

EAST MAIN ARTS & MARKET INITIATIVE



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Prepared For:
City Of Rochester Department Of
Neighborhood & Business Development



City of Rochester, NY
Lovely A. Warren, Mayor

Prepared By:

Sam Schwartz Engineering D.P.C.

_INTERFACE STUDIO LLC



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ACKNOWLEDGEMENTS

Erik Frisch | Project Manager

City Representatives

Jason Haremza | Planning & Zoning

Kevin Kelley | Business & Housing Development

Project Advisory Committee

Thomas Polech | Monroe County DOT

Richard Perrin | Genesee Transportation Council

Crystal Benjamin-Bafford | Regional Transit Service

John Urlaub | Market District Business Association

Aaron Metras | Neighborhood of the Arts (NOTA) Business Association

Martin Pedraza | Collective Action Project

Corean Finn | Garson-Peck-4th-Hayward Association (GP4H)

Dorothy Parham | East Main - Mustard Association (EMMA)

Larry O'Heron | NOTA Neighborhood Association

Evan Lowenstein | Public Market / NOTA

Annmarie Van Son | Prince-Alexander-Champeney-Kenilworth (PACK)

Joe DiFiore | Beechwood

Consultant Team

Sam Schwartz Engineering

Mike Flynn, AICP

Ben Rosenblatt, CFA

Rachel Beer

Po Sun

Interface Studio

Mindy Watts, AICP

Ashley DiCaro, LEED AP

EDR

Jane Rice, AICP, JD

Andrew Obernesser, AICP

Andrew Britton, RLA

Joseph Falco, RLA

H Squared Marketing & Communications

Helen Hogan

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TABLE OF CONTENTS

	EXECUTIVE SUMMARY	1
I.	PROJECT PURPOSE, BACKGROUND & PROCESS	7
II.	EXISTING & FUTURE CONDITIONS	21
III.	GUIDING PRINCIPLES FOR ALTERNATIVES ANALYSIS	47
IV.	ALTERNATIVES: TRANSPORTATION	55
V.	ALTERNATIVES: DEVELOPMENT	71
VI.	ALTERNATIVES: NEIGHBORHOOD BRANDING	79
VII.	FINAL RECOMMENDATIONS	85
	A. TRANSPORTATION	85
	B. DEVELOPMENT	95
	C. NEIGHBORHOOD BRANDING	98
VIII.	IMPLEMENTATION & NEXT STEPS	107
IX.	APPENDIX	111

EXECUTIVE SUMMARY

PROJECT INTRODUCTION

The purpose of the East Main Arts & Market Initiative and the resulting plan, as specified by the City of Rochester, is to “identify multi-modal circulation, access, and parking improvements along with recommendations for land use development, streetscape enhancements, and community branding, as well as strategies to promote housing opportunities in the areas immediately east of Rochester’s Center City, which adjoin both the Neighborhood of the Arts and the Public Market/Marketview Heights.” In this sense it is a truly multi-disciplinary effort, comprehensive in scope but not a formal comprehensive plan or master plan.

The project’s Study Area spans several diverse neighborhoods that all have strong proximity to Downtown Rochester, transit connections, and a multitude of local and regional cultural destinations, from the Rochester Public Market to theaters, art galleries, and creative production spaces. However, those neighborhoods and destinations are poorly connected to each other due to the physical and psychological barriers presented by East Main Street and the railroad tracks, and much of the Study Area has not harnessed the value of all of these assets, whether for existing residents or in terms of attracting new economic development. The fundamental goal of this project, then, is to improve connectivity in the area in tandem with thoughtful development so as to realize the neighborhood’s potential as a vibrant live/work/create community and destination within the Rochester region and beyond.

EXISTING CONDITIONS

The spine of the Study Area is East Main Street, an arterial roadway that begins approximately 1.5 miles east of the Study Area and continues west to downtown Rochester and beyond. It typically features two to three travel lanes in each direction along with a center turn lane. The speed limit on East Main Street is 30mph, however motorists routinely exceed the posted speed limit due in part to the street’s geometry. East Main Street includes little to no traffic calming, streetscape enhancements, or dedicated bicycling facilities.

The intersection of East Main Street and North Goodman Street was identified as one of the most problematic within the Study Area. It is heavily traveled by motorists and features double right-turn lanes from North Goodman Street southbound (to East Main Street westbound) and double left turn lanes from East Main Street eastbound (to North Goodman Street northbound). The intersection sits at the base of a bridge over railroad tracks that cut through the Study



Project Elements
Source: Interface Studio

Area. Further north, North Goodman Street’s intersection with Webster Avenue and Garson Avenue is a complex, five-legged layout operating with three signal phases. It possesses a good deal of excess roadbed and an existing triangular traffic island, as well as a small park on its northern edge.

Today, vehicular traffic is generally well accommodated given the urban context, with all key intersections currently operating at a vehicular level of service (VLOS) of C or better. However, while the Study Area possesses a number of generally walkable side streets, most of the main streets – i.e. the key streets that people want to walk along or across – are less friendly to pedestrians. The Study Area also faces a shortage of bicycle facilities and bicycle connections within and outside of it are limited. East Main Street and parts of North Goodman Street are multi-lane arterials that lack any markings or physical protection for bicyclists, rendering them off-limits to a majority of users. The Study Area faces a relative lack of quality open space and there are limited opportunities to use sidewalks and streets for anything but through movement. Streets do not have much, if any, public seating or plazas to offer passive social and recreational opportunities, and the road network is geared almost exclusively toward the automobile. While there is generally a large amount of off-street surface parking in the Study Area, regional attractions like the Public Market and Main Street Armory still cause parking shortages on local streets while nearby private lots sit underused.

Approximately 80% of the properties in the East Main Arts & Market Initiative Study Area are residential. The second most common land use in the Study Area is vacant land, comprising 15% of all parcels (180 properties). Outside of the Public Market, commercial, auto, and mixed use properties are located predominantly along the Study Area's main corridors,

East Main Street and North Goodman Street. Together, the commercial, auto, and mixed use properties account for 11% of all properties (133) and 22% of total parcel area. Most large industrial properties abut the railroad tracks, contributing to the barrier that they create between neighborhoods and amenities in the Study Area. The six neighborhoods that meet in the vicinity of East Main Street and North Goodman Street each have their own sense of identity, and some, like NOTA and Beechwood, have established graphic identities or brands as well. In addition to the many neighborhoods that call the Study Area home, the area's regional destinations such as the Rochester Public Market and host of arts and cultural venues also contribute to the local vibe, but at present, there is no unifying thread to connect the unique mix of neighborhoods and destinations within the East Main Arts & Market Initiative area.



Figure 1. Study Area Boundaries
Source: Interface Studio

PUBLIC AND STAKEHOLDER ENGAGEMENT PROCESS

The East Main Arts & Market Plan was developed over the course of a yearlong process, beginning in November 2014. The effort took place in three overall phases: Current & Future Conditions Analysis; Formation of Alternatives; and Draft and Final Plans. A robust, multifaceted public and stakeholder involvement strategy was woven throughout the process. A critical objective of the planning process was to create an open and transparent platform for the public and other stakeholders – from residents to businesses, artists and visitors – to provide meaningful input into the direction of the project and the ultimate recommendations. This was accomplished through a three-stage process: 1) Early guidance from the Project Advisory Committee and Focus Groups on the key issues, challenges and opportunities that the project should explore; 2) A first round of public input leading directly to the Alternative Concepts that were developed and the criteria by which they were evaluated; and 3) A second round of public input to rank the alternatives, prioritize the evaluation criteria, and provide more detailed feedback on the specific features of the alternatives. Through this process, public input very directly and transparently shaped the final plan.



Public meeting input process. Source: Interface Studio

PROJECT GOALS AND ALTERNATIVES SCORING

Through a combination of input from the Project Advisory Committee, focus groups, and the general public, ten project goals were formulated to guide the analysis of potential alternatives (see list below). Then, a series of alternative concepts for transportation, development, and branding

were developed based on the first phase of research and public input, which included: a review of existing plans and projects; the first two Project Advisory Committee meetings; the first Public Open House meeting, several Focus Group meetings, and a review of existing best practices in live/work/create neighborhoods.

See Chapters 4, 5, and 6 for a comprehensive look at all of the alternatives considered for transportation, development, and community branding, respectively.

- I. TAME EAST MAIN STREET BY REDUCING ITS WIDTH AND ENCOURAGING VEHICLES TO SLOW DOWN
- II. FOSTER MULTI -MODAL TRANSPORTATION (WALKING, BIKING, AND TRANSIT) ALONG THIS GATEWAY TO THE CITY
- III. COMPLEMENT EXISTING ICONIC ARCHITECTURE WITH PUBLIC REALM IMPROVEMENTS THAT CREATE A MORE BEAUTIFUL, URBANIZED BUILT ENVIRONMENT ON EAST MAIN AND ON GOODMAN
- IV. IMPROVE CONNECTIVITY THROUGH INVESTMENTS IN PLACEMAKING AT KEY INTERSECTIONS THAT TRANSFORM THE EAST MAIN ARTS & MARKET AREA INTO A PLACE WHERE PEOPLE WANT TO GATHER AND SPEND TIME
- V. MANAGE EVENT -RELATED PARKING
- VI. DEVELOP A MIX OF HOUSING TYPES (INCLUDING FLEXIBLE LIVE -WORK SPACES) FOR HOMEOWNERSHIP AND FOR RENT AND MAINTAIN A MIXED INCOME COMMUNITY
- VII. SUPPORT CREATIVE PRODUCTION THROUGH THE BUILT ENVIRONMENT, PROGRAMS, AND BRANDING
- VIII. BALANCE NEW DEVELOPMENT AND THE DESIRE TO ATTRACT NEW RESIDENTS WHO WILL ADD VITALITY AND HELP SUPPORT NEW RETAIL AND SERVICES WITH THE NEEDS OF EXISTING RESIDENTS
- IX. INVEST IN PUBLIC SPACE ON EAST MAIN AT THE INTERSECTION OF MULTIPLE NEIGHBORHOODS
- X. CREATE A PEDESTRIAN AND BICYCLE CONNECTION OVER THE RAIL BETWEEN EAST MAIN AND THE PUBLIC MARKET

FINAL RECOMMENDATIONS

Overarching themes of the final recommendations are to build off of the neighborhood's existing strengths; to focus limited resources on key corridors, intersections, and subdistricts; to bridge the most critical gaps dividing neighborhoods and cultural destinations; and to equitably support existing residents while creating the potential for additional economic investment. Recommendations across transportation, development and community branding are designed to be complementary, mutually reinforcing each other in supporting a cohesive neighborhood design and identity that meets project goals.

Transportation Recommendations

The vision for transportation in the Study Area is to leverage streets and other infrastructure to not only provide higher quality transportation options to residents, businesses and visitors, but through those connections support creative production and economic investment in the neighborhood and Rochester as a whole. For walking, bicycling and transit, a primary goal is to provide a user experience that goes beyond the bare minimum to be safe, accessible, and comfortable – ultimately making them the easy, convenient and fun choices.

Recommendations for the East Main Street corridor include: reductions in the number of vehicle travel lanes; a 2-way separated bike lane on the south side of the street; wider sidewalks and corner curb extensions; upgraded bus stops with boarding islands on the south side of the street; and construction of center medians (initially painted, and built out with landscaping in the future).

Recommendations for the East Main Street and North Goodman Street intersection include: lane reductions and establishment of a yield-controlled right-turn lane for southbound North Goodman Street; median islands to shorten pedestrian crossing distances and facilitate bicycle connections; and construction of pedestrian plazas on the northwest and northeast corners.

On North Goodman Street between East Main Street and Webster Avenue/Garson Avenue, a reduction in vehicle lanes is recommended, along with on-street bike lanes and the preservation of curbside parking. The intersection with Webster Avenue / Garson Avenue is recommended for a redesign to create a large pedestrian plaza on the southeast corner of the intersection, with different configurations in the short- and long-term in order to accommodate traffic in the context of an existing triangle island.

Other components of transportation recommendations include: a pedestrian and bicycle bridge over the railroad tracks to connect the Public Market area with the Main Street Armory; another potential bridge to reconnect North Goodman Street on either side of the tracks (in the long-term); a shared-use parking scheme to better handle event traffic, with the potential use of shuttle buses during periods of peak demand; the installation of green infrastructure in long-term buildouts of transportation elements; traffic calming treatments on Scio Street similar to Union Street; and a kickoff event in the form of an “open street” festival on East Main Street to build further support for the Initiative.

The project team analyzed how these transportation recommendations would likely affect vehicular flow and congestion. In the proposed design, all intersections studied are projected to operate at a vehicular level-of-service (LOS) of D or better, an acceptable level for peak periods in urban areas. The trade-off for modestly reduced vehicular traffic capacity during peak periods (keeping in mind that capacity is generally more than adequate at all other times of day and on weekends) is a dramatic series of improvements for those walking, biking, and in many cases using transit, as well as in terms of safety.

Development Recommendations

Recommendations for development include creating new hubs for commercial and mixed-use development and to create and support local initiatives on neighborhood housing. North Goodman Street is envisioned as a revitalized walkable, mixed-use retail corridor with concurrent investments in the streetscape and public realm. Meanwhile, East Main Street's development is envisioned through a catalytic project at the existing Otis Lumber site, along with a revitalization of lawns and parking lots of existing cultural sites fronting the corridor. In the long-term, a recommendation is made to consider downzoning sections of East Main Street to encourage walkable development. In the interim, the City should utilize the development review process to further this project's goals and adopt design guidelines that inform future development.

Housing recommendations include working with the Collective Action Project to further redevelopment along Lewis Street; creating a mixed-use, mixed-income development along East Main Street east of the railroad tracks; launching a creative district concept around GP4H to promote selective infill and artist-in-residency programming; and complimenting any investments in new housing with programs and resources to benefit existing residents.

Branding Recommendations

Numerous branding alternatives were discussed in preparation of this Plan through public and stakeholder outreach, and a recommendation is to use these concepts to hold a local design competition to finalize a brand for the Study Area. The brand should feature prominently in all streetscape, design, and infrastructure improvements recommended for the Study Area. It should also play a role in one or more “signature” art projects. In conjunction with moving the branding along with transportation and development recommendations, a web presence should be maintained to continue the momentum of this planning effort.

IMPLEMENTATION

Recommendations are divided into short, medium, and long-term, and can be phased over time as funding becomes available. Conceptual cost estimates indicate total costs of approximately \$47 million for all recommendations, split almost evenly between transportation and development/branding. Additional study is required on these costs as project development occurs. A wide range of funding sources could be considered due to the varying nature of the recommendations. These include numerous federal and NY State programs traditionally used for transportation and economic development, along with others that leverage the private sector and local non-profits. See Chapter VIII for additional details on potential funding sources.

East Main Street corridor rendering. Recommendations feature a 2-way separated bike lane, a reduction in vehicle travel lanes, a new center median, wider sidewalks and landscaping, and targeted redevelopment including the Otis Lumber site.



East Main Street at North Goodman Street rendering. Recommendations feature traffic calming through a reconfigured intersection and median island, and pedestrian plazas to serve as a gateway to North Goodman Street's mixed-use and walkable retail corridor.



Source: EDR

I. PROJECT PURPOSE, BACKGROUND & PROCESS

A. PROJECT PURPOSE

The purpose of the East Main Arts & Market Initiative and the resulting plan, as specified by the City of Rochester, was to “identify multi-modal circulation, access, and parking improvements along with recommendations for land use development, streetscape enhancements, and community branding, as well as strategies to promote housing opportunities in the areas immediately east of Rochester’s Center City, which adjoin both the Neighborhood of the Arts and the Public Market/Marketview Heights.” In this sense it is a truly multi-disciplinary effort, comprehensive in scope but not a formal comprehensive plan or master plan.

Put more generally, the project’s Study Area spans several diverse neighborhoods that all have strong proximity to

Downtown Rochester, transit connections, and a multitude of local and regional cultural destinations, from the Rochester Public Market to theaters, art galleries, and creative production spaces. However, those neighborhoods and destinations are poorly connected to each other due to the physical and psychological barriers presented by East Main Street and the railroad tracks, and much of the Study Area has not harnessed the value of all of these assets, whether for existing residents or in terms of attracting new economic development. The fundamental goal of this project, then, is to improve connectivity in the area in tandem with thoughtful development so as to realize the neighborhood’s potential as a vibrant live/work/create community and destination within the Rochester region and beyond.

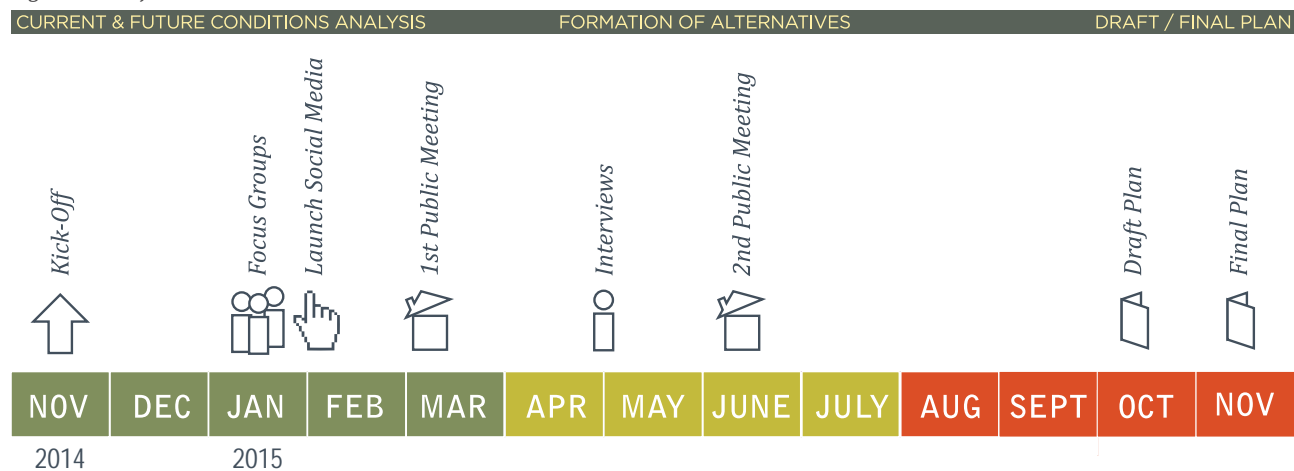


Figure 2. Multi-disciplinary Effort
Source: Interface Studio

PROJECT TIMELINE

The East Main Arts & Market Plan was developed over the course of a yearlong process, beginning in November 2014. The effort took place in three overall phases: Current & Future Conditions Analysis; Formation of Alternatives; and Draft and Final Plans. As described later in this chapter, a robust, multifaceted public and stakeholder involvement strategy was woven throughout the process. While this report represents the culmination of the plan development, implementation of the plan will roll out in phases over the coming years.

Figure 3. Project Timeline

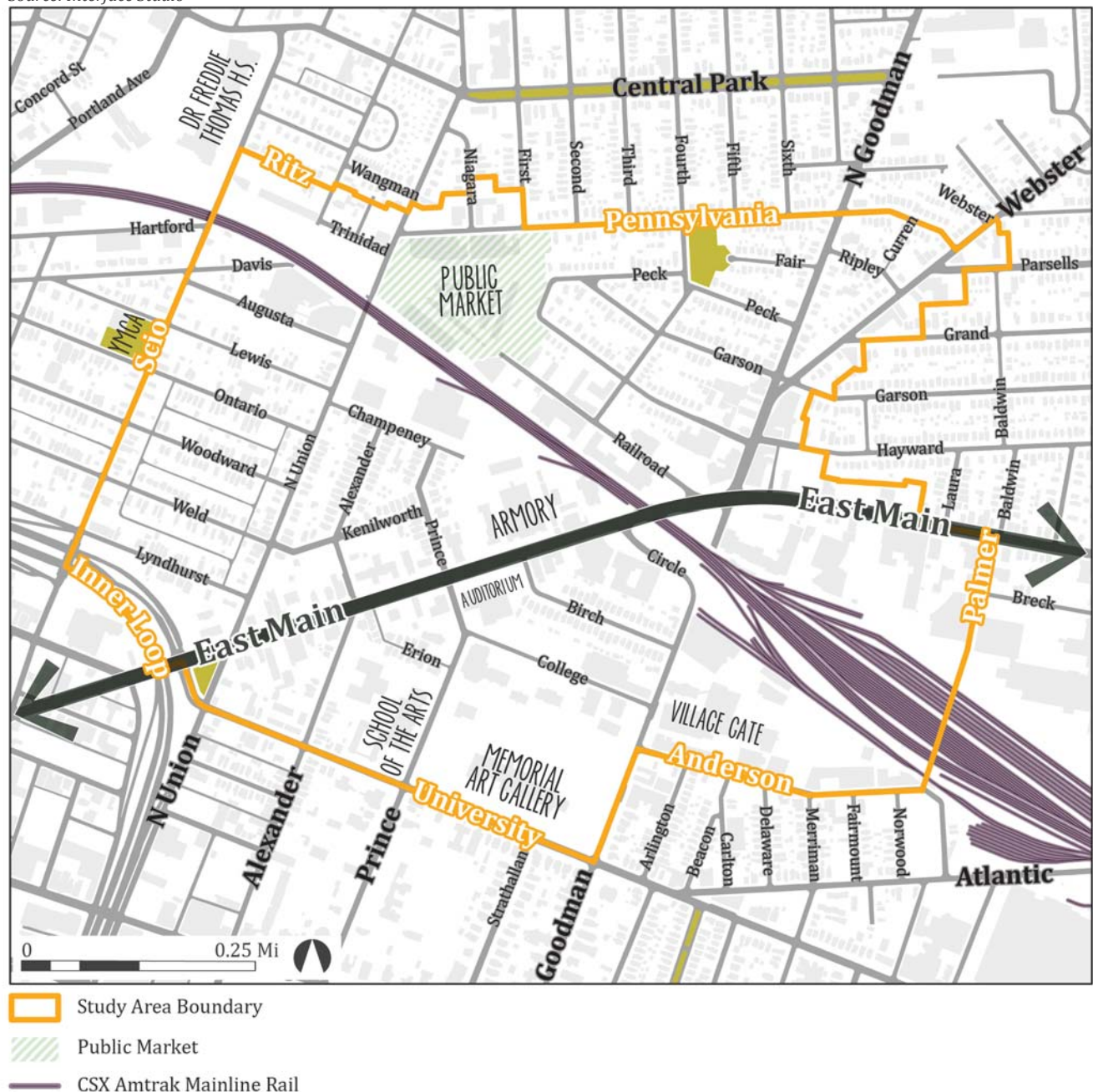


B. STUDY AREA

The 0.5 square mile study area for the East Main Arts & Market Initiative is home to roughly 3,500 residents. The boundaries, illustrated in Figure 4, generally follow Scio Street to the west, Ritz Street and Pennsylvania Avenue to the north, Webster Avenue and Palmer Street to the east, and Anderson and University avenues to the south.

East Main Street and the CSX Amtrak mainline railroad bisect the study area, which is immediately east of Rochester's Center City and hosts numerous regional attractions, including the Rochester Public Market, the Main Street Armory, Auditorium Theatre, Memorial Art Gallery, and Village Gate Square.

Figure 4. Study Area Boundaries
Source: Interface Studio



ARTS & CULTURE ASSETS

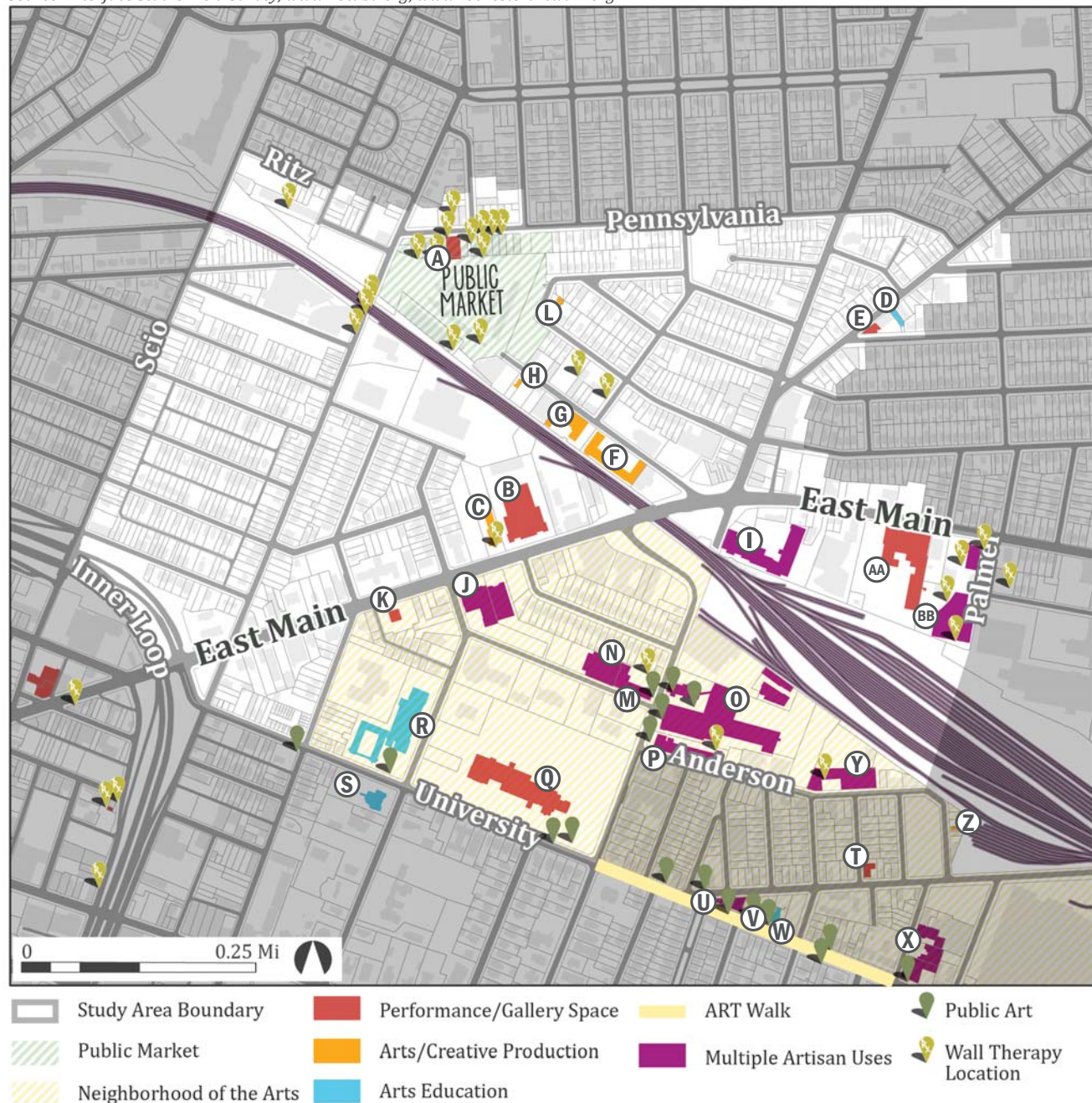
Many arts and cultural destinations, creative production spaces, and public art amenities are located within the East Main Arts & Market Initiative study area.

During 2013, the Memorial Art Gallery welcomed 217,000 visitors with a permanent collection of 11,000 works spanning 50 centuries of world art. The Rochester Broadway Theatre League presents a full season of touring Broadway shows at the Auditorium Theatre each year. The Main Street Armory has been repurposed as a live music venue with a capacity of 6,500.

The area hosts many arts events throughout the year, including Second Saturday open studios in Anderson Alley and the Hungerford Buildings; Clothesline, the largest and longest running fine art and crafts festival in Rochester, and Artists Row at the Public Market, to name a few. Neighborhood of the Arts (NOTA) has 15 artistic benches, mosaic light poles, artful bus shelters, and 18 sculptures, many of which line University Avenue.

Figure 5. Arts & Cultural Assets in the Study Area

Source: Interface Studio Field Survey, www.notaba.org, www.rochesterartwalk.org



Since 2011, more than 25 Wall Therapy murals have been painted in the Study Area by street art artists from Rochester and around the world, and the painting continues:

- > **2011 Artists-** DALeast, Faith47, Freddy Sam
- > **2012 Artists-** Mr. Prvrt, Faith47, Liqen, Case, Thievin' Stephen, Cern
- > **2013 Artists-** Know Hope, Chris Stain, Icy and Sot
- > **2014 Artists-** John Perry, Mr. Prvrt, Above, Faring Purth, Omen, Jarus, Addison Karl, Troy Lovegates, Ever, David Walker
- > **2015 Artists-** Jeff Soto & Maxx242, Onur & Wes21, Vexta, Joe Guy Allard & Matthew Roberts

- (A) Public Market: The Yards, Chase the Art
- (B) Main Street Armory
- (C) Market Apartments at Corpus Christi
- (D) Dazzle School of Visual Arts
- (E) Museum of Kids Art
- (F) Station 55
- (G) Rohrbach Brewing, Black Button Distilling
- (H) John Grieco Sculpture
- (I) The Hungerford: Urban Artisans
- (J) The Auditorium Theatre
- (K) Blackfriars Theatre
- (L) Artist's Home Studio & Sculpture Garden
- (M) Arts & Cultural Council for Greater Rochester
- (N) Gallery R/ Lumiere Photo
- (O) Village Gate: Physikos, Mood Makers, The Brainery
- (P) Anderson Alley Arts
- (Q) Memorial Art Gallery
- (R) School of the Arts
- (S) Visual Studies Workshop
- (T) Multi-Use Community Cultural Center (MuCCC)/ Theater
- (U) Flatiron Building
- (V) Imagine Square: Baobab Cultural Center, Image City
- (W) Writers & Books Literary Center
- (X) 34 Elton Street: Studio 34 Creative Arts Center & Gallery
- (Y) The Art & Design Building
- (Z) Interstellar Love Craft Adornment
- (AA) The Space Theater and Gallery, Search Engine Improv
- (BB) Fedder Industrial Park: Saxon Recording, Lost Cat

Wall Therapy Treatments Across the Study Area:
Sources: Interface Studio



OMEN - Fedder Industrial Park



Fatih47 - Union Street/Rochester Public Market



Addison Karl - Fedder Industrial Park



CASE - Public Market



View of East Main Street looking East

EAST MAIN STREET

East and West Main streets together form a critical east-west axis in Rochester. Within the Study Area, from the Inner Loop to North Goodman Street, East Main Street is a major traffic route into downtown from the north and east. It provides access to important regional destinations that attract millions of visitors to the neighborhood annually, and serves as a key Regional Transit Service (RTS) route for five bus lines. East Main Street is typically seven lanes wide through the heart of the Study Area and includes little to no traffic calming, streetscape enhancements, or dedicated bicycling facilities.

THE PUBLIC MARKET

The Rochester Public Market is a Rochester institution. Operating at its current location since 1905, over 300 vendors (on peak days) offer a wide variety of produce, food products, and other merchandise to a broad spectrum of visitors who come from near and far on Tuesdays, Thursdays and Saturdays. It is surrounded by the larger Market District, which is home to an exciting array of local businesses.



C. PRIOR PLANS & STUDIES

The project team undertook a review of relevant plans and studies completed in recent years that impact the study area. Included among these documents are transportation initiatives such as the Inner Loop East Transformation Design Report and the Rochester Bicycle Boulevards Plan; local neighborhood planning documents such as the Rochester Public Market Master Plan, the Marketview Heights Urban Renewal District Plan, and the Bridging Neighborhoods Design Project; along with other relevant policy documents such as the Rochester Bureau of Planning and Zoning's Neighborhood Traffic Calming Manual and the City of Rochester's Complete Streets Policy.

Common themes emerging across the various sources are summarized in this section. Appendix A provides more detailed documentation of each of the sources that was reviewed.

Documented Transportation Issues in Prior Plans and Studies

- > Main Street is over-engineered for vehicle throughput and lacks traffic calming elements
- > Speeding vehicles are a problem, especially on East Main and Goodman
- > Main Street sidewalks are poorly maintained, transit stops are in poor condition, and there is a lack of adequate lighting in the area
- > Main Street is not friendly to pedestrians, bicyclists, children or the elderly
- > Main Street formerly served a streetcar that linked citizens to downtown Rochester; it serves as a trunk line for buses today
- > The width and grade of the East Main /North Goodman intersection is a significant obstacle to developing a pedestrian friendly gateway, contributing to poor pedestrian safety
- > The area has a need for improved and safer bicycle infrastructure, but it has been challenging to install robust bicycle facilities along the City's arterial and collector streets
- > In the past, the designs and functions of streets in the Study Area often favored motorists over all other users
- > Approximately 28% of area households lack access to a vehicle
- > Railroad tracks divide the study area, with few crossings
- > Traffic congestion and parking difficulties are present around the Public Market, especially Saturdays
- > Streets around Public Market have restrictive parking regulations on market days
- > Access to the Public Market is geared toward automobiles and not toward pedestrians, bicyclists, or transit riders

- > Marketview Heights experiences speeding traffic, especially along Lyndhurst for Inner Loop access
- > Alleys are underutilized, attract illicit activities, and serve as dumping grounds
- > Rail underpass at Union Street (just south of Public Market) is under-lit and prone to flooding
- > Streets throughout the Study Area do not adequately handle stormwater runoff and due in part to a lack of green stormwater infrastructure (GSI)
- > Local residents in various neighborhoods in the Study Area have called for traffic calming measures and improved neighborhood walkability in past studies, focus groups, etc.
- > The City of Rochester's Complete Streets policy seeks to better integrate physical activities with transportation to improve public health, reduce traffic congestion, enhance air quality, support local economic development, and accommodate a variety of modes of transportation

Documented Land Use and Housing Issues in Prior Plans and Studies

- > Too many of East Main Street's buildings are in poor condition, and several are vacant, dark, in disrepair, and a haven for crime
- > East Main Street has an abundance of unattractive storefronts and signage, which creates visual blight
- > The intersection at East Main Street and North Goodman Street is no longer the urban village center of the past, and is in need of restoration for renewed vibrancy
- > In Marketview Heights, there is a desire for higher rates of homeownership to spur neighborhood growth, but this would require deep subsidies and there is otherwise limited market demand
- > Housing vacancies are widespread, and any new housing that is built needs to take into account the area's current oversupply; the housing stock may need to be "right-sized"
- > Demolition, while costly, could be more cost-effective than long-term preservation of vacant units, but would need to be done carefully to not further de-stabilize existing neighborhoods
- > Vacant lots, abandoned houses, and vacant commercial buildings create an 'industrial appearance'
- > Public Market space and some adjacent retail shops on Commission Row are generally underutilized (closed Sunday, Monday, Wednesday, Friday)
- > Recent successes such as targeted rehab and development by MVHA and PathStone need to expand
- > There are few well-known amenities in the area aside from the Public Market

Transportation Recommendations from Prior Plans and Studies

- > Implement traffic calming elements (curb extensions, chicanes, medians, partial or full-time street closures, speed humps, raised crosswalks, textured pavement, striping, etc) to curb speeding and dangerous driving, especially targeting through routes that cut through the Study Area (Main Street, Goodman Street, Union Street)
- > Consider installing roundabouts at complex intersections on streets with ADT of over 3,000 (e.g. East Main Street at University Avenue, North Union Street, and/or North Goodman Street) and neighborhood traffic circles on lower volume streets
- > Implement “Green Collector” and “Green Corridor” street improvements to East Main Street, North Goodman Street, Webster Avenue, and North Union Street that feature green stormwater infrastructure (GSI), integrated bicycle and pedestrian facilities, prioritized transit corridors (including potential streetcar or light rail line along East Main Street), street trees and landscaping
- > Increase pedestrian safety and pedestrian access along Main Street through better marked and additional crosswalks, and improve pedestrian conditions to reduce the barrier effect of Main Street between neighborhoods
- > Consider pedestrian countdown timers at major intersections, such as East Main/North Goodman, and at other signalized intersections along East Main Street
- > Create public spaces and integrate them within the transportation network (benches for pedestrians, sheltered transit stops, passive recreational areas, etc.)
- > Create additional pedestrian and bicycle crossing opportunities over railroad tracks
- > Expand the scope of improvements on North Union Street (resurfacing, curb extensions, stamped crosswalks, etc.) to other parts of the Study Area
- > Simplify traffic flow and provide better clarity for pedestrian movements at Main/Goodman intersection
- > Add bicycle facilities to create safe connections within and beyond the Study Area, particularly along East Main Street, and create neighborhood-level bicycle boulevards along Prince Street, Champeney Terrace, and Garson Avenue, among others
- > Integrate an improved bicycle network into a citywide network that connects Study Area destinations such as the Public Market and arts venues to downtown Rochester
- > Improve Public Market access and decrease traffic congestion through shuttle to off-site parking (potentially downtown) and improved pedestrian and bicycle access including potential new bridge(s) over railroad tracks
- > Construct a pedestrian and bicycle ramp along dead space along railroad tracks, and use to connect neighborhoods and solve grade difficulties for pedestrians and bicyclists on Main Street bridge between Circle Street and Railroad Street
- > Consider how the Inner Loop removal project will affect the Study Area, particularly at the East Main/University intersection, and plan for a continuation of the project to remove the Inner Loop north of East Main Street
- > Improve street level lighting, particularly at rail underpass at Union Street
- > Select a pilot alley to be secured and beautified, and replicate to other alleys if successful
- > Follow the City’s Complete Streets guidelines and incorporate bicycle, pedestrian, and transit facilities into all projects (where appropriate)

Land Use and Housing Recommendations from Prior Plans and Studies

- > Encourage mixed-use development along East Main Street
- > Fill commercial vacancies along East Main Street with essential neighborhood services that meet needs of residents and fit into neighborhood fabric (e.g. pharmacy) and Market-related businesses (e.g. kitchen incubator)
- > Continue residential infill development (30+ homes rehabbed or built) to reinforce stable blocks that have been improved through Marketview Heights’ Focused Investment Strategy (FIS) (e.g. Lyndhurst, Weld, North Union)
- > Consider potential infill development on East Main Street at Railroad Street and on south side of intersection in Hungerford building parking lot
- > Create public plaza space at East Main and North Goodman as part of intersection improvements
- > Catalyze transformative change in Marketview Heights with a large-scale residential redevelopment project near the Public Market
- > Pursue land banking along Davis, Lewis, and Augusta Streets to make room for a larger redevelopment project (within the Marketview Heights Urban Renewal District)
- > Implement a homeownership pilot program such as “rent to own” with incentives to increase ownership rates in the area
- > Incentivize rental repairs by landlords
- > Identify priority properties for acquisition (abandoned, dilapidated, in prominent locations) and either selectively rehabilitate properties for homeownership opportunities or clear for use as parks, play areas, community gardens, urban forests, etc (“green assets”)
- > Consider disposing of vacant properties by giving away at no cost to interested adjacent homeowners as side yards
- > Reduce the dwelling unit vacancy rate from 12% to a target of 5 to 7% (equivalent to removing 3 to 5 substandard units for every 1 unit of affordable housing built)

- Renovate and expand buildings in and around the Public Market to attract more full-time commercial businesses and amenities
- Enforce property maintenance code with owners and landlords
- Encourage development of run-down and vacant properties through grant programs, like façade improvement
- Establish a citywide green infrastructure initiative

Figure 6. Transportation Issues Identified in Prior Studies
Source: SSE





Figure 8. Existing Arts and Cultural Assets
Source: SSE



D. ROLE OF PUBLIC INPUT IN THIS STUDY

APPROACH

A critical objective of the planning process was to create an open and transparent platform for the public and other stakeholders – from residents to businesses, artists and visitors – to provide meaningful input into the direction of the project and the ultimate recommendations. This was accomplished through a three-stage process:

- > Early guidance from the Project Advisory Committee and Focus Groups on the key issues, challenges and opportunities that the project should explore;

- > A first round of public input leading directly to the Alternative Concepts that were developed and the criteria by which they were evaluated; and
- > A second round of public input to rank the alternatives, prioritize the evaluation criteria, and provide more detailed feedback on the specific features of the alternatives.

Through this process, public input very directly and transparently shaped the final plan.

INPUT SUMMARY

The East Main Arts & Market Initiative created numerous opportunities for the public to weigh in to help craft the plan:

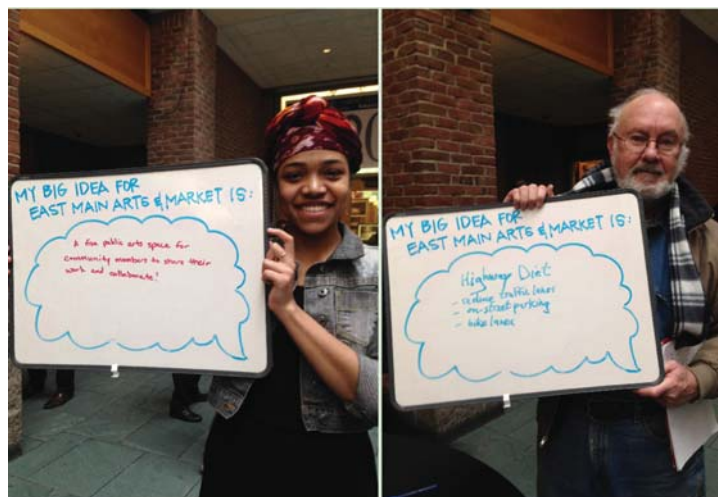
A **Project Advisory Committee (PAC)** convened to oversee project and serve as the sounding board for consultant team met four times over the course of the planning process. The PAC included representatives from the following agencies and organizations:

- > City staff from Environmental Services and Engineering, Business and Housing Development, and Planning and Zoning
- > Monroe County DOT
- > Genesee Transportation Council
- > Regional Transit Service (RTS)
- > Reconnect Rochester
- > Market District Business Association (MDBA)
- > NOTA Business Association
- > Marketview Heights Collective Action Project (CAP)
- > Prince-Alexander-Champeney-Kenilworth Association (PACK)
- > Garson-Peck-4th-Hayward Association (GP4H)
- > Beechwood Neighborhood Coalition
- > East Main – Mustard Association (EMMA)
- > NOTA Neighborhood Association

The planning team conducted **one-on-one interviews** with key stakeholders including RTS, Reconnect Rochester, the Northeast Quadrant Neighborhood Service Center, Rochester Contemporary Art Center, Rochester Broadway Theatre League, and the Main Street Armory.

The team also facilitated four **focus groups** each organized around a topic central to the East Main Arts & Market Initiative:

- > *Transportation*- 8 transportation professionals attended
- > *Land Use & Housing*- 12 neighborhood residents attended
- > *Investors & Funders*- 8 developers, property owners, and granting institutions attended
- > *Arts & Culture*- 2 attendees plus follow up interviews



My Big Idea exercise participants. Source: Interface Studio

And to welcome the broader public to voice their opinions, the East Main Arts & Market Initiative hosted two **Public Open Houses** at the School of the Arts at 45 Prince Street in the study area. The first Open House occurred on March 10th, 2015 from 5-8pm. It was well attended, with 103 people signing in. The goals of Open House 1 were to educate participants about the planning process, learn from resident experts about issues and opportunities in the study area, and collect input to inform a collective vision for the study area. Upon entering the Open House, participants watched a brief presentation providing an overview of the project and existing conditions along East Main Street. After becoming familiar with the project's scope and goals, participants completed a series of activities:

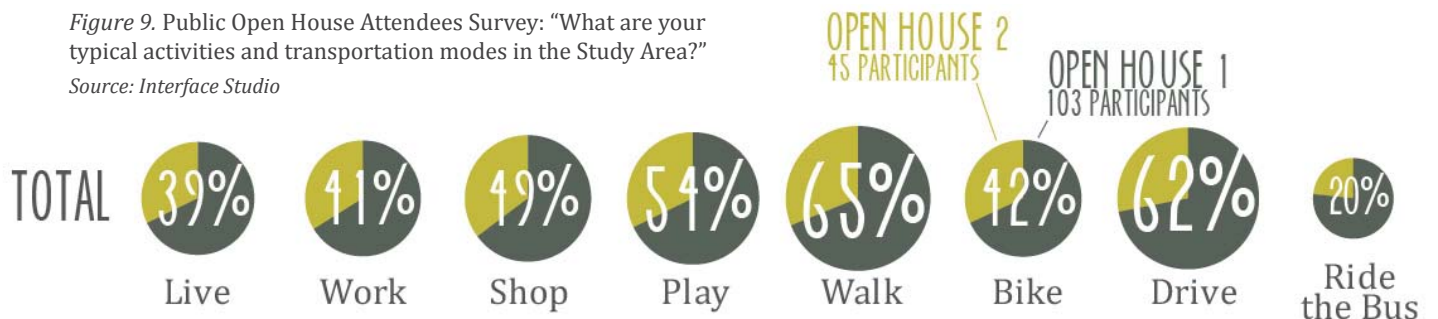
- > *Collaborative Mapping* asked attendees to pinpoint their ideas for improving the area for walking, biking, taking transit, driving and parking
- > *Thumbs Up/Thumbs Down* asked participants to review and rank precedents from other places
- > *Brainstorming Boards* prompted attendees to answer key questions about branding, neighborhood improvements, major intersections, and beautifying the bridge over the rail
- > *Share Your Big Idea* asked people to pose for a photo with their one big idea for transforming East Main Street
- > *Postcards from the Future* asked participants to close their eyes, envision the East Main Street of their dreams, and write a postcard post-marked ten years from now describing what they see

The second Open House occurred on June 17th, 2015 from 5-8pm. While attendance was about half that of the first open house, there was a good mix of visitors who had participated in the first Open House as well as newcomers interested in the project. The activities at Open House 2 invited participants to weigh in on a series of alternatives for roadway redesign, intersection changes, pedestrian crossings over the rail, parking solutions, land use and development scenarios, and branding concepts for the East Main Arts & Market area. Input collected informed the final recommendations included in this plan.



Figure 9. Public Open House Attendees Survey: "What are your typical activities and transportation modes in the Study Area?"

Source: Interface Studio



Finally, throughout the project the East Main Arts & Market Initiative kept the public engaged and up-to-date with posts on the project website (www.cityofrochester.gov/eastmain/) and through various social media outlets, including:

- > *Facebook* (www.facebook.com/EastMainStreetRochester): 266 page likes as of October 20, 2015 and counting, with the largest post reaching 1,360 people!
- > *Twitter* (https://twitter.com/eMAIN_ARTSnMKT): with 112 followers but access to all of #ROC!
- > *Instagram* (<https://instagram.com/eastmainartsandmarket>): with 100 posts presenting a graphic log of all the online outreach

A full record of the public input collected can be found in Appendix B.



<http://www.cityofrochester.gov/eastmain/>



274 page likes



31 posts; 117 followers



100 posts; 25 followers

Figure 10. Collaborative Map Input Locations
Source: Interface Studio



YOU SHARED MORE THAN **150** SITE-SPECIFIC INSIGHTS & IDEAS!

II. EXISTING & FUTURE CONDITIONS

A. TRANSPORTATION

I. ROADWAYS AND INTERSECTIONS

The spine of the Study Area is **East Main Street**, an arterial roadway that begins approximately 1.5 miles east of the Study Area and continues west to downtown Rochester and beyond. West of North Goodman Street, where it separates the South Marketview Heights and PACK neighborhoods from Neighborhood of the Arts, East Main Street typically features two to three travel lanes in each direction (depending on the curb-to-curb width and peak-hour curbside parking regulations) along with a center turn lane. (See Chapter 4 for illustrations of all existing conditions). The curbside lane is reserved for buses (there are five routes) and turning vehicles at peak times in the prevailing peak direction of travel (westbound towards downtown from 7-9am and eastbound away from downtown from 4-6pm). This section of East Main Street handles approximately 23,000 vehicles per day. The speed limit on East Main Street is 30mph, like most streets in the City of Rochester, however motorists routinely exceed the posted speed limit due in part to the street's geometry.

East of North Goodman Street, running between the Beechwood and EMMA neighborhoods, East Main Street features one travel lane in each direction along with a center turn lane. It handles a little over half the daily traffic as its portion closer to downtown, including one bus route. There are fewer active land uses along this section but a greater frequency of driveways.

North Goodman Street is a key north-south corridor on the eastern side of the Study Area. North of its intersection with **Webster Avenue** and **Garson Avenue**, adjacent to the GP4H and Beechwood neighborhoods, the road has one travel lane in each direction with intermittent curbside parking lanes, and hosts one bus route. Between Webster Avenue/Garson Avenue and East Main Street, it has two to three lanes per direction, with the curbside lane providing parking outside of peak periods, and three bus routes (two of which continue onto Webster Avenue). It serves about



One of the five bus shelters within the study area; snow presents a challenge to walkability
Source: Interface Studio

15,000 vehicles per day in this section. North Goodman Street's intersection with Webster Avenue and Garson Avenue is a complex, five-legged layout operating with three signal phases. It possesses a good deal of excess roadbed and an existing triangular traffic island, as well as a small park on its northern edge.

North Goodman Street does not cross the railroad tracks, and instead dead ends just south of the East Main Street intersection. Street users who want to continue along North Goodman Street must turn onto East Main Street (via **Circle Street**), driving, walking, or biking over the bridge. South of East Main Street, in the vicinity of Village Gate, North Goodman Street reverts to one travel lane per direction with occasional curbside parking lanes.

The intersection of East Main Street and North Goodman Street was identified as one of the most problematic within the Study Area. It is heavily traveled by motorists and features double right-turn lanes from North Goodman Street southbound (to East Main Street westbound) and double left turn lanes from East Main Street eastbound (to North Goodman Street northbound). The intersection sits at the base of a bridge over railroad tracks that cut through the Study Area. As a result, traffic along East Main Street heading eastbound over the bridge has the opportunity to treat the road as a speedway with its highway-like geometry. A specific issue, raised multiple times by members of the public and Project Advisory Committee, is the transition of the innermost eastbound lane on East Main Street into a left-turn-only lane onto North Goodman Street. This transition may take certain motorists by surprise and lead to last-minute weaving to change lanes in advance of the intersection. Another issue raised is the perceived danger of making turns into and out of Railroad Street just west of this intersection, particularly on Market days.

University Avenue runs along the south border of the Study Area through the Neighborhood of the Arts and East Avenue neighborhoods. From its intersection with East Main Street east to North Goodman Street, the street features one travel lane in each direction and occasional curbside parking lanes. The street is the only one in the Study Area with marked bicycle facilities, in the form of shared lane markings (or "sharrows"). The street was recently improved with several median islands, curb extensions and enhanced crosswalks. University Avenue widens considerably and expands to five travel lanes west of Union Street as it approaches East Main Street.

North Union Street runs north-south through the entirety of the Study Area along its western side. To the north of East Main Street, it features one travel lane in each direction and curbside parking on one side. The street has an underpass to bypass the railroad tracks and is one of only three connections across the tracks between the southwest and northeast sections of the Study Area (along with Scio Street and East Main Street). North Union Street intersects with Trinidad Street at the main entrance to Rochester's Public Market, a major regional destination.

Figure 11. Rochester East Main Street 2015 Existing Condition - Signalized Intersections
Source: SSE

Intersection & Approach	Existing 2015					
	Weekday AM Peak Hour			Weekday PM Peak Hour		
	Lane Group	VLOS	Delay (sec)	Lane Group	VLOS	Delay (sec)
Innerloop & Main						
Eastbound	L	C	23.7	L	C	25.9
	TR	B	20.0	TR	C	24.1
	R	A	4.9	R	A	4.4
Westbound	TR	A	3.6	TR	A	1.1
Northbound	L	D	41.5	L	D	36.5
	LTR	D	38.5	LTR	D	40.5
Southbound	L	D	39.3	L	D	40.6
	LTR	D	35.5	LTR	D	36.3
	Int.	C	21.1	Int.	C	22.5
Union & Main						
Eastbound	L	A	1.6	L	A	2.0
	T	A	1.4	T	A	1.7
Westbound	TR	B	18.7	TR	C	20.0
Northbound	LTR	B	14.1	LTR	B	13.9
Southbound	L	C	29.1	L	C	30.8
	R	A	7.1	R	A	3.9
	Int.	B	12.5	Int.	B	10.9
Alexander & Main						
Eastbound	L	A	1.7	L	A	4.6
	T	A	1.7	T	A	6.7
	R	A	0.1	R	A	1.2
Westbound	L	A	8.2	L	C	21.9
	T	A	5.0	T	B	10.4
	R	A	1.7	R	A	4.9
Northbound	LTR	B	18.4	LTR	D	36.5
Southbound	LTR	D	42.1	LTR	D	37.9
	Int.	A	6.9	Int.	B	12.9
Circle & Main						
Eastbound	TR	B	16.5	TR	B	10.9
Westbound	L	A	4.1	L	B	14.3
	T	A	2.7	T	A	4.8
Northbound	L	D	38.8	L	C	31.9
	R	B	12.5	R	C	24.6
	Int.	A	7.6	Int.	B	10.9
Goodman & Main						
Eastbound	L	D	36.9	L	C	34.9
	TR	A	4.2	TR	A	6.5
Westbound	L	B	19.5	L	C	27.0
	TR	C	21.8	TR	C	31.2
Northbound	LTR	C	27.7	LTR	C	25.5
Southbound	LT	D	43.2	LT	D	42.7
	R	C	25.2	R	B	11.1
	Int.	C	23.6	Int.	C	22.9
Goodman & Garson						
Eastbound	LTR	C	27.8	LTR	C	25.5
Westbound	-	-	-	-	-	-
Northbound	LT	B	11.0	LT	A	2.2
	R	A	1.9	R	A	0.4
Southbound	TR	B	15.5	TR	B	10.5
	Int.	C	20.1	Int.	B	10.3
Webster & Garson						
Eastbound	-	-	-	-	-	-
Westbound	LTR	D	37.3	LTR	D	42.8
SW-bound	LR	D	36.4	LR	D	40.7
	Int.	C	20.1	Int.	B	10.3
Union & Trinidad/Public Market						
Eastbound	LTR	A	8.9	LTR	A	8.4
Westbound	L	B	14.4	L	B	14.2
	TR	A	9.3	TR	A	9.6
Northbound	LTR	A	3.0	LTR	A	3.8
Southbound	LTR	A	3.1	LTR	A	3.0
	Int.	A	3.9	Int.	A	4.0

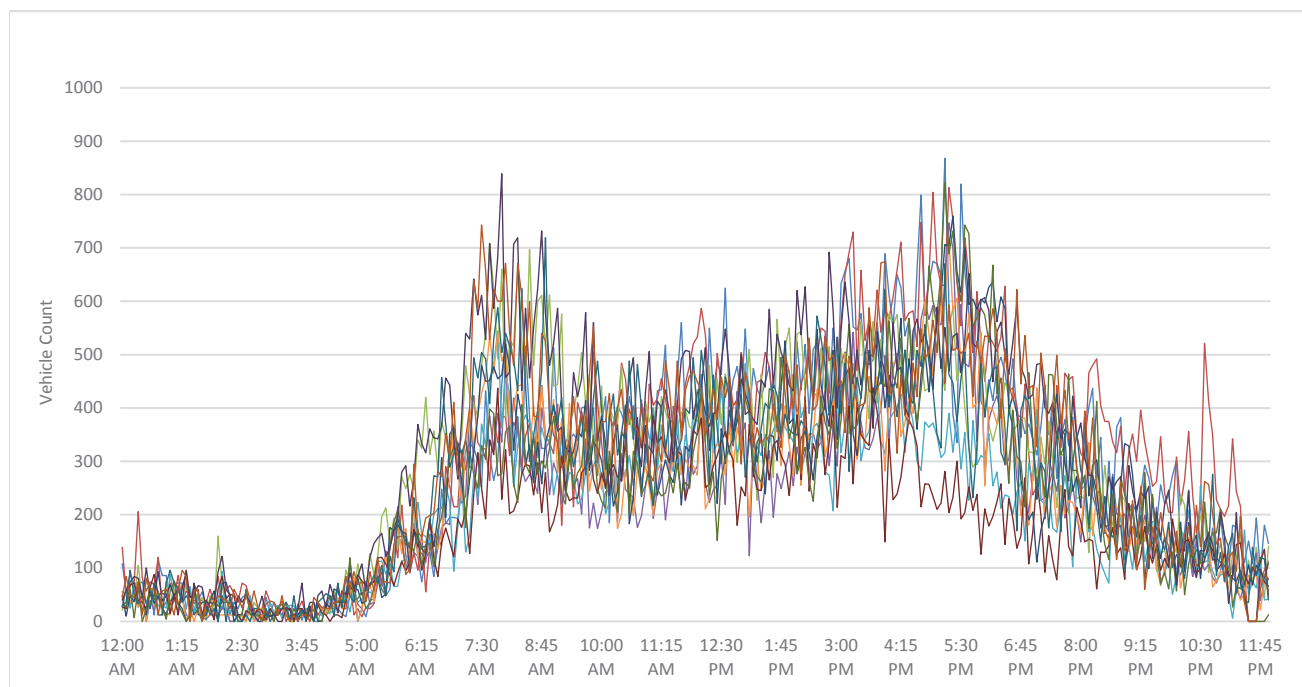
The **Inner Loop** forms the border for the southwestern portion of the Study Area. A highway encircling downtown Rochester and connecting to I-490, the section of the Inner Loop in the Study Area is below-grade in a cut, with access at East Main Street and Scio Street. As of December 2014, however, the portion of the Inner Loop south of East Main Street is closed to traffic as the road will be reconstructed as part of the neighborhood street grid; it will no longer function as a highway. The new alignment will have a significant impact on the southwestern portion of the Study Area, as traffic formerly contained on the grade-separated highway will mix with neighborhood-area traffic on Union Street (which will become 2-way throughout the Study Area). Furthermore, eastbound/southbound traffic on the remaining section of the Inner Loop will primarily exit at East Main Street.

Other streets in the Study Area are mainly residential in nature. Many streets contribute to the naming of their respective neighborhoods, such as **Prince Street, Alexander Street, Champeney Terrace, and Kenilworth Terrace** (PACK); and **Garson Avenue, Peck Street, 4th Street, and Hayward Avenue** (GP4H). Other streets that intersect with East Main Street include **Erion Crescent, Birch Crescent, Circle Street, Railroad Street, and Minges Alley**. **Pennsylvania Avenue** and **Scio Street** serve as the primary northern and western borders of the Study Area, respectively.

Traffic volumes, including turning movement counts, were collected at key intersections in the Study Area to gain an understanding of present day traffic conditions during the weekday morning peak hour (7:30 -8:30 AM), the weekday evening peak hour (5:00 – 6:00 PM), a Saturday morning Public Market peak period (10:00 – 11:00 AM), and a Friday night with events at the Main Street Armory and Auditorium Theatre (7-10 PM). Figure 11 shows conditions during weekday morning and evening peak hours. Saturday morning Public Market data and Friday night Armory and Auditorium Theatre event night data is discussed in the Local Trip Generators section of this chapter.

Vehicular traffic is generally well accommodated given the urban context, with all key intersections currently operating at a vehicular level of service (VLOS) of C or better. Furthermore, 24-hour data from Monroe County DOT's inductance loop system sensors illustrate that vehicular traffic exhibits strong "peaking" characteristics, with any traffic delays generally confined to the AM and PM rush hours, leaving excess roadway capacity at other times of the day (see Figure 12 below). That being said, during peak times some specific intersection approaches and movements do see modest delays with LOS D, but the project team's analysis shows no approaches or movements at LOS E or F under current conditions.

Figure 12. Inductance Loop System Sensors 24-Hour Data
Source: SSE



Note: Each line represents the volume of traffic measured in one lane in one direction.

II. WALKING

While the Study Area possesses a number of generally walkable side streets, most of the main streets – i.e. the key streets that people want to walk along or across – are less friendly to pedestrians. East Main Street, like most streets in the Study Area, has sidewalks in fair to good condition. However, on East Main Street the width of sidewalks is small relative to the scale of the street itself. A lack of frequent crosswalks along East Main Street, along with its width and speeding vehicular traffic, makes crossing the arterial difficult for children, the elderly, and anyone with physical limitations. Auto oriented and industrial land uses along East Main also contribute to a poor pedestrian experience not befitting of a “Main Street.”

Crosswalks in the Study Area are faded or in some cases non-existent. Major intersections such as North Goodman Street and East Main Street do not provide a desirable crossing time to pedestrians and make walking an unattractive mode of travel. There are ample opportunities throughout the Study Area to extend sidewalks, build curb extensions, or otherwise carve out extra space for pedestrians to shorten crossing distances and beautify streets. A recent street improvement project along University Avenue has already shown the potential for these types of improvements to transform the walking environment. To attract pedestrians to the Study Area’s numerous amenities such as art spaces, venues, and the Public Market, direct interventions like those along University Avenue are needed.

The railroad tracks that bisect the Study Area are a barrier to pedestrian connectivity, with only three crossings: underpasses at Scio and North Union Streets, and a bridge on East Main Street. The underpasses are ill-maintained, poorly lit, and perceived as dangerous, while the bridge has a steep grade and requires pedestrians to travel extra distance between crossings because it is engineered primarily for vehicle throughput. The lack of connections between the southwest and northeast sides of the railroad tracks is perhaps the primary impediment to better pedestrian circulation and conditions in the Study Area. In particular, the walking distance to the Public Market from attractions such as the Armory and destinations further south in NOTA is increased considerably due to the low number of crossing points.

The project team walked the Study Area, observing both qualitative and quantitative indicators of walking safety, convenience, comfort and enjoyment. The most dramatic challenges to walkability were observed along East Main

Street in the section between the Inner Loop and North Goodman Street. Therefore, a more formal “walk audit,” was conducted in this section, to evaluate walking conditions at six intersections and five midblock segments. The project team prepared an evaluation checklist that considered various elements that impact a pedestrian’s experience, and completed it based on site visits in March 2015. Items were graded on a simple 1 to 3 scale, combined and averaged to create an aggregate score which was then converted to a typical letter grade (A through F) scale.

Select elements of the midblock evaluation included:

- Buffer between traffic and sidewalk
- Sidewalk interruptions by driveways or parking lot entrances
- Distance between crosswalks / crossing opportunities
- Presence of shade or trees
- Opportunities for public seating or interactions in the public realm
- Presence of pedestrian-scale lighting

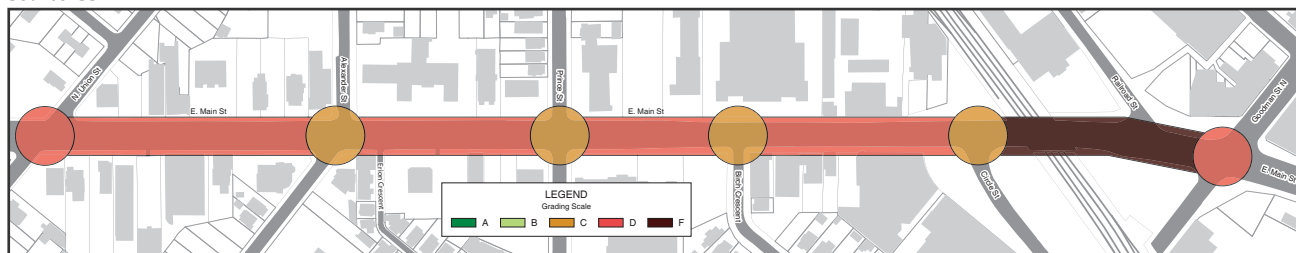
Select elements of the intersection evaluation included:

- Presence of functional pedestrian signals and/or pedestrian push-to-walk buttons
- Crosswalk marking condition
- Curb ramps at all corners for all crossings, aligned to crosswalks
- Crosswalks follow most direct path or desire line across the street
- Drivers respect pedestrian right of way at crosswalks
- Drivers stop behind stop bar, and not in crosswalks

Findings are presented in Figure 13 below. No intersection received better than a “C” grade, and no midblock segment received better than a “D” grade, indicating that existing conditions for pedestrians are below standard along the East Main Street corridor. It is notable that the midblock segment between Circle Street and North Goodman Street (i.e. the East Main Street bridge over the railroad tracks) received the worst midblock grade of ‘F’ and the intersections of East Main Street and Union Street and East Main Street and North Goodman Street received the worst intersection grades of “D”.

Figure 13. Walk Audit Evaluation

Source: SSE



III. TRANSIT

Public transit services in the Study Area are provided by RGRTA's Regional Transit Service (RTS) on bus routes 33, 38, 39, 42 and 48. East Main Street is a trunk line that serves four of these routes, and as a result during peak hour services along East Main Street can result in buses arriving at stops every 10 minutes or less (subject to scheduling and delays). However, most locations in the Study Area that are served by only one bus line see headways of 20-30 minutes (or more) on weekdays and even less during off-peak hours and weekends.

While recent service changes resulted in the re-routing of some #39 buses to the Public Market, the schedule only provides for one bus per hour on Saturdays during peak Market hours, rendering the service relatively inconvenient for shoppers. There is no other transit option available to the Market, such as a Market-specific shuttle bus from downtown or other areas.

RTS has recently built a new transit center downtown, west of the Study Area. RTS runs what is essentially a hub-and-spoke transit system with most buses terminating at the transit center and radiating outward in various directions across the city. As a result, north-south connections in the Study Area are not well served by transit. The termination of North Goodman Street at East Main Street due to the railroad tracks further exacerbates this problem.

Bus stops in the Study Area are generally in poor condition and located along busy arterial streets. In many cases stops are essentially non-existent, typically consisting only of a small sign except for a few scattered shelters.

Current RTS bus service is indicated in the map below.

Figure 14. Existing Bus Service

Source: SSE



IV. BICYCLING

The Study Area faces a shortage of bicycle facilities and bicycle connections within and outside of it are limited. East Main Street and parts of North Goodman Street are multi-lane arterials that lack any markings or physical protection for bicyclists, rendering them off-limits to a majority of users. North Union Street, Scio Street, University Avenue, Webster Avenue, and portions of North Goodman Street are two-way minor arterial / collector streets that could be accessible to confident bicyclists, but none have dedicated markings (with the exception of University Avenue, which has shared lane markings, or “sharrows”).

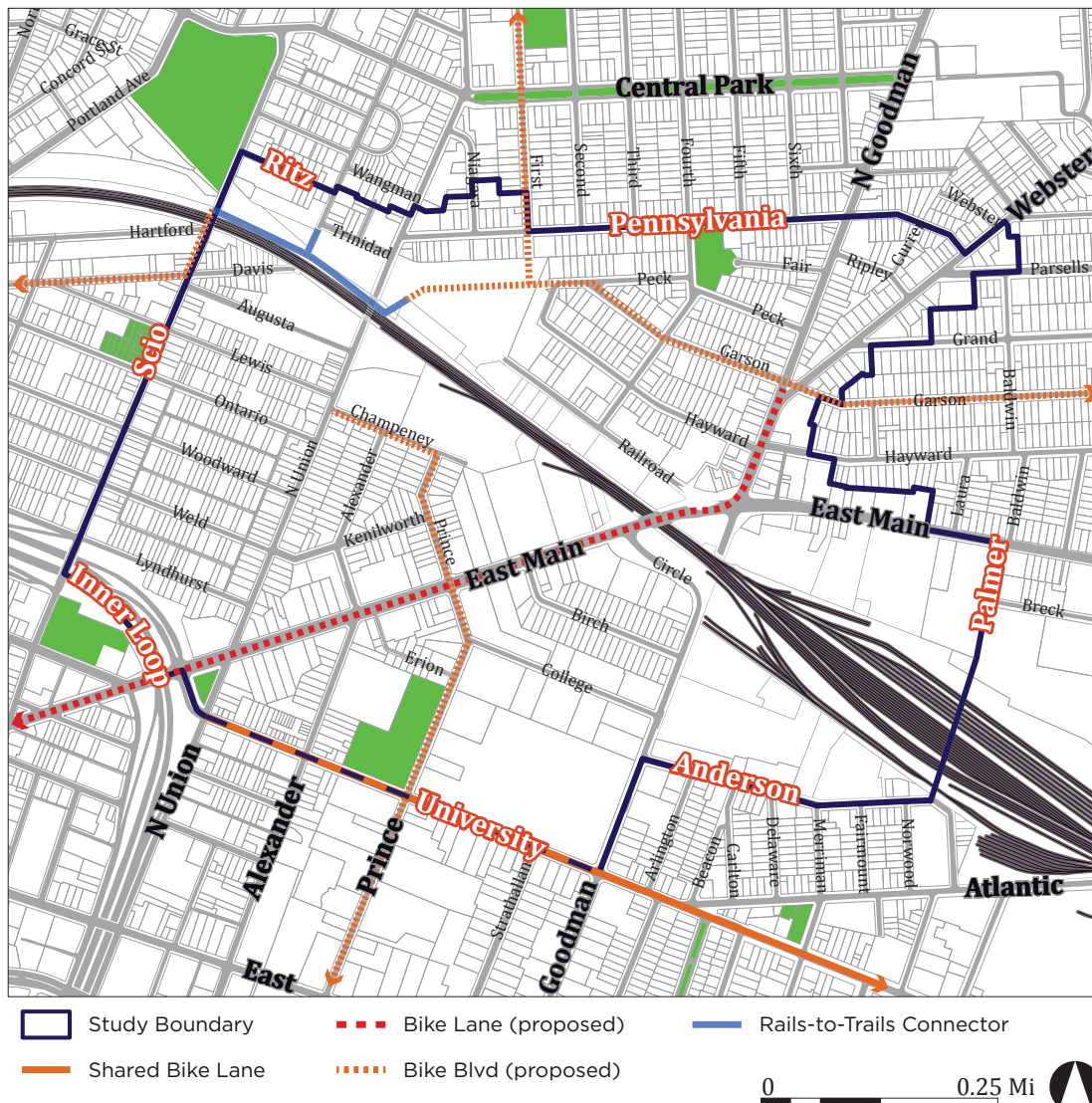
In addition to arterial streets, the railroad tracks that pass through the Study Area represent a major barrier to bicycle connectivity. Only the East Main Street bridge and North Union and Scio Street underpasses provide crossings. While Scio Street has shoulders that can act as de facto bike lanes, both underpasses on Scio and North Union Streets are narrow

and dark, and the East Main Street bridge has a steep grade, no cycling facilities, and a road design that results in speeding vehicles. The difficult crossing on the east side of the Study Area at the East Main Street bridge is a significant obstacle to bicycling. In fact, the section of East Main Street from North Union Street to North Goodman Street was rated an “F” in January 2011 in the City’s Bicycle Master Plan document.

Latent demand for bicycling as a form of transportation may exist within the Study Area, but without facilities that create a true all-ages and abilities network, it is unlikely that bicycling will become a more popular mode of travel. Attractions in the area such as the Public Market, Main Street Armory, Village Gate, the Memorial Art Gallery, and other Neighborhood of the Arts exhibitions should be natural attractors for bicyclists – especially when automobile parking is difficult – but in order for this potential to be realized, improvements to the bicycle network must be made.

Figure 15. Existing and Proposed Bicycle Facilities

Source: SSE



The City's 2011 Bicycle Master Plan assessed bicycling conditions on major streets using the Bicycle Level of Service methodology and analyzed traffic crashes involving bicyclists (notably identifying "hot spots" on East Main Street in the vicinity of the North Goodman Street and North Union Street intersections). It made recommendations on priorities for adding bicycle facilities to various streets based on the presence of an existing bicycle facility, existing Bicycle LOS, and the potential to create a dedicated bike facility. The streets within the Study Area identified as high-priority (i.e. Tiers 1 and 2) are not entirely consistent with input received as part of the current project in terms of which streets are seen by community members as most in need of robust bicycle facilities (particularly East Main Street).

More recently, the City recently completed a Bicycle Boulevard plan that identifies potential low-volume streets that could form a network of low-stress connections. These low-stress routes could complement robust facilities on major streets that could include separated bike lanes (or "cycle tracks"), potentially unlocking latent demand for bicycling in the Study Area.

A map of existing and proposed bicycle facilities depicted in the City's Bicycle Boulevard plan in the Study Area is shown on the previous page.

V. SAFETY

According to the New York State Accident Location Information System (ALIS), there have been 537 crashes reported in the Study Area over the last three years for which data is available (June 2011 to May 2014).

The ALIS data shows the following regarding crashes and the involvement of pedestrians and bicyclists in them:

Figure 16. NYS Accident Location Information System (ALIS) Involving Pedestrians and Bicyclists

Source: SSE

	Study Area Crashes	East Main St. Crashes	Major Street* Crashes
Total	537	268 (50% of total)	383 (71% of total)
Pedestrian Involved	16 (3% of total)	10 (4% of East Main Street crashes)	12 (3% of Major Street crashes)
Bicyclist Involved	9 (2% of total)	3 (1% of East Main Street crashes)	5 (1% of Major Street crashes)

*Major Streets are defined as East Main Street, North Union Street, University Avenue, North Goodman Street, and Webster Avenue

Although pedestrians and bicyclists are involved in a relatively low number of total crashes, this could result from the lack of people who currently find it safe to walk or bike in the Study Area. A further analysis of the ALIS data indicates that pedestrians and bicyclists sustained a higher percentage of serious injuries relative to their percentage involvement in

crashes. Also, on East Main Street and collectively on all Major Streets, a higher percentage of total injuries occurred relative to the total number of crashes. This indicates that crashes on East Main and other Major Streets have more severe outcomes.

Figure 17. NYS Accident Location Information System (ALIS) Involving Pedestrians and Bicyclists - Details

Source: SSE

	Study Area Crashes	East Main St. Crashes	Major Street* Crashes
Total Injuries	101	64 (63% of all injuries)	80 (79% of all injuries)
Total Serious Injuries	10 (10% of all injuries)	3 (5% of all East Main Street injuries)	6 (8% of all Major Streets injuries)
Pedestrian + Bicyclist Serious Injuries	6 (60% of all serious injuries)	2 (67% of all East Main Street serious injuries)	4 (67% of all Major Streets serious injuries)
Total Fatalities	1	0	0

*Major Streets defined as East Main Street, North Union Street, University Avenue, North Goodman Street, and Webster Avenue

In addition to crashes, the **perceived** safety regarding various modes of transportation in the Study Area must be considered. Due to speeding vehicles, a wide right-of-way, and infrequent crosswalks, East Main Street is a safety concern for all users – pedestrians, bicyclists, transit riders, and even motorists. More generally, a lack of walkable streets in the Study Area due to heavy industrial land uses, vacant storefronts and homes, and poor street connectivity contributes to a nearly non-existent culture of walking, particularly by choice versus necessity. As a result, motorists may not be cognizant of pedestrians who do use the streets, which creates additional potential safety issues.

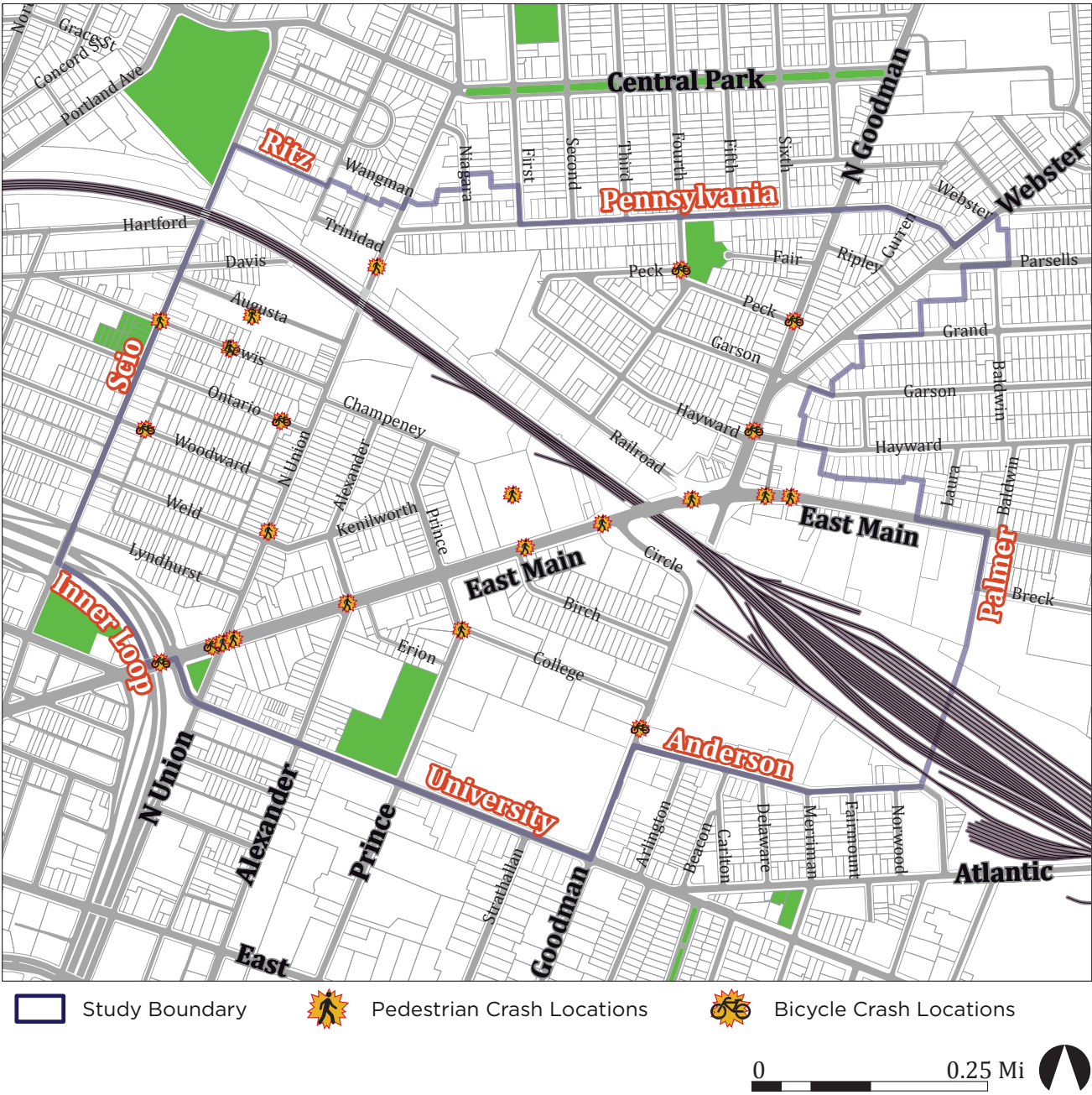
A lack of low-stress bike connections in the Study Area increases the real and perceived dangers of bicycling and results in a low mode share for bicycling, even for short distances.

Crash locations during the three-year period between June 2011 and May 2014 are indicated in the map below. A second map highlighting crashes with pedestrians and bicyclists involved follows.

Figure 18. Study Area Crash Report Data: June 2011 - May 2014
Source: SSE



Figure 19. Study Area Pedestrian & Bicycle Crash Report Data: June 2011 - May 2014
 Source: SSE



VI. PARKING

The Surface Parking Map (Figure 20) highlights all surface parking within the study boundary, calling out public lots as well as private accessory parking lots that serve adjacent businesses or other active uses. In all, there are 58 acres of surface parking covering an area equivalent to 44 football fields.

The Land Use Map in Figure 24 (see page 34) identifies parking only where the sole use of a given parcel is parking. The land use map, therefore, under-represents existing surface parking in the study area.

This analysis suggests that, in fact, parking is the second most prevalent land use behind residential, covering a full quarter (25%) of the parcel area within the study area. This figure includes off-street surface lots only, and does not account for the residential driveways or on-street curbside parking spaces available on a majority of streets in the Study Area. With major regional destinations such as the Public Market, Armory, and Auditorium located in such close proximity to residential areas, better managing event parking is a key goal for all area stakeholders.

Figure 20. Surface Parking
Source: Interface Studio



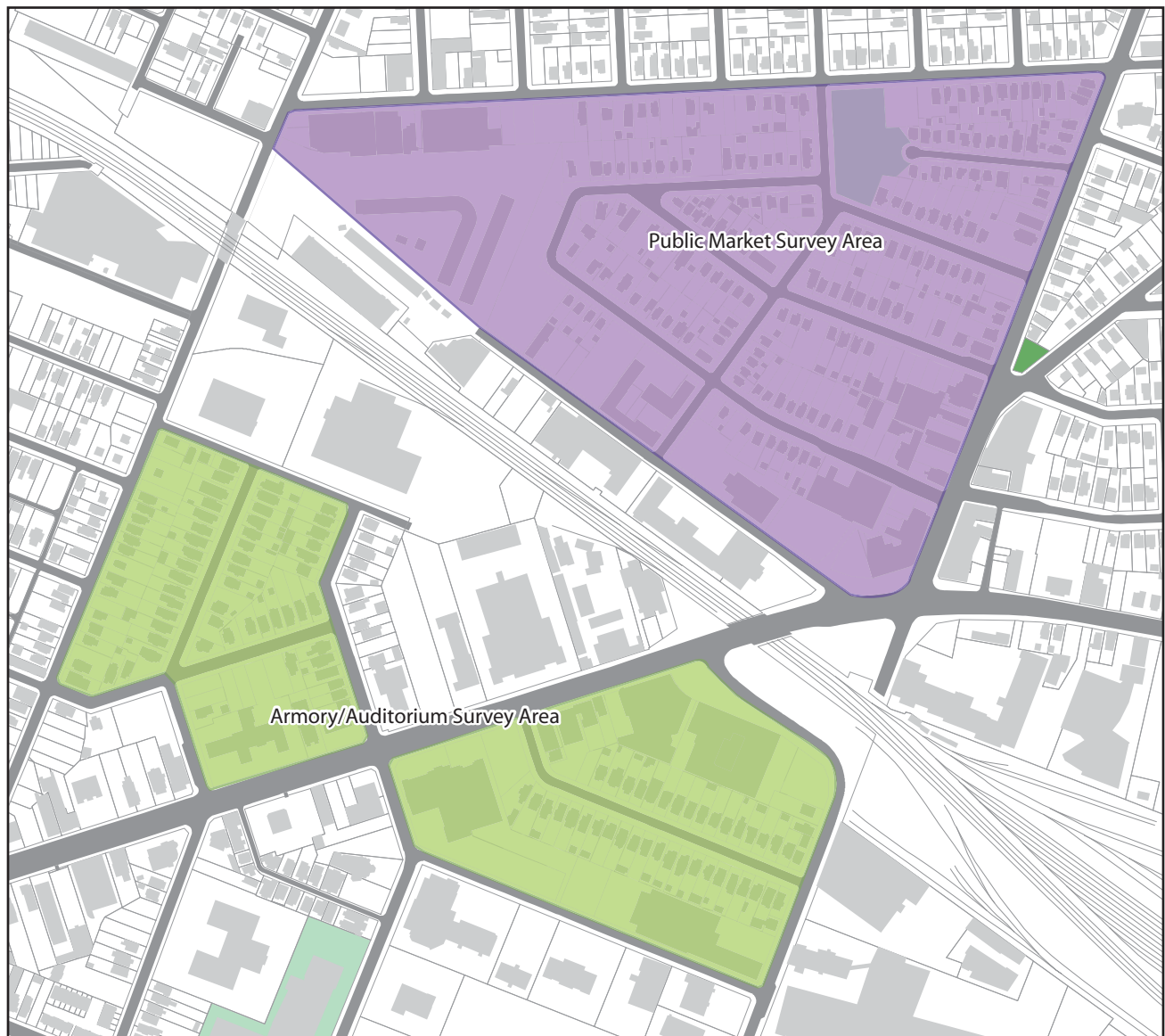
On-street regulations generally restrict parking on one or more days per week on at least one side of most streets, while several of the major arterials in the Study Area have peak-hour restrictions or regulations prohibiting parking at all times. Meanwhile, for a majority of the time the numerous off-street parking lots – which cover the area equivalent to 58 acres or 44 football fields – have significant excess capacity.

During well-attended events, such as the Public Market on Saturday mornings and events at the Main Street Armory or other local theaters, parts of the Study Area can become overwhelmed with drivers looking for parking spaces in the same general location at around the same time. As a result, these event-induced peaks result in what is perceived as a lack

of local sufficient parking capacity. In some cases, particularly for events held along East Main Street, making unused or underused off-street lots available to event attendees could relieve the pressure on limited on-street parking spaces nearby.

Parking counts in on-street and off-street locations (see Figures 22 and 23 below) were conducted during peak event periods – a Saturday at the Public Market from 9am-12pm and a Friday evening from 10-11pm when the Armory and Auditorium Theatre were concurrently hosting sold-out events. Comparison counts were made on a Sunday morning for the Public Market and a Friday evening with no events at the Armory and Auditorium Theatre, respectively.

Figure 21. On-Street Parking Survey Areas
Source: SSE



In the case of both on-street and off-street parking, demand is heavily dependent on the events at the nearby destinations. For example, during the sold-out event night at the Main Street Armory and Auditorium Theatre, parking on many nearby streets was filled near capacity (94%), with many cars even illegally parked in zones where it was prohibited at that time. Similarly, the nearby off-street lots (many of which are not open to the public) were 61% full. During the non-event

Friday night used as a comparison, only 28% of on-street parking and 16% of off-street parking was utilized, and far fewer cars were parked in illegal on-street spaces. Similar results were seen in the vicinity of the Public Market during a market day in comparison to a non-market Sunday.

Figure 22. On-Street Parking Capacity
Source: SSE

	Legal Capacity	Legally Parked	Spare Capacity	Illegally Parked
Event Peak	207	195	12	56
Proportion of Legal Parking		94%	6%	
Proportion of Parked Vehicles		78%		22%
Non-Event	207	58	149	17
Proportion of Legal Parking		28%	72%	
Proportion of Parked Vehicles		77%		23%

Figure 23. Off-Street Parking Capacity
Source: SSE

	Lot Capacity	Parked	Spare Capacity
Event Peak	1,425	864	561
Proportion of Parked Vehicles		61%	39%
Non-Event	1,425	229	1,196
Proportion of Parked Vehicles		16%	84%

VII. LOCAL TRIP GENERATORS

The Study Area contains several regional destinations that draw visitors from Rochester and beyond. These include the **Public Market**, **Main Street Armory** and the **Auditorium** and **Blackfriars Theatres**. These locations host special events – Saturday, Tuesday, and Thursday mornings and afternoons for the Public Market, and generally scattered evenings for the other venues – that contribute to peaks in local traffic before, during, and after events. Visitors arriving at these attractions by car face difficulties in finding parking, especially during heavily-attended events such as Public Market Saturdays and sold-out events at the 6,500 person capacity Armory.

Similar to the parking counts described above, traffic data was collected during peak event periods both during the Public Market hours on a Saturday and during simultaneous sold-out events at the Armory and Auditorium Theatre. Spot checks of this “event peak” vehicular traffic data confirmed that while

events at these major trip generators do impact the nearby street network, occasionally leading to isolated backups at certain movements, these impacts are generally very short in duration and are neutralized by the lower background traffic given that both event periods are outside of the weekday rush hour peaks. In other words, weekday AM and PM rush hours remain the “worse-case” peak periods within the Study Area. Vehicular LOS for key intersections on a Public Market Saturday are compared to the weekday AM and PM peak periods; with the exception of two movements at East Main Street and North Union Street, all movements perform equally or better on the Saturday.

Other local trip generators include exhibitions in and around the Neighborhood of the Arts (including the Memorial Art Gallery), the Village Gate mixed-use complex, and residential neighborhoods such as Marketview Heights, GP4H, PACK, and Beechwood.

VIII. STREETSCAPE & PUBLIC SPACE

The Study Area faces a relative lack of quality open space and there are limited opportunities to use sidewalks and streets for anything but through movement. Streets do not have much, if any, public seating or plazas to offer passive social and recreational opportunities, and the road network is geared almost exclusively toward the automobile. With the exception of some pleasant residential side streets, most streets in the Study Area are not conducive to walking for

leisure. While there are several existing parks and plazas, such as the Fourth Street and Peck Street Park and the plaza-like spaces at the East Main Street/North Goodman Street intersection, these are not as well-used as they could be and numerous comments were received through the public input process requesting improved access to a greater number of parks and public spaces.

B. LAND USE & HOUSING

At the time of the field survey in early 2015, 60% of the properties in the East Main Arts & Market Initiative study area were residential. 33% of parcels (392 properties) host single-family homes, and the remaining residential properties (27% of all parcels) host two dwelling units or more. Residential properties comprise 31% of the study area's total parcel area.

The second most common land use in the study area is vacant land, comprising 15% of all parcels (180 properties). These properties cover 21 acres of land, which is 7% of the total parcel area.

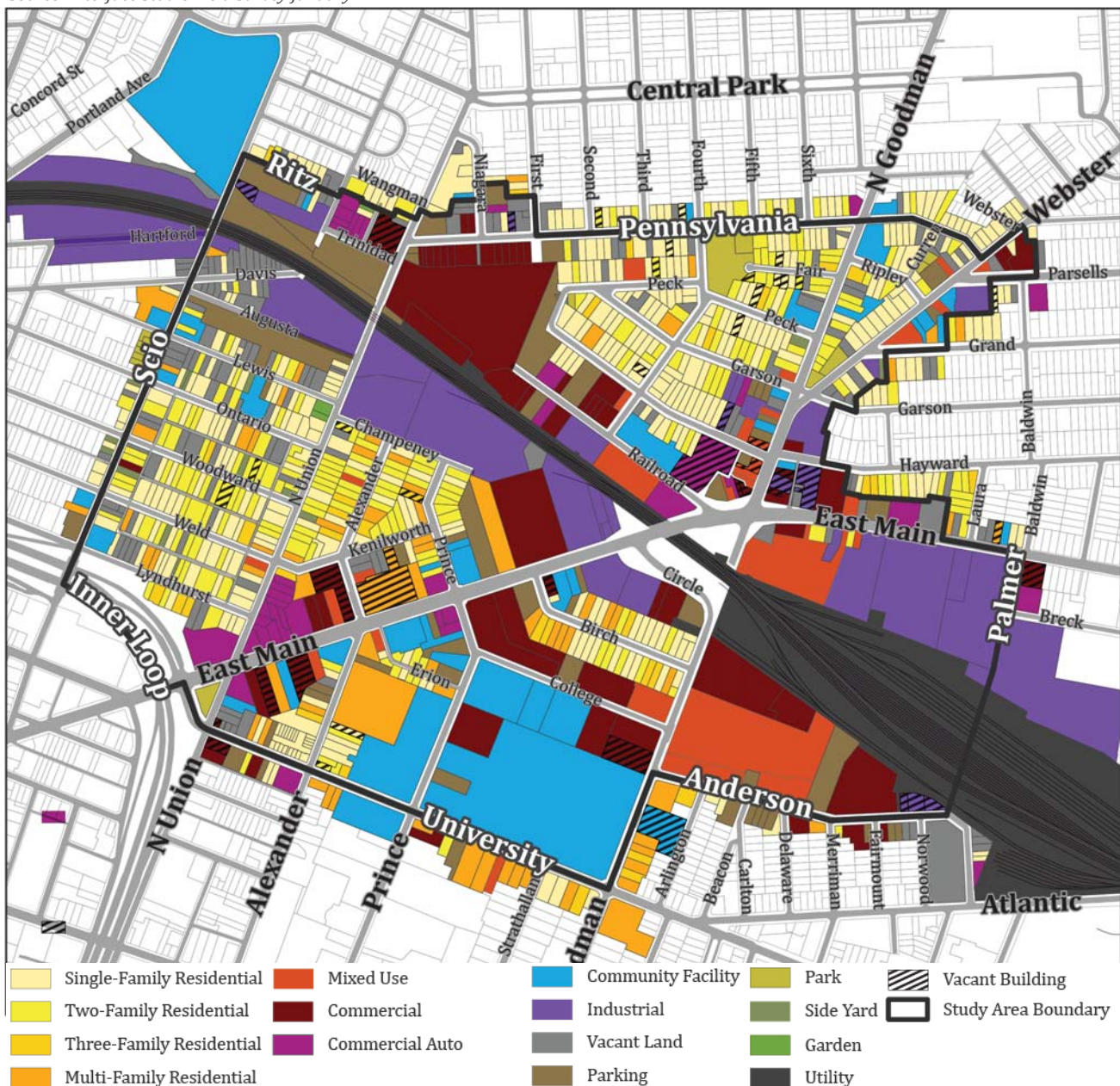
Figure 24. Land Use, 2015

Source: Interface Studio Field Survey January 2015

Outside of the Public Market, commercial, auto, and mixed use properties are located predominantly along the study area's main corridors, East Main Street and North Goodman Street. Together, the commercial, auto, and mixed use properties account for 11% of all properties (133) and 22% of total parcel area.

41 properties (3%) host community facilities including museums, schools, religious institutions, and non-profits.

Most large industrial properties abut the railroad tracks, contributing to the barrier that they create between neighborhoods and amenities in the study area.

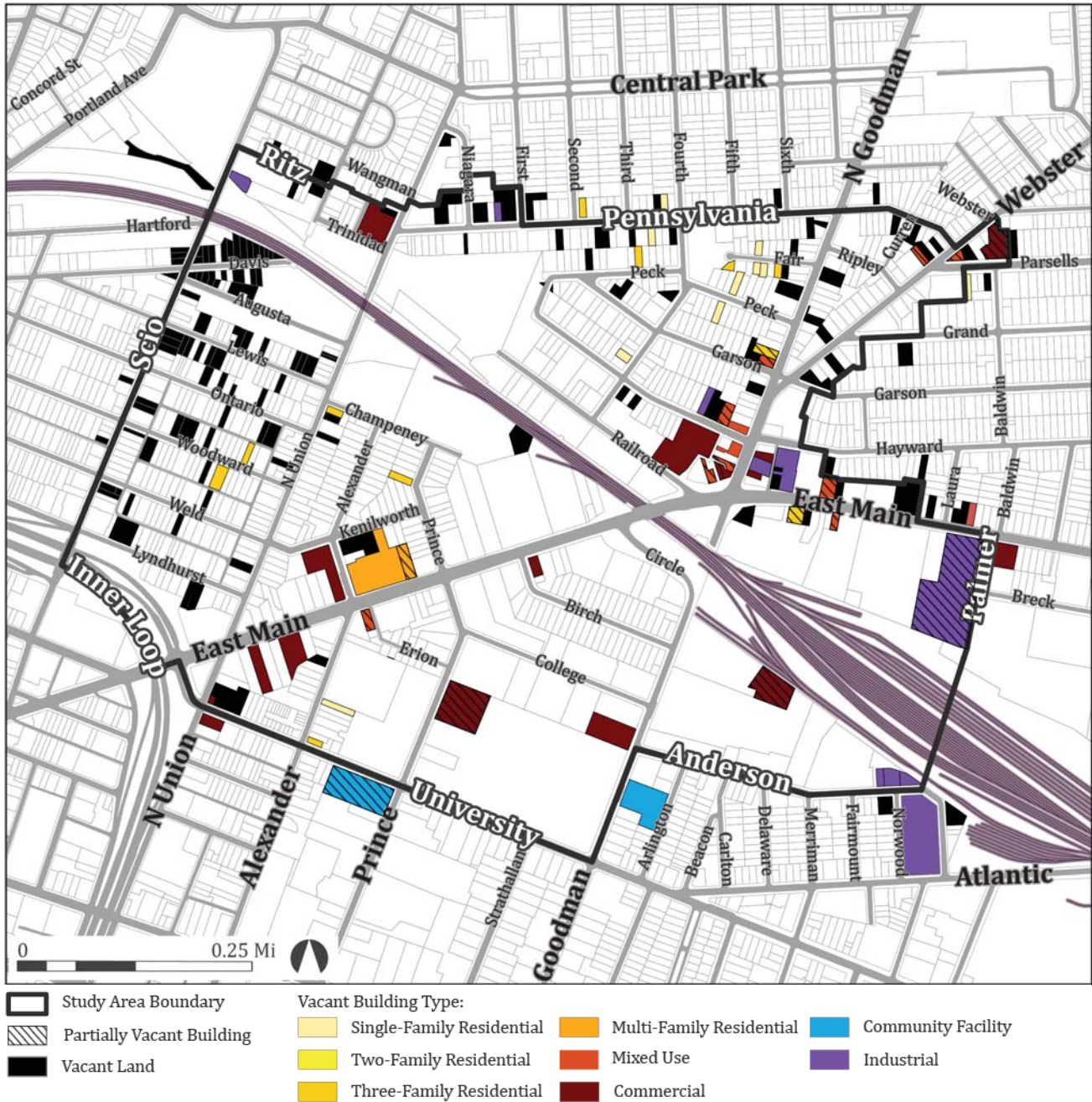


I VACANCY

The project team's field survey found that 9% of the parcel area in the East Main Arts & Market Initiative study area is vacant. The study area contains 46 vacant structures (on parcels that amount to 12 acres) and 180 vacant lots (20 acres). Vacant properties are concentrated north of East Main Street, detracting from the quality of life of residents in those communities.

Figure 25. Vacancy by Type, 2015

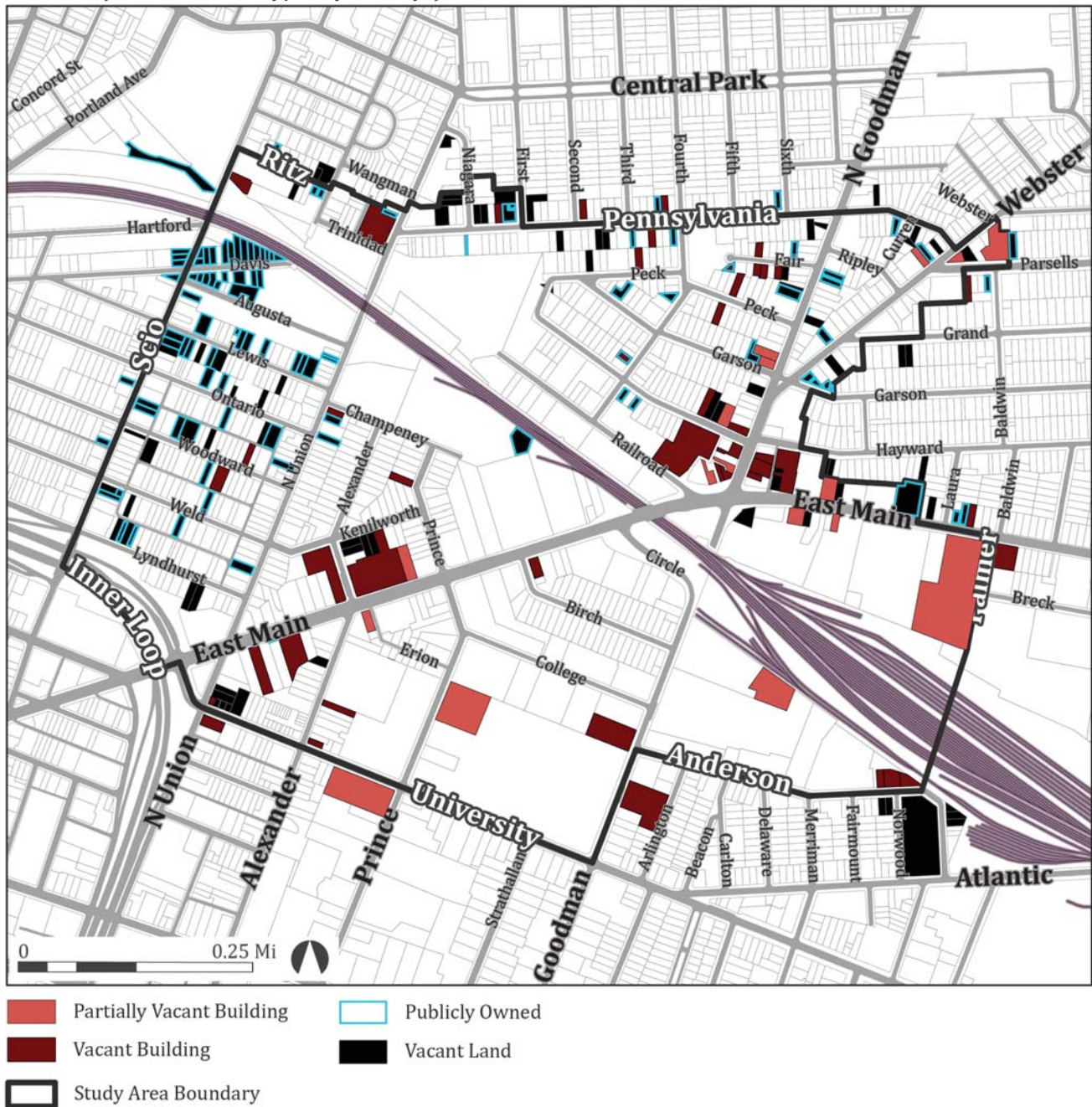
Source: Interface Studio Field Survey January 2015



II PUBLICLY-OWNED VACANCY

Within the study area, 46% of the vacant properties are publicly-owned. The City of Rochester owns 45% of the vacant properties, one vacant structure and 101 vacant lots. These properties represent opportunities for near-term improvements and reinvestment.

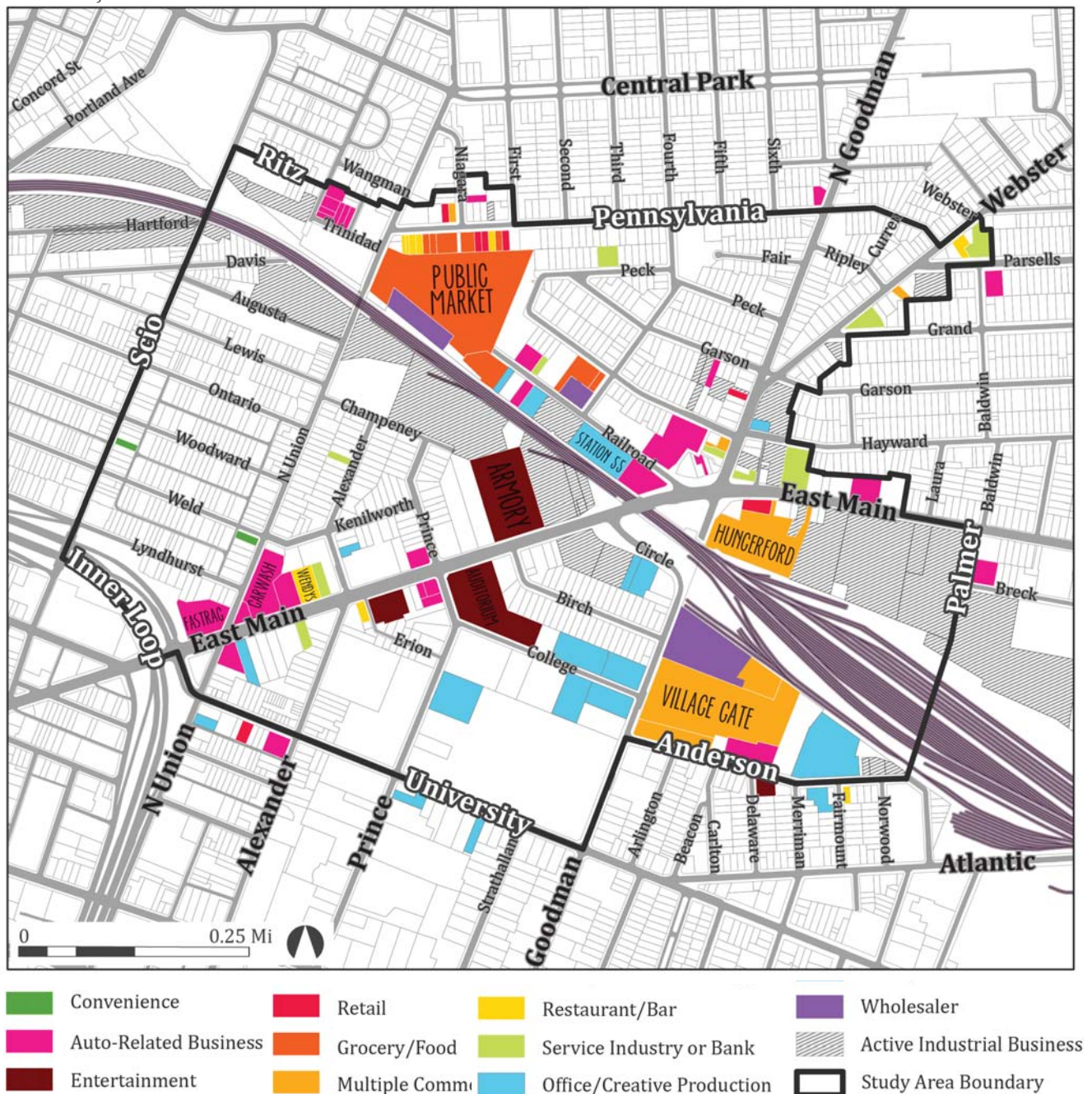
Figure 26. Publicly-Owned Vacancy
Sources: Interface Studio Field Survey January 2015, City of Rochester



III COMMERCIAL USES BY TYPE

Figure 27 maps commercial uses by type. There are 133 commercial or mixed use properties in the study area; 110 of these properties host active businesses. Some businesses span multiple parcels, while in other cases, single parcels host multiple business tenants (as is the case with the Rochester Public Market, Village Gate Square, the Anderson Arts Building, the Hungerford Building, and Fedder Industrial Park).

Figure 27. Commercial Uses by Type
Source: Interface Studio



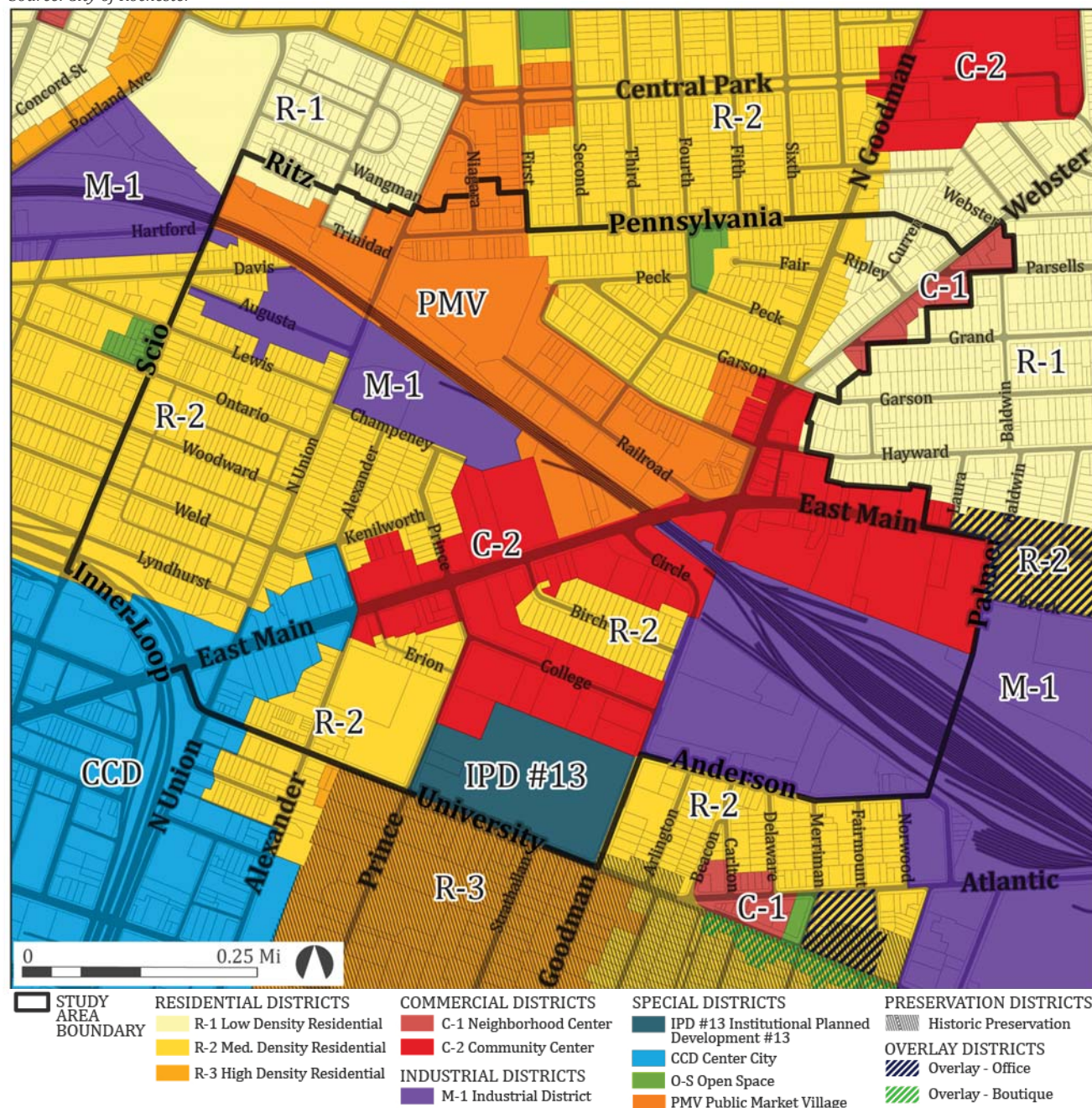
IV ZONING

The residential portions of the East Main Arts & Market Initiative are zoned mostly R-2, allowing medium density residential development. The Center City District (CCD) extends from Downtown up East Main Street to Alexander Street. East of Alexander Street, East Main Street is zoned C-2, allowing community-oriented mixed-use development. The M-1 industrial district hugs the railroad tracks.

Unique to the study area, a special zoning classification for the Public Market Village (PMV) encompasses the Public Market and adjacent blocks, enabling a mix of uses including the outdoor market, housing, live-work and office spaces, retail, bars and restaurants, manufacturing, warehousing and wholesaling, and agriculture.

Figure 28. Zoning, 2003

Source: City of Rochester



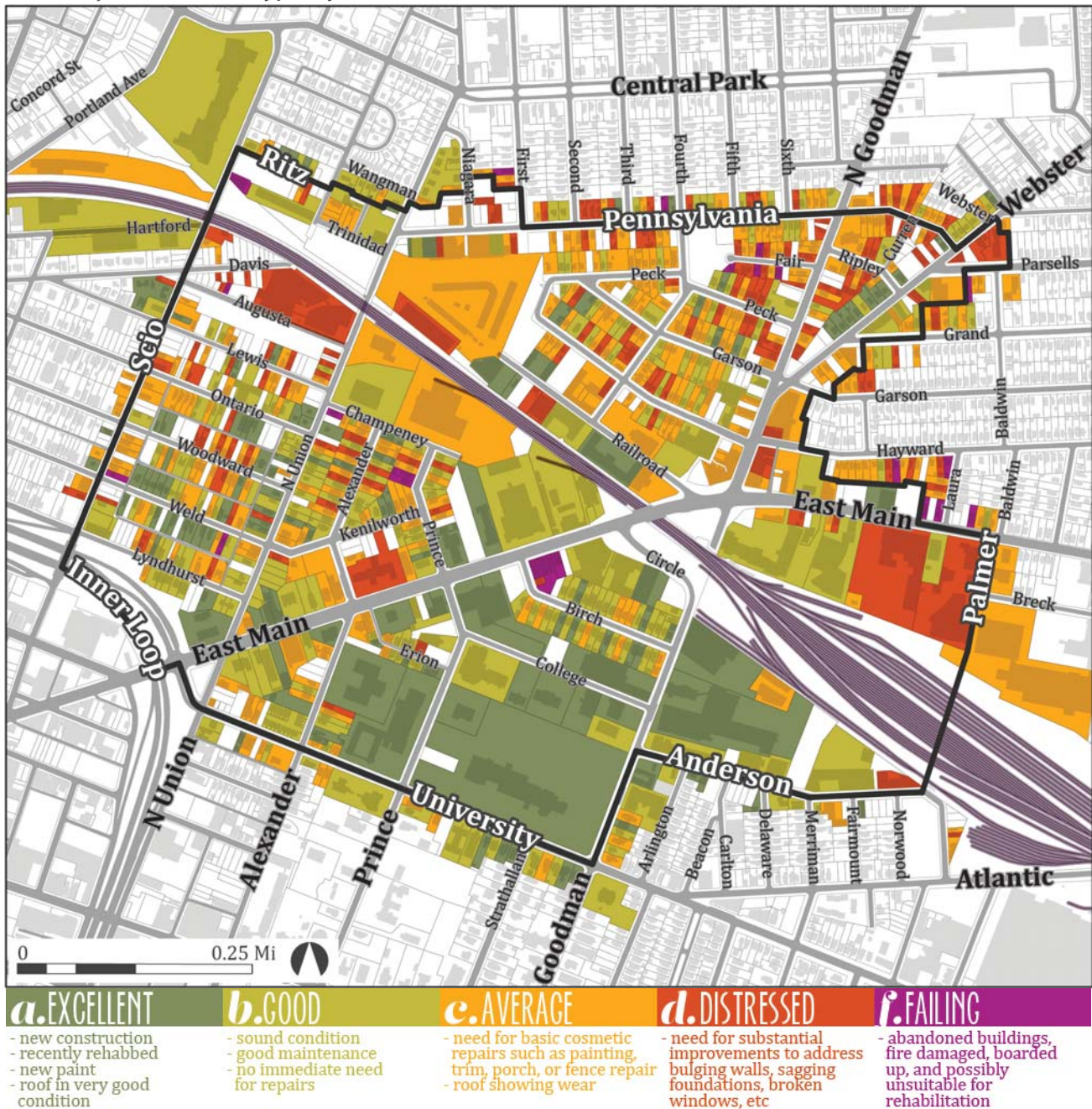
V BUILDING CONDITIONS

The project team conducted a building condition survey in January 2015. Buildings received a grade of A through F depending upon their exterior condition compared to the rest of the building stock: A for excellent, B for good, C for average, D for distressed, and F for failing. Grade descriptors are included in Figure 29.

GRADE	COUNT	PERCENTAGE
A: Excellent	136	15%
B: Good	281	31%
C: Average	336	36%
D: Distressed	149	16%
F: Failing	22	2%

The low number of properties receiving a score of F reflects the City's efforts to demolish vacant structures that are in dangerous condition.

Figure 29. Building Conditions, 2015
Source: Interface Studio Field Survey January 2015

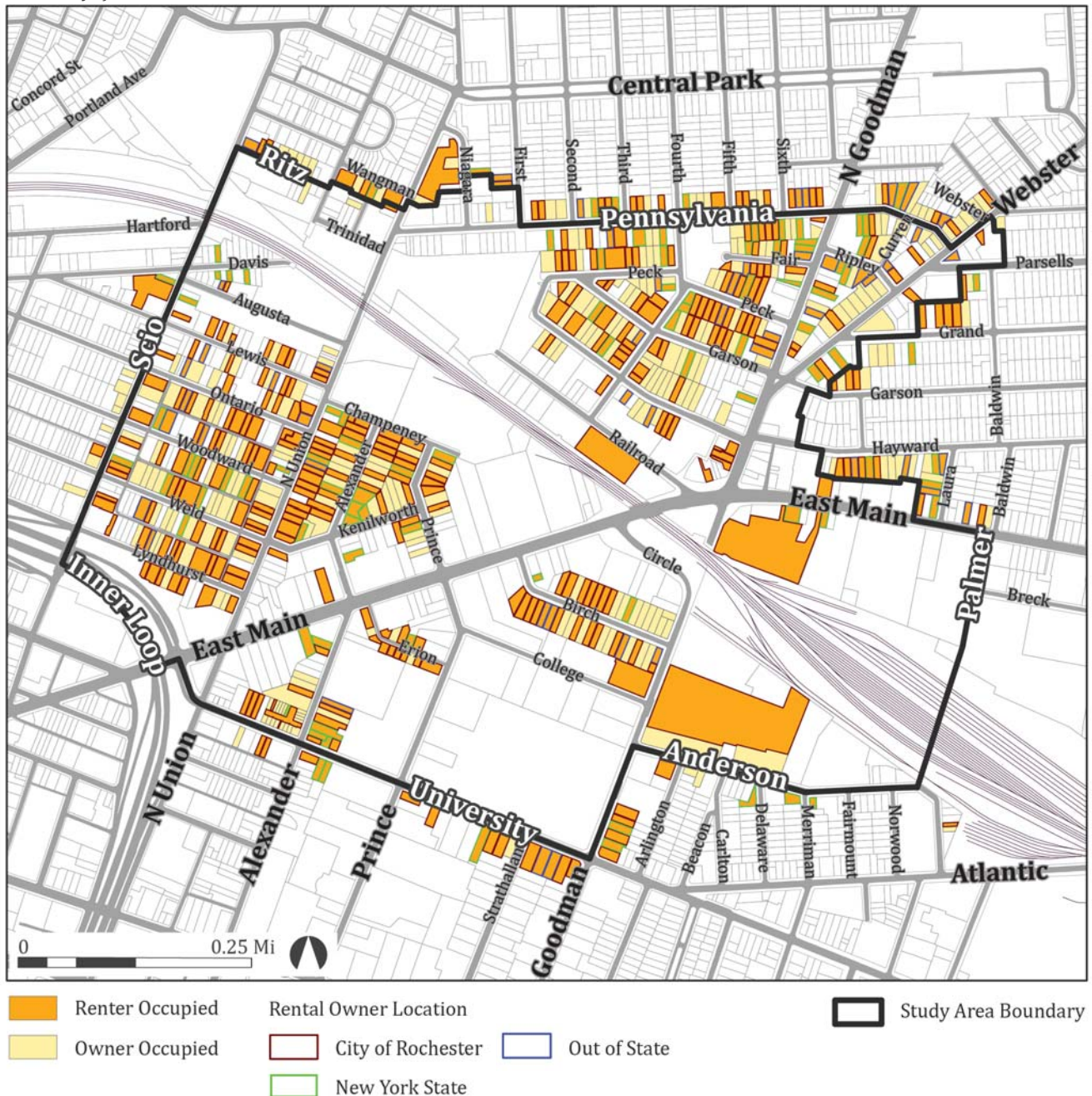


VI RESIDENTIAL OWNERSHIP

Stakeholders on the Project Advisory Committee and in the Focus Groups expressed concerns about absentee landlords and high-turnover rental properties. Figure 30 illustrates owner versus rental occupancy for properties surveyed as residential within the study area. The project team based this analysis upon data provided by the City of Rochester; properties for which the address and the tax address are the same are coded as owner-occupied, while properties for which the tax bill is sent to an off-site address are coded as renter-occupied.

37% of residential properties (265 properties) are owner-occupied, and 63% are renter-occupied (452 properties). Of the rental properties, 68% are owned by local landlords located in the City of Rochester. 21% are owned by landlords elsewhere in New York State, and 11% are owned by out-of-state landlords.

Figure 30. Owner versus Renter Occupancy for Residential Property
Source: City of Rochester

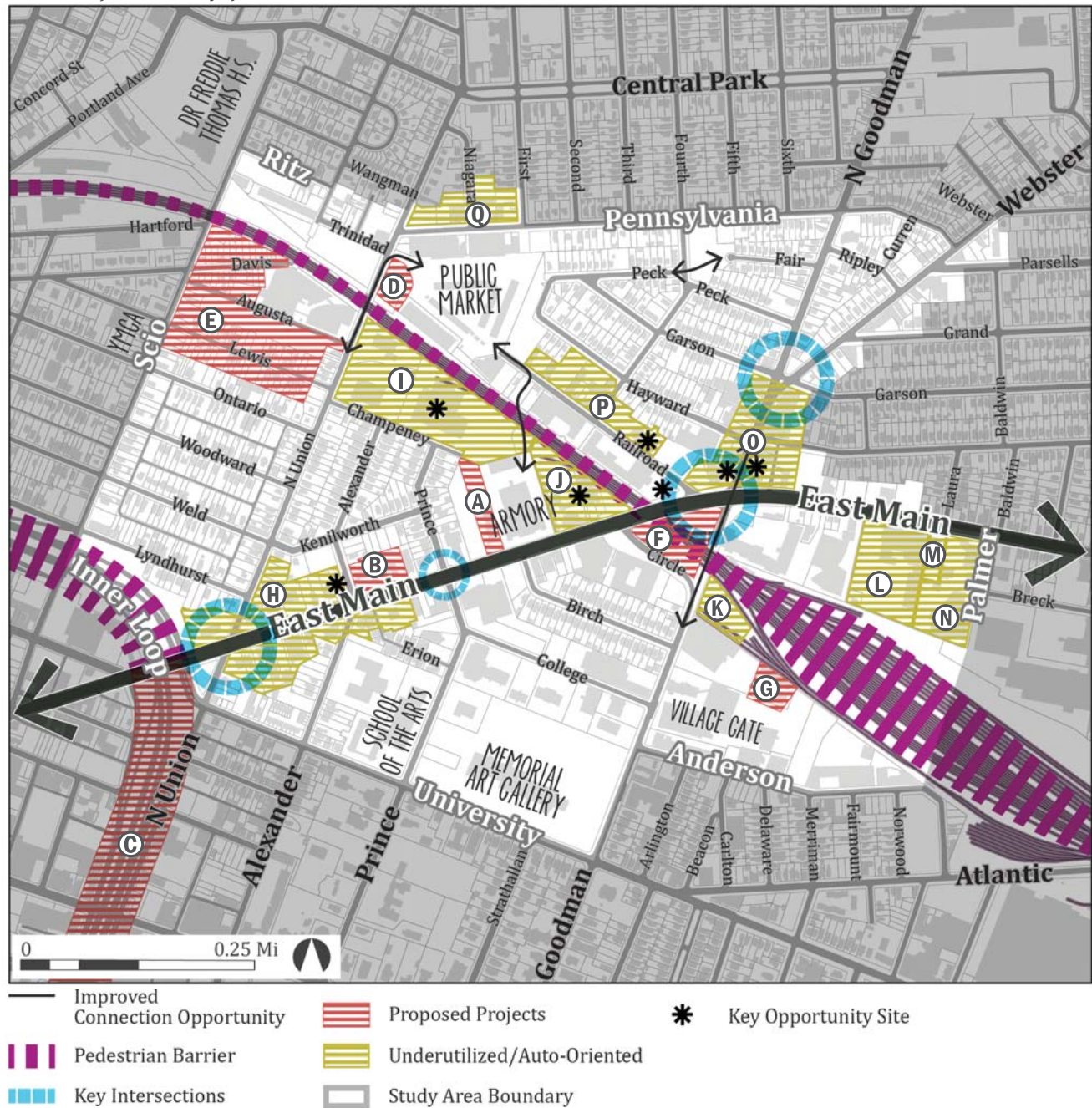


VII PROPOSED PROJECTS & POTENTIAL OPPORTUNITIES FOR CHANGE

Figure 31 identifies projects that are already in progress or proposed within the East Main Arts & Market Initiative Study Area boundaries, as well as opportunities for change. The opportunity sites identified for possible redevelopment and land use changes emerged through discussions convened by the City of Rochester with active developers, investors, and property owners in the area. No firm plans exist for these sites at this point in time, though some conceptual plans are gaining momentum.

Figure 31. Proposed Projects & Potential Opportunities for Change (see following page for project key)

Source: Interface Studio, City of Rochester



Projects in Progress or Proposed:

- Ⓐ 42 units of Live/Work spaces at Market Apartments
- Ⓑ 52 units of Senior Housing at Eastman Dental
- Ⓒ Inner Loop East Transformation
- Ⓓ Public Market New Construction
- Ⓔ Market View Heights URD Residential Infill
- Ⓕ Bridging Neighborhoods
- Ⓖ Village Gate Parking Lot expansion

Potential Opportunities for Change

- Ⓕ Auto-Oriented Commercial Businesses
- Ⓖ Industrial Uses
- Ⓖ Industrial Materials Storage
- Ⓖ Industrial Materials Storage
- Ⓖ Bus parking
- Ⓜ Vacant Martha Matilda Harper Building
- Ⓝ Partially Vacant Fedder Industrial Park
- Ⓞ Plaza and Underutilized Buildings at Goodman & Main
- Ⓟ Railroad Street Approach to Public Market
- Ⓠ Vacancy North of Public Market

For letter locations in Study Area, see Figure 31 on prior page.



The former Eastman Dental Dispensary will soon be senior housing



The former Corpus Christi building will soon be artists' housing



Vacancy on North Goodman Street north of East Main



*Vacant land north of the Public Market
Sources: Interface Studio*

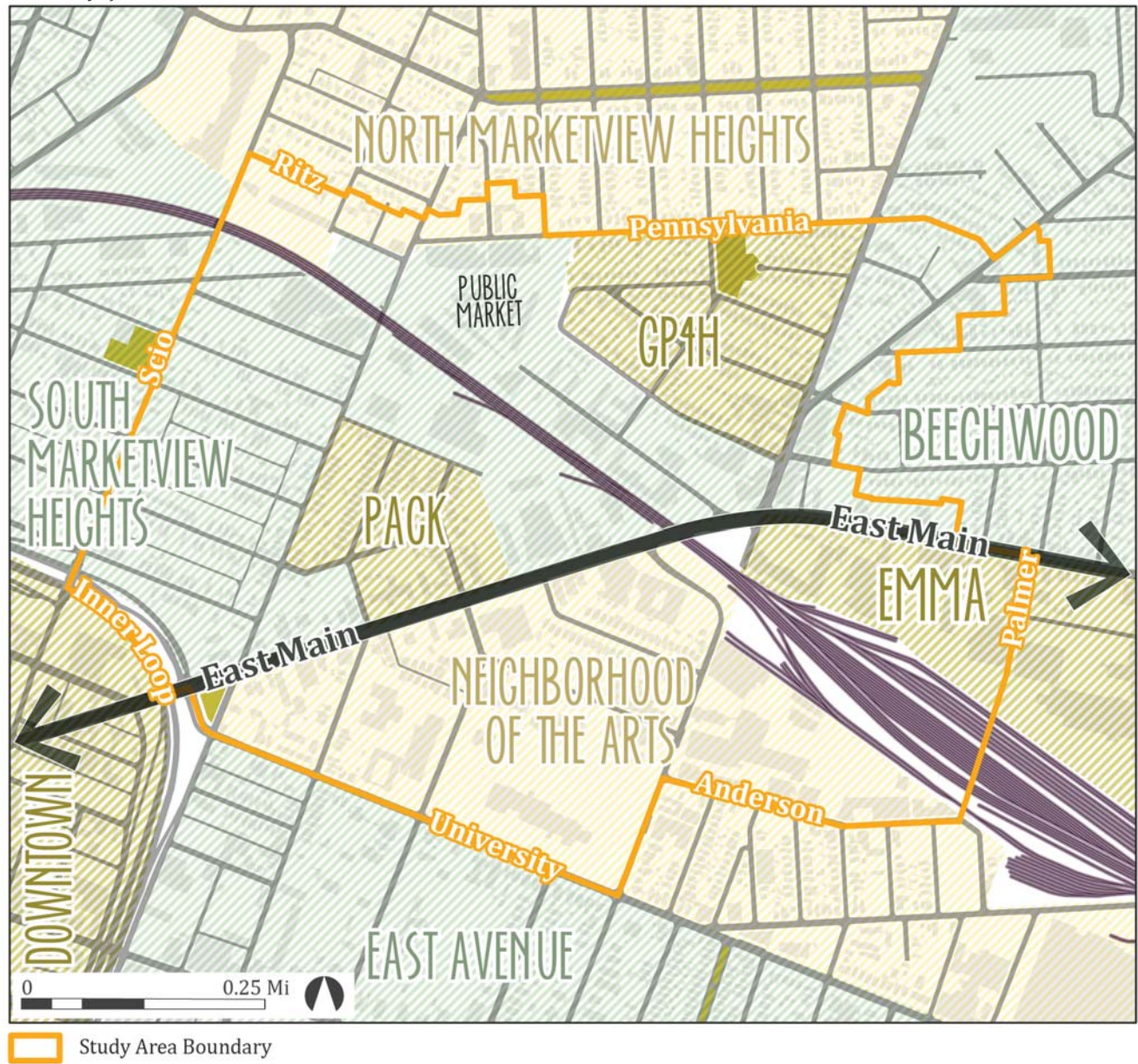
C. NEIGHBORHOOD BRANDING & IDENTITY

I EXISTING NEIGHBORHOOD IDENTITIES

The East Main Arts & Market Initiative study area marks the juncture between multiple neighborhoods: Marketview Heights, PACK, GP4H, and Beechwood on the north side of East Main Street, and the Neighborhood of the Arts (NOTA) and EMMA on the south side of East Main Street. The Inner Loop separates the study area from Downtown.

Figure 32. Neighborhoods

Source: City of Rochester



II POTENTIAL BRANDING IN THE STUDY AREA

The six neighborhoods that meet in the vicinity of East Main Street and North Goodman Street each have their own sense of identity, and some, like NOTA and Beechwood, have established graphic identities or brands as well. In addition to the many neighborhoods that call the study area home, the area's regional destinations such as the Rochester Public Market and host of arts and cultural venues also contribute to the local vibe, but at present, there is no unifying thread to connect the unique mix of neighborhoods and destinations within the East Main Arts & Market Initiative area.

Currently, East Main Street is a barrier between neighborhoods, a wide thoroughfare lacking a cohesive identity. But at the same time, neighbors and area stakeholders see great potential for East Main Street to

fill that void and help connect the dots, through physical improvements to the street that make it easier to travel via different modes of transportation, but also through streetscape improvements, public art, and signage that help express the special characteristics of adjacent neighborhoods and one-of-a-kind destinations clustered in such close proximity. The opportunity exists to transform East Main Street much as NOTA worked to transform University Avenue from an auto-focused traffic route into a creative corridor and community destination in and of itself. Such improvements will not only serve to better connect existing neighborhoods and destinations but also contribute to an increased sense of place and thus heightened vitality along the commercial corridors leading to the Public Market.



Existing brands and neighborhoods in the Study Area

D. PROJECTION OF FUTURE CONDITIONS

It is important that any future design alternatives be developed and evaluated not only with regard to existing conditions, but also in the context of how conditions are expected to change in the future independent of this project. The project team examined longer-term trends both within the Study Area and in the Rochester region as a whole.

I LAND USE TRENDS

The following demographic trends and urban dynamics in Rochester informed the planning team's understanding of existing conditions as well as the thinking around possible alternative futures:

- > **Population** – As a city, Rochester has been experiencing population decline since 1950, although this decline has slowed significantly. While in recent years the City government has taken steps to right-size and stabilize its housing stock for a smaller population, it has also acted on policy decisions to make strategic and focused investments for measured growth in transitioning areas. Such transitioning areas are typically at the edge of strong or stable markets, and/or close to important assets, such as the Rochester Public Market. Indeed, South Marketview Heights, located within the East Main Arts & Market Initiative study area, was one of four pilot areas designated by the Focused Investment Strategy, resulting in targeted demolition, residential rehabilitation and new construction, façade improvements, streetscape improvements, greening, crime prevention, and community organizing, among other efforts. The holistic approach paved the way for private market activity, as evidenced in the new Market Apartments and senior housing now under construction along East Main Street. This planning effort applies a complementary and measured approach to recommendations for residential reinvestment, seeking to build upon strengths, stabilize neighborhoods, maximize impact, and find creative ways to introduce new housing types at appropriate price points.
- > **Commercial** – In urban centers across the country, traditional commercial corridors face ever increasing competition from “Big Box” auto-oriented commercial developments in the suburbs as well as e-commerce that brings far-flung goods within reach. But as South Avenue in the South Wedge illustrates, there is growing interest in and support for local, independently-owned, often food-oriented businesses that can breathe new life into traditional commercial corridors and surrounding residential blocks. North Goodman Street within the study area enjoys a similar scale and attractive building stock, and the number of existing vacant storefronts and upper floor spaces indicate that there is room to repurpose buildings, generate buzz, and attract customers by welcoming multiple small businesses,

perhaps as an out-post of the Public Market. In contrast, the larger footprint auto-oriented commercial uses along East Main Street near the Inner Loop continue to thrive, thus suggesting, that at least in the near term, existing uses will remain in place until the market strengthens and land values can support larger-scale redevelopment integrating a more walkable and community-friendly mix of land uses.

- > **Industrial** – The study area contains active and inactive industrial sites situated along the rail line. A review of Monroe County's Municipal Land Use Report on proposed, approved, and newly constructed development projects over the past five years (2010-2014) indicates that industrial development accounts for less than 10% of land area redeveloped in the City of Rochester each year (and less than 3% of the number of parcels redeveloped). Within Monroe County as a whole, however, industrial development accounts for less than 3% of the land area and less than 1% of parcels redeveloped over the same time period, suggesting that the city's industrial legacy and industrial lands continue to attract and outpace industrial development activity in the region. As observed in the mix of tenants at Fedder Industrial Park, the Hungerford, and Anderson Arts Building, the Study Area is home to a growing list of artists, artisans, and light industrial users seeking affordable work space in existing buildings full of character. Indeed, part of the inspiration for this Arts & Market study was a desire to explore additional opportunities for adaptive reuse or redevelopment of spaces to house creative entrepreneurs and smaller-scale industrial users interested in setting up shop in proximity to other creative producers.

II HOUSING TRENDS – DRIVERS OF RESIDENTIAL DEMAND

The 2014 Analysis of the Market for Development in the *Marketview Heights Urban Redevelopment District* explored residential market demand for the area north of East Main Street, from the Inner Loop to North Goodman Street. As there is little vacancy south of East Main Street, the findings of the market study translate well to the East Main Arts & Market Initiative planning effort. As noted in the market analysis, drivers of housing demand include:

- *Growth in the total number of households* – projections based on population change were negligible (approximately 10 new households added over five years), aside from planned new developments such as the Market Apartments at Corpus Christi and the senior housing to be built within the former Eastman Dental Dispensary.
- *The need to replace housing units that are physically or functionally obsolete* – the market analysis applied a 1.0% annual replacement rate, which in the East Main Arts & Market Initiative study area would yield a replacement demand estimate of roughly 20 units annually. If the housing tenure rates suggest a reasonable basis for establishing a breakdown for replacement units, approximately 78% (16 units) should be for renters, and 22% (4 units) should be for owners.
- *Changes in age and income patterns that generate demand for housing units that are larger or smaller to meet the needs of households* – demographic analysis suggests a strong demand for affordable housing suitable for all age cohorts, some growth in the first-time homebuyer age cohort (25 to 34 years old) with incomes ranging from \$35,000 to \$100,000 and thus potentially sufficient for homeownership, and more than 350 households with incomes ranging from \$35,000 to \$100,000 in the age range from 55 to 62, when many households seek opportunities to “trade down” to smaller housing units or condominiums that require less maintenance and upkeep.

According to the market study, demand for new housing is modest, driven by the need to replace obsolete units and accommodate shifting demographics, rather than growth. However, the R-City initiative has been working with the GP4H neighborhood to explore the potential of cultivating a **district for creative production** building off of the Public Market and proximity to Neighborhood of the Arts. The concept centers on the provision of affordable housing and affordable work space to draw creative thinkers, makers, and entrepreneurs. If successful, this concept could present a new source of residential market demand in the East Main Arts & Market Initiative, attracting creative people who want to live and work in close proximity to each other and other creative assets, and work with the existing community to improve the neighborhood.

III TRANSPORTATION TRENDS

A memo authored by Monroe County DOT in 2013 identifies trends in traffic volumes throughout the county and uses these trends to make recommendations on expectations of future volume growth. In doing so, it provides guidance on “identifying appropriate traffic volume growth rates for traffic studies.” The memo notes a general decline in traffic volumes throughout most of the county including Rochester between 2001 and 2009/2012, when more recent counts were taken.

These trends are hardly surprising, as Rochester, like many other US cities, has experienced a shift in miles driven per capita following the 2008 economic slowdown. Further structural shifts in US demography have seen more young people delaying or avoiding obtaining driver’s licenses in favor of alternate modes of transportation or relying on virtual communication rather than face-to-face meetings, which reduces demand on the road network. In the City of Rochester, a decline in traffic volume may also be attributable to a population loss of roughly 4% since the year 2000.

To estimate how proposed changes to the transportation landscape in the project area would impact traffic congestion, the project team used a 0.5% annual growth rate in traffic volumes over the next 20 years (to 2035), which was approved by Monroe County DOT. This expectation is below the 1.0% prescribed growth rate for Rochester in the Monroe County 2013 memo for the following reasons:

- The memo specifies that judgement is required in selecting an annual growth rate for Rochester, because as the largest city in Monroe County it has different characteristics that will create different volume growth scenarios. While west side areas might have 1.5% growth, the memo mentions that “for areas on the northeast side, Irondequoit’s 0.5% per year may be appropriate.”
- Although the project area is close to the central business district (which has a recommended 1.0% growth rate from Monroe County DOT), given demographic shifts and the alternatives developed in this plan to foster a mixed-use neighborhood with a range of high-quality transportation options, the project team chose to apply a 0.5% growth rate as the most appropriate balance between what is realistic and what is conservative (worst-case).
- Using this positive growth rate in vehicle miles travelled is still a conservative estimate given the city’s population reduction and given the decline in overall vehicle miles travelled per capita for nine straight years between 2004 and 2013.

III. GUIDING PRINCIPLES FOR ALTERNATIVES ANALYSIS

A. COMMUNITY VISION STATEMENTS

At the first public Open House, participants filled out “Postcards from the Future” post-marked 2025, describing their vision for East Main Street. This handful of postcard excerpts details a sample of the community’s shared values, and together, all of the vision statements informed the guiding principles adopted by the Project Advisory Committee and the planning team during the alternatives analysis phase of work. Together, the community wrote:

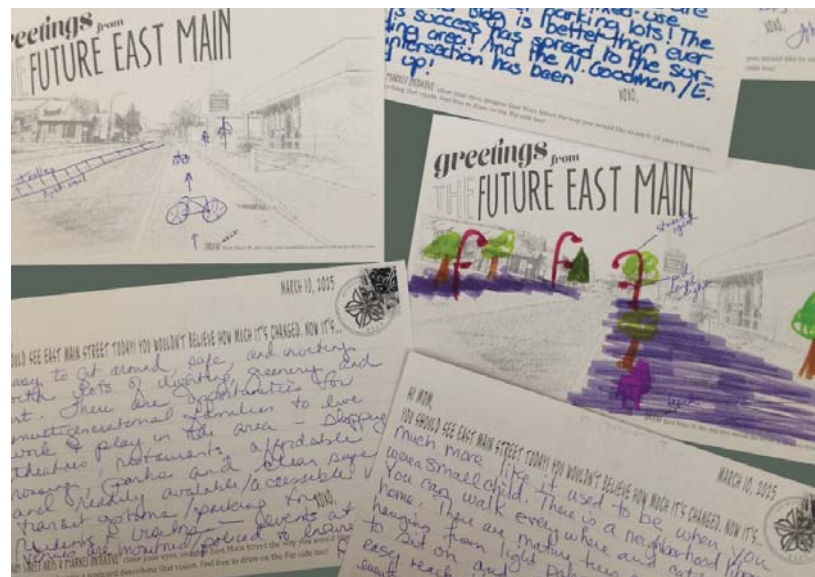
DEAR MOM,
YOU SHOULD SEE EAST MAIN STREET TODAY! YOU
WOULDN'T BELIEVE HOW MUCH IT HAS CHANGED. NOW...

“...it is walkable, diverse, and sustainable, centered around healthy food, proximity to downtown, and fun places for events. Finally, a streetscape line and protected bike lanes along East Main Street. Many fewer cars!”

“... it is safe and inviting. A place that connects pedestrians to multiple destinations – not just cars. The abandoned houses and lots are all gone. They have been replaced with new development and inviting public space. Come enjoy!”

“...it is no longer a high speed through street. It has lots of greenery. There are industrial buildings converted into environmentally responsible housing, arts, and retail spaces. It is a walkable neighborhood where you can get everything you need for daily living – and not just food on market days, although the market continues to thrive... There are communities of people living together and committed to civic activity. It is a real center for the arts too.”

“...it is easy to get around, safe, and filled with lots of lighting, greenery, and art. There are opportunities for multi-generational families to live, work, and play in the area – shopping, theaters, restaurants, affordable housing, parks and clean space, and readily available/accessible mass transit, parking for residents and workers, and events at big venues are monitored/policed to ensure public safety.”



Postcards from the Future visioning exercise at Open House 1 Source: Interface Studio

“...it is a little bit safer for everyone, without being super gentrified. Many of the long-term residents are still here, and it is racially diverse and affordable to live here. The market area is thriving with lots of small and local businesses. Art and gardening by local residents are encouraged...”

B. PROJECT GOALS

Through a combination of input from the Project Advisory Committee, the focus groups, and the general public, the project team formulated the following project goals to guide the analysis of potential alternatives

- I. TAME EAST MAIN STREET BY REDUCING ITS WIDTH AND ENCOURAGING VEHICLES TO SLOW DOWN
- II. FOSTER MULTI-MODAL TRANSPORTATION (WALKING, BIKING, AND TRANSIT) ALONG THIS GATEWAY TO THE CITY
- III. COMPLEMENT EXISTING ICONIC ARCHITECTURE WITH PUBLIC REALM IMPROVEMENTS THAT CREATE A MORE BEAUTIFUL, URBANIZED BUILT ENVIRONMENT ON EAST MAIN AND ON GOODMAN
- IV. IMPROVE CONNECTIVITY THROUGH INVESTMENTS IN PLACEMAKING AT KEY INTERSECTIONS THAT TRANSFORM THE EAST MAIN ARTS & MARKET AREA INTO A PLACE WHERE PEOPLE WANT TO GATHER AND SPEND TIME
- V. MANAGE EVENT-RELATED PARKING
- VI. DEVELOP A MIX OF HOUSING TYPES (INCLUDING FLEXIBLE LIVE-WORK SPACES) FOR HOMEOWNERSHIP AND FOR RENT AND MAINTAIN A MIXED INCOME COMMUNITY
- VII. SUPPORT CREATIVE PRODUCTION THROUGH THE BUILT ENVIRONMENT, PROGRAMS, AND BRANDING
- VIII. BALANCE NEW DEVELOPMENT AND THE DESIRE TO ATTRACT NEW RESIDENTS WHO WILL ADD VITALITY AND HELP SUPPORT NEW RETAIL AND SERVICES WITH THE NEEDS OF EXISTING RESIDENTS
- IX. INVEST IN PUBLIC SPACE ON EAST MAIN AT THE INTERSECTION OF MULTIPLE NEIGHBORHOODS
- X. CREATE A PEDESTRIAN AND BICYCLE CONNECTION OVER THE RAIL BETWEEN EAST MAIN AND THE PUBLIC MARKET

C. BEST PRACTICES FOR CREATIVE LIVE/WORK DISTRICTS

In recent years, creative districts have emerged in cities around the country, born from distinct visions and responding to unique community needs and opportunities. The East Main Arts & Market Initiative researched five very different creative districts, seeking best practices that might translate to Rochester. The key take-aways below explain:

- > *WHY* each case study is relevant to the East Main Arts & Market area
- > *WHAT* the main ideas and inspirations are for each creative district researched
- > *HOW* the policies and programs are tailored to cultivate each creative district
- > *SO WHAT* are the greatest achievements and impacts to date

Arts & Entertainment District: Waterloo Arts District, Cleveland, OH

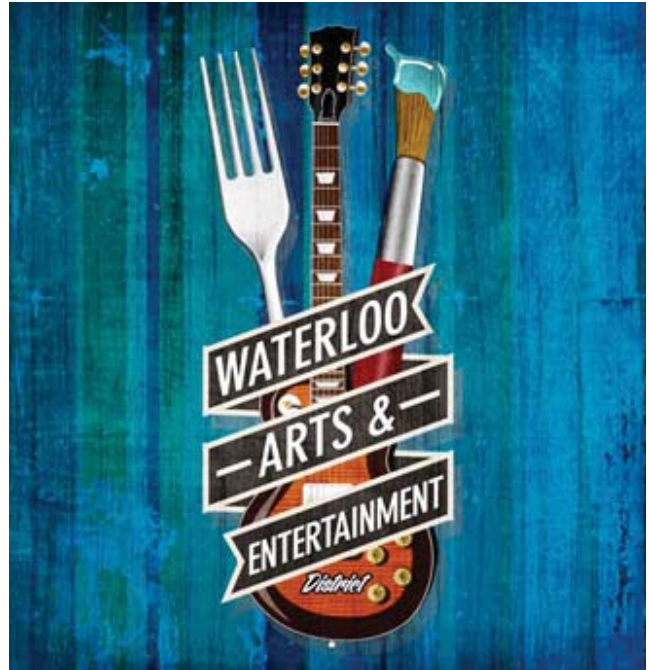
(www.facebook.com/WaterlooArtsDistrict)

WHY: The Waterloo Arts District emerged around an eclectic mix of music and cultural venues, much like the cluster of cultural destinations in the East Main Arts & Market area. Focused on “real art in a real neighborhood,” Waterloo built upon its existing creative vibe to recruit additional artists to live and work in the community.

WHAT: The Waterloo Arts and Entertainment District promoted the neighborhood as a gritty and interesting place to live, work, and play, with the hypothesis that artists would be drawn to relocate as part of a creative community invested in effecting neighborhood change while also taking advantage of affordable spaces for living and working.

HOW: Waterloo employed branding and marketing as well as a range of relocation incentives for artists including low cost housing options for artists interested in renovating a home, already renovated homes made more affordable for artists through subsidies, rental relocation assistance, and artist contracts for neighborhood design and implementation projects. The District also employed an artist residency program focused on community projects to connect with artists interested in public art and community engagement. The effort partnered with the public sector as well to coordinate capital improvements in the streetscape with artistic public realm improvements that together better the pedestrian experience along its commercial corridor.

SO WHAT: The Waterloo Arts foundation has administered \$2.2 million in grants to attract artists to live and work in the area, and storefront vacancy is down from 40% to 6%. The streetscape project resulted in a \$5.5 million capital expenditure by the public sector to reinforce private market



Source: www.facebook.com/WaterlooArtsDistrict



Source: www.saltdistrict.com

Stabilization Catalyst: SALT District, Syracuse, NY
(www.saltdistrict.com)

WHY: This is a regional model that demonstrates the potential of public-private partnerships to effect multi-faceted change (to the landscape, to the housing stock, to job opportunities, etc.) at the neighborhood scale.

WHAT: The Syracuse Art, Literacy, and Technology (SALT) District adopted a holistic approach to neighborhood stabilization harnessing investments in art, redevelopment, economic development, creative entrepreneurship, technology and innovation. SALT's work is visible in community greening, workforce development, commercial and residential development, and streetscape improvements, as well as in the collection of new artists and creative businesses that have located within the district.

HOW: Syracuse University served as the major institutional driver in collaboration with a strong non-profit community partner, the Near West Side Initiatives.

SO WHAT: Working together, SALT brought \$74 million in capital investments to the neighborhood and supported or attracted more than 300 jobs



Source: www.nextcity.org

Live/Work Community: Project Row Houses, Houston, TX
(www.projectrowhouses.org)

WHY: Neighborhoods north of East Main Street have weathered decades of decline. Though portions of Marketview Heights have been stabilized through the City's Focused Investment Strategy, other neighborhoods near to the Public Market such as GP4H or PACK stand to benefit from arts-based community development.

WHAT: The mission of Project Row Houses is to be the catalyst for transforming community through the celebration of art and African-American history and culture as an integral part of daily life. The program stabilized a community through historic preservation and arts programming made possible through partnerships between community members and artists in residence who renovate and occupy live/work spaces.

HOW: This targeted initiative renovated homes to for low-to-moderate income homes to house visiting artists who provide community programming. A second phase of home renovations house single mothers with children. The initiative has also created public spaces and other community facilities including artist exhibition spaces, a community gallery, and commercial space too.

SO WHAT: Over time, this physical investments and programming initiatives have grown outward from 1.5 blocks at 22 properties to 6 blocks and 40 properties integrated within the neighborhood.



Source: www.nextfab.com

Maker Spaces: NextFab (www.nextfab.com) & Center for Culinary Enterprises Philadelphia, PA
(www.theenterprisecenter.com/cc)

WHY: Two growing national movements have great potential in Rochester, and participants in both movements share a need for affordable space where emerging creative entrepreneurs can develop their products and bring them to market.

- The “maker” movement is led by independent artisans, tinkerers, designers, and inventors whose DIY interests span traditional craftsmanship to new technologies.
- The “value-added” foods movement responds to the burgeoning foodie culture, surging commitments to buying fresh and local food, and Rochester’s heritage of food and beverage production.

WHAT: Two new “maker spaces” in Philadelphia exist to foster innovation, experimentation and entrepreneurship by providing access to space and training and opportunity for collaboration. Both NextFab and the Center for Culinary Enterprises (CCE) provided member based or fee-for usage access to community members who want to work with their hands and make use of shared tools and appliances that would be unaffordable to solo operators just starting out.

HOW: Both facilities offer residencies to emerging entrepreneurs, classes, and shared amenities including software, hardware, a commercial kitchen, and technical assistance from business planning to marketing to product deployment.

SO WHAT: NextFab accommodates 1,500 students per year, and both facilities have helped launch emerging small businesses.



Source: wormfarminstitute.org

Agri-Culture: Wormfarm Institute, Reedsburg, WI
(www.wormfarminstitute.org)

WHY: The presence of the Public Market and abundance of fresh local produce within the East Main Arts & Market area create a unique opportunity to highlight agriculture along with culture.

WHAT: Wormfarm Insititute grew out of an exploration of integrating culture and agriculture, finding common ground between artists and farmers who all work with their hands, and fostering sustainability for both practices – art and farming. The institute hosts artists residencies within rural areas, curates collaborative culture stands (artful farm stands for area vendors), and organizes an annual Fermentation Fest, an agri-cultural tourist destination that highlights farming communities, and local landscapes, craftsmen, and products.

HOW: Wormfarm Institute welcomes visiting artists and connects them with area farms where artists share in the farm work and operations; to complete the cultural exchange, artists also share their art practices with the community.

SO WHAT: The Institute is thriving, receiving grants to support continued art and eco-tourism within their “cultureshed” and to foster continued argi-cultural cross-pollination of ideas about the interrelationship of food, art, production, and the marketplace in today’s world.











D. ALTERNATIVE SCORING PROCESS

A series of alternative concepts for transportation, land use/housing, and branding (detailed in the next chapter) were developed by the Project Team based on the first phase of research, information gathering and public input, including:

- > The review of existing plans and projects;
- > The first two Project Advisory Committee meetings;
- > The first Public Open House;
- > The Focus Group meetings; and
- > The review of best practices in live/work/create neighborhoods.

In tandem, a series of performance measures/evaluation criteria – also shaped by the first phase of work – were developed to evaluate the alternatives. Separate sets of evaluation criteria were developed for the transportation, land use/housing, and branding alternatives, with some common criteria (e.g. feasibility and relative cost) between them. The criteria for transportation and land use/housing are listed in Figures 33 and 34 below.

Figure 33. Transportation Alternatives Evaluation Criteria

EVALUATING THE ALTERNATIVES		on a scale of 1 2 3 4 5 the higher the number, the better the score!
 BIKING	factors: A connected bike network Comfort biking for all ages & abilities	
 WALKING	A safe walking environment A comfortable walking environment Enjoyable streetscapes & public spaces	
 TRANSIT	Faster transit trips More comfortable bus stops & bus stop access	
 DRIVING	Traffic throughput & congestion Traffic safety for all users	
 PARKING	Parking Availability	
 PROJECT TIMEFRAME	Time needed to implement Potential for interim treatment in the short-term	
 PROJECT COST	Relative cost	
 RESPONSIVENESS	Public preference Key stakeholder preference	
 ECONOMIC DEVELOPMENT	Potential to spur investment Ability to reinforce/increase appeal of proposed investments Supportive of social equity	
 FEASIBILITY	Ability to gain required approvals Constructability	

All of the alternatives were given an initial evaluation by the Project Team (with scores from 0-5) with respect to each of these criteria, in advance of presenting the alternatives to the PAC and at the shecond Public Open House. The scoring was not scientific but rather was based on the Project Team's knowledge of industry research and real-world projects so as to provide a starting point for the PAC and the public to weigh in on the evaluation.

evaluation criteria (i.e., which criteria are more important to them and which are less important). This feedback was used to weight the evaluation criteria and update the scoring for each alternative, ultimately resulting in the scores presented for each alternative in the next chapter; and the scores were a primary consideration by the Project Team in developing final recommended alternatives.

Both the PAC and the public were then given the opportunity to evaluate both the concept alternatives (i.e., which alternatives do they like better than others) and the

Figure 34. Land Use / Housing Evaluation Criteria



IV. ALTERNATIVES: TRANSPORTATION

Alternative concepts for transportation were developed for five focus areas, representing the highest priority issues or opportunities identified during the first phase of the project, i.e. as identified by the PAC, through public input, in the Focus Group meetings, and from the review of prior plans and studies:

- > East Main Street corridor
- > East Main Street & North Goodman Street intersection
- > North Goodman Street/Webster Avenue/Garson Avenue intersection
- > New walking & biking connections over the railroad tracks
- > Event access & parking

Recommendations for other improvements that do not fit into these categories were also developed as part of the process and are included with the final recommendations presented in Chapter 7.

A. EAST MAIN STREET CORRIDOR

As described in Chapter 2, East Main Street through the Study Area is typically very wide with high speed automobile traffic. Ideas from stakeholders ran the gamut from removing one or more lanes (a “road diet”), adding separated bike lanes, widening sidewalks, introducing rapid bus or streetcar service, and generally improving the streetscape. Very little input was received suggesting an increase in speeds or capacity for automobile traffic, and many were comfortable with a reduction in such capacity if it made the multi-modal improvements possible.

The Project Team focused on the section of East Main Street between Inner Loop and North Goodman Street because the vast majority of concerns with the street were on that section and, given its width, there is the greatest potential to make transformative changes. Figure 35 shows the typical existing conditions, with two moving lanes and an off-peak parking

lane in each direction, and a center left turn lane. Early concepts developed by the Project Team explored reducing the street to one full-time lane of traffic in each direction plus left turn lanes, but it was found that this reduction in vehicular capacity by half during rush hour would result in severe traffic congestion, rendering those options infeasible both practically and politically. Instead, alternatives for East Main Street generally included one full-time moving lane in each direction plus one peak-period moving lane (which could function as a parking lane the rest of the day), still a significant “road diet” in comparison to existing conditions.

Within that overall constraint, eight alternative design concepts were developed, each prioritizing space differently among different users. These alternatives are presented on the following pages.

Figure 35. Existing East Main Street
Source: SSE

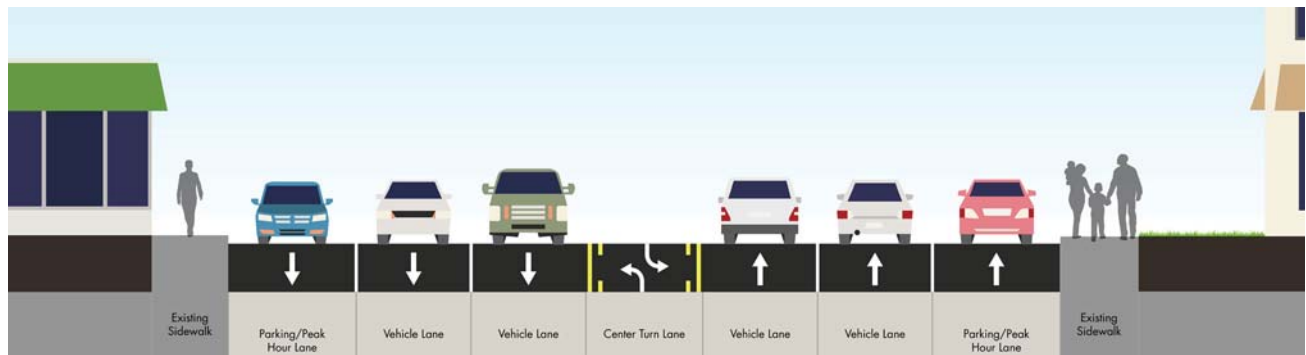
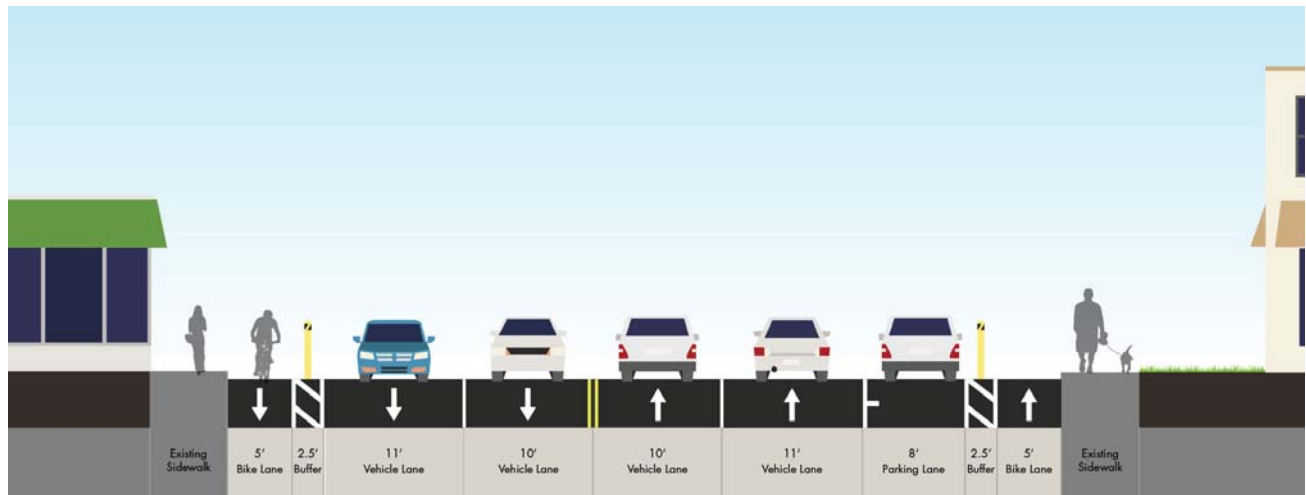


Figure 36. East Main Street - Alternative 1A: One-way Bikeways + Car Capacity
Source: SSE

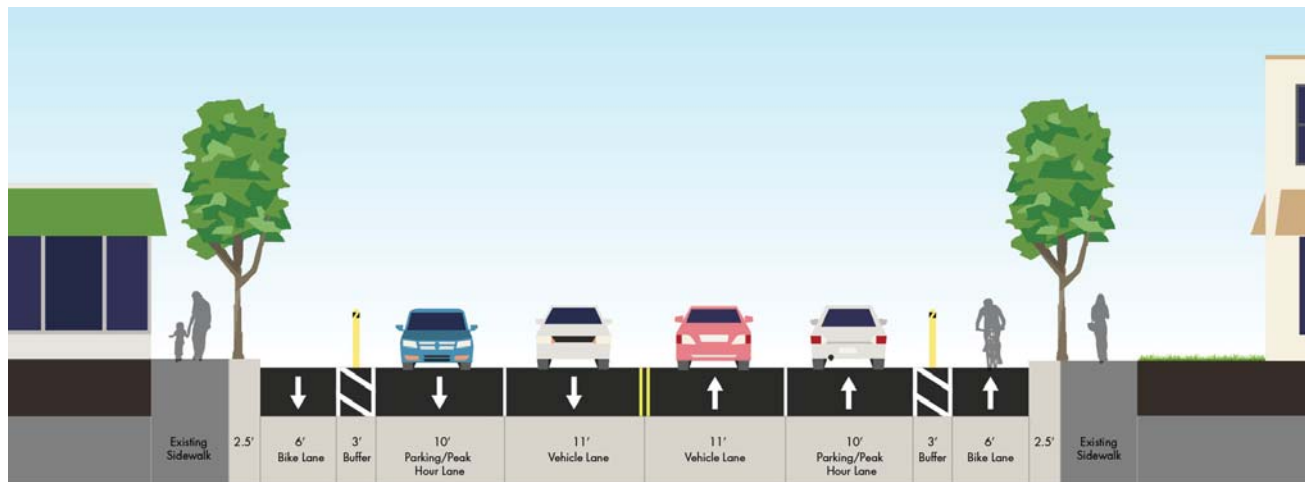


One-way, physically separated bike lanes on both sides of East Main Street; two moving lanes for traffic in each direction; a full-time parking lane on one side; and a left turn lane at intersections.

Benefits: Creates comfortable, critical bike network connection; least impact on automotive traffic flow; provides a full-time parking lane.

Drawbacks: Does not expand currently narrow sidewalks; East Main Street remains wide to cross on foot; parking lane can only be included in limited areas to accommodate left turn lanes.

Figure 37. East Main Street - Alternative 1B: One-Way Bikeways + Wider Sidewalks
Source: SSE

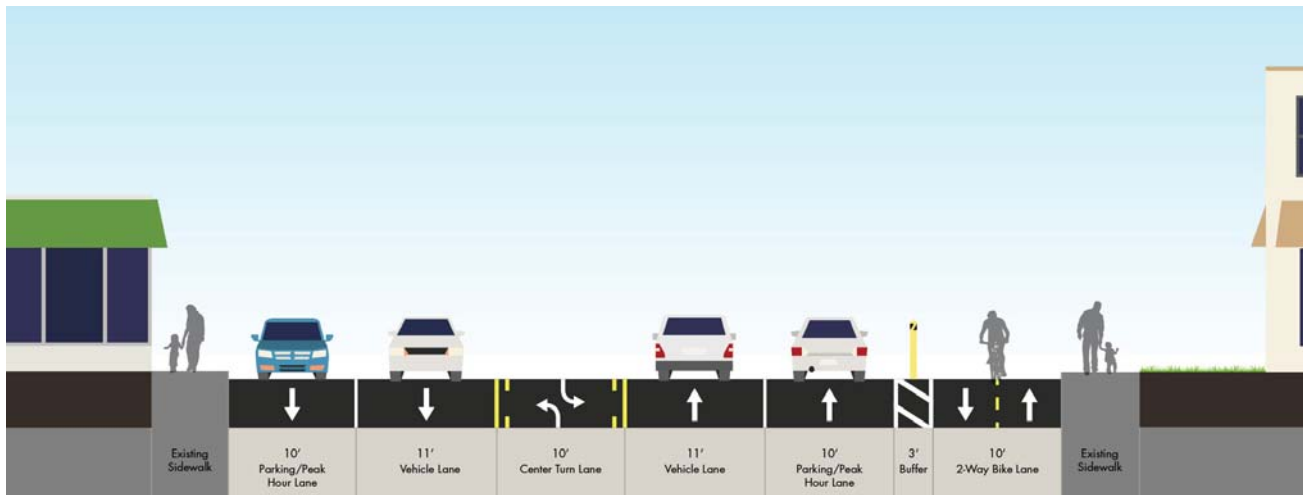


One-way, physically separated bike lanes on both sides of East Main Street; two moving lanes for traffic in each direction with one allowing parking at off-peak hours; a left turn lane at intersections; and modestly widened sidewalks (except at intersections).

Benefits: Creates comfortable, critical bike network connection; widens mid-block sidewalks to buffer from traffic and allow streetscaping; modest impact on automotive traffic flow; adjustable parking/travel lane allows for flexibility.

Drawbacks: East Main Street remains relatively wide to cross on foot; curbside parking may not be provided during rush hours.

Figure 38. East Main Street - Alternative 2A: Two-Way Bikeway + Continuous Left Turn Lane
Source: SSE

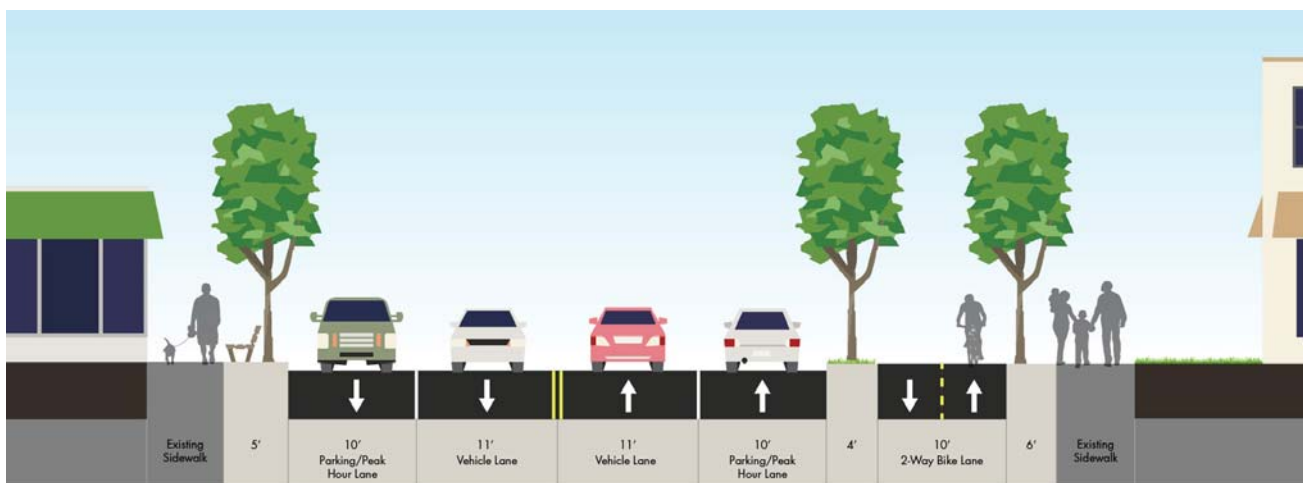


Two-way, physically separated bikeway along one side of East Main Street; two moving lanes for traffic in each direction with one allowing parking at off-peak hours; and a continuous center left turn lane.

Benefits: Creates comfortable, critical bike network connection; modest impact on automotive traffic flow; continuous center lane allows left turns into mid-block driveways; adjustable parking/travel lane allows for flexibility.

Drawbacks: Does not expand currently narrow sidewalks; East Main remains wide to cross on foot; curbside parking may not be provided during rush hours; continuous center lane perpetuates car-oriented character of street.

Figure 39. East Main Street - Alternative 2B: Two-Way Bikeway + Wider Sidewalk
Source: SSE

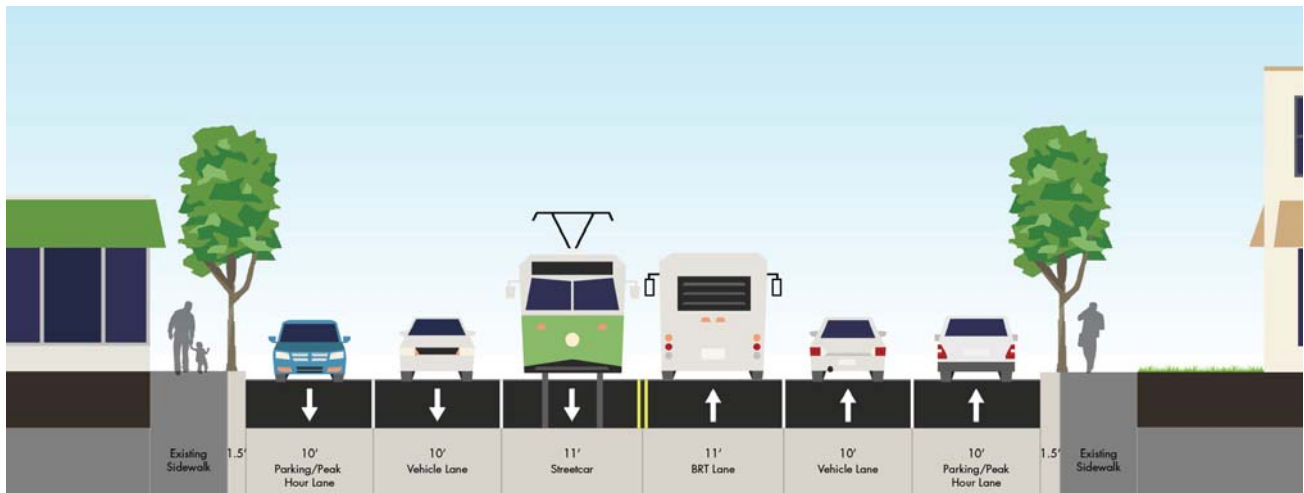


Two-way, physically separated bikeway along one side of East Main Street; two moving lanes for traffic in each direction with one allowing parking at off-peak hours; a left turn lane at intersections; and generously widened sidewalks (except at intersections).

Benefits: Creates comfortable, critical bike network connection; widens mid-block sidewalks to buffer from traffic and allow streetscaping; modest impact on automotive traffic flow; adjustable parking/travel lane allows for flexibility.

Drawbacks: East Main Street remains relatively wide to cross on foot; curbside parking may not be provided during rush hours.

Figure 40. East Main Street - Alternative 3A: Center-Running Transitway
Source: SSE

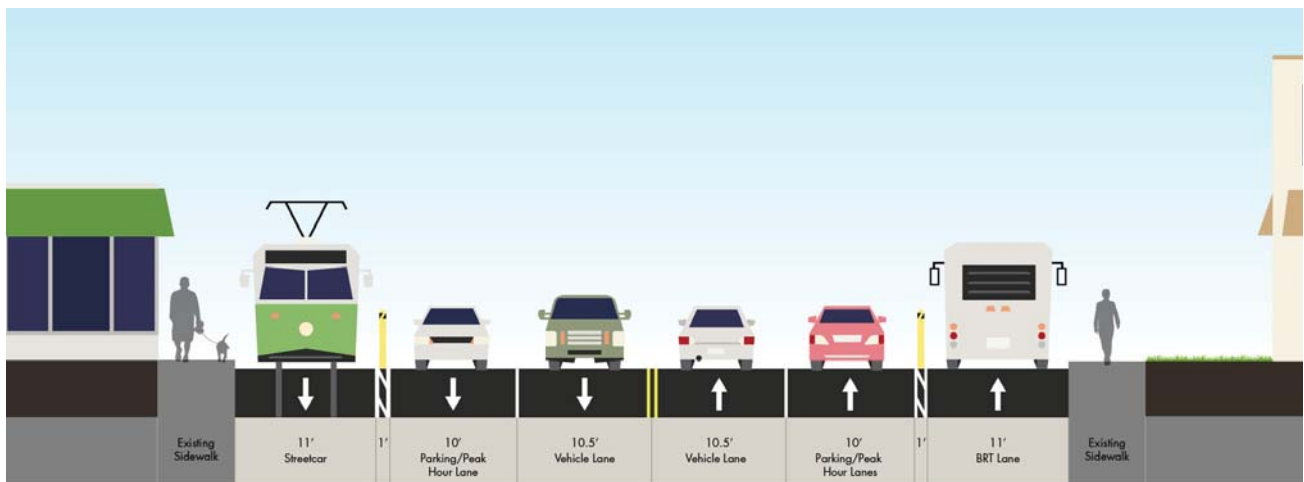


Convert East Main Street into a high-capacity transit corridor with a light rail line, a streetcar, or a bus rapid transit line down the center of the road; two moving lanes for traffic in each direction with one allowing parking at off-peak hours; and modestly widened sidewalks.

Benefits: Provides high-speed transit service through the neighborhood with minimal conflicts with other traffic; modestly widens mid-block sidewalks; adjustable parking/travel lane allows for flexibility.

Drawbacks: East Main Street remains wide to cross on foot; median islands at transit stations are less convenient to reach on foot; complicates left turns for motorists; curbside parking may not be provided during rush hours; does not address need for bicycle connection.

Figure 41. East Main Street - Alternative 3B: Side-Running Transitways
Source: SSE

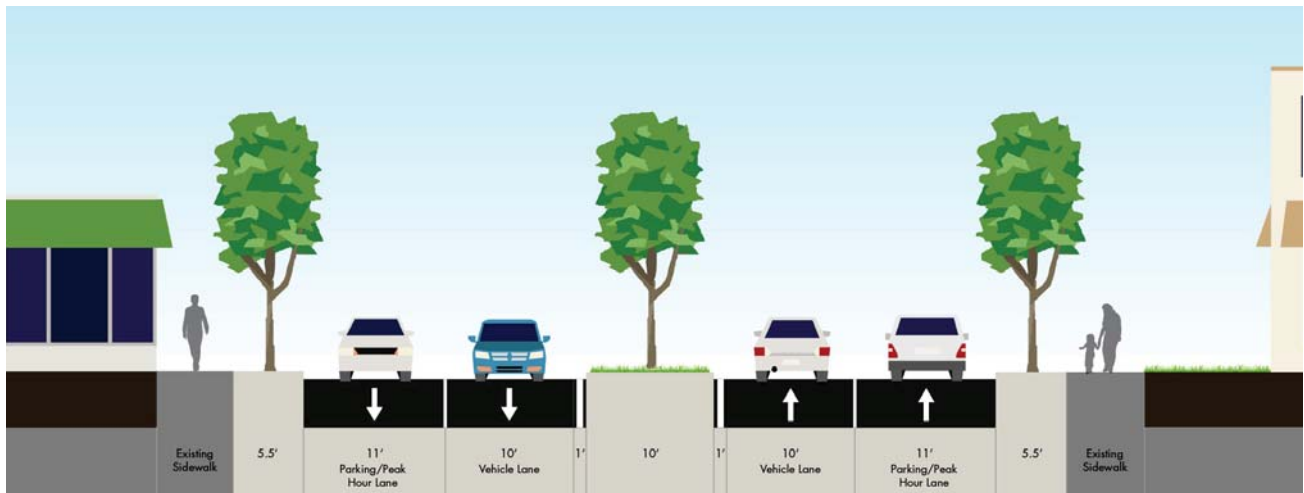


Convert East Main Street into a high-capacity transit corridor with a light rail line, a streetcar, or a bus rapid transit line down each side of the street; two moving lanes for traffic in each direction with one allowing parking at off-peak hours; and a left turn lane at intersections where space allows.

Benefits: Provides high-speed transit service through the neighborhood with minimal conflicts with other traffic; modest impact on automotive traffic flow; adjustable parking/travel lane allows for flexibility.

Drawbacks: Does not expand currently narrow sidewalks; East Main Street remains wide to cross on foot; curbside parking may not be provided during rush hours and may not be feasible at all in narrower sections; does not address need for bicycle connection.

Figure 42. East Main Street - Alternative 4A: Boulevard with Median
Source: SSE

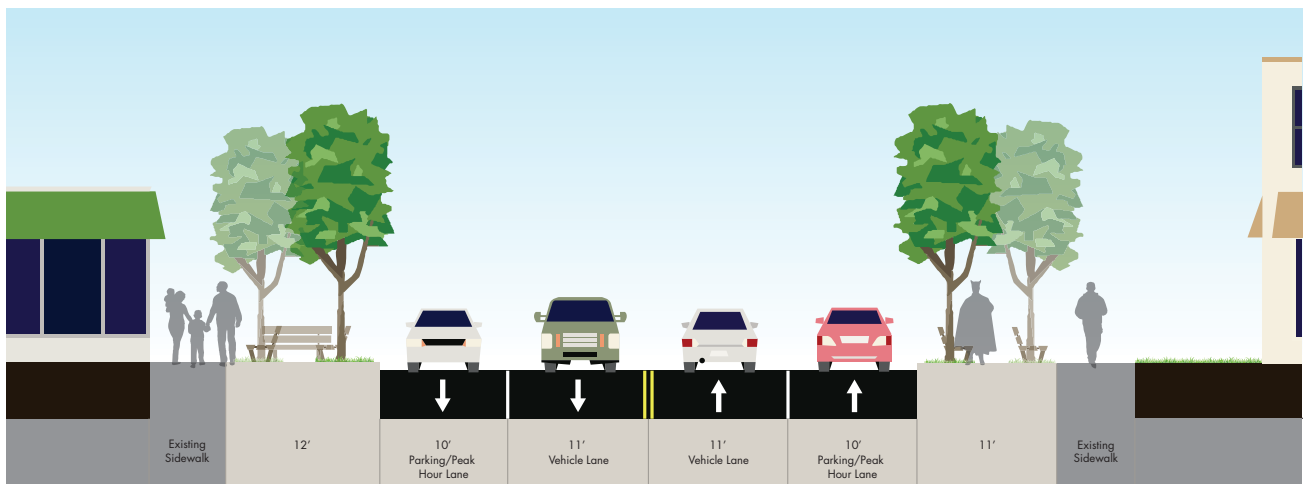


A continuous raised, landscaped median; generously widened sidewalks; two moving lanes for traffic in each direction with one allowing parking at off-peak hours; and a left turn lane at intersections.

Benefits: Brings the street down to a walkable human scale; widens all sidewalks to buffer from traffic and allow streetscaping; establishes a memorable gateway into downtown Rochester; modest impact on automotive traffic flow; adjustable parking/travel lane allows for flexibility.

Drawbacks: Does not address need for bicycle connection; curbside parking may not be provided during rush hours; requires significant maintenance of landscaping and furnishings.

Figure 43. East Main Street - Alternative 4B: Boulevard with Sidewalk Promenade
Source: SSE



Dramatically widened sidewalks (slightly less so at intersections) effectively creating a continuous public space; two moving lanes for traffic in each direction with one allowing parking at off-peak hours; and a left turn lane at intersections.

Benefits: Brings the street down to a walkable human scale; widens sidewalks to create continuous promenades on each side of the street; establishes a memorable gateway into downtown Rochester; modest impact on automotive traffic flow; adjustable parking/travel lane allows for flexibility.

Drawbacks: Does not address need for bicycle connection; curbside parking may not be provided during rush hours; requires significant maintenance of landscaping and furnishings; potentially insufficient demand to successfully activate large public spaces.

B. EAST MAIN STREET/NORTH GOODMAN STREET INTERSECTION

The intersection of East Main Street and North Goodman Street is a key intersection for drivers as well as a significant gateway approaching Rochester's core. Unfortunately, it currently does not perform very well at either of these functions and is even worse for those on foot or bicycle. Historically it was a neighborhood retail hub and it still retains much of that urban fabric on its northern side, along with ad hoc pedestrian plazas. The Hungerford Building anchors its southeast corner. The potential is there to reinvent the intersection as a true neighborhood hub integrating land use and transportation improvements.

Significant stakeholder input was received on this location, nearly unanimous that the intersection as it currently exists poses major challenges to those walking, biking, and even driving. For those walking the intersection is tremendously wide, vehicle traffic speeds and movements are intimidating, and the urban design is uncomfortable. Biking with traffic is only for the most courageous of bicyclists. Approaching the intersection from the west, and exiting nearby Railroad Street, create challenging situations for drivers. And opportunities for usable public space at the intersection are unrealized.

Alternatives developed by the Project Team for the East Main Street/North Goodman Street intersection – incorporating input provided by members of the community – shared the goals of calming traffic, bringing a human scale to the intersection, and turning it into a gateway that can support revitalized retail and other development in the nearby parcels. Because the intersection also serves a high volume of vehicular traffic – including heavy turn volumes – analysis of traffic also figured into the alternatives. Existing conditions are shown in Figure 44; the three alternative concepts are presented on the following pages.



Figure 44. East Main Street/North Goodman Street Intersection
Source: SSE

ALTERNATIVE 1: SAFETY MAKEOVER



Figure 45. Option 1: Safety Makeover
Source: SSE

Dramatically calm traffic and reclaim underutilized roadway space by adding new medians and corner curb extensions and selectively removing low-value travel lanes or movements.

Benefits: Enhances safety for all users; modest impact on automotive traffic flow; expands existing public spaces; can be implemented relatively quickly and at modest cost.

Drawbacks: Does not eliminate highest-risk traffic conflicts; straightforward design may not create a memorable gateway.

ALTERNATIVE 2: ROUNDABOUT GATEWAY



Figure 46. Option 2: Roundabout Gateway
Source: SSE

Convert the intersection into a one-to-two-lane modern roundabout (depending on the specific movement), eliminating the most high-risk crash types, expanding usable pedestrian space, and creating the potential for a memorable gateway to the neighborhood and Downtown Rochester.

Benefits: Roundabout design eliminates highest-risk traffic conflicts; modest impact on automotive traffic flow; expands existing public spaces; center island creates major opportunity to create a community landmark and gateway.

Drawbacks: Two-lane portions of roundabout (which may be needed) offer fewer safety benefits and reduce pedestrian comfort; center island is not usable public space; requires a longer-term and higher-cost reconstruction project to be implemented.

ALTERNATIVE 3: NEW TOWN SQUARE



Figure 47. Option 3: New Town Square
Source: SSE

Completely reimagine the intersection and the surrounding parcels as a mixed-use “town square” at the center of new infill development, building on the success of the Hungerford Building to create a new park surrounded by calmer streets in an update of a traditional New England downtown.

Benefits: Provides a major redevelopment opportunity for retail, residential and creative industry uses; creates a new urban park for the community; dramatically calms traffic.

Drawbacks: Requires significant additional study, planning, design, and coordination, land acquisition, and full reconstruction of the intersection and other affected areas; features non-traditional turning movements; very high cost.

C. NORTH GOODMAN STREET/WEBSTER AVENUE/ GARSON AVENUE INTERSECTION

The complex intersection of North Goodman Street with Webster Avenue and Garson Avenue, while not nearly as problematic as the East Main Street/North Goodman Street intersection, was identified by stakeholders as a significant opportunity to create a smaller-scale neighborhood hub, gateway and public space for the GP4H and Beechwood neighborhoods and emerging Dazzleville district. Its current five-legged configuration creates a wide-open expanse of asphalt that is not particularly pedestrian-friendly and requires three traffic signal phases. Elements of an urban fabric exist along its western side, and a small park recently created on its northern edge improved the sense of place.

Alternatives were developed by the Project Team for the East Main Street/North Goodman Street intersection with the goals of calming traffic, creating an urban public space that supports revitalization of the adjacent retail, and facilitating a bicycle connection to the planned bicycle boulevard on Garson Avenue. In particular, the intersection was identified by both residents of Beechwood as well as the Project Team as a good candidate for a modern roundabout design. Existing conditions are shown in Figure 48 and the three alternative concepts are presented on the following page.



Figure 48. North Goodman Street/Webster Avenue/Garson Avenue intersection

Source: SSE

ALTERNATIVE 1: NORTH PLAZA



Figure 49. Option 1: North Plaza
Source: SSE

Simplify the intersection geometry and operations, calm traffic, and reclaim underutilized roadway space by massing new public space on the north side, expanding the existing park.

Benefits: Enhances safety for all users; shortens crossings for those walking; modest impact on automotive traffic flow; expands existing public space.

Drawbacks: Creates challenging traffic operational issues; interrupts Garson Avenue connectivity; requires a longer-term and higher-cost reconstruction project to be implemented.

ALTERNATIVE 2: SOUTH PLAZA



Figure 50. Option 2: South Plaza
Source: SSE

Simplify the intersection geometry and operations, calm traffic, and reclaim underutilized roadway space by massing new public space on the south side, creating a new public plaza.

Benefits: Enhances safety for all users; shortens crossings for those walking; modest impact on automotive traffic flow; creates a new public space; simpler traffic operations; may be implemented relatively quickly and at modest cost.

Drawbacks: May require Garson Avenue to be realigned on the eastern side; locates new pedestrian space on an inactive/less desirable side of the intersection (unless that parcel is redeveloped).

ALTERNATIVE 3: ROUNDABOUT

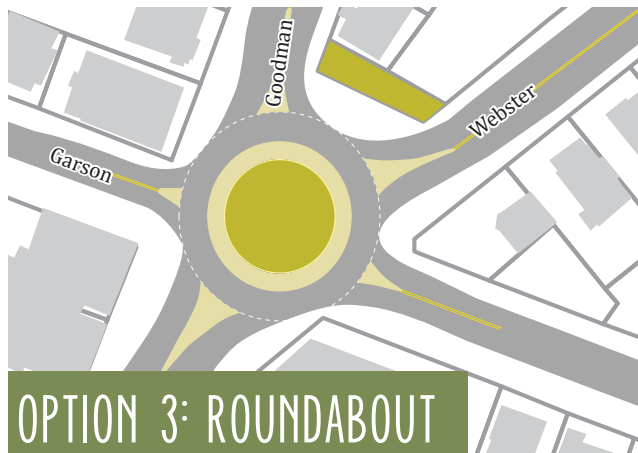


Figure 51. Option 3: Roundabout
Source: SSE

Convert the intersection into a modern one-lane roundabout, calming traffic and reclaiming underutilized roadway space for enhanced pedestrian space around the perimeter as well as a decorative center island.

Benefits: Roundabout design eliminates highest-risk traffic conflicts; modest impact on automotive traffic flow; center island creates a community landmark and gateway.

Drawbacks: Requires a longer-term and higher-cost reconstruction project to be implemented; reduces usable pedestrian space by shrinking existing park (center island is not usable space); one-lane configuration may cause limited traffic congestion at certain approaches during peak times.

D. BRIDGING THE RAILROAD

While East Main Street, through its excessive width and urban design, creates a psychological barrier between neighborhoods and destinations in the Study Area, the railroad tracks create an even more physical barrier, with only East Main Street, Union Street and Scio Street crossing them. They hold back the area from realizing synergies between the Public Market and the cultural attractions, and from spreading economic development benefits to all neighborhoods – two goals repeatedly articulated by stakeholders.

Four alternatives were identified through the planning and public involvement process to improve connectivity across the railroad tracks for those on foot or bike; besides #2 and #4, they are not mutually exclusive options:

1. Connecting the Public Market to the Armory, Auditorium, and other retail and cultural destinations on East Main Street and in the Neighborhood of the Arts with a bridge for pedestrians and bicyclists starting at Railroad Street and connecting to East Main Street and possibly Champeney Terrace
2. Connecting the disconnected sections of North Goodman Street on either side of the railroad tracks with a bridge for pedestrians and bicyclists to create a safer, more direct and comfortable route
3. Connecting Anderson Avenue (Neighborhood of the Arts) with Palmer Street (EMMA, Beechwood) with a bridge for pedestrians and bicyclists to close a major gap in the walking and biking networks
4. An expanded version of #2 (adapting the vision resulting from a prior neighborhood planning effort, Bridging Neighborhoods): Turning the entire triangle surrounded by East Main Street, North Goodman Street and Circle Street into an elevated park bridging the railroad tracks and providing connectivity between North Goodman Street on either side of the railroad tracks

Figure 52. Bridging the Railroad Options
Source: Interface



ALTERNATIVE 1: MARKET – ARMORY BRIDGE

Benefits: Encourages visitors to the Market to visit other attractions in the area, and vice versa; mitigates parking issues associated with events at the Main Street Armory by providing an easy connection to parking at the Public Market; encourages residents south of East Main to walk or bike to the Public Market, alleviating parking issues during peak Market times; relatively modest cost compared with Alternatives 3 and 4.

Drawbacks: Potential security challenges would need to be addressed given less visible location.

ALTERNATIVE 2: NORTH GOODMAN BRIDGE

Benefits: Provides a safer, more direct and comfortable north-south connection through the neighborhood than Circle Street and the East Main Street bridge over the railroad tracks; relatively modest cost compared with Alternatives 3 and 4.

Drawbacks: Only a modest connectivity improvement relative to cost.

ALTERNATIVE 3: ANDERSON – PALMER BRIDGE

Benefits: Shortens walking and biking trips between the EMMA/Beechwood and NOTA sides of the tracks by a half mile to a mile.

Drawbacks: High cost; potential constructability issues spanning a wide section of the tracks; serves a relatively low number of users relative to cost; potential security challenges would need to be addressed given length and lack of visibility.

ALTERNATIVE 4: BRIDGING NEIGHBORHOOD CONCEPT

Benefits: Provides a safer, more direct, comfortable and enjoyable north-south connection through the neighborhood than Circle Street and the East Main Street bridge over the railroad tracks; creates a new open space for the neighborhood; provides an amenity that may encourage economic development.

Drawbacks: Extremely high cost; potential challenges gaining approvals from the railroad given the scale of the structure; park adjacent to railroad yard may have air and noise pollution and safety concerns.

E. EVENT PARKING & ACCESS

Two separate but related issues were raised by stakeholders during the information-gathering phase: that events at the Public Market, Main Street Armory and Auditorium Theatre can create traffic issues as people arrive at, and then depart from, the venues; and that a lack of parking capacity leads to people parking illegally on surrounding streets. As described in Chapter 2, the Project Team determined based on observations and data collection that any traffic issues associated with events at these venues are relatively limited in impact and short in duration. The parking challenge, however, is real, in the vicinity of the Public Market during peak Market days and in the vicinity of the Main Street Armory and Auditorium Theatre when there are simultaneous well-attended events.

Therefore, the Project Team explored several potential policy, programmatic and planning strategies to address these occasional but acute parking shortages, all offering widely varying pros and cons for event attendees, nearby residents, and the venues themselves:

- Shared Off-Street Parking Lots: Establish a regulatory framework and/or agreement between owners of private parking lots to create a shared off-street parking scheme whereby the same lots can be used by local residents, workers and visitors as demand shifts over the course of a day and course of a week
- Shuttle Bus Service: Work with Regional Transit Service and/or local venues and parking facilities to run reliable, well-publicized, publicly or privately operated shuttle buses between event venues (the Public Market, Main Street Armory, Auditorium Theatre, etc) and nearby parking lots
- Increase Transit/Bike/Walk Mode Share: Use publicity and incentives (i.e. transportation demand management or TDM) to encourage more event-goers to arrive by means other than driving, reducing parking demand
- Residential Parking Permits & Enforcement: Introduce Residential Parking Permits (RPP) on the residential streets in the vicinity of the large venues, to discourage on-street parking by non-residents in favor of off-street lots
- Maximize Available On-Street Parking: Recalibrate the current alternate side parking regulations on side streets to allow parking on both sides of the street during events (e.g. evenings for the Armory and Auditorium; morning/early afternoon for the Public Market)

ALTERNATIVE 1: SHARED OFF-STREET PARKING LOTS

Benefits: Makes more efficient use of the off-street parking capacity that already exists; creates potential new revenue source for lots that are currently private.

Drawbacks: Requires significant effort to create a common regulatory framework; currently private lots must make significant investments (staffing, insurance, etc.) in order to operate as for-profit lots.

ALTERNATIVE 2: SHUTTLE BUS SERVICE

Benefits: Leverages existing off-street parking supply available beyond easy walking distance of the venues.

Drawbacks: Requires significant resources on the part of the City, RTS and/or venues to operate a high-quality service that will be well-utilized; eventgoers may still opt to risk trying to park closer to the venues.

ALTERNATIVE 3: INCREASE TRANSIT/BIKE/WALK MODE SHARE

Benefits: Reduces overall parking demand as well as traffic; increases the use of healthier, more environmentally friendly transportation choices.

Drawbacks: Because the vast majority of visitors to the Main Street Armory and Auditorium Theatre are coming from relatively distant suburban areas, there may be little potential to achieve significant mode shift.

ALTERNATIVE 4: RESIDENTIAL PARKING PERMITS & ENFORCEMENT

Benefits: Improves parking availability and quality-of-life for residents of nearby streets.

Drawbacks: Does not address underlying parking shortage; effectiveness is dependent on consistent enforcement; permit program requires City and State political action.

ALTERNATIVE 5: MAXIMIZE AVAILABLE ON-STREET PARKING

Benefits: Makes more efficient use of existing on-street parking supply surrounding the venues.

Drawbacks: Exacerbates parking availability and quality-of-life issues for residents of nearby streets.



*On-Street Parking in the Study Area
Source: Interface*

F. EVALUATION OF ALTERNATIVES

The Project Team evaluated the alternative concepts using ten criteria, which the Project Advisory Committee helped to rank in order of importance (listed below from greatest importance to lesser importance). The transportation investments should:

- > **Create a safer, comfortable walking environment** with enjoyable streetscapes and public spaces
- > **Be feasible to implement**, e.g. in terms of constructability and gaining necessary approvals
- > **Create a connected bike network** that provides comfortable routes for bicyclists of all ages and abilities
- > **Provide a higher-quality transit experience** through faster transit trips and/or more comfortable bus stops
- > **Be responsive to public preference** as expressed at the Public Open Houses and through other public input channels
- > **Have potential to yield economic return** by spurring further investment and attracting new residents or businesses and creating jobs

- > **Be implementable** within a relatively reasonable timeframe with opportunities for near-term action and, if necessary, potential for later phases
- > **Have a reasonable project budget** that makes the most of public investments
- > **Improve the driving experience** by improving traffic safety and throughput and reducing congestion
- > **Increase the availability of parking** for residents and visitors

For East Main Street, design concepts that calm traffic, create a high-quality bike route, and widen sidewalks were strongly preferred, with Alternative 1.2B (with a 2-way bikeway and wider sidewalks) being the top pick of both the PAC and the public. Dedicated transit lanes were generally not a priority as bus speeds (versus service frequency and quality) were not seen as a major issue.

on a scale of 1 2 3 4 5
the higher the number, the better the score!

	RESPONSIVE	WALKING	BIKING	TRANSIT	PARKING	DRIVING	ECONOMIC DEVELOPMENT	COST	FEASIBILITY	TIMEFRAME	OVERALL
1.1A 1 WAY BIKES/PARKING	3	3	5	3	3	4	3	5	4	4	3.6
1.1B 1 WAY BIKES/ PEAK LANES	4	4	5	4	3	3	4	4	3	4	3.7
1.2A 2WAY BIKES/TURN LANE	3	3	5	3	3	3	3	5	4	4	3.6
1.2B 2WAY BIKES/PEAK LANES	5	4	5	4	3	3	4	4	3	4	3.9
1.3A TRANSITWAY IN CENTER	2	3	2	5	3	2	3	1	1	2	2.3
1.3B TRANSITWAY ON SIDE	1	2	2	5	3	2	2	2	2	3	2.3
1.4A GREEN MEDIAN	2	5	1	3	3	4	4	3	3	4	3.1
1.4B WIDE SIDEWALKS	3	5	3	3	3	3	4	3	2	4	3.3

Figure 53. Public scoring of East Main Street alternatives

For the intersection of East Main Street and North Goodman Street, support was generally strongest for Alternative 2.1 (a straightforward redesign of the intersection focused on improving safety), with the public strongly preferring that option and the PAC preferring it roughly equally to Alternative 2.3.

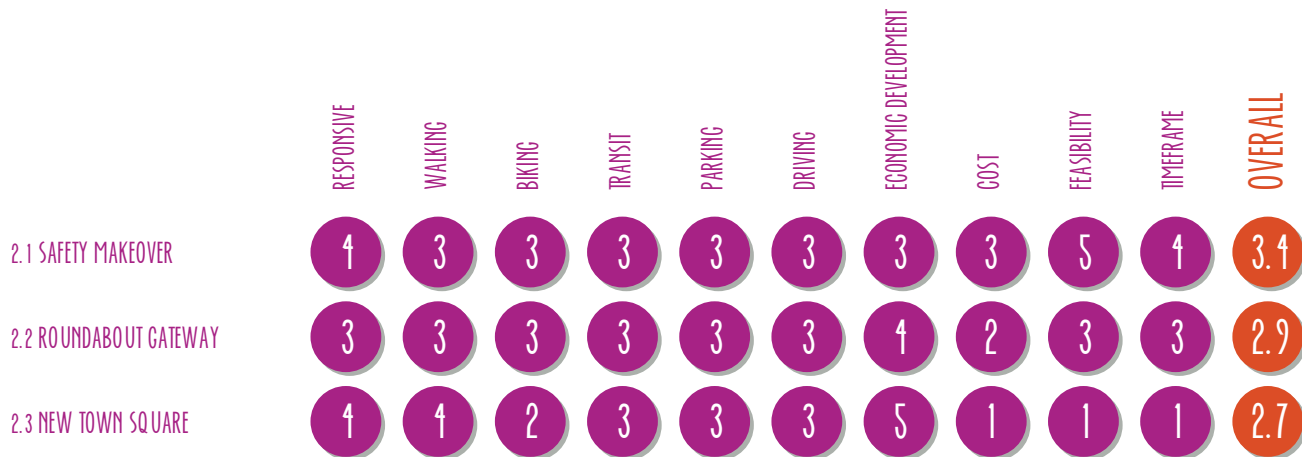


Figure 54. Public scoring of East Main Street + North Goodman Street intersection

For the intersection of North Goodman Street, Webster Avenue and Garson Avenue, the PAC strongly preferred Alternative 3.2 (realignment of the intersection with a new plaza on the south side) while the public favored 3.1 and 3.2 roughly equally.

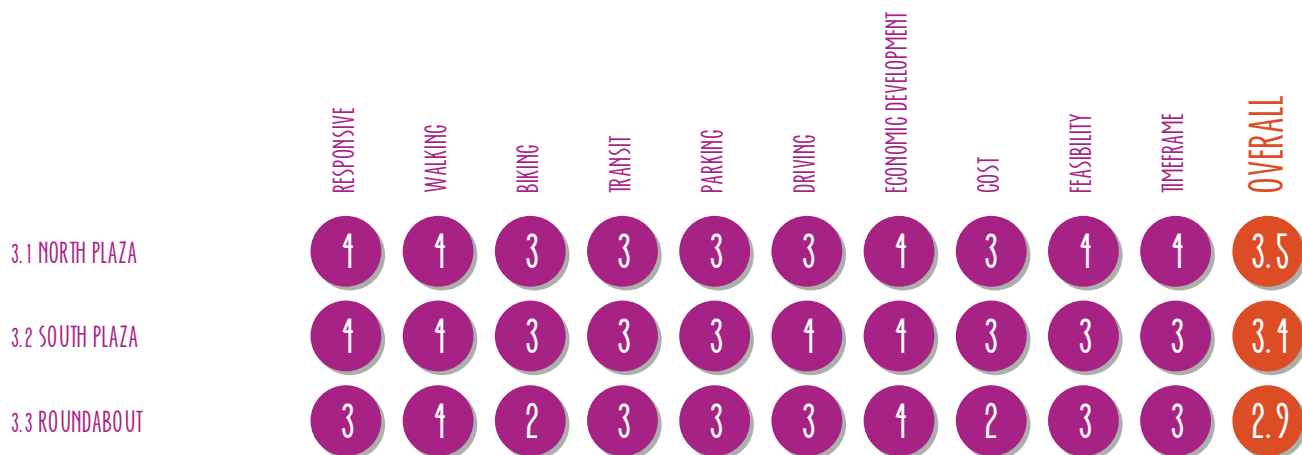


Figure 55. Public scoring of North Goodman Street, Webster Avenue and Garson Avenue intersection

To create new walking and biking connections across the railroad tracks, the public strongly preferred Alternative 4.1 (a bridge linking the Public Market/Railroad Street to the Main Street Armory and other destinations to the south), while the PAC favored 4.1 and 4.2 roughly equally.

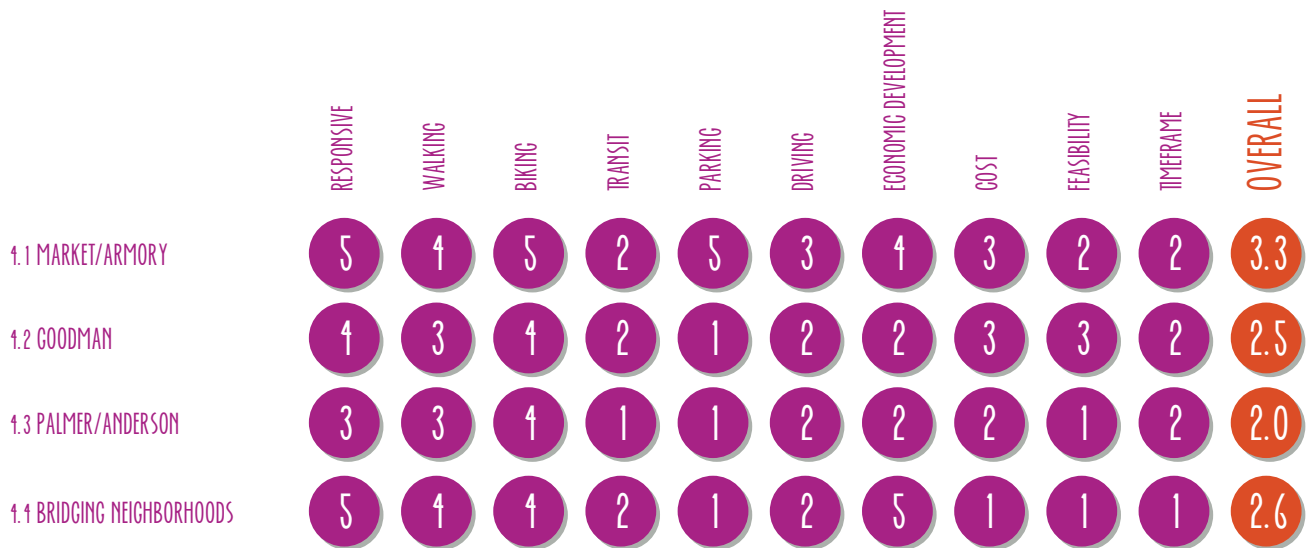


Figure 56. Public scoring of new walking and biking connections over railroad tracks

There was not a clear consensus on alternatives to better manage event-related parking, which is perhaps unsurprising given that the options presented were relatively disparate and, in many cases, complementary. The PAC's top-ranked alternative was 5.3 while the public's was 5.5.

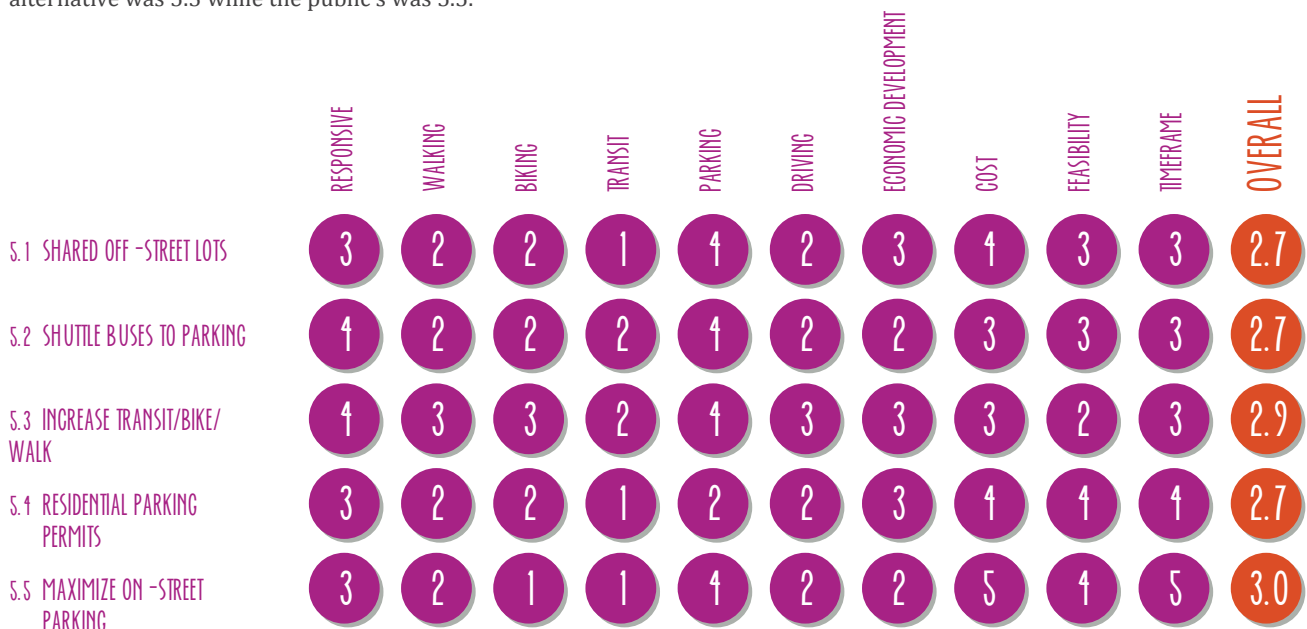


Figure 57. Public scoring of parking management strategies

V. ALTERNATIVES: DEVELOPMENT

Unlike the transportation alternatives, the alternatives crafted for new development are not necessarily mutually exclusive. While market demand, local capacity, and available financing may limit the amount of new development that can proceed at a given time, it is possible for many, if not most, of the

ideas presented in this chapter to unfold over time, as market dynamics strengthen. As such, the alternatives analysis for new development served to assess overall impact and community priorities, providing insight into phasing.

A. NEW HUBS OF COMMERCIAL & MIXED USE

Much of the vacancy and opportunity for land use changes in the near term within the East Main Arts & Market Initiative target area are clustered at the intersection of East Main Street and North Goodman Street. This intersection is a crossroads between neighborhoods, offers a direct route to the Public Market along Railroad Street, and includes opportunity sites that can address multiple needs – for work space, creative space, living space, green space, and public space. Participants in the Investor Initiative convened by the City reached the same conclusion, that while land use changes may be a long-term goal for East Main Street at Union

Street, opportunity exists now to effect change at East Main Street and North Goodman Street. PAC members and public meeting attendees concurred, that if market potential and opportunity necessitate selecting one corridor to prioritize for redevelopment as a mixed use “Main Street,” North Goodman Street is ripe for change with its scale, walkability, existing building stock, and proximity to the Public Market. Alternatives considered for new hubs of commercial activity and mixed use development are on the following page:

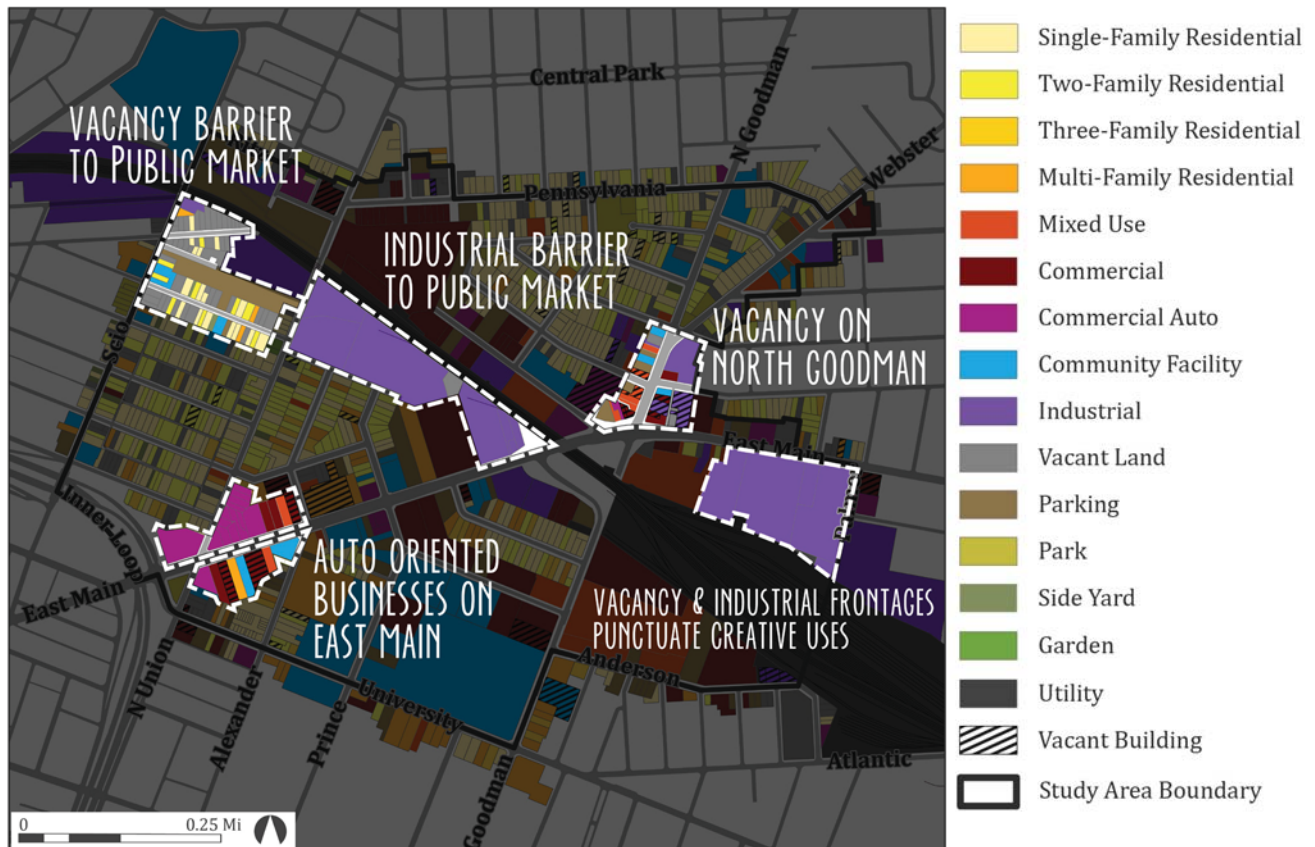


Figure 58. Map of Commercial and Mixed Use Opportunities
Source: Interface Studio

North Goodman Street

This alternative focuses efforts on North Goodman Street, to transform this corridor as a traditional “Main Street” populated by independent, local businesses. North Goodman’s existing building character, scale, and layout lends itself to hosting a vibrant and visible, walkable and charming commercial corridor. Currently there are ten storefronts (out of 19 total) on North Goodman from East Main to Garson Avenue that are vacant, leaving room for real change and a natural extension of the Public Market. Furthermore, the corridor falls within the Public Market District boundary. Despite the vacancy that presents nearer-term opportunity to effect land use change, these properties are all privately owned, so property owners will need to be engaged (and possibly incentivized through façade grants, pro-bono architectural designs through the Community Design Center, a role in streetscape redesign, or tenant attraction efforts) to help craft and implement the vision.

Summarized community input from the second public Open House:

- *By far the favored alternative, 73% would prioritize North Goodman Street for redevelopment as a mixed use “Main Street”*



- Existing character well-suited for mixed-use “Main Street”
- Vacancy creates near-term opportunity
- Close to Public Market
- Requires coordination with different owners

East Main Street at Union Street

The mix of land uses on East Main Street near the Inner Loop are auto-oriented and thriving, including a gas station, car wash, multiple auto-body shops, and a Wendy’s drive-through. A 2014 market study found that the study area could support a chain pharmacy, perhaps at the corner of Alexander Street and East Main Street where a vacant property with ample room for parking exists, but redeveloping the active properties into a true mixed use, main street corridor is unlikely in the near future. Consensus is that auto-oriented commercial is not the highest and best use at this important gateway to Downtown, but land use changes through redevelopment are likely a long-term outcome requiring a long-term strategy.

Summarized community input from the second public Open House:

- *15% would prioritize East Main Street near the Inner Loop for redevelopment as a mixed use “Main Street”*



- Auto-oriented but active
- Limited vacancy
- Important gateway, but a long-term strategy

East Main Street East of the Rail

East Main Street east of the rail line hosts a mix of land uses including housing, auto-service, active industrial, as well as large-scale underutilized or vacant properties where redevelopment could take root. Though this area is more removed from Downtown and the Public Market, adjacent assets to build such change upon include:

- > Active neighborhood associations (EMMA and Beechwood) interested in working with developers to stabilize and transform their communities
- > Developer interest in the roughly 4.5 acre bus parking area tucked behind Greenovation and adjacent to the historic Martha Matilda Harper building
- > Creative uses nearby – Fedder Industrial Park hosts Wall Therapy murals and a range of small-scale artisans and light manufacturers, and Greenovation is a local business committed to diverting material from the waste stream in favor of up-cycling

Summarized community input from the second public Open House:

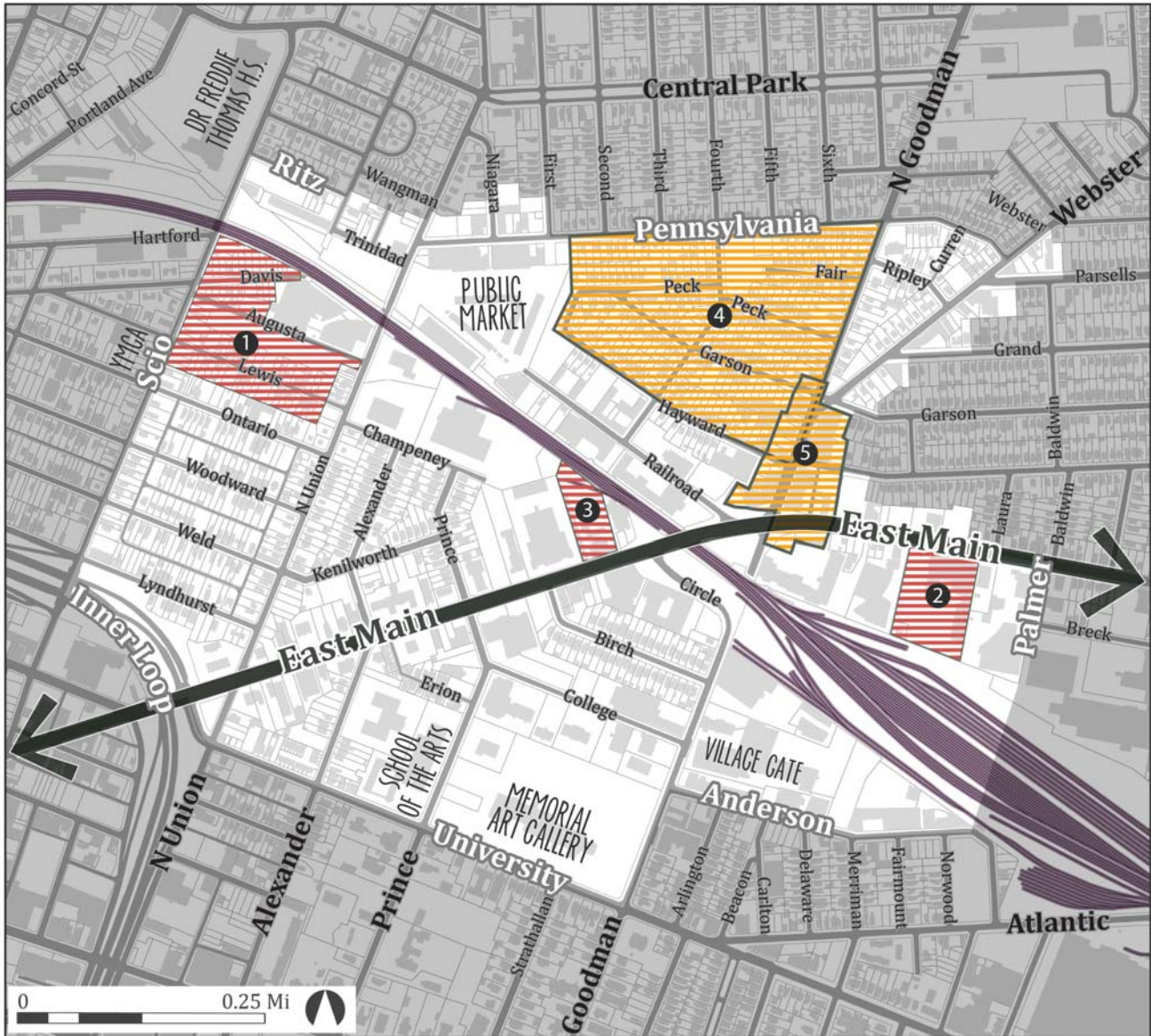
- > *13% would prioritize East Main Street east of the rail for redevelopment as a mixed use “Main Street”*



- Creative uses adjacent
- Developer interest, neighborhood interest
- Distance from Market & Downtown

B. HOUSING

The development alternatives also explore opportunities for housing and live/work space, considering three larger-scale sites for catalytic redevelopment projects, and two smaller-scale possibilities for revitalization through infill and rehabilitation.



-  **LARGER SCALE**

 - ➊ Affordable rental development on Lewis Street in Marketview Heights
 - ➋ Greenovation site at 1199 East Main, east of Goodman
 - ➌ Otis Lumber site

 **SMALLER SCALE**

 - ➍ Artist Rehab & Rehabilitation Program
 - ➎ Focused Rehab along North Goodman

 Study Area Boundary

Figure 59. Map of housing opportunities in the area
Source: Interface Studio

I LARGE SCALE REDEVELOPMENT

Affordable rental development on Lewis Street in Marketview Heights

Proposed in the Marketview Heights Urban Renewal District Plan, and backed by community support, the conceptual site plan calls for a land swap to relocate Ametek's parking lot from North Union Street to Scio Street, to accommodate the development of 75 affordable rental townhouse units in close proximity to the Public Market. The design would introduce a new, efficient housing type that is a model of green architecture, meeting FIS Design Standards, and would achieve a critical mass necessary to afford the currently severely challenged block of Lewis Street a new identity as a safe, desirable neighborhood.

As this plan already has community support and has been approved by City Council, the activities at the second public Open House did not see public input on prioritizing development at the Lewis Street site in Marketview Heights.

Potential mixed-use, mixed-income development site on East Main Street, east of the rail line

Conceptual mixed-income, mixed-use redevelopment project at the Greenovation/bus storage site. This project has the potential to dramatically change the experience of East Main Street east of Goodman, functioning to close the perceived distance between Fedder Industrial Park, which currently offers affordable workspaces to a range of makers and industrial tenants, and the activity adjacent to the Public Market and NOTA. Because the concept is mixed-use, this alternative is also described above for consideration as a new hub of commercial and mixed use activity.

Otis Lumber Site

This four-acre site on East Main Street falls within the Public Market Village live/work zoning district, which carries no parking requirements for redevelopment. A conceptual sketch suggests that the main building that fronts on East Main Street could be retained as a community arts center, while materials from the accessory sheds could be repurposed in live/work structures behind the main building, with working studios located closer to the rail. Pedestrian access to the proposed pedestrian bridge connecting the Public Market (and its parking lots) with venues on East Main Street would be granted along the site's western edge, adjacent to the Main Street Armory.

The Otis Lumber site polled well with the public at the second public Open House:

- > *This redevelopment concept received 28% of votes on where to prioritize investments in creative production and live/work space, second to North Goodman Street, but also complementary to investment there.*



Figure 60. Proposed Marketview Heights Urban Renewal District redevelopment
Source: Interface Studio



Figure 61. Aerial view of 1199 East Main Street
Source: Interface Studio

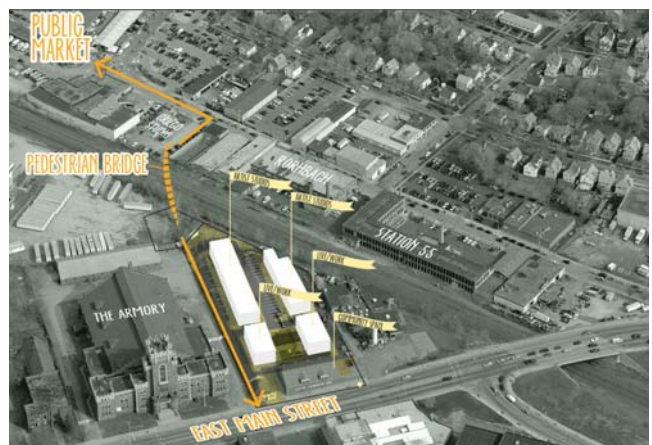


Figure 62. Potential development on the Otis Lumber site
Source: Interface Studio

II SMALLER SCALE INFILL & REHABILITATION

Scattered Neighborhood Rehabs & Infill

Based on the field survey, GP4H has seven vacant homes in “D” or distressed condition, and four vacant homes in “F” or failing condition. The seven vacant “D” houses are scattered throughout the neighborhood, but could present opportunities for rehabilitation by artists or others should R-City move forward with an arts district program that facilitates affordable home purchases for artists willing to invest sweat equity and committed to arts-based community development.

However, the bulk of the vacancy in GP4H is comprised of vacant lots, candidates for new construction, not renovation. The properties with vacant “F” houses are likely best suited for demolition followed by new construction as well. The “Tiny House” and “Tiny Studio” movement that is gaining momentum offers a creative and affordable new construction solution that is grounded in homeownership and sustainability. Fair Place, which dead-ends at a cul-de-sac at the Fourth Street and Peck Street Park, hosts the majority of failing homes as well as two vacant lots, and could thus accommodate a cluster of tiny home/studios. By extending Fair Place north through the park, as a street or pedestrian walkway, to meet Fifth Street, an additional series of tiny homes/studios could provide more eyes on the park.

Summarized community input from the second public Open House:

- > *The neighborhood infill with tiny homes and tiny studios concept received 9% of votes on where to prioritize investments in creative production and live/work space.*



Extending Fair Place and providing tiny artist studios on vacant sites in GP4H Source: Interface Studio



Figure 63. Map of vacant sites in GP4H Source: Interface Studio

Mixed-Use Rehab on North Goodman Street

The vacant and partially vacant mixed use structures along North Goodman Street could become a focus for rehabilitation and restoration to create small-scale creative live/work space, breathing new life into the attractive building stock on this key corridor. The structures are in private ownership, and would thus require partnerships and collaboration with current property owners to investigate the occupancy and reuse potential of upper floors. As noted above, ten vacant storefronts exist here, with the opportunity to showcase the work of creative tenants upstairs and at the nearby Market Apartments at Corpus Christi.

Again, North Goodman polled well with the public at the second public Open House:

- > *North Goodman received 63% of votes on where to prioritize investments in creative production and live/work space.*



Vacant commercial properties on North Goodman Street
Source: Interface Studio



C. SELECTION OF PREFERRED ALTERNATIVES

The project team evaluated the alternative concepts using eight criteria, which the Project Advisory Committee helped to rank in order of importance (listed below from greatest importance to lesser importance). The development investments should:

- > **Promote social equity** by responding to the needs of the existing community and maintaining a mix of incomes in a model of equitable development
- > **Build upon local capacity** by seeking community support, engaging grassroots interests, and collaborating with local community development organizations
- > **Have potential to yield economic return** by spurring further investment and attracting new residents or businesses and creating jobs
- > **Be feasible** due to access to land and resources for redevelopment as well as strong community partnerships

- > **Complement transportation initiatives** by responding to or building on planned roadway and intersection improvements
- > **Respond to market potential** by meeting demand for new development
- > **Be implementable within a relatively reasonable timeframe** with opportunities for near-term action and, if necessary, potential for later phases
- > **Have a reasonable project budget** that makes the most of public investments

An overarching commitment of the project and the PAC is that the chosen alternatives also be responsive to public preference.

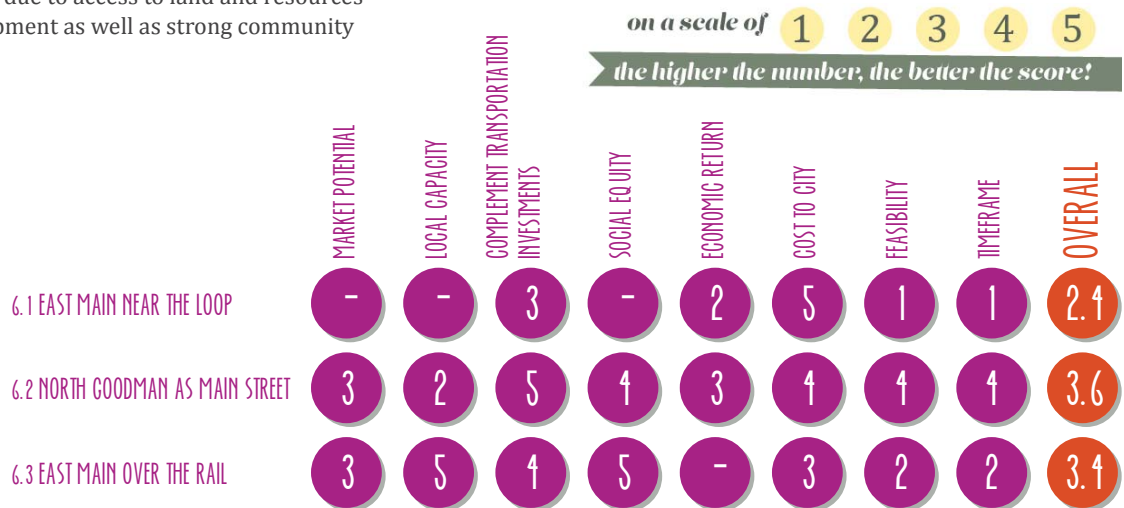


Figure 65. Public preferences on mixed use redevelopment



Figure 66. Public preferences on housing development

VI. ALTERNATIVES: NEIGHBORHOOD BRANDING

The final set of alternatives explore different brands that East Main Street and the surrounding East Main Arts & Market Initiative study area could adopt to help re-image the corridor both in people's minds and in the physical world through signage and streetscape improvements that transform East Main Street into a beautiful gateway to surrounding neighborhoods, destinations, and the City of Rochester as a whole.

Based upon the public input received at the first public Open House, the team developed five alternatives for re-branding East Main Street and the surrounding Arts & Market area. The first four explore a singular focus, building upon unique themes intrinsic to the study area and suggested by community members. The fifth alternative presents a blended approach that integrates multiple themes.

A. SINGULAR FOCUS

I. BUILD ON THE BRAND OF THE PUBLIC MARKET

The Rochester Public Market is the key destination in the Arts and Market area. It serves the local community as well as the region as a whole. It is unique and beloved. The Public Market's brand is known, strong, and applied to the East Main Street Corridor, could bolster both pride and interest in the surrounding area. Sketch alternatives include:

- > East Main: Home of the Public Market
- > East Main Feast Street: This way to the Public Market

Summarized community responses provided at the second public Open House:

- > *The City is working to update the Public Market logo; make sure to coordinate*
- > *This option could be the most effective because of the Market's popularity, but let's not omit the arts part of "Arts & Market"*

Figure 67. Branding Alternative 1a
Source: Interface Studio



Figure 68. Branding Alternative 1b
Source: Interface Studio



II. HEALTHY CORRIDOR: FRESH FOOD, WALKABLE & BIKEABLE, WITH ADDED GREENERY CONTRIBUTING TO BEAUTY & BETTER AIR QUALITY

The community's vision of East Main Street as a healthy corridor ties into the fresh food available at the Public Market, the presence of sustainable businesses, and efforts through the East Main Arts & Market Initiative to improve walkability and bikeability and incorporate greening to add shade, beauty, and better air quality along East Main Street. This option blends present conditions with aspirations for the future.

Sketch alternatives include:

- > East Main Green Street
- > East Main Slow Lane
- > Sustain East Main: Healthy Corridor Rochester
- > East Main ReFresh: Fresh Food, Fresh Air, Fresh Start

Summarized community feedback:

- > Warning that "slow lane" could be interpreted as a negative
- > Revise to simplify the logo

Figure 69. Branding Alternative 2a
Source: Interface Studio



Figure 70. Branding Alternative 2b
Source: Interface Studio



III. DIVERSE YET INCLUSIVE COMMUNITY

This option focuses on the people who live in nearby neighborhoods, work in nearby businesses, and travel through the area. It communicates shared values of diversity and inclusiveness which should guide change as capital improvements to East Main Street move forward and development projects in adjacent neighborhoods break ground. Sketch alternatives include:

- > Home on East Main: Marketview from your porch
- > East Main Arts & Market: A close knit community

Summarized community feedback:

- > Appreciate the slogans, keep working on the logos

Figure 71. Branding Alternative 3a
Source: Interface Studio



Figure 72. Branding Alternative 3b
Source: Interface Studio



IV. CREATIVE AND CULTURAL HUB

The fourth theme that emerged from the public input at the first Open House highlights the Arts in Arts & Market, seeking to build upon the concentration of arts, culture, and creative activity clustered in Neighborhood of the Arts and along East Main Street itself. Extending an expression of the arts along East Main Street will help bridge the areas north and south of it, enlivening the streetscape and harnessing the power of the arts as a tool in continued community development and creative entrepreneurship.

Sketch alternatives include:

- > Produce District: Made on East Main
- > Creative Corridor: Made on East Main

Summarized community feedback:

- > *Like connection with NOTA*
- > *Really like “Made on East Main” as a slogan – touches on food, art, retail, industrial; simplify the logo*
- > *Love “Creative Corridor” term, but must emphasize place and placemaking; “corridor” sounds like jargon*
- > *Fold “Rochester” or “A Rochester Main Street” into the name*

Figure 73. Branding Alternative 4a

Source: Interface Studio



Figure 74. Branding Alternative 4b

Source: Interface Studio

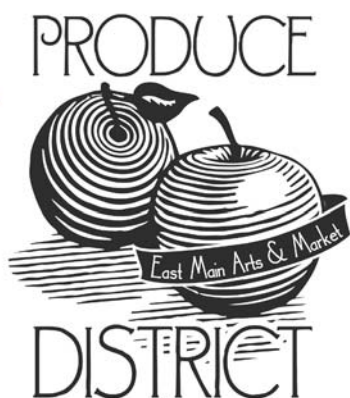


B. BLENDED APPROACH

As an alternative to selecting one key theme or feature for East Main Street's re-branding, the brand could underscore multiple elements present in the area, celebrating the confluence of all the above elements within this small pocket of Rochester. This idea embodies the East Main Arts & Market Initiative, re-tooling East Main Street as a connector amidst a unique collection of local assets and creative energy. Sketch alternatives include:

- > Produce District: East Main Arts & Market
- > fEAST Main Street: feed your stomach, feast your eyes
- > East Main Artketplace: good art, good eats

Figure 75. Branding Alternative 5a
Source: Interface Studio



Summarized community feedback:

- > Prefer blended approach! Why limit the audience?
- > Incorporate performing arts too!
- > Do not care for made up word, "Artketplace."
- > Do not over-emphasize food; give equal attention to arts and culture

Figure 76. Branding Alternative 5b
Source: Interface Studio



Figure 77. Branding Alternative 5c
Source: Interface Studio



C. NEW IDEAS PROPOSED BY THE COMMUNITY

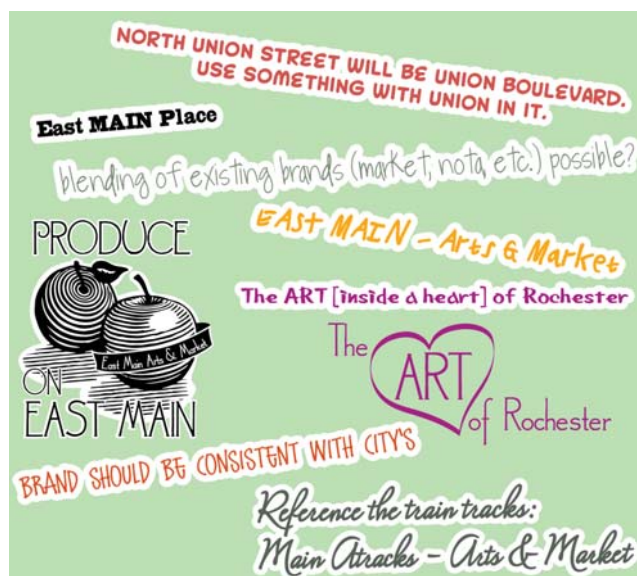
In addition to offering feedback to the branding sketches, members of the community also provided their own suggestions and variations on the logo mock-ups and slogans.

New Ideas:

- > The ART (inside a heart) of Rochester
- > Keep the name of the project: East Main Arts & Market
- > East Main Place
- > East Main Gateway
- > Reference the rail line. Ex. Arts & Market: Main A-tracks
- > North Union Street will be Union Boulevard; use the word Union

Variations on Proposed Sketches:

- > Love the dual use of "Produce" as noun and verb. What about "Produce on East Main" (verb for creatives, noun for market).
- > Blend concepts in 1B & 4B (Market + Arts)
- > Blend the concepts in 2B & 4A (Healthy Corridor + Arts & Culture)
- > Blend the concepts/styles in 1A & 5A for a more traditional, less trendy aesthetic



Public input responses to branding alternatives. Source: Interface Studio

D. SELECTION OF PREFERRED ALTERNATIVE

The project team evaluated the five alternative concepts using four criteria:

- > Public Preference
- > Key Stakeholder Preference
- > Complementary of Proposed Transportation Investments
- > Complementary of Proposed Development Investments

The Project Advisory Committee and general public were in sync with their feedback, placing the following five concepts among the top choices but with no clear winner.

- > 1A – East Main: Home of the Public Market
- > 2B – East Main Slow Lane: eat, walk, breathe, bike
- > 4A – East Main Produce District: Made on East Main
- > 5A – East Main Arts & Market Produce District
- > 5C – East Main Artketplace: good art, good eats

Perhaps the most compelling public comment was the suggestion to seek graphic suggestions from more people. While the concept development in this study advances the discussion, it would indeed be a powerful message if the branding for an Arts & Market district that champions small, local, creative makers and producers was itself locally sourced.

With regard to the relationship between the branding concepts and the proposed transportation investments, the following concepts received the highest scores:

- > 5 - Blended Approach, because the transportation improvements aim to better connect the areas many destinations through improvements to the roadway and public realm

- > 2 - Healthy Corridor, because of the project's emphasis on active transportation and greening
- > 1 – Public Market, again because of the emphasis on strengthening the connection between East Main and the Public Market

Evaluating the branding concepts against the proposed development investments, the following concepts received the highest scores:

- > 5 - Blended Approach, because the proposed developments seek to reinforce and build upon existing assets in the community, from the Public Market to the arts and culture destinations, adjacent residential neighborhoods to the area's mixed use buildings and fabric
- > 4 – Arts and Culture, because the proposed developments focus on a mix of uses that can accommodate creative production and live-work space targeting artists, makers, and creative entrepreneurs
- > 3 – Community, because the infill approach explored in the housing alternatives would strengthen neighborhoods as would the adaptive reuse of existing mixed use buildings along North Goodman

Figure 78. Summary of public votes for each of the branding alternatives
Source: Interface Studio



VII. FINAL RECOMMENDATIONS

Overarching themes of the final recommendations are to build off of the neighborhood's existing strengths; to focus limited resources on key corridors, intersections, and subdistricts; to bridge the most critical gaps dividing neighborhoods and cultural destinations; and to equitably support existing residents while creating the potential for additional economic investment. Recommendations across transportation, development and community branding were developed to be complementary, mutually reinforcing each other in supporting a cohesive neighborhood design and identity that meets the original goals of the City for the project.

In addition to the descriptions and graphics illustrating recommendations in this chapter, street design recommendations are illustrated comprehensively in Appendix C (short-term) and Appendix D (medium- and long-term).

An overview of all recommendations in the Study Area for Transportation, Land Use, and Branding can be found in Appendix E.

A. TRANSPORTATION

Final recommendations for transportation were developed by fleshing out and refining the preferred alternatives in coordination with the recommendations for development and branding, incorporating specific ideas received from the public and stakeholders, and considering both on-the-ground conditions and opportunities for short-term and long-term phasing.

The overarching vision for transportation in the East Main Arts & Market district is to leverage streets and other infrastructure to not only provide higher quality transportation options to residents, businesses and visitors, but through those connections to support creative production

and economic investment in the neighborhood and Rochester as a whole. For walking, bicycling and transit, a primary goal is to provide a user experience that goes beyond the bare minimum to be safe, accessible, comfortable and enjoyable – ultimately making them the easy, convenient and fun choices.

Many of the recommendations can be implemented in the near-term at modest cost, while other ideas are more ambitious, requiring further study and significant funding. As detailed in Chapter 8, these various elements can be phased to allow for near-term results while laying the groundwork for even more transformative changes in the future.



Figure 79. A pedestrian/bicycle bridge over railroad tracks in Washington DC. See page 91 for recommendations on bridging the railroad tracks in the Study Area.

Source: Popville

I. EAST MAIN STREET CORRIDOR

West of North Goodman Street (to Inner Loop), the design concept for East Main Street typically includes two moving lanes in each direction for motorists and left turn lanes at intersections (the exceptions being the minor intersections of Erion Crescent and Birch Crescent). The outer (curbside) moving lane can allow parking during off-peak times: most of the day except the morning rush hours (westbound) and evening rush hours (eastbound). (One exception is at University Avenue/Inner Loop, where the westbound curbside lane permanently serves as a dedicated right turn lane due to a heavy turning movement.).

A two-way separated bike lane along the south side connects at its western end to the bikeway planned as part of the Inner Loop East Transformation Project and at its eastern end to the East Main Street Corridor Revitalization Project (see below), creating a convenient, comfortable link in the City's bike network. High-quality bus stops with dedicated waiting areas for passengers are provided to enhance the experience of transit users. These bus shelters provide seating for waiting passengers on a boarding island between the roadway travel lanes and the separated bike lane. The islands also include sheltered racks for bicycle parking to facilitate bus-bike connections

Sidewalks on both sides of the street are widened everywhere except the narrowest blocks, buffering pedestrians from traffic and providing space for the elements of an improved public realm such as street trees, public seating, café seating, and pedestrian-scale street lighting. Where possible, sidewalk extensions are provided at intersections to further calm traffic and shorten pedestrian crossings.

Notably, left turns at intersections are provided with a protected signal phase (when bicyclists on the two-way path are held) to avoid the riskiest conflict between motorists and bicyclists. Similarly, right-turns-on-red should be prohibited through the bikeway from cross streets. To further minimize conflicts between turning vehicles and bicyclists, left turns to Birch Crescent are banned and the travel direction on Erion Crescent is reversed to 1-way northbound.

Most of the reallocation of the street space, including the bike lane, can be accomplished in the short-term with new roadway markings, signage and traffic signal improvements. ADA-compliant, raised bus boarding islands may need to be constructed, which can be accomplished at relatively modest cost given the lack of impacts on drainage. Sidewalk widenings and corner extensions can be implemented in the short-term using paint, although it may be more cost-effective and require less maintenance to instead create a flush center median with the excess space in the short-term, until the sidewalks can be permanently extended through construction. A buffer for the bikeway can be created in the short-term with plastic bollards (which can be removed in the winter or kept in place and removed as they become dislodged), sections of curb or raised median, or even a Jersey barrier. In the long-term the bikeway is permanently raised to sidewalk grade along with the sidewalk extensions.

It is also notable that the potential future removal of the Inner Loop Expressway north of East Main Street may result in a further reduction in traffic volume on the corridor, facilitating even more reallocation of street space.

East of North Goodman Street (to Culver Road), this project's recommendations support the design concept that has been developed through the Community Design Center of Rochester's East Main Street Corridor Revitalization Project, which reached its recommendations this past summer, in parallel with this effort. That concept, shown below, includes one moving lane in each direction for cars, curbside parking lanes on each side staggered with widened sidewalks, a raised two-way separated bikeway on the south side, and streetscape enhancements. In this scenario, additional thought will need to be given to mitigating conflicts between turning motorists (both left- and right-turning) and bicyclists on the two-way path, for example by maximizing visibility between them and providing design cues so that all users exercise appropriate caution at driveways and cross streets.

Figure 80. East Main Street Corridor Revitalization Project
Source: Community Design Center of Rochester



Figure 81. Short-Term Recommendations - Interim Redesign

Source: SSE

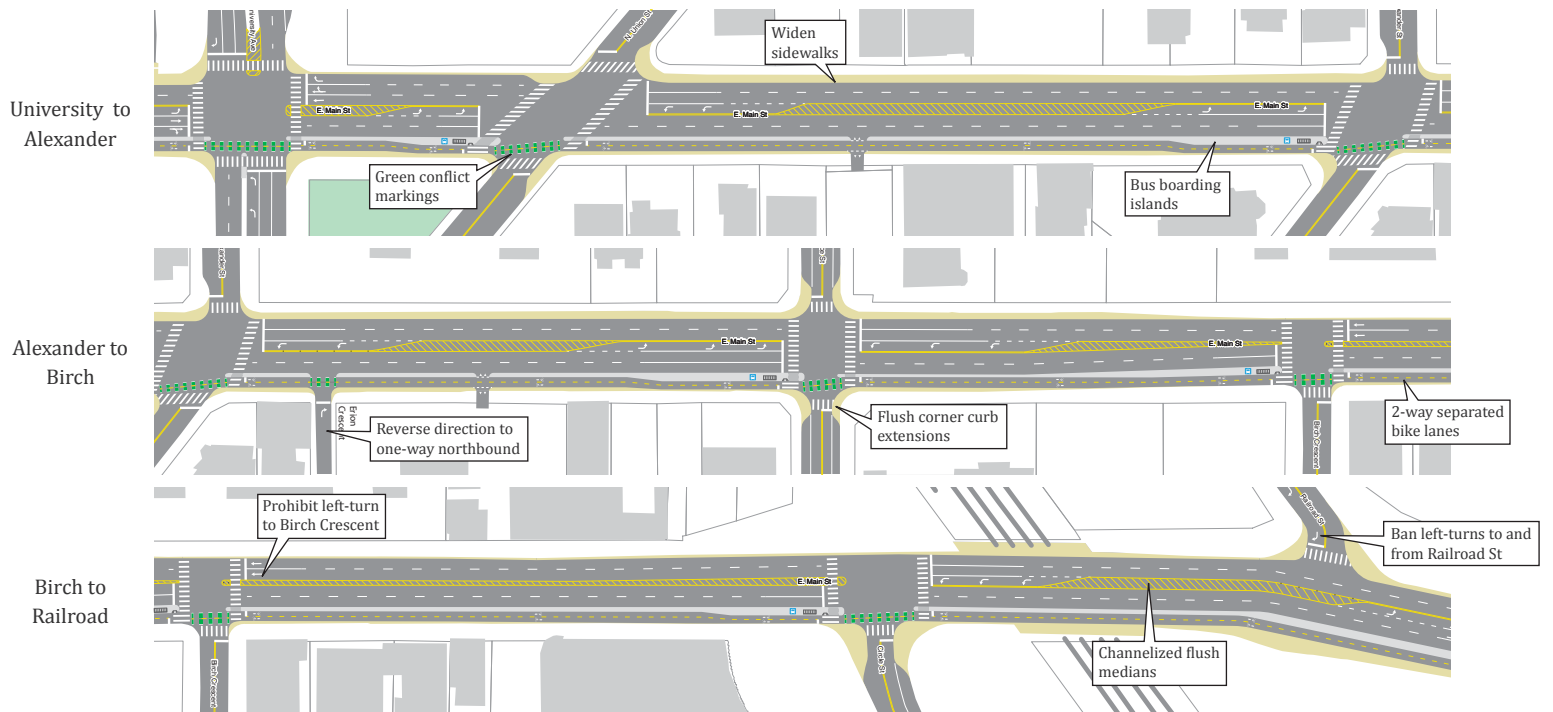
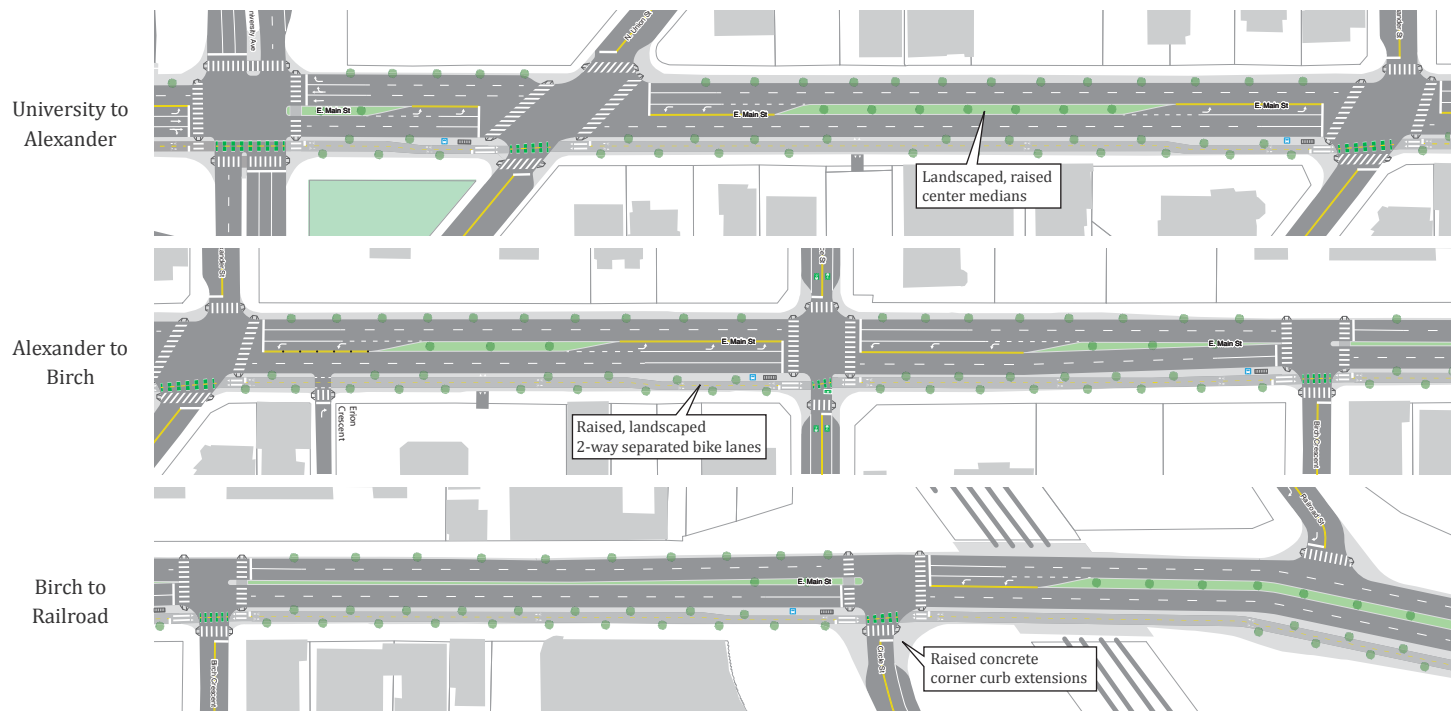


Figure 82. Long-Term Recommendations - Permanent Redesign

Source: SSE



A rendering of these concepts is provided on pages 102-03, and see Appendices C and D for enlarged versions of these plans.

II. EAST MAIN STREET/NORTH GOODMAN STREET INTERSECTION

In the short-term, the recommendation is to calm traffic, improve walkability, connect to the proposed bike lanes on adjacent streets, and improve the sense of place, all at relatively modest cost and modest impact on vehicular traffic. This includes maintaining two eastbound left turn lanes on East Main Street (and the two receiving lanes on North Goodman Street) but removing one of the two eastbound through lanes, replacing the two southbound right turn lanes on North Goodman Street with one yield-controlled lane, and maintaining the two westbound through lanes and receiving lanes (although the westbound left turn lane is removed, to be shared with the inner through lane).

With the space recovered, medians can be added to East Main Street to dramatically improve the comfort of the crosswalks. A median can be provided on the eastern crosswalk; a median can also be provided on the western crosswalk if the widening of the south sidewalk were to be reduced or eliminated. An island separates the southbound right turn lane, also providing a refuge for crossing pedestrians and further reducing crossing distances. The medians, islands and sidewalk extensions can be implemented in the short-term with paint or could be raised, funding permitting.

Notably, this study recommends converting Railroad Street to a right-in/right-out only intersection with East Main Street because of its proximity to the North Goodman Street intersection and the numerous comments received from the public about the challenge and safety hazard of turning left into or out of Railroad Street, particularly on Market days. Those heading to points north or east have several other options in lieu of making a left turn out of Railroad Street, and those heading towards the Market from the west can turn onto North Goodman Street to access the Market. Alternatively, eastbound left turns from East Main Street onto Railroad Street could be permitted, and a left turn bay provided, while still restricting left turns out of Railroad Street.

In the medium-term, should traffic impacts prove to be even less than projected in this study's traffic model, the design can be further improved upon to truly prioritize walking and biking across the intersection and create high-quality public space. In this scenario one lane is provided for eastbound left turns and one lane is provided for westbound through movements, allowing for even wider medians, islands and sidewalks. With only one northbound lane on North Goodman Street a narrow median, raised or flush, may be provided as well. In this scenario, which requires a larger scale reconstruction of the intersection, the southern leg of North Goodman Street (which is lightly used by motorists) can also be converted to a driveway-style design to further prioritize those walking and biking.

In tandem with the intersection improvements, the large sidewalks on the northwest and northeast corners of the intersection should be redesigned and constructed as high-quality pedestrian plazas that complement the adjacent retail frontages. All of these improvements complement and are mutually supportive with the Development recommendations for this intersection and the North Goodman corridor as detailed in the next section.

In the long-term it could be worthwhile to study the potential for a large-scale redesign of the intersection and the underutilized land to its south, in line with the "New Town Square" alternative presented earlier (which garnered a good deal of positive feedback) and the "Reconnecting Neighborhoods" concept for bridging the tracks. A feasibility study should consider the amount of development needed to make the infrastructure investments cost-effective, the market demand for such development, and the optimum design of the streets, intersections, buildings, and new public spaces. A stronger development market may be needed to render such an investment practical.

Figure 83. Short-Term Recommendations - Interim Redesign
Source: SSE

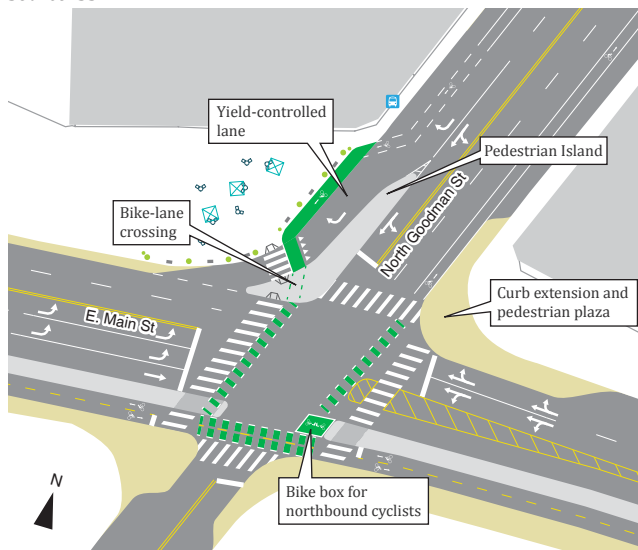
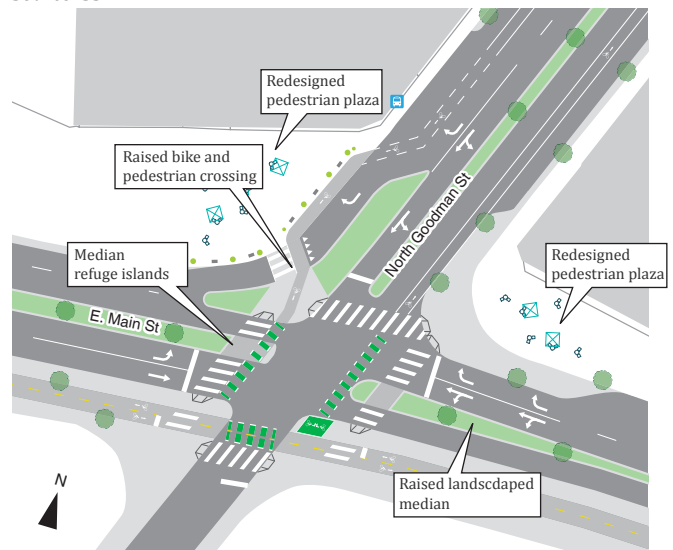


Figure 84. Medium-Term Recommendations - Enhanced Redesign
Source: SSE



A rendering of these concepts is provided on pages 104-05, and see Appendices C and D for enlarged versions of these plans.

III. NORTH GOODMAN STREET CORRIDOR

Although it was not formally evaluated as part of the major alternatives, North Goodman Street is a key connection within the Study Area, forming the axis between the intersection improvements proposed at East Main Street and at Webster Avenue and Garson Avenue, and serving as a focus area for redevelopment given its historic role as a neighborhood main street. Therefore the Project Team recommends a configuration that complements these other elements of the Plan.

North Goodman Street between East Main Street and Webster Avenue/Garson Avenue is envisioned with three-to-four moving lanes in the short-term: two northbound and one southbound north of Hayward Avenue, and two northbound and two southbound south of Hayward Avenue. In the long-

term only one northbound lane is proposed south of Hayward Avenue. The design also includes permanent curbside parking lanes to support the adjacent retail, curb extensions at the Hayward Avenue intersection, and standard on-street bike lanes to connect East Main Street's "bike highway" to potential future bike facilities to the north, such as the bike boulevard proposed for Garson Avenue. In the long-term, the sidewalks on either side can also be widened by several feet, further supporting walkable retail along the corridor.

The intersection of Hayward Avenue with North Goodman Street is proposed to be signalized to enhance pedestrian connectivity within this walkable retail corridor. Signalizing the intersection will require a warrant analysis.

Figure 85. Short-Term Recommendations - Interim Redesign
Source: SSE

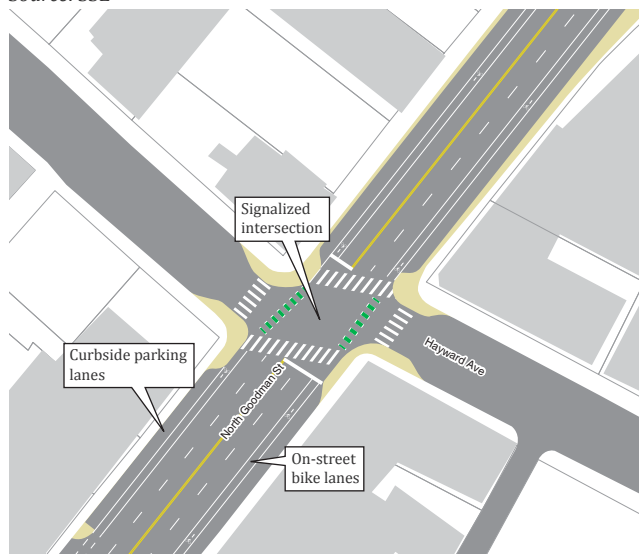
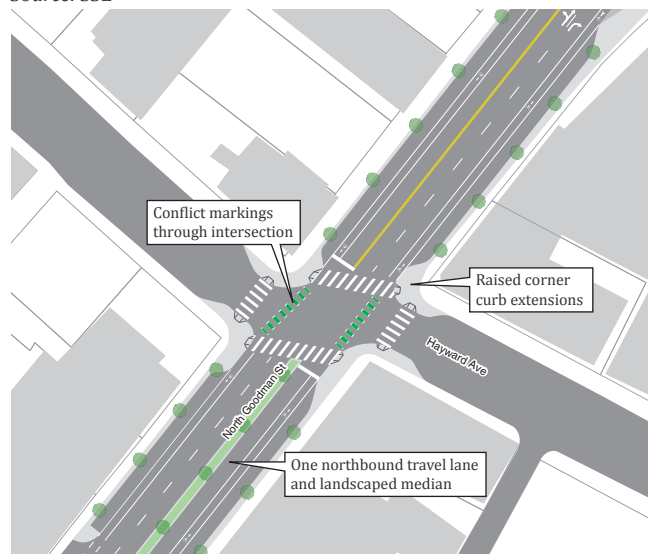


Figure 86. Medium-Term Recommendations - Permanent Redesign
Source: SSE



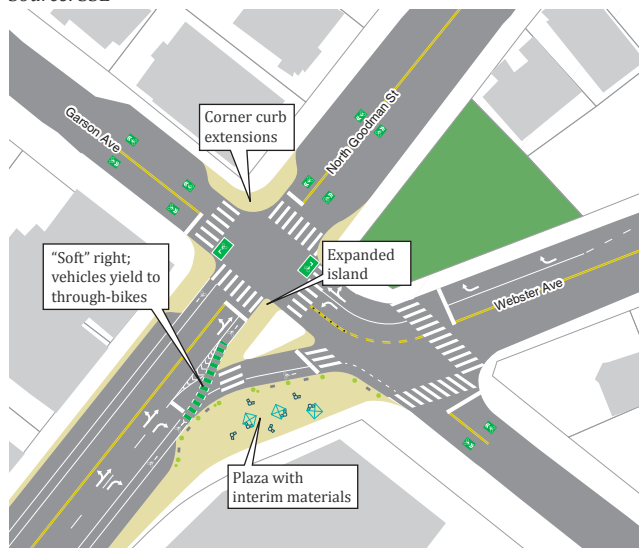
IV. NORTH GOODMAN STREET/WEBSTER AVENUE/GARSON AVENUE INTERSECTION

Both the “North Plaza” and “South Plaza” alternatives were popular, with the South Plaza the preference among stakeholders. One significant benefit of the South Plaza configuration is that it creates a simple, four-legged intersection with a less complex signal timing plan. Its only significant drawback is that it places the new public space on the south side of the intersection along what is currently an inactive ground floor land use, diminishing the plaza’s potential to be well-used. However, the space is directly across the street from existing and potential retail uses and the adjacent structure could transition at some point in the future as well – therefore the southern plaza could become better utilized in the future.

In the long-term the intersection will need to be partially or fully reconstructed to remove the existing traffic triangle, re-grade the roadway to accommodate drainage around the new plaza, add sidewalk extensions at the corners, and reorient the eastern leg of Garson Avenue (into a City-owned vacant parcel at 32 Webster Avenue) to pull it further back from the intersection to simplify the intersection design and operations. The plaza, including the bike lanes passing around its perimeter, can be built in permanent materials incorporating paving, trees/landscaping, and public art.

Figure 87. Short-Term Recommendations - Interim Redesign and Plaza

Source: SSE



Interim pedestrian spaces in Philadelphia and Memphis, incorporating design elements from the community
Source: NACTO (left), Ped Memphis (right)

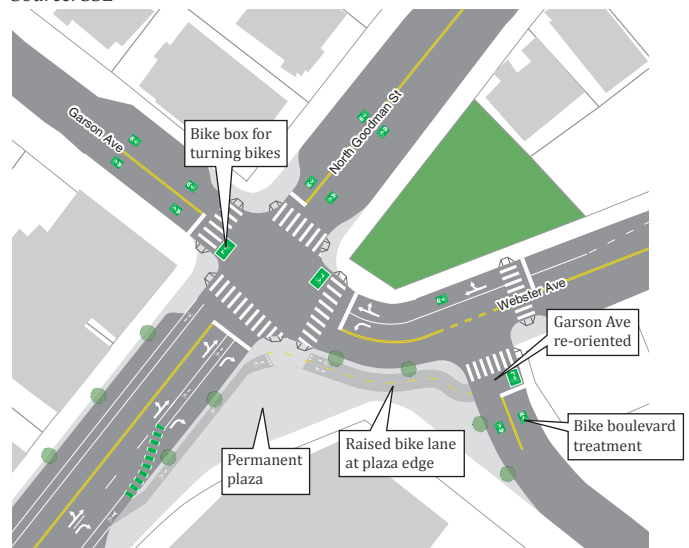


Implementing this design in the short-term – i.e. without removing the existing traffic triangle – is less straightforward but is doable based on this study’s analysis. Northbound traffic on North Goodman Street headed to Webster Avenue would not make a “hard right” at the four-legged intersection but rather would make a soft right to the inside of the traffic island merging across the bike lane. More complex (i.e. three-phase) signal operation would be necessary to manage several conflicting vehicular movements given the complex intersection geometry, most notably southbound Webster Avenue traffic. And the plaza can be implemented using interim materials including a painted roadway or epoxied gravel; planters, stone blocks and/or flexible bollards; tables and chairs; and public art. Residents and artists from the surrounding community can be invited to participate in the plaza design.

Both the short- and long-term designs connect the new bike lanes on North Goodman Street to the south to the proposed bike boulevard on Garson Avenue and potential future bike routes on Webster Avenue and North Goodman Street to the north. They also add value to the emerging Dazzleville district.

Figure 88. Long-Term Recommendations - Permanent Redesign and Plaza

Source: SSE



V. BRIDGING THE RAILROAD

Based on stakeholder input and analysis of high-level costs and benefits, this plan recommends the “Market/Armory” connection as the highest priority for investment. Whereas other new walking and biking connections over the railroad provide access and mobility benefits, this option is seen as offering synergies above and beyond that: providing eventgoers at the Main Street Armory, Auditorium Theatre and other venues with a large amount of nearby parking at the Market and vice versa; supporting the potential redevelopment of the Otis Lumber site as a mixed-use, live/work connector between East Main Street and the Public Market (see the following section); most directly drawing visitors between the multiple destinations within the East Main Arts & Market district; and supporting the most potential mode shift from automobile trips.

Therefore, the recommendation is to investigate alignment options and potential funding sources and pursue an easement or outright purchase of a right-of-way to preserve the north and south approaches to the railroad. The City

should also begin discussions with CSX/Amtrak in the near-term, to facilitate moving forward with the planning for this walking and biking bridge in the medium term. Such a bridge will need to meet minimum clearance requirements over the railroad tracks, and its access on either side will need to meet Americans with Disabilities Act (ADA) requirements, including adequate space for ADA-compliant ramps.

In the short-term, implementation of the road diet and separated bike lane on East Main Street will improve the existing connection over the tracks via the East Main Street bridge.

Addressing the missing connection along North Goodman Street over the tracks (via a pedestrian/bicycle bridge or the more comprehensive Bridging Neighborhoods park concept) could be addressed as part of a long-term study focused on the East Main Street/North Goodman Street intersection, e.g. the “New Town Square” alternative.



Figure 89. Bridging the Railroad Options
Source: Interface



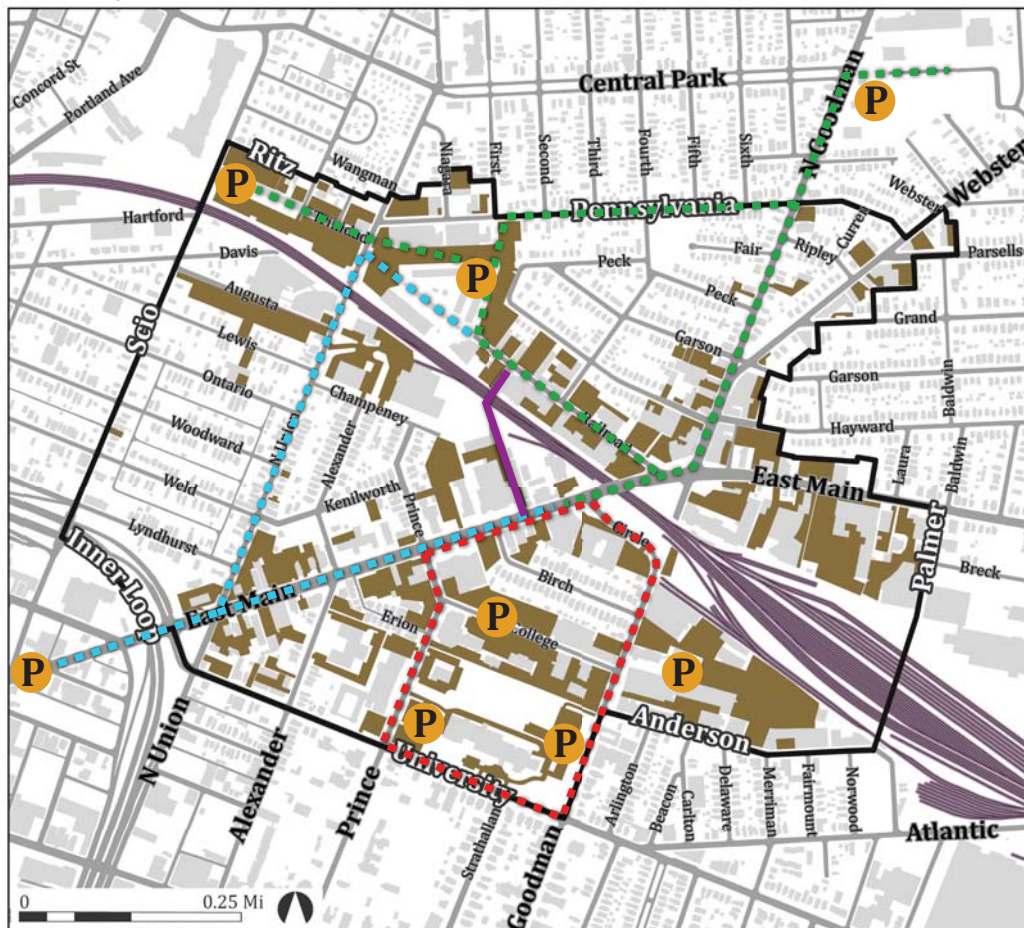
Figure 90. A pedestrian/bicycle bridge over CSX railroad tracks, Philadelphia
Source: Interface

VI. EVENT PARKING & ACCESS

Input received from the PAC, residents and other stakeholders was mixed on this topic. Ultimately the strategies that were determined by the Project Team to offer the most potential to remediate the occasional, but acute, parking issues related to events at the Public Market, Main Street Armory, Auditorium Theatre and other nearby venues were threefold, focused on making the most of existing off-street parking in the immediate area and beyond:

- In the short- to medium-term, introduce a shared-use parking scheme among the larger off-street lots in the area, and/or opening up existing private off-street lots to (paid) public parking. Most immediately, the Memorial Art Gallery and School of the Arts were identified as offering significant potential event parking capacity, with 313 parking spots across 6 adjacent lots found to be free during one sold-out event night. A shared-use parking scheme could begin with these lots and expand from there, or the lots could be configured to support paid parking when they are not serving their primary use (through an on-site attendant, meeting insurance requirements, etc.). The City might also work with for-profit parking providers to introduce parking stackers to surface lots to increase capacity.
- In the medium-term, the proposed bridge between the Public Market and the Main Street Armory will unlock a large amount of parking for attendees at those and other destinations, reducing pressure for on-street parking as well as more distant off-street parking.
- If, after implementation of the above strategies, there is still insufficient parking available during periods of peak demand, in the medium- to long-term a shuttle service can be created to connect major venues and major parking lots that runs during periods of peak demand. Parking lots to serve include existing lots such as the Public Market's and larger lots and garages closer to downtown, currently private lots that could be made public (see above), and potential new parking lots such as the land adjacent to Goodman Plaza at North Goodman Street and Central Park. The service could be run by RTS with subsidies from the City and/or venues, or it could be run by a consortium of venues/businesses with subsidies from the City and/or RTS. Operating partnerships could be created with the proposed Downtown Circulator.
- In addition, the improvements to the walking, biking and transit experiences proposed in this plan will further encourage visitors to arrive by modes other than driving when such an option becomes a more inviting possibility.

Figure 91. Off-Street Lot Locations
Source: Interface, SSE



VII. OTHER RECOMMENDATIONS

In addition to the major categories of recommendations presented above, a number of other improvements are recommended within the study area:

- > **Green Infrastructure:** Longer-term build-outs of the redesigned streets and intersections (East Main Street, North Goodman Street, etc.) are excellent opportunities to integrate green infrastructure (G.I.) into the streetscape, reducing the load on wastewater treatment plants and improving regional water quality. Widened sidewalks, corner sidewalk extensions, and new or redesigned public plazas create space to incorporate rain gardens, bioswales, and pervious strips. Similarly, sidewalks, plazas and raised cycle tracks are good candidates for permeable or porous paving, if stormwater reduction benefits justify the additional maintenance costs.
- > **Scio Street:** Scio Street has a similar profile to North Union Street, located one block east. North Union Street received traffic calming and streetscape enhancements in 2013/2014. Residents feel these improvements have had a positive impact on the street and neighborhood. Therefore, similar improvements should be considered for Scio Street, for example in tandem with routine maintenance work, to improve safety for current residents and support future housing and commercial development.
- > **Kickoff Event:** A large public event can be held to build interest and maintain momentum following completion of the plan, and to engage the community in the long-term process of transforming East Main Street and the surrounding streets and neighborhoods. This might take the form of a large “open streets” event where some or all of East Main Street and North Goodman Street are closed to vehicular traffic and, in partnership with surrounding neighborhood organizations, cultural venues and businesses, programmed with activities and entertainment, as well as information on the planned changes. Such an event can also serve to continue development of the initial neighborhood branding concepts developed through this plan.



*Bioswale in Portland, Oregon
Source: NACTO*



*Streetscape Improvements on Union Street
Source: Google Map*

VIII. IMPACT ON VEHICULAR TRAFFIC

Because streets serve many potential functions and outcomes, it can be appropriate to evaluate projects to change street designs based on a range of criteria that reflect the community's goals and priorities. However, at this time many government entities, including the City of Rochester and Monroe County, continue to use vehicular level of service (LOS) as a primary criteria for evaluating street projects. Therefore, impacts of the plan's recommendations regarding street design were modeled using Synchro software and compared to the existing (2015) conditions and future (2035) baseline or “no build” conditions.

As can be seen in the table on the following page, in the proposed design all intersections operate at a vehicular level-of-service (LOS) of D or better, an acceptable level for peak periods in urban areas. No individual movements operate below an LOS of E, also generally acceptable in urban conditions for limited peak periods. The trade-off for modestly reduced vehicular traffic capacity during peak periods (keeping in mind that capacity is generally more than adequate all other times of day and weekends) is a dramatic series of improvements for those walking, biking, and in many cases using transit, as well as in terms of safety.

Figure 92. Vehicular LOS Impacts (see discussion on previous page)

Source: SSE

Intersection & Approach	Existing 2015						No Build 2035						Proposed 2035					
	Weekday AM Peak Hour			Weekday PM Peak Hour			Weekday AM Peak Hour			Weekday PM Peak Hour			Weekday AM Peak Hour			Weekday PM Peak Hour		
	Lane Group	VLOS	Delay (sec)	Lane Group	VLOS	Delay (sec)	Lane Group	VLOS	Delay (sec)	Lane Group	VLOS	Delay (sec)	Lane Group	VLOS	Delay (sec)	Lane Group	VLOS	Delay (sec)
Innerloop & Main																		
Eastbound	L	C	23.7	L	C	25.9	L	C	27.2	L	C	30.9	L	C	28.1	L	D	43.5
	TR	B	20.0	TR	C	24.1	TR	C	21.2	TR	C	25.8	TR	B	18.9	TR	C	31.2
	R	A	4.9	R	A	4.4	R	A	4.8	R	A	4.5	-	-	-	-	-	-
Westbound	TR	A	3.6	TR	A	1.1	TR	A	5.8	TR	A	3.0	TR	E	63.8	TR	C	30.2
Northbound	L	D	41.5	L	D	36.5	L	D	44.1	L	D	37.1	L	D	44.1	L	D	37.1
	LTR	D	38.5	LTR	D	40.5	LTR	D	41.1	LTR	D	43.8	LTR	D	41.1	LTR	D	43.8
Southbound	L	D	39.3	L	D	40.6	L	D	40.5	L	D	43.2	L	D	40.5	L	D	43.2
	LTR	D	35.5	LTR	D	36.3	LTR	D	36.1	LTR	D	37.8	LTR	D	36.1	LTR	D	37.8
	Int.	C	21.1	Int.	C	22.5	Int.	C	22.9	Int.	C	24.4	Int.	D	46.6	Int.	D	35.3
Union & Main																		
Eastbound	L	A	1.6	L	A	2.0	L	A	2.3	L	A	2.9	L	A	2.5	L	A	3.8
	T	A	1.4	T	A	1.7	T	A	1.6	T	A	2.1	T	A	2.3	T	A	3.1
Westbound	TR	B	18.7	TR	C	20.0	TR	C	20.6	TR	B	19.0	TR	E	71.2	TR	D	39.5
Northbound	LTR	B	14.1	LTR	B	13.9	LTR	B	13.7	LTR	B	18.5	LTR	B	13.7	LTR	B	18.5
Southbound	L	C	29.1	L	C	30.8	L	C	28.8	L	C	31.1	L	C	28.8	L	C	31.1
	R	A	7.1	R	A	3.9	R	A	7.0	R	A	5.2	R	A	7.0	R	A	5.2
	Int.	B	12.5	Int.	B	10.9	Int.	B	13.6	Int.	B	11.1	Int.	D	41.7	Int.	B	19.9
Alexander & Main																		
Eastbound	L	A	1.7	L	A	4.6	L	A	2.1	L	A	5.4	L	B	18.4	L	D	43.7
	T	A	1.7	T	A	6.7	T	A	2.0	T	A	8.0	TR	C	33.9	TR	D	43.0
	R	A	0.1	R	A	1.2	R	A	0.2	R	A	1.4	-	-	-	-	-	-
Westbound	L	A	8.2	L	C	21.9	L	B	11.6	L	D	36.0	L	A	9.6	L	A	7.1
	T	A	5.0	T	B	10.4	T	A	5.9	T	B	13.9	TR	A	1.4	TR	C	24.3
	R	A	1.7	R	A	4.9	R	A	1.8	R	A	6.5	-	-	-	-	-	-
Northbound	LTR	B	18.4	LTR	D	36.5	LTR	B	17.9	LTR	D	37.4	LTR	B	18.0	LTR	D	36.8
Southbound	LTR	D	42.1	LTR	D	37.9	LTR	D	44.4	LTR	D	36.8	LTR	D	44.4	LTR	D	37.9
	Int.	A	6.9	Int.	B	12.9	Int.	A	7.8	Int.	B	15.3	Int.	B	15.4	Int.	C	34.2
Circle & Main																		
Eastbound	TR	B	16.5	TR	B	10.9	TR	B	17.1	TR	B	13.0	TR	C	28.8	TR	C	27.2
Westbound	L	A	4.1	L	B	14.3	L	A	4.9	L	C	25.7	L	B	10.6	L	C	29.7
	T	A	2.7	T	A	4.8	T	A	2.9	T	A	5.7	T	A	5.4	T	C	34.7
Northbound	L	D	38.8	L	C	31.9	L	D	38.6	L	C	30.3	LR	B	15.0	LR	C	32.0
	R	B	12.5	R	C	24.6	R	B	12.4	R	C	28.1	-	-	-	-	-	-
	Int.	A	7.6	Int.	B	10.9	Int.	A	7.9	Int.	B	13.3	Int.	B	12.6	Int.	C	30.4
Goodman & Main																		
Eastbound	L	D	36.9	L	C	34.9	L	D	36.5	L	D	36.1	L	D	44.8	L	E	68.3
	TR	A	4.2	TR	A	6.5	TR	A	4.6	TR	A	7.4	T	A	6.0	T	B	13.3
Westbound	L	B	19.5	L	C	27.0	L	B	19.5	L	C	27.0	LTR	C	25.4	LTR	C	32.0
	TR	C	21.8	TR	C	31.2	TR	C	25.3	TR	D	38.2	-	-	-	-	-	-
Northbound	LTR	C	27.7	LTR	C	25.5	LTR	C	26.8	LTR	C	24.6	LTR	C	26.8	LTR	C	27.1
Southbound	LT	D	43.2	LT	D	42.7	LT	D	43.1	LT	D	40.8	LT	D	43.3	LT	D	46.1
	R	C	25.2	R	B	11.1	R	C	26.8	R	B	11.0	R	A	1.9	R	A	0.8
	Int.	C	23.6	Int.	C	22.9	Int.	C	25.3	Int.	C	25.0	Int.	B	19.1	Int.	C	32.0
Goodman & Garson																		
Eastbound	LTR	C	27.8	LTR	C	25.5	LTR	C	27.8	LTR	C	25.2	LTR	C	23.9	LTR	C	28.6
Westbound	-	-	-	-	-	-	-	-	-	-	-	-	LTR	D	35.3	LTR	C	26.0
Northbound	LT	B	11.0	LT	A	2.2	LT	B	11.5	LT	A	3.1	LT	B	15.3	LT	A	5.2
	R	A	1.9	R	A	0.4	R	A	1.9	R	A	0.6	R	A	7.9	R	D	37.5
Southbound	TR	B	15.5	TR	B	10.5	TR	B	17.4	TR	B	11.8	TR	C	26.1	TR	B	15.1
	Int.	C	20.1	Int.	B	10.3	Int.	C	21.2	Int.	B	11.0	Int.	C	24.9	Int.	B	18.4
Webster & Garson																		
Eastbound	-	-	-	-	-	-	-	-	-	-	-	-	LT	A	4.0	LT	A	3.2
Westbound	LTR	D	37.3	LTR	D	42.8	LTR	D	37.4	LTR	D	42.9	TR	C	30.1	TR	D	37.2
SW-bound	LR	D	36.4	LR	D	40.7	LR	D	37.5	LR	D	40.5	R	A	9.5	R	A	0.9
	Int.	C	20.1	Int.	B	10.3	Int.	C	21.2	Int.	B	11.0	Int.	A	8.9	Int.	A	4.3
Union & Trinidad/Public Market																		
Eastbound	LTR	A	8.9	LTR	A	8.4	LTR	A	8.6	LTR	A	8.2	LTR	A	8.6	LTR	A	8.2
Westbound	L	B	14.4	L	B	14.2	L	B	14.3	L	B	14.0	L	B	14.3	L	B	14.0
	TR	A	9.3	TR	A	9.6	TR	A	9.1	TR	A	9.7	TR	A	9.1	TR	A	9.7
Northbound	LTR	A	3.0	LTR	A	3.8	LTR	A	3.1	LTR	A	4.2	LTR	A	3.1	LTR	A	4.2
Southbound	LTR	A	3.1	LTR	A	3.0	LTR	A	3.2	LTR	A	3.1	LTR	A	3.2	LTR	A	3.1
	Int.	A	3.9	Int.	A	4.0	Int.	A	4.0	Int.	A	4.3	Int.	A	4.0	Int.	A	4.3

Notes: L = Left Turn, T= Through, R = Right Turn, DefL = Defacto Left Turn; VLOS = Vehicle Level of Service.

B. DEVELOPMENT

As the alternatives for development are not mutually exclusive, but rather constrained by market demand, site control, developer interest, financing, all alternatives explored in Chapter 5 are included in the plan, with recommendations about phasing in the near-term, mid-term, and long-term.

I. NEW HUBS OF COMMERCIAL AND MIXED USE

The following recommendations for strengthening commercial and mixed use activity in the East Main Arts and Market area reflect the public response to the alternatives presented at the second Open House and address the following project goals:

- > Complement existing iconic architecture with public realm improvements that create a more beautiful, urbanized environment
- > Improve connectivity through investments in placemaking at key intersections
- > Support creative production through the built environment

Restore North Goodman Street as a mixed use and walkable creative “Main Street”

Community members weighed in heavily in support of reinvesting in North Goodman Street as a focal point for the East Main Arts and Market area, a compact commercial corridor with “good bones” and great potential, located at the intersection of multiple neighborhoods and East Main itself. The current concentration of storefront and upper floor vacancy tucked within handsome buildings is poised to welcome a mix of uses including studio space, work space, living space, gallery space, and small, independent retailers or eateries as an outpost of the Public Market. North Goodman Street’s scale and structures between East Main Street and Webster Avenue thus present a near-term opportunity for early action.

- > **Reach out to property owners** – because properties on North Goodman Street are owned by multiple owners, reach out to discuss the vision for the corridor. Request a tour of vacant storefronts and upper floor spaces to assess potential reuse and necessary improvements prior to reactivating these empty spaces. Reach out to owners of occupied structures too, presenting the vision and discussing opportunities for beautification and façade improvements.
- > **Offer incentives and connect artists with property owners** – add color and visual interest to building facades through temporary window displays, custom business signs, new awnings, murals, and window boxes. Create a grant program to incentivize property owners aiming to upgrade or reactivate vacant spaces who wish to commission artful façade improvements by local artists.

Icy Signs (Philadelphia)

Icy Signs’ a project of Steve Powers, aka ESPO, a graffiti artist, muralist, and now community organizer. With his Icy Signs project, Powers adapted an approach much like Wall Therapy’s efforts to locate world class street art in the Arts and Market District, creating custom signs for businesses along struggling commercial corridors in Philadelphia.



WPB Make Believe (Chicago)

WPB Make Believe was a competition inviting artists to reactivate vacant storefronts along a commercial corridor in Chicago’s Wicker Park and Bucktown neighborhoods. For four months, 10 storefronts became gallery spaces for installations that invited people to dream about what could be in the artistic neighborhood.



Invest in North Goodman Street's public realm

Beyond reactivating vacant spaces and integrating art and color on building surfaces, invest in North Goodman's public realm to heighten the sense of place along the corridor's sidewalks and plazas. Such improvements will reinforce the corridor's renewed identity while also making space for community gathering.

- > **Improve the plaza at Main, North Goodman and Railroad Streets** – visible along East Main Street and on the way to the Public Market, improvements to this plaza should include market wayfinding, bike parking, and movable furniture to serve Market goers as well as new neighbors living and working along North Goodman Street and new customers of corridor businesses.
- > **Create a greener park and plaza where North Goodman Street intersects Webster and Garson Avenues** – bookend the revitalized cultural corridor on North Goodman Street with open space improvements at the intersection of Goodman and Webster Avenues facilitated by the intersection realignment proposed in this plan. A new plaza space at the southern portion of the intersection will serve as a front door to the Beechwood neighborhood. Vacant property on the north side of Garson Avenue should be improved as a community garden or place space to enhance the experience of the new plaza.
- > **Conduct a feasibility study and engage CSX to explore land bridge park over rail** – first proposed in 2007, the Bridging Neighborhoods concept for a park over the rail between Circle Street and North Goodman Street still draws considerable interest from neighbors and Market visitors. The land bridge/park would ease connections between neighborhoods and create a unique landscaped space to complement hardscape improvements to the plaza on the north side of East Main Street. Feasibility of this project is threatened by costs and coordination challenges.

Pursue a second creative catalyst project on East Main Street

Following on the heels of Corpus Christi Market Apartments, seek opportunities to locate another arts-driven development on East Main Street. Community members expressed great interest in the Otis Lumber property, situated adjacent to the Armory and a stone's throw over the rail from the Public Market. The four-acre site's historic structure meets the street and could become a community arts center and headquarters for R-City, and the storage sheds closer to the rail present an opportunity for deconstruction and reconstruction of work spaces along the rail line and live/work spaces closer to East Main Street. As this project is still conceptual and Otis Lumber remains in active use as storage for contractors, phasing for this project falls in the mid-term; improvements to East Main Street should be a driving factor for the redevelopment.

- > **Target Otis Lumber property** – redevelopment of the Otis Lumber site as a mixed use, live-work connector between East Main Street and the Public Market will

require ongoing conversations with the site's owner, R-City, or other possible anchor tenants for the multi-tenant concept, and inquiries with potential developer partners interested in the project.

- > **Incorporate an easement between the Armory and Otis Lumber** – pedestrian access from East Main Street to the proposed pedestrian bridge over the rail will not only help connect people with the Public Market, but also the parking resources at the Market, which are underutilized much of the week. A gateway entrance at East Main Street should signal the new path between the buildings and over the rail and create a unique landscaped space to complement hardscape improvements to the plaza on the north side of East Main. Feasibility of this project is threatened by costs and coordination challenges.

Collaborate with neighbors to activate and add visual interest to front yards on East Main Street

In addition to new creative developments on East Main Street, work to express the corridor's cultural relevance and creative energy in the streetscape, visible to pedestrians and cars passing by. With their monumental architecture, both the Armory and the Auditorium – as well as the Hungerford – are set back from East Main Street. Their lawns and parking lot present canvases for public art and artful street furniture (including benches and bike racks) like what exists today along University Avenue.

As redevelopment opportunities arise, work to transition land uses on East Main Street from auto-oriented to walkable

To complement improvements to East Main Street, actively seek opportunities to retrofit adjacent land uses to create a more walkable environment along the corridor, from the Inner Loop through the Arts and Market area. Though the parcels closest to the Inner Loop host thriving auto businesses today, the setbacks and many curb cuts of the gas station, car wash, and auto-body shops are particularly detrimental to the pedestrian experience. An example of one such opportunity includes the site improvements at Delta Sonic prompted by State requirements to replace the gas tanks.

- > **Consider rezoning portions of the corridor** – currently, East Main Street at Union falls within the Main Street District of the Center City District (CCD). The CCD zoning classification allows auto uses, and this has resulted in a development pattern unfit for this important gateway into downtown Rochester. Improvements to East Main Street and investments in support of the Arts and Market district could, over time, increase land values that would support redevelopment here; in that case, a denser, mixed use development with buildings that frame East Main Street would better signal an entrance into downtown. Compliance with the Main Street District design principles in future redevelopment efforts will help re-establish Main Street as an important pedestrian and civic spine leading into Center City. The balance of the corridor within the study area is zoned for Community Center Commercial (C-2). Consider

an expansion of the Public Market Village (PMV) zone to include the intersection of East Main and Goodman, including the Hungerford site south of Main. Such a change would reinforce the vision for North Goodman as the “village main street” for the market district.

- > **Utilize the city’s development review processes to work with property owners to further the goals of the East Main Arts and Market Initiative** – a grant program could target both facades and front landscaping/hardscaping treatments to improve pedestrian and bicycle access to and circulation on existing properties. In addition, the City should adopt design guidelines for density, building setbacks, and edge treatments to inform future development.

II. NEIGHBORHOOD HOUSING

The neighborhood housing recommendations seek to support organized community groups in their efforts to stabilize the neighborhoods north of Main Street in the near-term, while working to advance R-City’s efforts to root a creative residential district in close proximity to the Public Market. The recommendations for investments in neighborhood housing address two project goals, to:

- > Introduce a mix of new housing units and types at a range of price points for homeownership and for rent
- > Balance new development and the desire to attract new residents with the needs of existing residents

Collaborate with Marketview Heights Collective Action Project (CAP) to advocate for transformational redevelopment along Lewis Street

Proposed in the Marketview Heights Urban Renewal District, the envisioned rental development will disrupt illegal activities that have long plagued Lewis Street, improving perceptions of the neighborhood, building upon the City’s Focused Investments on neighborhood streets south of Lewis, and inviting up to 75 new households to live in close proximity to the Public Market. New community residents will have the opportunity to connect with the neighborhood’s active CAP members and explore the area’s many cultural destinations on foot or by bicycle.

Collaborate with EMMA to support the East Main Revitalization project

Conceptual mixed-use, mixed-income redevelopment project at the Greenovation and bus storage site will anchor the eastern end of the East Main Arts and Market corridor, serving to connect creative production underway at the Fedder Industrial Park with the Hungerford, NOTA, and other creative uses close to the Public Market proposed in this plan. Though highly visible on East Main Street and thus a catalytic development for the Arts and Market area as well as the city as a whole, the project would also resonate with EMMA neighborhood priorities by integrating new affordable and market-rate housing, including opportunities for owner-occupied housing and housing for families, along with commercial and other potential uses.

Partner with R-City and GP4H to advance the creative district concept within the neighborhood north of the Public Market

GP4H has more limited and scattered vacancy compared to the large opportunity sites in South Marketview Heights and EMMA and thus presents opportunities for selective infill within the fabric of the neighborhood. Though the public input prioritized redevelopment of the Otis Lumber site as the initial signature R-City project, renovation of historic homes or infill with new homes and/or studios (including tiny studios) across GP4H could serve to attract interested creative people seeking a quieter residential home base or a closer relationship with the existing community of neighbors. Engage the Community Design Collaborative for technical assistance with a DIY design-build of an initial mobile tiny studio.

Work with The Yards and other arts partners to design an artists residency program for rotating use of the studio to see if interest emerges from the artist community. Work with GP4H and the City to identify pilot project opportunities from among the identified rehab or infill candidate sites. Visiting artists who meet the community through the tiny studio project could then be matched with potential, more permanent housing options, including artist-driven home restoration projects.

Tiny Studios

ArtBuilt Mobile Studios are small, affordably built mobile workspaces that enable artists, service providers, and small businesses to set up shop in new places, engage with communities, and help to create stronger neighborhoods.



Complement investments in new housing with programs and resources available to existing neighborhood residents

As revitalization moves forward in the East Main Arts and Market area, the City must balance support for projects aimed to draw new residents with support and resources made available to help existing neighbors make home improvements in conjunction with new development. In addition to grant programs for façade improvements and basic systems repair, engage the Community Design Center, R-City, The Yards, and the Neighborhood Services Centers to initiate smaller-scale creative beautification projects that might include new porch lights, community gardens, tree planting, or furniture builds. Such projects can help build a sense of community between long-term residents, newcomers, and potential newcomers interested in learning more about Arts and Market area.

C. NEIGHBORHOOD BRANDING

The final set of recommendations outline next steps for finalizing a brand for the East Main Arts and Market area as well as a plan for deploying the brand to heighten the area's sense of place and identity as a creative and cultural hub in Rochester.

I. WORK WITH LOCAL ARTISTS, DESIGNERS, AND REPRESENTATIVES OF ARTS ORGANIZATIONS TO FINALIZE A BRAND FOR THE EAST MAIN ARTS & MARKET AREA

Work with R-City, The Yards, and the area's major arts and culture destinations to form an oversight committee charged with organizing a local competition for branding the East Main Street corridor and surrounding blocks. Package the branding concepts developed through this planning process and the public's reactions to those concepts as background material for the competition. Announce a call for logo and slogan entries from area artists, graphic designers, and other interested parties, and maintain a public process for review and selection of the final option(s). The result will be a locally-sourced brand that fosters pride, of and reflective of the East Main Arts & Market area.

II. MAINTAIN A WEB PRESENCE FOR THE EAST MAIN ARTS & MARKET INITIATIVE

With the brand thus established, it must then make its way into the world. The fastest and most cost effective way to do so is via the world wide web. Continue the East Main Arts & Market Initiative project momentum using social media to keep community members informed, and specifically to announce, build awareness, and seek input on the logo and slogan design competition. As the project moves forward from planning concept to real world transportation improvements, real estate developments, and public art, placemaking, and programming investments, create a website that communicates the brand, vibe, and offerings of the East Main Arts and Market area to serve as a resource for locals as well as visitors looking to explore the area via bicycle, tour art and design studios, visit Wall/Therapy sites, see a concert or play, sign up for a maker class, try a new restaurant, visit a pop-up park, find a home, apartment, or home studio to buy or rent, or otherwise enjoy the best of Rochester's East Main Arts & Market area.



www.cityofrochester.gov/eastmain



www.facebook.com/EastMainStreetRochester



www.twitter.com/eMAIN_ARTSnMKT



www.instagram.com/EastMainArtsAndMarket

III. COORDINATE TO ENSURE THAT STREETSCAPE DESIGN AND IMPROVEMENTS FEATURE THE BRAND

Public space in the East Main Arts & Market area presents an important opportunity to showcase the new logo and slogan, strengthen the identity of the area, and improve public perception. As transportation improvements to retrofit East Main Street are at the heart of this planning effort, coordinate with roadway and streetscape designs to ensure that the brand for the area features prominently. There are multiple new surfaces and pedestrian or bicycle amenities that can incorporate the logo and slogan, or more subtly and communicate the fresh, local, and creative character of the area and East Main Arts & Market destinations through artful design. Streetscape additions can and should elevate the brand:

- > **At bus stops** – either through signage or more sculptural and unique shelter creations
- > **Via street furniture** – such as benches, trash cans, movable tables and chairs, hooks for hanging groceries on light poles while waiting for a crossing signal, etc. Color alone can enhance the visual identity of a place, but so too can custom designs imagined and fabricated within the district
- > **With custom bike racks** – technically street furniture, but due to the emphasis on cycling and multi-modal transportation, custom bike racks that incorporate the logo, or like the logo are designed and commissioned through a competition, will unify the transportation elements of the project with the land use and branding elements
- > **Through signage** – this could take the form of seasonal banners, special street signs, or wayfinding signage integrated in the streetscape to help visitors find their way to major (and more off-the-beaten-path) creative district destinations
- > **With lighting** – whether pedestrian-scale street lighting, façade lighting, or atmospheric lighting that illuminates iconic structures, plazas, and/or landscaping, light fixtures and lighting design present an opportunity to make a statement and enhance the sense of place in the public realm
- > **On flat surfaces** – such as fencing and blank walls, building upon Wall\Therapy's investments in street art which already send a powerful signal that the area is home to creative people, unique maker spaces (be they at the Public Market, Fedder Industrial Park, or somewhere nearby), and art appreciators

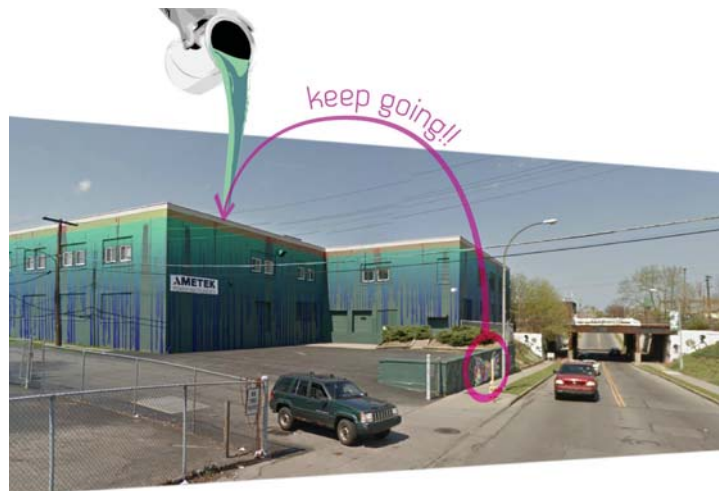
Deploy the brand on bus shelters...



... on bike racks



... on banners



Potential Wall Therapy on the Ametek Building Source: Interface Studio

ON FOOT?
HANG YOUR
HEAVY GROCERIES
HERE FOR A REST!



keep going!!

IV. PURSUE SIGNATURE PUBLIC ART PROJECTS THAT ELEVATE BOTH THE BRAND AND THE AREA'S IDENTITY AS A CREATIVE AND CULTURAL HUB

In addition to artful additions to the streetscape, pursue larger "signature" public art projects in key locations such as the plaza at East Main Street and North Goodman Street, the plaza at North Goodman Street and Webster Avenue through collaboration with the Dazzle School, and on the lawns of major cultural destinations on East Main Street, such as the Armory and Auditorium Theatre.

Much like University Avenue with its interactive sculptures that populate the streetscape, East Main Street should evolve as an outdoor gallery. Complement permanent public art investments with temporary installations, which could include gallery space in storefront windows or a permanent canvas or framework designed to host temporary or rotating art pieces that keep corridor's collection alive, interesting, and ever changing.

V. DEVELOP PRODUCTS TO BUILD PRIDE IN THE AREA AND BOOST AWARENESS

Lastly, develop a range of products that visitors and proud residents, resident artists, and local makers can do to show their support of East Main's creative district. Such products could include reusable tote bags with the logo and slogan incorporated for use at the Public Market and elsewhere, t-shirts, hats, stickers, travel mugs or waterbottles, calendars, etc. Also design a "Made on East Main" seal for local goods made or manufactured (be they food-related, art-related, tech-related, or otherwise) or community spaces (such as gardens, parks, or plazas) in the East Main Arts & Market district.

Figure 93. Potential Locations for Public Art Projects in the Area
Source: Interface Studio



East Main Street looking east towards the railroad tracks - Today



Source: EDR

East Main Street looking east towards the railroad tracks - Proposed



Source: EDR

East Main Street and North Goodman Street - Today



Source: EDR

East Main Street and North Goodman Street - Proposed



Source: EDR

VIII. IMPLEMENTATION & NEXT STEPS

A. POTENTIAL FUNDING SOURCES

As conceived of by the City of Rochester, the East Main Arts & Market District Plan is a truly multi-disciplinary project spanning transportation, land use, housing, and community branding, featuring a robust public and stakeholder engagement process and offering potential benefits across many dimensions, from economic development to social equity, environmental health to public health. Because of that, the project – as a whole or in terms of its components – can be competitive for a wide range of funding sources, including the typical transportation and economic development sources but going beyond them.

The following funding sources are well-suited to the East Main Arts & Market District Plan and should be considered to advance the Plan:

Transportation

- > USDOT Transportation Improvements Generating Economic Recovery (TIGER): All transportation elements
- > FHWA Congestion Mitigation & Air Quality (CMAQ) – Statewide Funds: Walking, biking, transit and signal optimization elements
- > FHWA Transportation Alternatives Program (TAP)/ Transportation Enhancements: Walking, biking, public plaza, and streetscape elements
- > FHWA Highway Safety Improvement Program (HSIP): Safety/geometric improvements at high-crash locations on East Main Street, North Goodman Street, and at intersections
- > FHWA Surface Transportation Program (STP): All transportation elements
- > FHWA Safe Routes to School (SRTS, now an element of TAP): Pedestrian safety improvements in the vicinity of K-8 schools
- > FTA Urbanized Area Formula Program/Associated Transit Improvements: Transit stop improvements; bicycle and walking routes to transit; bike racks & shelters at bus stops; wayfinding signage
- > FTA Enhanced Mobility of Seniors and Individuals with Disabilities: Walking and biking elements that improve

transit access for elderly & those with disabilities (e.g. improved sidewalks, pedestrian ramps, accessible bus stops; high-comfort bike routes to transit stops)

- > CDC: Although the Centers for Disease Control (CDC)'s Chronic Disease Prevention and Health Promotion funding programs are no longer being offered, future funding sources related to improving public health are possible.
- > NY State Multi-Modal Program: All transportation elements
- > NY State Consolidated Local Street and Highway Improvement Program (CHIPS): All transportation elements
- > NY State Cleaner, Greener Communities Program Phase 2: Infrastructure and programs to encourage shift to low-carbon transportation modes
- > NY State Green Innovation Grant Program: Green infrastructure elements of overall streetscape design (e.g. East Main Street and North Goodman Street corridors and intersections)

Economic & Community Development

- > Empire State Development (façade improvements on North Goodman Street corridor)
- > Foundation Grants/Individual Contributions (custom signage; movable furniture for plazas; community gardens; Public Market wayfinding for plazas; support for DIY projects by existing residents; façade grants for existing residents; logo/slogan competition to finalize the East Main brand; website & social media for East Main; totes/t-shirts/stickers/water bottles/etc with East Main brand; Made on East Main seal)
- > Community Design Center Development/Design Fund (Goodman & Main plaza design)
- > Private Developers (redevelopment of sites for creative catalyst projects)
- > FIS Resources – cash capital CDF, CDBG (property line pilot retrofit projects for auto-oriented properties; land acquisition and demolition for Lewis Street redevelopment)

- > State Low-Income Tax Credits (redevelopment of Lewis Street site with local/national developer)
- > NEA Our Town Grant (tiny studio pilot project in GP4H)
- > NYS Sustainable Neighborhoods Demonstration Program (developer subsidies for home rehabs/infill in GP4H)
- > Local Non-Profits – NEAD, Inc. EARP; PathStone Weatherization (systems grants for existing residents)
- > NYS Council on the Arts – Regional Economic Development Program (signage, street furniture, bus stop, custom bike rack, façade lighting streetscape improvements; temporary public art installations; permanent public art installations; storefront exhibits)
- > Wall Therapy (flat surfaces)

B. PHASED IMPLEMENTATION OPTIONS

The East Main Arts & Market District Plan contains a multitude of elements divisible both by subject area (i.e. transportation, development, and branding) and geographic area. Therefore the project can be implemented in phases over time as funding becomes available and market or policy conditions change. The table below summarizes the short-, medium-, and long-term actions proposed by the Plan, along with conceptual-level costs for each element developed based on recent comparable projects in Rochester. (where it is possible to be determined at this stage).

On the following page, a methodology flowchart shows steps for making conceptual cost estimates for elements of the Plan that share common elements with recent projects in Rochester.

Two pie charts on the following page show the relative allocations of estimated costs based on subject area (Transportation, Development, and Community Branding) and phasing (Short-Term, Medium-Term, Long-Term).

Figure 93. Phased Implementation Options Table
Source: SSE

	SHORT-TERM (Under 18 Months)	MEDIUM-TERM (18 Months to 5 Years)	LONG-TERM (Over 5 Years)
TRANSPORTATION			
East Main Street Corridor	Interim Redesign \$2,000,000		Permanent Redesign \$8,000,000
Main / Goodman Intersection	Interim Redesign \$700,000	Enhanced Redesign \$4,000,000	"New Town Square" Concept
North Goodman Street Corridor	Interim Redesign \$500,000	Permanent Redesign \$1,500,000	
Goodman / Webster / Garson Intersection	Interim Redesign & Plaza \$500,000		Permanent Redesign & Plaza \$3,000,000
Bridging the Tracks		Market/Armory Bridge \$3,000,000	Goodman-Goodman Bridge \$2,500,000
Event Parking & Access	Shared-use parking	Market/Armory Bridge Shuttle Bus Service (see above)	Shuttle Bus Service
DEVELOPMENT			
New Hubs of Commercial & Mixed Use Development	Signage, Street Furniture, Pilot Property Line Projects \$570,000	Façade Improvements, Community Garden, Market Wayfinding \$560,000	
Neighborhood Housing	Land Acquisition and Demolition \$656,500	Redevelopment Costs for 75 Units \$18,750,000	
COMMUNITY BRANDING			
Branding Development and Web Presence	Logo and Slogan Competition and Website Development \$25,000		
Streetscape Improvements and Public Art	Signage, Installations, Exhibits \$252,500	Custom Bike Racks, Lighting, Permanent Art Exhibits \$225,000	Bus Stops \$150,000
PHASE TOTAL	\$5,204,000	\$28,035,000	\$13,650,000

Cost Estimate Methodology and Example Calculation



C. CONCLUSION & NEXT STEPS

The diverse neighborhoods that make up the East Main Arts & Market District are home to an incredible array of cultural destinations and venues for creative production, but the cumulative potential of this unique area has not been realized because of outdated infrastructure and the lack of a comprehensive vision for development. The East Main Arts & Market District Initiative therefore represents a bold initiative on the part of the City and the community to establish a vibrant, sustainable live/work/create neighborhood in the heart of Rochester, improving economic opportunity and quality of life for existing residents while attracting more visitors and catalyzing new economic investments.

The Plan proposed in this document, developed through a holistic planning and stakeholder engagement process, lays out a series of short-, medium-, and long-term actions across transportation, development (land use and housing), and community branding. Taken together, these strategies can set the neighborhood on the path to becoming a vibrant, fun, unique – and connected – community, setting an example for equitably revitalizing post-industrial neighborhoods in the new economy.

Key next steps for turning this plan into a reality include leveraging funding that is currently available to implement several of the short-term transportation recommendations, linking the elements of this plan to ongoing grassroots efforts already underway in the community, beginning the process of rezoning to implement many of the land use recommendations, identifying funding for future phases of work, and continuing the process of homing in on a community brand that best represents the East Main Arts & Market District.

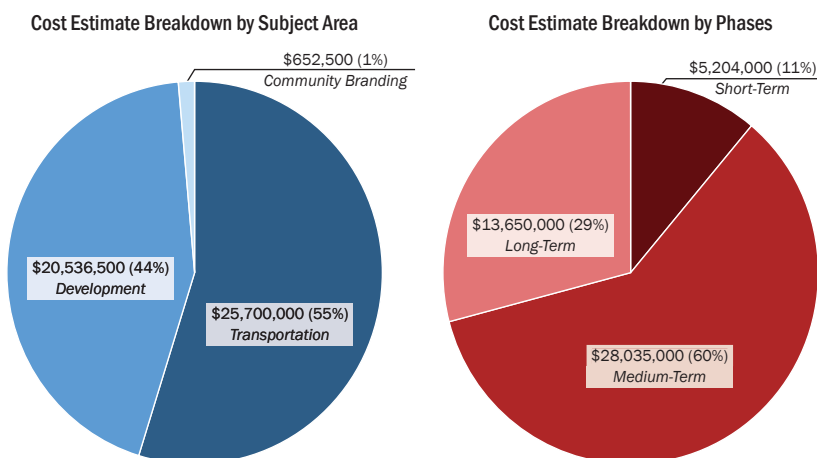


Figure 94. Cost Estimate Breakdown
Source: SSE

IX. APPENDIX

A. SUMMARY OF PRIOR PLANS AND STUDIES	112
B. PUBLIC AND PROJECT ADVISORY COMMITTEE (PAC) INPUT PROCESS SUMMARY	137
I. MEETING MINUTES FROM PAC MEETINGS: NOVEMBER 2014, MARCH 2015, OCTOBER 2015	137
II. FOCUS GROUP MEETING SUMMARIES: JANUARY 2015	150
III. PUBLIC OPEN HOUSE #1 INPUT SUMMARY: MARCH 2015	160
IV. PUBLIC OPEN HOUSE #2 INPUT SUMMARY: JUNE 2015	188
V. PAC ALTERNATIVE RANKINGS AND SCORING: JUNE 2015	205
C. SHORT -TERM STREET DESIGN RECOMMENDATIONS	249
D. MEDIUM AND LONG -TERM STREET DESIGN RECOMMENDATIONS	255
E. SUMMARY OF OVERALL RECOMMENDATIONS	261

A. SUMMARY OF PRIOR PLANS AND STUDIES

1. Study Name	Marketview Heights Urban Renewal District (URD) Plan
2. Study Year	2014
3. Study Author(s)	Interface Studio, Real Estate Strategies, Bergmann Associates
4. Stakeholders Directly Involved (steering committees, advisory groups, etc)	<p>Client: City of Rochester Department of Neighborhood & Business Development (NBD)</p> <p>Steering Committee: PathStone Corp., Marketview Heights Collective Action Project (CAP), Marketview Heights Association, Market District Business Association, Public Market Manager, Enterprise Community Partners, Northeast Neighborhood Service Center, and City of Rochester NBD staff from Zoning, Planning, Project Development, Department of Environmental Services, and Department of Real Estate</p>
5. Other Stakeholders (public meeting participants, public groups impacted, etc)	<p>Marketview Heights CAP folded all three public meetings into their monthly community meetings.</p> <p>The planning team conducted 22 interviews of other stakeholders including neighborhood residents and representatives from R-City, Lewis Street YMCA, Market District Business Association, the Public Market, City Council, Conifer, Costanza Enterprises, Edgemere Development, Greater Rochester Housing Partnership, law & code enforcement, Streets Department (Environmental Services), Rochester Regional Community Design Center, and the Urban League.</p>
6. Study Area (general description – neighborhood name, major boundaries, etc, as applicable)	Marketview Heights Urban Renewal District: the 60-acre District encompasses a portion of the Marketview Heights Focused Investment Strategy (FIS) area, including the residential blocks bound by the railroad tracks to the northwest, the Inner Loop to the southwest, the parcels on both sides of Scio Street to the west, and parcels on both sides of Union Street to the east. The URD also captures parcels on the north side of East Main Street extending three blocks east from the Inner Loop to Prince Street.
7. Transportation: Issues Identified	<ul style="list-style-type: none"> • Congestion and parking issues on Market days, especially Saturdays • Speeding through- traffic – drug related, but also due to Inner Loop access along Lyndhurst • Lighting and flood control needed under rail bridge over North Union Street • Alleys are underutilized, used as escape routes and for illegal dumping
8. Transportation: Recommendations Proposed	<ul style="list-style-type: none"> • Implement the North Union Street Streetscape Improvements, already underway • Improve lighting under the rail bridge on North Union • Work with CAP to select a pilot alley to be secured and beautified • Secure and beautify the alley with approval from neighbors so that it functions as an amenity rather than an escape route/dumping site; replicate if successful • Encourage DES to integrate traffic calming improvements that deter through traffic and slow cars in any streets project within the neighborhood
9. Land Use and Housing: Issues Identified	<ul style="list-style-type: none"> • Entrenched drug trade and other illicit activity along Lewis Street and at corner of Union & Weld • Need to stabilize neighborhood to support Public Market as well as new developments proposed for East Main (Corpus Christi & Eastman Dental)

	<ul style="list-style-type: none"> • Desire for more homeownership among neighbors, but deep subsidies required and limited market demand, thus limiting production; need to replace obsolete/deteriorated units
10. Land Use and Housing: Recommendations Proposed	<ul style="list-style-type: none"> • Continue residential infill development (30+ homes rehabbed or built) to reinforce stable blocks that have been improved through FIS (Lyndhurst, Weld, North Union) • Catalyze transformative change on the most distressed block (Lewis Street) with a large-scale residential rental redevelopment project (50-75 units) near the Public Market • Facilitate a land swap with Ametek, relocating their accessory parking to facilitate the Lewis Street redevelopment • Fill in commercial vacancies on East Main Street (market demand for a pharmacy, much potential for a kitchen incubator in or near the Market)
11. Neighborhood Branding: Issues Identified	<ul style="list-style-type: none"> • Neighborhood suffers from poor public perceptions due to drug activity • Desire to be better connected from a branding/identity standpoint with Public Market, ex. would like new fencing to match that at Market
12. Neighborhood Branding: Recommendations Proposed	<ul style="list-style-type: none"> • Target nuisance properties in support of improved public safety and perceptions of area surrounding Public Market • Complement private investments/development with public realm improvements that beautify the neighborhood & build pride • Work with Ametek and Wall Therapy to extend the Market's public art onto Ametek's southern and eastern walls, connecting the neighborhood visually with the Market
13. Equity / Growth / Development / Other: Issues Identified	<ul style="list-style-type: none"> • Much concern from neighbors about being priced out in wake of redevelopment; this concern also relates to talk of arts district • Organized and active neighborhood group will need to maintain a place at the table as redevelopment proceeds to ensure that investments align with neighborhood priorities/vision • Neighbors support eminent domain where it helps root out drug trade and other illegal activity.
14. Equity / Growth / Development / Other: Recommendations Proposed	<ul style="list-style-type: none"> • Remain engaged with CAP and support further implementation of their community plan/priorities • Conduct early outreach with affected property owners and address resident relocation • Explore anti-displacement policies to prevent long-term residents from being priced out of the neighborhood, ex. phased-in property taxes after reassessments • Facilitate side yard transfers to adjacent neighbors

1. Study Name	East Main Street Four- Step Planning Process: Summary Document
2. Study Year	May 2013
3. Study Author(s)	Ingalls Planning & Design City of Rochester, NY
4. Stakeholders Directly Involved (steering committees, advisory groups, etc)	<ul style="list-style-type: none"> Matthew McCarthy, Sr. Economic Development Specialist City of Rochester Nancy Johns-Price, Southeast Quadrant Neighborhood Service Center Administrator City of Rochester Regional Greater Rochester Transportation Authority Beechwood Neighborhood Coalition
5. Other Stakeholders (public meeting participants, public groups impacted, etc)	City of Rochester Department of Neighborhood and Business Development
6. Study Area (general description – neighborhood name, major boundaries, etc, as applicable)	East Main Street corridor between North Goodman Street and Culver Road. The planning area comprised the East Main Street right of way and adjacent parcels.
7. Transportation: Issues Identified	<p>Community Input</p> <ul style="list-style-type: none"> Need for pedestrian, bicycle and child-friendly street Poor maintenance of sidewalk and bus shelters Address need for traffic calming Intersections of Main & Sidney St, Quincy and Baldwin Goodman & Main intersection has too many lanes <p>Existing Conditions Analysis</p> <ul style="list-style-type: none"> More than 28% of area households lack access to a vehicle On-street parking is underutilized The location of the RTA driveway and lack of a East Main Street crosswalk on the west side of the intersection forces pedestrians to cross Mustard Street to use the crosswalk to cross East Main Street. The width and grade of the East Main Street/North Goodman intersection is a significant obstacle to developing a pedestrian friendly gateway, contributing to poor pedestrian safety
8. Transportation: Recommendations Proposed	<p>Community Input</p> <ul style="list-style-type: none"> Enhance traffic flow overall Strengthen pedestrian access Improve traffic flow at intersection of Goodman/Main Create stronger sense of pedestrian safety Places to gather, integration of public space into transportation <p>Recommended Actions</p> <ul style="list-style-type: none"> Add bike lanes and delineate on-street parking through road striping or informative signage Enhance off-street parking lots Install countdown crossing signals at Goodman and Main Street Relocate stop line at intersection of East Main Street and Mustard Street and delineate north/south intersection crosswalks across East Main Street, possibly with countdown signals.
9. Land Use and Housing: Issues Identified	<ul style="list-style-type: none"> Residents feel discouraged about the condition of many properties along the corridor. Several buildings are vacant, dark, in disrepair, and a haven for crime. The corridor was described as having an ‘industrial appearance’ and residents expressed concerns over unattractive storefronts and signage

10. Land Use and Housing: Recommendations Proposed	<ul style="list-style-type: none"> Mixed-use development should be encouraged along East Main Street, especially in the commercial area near Culver Road. Encourage development of run-down and vacant properties through grant programs, like façade improvement Enforce property maintenance code with owners and landlords.
11. Neighborhood Branding: Issues Identified	Community Input <ul style="list-style-type: none"> Lack of neighborhood theme Lack of community vitality to attract shoppers Unattractive storefronts and signage
12. Neighborhood Branding: Recommendations Proposed	Community Input <ul style="list-style-type: none"> E. Main is a gateway to the city. The neighborhood should be promoted as a destination rather than just a road from point "a " to "b". Recommended Actions <ul style="list-style-type: none"> Install new signage to ensure legibility. Aim to create simplified signage, directing users to destinations and reducing visual clutter. Install or enhance gateway features at Goodman & East Main and Culver & East Main to signal entrance into neighborhood. Initiate a façade improvement program that respects the architectural heritage of the area with special attention to developing and/or maintaining active storefronts.
13. Equity / Growth / Development / Other: Issues Identified	<ul style="list-style-type: none"> Meeting participants identified numerous areas along the corridor as poorly lit and a haven for crime Drug dealing and other illegal activities around convenience stores Business survey respondents recognized crime issues on E. Main Street, as well as loitering and property theft
14. Equity / Growth / Development / Other: Recommendations Proposed	<ul style="list-style-type: none"> Utilize Crime Prevention Through Environmental Design (CPTED) methods to create “defensible spaces” along the corridor Replace highway lights and poorly lit areas with pedestrian level street lighting

1. Study Name	Marketview Heights Focused Investment Strategy (FIS)
2. Study Year	2007: FIS Q and A 2008: Marketview Heights FIS Area Base Map, Situational Analysis & Recommended Strategies 2009: FIS Immediate Strategy Development 2013: FIS Interim Progress Report
3. Study Author(s)	City of Rochester, with technical assistance on mapping from Enterprise Community Partners
4. Stakeholders Directly Involved (steering committees, advisory groups, etc)	City Departments, esp. Housing & Project Development (now Neighborhood & Business Development) Planning, Economic Development, Environmental Services, Building & Zoning, Police. Each quadrant has an FIS team involving the every department, Neighborhood Service Center, etc. and community stakeholders.
5. Other Stakeholders (public meeting participants, public groups impacted, etc)	Marketview Heights Collective Action Project, PathStone, Enterprise Community Partners, Marketview Heights Association, Marketview Heights neighbors, etc.
6. Study Area (general description – neighborhood name, major boundaries, etc, as applicable)	<p>The MVH FIS area extends from the Inner Loop, north on Scio Street to the rail, east along the rail (except a bump to include the Public Market), south on Prince Street, and west on East Main back to the Inner Loop.</p> <p>FIS is a pilot program that represented a cultural shift away from scattered distribution of CDBG/HOME funds to a more targeted approach. Goals were to improve localized housing markets and neighborhood vitality, increase property values to increase resources for services and improvements, empower residents to implement neighborhood plans, improve neighborhood perceptions, etc. One neighborhood was chosen in each quadrant for focused implementation of the program over 3-5 years (since extended), and in the NE Quadrant, Marketview Heights was the pilot neighborhood.</p> <p>As the Interim Progress Report documents, over the initial 5 years (and almost \$3.9M in dedicated funding), MVH performed better than the City as a whole and better than comparable neighborhoods in all categories: decrease in rental-occupied properties, increase in owner-occupied properties, decrease in violent and property crime, decrease in vacant structures.</p>
7. Transportation: Issues Identified	<ul style="list-style-type: none"> • CSX rail divides neighborhood. • Alleys are inaccessible and attract drug activity and loitering
8. Transportation: Recommendations Proposed	<ul style="list-style-type: none"> • Work with neighbors to secure alleyways • Implement North Union Street improvements as early action project (resurfacing, some bumpouts, stamped crosswalks)
9. Land Use and Housing: Issues Identified	<ul style="list-style-type: none"> • Much vacancy, but any new housing built must take into account City's oversupply. • Positive influences include rehab/development by Marketview Heights Association & PathStone, some buildings of architectural significance, proximity to NoTA and Public Market. • Negatives: few comps, many absentee landlords translates to substandard housing, sale prices lower than cost to build/renovate, few amenities aside from Public Market.

<p>10. Land Use and Housing: Recommendations Proposed</p>	<ul style="list-style-type: none"> • Housing - Stabilize and improve through demolition of blighted structures and selective renovation/new construction. Increase owner occupancy, incentivize rental repairs by landlords, dispose of vacant lots to interested adjacent homeowners as side yards, and pursue land banking along Davis, Lewis, and Augusta Streets to make room for larger redevelopment project (future URD). Future development should build upon more stable neighborhood east of N. Union Street, Public Market & Station 55 Lofts. • Commercial - Support area businesses in implementation of NYS Main Street Grant, attract responsible commercial development that meets needs of residents and fits into neighborhood fabric, and support East Main Street association of business owners. Make Public Market the commercial hub of the MVH FIS. • Safety - Maintain vacant land, develop CPTED strategy, support ongoing community organizing, and engage residents in alley management strategy.
<p>11. Neighborhood Branding: Issues Identified</p>	<ul style="list-style-type: none"> • Public market seen as positive influence, as is Collective Action Project, and community garden on N Union Street. • Negative influences include issues of public safety and drug dealing, especially on Lewis Street, as well as problem businesses on Scio and at Union and Weld.
<p>12. Neighborhood Branding: Recommendations Proposed</p>	<ul style="list-style-type: none"> • Beautification beginning with N. Union Street improvements – lighting, landscaping, signage. • Support efforts to improve Public Market and develop marketing strategy for neighborhood that integrates the Market.
<p>13. Equity / Growth / Development / Other: Issues Identified</p>	<ul style="list-style-type: none"> • Neighbors frustrated that planning doesn't lead to action. • Positives include organized community active in Collective Action Project. • Transient renters difficult to engage and at risk of displacement.
<p>14. Equity / Growth / Development / Other: Recommendations Proposed</p>	<ul style="list-style-type: none"> • Support implementation of CAP Neighborhood Plan. • Support community gardening spearheaded by organized neighborhood group. • Support community in implementing healthy eating & active living by design program.

1. Study Name	<p>Marketview Heights Community Planning / North Union Street Improvements</p> <ul style="list-style-type: none"> • Marketview Heights Neighborhood Revitalization Strategy • Marketview Heights North Union Street Corridor Mini-Charrette • North Union Street Corridor: A Community Vision Plan • Union Street Enhancement Project
2. Study Year	2006, 2008, 2012
3. Study Author(s)	<p>Marketview Heights Collective Action Project and Community Planning Collaborative (Neighborhood Revitalization Strategy)</p> <p>Rochester Regional Community Design Center (Community Vision Plan, Mini-Charrette)</p> <p>C&S Engineers (Union Street Enhancement Project)</p>
4. Stakeholders Directly Involved (steering committees, advisory groups, etc)	<p>Steering Committee members</p> <ul style="list-style-type: none"> • Susan Ottenweller Housing Opportunities, Inc., an affiliate of ROI • Alma Balonon-Rosen Enterprise Community Partners • Armand Magnelli Livable Housing • Hanif Abdul-Wahid Marketview Heights Association • Francisco Muhammed-Rivera Marketview Heights Association • Spring Worth, Community Planning Project Manager, Housing Opportunities, Inc. • Marketview Heights Collective Action Project • Marketview Heights North Union Corridor Steering Committee • Rochester Regional Community Design Center • City of Rochester
5. Other Stakeholders (public meeting participants, public groups impacted, etc)	<p>Public meeting participants</p> <ul style="list-style-type: none"> • Marketview Heights residents and business owners
6. Study Area (general description – neighborhood name, major boundaries, etc, as applicable)	<ul style="list-style-type: none"> • Marketview Heights neighborhood, bounded by Clifford Avenue, North Goodman Street, East Main Street, the Inner Loop, and North Street • North Union Street Gateway Area (aka North Union Street Corridor), the length of Union Street between East Main Street and Central Park • Intersection of East Main Street and North Union Street • Intersection of Kenilworth Terrace/Weld Street and North Union Street • Public Market at Union Street • Central Park at Union Street
7. Transportation: Issues Identified	<ul style="list-style-type: none"> • Speeding vehicles throughout corridor
8. Transportation: Recommendations Proposed	<p>Charette and Vision Plan</p> <ul style="list-style-type: none"> • Remove the Inner Loop • Implement traffic calming techniques like raised crosswalks, speed tables, bump outs, and traffic circles • Install more crosswalks • Work with the City to maintain sidewalks on Union Street, and install covered bus stops, benches, and lighting • Run an alternative vehicle shuttle to the Public Market from its parking area <p>North Union St Improvements Scope</p> <ul style="list-style-type: none"> • Install decorative crosswalks

	<ul style="list-style-type: none"> • Replace pavement markings along North Union Street • Mill and resurface North Union Street
9. Land Use and Housing: Issues Identified	<ul style="list-style-type: none"> • Preponderance of abandoned houses and vacant lots, vacant commercial buildings
10. Land Use and Housing: Recommendations Proposed	<ul style="list-style-type: none"> • Implement a homeownership pilot program, like “rent to own” • Identify priority properties for acquisition (abandoned, dilapidated, in prominent locations) and either rehabilitate properties for homeownership opportunities or clear for use as parks, play areas, and gardens • Install landscape buffers between residential properties and adjacent non-residential uses like setbacks and landscape buffers
11. Neighborhood Branding: Issues Identified	
12. Neighborhood Branding: Recommendations Proposed	<p>Charette and Vision Plan</p> <ul style="list-style-type: none"> • Improve the appearance of neighborhood commercial areas through improved signage, streetscape, and landscaping; particularly the North Street Business District • Create an identity for the Union Street Gateway, emphasizing its connection to the Public Market through signage and artwork (similar to the Upper Monroe neighborhood) • Create a “Farm to Market” theme for the area between Central Park and the Public Market by installing a sculpture and decorative banners and fencing; these elements could be developed with local artists and residents • Install murals by artists and residents on railroad trestle retaining walls next to the Public Market <p>North Union St Improvements Scope</p> <ul style="list-style-type: none"> • Develop a palette of gateway features including banners, pylons, welcome signs, public art, and street furniture • Replace existing street light poles with a tear drop fixture
13. Equity / Growth / Development / Other: Issues Identified	<ul style="list-style-type: none"> • Areas with abandoned homes and vacant lots also suffer from public safety problems like increased crime and drug dealing; in particular the intersection of Kenilworth Terrace, Weld, and North Union streets
14. Equity / Growth / Development / Other: Recommendations Proposed	<ul style="list-style-type: none"> • Install more and better lighting generally, but especially at major intersections along North Union Street to address public safety concerns • Engage youth in vacant lots turned play areas and the installation and maintenance of new green spaces

1. Study Name	Rochester Public Market Master Plan Report
2. Study Year	December 2011
3. Study Author(s)	Plan Architectural Studio
4. Stakeholders Directly Involved (steering committees, advisory groups, etc)	City of Rochester Department of Environmental Services, Bureau of Architecture and Engineering
5. Other Stakeholders (public meeting participants, public groups impacted, etc)	Surveyed market customers
6. Study Area (general description – neighborhood name, major boundaries, etc, as applicable)	Public Market <ul style="list-style-type: none"> Wintershed – enclosed “Shed B” Open sheds A and C Proposed open shed D
7. Transportation: Issues Identified	<ul style="list-style-type: none"> No parking available after a certain hour (7 a.m., e.g.) Car and truck congestion on market days Few options for pedestrian movement between the sheds and from the sheds to Commission Row Market is not adjacent to a highway or major thoroughfare, and so is not easily accessible (although there are many signs for the Market around town) <p>Survey response (“what are the biggest challenges facing the market?”)</p> <ul style="list-style-type: none"> Access to the Market is only convenient by car Pedestrian crowding Inadequate parking in lots and in nearby neighborhoods Wintertime weather conditions make it difficult to access the Market Nearby access roads are difficult to use
8. Transportation: Recommendations Proposed	<ul style="list-style-type: none"> Improve bicycle and pedestrian access to the market by closing adjacent streets to cars during the summer and/or on weekends Increase accessibility to public transportation <p>Survey response (“ideas for improving RPM”)</p> <ul style="list-style-type: none"> Improve RTS service and add shuttle service from downtown (area generally and parking garages specifically) Add parking lot monitors to direct drivers to open parking spots Add a parking garage Improve bus access to the Market More bike parking Get RPD officers to help circulate traffic Introduce paid parking areas Valet bicycle parking More signage nearby for those that don’t know where it is Create a Bicycle Benefits Program
9. Land Use and Housing: Issues Identified	<ul style="list-style-type: none"> The Market and many of the retail shops on Commission Row are not open Sunday, Monday, Wednesday, Friday – the space is underutilized Shed B, the Wintershed, is the least attractive building on the Market
10. Land Use and Housing: Recommendations Proposed	<ul style="list-style-type: none"> Renovations and expansion of the Wintershed (subject of the study) and winterization (adding a garage door and heating system) of Shed C Safety of neighborhood surrounding the public market

	Survey response (“what are the biggest challenges facing the market?”) <ul style="list-style-type: none"> • The Market is not located in a safe neighborhood
11. Neighborhood Branding: Issues Identified	
12. Neighborhood Branding: Recommendations Proposed	
13. Equity / Growth / Development / Other: Issues Identified	
14. Equity / Growth / Development / Other: Recommendations Proposed	

1. Study Name	Neighborhood Traffic Calming Manual
2. Study Year	October 2009
3. Study Author(s)	City of Rochester Bureau of Planning and Zoning
4. Stakeholders Directly Involved (steering committees, advisory groups, etc)	Genesee Transportation Council Monroe County Department of Transportation
5. Other Stakeholders (public meeting participants, public groups impacted, etc)	<p>Neighborhood associations who were sent a neighborhood questionnaire: (in study area)</p> <ul style="list-style-type: none"> • Neighborhood of the Arts • Marketview Heights Association • NE Block Club Alliance <p>(outside study area)</p> <ul style="list-style-type: none"> • Charlotte Community Association • Maplewood Neighborhood Association • Susan B. Anthony Neighborhood Association • Plymouth Exchange Neighborhood Association • Southwest Area Neighborhood Association • Corn Hill Neighborhood Association • Grove Place Association • Upper Monroe Neighborhood Association • Beechwood • Winton Atlantic Akron and Main • Group 14621 Community • Upper Mt. Hope Neighborhood Association • Swillburg Neighborhood • Lilac Neighbors • Hickory N.U.T.S. • South Wedge Planning Committee • May St. Block Club • EBNA • Pearl-Meigs-Monroe Neighborhood Association • P.A.C.E. Neighborhood Association
6. Study Area (general description – neighborhood name, major boundaries, etc, as applicable)	City of Rochester
7. Transportation: Issues Identified	<p>Questionnaire (Neighborhood of the Arts)</p> <ul style="list-style-type: none"> • Strongly disagrees that speeding and congestion are significant problems in the neighborhood • Strongly disagrees that speeding on residential streets within the neighborhood is a common occurrence • Agrees that the streets in the neighborhood are walkable, safe, and pedestrian friendly • Strongly agrees that traffic accidents [sic] occur frequently within the neighborhood • Strongly agrees that traffic calming techniques would be useful in solving traffic issues in the neighborhood • Is interested in learning about citizen speed control and Neighborhood Speed watch programs

	<p>Questionnaire (Marketview Heights Association)</p> <ul style="list-style-type: none"> • Strongly agrees that speeding and congestion are significant problems in the neighborhood • Strongly agrees that speeding on residential streets within the neighborhood is a common occurrence • Disagrees that the streets in the neighborhood are walkable, safe, and pedestrian friendly • Agrees that traffic accidents [sic] occur frequently within the neighborhood • Strongly agrees that traffic calming techniques would be useful in solving traffic issues in the neighborhood • Is interested in learning about citizen speed control and Neighborhood Speed watch programs
<p>8. Transportation: Recommendations Proposed</p>	<p>The Manual details the advantages and disadvantages of various calming measures and stipulates criteria for their use. It does not recommend any specific measures for any specific sites. See criteria for use:</p> <ul style="list-style-type: none"> • Roundabouts: for use on collector (3,000-10,000 ADT) and arterial (>10,000 ADT) streets with irregular geometry, intersections with frequent crashes, and locations with a high proportion of U-turns • Neighborhood traffic circles: for use in neighborhoods where large vehicle traffic is rare but speeds, volumes, and safety are major issues • Choker (curb extension): for use in areas with substantial speed problems and no on-street parking shortages • Chicane (curb extension): for use in areas with speeding problems but speed humps, textured pavements, e.g. would be unacceptable • Bump out (curb extension): for use at intersections with substantial pedestrian activity and areas where vertical calming measures (bumps, tables) would be unacceptable • Re-aligned intersection: for use at problematic T-intersections with poor sight distance/visibility • Center island narrowing: for use at entrances to residential neighborhoods and on wide streets where pedestrians need to cross • Median barrier: for use at local street connections to main streets where through traffic on the local street is a problem and on main streets where left-turns to and from the side street are unsafe • Diagonal diverter: for use in inner-neighborhood locations with non-local traffic volume problems • Star diverter: for use at intersections in inner-neighborhood locations where conflicting movements have caused crashes • Forced turn island: for use at intersections where a turn restriction sign has already failed to alleviate the problem of excessive cut-through traffic • Half closure: for use in locations with extreme traffic volume problems and where non-restrictive measures have been unsuccessful • Semi-diverter: for use on residential streets that experience a lot of cut-through traffic from an arterial road • Full closure (dead end): for use in locations with extreme traffic volume problems and where several other measures have been unsuccessful

	<ul style="list-style-type: none"> • Speed hump: for use where very low streets are desired, typically residential streets • Raised intersection: for use at intersections with substantial pedestrian activity and areas where other calming measures would be unacceptable because they take away from parking; not appropriate for arterials • Raised crosswalk: for use where pedestrian crossings are located haphazardly and vehicular speeds are excessive • Textured pavement: for use in “main street” areas with substantial pedestrian activity and little concern for noise • Speed enforcement • Lane striping: for use where bicycles and pedestrians are common but there is not safe space provided for those uses • Radar trailer and driver feedback signs: for use on streets where a speed study confirms that 25% of drivers are in the 85th percentile
9. Land Use and Housing: Issues Identified	
10. Land Use and Housing: Recommendations Proposed	
11. Neighborhood Branding: Issues Identified	
12. Neighborhood Branding: Recommendations Proposed	
13. Equity / Growth / Development / Other: Issues Identified	
14. Equity / Growth / Development / Other: Recommendations Proposed	

1. Study Name	Project Green: Rochester, NY from Blight to Bright
2. Study Year	2009
3. Study Author(s)	City of Rochester Planning and the Department of Neighborhood & Business Development
4. Stakeholders Directly Involved (steering committees, advisory groups, etc)	Task Force: Department of Community Development (DCD), Economic Development Department (EDD), Neighborhood Service Center (NSC), Law Department, Department of Recreation and Youth Services (DRYS), Department of Environmental Services (DES), Neighborhood Representatives
5. Other Stakeholders (public meeting participants, public groups impacted, etc)	N/A – though the plan is broadly applicable and invites all neighbors to get involved. Appendix A provides resources for residents interested in going green... support the Public Market, join an organization, form an action group. Appendices B & C provide information on community gardens and environmental education.
6. Study Area (general description – neighborhood name, major boundaries, etc, as applicable)	Citywide – green infrastructure initiative to acquire, assemble, and reuse abandoned and vacant properties, with the long-term goal of reducing the housing inventory citywide by 3,000 units through strategic clearance of deteriorated structures. Pilot projects – can include urban ag, community gardens, recreation, forever wild, playgrounds, green corridors, etc., to turn vacant land into assets by creating green spaces that enhance the built environment. North Marketview Heights (above the Public Market, no overlap with East Main Arts & Market Initiative Area) – highlighted as a case study for applying vacant land management and strategic demolition ideas to a neighborhood in need.
7. Transportation: Issues Identified	<ul style="list-style-type: none"> Historically, Rochester’s streetcar system provided mobility for all. Project Green seeks to re-activate the trolley line streets as green streets that link citizens with downtown. East Main Street is one such “Green Collector.” High precipitation levels overload and stress the current stormwater treatment system during storm events; GSI presents opportunities to curb point source stormwater and runoff surges.
8. Transportation: Recommendations Proposed	<ul style="list-style-type: none"> Citywide: develop strategies and hierarchies for development of green streets; develop green streets as economic catalysts East Main Arts & Market Initiative Area: East Main Street, N Goodman to Webster and Webster, itself, are identified as Green Collectors; University is a secondary Green Collector; N Union Street & N Goodman Street are identified as Green Corridors Green Collectors: along historic trolley lines, active stormwater management, integrated bicycle and pedestrian circulation, increased street trees and landscape features, transit corridors Green Corridors: secondary green corridors will feed neighborhood residents into major collectors, featuring stormwater management systems, landscape features, bicycle and alternative transportation systems Downtown Bikeway Proposal (see Appendix I, p 48): connect downtown to Public Market; improve East Main/University intersection; improve East Main/N Goodman/Circle Street intersection; include clear signage and markings, traffic calming, bike lanes and lights at difficult intersections, provide quick connections through obstacles like railroads and Inner Loop. Stormwater Management Features: vegetated bump-outs, retention, detention, and infiltration elements, rain gardens

9. Land Use and Housing: Issues Identified	<ul style="list-style-type: none"> • Rochester has a surplus of vacant housing units. If population continues to decline, the vacancy rate will continue to rise; the housing stock must be right-sized to follow population trends. • Demolition, while costly, is more cost-effective than long-term preservation of vacant units. However, random, opportunity-based demolition further destabilizes neighborhoods.
10. Land Use and Housing: Recommendations Proposed	<ul style="list-style-type: none"> • Citywide: establish a land bank program; develop and manage a citywide green infrastructure initiative, reduce the dwelling unit vacancy from over 12% to 5-7% (this means removing 3-5 substandard units for every 1 affordable housing unit built) • North Marketview Heights: create green assets through strategic and concentrated demolition, such as community gardens, urban forest, civic green spaces connected by pedestrian pathways; employ land holding strategies, such as acquisition/consolidation/leasing of land for parks, rec areas, urban ag, non-residential development, energy generation, community gardens (floral or produce)
11. Neighborhood Branding: Issues Identified	<ul style="list-style-type: none"> • N/A except in that blight remediation/greening will improve public perception
12. Neighborhood Branding: Recommendations Proposed	
13. Equity / Growth / Development / Other: Issues Identified	
14. Equity / Growth / Development / Other: Recommendations Proposed	

1. Study Name	Bridging Neighborhoods Design Project; Main/Goodman Draft Design Report
2. Study Year	2007; 2008
3. Study Author(s)	Clark Patterson Lee & SRF Associated
4. Stakeholders Directly Involved (steering committees, advisory groups, etc)	Client: City of Rochester Bridging Neighborhoods Design Working Group: do not have list of members, but Bridging Neighborhoods was a local citizens group that identified the need for improved pedestrian facilities at intersection of East Main & Goodman streets.
5. Other Stakeholders (public meeting participants, public groups impacted, etc)	NEAD Neighborhood Group
6. Study Area (general description – neighborhood name, major boundaries, etc, as applicable)	Intersection of East Main Street/Goodman Street – connects northeastern portions of the City to downtown and marks confluence of three neighborhoods: Neighborhood of the Arts, Beechwood, and Marketview Heights.
7. Transportation: Issues Identified	<ul style="list-style-type: none"> • Need for improved pedestrian & bicycle safety / infrastructure • Need to maintain or improve current traffic movements.
8. Transportation: Recommendations Proposed	<ul style="list-style-type: none"> • Explored three alternatives: Road Diet/varying number of turning lanes, Roundabout, and Realignment of intersection with installation of curbed medians. • The selection realignment option, developed by the Bridging Neighborhoods Group calls for the following: Main Street at the intersection in both directions gets one through lane and one shared through/turn lane; N Goodman above Main has one through lane, one shared through/turn lane; N Goodman below Main is closed/redirected to meet Circle Street. Drawing includes textured pavement on Main between Circle and Railroad, and new crosswalks at Circle, Railroad, and N Goodman. Medians are drawn, but study determines they are not feasible due to traffic volumes and turning movements. • Estimated costs for chosen alignment were approximately \$1,130,000.
9. Land Use and Housing: Issues Identified	<ul style="list-style-type: none"> • Need to restore Main/Goodman Street intersection as urban village center.
10. Land Use and Housing: Recommendations Proposed	<ul style="list-style-type: none"> • Opportunities for infill development identified flanking Railroad Street at East Main and on south side of East Main, above Hungerford parking lot. • Public plaza space drawn at realigned intersection at Main & Goodman • The dead space flanking the rail becomes an elevated park space, 33' above the tracks, complete with a pedestrian trail system that switches back to climb the 30% grade from Circle to the rail alignment, and then 12% grade from the rail to Main/Goodman intersection.
11. Neighborhood Branding: Issues Identified	<ul style="list-style-type: none"> • N/A
12. Neighborhood Branding: Recommendations Proposed	<ul style="list-style-type: none"> • Gateway signage recommended at Main & Circle intersection.

13. Equity / Growth / Development / Other: Issues Identified	<ul style="list-style-type: none"> • Need for removal of perceived barrier to social interaction between neighborhoods. • Barriers include railroad tracks and steep grade change from Circle Street up to intersection of East Main & North Goodman.
14. Equity / Growth / Development / Other: Recommendations Proposed	<ul style="list-style-type: none"> • Build park over railroad tracks from Circle Street toward Hungerford and East Main. Incorporate a trainspotting pavilion and outdoor stage as well as ADA compliant pedestrian walkway.

1. Study Name	NoTA Walking Guide
2. Study Year	Unknown – 2008?
3. Study Author(s)	Neighborhood of the Arts Business Association
4. Stakeholders Directly Involved (steering committees, advisory groups, etc)	Neighborhood of the Arts
5. Other Stakeholders (public meeting participants, public groups impacted, etc)	
6. Study Area (general description – neighborhood name, major boundaries, etc, as applicable)	Roughly Park Avenue to the south, East Main to the north, Culver Road to the east, and Alexander Street to the west, though map includes arts destinations beyond that area in all directions – N/S/E/W.
7. Transportation: Issues Identified	
8. Transportation: Recommendations Proposed	<ul style="list-style-type: none"> Map identifies locations of artful streetscape elements (benches, sculptures, artistic bus shelters) primarily located along University Avenue.
9. Land Use and Housing: Issues Identified	
10. Land Use and Housing: Recommendations Proposed	<ul style="list-style-type: none"> Map identifies large range of arts & culture destinations, artist studios, galleries, and other creative entrepreneurs located in or near NoTA, as well as area businesses, eateries, coffee shops, etc. Especially helpful as map lists tenants in many multi-tenant buildings.
11. Neighborhood Branding: Issues Identified	
12. Neighborhood Branding: Recommendations Proposed	<ul style="list-style-type: none"> Map serves to help brand Neighborhood of the Arts by identifying all arts, cultural, and commercial amenities in the area.
13. Equity / Growth / Development / Other: Issues Identified	
14. Equity / Growth / Development / Other: Recommendations Proposed	

1. Study Name	City of Rochester Complete Streets Policy
2. Study Year	November 2011
3. Study Author(s)	City of Rochester City Clerks Office Certified Ordinance
4. Stakeholders Directly Involved (steering committees, advisory groups, etc)	
5. Other Stakeholders (public meeting participants, public groups impacted, etc)	
6. Study Area (general description – neighborhood name, major boundaries, etc, as applicable)	City of Rochester
7. Transportation: Issues Identified	<ul style="list-style-type: none"> • City recognizes that its transportation network is intended to balance the needs and interests of all ages and abilities • Streets identified as key factor in the experience of public realm, economic development, public safety and health, and quality of life • Design and function of City streets often favored motorists over other users • City seeks to better integrate physical activities and improve public health, reduce traffic congestion, enhance air quality, and support local economic development • Create interconnected network of transportation facilities consistent with neighborhood context, support community goals and accommodate variety modes of transportation
8. Transportation: Recommendations Proposed	<ul style="list-style-type: none"> • Establish Complete Street policy to incorporate Active Transportation into the planning, design, and operation of all future City streets projects (new construction, reconstruction, rehabilitation, or pavement maintenance) • City Engineer shall include bicycle, pedestrian and transit facilities in all street projects • City shall plan, design, build and maintain all bicycle pedestrian, and transit facilities in accordance with federal, state and local standards and guidelines • Incorporation of bicycle, pedestrian, and transit facilities mandated in all City street projects except as follows: <ul style="list-style-type: none"> • Insufficient space within right-of-way to accommodate new facilities • New facilities require excessive and disproportionate cost • New facilities would create public safety risk for users of public right-of-way • Project is limited to routine or seasonal maintenance activities • Bicyclists and pedestrians are prohibited by law from using the facility • The Traffic Control Board shall review all City street projects for consistency with this Policy • City Council shall receive annual report from City Engineer with respect to all City street projects

	<ul style="list-style-type: none"> Planning studies and/or engineering reports for City street projects shall include documentation of compliance with this Policy
9. Land Use and Housing: Issues Identified	
10. Land Use and Housing: Recommendations Proposed	
11. Neighborhood Branding: Issues Identified	
12. Neighborhood Branding: Recommendations Proposed	
13. Equity / Growth / Development / Other: Issues Identified	
14. Equity / Growth / Development / Other: Recommendations Proposed	

1. Study Name	Rochester Bicycle Boulevards Plan
2. Study Year	December 2014
3. Study Author(s)	Alta Planning + Design
4. Stakeholders Directly Involved (steering committees, advisory groups, etc)	City of Rochester
5. Other Stakeholders (public meeting participants, public groups impacted, etc)	<ul style="list-style-type: none"> Public Meeting #1 – Feb 11, 2014 – Provided overview of project, existing conditions and solicit suggestions regarding desired routes, destinations, and other priorities Public Meeting #2 – Oct 1, 2014 – Provided overview of proposed bicycle blvd route network and preliminary prioritization of those routes
6. Study Area (general description – neighborhood name, major boundaries, etc, as applicable)	City of Rochester
7. Transportation: Issues Identified	<ul style="list-style-type: none"> City's arterial and collector streets possess high traffic volumes, parking demand, and/or constrained rights-of-way Difficult to implement bicycle enhancements Development of parallel or "one-off" network of low-traffic, bike-friendly streets should be considered Factors considered in selection of Bicycle Blvd Routes: <ul style="list-style-type: none"> Existing and proposed bicycle infrastructure Annual ADT (AADT) Street connectivity City and public input
8. Transportation: Recommendations Proposed	<ul style="list-style-type: none"> Propose bicycle blvd network that provide low stress bike route alternatives and quality bicycle accommodations within 0.5 mile of every home and business within the City Roadways with less than 5,000 AADT were considered (3,000 AADT or less is optimal) Minimize turning movements and major roadway crossings Suggestions solicited from City Staff, the Steering Committee, and the public Once built out will result in approximately 50 miles of bicycle blvd Equity analysis for proposed bicycle blvd conducted using the following socioeconomic indicators: <ul style="list-style-type: none"> % of population that are people of color % of households below 2--% poverty level (defined by U.S. Census) % of households within census tract without daily access to automobile Population under 18 and over 64 years of age 23 bicycle blvd routes proposed based on 9 evaluation factors and ranked based on their score out of a total of 40 pts <ul style="list-style-type: none"> Fills Gap (proposed network provides alternative low stress bike routes) AADT (lower volume roadways targeted) Public Input (determined through public involvement)

	<ul style="list-style-type: none"> • Priority Census Tract (based on equity analysis) • Connects Trails (connection to existing City trails) • Connects Destinations • Proximity to Transit • Prior Traffic Calming Requests • Route Quality (ability to implement traffic calming strategies)
9. Land Use and Housing: Issues Identified	
10. Land Use and Housing: Recommendations Proposed	
11. Neighborhood Branding: Issues Identified	
12. Neighborhood Branding: Recommendations Proposed	
13. Equity / Growth / Development / Other: Issues Identified	
14. Equity / Growth / Development / Other: Recommendations Proposed	

1. Study Name	Inner Loop Reconstruction Project
2. Study Year	2011, 2013, 2014
3. Study Author(s)	Stantec, City of Rochester
4. Stakeholders Directly Involved (steering committees, advisory groups, etc)	City of Rochester, Department of Environmental Services; New York State Department of Transportation; Genesee Transportation Council
5. Other Stakeholders (public meeting participants, public groups impacted, etc)	Monroe County Department of Transportation
6. Study Area (general description – neighborhood name, major boundaries, etc, as applicable)	Southeast portion of the Inner Loop from Monroe Avenue to Charlotte Street, and the connections at the south (I-490) and north (East Main Street) ends (see Reference Plan 14 Inner Loop East Transformation Map)
7. Additional Study Information	<p>The project is fully funded, though approximately \$17 million in TIGER grant funds, \$4 million in state funds, and \$400,000 from the city for an approximate total of \$21 million</p> <p>Current status: the Inner Loop is permanently closed between East Main Street and Monroe Avenue/Chestnut Street.</p> <p>Tentative Closure Dates</p> <p>Inner Loop closure Mid-November 2014 Broad St Bridge Closure Winter 2014 East Ave Bridge Closure Summer 2015 Monroe Ave Bridge Closure TBD (2016)</p> <p>Construction Phasing (2014-2017)</p> <p>Phase 1A Fill in Inner Loop, Build West Side of Union St Phase 1B Build East Side of Union St Phase 2 Build/Abandon Pitkin St Phase 3 Build Monroe / Chestnut Area</p>
8. Transportation: Issues Identified	<ul style="list-style-type: none"> • Actual traffic volumes on the Inner Loop have never reached anticipated levels; traffic volumes are actually higher on the adjacent service roads than on the Inner Loop itself • The Inner Loop East is a significant barrier to pedestrian and bicycle mobility within the center city • Pedestrian access between the center city and the residential neighborhoods to the east along is limited to four crossings (Monroe Avenue, Broad Street, East Avenue, and East Main Street) • A major gap exists between Monroe Avenue and Broad Street (1/3 mile) near two major pedestrian generators (the Strong/National Museum of Play and Manhattan Square Park), so pedestrians are unsafely and illegally crossing the expressway • The maintenance costs associated with the Inner Loop East would total over \$20 million over the next 30 years • The geometric features of the highway design are deficient (non-standard and non-conforming): horizontal curvature, super elevation, sight distance, road widths, and slip ramps • The project is expected to result in minor redistribution of traffic on

	the altered street grid system, with a small increase in total traffic volumes of 0.75%
9. Transportation: Recommendations Proposed	<ul style="list-style-type: none"> • Eliminate four lane miles of expressway, three bridges over the expressway (two of which are structurally deficient), 16,000 square feet of retaining walls, and guide rail, safety rail, expressway signage, and traffic signals • The Inner Loop East Reconstruction Project (TIGER Application) would construct a complete street including wide sidewalks and a physically separated two-way cycle track on the west side of Union Street/Howell Street between Monroe and University avenues • Convert Union Street to a two-way street between Monroe Avenue and East Main Street and rebuild the original street grid such that Charlotte Street and Hags Alley will become through streets and crossing distances for pedestrians will become shorter • Connect 15,000 people who live within a half-mile of the project area in Park Avenue, Neighborhood of the Arts, Monroe Avenue, and Wadsworth Square to the central city • New pedestrian facilities – widened sidewalks – will be designed per ADA regulations and will include improved lighting
10. Land Use and Housing: Issues Identified	<ul style="list-style-type: none"> • The area around the Inner Loop East is currently underused and underdeveloped • The East End (west side of the Inner Loop from Main Street to Broad Street), Upper East End (east side of the Inner Loop from University to north of Canfield), Manhattan Square (west side of Inner Loop from Broad Street to Monroe Avenue), Park Avenue, Monroe Village, and Wadsworth Square need to be connected
11. Land Use and Housing: Recommendations Proposed	<ul style="list-style-type: none"> • Connect center city and eastern residential neighborhoods with additional pedestrian and bicycle links in place of the existing Inner Loop East
12. Neighborhood Branding: Issues Identified	
13. Neighborhood Branding: Recommendations Proposed	
14. Equity / Growth / Development / Other: Issues Identified	<ul style="list-style-type: none"> • Rochester is a federally-designated Economically Distressed Area
15. Equity / Growth / Development / Other: Recommendations Proposed	<ul style="list-style-type: none"> • The initial investment in the Inner Loop Reconstruction project will create approximately 319 job years and leverage substantial private redevelopment in and around the project site • Infill development on and adjacent to the site will add new retail, office, and residential space

B. PUBLIC AND PROJECT ADVISORY COMMITTEE (PAC) INPUT PROCESS SUMMARY

- I. MEETING MINUTES FROM PAC MEETINGS: NOVEMBER 2014, MARCH 2015, OCTOBER 2015

Meeting Minutes

Project Name: East Main Arts & Market District Plan
Project No: 14-03-3220
Client: City of Rochester, NY
Date/Time: November 18, 2014, 3:00 PM – 5:00 PM
Location: Tasting Room at Rohrbach Brewing, 97 Railroad St
Subject: Project Advisory Committee (PAC) Meeting #1 (Project Kickoff)

Attendees

Client & PAC Members

- Erik Frisch, City of Rochester, Project Manager for plan (Transportation)
- Kevin Kelley, City of Rochester (Housing)
- Jason Haremza, City of Rochester
- Thomas Polech, Monroe County DOT
- Richard Perrin, GTC
- Crystal Benjamin-Bafford, RTS
- John Urlaub, Market District Business Association
- Aaron Metras, NOTA Business Association
- Corean Finn, GP4H Neighborhood
- Dorothy Parham, EMMA Neighborhood
- Larry O'Heron, NOTA Neighborhood
- Tim Hubbard, City of Rochester
- Annmarie Van Son, PACK
- Martin Pedraza, Collective Action Project

Consultant Team Members

- Michael Flynn, Sam Schwartz Engineering (Project Manager)
- Morgan Whitcomb, Sam Schwartz Engineering
- Mindy Watts, Interface Studio
- Helen Hogan, H2
- Jane Rice, EDR

Meeting Minutes

Summary of Meeting

Erik Frisch, project manager for the Plan from the City of Rochester, discussed the origin of the project and the funding used to finance the plan. He discussed the role of the Project Advisory Committee (PAC) members. PAC members are to provide input to the planning team, liaise with their respective constituencies, assist in gathering information, and participate in a set number of meetings.

Mike Flynn then led a presentation from the consultants of the project schedule, process and outcomes. At the end of the meeting, feedback from the PAC members was solicited. The following items summarize the presentation:

- Erik's introduction
- Introductions of everyone present
- Project Background: The study area was shown and the numerous previous and coexisting studies and initiatives in the neighborhood were discussed.
- Roles & Responsibilities: The roles of the consultant team, the public agencies and the PAC members were discussed.
- Schedule & Work Plan
 - The time span for the project is approximately 11 months.
 - 5 PAC meetings are planned, including this kick-off meeting, and two public involvement meetings. There will also be up to 5 focus groups and up to 10 one-on-one stakeholder interviews. The PAC is encouraged to assist in determining who is involved in each element of the stakeholder engagement plan. An online outreach campaign will also be ongoing.
 - Existing conditions analysis will consist of multi-modal transportation, land use and zoning, housing, and reviews of local plans and studies and best practices. Future conditions of transportation and housing will be analyzed. These analyses will inform the alternatives that are developed and presented to stakeholders and the public prior to drafting the final plan.
- Data Collection Plan: The transportation, land use, and building condition data to be collected was discussed, as well as the traffic conditions around events.
- Branding and Outreach Strategies: Community branding and related public outreach strategies were discussed, including pop-up meetings, meetings at existing events, and online outreach.
- Visioning with the PAC (notes below).

PAC Input

Throughout the meeting and during the visioning exercise, the planning team received helpful insights and information from the PAC to guide the planning process. Below is a summary of this input.

- There are other entities outside of the PAC who can be very valuable partners, such as Friends of the Market, the existing artists' community, and The Yards.
- Public Outreach
 - Many of the PAC members and other entities maintain email lists and active Facebook pages and this will be valuable in online and in-person public outreach. Questions arose about the nature of the online presence. How will the City's project website relate to other outreach?
 - The Armory and the Theater have captive audiences. They could post public notices, send out emails or post news about this project on their website. (However, they should not pass out flyers as it could become garbage on neighborhood streets.)

East Main Arts & Market District Plan – PAC Meeting #1 – Minutes
November 18, 2014

- The 12/8 “Mistletoe Show” at the Armory would be a good opportunity to publicize the plan.
- A pop-up outreach event should definitely be done at the Public Market. We may want to offer something tangible to encourage participation.
- Separate pop-up meetings may not be necessary – another approach would be to have a project representative at other events and meetings that will occur in the area.
- The City noted that it works with the City Newspaper as a standard practice to garner coverage of these types of projects.
- It could be a good idea to reach out to neighborhood churches (both standalone churches and those with services at the Auditorium Theater) as well as schools (e.g. School of the Arts).
- Data Collection
 - Monroe County can provide travel time data (Inrix) for a corridor for any time period we need. This can be a good resource to see where peaks occur during events and to supplement the manual data that will be collected for this project.
 - There was a traffic and safety analysis performed in August 2008. The project team will research this and obtain the results, if applicable.
 - There is a traffic study for the Inner Loop closure that may be useful as well.
 - EMMA mentioned that they have a traffic study about the Armory and parking.
 - The peak period for the Public Market is likely Saturday mornings, with traffic impacts heaviest on Union and Goodman, and parking impacts on side streets.
 - The peak period for the Armory is any evening with a well-attended event, with significant parking impacts on side streets.
 - The upcoming “Mistletoe Show” at the Armory (on 12/8) may be a good opportunity to collect peak usage data as it is a well-attended event.
- Area infrastructure projects
 - East Main between Goodman and just beyond the Inner Loop will be milled and resurfaced in 2016. An opportunity exists to implement the short-term/interim recommendations of the East Main Arts & Market District project as part of that work.
 - The intersection of East Main & Goodman will be redesigned as part of a separate project. It is in design now and planned for construction next year.
 - The project team should map out the various infrastructure projects in the area along with their scope, funding and key dates so that this project can be coordinated with them.
- Area development projects
 - Home Leasing is taking over the “D” property on Main and converting it to senior housing.
- Info about the Armory and Auditorium Theater
 - The Armory has 5,000 seats (but only 500 designated parking spaces). The Theater has capacity for 2,400.
 - The two venues occasionally have overlapping events. Parking and general street conditions are very bad where they overlap. The venues do not share parking.
 - There used to be a shuttle to transport people to the Armory who parked in the Public Market's lots.
 - EMMA has a traffic study about the Armory.
- Neighborhood branding
 - The City made clear that “East Main Arts & Market District” was just a placeholder project title and need not continue as the name of the District or of the project.
 - There was a strong level of respect among stakeholders for the various existing brands of the neighborhoods and business districts and it was expressed that the neighborhoods themselves have independent streaks and would be wary of losing their distinct identities.

East Main Arts & Market District Plan – PAC Meeting #1 – Minutes
November 18, 2014

- There was also general agreement that East Main Street is self is a divider and does not link neighborhoods together.
- Two options were suggested for branding this project while maintaining the existing identities of the sub-districts: (1) East Main Street itself could be the branding focus of the project, even though its study area goes beyond East Main, since East Main is the primary corridor and perceived divider among the other neighborhoods. (2) A larger district could still be branded that encompasses the smaller neighborhoods as a meta-district, tying together but not replacing the existing neighborhood identities.
- Attendees expressed a desire for a brand for this project or area that neighborhoods would want to sign on with and co-support.
- Investor Initiative
 - Kevin described the concurrent East Main Arts & Market District Investor Initiative that is wrapping up soon. They convened area investors and developers and led tours of the area and got feedback on development opportunities. It was suggested to have that group dovetail into one of the focus groups for this project so that our project team can hear and react to their feedback in our planning.
- “Describe the neighborhood as it exists now”
 - The area is characterized by a lack of connections (e.g. the Bridging Neighborhoods effort).
 - Neighborhood perception and comfort levels vary between the areas south of Main and north of Main. There is a desire on the part of those north of Main (GP4H, EMMA, etc) to spread the prosperity and investments from the areas south of Main to their area.
 - The areas north of Main would like to see increased homeownership and owner-occupied housing north of Main, in contrast to gentrification (displacement).
- “What are some of its key challenges?”
 - The potential for gentrification/displacement (see above).
 - The armory is a tremendous quality-of-life challenge to residents. The project team should explore best practices from elsewhere in dealing with the spillover effects of event venues.
 - There is a need to “get people here but then out of their cars.”
- “What are some potential ideas to improve it?”
 - Turn Main Street into a world-class street, e.g. with streetscape improvements and fewer curb cuts.
 - Take advantage of the great view corridor towards Downtown from the East Main Street bridge over the railroad tracks.
 - The improvements to University Ave are a good example of making a street more walkable. (However, it has significantly less traffic than East Main.)
 - The East Main/Goodman intersection is a significant upstream bottleneck in terms of capacity.



Project Name: East Main Arts & Market District Plan
Project No: 14-03-3220
Client: City of Rochester, NY
Date/Time: March 9, 2015, 4:00 PM – 5:30 PM
Location: Southeast Neighborhood Service Center, Village Gate at 320 North Goodman St
Subject: Project Advisory Committee (PAC) Meeting #2

Meeting Minutes

Attendees

Client & PAC Members

- Erik Frisch, City of Rochester, Environmental Services (Project Manager)
- Jason Haremza, City of Rochester, Planning and Urban Design Specialist
- Nancy Johns-Price, SE Neighborhood Service Center
- Jacqueline Whitfield, SE Neighborhood Service Center
- Thomas Polech, Monroe County DOT
- Richard Perrin, Genesee Transportation Council
- Crystal Benjamin-Bafford, Regional Transit Service
- Corean Finn, GP4H Neighborhood
- Dorothy Parham, EMMA Neighborhood
- Larry O'Heron, NOTA Neighborhood
- Annmarie Van Son, PACK Neighborhood
- Joe DiFiore, Beechwood Neighborhood

Consultant Team Members

- Michael Flynn, Sam Schwartz Engineering (Project Manager)
- Ben Rosenblatt, Sam Schwartz Engineering
- Mindy Watts, Interface Studio
- Helen Hogan, H2
- Andrew Britton, EDR
- Andrew Obernesser, EDR

Summary of Presentation

- Erik Frisch, project manager for the City of Rochester, briefly introduced the project and facilitated introductions from attendees
- Mike Flynn and the consulting team led a presentation to summarize initial findings, discuss the upcoming public meeting, and brief the PAC on outreach to date. The following describes the presentation:
 - Discussed project schedule including the next PAC meeting, which should be in June. This is where the project team will present alternatives and solicit feedback on pros and cons, as a starting point for moving into the development of a draft report that will be ready later in the summer.
 - Discussed the relevant plans and studies the project team has reviewed so far, and how the issues found are fairly consistent and tend to match up with a lot of what has surfaced in other initial tasks.
 - Discussed best practices that the project team has identified from other places and how they might be applicable to the study area (e.g. Waterloo Arts District in Cleveland, OH; SALT District in Syracuse, NY; Project Row Houses in Houston, TX; “Maker Spaces” in Philadelphia, PA; Wormfarm Institute in Reedsburg, WI)
 - Discussed the Focus Group sessions that occurred in late January:
 - Transportation Focus Group – 8 attendees. Heard similar comments about the unfriendly environment on East Main Street as heard in PAC kickoff meeting; the Main/Goodman intersection came up as both a problem and a major opportunity; connections over the railroad tracks were discussed including a few visionary ideas on bridges, along with comments on connecting Marketview Heights to the Market itself; transit discussion focused on buses not coming often enough; discussion of need for bicycle lanes on East Main.
 - Land Use and Housing Focus Group – 12 attendees. Again, similar themes to the first PAC meeting were discussed, especially with regard to housing issues: a need for more affordable housing, but with questions of how the market could support it. On the land use side, improved public space opportunities/pocket parks were discussed, especially along East Main. The south edge of the Public Market was discussed as a place where more potential activity could occur. The group discussed ensuring that there is local hiring and business for local contractors with any investments made.
 - Investors’ Initiative Focus Group – 8 attendees. The group set up by the City met and provided additional information to the project team. The map produced by the Initiative was discussed in relation to what the development landscape looks like.
 - Arts and Creative Focus Group – 2 attendees. Despite a low turnout, there has been continued interest from local artists and the project team will try to reconnect with them after the first public meeting tomorrow night. The small (2 person) group did discuss a few good ideas, and the project team will follow up with other artists and creative individuals in the coming month.
 - Discussed social media statistics so far, and mentioned people getting quite engaged on the Facebook page.
 - Discussed key data on transportation issues that the project team has found, including:
 - Crash data, where a large percentage of total crashes and of pedestrian collisions occur on East Main;
 - Levels of traffic congestion at various times of the day, which show that most intersections operate at a good or fair level with none performing in the “failing” range, although certain specific movements occasionally have congestion;

- On-street and off-street parking availability and utilization, including parking surveys completed on a December Saturday AM (Public Market area) and on two Friday evenings in February (one night with no Armory auditorium events and the other with sold-out events at both venues).
- Discussed land use mapping and findings, and showed a land use survey map the project team has developed, with the key takeaway being the nature of mixed uses throughout the Study Area. There are also 180 vacant lots in the area, over half of which are owned by the City. Although there are many small vacant lots, there aren't that many large sites and only 5% of the study area is currently vacant (although it is 15% of total parcels).
- Discussed the renter vs. owner divide. 63% of properties are renter occupied.
- Displayed a map of arts spaces and cultural attractions.
- Concluded with the recurring themes found throughout the various analyses:
 - Taming East Main Street and creating a more walkable, urbanized area;
 - Improving connectivity within the Study Area, particularly a connection between East Main and the Public Market;
 - Parking being unavailable for the big events but overall a (potential) oversupply of off-street parking;
 - The need for a balanced approach to any future development;
 - The interest in developing a mix of housing types (i.e. "live-work");
 - The desire to maintain a mixed income community;
 - Park space being less than 1% of land area, indicating that an investment in public space / green space could be warranted;
 - Creating an identity for East Main Street as a true gateway to downtown

PAC Input

PAC input at this meeting focused primarily on transportation data and approaches to developing viable alternatives on the subject. The PAC also provided comments on how to expand outreach to include more local businesses.

- Transportation Comments:
 - The consultant team should look into crash rates on East Main compared to similar arterials. Is East Main particularly dangerous?
 - The daily alternate side parking regulations on some of the residential streets in the area exist for snow plowing. Residents were able to obtain the odd 11am-10am (etc) regulations so that event goers to the Armory would not take their spots. Resident parking permits were discussed but require state legislative approval. PAC members expressed a desire to clarify the sign instructions to make it clearer when parking is allowed.
 - Traffic becomes very problematic before and after events near the Armory in PACK. The same issue occurs on Saturdays in summertime in GP4H because of the Public Market. Because the Market-related counts performed for this project were during the winter, they may not reflect the maximum Market activity during the summer and should be spot-verified or at least contextualized as part of the analysis.
 - Police generally do not enforce parking regulations and as a result there is a lot of illegal parking during events (as the consultant team observed in its Armory-area counts on Friday 2/27). Some PAC members would like to see better enforcement of existing regulations, but others expressed worries that enforcement that is too strict would discourage visitors to these venues (Armory, theatres, Market).
 - While dealing with parking will absolutely be critical to the project, the consultant team should still focus on addressing East Main Street to make it more walkable.

East Main Arts & Market District Plan – PAC Meeting #2 – Minutes
March 9, 2015

- Parking solutions might involve off-site lots and shuttles.
- One challenge facing the idea of shared off-street parking lots is that allowing public parking in a lot introduces liability issues as well as staffing requirements.
- The consultant team may want to survey people in line for Armory events to ask how they arrived, where they parked, if they would use transit, if they would arrive by bike, if they would be receptive to a shuttle bus from an off-site lot, etc. The team's analysis could also involve hypothetical scenarios (You are a family of four in the South Wedge and want to go to the Public Market, how could you take the bus?...etc.)
- The plan should encourage better information from RTS to do a better job marketing transit. A certain segment of the population might be willing to use transit more but just doesn't think of it as an option, currently.
- The Main/Railroad intersection is problematic on busy Market days. One solution could be to ban left-turns from Railroad onto East Main.
- The issue of walking in the street due to snowy sidewalks should be spotlighted.
- Consider spotlighting the streetscape improvements made on Webster Avenue near Dazzleville.
- At the next PAC meeting in the discussion of alternatives, the consultant team could provide a "menu" of choices and let folks decide what would work. (i.e. you can have a separated bike lane and a road diet OR you can omit bike lanes and have room for a wide median, etc.)
- Outreach comments:
 - The project team should consider performing additional outreach to existing businesses, particularly the auto-oriented ones along the western portion of East Main Street.
 - There are 2 business associations on the PAC, but they don't represent some of the businesses along East Main (perhaps due to lack of organization among those auto-oriented businesses)
 - Along Goodman, the Market Business Association would be the representative for stores there. The project team should coordinate with John Urlaub to reach out.
 - The project team should consider the potential to use the 1-on-1 interviews as a means to speak with key businesses. A direct approach like this could be more effective than inviting them to meetings, since business owners tend to be very busy
 - Include social media account names (not just icons) in future presentations.

Discussion of Next Steps

- The project team would like members of the PAC to provide ideas for 1-on-1 interview subjects (tonight, we discussed the idea of business outreach).
- The project team would like the PAC to weigh in on ideas for public events to do some pop-up outreach (the Public Market and its list of festivals and events should be up soon, if not already).
- Erik will send the project team information on bike lane ideas developed for East Main to the east of Culver.
- The project will consider structuring the next PAC meeting around tables to provide a charrette style of engagement.



Project Name: East Main Arts & Market District Plan
Project No: 14-03-3220
Client: City of Rochester, NY
Date/Time: October 26, 2015, 10:00 AM – 12:00 PM
Location: Rohrbach Brewery & Taproom
Subject: Project Advisory Committee (PAC) Meeting #4

Meeting Minutes

Attendees

Client & PAC Members

- Erik Frisch, City of Rochester, Environmental Services (Project Manager)
- Kevin Kelley, City of Rochester, Business & Housing Development
- Richard Perrin, Genesee Transportation Council
- Corean Finn, GP4H Neighborhood
- Joe DiFiore, Beechwood Neighborhood
- Evan Lowenstein, Public Market/NOTA
- Martin Pedraza, Collective Action Project

Consultant Team Members

- Michael Flynn, Sam Schwartz Engineering (Project Manager) (by phone)
- Ben Rosenblatt, Sam Schwartz Engineering (by phone)
- Mindy Watts, Interface Studio (by phone)
- Helen Hogan, H2
- Andrew Britton, EDR

Summary of Presentation

- Erik Frisch, project manager for the City of Rochester, provided a brief introduction.
- Mike Flynn and the consultant team provided a project recap and status update and then presented the draft final report and its specific recommendations, as follows:
 1. Project status and schedule, including the overarching project goals that guided the development of final recommendations
 2. A high-level walkthrough of the final report organization and content to familiarize PAC members with it
 3. A detailed walkthrough of the final recommendations, open to questions and comments from the participants (see below), including:
 - Transportation – East Main Street corridor
 - Transportation – East Main/North Goodman intersection
 - Transportation – North Goodman Street corridor
 - Transportation – North Goodman/Webster/Garson intersection
 - Transportation – Bridging the tracks
 - Transportation – Other recommendations
 - Development – New hubs of commercial & mixed use (5 elements)
 - Development – Neighborhood housing (4 elements)
 - Neighborhood Branding (5 elements)
 - Implementation, Funding & Phasing
 4. Next steps
- The presentation was alternated with discussion. General comments are listed below, while those requiring a response are addressed in the next section.
- Transportation comments:
 1. Erik Frisch discussed the resurfacing project at North Goodman and East Main that will begin next year. The plan is for a road diet that achieves many of the final report's recommendations, but there is limited funding.
 2. Joe DiFiore asked if some of the sidewalk extensions could be painted before long-term work is ready to go. Erik said he was told that due to our type of weather paint would not hold up. The suggestion was made to do a test somewhere in the city to see if it is practical.
 3. Martin Pedraza expressed concerns regarding the short-term and long-term designs for the East Main Street/North Goodman Street intersection (e.g. that the pedestrian crossing could present problems due to drunk drivers and high speeds in the area). He and Erik Frisch discussed how this design would work. The group talked about having more discussion before they meet with their community members and having the city provide people to help with a presentation to Marketview Heights as well as GP4H.
 4. Martin Pedraza also expressed a concern regarding the proposed pedestrian/bicycle bridge near Otis Lumber and into the Public Market: that it might bring additional foot traffic into the PACK neighborhood based on the way people would exit the Public Market parking lot.
 5. Evan Lowenstein mentioned that the design for North Goodman Street would be a great place for an ethnic foods theme with restaurants and retail that reflect various cultures. This would also support a walkable environment.
 6. Erik Frisch noted that the residential parking permit system that the PACK neighborhood group is filing for will require state legislation.
 7. Regarding the potential ridership of a shuttle to connect patrons to off-site parking, Evan Lowenstein said that while it may not be the best comparison, he took the shuttle for the Buffalo Bills training camp and believes that depending on the quality of the service people could utilize such a shuttle in the East Main Arts & Market area.

- Development & Branding comments:
 1. Regarding the Marketview Heights area of the study, Kevin Kelley talked about the conversation with Ametec located on North Union Street regarding potential residential development. He said they are generally supportive but that the plan presented in that report may need to be tweaked. The City will be hiring a consultant to do an in-depth look at the Urban Renewal plan that is incorporated into the EMAM recommendations.
 2. Erik Frisch asked Joe DiFiore about the location of the Purpose Built Community development and Joe noted that his understanding is that the developers are focusing on a different site further east on East Main Street (outside this project's study area), with a smaller footprint, but that the Home Leasing site is still in consideration as a longer-term project.
 3. Evan Lowenstein noted that the City of Rochester Communications Department is working on redesigning the Public Market logo and branding. Evan suggested that area artists work closely with the City to create a synergy.
 4. Kevin Kelley asked if Mindy Watts knew of other cities that might have the prefabricated mobile studio structures and how they handle the zoning and implementation of that. Mindy noted that the structures are generally considered temporary and therefore in their experience there hasn't been a regulatory issue.
 5. Corean Finn expressed concern about what the overall recommendations meant for the neighborhood and would like assistance in presenting it to their group.

PAC Input

Input from the PAC focused on the specific final recommendations developed by the project team through the planning and public involvement process. Comments are listed below, along with responses from the project team.

- **General comments:**
 1. In the overall Project Goals, consider elevating the parking issue since it was raised as such a clear priority by community stakeholders.
 - RESPONSE: Will be incorporated.
 2. Consider adding annotations to all illustrations of street design recommendations to make clear what the key recommendations and benefits are.
 - RESPONSE: Will be incorporated.
 3. Consider adding a map summarizing the overall recommendations of the plan so that readers can understand what's being recommended, all in one place.
 - RESPONSE: Will be incorporated.
- **Transportation recommendations:**
 1. The plan is recommending the signalization of Hayward Avenue. Be sure to call this out in both the text and the annotated illustration, mentioning the reasoning, potential benefits and process (i.e. warrant analysis).
 - RESPONSE: Will be incorporated.
 2. Include more detail on the proposed pedestrian and bicycle bridge connecting the Public Market to the Armory, particularly how much space would be needed for the approach ramps given Americans with Disabilities Act (ADA) requirements and the necessary clearance over the railroad tracks.
 - RESPONSE: Will be incorporated based on available information.
 3. Include a photo of the ped/bike bridge over CSX tracks in Washington, D.C., if space permits.
 - RESPONSE: Will be incorporated.

4. Consider discussing the relative benefits/drawbacks of having the 2-way bike lane on the south side of East Main Street (i.e. in terms of convenience for bicyclists).
 - RESPONSE: Will be incorporated.
- **Implementation recommendations:**
 1. Supplement the Phasing/Costs table with a pie chart breaking down the costs by different categories of recommendations, e.g. short-, medium- and long-term recommendations, and transportation vs. development vs. branding recommendations.
 - RESPONSE: Will be incorporated.
 2. Include an explanation of how costs were arrived at, either in the main report or as an appendix.
 - RESPONSE: Will be incorporated.

Next Steps

- The project team requested any additional feedback from PAC members (whether present at the meeting or not) by 11/6/15. However, comments will be accepted through 11/13/15.

II. FOCUS GROUP MEETING SUMMARIES: JANUARY 2015



EAST MAIN ARTS AND MARKET INITIATIVE

LAND USE/HOUSING FOCUS GROUP

JANUARY 28, 2015

9:30 – 11:00am

ROHRBACH BREWERY TASTING ROOM

ATTENDEES

- Keturah Bixby, CAP/PACK
- Lea Rizzo, The Yards
- Larry O'Heron, NOTA Neighborhood Association
- Aaron Metras, NOTA Business Association
- Jean Lowe, Greater Rochester Housing Partnership
- Martin Pedraza, CAP
- Martin H Pedraza, Jr., CAP
- Dorothy Parham, EMMA
- Tero Cox, GP4H (43 Garson Ave)
- Leroy Cox, GP4H
- Nefetari Pinnock, GP4H (Corean Finn's Grand-daughter)

CLIENT

- Kevin Kelly, Business & Housing Development

TEAM

- Mindy Watts, Interface Studio
- Helen Hogan, H2

GENERAL DISCUSSION

- There's a gateway opportunity with the bridge over the rail.
 - And there should be a sign or signal about pedestrians crossing at Goodman to alert drivers coming up hill toward bridge.
- Access to and from Marketview area difficult/extremely dangerous
 - A tunnel, bridge or path over/under/along tracks to Public Market would help.
- Train tracks are a special feature. The area running towards Public Market on the north side of East Main is blah, but on the south side towards University, the view is unique and interesting. Kids and adults all like that view. How could area towards Market (north side) be improved? Right now it feels dead.
- There is an existing plaza on the northeast corner of Railroad and East Main – nothing going on there. Great opportunity to reconsider this plaza and put it to good use.
 - Part of the problem is that the storefronts that front on the plaza are empty.
- All sides of the Public Market are alive except for one... the south side along the rail, where Big Apple Distribution & Tripi Foods are located.
 - Would be great if those businesses could be relocated and that side could be reactivated... though we don't want to push out existing businesses. They employ people.
- Revisit the industrial buildings on the south side of the rail in Marketview Heights – near the Goodwill office/distribution center. There is parking back there, and maybe one of those buildings could be repurposed for a commercial kitchen...
 - Or the big white building at Hayward and Railroad? Currently has a Zoning Notice posted.

- The EMMA Neighborhood has been overlooked. The neighborhood group is seeking money to rehab homes. They would like to start on Breck Street – the bad part, which is the worst part of the neighborhood. They would like to use improvements as a showcase.
 - Both sides of Main Street should look good – front and back. This means improving neighborhood fabric one block off of Main.
 - Interest in incentives for owners and landlords to renovate/rehab. And incentives for training/employing local residents to do the work.
 - They are open to demolition/creation of green space if a house is too far gone to rehab.
- Need to have an up to date study of housing – vacancies, renters vs. homeowners, empty lots. We need to be sure we don't over build with new houses that we can't find owners for.
 - NOTA is also curious to know more about the rental/owner split.
- In general, attendees favor homeownership, though they recognize that long-term renters are good neighbors too.
 - This area is not a college town. There are a lot of arts uses, but the area is primarily residential.
 - We need resources for existing owners... and for newcomers. How can we bring up the quality of life/life circumstances of existing owners/residents *and* that of newcomers?
 - We don't want to be NOTA, Collegetown, or the South Wedge in the neighborhoods north of Main Street.
- Desire for more affordable housing.
 - The City can only incent what we want and restrict what we don't want – ex. restrictions against carving up single-family homes into rentals.
 - HUD grants – must address lead/asbestos first. If you get that grant, it precludes you from other grants for X years... this can be hard if you need a new roof.
 - The City is rolling out a new roofing program.
 - The Greater Rochester Housing Partnership has a HOME Rochester program for first time buyers. They take vacant properties and renovate them ~35 per year citywide, concentrated in certain neighborhoods. They have been working in Marketview Heights, but have not explored EMMA. Jean Lowe asked to take a neighborhood tour with Dorothy.
 - Would the Habitat model work in this area?
 - We want to keep existing residents in the area – the new apartments are not affordable for existing neighbors.
- Desire for new businesses to employ neighborhood residents. Can the City offer local hiring grants to help create more of a community between new and old?
 - New Hart's Grocery Downtown had success with local hiring. Didn't post ads, just accepted walk-in applicants.
- Design of East Main needs to be more friendly and inviting.
 - Landscape, lighting made a huge difference on University.
 - Enhance area near Circle Street - develop park in area that is the Public Right-of-Way.
 - Park near Circle Street could be attraction for people, build a train observation platform.
 - Neighborhood Associations would help maintain the green space.
 - Re-visit Bridging Neighborhood plans
- Create a more walkable path, too many driveways cars piling in and out (Delta Sonic, Wendy's); pavements in need of repairs – potholes full of water cause pedestrians to get sprayed when walking.



EAST MAIN ARTS AND MARKET INITIATIVE

TRANSPORTATION FOCUS GROUP

JANUARY 27, 2015

1:30 – 3:00pm

ROHRBACH BREWERY TASTING ROOM

ATTENDEES

- Bob Williams, Reconnect Rochester
- Thomas Polech, Monroe County DOT
- James Stack, Genesee Transportation Council (GTC)
- Crystal Benjamin-Bafford, Regional Transit Service (RTS)
- Evan Lowenstein, Public Market Communications/NOTA, cyclist
- John Urlaub, Rohrbach's/Market District Business Association
- Joni Monroe, Rochester Regional Community Design Center (RRCDC)

CLIENT

- Erik Frisch, DES

TEAM

- Mindy Watts, Interface Studio
- Helen Hogan, H2
- Andy Britton, EDR
- Andy Obernesser, EDR

TRAFFIC SAFETY AND WALKING

- **SPEEDING / WALKING ENVIRONMENT**
 - Sidewalks on Main Street are narrow and not buffered from road. Not a pleasant walk down Main Street – buses, trucks make it loud, too.
 - Design of Main Street sets it up for speed, bridge too high. Cars gun it to make it up, then road opens up with big view and wide expanse of asphalt... drivers think they are *supposed* to go fast. But they can't see pedestrians crossing on far side of road.
 - The road does not feel or function like a boulevard.
 - In winter, you have to drive fast up the hill to make it over.
 - Would high-friction paving work here to help cars not slide backwards when heading up hill? (A novel application, but might help.)
 - Texture change would also help slow cars down... this will be important with more residents moving in, especially seniors at Eastman Dental.
 - East Main has too many lanes
 - Crosswalk paint wears away near the market – hard to see where to cross East Main.
 - Bridge does not have businesses so sidewalks do not get cleared during storms. Sidewalks need to be better maintained/cleared of snow.
 - Monroe County will be installing count-down timers along East Main Street in 2015.
 - Walk down Main Street not interesting. How can we make it more beautiful, fun & pleasant? More comfortable/pedestrian friendly?
 - Landscaping, signage, banners that communicate this is a creative district.
- **EAST MAIN & NORTH GOODMAN**
 - North Goodman and East Main Street, not pedestrian friendly. Double turn lanes hard to maneuver.
 - 2002 Bridging Neighborhoods project tried to address that no-man's land where East Main/Goodman/Railroad intersect. Would like team to revisit.

- RRCDC conducted a charrette in 2005 to support Bridging Neighborhoods effort – recommended vertical elements to slow down traffic coming off bridge in both directions.
 - FOLLOW UP: Ask Evan or Joni for copy of charrette report. [Ben Rosenblatt emailed Joni on 2/5/15]
 - The area has been engineered for traffic flow, not for people.
 - Signal timing at North Goodman and East Main does not allow sufficient time for crossing, especially for elderly or handicapped
 - There will still be turning activity with the walk signal, so pedestrians will need to be cautious. Is pedestrian prioritization an option?
 - At very least, need to get rid of double turn lanes.
 - And, if we can allow left turns on green (now have to wait for arrows), this could shorten pedestrian delays by allowing more walk time.
- OTHER EAST MAIN INTERSECTIONS
 - Circle Street, crossing the bridge/visibility not good due to hill up to bridge, wild arrangement.
 - This is a critical connection for NOTA to the Market. North Union Street is too out of the way.
 - Railroad Street is difficult even for drivers, when exiting the market and making left hand turn onto East Main/Goodman.
 - Left turns should not be allowed.
- EAST MAIN BRIDGE OVER RAILROAD TRACKS
 - It's not intuitive where to walk or how to cross over bridge, but the bridge is a gateway, and should have a gateway treatment... perhaps closer to the Armory/Auditorium – encourage people to cross farther away from the bridge.
 - How can we suggest to people that they are in a district? Trees, signage, transit, etc.
 - There is no caution light to alert drivers that someone is crossing bridge (on far side, where driver can't see them). Should add a flashing sign over bridge that says pedestrians crossing below.
- EAST MAIN BUILT ENVIRONMENT
 - Auto-oriented businesses are not the highest and best use. They suggest you're on Jefferson Road, not on Main Street/a gateway into downtown.
 - Businesses on Main Street between Union and Circle are too auto-heavy
 - Curb cuts too large, sidewalks too narrow
 - Should consolidate curb cuts, screen parking, buffer sidewalks... and repurpose buildings for other uses (like Blackfriars Theater did – a former auto-use).
- MISSING CONNECTIONS
 - A pedestrian bridge over the tracks would help too.
 - A bridge would be better than tunnel.
 - Not enough other crossing points along rail corridor; this funnels everyone to Goodman Street intersection
- PLANNED PROJECTS
 - Inner Loop re-construction good or bad for East Main Street?
 - Union will become two-way south of Main.
 - The more we reconnect the traditional grid and reconnect streets, the more options drivers will have. May lessen some traffic on East Main. May slow drivers as they will have to make more decisions about their routes when connections are re-established.
 - City has funding for two projects:
 - Simple resurfacing (can design in road diet, using paint)
 - Main & Goodman – dollars earmarked for two pedestrian islands to help tighten up the geometry of the intersection.
- POTENTIAL SOLUTIONS
 - Future designs should allow for some kind of rail/mass transit
 - Keep transit in mind when designing alternatives... light rail?

- Add design elements (landscaping, lights...) on Main Street. Transform as a boulevard, wider buffered sidewalks
- Use something like high friction pavement, textures to help slow traffic
- Need a gateway to draw people closer to Auditorium Theater to cross – farther from bridge; add more crosswalks
- Pedestrian bridge over rail
- Consolidate and narrow curb cuts
- Create plans for alternatives to driving and parking, better transit ideas
 - Shuttle to underutilized downtown parking garages on weekends/evenings
 - Incentives at Market for using alternative transportation
 - Extend distance of where trolley from Market goes
- Educate event attendees about parking opportunities
- Creative solutions for buildings that are vacant or do not fit with a walkable community
- Start closer to Circle Street with changes, more doable than at East Main and Union

PARKING

- No parking and high traffic especially during market days (Sat. Tues. Thurs.)
 - Don't want to pave the whole neighborhood!
 - Need more ways to accommodate and encourage foot traffic and bicycle traffic. Need incentives.
 - Hooks on buses for people carrying heavy bags?
 - The Market is only getting more popular and will continue to grow. We need to design policies and projects that deter single occupant automobile trips (which increase congestion and parking demand)... make it easier to walk, bike, take the bus.
- No parking especially during market days, plus Auditorium and Armory events (bring estimated 7,000 people during events) on Main Street. Over 20,000 market shoppers on Saturday (5AM-4PM) make use of only 1,000 off-street parking spots, plus on-street spots. We should look to how the Market handles parking and find lessons to learn from.
 - On Saturday/prime Market day, the Downtown parking garages are mostly empty. Could we devise a shared parking scheme with a shuttle bus that runs frequently and takes people between the Market and Downtown?
 - Market goers need cars to transport large amounts of goods purchased. Need creative solutions... wheelbarrow bikes.
- Armory owner has expressed interest in a pedestrian bridge to connect East Main to Public Market parking – again, a shared scheme could work because Armory events are not during Market hours. Also discussed a parking structure.
 - Parking signage would also help with Armory event visitors. Many are not from the City, don't know where to park.
 - Residential parking permits have also been discussed amongst neighbors.

TRANSIT

- RTS working on sharing data with SSE.
- There are many bus lines on East Main. The service is there – it just depends on where the rider is coming from.
- Service is hourly on weekends – need shorter headways.
- Lots of ridership at North Union at Trinidad at Public Market.
- Curb cuts and on-street parking on Main Street create problems for buses
- At Prince, there are a lot of people taking the bus – people jaywalk and run to catch the bus. Very dangerous.
- Some discussion about the success of the Market's tractor/trolley that takes people to and from the more remote parking areas.
 - Could it go off-site... to bus stops on East Main? Or Village Gate? Or Downtown parking lots?
 - RTS didn't know about Market's tractor/trolley.

- Support for the idea of a Market District Circulator that runs every 10-15 minutes on Saturdays and connects with Downtown parking garages.

BIKING

- Not enough bike lanes or places to secure bikes (though Market does have covered bike parking and lots of fencing, and Village Gate has adequate bike parking too)
 - Lanes on East Main are wide enough for bikes, but it would be a tradeoff for another potential improvement.
 - East Main is one of most requested streets for bike lanes
 - City's Bike Boulevard Plan has Public Market as Hub
- Racks not available at Armory (some cyclists not comfortable leaving bikes)
 - City has portable bike racks available by request for events... not sure if venue operators know about this resource.
 - Or perhaps Armory could create secure bike parking inside.
 - Incentives to encourage cyclists/people to ride their bikes – 10% off ticket price if you ride? What ideas can we poach from elsewhere?
- Explore different types of bike racks used in other cities



EAST MAIN ARTS AND MARKET INITIATIVE

ARTS AND CREATIVE FOCUS GROUP

JANUARY 27, 2015

5:30 – 7:00pm

ROHRBACH BREWERY TASTING ROOM

ATTENDEES

- Roz Goldman, R-City

CLIENT

- Jason Haremza, Planning & Zoning

TEAM

- Mindy Watts, Interface Studio
- Helen Hogan, H2

Note: Only one person attended this focus group, so the meeting changed to a 1-1 interview with Roz Goldman (a retired art appraiser and Co-chair and champion for the “R-City” Initiative).

GENERAL DISCUSSION

- R-City envisions a broad definition of “Creative Production” for the Arts & Market District – not just fine art, but music, dance, writers, technologists (software/app developers), chefs, creative businesses, designers. All creative thinkers welcome!
 - Want these people to live together, work together, and change the neighborhood.
 - Want to make this area a hot bed for thinkers and creative entrepreneurs.
- Affordable housing is a key element to attracting creative types. Also, workspace.
- R-City would like to find an anchor project/ house or building for community space – a first project to kick-start the effort.
 - Would like to start with one house that could be artist-owned/renovated, or could be used for artists’ residencies/programming/community space.
 - Would like to build out from there, one block at a time.
 - Prefer a homeownership model – would like the artists to buy into the neighborhood rather than coming/going. But they are not ruling out an Artist in Residence Program
 - Rental housing for creative at Corpus Christi will provide a good base, and could be a stepping stone for people who might like to own in the neighborhood in the future.
 - Eastman Dental will also be a positive and stabilizing element.
- R-City has already had conversations with GP4H – stakeholders there are on board and ready.
 - Want to follow through and make sure that they don’t lose faith in the effort.
 - Like the \$1 Houses that SALT used in Syracuse to get the effort underway.
 - Curious to see public ownership – opportunities for partnership.
 - R-City is working to strengthen connections with RIT. There’s a professor of architecture there who would love to do a student renovation project... said “get us a house, and we’ll do it.”
 - CUE (Center for Urban Entrepreneurship) at RIT is stalled out. Have a building Downtown, but don’t have funding to renovate.
 - RRCDC could also be a resource/partner... helping to redesign/rehab homes.
 - They have done lots of charrettes, but there is interest in engaging architectural/engineering pro-bono design services for basic systems to support renovations and help those with limited resources get projects off the ground... plumbing, electrical, HVAC, ADA accessibility.
 - The area has already been rezoned to allow live/work.

- Worried that with momentum underway, the area will get too expensive for R-City if they don't get started soon.
 - Discussed an article that Kevin Kelley shared about "gentrification" in rust belt cities – perhaps not as much of a concern, but important to work with long-term neighbors to earn their trust, faith, support.
- There is already a flow from NOTA to the Public Market – lots of studios, the MAG, NOTA has shops, coffee shops – it's "done."
 - We need to invest north of Main Street and blend the neighborhoods into one fun, exciting area. We need a neighborhood hang-out/destination north of Main Street – like Java's or Hart's Grocery Downtown.
 - That's where community happens. Hart's has transformed Downtown.
 - Check out the premise of the importance of a "Third Place" in the neighborhood – the Market needs a Third Place – coffee/local bar... maybe it's Rohrbach's, as they are putting in a kitchen.
 - Chicken or egg – Households first? Perhaps a pop-up beer garden in the summertime? Perhaps a non-profit model for a coffee shop?
 - Cure isn't quite right – very nice, but too expensive, not a hang-out.
- R-City is interested in crowdfunding. Also thinking about fundraising for matching dollars for developers.
- Friends of the Public Market are undertaking a strategic plan. They are interested in the idea of a commercial kitchen for culinary entrepreneurs, but would need to undertake a capital campaign.

Recommendation regarding Arts and Creative Focus Group

- Look for another date/place/time to pull creative group together – try to coordinate another focus group. [Update: This is currently in progress]
- Need to have dialogue with creatives – to hear what they want/how they envision the Arts & Market District; dynamics are different in group setting
- Invite by personal phone calls, invites from people they know



EAST MAIN ARTS AND MARKET INITIATIVE

INVESTORS AND FUNDERS FOCUS GROUP

JANUARY 27, 2015

3:30 – 5:00pm

ROHRBACH BREWERY TASTING ROOM

ATTENDEES

- Adam Siebert, Conifer
- Megan Houppert, Home Leasing
- Saul Maneiro, Rochester Area Community Foundation
- Wally Morse, Morse Lumber
- Mike Morse, Morse Lumber
- Aaron Metras, NOTABA

CLIENT

- Erik Frisch, DES
- Kevin Kelley, Business & Housing Development

TEAM

- Mindy Watts, Interface Studio
- Helen Hogan, H2

OVERVIEW

- Kevin Kelley led the discussion as a follow up to the Investor Initiative walking tour that took place in the fall.
- Erik Frisch explained the East Main Arts & Market Initiative.
- The group reviewed and discussed a map that Kevin made to summarize the group's input from the walking tour.
- Everyone agreed to keep the Investor Initiative participants in the loop as the Arts & Market Initiative moves forward. The Arts & Market Initiative will be the new forum for continued discussion concerning the area.

GENERAL CONVERSATION

- First phase should be at Main/Goodman, not Main/Union
- Bridging Neighborhoods looked at different alternatives for redesign of Main/Goodman intersection
 - Roundabout, reinstating N. Goodman over rail, etc.
- Some discussion of merits of ped bridge over rail versus ped tunnel under Main
- Main Street to be more user friendly – trees, buffer for sidewalk, Christmas lights, light up/highlight grand old buildings
 - Replicate improvements seen along University or East Ave, from 4 lanes down to 2 with on-street parking.
 - East Main Street has twice as much traffic as East Ave.
- Concerns about speeding traffic with more residents moving to the area, some elderly
- Concerns about noise – trucks and buses... can landscape improvements help absorb sound?
- Access to and from Main Street (raise Main Street to create pathway underneath)
- Conifer has been working to recruit artists to live in new housing. Have been working with Sarah Rutherford from The Yards and Roz Goldman. Have been marketing at 80 arts spots around town. Interest is picking up.

III. PUBLIC OPEN HOUSE #1 INPUT SUMMARY: MARCH 2015

_INTERFACE STUDIO LLC



PUBLIC OPEN HOUSE SUMMARY

3.23.2015

The Open House was held at the School of the Arts at 45 Prince Street in the Study Area on March 10th, 2015 from 5-8pm. It was well attended, with 104 people signing in. During the sign in, participants were asked to identify their relationship to the Study area and which modes of transportation they used, checking all that applied. The results are as follows:



Upon entering the Open House, participants watched a brief presentation providing an overview of the project. After they became familiar with the project's scope and goals, they were asked to complete a series of activities:

- Share your Big Idea for East Main
- Collaborative Mapping
- Thumbs Up/Thumbs Down
- Postcard from the Future
- Brainstorming Boards

Activity Checklist

- ☒ 1. SIGN IN
- ☐ 2. ACQUAINT YOURSELF WITH THE PROJECT
- ☐ 3. SHARE YOUR BIG IDEA FOR EAST MAIN
- ☐ 4. COLLABORATIVE MAPPING
- ☐ 5. BRAINSTORM WITH US!
- ☐ 6. THUMBS UP/THUMBS DOWN
- ☐ 7. SHARE YOUR VISION: POSTCARDS FROM THE FUTURE

Thank you!



EAST MAIN
Arts AND Market
INITIATIVE

JOIN US FOR AN OPEN HOUSE!

WHAT ARE YOUR IDEAS FOR EAST MAIN STREET?

OPEN HOUSE from 5:00 – 8:00 PM
TUESDAY, MARCH 10, 2015
“SCHOOL OF THE ARTS – 45 PRINCE STREET

How can improvements along East Main Street and in surrounding neighborhoods help connect communities and destinations? That’s what we’re trying to figure out, and we need your input! Join us for interactive visioning to share your thoughts on the future of East Main.

CAN’T MAKE IT, BUT WANT TO GET INVOLVED? FIND US ON THE WEB FOR PROJECT UPDATES & EVENTS:
www.cityofrochester.gov/eastmain

 facebook.com/EastMainStreetRochester  [@eMAIN_ARTSnMKT](https://twitter.com/eMAIN_ARTSnMKT)  instagram.com/EastMainArtsAndMarket



Eileen L. Fay I love the part of East Main that runs between Gibbs and University. It has tons of colorful gritty, urban character and lots interesting small businesses.

Eileen L. Fay This part: https://rocwiki.org/East_End?action=Files&do=view&target=East+Main.JPG

Keturah Naomi I like my neighbors, being right on the bus lines, and being walking distance to so many attractions. I like having a close gas station with carwash. I like the housing costs.

DeWain Feller I love the architecture of the area (well, except for the fast food joints and gas station). It is also a major transit route. Increasing the frequency of bus service would greatly improve connections to downtown and other neighborhoods. Implementing a modern streetcar (the way that virtually other city in the US is doing today) would enable more good urban development in the area.

Eileen L. Fay I like the concentration of theatre in the part close to downtown.

Joey Flowers The architecture, the theatre (Auditorium, Main Street Armory, Blackfriars Theatre, Eastman School of Music), potential for multi-modal transportation.

Blackfriars Theatre Thanks for the shout-out, Joey!



Keturah Naomi On E. Main St.: Cars go way too fast and as a pedestrian I'm constantly worried about getting hit by cars turning in and out of businesses or onto the highway. The street along the sidewalk does not drain and has many potholes, making it almost a guarantee that I will be splashed by passing cars when it's rained. Let's reduce the lanes, slow down the cars, make pedestrians more visible, and fix the drainage problems!

There is not adequate parking to support the audiences at the Auditorium and Armory, meaning our streets are over-run with cars during their events, when I and many others only have on-street parking. The problem is worst during the largest Armory events and when there are snow emergencies (the visitors do not follow the parking restrictions). Patrons frequently park in front of driveways and fire hydrants, on the intersections (blocking the lines of sight), and in private driveways/lots. I'm not sure how to fix the problem of inadequate parking for the size of the venues (besides reducing the number of tickets that can be sold), but parking enforcement during events (all events) would help.

There is a terrible litter problem from the Armory events. Patrons drop their trash (bottles, food containers, legal and illegal drug packaging) on the streets, the sidewalks, and our yards. Perhaps the city could partner with the Armory to provide adequate trash receptacles, and then encourage the Armory's cleanup crew to pick up all the trash from their patrons in the neighborhoods north and south of E. Main St., not just on the sidewalk directly in front of the Armory entrance.

Greenovation Ditto. More bike and pedestrian infrastructure.

Evan Lowenstein as a gateway it is foreboding and uninspiring instead of inviting and inspiring.

Caitlin Meives Scary for biking and walking! Makes it hard to get to the market. Need actual protected bike lanes (not just some lines painted on the street!), fewer lanes of traffic, and general streetscape enhancements to improve this gateway to downtown.

Joey Flowers <http://www.rochestersubway.com/topics/2015/03/protected-bike-lanes-for-the-full-length-of-main-st/>

Joey Flowers Why protected bike lanes? https://www.sfbike.org/wp-content/uploads/2014/04/Protected_Bike_Lanes_Mean_Business.pdf

Joey Flowers What **Eileen** said! But I'll reiterate anyway! 1) Not at all bicycle/pedestrian friendly. At the very, very least there should be bike lanes, but there really ought to be meaningful bicycle infrastructure. 2) Little-to-no character. We need more streetscaping and quite a bit of it. That means artwork, visible crosswalks, pedestrian-level lighting, landscaping, green spaces. In other words, things that actually make it a place where people want to spend time. Right now (with few exceptions), East Main is a non-place. 3) It is ridiculously wide! Let's eliminate a lane or two. This will save money on maintenance costs, calm traffic (right now it is simply a thoroughfare; not good for E. Main businesses), and make it more conducive to walking, cycling, and business. 4) The bridge over the railroad tracks. This bridge is a major barrier to neighborhood interaction. There has got to be a better way! How about an at-grade pedestrian crossing where Goodman meets the tracks?

Eileen L. Fay Crossing at that bridge is TERRIFYING. The rise creates a blind spot and the traffic FLIES.

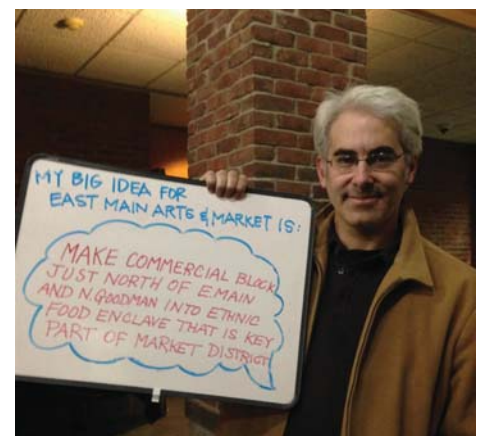
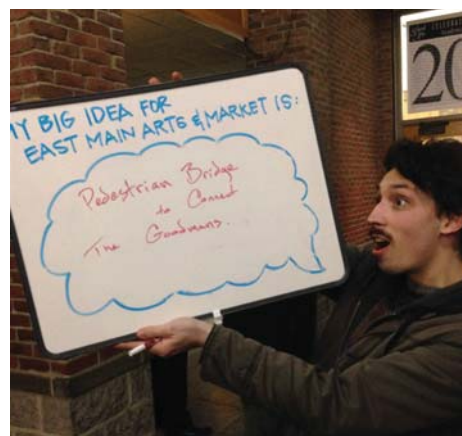
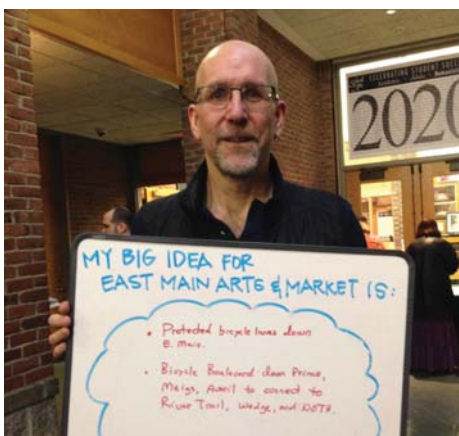
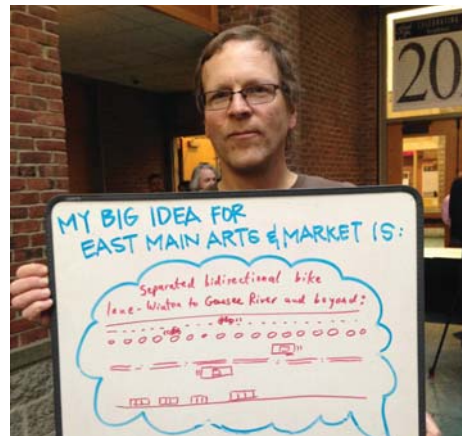
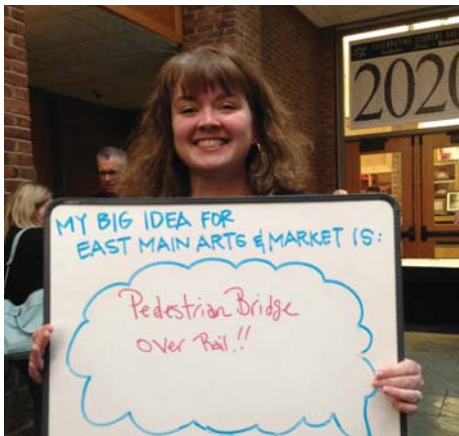
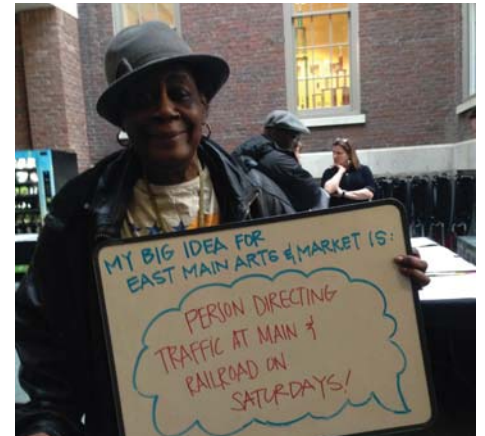
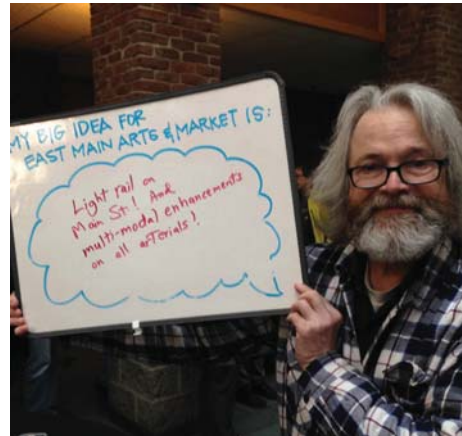
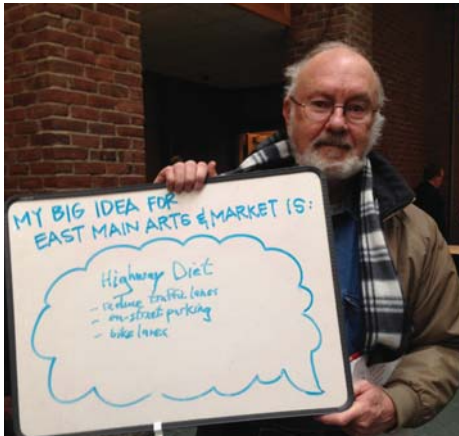
Eileen L. Fay 1) Dangerous for bicycles and pedestrians. Traffic calming features needed. 2) Too many damn lanes. You could easily fit a bicycle track (like they're putting along Elmwood) if you took out a lane or two. 3) Absolutely no character (this applies mostly to the part near downtown.) 4) Excessive parking lots and lack of urban streetscape. 5) **Beechwood** portion has too many houses in disrepair. I'm assuming absentee landlords are the problem here - can the city go after them? 6) That giant empty lot next to AutoZone. Maybe the new Aldi's can go there.

Eileen L. Fay I forgot to add: that intersection with North Goodman. "Clusterfuck" is the only word I can think that best describes it.

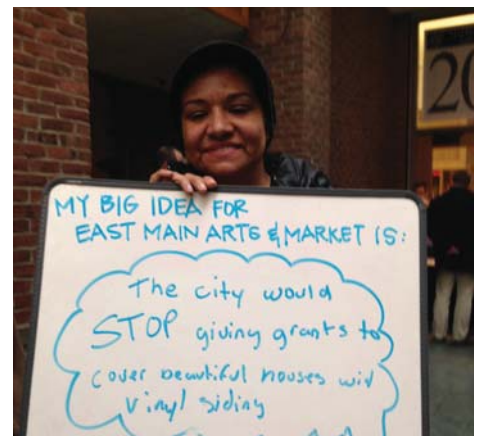
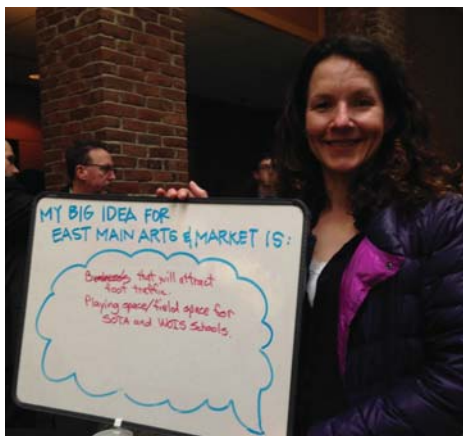
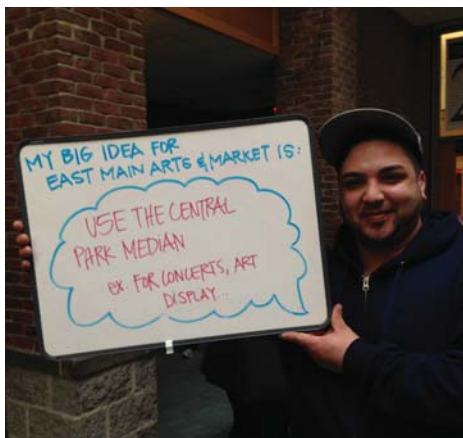
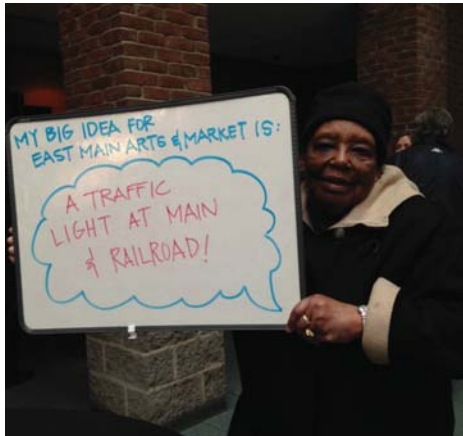
Tree Marino I used to bike down Main Street and I wasn't intimidated, I just took my lane, but I agree with Caitlin it would be nice to see actual bike lanes. It would also be nice if the sidewalks were cleaned up and some of the poverty housing was improved.

Chris Whittaker This isn't about E. Main St. specifically, but there is an opportunity to create access to additional parking and to enhance pedestrian accessibility by constructing a ped/bike bridge that would connect Main St (near the Armory) to Railroad Street (adjacent to Rohrbach's and within steps of the Public Market parking lot).

I BIG IDEAS FOR EAST MAIN



I BIG IDEAS FOR EAST MAIN

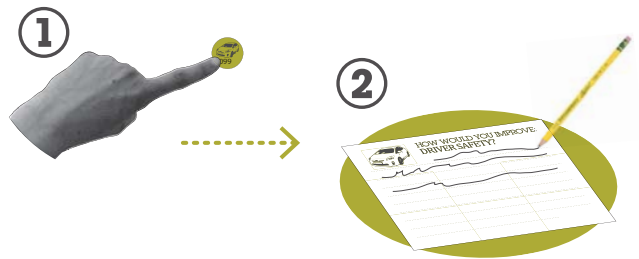


II COLLABORATIVE MAPPING

Open House participants were asked to identify problem areas or opportunity sites in response to four different questions by placing a numbered sticker on the study area map. Then they were asked to explain their insights or ideas for these locations on a separate card with the matching number. The 4 questions were:

- › **How would you improve transit options?** for issues and ideas related to public transit usage in the study area.
- › **How would you improve driver safety?** for issues and ideas related to driving and parking in the study area.
- › **How would you improve cyclist safety?** for issues and ideas surrounding cycling in the study area.
- › **How would you improve walkability?** for issues and ideas surrounding pedestrian activity in the study area.

The following maps show the locations of these stickers, and the charts provide the corresponding comments.



HOW WOULD YOU IMPROVE TRANSIT OPTIONS?

#	COMMENT
101	A circulator that connects parking with venues and public gathering places.
103	Bus stop at 55 Prince Street. RTS bus parking on Prince Street for School of the Arts students blocks parking lot entrance and exit from Crescent.
104	The East Main corridor b/w University and Goodman could be a bus rapid transit corridor with dedicated lanes. A good example is the 'healthline' in Cleveland at Euclid Avenue. This segment could optimize several routes and also offer a shared bike lane, as bikes and buses can share a lane better than cars.
105	Build light rail service the full length of Main Street/ Chili Ave (with line of the city to Winton Rd.) Increase the number of buses on Main Street.
106	Provide a pay 'airport shuttle' type shuttle to take people from N. Goodman plaza to the farmers market and back on Saturdays due to lack of parking around the market.
107	Maybe put the covered bus stops Downtown here now that we have the transit center? Or do cool bus stops like in NOTA. Also more frequent service.
108	I use the Prince and Main street bus stop and would like to keep it. None of the stops have shoveled entrances to go from sidewalk to bus - very inaccessible and unsafe during the winter.
109	Significantly increase bus frequency. Get serious about studying and planning for a modern streetcar. Plan any near term changes to curbs, sidewalks, and pavement to be compatible with implementing a streetcar later on. Do not push buses into pull-outs.
110	Critical! The perception of 'no place to park' in a city with a huge over supply of parking garages is ludicrous! Create a shuttle transit system which transports people on demand from parking garages to destinations of interest!
111	I think much more creative and valuable incentives will be needed to get people out of their cars in Rochester. Convenience is a factor, but I believe our regional transit system is fairly convenient now- but we don't have traffic and parking woes that inspire (along with convenience and density) like in other cities. This is why I think creative incentives for transit use in Rochester.
324	High frequency routes traveling East Main.

#	COMMENT
325	Lots of bus seats. Every stop- esp. near public market. Fun shelters perhaps rickshaw or electric car service b/w public market to Main/Union/Goodman bus stops.
326	Ample parking to encourage park and ride for people interested in visiting the bus terminal.
327	Implement speed bumps throughout Scio Street roadway.
330	If inner loop isn't filled an entrance ramp on the loop south bound at East Main would provide better and needed access to 490 E. Only other options are University, Culver, Winton or wait at traffic lights along current loop.
356	Enhance bus service on Tues., Thursday, Saturday, and Sunday for market access/frequency. Besides Main and Goodman, or Union and Trinidad, maybe add a bus or shuttle stop on Pennsylvania Ave (could pick up passengers at middle school or east end garage).
357	Provide pedestrian safe passageways for transit riders. Provide shuttle to market on weekends to reduce amount of cars.
358	Make crossing the street at Alexander and Main safer. Bus stops on both sides.
359	WOIS students get dropped off across the inner loop on University near their school.
360	Take away this bus stop and move to 103 for SOTA students.
361	Better options for SOTA students en route to and from school.
362	Limit alternate side parking Mon 7p- Fri 6pm and Fri 7pm-Mon 6pm.
363	I'd love to have a RTS stop right in front of Village Gate that connects with local colleges.
366	Run a Main Street 'orange' line bus rapid transit, starting between Genesee Street and Goodman and later extending to West Ave and Winton Road. Use and distribute morning and afternoon 'train outs' to the transit center and 1300 Main Street buses to boost service and reduce headways.
367	Aesthetically pleasing bus stop structures to protect the people and define location.
368	Improve shelter at Alex/Main. Move the shelter from in front of convention center- it's not being used!
389	Bus more timely and shelter for comfort.

*Figure 1. Collaborative Map, How would you improve Transit Options?
Source: Open House Exercise March 10, 2015*



How Would You Improve:

TRANSIT OPTIONS?



 Study Area Boundary

II COLLABORATIVE MAPPING CONT'D

HOW WOULD YOU IMPROVE DRIVER SAFETY?

#	COMMENT
15	Intersection of College Ave and Prince Street is a busy intersection with arts activities etc. and RTS buses for School of the Arts. Visibility is hampered by snow and there is a large amount of traffic- the stop sign on College is not always obeyed.
16	Eliminate the uphill at Railroad and East Main, the exit from the market.
17	Cops who are willing to do traffic stops and enforce sobriety.
18	Fix the potholes.
19	Parking on Prince Street. Cars illegally parked during Armory and Auditorium theater events. Traffic has and does turn into one lane grid lock.
20	Open the road in this area. Make the turn more gradual or wider. Add a median maybe to let cars coast onto the bridge and merge. Stopping at this light is horrifying.
21	Something w/ intersection of Main/Goodman! Fewer lanes on Main Street, more walkable, etc.
22	Return the traffic light on Scio and Ontario St.
23	Kenilworth and Alexander needs better signs- put 'cross traffic does not stop' on stop signs on Alexander. There is not enough parking for Armory and Auditorium events. Needs new solution. Either don't sell 6k tickets for the same time or create new shuttle system to parking garages. Cannot continue. Not enough parking in the PACK neighborhood during events (residents don't have many driveways). East Main and Goodman is so unsafe for everyone.
24	Reduce speeds, reduce lanes, road diet, reduce on street parking. Make Main Street a people friendly streetscape with drivers arriving at a destination rather than a thoroughfare traversing and bisecting the area.
25	Traffic Calming! Road diet, etc.
27	Light at Railroad Street.
44	East Main is too many lanes in this whole stretch. Left turn onto Railroad is tricky timing with people turning right onto Main from N. Goodman.
48	Insufficient parking for Armory events, causes significant disruption for residents on a regular basis.
49	Less lanes, medians/trees to slow traffic, street design to slow traffic.
50	This is a tough area. Two lights very close together, a lot of accidents.
61	Cycle of light at East/Main needs improvement at times of peak traffic.
62	Can't see oncoming traffic (eastbound Main) when on Circle Drive.
63	Stop light Main and Alexander too short to cross safely.
64	A right turn into the Public Market.
65	Need speed bump- speed trailer to slow cars down.
66	Plowing for the PACK area is subpar at best- many cars need street parking due to lack of driveways. Create resident only parking area on or near the Prince Street homes with no driveways or minimal parking to minimize need for street parking.

#	COMMENT
177	Need a speed bump on Garson between North Goodman and 4th Street because the drivers ignore the stop sign and they speed through it.
351	Enforce the speed limit and fix potholes. People drive 40-55 mph down main- it is crazy.
352	East Main is very overbuilt. Eliminate a lane or more, perhaps to make space for protected bike lanes which would further calm traffic. Build next to the sidewalk. Add streetscaping (art, shrubs, trees, interesting things to see).
353	Narrow Main Street- the whole thing highway diet. Bike lanes, on street parking.
354	My concern is the corner of Railroad and Main (needs some type of safety light or guard).
355	Better street lighting at corner of College and Prince St.
357	Traffic calming features, fewer lanes, fix that North Goodman/East Main intersection.
358	Drivers do not know this is a dead end. Armory event traffic is directed to turn on Prince Street right and left instead of Main Street. Cars will drive the wrong way on Erion Crescent.
359	Saturday night 11:45pm after a show lets out cars were backed up in the northern direction. They weren't moving. At about midnight I saw one frustrated driver race up in the southbound lane. Cars were beeping and many of the private lots had been used illegally.
360	Coming out of the public market is very dangerous and difficult.
361	A serious road diet on East Main would help slow traffic down, improve safety, and make things safer for motorists, pedestrians and bicyclists.
362	Make Railroad Street from Main to union bldg one way (at 4th Street). Eliminate that bottle neck.
363	Better snow removal on residential streets, Repaint lines, fix broken pedestrian/traffic lights.

Figure 2. Collaborative Map, How would you improve Driver Safety?
Source: Open House Exercise March 10, 2015



How Would You Improve:
DRIVER SAFETY?



Study Area Boundary

II COLLABORATIVE MAPPING CONT'D

HOW WOULD YOU IMPROVE CYCLIST SAFETY?

#	COMMENT
201	I would like to see on the main routes, wide bike routes for safety.
203	Terrible! Most of this road is unbikeable and I say this as an experienced urban cyclist. Take out a lane or two, install bike lanes or a cycle track, put in traffic calming features, and do something about the hot mess that is N. Goodman/East Main.
204	Build a pedestrian, wheelchair, and bicycle bridge over the railroad to connect Palmer and Anderson and safety for all non-car traffic.
205	Currently East Main and Union Street remain treacherous for cyclists. Installing cycle tracks, physically separated from the auto traffic, is imperative.
206	From a year round full time bicycle commuter: create a separated bidirectional bicycle thoroughfare from Main and Winton to the Genesee River and beyond. This works extremely well in Montreal, Ottawa, Boston, Minneapolis, San Francisco, and many other cities- it will work here!
207	The cycle paths must remain open all week. Currently they are closed when the market is not open. The pedestrian path must remain plowed it is equally as important as roadway plowing.
208	We need a significant increase in quantity of quality bike racks. Especially at the public market. Check out Cora brand.
209	Scio is a lovely street for cycling that is much safer than Union. Let's at least put painted bike lanes here. Particularly as Scio connects to the pedestrian path parallel to the tracks.
210	Bike bridge with an easier slope.
211	Protected bike lanes.
212	Bike lanes and bike racks on Railroad Street for more accessibility.
243	Cycling from East Main across Inner Loop and Scio can be hazardous and just not welcoming. East Main is a large street to cross.
244	Allow people to ride their bikes on the sidewalk. No one is walking on it. Or have one side for bikes
247	Rochester Greenovation (1199 East Main) would be interested in installing bike racks outside venue. Bike lanes and clean streets would be appreciated.
248	Champeney to Prince to Meigs to Averill could be a great bicycle boulevard route to the South Wedge and Genesee River trail.
249	Cycling (multi use) trail and bridge from Champeney and the Armory to the lot NW of Rohrbach's toward the Public Market.

#	COMMENT
250	Need an alternative to the channel of death in this underpass.
251	Fix potholes, protected bike lane.
252	Curb extensions are dangerous for bikes forcing them out in heavy traffic.
253	Narrow the road to a single lane easy way. Add dedicated parking with bumpouts and bicycle lanes.
254	Narrow Main Street to fewer lanes, 1 easy way if possible with some localized turn lanes, on street parking with bumpouts and bicycle lanes.
255	Build a pedestrian/bike bridge to connect Goodmans. Open this bend on Circle Street or make way for bike lane to avoid dangerous car/ped area.
280	Main and Inner Loop is impossible to bike through. With the redevelopment of the Inner Loop this should be addressed.
281	Cycle track, protected bike lanes, whatever you want to call it- meaningful bike infrastructure running the length of East Main.
282	Bike racks would make coming to Unity Church of Greater Rochester convenient (55 Prince Street).
283	Build high profile, artistic ped/bike bridge over rail yard, connecting Goodman Street where it's now broken/detoured.
284	Create a bike boulevard to connect the arts and market districts. Union Street is a bad connection to the market, not enjoyable to ride on. Possible route of Prince Street to Champeney to Union.
285	Protected bike lanes!
286	Bike boulevard from Champeney along Prince and continuing via east to Meigs.
287	Bike boulevard starting at the Public Market, following Garson into Beechwood.
288	A protected bicycle trail down East Main would be very useful. Most side streets in the area run across Rochester's radial routes, and the radials tend to be large. Putting a protected bike lane on Main would help with connectivity.
289	Fix pot holes, add bike lanes or shareway.
290	Bike racks at popular locations.
291	Special bike lanes ease of getting to Railroad Street.

Figure 3. Collaborative Map, How would you improve Cyclist Safety?
Source: Open House Exercise March 10, 2015



How Would You Improve:

CYCLIST SAFETY?



 Study Area Boundary

II COLLABORATIVE MAPPING CONT'D

HOW WOULD YOU IMPROVE WALKABILITY?

#	COMMENT
99	Prince Street should not have parking on both sides.
101	Park public green.
124	One would clearly be a street, horse, bicycle police presence to reassure walkers.
125	East Main Armory area, consider reducing traffic, benches lots of green, flowers.
126	Gibbs to the Inner Loop is a very cool urban area. All the colorful storefronts are very inviting to walk by. To make this area more attractive, some of these parking lots should be filled in.
127	Get peoples cars that don't live around there, and come sit around Lewis Street all day long every day.
128	Better sidewalks, better lighting.
129	Traffic control, better sidewalks, better lighting, wider streets.
130	No parking on either side of Ontario Street- three or four more car lengths.
131	This intersection is not walker friendly. About 4 sets of lights which does not allow pedestrian safe access from one side to the other.
132	Green space or community garden or audit parking for theaters.
133	Add streetlights, repurpose old houses, increase number of accessible storefronts, cleaner sidewalks, more greenery, improved security.
134	Shovel sidewalks. Ticket people who plow onto sidewalk.
135	Hayward Ave west of Goodman note that the road surface has built up to the point where no curbs exist... also concrete between road and sidewalk a problem in front of my property, 268 Hayward- also ancient lighting and poor quality sidewalks.
136	Pedestrian mixed use trail and bridge from Champeney and the Armory, over the railway, to the lot on the NE side of Rohrbach's.
137	East Main in this section needs a serious road diet, curb bumpouts, on street parking, protected bike lanes, everything in the complete streets playbook. Also trees, more attractive bridge, less parking lots visible.
138	More greenery. More cohesion. Improvement of frontage to streets.
139	Crossing East Main Street is dangerous because it is so wide and cars go so fast. Walking along East Main is very dangerous due to cars pulling in and out of businesses or the Inner Loop. Pedestrians not visible. Pedestrians are going to die during after Armory events. Very poor traffic control.
140	The neighborhood walkability is generally pleasant. However winter build up of snow on Main Street between bc and Scio was treacherous. Don't walk in other parts of Main. The School of the Arts and Memorial Art Gallery sidewalks were great.
141	Design improvements- road diet, bicycle lanes, raised crosswalks, counting signals, traffic calming devices. Humanizing elements- street trees, benches, gathering places, pocket parks making the corridor a pleasant destination and gateway as opposed to just a throughway for vehicles.
142	Speed bumps, slow down traffic by 4th Street park. Pennsylvania Ave used as a cut through.

#	COMMENT
143	Change the sidewalk lowering back to getting the plows out after 2 inches of snowfall. Conduct a massive education campaign to inform property owners at the need to shovel. Actively enforce the code.
144	Clear sidewalks of snow completely.
145	Cross walks, trees and plants, a lot more pretty lighting, alternative turf (brick) (pave).
146	Walking from the neighborhoods near Village Gate up and over the railroad bridge (East Main over the tracks) is a very intimidating pedestrian journey. Could be helped by making East Main narrower (road diet) with bike lanes, pedestrian islands, enhanced ped walks, etc.
147	Make the streetscape inviting, make me want to walk slow and take in the view! Lots of green, beautiful architecture!
148	Footbridge to Public Market.
149	Block off streets for pedestrians; use alleys for cars.
150	Very difficult to walk from Circle Street over Main to Railroad Street.
151	Improve access from Main and Goodman or Union and Trinidad for bus patrons. Plow please.
152	More visibility and lower curbs where crosswalks are around the Armory from Birch/Prince.
153	Access to Hungerford area is complex and could use a more direct access from Village Gate area.
154	East Main from Goodman more green space and to Culver gardens in the vacant lots trees in the center. Arch to introduce the neighborhood. A center green space with trees to invite walkability and bike lanes.
155	Indicators for crosswalks so drivers can be aware if people are trying to cross- also, more crosswalks.
156	Storefronts built into the sidewalk.
157	Use full range of traffic calming measures on Main from Inner Loop to Culver.
158	Pedestrian level lighting and streetscaping all of East Main and Goodman.
159	Bike racks in our church parking lots would make biking to our church convenient as well as walking.
160	Connect North Goodman to South Goodman with a pedestrian bridge.
161	Reduce the car/ped conflict with lead signal for peds.
162	Make crossing easier on all of East Main between North Union and Birch, fewer lanes.
163	Sidewalk snow removal is needed for winter market goers.
164	Sidewalks, trees, and friendlier walkways for pedestrians that connect East Main and Market. Pedestrian bridge over railroad tracks. Reduce traffic lanes and improve street design to slow traffic.
165	A safe path for students to cross Main Street and Inner Loop for WOIS school and SOTA students.
166	This is a dangerous road and unattractive bridge from Main Street to our downtown. A sweet walking bridge would be nice.
167	Build a pedestrian, wheelchair, bicycle bridge over the railroad to connect Beechwood with NOTA at Palmer to Anderson.
168	Obsolete parking permitted from back when Otis was open.
169	Two hour no parking restrictions are unenforceable.

Figure 4. Collaborative Map, How would you improve Walkability?
Source: Open House Exercise March 10, 2015



#	COMMENT
170	Left hand turns should be prohibited.
171	East Main from Inner Loop to Goodman has too many curb cuts, parking lots, and auto oriented businesses. Too many traffic lanes. Uninviting even to drive let alone walk.
172	Pedestrian and cyclist bridge from Goodman across railroad tracks.
173	Improve width and condition of sidewalks on Alexander St.
174	Pedestrian foot bridge and bicycle from Armory crossing railroad to Public Market.
175	How about a pedestrian bridge over to a Railroad Street from the Hungerford to railroad?
176	Pedestrians are all over the place especially in the summer. Stretch of East Main and Palmer to East Main to Culver. Can anything be done to encourage safer walkability?
177	A more pedestrian friendly way to 'cross the loop' - perhaps a larger park area there in the middle.

How Would You Improve:
WALKABILITY?



 Study Area Boundary

III THUMBS UP? OR THUMBS DOWN?

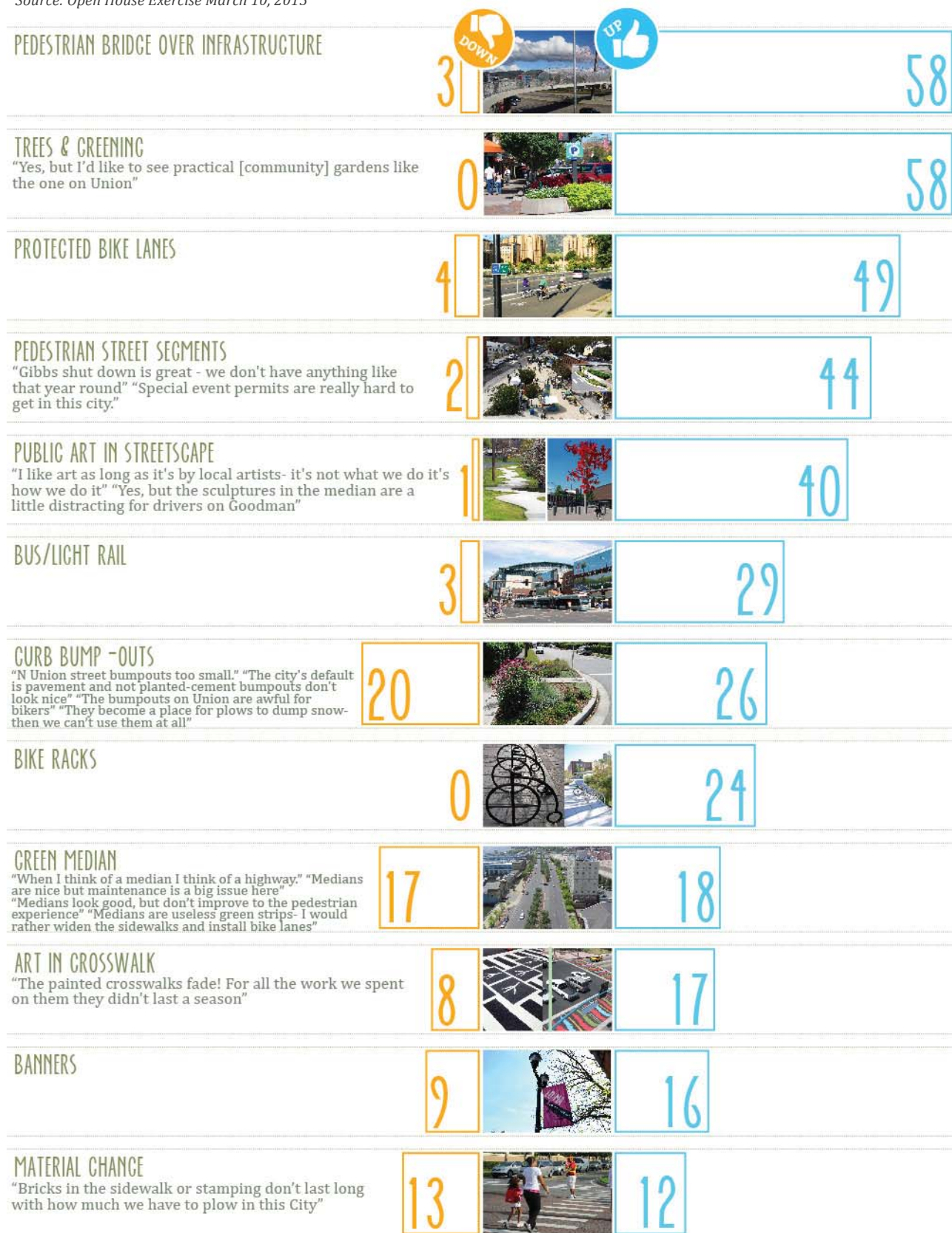
Open House participants received four thumbs up stickers and two thumbs down stickers. Participants used the stickers to prioritize potential improvements to East Main Street. The top three categories for thumbs up stickers included: pedestrian bridge over infrastructure (in this case over the rail), trees & greening, and protected bike lanes. The top three categories for thumbs down stickers included: curb bump outs, a green median, and material changes in crosswalks.

When asked why these categories received a thumbs down, participants cited maintenance and upkeep as major concerns. For instance, the curb bumpouts recently installed on North Union Street provide a good test case for similar installations on East Main Street, and several participants are unhappy with how the bumpouts have become “snow storage” for plows, making them impassible by pedestrians in the winter. Others liked the idea of painted or brick crosswalks but have experienced them fading too quickly or bricks coming loose quickly due to the heavy plowing needs in the area. More of these comments can be seen in Figure 5.



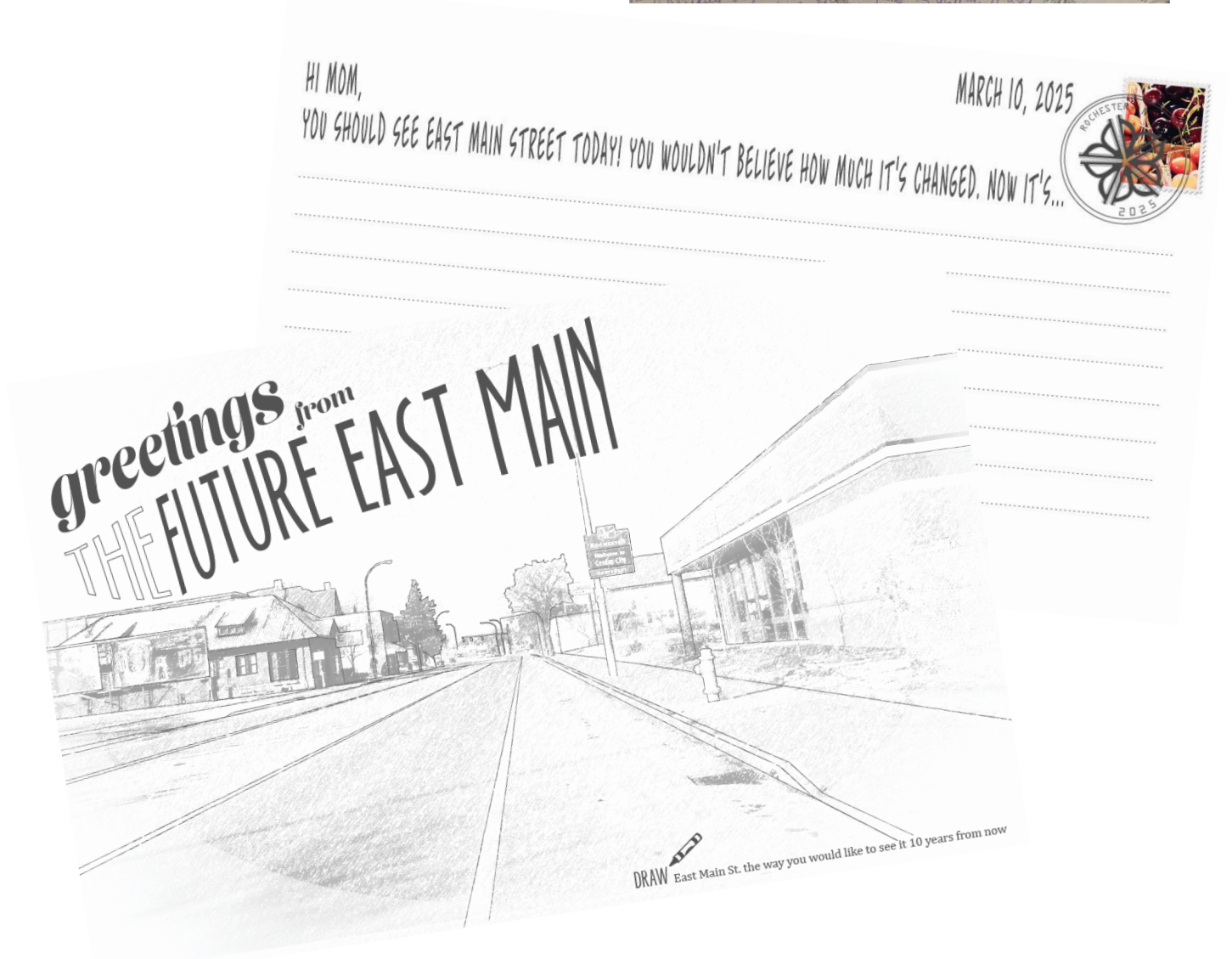
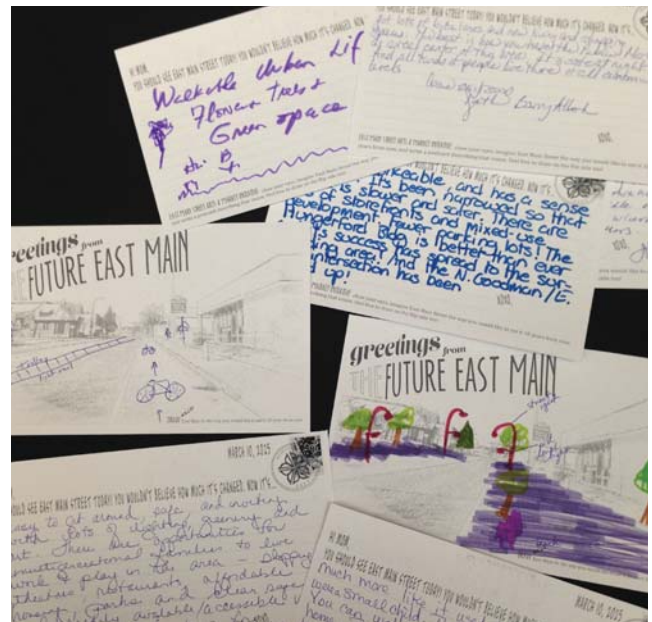
Open House attendees participate in the thumbs up/ thumbs down exercise. Source: Interface Studio

Figure 5. Open House Results: Thumbs Up/Thumbs Down
Source: Open House Exercise March 10, 2015



IV POSTCARD FROM THE FUTURE

Postcards from the Future prompted participants to close their eyes, and imagine East Main Street the way they would like to see it 10 years from now, and then write a postcard describing that vision. People also had the option of drawing their vision on the front side of the card.



HI MOM,

YOU SHOULD SEE EAST MAIN STREET TODAY! YOU WOULD NOT BELIEVE HOW MUCH IT HAS CHANGED. NOW...

... it is attractive for walking, biking, etc., and has a state-of-the-art light rail system that extends the full length of Main Street and beyond!

... it is safe and inviting. A place that connects pedestrians to multiple destinations – not just cars. The abandoned houses and brown lots are all gone. They have been replaced with new development and inviting public space. Come enjoy the transformed East Main Street.

... the empty storefronts have been filled with small businesses and no chain stores/retail.

... a little bit safer for everyone, without being super gentrified. Many of the long-term residents are still here and it is racially diverse and affordable to live here. The market area is thriving with lots of small and local businesses. Art and gardening by local residents are encouraged – they are not bringing in high-priced outsiders to decorate our neighborhoods. Preserved unique character! Communities run vegetable gardens, decent jobs, less cars, no pricey condominiums! They make it really easy for residents to adopt and rehab abandoned houses.

... it is the Dream Tank headquarters and it is everything we dreamed it would be. The building is beautiful, the restaurant is fabulous and the work they are doing is incredible. Hope you can visit soon.

... it is full of people, the Public Market is open at least 5 days a week, much more green space/trees/containers for flowers, and more pedestrian friendly.

... it is walkable, diverse, and sustainable centered around healthy food, proximity to downtown, and fun places for events. Finally a streetcar line and protected bike lanes along East Main Street. Much less cars!

... it is much more like it used to be when you were a small child. There is a neighborhood library. You can walk everywhere and catch a bus home. There are mature trees and flower baskets hanging from light poles. There are benches to sit on and metal trash cans within easy reach. You can attend theater and music events, go to the art gallery, eat in a lovely restaurant, go to the Public Market, and get fresh fruits, vegetables, etc.

... it is easy to get around, safe, and filled with lots of lighting, greenery, and art. There are opportunities for multi-generational families to live, work and play in

the area – shopping, theaters, restaurants, affordable housing, parks and clean space, and readily available/accessible mass transit, parking for residents and workers, events at big venues are monitored/policed to ensure public safety.

... it has got lots of bike lanes and new living and shopping spaces. The best is how you have the Public Market as a real center of this area. It is safe at night and all kinds of people live here at all economic levels. Come visit soon.

... it has a walkable urban life – flowers, trees, and green space.

... it is walkable, bike able, and has a sense of place! It has been narrowed so that traffic is slower and safer. There are lots of storefronts and mixed-use development. Fewer parking lots! The Hungerford Building is better than ever and its success has spread to the surrounding area! The North Goodman and East Main Street intersection has been cleaned up!

... it has got lots of pedestrians strolling and window shopping and a lot of bicycles. Also, it has created new co-op housing developments. For example, there is one called Flower City Cohousing Community that has a mix of apartments, duplexes, and town houses. It is green, has a pond in the middle, farmer's stand, and a common house where everyone in the neighborhood gathers.

... it is bike and pedestrian friendly with gardens and thriving businesses and fewer speeding cars.

... it is no longer a high speed through street. It has lots of greenery. There are industrial buildings converted into environmentally responsible housing, arts and retail spaces. It is a walkable neighborhood where you can get everything you need for daily living – and not just food on market days, although the market continues to thrive with more emphasis on supporting small farmers and sustainable agriculture. There are communities of people living together and committed to civic activity. It is a real center for the arts too.

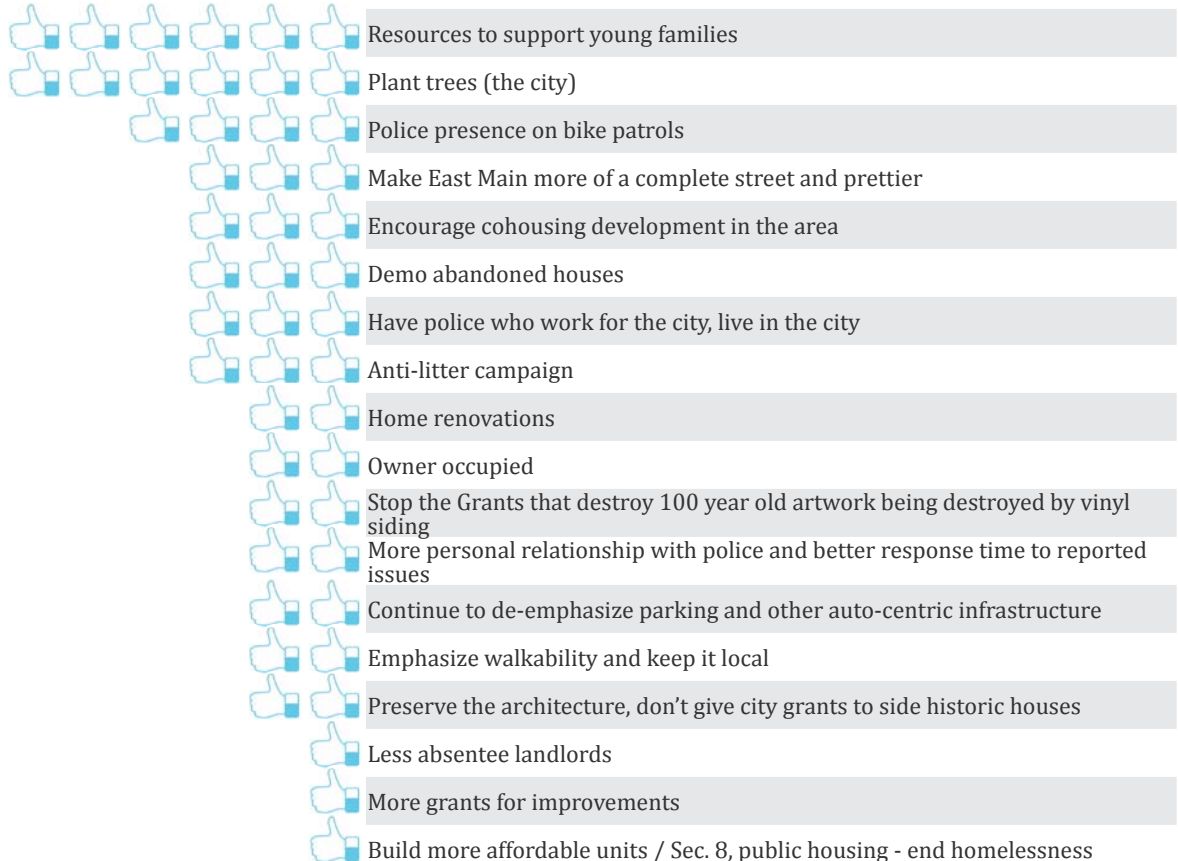
... there are lots of green spaces, trees and plantings. There are pocket parks, bike paths, benches to sit on, and good lighting. There are restaurants where you can eat outside in the warmer weather. Children are moving back into the area and there are some playgrounds going in. You would think it was a new city.

V BRAINSTORMING BOARDS














The posters created for this exercise posed four questions to participants. Participants wrote their responses on the posters, and if they liked someone else's response they could draw a check next to it. These checks are indicated with a like symbol in the following charts.



HOW WOULD YOU CONTINUE TO IMPROVE THE RESIDENTIAL NEIGHBORHOODS IN THE EAST MAIN ARTS & MARKET AREA?



HOW WOULD YOU CONTINUE TO IMPROVE THE RESIDENTIAL NEIGHBORHOODS IN THE EAST MAIN ARTS & MARKET AREA?

-  Continue to capitalize on what makes our city and individual neighborhoods unique
-  Improve property quality
-  Maintain properties
-  Provide better residential parking options for multi-family homes and better parking for events in area to decrease disruption for residents
-  Pocket parks that are maintained
-  Grants for home beautification and repairs. Hold landlords responsible for nice upkeep, work with absentee landlords
-  Build now
-  Pick up dog poop
-  Consult residents and business owners before placing public garbage bins on streets (maintenance issues)
-  Don't build new houses, make fixing the old/current ones more affordable
-  New street lamps
-  Add a tree-lawn between curb and sidewalk
-  Wider sidewalks with quality landscaping
- Find ways to nurture the area north of Railroad Street, while keeping it working class and affordable, AVOID mass displacement of residents. It can be healthier and safer for everyone, but doesn't need to be Park Ave. Encourage SMALL LOCAL business
- Better sidewalks. Get someone into the Charlie Brown's restaurant building
- Community Land Trusts
- Green jobs, good jobs
- Allow more community gardens
- More housing assistance to keep people from our neighborhood in our neighborhood
- More affordable housing
- Create human - friendly (as opposed to vehicle-friendly) infrastructure which invites people to participate in and enjoy the streetscape and community
- Affordability
- Reconsider plan/rules that force multi-families to be converted to single families after vacancy. NOTA was vastly improved by doing the opposite back when that was allowed
- Expand FIS area to Central Park, more north on Union
- Incentives for new residents without spawning gentrification
- Diversity -> Good. Gentrification -> Not Good
- Improvement is necessary for progress
- No preserve old
- Keep out big businesses
- Sidewalks
- Curbs
- Restore those dilapidated old houses along East Main in Beechwood. Make something like the picture on this page
- Provide frequent, convenient transit and reduce reliance on driving and parking
- Jobs - co-ops related to food

HOW CAN THE INTERSECTION OF MAIN AND GOODMAN BECOME A GATEWAY TO THE EAST MAIN ARTS & MARKET AREA?



Protected bike lanes

A way to walk safely from one neighborhood to the other



Elevated pedestrian bridge to cross at Main and Goodman

Traffic calming on Main Street and narrow it



Bike friendly

Flower pots on the corners, banners, crosswalk art



Have green space on/in this area! Plants/trees/island

Fewer traffic lanes to reduce crosswalk distances



Green space and garden pots, arches

Bridge to Building top at Market



You could take out, like, four lanes here. Also, get more businesses here and work with the Hungerford and Greenovation to do something cool. Also bike lanes!



Cap and Build - Path both sides of bridge + pedestrians + bike paths + create sense of right scale + add building areas



Safer turning option for cars and bikes turning left into market



Green space - trees



A pedestrian-level crossing over tracks to unite two Goodmans



Trees - more of these for walkability

Reduce vehicle traffic lanes to ONE each direction, making Main Street an access feeder to the area and not a thoroughfare through. Use the recovered right-of-way to create a pedestrian mall/linear garden connecting Goodman, Alexander to Hungerford and beyond, and extend the wall along Railroad Street to the Public Market. Additionally, provide bidirectional SEPARATED bike lanes as part of an overall bike thoroughfare from Winton to the Genesee River and beyond



A gateway overhead - "Welcome to Beechwood" Banner



Reduce # of lanes / gateway entry perhaps overhead



Tie in a Public Market connector along RR tracks, perhaps bike/pedestrian only



Former brownfield turned into green space and made relevant to the market



Big banners



Build a wheelchair, bicycle and pedestrian bridge to cross over railroad and connect Palmer and Anderson



Buildings include artwork, trees, walkable path

Build a park or square at SW corner (refer to photo on poster)

Turn block just north of intersection into ethnic food/retail district - part of Market District (officially!)

Left turn option for bikes (dedicated, lane, bike box, left-turn box)

Traffic lights for cyclists which prioritize bikes first

Make it pedestrian safe - prioritize pedestrian/bike safety over car speed

Flags




















This is "The Bridge" to downtown from Main Street... it is terrible and dangerous! It does not help anyone. Getting from the "EMMA" or Winton Area and nice view!

Reconnect Goodman - include pedestrian/protected bicycle access

HOW WOULD YOU BEAUTIFY THE BRIDGE OVER THE RAIL?



HOW WOULD YOU BRAND THE EAST MAIN ARTS AND MARKET AREA?

-    I would market how it connects NOTA to the Public Market and capitalize on the presence of the Hungerford Building and Greenovation
-    Bring Public Market theme out to Main Street
-   Victorian ornamentation for all to see
-   Creative/people-oriented
-   Rochester's Broadway
-  A theme that represents gathering/mingling/openness - as it is not exclusive to just the neighborhood
-  Bring people here (business, park with mile loop for runners/walkers)
-  Healthy, sustainable, walkable
-  Cultural and ethnic diversity! Arts
-  Community arts spaces and studios for community members to create and share their work
-  Turn of the century look!
-  Light poles to match
- Art mecca
- Emphasize close-knit community here
- The creative, cultural, and artistic heart of the entire region
- The larger Monroe + Ontario Counties share the Market and passion for it
- Free gathering spaces and meetings etc.
- Neighborhood trolley to connect market/Hungerford/NOTA Park at Arlington and "wander" further than comfortable walking distance and provides more access to HC/Limited Mobility/Elderly. Rickshaw bikes too
- Keep up the art therapy
- Back to the Future
- The armory's parking lot
- Industrial revival (historical) "French" "Beech out"
- How about some changing art with a clear brand
- Market the market the "market"
- Value Area diversity: Puerto Rican, Italian, Jamaican, etc
- Designated public square + events areas - Winter friendly. Community ice rink
- The Market Neighborhood
- Emphasize the market as the central branding concept - one thing, and do it well
- Use LED lights
- Open more days (market)

VI MISCELLANEOUS COMMENTS

Comments Directly Provided at Public Meeting

- Expand the FIS up to Central Park to include the streets to the north of the Public Market
- Streetscape Scio the same as was done to Union (because people take Scio to the Public Market satellite parking lot)
- Improve the existing plaza at Main/Railroad/Goodman (landscape, flowers, seating)
- Pedestrians need more time to cross East Main at Alexander (especially with the new senior housing coming to the Eastman Dispensary development)
- Pedestrian indications or warnings are needed at crosswalks, especially those without a signal or stop sign. For example, the YMCA on East Main where pedestrians are crossing and there is a long distance between signals.
- Be sure to engage the local churches as part of the public outreach.
- I own a property on Alexander south of University and there is a lack of on-street parking for my tenants, especially during Armory events, theater events and church times.
- Provide satellite parking lots with shuttle service for the Public Market. One good opportunity site is the vacant lot at “Goodman Plaza” on the east side of North Goodman at Central Park.
- We are trying to start a new theater on East Main east of Goodman. The zoning allows a theater use but not an entertainment use – need to get a special license. Could zoning be simplified to streamline the process of starting a theater?
- School of the Arts students are crossing East Main at Erion Crescent because it’s the most direct route, crossing East Main mid-block. Could a crosswalk be added?
- Better walking connections are needed to/from the World of Inquiry school along East Main and across the intersecting streets, especially because there are no crossing guards.
- More parks, open space and recreational paths are needed so people can get out and incorporate exercise into their routine.
- There are damaged sidewalks and streetlights on Hayward (between Goodman and 4th). Also, there is very little curb reveal left due to repaving over the years, so curbs need to be replaced.
- Motorists need advanced warning signage as they approach the double left turn lanes onto Goodman so they can move right if they aren’t turning. As it is now it leads to a lot of last-minute merging/weaving as people realize they need to move out of the turn lanes.
- The “Dazzleville” (Beechwood Arts District) initiative by Dazzle Theater & School could be highlighted, i.e. adding streetscape improvements in the area along Goodman/Webster/Parselles
- Bike options are also needed off of East Main: bike boulevards on other nearby streets.
- What happened at Blackfriars Theater (reinventing a muffler shop as a theater) could be highlighted as the kind of creative re-use that is emblematic of the East Main Arts & Market District.
- Traffic needs to be streamlined/rationalized during large events.
- There are a lack of good driving connections to the highway system east of Rochester, especially with the Inner Loop East closure. Goodman and Culver get congested; University has a lot of signals.
- Speeding cut-through traffic is an issue on Pennsylvania Ave. Traffic calming is needed, especially with the presence of Fourth Street and Peck Street Park.
- Alexander Street needs paving.
- Street trees are needed everywhere.
- The Hungerford Building should be more connected to the East Main/Goodman intersection (right now the parking lot and lawn disconnect it). It’s a good place for a new public space.
- Traffic to/from Village Gate is an issue. Things can get pretty backed up.
- The curve on Circle Street is dangerous. Could it be straightened out at all?
- The slope on Circle Road is problematic – it can be hard for motorists to drive up it in the winter.
- Motorists speed up on eastbound East Main Street approaching the railroad bridge because of the hill, creating a dangerous condition for pedestrians at the Circle Road intersection.
- New curbs and lighting would go a long way towards revitalizing the neighborhood and improving its image, e.g. in the GP4H area. Small changes would give the area a fresh look.
- More food and restaurant options are needed on East Main itself – there aren’t too many options nearby except at Village Gate. The Greenovation and Hungerford spaces are an opportunity, as are the currently auto-oriented businesses at the western end of East Main.

Comments Directly Provided by Email to Erik or Mike

I feel that this begins by further doing away with the Inner Loop between Charlotte and Main Streets and reconnecting the two sections of Charlotte Street, University Ave, and the five side streets in between and making the Inner Loop north of Main Street into an at-grade boulevard. The triangular square between Main, Union, and University, known as Anderson Square would thus be expanded and have a statue of Col. Nathaniel Rochester that was built as a model in 1934 for the city's centennial, but stored away and never built, due to the Depression that was also going on then. On the west edge of the Main-University intersection should be an archway, similar to the one over the main entrance-exit of Lycoming Mall outside Williamsport, PA, only larger, and have a "Welcome to Center City" sign on it, just like the ones welcoming people into other entryways of the Center City. The intersection of Main and Railroad streets also need to be made into a roundabout and Main needs to have metered on-street parking from Culver into downtown and beyond. The length of Main from Culver to Bull's Head needs to have local businesses and be like the way Main Street in Buffalo has been up and coming north of their downtown. Village Gate, Public Market, Hungerford Building, Main Street Armory, and Auditorium Center do not have enough parking and this can be alleviated somewhat by a circulator shuttle, similar to the old EZ Rider shuttle, down Main, Clinton, Andrews and University from the RTS bus station and down Goodman, Fourth, Union and Railroad to serve all these venues, plus cross the railroad over the two sections by Hungerford at a crossing that would be restricted to such shuttle. There also need to be a straight line for going into Hungerford from southbound North Clinton across East Main in addition to the left and right turn lanes that currently exist there. If it does not violate landmark status guidelines, then, perhaps, the Armory could be painted red with pink trim and the Auditorium Center painted purple with lavender trim. R-GRTA also needs to have a commuter rail line on the CSX right-of-way from Churchville to Macedon with stops at all four of those places and also a branch light rail line on the former NYC Falls RR line from High Falls and the two stadiums to Brockport.

1. East Main Street made into a boulevard-- eases crossing and ties the SE quadrant to the NE quadrant more easily.
2. I'd like to see more mural projects. The side of the building facing Blackfriars, for example, is ripe for such a project-- it would greet people into the NOTA area and complement Blackfriars theater.
3. Dog park somewhere would be a good idea-- brings people out, interacting. It's a simple, low-cost initiative.
4. Streetscaping, streetscaping, streetscaping. Repaving, period lamp posts, etc are HUGE to neighborhoods. Our area is also frequently visited by suburbanites coming to Blackfriars and the AUD. This area should be an advertisement of what city living looks like, and there is no better way to do that than the crisp, clean look of good streetscaping.
5. A coffee house in the area would be huge. A Starbucks would be amazing (but that's not your decision, I know).

I believe I am writing to the right person. The one who will not pass the buck. The one whose job is not dependent on the results of the above "study". The one who looks for the truth, regardless of whether the study tells the client what he wants to hear.

I went to your open house. Parking bump outs? What will that do when 5,000 Armory patrons are on your street (Kenilworth Terrace). Concrete planters with 3 months of flowers and 9 months of cigarette butts. It won't impress this 30 year owner/occupant as a solution to anything. Walkability? I am afraid at every Armory concert to even leave my front porch!

The question that should have been asked is ..."what would make you feel better about East Main Street". One of the options to answer this needed to be..."Close the Main Street Armory". It would be the overwhelming choice of anyone who lived within a 1/2 mile radius of this cesspool. And it would not cost the taxpayers a thing! Any and all questions less direct than this isn't worth the money the city invested in the survey.

I hope I found the right person.

As a newcomer to Rochester from the provincial town of Lyons, NY, I see your idea of developing the EAST MAIN ARTS AND MARKET DISTRICT as wonderful! I am a visual artist, avid gardener, into pets and also fitness. There are many great enhancements to the newly formed district that could attract residents who share these interests.

Connecting downtown to East Main Arts: When we moved to Rochester we lived downtown into a H.H. Warner loft. There is an on going revitalization of the downtown district. The convention center is also there. Connecting a bike and pedestrian trail to the East Main Arts District would benefit both districts. Bike rentals, or horse drawn rides around the newly developed District from downtown could be lovely on a summer day!

1. Along all trails , small resting areas for bikers, runners and pet walkers that contain fragrant plantings, artwork and small water features. Giving pedestrians visible and viable paths for rest would invite elderly, parents with small children or disabled residents.
2. A larger park area with some cool spray water for children, living willow tunnels, playground and artwork that is interactive. The Millennium Park in Chicago could inspire many ideas for our new parks.
3. Botanical and historical aspects could be incorporated into all aspects of the park and trails. For example: The usage of herbs for Native Americans and early colonists could be presented. I remember hearing how Lamb's Ears were used for bandages by Native Americans; cool! Bruce Zarestsky created a wonderful landscape for us and is very creative. He would surely have some great ideas.
4. All pet lovers would love a leash free park for their dogs.
5. A safe skate board park.
6. Our favorite summer destination is the Public Market. The prices and variety of vegetables and plants attracts so many. Rochester artists have now become a component here as well. Making the entrance more accessible to walkers and bikers would be great. Resting areas and more rest rooms are needed at the market. Many parents with small children need an area to let their children walk about a bit while the other parent shops.
7. I visit the Strong Museum almost every week with my grandchildren. It is among the top 5 in the USA. There is also a park near the museum that seems hidden. This destination could be on the trail from downtown to the East Main Arts district.
8. Fredrick Law Holmes had great vision for weaving parks and recreation into neighborhoods. Perhaps you could put his book by your nightstand and conjure up some of his genius for Rochester. This a great city with so much culture! The music, arts and sciences makes this city stand out in the eastern region.

Good luck with your dreams and plans!

I am writing in regards to the East Main St project. As a parent of a 5th grade World of Inquiry student, as well as a 3 yr old future World of Inquiry student, we are committed to the school, and the surrounding neighborhood for at least the next 15 years. Additionally, we reside in the North Winton Village. I would like to see more green space, places for children to play. Athletic fields for WOIS and SOTA would bring communities out in support of these two excellent schools, helping to continue to build culture and community, while connecting schools and the community. I would also like to see safer walkways and bike lanes. With safer walkways, I would, for instance, feel comfortable allowing my future high schooler to walk from WOIS to the Memorial Art Gallery for an after school class. Or to walk to Hart's grocers or the Little Theater or Cobblestone School. However, this would all be contingent upon a safe passage along the East Main corridor. Thank you for hearing my concerns.

I am unable to attend the meeting on March 10, 2015, but I would like to take this opportunity to say that I hope the city takes in to consideration the beautiful houses in the PAC (Prince, Alexander, Champeny) neighbor and how owners struggle with house repairs, I would like to see some assistance. I am a landlord in the area, even with rental income it is increasing difficult to keep up your property with maintenance. Thank you

How about a shuttle that runs up and down Main Street to the public market? With the opening of the transit center, what used to take 8 min and cost \$1 takes 22 - 30 min and costs \$2. If only on Tuesdays and Thursdays when the market is open, it would encourage those who work downtown to go to the public market for shopping and lunch without having to clog the streets with more car traffic or pay for parking twice (as not all of us have unlimited use parking options).

NOTE: MULTIPLE E-MAILS RECEIVED FROM BURT BETCHART WITH THE FOLLOWING RECOMMENDATIONS:

- A potential design for a modern roundabout at Goodman/Webster/Garson.
- A potential design for modern roundabouts and other traffic calming improvements on East Main at Circle, Railroad and Goodman.
- A potential design for a wholesale redesign of the East Main/Goodman/Railroad intersection (including a large portion of the Hungerford Building's parking lot) to create a "town square" layout.

IV. PUBLIC OPEN HOUSE #2 INPUT SUMMARY: JUNE 2015

THE RESULTS ARE IN!

thank you

TO THE 50+ PEOPLE

WHO ATTENDED

OPEN HOUSE 2 AND



WEIGHED IN ON



ALTERNATIVE FUTURES

ONCE AGAIN, WE ASKED ABOUT YOUR RELATIONSHIP WITH THE STUDY AREA,
AND THIS IS WHAT YOU SAID...

Do you live/work/shop/play here?



Live



Work



Shop



Play

***Do you walk/bike/drive/ride the bus
along East Main Street?***



Walk



Bike



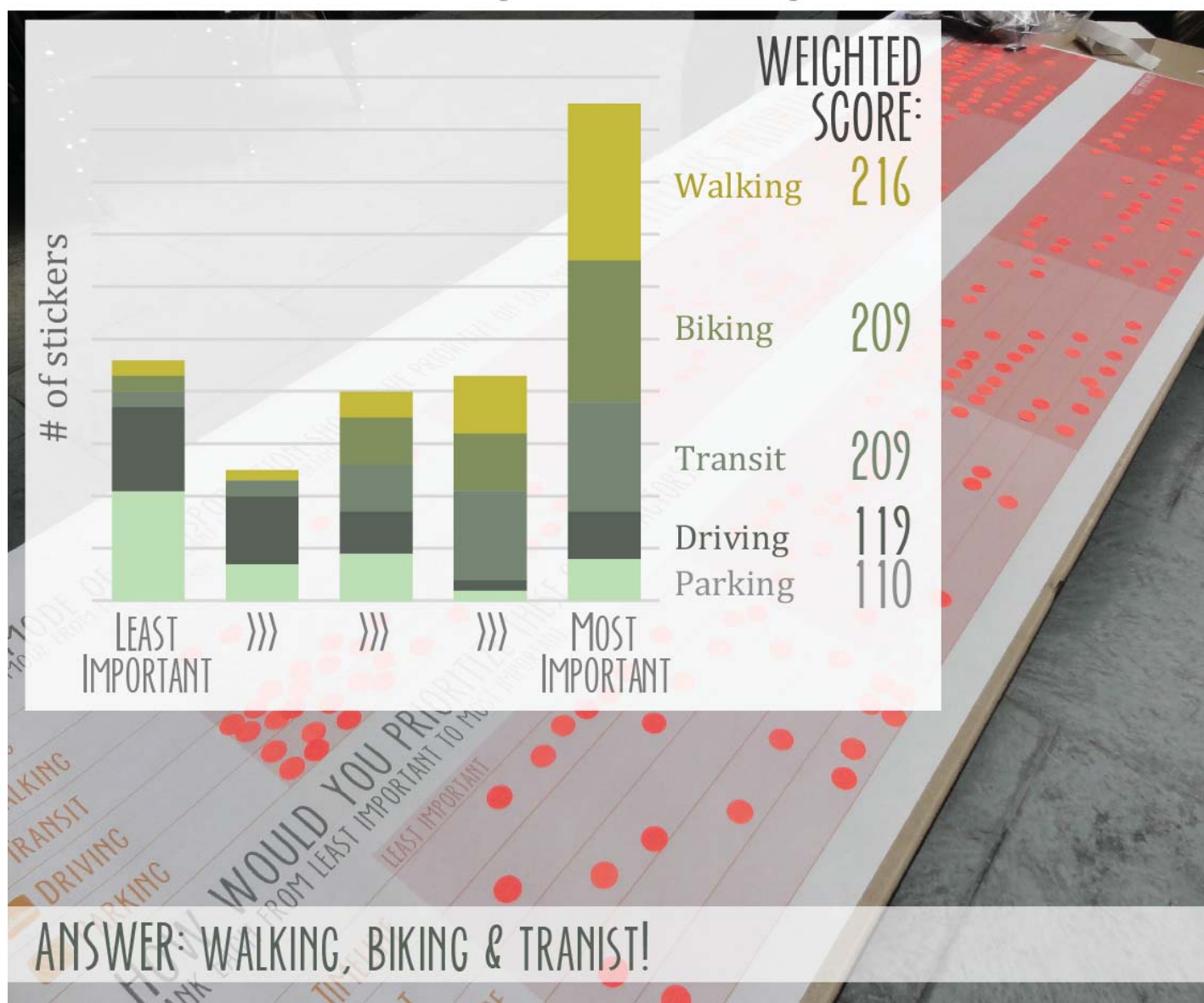
Drive



Ride
the Bus

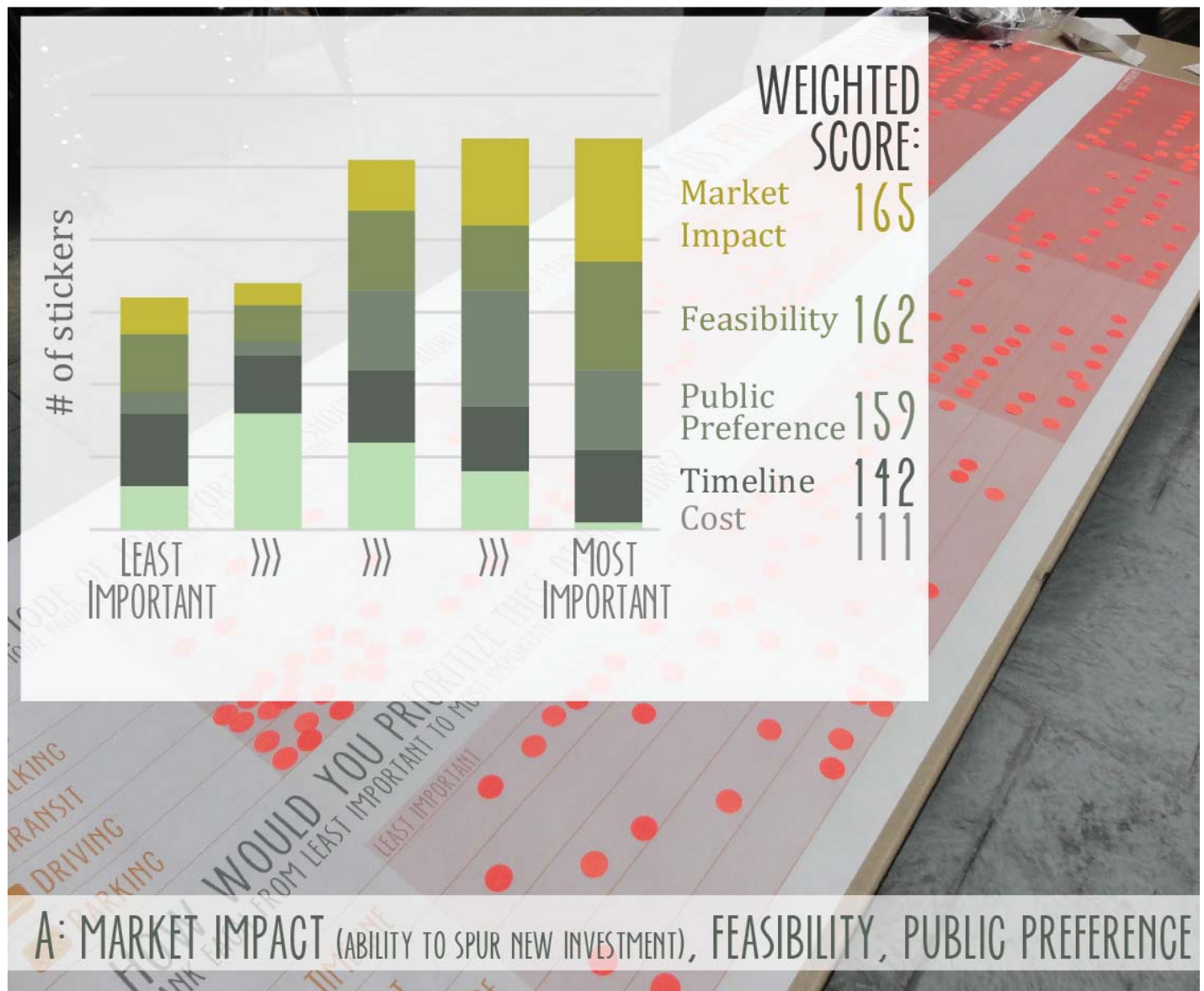
WE ASKED, "WHICH MODE OF TRANSPORTATION SHOULD WE PRIORITIZE ON EAST MAIN?"

Rank each mode from least important to most important

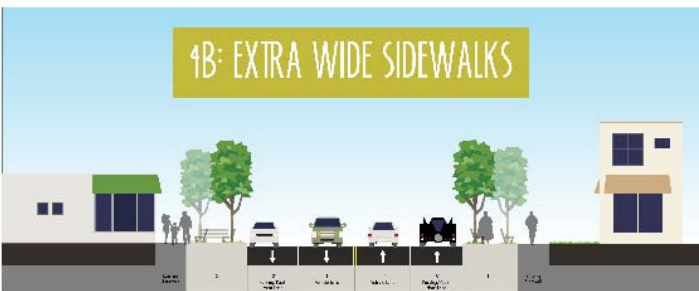
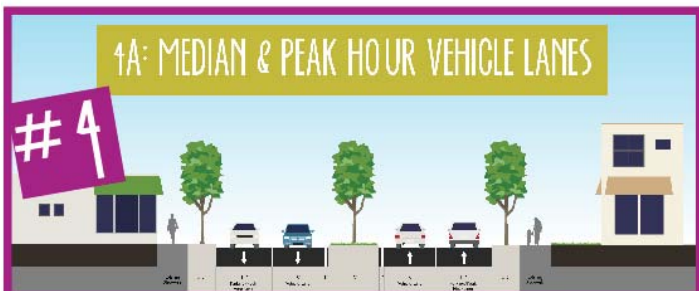
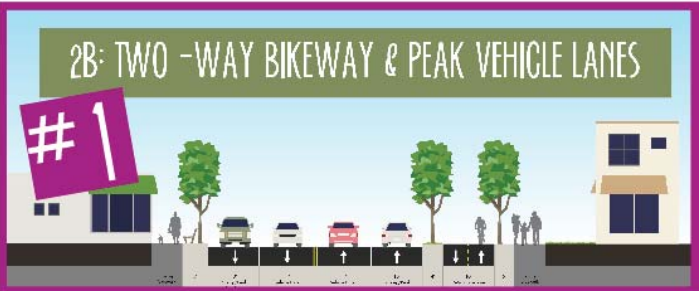


Q: HOW WOULD YOU PRIORITIZE THESE OTHER CRITERIA IN EVALUATING ALTERNATIVE IMPROVEMENTS TO EAST MAIN STREET?

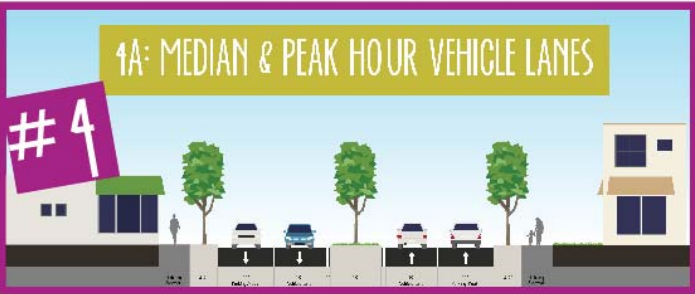
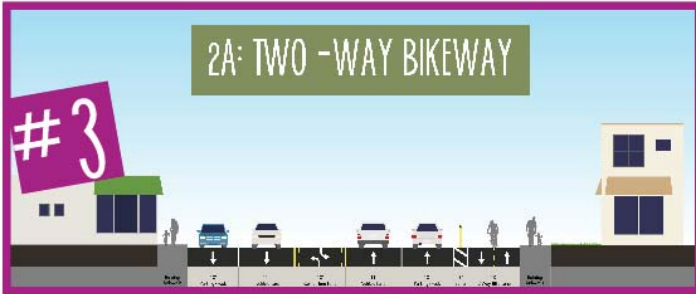
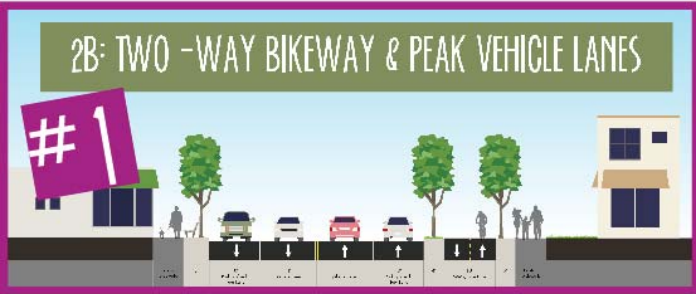
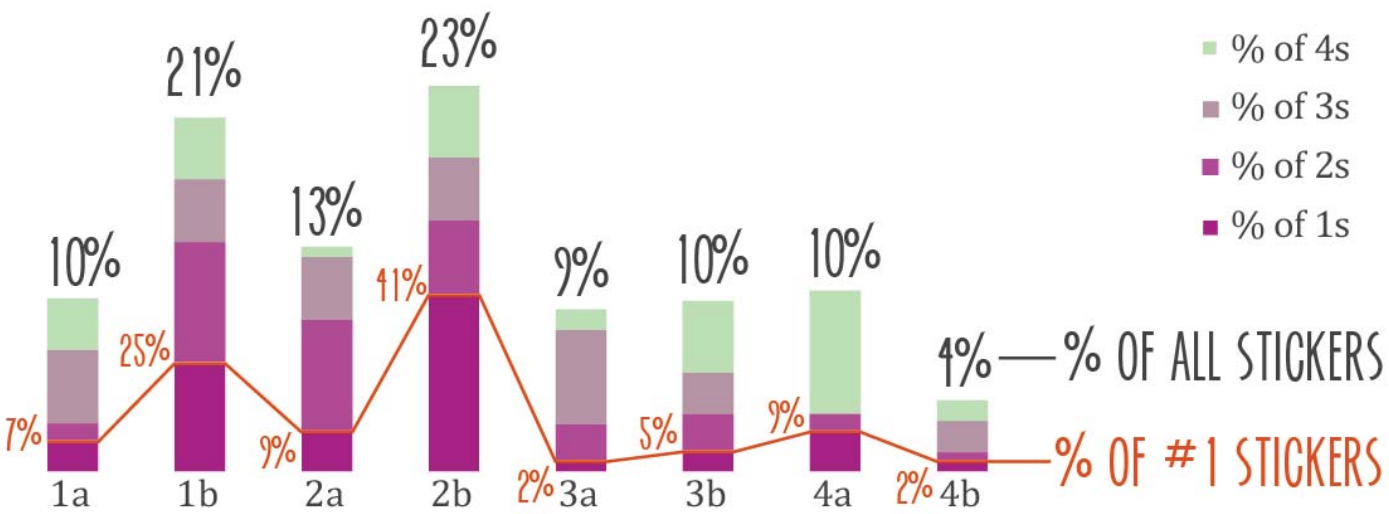
Rank each from least important to most important



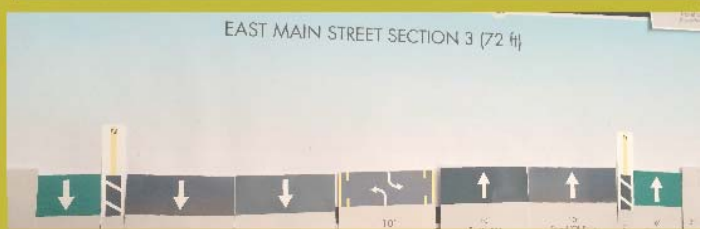
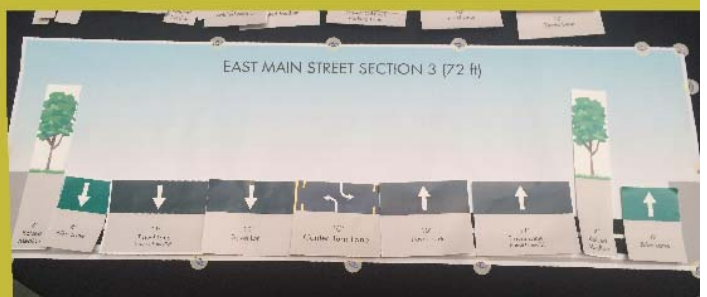
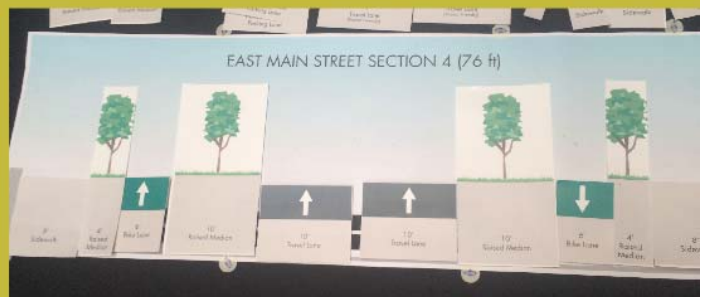
YOU VOTED FOR YOUR TOP 4 DESIGNS (OUT OF 8) FOR EAST MAIN STREET



YOU VOTED FOR YOUR TOP 4 DESIGNS (OUT OF 8) FOR EAST MAIN STREET

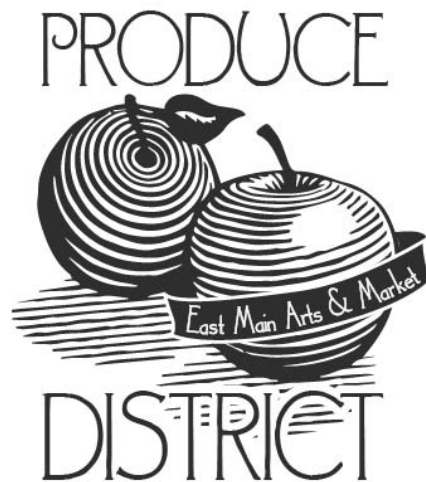


AND YOU ALSO CAME UP WITH **19** DESIGNS OF YOUR OWN!



YOUR IDEAS WILL HELP INFORM THE FINAL RECOMMENDATIONS...

YOU VOTED FOR YOUR
TOP 5 BRANDING CONCEPTS (NAMES & LOGOS TO BE FURTHER REFINED)



WHILE SOME OF YOU HAD OTHER THOUGHTS FOR BRANDING THE CORRIDOR:

NORTH UNION STREET WILL BE UNION BOULEVARD.
USE SOMETHING WITH UNION IN IT.

East MAIN Place

blending of existing brands (market, not, etc.) possible?

PRODUCE



EAST MAIN - Arts & Market

The ART [inside a heart] of Rochester

The  of Rochester

BRAND SHOULD BE CONSISTENT WITH CITY'S

Reference the train tracks:

Main Atracks - Arts & Market

YOU THEN RANKED POTENTIAL NEW PED/BIKE CONNECTIONS OVER THE RAIL:



WE ASKED YOU TO:

RANK THESE ALTERNATIVES

TO IMPROVE THE
GOODMAN/WEBSTER/GARSON INTERSECTION

on a scale of 1 to 3

FAVORITE! LEAST FAVORITE

***and the
results are***

OPTION 1: NORTH PLAZA



OPTION 2: SOUTH PLAZA



OPTION 2: SOUTH PLAZA



WE ASKED YOU TO:

RANK THESE ALTERNATIVES

TO IMPROVE THE
EAST MAIN/NORTH GOODMAN INTERSECTION
on a scale of 1 to 3
FAVORITE! LEAST FAVORITE

*and the
results are*

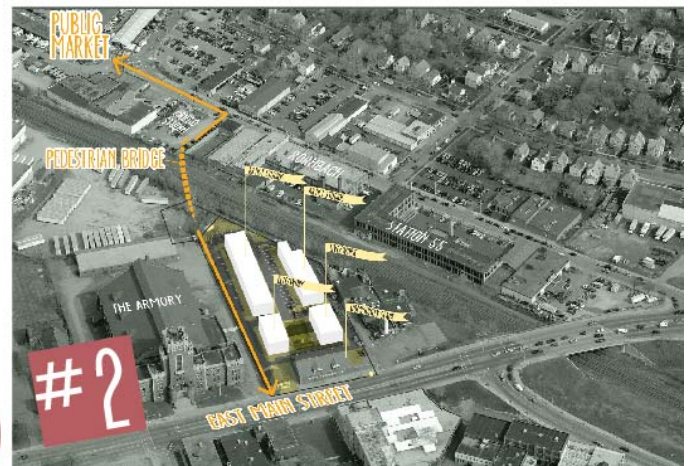


WE ASKED, "WHICH SITE IS BEST FOR CREATIVE PRODUCTION & LIVE WORK SPACE?"

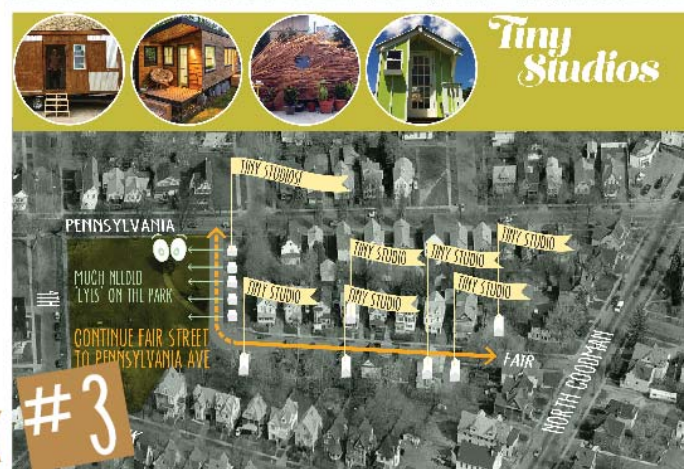
REHABS TO REPURPOSE STOREFRONTS & VACANT UPPER FLOORS ALONG NORTH GOODMAN



A LARGE SITE FOR MIXED USE ON EAST MAIN (OTIS LUMBER AS EXAMPLE)



INFILL IN THE NEIGHBORHOOD - THIS OPTION EXPLORES TINY STUDIOS ALONG FAIR STREET & THE PARK



THEN WE ASKED, "IF YOU HAD TO PICK ONE, WHICH WOULD YOU REDEVELOP AS A MIXED -USE "MAIN STREET?"

NORTH GOODMAN

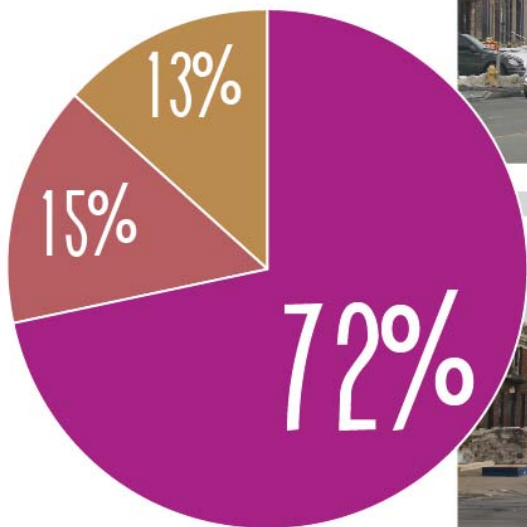


*and the majority of you
picked north goodman*

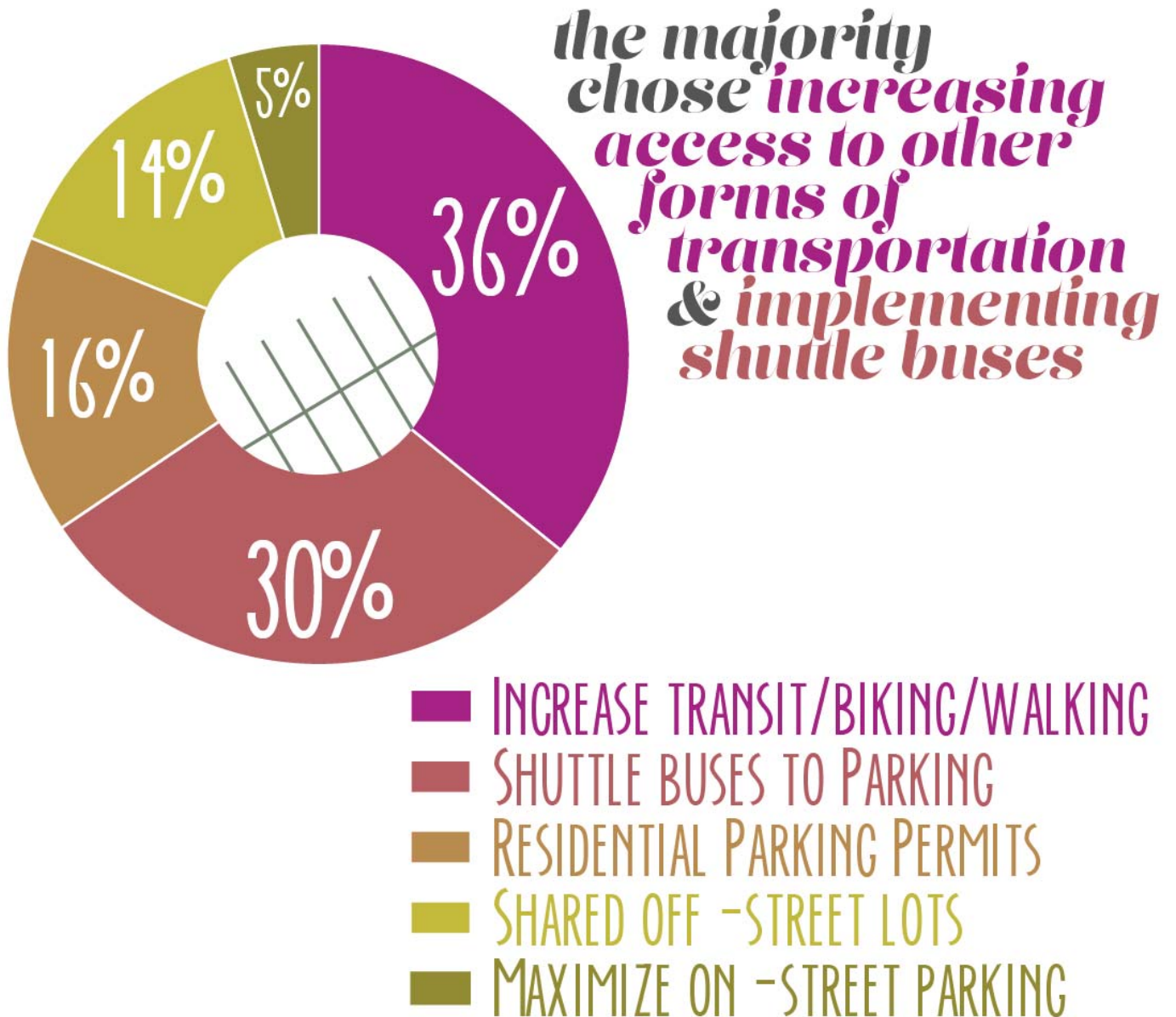
EAST MAIN NEAR THE INNER LOOP



EAST MAIN EAST OF THE RAIL



AND FINALLY, YOU VOTED ON HOW WE SHOULD
Choose one: IMPROVE PARKING & EVENT ACCESS?



Thanks! *for* JOINING US!



and stay tuned for next steps!

V. PAC ALTERNATIVE RANKINGS AND SCORING: JUNE 2015

RANK EACH ALTERNATIVE

TRANSPORTATION ALTERNATIVE 1: EAST MAIN STREET REDESIGN

1.1A 1WAY BIKES/PARKING	1	2	3	1	5	1.3A TRANSITWAY IN CENTER	1	2	1	5	comments:	
1.1B 1WAY BIKES/PEAK LANES	1	2	3	1	5	1.3B TRANSITWAY ON SIDE	1	2	3	1	5	
1.2A 2WAY BIKES/TURN LANE	1	2	3	1	5	1.4A GREEN MEDIAN	1	2	3	1	5	
1.2B 2WAY BIKES/PEAK LANES	1	2	3	1	5	1.4B WIDE SIDEWALKS	1	2	3	1	5	

TRANSPORTATION ALTERNATIVE 2: MAIN & GOODMAN INTERSECTION

2.1 SAFETY MAKEOVER	1	2	3	1	5	2.2 ROUNDABOUT GATEWAY	1	2	3	1	5	2.3 NEW TOWN SQUARE	1	2	3	1	5
comments:																	

TRANSPORTATION ALTERNATIVE 3: GOODMAN/WEBSTER/CARSON INTERSECTION

3.1 NORTH PLAZA	1	2	3	1	5	3.2 SOUTH PLAZA	1	2	3	1	5	3.3 ROUNDABOUT	1	2	3	1	5
comments:																	

TRANSPORTATION ALTERNATIVE 4: BRIDGING THE RAILROAD

4.1 GOODMAN	1	2	3	1	5	4.2 MARKET/ARMORY	1	2	3	1	5	4.3 PALMER/ANDERSON	1	2	3	1	5	4.4 BRIDGING NEIGHBORHOODS	1	2	3	1	5
comments:																							

TRANSPORTATION ALTERNATIVE 5: PARKING & EVENT ACCESS IMPROVEMENTS

5.1 SHARED OFF - STREET LOTS	1	2	3	1	5	5.2 SHUTTLE BUSES TO PARKING	1	2	3	1	5	5.3 INCREASE TRANSIT/BIKE/WALK	1	2	3	1	5	5.4 RESIDENTIAL PARKING PERMITS	1	2	3	1	5	5.5 MAXIMIZE ON - STREET PARKING	1	2	3	1	5
comments:																													

RANK EACH ALTERNATIVE

DEVELOPMENT ALTERNATIVE 6: LAND USE - WHERE TO FOCUS TO IMPROVE MIX?

6.1 EAST MAIN NEAR THE LOOP	1	2	3	4	5	comments:	
6.2 NORTH GOODMAN AS "MAIN STREET"	1	2	3	4	5		
6.3 EAST MAIN OVER THE RAIL	1	2	3	4	5		

DEVELOPMENT ALTERNATIVE 7: HOUSING

7.1 LARGE/ MARKETVIEW HEIGHTS	1	2	3	4	5	comments:	
7.2 LARGE/ HOME LEASING	1	2	3	4	5		
7.3 LARGE/ OTIS LUMBER	1	2	3	4	5		

7.4 SMALL/ SCATTERED INFILL & REHABS	1	2	3	4	5
7.5 SMALL/ FOCUS ON N GOODMAN	1	2	3	4	5

DEVELOPMENT ALTERNATIVE 8: BRANDING - SEE VOTING SCORECARD

RANK EACH ALTERNATIVE

TRANSPORTATION ALTERNATIVE 1: EAST MAIN STREET REDESIGN

1.1A 1WAY BIKES/PARKING	①	2	3	1	5	1.3A TRANSITWAY IN CENTER	①	2	3	1	5	comments: Making Main St easier to cross and more pleasant to walk along; bike friendly is most important to me.
1.1B 1WAY BIKES/PEAK LANES	②	3	1	5	1.3B TRANSITWAY ON SIDE	①	2	3	1	5		
1.2A 2WAY BIKES/TURN LANE	②	3	1	5	1.4A GREEN MEDIAN	①	2	3	1	5		
1.2B 2WAY BIKES/PEAK LANES	②	3	1	5	1.4B WIDE SIDEWALKS	①	2	3	①	5		

TRANSPORTATION ALTERNATIVE 2: MAIN & GOODMAN INTERSECTION

2.1 SAFETY MAKEOVER	②	3	1	5	2.2 ROUNDABOUT GATEWAY	①	2	3	1	5	2.3 NEW TOWN SQUARE	①	2	3	1	5
comments:																

TRANSPORTATION ALTERNATIVE 3: GOODMAN/WEBSTER/GARSON INTERSECTION

3.1 NORTH PLAZA	①	2	3	1	5	3.2 SOUTH PLAZA	①	2	3	1	5	3.3 ROUNDABOUT	①	2	3	1	5
comments:																	

TRANSPORTATION ALTERNATIVE 4: BRIDGING THE RAILROAD

4.1 GOODMAN	①	2	3	1	5	4.2 MARKET/ARMORY	①	2	3	1	5	4.3 PALMER/ANDERSON	①	2	3	1	5	4.4 BRIDGING NEIGHBORHOODS	①	2	3	1	5
comments:																							

TRANSPORTATION ALTERNATIVE 5: PARKING & EVENT ACCESS IMPROVEMENTS

5.1 SHARED OFF-STREET LOTS	①	2	3	1	5	5.2 SHUTTLE BUSES TO PARKING	①	2	3	1	5	5.3 INCREASE TRANSIT/BIKE/WALK	①	2	3	1	5	5.4 RESIDENTIAL PARKING PERMITS	①	2	3	1	5	5.5 MAXIMIZE ON-STREET PARKING	①	2	3	1	5
comments: Keep As a resident keeping people off the street/not encouraging on street parking is very important because of the noise, litter & inappropriate behavior of many concert goers.																													

RANK EACH ALTERNATIVE

DEVELOPMENT ALTERNATIVE 6: LAND USE - WHERE TO FOCUS TO IMPROVE MIX?

6.1 EAST MAIN NEAR THE LOOP	1	2	3	4	5	comments: Can anything be done done to discourage additional auto businesses
6.2 NORTH GOODMAN AS "MAIN STREET"	1	2	3	4	5	
6.3 EAST MAIN OVER THE RAIL	1	2	3	4	5	

DEVELOPMENT ALTERNATIVE 7: HOUSING

7.1 LARGE/ MARKETVIEW HEIGHTS	1	2	3	4	5	comments:
7.2 LARGE/ HOME LEASING	1	2	3	4	5	
7.3 LARGE/ OTIS LUMBER	1	2	3	4	5	
7.4 SMALL/ SCATTERED INFILL & REHABS	1	2	3	4	5	
7.5 SMALL/ FOCUS ON N GOODMAN	1	2	3	4	5	

DEVELOPMENT ALTERNATIVE 8: BRANDING - SEE VOTING SCORECARD

RANK EACH ALTERNATIVE

TRANSPORTATION ALTERNATIVE 1: EAST MAIN STREET REDESIGN

1.1A 1WAY BIKES/PARKING	1	2	3	1	S	1.3A TRANSITWAY IN CENTER	0	2	3	1	S	comments:
1.1B 1WAY BIKES/PEAK LANES	1	2	3	1	S	1.3B TRANSITWAY ON SIDE	1	2	3	1	S	- transit along SOX corridor! (good walk)
1.2A 2WAY BIKES/TURN LANE	1	2	3	1	S	1.4A GREEN MEDIAN	0	2	3	1	S	
1.2B 2WAY BIKES/PEAK LANES	1	2	3	1	S	1.4B WIDE SIDEWALKS	1	0	3	1	S	

TRANSPORTATION ALTERNATIVE 2: MAIN & GOODMAN INTERSECTION

2.1 SAFETY MAKEOVER	1	2	3	1	S	2.2 ROUNDABOUT GATEWAY	0	2	3	1	S	2.3 NEW TOWN SQUARE	1	2	3	1	S
comments:																	

TRANSPORTATION ALTERNATIVE 3: GOODMAN/WEBSTER/CARSON INTERSECTION

3.1 NORTH PLAZA	1	2	3	1	S	3.2 SOUTH PLAZA	1	2	3	1	S	3.3 ROUNDABOUT	1	0	3	1	S
comments:																	

TRANSPORTATION ALTERNATIVE 4: BRIDGING THE RAILROAD

COMMENTS												
4.1 GOODMAN			4.2 MARKET/ARMORY			4.3 PALMER/ANDERSON			4.4 BRIDGING NEIGHBORHOODS			
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
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1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3	1	2	3	
1	2	3	1	2	3	1	2	3				

TRANSPORTATION ALTERNATIVE 5: PARKING & EVENT ACCESS IMPROVEMENTS

5.1 SHARED OFF - STREET LOTS	5.2 SHUTTLE BUSES TO PARKING	5.3 INCREASE TRANSIT/BIKE/ WALK	5.4 RESIDENTIAL PARKING PERMITS	5.5 MAXIMIZE ON - STREET PARKING
1 2 3 4	1 2 3	1 2 3	1 2 3 4 5	1 2 3 4 5
comments:				

RANK EACH ALTERNATIVE

DEVELOPMENT ALTERNATIVE 6: LAND USE - WHERE TO FOCUS TO IMPROVE MIX?

6.1 EAST MAIN NEAR THE LOOP	1	2	3	4	5	comments:
6.2 NORTH GOODMAN AS "MAIN STREET"	1	2	3	4	5	
6.3 EAST MAIN OVER THE RAIL	1	2	3	4	5	

DEVELOPMENT ALTERNATIVE 7: HOUSING

7.1 LARGE/ MARKETVIEW HEIGHTS	1	2	3	4	5	comments:
7.2 LARGE/ HOME LEASING	1	2	3	4	5	
7.3 LARGE/ OTIS LUMBER	1	2	3	4	5	
7.4 SMALL/ SCATTERED INFILL & REHABS	1	2	3	4	5	

7.5 SMALL/ FOCUS ON N GOODMAN	1	2	3	4	5
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DEVELOPMENT ALTERNATIVE 8: BRANDING - SEE VOTING SCORECARD

RANK EACH ALTERNATIVE

TRANSPORTATION ALTERNATIVE 1: EAST MAIN STREET REDESIGN

1.1A 1WAY BIKES/PARKING	0	2	3	1	5	1.3A TRANSITWAY IN CENTER	0	1	2	3	1	5	comments:
1.1B 1WAY BIKES/PEAK LANES	1	2	3	1	5	1.3B TRANSITWAY ON SIDE	0	1	2	3	1	5	
1.2A 2WAY BIKES/TURN LANE	1	2	3	1	5	1.4A GREEN MEDIAN	1	0	2	3	1	5	
1.2B 2WAY BIKES/PEAK LANES	1	2	3	1	5	1.4B WIDE SIDEWALKS	1	2	0	1	5		

TRANSPORTATION ALTERNATIVE 2: MAIN & GOODMAN INTERSECTION

2.1 SAFETY MAKEOVER	1	2	3	1	5	2.2 ROUNDABOUT GATEWAY	0	1	2	3	1	5	2.3 NEW TOWN SQUARE	1	2	3	1	5
comments:	I like the safety																	

TRANSPORTATION ALTERNATIVE 3: GOODMAN/WEBSTER/GARSON INTERSECTION

3.1 NORTH PLAZA	1	0	3	1	5	3.2 SOUTH PLAZA	0	1	2	3	1	5	3.3 ROUNDABOUT	1	2	3	1	5
comments:																		

TRANSPORTATION ALTERNATIVE 4: BRIDGING THE RAILROAD

4.1 GOODMAN	1	2	3	1	5	4.2 MARKET/ARMORY	1	2	3	1	5	4.3 PALMER/ANDERSON	1	0	2	3	1	5	4.4 BRIDGING NEIGHBORHOODS	1	0	2	3	1	5	comments:

TRANSPORTATION ALTERNATIVE 5: PARKING & EVENT ACCESS IMPROVEMENTS

5.1 SHARED OFF-STREET LOTS	1	2	3	1	5	5.2 SHUTTLE BUSES TO PARKING	1	0	2	3	1	5	5.3 INCREASE TRANSIT/BIKE/WALK	1	2	3	1	5	5.4 RESIDENTIAL PARKING PERMITS	1	2	3	1	5	5.5 MAXIMIZE ON-STREET PARKING	1	2	0	1	5
comments:																														

RANK EACH ALTERNATIVE

DEVELOPMENT ALTERNATIVE 6: LAND USE - WHERE TO FOCUS TO IMPROVE MIX?

6.1 EAST MAIN NEAR THE LOOP	1	2	3	4	5	comments:
6.2 NORTH GOODMAN AS "MAIN STREET"	1	2	3	4	5	
6.3 EAST MAIN OVER THE RAIL	1	2	3	4	5	

DEVELOPMENT ALTERNATIVE 7: HOUSING

7.1 LARGE/ MARKETVIEW HEIGHTS	1	2	3	4	5	comments:
7.2 LARGE/ HOME LEASING	1	2	3	4	5	
7.3 LARGE/ OTIS LUMBER	1	2	3	4	5	
7.4 SMALL/ SCATTERED INFILL & REHABS	1	2	3	4	5	
7.5 SMALL/ FOCUS ON N GOODMAN	1	2	3	4	5	

DEVELOPMENT ALTERNATIVE 8: BRANDING - SEE VOTING SCORECARD

RANK EACH ALTERNATIVE

TRANSPORTATION ALTERNATIVE 1: EAST MAIN STREET REDESIGN

1.1A 1WAY BIKES/PARKING	1	2	3	4	5	1.3A TRANSITWAY IN CENTER	1	2	3	4	5	comments:
1.1B 1WAY BIKES/PEAK LANES	1	2	3	4	5	1.3B TRANSITWAY ON SIDE	1	2	3	4	5	
1.2A 2WAY BIKES/TURN LANE	1	2	3	4	5	1.4A GREEN MEDIAN	1	2	3	4	5	
1.2B 2WAY BIKES/PEAK LANES	1	2	3	4	5	1.4B WIDE SIDEWALKS	1	2	3	4	5	

TRANSPORTATION ALTERNATIVE 2: MAIN & GOODMAN INTERSECTION

2.1 SAFETY MAKEOVER	1	2	3	4	5	2.2 ROUNDABOUT GATEWAY	1	2	3	4	5	2.3 NEW TOWN SQUARE	1	2	3	4	5
comments: medians																	

TRANSPORTATION ALTERNATIVE 3: GOODMAN/WEBSTER/GARSON INTERSECTION

3.1 NORTH PLAZA	1	2	3	4	5	3.2 SOUTH PLAZA	1	2	3	4	5	3.3 ROUNDABOUT	1	2	3	4	5
comments: with accomodation for bike boulevard																	
						with tie-in on vacant land on east side of garson											
						Too auto-centric, not enough focus on place											

TRANSPORTATION ALTERNATIVE 4: BRIDGING THE RAILROAD

4.1 GOODMAN	1	2	3	4	5	4.2 MARKET/ARMORY	1	2	3	4	5	4.3 PALMER/ANDERSON	1	2	3	4	5	4.4 BRIDGING NEIGHBORHOODS
comments:																		

TRANSPORTATION ALTERNATIVE 5: PARKING & EVENT ACCESS IMPROVEMENTS

5.1 SHARED OFF-STREET LOTS	1	2	3	4	5	5.2 SHUTTLE BUSES TO PARKING	1	2	3	4	5	5.3 INCREASE TRANSIT/BIKE/WALK	1	2	3	4	5	5.4 RESIDENTIAL PARKING PERMITS	1	2	3	4	5	5.5 MAXIMIZE ON-STREET PARKING	1	2	3	4	5
comments:																													

RANK EACH ALTERNATIVE

DEVELOPMENT ALTERNATIVE 6: LAND USE - WHERE TO FOCUS TO IMPROVE MIX?

6.1 EAST MAIN NEAR THE LOOP	1	2	3	4	5	comments:
6.2 NORTH GOODMAN AS "MAIN STREET"	1	2	3	4	5	Just look at the built environment, small store fronts, beautiful buildings!
6.3 EAST MAIN OVER THE RAIL	1	2	3	4	5	

DEVELOPMENT ALTERNATIVE 7: HOUSING

7.1 LARGE/ MARKETVIEW HEIGHTS	1	2	3	4	5	comments:
7.2 LARGE/ HOME LEASING	1	2	3	4	5	
7.3 LARGE/ OTIS LUMBER	1	2	3	4	5	
7.4 SMALL/ SCATTERED INFILL & REHABS	1	2	3	4	5	
7.5 SMALL/ FOCUS ON N GOODMAN	1	2	3	4	5	

DEVELOPMENT ALTERNATIVE 8: BRANDING - SEE VOTING SCORECARD

S good 1 sad

RANK EACH ALTERNATIVE

TRANSPORTATION ALTERNATIVE 1: EAST MAIN STREET REDESIGN

1.1A 1WAY BIKES/PARKING	1	3	1	S	1.3A TRANSITWAY IN CENTER	1	3	1	S	comments:
1.1B 1WAY BIKES/PEAK LANES	1	2	3	1	1.3B TRANSITWAY ON SIDE	1	2	3	1	S

1.2A 2WAY BIKES/TURN LANE	1	2	3	1	S	1.4A GREEN MEDIAN	1	2	3	1	S
1.2B 2WAY BIKES/PEAK LANES	1	2	3	1	S	1.4B WIDE SIDEWALKS	1	2	3	1	S

TRANSPORTATION ALTERNATIVE 2: MAIN & GOODMAN INTERSECTION

2.1 SAFETY MAKEOVER	1	2	3	1	S	2.2 ROUNDABOUT GATEWAY	1	2	3	1	S
						2.3 NEW TOWN SQUARE	1	2	3	1	S

comments:

TRANSPORTATION ALTERNATIVE 3: GOODMAN/WEBSTER/GARSON INTERSECTION

3.1 NORTH PLAZA	1	2	3	1	S	3.2 SOUTH PLAZA	1	2	3	1	S
						3.3 ROUNDABOUT	1	2	3	1	S

comments:

TRANSPORTATION ALTERNATIVE 4: BRIDGING THE RAILROAD

4.1 GOODMAN	1	2	3	1	S	4.2 MARKET/ARMORY	1	2	3	1	S
						4.3 PALMER/ANDERSON	1	2	3	1	S
						4.4 BRIDGING NEIGHBORHOODS	1	2	3	1	S

comments:

TRANSPORTATION ALTERNATIVE 5: PARKING & EVENT ACCESS IMPROVEMENTS

5.1 SHARED OFF - STREET LOTS	1	2	3	1	S	5.2 SHUTTLE BUSES TO PARKING	1	2	3	1	S
						5.3 INCREASE TRANSIT/BIKE/ WALK	1	2	3	1	S
						5.4 RESIDENTIAL PARKING PERMITS	1	2	3	1	S
						5.5 MAXIMIZE ON - STREET PARKING	1	2	3	1	S

comments:

RANK EACH ALTERNATIVE

DEVELOPMENT ALTERNATIVE 6: LAND USE - WHERE TO FOCUS TO IMPROVE MIX?

6.1 EAST MAIN NEAR THE LOOP	1	2	3	4	5	comments:
6.2 NORTH GOODMAN AS "MAIN STREET"	1	2	3	4	5	
6.3 EAST MAIN OVER THE RAIL	1	2	3	4	5	

DEVELOPMENT ALTERNATIVE 7: HOUSING

7.1 LARGE/ MARKETVIEW HEIGHTS	1	2	3	4	5	comments:
7.2 LARGE/ HOME LEASING	1	2	3	4	5	
7.3 LARGE/ OTIS LUMBER	1	2	3	4	5	
7.4 SMALL/ SCATTERED INFILL & REHABS	1	2	3	4	5	
7.5 SMALL/ FOCUS ON N GOODMAN	1	2	3	4	5	

DEVELOPMENT ALTERNATIVE 8: BRANDING - SEE VOTING SCORECARD

RANK EACH ALTERNATIVE

TRANSPORTATION ALTERNATIVE 1: EAST MAIN STREET REDESIGN

1.1A 1WAY BIKES/PARKING	1	2	3	4	5	1.3A TRANSITWAY IN CENTER	1	2	3	4	5	comments:
1.1B 1WAY BIKES/PEAK LANES	1	2	3	4	5	1.3B TRANSITWAY ON SIDE	1	2	3	4	5	would ratings change if asked in winter?
1.2A 2WAY BIKES/TURN LANE	1	2	3	4	5	1.4A GREEN MEDIAN	1	2	3	4	5	
1.2B 2WAY BIKES/PEAK LANES	1	2	3	4	5	1.4B WIDE SIDEWALKS	1	2	3	4	5	

TRANSPORTATION ALTERNATIVE 2: MAIN & GOODMAN INTERSECTION

2.1 SAFETY MAKEOVER	1	2	3	4	5	2.2 ROUNDABOUT GATEWAY	1	2	3	4	5	2.3 NEW TOWN SQUARE	1	2	3	4	5
Comments:																	

TRANSPORTATION ALTERNATIVE 3: GOODMAN/WEBSTER/CARSON INTERSECTION

3.1 NORTH PLAZA	1	2	3	4	5	3.2 SOUTH PLAZA	1	2	3	4	5	3.3 ROUNDABOUT	1	2	3	4	5
comments:																	

TRANSPORTATION ALTERNATIVE 4: BRIDGING THE RAILROAD

4.1 GOODMAN	1	2	3	4	5	4.2 MARKET/ARMORY	1	2	3	4	5	4.3 PALMER/ANDERSON	1	2	3	4	5	4.4 BRIDGING NEIGHBORHOODS	1	2	3	4	5
comments:																							

TRANSPORTATION ALTERNATIVE 5: PARKING & EVENT ACCESS IMPROVEMENTS

5.1 SHARED OFF-STREET LOTS	1	2	3	4	5	5.2 SHUTTLE BUSES TO PARKING	1	2	3	4	5	5.3 INCREASE TRANSIT/BIKE/WALK	1	2	3	4	5	5.4 RESIDENTIAL PARKING PERMITS	1	2	3	4	5	5.5 MAXIMIZE ON-STREET PARKING	1	2	3	4	5
comments:																													

RANK EACH ALTERNATIVE

DEVELOPMENT ALTERNATIVE 6: LAND USE - WHERE TO FOCUS TO IMPROVE MIX?

6.1 EAST MAIN NEAR THE LOOP	1	2	3	4	5	comments:
6.2 NORTH GOODMAN AS "MAIN STREET"	1	2	3	4	5	
6.3 EAST MAIN OVER THE RAIL	1	2	3	4	5	

DEVELOPMENT ALTERNATIVE 7: HOUSING

7.1 LARGE/ MARKETVIEW HEIGHTS	1	2	3	4	5	comments:
7.2 LARGE/ HOME LEASING	1	2	3	4	5	
7.3 LARGE/ OTIS LUMBER	1	2	3	4	5	
7.4 SMALL/ SCATTERED INFILL & REHABS	1	2	3	4	5	
7.5 SMALL/ FOCUS ON N GOODMAN	1	2	3	4	5	

DEVELOPMENT ALTERNATIVE 8: BRANDING - SEE VOTING SCORECARD

RANK EACH ALTERNATIVE

TRANSPORTATION ALTERNATIVE 1: EAST MAIN STREET REDESIGN

1.1A 1WAY BIKES/PARKING	1	2	3	1	5	1.3A TRANSITWAY IN CENTER	1	2	3	1	5	comments:
1.1B 1WAY BIKES/PEAK LANES	1	2	3	1	5	1.3B TRANSITWAY ON SIDE	1	2	3	1	5	
1.2A 2WAY BIKES/TURN LANE	1	2	3	1	5	1.4A GREEN MEDIAN	1	2	3	1	5	
1.2B 2WAY BIKES/PEAK LANES	1	2	3	1	5	1.4B WIDE SIDEWALKS	1	2	3	1	5	

TRANSPORTATION ALTERNATIVE 2: MAIN & GOODMAN INTERSECTION

2.1 SAFETY MAKEOVER	1	2	3	1	5	2.2 ROUNDABOUT GATEWAY	1	2	3	1	5	2.3 NEW TOWN SQUARE	1	2	3	1	5
comments:																	

TRANSPORTATION ALTERNATIVE 3: GOODMAN/WEBSTER/CARSON INTERSECTION

3.1 NORTH PLAZA	1	2	3	1	5	3.2 SOUTH PLAZA	1	2	3	1	5	3.3 ROUNDABOUT	1	2	3	1	5
comments:																	

TRANSPORTATION ALTERNATIVE 4: BRIDGING THE RAILROAD

4.1 GOODMAN	1	2	3	1	5	4.2 MARKET/ARMORY	1	2	3	1	5	4.3 PALMER/ANDERSON	1	2	3	1	5	4.4 BRIDGING NEIGHBORHOODS
comments:																		

TRANSPORTATION ALTERNATIVE 5: PARKING & EVENT ACCESS IMPROVEMENTS

5.1 SHARED OFF-STREET LOTS	1	2	3	1	5	5.2 SHUTTLE BUSES TO PARKING	1	2	3	1	5	5.3 INCREASE TRANSIT/BIKE/WALK	1	2	3	1	5	5.4 RESIDENTIAL PARKING PERMITS	1	2	3	1	5	5.5 MAXIMIZE ON-STREET PARKING
comments:																								

RANK EACH ALTERNATIVE

DEVELOPMENT ALTERNATIVE 6: LAND USE - WHERE TO FOCUS TO IMPROVE MIX?

6.1 EAST MAIN NEAR THE LOOP	1	2	3	4	5	comments:
6.2 NORTH GOODMAN AS "MAIN STREET"	1	2	3	4	5	
6.3 EAST MAIN OVER THE RAIL	1	2	3	4	5	

DEVELOPMENT ALTERNATIVE 7: HOUSING

7.1 LARGE/ MARKETVIEW HEIGHTS	1	2	3	4	5	comments:
7.2 LARGE/ HOME LEASING	1	2	3	4	5	
7.3 LARGE/ OTIS LUMBER	1	2	3	4	5	
7.4 SMALL/ SCATTERED INFILL & REHABS	1	2	3	4	5	
7.5 SMALL/ FOCUS ON N GOODMAN	1	2	3	4	5	

DEVELOPMENT ALTERNATIVE 8: BRANDING - SEE VOTING SCORECARD

RANK EACH ALTERNATIVE

TRANSPORTATION ALTERNATIVE 1: EAST MAIN STREET REDESIGN

1.1A 1WAY BIKES/PARKING	1	2	3	1	5	1.3A TRANSITWAY IN CENTER	1	2	3	1	5	comments:	
1.1B 1WAY BIKES/PEAK LANES	1	2	3	1	5	1.3B TRANSITWAY ON SIDE	1	2	3	1	5		
1.2A 2WAY BIKES/TURN LANE	1	2	3	1	5	1.4A GREEN MEDIAN	1	2	3	1	5		
1.2B 2WAY BIKES/PEAK LANES	1	2	3	1	5	1.4B WIDE SIDEWALKS	1	2	3	1	5		

TRANSPORTATION ALTERNATIVE 2: MAIN & GOODMAN INTERSECTION

2.1 SAFETY MAKEOVER	1	2	3	1	5	2.2 ROUNDABOUT GATEWAY	1	2	3	1	5	2.3 NEW TOWN SQUARE	1	2	3	1	5
comments:																	

TRANSPORTATION ALTERNATIVE 3: GOODMAN/WEBSTER/CARSON INTERSECTION

3.1 NORTH PLAZA	1	2	3	1	5	3.2 SOUTH PLAZA	1	2	3	1	5	3.3 ROUNDABOUT	1	2	3	1	5
comments:																	

TRANSPORTATION ALTERNATIVE 4: BRIDGING THE RAILROAD

4.1 GOODMAN	4.2 MARKET/ARMORY	4.3 PALMER/ANDERSON	4.4 BRIDGING NEIGHBORHOODS	comments:
1 2 3 1	1 5 1 2 3 1 5	1 2 3 1 5	1 2 3 1 5	

TRANSPORTATION ALTERNATIVE 5: PARKING & EVENT ACCESS IMPROVEMENTS

5.1 SHARED OFF - STREET LOTS	5.2 SHUTTLE BUSES TO PARKING	5.3 INCREASE TRANSIT/BIKE/ WALK	5.4 RESIDENTIAL PARKING PERMITS	5.5 MAXIMIZE ON - STREET PARKING
1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
comments:				

RANK EACH ALTERNATIVE

DEVELOPMENT ALTERNATIVE 6: LAND USE – WHERE TO FOCUS TO IMPROVE MIX?

6.1 EAST MAIN NEAR THE LOOP	1	2	3	4	5	comments:	
6.2 NORTH GOODMAN AS "MAIN STREET"	1	2	3	4	5		
6.3 EAST MAIN OVER THE RAIL	1	2	3	4	5		

DEVELOPMENT ALTERNATIVE 7: HOUSING

7.1 LARGE/ MARKETVIEW HEIGHTS	1	2	3	4	5	comments:	
7.2 LARGE/ HOME LEASING	1	2	3	4	5		
7.3 LARGE/ OTIS LUMBER	1	2	3	4	5		
7.4 SMALL/ SCATTERED INFILL & REHABS	1	2	3	4	5		
7.5 SMALL/ FOCUS ON N GOODMAN	1	2	3	4	5		

DEVELOPMENT ALTERNATIVE 8: BRANDING – SEE VOTING SCORECARD

RANK EACH ALTERNATIVE

TRANSPORTATION ALTERNATIVE 1: EAST MAIN STREET REDESIGN

1.1A 1WAY BIKES/PARKING

1.1B 1WAY BIKES/PEAK LANES | ? | 1 | 3.7 | 1.3B TRANSITWAY ON SIDE

1.2A 2WAY BIKES/TURN LANE 1 2 3 4 5 3.6 1.4A GREEN MEDIAN

	1.2B 2WAY BIKES/PEAK LANES	1.2 3	1.4B WIDE SIDEWALKS
1	1	2	3
2	2	3	3
3	3	3	3
4	4	3	3
5	5	3	3
6	6	3	3
7	7	3	3
8	8	3	3
9	9	3	3
10	10	3	3
11	11	3	3
12	12	3	3
13	13	3	3
14	14	3	3
15	15	3	3
16	16	3	3
17	17	3	3
18	18	3	3
19	19	3	3
20	20	3	3
21	21	3	3
22	22	3	3
23	23	3	3
24	24	3	3
25	25	3	3
26	26	3	3
27	27	3	3
28	28	3	3
29	29	3	3
30	30	3	3
31	31	3	3
32	32	3	3
33	33	3	3
34	34	3	3
35	35	3	3
36	36	3	3
37	37	3	3
38	38	3	3
39	39	3	3
40	40	3	3
41	41	3	3
42	42	3	3
43	43	3	3
44	44	3	3
45	45	3	3
46	46	3	3
47	47	3	3
48	48	3	3
49	49	3	3
50	50	3	3
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52	52	3	3
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63	63	3	3
64	64	3	3
65	65	3	3
66	66	3	3
67	67	3	3
68	68	3	3
69	69	3	3
70	70	3	3
71	71	3	3
72	72	3	3
73	73	3	3
74	74	3	3
75	75	3	3
76	76	3	3
77	77	3	3
78	78	3	3
79	79	3	3
80	80	3	3
81	81	3	3
82	82	3	3
83	83	3	3
84	84	3	3
85	85	3	3
86	86	3	3
87	87	3	3
88	88	3	3
89	89	3	3
90	90	3	3
91	91	3	3
92	92	3	3
93	93	3	3
94	94	3	3
95	95	3	3
96	96	3	3
97	97	3	3
98	98	3	3
99	99	3	3
100	100	3	3

TRANSPORTATION ALTERNATIVE 2: MAIN & GOODMAN INTERSECTION

2.1 SAFETY TAKEOVER

comments:

1 I'm sound about but concerned about pedestrian safety? 2 Love this concept.

TRANSPORTATION ALTERNATIVE 3: GOODMAN/WEBSTER/CARSON INTERSECTION

	1	2	3	4	5
3.1 NORTH PLAZA	1	2	3	4	5
3.2 SOUTH PLAZA	1	2	3	4	5

comments:

I found out
but
concerned
about loss
of public
Spazi
pedestrian
safety

TRANSPORTATION ALTERNATIVE 4: BRIDGING THE RAILROAD

4.1 GOODMAN 4.3 PALMER/ANDERSON

1 2 3 5 1 2 3 4 5 1 2 3 4 5 1

* comments

4.4 BRIDGING NEIGHBORHOODS

1 2 3 4 5

* so nice to see the Buebeling
vegetable garden across the driveway 12
yrs ago. taking root!!

TRANSPORTATION ALTERNATIVE 5: PARKING & EVENT ACCESS IMPROVEMENTS

5.1 SHARED OFF -

STREET LOTS

PARKING

WALK

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

comments:

Shared - makes codes of sense to me.

5.5 MAXIMIZE ON -
STREET PARKING

RANK EACH ALTERNATIVE

DEVELOPMENT ALTERNATIVE 6: LAND USE - WHERE TO FOCUS TO IMPROVE MIX?

- 6.1 EAST MAIN NEAR THE LOOP

1	2	3	4	5
---	---	---	---	---

 comments: *problem with existing auto-oriented uses*
- 6.2 NORTH GOODMAN AS "MAIN STREET"

1	2	3	4	5
---	---	---	---	---

 I would ♥ to see this area become an extension / key component of the Market District - especially an ethnic cuisine district + tons of potential here
- 6.3 EAST MAIN OVER THE RAIL

1	2	3	4	5
---	---	---	---	---

DEVELOPMENT ALTERNATIVE 7: HOUSING

- 7.1 LARGE/ MARKETVIEW HEIGHTS

1	2	3	4	5
---	---	---	---	---

 comments:
- 7.2 LARGE/ HOME LEASING

1	2	3	4	5
---	---	---	---	---
- 7.3 LARGE/ OTIS LUMBER

1	2	3	4	5
---	---	---	---	---

 → best
- 7.4 SMALL/ SCATTERED INFILL & REHABS

1	2	3	4	5
---	---	---	---	---

 → is this idea vetted thru MAP → Marketview Heights Action Project?
- 7.5 SMALL/ FOCUS ON N GOODMAN

1	2	3	4	5
---	---	---	---	---

 → Creating a mixed use residential village in originator with my ethnic cuisine market district extension idea! ☺

DEVELOPMENT ALTERNATIVE 8: BRANDING - SEE VOTING SCORECARD

love ✕ the small house movement!

→ City will want brand to be consistent with theirs - They are quite controlling of brand

RANK EACH ALTERNATIVE

TRANSPORTATION ALTERNATIVE 1: EAST MAIN STREET REDESIGN

1.1A 1WAY BIKES/PARKING	1	2	3	1	S	1.3A TRANSITWAY IN CENTER	1	2	3	1	S	comments:	
1.1B 1WAY BIKES/PEAK LANES	1	2	3	1	S	1.3B TRANSITWAY ON SIDE	1	2	3	1	S		
1.2A 2WAY BIKES/TURN LANE	1	2	3	1	S	1.4A GREEN MEDIAN	1	2	3	1	S		
1.2B 2WAY BIKES/PEAK LANES	1	2	3	1	S	1.4B WIDE SIDEWALKS	1	2	3	1	S		

TRANSPORTATION ALTERNATIVE 2: MAIN & GOODMAN INTERSECTION

2.1 SAFETY MAKEOVER	1	2	3	1	S	2.2 ROUNDABOUT GATEWAY	1	2	3	1	S	2.3 NEW TOWN SQUARE	1	2	3	1	S
comments: Make sure we fix EB lane trap on Main	Good gateway to City, much better for pedestrians																

TRANSPORTATION ALTERNATIVE 3: GOODMAN/WEBSTER/CARSON INTERSECTION

3.1 NORTH PLAZA	1	2	3	1	S	3.2 SOUTH PLAZA	1	2	3	1	S	3.3 ROUNDABOUT	1	2	3	1	S
comments: Very complex signal phasing, tough geometry	Much better for traffic and pedestrians there is sufficient space, tougher for pedestrians																

TRANSPORTATION ALTERNATIVE 4: BRIDGING THE RAILROAD

4.1 GOODMAN	1	2	3	1	S	4.2 MARKET/ARMORY	1	2	3	1	S	4.3 PALMER/ANDERSON	1	2	3	1	S	4.4 BRIDGING NEIGHBORHOODS	1	2	3	1	S
comments:																							

TRANSPORTATION ALTERNATIVE 5: PARKING & EVENT ACCESS IMPROVEMENTS

5.1 SHARED OFF-STREET LOTS	1	2	3	1	S	5.2 SHUTTLE BUSES TO PARKING	1	2	3	1	S	5.3 INCREASE TRANSIT/BIKE/WALK	1	2	3	1	S	5.4 RESIDENTIAL PARKING PERMITS	1	2	3	1	S	5.5 MAXIMIZE ON-STREET PARKING	1	2	3	1	S
comments:																													

RANK EACH ALTERNATIVE

DEVELOPMENT ALTERNATIVE 6: LAND USE - WHERE TO FOCUS TO IMPROVE MIX?

6.1 EAST MAIN NEAR THE LOOP	1	2	3	4	5	Comments:	
6.2 NORTH GOODMAN AS "MAIN STREET"	1	2	3	4	5		
6.3 EAST MAIN OVER THE RAIL	1	2	3	4	5		

DEVELOPMENT ALTERNATIVE 7: HOUSING

7.1 LARGE/ MARKETVIEW HEIGHTS	1	2	3	4	5	Comments:	
7.2 LARGE/ HOME LEASING	1	2	3	4	5		
7.3 LARGE/ OTIS LUMBER	1	2	3	4	5		
7.4 SMALL/ SCATTERED INFILL & REHABS	1	2	3	4	5		
7.5 SMALL/ FOCUS ON N GOODMAN	1	2	3	4	5		

DEVELOPMENT ALTERNATIVE 8: BRANDING - SEE VOTING SCORECARD

BRANDING CONCEPTS *NAMES AND LOGOS TO BE FURTHER REFINED FOR FAVORED OPTION

1 SINGULAR FOCUS

BUILD ON THE BRAND OF THE PUBLIC MARKET

1A. *Name of the*



EAST MAIN

1B.

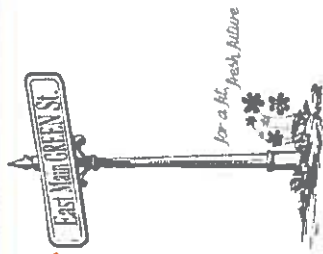
EAST MAIN FEAST STREET



2 SINGULAR FOCUS

HEALTHY CORRIDOR: HEALTHY FOOD, BEYOND HEALTH, CHALLENGE, SHARE, BEAUTY & ENTER VIB

2A.



2B.



SUSTAIN EAST MAIN HEALTHY CORRIDOR ROCHESTER
EAST MAIN REFRESH FRESH FOOD FRESH AIR FRESH START

3 SINGULAR FOCUS

DIVERSE YET INCLUSIVE COMMUNITY

3A.

AT HOME
EAST MAIN



3B.



4 SINGULAR FOCUS

CREATIVE & CULTURAL HUB

4A.



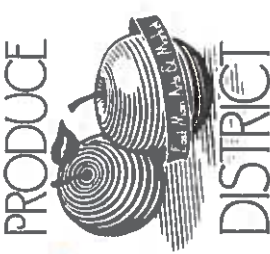
4B.



5 BLENDED APPROACH

ART + MARKET + HEALTH + COMMUNITY + COMMERCIALITY

5A.



5B.



5C.



CIRCLE YOUR FAVORITE:

1A

2A

3A

5A

4A

1B

2B

3B

5B

4B

5C

ANY COMMENTS? Focus on local, unique to Rochester aspect

BRANDING CONCEPTS *NAMES AND LOGOS TO BE FURTHER REFINED FOR FAVORED OPTION

1 SINGULAR FOCUS

BUILD ON THE BRAND OF THE PUBLIC MARKET

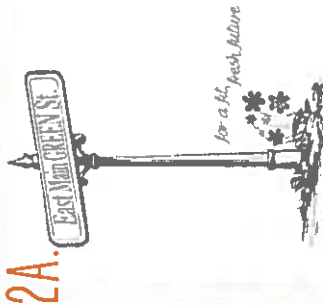


1B.

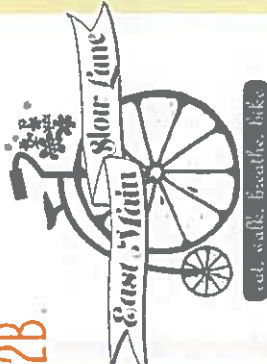


2 SINGULAR FOCUS

HEALTHY CORRIDOR: LOCAL JOBS, RECREATION, CULTURE, SAFETY, BEAUTY & BUILT ENVIRONMENT



2B.



2C. SUSTAIN EAST MAIN: HEALTHY CORRIDOR, ROCHESTER
2D. EAST MAIN: RENEW FRESH FOOD, FRESH AIR, FRESH MARKET

3 SINGULAR FOCUS

DIVERSE YET INCLUSIVE COMMUNITY



3B.



4 SINGULAR FOCUS

CREATIVE & CULTURAL HUB

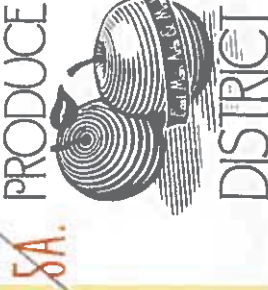


4B.



5 BLENDED APPROACH

ART • MARKET • HEALTH • COMMUNITY • CONNECTIVITY



5B.



5C.



CIRCLE YOUR FAVORITE:

1A	2A	3A	4A	5A
1B	2B	3B	4B	5B
				5C

ANY COMMENTS?

BRANDING CONCEPTS *NAMES AND LOGOS TO BE FURTHER REFINED FOR FAVORED OPTION

1 SINGULAR FOCUS

BUILD ON THE BRAND OF THE PUBLIC MARKET

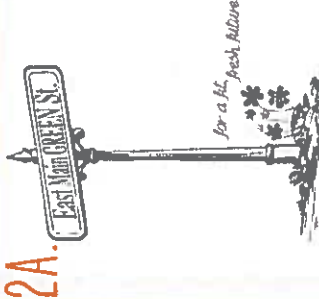


1B.



2 SINGULAR FOCUS

HEALTHY CORRIDOR: FRESH FOOD, FRESH PEOPLE, FRESH IDEAS
CELEBRATE, INSPIRE, ENLIGHTEN & BETTER OUR



2B.



SUSTAIN EAST MAIN HEALTHY CORRIDOR ROCHESTER
EAST MAIN REFRESH FRESH FOOD, FRESH AIR, FRESH START

3 SINGULAR FOCUS

DIVERSE YET INCLUSIVE COMMUNITY



3B.



4 SINGULAR FOCUS

CREATIVE & CULTURAL HUB



4B.



5 BLENDED APPROACH

ART + MARKET + HEALTH + COMMUNITY + COMMITMENT



5B.



5C.



CIRCLE YOUR FAVORITE:

1A	2A	3A	4A	5A
1B	2B	3B	4B	5B
				5C

ANY COMMENTS?

BRANDING CONCEPTS *NAMES AND LOGOS TO BE FURTHER REFINED FOR FAVORED OPTION

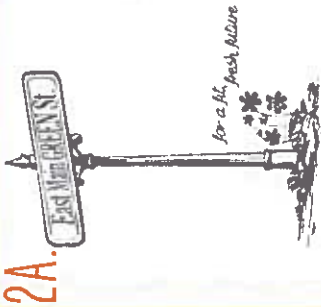
1 SINGULAR FOCUS

BUILD ON THE BRAND OF THE PUBLIC MARKET



2 SINGULAR FOCUS

HEALTHY CORRIDOR: FRESH FOOD, VIBRANT HEALTHY, CULTURE, SPACE, BEAUTY & BETTER AIR



OR SUSTAIN EAST MAIN: HEALTHY CORRIDOR, ROCHESTER
OR EAST MAIN REFRESH: FRESH FOOD, FRESH AIR, FRESH MARKET

3 SINGULAR FOCUS

DIVERSE YET INCLUSIVE COMMUNITY



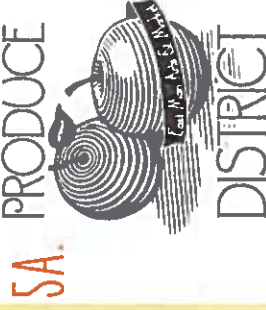
4 SINGULAR FOCUS

CREATIVE & CULTURAL HUB



5 BLENDED APPROACH

ART + MARKET + HEALTH + COMMUNITY + PARTICIPATION



CIRCLE YOUR FAVORITE:

1A	2A	3A	4A	5A
1B	2B	3B	4B	5B
				5C

ANY COMMENTS?



BRANDING CONCEPTS *NAMES AND LOGOS TO BE FURTHER REFINED FOR FAVORED OPTION

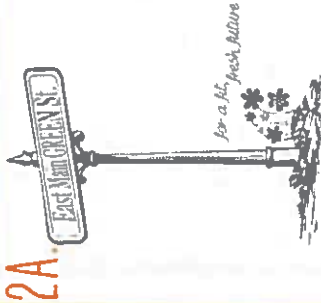
1 SINGULAR FOCUS

BUILD ON THE BRAND OF THE PUBLIC MARKET



2 SINGULAR FOCUS

HEALTHY CORRIDOR: FRESH FOOD, FRESH PEOPLE, FRESH IDEAS
CULINARY, SOCIAL, RECREATION & RETAIL MIX



3 SINGULAR FOCUS

DIVERSE YET INCLUSIVE COMMUNITY



4 SINGULAR FOCUS

CREATIVE & CULTURAL HUB



5 BLENDED APPROACH

ART • MARKET • HEALTH • COMMUNITY • ORGANICITY



CIRCLE YOUR FAVORITE:

1A	2A	3A	4A	5A
1B	2B	3B	4B	5B
				5C

ANY COMMENTS?

Love the slogan - not crazy about the logo
3A works also

BRANDING CONCEPTS *NAMES AND LOGOS TO BE FURTHER REFINED FOR FAVORED OPTION

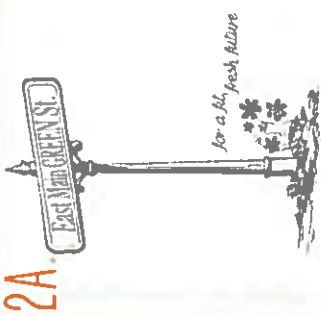
1 SINGULAR FOCUS

BUILD ON THE BRAND OF THE PUBLIC MARKET



2 SINGULAR FOCUS

HEALTHY CORRIDOR: FRESH FOOD, REVIVED NEIGHBORHOOD, GALLERY, MARKET, BOUTIQUE & BOUTIQUE



3 SINGULAR FOCUS

DIVERSE & INCLUSIVE COMMUNITY



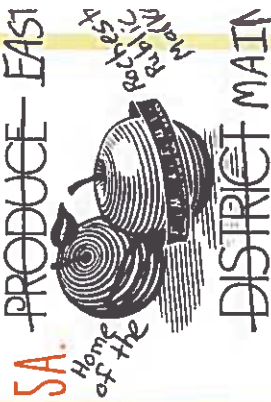
4 SINGULAR FOCUS

CREATIVE & CULTURAL HUB



5 BLENDED APPROACH

ART + MARKET + HOME + COMMUNITY + CONNECTION



CIRCLE YOUR FAVORITE

1A	2A	3A	4A	5A
1B	2B	3B	4B	5B
				5C

ANY COMMENTS?
I really like 5A, I would also suggest adding the words "Rochester Public Market".
Maybe re-word as shown above.
(Blend 1A and 5A together)

BRANDING CONCEPTS

*NAMES AND LOGOS TO BE FURTHER REFINED FOR FAVORED OPTION

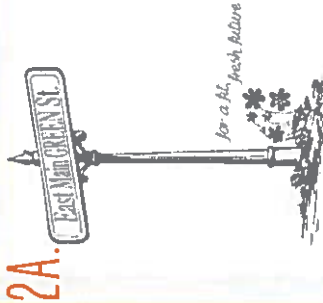
1 SINGULAR FOCUS

BUILD ON THE BRAND OF THE PUBLIC MARKET



2 SINGULAR FOCUS

HEALTHY CORRIDOR: FRESH FOOD, FRESH PEOPLE, FRESH IDEAS. SUSTAIN, RECHARGE, GROW, THRIVE & BELONG.



OR SUSTAIN EAST MAIN: HEALTHY CORRIDOR, ROCHESTER
OR EAST MAIN RECHARGE: FRESH FOOD, FRESH AIR, FRESH START

3 SINGULAR FOCUS

DIVERSE, YET INCLUSIVE COMMUNITY



4 SINGULAR FOCUS

CREATIVE & CULTURAL HUB



5 BLENDED APPROACH

ART + MARKET + HEALTH + COMMUNITY + SUSTAINABILITY



CIRCLE YOUR FAVORITE:

1A 2A 3A
1B 2B 3B

4A 4B 5B

5C

ANY COMMENTS?

I like the graphics on this...
only thing I'm not sure about is the word "art marketplace"
In general, I like Category 5 approach (blended) the best

BRANDING CONCEPTS *NAMES AND LOGOS TO BE FURTHER REFINED FOR FAVORED OPTION

1 SINGULAR FOCUS

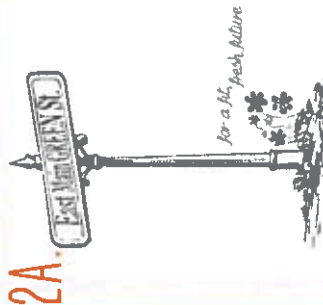
BUILD ON THE BRAND OF THE PUBLIC MARKET



1B.

2 SINGULAR FOCUS

HEALTHY CORRIDOR: FRESH FOOD, FRESH PEOPLE, FRESH IDEAS, SOUL, HOPE & BETTER AIR



2B.

OR SUSTAIN EAST MAIN: HEALTHY CORRIDOR, ROCHESTER
OR EAST MAIN: REFRESH, FRESH FOOD, FRESH AIR, FRESH START

3 SINGULAR FOCUS

DIVERSE YET INCLUSIVE COMMUNITY



3B.

4 SINGULAR FOCUS

CREATIVE & CULTURAL HUB



4B.

5 BLENDED APPROACH

ART + MARKET + EARTH + COMMUNITY + PASSIONITY



5B.

5C.

CIRCLE YOUR FAVORITE:

1A 2A 3A 4A 5A

1B 2B 3B 4B 5B

5C

ANY COMMENTS?

BRANDING CONCEPTS *NAMES AND LOGOS TO BE FURTHER REFINED FOR FAVORED OPTION

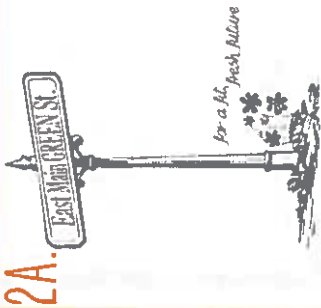
1 SINGULAR FOCUS

BUILD ON THE BRAND OF THE PUBLIC MARKET



2 SINGULAR FOCUS

HEALTHY CORRIDOR: HEALTHY, PROUD, HEALTHY, GROWING, SMART, BEAUTY & WELL-BEING



OR SUSTAIN EAST MAIN HEALTHY CORRIDOR ROCHESTER
OR EAST MAIN REFRESH FRESH FOOD, FRESH AIR, FRESH START

3 SINGULAR FOCUS

DIVERSE YET INCLUSIVE COMMUNITY



4 SINGULAR FOCUS

CREATIVE & CULTURAL HUB

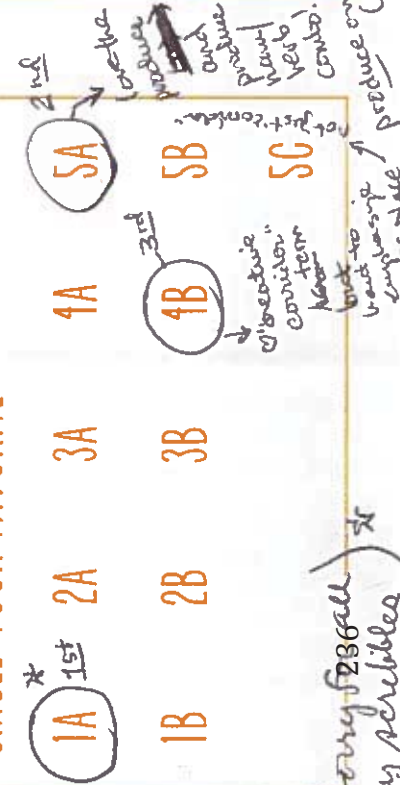


5 BLENDED APPROACH

ART + MARKET + HEALTH + CREATIVITY + COMMUNITY



CIRCLE YOUR FAVORITE:



ANY COMMENTS? Public market logo likely to be changed by City

• Blending of existing brands (market, NOTA, etc.) possible?

* Market is sooooo popular, makes me think #1A could be most effective but doesn't get at arts/cultural... although market is an awesome cultural destination for people

(Sorry for all my scribbles)

BRANDING CONCEPTS *NAMES AND LOGOS TO BE FURTHER REFINED FOR FAVORED OPTION

1 SINGULAR FOCUS

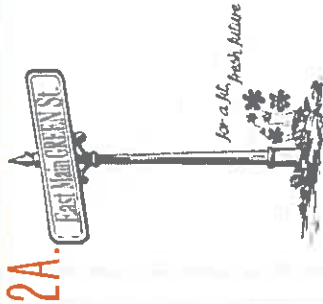
BUILD ON THE BRAND OF THE PUBLIC MARKET



1B.

2 SINGULAR FOCUS

HEALTHY CORRIDOR: FRESH FOOD, REWARDING NEIGHBORHOOD, GROWING, SHOP, EIGHT & BUTLER AVE



SUSTAIN EAST MAIN HEALTHY CORRIDOR ROCHESTER
EAST MAIN REFRESH FRESH FOOD, FRESH AIR, FRESH START

3 SINGULAR FOCUS

DIVERSE YET INCLUSIVE COMMUNITY



4 SINGULAR FOCUS

CREATIVE & CULTURAL HUB



5 BLENDED APPROACH

ART • MARKET • HEALTH • COMMUNITY • ENVIRONMENT



CIRCLE YOUR FAVORITE:

- | | | | | |
|----|----|----|----|----|
| 1A | 2A | 3A | 4A | 5A |
| 1B | 2B | 3B | 4B | 5B |
| | | | | 5C |

ANY COMMENTS?

BRANDING CONCEPTS *NAMES AND LOGOS TO BE FURTHER REFINED FOR FAVORED OPTION

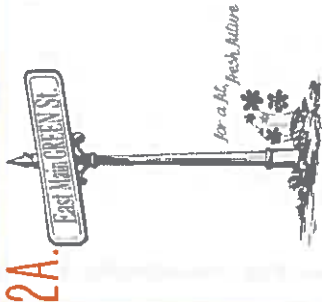
1 SINGULAR FOCUS

BUILD ON THE BRAND OF THE PUBLIC MARKET



2 SINGULAR FOCUS

HEALTHY CORRIDOR: FRESH FOOD APPROVED NEIGHBORHOODS: SOUL, BOUNTY & BETTER AGE



OR SUSTAIN EAST MAIN HEALTHY CORRIDOR ROCHESTER
EAT EAST MAIN REFRISH FRESH FOOD, FRESH AIR, FRESH START

3 SINGULAR FOCUS

DIVERSE YET INCLUSIVE COMMUNITY



4 SINGULAR FOCUS

CREATIVE & CULTURAL HUB



5 BLENDED APPROACH

ART • MARKET • MAIN • COMMUNITY • ECONOMY



CIRCLE YOUR FAVORITE:

1A 2A 3A 4A 5A

1B 2B 3B 4B 5B

5C

ANY COMMENTS?
The Art of Rochester

THE CRITERIA






WHICH MODE OF TRANSPORTATION SHOULD WE PRIORITIZE ON EAST MAIN?

RANK EACH FROM LEAST IMPORTANT TO MOST IMPORTANT.

CIRCLE ONE:

LEAST IMPORTANT

MOST IMPORTANT

 BIKING	A connected bike network Comfort biking for all ages & abilities	1	2	3	4	5
 WALKING	A safe walking environment A comfortable walking environment Enjoyable streetscapes & public spaces	1	2	3	4	5
 TRANSIT	Faster transit trips More comfortable bus stops & bus stop access	1	2	3	4	5
 DRIVING	Traffic throughput & congestion Traffic Safety for all users	1	2	3	4	5
 PARKING	Parking Availability	1	2	3	4	5






HOW WOULD YOU PRIORITIZE THESE OTHER FACTORS?

RANK EACH FROM LEAST IMPORTANT TO MOST IMPORTANT.

CIRCLE ONE:

LEAST IMPORTANT

MOST IMPORTANT

 PROJECT TIMEFRAME	Time needed to implement Potential for interim treatment in the short-term	1	2	3	4	5
 PROJECT COST	Relative cost	1	2	3	4	5
 RESPONSIVE	Public preference Key stakeholder preference	1	2	3	4	5
 ECONOMIC DEVELOPMENT	Potential to spur investment Ability to increase appeal of proposed investments Supportive of social equity	1	2	3	4	5
 FEASIBILITY	Ability to gain required approvals Constructability	1	2	3	4	5

WHAT ABOUT EVALUATING THE HOUSING & LAND USE OPTIONS?

RANK EACH FROM LEAST IMPORTANT TO MOST IMPORTANT.

CIRCLE ONE:

LEAST IMPORTANT

MOST IMPORTANT

 MARKET POTENTIAL	Demand for new development	1	2	3	4	5
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RANK EACH FROM LEAST IMPORTANT TO MOST IMPORTANT.

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LEAST IMPORTANT

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241 I'm impatient for change 😊

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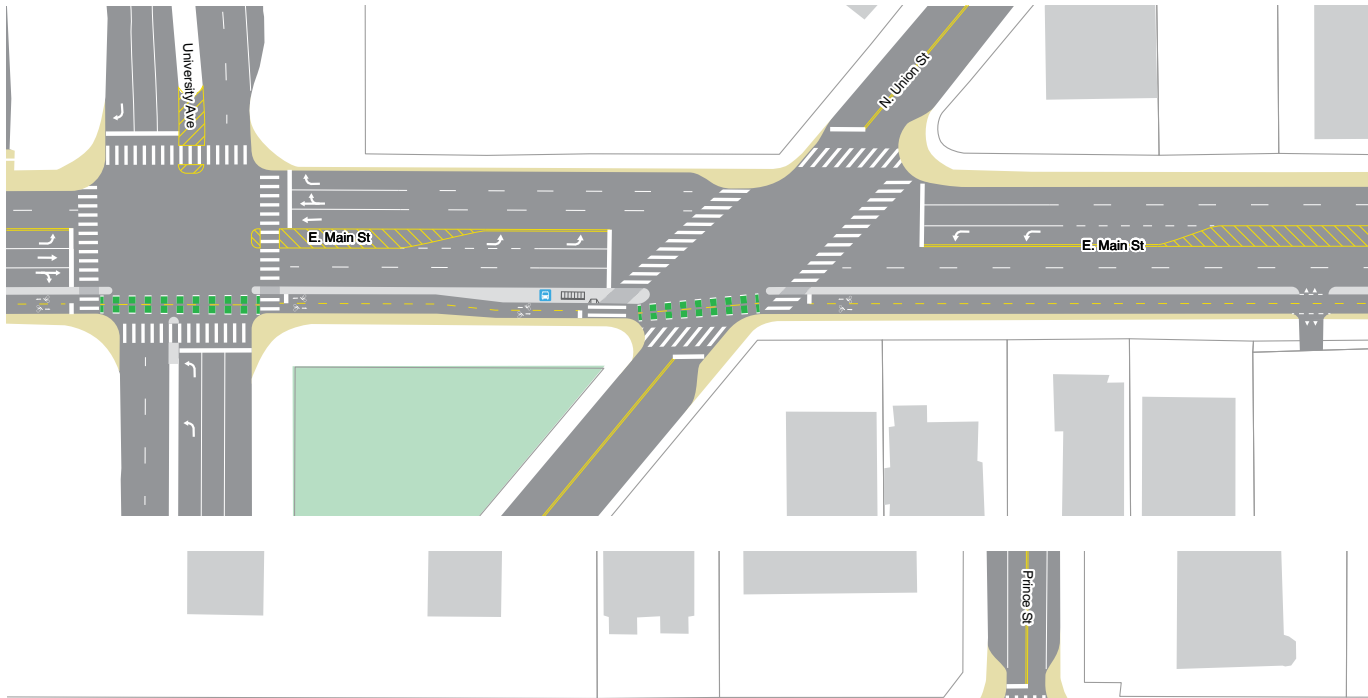
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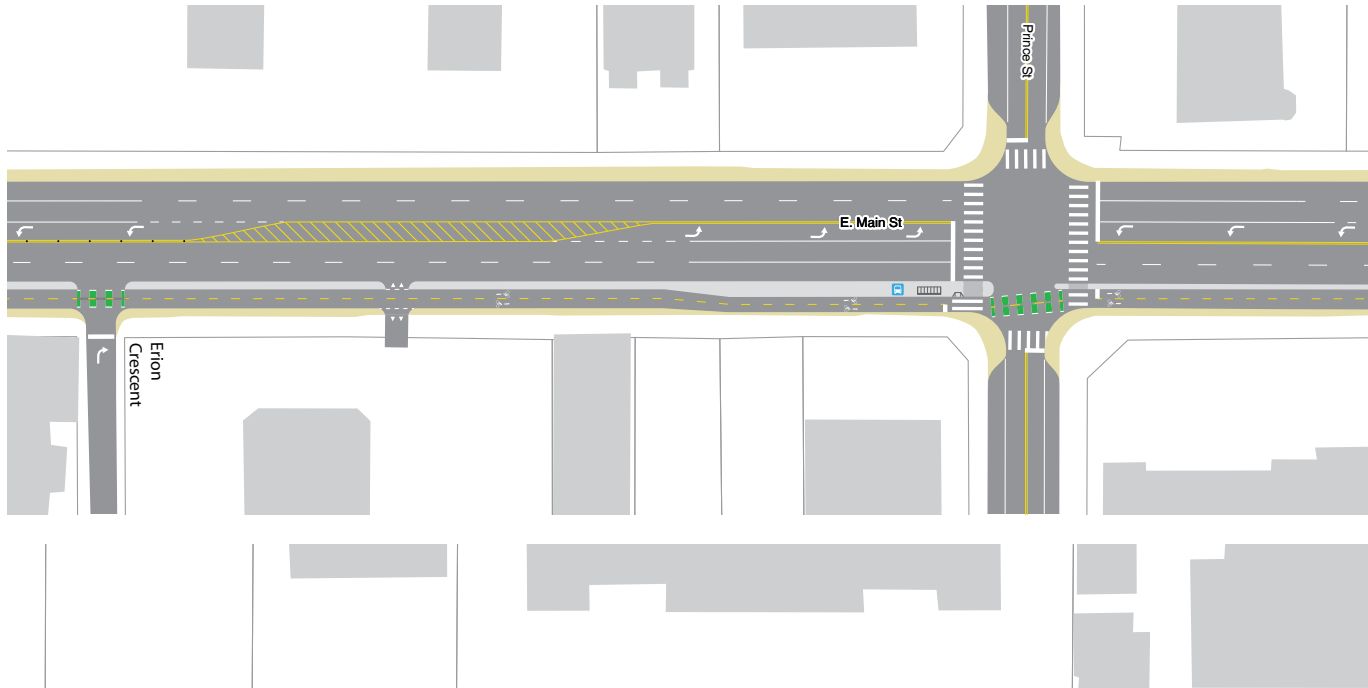
C. SHORT -TERM STREET DESIGN RECOMMENDATIONS

East Main Street Corridor

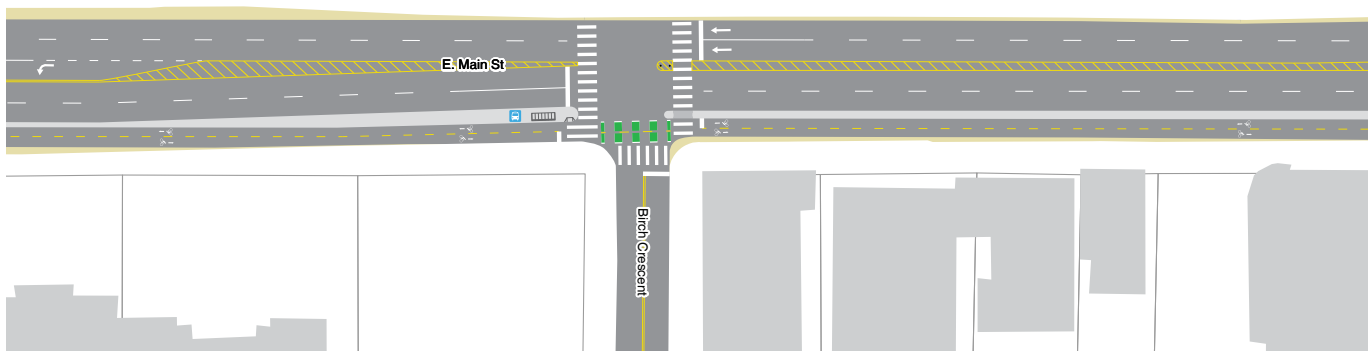
University
to Alexander

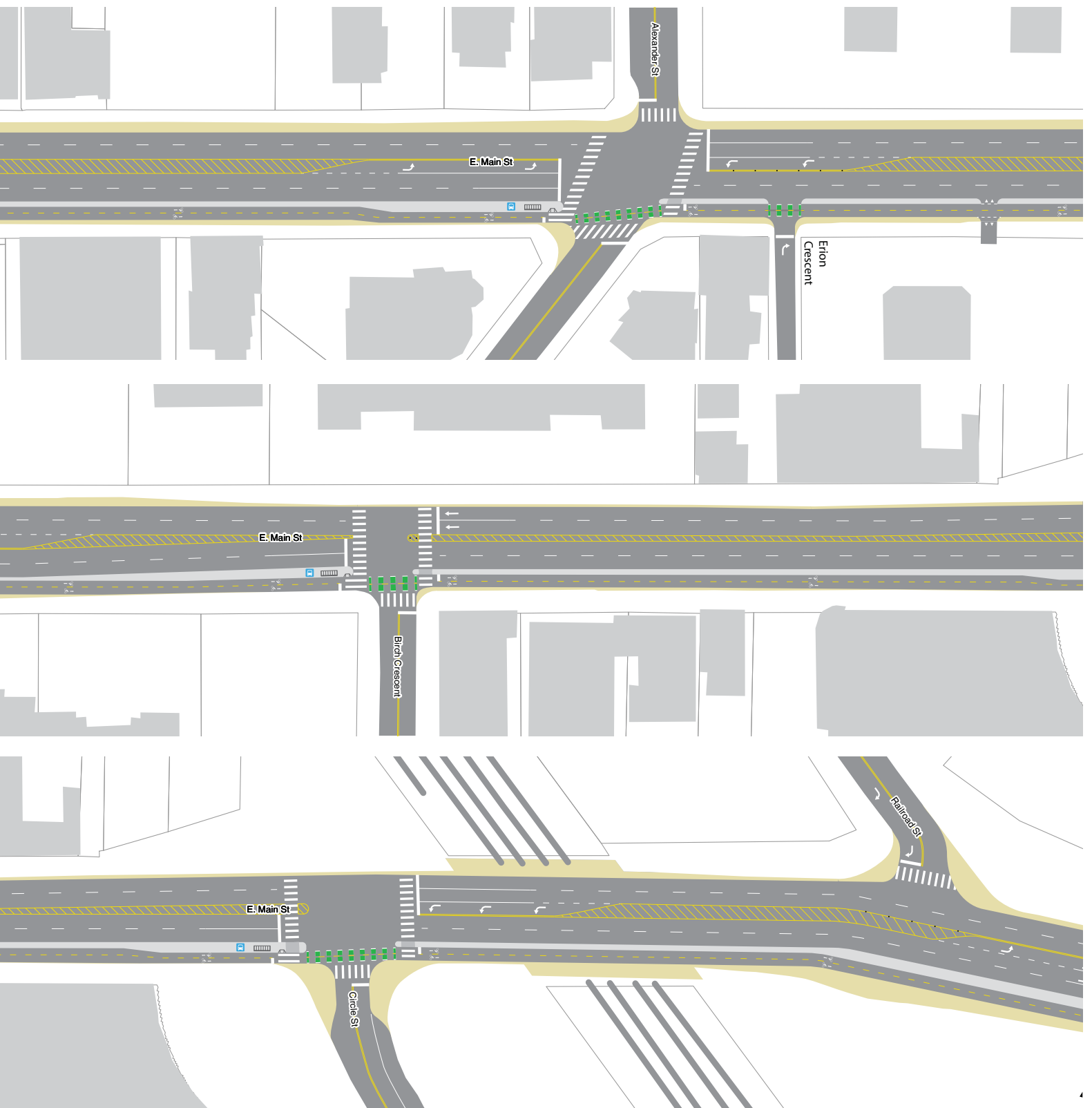


Alexander
to Birch

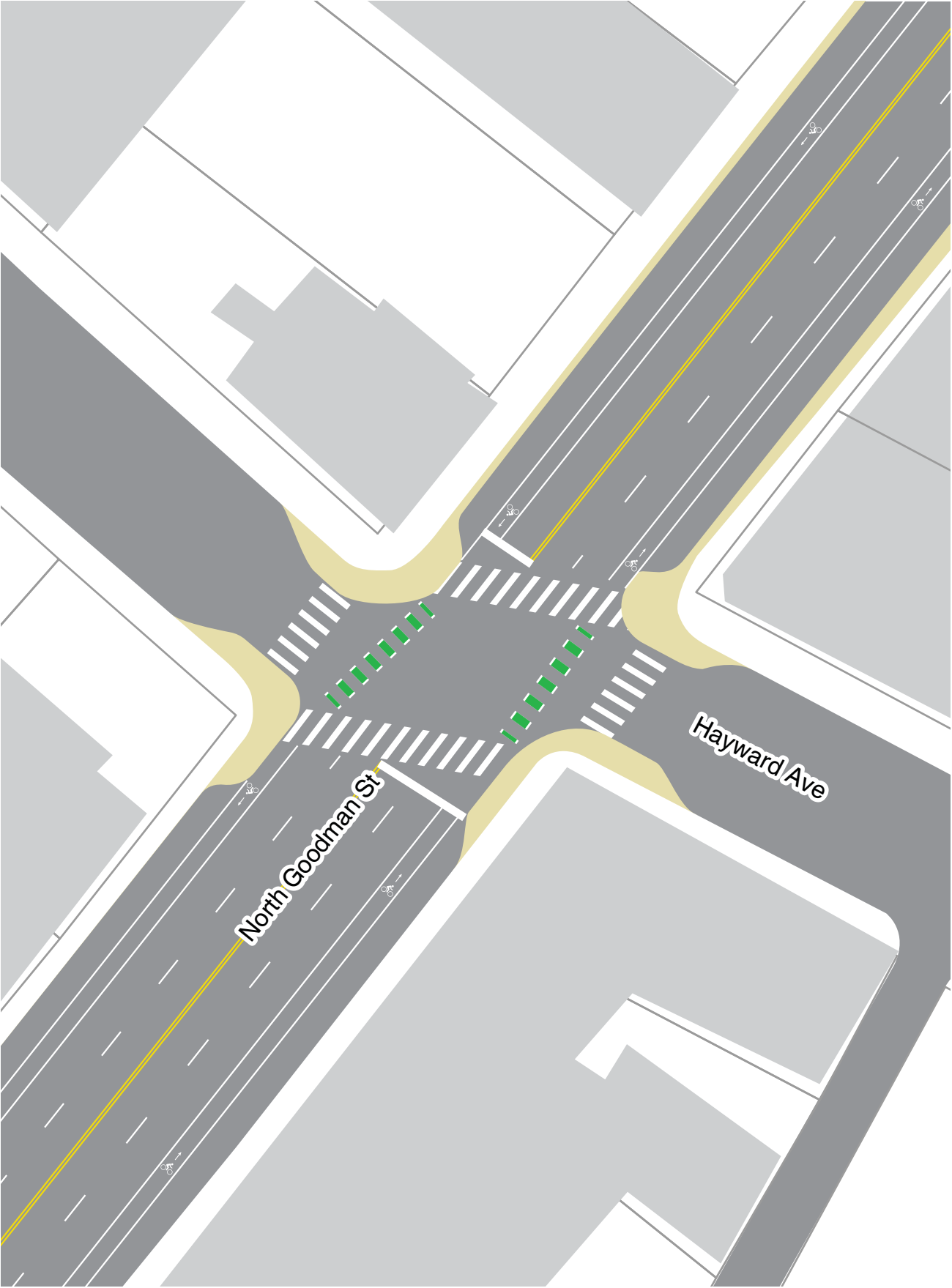


Birch to
Railroad

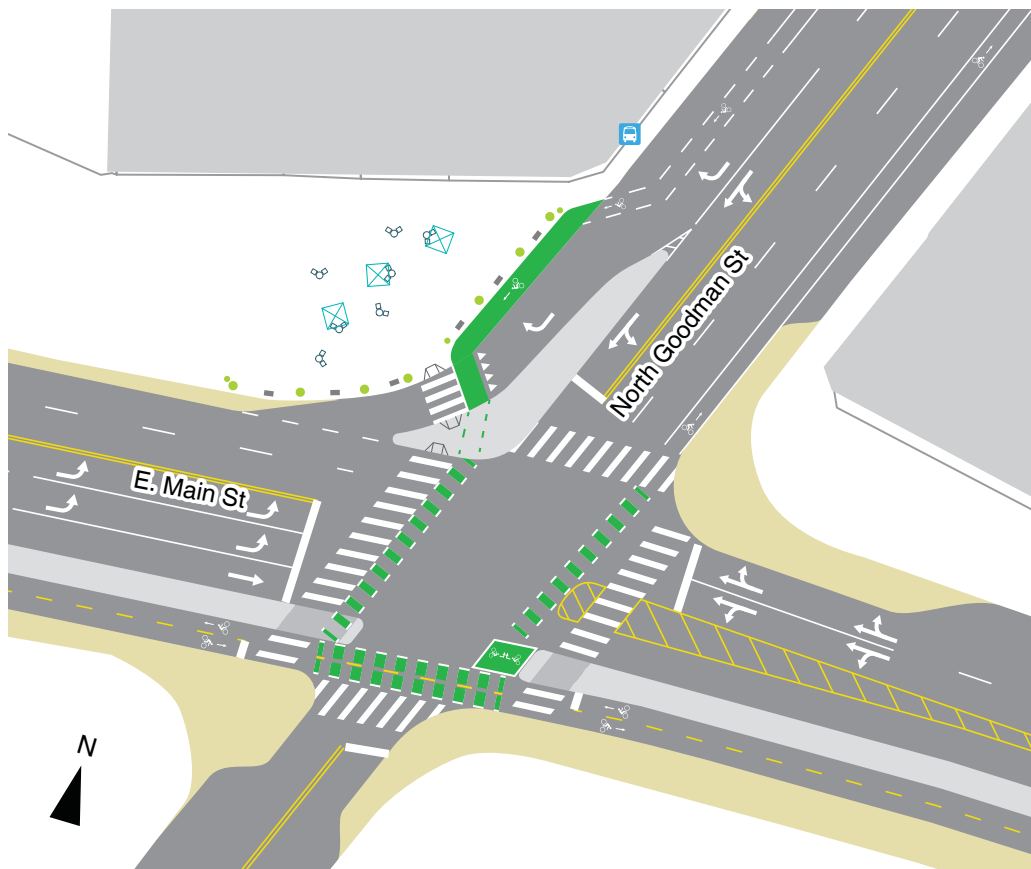




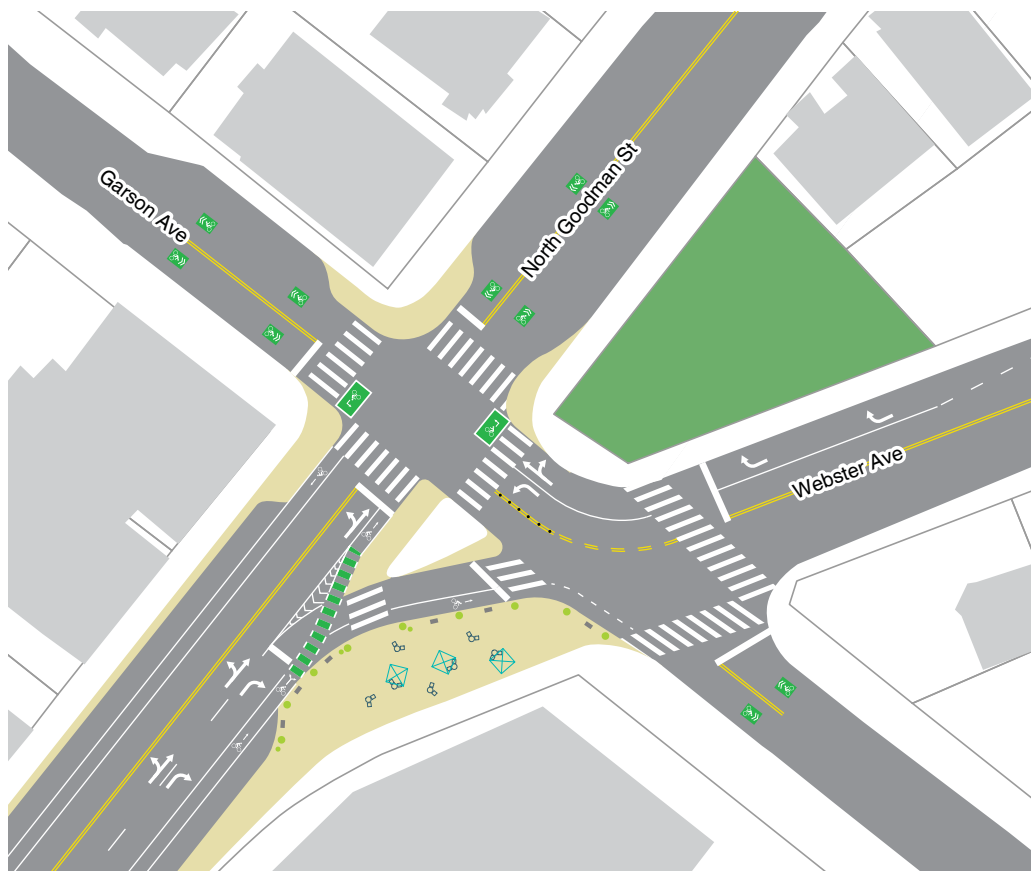
North Goodman Street Corridor



*East Main Street
and North Goodman
Street Intersection*



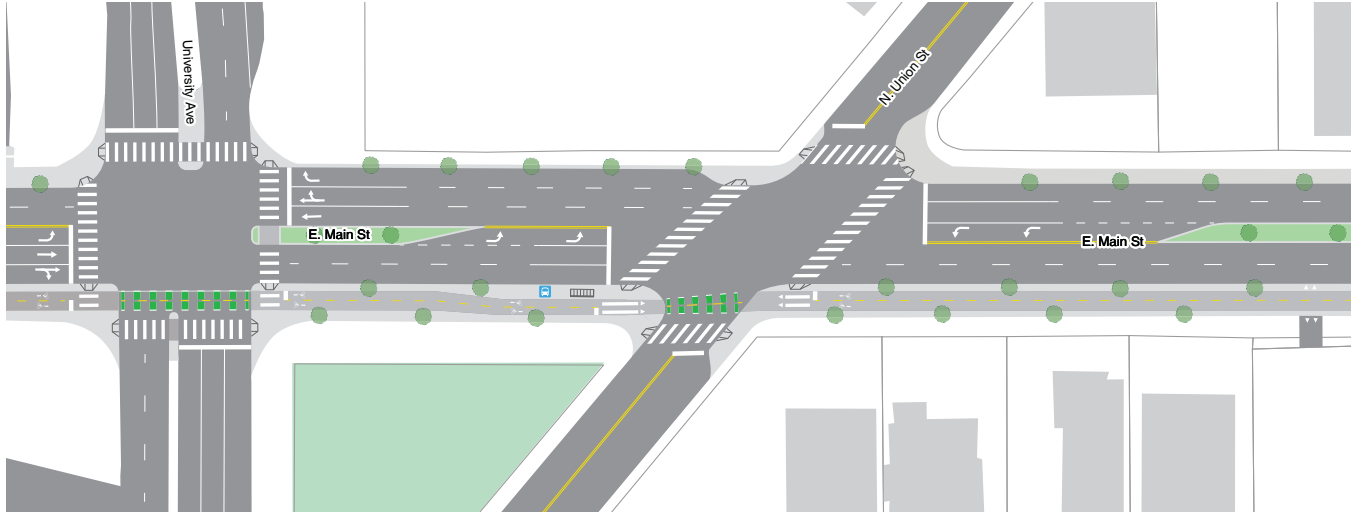
North Goodman Street, Garson Avenue, Webster Avenue Intersection



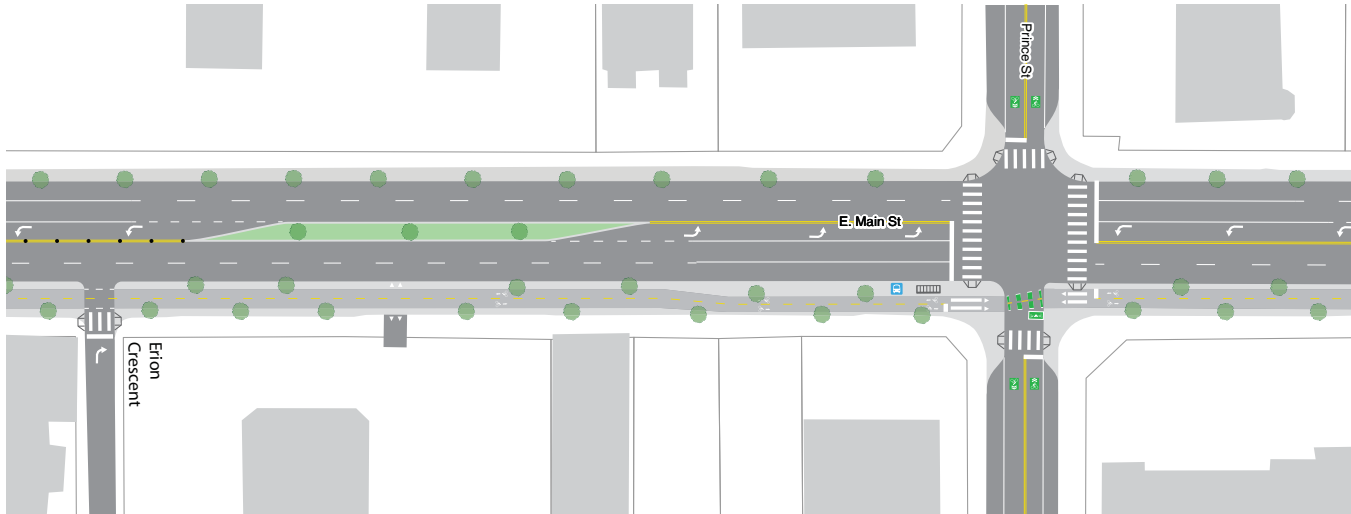
D. MEDIUM AND LONG -TERM STREET DESIGN RECOMMENDATIONS

East Main Street Corridor

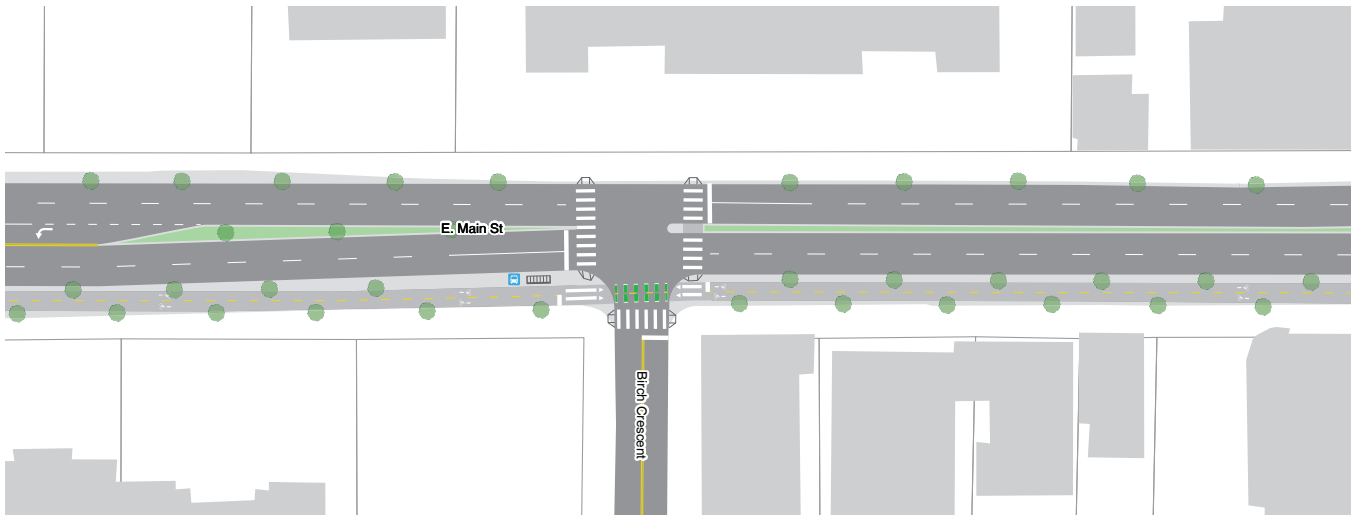
University
to Alexander

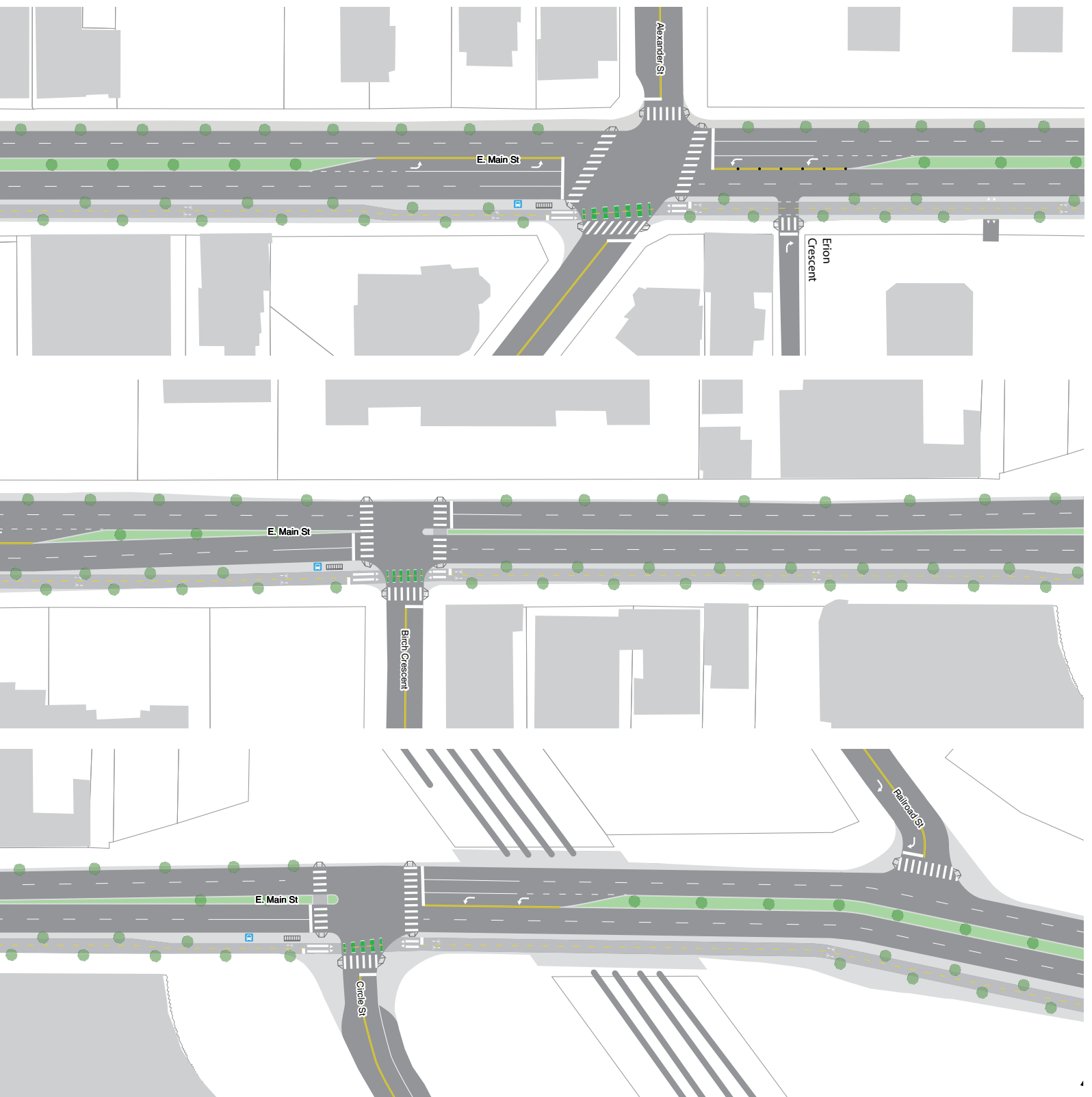


Alexander
to Birch

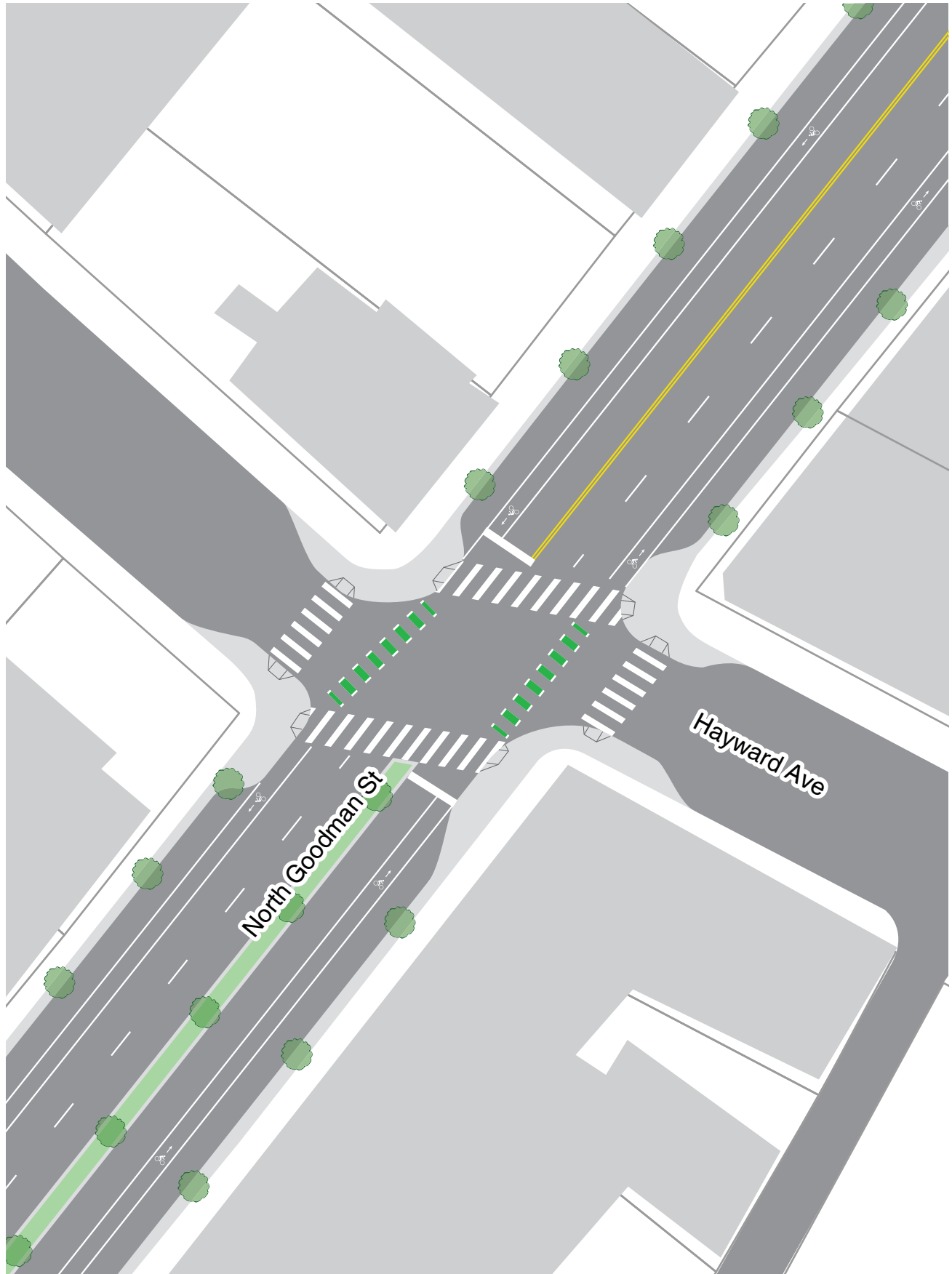


Birch to
Railroad

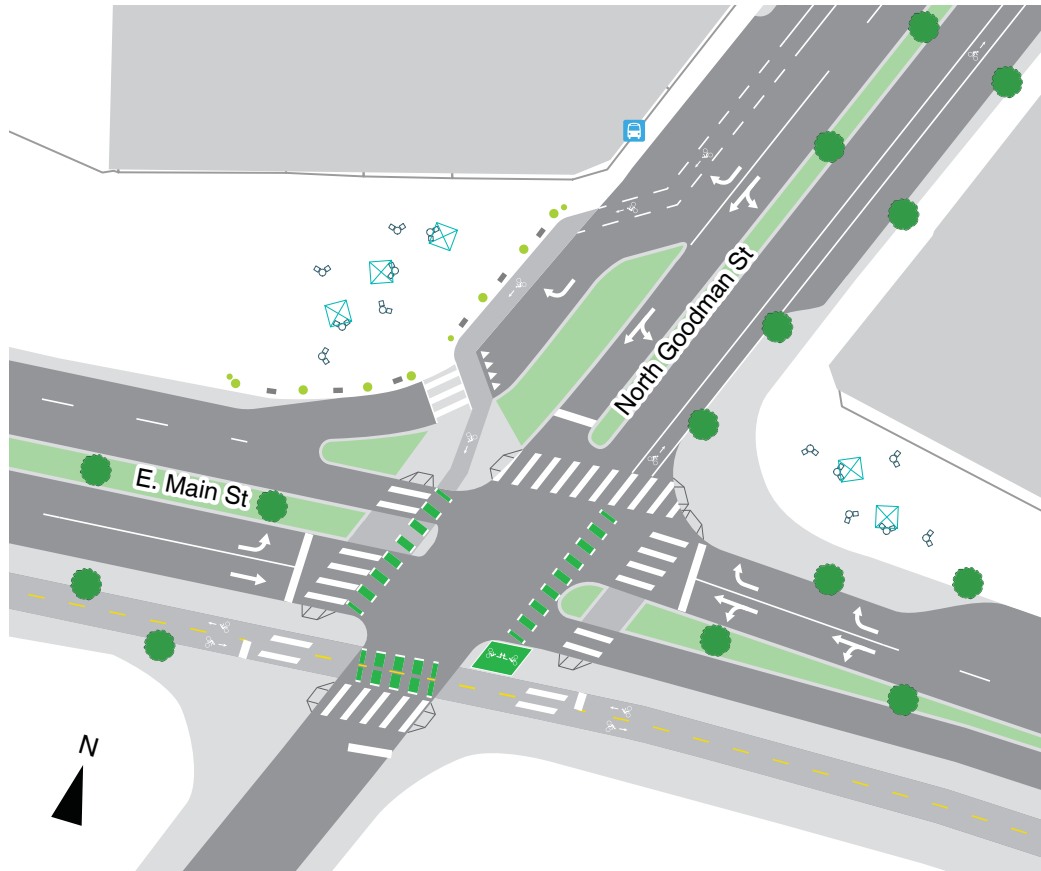




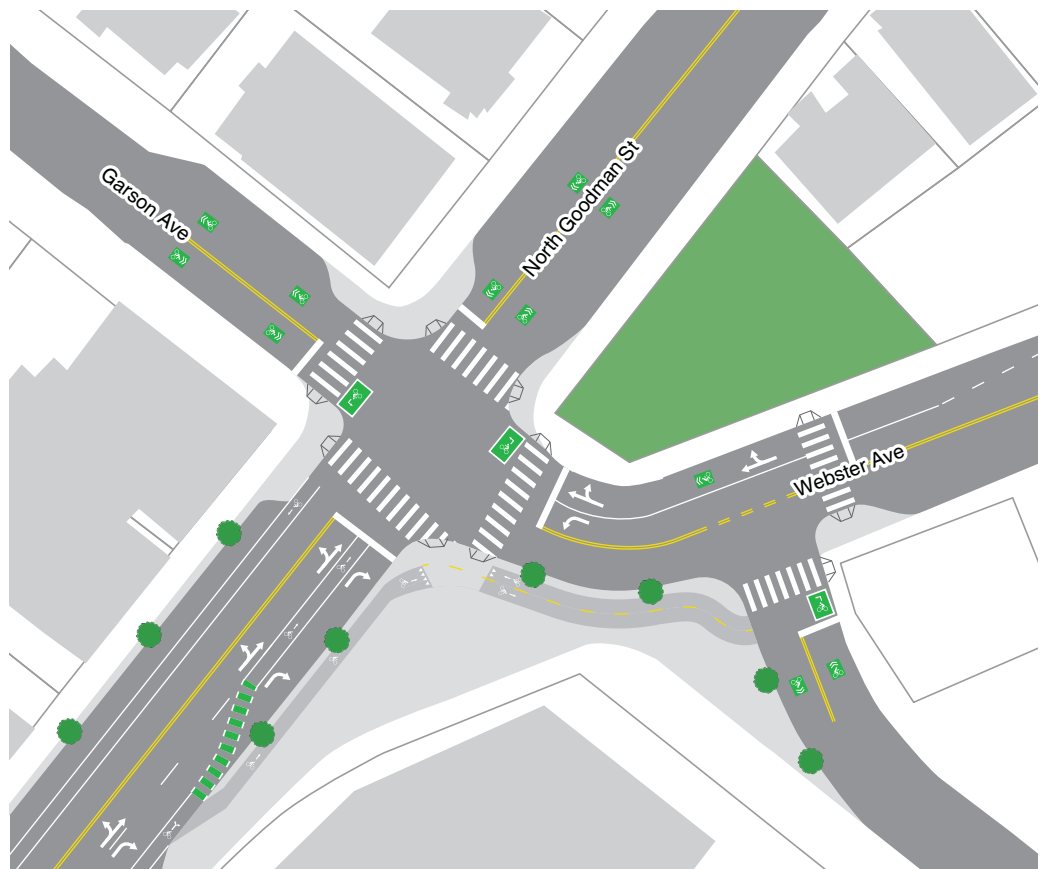
North Goodman Street Corridor



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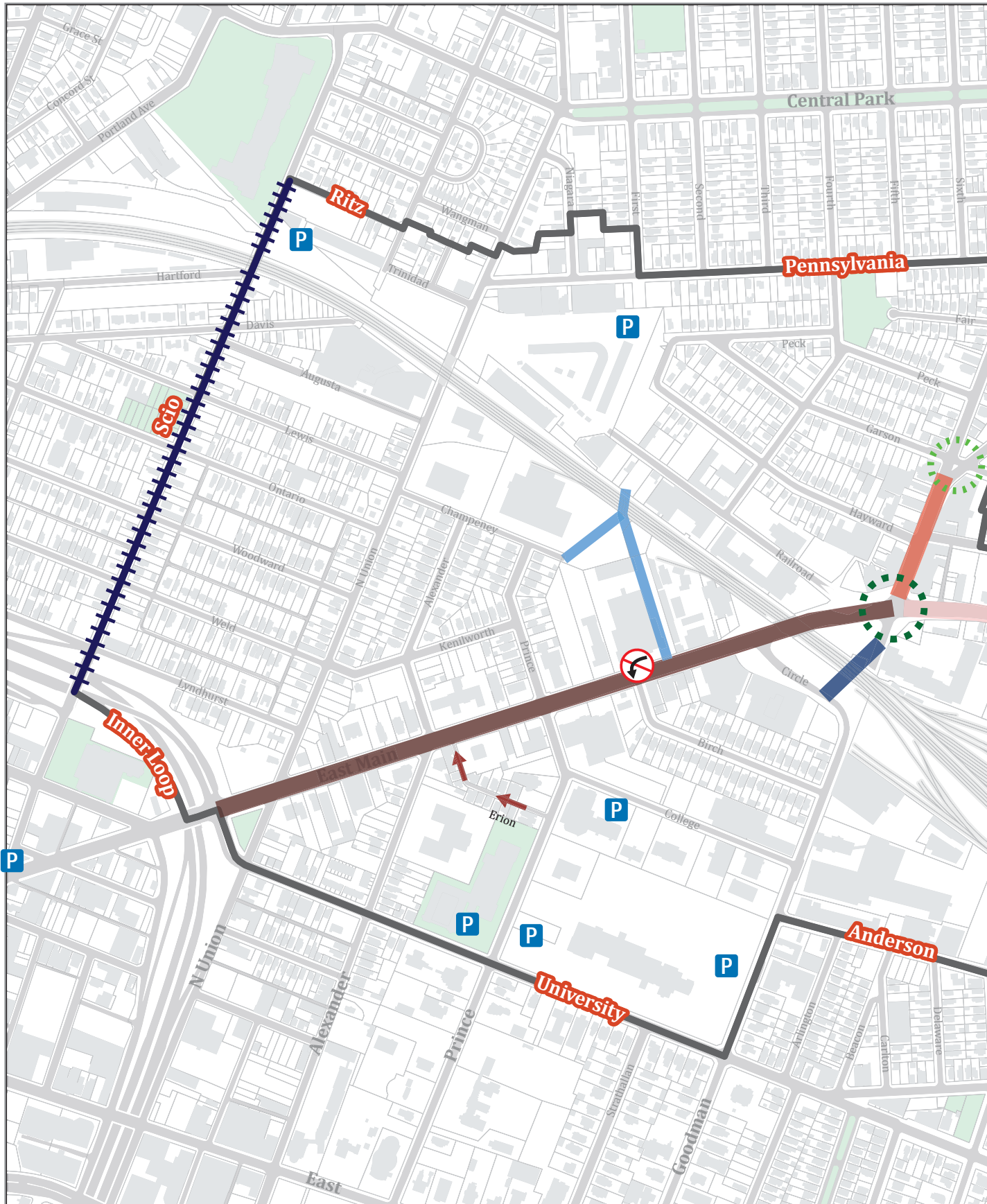


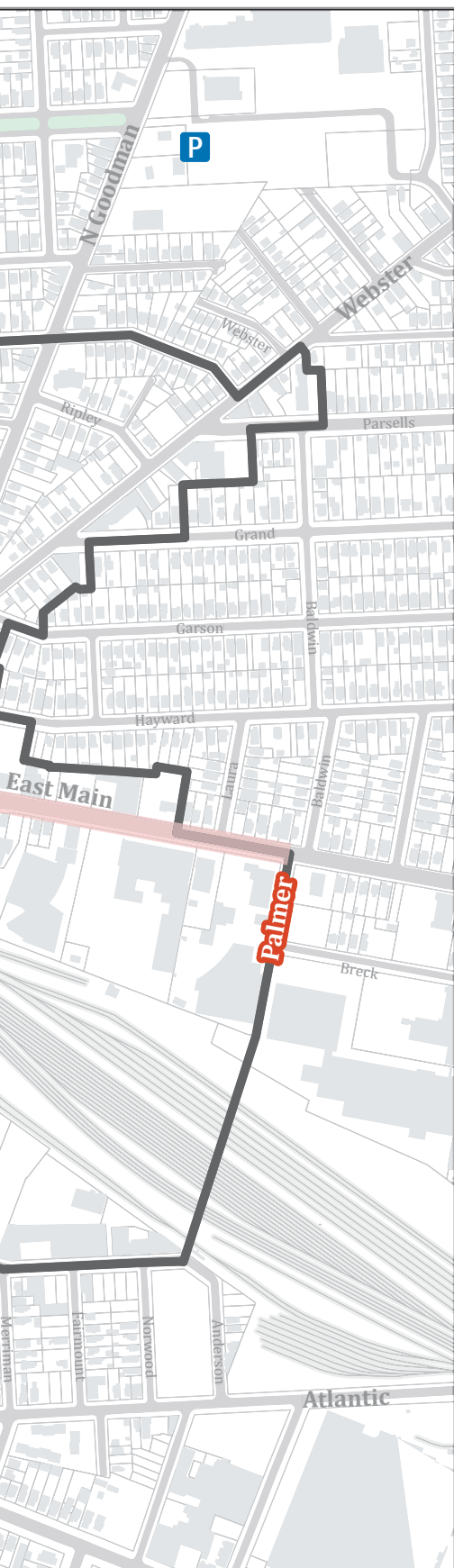
*North Goodman
Street, Garson
Avenue, Webster
Avenue Intersection*



E. SUMMARY OF OVERALL RECOMMENDATIONS

Transportation Recommendation Summary





Study boundary



East Main St. corridor redesign with 2-way separated bike lane, a reduction in the number of vehicle travel lanes, shorter pedestrian crossings, median islands, wider sidewalks, and bus boarding islands



East Main St. and North Goodman St. intersection redesign to calm traffic, create neighborhood gateway and pedestrian plazas



Traffic calming on North Goodman St. retail corridor



North Goodman St., Webster Ave., and Garson Ave. intersection redesign to simplify movements and create large pedestrian plaza



East Main St. (East of North Goodman St.) continuation of 2-way separated bike lane, traffic calming elements, and street beautification



Reversal of travel direction on Erion Crescent



Left turn restriction for East Main St. at Birch Crescent



Traffic calming on Scio St. with measures similar to Union St.



Potential off-street parking lots (private and public) for improved event access and parking management and/or potential shuttle bus stops

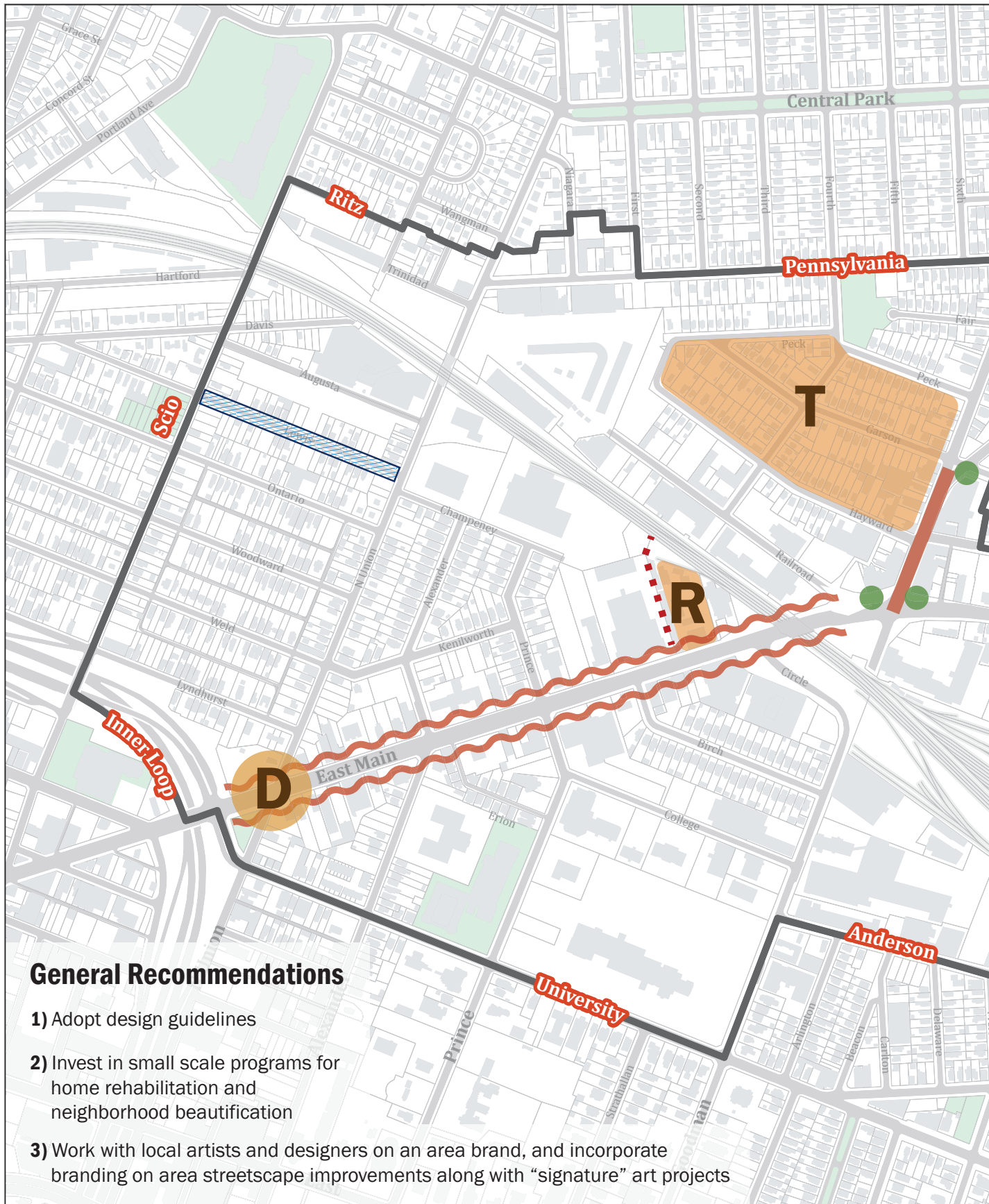


Market/Armory pedestrian and bicycle bridge

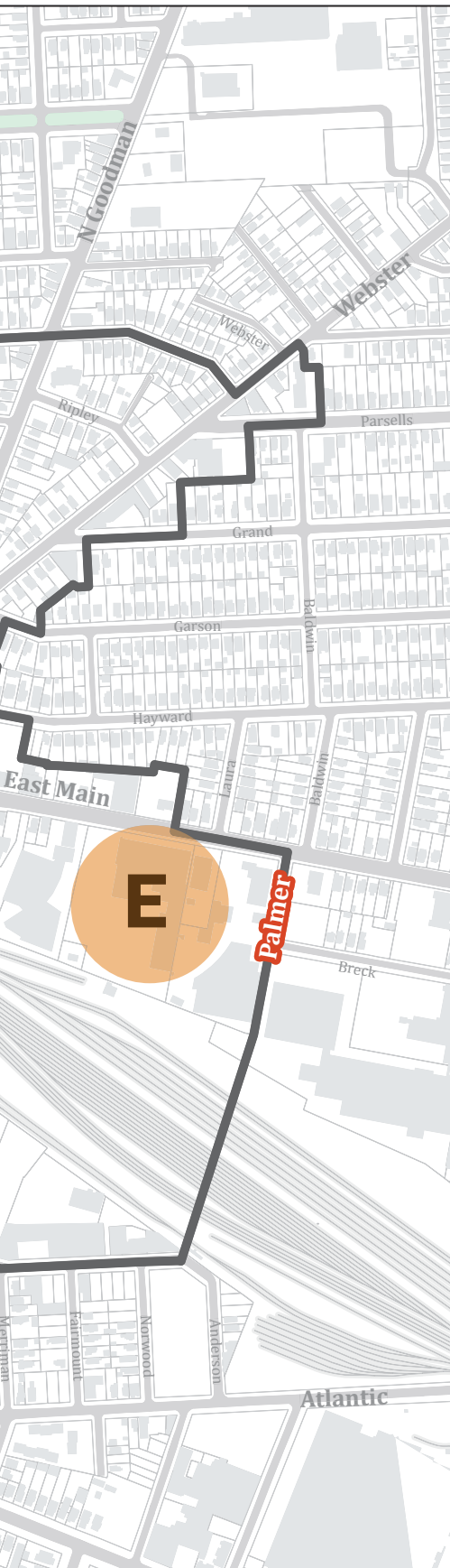


Long-term pedestrian and bicycle connection for North Goodman St.

Land Use & Branding Recommendation Summary



Summary



Study Boundary



Mixed-use, walkable "main street" on North Goodman St.



Improved and new pedestrian plazas on North Goodman St. as bookends for revitalized mixed-use corridor



Activate lawns and parking lots along East Main St. corridor to enhance walkability



Downzone around East Main St. and North Union St. away from CCD classification to prevent future development of auto-oriented uses



Redevelopment of Otis Lumber site



Easement between Armory and Otis Lumber site for access to future pedestrian/bicycle bridge



EMMA neighborhood mixed-use, mixed-income redevelopment



Selective infill in GP4H through "Tiny Studios" and artist residency program



Collaboration with Collective Action Project (CAP) on Lewis St. redevelopment