ONEIDA COUNTY

Main Street Program

Plan Report

CITY OF SHERRILL

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.

Table of Contents

Section 1: INTRODUCTION

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

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

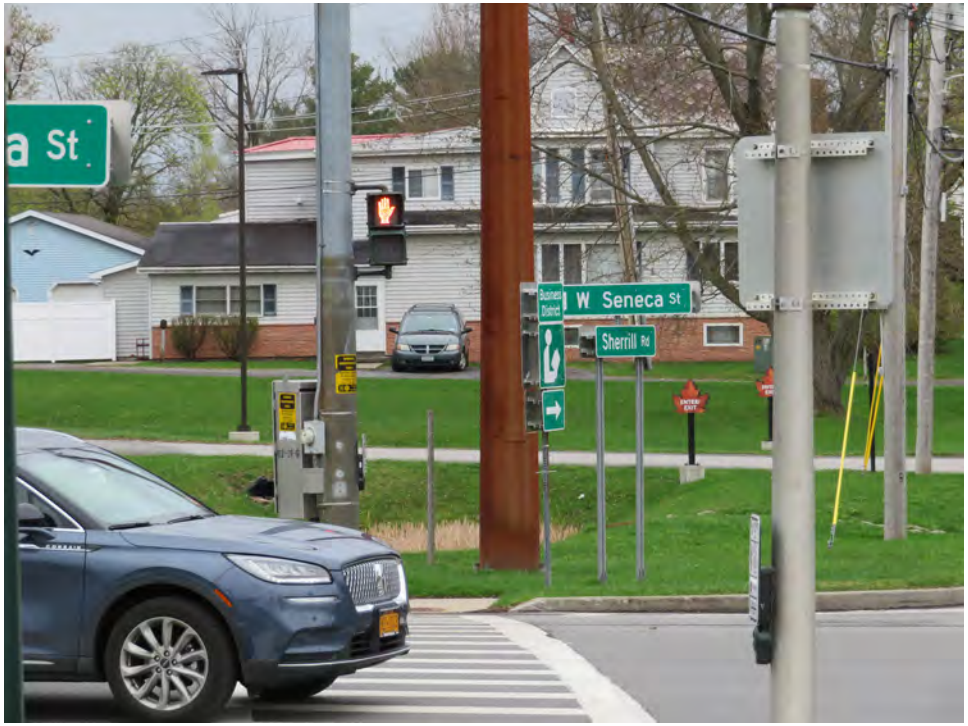
The City of Sherrill's project centers on increasing pedestrian walkability and accessibility by widening sidewalks, installing crosswalks and signage, improving roadway striping and lighting, and creating gateway signage. Additional focuses are improving accessibility to the City's commercial and manufacturing areas while simultaneously increasing greenspace, improving the aesthetics of the area to complement the industrial roots of the City, and creating opportunities for placemaking. The project area centers on NYS Route 5 at the intersection of Sherrill Road and extends east to Betsinger Road, south on Sherrill Road toward the core of the City, and north to East Seneca Street.

Background Information

The City of Sherrill is located at the western edge of Oneida County in the Town of Vernon, along the Madison County Border. NYS Route 5 runs along the east-west axis of the City and Sherrill Road runs along its north-south axis. Each corridor serves as a major commuter route for residents and accommodates travelers. Most of the City's businesses are located along these two roadways including a variety of small businesses and eateries adjacent to Sherrill Road, and several larger businesses, such as Grand Union, along NYS Route 5. Historically, the City has been the host of major industries of great significance to the regional economy, including Oneida Limited, founded in 1880. Today, a resurgence in manufacturing activity at the former Oneida Limited site (now Silver City Industrial Park) has resulted in notable vehicular activity along Sherrill's primary travel corridors. Freight vehicles, commuters, local business customers, and through traffic along NYS Route 5 all converge in the vicinity of the intersection of Sherrill Rd and NYS Route 5, which is lacking some pedestrian accommodations.

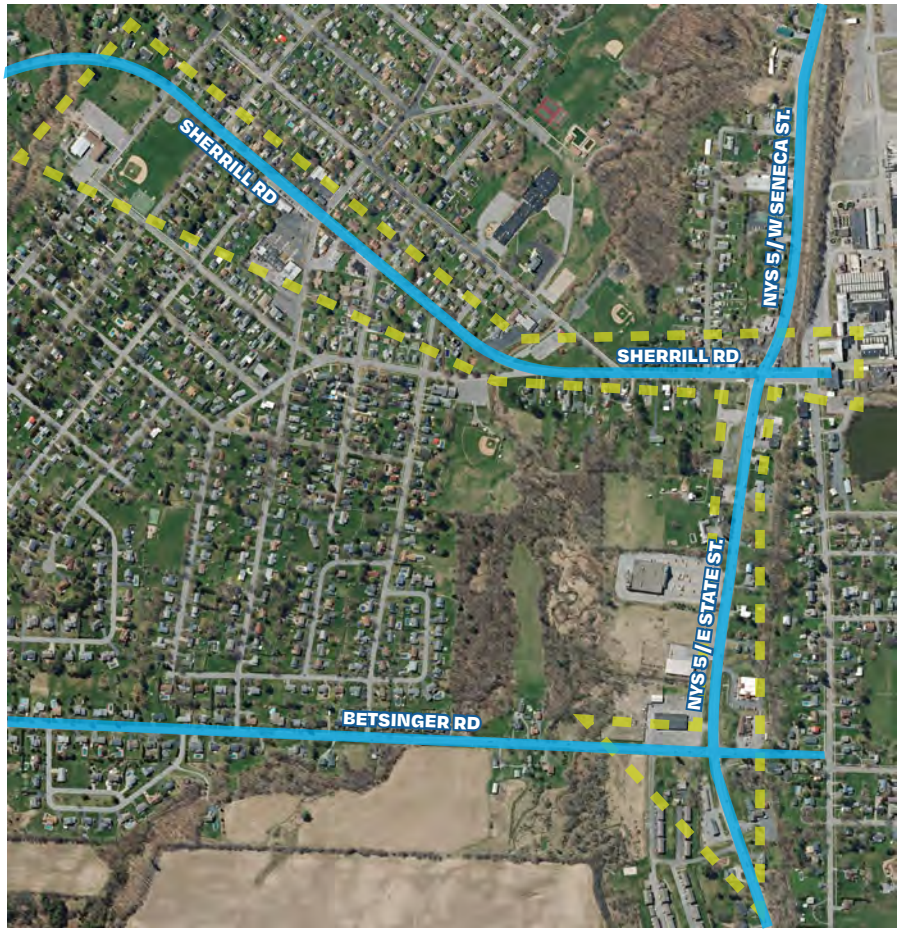
The City of Sherrill is the smallest city in the State of New York, according to the 2020 U.S. Census Redistricting Data, with a population of 3,077 residents within 2.3 square miles. Per the 2019 U.S. Census ACS 5-year Estimates, the population skews older as 19% are under the age of 18 and 26.5% are over the age of 65. The median age in the City is 48.5 years old, which is higher than that of Oneida County as a whole. In 2019, the percentage of residents in poverty was 6.9%. Factors influencing mobility include 14.1% of the City's population having a disability and 3.3% of households not owning a vehicle.

The City seeks to improve the walkability, pedestrian accessibility, and traffic safety conditions at NYS Route 5 and Sherrill Road and north of this intersection where Sherrill Road connects with the Silver City Industrial Park entrance. Both locations experience frequent freight activity, commuter traffic, and a lack of connected pedestrian infrastructure. The City's motivation for these improvements is amplified by the planned development of lofts and the potential for introducing additional new uses at the Silver City Industrial Park. This is a nexus of Sherrill's economic development activity. The City is also interested in beautifying its roadways, especially along the NYS Route 5 Corridor through the City and at the intersection of Sherrill Road and East Seneca Street. However, private land ownership is a potential obstacle to introducing additional walking accommodations and public amenities along these roadways.



The City of Sherrill was awarded a New York State Department of Transportation - Transportation Alternatives Program (TAP) grant in the 2018 round. The project is identified on the Statewide Transportation Improvement Program (STIP) as PIN 265059. This project focused on enhancing the non-automobile travel alternatives and network along NYS Route 5. The City of Sherrill contracted with an engineering firm to draft preliminary redesigns for portions of Sherrill Road and NYS Route 5. These designs were drafted in close collaboration with NYSDOT. The TAP project is included as part of the Main Street Plan and project, as it catalyzes to build future elements of the Main Street program, such as pedestrian accommodations, multi-modal travel options, and supporting economic development.

Final Project Area Map



Project Area

The project area is located at the intersection of Sherrill Road and NYS Route 5 and is inclusive of the stretches of roadway to the east (to Betsinger Road), north (to East Seneca Street), and along the portion of Sherrill Road that lies between East Noyes Boulevard and Ransom Avenue. These areas have been identified as regular travel routes for residents due to their proximity to commercial locations and employment hubs.

Commerce in the project area includes local eateries, small businesses, a dollar store, and food markets. These businesses are concentrated along NYS Route 5 and near the midpoint of Sherrill Road. Industrial uses and freight activity occur at the north end of Sherrill Road in and around the Silver City Industrial Park. The Industrial Park is home to Briggs and Stratton, Upstate Stone, and Sherrill Manufacturing. Land use in this area is transitioning toward becoming more mixed-use, with the addition of the Silver City Lofts housing in this historically industrial area.

The project area encompasses the entirety of the Betsinger Road intersection with NYS Route 5 to accommodate a nearby apartment complex that currently lacks pedestrian accommodations connecting residents to nearby businesses. This easternmost section of the City also serves as a psychological gateway into the community.

Vision & Goals

The City of Sherrill is investing in its major intersections, connecting roadways, and its downtown core to improve overall walkability and accessibility for its residents. The City has identified the project area as being of great significance to commuters that utilize several modes of transportation to access the various manufacturing and commercial jobs located in the immediate area. The City seeks to bolster accessibility to all modes for those trying to access Sherrill's businesses, amenities, and job hubs along its corridors. In the process, Sherrill hopes to introduce greenery, improve the overall beauty of the surrounding landscape, install public art pieces that highlight its industrial heritage, and provide a comfortable and inviting atmosphere for pedestrians.

The Main Street Plan for the City of Sherrill focuses primarily on pedestrian needs through the implementation of improved infrastructure such as wider sidewalks, improving existing roadway striping, new crosswalks, lighting, and creating gateway signage. Welcome and wayfinding signage will encourage additional visits to the small businesses along Sherrill Road and the businesses along NYS Route 5. The City also aims to introduce green amenities into the public realm and identify opportunities for new public spaces such as pocket parks. Sherrill is looking at ways to improve connectivity, walkability, and overall accessibility in these key areas.

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 August 2021, Planning Department staff met with local leaders to discuss the opportunity for spurring economic activity in Sherrill's core, improving the Silver City Industrial Park entryway on East Seneca Street, and facilitating safe pedestrian crossings for residents of Meadowview Town Homes. During this meeting, goals for Sherrill became apparent, including accommodating pedestrians seeking to commute to work or access local businesses, introducing greenspace, and streetscape beautification.

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, City staff, the City's consulting engineer for the TAP project, and members of the Consultant Team. Following the site visit, multi-modal transportation options, streetscape amenities, and project ideas were refined.

The outcome of the site visit 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. Industrial Park (Sherrill Manufacturing, Briggs & Stratton, etc.)
B. Future high end loft building renovation of former administration buildings
C. Meadowview Town Homes
D. Route 5 pedestrian connection to Maple Leaf Market Gas Station - potential for new pedestrian signal & crosswalk
E. Lands of Oneida Nation
F. Lands of Oneida Nation
G. Potential opportunity for City of Sherrill welcome sign in lawn at intersection - Route 5 pass-through, signage should signify when you are entering & exiting Sherrill, State indicated to City to keep pull-off area
H. Former old rail bed
I. Business District, sidewalk on north side of road, sidewalk construction is difficult due to property ownership - opportunity for dog waste bin, trash receptacle, small rest stop
J. Sidewalk opportunity on Betsinger Road
K. Work outside ROW, main focus on southern side of the road
L. Location of Grand Union (formerly Tops)
M. Dog friendly park
N. Awkward entry location divided by concrete jersey barrier
O. Briggs & Stratton Warehouse
P. Potential for crosswalk
Q. Area of wetlands & stream (avoid)
R. Corridor to Business District, thrift shop, etc. - busy traffic area

Section 2: WALKING ACCOMMODATIONS

Inventory & Analysis

The City of Sherrill is a walkable community, with a 4-mile loop within the City limits and well-maintained sidewalks along many City streets, particularly within and expanding out from the center of the City. Sidewalks are generally 4-6' wide with some occasional wider sections such as along the small businesses on Sherrill Road.

Sherrill has been expanding its network of sidewalks over the past decade, connecting residential and commercial areas, and bridging divides created by wide higher speed roads. This expansion has been led by the City's Department of Public Works through their "Sidewalk Replacement Program" which repairs and adds new sidewalks when property owners request them. The funding for this project is split between the City which pays 70% of the cost and property owners which pay 30%. Through this program, a crosswalk bisecting East State Street has implemented that connected two sidewalk segments along the west side of Betsinger Road together. This crossing created new opportunities for integrating residential communities along the route.

Destinations such as the City Community Activity Center, Noyes Park, Robertson Park, EA McAllister Elementary School, the Sherrill-Kenwood Volunteer Fire Department, City Hall, to NYS Route 5, and many of the businesses located in the City already have connectivity providing easy non-vehicular access. However, there are opportunities to install additional ADA accessible sidewalks and parallel sidewalk connections in areas adjacent to NYS Route 5 such as the existing section of sidewalk at the Silver City Industrial Park entryway that is discontinued. There is no current pedestrian connection that links the existing sections of the sidewalk located on either side of the entryway. On Betsinger Road, there is currently no crosswalk for residents of the Meadowview Town Homes that safely connects them across Betsinger Road to access businesses along NYS Route 5 to the west. Additional pedestrian accommodations are an increasing priority for Sherrill considering the planned development of nearby residential housing units.

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 City. 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.

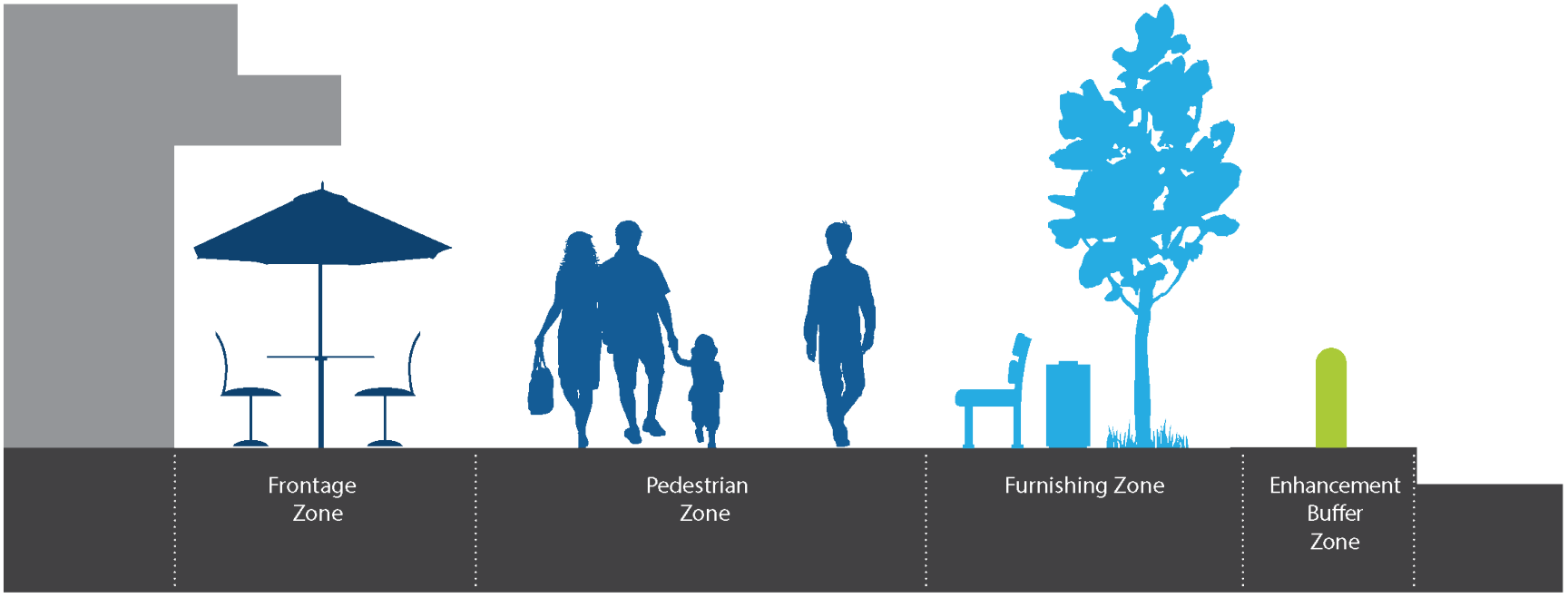
Attention to detail with sidewalk design, use, and maintenance is critical to the Main Street Program. A standard 5′ wide sidewalk, free of obstructions may be sufficient in a general neighborhood setting, however, to facilitate the varying movements that occur in the sidewalk zone in downtown or main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

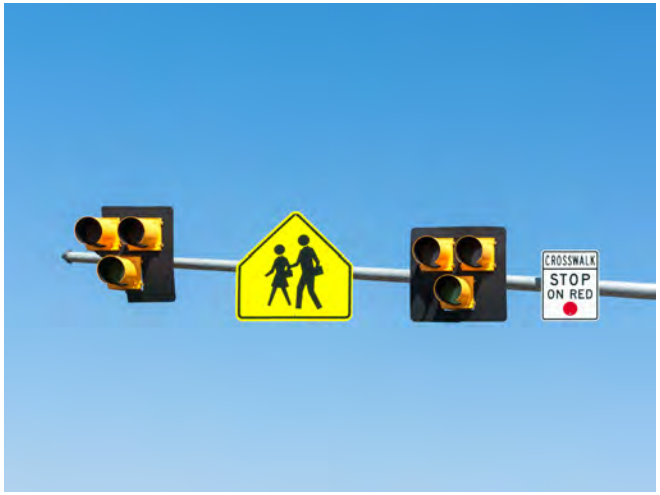
Beacons

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")

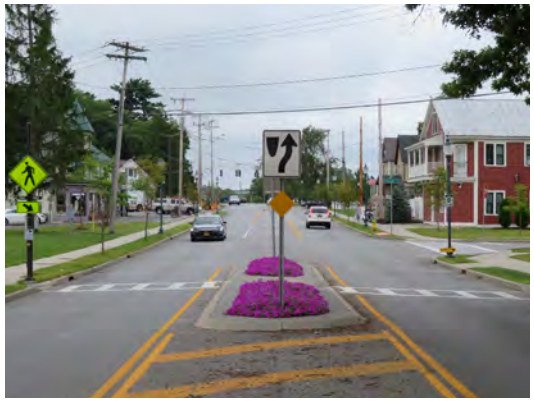
Overhead, pedestrian-activated signals placed at uncontrolled, marked crosswalks that, when activated, stop motor vehicle traffic, and allow pedestrians and/or people biking to safely cross the roadway. Pedestrian hybrid beacons are often installed at locations where pedestrians need to cross the street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



Crossing Islands & Median Treatments

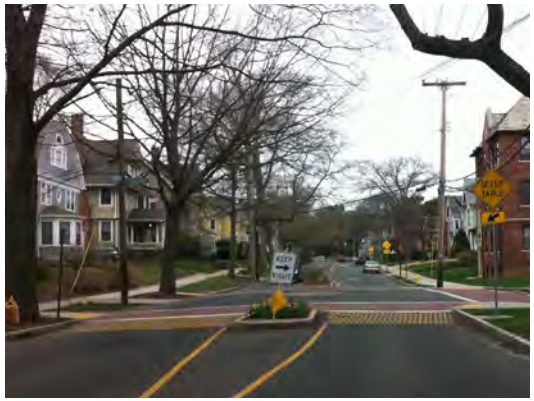
Pedestrian Refuge Island

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

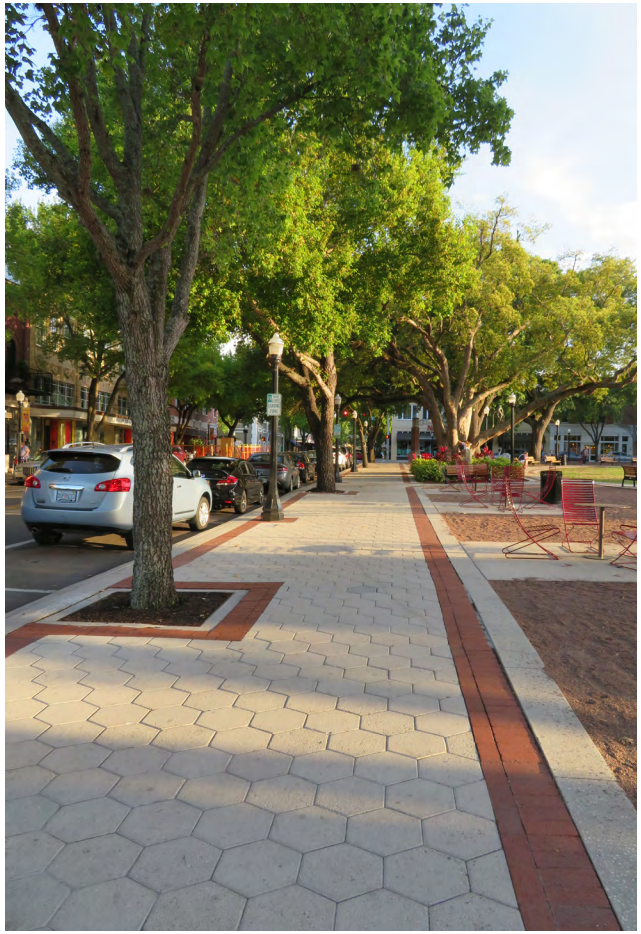
Extend the sidewalk and align with the parking lane. They can be implemented at intersections and mid-block crossings. They reduce crossing distances for pedestrians, slow turning vehicles, calm traffic, and improve pedestrian visibility. In the short-term, curb extensions can be installed using paint, 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 City of Sherrill currently has in-progress a NYSDOT TAP project which involves installation of a new 5′ ADA accessible sidewalk with streetscape improvements along NYS Route 5 from an existing sidewalk at Sherrill Road to Betsinger Road. The project will also connect to East Seneca Street at the Silver City Industrial Park. This sidewalk would connect several pedestrian destinations including the Maple Leaf Market, Corner Diner Too, Grand Union, and the Dollar General. The TAP project pedestrian improvements along NYS Route 5 and on East Seneca Street will begin to enhance pedestrian access and safety conditions for future residents of the Silver City Lofts that are under development. The project has a budget of $0.897M and is expected to be completed in 2023.

Sherrill's Main Street Plan proposes an additional project to build-on pedestrian accessibility and complement existing initiatives. On Betsinger Road at Meadowview Town Homes, the installation of an ADA accessible crosswalk and a Rectangular Rapid Flashing Beacon is proposed. This connection will provide comfortable pedestrian access to nearby businesses for residents of the Meadowview Town Homes and further activate the improved NYS Route 5 business corridor.

Section 3: BICYCLING ACCOMMODATIONS

Inventory & Analysis

The City of Sherrill currently has no dedicated bicycle infrastructure and there is not a significant desire or demand to add such infrastructure within the City at this time. However, the City promotes programming that provides resources and safety training for individuals interested in bicycling. For example, the City of Sherrill Recreation Department rents out up to 16 bicycles at no cost for City residents to use locally. In recent years, the City has also facilitated a "Bike Rodeo" program for youth and young adults in an effort to teach youth how to ride a bicycle and to distribute tips for riding safely.

Several long-term recommendations along with best practices and general descriptions follow in the next sections to provide educational information and ideas, should the City decide to pursue these types of improvements in the future.

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

To further enhance the bicycle element along this route, bike signage should be added in a manner consistent with the overall Oneida County goal of improving bicycling safety throughout the County. Within the downtown core, bicycle racks could be installed in the vicinity of businesses and eateries to improve access to these locations for individuals traveling by bicycle. Similar bicycle accommodations could be utilized at the intersection of Sherrill Road and East Hamilton Avenue where various recreational amenities exist. Such amenities would complement the City's bicycle rental and safety programs for youths and young adults. Within the entire project area, the installation of bicycle accommodations, delineation of bicycle routes using sharrows, and addition of conventional bike lanes would improve conditions for cyclists and make the City more attractive for those choosing cycling as a way to travel.

Inventory & Analysis

The City of Sherrill is home to the Kinsley Street ball field, Robertson Park, Noyes Park, Reilly-Mumford Park, and the Community Activity Center as well as several smaller pocket parks and spaces. Robertson Park, outside the project area, is located at the end of Wayland Street, has basketball and tennis courts, a soccer field, softball field, and a swimming pool. Noyes Park has a baseball field, softball field, football field, tennis courts, and basketball court. The Reilly-Mumford Park is adjacent to Sherrill City Hall and features a gazebo where the summer concert series is held and, in the winter, the City opens a skating rink there. The Community Activity Center located at 139 East Hamilton Avenue has a gym, youth center, bowling, pool tables, a concession area, and room for meetings, classes, and events.

Though the City is home to many active greenspaces with many amenities, an additional opportunity exists as Sherrill Road transitions to East Seneca Street, opposite the Silver City Industrial Park entryway. This location would provide a new space for a more passive greenspace. City officials have expressed interest in developing a pocket park that would be furnished with seating and art to encourage residents to visit, relax, and enjoy the surroundings.

The City recently planted three species of street trees. These create a pleasant, nature-oriented aesthetic within the City. Sherrill's streetscapes could accommodate additional plantings to foster placemaking within the City.

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 City of Sherrill:

- *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

Proposed green and public space improvements include creating a small parklet at Sherrill Road and E Noyes Boulevard to provide a small gathering space and a touch of green space. Another improvement is proposed to add greenspace at the Silver City Industrial Park entrance at Sherrill Road. These improvements would soften the predominantly auto-oriented conditions. The small gathering space in the center of the City at Sherrill Road and E. Noyes Boulevard will create new public gathering space and enhance the sense of place. Enhancements to the space would be dependent on the total area utilized to create the space and intended user. The location lends itself to being a resting space when traveling through the community and it would be beneficial to provide benches, picnic tables, garbage receptacles, low or no-maintenance vegetation, and pedestrian scale lighting. Programs such as buy a brick could be used to encourage community buy-in and ownership of the project. These programs could be extended through the entire collection of parks, athletic fields, and community recreation spaces in Sherrill to fund upgrades and additions to the green and public space.

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

The City can add to the urban street tree canopy through a street tree program. As part of the TAP grant, the City is proposing to install pear trees, but that is limited to the project area on NYS Route 5. It is suggested that the City consider installing a hardier species of street tree. To support re-treeing of the City with a variety of area appropriate tree species, 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. Key characteristics include size, disease and pest resistance, seed or fruit set, form, growth rate, and environmental tolerances. Where sidewalk areas are too narrow to accommodate street trees (particularly in the portions of Sherrill Road in the core area), planters could be installed.

Section 5: BUSINESS ACCOMMODATIONS

Inventory & Analysis

A variety of small and large businesses are found throughout the City, with several small businesses located at the center point of Sherrill Road. This includes several eateries and civic uses including the Sherrill-Kenwood Free Library and United States Postal Service. City leaders are interested in capital improvements for the project area and hope to increase utilization of proposed pocket park to be created adjacent to the shopping center on Sherrill Road and East Noyes Boulevard.

The City hosts weekly summer concerts at the gazebo in Reilly-Mumford Park. Other City-wide events include a July community celebration, a memorial to September 11, 2001, Christmas tree lighting, and an Easter Egg Hunt.

In recent years, Sherill has been reviving its industrial tax base. The cornerstone of these efforts is the Silver City Industrial Park, a collection of industrial buildings situated to the north of the downtown core area. These buildings have been leased to manufacturing companies and will soon feature mixed-use development, drawing more people to the site than in past decades. Notable Industries located in the industrial park include Sherrill Manufacturing and Briggs & Stratton, with expansion activity expected in the future. This change has created challenges for adjacent infrastructure and roadways, especially as this area experiences new traffic to and from the site, including an influx of freight traffic.

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.

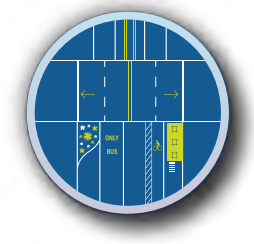
Elements of the Main Street Program that can benefit businesses are wider sidewalks for outdoor seating, wayfinding signage to orient visitors to key locations in the community, increased access to commerce for users of all travel modes, placemaking to create a welcoming business environment, and programming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

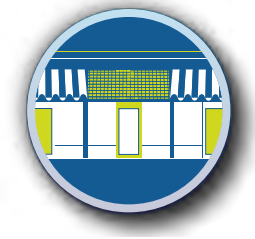
During the beginning of the pandemic as a response to complying with physical distancing requirements, many restaurants expanded their outdoor dining areas or established new outdoor dining areas. Outdoor dining interest remains strong, and there are ways to establish new areas through utilizing parking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

Farmers Markets

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

Marketing & Branding

Marketing and branding go hand in hand to celebrate a community and encourage local and nearby residents and tourists to spend money in your community. As part of the Main Street Program discussions, Oneida County staff, City 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 Sherrill, have a lot to celebrate – from their recreational, crossroads, and industrial history to their future potential.

Proposed Improvements

The City can support existing restaurants in expanding 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 serves the dual purpose of attracting customers seeking this experience, while also activating key corridors in the City.

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

To further support business development, a study of access management conditions for freight traffic traveling along NYS Route 5 to the industrial park are proposed to explore the existence of potential conflicts with pedestrians and commuter vehicles. Additionally, within the Placemaking Section the creation of gateway signage is proposed which will help to draw attention to the community.

To encourage economic activity within the project area, the City may wish to consider adding electric vehicle (EV) infrastructure. EV infrastructure is an important business accommodation because users, from the traveling public to residents, business owners, and employees, often seek out locations with chargers and are likely to partake in other activities such as dining or shopping while their vehicle charges. The installation of EV charging stations should be focused in areas where the benefit for the traveling public is coupled with the economic benefits of having access to businesses, restaurants, and other conduits of economic activity.

HOCTC's 2021 Electric Vehicle Charging Station Plan encourages municipalities and businesses to install Level 2 EV charging stations. Publicly available EV charging stations allow residents to charge their vehicles when infrastructure is not available in their homes and assist people traveling who might otherwise not be able to make the trip.

Within the project list a project has been included for the installation of Level 2 EV charging stations. which can be at a publicly owned facility (park) or at a business with available parking area. Along NYS Route 5, Grand Union would serve as an ideal location for charging stations due to the location's high visibility, proximity to existing electrical infrastructure, and the typically longer duration shopping trip occurring here. 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

As the home of Oneida Limited, Sherrill has a storied manufacturing history and is currently enjoying a growing manufacturing sector. The City is home to a compact street grid, well-maintained homes, and plentiful recreational assets. Located adjacent to NYS Route 5, the City has a unique character compared to the surrounding rural and agricultural areas. Sherrill has standard welcome signs located at the eastern and western ends of the City along NYS Route 5 and many elements that currently contribute to Sherrill's identity, particularly along the Sherrill Road corridor. These elements include the presence of mature street trees, connected and maintained sidewalks, classic pedestrian scale lighting, unique street signage and posts (such as those found at Sherrill Avenue and Kinsley Street), the existing Welcome banners, numerous parks and greenspaces, municipal facilities integrated into the heart of the City and corridor, higher housing density, and mixed-use areas. These elements can serve as building blocks of further placemaking efforts and provide an identity which to build on.

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 City of Sherrill. 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 City.

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 City of Sherrill 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 City is proposed. All streetscape amenities don't need to be the same throughout the City. Different contexts might have different furniture families – for example, there might be different selections made for a park versus along Main Street.

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

Lighting

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

Public Art

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

Benches

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

Waste Receptacles

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

Bicycle Racks

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

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

Recommended Bicycle Racks

Inverted U

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

Post and Ring

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

Wheelwell Secure

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

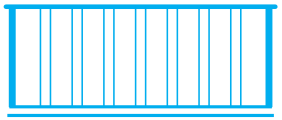
Bicycle Racks to Avoid

Wave

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

Wheelwell

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



Schoolyard (comb)

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

Coathanger

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

Spiral

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

Bollard

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

Landscaping & Greening

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

Tree Pits

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

Wayfinding & Gateway Signage

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

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

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

Proposed Improvements

There are several improvements to enhance placemaking proposed in this plan. Gateway monument signage with a theme that promotes the City's rich manufacturing history are proposed at key locations along NYS Route 5 to replace the existing signs. Each gateway location could have a different public art theme representing Sherrill's flatware and engine/lawn mower industries. Gateway signage will promote Sherrill's unique identity to those traveling along NYS Route 5.

A small parklet creating a new place for gathering and rest is proposed. The parklet will include a seating area with table and benches and decorative plantings. A solar charging station for electronic devices is proposed for the parking lot at Sherrill Road and East Noyes Boulevard. This parklet will create an opportunity for outdoor dining and can be utilized by employees from the various businesses and manufacturing facilities in the area. A new median at the Silver City Industrial Park and organization of the entrance provides opportunities to continue the placemaking theme developed with the gateway signage.

The addition of streetscape amenities along NYS Route 5 and Sherrill Road will enhance these corridors. The Amenity Package, in Section 10, details streetscape amenities that are appropriate to the City. The selected amenities include benches, tables, waste receptacles, bollards, planters, and lighting. Six families of streetscape amenities are included in the package with a variety of price ranges. Each family is described by its elements and how it relates to the theme, the form of the streetscape amenities, recommended materials, and recommended colors.

Based on conversations with the City of Sherrill, traditional and hybrid styles of streetscape furniture are recommended to go along with its industrial theme. Multiple colors and features are available for these options but steel and silver reflecting the City's tagline "Silver City" and its industrial heritage are suggested.

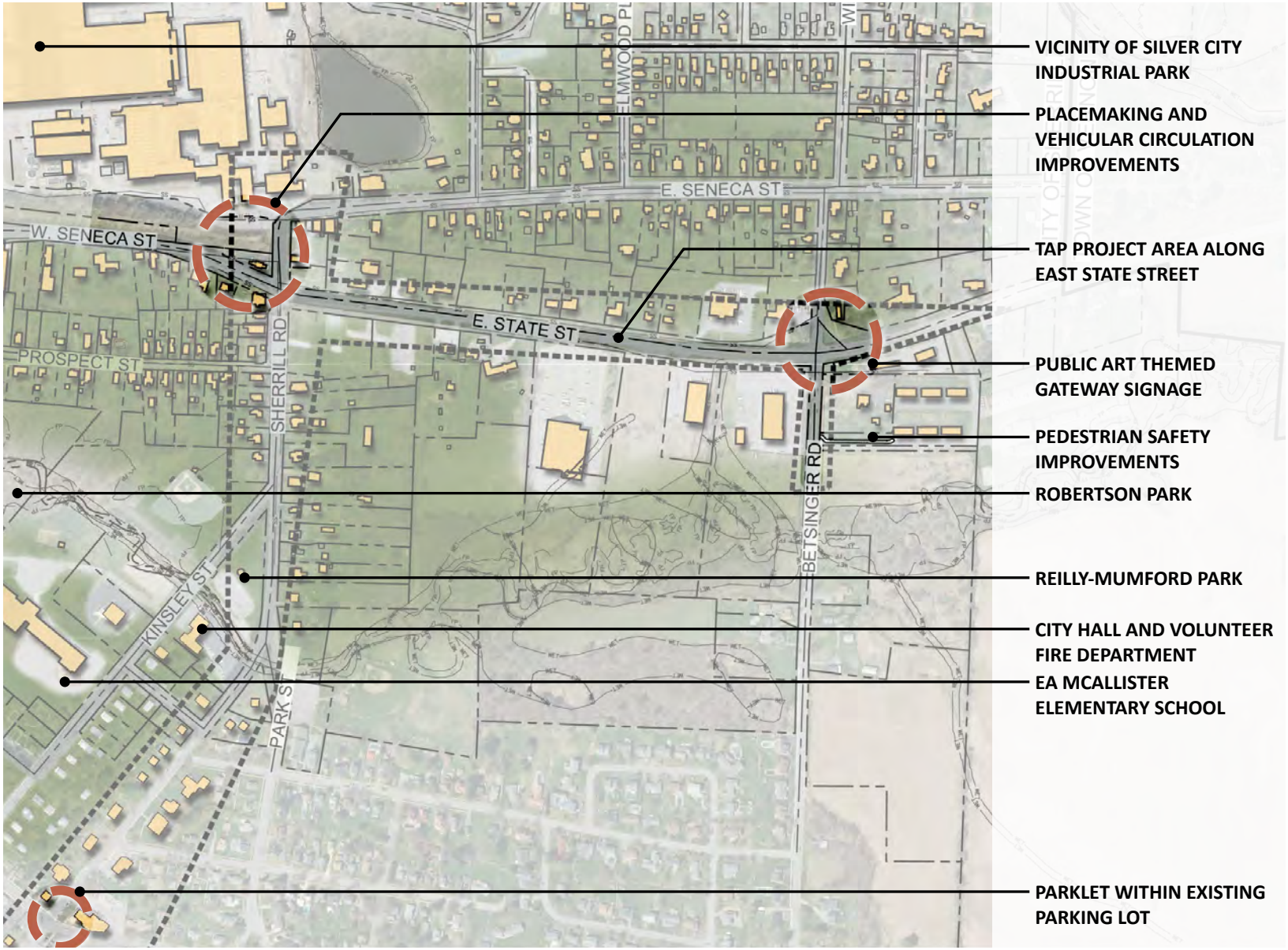
Section 7: CONCEPT PLANS & VISUALIZATION

Potential Outcomes

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

- *2018 TAP: Sherrill Route 5 Corridor Pedestrian Accessibility*
- *Parklet*
- *Street Tree Program*
- *Gateway Signage*
- *Industrial Access Improvements*
- *Bicycle Improvements*
- *Streetscape Program*
- *Pedestrian Safety Improvements*
- *Level 2 EV Charging Station*

Locations of Proposed Main Street Program Improvements



2018 TAP: Sherrill Route 5 Corridor Pedestrian Accessibility

The City of Sherrill, as part of its 2018 TAP project, is proposing adding sidewalk along NYS Route 5 between Sherrill Road and Betsinger Road and at the intersection of Sherrill Road and NYS Route 5 up to East Seneca Street at the Silver City Industrial Park. Street trees are also proposed to be installed. This project is scheduled for construction in 2023.

Gateway Signage

The concept for the NYS Route 5 (East State Street) and Betsinger Road gateway shows a giant spoon representing Sherrill's flatware history. This concept utilizes an empty grass area along a right turn slip lane on Betsinger Road. Each gateway should have a different art component that is consistent with either a historical or contemporary industrial or community theme. Gateways can be enhanced with additional landscaping such as flowers, shrubs, or other greenery to make it a grander welcoming entrance to the City.

Streetscape Program

As part of the placemaking efforts, streetscape amenities are proposed along NYS Route 5 and Sherrill Road. Amenities include benches, tables and chairs, pedestrian-scale lighting, bike racks, and planters. Streetscape furniture will contribute to the business community by encouraging residents to spend longer periods of time around downtown businesses, while adding a beautifying element to the area. The elements of the streetscape program can be replicated in any area of Sherrill and provide for visual connectivity for people moving through the community.

"Scandik" Solar Work Station
https://urban.archatrak.com

Dash Stand-Up Solar Station
https://gosunbolt.com

Campus Solar Charging Station
https://www.soldesignlab.com/

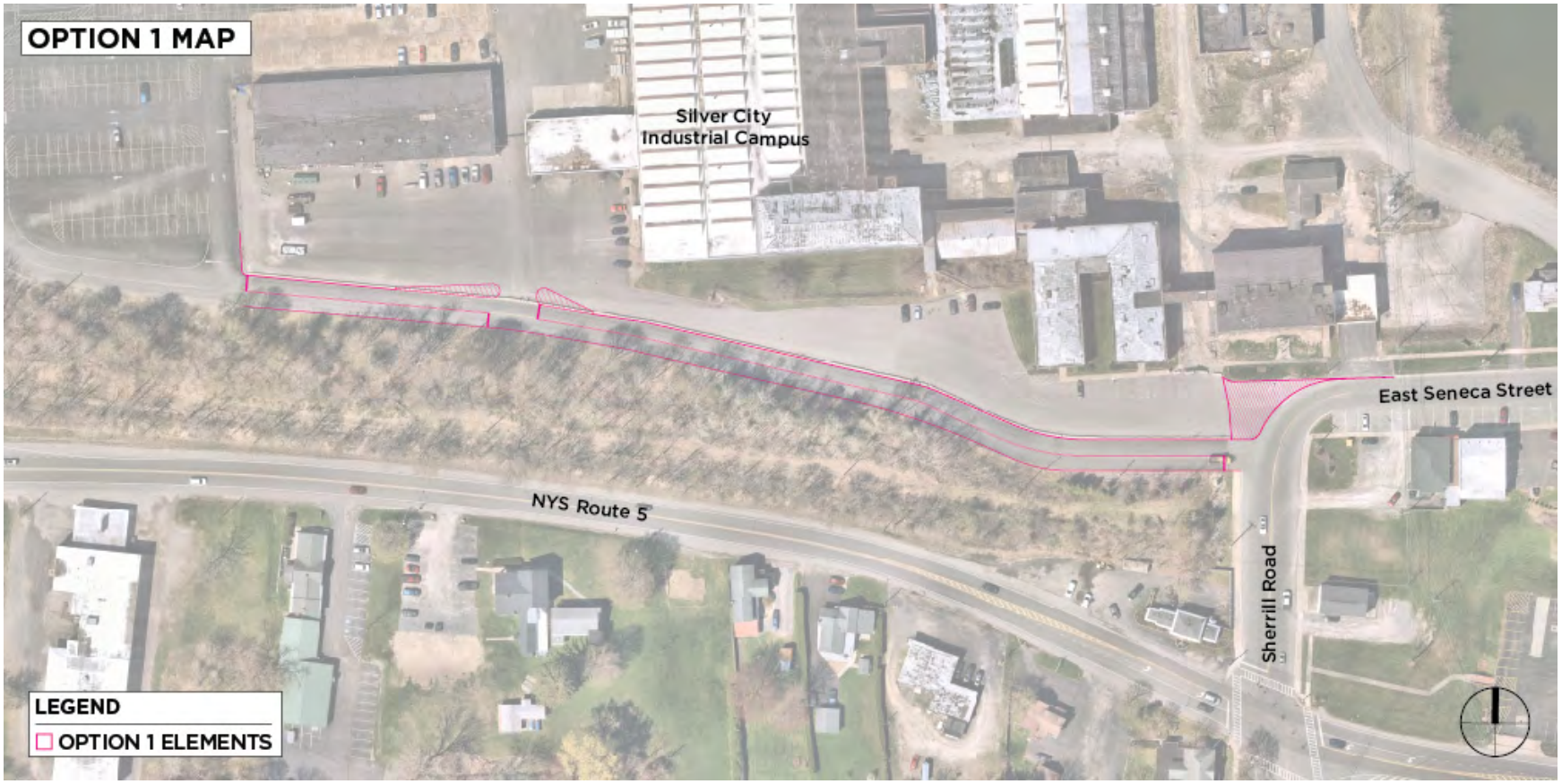
Parklet

A small parklet at the shopping center parking lot at Sherrill Road and East Noyes Boulevard is proposed. This parklet can be installed at the corner of the parking lot so that it is accessible to pedestrians on Sherrill Road. The parklet is proposed to have a seating area with planters, a bike rack, a trash receptacle, and a solar charging station for electronic devices. A parklet with such modern amenities would be a unique feature in the City and serve to activate the streetscape in proximity to many of Sherill's local businesses, cafes, and recreational opportunities.

Industrial Access Improvements

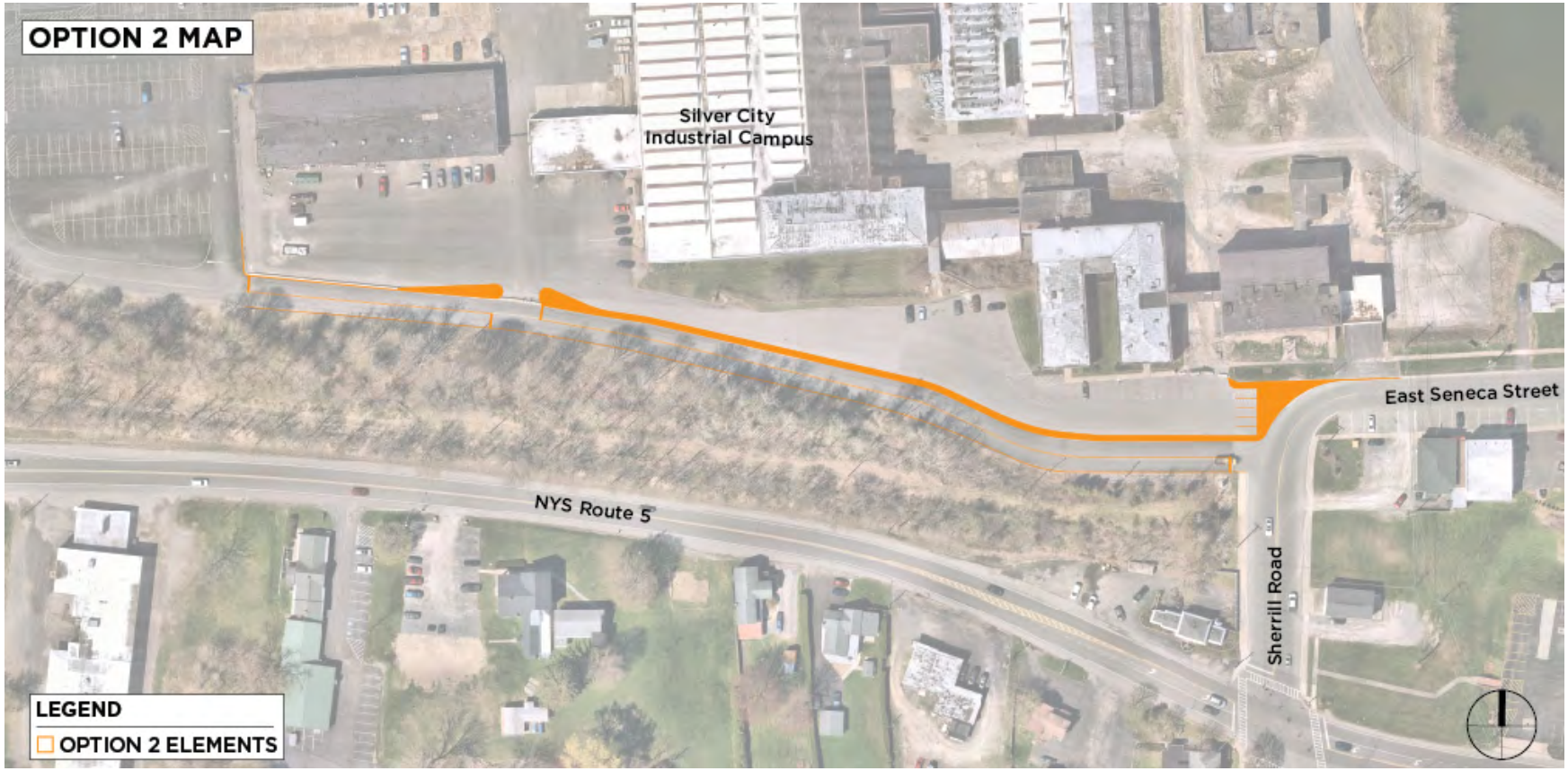
The Silver City Industrial Park has two main entrances: one at High Bridge Road that connects directly to NYS Route 5 (West Seneca Street) and the other at Sherrill Road. The latter has led to a complicated and confusing intersection where Sherrill Road, East Seneca Street, a parking lot entrance, and internal industrial park roadways converge. A sharp curve at this location, high density of freight traffic, and a lack of signals and adequate signage could lead to vehicle conflicts. These conflicts could increase with the continued expansion of manufacturing, introduction of residential units at Silver City Lofts, and additional potential for mixed-use development at the site.

To address this issue, the intersection should be simplified to limit the number of access points from Sherrill Road and reduce potential conflict points. Doing so could provide the City with an opportunity to improve upon the business successes of the campus by creating more public space and placemaking improvements on the site, as proposed below. Several options can be implemented to provide operational improvements, create additional green space, landscaping, and seating (see Options 2 and 3).



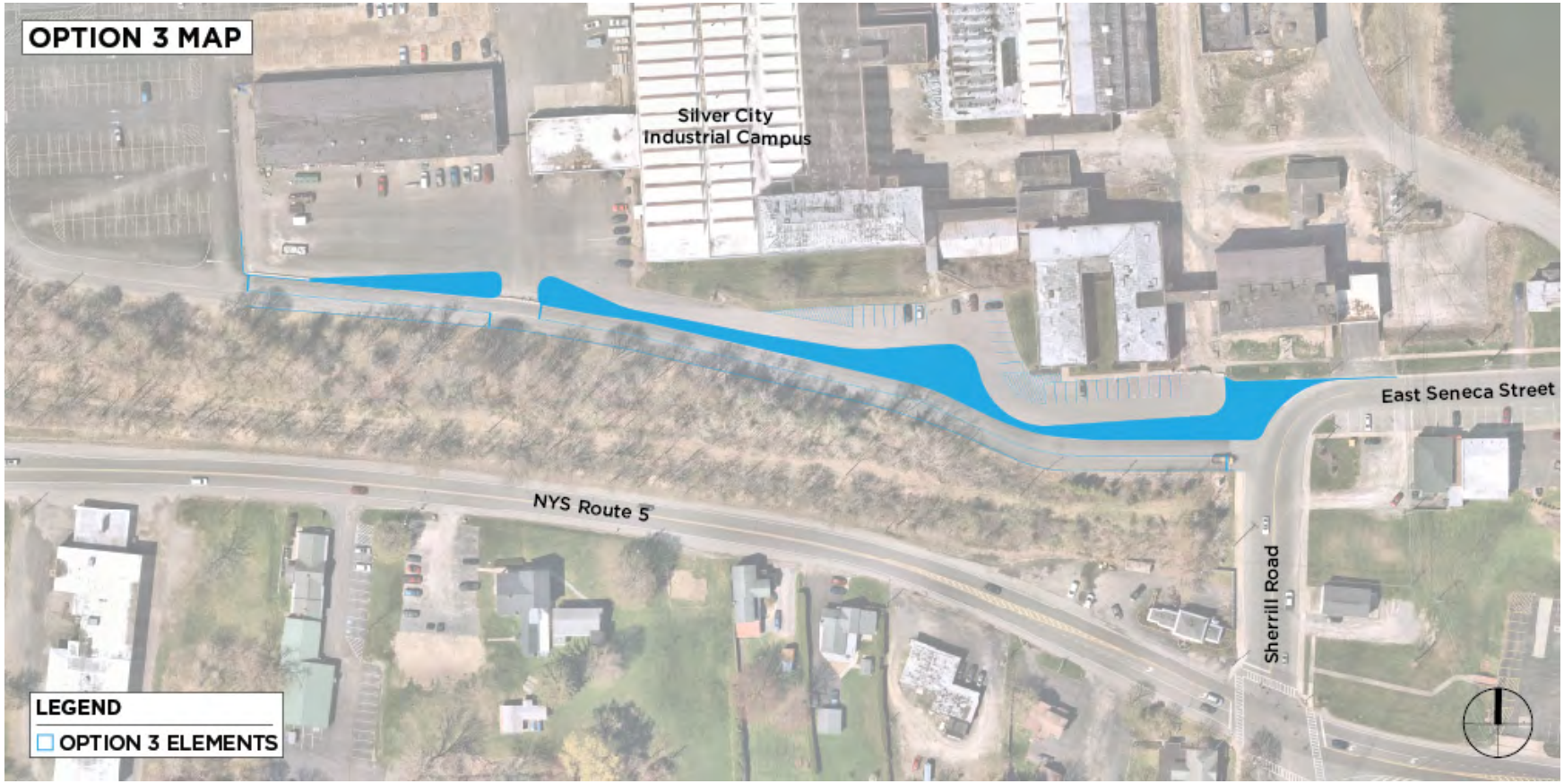
Option 1: Marking and Bollards

The parking lot entrance is closed with hatched markings and flexible bollards/delineators and relocated further west within the internal Silver City Industrial Park roadway. Depending on volumes, the new intersection could be stop-controlled or may warrant a traffic signal. The placement of this new intersection will continue to provide truck and automobile accessibility while consolidating the intersection of East Seneca Street and Sherrill Road. New signage would be needed at this entrance and the intersection of East Seneca Street and Sherrill Road, to alert and stop drivers at both intersections.



Option 2: Median and Placemaking

Expanding the changes made in Option 1 by removing the concrete barrier along the north side of the internal Silver City Industrial Park roadway and replacing it with a raised median. The median would continue and replace the new parking lot barrier creating a formal closure of that entrance. This option provides the opportunity for placemaking initiatives including the painting of the pavement area, implementation of seating for employees of the campus and more.

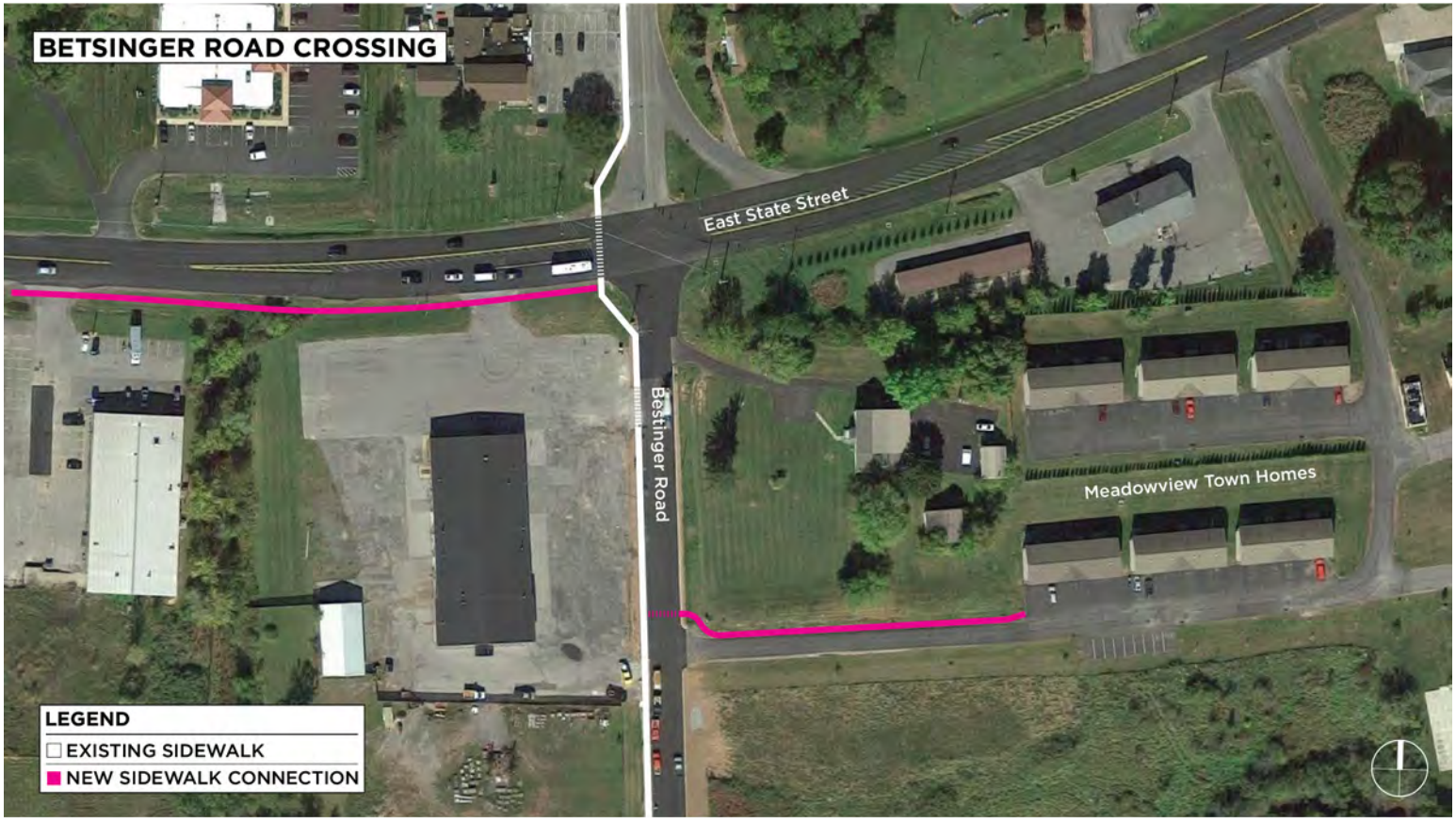


Option 3: Creation of Greenspace and Placemaking

Widening the median proposed in Option 2, creating a greenspace of varying width along the internal Silver City Industrial Park roadway. This would create new opportunities to formalize parking patterns that exist adjacent to campus buildings and along the edge of the green space. The introduction of greenspace would include a combination of trees, shrubs, and other environmental components that would create shade, reduce the heat island effect at the campus, and form new spaces for leisure, and serve as a gateway to the campus. Additionally, the opportunity for larger placemaking initiatives exists for this option as well, including the painting of the pavement area, implementation of seating for employees of the campus and more.

Pedestrian Safety Improvements

A new crossing just south of the NYS Route 5 (East State Street) and Betsinger Road intersection would allow residents of the Meadowview Town Homes complex to enjoy a direct pedestrian route to nearby businesses and amenities. The proposed location is at the western entrance of the complex and would cross a two-lane bidirectional section of Betsinger Road. Conditions to consider at this location are the volume of traffic on Betsinger Road as well as the number of vehicles using the entrance to the Meadowview Town Homes. This connection would allow pedestrians to walk from the Meadowview Town Homes across the crosswalk up Betsinger Road to the proposed sidewalk along East State Street as part of the NYSDOT TAP and have direct access to the area's businesses.



The configuration of the crossing should be made with the safety and accessibility needs/requirements of residents in mind. Due to it not being located at a signalized intersection and on a relatively narrow (24 ft) and slow (30 mph) segment of road, the crossing should have high visibility markings and proper warning signage. The markings for the crosswalks should use the ladder pattern, with perpendicular to the street bounding lines and parallel step markings. Signs alerting drivers to the upcoming crosswalk should be placed at a reasonable distance from the crosswalk on NYS Route 5 and Betsinger Road. It is recommended that a Rectangular Rapid Flashing Beacon (RRFB) is considered, which are pedestrian activated signals used to alert oncoming drivers of pedestrian crossing movements.

Street Tree Program

There are a number of opportunities to replace street trees, in appropriate locations, to combat general tree loss in the Project Area. 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.

Bicycle Improvements

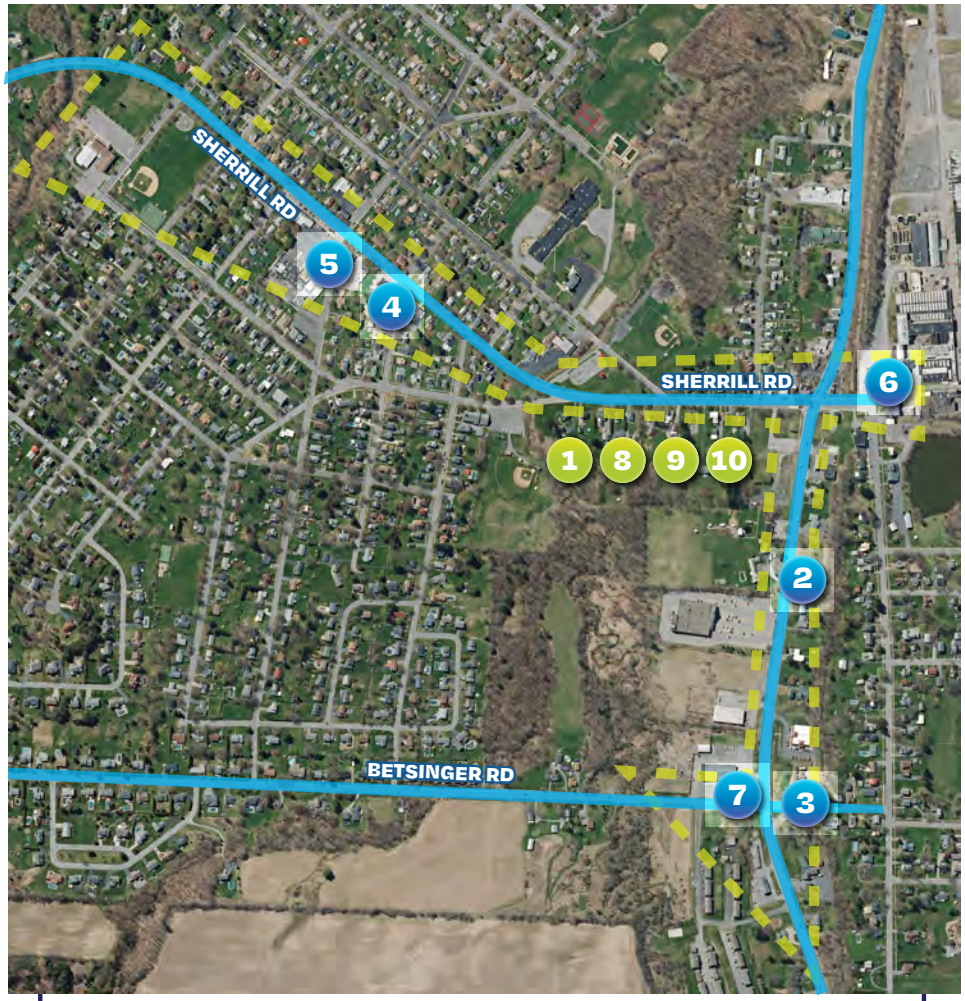
To support bicycling, the City of Sherrill should create and formalize a bicycle network through the installation of bicycle route signage as well painting on-road bicycle facilities such as bicycle lanes and/or shared lane markings (sharrows) as needed and appropriate for the context throughout the project area. Amenities such as repair stations or bicycle racks could further support cycling enthusiasts using routes in the project area.

Section 8: CAPITAL PROJECT MAP & LIST

The Capital Project List for the City of Sherrill 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. 2018 TAP: Route 5 Corridor Pedestrian Accessibility
3. Gateway Signage
4. Streetscape Program
5. Parklet
6. Industrial Access Improvements
7. Pedestrian Safety Improvements

PROJECT AREA IMPROVEMENTS

1. Main Street Report
8. Street Tree Program
9. Bicycle Improvements
10. Level 2 EV Charging Station

Oneida County Main Street Program - Project List for City of Sherrill

ID#	Project Name	Project Type	Project Description	Location	Total Project Cost (est.)
1	Main Street Report	Planning & Design	Final plan document	City of Sherrill	$19,250
2	2019 TAP: Sherrill Route 5 Corridor Pedestrian Accessibility[4]	Pedestrian Enhancements; Traffic Safety	New/improved pedestrian facility (See TIP)	Route 5	$500,000
3	Gateway Signage[2]	Placemaking; Business Accommodations	Install creative themed (Engine, Flatware, etc.) monument signage at key locations	Route 5	$280,500
4	Streetscape Program[2]	Placemaking	Install streetscape amenities	Route 5, Sherrill Rd.	$71,500
5	Parklet[2]	Placemaking; Business Accommodations	Small parklet with seating area and solar charging station	Parking lot at Sherrill Rd./E. Noyes Blvd	$85,800
6	Industrial Access Improvements[2]	Placemaking; Business Accommodations; Traffic Safety	Improve access to the Industrial Park; Create a median entranceway; Placemaking at entry	Silver City Industrial Park entrance near E. Seneca St.	$389,400
7	Pedestrian Safety Improvements[3]	Pedestrian Enhancement; Traffic Safety	Install a crosswalk, 2 RRFBs and ADA access	Betsinger Rd. at Meadowview Town Homes	$86,900
8	Street Tree Program[3]	Greenspace & Landscaping	Install street tree throughout the Main Street project area	Project Area	$231,000
9	Bicycle Improvements[3]	Bicycle Enhancements; Traffic Safety	Install bicycle accommodations; delineate bicycle routes using sharrows/adding conventional bike lanes as needed	Project Area	$271,700
10	Level 2 EV Charging Station	Business Accommodations	Install Level 2 EV charging station (dual port bollard unit); includes connection to electric infrastructure, 5-year warranty/maintenance plan, & cloud network connectivity	Project Area	$36,500
				Total Cost of Projects:	**$1,972,550**

Notes:

* 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

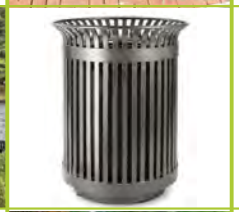
The USDOT Thriving Communities Program supports communities with planning and project development of transformative infrastructure projects that increase affordable transportation options, enhance economic opportunity, reduce environmental burdens, improve access and quality of life, and provide other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

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

Section 10: AMENITY PACKAGE

Themes - Industrial, City

Attributes - Steel (Industrial) Silver ("Silver City")

Sherrill	Bench	Table	Waste Receptacle	Bike Rack	Bollard	Planter	Lighting
Family A- Traditional (Budget) *Ornate features / detailing* *Colors to be grey & silver* *Metal*							
Family B- Traditional (Affordable) *Simple forms* *Color to be silver* *Metal*							
Family C- Traditional (Expensive) *Concrete / Metal* *Ornate finishes* *Color to be silver*							
Family D- Hybrid (Budget) *Angular forms* *Metal / Concrete* *Color to be silver*							
Family E- Hybrid (Affordable) *Circle / arced forms, train* *Metal* *Colors to be silver*							
Family F- Hybrid (Expensive) *Industrial-like forms* *Metal* *Colors to be silver / grey*							

Benches
https://dumor.com/node/72
https://victorstanley.com/product/cs-10/
https://www.landscapeforms.com/en-US/product/Pages/Towne-Square-Bench.aspx
https://www.belson.com/Decora-Style-Park-Benches-with-Steel-Frame
https://victorstanley.com/product/cr-16/
https://urbanaccessories.com/product/reh/

Tables
https://dumor.com/node/40
https://www.maglin.com/app/uploads/2020/09/mtb-0510-series_1.jpg?x72621
https://www.landscapeforms.com/en-US/product/Pages/Mingle-Table-with-Fixed-Seating.aspx
https://www.belson.com/English-Series-Square-Steel-Picnic-Table
https://www.maglin.com/app/uploads/2020/09/mtb-0510-series.jpg?x72621
https://www.forms-surfaces.com/tangent-table-ensemble

Waste Receptacles
https://dumor.com/node/126#slideshow-6
https://victorstanley.com/product/s-4524/
https://www.landscapeforms.com/en-US/product/Pages/Plainwell-Litter.aspx
https://www.belson.com/Breckenridge-Series-Steel-38-Gallon-Trash-Receptacles
https://victorstanley.com/product/psa-32/
https://www.landscapeforms.com/en-US/product/Pages/Chase-Park-Litter.aspx

Bike Racks
https://www.belson.com/Extended-U-Bike-Racks-with-Lean-Bars
https://victorstanley.com/product/brcs-101/
https://www.landscapeforms.com/en-US/product/Pages/Bola-Bike-Rack.aspx
https://www.belson.com/Metro-Collection-Bike-Racks
https://victorstanley.com/product/brhs-101/
https://www.landscapeforms.com/en-US/product/Pages/Loop-Bike-Rack.aspx

Bollards
https://dumor.com/node/282
https://www.maglin.com/app/uploads/2020/09/mbo-0650-series_2.jpg?x72621
https://urbanaccessories.com/product/potomac/
https://www.belson.com/Fairfax-Series-Steel-Bollards
https://victorstanley.com/product/w89/
https://urbanaccessories.com/product/classic-bollards/

Planters
https://dumor.com/node/181
https://victorstanley.com/product/dyn-428/
https://www.landscapeforms.com/en-US/product/Pages/Rosa-Planter.aspx
https://www.belson.com/Arcadia-Collection-Steel-Planters
https://victorstanley.com/product/tp-36/
https://www.forms-surfaces.com/miter-planter

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

Section 11: STREET TREE LIST

Large Tree (mature height >50')

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

Medium Tree (mature height 35-50')

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

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

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)