

A Recreation Plan For The VILLAGE OF CENTRAL SQUARE, NY



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Mayor Ken Sherman
Deputy Mayor Heather Stevens
Village Board of Trustees



Thank you!

INTRODUCTION

Introduction

The Village of Central Square is small rural village on the southern edge of Oswego County in New York State. The village comprises 1.9 square miles of land, and is home to an estimated 1848 residents as of the 2010 census. Historically, the land the village currently occupies was used as an important Native American travel route, which later developed into the “Plank Road” which connected the southern Oswego County area with North Syracuse. The village was incorporated in 1890, and continues to thrive today.

In the spring of 2015, the SUNY College of Environmental Science and Forestry Ecotourism and Nature Tourism class was invited to assist the village with creating a tourism plan for the village. Of particular interest to the village was the feasibility of creating a trail system connecting its parks and school fields. SUNY ESF compiled a survey on the village’s parks which was distributed to all households in the village via the village’s quarterly newsletter. The results of this survey were used to complete an assessment of the village’s infrastructure and services, focusing on the parks and recreation facilities. The results of this assessment and recommendations for Central Square are compiled in this report.

Community Resources and Attractions

ESF’s Ecotourism and Nature Tourism class visited Central Square on September 13, 2015 to conduct an inventory of the village’s attractions, resources, and other attributes. Following this visit, the students, with assistance from the Village Board of Trustees, Deputy Mayor, and Mayor, compiled the following lists of attractions and resources within Central Square and adjacent areas.

Resources & community attributes:

- Designated wetland
- Hardwood forests
- Centrality of community churches to the residents
- Residents active in beautification projects
- Central hub of village (visibility for businesses)
- Volunteer organizations (VFW, scouts, 4H, Lions, Lioness, Masons...)
- Recreational organizations (Square riders, Pop Warner, Little League)
- History of village (Native American footpath, plank road, stage coach, baseball cataloging system (American Card Catalog))
- Railroad
- Opportunity for expanding infrastructure/businesses near Walmart & throughout community (vacant buildings/lots)
- Snowfall
- Farmstands
- Outdoor sports (hunting)

Attractions & facilities:

- School fields and courts
- Ada Powell Smith Park
- Oswego County Rec. Trail
- Rail road museum
- Goettel Park (ball fields, concerts, Christmas tree lighting)
- Divine Mercy ball fields
- Crossroads park and trail
- Hillside Cemetery & Park
- CS Village Historical Collection
- Golf course (near West Monroe)
- Apple Festival

Services & Infrastructure:

- Small businesses
- Chain businesses (Walmart, Taco Bell, Chevy...)
- Village Library
- Senior housing
- Low income housing
- Waste water treatment facility
- Potential for solar power
- Powerline
- Volunteer fire dept, SOVAC
- Urgent care
- Vet hospital
- Snowmobile trails & connections to Tug Hill trails
- Youth recreation program (in Goettel Park and sponsored by the Town of Hastings)
- Village staff
- OCWA
- Natural Gas
- Sidewalks

Outside resources & attractions:

- Van Liew Park
- Raceway in Brewerton
- Oneida Lake
- Brewerton restaurants
- Oneida Shores County Park (camping, beach use, pavilions, playground...)
- Sylvan Beach
- I-81
- Oneida River & fishing access sites
- Nearby population centers (Syracuse, Cicero, Brewerton)
- Erie Canal System
- Skiing/ Snowboarding opportunities within driving distance

- Airport
- Proximity to Great lakes, Canada, Adirondacks, Finger Lakes, Niagara Falls and St. Lawrence River.
- Shopping within easy driving distance (Destiny, Wegmans, Walmart)
- State Fair within an easy drive
- Fall foliage
- Good air quality
- Protected from many extreme natural disasters (hurricanes, flooding, tornados, wild fires, mudslides, and earthquakes)

Issues and concerns:

- Only four DPW employees for entire village (plus one seasonal)
- Not enough signage for trails
- Lack of pedestrian crosswalks, paths, sidewalks, bridges along Rte. 49 – creates a disconnect between two sides of village
- More signage needed at crosswalks
- Blind corners on snowmobile trail and no set speed limit signs
- Gearing parks to multiple ages and physical attributes
- Lack of connection between parks
- Deeded purposes for parks and communicating this to residents
- Narrow road shoulders
- Limited parking at some parks
- Invasive species
- Need to expand use of bulletin boards at parks (larger signs/text)
- Maximizing seasonal use of spaces (crossroads park in particular)
- Drainage issues on some trails and sidewalks
- Signage stating what acceptable trail uses are
- Lack of bars and formal restaurants
- Lighting near trail parking areas
- Funding
- Political barriers to funding
- Trash removal or carry-in/carry-out policies
- Prioritizing projects
- Enforcing community regulations for trash removal/storage in areas adjacent to parks
- Unclear park boundary lines
- Need for conservation easements for trails on private land
- Black pipe in Crossroads Park is slippery
- Bridge in Ada Powell is slippery
- Poison ivy problem in Ada Powell
- Equal representation of all community stakeholders in park-related decisions
- Safety/Rusted steps in RR cars at RR Museum
- Legal constraints (powerline use, wetland regulations)
- Poor condition of sidewalks on Rte. 11
- Steep gradient along sidewalks on Rte. 49

- Traffic pattern in main village intersection
- Permanent emergency employment positions
- Utilizing vacant storefronts
- Difficult access to stores in main intersection
- Accessibility of school complex to public during school hours (no rules posted about public use)
- Distance from residences and recreation trails
- No local outfitter for snowmobiling and other outdoor sports
- No lodging businesses or campgrounds
- Lack of plan to deal with traffic pattern in village center, resulting in a reluctance to invest or commit to village center properties
- Property maintenance violators and property value decline in neighborhoods
- Old houses are no longer suitable for their original purpose (becoming low rent and neglected eyesores)
- Increase in number of vacant homes
- Declining owner-occupied residences
- No well circulated local paper that represents the village
- Declining tree health of village trees leading to gradual deforestation and the loss of the tall and mid-range tree canopy

Vision

The class worked together to identify a vision for Central Square's future. The vision statement is:

We envision that in 10 years, Central Square will be:

1. A community that balances the protection of its rural character and natural and historic resources with sustainable development;
2. An inviting community that provides residents and visitors with accessible village services, businesses, infrastructure, and leisure amenities.
3. A community where residents and local businesses thrive and have an active role in village dynamics;
4. The gateway for snowmobiling and other recreational activities in Oswego County and to the Tug Hill Region;
5. Integrated into a network of multi-use trails within the village and surrounding areas;
6. A safe place for local and visiting families to enjoy recreation throughout the year.

Goals

The class also worked together to write goals to help Central Square achieve the vision:

1. To maintain the rural and historic character of Central Square by protecting its unique features through careful promotion and development.
2. To facilitate increased participation of residents and businesses in community activities and development.
3. To enhance, create, and promote facilities and services for visitors and residents that are fully accessible and convenient.
4. To facilitate recreational connectivity within the Village of Central Square through the establishment and maintenance of a community trail network.
5. To create a gateway for snowmobiling and other recreational activities in the region by providing adequate access, information, and related amenities.
6. To ensure that safety features are in place and maintained at all public facilities and services within the village throughout the seasons.

Theme

A theme makes it possible to connect ideas and concepts related to different attractions and events in a community. Themes provide both visitors and residents with a clear idea of what makes a community or tourism destination unique from other similar nearby destinations. Although themes are not written in visitor materials such as brochures and educational signs, the information presented in these materials should be related to the theme at all times. The following theme was developed by the students for future educational and interpretive efforts (e.g., signs, brochures, etc.) in the Central Square community:

“Central Square is a dynamic community whose rural character connects its past and present through a diverse history, natural settings, and recreational opportunities.”

COMMUNITY AND SETTING ASSESSMENT

Introduction

Central Square is a village within the Town of Hastings, located in Southern Oswego County, and can be accessed by taking Exit 32 off of Interstate 81. It is about 53 miles South of Watertown and 19 miles north of Syracuse. Intersecting the village are two major roadways, County Route 49 and U.S Route 11. A defining characteristic of Central Square is its proximity to Oneida Lake, about 3 miles north of an access point to the lake. The setting of Central Square offers a great deal of recreational opportunities.

Level of government

Central Square's Mayor (Ken Sherman) and Village Board of Trustees comprise the village's government. The Mayor is accompanied by four elected trustees, all of whom serve two-year terms. The mayor appoints one of the trustees to serve as Deputy Mayor. The Village Board of Trustees aims to provide stability and leadership in the community while working together to accomplish its long term goals for the community. The Board also oversees the Mayor as he appoints the Village Treasurer, the Village Clerk, the Village Deputy Clerk (this position is no longer filled), as well as the Police Officers for the Village. Central Square has a Planning Board made up of five members, approved by the Village Board and appointed by the Mayor (Village of Central Square, 2015). The Planning Board consists of a Chairperson, Co-Chairperson, and three members who work together to review issues related to planning. Central Square's website provides the public with the meeting minutes from Board meetings, as well as Planning Board related documents. The Village also has a Zoning Board of Appeals (ZBA), which is a five member commission, approved by the Village Board and appointed by the Mayor with a designated Chairperson. This board deals with disagreements involving the interpretation of Building Codes and as with the Planning Board, the ZBA provides the public with their meeting minutes and necessary documents on the Central Square website. Lastly, Central Square has a Cemetery Committee, which is a group of six members of the community that are appointed by the Village Board to ensure the continuous upkeep of the Cemetery (Village of Central Square, 2015).

Notable History. Central Square was home to the first Plank Road in the United States. Originally an Indian footpath extending from Pennsylvania to the St. Lawrence River, this initial footpath was dubbed "The Thousand Island Trail." The trail became rutted out from its heavy pedestrian traffic and exposure to the elements. To harden the trail, 3" thick and 8' wide planks were put down, making it the first of its kind (Village of North Syracuse, 2015). A lesser known fact is that the Plank Road is responsible for inspiring L. Frank Baum's famous book, "The Wonderful Wizard of Oz." A portion of the Plank Road was directly in front of the author's home in central New York. Baum noticed that the Hemlock planks gave off a golden hue which led him to imagine the yellow brick road from the novel (Ferrara, 2003).

Present Uses

Goettel Park, Ada Powell Smith Park, Crossroads Park & Nature Preserve, and Hillside Memorial Cemetery and Park are the village's main parks which can be used for hiking, picnicking, wildlife viewing etc. Central Square is in close proximity to Oneida Lake which has an abundance of fishing access areas and additional outdoor recreation activities. Due to its

closeness to Lake Ontario, Central Square lies within the lake effect snow belt allowing ample opportunities for snowshoeing, snowmobiling, cross country skiing and ice fishing throughout the winter season. Paul V. Moore High School in Central Square allows public access to the school grounds for use of the fields and track. The village offers a variety of community gatherings including a memorial day parade, summer concerts in Goettel Park, a tree lighting ceremony, a Patriot Run 5K, an Arbor Day celebration, a 9/11 remembrance ceremony, and an apple festival. These events not only bring together the local community but the outlying communities as well (Village of Central Square, 2015).

Existing structures/roads/trails

The structures that currently exist in Central Square are in good condition for the most part. However, there are a few store fronts in the Village center that could be updated to make the area more visually appealing. The sidewalks and lighting systems in the Village are in good functioning condition but there are sidewalks by Goettel Park that could be improved upon for the safety of the community. There is no sidewalk over Little Bay Creek which could make it dangerous for people trying to cross it to reach some of the businesses like Walmart, Dunkin Donuts, Taco Bell etc. I also noticed that there are a couple of empty plazas that are either abandoned or available to lease as office space. Some of the more heavily traveled roads are lacking shoulders wide enough for bicyclists or snowmobilers to ride safely. Crossroads Park had an area of the trail that was poorly drained and susceptible to flooding, as well as blind corners that could lead to dangerous collisions during snowmobile season but the overall condition of the trail was good. Ada Powell Smith Memorial Park had poison ivy lining either side of the trail and a bridge crossing over a stream that could use some reconstruction. Central Square is comprised of a variety of local businesses, fast food chains and a few commercial businesses etc. (Table 1).

Zoning

As previously mentioned, the Zoning Board of Appeals deals with all misinterpretations involving zoning that community members may have. Figure 1 shows the division of zones for Central Square and the Town of Hastings. The zones are as follows: Residential, Multi-Residential, Residential-Business, Commercial, and Industrial (Village of Central Square, 2015).

Electrical/lighting systems

National Grid provides electricity and natural gas services for Central Square and the Town of Hastings (Village of Central Square n.d).

Water system

The Village of Central Square and the Town of Hastings are provided water services through OCWA (Onondaga County Water Authority; Village of Central Square, 2015).

Sewage system

Central Square and the Town of Hastings have their own sewage lines, a purification plant and pumping systems (Village of Central Square, 2015).

Table 1. Businesses and services in Central Square and the surrounding area.

Category	Name of Business or Service
Schools	A.A Cole Elementary, Brewerton Elementary, Central Square Intermediate, Central Square Middle School, Cleveland Elementary, Hastings Mallory Elementary, Millard Hawk Primary, Paul V. Moore High school.
Medical	Advanced Hearing Aid Center, Optometrist, Lyons Dentistry, Dignity Plus Home Health Care, Physical Therapy, Veterinarian Office, Dentist, Central Square Urgent Care
Worship	Divine Mercy Roman Catholic Church, First Baptist Church, Mallory Wesleyan Church, First Universalist Church, Central Square Community Church, Caughdenoy United Methodist Church, Christian Community Church, Worship Home.
Government Buildings	Post Office, Village Hall, Fire Department
Commercial Businesses	Bank of America, Walmart, Burdick Ford, Dollar Tree, Napa, Advanced Auto Parts, Fastrac, Mirabito, Reymore Chevrolet, Fulton Savings Bank, Pathfinder Bank.
Fast Food Chains:	Dunkin Donuts, Taco Bell, McDonalds, Burger King, Subway, Jreck Subs
Local Businesses	Hair Salon, Hastings Photography, NaRins Bakery/Takeout, The Prestige Studio Salon and Day Spa, Traub Funeral Home, Watson Funeral Home, Sicilian Paradise Tanning, Karate, Bo Bo Chinese Restaurant, The Dye Agency Insurance, Pawn Shop, Village Laundromat, CJs Barber Shop, Green Acres Lanes, Sundae Best

Summary

My assessment revealed that Central Square within the Town of Hastings is a rural community in a great location with important resources; however, I do not believe that the village is living up to its full potential. The village itself has a wide variety of small businesses that look like they're doing really well but there are a handful that have a rundown look to them. There was not a lot of signage in the village that promoted the businesses and the complex five-way intersection in the village was not ideal for someone unfamiliar with the area. Central Square does have well maintained infrastructure which includes: sidewalks, lighting systems, water systems, sewage systems, and government buildings. The village would benefit from a facelift to make it more visually appealing, and to have more attention paid to the small businesses in the area that are competing with the chain stores (e.g., Walmart, Taco Bell, Dunkin Donuts, McDonalds) near Interstate-81. The roads and trails could be updated to create a safer and more connected community.

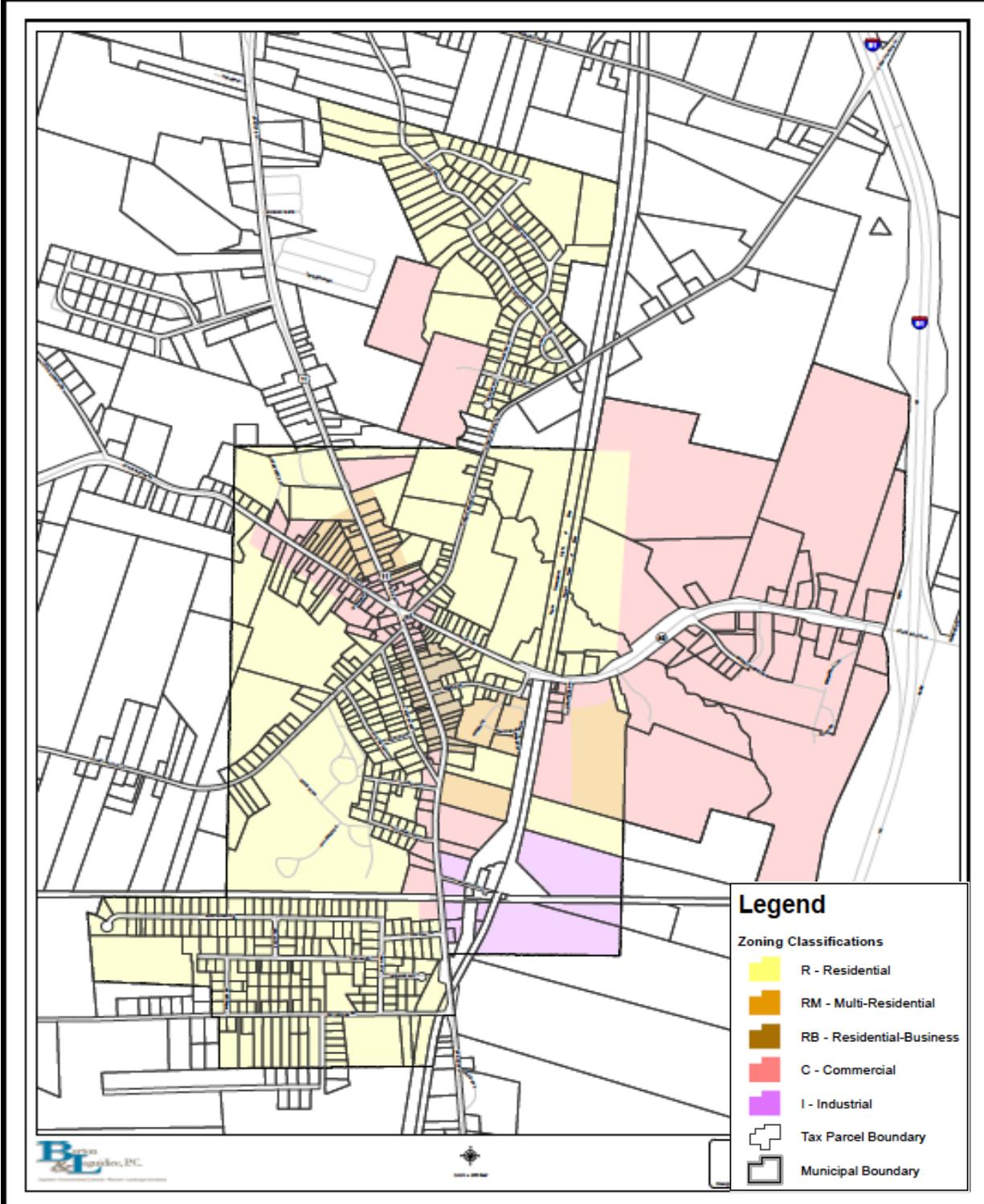


Figure 1. An aerial view of Central Square and the Village of Hastings sectioned off and colored coded based on its respective zone (Zoning Board of Appeals, 2009).

TRAILS

Introduction

The Village of Central Square has three existing public recreational trails, each unique from each other (Figure 2). This chapter discusses these existing trails and their condition, both positive and negative. It references their appearance, accessibility, safety, etc. The current structures throughout the trails — including existing markers, kiosks, and directional signs — have also been assessed.

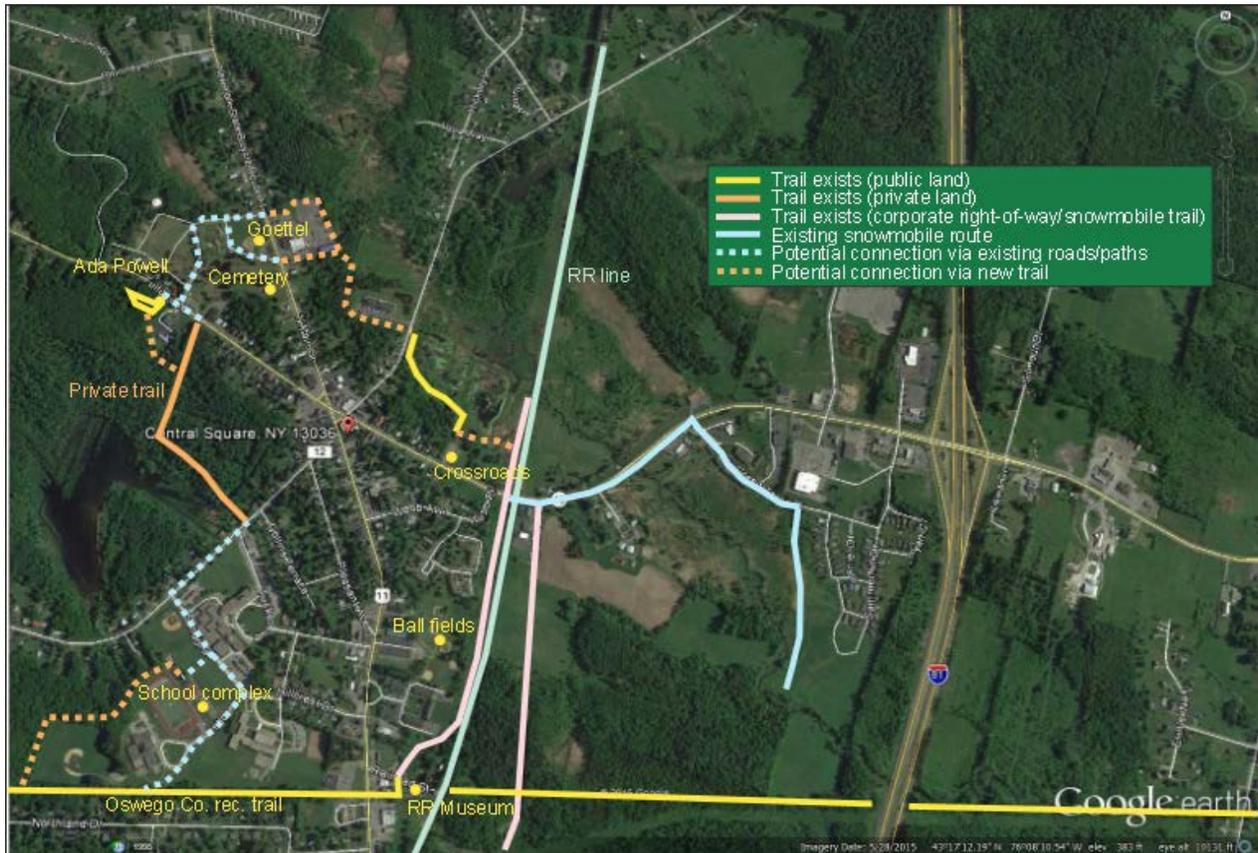


Figure 2. Existing and Potential Trails of the Village of Central Square and the Town of Hastings (map created by Diane Kuehn, based on a Google Earth aerial photo).

Ada Powell Smith Memorial Park

Appearance. At Ada Powell Smith Memorial Park, one can truly get a full natural experience as the area is “forever wild”. The park contains 21.6 acres of pure forest. Within this area, a well maintained ½ mile long loop trail is in place. Here, one can also come to enjoy the wildlife present such as bats. The only negative attribute of the trail within the park is an amount of litter where the trail changes directions. This takes a bit away from the appealing natural setting of the park.

Trail Surface. The Ada Powell Smith trail is well built and maintained, using mulch as the durable surface. This material provides adequate drainage for heavy periods of rain as well the as a durable surface for moderate foot traffic. Boards have also been laid down bordering the trail to help prevent washing away of the surface material. A bridge is placed shortly into the trail crossing a stream, and seems to be somewhat slippery as the wood on it is starting to age.

Difficulty Level & Accessibility. there is a slight gradient in the trail that might make it difficult for some when completing the loop. A person with disabilities might have a difficult time due to this slightly steeper slope.

Current Uses. The main recreational use at Ada Powell Smith is simply walking and enjoying the beauty of nature. This activity can be done throughout the seasons, including winter. The use of snowshoes as well as cross country skis may also be used here to enjoy the cold, snowy months.

Signs & Markers. Upon arriving at this park, a welcoming sign marks the parking area next to an inviting gazebo (Fig. 3). As one begins to walk the trail, they come upon a kiosk containing a map with a layout of the loop trail. This trail map is not to scale; however, it is sufficient for the half-mile long trail. After this kiosk, trail markers have been posted on the trees along the trail. Off of the trail, bat and bird houses have been placed on the trees.

Safety / Security. The rules for safety and security can be found online at <http://www.villageofcentralsquare-ny.us>. These rules include the hours the park is open, which is 9 am until dark. Other rules include no alcohol, no smoking, no hunting, no glass containers, and no collection of wood within the park. Dogs are permitted in the park, however they must be on a leash that is no longer than 8 feet.



Figure 3. Sign Marking the Entrance of Ada Powell Smith Memorial Park (Central Square, 2015).

Crossroads Park

Appearance. This park contains a very different natural setting; wetlands. The park is very inviting as one walks onto a platform that overlooks the ecologically diverse area. Here, visitors can sit on the benches provided while they view the DEC protected area (Figure 4), and experience the wildlife this habitat provides for, including ducks and other birds.

Trail Surface. The surface of the trail at Crossroads Park is currently mowed grass (Figure 5). This surface is moderately durable for multiple uses such as walking and biking. One negative aspect of this surface is the constant need for mowing in the warmer months. Another negative attribution to the grass surface is its tendency to flood after heavy rains. This also weakens the durability of the trail.

Difficulty Level & Accessibility. Accessibility might also be limited at Crossroads Park due to the wetness of the trail. When the ground becomes saturated, it becomes difficult to use the trail due to sinking into it.

Current Uses. This trail gets heavy use snowmobilers including local clubs in the winter months. During months without snow, walkers, runners and bikers use this trail as a connector between Route 12 and Fulton Ave.

Signs & Markers. Another inviting site to see is being welcomed by a very well designed kiosk containing information and future plans of Crossroads Park. The



Figure 4. DEC protected wetlands at Crossroads Park.

map, shown in Figure 6, illustrates the park's proximity to amenities in the village as well as future trail implementations. Besides this informative kiosk, there are no markers or signs along the trail.

Safety / Security. According to Mayor Kenneth Sherman, the park has a minor drug problem after dark. No permanent security is implemented here. As safety goes, there is a wide turn along the trail that may become unsafe with fast moving snowmobiles in the winter months here.



Figure 5. Grass trail with bench at Crossroads Park.



Figure 6. Map on the kiosk at the entrance to Crossroads Park.

Oswego County Recreation Trail

Appearance. This trail is a long pathway approximately 25 miles long (Article, 2011), split into two segments east, and west of Route 81. It has a similar appearance to Ada Powell as it is somewhat secluded and surrounded by trees for one to enjoy the natural setting. The simple section of trail near the Central Square school complex provides a peaceful recreational area for all people to enjoy.

Trail Surface. This trail is made up of crushed and packed gravel (Figure 7). This surface material is very beneficial as it is extremely durable for lots of use, and it is low maintenance.

Difficulty Level & Accessibility. This trail is relatively flat, making it usable for all ages.

Current Uses. Throughout the seasons this trail gets many different recreational uses. In the warmer months these include walking, running, and biking. ATVs are only prohibited on the trail on the eastern-most section between Toad Harbor Road and the Oswego-Oneida county line (Article, 2011). In the winter months, snowmobiles heavily use this trail for recreating.

Signs & Markers. When one enters this trail near the playground of the Central Square school



Figure 7. Gravel path of the Oswego County Recreational Trail.

complex, there is minimal signage. Along the trail in this section there are no markers along the trail, however it appears easy to follow without them.

Safety / Security. To insure the safety of the users on this trail, rules have been implemented and can be found online. These rules include no use of firearms, no overnight camping, no fires, no drugs/alcohol, no disturbing of the wildlife, and no removing of vegetation (Article, 2011).

Trail connections

The three trails assessed are overall well maintained and well designed. In order to connect the trails within the village, however, several considerations need to be examined for the trail system of Central Square as a whole. First, connecting existing trails will make it necessary to guide pedestrians across existing roads; additional crosswalks will be needed. Second, several important disconnects exist along the Oswego County Recreation Trail across Route 11, over the railroad tracks near the railroad museum, and across Interstate 81; additional facilities will be needed to guarantee pedestrian safety. Third, some potential trail connection locations are on private property; working with local residents and businesses will be necessary to create a trail system that benefits all.

Summary

Central Square consists of several trails that offer unique and valuable recreational experiences to its residents and visitors. The foundation of these trails provides excellent potential for the use of these trails in the future. People of all ages and ability levels can enjoy the use of these trails, throughout the seasons of the year.

PARKS AND PUBLIC AREAS

Introduction

The parks and public areas of Central Square have significant cultural, historical, and natural values to the village as symbols of its history. Central Square's position as a rural village means that the residents have always had a connection to the land and have an appreciation for the value it brings. The diverse set of parks is unique to the village. From a "forever wild" area to recreation facilities and veterans' memorials, the parks have a lot to offer both residents and visitors. The five main parks and public facilities in Central Square are Crossroads Park, Goettel Park, Hillside Memorial Cemetery & Park, Ada Powell Smith Park, and the Central Square School Complex. Each have attributes that benefit the community dynamic as a whole, and can be promoted in a way to better understand the history and community of Central Square. In this assessment, the five main parks and public facilities were inventoried. The types of infrastructure present, layout and access, and the positive and negative attributes of the parks were examined.

Parks

Crossroads Park. Crossroads Park and Nature Preserve is a 31.5-acre park that is predominantly made up of state- and federally-designated wetlands. Prior to designation as a park, the land was used as a muck farm. In 1997, the land was protected through a grant from the Wetlands Reserve Program. This program provides funds and resources to preserve wetlands for environmental functions and wildlife value. The vision for the park was a low impact and low maintenance park that promoted preservation of natural resources. Basketball courts or playground areas were not in the plans for the park. Mallards and wood ducks are some of the species targeted for preservation.

Crossroads is the first park that visitors encounter when entering Central Square on Route 49. There is large, colorful sign with a picture of a Wood Duck at the entrance to the nature preserve. The park has a 55' wide by 170' long gravel parking lot that is clearly visible from the road. The surface of the parking lot is not fully maintained as there is grass creeping in from the sides. During the warmer months, about thirty cars could park on the gravel section of the lot with additional spaces in the grass if needed. In the winter, the parking lot is used for snow storage (which occupies a large section of the parking area), making it possible to fit only two trucks towing snowmobile trailers at any one time.

A large wooden interpretive sign is located in the parking lot at the start of the grass trail. A short history of the land, trees found in the park, and a small map are featured on the sign. The only other structure in the park is a wooden observation platform overlooking the wetlands. The platform is wheelchair accessible. There are no restroom facilities in the park.

Crossroads Park plays an important role in protecting the wetlands for resource preservation and wildlife habitat. The observation platform is a great place to watch birds and see other wildlife. A negative attribute of the park is the parking lot. A few concerns exist for the park as well. The gravel has limited maintenance, allowing for weeds and grass to grow. Using the lot for snow storage decreases the amount of space for parking, especially large trucks with snowmobile trailers.

Goettel Park. The land comprising Goettel Park was originally used for farming and grazing. The land was deeded to the village's Athletic Association in the 1920s and sold to the village for \$1.00, with the intent to reserve the land for recreational purposes. The park was named after Abraham Goettel, one of the former landowners of the farm. Today the park is used for many social and athletic events throughout the year. The Village Tree Lighting, Arbor Day, and 9-11 Ceremonies are held in the park. The little league teams use the ball fields and there is a farmer's market every Wednesday evening. Events such as the Summer Concert Series attract many visitors to the park.

Goettel Park is located on State Route 11, across the street from Reymore Chevrolet. A large red and white sign is located at the entrance to the parking lot. The roads and parking area in the park are well maintained. The capacity of the parking lot is about eighteen cars with more parking along the side of the roadways. The park is easy to access with two entrances to the parking lot and another entrance along the road on the other side of the baseball field. The park rules are displayed on a sign by the parking lot.

The park has a number of facilities to accommodate visitors. The bathrooms and pavilions are a great benefit for people picnicking or spending an afternoon at an event in Goettel Park. The gazebo and playground areas offer families opportunities for enjoyment. The ball fields are used regularly for games. Large events make use of the field for setting up tents and people moving around the park. Goettel Park is located next to Hillside Memorial Cemetery & Park and the Central Square Veterans Memorial Park. These connections provide a significant amount of green space in the Village. The paved and gravel roads that connect the park and cemetery can be used for walking and biking.

Hillside Memorial Cemetery & Park. This village-owned cemetery and park was opened in 1822 after the property was given to the public by James Roosevelt. The cemetery was incorporated during the Civil War as the Hillside Cemetery Association. The Hillside Cemetery association gave the property to the Village of Central Square in 2000. The Village Board then adopted the name Hillside Memorial Cemetery and Park to acknowledge the area's use as both a cemetery and as a place for passive forms of recreation such as walking.

The many paths within the cemetery are popular with residents for walking, especially dog walking. Six different hikes designed to engage young visitors in learning more about the people buried in the cemetery are available online through the Village of Central Square (<http://www.villageofcentralsquare-ny.us/live/resident-resources/cemetery-tours.php>).

Ada Powell Smith Park. Ada Powell Smith Park is a 21.6-acre park located on State Route 49. Ada Powell Smith was a Central Square resident who worked to improve the quality of the village for the residents through many projects. She was a lover of art and nature. The park was named after Ada, who passed away in 1955. Ada Powell Smith Park is designated as a forever wild park to protect the forest, wetlands, and stream in the park, and to promote understanding through nature. Other goals of the park are to accommodate people of a variety of age groups and learning abilities, enhance wildlife viewing, and involve youth in the construction and maintenance of the park.

The park has several facilities. There is a large sign on the road that is similar to the other park signs in the village, and a kiosk with a trail map at the beginning of the trail. There is limited parking for the park; park visitors frequently park in the adjacent parking lot of the American Legion. Many of the features of the park, such as the flower boxes, benches, and bridge are part of Boy and Girl Scout projects. The pavilion was installed to be used for family picnics and educational workshops. Bird and bat boxes were installed by Cub Scouts to promote wildlife habitat. The community has worked together over the years to maintain and protect the significant natural resources of the park.

Ada Powell Smith Park provides the important benefit of having a forever wild park in the village — a very unique village attribute. Greater environmental awareness and respect, wildlife habitat, and opportunities for the community to work together to maintain the park are a few of the benefits. One concern for the park is the spread of garbage and debris into the park from adjacent properties which takes away from the natural experience.

Central Square School Complex. The School complex in Central Square can be considered the largest “park” based on the land area. The complex consists of two elementary schools and the high school. There are frequently a lot of people moving around in the area, including cars dropping off and picking up students.

The recreation opportunities at the school are numerous. Sidewalks and trails for cross country are used by locals for walking and running. The track around the football field is commonly used for jogging. Youth recreation sports utilize the fields for football, lacrosse and baseball every weekend. Home games allow the community to come together to cheer on the home team.

It is easy to get to the school complex from anywhere in Central Square. Parking at the schools is sufficient for large community events. The facilities at the school complex include bathrooms and pavilions at the stadium, and playgrounds, soccer fields, and tennis courts near the two elementary schools. In addition, the Oswego County Recreation Trail runs right by the school, providing important access for the school’s sports teams during training.

The Central Square school complex provides the opportunity for students and residents to participate in many different recreational activities. The public can use the fields, track, and sidewalks for running and walking, as well as access to the Oswego County Recreation Trail. The playgrounds and tennis courts attract families and other recreation enthusiasts. One concern regarding use of the school grounds is safety. On school days, when many cars and buses are picking up and dropping off students, it is important that pedestrians pay attention and move cautiously around the school grounds.

Summary

The parks of Central Square each of have significant benefits to the community. Their use in community events, protection of natural resources, and honoring past residents will continue to help connect the residents within the community in the future. The support of the community in maintaining and beautifying the parks is needed to enhance their beauty and use in the future.

MUSEUMS AND HISTORIC SITES

Introduction

Many changes have occurred in Central Square since the first settlers arrived in 1815. The museums and historical buildings in the village preserve its stories and history. This chapter assesses the museums in the Village of Central Square (Central Square Railroad Station Museum and Central Square Village Historical Collection) and discusses their significance, operation time, interpretive materials and staff, and contacts for these sites are included in Table 2. Additionally, based on the information of historical walking hikes provided on the village website, other buildings with historical significance are summarized in Table 3.

Table 2. Museum and historical collections (Village of Central Square, 2015).

	Central Square Railroad Station Museum	Central Square Village Historical Collection
Significance	“The Central Square RR Station was the principal communication and transportation center for the village in the late 1800s and early 1900s. Now it preserves its original appearance as a railroad heritage museum, and provides educational opportunities to the public about the history of railways which played an important role in both local and American history” (CNY National Railway Historical Society).	“The Historical Collection is a community project that preserves the history of Central Square. It aims to educate people, especially the youth, about the importance of preserving history, enhancing their identity as community members, and expanding their knowledge about historic structures, architectural design, and lifestyles” (Stevens, 2015).
Hours of operation	Noon - 5:00pm Sundays, June through October (CNY National Railway Historical Society)	Museum & History talks: 3rd Sunday of the month 1-3pm; Private tours can be arranged. (Stevens, 2015)
Interpretive materials & staff	Text, pictures, videos, indoor and outdoor display. Websites: <ul style="list-style-type: none"> • http://www.cnynrhs.org/CentralSq.html • http://www.villageofcentralsquare-ny.us/play/attractions/csquare-station-museum.php Interpretive staff: Curator Bob Townsend and volunteer members Harvey Harke	Text, pictures, monthly history meetings, showings and talks. Websites: <ul style="list-style-type: none"> • http://www.incpark.com/centralsquare/Centralsquarehistoryproject.htm • http://www.villageofcentralsquare-ny.us/live/resident-resources/historical-collection.php Interpretive staff: Heather A. Stevens
Contact	Bob Townsend	Heather A. Stevens
Pictures	 <p>Source: http://www.villageofcentralsquare-ny.us/play/attractions/csquare-station-museum.php</p>	 <p>Source: Heather Stevens</p>

Table 3. Buildings/Sites of historic significance.

Name	Address	Significance	Photos
Bank of America	3235 Fulton Ave.	The center of the building is the original part which was built in 1921. Originally it was First National Bank.	 <p>Source: Google street view</p>
First Universalist Church	3243 Fulton Ave.	Dedication day: Jan. 2, 1909. It is the only Unitarian Universalist congregation in Oswego County	 <p>Source: http://www.villageofcentralsquare-ny.us/live/resident-resources/worship/first-univ-church.php</p>
American Legion Post 915	3301 Fulton Ave	The Fuller Taylor hall was built after World War II. It was named after Glen Fuller and Gerald Taylor who lost their lives in 1917 during World War I. The US Air Force plane parked out front was used in World War II.	 <p>Source: http://www.villageofcentralsquare-ny.us/play/local-organizations/legion.php</p>

Table 3 (continued). Buildings/Sites of historic significance.

Name	Address	Significance	Photos
<p>World War I&II Monument</p>	<p>Loomis Park</p>	<p>A memorial to the brave men and women of the Town of Hastings who fought for liberty during World War I & II.</p>	 <p>Source: http://www.villageofcentralsquare-ny.us/play/parks/loomis-park.php</p>
<p>First Baptist Church</p>	<p>701 Main Street North</p>	<p>The church was organized in 1826. The house of worship was built in 1846.</p>	 <p>Source: http://www.villageofcentralsquare-ny.us/live/resident-resources/worship/first-baptist-church.php</p>
<p>Hillside Memorial Cemetery</p>	<p>723 Main Street North</p>	<p>The first burial was in April 1822. Information about the cemetery and the people who are buried there can be found through Hillside Cemetery hikes. http://www.villageofcentralsquare-ny.us/live/resident-resources/cemetery-tours.php</p>	 <p>Source: http://www.villageofcentralsquare-ny.us/play/parks/hillside-memorial-cemetery.php</p>

Table 3 (continued). Buildings/Sites of historic significance.

Name	Address	Significance	Photos
The Phillips' House	705 Main Street North	It was built in 1840's. There is a small building made of native stone in the back yard use as a "smoke house".	 <p>Source: Google street view</p>
Traubs Funeral Home	684 Main Street North	It is the oldest existing family-owned business in the Central Square and Bridgeport area. The business started in 1855 and has been carried on by five generations of the Traub family.	 <p>Source: Google street view</p>
Central Square Central School District Office	642 South Main Street	It is located in what used to be the Main Street School. This building originally opened in 1926 and housed grades 1-12.	 <p>Source: http://www.villageofcentralsquare-ny.us/live/resident-resources/schools/district-office.php</p>
Central Square Library	637 South Main Street	Established in 1933, the current building was opened in 1955 as a place to enhance the relationships among community members.	 <p>Source: Google street view</p>

Table 3 (continued). Buildings/Sites of historic significance.

Name	Address	Significance	Photos
<p>Divine Mercy Roman Catholic Church</p>	<p>592 South Main Street</p>	<p>Established in 1928.</p>	 <p>Source: http://www.villageofcentralsquare-ny.us/live/resident-resources/worship/divinemercury-catholic-church.php</p>
<p>Dr. Penoyer's Office</p>	<p>3222 East Ave.</p>	<p>The first Methodist Church was built on this site in 1845. Also in the mid 1970's this building was the location of Village Casuals.</p>	 <p>Source: Google street view</p>
<p>Central Square masonic Temple 622</p>	<p>3215 East Ave.</p>	<p>It was built in 1925 by the H. P. Goetell Lumber Co. It has been used temporarily by schools and the library.</p>	 <p>Source: http://www.villageofcentralsquare-ny.us/play/local-organizations/masons.php</p>

Table 3 (continued). Buildings/Sites of historic significance.

Name	Address	Significance	Photos
Caughdenoy United Methodist Church	3 County Route 37	The church was established in 1842. Current building was built in 1948.	 <p>Source: http://www.villageofcentralsquare-ny.us/images/caughdenoy-meth-church.jpg</p>
Central Square Community Church	833 State Route 11	Built in 1966.	 <p>Source: http://www.villageofcentralsquare-ny.us/live/resident-resources/worship/csquare-comm-church.php</p>

Summary

The museum and historical collection are open to the public for a limited time each year. According to a survey done of Central Square residents in 2015, in the past five years, 41% of respondents have never visited the RR museum and 70% have never visited the Village Historical Collection. Most visitors to the museums are from the local community, especially student groups.

The Central Square Railroad Station Museum is an attractive feature for visitors from outside the community. The museum is only open on Sundays during the summer. These limited hours of operation could be related to the low number of visitors. The steps at the front door and inside the museum, as well as the steps into the displayed railroad cars, are not easily accessible for disabled people or the elderly. The Curator and volunteer members maintain the large number of materials exhibited inside and outside the museum.

The Village Historical Collection and historic buildings throughout the village are important for local residents due to their emotional and geographical connection with local history. The historical collection program, cemetery hikes, and historical tours enhance relationships among community members, and build their understanding of local history. The sidewalks along the streets linking these historic sites provide a connection to the trails in local parks.

MARKETING ASSESSMENT

Introduction

Currently, most use of the parks and historic sites in Central Square is by local residents. The potential does exist to attract visitors from outside the area who may be interested in activities such as snowmobiling and hiking. This marketing assessment describes the demographic composition of residents of Oswego County and Central Square, and discusses existing and potential market groups as well.

Market Composition of Oswego County

- The 2010 census data for Oswego County show the population at 122,109 people.
- The age composition of Oswego County is 6% under the age of 5, 22% between 5 and 19, 25% between 20 and 39, 35% are between 40 and 64, and 12% are 65 years or older. In Oswego county there is an even split between men and women.
- Educational data for Oswego County show that 86% of the population holds a high school diploma and 17% hold a bachelor's degree.
- There are 43,400 households with approximately 2.5 persons per household.

Market Composition of Central Square

- The 2010 US census data indicate that the Village of Central Square is comprised of 1,848 residents.
- There are 838 occupied housing units and 60 vacant housing units.
- The composition of the population is 46% male and 54% female.
- The majority of the population (98%) is Caucasian.
- The ages of community residents are as follows: 7% are under the age of 5, 18% are between the ages of 5 and 19, 22% are between the ages of 20 and 39, 35% are between 40 and 64, and 18% are 65 years or older.
- In educational terms, 14% of the population hold a bachelor's degree, 9 % hold a graduate degree, and 23% hold a high school diploma.

There was difficulty in finding certain demographic information that related to length of stay and likely visitors in the future.

Existing and Potential Market Groups

Residents. Residents are the largest existing market group for the parks and historic sites within Central Square. In order to properly obtain an idea of the current use of the parks and recreational services Central Square currently has to offer, a survey was distributed to residents in the spring of 2015. The survey was comprised of several questions. The survey asked if residents have used any of the parks within the past year. Residents were then asked what park they used, what type of recreation they took part in and the frequency of the recreational activities. There were a total of 47 surveys completed and 40 respondents indicated that they had used at least one of the parks in Central Square in the previous year. Residents stated that they use the parks for recreational activities such as running, dog walking, hiking, and concerts. Several survey respondents indicated support for the creation of a trail system that would link together the parks within Central Square. Adding new park facilities and improving access could also make the parks more attractive to residents of diverse ages.

Snowmobilers. Although snowmobilers are currently an existing market group for Central Square, this market group has great potential for growth due to the existing access to the Oswego County Recreation Trail within the village. Because of this access, Central Square has the potential to become the snowmobiling “gateway” to the Tug Hill region. There are a multitude of snowmobiling clubs located in Oswego County, many of which help groom and maintain riding trails throughout the winter. Enhancing trail connections and parking access within Central Square is needed to attract this market group.

Hikers, walkers, and runners. The market group of hikers and walkers is currently comprised almost exclusively of local residents. Should the connections between trails within Central Square be enhanced, this market group has the potential to expand slightly. The resident survey conducted in the spring revealed that several respondents would like to see improvements in the condition of some of the trails within the village parks. Suggestions for improving the trails included increasing the lighting along the trail, improving trail surfaces to make them less muddy, and improving trail signage. Opportunities for increasing overall visitor attraction to Central Square include the creation of a fitness trail and hosting marathons or other races.

Summary

The residents of Central Square have voiced their opinions and concerns for the parks in their hometown. Many residents support a trail system that would link the parks together. This type of trail system increases the opportunity for the village to attract diverse types of trail users, including snowmobilers, hikers, and runners. Increasing these market groups could increase expenditures to local businesses and events. However, trail improvements and future maintenance will be needed to maintain the interest of visitors coming from outside the village in the future.

PROMOTION ASSESSMENT

Introduction

The Village of Central Square and the region surrounding the village use a diversity of techniques to promote their local attractions and special events. Most use brochures, websites, Facebook, and visitor guides. This chapter includes an assessment of these promotional techniques. The entities whose promotional techniques were assessed include the Village of Central Square, Town of Hastings, Fort Brewerton-Greater Oneida Lake Chamber of Commerce, Oswego County, and the Oswego County Department of Tourism.

Promotional Techniques and Materials

The Village of Central Square, Town of Hastings, and Oswego County all promote their tourist activities using a variety of materials. All three use brochures that highlight specific destinations within their respective area (Table 4). Central Square has brochures for their Railroad Museum, Ada Powell Smith Park, and the Village Historical Collection; these brochures are only available at those destinations and at the village office. The Town of Hastings and Oswego County offer a variety of brochures, which can be downloaded from their websites (Table 4).

The Village of Central Square, Town of Hastings, and Oswego County all utilize social media to different extents. Central Square's website is easily to navigate and contains a "Play" category under which it promotes local attractions and upcoming events. The Town of Hastings has a website; however, it is not up-to-date and its event calendar does not contain or promote any events (Town of Hastings, 2007). The website of Oswego County is linked to the Oswego County Tourism website, which promotes a wide range of events, is welcoming, and frequently updated (County Tourism). Facebook is also used to promote events for Central Square and Oswego County, although not the Town of Hastings (Table 1). Guidebooks and Trip Advisor also promote events in the Village of Central Square and Oswego County. Similarly, Central Square and Oswego County send out quarterly newsletters; the Town of Hastings does not (Table 4). Wayside signs and billboards are used for promotion to a limited extent in all three regions. Central Square has one billboard outside of the village hall which is updated weekly to promote local events.

Table 4. Promotional materials currently used in the Village of Central Square, Town of Hastings and Oswego County.

Promotional Materials	Central Square	Town of Hastings	Oswego County
Brochures	Exist for the Village Historical Collection, Railroad Museum, & Ada Powell Smith Park. Not easy to obtain.	Chamber of Commerce & Tourism has historical, attractions, & accommodations.	15+ historical, seasonal, fishing/hunting, recreation. Available online.
Websites	Underutilized; easily navigable.	Blank event calendar. Other outdated information.	Links to Oswego County Tourism's website.
Facebook	Frequently updated; does not link to website.	Location exists, but not used for promotion.	Up-to-date. Easily navigable. Links to event pages.
Guidebooks	Trip Advisor.	Not found.	O.C. Visitor's Guide.
Wayside Signs	Underutilized kiosks in Crossroads Park.	Few, but not promotional.	Only informative, not promotional.
Newsletters	Sent out quarterly.	Not found.	Quarterly E-blasts.
Billboards	One outside village hall. Older style.	Not found.	Advertisements, not promotions.

The two agencies promoting tourism within the region are the Oswego County Department of Tourism and the Fort Brewerton-Greater Oneida Lake Chamber of Commerce. The promotional techniques and materials available from Oswego County Tourism include brochures, websites, videos, maps, a visitor's guide, and social media (Table 2). The Fort Brewerton Greater Oneida Lake Chamber of Commerce uses all of these methods, but lacks videos or video tours on its website (Fort Brewerton Greater Oneida Lake Chamber of Commerce, 2013). The Oswego County Tourism website provides access to over fifteen brochures which are downloadable or can be mailed to visitors upon request (Oswego County Tourism, 2015). This website is also linked to a welcome video, and videos on education, real estate, outdoors, healthcare, and the economy; each video explains and promotes the topic in two to three minutes.

The illustrated map that Oswego County Tourism provides does a cohesive job of tying together the attractions in the county. This map promotes each area by showing its location and providing a short video for 48 spots within the county. A free visitor's guide and social media sites are also assessable from the website.

The Fort Brewerton Greater Oneida Lake Chamber of Commerce also utilizes most of these techniques, though not to as great an extent. The Chamber's website contains a tab for flyers; however, none are linked (Table 2). The events tab on the Chamber's website is also blank.

Links to a newsletter provide basic information, but do not promote the area. The Fort Brewerton Greater Oneida Lake Chamber of Commerce also provides a map, but it is a basic schematic layout that does not show any locations of interest. In the I Love New York Visitor’s Guide, a one-sentence summary is provided of the area, but regional events are not promoted. As for their social media, a Facebook site exists which is not consistently updated and does minimal promotion of events and local attractions.

Table 2. Promotional techniques and materials utilized by the Oswego County Department of Tourism and the Fort Brewerton Greater Oneida Lake Chamber of Commerce.

Promotional Materials and Techniques	Oswego County Tourism	Fort Brewerton Greater Oneida Lake Chamber of Commerce
Brochures	Available online or mail to your home. Variety of interests.	Flyers tab on website, but empty.
Websites	Visitoswegocounty.com Great event calendar, linked with more information.	Nothing in the events tab. Links to monthly newsletters. Basic information.
Video Tours	Topics include Welcome, Education, Real Estate, Outdoors, Healthcare, Economy.	None.
Maps	Illustrated map. Videos and information linked to 48 locations.	Basic schematic.
Visitor’s Guide	Downloadable and free. Attractive; lots of information.	On I Love NY, but only one sentence.
Social Media	Facebook, twitter, and instagram accounts.	Facebook, moderately updated. Does not promote events.

Summary

Central Square attempts to promote its local attractions and special events in a variety of ways. The Village successfully uses the internet, newsletters, and word of mouth to spread the word about village attractions and events to both residents and visitors. However, opportunities exist for enhancing how the village promotes itself and its attractions. Expanding its website to be more promotional through the use of video footage and links to online brochures, and using infrastructure and signage currently in place could help Central Square disseminate information to residents and visitors alike.

INTERPRETATION ASSESSMENT

Introduction

Interpretation is an art that inspires and connects an audience to a resource. Interpretation bridges the gap between the sciences and the public. Interpretive programs reveal meanings behind a resource by making it relevant, enjoyable, engaging, appropriate, structured, and thematic. Interpretive materials and strategies are used to help visitors create their own experience and develop an interest in the resource. Through interpretation, visitors can learn to appreciate and protect an area, including the Village of Central Square.

Current Interpretation in Central Square

Currently, there is a lot of interpretation being done in the Village of Central Square to improve resident and visitor experiences. From tours, websites, brochures, wayside exhibits, and museums, Central Square is utilizing its resources to connect to the public. Through improving the interpretative infrastructure currently in place, Central Square can share its rich and unique history in order to inspire and educate visitors.

Website. The Village of Central Square has a detailed website that provides links and resources to many of the village's resources. The homepage lists three important interests visitors and residents of the area may need more information on: living, working, and recreating. There is an interactive calendar for village events, as well as a spot to get to know the Mayor. The homepage also includes an interactive section for the current weather, hosted by The Weather Channel. The website is easy to navigate and accessible to people of all ages. It utilizes a basic color scheme of green, red, and white. The website hosts a detailed list of photos from past events, as well as information about the parks. Contact information and hours of operation for the office are readily available to visitors.

Waysides. Many of the parks and museums in Central Square lack waysides. Waysides enhance and help to form a connection between guests and the resource. They can be used to draw focus to a specific aspect of the landscape, as well as set the tone for the rest of the visitor's experience. The interpretive sign on the upright wayside kiosk in the parking lot of Crossroads Park and Nature Preserve provides a detailed background to the history of Central Square, while also including the trail usage and a small map. It uses appealing colors, images, and appropriate language for visitors. Further into the park, there is a small empty wayside exhibit next to the overlook in the wetland area. At the end of the trail is a large kiosk that is not being utilized. The Central Square Railroad Station Museum had a few waysides explaining the history of some of the cars.

Brochures. A few of the parks and museums provided brochures that were mostly informative, rather than interpretive. Brochures are a way to provide interpretive opportunities to guests that may not come into contact with an interpreter at the destination, or to attract potential visitors. The brochure for Ada Powell Smith Memorial Park has some interpretive features, such as a description of the trail and species you can find, a history of the park's founder, and contact information. The Central Square Station Museum brochure provides contact information and ways to contribute to the museum. The brochure briefly covers the history of the museum and railroads in the Central Square area. The Central Square Historical Collection has a brochure that

clearly states its mission and contact information. This brochure describes the history of Central Square and the artifacts that can be found in the museum.

Tours. There are six hikes or tours that visitors can take in Hillside Cemetery using activity sheets. The hikes allow visitors to learn about the history of the people buried in the cemetery. The village website also provides a driving tour for the Town of Hastings, as well as historical walks for the area. These tours were originally created for Heritage Day in 1985, and have been expanded to reflect Central Square and the surrounding areas since.

Examples of Interpretation Used in Other Rural Communities

Inlet interpretive strategies. Inlet is located in Hamilton County, New York, in the Adirondacks (Inlet Historical Society, 2015). This small town uses its interpretive resources to tell the story of the region. The Inlet Historical Society has its own website. The website is attractive and easy to navigate, and is organized into sections for contact information, history, programs, committees, members, activities, and ways to donate. The website is formatted like a blog, allowing Inlet to connect to residents by letting them interact with the town and each other. There is a self-guided tour and scavenger hunt for the IHS that can be targeted to both young and old audiences. The IHS lists ongoing programs for visitors, as well as up-to-date news.

Auburn interpretive strategies. Auburn, a city in Cayuga County, New York, has an interpretive website that is designed for both visitors and current residents (Welcome to the City of Auburn, 2015). Some of the strategies used by Auburn can be applied to Central Square.

The Auburn website has an attractive and modern design with a lot of interpretive features. The front page includes up-to-date city news, social media links, a video tour of the area, quick links to important information, an interactive calendar, a header with drop down menus, and links to live feed and video. Auburn is marketed as “History’s Hometown” and uses this website as an opportunity to share its history with visitors.

The website has clear areas that are targeted towards citizens and tourists, making it easy to locate information. The tourist page has an area to “plan your visit” and lists events, attractions, and themes for Auburn. The video tours not only provide a look into Auburn, but are also used to promote local businesses and events. Maps and visitor information guides can be made available upon request.

Potential Interpretation Opportunities in Central Square

The interpretive materials in Central Square all have the potential to better convey the message and history of the village. Websites are a good mechanism for communicating information; they can bring in visitors and inform current residents about the village. Updating the website’s colors, content, and basic design can improve a visitor’s experience with Central Square. Wayside exhibits are another great way to showcase important or unique aspects of the area, and to inform visitors about park resources. Some of the parks in Central Square already have the infrastructure in place for both upright and low profile waysides. Small waysides along a trail will inform visitors and connect them to the resource, instilling a sense of stewardship in visitors. The upright signs can be used to give visitors an idea of important natural and historical resources along a trail, and can provide a map.

Tours can immerse visitors in the history and natural resources of Central Square. Interpreter-led tours can allow the message of Central Square to be conveyed clearly. These tours can also be self-guided, allowing visitors to be in charge of their experience and to interpret the area themselves. Brochures are a good outreach tool that can direct visitors to hidden gems in Central Square. Like a website, brochures can provide an overview of local resources and the theme of the area.

Summary

The Village of Central Square has a rich and unique history that shapes its community. There is currently a lot of interpretive potential for the village in relation to its website, wayside signs and kiosks, brochures, and tours. The interpretive strategies in both Auburn and Inlet can provide ideas to the Village of Central Square for improving the interpretive materials currently utilized. Interpreting Central Square's history resources will create a connected educational, and inspirational experience for both visitors and residents.

TRANSPORTATION ASSESSMENT

Introduction

Central Square is located in Central New York just north of Oneida Lake, Brewerton, and Cicero. The nearest and quickest way to reach Central Square is by using Interstate-81. Central Square is only 25 minutes from Syracuse, 53 minutes from Watertown, 35 minutes from Oswego, and a little over an hour from Utica. It is important to know what methods of transportation are available for travel to Central Square, as well as the potential limitations for travel that may exist.

Transportation routes

Central Square can be accessed by Interstate 81, County Route 12, NYS Route 49, and US Route 11. Additionally, visitors could walk, bike, or snowmobile to the village. Once within Central Square, Little Bay Creek also provides an opportunity to canoe or kayak.

Nearby communities, attractions, and main transportation routes

Central Square lies within Oswego County and is situated close to the population center of Brewerton, the town of Hastings, the town of Constantia, the village of West Monroe, and the town of Pennellville. Central Square is close to Oneida Lake, the Brewerton Speedway, two golf courses (Rose Creek and Greenview), and Oneida Shores County Park. Visitors to Central Square mainly use Interstate 81, County Route 12, NYS Route 49, and US Route 11. All roads, except for I-81, intersect in the middle of the village.

Directional signs

Large exit signs exist for Central Square on I-81; smaller signs along the main transportation routes indicate the name of the road. Central Square also has signs at its borders indicating that an individual is now entering the village of Central Square. Speed limit signs are placed throughout the village and, in general, directions to Central Square are not a problem.

Potential for travel

Car. Access via car is the main way visitors arrive in Central Square. Central Square sees around 30,000 to 40,000 cars a day (Barton & Loguidice, 2007). Many people traveling on I-81 through Central Square use the commercial businesses located along I-81 for food and gas; few of these “through” travelers visit Central Square’s main intersection at Routes 49, 11, and 12. A confusing intersection at the convergence of Routes 11, 49, and 12 seems to be the main concern at present regarding travel by car. However, the potential for increased congestion around the on/off-ramps for I-81 exists once the new raceway is constructed in Brewerton. Directional signs for village parks and the Railroad Museum are needed at the I-81 exit ramp.

Bike. Access via bike has potential. While there are no bike lanes, bikes could travel through Central Square along the roads. Although road shoulders are wide on both Route 11 and 49, bicycle safety is of concern, particularly on NYS Route 49, due to the high volume of traffic.

Hiking/Walking. Central Square is surrounded by numerous trail systems and parks. Individuals could walk or hike to Central Square with relative ease. Central Square also has well maintained sidewalks and some crosswalks on busy streets (mostly in the center of the village). The lack of a

safe sidewalk connecting Central Square's main intersection and residential area with the commercial businesses near I-81 is a major safety concern. Additional connections between existing trails in the village's parks, and safe road and railroad crossings, will be needed to create a cohesive trail system for hiking and walking.

Snowmobiling. Central Square is home to a large snowmobile community. The trail systems support snowmobiling, but disconnects in the trail system through the village and the lack of a safe connection for the Oswego County Recreation Trail across I-81 remain a major concern. In addition, limited parking for snowmobile trailers exists in the village.

Plane. Access via plane is not an option in Central Square for the average visitor, although a small airstrip does exist just outside the village. The closest major airport is Hancock International Airport in North Syracuse.

Summary

Overall, Central Square sees a lot of visitors and various forms of traffic. It is close to major transportation routes and numerous large communities/tourist attractions. Trails are one of the major assets of Central Square and many individuals use them for various purposes. Directional signage indicating how to get to Central Square and directional signage indicating what road one is currently traveling on is numerous and present. Central Square also has large potential for numerous forms of transportation although there are some travel limitations that need to be addressed. All in all, transportation through, within, and around Central Square is relatively easy and accessible for whatever needs an individual may have. Still, transportation enhancements or additions could be made.

WORKING WITH LOCAL BUSINESSES

Introduction

Assessing the potential contributions of local businesses pertinent to Central Square required a broadening of scope to include areas outside of Central Square. Compiled here is a list of businesses and information that may be useful resources moving forward, in the attempt to reach the goals set forth for Central Square. Included in this list is the name of the business, a description of what the business offers as far as goods and services, contact information including telephone numbers, email addresses and mailing addresses, and the potential for contribution of each business.

Potential contributions have been broken down into four major categories. Information placement refers to the opportunity within a place of business where a brochure or pamphlet with information about different aspects of Central Square could be displayed. Marketing packages indicate the possibility of collaboration between businesses outside Central Square working with the town to set up marketable, attractive opportunities relating to their respective market (hospitality, retail, dining etc.). Event coordination refers to the opportunity for a business to work with Central Square in planning an event, whether it is a spiritual gathering or a marathon, or anything in between. Sponsorship may be the most broad, and in some cases is the most realistic contribution. This type of contribution could be a donation of funds or other resources that would facilitate the implementation of different elements such as signs, picnic tables, or even events. Each business was given all potential contributions that *could* be provided; however, some businesses will likely contribute in a small way and will not contribute in all of the ways listed.

Each table contained in this report represents a different business category. Table 5 includes hospitality and lodging businesses such as hotels and bed and breakfast institutions ranging in location from Brewerton up to Pulaski. Table 6 includes restaurants and other eating establishments, mostly in the Central Square and Brewerton area. Table 7 includes businesses considered to be directly (golf courses) or indirectly (snowmobile part/accessory store) related to recreation activities. Table 8 includes churches and other spiritual centers in Central Square. Table 9 includes other businesses that don't fall into the previous categories. These businesses were chosen based on their past involvement with the town, as well as the likelihood of participation based on potential expendable capital.

Table 5. Hospitality/Lodging Establishments.

Business	Description	Contact Information	Possible Contribution
Days Inn Brewerton, Syracuse, Oneida Lake	Hotel with full amenities. Quick access to Rt. 81 and Oneida Lake.	Daysinn.com 315-676-3222 5552 Bartel Rd, Brewerton, NY 13029	Information placement, sponsorship, marketing packages
Welcome to the Woods LLC	Bed and breakfast, access to trails, Salmon River and Lake Ontario fishing areas.	Welcometothewoodsll c.com 315-507-6201 3294 NY-13, Pulaski, NY 13142	Information placement, marketing packages
Brewerton Motel	Limited amenities, quick access to Rt. 81 and Rt. 11.	(315) 699-8849 9180 Brewerton Rd, Brewerton, NY 13029	Information placement, marketing packages
Bel-Air Motel	Limited amenities, quick access to Rt. 81 and Rt. 11.	(315) 699-5991 8961 Brewerton Rd, Brewerton, NY 13029	Information placement, marketing packages

Table 6. Area Restaurants.

Business	Description	Contact Information	Potential Contribution
Good Golly's Family Restaurant	Family-style restaurant featuring breakfast all day, lunch and dinner specials served 7 days a week. No alcohol.	(315) 668-3861 2916 State Rt. 49, Central Square, NY	Information placement, marketing packages, event coordination.
R Diner	Family-style diner food serving breakfast and lunch 7 days a week, with dinner served on Fridays. Close proximity to Crossroads Park.	(315) 676-7715 431 US Route 11 Central Square, NY	Information placement, marketing packages, event coordination.
Jake's Grub and Grog	American style bar and restaurant serving lunch and dinner 7 days a week. Event center with planning and catering services. Small music venue.	Jakesgrubandgrog.com 315-668-3408 7 East River Road Central Square, NY	Information placement, marketing packages, event coordination.t
Barado's Cafe	Open Wednesday through Saturday for dinner. Serves seasonal and locally caught food. Minutes from downtown Brewerton and Oneida Lake.	315-668-1114 9570 Brewerton Rd Brewerton, NY 13029	Information placement, marketing packages, event coordination.
Bobo Chinese Restaurant	Chinese food take-out.	668 S Main St. Central Square, NY 13036 (315) 668-2121	Information placement, marketing packages, event coordination.
Nonna Dina Pizzeria	Pizzeria	660 S. Main St. Central Square, NY 13036 (315) 668-7171	Information placement, marketing packages, event coordination.
Akropolis Pizza	Pizzeria	906 US Route 11 Central Square, NY 13036 (315) 668-3750	Information placement, marketing packages, event coordination.
Alaura's Bakery	Bakery in the heart of Central Square	671 S. Main St. Central Square, NY 13036 (315) 676-7202	Information placement, marketing packages, event coordination.

Table 6 (continued). Area Restaurants.

Business	Description	Contact Information	Potential Contribution
Sundae and Fryday's Best	Ice cream and fish fry; open seasonally	3027 East Ave Central Square, NY 13036 (315) 668-8333	Information placement, marketing packages, event coordination.
Jreck's Subs	Sub shop	636 S. Main St. Central Square, NY 13036 (315) 676-5122	Information placement, marketing packages, event coordination.
Subway	Sub shop	2949 State Route 49 Central Square, NY 13036 (315) 668-2262	Information placement, marketing packages, event coordination.
Taco Bell	Fast food	3016 East Ave. Central Square, NY 13036 (315) 668-5553	Information placement, marketing packages, event coordination.
McDonald's	Fast food	3001 East Ave. Central Square, NY 13036 (315) 668-3282	Information placement, marketing packages, event coordination.
Burger King	Fast food	3002 East Ave. Central Square, NY 13036 (315) 676-3345	Information placement, marketing packages, event coordination.

Table 7. Recreation Industry Businesses

Business	Description	Contact Information	Possible Contribution
Brewerton Speedway	Race track offering a variety of events throughout the summer months	Brewertonspeedway.com 315-668-6906	Information placement, sponsorship, event collaboration
Fox's Discount Parts	Snowmobile parts and accessories sales	Foxsdiscount.com 315-668-9484	Information placement, sponsorship, marketing deals
Rose Creek Country Club	147-acre public, 18-hole, par 72 golf course, full service bar and restaurant	Rosecreekgolfcourse.com 315-437-1920	Sponsorship, information placement, event coordination
Greenview Country Club	18-hole highly regarded public golf course in West Monroe, NY. Includes a clubhouse and full restaurant.	Greenviewcountryclub.com 6315-68-2244	Sponsorship, information placement, event coordination.
Green Acres Lanes	Bowling alley; includes a snack bars; hosts parties and events.	3019 East Ave Central Square, NY 13036 (315) 668-7715	Sponsorship, information placement, event coordination.

Table 8. Spiritual centers.

Business	Description	Contact Information	Potential Contribution
Central Square Community Church	Presbyterian Church offering an array of services. Holds events throughout the year.	833 US-11 Central Square, NY 13036 315) 668-6278	Sponsorship, event coordination, information placement
Christian Community Church	Christian Church offering an array of services.	121 Elderberry Ln, Central Square, NY 13036 (315) 668-3127	Sponsorship, event coordination, information placement
Divine Mercy Parish	Catholic Church offering an array of services. Holds events throughout the year.	592 S Main St, Central Square, NY Divinemercycny.org 315-676-2898	Sponsorship, event coordination, information placement
First Baptist Church	Baptist Church offering an array of services. Holds events throughout the year.	701 N Main St, Central Square, NY 13036 (315) 668-2138	Sponsorship, event coordination, information placement
First Universalist Church	Universality Church offering an array of services.	3243 Fulton Ave Central Square, NY 13036 (315) 668-6821	Sponsorship, event coordination, information placement
Victory Bible Church	Christian Church offering an array of services.	255 Hungry Lane Rd, Central Square, NY 13036 (315) 676-9202	Sponsorship, event coordination, information placement

Table 9. Other Businesses.

Business	Description	Contact Information	Potential Contribution
Reymore Chevrolet	Providing Chevy cars to Central Square and Oswego County since 1921.	Reymorechevyny.com 866-561-0527 746 N Main St, Central Square, NY	Sponsorship, event collaboration
Fulton Savings Bank	Providing a range of banking services and solutions to Oswego County.	Fultonsavings.com (315) 676-3144 3069 East Ave Central Square, NY	Sponsorship
Pack Way Canine Services	Provides canine grooming and boarding. Open “exercise area” on the owner’s property.	Packwaycanine.com (315) 415-8258 119 Bradford Rd Central Square, NY	Event coordination

Summary

Levels of contribution will vary greatly from business to business, as will the type of contribution. Types of contributions include information placement (i.e., providing information about local resources to visitors), event coordination, marketing packages, and sponsorship. Information placement is a contribution that takes little to no monetary expenditure, and will likely be utilized mainly by the recreation- and hospitality-related businesses. Both of these business types may already have facilities such as brochure racks or bulletin boards where information about Central Square parks and attractions could easily be displayed.

Businesses with more extensive facilities and resources, and who have assisted with village projects in the past, could potentially assist with event coordination. Restaurants, hotels, and even golf courses have facilities that could benefit from event coordination. These businesses also have something to gain from co-hosting or coordinating events with Central Square.

Marketing packages is another type of contribution that would benefit participating businesses. Combining different services into one package makes it easy for customers to get the products they need, while benefitting several businesses at the same time. This type of contribution is only suggested for hospitality and lodging businesses, area restaurants, and a retail store that is recreation-related. This contribution is based on the goods or services provided by the business, and how those goods or services can be matched up with goods or services that the newly improved Central Square is able to offer.

Sponsorship involves having a local business financially support a specific project, and in turn be recognized as a project sponsor. This type of contribution involves the least amount of time on the part of the sponsor, but can have a significant impact on the enhancement of parks in the village. Businesses that mainly fall under this category are those that have little to do with

recreational facilities in Central Square, but who may benefit by having park visitors learn about the services they provide. This contribution works best for businesses that cannot offer resources like staff or facilities, but can offer monetary contributions.

Possible contributions in the future should not be limited to this list; however, the businesses in this list should be more than enough to get a solid foundation of contributors, all with vested interests, for improvements to the Village of Central Square.

WORKING WITH NOT-FOR-PROFIT AGENCIES

Introduction

SUNY ESF is working with the Village of Central Square to create a tourism plan. We believe that partnering with not-for-profit organizations will help achieve Central Square's goals for recreation and community involvement. These tables can be used to find the right agency to partner with to achieve a particular goal.

Table 10 looks at local non-profits, many of which are already helping the Village of Central Square. Table 11 looks at academic institutions. All the colleges listed are a short drive away from Central Square. Table 12 looks at recreation non-profits and clubs, and includes everything from local YMCAs to local snowmobile clubs throughout Oswego and Onondaga Counties. Table 13 looks at volunteer organizations that might be able to help by providing volunteers. Lastly, Table 14 looks at foundations and other organizations, and includes national non-profits that might want to partner with Central Square in hosting events.

Table 10. Local non-profits.

Name	Mission	Contact Information
Lioness Club Central Square	The lionesses are a service organization. They donate to local food pantries, clothing drives, Christmas baskets, senior citizen dinners, and much more in the central square community.	info@centralsquareapplefestival.com
Lions Club	The Lions club is a service organization in the central square community. They donate to the local libraries, SOVAC, American Diabetic assoc., seeing eye dogs, the eye research facility in Syracuse, and much more. As of last year, it helped over 120 families in the Central Square community.	President: Jim Daley jimirene@hotmail.com
Central Square Middle School PTO	The PTO is the parent teacher organization for central square middle school.	CSMSPTO@cssd.org
Project Bloom	Project Bloom does beautification projects around the Central Square area.	P.O. Box 444 Central Square, New York 13036
Helping Hands	Helps the Central Square and Brewerton area to make safer places to live for the residents of these areas.	Brewerton United Methodist Church 5395 Orangeport Road Brewerton, NY 13029
Central Square Masonic Temple 622	Another service oriented group within the Central Square community.	3215 East Ave., Central Square, NY 13036

Table 11. Academic institutions.

Name	Mission	Contact information
Onondaga Community College	Institution of Higher Learning located in Syracuse, NY.	4585 West Seneca Turnpike Syracuse, NY 13215 315.498.2000 occinfo@sunyocc.edu
Syracuse University	Institution of higher learning located in Syracuse, NY.	Syracuse University 900 South Crouse Ave Syracuse, NY 13244 Phone: 315.443.1870
State University of New York College of Environmental Science and Forestry	Institution of higher learning located in Syracuse, NY.	SUNY-ESF 1 Forestry Drive Syracuse, NY 13210 315-470-6500
Le Moyne	Institution of higher learning located in Syracuse, NY.	1419 Salt Springs Road, Syracuse, NY 13214 315.445.4100
State University of New York at Oswego	Institution of higher learning located in Oswego, NY.	7060 Route 104 Oswego, NY 13126-3599 Phone: 315.312.2500
Upstate Medical University	Institution of higher learning located in Syracuse, NY.	State University of New York Upstate Medical University 750 East Adams Street Syracuse, NY 13210-2375 315 464-5540

Table 12. Recreation non-profits and clubs within Oswego and Onondaga Counties.

Name	Mission	Contact information
Oswego County ATV	Oswego County ATV Club who is based out of Altmar NY.	3201 Co. Rte. 15 Altmar, NY 13302 Email: info@oswegocountyatv.org Website: www.oswegocountyatv.org
Art Association for Oswego county	Art association for Oswego County. They focus on the appreciation, education, and culture of art.	P.O. Box 271, Oswego, NY 13126 info@OswegoArts.org (315) 216-6782
Oswego Heritage Foundation	Protects historical and architectural landmarks in Oswego County.	143 West Third St., PO Box 405 Oswego, NY 13126 Phone: 315-342-3354 Website: oswegocountyheritage.org
CNY Arts Center	Arts partnership in Central NY, based out of Fulton NY.	11 River Glen Dr P. O. Box 477 Fulton, NY 13069 (315) 598-ARTS (2787)
Oswego County Historical Society	. This society collects, researches, interprets, and preserves the history of Oswego.	Justin White, President 135 East Third St. Oswego, NY 13126 Phone: 315-343-1342
YMCA of Oswego	Promotes social responsibility, healthy living and youth development.	265 W 1st St Oswego, NY 13126 (315) 342-6082
Friends of the Oswego Public Library	Supports the Oswego Library and all that they do.	120 East 2nd Street Oswego, NY 13126 315-341-5867

Table 12 (continued). Recreation non-profits and clubs within Oswego and Onondaga Counties.

Name	Mission	Contact information
Erie Canal Museum	Erie Canal Museum collects the history of the canal, promotes the canal, and helps educate the local community.	318 Erie Boulevard East Syracuse, NY 13202 p: 315.471.0593 f: 315.471.7220
New York State 4-H	Helps youth gain skills to become confident adults.	Cornell University Cooperative Extension Association of Onondaga County The Atrium 100 South Salina Street Syracuse, NY 13202
Onondaga Historical Association	Onondaga Historical Association collects the history of Onondaga and educates people about that history.	321 Montgomery St, Syracuse, NY 13202 (315) 428-1864
Boy scouts of America	Their purpose is youth development.	Longhouse Council, BSA 2803 Brewerton Road Syracuse, New York 13211
YMCA of Syracuse	Promotes social responsibility, healthy living and youth development.	340 Montgomery Street, Syracuse, NY 13202 315.474.6851
YWCA of Syracuse	Develop programs for Women and Girls of the community.	401 Douglas Street Syracuse, NY 13203 Phone: 315-424-0040
Boys and girls club Syracuse	Youth development agency for Syracuse; to help youth realize their potential.	201 Hamilton Street Phone: 315.579.1050 Fax: 468.1043
Audubon society	Increase respect and appreciation of wildlife especially birds.	OnAudubonCom@gmail.com
Girl scouts NYPENN Pathways INC	Youth development organization to create confident and caring youth.	http://www.gsnypenn.org 800-943-4414

Table 12 (continued). Recreation non-profits and clubs within Oswego and Onondaga Counties.

Name	Mission	Contact information
Oswego County Snowmobile Association Inc.	Snowmobile Club in Oswego County; located in Redfield.	4971 Co. Rte. 17 Redfield, NY (315) 599-7762 or (315) 675-3663 www.oswcsa.com
Snow Owls of Cicero/Clay, Inc.	Snowmobile Club in Oswego County; located in Clay.	P.O. Box 278 Clay, NY (315) 699-8344 www.snowowlsinc.snowclubs.com
Fulton Area Snow Travelers, Inc.	Snowmobile Club in Oswego County; located in Phoenix.	P.O. Box 434 Phoenix, NY (315) 695-2489 fastsecretary@windstream.net www.fastsnowclub.org
Square Valley Trail Blazers, Inc.	Snowmobile Club in Oswego County; located in Central Square.	P.O. Box 846 Central Square, NY (315) 668-9945 www.squarevalley.org
Kasoag Lake Trailblazers, Inc.	Snowmobile Club in Oswego County; located in Williamstown.	P.O. Box 164 Williamstown, NY (315) 420-8931 kasoag1@gmail.com www.kasoagtrailblazers.net
Sterling Trail Tamers, Inc.	Snowmobile Club in Oswego County; located in Sterling.	P.O. Box 155 Sterling, NY (315) 947-5383 Or (315) 591-0851 www.sterlingtrailtamers.com
Mexico Trail Riders, Inc.	Snowmobile Club in Oswego County; Located in Mexico.	P.O. Box 564 Mexico, NY (315) 374-3725 president@mexicotrailriders.com www.mexicotrailriders.com

Table 12 (continued). Recreation non-profits and clubs within Oswego and Onondaga Counties.

Name	Mission	Contact information
Vanderbilt Snowmobile Club, Inc.	Snowmobile Club in Oswego County; Located in Constantia.	Constantia, NY (315) 482-5109 Or (315) 675-3663 www.vanderbiltsnowmobileclub.com
Pulaski-Boylston Snowmobile Club, Inc.	Snowmobile Club in Oswego County; Located in Pulaski.	5001 N. Jefferson St. Pulaski, NY (315) 298-3522 secretary@pulaski-boylstonsnow.com www.pulaski-boylstonsnow.com
Winona Forest Recreation Association, Inc.	Snowmobile Club in Oswego County; Located in Pulaski.	Pulaski, NY (315) 298-6993 Or (315) 465-6536 www.winonaforest.com
Redfield Snowmobile Recreation Club, Inc.	Snowmobile Club in Oswego County; Located in Redfield.	4971 Co. Rte. 17 Redfield, NY (315) 599-7762 jane@snowclubs.com www.snowmobileredfieldnewyork.com
Toad Hollow Trail Riders	Onondaga County Snowmobile Club; Located in Syracuse.	P.O. Box 6045 Syracuse, NY 13217 Contact: info@toadhollow.net
Snow Owls INC	Onondaga County Snowmobile Club; Located in Clay.	P.O. Box 278 Clay, NY 13041 Contact: whowland@twcny.rr.com
Baldwinsville Snow Riders	Onondaga County Snowmobile Club; Located in Baldwinsville.	PO Box 412 Baldwinsville, NY 13027 Contact: info@baldwinsvillesnowriders.com

Table 12 (continued). Recreation non-profits and clubs within Oswego and Onondaga Counties.

Name	Mission	Contact information
Camillus Snowmobile Club	Onondaga County Snowmobile Club; Located in Camillus.	PO Box 92 Camillus, NY 13031 Contact: camillus_snowmobile_club@yahoo.com
Lafayette Snowmobile Club	Onondaga County Snowmobile Club; Located in Lafayette.	P.O. Box 243 Lafayette, NY 13084 Contact: tmbrsnbrg@aol.com
Marcellus Snowmobile Club	Onondaga County Snowmobile Club; Located in Marcellus.	P.O. Box 111 Marcellus, NY 13108
Tully Trailblazers	Onondaga County Snowmobile Club; Located in Tully.	P.O. Box 377 Tully, NY 13159 Contact: rjc448sks@twcny.rr.com
Oswego County Federation of Sportsmen's Association	Conservation through education, recreation, and public relations.	PO Box 135 Lycoming, NY 13093 Phone: 315/963-8413 Website: www.oswegocountyfederation.com
Pathfinder Fish and Game Club	Learning safety for shooting sports and promoting such sports.	PO Box 194 Fulton, NY 13069 Phone: 315/593-7281, Fax: 315/593-7281 Website: www.pathfinderfishandgame.com
Sandy Pond Sportsman's Association (SPSA)	Giving back to the community and having fun with different club events.	3201 Co. Rte. 15 Pulaski, NY 13142 Phone: 315/387-6310 Email: spsa@sandypond.net Website: www.sandypondsportsmans.com

Table 12 (continued). Recreation non-profits and clubs within Oswego and Onondaga Counties.

Name	Mission	Contact information
Onondaga Federation of Sportsmen's Clubs	Conservation, recreation, education, and public relations.	http://www.federationofsportsmen.com/wp/?page_id=4
Oneida Lake Association	Conservation of the resources of Oneida Lake.	info@oneidalakeassociation.org

Table 13. Volunteer organizations.

Name	Mission	Contact
Alpha Phi Omega-volunteer fraternity	A national service fraternity at SUNY ESF and Syracuse University.	webmaster@apophi.org
Oswego Daughters of the American Revolution	Women’s service organization to preserve the history of America.	http://www.nydar.org/chapters/kayendatsyona.html
Oswego Rotary	National Service Organization working on various projects such as Interact clubs in High school and Polio Walks.	P.O. Box 3133 Oswego, NY 13126 http://portal.clubrunner.ca/7510
Moose Legion, Fulton and Oswego	Fraternal organization dedicated to community service and social events.	3044 County Route 57 Oswego NY 13126 Moose1280Fulton@yahoo.com
Kiwanis	A service organization dedicated to helping the children of the world.	166 West First St. Oswego, NY 13126 (315) 343-6310 http://www.oswegokiwanis.org
American Legion	A service organization dedicated to Veterans.	119 Dell St Syracuse (315) 474-1167
Syracuse Rotary	National Service Organization working on various projects such as Interact clubs in High school and Polio Walks.	http://www.syracuserotary.org
Knights of Columbus Oswego	An organization dedicated to making the world a better place.	oswegoknights@gmail.com

Table 14. Foundations and other organizations.

Name	Mission	Contact
Syracuse Habitat for Humanity	Brings people together to build homes, and help communities.	308 Otisco Street Syracuse, NY 13204 P: 315-422-2230
Oswego County Habitat for Humanity	Brings people together to build homes and help communities.	P.O. Box 5255 Oswego, NY 13126
Syracuse Chamber of Commerce	Local organization of businesses whose goal is to help businesses.	572 South Salina St Syracuse, NY 13202 Phone: (315) 470-1800
Alzheimer's Association	Support for individuals and families affected by Alzheimer's. Research to find a cure.	441 West Kirkpatrick Street, Syracuse, NY 13204-1361 http://www.alz.org/centralnewyork
American cancer society	Support for people battling cancer and research to find a cure.	6725 Lyons St PO Box 7 East Syracuse, New York 13057 Phone: (315)-437-7025
United Way CNY	To help people help one another.	518 James St #200 Syracuse, NY 13203 (315) 428-2211
Make-a-wish Central NY	Grants wishes to children with various illnesses.	5005 Campuswood Drive East Syracuse, NY 13057 (315) 475-9474 Toll Free (800) 846-9474
March of Dimes Foundation (SYR)	In support of mothers and their babies.	Contact: Katie Button, Director 329 N. Salina St. Suite 304 Syracuse, NY 13203 Phone: (315) 463-0700 Fax: (315) 463-4433 Email: kbutton@marchofdimes.org
Central New York Special Olympics	Provides year round sports training to athletes and raises money to provide training.	Cassandra Rucker, Dir. of Dev. Special Olympics New York – Central Region & Southern Tier 6315 Fly Road East Syracuse, NY 13057 Cell: 315-440-0575 Fax: 315-314-6844

Summary

Partnering with local not-for-profit agencies is a great way to boost community involvement. Central New York has many agencies to partner with, depending on the particular goal. Collaboration can be a great tool. It is a way to tap into the skills, abilities, and ideas of other individuals, while saving costs, strengthening programs, improving efficiency, increasing leadership skills, and generally benefiting both parties involved.

REGIONAL CONNECTIONS

Introduction

A variety of natural areas, parks, events, and attractions are found within Oswego County and Brewerton that could provide important regional partnerships for Central Square. Natural areas and parks are numerous and diverse, offering scenic landscapes that provide outdoor recreational opportunities ranging from primitive or multi-use trails to beach or fishing access. Events are centered on the region's unique combination of rural and urban landscapes that attract local residents and visitors to apple festivals, farmers' markets, beer and wine trails, and larger scale events including the New York State Fair and races at the Oswego and Brewerton Speedways. Attractions focus on the geography and history of the Central New York region drawing visitors interested in the Erie Canal system and railroads.

Natural Areas and Parks

State parks and forests, wildlife management areas, and forever-wild areas located within the Oswego County area are comprised of thousands of acres of wilderness, shorelines, wetlands, and managed forests and other land types which contain hundreds of miles of trails ranging from primitive to multi-use. Access to most of these trails is year-round, allowing for activities in all seasons. Activities can include hiking, biking, canoeing, cross-country skiing, snowshoeing, snowmobiling, hunting, fishing, birding, swimming, and camping. Table 15 lists the natural areas and parks located within Oswego County and Brewerton that could provide important partnerships for the Village of Central Square.

Events

Regional and local community scale events are offered throughout the year. The duration of these events varies by season and may be offered one-time only, intermittently, or have year-round scheduling. The activities and number of people attending these events also varies significantly. Table 16 lists the events located within Oswego County and Brewerton that could provide important partnerships for the Village of Central Square.

Attractions

Museums and historical landmarks preserve and showcase local and regional history of the Central New York region that influenced the history of the village of Central Square. These attractions range from collections of historical artifacts to remnants of or complete buildings or structures. Table 17 lists the attractions located within Oswego County and Brewerton that could provide important partnerships for the Village of Central Square.

Table 15. Natural areas and parks in Oswego County and Onondaga County.

Connection	Experience Offered
<p>Oneida Shores County Park 9248 McKinley Ridge Road Brewerton, NY 13029 (315) 676-7366 www.onondagacountyparks.com/parks/oneida-shores-park</p>	<p>Beach access, swimming, campground, athletic fields and courts, playground, canoeing, cross-country skiing, fishing and boat launch.</p>
<p>Oswego County Nature Park at Camp Zerbe NYS Route 104 Williamstown, NY 13493 www.co.oswego.ny.us/youth/CZerbe</p>	<p>Wilderness areas, glacial geology, trails, interpretive center, educational center, hiking, canoeing, birding, snowshoeing, and cross-country skiing.</p>
<p>Oswego County Recreation Trail Maple Avenue in Volney, NY 13069 to NYS Route 49 in Cleveland, NY 13042 www.cnyhiking.com/OswegoCountyRecreationalTrail</p>	<p>Western and eastern multi-use trail system following the route of the old New York Ontario & Western Railroad.</p>
<p>Sandy Island Beach State Park County Route 15 Sandy Pond, NY 13145 (315) 387-2657 www.nyparks.com</p>	<p>Part of the Lake Ontario Dune and Wetland System and has walkovers and viewing platforms. It also offers beach access, hiking, canoeing, and birding opportunities.</p>
<p>Selkirk Shores State Park & The Selkirk Lighthouse 7101 NYS Route 3 Pulaski, NY 13142 (315) 298- 5737 www.nysparks.com</p>	<p>Offers camping, fishing, hiking, biking, birding, and nearby boat launch access. Lighthouse is listed on the National Register of Historic Landmarks.</p>
<p>Winona State Forest Recreation Area 4920 N. Jefferson Street 3-R Center Road Pulaski, NY 13142 (315) 298-6993 info@winonaforest.com www.winonaforest.com</p>	<p>Expansive 9,233-acre state forest offering a variety of outdoor recreational opportunities including hiking, snowmobiling, snowshoeing, cross-country skiing, biking, hunting, fishing, dog sledding, birdwatching, and horseback riding.</p>

Table 16. Events in Oswego County and Onondaga County.

Connection	Experience Offered
<p>Apple Festival 5330 Rowland Road Lafayette, NY 13084 (315) 677-3498 www.lafayetteapplefest.org</p>	<p>Features hundreds of artists, crafters, local produce vendors, and a variety of family activities. Associated with the LaFayette Apple Run.</p>
<p>Brewerton Speedway 60 New York Route 11 Brewerton, NY 13029 (315) 668-6906 www.brewertonspeedway.com</p>	<p>DIRTcar Big Block Modifieds, DIRTcar Sportsman, TUSA Mod Lites, Four Cylinder Super Stocks, and special appearance events and races.</p>
<p>Fulton Speedway 1603 County Route 57 Fulton, NY 13069 (315) 593-6531</p>	<p>DIRTcar Big Block Modifieds, DIRTcar Sportsman, Novice Sportsman, Late Models, Four Cylinder Super Stocks, and special appearance events and races.</p>
<p>New York State Fair 581 State Fair Boulevard Syracuse, NY 13209 (315) 487-7711 nysfair.org</p>	<p>Operates year-round and in addition to The Great NYS Fair, the fairground annually hosts more than 500 non-fair events including entertainment, sporting, and local community events.</p>
<p>Oswego Speedway 300 E Albany Street Oswego, NY 13126 (315) 342-0646 www.oswegospeedway.com</p>	<p>Supermodifieds, Budweiser Classic Week, numerous sponsored and special appearance events and races.</p>

Table 17. Attractions in Oswego County and Onondaga County.

Connection	Experience Offered
<p>Erie Canal Museum 318 Erie Boulevard East Syracuse, NY 13202 (315) 471-0593; www.eriecanalmuseum.org</p>	<p>Museum is located in the only remaining weighlock building. Visitors can learn about the history and regional impact of the canal system.</p>
<p>Fort Brewerton Block House Museum & Historic Park 9 New York Route 11 Brewerton, NY (315) 668-8801; www.fortbrewerton.org</p>	<p>Houses a collection of local artifacts and a small gift shop and local meeting room.</p>
<p>Great Lakes Seaway Trail 401 W Main St Sackets Harbor, NY 13685 (315) 646-1000; www.seawaytrail.com</p>	<p>518-mile scenic driving route along the shores of Lake Ontario and Erie and the St. Lawrence and Niagara River. Includes unique historical locations and cultural heritage sites.</p>
<p>Oswego Railroad Museum 56 West 1st Street Oswego, NY 13126 (315) 343-2253</p>	<p>Offers an operating layout of the southern Oswego County area, several other model and toy train layouts, and an extensive railroad library.</p>
<p>Rail City Historical Museum 162 Stanley Drive Sandy Creek, NY 13145 (315) 387-2932; www.railcitymuseum.com</p>	<p>Located in the former RWO & NYC depot from Deer River, NY and displays an extensive collection of steam-era photographs, railroad timetables, posters, artifacts, memorabilia, and gift store.</p>
<p>Salmon River Lighthouse & Marina 5 Lake Rd. Extension Pulaski, NY 13142 (315) 509-4208; selkirklight@gmail.com www.salmonriverlighthousemarina.com</p>	<p>Cottage and lighthouse room rentals, guided lighthouse tour, boat, canoe/kayak rentals.</p>
<p>Salmon River Visitor Center & International Sport Fishing Museum 3044 NYS Rte. 13 Pulaski, NY 13142 (315) 298-2213; www.salmonriverinternationalfishingmuseum.org</p>	<p>Museum, aquarium, interactive fishing seminars, educational and instructional classes and events.</p>
<p>Garden Railway 102 Mohawk Avenue Central Square, NY</p>	<p>A mini village and model railroad layout in the backyard of Mr. and Mrs. Bob Loran. Created by Mr. Loran himself, who has had an interest in trains and model railroads most of his life, and decided to share his hobby with visitors of all ages. Open Houses are scheduled during the summer or by appointment only.</p>

Summary

There are a wide variety of different natural areas, parks, events, and attractions within Onondaga and Oswego Counties that could be important connections for attractions and events in Central Square. Although there may be some obstacles to overcome in forming these connections, Central Square's unique collection of parks, rural and small-town landscapes, history, and museums will be a strong foundation for the formation of these regional connections. Forming strong connections with Brewerton and Oswego County could present the opportunity for increasing visitors to Central Square, which in turn could lead to an influx of monetary gains that could be used for creating new opportunities for residents and visitors.

ORGANIZATION STRUCTURE AND STAFFING

Introduction

This assessment report details the administrative, emergency service, and the maintenance service personnel that run, maintain and protect the Village of Central Square, as of November, 2015. This report will include the responsibilities, benefits, and limitations of the current staffing, as well, the some financial records that show how the budget is divided among the services and staffing for Central Square.

Personnel and Their Responsibilities

There are three main branches of personnel who oversee the functions of Central Square: Administrative (e.g. Mayor, Clerks, and Trustees), Emergency Service (e.g. Fire, Police, and Ambulance), and Maintenance (i.e., DPW). The administrative branch has three main personnel who are critical to the functioning of the village: the Mayor, the Village Clerk, and the village board members. These members are responsible for all concerns, meetings, and events that occur within the village and the coordination of other services to maintain the welfare of the village residents. There are other administrative members as well, such as the village justice and court clerk.

The emergency services branch includes firefighters, police officers, and (para)medics. The firefighters are tasked with the protection of the residents through fire suppression and containment, as well as general health. The medical units are responsible for the public health in cases of emergency. The police keep residents safe through the suppression and containment of illegal acts and other law enforcement responsibilities. There are currently 30 to 40 personnel for both the fire and medical departments, all of whom are volunteers. There are then 9 to 10 personnel for the police department, most of whom are part time.

The final branch is the maintenance of the town. The personnel in this branch are under the Department of Public Works (DPW). These personnel are tasked with the following: water testing & sewage treatment, leaf pick-up, mowing, road & side-walk maintenance, park & cemetery maintenance, parking lot maintenance, drainage monitoring and clearing, and park trash pick-up. All of these responsibilities require one worker to be on sewage and water treatment at all times, then one person is to always be on call. There are currently four personnel that work as DPW personnel: the shift manager/supervisor, water treatment facility operator, cemetery commissioner, and a floater who helps out with everything else that needs to get done. A seasonal employee is also hired each year.

The Budget. All of these responsibilities and positions require people, and each person that fills one of those positions, requires monetary compensation for their work to sustain themselves and their families. The current budget is broken down for each type of position and the supplies that relate to the respective positions in Tables 18 through 21.

Table 18. Budget allotted for each department based on important items in budget.

Department/Section	Allotment for 2015-2016
Administrative	\$108,333
Police Department	\$141,321
DPW	\$295,157

Table 19. Administrative position salaries for Central Square, 2015-2016 fiscal year

Position Title	Allotment for 2015-2016
Mayor	\$5,411
Clerk/Treasurer	\$29,255
Auditor	\$7,000
Village Board	\$11,252
Village Justice	\$6,201
Attorney	\$10,000
Court Clerk	\$39,214

Table 20. Items important to the Police Department, 2015-2016.

Budget Item	Allotment for 2015-2016
Police Training	\$100
Police Supplies	\$3,000
Uniforms	\$3,000
Vehicle Maintenance	\$11,000
Radio Repairs	\$250
Ammunition	\$1,000
Police Social Security	\$11,810

Table 21. Items important to the DPW, 2015-2016.

Budget Item	Allotment for 2015-2016
DPW Personnel	\$63,101
DPW Maintenance	\$5,500
DPW Equipment Purchases	\$7,000
Park Maintenance & Electric	\$17,000
Building Maintenance	\$5,000
Highway Maintenance	\$79,000
Cemetery Equipment & Repairs	\$3,500
Snow Removal	\$25,000
Building Payroll Account	\$4,000
Unallocated Ins.	\$17,448

***Note: the fire department doesn't have any of the Central Square Allotment for 2014-2015 nor 2015-2016 fiscal years.

Summary

The village of Central Square has been spread thin when it comes to staffing and administration coverage, mainly due to financial limitations and the personnel available to fill the vacancies. While most of the budget seems to be allocated to DPW, most of this allotment is for equipment, maintenance, and insurance; DPW personnel have been allocated only \$63,000 to split among the four employees for the year. Most of the allotted money given to the police department has gone to the salaries of officers for Central Square. The administration for Central Square has the positions needed to oversee the functionality of the village; however, the each position is under-paid for the amount of work required.

GRANT AND FUNDING SOURCES ASSESMENT

Introduction

This chapter focuses on the grants and funding sources that are currently being utilized by the Village of Central Square for programs, services, and facility development. Along with identifying the specific sources of funding, amounts received for each grant are identified. Additionally, this chapter presents information on the types of grants and funding programs that are offered by the Federal and State governments.

Grants Currently Used by the Village of Central Square

As far as inquires have shown, there are no identifiable grants currently being utilized by the Village of Central Square.

Federal grants types

There are four main types of federal grant funding categories and they are as follows: Project Grant Funding, Formula Grant Funding, Block Grant Funding, and Categorical Grant Funding. Grants at the federal level tend to be larger and very competitive; funding is usually based on the quality of application.

Project grants funding. These grants fund specific projects or services for a set period of time, meaning they have a set beginning and end date to the funds available, and all funds must be used within the time frame given. Funding for these grants is typically awarded through an intensely competitive process, with multiple applicants to a single grant. Applications for these grants are reviewed by the funding agency and the applicant whose proposal best meets the criteria for the grant is selected. Grants in this category are usually offered by government agencies. An example for this would be the U.S Department of Education's *Race to the Top Grants*, where applicants are required to demonstrate their ability to "...hire great teachers and leaders, improve student achievement, improve state standards, improve charter school offerings and performance, turn around low-achieving schools, and improve instruction with data" (United Stated Department of Education, 2015).

Formula grants funding. This category of grants awards funds based upon a set of pre-existing criteria, "...usually by applicant's population or other census data" (The Ferguson Group LLC, 2015). All applicants who meet the minimum requirements are entitled to receive money. Programs under these types of grants are often offered annually, and look to serve a select group of individuals (e.g., individuals with disabilities or who reside in low-income housing). It is not unusual for non-competitive grants to require a re-submission of an application every year to receive funding. Examples of programs funded through these types of grants would include Health services for disabled individuals, and food programs for low-income area school children.

Block grants funding. Funding for these grants is usually determined on a formula basis, and are applicable to a broad range of activities, usually addressing more general areas of need, than specific. Examples of applicable grant uses include public safety, public health, and transportation. These grant "give more discretion to recipients in identifying problems and designing programs to address those problems... also minimize administrative requirements" (The Ferguson Group LLC, 2015).

Categorical grant funding. These grants can only be applied to a narrow range of activities, and only “allow funding to be used for specific, narrowly defined purposes” (The Ferguson Group LLC, 2015). Funding is determined through “a pre-determined formula, or at the discretion of the federal agencies” (The Ferguson Group LLC, 2015). Examples of programs that fit this category of grants are “Flood Mitigation Assistance Grants hosted by FEMA,” and the National Parks Service’s “Winter Study of Wolf-Moose Population ISRO Grant” (National Park Service, 2015).

New York State grants offered by the Department of State

Grants provided by the Department of State are used to address the service needs, environmental concerns, community services, watershed protection and brownfield areas of the diverse towns, cities, villages and rural communities of New York.

Local government efficiency programs. This program provides assistance and grants to local governments who are in the process of developing projects to improve savings and efficiency in “municipal and shared services, cooperative agreements, mergers, consolidations and dissolutions” (NYS Department of State, 2015).

Environmental protection fund. The Local Waterfront Revitalization program provides assistance, and grants on a “reimbursement basis (under title 11 of the Environmental Protection Fund) to villages, towns, cities and counties... located along... designated inland waterways” (NYS Department of State, 2015). These grants are assigned in different categories, mostly aimed at the rehabilitation and revitalization of coastal land, but do include a category for “Planning or constructing Land and Water-based Trails” (NYS Department of State, 2015).

Brownfield opportunity areas program. This program brings to “municipalities and community organizations... technical and financial assistance” (Department of State, 2015) to complete area-wide redevelopments of brownfields, i.e. “abandoned, unused, industrial or commercial sites” (NYS Department of State, 2015).

Community services. This Block Grant is a program administered by the Department of the State. The purpose is to assist “states and local communities actively working... For the reduction of poverty, revitalization of low-income communities and empowering low-income families and individuals to become fully self-sufficient” (NYS Department of State, 2015).

Summary

Numerous opportunities exist for Central Square to tap into grants at both the federal and state levels for some of the recommendations included in this report. Projects likely suitable for grants include adding trails, adding crosswalks, improving railroad crossovers, enhancing parking areas, installing signage, and adding bike lanes. Specific ideas for grants to consider are included in the recommendations section of this report.

RECOMMENDATIONS

This recommendations chapter lists the class's recommendations for each of the goals created for the Village of Central Square. The order of the recommendations is prioritized for each goal according to community need, cost-effectiveness, and ease of implementation.

Create a Community Trail System

Create a community-wide trail system. A community trail that connects existing trails and parks in the village of Central Square is recommended to provide important access for health and exercise in the village. The trail system would also provide access that is accessible to those who are disabled. Several important enhancements will be needed to make the trail system a reality:

1. **Add new sections of trail.** Several new sections of trail will need to be added in Crossroads Park; from Crossroads Park to Goettel Park; from Ada Powell Smith Park to an existing private trail; and behind the school complex to the Oswego County Recreation Trail (Figure 8).
2. **Encourage conservation easements.** Conservation easements (which can be designed to give a tax break to private land owners) will be needed before several of the new trail sections can be added. A conservation easement will be needed to make an existing private trail that connects Route 49 to Route 12 accessible by residents and visitors.
3. **Add a new sidewalk on Route 12.** A sidewalk will be needed along Route 12 to connect the private trail to the proposed trail behind the school complex.
4. **Add crosswalks.** Crosswalks will be needed where the Oswego County Recreation Trail crosses Route 11; where the proposed trail route crosses Route 12; where the proposed trail crosses Route 11 near Goettel Park; and where the proposed trail crosses Route 49 near Crossroads Park.
5. **Promote safer driving through Goettel Park.** The roads connecting the Route 11 entrance to Goettel Park to Route 49 through the cemetery are used for walking and bike riding; having cars use these roads as a short-cut from Route 11 to Route 49 creates a safety hazard for pedestrians and bicyclists. Entrance gates could be placed near Goettel Park's two entrances on Route 11 to limit car access to the parking lot only; cemetery roads should remain open to allow for grave visitation.
6. **Safety signs and directional signs.** Directional signs are needed at road crossings, trail intersections, and railroad crossings. Safety signage is needed at crosswalks to warn drivers to yield for pedestrians. Blind turns in the trail (such as the one in Crossroads Park) should have signage indicating that snowmobilers should reduce their speed to avoid collisions with oncoming traffic

7. **Trail markers.** Markers should be incorporated along the trail system. Plastic colored disks can be nailed on trees along the trail system (with aluminum nails) to mark the trails. This method may be more costly as it requires creating and buying specific colored discs for the trail. These markers could prevent visitors from becoming lost while on the trail. Currently, trail markers exist in Ada Powell Smith Park.
8. **Trail surfaces.** Use high impact, low maintenance surface materials on the trail to lower the costs of maintaining the trail. One surface material that fits these criteria is gravel. Gravel is very durable for multi-use activities including ATV and bicycle use. It can also help improve drainage along muddy sections of trail. Using a 4” bottom layer of coarse gravel topped with a 2” layer of fine gravel provides a hard surface suitable for wheelchair access. The trails at Crossroads Park would greatly benefit from being resurfaced with this material since, as use of the trail increases, the current grass surface will be quickly degraded. Gravel should be used at areas of the trail that are more prone to being wet, as well as ones that offer multiple uses such as bikes and ATVs. Since the trail at Ada Powell Memorial Park is limited to foot traffic, its surface should remain wood chips.
9. **Obtain input from adjacent landowners.** It is important to identify any concerns from the homeowners whose property borders the trail before trail improvements begin, so that any additional trail features can be planned for in advance (e.g., privacy hedges or fences). Privacy hedges would maintain the natural setting of these trails, but may require more maintenance in the long run. Maintenance includes regular trimming of the hedges, as well as replacement in the event that one dies. Fences would require less maintenance over time, but do not look natural and can potentially be damaged by graffiti.
10. **Design a guidebook to the parks and museums along the trail.** Creating a guidebook to the parks and museums along the Community Trail is recommended. The guide should include directions, trail usage, safety concerns, rules, maps, and trail descriptions. Including a tips section for using the trail can let visitors know what clothing, shoes, and requirements are needed for using the Central Square trails. The importance of each park or site along the trail could be explained, and maps for how to access each site could be included. A brief history of each site and wildlife and plant species information could also be included. The guidebook should reflect the interpretive theme for Central Square, and present information in a uniform and easy-to-read format. Lodging, dining, and shopping centers in Central Square can also be listed in the guide. A comprehensive chart listing all available amenities (sports fields, restrooms, electricity, etc.) at locations along the trail should be provided. The guidebook should be listed on the website for easy access by potential visitors to the village.

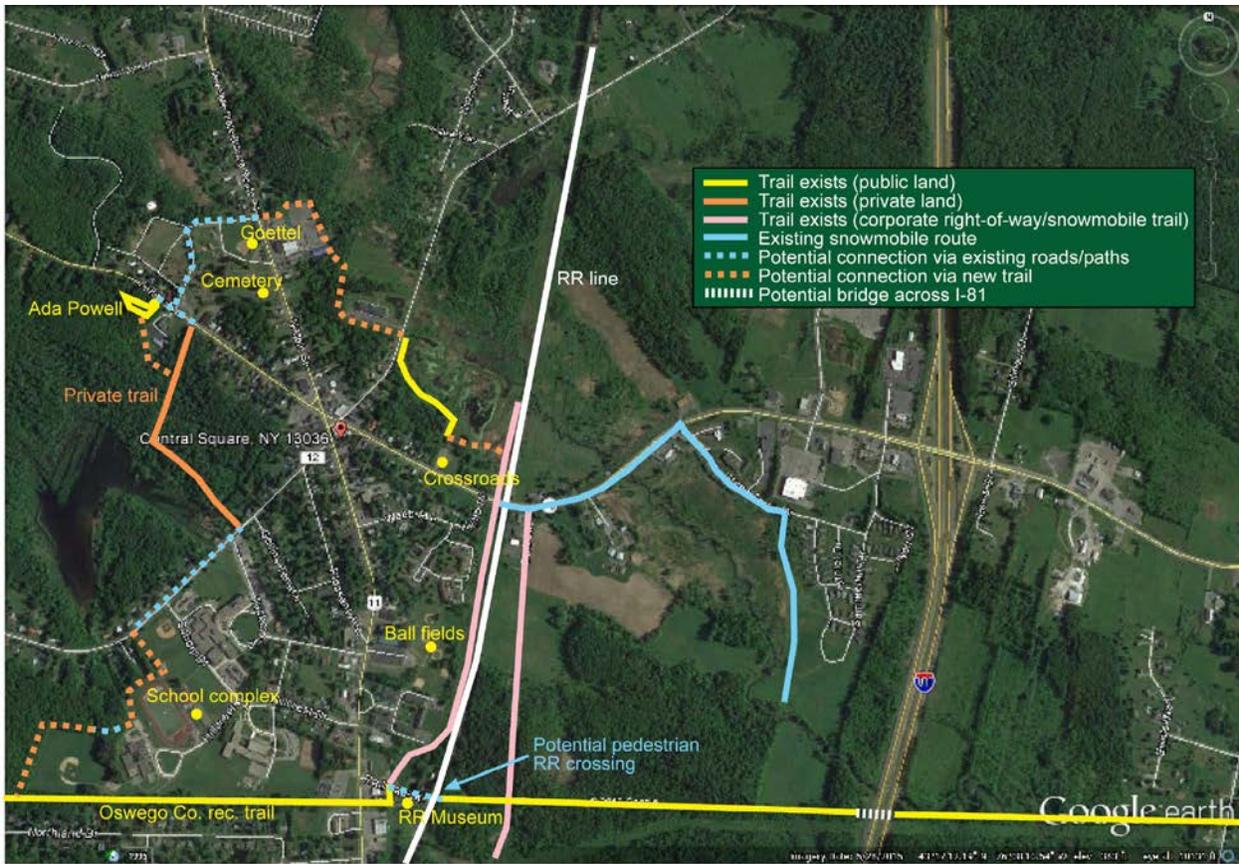


Figure 8. Map of existing and proposed trails throughout the Village of Central Square (source: adapted from Google Earth).

Connect the proposed community trail to other trails. Several important facilities are needed in order to connect the proposed Community Trail to nearby trails:

1. Expand road shoulders to create a pedestrian/bike/snowmobile path on Route 49. A multi-use path is recommended on the south-side of Route 49, from Crossroads Park to the I-81 on-ramp. At present, residents use the road shoulder to get from the residential side of the village to the stores near I-81, creating a very dangerous situation for pedestrians and bicyclists (Fig. 9). In the winter, this same shoulder is used by snowmobilers, creating even more of a hazard for collisions between snowmobiles and cars. Removing the center turning lane over the Little Bay Creek overpass would provide space to install the path over the bridge. Removing the center turning lane is, however, not recommended for traffic flow reasons for the remainder of Route 49; rather, widening the shoulder in these sections is recommended. Separating the road from this travel path is



Fig. 9. Hazardous railroad crossing on Route 49 (photo by Heather Stevens).

suggested by installing a barrier such as a curb; the curb should not be installed at proposed crosswalks (e.g., on Route 49 near Crossroads Park) in order to enable access to the path by individuals in wheelchairs and on snowmobiles.

2. Add an additional crosswalk. A crosswalk connecting Crossroads Park to the power line trail is needed.

3. Install a pedestrian RR grade crossing near the Railroad Museum. Currently, portions of the Oswego County Recreation Trail east of the railroad tracks near the Railroad Museum are cut-off from the western portion of the trail. Installing a simple railroad grade crossing for pedestrian use would make this section of trail accessible. The tracks are currently raised about 10 inches above the ground; installing a grade crossing would raise the ground so that it is level with the tracks. To improve safety even more, automatic pedestrian gates could be installed to block access when a train is passing. Ownership of the portion of the trail east of the tracks needs to be identified before moving ahead with this improvement.

4. Install a bridge connecting the Oswego County Recreation Trail across Interstate-81. Build a pedestrian/bicycle/snowmobile bridge over Interstate 81 that connects the Oswego County Recreation Trail east and west of I-81. This bridge will allow better connection to sections of the Oswego County Recreation Trail east of the Village of Central Square for all users of the trail, including runners, bicyclists, and snowmobilers. Currently, a dangerous situation exists for trail users, since they are required to cross I-81 over the Route 49 bridge (the road shoulder on the bridge is inadequate for snowmobilers during the winter months). Grants should be sought for the design and construction of this new overpass bridge through the Office of Parks, Recreation, and Historical Preservation, U.S. Department of Transportation Federal Highway Administration, the NYS Department of Environmental Conservation, and possibly other sources. The bridge must be able to withstand the weight of multiple snowmobiles at one time, and be wide enough to accommodate the passing of one snowmobile by another.

Establish Central Square as the Snowmobile Gateway to the Tug Hill

Create a “Snowmobile Gateway”. Central Square is located in a prime location for providing access for snowmobiling to the Tug Hill Region and other parts of Oswego County. In order to become the “regional gateway” for the area, however, the enhancement of some village facilities is needed:

1. Expand the parking area in Crossroads Park. Crossroads Park provides the perfect central location for creating a snowmobile access point in the village, since it is adjacent to the trails on the powerlines that connect to the Oswego County Recreation Trail. In order to accommodate vehicles pulling snowmobile trailers, the parking area in the park needs to be widened to accommodate more than one vehicle at a time. This expanded parking surface could also be useful for events held at the park such as farmers markets. The current size of the lot is approximately 55’ wide by 170’ long; the width of the lot will need to be doubled to accommodate the wide turning radius of trailers (a civil engineer should be contacted to design this parking lot). The parking area would need to be resurfaced with gravel or other permeable pavement (a permeable surface will prevent run-off from vehicles from entering the adjacent wetland). One negative aspect of using gravel as the surface of the parking area is the difficulty associated with plowing the area in the winter. The lot would need to be repaired in the spring once the snow has melted.

2. Improve lighting in Crossroads Park. Along with expanding the parking area, lights should be installed in Crossroads Park to promote a safe environment for snowmobilers returning to their vehicles after dark. Solar-powered, LED lights are recommended to avoid high energy bills in the future. Having these lights in place, could also discourage any illegal activities from occurring here after the park has closed. Lighting will also help local police to quickly see if anything is wrong.

3. Powerline access. Obtain permission from local power companies to utilize powerline trails for snowmobiles. Liability insurance coverage will be needed by the village to cover these users.

4. Build snowmobile overpass over I-81. Currently the Oswego County Recreation Trail is divided by I-81. In order to get from the east side of I-81 to the west, snowmobilers have to drive along the shoulder of Route 49, creating a hazardous situation. Although this overpass is likely to take years to construct and to raise the funding for, strong consideration should be given to it for safety reasons alone.

Create a snowmobile federation. Creating a “Federation of Snowmobile Clubs” could help coordinate efforts such as trail maintenance, events, and promotion in Central Square and the surrounding area (see an example at <http://www.ofsc.on.ca/>). Surrounding clubs would be asked to join the federation.

Enhancing Village Parks and Museums

Enhance directional signage to parks and attractions in Central Square. The addition of signage showing visitors how to reach local parks and attractions is needed, especially for visitors who are not familiar with the area. Additional signage would also help to promote the parks/attractions/trailheads for use by residents.

Improve interpretive signage throughout the parks and museums. Creating interpretive signs to be placed throughout the parks and museums in Central Square would help to educate and inform visitors. Signs can highlight important plant and wildlife species, as well historic and cultural sites in the village. Wayside exhibits can interpret an area or attraction and convey the theme of Central Square without an interpreter having to be on-site. Waysides should first be created for Crossroads Park and Nature Preserve, as the park already has the infrastructure in place, and then expanded to the other parks and museums. The wayside near the overlook in Crossroads Park should be used to offer information about the unique wetland habitat. It is recommended that a map showing the trail and other features of the park be added to the kiosk in the parking area. Another panel could be added to the kiosk to interpret the history of the park, as well as species found in the park.

Develop geocache locations throughout Central Square. Geocaching is an activity that involves the use of GPS coordinates to locate caches. Registering locations in the village to the www.geocaching.com website will attract both visitors and locals interested in geocaching. Geocaching will provide an opportunity to bring individuals into the village and direct them to specific areas. It is recommended that locations be within parks, museums, and near historically significant attractions, but not in fragile environments. This will allow visitors to learn about the history of Central Square as they tour the village and experience its unique resources.

Create interpretive tours and historical walks. Tours could be in the form of self-guided or guided tours of local parks and historic buildings. Brochures of the self-guided tours can be made available on the village website or in local businesses, schools, and parks. The brochures would include unique areas to visit, and would provide information for each site. Providing guided tours would allow visitors to experience Central Square with the assistance of an experienced and knowledgeable guide. Creating volunteer tour guide positions would give community members an opportunity to volunteer in the parks. Short interpretive walks through Ada Powell Smith Park and Crossroads Park would allow visitors to be educated about the unique resources and habitats at these parks. Historical walks through the cemetery could give volunteers the opportunity to tell stories about local historic events.

Protecting Village Historic Sites and Collections

Build a new website focused on the history of the village. A new website, linked to the existing village website, could be used to integrate all historical information relevant to the village. This website could include:

- A detailed inventory (including photos) of items contained in the village’s historical collection;
- Maps for historic walking tours (some are already online for Hillside Cemetery);
- Links for local museums.
- Information about a historical association (proposed for Central Square in the recommendation below).

Maps for historic walking tours. Making a downloadable map showing the village’s historic buildings could encourage both residents and visitors to learn more about Central Square. This map could be made available through the proposed history website for the village (see recommendation above).

Extend the hours of operation of the Railroad Museum. The museum is currently only open on Sundays during the summer which constrains opportunities to see the museum for visitors. Opening the museum on both Saturdays and Sundays is recommended (during the weekdays, keep visits to “by appointment” only). Adjust seasonal openings and closures based on current weather conditions (e.g., during a warm autumn, keep the museum open longer into the fall). It is recommended that the museum seek additional local volunteers to make this change in hours of operation possible.

Sell train-themed souvenirs at the Railroad Museum. The railroad museum could consider cooperating with local hobby stores or artists to sell special train-themed souvenirs such as postcards, T-shirts, and train models. These items will give visitors a special item to bring home with them after visiting the museum which they can show to others, spreading the word about the Railroad Museum.

Expand the space for the Central Square historical collection. The Central Square historical collection is currently housed on the second floor of the village office building. The collection completely fills the space currently; as additional items are added in the future, a new space for the collection should be considered. It is recommended that the village consider obtaining space in a historic building nearby. Private, federal, and state grants should be considered for obtaining new housing for the collection (Table 22). These grants are used to help sustain, preserve, and promote heritage and cultural collections from a variety of institutions, and would allow, in some cases some discretionary spending for preserving heritage and cultural collections.

Table 22. Below are some funding opportunities available to help preserve, catalog, and maintain heritage and cultural collections.

Name of Grant	Funding Opportunity Number	Close Date	Funding Type
Sustaining Cultural Heritage Collections	Through National Endowment For The Humanities	12/1/2016	Grant (For projects beginning 2017)
Preservation Assistance Grants for smaller Institutions	Through National Endowment For The Humanities	5/03/2016	Grant (For projects beginning 2017)

Increase volunteer support for the Central Square Historical Association. Currently, the Central Square Historical Collection is overseen by the Village Historian with support from the historical society. Although the Village Historian and the society have done a wonderful job with the collection, more volunteer support is needed from the local community to keep the historical collection open more often. If the number of volunteers is increased, consideration could also be given to providing programs on local history to school groups. Should a larger location be sought for the existing Historical Collection, the historical society could assist with finding a historical building to display the existing exhibits. The society could also work with students in SUNY ESF's interpretation program to design displays and programs. The students would gain practical experience while the village benefits from having additional programs and displays.

Expanding Resident Involvement

Increase community involvement with local organizations and clubs. Local organizations such as the Rotary Club, Lions and Lioness Club, Helping Hands, Project Bloom, Alpha Phi Omega (ESF and Syracuse University), and Habitat for Humanity Club (ESF and Syracuse University) can be tapped into for projects involving public works and the parks.

Organize community maintenance efforts in the parks. Encouraging community volunteer efforts to maintain the village parks will increase the appreciation of the parks by village residents. Maintenance efforts that have a lasting physical result will instill pride in the residents to continue to protect their parks. Community efforts will save time and money for the already strapped DPW employees. By organizing community events, residents will be able to come together for a common goal of beautifying their community.

Designate a Community Center: The designation of a community center will allow for residents to have a place to gather for community events and will also allow for an increase in the sense of togetherness within the community. During the winter months, the Community Center can host holiday fairs or workshops. Establishing the community center in a well-used park such as Goettel is recommended, though a community center could be designated in an existing building in the village as well. A simple building comprised of a community room, kitchen, and bathroom facility would work well.

Establish a Community Day. Residents and business owners will be encouraged to clean up their properties and rehabilitate their establishments. This would be done using the help of local volunteers to unite the community. The local schools could get involved, providing volunteer hours that students could use to boost their resumes or college applications. Elderly community members could request help in instances where they are unable to maintain their properties.

Enhancing Community Services and Attractions

Improve facilities for elderly and disabled residents and visitors in local parks. According to the Central Square resident survey, access to park trails and attractions is a concern. In the railroad museum, it is hard to make any change in the station house due to the historic nature of the original structure and the limited space; however, it may be possible to improve access for some of the outside exhibitions. Adding an accessible section of trail that connects Goettel Park to Crossroads Park would also provide important access to the parks for residents living in the senior housing facility on Route 12.

Add recreational facilities to local parks. Recreation infrastructure that serves a wide range of ages and physical abilities is beneficial to the community and brings more people to the parks. For Goettel Park, a more-interactive playground (with improved climbing features) is recommended to attract families. Other facilities to consider at this park include a sand volleyball court and/or basketball court. Adding an ice skating rink has been requested by local residents through the resident park survey; both Goettel Park and the local school complex could be suitable locations for this type of facility. If it is located at the school complex, the ice skating rink could be used for physical education classes and after-school activities.

Install dog waste bag dispensers at each park. The presence of dog waste bag dispensers increase the compliance of park rules that require residents to pick up after their dogs. Dog owners of the community will appreciate the convenience of having the waste bags available at every park. The presence of the dispensers will identify the parks as dog-friendly areas for village residents and visitors, and the beauty of the parks will increase.

Organize and promote self-guided and/or guided regional tours. Regional tours could be created to connect natural areas, attractions, and events in Central Square, with those in Brewerton and Oswego County. These tours could be led either by volunteers who provide interpretive information, or information could be provided to visitors for self-guided tours through brochures and websites. Examples of attractions that have the potential for becoming part of a regional tour are:

- Railroad museums and attractions (e.g., Central Square RR Station Museum, Garden Railway, Oswego Railroad Museum, etc.);
- Scenic areas (e.g., wetlands, forever wild areas, sand dunes) for activities such as photography, wildlife viewing and birdwatching, and hiking;
- Historic landmark tours (e.g., cemeteries, forts, museums); and
- Haunted building or cemetery walks.

Enhance business diversity in Central Square. Central Square is noticeably lacking in two specific types of recreation-related businesses: 1) restaurants that serve alcohol, and 2) lodging facilities. Restaurants that serve alcohol are limited to establishments in Brewerton and areas further from Central Square, which encourages both residents and locals to seek restaurants outside of the village; the same situation applies to hotels, campgrounds, and lodging accommodations. By collaborating with local property and business owners, the village could pro-actively develop a plan that allows for the creation of new restaurants and lodgings. It is

important that careful zoning remain in place during any development to ensure that the quaint appearance of the village be maintained.

Enhance coordination between events. Coordination of scheduling among events could increase attendance at attractions and events interested in expanding. Information and incentives can be offered to attendees at one event in order to encourage attendance at other nearby events (e.g., coupons, admission/fee waivers, complimentary services, packaged lodging/restaurant deals). Maps can be created to show visitors where the attractions are located. Examples of events and activities that have the potential to benefit and/or expand from coordination and cross-promotion are:

- Speedways (Brewerton, Fulton, and Oswego);
- Agritourism events (e.g., Apple Festival, local farmers' markets, and craft shows); and
- Outdoor recreational activities (e.g., snowmobiling, snowshoeing, hiking, biking, hunting, fishing, etc.).

Improve wintertime activities and promotions. Wintertime in central New York can be quite long, but the large influx of snowmobilers into the community make this a suitable time to offer unique promotions designed to attract snowmobilers to the area. Making package deals that entice snowmobilers to come to Central Square could increase visitation. Creating accessible wintertime activities in the community and surrounding area would also encourage longer, overnight visits to the area. For example, installing an outdoor ice skating rink at either the school complex or in Goettel Park would attract both residents and visitors. A winter carnival could also help both residents and visitors enjoy the incredible snowfall of the area. Host cross country skiing events that utilize the completed Central Square Trail System.

Pursue funding for renewable energies. Apply for grants and funding opportunities that would allow for the integration of energy efficient, renewable technologies in the village, while helping to eliminate the carbon footprint and annual energy costs of public buildings. There are also cost-sharing initiatives and grant opportunities that could benefit rural communities such as Central Square who have proportionately-high energy costs. Although some of these grants have currently expired (Table 23), new funding opportunities through these grant sources become available on an annual basis.

Table 23. Federal grant opportunities available to assist rural communities with energy costs and energy efficiency needs.

Name of Grant	Funding Opportunity Number	Post Date	Close date	Funding Type
Assistance to High Energy Costs in Rural Communities	RD-RUS-HECG15	10/28/2015	12/14/2015	Grant
REAP Energy Audit and Renewable Energy Development Assistance Program	RDBCP-REAP-EA-REDA-2016	10/13/2015	2/1/2016	Grant

Promoting the Village

Enhance the village website. Updating the village's website will create a positive first impression with potential visitors, and will be a useful resource for residents. Brightening the colors, font type and text size are small improvements that will make the website visually more appealing. The village's mission statement and unique history should be clearly stated. The website can showcase many of the photos as a slideshow on the homepage, or as background photos for webpage links. Links to webpages should be easy to find and descriptive. Including social media links is one way to connect to both potential visitors and residents, as well as to provide village updates and events.

A "tourism" link could be created off of the existing village website for tourists and for residents. Similar to Oswego County Tourism's website, Central Square could create a site that promotes its attractions, businesses, and rural setting. Creating video tours, live-feed video of the parks, and comment sections are interactive tools that will connect the village to visitors and residents. Providing downloadable trail guides, brochures, and self-guided activities will be a way for the village to attract, inform, and educate visitors about the unique resources and the history of the Village of Central Square. The following menu links for this village tourism website are recommended:

- History (should include information about the village's history as well as historic walking tours);
- Parks (this webpage should include a detailed description of their unique features and facilities);
- Museums (Railroad museum and Village Historical Collection);
- Restaurants;
- Specialty shops;
- Lodgings (if new ones open);
- Detailed village map (this map should show all businesses, parks, and attractions; see below).

If website changes cannot be completed by current staff, it is recommended that the village hire a web designer or have the website redesigned as part of a student or scout project.

County-wide promotions. Oswego County has a well-designed and maintained website that promotes county-wide attractions and events. Central Square could collaborate with the County in an effort to increase its presence on the county website by promoting its natural areas and parks, attractions, and events. Direct links to Central Square's website or links leading directly to the Village's attractions would increase awareness of what Central Square has to offer and encourage people to plan a visit. In addition, brochures for Central Square's attractions should be made available for visitors at Oswego County's Visitor Center to increase visitation to Central Square's attractions. Partnerships with regional businesses could also provide information to visitors or patrons via word of mouth, or incentives (e.g., coupons, admission fee waivers, complimentary services) that encourage visitors to visit Central Square. These collaborations and partnerships should be a joint effort in which Central Square, Brewerton, and Oswego County all benefit.

Create a detailed village map. Creating a village map that highlights local businesses, parks/trails, and attractions, and posting this map on display kiosks at major access points throughout the village, could encourage visitors to explore the village a little more. Two kiosks in Crossroads Park are currently blank or underutilized; adding new kiosks near the parking areas at the Village office building, Railroad Museum, and Goettel Park should also be considered. Installing brochure holders to these kiosks could make it possible for visitors to take information away with them. Local businesses could sponsor the maps and new kiosks in exchange for the listing of their name on the sign as a sponsor. Having these maps at important visitor access points would increase the visibility of local businesses and attractions to visitors. The placement of maps at Crossroads Park could be particularly important if this park becomes a parking access point for snowmobilers (the map would provide important information on where to obtain gas or stop for a snack). In warmer months, the map would help visitors find their way along the proposed trail system, and to local businesses. A virtual version of this map should be made available on the Central Square website.

Install light pole banners. Existing light poles in the village could be enhanced to support the businesses in the village. Adding flowers and banners, each with the name of a different business in the village, could make both residents and visitors aware of the unique businesses in the village. As people are driving into the village, their eyes will be drawn to the light poles that are now more visually appealing and now they will see the name of a business that perhaps they never knew was there.

Information placement. Distributing brochures about the village at local businesses requires little to no resources by the businesses in terms of staff hours, money, or space. Businesses that choose to participate would provide space for displaying varying forms of informational literature and flyers about Central Square and its attractions. This literature could include brochures on the history of Central Square, the Railroad Museum, the new trail system, and local events. Recommendations for businesses that may be inclined to participate in this type of activity include Days Inn Brewerton, local diners, and Brewerton Speedway.

Create “packaged” opportunities for visitors. Businesses can team up with the Village of Central Square to create attractive promotional offers that will draw visitors to the village. Package deals should be based on existing aspects of the village that could benefit from an increased number of visitors by offering visitors either discounted rates or easy options for planning a visit to the village. These types of package deals could be especially useful after snowmobiling opportunities have been enhanced in the village. Other options for packaging could include local museums, events, and retail stores. Businesses that may be interested in this type of packaging include local lodging businesses, restaurants, and Brewerton Speedway.

Create a “Trail Challenge” program. “Trail Challenge” is a fun activity for any age group that involves having individuals document (with photos) the use of different sites along the newly developed recreation trail in exchange for deals and discounts at local restaurants. For example, a visitor who takes a “selfie” at five different landmarks along the trail could receive \$1 off their meal at a local diner. This program would encourage locals and visitors to use the new trail and provide local restaurants with business at the same time.

Festivals and Events

Expand the farmer's market in Crossroads Park. Booths and tables could be set up every Saturday morning from June until November to host a farmers' market in Crossroads Park. Residents and members of surrounding communities could bring their locally grown fruits and vegetables, homemade canned foods, dairy products, processed meats, and other products. Residents would no longer have to drive into Syracuse for a farmer's market, and could shop or sell their goods within the comfort of their own village. The farmer's market would promote community togetherness as well as bring money into the community from outside sources.

Host trail-related events. Use the newly created trail system to host marathons or other fitness-related events. Existing events such as the Patriot Run could utilize portions of the new trail system once it is complete. Larger events like the Tough Mudder could also be considered for areas in Central Square that can tolerate larger impacts.

Organize sportsmen's shows. Goettel Park could host a sportsman show in the spring and fall seasons to showcase Central Square's active outdoor community. The spring show could host different fishing and boating vendors, highlighting their preferred equipment and fishing techniques; a hunting show could be established in the fall to do the same. Professionals could be brought in to teach safety and skill development courses, and issue appropriate licenses.

Resident and Visitor Safety

Encourage visitor and resident safety at all public facilities. Local facilities and attractions often need to go through repair and construction in order to keep them at their best for residents and visitors. During times of repair, it is recommended that facilities temporarily be shut down to visitors, until they can safely be opened again. This recommendation applies to train cars currently under restoration at the Railroad Station Museum, as well as trails within the village as they enter the construction or improvement phase.

Improve trail surfaces. Residents stated (in the Central Square resident survey) that trails were often times muddy in some of the parks. Parks such as Ada Powell Smith Park have a wood chip surface that suits the “forever wild” status of the park; this surface is currently maintained by the village with assistance from local Boy Scout troops. It is recommended that new wood chips be applied to this trail on an annual basis in the spring. The trail in Crossroads Park has a grass surface that is prone to poor drainage and erosion. It is recommended that the village consider removing the grass and applying a 6” deep path of gravel (four inches of course gravel covered by 2 inches of fine gravel). This type of surface will be suitable for individuals with disabilities, and will hold up better in the spring as the snow begins to melt off. Currently, the trails along the powerlines in the village are used by snowmobilers. These trails are in poor condition due to erosion and need to be resurfaced with gravel as well. During the winter months, it is important to work with local snowmobile clubs to properly groom and maintain trails used by snowmobilers. Improving the condition of the trails will improve resident use of the current trail system within Central Square.

Add Department of Public Works (DPW) personnel. Currently, there are four personnel (plus one seasonal employee) that are employed by the village of Central Square under the DPW: one supervisor and two general workers (one works mostly in the water treatment facility). With the village’s DPW so critically understaffed, it is difficult for the village staff to complete tasks quickly. Optimally, about six personnel are needed in the department to cover all necessary tasks efficiently and effectively: one person to act as supervisor, one to work in the sewage treatment plant, one to manage the cemetery, and three general employees.

Increase number of volunteer maintenance staff. If it is not feasible to hire new DPW staff, it is recommended that volunteers be utilized to assist with village maintenance. Putting together a committee to help organize volunteers would certainly be a plus for small tasks that do not necessarily require special training or education (i.e., park trash clean-up and raking leaves in the cemetery). Several existing groups could provide the volunteer support needed. High School students in the National Honor Society need volunteer hours to stay in the club. The Rotary Club in some communities sponsors an “Interact” club for students 12 to 18 years old who are interested in doing community service; this kind of club could be started in Central Square. Other ideas include creating a BOCES level course structured around village management. Finally, have different groups like Boy Scouts, Girl Scouts, and other youth organizations “adopt a trail” for annual maintenance purposes.

Hire emergency service personnel. Volunteer emergency service personnel provide an important service when budgets are tight; however, volunteer positions are most effective as a

supplement to hired staff. There should be at least five to ten full-time emergency service personnel per department to make sure that nothing goes unstaffed during a state of emergency.

Pursue community service grants and funding. Apply for grants that would assist in providing community services, such as fire prevention, waste management, and economic planning for future industries and needs (Table 24). Utilize federal and state government funding to maintain and provide for a better infrastructure and economy.

Table 24. Below are some federal grants that could be applied to community services such as waste management, safety services, and economic and community planning.

Name of Grant	Funding Opportunity Number	Post Date	Close Date	Funding Type
-Solid Waste Management Program FY16	SWMFY16	10/01/2015	12/31/2015	Grant
-Planning Program and Local Technical Assistance Program	EDAPLANNI NG2012	08/03/2012	Ongoing	Grant
-FY Assistance to Firefighters Grants (AFG)	DHS-15-GDP-044-000-99	11/30/2015	01/15/2016	Grant

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APPENDICES

Appendix A. Results of the Central Square resident survey (article submitted to the Central Square quarterly newsletter).

“Results from the Village Parks Survey”

By Diane Kuehn, Associate Professor, SUNY College of Environmental Science and Forestry

This past spring, the Village of Central Square collaborated with SUNY ESF to complete a survey about how residents use the parks in Central Square. The survey was written and analyzed for free by SUNY ESF staff. Village residents were sent the questionnaire in their quarterly village newsletter. Of the 580 households that received the questionnaire, 47 completed and returned it to the village office. Due to the limited number of responses, these results should be used as an indication of resident views concerning the parks, rather than being completely representative of the views of all village residents.

Respondents indicated that they had resided in Central Square for an average of 31 years (range: 1 to 78 years of residence). The average age of respondents was 65, and ranged from 27 to 91 years old. The majority of respondents (56%) were female. Twenty-seven percent of the respondents had children who currently attend local schools.

Of the 47 respondents, 89% (42 respondents) indicated that they had visited one or more of the parks in the village at least once in 2014. For these 42 respondents, the park they visited most often in the village was Goettel Park; 84% of the 42 respondents used this park in 2014 primarily for concerts, festivals and events, walking, playground use, and picnicking. Hillside Memorial Cemetery and Park, adjacent to Goettel, received the second highest percentage of visits by respondents (74%); walking and funeral-related activities were the primary activities at this site. The outdoor sports fields and track facilities at PV Moore High School, CSI, and Millard Hawk Primary were next, receiving visits from 28 respondents; watching sports events, walking, and playground use were the most common activities. The fourth most-visited facility was the Oswego County Recreation Trail, receiving visits from 20 respondents; walking, walking dogs, jogging/running, and snowmobiling were the most common activities on this trail. The parks visited by fewer respondents were Crossroads Park (17 respondents visited in 2014) and Ada Powell Smith Park (12 respondents visited), both of which were used primarily for walking. With regard to history-related attractions in the village, 11 of the respondents indicated that they had visited the Central Square Village Historical Collection (in the Village Office Building) in 2014. Thirteen respondents had visited the Central Square Railroad Station Museum in 2014; 22 had visited this museum at least once in the past five years.

Twenty-two respondents wrote in suggestions for the parks. Comments include: improve and add connections (sidewalks) between the parks; expand the facilities in Goettel Park (add ice skating rink, expand playground, add carry-in/carry-out trash facilities, expand pavilion, obtain new PA system, add volleyball court, add community center); improve park and trail accessibility for older citizens and those with physical disabilities; improve signage for the parks; improve trail surfaces (eliminate muddy conditions); establish a speed limit for off-highway vehicles on the

Oswego County Recreation Trail; and reduce the speed for motor vehicles through Goettel Park. Two respondents (who did not visit the parks in 2014) indicated that the parks are a waste of taxpayer money.

Using this information, the Ecotourism and Nature Tourism class at the SUNY College of Environmental Science and Forestry will be creating (free of charge) a recreation plan for the village of Central Square. The plan will include recommendations for improving connections between the parks, expanding park promotions and educational information, and enhancing the natural and historic resources of Central Square. The report will be completed by spring, 2016, and made available for free online through SUNY ESF's website.