute parking to cater to customers making quick “in-and-out” stops.

There are currently 6 handicapped on-street parking spaces on Fall Street between Cayuga Street and Mynderse Street. In Figure 3, the full color blue spaces are existing handicapped spaces that we recommend keeping and the blue hashed spaces are the ones we recommended creating; for a total of 8 handicapped on-street parking spaces on Fall Street. In addition, these spaces should at a minimum be striped with blue paint and signed, and preferably be fully painted with blue paint to clearly demarcate them as handicapped spaces.

There is also an opportunity to extend on-street parking on the south side of Fall Street right up to the intersection of Ovid Street and making a shared through/ right turn eastbound travel lane, as indicated on Figure 3. This reconfiguration will legally open up an additional 4-5 on-street parking spaces on Fall Street (where often times cars are parked illegally). In response to the business owners’ requests to offer 15-minute on-street parking spaces, it is recommended that 2 on-street parking spaces on the south side of Fall Street be striped and signed as “15-minute parking” between the hours of 8:00 a.m. and 5:00 p.m., Monday through Saturday (as indicated in Figure 3). Additionally, 15-minute parking can be established

on the north side of Fall Street between State Street and Mynderse Street in front of The Gould. These 15-minute parking spots could be demarcated not only by signage but by colored curbing and different color striping as well.



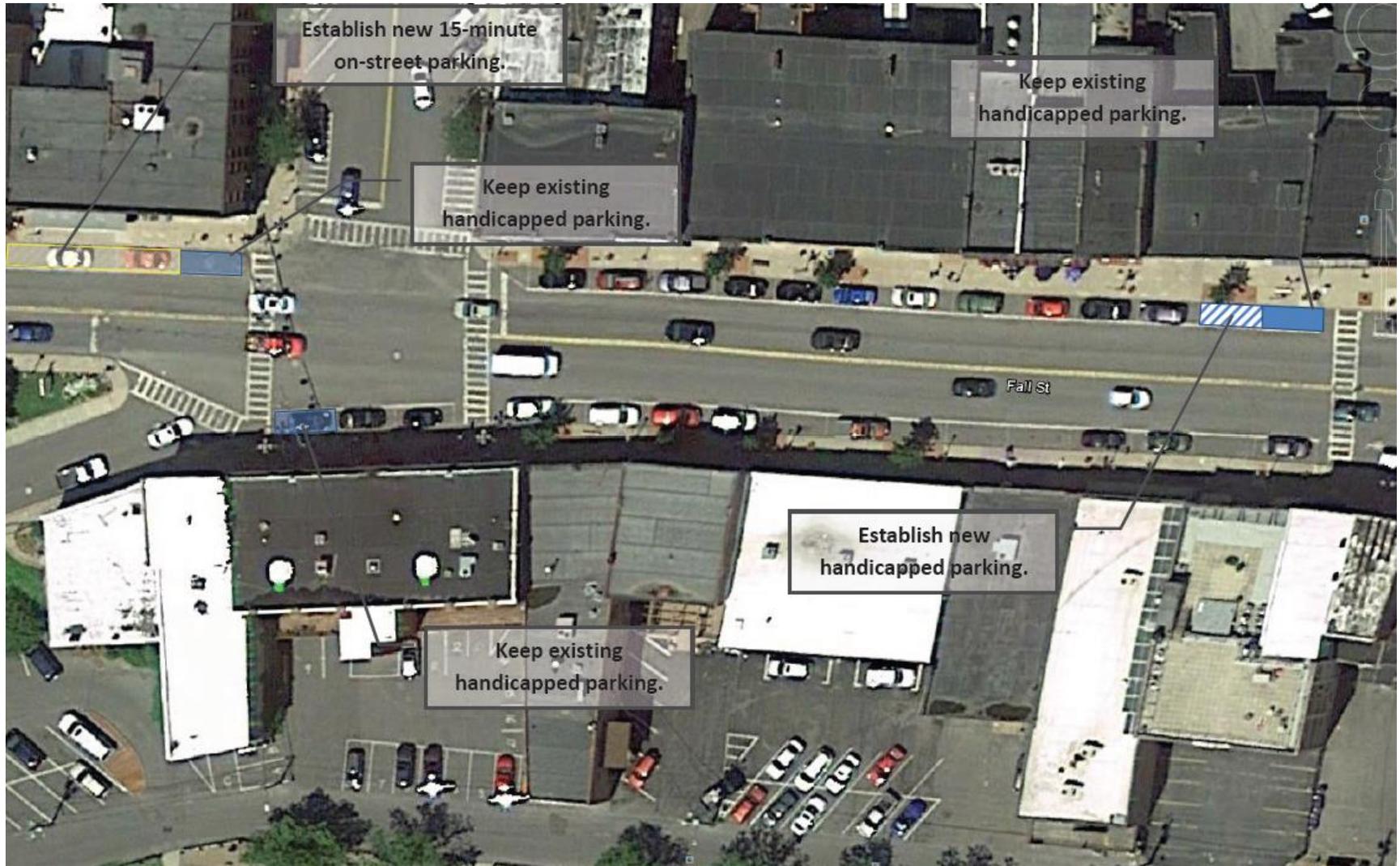
15-minute on-street parking on Fall Street should take on striping or paint color that differentiates it from other on-street parking

While handicapped spaces would be demarcated by blue paint, the 15-minute parking spots could be demarcated as “yellow zones” with yellow paint, perhaps even cross-hatching as is done in many cities. In Figure 3, areas shown in yellow are proposed locations for 15-minute on-street parking spaces.

Parking spaces signed as handicapped spaces should also include pavement markings and use blue striping to demarcate handicapped spaces and reduce the potential for misuse.

RECOMMENDED PARKING AND WALKABILITY IMPROVEMENT STRATEGIES

Figure 3: Fall Street On-Street Parking



RECOMMENDED PARKING AND WALKABILITY IMPROVEMENT STRATEGIES



RECOMMENDED PARKING AND WALKABILITY IMPROVEMENT STRATEGIES

Additional Fall Street Business District Parking Supply

As the buildings along and around Fall Street continue to be redeveloped and upper floors reused, the demand for off-street tenant parking will eventually place a strain on available parking supply.

To combat future parking issues, the Town of Seneca Falls should begin looking into shared parking agreements with neighboring property owners (i.e. Sanderson-Moore Funeral Home, Generations Bank, Trinity Church), whereby private property owners open up their parking areas for public parking during certain times when parking demand at their establishment is low but parking demand throughout the rest of the neighborhood is high. Such an agreement with the Sanderson-Moore Funeral Home could make available an additional 35 or so parking spaces for public use during times when the Funeral Home is not in use.



Municipal parking lot

The Gould parking lot has 82 parking spaces. The National Women's Rights Historic Park should discuss possible

agreements with The Gould to use available parking during times when parking demand at The Gould is lower; or at a minimum could discuss arrangements that would allow National Women's Rights Historic Park employees and volunteers to use available parking at The Gould to open up parking at the National Women's Rights Historic Park parking lot for visitors.

The Town could eventually look at purchasing the Sanderson-Moore Funeral Home and expand the municipal parking lot all the way to State Street. This could provide a municipal parking lot with upwards of 220 parking spaces and more importantly, enhance visibility of available off-street municipal parking from State Street.

Satellite Overflow Parking

During larger events or times of very high parking demand, parking in Downtown Seneca Falls becomes difficult and there is a need for additional parking supply. Rather than increase parking supply to handle a handful of dates, the Town, as part of a public/ private partnership, can work with RTS Seneca or another transportation provider to offer shuttle services to/from satellite parking areas during certain peak times. Satellite parking areas can be set up at the Town Recreation Center, Town property on Trinity Lane, or other parking areas that exist around the periphery of Downtown Seneca Falls.

Sackett Business District On-Street Parking

The on-street parking spaces located on West Bayard Street should be restriped as angled parking rather than 90 degree parking (like is done on Bridge Street). This will accomplish two things- 1. It will ease the ingress and egress into and out of parking spaces and 2. It will discourage people from making a

RECOMMENDED PARKING AND WALKABILITY IMPROVEMENT STRATEGIES

left turn across traffic into on-street parking spaces and backing out across travel lanes, thus reducing the number of potential conflict points. On-street parking spaces should not be treated as curb cuts, allowing traffic to access from both sides of the street; they should be designed for ease of use by drivers traveling on that side of the street.



Parking in Sackett Business District

Parking Policies

Charter and Tour Bus Parking

One of the issues that was heard throughout the course of this study is that there are not parking locations for charter and tour buses bringing visitors to Seneca Falls. Rather than using valuable parking spaces, a satellite charter and tour bus parking lot should be set up where these buses can park. Two locations were identified where charter and tour buses would be directed to park after dropping visitors off:

- ❖ The town property on Trinity Lane is currently not being utilized. Buses could use this parking area until the site is redeveloped or sold.
- ❖ The Town Recreation Center on Water Street has available parking during the summer months (their peak period is during the winter). Buses could utilize the available parking areas at the Recreation Center during the summer months.
- ❖ In addition to bus parking, these properties could also be used to handle overflow parking for large events.

Parking Registration

The Town of Seneca Falls Police Department currently requests that tenants wishing to park their cars in municipally owned lots register their vehicle with the Town. The Town uses this registration database to notify vehicle owners to move their vehicles when the Town needs to plow municipal lots.

The Town should expand this parking registration program to establish locations within the municipal lots (preferably lower demand parking spaces) where tenants can park their vehicles.

Property owners and tenants would apply to the Town to receive reserved parking spaces under the parking registration system. The Town would issue tenant and/or reserved parking spaces in clusters and would strip/ brand these tenant and/or reserved parking spaces to make the distinction between which parking is public parking and which is reserved. This approach would be beneficial as upper floor units continue to be redeveloped and required off-street parking spaces cannot be met. The Town would issue parking permits to those tenants in replacement of private parking spaces. Under this agreement,

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the Town could make better use of and better organize the parking areas that exist behind the buildings that front Fall Street.

Under such a scenario, the northern-most row of the municipally owned lot off of Cayuga Street could be dedicated to tenant and employee parking. For example, the 20 or so parking spaces could be reserved for tenant parking from 5 p.m.-7 a.m. to allow residents with no other off-street parking a place to park overnight; from 7 a.m.-5 p.m., these spaces would become available for employee parking. This would minimize use of prime parking spaces by these long term parking users.

Parking Agreements

Throughout this study, it was mentioned that when the Village of Seneca Falls was in existence that it had several agreements in place with private property owners that established maintenance agreements for the parking areas. The Village would provide maintenance services for the parking areas in exchange for a fee and to allow for public parking. The Town has not been able to locate such agreements. It is suggested that the Town reestablish agreements with private property owners to work out maintenance arrangements for parking areas.

The Town can go a step further and establish a parking district or a business improvement district for the Fall Street Business District. Under this arrangement, all property owners within the district would be required to participate in an agreement with the Town whereas for a fee, the Town would assume all

maintenance responsibilities of parking areas within the district and all parking would be made available to the public.



Fall Street Business District

As an expansion of this Fall Street Business District, the Town could expand agreements to cover for maintenance activities along sidewalks, especially as it pertains to clearing snow and ice along sidewalks along Fall Street and leading to/from parking areas as well as making sure snow piles are cleared along the Fall Street.

Parking Enforcement

There is a need and desire by businesses on Fall Street to have year round enforcement of on-street parking on Fall Street. On-street parking spaces should experience frequent turnover in order to maximize the number of available parking throughout the day. These on-street parking spaces are meant for shorter trips and not long duration parking. This would require the Town of Seneca Falls to hire a year-round employee to enforce parking along Fall Street. Since the use of meters or kiosks is not being recommended as part of this study, this would require a parking enforcement officer to

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continue the practice of chalking tires in order to determine if they have extended the parking limit. The parking enforcement officer could monitor on-street parking during the peak weekday periods (10 a.m.-5 p.m.). We recommend that the Town Police Department continue the practice of issuing a warning for a first parking offense along with directions on where long-term parking can be sought; this would satisfy those in the Town concerned about discouraging visitors if they receive a parking citation. Additional violations beyond the initial warning would result in citations.

Municipal Parking Lots Time Limitations

While the municipal parking lot behind the buildings that front the north side of Fall Street is signed for a 3-hour limit, this limitation is not enforced. This signage should be removed and the lot open for long term parking.

On the other hand, the municipal lot at the corner of Cayuga Street and Fall Street gets much more frequent use and is much more visible to the Fall Street businesses. We feel this parking lot should have limitation on the amount of long term parking and thus should be signed for a 3 hour maximum parking. This, in conjunction with designated long term tenant and employee parking in the “Cayuga Street Lot” will help open these 20 parking spaces up for more short term parking availability rather than being used by employees or tenants.

Visitor/ Pedestrian Experience & Walkability

Walkability Improvements to Fall Street

Several comments made throughout the study focused on improving pedestrian crossings on Fall Street. There are

several elements that can be implemented to improve pedestrian crossings throughout Seneca Falls:

- ❖ ***High visibility crosswalk markings*** – This consists of using highly visible, reflective, and colorful epoxy to demarcate a pedestrian crossing. These should be used at all pedestrian crosswalks located along major roadways. The Town could brand crosswalks with purple and white markings (NYSDOT allows for the use of colors as long as one of the offset colors is white).
- ❖ ***Textured or raised crosswalks*** – not only provide a highly visible crossing but also create a traffic calming effect as the texture and/or elevation of the crosswalk influences driver behavior and causes them to slow their vehicle down. Because of the difficulties these textured and/or raised crosswalks may place on snowplowing, they are not favored by NYSDOT and would likely require that the Town take over snow plowing of Fall Street.



High visibility crosswalks

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- ❖ Curb bump outs/ extensions – provide a safe haven for pedestrians to look beyond cars parked on the street for oncoming traffic and subsequently narrows the distance required to cross the street. Curb bump outs/ extensions can either be temporary/ seasonal or permanent.



Curb bump outs/ extensions in Geneva, NY

Temporary or seasonal curb bump outs/ extensions are painted within the roadway and typically use bollards or landscape planters or pots to demarcate the curb bump out/ extension. These bollards and/or landscape planters can be removed in the winter to ease in snow plowing efforts. Permanent curb bump outs/ extensions are where the curb is actually extended to the outer most point of the on-street parking. Permanent curb bump outs/ extensions can incorporate landscaping or benches to make it feel like part of the extended sidewalk. The upside to using curb bump outs/ extensions is that it improves pedestrian safety, calms traffic speeds, and enhances overall walkability. The downside is that the

Town may become responsible for plowing the on-street parking lane.

- ❖ Rectangular Rapid Flash Beacons – are pedestrian activated signals that use irregular flash patterns with bright amber lights to alert drivers to yield to the pedestrian. These are similar to those used in the City of Canandaigua.
- ❖ Mid-block crossing refuge island – Can be incorporated as part of a curb bulb out/ extension or independently. A refuge island offers a safe haven at the half way point for pedestrians crossing a street and typically consists of a raised curb with an at-grade crosswalk through the center. Refuge islands also promote traffic calming at pedestrian crossings as they “neck down” the lane width.



Rectangular Rapid Flash Beacons



Median refuge islands

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Pedestrian crosswalks located at the intersection of Fall Street and State Street/ Water Street and Fall Street and Cayuga Street/ Ovid Street should consider treatments to improve walkability, especially with regards to the slip ramp from southbound Cayuga Street to westbound Fall Street- there is a stop sign but traffic typically treats this as a yield. All improvements should be ADA accessible to improve mobility for all abilities.

Sackett Business District

High visibility crosswalk markings should be placed at the intersection of West Bayard Street and Bridge Street to improve safety and enhance walkability. The Town should coordinate with utility companies to relocate utility poles located within on-street parking areas so as to not cause an obstruction to on-street parking.

The long term redevelopment of Sackett Business District in conjunction with the development of the Center for Great Women will increase the demand for parking in the area. In association with the construction of the Center for Great Women, an off-street parking lot is being located on the northwest corner of the intersection of West Bayard Street and Center Street. The Town should secure agreements that allow a certain number of these spaces to be available to the general public- even if they are not attending the Center for Great Women. This will help to alleviate potential future parking issues in Sackett Business District.



Sackett Business District parking

Lighting

Pedestrian scale lighting makes walking during evening hours more comforting and helps put people's safety concerns about parking behind buildings at ease. Pedestrian scale lighting placed along the sidewalk that extends along the west side of Cayuga Street between the Municipal Parking lot and Fall Street would both encourage use of the municipal parking lot at night and act as a wayfinding path. Similar pedestrian scale lighting could be incorporated along sidewalks leading between the parking areas along the Canal/ Water Street and Fall Street.

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Example of pedestrian lighting along a walkway

Public Elevator

There are two public elevators that are available for people to use to gain access to the Fall Street level from the Canal level, and vice versa. There is very little advertisement of these elevators and their availability for public use other than small print on the door. There should be better wayfinding and signage directing people to the elevators along with instructions on their use/ availability. This would greatly enhance connectivity between the Canal level and Fall Street level.



One of the public elevator entrances on the Canal level

General Walkability Improvements

There are numerous treatments that can be made to buildings and to the public realm (including the street) that can enhance overall walkability of a community and better integrate the public areas and the buildings. Awnings, projecting signs, outdoor patios and seating, moveable storefront windows, landscape features, decorative storefront lighting, engaging storefront displays all help encourage more activity and improve walkability of an area. When the walkability is improved, the perception of a longer distance walk can be greatly diminished as the activity becomes more enjoyable.

Bicycling Improvements

Input from the community throughout this study pointed towards an interest in offering more bicycling opportunities throughout Seneca Falls. Ways to encourage bicycling and promote bicycling safety is to implement additional bicycling amenities and facilities around town. Currently, travel lanes on Fall Street through Downtown Seneca Falls are approximately 19 feet wide. There are opportunities to reallocate some of this pavement for bike lanes while still allowing sufficient width for travel lanes. Further, this will promote traffic calming and enhance walkability of Fall Street. Figure 4 on the following page portrays a vision for enhanced walkability and biking treatments along Fall Street.

In addition to bicycle lanes and paths, bicycle repair stations can be placed at strategic locations to allow bicyclists to stop and make necessary repairs. These repair stations can be accompanied by a water filling station and even sponsored by businesses.



Example of a bicycle repair station

Peddle and Paddle Parking

Two of the fastest growing trends occurring in tourism based communities are peddle and paddle tours. People are looking for new and more active ways to tour a community and they are looking to bicycle and/or kayak/ canoe tours to do it. With bicycle tours, a large group of people engage in riding personal bicycles or a group of people ride a bicycle “tour bus”. Across the Finger Lakes Region, bicycling is becoming a popular form of travel among tourists, with bike routes and trails connecting bicyclists to various communities. In either case, the demand for parking individual bicycles or a bicycle “tour bus” will increase.



Peddle tours are becoming more popular for tourists and visitors

With the Cayuga-Seneca Canal, the opportunity exists for peddle tours taken by kayak or canoe. The Town should continue to cater to peddle tours by offering kayak/ canoe launch spots and docking. Opportunities for kayak and canoe rentals should be explored in connection with the Town Recreation Center’s location.

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Figure 4: Potential Fall Street Walkability and Bikeability Treatments



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Bike racks should be placed in high demand areas, and can even be branded specifically for Seneca Falls. Further, the Town may want to look into converting a number of on-street parking spaces on Fall Street and West Bayard Street for bicycle parking only. Moveable bollards, curbs, and/or railings would be placed around the on-street bicycle parking space for added visibility and safety. These elements could be removed in winter months to allow for snow removal. The ideal location for on-street bicycle parking on Fall Street would be to the left of a mid-block crossing to allow pedestrians a better line-of-site to on-coming traffic (since a parked vehicle would not block this line-of-site), eliminating the need to walk out into the street to peer past a parked vehicle for on-coming traffic before crossing.



On-street bicycle parking placed within an on-street parking space

The Women's Rights National Historic Park has indicated that a number of their visitors are looking for bicycling options to be able to visit all of the historic sites in the area without having to drive. Further, they have indicated a desire to assist in

incorporating bicycle amenities and facilities through education, encouragement, and possibly by sponsoring bike racks, bike repair stations, and/or a bike share program.

We suggest that the Town encourage such bicycle tours and bicycling use throughout Seneca Falls, working with the Women's Rights National Historic Park and other businesses/agencies to provide for improved bicycling amenities and facilities. The Town may want to explore opportunities for a bike share program with the Women's Rights National Historic Park. Enhanced bicycling and pedestrian facilities can help reduce the demand for automobile parking across the entire Town.

Miscellaneous Strategies

Building Access

Property owners and businesses along Fall Street should continue to improve the appearance of rear entries, making rear entries more welcoming to those using rear off-street parking areas. Where opportunities exist, property owners and/or businesses should look to allow access from rear entries to Fall Street, and vice versa, to enhance accessibility between rear parking areas and Fall Street.

Tactical Urbanism

One of the other major trends being experienced in communities around the country, as well as throughout the Finger Lakes region, is the idea of incorporate parklets into an on-street parking space. Parklets offer patio seating, yard games, or music venues and help to bring activity to the street. People are attracted to active, energetic streets as they

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promote a sense of place, vitality, comfort, and safety, drawing people to linger and join the activities. Tactical urbanism is a low cost, low effort way to help revitalize certain business districts.



A parklet in Geneva, NY located within an on-street parking spot

Strategies Looked at but Not Recommended for Implementation at this Time

Throughout the course of the study, there were several ideas of parking and walkability improvement strategies that were mentioned by the public or stakeholders that were considered, but are not being recommended for implementation at this time due to their cost and constraints. These strategies are as follows:

- ❖ Parking garage – Throughout the course of the study, it was mentioned on occasion that a parking structure should be constructed on land that sits behind the businesses

that front the north side of Fall Street in order to alleviate parking problems by providing additional parking supply. Using average cost factors taken from recently constructed parking structures across the county where union wages are prevalent, the cost of constructing a parking structure will be in the neighborhood of \$20,000 per space. If a parking structure of 500 parking spaces were built, that would equate to a price tag of around \$10 million. That does not include the annual operating and maintenance costs associated with a parking structure which would annually average about \$1.7 million. Funding for the construction of the parking structure would need to come from a combination of grants, bonds, and private investment and would likely require the Town to establish a parking enterprise fund to pay for the structure as establish a parking department, or contract with a business to provide such services, to operate and maintain the structure. Given the costs of construction, operations, and maintenance, generating sufficient income to offset these costs would likely require that the Town charge a fee for parking in the garage, a philosophy we do not feel visitors, residents, and businesses are ready to support.

- ❖ Angled Fall Street parking – There were numerous comments that suggested the consulting team look at the potential for angled parking on Fall Street. There was angled parking on Fall Street a number of decades ago that was later replaced with parallel parking. Due to the high traffic volumes on Fall Street, we do not feel reestablishing angled parking on Fall Street is a safe alternative due to the number of reversing movements (either through pull-in or back-in angled parking).

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- ❖ *Parking kiosks* – It was also suggested that one of that ways to help with turnover of on-street parking on Fall Street and to assist the Town with enforcement of on-street parking would be to establish a metered or parking kiosk system. This would require that on-street parking be charged a fee, with the driver of a vehicle paying for a certain amount of time that they wanted to park their car. The extensive stakeholder and public outreach for this study indicated that currently there is not a desire to charge for parking and implement a metered parking system. The idea of establishing a fee for on-street parking and further developing a system of kiosks was not supported by the Steering Committee at this time.

CHAPTER 7 – IMPLEMENTATION PLAN



IMPLEMENTATION PLAN

To ease the user throughout the implementation of the various parking improvement and walkability strategies identified in this study, the implementation plan is provided in a tabular format that can be used as a stand-alone document once the report is approved, allowing the user to keep handy only the few most important pages rather than the entire document. The user can then reference the report during implementation. This table contains the recommended parking and walkability improvement strategies that have been identified as part of this study. The Town should use this table to select various measures that they would like to implement in order to improve parking and walkability throughout Seneca Falls. Strategies have been arranged by category and include a description of the strategy along with its recommended application, indication of the importance of implementing the strategy as identified by priority (high, moderate, low) in terms of impact that the strategy would have on improving parking and/or walkability, an order of magnitude cost to implement, an action plan for implementation, and a timeframe for implementation. The priority column is meant to offer the Town the importance of certain strategies, ensuring that the Town prioritizes the strategies that will result in the greatest benefit to parking and walkability. The general schedule of the implementation timeframe is short-term: 1-2 years, mid-term: 3-5 years, and long-term: more than 5 years. Cost estimates, when possible, are based upon using average unit costs taken from the New York State Department of Transportation Pay Item Catalog. Alternative pricing for purchasing online materials, when available, is also provided.

Category	Strategy	Description	Application	Priority	Order of Magnitude Cost	Action Plan for Implementation	Implementation Timeframe
Communication	Parking Wayfinding	Wayfinding directs patrons and visitors to a location, and can be used to better direct them to the location of parking in an area as well as direct them to destinations from a parking area. There is already wayfinding signage throughout Seneca Falls directing visitors to visitor destinations, community facilities, and parking, as indicated in the following photos, but much of this wayfinding, especially for parking, is not highly visible.	<ul style="list-style-type: none"> • Signage can be placed at I-190 interchanges and throughout downtown directing visitors to Canalside. • Wayfinding can be placed on existing pole locations around Canalside to inform visitors as to parking locations and how to access parking. • Typically coordinated with Branding to create customized wayfinding. 	• High	• \$30-\$60 each for new aluminum signs (online order) or \$100-\$150 contractor price.	<ul style="list-style-type: none"> • Collaborate with Seneca County to construct signage. • Have Town workers install signage at existing locations and at new locations that are highly visible. 	• Short-Term
	Pedestrian Wayfinding	<p>In addition to providing better wayfinding for parking lots, it is necessary to provide better pedestrian wayfinding so people know how to find their destination once they've parked. There are wayfinding signs around the Water Street Lot but better pedestrian wayfinding signage is needed around the Cayuga Street and Fall Street Lots.</p> <p>A growing trend that many communities are undertaking to encourage walkability and ease the perception that parking availability is limited is to portray wayfinding along with the time in minutes that takes to walk to a destination. Pedestrian wayfinding can be hung on light posts, traffic signal masting poles, or dedicated poles. QR codes can be scanned to offer step by step directions to the public.</p>	<ul style="list-style-type: none"> • Pedestrian wayfinding should be placed in municipal lots to direct people to Fall Street and the Women's Rights National Historic Park. • Pedestrian wayfinding should be placed on either side of the Canal to direct people to attractions on the other side of the Canal. 	• Medium	• \$20 each or \$60 for aluminum dibond signs can be built and purchased online at www.walkyourcity.org .	<ul style="list-style-type: none"> • Identify locations where pedestrian wayfinding would be appropriate and identify locations to pinpoint. • Order pedestrian wayfinding signage and place at identified locations. 	• Mid-Term
	Parking Lot Branding	Throughout the course of this study, whenever referencing municipal parking lots with Town officials, business owners, tourist based operators, and the public, it was difficult to describe which parking area was being referenced. A very simple solution would be for the Town of Seneca Falls to name/ brand the various municipal parking lots.	<ul style="list-style-type: none"> • The parking lot off of Water Street along the Canal level could be branded "Water Street Lot". • The parking lot at the intersection of Cayuga Street and Fall Street could be branded "Fall Street Lot". • The parking lot between State Street and Cayuga Street that lies to the rear of the buildings that front the north side of Fall Street could be branded "Cayuga Street Lot". 	• High	• Monument signs: \$5,000-\$10,000 depending on materials and lighting.	<ul style="list-style-type: none"> • Brand municipal parking lots on Seneca Falls visitor and business signs, brochures, and materials. • Work with Women's Rights National Historic Park, other visitor attractions, and businesses to begin using branding and direct visitors and patrons to use these parking areas. • Construct signage to depict the branding name of municipal parking lots at entrances. 	<ul style="list-style-type: none"> • Branding should be Short-Term. • Signage can be Mid-Term.

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Category	Strategy	Description	Application	Priority	Order of Magnitude Cost	Action Plan for Implementation	Implementation Timeframe
Communication	Parking Application	Develop a mobile application (mobile app) that would allow people to view visitor and business information about the Town of Seneca Falls, including locations to park.	Work with a media outlet or college/ university to develop an App with parking information.	<ul style="list-style-type: none"> • Medium 	<ul style="list-style-type: none"> • \$4,000-\$8,000 	<ul style="list-style-type: none"> • Work with a media outlet or college/ university to develop an App with parking information. • Launch App through popular online App/ game stores and websites. 	<ul style="list-style-type: none"> • Short-Term
	Pedestrian Signage	All on-street and off-street parking areas in Seneca Falls should be clearly signed as to the regulations and time limitations of parking.	If on-street parking is not permitted, then signage should be placed along a road indicating that parking is not permitted. If on-street parking is permitted but not time limited, signage can still be placed by simply providing the parking symbol and an arrow indicating the area where on-street parking is available along with any parking restrictions.	<ul style="list-style-type: none"> • Low – in lower demand areas; • Medium – in higher demand areas. 	<ul style="list-style-type: none"> • \$30-\$60 each for new aluminum signs (online order) or \$100-\$150 contractor price. 	<ul style="list-style-type: none"> • Budget for sign purchases. • Work with Seneca County to get signs constructed. • Identify higher demand streets where signage should first be placed. 	<ul style="list-style-type: none"> • Short-Term for high demand streets; • Long-Term for low demand streets.
	Parking Space Branding	In addition to the public parking areas, there are several off-street parking areas that are available for the public to park in but are not well signed and contain a number of parking spaces that are reserved for adjacent tenants/ businesses.	As part of the parking branding, brand actual parking spaces in off-street parking areas. This can be done through different color striping or by painting a logo on respective spaces.	<ul style="list-style-type: none"> • Medium 	<ul style="list-style-type: none"> • \$0.24 per linear foot of paint marking. 	<ul style="list-style-type: none"> • Develop a standard for parking space branding for private/ tenant and for public spaces. • Have private property owners comply with standard and paint/ brand parking spaces accordingly. • Town can negotiate with private property owners to undertake painting/ branding. 	<ul style="list-style-type: none"> • Mid-Term
Parking Improvements	Parking Lot Reconfiguration	The municipal parking lot off of Cayuga Street should restriped to provide additional parking supply.	A layout that provides 75 degree angled parking would allow for a double row of parking and increase the parking supply of this lot from 60 to 79 parking spaces.	<ul style="list-style-type: none"> • High 	<ul style="list-style-type: none"> • \$0.38 per linear foot to remove paint; • \$0.24 per linear foot to install new paint. 	<ul style="list-style-type: none"> • Hire a contractor or use Town labor to restripe the municipal parking lot. 	<ul style="list-style-type: none"> • Short-term
	Fall Street On-Street Parking	Numerous comments were made during the course of this study that suggested that additional handicapped spaces should be provided on Fall Street and that they should be more clearly demarcated. Additionally, several Fall Street merchants have petitioned the Town and, as part of this study, have collectively requested that a number of on-street parking spaces along Fall Street be made 15-minute parking to cater to customers making quick “in-and-out” stops.	<ul style="list-style-type: none"> • According to the plan in Figure 3 of this study; • Reconfigure and add handicapped parking spaces; • Provide 15-minute parking spaces; • Extend on-street parking to intersection of Ovid Street (additional 4-5 parking spaces). 	<ul style="list-style-type: none"> • High 	<ul style="list-style-type: none"> • \$0.24 per linear foot to install new paint. • \$30-\$60 each for new aluminum signs (online order) or \$100-\$150 contractor price. 	<ul style="list-style-type: none"> • Using the plan in Figure 3 of this study and working with NYSDOT, identify the exact locations for on-street handicapped and 15-minute parking and how far to extend on-street parking towards Ovid Street. 	<ul style="list-style-type: none"> • Short-Term
	Additional Fall Street Business District Parking Supply	As the buildings along and around Fall Street continue to be redeveloped and upper floors reused, the demand for off-street tenant parking will eventually place a strain on available parking supply.	Look into shared parking agreements with neighboring property owners (i.e. Sanderson-Moore Funeral Home, Generations Bank, Trinity Church, The Gould), whereby private property owners open up their parking areas for public or employee parking during certain times when parking demand at their establishment is low but parking demand throughout the rest of the neighborhood is high.	<ul style="list-style-type: none"> • Low 	<ul style="list-style-type: none"> • Price for shared parking negotiated by Town. 	<ul style="list-style-type: none"> • Begin discussions with private property owners now to discuss future shared parking agreements. 	<ul style="list-style-type: none"> • Long-Term

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Category	Strategy	Description	Application	Priority	Order of Magnitude Cost	Action Plan for Implementation	Implementation Timeframe
Parking Improvements	Satellite Overflow Parking	Rather than increase parking supply in high demand areas to handle a handful of dates, the Town, as part of a public/ private partnership, can work with RTS Seneca or another transportation provider to offer shuttle services to/from satellite parking areas during certain peak times.	Satellite parking areas can be set up at the Town Recreation Center, Town property on Trinity Lane, or other parking areas that exist around the periphery of Downtown Seneca Falls.	<ul style="list-style-type: none"> Low 	<ul style="list-style-type: none"> Price for transportation to be negotiated with RTS or other provider. 	<ul style="list-style-type: none"> Identify Town owned properties where satellite parking can occur. Negotiate with RTS Seneca or another transportation provider for shuttle services. 	<ul style="list-style-type: none"> Long-Term
	Sackett Business District On-Street Parking	Restructure the pull-in/ back out on-street parking on W. Bayard Street as angled parking rather than 90 degree parking (like is done on Bridge Street).	Angled parking on West Bayard Street will accomplish two things- 1. It will ease the ingress and egress into and out of parking spaces and 2. It will discourage people from making a left turn across traffic into on-street parking spaces and backing out across travel lanes, thus reducing the number of potential conflict points.	<ul style="list-style-type: none"> Medium 	<ul style="list-style-type: none"> \$0.38 per linear foot to remove paint; \$0.24 per linear foot to install new paint. 	<ul style="list-style-type: none"> Hire a contractor or use Town labor to restripe the on-street parking. 	<ul style="list-style-type: none"> Mid-Term
Parking Policies	Charter and Tour Bus Parking	There aren't parking locations for charter and tour buses bringing visitors to Seneca Falls. Rather than using valuable parking spaces, a satellite charter and tour bus parking lot should be set up where these buses can park.	Two locations were identified where charter and tour buses would be directed to park after dropping visitors off: <ul style="list-style-type: none"> The Town property on Trinity Lane is currently not being utilized. Buses could use this parking area until the site is redeveloped or sold. The Town Recreation Center on Water Street has available parking during the summer months (their peak period is during the winter). Buses could utilize the available parking areas at the Recreation Center during the summer months. 	<ul style="list-style-type: none"> High 	<ul style="list-style-type: none"> \$30-\$60 each for new aluminum signs (online order) or \$100-\$150 contractor price. \$0.24 per linear foot to install new paint. 	<ul style="list-style-type: none"> Identify and brand charter and tourist bus parking locations. Establish a charter/ bus parking policy making it illegal for buses to park on Town streets; loading and unloading only. Issue notification to businesses and tourist establishments and to charter and bus operators of new policy and locations where buses can legally park/ stage. 	<ul style="list-style-type: none"> Short-Term
	Parking Registration	The Town of Seneca Falls Police Department currently requests that tenants wishing to park their cars in municipally owned lots register their vehicle with the Town. The Town uses this registration database to notify vehicle owners to move their vehicles when the Town needs to plow municipal lots.	The Town should expand this parking registration program to establish locations within the municipal lots (preferably lower demand parking spaces) where tenants can park their vehicles. Property owners and tenants would apply to the Town to receive reserved parking spaces under the parking registration system. The Town would issue tenant and/or reserved parking spaces in clusters and would strip/ brand these tenant and/or reserved parking spaces to make the distinction between which parking is public parking and which is reserved.	<ul style="list-style-type: none"> Low 	<ul style="list-style-type: none"> Expansion of current parking registration policy. Town can charge a small fee is income is desired to offset administrative efforts. \$30-\$60 each for new aluminum signs (online order) or \$100-\$150 contractor price. 	<ul style="list-style-type: none"> Expand existing parking registration program. Identify and sign locations within municipal parking lots for parking registration holder parking. 	<ul style="list-style-type: none"> Mid-Term

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Parking Policies	Parking Agreements	Throughout this study, it was mentioned that when the Village of Seneca Falls was in existence that they had several agreements in place with private property owners that established maintenance agreements for the parking areas.	<ul style="list-style-type: none"> • Reestablish agreements with private property owners to work out maintenance arrangements for parking areas. • An additional step is to establish a parking district or a business improvement district for the Fall Street Business District. Under this arrangement, all property owners within the district would be required to participate in an agreement with the Town whereas for a fee, the Town would assume all maintenance responsibilities of parking areas within the district and all parking would be made available to the public. • As an expansion of this Fall Street Business District, the Town could expand agreements to cover for maintenance activities along sidewalks, especially as it pertains to clearing snow and ice along sidewalks along Fall Street and leading to/from parking areas as well as making sure snow piles are cleared along the Fall Street. 	<ul style="list-style-type: none"> • High 	<ul style="list-style-type: none"> • Price for maintenance agreements negotiated by Town. 	<ul style="list-style-type: none"> • Determine whether the Town is going to negotiate voluntary maintenance agreements with private property owners or if a district will be created, mandating that all property owners participate. • Negotiate maintenance agreements with private property owners. • Determine the extent to which maintenance activities will be administered by the Town. 	<ul style="list-style-type: none"> • Short-Term
	Parking Enforcement	There is a need and desire by businesses on Fall Street to have year round enforcement of on-street parking on Fall Street. On-street parking spaces should experience frequent turnover in order to maximize the number of available parking throughout the day.	<ul style="list-style-type: none"> • The Town would hire a year-round employee to enforce parking along Fall Street. • The parking enforcement officer would monitor on-street parking during the peak weekday periods (10 a.m.-5 p.m.). • It is recommended that the Town Police Department continue the practice of issuing a warning for a first parking offense along with directions on where long-term parking can be sought; this would satisfy those in the Town concerned about discouraging visitors if they receive a parking citation. Additional violations beyond the initial warning would result in citations. 	<ul style="list-style-type: none"> • High 	<ul style="list-style-type: none"> • TBD based upon payment terms for parking enforcement officer negotiated by Town. 	<ul style="list-style-type: none"> • Budget for a year-round parking enforcement officer to monitor parking on Fall Street during peak periods. 	<ul style="list-style-type: none"> • Short-Term

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Parking Policies	Municipal Parking Lots Time Limitations	Signage in municipal lots indicates parking limitations in place for individual lots. Parking in municipal lots should direct longer term and employee parking to lower demand areas, keeping higher demand parking areas available to short term patrons.	<ul style="list-style-type: none"> While the municipal parking lot behind the buildings that front the north side of Fall Street is signed for a 3-hour limit, this limitation is not enforced. This signage should be removed and the lot open for long term parking. The municipal lot at the corner of Cayuga Street and Fall Street gets much more frequent use and is much more visible to the Fall Street businesses. We feel this parking lot should have limitation on the amount of long term parking and thus should be signed for 3 hour maximum parking. 	<ul style="list-style-type: none"> Medium 	<ul style="list-style-type: none"> \$30-\$60 each for new aluminum signs (online order) or \$100-\$150 contractor price. 	<ul style="list-style-type: none"> Remove obsolete parking limitation signs. Install new signs indicating locations for parking registration tag holders, employees, or longer term parking; as well as install signs for parking limitations in higher demand municipal parking areas. 	<ul style="list-style-type: none"> Mid-Term
Visitor/ Pedestrian Experience & Walkability	Walkability Improvements to Fall Street	Improve overall walkability of Fall Street, especially crossings.	<ul style="list-style-type: none"> High Visibility Crosswalk Marking – Use highly visible, reflective, and colorful epoxy to demarcate a pedestrian crossing. These should be used at all pedestrian crosswalks located along major roadways. The Town could brand crosswalks with purple and white markings (NYSDOT allows for the use of colors as long as one of the offset colors is white). Texture or Raised Crosswalks – Use texture and/or elevation of the crosswalk to draw notice to the crosswalk. Curb Bump Outs/ Extensions – Provide a safe haven for pedestrians to look beyond parked cars for oncoming traffic and shorten the crossing distance of a street. Mid-Block Crossing Refuge Island – Offers crossing pedestrians a refuge safe haven at a halfway point of a street. Refuge islands also promote traffic calming by narrowing the road. Rectangular Rapid Flash Beacons – Pedestrian activated signals that use irregular amber lights to alert drivers to yield to crossing pedestrians. 	<ul style="list-style-type: none"> Medium 	<ul style="list-style-type: none"> \$1.60-\$3.00 per linear foot of epoxy color striping; \$0.85-\$2.25 per linear foot of epoxy white striping (prices depend greatly on quantity ordered). \$8,500 for raised crosswalks. \$12,000 for permanent curb bump out. Refuge islands are \$15,000-\$30,000 per 100 feet. Rectangular rapid flash beacons are \$6,500 each. 	<ul style="list-style-type: none"> Work with NYSDOT to improve Fall Street crossings. 	<ul style="list-style-type: none"> High visibility crosswalk markings are Mid-Term; others are Long-Term.
	Sackett Business District	Improve overall walkability of the Sackett Business District.	<ul style="list-style-type: none"> High visibility crosswalk markings should be placed at the intersection of West Bayard Street and Bridge Street to improve safety and enhance walkability. The Town should coordinate with utility companies to relocate utility poles located within on-street parking areas so as to not cause an obstruction to on-street parking. 	<ul style="list-style-type: none"> Medium 	<ul style="list-style-type: none"> \$1.60-\$3.00 per linear foot of epoxy color striping; \$0.85-\$2.25 per linear foot of epoxy white striping (prices depend greatly on quantity ordered). 	<ul style="list-style-type: none"> Budget for walkability improvements and seek grant opportunities to improve walkability of Sackett Business District. 	<ul style="list-style-type: none"> Mid-Term

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Visitor/ Pedestrian Experience & Walkability	Lighting	Pedestrian scale lighting makes walking during evening hours more comforting and helps put people's safety concerns about parking behind buildings at ease.	<ul style="list-style-type: none"> • Pedestrian scale lighting should be placed along the sidewalk that extends along the west side of Cayuga Street between the Municipal Parking lot and Fall Street. • Similar pedestrian scale lighting should be incorporated along sidewalks leading between the parking areas along the Canal/ Water Street and Fall Street. 	<ul style="list-style-type: none"> • Medium 	<ul style="list-style-type: none"> • \$5,000 each 	<ul style="list-style-type: none"> • Budget for lighting improvements; • If a parking district is created, lighting could be rolled into the overall district plan. 	<ul style="list-style-type: none"> • Long-Term
	Public Elevator	There are two public elevators that are available for people to use to gain access to the Fall Street level from the Canal level, and vice versa.	<ul style="list-style-type: none"> • There should be better wayfinding and signage directing people to the elevators along with instructions on their use/ availability. 	<ul style="list-style-type: none"> • High 	<ul style="list-style-type: none"> • \$30-\$60 each for new aluminum signs (online order) or \$100-\$150 contractor price. 	<ul style="list-style-type: none"> • Work with owners of buildings where elevators are located to improve accessibility and visibility. • Install additional signage at the Canal and Fall Street levels 	<ul style="list-style-type: none"> • Short-Term
	Bicycling Improvements	Several residents, visitors, and the Women's Rights National Historic Park have indicated a greater desire for improved bicycling opportunities around Seneca Falls.	<ul style="list-style-type: none"> • Reallocate pavement on Fall Street for bicycle facilities. • Look for opportunities to install bicycle lanes/ facilities around Seneca Falls. • Include bicycle comfort and repair stations at strategic locations. 	<ul style="list-style-type: none"> • Medium 	<ul style="list-style-type: none"> • \$1.60-\$3.00 per linear foot of epoxy color striping; \$0.85-\$2.25 per linear foot of epoxy white striping (prices depend greatly on quantity ordered). • \$1,000 each for bicycle repair station. 	<ul style="list-style-type: none"> • Work with NYSDOT to make improvements to Fall Street. • Work with Women's Rights National Historic Park and other interested businesses to sponsor bicycling facilities around Seneca Falls. 	<ul style="list-style-type: none"> • Long-Term
	Peddle and Paddle Parking	Two of the fastest growing trends occurring in tourism based communities are peddle and paddle tours. People are looking for new and more active ways to tour a community and they are looking to bicycle and/or kayak/ canoe tours to do it.	<ul style="list-style-type: none"> • Install bike racks/ parking. • Potentially convert an on-street parking space to on-street bicycle parking 	<ul style="list-style-type: none"> • Medium 	<ul style="list-style-type: none"> • \$300 each for bicycle racks. • \$500-\$1,000 for on-street bicycle parking area. 	<ul style="list-style-type: none"> • Work with NYSDOT to make improvements to Fall Street. • Work with Women's Rights National Historic Park and other interested businesses to sponsor bicycling facilities around Seneca Falls. • Work with heritage and tourism groups to implement peddle and paddle infrastructure. 	<ul style="list-style-type: none"> • Long-Term

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Miscellaneous Strategies	Building Access	Improves accessibility and visual connection between parking and Fall Street	Property owners and businesses along Fall Street should continue to improve the appearance of rear entries, making rear entries more welcoming to those using rear off-street parking areas. Where opportunities exist, property owners and/or businesses should look to allow access from rear entries to Fall Street, and vice versa, to enhance accessibility between rear parking areas and Fall Street.	<ul style="list-style-type: none"> Low 	<ul style="list-style-type: none"> TBD based upon building structure. 	<ul style="list-style-type: none"> Work with businesses and property owners and offer incentives to those who allow access between rear parking areas and the street. 	<ul style="list-style-type: none"> Long-Term
	Tactical Urbanism	People are attracted to active, energetic streets as they promote a sense of place, vitality, comfort, and safety, drawing people to linger and join the activities. Tactical urbanism is a low cost, low effort way to help revitalize certain business districts.	<ul style="list-style-type: none"> Experiment with parklets along certain streets that use one or several on-street parking spaces for patio seating, yard games, music venues, or other activities. 	<ul style="list-style-type: none"> Low 	<ul style="list-style-type: none"> \$5,000-\$15,000 depending on extent of parklet. 	<ul style="list-style-type: none"> Work with interested businesses or business groups to pilot a parklet along Fall Street and/or Sackett Business District. 	<ul style="list-style-type: none"> Mid-term