Jay Street
Pedestrian Walkway
Operating Manual

Schenectady, New York
1992
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WELCOME TO JAY STREET

You are part of one of the most unique shopping areas in the Capital District. This book has been designed to familiarize you with information necessary for the day to day operation of your business.

This manual is a joint effort between the Jay Street Merchants Association and the Schenectady Department of Development. The Jay Street Merchants Association takes great pride in offering an informational network, cooperative advertising and promotions, as well as a forum for problem solving which benefits every business on Jay Street.

Please retain this manual for reference. Should any problems or questions occur, note that there is an important phone list in the back of the book.

The success of Jay Street depends upon your support and participation. We cordially invite you to join the Jay Street Merchants Association, and show your support for downtown Schenectady.

The Jay Street Merchants Association
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In this manual, use of the phrase 'Jay Street' refers specifically to that portion of Jay Street between State Street and Franklin Street.

BEAUTIFICATION AND PROJECT MAINTENANCE

The maintenance of the trees and street amenities (benches, pavers, planters, etc.) will be the responsibility of the City of Schenectady’s Parks & Recreation Department.

It will be the responsibility of the merchants/business owners to water the flowers in the planters located in front of their property.

Repairs to Jay Street will be the City's responsibility. To identify and communicate street maintenance concerns contact the Engineering Department at 382-5082.
DISPLAY OF MERCHANDISE

Merchandise set out on the sidewalk for sale and display must conform to standards established by the Signage and Sidewalk Merchandise Review Committee.

All merchandise and tables must be placed in line with the street lamps, but never hinder pedestrian or vehicular traffic or access to alleys or another merchant's doorway or display window.

PROMOTION

On-going public relations for Jay Street is carried out in conjunction with the City of Schenectady and the Jay Street Merchants Association.

The Jay Street Merchants Association sponsors such events as: the Birthday Walk, sidewalk sales, holiday events and group advertising.
WASTE COLLECTION

Collection Times

Waste collection will always be on Thursday for Jay Street. Garbage will be collected before 7:30 am.

In consideration of neighboring businesses, please put garbage out as late as possible on Wednesday evening. The majority of businesses are open until 5:30 pm.

Holidays

Thursday pick ups will not change for holidays, except if a holiday falls on a Thursday. Should a holiday fall on a Thursday, waste collection will occur the day prior to the holiday. At Thanksgiving, waste will be collected the Wednesday before Thanksgiving (holidays being Thursday and Friday).

Food should be placed in enclosed containers (cans or plastic). Plastic bags are acceptable for paper goods. All trash should be secured against wind.

No garbage is to be stored on Jay street alleyways. Property owners are responsible for informing tenants of this policy.

To report improperly disposed garbage, contact the City of Schenectady's Property Management Aide at 382-5058.
LITTER CONTAINERS

The City will pick up litter from Jay Street Waste Containers on Monday, Wednesday and Friday during the summer months (June 1 - August 31), and as needed during the remainder of the year. Merchants/property owners may remove rubbish from the containers if they wish to have it included in their regular garbage collection. Any merchants/property owner who removes rubbish from the trash receptacles for pick-up should replace the plastic liner in the receptacle.

No household garbage is to be placed into the litter containers. Any violations should be reported to the Waste Collection office at 382-5144.

If any merchant observes an overflowing condition from the trash receptacles, the Waste Collection office can be contacted to remedy the problem.


STREET SWEEPING

Jay Street

It is the responsibility of the property owners to sweep the area in front of their store daily. Debris can be disposed of in public trash containers.

The Department of Parks & Recreation will mechanically sweep Jay Street two or three times a week, weather permitting. Call 382-5152 to report any problems.

Alleyways

The sweeping of the alleyway located between Jay Street and Center City is the responsibility of the City and will be swept by the Parks Department as needed.

The sweeping of the Clinton Street alleyway located off of Jay Street is the responsibility of the Downtown Special Assessment District (DSAD). Call 382-5147 to report any problems.
SNOW REMOVAL

Salt and halite may be used on Jay Street. Property owners may also use sand, kitty litter or calcium chloride for de-icing.

If possible during each snow storm, snow shall be removed by the City as well as by the property owners/merchants two or more times to prevent accumulations of more than three inches.

The City will plow the center portion of the street as soon as possible after the stoppage of a snow storm. The City will plow that portion of the street again at 9:30 am.

Each property owner/merchant is responsible for clearing snow from the area in front of their building to a point beyond the tree grate, approximately 13 feet. Snow should be pushed into the center portion of the street before 9:00 am. The City will then remove all the snow from the center portion of the street beginning at 9:30 am. The City will plow again the following morning.

After the stoppage of each snow fall, the City's 24 hour snow removal ordinance will be in effect.

Excess snow should be stored in the area between the tree line and the street light line. The City will ultimately remove the snow from the storage area. Snow may also be permanently stored on the Center City steps.

If property owners/merchants fail to remove snow in front of their business in the prescribed manner, the City will remove the snow and bill the property owner/merchant for the cost of said bill in accordance with Chapter 228, Section 17 of the Code of Ordinances.

Snow removal in the alleyway located between Jay Street and Center City is the responsibility of the City. To report any snow removal problems, contact the City Parks and Recreation Department at 382-5152.

To report any snow removal problems on the Clinton Street alleyway off of Jay Street, contact the Downtown Special Assessment District at 382-5147.
VEHICLE ACCESS

In accordance with Chapter 248 of the Code of Ordinances, the traffic direction on Jay Street is northerly from State Street to Franklin Street.

Delivery Hours

There is to be no thru traffic on Jay Street, except for deliveries between the hours of 7:00 am and 9:30 am and 5:30 pm and 11:00 pm. Evening deliveries will not be permitted on Thursday evenings and during the month of December during extended business hours.

Exceptions Allowed

Exceptions to the no traffic on Jay Street rule will be if it is absolutely necessary for: 1) construction crews, 2) maintenance crews, or 3) other approved personnel to access buildings or utilities on the street. For access to be granted, crews must obtain a street access permit from the Police Department or Mayor’s Office at City Hall. This permit will grant access for a reasonable period for the purposes noted above.

Vehicles must be parked so that emergency vehicles have through access at all times; and not impede pedestrian traffic nor block access to neighboring storefronts and doorways.

Emergency Vehicle Access

The Fire Department, Police Department, and Paramedics will have access to Jay Street at all times.

Taxis

Taxis are not permitted on Jay Street. Taxis may drop off and pick up customers at State Street, Franklin Street, and/or at the two mid-block alley ways behind Center City and at the rear of the Clinton Street parking lot.

Skateboards/Bicycles

Skateboards and bicycles are prohibited on Jay Street, as in accordance with Chapter 248 of the Code of Ordinances.
FACADE SIGNAGE

Overhead Signs on City Right-Of-Way

Business owners wishing to install overhead signs on City right-of-way must obtain a revocable permit through the City Engineering Department prior to installation.

Owners should contact the Engineering Department at 382-5082 for information on applying for these permits.

PORTABLE SIGNAGE

In accordance with Chapter 223 of the Code of Ordinances of the City of Schenectady, portable signs are permitted on the Jay Street Pedestrian Walkway.

No person, firm or corporation shall install a portable sign without first having an approval by the Signage and Sidewalk Merchandise Review Committee and a permit issued by the City of Schenectady’s Office of Consumer Protection.

All signs shall be compatible within the context of their visual and physical environment. For the purpose of making such determinations, all signs shall require drawings to be approved by the Signage and Sidewalk Review Committee.

Members of the Signage and Sidewalk Review Committee include representatives from the Department of Development, Department of Engineering, Office of Consumer Protection, and two local Jay Street merchants, one representing sales and the other representing service, as appointed by the Mayor.
Drawings shall meet the following criteria:

1. Scale drawings of signs shall be at 1"=1'0" and all dimensions labeled.
2. All materials shall be labeled.
3. All colors shall be labeled.
4. Lettering sizes, methods, character and types shall be labeled.
5. Construction details (hinges, stays, edge details, weighting method) shall be noted or detailed.
6. Include a color photograph (straight on if possible) showing the place of business where the sign will be located.

In the case of deviations from signage standards or an aesthetic discrepancy, the Signage Review Committee will review and resolve. Applicants will have the opportunity to discuss their design with the committee and have the option to revise and resubmit a design for approval.

Any and all changes to approved drawings must be resubmitted to the Signage Review Committee for approval.

All signs shall be constructed per the approved drawing and permit issued by the Office of Consumer Protection.

All signs must be sturdy, free standing frame or sandwich board type.

All signs must be of professional quality, in keeping with the architectural style and character of the street, and in good repair at all times.

No signs shall be wired for lighting or electrical.

All signs shall be portable and shall be brought inside at the close of business hours each day.

All signs must be placed in line with the street lamps, but never hinder pedestrian or vehicular traffic or access to alleys or another merchant’s doorway or display window.

All signs shall be erected and constructed in a way so as to not obstruct pedestrian or vehicular traffic access, cause visual blight or detract from the value of adjacent property.

A notification will be issued by the Office of Consumer Protection of any violation to the above regulations.
Insurance naming the City of Schenectady as co-insurer will be required of each applicant.

PORTABLE SIGN SPECIFICATIONS

Maximum Dimensions
1. Height: No sign shall exceed 48" in height measured from ground to maximum height of sign in display position.

2. Width: No sign shall exceed 30" in width.

3. Square Footage: No sign shall exceed a total of 25 square feet total with a maximum of 10 square feet per finished side.

Materials and Texture
1. Plywood shall be minimum 3/4" thick marine grade plywood or medium density overlay (MDO) sanded smooth so that grain is not visible.

2. Plastic and metals are to be avoided.

3. All hardware including hinges, chains, latches, etc. shall be of non-corrosive metal recommended for exterior use such as brass, bronze, galvanized steel, stainless steel, etc. Well-polished brass is recommended.

4. Paint shall be exterior-grade, high-gloss alkyd
and shall consist of a minimum of 1 coat of exterior grade primer and 2 coats finish coat. Paint drips shall not be evident.

5. Lettering style, color and materials shall be submitted for approval. Plastic or metal lettering is prohibited. All signs shall be professionally lettered.

6. All exposed surfaces, including the edges of the sign shall be painted and finished.

7. Varnish lacquers and stains shall be exterior grade polyurethane spar varnish or marine varnish and shall consist of a minimum of 1 coat sander-sealer, 1 coat or more of stain and 2 coats of varnish. Drips shall not be evident.

8. Nails shall not be permitted.

**Construction Standards**

1. Wind loading: All signs shall be designed, constructed and weighted so as not to be easily tipped over by an average wind or passersby.

2. All signs shall be kept clean, neatly painted and free from all hazards such as loose supports or braces or dangerous exposed edges or hardware.

3. Edges of signs shall be professionally finished in one of the following ways:

   a) Wood edge band, glued and sanded smooth enough to run fine fabrics across without snagging.

   b) Filled edges of plywood, sanded smooth enough to run fine fabric across without snagging.
RESOURCE INDEX

City Clerk 382-5035
Chamber of Commerce 372-5656
Consumer Protection 382-5061
County Clerk 382-3220
County Manager 382-3355
Department of Development 382-5147
Department of Engineering 382-5082
Design Review Committee 382-5147
Downtown Special Assessment District (DSAD) 382-5147
Environmental Health 372-8154
Fire Chief 382-5140
Fire-Emergency/Paramedics 374-3111
Mayor’s Office 382-5000
Parking Division 382-5290
Parks & Recreation Dept. 382-5152
Police - Complaints/Assistance 382-5240
Police Commissioner 382-5205
Police - Emergency 374-7744
Sheriff’s Office 382-3304
Waste Collection 382-5144

CURRENT OFFICERS
JAY STREET MERCHANTS ASSOCIATION

Year

President

Vice President

Treasurer

Secretary

Communications Officer

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