

Village of Williamsville
Picture Main Street Planning
Charter

1. Sponsor of *Picture Main Street*

Village of Williamsville Board of Trustees

2. Problem Definition

The Main Street corridor, traversing the Village of Williamsville, must fulfill many roles. The current design of Main Street is frequently congested, noisy, and often intimidating to motorists and pedestrians who visit and work in the Village.

The volume of traffic traversing Main Street throughout the Village of Williamsville is among the highest of any similar highway in Nw York State and higher traffic volumes are typically constant throughout the day. During peak commuter times the traffic on Main Street backs up and is congested creating difficulty for both drivers and pedestrians in the corridor.

The "traveled way" along Main Street has been designed to facilitate vehicular movement, often at the expense of pedestrian movement and convenient access to businesses that line the corridor. Pedestrian circulation along Main Street is significantly constrained by vehicular congestion and the resulting difficulty for pedestrians at crossing locations. There are sidewalks along both sides of Main Street throughout the Village, however, they are too narrow to be used efficiently in many locations.

3. Village Needs

A plan for Main Street must address traffic and transportation issues. It must also address opportunities to complement and enhance the entire streetscape, not just the "traveled way". This project, *Picture Main Street*, seeks to reclaim Main Street for the pedestrian, while preserving Main Street's ability to safely and efficiently handle the large volumes of traffic that traverse the Village each day.

Efforts to improve the village atmosphere in Williamsville must address the fact that compared to other historic villages in the region, Williamsville is simply not very inviting for pedestrians. Opportunities exist throughout the corridor for improving the pedestrian realm, including but not limited to, wider sidewalks, bulb-outs, pedestrian refuge medians, landscaping, street furniture, and improved street lighting.

In creating a safer, pedestrian oriented atmosphere in the Village, the addition of bulb-outs and medians located at places where they will enhance the safety and mobility of pedestrians crossing Main Street are essential. Clearly marked crosswalks and timely pedestrian crossing signals will assist in the ease of use on the Main Street corridor. These improvements, along with a designed speed limit, will serve to lower speeds and calm Main Street traffic, while supporting Main Street aesthetics with more robust landscape treatments.

Attractive streetscaping is an important element in creating a signature street identity, as well as providing a buffer between pedestrians and vehicles. Street furniture, trash cans, and other amenities found in an urban area enhance the pedestrian experience. Landscaping and furnishings provide a buffer between parked vehicles and the pedestrian thoroughfare.

4. Impacts of Doing *Picture Main Street*

A. Costs (Planning/ Design)

1. Project Management/ Legal: \$30,000
2. Engineering: \$30,000
3. Marketing: TBD
4. Grant Writer: \$300/month

B. Resources

1. Village of Williamsville Board of Trustees
2. Charles Greico (Jaeckle Fleischmann & Mugel, LLP)
3. Lynda Juul, Village of Williamsville Administrator
4. Bernie Rotella, Rotella Grant Management
5. Town of Amherst Planning Department
6. Amherst Industrial Development Association
7. Greater Buffalo Niagara Regional Transportation Council
8. Ken Kostowniak, Village of Williamsville Department of Public Works
9. *Picture Main Street* Volunteers

C. Benefits

Picture Main Street creates an improved Main Street corridor for all users. Residents and visitors to the Village will experience a safer and inviting pedestrian realm, in turn creating a more viable climate for business.

The Village of Williamsville is making an investment in the future of the community through *Picture Main Street*. As pedestrian and vehicle populations to the Village increase, creating new business opportunities, the economic benefit to the region will grow as well.

D. Risks

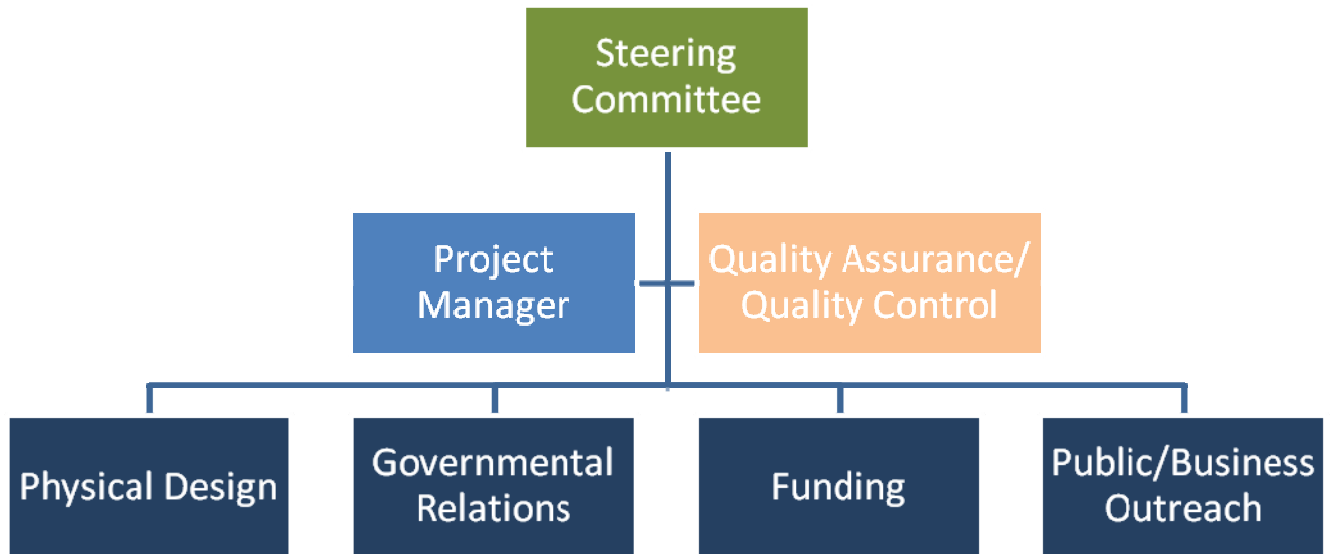
1. Village of Williamsville monetary investment
2. Other monetary investment
3. Volunteer time

5. Impacts of Not Doing *Picture Main Street*

Current conditions along Main Street can be characterized by consideration of the actual speeds, traffic volumes, and composition of vehicles. These characteristics include:

- * 85th percentile speed during peak traffic times: 35 mph
- * 85th percentile speed during off-peak traffic times: 40 mph
- * Average annual daily traffic: 36,000 +/- vehicles per day
- * Peak hour volume: 750 vehicles per hour per lane
- * Traffic composition: 3% trucks

As the Village and surrounding areas develop over the coming decades, these statistics will continue to worsen if left alone. Poor conditions of the pedestrian realm, and traffic issues that discourage vehicular ease of use, create an unfriendly environment for both residents and visitors. The Village of Williamsville will experience a loss of business and population to other communities that present a more walkable, welcoming atmosphere.



Steering Committee:

1. Brian Kulpa, Mayor
2. Amy Alexander, Trustee
3. Dan DeLano, Trustee
4. Brian Geary, Trustee
5. Basil Piazza, Trustee

6. Chris Duquin
7. Craig Alexander
8. Richard Rich
9. Julie Yates
10. Carrie Ansell

Project oversight, implementation, and coordination between workgroups

Physical Design Workgroup:

1. Craig Alexander
2. Mathew Etu
3. Dave McIntyre
4. Jenifer Michniewicz
5. Dan Rider
6. Trey Measer

Design of the Main Street Corridor: Pedestrian access implementations, signage, street furniture, roadway modifications

Governmental Relations Workgroup:

1. Christopher Duquin
2. Mary Lou Rath
3. Sharon Rich

Assist Village Board with appeal to State Elected leaders and department heads

Funding Workgroup:

1. Julie Yates
2. Bernie Rotella (Grant writer)
3. David Mingoia (AIDA)
4. Lynda Juul

Determination of appropriate grant and resource application

Public/Business Outreach Workgroup:

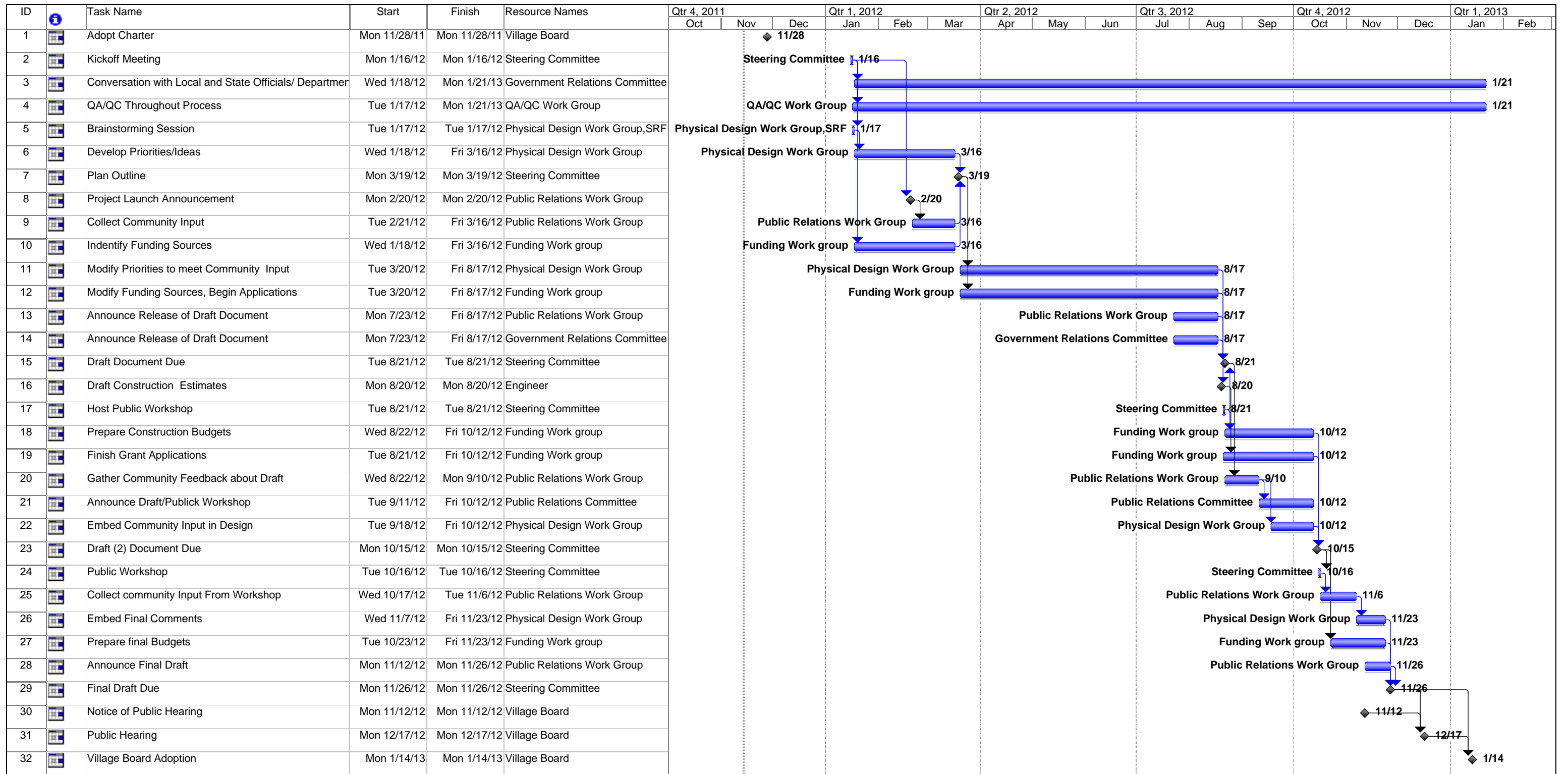
1. Richard Rich
2. Annette Herman
3. Debbie Steinbruckner
4. Kimberley Burg
5. Ellie Grenauer
6. Jeffrey Voelkl
7. Ronald Korman

Create community dialogue, answer community questions, seek community input, build consensus

Quality Assurance/Quality Control Workgroup:

1. Victor Paquet
2. Walter Pacer
3. Bea Slick

Review and Audit the committee work, draft plans and community responses to ensure that the process stay true to the Community Plan, stay on target with community needs



Project: Picture Main Schedule Date: Mon 11/14/11	Task	Milestone	Rolled Up Task	Rolled Up Milestone	Rolled Up Progress	Split	External Tasks	Project Summary	Group By Summary	Deadline
	Progress	Summary								