

Executive Summary

An evaluation of the viability of 19 potential sites to serve as a satellite transit center addressed the following criteria:

- Transit functionality (routes, ridership)
- Market assessment (proximity to residences and activity-generators; commercial potential)
- Site suitability (vehicular and pedestrian access; availability of land)
- Partnership opportunities

Four sites were selected for further consideration: Mt. Hope Station (Strong Hospital); West Main Street; Brighton 12 Corners and CityGate. The potential for the Lake/ Ridge site to be developed for transit in conjunction with economic development should be addressed in a future study.

Six sites were recommended for enhancements:

- Medley Centre (Irondequoit)
- Irondequoit Plaza (Irondequoit)
- Greece Ridge Mall (Greece)
- Marketplace Mall (Henrietta)
- Monroe Community College (Brighton)
- Winton Road/ East Avenue (Rochester)

In addition to sufficient platform loading space for buses, the satellite transit center design needs to include indoor waiting area, ticket booth or kiosk, real-time bus schedule information video security system, benches, bicycle lockers, trash receptacles, pedestrian access, parking and landscaping. A building of approximately 10,000 square feet is recommended to accommodate ancillary commercial or service uses in addition to space for passenger waiting and ticket sales. Anticipated costs include land acquisition, demolition and site preparation, site development, construction, and design/legal/administrative fees.

Mt. Hope Station

The preferred site would be part of the proposed “Collegetown” development on the east side of Mt. Hope Avenue between Crittenden Blvd. and Elmwood Ave. Alternative sites are located along the west side of Mt. Hope Ave. and the south side of Crittenden Blvd. A transit center at Strong would need to require loading space for 8 buses at any one time. Four alternative conceptual designs for the Collegetown site and one each for the two alternative locations were prepared. Costs are estimated at \$8-9 million. Joint development is encouraged in conjunction with the private development of Collegetown.

RGRTA Satellite Centers Study

West Main Street

The preferred site is located at Bullshead Plaza, located southwest of the intersection of West Main and Genesee Streets. A transit center in this location would require four bus bays. Several off-street and on-street designs were considered. The most effective design from a transit operations perspective would require the demolition of a portion of the Bullshead plaza building. Costs are estimated at \$14 million.

Brighton 12 Corners

Enhanced bus shelters are recommended, utilizing Town-owned land in the “triangle” at the center of 12 corners. Custom designed and constructed shelters are recommended.

CityGate

A transit center with three bus bays is recommended to be constructed in conjunction with a parking structure. A joint development agreement with the developer of CityGate is recommended.