



**PROPOSAL OFFERING
A UNIQUE OPPORTUNITY
TO CREATE
A USER-FRIENDLY
ADDRESSING SYSTEM
FOR THE
TOWN OF JERUSALEM**

**Offered to Assist
Emergency Personnel,
Protect Residents and
Welcome Tourists & Visitors**

Including

- ❖ **Use of Historic & Distinctive Road Names**
- ❖ **Providing Adequate, Visible Road Signage**
- ❖ **Sequential and Sensible House Numbering**

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Summary of Proposal

The main problems are:

1. The lack of signs (both street signs and informational signs),
2. The two 1.5 mile sections of Route 54A with the same street numbers, numbers 3421 to 3736,
3. The lack of unique street names for roads, and
4. The use of two different street numbering systems intermixed along the same street,
5. The inconsistencies of the current street addresses with regards to meeting the needs of Town's Assessment, Code Enforcement and Water Departments,
6. Buildings with no identification numbers posted.

The goal is to have every property within the Town of Jerusalem identified by a unique address that satisfies the needs of all the following: 1) Homeland Security, 2) the Yates County Fire and Emergency Code, 3) the Planning, Enforcement and Assessment Offices, 4) the US Postal Service, 5) the Board of Election, 6) the locals who have lived here for many years, 7) those who have trouble finding locations, and 8) all those who are unfamiliar with the area and need to find their way around. A secondary goal is to reconnect with the rich history of Jerusalem to better meet today's needs.

The Proposed solutions include:

1. The destination and distance signs be erected in Branchport, near Penn Yan and along NY54A to assist motorists in finding their way to Branchport, Penn Yan, Hammondsport, Naples and to the correct West Lake Road, East Bluff Drive and West Bluff Drive.
2. One person be designated as responsible for and have the authority to make decisions, to update and to keep the addresses for all properties unique, current and accurate.
3. Name six public roads:
 - a. The section of road known as "West Lake Road, Penn Yan" or "Route 54A" from the village limits* of Penn Yan {*approximately the location of the Indian Pines store} to the intersection of Route 54A with Lower West Lake Road {near water treatment plant} be officially named "Lake Shore Drive"
 - b. The section of road known as "West Lake Road, Penn Yan" or "Lower West Lake Road" from the intersection of Route 54A with Lower West Lake Road {near water treatment plant} to its intersection with Central Avenue be officially named "Penn Yan West Lake Road"
 - c. The road known as "Route 54A" from the intersection near the water treatment plant to the main intersection in Branchport be officially named the "Penn Yan - Branchport Road"
 - d. The road known as "West Lake Road, Branchport" or "Route 54A" from the main intersection in Branchport to the limits of Branchport, near its intersection with Mill Street, be officially named "Main Street"
 - e. The road known as "West Lake Road, Branchport" or "Route 54A" from its intersection with Mill Street in Branchport to the Steuben County line be officially named "Branchport West Lake Road"
 - f. The section of road known as "Guyanoga Road" from the main intersection in Branchport north to the limits of Branchport be officially named "North Main Street"
4. Officially recognize these private roads: Acorn Road, Aumick Road, Beechnut Road
5. Install street signs appropriately labeling all roads at all intersections throughout the Town of Jerusalem.

NOTE: The Jerusalem Tax Roll lists properties on 90 roads/streets that use the 4-digit fire code number and properties along 32 roads/streets that do not use the 4-digit number. On some of these roads/streets there are upwards to 5 houses with the same number and are using A, B, C, R and L to create a unique street number. The roads currently not using the 4-digit numbers are: Penn Yan West Lake Road, East Bluff Drive, West Bluff Drive, Esperanza Dr., Acorn Rd, Beechnut Rd, Crescent Beach Dr, the streets in Keuka Park, the cluster of streets in the area of Ritchey Blvd. and Old Pine Trail, Northview Drive, Highland Drive, and Court Street.
6. Assign street numbers along the roads so that all have exactly one address.
7. Owners displaying the assigned building numbers on the front of dwellings.

1. Focus / Cause / Effect / Solution / Goal

A. Focus

The **focus** began with concerns about emergency services being able to quickly and effectively find addresses along the NY54A corridor in the Branchport area. In the process of researching the problems it became apparent that exact and cohesive addresses, and street signage was an issue throughout the entire Town of Jerusalem. Thus, the focus of these proposals is on the town-wide problems associated with addresses and signage.

B. Cause

The **cause** of concern lies mainly in the following list of problems:

1. The lack of signs (both street signs and informational signs),
2. The two 1.5 mile sections of Route 54A with the same street numbers, numbers 3421 to 3736,
3. The lack of unique street names for roads, and
4. The use of two different street numbers systems intermixed along the same street,
5. The inconsistencies of the current street addresses with regard to meeting the needs of Town's Assessment, Code Enforcement and Water Departments,
6. Buildings with no street numbers posted,

C. Effect

The **effect** of the above is perhaps best described by presenting a sampling of actual occurrences.

MULTIPLE ADDRESSES AND THE TAX ROLL

The tax roll used by the Assessor's Office listing all properties is 142 pages long and is organized by road address and with adjacent properties listed consecutively. As a result of the current situation with the use of multiple street names, in many cases, a specific property might be located on the list in any one of several pages. For example, while a property on Route 54A near Penn Yan might be located on the list in the block identified as Route 54A or West Lake Rd PY or Route 54A PY, two adjacent neighboring houses could be found on totally different sections of the list. This makes record keeping, cross-referencing and many other tasks very inefficient and very near to impossible with regard to accuracy.

TAX ROLL, TOWN'S RED BOOK OF ADDRESSES

The Tax Roll and the Red Book ("bible" of property locations and addresses) are two town records that should agree. However, they do not! The main reason is the inconsistencies with regard to the property addresses being used. Two examples: The little street of Acorn Road has 11 properties listed on the Tax Roll with 9 different property addresses. The Town's Red Book has 9 properties listed. Of these, only ONE property had the same information listed in both places. On Lower West Lake Road there are 185 listings on the Tax Roll and 165 listings in the Red Book – of which 145 are the same. The same basic situation occurs with regard to the other roads. This creates an enormous problem with internal communications! The "property address" system needs fixing! A band-aid approach will not help.

LAWYER PHONES JERUSALEM TOWN ASSESSOR'S OFFICE

Tuesday December 11, 2007 – An attorney, working on an abstract in preparation for a property sale, calls the Jerusalem Assessor's Office to verify the information for the property (including the street address). The property address provided by the attorney leads to a different property with a different owner. That's right, two distinctly different properties with the same street address! The best advice that could be given the attorney was to use the tax map number for identification. This is not an isolated case – this and similar incidents occur far too often.

TOWN OF JERUSALEM WATER DEPARTMENT

1. Clerical Staff identified a problem showing that no water usage was being recorded at 115 W. Lake Road and dispatched an employee to investigate. The situation became more complicated when three separate customers were found to have 115 W. Lake Road addresses (two separate accounts listed at 115 and a third at 115A). What should have been a simple quick stop to check out one service, turned in to a very time consuming mystery that was solved only after gaining entrance into each location to check the actual water meter identification number

thereby correctly pairing the water usage to the customer. Note - A very similar situation occurred at house numbers 125, 125 and 125 A West Lake Road within a few weeks of the first event, again requiring much time to sort out.

2. The Town Water Department has a special procedure for dealing with the inconsistencies relating to addresses in Keuka Park. When a matter relates to an account/location in the Keuka Park area, where addressing problems are frequent, one specific employee is sent. This man is very familiar with the area, knowing each resident by name – thereby saving hours of time for other employees who would otherwise be forced to decipher a multitude of street numbering issues to find the right location. This avoids wasting valuable man-hours and taxpayers dollars. Hopefully this man stays on the job forever and never gets sick on days when emergencies occur.

FIRE DEPARTMENT - CONFUSION

The fire department was called for help with a flooding problem at 15 Birch Street (the only address the resident had ever used) and was quickly dispatched. However, they arrived at the wrong location and needed to search out the actual sight. Later, when investigating the cause of the delay, it was found that the correct address for that location on the Fire Dispatchers records was 315. The property owner had never been made aware of the 315 number and had always used the number 15. Luckily this wasn't a working fire situation where lives as well as time could have been lost in the confusion.

MOTORIST LOOKING FOR BRANCHPORT AUTO AT 3719 ROUTE 54A

A motorist traveling north on NY 54A from Hammondsport is on her way to Branchport Automotive at 3719 Route 54A. As she travels north along 54A, she finds a mailbox marked 3734 and then another marked 3695. There are no buildings in between! What is she to think? Branchport Auto fell into the lake? There is no such place? What is she to do? OH, that's right – she is in Branchport – so go another mile further north and when she goes around the corner, the numbers start over at 3736 and then she will find 3719.

3:00 AM DIRECTIONS FOR A VACATION VISITOR

The manager of the Colonial Motel on PY West Lake Road says that nearly every weekend during the summer months, he has people wake him up at 3:00 AM to get directions to property they have rented for the next week. It typically is for a West Lake Road, Branchport address.

BRANCHPORT RESIDENT – TRAVELER

Audrey Mitchell says, "I drive, by myself, to Denver Colorado occasionally and don't get lost – but I drive around Yates County and (due to the lack of meaningful road signs) I frequently get lost trying to find a specific address."

NYS TROOPER DISPATCHED TO 3671 WEST LAKE ROAD, BRANCHPORT

The house alarm system was triggered and Yates County 911 dispatched a NYS Trooper. The trooper arrived in Branchport via Guyanoga Road within 10 minutes. However due to his unfamiliarity of Branchport and the lack of street signs, he took the wrong road. Approximately 20 minutes later he found his way to 3671 West Lake Road – a house less than one mile from the intersection where he originally entered Branchport. He was new to area, but was dispatched by Yates County 911.

AMBULANCE DISPATCHED TO 3671 ROUTE 54A GOES TO 83 ROUTE 54A

Barb Johnson was experiencing extreme heart pain one night last winter and the ambulance was summoned. (We live 12 minutes from Soldiers & Sailors) Approximately 30 minutes later the ambulance arrives in the driveway next door. The Johnson driveway is clearly marked using 6-inch numerals "3671" on both sides of a large mailbox located right at the end of the driveway. The neighbor's driveway is clearly marked using 4-inch numerals "83" and 4-inch letters "Hilfiker" on their mailbox right beside their driveway. Clearly there was a breakdown in communication, and confusing addresses most likely played a role in that.

DIRECTIONS GIVEN AT BRANCHPORT AUTO

Tom Rutherford, owner of Branchport Automotive, says, "I answer the question, "Which way to Hammondsport or Penn Yan?" approximately 10 times everyday."

DIRECTIONS GIVEN AT BRANCHPORT HARDWARE

Bill Pinckney, owner of Branchport Hardware, says he answers questions asking for directions to Hammondsport and Penn Yan several times everyday.

TOURIST AT HERON HILL WINERY

A tourist visiting Bully Hill Winery in July 2006 described how beautiful he and his party thought the Keuka Lake area was and how much they were enjoying the wineries. But, he said they would never return because they were having a very hard time finding the places they wanted to visit. His reason for the difficulties – Poor road signage!

EVENTS AT 3695 ROUTE 54A BRANCHPORT – EDWARD WEBB

1. Just before Christmas 2007 an ambulance arrived and insisted that we had made a call to 911. It was suggested that it might be the next-door neighbor that needs help. After much research it seems that the neighbor had called and our address, 3695, came up on the 911 system instead of the neighbor's 3709. A day later the neighbor passed away.
2. The fire department did a controlled burn on our old house. Apparently the old house was identified as 96. They had to double-check the address. The address posted on the mailbox next-door is 96. It was fortunate that Ed Webb was home when the fire department arrived. Can you imagine the outcome of burning the wrong house?
3. Passers-by frequently stop and ask where they can find the Branchport garage that is located at 3719 RT 54A.
4. The GPS shows 3695 Route 54A located approximately at the new Branchport Library.
5. While at the Keuka Park post office, a UPS truck driver asked me where to find East Bluff Drive because all he had seen was a Central Ave sign.

CAMP GOOD DAYS EXPERIENCE MUCH CONFUSION

Camp spokesperson Mark Serrett related addressing problems at the Camp, from getting materials delivered, to assisting volunteers, buses, and parents to find their way, were just too numerous to list. Many of the Councilors and Staff Volunteers traveling from major cities have reported that their GPS mapping systems were unable to locate the camps address at all. Much staff time is spent on just giving out directions.

GPS MAPPING SYSTEM CORRECTION TECHNIQUE

One resident stated that when using their GPS mapping system, they always list Canandaigua in Ontario County as a starting point. They felt that their system rarely was able to give proper directions when dealing with the numbering system in Yates County.

Everybody (town employee, resident, business owner, delivery person, visitor) has a similar story, or more, they could share; if someone would take the time to collect them, a book could be written!

D. Solution

The solution being proposed includes: informational signs, assignment of the specific responsibility for updating and keeping addresses accurate, "Route 54A" not being used as a street name, re-assignment of historic street names, street signs, street numbers, and enforcement.

E. Goal

The goal is to have every property within the Town of Jerusalem identified by a unique address that satisfies the needs of all the following: 1) Homeland Security, 2) the Yates County Fire and Emergency Code, 3) the Planning, Enforcement and Assessment Offices, 4) the US Postal Service, 5) the Board of Election, 6) the locals who have lived here for many years, 7) those who have trouble finding locations, and 8) all those who are unfamiliar with the area and need to find their way around.

Secondary goals include reconnecting with the rich history of Jerusalem to better meet today's needs and making the Town of Jerusalem a more "user-friendly" and appealing place to visit.

2. History: Yesterday / Today / Tomorrow Overview

A. Yesterday

The John Stark System

In the early 1920s, John Stark, a local surveyor, developed a numbering system for identifying the properties along the shores of Keuka Lake. A starting point located at the end of each branch was determined and properties were identified using the distance they were from that point. For example, a cottage that was 1.52 miles from the fixed point was numbered 152. This system used the names East Lake Road and West Lake Road starting at each of the three towns at the three tips of Keuka Lake. This resulted in five road names: Branchport West Lake Road, Penn Yan West Lake Road and Penn Yan East Lake Road, and Hammondsport West Lake Road and Hammondsport East Lake Road. Along with East Bluff Drive and West Bluff Drive, this system served the community well for many years. These seven roads are shown on the historic map taken from the 1985 Lake Keuka Directory.

2

The Problem With the 100 Numbers Per Mile System Today

The problem today lies in the fact that John Stark's 100 numbers per mile system was developed to number cottages along the lakeshore from the lakeside – a one-sided application. Since its inspection and original application, it has been stretched to apply to both sides of roads along the lake's shores. When applied to both sides of the road, the 100 numbers per mile translates into needing an average lot width of 105.6 feet and becomes a challenge when lot width is less than that. The average lot width along some roads is approximately 35 feet. This situation has led to street numbers having A, B, R and L attached. The resulting numbers does not meet today's needs and creates a situation that must be corrected for the safety and well being of all.

The next four pages present copies of maps showing road names that go back nearly a century.

Maps –

Lake Keuka Map, drawn by John Stark for Directory of the Owners of Cottages and Lake Front Homes on Lake Keuka, 1935 (See page 8.)

Shows the "Starting Points" for the numbering along each branch of Keuka Lake.

Keuka Lake Map, from Lake Keuka Directory, 1985 (See page 9.)

Shows road names used for years; Branchport West Lake Road and Penn Yan West Lake Road.

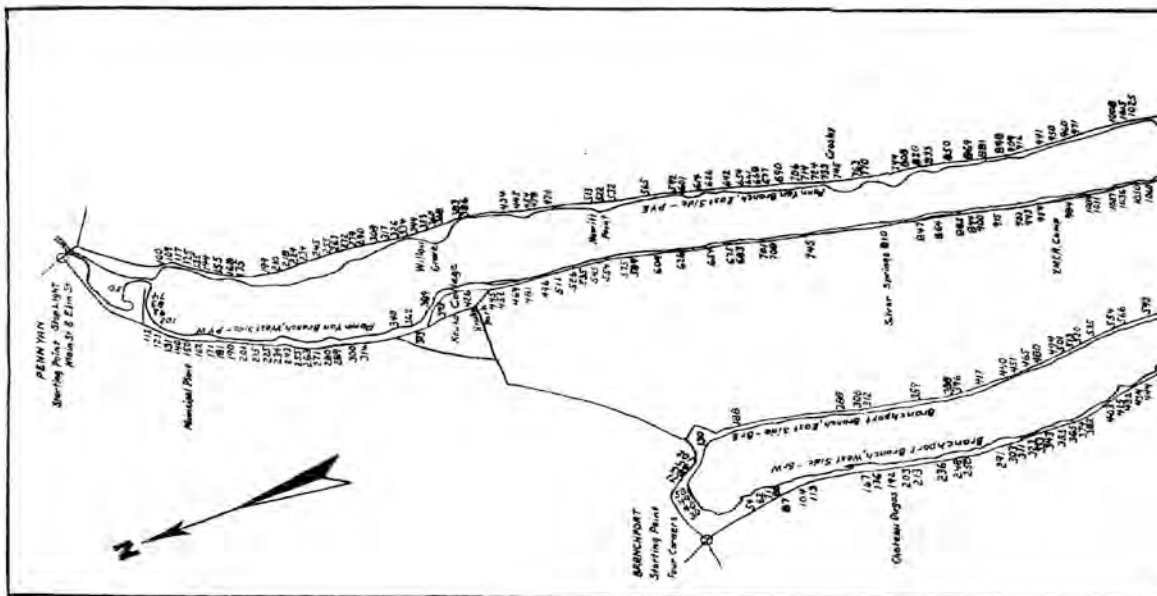
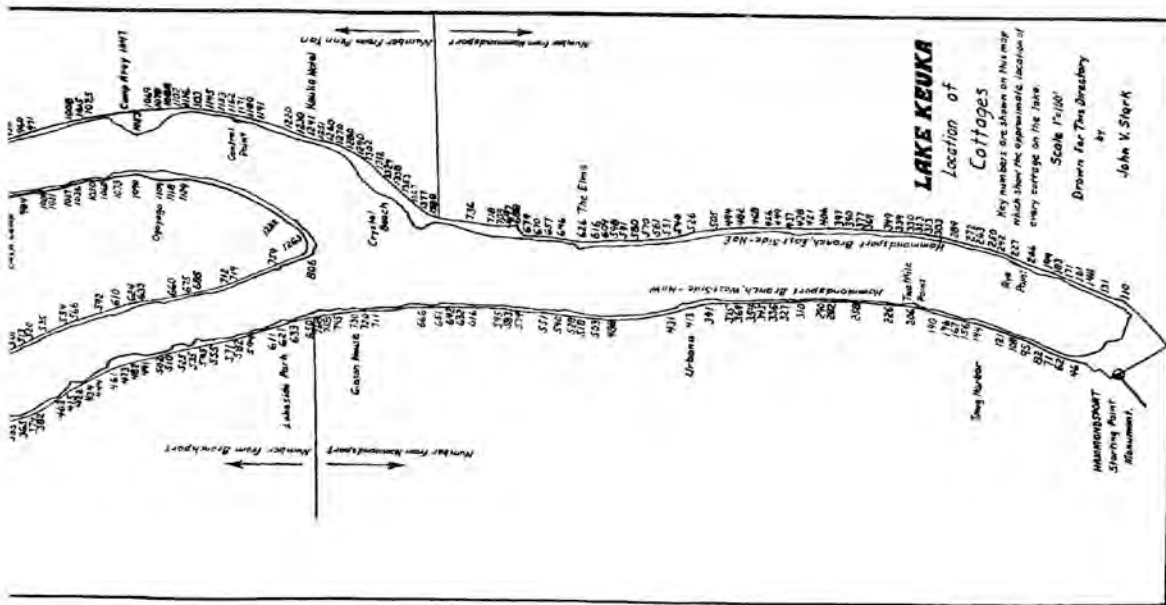
Indian Pines Map, A Subdivision of the Hanford Farm, Penn Yan, NY, from Book of Maps, Liber 1, page 29, Yates County Clerk Office. (See page 10.)

This subdivision map of 1925 shows Lake Shore Drive and the intersecting streets; Ritchey Boulevard, Old Pines Trail and Eastman Avenue.

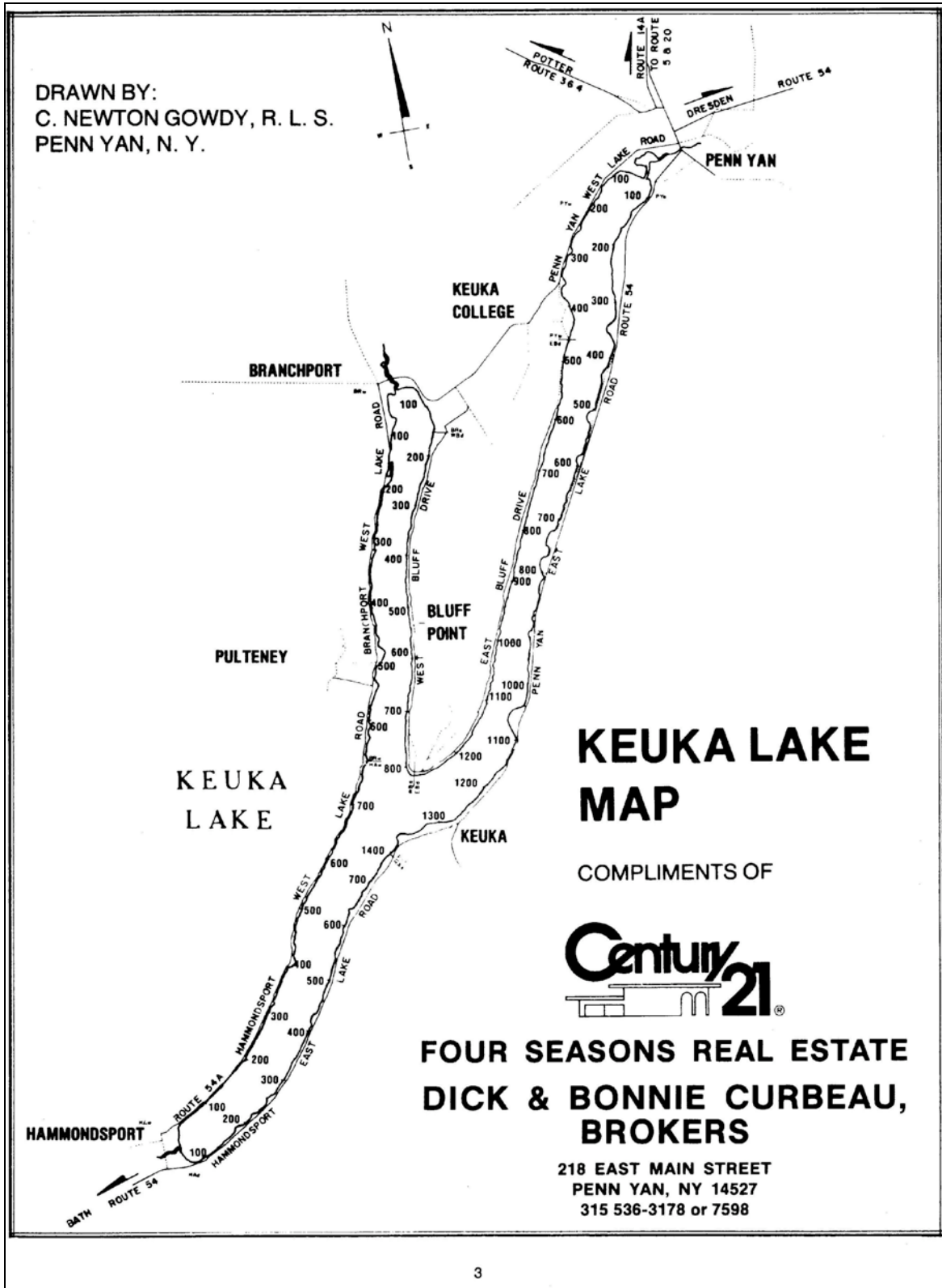
Map of Branchport, NY circa 1910, a map drawn by Jane Davis, Branchport Historian Emeritus, and published on the cover of Growing Up In Branchport, Grace Campbell Johnson, 1991. (See page 11.)

The map depicts Main Street and some of the Town's history.

Lake Keuka Map, drawn by John Stark for *Directory of the Owners of Cottages and Lake Front Homes on Lake Keuka*, 1935, shows the “Starting Points” for the numbering along each branch of Keuka Lake.



Keuka Lake Map, from *Lake Keuka Directory*, 1985, shows the road names used for years; Branchport West Lake Road and Penn Yan West Lake Road.

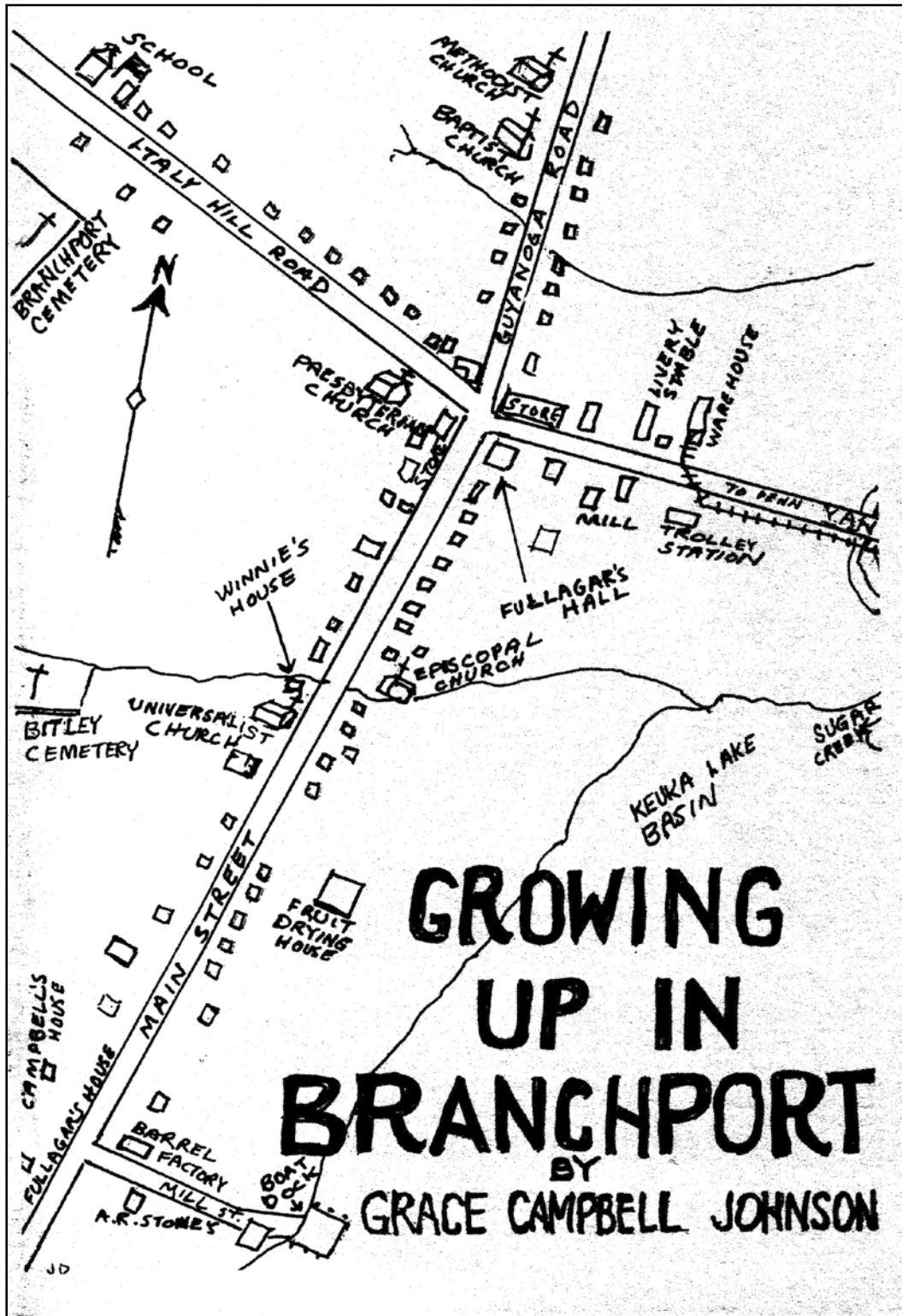


Indian Pines Map, A Subdivision of the Hanford Farm, Penn Yan, NY, from Book of Maps, Liber 1, page 29, Yates County Clerk Office.

This subdivision map of 1925 shows Lake Shore Drive and the intersecting streets; Ritchey Boulevard, Old Pines Trail and Eastman Avenue.

{Map photocopied into place}

Map of Branchport, NY circa 1910, a map drawn by Jane Davis, Branchport Historian Emeritus, and published on the cover of Growing Up In Branchport, Grace Campbell Johnson, 1991. The map depicts Main Street and some of the Town's history.



B. TODAY

With millions of dollars being spent annually to promote the tourism industry for the area, Jerusalem needs to do what it can to make the town attractive to and receptive to tourism. Making the community's roads more "user-friendly" with regard to addressing and signage will be a good start.

The Yates County Chamber of Commerce issued the following News Release on May 22, 2008.

Keuka Lake Featured in National Travel Publication

The national travel publication, Real Simple Travel published a list of the 10 Hidden Gems of the United States. Ranked at number four was the Finger Lakes Region of New York State. Specifically mentioned in the article is Keuka Lake. The magazine refers to the lake's scenic beauty and calls it the "prettiest" of the Finger Lakes. Readers are encouraged to take advantage of the Keuka Lake State Park and the activities on the lake, including hiking, boating, fishing and the local vineyards and wineries.

Real Simple is printed in nearly 2M copies and 80% are distributed via subscription. The magazine boasts 7.3 million readers whose median age is 44 and median household income is \$93,100.

The Yates County Chamber of Commerce is the official Tourism Promotion Agency for Yates County and the Keuka Lake area. The Chamber works year round with a variety of groups to encourage this type of positive relations for the county and the region. Chamber President and CEO, Mike Linehan noted that, "this type of editorial content is very powerful to the consumer and represents advertising equivalents that measure in the hundred of thousands of dollars." The Chamber runs a multifaceted marketing campaign that is supported by I Love NY matching funds, an allocation from the County Legislature and private sector investments. For more information, contact the Chamber at 315.536.3111.

C. Tomorrow

WHAM13 TV, Rochester NY aired an interesting piece on their 6:00 PM News, June 4, 2008. They reported on the relationship between street addressing, GPS technology, quick response to emergencies and the high price of gasoline. There are advantages to using modern technology as we go into the future. It is our understanding that Ontario County too is considering this new technology. Saving gasoline costs are a must in the future ... Will Yates County be able to even consider this type of program without a cohesive addressing system?

GPS Systems Save Money for County

http://www.13wham.com/news/local/story.aspx?content_id=87a46d72-86e9-4eaa-914b-8f86705228ea

(Monroe Co., N.Y.) - Rising gasoline costs are straining police department budgets, but the system that helps them track patrol cars is also helping conserve gasoline and save lives. It's what's in the trunk that's helping the county save at the pump. Monroe County vehicles fill up at designated pumps because they buy gasoline in bulk, but it's the GPS they carry in the trunk that helps save on gas.

All Monroe County Sheriff's cars have been equipped with GPS systems within the last two weeks. Sheriff's Dept. Commander Sam Farina said, "One of the benefits you'll see...there are savings, it's a better use of our resources." Farina showed us how the system allows 911 dispatchers to pinpoint the closest police car to respond to an emergency.

All police departments in Monroe County have one test car with GPS tracking as part of a county pilot program that will eventually add GPS systems to all squad cars in villages and towns. Gates Police Chief David DiCaro says the systems can save lives by getting help to the scene more quickly. "We specifically see this as a valuable tool to help us," he said. They also reduce travel which conserves gas. "Fuel is a concern for us. We monitor our budget closely...we try to keep track of cars not idling and that kind of thing," DiCaro said.

Gas costs are a concern. The county spent \$1.5 million on fuel for its vehicles this year. They'll spend \$800,000 on the GPS systems for 650 police cars, but say the benefits of these units are worth it. Monroe County has GPS devices on 16 of its cars, and several more on order. These vehicles are used mainly for research (on fuel efficiency) and are tracked

and monitored for accountability purposes.

The GPS units have already improved response times for sheriff's deputies.

All things are relative and interrelated. The following analogy makes our point quite well.

An Analogy

The residents of Jerusalem have for years been forced to deal daily with the deterioration of the main highway that traverses our Town, NY54A from Penn Yan to Branchport. A situation we all (including Board Members) find very troublesome. Each month brings new potholes and the situation grows more and more dangerous as time goes by. It is only a matter of time before some one in the community suffers major consequences in a traffic accident caused by the States refusal to take action to repair the highway and make it safe for public use.

Now we ask that you consider a similar problem. A problem that also exists within the Town of Jerusalem, one that is within your authority to correct and make safer for our Town residents; we speak of a problem that can be corrected by assuring that everyone has a unique property address. Multiple problems have been reported. Motorists looking for a specific address often stop abruptly in the road or turn around to backtrack; near miss situations have occurred. These are obviously potentially dangerous situations. Remedies have been called for over the years – however, to date, no action has been taken to even attempt to rectify the underlying source for the confusing road names or multiple house numbers.

Our committee feels strongly it is inevitable that in the future one of our residents, or a visitor, will suffer MAJOR repercussions caused by the unsafe nature of this situation or by the delay in the arrival of emergency equipment be it ambulance, police or fire. Lawsuits would certainly follow such an occurrence. We ask that you "our hometown" elected representatives give serious consideration to the detailed proposal we are presenting you with as a means of offsetting such an impending disaster.

Please do not assume this an insurmountable problem, for it isn't. Realizing that there are many large issues that are on your plate at the moment, please allow us to assist you in this endeavor, as we have many volunteers just waiting to be of service.

For the benefit of our community, we ask that you consider with an open mind the following proposal.

3. Implementation – Phase I – Road Names, 2008

Any plan for the correction of a situation inherently means there will be some change. In a community like Jerusalem, with its rich history, the changes must maintain continuity with the past and find ways to make the changes as minimal and easy to accept as possible. The public needs to be kept informed of the changes as they develop and the changes need to be posted so that everybody sees the new – the new will then quickly become common knowledge.

A. Petitions Supporting Road Names

Petitions were circulated among the residents of six different roads in the NY54A corridor. The petitions were basically the same but were specific to individual roads. *Enough signatures were collected along each road to demonstrate the acceptableness of the proposed road name.* Listed here are the statements of the six petitions, five of the petitions ask for specific names from the past and one request a new road name. Listed also are the number of people approached with the petition and the number who signed it. The petitions are included in Section 8B of this document, following page 35.

a. Lake Shore Drive petition {11 signed}

WHERE AS there has been some confusion as to what constitutes Penn Yan West Lake Road, and:

WHERE AS there is or has been some duplication of address numbers, both in fire numbers and lake numbers, and:

WHERE AS a portion of “West Lake Road”, also known as “Route 54A”, was designated as “Lake Shore Drive” on the map of the original “Subdivision of the Hanford Farm” on file in the Office of the County Clerk:

WE, the undersigned as property owners along the portion of Route 54A from the Penn Yan village limits to the intersection with PY West Lake Road near the Municipal Water Plant petition the Town Board of Jerusalem to memorialize the intended original name of said street and declare the official name of said street as **Lake Shore Drive**.

b. Penn Yan West Lake Road petition {18 approached, 18 signed, that's 100% support}

WHERE AS there has been some confusion as to what constitutes West Lake Road, and WHERE AS there is or has been duplication in the use of the street name West Lake Road, and:

WHERE AS a portion of “West Lake Road”, also known as “Lower West Lake Road”, was designated as “Penn Yan West Lake Road” in past years:

WE, the undersigned as property owners or residents along the portion of West Lake Road, from the intersection with Route 54A near the Municipal Water Plant to the intersection with Central Avenue, petition the Town Board of Jerusalem to memorialize the intended original name of said street and declare the official name of said street as **Penn Yan West Lake Road**.

c. Penn Yan - Branchport Road petition {24 approached, 23 signed, that's 96% support}

WHERE AS there has been some confusion as to what part of NY 54A constitutes “Route 54A”, and

WHERE AS the name “Route 54A” could apply to any and all sections of NY 54A from Penn Yan to Hammondspport:

WE, the undersigned as property owners or residents along the portion of Route 54A, from the intersection with Penn Yan West Lake Road near the water treatment plant to the main intersection in Branchport, petition the Town Board of Jerusalem to memorialize the name of said road and declare the official name of said road as **Penn Yan - Branchport Road**.

d. Main Street petition {16 approached, 16 signed, that's 100% support}

WHERE AS there has been some confusion as to what constitutes Main Street, and

WHERE AS there is or has been duplication in street names and some duplication of address numbers, both in fire numbers and lake numbers and:

WHERE AS a portion of "Route 54A", was designated as "Main Street" in years past:

WE, the undersigned as property owners or residents along the portion of Route 54A from the four-corners of Branchport to the limits of Branchport, near the intersection with Mill Street, petition the Jerusalem Town Board to memorialize the original name of said street and declare the official name of said street as **Main Street**.

e. Branchport West Lake Road petition {35 approached, 34 signed, that's 97% support}

WHERE AS there has been some confusion as to what constitutes West Lake Road, and WHERE AS there is or has been duplication in street name West Lake Road, and:

WHERE AS a portion of "West Lake Road", also known as "Route 54A", was designated as "Branchport West Lake Road" in past years:

WE, the undersigned as property owners or residents along the portion of Route 54A, from the intersection with Mill Street near the edge of the hamlet of Branchport to the Steuben County line, petition the Town Board of Jerusalem to memorialize the intended original name of said street and declare the official name of said street as **Branchport West Lake Road**.

f. North Main Street petition {11 approached, 10 signed, that's 91% support}

WHERE AS there has been some confusion as to what constitutes North Main Street, and WHERE AS there is or has been duplication in street name and some duplication of address numbers, and:

WHERE AS a portion of "Guyanoga Road", was designated as "North Main Street" in years past:

WE, the undersigned as property owners or residents along the portion of Guyanoga Road from the four-corners of Branchport to the limits of the hamlet of Branchport petition the Jerusalem Town Board to memorialize the intended original name of said street and declare the official name of said street as **North Main Street**.

The petitions are included in Section 8B of this document, following page 35.

B. NAME PUBLIC ROADS

Many questions and much miss-information have been circulated about the use of local names for roads that form a state highway. The truth of the matter is that the names assigned to roads are a local government issue and the state DOT has no jurisdiction over road names. The regulations governing highway numbering and signage can be found in the National Manual on Uniform Traffic Control Devices for Streets and Highways – 2003 edition, and the NYS Supplement to the NMUTCD (2003 Edition) Including Revision # 1 Effective: March 19, 2008. Section 2D.09 Numbered Highway Systems states the state DOT's role, "***The purpose of numbering and signing highway systems is to identify routes and facilitate travel.***" Local addressing is NOT listed as one of the purposes for numbering and/or signing of state highways. {Section 4, Part A (page 17), contains additional information about this subject.}

Resolution 1 Officially adopt the names of the six roads along the NY54A corridor as follows.

- a. The section of road known as "Route 54A" from the village limits* of Penn Yan {*approximately the location of the Indian Pines store} to the intersection of Route 54A with Lower West Lake Road {near water treatment plant} be officially named "**Lake Shore Drive**," thereby establishing a name for this road that is historically based, unique and very self-descriptive.
- b. The section of road known as "West Lake Road" or "Lower West Lake Road" from the intersection of Route 54A with Lower West Lake Road {near water treatment plant} to its intersection

- with Central Avenue be officially named "**Penn Yan West Lake Road**," thereby establishing a name for this length of road that is unique, self-descriptive and historically based.
- c. The road known as "Route 54A" from the intersection near the water treatment plant to the main intersection in Branchport be officially named the "**Penn Yan - Branchport Road**," thereby establishing a name for the road between Penn Yan and Branchport that is self-descriptive and truly meaningful to all.
 - d. The road known as "West Lake Road" or "Route 54A" from the main intersection in Branchport to the limits of Branchport, near its intersection with Mill Street, be officially named "**Main Street**," thereby re-establishing its historical name.
 - e. The road known as "West Lake Road" or "Route 54A" from its intersection with Mill Street in Branchport to the Steuben County line be officially named "**Branchport West Lake Road**," thereby re-establishing its historical name and establishing a cohesive name for the entire length of road between Branchport and Hammondsport as it travels through three municipalities.
 - f. The section of road known as "Guyanoga Road" from the main intersection in Branchport north to the limits of Branchport be officially named "**North Main Street**," thereby re-establishing its historical name.

C. NAME PRIVATE ROADS

Road-name signs posted at intersections of cross roads with a state highway can only be for roads which have been officially recognized and named by local government.

Resolution 2 Officially adopt the names of four private roads near Branchport:

- a. The private road known as "Acorn Road" will be officially named "**Acorn Road**."
 - b. The private road known as "Aumick Road" will be officially named "**Aumick Road**."
 - c. The private road known as "Beechnut Road" will be officially named "**Beechnut Road**."
 - d. The private road known as "Esperanza Drive" will be officially named "**Esperanza Drive**."
-

4. Implementation – Phase II – Road Signs, 2008 - 20011

A. NYSDOT RULES FOR SIGNS

In an attempt to clarify what can and cannot be done with regard to road names and signs along NY54A, James Sparro, NYSDOT in Hornell, NY was contacted. The following three lists summarize the points clarified on June 6, 2008 and verified in writing on June 10, 2008. (See footnote, this page.)

Notes from conversation James Sparro, NYSDOT, morning of 6/6/2008.

Road-Name Signs

1. All signage along a state highway must be approved by the NYSDOT.
2. Sections of state highways can have local names – local government determines the local road-names.
3. The officially recognized local road-names may be posted at intersections* along a state highway. { * Clarification, see footnote at bottom of this page }
4. At intersections of local roads with a state highway, it is standard practice to have the local road identified by a road sign and the highway identified using two highway-number signs (one in either direction, accompanied by a direction sign, like “west”) a short distance from the intersection within view of the driver.
5. When the standard practice is followed, there is little need for a road-name sign for the highway.
6. The local name of the state highway may be displayed on the signpost with the local road name. (The local road-name must be officially recognized locally and NYSDOT approval is needed.)
7. Local government will be responsible for purchasing and installing the signs utilizing the NYSDOT Highway work permit process*. { * Clarification, see footnote at bottom of this page }

Destination and Distance Signs

1. Destination and distance signs may be used along state highways.
2. They are generally used in a conservative manner (a “fewer is better” approach).
3. The premises for use of destination and distance signs is, “the motorist has and is using a map.”
4. Destination and distance signs may be used when special or confusing situations exist.
5. Specific requests must be made by the local government and must be approved by the NYSDOT.
6. Local government will purchase signs and signs are installed by NYSDOT.

Rebuilding NY54A

1. Current timetable: Bidding in 2010 with Construction in 2011.
2. When state roads are rebuilt it typically includes: Replacement of street signs at intersection of local roads with the state road, Replacement of destination and distance signs, Additional street signs and destination/distance signs that have been approved, Installation of all approved signs.
3. The approval process includes: Official local approval, Submission of detailed request, NYSDOT approval, and Submission to state highway-planning stage.
4. When signs and installation are part of the rebuilding project, the costs are absorbed by the highway construction budget.

 *The above notes were sent to J. Sparro for review. During a follow-up phone call he confirmed the accuracy noting two clarifications were needed. He e-mailed those clarifications. Copy of his e-mail follows:

From : James Sparro <jsparro@dot.state.ny.us>

To : "Bob Johnson" <rr.bs.johnson@juno.com>

Subject : Re: Follow up to conversation

Date : Tue, Jun 10, 2008 09:26 AM

Road Name Signs

3. This means at the intersection, not at various points along the highway.

7. Local government will be responsible for purchasing and installing the signs utilizing the Highway work permit process.

James Sparro, Traffic Safety and Mobility, 107 Broadway, Hornell, NY, 607-324-8524

B. DESTINATION AND DISTANCE SIGNS

Destination and distance signs are typically used with a “fewer is better” approach, but are used when special or confusing situations exist. Keuka Lake with its unique Y-shape has created special circumstances and is confusing to motorists visiting the area. Appropriate use of destination and direction signs is needed to un-mystify this confusion.

Resolution 3 Destination and distance signs will be erected along the NY54A corridor as listed below.

1. Destination and Distance Signs Near Branchport Intersection

Signage containing the following four destinations and distances be erected at or near the main intersection in Branchport:

- a. The direction and distance to Penn Yan,
- b. The direction and distance to Penn Yan West Lake Road,
- c. The direction and distance to Hammondsport,
- d. The direction and distance to Naples.

2. Destination and Distance Signs Near Penn Yan:

Signage containing the following three destinations and distances be erected at or near the intersection of NY54A with Penn Yan West Lake Road:

- a. The direction and distance to Branchport,
- b. The direction and distance to Branchport West Lake Road,
- c. The direction to Penn Yan West Lake Road.

3. Destination and Distance Signs between Penn Yan and Branchport:

A. Signage containing the following five destinations and distances be erected at or near the intersection of NY54A with Central Avenue:

- a. The direction and distance to Branchport,
- b. The direction and distance to Penn Yan,
- c. The direction and distance to Penn Yan West Lake Road,
- d. The direction and distance to Branchport West Lake Road,
- e. The direction and distance to East Bluff Drive.

B. Signage containing the following five destinations and distances be erected at or near the intersection of NY54A with Assembly Avenue:

- a. The direction and distance to Branchport,
- b. The direction and distance to Penn Yan,
- c. The direction and distance to Penn Yan West Lake Road,
- d. The direction and distance to Branchport West Lake Road,
- e. The direction and distance to East Bluff Drive.

C. Signage containing the following destination and distance be erected at or near the intersection of NY54A with Pepper Road:

- a. The direction and distance to West Bluff Drive.

C. ROAD NAME SIGNS

At an intersection of a local road with a state highway it is standard practice to label the intersection with road sign for the local road and two highway-number signs (one in either direction along with direction heading, like “west”) a short distance from the intersection within view of the driver. When this situation occurs, there is little need for a road-name sign for the state highway. However, along NY54A from Penn Yan to Branchport to the Steuben County line there very few intersections where state highway-number signs are within view of the intersections. There are 13 intersections of this type and only 3 of

them have NY54A adjacent to the intersection as described, the other 10 do not have any signs labeling the main highway through the intersection. That’s 77% that are unlabeled!

With a need for additional road information, a concern for cost and a concern for sign pollution all involved, it seems far more practical to add a road-name sign to the existing signposts than to erect two new route-number signs either side of several intersections. In dollars, that’s approximately \$15 versus \$180 in cost of signs only per intersection or \$150 versus \$1800 for the 10 intersections. In terms of sign pollution, it is one additional road-name sign on an existing post versus two additional signposts with four additional new signs. (There would be two signs on each post, route number and direction.)

Resolution 4 Road-name signs will be installed at all intersections with NY54A so that both the state highway and the crossroad are identified. The state highway will be identified either by use of NY54A signs on either side and adjacent to the intersection or by a road-name sign on the signpost with the road-name sign for the crossroad.

D. COMPLETION DATE

The road name signs along the NY54A corridor will be in place as soon as possible after adoption by the Town Board, and keeping in mind the scheduled reconstruction of NY54A.

E. SPECIFIC SIGNS NEEDED FOR PHASE II

1. SPECIFIC SIGNS NEEDED ALONG NY54A:

- a. One at the Penn Yan village limits near Indian Pines Market.
1 sign:

← Lake Shore Drive NY54A.

- b. One each at the intersections with Sand Hill, Ritchey, Old Pines, Sylvan, and Eastman.
8 signs:

. Lake Shore Drive NY54A.

- c. One at intersection with Penn Yan – Branchport Road {location of current Lower West Lake Rd sign}
1 sign:

. → Lake Shore Drive NY54A.

- d. One at intersection with Penn Yan – Branchport Road {location of current Lower West Lake Rd sign}
1 sign:

. ← Penn Yan–Branchport Road NY54A.

- e. An informational sign indicating the direction and distance to Branchport and Branchport West Lake Road is needed:
1 sign:

← Penn Yan West Lake Road	
↑ Branchport	8 mi
↑ Branchport West Lake Road	8.5 mi
- f. One at each end of Penn Yan West Lake Road:
2 signs:

. Penn Yan West Lake Road NY54A .

- g. An informational sign along NY54A opposite intersection of Central Avenue.
1 sign:

← Branchport	6 mi
← Branchport West Lake Road	6.5 mi
→ Penn Yan	3 mi
→ Penn Yan West Lake Road	0.1 mi

- h. An informational sign along NY54A opposite Assembly Avenue:
 1 sign:

← Branchport	4 mi
← Branchport West Lake Road	4.5 mi
→ Penn Yan	4 mi
→ Penn Yan West Lake Road	1 mi
- i. One each at intersections with Central Ave., Merritt Hill, Williams, Assembly Drive, Kinney Corners, James, Pepper, Esperanza, East Valley and Thompson Roads.
 10 signs:

.Penn Yan – Branchport Road NY54A.

- j. At intersection in Branchport.
 2 signs:

.← Penn Yan–Branchport Road NY54A.

- k. At main intersection in Branchport and at intersection with Mill St.
 2 signs:

. Main Street NY54A.

- l. An informational sign at main intersection in Branchport.
 1 sign:

← Branchport West Lake Road NY54A.

- m. At intersections with Mill St, Acorn, Beechnut and Stever Hill Roads, and at Steuben County line.
 5 signs:

.Branchport West Lake Road NY54A.

- n. At intersections with Acorn, Aumick and Beechnut Roads.
 2 signs:

.Acorn Road – Private.

 1 sign:

.Aumick Road – Private.

 1 sign:

.Beechnut Road – Private.

- o. One at main intersection in Branchport and a edge of town.
 2 signs:

.North Main Street NY54A.

- p. An informational signs near main intersection of Branchport.
 1 sign:

↑ Penn Yan	8 mi
↑ Penn Yan West Lake Road	4.5 mi

 1 sign:

.↑ Hammondspport 14 mi.

 1 sign:

.↑ Naples 15 mi.

- q. Two additional informational signs along NY54A:
 1 sign:

.East Bluff Drive →.

 1 sign:

.West Bluff Drive →.

F. Estimated Cost of Signs for Phase II E

Estimated Costs^{1,5}

Signs	Number of Inter-sections	Current Signs (useable)	New 4-in Letter Signs Needed	New 6-in Letter Signs Needed	New Posts Needed	Sign Hardware Needed ³	Estimated Cost	Totals
NY54A Corridor – Phase II.E								
Destination & Distance ⁴		0	8		12		\$ 680.00	
Road Signs								
Intersections 54A & Public Roads	24	21 ²	35	2		35	\$ 635.00	
Intersections 54A & Private Roads	3	0	6	0	3	6	\$ 252.00	
			49	2	15	41		\$ 1,567.00

Cost of each¹ \$ 10.00 \$ 20.00 \$ 50.00 \$ 7.00

- ¹ Cost estimates are based on information obtained from Yates County Highway Department
- ² Many or most of the current signs may require replacement in near future – See DOT information below.
- ³ There are two different crosspieces, one rigid – approx \$5 each and one adjustable – approx \$7 each, the \$7 amount was used for these estimates.
- ⁴ The destination and distance signs can be one, two, three of four lines; a variety will be used and an average price of \$30 was used for this estimate.
- ⁵ An estimate for the **labor** to install the signs is **not included** in the above table of estimates.

“Part of” or “all of” this cost could become part of the NYSDOT budget for the rebuilding of NY54A if all the necessary resolutions are passed in a timely manner at the Town level, the appropriate requests are made to the NYSDOT, and approval granted by the NYSDOT. (See Section 4.A, page 17.)

Specific budgeting information can be found in Section 7, part A, page 31.

G. STREET SIGNS FOR THE ROADS OF JERUSALEM

The Town of Jerusalem has approximately 161 roads creating approximately 197 intersections of which 29 have no roads identified, 150 have some but not all roads identified, and 18 have all roads identified.

When a driver, who has no prior knowledge about the roads of Jerusalem, enters one of these intersections there is only a 0.09 chance that all roads forming that intersection are identified. If they are traveling on the “side” road forming the intersection, there is a 0.91 chance that the “main” road they just intersected is not labeled and therefore still unknown to them. They have no way of identifying where they are or which way to go to reach their destination.

With a need for additional road information, a concern for cost and a concern for sign pollution all involved, it seems very practical to add a road-name sign to the existing signpost at a cost of approximately \$15 per intersection.

Resolution 5 Road name signs appropriately labeling all roads forming all intersections throughout the Town of Jerusalem will be erected.

H. INVENTORY OF EXISTING SIGNS & NUMBER OF NEW SIGNS

The following table lists the approximate number of intersections, the number of signs currently in place, the number of new signs and posts needed, and an estimated cost for each of the three large sections of Jerusalem.

Estimated Cost of Signs for Phase II H

Estimated Costs^{1,5}

Signs	Number of Inter-sections	Current Signs (useable)	New 4-in Letter Signs Needed	New 6-in Letter Signs Needed	New Posts Needed	Sign Hardware Needed ³	Estimated Cost	Totals
Non-NY54A – Phase II.H								
Eastern (N of 54A/E of Guyanoga)	65	63 ²	30	22	8	30	\$ 1,350.00	
Bluff (South of 54A)	24	27 ²	22	0	10	15	\$ 825.00	
Western (W of Guyanoga & 54A)	55	59 ²	34	21	11	41	\$ 1,597.00	
Keuka Park	25	28 ²	15	6	2	20	\$ 510.00	
Indian Pines	17	17 ²	9	8	2	10	\$ 420.00	
								\$ 4,702.00

Cost of each¹ \$ 10.00 \$ 20.00 \$ 50.00 \$ 7.00

¹ Cost estimates are based on information obtained from Yates County Highway Department
² Many or most of the current signs may require replacement in near future – See DOT information below.
³ There are two different crosspieces, one rigid – approx \$5 each and one adjustable – approx \$7 each, the \$7 amount was used for these estimates.
⁵ An estimate for the **labor** to install the signs is **not included** in the above table of estimates.

Specific budgeting information can be found in Section VII, part A, page 31.

I. DESIGN OF SIGNS

Signs will be of a design and will be placed in accordance to NYSDOT regulations with concern for cluttering and clarity for motorists.

It is suggested that the new street signs be of two styles and sizes – as described and shown below.

- a. When road is part of a state or county highway, in addition to the street name, the sign should include the state or county route identification.
- b. When it is a private road, it should include the word “Private”.
- c. A directional arrow may be used to add clarity.
- d. Signs for state and county roads should use 8” high signs with 6” letters.
- e. Signs for town roads should use 6” high signs with 4” letters.



For state & county roads:

6” letters



All others:

4” letters

Signs along NY54A and all county roads should be of the 6”-letter size (similar to signs currently at intersection of Central Ave and NY54A – many are). They are large enough to read from a passing vehicle without having to stop, thereby they are safer for motorists. The inclusion of the route number allows for travelers coming off a side road to know what road they intersected and does not require additional separate route signs.

The 4"-letter size should be used for all roads that are town and private (not county or state). The 4"-letter sign is large enough to accommodate an arrow, as shown in picture above right. The 4"-letter sign is not a good choice when route numbers are to be included – as seen on picture above right, the route number is barely readable when one stops near the sign and goes unnoticed when driving past the sign.

No new signs should be erected that are smaller than described above. There currently exist some signs that are: 1) so small that they are nearly unnoticeable and are totally unreadable from a moving vehicle, and 2) in disrepair – these signs should be replaced.

5. Implementation – Phase III – Responsibility, Code, 2008

A. NAME PERSON RESPONSIBLE

Resolution 6 The Jerusalem Town Board will designate one person to be responsible for and have the authority to make decisions, to update and to keep the addresses for all properties unique, current and accurate. If additional personnel are needed to accomplish the work, funds will be made available and this person will have the authority to hire the help needed. This includes the procurement and use of volunteer help. This designation will be made within 30 days of the adoption of this Resolution.

B. LOCAL RESIDENTIAL CODE AND ITS ENFORCEMENT

One of the most commonly mentioned problems during the past six months has been the large percentage of primary buildings with their street numbers **not posted**. This situation is of great concern to our emergency services.

The Town uses the Residential Code of New York State as its code - However this code contains many regulations that do not apply in Jerusalem. Many communities have adopted code that complements the state code and is therefore more readily available to local community members. Code was found on the Internet for: Canandaigua NY, Victor NY, Bethel NY, Grantsville UT, Fort Calhoun NE, Franklin County NC, Halifax CA, Martinsburg WV, Southampton NY. These are all communities with similar regulations.

The residents of Jerusalem need to be made aware of the code regulating this matter and a date needs to be established at which the code will start being enforced.

PROPOSED CODE FOR NUMBERING OF BUILDINGS

Town of Jerusalem, NY

BUILDINGS, NUMBERING OF

1. Purpose

The purpose of this Local Law Code is to establish uniform standards for the displaying of street numbers, to protect and promote the health, safety and general welfare of the residents of the Town of Jerusalem by reducing the time factor to locate an address for which an alarm has been dispatched to emergency agencies.

2. Assignment of street numbers

It shall be the duty of the (code enforcement officer or other assigned town official) to assign or reassign property numbers to all land parcels, primary buildings, and dwelling units within the Town of Jerusalem. No one other than the code enforcement officer or designee shall have the authority to assign or reassign street numbers.

3. Records

A. The code enforcement officer or other assigned town official shall keep a record of all names and numbers assigned pursuant to this legislation. Upon assigning a new or changed name or number, the code enforcement officer or other assigned town official shall immediately inform the Director of the Yates County Emergency Center, the Postmaster at the local US Post Office and the local Board of Elections of all new assignments.

4. Displaying street numbers
 - A. All primary buildings shall be required to display the assigned street number.
 - B. It shall be unlawful for any person to place, maintain or continue using any number on any house or building in the Town of Jerusalem other than the number assigned thereto and which appears of record in the Town of Jerusalem office.
 - C. The owner shall place official numerals on building within thirty (30) days after being notified of the assignment of a number.
 - D. New buildings. All newly constructed primary buildings (or additions to) shall have the street number on them before the certificate of occupancy is issued.
 - E. Old buildings. Any existing primary buildings (or any additions thereto) shall, upon transfer of ownership or change of occupancy, be required to have street numbers in accordance with the following rules and regulations.
 - F. Location of numbers and size.
 - 1) Displaying the assigned street numbers will be required on the street front of principal building and near the entrance. A street number is required at each entrance of a multi-family or multi-tenant building.
 - 2) Arabic numerals shall be used (not letters to spell out) and arranged in a horizontal fashion.
 - 3) The numerals shall be a color or finish that contrasts to the building/background color.
 - 4) Numerals displayed within 25 feet of road shall not be less than three (3) inches, nor more than six (6) inches in height.
 - 5) Numerals displayed more than 25 feet from the road shall not be less than four and one-half (4½) inches, nor more than six (6) inches in height.
 - 6) Houses that are more than 75 feet from the road **or** are not clearly visible from the road, are required to additionally display the street number at the road near the driveway entrance to the property, and within 25 feet of the road on a sign attached to a tree, fence or post; and must be clearly visible from both directions. This sign needs to be placed at a height to assure that it will not be blocked by snow. House numbers displayed at the road shall not be less than three (3) inches in height and in a contrasting color.
 - 7) Mailboxes with numbers may **not** be used for this purpose. Mailboxes are located for the convenience of mail delivery and are not located for the primary purpose of property identification. Therefore they are not reliable property identifiers as they may be on the wrong side of road or in some other location not adjacent to the property. In an emergency, it is not obvious which mailboxes are and which mailboxes are not adjacent to property.
5. Responsibility for compliance.
 - A. Each owner of real property located within the Town of Jerusalem shall be responsible for maintaining such property in compliance with Numbering of Building Town Code.
 - B. Compliance date will be thirty days (30) from the date of notification.
6. Enforcement; appearance tickets; penalties for offenses.
 - A. Code Enforcement Officer (CEO) shall enforce the provisions of this legislation upon finding a violation or upon notification of violation by the appropriate Town officer assigned to administer the Numbering of Buildings Town Code.
 - B. Commencement of proceedings. Any owner of real property who is found to be in violation of this Town Code shall be issued an appearance ticket for such violation and shall be prosecuted in the manner provided by law.
 - C. Appearance tickets and process. The Code Enforcement Officer (CEO) shall issue an appearance ticket returnable to the Jerusalem Town Court when a violation to the Building Numbering Town Code is determined. In the event that an appearance ticket is unanswered, the Justice Court shall permit the filing of an information by the Code Enforcement Officer (CEO) and will issue a warrant of arrest for the alleged violator.

7. Prosecution of violations.

A violation of the Building Numbering Town Code shall be punishable by a fine of not more than \$50 for a first offense, a second violation - the fine shall not be more than \$100 and any third or subsequent violation shall not exceed \$250.00 per violation. Each thirty- (30) day period during which a property shall be found not in compliance with the posting standards set forth herein shall be deemed a separate and distinct violation.

INFORMATIONAL NOTE: US Postal regulation: For mailboxes, the numbers are to be of contrasting color in neat numerals and letters at least 1 inch (2 inch preferred) high on the side of the box visible to the carrier's regular approach, or on the door if boxes are grouped.

Resolution 7.A The Jerusalem Town Board will adopt code specifying the requirements for numbering, posting of numbers, and enforcement of posting of building numbers.

Resolution 7.B An on going informational campaign {using flyers, newspaper, radio} shall be undertaken to promote awareness of all changes in the Jerusalem addressing issue. Logic for street name changes, calling attention to distinctive signage placement, house numbering display issues and their importance in quick response time of emergency services should be stressed. Additionally, intensive news media coverage should be used just prior to the enforcement process for those who remain non compliant at the Town Code deadline.

6. Implementation – Phase IV – Street Numbers, 2009 - 2011

A. ROADS CURRENTLY NOT USING 4-DIGIT FIRE CODE NUMBERS

The Town of Jerusalem has approximately 90 roads/streets that use the 4-digit fire code number and properties along with approximately 40 roads/streets that do not use the 4-digit number. On one road there are upwards to 5 houses using various letters (A, B, C, R and L) with a number to create a unique street number. There are 2 roads that were previously assigned 4-digit numbers and currently some of the residents are using the fire code number and the rest are not.

Listed below are the roads previously not assigned 4-digit fire code numbers, or the roads where not all residents use the previously assigned 4-digit numbers and in brackets find the number of residents involved.

Roads currently where 4-digit numbers are not used and number of residents:

In Branchport Area [Total for area – 406]

Acorn Rd [9]	Crescent Beach Rd [29]	Mill St [3]
Beechnut [11]	Esperanza Drive [25]	West Bluff Drive [222]
West Lake Road south of Branchport [108 total – 63 use/45 do not]		
Main Street section of above [39 use 4-digit no., 1 does not]		
Branchport West Lake Road section of above [24 use 4-digit no., 44 does not]		

In Keuka Park Area [Total for area – 152]

Assembly Ave [32]	Chestnut Ave [5]	Orange [3]
Birch Rd [12]	Cypress St [2]	Park Ave [6]
Cedar St [4]	Hickory St [1]	Pear St [1]
Central Ave [30]	Lake Ave [17]	Poplar St [2]
Central Ave/Cook Rd [15]	North Ave [4]	Prospect Ave [8]
Cherry St [6]	Oak Rd [3]	South Ave [1]

Penn Yan Area [Total for area – 733]

East Bluff Drive [370]		
Route 54A (Lake Shore Drive section) [~75 residents, some use 4-digit/some do not]		
West Lake Road PY [183]		
West Lake Road/Brandy Bay [8]		
West Lake Road/Cook Rd [8]		
Ritchey/Old Pines area [Total for area – 89]		
Eastman Ave [11]	Parkside [0]	Sylvan Rd [?]
Fairoaks Ave [1]	Ritchey Blvd [25]	Trails End [?]
Fairview Ave [1]	Sunset Dr [?]	Woodsite Tr [?]
Old Pines Trail [51]		

Penn Yan Area near NY364 [Total for area – 29]

Northview Drive [21]	Highland Drive [5]	Court Street [3]
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B. STREET NUMBERING FOR SOME ROADS

On 90 of the roads in Jerusalem, the four-digit fire code numbers have been assigned and are being used by all residents along those roads. The numbers along these roads need only be checked for compliance with the code. The currently used 4-digit number will remain unless a change is necessary in order to properly assign numbers to the others along the same road.

On the roads where the four-digit numbers have been previously assigned and are in use by some but not all residents, a decision must be made with regard to what numbering scheme is going to be used. Then the numbers can be assigned and the appropriate follow-up steps can occur.

On the roads where the four-digit fire code numbers have never been assigned, a decision must be made as to leave the current numbers or change the numbers. On some of these roads, the current numbers may not require changing. But on some of these roads, the current numbers must be changed for the safety and well being of all.

The roads most in need of being renumbered are the “lake roads”: Lake Shore Drive, Sylvan Road, Penn Yan West Lake Road, East Bluff Drive, Main Street, Acorn Road, Beechnut Road, Mill Street, Branchport West Lake Road, Crescent Beach, Esperanza Drive and West Bluff Drive. These roads all either currently use or at one time used John Stark’s lake numbering system.

These roads could all be renumbered using the 4-digit fire code system, but to do so introduces many problems, not the least is the resident’s unwillingness to agree to its use. Another issue is that the 4-digit fire code does not provide enough numbers to meet the needs.

For example, the 4-digit fire code numbers can be applied to Penn Yan West Lake Road. However, there are not enough numbers in some spots to accommodate the houses there and leave numbers for the open space. The average lot width is just too small. Similar problems are developing along the bluff roads where houses are starting to be built above the road in “tiers” and if this continues, there will be need for more numbers than the 4-digit fire code system will accommodate.

An alternative to the four-digit fire code system is being recommended for consideration. This alternative numbering scheme could be for use on the “lake roads” only where John Stark’s system has previously been used.

If an alternative to the 4-digit fire code numbers is feasible for “lake roads” the following might be considered as a substitute.

An Alternative Numbering Scheme

Convert the current “100-numbers per mile system” to a “1000-numbers per mile system” by adding digit to the end of the current number. The fourth digit could be any numeral from 0 to 9 and would be assigned according to side of road (odd/even) and relative position of building along the road. If an “add-on” letter is currently in use, it will be discarded.

An example 1: A residence 1.5 miles from end of lake would be numbered 1500 and a residence numbered 2353 would be approximately 2.35 miles from the end of the lake.

An example 2: Currently 231, 231A and 231R are all being used along Penn Yan West Lake Road. After adjustment for side of street and proximity to each other and adjacent properties, these three street numbers *might* become something like 2310, 2315 and 2316.

Everybody’s new street number would start with the same 3 digits as used in the past and the last digit would be the only new aspect of their updated address. This very simple change would allow an easy transition from the current system to a new functional numbering system.

This would keep the spirit and the characteristics of Stark’s system and increase the numbers available per mile to 1000 and require an average lot width of only 10.6 feet. The effect of this would be to make it possible to incorporate an odd/even rule, a standard practice for identifying side of the road, and leave extra numbers available for any foreseeable situation that might arise. This includes recent building trends along the bluff where houses are being located in tiers above the road.

Resolution 8 The street-numbers shall be assigned to all primary buildings along the “lake roads”. Consideration shall be given to using the “1000 numbers per mile” system, as an alternative to the 4-digit fire code-numbering scheme.

The adoption of this “1000 numbers per mile” system along these roads result in street numbers that: 1) make every address unique, 2) are acceptable to the residents, 3) meet the current and future needs for assigning new numbers, and 4) are user-friendly for all those who rely on the addressing system, and 5) are useable into the future so that numbers will not be an issue again.

Informational meetings will be needed before the issue of “numbers” can be resolved in an appropriate, reasonable and acceptable manner. It is believed that this numbering system would be acceptable to the residents.

The 4-digit fire code and the “1000-numbers per mile” numbering systems complement each other quite nicely. Used together, these two systems would serve the community very well.

The “1000-numbers per mile” lake-numbers are a natural fit with the way most people think about locating lakeshore property. The location is almost always thought of in terms of distance from the end of the lake, both from land and water. That is exactly what this numbering system tells you. Its no wonder so many people liked John Stark’s lake numbers.

C. ASSIGNMENT AND NOTIFICATION OF NUMBERS/NEW ADDRESSES

The assignment of building numbers will be completed within 60 days after the Town Board adopts Resolution 8.

The Town of Jerusalem will notify all residents and property owners of their new official street address, with newly adopted road names and/or new building numbers. Included in the letter will be the informational flyer and the dates of compliance. This notification will be mailed within 90 days after the Town Board adopts Resolution 8. The date of compliance for displaying the number on buildings will be 30 days from the date of notification. {As in Town Code}

The Town of Jerusalem will notify 911, the US Post Office and Board of Elections of the official addresses for all residents and owners affected by the address changes at the same time the residents are notified. Mail not addressed using the official address will not be delivered after one year from the date of notification. {US Postal regulation: §F020.1.3}

D. FLYER RECOMMENDATIONS

An Informational Flyer be produced and printed for residents to receive with their notification. This will aid residents with understanding the changes and the need for the changes. With this increased understanding they will feel better about making the change and using their new address.

1. Contents
 - a. An overview and a simple explanation of the numbering system(s) being used,
 - b. What the numbers tell the user,
 - c. Information about the importance of using a single numbering system so that all are aware of some of the many reasons why it is so very important for all to use the 4-digit numbers.
[Address verification as related to Homeland security, Internet usage and Elections to name a few.]
 - d. A statement about compliance and enforcement,
 - e. Endorsements by key individuals.
2. Usage
 - a. The flyer should be included in the letter sent to each resident and business with the official notification of that residence or business’s address,
 - b. The flyer could be distributed at informational meetings or other events to promote the use of the 4-digit system.

Estimated cost for 2500 flyers is \$300.00

Estimated cost for mailing notifications and flyers is \$1000.00

Specific budgeting information can be found in Section VII, part A, page 31.

7 Costs / Volunteer Help / Loose Ends

A. COSTS

Due to the many options available to the Town of Jerusalem in implementing this proposal it becomes difficult to pin point the exact amount of funding that will be necessary. Therefore, we will begin with the cost that would be experienced should the entire project be done with Town funds. Thereafter we will explore the possible reductions that can be accomplished using alternative means.

Estimated Costs^{1,5}

Signs	Number of Inter-sections	Current Signs (useable)	New 4-in Letter Signs Needed	New 6-in Letter Signs Needed	New Posts Needed	Sign Hardware Needed ³	Estimated Cost	Totals
NY54A Corridor – Phase II.E								
Destination & Distance ⁴		0	8		12		\$ 680.00	
Road Signs								
Intersections 54A & Public Roads	24	21 ²	35	2		35	\$ 635.00	
Intersections 54A & Private Roads	3	0	6	0	3	6	\$ 252.00	
			49	2	15	41		\$ 1,567.00
Non-NY54A – Phase II.H								
Eastern (N of 54A/E of Guyanoga)	65	63 ²	30	22	8	30	\$ 1,350.00	
Bluff (South of 54A)	24	27 ²	22	0	10	15	\$ 825.00	
Western (W of Guyanoga & 54A)	55	59 ²	34	21	11	41	\$ 1,597.00	
Keuka Park	25	28 ²	15	6	2	20	\$ 510.00	
Indian Pines	17	17 ²	9	8	2	10	\$ 420.00	
								\$ 4,702.00
Cost of each ¹			\$ 10.00	\$ 20.00	\$ 50.00	\$ 7.00		
Other Expenses								
Printing of Flyer		2500 Copies					\$ 300.00	
Postage Mailing Costs							\$ 1000.00	
								\$ 1,300.00
								TOTAL \$ 7,569.00

¹ Cost estimates are based on information obtained from Yates County Highway Department

² Many or most of the current signs may require replacement in near future – See DOT information below.

³ There are two different crosspieces, one rigid – approx \$5 each and one adjustable – approx \$7 each, the \$7 amount was used for these estimates.

⁴ The destination and distance signs can be one, two, three or four lines; a variety will be used and an average price of \$30 was used for this estimate.

⁵ An estimate for the labor to install the signs is **not included** in the above table of estimates.

Note: These cost figures are provided to allow the Town Board to budget the costs as the project moves forward.

Installation of Signs

After speaking with Highway Superintendent Payne, it was felt that estimating installation cost would be very difficult. The installation time of each sign would vary greatly due to several factors: size of the sign being installed, condition of existing sign(s) and post, travel time to and from the signs being installed, as well as number and distance between the signs being installed on same run, and so on. The best estimate for just adding a sign to an existing sign, with no major complications, would be a fifteen to twenty minutes. The placement of a new signpost would take longer and depend on additions

factors, but could easily be one hour. Given all this, the time required to install the signs in phase II.E is estimated to be between 60 to 90 hours; for the signs listed in II.H, between 150 and 200 hours. This could translate to a maximum of thirty 10-hour workdays or for two men a maximum of 15 summer workdays and could be scheduled over two years, 2009 and 2010.

The Federal Highway Administration has released new sign retro-reflectivity standards for traffic signs. Agencies have until January 2012 to establish and implement a sign assessment or management method to maintain minimum levels of sign reflectivity. (From Town Topics, Assoc. of Towns of the State of New York, May/June 2008)

Traffic signs provide important information to drivers at all times, both day and night. To be effective, their visibility must be maintained. The road-name sign in the picture labeled "4"-letters on page 22 shows a sign made with the reflectivity properties. This directive may require replacing many of the existing signs, as most do not have the reflective quality that will be required.

Rebuilding of NY54A

The re-building of NY54A is currently scheduled for 2011 with the planning and bidding stages occurring in 2010. When a section of a state highway is being completely rebuilt, it is customary for all of the existing highway traffic control signs, destination and distance signs, and road-name signs at intersections to be removed and replaced with new signs as part of the rebuilding project.

This means that, IF

- 1) IF the road names for all roads forming NY54A through the Town and all of the local roads intersecting NY54A have names that have been officially adopted and recognized by the Town,
 - 2) IF the list of signs to be installed along NY54A has been planned and submitted to the NYSDOT,
 - 3) IF the request has been approved by the NYSDOT, and
 - 4) IF ALL of this has been successfully completed before the NYSDOT starts their planning and bidding process,
- THEN there is a reasonable chance that most of, or all of the cost of signs and the installation of the signs proposed in Phase II.E will become part of the rebuilding project.

There is no guarantee that any part of the cost of Phase II.E will become part of the rebuild budget, but it has been a common practice.

County Road Signs

Yates County is responsible for some of the signs listed in this proposal. Dave Hartman, Yates County Highway Superintendent, acknowledged this and expressed a willingness to work with the Town on this as plans go forward. This is something that can be worked out after decisions about what signs are needed have been made and after further clarification of the new rules with regard to retro-reflectivity.

B. VOLUNTEER HELP

Some of the workload for carrying out these resolutions could be covered by taking advantage of available volunteers. We have committed volunteers ready to help. The Town appointed "Person-In-Charge" would be making the decisions and responsible for handing out tasks and instructions, and overseeing the results. The volunteers would perform the work. That would allow the Town employee to then be free to perform their regular duties. We have volunteers who will: plan and organize public meetings/hearings as needed for these issues, plan the signage, prepare the order for signage, oversee the installation of signs, prepare the list of re-assigned street numbers, design the informational pamphlet, get the pamphlet printed, prepare the letters of notification, address envelopes, stuff the envelopes, put postage on the envelopes, mail the address notifications to residents and US Post Office. In general, work very closely with the person-in-charge to complete the task quickly and effectively with the least amount of impact on the town employee's normal workload.

Another possible form of assistance volunteers could offer would be to man the telephones and answer questions the first few days after each mailing. The "Person in Charge would establish criteria to be offered in answer to the most often asked questions by the public, with unusual or difficult issues handled by the Town Staff.

C. LOOSE ENDS

The following items are identified as things that should be addressed in the future, however are beyond the scope of this proposal.

1. Notification of the 911 Center, the US Post Office and the Board of Elections - of every new address assigned in future once the updated addressing process has been accomplished,
 2. Procedures established for naming new roads, public or private in the future,
 3. Procedures for assigning building numbers in the future,
 4. Procedures for assigning cost of road signs to developers for both public and private roads.
-

8. Rationale / Petitions / Endorsements / Committee

A. RATIONALE

The focus began with concerns about emergency services being able to quickly and effectively find addresses along the NY54A corridor in the Branchport area. In the process of researching the problems, it became apparent that exact and cohesive addresses and street signage is an issue throughout the entire Town of Jerusalem. Thus, the focus of these proposals is on the town-wide problems associated with addresses and signage.

Below, find listed many of the thoughts and situations that need to be addressed with a town wide plan.

- The problems are too large to deal with all at one time so the recommendations are organized into a series of proposals.
- With millions of dollars being spent annually to promote the tourism industry for the area, Jerusalem needs to do what it can to make the town attractive to and respectful to tourism. Making the community more “user-friendly” with regard to addressing and signage will be a good start.
- Any plan for change needs to minimize the amount of change required by the residents as they begin to use “new” numbers and street names. Changes in street numbers need to be used and posted by all so that there is only one numbering system in use, thereby eliminating much of the confusion. The confusion is largely the mixing of two or more numbering systems. Changes like street names need to be posted so that everybody sees the correct street name on the street; it will then become common knowledge and shortly all will be using it.
- Travelers at the main intersection in Branchport, looking to find their way to Penn Yan, Hammondsport or Naples, need signs telling information about direction and distance to each of these destinations.
- Many residents stated, “Addresses were not a problem until NY54A was built” in the early 1980’s. Prior to that, the streets all had names. Therefore, we are proposing that route numbers no longer be used as street names and addresses.
- Street names are for ‘local’ purposes like identifying locations (properties) within the community, while route numbers are for identifying routes between communities and generally follow several different streets and roads. These two forms of identification are for different purposes and at different levels of governmental issues. Separating them is important in order that both function and serve their purpose.
- Highway route numbers, such as “NY 54A” should be posted separately on signs identifying only the route number. (as is currently the case) Further, routes can, and occasionally do, change the path they follow through a community – when this happens there is no reason to change the addresses for involved properties. During the summer of 2007 and again during May 2008, NY54A followed a path from Branchport to Hammondsport that started by going up Italy Hill Road and then turning south on Darby Corners Road. Later it was re-routed again. Highway route signs, like NY 54A, are not street name signs.
- An address like “2359 Route 54A” sounds like a building location along an interstate highway rather than an address in an interesting historical community.
- “Street signs” and “highway signs” are distinctly different in size and shape; they are placed in different locations relative to the road; and they serve different purposes.

- Lake Shore Drive has a history with the section of road recently called PY West Lake Road and more recently named Route 54A. To rename this section of 54A (from the Penn Yan village limits to the intersection near the water plant) Lake Shore Drive would be a reconnection with history and give that section of road a very distinct and meaningful name.
- Many in the community know the section of street from near the water treatment plant to Keuka Park as PY West Lake Road or Lower West Lake Road and the residents along this street use one or the other of these street names for their address. Renaming this section of road as Penn Yan West Lake Road seems a logical move – it gives this street back its long time name. The street numbers along this street are in need of complete overhaul. Therefore, unfortunately, the address changes along this street will entail mostly a street number change.
- There is only one road along the west shore of Keuka Lake, the section of NY54A from Branchport to Hammondsport – Two of the three towns, Urbana and Pulteney, through which it passes, have officially named it West Lake Road. A return to the name Branchport - West Lake Road would make a great deal of sense - given the entire road had one name, the name used by many for years.
- From the village limits of Penn Yan to the village limits of Branchport there are just three (3) NY54A signs along the southbound lane and only two (2) along the northbound lane – that is not enough to help the traveler along that section of road. Street signs labeling this road at its intersections with other roads would meet the need for additional signs.
- Note: We have found that the Town must, by resolution adopt official street names to enable either the NYSDOT or the Town of Jerusalem to legally place street signs along any highway. It is also required that no two streets have the same or near-same names within a Township.
- Keuka Lake creates a special case with its Y-shape forming two west shores. This being said, it seems that Penn Yan West Lake Road and Branchport West Lake Road are distinctly different enough to meet the intent of the rules. We have County House Road and County House Woods Road, and we have East Sherman Hollow Road and West Sherman Hollow Road, as well as several other pairs of roads with somewhat similar names, and they seem to be acceptable.
- Additional street signs on private roads/drives often are non-existent and further slow emergency response time to those areas. These roads need the appropriate signage.
- The Fire Department, Sheriffs Office, US Post Office, Board of Elections, Emergency Services and others all want the 4-digit Fire Code numbers used. It has been in existence for many years and needs to be fully adopted by everybody.
- The 4-digit fire code numbers that are assigned to individual properties are based on a grid system that is also a foundation for our local and countywide tax maps. This helps to insure that while names change, property tax identification and the 4-digit fire numbers should remain the same or very close to the original number giving local and county agencies a means of tracking properties and their owners for various purposes. Most of the basic information for a parcel of property begins with input from the local Town Office, then sent to the County to be merged with the other Townships and Villages throughout the County and then shared by surrounding Towns as well as the County and other various County agencies.
- To date no information has been located that confirms any official town-wide effort to implement the established 4-digit fire code numbering system. Street numbers have been assigned to many roads using the 4-digit fire code, but there are many streets that have not been re-assigned and several where the assignment is not being used or is in disarray.

- Many people don't understand the 4-digit code numbering system or the need for it. They need to be informed so they can understand it and feel better about using it.
- The residents along NY54A between Penn Yan and Branchport have previously been assigned a 4-digit number and most are using it. Thus the only change for them would be a street name.
- The vast majority of the residents along NY54A south of Branchport are using the 4-digit fire code numbers previously assigned. Thus all would only change the street name and a few would change the street number.
- The Jerusalem Tax Roll lists properties distributed over 161 roads and streets. 90 of these roads/streets use the 4-digit fire code number, 32 do not use the 4-digit number. Interestingly, 39 of the roads listed have only properties with no street number assigned. Also, of the 161 roads and streets, only 120 of them are included on the official Yates county map.

B. PETITIONS

The attached collection of signed petitions was circulated among the residents on six different roads in the NY54A corridor. Enough signatures were collected along each road to demonstrate the acceptableness of the proposed road name.

Road	Number of Residents approached	Number Signed	Percent Supporting
Lake Shore Drive	not reported	11	
Penn Yan West Lake Road	18	18	100%
Penn Yan - Branchport Road	24	23	96%
Main Street	16	16	100%
Branchport West Lake Road	35	34	97%
North Main Street petition	11	10	91%
Total Road-Name Petitions	104	101	97%

Further information about these six petitions can be found in Section 3A, page 14, of this document.

C. ENDORSEMENTS

The attached collection of endorsements is from a variety of people in and around the Town of Jerusalem. They all believe there are real problems with the addresses currently being used and with the current street signage (or lack of). They all support this proposal and its recommended solutions as demonstrated by the statement they each have signed. All endorsement statements start with:

To: Jerusalem Town Board

Date: _____

I agree with the spirit of these RESOLUTIONS and look forward to the time when there is only one property numbering system in use on each street. I also look forward to seeing the road and street names posted at all intersections throughout the Town of Jerusalem.

{Plus any additional comments they may have chosen to add}

Susan E. Crittenden, Owner, Branchport Wine & Spirits
Richard J. Curbeau, Owner, Curbeau Realty, Inc.
Maria Drommer, Owner, House of Leather
David Hartman, Highway Superintendent, Yates County
Norman E. Kuek, Manager, Carey's Lumber
Mark C. Malcomb, Century 21 Realtors
Thomas R. May, VP/Branch Manager, Community Bank, N.A.
Renee L. Owen, Broker/Manager, Prudential, Ambrose & Shoemaker Real Estate
Robert Payne, Highway Superintendent, Town of Jerusalem
Robert Pinckney, Owner, Pinckney Hardware
Thomas Rutherford, Owner, Branchport Auto
Mary St. George, Postmaster, Keuka Park/Branchport Post Office

D. COMMITTEE

Committee Members

Alice Hunt
Don Hunt
Barb Johnson
Bob Johnson
Ed Webb

Helpers

Richard Ackerman
Dick Curbeau
Susan and Steve Heller
Annette Toasperm

With sincere thanks from the entire committee to the following people who were most generous with their time and expertise as they answered our questions and helped us to understand both current and historic events and how regulations impact actions and our residents as we researched this proposal.

Butch Comstock, Town of Jerusalem, Assessor
Jane Davis, Branchport's Historian, Emeritus
Richard Johnson, very knowledgeable about the history of Branchport
Elaine Nesbitt, Town of Jerusalem, ZAP Administration
John Phillips, Town of Jerusalem, Building Code Officer
Bill Pinckney, Branchport Hardware, Town of Jerusalem, Grievance Board
James Sparro, NYSDOT
Richard Willson, Surveyor, Yates County Legislator, District II

NY 54A Corridor [copied in 2 sections from Yahoo Maps and annotated]

