

ONEIDA COUNTY
Main Street Program
Plan Report
Town of Verona



Anthony J. Picente Jr.
County Executive

Acknowledgment

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

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

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

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Section 1:

INTRODUCTION



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

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

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

The Town of Verona's project centers on creating a gateway area that will foster additional opportunities for economic development near existing recreation, entertainment, and lodging establishments. To achieve this goal, the Town is constructing a roadway from Exit 33 off Interstate 90 (I-90) to Willow Place that will establish vehicular connectivity to surrounding amenities. The Town would like to direct pedestrian activity from the resulting new developments along a reimagined version of the existing Willow Place roadway. The Town is planning to add additional lighting, sidewalks, improved crosswalks, and other streetscape enhancements to increase accessibility in the project area. The Town plans to create attractive entrances to highlight this reimagined area through the addition of a pocket park and monument sign at highly visible locations.

Background Information

The Town of Verona is located in western Oneida County on the border of Madison County. Verona contains several major roadways that bring many visitors to the area every year. I-90 and NYS Route 365 pass through Verona and are used by visitors to access recreational locations, including the Turning Stone Casino and Resort, within and adjacent to the Town. Verona's traditional Main Street runs parallel to NYS Route 365 on the northern side of I-90 but is functionally detached from many of the nearby population centers. Many of the area's recent developments are located south of I-90. Therefore, the Town is working to develop a new gateway to their community at a more visible location, Willow Place.

Comprising 69.2 square miles, the Town of Verona has the fourth largest land area of any town in Oneida County. There are no villages that exist within the Town, only hamlets. According to the 2020 U.S. Census Redistricting Data, the Town has a population of 5,974 residents. Per the 2019 U.S. Census ACS 5-year Estimates, residents under the age of 18 make up 21.5% of the Town's population, while those over the age of 65 comprise 17.9%. The 2019 American Community Survey reports 14.7% of the Town's population is living in poverty. Nearly a quarter of people under the age of 18 (23.1%) live in poverty, while just 7.8% of people over the age of 65 live in poverty. Factors influencing mobility include 13.7% of the Town's population having a disability and 11.3% of households not owning a vehicle.

The Town recognizes its advantageous location relative to major travel routes and recreational amenities but is concerned about its lack of a defined center and visibility to passersby. Verona sees potential in Willow Place since it is in a key location near much of the activity surrounding the Turning Stone Resort Casino. Catalyzing development in this area would help Verona capitalize on the visitors it attracts due to its proximity to Exit 33 of I-90, Turning Stone Resort Casino, and other venues, lodging, and recreational destinations. Willow Place is also easily accessible to nearby population centers such as the Cities of Rome, Oneida, Sherrill, the Villages of Oneida Castle, and Vernon.

Verona hopes to realize Willow Place's potential as a highly visible and welcoming gateway to the Town and looks to encourage opportunities for economic development surrounding this new corridor. The Town would like to incorporate pedestrian accommodations and placemaking at Willow Place.

The Town applied for and was awarded a grant from Empire State Development to develop the Willow Place roadway and connector road. The connection will tie Willow Place into NYS Route 365 at the signalized intersection of I-90 at exit 33. The grant totaled \$1.1 million to be used for the construction costs of the roadway.

The Town applied for and was awarded a New York State Department of Transportation - Transportation Alternatives Program (TAP) grant in the 2018 round. The project is identified on the Statewide Transportation Improvement Program (STIP) as PIN 265060. This project focused on developing non-automobile travel alternatives in conjunction with the new roadway that will parallel NYS Route 365. The Town of Verona has contracted with an engineering firm to draft preliminary designs for Willow Place and the connector road to NYS Route 365. The TAP project is included as part of the Main Street Plan and project, as it serves as a catalyst to build future elements of the Main Street program, such as pedestrian accommodations, multi-modal travel options, connections between people and places, and supporting economic development.

Final Project Area Map



Project Area

The project area is located along Willow Place, an area serving as a newly developed gateway for visitors to the Town of Verona. The project area will also include the surrounding areas, including currently undeveloped land stretching perpendicular from NYS Route 365 to Willow Place, which would benefit from pedestrian connections to and from Willow Place. Amenities recommended for the project area will serve as a template for other hamlets in the Town that would benefit from improved bicycle and pedestrian accommodations, roadway improvements, and the inclusion of placemaking elements.

Vision & Goals

The Town of Verona has strongly emphasized the need to easily connect drivers coming off I-90 at Exit 33 to a defined center of activity. The Town envisions a welcoming gateway to their community that would not only be accessible and safe for drivers, but also include accommodations and placemaking elements for pedestrians near the Turning Stone Resort Casino and other nearby recreation, entertainment, and lodging locations. The Town anticipates that a newly constructed roadway will serve as an economic development catalyst that complements existing recreational offerings and attracts additional visitors and tourists to the area. The Town recognizes an opportunity to accommodate pedestrian activity along a reimagined Willow Place streetscape and create a place with a unique identity.

Verona's Main Street Plan draws upon several components mentioned in the Oneida County Main Street Program Guidebook. These components include pedestrian accommodations, greenspace, placemaking, and business accommodations. Specifically, the Town is interested in adding additional lighting, pedestrian connections, and improved crosswalks that allow visitors to travel Willow Place and safely cross NYS Route 365 to access the Turning Stone Resort Casino. The goal of these improvements is ultimately to foster greater access to Verona's existing assets and attract additional economic development opportunities to the Town.



Planning Process

Oneida County Executive Anthony Picente first announced the launch of the Main Street Program on July 28, 2021. Following the program's launch, participating municipalities were required to submit an application in which they identified potential project ideas and outlined several best practice components to be included as part of their proposed projects. In October 2021, Town officials met with Planning Department Staff to discuss the status and intended design of the Town's TAP project. The Town expressed interest in fostering economic development at Willow Place, and their intent to catalyze this effort by constructing a new roadway off I-90 Exit 33. Town officials stated that the Oneida County Main Street Program could be an excellent fit for their goal of making the existing Willow Place street more pedestrian-friendly and using placemaking to make the area attractive to residents, visitors, and businesses.

The Main Street planning process included site visits and meetings with stakeholders from each community. In April 2022, a site visit and preliminary discussion of needs and opportunities took place. Attending the site visit were Oneida County staff, Town leaders and consultants, and members of the Consultant Team. Following the site visit, transportation options, streetscape amenities, and project ideas were refined.

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

Initial Site Visit Map



KEY

- = Existing Condition Item
- = Potential Improvement Item

<p>A. Future or existing sewer connection (?)</p> <p>B. Currently proposed vehicular traffic connection from NYS Route 365 to Willow Place - pedestrian improvements not expected to avoid encouraging pedestrian traffic on to NYS Route 365</p>	<p>C. Planned Willow Place Sidewalk and Roadway improvement project</p> <p>D. Potential park space at north side of intersection</p> <p>E. Potential pedestrian crossing from Willow Place to Patrick Road</p>
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Section 2:**WALKING ACCOMMODATIONS****Inventory & Analysis**

The Town of Verona's project area has no sidewalks or walking accommodations. The Town has noted pedestrian activity occurs on NYS Route 365, where pedestrians cross from between the hotels on the north side and the Turning Stone Resort Casino on the south side. Willow Place is located on the north side of NYS Route 365 and is the location of the La Quinta Inn & Suites, Fairfield Inn & Suites, and Recovery Room restaurant. Along the NYS Route 365 corridor, there are additional lodging and restaurants that generate pedestrian activity.

The project area does not have infrastructure or amenities in place to support existing or anticipated pedestrian activity at Willow Place. The Turning Stone Resort Casino, just south of the project area does have an internal network of sidewalks and walking paths. Willow Place forms an intersection with Patrick Road at NYS Route 365, providing a direct connection to the Turning Stone Resort Casino. A pedestrian fatality occurred in 2011 at night on NYS Route 365 at the Patrick Road/Willow Place intersection where the speed limit is 55 MPH, and crosswalks, sidewalks, lighting, and pedestrian signage are non-existent. According to the FHWA Pedestrian Lighting Primer, 76% of all pedestrian related fatalities occur during periods of darkness. The Town would like to install safe and accessible pedestrian infrastructure to allow for easier and safer crossings.



Walking Accommodations Best Practices

Sidewalks

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

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

FRONTAGE ZONE

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

PEDESTRIAN ZONE

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

FURNISHING ZONE

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

ENHANCEMENT BUFFER ZONE

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



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

Americans with Disabilities Act (ADA) Access

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

ADA Curb Ramps

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



Crosswalk Design

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

In-street Pedestrian Crosswalk Sign

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



High Visibility Crosswalks

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

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

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

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

Grade Separated Crossing

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



Mid-Block Crossings

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



Beacons

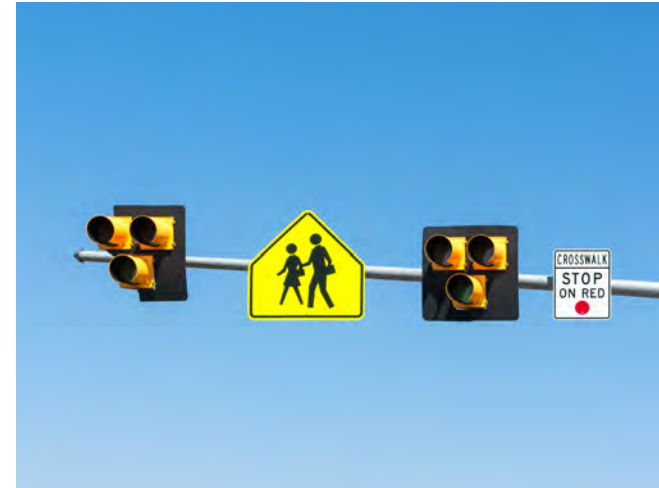
Rectangular Rapid Flashing Beacons (RRFB)

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



Pedestrian Hybrid Beacons ("HAWKS")

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



Crossing Islands & Median Treatments

Pedestrian Refuge Island

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



Raised Crossings and Intersections

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



Slow Turn Wedge

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



Curb Extensions

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



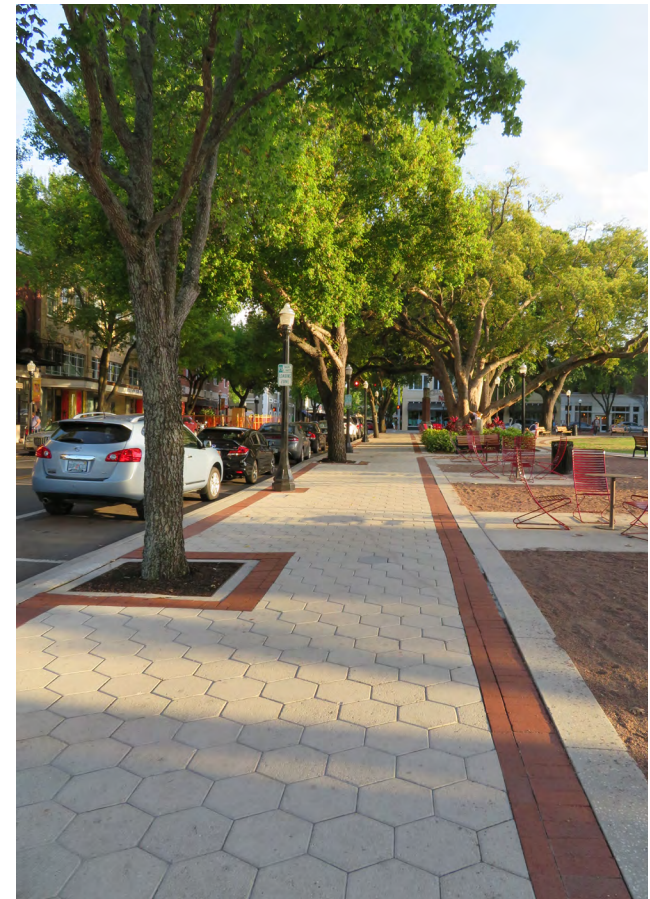
Sidewalk Repairs & Rehabilitation Programs

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

Increasingly, communities in main street and downtown areas have considered creating a special district such as a Business Improvement District (BID) that assumes the responsibility to both replace and maintain sidewalks including winter snow removal. Oneida County municipalities sometimes take on the responsibility of winter maintenance and snow removal for their main street areas rather than relying on private property owners

to clear the sidewalks in that location. More details about setting up a BID can be found in Section 5. Sidewalk assessment districts are also being considered by communities within New York State where the property owners are assessed for the costs of sidewalk replacement and the property owner is responsible for a portion of the cost of sidewalk replacement, but the community would do the sidewalk installation.

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



Community-Paid Repair & Maintenance

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

MUNICIPAL WORKFORCE

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

IMPROVEMENT DISTRICTS

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

HOMEOWNERS ASSOCIATIONS

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

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

Property-Owner Repair & Maintenance

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



Proposed Improvements

The proposed design for the project area will upgrade and activate an existing roadway and include pedestrian accommodations. Sidewalks will be installed to facilitate a comfortable pedestrian experience in the project area. Lighting fixtures along Willow Place will improve visibility for drivers at night and increase pedestrian safety, especially at roadway intersections. Pedestrian refuge islands and new crosswalks at the intersection of NYS Route 365, Willow Place, and Patrick Road will develop safer access between pedestrian destinations on the north and south sides of the road. Coordination with the Oneida Nation and NYSDOT will be required to implement the pedestrian crossing improvements. It is recommended that a broader evaluation of pedestrian crossing alternatives be discussed and evaluated between the Town, the Oneida Nation, and NYSDOT to determine a long-term solution to reduce the pedestrian and vehicle conflict points.



Section 3:

BICYCLING ACCOMMODATIONS

Inventory & Analysis

There is currently no bicycle infrastructure in the project area. However, in the Town of Verona, the Erie Canalway Trail and two NYS bike routes on NYS Route 5 and NYS Route 31 provide cycling connectivity. The NYS bike routes are near the project area and the Erie Canalway Trail is several miles from the project area. The Erie Canalway Trail offers regional cycling and walking opportunities, which connect to nearby urban areas including the Cities of Utica and Rome, and is a recreational draw to the area.



Bicycling Accommodations Best Practices

Bicycle Infrastructure

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

Shared On-Street Facility (“Sharrow” or Neighborhood Greenway)

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

Striped Bike Lane

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

Buffered Bike Lane

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

Two-Way Bike Lane (Cycle Track)

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

Shared Use Paths

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

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



Sidepath

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

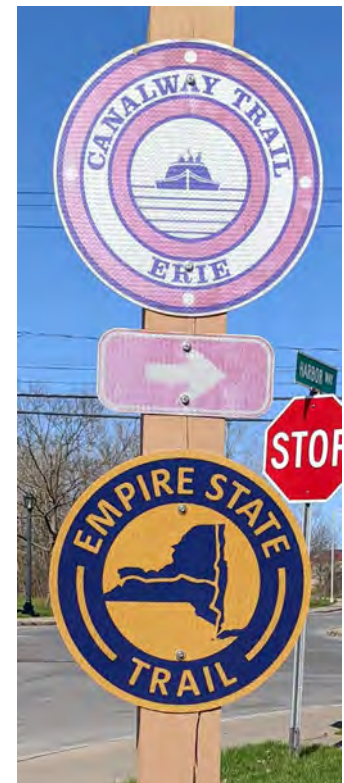
- *The desired width is 10', although 8' is permitted if physically constrained.*
- *A physical separation of 5' is recommended. If there is less than 5' between the sidepath and the street, a physical barrier can be used.*



Proposed Improvements

Bicycling accommodations are encouraged for Willow Place and could include bicycle infrastructure signage, shared lane markings, bicycle racks, and bicycle rentals. As development at Willow Place begins to take shape, bicycling amenities may help differentiate the area and enhance its offerings as an entertainment, leisure, and recreation destination.

The location could be connected with the larger bicycle and trail network within the Town of Verona, the Oneida County network of trails, and the NYS Empire State Trail/Erie Canalway Trail. Connecting to existing bicycle infrastructure could be accomplished through an off-road trail, sidepath, or the addition of on-street cycling infrastructure to Verona's roadways as appropriate to the context. The conceptual connection to the Erie Canal / Empire State Trail System, NYS Route 31, and NYS Route 5 would benefit from wayfinding signage for bicyclists to direct them to designated low-traffic roadways that would minimize conflict points with vehicle traffic.



Section 4:**GREEN & PUBLIC SPACES****Inventory & Analysis**

Currently, within the project area, no active green or public space is existing, although the majority of the immediately surrounding area is passive green space. The space directly surrounding the project area consists of a combination of dense forest, open fields, and Stoney Creek further out. At the northern corner of the Willow Place and NYS Route 365 intersection, a section of undeveloped green space exists that provides an opportunity for placemaking and public space amenities.



Green & Public Space Best Practices

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

Street Trees

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

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

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

SMALL TREES

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

MEDIUM TREES

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

LARGE TREES

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

Green Infrastructure

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

Filter Strips

Rain Gardens

Rain Barrels

Permeable or Porous Pavement

Stormwater Planters

Bio-Swales (Vegetated Swales)



Proposed Improvements

The installation of street trees throughout the project area along Willow Place will provide shade for pedestrians and create an attractive aesthetic. The installation of a pocket park at the northern corner of the intersection connecting Willow Place and NYS Route 365 will provide a small gathering area with seating, trees, and a monument sign that provides a central decorative feature within the pocket park. Additional details about the pocket park's conceptual design are discussed in Section 7.

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

The Town can add to the urban street tree canopy through a street tree program. As part of the TAP grant, the Town is proposing to install street trees along both sides of Willow Place, extending along the entire length of the corridor. To support planting efforts proposed in this Plan, the Oneida County Street Tree list was developed.

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



Section 5:

BUSINESS ACCOMMODATIONS

Inventory & Analysis

The Willow Place development is intended to drive additional economic development in the Town of Verona, tie into the Turning Stone Resort Casino and create a new mixed-use corridor. As part of the Willow Place development, a new connector roadway will be built between the existing Willow Place and NYS Route 365. The new connector roadway is deemed a prime location for development due to it being located directly across from I-90 Exit 33. The Turning Stone Resort Casino continues to create a demand for additional lodging and dining opportunities in the immediate area, which also enhances the opportunity for development. In addition, Willow Place will be improved with sidewalks, stormwater management infrastructure, bioretention features, street trees, and lighting. The Town has had conversations with prospective developers who have expressed interest in developing the Willow Place area once the connector road and other improvements are made.

HOCTC's 2021 Electric Vehicle Charging Station Plan encourages municipalities and businesses to install Level 2 EV charging stations, as they can support economic activity. Turning Stone Resort Casino maintains several level two and DC fast-charging electric vehicle chargers on their property; and the Willow Place project area should have the ability to expand on charging capabilities in the area.



Business Accommodations Best Practices

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

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

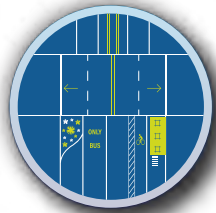
In many cases, the Main Street Program can cultivate new businesses by creating a public realm suitable for the introduction of programming such as farmers' markets, food trucks, and other opportunities for vendors and spin-off or support businesses. Strengthening local communities strengthens the local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



Creating Outdoor Seating/Dining Spaces

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

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



Curbside Pick-Up & Delivery Zones

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



Façade Improvement Program

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



Improvement Districts

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



Festivals & Pop-Ups

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



Farmers Markets

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



Marketing & Branding

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

Proposed Improvements

There are several improvements to enhance business accommodations proposed. Gateway monument signage on either end of Willow Place and a small pocket park on the west end, will promote the appeal of the area for businesses to locate, small-scale office spaces, and integrate residential housing. The Town should support existing restaurants on Willow Place by providing or facilitating the creation or expansion of outdoor dining capacity (tables, chairs, etc.). Introducing outdoor dining opportunities in the public areas creates opportunities for food focused events and serves the dual purpose of attracting customers seeking this experience, while also activating Willow Place. Outdoor dining can also help create an aesthetically pleasing façade (using plants, colorful tables, and painted surfaces), and visually connect the area with theme elements.

Willow Place is an ideal destination for businesses to be located. Ideally, the area will be a mix of hotels, hospitality venues, retail, food, and beverage establishments, and small-scale office spaces. The mix of development types integrated with the concepts of complete streets and critical elements of a Main Street provides all the ingredients for a new thriving destination. Continuously promoting the area through events that draw people to it, celebrating new businesses opening, and developing a design aesthetic for the Willow Place development are recommended and will help to create the new Town Center of Willow Place.

To further encourage economic activity within the project area, the Town may wish to consider adding electric vehicle (EV) infrastructure. EV infrastructure is an important business accommodation because users, from the traveling public to residents, business owners, and employees, often seek out locations with chargers and are likely to partake in other activities such as dining or shopping while their vehicle charges.

Within the project list, a project has been included for the installation of Level 2 EV charging stations which can be installed at a variety of businesses with available parking areas along Willow Place, and specifically at lodging areas for guests to utilize overnight. Signage should be installed around the I-90 Exit 33 ramp to direct travelers to the nearest publicly available charging station. HOCTC's 2021 Electric Vehicle Charging Station Plan encourages municipalities and businesses to install Level 2 EV charging stations and offers additional resources to identify locations for EV charging stations and access financial assistance.



Section 6:**PLACEMAKING****Inventory & Analysis**

There are few placemaking elements in the project area as it currently exists. Current wayfinding signage is limited to signage directing vehicle traffic to the Turning Stone Resort Casino . As the Willow Place project is developed, placemaking elements will be installed as the project progresses. Gateway and wayfinding could help direct pedestrians, particularly visitors unfamiliar with the area, to safe areas to cross NYS Route 365. This would facilitate a comfortable connection between Willow Place and the Turning Stone Resort Casino .



Placemaking Best Practices

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

STRATEGIC PLACEMAKING

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

CREATIVE PLACEMAKING

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

TACTICAL PLACEMAKING

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

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



Demonstration Projects (Temporary Quick Response Projects)

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

<p>EXTRA SPACE FOR PEOPLE TO WALK</p> <p>This can encourage walking and support business by creating a more inviting environment.</p>	<p>BIKEWAYS & BIKE LANES</p> <p>Creating a dedicated space exclusively for bicyclists can induce more people to travel by bicycle as the level of comfort and perceived safety is increased.</p>	<p>OUTDOOR DINING</p> <p>By increasing the available space that restaurants have to serve customers, the amount of people that are able to be served can be increased.</p>	<p>PARKLET & OTHER BEAUTIFICATION</p> <p>A small area of the street can be dedicated to decorative planters containing shrubbery, flowers, or trees. This can increase the sense of place and beautify the main street with relatively simple materials.</p>	<p>PICK-UP & DROP-OFF ZONES</p> <p>This change can make it easier for people to receive a to-go order from a restaurant or get picked up or dropped off by ride sharing, by making a dedicated spot on the curb near the business for quick turnover (5 minutes or less).</p>	<p>DELIVERY ZONES</p> <p>Similar to pick-up and drop-off zones, these types of spots at the curb would be dedicated exclusively for transportation services and commercial business such as USPS, FedEx, UPS and local delivery services to make deliveries.</p>
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Part of the process to install a demonstration/temporary/pop-up event will be coordinating with local officials and agencies (police department, public works/highway department, fire department, etc.) to find safe and viable alternative routes around the modified street design or closure. Coordination with area businesses will also be critical to hosting a successful event. To create a temporary installation, communities can use/need:

Barrier Elements

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

Surface Treatments

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

Landscaping Elements

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

Street Furniture

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

Signage

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

Streetscape Amenities

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

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

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

Lighting

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



Public Art

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



Benches

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



Waste Receptacles





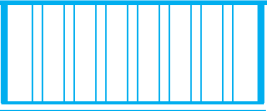




Reduce litter and provide for convenient disposal of waste and recyclable products. Receptacles should not clutter the sidewalk or block the pedestrian travel-way. When possible, waste receptacles should be located near lighting. Receptacles should be corrosion resistant and able to resist corrosion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



Bicycle Racks

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

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

Recommended Bicycle Racks	Bicycle Racks to Avoid	
 <p>Inverted U</p> <p>Common style appropriate for many uses; two points of ground contact. Can be installed in series on rails to create a free-standing parking area in variable quantities. Available in many variations.</p>	 <p>Wave</p> <p>Not intuitive or user-friendly; real-world use of this style often falls short of expectations; supports bicycle frame at only one location when used as intended.</p>	 <p>Wheelwell</p> <p>Racks that cradle bicycles with only a wheelwell do not provide suitable security, pose a tripping hazard, and can lead to wheel damage.</p>
 <p>Post and Ring</p> <p>Common style appropriate for many uses; one point of ground contact. Compared to inverted-U racks, these are less prone to unintended perpendicular parking. Products exist for converting unused parking meter posts.</p>	 <p>Schoolyard (comb)</p> <p>Does not allow locking of frame and can lead to wheel damage. Inappropriate for most public uses but useful for temporary attended bicycle storage at events and in locations with no theft concerns.</p>	 <p>Coathanger</p> <p>This style has a top bar that limits the types of bicycles it can accommodate.</p>
 <p>Wheelwell Secure</p> <p>Includes an element that cradles one wheel. Design and performance vary by manufacturer; typically contains bikes well, which is desirable for long-term parking and in large-scale installations (e.g., campuses); accommodates fewer bicycle types and attachments than the other two styles.</p>	 <p>Spiral</p> <p>Despite possible aesthetic appeal, spiral racks have functional downsides related to access, real-world use, and the need to lift a wheel to park.</p>	 <p>Bollard</p> <p>This style typically does not appropriately support a bicycle's frame at two separate locations.</p>

Landscaping & Greening

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



Tree Pits

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



Wayfinding & Gateway Signage

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

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

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



Proposed Improvements

Willow Place brings a unique opportunity to create a new mixed-use Town Center. Placemaking improvements, including signage, at Willow Place providing a branding opportunity for the Town. Gateway signage can be utilized at both ends of Willow Place intersecting with NYS Route 365 to formalize the new development. The signage may be scaled differently but will provide visual cohesion to enhance Willow Place's brand.

A significant gateway sign is proposed opposite the I-90, Exit 33 ramp at the NYS Route 365 intersection to signal to visitors that they have arrived and establish a brand/theme for the newly developed area. Signage at this location will be of a larger scale and monument style, incorporating stone and metal with an opportunity to use multi-color, changeable LED lighting.

On the westerly end, a small pocket park with a monument sign will welcome visitors to the Willow Place development and serve as a source of passive recreation. This pocket park is located at the Patrick Road and NYS Route 365 intersection and is detailed in Section 4 Green & Public Space.

Wayfinding signage will coordinate with sidewalk improvements, directing pedestrians to safe places to cross NYS Route 365. This will provide a safer experience of place for those not traveling by auto. Pedestrian lighting will be located throughout Willow Place to further improve safety and complement the proposed streetscape improvements.

The Amenity Package in Section 10 details streetscape amenities that are appropriate for Willow Place. The selected amenities include benches, tables, waste receptacles, bollards, planters, and lighting. Six families of streetscape amenities are included in the package with a variety of price ranges. Each family is described by its elements and how it relates to the theme, the form of the streetscape amenities recommended materials, and recommended colors. Based on conversations with the Town of Verona, traditional and hybrid styles of streetscape furniture are recommended to go along with its small town, modern flare theme. The Town has the opportunity to create a color branded theme that can be incorporated through the placement of amenities and signage. Based on the surrounding area of the Town, the suggested color scheme blends traditional and bright attractive colors such as green or blue with purple or yellow.



Section 7:**CONCEPT PLANS & VISUALIZATION****Potential Outcomes**

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

*2018 TAP: Willow Place
Sidewalk Improvements*

*Willow Place Streetscape
Improvements*

*Willow Place Pocket Park
& Monument Sign*

Gateway Signage

*Pedestrian Crossing
Improvements*

*Level 2
EV Charging Station*

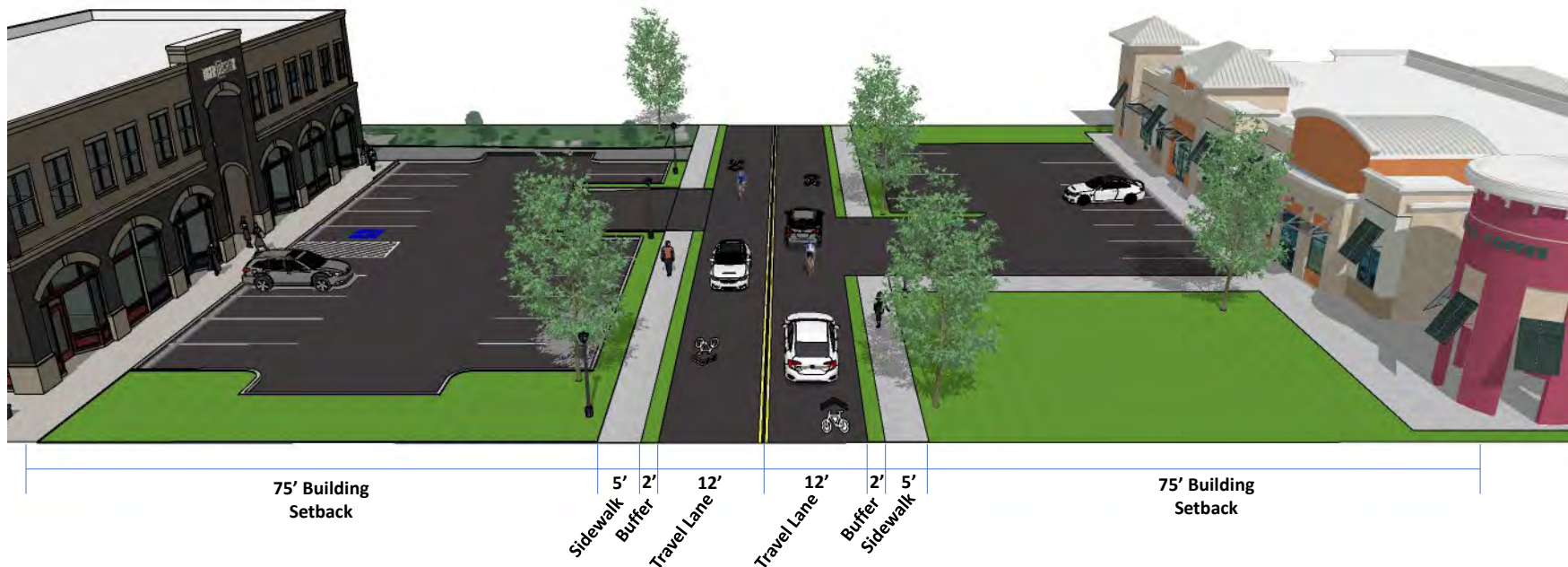
Locations of Proposed Main Street Program Improvements



Willow Place Sidewalk and Streetscape Improvements

Sidewalk improvements, as part of the 2018 TAP application, are proposed. Streetscape improvements to complement the TAP project include installing additional street trees and pedestrian-scaled lighting along the Willow Place corridor. Street trees are proposed to be installed every 40' on both sides of the road. According to the FHWA Pedestrian Lighting Primer, pedestrians can gain significant safety benefits from the installation of new or improved lighting. There are many considerations to assess when determining the most effective and efficient placement of streetlighting including the type of light to be installed, maximum intensity useful light area, area being illuminated, light color (warm or cool), and spill light into adjacent areas. Pedestrian-scaled lighting is recommended not to exceed 20' in height to provide improved visual performance and given the location, 14' light heights are recommended, as it is scaled for pedestrians. Installations should be designed based on fixture type, considerations noted, and existing conditions, it is anticipated that lights would likely be installed every 65' on each side of the street in a staggered or opposite arrangement, with consideration of equal spacing between lights and avoidance of street tree locations. Lighting should be placed at the intersection of Willow Place, NYS Route 365, and Patrick Road in coordination with NYSDOT and the Oneida Nation.

The utilization of green infrastructure supports stormwater management and is recommended to be included with the development of Willow Place. Common green infrastructure landscaping treatments are rain gardens, filter strips, stormwater planters, and bioswales that utilize native plantings. There is also an opportunity to include porous surfacing on parking lots, where feasible to minimize stormwater runoff impacts. In the concept below, sidewalks, street trees, pedestrian-scale lighting, and shared lane markings are shown for the Willow Place.



Existing Zone Dimensions

Under existing zoning, a reimagined Willow Place would reflect the Town's current dimensional and land use standards for the Planned Commercial zone. A range of uses including hotel, restaurant, retail, and multiuse residential/commercial are allowable by special permit. A maximum lot coverage of 30% and required front yard minimum of 75' will encourage low density development, off-street parking in front of structures and large travel distances between businesses and lodging for pedestrians and cyclists. In this scenario, ground floor retail and dining would have low visibility to passersby. The general appearance would be that of typical development seen throughout the Town.



EXISTING

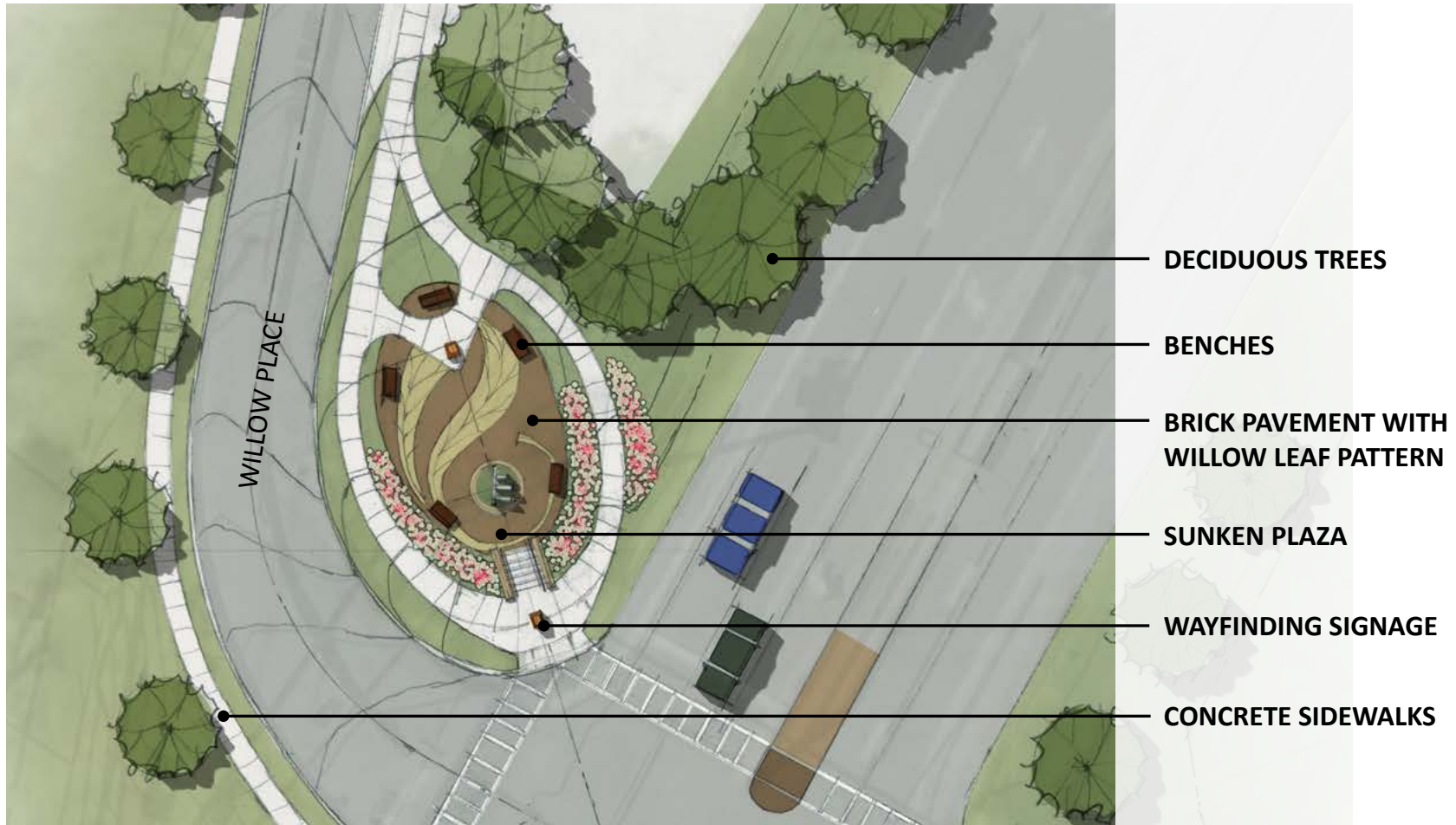


PROPOSED

Ideal Zone Dimensions

Under less restrictive zoning conditions, Willow Place could become a more dense, active, and walkable mixed-use district. Frontages would become an extension of the streetscape by accommodating outdoor dining, furnishings, pedestrian movement, and landscaping while still realizing a substantial reduction from the current 75' setback requirements. Increasing the allowable lot coverage (30%) and building height maximums (35') in this district could further promote development density and facilitate a more pedestrian and bike friendly experience. In this scenario, off-street parking would be accommodated to the rear of structures. The streetscape itself would encourage visibility of storefronts, dining, and activity along the street edge, drawing together all the elements of placemaking to create new a place that is desirable for people to visit in the Town.





Willow Place Pocket Park and Monument Sign

A small pocket park and gathering area is proposed at the entrance of the Willow Place development. This pocket park includes a paved area, benches, trees, a raised plant bed, a trash receptacle, and a monument sign that provides a central decorative feature within the pocket park. Wayfinding signage will point visitors to the Turning Stone Resort Casino, regional trail networks, and local attractions. The pocket park will be accessible by a new sidewalk and create a pleasant space experience for pedestrians walking between Turning Stone Resort Casino and lodging and businesses located on Willow Place.

Gateway Signage

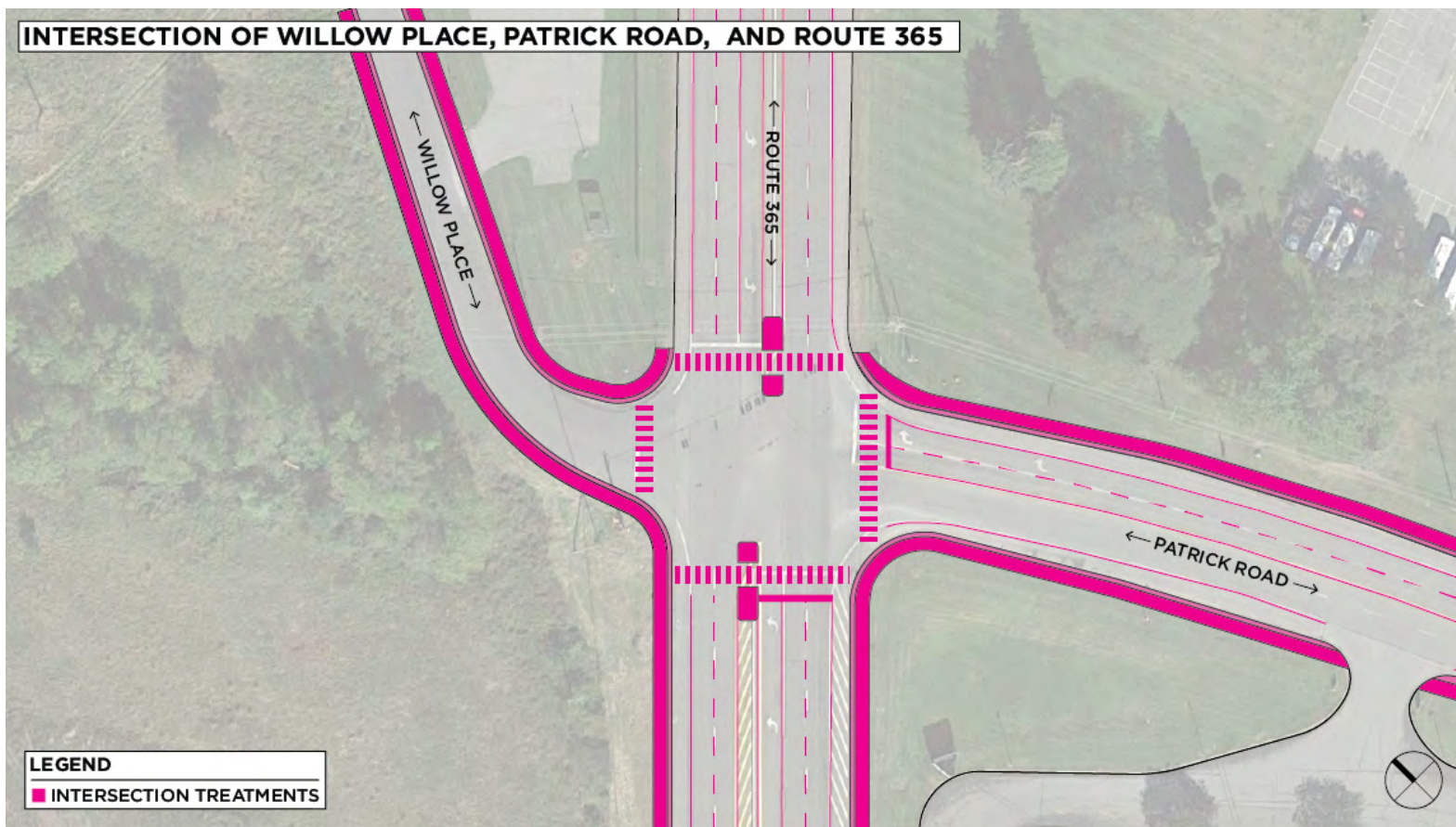
A gateway sign of metal and stone is proposed to be installed opposite the Exit 33 ramp of I-90. This will provide a welcome entranceway to the Willow Place development at a highly visible location. The sign is also an opportunity for marketing and branding the new development. Establishing a theme, color scheme or aesthetic here will differentiate Willow Place as a unique area and could be further utilized throughout the project area. The sign could be lit at night with LED lighting that alternates between various colors to add some variation and interest such as yellow or purple. Certain elements (fonts, color scheme, messaging) could also be used in other areas of the Town of Verona to visually link the various hamlets in the Town.



EXISTING



PROPOSED



Pedestrian Crossing Improvements

The Town is interested in improving the intersection of Willow Place, Patrick Road, and NYS Route 365. There are currently existing plans to improve this intersection that include the installation of a sidewalk and traffic signal upgrades. Due to the existing traffic volumes and lane widths a pedestrian refuge island is recommended to provide enhanced safety for pedestrians crossing NYS Route 365. Additionally, a new sidewalk is proposed along NYS Route 365, leading towards the west and on both sides of Patrick Road, leading towards Turning Stone Resort Casino. The sidewalk should extend along to the first access road off Patrick Road to connect directly to the existing path and sidewalk network on the Turning Stone Resort Casino. It is recommended that improvements along NYS Route 365 will require coordination with the NYSDOT and the Oneida Nation.

Both sidewalks and pedestrian refuge islands must meet ADA requirements for pedestrian access, thus a minimum 5' clear path width to accommodate two wheelchairs passing each other is required.

Pedestrian refuge islands should be at least 4' wide, but preferably 8' for pedestrian comfort, with a "nose" that extends past the crosswalk to protect pedestrians from turning vehicle traffic. High-visibility crosswalks, such as a ladder or continental style crosswalk, are recommended.

A turning radius reduction for the right turn off Patrick Road onto NYS Route 365 is proposed. The 25' turning radius shown on the Willow Place, Patrick Road, and NYS Route 365 intersection rendering is based on a traffic simulation analysis using a WB-40 truck.

Section 8:**CAPITAL PROJECT MAP & LIST**

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

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

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



Project Map Key:

SPECIFIC SITE IMPROVEMENTS

- 2 2018 TAP: Willow Place Sidewalk Improvements
- 3 Willow Place Streetscape Improvements
- 4 Pocket Park & Willow Place Monument Sign
- 5 Gateway Sign At New Road Entrance

PROJECT AREA IMPROVEMENTS

- 1 Main Street Report
- 6 Pedestrian Crossing Improvements
- 7 Level 2 EV Charging Station

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

ID#	Project Name	Project Type	Project Description	Location	Total Project Cost (est.)
1	Main Street Report	Planning & Design	Final plan document	Town of Verona	\$19,250
2	2018 TAP: Willow Place sidewalk improvements ^{2&4}	Pedestrian Enhancements; Traffic Safety	Pedestrian accessibility enhancements	Willow Place	\$701,100
3	Willow Place streetscape improvements ^{2&4}	Pedestrian Enhancements; Placemaking; Greenspace & Landscaping	Installation of street trees, bioretention features, rain gardens, pedestrian lighting, and street amenities	Willow Place	\$2,160,400
4	Pocket Park and Willow Place monument sign ^{2&4}	Placemaking; Business Accommodations	Installation of pocket park and monument sign at Willow Place pedestrian entrance	Willow Place entrance opposite Patrick Road	\$350,000
5	Gateway sign at new road entrance	Placemaking; Business Accommodations	Formalize development with branding for new district at highly visible location	Opposite I-90 Exit 33 ramp	\$200,000
6	Pedestrian Crossing Improvements ²	Pedestrian Enhancements; Traffic Safety	Installation of pedestrian refuge island at the signalized intersection, installation of new crosswalks and sidewalks	NYS 365/Willow Place/ Patrick Road	\$631,400
7	Level 2 EV Charging Station	Business Accommodations	Install Level 2 EV charging station (dual port bollard unit); includes connection to electric infrastructure, 5-year warranty/maintenance plan, & cloud network connectivity	Project Area	\$36,500

Notes:

Total Cost of Projects: \$4,098,650² All cost estimates shown include a 10% contingency.

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

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

Section 9:

IMPLEMENTATION STRATEGY

Proposed Timeline

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

Potential Funding Sources

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

Oneida County Based Programs

Oneida County Main Street Capital Program

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

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

Oneida County Flood Mitigation Grant Program

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

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

Street Trees/Vegetation Grant Programs

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

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

<https://www.sleloinvasives.org/>

NYS Department of Environmental Conservation - Forestry Service

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

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

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

Statewide Economic Development-Related Funding

NY Forward

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

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

Downtown Revitalization Initiative (DRI)

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

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

Regional Economic Development Councils (REDC)/Consolidated Funding Application

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

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

Statewide Transportation-Focused Funding

Statewide Transportation Improvement Program (STIP)

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

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

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

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

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

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

Bridge NY

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

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

*Federal Funding**HOCTC Local Transportation Planning Assistance Program*

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

<http://www.hoctc.org>

Long-Term USDOT & FTA Grant/Funding

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

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

Existing FTA Transit funding website: [Grant Programs | FTA \(dot.gov\)](#)

(IIJA/BIL)

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

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

Thriving Communities Program

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







































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

Section 10:

AMENITY PACKAGE

Themes - Small Town, Modern Flare

Attributes - Modern (Not Contemporary), blend of materials

Verona	Bench	Table	Waste Receptacle	Bike Rack	Bollard	Planter	Lighting
<p>Family A- Traditional (Budget)</p> <p><i>Ornate features / detailing</i></p> <p><i>Colors to be blue / gold</i></p> <p><i>Mix of Metal & Wood</i></p>							
<p>Family B- Traditional (Affordable)</p> <p><i>Square forms, angular</i></p> <p><i>Mix of metal and wood</i></p>							
<p>Family C- Traditional (Expensive)</p> <p><i>Circular Shapes to represent train components</i></p> <p><i>Mix of metal & wood</i></p> <p><i>Natural Material Colors</i></p>							
<p>Family D- Hybrid (Budget)</p> <p><i>Sleek Curved Forms</i></p> <p><i>Metal</i></p>							
<p>Family E- Hybrid (Affordable)</p> <p><i>Round/Curved Forms</i></p> <p><i>Mix of Metal & Wood</i></p>							
<p>Family F- Hybrid (Expensive)</p> <p><i>Floating style, large gaps in surfaces where possible</i></p> <p><i>Mix of metal & wood</i></p>							

Benches

<https://www.belson.com/Wood-Victorian-Park-Benches>
<https://victorstanley.com/product/camillebackless/>
<https://urbanaccessories.com/product/544/>
<https://www.belson.com/Savannah-Bench-with-Morning-Style-Frame>
<https://victorstanley.com/product/fr-4-3/>
<https://urbanaccessories.com/product/basic/>

Tables

<https://www.belson.com/Recycled-Plastic-Picnic-Tables-with-Aluminum-Frame>
<https://victorstanley.com/product/camt/>
<https://www.landscapeforms.com/en-US/product/Pages/Mingle-Table-with-Fixed-Seating.aspx>
<https://www.belson.com/Hartford-Collection-Round-Picnic-Tables>
<https://victorstanley.com/product/f-3043/>
<https://www.landscapeforms.com/en-US/product/Pages/Mingle-Table-with-Fixed-Seating.aspx>

Waste Receptacles

<https://dumor.com/node/126#slideshow-1>
https://www.maglin.com/app/uploads/2020/09/mtr-1050-series_hdpc-charcoal.jpg?x72621
<https://urbanaccessories.com/product/green-bay/>
<https://dumor.com/node/426>
<https://victorstanley.com/product/ren/>
<https://www.forms-surfaces.com/apex-litter-recycling-receptacle>

Bike Racks

<https://www.belson.com/Classic-Bollard-Bike-Rack>
<https://victorstanley.com/product/brns-301/>
<https://www.landscapeforms.com/en-US/product/Pages/Ring-Bike-Rack.aspx>
<https://dumor.com/node/495#slideshow-1>
https://www.maglin.com/app/uploads/2020/09/mbr-0150-series_surface-mount.jpg?x72621
<https://www.landscapeforms.com/en-US/product/Pages/Key-Bike-Rack.aspx>

Bollards

<https://www.belson.com/Hampton-Series-Steel-Bollards>
<https://www.maglin.com/product/970-bollards/#eyJtYXRlcmIhbCI6Imgtcy1zdGVlbnC10dWJlLWNhc3QtYWx1bWludW0tdG9wLWFuZC1iYXNlIiwibW91bnRpbmdfdHlwZSI6IjEtZGlyZWNOLWJ1cmIhbCI6InJlZmxiY3RpdmVfdGFwZSI6Im5viwiZlIiYm9sdHMiOiJubyJ9>
<https://urbanaccessories.com/product/potomac/>
<https://www.belson.com/Newport-Series-Steel-Bollards>
https://www.maglin.com/app/uploads/2020/09/mbo-0650-series_2.jpg?x72621
<https://www.landscapeforms.com/en-US/product/Pages/Stop-Bollard.aspx>

Planters

<https://www.belson.com/Regency-Style-Wood-Planter-with-Steel-Frame>
https://www.maglin.com/app/uploads/2020/09/mpl-1050-series_wood_1.jpg?x72621
<https://www.landscapeforms.com/en-US/product/Pages/Rosa-Planter.aspx>
<https://www.belson.com/Breckenridge-Series-Steel-Square-Planters>
<https://victorstanley.com/product/urbanround/>
<https://www.landscapeforms.com/en-US/product/Pages/Lakeside-Planter.aspx>

Lighting

<https://www.springcity.com/>
<https://www.currentlighting.com/kimlighting>

Section 11:

STREET TREE LIST

Large Tree (mature height >50')							
Scientific Name	Common Name	Height/Spread	Growth Rate	Form	Fall Color	Environmental Tolerances	Other Notes
<i>Celtis Occidentalis</i>	Hackberry	40-60'/40-60'	Slow	Pyramidal	N/A	Tolerates salt, acid to alkaline soil, drought, wind and heat	Transplant in the spring, somewhat slow to establish
<i>Gleditsia Triacanthos</i> var. <i>inermis</i> 'Shade Master'	Thornless Honey Locust	60-80'/25-40'	Fast	Rounded	Golden-Yellow	Wet, salt, drought, high wind, pollution and high pH tolerant	
<i>Gleditsia Triacanthos</i> var. <i>inermis</i> 'Skyline'	Thornless Honey Locust	35-45'/25-35'	Medium	Vase-Oval	Yellow	Wet, salt, drought, high wind, pollution and high pH tolerant	
<i>Nyssa Sylvatica</i>	Sour Gum	40-70'/20-30'	Medium	Pyramidal	Red	Salt and wet tolerant	Should be planted only in wet areas difficult to transplant - use small sizes and B&B only, transplant in spring
<i>Quercus Rubra</i>	Northern Red Oak	50-75'/50-75'	Medium	Rounded	Maroon	Salt and drought tolerant, air pollution	
<i>Tilia Cordata</i> 'Chancellor'	Little-leaf Linden	50-70'/30-50'	Medium	Pyramidal	N/A	Sensitive to excessive salt, drought tolerant	Small fragrant flowers in spring
<i>Tilia Tomentosa</i> 'Green Mountain'	Silver Linden	65'/40'	Medium	Rounded Upright Pyramidal	Yellow	Salt and shade tolerant	Small fragrant flowers in spring
<i>Ulmus</i> 'Homestead'	Hybrid Elm	55-60'/30-50'	Fast	Oval	Yellow		
<i>Ulmus</i> 'Princeton'	Hybrid Elm	50-70'/30-50'	Fast	Vase	Yellow	Tolerates alkaline, clay, dry soils and occasional flooding, and road salt	
Medium Tree (mature height 35-50')							
Scientific Name	Common Name	Height/Spread	Growth Rate	Form	Fall Color	Environmental Tolerances	Other Notes
<i>Acer Rubrum</i> 'Brandywine'	Red Maple	35-50'/25-40'	Fast	Oval	Red-Purple	Tolerates wet soil and air pollution; develops large surface roots - do not plant in small planting beds	Fall color typically lasts 14 days longer
<i>Acer Rubrum</i> 'October Glory'	Red Maple	40-50'/30-40'	Fast	Rounded-Oval	Orange-Red	Tolerates wet soil and air pollution; develops large surface roots - do not plant in small planting beds	
<i>Acer Rubrum</i> 'Red Sunset'	Red Maple	40-50'/30-40'	Fast	Oval	Orange-Red	Tolerates wet soil and air pollution; develops large surface roots - do not plant in small planting beds	Often the first to color up in fall
<i>Carpinus Betula</i> 'Fastigiata'	European Hornbeam	30-40'/20-30'	Slow	Rounded-Oval	N/A	Tolerates air pollution, salt, drought, small growing spaces and shades	Best for narrow spaces
<i>Ginkgo Biloba</i> 'Autum Gold' (male only)	Ginkgo	40-50'/25-30'	Slow	Upright	Yellow	Tolerates air pollution, narrow growing spaces and clay soil, salt	
<i>Koelreuteria Paniculata</i>	Golden Raintree	30-40'/30-40'	Slow	Rounded	Yellow	Tolerates pollution, small growing spaces and high pH soils, salt	
<i>Ulmus</i> 'Frontier'	Hybrid Elm	30-40'/20-30'	Fast	Broadly Oval	Purple-Red	Tolerates salt and droughty soil	

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

Section 12:

APPENDIX

DEFINITIONS

Access Management

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

Bicycle Lane

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

Bio-Swales

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

Buffer

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

Curb Extension (Bump-out)

An extension of the sidewalk or curb into the parking lane which reduces the effective street width, thereby reducing the pedestrian crossing distance.

Curb Ramps

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

Fixed Object (In relation to a bike lane)

A fixed object is something in the buffer that cannot physically be moved and is a permanent part of the roadway, such as a steel bollard.

Gateway Signage

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

Green Infrastructure

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

Greenspace

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

Parklet

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

Pedestrian Hybrid Beacon (PHB)

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

Pervious (Porous) Pavement

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

Placemaking

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

Rain Garden

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

Rectangular Rapid Flashing Beacon (RRFB)

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

Rightsizing

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

Right-of-Way

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

Roadway

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

Semi-Fixed Object

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

Shared Use Path

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

Sharrow

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

Sidepath

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

Slow-Turn Wedge

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

Street

A segment of roadway that includes the travelway or cartway.

Two-Way Bike Lane (Cycle Track)

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

Wayfinding Signage

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

Resources

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

Business Improvement District

[A to Z of Business Improvement Districts \(pps.org\)](#)

[Starting a Business Improvement District: A step-by-step guide](#)

CDTC Open Streets

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

Farmers Market

[Introduction \(ny.gov\)](#)

[Resources — Farmers Market Federation of New York \(nyfarmersmarket.com\)](#)

Main Street America and Branding and Marketing

[5 Tips for Main Street Marketing](#)

<https://www.mainstreet.org/home>

[Handbooks and Guides - Main Street America](#)

[New York Main Street | Homes and Community Renewal \(ny.gov\)](#)

NACTO Global Street Design Guide

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

NACTO Urban Bikeway Design Guide

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

NACTO Urban Street Design Guide

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

New Jersey Complete Streets Design Guide

[NJCS_DesignGuide.pdf \(state.nj.us\)](#)

NYC Open Streets

<https://www1.nyc.gov/html/dot/html/pedestrians/openstreets.shtml#pedestrians/openstreets.shtml>

New York City Street Design Manual

[Street Design Manual | NYC Street Design Manual](#)

NYS DOT Complete Street Planning

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

Open Streets

[The Open Streets Guide](#)

Parklets

[People St. Kit of Parts for Parklets](#)

[Seattle Department of Transportation Parklet Handbook](#)

Project for Public Spaces

<https://www.pps.org>

Sidewalk Rehabilitation Program

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

Smart Growth America

<https://smartgrowthamerica.org>

Temporary/ Pop-Up Demonstration Projects

[Activating Communities Using Pop-Up Designs \(planning.org\)](#)

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

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

[NACTO_Streets-for-Pandemic-Response-and-Recovery_2020-07-15.pdf](#)

[SRTS Street Pop-up Events | LADOT Livable Streets](#)

[The Pop-Up Placemaking Toolkit](#)

U.S. DOT – Complete Streets

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

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

[Small Towns - Publications - Bicycle and Pedestrian Program - Environment - FHWA \(dot.gov\)](#)

