ONEIDA COUNTY

Main Street Program

Plan Report

VILLAGE OF SYLVAN BEACH

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 Village of Sylvan Beach 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 equitable, safe, and accessible places for users of all ages and abilities. The Main Street Program will provide better opportunities to establish access to local businesses, accommodate pedestrians and bicyclists, support climate-smart investments, complement existing assets, visually enhances streetscapes, and create vibrant places.

The Village of Sylvan Beach 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 community's most pressing needs and concerns.

The Oneida County Main Street Program provided $500,000 to be used for planning services. Oneida County procured professional community and complete street planning professional services to deliver the Program. Municipalities applied to be part of the Program and had to demonstrate a vested interest in fostering safety, accessibility, transportation concerns, and the future development of their community. The Village of Sylvan Beach presented an application that linked past investments and planning work with a future vision that builds on the character and uniqueness of the community.

The Village of Sylvan Beach's project centers on pedestrian and traffic safety concerns due to congestion in peak summer months. The Village would like to increase accessibility with a clearly defined pedestrian, bicycle, and vehicle routes. Goals include adding ADA compliant crosswalks, widening sidewalks, supporting business investment, adding bicycle infrastructure, incorporating streetscape amenities, and refreshing greenspace. The focus area includes portions of NYS Route 13 (Main Street) and Park Avenues between Spencer Avenue and 21st Avenue. The NYS Route 13 corridor is approximately 350′ from beach access points to the west.

Background Information

The Village of Sylvan Beach is in the Town of Vienna along the eastern shore of Oneida Lake in western Oneida County. The Erie Canal and Fish Creek form the southern and eastern boundaries of the Village. The primary roadway traveling along the north-south axis of the Village is NYS Route 13, also known as Main Street. Most businesses within the Village are located along Main Street, just east of the Village's Beach. To the south, Main Street crosses the Erie Canal and connects to neighboring Verona Beach, home of Verona Beach State Park. Locally, both vehicles and pedestrians heavily utilize the Village's Main Street during the summer months, as the beach becomes a popular hub for summer tourism and recreation. Main Street also serves as a direct access route to Interstate 90 (approximately 8 miles to the south) from points north, making it a popular route for cars and freight traffic.

The Village exists within a 0.7 square mile area and is home to 890 residents, according to the 2020 Redistricting Census Data. The population has remained stable since 2010. Per the 2019 US Census ACS 5-year Estimates, many of the Village's households are seasonally occupied, which is apparent given that nearly 40% of households in Sylvan Beach are considered vacant. The median age in the Village is 53.9 years old, 12.9 years older than in Oneida County. This is driven by a sizable senior population (over 65) of 36.9% and a small youth population (under 18) of 9.7%. Notably, 17% of the Village's population lives in poverty. For individuals 18 or younger, the poverty rate drops to 10.1%, and for those 65 and older, the rate drops even lower to 8.8%. Factors influencing mobility include 31.3% of the Village's population having a disability and 3.3% of households not owning a vehicle.

The Village is concerned about pedestrian safety, pedestrian traffic flow, and a lack of infrastructure for non-vehicular modes of transportation. This concern has grown in recent years, as the Oneida Indian Nation continues to invest in new developments in Sylvan Beach, bringing more visitors into the area. As vehicle and pedestrian traffic increases in the summer months, the Village of Sylvan Beach would like to reduce traffic speeds, improve pedestrian, and bicycle accommodations to decrease the likelihood of accidents and injury. Furthermore, the Village would like to support business investment and improve its sidewalks and streetscape, reimagining Main Street as an accessible hub for all individuals and travel modes at all times of the day. Prior to participating in the Oneida County Main Streets Program, Sylvan Beach has put resources towards planning activities aimed at improving their Main Street. The Village introduced the Main Street Streetscape Improvements Plan Project, contracting with an engineering firm to identify areas where the streetscape could be improved. The conceptual plan identified improvements such as bike lanes, on-street parking, concrete sidewalks, and textured accents with the intent to make Main Street safer and more accessible for individuals utilizing any mode of transportation.

The Village of Sylvan Beach adopted a Local Waterfront Revitalization Program (LWRP) in 2022, including Main Street projects for placemaking, bicycle and pedestrian accommodations, and business accommodations. Included within the LWRP and described further in this document, are the Main Street Streetscape Improvements Plan Project, Beach Gateways, and the Squire's Landing project.

Final Project Area Map

Project Area

The project area is located on Main Street (NYS Route 13) in the Village of Sylvan Beach between Spencer Avenue and 21st Avenue. Main Street is just 350' from the beach, which generates the majority of traffic in the area. Park Avenue runs parallel to Main Street, providing one-way vehicular access to many beachfront properties and serving as an informal pedestrian and bicycle route. There are several access points to the beach from Main Street, including four 4-way intersections within 1,000 ft. One such intersection is Vienna Road (County Route 54A), a critical pedestrian and vehicular connection between the Cove and a primary beach access point.

Sylvan Beach seeks to identify ways to slow down traffic and improve the safety of individuals crossing at designated intersections. The Village would also like to introduce infrastructure that is designed for active transportation.

Vision & Goals

The Village of Sylvan Beach considers the safety of residents and visitors its number one priority and envisions an area that is accessible for individuals utilizing all modes of transportation. The Village acknowledges that its busy summer traffic has created a need to slow down vehicles to create a safer environment for the public accessing the beach. Additionally, the Village seeks to beautify the area and create spaces that will support and allow for expanded business opportunities along Main Street. The Village intends to incorporate all major components of the Oneida County Main Street Program into its plans, including active transportation amenities, greenspace, business accommodations, and placemaking.

The Village maintains a vision of a Main Street that has designated routes for pedestrians, bicyclists, and vehicles alike. These routes would be beautified utilizing greenspace components such as street trees, flowerbeds, and planters. This includes providing business accommodations such as outdoor seating and dining areas. Major intersections would feature pedestrian safety components such as audible crosswalks, crosswalk lighting, accessible ramps, and widened sidewalks. Where appropriate, these crosswalks could be further enhanced as raised and/or decorative crosswalks. These streetscape enhancements would create a safer Sylvan Beach and a more pleasant experience for residents and visitors.

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 improving traffic safety, beach access, and the pedestrian experience along the primary corridor in the Village of Sylvan Beach. Village officials noted that participating in the Main Street program would complement existing streetscape design work along NYS Route 13 and build on recent investment in the Village core.

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

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

Initial Site Visit Map

KEY

● = Existing Condition Item

● = Potential Improvement Item

A. Possible pedestrian connection to the Cove
B. The Cove (owned by the Oneida Nation)
C. Vienna Road bike route to surrounding areas
D. Comfort station at Akehurst
E. Main beach entrance
F. Circle K- common pedestrian destination during beach season
G. Captain John's common driving destination from main beach parking lots
H. Common boating destination opposite Harpoon Eddie's
I. Park Avenue has on-road pedestrian path marked with paint and pedestrian symbols
J. Bandstand (to be upgraded)
K. Playground (to be upgraded)
L. The Lake House (owned by the Oneida Nation)
M. Slip ramp to main parking lot
N. Left turn prohibited sign (frequently ignored)
O. Welcome sign and parking area
P. Canal boat parking and walkway
Q. Bridge used by pedestrians coming from the south
R. Canal signage and walkway, small green space
S. Sylvan Beach Amusement Park and Carello's Carousel Arcade
T. End of pier
U. Comfort station and beach main parking area
V. $5 million Streetscape Plan for Main Street

Section 2: WALKING ACCOMMODATIONS

Inventory & Analysis

The Village of Sylvan Beach is a very walkable community and there are sidewalks along Main Street in the core area from 21st Avenue to the Sylvan Beach Amusement Park and Sunset Park. Main Street sidewalks are generally 6′ in width or more. Additional sidewalk connections could be added from the side streets to connect to the Main Street sidewalk system.

Existing crosswalks are, in most cases, painted lines (either of the ladder or standard style). Pedestrian traffic is heavy at Spencer Avenue, 7th Avenue to Harpoon Eddie's, Akehurst Avenue/Vienna Road, 13th Avenue, and 15th Avenue (to Captain John's Restaurant and Circle K).

The Spencer Avenue intersection is concerning due to the amount of heavy truck traffic traveling north and south on NYS Rte. 13/ Main Street. This is coupled with a prohibited left turn movement from the southbound Main Street travel lane, which is commonly ignored by motorists. The existence of a crosswalk on the north side of the intersection with pedestrian crossing signs indicates the high utilization of this pedestrian crossing.

Park Avenue is an integral part of the pedestrian network, moving vehicles and pedestrians parallel to the waterfront to connect homes, businesses, and beach access points. The narrow roadway supports one-way vehicular traffic northward between Sunset Ave and Akehurst Avenue and southward between 21st and Akehurst Avenues. The specifications of Park Avenue are outlined here:

- *Park Avenue from Sunset Avenue to Akehurst Avenue is 18′ wide with a (mostly) primarily separated sidewalk running parallel on the east side and a 6′ wide painted pedestrian path along the western side that provides pedestrian access to shops and houses.*
- *Park Avenue from Akehurst Avenue to 21st Avenue is 16′ wide with no raised curbs, no sidewalk, and a painted pedestrian path on the western side of the road. The pedestrian path in this segment narrows to 4′ wide .*

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.

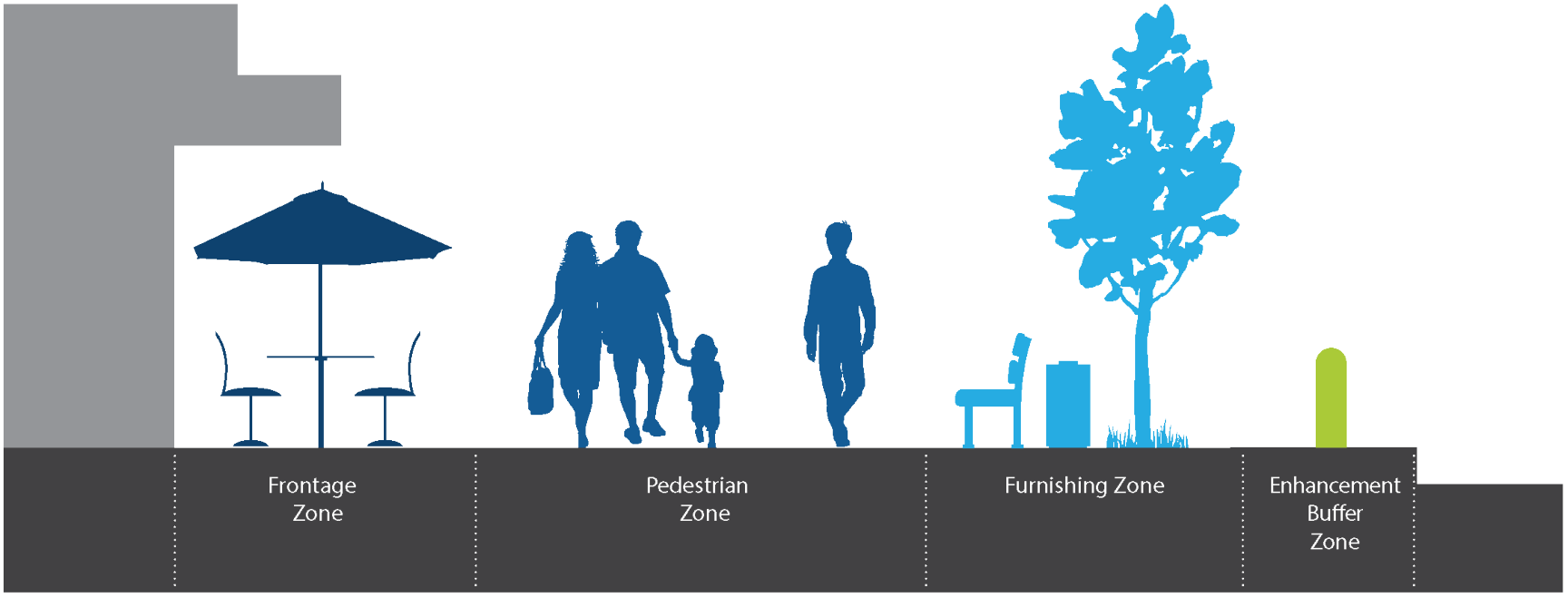
Attention to detail with sidewalk design, use, and maintenance is critical to the Main Street Program. A standard 5′ wide sidewalk, free of obstructions may be sufficient in a general neighborhood setting, however, to facilitate the varying movements that occur in the sidewalk zone in downtown or main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

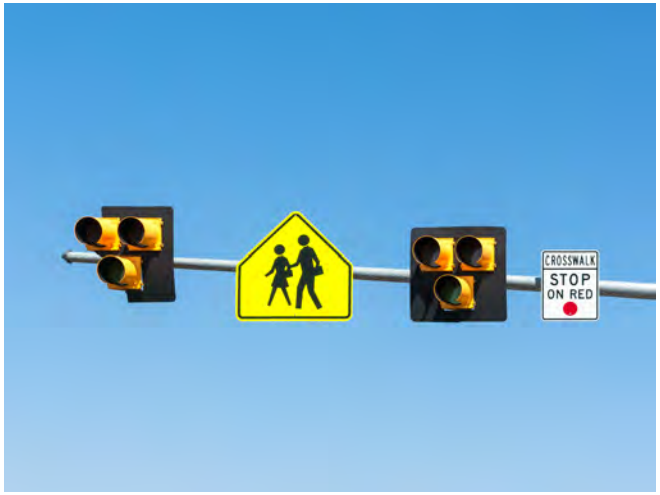
Beacons

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")

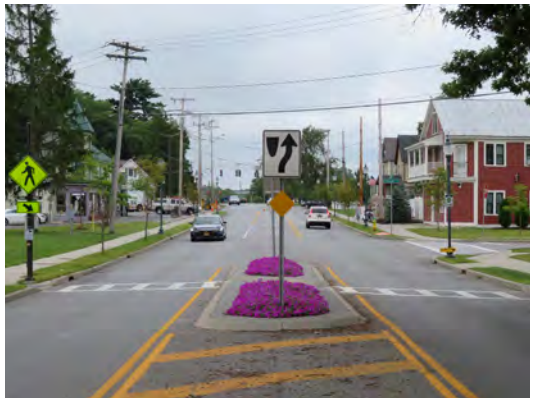
Overhead, pedestrian-activated signals placed at uncontrolled, marked crosswalks that, when activated, stop motor vehicle traffic, and allow pedestrians and/or people biking to safely cross the roadway. Pedestrian hybrid beacons are often installed at locations where pedestrians need to cross the street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



Crossing Islands & Median Treatments

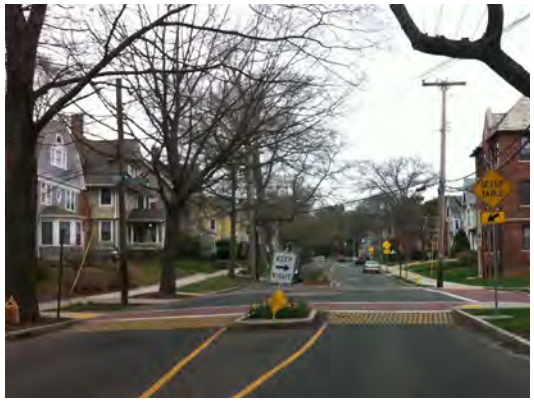
Pedestrian Refuge Island

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

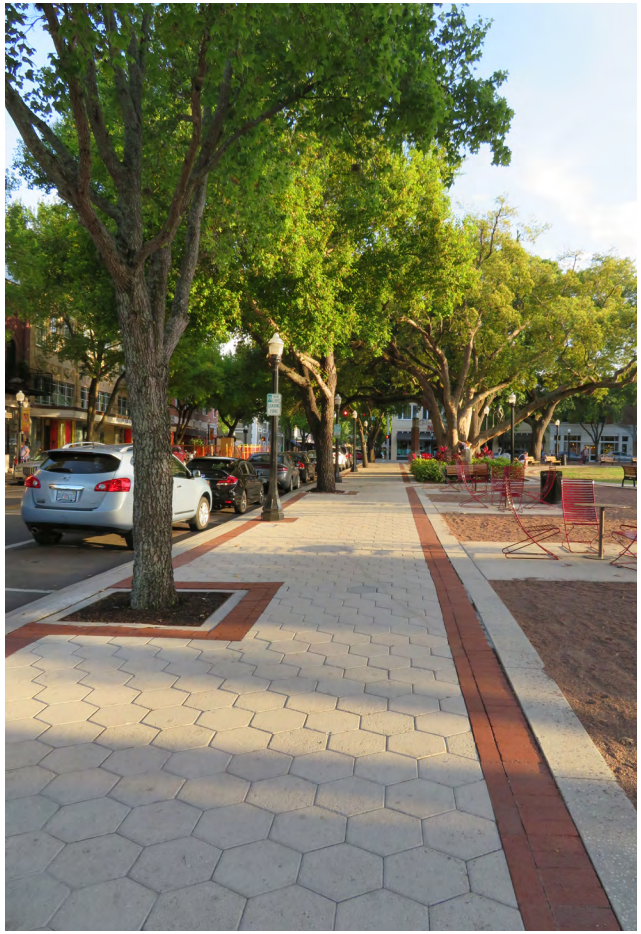
Extend the sidewalk and align with the parking lane. They can be implemented at intersections and mid-block crossings. They reduce crossing distances for pedestrians, slow turning vehicles, calm traffic, and improve pedestrian visibility. In the short-term, curb extensions can be installed using paint,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

Proposed Improvements

The proposed improvement plan includes creating wider sidewalks on NYS Route 13 (Main Street) and along Main Street Park along Park Avenue. During the planning process, Village staff expressed interest in raised crosswalks at key locations, the use of Ruby Lake Glass or decorative crosswalks, and RRFBs throughout the Main Street corridor.

For purposes of the proposed improvements, concrete is considered the standard material for sidewalk installation and replacement. Tinted concrete could also be used but it would be a higher cost than standard concrete and could create a patchwork of different colors if used irregularly. Clay brick pavers or other blocks should be utilized in the Enhancement Buffer Zone adjacent to the curb. Specific details regarding sidewalk materials, crosswalk materials and placement, and RRFB locations will need to be determined during the engineering process and in consultation with NYSDOT.

Granite curbs are recommended and there are also opportunities for the installationof street trees and supplemental landscaping (green infrastructure). Many of the proposed sidewalk area improvements would benefit from relocating or burying overhead utility wires along Main Street within the project area.

The sidewalk on Park Avenue along the park is proposed to be widened to accommodate additional pedestrian traffic and the current on-road pedestrian path is proposed to be converted to provide two-way bicycle traffic south of Akehurst Avenue. North of Akehurst Avenue, the current path is proposed to be a shared-use path for pedestrians and cyclists. Further details are described below in Section 3.

Section 3: BICYCLING ACCOMMODATIONS

Inventory & Analysis

Existing bicycle infrastructure is limited to bike racks within the Village of Sylvan Beach. There are no specific bike facilities in Sylvan Beach and cyclists were observed during site visits riding on the sidewalk along Main Street and Main Street Park. Park Avenue was identified as an opportunity to reduce stress for bicyclists, given the low traffic volume compared to the higher motor vehicle and truck volume on Main Street with heavy pedestrian traffic in the summer months. The LWRP discusses creating a Sylvan Beach Trail Network Improvement Plan. This plan will connect Main Street to the New York State Bike Route 5 from NYS Highway 13 and NYS Highway 31/Lake Road to connect to the existing regional trail system and the Empire State Trail.

Bicycling Accommodations Best Practices

Bicycle Infrastructure

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

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

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

Striped Bike Lane

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

Buffered Bike Lane

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

Two-Way Bike Lane (Cycle Track)

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

Shared Use Paths

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

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

Sidepath

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

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

Proposed Improvements

The proposed improvement plan includes creating a two-way cycle track along Park Avenue south of Akehurst Avenue, adding bicycle routing signage, and introducing a shared use path that also provides a facility for pedestrians on Park Avenue north of Akehurst Avenue. This alternative to bike lane installation on Main Street was identified following discussions during the Site Visit and in consultation with NYSDOT Region 2. These proposed improvements encourage the use of bicycles in a safe and accessible way, which could lead to improved access to businesses and the beachfront for both visitors and locals.

The implementation of these new facilities is divided between the two one-way road segments of Park Avenue with changes recommended as follows:

SOUTH OF AKEHURST AVENUE:

- **Narrow travel lane from 12′ to 11′.**
- **Widen the existing pedestrian path to 12′, converting it into a 2-way cycle track for bicyclists only. Pedestrians would use the sidewalk along Park Avenue, widening to 8′ is recommended.**

NORTH OF AKEHURST AVENUE:

- **Due to more restrictive existing conditions and sometimes contraflow movements on this segment, there should be a tactile high visibility separation between the travel lane and the shared-use path (e.g., cobblestone or bright white paint). The shared-use path should be 8′ wide which allows for a 10′ travel lane.**
- **Where there is less than 18′ existing width, alternatives to the above proposal could be considered. These alternatives include an advisory shoulder or yield roadway in which motorists have one-way traffic as currently exists, but with an allowance for 2-way pedestrian and cyclist traffic. This would require the installation of signage indicating that bicyclists and pedestrians share the road with motorists. Resources on an advisory shoulder or yield roadway are found in the FHWA Small Town and Rural Multimodal Networks publication reference found in the Appendix.**

Section 4: GREEN & PUBLIC SPACES

Inventory & Analysis

The Village has several parks that are relevant to this Main Street Plan including Main Street Park, Memorial Park, Squire's Landing, and Sunset Park. During the planning process, there were opportunities discussed for adding additional amenities to the parks. It was noted that the Bandstand will be upgraded in Main Street Park and that often people use the Bandstand as an outdoor dining area. At Memorial Park, a playground is scheduled to be replaced.

In addition, Squire's Landing and Sunset Park are discussed in depth in the Village's LWRP. Squire's Landing is currently undeveloped (although it is used as a carry-in, carry-out canoe, and kayak launch). One project, discussed in the LWRP, is Squire's Landing Improvements Plan and Traffic Study. The landing has the potential to provide improved waterfront access and amenities including expanding existing non-motorized docks and adding benches and other passive recreation elements. Among other proposed project elements, this project recommendation includes undertaking a traffic study to determine the feasibility of, and demand for, driveway improvements and additional parking near Squire's Landing.

The Village owns and maintains Sunset Park, which is located on the waterfront south of the public beachfront. The 3.6-acre linear park currently has a bathhouse, picnic areas, a pedestrian sidewalk trail along the water, park benches (18), lighting, and two bocce courts. Currently, the village is developing the design of a new welcome center that will be located at the northern edge of the park. The new building will include public bathrooms for the users of the beach. Other improvements to Sunset Park will be explored by the Village. The streetscape amenities package described in Section 6 can be utilized when improving the Village's parks.

The Village has recently replaced 32 locust trees with 18 new trees (flowering pears and Japanese lilacs) and 20 large flower pots. Both the flower pots and the trees were planted with ease of relocation in mind to accommodate potential future streetscape improvements. The LWRP noted that efforts should be made to fill in gaps in the street tree canopy along Main Street and the Site Visit confirmed this need. The plan noted that there is no consistent street tree pattern north of the intersection of Main Street and Akehurst Avenue/Vienna Road. There are also several areas where screening of unappealing views along Main Street could be improved in addition to several parking lots that need street trees and landscaping to make a more appealing pedestrian experience. As part of the Main Street project, additional street trees and landscaping could be installed along Main Street or other places in the project area.

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 green space development, communities would benefit from improved stormwater drainage, reduced flood impacts, and a safer environment. The incorporation of greenspaces throughout the public realm has the potential to improve the recreational, safety, economic, and operational performance of main streets within all communities.

Street Trees

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

The following recommendations are suggested for a successful street tree program in the Village of Sylvan Beach:

- *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.*
- *Placement of trees and other landscape materials should not interfere with sight lines for motorists or pedestrians.*
- *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.*
- *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.*
- *Consider trees with year-round interest (e.g., spring flowers, fall color, texture, etc.).*

- *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 reimagining the new space at the old playground, including adding a decommissioned canal boat and spring riders as play elements and adding additional seating. Additional site amenities could be introduced to the Village's Park system including benches, tables and chairs, trash, and recycling receptacles. A streetscape amenity package was developed for the Village's green and public spaces as part of the Main Street Program and is described in Section 6.

The Village can also bring back the urban street tree canopy through its street tree program. The Oneida County Street Tree list considers size, disease and pest resistance, seed or fruit set, form, growth rate, and environmental tolerances; the list is located in Section 11. These trees have been selected because their characteristics make them suitable for local conditions. The suggested trees will thrive in the majority of soil and climate conditions throughout Zone 5 on the USDA Plant Hardiness Zone Map.

Section 5: BUSINESS ACCOMMODATIONS

Inventory & Analysis

The Village and its businesses highlight Sylvan Beach's location along the eastern beachfront of Oneida Lake and the Erie Canal at its east and south end. Sylvan Beach's brand is about the beach, the lake, and the Canal. The Village is a tourism destination with numerous dining establishments along Main Street and a seasonal historic amusement park. Numerous events happen throughout the year, but the Village is particularly active in the summer months with music and food festivals, themed days and weekends, and the concert series at the Bandstand every Wednesday. The Village actively programs public spaces and events through the utilization of a promotional and marketing agency .

These events support the local economy and are also a strong driver of the rationale and basis for investing public funds into a community – to bring about local economic development. Similar opportunities have been recognized by the Oneida Indian Nation, who have recently made significant investments supportive of the local economy including the Lake House and the Cove.

Within the Village, Electric Vehicle Charging Stations are existing . This supports tourists and residents alike that support alternative energies. In addition, there is a direct linkage to businesses being supported by persons waiting for a minimum of 30-minutes for their vehicle to charge. The location of chargers are central to the main street business district and promotes walking, once a person exits their vehicle.

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.

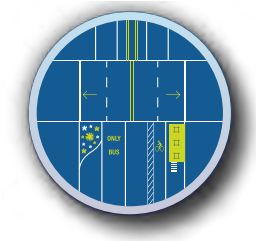
In many cases, the Main Street Program can cultivate new businesses by creating a public realm suitable for the introduction of programming such as farmers' markets, food trucks, and other opportunities for vendors and spin-off or support businesses. Strengthening local communities strengthens the local 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

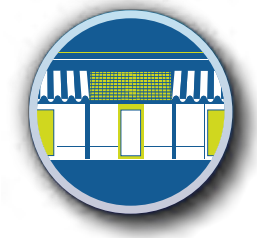
During the beginning of the COVID-19 pandemic as a response to complying with physical distancing requirements, many restaurants expanded their outdoor dining areas or established new outdoor dining areas. Outdoor dining interest remains strong, and there are ways to establish new areas through utilizing parking spaces (known as a parklet) or establishing areas in 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 the spaces are utilized should be considered so that adjustments can be made if more or less space is needed for pick-up and delivery.

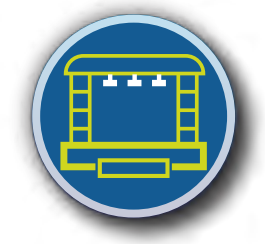


Façade Improvement Program

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 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 Farmer's 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, Village staff, and the Consultant Team discussed the key attributes of each community – what makes it special, and unique, and what could be celebrated through capital improvement projects and long-term projects. Ultimately, a cohesive identity will help attract visitors and investment along the main streets. The Oneida County Main Street communities, including Sylvan Beach, have a lot to celebrate – from their recreational, crossroads, and industrial history to their future potential.

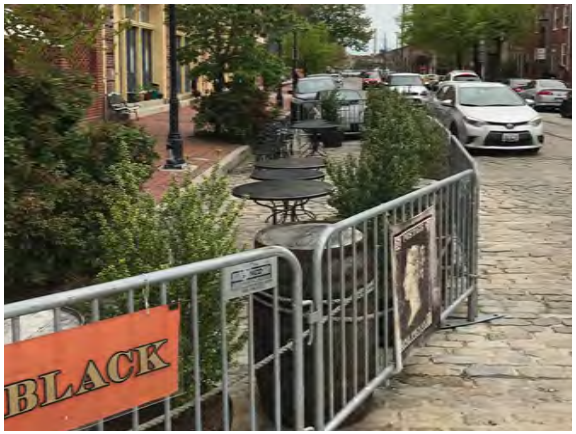
Proposed Improvements

The Village of Sylvan Beach should continue to highlight being a tourism destination. Expanded outdoor dining, outdoor events, and colorful, beachy, playful elements will highlight the beach atmosphere throughout the community. The proposed streetscape program anticipates increased interest in businesses looking to upgrade their properties.

As recommended in the Village's LWRP and supported by this Plan, a façade improvement program with the development of design guidelines will provide incentives and direction to property owners. This would encourage investments and improvements to bring about the desired aesthetic for Main Street. The success of such improvements will require support and engagement from Main Street property owners and could include incentives such as deferred assessment increases or matching grants to assist with project costs.

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

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



Inventory & Analysis

The Village of Sylvan Beach currently has wayfinding and gateway signage but recognizes that it needs to update its signage program and add more wayfinding signage to create an effective tool for people navigating the Village. Wayfinding signage identifying important destinations such as Sunset Park, the public beach and swimming areas, the amusement district and Midway Mall, Village parks, paths, and the Village offices was recommended in the LWRP. The current welcome signage shows a sunset on the lake. The Village is planning to upgrade these signs to add an image with more of a water view and add lighting. The following themes are used in the Village: rope and wood (nautical), oranges and pinks (sunset), and blues, whites & yellows (nautical).

In 2019, the Village hired an engineering firm to develop a streetscape plan for Main Street to kick-start its streetscape efforts. Additional details were described in the 2022 LWRP and are further expanded through this Main Street program design process. Some streetscape improvements are underway by the Village in the Summer of 2022 and focus primarily on Main Street. These include the removal of utility poles along the eastern walkway of Main Street, and adding outdoor dining, and banners.

Currently, formal access to the beach is at Sunset Park, Akehurst Avenue, and 15th Avenue. The LWRP identified the potential to provide public access to the beach on dead-end streets abutting the beachfront and noted that such access would be located at 17th Street, Ron Ell Street, 14th Street, and 13th Street. There are two comfort stations at Sunset Park and Akehurst. Sunset Park has several benches, tables, and trash receptacles. The other beach gateways do not have streetscape amenities or beach signage rules.

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, Village of Sylvan Beach. 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 its main street unique from other municipalities. Through placemaking, an empty lot can become a small park, a street block can become a vibrant public space, and a street corner can become a space to sit and enjoy all the amenities that the revitalized street offers. With placemaking, eating and shopping opportunities can move outside – creating a unique atmosphere and enhancing the visibility of businesses in the Village.

Demonstration Projects (Temporary Quick Response Projects)

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

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

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

Barrier Elements

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

Surface Treatments

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

Landscaping Elements

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

Street Furniture

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

Signage

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

Streetscape Amenities

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

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

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

Lighting

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

Public Art

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

Benches

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

Waste Receptacles

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

Bicycle Racks

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

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

Recommended Bicycle Racks

Inverted U

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

Post and Ring

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

Wheelwell Secure

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

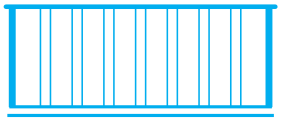
Bicycle Racks to Avoid

Wave

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

Wheelwell

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



Schoolyard (comb)

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

Coathanger

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

Spiral

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

Bollard

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

Landscaping & Greening

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

Tree Pits

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

Wayfinding & Gateway Signage

Wayfinding and gateway signage 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

Along Main Street, updated welcome signage is planned which will mark key locations. Gateways at beach entrances are also proposed that will provide additional gathering space with decorative features and seating. These gateways will also include barriers to help block sand from blowing into the nearby streets and incorporate beach rules signage.

The recommended streetscape concepts build on previous investments from a variety of sources. Future improvement should build from pre-established themes. The themes are carried forward in the streetscape amenities that are included in the catalog in the Appendix. Each family is described by its elements and how it relates to the theme – the form of the streetscape amenities and the recommended materials and colors. Streetscape amenities selected include benches, tables, waste receptacles, bike racks, bollards, planters, and lighting. Based on conversations with the Village of Sylvan Beach, contemporary and hybrid styles of streetscape furniture are recommended to go along with its theme. Multiple colors are available for these options and Sylvan Beach has expressed interest in having pops of color throughout the Village.

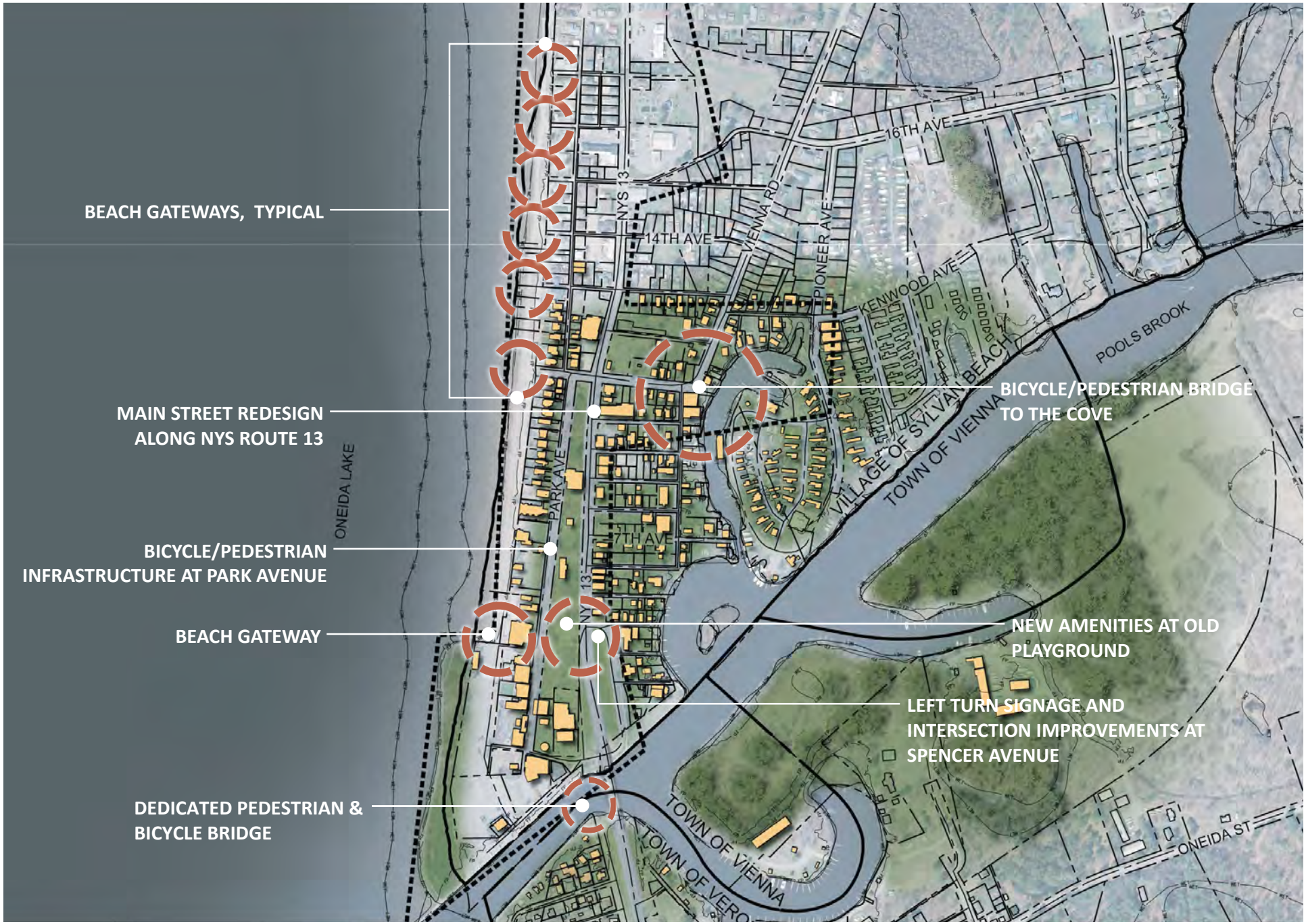
Section 7: CONCEPT PLANS & VISUALIZATION

Potential Outcomes

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

- *Main Street Redesign*
- *Beach Gateways*
- *Street Tree Program*
- *Park Avenue Bicycle & Pedestrian Infrastructure*
- *New Amenities At The Old Playground*
- *Pedestrian Improvements*
- *Left Turn Signage & Intersection Improvements*
- *Pedestrian/Bicycle Bridge To The Cove*
- *Level 2 EV Charging Station*

Locations of Proposed Main Street Program Improvements



Main Street Redesign

Streetscape Improvements Plan Project Proposal – A streetscape plan for Main Street was an important project included in the Village of Sylvan Beach LWRP. The LWRP recommendations for the development of a Streetscape Plan included the following elements: a wayfinding improvements plan, pedestrian-level lighting, benches, trash receptacles, bicycle racks, street trees, landscaping, bicycle facilities, EV charging stations, and moving utility poles and lines from the east side of Main Street.

The concept for a redesigned Main Street moves involves redirecting bicycle traffic to a newly proposed route along Park Avenue. This provides increased opportunity for pedestrian amenities along Main Street, such as a substantially widened sidewalk to accommodate increased pedestrian traffic, outdoor dining, and additional streetscape amenities.

The dimensions for a reimagined Main Street would include a sidewalk of 6 ½′ along the park, a 7′ parking lane, and two travel lanes. Each travel lane is proposed to be 11′, followed by a 3′ buffer lane, and a much wider sidewalk of 18 1/2′. The proposed sidewalk adjacent to businesses allows for outdoor dining and amenities in a variety of configurations. A slighlty curved design is shown, evoking a more leisurely pedestrian experience and creating a more visually interesting streetscape. Street trees and landscaping including green infrastructure is also proposed.

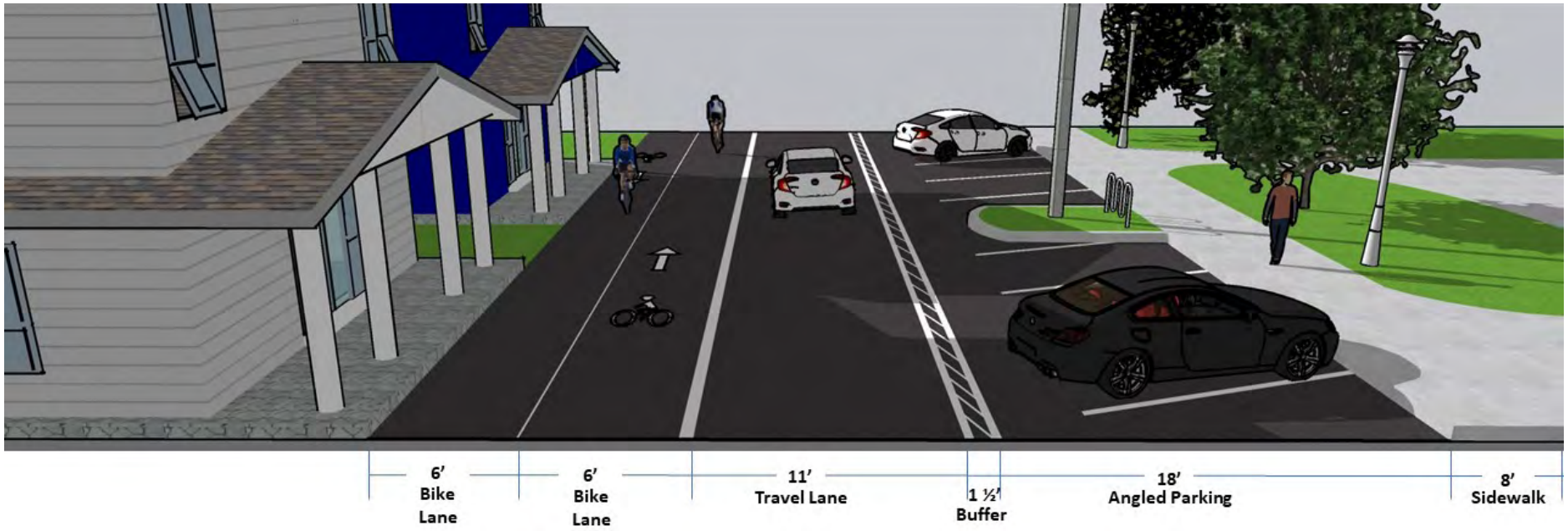
Placemaking at key nodes along Main Street supports activating this important corridor. Opportunities for public realm upgrades such as improvements to the iconic bandstand or activating underutilized park space should be given consideration. Signage can be incorporated to better facilitate movements of all modes, advertise local events, and support businesses and tourism in the project area.

Park Avenue Bicycle & Pedestrian Infrastructure

EXISTING

PROPOSED

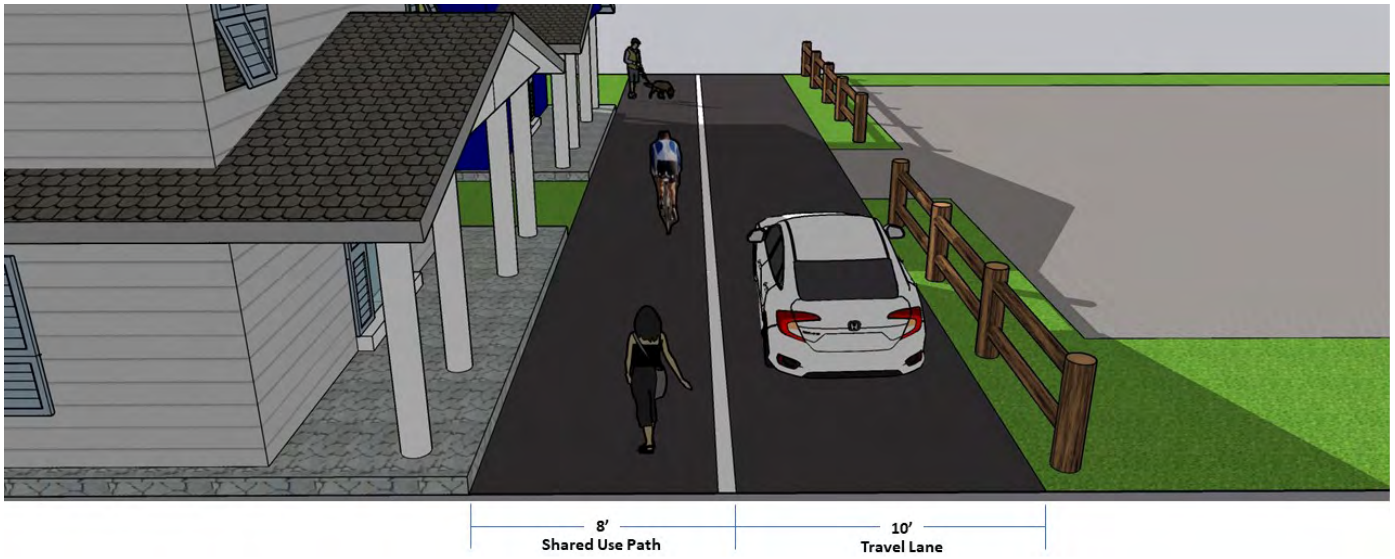
The concept for Park Avenue at 7th Avenue shows the conversion of the existing path to a 2-way cycle track (6′ bicycle lane in each direction). The travel lane is narrowed slightly to 11′, and a 1.5′ buffer is included, with 18′ for angled parking (as is existing). Pedestrians would then use a widened sidewalk (8′) along the park.



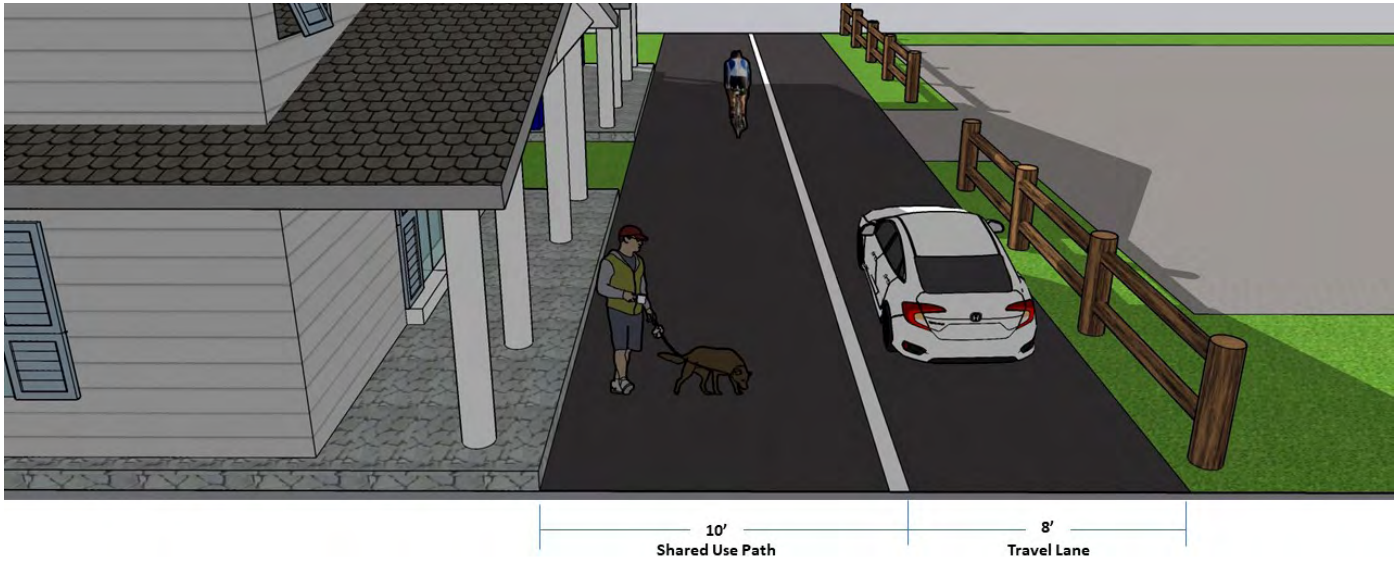
Park Avenue at 7th

North of Akehurst Avenue, Park Avenue narrows, and two concepts are shown below. As described in Section 3 an alternative to the concepts shown could be an advisory shoulder or yield roadway. The first concept shows an 8′ shared use path with a 10′ travel lane. The alternative below shows a 10′ shared use path with an 8′ travel lane. Because the shared use path for bicyclists and pedestrians would be just painted (or cobblestone), even with a narrowed travel lane, cars and deliveries could still utilize the area. Share the road signage noting that bicyclists and pedestrians sharing the road with motorists would be necessary.

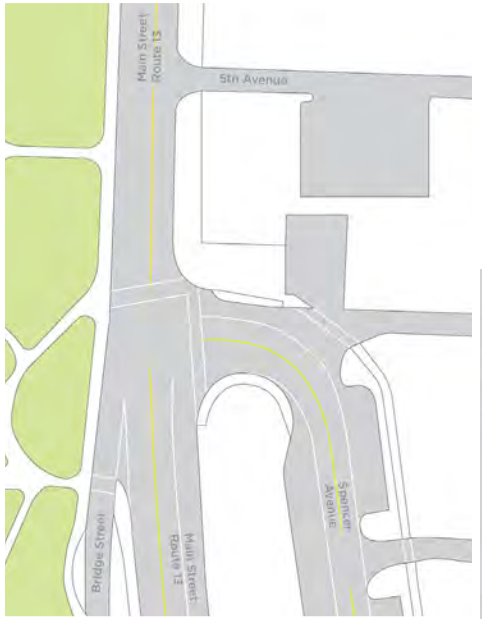
Park Avenue at 13th - Option 1



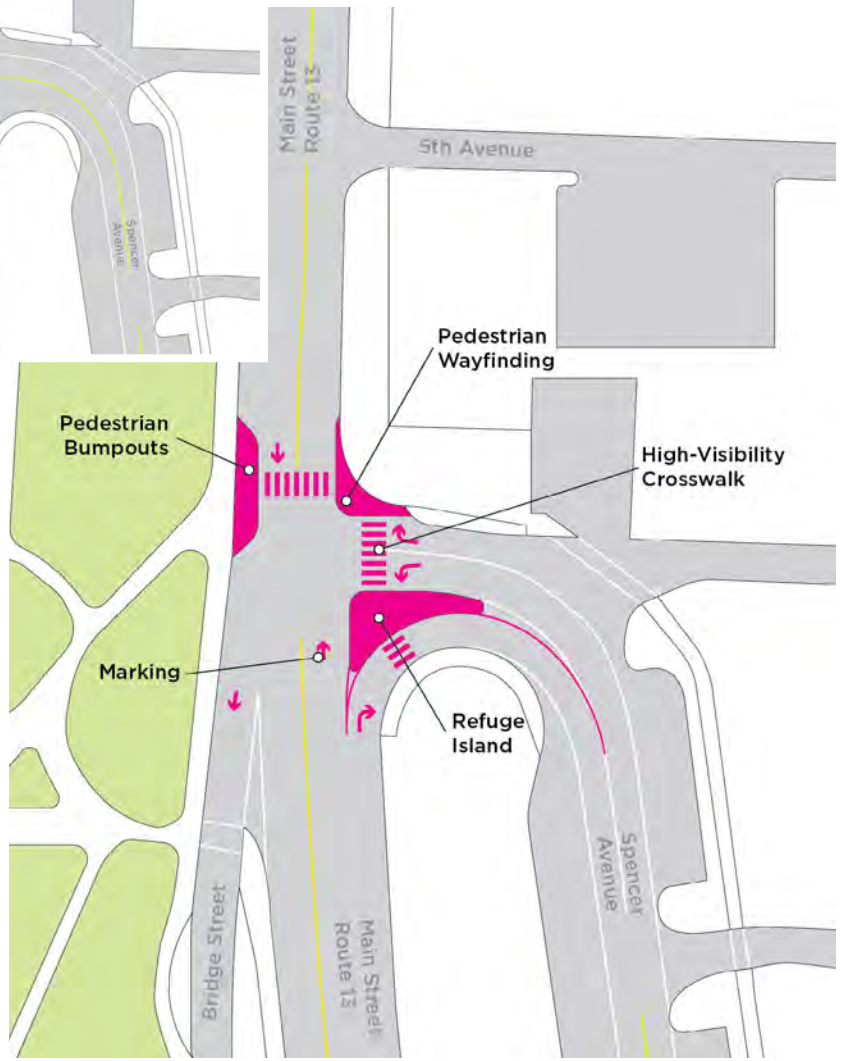
Park Avenue at 13th - Option 2



Left Turn Signal & Intersection Improvements



EXISTING



PROPOSED

A key concern identified during the Main Street Program Site Visit pertained to illegal left turns from Main Street (NYS Route 13) southbound onto Spencer Avenue. Despite two "No Left Turn" regulatory signs, these turns are happening with enough frequency to warrant augmenting the current intersection layout to improve safety and efficiency.

To ensure safety and southbound traffic flow, it is recommended that the implementation of a raised "triangle" refuge island for pedestrians along the crosswalk on Spencer Avenue is strongly recommended. This installation would still preserve the right turn for Main Street northbound onto Spencer Avenue by maintaining enough width for a vehicle to traverse within the travel lane. Though a primary reason for this new element is to block the ability for a vehicle to make the left turn onto Spencer Avenue, it has the added benefit of providing refuge for pedestrians within the wide Spencer Avenue crossing.

A "straight arrow" pavement marking should be added to the Main Street southbound lane leading up to the intersection to better communicate the "no left turn" condition. The parking lanes on Main Street can be striped to further delineate where the (visually narrower) travel lanes are located.

In addition to this element, a pedestrian bump-out near the crosswalk along Main Street would narrow the roadway and reduce the speed of passthrough and turning vehicles. On Main Street, a bump-out is recommended over a refuge island (in the center of the roadway) to accommodate extra widths and maneuvering needed for the high volume of trucks on this major freight route. This solution enhances safety and shortens the distance for pedestrians crossing Main Street while increasing the field of vision of the curb area for pedestrians (a process known as "daylighting"). The bump-out would remove space often used by standing or improperly parked vehicles, (which can block pedestrian movement) so there would be no loss of legal on-street parking by adding this feature. A bonus is that this new pedestrian space can also be programmed with gateway elements welcoming residents and visitors into Sylvan Beach.

Beach Gateway

Existing beach gateways at Sunset Avenue, Akehurst Avenue, 13th, 14th, 15th, 17th, and Ron Ell Streets could all be upgraded with signage and construction of attractive gateways/access points that encourage beachgoers to utilize these locations. The Akehurst Beach Gateway concept shows stone blocks for seating, signage for beach rules, and decorative posts and rope. Akehurst Avenue, Sunset Avenue (at the Lake House), and 15th Avenue are priority locations for beach gateways.

EXISTING

PROPOSED

New Amenities At The Old Playground

With the old playground at Memorial Park to be demolished in 2022, there is an opportunity for reimagining the new space complete with a decommissioned canal boat, additional seating, and spring riders for play.

Pedestrian/Bicycle Bridge To The Cove

Bicycle and pedestrian bridges are crossings designed exclusively for non-motorized modes of transportation and constructed to create system connectivity across major built and natural barriers. The Village would like a bicycle and pedestrian crossing that links The Cove development to the Main Street commercial area and beach. An additional connection is desired across the Erie Canal, adjacent to the NYS Route 13 bridge. This alignment would support safe and separated bicycle and pedestrian access to downtown Sylvan Beach from the Town of Verona and Verona Beach directly south of the Village. Connecting the two areas would be beneficial to the local economy, reduce road congestion (by reducing the need to use a vehicle), and improve direct accessibility between The Cove and the Main Street area.

Locations

The proposed site for The Cove crossing is at a narrowing of a channel connecting a marina to the Erie Canal and, by extension, nearby Oneida Lake. A newly constructed development on the east side of the channel (The Cove) will bring about an increase in boats, bicyclists, and pedestrians needing connections to the waterfront. Potential buildable space is limited on the east side of The Cove. There is more space on the western side at Squire's Landing (where there currently sits a public kayak launch). This location has the advantage of an established pedestrian connection to Main Street (along Vienna Road) and the primary beach access at Akehurst Avenue. With a channel that has a width of approximately 31'. A fixed low/medium-clearance crossing would likely be the feasible option to provide the needed clearance for recreational boat traffic; however, the option of a moveable bridge may be considered due to the potential aesthetic and functional elements.

The proposed site for the Erie Canal crossing is on the west side of the existing NYS Route 13 highway bridge. The west side is more suited with Willow Dr., dead-ending on the south side of the Canal and the greenspace along the river walk that is formed by the intersection of Bridge St., Spencer Ave., and Canal St. on the north side. This crossing would alleviate unsafe conditions on the existing highway bridge which only has a 5' sidewalk on the west side and no physical barrier between vehicles and pedestrians. Bicyclists would be required to ride in-lane with vehicles when crossing the existing highway bridge. Due to the Erie Canal being a navigable waterway in New York State, the bridge would need to be constructed to meet all clearances. A fixed high-clearance crossing would likely be the feasible option to provide the needed clearance for boat traffic; however, the option of a moveable bridge may be considered due to the potential aesthetic and functional elements. There a many instances of bicycle/pedestrian bridges crossing the Canal in New York State, as the precedent has previously been set.

Local Controls & Regulations

Regulations specifically regarding the construction of bicycle and/or pedestrian crossings do not exist, however, there are standard bridge height minimums for the Erie Canal and general safety requirements that are controlled by the state and federal government (ADA accessibility, barrier heights, slip-prevention, etc.). A movable or fixed crossing at the proposed location would have to follow coast guard regulations for the canal, which would dictate specific clearance heights and mechanical operations in the case of a moving structure. There are potential flexibilities due to the crossing not bisecting the canal, but rather being parallel to a waterway that feeds into it, these would need to be explored further with the relevant agencies. The primary controls for the bridge's engineering would be the standard safety requirements and any additional considerations of the Village and developer of The Cove.

Bridge Types

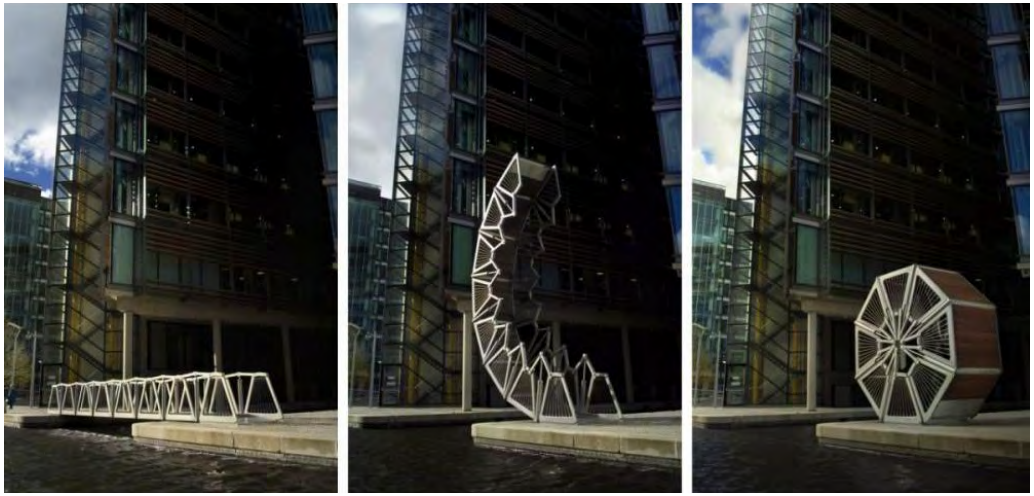
The selection of the appropriate pedestrian/bicycle bridges will involve a more detailed engineering analysis to determine the appropriate location, and type of facility, and will involve coordination with the New York State Canal Corporation, among others. The three general bridge types that should be considered are outlined below:

MOVABLE LOW CLEARANCE
this option would require the least amount of space and its ability to move removes the restriction of regulated clearance heights. It would however have high capital, maintenance, and operational costs due to this function.

FIXED LOW/MEDIUM CLEARANCE
this option would require only a moderate amount of space on either side of the channel. It would however limit the height of vessels accessing the marina to small craft only.

FIXED HIGH CLEARANCE
this option would require the largest amount of space and have a high capital cost but would pose no operational impact on boat traffic to/from the marina.

Movable-Low Clearance



Name: Rolling Bridge
Location: London, UK
Designed By: Heatherwick Studio
Specs: Hydraulic piston-powered "rolling" ridge. Materials steel aluminum, and wood trapezoidal frame and deck.
Capacity: Low
Pros: Limited space needed, highly efficient, quick operation
Cons: High cost, new design, potential mechanical climate challenges from wear and tear

https://www.heatherwick.com/project/rolling-bridge/

Name: Island Park Trail Bridge
Location: Little Chute, Wisconsin
Designed By: Wisconsin DOT
Specs: Counterweight steel system that uses suspension cables to lift standard steel beam bridge 90°
Capacity: Medium - High
Pros: Dynamic design, energy and operationally efficient, easy to operate
Cons: High cost and relatively high space use

https://foxriverkayakingcompany.com/little-chute-locks-paddle/

Fixed Low/Medium Clearance

Name: Erie Canal Towpath Pedestrian Bridge
Location: Clifton Park, NY
Funding: The Erie Canal Towpath Project was a joint venture between the Towns of Clifton Park and Halfmoon; a locally administered federal aid project comprised of roughly 80 percent federal funding and about 20 percent sponsor funding.
Designed By: Greenman-Pedersen, Inc. (GPI)
Specs: Concrete decking with a wood railing, sitting on driven steel pylons. Low-clearance crossing.
Capacity: Medium - High
Pros: Simple design and construction, easily accessible, durable
Cons: High cost and relatively high space use

https://www.permatrak.com/news-events/erie-canal-towpath-pedestrian-bridge-ny

Name: Clute's Dry Dock Pedestrian Bridge
Location: Clifton Park, NY
Funding: $416,400 Federal Scenic Byways Program award and grants totaling $225,000 from the New York State Canal Corporation. The Corporation provided funding through a grant from the Governor's Regional Economic Development Council Program.
Designed By: N/A
Specs: Rigid steel structure with wood decking, supported on concrete and earth embankments. Low-clearance crossing.
Capacity: Medium - High
Pros: Simple design and construction, easily accessible, durable
Cons: High cost and relatively high space use

https://www.saratogian.com/2020/11/27/town-opens-pedestrian-bridge-over-erie-canal/

Fixed High Clearance

Name: Mohawk Valley Gateway Overlook Bridge
Location: Amsterdam, NY
Funding: $16.5 million allotment from 2005 Rebuild and Renew New York Transportation Bond and $1 million in state funds for artistic elements on the bridge secured by Assemblyman Santabarbara.
Designed By: Louis Berger
Specs: Triple-curve, steel, three-span continuous bridge; new park promotes health and landscaped plaza with tree and flower plantings on the bridge
Capacity: Medium - High
Pros: Durable design, easily accessible
Cons: High cost and relatively high space use

https://www.bsces.org/p/mohawkvalleybridge

Name: RS&E Hikeway/Bikeway Pedestrain Bridge
Location: Perinton, NY
Designed By: Lu Engineers
Specs: Steel, three-span continuous bridge; 165' single-span modified bow truss supported by 20' high concrete abutments founded on steel H-piles; 93' single-span concrete deck ramp with rolled steel girders supported by a tall abutment and concrete pier; a 135' earthen ramp supported by a segmental block retaining wall; 1,200 feet of road realignment; and 950' of Canalway Trail construction.
Capacity: Medium - High
Pros: Durable design, easily accessible
Cons: High cost and relatively high space use

https://luengineers.com/projects/rse-hikeway-bikeway-pedestrian-bridge/

Street Tree Program

In addition to the larger streetscape improvements along Main Street, there are opportunities for street tree installation in areas off Main Street to replace general tree loss in the Project Area. Adding additional street trees to the Village core provides a continuous aesthetic throughout the community and ensures the benefits of green space are accessible and can be experienced by all residents and visitors. Additional street trees will provide shade, heat protection, and other environmental benefits. Street trees also increase property values and the quality of life for residents.

Pedestrian Improvements

In addition to the larger streetscape improvements along Main Street, there are opportunities for the replacement of sidewalks and curb ramps where needed off Main Street to ensure that there are continuous pedestrian accommodations throughout the Village.

Section 8: CAPITAL PROJECT MAP & LIST

The Capital Project List for the Village of Sylvan Beach 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 Main Street Redesign
- 3 Park Ave Bicycle & Pedestrian Infrastructure
- 4 Intersection Improvements
- 5 Beach Gateways
- 6 New Amenities at Old Playround
- 7 Pedestrian / Bicycle Bridge

PROJECT AREA IMPROVEMENTS

- 1 Main Street Report
- 8 Street Tree Program
- 9 Pedestrian Improvements
- 10 Level 2 EV Charging Station

Oneida County Main Street Program - Project List for Village of Sylvan Beach

ID#	Project Name	Project Type	Project Description	Location	Total Project Cost (est.)
1	Main Street Report	Planning & Design	Final plan document	Village of Sylvan Beach	$38,500
2	Main Street Redesign [2&4]	Bicycle Enhancements; Traffic Safety; Placemaking; Greenspace & Landscaping; Business Accommodations	Streetscape improvements including wayfinding, pedestrian-level lighting, streetscape amenities, street trees, landscaping, EV charging stations, outdoor dining as described in the Village's LWRP	Project Area	$5,500,000
3	Park Avenue Bicycle and Pedestrian Infrastructure[2]	Pedestrian Enhancements; Bicycle Enhancements; Traffic Safety	Pedestrian & bicycle improvements with a painted bike lane	Park Avenue	$106,700
4	Left Turn Signage and Intersection Improvements[2]	Traffic Safety	Improve safety & reduce left turns	Main St./Spencer Ave.	$135,300
5	Beach Gateway[2]	Pedestrian Enhancements; Placemaking	Formalize beach entryways; including signage, large blocks, & defining elements	Sunset Ave., Akehurst/Lakehurst 13th Ave., 14th Ave., 15th Ave., Ron Ell St., & 17th Ave., as described in the LWRP	$216,700
6	New Amenities at Old Playground[2]	Placemaking	Canal Boat installation in the old playground of Main Street Park	Main Street Park	$224,400
7A	Pedestrian/Bicycle Bridge Adjacent to NYS Route 13	Pedestrian Enhancements; Bicycle Enhancements; Traffic Safety	Associated design, engineering, site preparation, environmental review, & construction costs for a pedestrian & bicycle access bridge adjacent to NYS Rt. 13	Canal Street	$5,000,000
7B	Pedestrian/Bicycle Bridge to The Cove[3&4]	Pedestrian Enhancements; Bicycle Enhancements; Traffic Safety	Install pedestrian & bicycle access to connect to The Cove	7th Ave., or Squire's Landing	$671,000
8	Street Tree Program[2]	Greenspace & Landscaping	Installation of street trees	Project Area	$184,800
9	Pedestrain Improvements[3]	Pedestrian Enhancements; Traffic Safety	Replacement of sidewalks & curb ramps where needed	Project Area	$220,000
10	Level 2 EV Charging Station	Buiness 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:	**$12,333,900**

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 upon 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

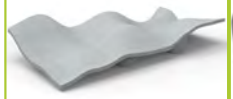
The USDOT Thriving Communities Program supports communities with planning and project development of transformative infrastructure projects that increase affordable transportation options, enhance economic opportunity, reduce environmental burdens, improve access and quality of life, and provide other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

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

Section 10: AMENITY PACKAGE

Themes - Sunset, Beaches, Canal Boats, Bright Colors

Attributes - Rope & Wood (Nautical), Oranges & Pinks (Sunset), Blues, Whites & Yellows (Nautical)

Sylvan Beach	Bench	Table	Waste Receptacle	Bike Rack	Bollard	Planter	Lighting
Family A- Contemporary (Budget) *Curved Forms (Water), Light Frames Wood & Metal Benches, Tables, Planters - Sunset Colors Receptacles, Planters, Bike Racks - Nautical Colors*							
Family B- Contemporary (Affordable) *Thick Posts like Piers* *Mix of Wood and Metal* *Colors to be Nautical, Mimic Rope if Applicable*							
Family C- Contemporary (Expensive) *Abstract Shapes, Mimic Waves & Beach Sand* *Nautical / Water Colors*							
Family D- Hybrid (Budget) *Sunset Themed, Sweeping arcs* *Metal, Colors Pink & Orange*							
Family E- Hybrid (Affordable) *Circles, Curves, Mimic Boats Imagery* *Colors to be Nautical*							
Family F- Hybrid (Expensive) *Wood Construction* *Block Forms*							

Benches
https://dumor.com/node/436
https://victorstanley.com/product/p-4/
https://www.landscapeforms.com/en-US/product/Pages/Lungo-Mare-Bench.aspx
https://www.belson.com/Savannah-Bench-with-Morning-Style-Frame
https://victorstanley.com/product/fr-4-3/
https://www.forms-surfaces.com/hudson-bench

Tables
https://dumor.com/node/462
https://www.maglin.com/app/uploads/2020/09/mtb-0720-series_surface-mount_1.jpg?x72621
https://www.landscapeforms.com/en-US/product/Pages/Grasshopper-Table.aspx
https://www.belson.com/Hartford-Collection-Round-Picnic-Tables
https://victorstanley.com/product/f-3043/
https://www.forms-surfaces.com/apex-table-ensemble

Waste Receptacles
https://dumor.com/node/431#slideshow-1
https://www.maglin.com/app/uploads/2021/04/mtr-2900-00002_waste-recycle_mbr-2900-00001_bike-racks.jpg?x72621
https://www.landscapeforms.com/en-US/product/Pages/Pitch-Litter.aspx
https://dumor.com/node/426
https://victorstanley.com/product/ren/
https://www.forms-surfaces.com/cordia-litter-recycling-receptacle

Bike Racks
https://www.belson.com/Sentry-Bike-Racks
https://www.maglin.com/app/uploads/2020/09/mbr-1600-series_surface-mount.jpg?x72621
https://www.landscapeforms.com/en-US/product/Pages/Bicilinea-Bike-Rack.aspx
https://dumor.com/node/495#slideshow-1
https://www.maglin.com/app/uploads/2020/09/mbr-0150-series_surface-mount.jpg?x72621
https://www.landscapeforms.com/en-US/product/Pages/Emerson-Bike-Rack.aspx

Bollards
https://www.belson.com/Cast-Aluminum-Lighted-Bollards
https://victorstanley.com/product/pl5a/
https://www.landscapeforms.com/en-US/product/Pages/Guide-Bollard.aspx
https://www.belson.com/Newport-Series-Steel-Bollards
https://www.maglin.com/app/uploads/2020/09/mbo-0650-series_2.jpg?x72621
https://www.landscapeforms.com/en-US/product/Pages/Profile-Bollard.aspx

Planters
https://www.belson.com/Commercial-Planters-Recycled-Plastic-Round
https://www.maglin.com/app/uploads/2020/09/mpl-1050-series_wood_1.jpg?x72621
https://www.landscapeforms.com/en-US/product/Pages/Jules-et-Jim-Bench-Planter.aspx
https://www.belson.com/Breckenridge-Series-Steel-Square-Planters
https://victorstanley.com/product/urbanround/
https://www.landscapeforms.com/en-US/product/Pages/Plaza-Planter.aspx

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

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)