

D O W N T O W N G E N E V A

PARKING

STUDY

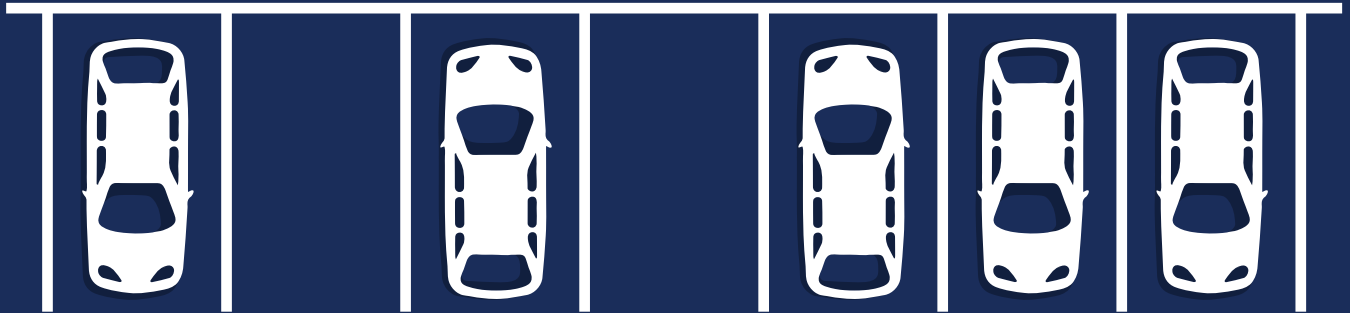


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INTRODUCTION

Purpose

The purpose of this study is to ascertain the adequacy of the parking system in downtown Geneva by documenting and analyzing existing parking demand and supply. The included recommendations are informed by these findings and consider both issues with the current system and opportunities for future improvement.



Overview

Adequate supply, clearly-defined access, and well-managed parking facilities contribute to an area's vitality, connectivity, and accessibility.

On-street parking and off-street parking lots provide vehicular access to businesses, residences, and other amenities and activities. The inclusion or exclusion of parking spaces can impact both real and perceived accessibility, either encouraging or discouraging business patronization and thereby influencing economic development. In the City of Geneva, various attractions – including the Smith Opera House, the Farmer's Market, and the Linden Street Entertainment District – generate significant traffic, making conveniently-located and amply-supplied parking imperative to unimpeded vehicular and pedestrian circulation.

The City of Geneva has undertaken this parking study to analyze, mitigate, and eliminate downtown parking concerns. The City envisions this study as part of a broader strategy for economic development, capitalizing on recent and planned investments in downtown, in order to ensure continuing opportunity for growth and revitalization.

Key Takeaways from this Study

Based on occupancy and utilization data, it was determined that parking in downtown Geneva does not presently meet target occupancy rates and is therefore underutilized. However, public feedback indicates that motorists perceive a lack of parking. Although this lack of parking is unsupported by the data, this study makes strategic recommendations to address this perception and other issues and opportunities.

Issues:

- 1 Perceived lack of parking
- 2 Confusing regulations and signage
- 3 Limited overnight parking options
- 4 Concerns regarding pedestrian safety
- 5 Reduced viability of development due to excessive parking standards

Opportunities:

- 1 Simplified regulations
- 2 Walkability and wayfinding improvements
- 3 Residential and employee permits
- 4 Innovative parking technologies
- 5 Strategically-located increases in supply
- 6 Parking standards and shared parking provisions that encourage development



Study Area

The study area encompasses the City of Geneva's downtown core; comprised of approximately 231 acres and bounded by Lewis to the north, Pulteney to the west, Seneca Lake to the east, and Hamilton to the south. Most of the city's restaurants, retail, residential, and mixed-use structures are located in this area.

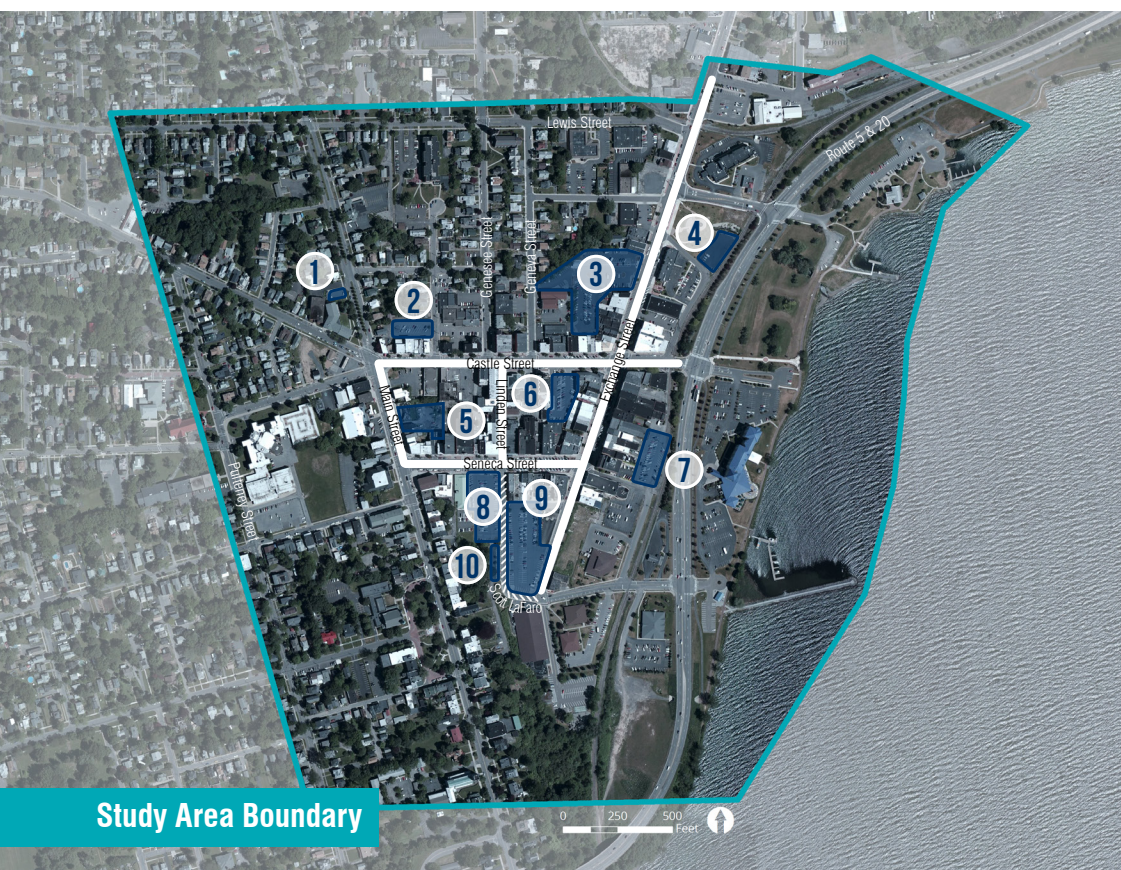
On-Street Parking Facilities

An analysis of on-street parking supply and demand was performed for Main, Linden, Castle, Seneca, Scott LaFaro Drive, and Exchange from Elizabeth Blackwell to Railroad Place. These streets are located within the Business Improvement District, are zoned as B-2 Business, and, with the exception of Scott LaFaro Drive, are fronted by densely-packed commercial buildings. Aside from Route 5 & 20, Exchange, Seneca, and Castle Streets are the most heavily-traveled arterials in downtown Geneva, experiencing between 6,500 and 9,500 vehicles per day on average. Existing on-street parking regulations were also studied within the area bounded by Main, Lewis, Exchange, and Seneca Streets.

Off-Street Parking Facilities

An analysis of off-street parking supply and demand was performed for a total of 10 surface lots in the City of Geneva, all of which are publicly owned. These lots are commercially zoned and are located within either the B-1 Business or B-2 Business districts. As such, many of these lots are utilized by residents and visitors patronizing businesses along the previously-mentioned commercial corridors.

Posted signage was used to determine existing regulations within these lots.



Legend

- Study Area Boundary
- Publicly-Owned Lots
- On-Street Parking
- No On-Street Parking

Off-Street Lot Names

- 1** Library
- 2** Elm Street
- 3** Exchange Place
- 4** Bicentennial Park
- 5** 305 Main Street
- 6** City Hall
- 7** Franklin Street
- 8** Seneca Street
- 9** South Exchange Street
- 10** Scott LaFaro Drive

Methodology

To gauge existing parking conditions in downtown, a complete analysis of parking capacity and occupancy was undertaken using the following methods:



Existing Parking Inventory

Visual field inspections were utilized to determine the location, quantity, type, and restrictions associated with existing on- and off-street parking facilities.



Occupancy Counts

Field occupancy counts were tabulated during representative weekdays and weekends in January and April during morning (8AM to 10AM), midday (11AM to 1PM), afternoon (4PM to 6PM), and evening (7PM to 9PM) periods to determine the number of vehicles found utilizing parking spaces within the study area.



Compilation of Results

Parking utilization rates were determined by comparing the existing inventory with the observed occupancy of the parking system during various time periods.



Public Participation

A Steering Committee was created to help guide the study and confirm the findings of this report. Interactive public workshops were also held to enable the community to provide feedback.





PUBLIC ENGAGEMENT

Overview

Throughout the planning process the public has played a vital role in developing the considerations and recommendations. Engaging members of the community that are impacted by the existing parking conditions within the Study Area is critical when creating recommendations. The public engagement process was comprised of stakeholder meetings, focus group meetings, Steering Committee meetings, public meetings, and an internet-based survey.

Engagement Process

- | | |
|---|-----------------------------|
| 2 | Public Meetings |
| 2 | Focus Group Meetings |
| 3 | Steering Committee Meetings |
| 1 | Electronic Survey |

Process

The project team engaged residents, business owners, and City staff through interactive workshops, innovative presentations, and web-based surveys throughout the plan development. The input gained from the public was invaluable and allowed the project team to tailor the plan to on-the-ground, local experiences. Components of the public engagement process were undertaken through the Downtown Revitalization Initiative (DRI).

Staff Liaison

The City of Geneva created a group of City staff that guided the project team and acted as liaisons for the City residents. The liaisons were charged with steering the project team in the correct direction and ensuring that the resulting vision, goals, and strategies were compatible with the City's existing environment. The liaisons met with the project team three times. During the first meeting, the project team presented existing conditions data including. During the second meeting, the project team presented more extensive data, further analysis of the parking scenarios, and preliminary recommendations. During the third meeting, the project team walked the City staff through the draft plan, including focused recommendations as well as implementation and phasing.

Focus Groups

Through the DRI planning process, the project team met with a handful of residents and local business owners to discuss which aspects of the parking system are working well and which aspects they would like to see changed.

What is the Downtown Revitalization Initiative?

The City of Geneva was selected in 2016 to receive \$10 million through the Downtown Revitalization Initiative (DRI). The DRI is a statewide effort to improve the urban vitality of city centers across New York State. The goal of the DRI is to fund priority projects that transform downtown neighborhoods into vibrant communities where the next generation of New Yorkers will want to live, work, and raise a family.

The State's Regional Economic Development Councils (REDCs) nominated ten DRI communities after evaluating each downtown's potential for significant transformation. The DRI is an innovative and comprehensive approach to the revitalization of downtowns. The DRI is chaired by former New York Secretary of State Cesar A. Perales, along with a specialized team of planners from the Department of State and the private sector, with support from the Empire State Development, the Division of Homes and Community Renewal, and other state agencies.

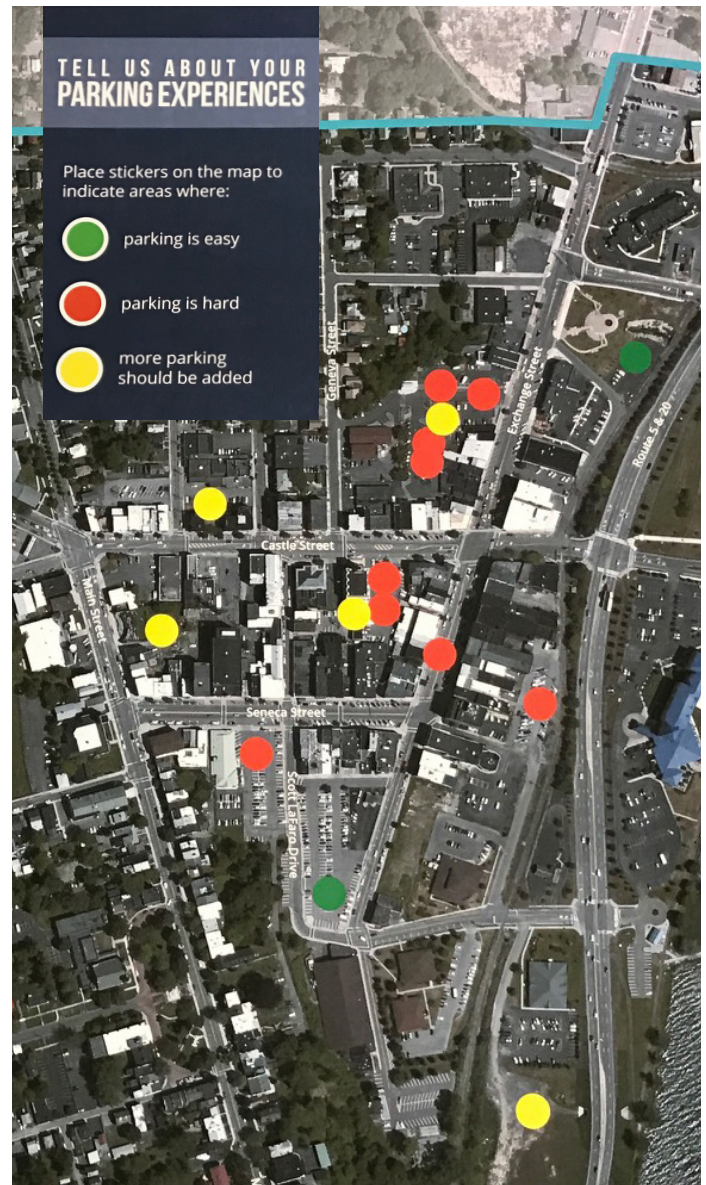


Public Meeting #1

A public meeting was held in June 2017. The project team introduced the process and progress that was completed to date. Existing conditions data was presented, as well as a number of scenarios that analyzed the different utilization percentages of both the on-street and off-street parking spots. Following the presentation, the project team asked participants to engage in an interactive workshop. For more detail, refer to Appendix D.

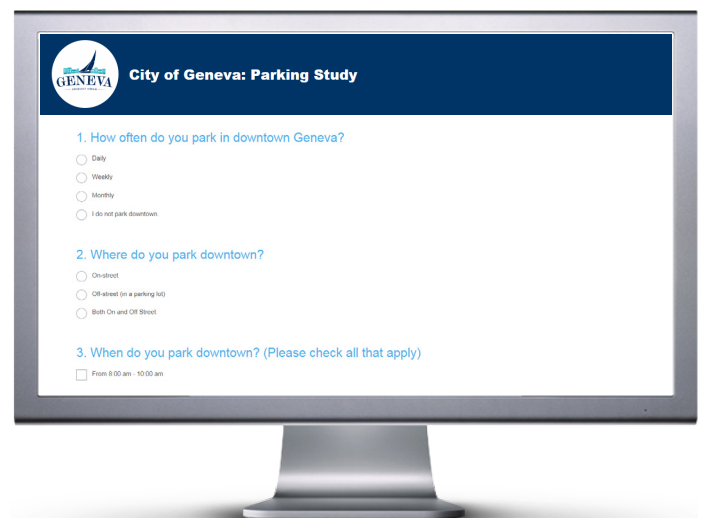
Public Meeting #2

A public meeting was held on October 16, 2017. The project team reviewed the analysis, methodology and recommendations. The goal of the meeting was to present the proposed recommendations and get feedback from participants. Following the presentation, participants were asked to give feedback on implementing a residential parking permit system. The participants were receptive to the permit system and expressed that the system would ultimately allow residents to park overnight. For more detail, refer to Appendix D.



Web Based Survey

In June 2017, the project team released a web-based survey, which was advertised through the City's email list-serve and posted on the City's website. Participants were asked 11 questions, ranging from how often they park downtown to whether they would be willing to pay to park downtown. The survey received 146 responses that provided crucial insight into the parking opportunities and constraints felt by the public. All feedback received was taken into consideration as recommendations were developed. For results from the web based survey refer to Appendix E.





INVENTORY

Overview

Using a combination of field and aerial imagery assessment, the number of on- and off-street parking spaces in the study area was determined. Parking supply refers to the total number of spaces available for use.

United States

800,000,000

estimate of total spaces

33%

percent of off-street spaces

Downtown Geneva

803

estimate of total spaces

69%

percent of off-street spaces

Terminology

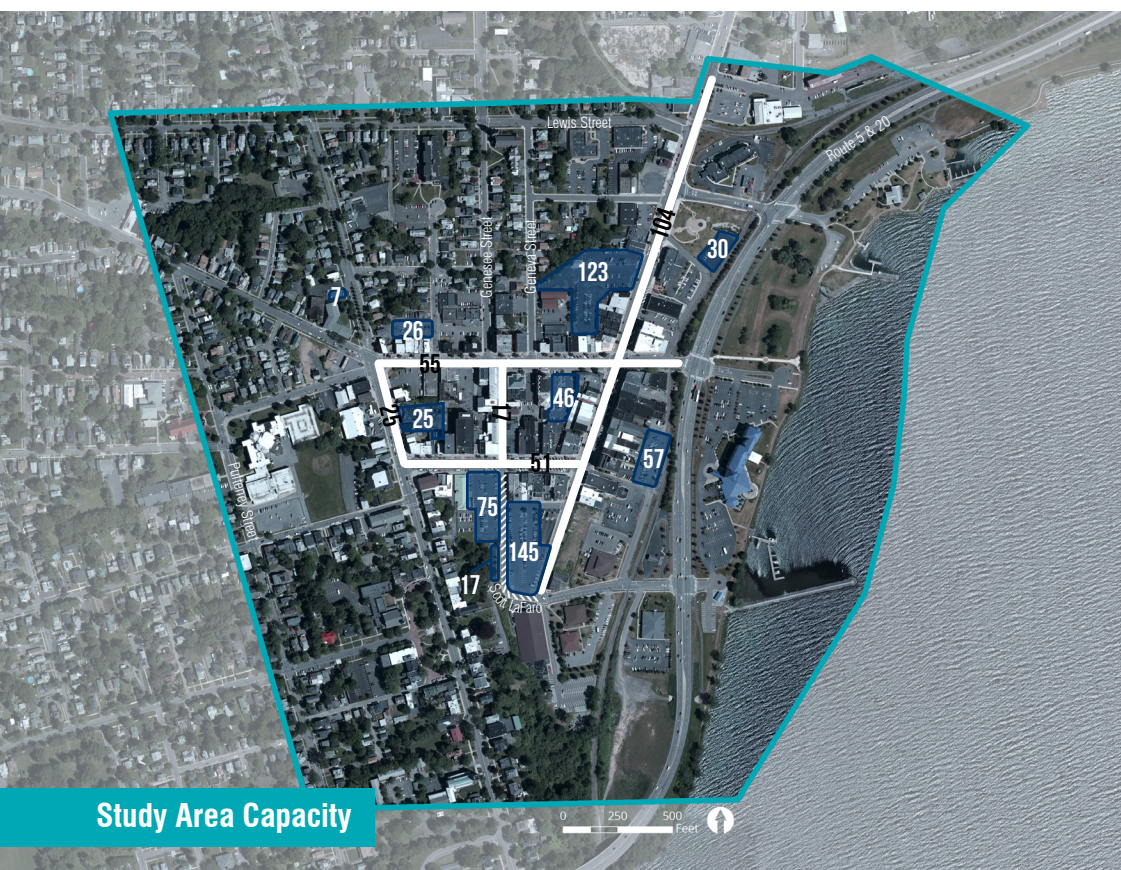
Parking is typically categorized into on-street and off-street parking.

Off-street parking falls into four different categories:

- City owned off-street public parking;
- City owned off-street private parking;
- Privately owned off-street public parking; and
- Privately owned off-street parking that is dedicated to a specific use.

For this study, the off-street spaces inventory includes only City owned public parking. On-street spaces – which are located on the side of the street, along the curb in the public right-of-way – are also included in this study because they are managed and maintained by the City. Private lots were not included in the inventory as they are not regularly available for public use.

From a management perspective, there are critical differences between on-street and off-street parking. The supply of on-street parking is fixed. The City's ability to expand the supply of on-street parking spots is constrained by the existing road surface. In order to increase the supply of on-street parking spots, the City must reconfigure the existing road network. Increasing the supply of off-street parking spots, however, can be undertaken by developing new facilities; such as surface lots, structured parking garages, or underground garages. However, the financial and environmental costs associated with developing new or expanding existing facilities can be very high.



Legend

- Study Area Boundary
- Public Off-Street Spaces
- On-Street Spaces
- No On-Street Parking

On-Street Supply

There are a total of 252 on-street parking spaces – 7 of which are handicap accessible – along Linden, Main, Seneca, Castle and Exchange Streets within the study area. These spaces are clearly delineated with pavement markings and exist on both sides of the street, except along Linden Street, where spaces are located only on the west side of the street. Most parking spaces are parallel to the street, though some parts of Seneca, Castle, and Exchange Streets have spaces angled at 45-degrees. No on-street parking exists along Scott LaFaro Drive.



On-Street Supply Summary

Total

252
on-street spaces

7

handicap spaces

Linden Street

17
on-street spaces

0

handicap spaces

Main Street

25
on-street spaces

0

handicap spaces

Seneca Street

51
on-street spaces

3

handicap spaces

Castle Street

55
on-street spaces

2

handicap spaces

Exchange Street

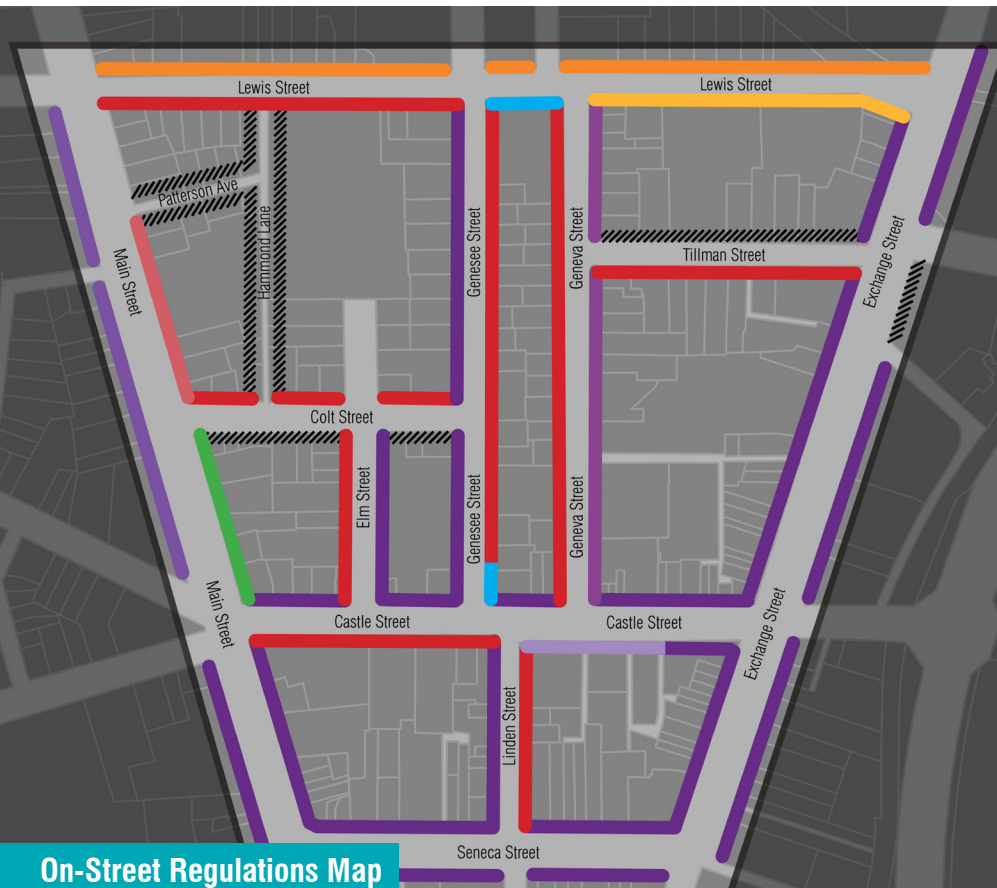
104
on-street spaces

2

handicap spaces

On-Street Regulations

There are 10 different on-street parking regulations within the area bounded by Main, Lewis, Exchange, and Seneca Streets, all of which are time-restricted. The most common regulation is some variant of 2-hour parking, either restricted to business hours (8AM to 6PM or 9AM to 5PM) or expressly prohibited overnight (2AM to 6AM). The next most common regulation is some variant of no parking, either restricted altogether or prohibited overnight on certain days. Overnight parking is allowed on the east side of Main Street, between Lewis and Colt, on Mondays, Wednesdays, Fridays, and Sundays and on alternating sides of Lewis Street throughout the entire week.



On-Street Regulations Map

Legend

- **2 hour parking**
- **2 hour parking, 8AM - 6PM**
except Sundays and holidays
- **2 hour parking, 9AM - 5PM**
except Sundays and holidays
- **2 hour parking,**
no parking 2AM - 6AM on Mon.,
Wed., Fri., Sun. from Dec. 1 - Apr. 1
- **15 minute parking, 8AM - 6PM**
except Sundays and holidays
- **handicap parking only**
- **no parking**
- **no parking, 2AM - 6AM**
on Tues., Thurs., Sat. from Dec. 1 - Apr. 1
- **no parking, 2AM - 6AM**
on Mon., Wed., Fri., Sun.
- **no parking, 2AM - 6AM**
on Tues., Thurs., Sat.
- //// **no signs posted**

Off-Street Supply

In the studied lots (refer to Study Area Boundary map on page 3), there are a total of 551 publicly available, off-street parking spaces, 17 of which are handicap accessible. Most lots have striped spaces, though unmarked spaces exist in the Bicentennial Park and 305 Main Street lots.



Off-Street Regulations

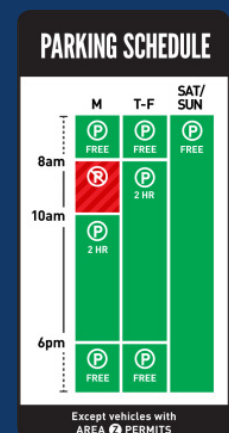
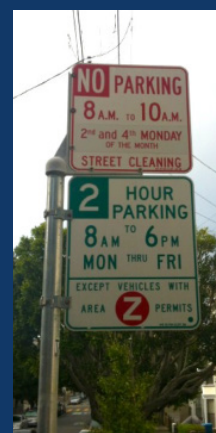
At least twelve different off-street parking regulations exist in the studied lots. In the Exchange Place lot alone, there are seven different posted regulations. The most common regulations include variants of 10- or 3-hour parking during business hours (8AM to 6PM) but prohibited overnight (2AM to 6AM) on certain days. A few studied lots did not have any posted signage.



Simplifying Regulations and Signage

Parking regulations are intended to balance a variety of needs including: allowing for snow removal and street cleaning, encouraging turnover, enabling residents to find convenient parking, supporting loading and other business activities, and preventing excessive stays. Parking signage is therefore a physical manifestation of a very complex system. The more complicated the regulations, the harder the signage is to understand, and the more frustrating parking is for motorists. Thus, it is nearly impossible to simplify signage without simplifying the underlying regulations.

Oftentimes, simplifying regulations results in less parking for everyone since certain regulations, like those that account for plowing, must be retained. For example, the sign at right displays the regulations described at left in a more easily-understandable format. But, in doing so, the simplified sign had to omit the original regulation that prohibited parking from 8AM to 10AM on every 2nd and 4th Monday, instead opting for no parking on any Monday from 8AM to 10AM.



ADA Accessibility

A total of 24 handicap, or ADA accessible, spaces exist both on- and off-street in the study area. The majority of these spaces are located in off-street lots. Of the off-street spaces, 14 include a hatched access aisle, making them van accessible. In regards to on-street parking, the south side of Lewis Street between Genesee and Geneva Streets and the southeastern-most portion of Genesee Street are restricted to handicap parking only. The City of Geneva's ADA accessible parking spots make up 3% of the total available parking supply, which is above the national average of 2%.



ADA Accessibility Summary

Total

24

handicap spaces

14

van accessible

On-Street

7

handicap spaces

0

van accessible

Public Off-Street

17

handicap spaces

14

van accessible

Americans with Disabilities Act (ADA)

In accordance with the ADA, a certain number of handicap accessible spaces are required in off-street parking lots, with the required number depending on the size of the lot. These spaces are to be located on the shortest accessible route of travel to the entrance of the building. Van accessible spaces include a wide access aisle to accommodate wheelchair lifts.



Location of ADA Accessible Spaces

The location of ADA accessible spaces are shown below. The red lines indicate spaces that are not only handicap accessible but also van accessible. Van accessible parking spaces require wider dimensions: 98 inches of vertical clearance to accommodate the extended van height and either 96 inches or 132 inches in width. Van accessible parking spaces also require an adjacent aisle for loading and unloading wheelchairs. If the van accessible space is 96 inches wide, the adjacent aisle must be at least 96 inches. Spaces that are 132 inches wide must have aisles that are at least 60 inches.

It is important that handicap and van accessible spaces are located in areas of high demand, such as near the Smith, the Farmer's Market, and along Exchange Street. The ample provision of handicap spaces in these areas, or lack thereof, informed recommendations included later in this study.



Legend

- Study Area Boundary
- Publicly-Owned Lots
- Handicap Parking Spaces
- Van Accessible Parking Spaces

Off-Street Lot Names

- 1 Library
- 2 Elm Street
- 3 Exchange Place
- 4 Bicentennial Park
- 5 305 Main Street
- 6 City Hall
- 7 Franklin Street
- 8 Seneca Street
- 9 South Exchange Street
- 10 Scott LaFaro Drive

Inventory Summary

The design and availability of parking has the potential to shape both the feel and look of a city. Parking availability affects the quality of life of citizens and visitors and has the power to limit or accelerate the growth and development of a city. A balanced mix of parking and other land uses and a combination of on- and off-street spaces are vital components to a thriving downtown.

The City of Geneva has an adequate amount of total available parking spaces, both on-street and off-street. As seen below, the City has a total of 803 available parking spaces within the core downtown study area.

Lots located along the lakefront were not included in this study. Based on public and City input, it was determined that the lack of pedestrian connectivity to these lots limited their use, meaning that utilization data for these lots was not reflective of experiences in the downtown core. For a parking analysis including the lakefront lots refer to Appendix B.

Study Area Parking Availability Summary

Total

803

parking spaces



On-Street

252

parking spaces

31%



Public Off-Street

551

parking spaces

69%



Handicap Accessible

24

parking spaces

3%

of total





UTILIZATION

Overview

The utilization of the parking system was measured by comparing the observed occupancy to the number of available spaces. The resulting utilization rate was used to identify areas where parking is adequately supplied as well as areas where additional parking may be necessary.

The project team performed occupancy counts twice during 2017 to ensure that data from various scenarios was considered. Counts were performed on a weekend in early January and on weekdays in late April.

“Normal” and “Blended” Conditions

Occupancy counts were performed under “normal circumstances,” though local conditions are likely to vary during the school year and during special events and holidays. To account for these above-average conditions, the highest occupancy counts recorded during each time period were blended to determine utilization rates, thereby creating a reasonable picture of typical use.

Blended Occupancy Counts

It is important to use representative data when analyzing the parking system and making recommendations. Utilization of the parking system varies by hour, by day, by part of week, and by time of year, based on weather conditions and events, such as the Farmer's Market or shows at the Smith Opera House. As such, observations from a single day are not representative of the variable utilization of the parking system. To account for variation, occupancy counts were performed in January and April of 2017. The January counts reflect the seasonally lower parking rates that occur during the winter months due to inclement weather, while the April counts reflect the effects of warming weather and an increase in demand during the school year. The April counts were also scheduled to coincide with special events at the Smith Opera House, which result in increases in visitation and parking utilization. Blending the January and April data accounts for variations caused by weather and events, and produces blended counts that are more representative of the average utilization of the parking system throughout the year.



Linden Street.

Creating Blended Occupancy Counts

January Counts (1/6/17 & 1/7/17)

- Morning: 8AM - 10AM
- Midday: 11AM - 1PM
- Afternoon: 4PM - 6PM

April Counts (4/19/17 & 4/26/17)

- Morning: 8AM - 10AM
- Midday: 11AM - 1PM
- Afternoon: 4PM - 6PM
- Evening: 7PM - 9PM

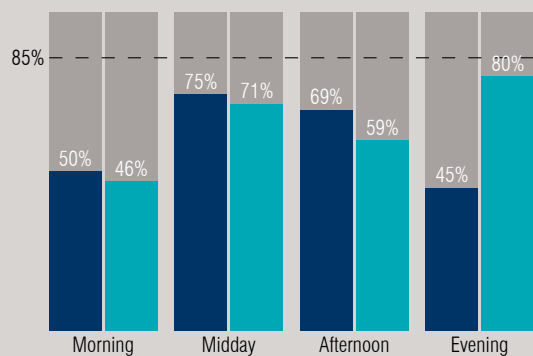


Blended Counts

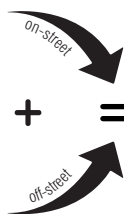
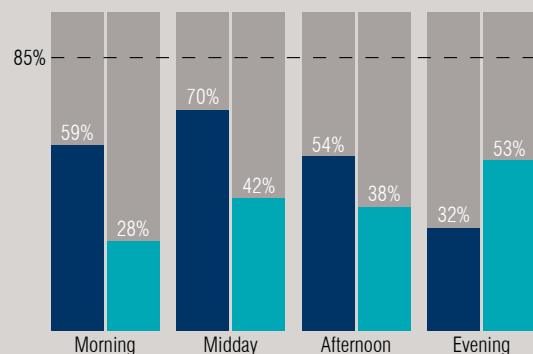
Created using the highest count numbers for each time period for both weekday and weekend scenarios.

Utilization Data

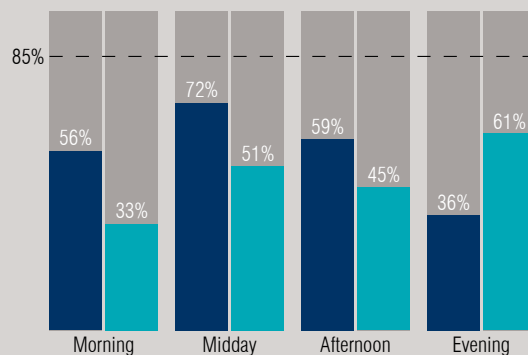
On-Street Occupancy



Off-Street Occupancy



Total Utilization | On- and Off-Street



Parking utilization is one of the central concepts of parking management. Whether in reference to on-street parking or to an off-street parking lot, parking utilization describes the percentage of spaces that are occupied at any given time.

85% Occupancy Target

Generally, 85% occupancy is a desirable target at which most spaces are full but arriving drivers can easily find an open space. For on-street parking, 85% occupancy means about one open space on each block, allowing easy access to businesses but also creating a bustling downtown environment. At lower occupancy, there is more parking than

necessary, taking up space that could be more productively used for other purposes. At higher occupancy, it is difficult for drivers to find an unoccupied space, causing them to circulate and generate excess traffic, or leave the area altogether. From this perspective, too much parking can be just as harmful as too little parking.

Utilization Analysis

Parking utilization rates reflect the relationship between parking supply and demand. Low occupancy rates indicate that many spaces are empty or unused. While this scenario may be convenient for motorists, low occupancy rates can also suggest that parking is oversupplied or overpriced. High occupancy rates, however, could suggest that existing supply does not adequately accommodate demand or that parking is underpriced.

Ideally, parking utilization should achieve 85% occupancy, whereby most spaces are filled but motorists are still able to find a space relatively easily.

In downtown Geneva, occupancy data shows that parking is generally underutilized, both on- and off-street, during morning, midday, and evening time periods. Utilization rates never exceed the optimal 85% target, suggesting that there is adequate (and slightly excessive) parking availability in the downtown area.

In general, on-street spaces are more utilized than off-street spaces, and weekday utilization is greater than weekend utilization except during the evening time period. On-street occupancy is nearing the 85% target during weekday midday and weekend evening time

periods, meaning that priced on-street parking may soon be warranted, for specific scenarios.

The following maps show utilization throughout the parking system based on the blended counts described above. To calculate utilization, the number of spaces occupied was divided by the total number of available parking spaces. For both the weekday and weekend scenarios, utilization is presented on average and for each time period: morning (8:00AM to 10:00AM), midday (11:00AM to 1:00PM), afternoon (4:00PM to 6:00PM), and evening (7:00PM to 9:00PM).

What is a Utilization Analysis?

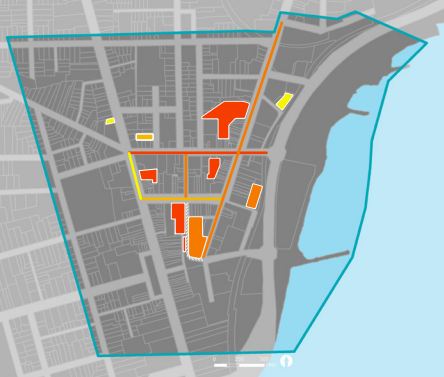
Utilization analysis is a statistical method for determining the availability of parking in a given area. Based on field data and observations, this analysis can be used as a tool for assessing if either surplus or inefficient parking supply exists for a given community. The findings of the analysis are integral to determining the City's approach to parking management.

Utilization Calculation

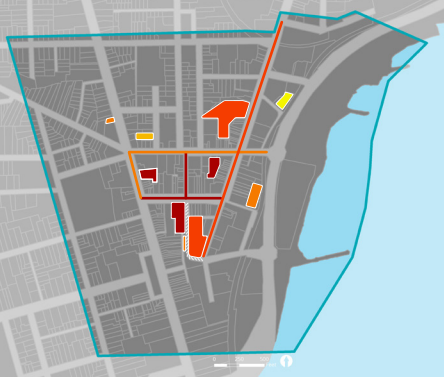
$$\text{utilization \%} = \frac{\text{\# of occupied spots}}{\text{total \# of available spots}} \times 100$$

Weekday Utilization Maps

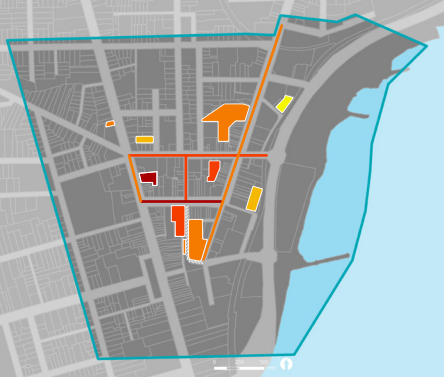
Morning (8:00AM to 10:00AM)



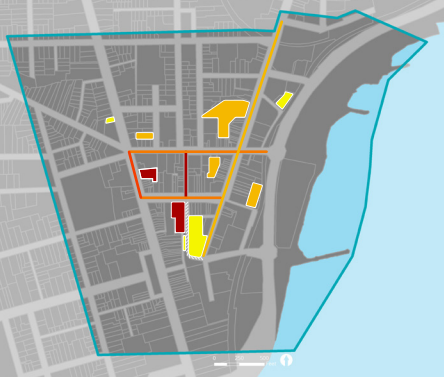
Midday (11:00AM to 1:00PM)



Afternoon (4:00PM to 6:00PM)



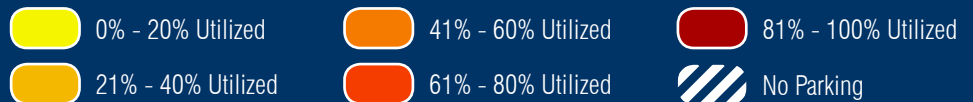
Evening (7:00PM to 9:00PM)



Average Weekday Utilization



LEGEND



Weekday Utilization Summary

Typically, the 305 Main and Seneca Street lots and Linden and Seneca Streets are the most heavily utilized weekday parking areas.

Lot #8 (the Seneca Street lot), located on Seneca Street and Scott LaFaro Drive, and Lot #5, located at 305 Main Street, are most consistently utilized, with an average utilization percentage between 81% and 100%. The least utilized off-street parking lot is Lot #4, adjacent to Bicentennial Park, with an average utilization percentage between 0% and 20%. Both the Library (Lot #1) and Elm Street (Lot #2) lots are relatively underutilized as well, averaging between 21% and 40%.

During the morning, midday, and afternoon periods, the lots nearest the downtown core businesses – such as the Exchange Place, 305 Main Street, City Hall, Seneca Street, and South Exchange Street lots – are the most utilized compared to the other lots.

During the evening period, the 305 Main Street and Seneca Street lots remain heavily utilized, while the adjacent South Exchange Street lot averages between 0% and 20% utilization. Increased pedestrian connectivity between this lot and businesses along Seneca Street may transform this lot into a more desirable overflow lot when the Seneca Street lot reaches capacity.

The on-street parking analysis reveals that Linden Street and Seneca Street are heavily utilized, averaging between 61% and 80% utilization. On-street utilization for all of the studied streets is particularly high during the midday and afternoon periods, while Main and Linden Streets are most heavily utilized during the evening period.

Resident and Employee Parking Profiles

Parking demand profiles are based on the distinct behaviors and needs of different user groups. A balanced approach to managing utilization rates can improve convenience for the parking user, but ultimately does not mean that every person will be able to park in their desired location free of cost.

Residents: typically have a strong preference to park in close proximity to their homes. They also have a variety of parking needs including: long-term, short-term, and guest parking. The Study Area is a highly desirable area for residential uses, meaning that the parking system must accommodate the varied needs of urban retail and residential users.

Employees: typically prefer to park in close proximity to their workplace, but may be willing to park farther away. Employees are more likely to consider farther options if they are incentivized or if these options are long-term, allowing the employee to park for the extent of their shift without needing to move their car to conform to parking regulations.

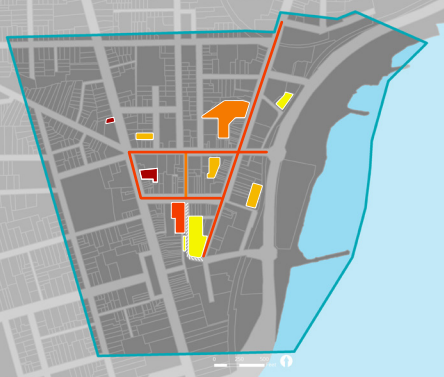


Weekend Utilization Maps

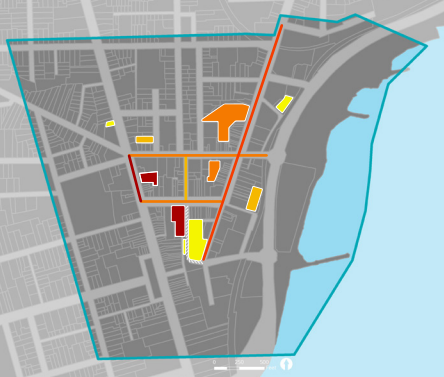
Morning (8:00AM to 10:00AM)



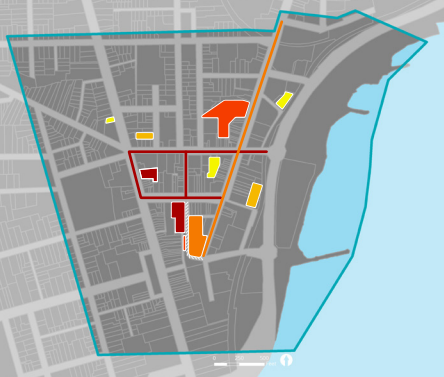
Midday (11:00AM to 1:00PM)



Afternoon (4:00PM to 6:00PM)



Evening (7:00PM to 9:00PM)



Average Weekend Utilization



LEGEND



Weekend Utilization Summary

Typically, the 305 Main and Seneca Street lots and Main, Castle, Exchange, and Seneca Streets are the most heavily utilized weekend parking areas.

On average, the 305 Main Street lot (Lot #5) is the most heavily utilized off-street parking lot, with an average weekend utilization percentage between 81% and 100%. The Seneca Street lot (Lot #8) is also heavily utilized during the weekend, with an average utilization percentage between 61% and 80%. During the afternoon and evening time periods, the 305 Main and Seneca Street lots average between 81% and 100% utilization, most likely due to their proximity to the Smith Opera House and local restaurants.

Lot #4, adjacent to Bicentennial Park, is consistently underutilized during all four time periods, with a utilization percentage between 0% and 20%. Formalizing Lot #4 and enhancing its wayfinding and pedestrian access may encourage its use, and create a viable overflow lot for those seeking to patronize businesses along Exchange Street.

Customer Parking Profiles

Customers: parking demand profiles vary significantly based on customers' destination and trip purposes. Some customers may only need to park for a short period of time and will, in turn, place a higher priority on being able to park quickly and conveniently near their destination. Customers who are shopping for leisure, attending a movie or show at the Smith Opera House, or going to dinner may be more willing to park farther away depending on the duration of their stay. Locating parking in a centralized area can encourage customers to park once and walk between destinations, increasing the possibility that they stop at an unplanned destination within the Study Area.



Seneca Street.

Demand Summary

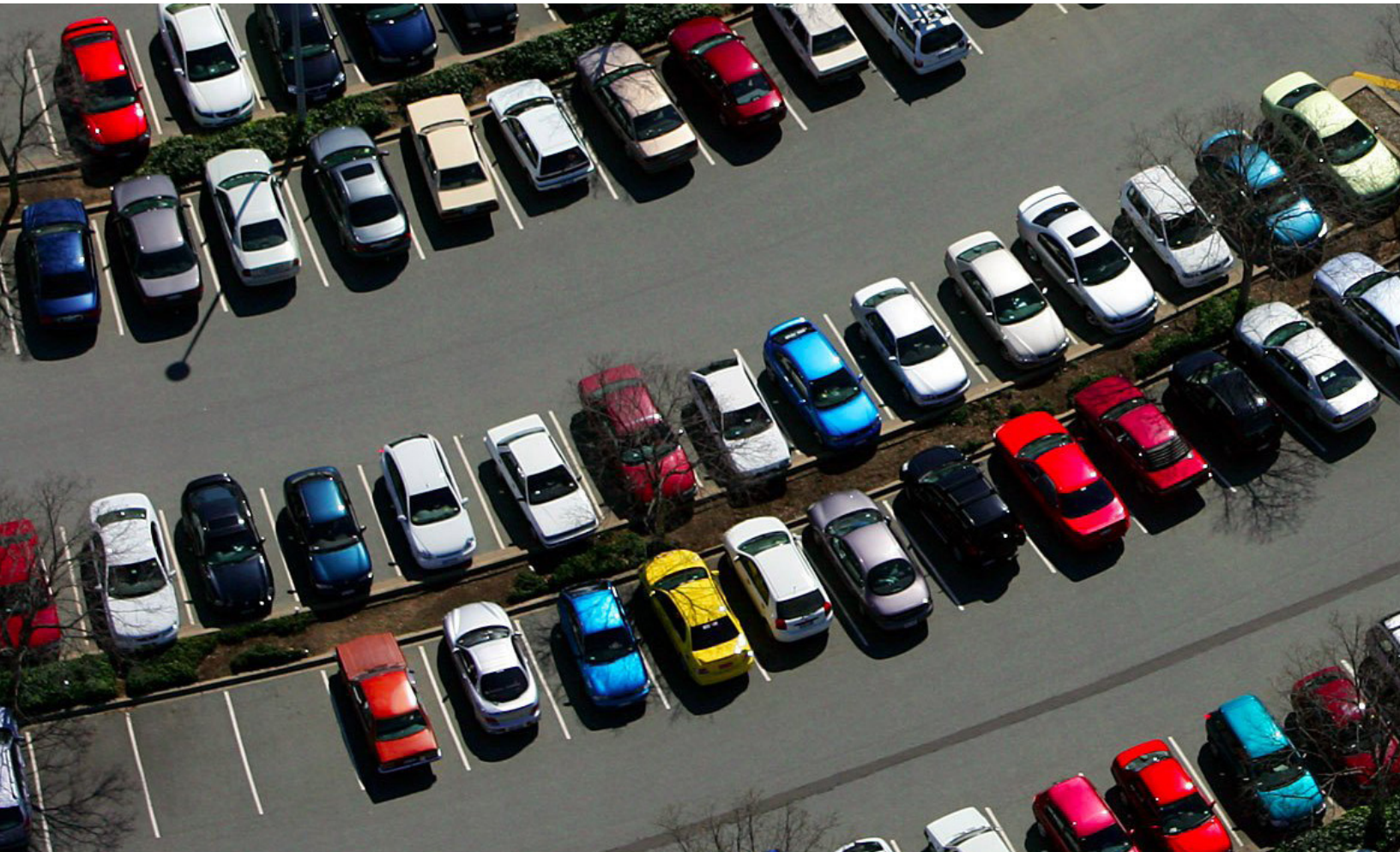
The ability to provide a balance between supply and demand is especially challenging with parking, since spaces are available to the public on a first-come first-served basis. For instance, employees – who traditionally arrive first – tend to dominate areas that are close to employment areas. This prevents subsequent customers from accessing the spaces nearest goods and services, creating an inconvenience and possibly deterring motorists from visiting certain areas. Such a scenario evidences the importance of parking to the patronization of local businesses and to the success of the local economy.

Understanding the different needs and behaviors of various users is integral to the proper functioning of the parking system. A variety of factors influence motorists choice of parking including: weather conditions, physical disability as it relates to the need for parking in close proximity, willingness to walk to the final destination, and duration of the trip. Those attending longer-duration events – such as sporting event or shows at the Smith Opera House – may be willing to park farther from their destination. By contrast, an individual who needs to quickly pick up children or carry a large bag of goods may be less willing to park farther away.

By constructing “parking demand profiles” of different users, as enumerated above, the project team was able to determine where and when certain parking preferences would be most likely to occur within the Study Area. Parking supply and demand must consider these profiles in order to appropriately reflect and accommodate the needs and preferences of different user groups. While no one group has the “right” to a parking space, understanding the different perspectives of users can help clarify the best use of parking spaces.



Castle Street.



KEY FINDINGS

Overview

Prior to making final recommendations, the project team considered various options to improve parking in downtown Geneva. These options take into account the data analyzed in the previous sections, as well as public and Steering Committee input. The following pages describe the key findings and considerations specific to Geneva's downtown parking.

Public Feedback

In order to gather local knowledge and experiences as they relate to parking in downtown Geneva, the project team conducted a series of public workshops and events. The project team also consulted with the Steering Committee, comprised of local leaders and officials, on a regular basis to review and discuss findings and to assist with public outreach.

Pricing Parking

Utilization counts in downtown Geneva do not indicate an immediate need for priced parking.

Overall, utilization counts show that parking is underutilized, both on- and off-street during all time periods, with total utilization never exceeding 85%. However, on-street utilization is nearing 85% for the weekday midday and weekend evening time periods. The City could continue to monitor utilization and begin pricing parking when utilization exceeds 85% at certain locations or during certain time periods. Alternatively, the City could begin immediately pricing on-street parking during the most heavily-utilized time periods. Though drivers often begrudge paying for parking, studies have shown that pricing parking makes it easier to find spaces and generates business by increasing turnover.



Public Meeting Feedback

When asked whether they would pay for parking, most residents indicated that they would be unwilling to pay for parking anywhere downtown, regardless of the day of the week, the time of day, or the availability of a free shuttle.

Case Study: Old Pasadena, CA

To prevent employees from using curbside spaces in downtown Old Pasadena, meters were installed and the City began pricing parking. Business owners initially opposed the meters, claiming customers would go to shopping centers with free parking instead. To appease these concerns, the City offered to spend all the parking meter revenue on public investments in the downtown area.

After meters were installed, sales tax revenue increased and the on-street occupancy rate averaged at 83%, just under the optimal 85% rate.

Additional benefits of metered parking include:

- Increased turnover of on-street spaces due to time restrictions
- Prevention of employees taking curbside spaces that would otherwise be used by patrons

New Parking Areas

The City could acquire or lease strategically-located private lots that are currently used by the public for parking, and could better formalize existing public lots.

The underutilization of Geneva's parking system suggests that there is adequate supply for existing businesses and residents with room for additional growth. Driver perception, however, would indicate otherwise.

Since visitors and residents are often reluctant to walk more than 5 minutes or 0.25 miles from their parking spot to their destination, a misguided perception of lack of parking exists. This perception suggests that there are not enough public lots located near popular destinations.

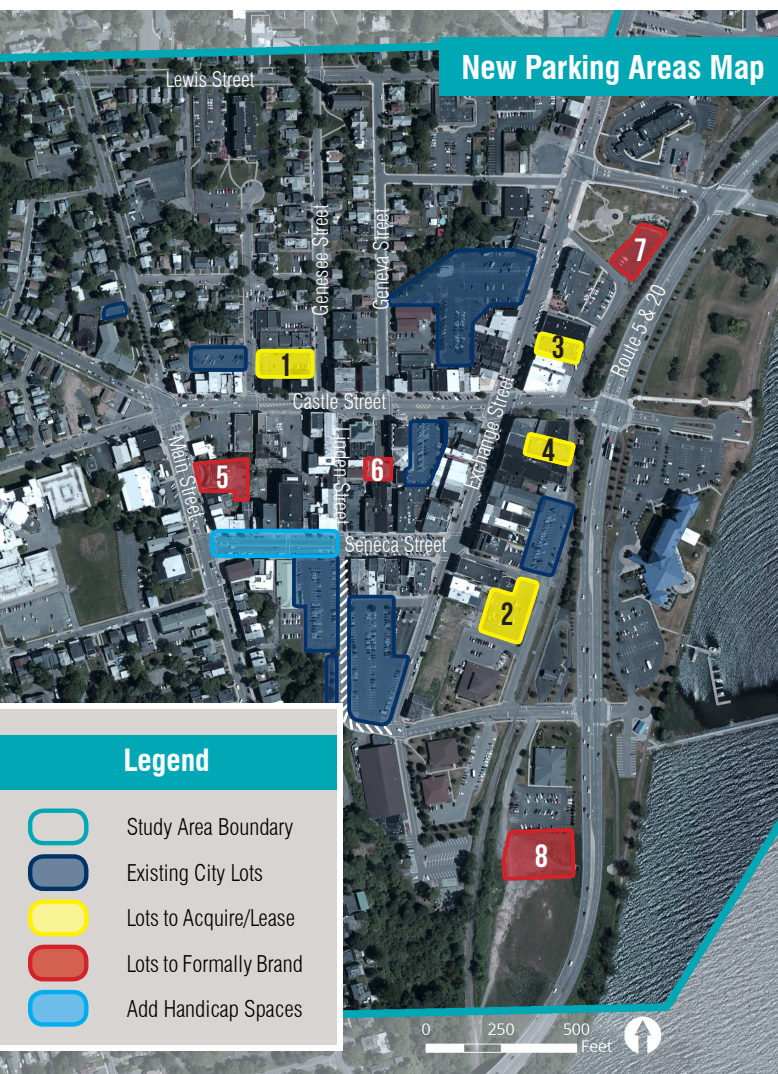
To address this constraint, the City could consider acquiring or leasing strategically-located, existing surface lots that are primarily used by the public at present, but would be further formalized and branded as municipal lots. These lots could include:

1. 218 Genesee Street (Finger Lakes Times lot)
2. 537 South Exchange Street (1 Franklin Square lot)
3. 405 Exchange Street (L & R Restaurant lot)
4. 473-475 Exchange Street (lot behind Antique Co-op)

By acquiring or leasing existing lots rather than creating new lots, the City would not increase the amount of surface parking downtown but would better utilize existing lots. Additional City-owned lots that would benefit from more formal branding include:

5. 305 Main Street lot
6. Lot behind City Hall
7. Bicentennial Park lot
8. Tunnel lot

The City could also consider creating handicap spaces in high-demand locations, such as near the Smith.



Public Meeting Feedback

Residents indicated that some downtown events disrupt their ability to park on-street or in municipal lots. Moving events like the Farmer's Market and Cruisin' Night to the lakefront lots would free up spaces downtown for residents and customers. Residents also suggested limiting the number of City employees and vehicles that park in the City Hall lot.

Better Utilize Lakefront Lots

The City could implement a free shuttle system to transport people from peripheral lots to the downtown core during peak times or popular events.

Compared to downtown surface lots, municipal lots along the lakefront are particularly underutilized. This underutilization is most likely related to their distance from the downtown core as well as the intimidating nature of crossing Route 5 & 20.

In order to address both of these concerns, the City could implement a free shuttle system to transport people from peripheral lots to the downtown core during peak times or popular events. It should be noted that offering a shuttle service free of charge would make it difficult for the City to recoup its costs. The City could also build off momentum generated by the recent Downtown Revitalization Initiative in order to improve walkability, connectivity, and wayfinding between the lakefront lots and downtown, especially along Route 5 & 20. Enhancing the pedestrian experience between the lakefront lots and downtown may enable the City to re-brand these lots as “park and walk” lots.

Public Meeting and Survey Feedback

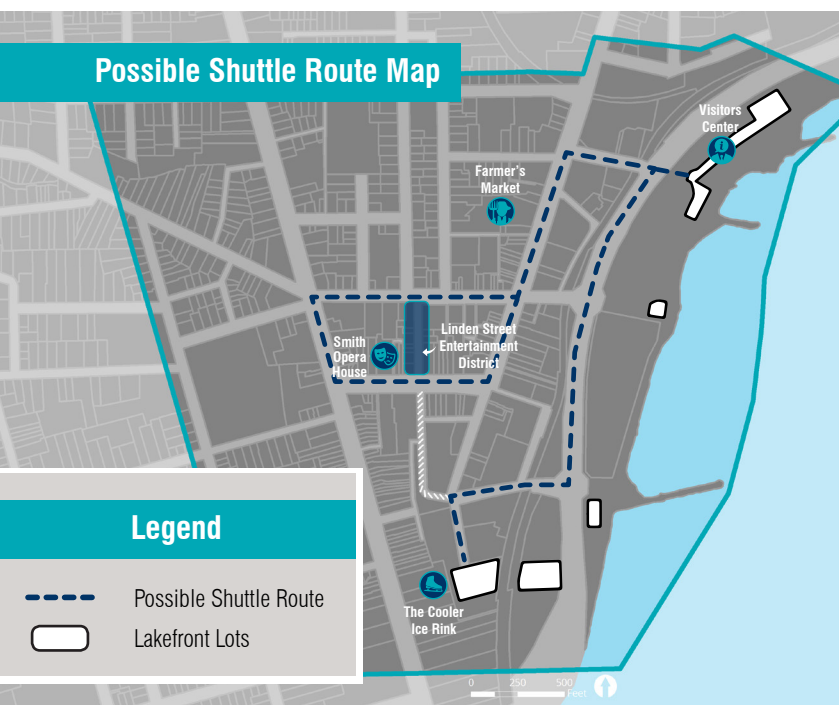
Based on feedback from the public meeting and online survey, most residents indicated that they would be unwilling to take a free shuttle from the lakefront lots to downtown.



What is a “Park and Walk” Lot?

A successful “park and walk” or “park and stride” lot encourages people to park once and travel on foot or via public transit to multiple destinations. Park and walk environments necessitate excellent wayfinding and an inviting pedestrian experience. Convincing people to park farther away than they normally would means creating an environment where people actually want to walk; a human-scaled environment with attractive facades, well-lit sidewalks, safe crossings, and a variety of destinations and storefronts along the way. By discouraging people from parking directly in front of their final destination, park and walk environments increase foot traffic.

Possible Shuttle Route Map



Wayfinding Signage

The City could increase the frequency and improve the consistency of downtown wayfinding signage.

When it comes to parking, perception is often the reality, making it equally as important to address perception issues as it is to address physical deficiencies. Though the data suggests that parking is adequately supplied, drivers feel that there is not enough parking. As previously mentioned, this perception results in part from residents' and visitors' unwillingness to walk very far from their parking spot to get to their final destination. However, this perception may also be impacted by insufficient wayfinding. Put simply, people may be unaware of existing municipal lots or unaware of how short the walk is to their destination due to a lack of directional signage.

Downtown Geneva currently has a limited number of signs directing visitors and residents to available parking. No naming convention exists for existing public lots and some lots are not formally branded. In order to enhance the effectiveness of its wayfinding system, the City could increase the frequency of signage throughout downtown, especially for lots people may be unaware of such as the lakefront lots. The City could also improve the consistency of its signage and branding, ensuring that signs are similar in appearance and that lots are named and branded following a recognizable structure. Ultimately, each public lot could be given a site-specific name which could appear on signage at the entrance to each lot.

Primary public lots, such as the Seneca Street, South Exchange Street, and Exchange Place lots, and important destinations like the Smith Opera House should display large kiosks signs that include a map with street journeys to popular destinations. Downtown Geneva already has some kiosk signs but these existing signs could be enhanced by including walking distances in minutes (as opposed to miles).



S. Exchange Street Public Lot

Walk Geneva!



- ← **Smith Opera House** 2 MIN
- ↑ **Farmer's Market** 6 MIN
- **Long Pier** 6 MIN

Example Wayfinding Sign

Showing people that they are only a 5-minute walk from certain destinations could mitigate the existing perception issue and might discourage people from continuously circling to find a parking spot closer to their destination. Effective wayfinding signage also improves the pedestrian experience and walkability.

Innovative Wayfinding Technologies

Wayfinding is not limited to static signage; it can also be integrated into innovative technologies such as mobile phone apps and web-based platforms.

Mobile apps exist that enable drivers to find and pay for parking on their smartphones, rather than using meters. By determining the driver's location, the app automatically directs him to parking spaces, determines how much he should be charged per hour, and can send reminders before his parking session is set to expire.

Other technologies are able to detect when each on- or off-street space is occupied or vacant. These sensors can be aerial or in-ground. The data acquired by these sensors can be integrated into other technologies such as a mobile app to direct drivers to available spaces, a digital street-side monitor showing the number of available spaces in real time, or a back-end program enabling the City to analyze vehicle-by-vehicle, minute-by-minute data on the actual usage of its parking system.

In addition to mobile apps, online options also exist for interactive wayfinding. The City of Rochester, for instance, offers an online parking map that is integrated with GIS, allowing the user to navigate throughout downtown, click on a lot, and be presented with information about rates, regulations, and availability. More sophisticated maps include a query feature that allows users to search for locations where on- and off-street parking is available on a certain day, at a certain time, and for a certain duration. Interactive online parking maps could also include points of interest as well as pedestrian-friendly routes connecting these destinations to each other and to "park and walk" lots.

It is important to consider that Geneva's population is generally older, meaning that any implemented technologies should be accessible and easy to use for all ages and abilities.

Cleverciti Systems: Digital Wayfinding

Cleverciti Systems offers vehicle detection sensors that can be mounted on existing facades or lampposts in order to remotely determine the exact location of available parking spaces, providing data that can then be integrated into apps, signs, and databases. A single sensor is capable of monitoring 100 parking spaces.



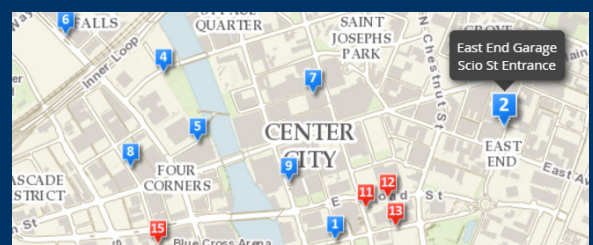
mobile app that directs drivers to available spaces



digital sign that shows availability of spaces in real time

Interactive Parking Maps

Rochester's online parking map includes location, pricing, and time limit information.



Pedestrian Enhancements

Combined with wayfinding improvements, pedestrian enhancements could strengthen walkability downtown and support Geneva's identity as a uniquely urban place to live.

Although Geneva is an inherently walkable community with densely-packed storefronts, well-landscaped sidewalks, a human-scale feel, and level gradation, many people are unwilling to walk from their parking spot to their final destination. This unwillingness may result from the pedestrian environment being perceived as unsafe or uninviting, especially at night or when crossing Route 5 & 20. To capitalize on pedestrian connectivity improvements to Route 5 & 20 recommended as part of the recent Downtown Revitalization Initiative, the City could consider improving lighting and crosswalks in the downtown core in order to address safety issues.



Innovative Crosswalk Technologies

When presented with different crosswalk options, residents at the public meeting preferred red brick, elevated crosswalks as opposed to the traditional white striped, street-level crosswalks. Elevated brick crosswalks are more distinctive and are more likely to indicate the possible presence of pedestrians to drivers.



Residents also preferred lighted crosswalks, especially for nighttime safety. Once activated by push-button or automatic detection, these LaneLights begin flashing when a pedestrian enters the crosswalk. LaneLights are installed flush with the roadway making them plow- and bicycle-safe.



Parking Lot Design

When properly designed and constructed, parking areas can be attractive, safe, efficient, and easy-to-use.

Though often overlooked, parking lots are important public spaces. Indeed, parking lots are often the first locations that visitors experience when arriving downtown, meaning that the appearance of and atmosphere conveyed to the user are particularly important. When programmed correctly, parking lots can project a positive image of the City and create a meaningful first impression.

Effective parking lot design elements include safe pedestrian walkways, easy access for wheelchairs, nighttime and safety lighting, and landscaping that offers shade, green spaces, and screening. Other improvements consider the environment, like parking lot islands which are small green spaces that break up the pavement area and reduce the heat island effect. Such treatments also provide the opportunity to implement green infrastructure which minimizes stormwater runoff from impervious surfaces like pavement and can alleviate persistent flooding issues.

What is Green Infrastructure?

Parking lots often have drainage issues since pavement does not effectively absorb rainwater. Green infrastructure absorbs and filters stormwater runoff and prevents it from flowing into the sewer system. These features restore some of the natural processes required to manage water and create healthier urban environments. Such treatments include porous pavement, bioswales, rain gardens, planter boxes, vegetated medians, and edge buffers.



Public Meeting Feedback

During a public meeting, residents noted that existing parking lots in the downtown core need to be beautified for both aesthetic and safety reasons. Landscaping, lighting, and furnishings – such as benches and bike racks – can greatly improve the appearance and perceived safety of existing parking lots. Well-landscaped and screened parking lots are also less of an eyesore in the urban fabric and, if properly designed, can create vegetated relief in the streetscape.



Zoning

Geneva's zoning code requirements are not particularly excessive, but may benefit from enhanced shared parking provisions.

Zoning codes that require high amounts of parking and close proximity to uses often hinder efforts to repurpose existing buildings, since parking is typically a major cost of redevelopment within an established downtown. High requirements also risk the unintended consequence of encouraging the creation of new (but unnecessary) surface parking, thus negatively impacting the urban fabric and streetscape environment. By reducing parking requirements and making them more flexible, it is possible to make downtown more attractive to developers, and encourage redevelopment of existing buildings, rather than new development that tears down historic structures to add additional surface parking.

Geneva's existing parking standards require a minimum of 1 space per dwelling unit and 1 space per 300 square feet of retail space. The zoning code also requires that parking be located on the same lot or within 500 feet of the lot that it serves. The code also stipulates that businesses located in the Business District, which encompasses most of the study area used in this analysis, are not required to provide on-site parking for their patrons or employees, who can use nearby municipal lots instead.

Shared parking allows adjacent properties to share their parking lots – so long as they have different peak hours of parking demand – thereby reducing the number of parking spaces that each individual property has to provide. For example, the Finger Lakes Community College lots could be shared with nearby uses in the evenings or on weekends. Shared parking ensures that lots do not lie empty for long periods of time, reduces the amount of space devoted to parking, supports more compact development, and creates opportunities for open space and landscaping.

Too Much Parking?

Contrary to popular belief, too much parking can actually be detrimental to a downtown's urban fabric, limiting the compact scale of the environment and hindering walkability. As shown below, many parcels in downtown Geneva have surface parking lots.



Removing Parking Minimums

Excessive parking requirements have significantly impacted the urban form of many American downtowns, resulting in huge gaps between buildings and reducing walkability. These requirements also promote driving, raise development costs, increase stormwater runoff, and create urban heat islands. Oftentimes, parking minimums reflect the number of spaces needed for the maximum parking demand, leaving a costly oversupply on all but a peak parking day.

Many communities are removing these standards altogether while other communities include an interim step of cutting existing standards in half. After Spartanburg, South Carolina eliminated its parking standards in 2007, focus was placed on pedestrians rather than vehicles and downtown redevelopment became more viable.

Residential and/or Employee Permits

A residential permit program may encourage downtown living by ensuring resident parking for an extended period of time.

Recent and planned investment in downtown, as well as the implementation of projects identified in the Downtown Revitalization Initiative will attract new residents and visitors to Geneva. To ensure that residents and businesses have ample parking opportunities – especially in situations where surface parking is shared or minimums have been removed – the City could implement a permit parking system, allowing residents and employees to park in designated municipal lots, regardless of posted regulations.

For downtown residents, such a system would allow overnight parking, alleviating frustration associated with on-street restrictions that prohibit parking from 2AM to 6AM. The system would also allow residents to leave for more than one night without worrying about moving their car. Landlords would also benefit from such a system, as they would be able to advertise “free parking” by including the cost of parking in their rent. This system would ensure convenient and constant access to parking, which may encourage residence in the downtown area. To prevent misuse of this system by local college students, year-round passes could be less expensive per month than school-year passes. Temporary passes for visitors (or for residents who do not want to buy an annual pass) could be purchased at the City Clerk’s office or online.

An additional facet of the parking permit system could prevent employees from parking on-street by requiring them to park in nearby municipal lots instead. Freeing up on-street spaces in the Business District for customers and visitors would benefit downtown businesses and reduce on-street parking difficulties. These permits could be purchased either by the employer or by the employee. To encourage compliance with the system, the City could explicitly prohibit employee on-street parking

Focus Group Feedback

Members of a focus group, some of whom are downtown residents, indicated that the public would be willing to pay upwards of \$100 for a parking permit, implying that such a system would be widely supported. This \$100 fee could be a one-time annual payment or a monthly charge. The City should solicit public feedback to determine exactly how much residents would be willing to spend. The Committee also noted that revenue from the permit system would inevitably make up for the revenue lost from the reduced number of tickets written for overnight violations.



in its zoning code and via signage or, alternatively, the City could subsidize these permits.

Possible locations for parking permit spaces include:

- Seneca Street lot
- Scott LaFaro Drive lot
- South Exchange Street lot

Outreach Program

A formal outreach and communications program would ensure residents have the most up-to-date parking information.

To reduce confusion and frustration associated with posted parking regulations as they pertain to street cleaning and plowing, the City could implement a community outreach program to send out timely reminders. Residents could opt-in to the program in order to receive text, email, or phone alerts indicating when cars will need to be moved off certain streets.

The outreach program would enable the City to inform residents if plowing plans change as a result of snowfall. Should a weather-related emergency be declared, the City can provide residents and business owners with up-to-date information about when certain streets will be plowed.

PlowTrax: Plowing Outreach System

The City of Rochester operates an online platform for residents to see the location of plows and determine the time at which a given street was last plowed. During snow events, the platform is updated every five minutes based on the GPS locations of the City's plow fleet.



City of Rochester, NY
Lovely A. Warren, Mayor

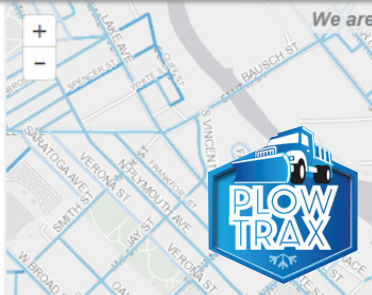
What has been plowed?

What has been plowed?

Enter your street address

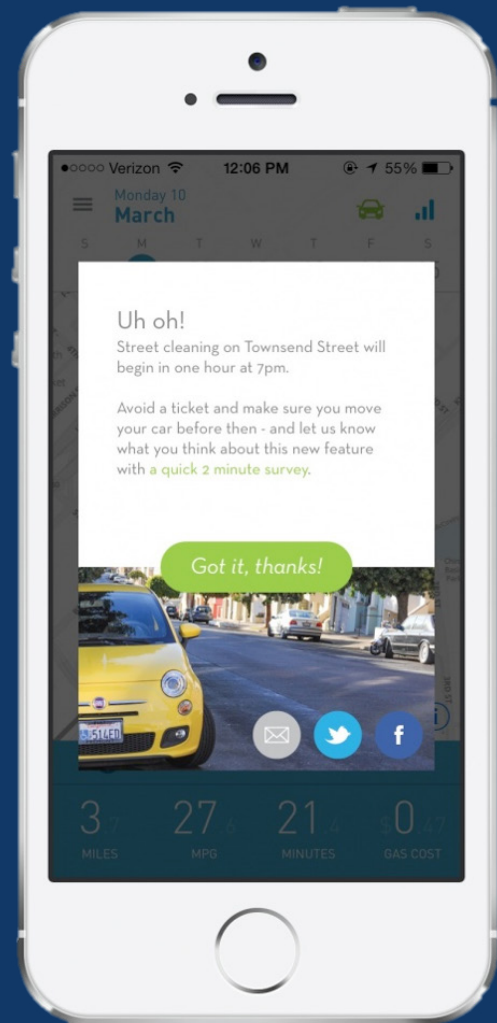
Use my location

Last 6 Hours
6 to 12 Hours
12 to 24 Hours
24 to 48 Hours
More than 48 Hours



MetroMile: Outreach System

San Francisco uses the MetroMile app to allow users to get notifications about street sweeping. The app comes with a device that plugs into the diagnostic port below a car's dashboard which enables the app to track the location of the user's car, cross-reference city data to determine the street sweeping schedule in that location, and notify the user 12 hours and 1 hour before he must move his car in order to avoid being ticketed. A similar concept could be applied to plowing, as well.



Changeable Parking Signs

Changeable parking signs could allow the City to address parking management issues in real-time.

In addition to an outreach program, real-time, changeable parking signs can be implemented to respond to special events, emergencies and weather conditions. In addition to temporary messages, these signs can also be pre-programmed to display different regulations for different days or times. Such signs could prove especially useful in Geneva, where winter storms sometimes require emergency plowing and road closures.

Public Meeting Feedback

During a public meeting, residents were asked to participate in an interactive workshop where they were given ten options for innovative parking management technologies. Participants were asked to choose the options they would like to see implemented in Geneva. The majority of participants chose changeable parking signs. Because changeable parking signs are similar in appearance to traditional parking signs, they are easy to understand and are particularly attractive to the common user.

changeable signs **60%**

other signs **40%**

Visionect: E-Ink Traffic Sign Features



Solar Powered.

Completely self-sustainable.



Instant, Real-Time Updates.

Remotely customizable via 3G connections.



Nighttime Visibility.

Includes automatic, front-panel light.



Glare Proof.

E-ink is readable even in direct sunlight.



Cost Savings.

More cost-effective than temporary signs.





IMPLEMENTATION STRATEGY

Overview

As shown in the previous analysis, parking in downtown Geneva is generally underutilized, although driver perception indicates otherwise. The following strategy attempts to lay a road map for implementation that addresses perception issues, make posted regulations more convenient and easier to understand, reduce the number of spaces required for new developments, and improve the design and appearance of surface lots. Holistically, these recommendations are intended to enhance the convenience and usability of the parking system.

Timeframe of Recommendations

Each recommendation is associated with a timeframe that identifies when it could feasibly be completed:

- **Immediate:** 2018-2020
- **Mid-term:** 2021-2023
- **Long-term:** 2024 and beyond

Consider New Supply | Immediate

To increase the number of public off-street spaces available in downtown Geneva, it is recommended that the City consider acquiring or leasing the following lots:

- 218 Genesee Street (Finger Lakes Times lot)
- 537 South Exchange Street (1 Franklin Square lot)
- 405 Exchange Street (L & R Restaurant lot)
- 473-475 Exchange Street (lot behind Geneva Antique Co-op)

Depending on whether the property owner's interest changes in the future, it may also be possible to acquire or lease the Verizon lot.

Acquiring or leasing existing informal lots would enable the City to increase supply without paving new surface lots. Additional supply would make it easier for people to park closer to their final destinations, addressing the pervasive perception of lack of parking.

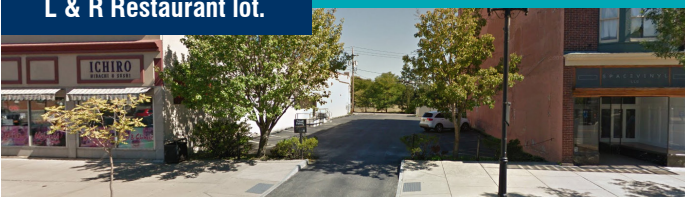
Finger Lakes Times lot.



1 Franklin Square lot.



L & R Restaurant lot.



Brand Existing Lots | Immediate

All municipal lots should have similar signage and identification. Lots should be given recognizable, site-specific names and city branding should appear on signs at lot entrances. Public parking directional street signs should also be consistent in appearance and should include the lot naming convention.

To ensure that municipal lots are well-defined and project a feeling of safety, informal lots should be paved, striped, and signed. Lots that require immediate formalizing include:

- 305 Main Street lot
- Lot behind City Hall
- Bicentennial Park lot

Once branded, the City could consider additional infrastructure improvements in these lots, including paving, striping and beautification.

Bicentennial Park lot.



305 Main Street Lot



Allow Shared Parking | Immediate

At present, Geneva's zoning code does not include provisions for shared parking. Implementing shared parking would prevent the creation of unnecessary surface parking and would alleviate some of the burdens associated with new, downtown developments. Shared parking also ensures that lots are consistently used throughout the day, rather than solely at peak times.

Although the code does not require businesses to provide on-site parking in the Traditional Urban Design District (which encompasses much of this analysis' study area) and also allows spaces in municipal lots to be counted against the on-site requirements in the Business District, shared parking provisions should be formally recognized in the zoning code. Such provisions could be applied city-wide or in a designated area, such as the downtown core, through the use of an overlay district.

The City should enter into shared parking agreements with:

- Finger Lakes Community College
- Finger Lakes Times (if the lot cannot be acquired)
- Verizon (if the lot cannot be acquired)

Verizon lot.



Pedestrian Enhancements | Immediate

To complement wayfinding enhancements, the City should also undertake pedestrian enhancements on all major downtown corridors. Enhancements will further strengthen walkability and pedestrian safety throughout downtown, encouraging people to walk instead of drive.

Priority for pedestrian enhancements should be along the Route 5 & 20 corridor in order to encourage a park and walk environment between the underutilized lakefront lots and downtown. Safe and inviting crosswalks along Route 5 & 20 are imperative to improving pedestrian access between the lakefront and downtown.

Pedestrian enhancements should also be focused along Castle and Exchange Streets as these are important downtown, commercial thoroughfares with significant potential to attract pedestrians. Along these streets, enhancements at mid-block crossings are prioritized, since these crossings are not as noticeable as signalized intersections.

The following recommendations will make crosswalks more noticeable and slow drivers:

- Illuminated crosswalk in front of the Smith (and other popular nighttime locations)
- Red brick crosswalks on Castle and Exchange
- Raised table intersections at dangerous intersections (i.e. the 5-point intersection by the library) and unsignalized four-way intersections

Pedestrian enhancements along Castle.



Residential Permit System | Immediate

In order to address the lack of overnight parking availability in downtown Geneva, the City should implement a parking permit system, enabling those with residential permits to park overnight in designated areas.

Short-term parking (i.e. overnight) should be provided in municipal lots including:

- South Exchange Street lot
- Exchange Place lot

Long-term parking (i.e. residents who are going out of town without their vehicle, visitors who are staying with a resident that does not have overnight parking) should be provided in:

- Scott LaFaro Drive lot

Employee Permit System | Immediate

To prevent employees from taking highly sought-after on-street spaces, the city could also expand its parking permit system to include employees. It is recommended that the employee permit system be phased in over time, starting as a pledge to park in certain locations during businesses hours and possibly formalizing into a requirement.

Since increased turnover and availability of on-street spaces would ultimately benefit the City, it may consider reserving a certain number of spaces in the following lots for employees to use during business hours free of charge:

- South Exchange Street lot
- Exchange Place lot

A more formalized system might require employers or employees to purchase these spots.

Strengthen Enforcement | Immediate

Residents and other stakeholders have voiced concerns over the inconsistent enforcement of parking regulations. Inconsistent enforcement in the downtown core is particularly problematic because it reduces turnover of on-street spaces – enabling cars to remain parked longer than the posted regulation – thereby hindering other motorists' ability to find parking.

Rather than issuing tickets through the Police Department, the City should consider hiring a full-time, weekday parking enforcement officer. A dedicated officer would improve the consistency of enforcement and, when combined with simplified regulations, would prevent both confusion associated with and misuse of the parking system.



15-minute Loading Zone | Immediate

Throughout the process a number of businesses located in the downtown stated that they need parking spots in close proximity to their business. This would ensure that their patrons can load and unload without the potential for the space to be utilized by a parked car.

To address this issue, the City should consider implementing 15-minute loading zones in strategic locations downtown. Businesses within the downtown would have the opportunity to apply for a loading zone in rear parking areas or apply for a temporary permit.



Add Handicap Spaces | Mid-Term

To allow convenient access for Geneva's elderly and disabled population, handicap spaces should either be moved to more high-demand locations or additional spaces should be created in these locations.

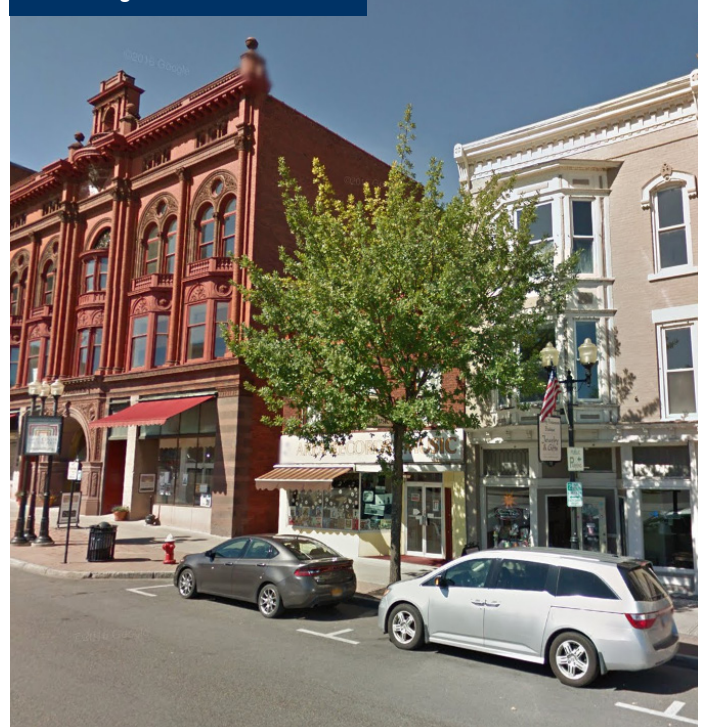
Prime locations for handicap parking include:

- On-street in front of the Smith Opera House
- Seneca Street lot
- On-street in front of City Hall
- City Hall lot

Public surveys could also be used to determine locations most in need of additional handicap spaces.

It should be noted that it is fairly easy and relatively low cost for the Department of Public Works to ensure that handicap spaces are readily available throughout the downtown core.

Parking in front of the Smith.



Implement Wayfinding System | Mid-Term

The City should strengthen its existing wayfinding system with cohesive, branded elements. Better wayfinding would make the downtown environment more pedestrian-friendly and would help direct drivers to municipal lots.

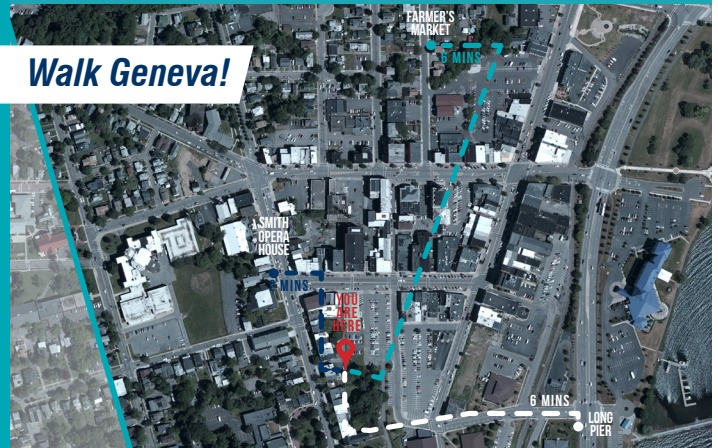
The City should consider locating “park and walk” signs in the lakefront lots to increase utilization and encourage travel via foot or public transit. Additionally, the City should update its large kiosk signs to include maps with street journeys. Including walking distance in minutes rather than miles on these maps would effectively show people how close they really are to their final destination, again encouraging a park and walk environment. Smaller, pedestrian directional signs could also include walking distances. As previously mentioned, vehicular directional signs should refer to municipal lots by their naming convention.

Example wayfinding signage.



S. Exchange Street Public Lot

Walk Geneva!



- ← Smith Opera House 2 MIN
- ↑ Farmer's Market 6 MIN
- Long Pier 6 MIN

Existing kiosk sign in the Castle Street lot.



Reduce On-Street Regulations | Mid-Term

Currently, a wide variety of on-street parking regulations exist in downtown Geneva, causing confusion for motorists. To make the parking system more easily understandable, it is recommended that the City reduce the number of variations of its existing regulations.

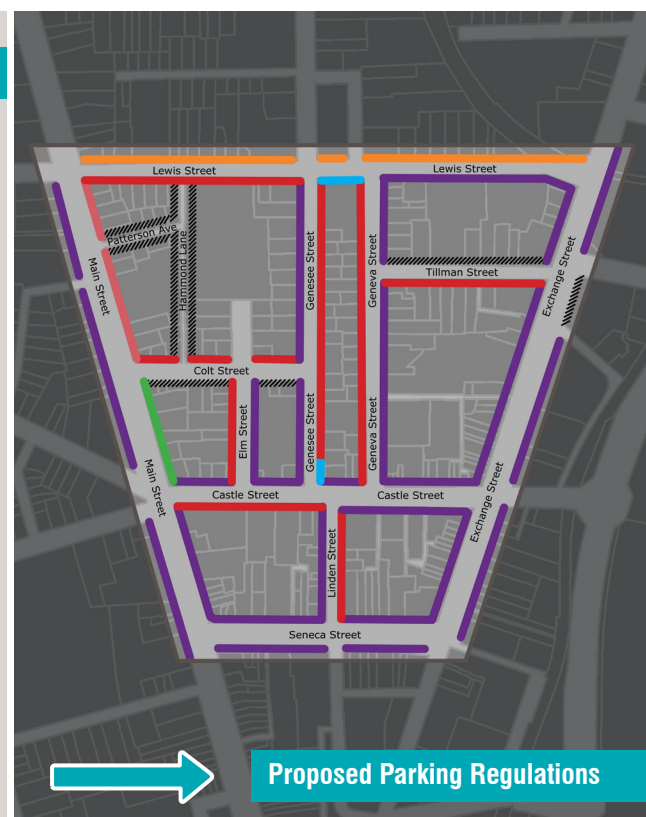
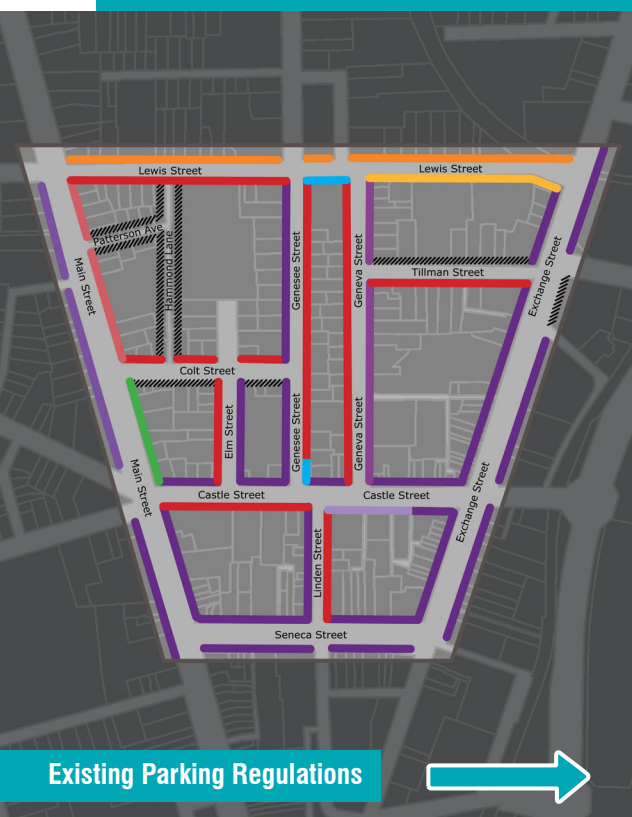
The proposed regulations (shown below), for instance, reduce the number of 2 hour parking variants from 4 to 2, so that motorists are subject to fewer differences in applicable times and exceptions at each 2 hour parking location.

It is recommended that the City work with residents and business owners to determine the most appropriate mix of parking regulations. Proposed regulations would need to be cleared with the Department of Public Works in order to ensure that they provide sufficient time for street cleaning and plowing.

Testing Regulations with Tactical Urbanism

In order to gauge how motorists feel about proposed regulations, the City can utilize tactical urbanism – a technique by which short-term, low-cost changes are made to test the feasibility of longer-term changes. To test the proposed regulations, existing regulations could be changed on a certain street or in a certain area for a day, and motorists parking in these areas could be surveyed about whether they like the changed regulations or what they would change instead.

Tactical urbanism is an invaluable technique for testing large-scale changes before committing to their implementation. It also provides an engaging opportunity for the public to provide feedback.



Implement Green Infrastructure | Mid-Term

Municipal parking lots should be designed to incorporate green infrastructure, porous pavement, and other stormwater management features whenever possible. Oftentimes, these features enhance the appearance of the parking lot by reducing excess surface pavement and creating additional green space and vegetation.

Municipal lots that would benefit from the implementation of green infrastructure include:

- 305 Main Street lot
- South Exchange Street lot
- Exchange Place lot

Parking lot with bioswale and pedestrian access.



Establish an Outreach System | Mid-Term

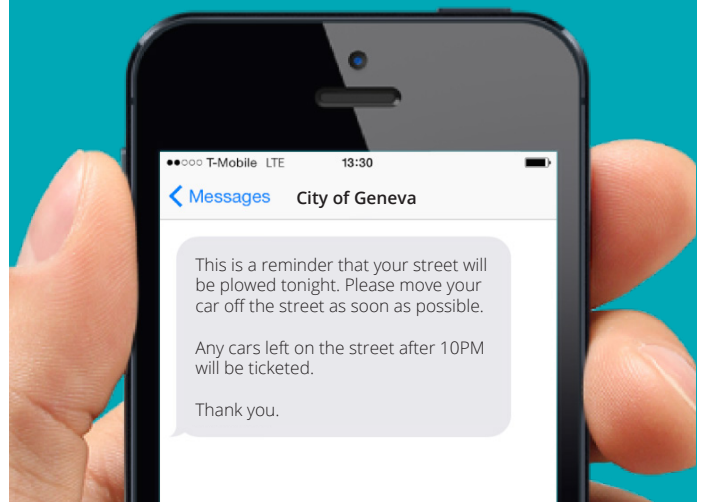
In order to keep residents informed about plowing and street sweeping schedules as well as to provide unscheduled updates during emergencies or special events, the City should establish a mass notification outreach system.

This outreach system should be available through multiple means – including phone calls, emails, and text messages – so that it is accessible to and usable for all ages and abilities.

Based on recipients' addresses, the system can also be programmed to send out customized notifications indicating when cars will need to be removed from streets to allow for plowing and street sweeping.

This system would be useful during weather emergencies, when mass notifications need to be sent out regarding road closures or special parking regulations. An outreach system would also be useful during special events, when parking may be restricted in certain locations.

Sample text message notification system.



Implement Changeable Signs | Mid-Term

Road signs that can be remotely updated in real time would also be effective tools for communicating modified parking regulations due to weather conditions or special events, like parades.

These would not need to replace the City's existing road signage system but could instead act as a complement, strategically placed in high-traffic, highly-visible locations. Such locations include:

- Main/Seneca intersection
- Main/Castle intersection
- Exchange/Seneca intersection
- Exchange/Castle intersection

The City could also consider a phased approach to changeable sign implementation, replacing four signs per year over a five-year period in order to test their effectiveness.

Visionect E-Ink \$3,200 model.



Implement Digital Wayfinding | Long-Term

To provide real-time parking availability to drivers and a digital option for wayfinding, the City should consider aerial sensors in its municipal lots. These sensors can be attached to existing lampposts and are used to monitor utilization. Drivers can then download a mobile app that directs them to an available space, based on data gathered by these sensors. In addition to the app, availability can be displayed on streetside, digital directional signs. The City can also receive parking counts, which it can use to continually monitor utilization.

It is recommended that this digital wayfinding system be phased in, beginning with a pilot project in a single municipal lot. If the system is popular and is perceived as easy to use, then sensors could be implemented in additional municipal lots as well as on-street.

Lamppost-mounted sensor.



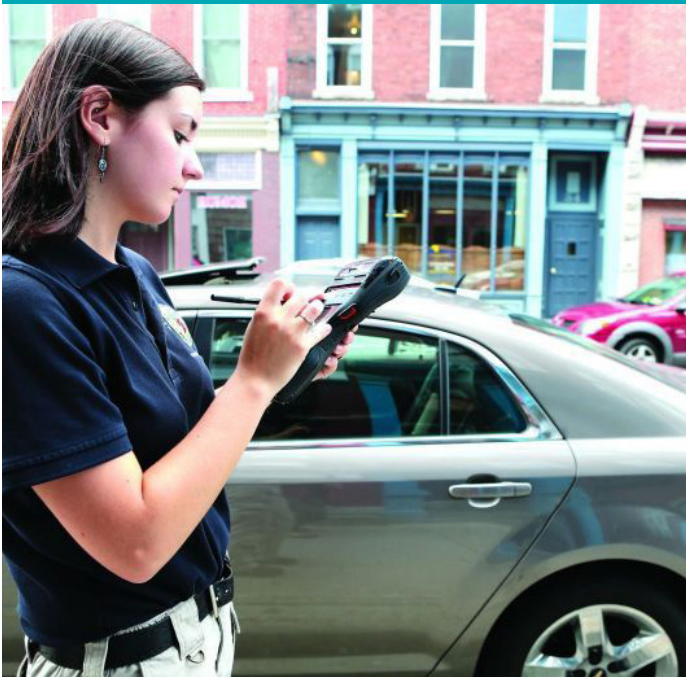
Digital sign.

Monitor Utilization | Ongoing

The utilization counts used for this analysis represent only a snapshot in time and should be used as a baseline for parking data as the City moves forward with revitalization and redevelopment.

If significant development occurs in the future, significant changes in parking demand may result. Therefore, it is important for the City to monitor parking utilization and to conduct a detailed follow-up study when significant increases in development or parking use have occurred.

This study should include daytime, weekend, and evening observations. If overall utilization exceeds 85% when this follow-up study is conducted, the City should consider implementing a pricing system to help manage supply and demand. A performance-based pricing model could be instituted to respond to demand, with the highest prices being charged in areas with the highest utilization and free parking remaining in underutilized lots.



Pricing Parking | Not Recommended

This analysis has shown that parking in downtown Geneva is underutilized, and occupancy does not meet the target 85% rate. As a result, priced parking is **not recommended at this time** as its implementation may further reduce utilization.

Priced parking should only be implemented when utilization reaches or exceeds the 85% target, meaning that continual monitoring is particularly important.

In the future, interest and development created by current and ongoing projects in Geneva may indeed increase utilization to the point where priced parking is necessary to balance supply and demand. Priced parking could then be phased in, with priority in areas or during times that have the highest utilization rates. Based on current utilization data, priced parking may be necessary in the near future:

- On-street, during weekend evenings
- On-street, during weekday/weekend midday



Parking Garage | Not Recommended

As shown by the utilization counts, there is currently excess surface parking in downtown Geneva, meaning that a free-standing parking garage is **not recommended** at present. Furthermore, experience in similar-sized downtowns indicates that, if most public parking is unpriced as it is in Geneva, then few drivers will pay for parking in the garage, leaving the facility underutilized.

If significant development occurs in downtown Geneva, new parking demand may necessitate the construction of a free-standing parking garage. The City should reevaluate its need for a parking garage if continual monitoring reveals utilization rates that consistently exceed the 85% threshold.

Parking Garage Scenario

A 120' by 240' free-standing parking garage with 3 levels, totaling approximately 86,000 square feet, would provide 220 parking spaces (representative image shown below). The cost associated with such a development would be in the range of \$5.2 million to \$6.6 million, with the cost per space averaging between \$23,600 and \$30,000.

Garage Footprint: 120' by 140'

Total Spaces Provided: 220 spaces

Total Cost: \$5.2M to \$6.6M

Cost Per Space: \$23,600 to \$30,000

Representative image of free-standing parking garage.



Implementation Table

#	Recommendation	Tasks	Anticipated Costs (all costs shown in 2017 dollars)	Time Frame in Years	Notes
1	Consider New Supply	Acquire or lease 218 Genesee Street (Finger Lakes Times lot).	costs will vary by lot	1 to 2	It is also recommended to acquire or lease the Verizon lot if the property owner's interest changes in the future.
		Acquire or lease 537 South Exchange Street (1 Franklin Square lot).			
		Acquire or lease 405 Exchange Street (L & R Restaurant lot).			
		Acquire or lease 473-475 Exchange Street (lot behind Geneva Antique Co-op).			
2	Brand Existing Lots	Pave and stripe 305 Main Street Lot, Bicentennial Park Lot, Tunnel Lot, and lot behind City hall.	\$5 per parking space plus additional costs for other pavement markings	1 to 3	Priority should be given to formalizing the 305 Main Street Lot as utilization counts suggested that this is one of the most utilized lots in the downtown core.
		Add lighting to the 305 Main Street, Bicentennial Park, and Tunnel Lots.	\$500 to \$1,500 per light pole depending on style and height		
		Landscape the 305 Main Street, Bicentennial Park, and Tunnel Lots.	costs will vary depending on extent of landscaping, number of shrubs planted, etc.		
		Implement branded signage in the 305 Main Street Lot, Bicentennial Park Lot, Tunnel Lot, and lot behind City hall.	\$2,250 per vehicular directional "public parking" sign; \$6,750 to \$10,500 for pedestrian kiosks		
3	Allow Shared Parking	Revise the zoning code to allow shared parking.	Costs will vary	1 to 2	N/A
		Enter into a shared parking agreement with Finger Lakes Community College.			
		Enter into a shared parking agreement with Finger Lakes Times (if lot cannot be acquired or leased).			
		Enter into a shared parking agreement with Verizon (if lot cannot be acquired or leased).			
4	Pedestrian Enhancements	Route 5 & 20 improvements as specified in the DRI including traffic calming, landscaped medians, road diet, etc.	\$4,000,000	1 to 3	DRI funding will cover 50% of costs related to Route 5 & 20 improvements, Castle and Exchange Street pedestrian enhancements, and the raised crosswalk at the 5-point intersection.
		Pedestrian and streetscape enhancements along Castle and Exchange Streets including colored brick crosswalks, landscaped medians, etc.	\$3,000,000		
		Raised crosswalk at the 5-point intersection.	\$1,300,000		
		Illuminated crosswalks in popular nighttime locations (i.e. the Smith Opera House).	\$6,500+ per crosswalk		
5A	Implement a Residential Permit Parking System	Create a for-purchase permit system enabling residents to park in certain municipal lots for longer periods of time. Costs for residents could be \$120 - \$240 per year.	N/A	1 to 2	Short-term (overnight) residential permit parking should be provided in the South Exchange Street and Exchange Place Lots. Long-term residential permit parking should be provided in the Scott LaFaro Drive Lot.
5B	Implement Residential and Employee Permit Parking System	Provide designated spaces for downtown employees to park in municipal lots during business hours, rather than on-street.	N/A	1 to 2	Employee permit parking should be provided in the South Exchange Street and Exchange Place Lots.
6	Implement Green Infrastructure	Green infrastructure should be implemented in the 305 Main Street, South Exchange Street, and Exchange Place Lots.	\$6 per sq. ft. of permeable pavement	Ongoing	City should continue to monitor available funding resources for project implementation.
			\$7 per sq. ft. of rain garden		
			\$15 per sq. ft. of bioswale		
			\$200 to \$400 per tree		
7	Add Handicap Spaces	Determine the most appropriate locations for handicap spaces and repaint accordingly.	less than \$50 per space	1 to 2	The City of Geneva's Department of Public Works has the capacity to implement handicap spaces.

#	Name	Phase	Anticipated Costs (all costs shown in 2017 dollars)	Time Frame in Years	Notes
8	Implement Wayfinding System	Increase frequency of "public parking" signs and ensure that they include the City's brand and municipal lot names.	\$2,250 per sign	2 to 5	Implementing signs should be phased in.
		Update the City's kiosk signs to include walking journeys in minutes to popular destinations.	\$10,500 for large kiosks; \$6,750 for small kiosks		
9	Reduce On-Street Regulations	Conduct public meetings to determine residents' preferred regulations.	\$2,500 if a consultant is used	3 to 4	N/A
		Tactical Urbanism.	\$1,000 if a consultant is used		
		Update posted signage.	\$500 per sign		
10	Strengthen Enforcement	Hire a full-time, weekday parking enforcement officer.	\$41,500 annual salary	ongoing	Salary based on the annual mean wage for parking enforcement officers employed by local governments in the Rochester Metropolitan Statistical Area (as of May 2016).
11	Establish an Outreach System	Create a system to send out mass notifications via phone calls, emails, and text messages.	\$20 to \$50 per month for texts/phone calls.	2 to 3	N/A
12	Implement Changeable Signs	Install changeable signs at the Main/Seneca, Main/Castle, Exchange/Seneca, and Exchange/Castle intersections.	\$3,200+ per sign	2 to 7	Signs could be implemented through a phased approach, replacing four signs per year over five years to test their effectiveness.
13	Implement Digital Wayfinding	Implement lamppost-mounted sensors to monitor utilization in municipal lots and on-street, and enable drivers to be directed to available spaces through a mobile app.	\$200 to \$400 per sensor; additional costs for app, software and other accessories	4 to 5	Digital wayfinding could be phased in, beginning with a pilot project in a single municipal lot and expanding if considered successful.
14	Monitor Utilization	Monitor utilization over time to determine when (or if) it may be appropriate to consider priced parking.	\$3,000 per year	ongoing	N/A



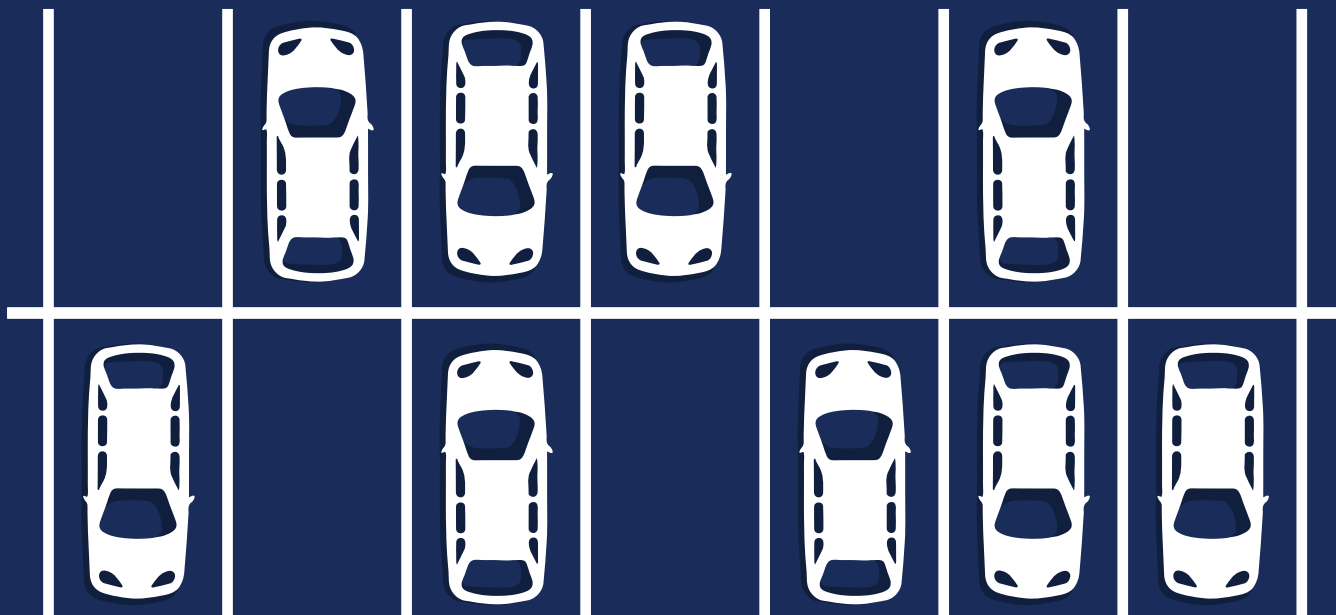
CONCLUSIONS

Summary

Geneva is fortunate to have a downtown with many excellent features such as wide streets and well-landscaped sidewalks. Densely-packed businesses with attractive facades line the streets, making downtown Geneva inherently walkable. Recent and ongoing investments continue to revitalize and spur economic development downtown, attracting niche businesses and creating a sense of vibrancy that welcomes local and regional visitors alike. Most of these visitors will arrive via private vehicle, meaning that they will – at one point or another – utilize Geneva’s parking system. As a result, parking and economic development are intrinsically related, with adequately-supplied and well-managed parking being integral to a community’s vitality.

The recommendations included in this study are generally low-cost and most can be implemented in the near- or mid-term to address existing parking concerns.

Holistically, the recommendations work to preserve and enhance downtown’s dense, walkable character while encouraging new development and fostering economic growth. Although excess demand is not a concern at present, additions to municipal supply are recommended to increase availability in strategic locations. Improvements to wayfinding and branding are intended to make the parking system more comprehensible, while simultaneously supporting the pedestrian experience. Simplified regulations and the implementation of a residential parking permit system are recommended to promote ease of use and address concerns associated with overnight parking. Shared parking and the possibility for reduced parking standards are meant to encourage development and to prevent surface parking from breaking up downtown’s urban fabric.



R E P O R T M A P S

APPENDIX



Study Area Boundary



Legend

-  Study Area Boundary
-  Publicly-Owned Lots
-  On-Street Parking
-  No On-Street Parking





Off-Street Lot Names

- 1** Library
- 2** Elm Street
- 3** Exchange Place
- 4** Bicentennial Park
- 5** 305 Main Street
- 6** City Hall
- 7** Franklin Street
- 8** Seneca Street
- 9** South Exchange Street
- 10** Scott LaFaro Drive

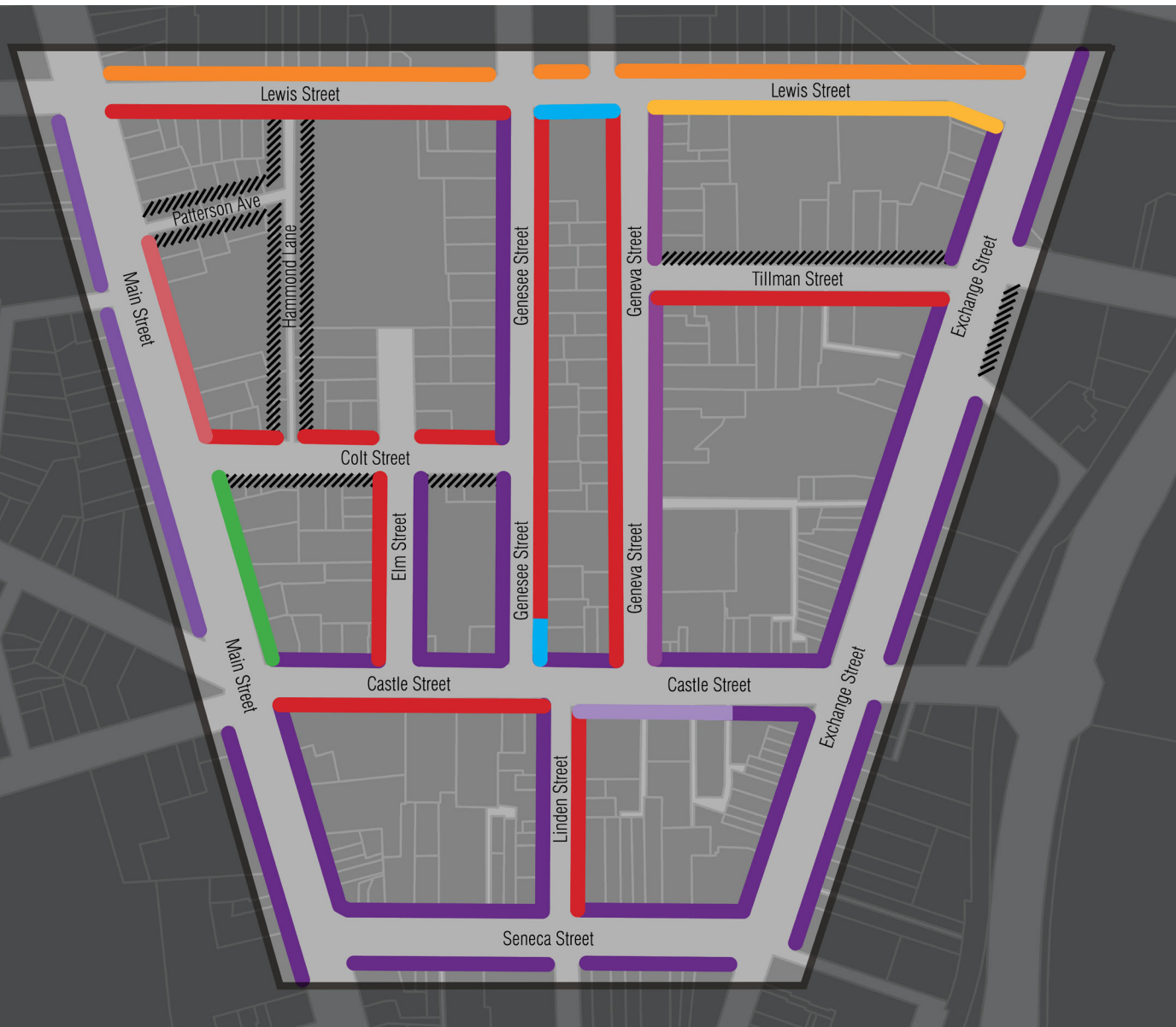
Study Area Capacity



Legend

-  Study Area Boundary
-  Public Off-Street Spaces
-  On-Street Spaces
-  No On-Street Parking

On-Street Parking Regulations



Legend

- **2 hour parking**
- **2 hour parking, 8AM - 6PM**
except Sundays and holidays
- **2 hour parking, 9AM - 5PM**
except Sundays and holidays
- **2 hour parking,**
no parking 2AM - 6AM on Mon.,
Wed., Fri., Sun. from Dec. 1 - Apr. 1
- **15 minute parking, 8AM - 6PM**
except Sundays and holidays
- **handicap parking only**
- **no parking**
- **no parking, 2AM - 6AM**
on Tues., Thurs., Sat. from Dec. 1 - Apr. 1
- **no parking, 2AM - 6AM**
on Mon., Wed., Fri., Sun.
- **no parking, 2AM - 6AM**
on Tues., Thurs., Sat.
- //// **no signs posted**

ADA Accessibility



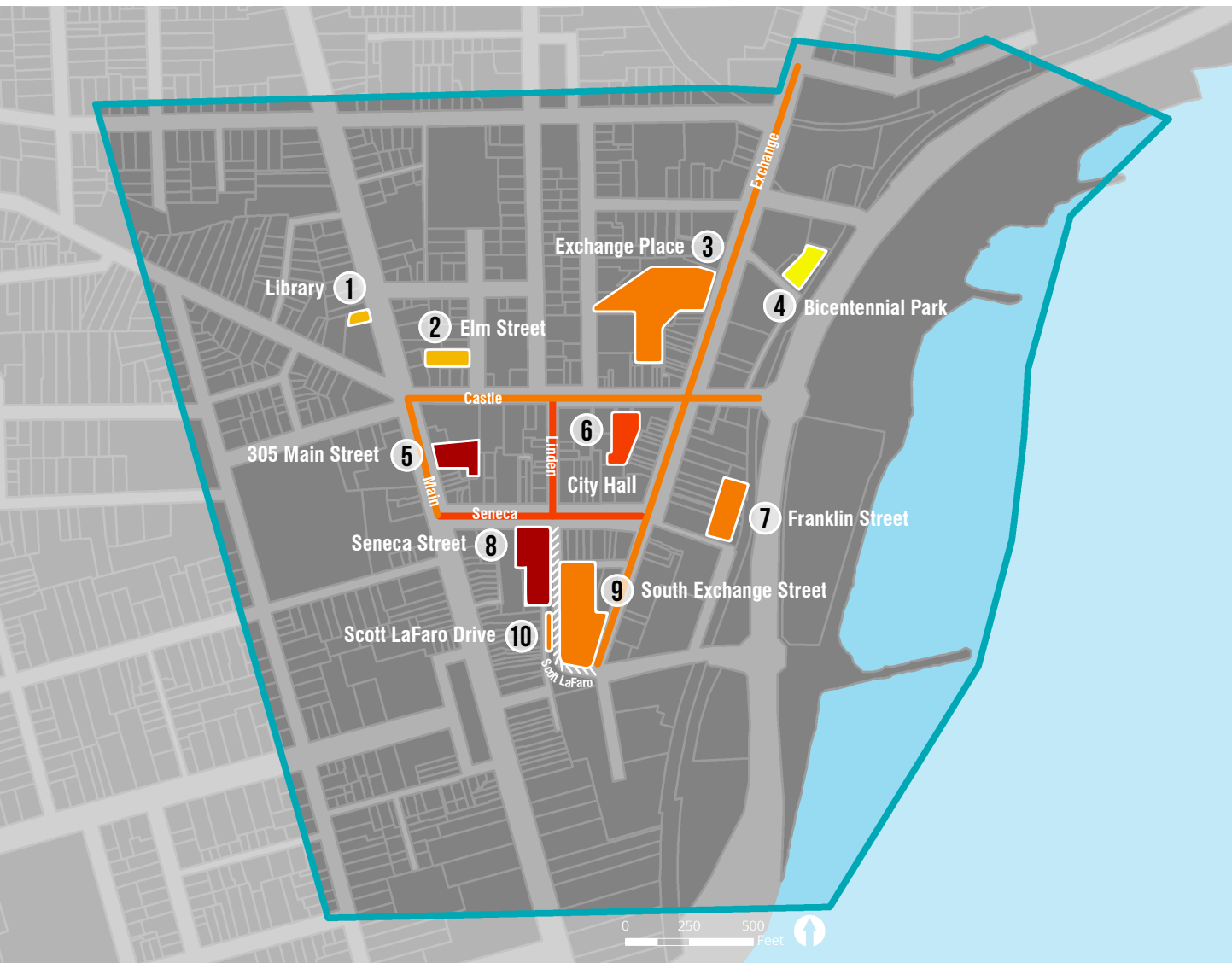
Legend

-  Study Area Boundary
-  Publicly-Owned Lots
-  Handicap Parking Spaces
-  Van Accessible Parking Spaces

Off-Street Lot Names

-  Library
-  Elm Street
-  Exchange Place
-  Bicentennial Park
-  305 Main Street
-  City Hall
-  Franklin Street
-  Seneca Street
-  South Exchange Street
-  Scott LaFaro Drive

Average Weekday Utilization



Legend

- Study Area Boundary
- 0% to 20% Utilized
- 21% to 40% Utilized
- 41% to 60% Utilized
- 61% to 80% Utilized
- 81% to 100% Utilized
- No Parking

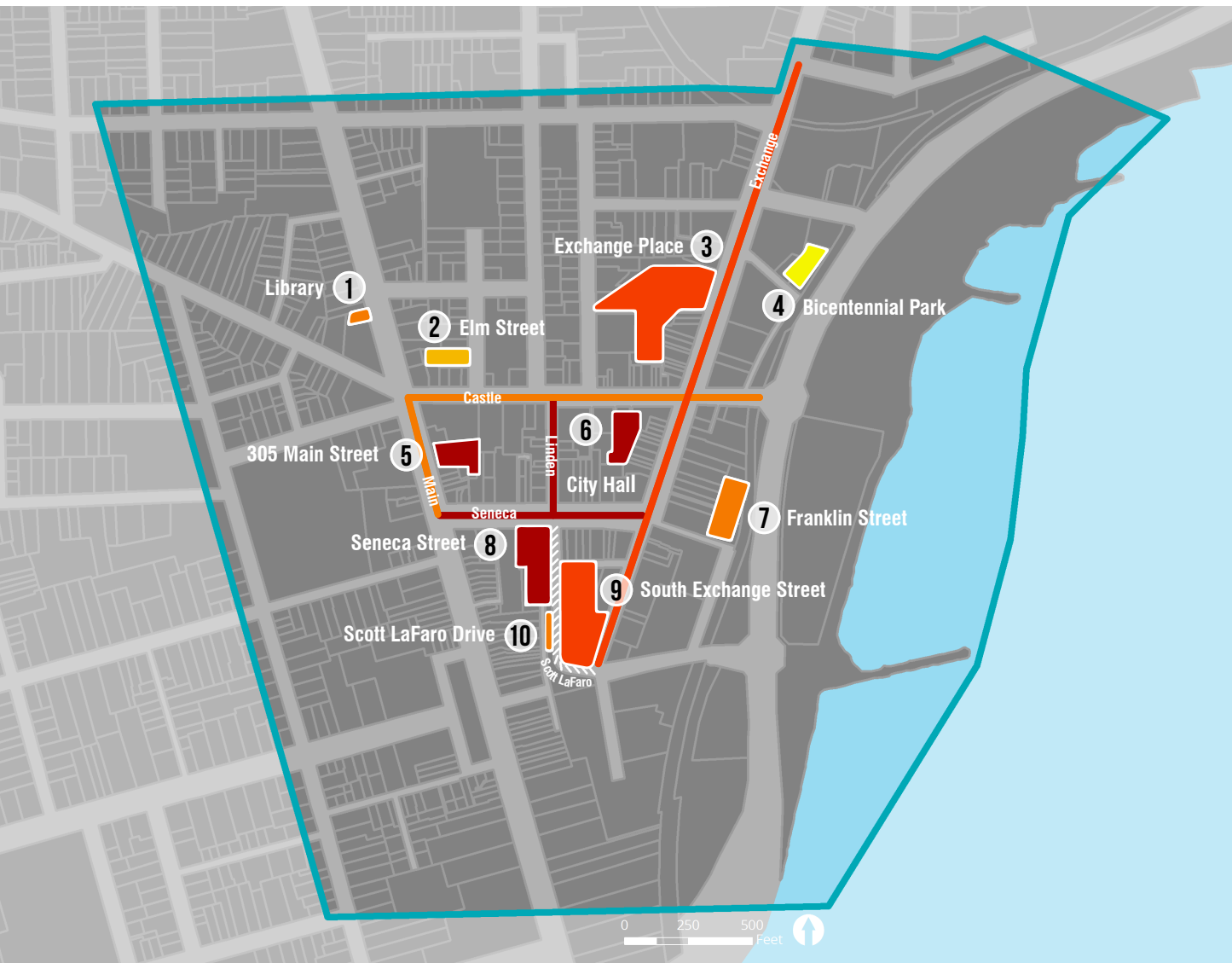
Weekday Morning Utilization | 8AM to 10AM



Legend

- Study Area Boundary
- 0% to 20% Utilized
- 21% to 40% Utilized
- 41% to 60% Utilized
- 61% to 80% Utilized
- 81% to 100% Utilized
- No Parking

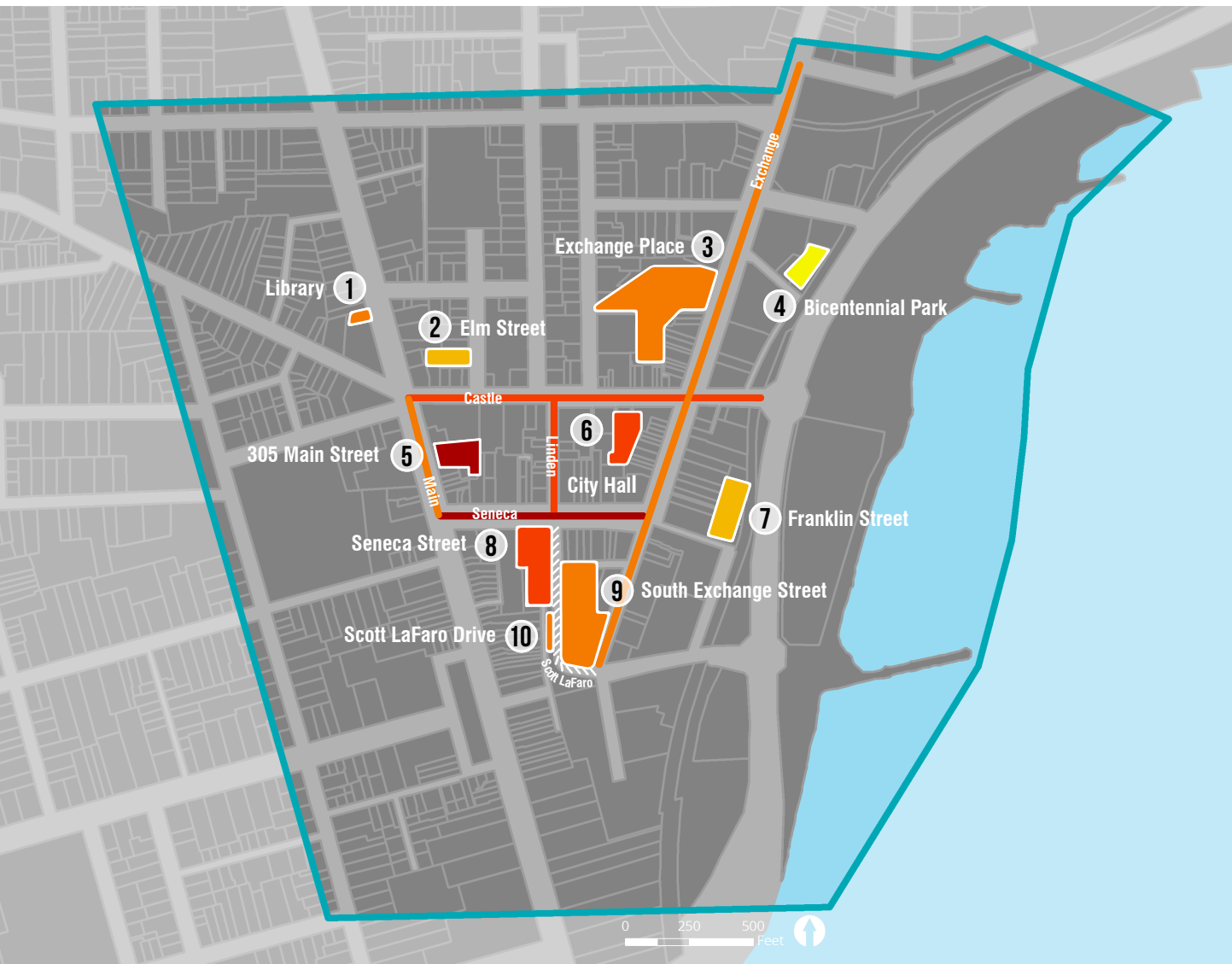
Weekday Midday Utilization | 11AM to 1PM



Legend

- Study Area Boundary
- 0% to 20% Utilized
- 21% to 40% Utilized
- 41% to 60% Utilized
- 61% to 80% Utilized
- 81% to 100% Utilized
- No Parking

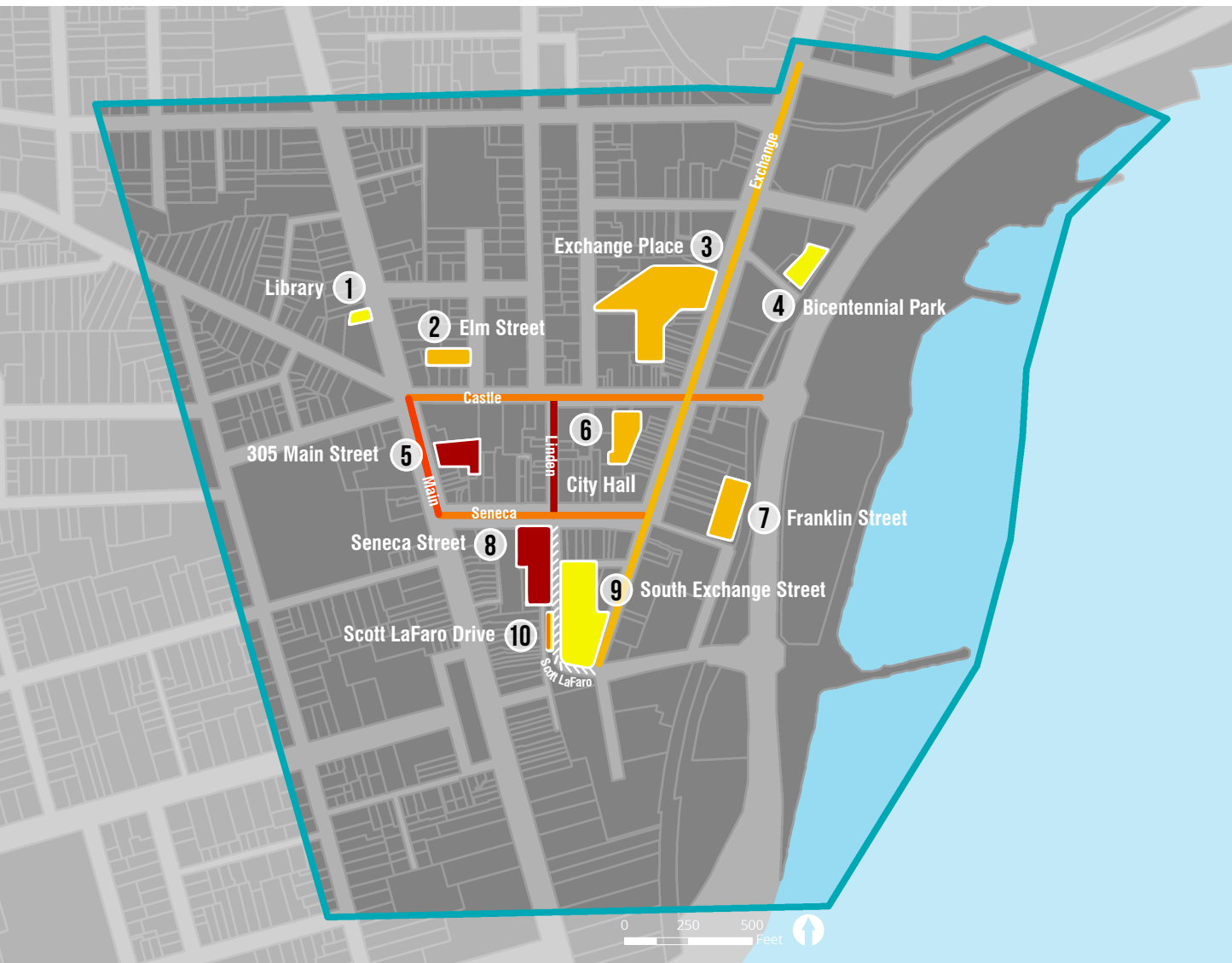
Weekday Afternoon Utilization | 4PM to 6PM



Legend

- Study Area Boundary
- 0% to 20% Utilized
- 21% to 40% Utilized
- 41% to 60% Utilized
- 61% to 80% Utilized
- 81% to 100% Utilized
- No Parking

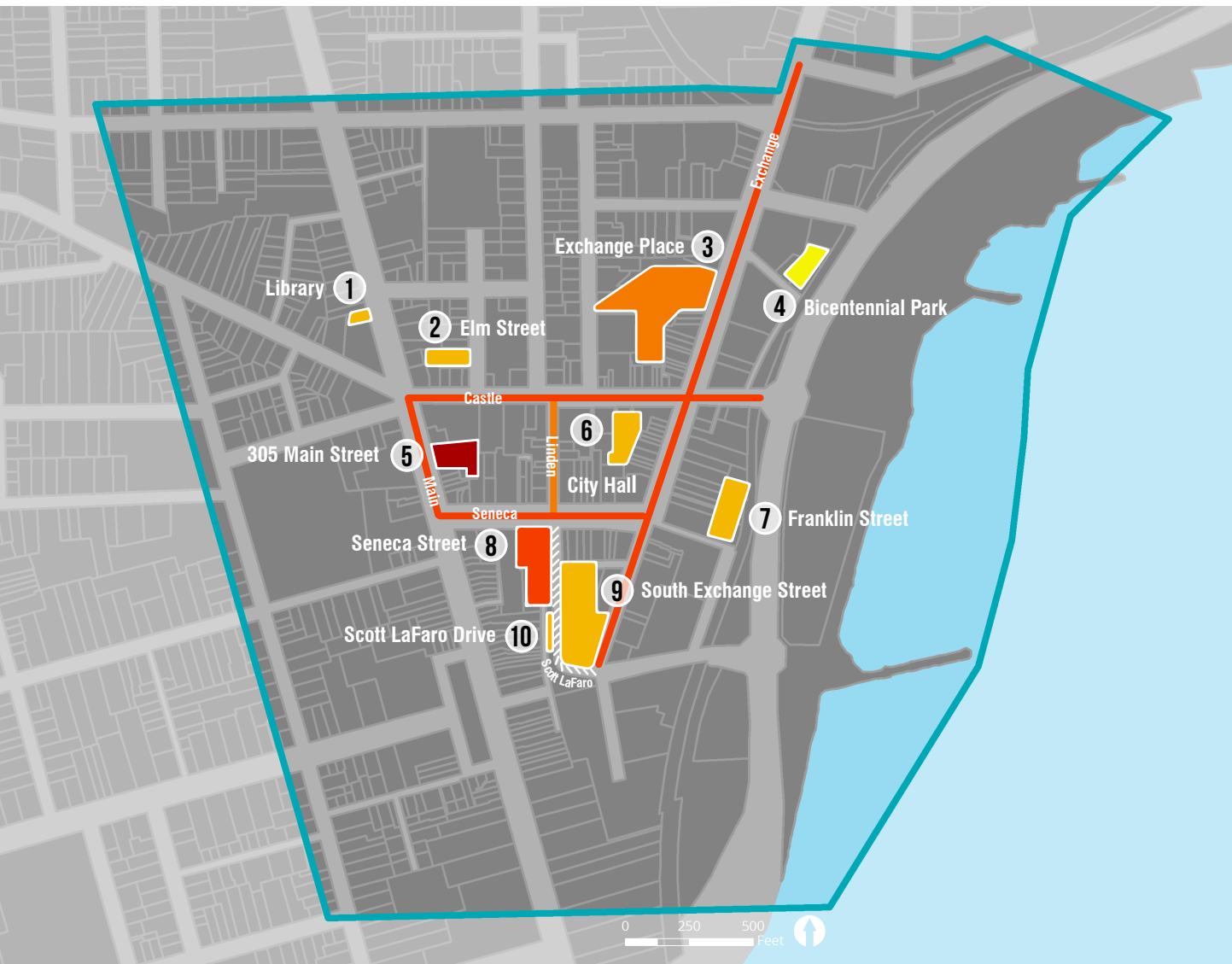
Weekday Evening Utilization | 7PM to 9PM



Legend

- Study Area Boundary
- 0% to 20% Utilized
- 21% to 40% Utilized
- 41% to 60% Utilized
- 61% to 80% Utilized
- 81% to 100% Utilized
- No Parking

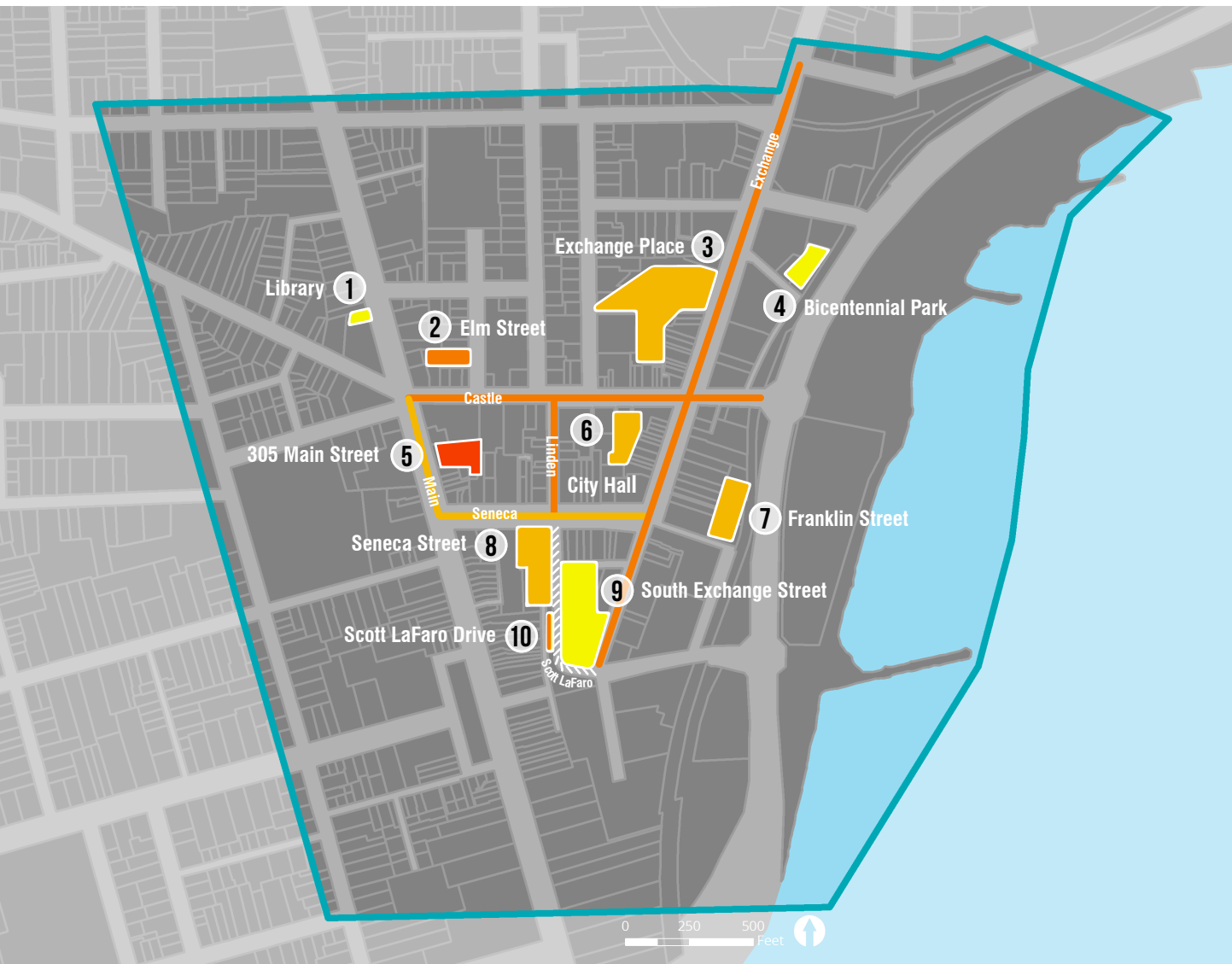
Average Weekend Utilization



Legend

- Study Area Boundary
- 0% to 20% Utilized
- 21% to 40% Utilized
- 41% to 60% Utilized
- 61% to 80% Utilized
- 81% to 100% Utilized
- No Parking

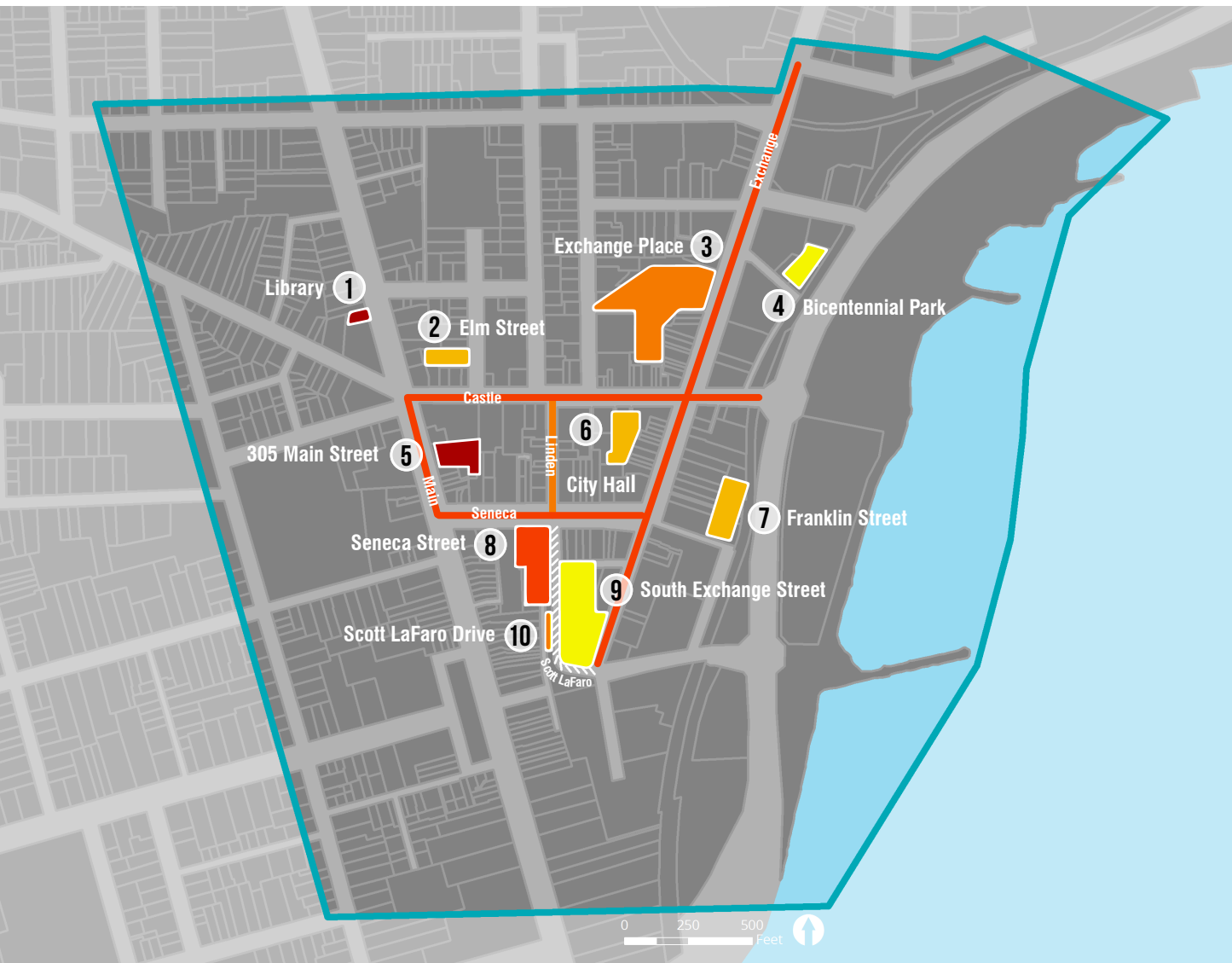
Weekend Morning Utilization | 8AM to 10AM



Legend

- Study Area Boundary
- 0% to 20% Utilized
- 21% to 40% Utilized
- 41% to 60% Utilized
- 61% to 80% Utilized
- 81% to 100% Utilized
- No Parking

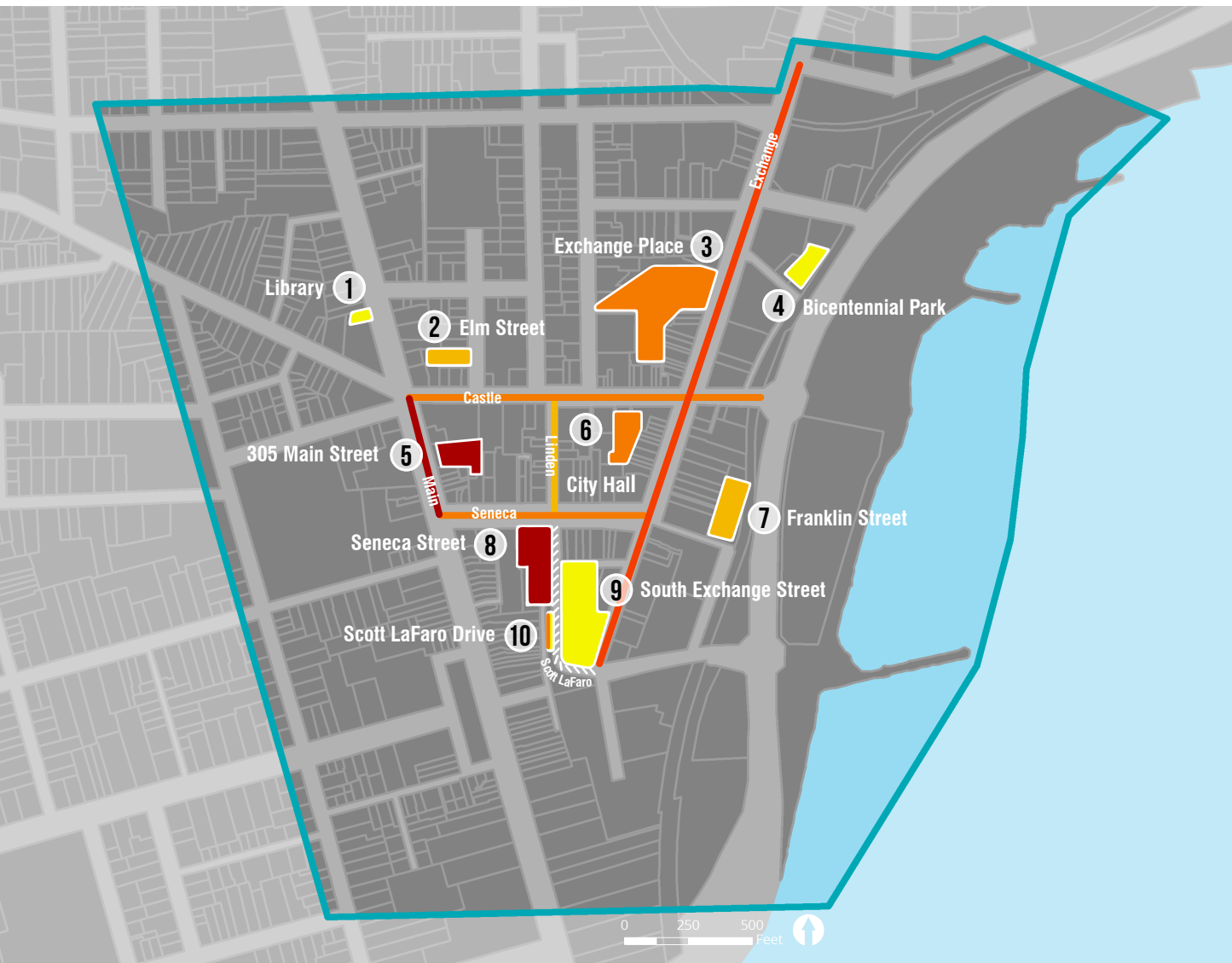
Weekend Midday Utilization | 11AM to 1PM



Legend

- Study Area Boundary
- 0% to 20% Utilized
- 21% to 40% Utilized
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- 61% to 80% Utilized
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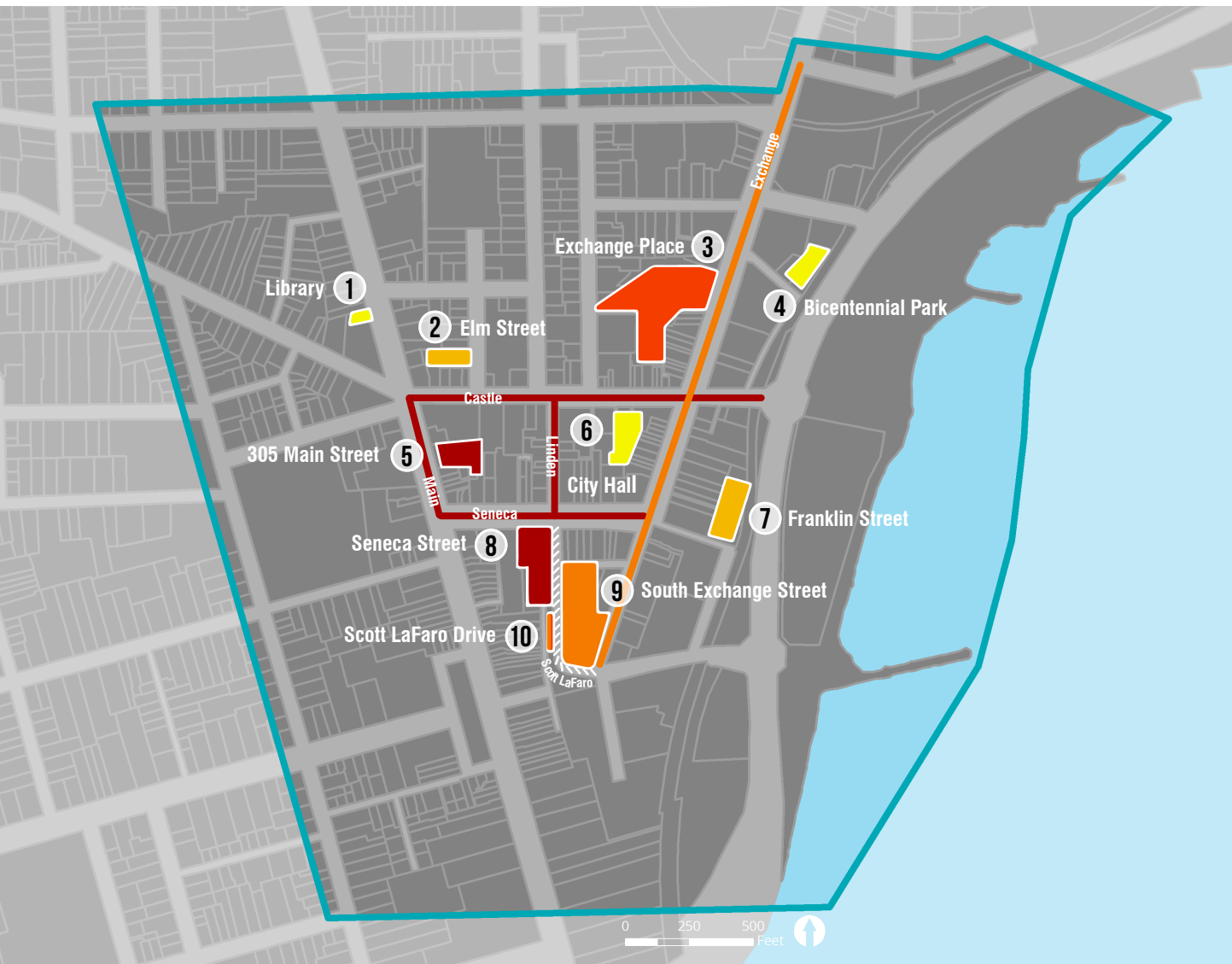
Weekend Afternoon Utilization | 4PM to 6PM



Legend

- Study Area Boundary
- 0% to 20% Utilized
- 21% to 40% Utilized
- 41% to 60% Utilized
- 61% to 80% Utilized
- 81% to 100% Utilized
- No Parking

Weekend Evening Utilization | 7PM to 9PM



Legend

- Study Area Boundary
- 0% to 20% Utilized
- 21% to 40% Utilized
- 41% to 60% Utilized
- 61% to 80% Utilized
- 81% to 100% Utilized
- No Parking

OCCUPANCY TABLES

APPENDIX^B



Off-Street Occupancy Tables

			Weekday									Weekend								
			Morning (8:00AM - 10:00AM)		Midday (11:00AM - 1:00PM)		Afternoon (4:00PM - 6:00PM)		Evening (7:00PM - 9:00PM)		Average	Morning (8:00AM - 10:00AM)		Midday (11:00AM - 1:00PM)		Afternoon (4:00PM - 6:00PM)		Evening (7:00PM - 9:00PM)		Average
Lot Number	Lot Name	Available Spaces	#	%	#	%	#	%	#	%	%	#	%	#	%	#	%	#	%	%
1	Library	7	1	14.29	3	42.86	3	42.86	1	14.29	28.57	1	14.29	6	85.71	0	0.00	0	0.00	25.00
2	Elm Street	26	7	26.92	10	38.46	8	30.77	10	38.46	33.65	12	46.15	6	23.08	7	26.92	8	30.77	31.73
3	Exchange Place	123	91	73.98	94	76.42	74	60.16	36	29.27	59.96	35	28.46	64	52.03	51	41.46	76	61.79	45.93
4	Bicentennial Park	30	2	6.67	6	20.00	2	6.67	0	0.00	8.33	0	0.00	0	0.00	0	0.00	0	0.00	0.00
5	305 Main Street	25	18	72.00	25	100.00	21	84.00	25	100.00	89.00	17	68.00	25	100.00	25	100.00	25	100.00	92.00
6	City Hall	46	32	69.57	41	89.13	33	71.74	14	30.43	65.22	13	28.26	16	34.78	20	43.48	3	6.52	28.26
7	Franklin Street	57	27	47.37	32	56.14	22	38.60	22	38.60	45.18	22	38.60	23	40.35	19	33.33	19	33.33	36.40
8	Seneca Street	75	52	69.33	72	96.00	59	78.67	63	84.00	82.00	20	26.67	58	77.33	75	100.00	75	100.00	76.00
9	South Exchange Street	145	81	55.86	94	64.83	70	48.28	6	4.14	43.28	29	20.00	29	20.00	11	7.59	74	51.03	24.66
10	Scott LaFaro Drive	17	13	76.47	10	58.82	8	47.06	0	0.00	45.59	3	17.65	3	17.65	2	11.76	12	70.59	29.41
Total		551	324	58.80	387	70.24	300	54.45	177	32.12	53.90	152	27.59	230	41.74	210	38.11	292	52.99	40.11

On-Street Occupancy Tables

		Weekday									Weekend								
		Morning (8:00AM - 10:00AM)		Midday (11:00AM - 1:00PM)		Afternoon (4:00PM - 6:00PM)		Evening (7:00PM - 9:00PM)		Average	Morning (8:00AM - 10:00AM)		Midday (11:00AM - 1:00PM)		Afternoon (4:00PM - 6:00PM)		Evening (7:00PM - 9:00PM)		Average
Street Name	Available Spaces	#	%	#	%	#	%	#	%	%	#	%	#	%	#	%	#	%	%
Exchange Street	104	60	57.69	90	86.54	62	59.62	30	28.85	58.17	62	59.62	73	70.19	68	65.38	58	55.77	62.74
Castle Street	55	34	61.82	28	50.91	43	78.18	25	45.45	59.09	23	41.82	42	76.36	25	45.45	54	98.18	65.45
Seneca Street	51	20	39.22	45	88.24	43	84.31	26	50.98	65.69	15	29.41	39	76.47	26	50.98	49	96.08	63.24
Main Street	25	4	16.00	12	48.00	15	60.00	18	72.00	49.00	9	36.00	17	68.00	24	96.00	23	92.00	73.00
Linden Street	17	8	47.06	15	88.24	12	70.59	14	82.35	72.06	7	41.18	8	47.06	6	35.29	17	100.00	55.88
Total	252	126	50.00	190	75.40	175	69.44	113	44.84	59.92	116	46.03	179	71.03	149	59.13	201	79.76	63.99

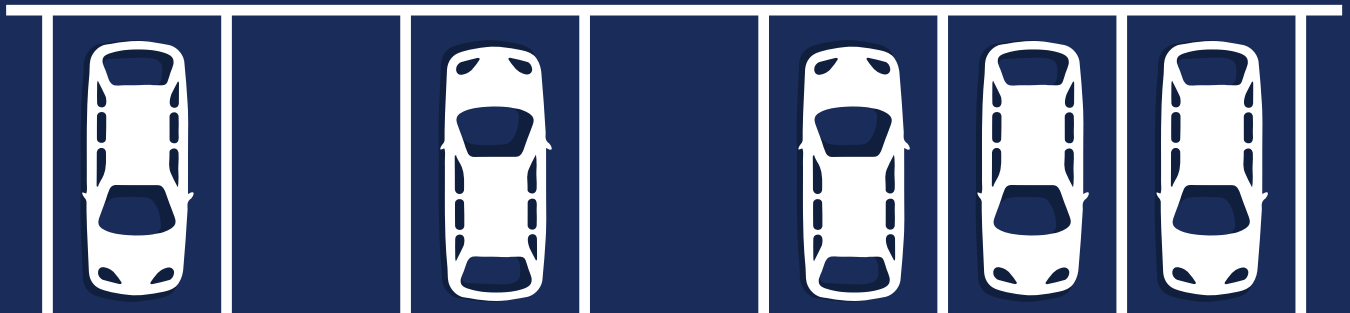


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LAKEFRONT LOT ANALYSIS

APPENDIX



Lakefront Lot Locations



Lakefront Lot Capacity



Legend



Study Area Boundary



Publicly-Owned Lots



On-Street Parking



No On-Street Parking

Lakefront Average Weekday Utilization










Legend

- Study Area Boundary
- 0% to 20% Utilized
- 21% to 40% Utilized
- 41% to 60% Utilized
- 61% to 80% Utilized
- 81% to 100% Utilized
- No Parking

Lakefront Weekday Morning Utilization | 8AM to 10AM



Legend

-  Study Area Boundary
-  0% to 20% Utilized
-  21% to 40% Utilized
-  41% to 60% Utilized
-  61% to 80% Utilized
-  81% to 100% Utilized
-  No Parking

Lakefront Weekday Midday Utilization | 11AM to 1PM



Legend

- Study Area Boundary
- 0% to 20% Utilized
- 21% to 40% Utilized
- 41% to 60% Utilized
- 61% to 80% Utilized
- 81% to 100% Utilized
- No Parking








Lakefront Weekday Afternoon Utilization | 4PM to 6PM



Lakefront Weekday Evening Utilization | 7PM to 9PM



Legend

-  Study Area Boundary
-  0% to 20% Utilized
-  21% to 40% Utilized
-  41% to 60% Utilized
-  61% to 80% Utilized
-  81% to 100% Utilized
-  No Parking

Lakefront Average Weekend Utilization



Legend

- Study Area Boundary
- 0% to 20% Utilized
- 21% to 40% Utilized
- 41% to 60% Utilized
- 61% to 80% Utilized
- 81% to 100% Utilized
- No Parking

Lakefront Weekend Morning Utilization | 8AM to 10AM










Legend

- Study Area Boundary
- 0% to 20% Utilized
- 21% to 40% Utilized
- 41% to 60% Utilized
- 61% to 80% Utilized
- 81% to 100% Utilized
- No Parking

Lakefront Weekend Midday Utilization | 11AM to 1PM










Legend

-  Study Area Boundary
-  0% to 20% Utilized
-  21% to 40% Utilized
-  41% to 60% Utilized
-  61% to 80% Utilized
-  81% to 100% Utilized
-  No Parking

Lakefront Weekend Afternoon Utilization | 4PM to 6PM










Legend

-  Study Area Boundary
-  0% to 20% Utilized
-  21% to 40% Utilized
-  41% to 60% Utilized
-  61% to 80% Utilized
-  81% to 100% Utilized
-  No Parking

Lakefront Weekend Evening Utilization | 7PM to 9PM



Legend

-  Study Area Boundary
-  0% to 20% Utilized
-  21% to 40% Utilized
-  41% to 60% Utilized
-  61% to 80% Utilized
-  81% to 100% Utilized
-  No Parking

Lakefront Occupancy Tables

			Weekday									Weekend								
			Morning (8:00AM - 10:00AM)		Midday (11:00AM - 1:00PM)		Afternoon (4:00PM - 6:00PM)		Evening (7:00PM - 9:00PM)		Average	Morning (8:00AM - 10:00AM)		Midday (11:00AM - 1:00PM)		Afternoon (4:00PM - 6:00PM)		Evening (7:00PM - 9:00PM)		Average
Lot Number	Lot Name	Available Spaces	#	%	#	%	#	%	#	%	%	#	%	#	%	#	%	#	%	%
A	Visitors Center	108	6	5.56	7	6.48	60	55.56	5	4.63	18.06	13	12.04	13	12.04	11	10.19	8	7.41	10.42
B	East Castle Street	9	0	0.00	0	0.00	5	55.56	1	11.11	16.67	0	0.00	2	22.22	1	11.11	1	11.11	11.11
C	Long Pier	31	1	3.23	2	6.45	2	6.45	3	9.68	6.45	1	3.23	0	0.00	2	6.45	6	19.35	7.26
D	Tunnel Lot	116	1	0.86	15	12.93	2	1.72	0	0.00	3.88	1	0.86	0	0.00	0	0.00	0	0.00	0.22
E	Recreation Complex	56	7	12.50	3	5.36	3	5.36	6	10.71	8.48	21	37.50	2	3.57	3	5.36	2	3.57	12.50
Total		320	15	4.69	27	8.44	72	22.50	15	4.69	10.08	36	11.25	17	5.31	17	5.31	17	5.31	6.80



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C O M M U N I T Y E N G A G E M E N T

APPENDIX





City of Geneva

Downtown Parking Study

Public Meeting #1 | June 22, 2017

The project team held a public meeting to engage community members and learn more about parking habits, issues and opportunities in downtown Geneva. Kimberly Baptiste (Bergmann Associates) kicked off the meeting by giving a brief presentation introducing:

- The study area
- Methodology
- Parking inventory both on-street and off-street
- Utilization
- Key findings & considerations

A copy of the full presentation is attached. Following the presentation, Kimberly encouraged attendees to participate in an open house, interactive workshop. Each station and results are summarized below.

Station 1: Would you Pay to park?

WOULD YOU PAY TO PARK?

Read the benefits of metered parking shown at right and tell us whether and where you would be willing to pay to park by placing a sticker on the proper line.

Have you ever had trouble parking downtown?
Metered parking could help!

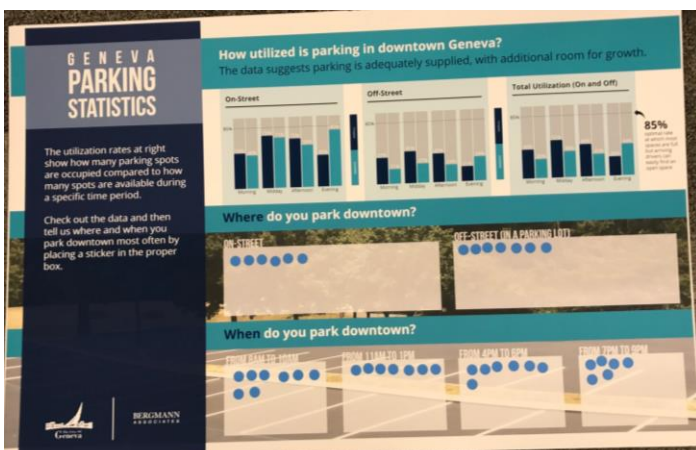
Studies have shown that metered parking provides many benefits including:

- making it easier to find the most convenient spaces
- reinvesting meter revenue in the surrounding area
- generating business
- preventing employees from parking curbside

Considering these benefits, would you be willing to pay to park:

Question	YES	NO
anywhere in downtown?	1 YES, 1 NO	1 YES, 1 NO
on-street?	1 YES, 1 NO	1 YES, 1 NO
on-street, only on weekends?	1 YES, 1 NO	1 YES, 1 NO
in the lot across from the Smith?	1 YES, 1 NO	1 YES, 1 NO
for free in a lakefront lot and take a shuttle?	1 YES, 1 NO	1 YES, 1 NO

Station 1 gauged the public's willingness to pay for parking. The majority of participants identified that they are not willing to pay for parking, no matter the time, location or availability of shuttles.



Station 2: Parking Statistics

Station 2 asked participants if they usually park on-street or off-street and the time periods they are most likely to park downtown. Meeting participants park both on-street and off-street the same amount. The times participants indicated they park is also fairly evenly distributed throughout the day.

Station 3: Parking Experience



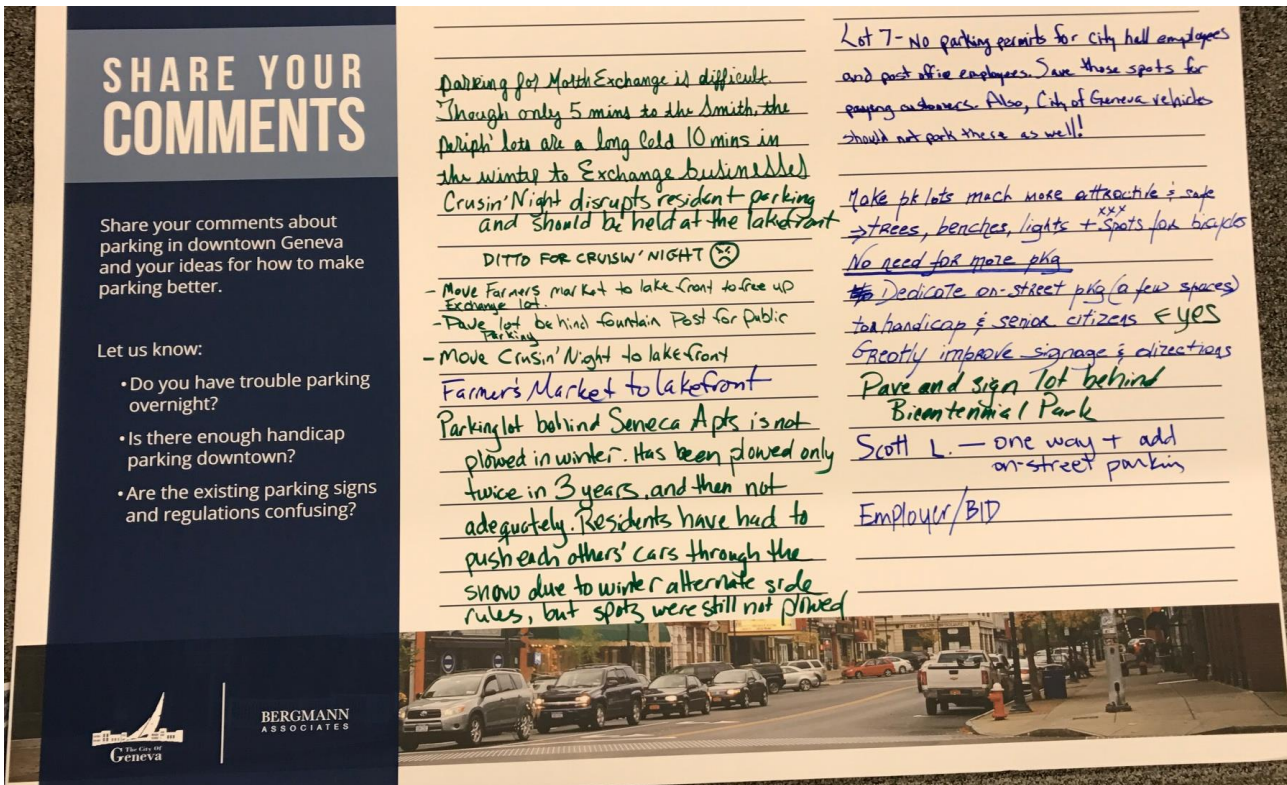
Station 3 asked participants if there are particular areas of concern, as it relates to parking within the downtown. The community used red dots to signify an area where it is hard to park, green for areas that are easy to park and yellow for areas that should have more parking spots added. A majority of the red dots were clustered in the lot between Exchange Street and Castle Street, commonly known as the Exchange Place Lot. Participants noted that during the summer months, this lot is heavily utilized, as a result of the farmers market. The red dots were also clustered in the lot on Castle Street referred to as the Verizon Lot.

Station 4: Parking Improvements



Station 4 asked the participants to use the image stickers provided to identify the type of amenity improvements they would like to see within the downtown. The improvements were broken into three categories, wayfinding, crosswalks, and innovative technology. The preferences for each category can be seen on the board.

Station 5: Comments



The public was asked to share any specific comments, as it relates to parking in the downtown. The following comments is a summary of comments:

- Parking for North Exchange is difficult.
- Though only 5 minutes from the Smith, the peripheral lots are a long cold 10 minutes in the winter to Exchange businesses.
- Cruisin' night disrupts resident parking and should be held at the lakefront.
- Ditto for Cruisin' night ☹️.
- Move farmers market to lakefront to free up Exchange Lot.
- Farmers market to lakefront.
- Parking lot behind Seneca Apartments is not plowed in winter. Has been plowed only twice in 3 years, and then not adequately. Residents have had to push each others' cars through the snow due to winter alternate side rules, but spots were still not plowed.
- Lot 7 (the lot on Castle Street next to City Hall) no parking permits for City Hall employees and post Office employees. Save those spots for paying customers. Also, City of Geneva vehicles should not park there as well!
- Make parking lots more attractive and safe. Add trees, benches, lights and more spots for bicycles. No need for more vehicular parking spots.
- Dedicated on-street parking (a few spaces) for handicap and senior citizens.
- Greatly improve signage and directions.
- Pave and sign lot behind Bicentennial Park.
- Scott LaFaro- One way and add on-street parking.
- Work with BID to establish employee parking areas away from the downtown core.



City of Geneva

Downtown Parking Study

Public Meeting #2 | October 16, 2017

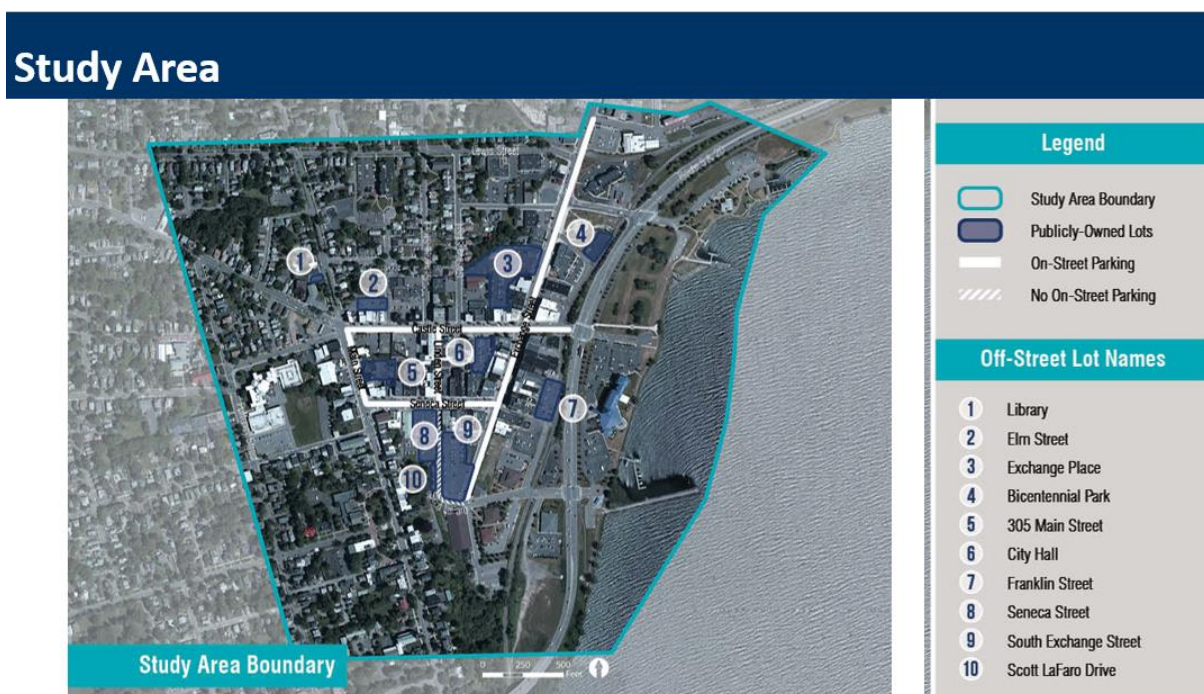
The project team held a public meeting to engage community members and discuss how residential parking permits can be implemented in the downtown. Meagan Aaron (Bergmann Associates) began the meeting by giving a presentation to walk the participants through the plan. A copy of the full presentation is attached.

The following aspects were covered:

- Recap of existing parking inventory
- System-wide utilization
- Recommendations & Phasing
- Workshop

Recap of existing parking inventory

Meagan presented the existing parking inventory. The final analysis removed the lakefront lots and the private lots, as a result of public comment. The analysis reflects the following parking areas.



System-wide Utilization

Meagan continued by describing the methodology associated with the analysis. The team blended the counts to ensure that the highest count numbers for each time period for both the weekday and weekend scenarios were accounted for. Meagan presented a map that showed the average utilization for weekday and weekend counts. The darker colors represent more utilized lots, where the lighter colors represent less utilized lots.

Recommendations & Phasing

Meagan presented the recommendations that came out of the plan. The recommendations were divided into phases, immediate, mid-term, long-term, on-going and not recommended. Refer to the presentation for more detail on the phased recommendations.

Permitting Workshop

Meagan continued by opening the meeting up to the participants to gauge the number of people that live and work downtown. Most of the participants worked downtown. The participants that lived downtown were extremely receptive to the idea of having a residential permit system implemented in the downtown.

On October 19th, the City of Geneva had a booth in the City's weekly farmer's market. The goal of the booth was to probe patrons on their thoughts on parking in the downtown and a request for any comments that were not included in the plan. The following

- Enforcement – mark different tires instead of the same one
- Community Bank has two hour parking where it should be less time
- Angled parking – hard to see when pulling out in the parking lots and on the street (heard twice)
- N. Main tree at Castle St. needs to be cut down or trimmed for visibility
- Tractor trailers – still too many
- Sidewalks are uneven outside FA Church, sharp curbs
- Angle to get more parking
- When Foundry cleaned up, use for parking
- Reduce speed limit downtown
- How many accidents happen downtown that are traffic related?
- Caution for bikers – hard when cars are backing out (on angle)
- Does not think parking is an issue
- Winter hours – moving cars every 24 hours – lots fill up
- This winter – don't change the hours this soon with the sunshine
- Parklets take up parking spots

CITY OF GENEVA

Parking Development Study



10.16.17

BERGMANN
ASSOCIATES

Agenda

1. Recap Existing Parking Inventory
2. System-wide Utilization
3. Recommendations & Phasing
4. Workshop



A photograph of a street intersection in a historic town. On the left, a red brick building with arched windows is visible. A white banner with blue text is overlaid across the middle of the image. Below the banner, a line of cars is stopped at a traffic light. The street is paved with asphalt, and there are sidewalks with crosswalks. The sky is overcast.

Existing Parking Inventory Recap

Study Area



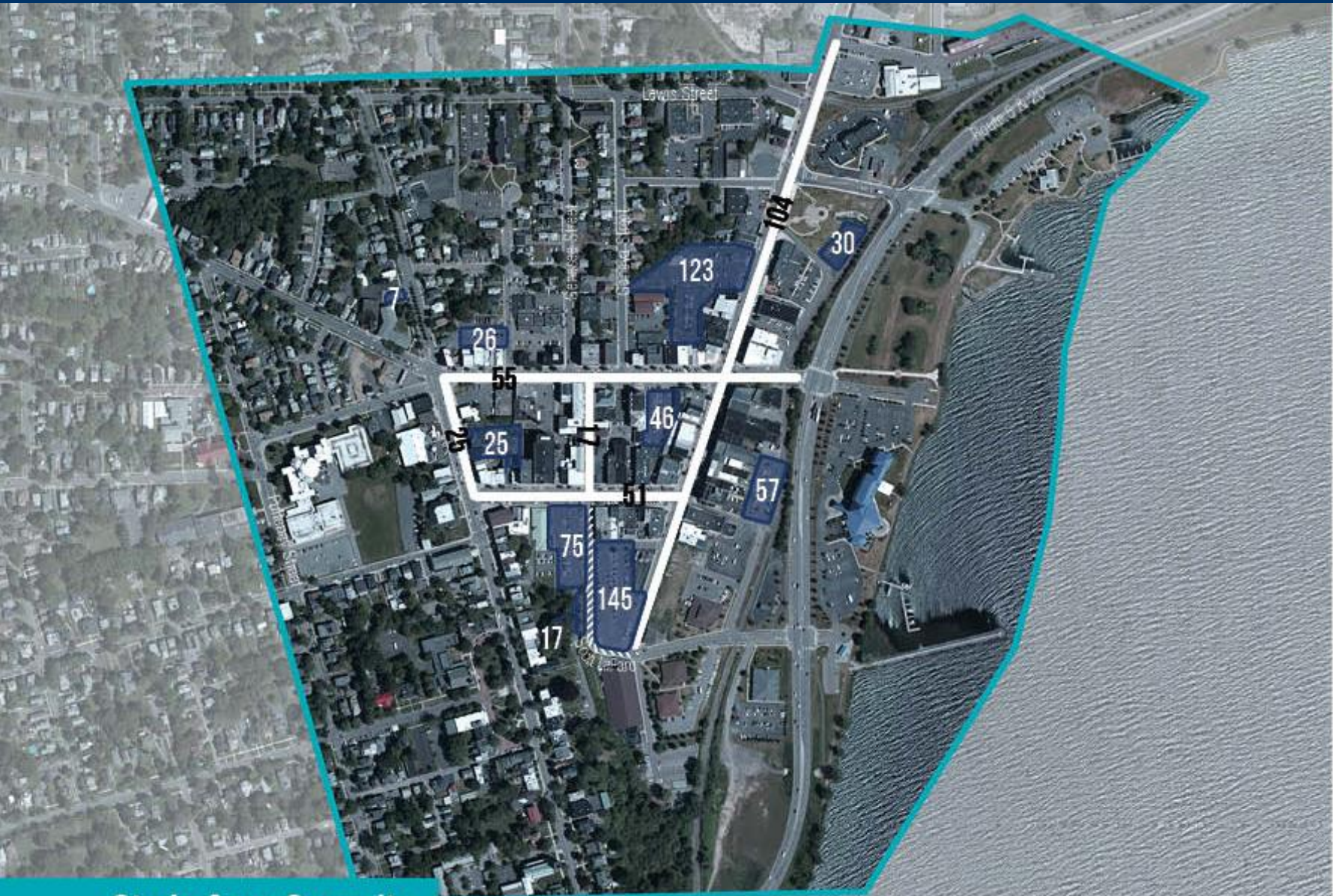
Legend

-  Study Area Boundary
-  Publicly-Owned Lots
-  On-Street Parking
-  No On-Street Parking

Off-Street Lot Names

- 1** Library
- 2** Elm Street
- 3** Exchange Place
- 4** Bicentennial Park
- 5** 305 Main Street
- 6** City Hall
- 7** Franklin Street
- 8** Seneca Street
- 9** South Exchange Street
- 10** Scott LaFaro Drive

Total Capacity



Legend

- Study Area Boundary
- Public Off-Street Spaces
- On-Street Spaces
- No On-Street Parking

#

Study Area Capacity

Parking Availability

Total
803
parking spaces



On-Street
252
parking spaces

31%



Public Off-Street
551
parking spaces

69%



Handicap Accessible
24
parking spaces

3%
of total



A photograph of a street intersection in a historic town. On the left, a red brick building has a sign that says "JOYE BLOCK". Next to it is a grey building with a sign for "WATER ST. CAFE". Further down the street, there are more brick buildings, some with awnings. A traffic light pole is visible on the right side of the street. The sky is overcast. A semi-transparent white banner with the text "System-wide Utilization" is overlaid across the middle of the image.

System-wide Utilization

Methodology | Occupancy Counts

January Counts (1/6 – 1/7)

- Morning, 8:00 AM – 10:00 AM
- Midday, 11:00 AM – 1:00 PM
- Afternoon, 4:00 PM – 6:00 PM

April Counts (4/19 - 4/26)

- Morning, 8:00 AM – 10:00 AM
- Midday, 11:00 AM – 1:00 PM
- Afternoon, 4:00 PM – 6:00 PM
- Evening, 7:00 PM – 9:00 PM



Blended Counts

- Created using the highest count numbers for each time period for both weekday and weekend scenarios

Average Weekday Utilization

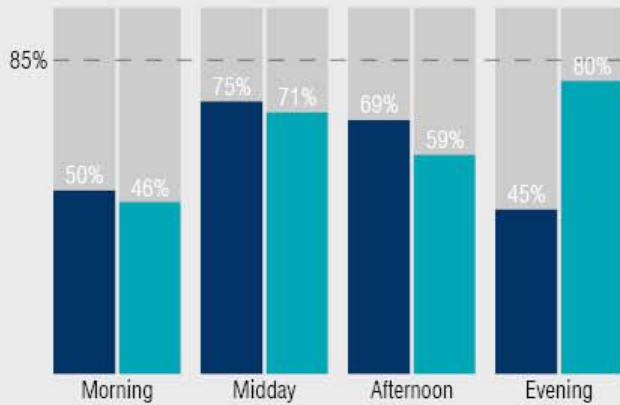


Average Weekend Utilization

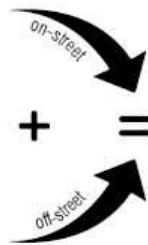
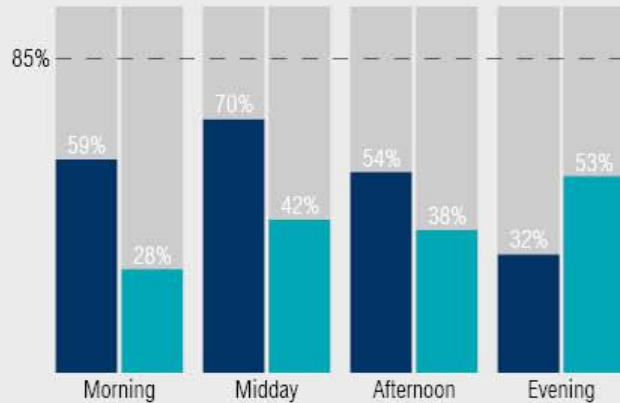


Total Utilization

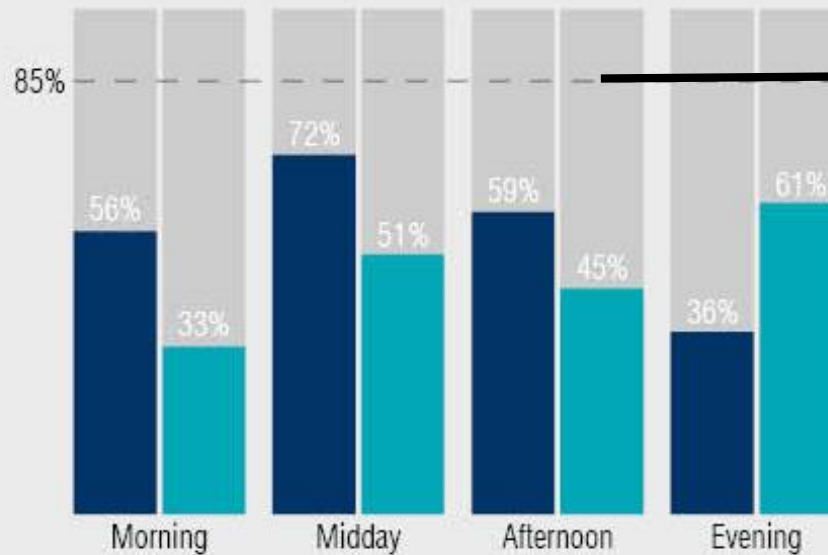
On-Street Occupancy



Off-Street Occupancy



Total Utilization | On- and Off-Street



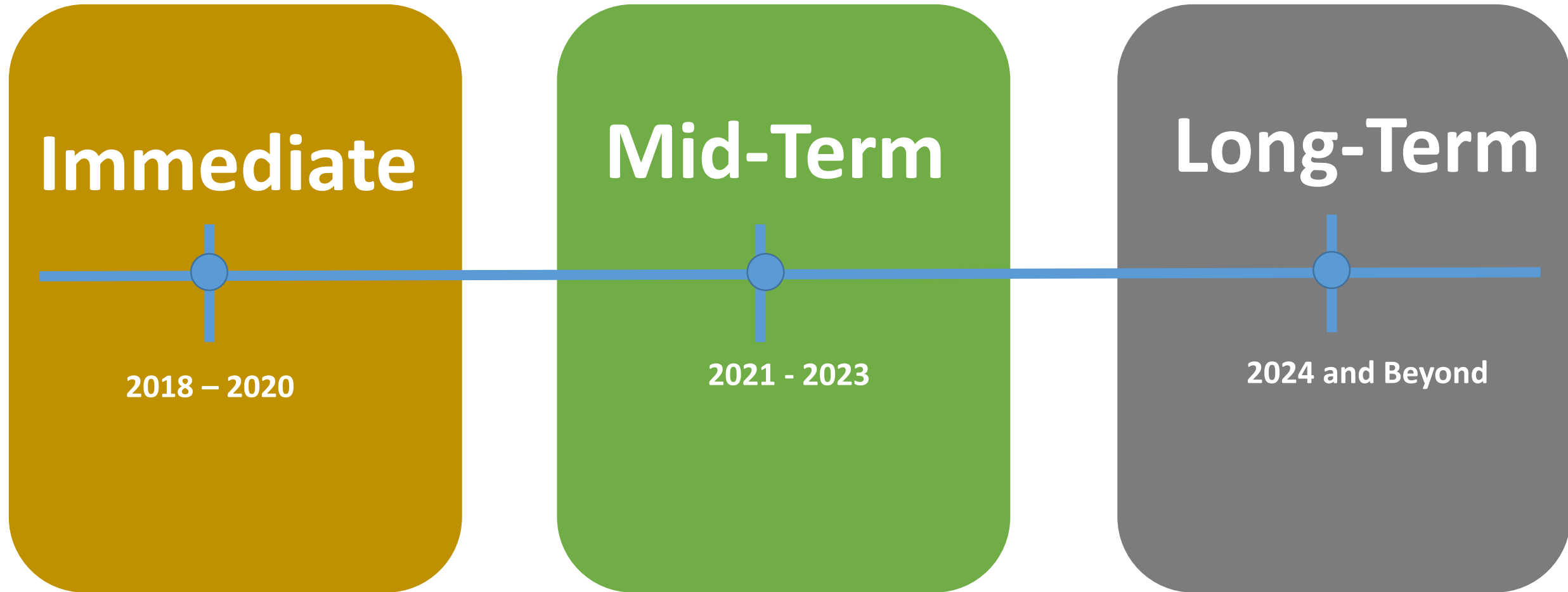
85%

optimal utilization target at which most spaces are full but arriving drivers can easily find an open space

A photograph of a street intersection in a historic town. On the left, there are multi-story brick buildings, one of which has a sign that says "JOYE BLOCK". A traffic light pole extends across the street. In the background, more buildings and a cloudy sky are visible. A semi-transparent white banner with blue text is overlaid across the middle of the image.

Recommendations & Phasing

Phasing Recommendations

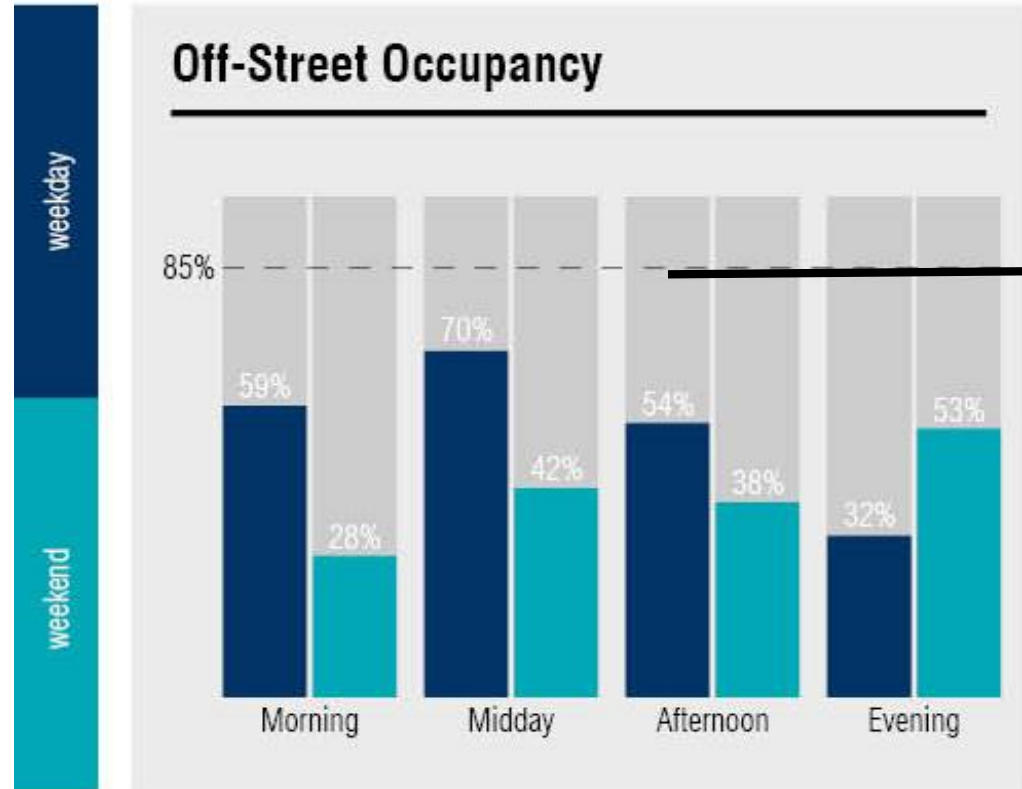


The background is a stylized map with yellow and white roads, green parks, and blue water. Several red location pins are scattered across the map, each containing a white icon: a 'P' for parking, a checkmark, a house, a magnifying glass, a person, an envelope, a star, a plus sign, and a dollar sign. A semi-transparent white banner is positioned horizontally across the middle of the image.

Immediate

2018 - 2020

New Parking Areas



New Parking Areas

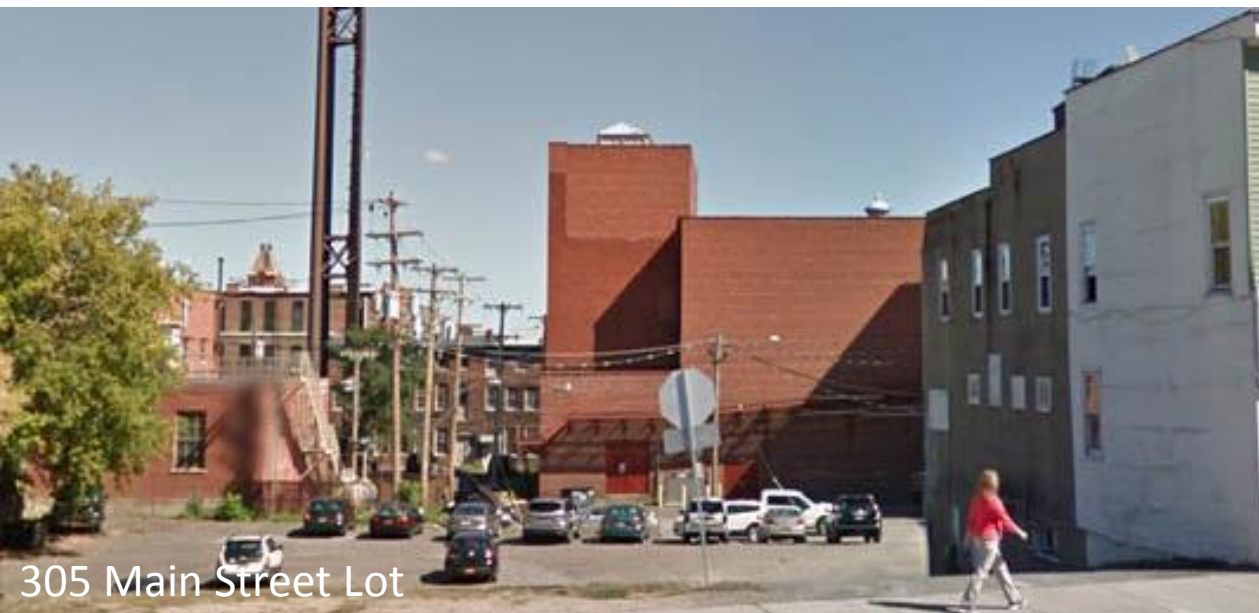


- City can consider **acquiring or leasing** the existing private lots

Brand Existing Lots



- Giving municipal lots similar signage
- Consistent directional signage to lots



Allow Shared Parking



- Encourage shared parking between uses, particularly those with different core hours
- City should consider entering into shared parking agreements with:
 - FLCC
 - Finger Lakes Times
 - Verizon Lot

Pedestrian Enhancements – Key Finding

Although Geneva is an inherently walkable community (compact, level gradation), many **people are unwilling to walk** more than 5 minutes



Pedestrian Enhancements – Recommendations



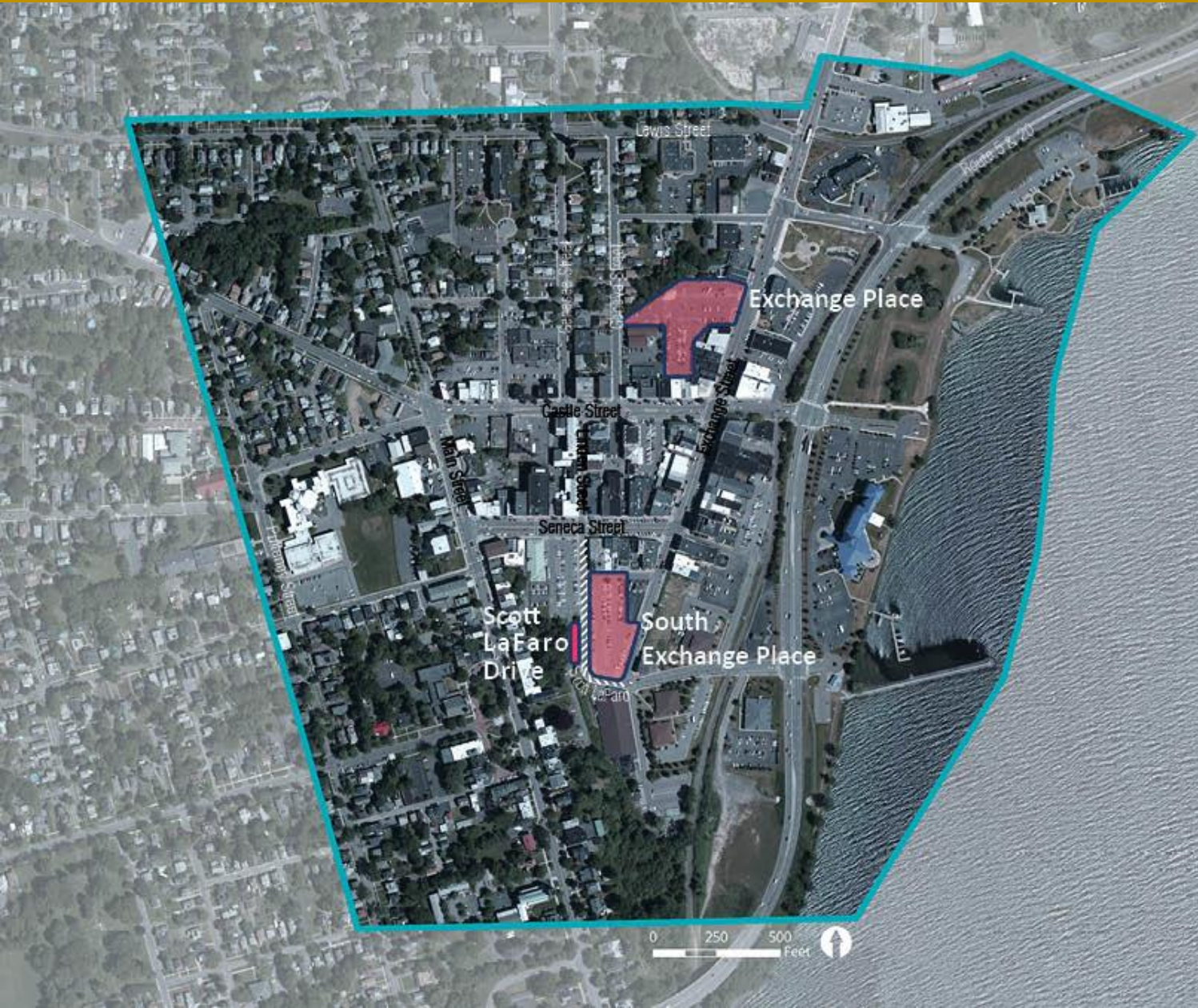
- Pedestrian enhancements on all major downtown corridors
- Enhancements will:
 - Strengthen walkability
 - Pedestrian safety
 - Encourage people to walk instead of drive

Residential & Employee Parking Habits – Key Finding



- Current parking regulations have been noted as a constraint for downtown residential development
- Current parking restrictions are prohibitive
- No designated areas for residents with more lenient regulations, particularly for multiple days and overnight

Residential Permit System – Recommendation



- Would enable those with residential permits to park overnight in designated areas.
- Short-term parking (overnight) should be allowed in municipal lots with a valid permit

Employee Permit System – Recommendations



- Two Phased Approach:
 - Business owners & employees take a pledge and park in lots outside of the core
- Formalize into a requirement

The background is a stylized map with yellow and white lines representing roads. Several red location pins are scattered across the map, each containing a white icon: a 'P' for parking, a checkmark, a house, a magnifying glass, a person, a star, an envelope, a plus sign, and a dollar sign. A semi-transparent white banner is positioned horizontally across the middle of the image.

Mid-Term

2021 - 2023

Implement Green Infrastructure



- Incorporate in municipal lots:
 - Porous Pavement
 - Stormwater Management
 - Adding more vegetation

Handicap Spaces – Key Finding

Total

39

handicap and van spaces

18%

on-street

10%

private lots

72%

public lots

59%

van accessible

On-Street

7

handicap spaces



Public Off-Street

28

handicap spaces



Private Off-Street

4

handicap spaces



Off-Street

23

van accessible spaces



Add Handicap Spaces – Recommendation



- Move/add handicap spaces to more high-demand locations
- Proposed locations:
 - On-street in front of the Smith Opera House
 - Seneca Street lot
 - On-street in front of City Hall
 - City Hall lot

Implement Wayfinding System



- Increase frequency of signage for public lots
- Ensure that signs for public lots are consistent in appearance
- Include directions to popular destinations in signage
- Include walking radius from parking lot

Branding the System



Light Pole Banner

Pedestrian Directional Sign



Parking Sign



Major Kiosk (Double Sided)

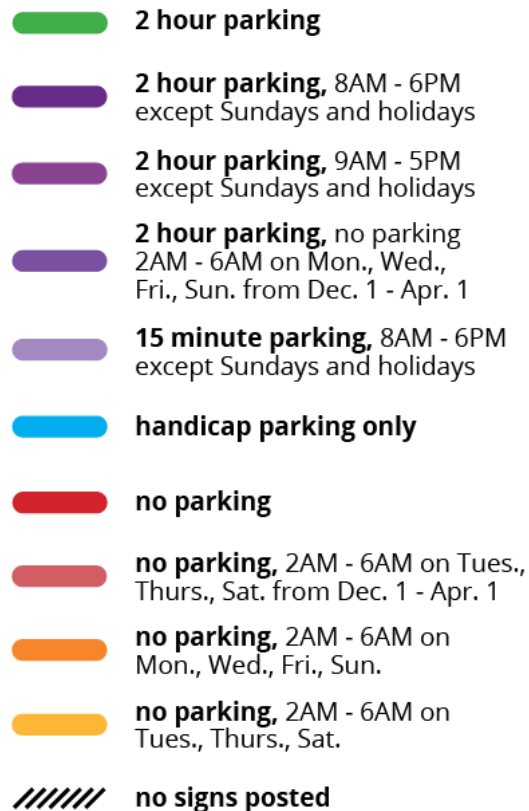


Minor Kiosk (Double Sided)



Simplifying & Reducing Restrictions

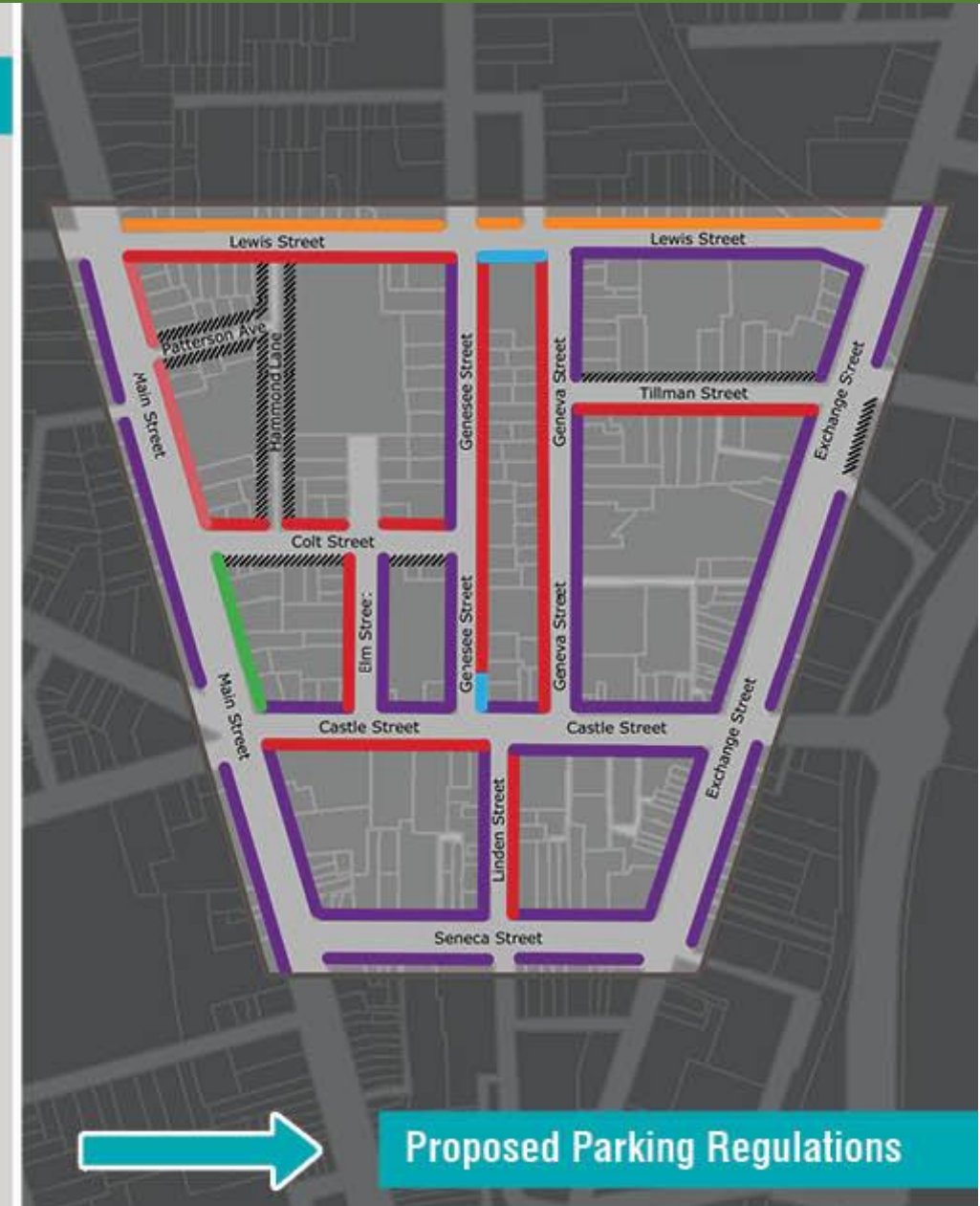
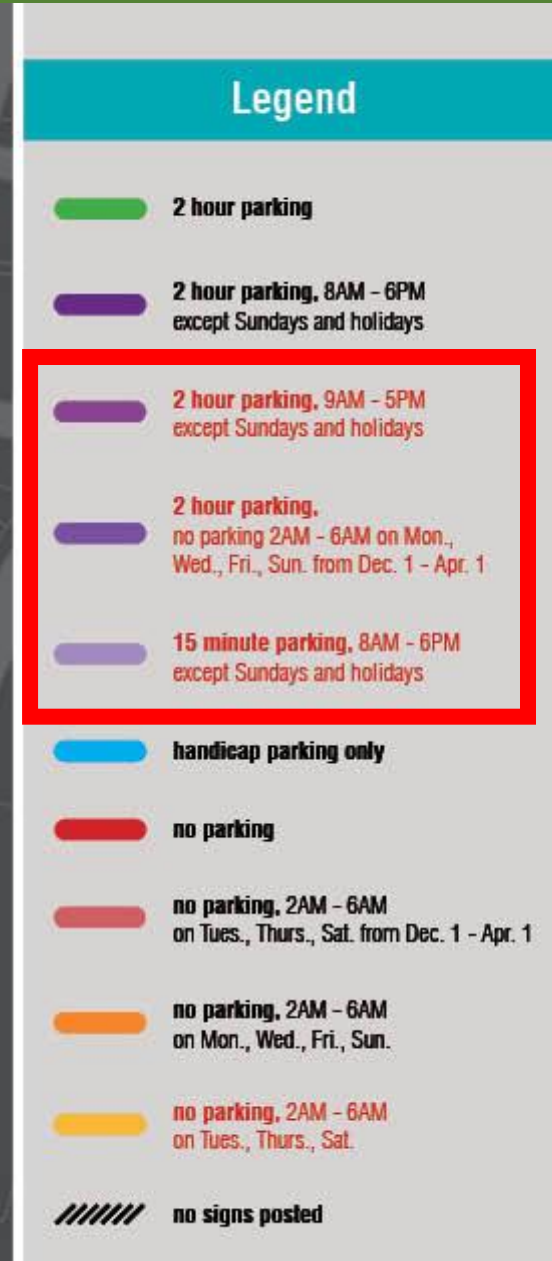
- In only a 1,000 ft² area of downtown, 10 different on-street parking regulations exist



- In the studied lots, at least 12 different off-street parking regulations exist



Simplifying & Reducing Restrictions

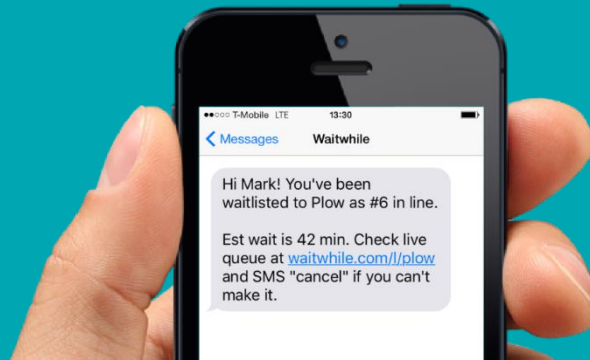
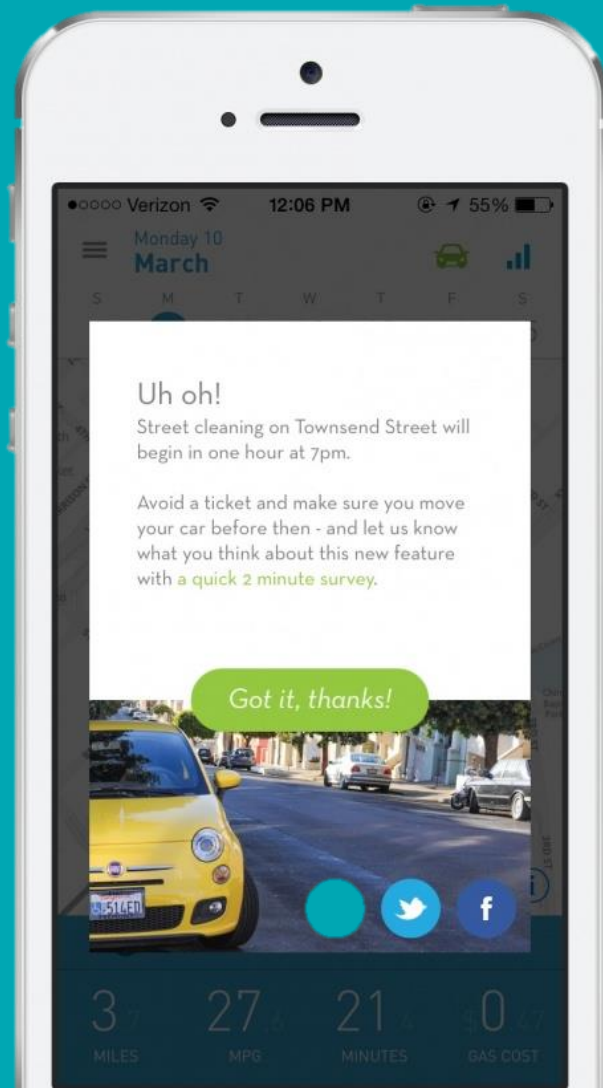


Strengthen Enforcement

- **Consistent** regulation and enforcement
 - On-foot officers
 - Electronic chalking
 - Hand held devices with cameras



Outreach System



- App that allows users to get notifications about street sweeping
- Notifications are sent 12 hours and 1 hour before the user must move their car in order to avoid being ticketed
- Concept could be applied to plowing

Changeable Parking Signs

Consider implementing changeable parking signs to respond to changes in weather or special events



E-Ink Traffic Signs

- Can be updated and customized in real-time
- Can be pre-programmed to display different regulations for different times of day or to show temporary messages during special events
- Signs use E-ink (the same display used in Kindles) which is not impaired by glare, requires very little power to operate, and can be run on solar energy

The background is a stylized map with yellow and white roads, green parks, and blue water. Several red location pins are scattered across the map, each containing a white icon: a 'P' for parking, a checkmark, a house, a magnifying glass, a person, a star, an envelope, a plus sign, and a dollar sign. A semi-transparent white banner is positioned horizontally across the middle of the image.

Long Term

2024 - beyond

Digital Wayfinding

- Provides real-time parking availability
- Recommending the system is implemented in a phased approach
- Start with a pilot program in a municipal lot

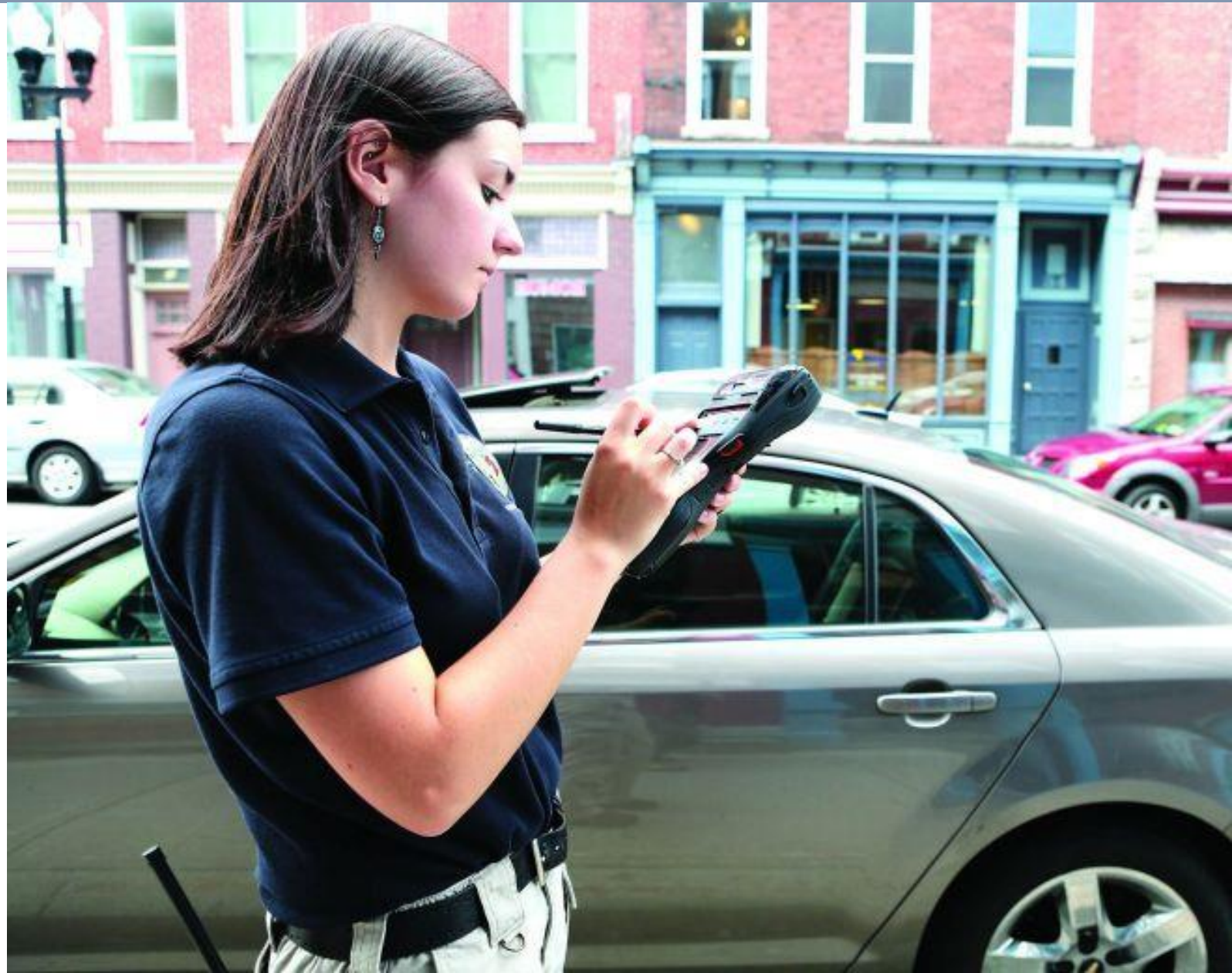
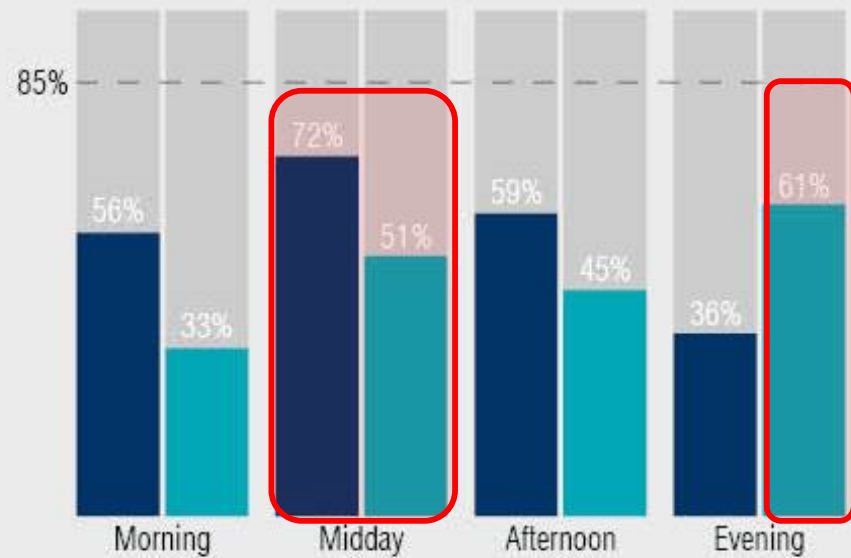


The background is a stylized map with yellow and white roads, green parks, and blue water. Overlaid on the map are several red location pins with white icons: a 'P' for parking, a checkmark, a house, a magnifying glass, a person, an envelope, a star, a plus sign, and a dollar sign. A semi-transparent white banner is positioned across the middle of the image.

Ongoing

Monitor Utilization

Total Utilization | On- and Off-Street



A stylized map background with yellow and white roads, green parks, and blue water. Several red location pins are scattered across the map, each containing a white icon: a 'P' for parking, a checkmark, a house, a magnifying glass, a person, an envelope, a star, a plus sign, and a dollar sign. A semi-transparent white banner is centered over the map.

Not Recommended

Pricing Parking

- Today's demand does not warrant implementing paid parking
- Targeted paid parking areas, implemented during peak parking hours



Pricing Parking

- Increases turnover of on-street spaces
- Generates business activity
- Prevents employees from using curbside spaces



Case Study: Old Pasadena, CA

- Meters were installed to prevent employees from using curbside spaces
- Business owners initially opposed the meters, claiming customers would go to shopping centers with free parking
- To appease these concerns, the City offered to spend all the parking meter revenue on public investments in the downtown area
- After meters were installed, sales tax revenue increased and the on-street occupancy rate averaged at 83%, just under the optimal 85% rate

Parking Garage

- Today's demand does not warrant a parking garage

Sample Scenario

- 120'x240' footprint with 3 levels (86,000 SF)
- Approximately 220 spaces
- Average cost to construct is \$50 - \$70 SF
- \$5.2 M - \$6.6 M
- Cost per space could range from \$23,600 to \$30,000





Questions?

An aerial photograph of a large parking lot filled with various cars, including sedans, vans, and SUVs in different colors like blue, silver, white, and yellow. A semi-transparent white banner with a dark blue border is centered across the middle of the image.

Permitting Workshop

A background map of a city grid, likely downtown, with a teal-colored area highlighted in the center. The map shows a network of streets and blocks, with the highlighted area representing a specific neighborhood or district.

How many people **live**
downtown?

How many people **work**
downtown?

An aerial, top-down view of a parking lot. Numerous cars of various colors (white, grey, blue, red, green) are parked in neat rows, separated by white parking lines. The perspective is from directly above, showing the tops of the vehicles and the layout of the parking spaces.

For the people that **WORK**
downtown:

**Would you be willing to take the
pledge and park in specific lots,
further away from the core?**



Would you be interested in seeing temporary parking (20 minute loading zone) on the street or in the lots?

For the people that **LIVE**
downtown:

**Would you participate in the
residential permitting system?**



What are your thoughts on the proposed regulations?



Existing Parking Regulations



Proposed Parking Regulations

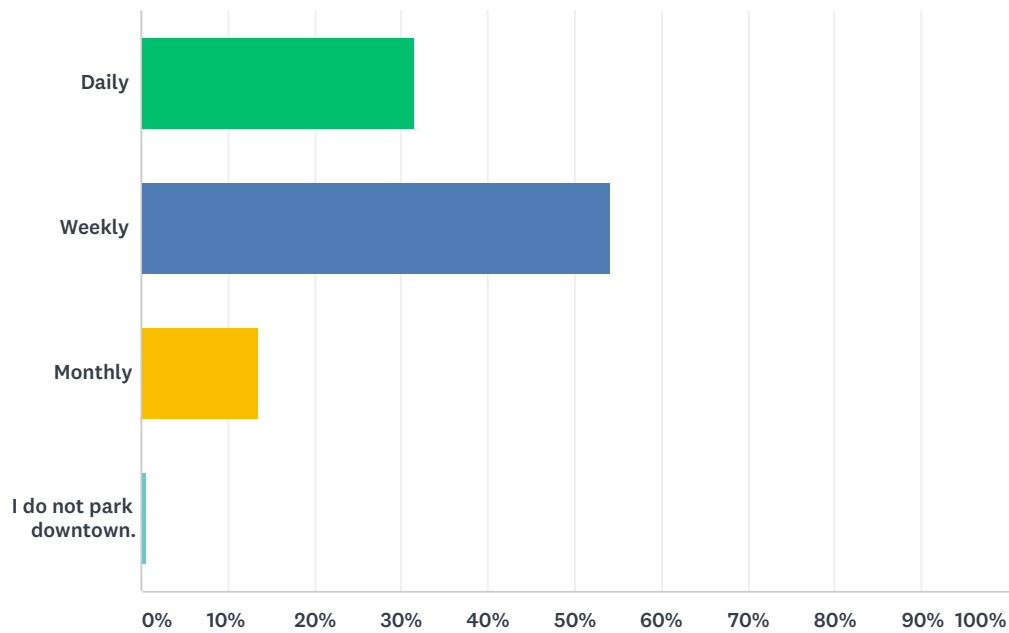
WEB BASED SURVEY FEEDBACK

APPENDIX



Q1 How often do you park in downtown Geneva?

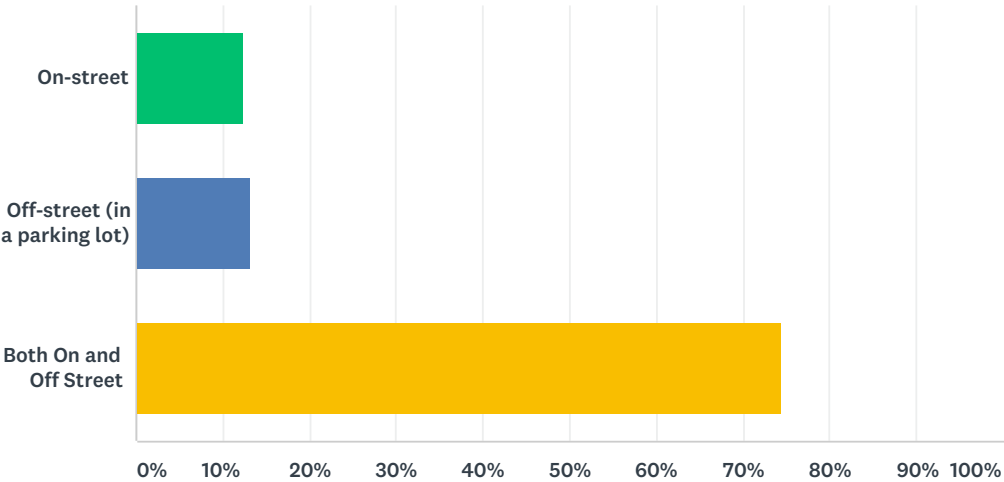
Answered: 146 Skipped: 0



ANSWER CHOICES	RESPONSES	
Daily	31.51%	46
Weekly	54.11%	79
Monthly	13.70%	20
I do not park downtown.	0.68%	1
TOTAL		146

Q2 Where do you park downtown?

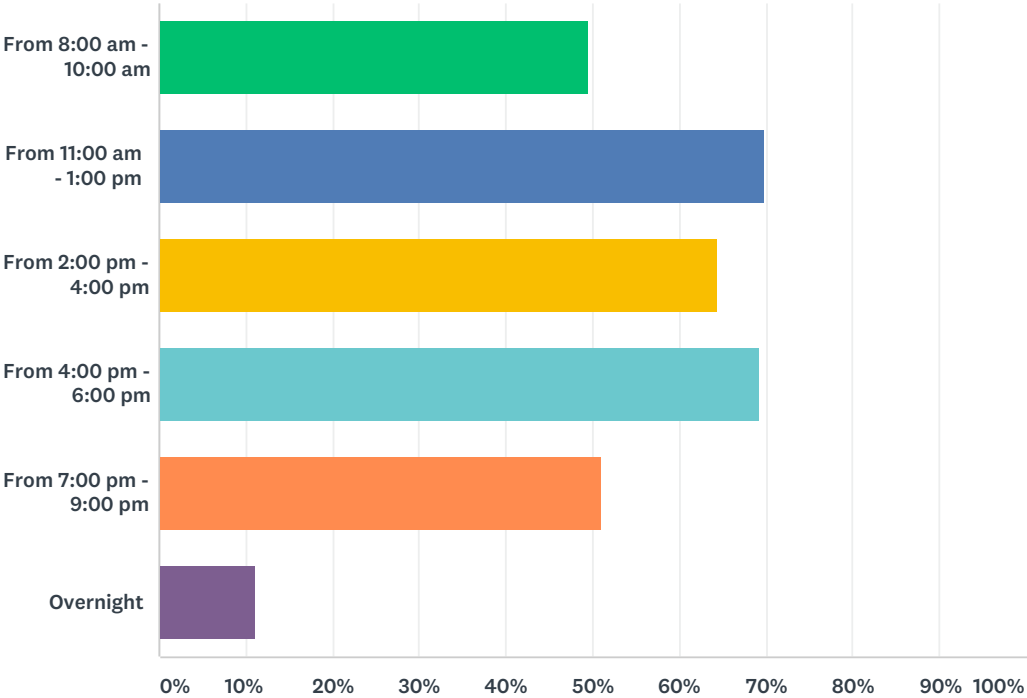
Answered: 145 Skipped: 1



ANSWER CHOICES	RESPONSES	
On-street	12.41%	18
Off-street (in a parking lot)	13.10%	19
Both On and Off Street	74.48%	108
TOTAL		145

Q3 When do you park downtown? (Please check all that apply)

Answered: 143 Skipped: 3



ANSWER CHOICES	RESPONSES	
From 8:00 am - 10:00 am	49.65%	71
From 11:00 am - 1:00 pm	69.93%	100
From 2:00 pm - 4:00 pm	64.34%	92
From 4:00 pm - 6:00 pm	69.23%	99
From 7:00 pm - 9:00 pm	51.05%	73
Overnight	11.19%	16
Total Respondents: 143		

Q4 Please list any areas within the study area that you have trouble parking.

Answered: 72 Skipped: 74

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Answered: 72 Skipped: 74

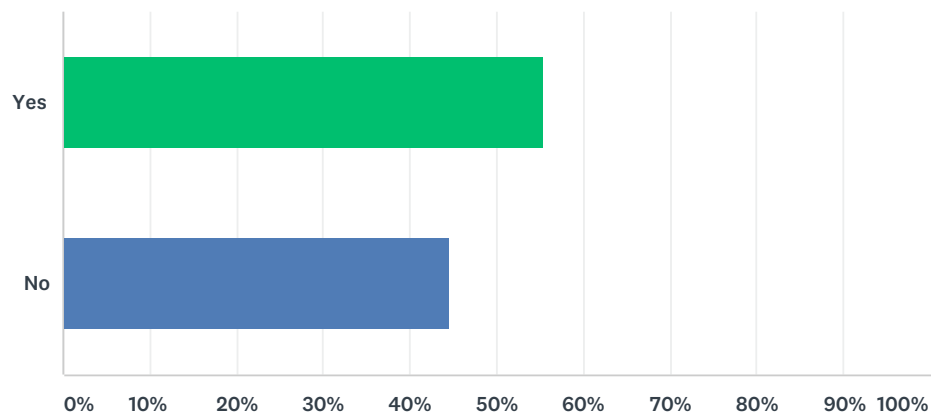
#	RESPONSES	DATE
1	Smith Opera House / Seneca Street restaurants Geneva Public Library	8/2/2017 9:08 AM
2	Castle street	7/28/2017 2:31 PM
3	Seneca St. Exchange St. Castle St. Linden St.	7/28/2017 10:58 AM
4	None. I have never had trouble parking. For some evening events if lots 9 and 11 fill up, I go to 3.	7/28/2017 10:39 AM
5	city hall street parking	7/27/2017 3:18 PM
6	Problems with short term parking (15 - 20 min) near post office/city hall and community/fingerlakes FU banks.	7/27/2017 12:34 PM
7	Seneca st and post office parking	7/27/2017 9:21 AM
8	I don't have many issues. I seldom part downtown. Just when shopping or eating out.	7/26/2017 8:32 PM
9	Seneca street on-street in general but there's always something in the big off street lot	7/26/2017 7:50 PM
10	The parking in front the businesses at the east end of Seneca is always full. Very difficult to quickly run into my bank.	7/26/2017 4:28 PM
11	1 (Library)	7/26/2017 3:28 PM
12	Parking lot across from the smith opera house	7/26/2017 2:35 PM
13	Street parking in front of a store	7/26/2017 11:14 AM
14	sometimes I have trouble parking near the banks and the post office	7/26/2017 11:10 AM
15	Near the credit union	7/26/2017 11:06 AM
16	Library parking is difficult, especially with little kids in the car.	7/26/2017 10:48 AM
17	No problem parking	7/26/2017 10:44 AM
18	Seneca St., Castle St., Exchange St., lot across from Smith Opera House	7/26/2017 8:46 AM
19	exchange st	7/26/2017 8:46 AM
20	Seneca street	7/26/2017 8:01 AM
21	Seneca St (on street)	7/26/2017 7:57 AM
22	Seneca Street lot (across from Smith) On-street Castle and Exchange	7/26/2017 6:08 AM
23	In front of the library	7/26/2017 5:56 AM
24	no trouble, i find there to be ample parking downtown and rarely need to walk more than 5 minutes to my intended destination	7/26/2017 12:21 AM
25	3 and 7	7/25/2017 11:01 PM
26	Only during events, and weekend evenings, the lot across from the Smith is usually full	7/25/2017 10:46 PM
27	Depends..never consistent location of problem	7/25/2017 10:32 PM
28	Off street parking lots always seem full. Doesn't seem like there are not enough off street parking when there are so many people know working downtown ...Hobert and Lyons bank	7/25/2017 10:09 PM
29	Post office, Cam's Pizzeria (all exchange st.)	7/25/2017 10:06 PM
30	On Castle St.	7/25/2017 9:43 PM
31	on Castle Street, on Linden Street and in the diagonal spaces on Exchange Street (visibility of oncoming traffic is an issue)	7/25/2017 9:35 PM

32	Seneca Street on Fridays	7/25/2017 9:05 PM
33	South Main st between William and the clover leafs. Also in pulteney park and on Washington st.	7/25/2017 8:59 PM
34	Linden street. The main logs are always full	7/25/2017 8:42 PM
35	I have never had trouble parking in Geneva. I've lived here for six years and have never lived in a place where parking was easier. There is no problem with parking here!	7/25/2017 8:30 PM
36	Happy hour-ish time is particularly difficult, around 5:00 when people who work downtown haven't yet left the office, and parking is limited for the pre-dinner crowd. Often it's hard to find a spot to grab coffee at Opus in the morning.	7/25/2017 8:23 PM
37	Seneca st is always full	7/25/2017 8:07 PM
38	Exchange st	7/25/2017 7:55 PM
39	City hall & post office	7/25/2017 7:54 PM
40	seneca parking lot	7/25/2017 7:45 PM
41	Anywhere in the street	7/25/2017 7:21 PM
42	Seneca Street	7/25/2017 6:41 PM
43	South main street	7/25/2017 6:14 PM
44	6	7/25/2017 5:43 PM
45	Weekend evenings there is limited parking in the lot across from the Smith and no on street parking.	7/25/2017 5:28 PM
46	State Street St Francis church parking is a Nightmare, up town by Cams is always full..post office/town office area is always full..	7/25/2017 5:14 PM
47	Exchange St. City Hall. Library.; Seneca St.	7/25/2017 4:52 PM
48	sometimes on Exchange (running into Opus for coffee, etc.)	7/25/2017 4:18 PM
49	None.	7/25/2017 4:12 PM
50	Exchange place parking lot	7/25/2017 4:04 PM
51	1 and 9, there is not enough disabled.	7/25/2017 3:51 PM
52	Seneca St.	7/25/2017 3:43 PM
53	The corner of Seneca and Main. Too many Marks Pizza Delivery cars.	7/25/2017 3:33 PM
54	All the curbs are not accessible for people with motor/physical issues. I would like to go into stores but the walk is to far from the open areas near the street parking. For this reason Iam unable to shop in Geneva.	7/25/2017 3:28 PM
55	None	7/25/2017 3:22 PM
56	Everywhere	7/25/2017 3:13 PM
57	Genesee Street from Lewis to Castle St. weekends particularly and on Main Street across from Marks pizza.	7/25/2017 3:05 PM
58	Main Street.	7/25/2017 3:00 PM
59	Area 6 and 7 are pretty bad. Scant parking in thos lots. Lot 6 is that even a lot? Isnt that phone company parking? If that is a lot.. It about 30 years over due for some black top and lines.	7/25/2017 2:49 PM
60	Castle Street Farmer's Mkt lot Seneca Street Seneca Street lot	7/25/2017 2:39 PM
61	Night time parking is extremely difficult. Going out for a drink and deciding to park overnight is limited as availability for overnight parking is pushed to the back of lots and has limited spots. I have heard multiple people complain that if leaving car overnight they will be ticketed.	7/25/2017 2:36 PM
62	Lot by DMV	7/25/2017 2:28 PM
63	12, 13	7/25/2017 2:28 PM
64	All parking areas are full sometimes which makes patronizing downtown businesses difficult.	7/25/2017 2:27 PM
65	city hall lot	7/25/2017 2:27 PM

66	The exchange street parking lot close to Geneva Street next to the Hydrant Hose sometimes fills up to the point I have to park closer to the bus depot.	7/25/2017 2:23 PM
67	None	7/25/2017 2:20 PM
68	Parallel parking on any street	7/25/2017 2:18 PM
69	Occasionally for evening events the public lot off Seneca Street is very full.	7/25/2017 2:16 PM
70	Genesee Park, Exchange, Castle, Seneca	7/25/2017 2:10 PM
71	No issues	7/25/2017 2:07 PM
72	Seneca Street/Main Street Corner	7/25/2017 2:02 PM

Q5 If you work downtown, would you be willing to park up to 5 minutes away from your employer and walk to work? This would make more room for people parking for the short-term.

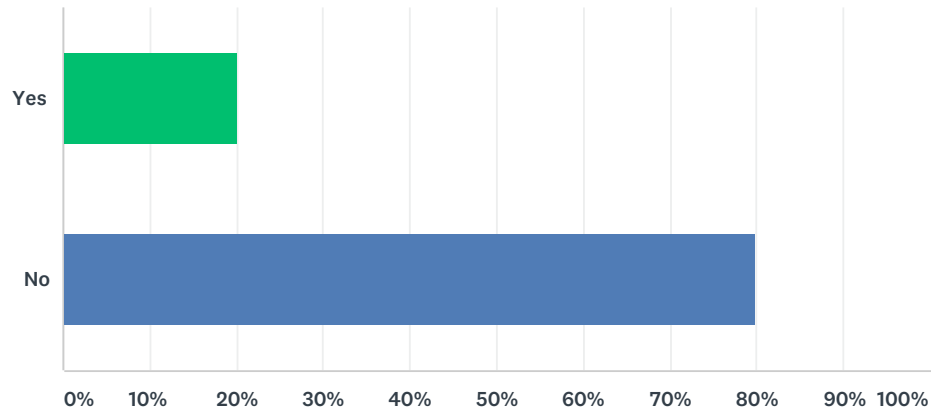
Answered: 83 Skipped: 63



ANSWER CHOICES		RESPONSES	
Yes		55.42%	46
No		44.58%	37
TOTAL			83

Q6 Would you be willing to pay to park anywhere in the downtown?

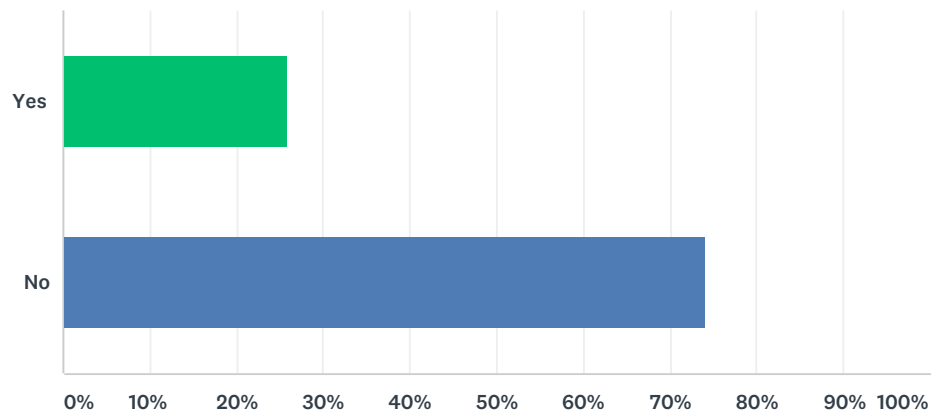
Answered: 144 Skipped: 2



ANSWER CHOICES		RESPONSES	
Yes		20.14%	29
No		79.86%	115
TOTAL			144

Q7 Would you be willing to pay to park for on-street parking only?

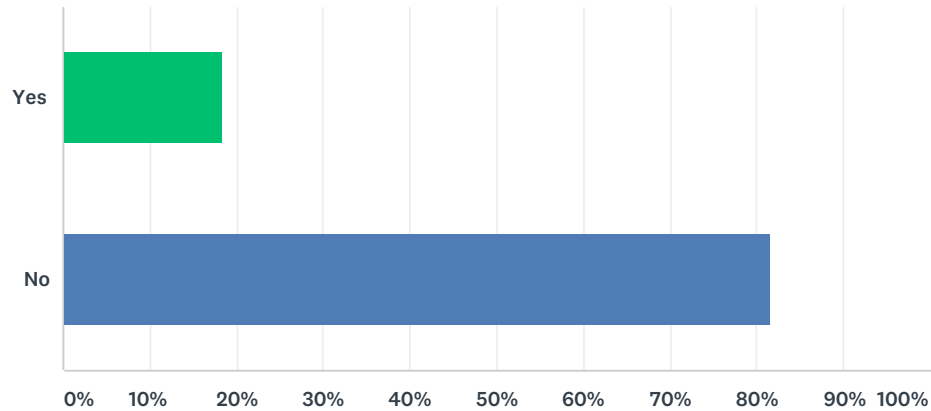
Answered: 143 Skipped: 3



ANSWER CHOICES		RESPONSES	
Yes		25.87%	37
No		74.13%	106
TOTAL			143

Q8 Would you be willing to pay to park on-street only during the weekends?

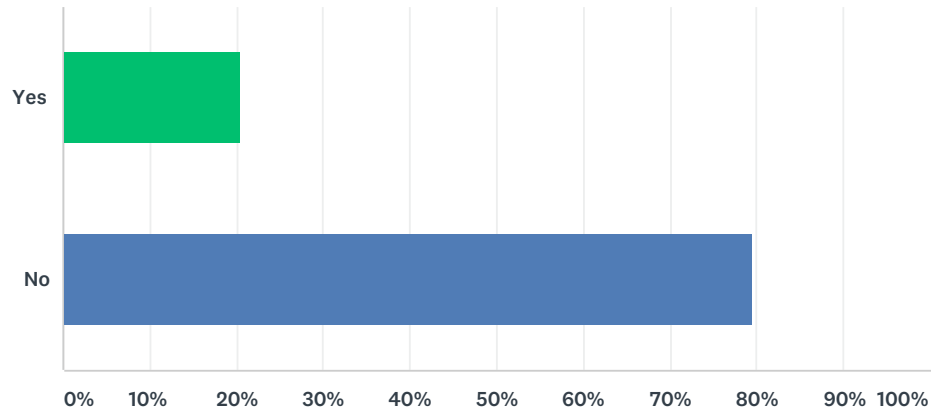
Answered: 141 Skipped: 5



ANSWER CHOICES		RESPONSES	
Yes		18.44%	26
No		81.56%	115
TOTAL			141

Q9 Would you be willing to pay to park in the lot across from the Smith Opera House?

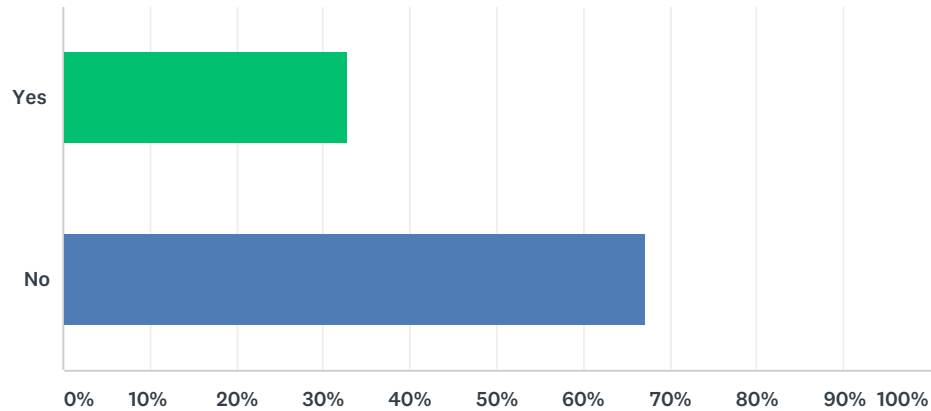
Answered: 141 Skipped: 5



ANSWER CHOICES		RESPONSES	
Yes		20.57%	29
No		79.43%	112
TOTAL			141

Q10 Would you be willing to park in a lakefront lot for free and take a free shuttle to the downtown?

Answered: 143 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	32.87%	47
No	67.13%	96
TOTAL		143

Q11 We want to hear from you. Please share any comments you may have about parking in downtown Geneva.

Answered: 83 Skipped: 63

Q11 We want to hear from you. Please share any comments you may have about parking in downtown Geneva.

Answered: 83 Skipped: 63

#	RESPONSES	DATE
1	I like more consistent regulations and signage. If parking for the hockey rink could be increased by the rec center, it would free up Seneca Street lot for Smith events.	8/2/2017 9:08 AM
2	This indeed is a huge issue, not only to people who reside here but ppl. who try to come eat , shop or partake in downtown business. I do believe that the amount of vehicles I see on a daily basis on street parking(that you know are the business employees!!) take away from customers, & without customers, you will have no business. It can be frustrating and people have then gone to Hamilton St. instead...something the owners and employees need to know! :)	7/28/2017 10:58 AM
3	I usually use downtown only for quick errands. If I had to pay to park, I would do those errands elsewhere (eg shop for gifts at strip mall; use bank branch in strip mall). I don't object to paying in general, but to the process of the transaction. Takes time; kiosk instructions often hard to understand (2 - 3 different types in Ithaca alone!). Parkmobile app is the only one I've found to be seamless.	7/28/2017 10:39 AM
4	charging for parking downtown is a bad idea; it will only penalize those who are low income and contribute to further gentrification. it's not necessary for a community as small as ours.	7/27/2017 4:45 PM
5	paying for parking depends: meters are okay, having pay stations for short term parking is a pain as it takes additional time to locate station and make the machine work.	7/27/2017 12:34 PM
6	No need to charge for parking!	7/27/2017 9:21 AM
7	I often have to carry supplies to and from my office for my work day. Hate having to park so far away carrying a heavy load.	7/27/2017 9:05 AM
8	A parking garage possibly located in the Seneca st lot or on main st where the old gas station was (or both areas) would enhance parking downtown. Downtown residents could purchase monthly parking passes as well. On Seneca st, the garage could be located on the southern section of the lot possibly 2-3 stories, with new retail space abutting Seneca street. This would "hide" the parking garage as well as opening up new retail space.	7/27/2017 7:29 AM
9	Geneva is a beautiful city we need to keep it that way. Make it easy for people to get around and have safety in mind.	7/26/2017 8:32 PM
10	People's perception of parking is relative ... the same person who happily parks in a municipal garage in a Rochester and walks to their destination will complain about walking around the block in downtown Geneva.	7/26/2017 7:50 PM
11	Keep downtown parking free. The city has already cost poor and elderly people money with that ridiculous & unnecessary garbage & recycling plan. We now have to pay more for reduced service. The city needs to recognize the limitations the majority have on their income, especially because of outrageous property taxes. No wonder people don't want to live in the city of Geneva.	7/26/2017 7:06 PM
12	How about having parking free for city/town residents and charging those who are visiting. I pay enough in taxes that I shouldn't have to pay to park downtown when I am supporting local businesses.	7/26/2017 4:28 PM
13	I live in a large city out of state but come to Geneva often to work for a few days. The free parking is a treat but it is not out of line to have the on-street spots be metered. It would stop business owners from taking up the spots and keep those spots turning over for people who need quick stops vs 2 hour dinners. When I lived in town, I would often NOT stop at a business if there wasn't close parking, specifically in the winter.	7/26/2017 4:14 PM
14	I really am not concerned about parking downtown. Even if I need to walk a short distance, walking through downtown Geneva is so pleasant. I try to park at one place for multiple errands, walk between them, and grab a coffee at Opus while I'm at it!	7/26/2017 3:28 PM

15	During after business hours - after 5 pm - most of lower Exchange St and the Exchange St. lot are half empty. That applies to weekends also. For most people that still only a 5 - 10 minute walk to Seneca St. where the majority of downtown night activity is now concentrated. A shuttle could also stop in that lot with a drop off at the Seneca St. lot.	7/26/2017 2:57 PM
16	Please please please please please do not make downtown Geneva less attractive and friendly to residents, visitors and workers by instituting paid parking.	7/26/2017 1:49 PM
17	I am a moderate shopper and diner downtown, I have never really had a problem. Lived here all my life, I know places to park in the city.	7/26/2017 11:31 AM
18	1. I would be willing to pay to park in a parking garage. 2. I do not want to see the streets littered with parking meters. They are unappealing. 3. I think we should minimize parking at the lakefront and maximize parking in downtown. (the opposite of what these questions appear to indicated).	7/26/2017 11:22 AM
19	Please do NOT introduce parking meters/pay-to-park in Geneva. We are residents and, unlike a visitor, I am not willing to pay for parking for a spot "right in my neighborhood". Paid parking will hurt local businesses as well. Canandaigua and Penn Yan all have free on-street parking and if we introduce paid parking (or reduce free on-street parking) that would make Geneva a very inconvenient city for visitors and residents alike.	7/26/2017 11:10 AM
20	Parking could be better but it's not a nightmare. If you're looking to make \$ from parking don't penalize the over taxed citizens, put meters near all the Hobart buildings and make that college pay it's share for once and all. What do you think they're going to do? Pack up and leave town? They need to start contributing more than they do.	7/26/2017 11:06 AM
21	Parking has been an issues for decades. You need to instruct store owners to STOP parking in prime areas. We all know that this is being done as we can watch it when shopping downtown. The business owner parks then often moves their care two hours later. Get them to park near the ice rink and walk.	7/26/2017 10:52 AM
22	Paying for parking in Geneva would deter visisitors from coming. A very bad idea.	7/26/2017 10:44 AM
23	Since I am only in downtown on occasion and for short periods, taking a shuttle would be inconvenient. If parking was reasonably priced for the short term I would rather pay than walk. I don't mind walking when the weather is decent and I am not carrying lots of stuff.	7/26/2017 10:43 AM
24	We have stayed in 2 different cities in Florida during the past 5 winters. In 1 you have to pay to park everywhere. In the other, parking is free everywhere. There is a much more welcoming feeling in the city with free parking.	7/26/2017 9:20 AM
25	I own a business downtown and it is very inconvenient sometimes to park far away when I have a lot to carry to my shop or me and my husband are doing work on the shop. Also the parking on exchange and castle which faces the buildings is often dangerous to back out of as it is hard to see if people are driving down the street.	7/26/2017 8:46 AM
26	I was on the original parking committee in the 1980s. I am happy to serve. Tom Burrall	7/26/2017 8:32 AM
27	remember the disabled or elderly who would have great difficulty in walking even one block, or people who live downtown and have children or many bags to carry	7/26/2017 5:56 AM
28	That's what separates us here in geneva from the rest of your travel destinations...	7/26/2017 5:55 AM
29	A parking garage off of S Exchange Street that would include special rates for employees of downtown businesses.. one, two or even three levels if needed! This would also link parking to the lakefront for activities by the lake	7/26/2017 5:49 AM
30	i sense the city may be angling to charge for parking. obviously i don't want to volunteer to pay for something that is currently free, but if it's that or erecting a parking structure that some developer is trying to sell the city on, i would prefer to pay for parking in only part of downtown. if you do this please go for meters that take debit/credit cards, and please consider that this could be a giant blow to the area's nascent growth - geneva is far from a hotspot, and free parking is a crucial component of its current appeal. visitors are likely to just drive on through to the next town where parking is free. I absolutely do not want a parking structure downtown without proof that the city has enough vehicle traffic to create substantial revenue at a municipal lot, and even then i do not want to see lake views affected.	7/26/2017 12:21 AM
31	No need to charge for parking since we pay enough in taxes. It's tacky!	7/25/2017 11:12 PM
32	Own a business downtown and carry heavy merchandise from car to store on daily basis.	7/25/2017 11:01 PM

33	Allow parking in the FLCC lot during events and weekends, instead of a lakefront shuttle. Tap into vacant lots such as desales and behind downtown businesses.	7/25/2017 10:46 PM
34	Limit parking time to 1 1/2 to 2 hours in any spot that is on the street.	7/25/2017 10:32 PM
35	It is what it is, Geneva is not big enough to worry about having to walk to park.	7/25/2017 10:24 PM
36	Pay parking on the weekends is a ludacris idea. If you charge, be like every other city. Pay to park M-F, 8-6, maybe include Saturday, but Sunday parking is free.	7/25/2017 10:10 PM
37	Hws employees in downtown offices often need to get to campus for meetings, events, or other reasons. Parking 5 minutes away from our offices on Seneca St makes this even more difficult.	7/25/2017 9:50 PM
38	I think the idea of having to pay for parking in City of Geneva is ridiculous. I think it will deter people from coming downtown. I further think it will hurt the local businesses like places in Linden St. Plus what wasteful spending by Coty will come from additional revenue of a pay to park system.	7/25/2017 9:43 PM
39	Would be willing to pay to park in a parking garage either at the current Seneca St lot or across from the armory on Main St.	7/25/2017 9:16 PM
40	Leave it the way it is.	7/25/2017 9:02 PM
41	Living on South Main st I feel there needs to be painted lines to enforce the spots. Far too many drivers park in an irrational and inconsiderate manner which causes less cars to be able to park than there should be on the street. Frequently cars park in front of my house and leave 10-12 feet between cars, causing many potential spots to be lost. Due to inconsiderate and improper parallel parking	7/25/2017 8:59 PM
42	The diagonal parking is dangerous especially on the corner of Seneca Street and exchange street in front of the bank. I had an accident during the winter. I was trying to watch the traffic coming off of Exchage St onto Seneca St as I was backing out, when another driver also watching traffic, didn't see me and backed into my car.	7/25/2017 8:44 PM
43	I like that linden street is shut down to traffic on the weekends. The parking space directly in front of the town hall lot is a hazard when trying to pull out.	7/25/2017 8:42 PM
44	Parking can be difficult but it's not that bad. I think charging for parking is a terrible idea, as would be paying for a shuttle. When I travel and have to get coins for meters, etc. it is so annoying, having to find change, or download some app.	7/25/2017 8:23 PM
45	Free parking in Geneva has been such a gift to us. Paid parking would certainly be an adjustment, but is understandable	7/25/2017 8:08 PM
46	Its hard when business are open but you see the owners parking on the street	7/25/2017 8:07 PM
47	Certain answers would depend on the availability of a shuttle during the hours I work late.	7/25/2017 7:59 PM
48	More diagonal parking?	7/25/2017 7:55 PM
49	Don't make the lakefront a parking lot. Put up meters like most cities do and make revenue	7/25/2017 7:21 PM
50	There are times when parking can be a challenge but I don't believe that Geneva has a major parking problem.	7/25/2017 6:41 PM
51	As a resident of downtown geneva I am for sure not pro paying for parking. My apartment building had no off street parking so my only option is to park on the street or in the lot across from the smith. The parking (switching sides) is confusing enough. There should be some sort of leniency for people that actually live here.	7/25/2017 6:14 PM
52	The hardest parking issue is winter. While I understand the need to limit overnight parking when there is snow, there really isn't that many nights when snow is an issue. Maybe that could be looked into.	7/25/2017 5:28 PM
53	The lakefront development will be stymied until something safe and inviting is in place -- like the bridge that used to span 5&20.	7/25/2017 5:20 PM
54	I worry that charging for parking would deter people from doing business downtown. I hope that the push for a more bike-friendly Geneva will be more heavily pursued than pay-for-parking initiatives.	7/25/2017 4:36 PM
55	there is great parking behind the Lynch Furniture Store all the way to the one way alley at the BID but no one seems to know about it.	7/25/2017 4:18 PM

56	I think the a goal for parking that should be free and limited. We should also encourage other ways of getting people to come downtown other than by car such as walking and biking as it is more efficient. I hope we can either bury and/or build over parking lots. I realize this is asking a lot but I hope we continue to have it be easy and inviting to visit our downtown area.	7/25/2017 4:12 PM
57	There seems to be too much going on in the Exchange pl. lot. Between buses, farmers market, and Lyons National employees, it is WAY too congested.	7/25/2017 4:04 PM
58	Need more handicapped parking	7/25/2017 3:43 PM
59	I think Geneva could definitely charge a small fee for parking both on and off street parking, but I would prefer that the lots be converted to pay lots or using a mobile app to accomplish this at on and off street spots. Residents/frequent users could perhaps get a discounted permit or fee scale. If this will generate revenues to improve Geneva roads and other traffic/pedestrian related infrastructure, I'm all for it.	7/25/2017 3:32 PM
60	See above	7/25/2017 3:28 PM
61	As a family I would rather walk a little further than entrust our safety to a shuttle. I don't know the legalities of this, but it would be super important to ensure adequate and free handicap parking - do it right and make sure there's more than required. Overall, I've always wondered why anyone thinks there is a problem with parking downtown. Even if a little annoying, it seems reasonable to do a little walking in a "city" environment.	7/25/2017 3:22 PM
62	Many of the residents that live on South Main Street HAVE to use the Smith Parking Lot to park. There is not enough parking on South Main, especially winter time, for everyone that lives there.	7/25/2017 3:09 PM
63	Some of the questions you pose apply more to people who work downtown - many times they take parking spots from customers of downtown business. If you go to a pay for parking model - downtown employees could be given free parking in the City lots to free up these spaces.	7/25/2017 3:07 PM
64	Having lived almost 20 years downtown, parking can be very confusing. Different times to park where and when the no parking goes in to affect on street parking.	7/25/2017 3:05 PM
65	Parking is not too bad. It's nice that it's free. Makes city more welcoming.	7/25/2017 3:05 PM
66	Paid parking is great if you issue every single home owner, per car, a park card so they can have said fee waved... BECAUSE WE ALREADY PAID FOR IT. 10 fold. Tourists, visitors, renters, college students and their families; are welcome to pay for premium parking. Every visitor is expected to do what is the norm for the city they visit. Even towners. Sure there will be a 3-5 year piss and moan period for HWS brats and towners. But that will evaporate when incoming freshman are introduced to the new normal. I would expect push back and intra-HWS employee and town folk smear campaigns could extend the afluenza induced cry baby period by 2 years beyond the logical 5. But... New normal will eventually be normal. Parking will improve. Home owners have thier value incentive perk. And the city should have some more cash from the demographic that can readily spend it. Feel free to run with that brilliant win/win scenario. Sincerely, Geneva homeowner with 2 kids, who cant afford a vacation. To Letchworth..while our friends with identical incomes who live in the town went to Disney AND sent both thier kids to lacrosse camp with the tax savings. You are telling me you all can't figure out how to incentiveize city residency? And grass roots neighborhood hooplas is not what I mean. I mean real incentives. Lake usage... This parking perk.. Free trash removal. How about simple property respect. Every year i have to fix my lawn from the salted snow plow banks. I am pretty sure lawn damage was not on the menu for road snow removal. There are three city parks i know of that received serious heavy truck damage from the May rain. Go fix it already. What kind of example is that to your kids?. I have to explain to mine that the rule of "leave a space the same or better than you found it applies only to regular folkz. Not city employees. " fix what you broke people. And that isnt even a fuggin incentive.. Just do your jobs and care for what we pay you to care for. Sigh. I hate these surveys.	7/25/2017 2:49 PM
67	Put parking garage in Seneca Street lot. Charge to park. Allow overnight parking there (for a fee)	7/25/2017 2:39 PM
68	I use the downtown constantly for errands to the bank, post-office, shopping, meals, and entertainment, often with children in tow and I never have any problems locating parking. I do find it difficult to get out of the "nose in" spaces along Exchange St. etc. because it is difficult to see traffic if I'm parked next to an SUV or a pick-up, or a car with heavy tinting.	7/25/2017 2:39 PM
69	I don't think paying for parking would solve anything. Would likely draw young crowd away from downtown bars	7/25/2017 2:36 PM
70	Too few people take the time to shop downtown to start with. Paid parking will only drive more people away. Not a good idea at all. There must be other ways to generate income.	7/25/2017 2:34 PM

71	Create a separate are and separate spaces for the many, long pickup trucks	7/25/2017 2:28 PM
72	Having to pay to park would be cost prohibitive to my family.	7/25/2017 2:27 PM
73	Washington Street should be parking on 1 side only. It's common to have parking on both sides of the street which only allows for 1 car to pass at a time. This can lead to dangerous games of chicken when cars passing in opposite direction fail to give the right of way. It slows down traffic and is very unnecessary since there is always ample parking on the street. One side of the street should be designated as parking and a center line should be painted off-center to accommodate this. Alternatively, use alternating parking rules for plows and traffic to pass safely.	7/25/2017 2:23 PM
74	It's easy to complain about parking because people have an unreasonable expectation of being able to drive door to door anywhere with minimum walking. Instead we should foster a more reasonable expectation of necessary walking where possible. A town full of parking lots is unattractive. My two cents.	7/25/2017 2:20 PM
75	The only time I have serious trouble parking is when the Farmer's Market is in full swing and when there is a major event at the Smith Opera House.	7/25/2017 2:18 PM
76	Sometimes the curb ramp at the library door on Castle is blocked by people parking in the no-parking spot, making it hard to get a bike from the street onto the sidewalk bike rack (and dangerous in the face of traffic).	7/25/2017 2:17 PM
77	With no indication of the rates you have in mind I cannot answer questions about willingness to pay. If the amount were sufficiently low, then sure. If it adds significantly to the cost of an evening out or conducting business downtown, then I would be much less willing.	7/25/2017 2:16 PM
78	I have no issues with the parking situation in Geneva the way it is.	7/25/2017 2:14 PM
79	I live on S. Main, and sometimes there are no spots at night during the winter so there HAS to be a free overnight parking option for Geneva residents. Also, the times really didn't match up with my parking needs: I tend to park between 11-1pm (errands like drop/ pickup dry cleaning, grab lunch to go, go to bank, etc), 6-8pm (physical fitness/ yoga), and then overnight in winter some times.	7/25/2017 2:13 PM
80	Consideration for street parking in Genesee Park overnight during winter months much like Pulteney Park.	7/25/2017 2:10 PM
81	Do NOT increase parking spaces downtown. *Downtown* != parking lots!!!	7/25/2017 2:07 PM
82	This study clearly make me think you're trying to monetize parking spaces in Geneva. What would the money be going to? We need transparency here.	7/25/2017 2:07 PM
83	If I was a visitor to this city, I would be more receptive to paid parking options. But I am a resident, and having to pay to run my day-to-day errands of picking up food, post office, city hall, work, etc would really be inconvenient.	7/25/2017 2:02 PM

