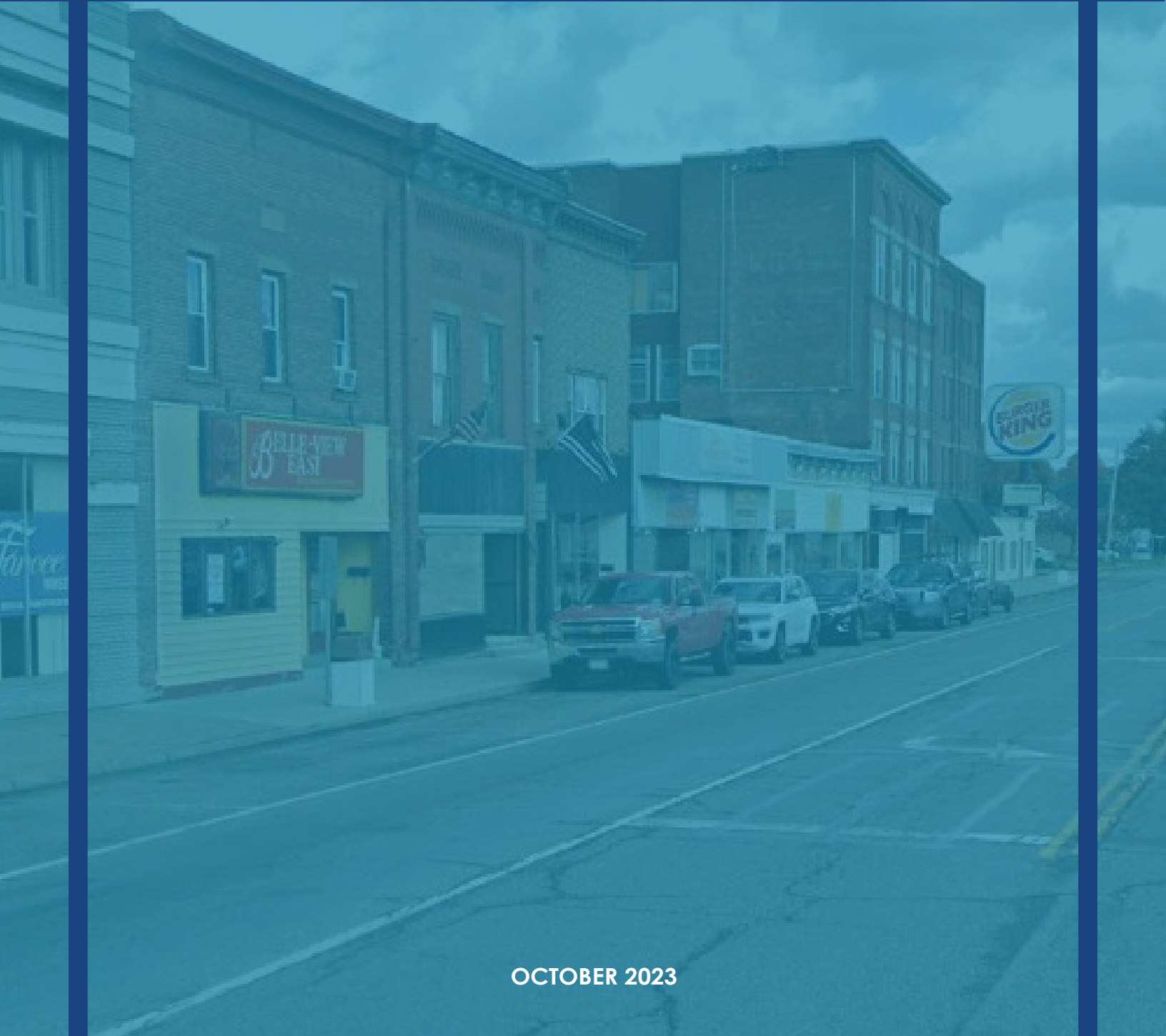


VILLAGE OF FALCONER

Downtown Revitalization Master Plan



OCTOBER 2023

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TABLE OF CONTENTS

01. INTRODUCTION	4
PURPOSE	
VISION	
ACKNOWLEDGMENTS	
02. EXISTING CONDITIONS	6
GEOGRAPHIC CONTEXT/FOCUS AREA	
QUALITY OF LIFE	
FACILITIES & INFRASTRUCTURE	
PAST INVESTMENT	
NEEDS & OPPORTUNITIES	
FUTURE POTENTIAL	14
FUTURE POTENTIAL	
RECENT & IMPENDING JOB GROWTH	
SUPPORTIVE LOCAL POLICIES	
03. PUBLIC PARTICIPATION	18
PROCESS	
PUBLIC SUPPORT	
04. MASTER PLAN	22
ABOUT THE PLAN	
TRANSFORMATIVE PROJECT OPPORTUNITIES	
05. NEXT STEPS	42
TAKING ACTION	
PHASING	
POTENTIAL FUNDING SOURCES	
APPENDICES	47
APPENDIX A: EXISTING CONDITION PHOTOS	
APPENDIX B: MASTER PLAN SURVEY MATERIAL	
APPENDIX C: MASTER PLAN PUBLIC ENGAGEMENT SURVEY SUMMARY	
APPENDIX D: PUBLIC WORKSHOP PRESENTATION MATERIAL	
APPENDIX E: PUBLIC WORKSHOP SUMMARY	



INTRODUCTION

PURPOSE

The Village of Falconer is a historic, recreational, and scenic resource for both the local community and greater Chautauqua County region. A redesigned main street, park improvements, and waterfront programming have the ability to bring Falconer's assets to the next level. The Chautauqua County Partnership for Economic Growth (CCPEG) and Chautauqua Region Economic Development Corporation (CREDC) launched this initiative to develop a Downtown Revitalization Master Plan for the Village center and surrounding area to identify transformative project opportunities to invigorate economic, recreational, social, and aesthetic growth within the Village of Falconer. This Plan is intended to identify improvements within the Village of Falconer which could be implemented over a 5-10 year time frame. The contents of this Downtown Revitalization Master Plan will support the Village of Falconer and Chautauqua County in pursuing grant funding to implement identified priority projects.

VISION

The Falconer community envisions the Village as a friendly community where people of all ages live, work, and play. The Village has partnered with local business owners and active residents to rebuild its Main Street corridor; keeping true to its historic character and promoting a variety of businesses and storefronts that provide services to residents and visitors. The Village is a regional employment center and reflects its identity as a hardworking community. With its small-town character and walkable streets Falconer has reinvented itself in a lasting way as an authentic Village where people are proud to call it home.

ACKNOWLEDGMENTS

This Downtown Revitalization Master Plan was made possible through the generous time and input of the Village, the Steering Committee and active members of the public. The Steering Committee - a group of volunteers convened under the leadership of the Chautauqua County Partnership for Economic Growth (CCPEG), and the Chautauqua Region Economic Development Corporation (CREDC) partnered with the Village of Falconer - all contributed significantly to the development of this Plan by offering local knowledge, providing direction throughout the planning process, and reviewing draft documents. The public also guided the development of this Plan by actively participating in community engagement efforts and providing valuable feedback. Together, the Steering Committee and public shaped this Downtown Revitalization Master Plan into a document that reflects and serves the greater Falconer community.

Steering Committee

Rebecca Wurster, CREDC

Nate Aldrich, CREDC

James Jaroszynski, Village Mayor

Cindy Capestrani, Village Clerk

Nikki Pierce, Local Business Owner

Nina Gustafson, President of the Falconer Rotary Club

Paula Pichon, Village Grant-writer

Jim Roach, Local Business Owner

Timothy Dunn, Village Trustee

Brian Nelson, Local Business Owner

Pete Fuller, Community Volunteer



Chautauqua
Region Economic
Development
Corporation

Prepared By

Barton&Loguidice



EXISTING CONDITIONS

GEOGRAPHIC CONTEXT / FOCUS AREA

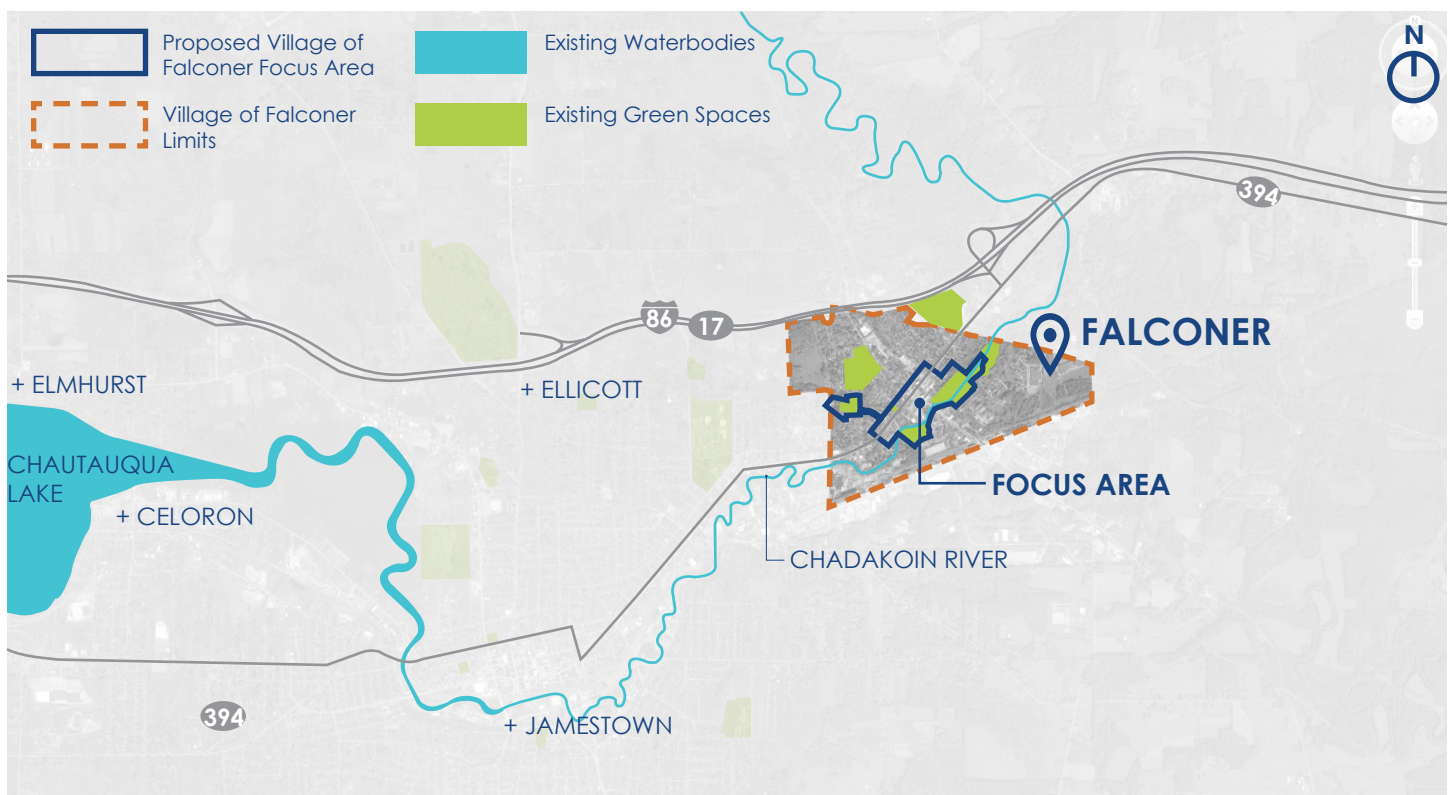
Falconer, a small rural village in Western New York, is located in the southern portion of Chautauqua County. Specifically known for the craftsmen of furniture and tools, the Falconer community is proud of their historic roots of manufacturing and is making strides to establish its Village identity as a tourist destination and home to new families. Partnered with local business owners and active members of the community, the Village is making strides to rebuild its Main Street corridor by showcasing the Falconer community, creating a sense of place, and strengthening the economic and tourism potential for the Village. The Village of Falconer prioritizes its strong sense of community and is making an effort to revitalize the Village as a whole.

Currently, the Village of Falconer consists of mixed use development; with a variety of street level shops, eateries, and small businesses with some residences above. However, as with any small community over time, the existing buildings and infrastructure are in need of improvements in

order to reinvigorate and enliven it. Falconer's busy Main Street corridor offers an opportunity for the Village to incite new development and spur private investment. Its close proximity to two major transit routes make the Village an ideal location to attract visitors traveling from the greater Chautauqua County.

The Focus Area for this Downtown Master Plan starts within the Village's Center on Main Street and expands to include Falconer Street, Everett Street, and the Village/County-owned parks within walking distance of the Main Street corridor with the intention of strengthening the connection from Falconer's Main Street to its many open green spaces and the Chadakoin River waterfront. Re-establishing Falconer as a walkable destination with many shops, local businesses, and access to parks and recreation opportunities will improve the quality of life of its local residents, attract new families from New York State and draw visitors from the I-86 corridor.

Context Map: Village of Falconer



QUALITY OF LIFE

The quality of life in Falconer has and will continue to improve as a result of the dedication and collective efforts of Village residents and leadership, as well as the capital and private investments made over the last several years in the community. Strategic public and private investments have led to Falconer's evolution into a community with many opportunities as local business owners invest in Main Street building renovations and improved storefronts; and through public investment projects that promote residents' access to green space and recreational amenities. These transformative projects will encourage new visitors seeking a weekend getaway and draw new residents to a community bursting with new energy.

Through a community-based approach the Village completed its Comprehensive Plan in 2019 and identified priorities, actions, and implementation strategies to address changes in their community and improve the quality of life within Falconer. The priorities highlighted below build upon the ones established within their Comprehensive Plan.

We support local businesses & are accommodating to future industry. The population size of Falconer is 2,091 residents per square mile with an average resident age of 44 years old. The Village has reported economic pressures on retaining and attracting new residents due to the lack of downtown improvements, under-utilized and under-programmed recreation spaces, lack of connection and activation of its waterfront along the Chadakoin River, and many vacant store fronts along Main Street. Many new small business owners have made efforts to renovate buildings along Main Street, however the Village is in need of streetscape improvements and overall revitalization of Falconer's Downtown core to attract more Main Street businesses. Streetscape and building facade improvements would support Falconer's vision for the future and further enhance the Village's downtown core as a destination for new businesses and entrepreneurs.

We enhance our parks and improve access to our waterfront. The Village, partnered with the Falconer Rotary Club, and active members of

the community have dedicated much time and investment to improve the Village's many Parks. The community's participation in numerous Clean-Up Day events include the Village's Annual "Clean-Up" in the Spring and the Lake Erie Clean-Up which focuses on the Chadakoin River and Moon Brook, two natural resources that flow through the Village. The Village offers approximately 52 acres of greenspace located close to the Village's central business district and nearby neighborhoods; and all fall within walking distance from Falconer's Downtown area, and the Falconer Central School District. The Village and the Falconer Rotary Club have made significant efforts to improve the amenities within their parks to include greater diversification of recreation, protection of natural resources, and circulation linkages for possible new development. The implementation of Park improvements significantly improves the Village's quality of life by encouraging public health through outdoor physical activity and will attract/retain residents and visitors while providing access to the Chadakoin River and Moon Brook.



Concerts in Davis Park

SPRING CLEANUP DAY

2023 SPRING CLEANUP DAY Opportunity!
On Saturday, May 6th, from 9am to 12:00 pm, the Village will be having an annual Village Cleanup. This year, there will be dumpsters located at the Village Highways Garage. You may bring any items you wish to dispose of, with three (3) exceptions:

1. The county landfill will no longer accept any electronic devices (television, computer, VCR, etc.)
2. Tires - All Types
3. Refrigerators must be tagged that all Freon has been removed before the Village can accept them.

Please make every effort to help spruce up Falconer. Look inside the house and also clean cleaning up the yards. Find a friend who has a truck, or ask for help. Help us take another step in beautifying our Village.

Saturday, May 6, 2023
Rain or Shine 9 am-12 pm



Village Clean-Up Day, Spring 2023

EXISTING CONDITIONS



Moon Brook in Falconer Park

We have a unique manufacturing & farming history. The Falconer community is proud of their historic roots of manufacturing and is specifically known for the craftsmen of furniture and tools. The W.T. Falconer Manufacturing Company was started in 1888. It was the area's first industry and one of the oldest furniture makers in U.S. history. Today, it is known as Fancher Chair and is still an successful industry present within Falconer today; employing about 125 people. Fancher Chair was recognized by New York State and added into the state's Historic Business Preservation Registry for having contributed to the state's history. Fancher Chair and Ellison Bronze Inc. are two manufacturing companies who significantly contributed to Falconer's growth as a Village and resulted in the historic character of Falconer's Main Street buildings.



Photo By: Robert Dalheim

Fancher Chair, June 2022



Fancher Chair Employees, 2007



Village of Falconer Events, 2022

We attract visitors from the greater Chautauqua area. The Village of Falconer hosts many community events and festivals throughout the year attracting residents from nearby neighborhoods and visitors from the greater Chautauqua area. These events showcase the Falconer community, create a sense of place, and strengthen the economic and tourism potential for the Village by encouraging culturally and socially diverse groups to connect to the larger community. These community-wide events encourage all people to interact and strengthen the bonds between residents while improving the well-being and quality of life throughout the Village. The Village of Falconer prioritizes its strong sense of community and is making strides to reestablish its Village identity.

FACILITIES & INFRASTRUCTURE

The Village of Falconer experienced two devastating fires along the western side of its Main Street corridor; which severely destroyed four mixed use commercial properties and six businesses. Although the Village and various property owners have significantly rebuilt after the two fires, Falconer's downtown core was severely impacted and today several voids where buildings once stood can be found within the Village streetscape.

In September 2022, the Village surveyed the remaining commercial buildings located within the downtown corridor and determined that 46% of these buildings were working at full capacity; 33% were deemed vacant; and the remaining 21% are currently underutilized.

Since 2018, several private investors have stepped forward to renovate many of the remaining buildings along Main Street in efforts to reinvigorate the downtown core with new shops, eateries, and housing opportunities. These new building renovations by private investors support the Village's vision for revitalization and have created further economic opportunities within downtown. These new businesses will continue to thrive with the implementation of the proposed projects included in this Downtown Revitalization Master Plan.

Falconer's close proximity to Interstate 86 and the Southern Tier Expressway, make it an ideal destination for visitors traveling to the area. Revitalizing Main Street will result in attracting new visitors off this major highway and positively impact Falconer's economy through dining out, and purchasing local goods and services. With implementing a variety of public and private improvements; including revitalizing Main Street through streetscape and building facade improvements, enhancing park amenities, creating trail and waterfront connections, and participating in multi-modal and complete street initiatives, Falconer can better serve the needs of its existing residents, plan for future residents, and begin to attract new visitors to the Village.



Photo By: Andy Palermo; WRFA Radio News Article
Fire on W. Main Street, March 2017



Main Street & Work Street Intersection, June 2023



Abe Mattison Park, June 2023

EXISTING CONDITIONS

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PAST INVESTMENT

The Village of Falconer and various property owners have focused considerable attention and capital/private investment on revitalization efforts to date. These past efforts include:

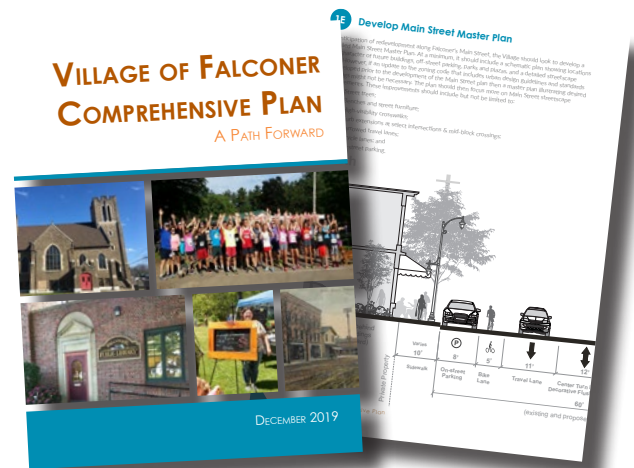
The Village of Falconer, the Main Street Redevelopment Committee, and various property owners *rebuilt their Main Street* after experiencing fires in 2017 and 2018 with hopes of reconstructing and reinvigorating their downtown core. The Village with various stakeholders are working towards incorporating a mix of compatible land uses that reflect its historic character and the community's vision.

Over the past ten year the Village has made several *infrastructure improvements* including the implementation of a walking path in the Village Park, *adoption of a Complete Streets resolution* in 2016, the *conversion of their existing street lights to LED power in 2017*, and the *remodeling of buildings along Main Street through private development*.

From 2016 to 2021 the Falconer Central School District completed a three phase capital improvement project to update buildings throughout the school district. These improvements included building improvements to K-12 education buildings, main entrance and secure entry additions, cafeteria renovations, a new synthetic turf field with an athletic track, new parking and site improvements, Falconer Middle and High School gymnasium updates, science room improvements, and more.

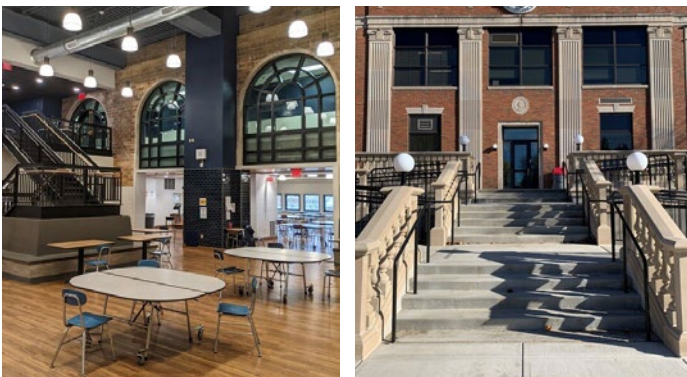
A Village of Falconer Comprehensive Plan, completed

by Ingalls Planning & Design in December 2019, is being used to guide the community, both private and public sectors, to make improvements and to determine decisions that affect the future of the Village.



In October 2020, the Village *updated its zoning code* to advance the property values and property potentials within the Village.

In March 2023, the Village recently received funds from CCPEG, through the Partnership for Economic Growth Grant to develop this *Downtown Revitalization Master Plan*. Development of this Master Plan was identified as an action item in the Village's Comprehensive Plan completed in 2019. The Village partnering with CREDC, CCPEG, the Village of Falconer, and members of the community are spear-heading this project to identify priority projects within a specified focus area to continue the Village's revitalization through the implementation of projects that align with their community's vision. This plan includes private and public projects focused on the transformation of the Village's downtown core into a walkable, livable community with access to many amenities. Through the development of this plan the Village is working to create a collaborative relationship with Village business owners which will continue to promote a culture of entrepreneurship and attract new businesses to the area.



Falconer Central School Renovations, 2021

EXISTING CONDITIONS

NEEDS & OPPORTUNITIES



1st & 2nd Floor Vacancies

As noted previously, Falconer's downtown character was severely impacted from the fires in 2017 and 2018 and resulted in the vacancy of many adjacent businesses and storefronts. Today, 53% of Falconer's buildings have been identified as underutilized or vacant, presenting many opportunities for future development by private investors. The Village and project committee identified a need for the development of building facade and streetscape improvements as a first step to attracting new businesses and investment into its downtown.



High Through Traffic Activity

Main Street acts as a thoroughfare for much vehicular traffic on a daily basis and the Main Street/Work Street intersection has some of the highest Annual Average Daily Traffic counts in the region. The high amount of activity along Main Street presents an opportunity for the Village to capitalize on this traffic and attract people into local businesses and storefronts. This would result in increased foot traffic along Main Street, offer employment opportunities, and provide necessary goods/services to residents and visitors.



Pedestrian Safety Concerns

Pedestrian safety concerns were voiced from members of the community who participated in the development of Falconer's Comprehensive Plan; particularly along the Main Street corridor. There is an opportunity to implement new infrastructure to reduce vehicular speeds and create a more pedestrian-friendly corridor. By incorporating traffic calming techniques and streetscape improvements, the Village can address unsafe pedestrian and bicyclist conditions and provide an attractive downtown for all users.



Need for Park Programming

Although the Village has made considerable efforts to further enhance the quality of life of its residents by improving the Village's existing parks and open spaces; there is a need for more park programming and further activation of the Chadakoin River waterfront. Improvements to Falconer Park including the addition of a Disc Golf Course and permanent Corn-hole Courts are among the projects the Village is currently work on. There is an opportunity for the Village to further enhance the amenities within its parks and to coordinate with the County about further activating the Chadakoin River waterfront.



Streetscape Improvements / Main Street Design Guidelines

Through the redevelopment of its downtown corridor, the Village plans to transform its Main Street into an eclectic mix of spaces for local and regional entrepreneurs to showcase and sell their products. These improvements will, in turn, facilitate opportunities that attract I-86 commuters to the Village, retain existing businesses, and help to provide a higher level of economic benefit to the Village and its residents. Planning for a redesign or retrofitting of Main Street to provide better pedestrian and bicycle opportunities, along with gateway and other streetscape improvements will help market and facilitate the private investment the Village would like to attract.

FUTURE POTENTIAL

Enhancing the downtown corridor through the development of Main Street Design Guidelines and Standards. The development of guidelines to improve the streetscape and existing building infrastructure was identified as a high priority project by the community in the 2019 Comprehensive Plan that would enhance the public realm and draw more people to the Village's downtown corridor. Developing a plan for future development will build an attractive, consistent Main Street character, create a sense of place for the community, and increase future investment along Main Street. In addition to providing an inviting gateway with streetscape improvements, the proposed project will provide an excellent example of how the Village is working to improve the quality of life for its existing residents, supporting local businesses, and attracting future industry. This transformative project will be a showcase project for neighboring communities.

Implementation of streetscape improvements to reinvigorate the downtown corridor and establish the Village as a destination for tourists and a home for residents. The implementation of the Main Street design guidelines and streetscape improvements would result in a more attractive, walkable downtown with new businesses, increased foot traffic, and employment opportunities that provide necessary goods/services to residents and visitors. These improvements will also facilitate opportunities that attract Southern Tier Expressway (I-86) commuters to the Village, retain existing residents and businesses, and provide a greater economic benefit and quality of life to the Village and its residents. Revitalizing the community with a more attractive downtown will draw visitors throughout the region, attract people to reside within the Village, and retain residents that already reside in Falconer. The proposed improvements will be a tremendous asset to the State, County, and Village by offering improved accessibility and circulation and building redevelopment.

Incorporation of multi-modal and complete street techniques to create a safer, more walkable downtown for all ages and abilities. It was identified in the Village's Comprehensive Plan that the community was in need of enhancing its Main Street to be safer and accessible for all users, including pedestrians, bicyclists, and motorists of all ages and abilities. With the revitalization of the Village it is essential to consider the needs of all people and to further enhance the streetscape with a complete streets approach, including the incorporation of bike lanes or bike boulevard on Falconer Street and Everett Street; high visibility crosswalks; curb extensions; and other streetscape amenities. These projects will strengthen the Village of Falconer as an accessible destination for visitors and contribute to its recreational core.

Improving amenities within Falconer's existing parks to increase use and establish programming. Falconer houses four neighborhood parks: Falconer Park, Lions Memorial Park, Davis Park, and Abe Mattison Millrace Park, which act as important recreational resources within the Village and County overall. The existing amenities of Abe Mattison Millrace Park, both passive and active, include picnic tables, grills, walking paths, a canoe launch, and access to the Chadakoin River. Falconer Park, the largest and most utilized park of the four is located on the western side of the Village and consists of tennis and basketball courts, a playground, walking paths, three pavilions, picnic areas with grills, and access to Moon Brook Creek. Davis Park, located near the Village Hall, is mostly used for passive recreation and small gatherings for summer music performances. Lions Memorial Park has a parking area and two baseball fields. However, as with any public park over time, the existing park facilities are in need of improvements and the overall park features are being underutilized due to the lack of programming. The Village's parks create many opportunities for physical activity, but also help to keep residents connected and engaged. By pursuing park improvements that provide a wider array of recreational activities, including upgrades to existing amenities, providing new site features, and establishing programming, the Village can

FUTURE POTENTIAL



New Disc Golf Grand Opening, August 2023



New Disc Golf Course in Falconer Park, 2023

continue to retain residents and attract visitors from across the region.

The Village has begun to expand on the amenities within its Parks. In 2020, the Falconer Rotary Club was awarded matching funds through the Rotary Foundation grant to install a disc golf course within the Park. With its installation in Spring 2023 and grand opening in August 2023, Falconer's new Disc Golf Course has already begun to attract players from across Chautauqua County. In July 2023, the Falconer Rotary Club was awarded grant funds from the Chautauqua Region Community Foundation to install two (2) concrete corn hole sets for daily use and Village tournaments.

Activation of the Chadakoin River waterfront to expand recreational opportunities, improve public access, and establish the Village of Falconer as a destination for those boating along the Chadakoin.

The Chadakoin River is located within walking distance of Falconer's downtown corridor. It runs through the Village offering users access to a beautiful natural feature from Abe Mattison Millrace Park and Lions Memorial Park. Currently, there are walking paths along the water's edge, as well as, an existing bridge allowing park users to cross from one bank to the other. This river is a great asset to the Village offering passive recreation and educational signage opportunities. By updating the existing walking paths, public access points, and seating opportunities along the river the Village can begin to activate the Chadakoin River waterfront and increase the interactions between park users and this natural feature.



Chadakoin River, 2023



Existing Foot Bridge Across the Chadakoin River, 2023

RECENT + IMPENDING JOB GROWTH

The Western New York Strategies for Prosperity highlight the importance of investing in downtowns, villages, and neighborhoods, especially implementing plans for smaller villages that create an attractive downtown corridor which help to retain existing residents and promote extended stays and higher visitor spending. The Village of Falconer, with support from its community, is making strides towards implementing the action items listed within its Comprehensive Plan to create a village that will improve residents' quality of life and foster regional employment through existing and new local businesses. By revitalizing its Main Street, enhancing park amenities, reusing underutilized buildings, implementing complete streets methods, and activating the Chadakoin River waterfront, Falconer will continue to reestablish itself as a destination within the greater Chautauqua County area.

There are several employers within the Falconer area including: Bush Industries, Monofrax LLC, SKF USA Inc, Jamestown Container, Serta Simmons Bedding, Acu-Rite, Fancher Chair Co.; however, most employees live outside of Falconer. The Village recognizes the importance of creating a more livable downtown that caters to those living and working within the Village boundary and is planning to make considerable efforts to improve the Village housing market to successfully compete for new residents and new businesses.

In 2023, SKF USA was awarded \$2,000,000 through the Empire State Development Grant Funds to purchase new machinery and equipment with a focus on implementing new technology and continued development of highly skill technical careers within the Aerospace bearings industry. SKF Aerospace, the world's leading manufacturer in rolling and bearing related products has locations in both Falconer and Jamestown; employing more than 690 employees in these two locations.

As described in the Economic Recovery Strategy for Western New York, smaller downtowns should strive to implement a plan to create a more vibrant downtown with ideal conditions for economic growth and innovation. The Village of Falconer is

working to create a neighborhood that will attract talent, foster new business development, and retain existing employers/residents by revitalizing its main street, providing additional recreational opportunities, and reusing underutilized buildings.

Combined with the Village's other initiatives to create a more livable, attractive streetscape, the Village continues to invest in its downtown to retain/expand local businesses, and to attract new residents and investors to the Village. Improvements to its downtown buildings and streets further contribute to Falconer's economic potential. It is the vision of the Village and greater Falconer community to showcase Falconer's spirit through its history, culture, recreation activities, and the design of its community.

New property owners along Main Street are in the process of renovating or have recently renovated existing buildings for new shops, eateries, and housing opportunities. PersNikkity Pies, a new bakery located on the northeast portion of Main Street opened its doors in May 2023. SKF Aerospace a leading industry in Falconer was recently awarded grant funding for purchase of new machinery and equipment, as mentioned previously. SKF Aerospace located just in close proximity to Falconer's downtown can focus on implementing new technology and continuing the development of highly skill technical careers within the Aerospace bearings industry; while providing



Falconer Central School District, 2021

FUTURE POTENTIAL

additional economic opportunities for Falconer. As current employers expand and as new small businesses multiply, Falconer is expanding the available diversified job opportunities within its downtown core with the expectation of more to become available.

Though much progress has been made in the Village of Falconer, there is a tremendous amount of potential to further revitalize the Village. Through the development of this plan, the Village has opportunities to envision the future of the Main Street corridor and the greater Falconer area.

Through much community feedback and public and private interest the Village is confident there is much potential for growth and future development within Falconer's downtown core.



Grand Opening of PersNikkity Pies on Main Street, 2023

SUPPORTIVE LOCAL POLICIES

The Western New York Strategies for Prosperity highlight the importance of investing in downtowns, villages, and neighborhoods, especially implementing plans for smaller villages that create an attractive downtown corridor which help to retain existing residents and promote extended stays and higher visitor spending.

Village of Falconer Comprehensive Plan The Village of Falconer, with support from its community, is making strides towards implementing the action items listed within its Comprehensive Plan to create a village that will improve residents' quality of life and foster regional employment through existing and new local businesses. Development of a Downtown Revitalization Master Plan was identified as an action item in the Village's Comprehensive Plan. By revitalizing its main street, enhancing park amenities, reusing underutilized buildings, implementing complete streets methods, and activating the Chadakoin River waterfront, Falconer will begin to reestablish itself as a destination within the greater Chautauqua County area.

Updated Zoning Code The Village is making an effort to plan for the future, promote the Village's attractiveness, and address changing demographics with projects such as the updating the Village's zoning code, adopting a Complete Streets resolution, and participating in the development of this Downtown Revitalization Master Plan. By making recent updates to their zoning code the Village can regulate the use of land and buildings to protect and promote the quality of life of Village residents within those boundaries.

Downtown Revitalization Master Plan With the development of this Downtown Revitalization Master Plan the Village can create a community-driven plan for future development and improvements within its downtown core. The plan highlights projects prioritized by a Steering Committee and the Falconer community and determines a path for future funding and implementation.



PUBLIC PARTICIPATION

PROCESS

Understanding and reflecting the concerns and preferences of the community was a critical component of the master planning process. A goal of the project was to ensure that all members of the community had opportunities to learn about the master planning process, provide input and feedback, and, ultimately, help shape the recommendations of the master plan. To accomplish this, a hybrid approach to community engagement was facilitated throughout the master planning process, providing a range of online and in-person activities for community members to participate in the project.

Project Website: To provide consistent communication with community members, a project website was developed and made publicly available throughout the duration of the project. The website included a project description and timeline, document downloads, a photo gallery of the target area, contact information, an events calendar, a project notifications sign-up, and a link to the online survey. The project website can be accessed via this link: <https://bartonloguidice.mysocialpinpoint.com/falconer-downtown-master-plan>.

Survey: To solicit initial community input for the master planning process, a survey was made available to the general public from May 26 to June 30, 2023. The survey was provided both online via the project website and in person at Village Hall, PersNikkity Pies, Falconer Vac Shop, and Falconer Printing & Design. The survey received a total of 193 responses. These responses are summarized below, but a full report of the survey results can be found in the Appendix.

Who Took the Survey: The survey included several “about you” questions in order to gain a general understanding of the demographic makeup of survey takers. Most respondents were either in the 35-54 age group (47%) or the 55-64 age group (25%). Many of the survey takers have been long-term residents of the Village, with 44% of respondents having been residents for more than 10 years and 11% having been residents for 5-10 years. Many of the survey takers were also property owners in the Village (49%) and/or students or a parents/guardians of a student in grade school in the Village

(28%). The vast majority of survey takers were in the Village on a year-round basis (96%), rather than seasonal. The majority of survey takers also owned their home in the Village (63%), while fewer rented their home Village (7%). Finally, there was a wide range of annual household incomes represented by the survey takers, with 5% at or below \$30,000, 26% within \$31,000-\$60,000, 24% within \$61,000-\$90,000, 26% within \$91,000-\$120,000, and 18% at or above \$121,000.

Key Takeaways: Outside of the “about you” section, the survey included nine questions. Five of those questions asked survey takers about their perception of and preferences for the Village of Falconer and the study area; the top responses for each of these question are detailed below.

Next, the survey asked participants about how often they visit the Falconer study area. For shopping and dining, most participants visited the study area either more than once per week (45%) or once per week (24%), as opposed to less than once per week, a few times per year, or never. The frequency at which participants visit the Falconer study area to utilize the parks/recreational amenities was less consistent, with 19% more than once per week 13% once per week, 18% less than once per week, 33% a few times per year, and 17% never. The most frequently cited park visited was Falconer Park.

Finally, the survey provided an opportunity for respondents to write in any other input they had on the Falconer study area. Frequently cited concerns were the prevalence of crime and a general sentiment of a lack of safety in the study area. Houselessness was often noted as a challenge for the Village. In terms of the future of the study area, many respondents indicated a desire for enhancing the appeal of the study area through building facade improvements, streetscape improvements (sidewalks, signage, lighting, street trees, etc.), more rigorous property maintenance, and business growth (in particular, destination businesses like restaurants and recreation/entertainment opportunities). Many expressed opposition to the development of low income housing in the study area.

Question	Top Three Answers
Which of the following had the greatest impact on your choice to live and/or invest in the Village of Falconer?	1. Good place to raise a family 2. School districts/educational opportunities 3. Safety
What are the biggest opportunities for the Falconer study area?	1. Addressing vacant storefronts/properties 2. Improve/expand commerce/retail 3. Expand parks and recreation opportunities
Please indicate your overall level of support for public investments (tax revenue) and funding pursuits (grants) for the following Village initiatives:	1. Improving building facades 2. Improving existing parks 3. Installation / maintenance of sidewalks
A 2019 Village of Falconer Comprehensive Plan workshop identified public feedback and interest to "beautify Main Street and to make it welcoming." Which of the following Main Street improvements would you like to see?	1. Improved facades 2. Planters 3. Street trees
Beyond basic infrastructure, what types of efforts should the Village prioritize in the study area?	1. Main Street facade improvements (storefronts) 2. Streetscape improvements (street trees/ tree canopy, bump-outs, benches, waste receptacles, etc.) 3. Complete streets improvements (sidewalks, bike lanes)

Public Workshop: The goal of the Public Workshop was to involve Falconer community members and stakeholders in the Falconer Downtown Revitalization Master Plan, collect their feedback on preliminary priority projects within the study area, and guide the decision-making process for the Falconer Downtown Revitalization Master Plan. Upon arriving, community members were asked to sign in and pick up a project flyer and comment card to fill out. The event started with a brief introduction by the Barton and Loguidice (B&L) consulting team about the project process and purpose, a summary of the NY Forward grant program, and the event format. Flyers for the NY Forward program were also available for attendees to review and take home. Members of the Steering Committee and the B&L consultant team were in attendance to facilitate the workshop and answer questions from community members.



Public Workshop, August 2023

Posters were set up in a gallery format in the Fire Exempts Hall, including the following:

- A map highlighting the study area and preliminary priority projects
- A poster summarizing the results of the community survey
- Two posters presenting eight total preliminary priority projects, with a sticker dot exercise encouraging attendees to vote for their preferred project(s)

Key Takeaways: 36 attendees were recorded on the sign-in sheet. All the attendees were provided with the sticker dots to give input on the preliminary priority projects for the Downtown Revitalization Master Plan. Community members were asked to use the sticker dots to vote for the preliminary priority projects that they would most like to see within the focus area. Images of the posters with attendees' feedback are provided on the following pages. The preliminary priority projects received the following number of votes from workshop attendees:

1. Building Façade Improvements – 36 votes
2. Multi-modal and Complete Streets Feasibility Study – 15 votes
3. Streetscape Improvements – 15 votes
4. Trail connection & Park Improvements – 13 votes
5. Waterfront activation – 12 votes
6. Main Street Design Guidelines – 12 votes
7. Parking Lot Improvements – 6 votes
8. Placemaking, wayfinding signage and connectivity – 4 votes

PUBLIC PARTICIPATION

PUBLIC SUPPORT

A critical part of the planning process is facilitating methods to gather public input. *The Village of Falconer has offered many public engagement opportunities to date to actively involve residents and stakeholders in the planning, funding, and implementation of its infrastructure projects.* The Village leaders recognize the importance of community participation and together they designed a planning process to actively involve the community. In an effort to ensure that the goals and action items of the population of the Village of Falconer were reflected in their Comprehensive Plan, a number of opportunities were provided to engage Village residents and stakeholders in the development of the Plan's vision and content. *These opportunities included the development of a steering committee comprised of Village officials, residents, business owners, and other key stakeholders; several rounds of community engagement; and a community-wide survey.* Through this process, local residents and shareholders shared their understanding and knowledge of the Village of Falconer and its connections to the surrounding area. They identified key issues, opportunities, and assets and worked to develop Falconer's vision, values, principles, priorities, and actions.

Stakeholders and local residents were asked to attend a public meeting specific to the Downtown Master Plan and NY Forward application on August 21, 2023 where 21 participants helped to identify potential projects for the Village's application. Local participants provided input and feedback through discussions on projects outlined in the Downtown Revitalization Master Plan, allowing for further development of ideas to guide the application moving forward, and to leverage prior planning initiatives to solidify the desired projects that will transform Falconer's downtown. Many public and private projects were discussed and included topics such as: placemaking, the importance of attracting visitors off I-86, providing affordable housing and new business opportunities along Main Street, park improvements, building facade improvements, and the development of the Village into a destination for tourists.

An additional stakeholder meeting was held on Tuesday, September 12th to engage local business owners and determine specific private projects to be included in the NY Forward application. There were 11 stakeholders in attendance; the group was comprised of Village officials, current property owners, and prospective property owners to discuss potential private investment projects.

Over the last few years, the Village has worked to establish and improve communication with its community and utilizes an active Facebook page and text updates/reminders to advertise important Village information and to keep residents informed.



NY Forward Stakeholder Meeting, Sept. 2023



Village of Falconer Facebook Page Post



MASTER PLAN

ABOUT THE PLAN

This Master Plan identifies improvements to a target development area in Falconer that could be implemented in a 5-10 year time frame. A Steering Committee consisting of local stakeholders also supported the development of this Plan by providing local insight, advertising community input opportunities, and reviewing draft materials. Finally, a consultant team of landscape architects, civil engineers, and community planners provided professional and technical expertise throughout the project process. These improvement recommendations were then fine-tuned using findings from the site visit, Online Public Survey, and Public Workshop. In other words, these projects are a direct reflection of the initiatives that the community expressed were the most important.

A narrative, cost estimate, supporting renderings, site plans, and/or images are provided with each of the proposed projects. It is important to note that each of the projects laid out in this Master Plan are preliminary and conceptual in nature, and will require some alteration based on future environmental and community conditions, engineering considerations, future construction costs / supply chain shortages / availability of materials, existing utility upgrades, and funding availability. However, because the projects and proposed designs presented herein have been developed based on substantial community input, implementation of proposed projects should follow closely the recommendations defined in this Plan. The probable costs for each project are based on construction estimates for 2023. A 25% increase to each cost estimate has been added to accommodate potential inflation trends for upcoming years.

This Master Plan is intended to serve as a framework by which improvements within the Focus Area, desired by the Falconer community, may be implemented. By having already analyzed the community's concerns and priorities, established conceptual plans for priority improvements, and identified potential funding sources, the Village of Falconer and Chautauqua County will be well-positioned to move recommended projects forward for the betterment of the overall community.

As funding becomes available, the Priority Projects conceptualized on the following Downtown Revitalization Master Plan Map should be considered for immediate implementation and followed closely as the projects move from the concept to design to construction phases.

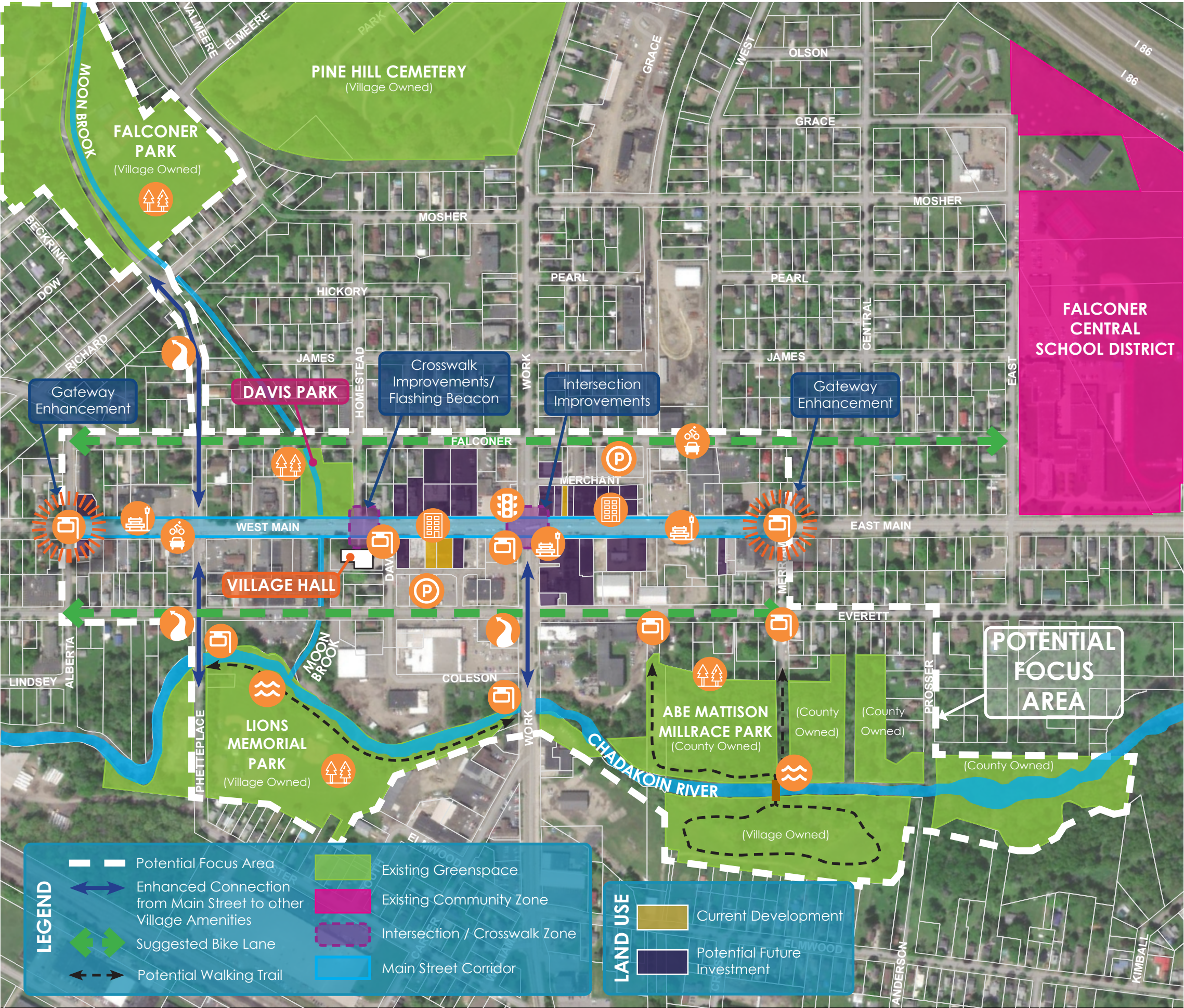
Master Plan Process



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VILLAGE OF FALCONER

DOWNTOWN REVITALIZATION MASTER PLAN



LEGEND

Potential Focus Area

Enhanced Connection from Main Street to other Village Amenities

Suggested Bike Lane

Potential Walking Trail

Existing Greenspace

Existing Community Zone

Intersection / Crosswalk Zone

Main Street Corridor

LAND USE

Current Development

Potential Future Investment

POTENTIAL PRIORITY PROJECTS:

- 

Main Street Design Guidelines

Create guidelines that enhance the overall streetscape appearance of certain design components within the Main Street corridor.
- 

Streetscape Improvements

Improve streetscape conditions; including: street trees, site furnishings (lighting, benches, trash receptacles, etc.), bump-outs, and crosswalk improvements.
- 

Building Facade Improvements

Determine guidelines for improvements to the exterior facade of building fronts or storefronts to enhance existing downtown character.
- 

Multi-Modal / Complete Streets

Identify strategies to create safer access for pedestrians, cyclists, and motorists of all users, ages, and mobility levels.
- 

Trail Connections

Enhance connections from the Downtown area to Chadakoin River and to the Village's existing parks.
- 

Park Improvements

Identify potential programming within the Village's parks to improve utilization and use.
- 

Parking Lot Improvements

Determine potential parking lot improvements to improve appearance & efficiency of use.
- 

Wayfinding / Signage

Identify points of signage and wayfinding to create a greater sense of place.
- 

Waterfront Activation / Enhancement

Provide accessible pathway connections from the Main Street corridor and create a loop trail system along the riverfront with bridge crossings to link Village and County owned green spaces. Limb up existing trees and clear understory plantings at various locations to enhance viewsheds and create access points along the river.

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TRANSFORMATIVE PROJECT OPPORTUNITIES

Main Street Design Guidelines Comprehensive Study

Village of Falconer



sity, population, current transportation will make the setting for streetscape involved from the start. For example, amenities for cohesive and

Landscape Forms
Alcott
Area
Light



Landscape Forms
Melville
Bench



Landscape Forms
Poe
Litter



Landscape Forms
Emerson
Bike
Rack



your commercial district while they socialize or wait. Bench placement is as important as design—locate them at regular intervals in places where people will feel comfortable sitting on them, i.e., not next to a trash can.

Trash Receptacles - Again, consider placement as much as design. If people have to walk more than half a block to throw away trash, most will not do it. Trash bags should be simple for sanitation workers to remove, yet be secure and resistant to vandalism and wind.

Main Street Approach Handbook: Design

any bike facilities at all. Complete Streets function as a system, ensuring that the transportation network as a whole provides safe and efficient access for all roadway users and only provides designated spaces for each mode when needed.

Vitality

Street design will create great places that attract commerce, encourage a thriving community, and promote all modes of transportation including walking, biking, public transit, and vehicles.

or Streets

life for Falconer's and visitors. Falconer's contributes to the supported by systems, which are citizens in mind and erse communities. ation systems will be designing new streets existing streets

the paramount objective g that lower design e implemented over y for drivers, pedestrians a county's Vision Zero fic collisions by 2030. ty, including those areas ct people of color, s. Improving safety is y where the 65-plus m 10% to 21% by 2045.

de range of benefits to e visual and economic streets with street trees, ment can reduce the and water quality, and change.



MAIN STREET DESIGN GUIDELINES

Prior to the implementation of Main Street streetscape improvements, it is essential that a Main Street Design Guidelines report is developed in order to create the most effective improvements for the Falconer community.

These Design Guidelines are intended to help community members and leaders implement a people-centered design process. The report analyzes needs and opportunities which impact the physical, economic, and social, characteristics of a downtown and provides a framework for providing solutions which implement design principles which support the overall streetscape improvement goals and shall be based on context-sensitive Complete Street design principles. The report may include:

Introduction:

Guiding Principles for Design, How to Use the Guide

Fundamentals For Your Unique District:

Researching Community History, Identifying Physical Assets, Determining Historic Significance

Public Space:

Wayfinding and Signage, Streetscape, Placemaking, and Parking

Existing Buildings:

Maintenance, Materials, Color Schemes, Storefronts, Transoms, Signage, Awnings, Lighting, Upper Story Windows, Cornices, Interiors.

Managing Change:

Master Planning, Vacant and Underutilized Properties, and New Construction

ITEM	DESCRIPTION	COST ESTIMATE
Evaluation of Existing Conditions		
	Project Kick-off Meeting and Site Walk, Inventory of Existing Conditions, Gather Drawings and Base Mapping (As-Built), Determine Public Outreach Strategy for Project, Community Visioning Workshop.	\$ 7,500 - \$9,375
Preparation of Conceptual Design Plans / Case Studies / Precedent Images		
	Prepare Concept Plan Alternatives, Identify most appropriate development, materials, style, economic benefits, cost, and infrastructure needed to support infrastructure.	\$5,000 - \$6,250
Draft Main Street Design Guidelines		
	Develop Draft Main Street Design Guidelines, Identify standard main street design guidelines, consistent materials, sections, etc.	\$7,500 - \$9,375
Public Outreach		
	Community Meeting, Solicit Input from Stakeholders + Community Members, Develop presentation materials, document comments.	\$5,000 - \$6,250
Conceptual Design Plan Presentation and Approval by City		
	Prepare Final Conceptual Design, Meet with City to Present Final Plan.	\$5,000 - 6,250
Develop Final Design Guidelines		
	Prepare Final Design Guidelines, Meet with City to Present Final Plan, Establish Priorities + Strategy for Funding.	\$10,000 - \$12,500
TOTAL:		\$ 40,000 - \$50,000

*Range indicates 25% increase to accommodate potential inflation trends.

VILLAGE OF FALCONER MULTI-MODAL & COMPLETE STREETS FEASIBILITY STUDY

"A Complete Streets approach integrates people and place in the planning, design, construction, operation, and maintenance of our transportation networks."

COMPLETE STREETS

1

20

33

47

COMPLETE STREETS

58

65

81

93

102

120

Guidance on for Streets

Quality of life for Falconer's residents, businesses, and visitors. Falconer's Vision Zero Plan contributes to the quality of life for residents that are supported by transportation systems, which are essential to the well-being of our citizens in mind and among diverse communities. Transportation systems will be essential for designing new streets and retrofitting existing streets as:

It will be the paramount objective of the county, meaning that lower design speeds will be implemented over time to maximize safety for drivers, pedestrians, and bicyclists. Consistent with the county's Vision Zero goal to reduce and fatal traffic collisions by 2030, the county, including those areas that disproportionately affect people of color, low-income communities. Improving safety is a priority in a county where the 65-plus population is projected to increase from 10% to 21% by 2045.

Chapter 7: Green Streets

- 7.1 Urban Forestry
- 7.2 Stormwater Management

Chapter 8: Implementation

- 8.1 Agency Responsibilities on County Streets
- 8.2 Project Development Process
- 8.3 Permits and Approvals

Key Reference Documents

Appendix A: Quick Reference Charts

- A.1 Street Design Parameters
- A.2 Street Design in constrained Rights of Way
- A.3 Prioritizing Street Design Features



the adjacent land uses. Some areas may have dedicated bus-only lanes on certain streets, and some streets may vary in what degree of bike facilities they have or whether they require any bike facilities at all. Complete Streets function as a system, ensuring that the transportation network as a whole provides safe and efficient access for all roadway users and only provides designated spaces for each mode when needed.

Sustainability

Street design will seek to achieve a wide range of benefits to enhance ecological functions and the visual and economic appeal of a streetscape. Sustainable streets with street trees, vegetation, and stormwater management can reduce the urban heat island effect, improve air and water quality, and assist in reducing the effects of climate change.

Vitality

Street design will create great places that attract commerce, encourage a thriving community, and promote all modes of transportation including walking, biking, public transit, and vehicles.



MULTI - MODAL & COMPLETE STREETS FEASIBILITY STUDY

Multi-modal and complete streets are strategies to planning, designing, building, operating, and maintaining streets which allows for safe access for all users including pedestrians, bicyclists, motorists and public transit users at any ages or abilities.

The development of a Multi-Modal and Complete Streets Feasibility Study for the Village of Falconer, and specifically for Falconer Street and Everett Street, will assist in identifying improvements necessary for allowing safe travel along these two road corridors. Guidelines developed are meant to act as a framework for the Falconer Community to follow when making improvements or changes to streets, and align with Falconers overarching goals for the Community.

The development of a Multi-Modal and Complete Streets Feasibility Study will address pedestrian safety, traffic calming opportunities, bicyclist

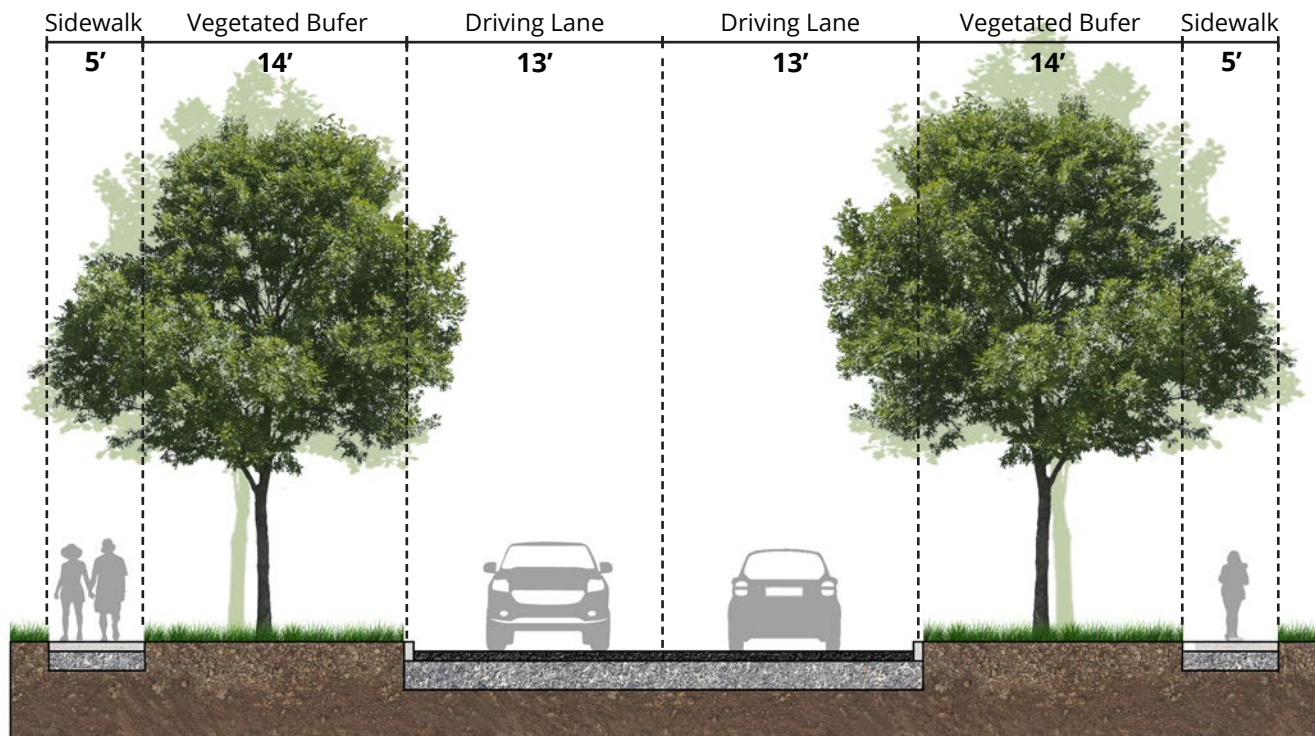
infrastructure, and streetscape improvement concerns expressed by the Falconer Community.

The study will focus on safety improvements for pedestrians, non-motorized and motorized vehicles; multi-modal opportunities; drainage improvements; street furnishing improvements; accessibility upgrades; and street beautification and landscaping.

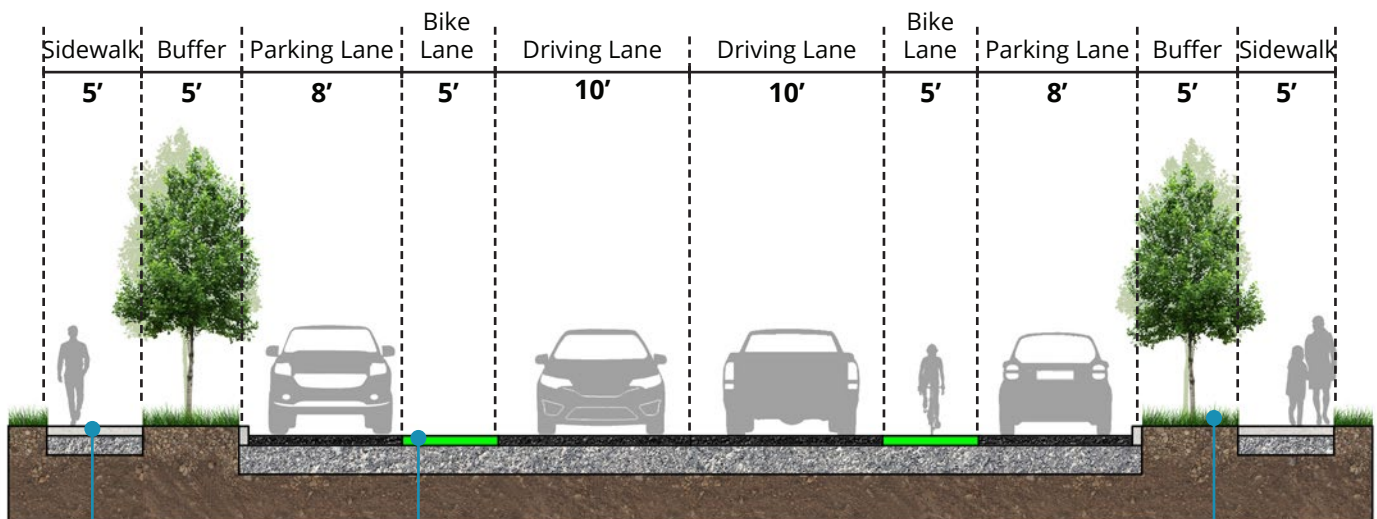


ITEM	DESCRIPTION	COST ESTIMATE
Evaluation of Existing Conditions		
	Project Kick-off Meeting and Site Walk, Inventory of Existing Conditions, Gather Drawings and Base Mapping (As-Built), Determine Public Outreach Strategy for Project, Community Visioning Workshop.	\$ 20,000 - \$25,000
Preparation of Conceptual Design Plans / Case Studies / Precedent Images		
	Prepare Concept Plan Alternatives, Identify most appropriate development, materials, style, economic benefits, cost, and infrastructure needed to support infrastructure.	\$7,500 - \$9,375
Draft Main Street Design Guidelines		
	Develop Draft Main Street Design Guidelines, Identify standard main street design guidelines, consistent materials, sections, etc.	\$20,000 - \$25,000
Public Outreach		
	Community Meeting, Solicit Input from Stakeholders + Community Members, Develop presentation materials, document comments.	\$7,500 - \$9,375
Conceptual Design Plan Presentation and Approval by City		
	Prepare Final Conceptual Design, Meet with City to Present Final Plan.	\$5,000 - \$6,250
Develop Final Design Guidelines		
	Prepare Final Design Guidelines, Meet with City to Present Final Plan, Establish Priorities + Strategy for Funding.	\$20,000 - \$25,000
TOTAL:		\$80,000 - \$100,000

*Range indicates 25% increase to accommodate potential inflation trends.



EXISTING STREETSCAPE SECTION



PROPOSED STREETSCAPE SECTION

Active Sidewalks

Sidewalks are ADA Accessible, wide, safe, and appropriately transition into the street when needed.

Dedicated Bike Lanes

Visible pavement markings identifying bike lanes allow for safer travels for both cyclists, and motorists. Bike lanes have the ability to increase the number of people who use cycling as a mode of transportation.

Planting Strip

Street trees and landscaping provide street calming effects, and have the ability to slow traffic down. They provide shade, create a buffer between vehicular traffic and people, and improve aesthetics.



MULTI - MODAL & COMPLETE STREETS INFRASTRUCTURE IMPLEMENTATION

Proposed improvements include roadway improvements, new cyclist infrastructure, and new site furnishings.

New recommended cyclist infrastructure includes new bike lanes along Everett and Falconer Street, new vegetated buffers, and new bike route signage.

New recommended pedestrian infrastructure improvements include pedestrian flashing LED beacons, high visibility crosswalks, ADA accessible ramps, and detectable warning strips. These improvements would provide greater accessibility and safety for pedestrians traveling throughout the Falconer Street and Everett Street corridors.

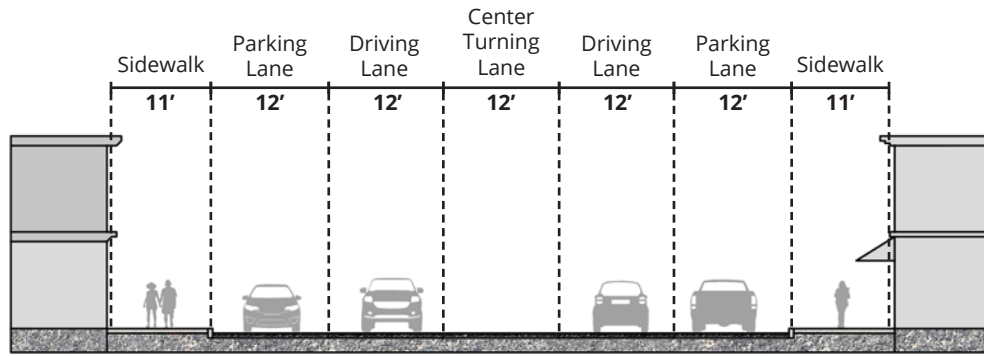
Flashing LED beacons may be incorporated at major or higher speed intersections, and high visibility crosswalks, ADA accessible ramps, and detectable warning strips are recommended at any pedestrian crossing.

New recommended site furnishings include pedestrian lighting, benches, trash receptacles, and interpretive panels. These furnishings shall carry a common theme throughout to develop a sense of character and connectivity within Falconer. Strategically placing furnishing elements along the Falconer Street and Everett Street corridors may encourage pedestrians to stay and enjoy the area, draw people into communal areas and encourage social interaction.

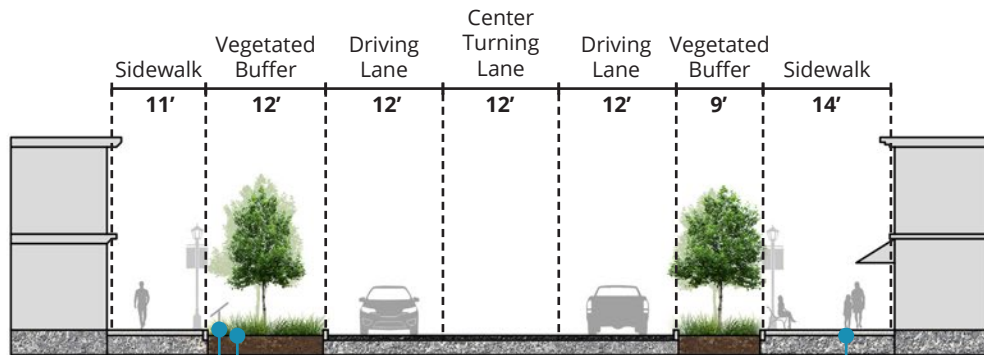
ITEM	DESCRIPTION	COST ESTIMATE
Unclassified Excavation		
		\$288,750 - \$360,940
Roadway Improvements		
Milling & Resurfacing		\$418,000 - \$522,500
New Concrete Curb		\$846,000 - \$1,057,500
Full Depth Asphalt Reconstruction		\$1,084,800 - \$1,356,000
Pavement Striping		\$28,200 - \$35,250
New Pavement Symbols	Assume 16 new symbols	\$1,600 - \$2,000
New Signage	Provide 10 new bike way signs	\$6,000 - \$7,500
Turf Restoration		\$31,500 - \$39,375
Drainage Allowance		\$300,000 - \$375,000
New Pedestrian Infrastructure		
New Pedestrian Flashing LED Beacon	Provide 4 new beacons	\$8,000 - \$10,000
New High Visibility Crosswalks		\$9,000 - \$11,250
New ADA Accessible Ramps		\$10,000 - \$12,500
New Detectable Warning Strips		\$200,000 - \$250,000
New Site Furnishings		
New Bike Racks	Provide 4 new bike racks.	\$8,000 - \$10,000
Design Services		
Existing Conditions (10%)		\$323,990 - \$404,990
Survey, Engineering Design, CDs (20%)		\$647,970 - \$809,960
Pilot Project, Traffic Study (10%)		\$80,000 - \$100,000
Bidding, Permitting (5%)		\$162,000 - \$202,500
Equipment/ Mobilization (5%)		\$162,000 - \$202,500
TOTAL:		\$4,615,810 - \$5,769,760

* Please note this cost estimate is based on the maximum build- out of Falconer and Everett Street; maintaining the existing roadway width and existing parallel parking.

*Range indicates 25% increase to accommodate potential inflation trends.



EXISTING STREETSCAPE SECTION



PROPOSED STREETSCAPE SECTION

Educational Signage

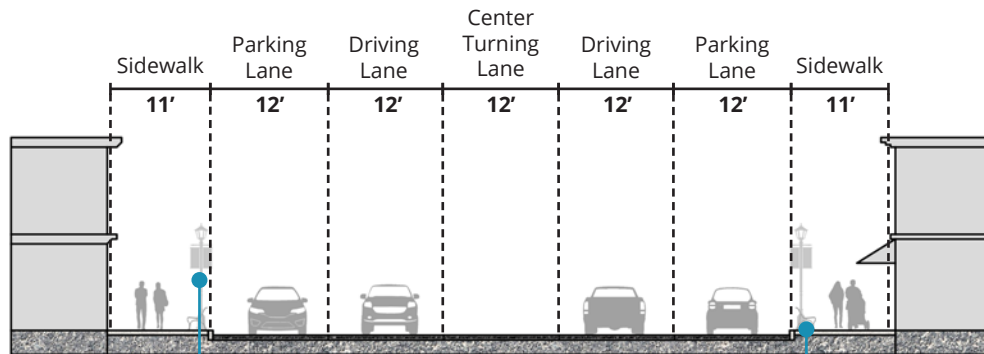
Educational signage encourages learning, allows pedestrians to have a more interactive experience within spaces, can promote environmental conservation, and can help develop a lasting understanding of the Village of Falconer's values.

Planting Strip

Street trees and landscaping provide street calming effects, and have the ability to slow traffic down. They provide shade, create a buffer between vehicular traffic and people, and improve aesthetics.

Active Sidewalks

Sidewalks are ADA Accessible, wide, safe, and appropriately transition into the street when needed.



PROPOSED STREETSCAPE SECTION

Lighting & Signage

Adding banners to new light poles will carry the identity of Falconer throughout the Village. Placing characteristic and consistent lighting throughout the Main Street Corridor will create a safer and comfortable environment.

Street Furnishings

Strategically placing furnishing elements along the Main Street corridor may encourage pedestrians to stay and enjoy the area, draw people into communal areas and encourage social interaction.



MAIN STREET STREETSCAPE IMPROVEMENTS

It is recommended that Main Street Design Guidelines be developed to establish a vision for the Main Street corridor and inform any future improvements. Complete Streets design principles will also be incorporated into these improvements.

New streetscape bump-outs/extended curbs would serve multiple purposes for the community including creating a safe and pedestrian friendly corridor, increase aesthetics and vibrancy, and provide environmental benefits. These bump outs may include new bioretention areas, plantings, and new street trees. Bump-outs may be incorporated at major intersections along with many other locations where there are existing crosswalks. Bump-outs and other pedestrian infrastructure improvements, including: pedestrian flashing LED beacons, high visibility crosswalks, ADA accessible ramps, and detectable warning strips establish safer

streetscapes by narrowing the crossing distance for pedestrians from one side of the street to the other, increase pedestrian visibility to oncoming traffic, and act as traffic calming measures causing drivers to reduce their speed. The incorporation of rain gardens, bioswales, and street trees create a more colorful downtown and improve overall environmental health by absorbing and filtering excess stormwater.

New recommended site furnishings include pedestrian lighting, benches, trash receptacles, and interpretive panels. These furnishings shall carry a common theme throughout to develop a sense of character and connectivity within Falconer. Strategically placing furnishing elements along the Main Street corridor may encourage pedestrians to stay and enjoy the area, draw people into communal areas and encourage social interaction.

ITEM	DESCRIPTION	COST ESTIMATE
Unclassified Excavation		
		\$52,500 - \$65,625
Roadway Improvements		
New Concrete Curb	Provide new curb around all new bump-outs	\$160,000 - \$200,000
Milling and Resurfacing	Includes top course and binder course	\$376,000 - \$470,000
Full Depth Asphalt Reconstruction	Includes 2ft wide buffer around new bump-outs	\$36,000 - \$45,000
Drainage Allowance		\$100,000 - \$125,000
New Streetscape Bump-outs		
New Bioretention Areas	Includes bioretention soil, filter stone, and under drains	\$275,000 - \$343,750
New Bioretention Plantings	Provide 1,000 plantings for new bioretention areas	\$31,650 - \$39,565
New Street Trees	Assume 15 new street trees	\$15,000 - \$18,750
New Site Furnishings		
New Pedestrian Lighting	Assume 30 new pedestrian light poles	\$225,000 - \$281,250
New Benches	Provide 10 new benches	\$25,000 - \$31,250
New Trash Receptacles	Provide 6 new trash receptacles	\$9,000 - \$11,250
New Interpretive Panels	Provide 2 interpretive signage panels for bioretention areas	\$8,000 - \$10,000
New Pedestrian Infrastructure Improvements		
New Pedestrian Flashing LED Beacon	Assume 2 new beacons	\$4,000 - \$5,000
New High Visibility Crosswalks	Provide new crosswalks where needed	\$3,990 - \$4,990
New ADA Accessible Ramps	Provide 8 new sidewalk ramps	\$80,000 - \$100,000
New Detectable Warning Strips	Provide new detectable warning strips for new ramps	\$4,000 - \$5,000
Design Services		
Existing Conditions (10%)		\$140,520 - \$175,650
Survey, Engineering Design, CDs (20%)		\$281,030 - \$351,290
Permitting (5%)		\$70,260 - \$87,825
Equipment/ Mobilization (5%)		\$70,260 - \$87,825
TOTAL:		\$1,967,210 - \$2,459,012

*Range indicates 25% increase to accommodate potential inflation trends.



● Preserve Decorative Masonry

● Reconstruction of Masonry

● Remove Remnants & Vestiges of Former Signage

● New Canvas Awning

Existing Main Street Buildings



Building Facade Improvement Examples



BUILDING FACADE IMPROVEMENTS

According to the public survey, improving building facades was within the top three answers for four out of the five questions pertaining to improvements and preferences for the Village of Falconer and the Focus Area.

The goal for building facade improvements within Falconer is to ensure that new buildings or renovations to existing structures match and enhance the existing building facade character within Falconer.

Recommended design elements to be analyzed and developed include building footprint and location relative to adjacent buildings, roof configuration, building envelope (height, mass, height/width ratio), facade - use of compatible surface materials, and facade openings (window and doorway treatments). These design elements will serve as the guides for new development in the commercial core area.

Main Street Design Guidelines and Building Facade Improvement Guidelines are planning documents that should be developed to provide distinct and specific improvements that enhance the overall aesthetic of the existing buildings and preserve the historic character of this unique buildings.

Facade improvements produce many economic benefits, including enhancing and strengthening locally owned businesses by creating more inviting building exteriors. These improvements often attract new businesses and shoppers to the area and motivate adjacent businesses to make additional improvements.

ITEM	DESCRIPTION	COST ESTIMATE
Improvements Related to Building Facades		\$ 950,000 - \$1,187,500
	Village Identifies Interested Stakeholders	
	Village/Committee/Stakeholders Identify Specific Buildings	
Design Services		\$ 50,000 - \$62,500
	Planning Documents to create Building Facade Guidelines	
	Public Outreach	
TOTAL:		\$ 1,000,000 - \$1,250,000

*Range indicates 25% increase to accommodate potential inflation trends.



Precedent Signage Examples



PLACEMAKING & WAYFINDING SIGNAGE

Placemaking and wayfinding signage is an essential component of any Village as it assists in establishing where we are, along with where we might need or want to go. The types of signage can include informational, directional, and identification. Signs are intended to be highly visible and attract attention - they often produce a lasting impression on visitors and provide an indication of the vitality of the Village. The type of signage and their design should have a consistent theme and correspond to Falconer's village aesthetic. General design guidelines for wayfinding and placemaking shall be included in the overall Main Street Design Guidelines.

Gateway signage is signage which clearly introduces and welcomes residents, visitors, or those passing through, into the Village of Falconer. It creates a sense of place and pride and catches people's attention passing by. Currently, Falconer lacks recognizable entry signage along Main Street and Work Street. The recommendation of implementing enhanced gateways includes installing new entrance signs at each gateway and creating planting areas around the signage.

The recommendation of wayfinding signage includes a new wayfinding kiosk, new directional signage, new banners along existing utility poles, and new banners along new light poles. A wayfinding

kiosk can include a map of the Village of Falconer, point out popular amenities and trail systems, and provide distances to those amenities from the kiosk location. Directional signage is suggested for identifying amenities, and trail systems to guide pedestrians throughout the Village of Falconer. It is suggested to add banners to existing utility poles and to new light poles to carry the identity of Falconer throughout the Village.

The recommendation of new educational signage is encouraged along Moon Brook, the Chadakoin river, and the Main Street Corridor to assist in informing residents and visitors of ecological and historic value within Falconer. Educational signage encourages learning, allows pedestrians to have a more interactive experience within spaces, can promote environmental conservation, and can help develop a lasting understanding of the Village of Falconer's values.

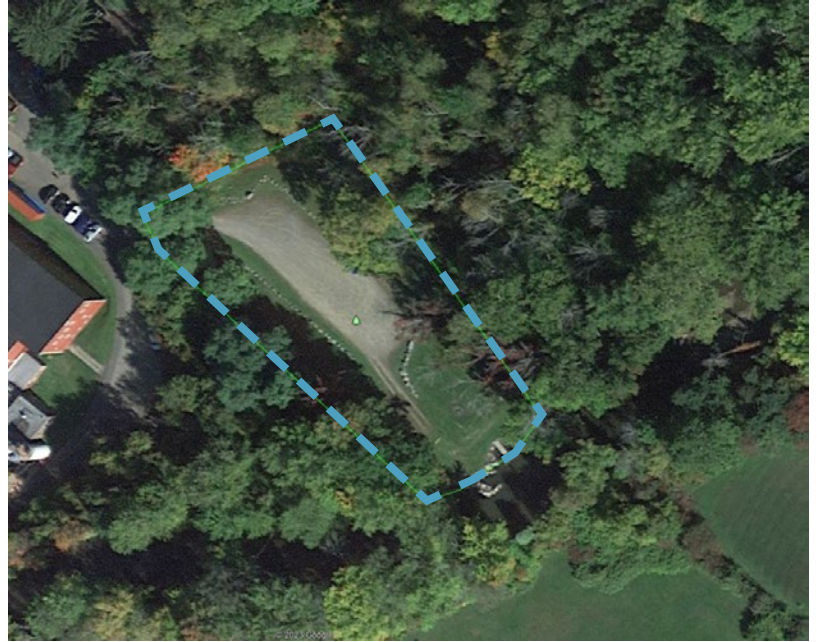
ITEM	DESCRIPTION	COST ESTIMATE
Enhanced Gateways		
New Planting Areas around Existing Entrance Signs	Assume planting around 4 entrance signs.	\$10,000 - \$12,500
New Entrance Signs at each Gateway	Assume 4 entrance signs.	\$20,000 - \$25,000
New Wayfinding Signage		
New Wayfinding Kiosk	Provide 1 new kiosk	\$6,000 - \$7,500
New Wayfinding Directional Signage	Provide 3 multi-finger signs	\$18,000 - \$22,500
New Banners along New Light Poles	Provide 30 new banners on new light poles	\$36,000 - \$45,000
New Educational Interpretive Signs		
Moon Brook	Assume 1 interpretive signage panel	\$4,000 - \$5,000
Chadakoin River	Assume 1 interpretive signage panel	\$4,000 - \$5,000
Main Street Corridor (Historic Main Street)	Assume 1 interpretive signage panel	\$4,000 - \$5,000
TOTAL:		\$102,000 - \$127,500

*Range indicates 25% increase to accommodate potential inflation trends.

EXISTING CONDITIONS



Falconer Park



Abe Mattison Millrace Park



Davis Park



Lions Memorial Park



PARKS MASTER PLAN

The development of a Falconer Parks Master Plan would help the Village identify community-driven improvements for Falconer Park, Abe Mattison Park, Lions Memorial Park, and Davis Park that could be implemented in a 5-10 year time frame. Improvements described would be conceptualized through substantial community input – which may be completed through a Recreational Demand Survey, Interactive Map, and/or Public Workshop. A Steering Committee consisting of local stakeholders would be created and support the development of this Plan by providing local insight, advertising community input opportunities, and reviewing draft materials. Finally, a consultant team of landscape architects, civil engineers, and community planners would provide professional and technical expertise throughout the project process.

The Priority Improvements recommended within the Parks Master Plan are Park enhancements which community members rate the highest through the Recreational Demand Survey. These improvement recommendations are then fine tuned using findings from the site visit, Interactive Map, and Public Workshop. In other words, these

projects are a direct reflection of the initiatives that the community express as the most important.

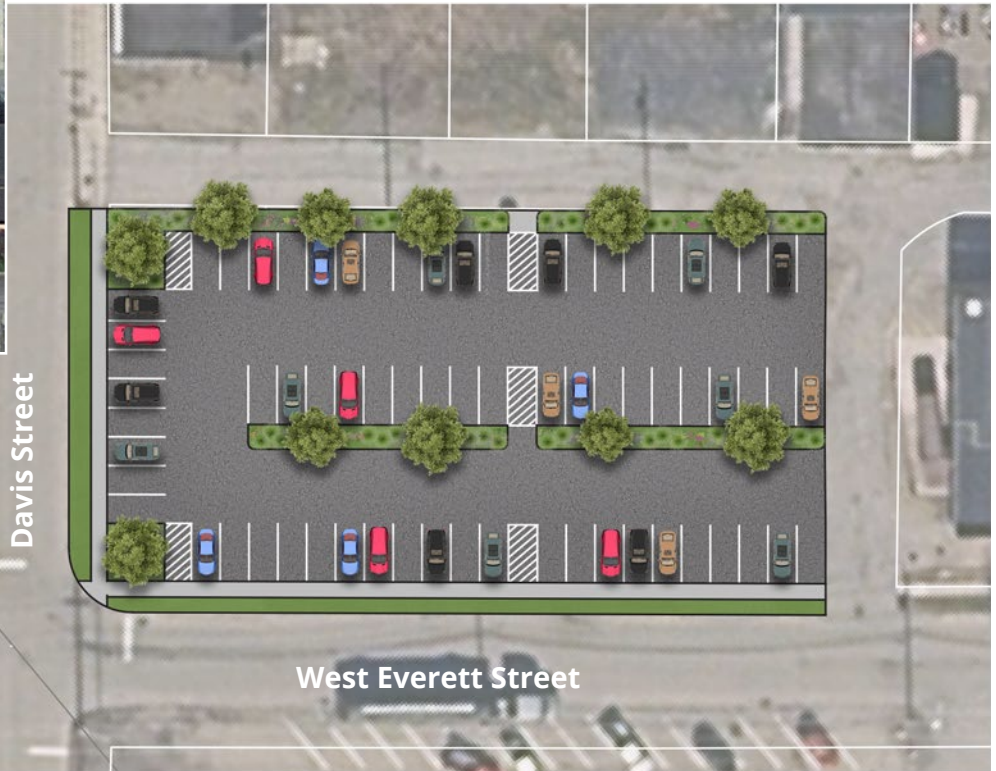
A narrative, cost estimates, and supporting renderings, site plans, and/or images are presented for each of the Parks projects. It is important to note that each of the projects laid out in this Master Plan is not set in stone, as they may require some alteration based on future environmental and community conditions, engineering considerations, and funding availability. However, because the projects and proposed designs presented herein will have been developed based on substantial community input, implementation of proposed projects should follow closely the recommendations defined in this Plan.

This Parks Master Plan would serve as a framework by which the Falconer Parks system improvements desired by the Falconer community may be implemented. By having analyzing the community's concerns and priorities, establishing conceptual plans for priority improvements, and identifying potential funding sources, the Village of Falconer and Chautauqua County will be well-positioned to move forward with the improvements.

ITEM	DESCRIPTION	COST ESTIMATE
Evaluation of Existing Conditions		
	Project Kick-off Meeting and Site Walk, Inventory of Existing Conditions, Gather Drawings and Base Mapping (As-Built), Determine Public Outreach Strategy for Project, Community Parks Survey.	\$20,000 - \$25,000
Preparation of Conceptual Design Plans		
	Develop Site Analysis / Needs and Opportunities Plans, Prepare Concept Plan Alternatives.	\$20,000 - \$25,000
Draft Parks Master Plan		
	Develop Draft Parks Master Plan, Identify standard Parks design guidelines, consistent materials, sections, plans, etc.	\$30,000 - \$37,500
Public Outreach		
	Community Meeting/Presentation, Develop presentation materials, document comments.	\$20,000 - \$25,000
Final Parks Master Plan		
	Prepare Final Conceptual Design, Meet with City to Present Final Plan, Establish Priorities + Strategy for Funding.	\$20,000 - \$25,000
Conceptual Design Plan Presentation and Approval by City		
	Develop Final Master Plans, Meet with City to Present Final Plan.	\$10,000 - \$12,500
		TOTAL: \$120,000 - \$150,000

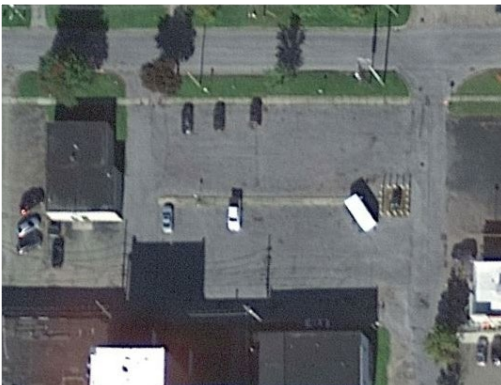
*Range indicates 25% increase to accommodate potential inflation trends.

Existing Condition



Proposed Concept Plan

Existing Condition



Proposed Concept Plan



PARKING LOT IMPROVEMENTS

Two parking lots within Falconer have been identified as needing improvement. The first one is located at the northeast corner of Davis Street and West Everett Street. It is in a prime location for shoppers at the adjacent CVS Pharmacy, Tops, United States Postal Service, or visitors to the Falconer Public Library or Davis Park. Additionally, it is within walking distance to the local businesses along Main Street. The second parking lot is located directly south of the intersection of West James Street and East Falconer Street. It is directly behind all of the major local businesses along Main Street but is in a location where it can be easily missed. Both parking lots are currently in need of resurfacing, clearly identifiable parking lanes, lack green infrastructure, and require visible public parking signage.

The recommendation to improve parking lot conditions includes resurfacing the lots, new parking stall striping, new planted islands, and clearly designated public parking signage along with entry and exit signage.

Resurfacing the parking lots eliminates safety hazards from damages, and will improve the appearance of them.

Re-striping the parking lot will streamline traffic flow

and encourage more efficient use of the parking lots.

The addition of planted islands and trees provide environmental benefits including absorbing and filtering excess stormwater, and supporting biodiversity through various plantings preferred by pollinators. Introducing canopy trees also increases the amount of shade during summer months. Trees and plantings will also improve the natural aesthetics of the parking lot and make it a more inviting place.



Parking Lot Precedent Image

ITEM	DESCRIPTION	COST ESTIMATE
Parking Lot Improvements		
Milling and Resurfacing of Parking Lots		\$177,000 - \$221,250
New Parking Stall Striping		\$2,500 - \$3,125
Precast Concrete Parking Blocks		\$28,750 - \$35,940
Drainage Allowance		\$25,000 - \$31,250
New Planted Islands		
New Planted Areas		\$14,580 - \$18,225
New Shade Trees	Provide 10 new shade trees	\$10,000 - \$12,500
Design Services		
Existing Conditions (10%)		\$25,790 - \$32,240
Survey, Engineering Design, CDs (20%)		\$51,570 - \$64,462
Bidding, Permitting (5%)		\$12,900 - \$16,125
Equipment/ Mobilization (5%)		\$12,900 - \$16,125
TOTAL:		\$360,990 - \$451,240

*Range indicates 25% increase to accommodate potential inflation trends.



NEXT STEPS

TAKING ACTION

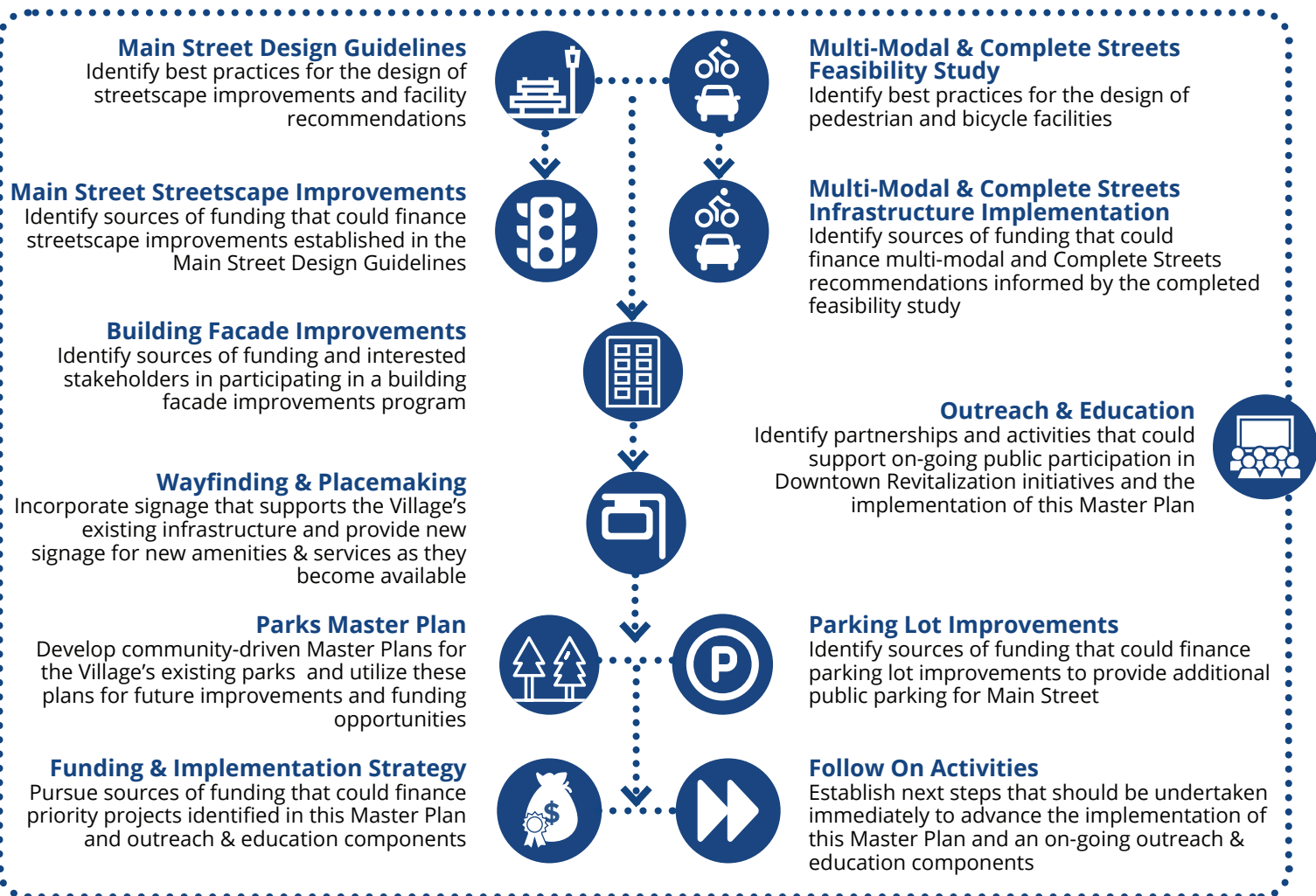
Understanding and reflecting the concerns and preferences of the community was a critical component of this master planning process. A goal of the project was to ensure that all members of the community had opportunities to learn about the master planning process, provide input and feedback, and, ultimately, help shape the recommendations of the master plan. To accomplish this, a hybrid approach to community engagement was facilitated throughout the master planning process, providing a range of online and in-person activities for community members to participate in the project.

PHASING

Sources of funding to implement these recommendations were identified, and immediate next steps to be undertaken were outlined. The framework for how all these priority projects relate to one another and may be implemented is depicted below.

It is important to note that this Master Plan is only the beginning of the process, the first step towards establishing a robust, accessible Downtown within the Village. It is essential that the appropriate Village committees and departments continue to serve as champions of this Master Plan by building on recent and ongoing revitalization and Complete Streets initiatives, advocating for further studies, pursuing implementation funding, raising public awareness and support, and regularly updating this document as community conditions evolve over time.

Priority Project Phasing Diagram



POTENTIAL FUNDING SOURCES

NY Forward

NY Forward (NYF) was launched in 2022 to support a more equitable downtown recovery for New York's smaller and rural communities, with a focus on hamlets, villages, and neighborhood-scale municipal centers. Similar to the DRI, the DOS administers the Governor's NYF program in close coordination with HCR, ESD, NYSERDA, and several other State partners. Both public and private investment projects are eligible under this program, but they must fall within the chosen focus area and align with the Regional Economic Development Council goals for the region.

Eligible Priority Projects: Main Street Streetscape Improvements; Multi-Modal Complete Streets Infrastructure Implementation; Building Facade Improvements; Placemaking & Wayfinding Signage; Park Improvements

Transportation Alternatives Program (TAP)

TAP funding is available to projects which improve the quality of life of the community, as a whole as well as providing economic and social benefits. TAP funds can be used for a variety of alternative transportation projects, including the construction of pedestrian and bicycle facilities; conversion of abandoned railroad corridors for trail use; and infrastructure-related projects to provide access for and improve the safety of individuals with all ages and abilities. TAP funds are made available through the Federal Highway Administration and are administered by the New York State Department of Transportation (DOT). The competitive solicitation process is undertaken by the DOT, working through the metropolitan planning organizations in the state. The program provides up to 80% of the cost of each project, with the remaining share coming from the local project stakeholder.

Eligible Priority Projects: Main Street Streetscape Improvements; Multi-Modal Complete Streets Feasibility Study; Multi-Modal Complete Streets Infrastructure Implementation

Transportation Improvement Program (TIP)

The TIP establishes federal funding eligibility for transportation improvement projects that will strengthen and enhance the transportation system. This includes transit, roadway and bridge, bicycle and pedestrian projects, and other transportation improvement projects.

Eligible Priority Projects: Main Street Streetscape Improvements; Multi-Modal Complete Streets Feasibility Study; Multi-Modal Complete Streets Infrastructure Implementation

New York Main Street Program

The New York Main Street grant program provides funds to units of local government, and not-for-profit organizations that are committed to revitalizing historic downtowns, mixed-use neighborhood commercial districts, and village centers. Eligible activities include: building renovation projects, downtown anchor projects, and technical assistance grants.

Eligible Priority Projects: Main Street Streetscape Improvements; Building Facade Improvements; Parking Lot Improvements

Community Development Block Grant Program (CDBG)

The Community Development Block Grant (CDBG) Program supports community development activities to build stronger and more resilient communities. Eligible projects may include infrastructure improvements, economic development projects, public facilities installation, community centers, housing rehabilitation, public services, clearance/acquisition, microenterprise assistance, code enforcement, homeowner assistance, etc.

Eligible Priority Projects: Main Street Streetscape Improvements; Multi-Modal Complete Streets Infrastructure Implementation; Building Facade Improvements

NEXT STEPS

NYS Office Of Parks, Recreation, & Historic Preservation Park Program Grant

This matching grant program can be utilized for the planning, development, and acquisition of Parks and recreational facilities. The goals of the program include restoring and conserving land and water features, rehabilitating Park structures, and completing structural assessments and other Park planning steps. Both indoor and outdoor projects are eligible under this program, but they must align with NY Statewide Comprehensive Outdoor Recreation Plan (SCORP) priorities.

Eligible Priority Projects: Park Improvements; Placemaking & Wayfinding Signage

USDOT Recreational Trails Program

This matching grant program utilizes funds from the Federal Highway Administration and is administered by the NYS Office of Parks, Recreation, & Historic Preservation. It is geared toward the development, maintenance, and acquisition of trails. In order to be eligible for funding, the proposed project must be accessible to the general public and identified in (or further a goal in) the NY SCORP.

Eligible Priority Projects: Park Improvements; Placemaking & Wayfinding Signage

Parks & Trails Partnership Program

This \$500,000 capacity-building matching grant program is funded by the NYS Environmental Protection Fund in partnership with the NYS Office of Parks, Recreation, & Historic Preservation. The program has several goals:

1. Preserve, maintain, and promote NYS recreational assets.
2. Increase the sustainability, effectiveness, and capabilities of not-for-profit organizations that support NYS recreational assets.
3. Promote tourism and economic development by expanding a statewide network of Parks and trails.

Eligible Priority Projects: Park Improvements; Placemaking & Wayfinding Signage

Green Innovation Grant Program

Competitive grants are awarded annually to projects that improve water quality and mitigate the effects of climate change through the implementation of one or more of the following green practices: Green Stormwater Infrastructure, Energy Efficiency, Water Efficiency and Environmental Innovation.

Eligible Priority Projects: Main Street Streetscape Improvements; Parking Lot Improvements; Placemaking & Wayfinding Signage

Climate Smart Communities Program

Climate Smart Communities (CSC) is a New York State program that helps local governments take action to reduce greenhouse gas emissions and adapt to a changing climate. The program offers grants, rebates for electric vehicles, and free technical assistance.

Eligible Priority Projects: Main Street Streetscape Improvements; Multi-Modal Complete Streets Infrastructure Implementation



VILLAGE OF FALCONER Downtown Revitalization Master Plan

APPENDICES

APPENDIX A

APPENDIX A





APPENDIX A





APPENDIX A





APPENDIX A



APPENDIX B



Village of Falconer Downtown Master Plan SURVEY

More on
other side!



Visit the project
website!



The Village of Falconer is developing a Downtown Revitalization Master Plan to help officials, municipal staff, and community members make decisions about the future of their community. This survey is the first public outreach effort for the plan, the results will help provide the information needed to guide the planning process and identify potential priority projects for funding. Opportunities for public input will continue throughout the development of this plan. Thank you for helping us identify needs and opportunities within the Village of Falconer! Please take a few minutes and fill out this survey copy, you may alternatively use this link to access a digital survey on the project website: <https://bartonloguidice.mysocialpinpoint.com/falconer-downtown-master-plan>

Additional hard copies of this survey are available at the Village Hall (101 W Main St), PersNikkity Pies (9 E Main St), Falconer Vac Shop (15 W Main St), and Falconer Printing & Design (66 E Main St). Please feel free to share this survey with others and make sure to check back in on the website, as it will be updated with new resources and content as the project progresses. Hard copies that are filled out should be dropped off or mailed to the Village of Falconer no later than June 30th, 2023.

<https://bartonloguidice.mysocialpinpoint.com/falconer-downtown-master-plan>

General Park Questions

1. Which of the following had the greatest impact on your choice to live and/or invest in the Village of Falconer? Select all that apply.

- | | | |
|--|--|--|
| ☐ Strong sense of community | ☐ Access to goods/services | ☐ Close to employment |
| ☐ Safety | ☐ Good place to raise a family | ☐ Other (please specify): _____ |
| ☐ Quality of housing/neighborhoods | ☐ School district/educational opportunities | |
| ☐ Affordability of housing/living costs | ☐ Park/recreation amenities | |

2. What are the biggest opportunities for the Falconer study area? Select all that apply.

- | | | |
|---|--|---|
| ☐ Improve/expand commerce/retail | ☐ Improved availability or diversity of employment opportunities | ☐ Addressing vacant storefronts/properties |
| ☐ Improve maintenance of private properties (homes/businesses) | ☐ Expansion of housing opportunities | ☐ Protection of open space |
| ☐ Expand parks and recreation opportunities | ☐ Public improvements to address litter, noise, and traffic | ☐ Other (please specify): _____ |
| ☐ Improve quality of public infrastructure (streets, sidewalks, public facilities) | ☐ Improvements to public safety (more lighting, safer pedestrian crossings, etc.) | |
| ☐ More development that aligns with Village character | | |

3. Please indicate your overall level of support for public investments (tax revenue) and funding pursuits (grants) for the following Village initiatives:

	Oppose	Somewhat Oppose	Somewhat Support	Support
Attracting commercial development	☐	☐	☐	☐
Acquiring additional parkland or permanent open space	☐	☐	☐	☐
Improving existing parks	☐	☐	☐	☐
Improving building facades	☐	☐	☐	☐
Providing affordable housing	☐	☐	☐	☐
Installation/maintenance of sidewalks	☐	☐	☐	☐
Installation/maintenance of new crosswalks	☐	☐	☐	☐
Other (please specify): _____	☐	☐	☐	☐

4. A 2019 Village of Falconer Comprehensive Plan workshop identified public feedback and interest to "beautify Main Street and to make it more welcoming." Which of the following Main Street improvements would you like to see? Select all that apply.

- | | | |
|---|---|--|
| ☐ Improved lighting | ☐ Street trees | ☐ Improved facades |
| ☐ Expanded/wider sidewalks (bump-outs) | ☐ Planters | ☐ The Village is fine the way it is |
| ☐ Benches | ☐ Wayfinding signage | ☐ Other (please specify): _____ |

5. Beyond basic infrastructure, what types of efforts should the Village prioritize in the study area? Select top 3.

- | | | |
|---|---|---|
| ☐ Main street facade improvements (storefronts) | ☐ Broadband internet (Wi-Fi throughout the study area) | ☐ Development of multi-use trails (connections from Downtown to greenspaces) |
| ☐ Complete streets improvements (sidewalks/bike lanes) | ☐ Community programming and events (TBD) | ☐ Other (please specify): _____ |
| ☐ Streetscape improvements (street trees/tree canopy, bump-outs, benches, waste receptacles, etc.) | ☐ Environmental/open space conservation (parks) | |

6. How often do you shop or dine within the Falconer study area?

☐ Less than once per week ☐ Once per week ☐ More than once per week ☐ A few times per year ☐ Never

7. How often do you utilize the parks/recreational amenities located within the study area? Parks may include Falconer Park, Abe Mattison Millrace Park, Davis Park, or other.

☐ Less than once per week ☐ Once per week ☐ More than once per week ☐ A few times per year ☐ Never

8. Which park do you frequent the most often? _____

9. Is there anything else you would like to share in reference to the Village of Falconer study area that we should know? _____

10. If you would like to get involved with this Downtown Revitalization Master Plan project, please provide your name and email. Please contact the Village Clerk for more information.

Your name: _____

Your email: _____

About You

Please take a few minutes to answer the following questions about yourself, so that we can understand if this survey has reached a representative sample of the community. Your personal information will not be made publicly available or sold in any way.

11. What age group do you fall within?

☐ 14 or younger ☐ 15-19 ☐ 20-24 ☐ 25-34 ☐ 35-54 ☐ 55-64 ☐ 65+

12. Which of the following best describes you? Check all that apply.

- | | | |
|---|---|--|
| ☐ Student or parent/guardian of a student in grade school in the Village | ☐ Resident of the Village for more than 10 years | ☐ I have some other relationship to the Village (please specify): _____ |
| ☐ Resident of the Village for less than 5 years | ☐ Property owner in Village | |
| ☐ Resident of the Village for 5-10 years | ☐ Business owner in Village | |
| | ☐ Employed in Village, but not a resident | |

13. Are you in the Village on a seasonal or year-round basis?

☐ Seasonal ☐ Year-round ☐ Other (please specify): _____

14. Do you own or rent your residence?

☐ Own within the Village ☐ I am not a resident of the Village

☐ Rent within the Village ☐ Other (please specify): _____

15. Which bracket does your annual household income fall within?

☐ \$0-\$30,000 ☐ \$31,000-\$60,000 ☐ \$61,000-\$90,000 ☐ \$91,000-\$120,000 ☐ \$121,000+

APPENDIX C

Survey Results

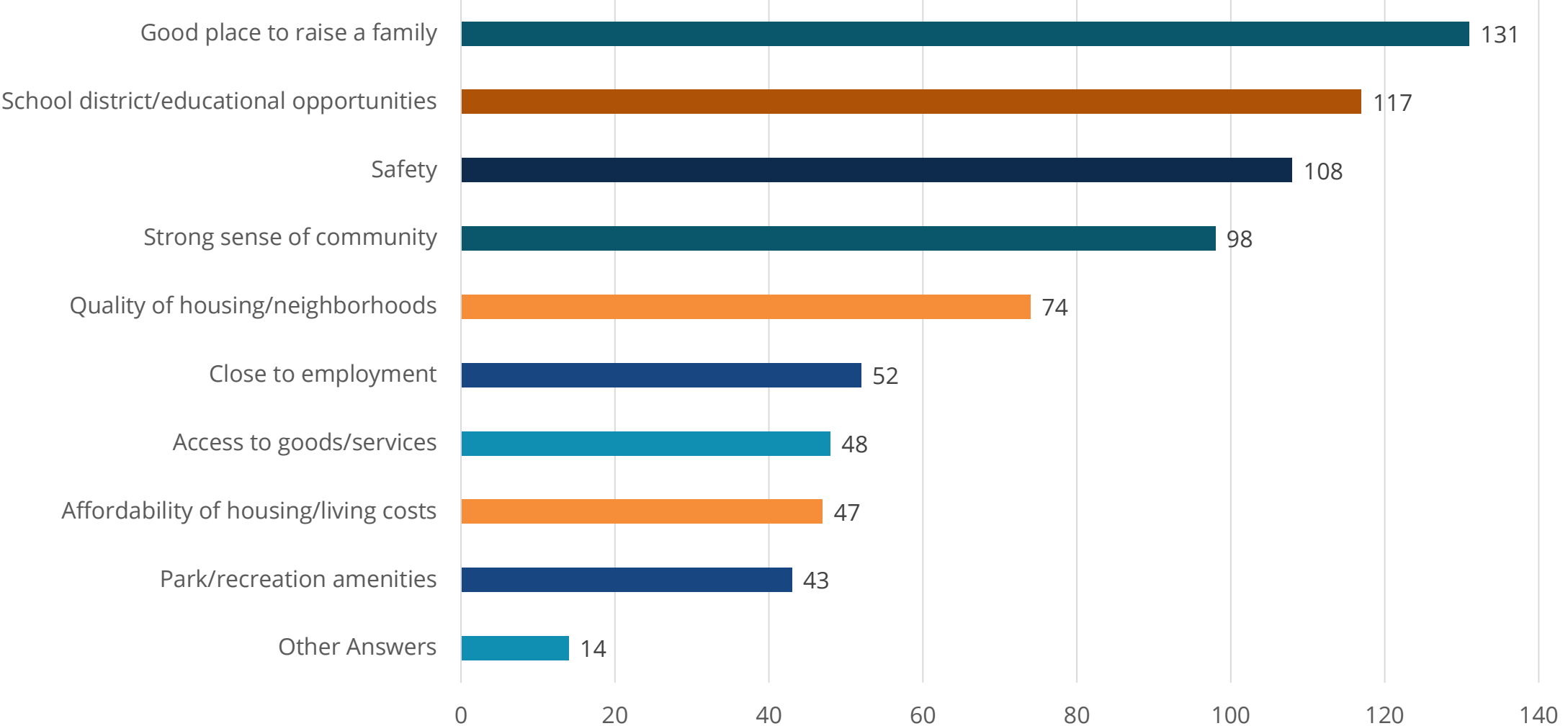
Falconer Downtown Revitalization Master Plan

Survey open May 26-June 30, 2023



No. Responses: **190**

Which of the following had the greatest impact on your choice to live and/or invest in the Village of Falconer?

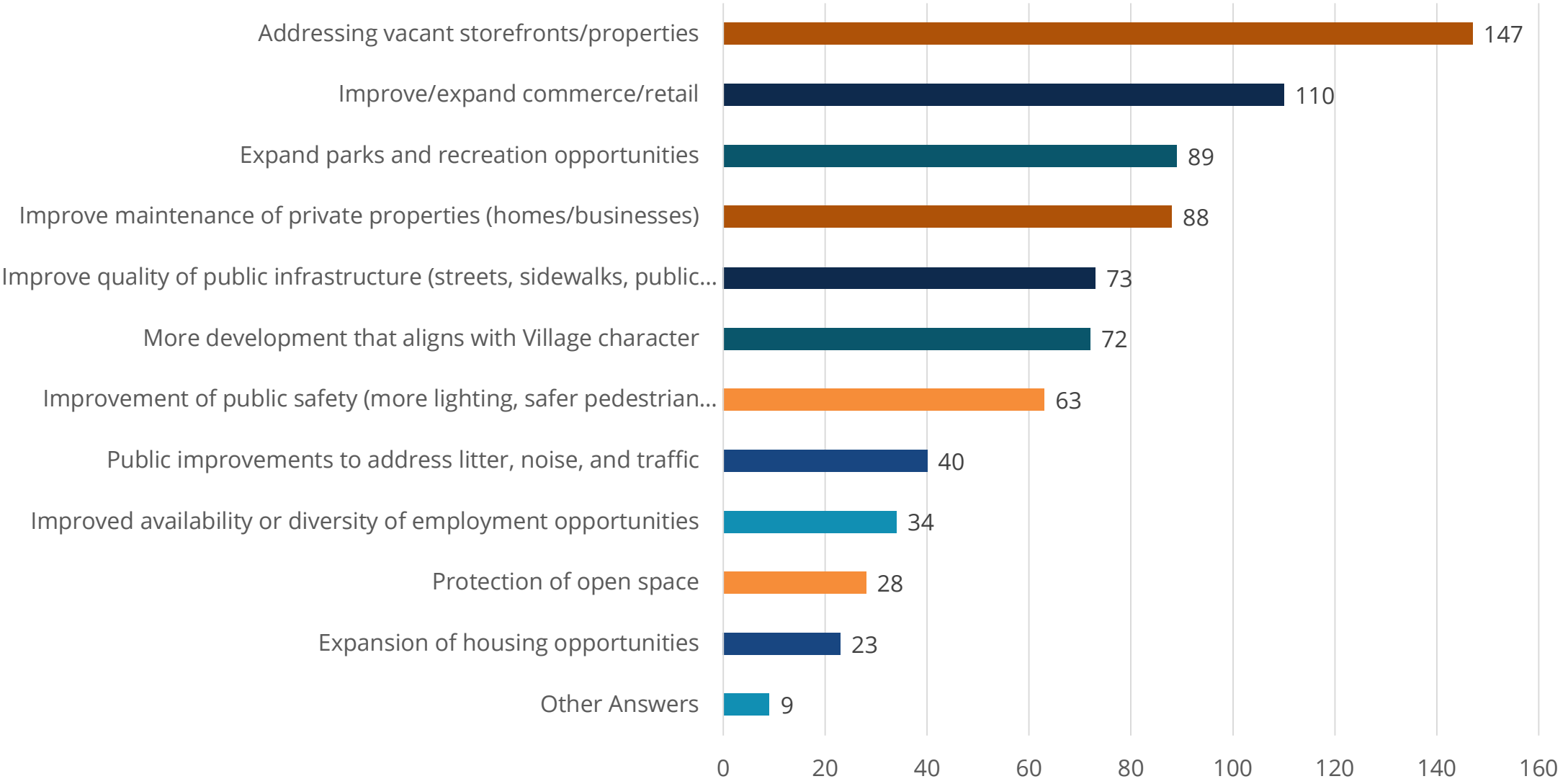


"Other" Answers

Which of the following had the greatest impact on your choice to live and/or invest in the Village of Falconer?

- Family
- Small demographic giving local control to residents.
- I was raised here. I would love to see Falconer Thrive again as a safe and friendly community. The small village had almost anything you needed. We've lost that to the larger communities(big box chains) and due to the Main Street fires.
- "I grew up here and it was great. It is negatively changing and I'mNot as proud to live here"
- Born and raised in Falconer
- Grew up here
- Was born and raised and went to Falconer High class of 81
- "Born and raised here. Not sure I would live here otherwise considering how the town seems right now."
- Moved with family
- Family
- Lived here all my life!
- hometown
- Work
- It's close to where I work

What are the biggest opportunities for the Falconer study area?

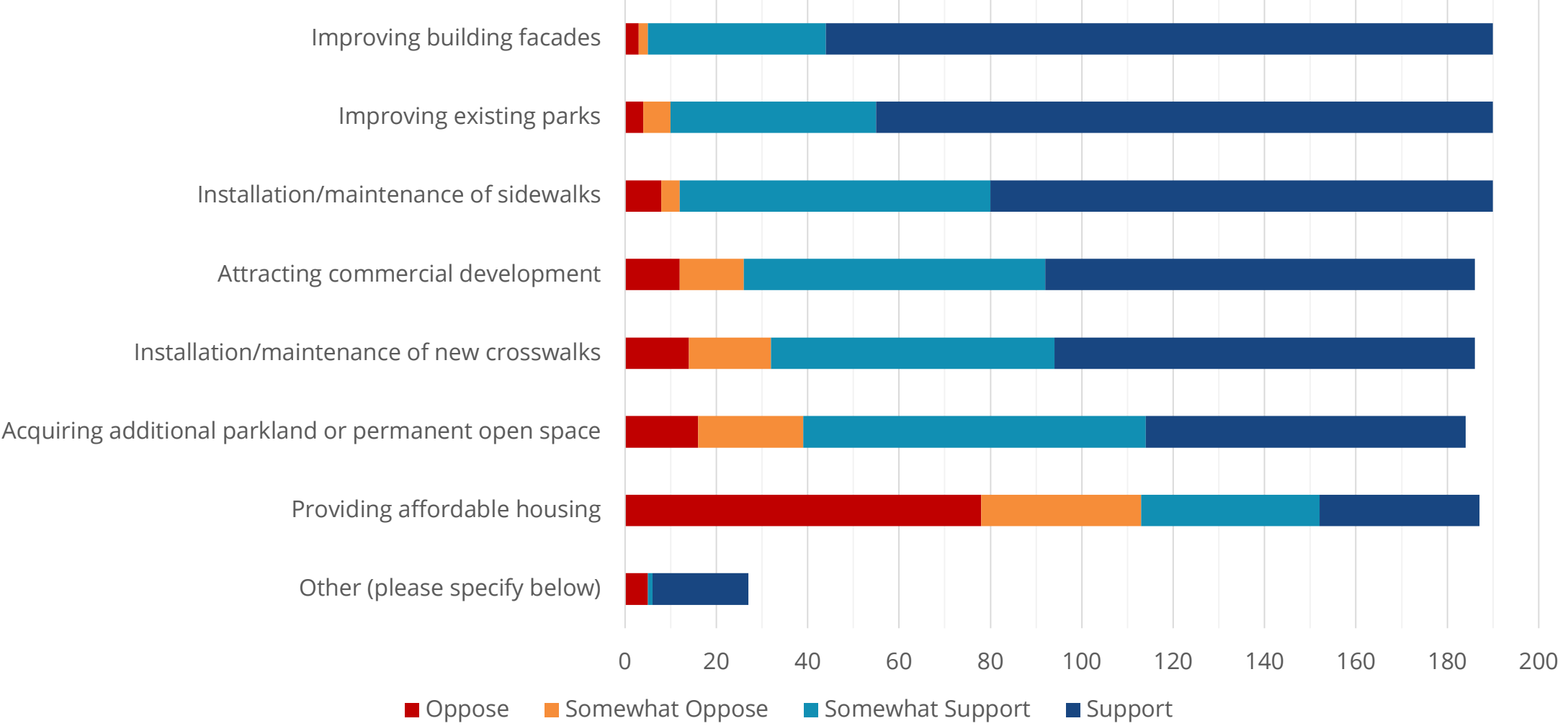


“Other” Answers

What are the biggest opportunities for the Falconer study area?

- Not a dog park
- get rid of halfway house.
- Deal with flooding in Mill race
- Traffic light the corner of phett place and Main Street. At night time it's like a raceway through here. Homeless are sleeping in the dumpsters private dumpsters. How much are approaching vehicles asking for handouts
- Dredging river to stop flooding
- Get rid of the budget inn and the seedy clientele that are attracted to the inn. We can add the Quality inn to this comment.
- Creating a dog park and creating and enforcing cat leash laws. Hold ppl accountable for maintaining their home/property. Such as mowing / weeding and removal of clutter etc...
- Address the issue with the hotels/motels in falconer that are housing released inmates, drug addicts and criminals to reside in our community within a block of our school.
- back in 1998 there were few drug addicts and homeless people loitering in village

Please indicate your overall level of support for public investments (tax revenue) and funding pursuits (grants) for the following Village initiatives:



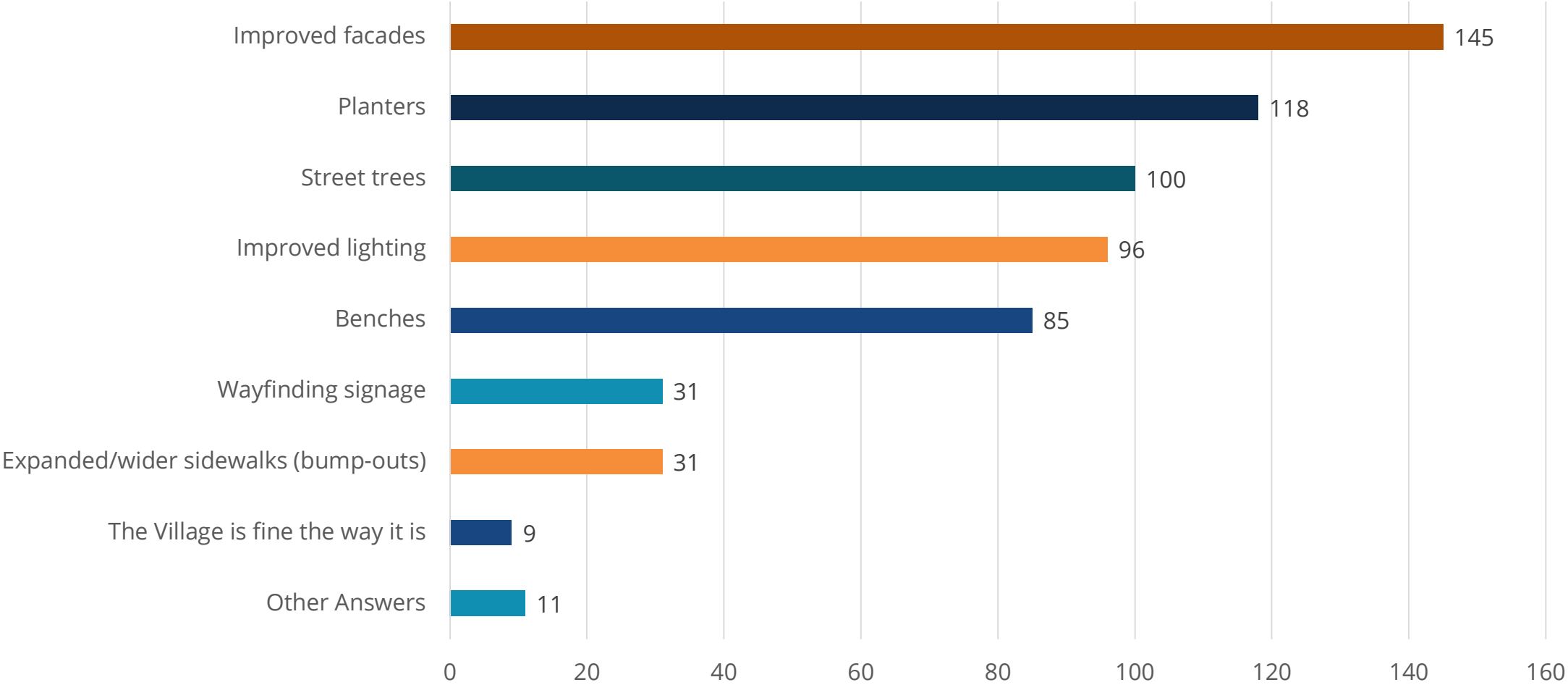
"Other" Answers

Please indicate your overall level of support for public investments (tax revenue) and funding pursuits (grants) for the following Village initiatives:

- Our parks and recreation building is falling apart. Falconer is the worst park in Chautauqua county.
- Maintain the small town safety and feel.
- Development of small businesses
- Safety, get rid of downtown motel, downtown needs a major renovation
- Build back the 4 corners & buildings burnt in fires.
- Clean out river to alev flooding. And improve recreation opportunities
- No free housing
- More teen friendly businesses
- Improve on the businesses we have and try to attract new businesses in the vacant store fronts.
- Clean up the plaza hotel of drug users and homeless. Not safe for center of town. Kids walking home from school should not be exposed to that stuff. to
- No public housing
- We need to control the homeless and the drug on main street , We need to not shelter support parolees and we have children young children walking the area with the laundry mat is so scarey r
- I oppose apartment building to be built in the village. These housing buildings will just draw negative people to our strong community where a lot of us raise our kids to be strong,, kind, responsible, respectful and many other positive things. There is no sense in ruining the falconer area. The 2nd St location it a perfect example of how things wouldn't be so great for our village. We believe in helping others. However we don't agree to have our area ruined to help others. We help but don't want to be taken advantage of. Keep our village strong and the way it is.
- Clean up downtown and bring some businesses into town. Frewsburg and Lakewood can do it why can't Falconer? Our downtown is embarrassing!
- Build a splash pad and charge 5\$ Or a town pool
- Places to provide employment while maintaining reasonable housing. No low income housing!!
- Dredging river to prevent flooding
- Close the Budget Inn and major upgrade to Quality Inn. (By the Elementary School)
- Public safety.
- Improving rt 394 to be nicer looking and safer for pedestrians and cyclists
- Falconer is being overtaken by homeless and parolees.
- more parking
- Did not mean to click in that box
- Helping business owners that are investing their own capital to improve Falconer

No. Responses: **190**

A 2019 Village of Falconer Comprehensive Plan workshop identified public feedback and interest to “beautify Main Street and to make it welcoming.” Which of the following Main Street improvements would you like to see?

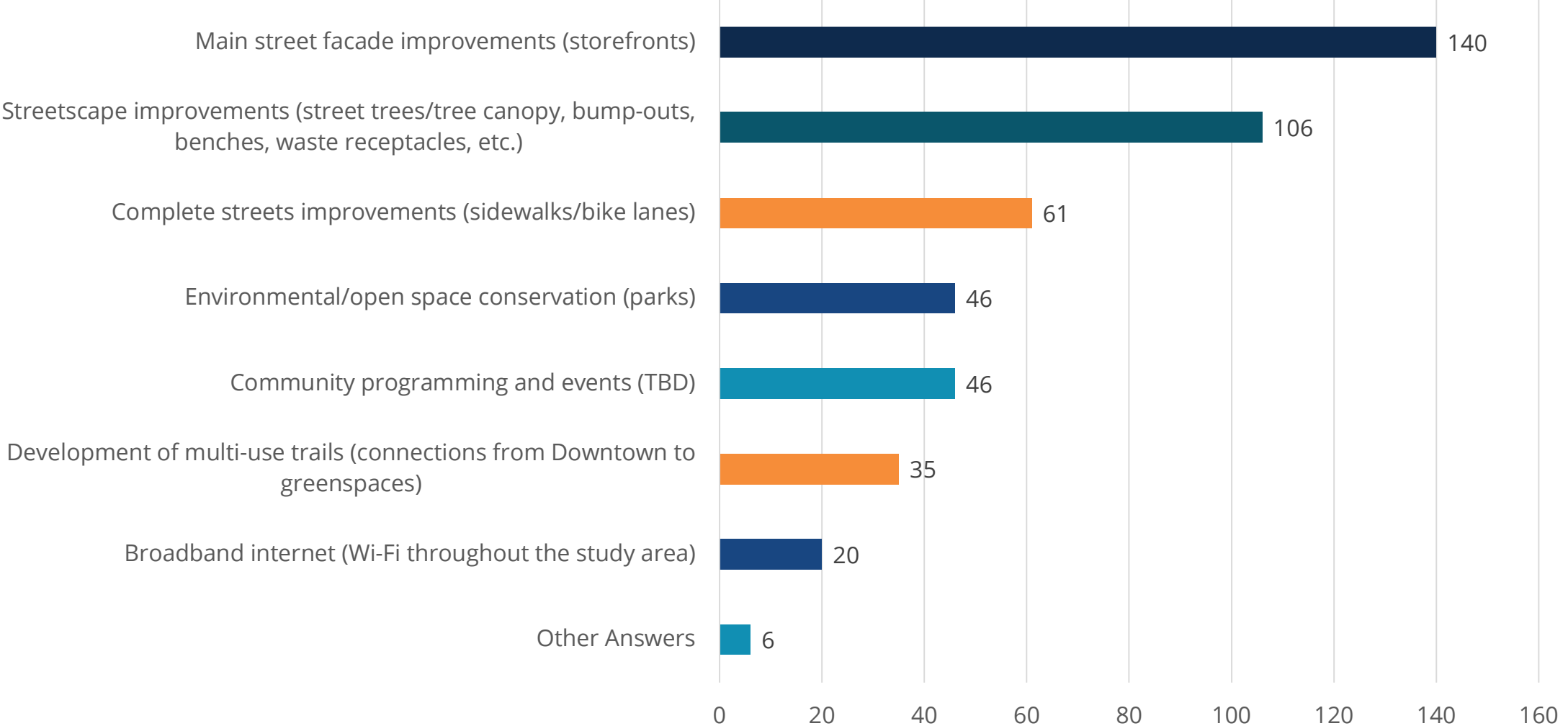


“Other” Answers

A 2019 Village of Falconer Comprehensive Plan workshop identified public feedback and interest to “beautify Main Street and to make it welcoming.” Which of the following Main Street improvements would you like to see?

- More business
- Bring more businesses to the downtown area where the open space is on Main Street.
- New paved road and new buildings like a hardware store and things like that
- Open businesses. More restaurants
- "Street trees OR planters. More events planned in parks for community. More decorating for holidays ie flags, Christmas lights, etc."
- Get rid of all the poly wood. This should be in a store front or at least in only one location
- Garbages on main streets so there's less litter.
- flags, banners
- Clean the sidewalks.
- close motel and laundromat
- seasonal decorating

Beyond basic infrastructure, what types of efforts should the Village prioritize in the study area?

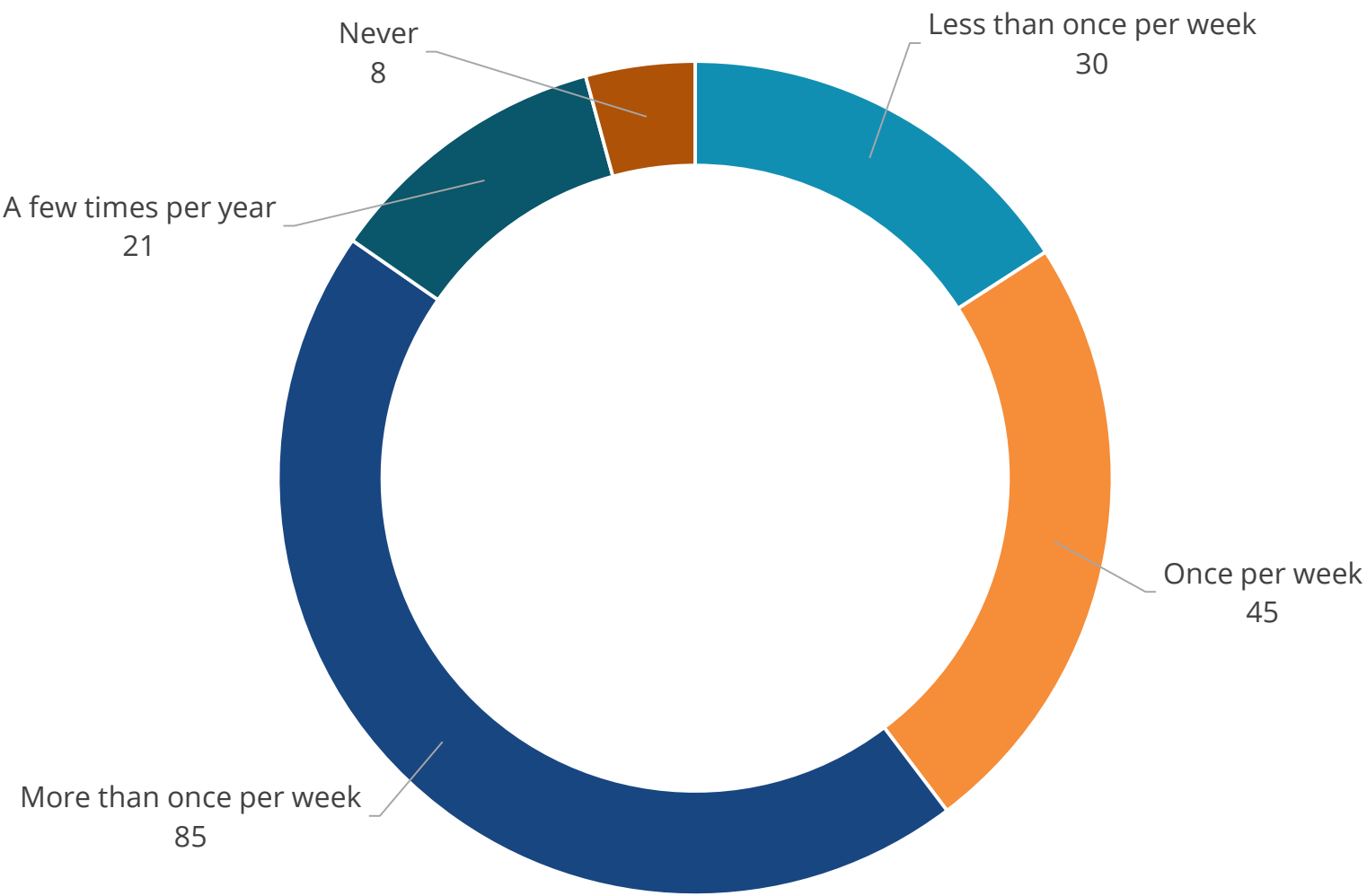


“Other” Answers

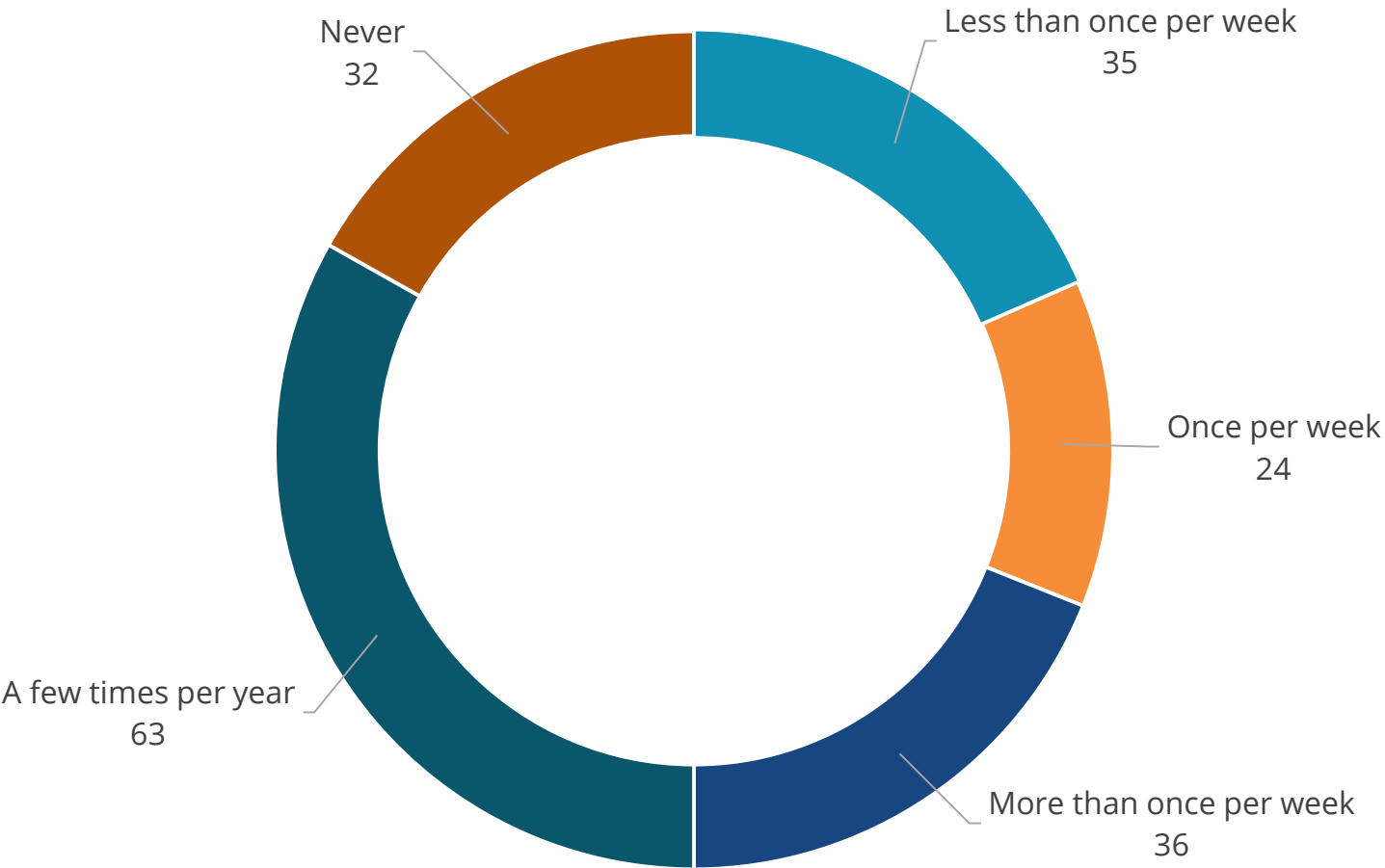
Beyond basic infrastructure, what types of efforts should the Village prioritize in the study area?

- Improve millrace.
- Farmers market
- Bring in some cool stores i can help with that
- New small businesses.
- Moonbrook Greenway from Falconer Park to 100 Acre Lot
- get rid of motel

How often do you shop or dine within the Falconer study area?



How often do you utilize the parks/recreational amenities located within the study area?



No. Responses: **128**

Which park to you frequent the most often?

- | | | | | | |
|--|-------------------------------------|--|--|-------------------------|-------------------------------------|
| • Falconer Park | • Falconer Park. Davis Park | • Falconer Park | • Falconer Park | • Use school playground | • Falconer park |
| • Ellory Park | • Davis | • Millrace | • Race field | • Falconer Park | • The park with the baseball fields |
| • Falconer park | • Falconer | • Falconer Park | • Falconer Park | • Falconer Park | • Falconer park |
| • Davis | • Falconer Park | • Falconer Park | • Falconer Park but not as much as I use to . Falconer is not like it used to be | • Davis | • Village Park |
| • Falconer Park | • All parks | • Falconer Park | | • Little league park | • Falconer Park |
| • Falconer Park | • All parks | • Falconer Park | • Falconer Park | • falconer park | • Falconer Park |
| • N phetteplace | • Falconer Park | • Falconer Park | • Falconer park | • Falconer park | • Village Park |
| • Falconer | • Falconer Park | • Falconer park | • falconer park | • Falconer Park | • Falconer Park |
| • Falconer | • Davis | • Falconer park | • Falconer Park | • Falconer Park | • Falconer park |
| • Falconer park | • Falconer park | • Falconer Park | • Falconer park | • Falconer | • Falconer park |
| • Falconer Park | • Falconer Park | • Falconer park | • Frewsburg park | • Falconer Park | • Falconer park |
| • Davis | • Falconer Park | • Falconer Park | • Falconer Park | • Falconer Park | • Falconer |
| • Other | • Falconer Park | • Davis park/ Falconer park | • Town of Ellery | • Davis Park | • Across from library |
| • Davis | • Walk through falconer park | • Falconer Park | • Falconer park | • Main park | • Falconer Park |
| • Used to be Falconer park before it got so run down | • Falconer park | • Falconer park | • Falconer Park | • Falconer | • One across from the library |
| • Falconer Park | • None, I don't feel they are safe | • Baseball field | • Falconer Park | • Falconer Park | • Falconer Park |
| • Falconer Park | • Falconer | • Falconer park, we need to keep the bad people out so our kids can play. Too much drug use in the park. | • Falconer Park | • Falconer Park | • Falconer Park |
| • Falconer park | • Falconer Park | | • Falconer | • Falconer Park | • Falconer Park |
| • Davis | • Falconer park. Millrace park | • Davis Park | • Falconer Park | • Falconer park | • Falconer Park |
| • Falconer Park, Davis Park | • Falconer Park | • Shops | • Falconer park | • Falconer Park | • Falconer Park |
| • Falconer Park | • The little league park, Lister St | • Softball baseball parks | • Falconer park | • Falconer Park | • Falconer park |
| • Falconer | | • Falconer park | • Falconer | • Falconer | |

Is there anything else you would like to share in reference to the Village of Falconer study area that we should know?

- "We love the Village. We are happy to see that there is a movement to improvement. We were disappointed that the dog park was not allowed. There were many people who were disappointed and didn't say anything for fear of being targeted. It is nice to see new businesses opening up. Good work!"
- No public housing and clean up the hotel.
- We do not want more 2nd Street housing. Let's clean up and make Falconer beautiful! Trees, lights, benches and beautiful planters!
- New lighting posts would be nice.. also renovations to existing historical buildings
- There is a lot of failing sidewalks in this village that need to be replaced that have been reported to the DPW for years with no change other than it's on the list!
- The Budget Inn being used as a "housing project" for the county is not helping our village grow healthy. As a community, we do not have the services necessary to provide the help these individuals need. They can not/do not, walk to Jamestown daily for health services, mental health services, training, meals. Our village is increasing in homeless population and squatters. If this issue is not addressed, an eyeappealing Main Street will not help our community grow.
- PLEASE make this more family and kid friendly! Times have changed and the kids need safe and fun places to be!!! Huge perk to the fact that the park is FINALLY open before memorial day!!! Been begging for years to have this happen!!
- "More housing for retired people that may want to downside and remain in the village !Lots of land(I assume the school owns the land) but are they going to utilizethe land? Maybe they would sell to the village for senior apartments?!!"
- Affordable housing is a necessity.
- Please don't encourage low income housing, it will include low income thinking and behavior.
- "Improve downtown so new businesses can come inStrongly oppose downtown housing "
- We need downtown development. We are deteriorating quickly. The motel and homeless are ridiculous
- Would like to see revitalization of the 4 corners. Especially the now vacant plaza from our fires. We need more housing code enforcement! No more trashy cluttery properties
- The little league fields on Lister Street need improvements and the swings are old. Update courts, place playground, make cement walking loop.
- No low income housing to be built. Keep the riff raff out of falconer
- Improve appearance of plaza and get rid of the jail castoffs
- Update signage on streets would make getting around easier
- The village needs to attract businesses to main street. New facades to the buildings on main street. Make it a place people want to shop and dine like Lakewood did.
- Yes get rid of the hotel that houses ex prisoners and clean up that parking area
- The village has a ton of potential for upgrades and development
- No public housing. Do something about the crime. Our village is unsafe. Drug addiction is rampant. They wander the streets pushing carts. Stealing from our yards. What is going on Falconer??? Stop housing them in the hotels for starters. Time to take back our village. You make these improvements they will destroy them. Our tax money down the drain. Be smart. Fight the crime. Stop being so pc Put them in jail.
- No
- We need a dog park
- "Please don't do low cost housing."
- Clean up the hotel/motel clientele and street wonders. The plaza in center of town is a haven for homeless and trash
- I know it's not the study area but property upkeep throughout the village has become a big concern that doesn't seem to be enforced anymore. Drive/walk down any side street and see numerous homes that have need addressed.
- Drugs ,main street is like a speed zone
- Keep this area strong, clean and a place we want to be.
- Falconer park has gone down hill and I will no longer be taking my kids there until it gets taken care of. More police around, cameras, and more consequences for the kids that destroy the park!

Is there anything else you would like to share in reference to the Village of Falconer study area that we should know? (Cont.)

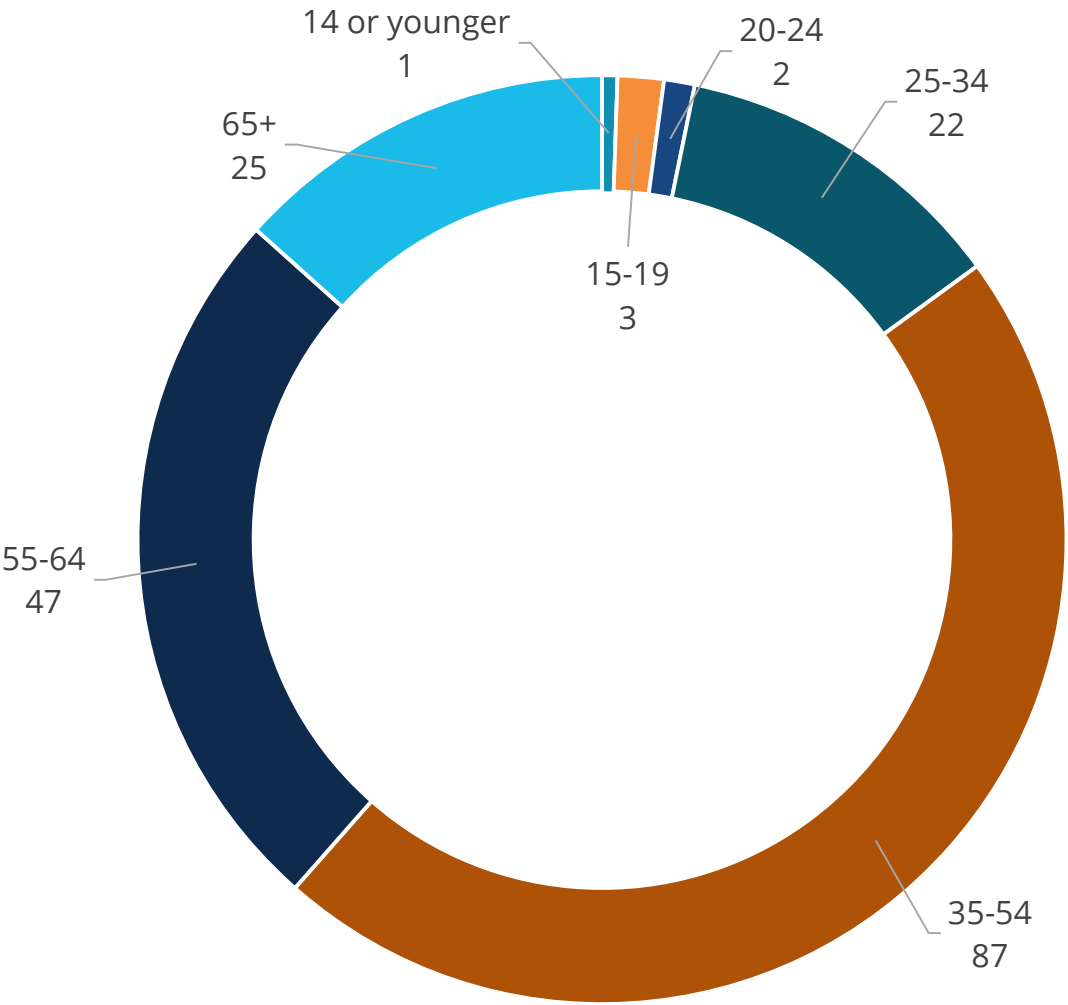
- I grew up in Falconer and I remember all of the businesses and how safe it was here. I raised my children here and have watched the village deteriorate into a place that I know my children will never return to. It's sad. Apparently, our leaders want to be the plastic furniture capital - how was one man allowed to take over such a big section of our downtown? Bring in some businesses. Ask Frewsburg and Lakewood how to improve our downtown.
- The library is the best thing in the town. Wonderful programs and great community.
- Quite inviting criminals to area with places to stay like the Budget Inn
- Please do not put low income property on main St. Like Appleyard terrace in Jamestown
- "Clean out motels of criminals and bums. Elderly are scared to use the laundromat due to dope heads and homeless. Village is getting dirty looking and over run with homeless - drugged and mentally handicapped"
- Falconer looks like a deserted town. Old bank building on the main corner falling down and empty store fronts. Not welcoming at all.
- Anything to prove the appearance of the village of Faulkner, and all the businesses... Do not put low income homes in the area, because it will only bring more trash to the area!!
- We could use a coffee house, a bookstore, a bakery/cafe, a gift store, an interactive art place, an inside fun zone for children. Some ideas for small businesses.
- Please, NO affordable housing along Main Street.
- The Budget Inn is a detriment to Falconer and a danger to its citizens. Please ask the fire department and police department how often they are called there. The quality inn isn't far behind..
- Make the area parks more handicap accessible
- When we were kids there was a small pool in Falconer Park, that many people miss! It would also be great to have a dog park that actually has a dog course, example... tunnels, steps, slide.
- Do something to enhance downtown
- We should institute a litter policy regarding cigarette butts. They are everywhere. Also men are seen in our parks drinking alcohol during the lunch hour and patrolling these areas should be increased
- It would be great if Falconer had a coffee shop, bookstore or other cozy boutiques.
- I think that having all the out door furniture for sale makes the village look dumpy. The village used to be attractive but it really isn't any more!
- "Use burned out area on Main St. for various entertainment and green space, bring in food trucks etc. Picnic tables, sun shades, entertainment and perhaps cocktails!!!More restaurant options would be great too! Perhaps in the old M&T bank? "
- Need traffic calming - dangerous for our kids to exit their street onto main st
- We need to get the criminals out of the budget inn and out of falconer
- The town is becoming littered with homeless and drug addicts. The hotels are doing nothing but housing them and it's creating a mess in the city. Address and get rid of that first and foremost.
- Don't waste taxpayer money on stupid stuff. Stuff that will not benefit the community that lives here
- not only should we better the area but better the people that are here
- consider putting in pickleball courts
- keep out the marijuana dispensaries and smoking lounges. return to traditional values - design for families. crack down on drugs and illegal activities
- better security cameras
- "Alongside installation of functioning decorative lamp posts, a traffic camera at the main intersection 394/380 I believe would benefit the safety of the community. As a main st building owner, EPD has asked a couple times to review footage for certain instances. As the village has been devastated by fires in 2017 & 2018, there have been attempts to redevelop the once robust village filled with shopping, dining, services, and community events, but however they fail. 394/380 intersection is the 2nd busiest intersection in Chautauqua County and as 40,000 vehicles pass through daily, I doubt even 1% actually stop, let a lone stay for longer than filling a gas tank. We as a village are losing out on some great economic growth, community involvement, as well as a better quality of life. Our small village is very closely connected and it is such a shame to have such a dilapidated Main Street, that is home to numerous parades yearly and huge sporting events at our gorgeous Falconer Central School."

No. Responses: **56**

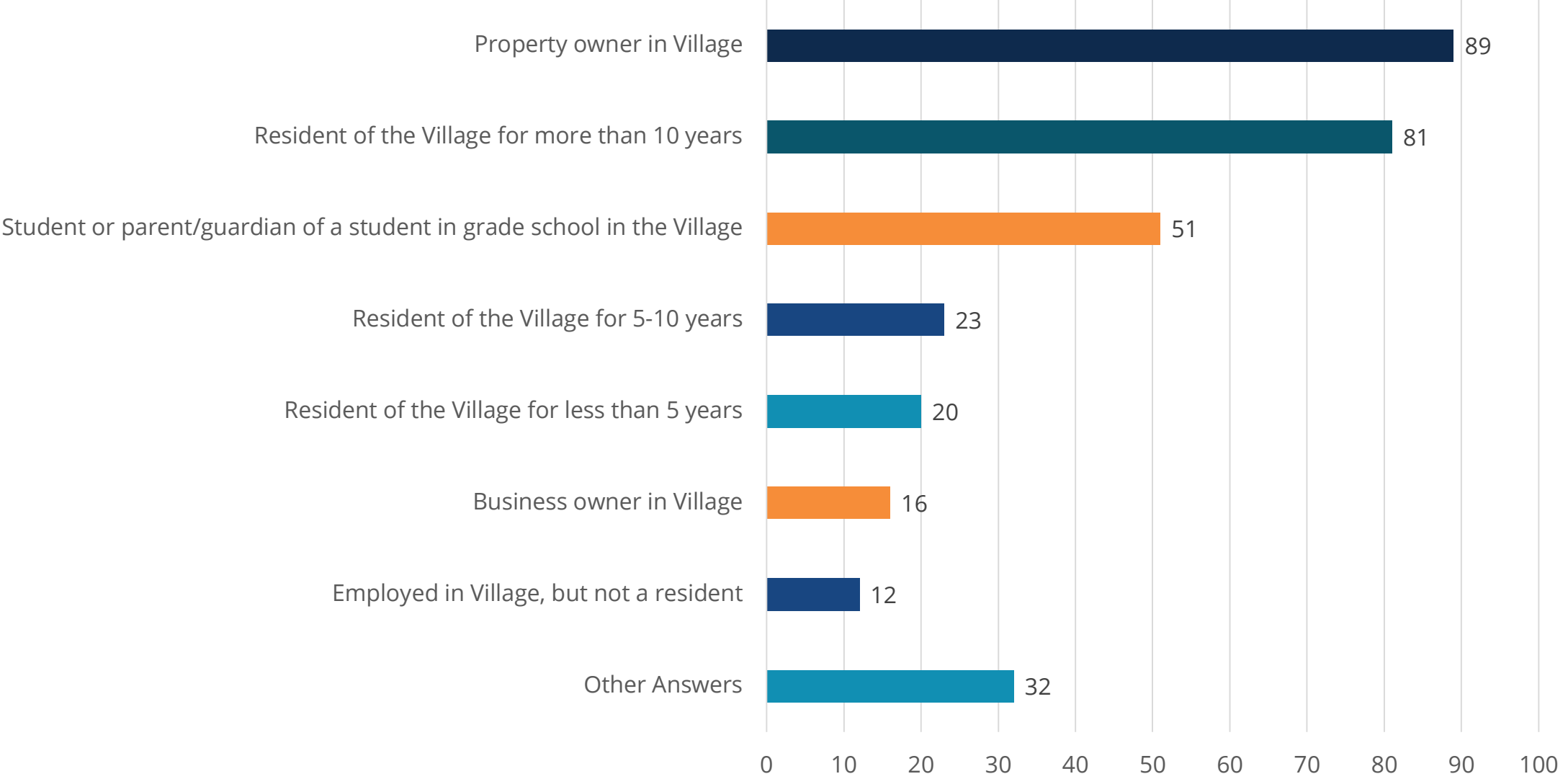
Is there anything else you would like to share in reference to the Village of Falconer study area that we should know? (Cont.)

- There needs to be a full focus put forth to bring Falconer back to the way it was. Help residents that need it. Help business owners that need it and are investing in the village with their own capital. Put a major focus on eliminating what the Budget Inn and its tenants have done to this village.

What age group do you fall within?



Which of the following best describes you?



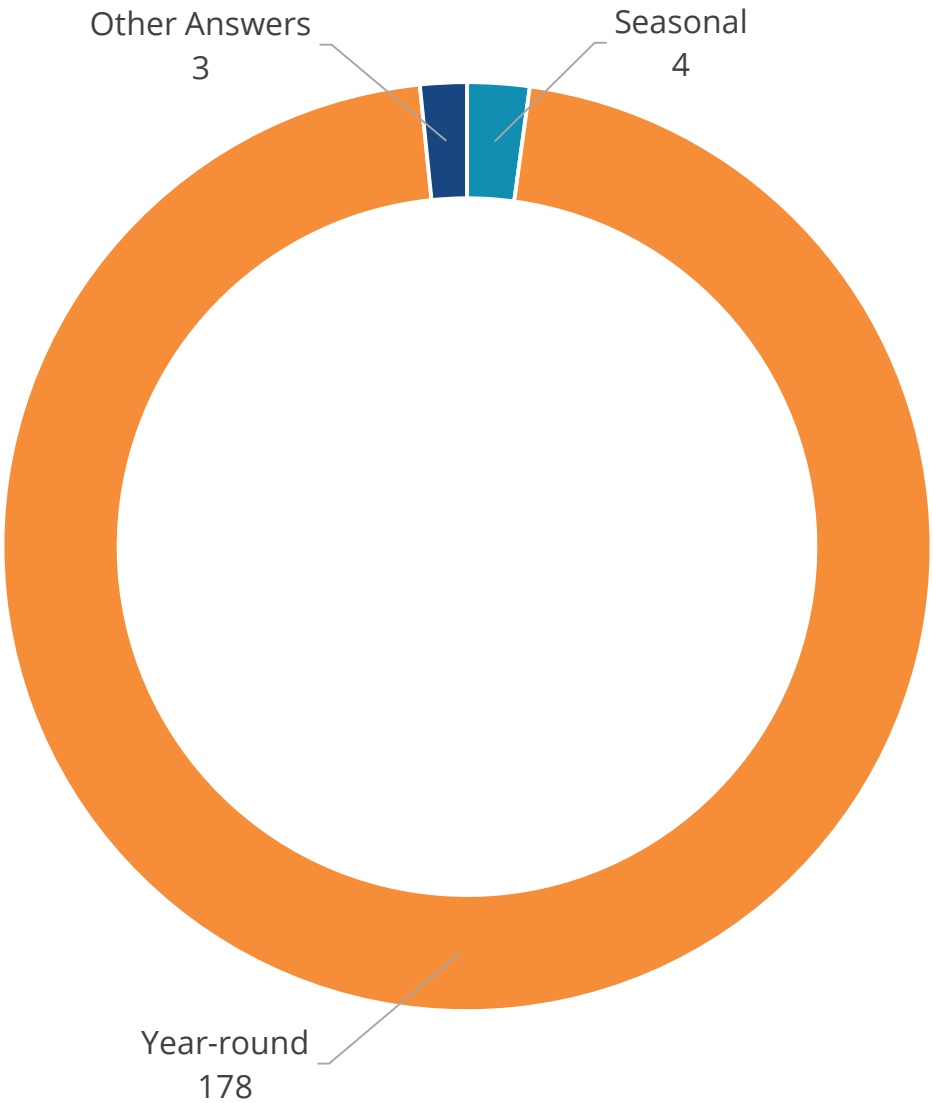
"Other" Answers

Which of the following best describes you?

- Volunteer Firefighter with. Falconer FD
- My parents live here still and I grew up here. I am frequently in the village, and have said for years that the storefronts all need updated. It looks very drab.
- My husband works at school
- Past student of Falconer, plans to move back to the district, family in Falconer, husband and family in the Falconer Fire Department.
- Grew up in Falconer and lived in the Village for ~30 years.
- I live just outside the village but in the falconer school district, frequent the library and falconer park a lot
- My children attended FCS, and I bought a house in town because my grandchildren now attend FCS.
- I live in the Town of Ellicott. My kids went to school at Falconer, I grew up there, and go to the village daily for my walk.
- Live right outside village but my life has been connected with all that Falconer has to offer. I graduated from Falconer schools as did my children and grandchildren
- Grew up there and moved away but visit family residents often
- Grew up there, live just outside the village now
- Kid
- I lived within the Village for over 30 years in 4 different homes. I'm still in the school district but outside the village.
- Grandchildren reside in village
- Went to school class of 81, moved away and now back in Falconer area
- I work in the village, have lived in the village for the last 36 years, I have family who lives in the village. I am part of a program that provides support for all who need it with this strong community! Adding housing to our area will only bring in more who don't belong here and can't stay away from drugs, alcohol, abusing other. Also others who are just getting out of jail or non US citizens and will ruin our area. We have paid enough for them so why not let us enjoy our area without taking even more from us.
- I grew up going to Falconer School and going to the park ALL the time, but over the years it has been getting horrible!
- Owns out of the village
- Live in Kennedy, family all attended Falconer School
- N/A
- see below
- Do not live directly in the village. My kids attend school here and we love our little Village of Falconer.
- Many friends live there
- Grew up here.
- Employed in Village, and a resident
- Live right outside. Kids attend Falconer schools
- Own a home which we rent to family
- Children went to school in Falconer. I live just outside the village.
- Ever heard your mom tell you to "mind your business". Yep.... Do it.
- Grew up in Falconer. Live outside village but child graduated from FCS
- resident of village for 17years. Falconer address now, but not in village
- Volunteer firefighter

No. Responses: **185**

Are you in the Village on a seasonal or year-round basis?

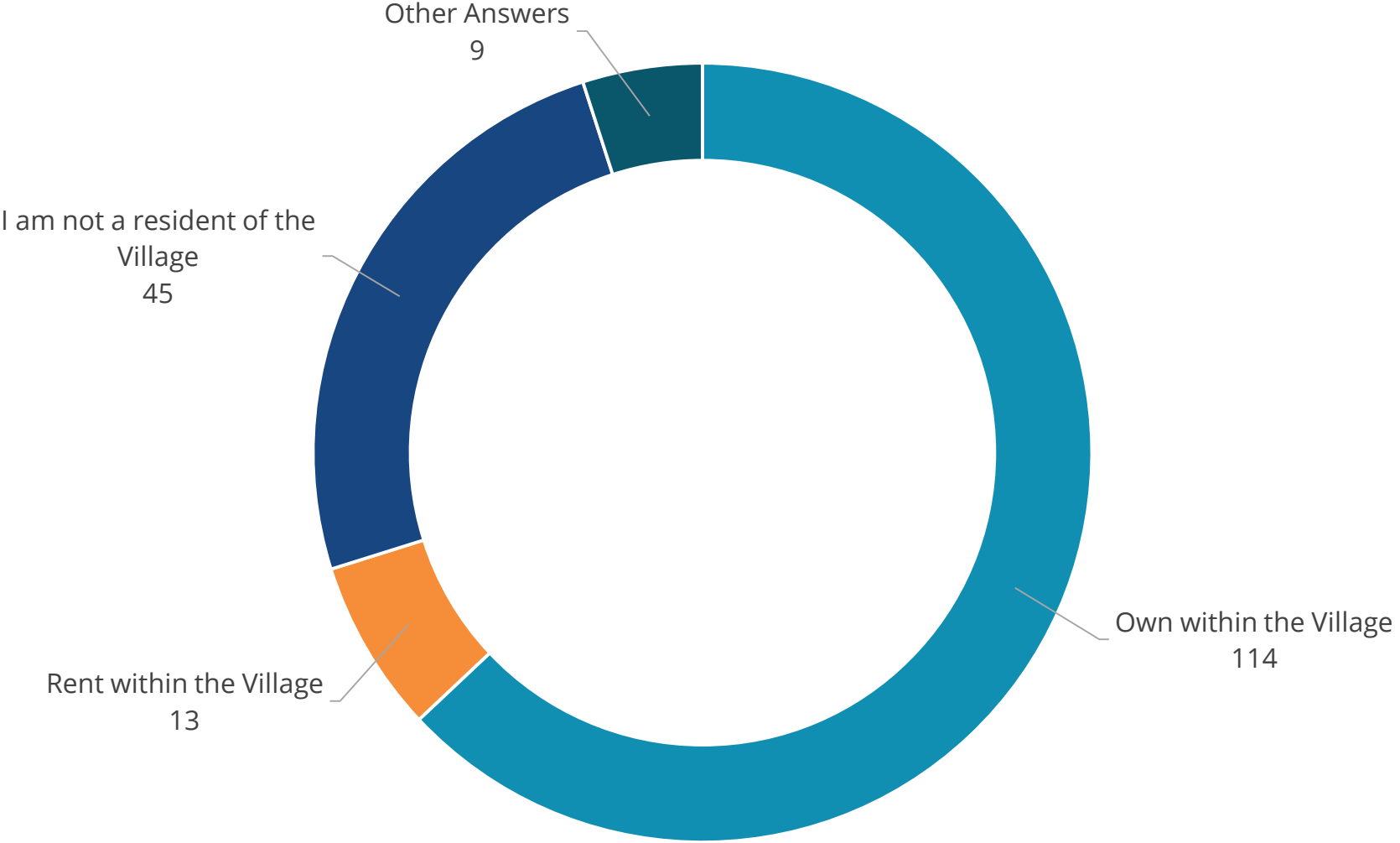


“Other” Answers

Are you in the Village on a seasonal or year-round basis?

- Moved
- Currently live just outside the village.
- live outside the village but shop at Tops, CVS, have dinner at Bellview once or more a week.
Also, use the M&T drive up bank 3-4

Do you own or rent your residence?

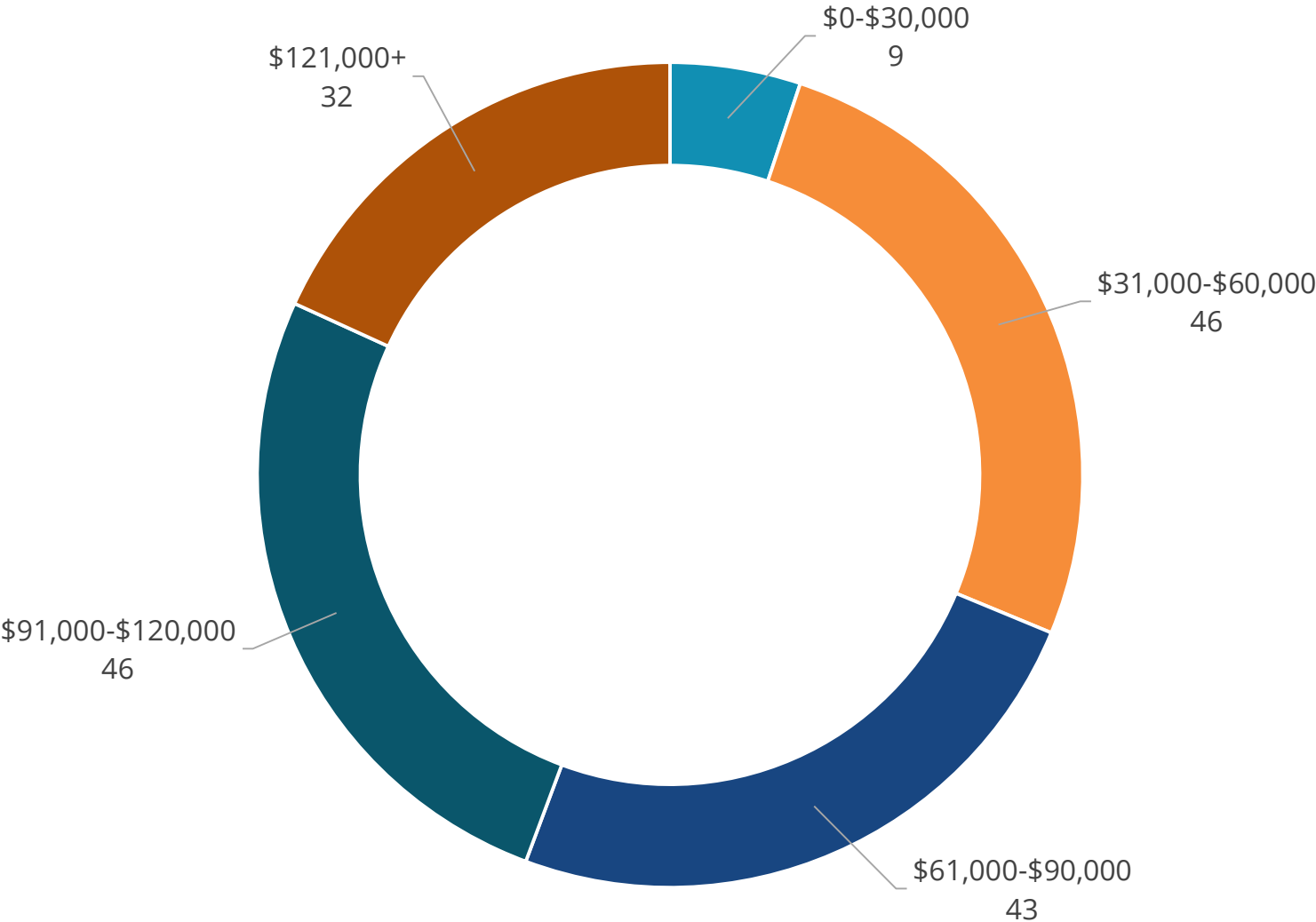


“Other” Answers

Do you own or rent your residence?

- My parents live in village
- Live just outside the village
- I live with my parents
- See above answer.
- Resident just outside of Village
- N/A
- Previously owned in village family still here
- Mind your business.
- own outside of village

Which bracket does your annual household income fall within?



APPENDIX D



POTENTIAL PRIORITY PROJECTS:



Main Street Design Guidelines

Create guidelines that enhance the overall streetscape appearance of certain design components within the Main Street corridor.



Streetscape Improvements

Improve streetscape conditions; including: street trees, site furnishings (lighting, benches, trash receptacles, etc.), bump-outs, and crosswalk improvements.



Building Facade Improvements

Determine guidelines for improvements to the exterior facade of building fronts or storefronts to enhance existing downtown character.



Multi-Modal / Complete Streets

Identify strategies to create safer access for pedestrians, cyclists, and motorists of all users, ages, and mobility levels.



Trail Connections

Enhance connections from the Downtown area to Chadakoin River and to the Village's existing parks.



Park Improvements

Identify potential programming within the Village's parks to improve utilization and use.



Parking Lot Improvements

Determine potential parking lot improvements to improve appearance & efficiency of use.



Wayfinding / Signage

Identify points of signage and wayfinding to create a greater sense of place.



Waterfront Activation / Enhancement

Provide accessible pathway connections from the Main Street corridor and create a loop trail system along the riverfront with bridge crossings to link Village and County owned green spaces. Limb up existing trees and clear understory plantings at various locations to enhance viewsheds and create access points along the river.

**VOTE ON WHICH
PRIORITY PROJECT
YOU WOULD MOST
LIKE TO SEE HAPPEN!**

Would you be interested in seeing this priority project implemented in Falconer? Place a sticker in the box below the project to vote 'YES!'

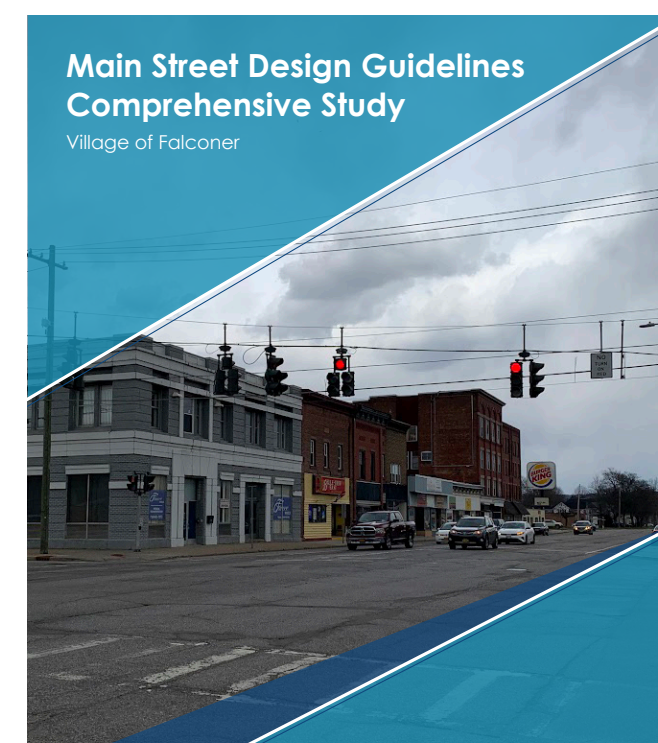
**TELL US WHAT YOU
THINK!**

Feedback will help provide the information needed to guide the planning process and identify potential priority projects for funding!

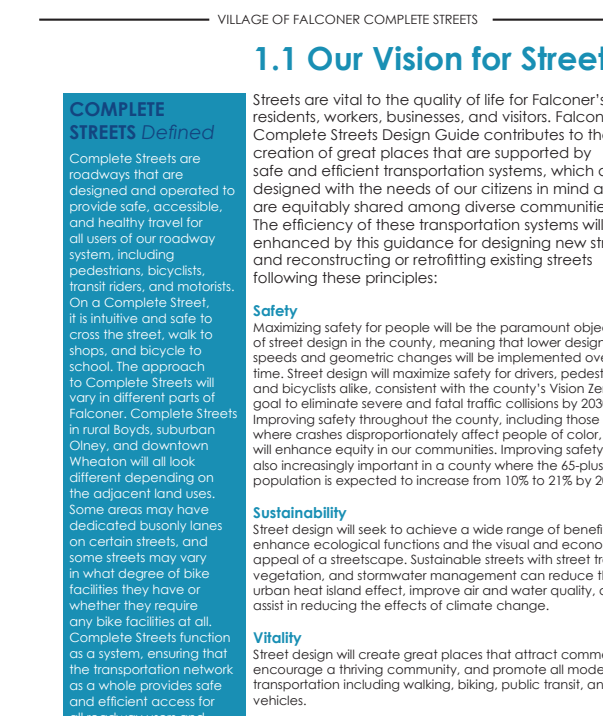


Main Street Design Guidelines

Create guidelines that enhance the overall streetscape appearance of certain design components within the Main Street corridor.



Main Street Design Guidelines Document Example



Streetscape Improvements

Improve streetscape conditions; including: street trees, site furnishings (lighting, benches, trash receptacles, etc.), bump-outs, and crosswalk improvements.



Streetscape Precedent - Dundee, NY



Building Facade Improvements

Determine guidelines for improvements to the exterior facade of building fronts or storefronts to enhance existing downtown character.

Roof Configuration of new or renovated structures should follow the pattern of roof development on adjacent buildings. Along Main St. in Westfield, roof systems are typically a shed or flat style finished at the front facade with a detailed cornice or parapet wall. Note that building height varies between two and three stories and a that cornice/parapet design varies with each individual building. This contributes to the visual interest and charm of the commercial setting.

Building Envelope defines the relative size of the building in terms of height-to-width ratio, mass, bulk and projections. When considering new structures or renovations to existing structures, use the envelope characteristics of adjacent buildings as a general guide to new design development.



Building Footprint (perimeter at ground level) should orient the building so that the front facade meets the street and establishes the main entrance to the building at the sidewalk interface.

Business District Design Guidelines Precedent

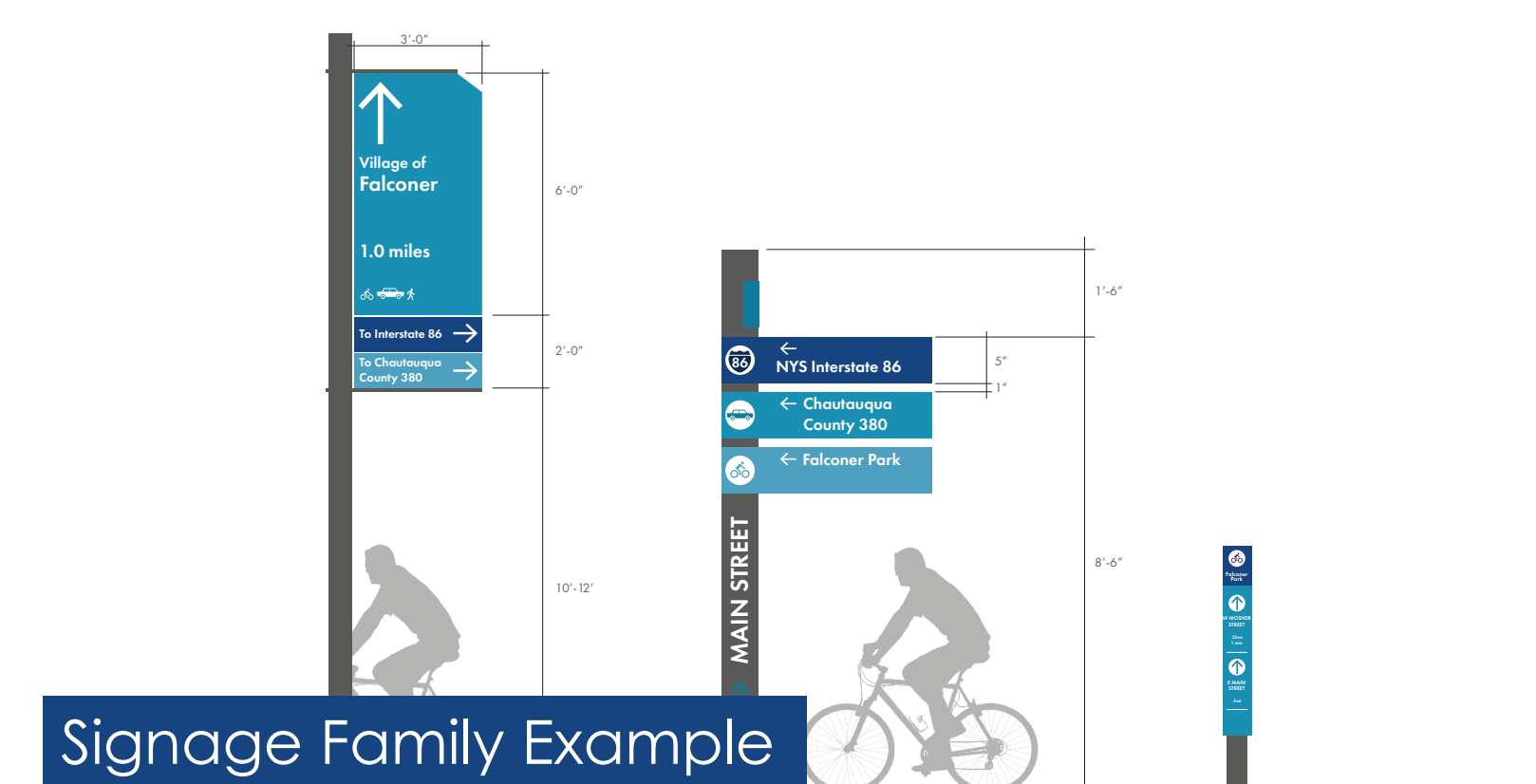
while at the same time modeling its facade composition on the patterns extant along the street.

a comfortable, pleasing street environment



Placemaking, Wayfinding Signage & Connectivity

Identify points of signage and wayfinding to create a greater sense of place and connectivity.



Signage Family Example

VOTE ON WHICH PRIORITY PROJECT YOU WOULD MOST LIKE TO SEE HAPPEN!

Would you be interested in seeing this priority project implemented in Falconer? Place a sticker in the box below the project to vote 'YES!'

TELL US WHAT YOU THINK!

Feedback will help provide the information needed to guide the planning process and identify potential priority projects for funding!



Multimodal & Complete Streets Feasibility Study

Identify strategies to create safer access for pedestrians, cyclists, and motorists of all users, ages, and mobility levels.



Trail Connections & Park Improvements

Identify potential programming and trail connections within the Village's parks to improve utilization and use.



Waterfront Activation / Enhancement

Provide accessible pathway connections from the Main Street corridor and create a loop trail system along the riverfront with bridge crossings to link Village and County owned green spaces. Enhance viewsheds and create access points along the river.



Parking Lot Improvements

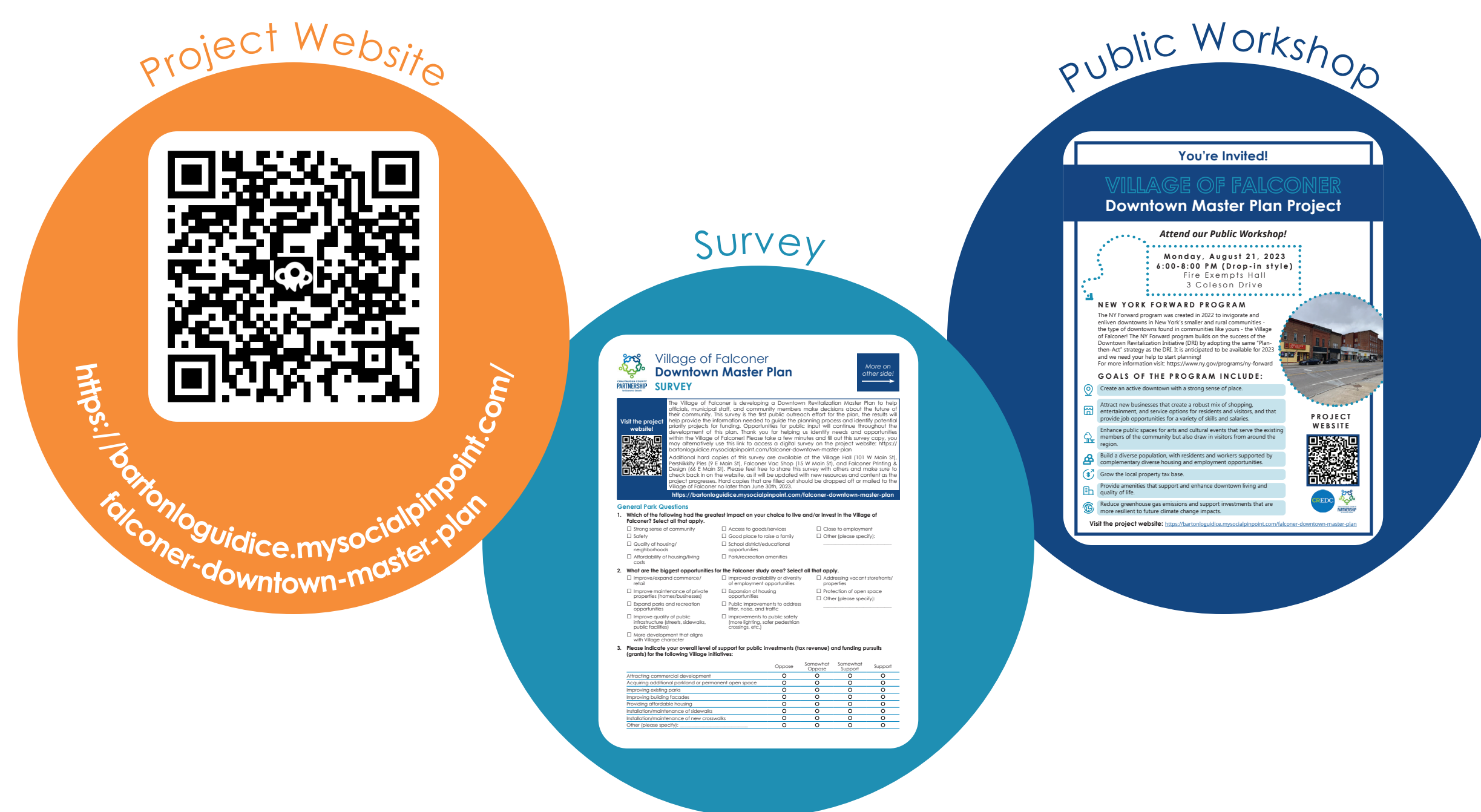
Determine potential parking lot improvements to improve appearance & efficiency of use.



Public Engagement

APPROACH

Understanding and reflecting the concerns and preferences of the community is a critical component of the master planning process. A goal of the project is to ensure that all members of the community have opportunities to learn about the project, provide input and feedback, and, ultimately, help shape the recommendations of the master plan. To accomplish this, a hybrid approach to community engagement is being facilitated throughout the master planning process, providing a range of online and in-person activities for community members to participate in the project.

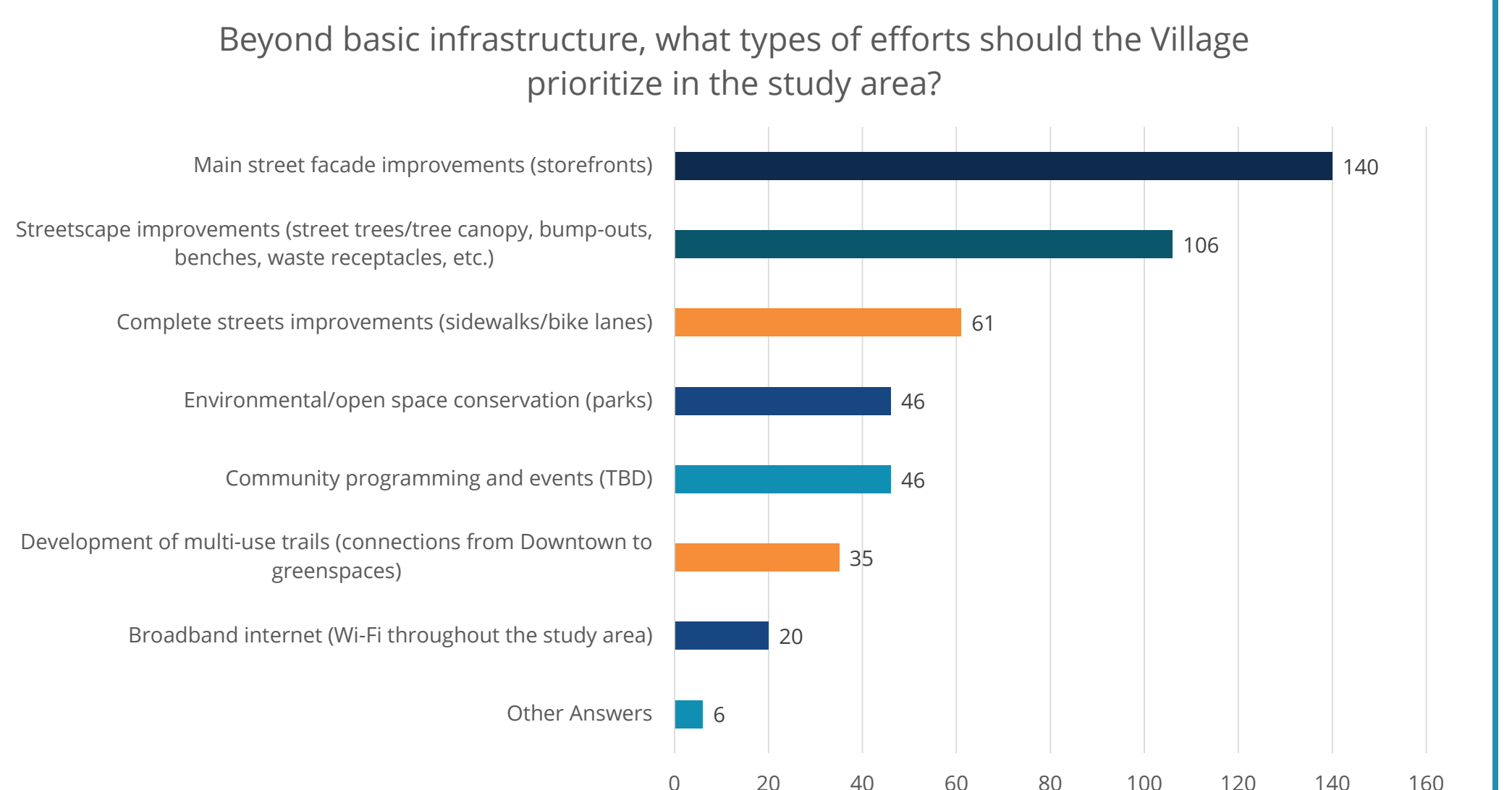
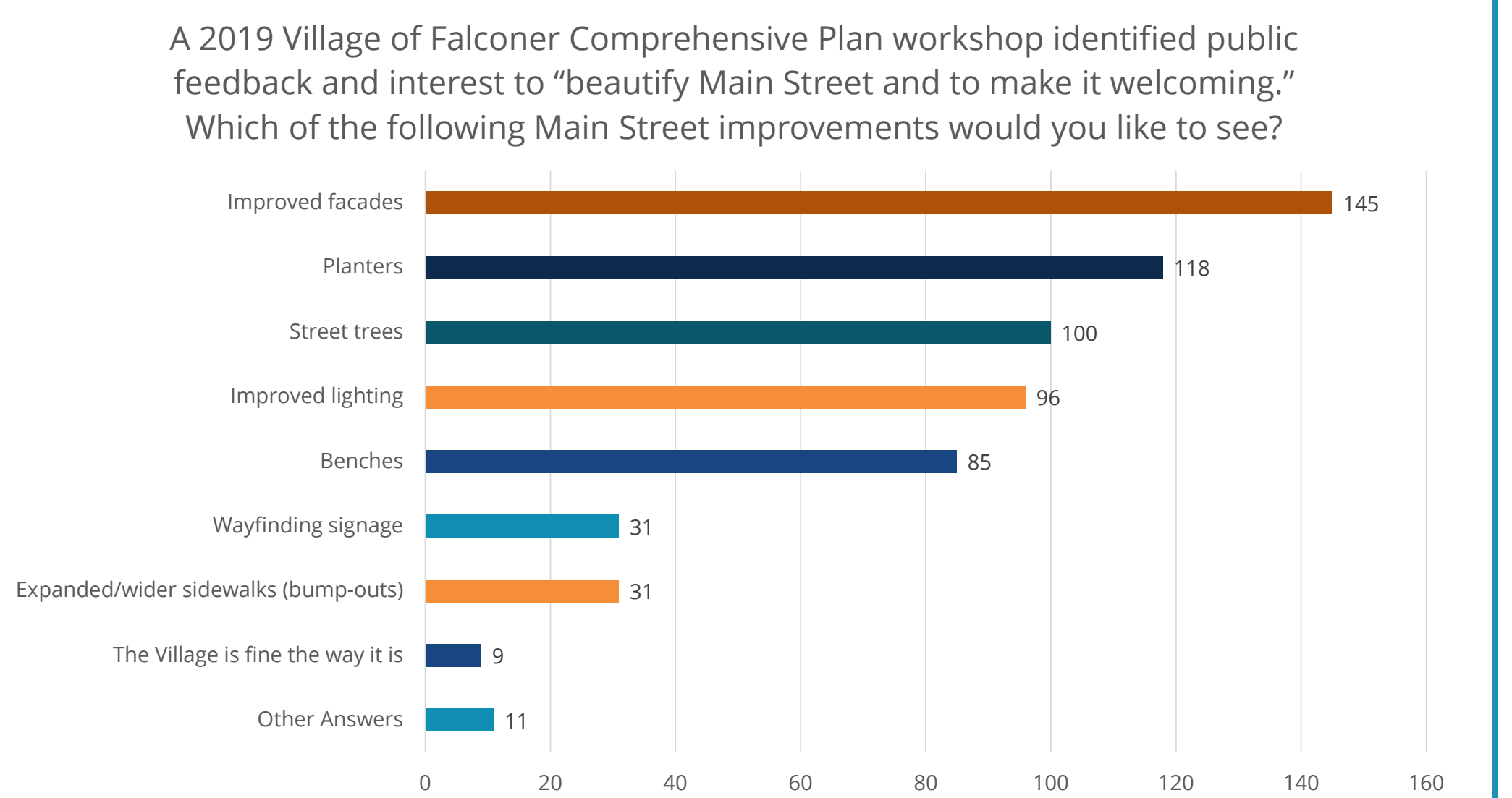
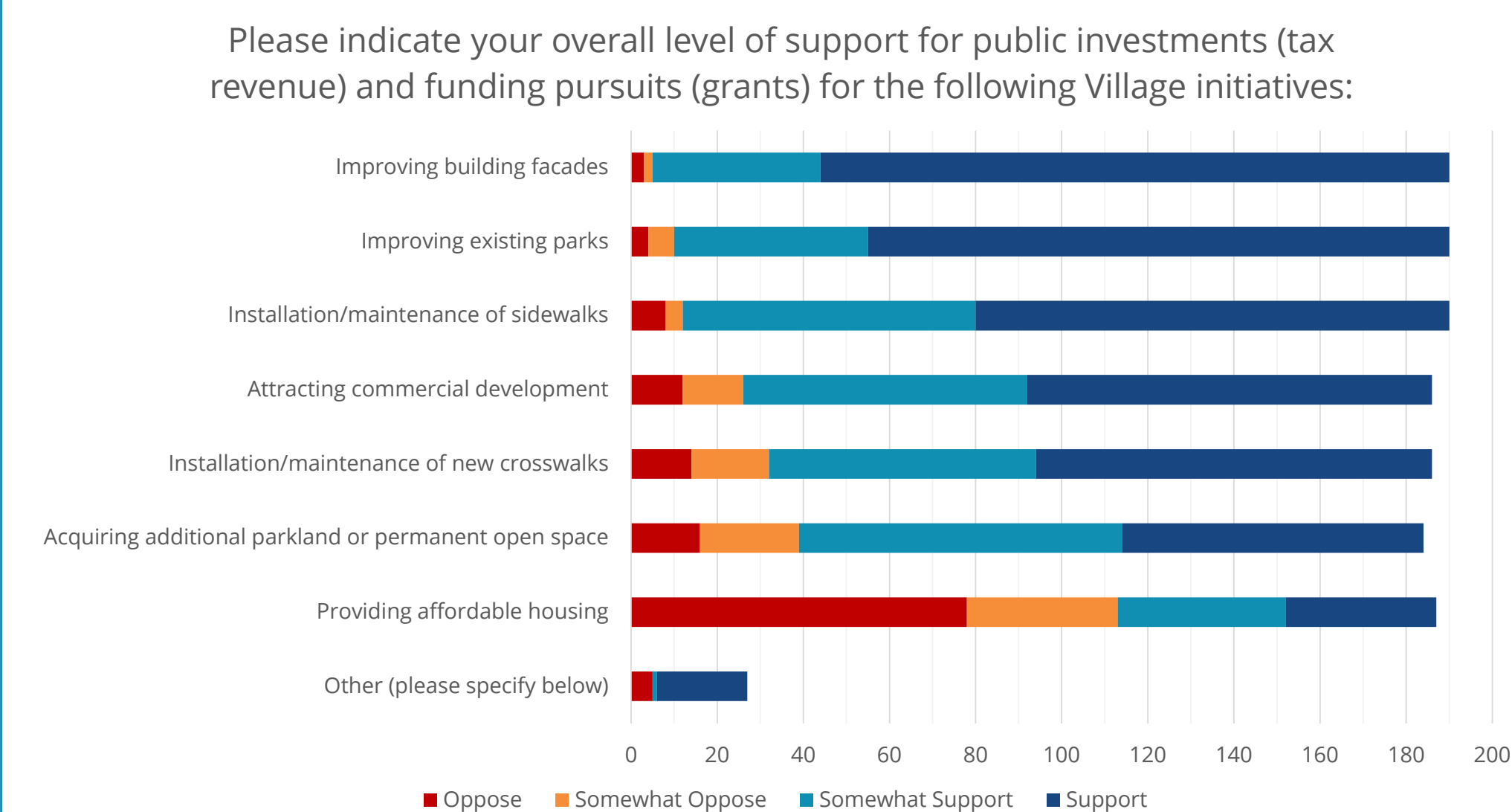
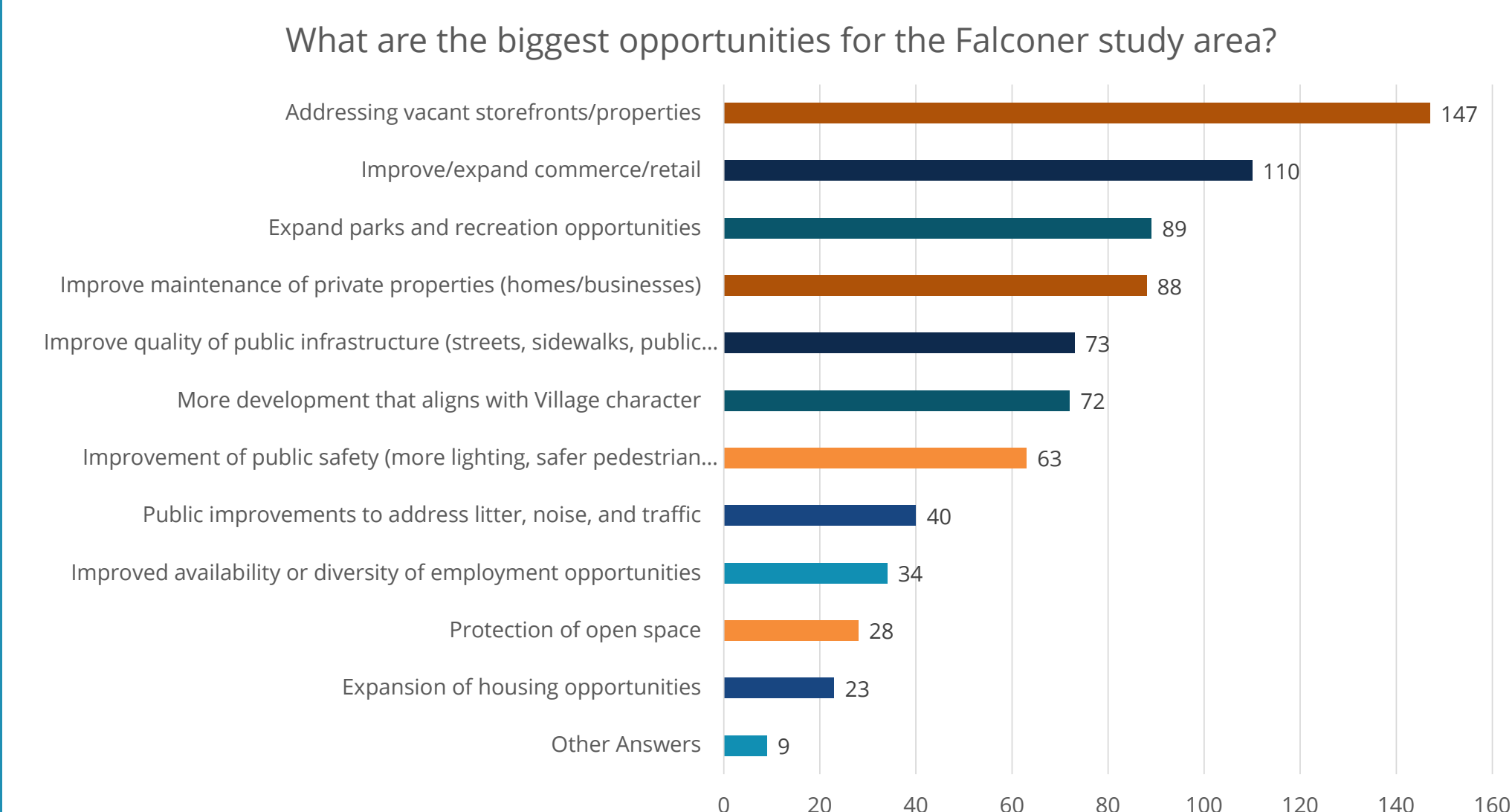
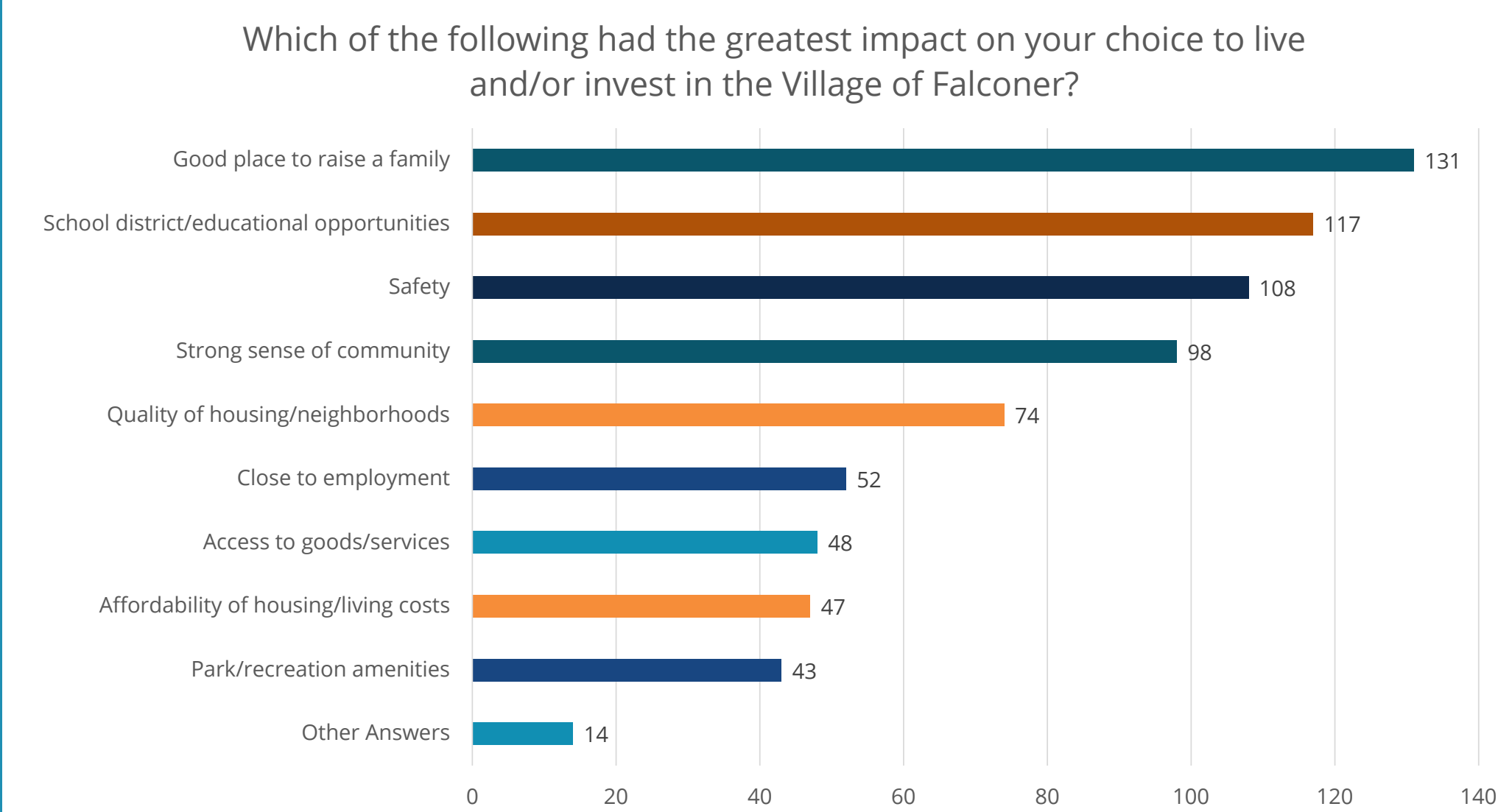


WHO TOOK THE SURVEY?

193 total responses!

The survey included several "about you" questions. Most respondents were either in the 35-54 age group (47%) or the 55-64 age group (25%). Many have been long-term residents of the Village, with 44% of respondents having been residents for more than 10 years and 11% having been residents for 5-10 years. Many were also property owners in the Village (49%) and/or students or a parents/guardians of a student in grade school in the Village (28%). The vast majority were in the Village on a year-round basis (96%), rather than seasonal. The majority of respondents also owned their home in the Village (63%), while fewer rented their home Village (7%). Finally, there was a wide range of annual household incomes represented by the respondents.

SURVEY FINDINGS



How often do you shop or dine within the Falconer study area?

Never: 8
A few times per year: 21
Less than once per week: 30
Once per week: 45
More than once per week: 85

How often do you utilize the parks/recreational amenities located within the study area?

Never: 32
A few times per year: 63
Less than once per week: 35
Once per week: 24
More than once per week: 36

APPENDIX E

Falconer Downtown Revitalization Master Plan Project

Public Workshop Summary

Date and Time

Monday, August 21, 2023, 6:00-8:00 pm

Location

Fire Exempts Hall | 3 Coleson Dr, Falconer, NY

Summary of Event

The goal of the Public Workshop was to involve Falconer community members and stakeholders in the Falconer Downtown Revitalization Master Plan, collect their feedback on preliminary priority projects within the study area, and guide the decision-making process for the Falconer Downtown Revitalization Master Plan. Posters were set up in a gallery format in Fire Exempts Hall, including the following:

- A map highlighting the study area and preliminary priority projects
- A poster summarizing the results of the community survey
- Two posters presenting eight total preliminary priority projects, with a sticker dot exercise encouraging attendees to vote for their preferred project(s)

Upon arriving, community members were asked to sign in and pick up a project flyer and comment card to fill out. The event started with a brief introduction by Olivia Mallon about the project process and purpose, a summary of the NY Forward grant program, and the event format. Flyers for the NY Forward program were also available for attendees to review and take home. Members of the Steering Committee and Olivia Mallon and Grace DeSantis of the Barton & Loguidice consultant team were in attendance to facilitate the workshop and answer questions from community members.

Summary of Feedback

36 attendees were recorded on the sign-in sheet. All the attendees were provided with the sticker dots to give input on the preliminary priority projects for the Downtown Revitalization Master Plan. Community members were asked to use the sticker dots to vote for the preliminary priority projects that they would most like to see within the focus area. Images of the posters with attendees' feedback are provided on the following pages. The preliminary priority projects received the following number of votes from workshop attendees:

1. Building Façade Improvements – 36 votes
2. Multimodal and Complete Streets Feasibility Study – 15 votes
3. Streetscape Improvements – 15 votes
4. Trail connection and Park Improvement – 13 votes
5. Waterfront activation – 12 votes
6. Main Street Design Guidelines – 12 votes
7. Parking Lot Improvements – 6 votes
8. Placemaking, wayfinding signage and connectivity – 4 votes

Written Comments in Public Engagement Form

1. Start spraying to get rid of mosquitoes.
2. Open the Falconer Park building and keep it staffed in the summer like they did a year ago. Ping pong, rent sports equipment to play in the parks' courts (basketball, tennis, equipment). Do crafts for young kids in the summer out of that building. Pop or snack machine inside.

Public Workshop Posters with Feedback

