

Appendix A

City of Utica
N. Genesee Street Corridor Management Plan
Advisory Committee Meeting
March 26, 2007

Issues and Concerns

- > The corridor is Utica's commercial drive.
 - o Mostly franchises
 - o Would like to see improved, uniform signage
 - o Need a plan for "dead pieces" of land; ex: Howard Johnson's property has a lot of restrictions on the property.
 - o Retail outlets could drive the commercial businesses in area.
 - o Need to involve owners when developing plan for properties.
 - o Zoning along the corridor is "scrambled." Mostly commercial properties.

- > Code Issue
 - o Dumpsters are located out front on some properties.
 - o Need to take advantage of frontage. Buildings' appearance needs to be attractive to customers.

- > Trees on one side of street
 - o The size of trees are commercial impediment on one side of the street
 - o The trees block business' visibility.
 - o The street doesn't appear to be balanced.

- > Center median
 - o Would be tough, lots of turns onto street. Very difficult to make a left hand turn out of business.
 - o Need to have the center lane as a waiting area. Would be nice to have center lane extend from one end of corridor to the other.

- > Traffic is a problem on street. Lots of accidents.

- > Area was almost industrial at one time.

- > What is the role of the corridor?
 - o Should it be a stopping place for tourists?
 - o Exit 31 is a major entrance to the Adirondacks. How do you capture visitor traffic?
 - > Do we need to add signage?
 - > How do we capture Cooperstown traffic?
 - o Once people have gotten off at exit, how do we keep tourists in the area? How do we get them to visit the City?


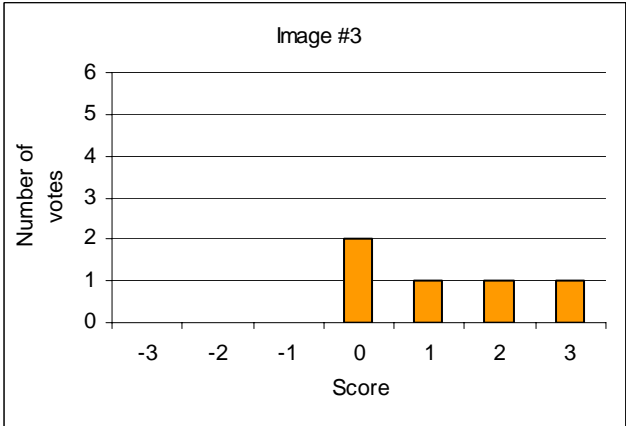

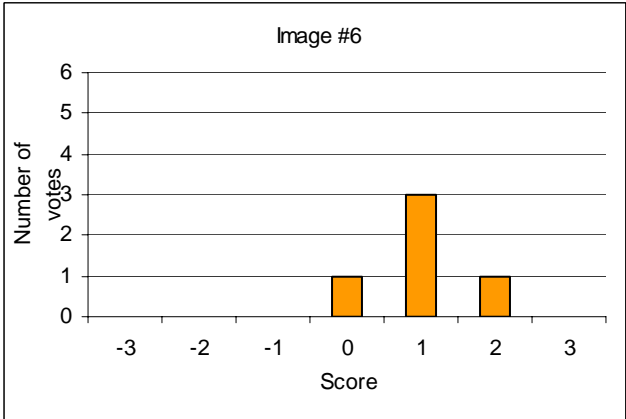
- > There are a lot of hotels in the area with good rates, how do we get visitors out of the hotels and into businesses along the corridor or into downtown?
- > Some (not all) businesses along the corridor have wide sidewalks, are pedestrian friendly, have landscaping. This is not consistent along the corridor – it is “broken.”
- > City attracts a lot of out-of-town business people. How do we get these folks to come back?
- > Corridor needs to have character, warm, comfort feeling.
- > Successful destinations make the visitor want to get out of their car and walk. After driving a long distance, the last thing you want to do after you check in at your hotel is get back in your car and have to drive somewhere for dinner.
- > Corridor needs to be well lit, have a sense of flow/connectivity.
- > Corridor needs to connect hotels all the way to downtown.
- > During the summer months, area hotels are at full occupancy. Need to take advantage of this.
- > Need to focus on “less than par” properties.
- > What is missing along corridor? Tourist shops that sell t-shirts, promotional items, retail, small boutique shops.
- > Need parking behind buildings (possible site is near Babe’s and Friendly’s)
- > Need safe way to cross the street. Possibly a pedestrian bridge.
- > Current lighting is institutional.
- > Need ongoing road and sidewalk maintenance.
- > Currently no BID or business association for corridor area.
- > Utica marina – area for development? Capitalize on traffic?
- > Capture waterfront traffic. Visibility is a problem. No one knows/can see what there is in town. Need signage to direct tourists to corridor and downtown.
- > A lot of visitors on bike trail/canalway. Potential market.

What is Vision for Corridor?


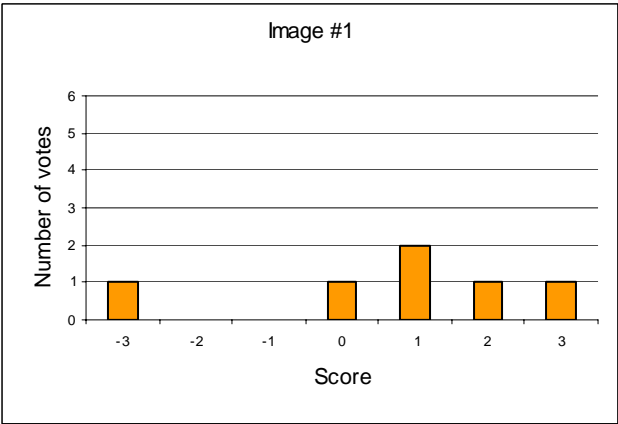

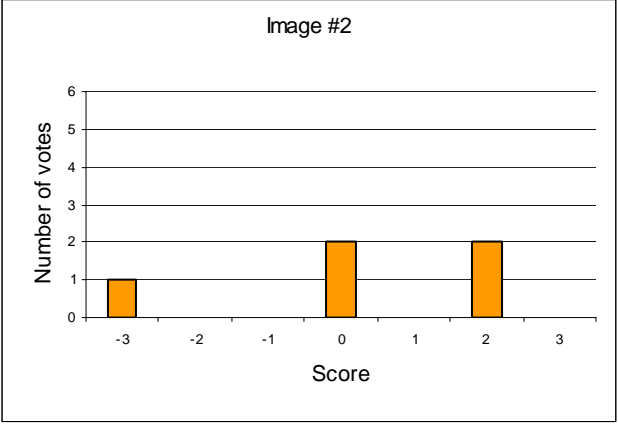

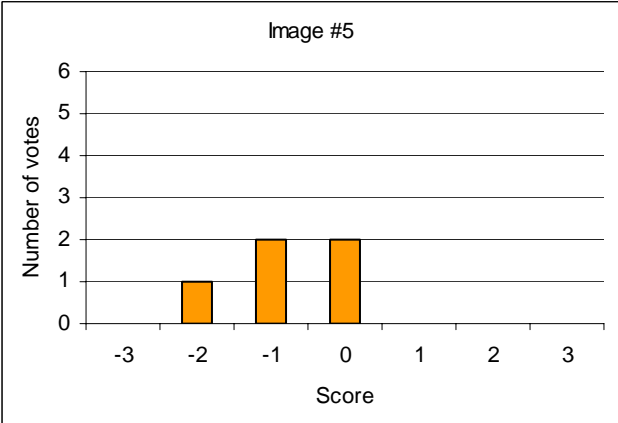
- > “Entrance to City”
 - Need more visibility and support from the City. For example, keep grass maintained.
- > Welcome, nice, clean City. Great place to shop, visit with good lighting
- > Give people more options – retail. Ex: Herkimer sells local items made in area.
- > “Balanced connection” - N. Genesee St to downtown.
- > There is no sense of place. Currently think of corridor as “not Utica.”
 - It is a series of good businesses
 - Good location for business owners
- > Clean, welcoming, well lit, “pedestrian friendly”
- > Warm, friendly, well maintained business corridor
 - Establish public/private partnership to keep businesses up
- > Give people a reason to come back
- > Clean-up; corridor is a mess in certain areas.
 - Continue to flourish; need shops.
- > Make this a destination.

Appendix B

Summary of Visual Preference Survey Results

STREET DESIGN																		
Average Score	Image	Distribution of votes																
1.2	 <p style="text-align: center; margin-top: 5px;">Grass median, on-street parking, sidewalks, street trees</p>	 <table border="1" style="margin: 10px auto; border-collapse: collapse;"> <caption>Image #3: Distribution of votes</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-3</td><td>0</td></tr> <tr><td>-2</td><td>0</td></tr> <tr><td>-1</td><td>0</td></tr> <tr><td>0</td><td>2</td></tr> <tr><td>1</td><td>1</td></tr> <tr><td>2</td><td>1</td></tr> <tr><td>3</td><td>1</td></tr> </tbody> </table>	Score	Number of votes	-3	0	-2	0	-1	0	0	2	1	1	2	1	3	1
Score	Number of votes																	
-3	0																	
-2	0																	
-1	0																	
0	2																	
1	1																	
2	1																	
3	1																	
<p>Group Discussion re: Image #3:</p> <ul style="list-style-type: none"> > Like the balance > Looks like a boulevard, not an open thoroughfare > Looks nice but not appropriate for N. Genesee Street > Too residential > Should not have parallel parking on N. Genesee Street > Not N. Genesee Street > No median on N. Genesee Street > What do you do with the snow? > No parking on the street – it is not possible here > This provides no outlets for businesses > Need for the grassy area to be a turn lane 																		
1.0	 <p style="text-align: center; margin-top: 5px;">Brick median, no on-street parking</p>	 <table border="1" style="margin: 10px auto; border-collapse: collapse;"> <caption>Image #6: Distribution of votes</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-3</td><td>0</td></tr> <tr><td>-2</td><td>0</td></tr> <tr><td>-1</td><td>0</td></tr> <tr><td>0</td><td>1</td></tr> <tr><td>1</td><td>3</td></tr> <tr><td>2</td><td>1</td></tr> <tr><td>3</td><td>0</td></tr> </tbody> </table>	Score	Number of votes	-3	0	-2	0	-1	0	0	1	1	3	2	1	3	0
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-1	0																	
0	1																	
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STREET DESIGN

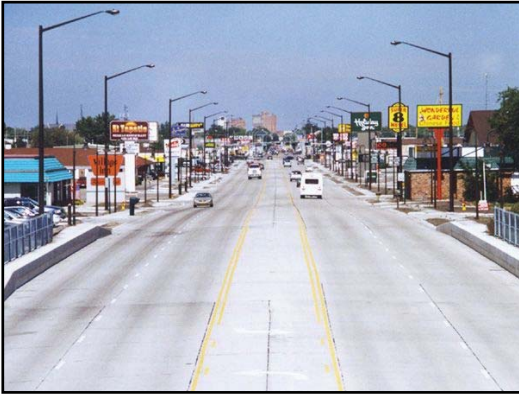
Average Score	Image	Distribution of votes																
0.7	 <p style="text-align: center;">No median, on-street parking, street trees</p>	 <table border="1" style="margin: auto;"> <caption>Image #1: Distribution of votes</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-3</td><td>1</td></tr> <tr><td>-2</td><td>0</td></tr> <tr><td>-1</td><td>0</td></tr> <tr><td>0</td><td>1</td></tr> <tr><td>1</td><td>2</td></tr> <tr><td>2</td><td>1</td></tr> <tr><td>3</td><td>1</td></tr> </tbody> </table>	Score	Number of votes	-3	1	-2	0	-1	0	0	1	1	2	2	1	3	1
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-1	0																	
0	1																	
1	2																	
2	1																	
3	1																	
0.2	 <p style="text-align: center;">No median, continuous turn lane, sidewalk, limited landscaping</p>	 <table border="1" style="margin: auto;"> <caption>Image #2: Distribution of votes</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-3</td><td>1</td></tr> <tr><td>-2</td><td>0</td></tr> <tr><td>-1</td><td>0</td></tr> <tr><td>0</td><td>2</td></tr> <tr><td>1</td><td>0</td></tr> <tr><td>2</td><td>2</td></tr> <tr><td>3</td><td>0</td></tr> </tbody> </table>	Score	Number of votes	-3	1	-2	0	-1	0	0	2	1	0	2	2	3	0
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-3	1																	
-2	0																	
-1	0																	
0	2																	
1	0																	
2	2																	
3	0																	
-0.8	 <p style="text-align: center;">No median, continuous turn lane, no sidewalk, no landscaping</p>	 <table border="1" style="margin: auto;"> <caption>Image #5: Distribution of votes</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-3</td><td>0</td></tr> <tr><td>-2</td><td>1</td></tr> <tr><td>-1</td><td>2</td></tr> <tr><td>0</td><td>2</td></tr> <tr><td>1</td><td>0</td></tr> <tr><td>2</td><td>0</td></tr> <tr><td>3</td><td>0</td></tr> </tbody> </table>	Score	Number of votes	-3	0	-2	1	-1	2	0	2	1	0	2	0	3	0
Score	Number of votes																	
-3	0																	
-2	1																	
-1	2																	
0	2																	
1	0																	
2	0																	
3	0																	

STREET DESIGN

Average
Score

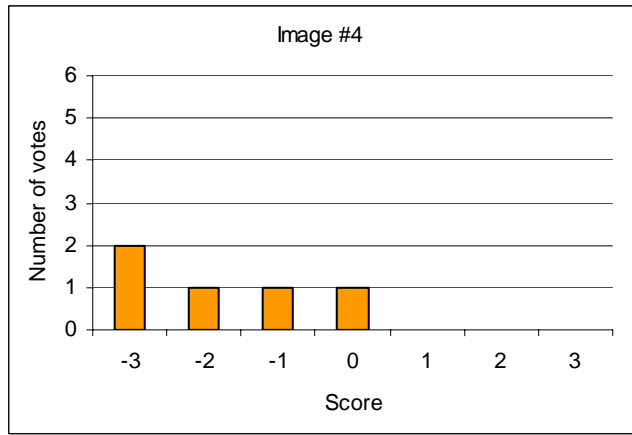
Image

Distribution of votes


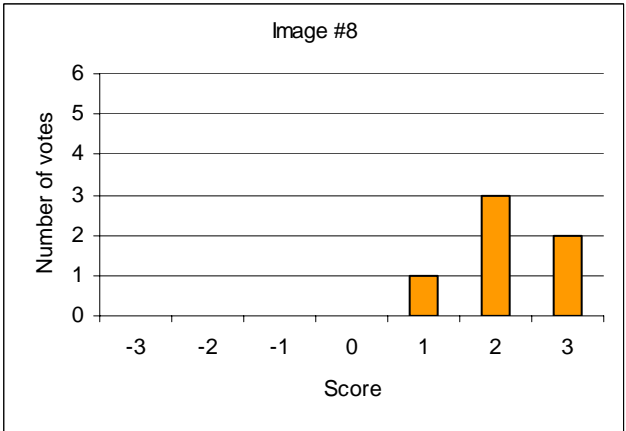
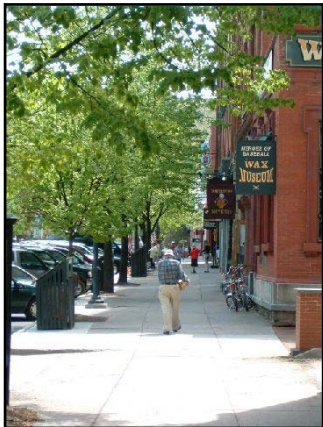
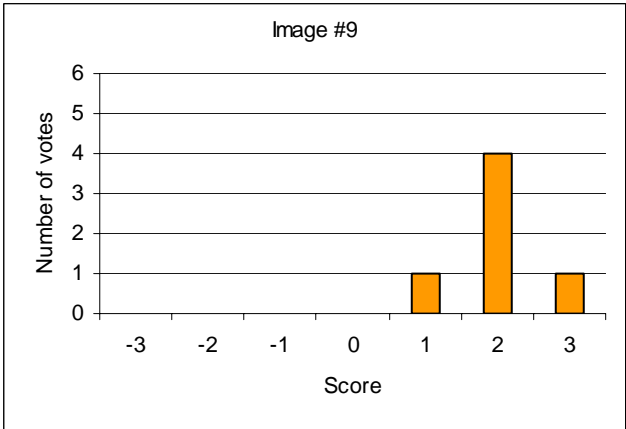

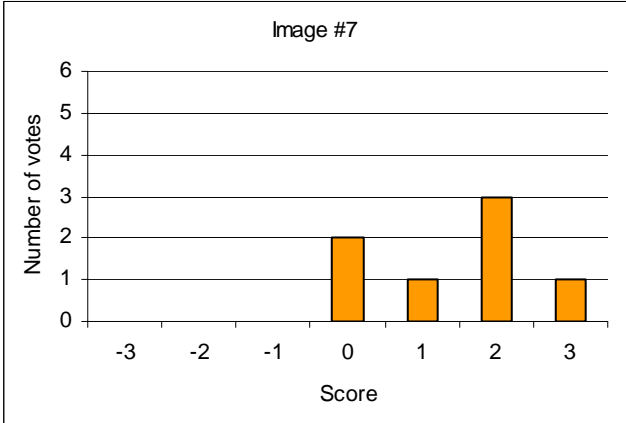


Continuous center turn lane, cobra head lighting, underground utility lines, sidewalks, no landscaping


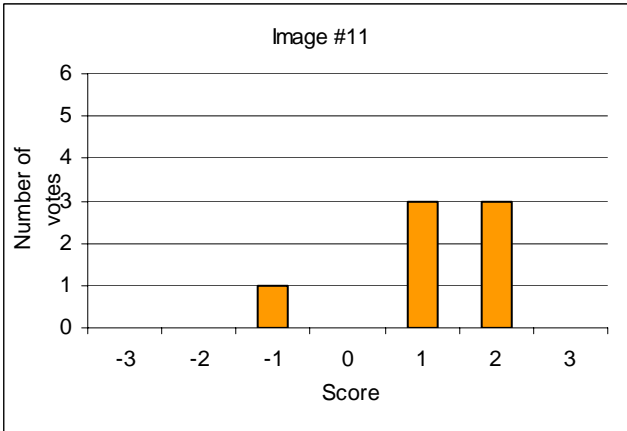
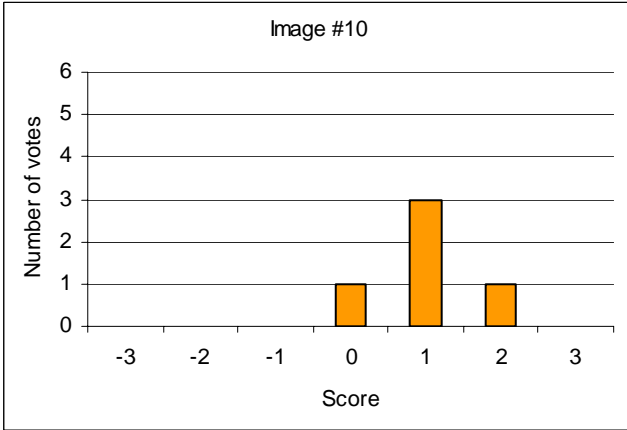

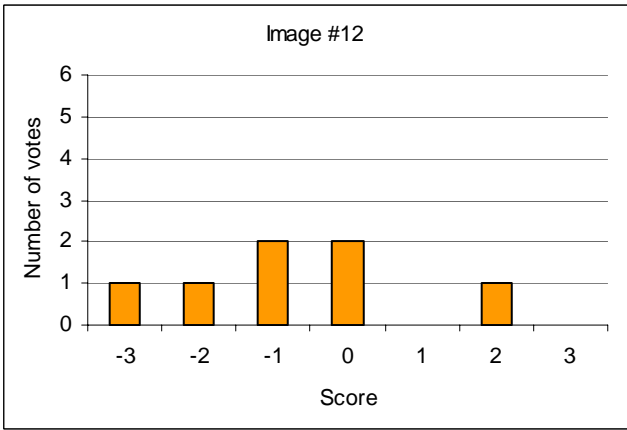
-1.8



SIDEWALKS

Average Score	Image	Distribution of votes										
2.2	 <p style="text-align: center;">Wide sidewalk, grouped planting beds, brick pavers</p>	 <table border="1" style="margin: auto;"> <caption>Image #8 Vote Distribution</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>1</td> </tr> <tr> <td>2</td> <td>3</td> </tr> <tr> <td>3</td> <td>2</td> </tr> </tbody> </table>	Score	Number of votes	1	1	2	3	3	2		
Score	Number of votes											
1	1											
2	3											
3	2											
2.0	 <p style="text-align: center;">Wide sidewalk, street trees, scored concrete</p>	 <table border="1" style="margin: auto;"> <caption>Image #9 Vote Distribution</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>1</td> </tr> <tr> <td>2</td> <td>4</td> </tr> <tr> <td>3</td> <td>1</td> </tr> </tbody> </table>	Score	Number of votes	1	1	2	4	3	1		
Score	Number of votes											
1	1											
2	4											
3	1											
1.4	 <p style="text-align: center;">Wide sidewalk, scored concrete, defined brick edge, street trees, portable signage</p>	 <table border="1" style="margin: auto;"> <caption>Image #7 Vote Distribution</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>2</td> </tr> <tr> <td>1</td> <td>1</td> </tr> <tr> <td>2</td> <td>3</td> </tr> <tr> <td>3</td> <td>1</td> </tr> </tbody> </table>	Score	Number of votes	0	2	1	1	2	3	3	1
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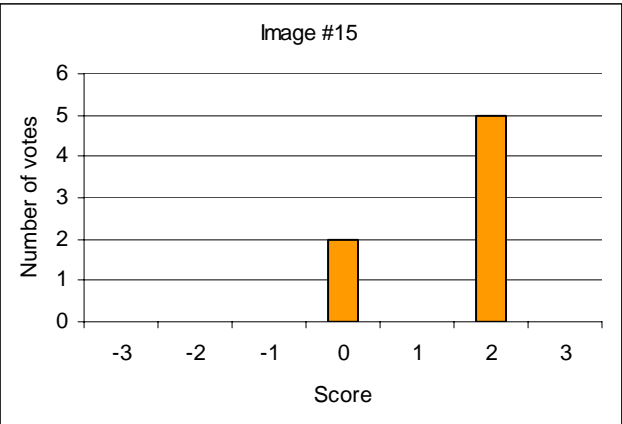

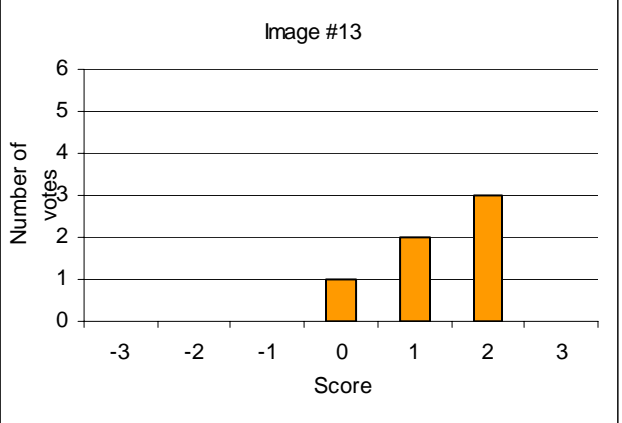

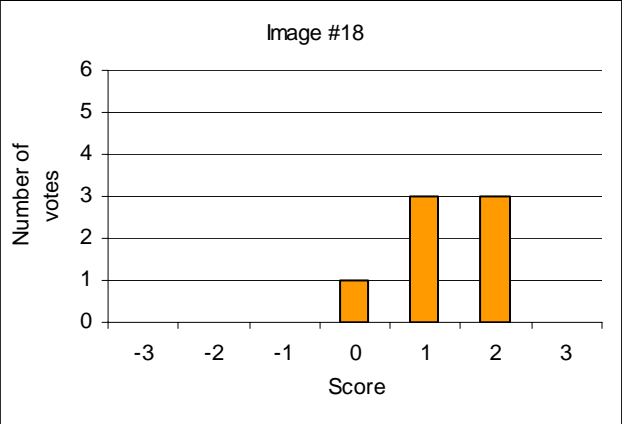
SIDEWALKS

Average Score	Image	Distribution of votes												
1.1	 <p style="text-align: center;">Wide sidewalk, mixed materials, building brought up to sidewalk, diagonal on-street parking</p>	 <table border="1" style="margin: 0 auto;"> <caption>Image #11 Vote Distribution</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-1</td><td>1</td></tr> <tr><td>1</td><td>3</td></tr> <tr><td>2</td><td>3</td></tr> </tbody> </table>	Score	Number of votes	-1	1	1	3	2	3				
Score	Number of votes													
-1	1													
1	3													
2	3													
0	 <p style="text-align: center;">Concrete sidewalk, grass buffer, no street trees, overhead utility lines</p>	 <table border="1" style="margin: 0 auto;"> <caption>Image #10 Vote Distribution</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>0</td><td>1</td></tr> <tr><td>1</td><td>3</td></tr> <tr><td>2</td><td>1</td></tr> </tbody> </table>	Score	Number of votes	0	1	1	3	2	1				
Score	Number of votes													
0	1													
1	3													
2	1													
-0.7	 <p style="text-align: center;">Concrete sidewalk, no buffer, no landscaping, wide curb cuts, overhead utility lines</p>	 <table border="1" style="margin: 0 auto;"> <caption>Image #12 Vote Distribution</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-3</td><td>1</td></tr> <tr><td>-2</td><td>1</td></tr> <tr><td>-1</td><td>2</td></tr> <tr><td>0</td><td>2</td></tr> <tr><td>2</td><td>1</td></tr> </tbody> </table>	Score	Number of votes	-3	1	-2	1	-1	2	0	2	2	1
Score	Number of votes													
-3	1													
-2	1													
-1	2													
0	2													
2	1													

Group Discussion re: Image #12:

- > Looks like N. Genesee Street
- > Little room between curb and sidewalk
- > Are property owners willing to give up land (frontage) for sidewalks/buffers?
- > Owners will lose parking spaces if City requires 5' buffers and wide sidewalks.
- > Is this realistic?
- > If sidewalk/buffer are expanded, they would have to be in City owned right ways

PARKING

Average Score	Image	Distribution of votes								
1.4	 <p style="text-align: center;">Parking garage, masonry construction, clock tower, cars are not visible</p>	 <table border="1" style="margin: 0 auto;"> <caption>Image #15 Vote Distribution</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>2</td> </tr> <tr> <td>2</td> <td>5</td> </tr> </tbody> </table>	Score	Number of votes	0	2	2	5		
Score	Number of votes									
0	2									
2	5									
<p>Group Discussion re: Image #15:</p> <ul style="list-style-type: none"> > OK appearance. > Is there a need for a parking garage here? Probably not. 										
1.3	 <p style="text-align: center;">Wide buffer with sidewalk and walkway.</p>	 <table border="1" style="margin: 0 auto;"> <caption>Image #13 Vote Distribution</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>1</td> </tr> <tr> <td>1</td> <td>2</td> </tr> <tr> <td>2</td> <td>3</td> </tr> </tbody> </table>	Score	Number of votes	0	1	1	2	2	3
Score	Number of votes									
0	1									
1	2									
2	3									
1.3	 <p style="text-align: center;">Grass buffer, hedge buffer between sidewalk and parking</p>	 <table border="1" style="margin: 0 auto;"> <caption>Image #18 Vote Distribution</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>1</td> </tr> <tr> <td>1</td> <td>3</td> </tr> <tr> <td>2</td> <td>3</td> </tr> </tbody> </table>	Score	Number of votes	0	1	1	3	2	3
Score	Number of votes									
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2	3									

PARKING

Average Score

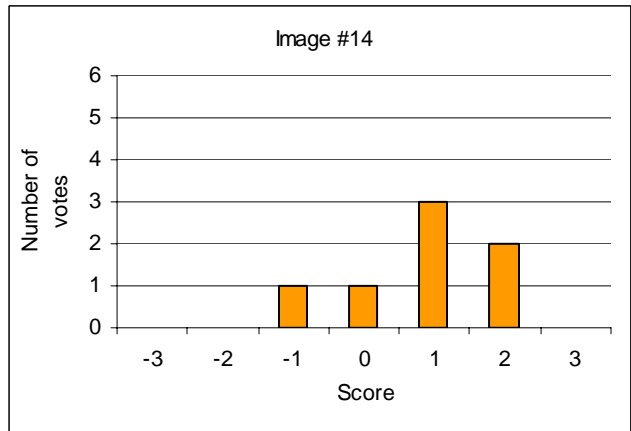
Image

Distribution of votes

0.9



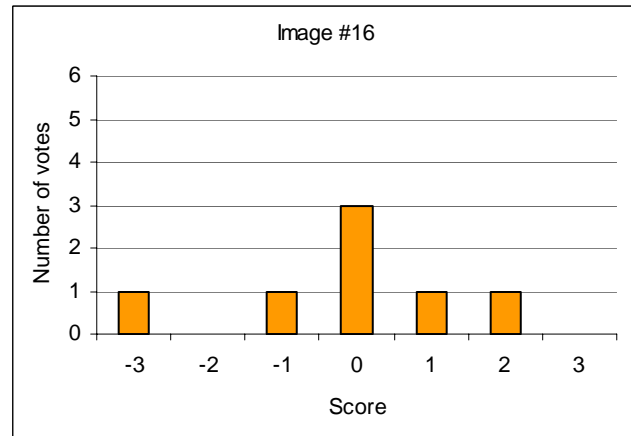
Dense shrubs, diagonal and screened off-street parking.



-0.1



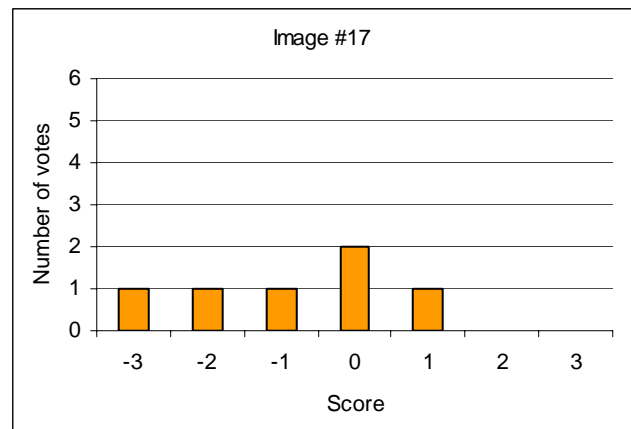
Surface parking with landscaping.




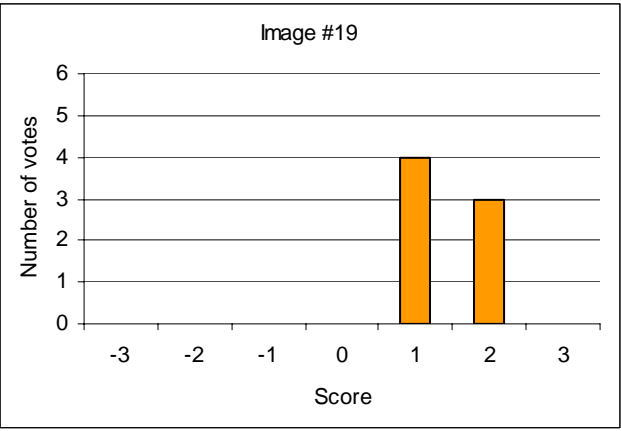

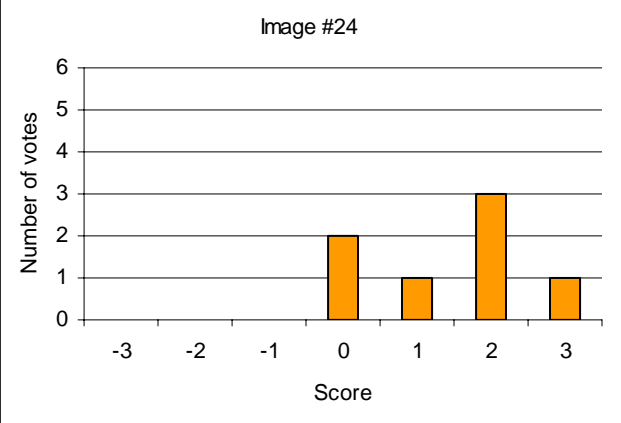

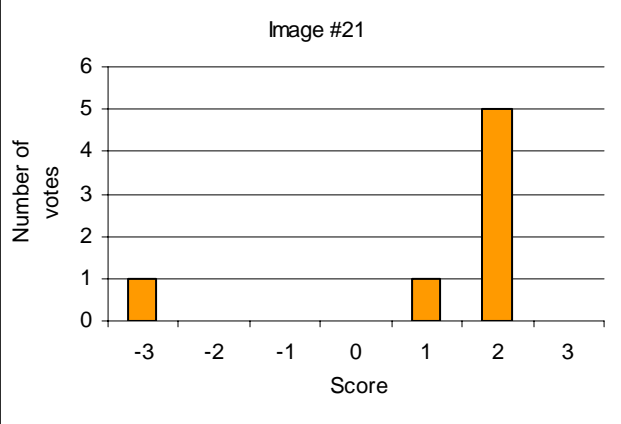
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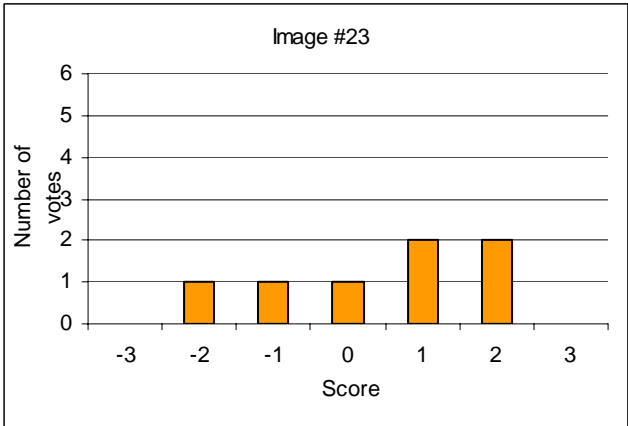

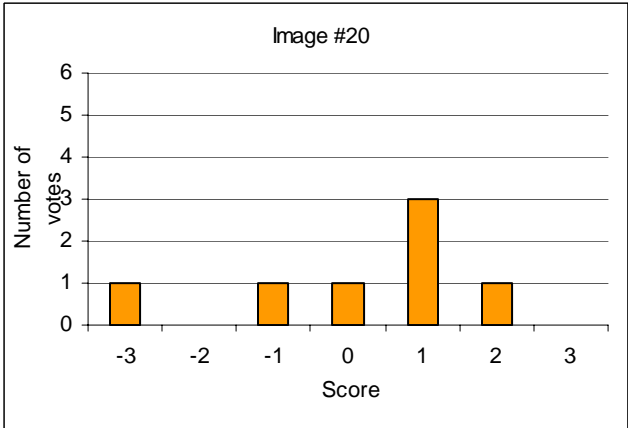

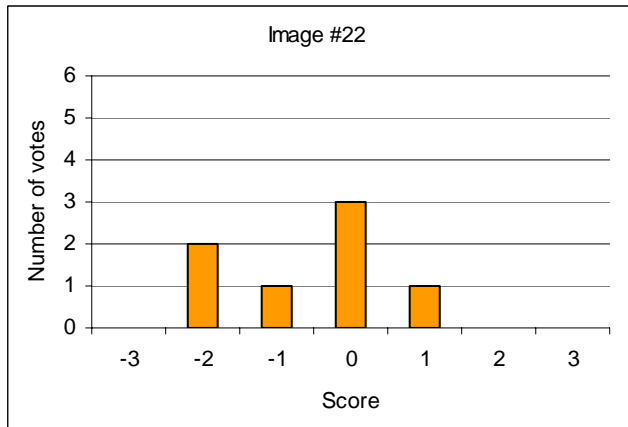
Surface parking with minimal landscaping.



BUFFERS

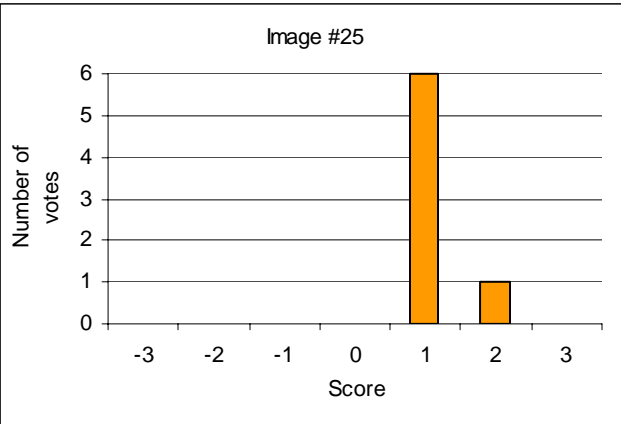
Average Score	Image	Distribution of votes										
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2	3											
1.4		<p data-bbox="1101 848 1203 875">Image #24</p>  <table border="1"> <caption>Data for Image #24</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>2</td> </tr> <tr> <td>1</td> <td>1</td> </tr> <tr> <td>2</td> <td>3</td> </tr> <tr> <td>3</td> <td>1</td> </tr> </tbody> </table>	Score	Number of votes	0	2	1	1	2	3	3	1
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1.1		<p data-bbox="1101 1295 1203 1323">Image #21</p>  <table border="1"> <caption>Data for Image #21</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr> <td>-3</td> <td>1</td> </tr> <tr> <td>1</td> <td>1</td> </tr> <tr> <td>2</td> <td>5</td> </tr> </tbody> </table>	Score	Number of votes	-3	1	1	1	2	5		
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BUFFERS

Average Score	Image	Distribution of votes												
0.4	 <p style="text-align: center;">Median with intensive planting and street trees</p>	 <p style="text-align: center;">Image #23</p> <table border="1" style="margin: auto;"> <caption>Vote Distribution for Image #23</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-2</td><td>1</td></tr> <tr><td>-1</td><td>1</td></tr> <tr><td>0</td><td>1</td></tr> <tr><td>1</td><td>2</td></tr> <tr><td>2</td><td>2</td></tr> </tbody> </table>	Score	Number of votes	-2	1	-1	1	0	1	1	2	2	2
Score	Number of votes													
-2	1													
-1	1													
0	1													
1	2													
2	2													
0.1	 <p style="text-align: center;">median Grass</p>	 <p style="text-align: center;">Image #20</p> <table border="1" style="margin: auto;"> <caption>Vote Distribution for Image #20</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-3</td><td>1</td></tr> <tr><td>-1</td><td>1</td></tr> <tr><td>0</td><td>1</td></tr> <tr><td>1</td><td>3</td></tr> <tr><td>2</td><td>1</td></tr> </tbody> </table>	Score	Number of votes	-3	1	-1	1	0	1	1	3	2	1
Score	Number of votes													
-3	1													
-1	1													
0	1													
1	3													
2	1													
-0.6	 <p style="text-align: center;">No buffer between street and sidewalk,</p>	 <p style="text-align: center;">Image #22</p> <table border="1" style="margin: auto;"> <caption>Vote Distribution for Image #22</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-2</td><td>2</td></tr> <tr><td>-1</td><td>1</td></tr> <tr><td>0</td><td>3</td></tr> <tr><td>1</td><td>1</td></tr> </tbody> </table>	Score	Number of votes	-2	2	-1	1	0	3	1	1		
Score	Number of votes													
-2	2													
-1	1													
0	3													
1	1													

no landscaping

CROSSWALKS

Average Score	Image	Distribution of votes								
1.1	 <p style="text-align: center;">Well defined pedestiran crossings</p>	 <table border="1" style="margin: auto;"> <caption>Image #25: Distribution of votes</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>6</td> </tr> <tr> <td>2</td> <td>1</td> </tr> </tbody> </table>	Score	Number of votes	1	6	2	1		
Score	Number of votes									
1	6									
2	1									
1.0	 <p style="text-align: center;">Pedestrian crossing, painted, raised brick median</p>	 <table border="1" style="margin: auto;"> <caption>Image #26: Distribution of votes</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>1</td> </tr> <tr> <td>1</td> <td>5</td> </tr> <tr> <td>2</td> <td>1</td> </tr> </tbody> </table>	Score	Number of votes	0	1	1	5	2	1
Score	Number of votes									
0	1									
1	5									
2	1									
1.0	 <p style="text-align: center;">Pedestrian crossing, stamped design, clear markings</p>	 <table border="1" style="margin: auto;"> <caption>Image #29: Distribution of votes</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr> <td>-1</td> <td>1</td> </tr> <tr> <td>1</td> <td>4</td> </tr> <tr> <td>2</td> <td>2</td> </tr> </tbody> </table>	Score	Number of votes	-1	1	1	4	2	2
Score	Number of votes									
-1	1									
1	4									
2	2									

CROSSWALKS

Average
Score

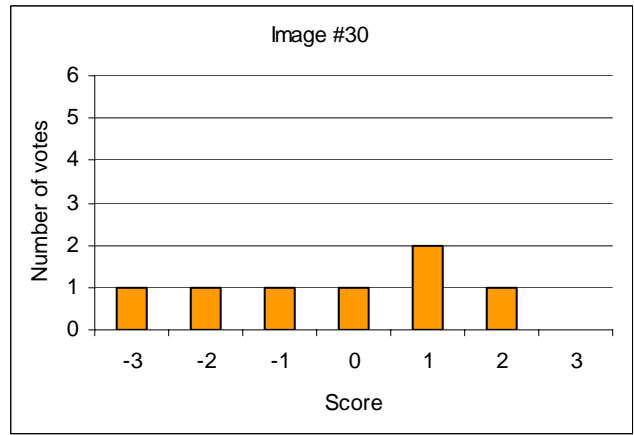
Image

Distribution of votes

-0.3



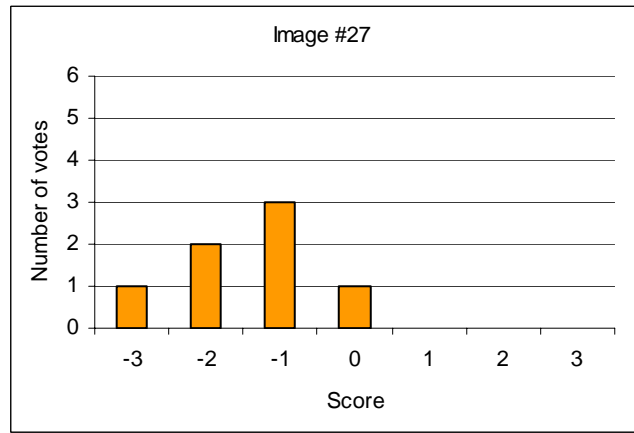
Pedestrian crossing, modern, colored paving



-1.4



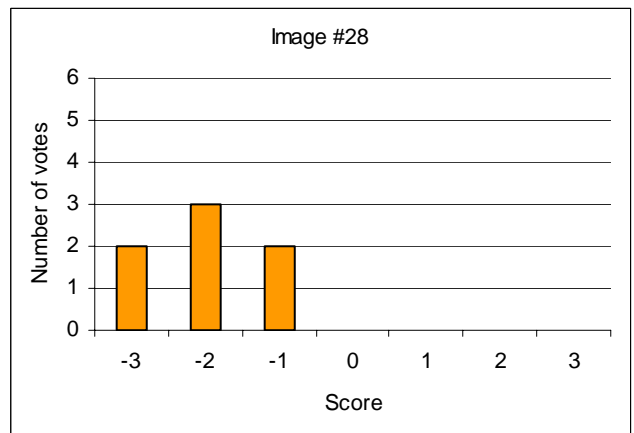
Pedestrian crossing, limited street marking



-2.0



Pedestrian crossing, no sidewalk connection



TRAFFIC SIGNAL

Average Score

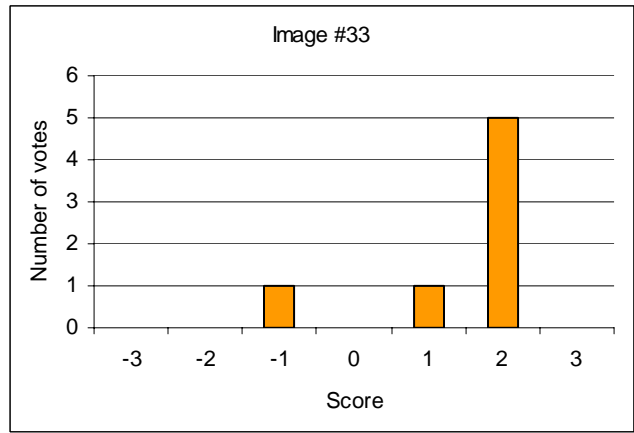
Image

Distribution of votes

1.4



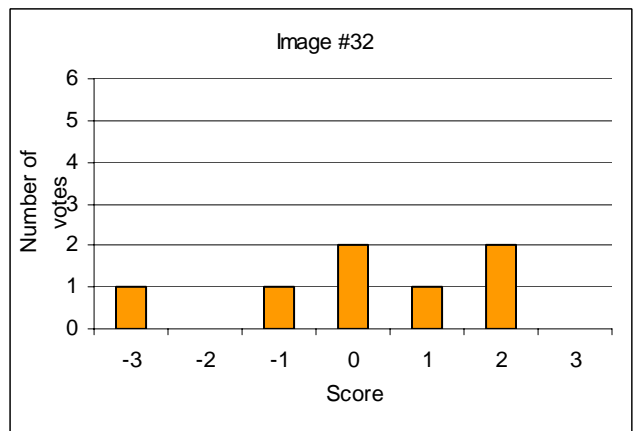
Vertical traffic signal, attached to mast arm, traditional period street light



0.1



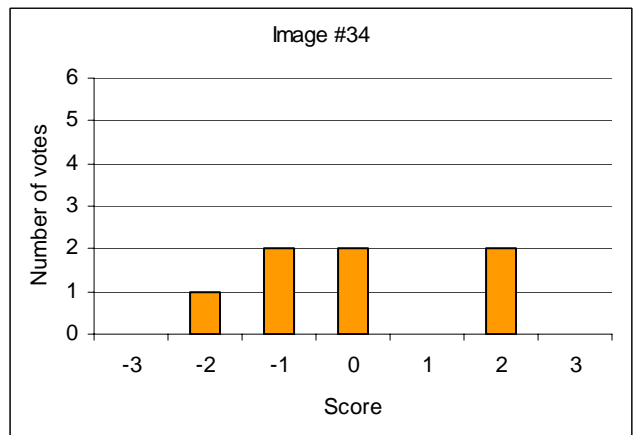
Horizontal traffic signal, attached to mast arm, cobra head light street light



0



Traffic signal attached to mast arm, no lighting



TRAFFIC SIGNAL

Average
Score

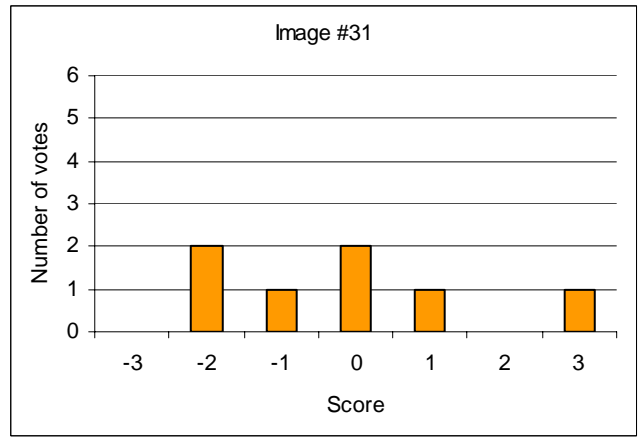
Image

Distribution of votes

-0.1



Traffic signal, modern attached to pole



STREET LIGHTS

Average Score

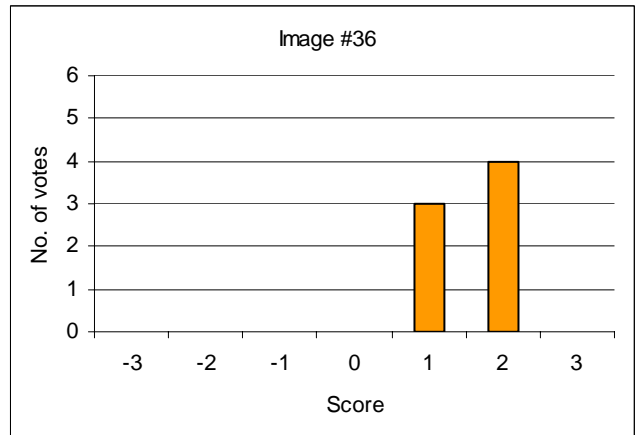
Image

Distribution of votes

1.6



Traditional lighting fixture with double hanging flower baskets



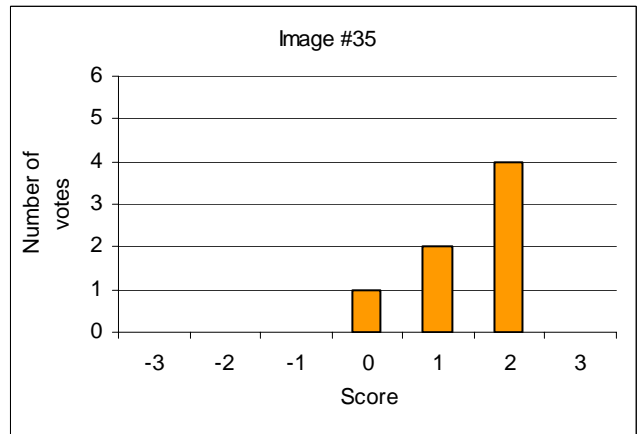
Group Discussion re: Image #36:

- > Someone has to maintain the flowers.
- > This is a highway business district. We shouldn't make this something it is not.
- > This an an auto-dependent/auto-centric area.

1.4




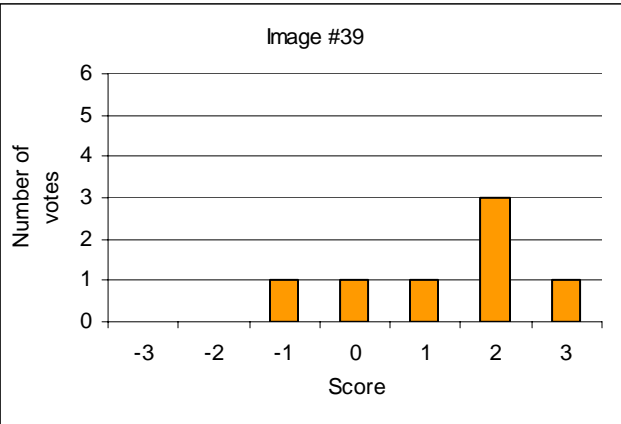

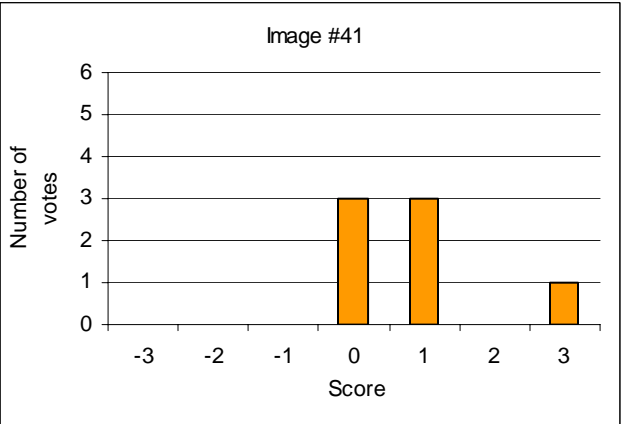

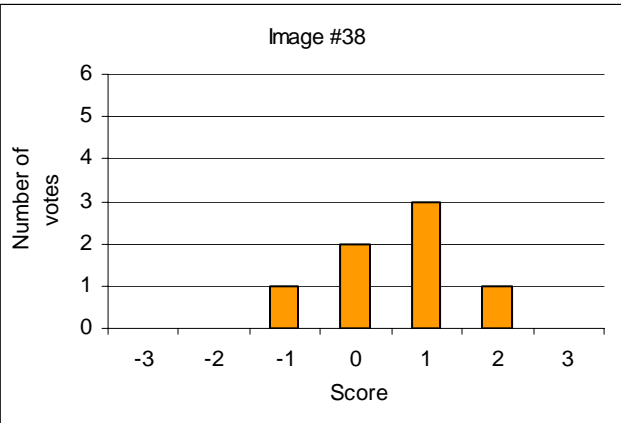
Period lighting fixture, with street signs attached



Group Discussion re: Image #35:

- > This is appropriate for N. Genesee Street

STREET LIGHTS

Average Score	Image	Distribution of votes												
1.3	 <p style="text-align: center;">Period lighting (globe) with double hanging baskets.</p>	 <p style="text-align: center;">Image #39</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <caption>Vote Distribution for Image #39</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-1</td><td>1</td></tr> <tr><td>0</td><td>1</td></tr> <tr><td>1</td><td>1</td></tr> <tr><td>2</td><td>3</td></tr> <tr><td>3</td><td>1</td></tr> </tbody> </table>	Score	Number of votes	-1	1	0	1	1	1	2	3	3	1
Score	Number of votes													
-1	1													
0	1													
1	1													
2	3													
3	1													
0.9	 <p style="text-align: center;">Street light, traditional style</p>	 <p style="text-align: center;">Image #41</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <caption>Vote Distribution for Image #41</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>0</td><td>3</td></tr> <tr><td>1</td><td>3</td></tr> <tr><td>3</td><td>1</td></tr> </tbody> </table>	Score	Number of votes	0	3	1	3	3	1				
Score	Number of votes													
0	3													
1	3													
3	1													
0.6	 <p style="text-align: center;">Street light, traditional style</p>	 <p style="text-align: center;">Image #38</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <caption>Vote Distribution for Image #38</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-1</td><td>1</td></tr> <tr><td>0</td><td>2</td></tr> <tr><td>1</td><td>3</td></tr> <tr><td>2</td><td>1</td></tr> </tbody> </table>	Score	Number of votes	-1	1	0	2	1	3	2	1		
Score	Number of votes													
-1	1													
0	2													
1	3													
2	1													

STREET LIGHTS

Average
Score

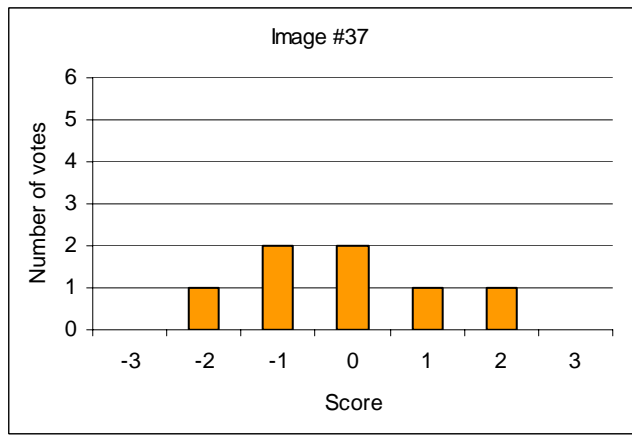
Image

Distribution of votes

-0.1



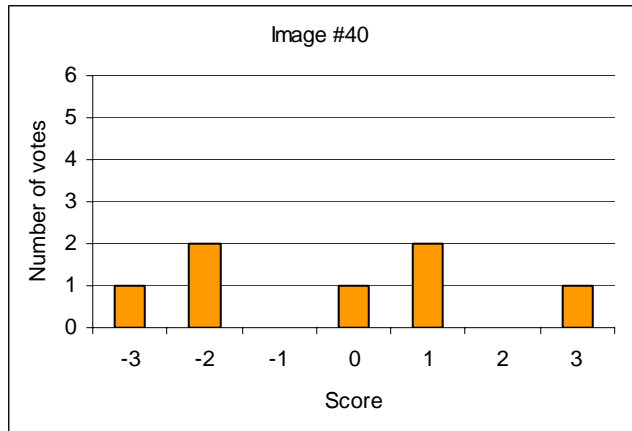
Street light, shoebox style



-0.3



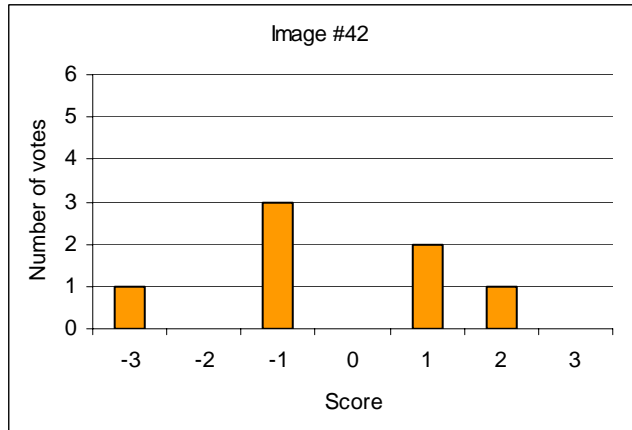
Street light, contemporary style




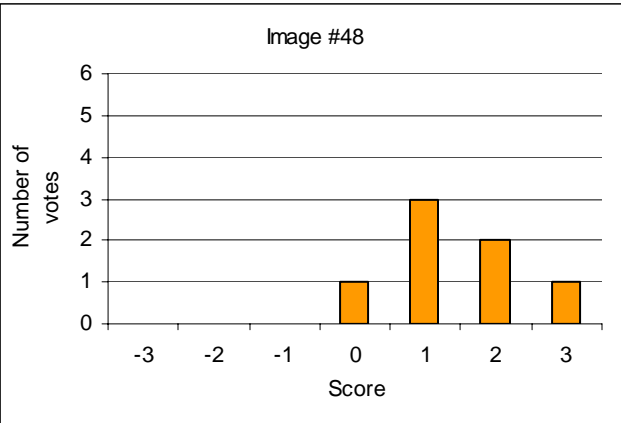

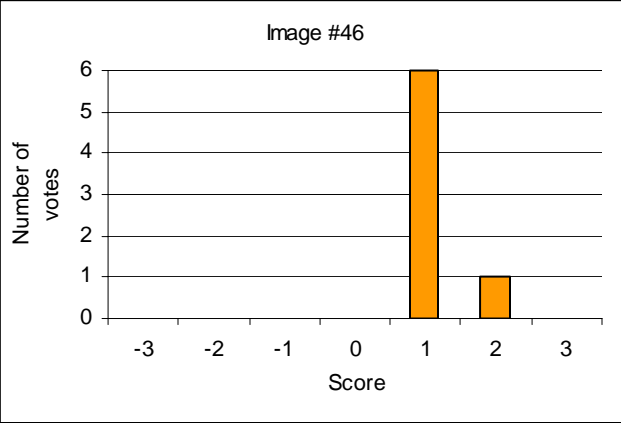

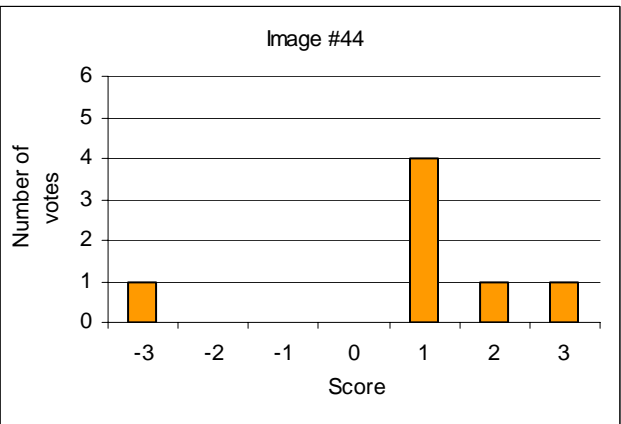
-0.3




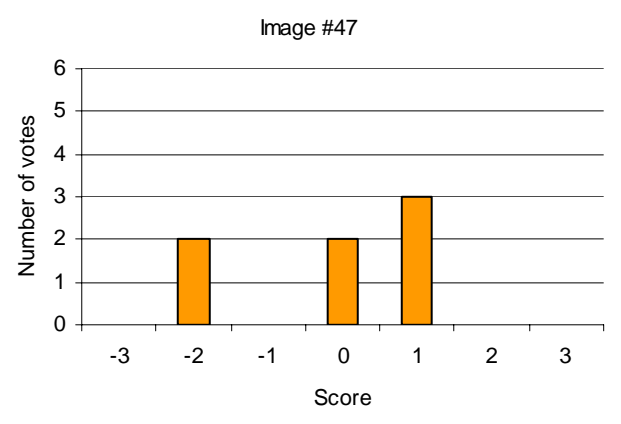

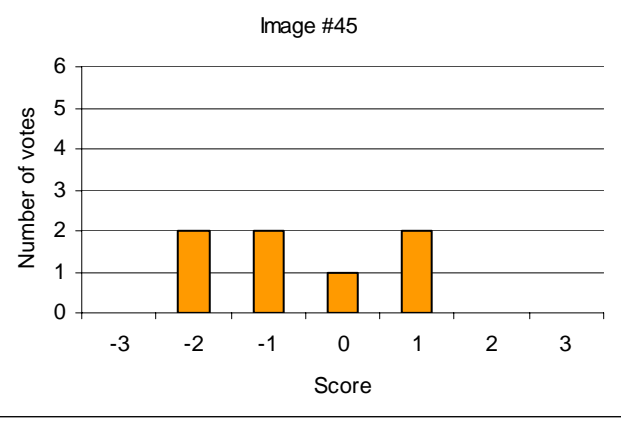

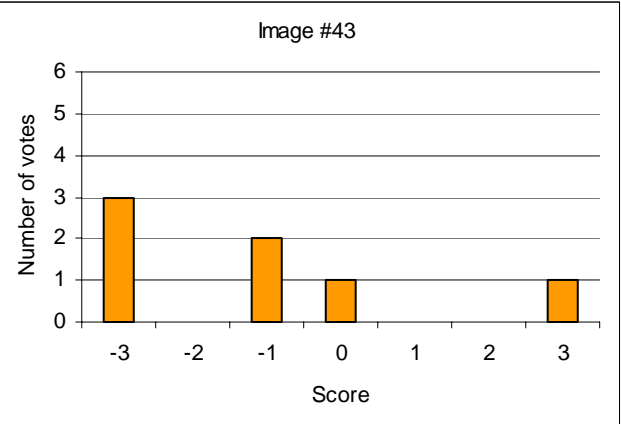
Street light, cobra head style



GATEWAY SIGNAGE

Average Score	Image	Distribution of votes										
1.4	 <p style="text-align: center;">Traditional gateway sign, natural colors, city tag line, landscaping.</p>	 <table border="1" style="margin: 0 auto;"> <caption>Image #48: Distribution of votes</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>0</td><td>1</td></tr> <tr><td>1</td><td>3</td></tr> <tr><td>2</td><td>2</td></tr> <tr><td>3</td><td>1</td></tr> </tbody> </table>	Score	Number of votes	0	1	1	3	2	2	3	1
Score	Number of votes											
0	1											
1	3											
2	2											
3	1											
1.1	 <p style="text-align: center;">Traditional gateway sign, brick and metal, landscaped</p>	 <table border="1" style="margin: 0 auto;"> <caption>Image #46: Distribution of votes</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>1</td><td>6</td></tr> <tr><td>2</td><td>1</td></tr> </tbody> </table>	Score	Number of votes	1	6	2	1				
Score	Number of votes											
1	6											
2	1											
0.9	 <p style="text-align: center;">Traditional gateway sign, masonry, landscaped</p>	 <table border="1" style="margin: 0 auto;"> <caption>Image #44: Distribution of votes</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-3</td><td>1</td></tr> <tr><td>1</td><td>4</td></tr> <tr><td>2</td><td>1</td></tr> <tr><td>3</td><td>1</td></tr> </tbody> </table>	Score	Number of votes	-3	1	1	4	2	1	3	1
Score	Number of votes											
-3	1											
1	4											
2	1											
3	1											

GATEWAY SIGNAGE

Average Score	Image	Distribution of votes										
-0.1	 <p style="text-align: center;">Modern gateway signage, bright colors, landscaped</p>	<p>Image #47</p>  <table border="1" style="margin: 0 auto;"> <caption>Data for Image #47</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-2</td><td>2</td></tr> <tr><td>0</td><td>2</td></tr> <tr><td>1</td><td>3</td></tr> </tbody> </table>	Score	Number of votes	-2	2	0	2	1	3		
Score	Number of votes											
-2	2											
0	2											
1	3											
-0.6	 <p style="text-align: center;">Landscaped, wooden gateway signage</p>	<p>Image #45</p>  <table border="1" style="margin: 0 auto;"> <caption>Data for Image #45</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-2</td><td>2</td></tr> <tr><td>-1</td><td>2</td></tr> <tr><td>0</td><td>1</td></tr> <tr><td>1</td><td>2</td></tr> </tbody> </table>	Score	Number of votes	-2	2	-1	2	0	1	1	2
Score	Number of votes											
-2	2											
-1	2											
0	1											
1	2											
-1.1	 <p style="text-align: center;">Grouped gateway signage</p>	<p>Image #43</p>  <table border="1" style="margin: 0 auto;"> <caption>Data for Image #43</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-3</td><td>3</td></tr> <tr><td>-1</td><td>2</td></tr> <tr><td>0</td><td>1</td></tr> <tr><td>3</td><td>1</td></tr> </tbody> </table>	Score	Number of votes	-3	3	-1	2	0	1	3	1
Score	Number of votes											
-3	3											
-1	2											
0	1											
3	1											

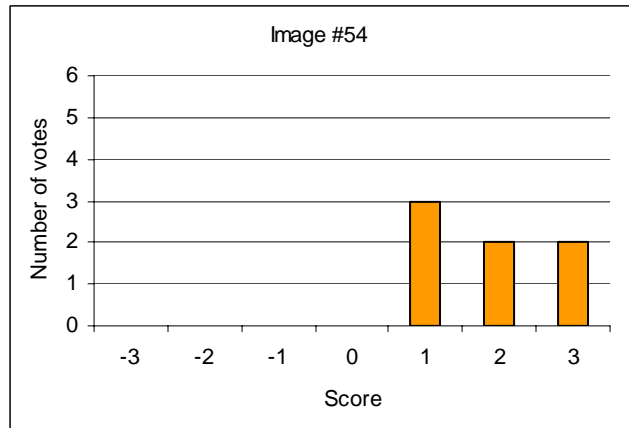
DIRECTIONAL SIGNAGE

Average Score

Image

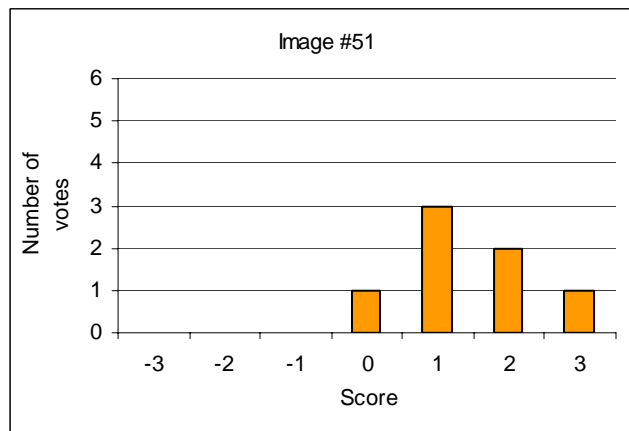
Distribution of votes

1.9



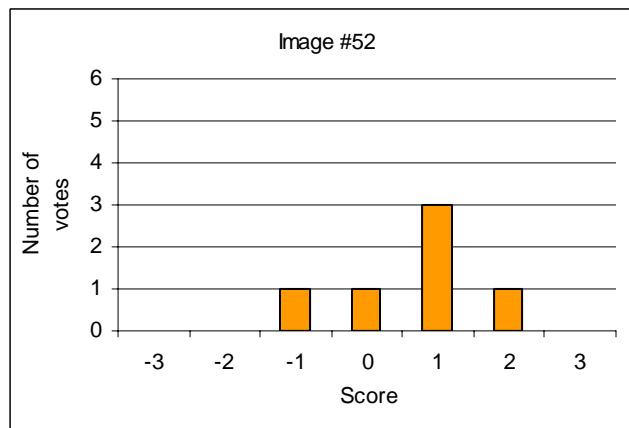
Traditional directional signage, bright colors, logo

1.4



Traditional directional signage, neutral colors, logo

0.7



Monument directional signage, bright color, modern

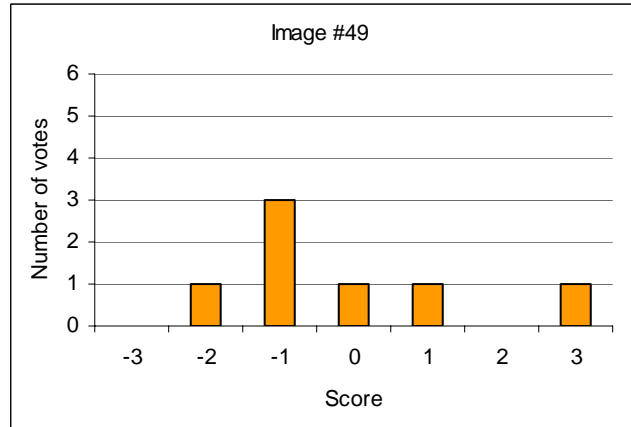
DIRECTIONAL SIGNAGE

Average Score

Image

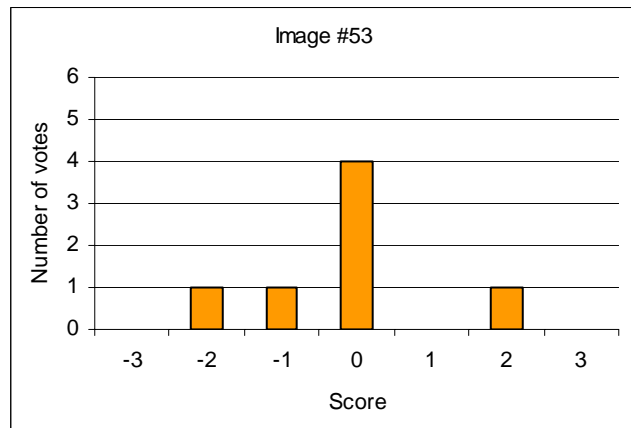
Distribution of votes

-0.1



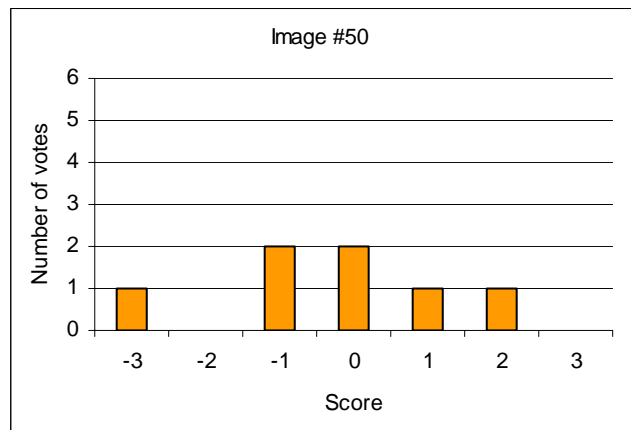
Wayfinding signage, metal, neutral colors

-0.1




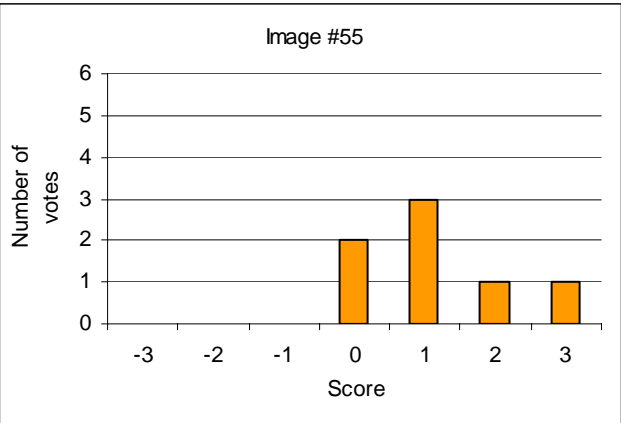

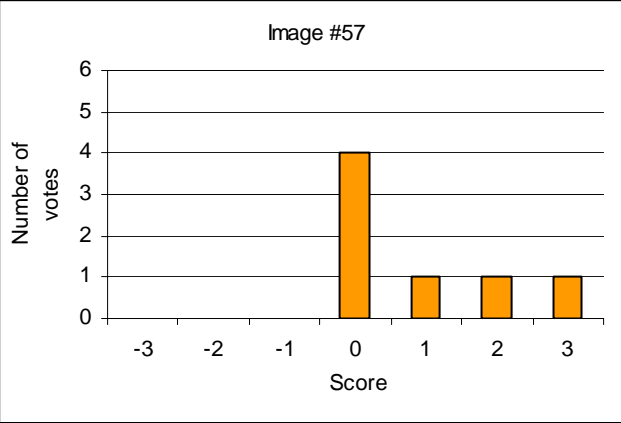

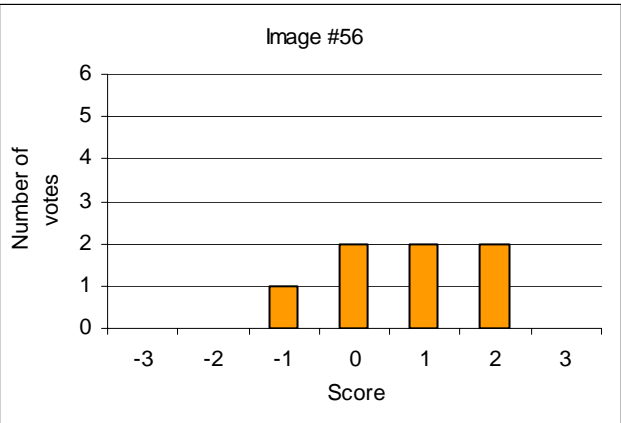
Wayfinding signage, modern, map style

-0.3


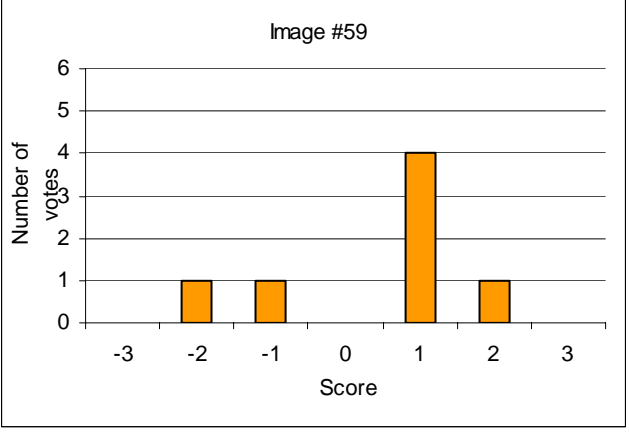

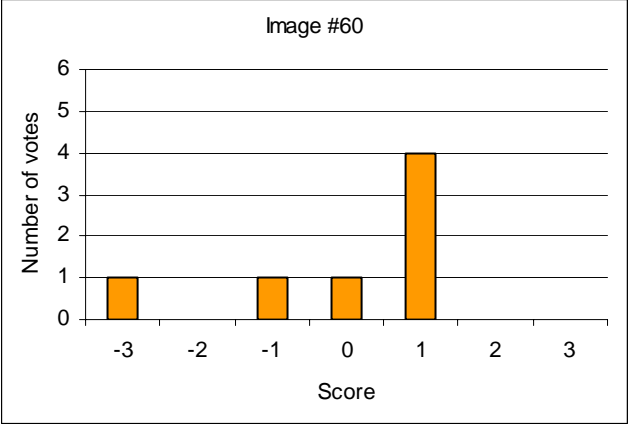

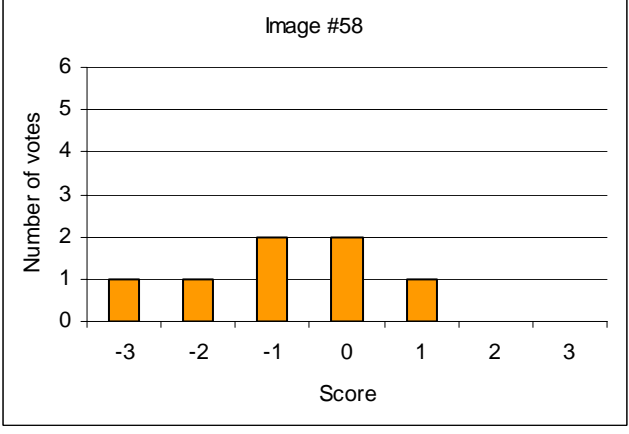


Wayfinding signage, modern, tree style

STREET SIGNS

Average Score	Image	Distribution of votes																
1.1		<p>Image #55</p>  <table border="1" style="margin: 0 auto;"> <caption>Data for Image #55</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-3</td><td>0</td></tr> <tr><td>-2</td><td>0</td></tr> <tr><td>-1</td><td>0</td></tr> <tr><td>0</td><td>2</td></tr> <tr><td>1</td><td>3</td></tr> <tr><td>2</td><td>1</td></tr> <tr><td>3</td><td>1</td></tr> </tbody> </table>	Score	Number of votes	-3	0	-2	0	-1	0	0	2	1	3	2	1	3	1
Score	Number of votes																	
-3	0																	
-2	0																	
-1	0																	
0	2																	
1	3																	
2	1																	
3	1																	
0.9		<p>Image #57</p>  <table border="1" style="margin: 0 auto;"> <caption>Data for Image #57</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-3</td><td>0</td></tr> <tr><td>-2</td><td>0</td></tr> <tr><td>-1</td><td>0</td></tr> <tr><td>0</td><td>4</td></tr> <tr><td>1</td><td>1</td></tr> <tr><td>2</td><td>1</td></tr> <tr><td>3</td><td>1</td></tr> </tbody> </table>	Score	Number of votes	-3	0	-2	0	-1	0	0	4	1	1	2	1	3	1
Score	Number of votes																	
-3	0																	
-2	0																	
-1	0																	
0	4																	
1	1																	
2	1																	
3	1																	
0.7		<p>Image #56</p>  <table border="1" style="margin: 0 auto;"> <caption>Data for Image #56</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-3</td><td>0</td></tr> <tr><td>-2</td><td>0</td></tr> <tr><td>-1</td><td>1</td></tr> <tr><td>0</td><td>2</td></tr> <tr><td>1</td><td>2</td></tr> <tr><td>2</td><td>2</td></tr> <tr><td>3</td><td>0</td></tr> </tbody> </table>	Score	Number of votes	-3	0	-2	0	-1	1	0	2	1	2	2	2	3	0
Score	Number of votes																	
-3	0																	
-2	0																	
-1	1																	
0	2																	
1	2																	
2	2																	
3	0																	

STREET SIGNS

Average Score	Image	Distribution of votes												
0.4		 <p style="text-align: center;">Image #59</p> <table border="1" style="margin: auto;"> <caption>Vote Distribution for Image #59</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-2</td><td>1</td></tr> <tr><td>-1</td><td>1</td></tr> <tr><td>1</td><td>4</td></tr> <tr><td>2</td><td>1</td></tr> </tbody> </table>	Score	Number of votes	-2	1	-1	1	1	4	2	1		
Score	Number of votes													
-2	1													
-1	1													
1	4													
2	1													
0		 <p style="text-align: center;">Image #60</p> <table border="1" style="margin: auto;"> <caption>Vote Distribution for Image #60</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-3</td><td>1</td></tr> <tr><td>-1</td><td>1</td></tr> <tr><td>0</td><td>1</td></tr> <tr><td>1</td><td>4</td></tr> </tbody> </table>	Score	Number of votes	-3	1	-1	1	0	1	1	4		
Score	Number of votes													
-3	1													
-1	1													
0	1													
1	4													
-0.9	 <p style="text-align: center;">Street sign, modern, bright color</p>	 <p style="text-align: center;">Image #58</p> <table border="1" style="margin: auto;"> <caption>Vote Distribution for Image #58</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-3</td><td>1</td></tr> <tr><td>-2</td><td>1</td></tr> <tr><td>-1</td><td>2</td></tr> <tr><td>0</td><td>2</td></tr> <tr><td>1</td><td>1</td></tr> </tbody> </table>	Score	Number of votes	-3	1	-2	1	-1	2	0	2	1	1
Score	Number of votes													
-3	1													
-2	1													
-1	2													
0	2													
1	1													

GROUP SIGNS

Average Score

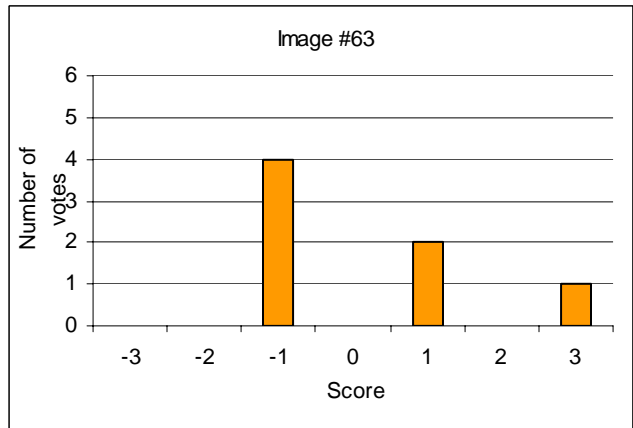
Image

Distribution of votes

0.1



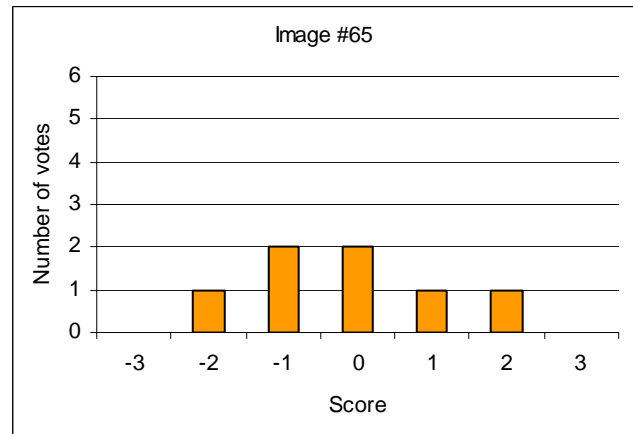
Group directory signage, landscaped



-0.1



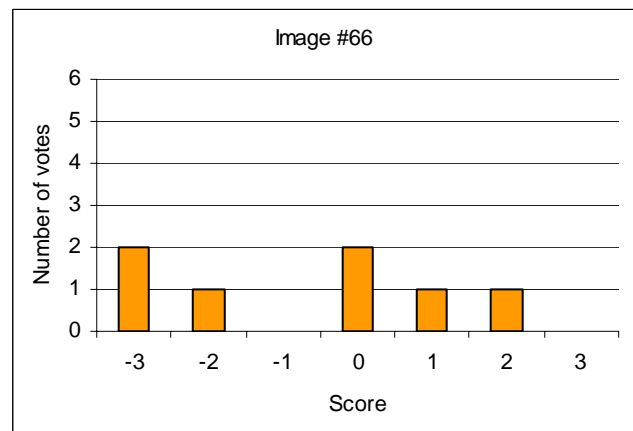
Group directory signage, landscaped




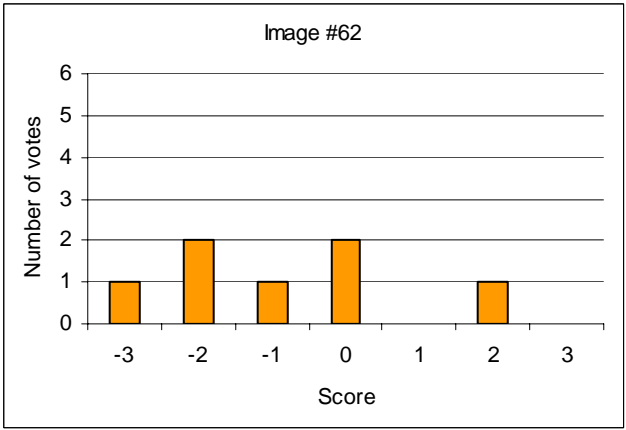

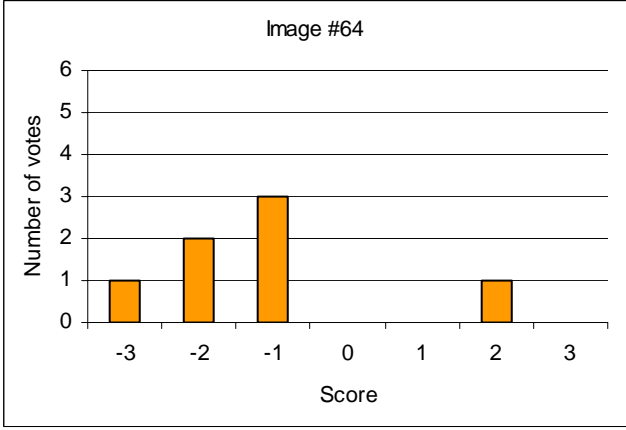

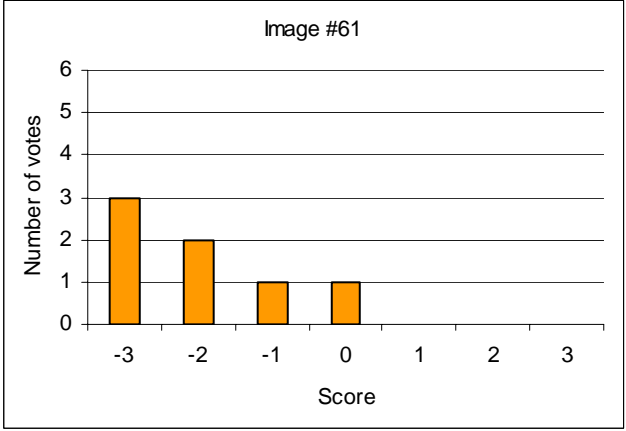
-0.7




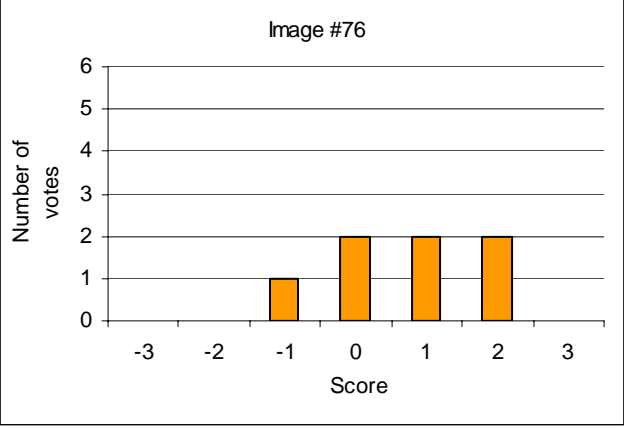

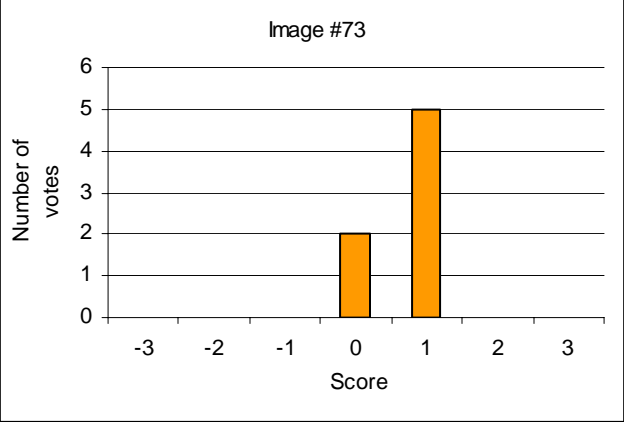

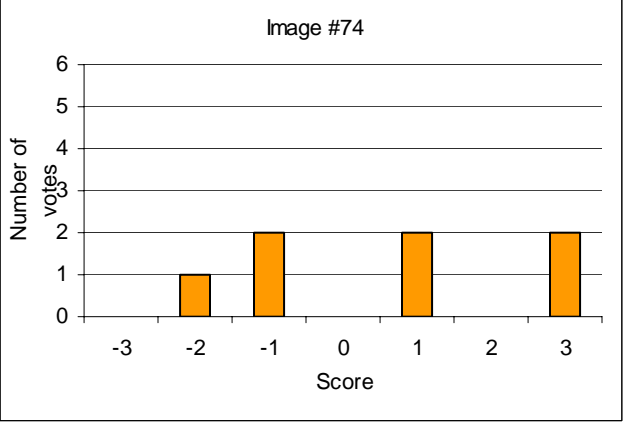
Auto-oriented group signage, varying setbacks and heights




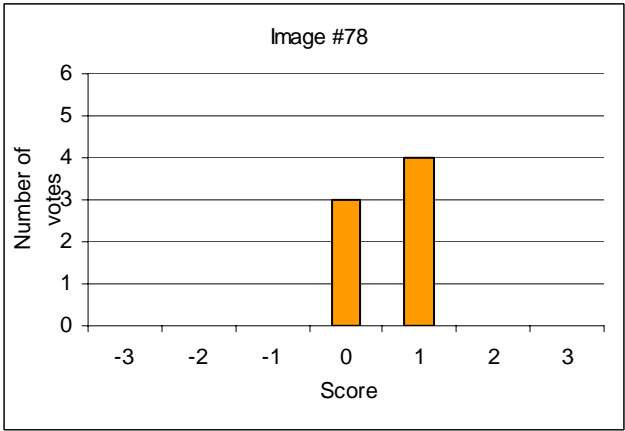

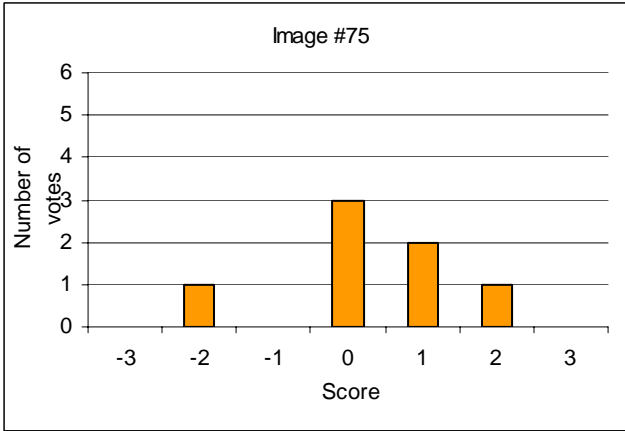

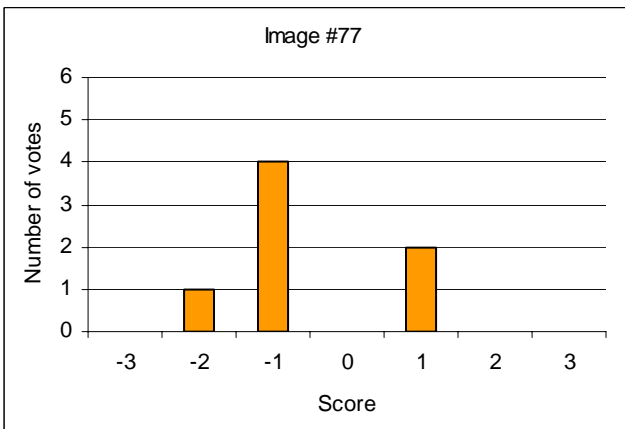
GROUP SIGNS

Average Score	Image	Distribution of votes
-0.9	 <p style="text-align: center;">Auto-oriented monument signage</p>	 <p style="text-align: center;">Image #62</p>
-1.1	 <p style="text-align: center;">Monument signage</p>	 <p style="text-align: center;">Image #64</p>
-2.0	 <p style="text-align: center;">Group signage, temporary signs</p>	 <p style="text-align: center;">Image #61</p>

BANNERS

Average Score	Image	Distribution of votes										
0.7	 <p style="text-align: center;">Banner, traditional, on street sign pole</p>	 <table border="1" style="margin: 0 auto;"> <caption>Image #76: Distribution of votes</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-1</td><td>1</td></tr> <tr><td>0</td><td>2</td></tr> <tr><td>1</td><td>2</td></tr> <tr><td>2</td><td>2</td></tr> </tbody> </table>	Score	Number of votes	-1	1	0	2	1	2	2	2
Score	Number of votes											
-1	1											
0	2											
1	2											
2	2											
0.7	 <p style="text-align: center;">Banner, traditional on pedestrian scale traditional lighting</p>	 <table border="1" style="margin: 0 auto;"> <caption>Image #73: Distribution of votes</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>0</td><td>2</td></tr> <tr><td>1</td><td>5</td></tr> </tbody> </table>	Score	Number of votes	0	2	1	5				
Score	Number of votes											
0	2											
1	5											
0.6	 <p style="text-align: center;">Dual banner, contemporary</p>	 <table border="1" style="margin: 0 auto;"> <caption>Image #74: Distribution of votes</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-2</td><td>1</td></tr> <tr><td>-1</td><td>2</td></tr> <tr><td>1</td><td>2</td></tr> <tr><td>3</td><td>2</td></tr> </tbody> </table>	Score	Number of votes	-2	1	-1	2	1	2	3	2
Score	Number of votes											
-2	1											
-1	2											
1	2											
3	2											

BANNERS

Average Score	Image	Distribution of votes										
0.6	 <p style="text-align: center;">Repeating banner, mix of pedestrian- and auto-oriented lighting</p>	 <table border="1" style="margin: auto;"> <caption>Image #78: Distribution of votes</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>3</td> </tr> <tr> <td>1</td> <td>4</td> </tr> </tbody> </table>	Score	Number of votes	0	3	1	4				
Score	Number of votes											
0	3											
1	4											
0.3	 <p style="text-align: center;">Modern banner, auto-oriented lighting</p>	 <table border="1" style="margin: auto;"> <caption>Image #75: Distribution of votes</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr> <td>-2</td> <td>1</td> </tr> <tr> <td>0</td> <td>3</td> </tr> <tr> <td>1</td> <td>2</td> </tr> <tr> <td>2</td> <td>1</td> </tr> </tbody> </table>	Score	Number of votes	-2	1	0	3	1	2	2	1
Score	Number of votes											
-2	1											
0	3											
1	2											
2	1											
-0.6	 <p style="text-align: center;">Repeating, dual banners, auto oriented light poles</p>	 <table border="1" style="margin: auto;"> <caption>Image #77: Distribution of votes</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr> <td>-2</td> <td>1</td> </tr> <tr> <td>-1</td> <td>4</td> </tr> <tr> <td>1</td> <td>2</td> </tr> </tbody> </table>	Score	Number of votes	-2	1	-1	4	1	2		
Score	Number of votes											
-2	1											
-1	4											
1	2											

SIGNAGE

Average Score

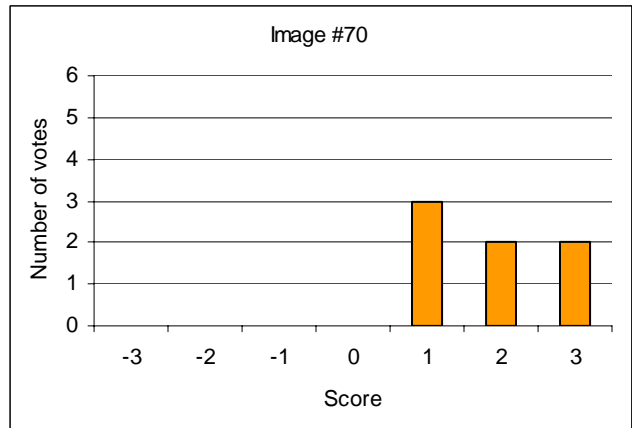
Image

Distribution of votes

1.9



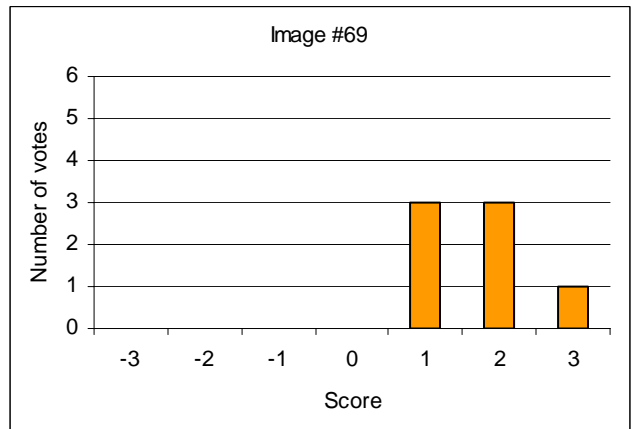
Artistic wall sign



1.7



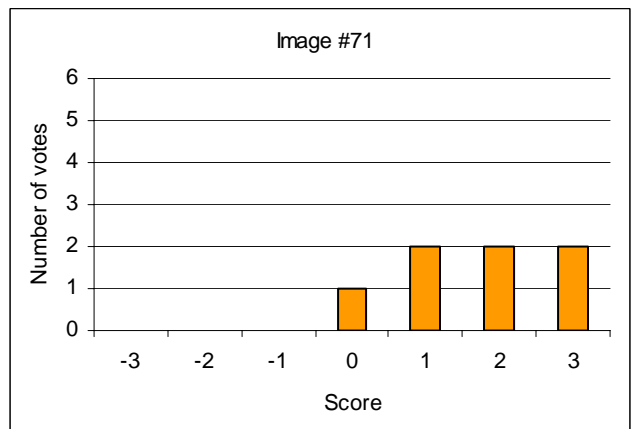
Pedestrian scale brick monument sign; landscaping.



1.7




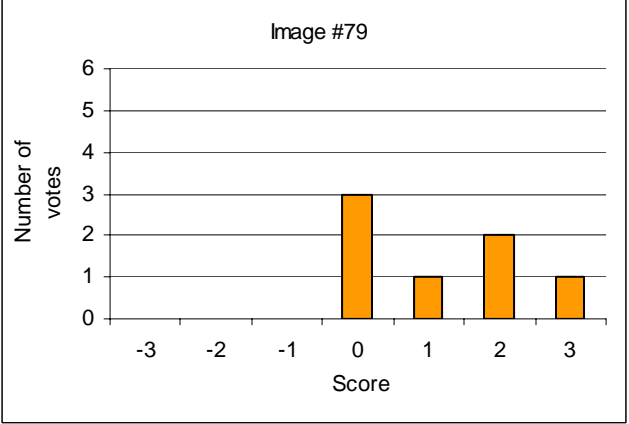

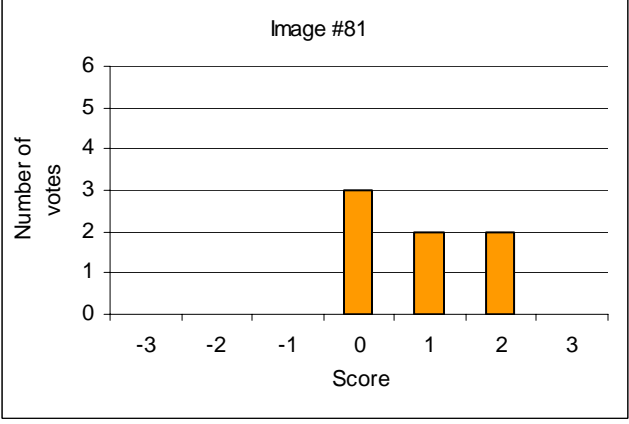

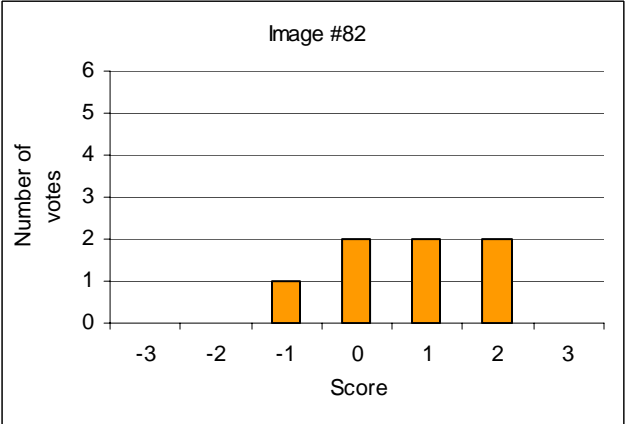
Artistic projecting sign




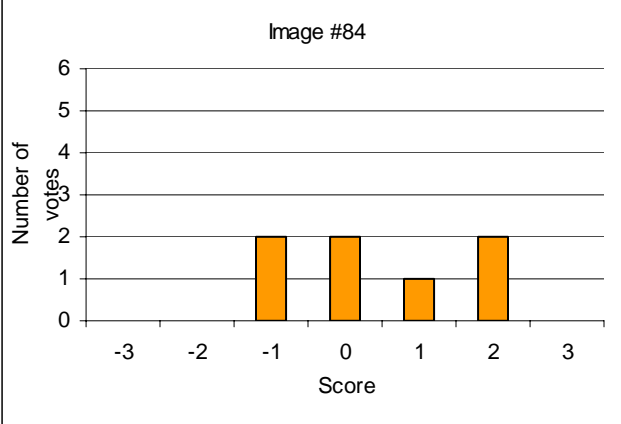

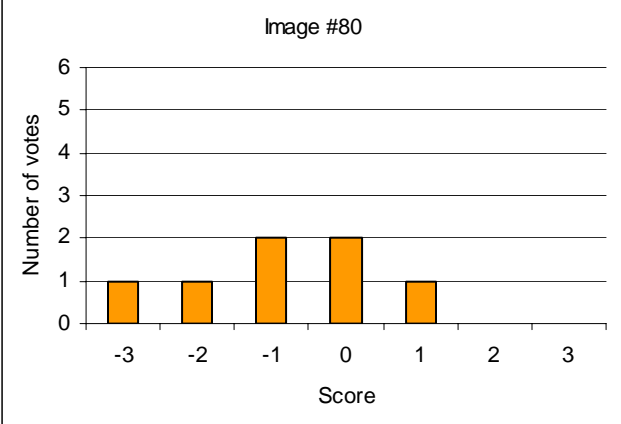

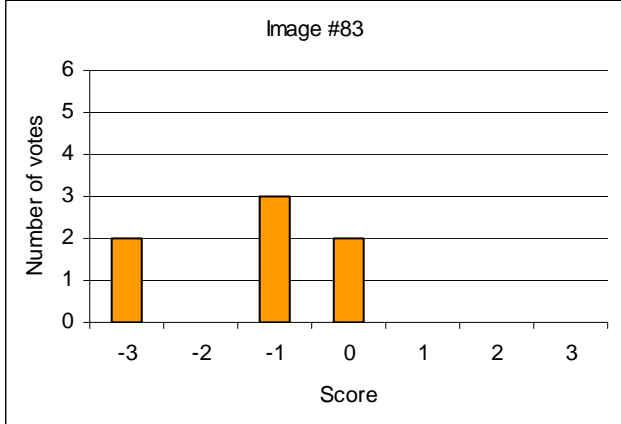
SIGNAGE

Average Score	Image	Distribution of votes																
0.0	 <p style="text-align: center;">Pole Sign</p>	 <p style="text-align: center;">Image #72</p> <table border="1" style="margin: auto;"> <caption>Vote Distribution for Image #72</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-3</td><td>1</td></tr> <tr><td>-2</td><td>0</td></tr> <tr><td>-1</td><td>2</td></tr> <tr><td>0</td><td>1</td></tr> <tr><td>1</td><td>1</td></tr> <tr><td>2</td><td>2</td></tr> <tr><td>3</td><td>0</td></tr> </tbody> </table>	Score	Number of votes	-3	1	-2	0	-1	2	0	1	1	1	2	2	3	0
Score	Number of votes																	
-3	1																	
-2	0																	
-1	2																	
0	1																	
1	1																	
2	2																	
3	0																	
0.0	 <p style="text-align: center;">Large wall sign on front of building.</p>	 <p style="text-align: center;">Image #68</p> <table border="1" style="margin: auto;"> <caption>Vote Distribution for Image #68</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-3</td><td>0</td></tr> <tr><td>-2</td><td>2</td></tr> <tr><td>-1</td><td>1</td></tr> <tr><td>0</td><td>1</td></tr> <tr><td>1</td><td>1</td></tr> <tr><td>2</td><td>2</td></tr> <tr><td>3</td><td>0</td></tr> </tbody> </table>	Score	Number of votes	-3	0	-2	2	-1	1	0	1	1	1	2	2	3	0
Score	Number of votes																	
-3	0																	
-2	2																	
-1	1																	
0	1																	
1	1																	
2	2																	
3	0																	
-1.4	 <p style="text-align: center;">Small wall sign on front of building</p>	 <p style="text-align: center;">Image #67</p> <table border="1" style="margin: auto;"> <caption>Vote Distribution for Image #67</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-3</td><td>1</td></tr> <tr><td>-2</td><td>2</td></tr> <tr><td>-1</td><td>3</td></tr> <tr><td>0</td><td>1</td></tr> <tr><td>1</td><td>0</td></tr> <tr><td>2</td><td>0</td></tr> <tr><td>3</td><td>0</td></tr> </tbody> </table>	Score	Number of votes	-3	1	-2	2	-1	3	0	1	1	0	2	0	3	0
Score	Number of votes																	
-3	1																	
-2	2																	
-1	3																	
0	1																	
1	0																	
2	0																	
3	0																	


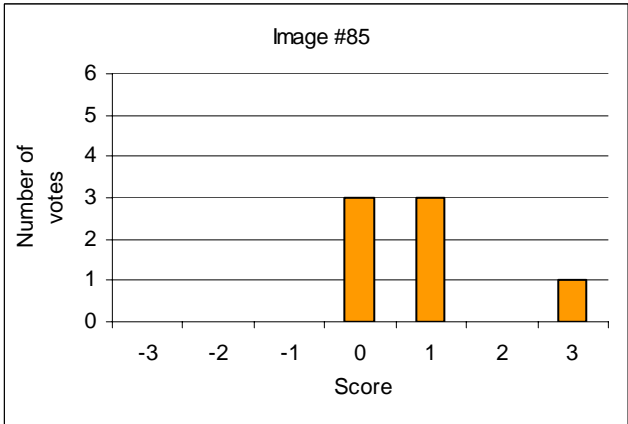

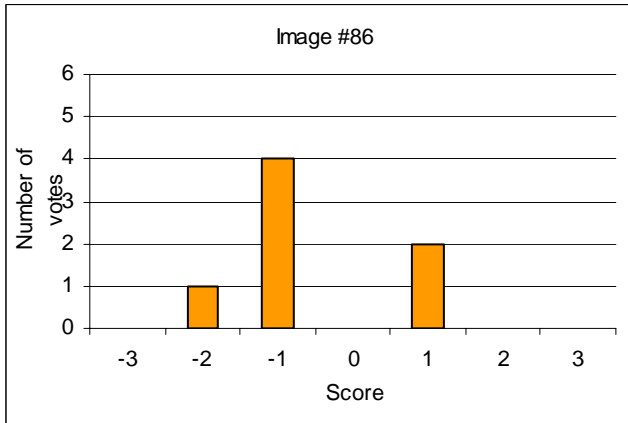
BENCHES

Average Score	Image	Distribution of votes																
1.1	 <p style="text-align: center;">Traditional wood and iron bench</p>	<p>Image #79</p>  <table border="1" style="margin: auto;"> <caption>Vote Distribution for Image #79</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-3</td><td>0</td></tr> <tr><td>-2</td><td>0</td></tr> <tr><td>-1</td><td>0</td></tr> <tr><td>0</td><td>3</td></tr> <tr><td>1</td><td>1</td></tr> <tr><td>2</td><td>2</td></tr> <tr><td>3</td><td>1</td></tr> </tbody> </table>	Score	Number of votes	-3	0	-2	0	-1	0	0	3	1	1	2	2	3	1
Score	Number of votes																	
-3	0																	
-2	0																	
-1	0																	
0	3																	
1	1																	
2	2																	
3	1																	
0.9	 <p style="text-align: center;">Traditional metal bench, dark green</p>	<p>Image #81</p>  <table border="1" style="margin: auto;"> <caption>Vote Distribution for Image #81</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-3</td><td>0</td></tr> <tr><td>-2</td><td>0</td></tr> <tr><td>-1</td><td>0</td></tr> <tr><td>0</td><td>3</td></tr> <tr><td>1</td><td>2</td></tr> <tr><td>2</td><td>2</td></tr> <tr><td>3</td><td>0</td></tr> </tbody> </table>	Score	Number of votes	-3	0	-2	0	-1	0	0	3	1	2	2	2	3	0
Score	Number of votes																	
-3	0																	
-2	0																	
-1	0																	
0	3																	
1	2																	
2	2																	
3	0																	
0.7	 <p style="text-align: center;">Contemporary metal bench, bright colors</p>	<p>Image #82</p>  <table border="1" style="margin: auto;"> <caption>Vote Distribution for Image #82</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-3</td><td>0</td></tr> <tr><td>-2</td><td>0</td></tr> <tr><td>-1</td><td>1</td></tr> <tr><td>0</td><td>2</td></tr> <tr><td>1</td><td>2</td></tr> <tr><td>2</td><td>2</td></tr> <tr><td>3</td><td>0</td></tr> </tbody> </table>	Score	Number of votes	-3	0	-2	0	-1	1	0	2	1	2	2	2	3	0
Score	Number of votes																	
-3	0																	
-2	0																	
-1	1																	
0	2																	
1	2																	
2	2																	
3	0																	

BENCHES

Average Score	Image	Distribution of votes												
0.4	 <p style="text-align: center;">Contemporary metal bench, dark colors</p>	 <p style="text-align: center;">Image #84</p> <table border="1" style="margin: auto;"> <caption>Vote Distribution for Image #84</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-1</td><td>2</td></tr> <tr><td>0</td><td>2</td></tr> <tr><td>1</td><td>1</td></tr> <tr><td>2</td><td>2</td></tr> </tbody> </table>	Score	Number of votes	-1	2	0	2	1	1	2	2		
Score	Number of votes													
-1	2													
0	2													
1	1													
2	2													
-0.9	 <p style="text-align: center;">Contemporary metal bench, wood and chrome, dual sided</p>	 <p style="text-align: center;">Image #80</p> <table border="1" style="margin: auto;"> <caption>Vote Distribution for Image #80</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-3</td><td>1</td></tr> <tr><td>-2</td><td>1</td></tr> <tr><td>-1</td><td>2</td></tr> <tr><td>0</td><td>2</td></tr> <tr><td>1</td><td>1</td></tr> </tbody> </table>	Score	Number of votes	-3	1	-2	1	-1	2	0	2	1	1
Score	Number of votes													
-3	1													
-2	1													
-1	2													
0	2													
1	1													
-1.3	 <p style="text-align: center;">Traditional bench, cement, attached to wall</p>	 <p style="text-align: center;">Image #83</p> <table border="1" style="margin: auto;"> <caption>Vote Distribution for Image #83</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-3</td><td>2</td></tr> <tr><td>-1</td><td>3</td></tr> <tr><td>0</td><td>2</td></tr> </tbody> </table>	Score	Number of votes	-3	2	-1	3	0	2				
Score	Number of votes													
-3	2													
-1	3													
0	2													

TRASH CANS

Average Score	Image	Distribution of votes								
0.9	 <p style="text-align: center;">Green metal trash receptacle</p>	 <p style="text-align: center;">Image #85</p> <table border="1" style="margin: auto;"> <caption>Vote Distribution for Image #85</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>3</td> </tr> <tr> <td>1</td> <td>3</td> </tr> <tr> <td>3</td> <td>1</td> </tr> </tbody> </table>	Score	Number of votes	0	3	1	3	3	1
Score	Number of votes									
0	3									
1	3									
3	1									
-0.6	 <p style="text-align: center;">Wood paneled trash receptacle</p>	 <p style="text-align: center;">Image #86</p> <table border="1" style="margin: auto;"> <caption>Vote Distribution for Image #86</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr> <td>-2</td> <td>1</td> </tr> <tr> <td>-1</td> <td>4</td> </tr> <tr> <td>1</td> <td>2</td> </tr> </tbody> </table>	Score	Number of votes	-2	1	-1	4	1	2
Score	Number of votes									
-2	1									
-1	4									
1	2									

PUBLIC SPACES

Average Score

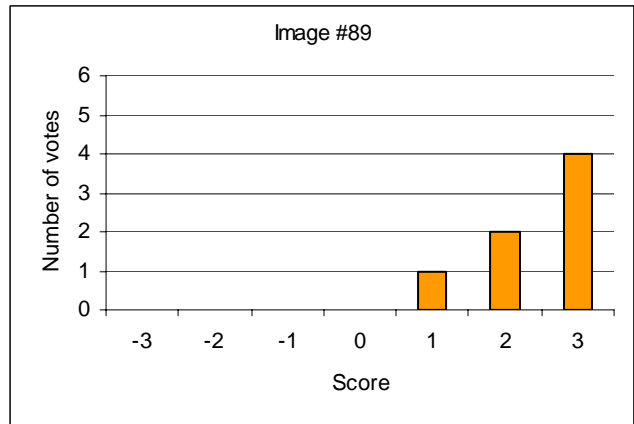
Image

Distribution of votes

2.4



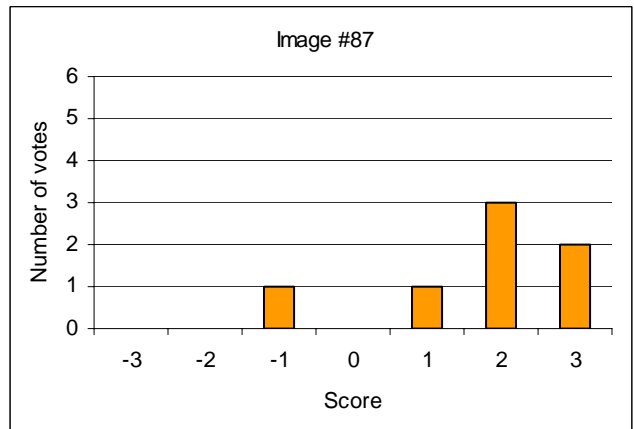
Pedestrian amenities, bench, trash can, clock



1.7



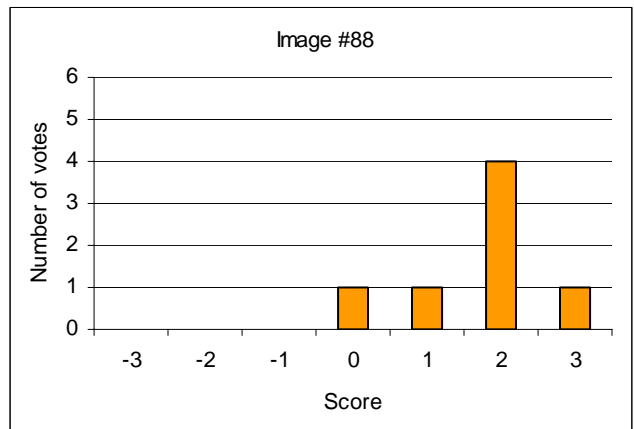
Public space, brick pavers, water feature



1.7



Public space, brick pavers, farmers market



COMMERCIAL BUILDINGS

Average Score

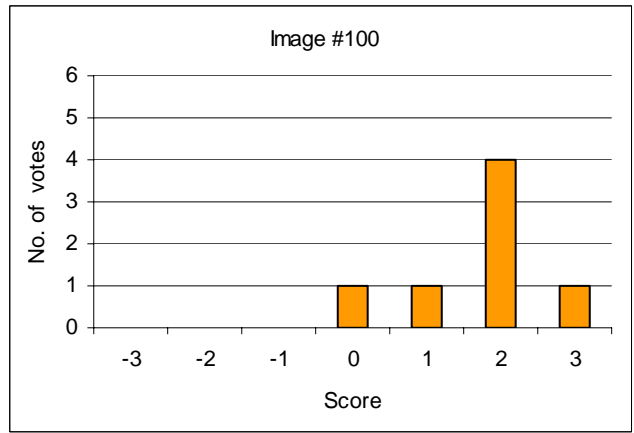
Image

Distribution of votes

1.7



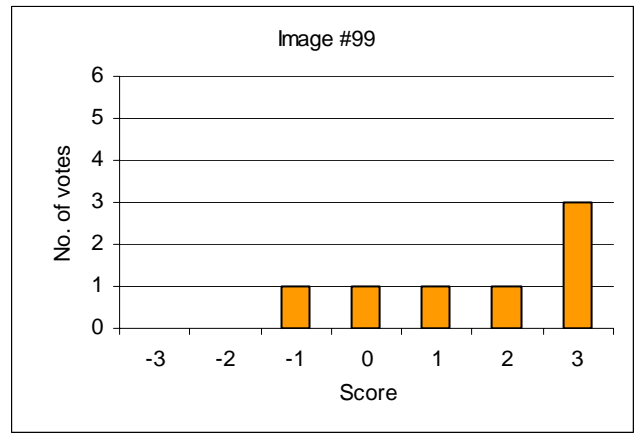
One story building with two story height, traditional, buildings, build to line



1.6



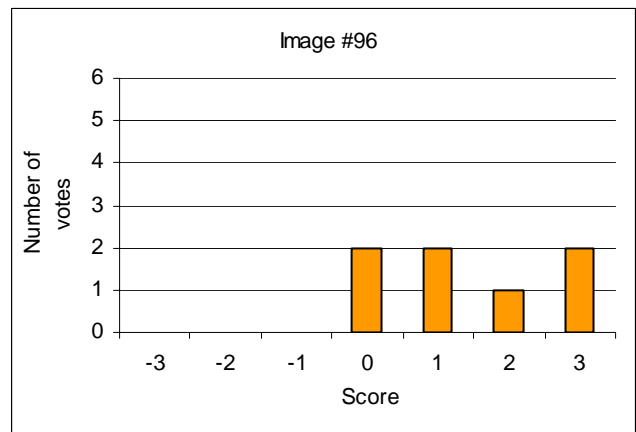
Multi-story, modern materials, build to line




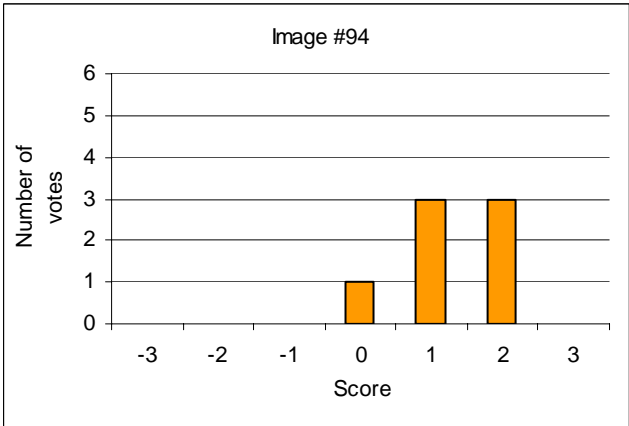

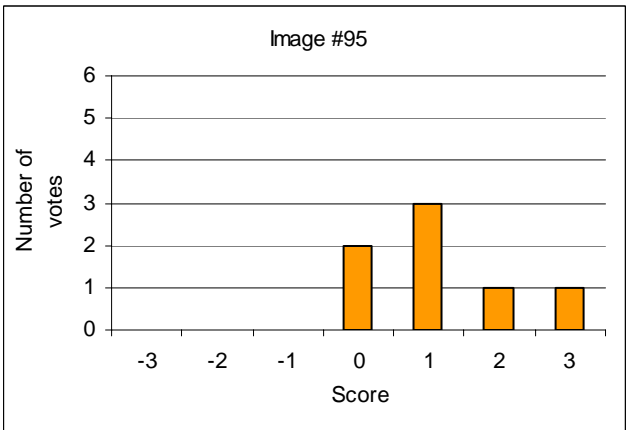
1.4




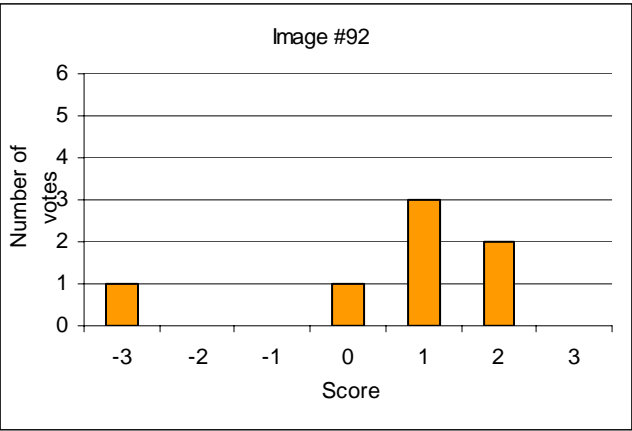

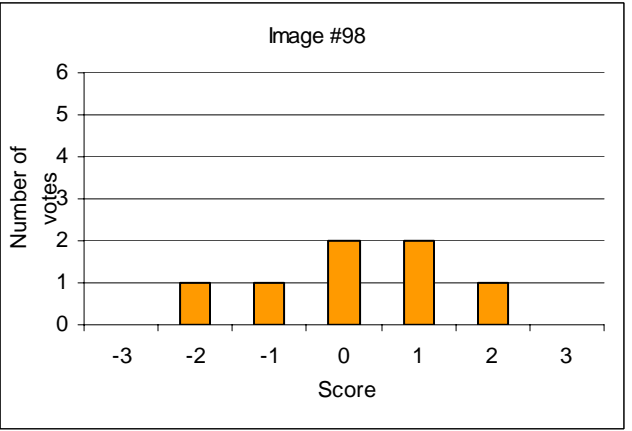

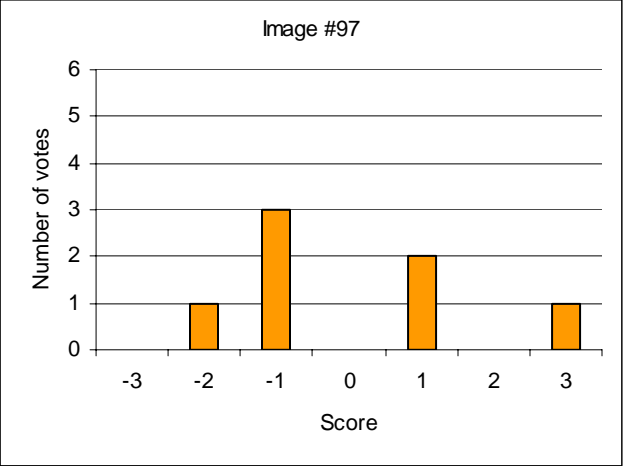
Multi-story, brick façade, build to line.




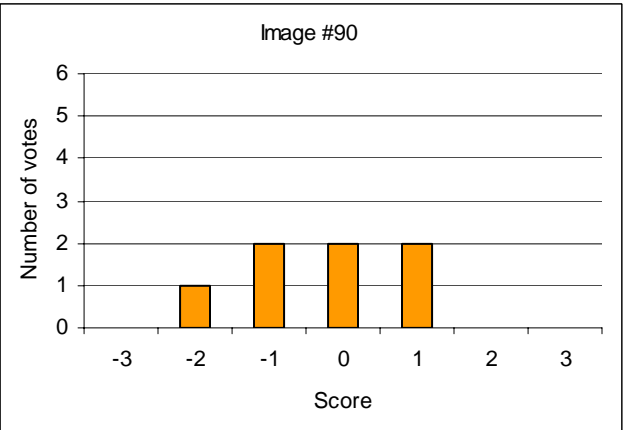

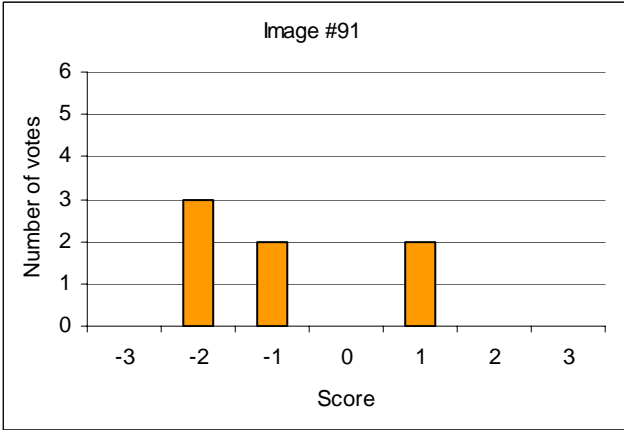

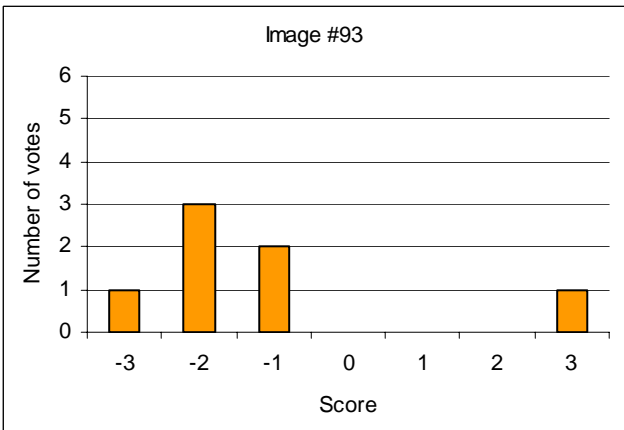
COMMERCIAL BUILDINGS

Average Score	Image	Distribution of votes										
1.3	 <p style="text-align: center;">Commercial building, parking next to or behind building, one-story bldg with 2-story height.</p>	 <table border="1" style="margin: 0 auto;"> <caption>Image #94 Vote Distribution</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>1</td> </tr> <tr> <td>1</td> <td>3</td> </tr> <tr> <td>2</td> <td>3</td> </tr> </tbody> </table>	Score	Number of votes	0	1	1	3	2	3		
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1.1	 <p style="text-align: center;">Commercial building, parking in front, one story building with 2 story height</p>	 <table border="1" style="margin: 0 auto;"> <caption>Image #95 Vote Distribution</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>2</td> </tr> <tr> <td>1</td> <td>3</td> </tr> <tr> <td>2</td> <td>1</td> </tr> <tr> <td>3</td> <td>1</td> </tr> </tbody> </table>	Score	Number of votes	0	2	1	3	2	1	3	1
Score	Number of votes											
0	2											
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2	1											
3	1											
<p>Group Discussion re: Image #26:</p> <ul style="list-style-type: none"> > Like that the crosswalk is designated > Like the median > It is easy to see > Note: a good portion of the restaurant traffic is from hotels during the vacation travel season. The area near the restaurants/hotels needs to be pedestrian friendly. 												

COMMERCIAL BUILDINGS

Average Score	Image	Distribution of votes																
0.6	 <p style="text-align: center;">Single story commercial, varied roof line, 1-story building with 2 story height, parking in front of buildings</p>	 <table border="1" style="margin: auto;"> <caption>Image #92 Distribution of votes</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-3</td><td>1</td></tr> <tr><td>-2</td><td>0</td></tr> <tr><td>-1</td><td>0</td></tr> <tr><td>0</td><td>1</td></tr> <tr><td>1</td><td>3</td></tr> <tr><td>2</td><td>2</td></tr> <tr><td>3</td><td>0</td></tr> </tbody> </table>	Score	Number of votes	-3	1	-2	0	-1	0	0	1	1	3	2	2	3	0
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0.1	 <p style="text-align: center;">Single story commercial, parking lot</p>	 <table border="1" style="margin: auto;"> <caption>Image #98 Distribution of votes</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-3</td><td>0</td></tr> <tr><td>-2</td><td>1</td></tr> <tr><td>-1</td><td>1</td></tr> <tr><td>0</td><td>2</td></tr> <tr><td>1</td><td>2</td></tr> <tr><td>2</td><td>1</td></tr> <tr><td>3</td><td>0</td></tr> </tbody> </table>	Score	Number of votes	-3	0	-2	1	-1	1	0	2	1	2	2	1	3	0
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0	 <p style="text-align: center;">Single story, brick façade commercial building, parking in front of building</p>	 <table border="1" style="margin: auto;"> <caption>Image #97 Distribution of votes</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-3</td><td>0</td></tr> <tr><td>-2</td><td>1</td></tr> <tr><td>-1</td><td>3</td></tr> <tr><td>0</td><td>0</td></tr> <tr><td>1</td><td>2</td></tr> <tr><td>2</td><td>0</td></tr> <tr><td>3</td><td>1</td></tr> </tbody> </table>	Score	Number of votes	-3	0	-2	1	-1	3	0	0	1	2	2	0	3	1
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COMMERCIAL BUILDINGS

Average Score	Image	Distribution of votes										
-0.3	 <p>Single story gas station with detailed canopy</p>	 <p>Image #90</p> <table border="1" style="display: none;"> <caption>Vote Distribution for Image #90</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-2</td><td>1</td></tr> <tr><td>-1</td><td>2</td></tr> <tr><td>0</td><td>2</td></tr> <tr><td>1</td><td>2</td></tr> </tbody> </table>	Score	Number of votes	-2	1	-1	2	0	2	1	2
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-0.9	 <p>Single story commercial building; gas station with flat canopy</p>	 <p>Image #91</p> <table border="1" style="display: none;"> <caption>Vote Distribution for Image #91</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-2</td><td>3</td></tr> <tr><td>-1</td><td>2</td></tr> <tr><td>1</td><td>2</td></tr> </tbody> </table>	Score	Number of votes	-2	3	-1	2	1	2		
Score	Number of votes											
-2	3											
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-1.1	 <p>Commercial building, 1-story, metal, no landscaping</p>	 <p>Image #93</p> <table border="1" style="display: none;"> <caption>Vote Distribution for Image #93</caption> <thead> <tr> <th>Score</th> <th>Number of votes</th> </tr> </thead> <tbody> <tr><td>-3</td><td>1</td></tr> <tr><td>-2</td><td>3</td></tr> <tr><td>-1</td><td>2</td></tr> <tr><td>3</td><td>1</td></tr> </tbody> </table>	Score	Number of votes	-3	1	-2	3	-1	2	3	1
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3	1											

Appendix C

**City of Utica
North Genesee Street
Visual Preference Survey Summary Report**

Images Ranked by Preference					
Image Number	Photo	Avg. Score	St. Dev*	Avg. Score	Avg St. Dev.**
	Street Design			-0.1	1.4
3	Grass median, on-street parking	1.2	1.3		
6	Brick median turn lane	1.0	0.7		
1	Center lane, side parking, large trees	0.7	2.1		
2	Center turn lane, sidewalks	0.2	2.0		
5	Center lane, no sidewalks or trees	-0.8	0.8		
4	Center land, no landscaping	-1.8	1.3		
	Sidewalks			1.0	1.1
8	Wide sidewalk, landscaping	2.2	0.8		
9	Wide sidewalk, cement, large trees	2.0	0.6		
7	Wide sidewalk, trees, signage	1.4	1.1		
11	Mixed material, trees	1.1	1.1		
10	Sidewalk to nowhere	0	1.2		
12	Wide curbcuts	-0.7	1.6		
	Parking			0.7	1.1
15	Parking garage	1.4	1.0		
13	Sidewalk, hidden parking, berms	1.3	0.8		
18	Sidewalks	1.3	0.8		
14	Sidewalk, street parking, lot	0.9	1.1		
16	Parking lot, landscaped	-0.1	1.6		
17	Parking lot, limited landscaping	-0.8	1.5		
	Buffers			0.7	1.3
19	Well maint. grass buffer with trees	1.4	0.5		
24	Wide grass buffer, trees	1.4	1.1		
21	Wide grass buffer, mature trees	1.1	1.9		
23	Small buffer, trees	0.4	1.5		
20	Grass buffer, no trees	0.1	1.7		
22	No buffer	-0.6	1.1		

* *Standard Deviation* – measures how widely values are dispersed from the average value. The lower the standard deviation score, the more consistent the attitudes toward that image.

** *Average Standard Deviation* – represents the average value of all the standard deviations in each category. The lower the value, the more consistent the responses were in that category.

Image Number	Photo	Avg. Score	St. Dev*	Avg. Score	Avg St. Dev.**
	Crosswalks			-0.1	0.9
25	Well marked crosswalk	1.1	0.4		
26	Marked cross walk with median	1.0	0.6		
29	Textured crosswalk	1.0	1.0		
30	Winding, modern cross walk	-0.3	1.8		
27	Cross walk to nowhere	-1.4	1.0		
28	Cross walk, no sidewalk	-2.0	0.8		
	Traffic Signal			0.4	1.6
33	Traditional style with lamp	1.4	1.1		
32	Utilitarian, four lights	0.1	1.8		
34	Utilitarian, 2 lights, street name	0	1.5		
31	Modern	-0.1	1.8		
	Street Lights			0.6	1.2
36	Decorative colonial with flowers	1.6	0.5		
35	Hanging acorn	1.4	0.8		
39	Modern globe with flowers	1.3	1.4		
41	Decorative colonial	0.9	1.1		
38	Decorative colonial, no flowers	0.6	1.0		
37	Shoebox style	-0.1	1.3		
40	Modern	-0.3	2.1		
42	Cobra style	-0.3	1.7		
	Gateway Signage			0.3	1.3
48	Traditional materials, neutral colors	1.4	1.0		
46	Traditional, brick and metal	1.1	0.4		
44	Stone monument	0.9	1.9		
47	Modern, bright colors	-0.1	1.3		
45	Wood, wildflowers	-0.6	1.3		
43	Large, multi-message sign	-1.1	2.2		
	Directional Signage			0.6	1.2
54	Traditional with logo	1.9	0.9		
51	Traditional with logo	1.4	1.0		
52	Monument	0.7	1.0		
53	Map	-0.1	1.2		
49	Metal, bright colors	-0.1	1.7		
50	Tree style	-0.3	1.6		

Image Number	Photo	Avg. Score	St. Dev*	Avg. Score	Avg St. Dev.**
	Street Signs			-0.8	1.5
55	Traditional design	1.1	1.1		
57	Traditional green metal on pole	0.9	1.2		
56	Modern combined with stop sign	0.7	1.1		
59	Traditional combined with stop sign	0.4	1.4		
60	Modern metal above stop light	0.0	1.5		
58	Metal, bright colors	-0.9	1.3		
	Group Signage			-0.8	1.5
63	Landscaped directory	0.1	1.6		
65	Monument, uniform size and shape	-0.1	1.3		
66	No uniform size, shape, set back	-0.7	2.0		
62	Monument, next to road, no set back	-0.9	1.7		
64	Monument, no uniformity	-1.1	1.6		
61	Temporary signage	-2.0	1.2		
	Commercial Signage			-0.8	1.5
70	Artistic, wall mounted, wooden	1.9	0.9		
69	Monument sign, brick (Hess station)	1.7	0.8		
71	Artistic, arm	1.7	1.1		
68	Building front	0.0	1.7		
72	Pole sign, lit	0.0	1.8		
67	On building facade	-1.4	1.0		
	Banners			0.4	1.1
73	Single arm, traditional lamp	0.7	0.5		
76	Single arm, with street sign	0.7	1.1		
78	Single arm, cobra and light pole	0.6	0.5		
74	Double arm, modern	0.6	2.0		
75	Single arm, cobra style light	0.3	1.3		
77	Double arm	-0.6	1.1		
	Amenities - Benches			0.2	1.2
79	Traditional, wood with iron scroll	1.1	1.2		
81	Green metal	0.9	0.9		
82	Modern, red and chrome	0.7	1.1		
84	Modern shape	0.4	1.3		
80	Modern, dual sided chrome/wood	-0.9	1.3		
83	Cement, attached to wall	-1.3	1.3		
	Amenities – Trash Cans			0.1	1.1
85	Green metal trash can	0.9	1.1		
86	Wood panel trash can	-0.6	1.1		

Image Number	Photo	Avg. Score	St. Dev*	Avg. Score	Avg. St. Dev.**
	Amenities – Public Spaces			2.0	1.0
89	Broadway Clock, Saratoga Springs	2.4	0.8		
88	Open air market	1.7	1.0		
87	Public space with fountain	1.7	1.4		
	Commercial Buildings			0.5	1.4
100	Traditional, parking in rear,	1.7	1.0		
99	Modern, 3-story, parking in rear	1.6	1.6		
96	Trad. brick, 2.5 story, build to line	1.4	1.3		
94	1-story, looks like 2, parking on side	1.3	0.8		
95	1-story, looks like 2, parking in front	1.1	1.1		
92	Trad., varied roof lines, park in front	0.6	1.7		
98	Strip mall	0.1	1.3		
97	Traditional brick, parking in front	0.0	1.7		
90	Landscaped gas station	-0.3	1.1		
91	Canopied gas station	-0.9	1.3		
93	Single story, metal, pole barn bldg	-1.1	2.0		

Summary:

Street Design

Visual Preference Survey participants were shown a variety of street design images that ranged from fully landscaped highways with grass medians and mature street trees, to four lane commercial corridors that had a center turning lane with little or no landscaping. The Survey results, and group discussion that followed, indicate that street design preferences include continuous center turn lanes, defined sidewalks, and landscaping.

Sidewalks

The images in this category included sidewalks of varying widths, materials and landscaping. The images that received the highest scores were those of wide sidewalks with mature street trees.

Parking

The images in this category included surface parking, a parking structure, and parking lots that featured sidewalks and landscaping. Although the image of the parking garage received the highest ranking during the visual preference survey, the group discussion

that followed identified that the structure was neither necessary nor appropriate for North Genesee Street.

Images that ranked high in this category included surface parking that featured sidewalks and wide, heavily landscaped berms that separated the parking areas from pedestrian traffic.

Buffers

Participants were shown a variety of images of buffers that are designed to separate pedestrian and vehicular traffic. The images included concrete

Participants mentioned during the group discussion that snow removal along North Genesee Street had to be taken into consideration when planning the best type of median buffers to install along the corridor. The planting of large street trees in the buffer would inhibit effective snow removal.

Crosswalks

The images in this category included pedestrian crosswalks featuring a variety of type, material, and condition of markings. The images that received the highest scores were of crosswalks that had clearly marked striping (painted in a zebra pattern) and included raised crossing islands.

Traffic Signals

The images of traffic signals included in the visual preference survey ranged from traditional to modern. The images that received the highest rankings were the traffic signals that were attached to traditional, period style light poles.

Streetlights

Participants were shown a variety of streetlight images. The images that received the highest rankings were those of traditional, colonial lighting with hanging flower baskets. The group discussion that took place after the survey indicated that there was a concern among participants that hanging flower baskets might not be appropriate for North Genesee Street due to the associated maintenance.

Gateway Signage

The images in this category included signage of varying sizes, styles, colors and material types. The images that received the highest rankings were the signs made of traditional

materials (stone, brick, wood), in neutral colors, and heavily landscaped. The most popular style was the monument sign.

Directional Signage

The signage in this category included traditional pole design, monument, modern, and tree style. The images that scored the highest were traditional metal signs, in neutral colors, which included the community's logo and tag line.

Commercial Signage

This category included images of free standing, projecting and wall signs. The signs ranged from small, traditional signs to large, façade signs found on big-box stores. The images that were scored the highest by participants were small-scale artistic signs and landscaped, monument signs constructed of traditional materials.

The images that were ranked the lowest by survey participants included oversized, building façade signs, brightly colored signs, and pole signs.

Amenities

This category included images of streetscape amenities, including benches, trash receptacles, and public spaces. The images that received the highest scores included traditional wood and iron scroll benches and well defined public spaces that featured seating areas with raised landscaped beds, newspaper vending machines, and trash receptacles.

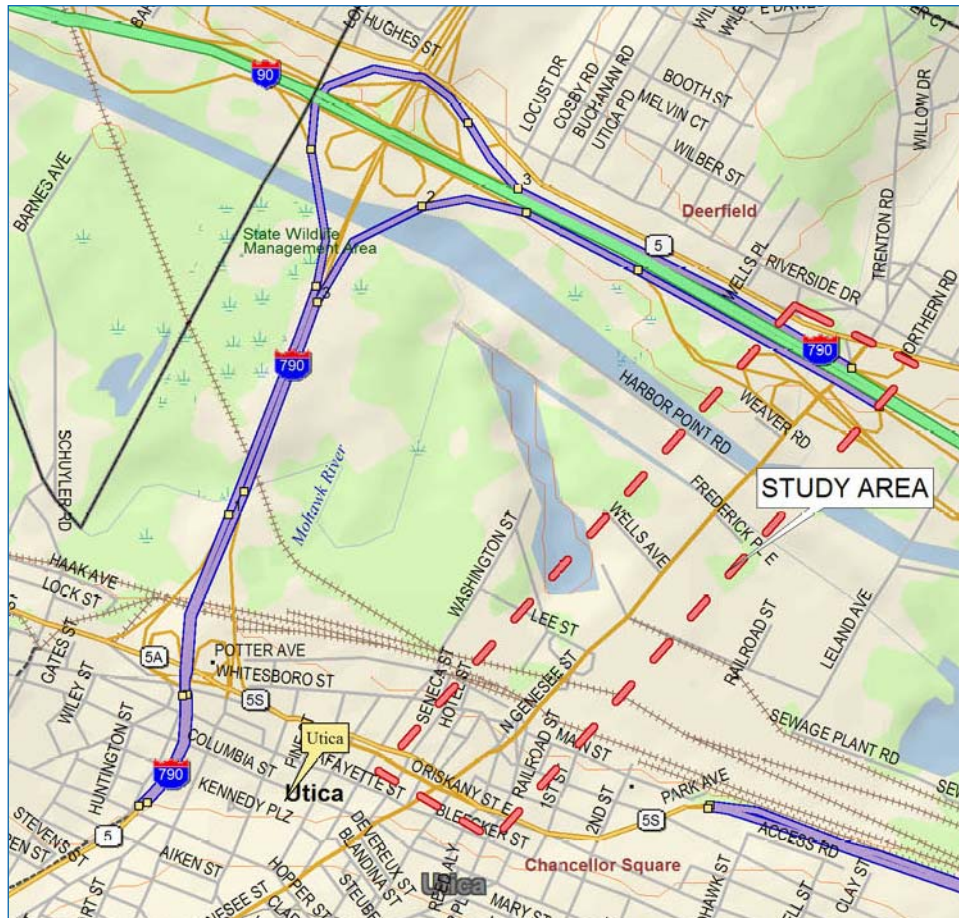
Commercial Buildings

This category included a variety of commercial structures. Images included buildings of varying heights, materials, uses and setbacks. The images that ranked the highest in this category were buildings that had a multi-story appearance, varied rooflines, were constructed of traditional materials (wood, brick), and were brought up next to the sidewalk.

The images of single-story metal pre-fab construction buildings, canopied gas stations, and buildings with parking in the front of the building scored the lowest in this category.

Appendix D

TRAFFIC MANAGEMENT STUDY



NORTH GENESEE STREET CORRIDOR MANAGEMENT PLAN

UTICA, NEW YORK

JANUARY 2008



4 Computer Drive West • Albany, New York 12205
www.labergegroup.com

I INTRODUCTION 1

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Field Observation

III DATA COLLECTION 4
Peak Hour Traffic
Existing Roadways
Sight Distance
Transit/Bikeway/Pedestrian/Waterways
Supplemental Analysis

IV DESIGN CONSIDERATIONS 7
Desired Features
Design Restrictions
Design Options

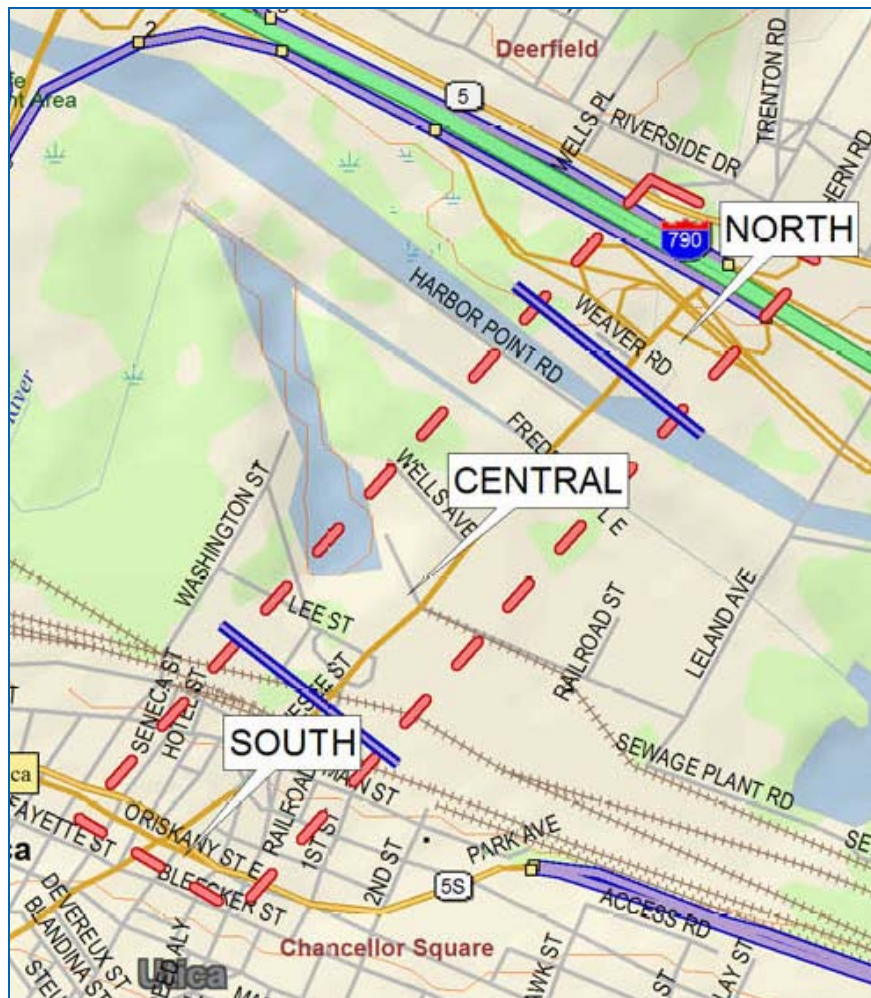
V SUMMARY AND RECOMMENDATIONS 12

TRAFFIC MANAGEMENT STUDY

The North Genesee Street Corridor Management Plan is being developed to help establish a framework that will guide the City of Utica in the public and private development along the North Genesee Street Corridor. This effort will include outreach to the general public and corridor stakeholders to create a land use development vision and to develop transportation and streetscape initiatives that support that vision. The plan will include public policy and regulatory recommendations that will facilitate smart growth of the corridor and the establishment of an implementation strategy to move forward.

This Traffic Management Study is a component of the overall Corridor Management Plan and focuses on providing transportation facility access guidance and recommendations to improve the multi-modal nature of the corridor. It includes recommended design features and highlights operational 'break points' for the corridor's transportation facility.

Due to varying land uses throughout the corridor, the transportation system needs vary significantly for different sections of North Genesee Street. Because of this, the traffic management study documents the analysis and finding for three separate regions within the study area. These regions, North, Central and South are graphically depicted on the following figure and described below.



STUDY AREA MAP

North Region

The Northern region extends from the Mohawk River north to include the I-90 Exit 31 interchange and access to I-790. The region is a complex transportation hub that does a very good job at processing a high volume of vehicular traffic, but like the Central Region, doesn't provide for the multi-modal needs of the overall corridor. In addition to the transportation system features within this region, the North also includes the historic Erie Canal, which needs to be better defined as an attraction for this area to help promote the North Genesee Street corridor as a destination rather than a "pass-thru" route.

Central Region

The Central Region, which extends from the CSXT Railroad overpass north to the Mohawk River, has grown from the demand for additional services within the City, which because of limited space, could not be provided within the Southern Business District. The Central Region, once full of available land, has now been significantly populated by many local businesses and "chain" developments. However, it is apparent that this development has occurred with little thought to promoting multi-modal transportation (pedestrians, bicycles, public transit) or with mobility or safety in mind. This region of the corridor does have a two-way left turn lane which extends the length and pulls left turn vehicles from the traffic stream, but with more than 25 curb-cut locations to access commercial developments within a one third mile area, conflict points are significant and result in a high percentage of accidents. In addition, this region of the corridor serves a very important mobility function, being the main route for "pass-thru" traffic between I-90 and the business and shopping districts to the south.

South Region

The Southern region, which extends from Oriskany Street to the CSXT Railroad overpass, includes a highly active pedestrian, vehicle and commercial mix that, by virtue of railroad and roadway design, is segmented from direct interaction with the Central and North Regions. The land use and access within the Southern region is urban and compact, where direct interaction from business to pedestrian or vehicles involve short distances. Access from sidewalks or adjacent parking (although limited) is direct and designed to be short term to promote business activity. Limited facilities exist for pedestrians and bicycles to travel between the Southern and Central regions, making corridor travel outside this region for those modes of transportation challenging for even the most experienced and familiar users.

BACKGROUND DATA

A visual assessment of the development along North Genesee Street reveals that most businesses within the corridor have generously landscaped front setbacks with parking areas located mainly to side or rear yards. For the most part there are sidewalks throughout, but they are somewhat disjointed and not consistent. Very few of the lots are interconnected and many businesses have multiple access points, resulting in a significant number of curb cuts along both sides of this corridor. Furthermore, despite being a gateway to the City's Central Business District and being adjacent to many significant attractions such as Union Station, Historic Erie Canal Marina, Erie Canal Children's Museum, Harbor Point, Utica Marsh, Runner's Hall of Fame, and the Regional Market, public way-finding signs are not apparent and provide minimal assistance.

As a result of the past land use development methods within the corridor, despite former master plan work and recent waterfront and canal district plans, the North Genesee Street corridor does not integrate mobility and destination functionality very well and does not provide for the multi-modal (pedestrian, bicycle and public transit) aspects that would promote the area as a destination rather than a "pass-thru" route. Many of these concerns were detailed as part of the planning and visioning exercises performed at the initiation of the overall Corridor Management Plan. For this Traffic Management Study, a review of the meeting notes for both the March 26, 2007 Advisory Committee meeting and the June 25, 2007 North Genesee Street Public Charrette was performed from a transportation perspective. Highlights of each are described below.

Advisory Committee Meeting - Direct transportation issues noted included unbalanced development and difficulty of vehicle and pedestrian access to/from and along North Genesee Street. Also at issue was the perception of elevated accident occurrences, parking issues, and commercial street lighting. The "vision" developed from this meeting for the Central Corridor supported the need for enhancement to both North and South corridors as a "balanced" connection. The "vision" supported a well lit and pedestrian and bike friendly area and most importantly that the corridor should become a "destination" rather than a "quick stop".

Public Charrette - Comments provided showed little interest for parallel parking, medians, limited snow storage areas, or increased maintenance costs. Vehicular speeds were of concern. Interest was shown for a pedestrian buffer, and better visibility and access near bridges to help avoid potential pedestrian/vehicle conflicts.

FIELD OBSERVATIONS

In conjunction with the above materials, site evaluations were completed to document peak period issues related to queuing, delay and points of conflict for existing vehicular, pedestrian and recreational traffic.

Overall, the issues raised by the advisory committee regarding development balance, access, signage and parking were substantiated. Peak period delays were apparent at the signalized intersections and at mid-block areas of the central region near "chain" developments. It was very apparent during both peak and non-peak periods that "crossing/turning" maneuvers were approached tentatively by both vehicles and pedestrians. Truck traffic was common throughout the day and in fact elevated during peak periods.

Given two-lane travel per direction, capacity was not an apparent issue during even the heaviest peak volume periods. Pedestrian activity was noted throughout the day and increased midday, where the majority of activity involved crossing North Genesee Street. Mobility and safety issues appeared to not involve available sight lines and turning radii as much as poor access management (too many curb-cuts) and a lack of lot interconnection, which results in few multi-use trips that wouldn't require a vehicle.

PEAK HOUR TRAFFIC COUNTS

Due to the relationship to adjacent recreational uses and beginning of local schools, morning (AM), midday, and evening (PM) peak period counts were collected during mid-September 2007 to establish the mixture of seasonal and peak period weekday traffic. This is not to understate the nature of this corridor during the winter holiday season when pass-through traffic is likely higher, however recreational activities are greatly diminished. The primary focus was on vehicular movements, delays and conflicts while also getting a sense of pedestrian activities. Traffic volume conditions were observed during three weekday peak periods, AM, PM and Midday, and are summarize below for two key intersections.

Oriskany Street/North Genesee Street intersection was observed to operate very well for most movements. Typical delays forced queue lengths for critical movements of no more than 15 car lengths. Overall, this intersection was observed to be very effective in providing acceptable levels of service during peak periods.

I-90/North Genesee Street intersection also handled the mixture of traffic volumes and types very well with delays mainly noted for illegal southbound left-turns and access from the I-90 interchange heading north on North Genesee Street.

Based on the conducted counts and traffic volume data provided by NYSDOT traffic volume records, existing peak hour traffic volumes passing through each region of the corridor are shown below.

Existing Peak Hour Traffic Volumes

AM Peak Hour/North Genesee Street	<u>Southbound</u>	<u>Northbound</u>
North Region	1,250	910
Central Region	950	680
South Region	420	190
MD Peak Hour/North Genesee Street		
North Region	1,130	1,310
Central Region	1,000	930
South Region	340	390
PM Peak Hour/North Genesee Street		
North Region	1,090	1,780
Central Region	900	1,180
South Region	280	420

Average Annual Daily Traffic and growth projections were also extracted from the NYSDOT traffic volume data. They are as follows.

AADT: 2006 NYS Department of Transportation - Traffic Volume Report

North Genesee Street NYS 921C

North Region (Route 5S to Lee Street)	34,450 (est.06')	34,150 (05')
Central Region (Wurz Avenue to DOT Facility)	24,530 (est.06')	24,290 (05')
South Region (DOT Facility to I-790)	8,970 (est.06')	8,810 (04')

Overall, the volume reports indicate that this corridor is currently experiencing about a 0.9% annual growth rate. This percentage was applied to the existing traffic volumes to estimate the future peak hour traffic volume that may need to be accommodated by any subsequent design projects. The volume forecasts shown below are for a 20 year projection, which is a typical timeframe for capital improvements.

Future Peak Hour Traffic Volumes – 20 Year Projection

AM Peak Hour/North Genesee Street	<u>Southbound</u>	<u>Northbound</u>
North Region	1,500	1,090
Central Region	1,140	810
South Region	500	230
MD Peak Hour/North Genesee Street		
North Region	1,350	1,570
Central Region	1,200	1,110
South Region	410	470
PM Peak Hour/North Genesee Street		
North Region	1,300	2,130
Central Region	1,080	1,410
South Region	340	500

EXISTING ROADWAY CONDITIONS

A general review of study area existing roadway details pertaining to material specification, dimension and condition for travel lanes and shoulder areas, as well as posted signs related to travel speeds and way-finding signs was conducted. Additionally, area intersections were reviewed for type of intersection control and their relationship to adjacent major corridor intersections.

PRIMARY

North Genesee Street/Oriskany Street – Signalized: Operationally, intersection handled peak volumes very well with peak critical movements not exceeding 15 vehicles in queue length (PM peak). Traffic flow appeared to be regulated through coordinated signals. This coordination, however, does not appear to continue to Wurz Avenue. Queues had minor impacts to adjacent intersections, but didn't significantly affect operations. This intersection was not pedestrian friendly due to long crossing distances, high peak period volumes and multi-leg approaches. The roadway and shoulder areas are both in very good condition.

North Genesee Street/Wurz Avenue – Signalized: Operationally, intersection handled peak volumes well with peak critical movements having queue lengths not exceeding 12 vehicles per lane (AM/Midday Peak). Signal appears to operate in an isolated actuated condition with presence detectors on approaches. No signal coordination was evident. Queue lengths were observed to restrict access to businesses on westbound and southbound approaches on several occasions during each peak period. A wide pedestrian crosswalk exists across N. Genesee Street. Roadway and shoulder areas are in very good condition.

North Genesee Street/I-90/I-790 – Unsignalized: Operationally, intersection handled peak volumes very well with delays mainly noted for illegal southbound left-turns and access from the I-90 interchange heading north on North Genesee Street. Roadway and shoulder areas are in very good condition.

SECONDARY

Lee Street – Unsignalized: Industrial access area.

Wells Avenue – Unsignalized: Mixed Industrial/commercial access area.

Fredrick Place – Unsignalized: Currently residential/commercial access area.

Harbor Lock Rd. – Unsignalized: Primarily recreational access/park-n-ride area.

Weaver Street – Unsignalized: Commercial access area.

SIGHT DISTANCE EVALUATION

A general overview of existing sight distance conditions for stopping sight distance, left-turn sight distance as well as intersection sight distance for truck traffic was conducted as part of the field investigation. Overall, sight distance conditions between the study areas three bridge over passes are generally unobstructed except for partial restrictions due to vegetation, utilities, building corners and vertical crests due to bridge overpass elevations.

TRANSIT/BIKEWAY/PEDESTRIAN/WATERWAYS

General overviews of existing conditions for these features were reviewed as part of the overall data collection period.

Transit - Bus Stops were observed for both directions, at approximately one-half hour intervals. Ridership on transit vehicle appeared about half-full and added riders were between 1 and 4 per stop. No shelters were observed or other amenities to assist, protect or comfort ridership. Lack of amenities and trip generation centers are the limiting criteria to growth for this feature.

Bikeways - Shared ridership was observed along North Genesee Street, however no more than two bikes were observed in either direction. All riders were observed to be adults. Connectivity, lack of traffic gaps and associated amenities are limiting criteria to future growth.

Pedestrian - Facilities to serve pedestrians were observed along both sides of North Genesee Street. Conditions of sidewalk areas were vastly different with narrow and poor conditions observed in the southwest of the corridor versus wider and very good condition along the northeast. Discontinuity due to numerous curb cuts for commercial driveways clearly impacts pedestrian movements along the corridor. Additionally, pedestrian control and assistance devices are severely limited. Provisions for pedestrian pavement striping, LED crossing indicators, countdown timers, audio receptors, pushbuttons, and signage were either never initiated, worn or missing altogether. Curb ramps with detectable warnings could also use significant upgrades. Connectivity, lack of traffic gaps and missing pedestrian amenities are limiting criteria to future growth.

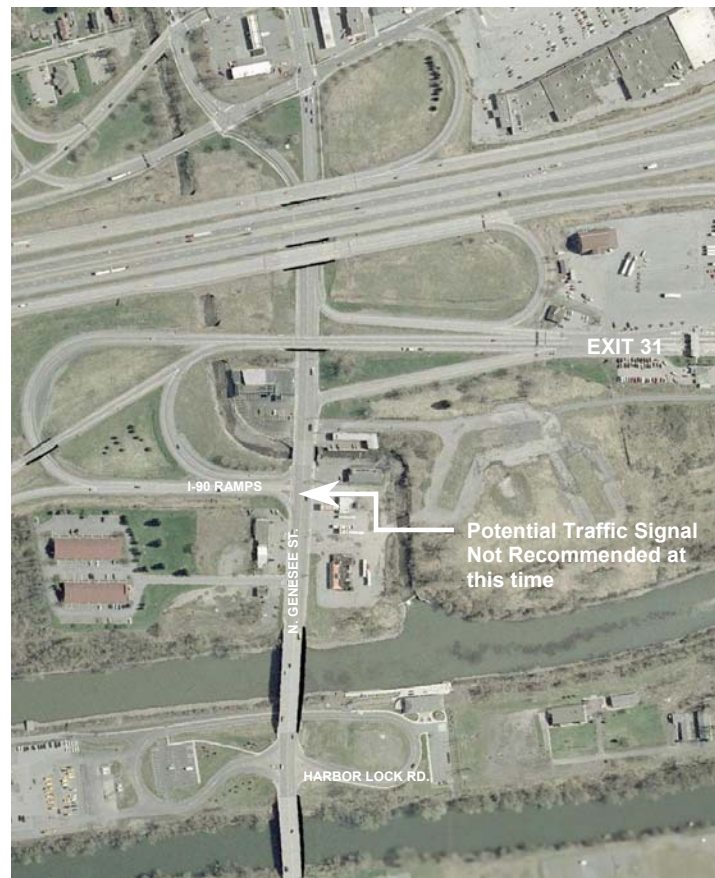
Waterways - Although much has been done to address the condition of these facilities, each in good to excellent condition, the connections and walking distances are challenging even for experienced pedestrians and bicyclist. The areas most accessible to the retail segments of this corridor are off limits to the general public and are reserved for NYS officials only. Connectivity restrictions and extended walking distances to central retail sectors are limiting criteria to future growth for this feature.

As part of future “Build-out” scenarios, it is important to recognize what is desired, what is possible and what is realistic for the foreseeable future in regard to the transportation features of this study. What is known is that the Central region of this corridor study drives the connections for the North and South regions. However the configuration of the Mohawk River, NYS Harbor and surrounding Interstate and arterial roadways severely restrict growth and transportation alternatives. The purpose therefore is to capitalize on what is obtainable for all users; passenger/commercial vehicles, waterway traffic, pedestrian, bicycle, transit and rail.

DESIRED FEATURES

The desired features for this corridor must balance providing the multi-modal amenities necessary to make North Genesee Street a destination of choice and providing for the mobility needed to accommodate traffic between I-90 and the City’s Central Business District. It must include connections for all modes of transportation from the northern to southern regions to meet the vision of making North Genesee Street a destination rather than a “cut-thru” route. Though mobility is important, geometric and fiscal constraints exist that require keeping the maintenance level and design improvements to a minimum. Therefore, either a trade of services or features is preferred over expanding the roadway network for this community.

North Region – Future traffic volumes may make a traffic signal at the I-90 intersection with N. Genesee Street desirable. However, the high volume of commercial traffic and significant north-south traffic flow, as well as restricted vehicle storage area, makes the use of a traffic signal undesirable for current traffic conditions and could result in increased overall delay. Though a traffic signal would significantly benefit pedestrian and bicycles, this design feature is **not** recommended at this time. However, reallocation of lane assignments is possible depending on what changes are extended north from the central corridor. Furthermore, more aggressive design features to eliminate illegal maneuvers would assist free flow traffic in this area as well. As future traffic increases, a detailed capacity analysis and signal warrant study should be performed to assess the benefit of signalization at a later date.



North Region



Central Region

Central Region – With more than 25 commercial driveways within a one third mile area, consolidation of curb cuts is critical to the increased safety and mobility of this region of the corridor.

Reduced curb-cuts are certainly obtainable with effort both by adopted access management initiatives and through support of the corridor’s business leadership. Accident reduction will require a change in the functional operation of corridor roadways in conjunction with access and adopted access management plan. Improved pedestrian and bicycle access will also result from improved access management because of the reduced number of conflict points they will encounter. Parking and waterway access improvements would likely increase multi-modal demand including transit, vehicular, pedestrian and bicycle. Transit shelters should also be considered for this segment to increase overall ridership.

South Region – To improve pedestrian safety and improve circulation within this region a roundabout at the intersection of N. Genesee Street and Oriskany Street could be considered. The installation of a roundabout at this location should be physically possible and would benefit several modes of transportation. However it may not be consistent with heavy commercial traffic. Further study should be conducted to investigate this feature further. Elimination of boulevards, reduction of excessive lane widths and reduction of large turning radii at intersections will improve pedestrian safety by reducing crossing distances. Pedestrian and bicycle linkage elements should be installed from this segment to northern regions to improve the multi-modal nature of the overall corridor.



South Region

Overall – Better pedestrian, bicycle and public transit connectivity to all regions and increased traffic safety are desirable to transform this corridor into a destination rather than a “cut-thru” route. These goals can be realized by making modifications to the associated geometric design such as number of lanes and lane widths, access management to reduce the number of conflict points and intersection curb radii reductions.

DESIGN RESTRICTIONS

There are many elements that could restrict transportation system improvements within the corridor. Bridges over the CSXT Rail line and Mohawk River, site design restrictions such as building setbacks and financial support issues all make widening within the corridor problematic.

DESIGN OPTIONS

CORRIDOR

Median Divided Highway – This option would restrict left turns within the Central region along N. Genesee Street, forcing all direct access to commercial development be made through either a right turn movement or via back lot access. This option would eliminate most of the left turn conflicts within the corridor, which are the major cause of accidents throughout this commercial developed area. If a median divided highway were constructed, it would need to be done in conjunction with back lot access roads linking commercial developments on both sides of the road to Wurz Avenue. This would allow business patron access to left turn capabilities if desired, since the Wurz Avenue and Genesee Street intersection would remain a fully directional signalized intersection. If additional left turn support is desired under this option, signage could be installed at Lee Street and Harbor Lock Road (the southern and northern delimiters of this region), since both those locations allow traffic to loop from one side of N. Genesee Street to the other without any crossing conflict. The median divided highway option for this corridor would provide huge safety benefits over the existing corridor configuration and would significantly increase arterial mobility, but it would also make commercial access more difficult, which may make the corridor less appealing to visitors considering the corridor as a destination.



Median Divided Highway Concept

Coordinated Signalization - This option would require a traffic signal interconnect between the Oriskany Street signal and the Wurz Avenue signal to increase vehicular platooning and promote arterial mobility and crossing gaps for critical turn movements and pedestrian crossings. If further studies show a future need for additional signalization within the corridor, the coordinated system should be extended to include those locations as well (i.e. I-90 ramps). This option can be considered as a stand alone or in conjunction with the median divided highway option.

Lane Reduction – This option would require transitioning the southbound travel way from two lanes to one lane throughout the N. Genesee Street corridor. Because of much heavier northbound traffic flows, this treatment would not apply to that direction, but for the southbound direction, where traffic volumes should not exceed 1,500 vehicles in the future (20 year projection) PM peak hour, this could be a possible option, since that volume is marginally less than the typical capacity for a single travel lane. Conducting a planning level analysis for the corridor, it was estimated that limiting the southbound travel way to one lane would reduce speeds in that direction by approximately 13% under existing peak hour traffic conditions and by approximately 55% in the future (20 years) PM peak hour. However this would be for just one hour of the day. It should be noted that the remaining hours will operate at a better levels of service and at speeds closer to the 2-lane condition. Regardless, it is evident that mobility and level of service would be significantly affected under this option. However, it is the best method to incorporate the multi-modal features desired to meet the corridor’s vision. The removal of this lane would allow for expanded bike lanes and pedestrian amenities without widening the existing roadway. Since this option would directly affect the capacity and mobility of a State highway, approval from NYS Department of Transportation will be critical to its implementation. This approval would probably require an additional in-depth design level study to determine feasibility. If constructed, this design would be extended over bridge areas to better promote pedestrian and bicycle traffic flow between each of the corridor’s regions and it would reduce pedestrian crossing distances, increasing pedestrian safety throughout the corridor, both of which would increase the corridor’s ability to attract more extended stay visits. Because southbound mobility is being affected by this option, every effort should be made to minimize the disruptions to that traffic flow. Traffic signal coordination should be implemented and an effort to reduce the number of curb curbs, thus reducing the number of vehicular conflicts should also be made. This option could be used in conjunction with the median divided highway option if mobility becomes a higher priority goal for this corridor.

PEDESTRIAN

Bikeways - This option would recommend the installation of dedicated bicycle lanes connecting from the Southern Region to the Northern Region. This would promote travel throughout the corridor for that mode of transportation and make the area much more attractive for longer term stays.

Sidewalks - This option is linked to the bikeway option, since both are critical to increasing the multi-modal use and attraction of the corridor. Pedestrian walking area must maintain 5 feet minimum width and should be separated from vehicular traffic to the maximum extent possible. This option will seek to improve minimum sidewalk widths, condition and reduce crossing distances by virtue of curb-cut reduction and reduced turning radii.

ACCESS MANAGEMENT

Curb Cuts - This option recommends reducing curb cuts per parcel to one or less (i.e. shared access), or providing restricted access or circulation to better promote efficient operations. It is desired to eliminate all access points within 75 foot of any curb cut, but this would require significant cooperation and agreement between parcel and business owners. If implemented, this option would provide significant benefit to the corridor in the form of increased pedestrian and bicycle safety, as well as vehicular mobility and accident reduction. It is estimated that if properly coordinated, the more than 25 existing curb cuts within the Central Region could be consolidated to less than 12, cutting the number of conflict points in half.

Circulation - This option is an extension of the Curb-Cut option, where traffic circulation within, and between, commercial lots should be redesigned to allow better traffic flow between adjacent lots without the need to access North Genesee Street, thus reducing conflict along the roadway. The intent is to reduce driver decisions at driveway locations and promote traffic movements within the parking areas, away from the regional “cut-thru” traffic on the arterial. This option can be initiated immediately, but here again, this option would require the most effort from parcel and business owners.

Parking - Recommendations for improvements include; more rear parking, shared/common parking areas, and small scale park-n-ride that would link to pedestrian and bicycle pathways. Reconfiguration of parking stalls, in many cases, would promote better traffic flow and reduced internal queuing. For example, internal parallel parking being converted to bi-directional parking medians. Finally, proposed actions with trip generations over a threshold should seek development of enclosed parking structures for a portion of site generated trips.

TRANSIT

City Bus/Trolley - This option recommends near-side bus bay design closest to activity center, and primarily for Central Region of North Genesee Street. Bus stop shelters and other amenities are recommended to promote increased use, safety and awareness. Long-term options could consider use of an area trolley to shorten distance between business district and shopping and dining areas within the Central Region.

WATERWAYS

Recommendations for these features are limited, since great efforts have already been completed regarding modernizing this connection to the corridor. What is lacking is the sense that arrivals can easily, safely and quickly get to the retail center of the Central Region or Southern Region. Improvements for these features are closely linked to pedestrian and transit improvements already discussed. The feasibility of opening the restricted section of the NYS docking area for public use should be investigated. Availability of this feature could greatly enhance access and longer term stays, creating many opportunities for promoting this corridor for leisure travel.

WAY-FINDING

Recommendations for these features include at a minimum, color coded signage for recreation attractions, retail shopping and parking areas. This recommendation is primarily targeted for the Central Region corridor, where detailed postings for entrance to the Central Region and site specific signage at point of interest are essential. This recommendation is more costly than one would expect, but is very helpful in capturing “pass-by” and returning traffic. The emphasis has to remain simple to be most effective. All too often, when too much information is provided, visitors do not have time to process the information and react. Samples of typical way-finding signs are shown below.



Sample Way-Finding signage

IMMEDIATE ACTIONS

Overall, the option with the most immediate and low cost benefits for safety and mobility within the study area would be the reduction and combination of area curb cuts in conjunction with circulation enhancements (includes removing curb cuts near intersections and improving turning radii) and internal parking reconfigurations.

PROGRESSIVE ACTIONS

Way-finding signage, transit/pedestrian and bicycle enhancements are intermediate or progressive recommendations that would help transform this corridor into a more multi-modal friendly environment that could attract more visitors to the area and increase the corridor's visibility as a destination rather than a "cut-thru" route. However, these options will take financial backing and more detailed engineering to complete.

LONG TERM OPTIONS

Geometric design changes and provisions to share State owned properties for public use will require the greatest effort, money and time to move forward, but these are the final components needed for this corridor's vision to become a reality. Once in place, these improvements will integrate the mobility, safety and multi-modal features needed to link the recreational, retail and cultural points of interest within the corridor, making the North Genesee Street Corridor a destination of choice.



Appendix E



Commercial Corridor – Existing Conditions



Commercial Corridor – Phase I



Commercial Corridor – Phase II



Commercial Corridor – Phase III



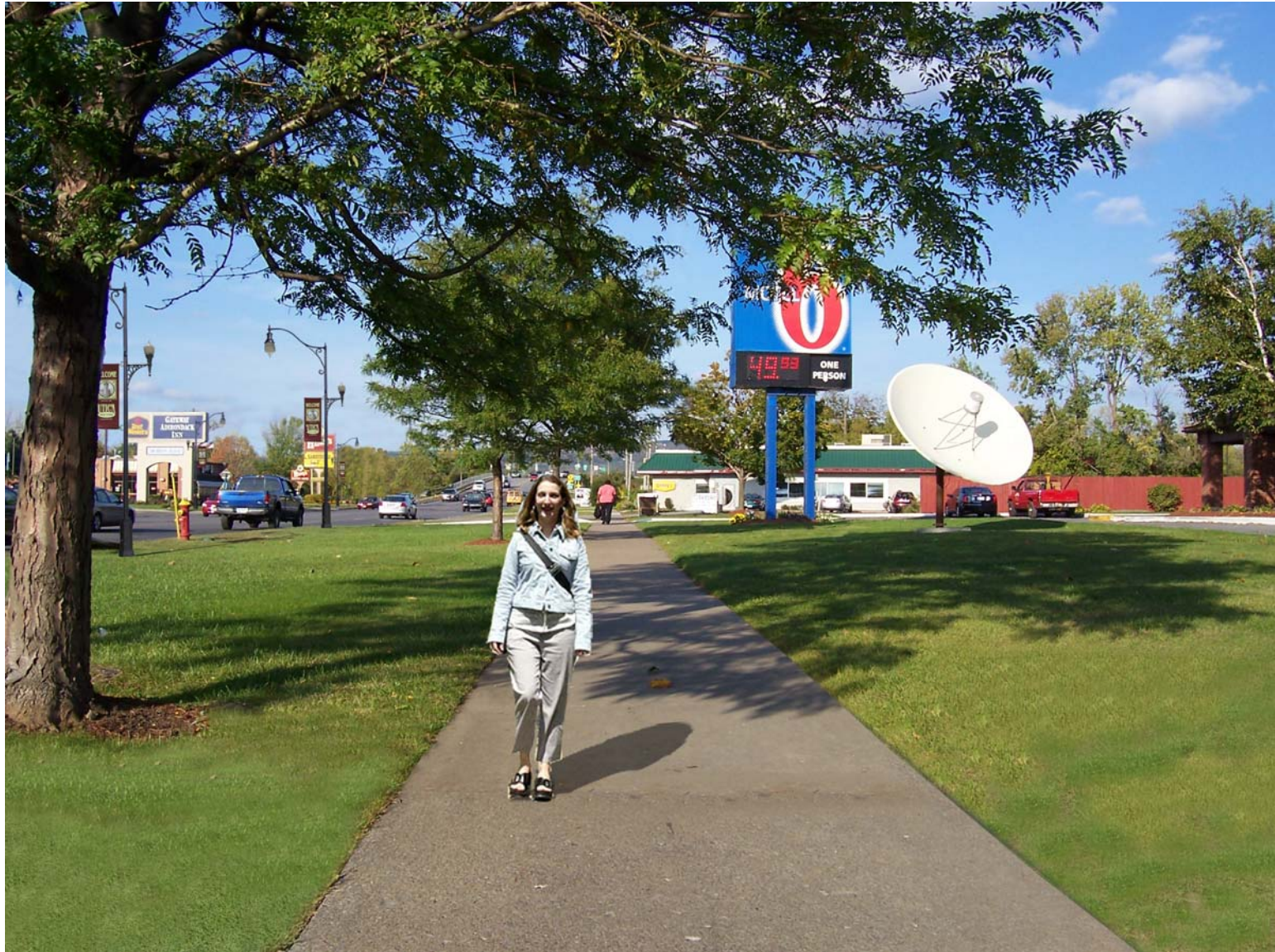
Corridor Gateway – Existing Conditions



Corridor Gateway – Phase I



Pedestrian Amenities – Existing Conditions



Pedestrian Amenities – Phase I



Pedestrian Amenities – Phase II



Pedestrian Amenities – Phase III