



City of Niagara Falls, New York

P.O. Box 69, Niagara Falls, NY 14302-0069

September 8, 2021

NIAGARA FALLS PLANNING BOARD

Recommendation to City Council Encroachment

✓	Approval
	Approval with Conditions
	Denial

Pursuant to action taken by the Niagara Falls Planning Board on the 8th day of September 2021, the outcome is as follows:

NAME OF OWNER: Grayline Niagara Falls

ADDRESS OF ACTION: 3rd Street Niagara Falls, NY

PURPOSE: Request of encroachment agreement for signage on 3rd Street

The Planning Board hereby recommends the approval of this encroachment request.

DATE: September 8, 2021

• Tony M. Palmer, Chairman
Niagara Falls Planning Board

2021 SEP -9 AM 11:12

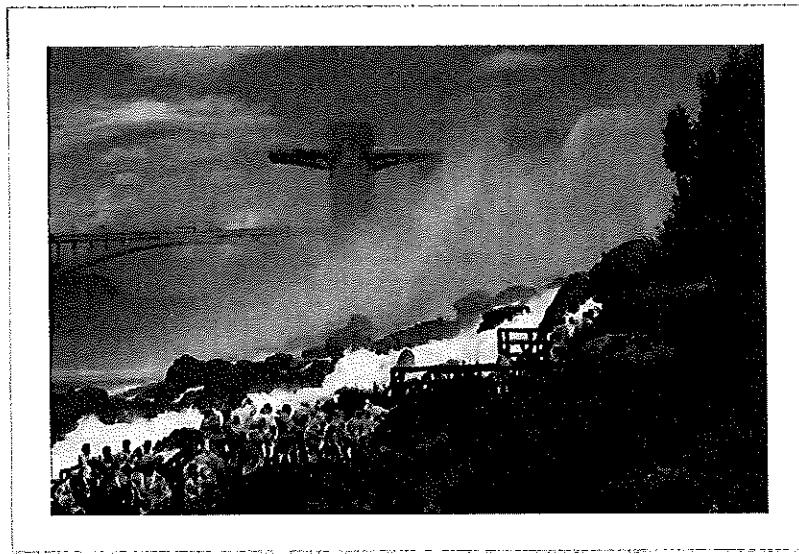


Niagara Falls • Buffalo

Niagara Majestic Tours presents:

Gray Line Niagara Falls

Hop-On, Hop-Off Sightseeing



Gray Line Niagara Falls / Buffalo Profile:

- In operations for 25 years
- Providing 5-star rates sightseeing tours of Niagara Falls, New York and Canada
- The operator of the Discover Niagara Shuttle over the last four years – a State-funded shuttle service connecting Niagara Falls with surrounding communities.
- Multi-year service agreements in place with three Colleges and one hospital (considered essential services during a pandemic)

www.graylineniagarafalls.com

INTRODUCTION:

Gray Line Niagara Falls/Buffalo (GLNF) recently acquired the rights to sell and operate tours from One Niagara Welcome Center at 360 Rainbow Blvd, Niagara Falls, NY 14303. This is a long-term arrangement (10-years) that allows GLNF team members to exclusively sell sightseeing tours to guests inside and on all four corners of the property.

The One Niagara Welcome Center is the busiest visitor center in New York State, with as many as two million visitors annually.

This opportunity allows GLNF to increase its market share of sightseeing by 30% immediately, with options to expand new experiences in the future.

Using the One Niagara Welcome Center as a tour start location allows GLNF to reduce the overall mileage for buses dedicated to this experience, and train drivers on a particular route, creating familiarity.

OBJECTIVE:

To implement a new Hop-On, Hop-Off Sightseeing experience within the core visitor district of Niagara Falls and Niagara State Park.

We are seeking approval from the Law Department in the City of Niagara Falls NY to place a sign on Third St. on the light post between 454-462, for a bus drop off and pickup location for a new Hop-on, Hop-off tour product we would like to offer visitors to Niagara Falls NY.

Our intent behind selecting this specific Third St. location for approval, in conjunction with our other available stops, is to provide convenience for our passengers to access the restaurants and businesses of our Third St. district. Included, you will find an image of a sample sign we use at our Vancouver BC location. The information will be different, as it will have our Gray Line Niagara Falls branding and verbiage.

TOUR DESCRIPTION:

This new service is designed to highlight our entire downtown corridor while providing our visitors with information as well as making more of our local businesses easily accessible. We want to create a broader and more inclusive experience for our guests by creating a tour where people can get on and off of the bus at their leisure to explore the different parts of our city. We will be partnering with various local businesses to assist with drawing more guests to their front doors and offering multi-day passes with the ultimate goal of extending the visitor stay. Our tour will be able to be experienced over one day or split up between two days.

BUS ROUTING:

- Est. mileage per bus per day: 90 miles daily, including to and from the bus yard
- Est. number of buses per day: 2-4 buses daily
 - Two buses to be used for daily operation, with additional vehicles added during peak days (Friday, Saturday, Sunday)
- Loading and unloading of guests at each stop is estimated to take approximately 90 seconds

SAFETY AND COMPLIANCE:

GLNF will implement a training program focused on the safe operations of the Route Master.

Buses will operate on the same route every day, allowing drivers to develop familiarity with the road, stops, and operating restrictions.

Gray Line Niagara Falls/Buffalo buses will be restricted to a route where the speed limit does not exceed 30 mph.

Safety Record

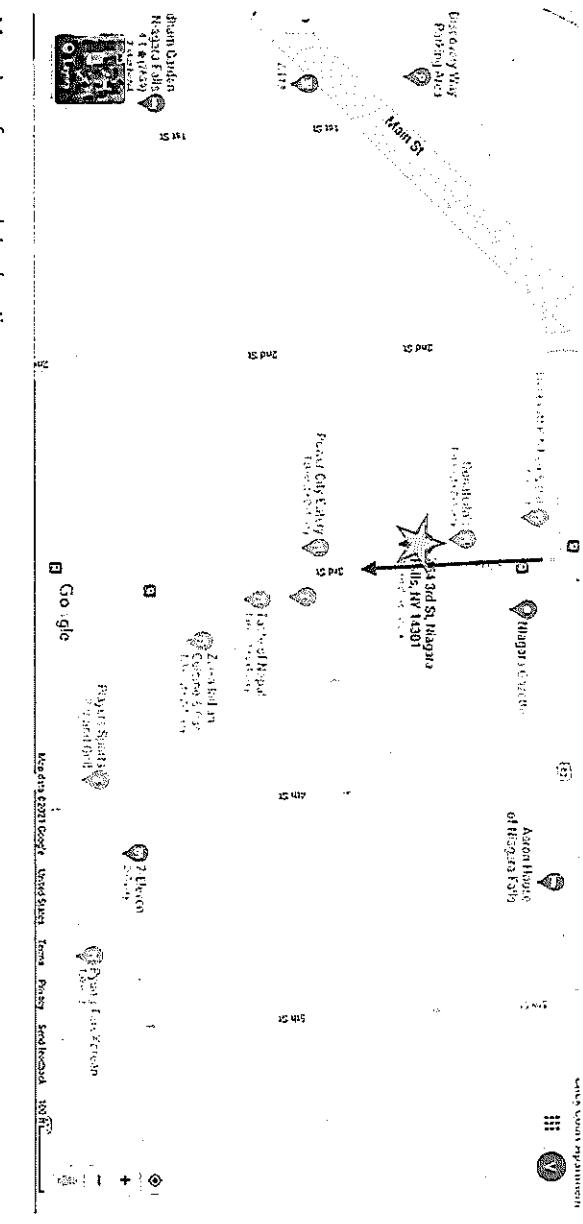
Niagara Majestic Tours, Inc is currently ranked among the highest in the state for safety standards. FMCSA Safer Web ranks us high in DOT Inspections, Out of Service Vehicles, and drivers. We have a perfect OOS Vehicles and Drivers rating due to Roadside Inspections.

We are proud of our safety rating, which drives a culture of safety within the organization, and which has seen continued improvement year after year.

Safety Management Driver Training

Raising the safety bar is our top priority. Working closely with our insurance provider, our team has reviewed and identified areas of needed training. We have implemented a robust program to ensure FMCSA compliance. We continue to enhance our program consistently, reviewing all the components of FMCSA regulations.

A Safety Management Team has been created to focus on implementing and maintaining our new standards, which will foster a "Safety Culture" for current and new drivers by way of continued education through ongoing training and testing.

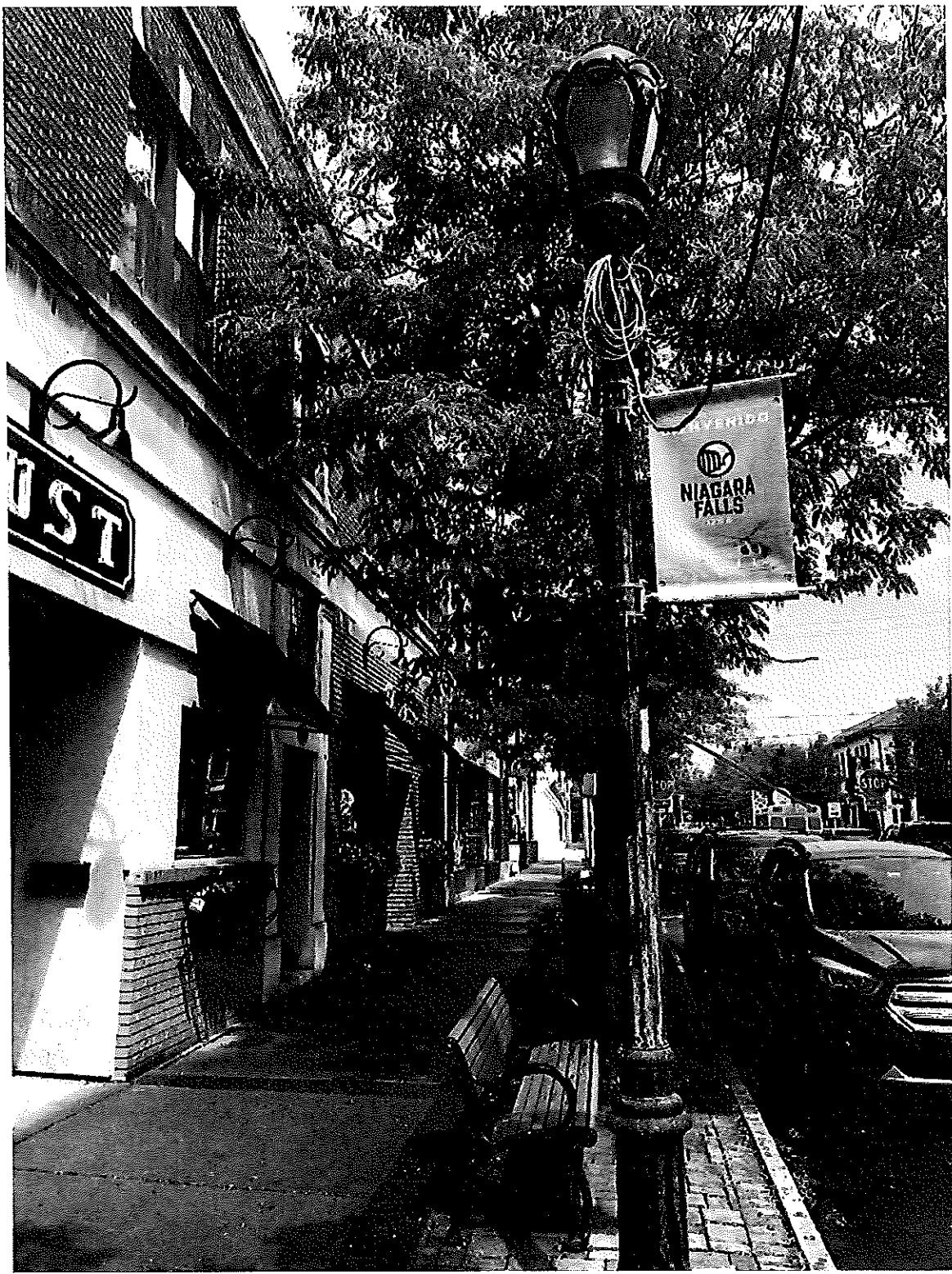


Map view of proposed sign location

ROUTE & SIGN IMAGES:



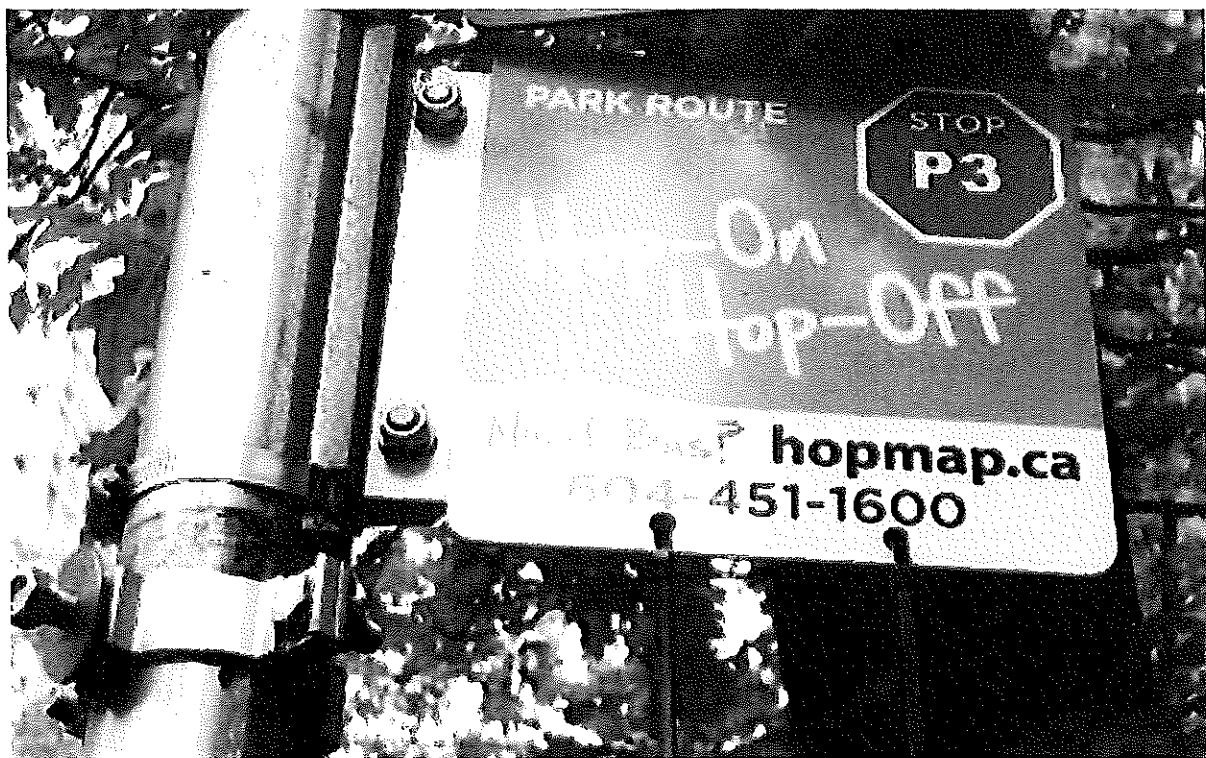
Full route Map, Stops Include: One Niagara Visitor Center, Discovery Center, Deveau State Park (not pictured), Aquarium, Third St Restaurant District, Third St Sheraton, Goat Island Bus Drop



GLNF sign hung just below DNFUSA sign



View of proposed signage from across street



Sample Street Sign used in Vancouver, will have relevant GLNF information instead

Sign dimensions: 8x8 inches, Hardware to attach the sign is approximately another 1-2 inches