

GENESEE TRANSPORTATION COUNCIL

RESOLUTION

**Resolution 20-29 Accepting the Ontario County SR 364/CR 11 Active
Transportation Corridor Plan as evidence of completion of UPWP
Task 8777**

WHEREAS,

1. The *FY 2020-2021 Unified Planning Work Program* includes Task 8777, Ontario County SR 364/CR 11 Active Transportation Corridor Plan, for the purpose of identifying comprehensive strategies and infrastructure improvements to incorporate bicyclists, pedestrians, and motorists as equal corridor users, especially including non-motorized access to two County parks - Ontario County Beach and Deep Run - and parkland in the Town of Gorham.
2. Said Task inventoried existing and planned conditions including physical operational, and regulatory characteristics of the roadway and community, along with the active transportation experience along the corridor; reviewed existing planning documents and zoning regulations; developed a corridor-wide and a character zone needs and opportunities assessment with corresponding recommendations and general cost estimates; as well as an implementation priority matrix.
3. Said Task has been completed and has resulted in the *SR 364/CR 11 Active Transportation Corridor Plan*; and
4. Said Plan has been reviewed by GTC staff and member agencies through the GTC committee process and has been found to be consistent with the goals, objectives, and recommendations of the Long Range Transportation Plan.

NOW, THEREFORE, BE IT RESOLVED

1. That the Genesee Transportation Council hereby accepts the *Ontario County SR 364/CR 11 Active Transportation Corridor Plan* Executive Summary as evidence of completion of UPWP Task 8777; and
2. That this resolution takes effect immediately.

CERTIFICATION

The undersigned duly qualified Secretary of the Genesee Transportation Council certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the Genesee Transportation Council held on August 27, 2020.

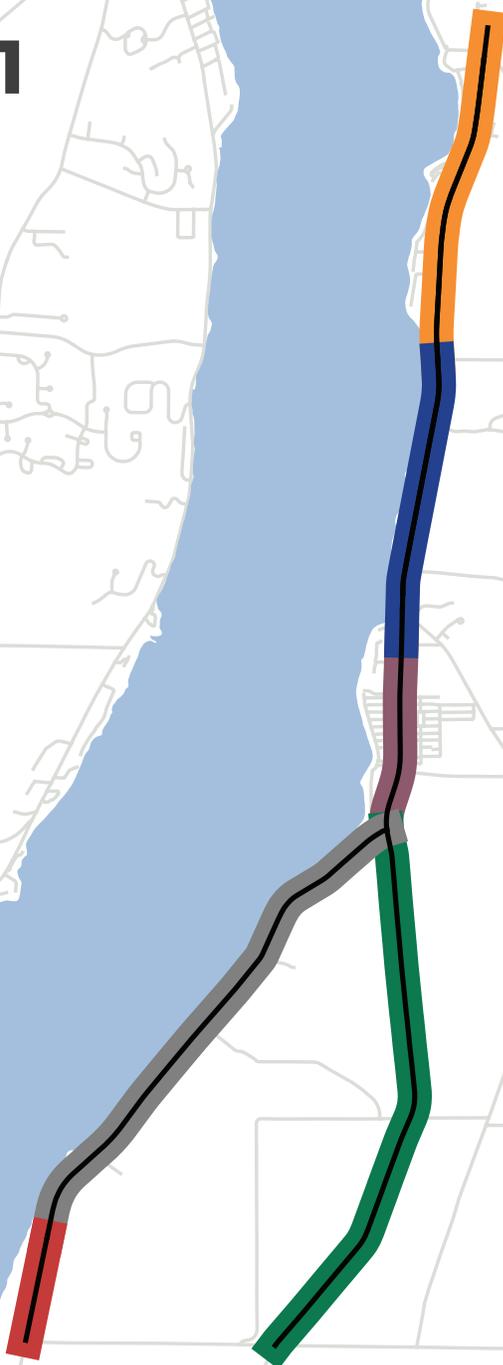
Date _____

KEVIN C. BUSH, Secretary
Genesee Transportation Council

STATE ROUTE 364 & COUNTY ROAD 11

ACTIVE TRANSPORTATION
CORRIDOR PLAN

EXECUTIVE SUMMARY



Summary of: **1 INTRODUCTION**

This chapter provides a **Project Overview** of the study area, background, and purpose of this Active Transportation Plan. It also references ten **Relevant Recent Studies** that have informed the recommendations within this report. This chapter also provides an overview of the **Community Engagement** process that guided the development of this report, and a summary of many **Active Transportation Benefits**.

PROJECT OVERVIEW

This study examines ten total miles of State Route 364 and County Road 11, two connector roadways along the east side of Canandaigua Lake in Upstate New York. The sections of the roadways studied are within the Towns of Canandaigua and Gorham, in Ontario County. With a high number of summer homes, rented cottages, and warm-weather destinations along these corridors, they are heavily used by pedestrians and bicyclists during spring, summer, and fall. However, they were designed to primarily facilitate automobile movement, and have minimal active transportation infrastructure. This condition illustrated a clear opportunity for the development of an Active Transportation Plan along the entirety of the east side of Canandaigua Lake within Ontario County.

Recognizing the environmental, health, and general quality of life benefits that active transportation affords, this Plan outlines comprehensive strategies for enhancing multimodal accessibility, connectivity, and safety along State Route 364 and County Road 11. It is intended to serve as a 'blueprint' for future developments, recommending infrastructural, programmatic, and policy improvements to promote pedestrians, bicyclists, and other non-motorized modes of transit. These recommendations include a combination of corridor-wide improvements and more context-specific opportunities for each of the 'Character Zones' within the corridor. This Plan also recognizes the important connections between active transportation, the water quality of Canandaigua Lake, and community resilience.

RELEVANT RECENT STUDIES

This study was informed by, and builds upon, findings from multiple recently-completed studies, including the Ontario County Canandaigua Lake Shore Parks Master Plan, Canandaigua Lake Water Trail Action Plan, the Routes 5&20 and Route 364 Multimodal Safety and Access Improvement Study, and comprehensive and access management plans from both involved municipalities.



Summary of: **INTRODUCTION (CONTINUED)**

COMMUNITY INVOLVEMENT

Extensive community input significantly shaped the recommendations within this plan. Throughout its development, community members participated in two Public 'Open House' Meetings, provided responses to a community survey administered in conjunction with the Ontario County Parks Master Plan, and provided feedback to proposed recommendations posted on the project website via email and phone calls. Five Project Steering Committee Meetings were also conducted with key stakeholders, including representatives from Ontario County Planning, Ontario County Department of Public Works, the Town of Canandaigua, the Town of Gorham, the Canandaigua Lake Watershed Association, the Canandaigua Lake Watershed Council, New York State Department of Transportation (NYSDOT), the Genesee Transportation Council (GTC), and the Ontario County Sheriff's Department.



ACTIVE TRANSPORTATION BENEFITS

+ PHYSICAL AND MENTAL HEALTH

Active transportation infrastructure enables community members to exercise regularly, reducing the risks of serious conditions and illnesses caused by an increasingly sedentary lifestyle. Regular exercise also leads to improved mental health by stimulating endorphins and limiting the levels of stress hormones such as adrenaline and cortisol.

👤 SOCIAL BENEFITS

Active transportation is essential for access to employment, destinations, and shopping for those without access to vehicles, thereby enhancing equity. Active transportation also helps facilitate a more cohesive sense of community by encouraging the spending of time within the public sphere.

🌿 ENVIRONMENTAL BENEFITS

Substituting walking and bicycling for vehicular travel has significant benefits for environmental sustainability and resiliency. A reduction in the burning of fossil fuels ultimately reduces the rate of climate change, and stems emissions of sediment, nitrogen, phosphorus, synthetic organics, and pathogens, pollutants that otherwise decrease both air and water quality.

💰 ECONOMIC BENEFITS

Active transportation decreases the cost of owning a vehicle, and - by promoting a healthy lifestyle - decreases the risk of health-related expenses. Active transportation-centered development also promotes density, creating centrally-located amenities that stimulate reinvestment within communities and higher quality-of-life.

Summary of: **2** EXISTING CONDITIONS

This chapter provides an overview and analysis of the existing conditions along the project corridors. It includes: an overview of **Community Characteristics**, including demographics, destinations, and recreational amenities; an inventory of **Physical Characteristics**, including roadway dimensions, slope, topography, and environmental considerations; a summary of **Operational Characteristics**, including roadway class, jurisdictions, traffic volumes and speeds, and seasonal fluctuations; a review of **Regulatory Characteristics** such as design standards and zoning codes; and an analysis of current **Active Transportation Experience**, based on community input, Level of Service metrics, and time-lapse camera video analysis.

COMMUNITY CHARACTERISTICS: Key Takeaways

- » Both Canandaigua and Gorham share many demographic similarities, including a relatively high median age, moderate levels of poverty, and access to at least one vehicle for the majority of households.
- » Key destinations along the corridors include Finger Lakes Community College (FLCC), Constellation Brands-Marvin Sands Performing Arts Center (CMAC), the Hamlet of Crystal Beach, Pelican Point Marina, and LeTourneau Christian Center.
- » Key recreational amenities along the corridors include Ontario County Beach Park, Deep Run Park, the Town of Gorham Parkland, Finger Lakes Community College trails, and several parks within Crystal Beach. Several of these amenities directly link the corridors to Canandaigua Lake, providing access for kayaking or canoeing on the lake.



PHYSICAL CHARACTERISTICS: Key Takeaways

- » Throughout the corridors, there is an average shoulder width of 3-5 feet, though this entire width is not always fully usable for active transportation due to debris and occasional erosion.
- » The lakefront sides of both corridors are almost fully built out with seasonal cottages and full-year residences; typically, the eastern sides of both corridors are more sparsely developed, with sections of the eastern side of State Route 364 designated as future primary development corridors.

Summary of: **EXISTING CONDITIONS** (CONTINUED)

- » While the northern section of State Route 364 is generally flat, the southern section of State Route 364 and the entirety of County Road 11 include significant topographical changes, with selected areas reaching over 15% slopes. In general, areas with greater than 5% slopes are difficult for bicyclists to endure for long periods of time.
- » Due to increased phosphorus and nitrogen inputs from surface runoff, the water quality of Canandaigua Lake is being significantly threatened. Several streams drain both sides of County Road 11 and State Route 364 throughout the project area, carrying roadway runoff into Canandaigua Lake.
- » Though only one section of County Road 11 is located within a FEMA-designated flood zone, there is occasional ponding on roadway edges at several locations along the project corridors, affecting pedestrians and bicyclists.



OPERATIONAL CHARACTERISTICS: Key Takeaways

- » The majority of County Road 11 and the entirety of State Route 364 within the project area are designated as Major Collectors, providing connections between key destinations throughout the county.
- » State Route 364 is owned by New York State Department of Transportation; County Road 11 is owned and maintained by Ontario County.
- » Average daily traffic counts indicate approximately 6,000 vehicles per day on the northern section of State Route 364; counts indicate between 1,000 and 2,000 vehicles per day for the southern section of State Route 364 and the entirety of County Road 11.
- » In general, state and county speed counts indicate that mean driven speeds are slightly above posted speeds throughout the corridors; 85th Percentile driven speeds are typically 6-10 Miles per Hour above posted speeds.
- » There were two pedestrian-related and one bicycle-related recorded crashes within the project study area between 2013 and 2018; all of these crashes were at the northern section of State Route 364, and did not cause any fatalities.
- » The high demand for lakefront access and lack of off-street parking leads many vehicles to park along roadway shoulders, jeopardizing pedestrian and bicycle safety by forcing them to use vehicular travel lanes in higher-speed areas.
- » Due to the high amount of rental and seasonal residences, the population of the corridors swells significantly during summers, further increasing on-street vehicular parking and active transportation activity.
- » Summer concerts at CMAC are increasingly reaching the 15,000 person capacity, significantly increasing pedestrian use and impacting through-traffic along State Route 364.



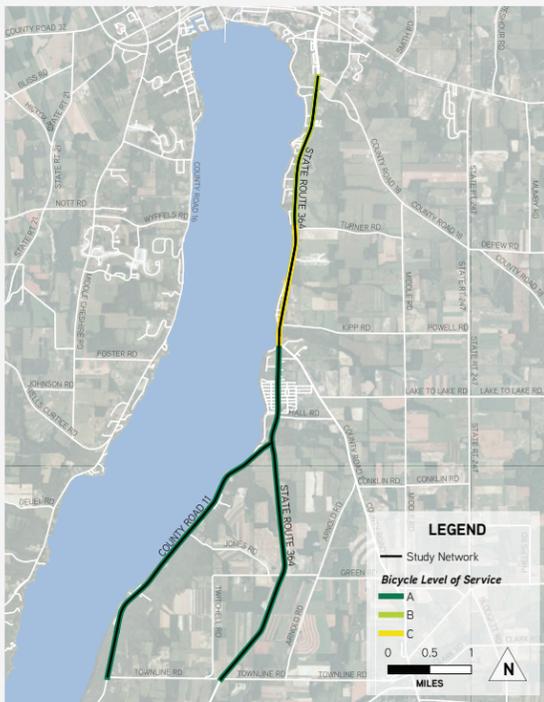
Summary of: **EXISTING CONDITIONS** (CONTINUED)

REGULATORY CHARACTERISTICS: Key Takeaways

- » The project corridors pass through a wide variety of zoning districts, including residential, business, commercial, farming preferred, and mixed use.
- » The Town of Gorham’s Zoning Local Law, Design Guidelines, Design and Construction Standards, Subdivision Regulations, and Access Management Code and Plan provide a robust foundation for promoting active transportation best practices along the corridors.
- » The Town of Canandaigua’s Municipal Code and Design Standards similarly outline clear guidelines, design criteria, and requirements for active transportation infrastructure.

ACTIVE TRANSPORTATION EXPERIENCE: Key Takeaways

- » Community input indicated concerns related to active transportation safety along the corridors, particularly noting vehicular speeds, on-street parking, and visitors who are unfamiliar with the roadways as key concerns.
- » Eight Time Lapse Cameras were deployed throughout the corridor to track active transportation patterns. They indicated extremely high pedestrian usage at key destinations such as Pelican Point and Deep Run Park, and significant bicyclist usage throughout the corridors.
- » The Bicycle & Pedestrian Levels of Service (BLOS and PLOS) models were utilized to measure users’ perceived safety and comfort along the corridors in relation to national standards. While the majority of the corridor sections received high BLOS grades (A and B), the majority received average or below-average PLOS grades (C and D).



Summary of: **3 NEEDS & OPPORTUNITIES**

This Chapter is broken into two segments: **Corridor-Wide Needs & Opportunities**, which includes a broader overview of deficiencies and opportunities for improvements throughout the corridors; and **Character Zone Needs & Opportunities**, which details deficiencies and opportunities that are more specific to six particular segments of the corridors. These ‘Character Zones’ have been identified through synthesis of the findings within the Inventory & Analysis, and are defined by particular development types, traffic volumes and speeds, key destinations, and Bicycle and Pedestrian Level of Service grades. The outline of this chapter mirrors the following recommendations within Chapter 4.

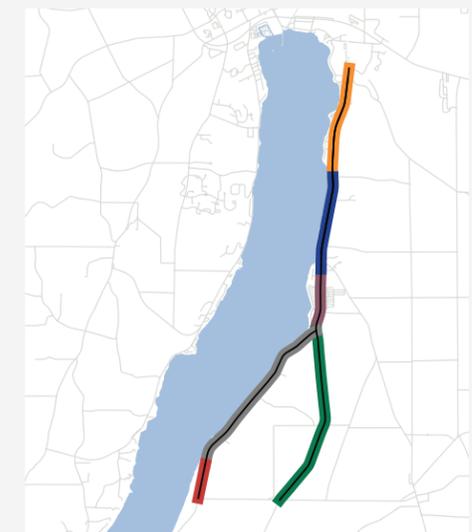
CORRIDOR-WIDE NEEDS & OPPORTUNITIES

Identified needs and opportunities for enhancements to active transportation safety and connectivity throughout the corridors include:

- » Widened and/or repaved shoulders
- » Traffic calming measures
- » Reduction of on-street parking
- » Increased maintenance
- » Intersection improvements
- » Crossing enhancements and additions
- » New sidewalks
- » Advanced warning systems
- » Enhanced wayfinding
- » Improved stormwater management
- » Updates to codes and design standards, related to bicycle accommodations, green infrastructure, accessibility, setbacks, access management, and parking.

CHARACTER ZONES NEEDS & OPPORTUNITIES

- 1 NORTH STATE ROUTE 364**
- 2 PARKWAY ZONE**
- 3 CRYSTAL BEACH**
- 4 SOUTH STATE ROUTE 364**
- 5 NORTH COUNTY ROAD 11**
- 6 SOUTH COUNTY ROAD 11**



Summary of: **NEEDS & OPPORTUNITIES** (CONTINUED)

ZONE	KEY NEEDS	KEY OPPORTUNITIES
1	<ul style="list-style-type: none"> » Off-road pedestrian facilities » Standardized shoulder widths » Maintenance » Lighting 	<ul style="list-style-type: none"> » Intersection enhancements at SR 364 / Marvin Sands Drive / CR 18 area » Traffic calming » Green infrastructure
2	<ul style="list-style-type: none"> » Pedestrian connection between Angela Way and Ontario Co. Beach Park » Improved circulation at Ontario Co. Beach Park » Restricted on-street parking near parks » Enhanced crossing at Deep Run Park » Advanced warning signage 	<ul style="list-style-type: none"> » Traffic calming » Connection between Town of Gorham Parkland and Deep Run Park » 'Parkway corridor' between Deep Run Park and Ontario Co. Beach Park » Enhancements at CR 1 / SR 364 Intersection
3	<ul style="list-style-type: none"> » Pedestrian infrastructure » Advanced warning signage 	<ul style="list-style-type: none"> » Traffic calming » Off-street parking » Green infrastructure » Sense of place in Crystal Beach Hamlet
4	<ul style="list-style-type: none"> » Consistent shoulder space » Resolved conflicts with farm vehicles and horse-and-buggies 	<ul style="list-style-type: none"> » Enhancements at CR 11 / SR 364 Intersection » Enhancements at SR 364 / Green Road / Twitchell Road Intersection » Traffic Calming » Scenic overlooks/pull-off zones
5	<ul style="list-style-type: none"> » Parking improvements » Traffic calming » Consistent shoulder space » Drainage 	<ul style="list-style-type: none"> » Pelican Point Marina pedestrian enhancements
6	<ul style="list-style-type: none"> » Consistent shoulder space » Parking improvements 	<ul style="list-style-type: none"> » Speed Limit Reduction » Wider shoulder on incline » Scenic overlooks/pull-off zones



Summary of: **4 RECOMMENDATIONS**

This Chapter is also separated into **Corridor-Wide Recommendations** and **Character-Zone Recommendations**. The recommendations reflect a comprehensive approach to active transportation improvements, proposing traffic calming measures, additional active transportation facilities, new and enhanced signage, programs and outreach opportunities, and regulatory amendments. Throughout this chapter, recommended facilities and infrastructure are referred to at a fundamental level; for additional technical guidance, please refer to Appendix B: Facility Design Guidance. Implementation of the recommendations within this chapter is discussed in the following Chapter 5.

CORRIDOR-WIDE RECOMMENDATIONS



ON-ROAD IMPROVEMENTS

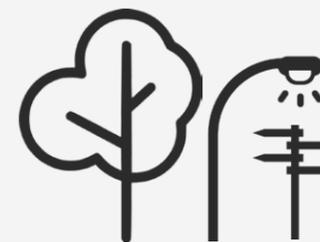
Shoulder Improvements, including widened pavement, enhanced pavement condition, and curbing will provide safer, more comfortable facilities for pedestrians and bicyclists along the corridors.

Roadway Markings, including widened edge striping, lane width reductions, speed reduction markings, and asymmetrical shoulders will further enhance active transportation safety through promoting traffic calming and lane integrity.

Intersection Enhancements, including reduced turning radii and additional pedestrian infrastructure, will provide safer facilities for all modes of transportation and reduce potential conflicts.

New Crosswalks, with best practice pavement markings, reflective posts, double sided signage, and - where applicable - Rapid Rectangular Flashing Beacons, will provide additional pedestrian accommodations and promote safe crossings.

Parking Recommendations, including additional restrictions, signage, enforcement, new off-street parking, regulatory updates, and curbing will decrease the amount of on-street parking along the shoulders.



OFF-ROAD IMPROVEMENTS

Stormwater Management, including installation of Green Infrastructure practices such as permeable pavement and bioretention areas, will reduce on-road flooding and enable filtration of roadway runoff, where it can be naturally treated.

Vertical Elements, such as street trees and decreased building setbacks, will promote traffic calming and pedestrian-scaled development.

Signage, including advanced warning signs, dynamic speed display signs, and wayfinding elements, will enhance the active transportation experience through both promoting awareness of potential conflicts and providing guidance of safe routes between key destinations.

Lighting, when implemented with best practices, will promote active transportation safety and connectivity and contribute to pedestrian-scaled environments.

Sidewalks, in selected locations, will provide separated and accessible facilities for pedestrian use along the corridors.

Summary of: **RECOMMENDATIONS** (CONTINUED)



PROGRAMS & OUTREACH

Continued Maintenance, including upkeep of pavement, road striping, foliage, debris, and - during the winter - snow removal, will ensure that active transportation facilities are continually safe and usable.

Enhanced Enforcement of vehicular speeds, on-street parking, and proper bicyclist and pedestrian behavior will promote increased multimodal safety.

Outreach, Education, and Partnerships will further promote active transportation safety and benefits for all community members, particularly children.

Tactical Interventions are low-cost, short-term installations that can catalyze behavioral change and re-allocation of space in favor of active transportation modes.



REGULATORY & POLICY IMPROVEMENTS

A variety of proposed updates and additions to municipal codes and planning documents will, if implemented, seek to:

- » Promote development closer to the roadways to create a more 'urban' feel
- » Increase the consideration of bicycle circulation and facilities in all new development
- » Reframe the perception of street trees and green infrastructure along the roadways
- » Decrease the need for on-street parking
- » Strengthen the considerations of ADA accessibility and lighting
- » Codify many active transportation-friendly 'guidelines' into enforceable regulations

CHARACTER ZONE RECOMMENDATIONS

1 NORTH STATE ROUTE 364

Pedestrian Infrastructure at State Route 364 Intersections with Marvin Sands Drive and County Road 18 will significantly increase multimodal safety and connectivity at these two intersections, serving both high-volume pedestrian traffic during CMAC events and general bicycle and pedestrian movement during normal conditions.

2 PARKWAY ZONE

Angela Way / Ontario County Beach Park Pedestrian Facilities will complement the improvements proposed in Ontario County Beach Park as part of the Ontario County Lake Shore Parks Master Plan. These facilities should include an LS Crosswalk over State Route 364, connecting to a sidewalk landing pad on the southeast corner of the Angela Way/State Route 364 Intersection.

Summary of: **RECOMMENDATIONS** (CONTINUED)

2 PARKWAY ZONE

Parkway Designation and Wayfinding Elements will enhance the sense of place and visual quality within the corridor, and help establish active transportation as a preferred method of movement between Ontario County Beach and Deep Run Parks.

Tactical Elements such as traffic cones along the roadway shoulders may serve as a low-cost, short-term method of preventing on-road vehicular parking.

County Road 1 / State Route 364 / Deep Run Park Improvements will complement the recommendations for Deep Run Park within the Ontario County Lake Shore Parks Master Plan. Improvements such as tightened turn radii, new sidewalks, curbing, and crosswalks will both provide additional active transportation infrastructure and help prevent higher vehicular speeds and on-street parking.

County Road 1 / Ridge Road / Town of Gorham Parkland Proposed Intersection will complement the above recommendation by providing connectivity from Deep Run Park to future amenities and parking within the Town of Gorham Parkland.

3 CRYSTAL BEACH

Streetscape Enhancements throughout Crystal Beach will promote a more 'village' atmosphere, providing dedicated active transportation facilities and potentially reducing vehicular speeds. Additional welcome signage and wayfinding can further develop the 'sense of place' for the community.

4 SOUTH STATE ROUTE 364

Scenic Overlooks will both provide areas for looking at expansive views and allow for extra passing room between various modes of transportation, including farm equipment, vehicles, horse and buggies, and bicycles.

Intersection Enhancements at County Road 11/State Route 364 and State Route 364/Green Road, including additional road striping, stop bars, and reduced turning radii, will promote reduced vehicular speeds and multimodal safety.

5 NORTH COUNTY ROAD 11

Pedestrian Enhancements at Pelican Point Marina including crosswalks, Rapid Rectangular Flashing Beacons, sidewalks, and curbing will provide for safe pedestrian movement both along and across County Road 11. Green infrastructure such as permeable pavement and bioretention rain gardens should also be implemented where possible to reduce ponding and promote water quality.

6 SOUTH COUNTY ROAD 11

Scenic Overlooks will serve the same purposes as in Character Zone 4.

A Speed Reduction Study may result in the lowering of the posted 55 MPH Speed Limit within this Character Zone, as speed counts showed actual traffic speeds well below the posted speed.

Summary of: **5 IMPLEMENTATION**

This chapter provides prioritization of the recommendations included in Chapter 4. It includes a discussion of **Priority Factors**, followed by a **Priority Matrix** for all four improvement types: On-Road, Off-Road, Programs & Outreach, and Policy & Regulations. In general, the Priority Matrix section is intended only as a broad overview to guide the allocation of resources when determining next steps for implementation; regardless of 'priority level,' all projects included in this section are ultimately recommended for implementation. A summary of **Funding Sources** for implementing projects follows this section, including discussions of federal, state, regional, and local grants and programs. The final section, **Follow-On Activities**, provides an overview of next steps for implementing many of the projects discussed in this plan, and discusses several potential future studies that could complement this plan's recommendations.

IMPLEMENTATION PRIORITY MATRIX

Within the report, the Implementation Priority Matrix incorporates factors including anticipated environmental benefits, safety improvements, active transportation use, and response to community concern to provide priority levels for each recommendation; it also provides preliminary costs and next steps for implementation of each recommendation. An abridged version of this table is included on the following page of this Executive Summary.

FUNDING SOURCES

Key funding sources discussed include federal, state, and private grants, programs, and loans for active transportation related projects. Within the report, the description of each funding source provides an overview of typically-funded project types to provide context for applicable recommendations within this plan.

FOLLOW-ON ACTIVITIES

Additional projects identified in this plan for future study include:

- » **Formal Engineering Studies** for the infrastructural improvements recommended in areas such as State Route 364 at Marvin Sands Drive and County Road 18, State Route 364 at Ontario County Beach Park and Deep Run Park, and State Route 364 through Crystal Beach.
- » **Formal Speed Reduction Studies** in Character Zone 6 and - once streetscape improvements are implemented within Crystal Beach - in Character Zone 3.
- » **A Vision Plan for the Canandaigua Mixed Use Overlay District** within Character Zone 1, promoting economically and active transportation-friendly development.

As a high-level comprehensive plan, this report provides a blueprint for future enhancements to active transportation safety and connectivity; however, implementation of many recommendations will require future engineering studies, funding procurement, designs, construction documents, and permitting. When evaluating recommendations, it is recommended that all stakeholders particularly consider ongoing maintenance in addition to upfront cost of improvements.

ON-ROAD	
RECOMMENDATION	PRIORITY LEVEL
SHOULDER IMPROVEMENTS (PP. 73-74)	
Shoulder Width & Pavement Expansion	★★
Curbing	★★
ROADWAY MARKINGS (PP. 74-75)	
Wide Edge Striping	★★
Lane Width Reductions	★★
Asymmetrical Shoulders	★
Speed Reduction Markers	★
INTERSECTION ENHANCEMENTS (PP. 75-76)	
Marvin Sands Drive / State Route 364 / County Road 18 (p. 88)	★★★
Angela Way / State Route 364 / Ontario Co. Beach Park (p. 90)	★★
County Road 1 / State Route 364 / Deep Run Park (p. 92)	★★★
County Road 11 / State Route 364 (p. 97)	★
State Route 364 / Twitchell Road / Green Road (p. 97)	★
STREETSCAPE ENHANCEMENTS (P. 76)	
Crystal Beach (p. 94)	★★★
Pelican Point Pedestrian Enhancements (p. 98)	★★★

OFF-ROAD	
RECOMMENDATION	PRIORITY LEVEL
SCENIC PULLOFFS (PP. 96,100)	★
GREEN INFRASTRUCTURE (P. 77)	★★★
STREET TREES (P. 78)	★★
SIGNAGE (PP. 74-75)	
Warning Signage	★
No Parking Signage	★★
Dynamic Speed Display Signs	★★★
Wayfinding & Routes	★★
LIGHTING (P. 81)	★★
BICYCLE PARKING (PP. 84-86)	★★

PROGRAMS	
MAINTENANCE (P. 82)	★★★
ENFORCEMENT (P. 82)	★★★
OUTREACH & EDUCATION (P. 83)	★★
TACTICAL STRATEGIES (P. 84)	★

POLICIES	
REGULATORY ENHANCEMENTS (P. 84-86)	★★