



CITY OF GENEVA, NEW YORK

NORTH END BROWNFIELD OPPORTUNITY AREA OPEN SPACE & CONNECTIVITY STRATEGY PLANNING

August 2022

Submitted by
ONE Architecture

In association with
AKRF
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PROJECT OVERVIEW

The Open Space and Connectivity Strategy Planning project focused on advancing a key element of the City of Geneva's "Open Space and Connectivity" strategy within its state-approved North End BOA revitalization plan.

The project assessed feasibility and provide schematic designs for walking connections between East Lakeview, downtown, and the waterfront, including over/across the rail lines and Routes 5 & 20 in conjunction with a roadway reconfiguration, a rails-to-trails study for the inactive rail line between Lehigh Valley Depot and East North Street, a Marsh Creek greenway concept, and associated cost estimates and environmental review.

The 430-acre North End BOA extends from the City's northern boundary to the Seneca Lake Shoreline and generally from Genesee Street to the City's eastern boundary.

Initiated in June 2021, the project was completed in August 2022.

The project was funded by the New York State Department of State with funds provided under the Brownfield Opportunity Areas Program.

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Marsh Creek, view from
Crystal Street Garden looking
south toward East North
Street (ONE, 2021)

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PROJECT HISTORY, CONTEXT & SCOPE



Coal bins along the inactive rail line (ONE, 2021)

PROJECT MOTIVATION & HISTORY

The City of Geneva's targeted North End area incorporates a large portion of two Census Tract areas. The North End includes the City's lowest income neighborhood areas outside the downtown; existing and abandoned industrial properties; and scattered neighborhood commercial establishments.

These North End BOA neighborhoods suffer from severe segmentation and isolation from downtown as well as the lakefront. Increasing open space and connectivity is a critical step in revitalizing the North End and improving economic outcomes for its distressed residents. The City has invested significantly in its BOA plan implementation, and looks now to address the greenways, connections, and rail/highway crossings that can connect the North End to the waterfront and downtown.

Downtown Geneva is host to and the initial winner of a Downtown Revitalization Initiative Strategic Investment Plan that calls for Geneva to be a regional center of commerce, yet its historic North End remains severed from this renaissance via a series of natural and man-made barriers. This has caused undue economic harm to a disproportionately impoverished community, perpetuating vacancies and disinvestment.

DOWNTOWN REVITALIZATION INITIATIVE (2017-)

The City of Geneva Downtown Vision Plan (February 2017) is the Strategic Investment Plan for the City's \$10 million state-funded Downtown Revitalization Initiative (DRI) grant. Geneva was selected in Round One as a DRI community for the Finger Lakes Region. The DRI Study Area encompasses the Geneva Business Improvement District immediately south of the Geneva North End Open Space & Connectivity Strategy Planning study area, and the Vision Plan contains an identification of challenges and opportunities; a vision, goals, and strategies; and priority projects for revitalizing Geneva's downtown.

The City's DRI is focused on connectivity and transportation, civic amenities

and green space, arts and culture, rehabilitation of key buildings, infill development, entrepreneurial endeavors, poverty eradication, and social justice. Key projects funded through the plan include improved pedestrian access to Seneca Lake across New York State Routes 5 & 20 in the downtown area, downtown streetscape and public realm improvements along Exchange and Castle Streets, and enhancements along the Routes 5 & 20 corridor, which would reduce travel lanes, implement traffic calming, and install a landscaped median.

COMPREHENSIVE PLAN (2016)

The 2016 Comprehensive Plan and Community Decision-Making Guide highlights Geneva's unique position as a small city in an uncommon setting. The plan asserts that decision-making should be guided by ways to "make Geneva more beautiful, more prosperous, more equitable, more connected, and more sustainable than it is today." Five priorities outlined in the plan are: Downtown, the Lakefront, major corridors, housing, and economic advancement.

The plan endorses the three principal recommendations of the 2014 North End Brownfield Opportunity Area Step One Pre-Nomination study.

- Economic development: advocate for redevelopment of industrial sites and implement zoning changes aimed at increasing the certainty of the development process.
- Neighborhood quality-of-life: implement streetscape improvements, develop North and Exchange neighborhood center, and undergo plans for property maintenance, selective demolition, and reuse.
- Open space & connectivity: develop plans for increasing pedestrian connections across NYS Routes 5 & 20 and planning and programming for parks and the Foundry Site.

BOA PRE-NOMINATION (2013) & NOMINATION (2014)

The North End Brownfield Opportunity Area (BOA) Pre-Nomination and Nomination studies included Economic and Market Trends Analyses that examined the economic base and regional competitiveness of the BOA, along with strategies to support economic development, improve quality of life, and increase open space and connectivity in the North End neighborhoods.

The North End BOA includes portions of four Geneva neighborhoods: East Lakeview, Upper North, Historic North and

City Central. The 430-acre BOA extends from the City's northern boundary to the Seneca Lake shoreline and generally from Genesee Street to the City's eastern boundary. Built around manufacturing and industrial uses, the North End neighborhoods face challenges of vacancy and disinvestment. The BOA is fragmented by rail lines, perceptions of crime, and different neighborhoods, which makes creating a unique identity a challenge.

The nomination reinforces that Geneva has many economic and other opportunities

that could be better leveraged. The City has a workforce that has the potential to be prosperous but could benefit from job training programs, for example. Geneva is in a prime location in the region that allows the City to prosper economically.

While Geneva's North End neighborhoods face a range of social, economic, and land use-related challenges, the community has an opportunity to build on neighborhood identity, strong culture, and valuable assets. The revitalization strategies integrated key themes, strategic opportunities, and priorities outlined in the Vision Statement for the North End neighborhoods and refined through advisory committee, stakeholder, and community discussions. The nomination study provides detailed strategies and recommendations for the following revitalization themes:

Support Economic Development

- Promote Manufacturing and Innovation Hub at Gates Avenue and Lehigh Street (in northwest quadrant of BOA)
- Create New Road Alignment (U.S. Routes 5 and 20)
- Re-Position Market Basket

Improve Neighborhood Quality of Life

- Improve Quality of Housing (e.g., along Middle Street)
- Transition to Infill Live/Work
- Expand Access to Services

Increase Open Space and Connectivity

- New Programming at Parks (e.g., Gulvin and Nieder)
- Multi-Use Park at The Foundry
- North End Greenways Expansion
- Rail Infrastructure Modifications



Parcel-level field survey
of exterior property
conditions, 2015 (Geneva
Comprehensive Plan, 2016)

% OF HOMES
GOOD OR EXCELLENT
SLIPPING OR BAD

LAKEFRONT / DOWNTOWN CONNECTIVITY STUDY (2010)

The purpose of the study is to reconnect Geneva's downtown with its lakefront by identifying pedestrian and bicycle alternatives across and along New York State Routes 5 & 20 from South Main Street to Lake Street, which forms the western boundary of the Geneva North End Open Space & Connectivity Strategy Planning study area. The study includes an inventory of existing conditions, an assessment of opportunities, and funding recommendations. The study's guiding principles are to enhance the pedestrian experience by creating a safer, more inviting, and less intimidating public realm, developing a stronger connection between downtown and Seneca Lake, improving arrival and sense of place, and maintain functionality of 5 & 20.

Recommendations relevant to the North End Open Space and Connectivity Strategy Planning study include the implementation of a road diet, multi-use trail connections, evaluation of a roundabout near the entrance to Seneca Lake State Park, and consideration of potential locations for passenger rail depots. Overall recommendations include enhancing 5 & 20 with decorative lighting, installing enhanced crosswalks and sidewalks as well as landscaping on the west side of 5 & 20, introducing a landscaped center median, a wayfinding system, public art and focal points, modifying of signal timing and updating phasing to better accommodate pedestrians, and pursuing zoning changes to incorporate bicycle parking and shared parking.

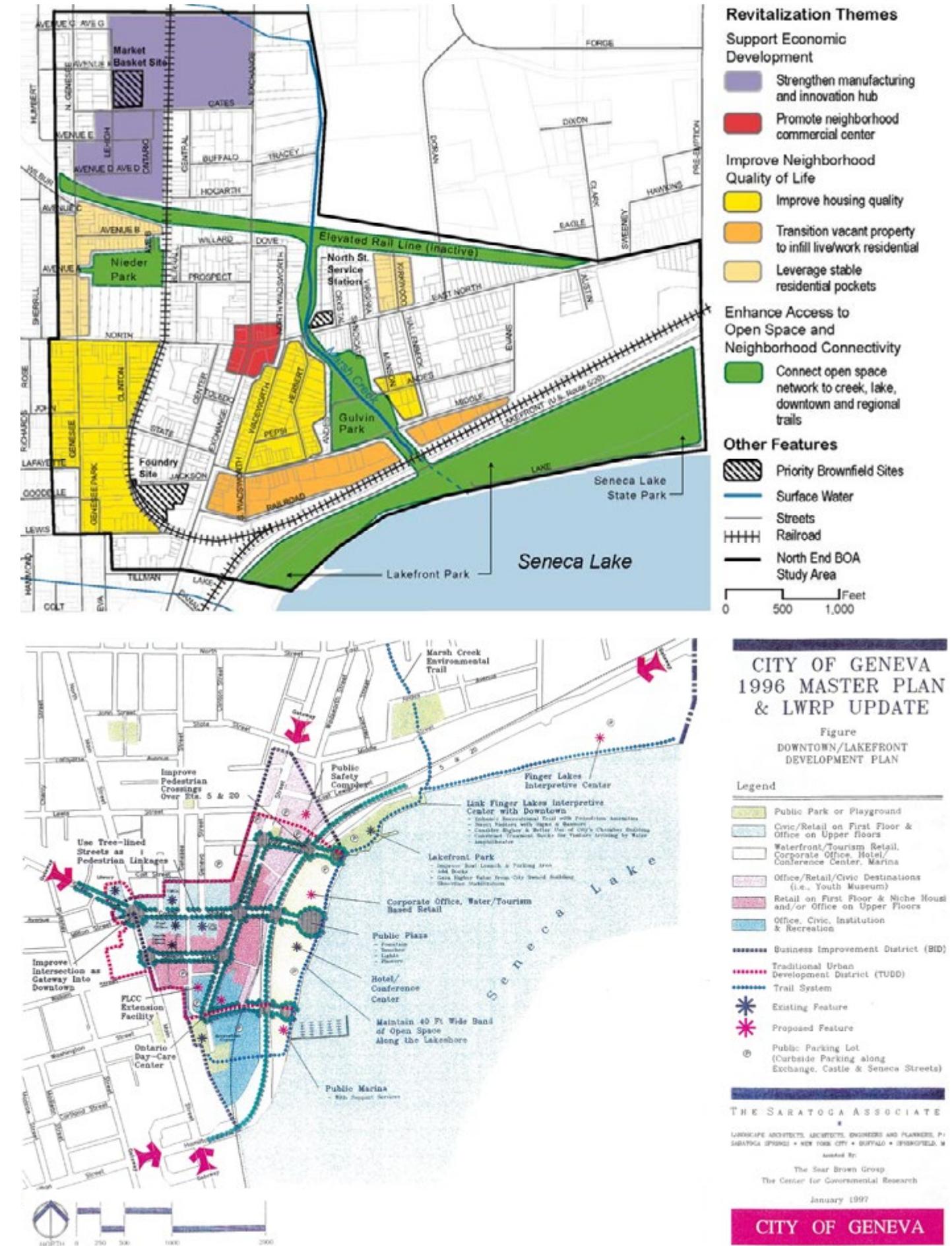
MASTER PLAN & LOCAL WATERFRONT REVITALIZATION PROGRAM UPDATE (1998)

The purpose of the 1998 Master Plan and its incorporation of the Local Waterfront Revitalization Program (LWRP) Update is to provide a direction for planning and investment to ensure that Geneva remains a livable community with high-quality neighborhoods, cultural enrichment, and recreational amenities, as well as to establish the City as an employment and business center to stabilize the tax base and improve local quality of life. The plan offers goals for community development in nine categories, including downtown, lakefront and neighborhood development, economic and commercial development, recreation, and transportation.

Master Plan and LWRP recommendations relevant to the North End Open Space and Connectivity Strategy Planning study include development of a Marsh Creek Environmental Trail linked to a proposed recreational trail along the lakefront, development of a lakefront hotel, development of what would become the Finger Lakes Welcome Center (although the plan envisioned the Center well east of where it was ultimately constructed), and development of a recreational trail linking downtown to the lakefront and to the proposed lakefront trail.

opposite:
North End neighborhood
revitalization strategies (North
End Brownfield Opportunity
Area Nomination, Geneva,
New York, 2014)

City of Geneva 1996
Master Plan & LWRP Update
– Downtown / Lakefront
Development Plan (The Saratoga
Associates & Ontario County
Department of Planning
and Research, 1996)



PROJECT CONTEXT

Demographics

The North End study area has not seen significant population change over the last decade (approximately 1.7%). The study area includes two census tracts—Census Tract 517, generally north of North Street, which experienced a 2.6% decrease in population, and Census Tract 518, generally south of North Street, which increased by 5.1%. Census Tract 517 generally includes the East Lakeview (east of North Exchange Street) and Upper North (west of North Exchange Street) neighborhoods. Census Tract 518, generally includes the East Lakeview (east of Exchange Street) and Historic North (west of Exchange Street) neighborhoods.¹

Overall, the City of Geneva's residential population has declined by 3.6% since 2010, while Ontario County's population increased by 1.5%. The 2014 Nomination reported that Geneva's population declined by 2.65% between 2000 and 2010.

The study area population has a large share of the population that is 17 years

and younger. Approximately 27% of the study area population is 17 or younger as compared to around 20% in the City of Geneva and Ontario County.

Race & Ethnicity

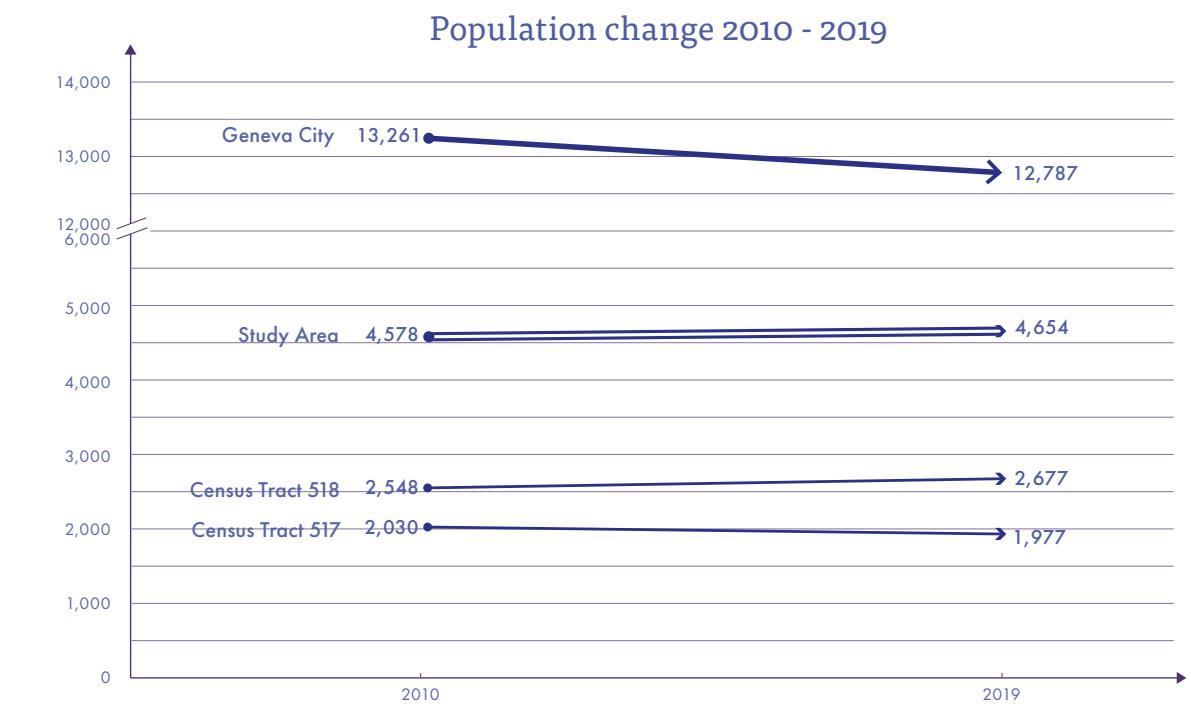
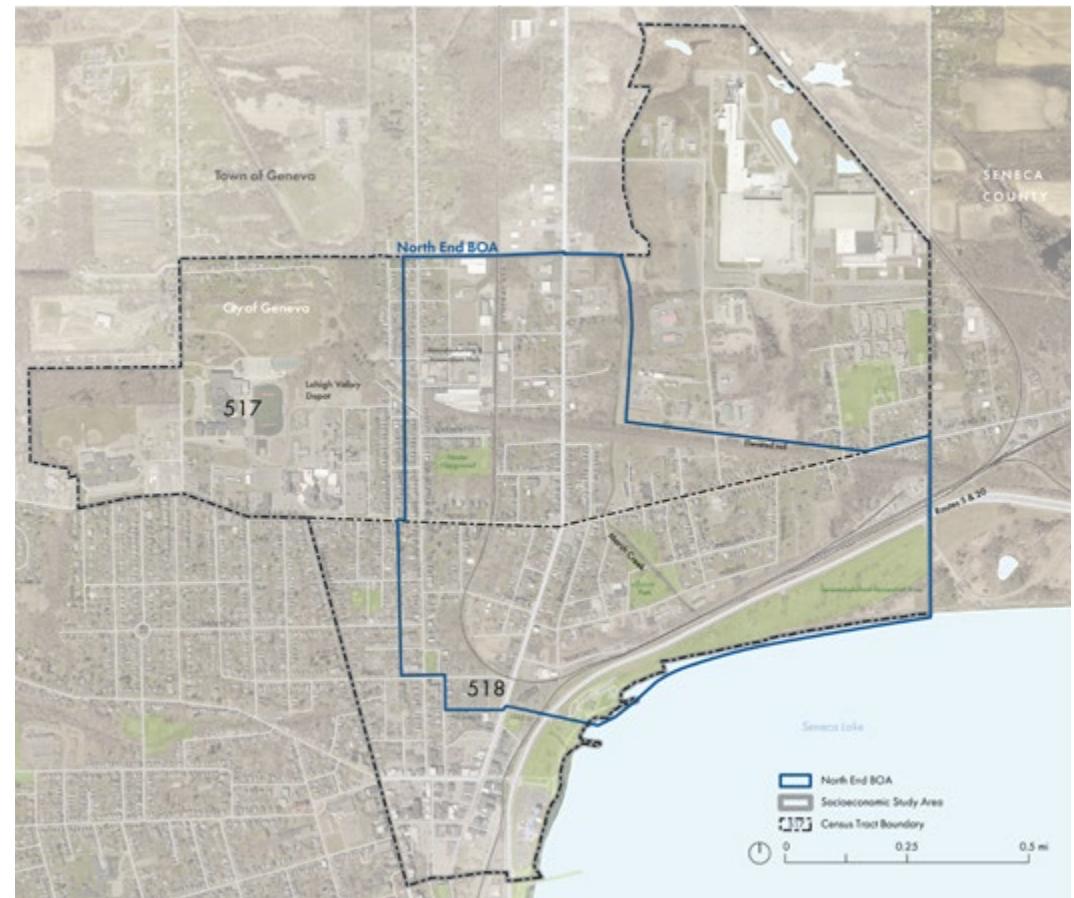
The study area is a more racially and ethnically diverse area than the City of Geneva and Ontario County. As of 2019, 57.3% of individuals in the study area identified as non-Hispanic White, compared to 89.8% in Ontario County. The study area has a large concentration of residents who identify as Hispanic or Latino (23.8%) and a total minority population of approximately 42.7%. The City of Geneva and Ontario County have a minority population of approximately 30.3% and 10.2%, respectively. As noted in the Nomination, historically the North End neighborhoods have been the more racially and ethnically diverse areas in Geneva.

Income & Poverty

About one in four study area residents are living below poverty level, which is

1

Data source, unless otherwise noted: U.S. Census Bureau 2010, 2019 American Community Survey (ACS) 5-Year Estimates.



a higher rate compared with the City of Geneva (18.3%) and Ontario County (8.7%). The percent of those living below the poverty level in the study area has declined from 33% in 2010 to 26% in 2019. The study area average and median household income has increased since 2010, while still remaining lower than the average and median household incomes in the City and County.

area has a higher share of renter-occupied housing units than Geneva overall, where approximately 51% of housing units are renter-occupied. The average household size in the study area is 2.5 persons per household, which is similar to the average household sizes in Geneva and Ontario County.

Residential Education Attainment & Labor Force

The study area population has lower educational attainment levels than the City and the County. For the population 25 years or older, only 21.4% of study area residents have a bachelor's degree or higher, as compared to 28.8% in Geneva and 36.3% in Ontario County. Approximately 16% of study area residents 25 years or older have less than a high school degree.

Prior to the COVID-19 pandemic, the unemployment rate in the study area was two- and four-times higher than the City of Geneva and Ontario County, respectively. Of the 2,338 study area residents who are in the labor force, an estimated 13.2% were unemployed.

Roughly a third of the study area's employed population works within Educational Services, and Health Care and Social Assistance. The next most popular industries of occupation are Arts, Entertainment, and Recreation,

Vehicle Ownership
Nearly a quarter of study area households do not have access to a personal vehicle, a higher proportion than the City and County and a statistic that heightens the importance of improving non-motorized connectivity. For those who lack access to a vehicle, the downtown redevelopment and revitalization of trailways can serve as a means for increased connectivity.

Housing & Household Types
In 2019 there were an estimated 2,056 housing units located in the study area, comprising roughly 40% of the City of Geneva's total housing supply. The study area contains a mix of 1-unit detached houses, duplexes and small multi-unit structures ranging between 2 and 9 units, and some larger multi-family buildings with 50 or more units.

Approximately 65% of housing units in the study area are renter-occupied. The study



Evans Street, East Lakeview
(ONE, 2021)

and Accommodation and Food Services at 16.2% of total jobs. Manufacturing and Retail Trade are also common fields of work at 11.1% and 10.5% of total jobs, respectively. Nearly a third of all study area residents work within the City of Geneva.²

Within the study area there are an estimated 4,470 jobs. Most of the jobs found within the study area are concentrated in the Health Care and Social Assistance industry (41.9%). The Geneva General Hospital is located in Census Tract 517 and likely a major employer in the area. Manufacturing is also a common industry of employment within the study area, making up 11.1% of the total employment in the North End. Several large warehouse and employment centers are located in Census Tract 517, which covers the study area's northwest quadrant, such as Guardian, a glass manufacturer,

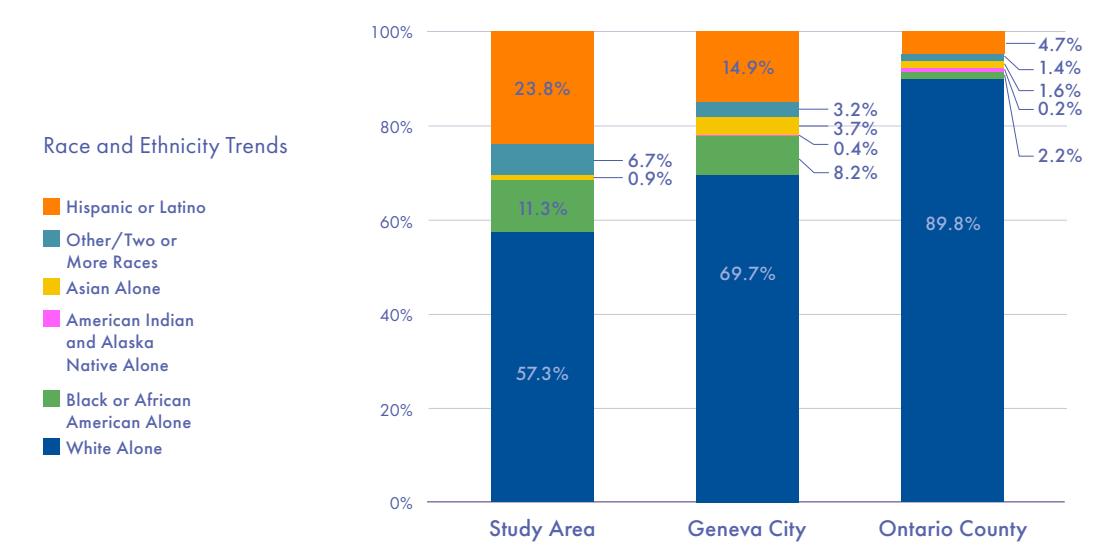
and Henkel Company, a diversified chemical and consumer goods company. Meanwhile, the southern portion of the study area closer to downtown Geneva offers a number of restaurants and hotels, employing roughly 9.6% of workers in the area in the accommodation and food services industry.

Similar to the study area, most of the jobs in Geneva and Ontario County are within the Health Care and Social Assistance industry. Educational Services is a prominent employment industry in Geneva, presumably as a result of the Hobart and William Smith Colleges being located within the City. Additionally, Geneva and Ontario County have a notable amount of jobs in the Manufacturing and Accommodation and Food Services industries.

² This and the following data is sourced from the U.S. Census Bureau OnTheMap Application and LEHD Origin-Destination Employment Statistics (2018).



ONE Team site visit –Lehigh Valley railroad at the active rail line (ONE, 2021)



SCOPE OF WORK

The Open Space and Connectivity Strategy planning project combined several initiatives focused on improving access to the East Lakeview neighborhood and enhancing its streetscapes and natural resources.

The project included site reconnaissance, surveying, feasibility assessments, recommendations, schematic designs, cost estimates, and SEQR documentation for four sub-projects that aim to reduce East Lakeview's severe segmentation and isolation from downtown and the waterfront due to rail and highway.



above:
Routes 5 & 20, view
east (ONE, 2021)



below:
Lehigh Valley inactive
rail line (ONE, 2021)

The sub-projects include:

1. Feasible and safe pedestrian/bicycle crossings over/across the rail lines and Routes 5 & 20
2. The reconfiguration of Routes 5 & 20 as a complete streets corridor
3. A rail-to-trail conversion concept of the inactive line between Lehigh Valley Depot and East North Street
4. A Marsh Creek greenway concept plan



Open Space and Connectivity
Strategy planning project
site plan, including the
BOA boundary and sub-
projects (ONE, 2021)

PROJECT GOALS & VISION

PROJECT GOALS

The project and its components build upon numerous ongoing initiatives for the City of Geneva. Open space and access improvements are intended to spur investment, economic development, and job growth, improve the experience of neighborhood public space, and support health and climate resilience.

The project aims to:

- Improve connectivity through safe bike and pedestrian connections to the downtown and lakefront
- Activate existing open space assets & link to regional trail systems
- Strengthen public health through improved recreational opportunities
- Improve local quality of life and food security
- Reinforce Geneva as a regional destination
- Support area-wide economic development
- Create value for adjacent properties and the whole neighborhood
- Play a role in moderating extreme heat and buffering flooding in a changing climate
- Ensure the concept plan integrates the economics and environmental considerations and will be sustainable



Geneva, N.Y. [Troy, N.Y.: Burleigh Litho. Co, 1893]
Map. <https://www.loc.gov/item/2007630649/>

VISION & PHASING

The four sub-projects can collectively transform pedestrian and bike access in East Lakeview, making the neighborhood much more connected to the lakefront, the downtown, and the whole region. At the same time, the projects do not depend on each other to move forward, but rather stand alone as independent initiatives that can operate on distinct timelines.

This phase of work identifies multiple alternative concepts for each of the sub-projects. However, for the purpose of establishing priorities and next steps, components of the sub-projects have been grouped in two phases: a core set of near-term improvements, and an expanded set of long-term investments (see pages 22-25).



OPEN SPACE & CONNECTIVITY NEAR-TERM PROJECTS

Near-term: rail-trail activation from North Exchange to East North Street with a bridge at Doran and access at Crystal Street; and Routes 5&20 reconfiguration. development; access from East Lakeview to the lake along Marsh Creek and at Evans Street; and Routes 5&20 reconfiguration.



OPEN SPACE & CONNECTIVITY LONG-TERM VISION

Long-term: expanded rail-trail activation from Lehigh Valley Depot to East North, including bridges at the railroad and North Exchange and links to county pathways; Marsh Creek greenway northern extension; additional lake crossings at Pre-Emption

Street and the single-track segment; and streetscape improvements (e.g., shade trees, road narrowing, sidewalks and amenities) along East North Street and Middle Street.



OPEN SPACE & CONNECTIVITY PROJECTS



Lehigh Valley inactive rail line
at Crystal Street – passing over
Marsh Creek (ONE, 2021)

PROJECT COMPONENTS

The Open Space and Connectivity Strategy planning project combined several initiatives focused on improving access to the East Lakeview neighborhood and enhancing its streetscapes and natural resources. These initiatives are discussed separately in the sections that follow. They are:

1. Feasible and safe pedestrian/bicycle crossings over/across the rail lines and Routes 5 & 20,
2. The reconfiguration of Routes 5 & 20 as a complete streets corridor,
3. A Marsh Creek greenway concept plan, and
4. A rail-to-trail conversion concept of the inactive line between Lehigh Valley Depot and East North Street

LAKEFRONT ACCESS

Context

The East Lakeview neighborhood is located directly north of Seneca Lake and the Lakefront Park. However, these regional assets cannot be accessed from the neighborhood due to two infrastructure barriers: the railroad and the highway. At one time, there was a pedestrian bridge linking East Lakeview to the waterfront; however, this bridge was demolished. In the 1980s, the highway was relocated from the lakefront to its current location parallel to the rail line, creating additional park space at the lake but no new access for the neighborhood.

Project scope

Identification of feasible and safe pedestrian/bicycle crossing alternatives over or across the rail lines and Routes 5 & 20.

Goals

- Improve pedestrian and bike access to the neighborhood and the lake.
- Create safe crossings (rail and highway).
- Address the historical inequity of a neighborhood that was cut off from the lake, park, and downtown.
- Provide access to lakefront recreation.
- Unlock latent economic opportunity; create value for adjacent properties and the whole neighborhood.
- Extend the existing street network.
- Expand the cycling network.
- Provide new vantage points and views (e.g., with bridges).
- Create a gateway into the city.

Key considerations

- Lake Street is currently the closest point of lakefront access for neighborhood residents. Those at the east end of the city are farthest from that access.
- There is a need to understand and work with railroad operations: the crossing area concerns an active rail yard where trains are frequently moved in and out.
- Railroad bridges in New York State require 25 feet of clearance. Together with accessibility requirements, this means lengthy ramps on either side. (A highway bridge requires much less).
- The railroad tracks converge at only one location within the yard, roughly due south of Gulvin Park.

- A tunnel would require long ramps, making for an unpleasant connection to the lake. A tunnel could also bring flooding into the neighborhood.
- Initial studies indicated that the cost of a bridge with a landing in the park would be incrementally more expensive than one with a landing north of the highway.
- Bridge options that spanned the railroad would require a pedestrian-activated crossing at the highway for park access.

Options studied

Four locations were studied, each one for a distinct reason. At-grade and bridge alternatives were considered. Irrespective of funding and maintenance constraints, it was agreed that multiple crossings would benefit the neighborhood. In subsequent phases of design and implementation, it could be possible to create one or more crossings, and any prioritization should take place at that time. The locations and options studied include:

Gulvin Park

- Single-track location; the easiest to cross at grade with a pedestrian/bike path.

Marsh Creek

- Opportunity to link from the center of the neighborhood to the park along the creek and extend a future greenway.
- At-grade pedestrian/bike path or bridge.

Evans Street

- Re-establish a connection farther east in the neighborhood.
- Logical extension along a street.
- At-grade pedestrian/bike path, at-grade vehicular access, or bridge.

Pre-Emption Street

- Connect neighborhood to park at city limits to benefit those farthest east.
- Create a “gateway structure” for the City.
- Bridge options only.

Community & stakeholder input

Stakeholders appreciated the distinct benefits of each crossing location and supported the idea of multiple crossings. At-grade crossings were perceived as more convenient; however, bridge crossings with park landings were seen as safer at current levels of activity in the rail yard.



PEDESTRIAN BRIDGE PRECEDENTS

These projects describe a range of ideas for the character and experience of a pedestrian bridge across the railroad and highway.

West Thames Street Robert R. Douglass Bridge | New York, New York



Millennium Park BP Bridge | Chicago, Illinois



Pedestrian Bike Bridge | Buffalo, New York



Crescent Park Pedestrian Bridges | New Orleans, Louisiana

AT-GRADE RAIL CROSSINGS WITH HIGHWAY CROSSWALKS

This scheme explores the use of at-grade pedestrian / bicycle crossings at Gulvin Park and Marsh Creek, a roadway extension at Evans Street, and a bridge landing north

of the highway at Pre-Emption Street. Given the presence of multiple tracks in the rail yard at Pre-Emption, this location was not considered safe to cross at-grade.

All of the crossings terminate north of the highway and would be paired with pedestrian activated signals to facilitate crossing.



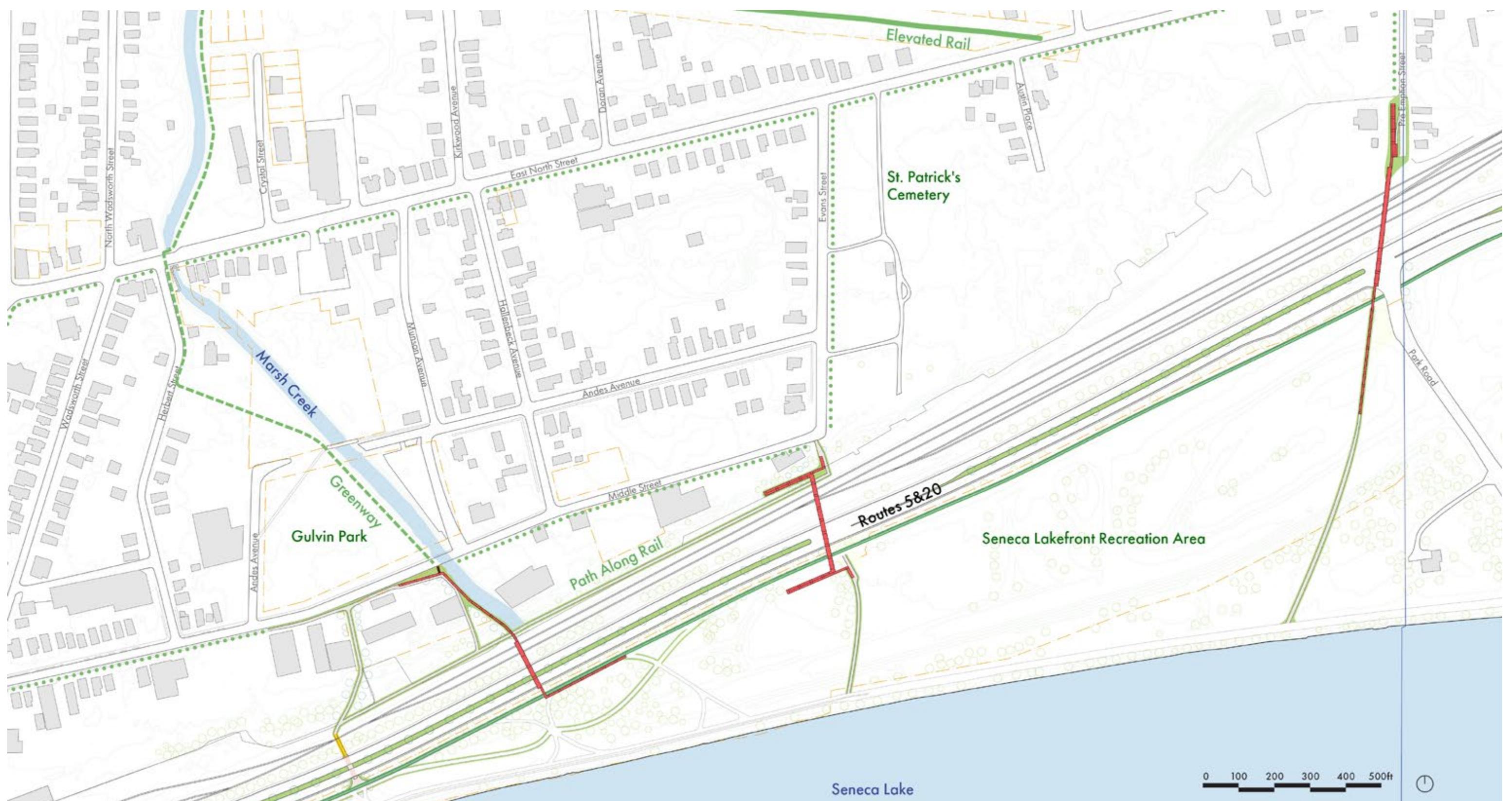
RAIL / HIGHWAY BRIDGES WITH PARK LANDINGS

This scheme utilizes bridges that cross over both the railroad and highway and land in park. Given their 25 ft clearance requirements, the ramps on either side

would be quite long. On the park side, the landscape could be graded up to reduce the length of ramps. Throughout the project, there were discussions around the relative

appeal of crossing informally at grade vs. crossing via a bridge. To encourage bridge use, these structures could be designed with seating areas and

view platforms to make the bridge an experience - not just a passage.



SYNTHESIS SCHEME

The synthesis scheme brings together a combination of at-grade and bridge connections, including an at-grade pedestrian / bicycle connection at the

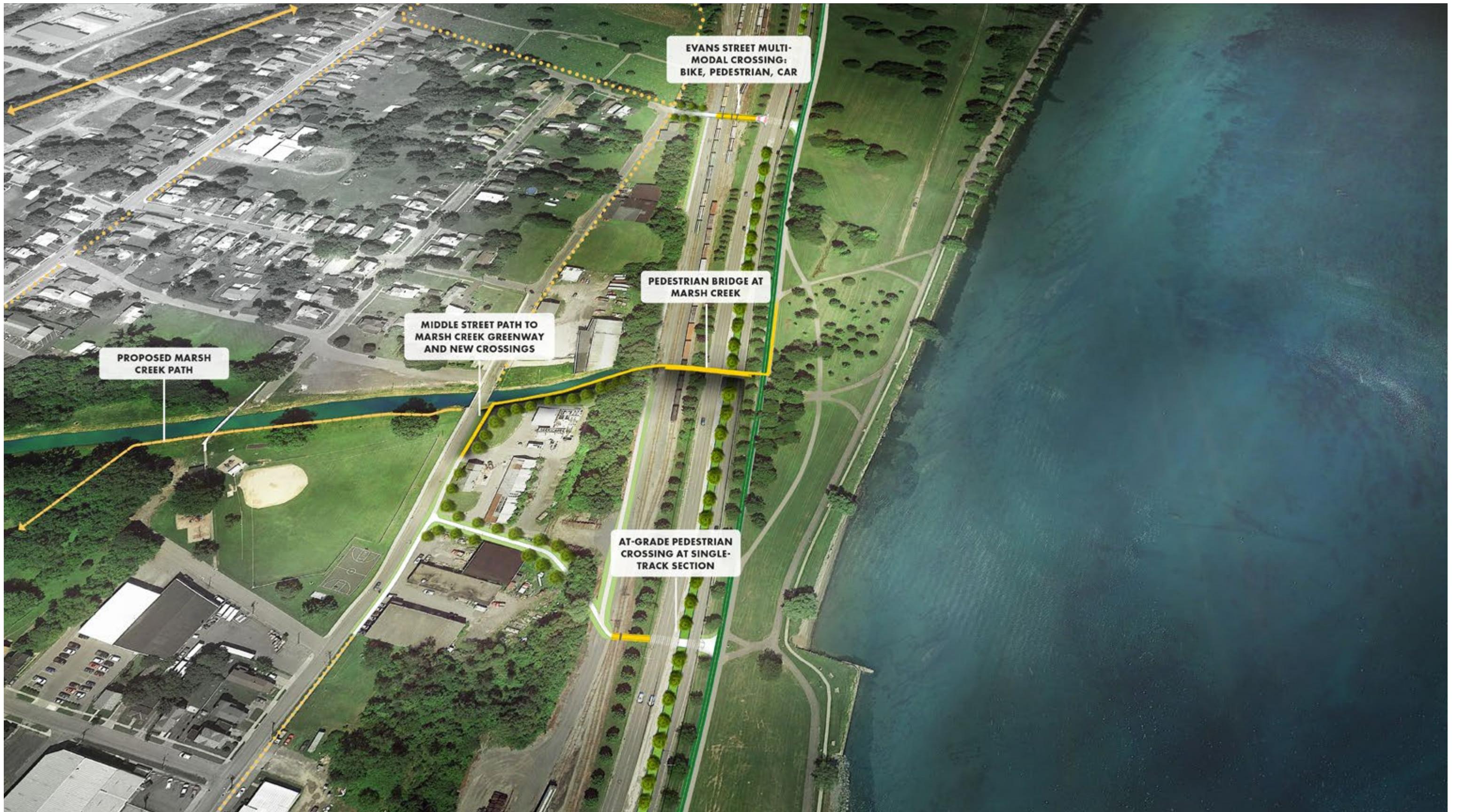
single-track section, a bridge by Marsh Creek, a vehicular crossing at Evans Street, and a bridge at Pre-Emption Street.



SYNTHESIS SCHEME – VIEW LOOKING NORTH



SYNTHESIS SCHEME – AXIAL VIEW



ROUTES 5 & 20 RECONFIGURATION

Context

Lakefront Drive was reconstructed as Routes 5 & 20 in the late 1980s. In its updated alignment, this four-lane highway runs east-west through the city to this day. Within the study area, which extends from Lake Street to city limits, the highway runs between Finger Lakes Railway tracks and yard to its north and the Lakefront Park to its south. The City's Downtown Revitalization Initiative has focused on the reconfiguration of Routes 5 & 20 as one of its key projects in recent years; reconstruction of the segment immediately west of the study area is ongoing. The project entails narrowing the highway to two lanes in addition to improving crosswalks, adding a landscaped median, and installing a bike path on the city-side of the road.

Project scope

Schematic design for the reconfiguration of Routes 5 & 20 from Lake St to city limits.

Goals

- Extend the DRI "road diet"; reduce the width of the right of way to calm traffic and discourage speeding.
- Create a complete streets corridor for vehicles, bicycles, and pedestrians.
- Expand the cycling network to connect to regional trails; expand active recreational opportunities.
- Introduce new plantings on shoulders and median; reduce pavement area and increase aesthetic value.
- Improve safety for pedestrians / cyclists crossing to the park.

Key considerations

- There are no intersections in the project area. Vehicles can enter this segment of highway at Lake Street to the west and from intersections beyond city limits; there is access to Seneca Lake State Park at the eastern edge of the study area.
- Traffic counts were taken for the DRI project in 2018. Given the disruption to commuting patterns of the Covid-19 pandemic (2020-) and the limited lifespan of counts for road reconstruction projects (typically three years), no new counts were performed for schematic design. It was determined that existing count from 2018 and the

forecast traffic that will result from the ongoing DRI project provide sufficient data for extending the DRI concept east of Lake Street.

- West of the study area, the bike lane is located on the side of the highway away from Seneca Lake.
- Agricultural businesses use the corridor to move farm equipment year-round; this equipment generally requires 18-20 feet width for wheel tracks.
- Any median plantings would need to be selected for salt tolerance and low maintenance requirements, in addition to protecting visibility for safe crossings if applicable.

Options studied

All schematic alternatives look to reduce the roadway from four lanes to two and extending the existing walking path on the park side to city limits (it currently terminates just east of Marsh Creek). The options differ in the placement of the bike path and planting strategy / median design. Alternatives include:

DRI extension

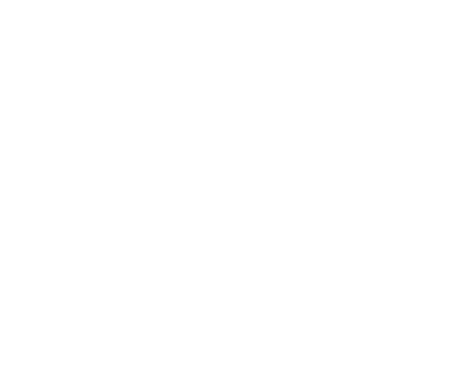
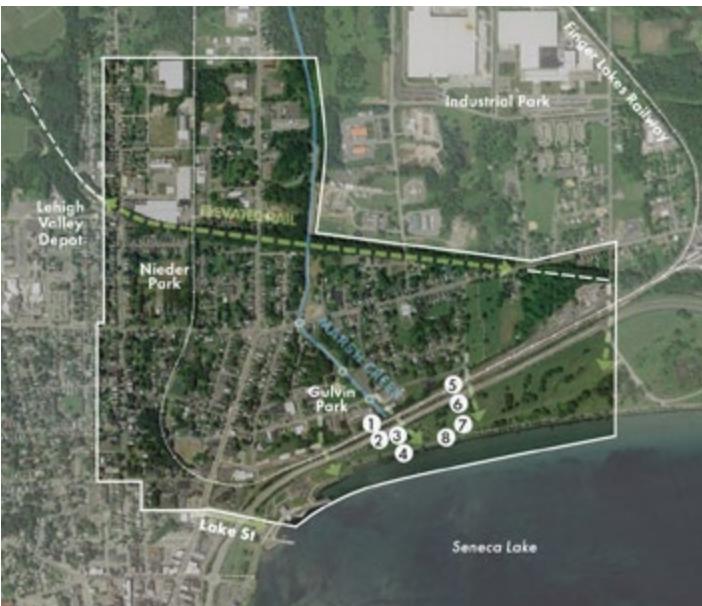
- Two-lane highway with bike path on north side, integrated into sidewalk (median with trees or with swale)

Integrated bike lanes

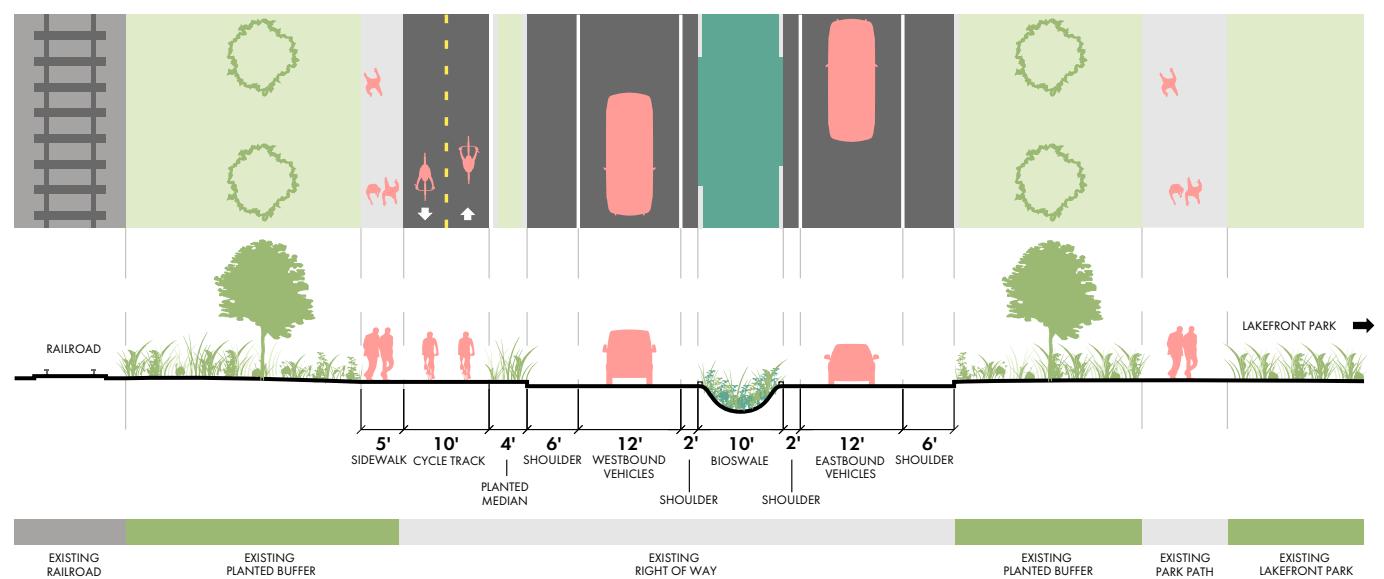
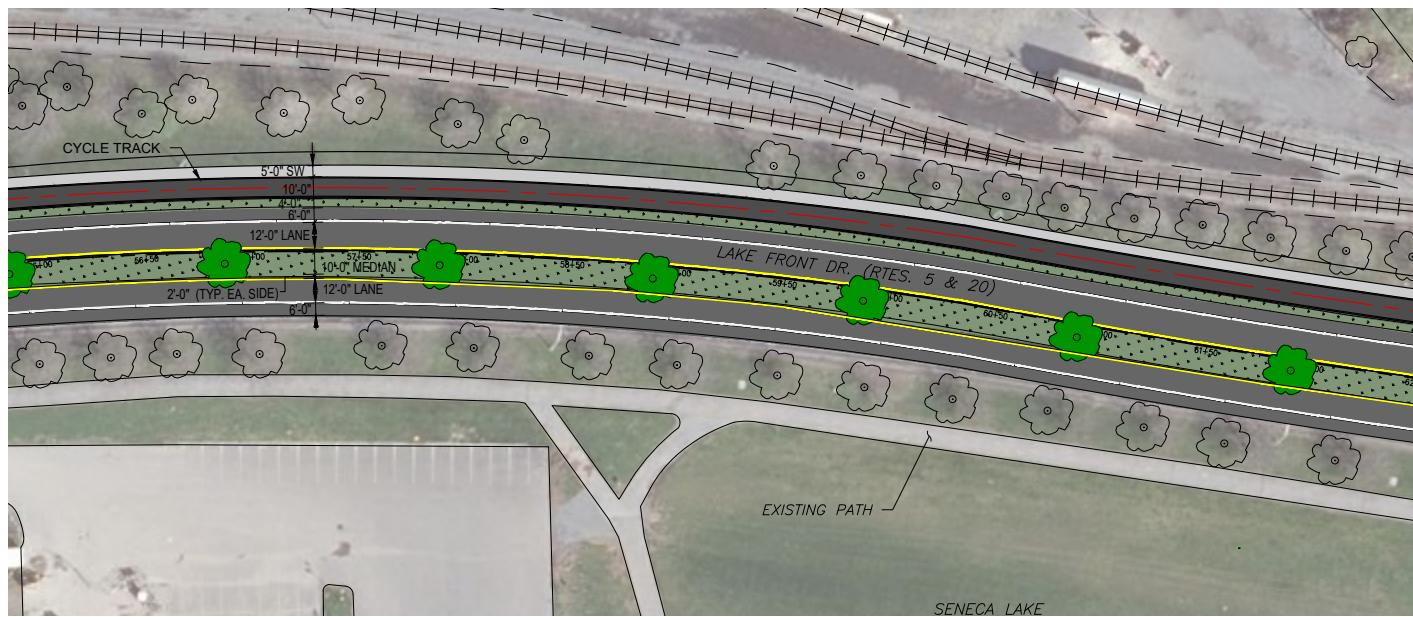
- Two-lane highway with integrated bike lanes in roadway, indicated with sharrows on shoulders (median with trees or with swale)
- North/eastbound direction requires a highway crossing at Lake Street.

Bike path in park

- Two-lane highway with bike path in the park as an improved greenway for pedestrians and cyclists (median with trees or with swale)
- Cyclists would have to cross the highway at Lake Street to connect to the bike path beyond the study area.

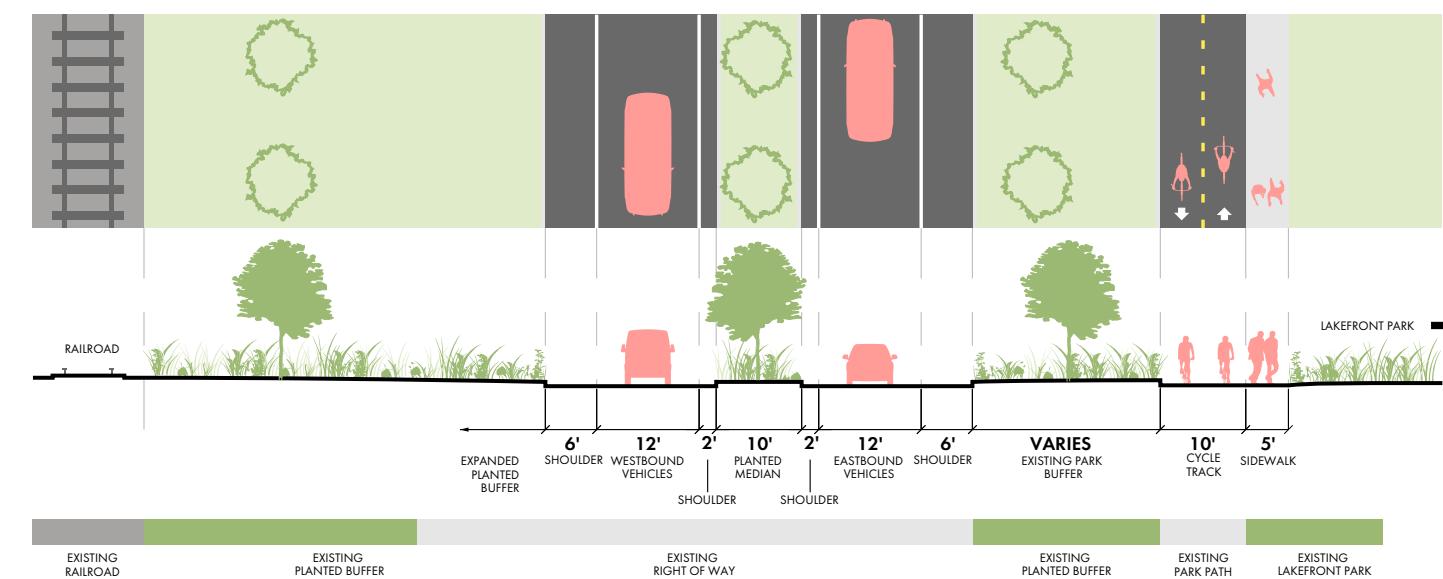
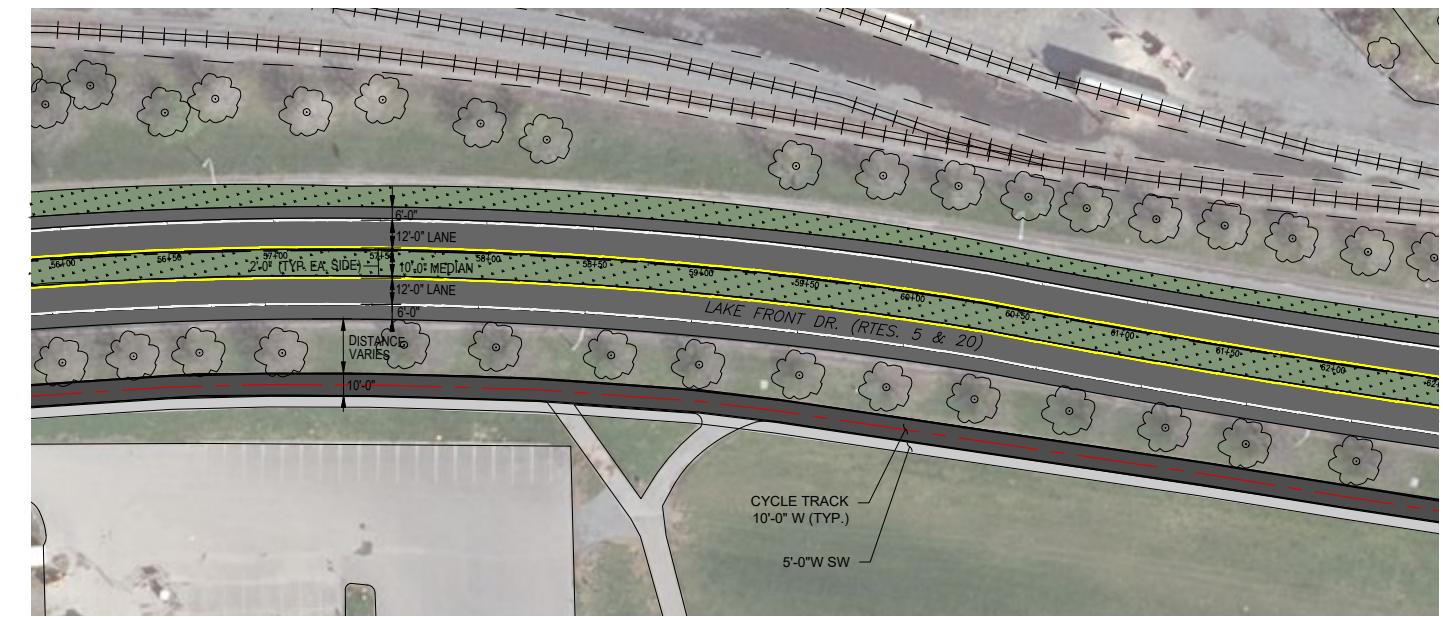


Community & stakeholder input
Feedback at public workshops and in stakeholder meetings generally indicated support for integrating the bike path into Lakefront Park. The integrated bike lane option was the least preferred, both due to safety concerns (vehicle conflicts) and roadway condition concerns (debris on shoulders). Earlier concepts allowed for a 12 ft travel lane and 6 ft shoulder; after discussions with the NY Farm Bureau, the options were all revised to add a 2 ft inside shoulder, ensuring a pavement width of 20 ft (each direction) through the study area.



DRI EXTENSION + PLANTED MEDIAN

Two-lane highway with bike path on north side, integrated into sidewalk. The median could be planted with trees or designed as a swale to receive and infiltrate stormwater runoff.



BIKE PATH IN PARK + PLANTED MEDIAN

Two-lane highway with bike path in the park as an improved greenway for pedestrians and cyclists (median with trees or with swale). Cyclists would have to cross the highway at Lake Street to connect to the bike path beyond the study area.

MARSH CREEK GREENWAY

History

The area known as East Lakeview today was historically comprised of wetlands and bisected by a creek that flowed south to Seneca Lake. Early land uses included homes and industry; some sites of legacy contamination remain today. Over time, the neighborhood developed, and Marsh Creek was channelized. In the 1950s, the U.S. Army Corps of Engineers completed a Local Flood Protection Project to enlarge and deepen the channel and raise the banks of the creek; the project is maintained by NYS Department of Environmental Conservation today. The banks are maintained as mowed grass along the length of the creek. In the late 1980s with the highway construction project, the creek was buried in a culvert south of the rail line; the culvert terminates at Seneca Lake. There are several wooded areas adjacent to the creek, and neighborhood residents have observed more robust animal and insect life in these areas.

Project scope

Development of a Marsh Creek greenway concept plan.

Goals

- Create a new, continuous north-south route within the neighborhood that links to the lake.
- Activate existing recreational and open space assets: the rail trail, Crystal Street community garden, and Gulvin Park.
- Elevate the role of the creek, making it a resource and experience for residents.
- Improve access to and education about nature and local resources.
- Bring greater awareness to and investment in creek water quality and environmental conditions.
- Enhance the area's biodiversity and climate resilience.

Key considerations

- The City owns much of the property on either side of the creek between the inactive rail line and Seneca Lake; however, NYS DEC owns the northernmost parcel within the study area and select parcels are owned privately.
- There is a pinch point at East North and Herbert Street that makes a single, continuous path on one side of the creek

(either side) infeasible.

- Minimize impacts: to the flood protection project, which requires access for visual inspection must be maintained in perpetuity; to existing habitats like the wooded area northeast of Gulvin Park; and, to adjacent residents and their privacy.
- The area around the Creek is a mapped floodplain; any intervention should minimize the potential for downstream damage due to flood borne elements.
- The team assumed a light-touch approach that minimizes the use of structure would be most cost effective to construct and maintain.
- Community members perceive that the creek used to be cleaner in prior decades.
- A Hazardous Waste/Contaminated Materials Assessment was completed, which identified seven locations of potential environmental concern and point to the need for further planning in subsequent phases of implementation.

Options studied

Five alternatives were studied, ranging in complexity from modest enhancements and amenities on city-owned parcels with existing public uses to a new boardwalk that could follow the length of the creek. Any of the options could include common elements such as a walking path on grade, seating elements, educational signage, a boat launch, trail markers, native plantings, and improved crossings at roadways. Alternatives include:

Null option

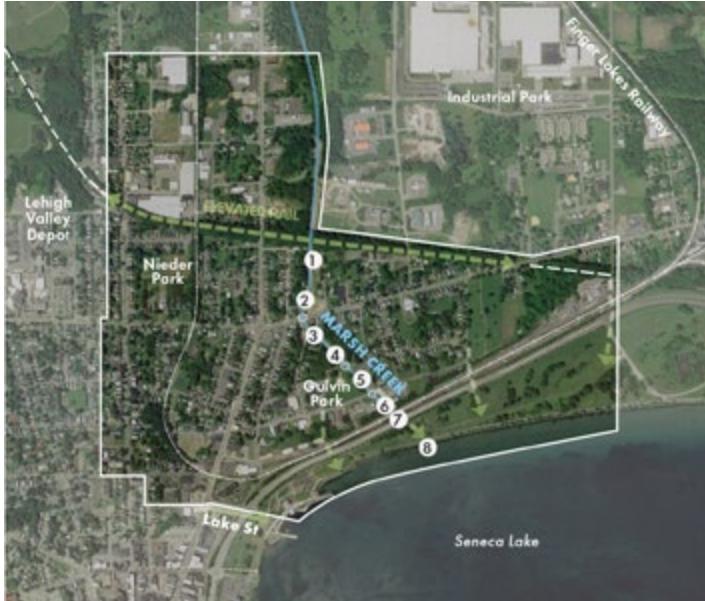
- Minimal enhancements including seating and signage on City- and State-owned parcels at Crystal Street and Gulvin Park, plus an extension from Middle Street to the lakefront.

As-of-right alignment

- Utilizing only city-owned parcels and streets / sidewalks, a combination of pathways on grade and on structure that link both sides of the creek.

At-grade alignment 1

- Link City- and State-owned parcels with a path on grade, including via Herbert Street. Easements would be required from several private property owners.



- This option stays west of the creek from East North to Middle Street.

At-grade alignment 2

- Link City-owned parcels with a path on grade that also utilizes streets and sidewalks.
- This option stays east of the creek from East North to Middle Street.

On-structure alignment

- The most complex of the options, consisting of a boardwalk and bridges to link city-owned land on both sides of the creek.

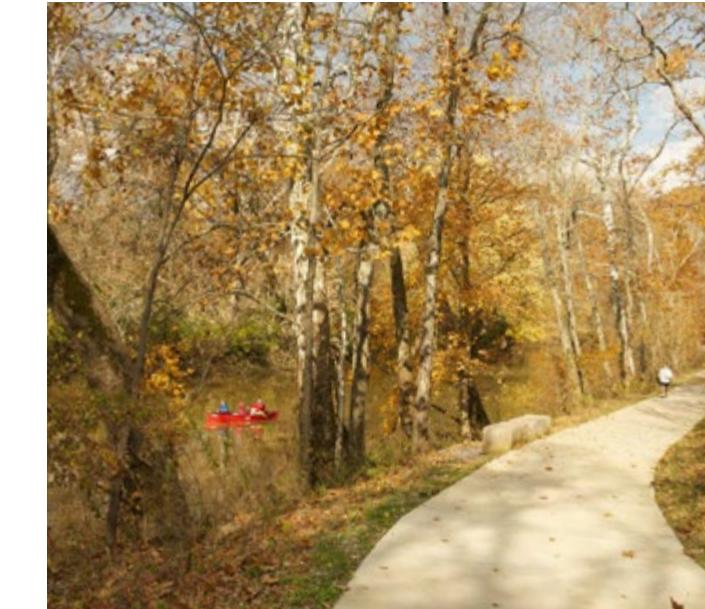
GREENWAY PRECEDENTS

These projects describe a range of approaches for creating a trail experience that uses design intervention judiciously and brings users into proximity with nature and water.

Constitution Marsh Audubon Center and Sanctuary | Cold Spring, New York

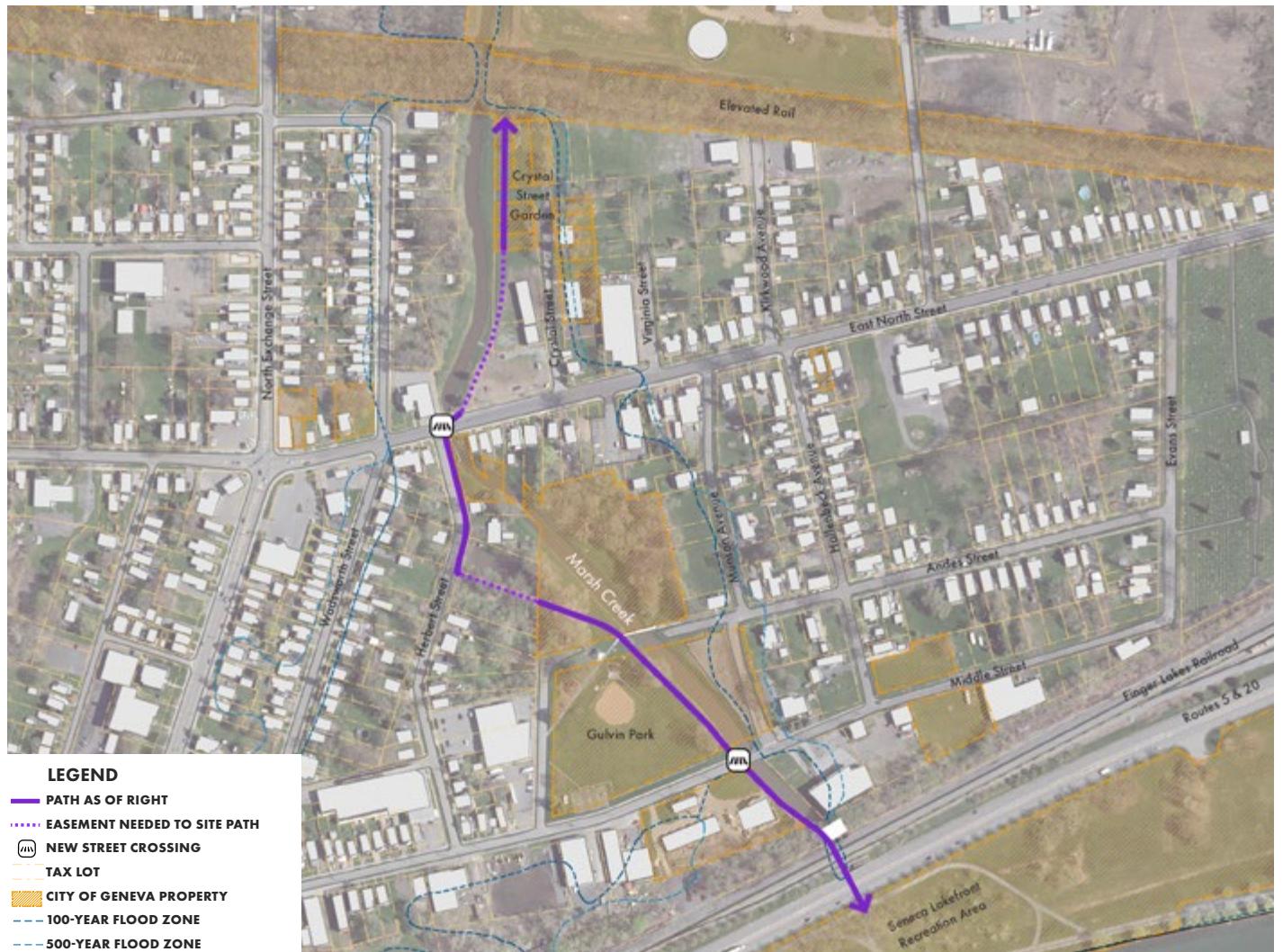


Parklands of Floyd's Park | Louisville, Kentucky



Naval Cemetery Landscape | Brooklyn, New York

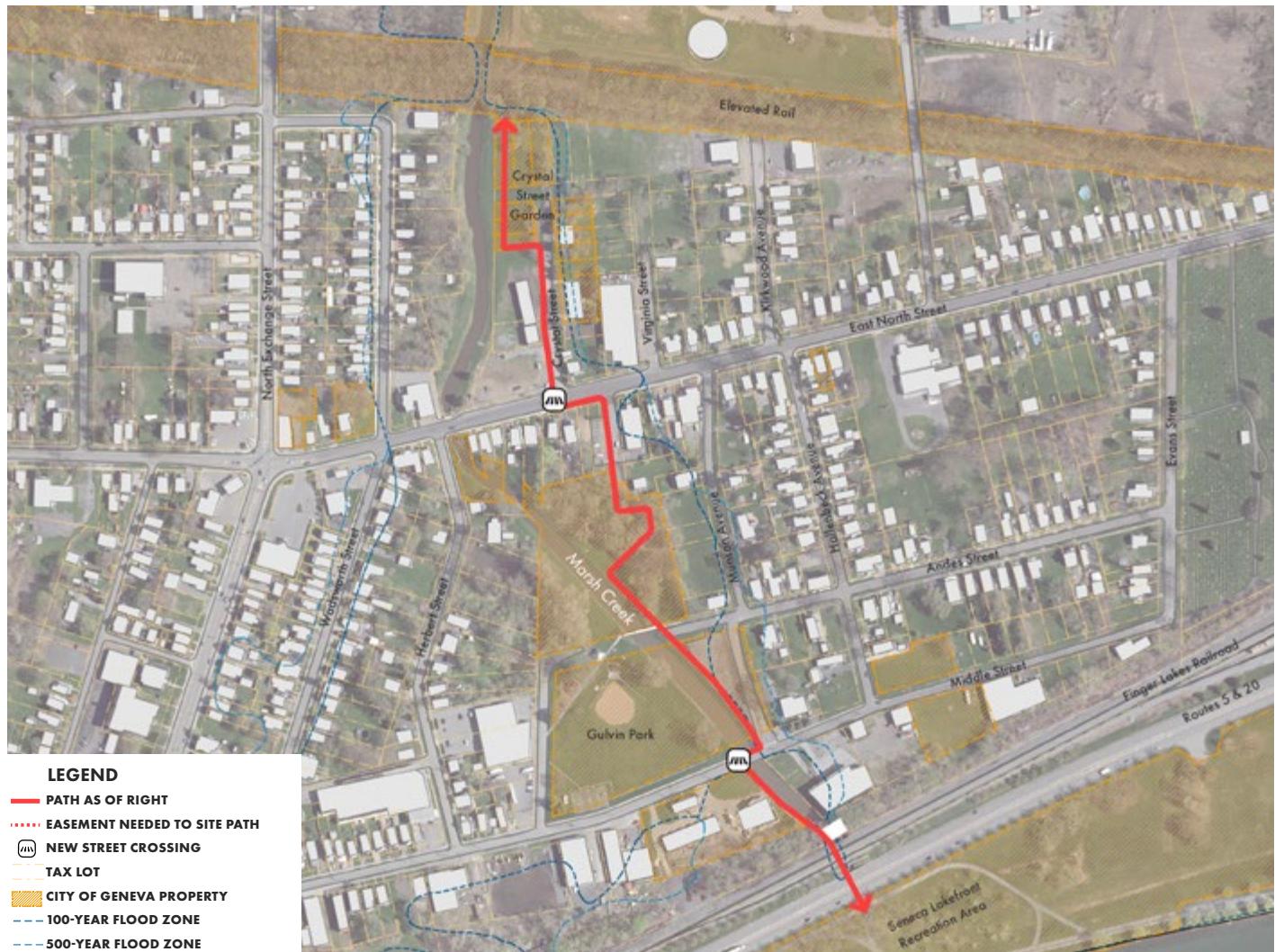
River Norges Wet Meadows | Norges-La-Ville, France



AT-GRADE ALIGNMENT – OPTION 1

Option 1 links City- and State-owned parcels via a mulch or stone dust path on grade. Easements are required for private property / NYS DEC property on Crystal Street and to connect from Herbert Street to City-owned land north of Gulvin Park.

This option stays west of the creek from East North to Middle Street. It has the advantage of connecting the greenway to current recreational uses at Gulvin Park



AT-GRADE ALIGNMENT – OPTION 2

Option 2 links City-owned parcels via a mulch or stone dust path on grade. It runs along Crystal Street and Syndicate Street, eliminating the need for easements on private or State-owned parcels. A segment of the path weaves through the wooded area between Munson Ave and the creek.

This option stays east of the creek from East North to Middle Street. It has the advantage of activating areas east of the creek that are currently reserved for parking.

MARSH CREEK GREENWAY VISION

Subtle enhancements such as a path and limited plantings as well as programming such as a launch for small craft or educational signage can enhance the natural beauty of the creek and bring attention to its features and potential. The use of a mulch path can minimize impacts in the event that the area floods, while stone dust would drain and dry out more quickly after each rain event to avoid soggy path conditions.

Community & stakeholder input

Initial design concepts included several features that were removed following workshops and stakeholder meetings. Greenway abutters expressed concerns about impacts to existing habitat; as a result, a "null option" was introduced and the proposed path through the wooded area across from Gulvin Park simplified and minimized. All schemes were simplified to show a single path along the creek. Conversations with NYS DEC led to shifting seating elements in the rendering to the outside of the path, to avoid encroaching on the flood protection project. A down-to-the-water concept with boulders may not be feasible for this same reason.



MARSH CREEK HAZARDOUS WASTE / CONTAMINATED MATERIALS ASSESSMENT SUMMARY

Summary of Conclusions

Seven locations of potential environmental concern relative to planned future improvements have been identified in the vicinity of Marsh Creek (see map). The long industrial and commercial history of the general area indicates the likelihood of Urban Fill and related environmental considerations with the potential to impact project construction activities in the subject area. Potential concerns relative to environmental conditions are summarized in the table below.

Recommendations

Lu Engineers recommends that a Soil and Groundwater Management Plan (SGMP) be prepared for this project. This document should outline proper procedures relative to compliance with applicable regulations relating to soil and groundwater conditions as well as applicable health and safety concerns.

In addition to the recommended SGMP, current New York State Department of Transportation Standard Specifications,

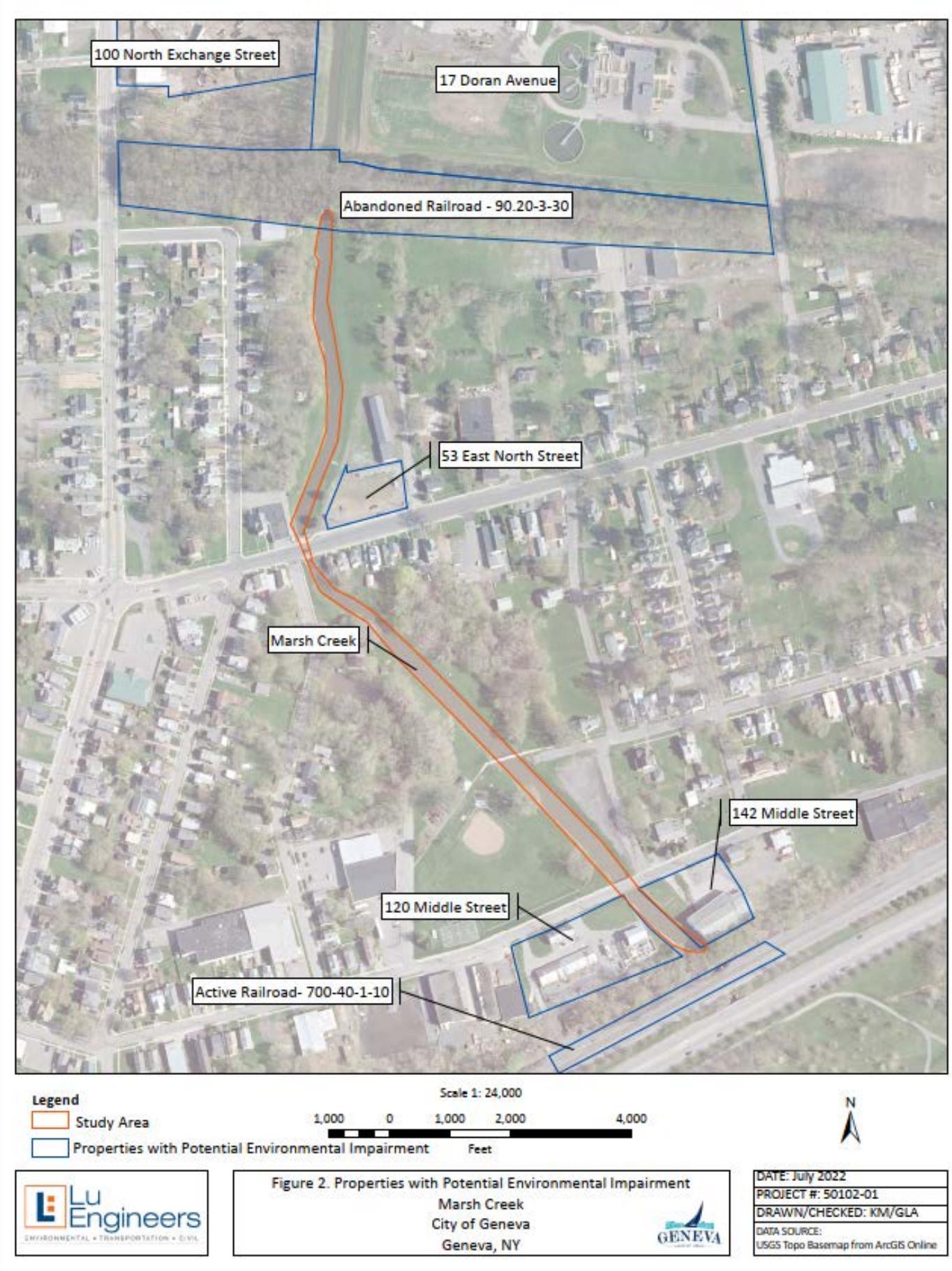
Section 205-Contaminated Soil should be included in project plans and specifications to ensure contractor capabilities and preparedness in the event that hazardous waste and/or contaminated materials are encountered during construction.

Based on the information reviewed for development of this HW/CMA, Lu Engineers does not recommend additional research or sampling and/or testing at the present time. If cost estimates are required for management and possible disposal of impacted soils and/or groundwater, further studies would be necessary to verify and define the nature and extent of potential presence of hazardous waste and/or contaminated materials that may be encountered during potential future construction within the Marsh Creek study area. Quantification of soil and groundwater conditions may also be required to verify potential health and safety considerations for project construction.

Property Address

Potential Environmental Concerns Relative to Adjacent Portions of Marsh Creek

Former Railroad (North) owned by City of Geneva	Impacted soil and/or groundwater (petroleum and other organic contaminants, PCBs, pesticides and metals) due to past use of this property as a railroad.
100 North Exchange Street WDIF Properties, LLC	Impacted soil and/or groundwater (petroleum related compounds) due to the past and current Auto & Metal Recycling use of the property and documented spills.
17 Doran Avenue Geneva Wastewater Treatment Plant	Impacted sediment, soil and/or groundwater (organic and inorganic contaminants) due to the past use of the property, documented past former releases, and potential wastewater release to Marsh Creek.
53 East North Street Paul A & Anthony J Iannopollo	Impacted soil and/or groundwater (petroleum related compounds) due to the past use of this property, documented past releases, and former USTs.
142 Middle Street B & S Management, Inc.	Impacted soil and/or groundwater (petroleum related compounds, metals and urban fill) due to the past use of this property as part of a former foundry.
120 Middle Street Geneva Water Plant	Impacted sediment, soil and/or groundwater (petroleum, organic and inorganic contaminants) based on the documented use of this property with an outfall to Marsh Creek and past releases.
Active Railroad (South) owned by CONRAIL, Inc.	Impacted soil and/or groundwater (petroleum and other organic contaminants, PCBs, pesticides and metals) due to the current and past and current use of this property as a railroad.



LEHIGH VALLEY RAIL TRAIL

Context

The Lehigh Valley Railroad began operations in Geneva in the late 19th century and continued service until the 1970s. Today, the railroad's legacy remains present as a series of overgrown embankments that run from the depot building at North Genesee Street in the west to just beyond Pre-Emption Street in the east. While the railroad bridges have been removed, the concrete and stone retaining walls at intersecting streets remain. Community members have begun to maintain segments of the abandoned rail line, removing poison ivy and creating points of access with wooden steps and ropes that provide a handhold up the steep slopes. Segments of the elevated rail between North Genesee to East North Streets are owned by the City of Geneva.

Project scope

Prepare a rails-to-trails feasibility study for the inactive rail line between Lehigh Valley Depot and East North Street.

Goals

- Create a new east-west connection across the neighborhood, including access to the high school.
- Expand local recreational opportunities and connect to regional trail systems.
- Celebrate Geneva's history and culture by reactivating a unique resource.
- Create a sense of separation from the everyday.
- Transform an underutilized asset for citywide benefit.
- Enhance and increase local biodiversity.

Key considerations

- The design intent was to create a trail experience that minimizes impacts to neighbors and abutters while expanding open space equity.
- Three new bridges would be required to reactivate the trail from North Genesee to East North Streets, including one over an active segment of rail (freight) that would also require relocating existing electrical lines that serve the tracks.
- The rail embankments are steeply sloped, and a combination of ramps and stairs would be needed to make the trail accessible to all users.
- Soil mining has been observed in the

area around Kirkwood Avenue; further inspection required to confirm whether any embankments require stabilization prior trail activation.

- In its current condition, the trail is overgrown with poison ivy and other invasive species. Any long-term plan would need to include managing and mitigating invasives.
- Trail parking could potentially be accommodated at the two ends but requires further study.

Options studied

The rail trail project studied alternatives for the design of the trail itself and for two access points (Marsh Creek and East North) that would be key to activate the first segment. The design concept for the trail utilizes an 8 ft crushed stone for the path (with limited 12 ft segments), a ballast buffer to mitigate poison ivy growth, and proposes native plantings to enhance the trail experience. Additional components include educational signage and periodic seating / rest areas. Access options include:

Marsh Creek – simple ramp & stair

- Minimize impact to existing trees by weaving ramp up the slope.
- Separate access for pedestrians and cyclists.

Marsh Creek – switchback ramp & stair

- More compact footprint but potentially greater impact to trees.
- This option can make access a more visible feature of the trail.

Marsh Creek – amphitheater & center stair

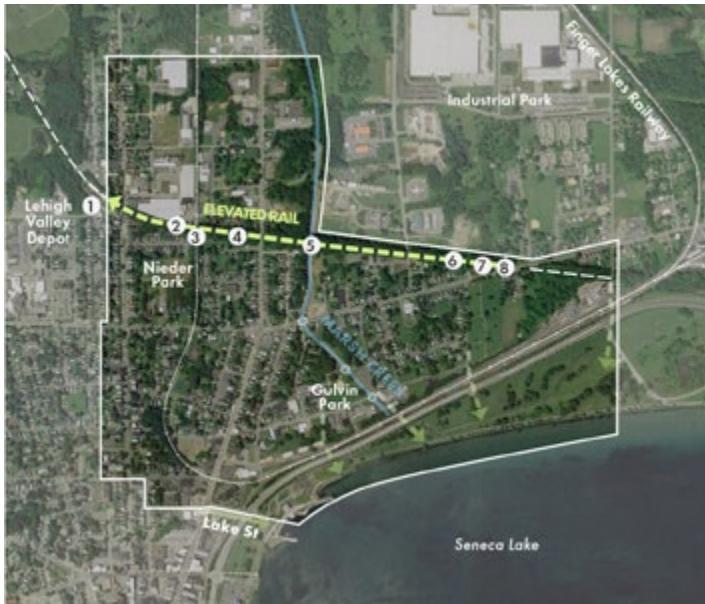
- Combines seating and access; can support programming and performances.
- Most disruptive to existing tree canopy.

East North – low slope path

- This path uses a 5% grade to eliminate the need for handrails and landings.
- Connects the trail to Clark Street.
- Creates space for an entry plaza and lawn on East North.

East North – accessible ramp

- More compact ramp footprint utilizing an 8% slope (accessible).
- Terraced lawn creates space for seating on multiple levels.



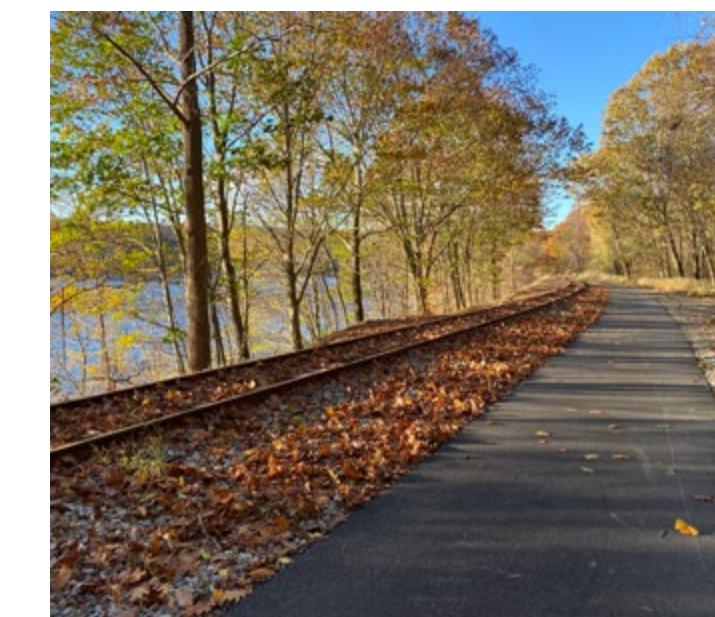
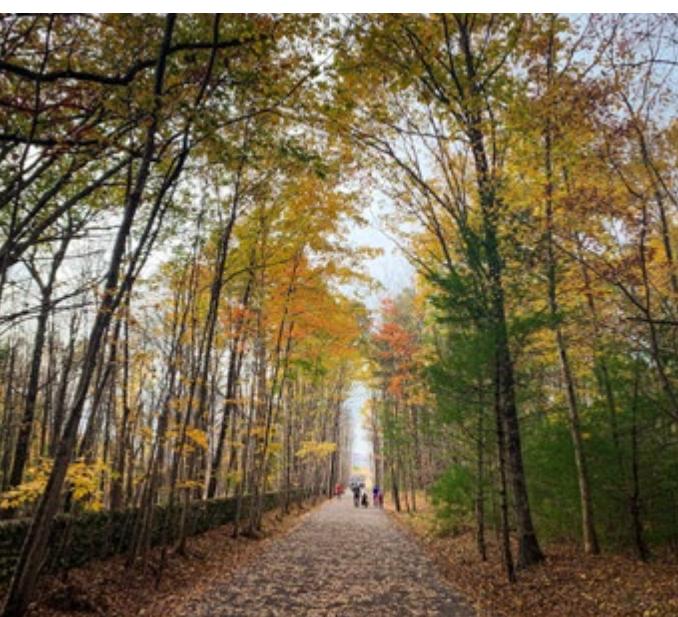
RAIL TRAIL PRECEDENTS

Projects across New York State are utilizing former railroad rights of way to create unique recreational experiences, often with a simple material palette.

Hudson River Brickyard Trail | Kingston, New York

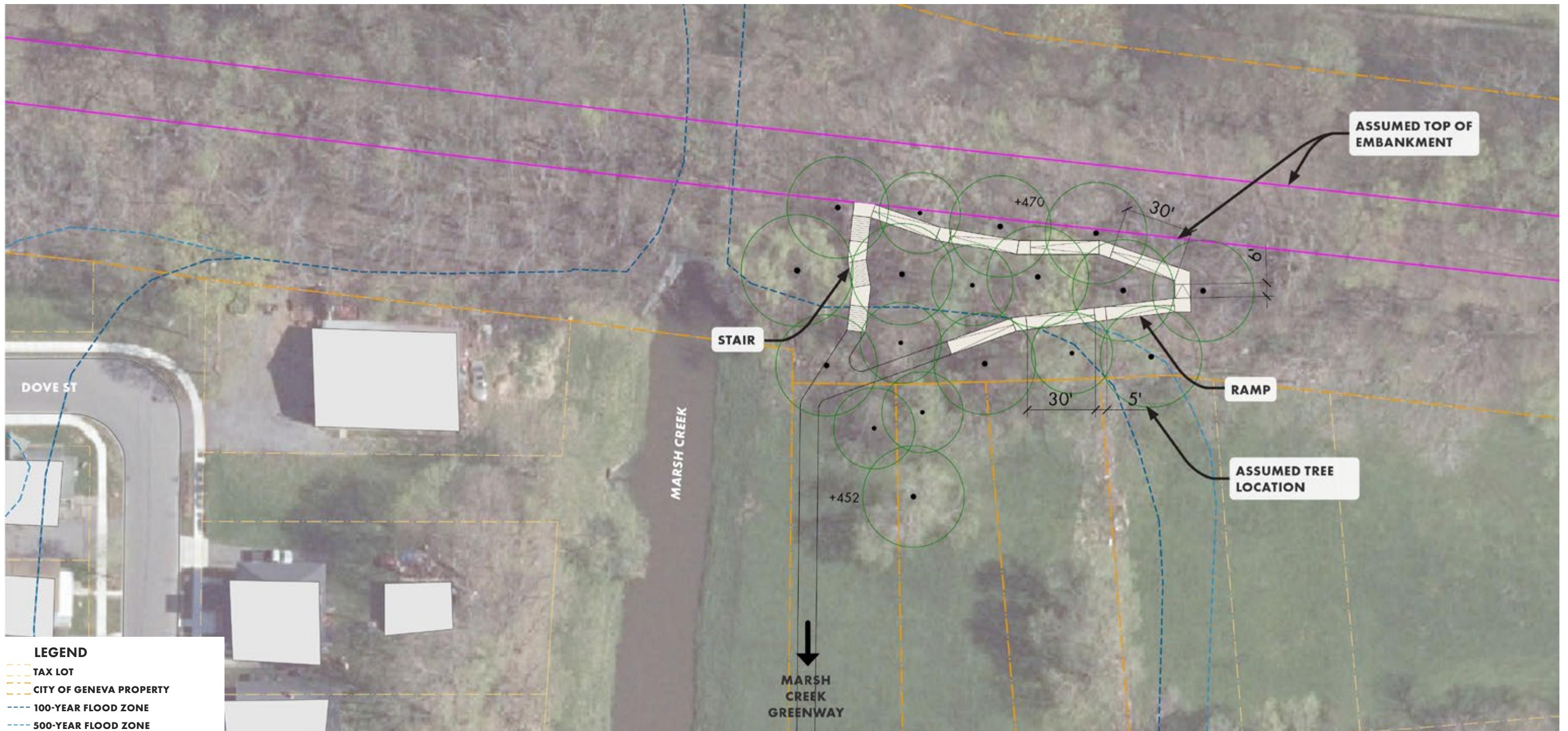


Frog Pond Trail | Pittsford, New York



Ashokan Rail Trail | Ulster County, New York

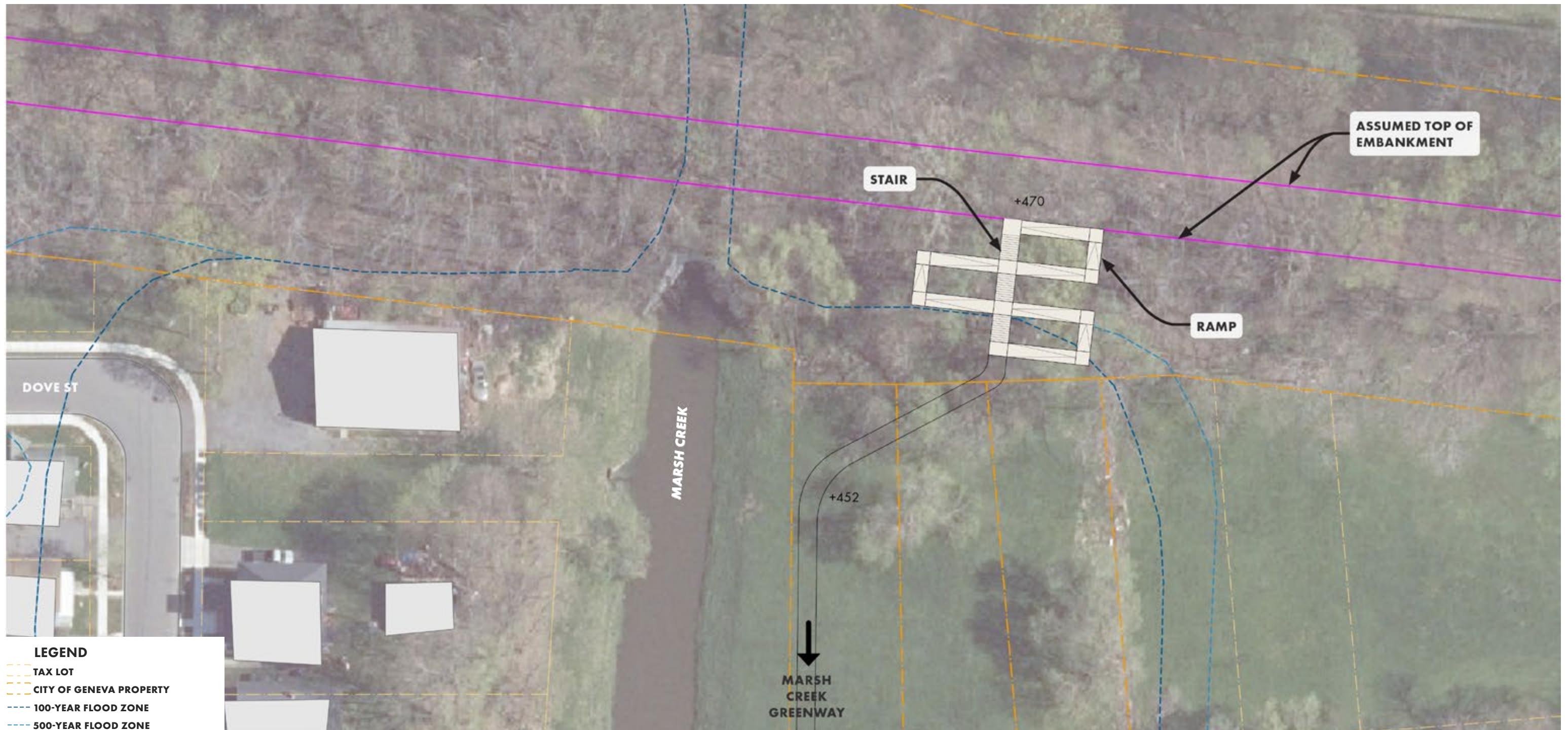
Maybrook Trail | Dutchess & Putnam County, New York



MARSH CREEK ACCESS – SIMPLE RAMP & STAIR

The combination of a ramp and stair at Crystal Street provides an efficient and accessible design solution that aims to minimize the impact to existing trees by weaving ramp up the slope.

In addition, it creates separate access for pedestrians and cyclists to reduce conflicts between users who may be moving at different speeds.



MARSH CREEK ACCESS – SWITCHBACK RAMP & CENTER STAIR

The switchback ramp and stair at Crystal Street utilizes a more compact footprint than a ramp and stair; however, there is potentially a greater impact to existing trees especially in construction.

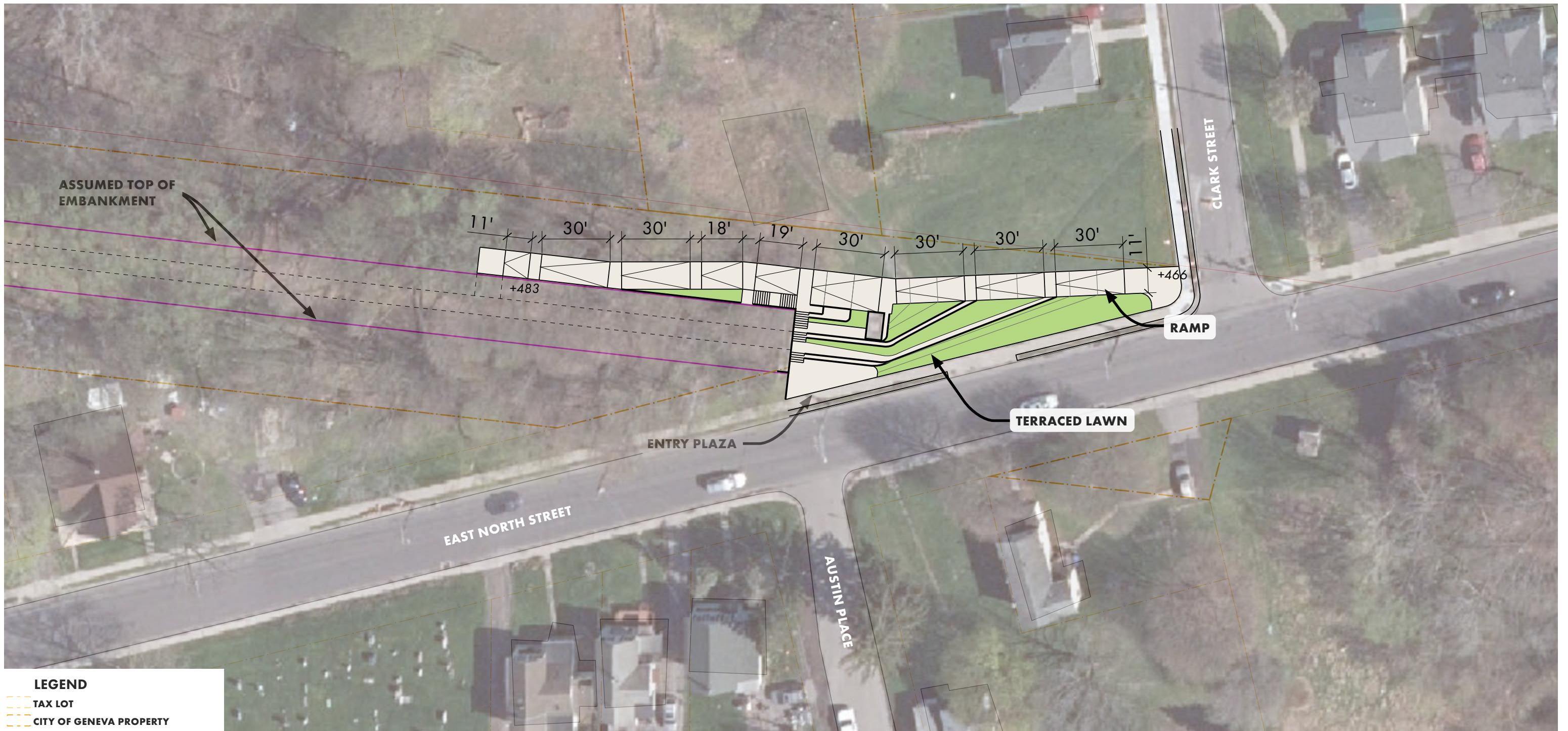
The option can make access a more visible feature of the trail.



EAST NORTH GATEWAY – LOW-SLOPE PATH WITH ENTRY PLAZA

This path uses a 5% grade to eliminate the need for handrails and landings and connects the trail to Clark Street.

The new ramp creates space for an entry plaza and lawn on East North.



EAST NORTH GATEWAY – ACCESSIBLE RAMP WITH TERRACED PLAZA

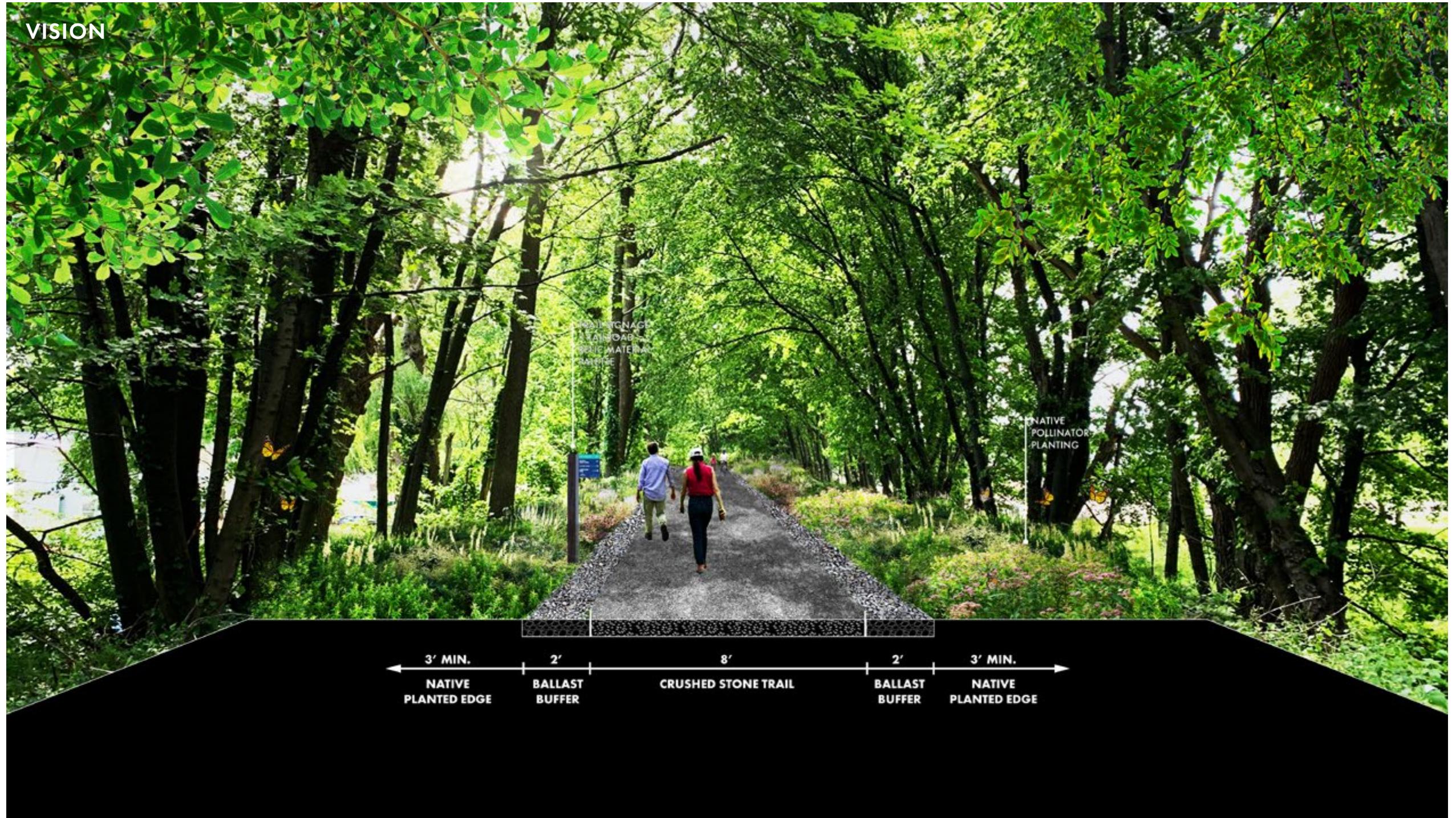
The accessible ramp concept creates a shorter and more compact ramp footprint utilizing an 8% slope.

A terraced lawn along East North Street creates space for seating on multiple levels.

LEHIGH VALLEY RAIL TRAIL VISION

Community & stakeholder input

Feedback at public workshops and in stakeholder meetings was generally supportive of the rail trail activation. Initial concepts showed both 8 ft and 12 ft path alternatives; stakeholders advised that the narrower trail was preferred except in the area around Marsh Creek, which already experiences more regular public activity. The simple ramp and stair option was the most preferred option for Marsh Creek access. An initial straight-shot ramp concept was revised to avoid existing trees based on input.



LEHIGH VALLEY RAIL TRAIL VISION

Periodic seating areas along the trail provide space to rest between access points. These are envisioned to utilize a material palette that celebrates the history of the railroad in Geneva.



LEHIGH VALLEY RAIL TRAIL VISION

The area around Crystal Street where the trail crosses over Marsh Creek may be a place with additional pedestrian activity given the community garden and access point. This location could potentially support a wider trail (12 ft).



EAST NORTH GATEWAY VISION

The East North Gateway marks the eastern terminus of the elevated rail trail. The low-slope ramp extends the pathway to the street corner. Railroad remnants can become signage – a marker of the trailhead.



LEHIGH VALLEY RAIL TRAIL – OVERALL CONCEPT PLAN



LEHIGH VALLEY RAIL TRAIL – PHASING & IMPLEMENTATION



COST ESTIMATE SUMMARY

LAKEFRONT ACCESS – BRIDGES & CROSSINGS

Bridge over railroad only	\$3,000,000 ea
Bridge over railroad & highway	\$4,000,000 ea
HAWK signal installation	\$200,000 ea

RECONFIGURATION OF ROUTES 5&20

DRI extension with planted median	\$12,500,000
<ul style="list-style-type: none"> Road reconstruction with north-side bike path 	

DRI extension with planted median	\$11,560,000
<ul style="list-style-type: none"> Road reconstruction with integrated bike path Road reconstruction with bike path in park 	

MARSH CREEK GREENWAY

Greenway with mulch trail	
<ul style="list-style-type: none"> At-grade alignment 1 At-grade alignment 2 	\$221,000
	\$200,000

Greenway with stone dust trail	
<ul style="list-style-type: none"> At-grade alignment 1 At-grade alignment 2 	\$250,000
	\$226,000

LEHIGH VALLEY RAIL TRAIL

<u>Trail</u>	
Trail construction & plantings	
<ul style="list-style-type: none"> 8 ft trail not including crossings 12 ft trail not including crossings 	\$1,200,000
	\$1.5M

Bridges

Permanent bridge over N Genessee St	\$578,000
Permanent bridge over railroad	\$850,000
Permanent bridge over N Exchange St	\$495,000
Permanent bridge over Doran Ave	\$320,000
Temporary bridge over Doran Ave	\$200,000

Access

East North Street access	
<ul style="list-style-type: none"> Low-slope path with entry plaza Accessible path with terraced plaza 	\$420,000
	\$440,000

Marsh Creek access

<ul style="list-style-type: none"> Simple ramp & stair Switchback ramp & stair 	\$440,000
	\$422,000

Notes:

30% contingency applied to all items

ENGAGEMENT & OUTREACH

The project included engagement with community members, municipal and agency stakeholders, quarterly sessions with a Project Advisory Committee composed of local residents and leaders.

PUBLIC ENGAGEMENT & WORKSHOPS

September 2021 - Outreach	Farmers market tabling & site tours
October 2021 - Workshop	Individual activities & site tour
December 2021 - Workshop	Lakefront access alternatives discussions
June 2022 - Workshop	Greenway and rail trail development
July 2022 - Workshop	Tactical installation - Marsh Creek

PROJECT ADVISORY COMMITTEE SESSIONS

September 2021, November 2021, May 2022, and July 2022

STAKEHOLDER ENGAGEMENT

Agencies & municipalities
Routes 5&20 / lakefront connectivity
NYSDOT Region 4
Genesee Transportation Council
FLRR (via PAC)
Norfolk Southern*

Marsh Creek greenway
NYS DEC
US Army Corps of Engineers

Other agencies & municipal partners
OPRHP / Seneca Lake State Park
Ontario County Planning
Seneca County
Town of Waterloo*

Local stakeholders
City of Geneva City Council
City of Geneva staff & department heads
Marsh Creek neighbors - outreach
Blueprint Geneva & rail trail stakeholders
Our Lady of Peace Parish
Hispanic Church of God*
Local community leaders & residents

Local stakeholders (ongoing)
Rail-trail neighbors
Lehigh Valley depot owner - outreach

* Denotes outreach and email correspondence but no meeting took place

SEPTEMBER 11 FARMERS MARKET & COMMUNITY TOURS

Location

Geneva Farmers Market at the Finger Lakes Welcome Center

Purpose

To engage members of the public in conversation about the project and solicit input on ideas for open space and connectivity in the study area.

Activities

Table activity and site tours

Outcomes

Identification and spatialization of challenges and opportunities - sticky notes on maps.

Challenges:

- The area is not well known
- Needs: interpretive signs and monuments, recreational opportunities on the lakeshore, lake access
- The lakeshore bike path goes nowhere - there is no loop

Opportunities:

- Crossings (Pre-Emption / Evans Streets)
- Rail trail and trail (3)
- Trail bridge north of Crystal Street Garden
- Recreational opportunities
- Cultural connections
- Ameliorate grade change at potential rail trail trailhead

Tour 1: Safe crossings of Routes 5& 20
Four potential crossings explored.

- Near Finger Lakes Welcome Center: single track facilitates crossing but is well west of what could be considered an accessible and convenient to project area
- Across from Andes Avenue and Middle Street better connects to the neighborhood, but it crosses private properties at a multi-track location
- Marsh Creek discussion of pedestrian bridge, or less feasible, tunnel.
- Evans Street has the most widespread support among participants.

Tour 2: Proposed Marsh Creek Greenway

- Potential opposition among residents
- Gulvin Park and Crystal Street Garden are not well-known features
- Poor sidewalk conditions and High Vehicle speeds on East North Street

Tour 3: Proposed Lehigh Valley Rail Trail

- Potential opposition among residents
- Trail infrastructure in place
- Maintenance of the future trail is a potential issue.



A site tour departs from the Geneva Farmers Market (JKLA, 2021)

OCTOBER 9 WORKSHOP IN THE PARK

Location
Gulvin Park Gazebo

Purpose
To gather input on wants and needs for connectivity in the neighborhood.

Activities

- Challenges and opportunities – sticky notes on maps
- Response to prompts: what is the real issue/what's holding us back/what do we do for success game
- Collaging

Outcomes

Mapping:
Former Leigh Valley station is a possible location community theater; Seneca Lake State Park was identified as having once belonged to the City of Geneva.

Response to big questions:

- **What's the real issue?** Divisions including town/gown and skin color making communication difficult. Insufficient recreation resources, lack of access to lake, lack of awareness of local challenges, obsolete building stock.
- **What's holding us back?** Lack of regulatory support for the greenway, lack of playgrounds and activities, neighborhood isolation, engagement, awareness, trust, historic redlining, lack of community cohesion
- **What do we need for success?** Safe connection to waterfront, empathy, heritage trail with interpretation, community-wide communication,



Fall workshop photos
(Lu & ONE, 2021)

DECEMBER 3 WORKSHOPPING LAKEFRONT ACCESS & ROUTES 5 & 20

Location
Courtyard Apartments Community Room

Purpose
To gather feedback to help steer the planning of neighborhood streets, parks, and lakefront access.

Activities

- Open-ended questions
- "Time Magazine" cover story
- Collaging
- Challenges and opportunities – sticky notes on maps

Outcomes

Open-ended questions gather participants' opinions. Selected responses follow.

I like to spend time in nature:

- In my backyard
- At a local park

A natural area in my community that I enjoy visiting is:

- Seneca Lake
- Park (2)
- Drawings: trees and water, climbing structure and a slide (2)

My family and I would visit the lakefront more often if we could:

- Drawings of a bike (3)
- Camp

I would use a Marsh Creek Greenway for:

- Walking
- Access to lakefront

If there were a trail near my home, I would use it for:

- Photography
- Meeting people
- Biking
- Walking the dog

"Time Magazine" activity

Participants created an imagined cover story about their community. Headlines fall into the following categories:

- Nature and Recreation
- Streetscape and Walkability
- Safety and Serenity
- Amenities
- Thriving and Prosperous Community
- Serving Everybody, Belonging

Collaging activity

Collages reflected a family-friendly and diverse community that promotes health, happiness, and well-being, accessible to pedestrians and cyclists, with opportunities to recreate and enjoy nature.

Mapping activity comments

- Crossings (Evans / Pre-Emption Streets)
- High desire for at grade crossing and concern that bridges don't work
- Ease of developing the creek trail
- Grocery store is important
- Connection to Crystal St. Garden
- Add trees and pedestrian path (along Routes 5 & 20)
- Expand park to south of Middle St.
- Food, bathroom, drinking fountain (park amenities)
- Campground at the lake with amenities



JUNE 9 FOCUS GROUPS AND OPEN HOUSE

Location

Courtyard Apartments Community Room, proposed Lehigh Valley Rail Trail

Purpose

To solicit input on project outcomes to date.

Activities

Focus group discussion with invited guests about the overall project followed by a walking tour of the proposed Lehigh Valley Rail Trail

Public open house with maps and large plots of the concepts

Outcomes

Focus Group comments on the concepts included:

- Need a separated commuter lane for bicyclists along 5 & 20 protected from traffic and free of road debris
- One concept shows a bridge landing in the middle of the Lakefront Park disc golf course. Moving the bridge landing to accommodate the course was suggested.
- Bridges with many switchbacks are difficult for bicycles to navigate
- One participant admired the rail trail trailhead concept proposed for East North and Clark streets.

The walking tour group discussed various aspects of the trail as it exists now:

- Neighbors use the trail; they may feel some ownership and may oppose the trail.
- Ash trees susceptible to disease and pests and perhaps should be removed.
- The rail bed serves as a wildlife corridor.

- Poison ivy is pervasive along the corridor and some measure to ameliorate it could be implemented such as bringing in goats to eat it or over-planting with an even more aggressive species – use of herbicides was not recommended

Feedback received included on the concepts included the following:

- Crossing 5 & 20 is a challenge.
- A lighter approach to the proposed Lehigh Valley Rail Trail is preferred over a heavier hand unless the city is able to maintain a more intense trail.
- St. Patrick's Roman Catholic Cemetery is not appropriate for a walking path through the neighborhood.
- Traffic speeds at High and Evans streets are too high and need calming.
- The idea of enlisting goats to help clear the poison ivy out of the proposed rail trail was raised again.
- A participant involved in the Green Committee brought up the issue of protecting pollinators on the rail trail.

Additional feedback

In addition to in-person engagement, the project team received one email from Marsh Creek neighbors underscoring several points:

- The habitat value that the woods across from Gulvin Park provide.
- The need for improvements to Gulvin Park (restroom and/or seating)
- Support for the Lehigh Valley trail near Crystal Street.
- Suggestion to explore alternatives to pedestrian connections to the lake – e.g., a shuttle system.



above:
Open house (JKLA, 2022)

below:
Rail trail site visit (ONE, 2022)

JULY 21

TACTICAL EVENT: TEMPORARY GREENWAY INSTALLATION

Location

Crystal Street Garden

Purpose

To build out elements of the project to help participants see how some of the project recommendations and concepts could be implemented by experiencing them in real time and space.

To draw participants with a celebratory atmosphere with music supplied by local musician SlikSly and food provided by the El Morro food truck – arranged by the City using its food desert funds.

Activities

Tours of a duct tape crosswalk on East North Street; and imagined walking trail, rail-trail trail head kayak launch delineated with bamboo stakes and colorful surveyor's tape; review of concepts.

Outcomes

Tactical urbanism is a technique used to try proposed ideas for community empowerment, development, or uses of space “on for size”. Encountering new ideas for layout and arrangement of new design features can inspire participants to leverage existing assets and envision unique possibilities for established space. Creating an opportunity to try a design on for size is a way to actively engage the community and bring awareness to a project’s goals for implementation. This example of tactical urbanism is done by temporarily building a planning or project idea in low cost, creative ways and then programming an event(s) to closely match the many envisioned opportunities. This allows the planning ideas to really come to life, building support from the neighborhood and outside agencies. Tactical interventions offer unique opportunities for conversation and feedback. These events have been successful in taking planning ideas from paper documents to public enthusiasm very quickly.

The elements developed for the event were a duct tape crosswalk installed on the East North Street bridge over Marsh Creek and

a walking path delineated with bamboo stakes and colorful surveyors' tape from the bridge “landing” past an imagined kayak launch to an imagined Lehigh Valley Rail Trail trailhead.

Umbrella tables that were part of an art installation provided shade for a table with maps and a complete set of concepts for discussion. Another station invited participants to draw or write the names of wildlife they see in the park.

The crosswalk was enthusiastically received by Geneva City Police School Resource Officer Raul Arroyo who provided safety on East North Street during installation of the crosswalk. Some participants were experiencing the park for the first time, while others were familiar with the garden, but not the potential rail trail.

At the end of the event, the installations were left in place for others to happen upon and enjoy in the coming days.

Additional feedback

In addition to in-person engagement, the project team received one email from Marsh Creek neighbors underscoring several points:

- The importance of maintaining and preserving existing tree canopy.
- The habitat value that the woods across from Gulvin Park provide.
- Request for clarification on whether “trailheads” are parking areas (design proposal has since been revised to reduce the number of trailheads).



Greenway demarcation & final celebration (ONE, 2022)

NEXT STEPS & IMPLEMENTATION

ADVANCING THE OPEN SPACE & CONNECTIVITY PROJECTS

While the vision for East Lakeview benefits from the realization of all four projects, each one makes a unique and independent contribution to the neighborhood, giving it an ability to stand alone. For example, the rail trail does not require lakefront access to be in place to become a success, nor does the reconfiguration of Routes 5 & 20 require the implementation of the Marsh Creek greenway concept. As a result of this independence, the projects can advance on independent timelines from each other as determined by City Council and community priorities and based on the availability of funding and grants from local, State, and Federal sources.

FUNDING & GRANTS

The following grant programs and funding mechanisms may be helpful to advance design, planning, and implementation for the open space and connectivity projects studied in this phase of work:

New York State
NYS DOS Environmental Protection Fund

NYS DEC Environmental Restoration Program

NYS Downtown Revitalization Initiative (DRI)

Empire State Economic Development Fund (EDF)

Federal programs
EPA Brownfields Program

US DOT RAISE Discretionary Grants

US DOT Reconnecting Communities Pilot

US DOT Safe Routes to School initiative

Bipartisan Infrastructure Law |Building a Better America

Inflation Reduction Act | Neighborhood Access and Equity program

Other
Congressional appropriations – via US Senate representation



Marsh Creek & Gulvin Park (ONE, 2021)

ANTICIPATED FUTURE APPROVALS & PERMITS NEEDED TO IMPLEMENT THE CONCEPTUAL DESIGN ALTERNATIVES

Govt. Entity	Agency and approval(s) required	Phase	Description of proposed activity
City Council, Town, or Village Board	City Council – Potential Easements	Phase 1 and Later Phases	To construct Marsh Creek boardwalk and/or Routes 5 & 20 crossings
	City Council – Elevated rail-trail approvals	Phase 1 and Later Phases	To construct new bridges/access points
Regional Agencies	Finger Lakes Rail-way/ Norfolk Southern Railway – Letter of Concurrence or other approvals, as needed	Phase 1 and Later Phases	To cross active rail lines
State Agencies	NYSDOT – highway work permits, potential funding	Phase 1 and Later Phases	Reconfiguration of Route 5; complete streets
	NYSDOS – potential DRI funding/road diet	Phase 1	Lane reduction/traffic calming
	NYSDEC – Protection of Waters Permit (Article 15)	Phase 1 and Later Phases	Disturbance within 50 feet of Seneca Lake for proposed crossings or pedestrian improvements or along Marsh Creek ¹
	NYSDEC – Article 16 Flood Control	Phase 1 and Later Phases	For any work proposed in the flood protection project (Marsh Creek) ²
	NYSDEC – Freshwater Wetlands Permit	Later Phases	For any development is proposed within 100 feet of vegetated freshwater wetlands along Marsh Creek ³
	NYSDEC – Excavation and Fill in Navigable Waters; Section 401 Water Quality Certification	Later Phases	Proposed kayak launch
	NYSDEC – A State Pollutant Discharge Elimination System (SPDES) General Permit for Stormwater Discharges from Construction Activities, as needed	Phase 1 and Later Phases	For proposed construction activities disturbing areas greater than one acre ⁴
	NYSDEC – Industrial SPDES Discharge Permit for any temporary dewatering discharge required to construct the project, as needed	Phase 1 and Later Phases	For any temporary dewatering discharge
	SHPO – Initial consultation for historic and cultural resources	Phase 1	For potential archaeological impacts related to the cemetery shortcut trail at the perimeter of St. Patrick's Cemetery; consultation for potential architectural impacts to the State/National Register-eligible (S/NR-eligible) Lehigh Gardens Historic District, related to the Lehigh Valley Rail Trail
Federal Agencies	USACE – Nationwide Permit 36 – Boat Ramps (under Section 10 of the Rivers and Harbors Act and Section 404 of the Clean Water Act)	Later Phases	Proposed kayak launch

Govt. Entity	Agency and approval(s) required	Phase	Description of proposed activity
USACE	USACE – Section 408 Permit	Phase 1 and Later Phases	For any work proposed in Marsh Creek (civil works project) below the ordinary high water (OHW) line
	USACE	Phase 1 and Later Phases	A permit will be required if any fill, not just bank stabilization, is proposed below OHW in a Section 404 water (including wetlands)

Notes:

A joint permit application to NYSDEC/USACE may be required to implement the conceptual design alternatives as per meeting with the City's consultant team and NYSDEC/USACE representatives on July 19, 2022.

¹ <https://www.dec.ny.gov/permits/6554.html>, last accessed July 11, 2022.

² Based on an informational meeting with the City's consultant team and NYSDEC representatives on July 19, 2022, this permit, which ties into the USACE Section 408 permit, is required as Marsh Creek is the site of a USACE flood protection project that has been handed over to NYSDEC for management and regular inspection; there may be an additional permit required for any work that is proposed on NYSDEC-owned land. However, an ordinary pathway or work above the mean high water line would typically not be of concern. Other features beyond a path could present regulatory hurdles; NYSDEC would not approve additional features that result in maintenance.

³ <https://www.dec.ny.gov/permits/6279.html>, last accessed July 11, 2022; based on an informational meeting with NYSDEC representatives and the City's consultant team on July 19, 2022, a Freshwater Wetlands Permit would be unlikely given the location of the nearest wetlands off Forge Avenue and the nature of the project.

⁴ For proposed walkways or projects under 5 acres only the erosion and sediment controls would apply (otherwise post-construction stormwater management measures would also apply). A Notice of Intent (NOI) and then a Storm Water Pollution Prevention Plan (SWPPP) would be required before construction starts.

Sources:

AKRF, July 2022; U.S. Army Corps of Engineers and New York State Department of Environmental Conservation representatives, July 19, 2022.

APPENDICES

A Design Alternatives

Challenges & opportunities analysis
Open space & connectivity vision
Lakefront access
Routes 5 & 20 reconfiguration
Marsh Creek greenway
Lehigh Valley rail trail
Planting strategy

B Engagement

Public engagement summary
Stakeholder meeting notes
Project Advisory Committee presentations

C Cost Estimates

Bridges & pedestrian crossings – Routes 5 & 20
Routes 5 & 20 reconfiguration
Marsh Creek greenway
Rail trail & bridges

D Site Reconnaissance

Site reconnaissance report
Doran Ave survey
East North St & Clark St survey
Marsh Creek hazardous material reconnaissance

E Environmental Assessment

Full Environmental Assessment Form
EAF Appendices A & B

one architecture

AKRF



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