ONEIDA COUNTY

Main Street Program

Plan Report

Village of New Hartford

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 Village of New Hartford 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 Oneida County Main Street Program will provide better access to local businesses, accommodate pedestrians and bicyclists, support climate-smart investments, complement existing assets, visually enhance streetscapes, and create vibrant places.

The Village of New Hartford 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 New York State Department of Transportation (NYSDOT) Complete Streets Program, and the Federal Highway Administration (FHWA). Each 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 Village of New Hartford's project centers on enhancing the Village Park at 39 Genesee Street (the corner of Genesee Street and Oxford Road), and exploring complementary improvements along sections of Genesee Street, Oxford Road, Mill Street, and Campion Road to further support local businesses, enhance community amenities, and connect recreational areas such as the Recreation Center and adjacent soccer field. The Village has collected community input on ways to improve the park's greenspace and create a strong visual impact at its core. Improvements to the Village Park and surroundings will provide a welcoming outdoor space in the center of the community and allow greater access to points of interest for residents and visitors. Finally, the introduction of gateway and wayfinding signage will foster a sense of place and make travel in the Village simpler for residents and visitors.

Background Information

The Village of New Hartford comprises 0.62 square miles in the Town of New Hartford, immediately to the southwest of the City of Utica. According to the 2020 U.S. Census Redistricting Data, the Village is home to 1,859 people and 919 households. Per the 2019 U.S. Census ACS 5-year Estimates, 20.8% of the population are under the age of 18 and 22.0% are over the age of 65. The poverty rate for the Village is 10.3%. Among factors influencing mobility, 13.6% of the population has a disability, and 19.5% of households do not have a vehicle.

New Hartford would like to expand its central outdoor community space, the Village Park, by creating access for users of all ages and abilities. The Village acquired property at the intersection of Genesee Street and Oxford Road to expand the park by demolishing the former commercial structure to alleviate incompatible use and mitigate traffic and pedestrian conflicts from the prior commercial use. The Village would like to explore design concepts for the park's expansion and work with local community groups to achieve a shared vision, visual impact, and strong connection to other local assets.

The portion of Genesee Street bordering the Village Park, along with Oxford Road and Campion Road is the focus of an NYSDOT Rehabilitation Project to add curbs, improve access management, and add pedestrian and bicycle accommodations to the commercial core of the Village. New York State Department of Transportation (NYSDOT) PIN 280653 is a pavement rehabilitation project for NYS Route 921E (Genesee Street) in the Town and Village of New Hartford, including NYS Route 921T (Campion Road). Walking enhancements will include ADA curb ramps and spot sidewalk replacement. Also under consideration is the potential replacement of a curb ramp at the corner of the Village Park, as well as the potential for RRFBs on Oxford Road by Village Point Apartments and the Fire House. Construction is slated to begin in 2023. Also, in the vicinity of the project area is a NYSDOT project to improve the Mill Street and Campion Road ramps as part of Route 8 improvements.

Final Project Area Map

Project Area

The project area is centered at the corner of Genesee Street and Oxford Road, focusing on 39 Genesee Street and the existing Village Park. The park is directly adjacent to the New Hartford Presbyterian Church and associated parking. The project area encompasses Genesee Street from the City of Utica boundary to the New Hartford Shopping Center driveway, tangential portions of Oxford and Campion Roads, and Mill Street ending at the NYS Route 8 on-ramp.

Vision & Goals

The Village would like to enhance its existing park, reimagining this asset as a welcoming hub of activity and defined central gathering space. Visual impacts and park amenities will be a focus of this initiative in addition to creating strong connectivity to neighboring assets in the commercial core. The Village feels strongly that the existing on-street parking should be preserved. One focus of the effort is to source community input on ways to create a strong visual impact and best activate New Hartford's primary greenspace. A park committee is currently brainstorming potential improvements to this space. Complementing this effort, the Main Street Plan for New Hartford promotes ideas to enhance pedestrian and bicycle infrastructure, provide additional wayfinding throughout the Village, and add street trees and streetscape amenities.

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 the fall of 2021, Planning Department staff met with local leaders to discuss the Village's public space improvement initiative for the Village Park. Plans to enhance this greenspace and its surroundings were designed to create an opportunity in light of the Village's recent demolition of an existing structure at 39 Genesee Street.

The Village envisions park improvements will complement NYSDOT's rehabilitation of Genesee Street, Oxford Road, Campion Road, and Mill Street. NYSDOT is adding curbs to portions of Genesee Street and Oxford Road and replacing brick pavers with grass. Pedestrian improvements including ADA curb ramps, spot sidewalk replacement, and crosswalks are proposed as a part of the project. Pedestrian beacons are also under consideration at two crosswalks. The project may also include access management, the installation of sharrows, traffic signal improvements, and bike boxes to allow for safe turns by cyclists.

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 staff, Village elected officials and staff, and members of the Consultant Team. Following the site visit, a Design Ideas Workshop was held in June with Village staff, Oneida County 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. Demolished structure lot to be incorporated into overall park design
B. Opportunity for welcome signage on either side of Genesee Street
C. Upgrade crosswalk across Oxford Road
D. DPW opportunity for painted pathway to Recreation Center
E. Recreaction Center
F. Parking lot
G. Mill Street to Recreation Center driveway is Village-Owned; to ramp is DOT-Owned
H. Crosswalk needed on Mill Street to parking lot
I. Oxford Road Common Bike Route
J. Sidewalk replacement needed to Route 8 (not in DOT scope)
K. Pearl Street - add crosswalk from church to medical center; with crosswalk beacon
L. Genesee Street TAP application - sharrows proposed, there is an opportunity to continue the bicycle network beyond the project area to surronding communities
M. Post Office
N. Village Hall
O. Parking lot
P. BOA opportunity
Q. Welcome signage opportunity
R. Shopping center, pedestrian destination
S. New Hartford Shopping Center

Section 2: WALKING ACCOMMODATIONS

Inventory & Analysis

The project area currently provides sidewalks along most roads with crosswalks at intersections along both Genesee Street and Oxford Road. In the vicinity of Village Hall, sidewalks are 18′ wide and outdoor dining exists on the sidewalk outside of several restaurants. Sidewalks are generally in good condition but there are some gaps in infrastructure.

Sidewalk replacement is needed along Campion Road, when traveling away from the Village towards the New Hartford Post Office, before reaching the intersection of the NYS Route 8 ramps. On the other side of the Village the sidewalks along Mill Street do not extend the length of the roadway all the way to the entrance of the parking lot for Oxford Road and Genesee Street businesses nor past the New Hartford Public Works Department building. The northern sidewalk ends at the CNY Family Practitioners, where the existing delineated parking lot is encroaching on the Village's right-of-way, creating a potential barrier to pedestrian improvements at this location. Pedestrians, particularly students from the New Hartford High School, walk to and from the school via the Recreation Center through the parking lot and cross Mill Street to reach businesses on Genesee Street. The Village had previously invested in improving the safety of students at this crossing point, and as recently as 2018, painted words on Mill Street the importance of child safety. As of 2022, the painting has since faded, and there is no dedicated pedestrian infrastructure from the Recreation Center to Mill Street, no crosswalk across Mill Street, and no pedestrian infrastructure along 42nd Street to assist with traversing the numerous parking lots.

There are signalized pedestrian crossings along Genesee Street at the intersections of Oxford Road and Campion Road, Pearl Street and Paris Road, the New Hartford Shopping Center, and the Village Point Apartments. There are also standard pedestrian crosswalks at Park Street and Pearl Street and additional crosswalks along Genesee Street driveways in the business district.

NYSDOT has a project proposed (PIN 2806.53) that will make improvements to the walking and bicycling accommodations along Genesee Street in the Village. The Village would like to build on these improvements and add additional crosswalks and ADA curb ramps on Pearl Street and Park Street, Oxford Road and Park Street, and Mill Street and Oxford Road.

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 Village. 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.

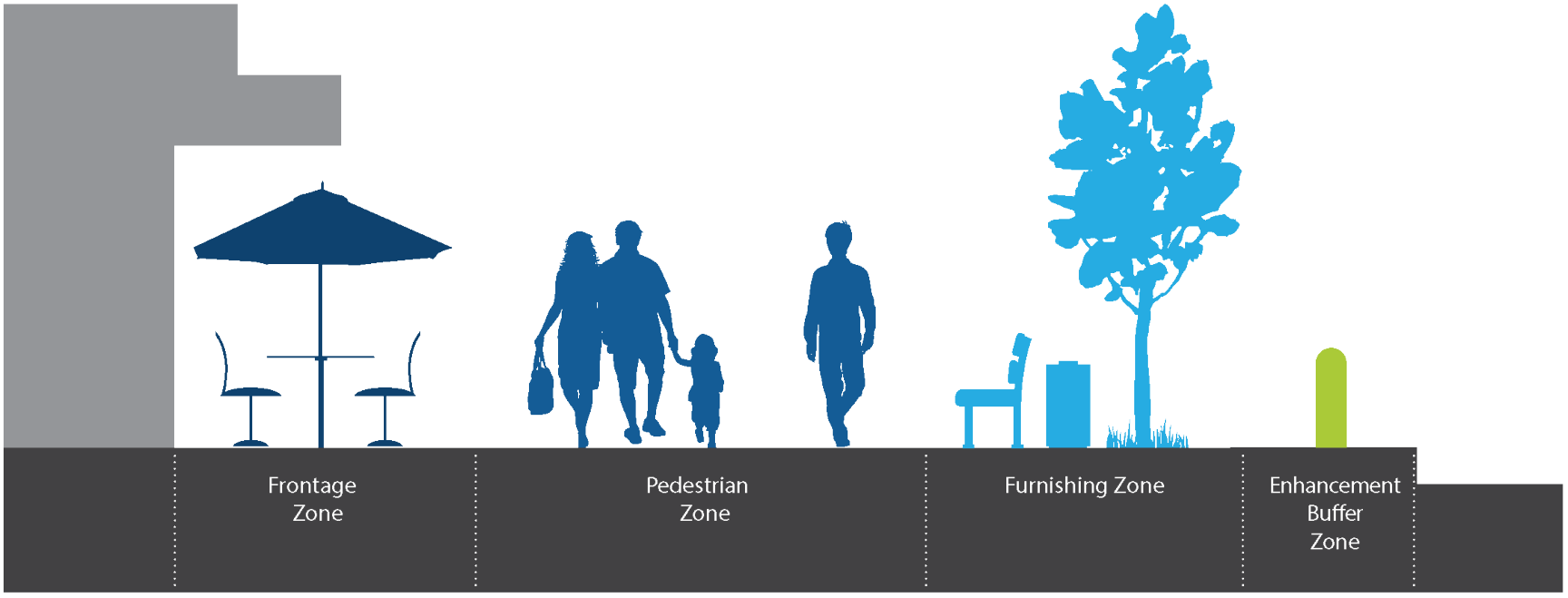
Attention to detail with sidewalk design, use, and maintenance is critical to the Main Street Program. A standard 5′ wide sidewalk, free of obstructions may be sufficient in a general neighborhood setting, however, to facilitate the varying movements that occur in the sidewalk zone in downtown or main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

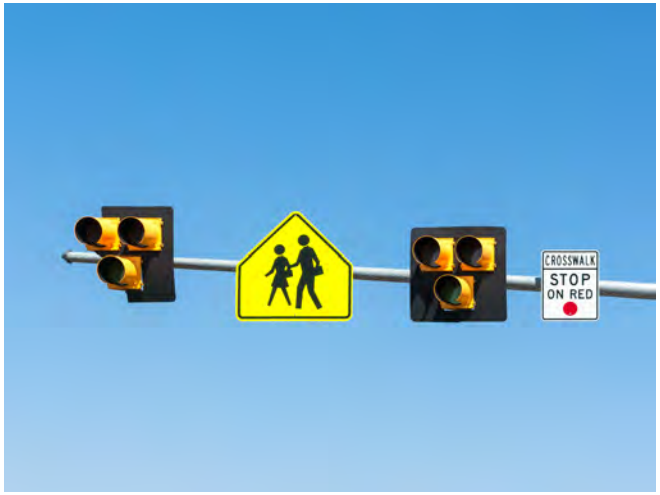
Beacons

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

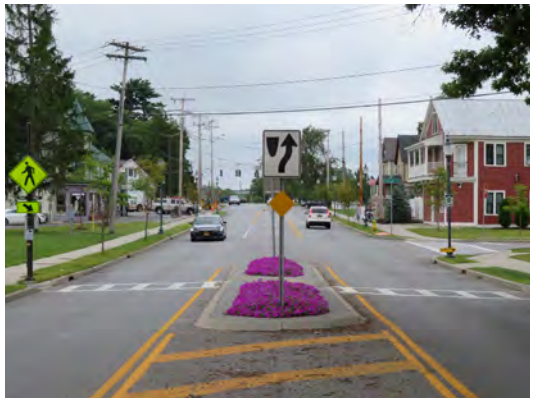
Provide a protected space in the middle of the street to help people walk safely across the street. On wide streets, refuge islands can make a long crossing distance safer by providing a safe waiting space for pedestrians and can work to increase driver attention. Refuge islands can be installed at signalized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

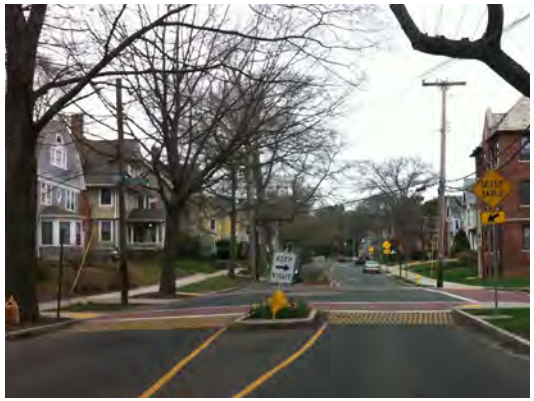
Raised Crossings and Intersections

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

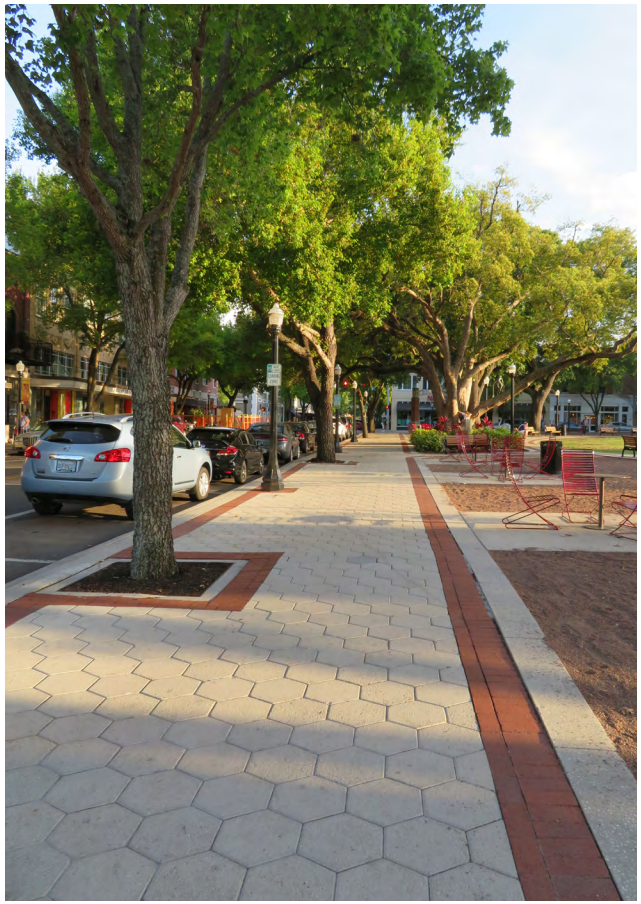
Extend the sidewalk and align with the parking lane. They can be implemented at intersections and mid-block crossings. They reduce crossing distances for pedestrians, slow turning vehicles, calm traffic, and improve pedestrian visibility. In the short-term, curb extensions can be installed using paint,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

The Village of New Hartford has identified several projects that will enhance the pedestrian environment in its downtown. A Ruby Lake glass path is proposed along Mill Street in front of the DPW garage to connect existing sidewalk from the Village Park area to the Recreation Center. This path would organize pedestrian and vehicle traffic at the DPW garage entrance and formally connect the Village's signature recreational assets. Across the NYS Route 8 ramp, a new crosswalk would connect the Recreational Center to parking lots on the opposite side of Mill Street. This path would travel through numerous parking areas, using 42nd Street to eventually connect to Genesee Street. The formalization of the existing footpath will significantly improve pedestrian safety and organize an area of high conflicts between vehicles and pedestrians.

Crosswalk improvements and ADA curb ramps are proposed for Pearl Street and Park Street, Oxford Road and Park Street, and Mill Street and Oxford Road outside of the NYSDOT project area (PIN 2806.53). Improving crossings at these key areas of the Village core will create a safer and more comfortable experience for park users, schoolchildren, church parishioners, and patrons of Genesee Street businesses.

Section 3: BICYCLING ACCOMMODATIONS

Inventory & Analysis

There are no formal or dedicated bicycling accommodations in the project area along Genesee Street and no off-road trails or path systems within the heart of the Village of New Hartford. During site visits, bicyclists were observed biking along Oxford Road, Pearl Street, and along the sidewalk on Mill Street. Old signage was observed for a bicycle route on Genesee Street, however this signage did not connect to additional signage nor linking to a currently recognized trail system. It was relayed that bicyclists are becoming more common site within the Village, especially on the south side of Genesee Street where the main residential area exists.

A NYSDOT project for Genesee Street (PIN 2806.53), which is scheduled for construction in 2023, will provide sharrows and introduce bike boxes along Genesee Street.

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

The Village would like to include bicycle accommodations as part of its Main Street planning effort. Outside of the NYSDOT Rehabilitation Project (PIN 2806.53), the Village would like to introduce sharrows in the short-term and, in the longer-term, create a shared use paths (sidepaths) on both sides of Genesee Street. These 10′ wide sidepaths could accommodate pedestrians and cyclists from Huntington Place to the border of the Town of New Hartford. In constrained areas, the sidepath could be narrowed to a minimum of 8′. Projects to install streetscape amenities and street trees are also proposed, both of which will enhance and improve the bicycling environment in the Village. These improvements will assist the Village of New Hartford in formalizing its bicycle network.

In the future, there is an opportunity to tie this new infrastructure to adjacent communities (particularly the Town of New Hartford and the City of Utica) to create a larger continuous network of existing bike lanes, paths, and trails in Oneida County. The 2019 Herkimer & Oneida Counties Bicycle & Pedestrian Trail Guide highlights existing trails and connectivity opportunities. The Village can support cycling by installing bicycle route signage and by installing bike racks at key locations such as at the Village Park, Recreation Center, and in municipal parking lots adjacent to Genesee Street businesses.

Section 4: GREEN & PUBLIC SPACES

Inventory & Analysis

The corner of Genesee Street and Oxford Road is home to a park that is the heart of the Village of New Hartford. This park currently has lawn area, walking paths and sidewalks throughout and along the edge of the park. Internal to the Village Park is a memorial, benches, garbage cans, pedestrian lighting, a pavilion, and numerous mature deciduous trees. The park is accessible from all directions from the existing sidewalk and roadway network. Additional crosswalks and new sidewalks and ADA curb ramps installed as a part of the NYSDOT Rehabilitation Project and through this program, the park could be made even more accessible. The Village previously demolished an existing restaurant to incorporate the corner parcel at Genesee Street and Oxford Road into the park. The Village has formed a committee to determine the appropriate amenities for this park. The Village noted that low maintenance benches are desired within the Park.

There is also an active public space at the Recreation Center off Mill Street. Adjacent to the Recreation Center is a soccer field and behind it is a playground with several play structures, swings, benches, garbage cans and other amenities. Between the Recreation Center and the Public Works Department building are two tennis courts. This recreational and green space is linked directly with the New Hartford Central School campus. This area has continuous activity and is utilized by residents and visitors to the Village.

At the corner of Genesee Street and Campion Road is a pocket park that includes landscaping, mature trees, a memorial, and small pavilion. There is also unprogrammed open space at the corner of Genesee Street and Paris Road that includes benches, garbage cans, and a small pavilion.

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 Village of New Hartford:

- *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

The Village is proposing several projects to enhance green and public space. The proposed changes will provide highly desired improvements to facilities for numerous families that live near the park and visitors to the heart of the Village. As walking and bicycle improvements are made in the Village, even more families will be able to easily utilize these improved public spaces.

Enhancements and expansion of the park at the corner of Genesee Street and Oxford Road are proposed to define the space. These efforts take advantage of a new opportunity, afforded by the recent land acquisition and structure demolition, to create a highly visible, signature public space. The introduction of music play structures would activate the space and make the Village Park more visible, audible, and integrated into activity at the core of the Village. A walking path, lined with swing benches could provide more passive opportunities to enjoy the Genesee Street corridor and the Village Park. Lining a visible walkway, such as the park entrance at the corner of Genesee Street and Oxford Road, with such amenities would add visual interest at an important node in the Village. Along with these features, gateway signage could welcome visitors to the park and support defining the Village core at this key location. This project will also include the installation of protective barriers along Genesee Street, screening of existing security cameras, and additional park amenities.

Sidewalk and crosswalk improvements are proposed to better facilitate pedestrian connectivity from Oxford Road along Mill Street using Ruby Lake Glass. A crossing over Mill Street and defined pedestrian connection to the Recreation Center, adjacent fields, and playground using high visibility crosswalks and markings, is also proposed.

This Plan supports the Village working to bring back its urban street tree canopy through a street tree program. The Village would like to add street trees along Genesee Street and there are opportunities to increase coverage along Campion Road. To support re-treeing of the Village, as part of this Plan the Oneida County Street Tree list was developed.

The Street Tree List considers size, disease and pest resistance, seed or fruit set, form, growth rate, and environmental tolerances; the list is in Section 11. The recommended trees on this list were selected because of key characteristics and will thrive in the majority of soil and climate conditions throughout Zone 5 on the USDA Plant Hardiness Zone Map.

An Amenity Package was developed for the Village that can be used in green and public spaces. The Package presents options that are appropriate for the Village and includes benches, tables, trash receptacles, lighting, and signage. The Amenity Package is in Section 10.

Section 5: BUSINESS ACCOMMODATIONS

Inventory & Analysis

The heart of the Village along Genesee Street is a very traditional walkable area that hosts numerous diverse businesses including professional offices, wellness and fitness centers, a coffee shop, a jewelry store, restaurants, and small retail storefronts. Some businesses have been in existence for over 50 years while others have opened more recently. These businesses are integrated into a mixed-use land use pattern that includes public greenspaces and the edge of a higher density residential section of the Village. The walkable mix of uses in the Village core is supported by on-street parking opportunities along Genesee Street (particularly to the west where many smaller professional offices exist) and plentiful Village-owned off-street parking (located to the rear of business along the eastern portion of Genesee Street near the Village Park).

Some restaurants along Genesee Street have taken advantage of the wide sidewalk frontage zone (area between the building and through area of a sidewalk) to provide outdoor dining. More locations could conceivably take advantage of the wide sidewalks to introduce more outdoor dining. The mix of industry and new versus old has created a solid foundation for further economic development in the Village. It was observed that business signage is limited to a particular business and did not indicate the presence of shared parking, walkable connections between buildings, nor give a sense of easy accessibility.

Business activity in the Village is supported by the New Hartford Chamber of Commerce. The Village also holds a Memorial Day parade and there is an annual tree lighting ceremony in the park in front of the Village Point Apartments, in efforts to support the businesses and connect the community.

The Village has been hosting a Farmers Market that attracts people to the Village for several years. In 2022, it was held on Wednesdays from June to September in the afternoon (2 PM to 7 PM) at the Village Recreation Center. In addition to providing access to fresh produce, the Farmers Market also hosts live music that performs in the New Hartford Recreation Center for the duration of event.

The Village also advertises Small Business Saturdays to encourage solicitation of local businesses. Many of the local businesses host evening and weekend events throughout the Summer, which often features musical performances by local bands, drawing large crowds to the area many of whom drive to the location with the understanding that they will be able to secure a parking space in one of the Village's parking lots, found behind and adjacent to the businesses along Genesee Street.

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.

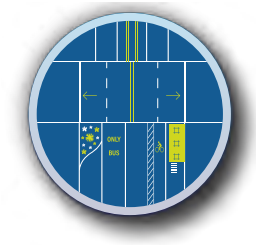
Elements of the Main Street Program that can benefit businesses are wider sidewalks for outdoor seating, wayfinding signage to orient visitors to key locations in the community, increased access to commerce for users of all travel modes, placemaking to create a welcoming business environment, and programming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

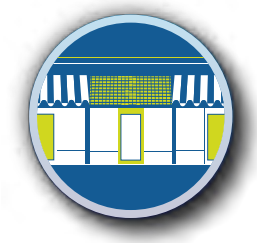
During the beginning of the pandemic as a response to complying with physical distancing requirements, many restaurants expanded their outdoor dining areas or established new outdoor dining areas. Outdoor dining interest remains strong, and there are ways to establish new areas through utilizing parking 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.



Curbside Pick-Up & Delivery Zones

One of the outcomes of the COVID-19 pandemic has been the increase in the need for parking for pick-up and delivery. Both online shopping and pick-up for restaurants, pharmacies, groceries, and other essential services have become expected for businesses. The community may want to consider designating curbside parking spaces or lanes to accommodate 10-minute pick-up and drop-off. During the pandemic, this sometimes was accomplished with temporary cones or other temporary signs but given how this is likely to be desired by businesses and their customers in the long-term, designated delivery and pick-up locations with signage could be made permanent. Periodic evaluation of how these spaces are utilized should be considered so that adjustments can be made if more or less space is needed for pick-up and delivery.



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.

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."

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.

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, Village 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 New Hartford, have a lot to celebrate – from their recreational, crossroads, and industrial history to their future potential.

Proposed Improvements

Continued investment in Genesee Street 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 municipal parking lots (at off-peak times or in cases of excess capacity) could accommodate events such as art fairs, food truck rodeos, and more. Food and beverage-themed event programming may be a particularly strong fit, as the Village is home to a diverse array of dining options, including regionally known establishments.

The Village of New Hartford would like to improve the wayfinding and informational signage system and focus on parking signage to make it simpler for business patrons to find parking. To support the businesses further, the introduction of gateway signage will be beneficial. Gateway signage is discussed in Section 6. This type of formal entrance can create a strong psychological indicator that one has arrived at a specific place and supports a cohesive identity for the Village as a recognizable destination to shop, dine, socialize, or conduct business.

The Village should attempt to support existing restaurants in expanding their existing outdoor dining capacity (tables, chairs, etc.) by coordinating the use of public places. Introducing outdoor dining opportunities in the public areas creates opportunities for food focused events and serve the dual purpose of attracting customers seeking this experience, while also activating key corridors in the Village.

To encourage economic activity within the project area, the Village 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 installment 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. HOCTC's 2021 Electric Vehicle Charging Station Plan encourages municipalities and businesses to install 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 Level 2 EV charging stations. EV Charging stations could be added to Village owned parking lots to include the Recreation Center, parking lot off 42nd Street, behind the Village Hall, or introduced at other suitable locations near the core. There may be opportunities for public-private partnerships where businesses work with the Village to locate charging stations within privately held parking lots but allow public access. 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 Village of New Hartford has many attributes that support the Village as a destination. The sidewalks, street trees, on-street parking, pocket parks, Village Park, building locations and facades, mix of commercial and residential, and street lighting all work together to establish a cohesive identity for the Village. The character of the area and density of buildings in the core depicts a quaint and vibrant area that is attractive for those wishing to window shop and visit restaurants. The Village has a historic identity, with the charm of a New England village and is enjoyable place for people to visit and live. The volume of traffic and lack of organization of the street for vehicles, pedestrians, and bicyclists create some conflict points which will be improved through the NYSDOT Rehabilitation Project and proposed projects in this Plan.

There are opportunities to build upon these desirable attributes. In particular, the Village Park has new, unprogrammed frontage at the highly visible Genesee Street and Oxford Road intersection. Campion Road has more of an industrial feel and therefore gives the impression of a less walkable environment. The gateway signage at the Village borders is currently minimal, standard roadway signage. Enhancing wayfinding within the Village is critical to placemaking and to support the existing commercial investments, spur new development, and redevelopment opportunities.

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 Village of New Hartford. 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 Village.

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 Village of New Hartford 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 Village is proposed. All streetscape amenities don't need to be the same throughout the Village. 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.

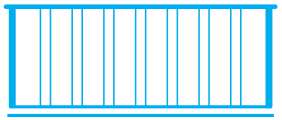
Bicycle Racks to Avoid

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 are an effective and simple placemaking tools, allowing 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

Building on its existing defining attributes, there is an opportunity to enhance the sense of place in the Village and further encourage residents and visitors alike to visit and live in the Village. Wayfinding and gateway signage will further define the Village and can leverage the existing themes. Implementation of a streetscape program would complement existing amenities in the public realm and create new improvements at the Village Park to establish a clearly identifiable core area in the Village, which could then be carried through to other areas, creating a sense of cohesion within the Village.

A proposed painted walkway using Ruby Lake Glass will formalize the sidewalk that is currently covered by asphalt along the Public Works Department frontage on Mill Street and highlight the route by creating a more distinctive, and unique pedestrian element. The formalization of this asset also directly enhances accessibility to the Farmers Market at the Recreation Center and formalizes the path.

Wayfinding and gateway signage will promote a sense of place and help guide people throughout the Village. The wayfinding component is critical to help people move throughout the Village with gateway signs, pedestrian kiosks, and educational/interpretive signs that are helpful for both visitors and residents. The Village is proposing to install welcome signage in the form of a monument sign at Campion Road and two backlit letter signs on existing stone retaining wall at the Genesee Street intersection at the NYS Route 8 ramp to create a clear visual indicator that travelers have left the City of Utica and entered the Village. Directional signage at key intersections, will help the traveling public to locate attractions such as the Village Park, Recreation Center, Farmers Market, school, shopping, and restaurants. The Village will focus on parking signage, as part of the wayfinding signage program, in an effort to support businesses by promoting the ease of access to the Village's plentiful existing off-street parking. As part of the installation of parking signage, the Village should undertake an outreach effort to educate the traveling public on the signage and its purpose.

The Amenity Package in Section 10 details streetscape amenities that are appropriate to the Village. The selected amenities include benches, tables, waste receptacles, bike racks, 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 recommended colors. Based on conversations with the Village of New Hartford, traditional and hybrid styles of streetscape furniture are recommended to go along with its theme. Multiple colors and features are available for these options, but wood with metal accents of green and grey are recommended based on colors currently utilized in the Village.

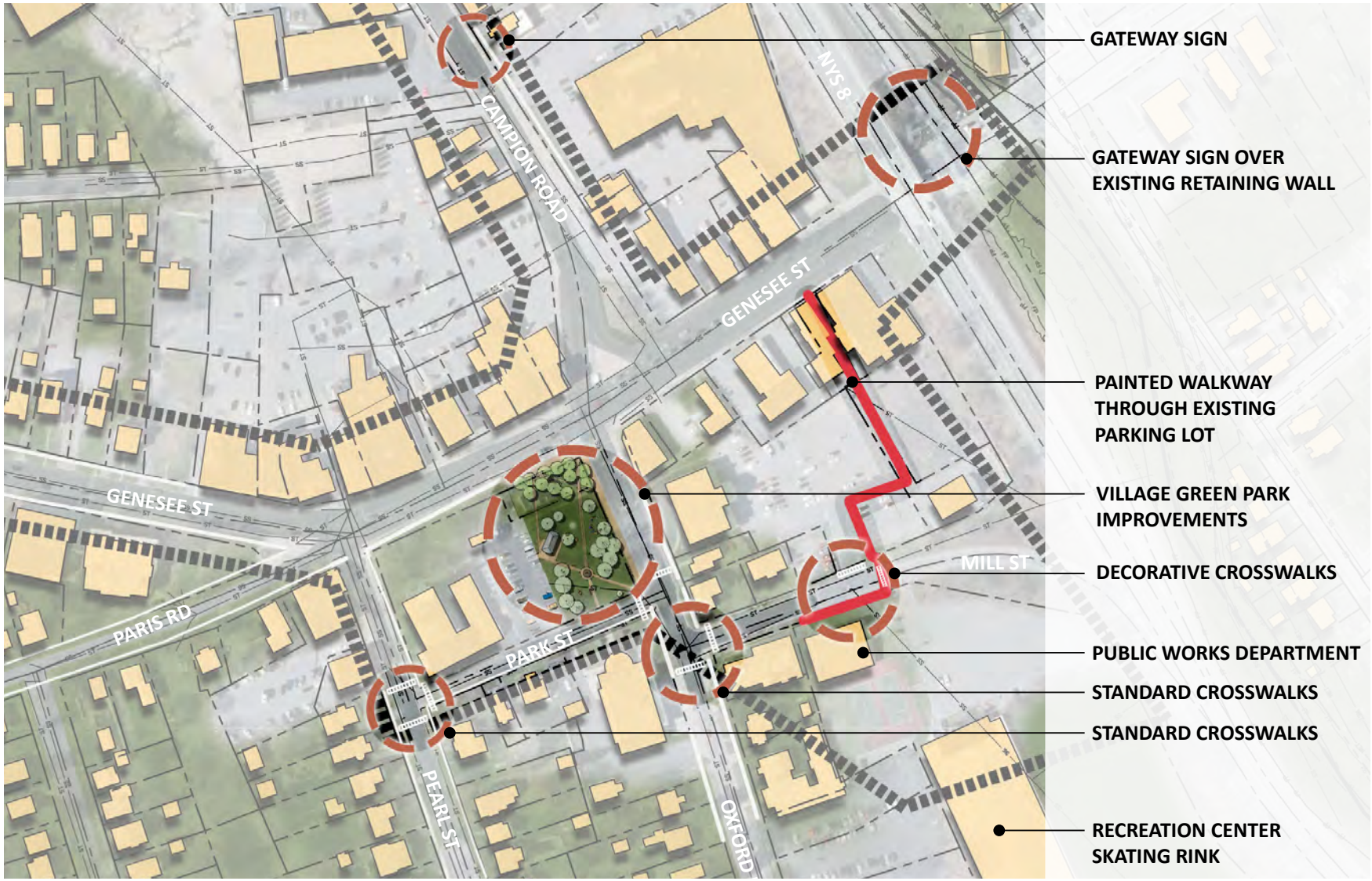
Section 7: CONCEPT PLANS & VISUALIZATION

Potential Outcomes

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

- Park Improvements
- Welcome Signage
- Wayfinding Parking Signage & Education Effort
- Temporary Farmers Market Signage
- New Pedestrian Accommodations to the Recreation Center & Genesee Street
- Pedestrian Improvements
- Genesee Street Bicycle Accommodations
- Street Tree Program
- Streetscape Program
- Level 2 EV Charging Station

Locations of Proposed Main Street Program Improvements



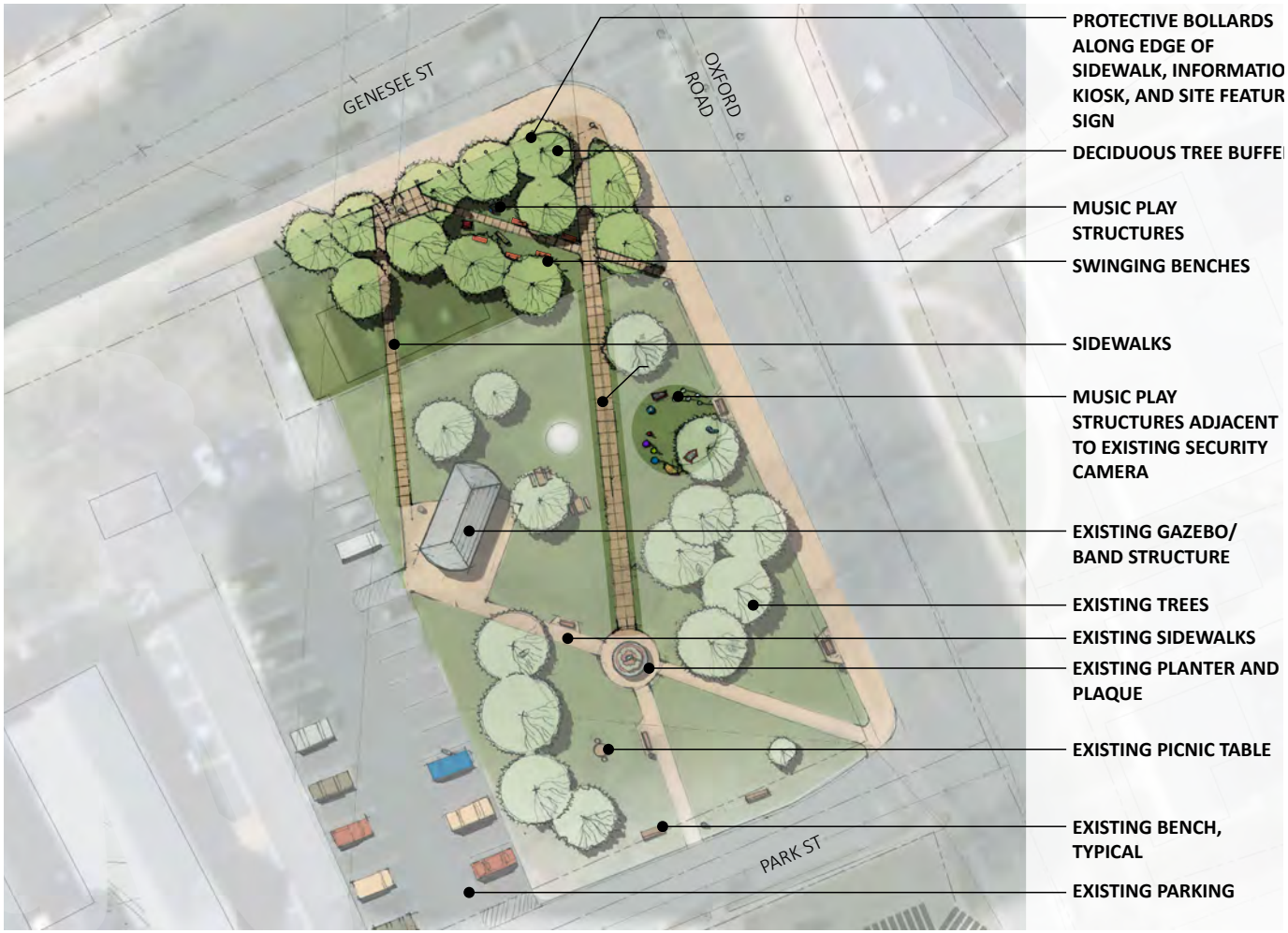
Park Improvements

The Village of New Hartford made a strategic investment in placemaking and quality-of-life for Village residents and visitors with the purchase of the commercial property adjacent to the existing Village Park. As a result, improvements are proposed to define and program this new space. Specific streetscape and park amenities will be selected with local input and involvement of the Park Committee. These changes will result in a striking transition from the underutilized, generally unprogrammed open space to an activated, highly visible community asset.

The addition of protective barriers (such as breakaway bollards) would enhance safety by providing physical separation along the busy Genesee Street corridor. Swing benches are proposed to provide additional seating and a unique aesthetic along pathways. Screening of existing security cameras with perennial landscaping (such as ornamental grasses) would beautify the park space. Street trees along Genesee Street and Oxford Street would continue the parklike aesthetic throughout the Village core.

Signature amenities would take advantage of the valuable frontage at Genesee Street and Oxford Road. There is an opportunity to create a strong visual impact at this important node by incorporating park entry signage and creating an interesting viewshed of unique features of the park. Such views could highlight proposed improvements that celebrate the Village's strong music culture.

Amenities such as a children's musical instrument installation would provide visual interest and activate the newly expanded park space. Musical installations could tie into the tradition and notoriety of the New Hartford School Marching Band and musical program. The Village is also interested in improving and expanding the park gazebo to better accommodate the New Hartford Citizens Band performances on Wednesday nights. Such improvements would support the band as an important community asset and provide for continued enjoyment of its performances in the park are a key cultural attraction in the Village.



Music Play Structures Manufactures

Fixed Hanging Chimes

Durable Hard Plastic Xylophone

Manta Ray Chimes

Contrabrass Outdoor Chimes

Links

https://www.playlsi.com
https://www.byoplayground.com/categories/outdoor-music
https://groundsforplay.com/music-playgrounds

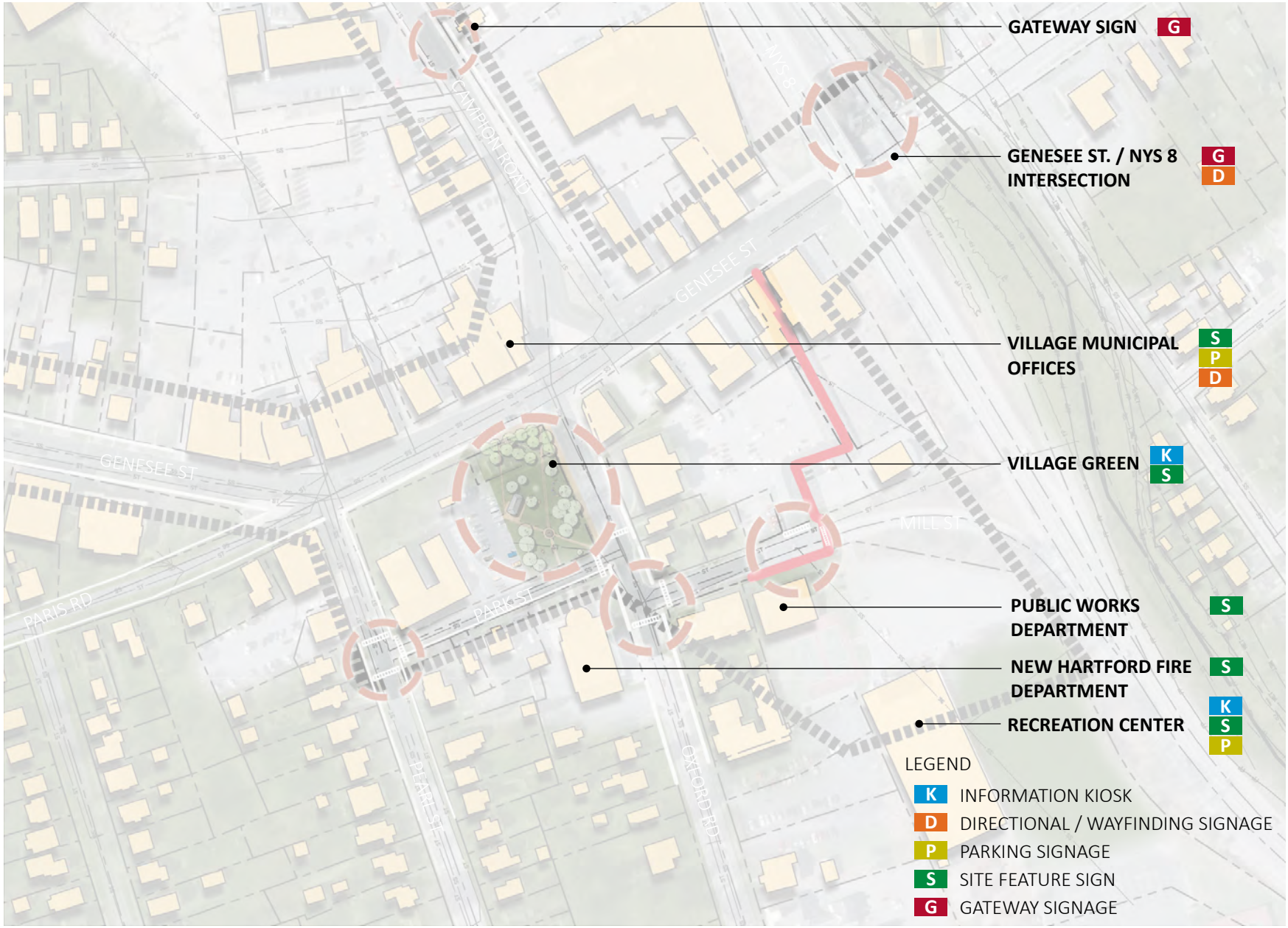
Welcome Signage

New signage will provide a welcoming entrance to the main section of the Village. Monument style signage will be placed on Campion Road, just south of the NYS Route 8 ramp intersection. This is a high-volume access to the Village and may serve to calm traffic entering. Another monument sign using backlit letters will be placed on the existing stone retaining walls at the Genesee Street intersection with the NYS Route 8 ramps. This placement will define the Village boundary from the City of Utica. The welcome signage can be supplemented with seasonal plantings to draw interest.

Wayfinding Parking Signage and Education Effort

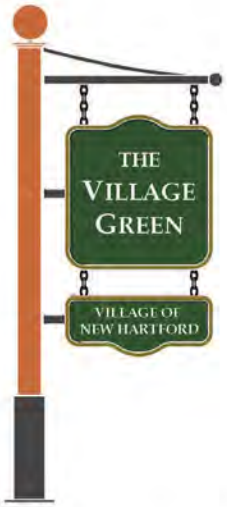
This project includes the installation of wayfinding and informational signage in the Village. This signage would be scaled to the traveling public and assist them in accessing key destinations within the Village and parking. Pedestrian wayfinding would promote existing assets and points of interest such as the Village Park, Recreation Center, and areas to dine and shop. Physical signage coupled with an educational effort, such as information on the Village webpage or a map on informational signs could help promote awareness of existing off-street parking facilities. This would help alleviate demand for on-street parking and reduce perceptions of parking being unavailable at peak hours. Appropriately directing pedestrian, bicycle, and motor vehicle traffic will reduce conflict between these modes and create a more comfortable and welcoming atmosphere for those spending time in the Village.

A cohesive wayfinding signage template is proposed that incorporates several sign types including a gateway sign, an information kiosk, a site feature/identification sign, a directional sign, and a parking sign. Suggested locations for wayfinding and gateway signage are proposed on the map below. The information kiosks are proposed to be installed at the Village Park and at the Recreation Center. The kiosks would note the current location ("you are here") and provide community information. There is an opportunity for proposed wayfinding and signage for the Village of New Hartford to complement that of the Town by sharing a similar aesthetic.


GATEWAY SIGN G
GENESEE ST. / NYS 8 INTERSECTION G D
VILLAGE MUNICIPAL OFFICES S P D
VILLAGE GREEN K S
PUBLIC WORKS DEPARTMENT S
NEW HARTFORD FIRE DEPARTMENT S
RECREATION CENTER K S P
LEGEND
K INFORMATION KIOSK
D DIRECTIONAL / WAYFINDING SIGNAGE
P PARKING SIGNAGE
S SITE FEATURE SIGN
G GATEWAY SIGNAGE
CAMPION ROAD
NYS 8
GENESEE ST
GENESEE ST
MILL ST
PARIS RD
PARK ST
OXFORD RD

Gateway Signage Example

Information Kiosk Example



Site Feature Signage Example

Directional Signage Example

Parking Signage Example

Temporary Famers Market Signage

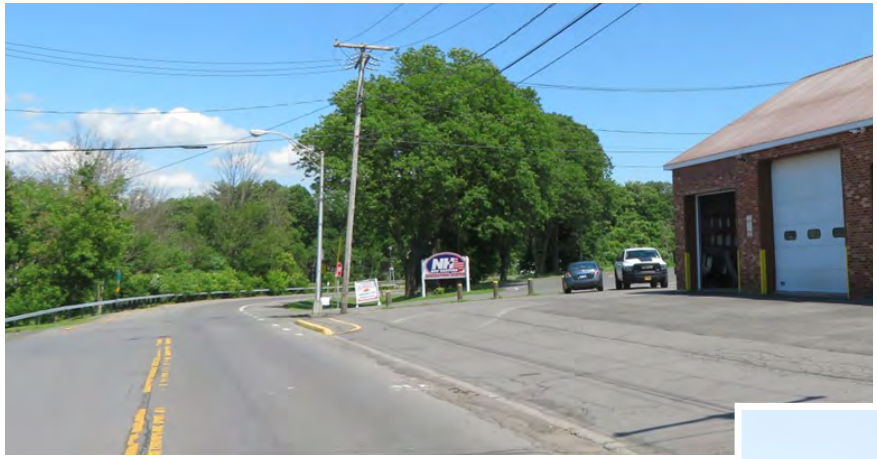
There is currently temporary Farmers Market signage during the Farmers Market season. To provide further wayfinding information to the seasonal Farmers Market (held at the Recreation Center in 2022), additional temporary signage could be installed directing shoppers to the area such as temporary freestanding signs as is used currently or yard signs along the route from the parking areas to the Farmers Market.

New Pedestrian Accommodations to the Recreation Center and Genesee Street

Formalized pedestrian accommodations are proposed from Oxford Road across the New Hartford Public Works driveway to the Recreation Center entrance. A proposed delineated path guides pedestrians across the Public Works driveway to the Recreation Center. A new crosswalk is across Mill Street would connect to a painted path along 42nd Street to where it intersects with Genesee Street. These improvements address safety issues in an area where there is existing and daily pedestrian activity. Blue Ruby Lake Glass, in a shade of dark blue following the color scheme of the New Hartford School District, could be used as a unique way to differentiate the walkway connecting to the Recreation Center as it crosses the Public Works driveway. Defining the pedestrian space in this area promotes the walkability of the Village and fosters a feeling of connectedness between businesses along Genesee Street and activity nodes (Recreation Center) located several streets away.

EXISTING

PROPOSED



EXISTING

PROPOSED

Pedestrian Improvements

Ladder crosswalks and ADA curb ramps are proposed at the intersections of Pearl Street and Park Street, Oxford Road and Park Street, and Mill Street and Oxford Road outside of the NYSDOT Rehabilitation Project area. These crosswalks upgrade the standard crosswalks and, in cases where crosswalks are missing, add them at informal crossings frequented by pedestrians. Since Village crosswalks connect to popular destinations, upgrades would promote pedestrian comfort to the benefit of those accessing the park, traveling between recreational amenities, or stopping into a local business. The new crosswalks will be more visible than those that currently exist, thereby increasing pedestrian safety and creating a more inviting walking environment.

Genesee Street Bicycle Accommodations

To support bicycling, sharrows outside of the NYSDOT Rehabilitation Project area (PIN 2806.53) are proposed to connect to the sharrows being installed by NYSDOT on Genesee Street. This would create a continuous bicycle loop from Oxford Road along Park Street to Pearl Street and Genesee Street. Starting at Huntington Place, it is proposed to convert the existing sidewalks to two 8-10' shared use paths on both sides of Genesee Street to the western border of the Town of New Hartford. Cyclists and pedestrians could use these shared use paths as a means of travel and as a recreational amenity. Additional engineering details regarding alignment for the shared use paths and improvements needed will be developed in consultation with NYSDOT.

Street Tree Program

There are a number of opportunities to replace street trees in downtown, in appropriate locations, to combat general tree loss in the Project Area. Street trees are needed along Genesee Street particularly along the Park. If there is not enough room for a street tree, planters can be installed. The addition of street trees to the downtown provides 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. The environmental benefits of street trees include natural shade, reduction of heat islands, heat protection for bicyclists and pedestrian, and air quality improvement to name a few.

Streetscape Program

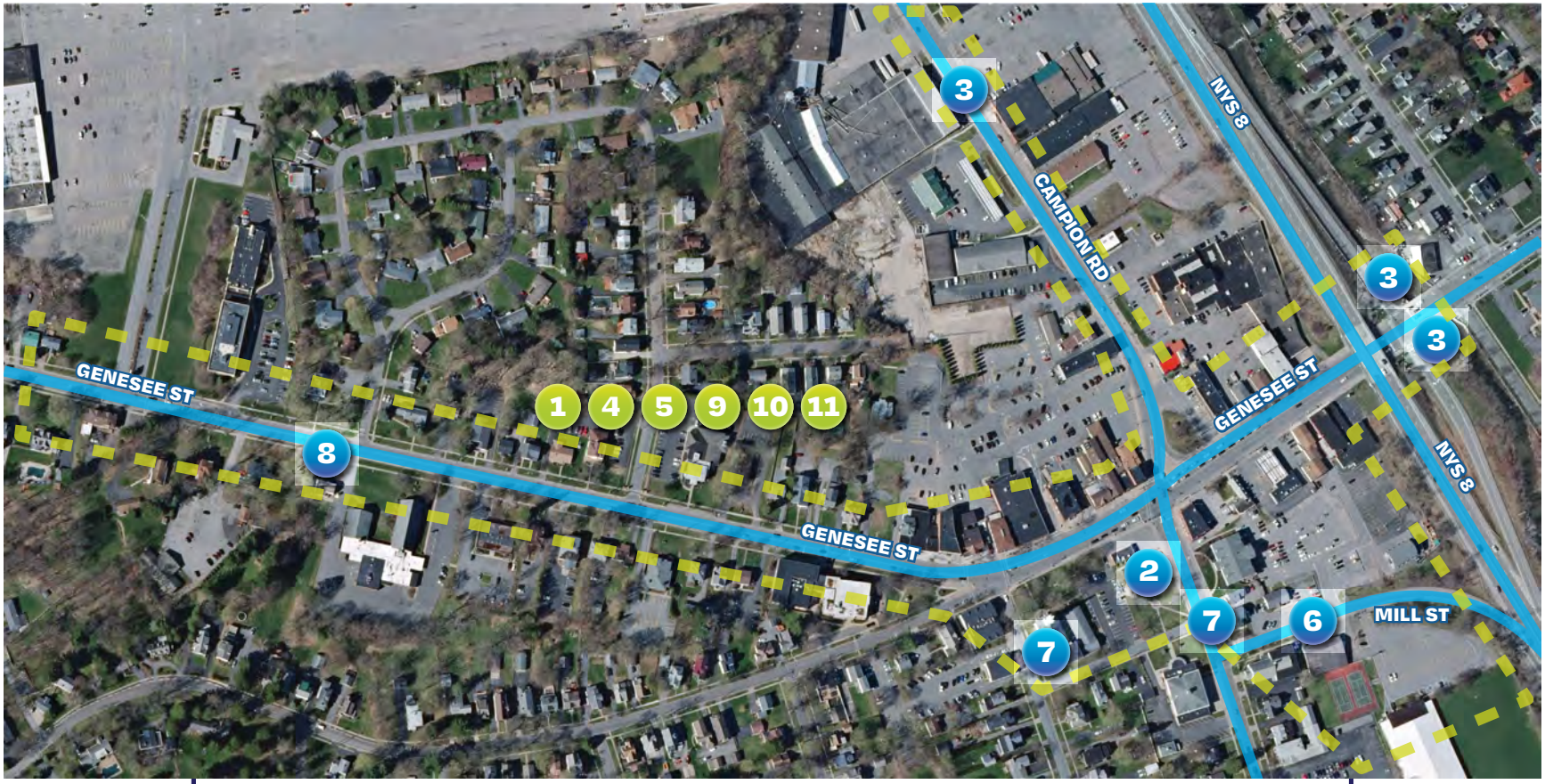
As part of the placemaking efforts, streetscape furniture is proposed along Genesee Street and in the Village Park. Amenities include benches, tables, chairs, and bike racks. Streetscape furniture will contribute to the business community by encouraging visitors and residents to spend time in the Village while adding a beautifying element to the area. The addition of streetscape elements can also promote cohesion of the Village and be combined with wayfinding signage in key activity nodes.

Section 8: CAPITAL PROJECT MAP & LIST

The Capital Project List for the Village of New Hartford 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 Park improvements
- 3 Welcome signage
- 6 New pedestrian accommodations to the Recreation Center & Genesee St
- 7 Pedestrian improvements
- 8 Genesee St bicycle accomodations

PROJECT AREA IMPROVEMENTS

- 1 Main Street Report
- 4 Wayfinding parking signage and education effort
- 5 Temporary Farmers Market signage
- 9 Street tree program
- 10 Streetscape program
- 11 Level 2 EV charging station

Oneida County Main Street Program - Project List for Village of New Hartford

ID#	Project Name	Project Type	Project Description	Location	Total Project Cost (est.)
1	Main Street Report	Planning & Design	Final plan document	Village of New Hartford	$36,300
2	Park Improvements[2]	Placemaking	Install park improvements including protective barriers along Genesee Street, screening of security cameras, and additional park amenities	Village Green	$86,900
3	Welcome Signage[2]	Signage; Placemaking	Monument sign at Campion Road and two backlit letter signs on walls at Route 8 intersection	Genesee Street / NYS 8, Campion Road	$347,600
4	Wayfinding parking signage and education effort[2]	Signage; Placemaking; Business Accommodations	Installation of wayfinding and informational signage	Project Area	$73,700
5	Temporary Farmers Market Signage[2]	Signage; Placemaking; Business Accommodations	Install temporary Farmers Market signage where needed	Project Area	$3,300
6	New pedestrian accommodations to the Recreation Center and Genesee Street[2]	Pedestrian Enhancements; Traffic Safety	New pedestrian accommodations across New Hartford Public Works driveway to the Recreation Center entrance; includes adding a crosswalk across NYS 8s ramp to 42nd St. connecting to parking areas to formalize footpath	Mill Street and 42nd Street	$97,900
7	Pedestrian Improvcments[2&4]	Pedestrian Enhancement; Traffic Safety	Crosswalk improvements (5 crosswalks) and ADA Curb Ramps (assumed outside of NYSDOT project)	Pearl & Park, Oxford & Park, Mill & Oxford	$112,200
8	Genesee Street Bicycle Accommodation[3&4]	Pedestrian Enhancements; Bicycle Enhancements; Traffic Safety	Sharrows and shared use path on both sides of Genesee Street to the border of the Town of New Hartford	Genesee Street (outside of NYSDOT scope of work to border of the Town of New Hartford)	$2,182,400
9	Street Tree Program[2]	Greenspace & Landscaping	Installation of street trees	Project Area	$184,800
10	Streetscape Program[3]	Placemaking; Business Accommodations	Install streetscape amenities	Project Area	$111,100
11	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:	**$3,727,700**

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 - Village Green, History

Attributes - Wood (Historic, Natural)

New Hartford	Bench	Table	Waste Receptacle	Bike Rack	Bollard	Planter	Lighting
Family A- Traditional (Budget) *Simple Style* *Mix of Wood & Metal* *Green / Grey finishes*							
Family B- Traditional (Affordable) *Ornate, overlapping shapes* *Mix of metal and wood* *Green / grey finishes*							
Family C- Traditional (Expensive) *Simple Forms* *Natural Wood* *Matte grey / green finishes*							
Family D- Hybrid (Budget) *Curved Shapes* *Floating, single posts* *Mostly wood*							
Family E- Hybrid (Affordable) *Stencil work in metal* *Metal* *Colors to be green*							
Family F- Hybrid (Expensive) *Curved Forms* *Natural material colors* *Mix of metal & wood*							

Benches
https://www.belson.com/Parkview-Style-Wood-Park-Bench-with-Steel-Frame
https://victorstanley.com/product/c-10/
https://www.landscapeforms.com/en-US/product/Pages/Wellspring-Bench.aspx
https://dumor.com/node/436
https://www.maglin.com/app/uploads/2020/09/mbe-0970-series_metal_2.jpg?x72621
https://www.landscapeforms.com/en-US/product/Pages/Gretchen-Bench.aspx

Tables
https://www.belson.com/Richmond-Collection-Recycled-Plastic-Picnic-Tables
https://victorstanley.com/product/c-9/
https://www.landscapeforms.com/en-US/product/Pages/Wellspring-Dining-Table.aspx
https://www.belson.com/Walden-Square-Picnic-Tables
https://www.maglin.com/app/uploads/2020/09/mtb-0510-series.jpg?x72621
https://www.landscapeforms.com/en-US/product/Pages/Gretchen-Picnic-Table.aspx

Waste Receptacles
https://dumor.com/node/156
https://victorstanley.com/product/rth-24/
https://www.landscapeforms.com/en-US/product/Pages/Wellspring-Litter.aspx
https://dumor.com/node/155
https://www.maglin.com/app/uploads/2021/06/mtr-0650-birch-pattern_1.jpg?x72621
https://www.landscapeforms.com/en-US/product/Pages/Gretchen-Litter.aspx

Bike Racks
https://dumor.com/node/492#slideshow-1
https://victorstanley.com/product/brbs-103/
https://www.landscapeforms.com/en-US/product/Pages/Bola-Bike-Rack.aspx
https://www.belson.com/Opal-Bike-Rack
https://www.maglin.com/app/uploads/2021/10/mbr-3100-series-bikerack_1.jpg?x72621
https://www.forms-surfaces.com/projects/royal-palm-beach-park

Bollards
https://dumor.com/node/278
https://www.maglin.com/app/uploads/2020/10/mbo-0500-series_1.jpg?x72621
https://urbanaccessories.com/product/st-louis/
https://www.belson.com/Newport-Series-Steel-Bollards
https://victorstanley.com/product/w114/
https://www.landscapeforms.com/en-US/product/Pages/Guide-Bollard.aspx

Planters
https://www.belson.com/Regency-Style-Wood-Planter-with-Steel-Frame
https://www.maglin.com/app/uploads/2020/09/mpl-1050-series_wood_1.jpg?x72621
https://www.landscapeforms.com/en-US/product/Pages/Plaza-Planter.aspx
https://www.belson.com/Commercial-Planters-Recycled-Plastic-Round
https://www.maglin.com/app/uploads/2020/09/mpl-0400-series_metal.jpg?x72621
https://www.landscapeforms.com/en-us/site-furniture/pages/all-planters.aspx

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*

Section 12: **APPENDIX**

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)