



FAIRPORT INDUSTRIAL DEVELOPMENT AGENCY

Board of Directors Meeting

August 21, 2023

4:30pm

AGENDA

- I. Call to Order
- II. Public Comment
- III. Approval of the Minutes – April 13, 2022 and June 19, 2023
- IV. Financial Reports
 - a. Resolution 2023-08 – Authorizing Payment of Bills
 - b. Cash Balances
 - c. Investment Report
 - d. Financials
- V. Old Business
 - a. Northeast Main Street Parking lot – BME
 - b. Parking and Mobility Study – Passero
 - c. Website - Update
- VI. New Business
 - a. Property Use Request
 - b. Placer.ai - Discussion
- VII. Adjourn

Next Meeting – September 18, 2023

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Board Members Present:

H. Kevin Clark, Chair
Ken Rohr, Vice Chair
Donna Stefano, Secretary/Treasurer
Rob Genthner
Leslie White

**Fairport Industrial Development Agency
Board of Directors Meeting**

Draft

April 13, 2022

MINUTES

Staff Present:

Martha Malone, Executive Director
Lillian Cuevas, Executive Assistant
Jennifer Sturgis, Housing Director

Others Present:

Edmund J. Russell III, Counsel
Guests: Charlie Arena, Arena Development
Craig Welker, Canal East Company LLC

I. Call to Order

A special meeting of the Fairport IDA Board of Directors was called to order by Chair Kevin Clark at 4:30pm. A quorum of Board Members present.

II. New Business

a. Canal East Company LLC – Consent to Assignment of Lease - Executive Director Malone Introduced Mr. Craig Welker, current owner of Packetts Landing and Mr. Charlie Arena, representing the proposed new ownership group. Mr. Arena discussed their plans for the properties; Phase 1 will be to have a seamless transition experience with the current residents. Phase 2 will identify areas of deficiencies on the property that require repairs and upgrades. They will then evaluate budget for new signage, improvements in the exterior features, upgrading the common area, and overall operational cost of maintaining the property. Mr. Arena advised the Board that they plan to maintain an on-site presence. Following a brief discussion, a **MOTION** to consent to the Assignment of Lease was made by Rob Genthner and seconded by Ken Rohr and passed unanimously.

III. Adjourn

A **MOTION** to adjourn at 4:46pm was made by Rob Genthner, seconded by Donna Stefano, and passed unanimously.

Next Meeting- May 23, 2022

Fairport Industrial Development Agency
Board of Directors Meeting

Draft

June 19, 2023

MINUTES

Board Members present:

H. Kevin Clark, Chair
Leslie White, Vice Chair
Donna Stefano, Secretary/Treasurer
Rob Genthner
Jennifer Townsend

Staff Present:

Martha Malone, Executive Director

Others Present:

Edmund J. Russell III, Counsel
Megan Burke, Tompkins Financial
Michael Lawhead, Tompkins
Financial
Tom Wolanski, GPI
Peter Vars, BME
David Kruse, Passero

I. Call to Order

The regular meeting of the Fairport IDA Board of Directors was called to order by Chair Kevin Clark at 4:33pm. A quorum of Board members was present.

- II. Welcome New Board Member** – Chair Clark welcomed Jennifer Townsend as the newest board member. Ms. Townsend was appointed by the Village of Fairport Board of Trustees at their June 12, 2023 meeting.

- III. Officer & Committee Appointments** - A **MOTION** to name Leslie White as Vice Chair made by Donna Stefano, seconded by Rob Genthner and passed unanimously. A **MOTION** to name the following slate of committee members was made by Leslie White, seconded by Rob Genthner and passed unanimously.

Governance: Rob Genthner(Chair), Kevin Clark and Jennifer Townsend; **Audit:** Donna Stefano(Chair), Leslie White and Kevin Clark.

- IV. Public Comment** – None

V. Approval of Minutes

A **MOTION** to approve the May 15, 2023 minutes as corrected for guest attendance was made by Rob Genthner, seconded by Donna Stefano, and passed unanimously with Jennifer Townsend abstaining.

VI. Financial Reports

- a. Investment Report - Megan Burke and Michael Lawhead of Tompkins Financial Advisors reviewed the portfolio performance over the past year, as well as the liquidity within the portfolio. He provided the Board with an update on the Federal Reserve Board's actions. Executive Director noted that approximately \$175,000 will be maturing in August. Reinvestment with Tompkins or through Canandaigua National Bank will be determined based on the need to fund the parking lot expansion prior to year-end.
- b. Resolution 2023- 06 - Having reviewed the bills, A **MOTION** to authorize payment of bills was made by Donna Stefano, seconded by Leslie White, and passed unanimously. Chair Clark asked for clarification regarding the payments to Josh Landscaping. Executive Director will report back.
- c. Cash Balances were reviewed and accepted.
- d. Financial Statements were reviewed and accepted.

VII. Old Business

- a. Thomas Creek Wetlands Entrance Project – Tom Wolanski, GPI, presented an initial concept for Phase V Improvements at the entrance to the wetlands. These improvements will address access for vehicles, bicycles and pedestrians, with an emphasis on safety. Parking is de-emphasized, and proposed materials are low maintenance. The failing wood bollards would be replaced by boulders. Estimated cost approximately \$85,000 (plus GPI). Mr. Wolanski also related that as Fairport Rotary President he has requested a Rotary grant to add an accessible picnic table that could be added to the wetlands as well. He anticipated the Village DPW would provide/install a gravel pad for the table. Chair Clark inquired about signage to attract more visitors. Donna Stefano appreciated the painted crosswalk that will improve pedestrian safety. Jennifer Townsend inquired about the public art components, noting that a properly placed artwork could be a visual pull into the area from Liftbridge Lane East. Leslie White suggested that educational material about the wetlands be developed and shared widely.

Rob Genthner inquired about screening for the neighboring FMC pole yard. The proposal includes plantings within the entrance area to accomplish that goal.

- b. Thomas Creek Wetlands CFA Grant Application – A **MOTION** to authorize the Executive Director to engage the services of Labella Associates, up to \$2500 was made by Rob Genthner, seconded by Leslie White and passed unanimously. A **MOTION** to authorize the Executive Director to submit a NYS Consolidated Financial Application for a 50% matching grant was made by Leslie White, seconded by Jennifer Townsend and passed unanimously.
- c. Northeast Main Street Parking Lot – Peter Vars, BME presented multiple options for consideration in the expansion of the FIDA owned North Main Street parking lot. He reviewed a cost per space analysis, the net gain of parking spaces, sidewalk placement and lighting considerations. The Board emphasized the importance of maximizing green space adjacent to Thomas Creek. Mr. Vars will have BME stake out the parking lot so that the Board can better visualize the size/scope of the project prior to moving forward.
- d. Parking and Mobility Study – Executive Director reviewed that the study is to ensure the safety of pedestrians, vehicles and other users of the North Main Parking lot, as well as the traffic associated with the highly complex intersection of Main & High Street. David Kruse of Passero Associates reviewed his updated proposal which separates the parking study and mobility study. Chair Clark noted that a full Circulation, Accessibility and Parking study is a Village function and therefore OCED’s scope for this project is limited. The results of the studies will be utilized to address current issues and will be available to share with the Village as it approaches the Main Street streetscape project. Board Member Donna Stefano offered comments in support of the studies, noting that it is part of our role in protecting OCED’s investment in The Cannery area, as well as those of the private business owners. A **MOTION** to authorize the Executive Director to enter into a \$8,600 Mobility Study contract and a \$6,900 Parking Study Contract with Passero Associates was made by Leslie White, seconded by Rob Genthner and passed unanimously. Executive Director noted that she has obtained the use of four ped/bike counters from Genesee Transportation Council to be deployed at the Wetlands, and she will approach the Village regarding deployment in and around the northwest bank of the Canal.

- e. Website Update – Executive Director and Board Member Leslie White provided an update on website launch. Ms. White noted that the June 1 deadline was aggressive and self-imposed, delays in photography and other factors will delay the launch to Mid-July at the earliest. Branding has begun to be rolled out, and new social media channels have been added.


VIII. **New Business**

- a. Black Dog Designs-Social Media Proposal - A **MOTION** to authorize the Executive Director to execute a contract with Black Dog Designs for Social Media management for three months at \$1800 per month was made by Leslie White, seconded by Jennifer Townsend and passed unanimously.
- b. Notice Policy Adoption – Counsel Russell reviewed the new NYS imposed Notice requirements for IDAs which now allows resolutions to be delivered to affected taxing jurisdictions via electronic mail with “read receipt” requested. A **MOTION** to adopt the Notice Policy was made by Leslie White, seconded by Rob Genthner and passed unanimously.

IX. **Adjourn**

A **MOTION** to adjourn at 6:30pm was made by Donna Stefano, seconded by Leslie White, and passed unanimously.

Next Meeting- July 24, 2023

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Fairport Industrial Development Agency

Resolution 2023-08

July 25 through August 17, 2023

08/17/23

Accrual Basis

Date	Num	Name	Memo	Amount
1000 - Cash				
1050 - Checking				
07/27/2023	1358	First Bankcard	Account #	-331.45
07/27/2023	1359	KB Graphics, Inc.	Invoice # 37816-1	-379.27
07/27/2023	1360	Minuteman Press	Invoice # 56753	-79.46
07/27/2023	1361	Underberg & Kessler LLP	Client #	-735.00
08/03/2023	1362	Josh Landscape Co.	Invoice # 33448	-2,307.08
08/03/2023	1363	Luke, Gina	Invocie # 1395	-12.00
08/10/2023	1364	Black Dog Designs, LLC	Invoice #	-350.00
08/17/2023	1365	John Schlia Photography	Invoice # 20230420004	-4,800.00
08/17/2023	1366	KB Graphics, Inc.	Client ID: ; Invoice # 37276-1	-1,060.22
08/17/2023	1367	Underberg & Kessler LLP	Client No. ; Invoice # 1246659	-294.00
Total 1050 - Checking				-10,348.48
Total 1000 - Cash				-10,348.48
TOTAL				-10,348.48

CASH & Investments							7/31/2023
Type	Date Open	Interest Rate	Bank	Account Type	IDA		
████	Checking	3/18/2013	████	████	Municipal Choice Plus Checking		\$ 54,114.06
████	Savings	6/21/2006	████	████	Municipal Choice Savings		\$ 95,731.90
████	Savings	10/11/2016	████	████	Municipal Choice Savings	Senior Grants	\$ 12,054.06
	Investment			██████████	Strategic Asset Management	██████████ \$109,629	\$ 1,243,276.13
████	CD	7/22/2023	████	████	Matures	8/21/2023	\$ 50,000.00
				TOTAL			\$ 1,455,176.15
						Senior Grants	\$ (12,054.06)
						Parking Lot Estimate	\$ (275,000.00)
						Capital Maintenance Reserves	\$ (100,000.00)
						Purchase Land for Development	\$ (100,000.00)
							\$ 968,122.09

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Investment Account Strategic Asset Management

Account Number: [REDACTED]
Activity Statement

Values as of July 31, 2023



Investment Objective

Income with Capital Preservation



Value on January 1, 2023
\$1,095,619^{.29}

Value as of last statement 06/30/2023
\$1,240,231^{.26}

Value on July 31, 2023
\$1,243,276^{.13}

Account Summary

	Quarter to Date 07/01 - 07/31/2023	Year to Date 01/01 - 07/31/2023
Starting Value	\$1,240,231.26	\$1,095,619.29
Total Change in Value of Assets	\$3,044.87	\$147,656.84
Inflows	—	\$178,000.00
Outflows	—	(\$50,000.00)
Net Investment Returns	\$3,044.87	\$19,656.84
Total Ending Value (July 31, 2023)	\$1,243,276.13	\$1,243,276.13

Account Holdings As of July 31, 2023

Cash and Cash Equivalents

Description	Interest / Dividend Paid in July	Interest / Dividend Rate ²	Current Balance
Insured Cash Account ³			
Citibank NA			\$12,122.07
Total Insured Cash Account	\$6.15	0.598%	\$12,122.07
Total Cash and Cash Equivalents			\$12,122.07

² Bank Deposit Sweep interest is the current rate. Money Market Sweep dividend is a 30-day yield.

³ Bank Deposit Sweep Accounts are FDIC insured, are not obligations of LPL Financial or SIPC, and are not available for margin purposes. See message section for further information.



Account Holdings As of July 31, 2023 *Continued*

Government and Agency Bonds

Security ID / Description	Quantity Price (\$)	Market Value (\$)	Cost Basis (\$)	Unrealized Gain / Loss (\$)	Estimated Annual Income (\$) ^a
				Accrued Int (\$)	Est 30-Day Yield ^a
91282CCU3 U S TREASURY NOTE CPN 0.125% DUE 08/31/23 DTD 08/31/21 FC 02/28/22	175,000 \$99.571	174,249.25	170,338.79	3,910.46 91.54	218 0.13%
91282CCX7 U S TREASURY NOTE CPN 0.375% DUE 09/15/24 DTD 09/15/21 FC 03/15/22 MOODYS RATING: AAA	100,000 \$94.625	94,625.00	93,239.00	1,386.00 141.65	375 0.40%
91282CDD0 U S TREASURY NOTE CPN 0.375% DUE 10/31/23 DTD 10/31/21 FC 04/30/22 MOODYS RATING: AAA	112,000 \$98.777	110,630.24	109,431.79	1,198.45 106.14	420 0.38%
91282CEK3 U S TREASURY NOTE CPN 2.500% DUE 04/30/24 DTD 04/30/22 FC 10/31/22 MOODYS RATING: AAA	190,000 \$97.895	186,000.50	184,918.69	1,081.81 1,200.41	4,750 2.55%
912828B66 U S TREASURY NOTE CPN 2.750% DUE 02/15/24 DTD 02/15/14 FC 08/15/14 MOODYS RATING: AAA	150,000 \$98.594	147,891.00	150,393.28	(2,502.28) 1,902.98	4,125 2.79%
912828J27 U S TREASURY NOTE CPN 2.000% DUE 02/15/25 DTD 02/15/15 FC 08/15/15 MOODYS RATING: AAA	50,000 \$95.359	47,679.50	48,253.13	(573.63) 461.32	1,000 2.10%
912828K74 U S TREASURY NOTE CPN 2.000% DUE 08/15/25 DTD 08/15/15 FC 02/15/16 MOODYS RATING: AAA	65,000 \$94.457	61,397.05	64,125.70	(2,728.65) 599.72	1,300 2.12%
912828M56 U S TREASURY NOTE CPN 2.250% DUE 11/15/25 DTD 11/15/15 FC 05/15/16 MOODYS RATING: AAA	50,000 \$94.559	47,279.50	49,577.34	(2,297.84) 238.45	1,125 2.38%
912828R36 U S TREASURY NOTE CPN 1.625% DUE 05/15/26 DTD 05/15/16 FC 11/15/16 MOODYS RATING: AAA	150,000 \$92.363	138,544.50	139,842.97	(1,298.47) 516.64	2,437 1.76%
912828WE6 U S TREASURY NOTE CPN 2.750% DUE 11/15/23 DTD 11/15/13 FC 05/15/14 MOODYS RATING: AAA	70,000 \$99.254	69,477.80	70,119.30	(641.50) 408.02	1,925 2.77%
912828X88 U S TREASURY NOTE CPN 2.375% DUE 05/15/27 DTD 05/15/17 FC 11/15/17 MOODYS RATING: AAA	100,000 \$93.082	93,082.00	100,163.73	(7,081.73) 503.39	2,375 2.55%

Government and Agency Bonds continued on next page...

^a Refer to the statement message titled ESTIMATED ANNUAL INCOME (EAI) AND ESTIMATED YIELD (EY) for information on how this figure is calculated.

Account Holdings As of July 31, 2023 *Continued*Government and Agency Bonds *Continued*

Security ID / Description	Quantity Price (\$)	Market Value (\$)	Cost Basis (\$)	Unrealized Gain / Loss (\$) Accrued Int (\$)	Estimated Annual Income (\$)ª Est 30-Day Yieldª
912833PA2 U S TREASURY SECURITY STRIP INT PMT DUE 08/15/28 DTD 08/15/96 MOODYS RATING: AAA S&P RATING: NOT RATED	69,000 \$87.388	60,297.72	60,467.00	(169.28) —	— —
Total of Government and Agency Bonds		1,231,154.06	1,240,870.72	(9,716.66) 6,170.26	20,050

Total Account Holdings	Market Value (\$)	Cost Basis (\$) Purchase Cost (\$)⁴	Unrealized Gain / Loss (\$)	Estimated Annual Income (\$)ª
	1,243,276.13	1,252,992.79 12,122.07	(9,716.66)	20,050

Cash Activity Summary

	Since last statement 07/01 - 07/31/2023	Year to Date 01/01 - 07/31/2023
Securities Purchased	—	(\$448,183.31)
Securities Sold	—	\$300,000.00
Cash Inflows	—	\$178,000.00
Cash Outflows	—	(\$50,000.00)
Dividends	—	—
Interest	\$6.15	\$12,991.08
Capital Gains	—	—
Other Distributions	—	—
Reinvestments	—	—
Fees / Expenses	—	(\$4,032.10)

ª Refer to the statement message titled ESTIMATED ANNUAL INCOME (EAI) AND ESTIMATED YIELD (EY) for information on how this figure is calculated.

⁴ Purchase Cost equals Cost Basis less any reinvested dividends, interest, Fixed Income and Alternative Investments.



Account Activity July 1 - July 31, 2023 *(Since last statement)*

Date	Transaction Type	Description/Security ID	Price(\$)	Amount
			Quantity	
07/31/2023	Interest	INSURED CASH ACCOUNT 073123 12,122	—	\$6.15
07/31/2023	Sweep (Interest Deposit) ⁵	INSURED CASH ACCOUNT	—	\$6.15

⁵ Bank Deposit and Money Market Sweep transactions reflect the net of all transfers of free cash balance to and from your sweep on the date referenced.

Fairport Industrial Development Agency
Profit & Loss Budget Performance
July 2023

	Jul 23	Budget	Oct '22 - Jul 23	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
4000 · Rental of Real Property	4,166.67	8,750.00	88,500.10	88,500.00	106,000.00
4020 · Rental - PILOT Payments	27,020.00	6,166.00	207,557.24	183,876.00	210,896.00
4070 · Contract Income	0.00	0.00	1,000.00	0.00	0.00
4100 · Intrst Notes, Loans & Prog					
4110 · Intst Inc - Casa Loan	322.74	382.00	3,392.06	3,820.00	4,584.00
Total 4100 · Intrst Notes, Loans & Prog	322.74	382.00	3,392.06	3,820.00	4,584.00
Total Income	31,509.41	15,298.00	300,449.40	276,196.00	321,480.00
Expense					
6000 · Administrative & Contract.					
6010 · Insurance	744.50	800.00	7,855.33	8,400.00	10,000.00
6020 · Advertising/Marketing	1,007.66	0.00	1,007.66	0.00	0.00
6040 · Board Expense	0.00	30.00	221.07	320.00	400.00
6080 · Miscellaneous	30.84	30.00	986.84	320.00	400.00
6090 · Membership/Subscrip.	0.00	0.00	700.00	700.00	700.00
6100 · Office Supplies/Equipment	0.00	45.00	0.00	180.00	180.00
6120 · Printing Expense	79.46	15.00	79.46	60.00	60.00
6140 · Travel/Conference	0.00	0.00	3,052.64	1,950.00	1,950.00
6150 · Postage Expense	0.00	0.00	0.00	50.00	50.00
6170 · Repairs & Maint.	2,307.08	0.00	28,533.87	3,300.00	3,300.00
6180 · Software Expense	0.00	0.00	745.00	0.00	0.00
6190 · IT/Telephone	715.72	0.00	715.72	0.00	0.00
6197 · Water/Sewer	0.00	0.00	73.17	100.00	100.00
Total 6000 · Administrative & Contract.	4,885.26	920.00	43,970.76	15,380.00	17,140.00
6200 · Professional Service					
6210 · Accounting & Audit	0.00	0.00	5,400.00	5,400.00	5,400.00
6220 · Legal	735.00	415.00	6,709.28	4,170.00	5,000.00
6200 · Professional Service - Other	0.00	0.00	0.00	2,500.00	2,500.00
Total 6200 · Professional Service	735.00	415.00	12,109.28	12,070.00	12,900.00
6300 · Admin Contract Expense	24,580.00	24,580.00	245,780.00	245,800.00	295,000.00
6450 · Depreciation - Land Improvement	1,240.00	1,240.00	12,400.00	12,400.00	14,880.00
6800 · Home & Comm. Services					
6828 · Thomas Creek ECNHC Project	3,903.13	0.00	11,949.43	0.00	0.00
Total 6800 · Home & Comm. Services	3,903.13	0.00	11,949.43	0.00	0.00
6920 · Website & Rebranding	929.22	0.00	37,263.72	35,000.00	35,000.00
Total Expense	36,272.61	27,155.00	363,473.19	320,650.00	374,920.00
Net Ordinary Income	-4,763.20	-11,857.00	-63,023.79	-44,454.00	-53,440.00
Other Income/Expense					
Other Income					
4300 · Interest Income, Other	155.70	4,615.00	19,956.61	46,150.00	55,380.00
Total Other Income	155.70	4,615.00	19,956.61	46,150.00	55,380.00
Other Expense					
7010 · Unrealized Loss on Investment	-3,038.72	3,100.00	-16,084.12	31,000.00	37,200.00
7070 · Invest Management Fees	0.00	1,250.00	4,032.10	3,750.00	6,250.00
Total Other Expense	-3,038.72	4,350.00	-12,052.02	34,750.00	43,450.00
Net Other Income	3,194.42	265.00	32,008.63	11,400.00	11,930.00
Net Income	-1,568.78	-11,592.00	-31,015.16	-33,054.00	-41,510.00

Suggested Planting Materials

SITE PLANT MATERIALS LIST

QTY.	KEY	BOTANICAL NAME	COMMON NAME	SIZE	ROOT	COMMENTS
TREES						
4	AA	Amelanchier arborea	Downy Serviceberry	2.5" cal.	B&B	Cal. measured at 6" above ground.
3	AxF	Acer x freemannii	Autumn Blaze Maple	2.5" cal.	B&B	Cal. measured at 6" above ground.
6	CC	Cercis canadensis	Eastern Redbud	2.5" cal.	B&B	Cal. measured at 6" above ground.
3	QR	Quercus rubra	Red Oak	3" cal.	B&B	Cal. measured at 6" above ground.
SHRUBS/PERENNIAL						
200	CO	Cephalanthus occidentalis	Buttonbush	3' Stake	Live Stake	Planted 3' O.C.
16	COB	Cephalanthus occidentalis	Buttonbush	24"	BR	May be planted as cont. or BB
93	CP	Coreopsis palmata	Prairie Coreopsis	1 quart	Container	Planted 30" O.C.
200	CS	Cornus sericea	Red-osier Dogwood	3' Stake	Live Stake	Planted 3' O.C.
18	CSb	Cornus sericea	Red-osier Dogwood	24"	BR	May be planted as cont. or BB
93	EP	Echinacea purpurea	Purple Cone Flower	1 quart	Container	Planted 30" O.C.
24	IL	Ilex verticillata	Winterberry Holly	24"	BR	May be planted as cont. or BB
58	IV	Iris versicolor	Northern Blue Flag Iris	1 quart	Container	Planted 18" O.C.
93	LS	Liatris scariosa	Eastern Blazing Star	1 quart	Container	Planted 30" O.C.
22	PO	Physocarpus opulifolia	Ninebark	24"	BR	May be planted as cont. or BB
28	RA	Rhus aromatica 'Gro-Low'	Gro-Low Sumac	24"	BR	May be planted as cont. or BB
200	SC	Sambucus canadensis	Elderberry	3' Stake	Live Stake	Planted 3' O.C.
200	SP	Salix purpurea	Streamco Willow	3' Stake	Live Stake	Planted 3' O.C.
98	SH	Sporobolus heterolepis	Prairie Dropseed	PLUG	Container	Planted 30" O.C.

Desired Planting/ Pathway Aesthetic

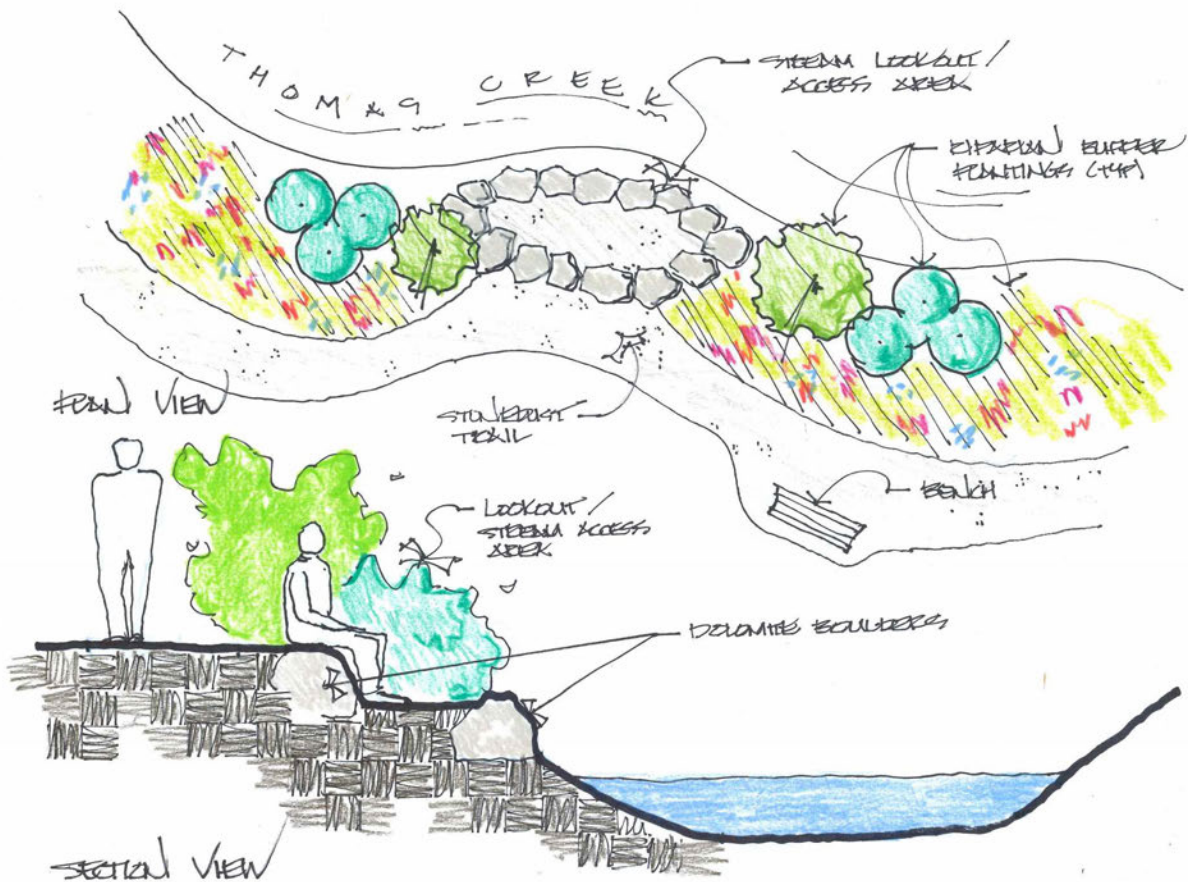
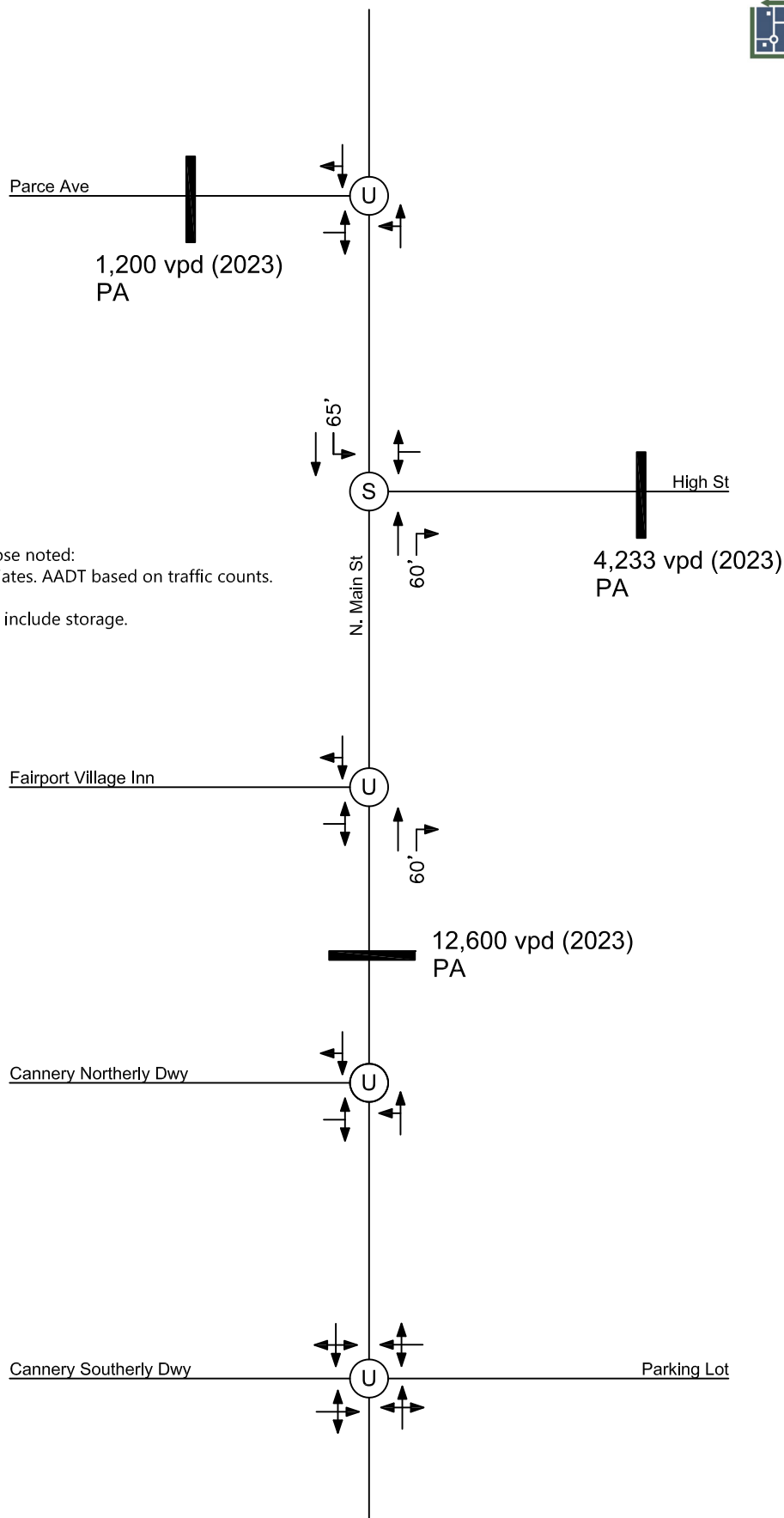








Figure 1



Notes:

1. All AADT volumes by those noted:
 - 1.1. PA = Passero Associates. AADT based on traffic counts.
2. vpd = Vehicles per day.
3. Turn lane lengths shown include storage.

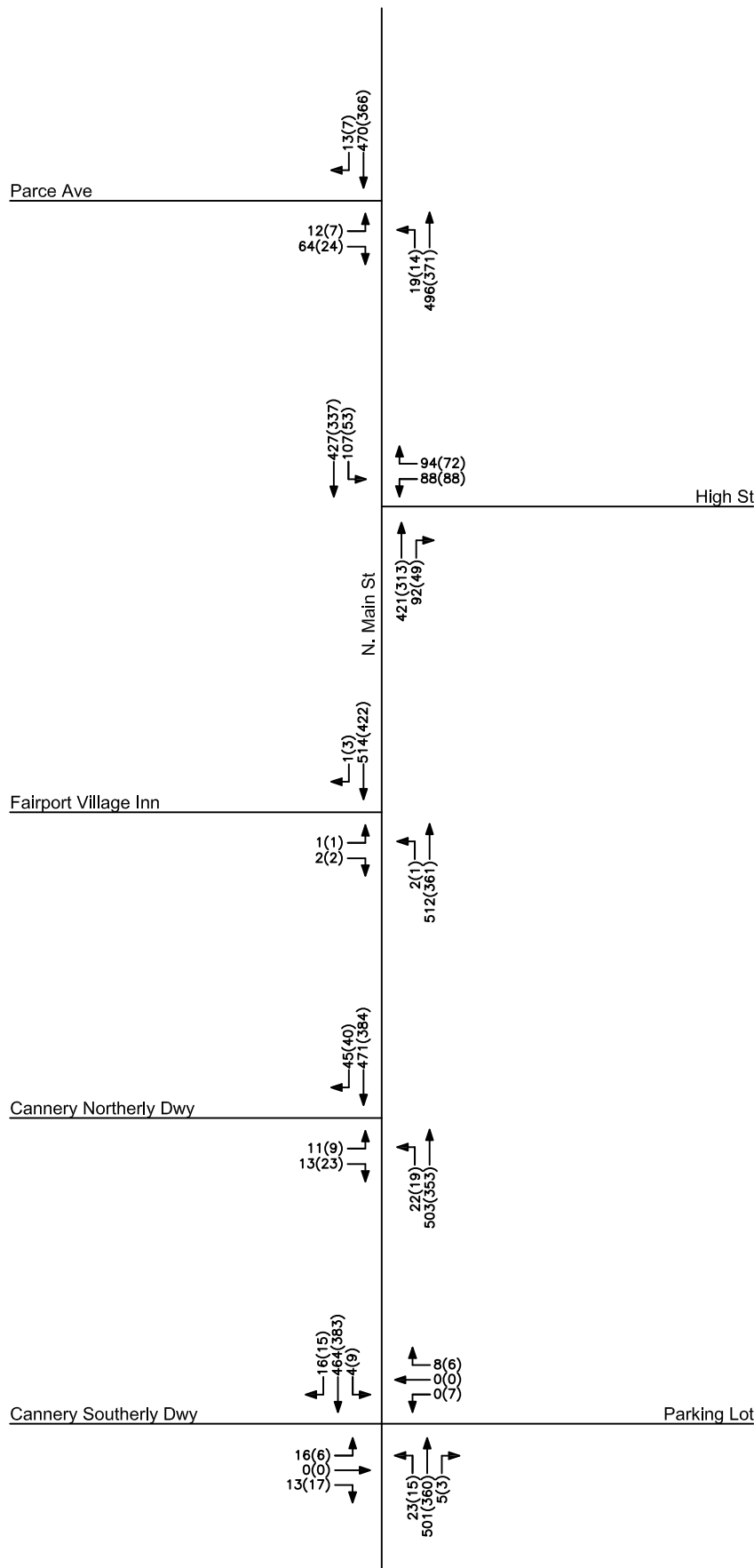
Northwest Quadrant Mobility and Parking Study | Village of Fairport, NY

Lane Geometry and Average Daily Traffic



KEY:
U = Unsignalized
S = Signalized

Figure 2



Northwest Quadrant Mobility and Parking Study | Village of Fairport, NY

Peak Hour Volumes
2023 Existing Conditions

KEY:
00(00) = FRI(SAT)

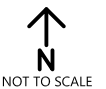
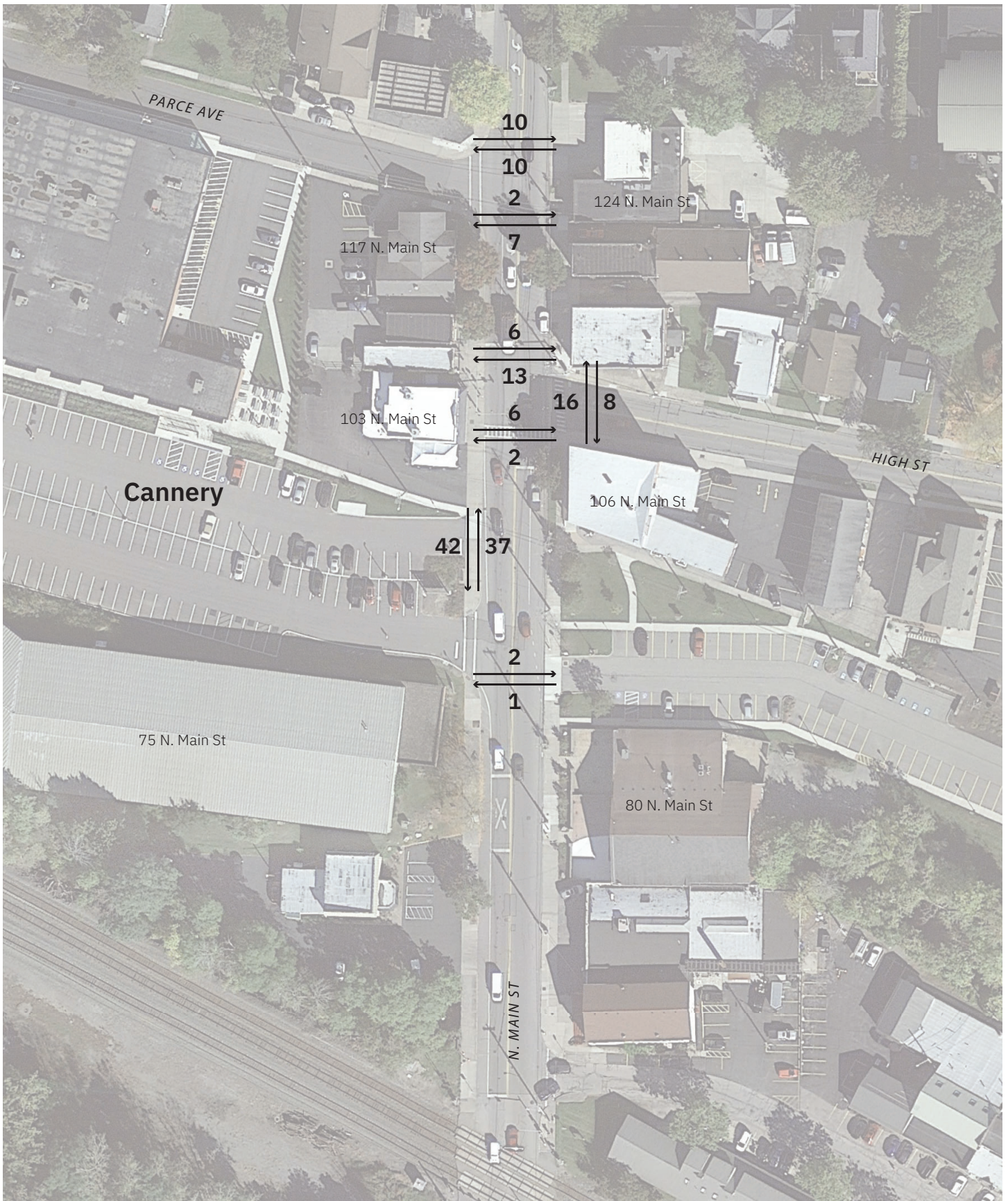


Figure 3A



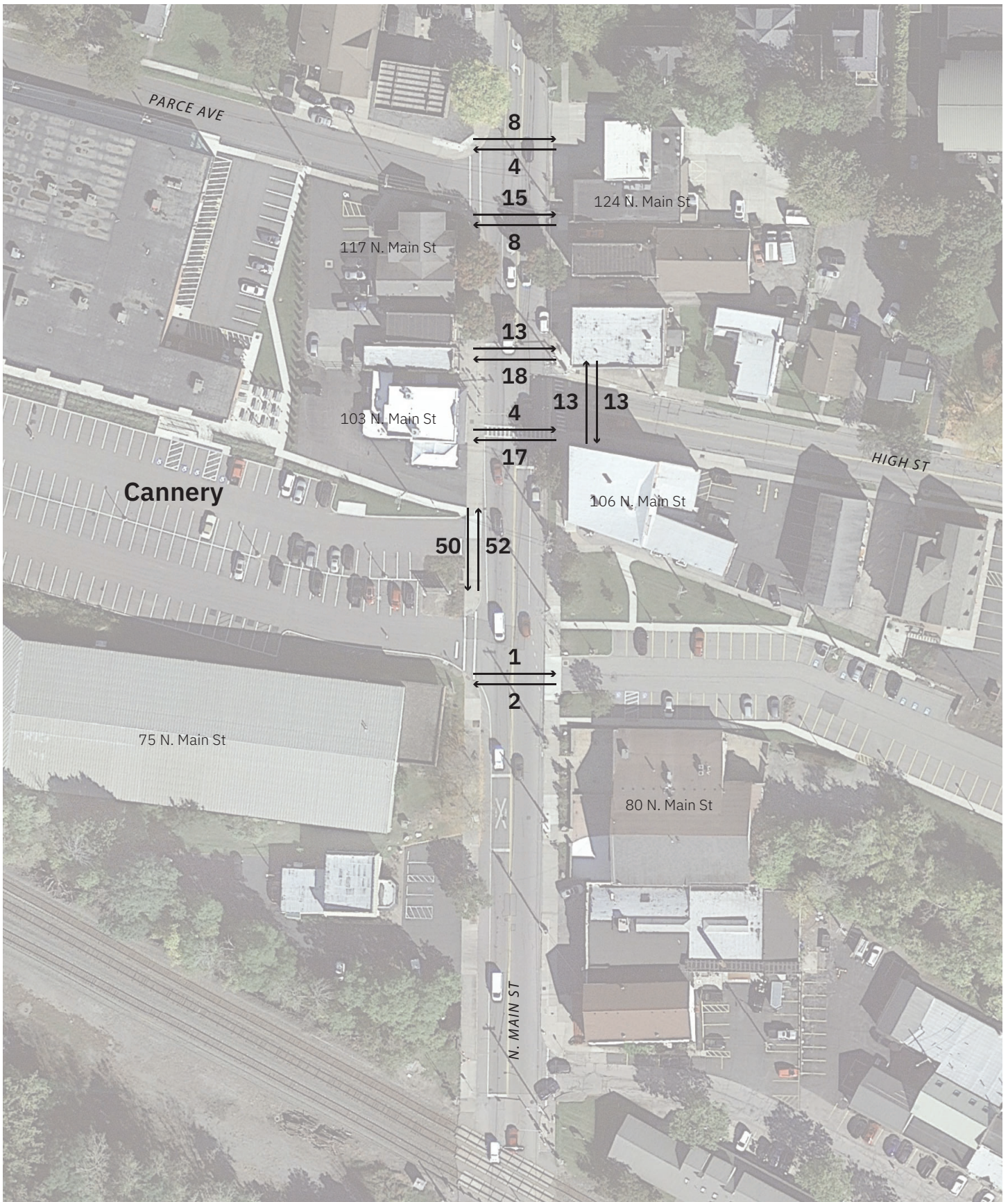
Northwest Quadrant Mobility and Parking Study | Village of Fairport, NY

Pedestrian Crossings - Friday (4:00 - 6:00 PM)



Key:
↔ Pedestrian Crossing Direction

Figure 3B



Northwest Quadrant Mobility and Parking Study | Village of Fairport, NY

Pedestrian Crossings - Saturday (4:00 - 6:00 PM)



Key:
↔ Pedestrian Crossing Direction

Intersection Crash Rate Calculations										
Northwest Quadrant and Main St										
Intersection #1:	Main St at Parce Ave									
Date of Count:	Friday, July 21, 2023									
Number of Crashes:	4									
Number of Injuries:	0									
Number of Fatalities:	0									
Entering Vehicles (PM):	1074									
ADT:	11305									
Start Date:	January 1, 2018									
End Date:	December 31, 2022									
Number of Years:	5									
Intersection Type:	3 Legged									
Area Type:	Urban									
Control Type:	Sign 1-3 Lanes									
crash rate =	$\frac{\text{Number of Crashes} \times 1 \text{ Million}}{\text{ADT} \times 365 \text{ Days per Year} \times \text{Number of Years}}$									
crash rate =	$\frac{4}{11305} \times \frac{1,000,000}{365 \times 5}$									
	<table border="1"> <thead> <tr> <th>Crash Rate</th> <th>Fatality Rate</th> <th>Injury Rate</th> </tr> </thead> <tbody> <tr> <td>Study Intersection</td> <td>0.48 cr/mve</td> <td>0%</td> </tr> <tr> <td>Statewide Average*</td> <td>0.19 cr/mve</td> <td>0%</td> </tr> </tbody> </table>	Crash Rate	Fatality Rate	Injury Rate	Study Intersection	0.48 cr/mve	0%	Statewide Average*	0.19 cr/mve	0%
Crash Rate	Fatality Rate	Injury Rate								
Study Intersection	0.48 cr/mve	0%								
Statewide Average*	0.19 cr/mve	0%								
<p>ADT = Average Daily Total vehicles entering intersection cr/mve = crashes per million entering vehicles * Most recent available 2019 Average Crash Rates for State Highways by Facility Type</p>										

Type	Direction					Totals
	Northbound	Southbound	Eastbound	Westbound	Unknown	
Left turn			1			1
Rear-end		1	1			2
Overtaking						0
Right Angle			1			1
Right Turn						0
Head On						0
Side-swipe						0
Fixed Object						0
Backing						0
Other						0
Bike/Ped						0
Animal						0
Totals	0	1	3	0	0	4

PDO	4
Injury	
Injury + PDO	
Fatal	
NR	
Total	4

Intersection Crash Rate Calculations										
Northwest Quadrant and Main St										
Intersection #2:	Main St at High St									
Date of Count:	Friday, July 21, 2023									
Number of Crashes:	9									
Number of Injuries:	2									
Number of Fatalities:	0									
Entering Vehicles (AM):	1229									
ADT:	12937									
Start Date:	January 1, 2018									
End Date:	December 31, 2022									
Number of Years:	5									
Intersection Type:	3 Legged									
Area Type:	Urban									
Control Type:	Signal 1-4 Lanes									
crash rate =	$\frac{\text{Number of Crashes} \times 1 \text{ Million}}{\text{ADT} \times 365 \text{ Days per Year} \times \text{Number of Years}}$									
crash rate =	$\frac{9}{12937} \times \frac{1,000,000}{365 \times 5}$									
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Crash Rate	Fatality Rate	Injury Rate								
Study Intersection	0.38 cr/mve	0%								
Statewide Average*	0.32 cr/mve	22%								
<p>ADT = Average Daily Total vehicles entering intersection cr/mve = crashes per million entering vehicles * Most recent available 2019 Average Crash Rates for State Highways by Facility Type</p>										

Type	Direction					Totals
	Northbound	Southbound	Eastbound	Westbound	Unknown	
Left turn						0
Rear-end	3	1		3		7
Overtaking						0
Right Angle						0
Right Turn						0
Head On						0
Side-swipe		1				1
Fixed Object		1				1
Backing						0
Other						0
Bike/Ped						0
Animal						0
Totals	3	3	0	3	0	9

PDO	7
Injury	2
Injury + PDO	
Fatal	
NR	
Total	9

Intersection Crash Rate Calculations										
Northwest Quadrant and Main St										
Intersection #3:	Main St at Village Inn									
Date of Count:	Friday, July 21, 2023									
Number of Crashes:	6									
Number of Injuries:	1									
Number of Fatalities:	0									
Entering Vehicles (PM):	1032									
ADT:	10863									
Start Date:	January 1, 2018									
End Date:	December 31, 2022									
Number of Years:	5									
Intersection Type:	3 Legged									
Area Type:	Urban									
Control Type:	Sign 1-3 Lanes									
crash rate =	$\frac{\text{Number of Crashes} \times 1 \text{ Million}}{\text{ADT} \times 365 \text{ Days per Year} \times \text{Number of Years}}$									
crash rate =	$\frac{6}{10863} \times \frac{1,000,000}{365 \times 5}$									
	<table border="1"> <thead> <tr> <th>Crash Rate</th> <th>Fatality Rate</th> <th>Injury Rate</th> </tr> </thead> <tbody> <tr> <td>Study Intersection</td> <td>0.30 cr/mve</td> <td>0%</td> </tr> <tr> <td>Statewide Average*</td> <td>0.19 cr/mve</td> <td>17%</td> </tr> </tbody> </table>	Crash Rate	Fatality Rate	Injury Rate	Study Intersection	0.30 cr/mve	0%	Statewide Average*	0.19 cr/mve	17%
Crash Rate	Fatality Rate	Injury Rate								
Study Intersection	0.30 cr/mve	0%								
Statewide Average*	0.19 cr/mve	17%								
<small>ADT = Average Daily Total vehicles entering intersection cr/mve = crashes per million entering vehicles * Most recent available 2019 Average Crash Rates for State Highways by Facility Type</small>										

Type	Direction					Totals
	Northbound	Southbound	Eastbound	Westbound	Unknown	
Left turn	1		1			2
Rear-end	1	1				2
Overtaking						0
Right Angle			1			1
Right Turn						0
Head On						0
Side-swipe						0
Fixed Object						0
Backing						0
Other						0
Bike/Ped			1			1
Animal						0
Totals	2	1	3	0	0	6

PDO	5
Injury	1
Injury + PDO	
Fatal	
NR	
Total	6

Intersection Crash Rate Calculations										
Northwest Quadrant and Main St										
Intersection #4:	Main St at Cannery Dwys at Northeast Parking Lot									
Date of Count:	Friday, July 21, 2023									
Number of Crashes:	2									
Number of Injuries:	0									
Number of Fatalities:	0									
Entering Vehicles (PM):	1052									
ADT:	11074									
Start Date:	January 1, 2018									
End Date:	December 31, 2022									
Number of Years:	5									
Intersection Type:	4 Legged									
Area Type:	Urban									
Control Type:	Sign 1-3 Lanes									
crash rate =	$\frac{\text{Number of Crashes} \times 1 \text{ Million}}{\text{ADT} \times 365 \text{ Days per Year} \times \text{Number of Years}}$									
crash rate =	$\frac{2}{11074} \times \frac{1,000,000}{365 \times 5}$									
	<table border="1"> <thead> <tr> <th>Crash Rate</th> <th>Fatality Rate</th> <th>Injury Rate</th> </tr> </thead> <tbody> <tr> <td>Study Intersection</td> <td>0.16 cr/mve</td> <td>0%</td> </tr> <tr> <td>Statewide Average*</td> <td>0.31 cr/mve</td> <td>0%</td> </tr> </tbody> </table>	Crash Rate	Fatality Rate	Injury Rate	Study Intersection	0.16 cr/mve	0%	Statewide Average*	0.31 cr/mve	0%
Crash Rate	Fatality Rate	Injury Rate								
Study Intersection	0.16 cr/mve	0%								
Statewide Average*	0.31 cr/mve	0%								
<small>ADT = Average Daily Total vehicles entering intersection cr/mve = crashes per million entering vehicles * Most recent available 2019 Average Crash Rates for State Highways by Facility Type</small>										

Type	Direction					Totals
	Northbound	Southbound	Eastbound	Westbound	Unknown	
Left turn			1			1
Rear-end						0
Overtaking						0
Right Angle			1			1
Right Turn						0
Head On						0
Side-swipe						0
Fixed Object						0
Backing						0
Other						0
Bike/Ped						0
Animal						0
Totals	0	0	2	0	0	2

PDO	2
Injury	
Injury + PDO	
Fatal	
NR	
Total	2

Fairport OCED Parking Study - Survey Responses and Comments

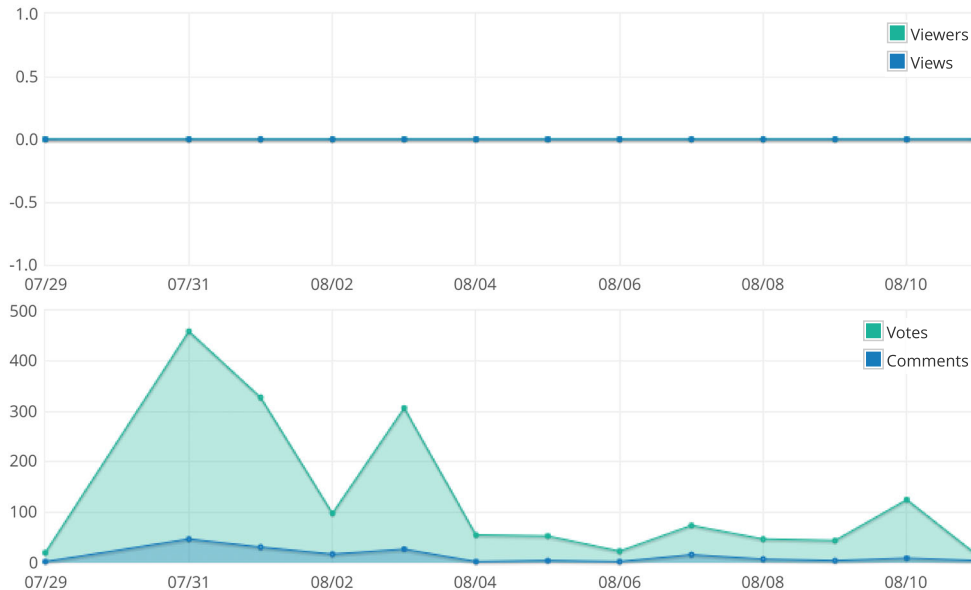
MOVE + REMOVE FROM REPORT x



Project Engagement

IEWS	PARTICIPANTS
439	109
RESPONSES	COMMENTS
1,744	185
SUBSCRIBERS	
35	

Engagement over time



Web Traffic by URL

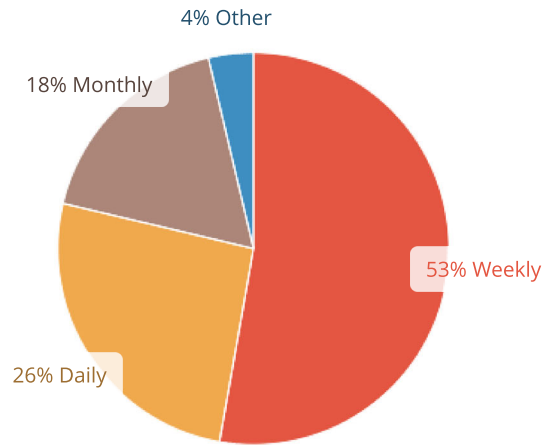
URL	Visitors	Views
https://publicinput.com/fairportparkingstudy	269	344
https://publicinput.com/t4500	77	97
https://publicinput.com/Project/AccessCode	15	37

Referral Traffic Sources

Count	Domain
37	t.co
30	m.facebook.com
23	publicinput.com
17	l.instagram.com
6	lm.facebook.com
5	l.facebook.com
2	bit.ly
1	crowd.mailchimp.com

121 Total

How often do you frequent The Cannery and nearby businesses?



108 respondents

Please tell us about yourself. Check all that apply.

65%	I am a customer/visitor	69 ✓
36%	I am a Village resident	38 ✓
13%	I own a business in the Village	14 ✓
12%	I work at The Cannery or neighboring businesses.	13 ✓
8%	I work elsewhere in the Village	9 ✓
8%	Other	8 ✓

106 Respondents

Which parking lots are you familiar with? Check all that apply.

98%	The Cannery lot	103 ✓
86%	The Box Factory lot	90 ✓
80%	The public parking lot behind Riki's	84 ✓
77%	The public parking lot on the east side of North Main Street	81 ✓
77%	Village Junction public parking lot on Liftbridge Lane East	81 ✓

105 Respondents

No data to display...

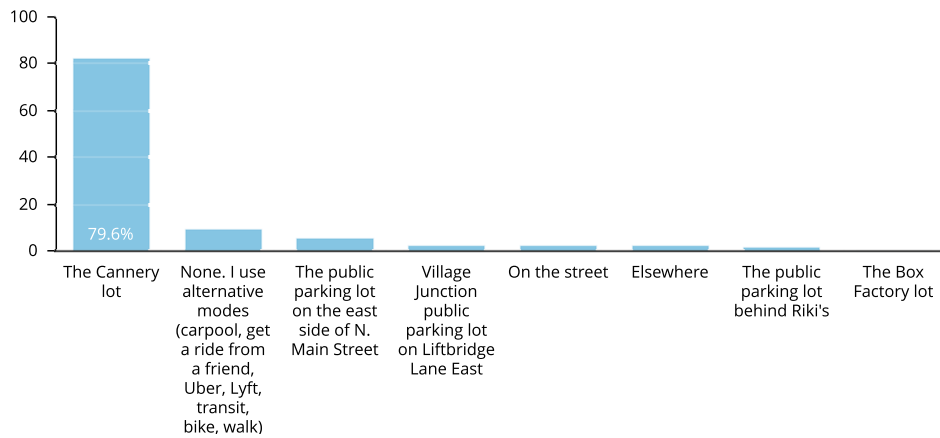
If you're an EMPLOYEE of The Cannery and neighboring businesses, where do you typically park?

48%	The Cannery lot	14 ✓
28%	Elsewhere	8 ✓
14%	The public parking lot on the east side of N. Main Street	4 ✓
10%	The Box Factory lot	3 ✓
10%	On the street	3 ✓
3%	Village Junction public lot on Liftbridge Lane East	1 ✓
0%	The public parking lot behind Riki's	0 ✓
0%	Use alternative modes (Uber, Lyft, transit, bike, walk)	0 ✓

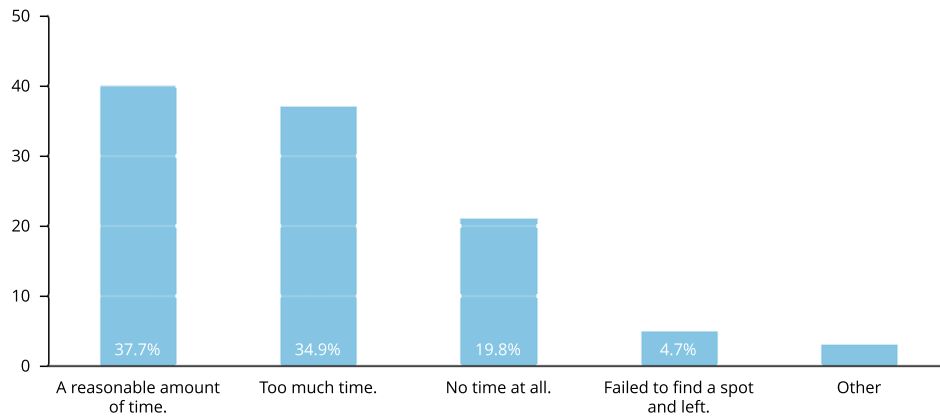
29 Respondents

No data to display...

If you're a CUSTOMER/VISITOR of The Cannery and neighboring businesses, where do you typically park?



Typically, how long do you spend looking for a parking space?



Poll Questions 'Other' Responses:

Depends on the time of day

2 days ago

Depends on the day and time

5 days ago

Walk

12 days ago

Typically, how close to your destination are you able to park?

Average



Very close by.

Very far away.

Based on your parking experience, how likely are you to return to The Cannery and neighboring businesses?

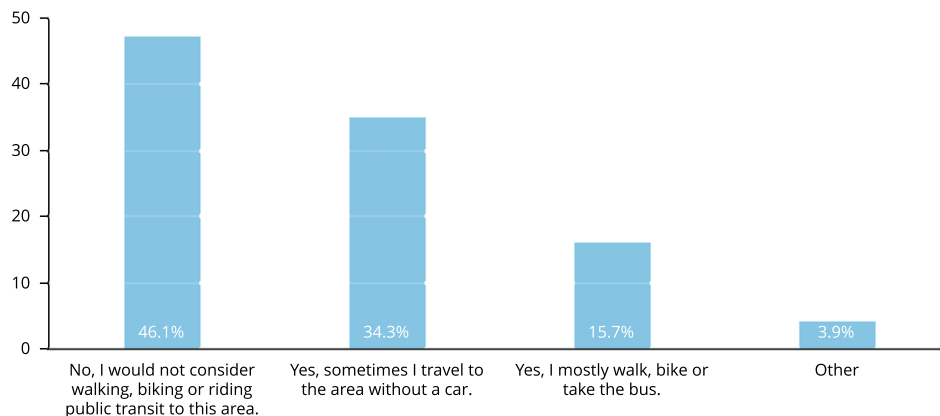
Average



Very likely to return.

Unlikely to return.

Do you ever walk, bike or take public transit to The Cannery and neighboring businesses?



Once you park, describe your experience reaching your destination. How do you feel about crossing Main Street?

No issues crossing Main St

yesterday

I've never had an issue crossing main st. I look left. I look right, and cross when it's safe.

2 days ago

Not enough spots especially with pickleball coming. Would not cross would just stop coming out here

2 days ago

I understand the area and where to cross

3 days ago

Fine. It's safe

3 days ago 

No problems crossing main street

3 days ago

Attempting to parking at the Cannery is horrible. There are not enough spots for the current business and now more are coming?!? The Conking and Calebrese building and lot should become a parking structure. We love the growth of the village but the parking does not support it.

4 days ago

Very dangerous crossing. Cars are coming in and out both ways and it can get confusing about where people are going.

4 days ago

Most of my visits are during daytime hours, I rarely have to cross Main Street. As a operator of a vehicle I often encounter people trying to cross over from the East lot entranceway.

4 days ago

Fine - no worries. Typically, it's because I'm parked in the Box Factory and cross the street to get gelato at Royal Cafe or, at a different time of day, to go to another bar/restaurant. I don't mind walking and drivers are considerate and aware.

5 days ago

It's not ideal ! Especially when it's pouring rain or snowing ... and remember it's Rochester !

5 days ago

I walk in/around the village. Parking is less an issue to me...the level of traffic can be quite high at times, but that's a different discussion.

5 days ago

It's tricky as traffic from High Street are not expecting pedestrians to cross where the parking lot is.

6 days ago

Not crazy about it but I do

6 days ago

Do not cross

7 days ago

Typically fine, but not necessarily here during peak hours.

7 days ago

My office is in the Village of Fairport and there is not enough public parking. If you take away the parking on LiftBridge Lane the lot at Packetts Landing, which is already quite full, will become unmanageable. This is a very shortsighted idea - most people only ride bikes for less than half of the year. Village businesses need parking year round. The caboose that you put behind the B side was unnecessary and takes up additional parking spaces.

7 days ago

I also agree that more cannery parking is needed--particularly reserved spots for families w/children and/or certain businesses--not everyone is there to drink! Why not even metered spots on the empty street on the backside of the building??? There's literally nothing there and could make the town more money AND make it more convenient for businesses & consumers. I know we've had to change our whole schedule to avoid traffic--it was that or stop taking lessons there altogether. I'm glad the restaurants are thriving but the parking situation is killing other businesses there. Beautiful inside but the parking (with aggressive drivers besides) is enough to make you want to never return. I'll never forget having to walk from the furthest point of the parking lot across the street (near the nature trails) in the rain, 9 months pregnant with 2 kids in tow to try to make it to their gymnastics lesson in time. (Which they didn't--and we were almost hit by a car trying to cross the street AT THE CROSSWALK)! As a driver. I know main street is equally frustrating trying to pull out and/or get ANYWHERE in the village

7 days ago

VERY unsafe--especially with a baby, 2 children and the strange traffic light patterns/train/bridge lift and traffic you have there. Why is one side of the road green while the other is backed up at a red light??? Makes no sense and will surely cause accidents. Very difficult to access railroad street as well...just a mess!

7 days ago

It is very hard to park at The Cannery to many businesses and not a lot of parking. Would some parking spots just for certain businesses. Mainly walk as we live in the village on south Main past church. Would love to see a ride share like golf cart to get people around with the village. Not looking forward to a Starbucks coming as they will I think make traffic unbearable at the landing/bank/village parking.

8 days ago

Also agree

7 days ago

With children I would never consider that

9 days ago

I feel that the traffic light at High Street should be moved to the entrance of the Cannery. Making a left out of the Cannery parking lot is unsafe and my least favorite part of going.

10 days ago

Just fine

10 days ago

needs to be a crossing like lift bridge lane

11 days ago

As a Fairport resident, I am disgusted that this has not been an integral part of the planning process. I believe the main option is to build parking over the pickle ball building.

11 days ago

Agreed

7 days ago

Needs to be a crosswalk across from cannery

11 days ago

Not a problem

11 days ago

If I can't find a spot in the Cannery parking lot I go elsewhere, usually Pittsford.

11 days ago

Afternoons/evenings are very busy

11 days ago

Nobody stops for us to cross

11 days ago

Can be dangerous because many cars DO NOT stop for walkers

11 days ago

Crossing Main Street isn't an issue. Parking issues are variable depending on the time of day. My experience with daytime parking is always reasonable whereas evening and night parking is challenging.

12 days ago

It's fine most of the time but the lack of parking and the waved parking requirements that now force patrons to cross Main Street is a huge problem.

12 days ago

Crossing is not a problem. Easy.

12 days ago

I work at Fairport Animal Hospital. Mornings are no problem getting into the Cannery lot, but if I go in to work in the afternoon or when I return from lunch break, I often have to wait due to backed up traffic from train or bridge, to get into the parking lot. I prefer not crossing the street at the crosswalk at High St/Main St because it seems dangerous. Some of my co-workers have almost been hit by cars crossing there.

12 days ago

I work for Faircraft Brauhaus. I typically arrive between 3:30-4 and often struggle to park in our employee lot

12 days ago

Generally easy to cross at a crosswalk

12 days ago

I always cross at the light

12 days ago

Traffic is often difficult on Main St however, mostly manageable. Would like to see more crosswalks near adjacent parking lots

12 days ago

Use cross walk at High Street

12 days ago

Main St could use a cross walk between the train tracks and the cannery. J-walking there is pretty typical. It might also encourage people to use the gravel overflow parking lot across the street more.

13 days ago

Safe

13 days ago

Not good. I have been hit by a car crossing the sidewalk in front of the east side lot across from the cannery

13 days ago

I cross when there is no traffic or at a cross walk.

13 days ago

It's fine in the warmer months but when it's colder or raining it's less likely I'd get out if I'm too far away. Crossing is ok. Lights at the crosswalks would be good. With that said there are too many crosswalks south of the tracks.

13 days ago

It's tough occasionally

13 days ago

If people use the cross walk it should be fine, but the cross walk is in a strange place compared to where most people are walking. Many of my customers have small children and do not want to try to cross the street with them.

14 days ago

I wish that they had the crosswalk light up signs that Canandaigua has that alerts cars that a pedestrian is crossing I have seen near misses late at night

14 days ago

Cars tend to fly through the light next to the FVI...of there were flags (like in Pittsford Village), that might help.

14 days ago

Pretty basic...Stop-Look-Listen,in every direction before proceeding/"the beer's on ice and will wait for you"

14 days ago

Not everyone is there to drink...and shouldn't have to park a mile away or risk being hit by a car to bring their children to a gymnastics class. But for the bar/restaurant customers, yes, i agree.

7 days ago

I've been lucky and always get in cannery lot. Be fun to have a trolley that goes around village. Makenproung centeal to the different areas of village with Cleary accessible and identified paths to those areas

14 days ago

Have to be careful and try to use crosswalks however the traffic drives too fast and sometimes doesn't see or stop

Need more signage and crosswalks with flashing lights

14 days ago

It's fine if you're at the light at Main and High Streets

14 days ago

If I am going to be on the west side I park in cannery if I go to east side mulconreys,etc I park in that lot

14 days ago

Most of the time drivers are considerate & I don't have long to wait.

14 days ago

I have no problem crossing Main Street, other than a short wait sometimes. I feel safe but I think it could be challenging for parents with children or for senior citizens or people with mobility issues.

14 days ago

I generally use the crosswalks to cross Main St. I would like to see flashing lights or other improvements, as it is about 50-50 whether drivers stop for a pedestrian who has stepped into the crosswalk.

14 days ago

I cross at the cross walks throughout the village and I have never had a concern for my safety. Cars are very responsive to pedestrians in the crosswalks.

14 days ago

I think crossing Main Street is an accident waiting to happen. A walking bridge is needed.

14 days ago

There are not enough crosswalks on Main Street and the ones that do exist are very dangerous to cross. Drivers do not respect the right of way of cyclists or pedestrians. I would support installing raised crosswalks or flashing beacons at crosswalks to get drivers' attention and force them to slow down. I have never had a problem with finding parking.

14 days ago

Crossing g is dangerous in the crosswalk and just from lot to lot
I'm cautious and usually crocs in daylight

14 days ago

Parking is a constant problem in all the lots. There is never enough parking.

14 days ago

I normally don't have to cross Main Street after parking, or I use a cross walk.

14 days ago

With so many people going in and out of lot, back ups at the light, trains and the bridge, the cross walk is not the best way to cross either. Very poor planning.

4 days ago

I'd like more visible crossing for pedestrians and maybe some traffic calming measures, speed table and crosswalks with flashing lights and maybe those flags to increase visibility for pedestrians crossing the road.

14 days ago

Haven't crossed at that location

14 days ago

Very dangerous

14 days ago

It is fine, I use designated crosswalks, which are available at several locations along Main Street

14 days ago

It is fine, I utilize designated crosswalks

14 days ago

Not much issue...should be additional mid block crosswalks (particularly near railroad tracks/street)...Perhaps leading to pedestrian path along north west side of Thomas creek to back of cannery lot.

14 days ago

I watch traffic very carefully and cross only when it is safe. I never assume I have the right of way and just walk out in traffic. There needs to be a stop light when pedestrains need to walk accross. Too much activity and cars on the side of the road blocking pedestrain traffic. Very dangerous to those who feel they have the right of way and a car who can't see or understand that person will just walk out infront of your car.

14 days ago

Crossing Main Street is never an issue.

15 days ago

I work at the Animal Hospital And crossing main street I am taking my life in my hands every time I cross in the cross walk. I have almost gotten run over 4 - 5 times . It is usually crossing from the firehouse side to high street that the cars making a left hand turn just go when the light turns green and do not look for people walking in the cross walk.

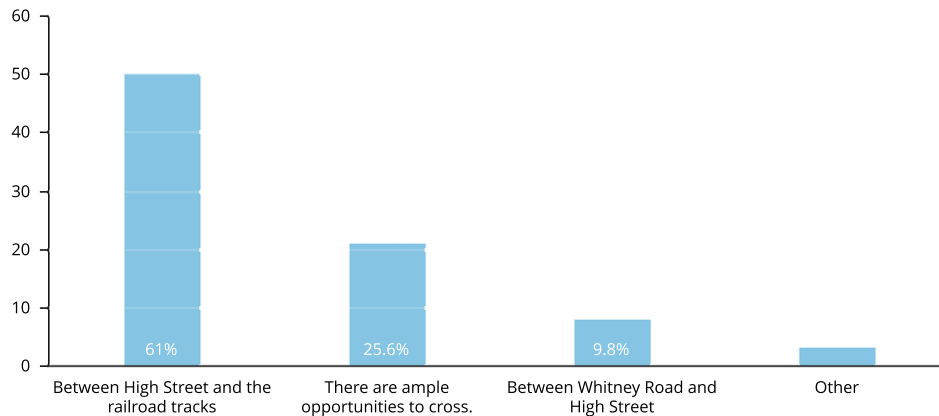
17 days ago

What concerns do you have crossing Main Street? Check all that apply.

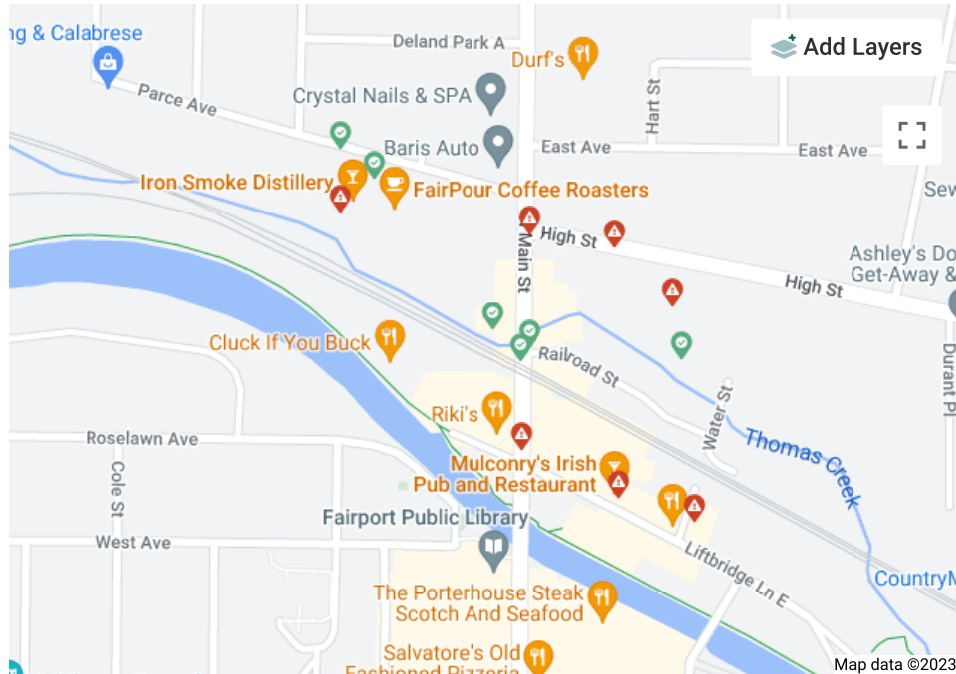
64%	Amount of traffic.	54 ✓
51%	Traffic speeds	43 ✓
36%	Lack of visibility/lighting	30 ✓
19%	Too far to the crosswalk	16 ✓
19%	Pedestrian crossing time is too short.	16 ✓
12%	Other	10 ✓
7%	Width of Main St.	6 ✓

84 Respondents

If there were to be more crosswalks on Main Street, where do you think they would be most helpful?



What other transportation-related thoughts do you have? Using the map below, drag and drop a pin to identify locations of issue and locations of opportunity relative to parking and mobility. Explain in the comments box.



Parcel Ave is far too narrow to allow on street parking on the south side. The Liftbridge Lane bike lane parking reduction plan is of no benefit to nearby businesses and especially an inconvenience to their customers.

14 days ago

Parking garage in back of TJ Ryans and a pedestrian bridge over the tracks

13 days ago

They are saved with the Junction parking not requiring crossing the street. For those who do drink and cross Lift Bridge Lane, danger is added.

14 days ago

additional parking, pedestrian path

14 days ago

add crosswalk

14 days ago

Adding crosswalks and improving signage along Main St would go a long way to slowing vehicles and improving pedestrian safety.

yesterday

Knock down Conking and Calabrese and put in a parking structure

4 days ago

Traffic is awful through the entire village. People speeding, not stopping for pedestrians and just poor planning as more and more businesses coming.

4 days ago

A pedestrian bridge

7 days ago

An underground parking garage like at the Village Landing should have been part of the original renovation of The Cannery.

I wish the village would consider a shuttle or trolley to go along Main St from Whitney to Church St from May 1 to November 1.

10 days ago

Traffic light on High Street and Main Street at Village Inn is a pedestrian crossing, could be improved. Sidewalk on Parce Ave does not need to be as wide, diagonal parking could double the spaces that have been approved by village already.

11 days ago

Parking on East Main needs cross walk to Village Inn

11 days ago

None

11 days ago

More parking please

11 days ago

The addition of some type of signa on Main St letting drivers know not to block intersections (i.e. Parce Ave, High Street, etc)

Also, signage to discourage drivers to fill the intersection (i.e. High St & Main St) when either a train is passing thru or bridge is up. Often this creates unneeded congestion and and prevents vehicles going south to turn left onto High St

12 days ago

Bar goers need parking without crossing a major street. A for-fee parking garage is needed.

14 days ago

Any bar adds danger to walking.

14 days ago

Cars do not slow down or stop when pedestrians have the right of way to cross.

14 days ago

Never enough parking here.

14 days ago

Never enough parking in this location.

14 days ago

It's unfortunate that this survey was skewed to create a crosswalk where one organization wants one. No mention of the hundreds of street spots in nearby neighborhoods. No mention of opportunities to partner with nearby private lots that are empty most evenings (peak Cannery use times).

14 days ago

Improved crosswalk visibility.

14 days ago

Crosswalk on West Church at Hulburt is needed

14 days ago

Provide one-side street parking or a drop off/pick-up zone for entrances to the Cannery

14 days ago

There is not enough parking near restaurants, bars, shops, activities.

14 days ago

pedestrian route along Thomas creek...should not impact parking at 71 n main, but requires landlord cooperation

14 days ago

complete sidewalk beyond cannery-highly travelled

14 days ago

Parking lot way to small for number of businesses

15 days ago

What other parking or transportation-related observations, thoughts, or comments would you like to share with the project team?

Improving sidewalks, landscaping, and adding signage and lighting would help encourage people to walk to a nearby parking lot or side street to park when the cannery lot is full.

yesterday

Turning left out of the cannery is difficult. Is there a way to exit out of the back of the cannery?

2 days ago

If there was a way to exit the cannery area from the back, I think it would alleviate some of the traffic flow issues. Or, perhaps make the parking lot a one way in and a one way out

3 days ago

There is no parking in village sufficient enough to accommodate the amount of people coming to village . Employees suffer the most. Build a vertical garage . Offer valet to cannery

3 days ago 

If you have to go into fairport passed 6pm it is impossible to park mostly every day, just about anywhere. The cannery lot is insanely full and there are concerns about emergency vehicles not being able to get through the lot if ever needed. Also I believe a lot of the businesses are seeing somewhat of a loss because people leave when they can't find a place to park. People also create their own parking spots which is a concern in the winter especially.

3 days ago

Parking should remain on lift bridge lane

4 days ago

Parking on south side of Parce. Maximize parking in East lot. Shuttle from South lots to north, and vice versa

4 days ago

There was ample attention to expanding business but little consideration for parking . Huge oversight

5 days ago

Parking should remain on Liftbridge Lane

6 days ago

Not enough parking for all businesses at cannery.

6 days ago

Parking should stay on Liftbridge Lane and more parking added near The Cannery.

7 days ago

Also, again, reiterating how more parking at the cannery and/or street parking on the backside of the building--on the residential street that has not a single driveway on it--would be beneficial for all--consumers, business owners, and the town. That would alleviate some of the traffic on main Street too...that side road is rarely ever used by anyone.

7 days ago

Once again, the traffic lights/flow is confusing and illogical. If a train or lift bridge is in use, both sides of the road should be stopped. For some reason, afterwards, only one side can go which poses problems for pedestrians and cars trying to turn left. (And imagine the impatient drivers who just got the green light after being held up for long--anxious to get through and not letting other cars pull out or turn or letting pedestrians cross). It's just a recipe for disaster and a cluster-you-know-what.

7 days ago

Stop waiving parking lot guidelines. When every business in the lot has a liquor license and similar hours of operation people are going to go elsewhere

10 days ago

Bike Racks as considered in site plan drafts.

11 days ago

Build a parking deck over the top of the new Pickleball building

11 days ago

Additional parking is needed

11 days ago

No

11 days ago

None

11 days ago

Hard to get out of the Cannery - would be nice if there were 2 ways in/out and better directional signage rules about driving in/out

11 days ago

Concerned about expansion and no parking soon to be available at Cannery due to influx of customers after development.

11 days ago

Yes this too!

7 days ago

What is the plan to support the growth in business while simultaneously removing parking. The train caboose removed spots, the cannery lot has waived regulations, the box factory is a private lot. Using local side streets should not be the answer with snow/ice and noise pollution to the local residents who did not cause this problem.

12 days ago

Most drivers don't know not to block parking lot entrance/exit so people cannot get out and this is very frustrating.

12 days ago

Cannery needs more parking, often impossible to find parking on a weekday after 6pm let alone weekends. Love that so many businesses are opening here but parking is the bottle neck for growth at this point

12 days ago

We need more parking around The Cannery for customers. Businesses won't survive here if customers find it difficult to find parking.

12 days ago

We are very fortunate that we live and work in a village that is experiencing growth and sought out by businesses and patrons.

The continue to grow and be a destination needs to continue carefully with a well managed plan, communication and public input.

This survey is a great example of taking a closer look at the village needs before moving forward.

This will allow everyone; residents & business owners and drivers, bicyclists and pedestrians to coexist.

Let's develop a more long term plan and then stick with it.

12 days ago

Drivers/business patrons are often not aware of the difference between private parking and public parking lots. Even with signage some are either unaware or do not care.

Yes, they may be available pathing throughout the village however, at peak (evenings & weekends) parking can be a challenge.

We need to look more closely at additional crosswalks along Main Street, are there adequate number (and clearly designated) handicap parking spaces, additional bike racks may be needed.

With the layout of the village, streets, businesses and parking lots/street parking it is difficult to understand what parking requirements, controls, enforcement are in place when a new business presents a proposal to locate into existing space or build a new space.

12 days ago

What's unfortunate is that there is a perception that the survey was skewed. The list of questions has to address the issues at hand and it appears that it does. Keep in mind that a survey is just that, a survey and then informed decisions or additional surveys can be made to help determine the correct actions for the VOF to take. Without critical data on the number of "visitors" walkers, vehicles or those who ride their bikes, decisions could be made that negatively impact the businesses within the Village. Just an observation with no data other than observations, it appears that there are more vehicle and walker traffic than bicyclists visiting VOF businesses. If this were a viable survey, it should have been distributed to all VOF residents and businesses for a more comprehensive and reliable opinion of the best option for the village.

13 days ago

As a restaurant owner our biggest issue has been cancelled reservations due to older customers not being able to find spots close enough. They don't want to have to walk across the street. There are way too many evening businesses trying to all share the cannery parking lot. The only solution is to go up (parking garage). Also it should perhaps be a one way in and one way out in the cannery lot. It becomes too narrow at some points to pass other cars or turn around when people block access to the other side of the lot.

13 days ago

There needs to be something done to make it visible to people that they can enter and exit the Cannery west, away from all the traffic. The town needs to stop approving more night time businesses that all require parking at the same time of day.

14 days ago

All pedestrian crossings throughout the village should have the lighting for pedestrian crossings. The village is so dark and busy at night.

14 days ago

Do not change traffic patterns/parking near TKs, Mulconry's. Those businesses rely on take-out and food pick up services.

14 days ago

There will not be enough parking when the pickleball courts open in the fall along with the new businesses. Also, where will people park in the winter when snow is piled up and it covers the parking areas?

14 days ago

The new businesses being added to the cannery area are of concern to everyone I know. The available parking will not be adequate.

14 days ago

There is almost always parking available in the Fairport Village Landing and Packetts Landing lots in the evenings when the Cannery lot is often full. Although it really is just a short walk, people seem reluctant to use those spaces. Perhaps a shuttle circulating between those lots, Liftbridge Lane East and the Cannery during busy times would encourage people to utilize the ample parking available there.

14 days ago

A parking garage near the Cannery would be really nice to have, although expensive. The Cannery parking lot seems to be the most problematic due to the number of well-loved businesses there that attract a lot of visitors.

14 days ago

Again, for-fee parking garages are needed. We also need to plan appropriate compensation for private parking lot owners, like the Box Factory.

14 days ago

It feels like this entire parking issue is created by the board when alternative plans have been offered. Poor form by the village board.

14 days ago

not a fan of over-signing streets for regulatory purposes...seems to have less impact than other means of traffic control and clearly marked/maintained pedestrian crosswalks. Good example is driving i81 Binghamton to Syracuse at night...the many signs, reflectors, etc cause more eye strain than benefit.

14 days ago

stop building more places to visit without ample parking! you are setting up business to fail if people can't get there and park.

14 days ago

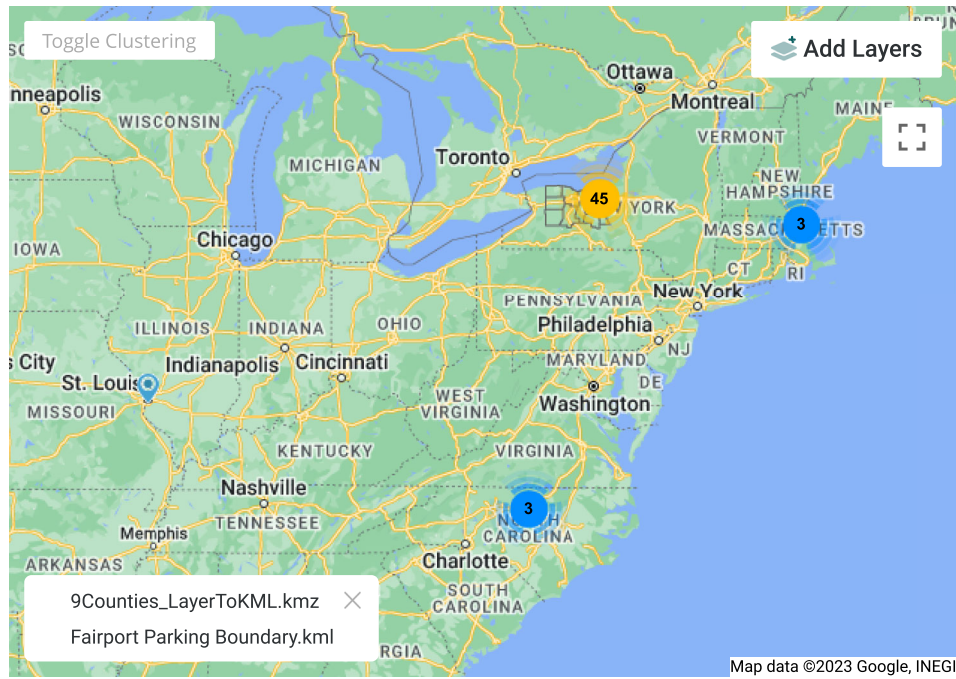
Have the zoning regulations been followed on all of the new buildings? G try here should be a certain amount of parking spaces for a designated amount of retail/ commercial space

14 days ago

In Newark for one of the crossing area they have a Strobe light (solar powered) when the button is pressed for a person to cross. Both sides have one. It catches the cars eye to stop.

17 days ago

Generally speaking, where do you live?



Text Engagement

OUTBOUND TEXT INVITES

0

TEXT RESPONDENTS

6

COMPLETED TEXT SURVEYS

3

COMMENTS

185

HUMAN CONVERSATIONS

0

Martha Malone

From: Steve Bartolotta <steve@markethold.com>
Sent: Wednesday, August 2, 2023 12:17 PM
To: Martha Malone; lisa enos
Subject: 2024 Steel Rail Revival

Dear Martha,

Thank you very much for your time on the phone today. Per our conversation I would like to formally request permission for the use of the parking lot located across the street from the cannery parking lot on Saturday July 20th 2024, from 9am until 10 pm (the festival would start at noon and end at 9pm). This request has not come without a lot of consideration on our part. Some of the reasons we would like to move in this direction are as follows:

- 1) We feel that having the event on a Saturday would significantly increase the appeal and ultimately the charity revenue we are able to realize for the Arc of Monroe.
- 2) We would avoid the difficult process of getting landlord approval which has impeded our ability to plan and market our event in past years. Also, we encounter significant resistance from some of the tenants which creates a lot of stress for everyone.
- 3) The clean up process for a Sunday evening is challenging! Trying to get volunteers to work on a "school night" is nearly impossible so Lisa and I end up doing much of the clean up duties ourselves. Our goal is always to make it look like nothing happened and leave the lot in better condition than we entered it.
- 4) Having the main stage in a lot that also has several establishments who are conducting business is a huge obstacle both from revenue and tenant relations standpoint.

I have attached for your reference a perspective festival layout which can be modified to your specification. I hope you will entertain our request and help us enhance this community event for the benefit of the Arc of Monroe.

<https://www.google.com/maps/d/edit?mid=1XSulWAjxFIngW9L0akuHsBN2sPEvdAk&ll=43.10430999072139%2C-77.4419198975238&z=19>

Thank you sincerely,

Steve and Lisa

--

Steve Bartolotta
President



1-800-724-1779













(585) 383-8510 ext. 204

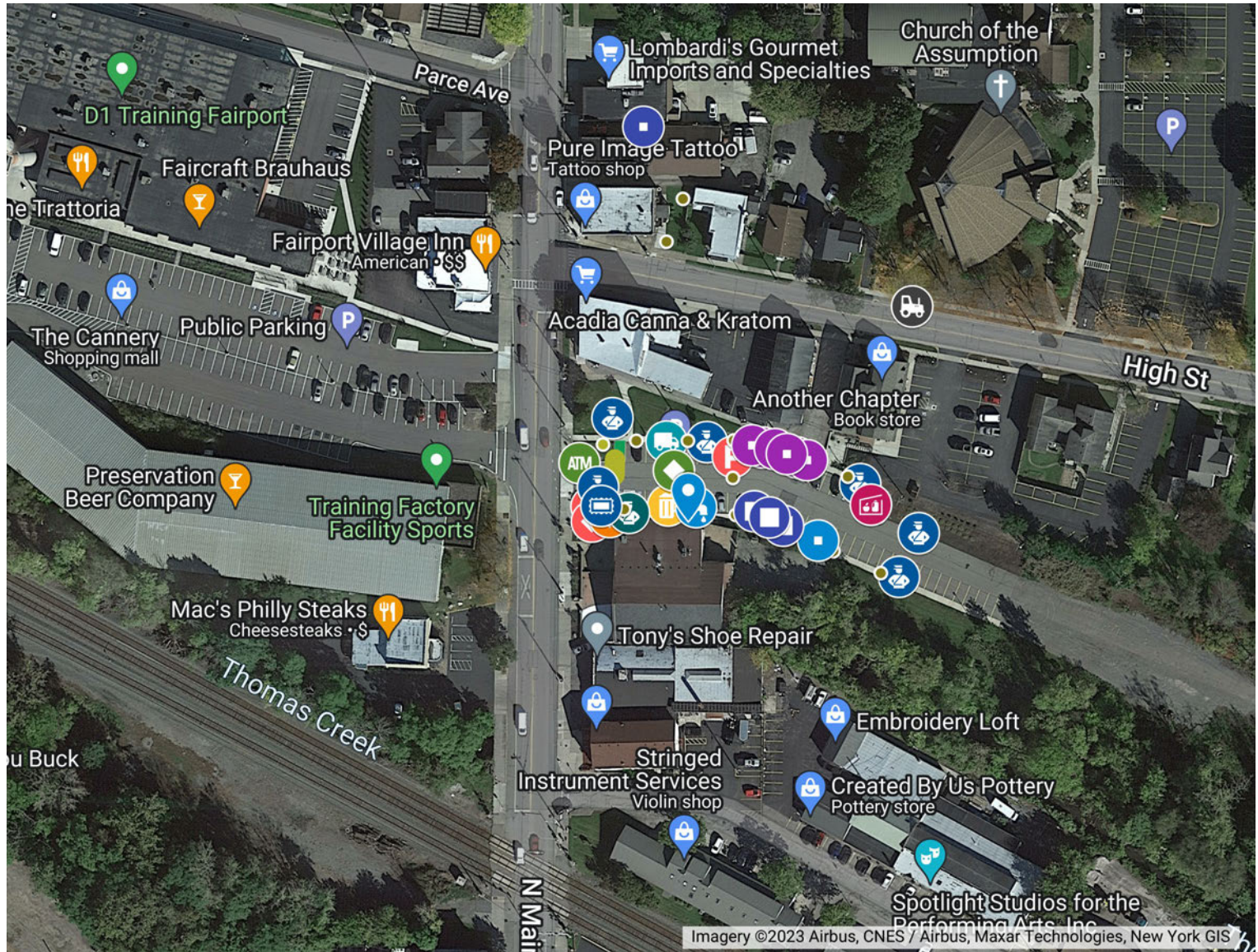
Fax: (585) 383-8527

www.markethold.com

2555 Baird Road, Suite B
Penfield, New York 14526

2024 perspective Steel Rail Festival Layout

- Test 
- Video Wall 
- Main Stage 
- Rick's Truck 
- Generator 
- Cash Only Entry 
- Pre Sale Entry Scan 
- Will Call 
- Beer Truck Bella 
- Water Sales 
- ATM Machines 
- ID Checking 
- Security Guard and Signage



Imagery ©2023 Airbus, CNES / Airbus, Maxar Technologies, New York GIS

Martha Malone

From: Steve Bartolotta <steve@markethold.com>
Sent: Monday, August 14, 2023 10:06 AM
To: Martha Malone
Cc: lisa enos
Subject: Re: 2024 Steel Rail Revival
Attachments: image001.jpg

Hi Martha,

I truly appreciate your efforts and attention to our request. I am painfully aware of the the issues with parking on the northside through dealing with the cannery tenants over the past few years. Fortunately, most of our event takes place before that inevitable evening rush, if that helps at all.

The main objective that we are trying to achieve by this request is to ultimately raise more for the Arc of Monroe. Having the event on Sunday only, is tough when it comes to getting people out and willing to stay long enough to enjoy the festival. I hope the board will take that into consideration when making their decision. In the mean time please let me know if there is anything else I can provide to help the presentation.

Thanks again

Steve

Property Overview

Jan 1 - Dec 31, 2019

Metrics

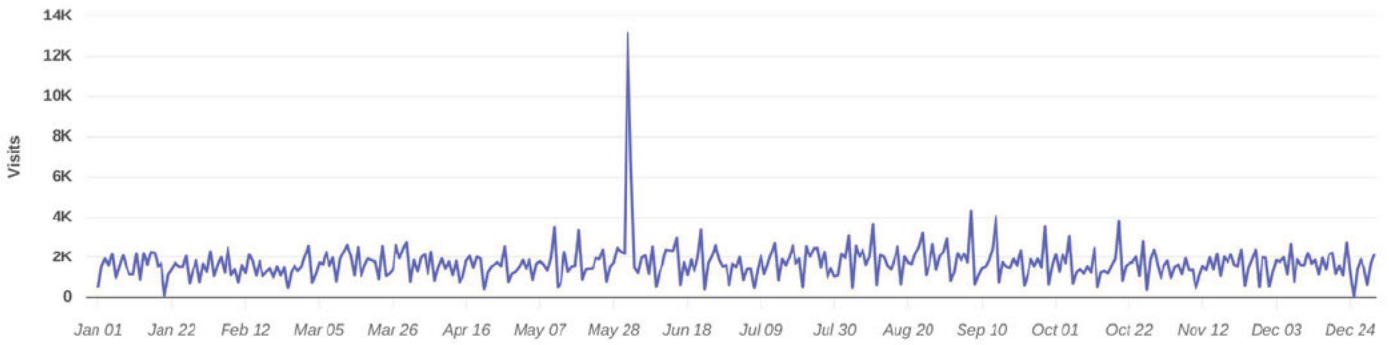


Visits	623.5K	Visits YoY	-4.4%
Visitors	113.2K	Visits Yo2Y	+0.1%
Visit Frequency	5.51	Visits Yo3Y	N/A
Panel Visits	11.6K		

Jan 1st, 2019 - Dec 31st, 2019
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend



Daily | Visits | Jan 1st, 2019 - Dec 31st, 2019
Data provided by Placer Labs Inc. (www.placer.ai)




Property Overview

Time Compare

Metrics		
Metric Name		
Visits	715.3K	418.8K
Visitors	119.9K	95.5K
Visit Frequency	5.96	4.39
Panel Visits	16.7K	7.7K
Visits YoY	+13.7%	-32.8%
Visits Yo2Y	+40.2%	-35.8%
Visits Yo3Y	+51.1%	-32.8%

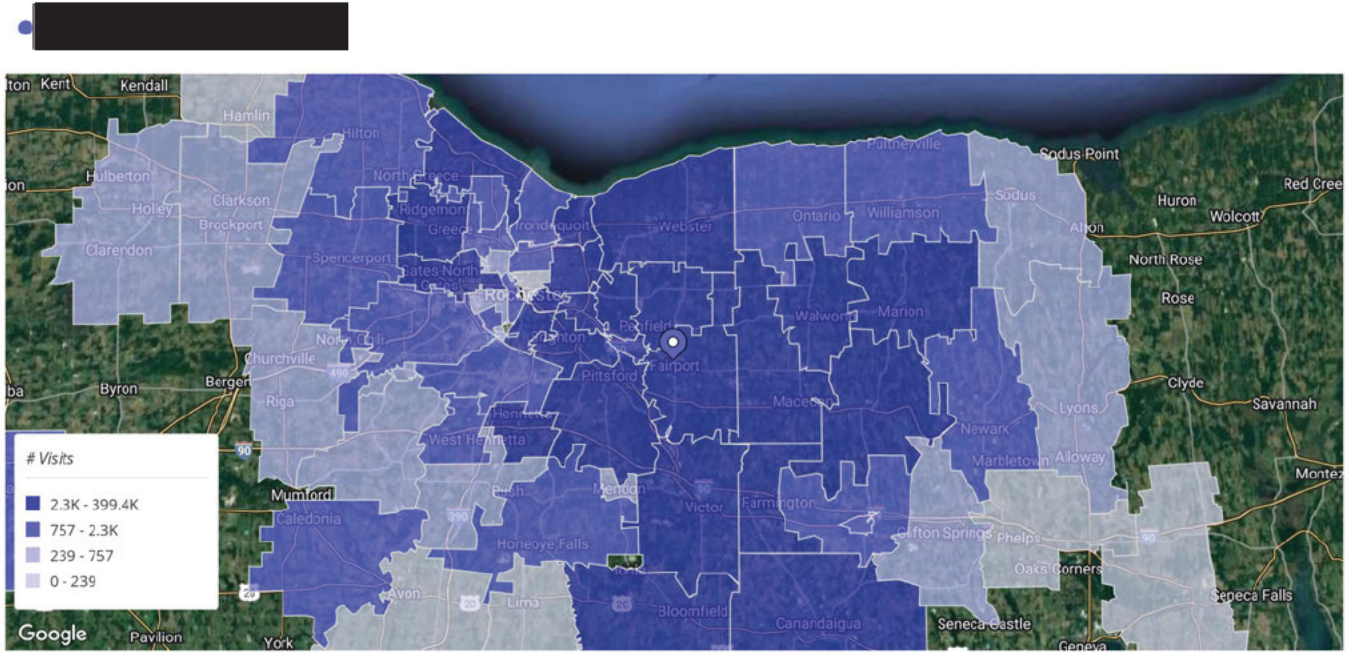
Fairport Village Landing - Aug 1st, 2022 - Jul 31st, 2023
Fairport Village Landing - Jan 1st, 2020 - Dec 31st, 2020
Data provided by Placer Labs Inc. (www.placer.ai)



Visitors By Origin

Aug 1, 2022 - Jul 31, 2023

Visitors By Origin



Zipcode / City	Visits (% of Total)
14450 Fairport, NY	399.4K (55.8%)
14526 Penfield, NY	34.6K (4.8%)
14620 Rochester, NY	32.2K (4.5%)
14534 Pittsford, NY	28.9K (4%)
14580 Webster, NY	24.3K (3.4%)
14502 Macedon, NY	15.4K (2.2%)
14445 East Rochester, NY	14.9K (2.1%)
14564 Victor, NY	12.6K (1.8%)
14568 Walworth, NY	7.9K (1.1%)
14505 Marion, NY	7.8K (1.1%)

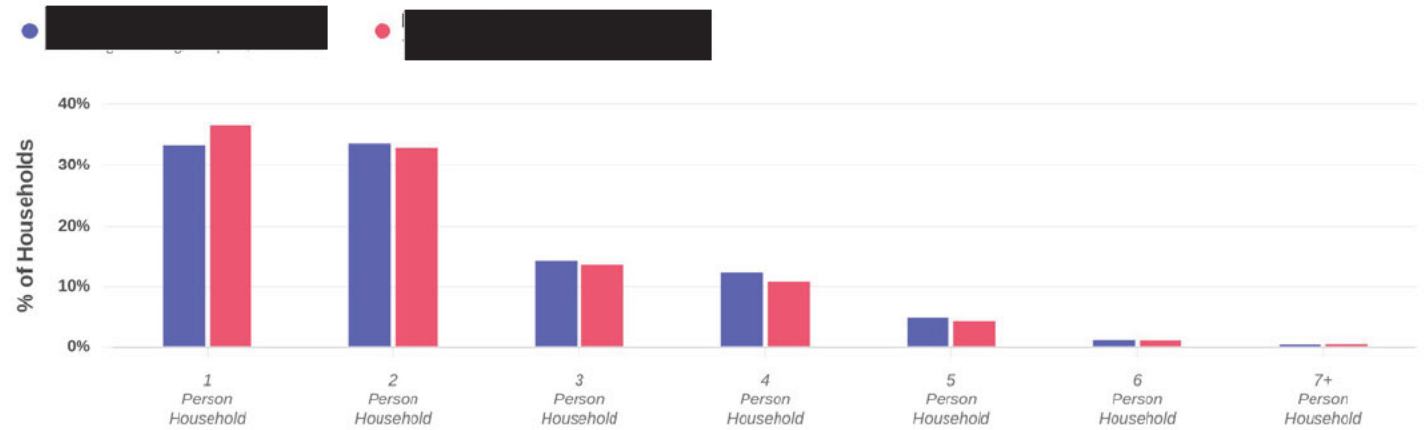
Aug 1st, 2022 - Jul 31st, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Time Compare

Household Size



Fairport Village Landing - Aug 1st, 2022 - Jul 31st, 2023
Fairport Village Landing - Jan 1st, 2020 - Dec 31st, 2020 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)



Household Income



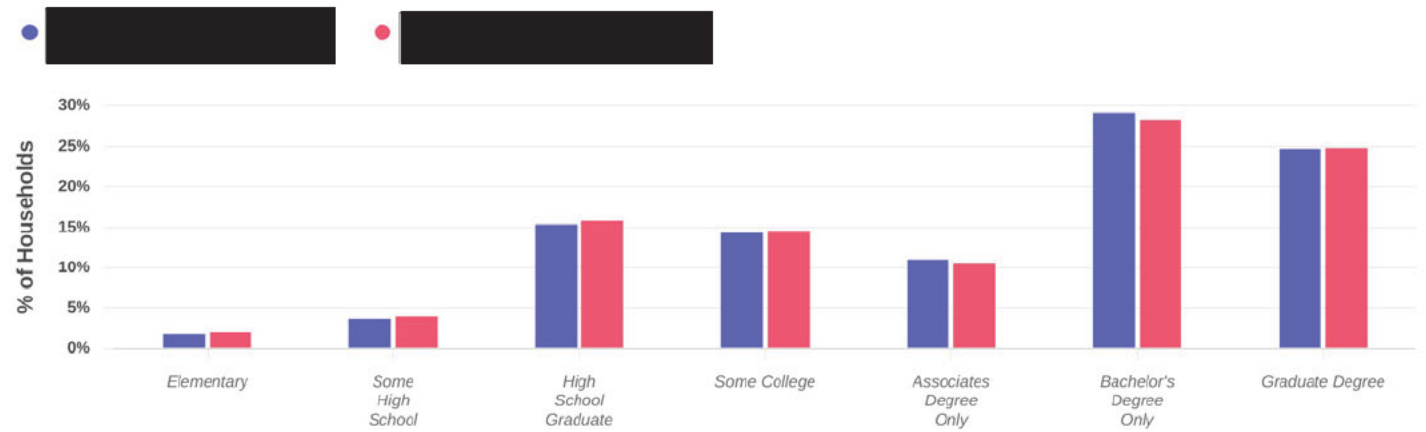
[Redacted] Aug 1st, 2022 - Jul 31st, 2023
[Redacted] Jan 1st, 2020 - Dec 31st, 2020 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Time Compare

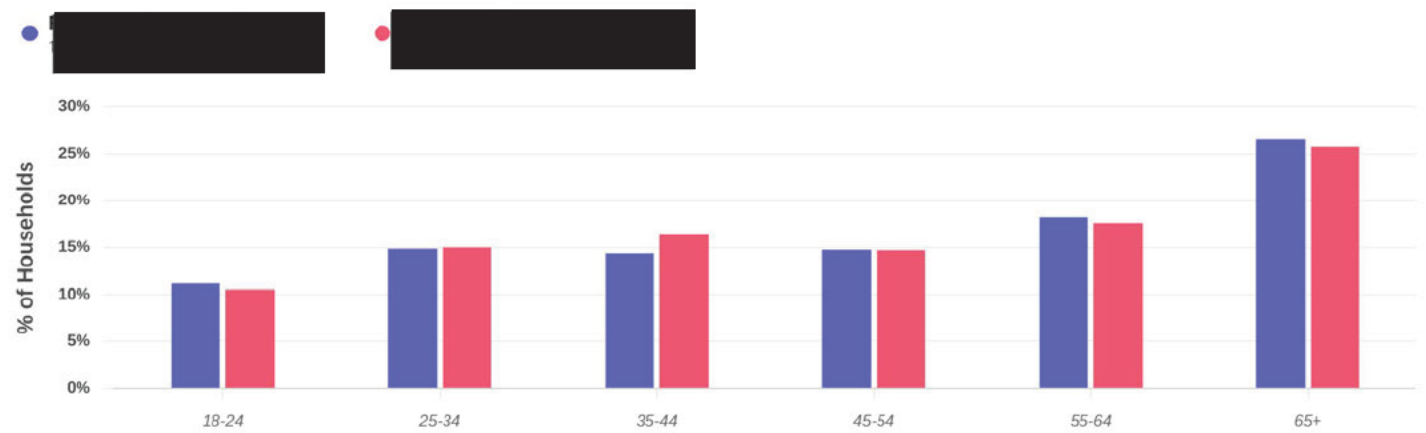
Education



Aug 1st, 2022 - Jul 31st, 2023
Jan 1st, 2020 - Dec 31st, 2020 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)



Age



Aug 1st, 2022 - Jul 31st, 2023
Jan 1st, 2020 - Dec 31st, 2020 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Time Compare

Tenants Overview



Tenants / Category	Visits	Visits Chain Rank, State	Visits / sq ft Chain Rank, State
 	370.2K (+1%)	5/8 (-2)  50%	6/8 (-2)  37%
 	46.5K (-8%)	5/102 (-4)  96%	7/102 (-4)  94%

All | Compared to: Aug 1st, 2021 - Jul 31st, 2022 | Aug 1st, 2022 - Jul 31st, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



01 Attract the Best Fit Retailers

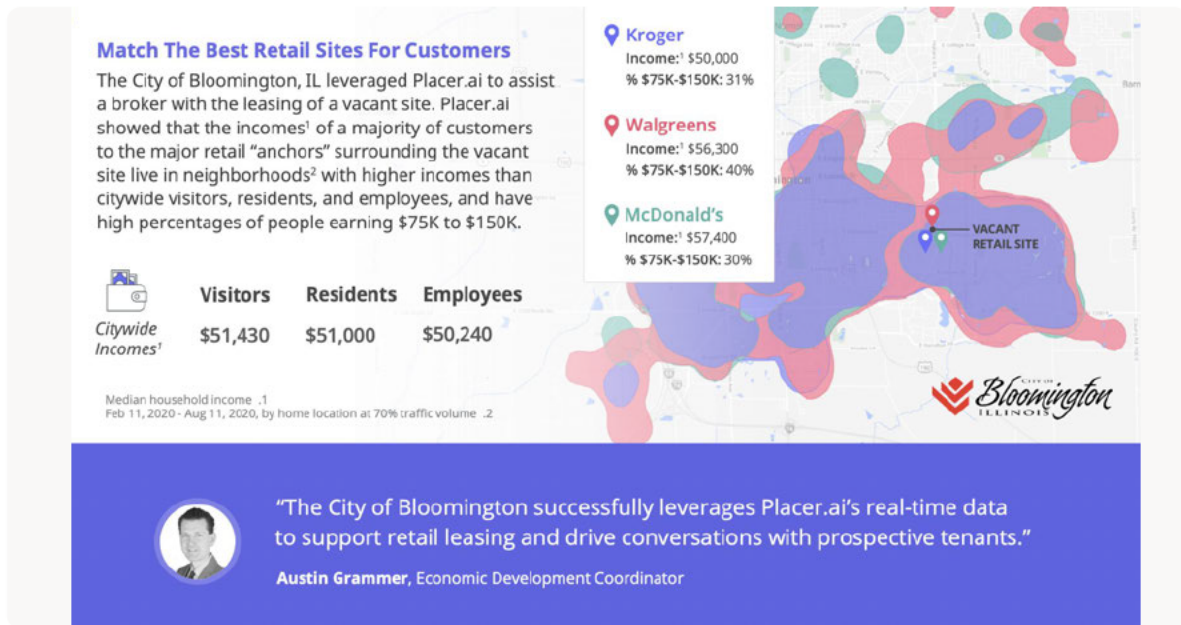


The Problem

Civic leaders need to understand the true audience and trade area of any site in order to attract retailers most likely to perform well in a particular location. Lacking key market and location insights can lead conversations to stall with prospective tenants.

Placer's Solution

- **Demand Gap Analysis** (STI Gap analysis)
- **Leakage Study (XTRA and Favorite Places)**
- **Void Analysis**
- **Site Selection**
- **Trade Area Demographics & Psychographics**
- **Market Analysis** expands market profile



ANSWER QUESTIONS LIKE...

Q: What are the demographic and psychographic profiles of our visitors?

Q: Where are our best customers coming from?

Q: Where do visitors go before and after their visit?

04 Optimize and Measure Local Events



The Problem

Civic leaders need granular insights to drive and measure attendance of local events (ticketed and non-ticketed) and to quantify their impact to local businesses. Typical ways to track attendance and engagement can be time consuming and costly.

Placer's Solution

- **Visitation metrics:** number of visitors, peak times, home locations, MoM, dwell time.
- **Visitor demographics:** home locations, HHI, brand affinities, consumer preferences.
- **Visitor Journey** routes, parking areas.
- **Favorite Places** other locations visited.
- **Economic Impact:** event visitors contribution to other businesses in the area.



Conduct Post-Event Analysis

Show how your event performed relative to average days of the week, and measure visitation performance - down to the hour!



Length of Stay

80 Minutes



Peak Time

2:00 PM - 3:00 PM



Income¹

\$65,000

1. Median Household Income

ANSWER QUESTIONS LIKE...

Q: What are the demographic and psychographic profiles of our visitors?

Q: Where are our best customers coming from?

Q: Where do visitors go before and after their visit?

07 Public Realm

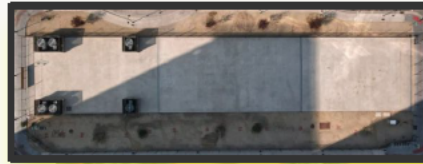


The Problem

Civic leaders need to understand how changes to streets, parks and open spaces benefit the community in order to assess ROI and equity.

Placer's Solution

- **Visitation Metrics** before and after intervention: total visits, peak visit times, dwell time, prior and post locations, distance traveled to destination.
- **True Trade Area** reveals home and work location for visitors.
- **Favorite Places** reveals locally visited businesses.
- **Variance** compares month over month and year over year



Bloomberg
Philanthropies

	Est. # of Visitors	Est. # of Visits
Before:	53.4K	77.5K
After:	68K	97.2K



ANSWER QUESTIONS LIKE...

Q: What are the demographic and psychographic profiles of our visitors?

Q: Where are our best customers coming from?

Q: Where do visitors go before and after their visit?

08 Analyzing Public Investments (Equity and ROI)



The Problem

Civic leaders need to understand usage of public parks and facilities to show how investments improve the space and support surrounding businesses, and to understand who benefits from public improvements.

Placer's Solution

- **True Trade Area:** home and work locations of visitors
- **Visitor Journey:** Popular routes. Post and Prior locations.
- **Visitor Metrics:** Day of week, time of day, peak time, and overall dwell time for venue.



The city of San Antonio was considering a bond measure to raise a few million dollars to upgrade a downtown Park. Debate centered on *who* would benefit from additional investment in downtown.

ANSWER QUESTIONS LIKE...

Q: Where do visitors to the park come from? How often do they come?

Q: How does weekday and weekend usage compare?

Q: What are the top customer segments for this public asset?