GENESEE TRANSPORTATION COUNCIL

RESOLUTION

Resolution 10-81 Accepting the report, Brown’s Square Circulation, Accessibility, & Parking Study, as evidence of completion of a component of UPWP Task 6800

WHEREAS,

1. The FY 2010-2011 Unified Planning Work Program includes funding in Task 6800, Circulation, Accessibility, and Parking Program, to conduct transportation studies to identify recommendations that improve livability and economic vitality in individual villages, city neighborhoods, and hamlets in the region;

2. The Brown’s Square Circulation, Accessibility, and Parking Study was conducted for the purpose of identifying physical and operational improvements and regulatory changes to enhance traffic circulation, accessibility, and parking for all transportation system users in this City of Rochester neighborhood;

3. Said Study included documenting current and projected future transportation conditions, identifying shared goals for the neighborhood, assessing needs based on said conditions and goals, and developing and evaluating specific alternatives, along with implementation and funding options;

4. Said Study has been completed and has resulted in the report, Brown’s Square Circulation, Accessibility, and Parking Study, which includes recommendations to be advanced to improve livability and economic vitality; and

5. Said report has been reviewed by GTC staff and member agencies through the GTC committee process and has been found to be consistent with the goals, objectives, and recommendations of the Long Range Transportation Plan and worthy of further development.

NOW, THEREFORE, BE IT RESOLVED

1. That the Genesee Transportation Council hereby accepts the report, Brown’s Square Circulation, Accessibility, and Parking Study, as evidence of completion of a component of UPWP Task 6800; and

2. That this resolution takes effect immediately.
CERTIFICATION

The undersigned duly qualified Secretary of the Genesee Transportation Council certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the Genesee Transportation Council held on December 9, 2010.

Date ________________________________

ROBERT A. TRAVER, Secretary
Genesee Transportation Council
Executive Summary

STUDY PURPOSE/ OBJECTIVE:
The purpose of the Brown’s Square Circulation, Accessibility & Parking Study is to develop feasible transportation planning and design concepts that will improve circulation, accessibility, and parking for pedestrians, bicyclists, and motorists. This plan will aid officials in guiding future development in such a way as to achieve a balance among modes of transportation and land uses and to promote Brown’s Square’s goals as stated in its Neighborhood Plan.

STUDY AREA:
The study area is bounded by Lyell Avenue and White Street to the north, I-490 to the South, the Genesee River to the east, and Orchard Street to the west. Within these boundaries there are two thriving sports venues, the Soccer Stadium and Frontier Field, as well as the historic High Falls district.

COMMUNITY ENGAGEMENT PROCESS:
Public input is a critical component of any neighborhood plan. Resident’s opinions provide invaluable insight and information. A public workshop was held on July 21, 2009, at which time the consultants provided an overview of Transportation, Land Use, Streetscape Planning and Urban Design concepts. The group provided valuable insight on how they would like Brown’s Square to look and feel. A second public meeting was held on May 18, 2010 to present the recommendations of the study to the residents of Brown’s Square.

COMMUNITY OBJECTIVES:
The information gathered at the public meeting has proven to be instrumental in identifying transportation, land use, and urban design related issues, opportunities, and the potential for improvements throughout the neighborhood. This study employs several guiding principles tailored to the unique challenges faced by Brown’s Square. These guiding principles are:

- Enhance the pedestrian experience along major pedestrian routes
- Enhance parking facilities to better integrate with the neighborhood
- Construct gateways to announce the arrival to Brown’s Square, and
- Focus on the Brown’s Square neighborhood by building on its strengths

Land Use & Regulatory
The existing industrial uses within the study area create an inconsistent streetscape and serve as a barrier between the neighborhood to the west and the destinations to the east. The neighborhood should require more refined level of design for industrial uses in the area. The City may want to consider a long term strategy that includes the relocation of the industrial uses along Oak Street to areas outside of the neighborhood and the re-
zoning of the industrial district along Oak Street. It is recommended that the area be zoned for and developed with higher density residential or mixed use.

Streetscape and the Pedestrian Realm
It is recommended that future improvements to any street within the Brown’s square neighborhood be consistent with the character objectives and guidelines as outlined in the Center City Master Plan. The 2003 Center City Master Plan includes a street typology section with recommended cross-sections and treatments. The Plan includes five street designations: neighborhood street, district street, city street, Main Street, and boulevard. Using these designations as described in the Center City Master Plan, each street within the study area was mapped and is shown in the graphic to the right. Refer to page 54 for a larger map.

Celebrate the Neighborhood
Develop a unique neighborhood theme based on historic and existing assets and celebrate it through design and promotions. The process to develop the theme should be collaborative and include residents, business owners, City staff, and other neighborhood stakeholders. The theme should identify and utilize the unique neighborhood attributes and could include design features such as signs, plaques, banners, lights, etc. Preliminary ideas to consider in developing a theme include:

- Brown’s Square Park
- Irish heritage
- Erie Canal
- Kodak
- Zweigel’s
- Frontier Field and the Soccer Stadium
- Others
Develop Oak Street as an Attractive and Pedestrian Friendly Neighborhood Connector

Oak Street was identified in the Brown’s Square Neighborhood Plan and by participants at the Design Workshop as an important pedestrian link between the High Falls District, Frontier Field and the parking areas around it, and the Soccer Stadium. Although community members stated that they do not want sports to be the dominating theme for Oak Street they do want an attractive, pedestrian friendly urban neighborhood street with street trees, pedestrian scaled lighting, well defined crosswalks, street furniture, and thematic design features indicative of the Brown’s Square neighborhood. They also want multi-story buildings that engage the street and parking areas located in the rear or side yards. There is also a desire for residential uses either as a component of mixed-use buildings or high density residential, such as row or townhouses (see land use recommendations on page 51 for further details).

Public Transit

To maximize ridership and user experience, public transit should be as accessible as possible to visitors and residents of Brown’s Square. Transit stops should be clean, properly located, and visually identifiable. Upgraded or custom transit shelters should be considered at identified neighborhood gateway locations and other high volume nodes.

Example transit shelter
**Re-align Dewey/Broad**
There are two ways in which Dewey and Broad can be re-aligned to create a single four-way intersection as opposed to offset “T” intersections. Option A would involve shifting the alignment of Dewey to the west to meet the existing Broad/Lyell intersection. Option B requires a shift in the alignment of Broad St to the east to align with the existing Dewey/Lyell intersection. Planning level analyses indicate that both options are feasible, however, a more detailed engineering study is required to determine how well either option would operate. At the current time, Option A is the preferred alternative of the City.

**Saratoga & Verona Improvements**
Streetscaping and other traffic calming improvements are planned for Saratoga Avenue and Verona Street to address the residents’ concern about high travel speeds and improve the general safety and aesthetic of the residential neighborhoods. The improvements will include three mid-block curb extensions and intersection curb extensions on Saratoga Avenue at Smith Street. It is advised that the recommendations from the Monroe County Pedestrian Safety Study (2003) be implemented along with the traffic calming and streetscaping measures on Saratoga and Verona. This would include the installation of high visibility crosswalk markings on the eastbound approach to the Lyell/Spencer intersection.

**Convert One-way Streets**
Conversion of one-way streets back to two-way operation is feasible based upon a preliminary assessment of capacity. Consideration should be given to converting some (or all) of the one-way streets to two-way, including Morrie Silver Way, Brown Street, Plymouth Avenue, and Verona Street between Jay Street and Morrie Silver Way. The streets no longer require the additional capacity granted by the one-way streets and the conversions would result in reduced speeds and possibly narrower crossing widths for pedestrians if it is determined that lanes can be removed for the installation of curb bumpouts. This alteration will improve wayfinding and make the neighborhood more navigable. A follow-on study that includes more detailed and comprehensive safety and operational investigations will be required to advance this recommendation.
Executive Summary

**RECOMMENDATIONS: (CONTINUED)**

**School #5**
Abandon the section of Verona Street adjacent to School #5 to allow the school to reverse the one-way direction and provide better circulation for school buses. This way, buses can be staged adjacent to the school without impeding the flow of traffic. This addresses resident concerns regarding bus staging on side streets.

**Traffic Calming**
The Steering Committee, guided by resident input, has identified 4 key roadways with perceived speeding issues. These include Broad Street adjacent to the Soccer Stadium, Plymouth Avenue adjacent to Frontier Field, Morrie Silver Way adjacent to Frontier Field, and State Street adjacent to the High Falls Garage. Speed studies at these locations have confirmed that 85th percentile speeds are 5-10 mph higher than the posted speed limits. It is therefore recommended that these locations be considered for traffic calming and pedestrian realm enhancements to improve the safety and enhance the comfort of pedestrians.

Applicable treatments include the provision of curb bump-outs, median refuge islands, raised crosswalks, textured pavement, painted intersection treatments, lane striping, and raised intersections. Ultimately, the goal is to slow down traffic, which will contribute to the success of the neighborhood as a pedestrian-oriented environment.
**Gateway Treatments**

The Brown’s Square neighborhood contains three major entertainment attractions: High Falls, Frontier Field, and the Soccer Stadium. Visitors and other through-going motorists should be “made aware” that they are entering a distinct and remarkable neighborhood. Unique gateway treatments would promote the neighborhood and serve to calm traffic. Gateway treatments can include a modern roundabout, a roadside sign, or an elaborate arch over the road such as the High Falls District sign on State Street. Potential gateway locations are depicted in Figure 28 on page 61.

**Parking Utilization**

According to field observations, the number of parking spaces in the area is more than adequate to support simultaneous events at both stadiums. The proximity, convenience and safety of parking deters patrons, not the availability of parking spaces. It may be beneficial to create new surface parking lots located in closer proximity to the Soccer Stadium. This would resolve issues related to parking proximity and perceived or real safety issues. In addition, new pedestrian linkages (see below) will displace existing parking spaces that could be replaced by new more proximate parking. Potential locations for new surface parking areas are shown on page 61.

Parking utilization can also be improved through wayfinding signage and improved pedestrian connections. Linkages to parking are also key to optimal parking utilization. Users must be able to conveniently walk from their parking space to their destination with the least amount of discomfort and effort. Pedestrian linkages should be provided through the Kodak parking lot between the High Falls garage and Frontier Field as well as to the north of the Soccer Stadium connecting the Stadium to Lyell Avenue via Oak Street. In addition, the possibility of providing shuttle bus service should be explored as a coordinated effort for both stadiums. Additional wayfinding signs should be located throughout the neighborhood as shown on the map in Figure 31 on page 62.
Executive Summary

Bicycling Connections

To make the neighborhood more accessible to non-motorized roadway users and increase resident opportunities for recreation, Brown’s Square should feature strong connections to the Genesee River Trail, which runs north/south directly through Center City. Bike lanes/space (depending on available width) should be provided on Jay Street and Vincent Street to connect the stadium to the Genesee River Trail at Smith and Vincent Streets. Jay Street is a major spine throughout both Brown’s Square and JOSANA (Jay Orchard Street Area Neighborhood Association) and can provide a necessary linkage for residents between neighborhoods and local attractions.

The map below shows locations for existing and proposed bicycle parking. The symbols on the map correspond to different types of bicycle parking shown below.
Executive Summary

Brown’s Square Recommendations

- Roadway improvements
- Bicycle infrastructure
- Pedestrian connections
- Pedestrian safety enhancements
- Gateway treatments
- Neighborhood attractions

- Streetscaping on Saratoga & Verona (planned construction spring 2010)
- Convert streets to two-way (additional study required)
- Reverse the one-way direction of Verona Street adjacent to School #5
- Address speeding issues with traffic calming treatments and pedestrian enhancements
- Strengthen pedestrian connection between the sports stadiums
- Provide a pedestrian linkage through the Kodak parking lot
- Provide gateway treatments
- Install identified pedestrian safety improvements from MCDOT Ped Safe Study
- Strengthen the pedestrian connection between the soccer stadium and Lyell
- Re-align Broad Street with Dewey Ave (two options, study required)
- Provide bike lanes on Jay and Vincent to connect to Genesee River Trail
- Extend Saratoga Ave between Jay and Smith St. (Neighborhood Plan)
- Relocation of industrial uses on oak and re-zoning of industrial district
- Strengthen pedestrian connections
- Leverage the sports stadium
- Leverage the assets of the High Falls gorge
- Strengthen connections between residential areas and the neighborhood
- Strengthen Oak St/Lay St node

General Recommendations (not depicted on map)

- Improve pedestrian environment in areas identified in order of priority
- Provide more bicycle parking at area parks, schools, and sports stadiums - see locations noted on map
- Improve pedestrian circulation through wayfinding signage, improved pedestrian connections, and shuttle bus possibilities (coordinated effort for both stadiums)
- Improve transit/sheltered and pedestrian access to stops
- Code changes as they relate to transportation and access
- Develop Neighborhood Design Guidelines that require a higher level of site and building design for industrial zoned properties within the study area
Implementation of the proposed recommendations is subdivided into three categories: immediate to near term (0-5 years), medium term (5-10 years), and long term (10-20 years). Many of the Immediate to Near Term recommendations can be implemented as part of ongoing maintenance and other programs while others in this phase of implementation are either relatively low cost modifications or funding for these types or improvements may be available. Medium Term recommendations require more planning and funding to implement and can likely be accomplished in the 5 to 10 year timeframe. The Long Term recommendations are generally more expensive and are likely to require significant planning to implement. It is noted that the longer timeframes may more closely align with typical timeframes of regional programs in the Transportation Management Area used for programming funding. Specific improvements may be made sooner as funding becomes available. Opportunities for funding and a description of the funding sources that are available are included in the final section of the full report.

**Example Short Term Recommendations**
- Strengthen pedestrian connection between the sports stadiums via Oak St through use of streetscape improvements, wayfinding, and thematic design features
- Improve transit stops/shelters and pedestrian access to stops
- Provide more bicycle parking at area parks, schools, and sports stadiums – See locations noted on map

**Example Medium Term Recommendations**
- Re-align Broad St with Dewey Ave
- Provide bike lanes on Jay St and Vincent St to connect to Genesee River Trail at Vincent and Smith Streets.
- Extend Saratoga Ave between Jay and Smith Streets (as illustrated in the Draft Neighborhood Plan)

**Example Long Term Recommendations**
- Consider a long term strategy that includes the relocation of the industrial uses along Oak St to areas outside of the neighborhood and the re-zoning of the industrial district along Oak St to support higher density residential and commercial uses
COST ESTIMATES:
The costs associated with many of the immediate to near term recommended improvements are relatively low and inexpensive. A number can be implemented with little or no cost, (e.g. enhanced crosswalk striping, landscaping, furnishings, wayfinding elements), while other recommendations require a more significant infrastructure investment. The cost for these as well as the for more substantial improvements such as the recommended Saratoga Avenue Extension were estimated based upon recent bid prices for comparable elements.

<table>
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<tr>
<th>RECOMMENDATIONS</th>
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<tr>
<td>Furnishings:</td>
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<td>Landscaping:</td>
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<td>Gateway Treatments, Wayfinding Signs, and Wayfinding Kiosks:</td>
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<td>Raised Crosswalk, Enhanced Crosswalks, and Curb Extensions:</td>
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<td>Re-stripe Jay Street with Bike Lanes:</td>
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<td>New Transit Shelters (4):</td>
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<td>Pedestrian Linkages (Kodak lots &amp; North Oak St):</td>
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<td>Reverse One-way Direction of Verona (School #5 block):</td>
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<td>Construct Saratoga Avenue Extension:</td>
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<td>Develop Neighborhood Design Guidelines:</td>
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<td>Develop SRTS Plans for Schools #5 &amp; #19:</td>
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<td>Conduct detailed analysis of Dewey/Broad Re-alignment Options:</td>
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<td>Study feasibility/desirability of Roundabout at Broad/Morrie Silver:</td>
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GENESEE TRANSPORTATION COUNCIL

RESOLUTION

Resolution 10-82  Accepting the Village of Arcade Main Street Corridor Study as evidence of completion of UPWP Task 6802

WHEREAS,

1. The FY 2010-2011 Unified Planning Work Program includes Task 6802, Village of Arcade Main Street Study, for the purpose of evaluating existing and future transportation and land use characteristics in order to identify alternatives for access management and improved character of NYS Routes 98 and 39 in the Village of Arcade;

2. Said Task included inventorying existing conditions, identifying challenges and opportunities, developing a concept plan and recommendations, and identifying costs, funding sources, and priority;

3. Said Task has been completed and has resulted in the Village of Arcade Main Street Corridor Study which identifies recommendations for: circulation and accessibility improvements; parking access, distribution, and connectivity improvements; streetscape and aesthetic improvements; gateway treatments; policy and regulatory strategies; economic development initiatives and incentives; and marketing and communications programs; and

4. Said Study has been reviewed by GTC staff and member agencies through the GTC committee process and has been found to be consistent with the goals, objectives, and recommendations of the Long Range Transportation Plan.

NOW, THEREFORE, BE IT RESOLVED

1. That the Genesee Transportation Council hereby accepts the Village of Arcade Main Street Corridor Study as evidence of completion of UPWP Task 6802; and

2. That this resolution takes effect immediately.

CERTIFICATION

The undersigned duly qualified Secretary of the Genesee Transportation Council certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the Genesee Transportation Council held on December 9, 2010.

Date ____________________________

ROBERT A. TRAVER, Secretary
Genesee Transportation Council

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EXECUTIVE SUMMARY

The Village of Arcade initiated this study as a follow up to its Comprehensive Plan and the 2005 Strategic Plan for Downtown Arcade. The purpose of this study is to develop feasible transportation planning and design concepts that will improve circulation, access management, and parking in the Village of Arcade for pedestrians, bicyclists, and motorists, consistent with general community goals and expectations. These concepts will also embrace economic and community development opportunities while respecting the scale, character, and context of the community. The study focus will be predominantly in the “Downtown” Arcade Main Street between the intersections of Route 98/North Street and Route 39/Hurdville Road. The three major facets of this study include improving circulation and access, parking and economic opportunities.

The products resulting from the corridor study will help the Village of Arcade coordinate land use and transportation objectives as each of the recommendations will take into consideration current and future development trends within and outside the Village boundaries. The study will allow the Village to explore and determine what transportation and land use improvements will most effectively preserve and enhance pedestrian access while maintaining the Village’s quaint, small-town character.

Incorporating the recommendations from the Village Comprehensive Plan and goals, the study will identify physical as well as regulatory opportunities for traffic calming concepts, gateway treatments, enhanced parking and access management, and improved pedestrian, bicycle, and vehicular circulation.

This study is defined in three major stages: establishment of existing conditions; identifying challenges and opportunities, development of concept plan and recommendations and the final piece identifies costs, funding and priority. The Main Street corridor was broken down into transects. A Transect is a system of ordering human habitats in a range from the most natural to the most urban. The Transect defines common physical characteristics of place and scale, density and intensity of land use, and urbanism. The Transect Districts are similar to the land-use zones in conventional codes, except that in addition to the usual building use, density, height, and setback requirements, other elements of the existing or intended habitat are integrated, including those of the private lot and building and the fronting public streetscape.

For the existing conditions section (Chapter 2.0) variable elements were reviewed and assessed including: property characteristics and trends (land use, density, demographics, parks, and open space; transportation characteristics (volumes, capacity, queuing, and travel time); motor vehicle safety; parking capacity; pedestrian and bicycle facilities; plans and policies (comprehensive plan, strategic plan); and the regulatory framework (zoning districts and regulations and subdivision regulations).

Chapter 3.0 – Challenges and Opportunities identifies various opportunities in the following categories:
- Mobility Gaps and Future Connections
- Parking Needs and Opportunities
- Non-Vehicle Safety and Convenience
- Local Market Trends and Opportunities
- Policies, Programs, and Regulation needs

The overall corridor challenges, issues and opportunities are as follows:
- Create a network of new roads and “complete streets” in phases as development proceeds to improve traffic distribution and connectivity.
- Enhance pedestrian and bicycle connectivity from the public sidewalk and roadway systems to interior portions of commercial, industrial and civic developments.
- Design and install new wayfinding elements (signs, interpretive boards, flags/banners, etc.) directing pedestrian and bicycle flow to parks, trails, sightseeing, historical landmarks, A&A Railroad, and other points of interest.
- Enhance pedestrian and bicycle facilities with continuous sidewalk systems, wider pedestrian sidewalks, friendly streetscapes, high-visibility crossing locations, curb extensions, and pedestrian-scale wayfinding.

Executive Summary
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- Control and reduce travel speeds by introducing traffic-calming devices and techniques in key segments of the corridor.
- Designate and install high-visibility pedestrian crossing locations.
- Establish lot sizes and development scale appropriate for different segments of the corridor.
- Establish parking requirements and design appropriate for different segments of the corridor recognizing the variation in setting and use characteristics.
- Require sufficient driveway spacing and access control features.
- Revise business sign regulations to fit the specific characteristics and settings in different segments of the corridor.
- Improve public transportation.
- Create opportunities for trucks to bypass Main Street in the Village Center and minimize truck traffic using State Routes 39 and 98 through the village.

Chapter 4.0 Conceptual Vision Plan and Recommendations then evaluates each of the established Village Transects and identifies various conceptual recommendations to address the various needs identified. Overall, the following summarizes the conceptual vision plan.

The Vision Plan for the Arcade Main Street Corridor is driven by the revitalization and redevelopment objectives derived from the public visioning process. These objectives are tested against existing conditions and trends in the project area. It also draws on several previously completed studies done by others, specifically the 2005 Strategic Plan for Downtown Arcade. Key characteristics and potential redevelopment opportunities and constraints in Arcade are documented.

The Main Street Corridor is well suited for a variety of future development opportunities including residential (mixed-income rental and ownership), commercial, light industrial, medical and personal service, and civic uses. The general areas and type of development potential throughout this corridor are illustrated in the overall conceptual vision plan for the Main Street Corridor.

The overall Vision Plan identifies and suggests a phasing of new infill development, existing building renovation and reuse, traffic circulation and connectivity alternatives, parking improvements, streetscape treatments, waterfront access and facility improvements, pedestrian and bicycle improvements, and other public enhancements. The Vision Plan is further broken down by transect to better define and illustrate how each segment of the Main Street Corridor will become more accessible by various modes of transportation and will accommodate a mix of uses such as commercial, civic, and residential. More detailed illustrative plans, sections, and perspective sketches for each transect further depict these proposed improvements.

Circulation and Accessibility Improvements -
Based on public input and in collaboration with the Steering Committee, Main Street Corridor circulation and accessibility improvements were identified and incorporated into the concept plan. This includes preferred circulation, accessibility, and parking concepts illustrating the principal goals of coordinated access, connectivity, and parking improvements both internal and external to the Village of Arcade Main Street.

Parking Access, Distribution, and Connectivity Improvements -
The concept plan illustrates well distributed and connected public and private parking areas throughout the Main Street Corridor. Several private parking lots are shown to be reconfigured to provide better access, safety, and aesthetic appeal. The concept plan also shows new and reconfigured on-street parking on the secondary streets in the core area such as Park Street, Prospect Street, and Church Street, as well as lined spaces on Main Street. Throughout the concept plans, new private parking lots are distributed to the side and behind new residential and commercial buildings. Connections between parking lots (both public and private) are also shown, where possible, to improve internal circulation and maximize parking opportunities. This practice is in keeping with traditional village development patterns.
Streetscape and Aesthetic Enhancements -

The last major reconstruction of Main Street was in 1975 by the NYS Department of Transportation (NYSDOT). Recently, NYSDOT re-striped the corridor to provide the current 3-lane section. As plans progress for future improvements with the state, the village should be heavily involved in providing guidance on streetscape, pedestrian safety, access management and other aesthetic improvements needed for different segments of the corridor to be incorporated early in the design process.

Streetscape improvements on the Main Street Corridor are necessary to create an attractive public environment for private investment. A consistent scheme of planting, sidewalks, bike lanes, street furniture, and signage should be consistent throughout the corridor as illustrated on the concept plans. The specific details of street and streetscape design should be based on the type and purpose of roadway. A hierarchy of street types and applicable streetscape treatments are identified.

Generally, streetscape improvements should be designed to improve crosswalk visibility and aesthetic value, provide barrier-free access, calm traffic, and accommodate alternative transportation such as bicycles and public transit. On the primary roadways, design elements should include uniform pedestrian-level ornamental lighting, new sidewalks where needed, new street trees, benches, trash receptacles, planters, and signage. Streetscape improvements should also enhance access to parking lots, residential areas, and other points of public interest.

Gateway Treatments -

Attractive entrances or “gateways” into the Village of Arcade are critical to making a good impression on residents, visitors, and potential customers. Tree-planting programs, street banners, and decorative welcome signs and features should be installed to enhance aesthetic value at key entrances to downtown. The gateway improvements, as well as a wayfinding system, should highlight Arcade as a regional center for “living, working, and playing.”

Policy and Regulatory Strategies -

Appropriate land use regulations and policies can accomplish the desired development, rehabilitation, and design objectives on the Main Street Corridor. Unlike conventional ordinances, which tend to deter traditional development patterns and mixed uses, updated regulations and policies should be crafted with the following themes and objectives:

- Maximize mixed-use opportunities.
- Enhance property characteristics and opportunities.
- Define surrounding neighborhoods with clear edges.
- Encourage residential, commercial, educational, employment, recreational, and civic opportunities.
- Design streets to balance the needs automobiles, pedestrian and bicyclists.
- Provide for building sizes and character that define streets and public spaces.
- Provide for open spaces designed for social activity and recreation.

Updated public policy and regulations for Arcade should:

- Create a new Village Center Zoning District (replace NC District).
- Revise zoning regulations in HC, V3B, R2, R3, LI, and HC/LI.
- Create a Traditional Neighborhood Development Overlay Bylaw (TND).
- Prepare and adopt design guidelines for all development along the Main Street Corridor.
- Facilitate coordinated public and private parking through local policies and regulations.
- New commercial, educational and residential developments should strive to become LEED certified and use Low Impact Design (LID) applications.
- Encourage the preservation and rehabilitation of key historic buildings and sites.
- Address absentee or unresponsive landlord issues.
- Strengthen code enforcement in the Village Center.
Executive Summary

Village Policy and Regulatory Changes apply to:
- **Comprehensive Plan - Amend Comprehensive Plan**
- Amend Zoning Regulations
- Amend Parking Requirements
- Sign Ordinance
- Develop Site Plan Review Process
- Design Guidelines
- Subdivision Regulations

**Economic Development Initiatives and Incentives** –
Business assistance and redevelopment incentive programs should facilitate business retention and enhancement as well as rehabilitation and redevelopment of targeted projects in selected sites within the project area. A particular focus of this program should be strengthening the downtown core by working with existing and perspective property owners and developers on redevelopment that expands businesses, fills market niches and expands mixed uses, as well as creating new high quality jobs. Economic development incentives may include revisions to the local tax structure and programs that provide for investment and expansion of the tax base. Various programs have been used in the Northeast United States with good results.

**Marketing & Communications Programs** -
Marketing and communications have become increasingly important to small cities, villages, and towns as they compete for jobs, a sustainable tax base, the best schools, a vibrant civic life, and recreational activities. Business recruitment has become very aggressive and advertising has grown rapidly as prospects are bombarded with messages and materials. This trend has made it much more difficult for business owners to differentiate between the products, services, and places offered by a municipality. As a result, communities have to fight hard to keep and grow the businesses they have and to attract new ones. If Arcade is to keep and grow key businesses and, at the same time, attract new business to downtown, it must develop a simple and compelling story that differentiates it from its competitors. The marketing and communications program calls for a combination of traditional advertising, business recruitment, and a public relations campaign that will create the necessary “buzz” and give the village an opportunity to tell its story.

The action plan for the Main Street Corridor includes recommended projects, responsible parties, a timeline for short and long-term projects, and potential funding sources. It is the culmination of the existing conditions analysis and conceptual planning developed between the Main Street Steering Committee, the Village and the Arcade community. Each component of the action plan relates to the overall vision and follows a logical implementation sequence. Ultimately, the action plan will direct the community toward accomplishing physical, economic, regulatory, and operational improvements in the project area.

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**The Overall Vision for Arcade**

Create a higher quality of life for the residents, including economic opportunity, affordable housing, passive and active recreational facilities, and attractive living conditions. A four-pronged approach defines the guiding principles to land use choices to be made regarding Arcade: Sustainability, Connectively, Village Life, and Community Identity. In order to fulfill the overall vision, a specific focus of the action plan is on the following:

- Public improvements and programs that create an attractive and functional setting for new development and redevelopment.
- Regulatory and policy actions and programs needed to facilitate redevelopment or new development.
- Sustainable economic development and community building incentives.
GENESEE TRANSPORTATION COUNCIL

RESOLUTION

Resolution 10-83 Accepting the Travel Time Data Collection Program: Minor Arterials and Collectors Phase 1 – Spring 2010 report as evidence of completion of a component of UPWP Task 7121

WHEREAS,

1. The FY 2010-2011 Unified Planning Work Program includes Task 7121, Travel Time Data Collection Program, for the purpose of implementing a reliable Global Positioning System (GPS)-based travel time data collection program on major roadways in the Rochester Transportation Management Area (TMA) in support of the GTC Congestion Management Process and other transportation planning activities;

2. This component of said Task included collecting travel time data on select Minor Arterials and Collectors in the Rochester TMA via vehicles equipped with GPS units in the morning peak, mid-day, and evening peak periods, identifying congested segments in the Rochester TMA, and providing the associated data in a format usable by GTC and member agencies;

3. Said Task has been completed and has resulted in the report, Travel Time Data Collection Program: Minor Arterials and Collectors Phase 1 – Spring 2010, which discusses the methodology used to collect the data, summarizes the results and identifies congested segments of select Minor Arterials and Collectors in the Rochester TMA, and includes appendices providing detailed information on each of the travel time runs, study area characteristics, and intersection geometry; and

4. Said report has been reviewed by GTC staff and member agencies through the GTC committee process and has been found to be consistent with the goals, objectives, and recommendations of the Long Range Transportation Plan and worthy of further development.

NOW, THEREFORE, BE IT RESOLVED

1. That the Genesee Transportation Council hereby accepts the report, Travel Time Data Collection Program: Minor Arterials and Collectors Phase 1 – Spring 2010, as evidence of completion of a component of UPWP Task 7121; and

2. That this resolution takes effect immediately.
CERTIFICATION

The undersigned duly qualified Secretary of the Genesee Transportation Council certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the Genesee Transportation Council held on December 9, 2010.

Date ____________________________

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ROBERT A. TRAVER, Secretary
Genesee Transportation Council
Travel Time Data Collection Program: Minor Arterials and Collectors – Phase 1
Draft Executive Summary
November 2010

Prepared by
C&S Engineers
for
Genesee Transportation Council

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Executive Summary

In 2007, the Genesee Transportation Council (GTC) initiated a Travel Time Data Collection program to support its Congestion Management Process (CMP). The Travel Time program uses GPS equipment and the “floating car” method to collect travel time and speed data in the Rochester Transportation Management Area. This data is used to measure the performance of the system with respect to mobility for people and freight as well as calibrate the regional transportation model.

Principal Arterials – Phase 1 of the program, initiated in the fall of 2007 collected data on principal arterials in the region. The same methodology was used to conduct the Minor Arterials and Collectors – Phase 1 data collection effort for approximately 375 directional miles of select minor arterials and collectors. Data was collected during the morning, mid-day and evening peak periods from March 22nd through April 30th, 2010. Data collection did not occur on Monday mornings or Friday mid-day and evening peak periods or during periods when the local school systems were closed.

The primary performance measure used in the program is the Travel Time Index (TTI). The TTI is calculated using the travel time recorded during the peak period compared to the time required to make the same trip during the mid-day period (assumed to be free-flow). A value of 1.3, for example, indicates a 20-minute free-flow trip requires 26 minutes during the peak period. Generally, a roadway is considered congested if the TTI equals or exceeds 1.3. There are some corridors that do not have free-flow conditions during the mid-day peak period. These are typically corridors with commercial activity. For these corridors, the TTI presented in the report does not provide a true comparison to free-flow speeds.

The average TTI for all study area minor arterials and collectors is 1.08 with an average TTI of 1.04 and 1.12 for the morning and evening peak periods respectively. These TTIs are generally consistent with, although slightly lower than the TTI on principal arterials recorded in Principal Arterials – Phase 1. The average TTI for principal arterials is 1.10 with an average TTI of 1.07 and 1.14 for the morning and evening peak periods.

Unlike the principal arterials in Principal Arterials – Phase 1, where some congested segments had an average TTI of 2.0 to as much as 3.45, the minor arterials and collectors typically had congested TTIs in the range of 1.3 to 1.4. The exception is Monroe Avenue/State Route 31, from Twelve Corners to French Road. During the evening peak period, there was congestion traveling southeast from the approach to Clover Street through the Pittsford Plaza area resulting in an average TTI of 1.62.

The congested segments listed below and depicted in the figure on Page IV have a TTI of 1.3 or greater:

Morning Peak Period
- (62) Elmwood Ave.: Clinton Ave. to RT 383 (Genesee St) – Westbound TTI = 1.25
- (68) RT 31 (Monroe Ave.): I-490, Exit 26 to French Rd. – Northwest TTI = 1.28
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Evening Peak Period
- (52) RT 96 (Pittsford Victor Road): I-490 Bushnells Basin to I-490 Victor
  - Eastbound TTI = 1.27
  - Westbound TTI = 1.36
- (53) RT 96 (Pittsford Victor Road): I-490 Victor to RT 332 (Rochester Road) – Eastbound TTI = 1.29
- (59) Culver Rd./Waring Rd.: Monroe Ave. to Norton St. – Northbound TTI = 1.32
- (62) Elmwood Ave.: Clinton Ave. to RT 383 (Genesee St) – Westbound TTI = 1.33
- (64) Joseph Ave./Seneca Ave.: N. Clinton Ave. to E. Ridge Rd. – Northbound TTI = 1.25
- (65) N. Clinton Ave.: Inner Loop to E. Ridge Rd. – Northbound TTI = 1.48
- (66) RT 31 (Monroe Ave.): Elmwood Ave./Twelve Corners to Inner Loop – Northwest TTI = 1.35
- (67) RT 31 (Monroe Ave.): French Rd. to Elmwood Ave./Twelve Corners
  - Northwest TTI = 1.25
  - TTI = 1.62
- (68) RT 31 (Monroe Ave.): I-490, Exit 26 to French Rd.
  - Northwest TTI = 1.29
  - Southeast TTI = 1.34
- (72) RT 15A (E Henrietta Road): Mt. Hope Ave to RT 253 (Lehigh Station Road) – Southbound TTI = 1.29
- (77) Winton Rd.: I-590 to RT 96 (East Ave.) – Northbound TTI = 1.30
- (78) Winton Rd.: RT 404 to RT 96 (East Ave.) – Southbound TTI = 1.28
- (83) Ridgeway Ave.: Latona to RT 104 (W Ridge Road) – Eastbound TTI = 1.25
- (84) RT 252 (Beaver Road / Archer Road / Ballantyne Road): RT 383 (Scottsville Road) to Chili Ave. – Westbound TTI = 1.31

The majority of the congested links are located in the north-central part of the study area, consisting of the City of Rochester and adjacent towns. Congestion typically occurs during the evening peak period in the direction of travel away from downtown or approaching expressway interchanges. RT 31 (Monroe Avenue) from Elmwood Ave./Twelve Corners to I-490, Exit 26 and RT 96 (Pittsford Victor Road) from Bushnells Basin to Victor were congested in both directions during the evening peak period.

The following segments had two or more runs with an individual TTI of at least 1.3 but the average of all the data collected for the peak period was under 1.3. This would indicate that these segments experience short periods of congestion.

AM Peak Period
- (56) Carter St.: Clifford Ave. to E. Ridge Rd. – Northbound
- (63) Elmwood Ave./State Route 441: I-490 to Clinton Ave. – Westbound
- (70) Saint Paul St.: E. Ridge Rd. to Inner Loop – Southbound
- (82) Ridgeway Ave.: Latona Road to RT 261 – Westbound
- (82) Ridgeway Ave.: Latona Road to RT 104 – Eastbound
PM Peak Period

- (49) RT 404 (Empire Blvd / Ridge Rd.): I-590 to Five Mile Line Rd. – Eastbound
- (56) Carter St.: Clifford Ave. to E. Ridge Rd. – Northbound
- (69) N. Goodman St.: Main St. to E. Ridge Rd. – Northbound
- (70) Saint Paul St.: E. Ridge Rd. to Inner Loop – Southbound
- (76) Westfall Rd.: RT 15 (Mt. Hope Ave.) to RT 65 (Clover Street) – Eastbound
- (78) Winton Rd.: RT 96 (East Ave.) to RT 404 (Empire Blvd) – Northbound
- (90) RT 19 (Lake Rd / Main St.): RT 31 (Fourth Section Road / Brockport Spencerport Road) to RT 104 (Ridge Road W) – Northbound

The following is a list of segments where the average TTI is less than 0.9. This result indicates that a roadway segment is typically more congested during the off-peak than the morning or evening peak periods. This may occur on corridors that contain land uses that generate more trips outside the peak period than during the typical AM and PM peak periods such as commercial or health care uses. It may also occur on a segment in the opposite direction of typical commuter traffic (e.g., traveling towards the central business district during a PM peak period). Both segments noted below include hospitals.

PM Peak Period

- (57) Portland Ave.: E. Ridge Rd. to North St. – Southbound
- (75) W. Main St.: West Ave. / Chili Ave. to Inner Loop – Eastbound and Westbound

The data collected as part of this program provides the GTC with reliable travel time data throughout the management area to advance its CMP as well as provide the information necessary to calibrate its travel demand model. This database provides a baseline of travel time information which should be maintained in order to support congestion management related decision making in the future.

Four segments were analyzed in shorter segments to identify localized delays and high TTIs. The following shorter analyzed segments were found to have a TTI of 1.3 or higher:

AM Peak Period

- (66A) State Route 31 (Monroe Ave.): Highland Ave. to Elmwood Ave./Twelve Corners – Southeast*

PM Peak Period

- (66B) State Route 31 (Monroe Ave.): Highland Ave. to Inner Loop – Northwest
- (70A) Saint Paul Street: Clifford Ave. to Inner Loop – Southbound*
- (72A) State Route 15A (E. Henrietta Road): Erie Canal (City Line) to State Route 253 (Lehigh Station Road) – Southbound
- (76A) Westfall Road: State Route 15 (Mt. Hope Ave.) to Barclay Square Dr. – Eastbound*

*Indicates this roadway did not have a TTI over 1.3 when originally analyzed as part of a longer segment
GENESEE TRANSPORTATION COUNCIL
Travel Time Data Collection Program
Congested Segment Overview