

the hamlet. Due to the width of the right-of-way along Route 21, the roadway enhancements end at the Town Hall.

To minimize the fiscal impact of this project, phasing of the work is proposed. It is recommended that the project be separated into four phases of varying time frames, and sequenced based on priority. A brief summary of the work included in each phase is described below.

#### **Phase 1**

Action: Landscaping and signs installed at the Routes 21 & 104 intersection, Tuckahoe Road, and Pound Road.

#### **Phase 2**

Action: Reconstruction of small sections of Ridgeway Street and Route 21.

#### **Phase 3**

Action: Construction of the colored, flush median along Route 104.

#### **Phase 4**

Action: Selective installation of street trees along Route 104.

In addition, the Corridor Study has identified potential sources for grants and other funding to implement the recommendations outlined above.

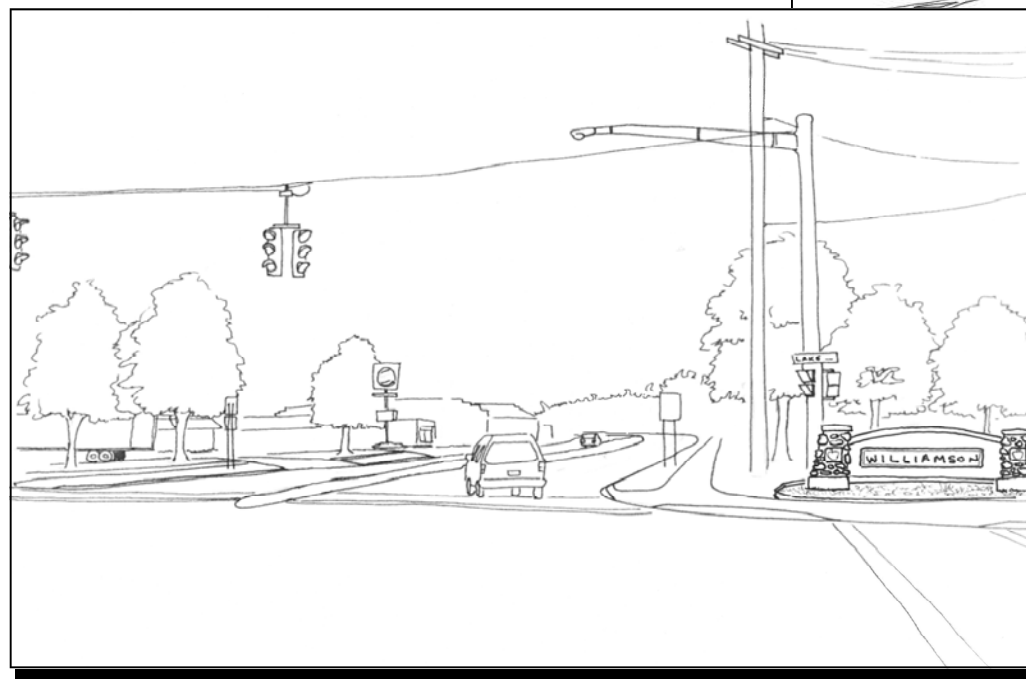
#### **Long Term Consideration**

The construction of the raised median, should it be warranted in the future by the Town or NYSDOT, should be designed according to the recommendations contained in this study.

The Town of Williamson and citizen volunteers have worked hard over the past few years to develop a shared community vision. Residents hope to enhance Williamson's identity, revitalize Main Street (Ridge Road), and maintain its rural, small-town charm while attracting businesses. The Route 21 & 104 Gateway Study is a significant step in the planning and design process because it defines which aspects of the community's Vision Plan are actually feasible. Working collectively with the residents and business owners of the community, the Town can use the recommendation of this study to continue to effectively improve the Route 104 corridor.



*Conceptual sketch of Route 21 looking north towards the Route 104 intersection.*



*Conceptual sketch of Route 104 at the Route 21 intersection looking eastbound with a colored flush median, decorative light poles, tree plantings, and landscaped gateway sign.*

# Town of Williamson Route 21 & 104 Gateway Study

## Executive Summary

The Town of Williamson believes that a healthy and attractive town center contributes to residents' quality of life. The vitality of Williamson's central business district was adversely affected by the construction of the NYS Route 104 expressway, which diverted traffic away from the hamlet of Williamson.

The Town has developed a plan to revitalize and promote the future vitality of the area surrounding the hamlet, including the 21 & 104 intersection.

The planning process began with the completion of the 2005 Vision Plan for the Hamlet of Williamson led by the Williamson Charrette Committee with assistance from the Rochester Regional Community Design Center (RRCDC). The group held a design workshop, known as a "charrette." This event, open to the public, engaged residents to establish an overall vision for the community and the hamlet. Graphic area plans were developed to illustrate the proposed concepts and design elements developed in the charrette.

In spring 2007, the Town received federal funding from the Genesee Transportation Council to study the NYS Route 21 & 104 intersection and the surrounding area. The study's main goal was to identify feasible strategies to improve the overall appearance and function of the area.

The gateway study recommendations provide the Town with a feasible, phased, long-term plan to accomplish the following goals:

1. Create a visually attractive hamlet/town center gateway on Route 104;
2. Direct Route 104 motorists to the hamlet's commercial area along Ridge Road;
3. Enhance the business climate in the hamlet center;
4. Reduce traffic speed and improve safety at the Route 21/104 intersection; and
5. Improve linkages at the Route 104/21 intersection between the Route 104 corridor and the hamlet center.



*James D. Hoffman*  
Town Supervisor

A conceptual gateway and corridor plan was developed using input gathered from the community, the Steering Committee, and the 2005 Vision Plan. In addition to these sources, the consultant analyzed other design factors, including existing traffic data, dimensions of the public right-of-way, existing natural and physical features, construction costs, and New York Department of Transportation (NYSDOT) highway design standards. The consultant found that the following design features are technically feasible:

**Center Median.** The community indicated in the 2005 Vision Plan that a raised center median along Route 104 would be beneficial to slow traffic and visually distinguish this area along the corridor. A two-tiered, raised center median is technically feasible on Route 104 east and west of the Route 21 intersection as shown in the drawings below.

However, a flush, colored median is the preferred recommendation for the entire corridor, due to truck traffic and the number of businesses in the area. This alternative would

achieve some of the objectives articulated by the community and steering committee such as narrowing the visual field while reducing the amount of black asphalt within the study area. Combining this treatment with the other improvements (signage, plantings, etc.) will serve to increase driver attentiveness, calm traffic, and convey a sense of local pride.

The installation of a raised median may be warranted some time in the future if accident rates and traffic volumes increase and would ultimately be determined by the NYSDOT. The design recommendations for the median will be useful to the community in order to convey the appropriate appearance and character to the NYSDOT if the need for the raised median arose.

**Welcome Signs.** A series of signs is proposed to welcome motorists and visitors to the Town of Williamson and lead them to the hamlet business district. Welcome signs are proposed at Tuckahoe Road and Pound Road, the outer extents of the corridor study. Approaching the intersection, a second set of signs would

inform visitors about upcoming community events and direct them to the Williamson Hamlet business district and the historic, lakeside hamlet of Pultneyville located to the north.

At the south side of the Route 21 & 104 intersection, a pair of large stone signs monument each corner of Route 21, providing a gateway to the hamlet and lending a visual identity to the center of town.

**Trees and landscaping elements.** New landscaping is proposed in the right-of-way of Williamson's Route 104 commercial corridor to improve the appearance of the area and visually distinguish it as a special district. Roadside trees are also proposed along both sides of Route 104 between Tuckahoe and Pound Roads. The existing highway right-of-way allows ample room for trees located to meet NYSDOT vehicle safety standards and allow adequate vision for turning maneuvers.

Tree spacing and species selection were investigated to ensure visibility of businesses would not be obstructed. Roadside trees offer the additional benefit of encouraging slower speeds because they visually reduce the width of the roadway. Roadside trees also reinforce the rural character of the Town.

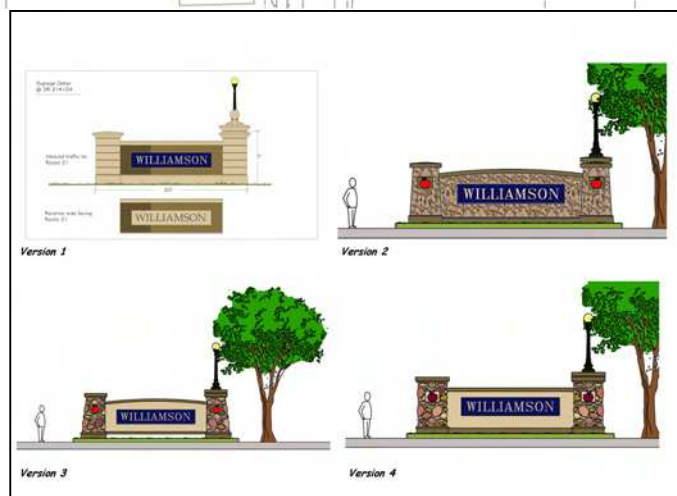
Trees and landscaping are also proposed at the gateway signs at the 21 & 104 intersection and at Tuckahoe and Pound Road. Enhanced landscaping at the four corners surrounding the Route 21 & 104 intersection strengthen the identity and character of this area and serve as a formal backdrop to the gateway signs.

Because the Town of Williamson is known for its orchards, this foundation of the Town is mirrored with symbolic "orchards" of trees at Tuckahoe and Pound Road.

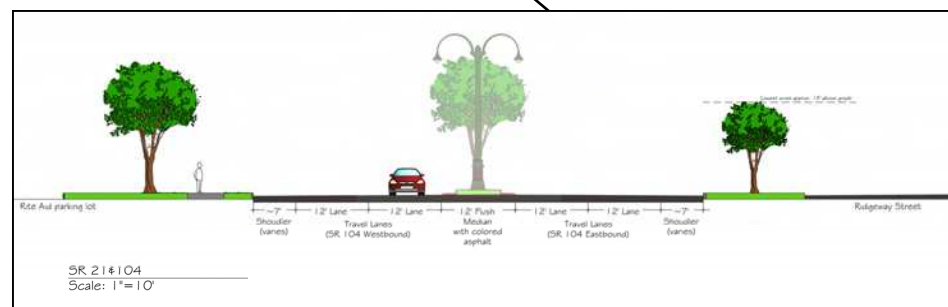
Street trees and pedestrian scale lighting are also proposed along Route 21 leading south to



The recommended option, - a flush median as seen on Lake Avenue (above). A raised median on Route 104 in Rochester (bottom).



Various examples of the "monument style" gateway sign at the intersection.



Section drawing of Route 104 with a flush median and trees. The transparent image highlights what the street could potentially look like with a raised center median should one be recommended by NYSDOT.



Close up of the Route 21 & 104 intersection showing a colored flush median, trees, and corner treatments.