



# Traffic and Parking Management Plan Update

Revised: April 24, 2015



CONSTELLATION BRANDS  
MARVIN SANDS  
PERFORMING ARTS CENTER

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## **1. Introduction**

The Purpose of this report is to document the update of the 2008 plan for managing inbound and outbound traffic and parking for events at the Constellation Brands-Marvin Sands Performing Arts Center (CMAC) on the Campus of the Finger Lakes Community College (FLCC). It intended to capture the changes in on-site parking facilities provided on the FLCC campus, changes in the off-site parking lots used during larger CMAC attended performances, and the benefits of several years of operational experience.

This plan will be circulated to the involved law enforcement agencies and the municipalities involved to update the previous plan. It is the position of the County and the Friends of CMAC that this document does not alter the previous traffic analysis conducted as part of the Environmental Review conducted prior to the construction of CMAC. Rather, this document conforms to the requirements of the findings adopted by the Lead Agency, the Ontario County Board of Supervisors, in stating that a parking and traffic management plan would be developed and circulated for comment by the involved public safety entities and municipalities, and then approved by the Board of Supervisors prior to operation of CMAC. That commitment was met in 2008, and as stated previously this document is intended as an update of that plan to recognize physical and operational changes that have improved the venue's ability to handle crowds of various sizes up to the venue's capacity of 15,000.

## **2. General Information**

CMAC has an onsite capacity of up to 15,000 patrons per event, with on-site parking that has proven sufficient for up to 8,000 patrons. The original traffic plan estimated that on site facilities to accommodate crowds of up to 7,000 patrons. Managing traffic for concerts with crowds exceeding the parking capacity requires coordination on the part of NYSDOT, New York State Police, Ontario County Sheriff's Department, City of Canandaigua Police, and CMAC Staff. The State Police and City of Canandaigua Police have become more active participants in assisting the County Sheriff and on-site CMAC staff in managing events with expected patronage of more than 8,000 attendees.

The parking capacity for onsite parking and offsite parking, based on the average of 3.0 people per vehicle, provides the baseline information for managing parking. Ontario County has reconfigured parking lot A and B on campus (used for Premium Parking, formerly known as VIP Parking), and made modifications to parking lot G which is used for General Parking. SMG, the facility management company employed by the Friends of CMAC, has in place agreements for satellite parking at several locations that combined with private locations and lots not under the control of CMAC, provide more than sufficient parking even for full capacity CMAC events of 15,000 patrons. The list of off-site parking locations have changed since 2008 reflecting the willingness of private property owners to utilize their parking facilities in support of CMAC as well as the ease that SMG and the law enforcement community have observed in using these facilities. Very remote facilities, such as at East View Mall, have been eliminated from use as they were found to be used sparingly. The following table summarizes parking availability.

Location	Spaces	Cumulative Spaces	Attendee Cap. (3 / vehicle)
Premium Parking* (A Lot)	531	531	1,593
General Parking (G Lot)	2,285	2,816	8,448
Parkway Plaza	500	3,316	9,948
Ontario County Fairgrounds	1,000	4,316	12,948
Independent Lots	1,000+	5,316	15,948

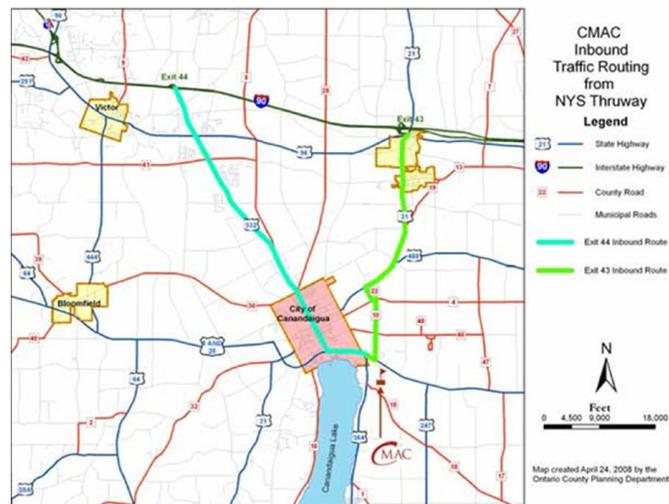
\*Previously called Reserved VIP

### 3.1 Transportation Management Plan

#### Inbound Routing and Signage

\*\*Driving directions are available at [cmacevents.com](http://cmacevents.com) and on the cmac app\*\*

This section of the plan focuses on getting CMAC event attendees from the New York State Thruway to a point near the facility where local parking lot signage and traffic control officers will direct traffic flow. Historical records have indicated that generally about 65% of CMAC event attendees originate from Monroe County. The majority of these patrons travel the New York State Thruway. When combined with patrons originating from other locations to the east and west, a vast majority of the inbound traffic originates from the Thruway. Other local traffic was judged to be of predominantly local origin, and not requiring signage until near the facility. The most common inbound traffic route from the Thruway for Monroe County residents and those originating from further west is to use Thruway exit 44 in Farmington onto State Rt 332 south. Attendees originating in Monroe County that do not use the Thruway and attendees from western Ontario County typically use this route by entering State Rt 332 at or somewhere south of the State Rt 96 intersection. Thus there is no change to the signage plan and routing plan contained within the 2008 Traffic Plan. In this report this route is hereinafter referred to as the ‘Exit 44 Inbound route.’ The second major inbound route is from Thruway exit 43 in Manchester utilizing State Rt 21 South. This Route is not as commonly used, although travel time is typically faster for Monroe County residents than using the Exit 44 Inbound route, as it bypasses the City of Canandaigua. It is also the preferred route for attendees coming to the venue from points east of Manchester and Ontario County. Hereinafter, this Route is referred to as the ‘Exit 43 Inbound route.’ These routes are graphically depicted in the following graphic:



## Signage

In 2008, NYSDOT signage was put in place based on the design parameters determined by the working group. The signage remains in place.

### 3.2 Transportation Management Plan Inbound Routing and Temporary Signage near CMAC

CMAC places directional signage prior to shows to both the General Lot and the Premium Lot. They provide attendance updates to the Ontario County Sheriffs' who assist in routing based on need and availability.

#### State Rt 364 changes

The left-hand turning lane on State Rt 364 south-bound was lengthened by New York State Department of Transportation to help keep the shoulder of State Rt 364 clear for emergency vehicles at all times. The Ontario County Sheriff's Office places traffic cones to extend the turning lanes in the extension area shown on the attached map during shows with expected large attendance.



## 4 On Site Parking Management

### General Parking Lot

Entry to the General Lot, located on State Rt 364, is from the County Road 18 entrance.

Upon entering the lot, there will be 1-3 lanes, based on anticipated attendance, to collect the parking fee of \$10. Vehicles then proceed and follow the direction of the parking lot attendants to the next available lane. Attendants work in tandem to park vehicles. As one team parks a complete row, the next team will be in position to park vehicles in the next row. As each lane fills, the parking teams will rotate to the next lane to expedite the parking process.

Each entry checkpoint is manned with attendants depending on the anticipated crowd. They will be responsible for collecting the parking fee and placing a tag on the dash. After the entry checkpoints, attendants work to direct vehicles to the next available row.

Once the number of spaces remaining reaches 100, the Lot Supervisor will communicate to the Deputy Sheriff on duty by means of cellular phone to divert traffic from State Rt 364 to alternate shuttle bus areas. The Sheriff Department monitors & patrols the lot for the duration of the event.

### **Premium Parking**

The Premium lot is for VIP parking passes, box holders, valet service, and for the general public for a \$20 fee. In 2011 Ontario County widened the entry road to FLCC from Lakeshore Drive, now known as Marvin Sands Drive. The widened road allows for two incoming lanes of traffic, so that Premium Parking can be split from FLCC staff and students, as well as from CMAC volunteers and employees. Further along Marvin Sands Drive, an additional split for handicap and valet parking can also occur. Based on anticipated attendance, attendants will be positioned at a checkpoint inside the FLCC main entry off Lakeshore Boulevard. The entry to the lot will have an A-frame sign indicating the name "Premium" lot, consistent with the road signage, and further toward the facility, an additional sign for Valet Parking can be placed when appropriate for the show and expected crowd size.

To proceed beyond the checkpoint, the vehicle will be identified by:

- A hang tag provided to box holders,
- Check off from a pre-approved guest list,
- A Ticketmaster printed parking pass for the Premium,
- A FLCC administrative hang tag issued by the college,
- Or pay a \$20 fee.

The queuing of vehicles will occur approximately 50' inside the entry, before the first driveway to allow for turnarounds for vehicles entering without proper ticketing. Upon passing the checkpoint, an attendant will be positioned at the end of the entry drive for further direction to lot or the valet circle. Attendants will direct vehicles down each aisle in similar manner to the General Parking Lot to ensure spaces are fully utilized.

The Premium Lot will have an A-frame sign at the entry point. The first checkpoint will have attendants verifying an acceptable hangtag, parking pass, or pre-paid parking ticket.

The next attendant will be stationed at the first entry point to the lot to either direct into lot or proceed to the valet or handicapped parking area. If entering into the lot, the next attendant will provide direction to the next available row.

The Deputy Sheriff monitors & patrols the lot for the duration of the event.

### **Handicapped Parking**

- Pricing for the Premium Lot is \$20 and pricing for the General Lot is \$10
- There will be a minimum of 33 spaces in the General Parking Lot reserved for handicapped tagged vehicles per ADA guidelines. Additional handicap spaces will be provided as determined necessary deemed on the size and nature of the expected crowd. In the past, as many as 80 handicap spaces have been provided for various large events.
- There will be 19 spaces in the Premium Parking Lot reserved for handicapped tagged vehicles per ADA guidelines.
- Once the allocated spaces are full, availability will be limited to the remaining open spaces onsite or at offsite parking lots.

## **5 Offsite Parking Lots**

CMAC will coordinate offsite parking sites prior to events that are expected to have both the General and Premium lots over capacity with approximately 8,000 attendees. Shuttles will be coordinated by CMAC and provided free of charge to CMAC patrons as needed. CMAC will communicate the availability of these sites and shuttles directly with the County Sheriffs and with patrons via social media, CMACevents.com, e-blasts, and signage. The County Sheriff will communicate and coordinate with all other involved law enforcement agencies.

As the table on page 4 attests, up to 1,000 cars park in a variety of locations where the Friends of CMAC have no agreement. This includes several private land owners on State Rt 364, Lakeshore Drive, and even Fallbrook Park where individuals charge for parking on private property. Further, patrons appear to regularly use parking lots at the Lowes/Wal-Mart, and Runnings Plaza parking lots and walk to CMAC from these locations. While none of the parties to this plan either condone or manage parking in these areas, this plan does recognize and account for what has been found to be the behavior of the public and local property owners.

Offsite lots currently under contract include Parkway Plaza and the Ontario County Fairgrounds. As with the 2008 plan, the Friends of CMAC may employ other remote parking lots based upon logistics of a particular show, or the availability of certain lots. For example, the Ontario County Fair Grounds parking lot will not be used during the week of the Ontario County Fair or on Saturday Nights when it conflicts with dirt track races held at the Fair Grounds.

## **6 Shuttle Bus Usage**

When offsite parking lots are secured, CMAC will coordinate and hire a shuttle company to move patrons to and from offsite lots and CMAC. At each shuttle parking lot:

- A CMAC staff member and a shuttle company representative will be in contact with CMAC supervisory staff
- Shuttles will begin to operate approximately 2 ½ hours before each event
- Shuttles will run continuously to transport patrons to and from CMAC

- Patrons will be unloaded and loaded at Lakeshore Drive at Marvin Sands Drive
- Shuttles will continue until the site is cleared and it is determined by the CMAC manager on site and the shuttle supervisor that shuttles are no longer needed

## 7 Outbound Traffic Management

**\*\*Driving directions are available at [cmacevents.com](http://cmacevents.com) and on the cmac app\*\***

### 1. General Parking

No changes are proposed to outbound cars from the on-site parking lot G from the 2008 plan. Ontario County has placed permanent stone barriers around the periphery of the lot to prevent patrons from exiting across the lawn on to State Rt 364 or to Marvin Sands Drive (the latter of which is kept open for pedestrian and emergency vehicle use only).

### 2. Premium Parking Lot Routing

As stated previously, the County has modified the entry road into FLCC from Lakeshore Drive since the 2008 Traffic Management Plan was drafted. This will allow CMAC staff to move traffic cones on Marvin Sands Drive to allow east and west bound exits onto Lakeshore Drive. East Bound travelers will proceed east to the Lakeshore Drive and Route 5 & 20 intersection (where a 4 way traffic light is now located). West bound exiting vehicles will proceed on Lakeshore Drive to the Moran Road intersection where they should turn right (north) onto Moran Road and proceed to the intersection of Route 5 & 2 (where a 4-way traffic light is no located). The County is currently scheduling a project to acquire Lakeshore Drive and Moran Road and convert them into County Roads. This transition will require a re-examination of the details surrounding access during any redesign of these roads by the County in the future.

The following map of exit traffic routing remains unchanged from the 2008 plan:

