ONEIDA COUNTY

Main Street Program

Plan Report

TOWN OF BRIDGEWATER

Anthony J. Picente Jr.
County Executive

Acknowledgment

This plan and the capital project list were developed through the Oneida County Main Street Program, an economic development and infrastructure initiative created by Oneida County Executive, Anthony J. Picente, Jr. and approved by the Oneida County Board of Legislators.

The Oneida County Department of Planning administered and staffed the Main Street program. The Program was delivered through direct coordination with the local municipalities and municipal leadership.

The Main Street program was provided planning and technical support from the consultant team of Planning4Places, Weston & Sampson, Sam Schwartz Engineering, and CLA Site Design.

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Section 1: INTRODUCTION

The Town of Bridgewater is reimagining its public space as part of the Oneida County Main Street Program. This countywide initiative supports local municipalities in efforts to redesign key corridors, better serve users of all transportation modes, promote business activity, and strengthen downtowns across the region. The program provides financial and planning support to aid in economic recovery and creates places that are equitable, safe, and accessible for users of all ages and abilities. The Main Street Program will provide better opportunities to establish access to local businesses, accommodate pedestrians and bicyclists, support climate-smart investments, complement existing assets, visually enhance streetscapes, and create vibrant places.

The Town of Bridgewater Main Street Plan incorporates best practices and guiding principles of complete streets development introduced by the National Association of City Transportation Officials (NACTO) Global Street Design Guide, the National Complete Streets Coalition, the New York State Department of Transportation (NYSDOT) Complete Streets Program, and the Federal Highway Administration (FHWA). The Main Street Plan is responsive to local conditions and reflects the most pressing needs and concerns of the community.

The Oneida County Main Street Program provided $500,000 to be used for planning services. Oneida County procured professional community and complete street planning professional services to deliver the Program. Municipalities applied to be part of the Program and had to demonstrate a vested interest in fostering safety, accessibility, transportation concerns, and the future development of their community.

The Town of Bridgewater's project focuses on increasing walkability through the improvement and addition of accessible pedestrian infrastructure. The improvements include introducing sidewalks and safe crossings in the four corners area at the intersection of NYS Route 8 (North Street and South Street) and US Route 20 (State Street.) Strategic placemaking is also a focus with enhancements to green space, the installation of an iconic clock, and general safety improvements. The project also prioritizes connectivity to areas north and west of the US Route 20 and NYS Route 8 intersection, aiming to tie together community assets with a wayfinding program.

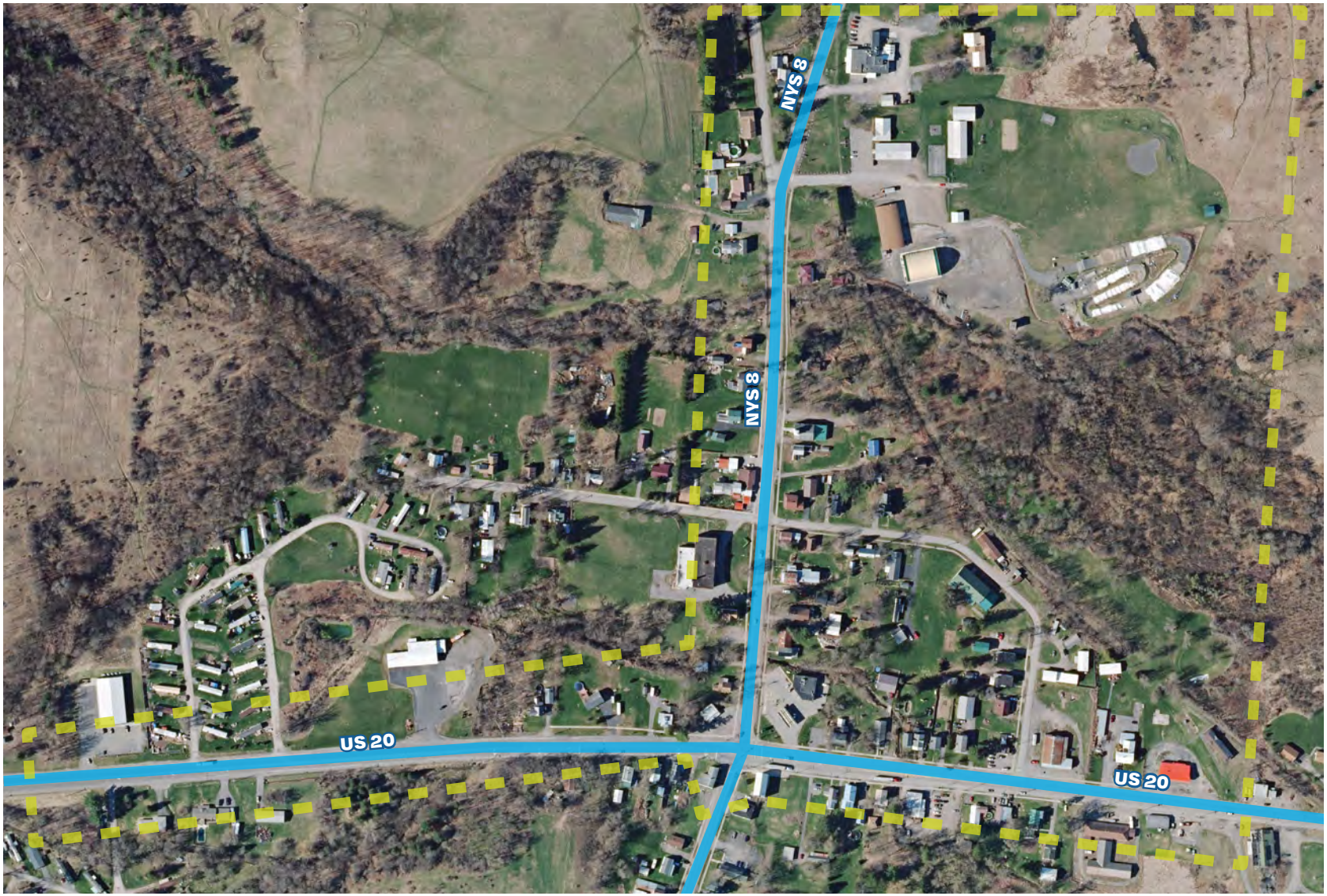
Background Information

The Town of Bridgewater comprises 23.84 square miles in southern Oneida County and borders the Towns of Sangerfield, Marshall, and Paris. Bridgewater also shares a border with Madison, Otsego, and Herkimer Counties. The Village of Bridgewater dissolved in 2014 and is now a hamlet within the Town. The project area is located at the crossroads of US Route 20 and NYS Route 8, a crossroads hamlet serving as the Town's population center and hub of services.

According to the 2020 U.S. Census Redistricting Data, the Town of Bridgewater is home to 1,507 people across 626 households. Per the 2019 U.S. Census ACS 5-year Estimates, 24.1% of the population is under the age of 18 while 14.3% is over the age of 65. The poverty rate in the Town is 14.3%. Factors influencing mobility include 13.8% of the Town's population having a disability and 3.4% of households not owning a vehicle.

Bridgewater is currently working toward increasing the walkability of its core downtown area. The Town's 2019 Comprehensive Plan and recent updates to its zoning code inform and create the basis for the present vision. The Town envisions a nature-oriented hub that encourages the traveling public to stop and enjoy local amenities.

Final Project Area Map



Project Area

The project area encompasses the Town's crossroads hamlet at the intersection of US Route 20 (State Street) and NYS Route 8 (North Street and South Street. The project area includes North Street to the intersection of Pritchard Avenue and Mapledale Road and the State Street corridor to the intersection of Angelia Drive. Most of the Town's neighborhoods, retail establishments, and services are included in these limits.

Vision & Goals

Bridgewater would like to increase the walkability of its core downtown area centered at the intersection of US Route 20 and NYS Route 8. The Town envisions a nature-oriented hub that encourages the traveling public to stop and enjoy local amenities.

The Town would like to implement a number of measures to improve the pedestrian experience by filling in the gaps in the sidewalk network, repairing existing sidewalks in poor condition, and adding painted crosswalks at key locations. These locations include the intersection of US Route 20 and NYS Route 8, NYS Route 8 at the Town Park entrance, NYS Route 8 at Mill Street and Cottage Lane, Mill St along US Route 20, and Mapledale Road.

As part of these improvements, the Town would like to beautify the area with visually pleasing street lighting, benches, and tree plantings. As the centerpiece, the Town would like to erect a clock at the intersection of US Routes 20 and NYS Routes 8 to create a place that would serve as a centralized gathering place in the community. Reimagining the streetscapes along the Town's primary corridors will provide residents with better access to local amenities and encourage through traffic to stop into the area's businesses. The Town sees these initiatives as key to their placemaking efforts and goal to provide an improved pedestrian experience.

Planning Process

Oneida County Executive Anthony Picente first announced the launch of the Main Street Program on July 28, 2021. Following the program's launch, participating municipalities were required to submit an application in which they identified potential project ideas and outlined several best practice components to be included as part of their proposed projects. In December 2021, Planning Department staff met with local leaders to discuss the Town's recent planning initiatives and goals to improve streetscape conditions along US Route 20 and NYS Route 8, including the need for safer crossings.

The Main Street planning process included site visits and meetings with stakeholders from each community. In April 2022, a site visit and preliminary discussion of needs and opportunities took place. Attending the site visit were Oneida County/HOCTC staff, Town elected officials and staff, and members of the Consultant Team. Following the site visit, a Design Ideas Workshop was held in June with Town leaders, Oneida County/HOCTC staff, and members of the Consultant Team to refine ideas on multi-modal transportation options, streetscape amenities, and project ideas.

The outcome of the site visit and follow-up design workshop is represented on the site-visit map. This map shows the linkages between existing elements, concerns, and features of the community and the proposed, conceptual, and envisioned projects for the community. This method of capturing the present and future aspirations of the community allows for the realization and shaping of the community's vision and goals for its future.

Initial Site Visit Map

KEY

● = Existing Condition Item

● = Potential Improvement Item

A. Municipal buildings, monument & signage new LED electric sign to be installed soon
B. BMX Park - used only during BMX events
C. Historic Train Depot owned and operated by the Bridgewater Historical Society
D. Dollar General
E. Fire Department
F. Post Office
G. Former school building - further evaluation required prior to development. Building is in poor condition
H. Lot currently under development
I. Pedestrian bridge on trail requested - an installation of a bridge will provide a trail loop to surrounding areas
J. Mapledale Road is identified as a good location for potential Town identification signage
K. Masonic Lodge
L. Potential street tree locations, many on private property constructed in the 1980s during road work
M. Former book store / Coach Travel Tavern
N. Potential location for benches, planters gazebo, plaza. Existing evergreen tree is used as a holiday display
O. Car dealership
P. Intersection conflicts & egress concerns
Q. Bridgewater First Congregational Church
R. Barn & farm
S. Vacant Dairy Bar
T. Patty's Pub
U. Municipal baseball field; field is in good condition and formerly used by Fireman's League, currently underutilized
V. Basketball court, heavily used
W. Open air pavilion
X. Recently installed playground
Y. Privately owned former railroad - currently used as pedestrian and snowmobile trails
Z. Area lacks sidewalks & pedestrian infratructure
a. Terminus of existing sidewalk
b. Flood prone area
c. Crosswalk opportunity
d. Trailer homes
e. Crosswalk opportunity
f. Existing Bridge - opportunity to add bench, scenic views
g. High vehicular speed area - sidewalk & elevated crosswalk opportunity
h. Walking trail opportunity
i. Crosswalk opportunity
j. Stewart's Shops
k. Truck parking area on road shoulder

Section 2: WALKING ACCOMMODATIONS

Inventory & Analysis

The intersection at US Route 20 and NYS Route 8 creates the crossroads hamlet of Bridgewater and currently has a sidewalk network that extends north to Mill Street/Cottage Lane past the Town Hall and east towards the historic train depot. There are some missing sections of sidewalk at the following locations: the southwest corner of US Route 20 and NYS Route 8, along Mill Street, and along US Route 20 to the Dollar General.

At the time of the site visit, the crosswalks were faded and in need of restriping. Improved/new crosswalks would allow for more comfortable crossings at the intersection of US Route 20 and NYS Route 8, NYS Route 8 at the Town Park entrance, NYS Route 8 at Mill Street and Cottage Lane, Mill Street along US Route 20, and Mapledale Road. The Town has noted that pedestrians cross at US Route 20 and Angelia Drive.

The Town would like to add walking routes and improve the sidewalk network. These goals are identified as important elements in the Town's 2019 Comprehensive Plan. Currently, Mill Street is a common walking route and there is an opportunity to utilize the Town Park land that is adjacent to Mill Street for additional walking trails.

Walking Accommodations Best Practices

Sidewalks

Physical infrastructure within communities. They serve as the initial and last step in the trips people take and help to facilitate economic activity within the Town. Enhancing and investing in sidewalks can maximize foot traffic to businesses on main streets, as well as provide a social benefit to the public. Walking accommodations provide a sense of safety when visiting a place and encourage walking.

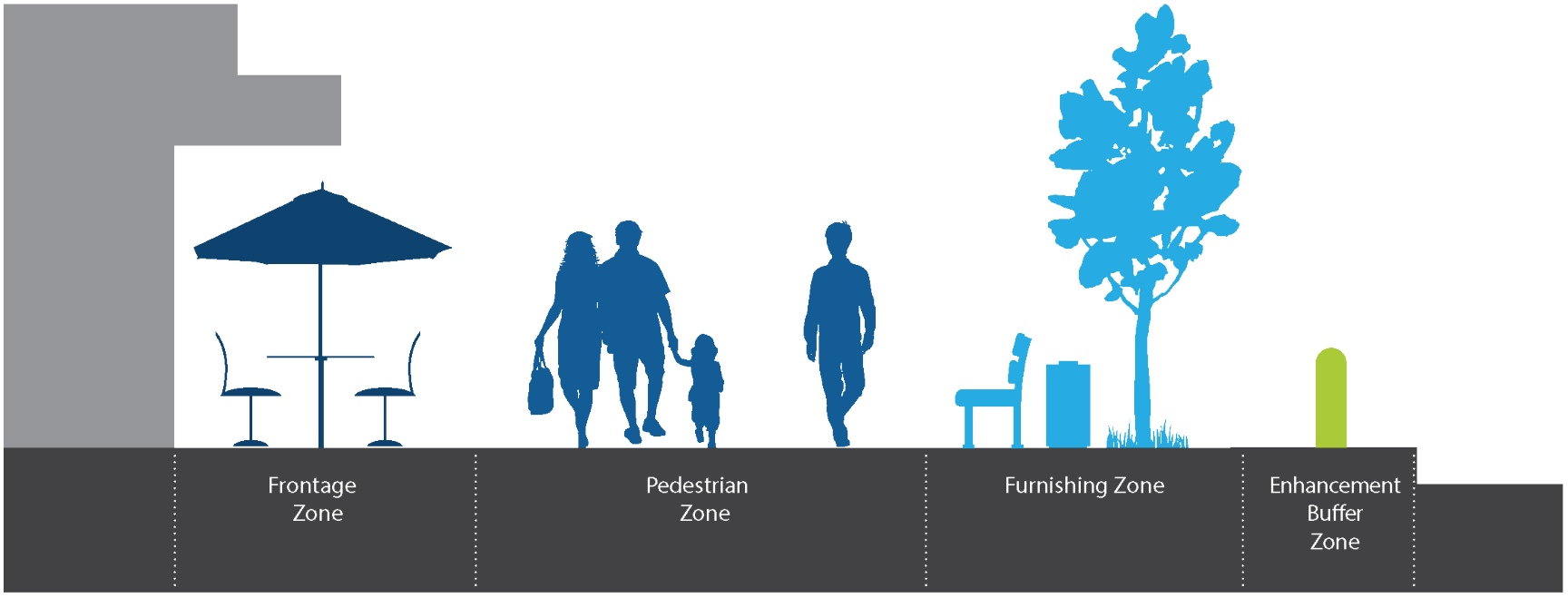
Attention to detail with sidewalk design, use, and maintenance is critical to the Main Street Program. A standard 5′ wide sidewalk, free of obstructions may be sufficient in a general neighborhood setting, however, to facilitate the varying movements that occur in the sidewalk zone in downtown or main street area, wider sidewalks are recommended. Sidewalk components include:

FRONTAGE ZONE
in the sidewalk area is the area immediately in front of buildings. This area can act as an extension of the business providing outdoor seating, a sales area, and advertising space. Sidewalks that support small businesses, large offices, and/or services should be able to support a higher level of traffic with sidewalk widths of 10′ or greater.

PEDESTRIAN ZONE
is typically the central sidewalk area. This zone should be a minimum of 5′ wide for accessibility of all users. Ideally, it should be as large as practical.

FURNISHING ZONE
is the area in between the walking zone and the curb of the street. This zone provides space for utilities, lighting, street trees, greenspace, storage areas for bicycles, and transit accommodations.

ENHANCEMENT BUFFER ZONE
is the space immediately next to on-street parking or travel lanes. It should be able to support safety elements and accessibility features such as transit stops and ADA compliant crosswalks. Enhancement Buffer Zone and Furnishing Zone elements can be combined when appropriate.



Sidewalk placement (not width) can vary as needed to accommodate large tree roots and to allow for adequate tree growth. The finish materials and pattern of the sidewalk should be maintained through driveways, alleyways, and curb ramps. Sidewalk height should remain consistent through driveways or other vehicular access points to ensure continuous pedestrian travel.

Americans with Disabilities Act (ADA) Access

In some cases, accessibility can be difficult due to uneven sidewalk surfaces, curb cuts, and adjacent areas. Oneida County communities are addressing this by repairing and replacing sidewalks where needed based on available funding. All new installations shall meet the standards set forth in the Americans with Disabilities Act (ADA) and, on state highways, NYSDOT's standards for the accessible design of pedestrian facilities as established in Highway Design Manual Chapter 18, based on the Proposed Rights of Way Accessibility Guidelines (PROWAG).

ADA Curb Ramps

Required by law at street crossings to allow people with mobility limitations to safely and comfortably cross. Curb ramps must include detectable warning tiles to indicate to visually impaired pedestrians that they are leaving or entering the street. Curb ramps also benefit people in wheelchairs, sidewalk users with strollers, and people wheeling objects such as personal shopping carts or dollies for deliveries.

Crosswalk Design

Painted crosswalks alert motorists of a crossing and can be used to improve pedestrian safety. The desirable path alignment at a street crossing is 90 degrees or perpendicular to the crossing street to maximize sight lines and minimize the crossing distance, the time needed to cross, and the general exposure of crossing pedestrians or cyclists.

In-street Pedestrian Crosswalk Sign

Temporary or permanent signs placed in the street, adjacent to crosswalks (separation of 10'), to alert motorists to the presence of a crossing. In-street pedestrian crosswalk signs have proven to be more effective than signs outside of the curb-to-curb area, particularly because a sign on the road can increase motorist caution, increase awareness of a crossing, and decrease vehicle speed as a result. Creating a gateway using in-street signs paired with curb extensions is particularly effective at increasing motorist yielding at crosswalks.

High Visibility Crosswalks

The striping of a crosswalk is important as it creates a high level of visual contrast with the surface of the roadway to draw both pedestrian's and drivers' attention. Some striping styles are more visible than others.

STANDARD
Consists of latitudinal striping perpendicular lengthwise to the curb, does increases visibility for approaching vehicles but only at slower speeds and when properly maintained.

CONTINENTAL
Consists of longitudinal striping parallel to the lane lines, which creates higher yielding behavior by turning vehicles and increased visibility.

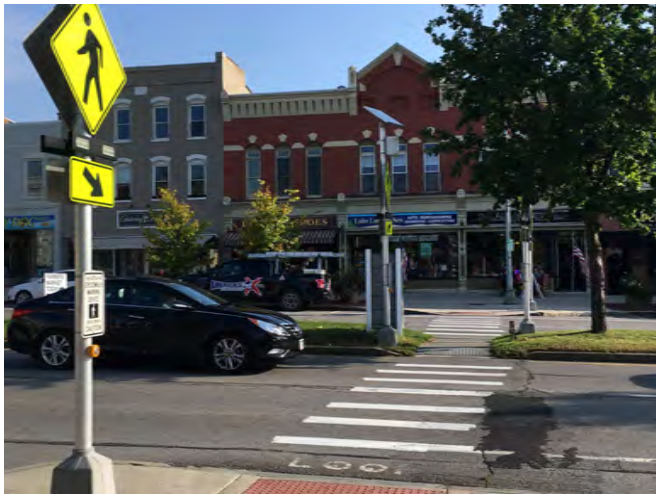
LADDER
A combination of standard and continental crossings with the former bounding the latter's markings. This combination creates maximum impact by benefiting from the vehicle behaviors and visibilities of each.

Grade Separated Crossing

Such as overpasses or underpasses, give pedestrians and bicyclists the safest and easiest method to cross a street with high vehicle speeds and/or volumes. These are, however, quite expensive and require significant space on either side of a road, making the viability of their installation possible only in limited circumstances.

Mid-Block Crossings

Positioned outside of an intersection. They are appropriate along long blocks or blocks with high pedestrian activity. They are also appropriate where a trail crosses a street outside of an intersection. Mid-block crossings can benefit from curb extensions, or chokers, and should feature parking restrictions within 20′ of crossings to ensure driver visibility of pedestrians and bicyclists. Crossings should be paired with a high visibility crosswalk and appropriate signage.



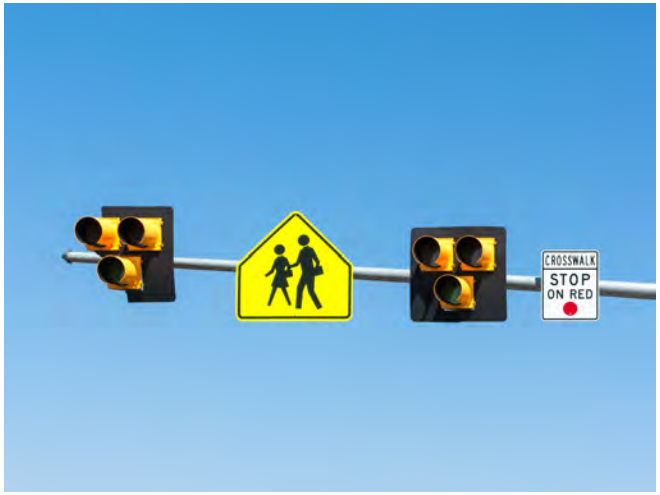
Beacons

Rectangular Rapid Flashing Beacons (RRFB)

User-activated warning lights. Bicyclists and pedestrians push a button to activate the warning lights before attempting to cross the roadway. The unique flashing pattern of the RRFBs have been shown to induce vehicle yielding at a much higher rate than traditional warning lights. Care should be taken to ensure that the button used to activate the RRFB is easy to reach for a bicyclist (without dismounting the bicycle), children, and people in wheelchairs. Roadway geometry such as sightlines, design speed, and grade should be taken into consideration when implementing RRFBs. Crosswalk warning lights can also be added to the crosswalk.

Pedestrian Hybrid Beacons ("HAWKS")

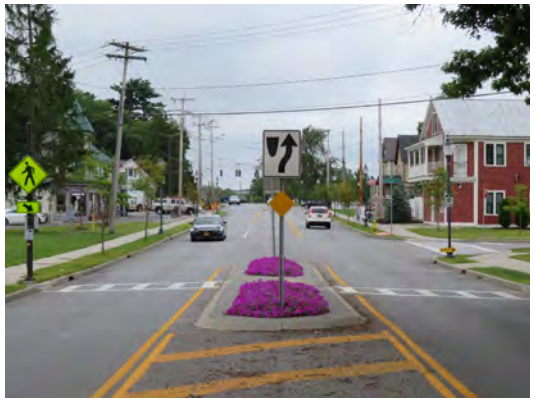
Overhead, pedestrian-activated signals placed at uncontrolled, marked crosswalks that, when activated, stop motor vehicle traffic, and allow pedestrians and/or people biking to safely cross the roadway. Pedestrian hybrid beacons are often installed at locations where pedestrians need to cross the street and vehicle speeds and/or volumes are high, but traffic signal warrants are not met.



Crossing Islands & Median Treatments

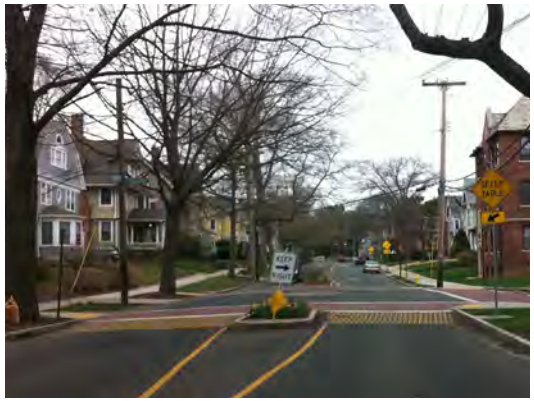
Pedestrian Refuge Island

Provide a protected space in the middle of the street to help people walk safely across the street. On wide streets, refuge islands can make a long crossing distance safer by providing a safe waiting space for pedestrians and can work to increase driver attention. Refuge islands can be installed at signalized and non-signalized locations.



Raised Crossings and Intersections

Maintains the level of the sidewalk through the intersection or a mid-block crossing. Raised crossings reinforce slow speeds and encourage drivers to yield to pedestrians. Raised crossings may require reconfiguring current drainage.



Slow Turn Wedge

Uses paint, low plastic barriers, and plastic flexible delineators to create a tighter turn radius. Slow-turn wedges are an appropriate short-term solution before permanent curb work can be completed or can be a long-term solution that allows emergency vehicles, buses, garbage trucks, or other large vehicles to still make a turn.

Curb Extensions

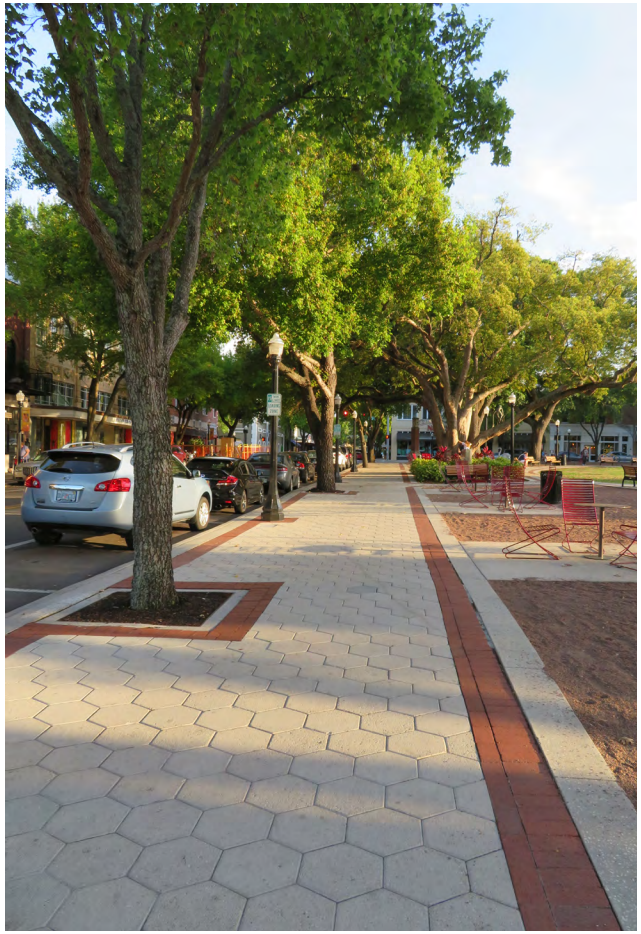
Extend the sidewalk and align with the parking lane. They can be implemented at intersections and mid-block crossings. They reduce crossing distances for pedestrians, slow turning vehicles, calm traffic, and improve pedestrian visibility. In the short-term, curb extensions can be installed using paint, bollards, and/or planters. When installed permanently, curb extensions require rebuilding the curb and sidewalk.

Sidewalk Repairs & Rehabilitation Programs

Typically funded through a community's general fund. In some cases, sidewalks are repaired or replaced as part of a larger street project. Funding can come from property and sales tax revenue, through allocations from state-aid such as the Consolidated Local Street and Highway Improvement Program (CHIPS) or via federal-aid programs like the Community Block Grant Program (CDBG) and Transportation Alternative Program (TAP). The challenge for many municipalities is how to continually fund the sidewalk program. Often there are funding limitations to the amount of sidewalk repair and replacement that can be done each year.

Increasingly, communities in main street and downtown areas have considered creating a special district such as a Business Improvement District (BID) that assumes the responsibility to both replace and maintain sidewalks including winter snow removal. Oneida County municipalities sometimes take on the responsibility of winter maintenance and snow removal for their main street areas rather than relying on private property owners to clear the sidewalks in that location. More details about setting up a BID can be found in Section 5. Sidewalk assessment districts are also being considered by communities within New York State where the property owners are assessed for the costs of sidewalk replacement and the property owner is responsible for a portion of the cost of sidewalk replacement, but the community would do the sidewalk installation.

The first consideration is how sidewalks are legally set up to be maintained – i.e., are they maintained by the municipality or through a community-paid repair and maintenance program, or is maintenance and repair required to be undertaken by the property owner? Depending on the answer to this question, there are different considerations to take into account all of which are summarized below and found in more detail in the following guide: A Guide for Maintaining Pedestrian Facilities for Enhanced Safety - Safety | Federal Highway Administration (dot.gov)



Community-Paid Repair & Maintenance

These programs/laws/regulations treat sidewalks as a community asset and as such, they are paid for and maintained by the community (or by an organization like a Business Improvement District or Neighborhood Group). The types of methods that are commonly utilized for maintenance include, but are not necessarily limited to, the following:

MUNICIPAL WORKFORCE

This is where the municipal Public Works Department staff, or others including contractors, are tasked with maintaining the sidewalk system as a municipal function. Funding for this type of program or action typically comes from a municipal general fund (taxes and/or special assessments), a line item for Public Works Department, or a specific maintenance line item in a municipal budget.

IMPROVEMENT DISTRICTS

These are special districts that may fund sidewalk improvements, among others, and typically include Business Improvement Districts (BIDs) and/or Downtown Development Districts. Their funding can come from several sources, often through assessments and/or fees charged to property owners within their geographic area.

HOMEOWNERS ASSOCIATIONS

These are legally existing entities charged with overseeing the maintenance and operations of some or all functions within a particular area (such as a subdivision, development, or complex). Their funding is typically through assessments of property owners within the geographically defined association area.

The benefit of these types of programs is that the cost is borne by the entire community/municipality or geographic area of an Improvement District or Homeowners Association, thereby distributing the cost to every property within the said area and resulting in each property owner paying a respectively small amount. Beyond funding from property owners for a specific geographic area, funds can potentially be acquired from State and federal programs (though this can be difficult as most funding programs are intended for the construction of facilities, not maintenance), special taxes, taxes set up through special districts (like a lighting district), and/or fees. A municipality or other entity should coordinate with their attorney to discuss the most appropriate and feasible option as there is no one-size-fits-all approach to maintaining infrastructure.

Property-Owner Repair & Maintenance

These types of programs/laws/regulations assess the cost of repair and maintenance to the property owner for the segment of said facility that traverses through or across their property. Communities can hold the property owner responsible for the full cost of maintenance and repair, even placing a lien on a property, if needed, to undertake maintenance or repair if a property owner does not and the municipality deems said effort necessary. Some communities require the entire cost to be borne by the property owner while others provide a cost-sharing option (typically a reimbursement of a certain amount per properly completed square feet or linear feet of sidewalk maintained or repaired).

Proposed Improvements

In response to the Town's desire for improved pedestrian accommodations and sidewalk network continuity, it is recommended that a new sidewalk on the northern side along US Route 20 to the Dollar General and Brookside Mobile Home Park at Angelia Drive be implemented. Improved crosswalks are proposed at the intersection of US Route 20/NYS Route 8, NYS Route 8 at the Town Park entrance, NYS Route 8 at Mill Street and Cottage Lane, Mill Street along US Route 20, and Mapledale Road. A pedestrian beacon would provide greater visibility at the new pedestrian crossing to the Dollar General and there is also an opportunity to introduce a pedestrian refuge island for increased safety.

The Town would also like to expand the existing trail system in the Town Park by developing, in phases, a set of looped walking trails with one of the entrances located on Mill Street.

Section 3: BICYCLING ACCOMMODATIONS

Inventory & Analysis

US Route 20, the major east-west route through the heart of the hamlet, is part of the historic Cherry Valley Turnpike, and a designated Scenic Byway and New York State Bicycle Route. Though cyclists make use of the wide shoulders along US Route 20 which can accommodate biking, existing conditions and shoulder widths vary. The 2019 Comprehensive Plan notes that as cycling and cycling tourism continues to increase in the area, there are opportunities to improve bicycle infrastructure. It was noted by Town leaders during the site visit that cyclists travel on the route eastbound to reach the Village of West Winfield for access to more community amenities. At the crossroads area of Bridgewater, children primarily ride on the sidewalks and beyond this area, they are usually on the side of roads or use unofficial trails. This behavior is indicative of the level of stress (or LOS) experienced by cyclists, with more experienced riders capable of handling tougher conditions of higher speed vehicle traffic and a greater percentage of truck traffic, as found on US Route 20. Furthermore, this activity points to an existing demand for both regional and local bicycle improvements and facilities.

There is an interest in recreational BMX biking in the Town. The Town has previously addressed this by constructing a dirt and asphalt track at the Town Park. Along with cyclists using US Route 20 as a scenic bike route, these existing bicycle users make Bridgewater well positioned to further explore additional bike-related amenities and recreational offerings.

Bicycling Accommodations Best Practices

Bicycle Infrastructure

Bicycle infrastructure could include shared on-street facilities and shared lane markings ("sharrows"), striped bike lanes, shared use paths, and sidepaths.

Shared On-Street Facility ("Sharrow" or Neighborhood Greenway)

Are streets where bicyclists share the same street space with cars. Because shared facilities do not provide separate spaces for bicyclists, they should only be used on low-volume (fewer than 3,000 vehicles per day), low-speed (speed limit of 25 mph or less) roadways. Roadway configuration, such as the number of travel lanes and the presence of on-street parking, should also be taken into consideration when determining whether a shared facility is appropriate. Shared facilities should not be installed on streets with more than two lanes and should always be accompanied by robust traffic calming measures to encourage safe speeds. "Sharrow" markings are placed in existing travel lanes, and they indicate where in the roadway bicyclists should be.

Striped Bike Lane

Demarcates the right-of-way that is designated for bicyclists. The addition of green paint or Ruby Lake Glass can be used to draw additional attention to the bicycle lane or specific conflict points. Striped bike lanes are most appropriate on streets with low to moderate travel volumes and speeds. If space is available, a buffer should be delineated between the vehicle travel lane and the bike lane. A buffer area can increase comfort for bicyclists as physical separation from vehicles provides a safety benefit.

Buffered Bike Lane

Striped bike lanes with physical protections for cyclists. The protections can range from flexible rubber posts to concrete barriers.

Two-Way Bike Lane (Cycle Track)

Physically separated facility (the width of two bicycle lanes) that permits bicycle movement in both directions on one side of the road. Physical separation (flexible rubber posts or concrete barriers) is recommended for busier areas but is less needed for low traffic volumes. The minimum width for a cycle track should be 12', however, in constrained areas, it can be reduced to as narrow as 8'.

Shared Use Paths

Shared bicycle and pedestrian path that is physically separated from vehicular traffic by an open space or barrier. It can be either within the street right-of-way or independent of the right-of-way and often does not follow a road alignment. Shared use facilities are recommended for corridors with high vehicle speeds and/or volumes. In areas with high pedestrian volumes, it may be necessary to designate separate spaces for people walking and those biking.

- *The desired width for a shared-use path is 10 - 14'. Minimum width of 8' is permitted if physically constrained.*
- *A physical separation of 6' is recommended between the path and the street. A minimum of 2' is acceptable when physically constrained.*

Sidepath

Immediately adjacent to, and parallel to, a road. A sidepath is typically within the street right-of-way or immediately adjacent to the right-of-way. Sidepaths are recommended for roads with high volumes, and moderate to high-speed motor vehicle traffic.

- *The desired width is 10′, although 8′ is permitted if physically constrained.*
- *A physical separation of 5′ is recommended. If there is less than 5′ between the sidepath and the street, a physical barrier can be used.*

Proposed Improvements

Improving bicycle infrastructure was recommended in the Town's 2019 Comprehensive Plan. The Main Street Plan seeks to build on that recommendation by applying the complete streets lens to address the need to support bicycling. It is critical to note that any bike improvements along federal and state roads (US Route 20 and NYS Route 8, respectively) will require coordination with NYSDOT.

Existing shoulders can accommodate bicycle traffic, however, there is an opportunity to explore widening them to reduce levels of stress for cyclists. Wider shoulders encourage increased use by bikers as the visual space they travel in is increased and there is potential to create separation whether visually or physically.

With or without this improvement, the addition of share the road signage and the installation of bike racks would also be beneficial to local businesses. The Town has already identified the post office, Dollar General, Stewart's Shops, Jimmy's, and the Town Park for bike racks. Amenities supporting local bike use (such as bike racks) would likely appeal to both BMX and road bike users, while amenities in support of long-distance biking or regional networks (expanded shoulders) would cater to the latter. It is also recommended that a map be created, or directional signage be located at areas of known bicycling activity to help bicyclists locate facilities.

Section 4: GREEN & PUBLIC SPACES

Inventory & Analysis

Bridgewater's green and public space within the project area includes the Memorial Park located at Town Hall. The Park includes three pavilions, a basketball court, a volleyball court, a playground, and ball fields. One of the pavilions was temporarily used as storage space by the Town, but it is being reopened. At the edge of the ballfields is a BMX bike track operated by CNY BMX. A small system of trails is located at the eastern side of the park and runs along the Unadilla River. According to the 2019 Comprehensive Plan, these trails could provide an opportunity for use as walking trails. However, some sections become flooded on occasion so a new boardwalk/bridge would be required.

Adjacent to the historic Western Star Lodge, the oldest Masonic Lodge in Oneida County, is a small unimproved pocket park. This park has a historic marker referencing the Western Star Lodge and is the site of the Town's cherished Christmas Tree. The Christmas Tree serves as a focal point at the crossroads hamlet at the US Route 20 and NYS Route 8 intersection in the center of the Town during the holiday season.

Bridgewater also has an extensive snowmobiling trail system maintained by the CNY Snow Travelers snowmobile club. In addition to snowmobiling, the trails are also used for snowshoeing, cross-country skiing, walking, and horseback riding. Additionally, there is a former railroad bed that is currently being used as an informal trail, which could be assessed for potential to formalize as a trail or recreational amenity. The most significant barrier identified in discussions regarding the railroad bed conversion to a formal trail was the property ownership of the lands of the former railroad bed. The Town's 2019 Comprehensive Plan includes a goal to create a recreation master plan which could assess all these facilities and potential trails.

Green & Public Space Best Practices

Greenspaces throughout main street areas create an experience that is environmentally friendly and improves the safety of all street users. Greenspaces provide visual improvements to the appearance of the streetscape, particularly in downtown locations that feature significant impervious surfaces. At the most basic level, greenspaces include street trees and the conversion of impervious areas to vegetated areas. These improvements increase the attractiveness and comfort of downtown and encourage greater investment by businesses, residents, and community members in an area. Greenspaces can be incorporated into a larger park and support a recreational model that brings people with diverse interests to the main street. This includes physically active members of the community, as well as individuals with varying physical abilities who would benefit from improved access to green areas. Greenspaces can provide space for gatherings and provide restaurant patrons with additional outdoor space to enjoy a meal. As a result, people will more actively engage in supporting businesses and the community by visiting downtown more often, staying for a longer duration, and spending more money at local businesses. In addition to the recreational benefits of greenspace development, communities would benefit from improved stormwater drainage, reduced flood impacts, and a safer environment. The incorporation of greenspaces throughout the public realm has the potential to improve the recreational, safety, economic, and operational performance of main streets within all communities.

Street Trees

Along with environmental and aesthetic benefits, street trees can improve the function and atmosphere of streets, making them feel narrower and calming traffic. Street trees also enhance the pedestrian experience, provide shade to reduce the heat island effect, and provide physical separation of travel modes. Ensuring the 'right tree, right place' is important to ensure the health of street trees, and proper tree maintenance will maximize the life of a street tree.

The following recommendations are suggested for a successful street tree program in the Town of Bridgewater:

- *Each street tree type (species) should not exceed more than 20% of the community's street trees, thus a variety of street trees is recommended.*
- *Generally, there should be more newly planted and young trees, with established, maturing, and mature trees present in lower numbers. This will ensure that the street canopy does not die off at the same time. When trees are removed, ensure that another tree is replaced within the neighborhood to continue the street canopy.*
- *When possible, avoid using tree grates unless in a constrained right-of-way. Planting beds and ground covers are better treatments for the base of a tree.*
- *At planting, balled and burlapped (B & B) trees are recommended to be at least 2.5" caliper while bareroot trees should be at least 1.25" caliper (and more appropriate to be planted in the fall).*
- *For existing tree pits that are too small for a street tree, or for planting beds in the Enhancement Buffer Zone, include landscaping with year-round interest (e.g., spring flowers, fall color, etc.).*
- *When possible, the vertical distance between the sidewalk surface and tree canopy should be at least 8' and not more than 12'. Other suggested spacing includes 15' minimum spacing from utility/light poles, fire hydrants, and utility boxes; 5' minimum distance from driveway curb cuts; and 3' minimum distance from underground utilities, water access covers, etc.*
- *Tree pits should be as large as possible to allow for sufficient growing space for the tree roots and the crown and have a range of 32 to 36 sq. ft. or more of surface area such as 6'x6', 5'x7' or 4'x8', unless structural soil is used under the surrounding paved area.*
- *Consider trees with year-round interest (e.g., spring flowers, fall color, texture, etc.).*
- *Placement of trees and other landscape materials should not interfere with sight lines for motorists or pedestrians.*
- *Anticipated tree size at maturity is dependent upon the selected tree species, soil conditions, and other environmental factors. The growth space and distances outlined below are a guide to adequate tree placement when working within a variety of site opportunities and constraints.*

SMALL TREES

Need a growth space of at least 24 sq. ft. These trees can be planted under overhead utilities. The planting distance between trees should be approximately 20'.

MEDIUM TREES

Growth space of at least 32 sq. ft. These should not be planted under overhead utilities. The planting distance between trees should be approximately 30'.

LARGE TREES

Need a growth space of at least 32 sq. ft. or more. These should not be planted under overhead utilities. Because these trees have a large canopy width, they may not be appropriate near buildings. The planting distance between trees should be approximately 40'.

Green Infrastructure

Green infrastructure reduces stormwater runoff, filters pollutants, and improves air and water quality. Installing green infrastructure can reduce the damaging effects of runoff discharging into rivers and streams, often adding character and aesthetic benefits to the street. Disconnecting or at least diverting some flow from storm sewers and directing runoff to natural systems such as landscaped areas, bio-swales, and rain gardens reduces water velocity, encourages infiltration and groundwater recharge, and treats stormwater runoff. Natural stormwater systems can also reduce storm sewer pipe size. Green infrastructure options (subject to site conditions and in conjunction with other stormwater efforts) often include the following:

- ***Filter Strips***
- ***Rain Gardens***
- ***Rain Barrels***
- ***Permeable or Porous Pavement***
- ***Stormwater Planters***
- ***Bio-Swales (Vegetated Swales)***

Proposed Improvements

There are several locations within the Town where green and public space improvements are recommended. The pocket park next to the Western Star Lodge could be improved with new seating, a clock, signage, and additional landscaping. There is an opportunity to repurpose bricks from a former property for use as an element within the park. These bricks will be used as the base of the clock, as a planting area, and as a seat wall. A new decorative paved area is also proposed.

The Town could improve upon the existing trail in the Town Park by developing, in phases, a set of looped walking stone dust trails that could incorporate exercise stops as an amenity. This trail system would provide an additional recreation/exercise activity and allow more opportunity to explore the Town-owned land providing additional access to publicly owned property. Along the railway alignment, there is a private company considering a concept to operate a pedal-powered ride on the alignment. With or without the pedal-powered ride, the corridor could still be considered for further uses as a recreational asset and trail.

An Amenity Package was developed for the Town which can be used to enhance green and public spaces. The Package presents options that are appropriate for the Town including benches, trash receptacles, lighting, and signage. The Amenity Package is in Section 10.

The Town can fill in gaps or expand its urban street tree canopy through the Main Street program. The accompanying Oneida County Street Tree List considers size, disease and pest resistance, seed or fruit set, form, growth rate, and environmental tolerances. These trees have been selected because of their characteristics which make them suitable for local conditions. The suggested trees will thrive in the majority of soil and climate conditions throughout Zone 5 on the USDA Plant Hardiness Zone Map. Suggested street tree growth space requirements and planting requirements are provided above and are included in the Street Tree List in Section 11.

Section 5: BUSINESS ACCOMMODATIONS

Inventory & Analysis

The core of the Town of Bridgewater is a compact walkable center with a mix of uses, at the crossroads of US Route 20 and NYS Route 8. The Town's Comprehensive Plan recommends focusing on commercial development in this area. There are several vacant and underutilized properties suitable for such development within the project area including the former Bridgewater School building, the former Dairy Bar, and at the northwest and southwest corners of US Route 20 and NYS Route 8.

In addition, US Route 20 is a Scenic Byway that has the potential to attract travelers that would pass through the Town. US Route 20 is also a busy freight route and truck drivers frequently use the generous shoulder to park while they access Stewart's Shops and other amenities in the hamlet.

The 2019 Comprehensive Plan notes that there is a desire to start a Farmer's Market in Town. The municipality's location within a vibrant agricultural belt makes this a practical and beneficial addition to its economy. Farmer's Markets require only minimal investment from the municipality with the potential to cover operating costs and pay fiscal and quality of life dividends to the community.

Every year, the Town hosts an annual Christmas Party that includes Santa at the Fire Hall, a parade, and the lighting of the iconic Christmas Tree. Seasonal events such as this use public infrastructure and space help to bring people to the area and create opportunities for local businesses around the event.

Business Accommodations Best Practices

As improvements to walkability, appearance, and recreational opportunity are implemented, a revitalized main street experience will increase foot traffic and attract people to local businesses. As opportunities to participate in events or recreational activities increase, the public will begin to have improved and expanded access to areas where they can relax and enjoy the revitalized main street, and they will be more likely to stop into a business to shop or grab a bite to eat.

Elements of the Main Street Program that can benefit businesses are wider sidewalks for outdoor seating, wayfinding signage to orient visitors to key locations in the community, increased access to commerce for users of all travel modes, placemaking to create a welcoming business environment, and programming to encourage people to stay in the area longer.

In many cases, the Main Street Program can cultivate new businesses by creating a public realm suitable for the introduction of programming such as farmers' markets, food trucks, and other opportunities for vendors and spin-off or support businesses. Strengthening local communities strengthens the local economy. Positive impacts of creating welcoming downtowns include increased sales, more customers, coordinated marketing efforts, increased pop-up events, and multi-seasonal opportunities. Finally, as businesses experience an increase in foot traffic and have the renewed opportunity to expand capacity, there can be an expected increase in the number of jobs available and attractiveness for visitors to discover or rediscover the communities. To build on streetscape investments, communities and local businesses are encouraged to participate in a façade improvement program to refresh existing storefronts. These improvements can be undertaken through business associations or municipal government programs.

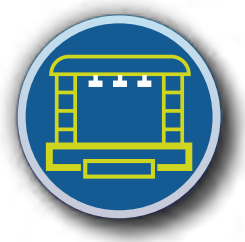
Creating Outdoor Seating/Dining Spaces

During the beginning of the pandemic as a response to complying with physical distancing requirements, many restaurants expanded their outdoor dining areas or established new outdoor dining areas. Outdoor dining interest remains strong, and there are ways to establish new areas through utilizing parking spaces (known as a parklet) or establishing areas on main streets with wider sidewalks or extra space in parking lots or alleys. This could be done temporarily or on a semi-permanent basis through a municipal outdoor dining program. For locations along a Department of Transportation owned street, there is a permit process.

Parklets are small built public spaces taking the place of a parking space or unused paved areas. They can be temporary or permanent, with a wide range of design types, and are effective forms of gathering space creation, especially in areas where space is limited. In many cases, they are paired directly with a café or restaurant and used as seating for that specific business.

Façade Improvement Program

Façade improvement programs are created to encourage property owners to improve their building's façades. These programs are often set up through a Business Improvement District (BID) or through an overall municipal program and provide a financial incentive to property owners. These incentive programs are often implemented as a result of a main street, revitalization, or historic preservation plan. Design assistance often is provided to assist property owners when they are determining modifications or improvements to their buildings. Typically, façade improvement programs have a design guidelines document with standards related to appropriate techniques for property improvements. These programs are generally for commercial properties but could include residential or other areas. Often an application process is used to receive the incentive for eligible activities.



Festivals & Pop-Ups

Partial or full street closures for outdoor events or festivals are an opportunity for Main Street communities to bring residents and visitors to central areas they may, or may not, otherwise visit. These can be set up in a community center, on a low-volume street, a commercial main street corridor, or a municipal or organization-owned parking lot, even utilizing a community center or other building for indoor activities. Best practices include installing temporary traffic barriers and having volunteers help with the festival or pop-up set-up. Part of the set-up will require installing temporary signage, and ensuring traffic circulation for vendor set-up, deliveries, and access for emergency vehicles.

Improvement Districts

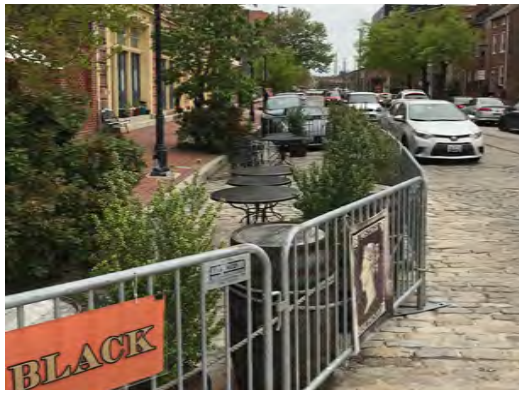
The Consolidated Laws of New York, Chapter 24 – General Municipal Law, Article 19-A (as of 7-29-22) regulates the establishment, operation, and financing of business improvement districts in the State of New York. Article 19-A, Section 980-b: "Local adoption of the article" states that "Every municipality shall be authorized to adopt a local law, subject to permissive referendum, providing that the provisions of this article shall be applicable to the establishment or extension of districts in the municipality."

Farmers Markets

Many communities have established Farmers Markets to provide a place for local farmers to sell their products but also to provide fresh, local produce, and goods to residents. The Guide to Developing A Community Farmers Market highlights the process for establishing a Farmers Market from setting up a steering committee, undertaking a research effort, planning the market, selecting a site for the market, and having volunteers available to manage the market on-site, establishing an organizational structure and/or volunteers who will determine rules and regulations, overall organization, marketing, farmer recruitment, and financing. Part of the long-term success of a Farmer's Market involves evaluating the market continuously to determine what works and what is less successful. The publication provides further information on those details.

Marketing & Branding

Marketing and branding go hand in hand to celebrate a community and encourage local and nearby residents and tourists to spend money in your community. As part of the Main Street Program discussions, Oneida County staff, Town staff, and the Consultant Team discussed the key attributes of each community – what makes it special, and unique, and what could be celebrated through capital improvement projects and long-term projects. Ultimately, a cohesive identity will help attract visitors and investment along the main streets. The Oneida County Main Street communities, including Bridgewater, have a lot to celebrate – from their recreational, crossroads, and industrial history to their future potential.



Proposed Improvements

The Town of Bridgewater could highlight itself as a destination along US Route 20. It is recommended that the Town expand opportunities for outdoor dining, outdoor events including a Farmer's Market, and create new inviting spaces to highlight its quaint small-town atmosphere. With the proposed streetscape program, the Town should anticipate an increased interest in businesses looking to upgrade their properties.

Continued investment in Bridgewater and surrounding public spaces generates activity and facilitates temporary business opportunities such as pop-up vendors and food trucks. Parks, underutilized public spaces, and even parking lots (at off-peak times or in cases of excess capacity) could accommodate events such as farmers markets, art fairs, food truck rodeos, and more.

In addition, the Town should attempt to support convenience and dining options by expanding outdoor dining capacity (tables, chairs, etc.) in public places. Introducing outdoor dining opportunities serves the dual purpose of attracting customers seeking this experience, while also activating key corridors in the Town. These types of amenities can support existing businesses or aid in creating an attractive setting for new dining establishments. Outdoor dining can also be helpful in beautification, creating an aesthetically pleasing façade (using plants, colorful tables, painted surfaces, and visual connections) with Town theme elements. Furthering such elements in Bridgewater is crucial to attracting new uses for sites such as the former Bridgewater School building, the former Dairy Bar, and vacant sites at the northwest and southwest corners of the US Route 20/NYS Route 8 intersection. Even in cases where such improvements do not directly impact the site, they indirectly create an environment where businesses want to locate because potential customers and employees will want to spend time there.

To encourage economic activity within the project area, the Town may wish to consider adding electric vehicle (EV) infrastructure. EV infrastructure is an important business accommodation because users, from the traveling public to residents, business owners, and employees, often seek out locations with chargers and are likely to partake in other activities such as dining or shopping while their vehicle charges. The installation of EV charging stations should be focused in areas where the benefit for the traveling public is coupled with the economic benefits of having access to businesses, restaurants, and other conduits of economic activity. In the absence of public locations where EV charging stations could potentially be installed, the Town should work with existing businesses and developers to identify funding and installation opportunities that would be mutually beneficial to businesses and visiting patrons. HOCTC's 2021 Electric Vehicle Charging Station Plan encourages municipalities and businesses to install Level 2 EV charging stations. Publicly available EV charging stations allow residents to charge their vehicles when infrastructure is not available in their homes and assist people traveling who might otherwise not be able to make the trip.

Within the project list, a project has been included for the installation of charging stations, which can be installed at a publicly owned facility (park) or a business with an available parking area. Additional resources are available to help area businesses identify locations for future EV charging stations and access financial assistance in the HOCTC's 2021 Electric Vehicle Charging Station Plan.

Inventory & Analysis

The Town is interested in making Bridgewater more of a destination and is enthusiastic about creating a streetscape program. The Town does not have wayfinding signage directing people to the Town Park or other important local assets. The minimal existing signage does not adequately promote community resources which could more cohesively indicate services and resources available in the Town. A welcome sign at the four corners area, installation of planters, and additional wayfinding signage were mentioned both in the Comprehensive Plan and in discussions with Town leaders during the Main Street planning process. There are currently planters in the hamlet area, which help beautify the space.

The iconic Christmas Tree adjacent to Western Star Lodge is largely unimproved. The Town is interested in fostering stewardship of public spaces and amenities to further a sense of community. Seating is limited throughout the project area. Locations for outdoor dining are also limited in the hamlet, though there are picnic tables available at the Town Park, Stewart's Shops, and Patty's Pub. Trash receptacles are also limited within the project area, and the Town has noted that additional receptacles are needed.

Placemaking Best Practices

The goal of placemaking is to make streets a destination, not just a means of through travel. Placemaking draws people into an area, taking a space that would typically be seen as a pass-through and transforming it into a place of gathering for residents and visitors alike. Placemaking can take many different forms and is an umbrella term for several different sub-categories of placemaking. These include strategic placemaking, creative placemaking, and tactical placemaking.

STRATEGIC PLACEMAKING
revolves around the premise of attracting people to the area, in this case, the Town of Bridgewater. This includes greater integration of multi-modal transportation systems near the main street such as the placement of bus shelters, the inclusion of infrastructure for bicyclists, and marked crosswalks.

CREATIVE PLACEMAKING
uses art and other creative mediums to brighten an area. This could include the placement of a large mural on pavement or a building, sidewalk art, sculptures made by local artists, youth cultural arts programs, and the engagement of arts and civic groups to utilize a particular space.

TACTICAL PLACEMAKING
is making small changes using limited resources to demonstrate future larger improvement projects. It allows the public to see changes before they are made permanent. The first step is a demonstration, which is presenting how a project will look for a short period using movable tools and props. The second step is a pilot project that can be done by using more substantial objects such as picnic tables or pavement markings. The final step is the permanent incorporation of these elements.

Placemaking is what provides each community with the opportunity to make their main street unique from other municipalities. Through placemaking, an empty lot can become a small park, a street block can become a vibrant public space, and a street corner can become a space to sit and enjoy all the amenities that the revitalized street offers. With placemaking, eating and shopping opportunities can move outside – creating a unique atmosphere and enhancing the visibility of businesses in the Town.

Demonstration Projects (Temporary Quick Response Projects)

In advance of full capital investment in the main street, the tools and planning necessary to implement temporary changes can be provided. Through a temporary change, the community can collect feedback on how the community is using the space, and if the changes achieve the desired outcome for the community. The temporary nature ensures there is a feedback loop, the project is responsive to the community, and the planning process is holistic. These interim setups would mimic what an end product may look like, but with an opportunity for adjustment based on feedback prior to permanent installation. Examples of temporary quick response projects include the use of materials such as signs, cones, plastic bollards, delineator posts, pavement markings, planters, café tables, raised platforms (such as plywood or other temporary installation), and crowd safety or concrete jersey barriers to increasing space available for uses other than vehicle travel and parking. By shifting the usage of street space, communities can explore creating the following elements on their main street:

EXTRA SPACE FOR PEOPLE TO WALK	BIKEWAYS & BIKE LANES	OUTDOOR DINING	PARKLET & OTHER BEAUTIFICATION	PICK-UP & DROP-OFF ZONES	DELIVERY ZONES
This can encourage walking and support business by creating a more inviting environment.	Creating a dedicated space exclusively for bicyclists can induce more people to travel by bicycle as the level of comfort and perceived safety is increased.	By increasing the available space that restaurants have to serve customers, the amount of people that are able to be served can be increased.	A small area of the street can be dedicated to decorative planters containing shrubbery, flowers, or trees. This can increase the sense of place and beautify the main street with relatively simple materials.	This change can make it easier for people to receive a to-go order from a restaurant or get picked up or dropped off by ride sharing, by making a dedicated spot on the curb near the business for quick turnover (5 minutes or less).	Similar to pick-up and drop-off zones, these types of spots at the curb would be dedicated exclusively for transportation services and commercial business such as USPS, FedEx, UPS and local delivery services to make deliveries.

Part of the process to install a demonstration/temporary/pop-up event will be coordinating with local officials and agencies (police department, public works/highway department, fire department, etc.) to find safe and viable alternative routes around the modified street design or closure. Coordination with area businesses will also be critical to hosting a successful event. To create a temporary installation, communities can use/need:

Barrier Elements

Semi-fixed and/or heavy objects that improve the safety of and delineate space for cyclists and pedestrians. These elements are divided into four general categories: posts and cylinders, solid Jersey barriers, planters, and curbing. Posts and cylinders are effective in instances of narrow street widths and busy pedestrian areas as they need minimal space and allow for easy non-vehicular movement. Solid barriers are more substantial and are used in areas of increased bicycle and pedestrian stress, such as road sections with higher speeds or busy intersections. Planters serve a similar purpose but can also beautify blocks and provide additional shade. Curbing is a low fixed element that creates a raised area above the road and physical demarcations for bicycle and/or pedestrian facilities.

Surface Treatments

Markings that redefine space through paint and surfacing materials. These can be applied in the form of stencils, matting, and taping. These methods are often the most cost-effective and can be implemented quickly while needing only minimal skill by creators. Stenciling can be used to mark new bicycle and pedestrian routes, using variations of standard markings and recognizable wayfinding. Matting and taping can better formalize quick alterations, by creating visual barriers and zones for alternative use.

Landscaping Elements

Placemaking tools that have the added benefit of local beautification and providing shade. Plantings can come in the form of laid turfing, potted plants and trees, and landscaping on non-paved areas.

Street Furniture

Tool for placemaking, and its introduction can easily transform spaces into places for gathering and leisure. Furniture types can range from movable furniture to bolted benches or tables. These can be configured in response to fit local community and business needs and be easily removed when necessary.

Signage

Communicates the intent, advocacy, planning, construction, and operation of tactical urbanism projects. They can be made by the community in conjunction with the municipality or collaborating organization such as a Main Street/downtown organization, Rotary Club, etc. These organizations are often critical in supporting a project and making temporary projects permanent.

Streetscape Amenities

Streetscape amenities help to create a sense of place and create a vibrant Main Street and offer important elements for security, comfort, and congregation. Streetscape amenities include seating, planters, bike racks, waste receptacles, bollards, and lighting. Street furniture and its placement can create places of gathering, leisure, and rest. Its design can convey its location, use, and purpose, acting as a form of wayfinding and local identity.

As a part of the planning process, the Town of Bridgewater was asked what the preferred streetscape style would be in the future. Images showing traditional, hybrid, and contemporary styles were shown and from that discussion, a streetscape amenity package was developed. Whatever options are selected, the materials and finishes should be consistent with other streetscape elements, unless a wholesale change for the Town is proposed. All streetscape amenities don't need to be the same throughout the Town. Different contexts might have different furniture families – for example, there might be different selections made for a park versus along Main Street.

A few key design considerations should be considered when selecting and installing streetscape amenities:

Lighting

Effective placemaking tool by creating defined illuminated areas of gathering and movement. Lighting elements should be placed in a way that properly illuminates obstacles, key features, pathways, and routes. Pedestrian-scale lighting illuminates walking and biking accommodations. Lighting should be full cut-off lighting which reduces light pollution, is dark sky compliant, and minimizes light intrusion into nearby buildings. Pedestrian-scale lights should be 14′ in height while streetlights should be 18′ in height. Variations in height for pedestrian-scale and streetlights may be needed in areas with low street tree canopies.

Public Art

Important way of creating local identity and supporting cultural figures and institutions. It is a low-cost method of beautification that requires minimal regulation and is an effective synergy between the arts and government/community. Common forms of public art include murals, signage, and sculptures. Potential locations and types of public art include underneath overpasses, on building walls, in high visibility areas (for important elements such as sculptures), in proximity to water features in public parks and plazas, and sequential artworks placed along main pedestrian thoroughfares.

Benches

Functional and accessible locations where users can reach them directly from public sidewalks or pathways in all weather conditions. Benches with backs and armrests are preferred and are more comfortable for people with physical disabilities. When possible, locate benches near lighting and plantings, particularly trees. Nearby trees provide shade during the day and shelter from the rain.

Waste Receptacles

Reduce litter and provide for convenient disposal of waste and recyclable products. Receptacles should not clutter the sidewalk or block the pedestrian travel-way. When possible, waste receptacles should be located near lighting. Receptacles should be corrosion resistant and able to resist corrosion from road salt during the winter. They should be securely mounted onto the surface and placed where they will get the most use.

Bicycle Racks

Secure parking facilities for bicycles. The level of bike rack design determines the accessibility and safety of bike storage. For businesses, the design of a rack can support business branding and ease of use can improve commerce. Bike racks should be able to support a u-lock that connects to the frame and at least one wheel for optimal security.

- *Placement of bike racks should be in easily accessible locations and have proper adjacency to appropriate bike infrastructure. Bike racks should be located within 50' of the main entrance to the businesses they serve and be placed in such a way that they can be used as intended, not placed against a wall or in other ways impacting usability.*

Recommended Bicycle Racks

Inverted U

Common style appropriate for many uses; two points of ground contact. Can be installed in series on rails to create a free-standing parking area in variable quantities. Available in many variations.

Post and Ring

Common style appropriate for many uses; one point of ground contact. Compared to inverted-U racks, these are less prone to unintended perpendicular parking. Products exist for converting unused parking meter posts.

Wheelwell Secure

Includes an element that cradles one wheel. Design and performance vary by manufacturer; typically contains bikes well, which is desirable for long-term parking and in large-scale installations (e.g., campuses); accommodates fewer bicycle types and attachments than the other two styles.

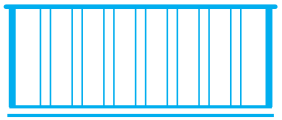
Bicycle Racks to Avoid

Wave

Not intuitive or user-friendly; real-world use of this style often falls short of expectations; supports bicycle frame at only one location when used as intended.

Wheelwell

Racks that cradle bicycles with only a wheelwell do not provide suitable security, pose a tripping hazard, and can lead to wheel damage.



Schoolyard (comb)

Does not allow locking of frame and can lead to wheel damage. Inappropriate for most public uses but useful for temporary attended bicycle storage at events and in locations with no theft concerns.

Coathanger

This style has a top bar that limits the types of bicycles it can accommodate.

Spiral

Despite possible aesthetic appeal, spiral racks have functional downsides related to access, real-world use, and the need to lift a wheel to park.

Bollard

This style typically does not appropriately support a bicycle's frame at two separate locations.

Landscaping & Greening

Elements not only provide a decorative touch but can also provide a pop of color. Options for landscaping include planters, plantings in bump-outs or Enhancement Buffer Zone, window boxes, and hanging baskets with live plantings. Planters can be either moveable (and removed during the winter months) or permanent.

Tree Pits

Too small for a street tree, or for planting beds in the Enhancement Buffer Zone, should be replanted to include landscaping with year-round interest (e.g., spring flowers, fall color, etc.).

Wayfinding & Gateway Signage

Wayfinding and gateway signage is an effective and simple placemaking tool, allowing for municipalities and neighborhoods to express their individuality within a region. Signage can highlight community sensibility, assist with navigation and orientation, and express community style. Ideally, the styles can be in the form of localized branding with specific color palettes and/or typography. The branded signage creates a sense of place and pride for residents and visitors.

Wayfinding signage assists visitors and residents of all ages and abilities to locate important destinations within a community. Typical wayfinding signage provides information for pedestrians, bicyclists, and motorists. Simple wayfinding signage should attract attention and follow a common theme. Wayfinding signage could be banners, directional signs, general information signs (kiosks), landmark signs, or could be part of a colored pavement system to mark an important route. Signs should indicate the direction people need to travel and may include the distance to important destinations. They can be located at predictable intervals and turns along a route to help people confirm they are on a designated route and at turns along the route.

Gateway signage provides a visual cue at an entrance or key crossroads in a community. These are often selectively placed at a physical boundary such as a river, highway, intersection, or railroad underpass. They are a great way to make a first impression for a community. Gateway signage is often a larger freestanding or monument sign with accompanying landscaping and lighting, an art piece with incorporated sign text, or an arch sign over the street.

Proposed Improvements

The Town of Bridgewater has an opportunity to focus its placemaking efforts in Bridgewater along the US Route 20 Scenic Byway. It is recommended that new wayfinding signage be implemented to assist in providing information and directions to the Town Park, commercial locations, and other points of interest. A new gateway sign and seating area at the proposed Western Star Park would create an additional gathering space and provide a welcoming entrance to the Town. These improvements include adding an iconic clock, decorative pavement, landscaping, and the utilization of historic bricks into a seat wall to enhance the existing Christmas Tree asset. These improvements will formalize the space and provide a welcoming entrance to the four corners area.

Trash and recycling receptacles are needed at Stewart's Shops, the Town Park, and at the bridge near the Fire House, based upon discussions at the Design Ideas Workshop. Town leaders have spoken to local businesses about maintaining planters that the Town would install, and many business owners have expressed interest in maintaining the proposed planters. The Town is interested in creating a Beautification Committee to assist with beautification efforts and community involvement with contests such as "best flower box" for example.

Wayfinding and gateway signage will promote a sense of place throughout the Town with gateway signs and directional signs helpful for both visitors and residents. The proposed wayfinding program will tie the Town's green and public spaces together. This program is further discussed in Section 7.

A key to creating effective placemaking is the proper provision of streetscape amenities. The recommended Amenities Package for the Town builds on the crossroads, historic train route, and outdoor recreation theme. Based on conversations with the Town, traditional and hybrid styles of streetscape furniture are recommended to emphasize the proposed theme. Multiple colors and features are available for these options but blue, gold, green, and steel are common colors/elements currently used in the Town and are recommended to be continued with any installation of new amenities. This would include the addition of seating areas and benches throughout the Town, with a traditional style preferred in the crossroads area.

The Amenity Package, in Section 10, details streetscape amenities that are appropriate to the Town. The selected amenities include benches, tables, waste receptacles, bollards, planters, and lighting. Six families of streetscape amenities are included in the package with a variety of price ranges. Each family is described by its elements and how it relates to the theme, the form of the streetscape amenities recommended materials, and colors.

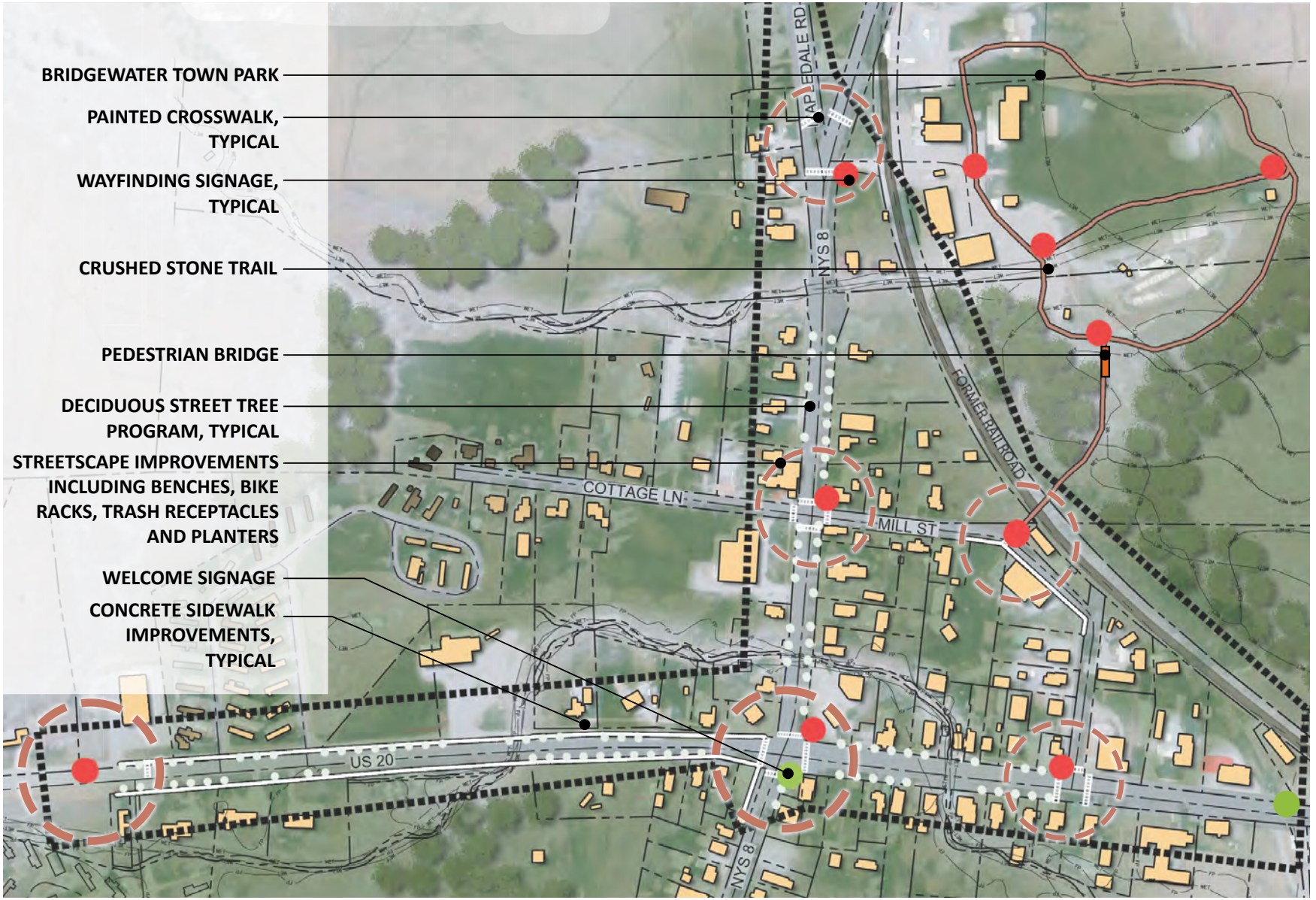
Section 7: CONCEPT PLANS & VISUALIZATION

Potential Outcomes

Concept plans and visualizations for selected projects for the Town of Bridgewater are presented in this Section. The complete list of projects and map are in Section 8. The projects include:

- Safe Pedestrian Access and Crossing on US Route 20
- Rail Trail Development
- Street Tree Program
- Western Star Park
- Wayfinding Signage
- Trail System at Town Park
- Streetscape Program
- Pedestrian Safety Improvements
- Level 2 EV Charging Station

Locations of Proposed Main Street Program Imporvements

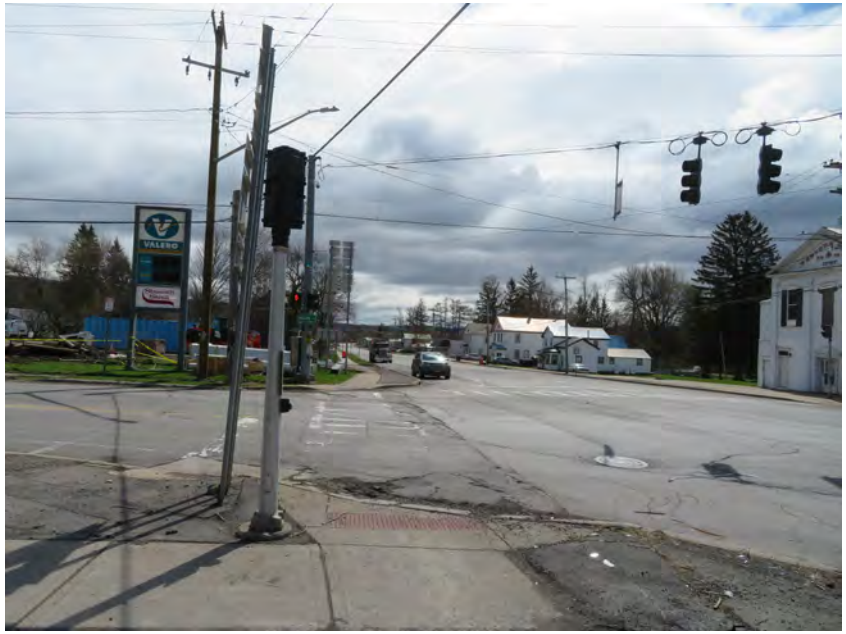


Pedestrian and Safety Improvements

Crosswalks are proposed to be upgraded at key locations for safety and accessibility. The following locations were identified for improvement: the intersection of US Route 20 and NYS Route 8, NYS Route 8 at the Town Park entrance, NYS Route 8 at Mill Street and Cottage Lane, Mill St along US Route 20, and Mapledale Road to facilitate access to the Town Hall and Park. Coordination with NYSDOT will be required for intersections within NYSDOT's jurisdiction.

Safety Pedestrian Access and Crossing on US Route 20

Bridgewater would like to connect the Dollar General and adjacent mobile home parks to the existing municipal sidewalk network. Developing a solution for a safer crossing of US Route 20 at Dollar General is a priority as many pedestrians residing in the vicinity of Angelia Drive walk to the store for routine shopping. The sidewalk improvements will connect these residents as well as those north of US Route 20 to amenities in the hamlet's core. The additional pedestrian accommodations of this section will provide enhanced connectivity and safety for pedestrians. Additional considerations for the route are the posted speed limits on US Route 20 (40 mph in this area), physical constraints at the creek crossing, the prevalence of heavy truck traffic, and the 60′ roadway width. The existing sidewalk typology in the Town is an old standard of a 2.5-3′ concrete path with a 2.5-3′grass verge - a wider sidewalk of a minimum of 5′ is proposed to meet current design standards.



Option 1: Base Connectivity

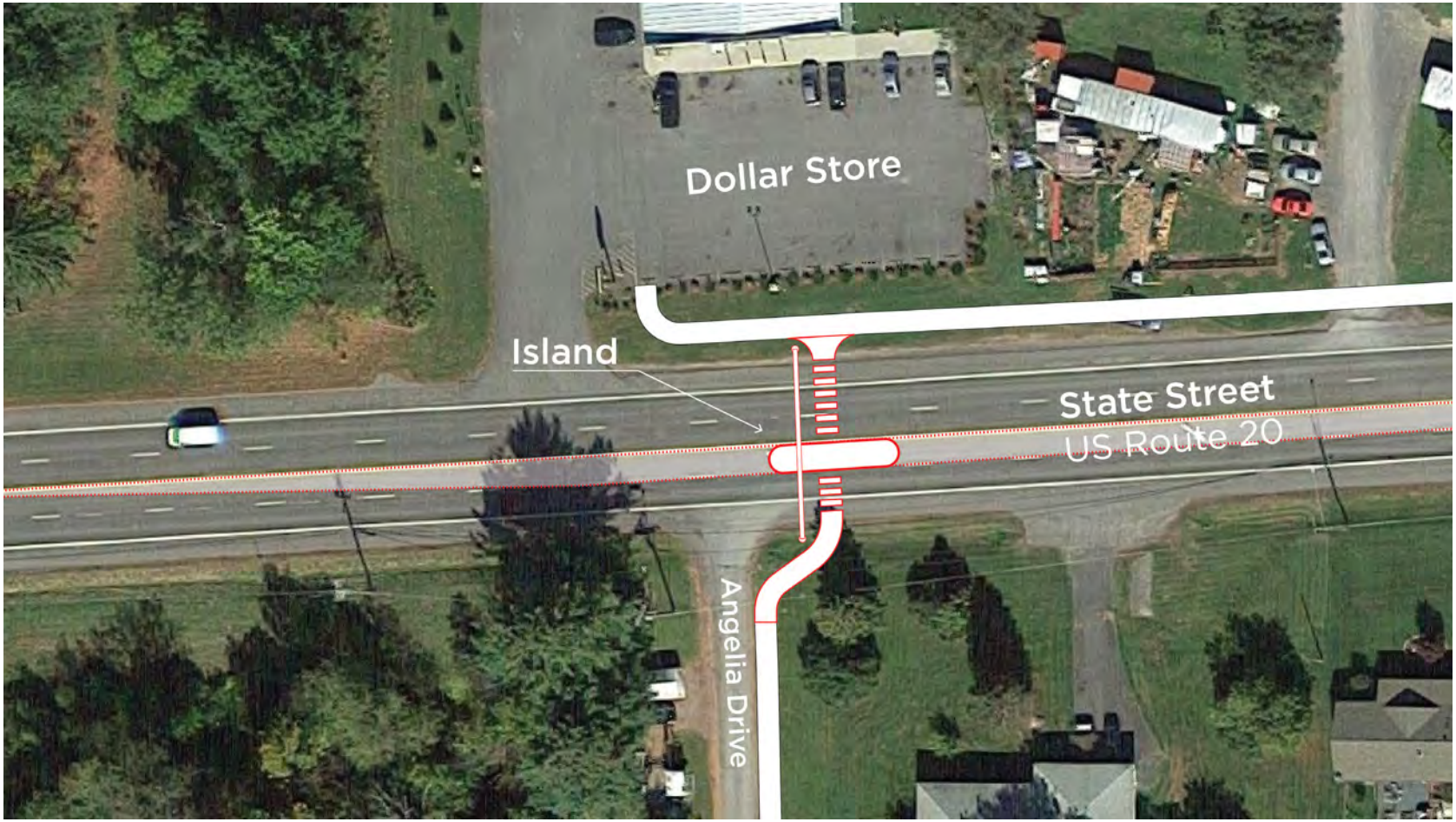
Option 1 connects Dollar General to the crossroads hamlet area of Bridgewater. The proposed sidewalk addition would start at the end of the existing sidewalks, west of the US Route 20 and NYS Route 8 intersection, remaining on the north side until reaching the front of the Dollar General where a mid-block crossing would be installed across US Route 20 to provide connection to Angelia Drive. There are options for the design of this crossing, however, the goal is to provide safer accommodations for pedestrians to cross a major highway, access the Dollar General, and reach the entrance of the Brookside Mobile Home Park. The sidewalk would be set back from the road, with a grass verge separating the sidewalk from the vehicular travel lane. This space is currently a buffer/setback between the street and adjacent buildings, and the space is adequate to provide a wider accessible sidewalk of 5-8′, compared to the 2.5-3′ existing sidewalks.

The mid-block crossing proposed is a key element in improving pedestrian accessibility and safety. There are two designs to consider for this crossing that respond to the barrier conditions of US Route 20 (State Street), where the current speed limit is 40 mph and the roadway width of 60′. The designs are High Intensity Activated Crosswalk (HAWK) signal, or a pedestrian refuge island combined with a HAWK signal. Option 1 was utilized for cost estimating purposes.

Design 1: HAWK

A HAWK is an overhead, pedestrian-activated signal placed at uncontrolled, marked crosswalks that, when activated, stops motor vehicle traffic, and allows pedestrians and/or bicyclists to safely cross the roadway. HAWKs are often installed at locations where pedestrians need to cross the street and vehicle speeds and/or volumes are high, but traffic signal warrants are not met.

The HAWK crosswalk is positioned perpendicular to US Route 20 (State Street) and is offset from the entrance to Angelia Drive to allow for ease of movement for vehicles and pedestrian safety. Space has been made for curb cuts and ramped elements to provide for ADA accessibility. The signal system would be constructed at a level high enough to be visible to oncoming traffic, due to the site distances related to the elevation change of the roadway. The implementation of advanced warning signage of upcoming crossing is a recommended addition, as it would increase driver awareness of the crossing.



Design 2: Pedestruab Refuge Island + HAWK

Pedestrian refuge islands provide a protected space in the middle of the street to assist pedestrians in safely crossing the street. On wide streets, refuge islands can make a long crossing distance safer by providing a protected mid-point for pedestrians that is visually or structurally separated from vehicles. Due to the 60′ width of US Route 20, the two lanes of travel in each direction, and the relatively low-speed limit a refuge island is feasible. The exact design and placement would be determined by the NYS Department of Transportation, as roadway owner.

The addition of a HAWK configuration combined with the pedestrian refuge island would further increase safety for pedestrians, especially those that are more vulnerable (the younger, older, and those with limited mobility). The position of the island should be between the east and west bound vehicle travel lanes. In this case, the existing inner east-bound travel lane ends just several hundred feet east of the proposed crossing, moving this condition to the west of the proposed crossing would create a 10′ space to insert the refuge island. Pedestrians using the crossing would only need to cross a single travel lane on the south and two lanes on the north side of the street, significantly reducing the travel distance. This option may impact operations on the roadway; however, the low volume indicates that capacity would not be impacted and safety for all users would be increased.

Option 2: Connectivity + Accessibility

Option 2 builds on the connections made outlined in Option 1 by adding a sidewalk on the southern side of US Route 20 (State Street) and new crosswalk connections at the intersection of US Route 20 and NYS Route 8. The addition of the sidewalk on the south side expands accessibility, and ease of travel for residents and prepares for potential new development. Improvements at the intersection would connect incomplete sidewalk elements in the four corners area. A sidepath rather than a sidewalk could be installed in the same location to accommodate both pedestrian and bicycle traffic. This option is a longer-term project that could be pursued when future funding is available.

Western Star Park

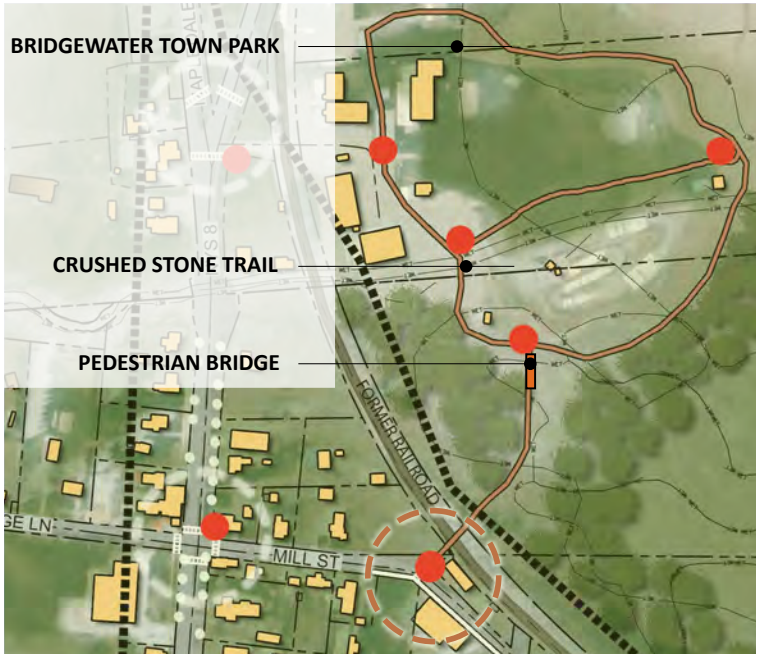
The proposed Western Star Park is a revamped public gathering space at NYS Route 8 and US Route 20. The existing Christmas Tree is the center with new low maintenance shrubs recommended to ring the tree. A Town welcome sign is proposed in this location. The historic site marker will need to be relocated to accommodate the changes. A new freestanding clock in the Town colors of blue and yellow will be a feature in the new plaza space which will also include decorative pavement. The brick pavers from the former bookstore can be reused to make a seat wall around the clock. This new seat wall can also be used for seasonal plantings. A new concrete sidewalk is proposed around the space. A screen fence is also included in the proposed concept to obscure the adjacent parking area.

EXISTING

PROPOSED

Trail System at Town Park

Bridgewater currently has many active recreation amenities (including ballfields, playground, BMX park), but would like to develop a signature passive recreational asset where residents and visitors can enjoy nature and spend time in the community. With open fields, plentiful wooded areas, and generally gentle topography, the Town Park is an ideal location to implement a pedestrian trail. The proposed trail system starts at Mill Street, crosses the former railroad, and connects to the Town Park. A small pedestrian bridge is anticipated to provide an accessible pedestrian route for the new trail connecting Mill Street with the Bridgewater Town Park. Wayfinding signage and benches are proposed throughout the trail system. The concept for the stone dust trail features two loops (providing opportunity for walks of varying distances and durations) with a standard 8′ wide path width. The Town has expressed interest in installing exercise stations along the proposed loop trail, which would allow for active recreation along the route in suitable areas. Improvements to the trail system will also encourage users to walk the trail during the winter months to partake in activities such as cross-country skiing, snow shoeing, and hiking. The crossing of the former railbed will likely require collaboration with the property owner to obtain formal access.



Wayfinding Signage

The Town can highlight existing assets and support new improvements by implementing a wayfinding signage program. This signage could promote important nodes of activity in the hamlet, provide historical information, designate culturally significant destinations, and promote accessibility. Destinations could include the Town Park, Western Star Park (or the lodge itself), the historic train depot, and other important community assets. Imagery and content could include the history of the railroad, important figures such as Everett Holmes, town traditions such as lighting the Christmas tree, descriptions of architectural or natural assets, or important facts about prominent industries or events in the region. Multiple types of signage may be appropriate, for example an information kiosk at a park or directional signage along a trail. Wooden signs could be used to further material and aesthetic cues from the existing Bridgewater Historical Society sign. Potential locations of ten wayfinding signs are shown in the Locations of Proposed Main Street Program Improvements graphic at the beginning of this section. Additionally, a larger welcome sign would feature prominently at the proposed Western Star Park and landscaping and fencing could be added to enhance the existing Historical Society sign at the Bridgewater train depot, which serves as a welcome sign for those entering the hamlet from the east.

Street Tree Program

There are opportunities for street tree installation, in appropriate locations, to combat general tree loss in the Project Area. If there is not enough room for a street tree, planters are an option to provide a similar green landscaping component. The addition of street trees to Bridgewater and the vicinity will provide a continuous aesthetic throughout the core area and ensures the benefits of green space are accessible and can be experienced by all residents and visitors. Positive impacts from street trees include reducing the heat island effect from the pavement in the crossroads areas by providing shade, heat protection for pedestrian, and naturally improving air quality. Street trees have been documented to increase property values and quality of life.

Streetscape Program

As part of the placemaking efforts, streetscape amenities are proposed throughout Bridgewater. Enhancements can include new benches, trash receptacles, and tables that provide a welcoming environment to chat with others, enjoy a rest, or have a bite to eat. Additional planting and landscaping elements can also be added to create a space where someone may wish to stay a bit longer. Opportunities for adding seating and tables include the Town Park, Patty's Pub, and Stewart's Shops.

Additional elements to enhance the streetscape would be to include lighting upgrades to enhance safety and promote comfort and convenience in using the parks or other public spaces. As described previously, the Town is particularly interested in creating a planter program for the four corners area. There is an opportunity to beautify existing assets by implementing landscaping improvements and fencing at the Historical Society sign at the Bridgewater train depot, which serves the dual purpose of greeting visitors entering the hamlet.

Rail Trail Development

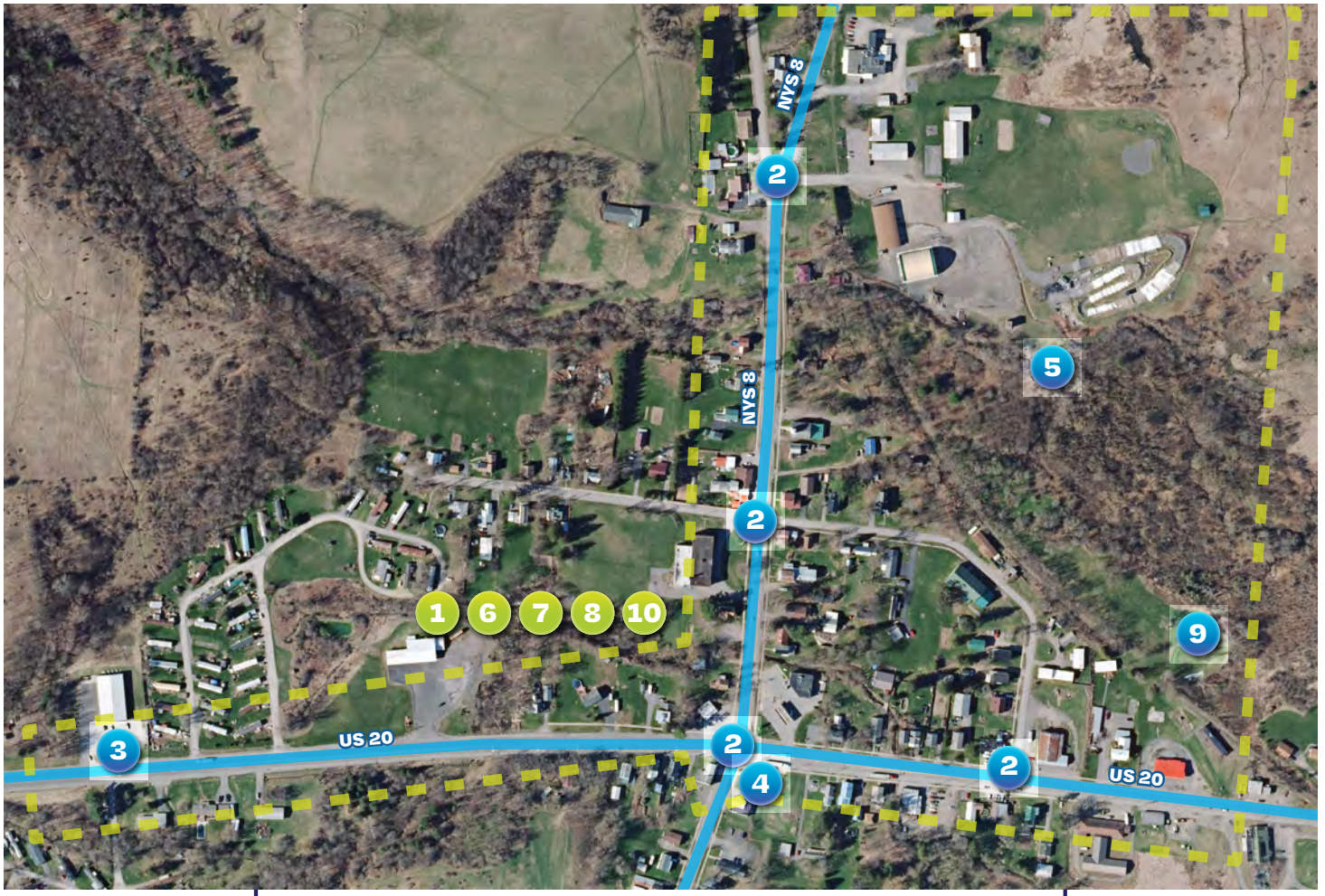
With the proposed potential of a pedal-powered ride coming to the former railroad. There is also an opportunity to formalize the use of the corridor for walking. Travelers visiting the area may want to stop in Bridgewater to explore the Town further and formalizing the rail corridor would also provide residents with another walking path to utilize for recreation. For cost estimating purposes, a stone dust trail was proposed. Access along this former railbed will likely require collaboration with the property owner to obtain an easement.

Section 8: CAPITAL PROJECT MAP & LIST

The Capital Project List for the Town of Bridgewater is presented in this section. These cost estimates represent a reasonable opinion of cost based upon research using the criteria specified for each project, as discussed during consultations with the municipality. These estimations represent a reasonable opinion of cost based on a combination of NYSDOT pay items, RS Means pricing, and past and recent contractor bids. We assume future bids for these projects will fluctuate according to market conditions at the time of bidding, the level of detail used in the preparation of the design documentation and specifications, final material selection, the bidding environment, and other variables.

These preliminary estimates of probable construction costs are expected to fall within a range of bids from competitive bid submissions from multiple qualified contractors. An additional 10% blanket contingency was added to account for the possibility of future fluctuations in market conditions and to account for the duration of the Oneida County Main Street Program timeline (described in Section 9). Final costs are subject to change based upon design documentation and specification at the time of submission of an application for a Capital Project to the Main Street Program. For all eligible projects, municipalities will be required to submit an application that includes documentation of cost and local share.

It is assumed that funds available through the Oneida County Main Street Program are unlikely to cover the total cost of all projects included in the project list. This is intentional and provides the municipality flexibility in how they choose to dedicate funds and prioritize projects. Cost estimates for projects not undertaken as part of the Oneida County Main Street Program will provide a foundation for applying for alternative sources of funding.



Project Map Key:

SPECIFIC SITE IMPROVEMENTS

- 2 Pedestrian and Safety Improvements
- 3 Safe Pedestrian Access and Crossing on US 20
- 4 Western Star Park
- 5 Trail System at Town Park
- 9 Rail Trail Development

PROJECT AREA IMPROVEMENTS

- 1 Main Street Report
- 6 Wayfinding Signage
- 7 Street Tree Program
- 8 Streetscape Program
- 10 Level 2 EV Charging Station

Oneida County Main Street Program - Project List for Town of Bridgewater

ID#	Project Name	Project Type	Project Description	Location	Total Project Cost (est.)
1	Main Street Report	Planning & Design	Final plan document	Town of Bridgewater	$19,250
2	Pedestrian Safety Improvements[2&4]	Pedestrian Enhancements; Traffic Safety	Upgrade crosswalks for safety and accessibility	US 20 / NYS 8 intersection, NYS 8 to Town Park entrance, NYS 8 (Mill St. & Cottage Lane), US 20 (Mill St.), Mapledale Road	$34,100
3	Safe Pedestrian Access and Crossing on US 20[2&4]	Pedestrian Enhancements; Traffic Safety	Crosswalk with pedestrian signage and pedestrian hybrid beacon (PHB, "HAWK") and extension of sidewalk network west from US 20 & NYS 8 intersection	Western Star Lodge, southeast corner of US 20 / NYS 8	$888,800
4	Western Star Park[2]	Placemaking; Greenspace & Landscaping	Construct park at location of Town Christmas tree	Town Park	$256,300
5	Trail System at Town Park[2]	Pedestrian Enhancements	Creation of a trail system at the Town Park	Project Area	$242,000
6	Wayfinding Signage[2]	Signage; Business Accommodations	Develop a uniform wayfinding signage plan for the community	Project Area	$19,800
7	Street Tree Program[3]	Greenspace & Landscaping	Installation of street trees	Project Area	$486,200
8	Streetscape Program[2]	Placemaking; Business Accommodations	Installation of planters and streetscape amenities in the downtown core	Adjacent to the Bridgewater Historical Society; along rail bed from Town Park to historic train depot	$105,600
9	Rail Trail Development[3]	Pedestrian Enhancements	Installation of rail trail (does not include site acquisition)	Project Area	$306,900
10	Level 2 EV Charging Station	Business Accommodations	Install Level 2 EV charging station (dual port bollard unit); includes connection to electric infrastructure, 5-year warranty/maintenance plan, & cloud network connectivity	Project Area	$36,500
				Total Cost of Projects:	**$2,395,450**

Notes:

[1] All cost estimates shown include a 10% contingency.
These estimated items represent a reasonable opinion of cost based on a combination of NYSDOT pay items, RS Means pricing, and past and recent contractor bids. We assume future bids for these projects will fluctuate according to market conditions at the time of bidding, level of detail used in the preparation of the design documentation and 1 specifications, final material selection, the bidding environment, and other variables. These preliminary estimates of probable construction costs are expected to fall within a range of bids from multiple competitive bid submissions from multiple qualified contractors.

[2] Capital Project [3] Long-term Project [4] NYSDOT approval and coordination required

Section 9: IMPLEMENTATION STRATEGY

Proposed Timeline

Capital projects proposed are ideally implemented by end of 2024, dependent upon the availability of funding. These projects could be done in phases, again based on available funding, in which case, they may require implementation that extends past 2024. The current round of funding for the Oneida County Main Street Program will remain available through the end of 2026 or until expended. Longer-term projects may need additional sources of funding and/or further planning and engineering analysis as applicable.

Potential Funding Sources

The following is a list of common sources of funding, in New York State/Central New York that are relevant to the types of projects proposed for the Main Street Plans. This is not intended to be considered a comprehensive list of all potential funding opportunities.

Oneida County Based Programs

Oneida County Main Street Capital Program

Oneida County has designated $5 Million in CARES Recovery Act funds toward the implementation of Main Street projects detailed in Main Street plans developed through the Main Street program. The funding process for this program is facilitated by the County in consultation with County Planning staff.

https://ocgov.net/oneida/planning/mainstreetprogram

Oneida County Flood Mitigation Grant Program

This funding program can be used for a variety of projects. The program is a unique local program created to combat recent, historic, devastating flooding events allowing communities to rebuild stronger and safer. Grant applications need a local match, which can include in-kind labor and equipment or other state and/or federal grant funds.

https://ocgov.net/oneida/sites/default/files/exec/Flood/FloodMitigationBrochure5.21.20.v4%20%28003%29.pdf

Street Trees/Vegetation Grant Programs

SLELO PRISM (St. Lawrence Eastern Lake Ontario Partnership for Regional Invasive Species Management

The Partnership offers a program for municipalities where they will pay up to $5,000 for the community to plant non-invasive species. This grant could be used for tree planting and planting other native species.

https://www.sleloinvasives.org/

NYS Department of Environmental Conservation - Forestry Service

The NYSDEC Trees for Tribs is a statewide program to plant trees and shrubs along streams to create a forested riparian (streamside) buffer that helps decrease erosion, reduce flooding damage, improve wildlife, and stream habitat, and protect water quality.

The Buffer in a Bag program provides organizations and private landowners with free tree and shrub seedlings to help establish or improve a stream buffer on their property. Anyone who owns or manages land in New York State with at least 50′ along a stream or waterbody is eligible to receive a free bag of seedlings. Organizations or individuals with permission to plant on a given property with stream or waterbody access may also participate. Applicants are limited to one bag per property

https://www.dec.ny.gov/animals/77710.html

Statewide Economic Development-Related Funding

NY Forward

This new program (Summer 2022) is intended to "invigorate and enliven downtowns in New York's smaller and rural communities – the type of downtowns found in villages, hamlets, and other small, neighborhood-scale municipal centers. The program utilizes the same "Plan-then-Act" strategy as the DRI and has an allocation of $100M for the first round. Each of the State's Regional Economic Development Councils (REDCs) will have the option of recommending two communities for $4.5M or three communities one of which would receive $4.5M and two with an award of $2.25M.

https://www.ny.gov/programs/ny-forward

Downtown Revitalization Initiative (DRI)

The DRI program is strategic planning and project implementation Initiative where communities submit applications to their Regional Economic Development Council (REDC) for potential nomination by the REDC. Led by the Department of State (NYS DOS) in partnership with Empire State Development (NYS ESD), NYS Homes and Community Renewal (NYS HCR), and New York State Energy Research and Development Authority (NYSERDA), selected communities are awarded nearly $10M to advance "...the most transformative projects from the Strategic Investment Plan."

https://www.ny.gov/programs/downtown-revitalization-initiative

Regional Economic Development Councils (REDC)/Consolidated Funding Application

The Consolidated Funding Application (CFA) was created to "...support the Regional Economic Development Council (REDC) initiative" through a streamlined and expedited grant application process for state resource allocation. The programs and funding initiatives can, and do, change periodically so assessing the current program via the CFA website is the best option to fully understand what funding opportunities are available through this process.

https://apps.cio.ny.gov/apps/cfa/

Statewide Transportation-Focused Funding

Statewide Transportation Improvement Program (STIP)

The Statewide Transportation Improvement Program (STIP) is a comprehensive list of projects proposed to receive funding under Title 23 U.S.C. and 49 U.S.C Chapter 53 for a four-year period (the current STIP was approved on October 24, 2019, and runs through September 30, 2023). The STIP is developed by the New York State Department of Transportation in consultation with MPOs and for rural areas, and local officials. The STIP includes highway, transit, and non-motorized projects in both urban and rural areas.

https://www.dot.ny.gov/programs/stip

Transportation Alternatives Program (TAP) & Congestion Mitigation Air Quality (CMAQ)

TAP and CMAQ are Federal Highway Administration funds that provide up to 80% of total project costs (20% match). The programs are administered by the NYSDOT. A competitive solicitation process is utilized to assess how proposed projects would increase the use of non-vehicular transportation alternatives, reduce vehicle emissions, and/or mitigate traffic congestion.

TAP and CMAQ projects promote environmentally friendly modes of travel and make it easier and safer to walk, bike or hike. Support the construction of new sidewalks, shared use paths, and other enhancements that facilitate the use of non-motorized modes of travel. Funds are also focused on projects that benefit Environmental Justice Communities (low-and-moderate-income families living in identified geographical areas).

https://www.dot.ny.gov/divisions/operating/opdm/local-programs-bureau/tap-cmaq

Bridge NY

The New York State Department of Transportation (NYSDOT) solicits candidate projects under the BRIDGE NY program which provides enhanced assistance for local governments to rehabilitate and replace bridges and culverts. Projects that address poor structural conditions; mitigate weight restrictions or detours; facilitate economic development or increase competitiveness; consider Environmental Justice; improve resiliency and/or reduce the risk of flooding are prioritized. FY 2021 – $150M funding was available for bridges; $50M for culverts.

https://www.dot.ny.gov/bridgeny

Federal Funding

HOCTC Local Transportation Planning Assistance Program

This program provides access to professional transportation planning and engineering design expertise for local transportation projects that are consistent with Herkimer-Oneida Counties Transportation Council (HOCTC) goals.

http://www.hoctc.org

Long-Term USDOT & FTA Grant/Funding

Many ongoing federal funding programs have ongoing existed for decades. Many federally funded programs are managed/programmed by MPOs, Transit Agencies, the NYSDOT, and others (such as the New York State Thruway Authority). A list of existing federal funding lines from USDOT and FTA follows below:

Existing USDOT funding website: https://www.transportation.gov/grants

Existing FTA Transit funding website: Grant Programs | FTA (dot.gov)

(IIJA/BIL)

The Infrastructure Investment and Jobs Act (IIJA, also known as the Bipartisan Infrastructure Law – BIL) is a $550 billion long-term federal investment in infrastructure from the Fiscal Year 2022 – 2026, for roads, bridges, mass transit, water infrastructure, resilience, and broadband. Within this program is $350 billion for highway programs. While there are many new programs within IIJA/BIL, the program also sponsors long-term programs (see above).

Summary of IIJA/BIL Programs: https://www.whitehouse.gov/wp-content/uploads/2022/01/BUILDING-A-BETTER-AMERICA_FINAL.pdf#page=14

Thriving Communities Program

The USDOT Thriving Communities Program supports communities with planning and project development of transformative infrastructure projects that increase affordable transportation options, enhance economic opportunity, reduce environmental burdens, improve access and quality of life, and provide other benefits to disadvantaged communities. DOT partnership HUD.

https://www.transportation.gov/grants/thriving-communities

Section 10: AMENITY PACKAGE

Themes - Crossroads, Historic Train Route, Outdoor Recreation

Attributes - Steel (Train) Blue & Gold (Town Colors per Sign), Green (Union Station Sign)

Bridgewater	Bench	Table	Waste Receptacle	Bike Rack	Bollard	Planter	Lighting
Family A- Traditional (Budget) *Ornate features / detailing* *Colors to be blue & gold* *Mix of Metal & Wood*							
Family B- Traditional (Affordable) *Ornate features / detailing* *Color to be green* *Metal*							
Family C- Traditional (Expensive) *Circular shapes to represent train components* *Mix of Metal & Wood* *Natural Material Colors*							
Family D- Hybrid (Budget) *Crossing "X" patterns, lines to represent tracks* *Metal* *Blue & Gold*							
Family E- Hybrid (Affordable) *Simple, sleek forms* *Mix of metal & wood* *Colors to be blue / gold*							
Family F- Hybrid (Expensive) *Seating / features to mimic train / rail seating* *Metal* *Colors to be blacks / greys & green*							

Benches
https://www.belson.com/Wood-Victorian-Park-Benches
https://victorstanley.com/product/cs-10/
https://urbanaccessories.com/product/544/
https://dumor.com/node/22
https://victorstanley.com/product/eva-backless/
https://www.forms-surfaces.com/tangent-rail-seating

Tables
https://www.belson.com/Recycled-Plastic-Picnic-Tables-with-Aluminum-Frame
https://www.maglin.com/app/uploads/2020/09/mtb-0510-series_1.jpg?x72621
https://www.landscapeforms.com/en-US/product/Pages/Mingle-Table-with-Fixed-Seating.aspx
https://www.belson.com/Hartford-Collection-Round-Picnic-Tables
https://victorstanley.com/product/cm-565/
https://www.forms-surfaces.com/tangent-table-ensemble

Waste Receptacles
https://dumor.com/node/126#slideshow-1
https://victorstanley.com/product/s-4524/
https://urbanaccessories.com/product/green-bay/
https://dumor.com/node/26
https://victorstanley.com/product/ren/
https://www.landscapeforms.com/en-US/product/Pages/Chase-Park-Litter.aspx

Bike Racks
https://www.belson.com/Classic-Bollard-Bike-Rack
https://victorstanley.com/product/brcs-101/
https://www.landscapeforms.com/en-US/product/Pages/Ring-Bike-Rack.aspx
https://www.belson.com/Highwheeler-Bike-Rack
https://victorstanley.com/product/brws-161/
https://www.landscapeforms.com/en-US/product/Pages/Key-Bike-Rack.aspx

Bollards
https://www.belson.com/Hampton-Series-Steel-Bollards
https://www.maglin.com/app/uploads/2020/09/mbo-0650-series_2.jpg?x72621
https://urbanaccessories.com/product/potomac/
https://www.belson.com/3-Ring-Reveal-Flat-Top-Concrete-Bollards
https://victorstanley.com/product/w89/
https://urbanaccessories.com/product/classic-bollards/

Planters
https://www.belson.com/Regency-Style-Wood-Planter-with-Steel-Frame
https://victorstanley.com/product/dyn-428/
https://www.landscapeforms.com/en-US/product/Pages/Rosa-Planter.aspx
https://www.belson.com/Spencer-Series-Square-Metal-Planters
https://www.maglin.com/app/uploads/2020/09/mpl-1050-series_wood_1.jpg?x72621
https://www.forms-surfaces.com/universal-planter

Lighting
https://www.springcity.com/
https://www.currentlighting.com/kimlighting

Section 11: STREET TREE LIST

Large Tree (mature height >50')

Scientific Name	Common Name	Height/Spread	Growth Rate	Form	Fall Color	Environmental Tolerances	Other Notes
Celtis Occidentalis	*Hackberry*	*40-60'/40-60'*	*Slow*	*Pyramidal*	*N/A*	*Tolerates salt, acid to alkaline soil, drought, wind and heat*	*Transplant in the spring, somewhat slow to establish*
Gleditsia Triacanthos var. inermis 'Shade Master'	*Thornless Honey Locust*	*60-80'/25-40'*	*Fast*	*Rounded*	*Golden-Yellow*	*Wet, salt, drought, high wind, pollution and high pH tolerant*	
Gleditsia Triacanthos var. inermis 'Skyline'	*Thornless Honey Locust*	*35-45'/25-35'*	*Medium*	*Vase-Oval*	*Yellow*	*Wet, salt, drought, high wind, pollution and high pH tolerant*	
Nyssa Sylvatica	*Sour Gum*	*40-70'/20-30'*	*Medium*	*Pyramidal*	*Red*	*Salt and wet tolerant*	*Should be planted only in wet areas difficult to transplant - use small sizes and B&B only, translpant in spring*
Quercus Rubra	*Northern Red Oak*	*50-75'/50-75'*	*Medium*	*Rounded*	*Maroon*	*Salt and drought tolerant, air pollution*	
Tilia Cordata 'Chancellor'	*Little-leaf Linden*	*50-70'/30-50'*	*Medium*	*Pyramidal*	*N/A*	*Sensitive to excessive salt, drought tolerant*	*Small fragrant flowers in spring*
Tilia Tomentosa 'Green Mountain'	*Silver Linden*	*65'/40'*	*Medium*	*Rounded Upright Pyramidal*	*Yellow*	*Salt and shade tolerant*	*Small fragrant flowers in spring*
Ulmus 'Homestead'	*Hybrid Elm*	*55-60'/30-50'*	*Fast*	*Oval*	*Yellow*		
Ulmus 'Princeton'	*Hybrid Elm*	*50-70'/30-50'*	*Fast*	*Vase*	*Yellow*	*Tolerates alkaline, clay, dry soils and occasional flooding, and road salt*	

Medium Tree (mature height 35-50')

Scientific Name	Common Name	Height/Spread	Growth Rate	Form	Fall Color	Environmental Tolerances	Other Notes
Acer Rubrum 'Brandywine'	*Red Maple*	*35-50'/25-40'*	*Fast*	*Oval*	*Red-Purple*	*Tolerates wet soil and air pollution; develops large surface roots - do not plant in small planting beds*	*Fall color typically lasts 14 days longer*
Acer Rubrum 'October Glory'	*Red Maple*	*40-50'/30-40'*	*Fast*	*Rounded-Oval*	*Orange-Red*	*Tolerates wet soil and air pollution; develops large surface roots - do not plant in small planting beds*	
Acer Rubrum 'Red Sunset'	*Red Maple*	*40-50'/30-40'*	*Fast*	*Oval*	*Orange-Red*	*Tolerates wet soil and air pollution; develops large surface roots - do not plant in small planting beds*	*Often the first to color up in fall*
Carpinus Betula 'Fastigiata'	*European Hornbeam*	*30-40'/20-30'*	*Slow*	*Rounded-Oval*	*N/A*	*Tolerates air pollution, salt, drought, small growing spaces and shades*	*Best for narrow spaces*
Ginkgo Biloba 'Autum Gold' (male only)	*Ginkgo*	*40-50'/25-30'*	*Slow*	*Upright*	*Yellow*	*Tolerates air pollution, narrow growing spaces and clay soil, salt*	
Koelreuteria Paniculata	*Golden Raintree*	*30-40'/30-40'*	*Slow*	*Rounded*	*Yellow*	*Tolerates pollution, small growing spaces and high pH soils, salt*	
Ulmus 'Frontier'	*Hybrid Elm*	*30-40'/20-30'*	*Fast*	*Broadly Oval*	*Purple-Red*	*Tolerates salt and droughty soil*	

Small Tree (mature height <35′)							
Scientific Name	Common Name	Height/Spread	Growth Rate	Form	Fall Color	Environmental Tolerances	Other Notes
Cercis Canadensis	*Eastern Redbud*	*20-30′/25-35′*	*Medium*	*Rounded*	*Yellow*	*Shade and high pH tolerant, salt*	*Spring flowers, multiple cultivars*
Malus sp.	*Crabapple*	*15-20′/15-20′*	*Slow*	*Rounded*	*Red/Yellow*	*Salt and drought tolerant*	*M. zumi, 'Donald Wyman', Spring Snow are seedless*
Prunus 'Accolade'	*Flowering Cherry*	*20-25′/15-25′*	*Medium*	*Rounded*	*Red*	*Tolerates salt and acid to neutral pH*	*Pink flowers in spring*
Prunus Sargentii 'Pink Flair'	*Sargent Cherry*	*25′/15*	*Medium*	*Narrow Vase*	*Red/Orange*	*Tolerates salt and acid to neutral pH*	*Pink flowers in spring - blooms later than most cherries avoiding frost damage*
Syringa Reticulata 'Ivory Silk'	*Japanese Lilac Tree*	*20-25′/15-20′*	*Medium*	*Rounded*	*Yellow*	*Tolerates small growing spaces, shade and drought, salt too*	*White flowers in May*

DEFINITIONS

Access Management
The balancing of mobility and access through cooperation with municipalities, property owners, and state agencies to improve local safety conditions by decreasing the number of conflict points between modes and separating or eliminating conflict points, to the extent feasible.

Bicycle Lane
A space for the travel of people on bicycles that is on the roadway. It can be separated by a painted stripe, painted buffer, or physical buffer from driving lanes. Bicycle lanes vary between 4 – 6' wide and are one-directional.

Bio-Swales
A bio-swale (also known as a vegetated swale) is a grassy depression at low points along roadways, parking lots, and building sites and is an effective form of green stormwater management. Bio-swales use plants and turf to absorb runoff, over time they can develop carbon-rich peat that is an effective form of carbon capture.

Buffer
A portion of the street, typically in the roadway, which serves to separate different travel modes or uses.

Curb Extension (Bump-out)
An extension of the sidewalk or curb into the parking lane which reduces the effective street width, thereby reducing the pedestrian crossing distance.

Curb Ramps
The portion of the sidewalk that slopes down to meet the roadway.

Fixed Object (In relation to a bike lane)
A fixed object is something in the buffer that cannot physically be moved and is a permanent part of the roadway, such as a steel bollard.

Gateway Signage
Provides a visual cue at an entrance or key crossroads in a community and is selectively placed at a physical boundary such as a river, highway, intersection, or railroad underpass.

Green Infrastructure
A cost-effective, resilient approach to managing wet weather impacts that provide many community benefits. It reduces and treats stormwater at its source while delivering environmental, social, and economic benefits.

Greenspace
An area of the street that contains grass, trees, vegetation, or plantings for aesthetics and/or providing a buffer between street uses.

Parklet
A small seating area that can incorporate elements of greenspace, created as a public amenity in a former roadway parking stall.

Pedestrian Hybrid Beacon (PHB)
Also known as a "HAWK." A traffic control device activated by pedestrians that are used to increase motorists' awareness of pedestrian crossings at uncontrolled marked crosswalk locations.

Pervious (Porous) Pavement
A type of pavement that is designed with high porosity materials that allow rainwater to infiltrate its surface and pass into the ground below. These materials can replace asphalt and concrete surfaces with porous ones like gravel, meshed grass, and pumice-based asphalt.

Placemaking
The process of creating a quality place that people want to be in through the incorporation of unique attributes.

Rain Garden
A garden that lies below the level of its surroundings that is designed to absorb runoff rainwater.

Rectangular Rapid Flashing Beacon (RRFB)

Two rectangular-shaped yellow indicators with an LED light source that flashes in an alternating pattern, when activated by pedestrians, to enhance the visibility of a pedestrian crossing.

Rightsizing

The redesigning of a street to better serve all users, often to increase safety, implement Complete Streets concepts, and create or enhance non-vehicular infrastructure.

Right-of-Way

A public space that is owned by the governing municipality that allows people to be in and travel between places.

Roadway

The paved portion of the street that is contained between the curbs.

Semi-Fixed Object

In relation to a bike lane, a semi-fixed object is something in the buffer than can be physically moved and is a temporary part of the roadway such as planters and concrete barriers.

Shared Use Path

Also referred to as a "trail." A shared bicycle and pedestrian path that is physically separated from vehicular traffic by an open space or barrier.

Sharrow

A painted marking that indicates a part of the roadway that should be used by people riding bicycles and drivers of motor vehicles.

Sidepath

A shared-use path that is immediately adjacent to, and parallel to, a road.

Slow-Turn Wedge

A tighter turn radius made out of paint, low plastic barriers, and/or plastic flexible delineators.

Street

A segment of roadway that includes the travelway or cartway.

Two-Way Bike Lane (Cycle Track)

A physically separated facility that permits bicycle movement in both directions on one side of the road.

Wayfinding Signage

A system of signage installed in a location to create a greater sense of place and assist visitors in navigating to specific destinations.

Resources

These resources provide additional information for main streets and Complete Streets principles.

Business Improvement District

A to Z of Business Improvement Districts (pps.org)

Starting a Business Improvement District: A step-by-step guide

CDTC Open Streets

https://www.cdtcmpo.org/page/457-open-streets

Farmers Market

Introduction (ny.gov)

Resources — Farmers Market Federation of New York (nyfarmersmarket.com)

Main Street America and Branding and Marketing

5 Tips for Main Street Marketing

https://www.mainstreet.org/home

Handbooks and Guides - Main Street America

New York Main Street | Homes and Community Renewal (ny.gov)

NACTO Global Street Design Guide

https://nacto.org/publication/global-street-design-guide/

NACTO Urban Bikeway Design Guide

https://nacto.org/publication/urban-bikeway-design-guide/

NACTO Urban Street Design Guide

https://nacto.org/publication/urban-street-design-guide/

New Jersey Complete Streets Design Guide

NJCS_DesignGuide.pdf (state.nj.us)

NYC Open Streets

https://www1.nyc.gov/html/dot/html/pedestrians/openstreets.shtmlpedestrians/openstreets.shtml

New York City Street Design Manual

Street Design Manual | NYC Street Design Manual

NYS DOT Complete Street Planning

https://dot.ny.gov/programs/completestreets/planning

Open Streets

The Open Streets Guide

Parklets

People St: Kit of Parts for Parklets

Seattle Department of Transportation Parklet Handbook

Project for Public Spaces

https://www.pps.org

Sidewalk Rehabilitation Program

A Guide for Maintaining Pedestrian Facilities for Enhanced Safety - Safety | Federal Highway Administration (dot.gov)

Smart Growth America

https://smartgrowthamerica.org

Temporary/ Pop-Up Demonstration Projects

Activating Communities Using Pop-Up Designs (planning.org)

https://www.fortworthtexas.gov/files/assetspublic/tpw/documents/atp/pop-up.pdf

Main Spotlight: Pop-Up Retail: Not Just for Start-Ups, And Other Learnings From Its Evolution (mainstreet.org)

NACTO_Streets-for-Pandemic-Response-and-Recovery_2020-07-15.pdf

SRTS Street Pop-up Events | LADOT Livable Streets

The Pop-Up Placemaking Toolkit

U.S. DOT – Complete Streets

https://transportation.gov/mission/health/complete-streets

U.S. DOT – Federal Highway Administration Small Town and Rural Multimodal Networks

Small Towns - Publications - Bicycle and Pedestrian Program - Environment - FHWA (dot.gov)