

GENESEE TRANSPORTATION COUNCIL

RESOLUTION

Resolution 12-140 Accepting the *Susan B. Anthony Neighborhood Circulation, Access and Parking Study* as evidence of completion of UPWP Task 6801

WHEREAS,

1. The *FY 2012-2013 Unified Planning Work Program* includes Task 6801, Susan B. Anthony Neighborhood Parking and Circulation Study, for the purpose of improving vehicular parking and vehicular and pedestrian circulation in Rochester's historic and developing Susan B. Anthony neighborhood;
2. Said Task examined existing pedestrian and vehicular circulation and access conditions; analyzed current and future parking occupancy; evaluated current public bus service and existing wayfinding; and recommended improvements for parking, signage, public transportation, and circulation and accessibility;
3. Said Task has been completed and has resulted in the *Susan B. Anthony Neighborhood Circulation, Access and Parking Study*, which proposes key transportation infrastructure improvements that will help the neighborhood maintain its integrity and accommodate future growth in residents and visitors; 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.

NOW, THEREFORE, BE IT RESOLVED

1. That the Genesee Transportation Council hereby accepts the *Susan B. Anthony Neighborhood Circulation, Access and Parking Study* as evidence of completion of UPWP Task 6801; 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, 13, 2012.

Date _____

ROBERT A. TRAVER, Secretary
Genesee Transportation Council

Overview

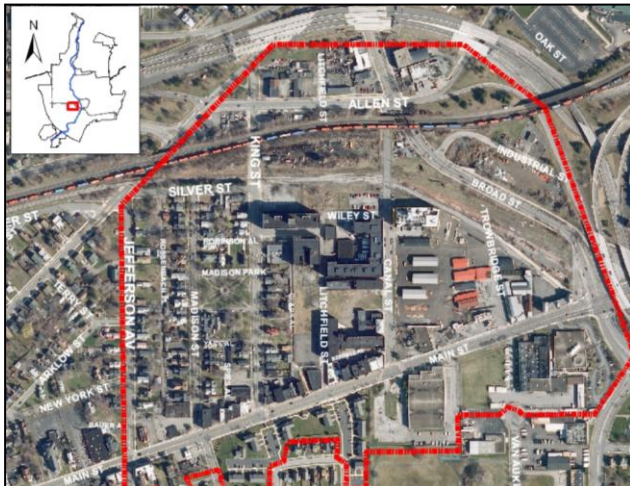
Creating healthy, vibrant neighborhoods requires a diverse mix of uses complemented by strong connectivity between those uses and vehicular and pedestrian circulation networks. Ease of circulation and movement, clearly defined access to parking and an inviting public realm for pedestrians all contribute to an area's vitality.

The Susan B. Anthony Neighborhood, a small primarily residential area just west of Rochester's Central Business District, is home to several historic tourist destinations such as the Susan B. Anthony House and Frederick Douglass Resource Center. These attractions generate thousands of visitors each year, creating parking, access and traffic issues throughout the area. Vehicular and pedestrian circulation is often hindered by illegally parked cars and tour bus queuing on residential streets due in part to a shortage of conveniently located off-street parking for visitors and tourists.

With the Susan B. Anthony House planning an expansion, the area recently receiving a district designation as a heritage tourist destination, and several other development projects in the pipeline, traffic congestion, parking and pedestrian circulation issues must be addressed to strengthen and support the transformative change that is occurring in this area with the goal of tying together West Main Street and Center City, as well as surrounding neighborhoods, development sites, parks, open spaces, and entertainment destinations throughout the area.

A Steering Committee consisting of City staff, County and State DOT officials, RGRTA, Genesee Transportation Council, and representation from the Susan B. Anthony House and Neighborhood Association was formed and met periodically throughout the process to review data, identify issues and concerns, and provide valuable feedback and input which helped guide recommendations for improvement of the pedestrian and vehicular circulation system of the area.

Study Area Boundary Map



Inventory & Analysis

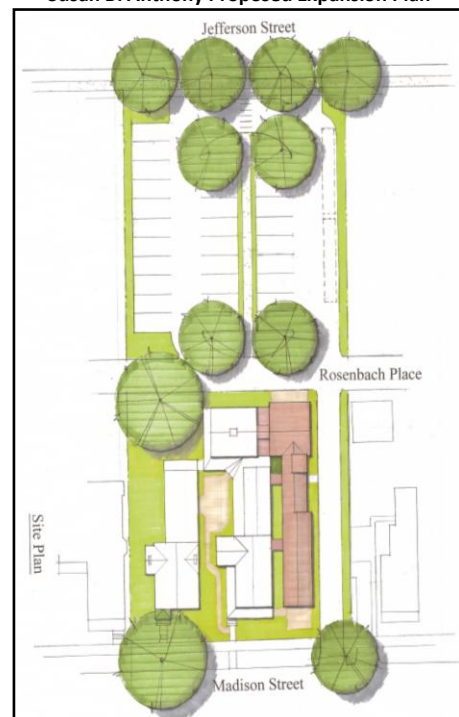
This critical first step of the process examined the current conditions of the neighborhood by looking at:

- Existing land use patterns
- Current zoning districts/regulations
- Previous plans and studies
- Future planned development proposals
- Location and capacity of existing parking areas (public and private)
- On-street parking regulations
- Location and condition of existing vehicular and pedestrian way-finding signage systems
- Pedestrian circulation patterns
- Public Transportation service routes, stops and ridership data

Among the plans and studies for this area that were examined were the City's Susan B. Anthony Neighborhood Plan (2006), the Rochester Regional Community Design Center's Community Vision Plan (2007) and the Susan B. Anthony House Expansion Plan.

The Susan B. Anthony House is pursuing an expansion that would include the construction of a new two story structure to be used as a visitor orientation area on what is now an adjacent ten space parking lot that currently serves the House. If feasible, the House could potentially acquire properties along Jefferson Avenue to create a 30 space parking lot and bus queuing area, providing off-street parking for visitors and allowing busses to drop off tourists directly in front of the visitor's center which would remove any conflicts / congestion along Madison Street that can sometimes be caused by busses.

Susan B. Anthony Proposed Expansion Plan



Susan B. Anthony Neighborhood Circulation Access and Parking Study

Executive Summary



A series of parking occupancy counts were recorded for each parking area throughout several different times of the day and week including a weekday afternoon, weekday evening and weekend afternoon (during a special event) in an effort to gauge parking demand (see below).

A parking survey was conducted in June 2011 during the neighborhood's annual Juneteenth event held at Susan B. Anthony Square which celebrates the anniversary of the abolishment of slavery. Both residents and visitors were asked a unique series of questions relating to their personal experience with neighborhood access, ease of circulation and availability of parking throughout the area.

In November of 2011 a second survey of area business owners was conducted to gain an understanding of the neighborhood's parking, access and circulation issues from their perspective.

Survey Instruments

Susan B. Anthony Neighborhood Circulation, Access and Parking Study

Business and Property Owner's Survey

Business / Building Name: _____ Property Address: _____

Phone Number: _____

1) What is the nature of your business / property?

2) How many employees / tenants do you have? (When do they park?)

3) Do you have any future expansion plans? If so, please explain:

4) Parking for your business / property is usually:

5) If you have a parking lot, where is it located? Address: _____

6) How many spaces does it provide? # of spaces: _____

7) The majority of your customers / tenants travel:

8) Customers / tenants that drive typically park their vehicles in:

9) How far do you live from your business / property?

10) In your opinion, what is the most difficult / easiest way to get to your business / property?

11) In your opinion, what is the most difficult / easiest way to get to your business / property?

12) In your opinion, what is the most difficult / easiest way to get to your business / property?

13) In your opinion, what is the most difficult / easiest way to get to your business / property?

14) In your opinion, what is the most difficult / easiest way to get to your business / property?

15) In your opinion, what is the most difficult / easiest way to get to your business / property?

Susan B. Anthony Neighborhood Parking & Circulation Survey

Please circle one for each of the following statements:

1) I live in the neighborhood.

2) In your opinion, the quality of parking spaces within the Susan B. Anthony Neighborhood is:

3) How would you describe the ease of circulation and walking within the Susan B. Anthony Neighborhood?

4) If you are an area resident, circle one for each of the following statements:

5) I usually park my vehicle:

6) The amount of time it takes to find an available parking space is:

7) Four vehicles will be parked for:

8) On a scale of 1-5, when walking to your destination from where you parked, you felt:

9) One parked within the Susan B. Anthony Neighborhood, to arrive at your destination you would be willing to wait:

Once the results of both surveys were compiled, a summary table of issues was developed that categorized the types of issues that were identified from the inventory and analysis process, taking into consideration the potential impacts of several of the planned future development projects. The completion of the inventory and analysis phase helped to clearly identify the emerging pedestrian and vehicular access and circulation issues throughout the neighborhood.

The most pressing issues identified were lack of available on-street parking to accommodate both residents and visitors, difficulty navigating to points of interest within the neighborhood, alley ways being perceived as unsafe and therefore underutilized, current tour bus queuing / navigation methods for visitors arriving to the SBA house are inefficient and troublesome at times and haphazardly parked cars along the street due to lack of defined spaces further reduce the amount of space available for parking.

These issues were shared and discussed extensively with the Steering Committee and other community stakeholders to develop a series of recommendations for improvement. These concepts were presented at a public meeting in March 2012 for public review and comment. Input and feedback received from residents and other stakeholders was ultimately incorporated into the final report. A final list of recommendations, categorized by issue was created along with a map that graphically illustrates these concepts and solutions.

Susan B. Anthony Circulation and Parking study							
Supply		Occupancy					
	Number of Parking Spaces	Thursday April 3, 2008 2:30 P.M.	%	Thursday August 21, 2008 6:00 P.M.	%	Sunday August 24, 2008 1:30 P.M.	%
On-Street Public							
Main St.	38	13	34%	19	50%	9	24%
Madison St.	27	15	56%	19	70%	40	148%
King St.	31	12	39%	13	42%	18	58%
Litchfield St.	25	6	24%	0	0%	0	0%
Canal St.	52	30	58%	6	12%	6	12%
Madison Pk. N	11	1	9%	5	45%	6	55%
Madison Pk. S	11	2	18%	6	55%	8	73%
Total	195	79	41%	68	35%	87	45%
Primary Parking lots							
#1	37	11	30%	5	14%	0	0%
#2	15	13	87%	2	13%	0	0%
#3	8	12	150%	1	13%	0	0%
#4	16	1	6%	3	19%	0	0%
#5	21	6	29%	10	48%	10	48%
#6	9	8	89%	1	11%	5	56%
#7	8	5	63%	4	50%	8	100%
#8	50	13	26%	12	24%	15	30%
#9	7	3	43%	1	14%	0	0%
#10	11	9	82%	6	55%	1	9%
#11	6	4	67%	2	33%	0	0%
#12	53	6	11%	2	4%	1	2%
#13	12	3	25%	1	8%	0	0%
#14	102	2	2%	0	0%	0	0%
#15	11	2	18%	1	9%	1	9%
#16	5	5	100%	0	0%	1	20%
#17	15	2	13%	3	20%	1	7%
#18	17	4	24%	3	18%	3	18%
#19	9	1	11%	0	0%	4	44%
Total	412	110	27%	57	14%	50	12%
Secondary Parking lots							
#20	85	76	89%	39	46%	34	40%
#21	62	54	87%	35	56%	0	0%
#22	97	72	74%	18	19%	5	5%
#23	26	6	23%	13	50%	7	27%
#24	14	10	71%	6	43%	7	50%
#25	16	2	13%	6	38%	5	31%
#26	5	4	80%	1	20%	1	20%
#27	10	1	10%	1	10%	4	40%
#28	10	1	10%	0	0%	1	10%
Total	325	226	70%	119	37%	64	20%

Red indicates at or above capacity
BOLD indicates # of Parking Spaces is Estimated

Parking Lot Inventory Map

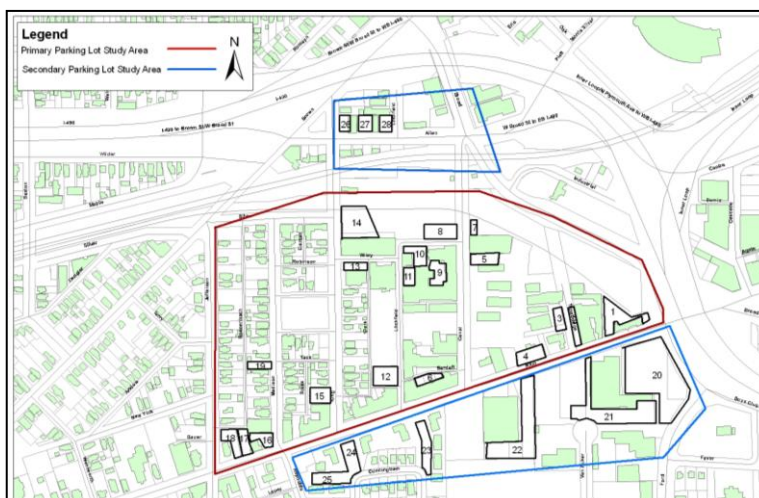
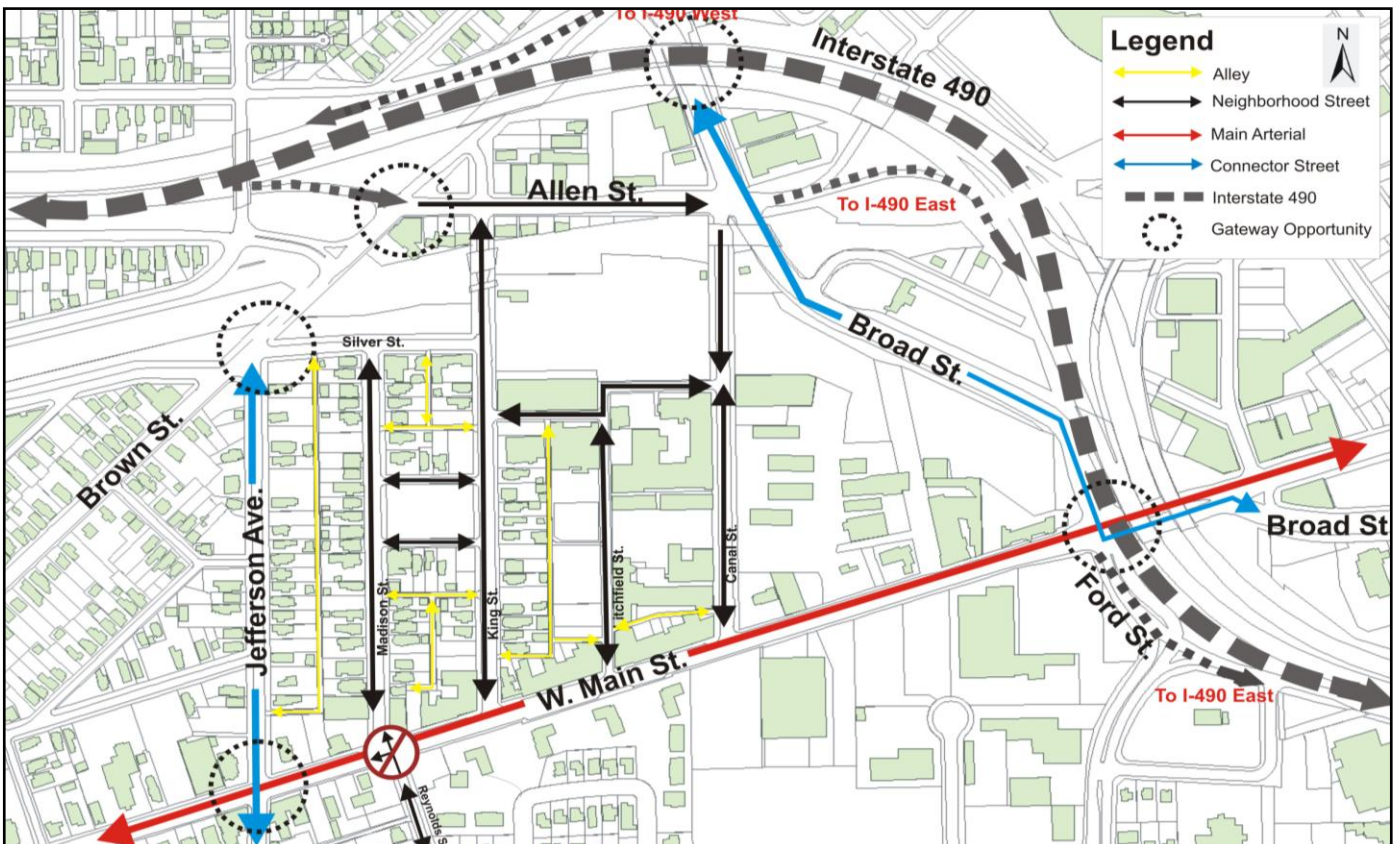


Figure 32 - Inventory & Analysis Issues Summary Table

Plan/ Project	Vehicular / Pedestrian Circulation & Access Issues	Parking Issues	Traffic Issues	Safety Issues
Neighborhood Conditions & Observations	Pedestrians do not utilize designated crosswalks along W. Main St. and cut through properties to go south	On-site parking is not required for areas of the neighborhood within the CCD zoning designation	Apparent speeding observed along W. Main St.	School buses pick up and drop off small children along W. Main St. during peak travel times creating a potential safety concern for children crossing.
City SBA Plan	Lack of defined gateways into neighborhood and need for better east-west connectivity within the neighborhood.	Any new development should incorporate onsite parking spaces to serve it		
RRCDC Design Charrette	I-490 creates barrier effect on the north and east ends of neighborhood			
SBA House Expansion	Current tour bus navigation route through the neighborhood is limited / difficult	Lack of on-site parking for cars and buses; on-street parking for visitors is limited during evenings, inadequate for events.	Tour buses block traffic when picking up/dropping off visitors to SBA house	Tourists arriving by bus have to exit on the east side of Madison St. and cross in front of bus
Voter's Block Development	431 W. Main St. site is used as a pedestrian cut through to the playground and neighborhood to the south.	Additional off-site parking spaces may be needed for 431 W. Main. Acquisition of city owned lot on King St. is necessary to provide adequate parking for 556 W. Main St. proposal		
Frederick Douglass Apartments		Number of parking spaces in rear of 442-466.5 may not be adequate to serve residents		Parking in rear of 442-466.5 is poorly lit at night creating potential safety hazards.
DePaul Development		No on-site parking requirements due to CCD zoning designation		
Rochester Heritage Trail	Provides pedestrian amenities including historical markers, way finding, signage, trash cans, etc.			
Neighborhood Visitor / Resident & Business Owner's Surveys	67% of visitors surveyed found some level of difficulty in navigating through the neighborhood.	68% of residents and visitors believe that the number of parking spaces within the neighborhood is inadequate to some degree.	57% of respondents cite traffic congestion, especially along W. Main St. as the number one circulation issue in the neighborhood	57% of visitors surveyed had a neutral perception of safety in the neighborhood, most of which were only willing to walk 1-2 minutes from their car to their destination
Parking Occupancy / Demand Analysis		Area parking lots are not being utilized during special events and double sided on-street parking is prevalent creating congestion.		
Circulation Analysis	On-street parking at south end of Litchfield St. near W. Main creates a vehicular circulation conflict due to the narrow street width near the intersection.	Lack of vehicular signage directing traffic to parking areas		Pedestrians do not utilize designated crosswalks along W. Main St.
Signage Analysis	Lack of pedestrian-scaled directional signage.	Lack of vehicular signage directing traffic to parking areas.		

Vehicular Access and Circulation Map



Recommendations

Parking:

1. Stripe / mark on-street parking spaces
2. Support / encourage SBA House expansion plan
3. Improve lighting in public lots to improve the perception of safety and encourage greater utilization for parking
4. Incorporate on-site parking into any new development
5. Improve accessibility and appearance of back alleys to improve the perception of safety, allowing residents to utilize them for access and parking.
6. Explore the development of a shared community lot to provide more conveniently located spaces for business patrons, visitors and tourists

Circulation and Access:

7. Develop a neighborhood walking tour that connects to existing Genesee River Trail / Heritage Trail w/ interpretive signs along W. Main St.
8. Create a major gateway at W. Main St and Broad; smaller gateways at other points of entry into area
9. Create a system of pedestrian scaled way-finding signage for area attractions and destinations
10. Install benches, trees, planters and banners along W. Main St.
11. Develop an enhanced, formalized pedestrian connection from W. Main St. to the Troupe St. playground
12. Develop a formalized east-west pedestrian connection between industrial and residential areas
13. Restore Canal, Litchfield and Wiley Streets to historic standards (i.e. brick paver restoration, historic street lights, banners, etc.) to compliment the restoration of several historic buildings in that area.

Public Transportation:

14. Place a RTS Trip planner link on the official website of the Susan B. Anthony House
15. Incentivize the use of public transportation by offering a discounted admission ticket to the Susan B. Anthony House for those who used public transportation to arrive
16. Remove / consolidate one or more bus stops; enhance remaining stops with amenities such as benches / shelters / trash cans
17. Design / construct a historically themed bus stop / shelter to brand the area as a historic destination.
18. Promote/ market public transportation options in association with the Susan B. Anthony House and Frederick Douglass Resource Center
19. Further investigate the potential development of a remote parking lot in conjunction with the recommendations set forth in the Center City Circulator Feasibility Study

Signage:

20. Inventory and replace old/faded parking regulation signs throughout neighborhood as needed.
21. Make way-finding signs more prominent throughout the neighborhood to promote and direct vehicles and pedestrians to area attractions and destinations and in conjunction with the neighborhood walking tour.
22. Expand and connect the historic Heritage Trail along Broad St. and W. Main to the Susan B. Anthony House and neighborhood. The new trail extension could include historic markers identifying important sites and events to showcase their historical significance.

