VILLAGE OF SODUS POINT

PARKING IMPROVEMENT STUDY

OCTOBER 2022

GTC

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INTRODUCTION

The Genesee Transportation Council's (GTC) Unified Planning Work Program (UPWP) process provides federal funds for transportation planning activities undertaken by GTC, its member agencies, and on behalf of municipalities throughout the nine-county Genesee-Finger Lakes Region. The UPWP funds concept-level planning, analysis, and design initiatives. Project proposals must be consistent with regional *Long Range Transportation Plan*, a comprehensive plan for maximizing the transportation system's contribution to the social and economic vitality of the region. The LRTP sets the priorities and direction of the region as represented by GTC's goals and objectives, which include increasing the safety of the transportation system for motorized and non-motorized users.

The Village of Sodus Point responded to the 2022-2023 call for project partnerships with a proposed Circulation, Accessibility, and Parking Plan for the Village. Per the Village's UPWP project funding application, seasonal activities attract high traffic volumes and create congestion issues that, due to the location of the Village on a peninsula only accessible from the south and west, raise safety concerns. Vehicle parking has been provided in a haphazard fashion over time, not as part of a coherent parking management strategy. Little consideration has been given to the impact of current parking arrangements on traffic circulation. Parking overflows create congestion at multiple Village locations.

Sodus Point's economy is based almost exclusively on water-based tourism. It is important that access to the business district, the Sodus Point Lighthouse, and public boating and fishing access sites are not impeded because of inefficient traffic circulation and poorly designed and managed parking inventory. Sodus Point's growth as a tourist destination further strains the capacity of the local transportation network. Unless the Village addresses issues related to the ability to absorb and park vehicular traffic, efforts by local, county, and regional organizations to promote local business and attractions will be undermined by a reputation of poor vehicular access and substandard parking options.

While the study was not recommended for funding by the UPWP Development Committee, the committee remained concerned about issues raised in the application. Subsequently, GTC staff offered technical assistance to conduct a parking inventory, utilization, and access study jointly with the Village of Sodus Point.

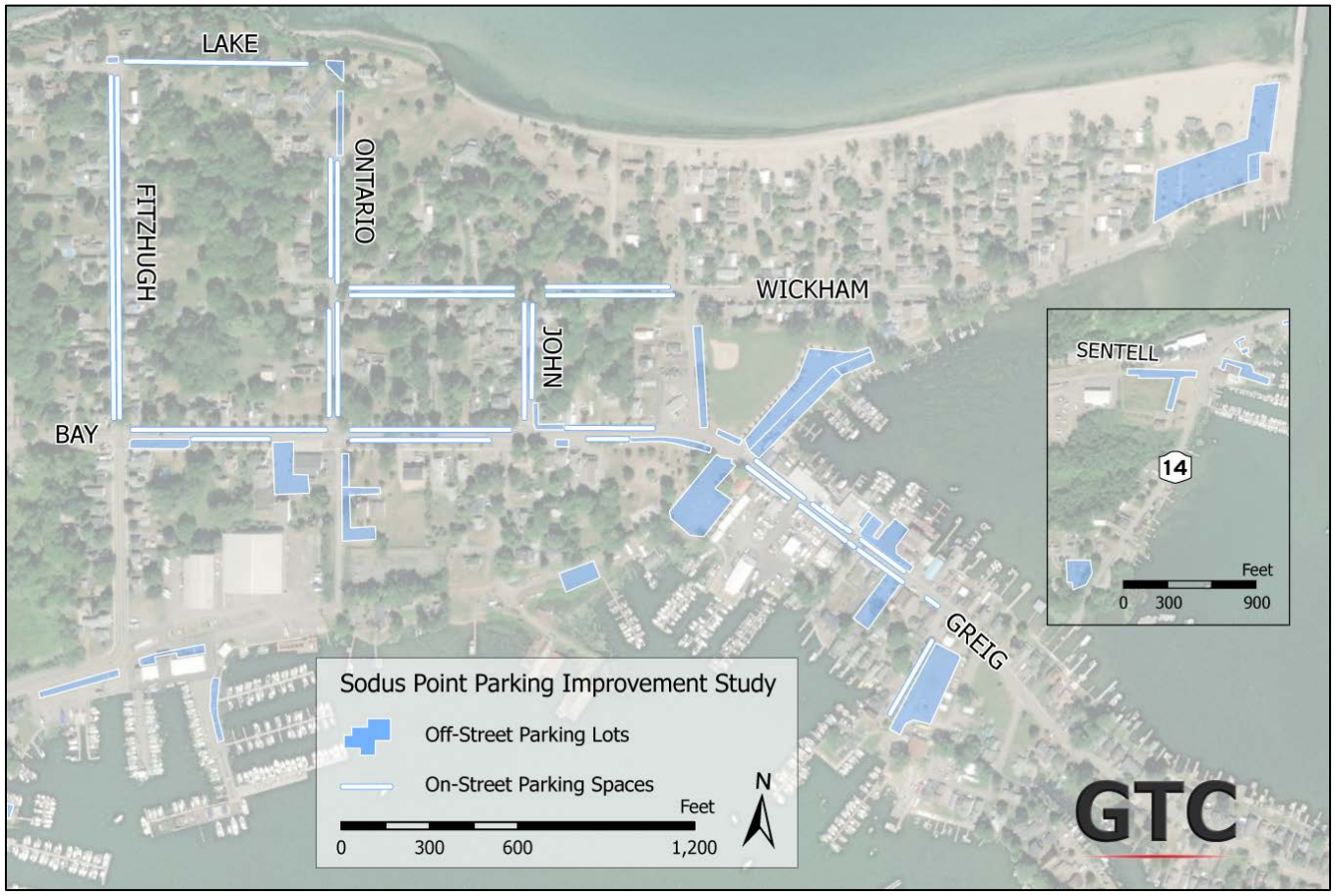
The primary objectives of this document are to present the findings of parking inventory and utilization surveys conducted for the Village of Sodus Point as well as to identify potential changes to parking regulations and management strategies. These possible interventions aim to support improved parking operations and traffic conditions while maintaining safety for all users of the Village's roadways. The planning process described combines field survey, data analysis, and stakeholder discussion to strengthen the resultant recommendations. GTC's Long Range Transportation Plan 2045 identifies a suite of recommendations related to economic development that includes the identification of parking demand for sites and districts based on land use and time of day. This effort seeks to align with parking management recommendations that would revise traditional parking requirements and management techniques to reflect changing parking needs.

Study Methodology

GTC Staff developed a methodology to study parking needs in the Village that inventories and measures current conditions related to parking supply and utilization at points of greatest interest within the study area. These measured conditions, coupled with stakeholder discussion, are used to develop an action plan that recommends potential interventions. The interventions, rooted in preserving activity and village character, will aim to improve the management of existing parking facilities/assets.

The study area is somewhat non-contiguous but includes all points of interest described in the Village's original UPWP application. Sodus Point Beach Park and the Harriman Park Boat Launch are included to examine overflow conditions and their impact on vehicular circulation and safety within the Village.

Figure 1 – Study Area



The study was completed by performing the following major tasks:

- Assembly of and collaboration with an advisory committee comprised of key stakeholders identified by GTC Staff and the Village of Sodus. The committee was tasked with reviewing study material and work products before providing comments and proposed revisions. Subsequent steps will describe specific involvement of the committee, which is comprised of the following members:
    - Dave McDowell – Mayor, Village of Sodus Point
    - Sharon Lilla – Ex-officio, Village of Sodus Point
    - Kevin Druschel – Code Enforcement Officer, Village of Sodus Point
    - Phil Leone – Leone Landing
    - Tim Habecker – Krenzer Marine
- Convention of an initial advisory committee meeting followed by a two-stage inventory and utilization data collection effort.
    - Members of the advisory committee participated in a tour of the study area to identify facilities and regulations, providing a more complete local perspective regarding parking access, issues, and opportunities for potential management strategies.
    - GTC staff performed 24 hours of data collection across two days, a Friday and a Saturday from 10 a.m. to 10 p.m., on advice from the Project Advisory Committee.
- Statistical analysis of parking utilization in multiple locations throughout the Village.
- Assessment of key issues that incorporates stakeholder input.
- Development of a set of parking management improvement strategy alternatives for inclusion in an implementation framework.
- Re-engaging the advisory committee to vet potential strategies and help the Village prioritize projects for funding and implementation.
- Revision based on committee comments and finalization of the plan document.

EXISTING CONDITIONS

The Village of Sodus Point Parking Improvement Study relies on a comprehensive understanding of existing regulations, parking inventory, parking utilization patterns, and policy frameworks to develop strategies which effectively address the needs and goals of the Village described in the Introduction. This assessment of existing conditions and demand outlines these parameters in the first stage of the study process.

The *Village of Sodus Point Parking Improvement Study* assesses the parking environment in several ways. Statistical analysis is performed on observed parking utilization versus the parking space inventory. Multiple points of interest are examined separately in order to avoid diluting utilization data with low demand locations. Issues discussed during the Project Advisory Committee meeting are tested empirically using data collected by GTC staff.

Parking Supply Inventory

GTC Staff conducted a comprehensive inventory of all parking facilities within the study area on Wednesday, June 15, 2022. Staff observed and collected supplemental inventory data during initial utilization data collection on Saturday, July 2, 2022 as practical use and restrictions became apparent. This inventory serves as the foundation of the plan and informs the study analysis and recommendation efforts. The parking inventory recorded the number of parking spaces along all blocks within the study area not prohibited by section § 175-9 of the Sodus Point Code, as well as the number of spaces in all off-street facilities in the study area.

The study area contains significant on- and off-street parking assets. Nearly thirty distinct public and private off-street parking lots are found in the study area.[1] Over two-thirds (68%) of all spaces in the study area are off-street.[2] On-street parking is also available on many streets throughout the study area. Time-limited parking is only found along Greig Street – the primary commercial street of the study area. A two-hour time limit exists for thirty-three (33) on-street spaces along Greig Street, which also features two untimed handicapped accessible spaces. Additionally, two spaces at the eastern end of the Greig Street business district are limited to 15 minutes stays per code but are unsigned in practice. There is a large amount of unrestricted on-street parking, as permitted by code, along Bay Street, Wickham Boulevard, John Street, Ontario Street, Lake Street, and Fitzhugh Street.

[1] The inventory includes all off-street facilities larger than three parking spaces. Residential driveways were not inventoried.

[2] As defined and allowed by Chapter 175 of the Village of Sodus Point Code
https://soduspoint.info/wp-content/uploads/2021/05/Chapter-175.pdf

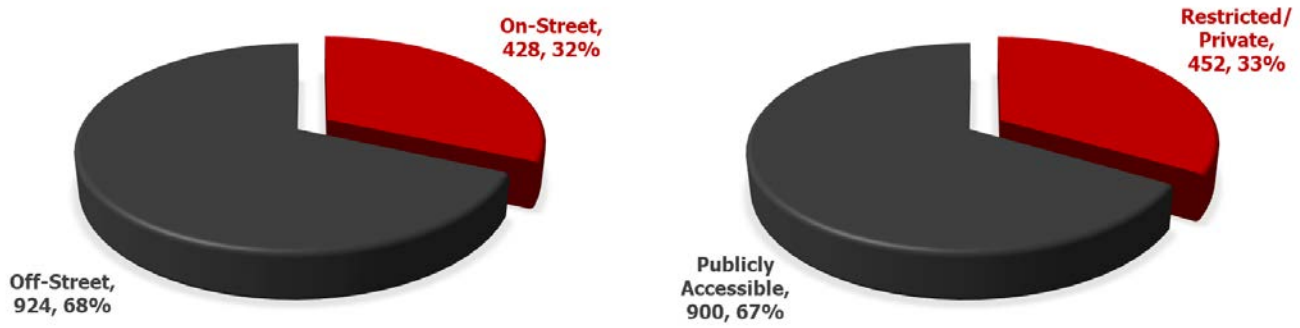
Overall, the study area contains approximately 1,350 total functional parking spaces, with over 400 on-street spaces[3] and over 900 off-street spaces in surface lots. Approximately half of these spaces are publicly accessible; this includes all unrestricted, handicapped, and municipal off-street parking spaces (see Figure 2 below).

Access categories are clear cut in the Village of Sodus Point.

- **Publicly Accessible** parking is available to any member of the public. This parking is signed and clearly open so that any user understands that it is publicly available. All publicly accessible parking in the Village is publicly owned. There are no private lot owners who allow the general public to park in their facilities for free or for a fee.
- **Restricted** parking is limited to certain groups, such as permit holders, employees, and/or customers.

Of the active parking spaces inventoried in the study area, approximately two-thirds of these spaces are publicly owned and accessible. Looking solely at off-street parking, 33% of spaces are reserved for either tenants, customers, visitors, or employees. Likewise, 16% of the off-street inventory is either restricted (private property) or accessibility is unclear. However, 472 spaces, or 52% of the off-street parking supply within the study area, is publicly owned and accessible.

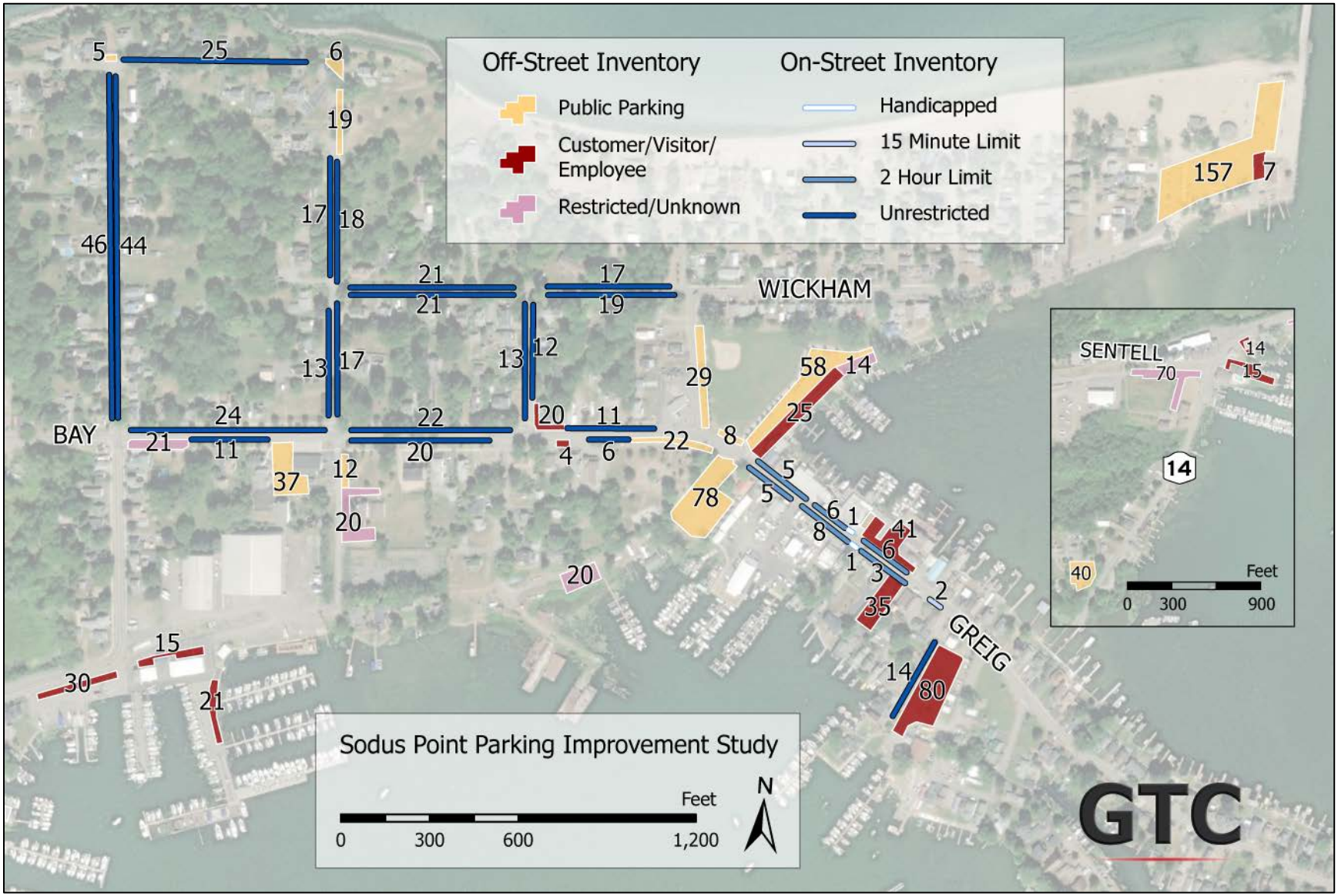
Figure 2 – Select Full Study Area Parking Inventories



The parking inventory and general regulations are depicted in Figure 3. All surface lots and block faces display the number of spaces within each area. For both on- and off-street parking, the various regulations are color coded by the general categories previously discussed.

[3] As a practical matter, unrestricted on-street parking within the Village is not well defined nor well utilized. This qualification will impact the quantification of opportunities, the utilization analysis, and recommended management alternatives in future chapters.

Figure 3 – Parking Inventory and Regulations



Regulations and Access

The regulation, location, and operation of parking spaces greatly affect how spaces are used. Regulations associated with each space, including time limits and reserved status, were recorded in order to fully understand the parking system and its capacity to meet shifting demand levels and patterns. It was found that regulations are largely static by time of day and day of the week. Note a prohibition on parking in any public parking area between the hours of 3:00 a.m. and 6:00 a.m. during the period beginning November 1 and ending March 31 per section § 175-8 of the Village Code.

On-Street Parking

While all of the on-street parking in the study area is available for use by any member of the public, 37 spaces along Greig Street are time limited between 6:00 a.m. and 6:00 p.m. per section § 175-11 of the Village code. Figure 4 breaks down the observed on-street parking supply by regulation type. Note that unrestricted parking is technically limited to a 24 hour duration by section § 175-12.B of the Village Code.

Figure 4 – On-Street Parking Regulations

On-Street Regulation, Time Limit, and Time Span	Total	%
Unrestricted	391	91%
Two hour limit from 6AM to 6PM	37	9%
Short-term (15 minute limit)	2	<1%
Handicapped	2	<1%

Off-Street Parking

Off-street parking includes all public and private parking in lots within the study area. Publicly owned and accessible lots are owned primarily by the Village of Sodus Point, but also by the Town of Sodus and Wayne County. These facilities make their entire parking supply available to the public at all times, noting that the standing or parking of any vehicle for a period in excess of 24 hours in any parking lots owned by or under the control of the Village of Sodus Point is prohibited per section § 175-14 of the Village Code. Restricted, private, or unknown lots are often owned by private landowners or private institutions and restrict access to residents, visitors, employees, and/or customers. A pair of exceptions exist in Sodus Point. At the Sodus Point Beach Park, seven (7) spaces are reserved for the Coast Guard and as such, are treated as a separate lot for the purposes of this study. Also, at the corner of Bay and Fitzhugh Streets, a 21-space lot exists within the New York Route 14 right-of-way. While publicly owned, the expectation of use of the recently sold adjacent building is unclear.

Figure 5 – Off-Street Parking Access and Regulations

Off-Street Regulation, Time Limit, and Time Span	# of Facilities	# of Spaces
Publicly owned and accessible	**12**	**472**
Unrestricted		461
Handicapped		11
Restricted/Private/Unknown	**18**	**452**
Motorcycle only		21
Handicapped		2

Utilization

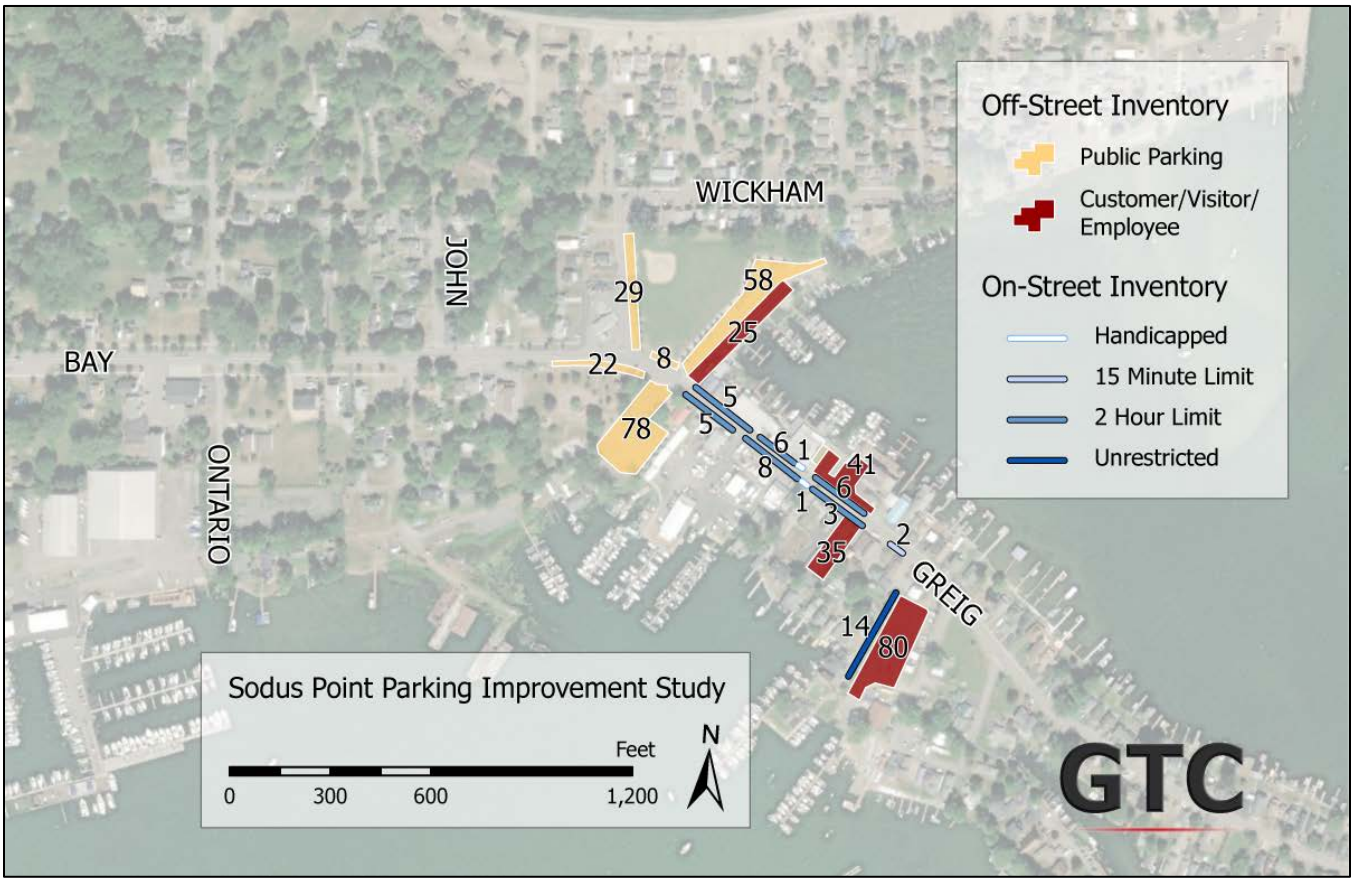
Utilization data, based on parking utilization counts on Saturday, July 2, 2022 and Friday, July 8, 2022, reveals a wide variety of information about the level of use of parking facilities throughout the study area. However, because the study area consists of disparate smaller focus areas and large portions of inventory that do not necessarily serve them, there is no value in examining data encompassing the entire study area. For the purposes of understanding localized shortcomings and developing corresponding management alternatives, the analysis of utilization data will be subdivided.

For each focus area, utilization charts will be employed that reflect observed vacancies and occupancies in two-hour blocks across the course of a twelve-hour day. Figures in subsequent utilization analysis sections aggregate observed parking utilization across multiple facilities for both weekday and weekend day surveys. The black dashed lines on each chart indicate "functional capacity" of parking, i.e., 90% utilized/10% vacancy, a recognized national standard of when a parking area is effectively full. Occupancy above this line represents a functionally full condition where the user perceives a lack of available parking.

Core Parking Area

Core parking consists of all on-street spaces along Greig Street, municipal off-street surrounding Oscar Fuerst Field and Willow Park, and private off-street lots serving the Sodus Bay Yacht Club, Captain Jack's, Abe's Mai Tai Tiki Bar, and Leone Landing (see Figure 5). These parking facilities, which directly serve the business district, experience moderate demand on Friday evenings and acute high demand on busy summer Saturday afternoons.

Figure 6 – Core Parking Inventory



On Fridays, demand ramps up through the course of the day, peaking during the evening. During the peak occupancy period, 6 p.m. to 8 p.m., publicly accessible facilities and restricted spaces witness a similar utilization percentage (65-67%). Among publicly accessible spaces, on-street parking was utilized at a higher rate (76%) than off-street parking (65%). Spaces along Greig Street were 89% full (33 of 37). Village parking lots surrounding Oscar Fuerst Field and Willow Park retained 69 empty spaces.

While off-street public lots are less than half full between before 6 p.m., curbside parking along Greig Street reaches over 90% occupancy by noon. This condition, which exceeds the functional capacity of the timed parking spaces, persists for the remainder of the day.

Figure 7 – Publicly Accessible Core Parking Utilization – Friday

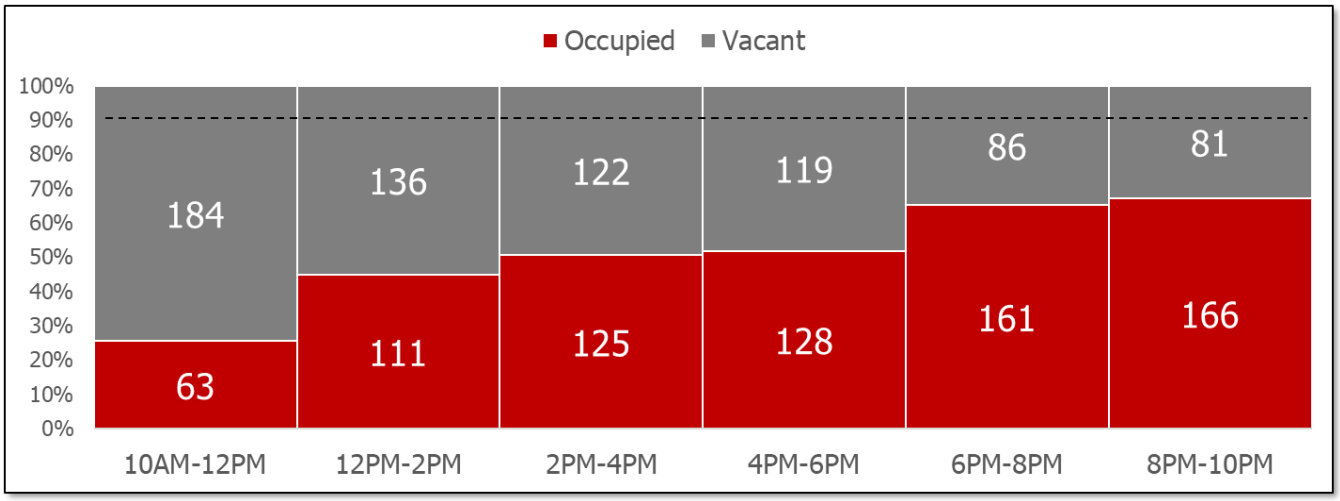
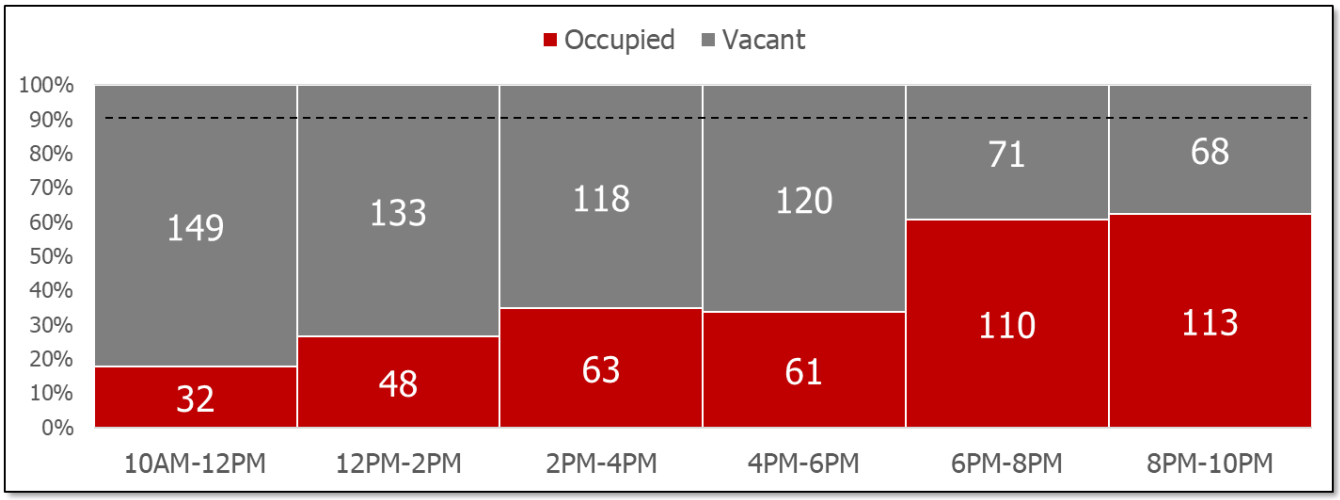


Figure 8 – Private and Restricted Core Parking Utilization – Friday



Saturday peak parking demand is broad and consistent compared to a Friday, occurring from 2 p.m. to a time between 7 and 8 p.m. At peak occupancy on July 2, only 22 publicly accessible spaces in the core were vacant, fourteen along the west side of Oscar Fuerst Field, six along Irwin Street, a lesser-known parking option, and singles in other assorted locations. Some on-street parking areas and municipal lots were filled beyond capacity where motorists did not observe pavement markings. The primary municipal lot held 76 vehicles as motorists had taken to improvisation, using the unpaved area at the south end of the lot as a parking lane.

Once again, on Saturdays, curbside parking along Greig Street reaches over 90% occupancy by noon. Functional capacity operation of these spaces continues for the remainder of the day with minimal turnover. Most off-street publicly accessible core options experience a similar lack of available spaces from 2 p.m. to after 7 p.m.

Figure 9 – Publicly Accessible Core Parking Utilization – Saturday

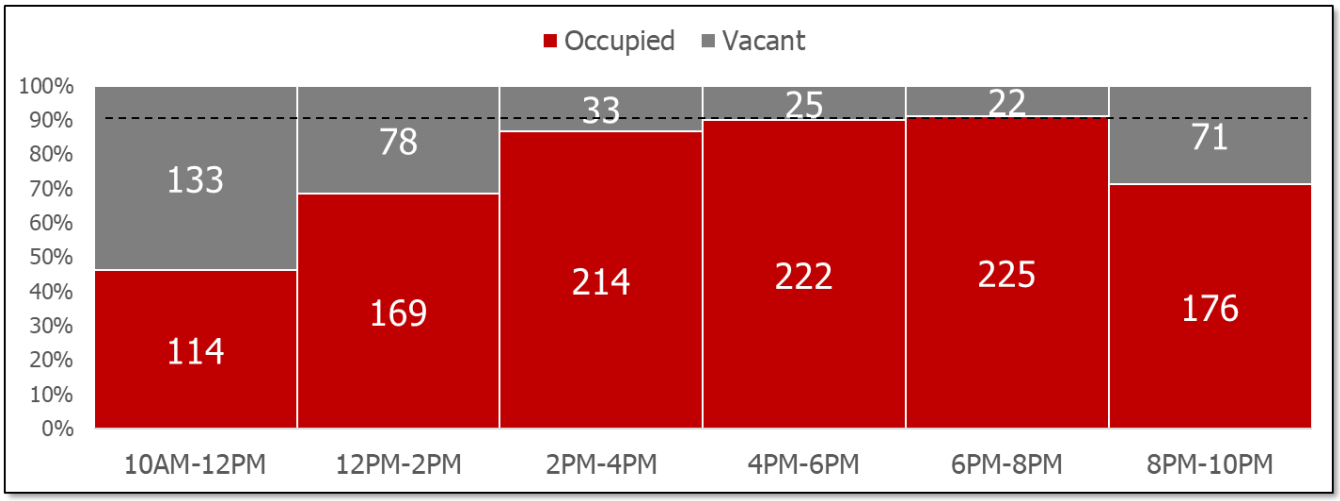
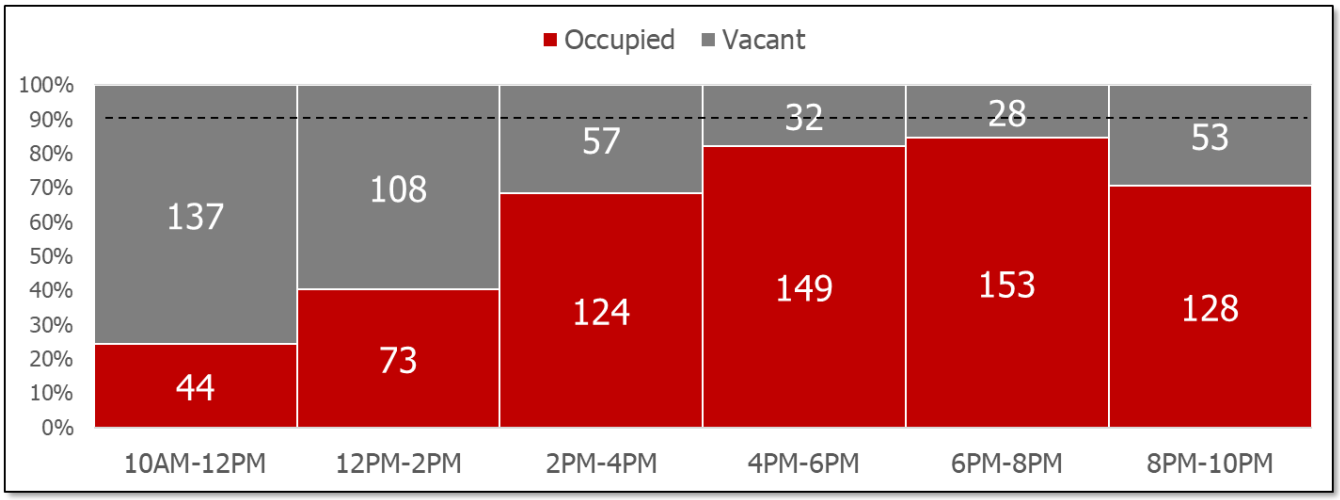


Figure 10 – Private and Restricted Core Parking Utilization – Saturday



Sodus Point Beach Park

Specifically identified as an area of concern in the Village's original project application, the publicly accessible portion of the Sodus Point Beach Park lot did not exceed 50% occupancy at any point on Friday, July 8, 2022. On Saturday, July 2, 143 of 157 spaces were in use just after 4:00 p.m., just above 90% and the highest utilization rate observed during the utilization survey.

Figure 11 – Sodus Point Beach Park Parking Utilization (Excluding Coast Guard) – Friday

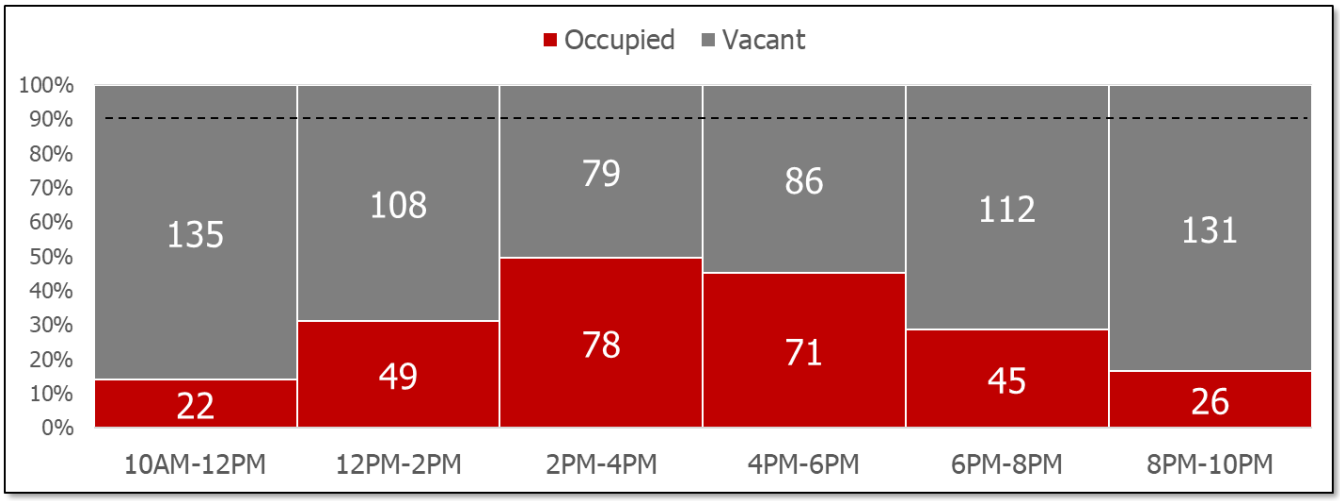
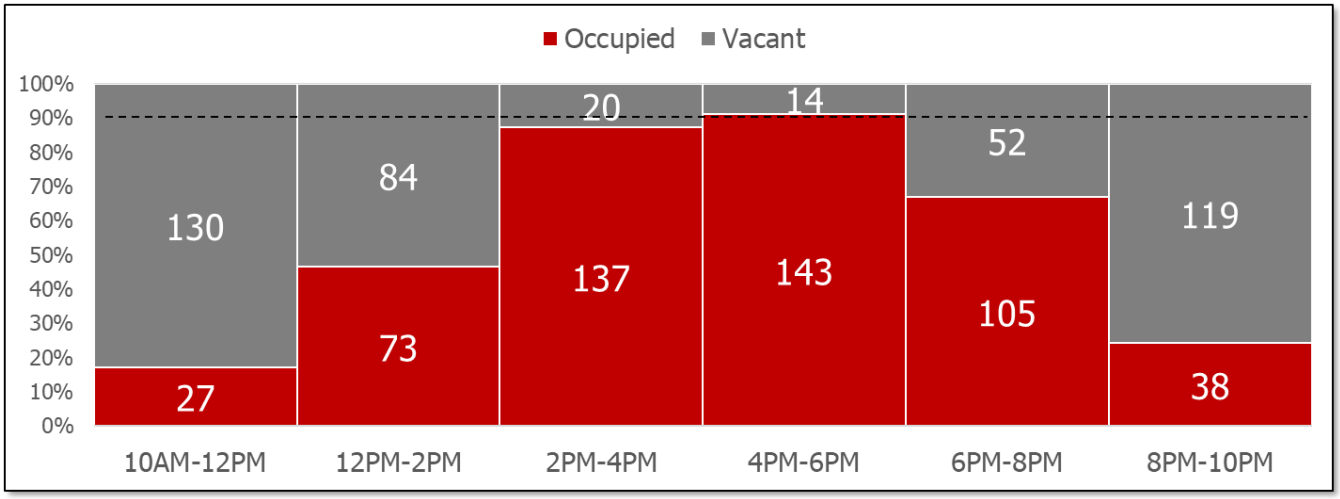


Figure 12 – Sodus Point Beach Park Parking Utilization (Excluding Coast Guard) – Saturday



Harriman Park Boat Launch

A second location specifically identified for closer study, the Harriman Park Boat Launch lot was inventoried as being able to accommodate 40 vehicle/boat trailer combinations. The greatest use observed occurred between 4 and 6 p.m. on Saturday, July 2 when 25 boat trailers and hauling vehicles occupied the lot.

Sodus Bay Lighthouse Museum

At the northern end of the Village, the Sodus Bay Lighthouse Museum and recreational area features 25 parking spaces in two lots. These facilities were sparsely utilized during the survey, never exceeding 50% of capacity and only approaching it (12 of 25 spaces occupied) at 4:00 p.m. on Friday.

KEY ISSUES

The following is a summary of key issues as identified through stakeholder discussion and the analysis of existing conditions outlined previously. Capturing the most pressing concerns and challenges, these topics provide a basis for the development of study recommendations.

- Certain business employees utilize core municipal parking lots and premium time limited on-street spaces for long stays at the expense of the Village.
- The Village lacks wayfinding signage and general information related to parking options.
- Vacant storefronts along Greig Street may become activated in the future, increasing acute demand in this location.
- Current time limits and other regulations are unenforced.
- Beach Park parking supply is compromised by Wayne County Sherriff operations.
- The psychology of parking close to one's destination belies the distance walked by the same motorists when parking in large lots, such as a supermarket or shopping center. Walkability is otherwise high within the Village.
- The legality of parking at the west end of the Village is less understood. Katlynn Marine satisfies its own generated demand, but Sodus Marina makes de facto use of other private facilities that may not be permanently available.
- Non-core on-street facilities are not well defined. Signage does not necessarily correspond to regulations listed in the Village Code.
- There is no department within Village government that oversees parking management. No policies are in place to guide improved parking management.

Figure 13 – On-Street Parking at Functional Capacity – Greig Street

Parking Requirements in the Village Code

While Chapter 190 of the Village Code (Zoning)[4] sets minimum off-street parking to be provided by the property owner at the time of construction or alteration, Section § 190-23.B allows for modification if staggered hours of use can be proven. This provision can be built upon to allow for continued redevelopment of portions of the business district despite strict zoning regulations.

Like parking requirements found in the zoning code, benchmark rates published by the Institute of Transportation Engineers (ITE) assume a single demand level for the entire 24-hour day. Neither accounts for lower demand over the course of the day among different land uses. For example, office space and residential parking demand generally do not overlap, but both are typically calculated individually to arrive at an aggregate peak-demand measure of parking need. Thus, ITE rates will consistently over-estimate demand generated by land uses in a compact, walkable, mixed-use context like the Village center. Nevertheless, the rates are useful as a comparative starting point to determine and test baseline assumptions. Sodus Point's requirements should be no higher than ITE rates, and likely should be lower. Figure 14 summarizes key Sodus Point zoning requirements and compares them to ITE parking demand generation rates for comparable units of measurement. Pink-shaded boxes represent instances where Village code requires more parking than comparable ITE rates.

[4] Chapter 190 of the Village of Sodus Point Code
https://soduspoint.info/wp-content/uploads/2021/05/Chapter-190-Zoning.pdf

Figure 14 – Current Sodus Point Parking Requirements vs. ITE Standards

	Current Requirement		ITE Parking Rate	
Specific Use	Requirement	Unit[5]	Requirement	Unit
Retail Business or Service, Bank or Post Office	5	1000 sf	2.55	1000 sf[6]
Office	3.33	1000 sf	2.84	1000 sf
Restaurant/Bar/Nightclub	0.2	seat	0.48	seat
Hotel	0.5	bedroom	0.89	room
Motel/Resort	1	bedroom	0.71-1.29	room[7]
	+0.25	employee		
Manufacturing	2.5	1000 sf	1.02	1000 sf
Warehousing	0.5	1000 sf	0.51	1000 sf
Vehicle/Equipment Sales	0.33	1000 sf[8]	1.78	1000 sf
Church/Auditorium/Stadium	0.17	seat	0.25	seat
Elementary School	2	classroom	0.17	student
High School or College	5	classroom		
Museum	1.25	1000 sf	0.98	1000 sf
Hospital/Nursing Home	0.5	bed	0.35-3.47	bed[9]
Social Club	5	1000 sf	3.20	1000 sf

[5] Current Village requirements are scaled to allow for direct comparison to ITE rates. For example, one parking space per 200 square feet of customer floor area is considered 5 spaces per 1000 square feet for purposes of comparison.

[6] Bank listed as 1.6 spaces per employee. Post office listed as 2.01 per employee.

[7] Motel is listed 0.71 spaces per occupied room. Resort Hotel is listed as 1.29 spaces per occupied room.

[8] Defined as "area devoted to outside storage, including used car lots and equipment rental or sales yards."

[9] Nursing home listed as 0.35 spaces per bed. Hospital listed as 3.47 spaces per bed.

	Current Requirement		ITE Parking Rate	
Specific Use	Requirement	Unit[5]	Requirement	Unit
Dance Hall	20	1000 sf	6.33	1000 sf[10]
Golf/Bowling/Billiard	4	play space[11]	2.89-8.68	play space[12]
Skating Rink	4	1000 sf	1.76	1000 sf
Dwellings	1	unit	1.23-1.83	unit
Multifamily	+0.33	unit		
Home Occupation	+1	employee		
Dentist/Doctor	+2			
Boardinghouse	1	bedroom		

Source: (1) Sodus Point Code § 190-23.A. (2) Institute of Transportation Engineers. Parking Generation. 4th Edition. Washington, DC, 2010.

[10] Citing *Multipurpose Recreational Facility* use type.

[11] Defined as "each tee, alley, or table."

[12] Billiard Hall listed as 2.89 spaces per table. Bowling Alley, Suburban listed as 5.02 spaces per lane on Friday. Golf Course listed as 8.68 spaces per hole.

PARKING MANAGEMENT STRATEGY ALTERNATIVES

The concerns raised by the Project Advisory Committee and the quantified results of the inventory and utilization analysis reinforce key themes related to Village vehicular parking provision and needs. GTC staff recommends a number of strategies to improve both real and perceived shortcomings of the parking system as well as potential secondary impacts to the quality of the Village's overall transportation system.

- Optimally manage the parking inventory while adding new parking facilities sparingly and strategically.
  - Expand the understanding of core parking by formalizing spaces within two blocks of the business district.
  - Coordinate information systems, including official publications, to improve the understanding of permitted parking and likely availability in the Village.
  - Negotiate agreements with private lot owners for use of excess supply, when available.
- Use regulations, and potentially pricing, to ensure availability of some publicly accessible parking inventory at all times of day
  - Starting with enforcement of regulations, commit to regular performance monitoring
  - Consider payment technology in the decision to potentially implement pricing that maximizes convenience and simplicity for users as well as administration.
  - In areas of high demand, develop tiered regulations or rates to encourage shorter stays in premium locations at appropriate times of day.
  - Revise Village Code ensure consistency between locations where parking is allowed and official regulations.
- Redefine parking requirements within the Zoning chapter of the Village Code.
  - Consider an Access Management Requirement for new development/redevelopment that promotes multimodal solutions and/or collects fees directly related to municipal parking management burden.

The following pages narrate the potential management strategies recommended to address issues identified during the parking improvement study process. For each alternative, an overview of the concept is given, and actions required on the part of the Village are described.

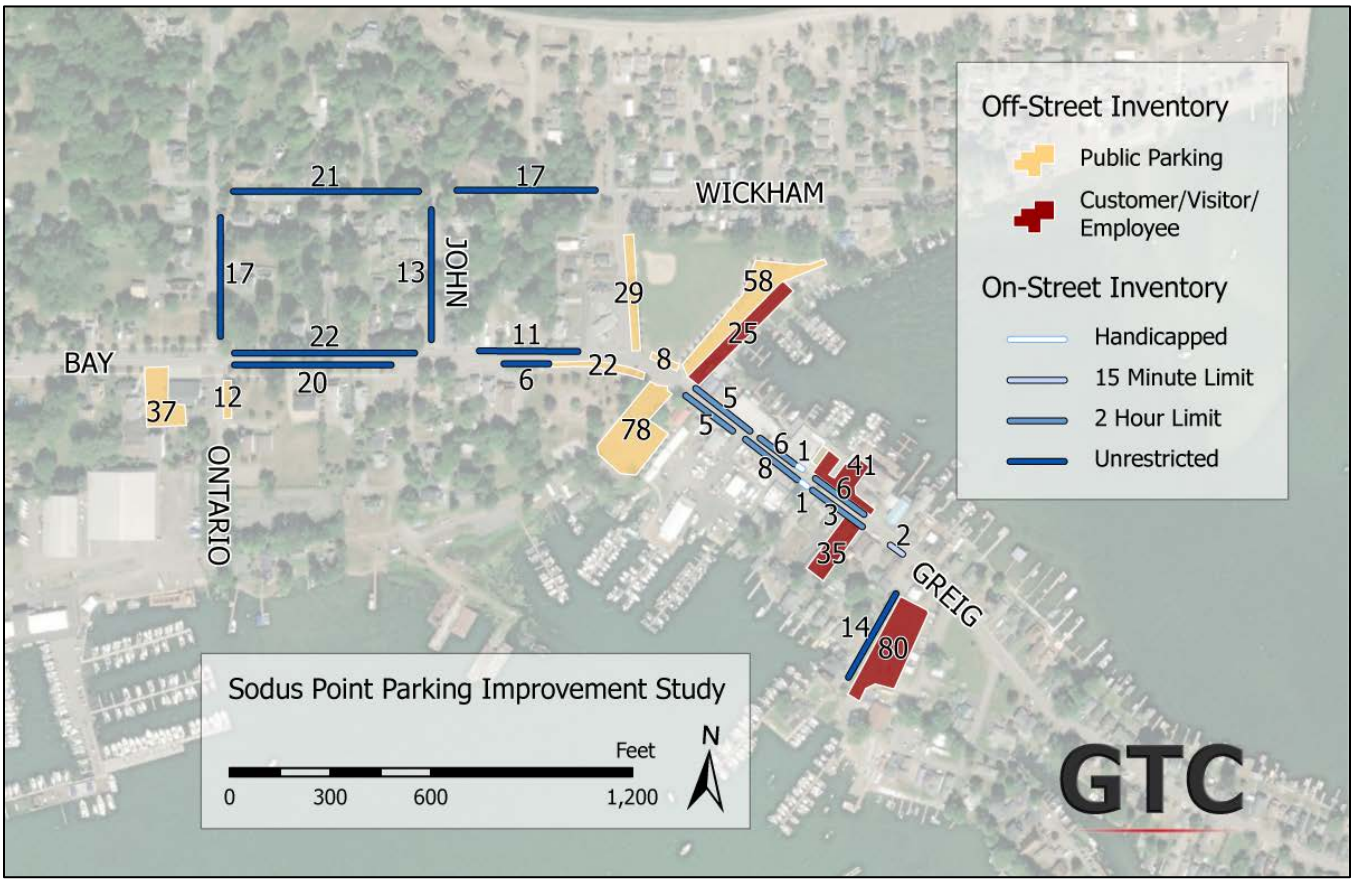
Optimizing the Existing Parking Inventory

The first step in improving the parking situation in Sodus Point is to optimize the current inventory. This can be accomplished through a mix of formalization of underutilized parking facilities close to areas of high demand, improved information regarding available parking, such as maps and wayfinding, and discussions with private facility owners regarding the public use of a subset of spaces at certain times of day.

Formalize Expanded Core Parking

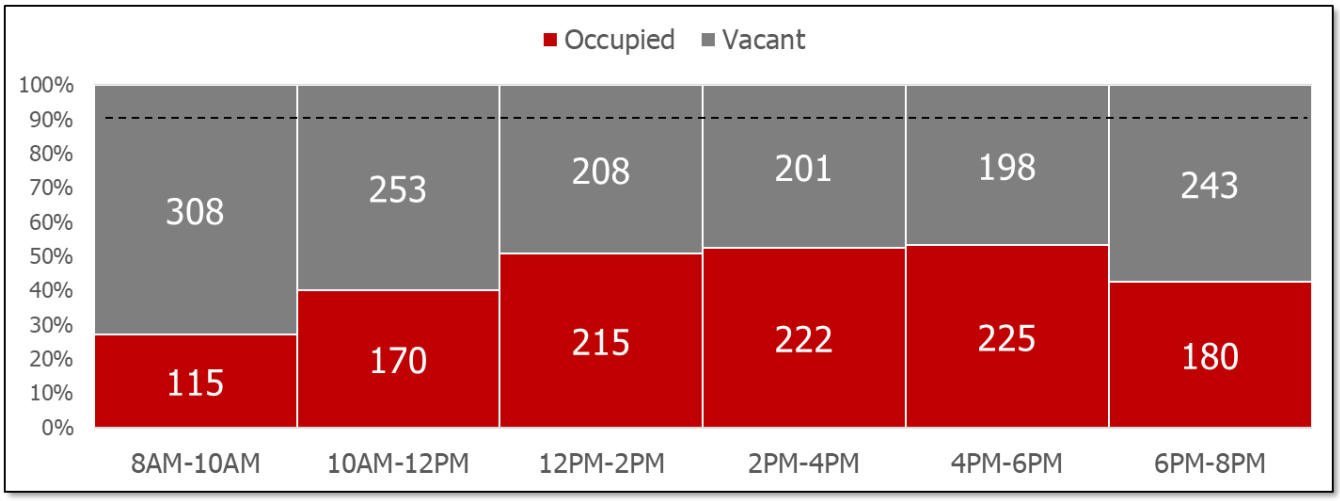
As defined in Figure 6 and subsequently analyzed in the existing conditions chapter, core parking is used to functional capacity on particular summer weekend days. Opportunities exist to add to the core inventory by formalizing streetside parking spaces along Bay, John, and Ontario Streets as well as Wickham Boulevard. While current village code allows for parking on each side of John Street, Ontario Street, and Wickham Boulevard, as a practical matter, it is recommended to only allow parking on one side of those streets in a more formalized arrangement. By also adding public lots at the Village Community Center and Municipal Office, the Village adds roughly 175 spaces to the core inventory, none more than a seven-minute walk from the western end of the business district.

Figure 15 – Extended Core Parking Inventory



Re-analyzing demand to include this added inventory, utilization on July 2, 2022 only reaches slightly above the 50% mark suggesting a combination of formalizing spaces not currently considered part of the core, improved information sources for the entire extended core, and tiered regulations to holistically manage this parking area can have great effect in lessening the localized parking crunch.

Figure 16 – Publicly Accessible Extended Core Parking Utilization – Saturday



Improve and Coordinate Information Sources

Signage should clearly communicate parking regulations and restrictions while also directing motorists to less obvious parking options. Clear, publicly available information as well as signage have a large role to play in ensuring that drivers are making use of the most appropriate parking facility. There are three opportunities during any visit where information helps to optimize the parking inventory while giving visitors a positive impression of their experience.

- **Before Arrival:** The ability for visitors and customers to access parking information before traveling to Sodus Point will allow those visitors to either plan their parking destination or improve their ability to find appropriate parking when they arrive. An official map including regulation information should be made available.
- **Upon Arrival:** Physical signage helps visitors make the connection between a map and their true understanding of an area. This signage should be of a consistent design and provide clear guidance to publicly accessible parking. Off-street lots should feature entrance signs and exit signs, including information on regulations. Regulation signage should contain accurate information regarding hours of operation. If pricing is considered, signage should also display rates consistent with rates displayed on pay stations.
- **Post Arrival:** Providing clear pedestrian signage helps to create and promote a “park once” district, allowing customers to feel comfortable walking to multiple locations on foot. Once parked, wayfinding signage helps visitors to easily find their destination.

An example official Village core parking map reflecting current regulations is shown in Figure 17. A version of this map in PDF file format is included as an appendix. Posting an official parking map on the Village website and at strategic locations, such as the Willow Park Information Center and Municipal Office, will provide a clear and consistent guide for visitors who plan ahead as well as those who arrive without prior information.

The map should show on-street spaces, off-street parking, regulations, and hours of operation. If pricing is considered, the map should also show the location of payment kiosks and fee rates. The Village may choose to augment this map with private business names, or a business directory with key and numeric identifiers on the map, at their discretion.

Figure 17 – Proposed Village Parking Map Reflecting Current Regulations

Sodus Point utilizes the MUTCD D4-1 sign to identify the primary municipal lot at Willow Park, as pictured prominently on the front cover of this report. Other similar water-oriented Great Lakes villages, such as Wiarton, Ontario, Canada, have made use of unique wayfinding signage that stands apart from other roadway signs and contributes to the Village identity.[13] This same type of signage serves visitors post-arrival and was recommended as a program recommendation of the recent *Sodus Point Active Transportation Plan*.

Regardless of format, all parking signage should be consistent, highly visible, and useful in directing visitors to public parking facilities. The signage structure should emphasize what is publicly accessible to first-time visitors rather than what is not available to them. Signage should be consistent in theme and design with any online parking maps or other official materials in order to promote immediate recognition by visitors of a consistent, single parking system.

Figure 18 – Parking and Wayfinding Signage – Wiarton, Ontario

Sodus Point Beach Park

A unique point of interest in the utilization analysis, Sodus Point Beach Park was identified in the Village's project application as being the source of overflow and congestion in the transportation network. Stakeholder discussions cited the Wayne County Sherriff as compromising the capacity of the public beach lot by using it for their boat trailers and spare boats, though on July 2, 2022, only one space was used by a Sheriff Department vehicle.

The Village, working together with Wayne County Buildings & Grounds/Parks has a number of options to consider in managing parking as well as the flow of traffic to and from the Beach Park. Dynamic signage

[13] Downtown Wiarton Streetscape Improvements – Final Concept Design Document
https://www.southbrucepeninsula.com/en/town-hall/resources/Downtown-Wiarton-Streetscape-Improvements---Final-Report-2016-December-13-accessible.pdf

could be erected at the entrance to the Village along Route 14 that indicates the number of spaces still available at the beach lot and allowing visitors to make a decision before arriving in the heart of the Village. The County could implement a reservation system and issue printable parking passes for blocks of time to ensure parking availability.

Additionally, per village code Section § 175-9, on-street parking is allowed on the east side of Second through Seventh Streets and the west side of Eighth Street. Formalizing these parking options as Beach Park overflow may provide 10-15 additional spaces per street to the functional supply of this focus area.

Figure 19 – Sole Existing Wayfinding Signage to Sodus Point Beach Park

If none of these options are appealing or practical, the Village can mitigate spillover congestion to a degree by using wayfinding to change the primary route driven through the Village to the Beach Park. Currently, the only signage directing visitors to the Beach Park is a small sign attached to a utility pole at the northeast corner of Greig Street and the Bay Street extension (Figure 19). Wayfinding beginning at Bay and Ontario Streets that routes beach visitors earlier to Wickham Boulevard would alleviate some congestion issues in the core, especially if parking along Wickham Boulevard is formalized as overflow beach parking. Parking areas along the nearest suitable block faces for on-street parking are located a seven-minute walk from the beach parking lot. This stretch of Wickham Boulevard features full sidewalk or side path coverage.

Facilitate Private Parking Agreements

When off-street parking in a single location belonging to one or more owners serves the parking demand for multiple land uses, this is considered shared parking. Shared parking is most useful in walkable, mixed-use centers where demand for each use tends to not overlap. Generally, private lots tend to be at or near capacity when their associated destination is in use but are under-utilized much of the rest of the time. Such situations present an opportunity for districts to meet certain acute parking supply needs by providing overflow parking resources with the permission of the lot owner.

GTC Staff notes that opportunities are limited, and that private parking is often utilized at a comparable rate at certain times and days of the week. Where possible, the Village may choose to identify shared parking opportunities and reach out to the relevant facility owners. Should the Village be interested in exploring sharing parking arrangements, it will need to consider the desire and viability of performing the following tasks:

- Liaison between property and lot owners with recognizable opportunities for mutually beneficial arrangements.
- Negotiation initiation that provides independent perspective on issues and opportunities, shared-benefit opportunities, common concerns to be addressed.
- Agreement facilitation, including identification of any necessary compensation to offset increased lot maintenance or improvements, restriction of access to the shared parking (e.g. Employee permits), definition of any added enforcement measures.
- Removing barriers. Viable sharing parking arrangements often fail to be realized due to liability concerns among those who might provide the extra capacity. The Village may choose to assume liability insurance costs related to the agreements.

Regulations and Potential Pricing

Sodus Point's parking policies should be performance-based and dynamic to respond to changes in parking supply and demand. Defining acceptable performance, planning to monitor that performance, and enforcing regulations are important aspects of Village parking management. Clear regulations should be tiered to ensure that parking users of various trip purposes and durations utilize the most appropriate parking facility options.

Availability as Performance Measure

Sodus Point should treat availability of empty spaces as the primary performance measure for parking management. Availability itself should be defined as the number of empty parking spaces available, at any given time, along individual block faces and within individual off-street parking facilities.

Define performance targets for the following facility types:

- On-street parking: 15% vacancy, or about 2 spaces per block-face
- Off-street, visitor parking: 10% vacancy
- Off-street, long-term parking: 5% vacancy

Whether through regulations and enforcement or a potential pricing scheme, a performance-based approach should apply to all municipally managed parking spaces to achieve a greater availability buffer during periods of peak demand.

Performance Monitoring

Parking demand is generated by nearby land uses, which change over time. It is also affected by the availability of parking accommodations, as well as the availability and practicality of alternative transportation modes. Within walkable business districts such as village centers, demand is also

responsive to strategic management policies and actions, such as the performance-based management strategy described above. The effectiveness of performance-based management depends upon regular performance measurement – utilization and availability during times of peak-demand – that inform regulation and/or potential rate adjustments.

A recommended performance-monitoring effort for core parking in the Village of Sodus Point would include the following steps:

- Survey core on-street blocks and off-street facilities at the beginning and end of the peak season.
- Identify times and locations of constrained availability (e.g., 6 p.m. to 10 p.m. Friday, 2 p.m. to 8 p.m. Saturday per the initial survey performed as part of this study).
- Adjust time limits, restrictions, and/or potential future rates in response to collected data where availability is consistently above or below performance targets.
- Release a public notification thirty days in advance of proposed changes, allowing for a public comment period regarding proposed adjustments.
- As desired parking availability stabilizes, surveys and reevaluation of system restrictions should be performed annually.

Enforcement

Enforcement policies and practices, in support of a performance-based parking system, can help the Village achieve its parking goals. As enforcement is a contentious issue and not without expense, parking enforcement in Sodus Point would be oriented to support a flexible, customer-oriented parking system featuring easy to understand and easy to manage regulations. Enforcement also works hand-in-hand with new parking management technology.

Above all, enforcement policies should be customer-friendly rather than punitive. Enforcement operations should help to ensure parking availability and should not deter visitors to the Village. Enforcement officers should focus on encouraging appropriate parking behavior through friendly assistance, as opposed to simply ticket writing. Similarly, continued coordination is essential between enforcement staff and Village administration of the parking system. Parking enforcement staff should participate in regular meetings with Village staff to improve management of parking resources through greater understanding of typical visitor behavior, areas of confusion to customers, and locations where availability is poor or where regulations might be changed. A parking enforcement officer would represent an ideal candidate to carry out official performance monitoring activities.

There are a number of steps that the Village can take to mitigate the negative public perception of parking enforcement while holding a strict line against those who abuse the system. A first ticket free policy can be applied for overstays or missed payments. Instead of a citation, first-time offenders could receive a flyer with information about how they could avoid a future violation, a summary of

rules and regulations, and where to find long-term parking. Likewise, to combat habitual offenders, an enforcement program should consider increasing citation fees for multiple offenses rather than starting with a high fine for the first offense. For example, the citation rate could double with each repeat offense. Such a fine structure that is fair, but firm is more welcoming to visitors as it is understanding of mistakes while creating a sizable deterrent to purposeful ignorance of regulations.

New York State Municipal Home Rule Law[14] § 10.4 grants the legislative body of a local government the power to, "authorize issuance of an appearance ticket by a public servant who, by virtue of office, title or position is authorized or required to enforce any statute, local law, ordinance, rule or regulation relating to **parking**, licensing of occupations or businesses, fire prevention and safety, health and sanitation, and building, zoning and planning; provided however, that a peace officer may be authorized to issue an appearance ticket **relating to enforcement of any statute, local law, ordinance, rule or regulation** affecting the public health, safety and welfare." The Village of Pittsford in Monroe County provides an example of a Village without a police department that does employ a Parking Monitor authorized to issue appearance tickets by § 5-2 of their Village Code.[15] Penalties for offenses are defined in § 195-22 of the Pittsford Village Code.

Potential Payment Systems

Recent innovations have dramatically changed the operations and management of parking, both for the user and the operator, since the advent of coin operated parking meters. Upgrades in technology have increasingly enhanced visitor parking experiences, made more efficient use of enforcement personnel, and provided alternate methods to evaluate parking utilization. Should the Village decide to utilize pricing to manage parking availability, Sodus Point should consider payment system options that:

- Make payment easy and convenient, allowing payment by coin, debit/credit, and smartphone
- Require a minimal number of pay stations
- Simplify enforcement, integrated with enforcement equipment
- Use license plate numbers, eliminating the need to display receipts

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[14] New York Consolidated Laws, Municipal Home Rule Law - MHR § 10. General powers of local governments to adopt and amend local laws
https://codes.findlaw.com/ny/municipal-home-rule-law/mhr-sect-10.html

[15] Village of Pittsford New York Code
https://ecode360.com/PI1146

Pay stations provide several potential advantages over traditional, coin-operated, single-space meters, including the ability to support multiple payment methods, fewer obstacles along public sidewalks as a single pay station can replace multiple meters, and expanded data collection options.

If pricing is a desired strategy for the Village, Pay by Plate technology is recommended. In addition to its flexibility in accommodating payment options, it does not require a return trip to one's vehicle and expedites enforcement verification. Once a visitor parks their vehicle and locates a pay station, they enter their vehicle license plate number. The plate number is linked with a digital record of payment, which is recorded in a database. Enforcement of Pay by Plate requires that the enforcement officer carry a communication device in the field that is used to either scan license plates or accept manually entered plate numbers.

Figure 20 – Parking Pay Station Featuring Pay by Plate and Pay by Phone Capability

A Pay by Plate system features positive aspects as well as some potential drawbacks. In addition to the flexibility offered to visitors with respect to payment, this system allows the system administrator to receive payment transaction information and simplifies the ability to perform rate and regulation changes. There is no need to physically number or mark spaces as the license plate numbers in the database indicate proof of payment for any space in the facility. Payment kiosks for systems such as these are capable of operating on solar power.

Pay by Plate systems come with considerations that could potentially reduce the desirability of implementation. As the system requires the customer to enter their vehicle license plate number, this will require visitors to become used to the interface. This may require a simple marketing and education component for first-time users. Additionally, payment station spacing is a primary consideration. While fewer pay stations are required than traditional meters, recommended practice places pay stations roughly 200 feet apart. If a station was located at the Willow Park information center to serve spaces immediately off Greig Street as well as the main municipal lot, an additional station would be required in each of the lots flanking Oscar Fuerst Field. Greig Street within the business district would require three payment stations to meet this standard. Finally, a pay by phone system typically involves a fee for processing each credit card transaction. This fee may be incorporated in the base fee rate for all users, or only for those who use the pay by phone option.

Allowing payment by phone, which is compatible with Pay by Plate systems, offers added convenience to visitors. Payment by phone may be used for on-street parking as well as off-street lots. Typically, parking fee payments are made by scanning a QR code at the pay station or on a sign within the lot

and purchasing the amount of time desired. One of the most popular features of the ability to pay by phone is the benefit of receiving text messages when paid time is about to expire, followed by the option to add more time remotely.

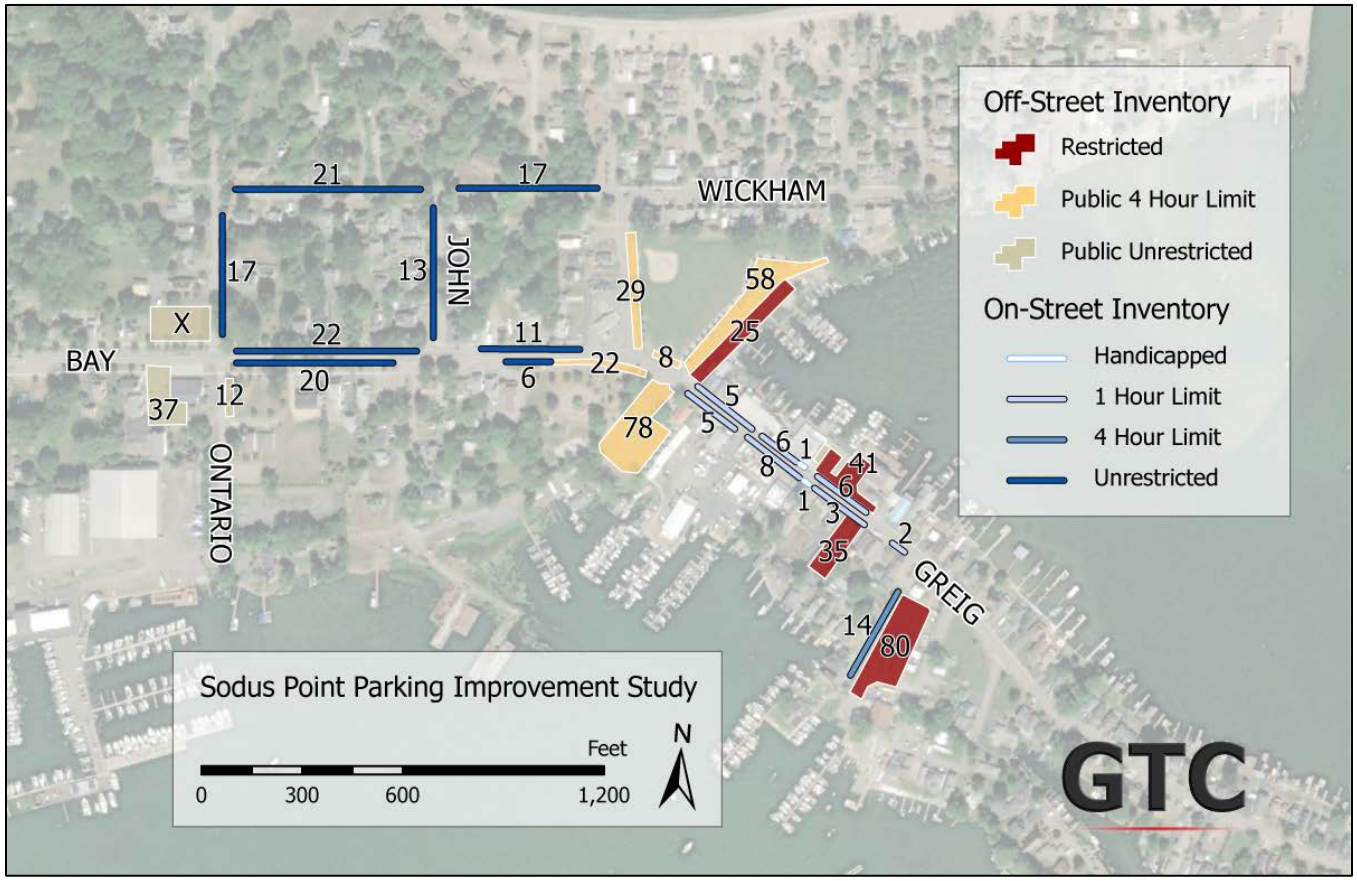
Tiered Regulations/Rates

In order to encourage turnover of visitors in premium parking spaces, regulations should be applied in distinct zones based on observed demand and availability. Coherent zones help to create an intuitive environment where short-, medium-, and long-term parking options can easily be found near other facilities of similar regulations.

The following is an example of revised public parking regulations designed to create zones more appropriate to visit purpose and time of stay:

- One-hour time limit
  - On-street parking spaces on Greig Street, excluding handicapped spaces
- Four-hour time limit
  - On-street parking spaces on Irwin Street
  - Off-street parking in Village-owned lots surrounding Willow Park and Oscar Fuerst Field
- Unrestricted (No time limit)
  - On-street parking spaces along Bay Street between Ontario Street and Willow Park
  - On-street parking spaces along Wickham Boulevard between Ontario Street and Bay Street Extension
  - On-street parking spaces along the west side of John Street
  - On-street parking spaces along the east side of Ontario Street
  - Off-street parking in lots surrounding the Municipal Office and Fire Department

Figure 21 – Suggested Regulation Tiers



Proposed regulation zones should be adjusted according to observed demand as part of performance monitoring. The initial suggested arrangement for these rate zones is displayed graphically in Figure 21 and was determined by analyzing Saturday demand between 2 p.m. and 8 p.m. while considering the length of typical visits to village destinations.

If pricing is adopted, these zones would act as areas of common pricing. Four-hour limited spaces should be priced lower than premium on-street spaces. Unrestricted spaces would be free to use. In a pricing scheme without time limits, progressive rates, which increase the hourly cost for extended parking stays, would incentivize more turnover of premium on-street spaces by making longer stays increasingly expensive. Most drivers will choose a lower-priced off-street parking space rather than an on-street space with a rising cost. If higher hourly rates for the 3rd, 4th, and 5th hour of parking can better match demand to desired performance, the fee for the first two hours can be significantly lower. Progressive rates (e.g., 1 per hour for the first two hours, $2 for the third hour, $3 for the fourth hour, etc.) can be particularly effective at discouraging use of on-street parking meant for short-term visitors by local employees or business owners, who park for extended periods.

Consistency of Regulations in Code

In order to formalize parking in the expanded core and to match existing signage already in place restricting parking (Lake Street), the Village Code Book should be updated. Specifically, locations should be added to section § 175-9. *Prohibition of parking in designated locations*. While unlikely to experience the level of demand that would result in vehicles parked on each side of these streets, one side should be off-limits to parked cars as a practical matter that ensures a safe travel lane for traffic circulation of all modes.

Figure 22 – Proposed Additions to Village Code Section § 175-9.

Name of Street	Side	Location
John Street	Both	Entire length
Wickham Boulevard	South	Between Ontario Street and Bay Street Ext.
Ontario Street	West	Between Bay Street and Lake Street
Lake Street	South	Between Fitzhugh Street and Ontario Street
Fitzhugh Street	West	Between Bay Street and Lake Street
Irwin Street	West	Entire length

Likewise, should on-street parking regulations be updated to match the regulation tiers described previously and displayed in Figure 21, Figure 23 tabulates the required changes to Village Code section § 175-11. *Time restriction in designated locations*.

Figure 23 - Proposed Update to Village Code § 175-11.

Name of Street	Time Limit	Location
Greig Street	1 hour/8:00 a.m. to 8:00 p.m.	Except as provided in § 175-9 and § 175-10, and except in the instance of spaces marked handicapped, from the intersection with Bay Street Extension along both sides of Greig Street to the intersection with Irwin Street
Irwin Street	4 hours/8:00 a.m. to 8:00 p.m.	On the east side, from the intersection with Greig Street to the terminus of Irwin Street

Finally, to update off-street parking restrictions per parking improvement study proposals, section § 175-14. *Regulations for Village parking lots* should be amended, specifically sub-section A.

Redefinition of Parking Requirements

Noting that redevelopment may cause future parking pressure in the Village core, Sodus Point should consider the redefinition of parking requirements so that any new parking built as part of private development provides benefits for the entire district. This approach would allow private entities to provide parking more judiciously when alternatives exist. Developers or property owners would have a range of options to meet requirements that focus on parking solutions as well as mobility solutions and the impact of parking demand on the surrounding area.

Access Management

Reconsideration of parking requirements within a district-wide framework shifts the requirement toward management of a project's access needs and impacts, measured by a score or credit requirement. A development or conversion would be required to meet a score similar to a traditional parking requirement, but not expressed solely in parking spaces (See Figure 22).

Figure 24 – Example Access Management Requirement

Land Use	Access Management Credits Required
Multi-Family Housing	1 per first unit, 0.33 for additional units
Offices	1 per 400 square feet
Medical Facilities	1 per 2 planned beds
Standard Restaurant	1 per 5 seats, plus 1 per 2 employees
Retail and Service	1 per 400 square feet
Entertainment	1 per 4 persons based on building capacity

In order to meet the access management credit requirement, developers/property owners would be able to choose to provide publicly accessible on-site parking, which would be credited toward requirements depending on how it is managed and the level of public access. Parking provision and management approaches that facilitate sharing of parking increase a project's access management credits. For example, spaces built privately but added to the municipal system, publicly accessible spaces in privately owned and operated lots, or unreserved accessory spaces for customers/tenants, would count toward the access management requirement. Likewise, approaches that create only restricted parking or create parking spaces in excess of parking minimums reduce the number of credits, effectively increasing the access management requirement. While this does not cap the ultimate number of spaces to be provided on-site, there would be an effective cost to each space built above the requirement in the form of other contributions.

Developers or property owners would also be able to earn credits toward the access management requirement by providing on-site mobility amenities such as bike parking, car-share vehicles, or employee shuttles, which may lessen on-site vehicle parking demand.

Finally, and perhaps most substantively, a parking impact fee may be paid to earn access credits, which would fund parking system investments, such as construction/maintenance of public parking, signage installations, implementation and operation of a potential payment system, a remote parking shuttle, and/or retention of a parking enforcement officer. After on-site parking and mobility amenity credits are quantified, the remaining credit deficit should be met via cash-in-lieu payment. Appropriate impact fees would vary based on the appraised value of parking in Sodus Point.

The City of Aspen, Colorado, useful as a comparison due to isolation from metropolitan areas, topography constraints, and tourism-based economy, has implemented a Parking Impact Requirement via ordinance, which is applicable to certain areas within the city.[16]

[16] Aspen, Colorado – Municipal Code. Sec. 26.515.040.
https://library.municode.com/co/aspen/codes/municipal_code?nodeId=TIT26LAUSRE_PT5OOSURE_CH26.515TRPAMA_S26.515.040PARE

POTENTIAL ACTION PLAN

Figure 25 represents a summary of the parking management strategy alternatives in the form of an implementation plan that adds implementation considerations – potential challenges to realizing the maximum benefit of each recommendation – to relative funding requirements.

As an initial action, the project advisory committee recommends that Village Administration convene additional stakeholders in the expanded core area for a meeting to discuss the alternative strategies and establish a definitive action plan.

Figure 25 – Strategy Summary

Strategy	Implementation Considerations	Relative Cost
Formalize Expanded Core Parking	■ Requires signage restricting parking on certain block faces. ■ Further improve lot at northwest corner of Bay and Ontario Streets.	$$
Improve and Coordinate Information Systems	■ Develop signage design, installation, and maintenance plan. ■ Work with Wayne County Buildings & Grounds/Parks to manage parking demand and circulation to/from Beach Park.	$$$
Facilitate Private Parking Agreements	■ Facilitating agreement with private property owners. ■ Potential barriers to agreement, such as liability concerns.	$
Performance Monitoring and Enforcement	■ Requires periodic survey of parking utilization and administrative review. ■ Enforcement should be customer friendly and in the service of performance. ■ Enforcement requires additional staff.	$$$
Payment Systems and Parking Pricing	■ Requires an up-front investment in technology. ■ Simplifies regulations and enforcement.	$$

Strategy	Implementation Considerations	Relative Cost
	■ Choice of system has implications for user convenience.	
Implement Tiered Regulations/Rates	■ Requires corresponding signage restricting parking on certain block faces and in lots. ■ Can be implemented as a pricing structure as well.	$
Update Village Code for Consistency	■ Codifies expanded core and tiered regulation strategies. ■ Requires corresponding signage restricting parking on certain block faces. ■ Requires approval of the Village Board of Trustees.	$
Redefine Parking Requirements in Zoning	■ Requires significant changes to zoning and approval of the Village Board of Trustees. ■ May not be applicable to scope of envisioned redevelopment.	$