

Village of Perry's Main Street District Circulation, Accessibility, & Parking Study

A Declaration of Transportation Interdependence



Final Report
March 2008

Perry's Main Street District: Declaration of Transportation Interdependence

Acknowledgements

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Executive Summary

The *Village of Perry's Main Street District Circulation, Accessibility & Parking Study* has been commissioned by the Genesee Transportation Council (GTC) under their Circulation, Accessibility, and Parking (CAP) Program. This program is designed to enhance the livability and economic vitality of villages, city neighborhoods, and hamlets throughout the Genesee-Finger Lakes Region.

- STUDY PURPOSE/ OBJECTIVE:** The purpose of the *Village of Perry's Main Street District Circulation, Accessibility & Parking Study* is to enhance the livability and economic vitality of the Village of Perry by identifying physical, operational and regulatory changes that enhance circulation, accessibility and parking for all users.
- STUDY AREA:** The study area encompasses the Village's Main Street District along NYS Route 39 between St. Helena Street and Main Terrace.
- COMMUNITY ENGAGEMENT PROCESS:** A 3-hour public workshop was held in which the consultants provided an overview of Transportation, Land Use, Streetscape Planning and Community Design concepts. The group broke into smaller design groups in which people were encouraged to apply their recent knowledge to how they would like Perry to look and feel as one walks down Main Street. Large-scale maps were provided along with overlays depicting various design options including parking, bicycle facilities, and sidewalk and median widths as well as scale model vehicles for visualizing the impacts of the various options. Smaller stakeholder meetings and interviews were also conducted to better understand the needs of the community. Additionally, a Community Preference Survey was used to gauge local attitudes towards various types of design. A final public meeting was held to present the results of the study and the alternatives and Preliminary Concept Plan that were developed through the process.
- COMMUNITY-DRIVEN VALUES/GOALS:** The following goals articulate the feedback received from a public workshop and meeting, and numerous steering committee meetings throughout the engagement process:
1. **Enhance the sense of place of Main Street**
Develop a strong identity, a signature place that is some place not just any place. Differentiate the community...establish a place like none other.
 2. **Enhance economic vitality of the Village**
Capitalize on the locale and historic built environment and resources to promote the economic, social and cultural well-being of the community.
 3. **Promote and enhance alternative modes of travel**
Create a more inviting public realm that further supports the pedestrian and bicycling experience.
 4. **Maintain efficient & safe travel for all users**
Maintain efficient and safe travel for all users while advancing goals 1-3.

PRINCIPLES TO GUIDE THE PLAN :

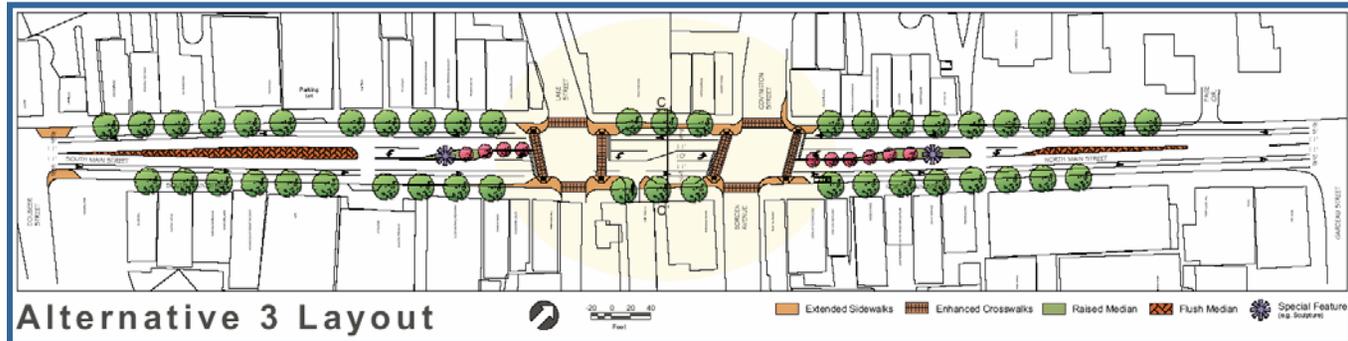
1. **Enhance the Main Street pedestrian experience** - utilize integrated transportation design, land use and urban design techniques that improve safety, circulation, aesthetics, and character of the Main Street District.
2. **Promote Linkages** - establish and/or strengthen connections to activity centers, e.g. festival site, pocket parks, trails, community buildings.
3. **Celebrate arrivals to the Main Street District** - seize the opportunities provided by the existing natural resources and take advantage of the elevated vistas afforded by the approaches to the Main Street District to introduce gateway treatments, monuments, landscaping and landscaped medians, pocket parks, points of interest, public art.
4. **Leverage existing Village assets** - recognize, protect and enhance the many Village assets including:
 - Historic and architecturally significant buildings
 - Existing activity and festival sites
 - Recreation and tourism opportunities
 - A heightened sense of community ownership and investment

MAIN STREET ALTERNATIVE

Four alternative plans were crafted using the guiding principles, and then evaluated relative to community driven values, goals and measures of success. Each alternative specified changes to the Main Street Travelway and pedestrian realms, using transportation tools that were identified during the public workshop. Alternative 3, the preferred alternative, provides bulb-outs and a pedestrian refuge median; maintains on-street parking, adds bicycle lanes throughout the Village and widens the existing Pedestrian Realm and sidewalk within the signature block area. The cost to construct the preferred alternative has been estimated at \$1,836,000. The visualizations shown to the right depict how a sidewalk widening and a median could look in the Village of Perry. Alternative 3 is shown below.

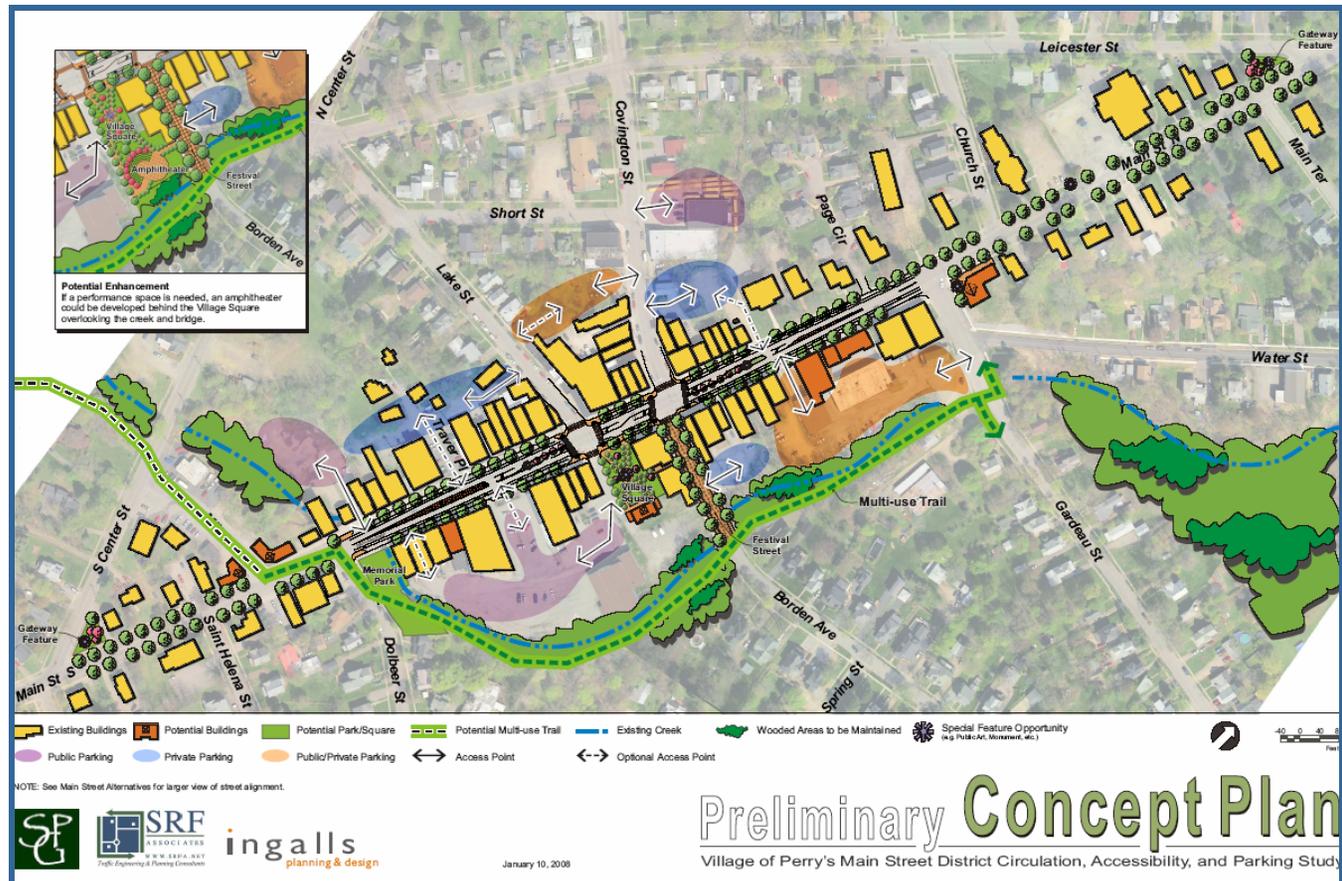


PREFERRED ALTERNATIVE:



**OVERALL CONCEPT PLAN
FEATURES:**

The Concept Plan (shown below) is an illustration of the long term vision for the Main Street District. It includes both short term improvements (e.g. streetscape enhancements) and long term improvements (e.g. new buildings). Borden Avenue is used informally as event space. Enhancements could be made to improve the function and feel of the street for this type of use. The cost for such a “Festival Street” enhancement is estimated at \$518,000.



**RECOMMENDATIONS/
IMPLEMENTATION/
FUNDING**

Recommendations for implementation of the preferred alternative as well as the cost associated with each element, responsible jurisdiction, and opportunities for funding are outlined in the table on the next page. The recommendations are subdivided into three categories: near term, medium term, and long term. Near term recommendations can be implemented within the next ten years because they are either relatively low cost modifications or funding for these types or improvements may be available. Medium Term recommendations require more planning and funding to implement and can be accomplished in the 10 to 20 year time-frame. The longer term recommendations are generally more expensive and are likely to require significant planning to implement.

PRIORITY	IMPROVEMENT DESCRIPTIONS	FUNDING SOURCES*
NEAR TERM (0-10 YEARS)	Modify existing signal to be more pedestrian responsive	SRTS, TEP, TIP
	Install pedestrian “countdown” signals	SRTS, TEP, TIP
	Add striping or other treatment (e.g. streetprint) to highlight crosswalks	SRTS, TEP, TIP
	Modify existing striping to include bike lanes	SRTS, TEP, TIP, RTP
	Install parallel parking space “tees”	TEP, TIP
	Place removable planters at key locations in downtown area	MSP, TEP
	Decorate existing cobra head style streetlights & traffic controller box via community art project	NYSCA, MSP
	Replace/add street trees that do not obstruct storefronts and signs	MSP, TEP, DEC-UFG
	Install minor gateway improvements – plantings/signs/art	NYSCA, MSP, TEP, DEC-UFG
	Add decorative railing at creek overlook	MSP, TEP
	Install wayfinding and public parking signs	MSP, SRTS, TEP, TIP
	Enhance facades along Main Street	MSP
Incorporate zoning recommendations into Village Code	MSP, EPA-SG	

PRIORITY	IMPROVEMENT DESCRIPTIONS	FUNDING SOURCES*
MEDIUM TERM (10-20 YEARS)	Install raised and flush median treatments in center of road	MSP, STRS, TEP, TIP
	Install corner bumpouts	SRTS, TEP, TIP
	Install enhanced crosswalks (e.g. pavers)	SRTS, TEP, TIP, RTP
	Add decorative street lights	MSP, SRTS, TEP
	Install more significant gateway/pocket park features.	MSP, TEP, DEC-UFG, AM
LONG TERM (20-30 YEARS)	"Festival" street improvements	NYSCA, MSP, TEP, AM, TIP
	Modify Main Street curb lines to widen Pedestrian Realm	MSP, SRTS, TEP, TIP
	Install Main Street edge treatment (e.g. brick, pavers, landscaping)	MSP, TEP, DEC-UFG, TIP
	Advance Village Square and amphitheater concept	NYSCA, MSP, AM

* NYSCA - New York State Council on the Arts; MSP - Main Street Program; SRTS - Safe Routes to School; EPASG - US Environmental Protection Agency Smart Growth Program; TEP - Transportation Enhancement Program; SCTAG - Small Cities Technical Assistance Grant; DECUGF - Department of Environmental Conservation Urban Forestry Grants; AM - Department of Agriculture & Markets ; TIP - Transportation Improvement Program; RTP - Recreational Trails Program

I. Introduction

Today's community transportation issues involve much more than moving vehicles and preserving safety and efficiency of travel. Public safety, economic development, the environment and quality of life are also very important in understanding transportation problems and solutions. Well designed and integrated land use, transportation and circulation systems, particularly in village's downtown environments help preserve a sense of community, foster economic development goals, and preserve both public and private investment.

This study will employ several guiding principles tailored to the unique challenges faced by the Village of Perry. These guiding principles are:

- Enhance the pedestrian experience along Main Street,
- Green the Main Street District,
- Construct gateways to announce the arrival to Main Street District, and
- Focus on the Main Street District by building on its strengths.

A. Community Background & Study Area Description

The Village of Perry is located in Wyoming County nestled in the heart of western New York State. Wyoming County's claim to fame is the state's largest agricultural producer. This rural village is in the Town of Perry located just west of Letchworth State Park, also known as the "Grand Canyon of the East", a very popular and beautiful destination frequented by residents as well as visitors from all over the northeast. Perry is less than an hour's drive from both Buffalo and Rochester contributing to its popularity. The town is also home of Silver Lake State Park, a small lake lined with quaint turn-of-the-century cottages as well as the once-famed Silver Lake Institute. Silver Lake provides a public beach and boat launch for all to enjoy this beautiful lake. The wealth of natural resources and recreational opportunities in the vicinity of the Village of Perry makes it a highly desirable area for visitors and residents.

"[Main Streets] record human endeavors over time: the progression of architectural styles, types of businesses, social changes and the evolution of street design."

Like many villages, Perry's Main Street (NYS Route 39) serves a dual purpose. Route 39 is a state travel route linking the communities of Geneseo, Perry, Castile, and Arcade to points west. Also, NYS Routes 19 & 19A are accessible via Route 39 south of the village traveling along the scenic Genesee River and to Southern Tier destinations such as Allegany State Park and a major interstate route (NYS Route 17/ US 86). Main Street also serves as the heart of the Community; the Village of Perry's Comprehensive Master Plan defines the Central Business District (CBD) as, "...a place to shop, dine, and conduct business [and] is the focal point of village economic, social, and cultural life". However, oftentimes this is in conflict with the travel demands inherent with the roadway's function.

The Community seeks a Main Street that provides greater balance between function and form to create a renewed center of civic activity with a more vibrant business district. The corridor is envisioned to support a diverse mix of pedestrian-oriented retail, office, civic, and entertainment uses. One of the main goals for transportation in the Main Street area is to transform an auto-oriented and dominated arterial that serves as the Village Main Street into a more balanced, walkable and pedestrian-oriented environment that further supports Village

economic revitalization. The challenge is to re-balance the functional and safety aspects of Perry's Main Street to better serve all users of the transportation system, particularly pedestrians and bicyclists which are considered defining elements of a downtown village environment.

The following goals articulate the feedback received from a public workshop and meeting, and numerous steering committee meetings throughout the engagement process:

1. **Enhance the sense of place of Main Street**

Develop a strong identity, a signature place that is some place not just any place. Differentiate the community...establish a place like none other.

2. **Enhance economic vitality of the Village**

Capitalize on the locale and historic built environment and resources to promote the economic, social and cultural well-being of the community.

3. **Promote and enhance alternative modes of travel**

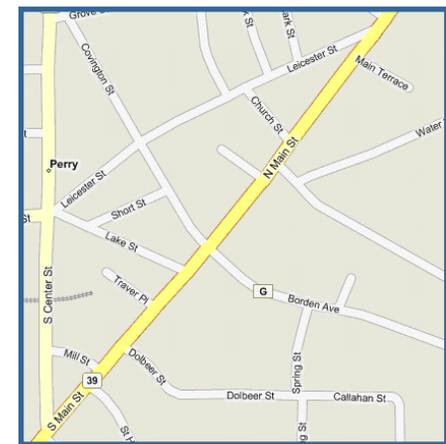
Create a more inviting public realm that further supports the pedestrian and bicycling experience.

4. **Maintain efficient & safe travel for all users**

Maintain efficient and safe travel for all users while advancing goals 1-3.

These goals seek to improve the Village's economic status by increase the quality of life for its residents as well as providing a desirable destination for already abundant visitors and tourists. The Community recognizes that the downtown's visual impact is critical since the entire Community is normally judged by the appearance of this single district. It has often been called the "village picture window".¹ Members of this Community are aware of the wealth of natural resources in this area and seek to use these assets to set the stage for total Community revitalization.

Study Area



The study area encompasses the Village's Main Street District along NYS Route 39 between Main Terrace, just south of Leicester Street and St. Helena Street just north of the junction of State Routes 39 and 246, or South Center Street.

In Perry, NYS Route 39's rural scenery gives way to a tree-lined gateway of early 20th century homes punctuated by the Main Street District. Main Street offers a variety of mixed uses including civic, religious, retail, service, professional, dining, and multi-family residential. The north end of the District is predominately civic, including a Carnegie-era library, a 3-story Neo-Georgian former school building being converted to mixed use, four stately churches, a Masonic Temple, and the Village Hall. South of the Village Hall are four blocks of multi-story commercial buildings, dating from before the Civil War to 1910, dominate Perry's Main Street District. At the village center, Covington Street/Borden Avenue traverses Main Street; Covington/Borden is a busy county road that is a popular route to Letchworth State Park from points west.

The Silver Lake Outlet is a unique feature on the southern end of the district; this waterway is the historic origination of the Village of Perry as it served as the 'backbone' of the village's history as an industrial community. This natural feature is also the subject of a current proposal to establish the Silver Lake Trail. A pocket park was created on the east side of Main Street adjacent to the Outlet.

B. Study Purpose and Process

The purpose of the *Village of Perry's Main Street District Circulation, Accessibility & Parking Study* is to develop feasible transportation planning and design concepts that will improve circulation, accessibility, and parking for pedestrians, bicyclists, and motorists. This plan will aid officials in guiding future development in such a way as to achieve a balance among modes of transportation and land uses and to promote Perry's goals as stated in the Comprehensive Plan.

At the beginning of the study, a Steering Committee was formed to establish Main Street priorities and pursue the Community's vision plan with respect to transportation and community design. The committee has guided the study process, reviewed concepts, and acted as liaisons to the broader Community. Members of the committee include village officials, representatives from the Perry Main Street Association, Perry Farmer's Market, local merchants and business owners, the school district superintendent, and concerned residents. Other members include representatives from the New York State Department of Transportation (NYSDOT) and the Genesee Transportation Council (GTC). GTC is the regional Metropolitan Planning Organization that is overseeing and administering the Village of Perry's Main Street District Circulation, Accessibility, and Parking Study. They are responsible for the disbursement of federal aid monies for transportation-related projects, programs, and initiatives. The Steering Committee and the consultants, in conjunction with Community input, have worked together to formulate an interdependent transportation system that will safely accommodate pedestrians and bicyclists while preserving motor vehicle efficiency.

PUBLIC PARTICIPATION

Public input is a critical component of any Community plan. Resident's opinions provide invaluable insight and information. A 3-hour public workshop was held in which the consultants provided an overview of Transportation, Land Use, Streetscape Planning and Community Design concepts. The group broke into smaller design groups in which people were encouraged to apply their recent knowledge to how they would like Perry to look and feel as one walks down Main Street. One of the exercises involved each person assessing the dual roles of Main Street, one as a primary travel route (movement) and the other as a roadway situated in the context of a historic village (sense of place). Large-scale maps were provided along with overlays depicting various design options including parking, bicycle facilities, and sidewalk and median widths.



TRANSPORTATION INVENTORY & LAND USE ANALYSIS

The foundation of this study is defined by documenting the existing transportation features, multi-modal traffic volumes, operating conditions, parking inventory, and land use patterns. To support the analysis and decision-making necessary to advance this study, an inventory of existing and planned conditions was conducted, existing policies and regulations were reviewed, and context zones and corresponding design parameters for Main Street were determined. Land use maps illustrating existing building locations (Figure-Ground diagrams), residential and

commercial zones, civic areas and parkland, parking, natural resources, and schools have been developed. Subsequent sections of this report discuss the inventory and analysis in detail.

UNDERSTANDING THE PUBLIC REALM

This study evaluated the public realm with respect to safety, function, and context-appropriate or context-sensitive solutions for Main Street that will improve the look and feel of this innately human-scale environment. The public realm is defined as the physical space spanning the roadway from building face to building face. The public realm is comprised of a Travelway and the roadside or Pedestrian Realm, as illustrated in Figures 1 and 2.

Public workshops provide an excellent forum for discussing issues and/or problem areas in which opportunities for enhancements are explored. Examples included minor investments such as landscaping and signage to more elaborate options such as gateway treatments, bulb-outs, enhanced crosswalks, and medians (see Needs and Opportunities section for a full discussion.) Aesthetic and operational improvements to both the Pedestrian Realm and the Travelway will augment Perry’s sense of place by increasing it’s value as a destination, and advancing the Village’s economic status, all contributing to a community’s quality of life. Improving the public realm serves to invite local residents as well as visitors to explore the Perry’s Main Street on foot. Pedestrians invoke vibrancy, and when engaged in a shopping environment, are more likely to be drawn into a storefront window, thus supporting local businesses. Additionally, the presence of people sends a visual cue to motorists that Main Street is an activity center, thus encouraging slower speeds and increased safety.

Figure 1: The Public Realm

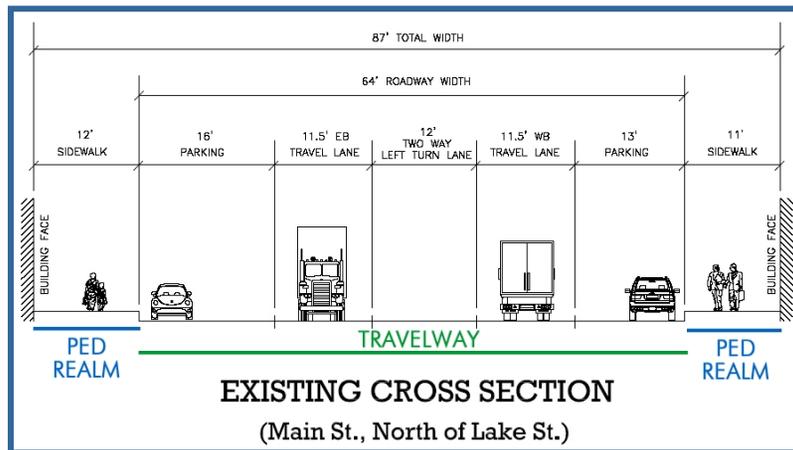
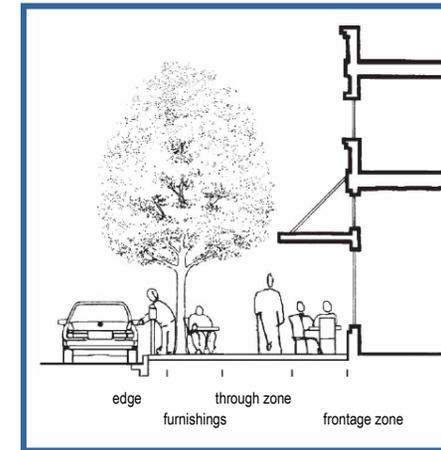


Figure 2: The Pedestrian Realm



II. Perry's Main Street - Inventory and Analysis

This section provides an overview of existing conditions in the Main Street study area that were considered in the development of Alternatives and the Preliminary Concept Plan presented in Section IV.

A. Community Assets

Perry offers a diverse array of natural features, historic architecture, recreation, and community events that contribute to its vitality. The following section highlights features valued by the Steering Committee and the public participants as Community Assets.

NATURAL RESOURCES

The Village of Perry is fortunate to be located in geographically unique and beautiful part of this country. Wyoming County is mostly agricultural and the Town of Perry is no exception. However, what is exceptional about Perry is that it is flanked by two State Parks: Silver Lake State Park lies along the village's southwestern border and Letchworth State Park sits just a few miles east of the Village. Letchworth has been nicknamed, "Grand Canyon of the East", as the Genesee River has formed a spectacular chasm exposing 1000s of feet of colorful bedrock. The Village can capitalize on the Silver Lake Outlet, a creek that runs through the village traversing Main Street by flowing under the roadway adjacent to the Village Park on the corner of Dolbeer Street.



ARCHITECTURAL CHARACTER

Architecture and the overall quality of the built environment is a significant component in defining community character. The Village of Perry was home to two active mills in the Industrial Age of the late 19th century, which led to the development of Victorian-era homes found along Main Street. The CBD exhibits street walls comprised of pre-1900 two and three-story brick buildings, which frame a strong and unique public realm. A handful of the property owners have done an admirable job is reviving these historic buildings to their original splendor; many others have great potential with ongoing investment.



Perry's public realm is defined by the buildings that line its public spaces such as streets, parks, and squares. The Bussey building, the Baptist Church, and the Presbyterian Church are just a few. Figure 3 provides an inventory of existing buildings along Perry's Main Street, and illustrates the results of a photo survey that evaluated which buildings contribute or detract from the character of the Village's CBD. Preservation consideration should be given when planning the future of these buildings.



Figure 3: Architectural Character



Existing Buildings

- Contributes to Architectural / Community Character
- Somewhat Contributes to Architectural / Community Character
- Neutral - Does not Necessarily Contribute or Detract
- Somewhat Detracts from Architectural / Community Character
- Detracts from Architectural / Community Character
- Facade Improvements are needed

Gateway Areas
 Village Center Area

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planning & design



Architectural Character

Village of Perry Main Street District Plan

CULTURE & COMMUNITY EVENTS

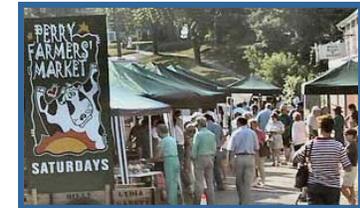
The Village of Perry has a wide variety of civic and social events and activities that engage its citizens, contribute to its vibrancy, and instill a sense of pride. The village is home to the Wyoming County Arts Council which sponsors local and regional musicians and artists, a film series, and also offers a variety of classes to the public. In addition to the art gallery at the Arts Council, the Perry Public Library also houses The Stowell-Wiles gallery featuring local acclaimed Hudson Valley artist Lemuel Wiles.

The Perry Farmer’s Market is favorite local event held at the corner of Main and Borden every Saturday morning throughout the summer. In addition to selling farm fresh goods, the market also serves as a venue for local musicians. Other successful community events include the Perry Chalk Art Festival, a bike ride around Silver Lake know as the “Tour de Perry”, the Sea Serpent Softball Tournament, the Sea Serpent Balloon Festival, and a Holiday Lights Celebration. These events provide many family-oriented activities for Perry’s residents and visitors to enjoy.

In 2007, Perry marked its bicentennial and was honored with a week-long celebration that offered a large roster of events appealing to all ages. Table I summarizes the local and regional events and attractions that exist near or within Perry. The table also provides the location and estimated attendance figures for selected activities. A review of the event calendar indicates that while these events occur year round, a higher concentration of activity is scheduled during the summer and fall months.

Table I: Community Events & Attractions for 2006-2007

Event/Attraction	Location	Est. Annual Attendance
Farmers Market	Corner of Main & Borden	1,500±
Chalk Festival	Main Street	1,000±
Bike Rally	Various Routes	75 riders
Concert Series	Arts Council for Wyoming County	500±
Gallery Openings & Shows	Arts Council for Wyoming County	2,000±
Film Series	Arts Council for Wyoming County	750±
Sea Serpent Balloon Festival	Perry Village Park	6000±
Holiday Lights Golf Tournament	Silver Lake Golf Course	76
Tree Lighting Ceremony	Memorial Park	100±
Sea Serpent Softball Tournament	Perry Village Park	2,000±
Holiday Home Tour	Various Locations	210
Last Night In Perry	School Buildings	1,000±
Perry Clean Sweep	Various Locations	253
Letchworth State Park	Letchworth State Park	605,038



RECREATION & TOURISM

The wealth of recreational opportunities not only entices visitors but is a great asset to the quality of life of this Community. The rolling rural hills, seas of crops, and the bounty of fresh water cascading along the glacial topography offers a nexus for visitors. Letchworth and Silver Lake State Park are vital to the Community's tourism sector and people coming from points west will travel through Perry to get to these attractions; this provides an opportunity for area businesses to capture travelers otherwise passing through. The shore of Silver Lake is speckled with lakeside cottages luring many families from western New York to indulge in a summer home or a year-round respite, while colorful fall foliage brings visitors in September and October. Silver Lake State Park is an attractive location for vacationing as there are many activities appealing to families such as the Silver Lake Twin Drive-in Theatre and the Charcoal Corral featuring a miniature golf course, an arcade, line-dancing, a pizzeria, and an ice cream parlor. The park is also a favorite fishing destination throughout the year, and hosts including an ice-fishing derby in the winter months.

The Perry Community has organized the Silver Lake Trail Council, a group of citizens who seek to create opportunities for residents and visitors to enjoy the natural beauty of the area on foot or by bicycle. The Council is currently working with an architecture firm to advance the design of the Silver Lake Trail.



B. Land Use Patterns

The primary study area, from Leicester Street to St. Helena Street, is primarily commercial with low-medium density residential to the north. The Village recognizes the importance of the juxtaposition of multi-family housing to downtown to further increase the district's vitality. Additional commercial areas are situated outside the CBD to the south on Main Street and north on NYS Route 246. Industrial zones are positioned northeast and southwest of the village. A village park is located to the northwest of the village center on Lake Street.

The Existing Land Use Map (Figure 4) illustrates the distribution of land uses along Main Street which include: Single-family Residential, Multi-family Residential, Commercial/Retail, Community/Public Services, Recreation, and Vacant land. The land use categories are adapted from the classifications typically used in the tax parcel assessment records and were identified by field observations.

Main Street is fronted by buildings on both sides of the street and includes a mix of land uses arranged both vertically and horizontally. A majority of the corridor consists of multi-floor buildings with commercial/retail uses on the first floor and residential and/or offices uses on the upper levels. Single-family uses are generally located outside the Village Center to the south of Mill Street and north of Church Street. Several Community/Public Service uses are located on Main Street including three churches, US Post Office, Village Hall, Town Hall, and the Public Library.

A most notable natural feature of the village environment is the Silver Lake Outlet or Silver Creek, which runs through the village from the west crossing under Main Street adjacent to the Village Park on the corner of Dolbeer Street. The creek flows northeast from the village center, forming the border between the commercial district and the residential areas to the east. The decline of industries such as the Richmond Mill have created opportunities for greenspace, including a linear park along the creek and pocket parks at several areas in the Village.

Figure 4: Existing Land Use



Legend

- Single Family Residential
- Multi-family Residential
- Commercial / Retail
- Community / Public Services
- Recreation
- Vacant Land

ingalls
planning & design



Existing Land Use

Village of Perry Main Street District Plan

VILLAGE COMPREHENSIVE PLAN

A joint Comprehensive Plan for the Town and Village of Perry was originally completed in October 1969. The Village completed a plan update in 1986. The original plan contained many general objectives including, “maintaining Perry as a desirable place in which to live, work, shop, and play.” In order to accomplish this, the plan articulates a development policy for the CBD that includes:

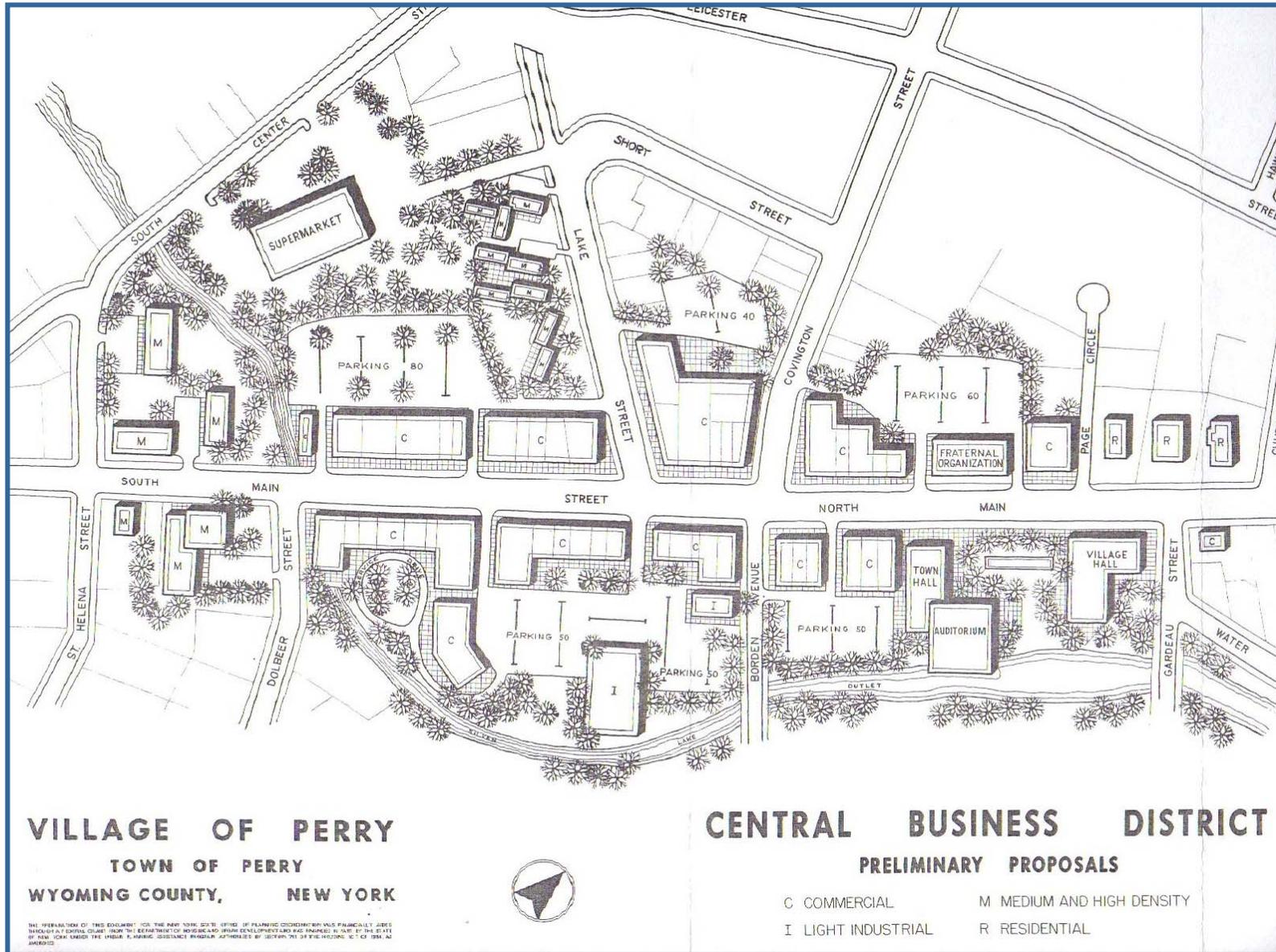
- Encouraging similar uses to locate in specific concentrated areas (e.g. creating a civic center for the Town Hall, Village Hall, and Library);
- Ensuring the CBD provides an attractive atmosphere for shopping, entertainment, administrative, cultural, and civic functions;
- Providing an efficient transportation system for both vehicular and pedestrian traffic; and
- Developing a compact retail activities pattern to offer maximum sales potential to merchants and attractive and conveniently accessible store locations for shoppers.

The graphic on the following page [Figure 5] is an excerpt from the 1969 Comprehensive Plan. It illustrates the redevelopment proposals for the CBD. These include:

- The abandonment of Lake Street from Short Street to Leicester Street and the extension of St. Helena Street from South Main Street to South Center Street;
- The provision of off-street parking to be dispersed throughout the CBD. A total of six municipal lots would be placed to the rear of the buildings containing parking for 330 vehicles;
- A landscaped buffer would be provided throughout the CBD and along the Silver Lake Outlet;
- Eventual construction of a municipal center on the east side of Main Street, south of Gardeau Street. This complex would include both the Village and Town Halls, the library, an auditorium, and a community center;
- The development of garden apartments at a density of 10 to 12 units per acre in order to provide additional housing options and create a dense concentration of population adjacent to the CBD; and
- Encourage the revitalization of existing buildings along with new construction.

The 1986 Village Comprehensive Plan update states, “Of major concern is the CBD. The CBD provides a place to shop, dine, and conduct business. It contains the Village Hall and other municipal and professional services and, in effect, is the focal point of village economic, social, and cultural life. The CBD’s visual impact is critical since the entire community is normally judged by the appearance of this single district. It is often called - the village picture window.” The plan update also contains five objectives to be considered in addition to those articulated in the 1969 document. They include 1) Promote shopping in the CBD; 2) Improve signage to clearly identify parks and lakes in relationship to Perry; 3) Improve traffic circulation; 4) Improve land use compatibility through careful zoning; and 5) Encourage developers by means of efficient review procedures.

Figure 5: Village Comprehensive Plan, 1969



E. Parking

The provision of conveniently located, adequate and safe parking is a key component to the success of a village business district. Figure 9 illustrates the location of parking facilities in the village center. On-street parking along Main Street is provided within a 13 to 16 feet continuous parking lane that is located along both the east and west sides of the street. The width of the parking lane is excessive, however, individual parking spaces are not delimited, and this leads to inefficiencies with regard to the use and location of on-street parking. There are approximately 107 on-street parallel parking spaces and approximately 420 parking spaces located in off-street parking lots for a total of approximately 527 parking spaces within the study area. In general, there is ample on and off-street parking within the heart of the Village.

F. Traffic Analysis

EXISTING AND FUTURE TRAFFIC CONDITIONS

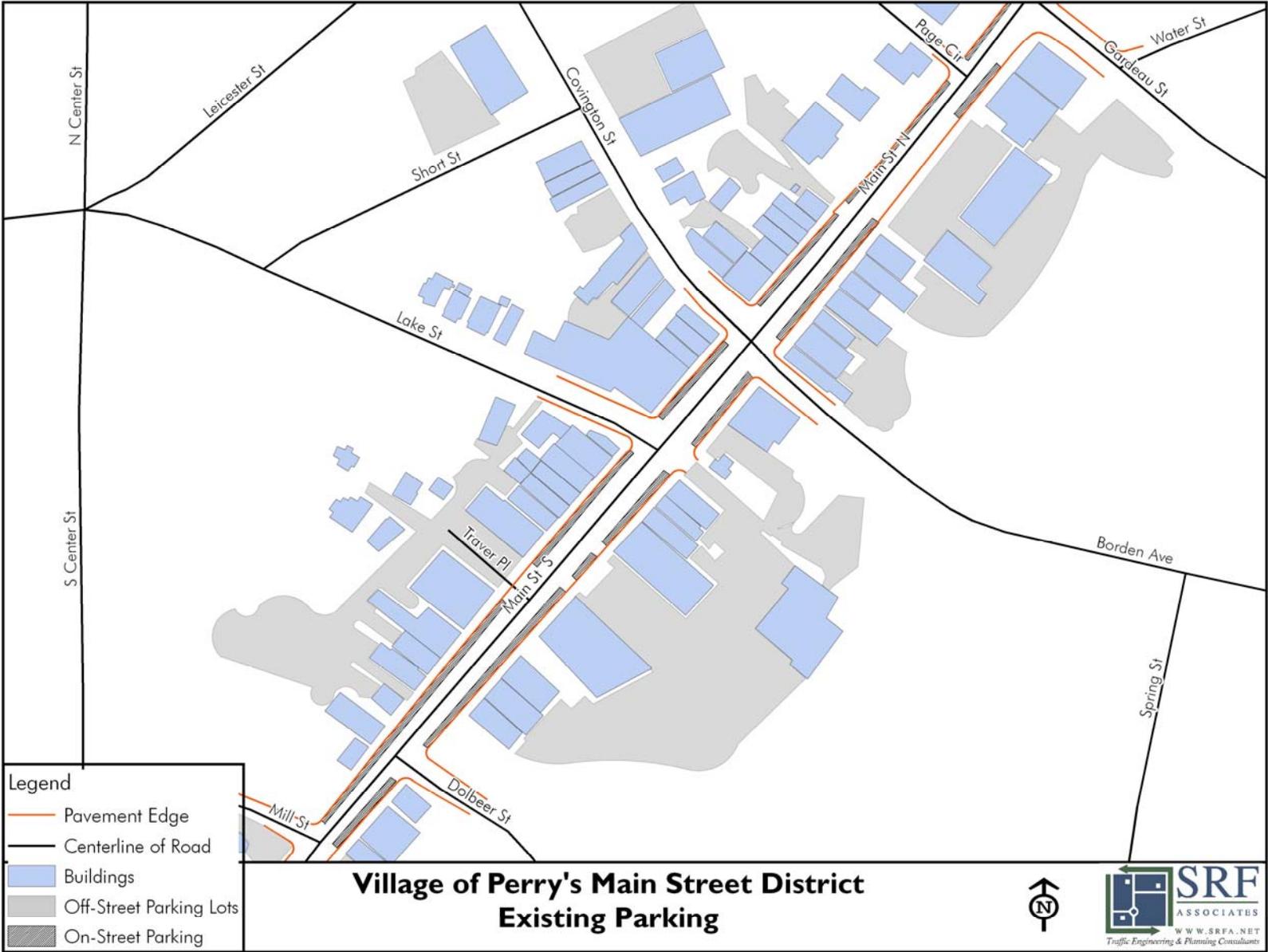
Weekday AM commuter (7:00-9:00am), PM commuter (4:00-6:00pm), PM school (2:00-4:00pm), and Saturday midday (11:30am-1:30pm) peak hour vehicular turning movement count volumes and pedestrian crossing volumes were collected by SRF & Associates (SRF) at the two signalized study area intersections between May 30 and June 2, 2007. The existing peak hour volumes are provided in the Appendix.

The data collected were used to conduct a capacity analysis to determine a measure of effectiveness for an intersection based on the number of vehicles traveling during a specific time period. There are two measures of effectiveness used for capacity analysis: Level of Service (LOS) and Intersection Capacity Utilization (ICU). Levels of Service provides an indication of the amount of delay that a motorist experiences while traveling through an intersection with LOS 'A' indicating free-flowing traffic flow, and LOS 'F' representing forced traffic flow or gridlock. The Intersection Capacity Utilization can be thought of as an intersection wide volume-to-capacity ratio. The method calculates a sum of the critical movements' volume to saturation flow rates. ICU is an ideal technique for traffic impact studies, future roadway design, and congestion management/mitigation programs. Suggested ranges of service capacity and an explanation of Levels of Service and Intersection Capacity Utilization are included in the Appendix. A Summary of LOS/ICU calculations for the study area are presented in Table 4.

Table 4: Intersection Capacity Analysis Results - P.M. Peak

INTERSECTION	Existing PM Conditions	20-year Projection Conditions
Borden Ave / Main Street		
Eastbound - Covington Street	A	A
Westbound - Borden Ave	A	A
Northbound - Main Street	A	A
Southbound - Main Street	B	B
Overall LOS(Delay in sec/veh)/ICU	A(8.3)/40.3%	A(8.9)/43.3%
Lake Street / Main Street		
Eastbound	A	A
Westbound	A	A
Northbound - Main Street	A	A
Southbound - Main Street	B	C
Overall LOS(Delay in sec/veh)/ICU	B(14.6)/25.5%	B(19.7)/27.2%

Figure 9: Existing Parking



C. Village Zoning Code Summary

The purpose of this section is to summarize the regulatory language and requirements of the zoning districts located within the Village of Perry's Main Street District Circulation, Accessibility, and Parking Study Area. The project area is almost entirely encompassed by the C-1: Central Business District Zoning Classification. As a result, there is no summary of the remaining six zoning classifications within the Village. The limits of the existing CBD for the Village of Perry are shown in Figure 6.

C-1: CENTRAL BUSINESS DISTRICT

CBD requirements are contained in Section 490-22 of the Village Code. The intent of the C-1 District is, "to provide areas in which to shop, dine, and conduct business, generally within enclosed buildings, providing a focal point for the economic, social, and cultural life of the Community." The permitted uses in the C-1 District include community uses (eg. churches, schools, hospitals, etc), retail operations, offices, professional and personal services (eg. banks, beauty salons, etc), clinics, theaters, restaurants, hotels, and multi-family residential uses. Specially permitted uses consist of gasoline service stations, game parlors, and ice- and roller-skating rinks.

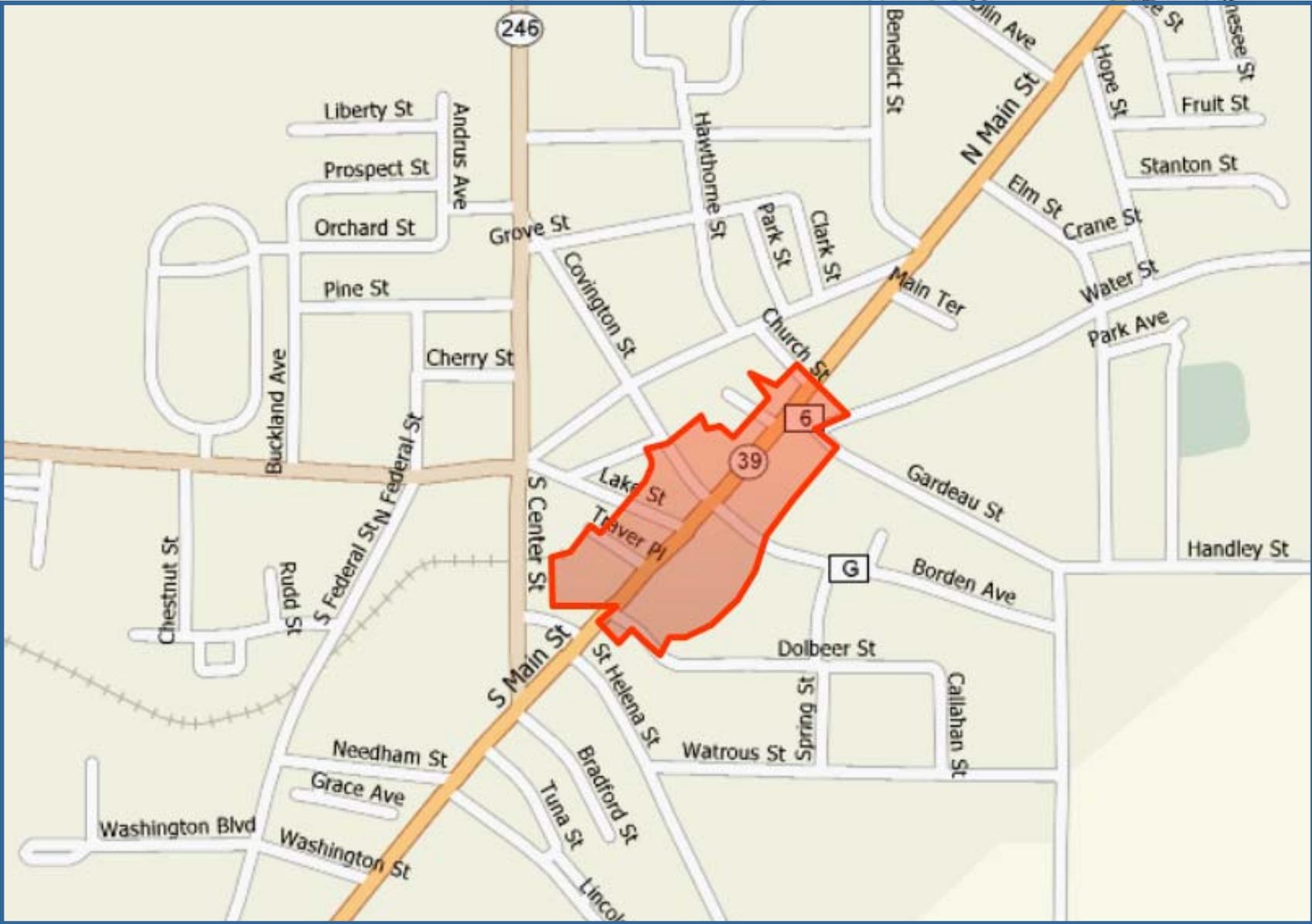
A complete list of permitted and specially permitted uses is contained within the Appendix. Table 2 shown below summarizes the bulk and setback regulations in the CBD for non-residential uses.

A review of the Village Zoning Map indicates that the C-1 District's northern boundary is Church Street and its southern boundary is St. Helena Street. Its eastern boundary is the Silver Lake Outlet waterway. The western boundary of the C-1 District does not follow a single street or geographic feature. However, it can be stated that the western boundary does not extend beyond Short Street.

Table 2: Bulk, Area, & Yard Requirements for the "C-1" District

CODE SECTION	REQUIREMENTS
Lot Size	None, must be adequate to meet all other parking, landscaping, and yard requirements
Front Setback	None
Side Setback	None, unless side yard is used for vehicular access
Rear Setback	None, unless adjacent to a residential district
Maximum Height	40 feet
Lot Coverage	As use, yard, parking & landscaping permits
Lot Width	There are no lot width requirements in the code

Figure 6: Village of Perry C-I Zoning District Location Map



OFF-STREET PARKING REQUIREMENTS

Off-street parking requirements are contained in Section 490-44 of the Village Code. Table 3 contains a summary of the parking requirements for specified uses in the Village. The Village Code currently authorizes the “joint use” or sharing of parking facilities. More specifically, business establishments may make arrangements with community uses such as churches and civic clubs to share up to 50% of the required parking spaces providing the following conditions are met:

- The uses sharing parking must have different hours of operation;
- The Community parking facilities must be located within 250 feet of the business establishment;
- There must be an agreement in place for a set period of time; and
- If the agreement is terminated for any reason, the required number of spaces must be provided elsewhere in order to continue operating the business.

It should be noted that the Village Code does not currently allow businesses with complimentary hours to share parking facilities. For example, a bank which typically closes at 5:00 pm could not share parking with a nearby restaurant whose busiest time of day was dinner time.

LAND USE	REQUIREMENTS
Hospital	1.5 spaces for each bed
School	1 space per classroom + 1 space for each 5 seats in the auditorium or stadium
Hotel or Motel	1 space per guest room + 1 space per 5 seats in a restaurant or bar
Church	1 space per 3 seats
Library	3.3 spaces per 1,000 sq feet
Dance Studio	10 spaces per 1,000 sq feet
Sit Down Restaurant	spaces per 5 seats
Wholesale Business	1.4 spaces per 1,000 sq feet
Gasoline Service Station	3 spaces per bay
Shopping Center	5 space per 1,000 sq feet
Retail Store	6 spaces per 1,000 sq feet
Grocery Store	10 spaces per 1,000 sq feet
Doctor/Dentist	3 spaces office plus 3 spaces per treatment room
Barber/Beauty Shop	3 spaces per chair
Other Business/Office	10 spaces per 1,000 sq feet
Multi-family Dwellings	2 spaces per dwelling unit

Table 3: Off-Street Parking Requirements For Permitted & Specially Permitted Uses in the “C-1” District

SIGN REQUIREMENTS

Sign requirements are contained in Section 490-46 of the Village Code. The purpose of the regulation is to, “protect property values, create a more attractive economic and business climate, and protect the physical appearance of the community.” General sign provisions include the following:

- No sign shall contain flashing, intermittent, or moving lights;
- Billboards are prohibited; and
- No sign erected on the window of a building shall occupy more than 30% of the area of the window on which it is placed.

The existing commercial sign provisions within the Village Code permit four types of signs within the CBD;

- Wall Signs - Cannot exceed 100 sq feet in area; cannot project above the roof or over the street (i.e. perpendicular signs are not permitted);
- Ground Signs - Cannot exceed 50 sq feet in face area and eight feet in height;
- Pole Signs - Cannot exceed 50 sq feet in area and 25 feet in height; and
- Canopy Signs - Cannot exceed 9 sq feet in area and must be placed eight feet above the finished grade or paved walk.

The total size allotment for signs permitted in the C-1 District is based upon the linear feet of building frontage. For each foot of building frontage, 1.5 sq feet of sign area is permitted up to the maximum size listed above. For example, a building that is 40 feet in width would be permitted a total sign allotment of 60 sq feet. In addition, the total number of signs permitted in the CBD is three per property. It should be noted that the existing commercial sign provisions within the Village Code do not differentiate between signs permitted in the Central Business District (C-1) and the Commercial District (C-2). As a result, the sign requirements for larger scale uses (permitted in C-2) such as plazas, boat and recreational vehicle sales, greenhouses, and warehousing operations also apply to the more traditional and smaller scaled downtown area.

D. Main Street Transportation Characteristics

Although NYS Route 39 generally functions as an east-west route in the region, it has a NW-SE orientation as Main Street through the Village of Perry. For simplicity and consistency with previous plans, Main Street will be described as having a N-S orientation. It is a three-lane undivided minor arterial roadway with the following characteristics, illustrated in Figures 7 and 8:

- Functional classification: Rural minor arterial
- Right-of-way: 87 feet. typical
- Sidewalks both sides: 11 feet - 12 feet
- On-street parking: 13 feet-16 feet wide parking lane on both sides
- Center turn lane: 12 feet two-way left turn lane
- Travel-way width: 64 feet with two 11.5 feet travel lanes
- Speed limit: 30 mph
- Transit: Wyoming Transit System
- Bicycle facilities: Not a designated bicycle route

Main Street Traffic Statistics

- Three lanes: 2 travel lanes in each direction and a two-way left-turn lane
- Average Annual Daily Traffic (AADT) 5880 ± vehicles per day - 8% truck traffic
- Speed Limit 30 mph
- 85th percentile speed is ~27 mph

Other transportation-related characteristics:

- Two traffic signals; Main & Covington/Borden and Main & Lake
- Sidewalks on both sides on Main Street with varying widths from 5' – 12'; sidewalks in the core CBD are typically 11' – 12.5'
- Public transportation is provided by Wyoming Transit System

PEDESTRIAN AND BICYCLE ACCOMMODATIONS

There are currently no provisions on Main Street for bicyclists other than to travel with the motor vehicles sharing the travel lanes. There are sidewalks along both sides of Main Street within the CBD. Crosswalks are provided at both of the signalized intersections although they



are worn and existing pedestrian signals no longer function properly. There are currently no separate bicycle facilities within the Main Street District. However, the width of the existing on-street parking lanes is adequate for bicycle travel based on AASHTO guidelines.² Morning peak hour field observations noted a number of bicyclists. Most if not all were students on their way to school. Later in the day, a bicyclist with 2 small children in tow was observed traveling from Lake across Main Street to the ATM. While this cyclist expressed his opinion that there may not be enough regular bicyclists to warrant separate bike lanes through the village center, a second field investigation noted additional cyclists passing through downtown, demonstrating potential to link bicycle facilities and

²Guide for the Development of Bicycle Facilities, American Association of State Highway and Transportation Officials, 1999

Figure 7: Existing Cross-Section

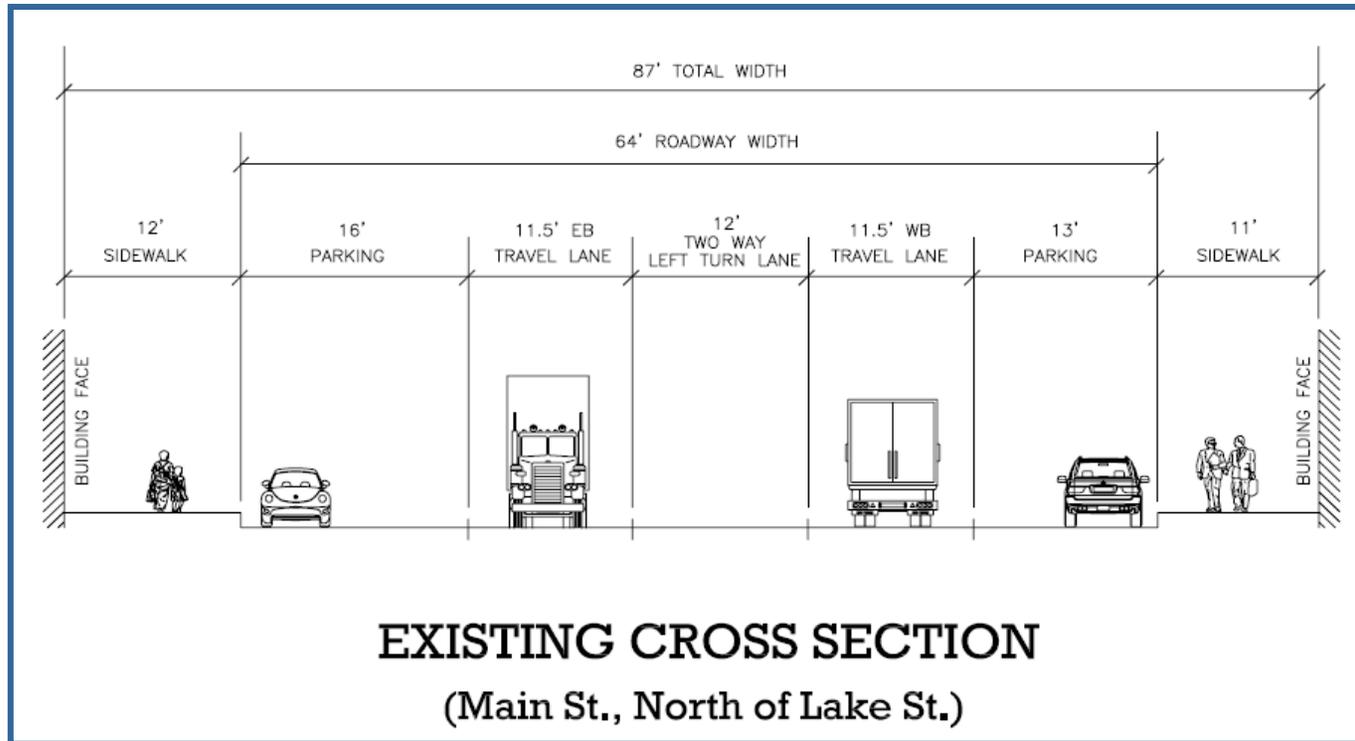


Figure 8: Main Street Perry looking south



To account for normal increases in background traffic growth, including any unforeseen developments in the project study area, a growth rate of 0.5% per year based on historical traffic volumes in the area has been applied to the existing traffic volumes in the study area for the 20- year analysis period.

Analyses of the existing signalized intersections indicate that the intersections are operating at above average operating conditions with very little delay to motor vehicles. During the afternoon peak hour, the two signalized intersections along Main Street operate at 25.5% and 40.3% of their capacity. These percentages indicate that there is excess capacity available at these intersections and opportunities exist for pedestrian and bicycle enhancements without significantly compromising vehicular capacities. Additionally, the analyses combined with the low left turn volumes indicate that the existing left turn lanes adequately accommodate the existing and future demand.

SPEED STUDY

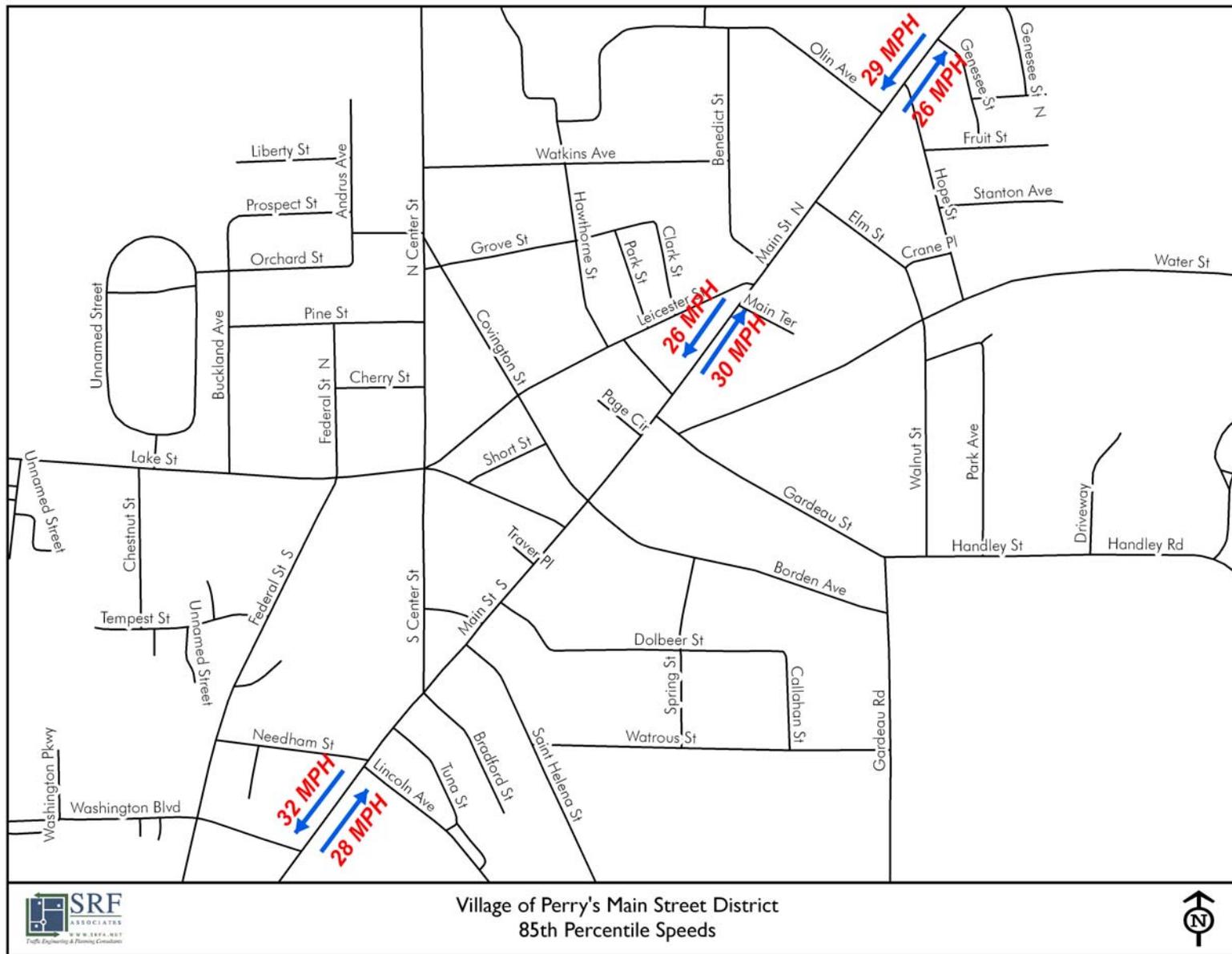
SRF performed a bi-directional speed study during off-peak hours between 12:00pm-1:30pm at three locations along Main Street on July 12, 2007. Speed data was collected at north of Church Street, north of Genesee Street, and south of Washington Boulevard. A sample size of 50 vehicles each was collected for the northbound and southbound directions at each location. The data was analyzed to determine the 85th percentile operating speed and average speed per direction at each location. Table 5 summarizes the speed study results for both directions at each location, and Figure 10 illustrates the locations of average speeds.

The results of the speed study indicate that speeds are consistent with the speed limit and there are no inherent speed problems within the Village.

Table 5: Speed Study

<i>Location on Route 39</i>	<i>Approach</i>	<i>85th Percentile Speed(mph)</i>	<i>Average Speed (mph)</i>
North of Church Street	NB	30	24
	SB	26	23
North of Genesee Street	NB	26	21
	SB	29	25
South of Washington Blvd	NB	28	24
	SB	32	27

Figure 10: Speed Study



G. Safety

Providing safe routes of travel for cars, bicycles, and pedestrians is a responsibility and priority for all communities. The safety of the Pedestrian Realm is appraised based on factors such as sidewalk width and quality, and the presence of a buffer zone, sometimes called the tree-lawn or the furnishings and edge zones. Pedestrian safety factors present in the Travelway include crosswalk length and quality and presence (or absence) of medians as well as the type of median. Bicycle safety is judged on presence or absence of a dedicated bicycle facility, shared lane widths including the on-street parking lane, and the amount of space a cyclist needs to safely maneuver. Other considerations which affect bicycle safety are speed limit, average annual daily traffic (AADT) volumes, percent heavy traffic, number of driveways, and any obstructions to the public realm, including overgrown landscaping and road grates. Motor vehicle travel safety can be assessed by some of the same features that are applicable to pedestrians such as medians and the number and frequency of driveways. Left-turn lanes serve to improve safety by removing slower traffic from the main travel lane. Table 6 provides an overview of these features in Perry.

Accident reports were investigated to assess the safety history at the intersections within the study area. The accidents included in the current review collectively covered a three-year time period from May 25, 2004 through May 25, 2007. During this period, 12 reportable accidents were documented at, and between, the two signalized intersections along Main Street and one accident occurred at the Leicester Street/Covington Street intersection.

Accident rates were calculated at the two signalized intersections and compared to statewide average rates for similar intersections. The calculated accident rates and statewide average rates are summarized in Table 7. Accident rates are reported in accidents per million entering vehicles (ACC/MEV).

Although both intersections exhibit accident rates that are greater than the statewide average rates for similar intersections, the collision diagram shows that there are no accident clusters or apparent patterns. The relatively low number of accidents that occurred during the study period and the lack of notable accident clusters indicate that there are no inherent safety deficiencies at these intersections.

Table 6: Summary of Perry’s Pedestrian & Bicycle Safety Features

Safety Feature (measured in feet)	Main Street (at Lake Street)	Adequate/ Appropriate? (Y/N)
Sidewalk width	11’	Y
Sidewalk quality*	-	Y
Curb Ramps	-	N
Buffer zone	~ 5’	Y
Crosswalk length	69’	Y
Crosswalk quantity	14	Y
Crosswalk quality	-	N
Medians	-	n/a
Bike lanes	-	Y†
Left-turn lanes	4	Y
Travel lane width	11.6’	Y
On-street parking width	13’ – 16’	Y

† Bicycles use shared travel lanes

Table 7: Summary of Accidents and Comparison of Rates

Intersection of Main Street with:	Total No. of Accidents	Actual Project Rate	State Wide Average Rate
Borden/ Covington	8	1.06	0.39
Lake	3	0.49	0.39

III. Perry's Main Street – Needs and Opportunities Assessment

A. Public Workshop Meeting

The configuration and context of Main Street presents both issues to confront and opportunities to pursue. Public involvement has been critical to identifying needs and opportunities as well as to the development of this plan. In addition to the Stakeholder meetings that were open to the public, a series of larger, Village-wide public meetings and hands-on workshops were held to gather additional public input and advance and develop plan ideas and concepts. Smaller stakeholder meetings and interviews were also conducted to better understand the needs of the community. Members of the community have shared valuable opinions and insights regarding pedestrian and bicycle circulation, parking, accommodation of vehicular traffic, and community character ideals.

A Downtown Design Workshop was held on Wednesday July 18, 2007 at the Masonic Temple. Approximately 30 residents were in attendance and aided in the creation of the alternatives that are presented in Section IV of this Report. Those present participated in break out groups that explored The Future Role of Main Street, Pedestrian & Bicycle Circulation and Linkages, Main Street Alternatives, Community Character/Development Opportunities/Gateways.

When discussing the future role of Main Street at the Workshop, each member was asked to mark on a Movement vs. Place graph their view of Main Street's role in the future. Each group was provided with an aerial photograph that highlighted the area of the village adjacent to Main Street. And were asked to indicate existing problem areas for pedestrians and bicyclists; current and future areas of priority for pedestrian activity and bicyclists; and desirable linkages/connections from Main Street and beyond.

All participants were provided with aerial photographs of Main Street and scales for measuring; transparencies that indicate Travelway components including parking layouts (parallel and diagonal parking), sidewalk area extensions, 8' and 12' median options, bike lanes, lane markings, and curb bulb-outs; vehicles (scaled to the aerial image); and a summary plan sheet with the existing Main Street layout and cross-section, and two blank layouts for mark-up as Alternative A (preferred alternative) and Alternative B. Participants were encouraged to experiment with alternative Travelway/Pedestrian Realm layouts using a combination of the various components and vehicles. For example, Pedestrian Realm areas could be expanded, bulb-outs and diagonal parking added.

The Future Roles of Main Street:

- Serves as a destination in summer and winter
- Conveys a unique identity
- Provides a desirable shopping environment
- Characterized by a mix of uses
- Serves as a community activity center
- Hosts a festival area
- Offers public park spaces

COMMUNITY PREFERENCE SURVEY RESULTS

On May 16, 2007 the project team administered a Community Preference Survey (CPS) to the Main Street Association. The results of the survey were then presented and verified at the Downtown Design Workshop held in July, 2007. The purpose of the survey was to gauge local attitudes towards various types of design including architecture, landscaping, signage, and the overall appearance of the streetscape. This survey consisted of residents, property owners, business owners, and community leaders ranking images of various types of development on a scale from 0 (un-appealing) to 10 (very appealing). The detailed results of the survey are contained in the Appendix. A visual summary of the results are shown on the following page.

BASIC DESIGN PRINCIPLES

Based upon the CPS results and from feedback received at the Design Downtown Workshop, the following design principles are preferred in the downtown area.

Building Scale & Location

- Buildings should be adjacent to the sidewalk;
- Buildings should be at least two stories in height;
- One story structures should have the scaling of a small two story structure; and
- Wider structures shall be broken up into smaller visual increments.

Facades

- First floors should be mostly transparent (windows & doors); and
- Upper floors should have a lesser amount of transparency.

Parking

- Parking should always be screened from view (preferably behind a building); and
- Parking between the building and sidewalk should be prohibited.

Signage

- Two sign types are desirable - flush mounted and perpendicular;
- Flat sign faces are to be avoided (carving, raised lettering are to be encouraged);
- Signage should not interfere with visual access into the interior of the building; and
- Business signs should not be placed higher than the first floor.

Franchise Architecture

- The overall design of franchise type buildings and sites should be consistent with the Basic Design Principles for non-franchise type uses.

Streetscapes & Travelway Elements

- Wide sidewalks are desirable;
- A raised, center median with plantings is desirable;
- Traditional streetscape elements such as textured pavement, benches, landscaping, and decorative lighting should be incorporated; and
- Sidewalk seating is desirable.

Village of Perry Community Preference Survey Results

To Be Encouraged

To Be Avoided

Building Scale & Location



Franchise Architecture



Facades



Street-scapes



Travelway



B. Pedestrian and Bicycle Accommodations

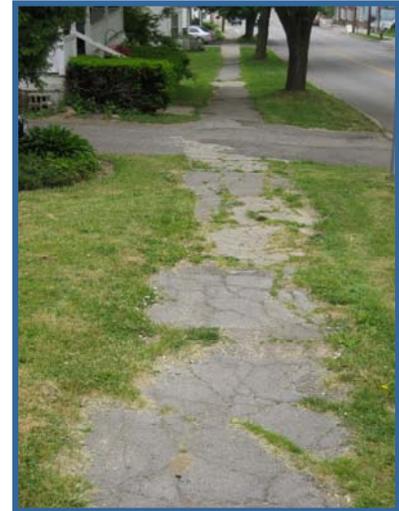
To determine the specific issues and needs related to pedestrian and bicycle circulation in the village center, the Main Street environment was assessed for compliance with the Americans with Disabilities Act (ADA) which included evaluation of sidewalk width and condition as well as location and condition of curb-ramps. Also, many issues and opportunities were identified through the public involvement process, including:

- Too few crosswalks
- Too much emphasis on Travelway vs. Pedestrian Realm
- Lack of pedestrian amenities
- Inappropriate lighting style
- Lack of bicycle lanes

While it was determined through field review that the sidewalks within the commercial district are generally in good condition, most of the curb ramps are in need of upgrade or replacement. Additionally, because ADA guidelines recommend a sidewalk width of 6 feet in order to accommodate two wheelchairs side-by-side, the sidewalk on the west side from the Masonic Temple northbound to Church Street will need to be widened. The sidewalk on the northeast side south of the business district, but north of Mill Street, is in very poor condition. There are currently no provisions on Main Street for bicyclists other than to travel with the motor vehicles sharing the travel lanes.

Pedestrian circulation along Main Street is impeded by the width of Main Street. Pedestrian crossings are long and intimidating, and could benefit from crosswalk re-stripping and renovation of the non-functioning pedestrian crossing signals. Other improvements that might be considered to enhance the safe circulation of pedestrians in the village center include:

- Median refuge islands for pedestrians vs. wider sidewalks and Pedestrian Realm
- Unrestricted accommodation of left-turns vs. restricted left-turns with medians and access management
- Short medians vs. longer medians; raised medians vs. flush medians
- Provision of maximum on-street parking vs. median, bulb-outs and wider roadside Pedestrian Realm
- More convenient automobile travel in an auto-oriented right-of-way vs. less convenient automobile travel in a pedestrian friendly right-of-way
- Bicycle lanes vs. wider Pedestrian Realm and parking



C. Parking

In order to promote land-efficient development that supports non-automobile modes of transportation, many municipalities are trying to implement parking policies that minimize cases of parking oversupply and use existing parking supply more effectively. A commonly proposed strategy to help achieve these goals is for municipalities to lower their minimum parking requirements. Most communities, including the Village of Perry, have standards for the minimum amount of parking required for new developments written into their zoning code. These minimums are generally based on the Institute of Transportation Engineers (ITE) Parking Generation Handbook and/or other communities' parking requirements, which may not adequately address the specific requirements or conditions of communities with unique circumstances. Providing flexibility in minimum parking requirements can be accomplished either by allowing the relevant permitting authority discretion to reduce the number of spaces required based on those factors, or by establishing more specific criteria that will allow for reductions in required parking by right. The advantage of setting out the criteria specifically and allowing reductions automatically is that developers will know up front how many spaces they will be expected to provide.

Although general published standards provide a benchmark for determining parking demands and requirements in the Village, Perry has many unique characteristics that should be taken into consideration in determining parking requirements within the CBD. The characteristics of the Village present both challenges and opportunities for creating a user-friendly parking system within the CBD. These additional considerations include:

- Historic buildings and area.
- All existing parking in the CBD is surface level; no parking garages or underground parking structures are located in the Village.
- Existing public parking lots are not clearly identified and residents and consumers find it difficult to locate parking, even when it is open and available.

Some lots are not well-organized and additional spaces could be added to existing lots if they were reconfigured. Based on research related to ordinances and practices in other similar communities, one reasonable approach is to apply a 50% reduction to the existing ordinance for the Village CBD. Table 8 on the following page indicates the current requirements and the resulting 50% reduction.

Table 8: Off-Street Parking Requirements for Permitted & Specially Permitted Uses in the “C-1” District

LAND USE	REQUIREMENTS	50% REQUIREMENTS FOR VILLAGE CBD
Hospital	1.5 spaces for each bed	0.75 spaces for each bed
School	1 space per classroom + 1 space for each 5 seats in the auditorium or stadium	0.5 space per classroom + 0.5 space for each 5 seats in the auditorium or stadium
Hotel or Motel	1 space per guest room + 1 space per 5 seats in a restaurant or bar	0.5 space per guest room + 0.5 space per 5 seats in a restaurant or bar
Church	1 space per 3 seats	0.5 space per 3 seats
Library	3.3 spaces per 1,000 sq feet	1.65 spaces per 1,000 sq feet
Dance Studio	10 spaces per 1,000 sq feet	5 spaces per 1,000 sq feet
Sit Down Restaurant	spaces per 5 seats	spaces per 5 seats
Wholesale Business	1.4 spaces per 1,000 sq feet	0.7 spaces per 1,000 sq feet
Gasoline Service Station	3 spaces per bay	1.5 spaces per bay
Shopping Center	5 space per 1,000 sq feet	2.5 space per 1,000 sq feet
Retail Store	6 spaces per 1,000 sq feet	3 spaces per 1,000 sq feet
Grocery Store	10 spaces per 1,000 sq feet	5 spaces per 1,000 sq feet
Doctor/Dentist	3 spaces office plus 3 spaces per treatment room	1.5 spaces office plus 3 spaces per treatment room
Barber/Beauty Shop	3 spaces per chair	1.5 spaces per chair
Other Business/Office	10 spaces per 1,000 sq feet	5 spaces per 1,000 sq feet
Multi-family Dwellings	2 spaces per dwelling unit	1 spaces per dwelling unit

IV. Alternatives

A. The Future Role of Main Street

MOVEMENT VS. SENSE OF PLACE

Land uses and the built environment often create a sense of place along highways, and the most important places are usually located near the center of a settlement or built up area. The importance of movement of motor vehicles can vary along the length of a highway and can change over time. Movement and place considerations are important in determining the appropriate design speeds, speed limits, and road geometry. Similarly, the form and character of the adjacent context must also be considered. As the importance of movement increases, the emphasis on place can take on less importance. Alternatively, as the importance of place and character increase, the emphasis on vehicular movement diminishes and becomes secondary to maintaining the qualities and features of a place. Each member was asked to mark on the Movement vs. Place graph their view of Main Street’s role in the future. Figure 11 illustrates results of this survey. The consensus indicates that Perry’s Main Street currently has more of an emphasis on vehicular movement than sense of place. Based on an analysis of data obtained at the workshop, there is a desire to place more emphasis on Main Street having a sense of place than serving as a conduit for vehicular movement.

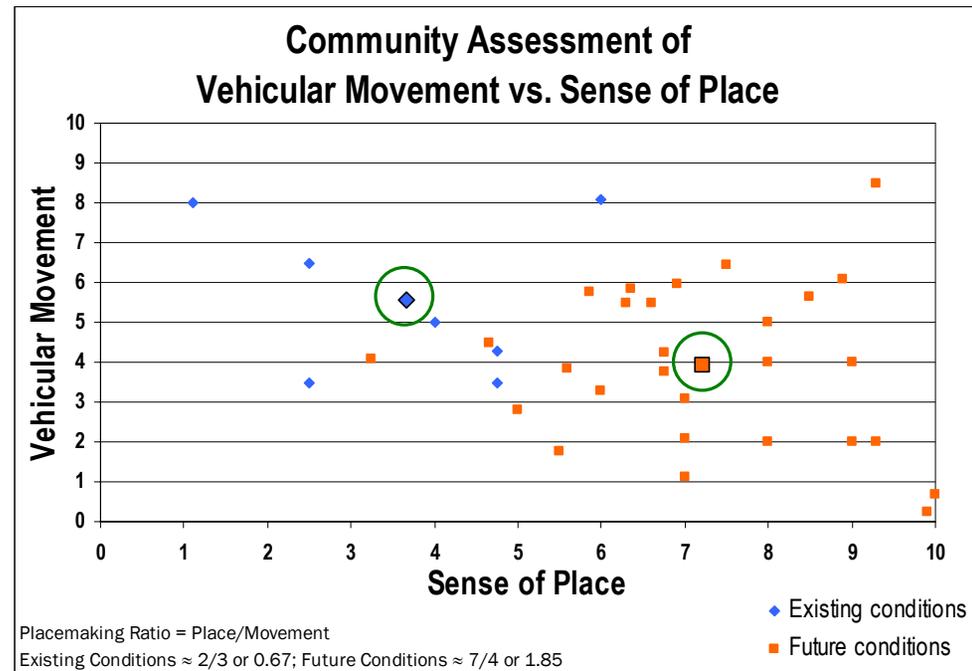


Figure 11: Community Assessment: Vehicular Movement vs. Sense of Place

CONTEXT APPRAISAL/DEFINITION OF DESIGN PARAMETERS

Context zones are used to characterize areas from rural to urban and from lower to higher density as well as to describe and direct transportation–land use patterns. Once an area is appropriately categorized, appropriate design parameters can be applied during the design process. These zones range from ‘Natural’ to ‘Urban Core’ and are evaluated based on distinguishing characteristics, general character, building placement, frontage types, typical building height, and type of public open space³ (Figures 12 & 13). These descriptors are subjective measures and don’t always fit into distinct categories. Table 9 describes characteristics for Context Zones ‘C-4’ and ‘C-5’, both of which contain characteristics that describe Perry’s Main Street District.

Perry’s Main Street District is a combination of these two context zones. Generally, the Urban Center Zone (C-5) applies to Perry’s Main Street District which extends from the Village Hall located at the intersection of Main Street and Gardeau to approximately Dolbeer Street. North of Gardeau Street and south of the Town Hall at Main & Lake display General Urban (C-4) characteristics. This is a typical pattern seen in many villages; a C-5 Village Core is flanked by the C-4 context zone which may have more residential uses.

Figure 12: Context Zones

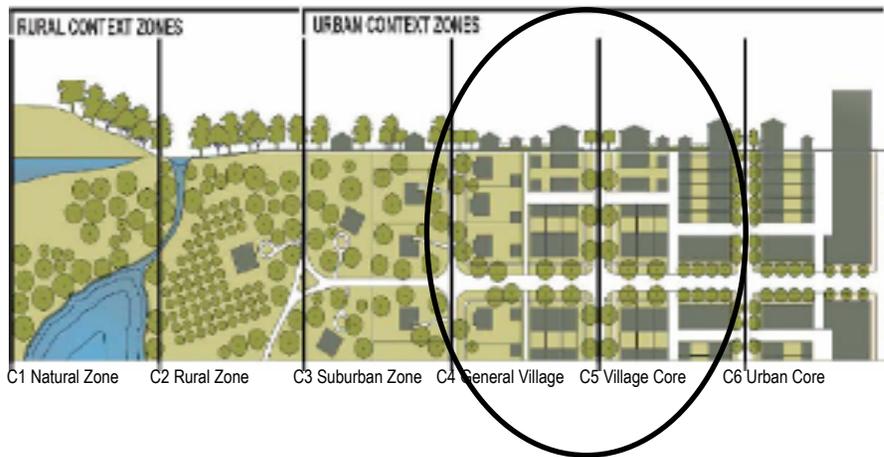
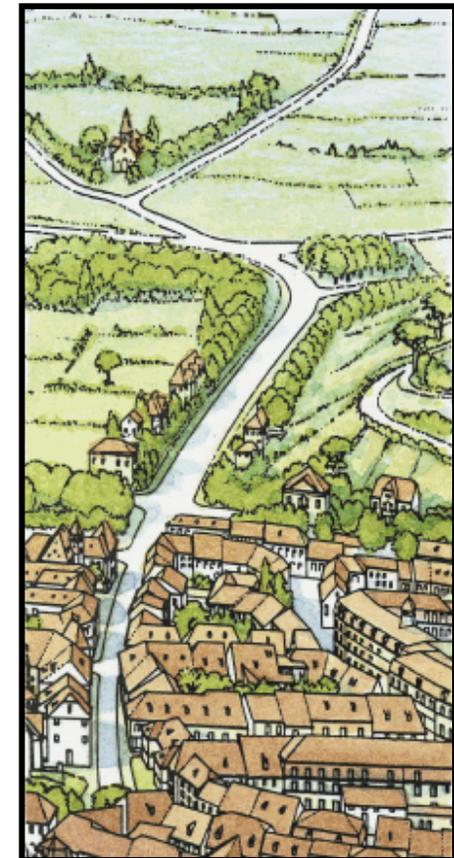


Figure 13: Context Zone Transition



³Context Sensitive Solutions in Designing Major Thoroughfares for Walkable Communities, Institute of Transportation Engineers, 2006

Table 9: Context Zone Descriptions

Context Zone	Distinguishing Characteristics	General Character	Building Placement	Frontage Types	Typical Building Height	Type of Open Space	Examples
C-4 General Village	Mix of housing types including attached units, with a range of commercial and civic activity at the neighborhood and community scale	Predominately detached buildings, balance between landscape and buildings, presence of pedestrians	Shallow to medium front and side yard setbacks	Porches, fences	2-3 story with some variation and few taller workplace buildings	Parks, greenbelts	
C-5 Village Center	Attached housing types such as townhouses and apartments mixed with retail, workplace, and civic activities at the community or sub-regional scale	Predominately attached buildings, landscaping within the public right-of-way, substantial pedestrian activity	Small or no setbacks, buildings oriented to street with placement and character defining a street wall	Stoops, dooryards, storefronts, arcaded walkways	3-4 story with some variation	Parks, plazas and squares, boulevard median landscaping	

Identifying existing and desirable context zone/s is useful to planners and policy-makers for creating a framework for future growth. Planning for new developments and re-developments should reflect the desired context zone. Once the context is identified, context-sensitive treatments can be applied to enhance and improve the public realm. In conjunction with the subjective descriptors, there are also objective measures related to each context zone. (see Table 10)

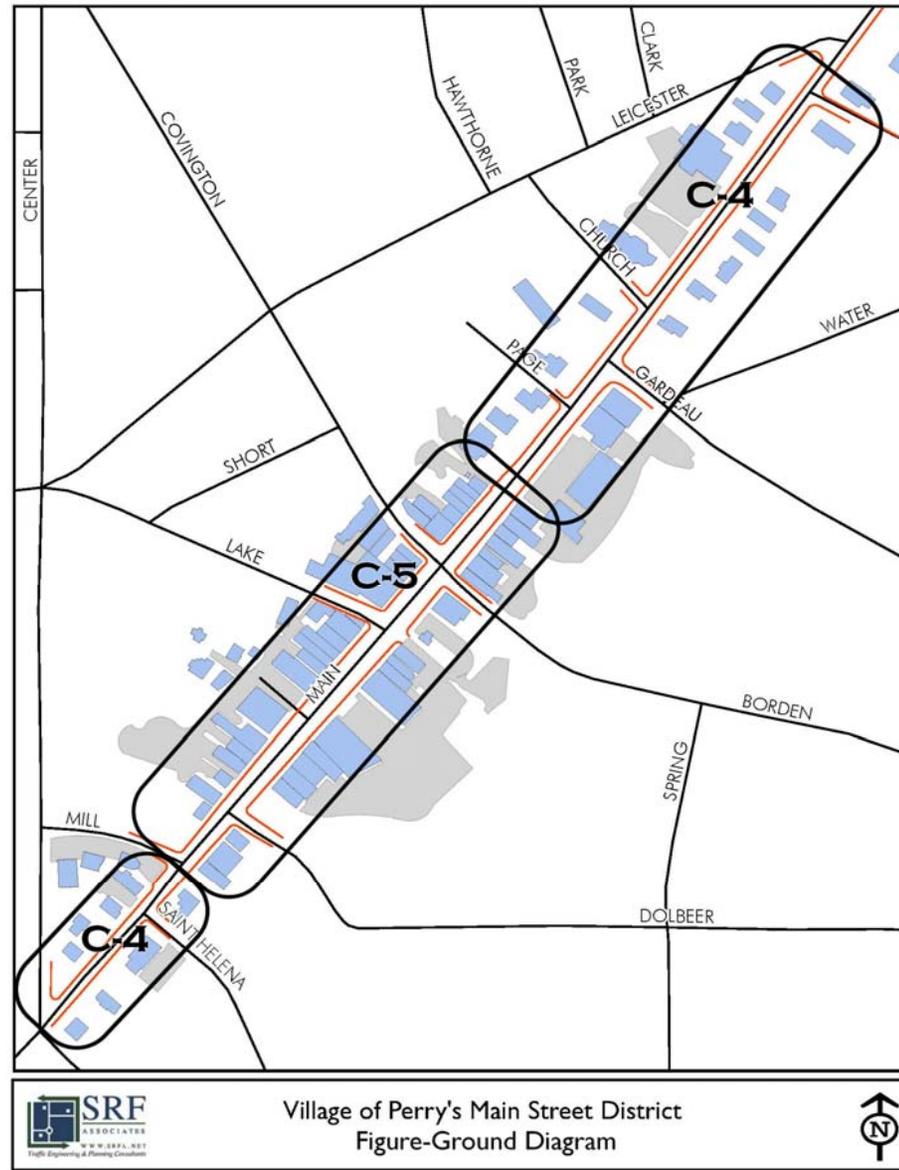
Table 10: Design Parameters for Context Zones

DESIGN PARAMETERS	C-4 COMMERCIAL AVENUE	C-5 COMMERCIAL AVENUE	MAIN STREET PERRY
Travel Lane Width	10 -11 feet	10 – 11 feet	11.5 - 12 feet
Minimum Total Roadside Width	12 feet	12 feet	11 – 12.5 feet
• Edge & Furnishing Zone	4 feet	4 feet	4 feet
• Clear Pedestrian Travel Way/ Throughway Zone	6 feet	6 feet	6 feet
• Frontage Zone	2 feet	2 feet	1 - 2 feet
Parallel On-street Parking Width	8 feet	8 feet	9 – 16 feet
Minimum Median Width (constrained)	10 feet	10 feet	n/a
Bike Lanes Minimum Width	5 - 6 feet	5 - 6 feet	n/a
Minimum Width for Combined Parking/Bike Lane	13 feet	13 feet	9 – 16 feet
Target Travel Speed	25 - 30 mph	25 - 30 mph	30 mph

FIGURE-GROUND DIAGRAM

A figure-ground diagram is a useful tool for communicating the context of a community by depicting buildings and any other significant features such as parking areas and natural resources. Figure 14 illustrates Perry's Main Street District. This diagram clearly demonstrates that downtown Perry is C-5 or Urban Center based on building placement with respect to the public realm; they are all situated flush with the Pedestrian Realm as delimited by the red pavement edge line.

Figure 14: Figure-Ground diagram of Perry's Main Street District



B. Preliminary Alternatives

A PLAN FOR MAIN STREET

A plan for the Main Street must address traffic and transportation issues; it must also address opportunities to compliment and enhance the entire “street”, not just the Travelway. The following are alternatives that were formed to address the issues previously discussed and capitalize on the opportunities identified along the Main Street corridor. Four alternative designs for Main Street were identified that place differing levels of emphasis on the various design solutions along the corridor. Each alternative seeks to reclaim Main Street for the pedestrian, while preserving Main Street’s ability to safely and efficiently handle traffic through the Village. These alternatives represent physical alterations to the configuration of the Travelway and the Pedestrian Realm along the Main Street corridor. The Main Street Priorities, shown in the box to the right, were used as a guide in developing the alternatives. Following is a general description of the differences between the alternatives. A more detailed description along with cost estimates for each alternative are provided with the figures on subsequent pages.

Guiding Principles Distilled from the Public Workshop:

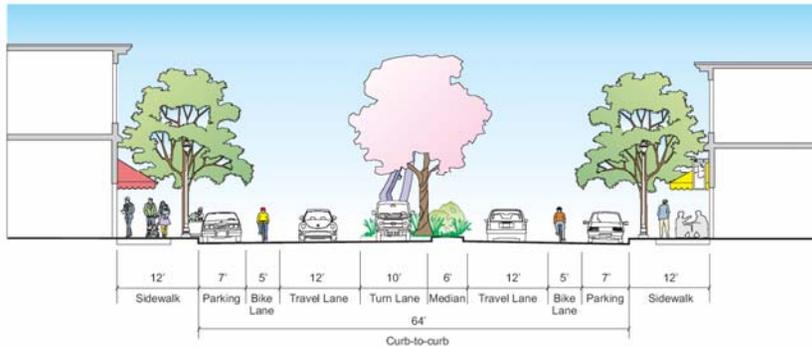
1. **Enhance the Main Street pedestrian experience** - utilize integrated transportation design, land use and urban design techniques that improve safety, circulation, aesthetics, and character of the Main Street District.
2. **Promote Linkages** - establish and/or strengthen connections to activity centers, e.g. festival site, pocket parks, trails, community buildings.
3. **Celebrate arrivals to the Main Street District** - seize the opportunities provided by the existing natural resources and take advantage of the elevated vistas afforded by the approaches to the Main Street District to introduce gateway treatments, monuments, landscaping and landscaped medians, pocket parks, points of interest, public art.
4. **Leverage existing Village assets** - recognize, protect and enhance the many Village assets including:
 - Historic and architecturally significant buildings
 - Existing activity and festival sites
 - Recreation and tourism opportunities
 - A heightened sense of community ownership and investment

Alternative 1 (Figure 15) provides bicycle lanes on Main Street and does not widen or significantly enhance the Pedestrian Realm. Alternative 2 (Figure 16) exhibits a greater emphasis on the Pedestrian Realm and eliminates the separate bicycle lanes. Alternative 3 (Figure 17) is similar to Alternative 1; a wider Pedestrian Realm is provided in the area between the traffic signals and the median is eliminated in this area. The elimination of the median between the traffic signals is offset by providing pedestrian countdown signals at the two signalized crossing locations.

A fourth alternative was considered and dismissed for safety reasons. Alternative 4 considered removing the left turn lanes between the two signalized intersections and allowing left turns from the through travel lanes. This creates safety concerns that cannot be mitigated. Therefore this alternative was dismissed from consideration.

Given the condition and age of the existing sidewalks, all of the alternatives include complete replacement of the existing sidewalks.

Figure 15: Main Street Alternative I



Cross Section A-A'

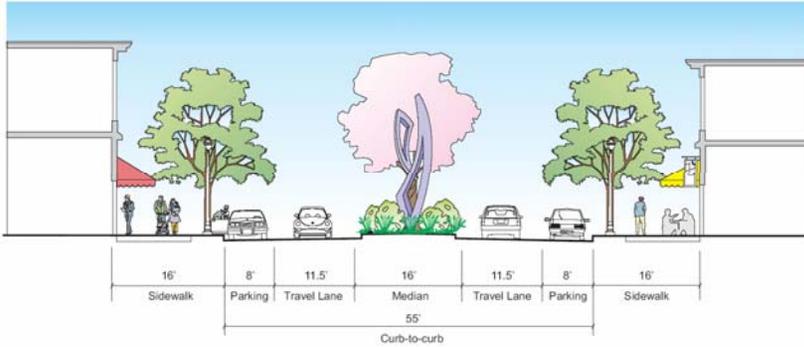
Medians



Alternative 1 Layout

Alternative 1 consists of providing intersection *bulb-outs* on Main Street at both signalized intersections, the north side of Dolbeer Street., and on the north side of Covington Street. Bulb-outs reduce the distance that pedestrians must travel to cross Main Street, as well as provide larger pedestrian buffers and areas for landscaping and signage. The landscaped/brick medians provide a pedestrian refuge; eliminate the use of the existing continuous 2-way turning lane as an additional travel lane; create a safer environment for automobile turning movements; and bring more trees and landscaping to the center of Perry. Estimated Cost: \$1,907,00

Figure 16: Main Street Alternative 2



Cross Section B-B'

Pedestrian Realm



Alternative 2 Layout



- Extended Sidewalks
- Enhanced Crosswalks
- Raised Median
- Flush Median
- Special Feature (e.g. Sculpture)

Alternative 2 is the same as Alternative 1 with one modification: there is no bicycle lane on Main Street. Instead the plan focuses on the Pedestrian Realm. Estimated Cost: \$2,191,000



CONSTRUCTION COST ESTIMATES

The cost to construct each alternative was estimated based upon current bid prices for comparable elements. There is variability in the degree to which improvements are applied and the costs associated with the improvements. For example, decorative pedestrian lighting is specified however there are other types of lighting choices available that may be less expensive. Each alternative includes complete replacement of the existing sidewalks.

Table 11: Cost Estimates

	ALT 1	ALT 2	ALT 3	FESTIVAL STREET (BORDEN AVENUE)
Sidewalk Replacement:	\$367,200	\$367,200	\$367,200	\$0
Streetscape Improvements:	\$700,000	\$884,450	\$655,000	\$375,000
Furnishings:	\$25,400	\$33,400	\$25,400	\$12,150
Signs:	\$52,500	\$52,500	\$48,000	\$8,000
Landscaping:	\$47,700	\$65,100	\$44,500	\$18,900
Decorative Pedestrian Lighting:	\$220,000	\$220,000	\$220,000	\$0
SUBTOTAL:	\$1,412,800	\$1,622,650	\$1,360,100	\$414,050
Contingency, Inspection, Design, Adm:	\$494,480	\$567,928	\$476,035	\$103,513
Total:	\$1,907,280	\$2,190,578	\$1,836,135	\$517,563
TOTAL PRELIM. OPINION OF PROBABLE COSTS:	\$1,907,000	\$2,191,000	\$1,836,000	\$518,000

C. Evaluation of Alternatives

Each of the alternatives previously presented involves trade-offs. Pedestrian improvements may come at the expense of bicycle lanes. A wider Pedestrian Realm can be achieved by eliminating the median between the traffic signals. The community must decide which alternative best fits the Vision for Perry's Main Street. To aid in this decision, "Community Objectives" matrices were used to weigh how each alternative achieves or fails to achieve objectives related to the goals and priorities identified for Perry's Main Street. Seven community objectives were gathered from the community input received at the workshop. Each alternative was then further evaluated based on strictly transportation related objectives and trade-offs. Each objective and trade-off was rated on a scale of 0 to 4 comparing the effectiveness of the alternatives to one another. Based on this evaluation, Alternative 3 scored the highest for both achieving the community objectives and meeting transportation related objectives. Figures 18 and 19 show the relative comparison of scores for each alternative and each community objective.

Figure 18: Relative Comparison of Achieving Objectives

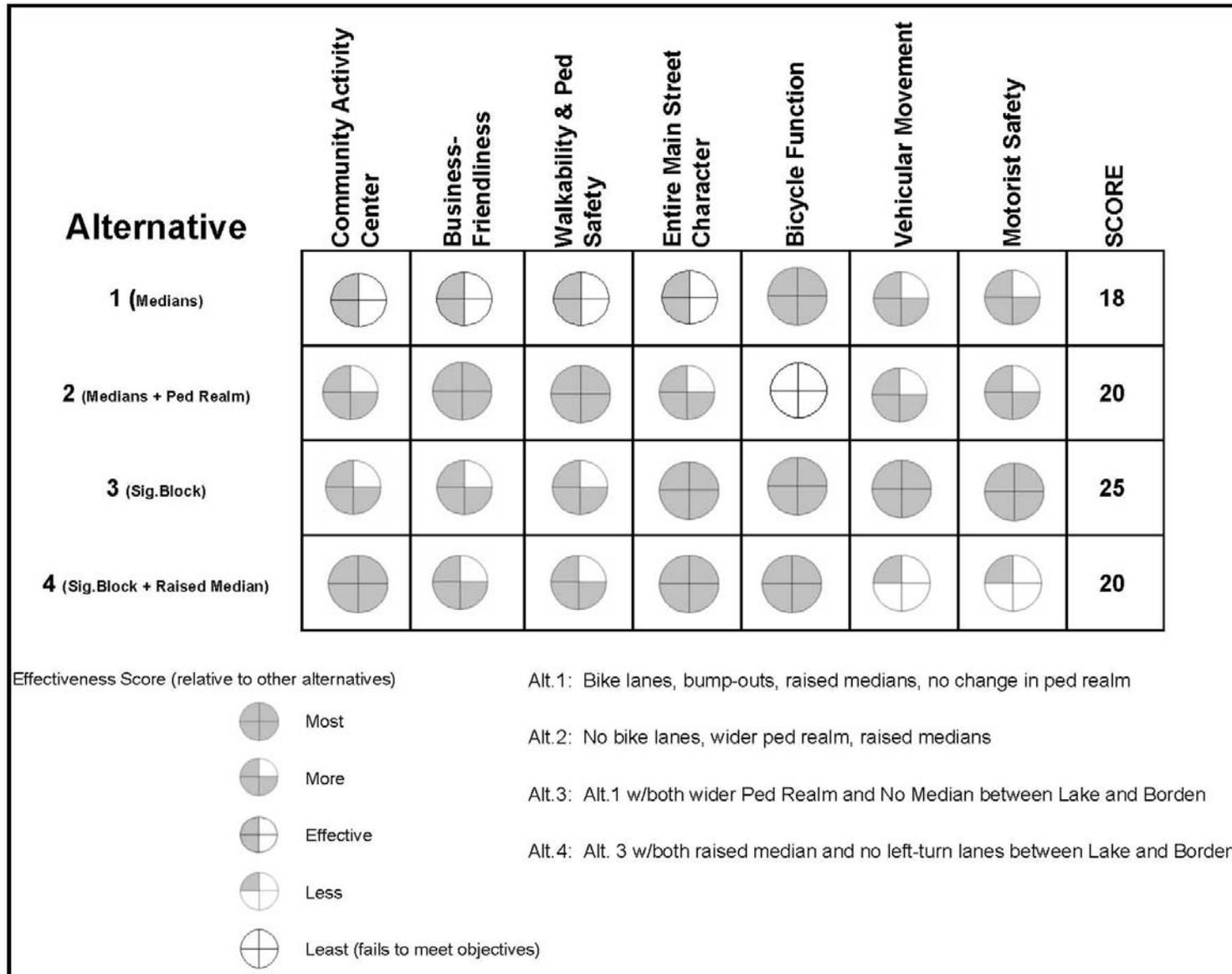


Figure 19: Relative Comparison of Trade-Offs

Alternative	Parking	Accident Reduction Potential	Maintenance	Large Vehicle Accommodation	Pedestrian Crossing Width & Safety	Left Turn lanes	Landscaped median	Sidewalk Width & Pedestrian Amenity Accommodation	Bicycle Accommodation	Emergency Vehicle Accommodation	SCORE
Existing		NA									24
1 (Medians)											26
2 (Medians + Ped Realm)											24
3 (Sig.Block)											31
4 (Sig.Block + Raised Median)											23

Effectiveness Score (relative to other alternatives)

- Most
- More
- Effective
- Less
- Least (fails to meet objectives)

Alt 1: Bike lanes, bump-outs, raised medians, no change in ped realm
 Alt 2: No bike lanes, wider ped realm, raised medians
 Alt 3: Alt.1 w/both wider Ped Realm and No Median between Lake and Borden
 Alt 4: Alt. 3 w/both raised median and no left-turn lanes between Lake and Borden

D. Preferred Alternative

Based upon the analysis of community and transportation values previously discussed and input received through the workshop process and from the steering committee, Alternative 3 is the preferred alternative for application on Main Street within the Village of Perry. Alternative 3 provides bulb-outs and a pedestrian refuge median; maintains on-street parking, adds bicycle lanes throughout the Village and widens the existing Pedestrian Realm and sidewalk within the signature block area. Alternative 3 is also the most flexible option; allowing for less costly modifications in the future, should the Community decide it would like a wider sidewalk/Pedestrian Realm on Main Street in lieu of the bicycle lanes. Alternative 3 is most effective at achieving the objectives of the community as identified during the workshop.

Village Center Illustration – Proposed

As illustrated in the Preferred Alternative, wider sidewalks are desired in the Village Center. The existing sidewalk width is approximately 12 feet, which significantly limits the opportunity for activities in front of storefronts and the inclusion of streetscape amenities. Expanding the sidewalks to 16 feet

would provide adequate room for pedestrian flow but also would create opportunities to expand the relationship between the buildings and the street with room for outdoor seating and merchandise display. There would also be adequate room for streetscape amenities such as benches, trash receptacles, bike racks, and street trees. As indicated by the Steering Committee, sidewalks and crosswalks should be a combination of pavers and concrete which would improve the character and enhance the unique identity of the Village Center. Stamped concrete and asphalt should be avoided. Street trees should be placed as to limit the obstruction of views to storefronts and signs. They should be placed in tree grates or in strategically placed planting areas. On-street parking helps to buffer pedestrians from the travel-way and is critical to retail and commercial businesses.

Figure 20: Visualization of Sidewalk Widening



Center Median Illustration – Proposed

The Preferred Alternative includes a raised center median north and south of the Village Center. Figure 21 illustrates the concept for the median which will enhance the look and feel of Main Street by reducing the scale of the street and adding life with trees and other plantings. The plant material uses in the median should be low maintenance, be densely planted and provide form, color, and texture in all four seasons. A sculpture or other public art could also be a component of the design. Overall, the median will provide an attractive entryway into the Village Center, which can be seen in the middle ground of Figure 21. As illustrated, the bump-outs in the Village Center will shorten the crossing distance for pedestrians and improve sightlines for both motorists and pedestrians. Marked bike lanes and parallel parking will bring desirable order and rhythm to the street and help to reduce motor vehicle speed by clearly delineating the travel-way.

Figure 21: Visualization of Raised Median Treatment



E. Preliminary Overall Main Street District Plan

The Concept Plan (Figure 21 on the following page) is an illustration of the long term vision for the Main Street District. It includes both short term improvements (e.g. streetscape enhancements as illustrated in Figure 20) and long term improvements (e.g. new buildings). The Concept Plan is intended to provide an overview of the ideas generated during this planning process, which could take a decade or more to implement. It is not intended to be a prescription for the development of the Main Street District but rather a general guide of how enhancements could develop over time.

Streetscape Enhancements - An attractive public realm is one of the most contributing factors in creating a sense of place on a Main Street. The streetscape is certainly part of the public realm and there are several enhancement opportunities with Perry's Main Street.

Street Trees – Street trees provide shade which is not only beneficial to people but it extends the life of pavement as well. Along with aesthetic benefits, trees can improve the function and feel on the street by creating enclosure which makes the street feel narrower, thereby slowing traffic and enhancing pedestrian friendliness. Street trees should be strategically placed as to not obstruct storefront views and merchant signs.

Decorative Crosswalks – Clearly identifiable crosswalks are critical in creating a safe and pedestrian friendly streetscape. Concrete or brick pavers in the Village Center crosswalks will help to bring prominence to the Village Center and send a visual cue to motorists that pedestrian crossings are critically important on Main Street. Stamped concrete and asphalt do not work well in crosswalks and should be avoided. The patterns and colors can not withstand high levels of traffic.

Street Furnishings – Currently there are very few street furnishings on Main Street. Strategically placed benches, trash receptacles, bike racks and planters will provide the needed amenities for both residents and visitors and add color and life to the streetscape. People-watching is a popular and entertaining activity on the street and the benefits should not be overlooked.

Gateways – Successful village Main Streets almost always have points-of-entry or gateways that provide visual cues that you are entering a place of significance. Special attention must be paid to these areas because they provide first impressions and a sense of arrival. They are typically identified at points of transition such as intersections, bridges or other edges and nodes. In Perry, these “gateways” or “points-of-entry” have been identified to be Leicester Street at the north and South Center Street at the south.

Figure 22: Plan View of Streetscape Enhancement Options

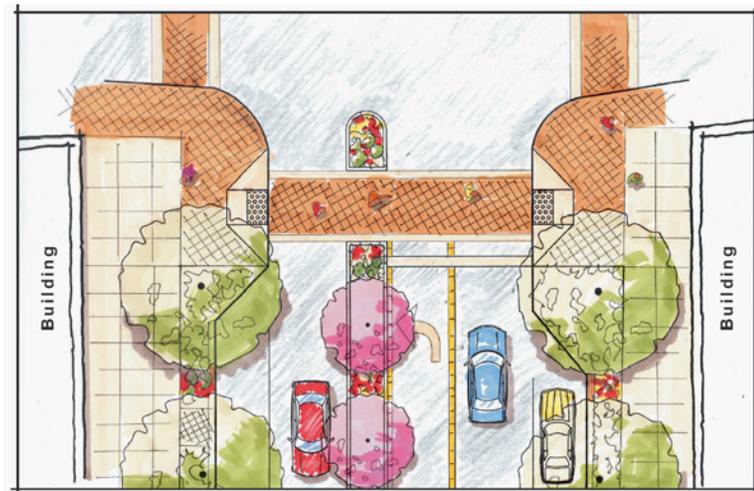


Figure 23: Preliminary Concept Plan



NOTE: See Main Street Alternatives for larger view of street alignment.



January 10, 2008

Preliminary Concept Plan

Village of Perry's Main Street District Circulation, Accessibility, and Parking Study

It is at these points that architectural character and density begins to change from what are primarily residential building types to mixed-use building types. These points should be enhanced with plantings, walls, art, and/or other special features which will celebrate and heighten the sense of arrival to the Main Street District.

Village Center – Along with gateways, Main Streets typically have a larger, more significant point that clearly announces that you have arrived. This point can be referred to as the Village Center. It is often home of significant buildings and lively activity on the street with engaging first floor uses. Perry's Village Center is between Borden Avenue and Lake Street. This Main Street block is near the center of the District, has several active storefronts, and includes the village clock. Several architecturally significant buildings define the edge of the public realm. The Village Center is and should continue to be the Main Street activity center.

Special Features (e.g. Public Art) – Perry is a well respected art community and it should be recognized and celebrated. There are several opportunities for the placement of Special Features, such as public art, in the streetscape. The Main Street District gateways at S. Center Street and Main Street and at Leicester Street and Main Street could include Special Features. Special Features could also be included in the medians as gateways to the Village Center.

Pedestrian Level Street Lights – The existing high, cobra style poles and fixtures currently on Main Street should be replaced with decorative pedestrian level poles and fixtures.

Festival Street – Perry currently does not have a designated festival site. During the summer months, Borden Avenue is temporarily shut down on Saturday mornings and used for the Farmer's Market. Although, the informal use of Borden Avenue as event space seems to work fairly well, enhancements could be made to improve the function and feel of the street for this type of use.

A Festival Street is a public street where the boundary between pedestrians and automobiles is blurred by removing designated sidewalks and traffic devices to create a seamless multi-purpose public space. Removable bollards can be installed at each end of the site so that the space can easily be closed to vehicular traffic when needed. Bollards or planters could help to designate pedestrian ways from vehicular ways. Concrete or brick pavers, decorative signage, and plantings would enhance the space.

Village/Public Square – A public square provides a community with a place to congregate, share information, and hold small community performances and events in a prominent public location. Perry does not currently have a centrally located public park or square in the Main Street District. One potential location for such a space is in the Village Center at the northeast corner of the intersection of Lake Street and Main Street. The site is currently occupied by a drive-up ATM and parking. Long term, if the ATM is relocated, a public square should be considered for this location. A more traditional design could include buildings and/or streets fronting the square.

Amphitheater – If a more formal performance space is needed, a small amphitheater could be developed to the rear of the public square near the creek. The change in grade lends itself well to an amphitheater overlooking the creek and bridge.

Multi-use Trail – The creek is an underutilized asset that should be incorporated into the long term revitalization plans for the Main Street District. Building on the ideas generated through the Silver Lake Trail planning process, a multi-use trail could be built along the creek from Memorial Park to Borden Avenue. The trail would provide an alternative route for cyclists and others that do not feel comfortable traveling with motor vehicles on Main Street. Sitting areas, picnic tables, and other amenities could be incorporated into creek corridor plans.

Infill Development – A consistent building wall along the street provides an interface between the public realm and the private realm. In a pedestrian environment, like a village Main Street, buildings should be close to the sidewalk where pedestrians on the street and first floor activity can engage one another. Parking should be at the rear or to the side of buildings with pedestrian ways leading to the street.

Although much of the street wall on Perry's Main Street is intact, there are a few interruptions or holes created by buildings that have been razed. In some locations, new buildings have been built back away from the street with parking in the front (e.g. the plaza and Post Office). In the future, buildings should be built close to the sidewalk with parking to the rear or to the side of the building. If parking does front Main Street, it should be located mid-block and not on corners. The Concept Plan illustrates potential buildings in locations where the street wall could be improved if there is an opportunity to do so.

Cost estimates were provided with each alternative previously shown. In addition to the costs associated with constructing the preferred alternative, the Festival Street concept would incur an additional cost of \$518,000.

V. Design & Zoning Recommendations

The following design and zoning recommendations are based upon the recommendations contained in the Village Comprehensive Plan, results of the Community Preference Survey, input from the Steering Committee, and feedback provided at the two public meetings held as part of this project. In order to ensure that new and in-fill development complements the existing character of the downtown area, it is recommended that the Village consider incorporating some or all of the following recommendations into their existing regulatory framework.

It should be noted that these code recommendations should be considered a starting point for a future re-zoning discussion. The exact language and level of flexibility that is appropriate for Perry will need to be determined through a process that would involve elected officials, Planning and Zoning Board members, and property owners within the C-1 District. As a result, all of the following recommendations are phrased using the word, “should” versus “shall”. Generally speaking, when a code requirement contains the word “should” it is considered a guideline to assist the Planning Board during site plan review. Any code requirements that contain the word “shall” is considered a standard and would require a variance from the Zoning Board of Appeals if it is not met by the applicant.

PROPOSED C-1 PURPOSE STATEMENT

The purpose of the Central Business (C-1) District is to support the goals, objectives, and policies adopted as part of the Village Comprehensive Plan. More specifically, this district is intended to foster the development of a small-scaled, mixed use area for convenient shopping and services that cater to the community in a manner that is consistent with the pedestrian-oriented and historical character of the district. In order to accomplish this, the C-1 District regulates the location, design and use of structures and land to create a dense concentration of activity with a high degree of amenities that create a comfortable environment for visitors arriving on foot, bicycle, or by motor vehicle.

PROPOSED PERMITTED USE LIST

The following uses should be considered as permitted within the C-1 District:

- Retail & service;
- Professional services & offices;
- Medical offices & clinics;
- Public & semi-public uses;
- Multi-family residential units;
- Personal services;
- Sit down restaurants, excluding drive-in and drive-thru restaurants;
- Pet grooming;
- Dance, art, & music studio; &
- Theaters.

PROPOSED SPECIALLY PERMITTED USE LIST

The following uses should be considered with the issuance of a special permit within the C-1 District:

- Artisan & craftsman studio in conjunction with a retail operation;
- Drive thru facilities in conjunction with a permitted use. Stand alone drive thru facilities may be prohibited;
- Lodging;
- Residential uses in conjunction with a permitted use or a specially permitted use; and
- Parks, recreational facilities
- Any permitted or specially permitted use not conducted entirely within a completely enclosed building.

PROPOSED C-1 BUILDING SCALE & LOCATION REQUIREMENTS

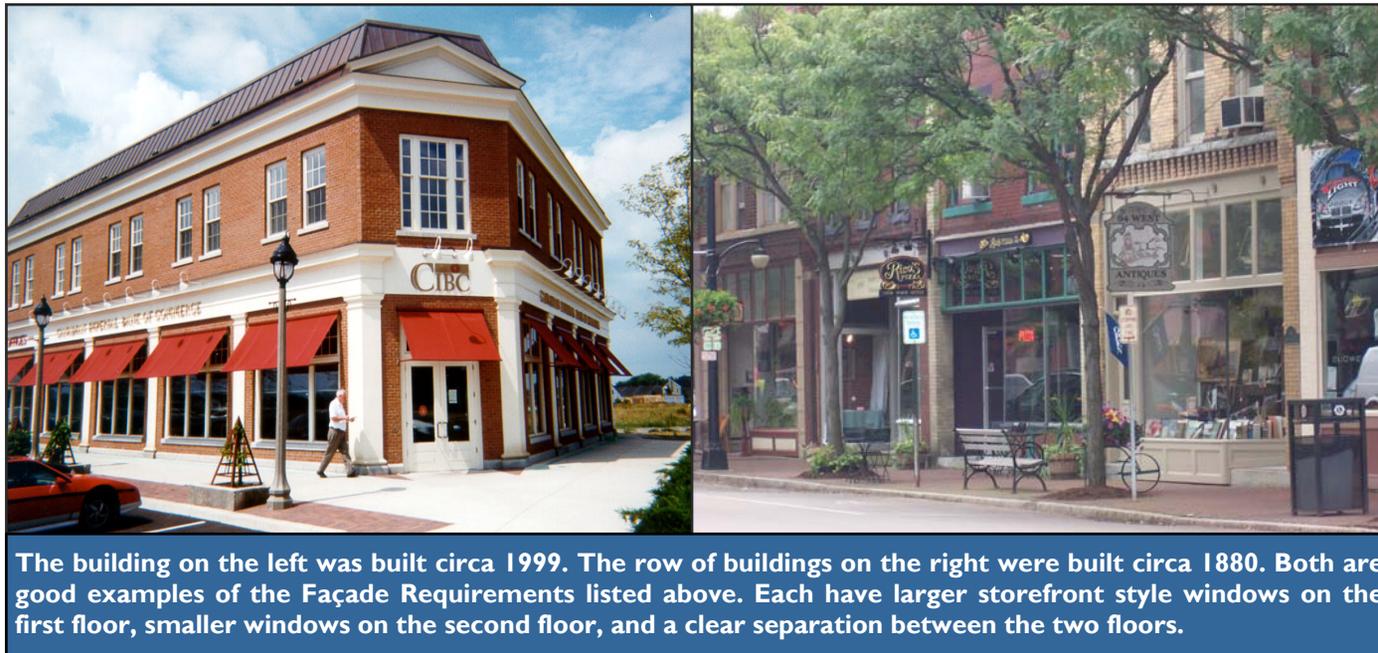
1. Maximum square footage of principal structure should be limited to 3,000 to 5,000 square feet building footprint.
Minimum lot size Determined through Site Plan Review
Minimum lot width Determined through Site Plan Review
Maximum Lot Coverage 70 to 100%
2. New construction should have a maximum setback of zero (0) to five (5) feet from the public right-of-way. Relief from this provision may be provided for pedestrian amenities such as recessed entries or chamfered corners.
3. New construction should extend to both side property lines.
4. New construction should be or appear to be two or three stories in height.
5. Entry points shall be located to afford direct access from the sidewalk. Corner buildings may have two separate entry points or a single entry point at the corner.
6. All of the facades of a building which face a public street should be architecturally consistent (i.e. building materials, style, etc.) with each other.
7. Other items to consider regulating in this section are roof lines, building coverage, and rear setbacks.



These two images illustrate the successful application of traditional design requirements within the City of Rochester. The placement, width, and height of the new structure is consistent with the Building Scale & Location Requirements listed above.

PROPOSED C-1 FACADE REQUIREMENTS

1. Building façades should reflect the 19th or early 20th century style of the Village.
2. The pedestrian zone (2' to 8' above the sidewalk) should have a minimum of 60% to 80% clear glass. Opaque or heavily tinted glass should not be permitted.
3. The pedestrian zone should allow visual access a minimum of three (3) feet into the interior of the building. Displays that do not completely obstruct the visual access should be permitted (excluding window treatments such as curtains or blinds).
4. A minimum of 25% percent of the façade for the upper floor should incorporate transparent glass openings.
5. Existing windows should not be covered up or changed in size unless the proposed change is part of an effort to restore the original appearance of the building.
6. No external security devices (coiling shutters, accordion gates, etc) should be utilized. Alternative security systems such as lighting, alarms, and interior barriers are to be used when necessary.
7. A visual separation should be provided between the first and second story of a building. This element may consist of decorative trim, awnings, or a change of material that creates added relief in order to add a shadow line that delineates the end of the first story.
8. Large buildings, greater that 40 feet in width, should be broken up into smaller visual increments.



PROPOSED C-1 ARCHITECTURAL TREATMENT REQUIREMENTS

Materials

1. All new construction or remodeling that is visible from the public right of way shall utilize materials that appear to be smaller in scale such as brick or clap-board. Larger scale materials, such as concrete block, shall be limited to the rear of the building.
2. Brick selected for new construction or renovation shall reflect the surrounding 19th or early 20th century buildings.
3. Vertical siding is permissible if it reflects the 19th or early 20th century style architecture.
4. All wood shall be finished using either stain or paint. All metal shall be colored; clear coated aluminum or stainless steel is not permitted.

Awnings, Doors, & Windows

1. Multi-pane glass or the appearance of multi-pane glass shall be used to break up larger windows.
2. Awnings shall be consistent with materials used in the 19th or early 20th century (ie. canvas, wood, etc)
3. If awnings are placed on a façade they shall be consistent with shape of the window that they are located over. For example, an awning placed over an arched window shall be arched and an awning placed over a rectangular window shall be a flat topped awning.
4. Awnings shall have a triangular or curved profile.
5. Awnings may not be backlit.
6. Doors should allow visual access to the interior of the building. If the door is solid, it shall be multi-panel. All doors shall be painted or stained to accent the building.

PROPOSED C-1 SIGN REQUIREMENTS

These following requirements are intended to augment the existing Village Sign Regulations outlined in Section 490-46.

1. Signage should be located in a manner that creates a pedestrian friendly atmosphere. Methods to be encouraged are: attached to the façade of the building, hanging signs suspended above the sidewalk, or placement on an awning.
2. The size and location of the signs should respect the architectural elements of the building.
3. Signs painted or posted on the interior of storefront windows should not obstruct visual access to the interior of the building.
4. Temporary signs should be designed and placed in a manner that does not obscure visual access to the interior of the building.
5. Pole signs should be prohibited within the C-I District. Detached signs shall consist of a monument sign no taller than five feet in height and constructed using materials that are consistent with those described in the previous.
6. Perpendicular signs are permitted. Perpendicular sign should not project more than five feet from the façade of the building to which it is attached. There should be a minimum of nine feet of clearance between the bottom of the sign and the sidewalk. The maximum size of a perpendicular sign should be 15 to 20 square feet.
7. Sandwich board signs should be permitted within the C-I District. Sandwich board type signs should be consistent with (colors, graphics, etc) with the building mounted signs.



The image on the left is a good example of an attached sign in Lake Placid. The image on the right is a good example of perpendicular signs in Corning. Both signs are successful in advertising the business while adding to the overall character of the streetscape.

PROPOSED C-1 PARKING REQUIREMENTS

These following requirements are intended to augment the existing Village Parking Regulations outlined in Section 490-44.

Computation of minimum number of parking spaces within the C-1 District:

- 1. Retail, Service, & Professional Office2 spaces per 1,000 sq. ft.
- 2. Medical Office or Clinic6 spaces per 1,000 sq. ft.
- 3. Sit Down Restaurant.....10 spaces per 1,000 sq. ft.
- 4. Restaurant with Drive Thru.....6 spaces per 1,000 sq. ft.
- 5. Artisan or Craftsman Studio2 spaces per 1,000 sq. ft.
- 6. Dance, Art, and Music Studio6 spaces per 1,000 sq. ft.
- 7. Theater..... 1 space per four seats
- 8. Public and Semi-Public2 spaces per 1,000 sq. ft.
- 9. Places of Worship..... 1 space per four seats
- 10. Overnight Lodging 1 space per room
- 11. Residential, Elderly 1 space per unit
- 12. Residential, Non-Elderly
- 13. 1 bedroom unit 1 space per unit
- 14. 2 bedroom unit 1.5 spaces per unit
- 15. 3 or more bedroom units..... 2 spaces per unit

Maximum Number of Parking Spaces

A growing number of communities are placing a limit on the amount of parking that can be built with the downtown area. The long term goal of this approach is to limit the amount of surface parking and to promote shared parking opportunities.

No use should provide more than 10% to 33% in excess of the requirements listed above, except through the submission of a narrative describing the rationale for the spaces requested and through the approval of a special permit. The special permit decision should be based upon:

- 1. What is the rationale for the proposed number of spaces?
- 2. Are there other parking resources available off-site (ie. are there shared parking opportunities or on-street parking available within 1,000 feet of the proposed use)?
- 3. Is the placement and configuration of the proposed parking spaces consistent with the intent and language of the C-1 Zoning District?

Sharing of Parking Facilities

As previously stated, the Village currently allows private uses to share parking with churches or civic uses. The Village should consider modifying this provision to allow two private businesses with complimentary hours of operation to share parking resources. For example, an office or bank could share parking with a restaurant that has a large dinner crowd.

Design & Layout of Parking Facilities

1. Parking should be placed behind the building.
2. Parking should be buffered utilizing a combination of fencing (no greater than four feet in height) and landscaping.
3. Drive thru facilities should be placed to the rear of the building.
4. Driveways and parking lots should be paved and drained.
5. Storage of one (1) commercial vehicle may be allowed on site. The purpose of that vehicle should relate directly to the operation of the permitted use allowed on the site. The storage of more than one (1) vehicle may require a special permit.

PROPOSED C-1 PROCEDURAL REQUIREMENTS

These following requirements are intended to augment the existing procedures within the Village Code.

1. Site Plan Review should be required prior to the issuance of a building or sign permit within the C-1 District. The Village Planning Board should be responsible for the review of these items as part of the site plan review process.
2. Relief from these provisions should be granted by the Zoning Board of Appeals.
3. The Village should reserve the right to retain an architect and engineer to assist the Planning and Zoning Boards with the implementation of these guidelines and standards. The cost incurred by the Village for these services could be paid for by the applicant. These fees could be added to the standard site plan review fees.
4. In order to complete the review, a color rendering and samples or descriptions of the materials to be used should be required by applicants.
5. The demolition of any structure within the C-1 District should be classified as an Unlisted Action by the Village as part of the environmental review process. Site Plan Approval of a proposed re-development plan for the property should be required prior to the issuance of a demolition permit. Relief from this provision could be granted by the Village Board if the structure is deemed to be a safety hazard by the Code Enforcement Officer.

RECOMMENDATIONS FOR IMPLEMENTING PREFERRED ALTERNATIVE

Recommendations for implementation of the preferred alternative are outlined below. They are subdivided into three categories: near term, medium term, and long term. Near term recommendations can be implemented within the next ten years because they are either relatively low cost modifications or funding for these types or improvements may be available. Medium Term recommendations require more planning and funding to implement and can be accomplished in the 10 to 20 year timeframe. The longer term recommendations are generally more expensive and are likely to require significant planning to implement. It is noted that these timeframes align with typical NYSDOT timeframes used for programming funding and that specific improvements can be made sooner as funding becomes available. Opportunities for funding and a description of the funding sources that are available are included on the following pages.

NEAR TERM (0-10 YEARS) RECOMMENDATIONS

- Modify existing signal to be more pedestrian responsive
- Install pedestrian “countdown” signals
- Add striping or other treatment (e.g. streetprint) to highlight crosswalks
- Modify existing striping to include bike lanes
- Install parallel parking space “tees”
- Place removable planters at key locations in downtown area
- Decorate existing cobra head style streetlights & traffic controller box as part of community art project
- Replace/add street trees that do not obstruct storefronts and signs
- Install minor gateway improvements – plantings/signs/art
- Add decorative railing at creek overlook
- Install wayfinding and public parking signs

MEDIUM TERM (10-20 YEARS) RECOMMENDATIONS

- Install raised and flush median treatments in center of road
- Install corner bumpouts
- Install enhanced crosswalks (e.g. pavers)
- Add decorative streets lights
- Install more significant gateway/pocket park features.
- “Festival” street improvements

LONG TERM (20-30 YEARS) RECOMMENDATIONS

- Modify Main Street curb lines to widen Pedestrian Realm
- Install Main Street edge treatment (e.g. brick, pavers, landscaping)
- Advance Village Square and amphitheater concept

Table 12: Grant Funding Opportunities for Plan Recommendations

RECOMMENDATIONS	NYSCA	MSP	SRTS	EPA-SG	TEP	SC-TAG	DEC- UFG	AM	TIP	RTP
NEAR TERM (0-10 YEARS)										
Modify existing signal to be more pedestrian responsive			●		●				●	
Install pedestrian “countdown” signals			●		●				●	
Add striping or other treatment (e.g. streetprint) to highlight crosswalks			●		●				●	
Modify existing striping to include bike lanes			●		●				●	●
Install parallel parking space “tees”					●				●	
Place removable planters at key locations in downtown area		●			●					
Decorate existing cobra head style streetlights & traffic controller box as part of community art project	●	●								
Replace/add street trees that do not obstruct storefronts and signs		●			●		●			
Install minor gateway improvements – plantings/signs/art	●	●			●		●			
Add decorative railing at creek overlook		●			●					
Install wayfinding and public parking signs		●	●		●				●	
Enhance facades along Main Street		●								
Incorporate zoning recommendations into Village Code				●		●				

NYSCA - New York State Council on the Arts; MSP - Main Street Program; SRTS - Safe Routes to School; EPASG - US Environmental Protection Agency Smart Growth Program; TEP - Transportation Enhancement Program; SCTAG - Small Cities Technical Assistance Grant; DECUFG - Department of Environmental Conservation Urban Forestry Grants; AM - Department of Agriculture & Markets ; TIP - Transportation Improvement Program; RTP - Recreational Trails Program

Grant Funding Opportunities for Plan Recommendations

RECOMMENDATIONS	NYSCA	MSP	SRTS	EPA-SG	TEP	SC-TAG	DEC-UFG	AM	TIP	RTP
MEDIUM TERM (10-20 YEARS)										
Install raised and flush median treatments in center of road		●	●		●				●	
Install corner bumpouts			●		●				●	
Install enhanced crosswalks (e.g. pavers)			●		●				●	●
Add decorative street lights		●	●		●					
Install more significant gateway/pocket park features.		●			●		●	●		
“Festival” street improvements	●	●			●			●	●	
LONG TERM (20-30 YEARS)										
Modify Main Street curb lines to widen Pedestrian Realm		●	●		●				●	
Install Main Street edge treatment (e.g. brick, pavers, landscaping)		●			●		●		●	
Advance Village Square and amphitheater concept	●	●						●		

NYSCA - New York State Council on the Arts; MSP - Main Street Program; SRTS - Safe Routes to School; EPASG - US Environmental Protection Agency Smart Growth Program; TEP - Transportation Enhancement Program; SCTAG - Small Cities Technical Assistance Grant; DECUFG - Department of Environmental Conservation Urban Forestry Grants; AM - Department of Agriculture & Markets ; TIP - Transportation Improvement Program; RTP - Recreational Trails Program

Table 13: Description of Potential Grant Sources

NAME OF FUNDING SOURCE	DESCRIPTION	WEB SITE	NEXT ROUND APPLICATION DEADLINE	GRANT \$ AVAILABLE
NYS Quality Communities Clearinghouse	Listing of Grants and Financial Assistance for NYS	http://www.qualitycommunities.org/grants.shtml		
New York State Council on the Arts (NYSCA)	The New York State Council on the Arts is dedicated to preserving and expanding the rich and diverse cultural resources that are and will become the heritage of New York's citizens. Efforts are guided by our belief in the fundamental importance of arts and cultural expression in people's lives and a commitment to serving our three constituencies: artists, arts and cultural organizations, and the public.	http://www.nysca.org/public/grants/index.htm	March 3, 2008 for registration, then Apr 1, May 1, Jul 1, and Sept 5.	Minimum \$2,500; All grants typically require 50% match
New York Main Street Program (MSP)	The NY Main Street grant program provides funds from the New York State Housing Trust Fund Corporation (HTFC) to business improvement districts and other not-for-profit organizations that are committed to revitalizing historic downtowns, mixed-use neighborhood commercial districts, & village centers.	http://www.nymainstreet.org/	March 25, 2008	Maximum \$200K
New York Safe Routes to School (SRTS)	Safe Routes to School (SRTS) is a federal, state and local effort to enable and encourage children, including those with disabilities, to walk and bicycle to school — and to make walking and bicycling to school safe and appealing.	https://www.nysdot.gov/portal/page/portal/divisions/operating/opdm/local-programs-bureau/srts	April 1, 2008	\$25K-\$150K for non-infrastructure projects; \$25K-\$400K for infrastructure projects
Community Development Block Grant (CDBG)	The Small Cities CDBG Program provides funding to Small Cities eligible communities for the development of projects that address new or aging infrastructure. Although streetscape enhancement projects are not eligible, the Village could obtain funding to reconstruct the water and sewer lines under Main Street at the time the enhancements are put into place.	http://www.nysmallcities.com/FundingOpportunities/fundingavailability.asp?gid=30	April 21, 2008	\$400K-\$650K for Towns, Cities, or Villages depending on the nature of the project
US Environmental Protection Agency, Office of Smart Growth (EPASG)	The SGIA program is an annual, competitive solicitation open to state, local, regional, and tribal governments (and non-profits that have partnered with a governmental entity) that want to incorporate smart growth techniques into their future development.	http://www.epa.gov/smartgrowth/index.htm	May 8, 2008	Technical Assistance from EPA Smart Growth Team

Description of Potential Grant Sources

NAME OF FUNDING SOURCE	DESCRIPTION	WEB SITE	NEXT ROUND APPLICATION DEADLINE	GRANT \$ AVAILABLE
Transportation Enhancement Program (TEP)	In recognition that transportation systems are influenced and impacted by more than the condition of the traditional highway and bridge infrastructure, this program enables funding for transportation projects of cultural, aesthetic, historic and environmental significance.	https://www.nysdot.gov/portal/page/portal/programs/tep	June 27, 2008	Varies
NYS Small Cities Technical Assistance Grants (SCTAG)	Municipalities across New York State often have some specific issues or goals that they would like to achieve, but do not have the resources to turn the ideas into a plan of action. The Office for Small Cities provides technical assistance grants to communities to conduct research, analysis and development of a strategic plan that will guide local community development efforts.	http://www.nysmallcities.com/ProgramInformation/documents/TA.pdf	Every Year, Late Summer	Varies, 40% match required.
NYS DEC Urban Forestry Grants (DECUFG)	Grants are designed to encourage communities to actively enhance tree cover along their streets and in their parks, to properly care for and maintain their community trees, to develop tree inventories and management plans, and to inform their residents of the value and benefits of urban trees.	http://www.dec.ny.gov/lands/5285.html	TBD	TBD
NYS Department of Agriculture & Markets (AM)	A matching grant program for the development, implementation or expansion of programs, projects, activities or events which will promote New York State food and agriculture through agri-tourism.	http://www.agmkt.state.ny.us/RFPS.html	Last round, Oct 2007	Maximum \$50K with 100% match requirement
Statewide Transportation Improvement Program (TIP)	The STIP includes both highway and transit projects as well as urban and rural projects on both State and local facilities. NOTE: Many of the improvements identified in the Plan are eligible for funding through the TIP. However, enhancement-type projects are not typically competitive with the bridge and road maintenance and construction projects also funded by the TIP.	http://www.gtcmpo.org/Docs/TIP.htm	2007-2012 TIP Adopted by GTC Board June 21, 2007	Varies
Recreational Trails Program (RTP)	The Recreational Trails Program is a State-administered, Federal assistance program to provide and maintain recreational trails for both motorized and non-motorized recreational trail use.	http://www.nysparks.state.ny.us/grants/programs/recreation.asp	Last round, Oct 2006	Varies

