

GENESEE TRANSPORTATION COUNCIL

RESOLUTION

Resolution 16-2 *Accepting the Downtown Seneca Falls Parking Improvement Study as evidence of completion of UPWP Task 6360*

WHEREAS,

1. The *FY 2015-2016 Unified Planning Work Program* includes Task 6360, Downtown Seneca Falls Parking Improvement Study, for the purpose of identifying improvements to parking and other associated actions that will increase the safety, accessibility, and efficiency of parking in downtown Seneca Falls for tourists, residents, and workers;
2. Said Task included an inventory and assessment of existing on- and off-street parking conditions, including parking space demand, use, management, and enforcement; an analysis of key observations and findings; capital improvement, service and program, as well as policy and planning recommendations; and implementation actions with associated cost estimates;
3. Said Task has been completed and has resulted in the *Downtown Seneca Falls Parking Improvement Study*, which identifies specific actions to improve multi-modal circulation, accessibility, parking, safety, and aesthetics within the study area; and
4. Said Study has been reviewed by GTC staff and member agencies through the GTC committee process and has been found to be consistent with the goals, objectives, and recommendations of the Long Range Transportation Plan.

NOW, THEREFORE, BE IT RESOLVED

1. That the Genesee Transportation Council hereby accepts the *Downtown Seneca Falls Parking Improvement Study* as evidence of completion of UPWP Task 6360; and
2. That this resolution takes effect immediately.

CERTIFICATION

The undersigned duly qualified Secretary of the Genesee Transportation Council certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the Genesee Transportation Council held on March 10, 2016.

Date _____

KEVIN C. BUSH, Secretary
Genesee Transportation Council

EXECUTIVE SUMMARY



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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

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.

EXECUTIVE SUMMARY

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.



EXECUTIVE SUMMARY

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 outlines the parking and walkability improvement strategies recommended for Seneca Falls as a result of this planning effort:

1. Communication
 - ❖ Parking Wayfinding
 - ❖ Pedestrian Wayfinding
 - ❖ Parking Lot Branding
 - ❖ Parking Application (Mobile App)
 - ❖ Parking Signage
 - ❖ Parking Space Branding
2. Parking Improvements
 - ❖ Municipal Parking Lot Reconfiguration
 - ❖ Fall Street On-Street Parking
 - ❖ Additional Fall Street Business District Parking Supply
 - ❖ Satellite Overflow Parking
 - ❖ Sackett Business District On-Street Parking
3. Parking Policies
 - ❖ Charter and Tour Bus Parking
4. Visitor/ Pedestrian Experience & Walkability
 - ❖ Parking Registration
 - ❖ Parking Agreements
 - ❖ Parking Enforcement
 - ❖ Municipal Parking Lots Time Limitations
 - ❖ Walkability Improvements to Fall Street
 - ❖ Walkability Improvements to Sackett Business District
 - ❖ Lighting
 - ❖ Public Elevator Accessibility
 - ❖ General Walkability Improvements
 - ❖ Bicycling Improvements
 - ❖ Peddle and Paddle Parking
5. Miscellaneous Strategies
 - ❖ Building Access
 - ❖ Tactical Urbanism

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