WEST MAIN MULTIMODAL TRANSPORTATION + PLACEMAKING PLAN

Steering Committee Meeting #10

November 5, 2021

Agenda

- Summary of Final Survey/Pop Ups
- Review Final Concept Modifications
- Final Document Preview and Committee Review Period
- What Happens Next?
- Parting Thoughts

Project Timeline

Project Deliverables

1. Public Engagement Plan
2. Existing Conditions and Needs Assessment
3. Design Alternatives and Recommended Strategies
4. Final Vision and Implementation Plan

TIMELINE

NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV

OUTREACH PHASES

Awareness → **Community Goal Setting** → **Co-Creation of Solutions** → **Draft and Final Report**

PHASE FOCUS

- Introducing project to the community
- Recruiting project ambassadors

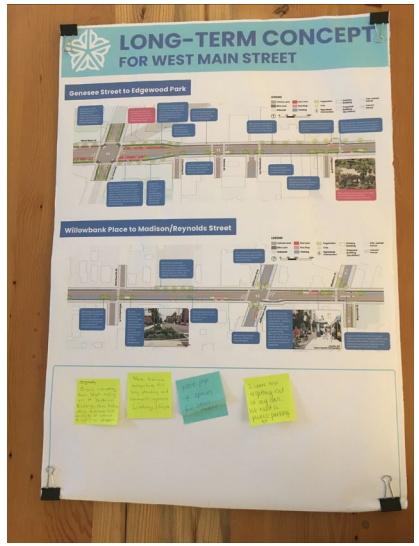
- Collecting goals from previous planning efforts
- Refining goals that are specific to West Main
- Establishing existing and future conditions

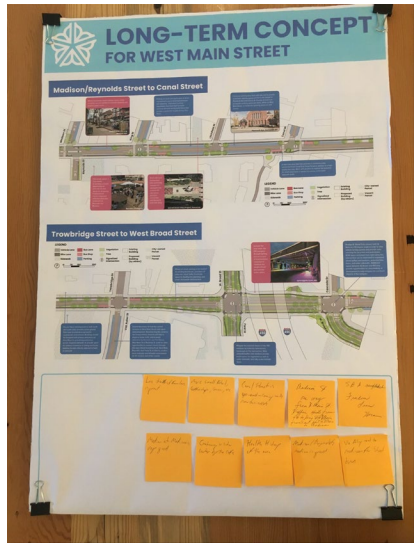
- Developing and refining strategies to address all the project goals

- Prioritizing actions
- Developing implementation strategies
- **Presenting final plan**

Summary of Final Survey/Pop Ups

- Final pop up took place on 10/23 @ Joy Gallery
- Final survey responses: 360 comments from 70 participants
  - Gender: 48% male, 43% female, 8% prefer not to say
  - Race: 81% white, 14% Black, 5% other
  - Relationship to West Main: 25% live there, 35% work there, 39% shop there, 2% worship there





Themes from Final Survey/Pop Up

- Gratitude for a design that will dramatically slow vehicle traffic on West Main
- Excitement about wider sidewalks, fully appointed bus stops, and dedicated space for bikes
- Acknowledgement of need for maintenance of new investments
- Concern about potential traffic congestion and in-lane bus stops
- Desire for education to help the community acclimate to proposed design elements and promote proper use of features
- Hesitancy about unsignalized crossing locations
- Different views about parking – some asking for more, some suggesting that less is needs
- Reemphasis of need for additional efforts related to crime prevention, housing stability, and maintenance in conjunction with these investments

Review Final Concept Modifications

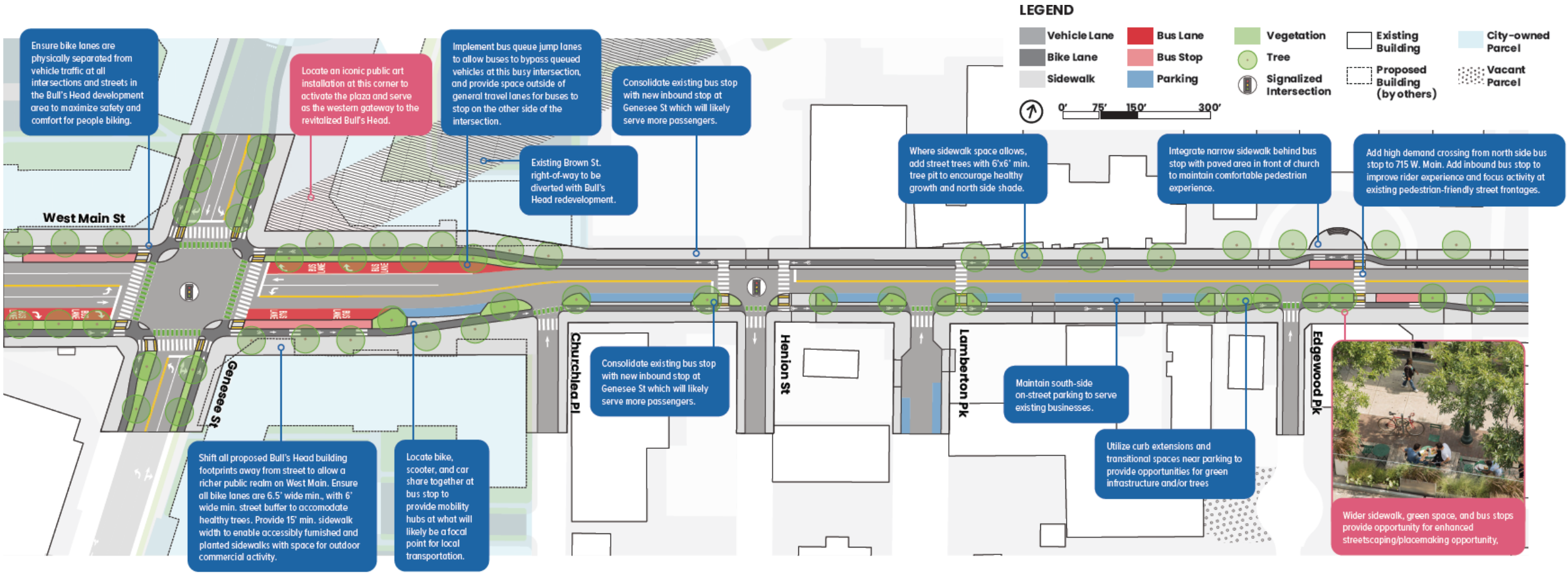
Global changes

- Call out all new crosswalks
- Add dimensioned cross section callouts throughout
- Note signal strategies at major intersections
- Make note of existing bus stops

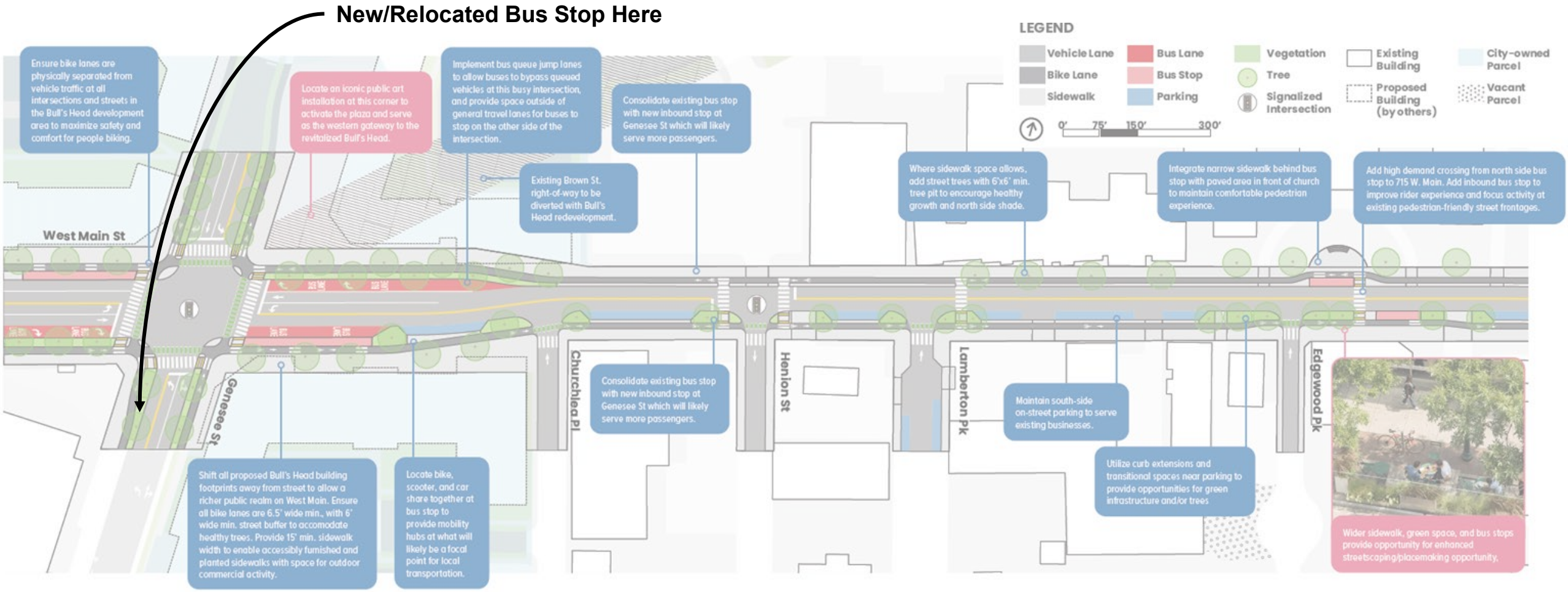
Specific changes

- Add/relocate bus stop on Genesee
- Remove turn lane at King Street, reinstate north-side parking

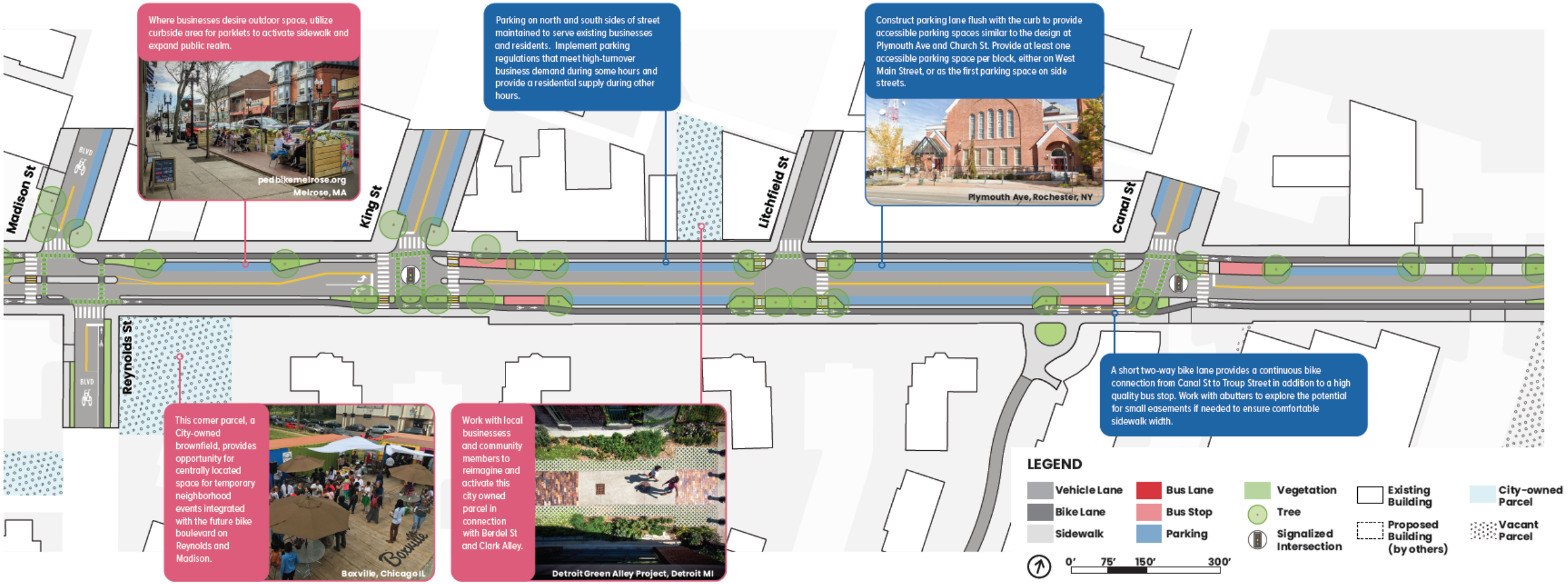
Review Final Concept Modifications



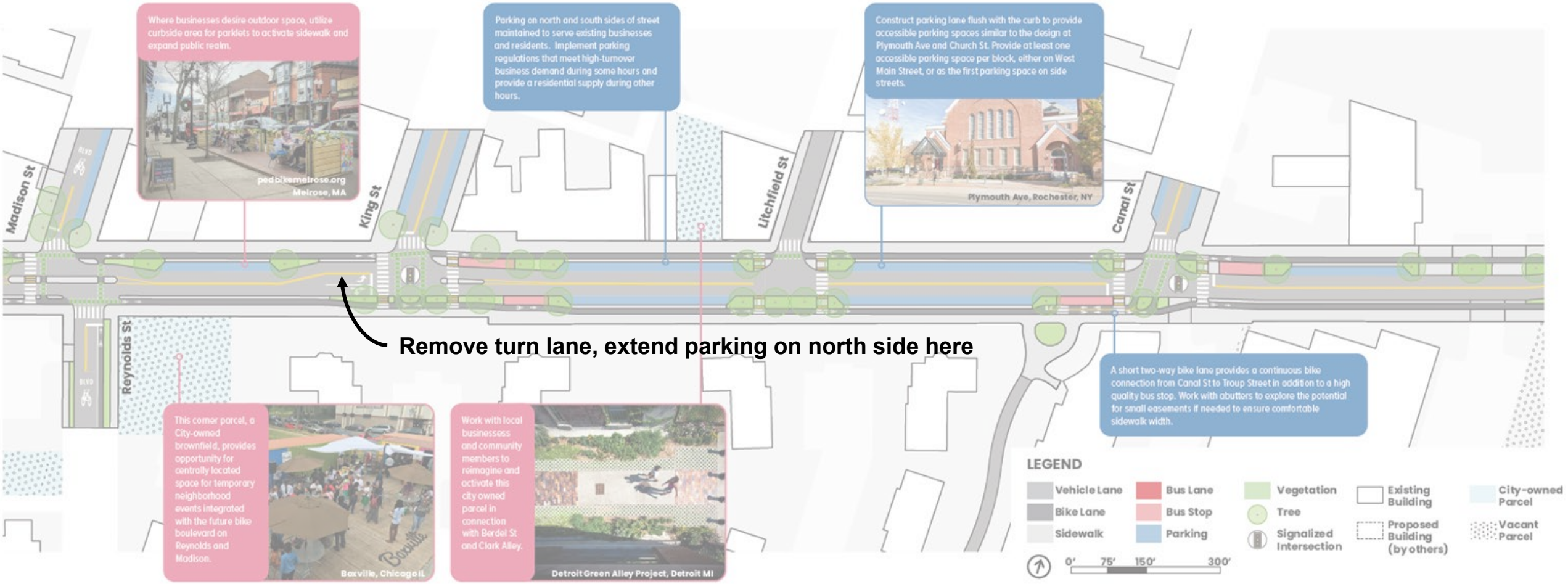
Review Final Concept Modifications



Review Final Concept Modifications



Review Final Concept Modifications



Final Concept – By the Numbers

		Existing	Concept
Walking	Typical sidewalk width	8 feet	10 feet
	# of intersections with crosswalks	7/14 (50%)	13/14 (93%)
	Crosswalk distance	Min: 42 feet Max: 110 feet	Min: 22 feet Max: 52 feet
Biking	Typical bike lane width	0 feet	5-6.5 feet (plus buffer space)
	Typical bus stop width	0 feet (shared with sidewalk)	8 feet wide, 40 feet long
Bus	# of bus stops	13	13
Driving	# of vehicle travel lanes	4 to 5	2 to 5
	# of parking spaces	56 full time, 35 no AM parking 91 total	93 full time (66% increase) 93 total (2% increase)

Final Document Preview

Table of Contents

Acknowledgements
Executive Summary
Part 1: Introduction
Part 2: West Main Today
Part 3: A Vision for West Main
- Recommendations: Invisible Infrastructure
- Recommendations: Built Infrastructure

Closing
Appendix A: Short-term Street Design and Implementation
Appendix B: Community Feedback
Appendix C: Preliminary Traffic Analysis

Final Document Preview

Table of Contents

Acknowledgements
Executive Summary
Part 1: Introduction
Part 2: West Main Today
Part 3: A Vision for West Main
    Recommendations: Invisible Infrastructure
    Recommendations: Built Infrastructure
Closing
Appendix A: Short-term Street Design and Implementation
Appendix B: Community Feedback
Appendix C: Preliminary Traffic Analysis

Final Document Preview: Invisible Infrastructure

GOAL: Support sustainable communities and grow community wealth

Priority Action 1: Build and Sustain a Coalition for West Main

Priority Action 2: Preserve and Expand Affordability

Priority Action 3: Minimize Vacancies on and Around West Main

Priority Action 4: Grow Community Wealth

Priority Action 5: Expand Access to Healthy and Affordable Food

GOAL: Celebrate and promote history, culture, and legacy

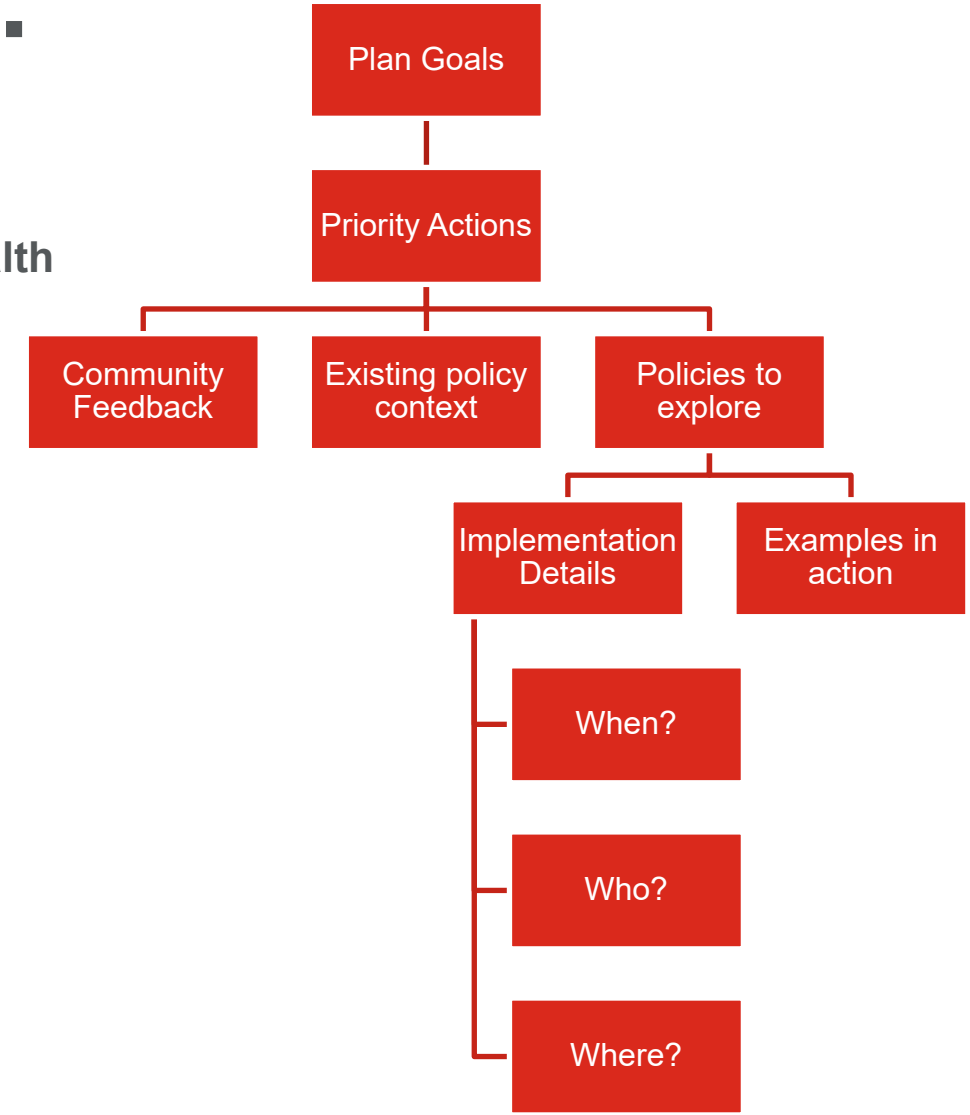
Priority Action 6: Showcase Community Pride, Identity, and Culture

GOAL: Improve safety, accessibility, and connectivity

Priority Action 7: Maintain a Clean and Functional Street

Priority Action 8: Manage On-street Parking for Varied Demands

Priority Action 9: Confront Perceived and Real Crime



Final Document Preview: Built Infrastructure

- Placemaking
  - Placemaking site types
    - Community Feedback
  - Placemaking Strategies
    - Implementation Details
      - When?
      - Who?
      - Where?
- Transportation
  - Starter Ideas
    - Community Feedback
  - Design Recommendations
    - Explanation of Design Features
    - Block by block plan view

Steering Committee Review Period

- Send to Steering Committee **week of 11/8**
- Request comments back to project team by **Monday 11/22**

What Happens Next?

Parting Thoughts

Policies and Programs

Rethink Communication and Information Accessibility

- People are unaware of existing resources and how to access them.
- Explore ways to target information to people that work nights and weekends, who have limited or no access to the internet, or who do not speak English, etc.
- Bring government and other services directly into the neighborhood and demystify bureaucratic processes
- Test methods on West Main, scale up the effective methods

Priority Action 1: Build and Sustain a Coalition for West Main

- In the short-term, consider expanding the capacity of the Street Liaison program or establishing a dedicated organizer/team of paid organizers for West Main.
- In the long-term, establish a self-governed coalition (such as a business improvement district (BID), community development organization, etc.) for West Main

Priority Action 2: Preserve and Expand Affordability

- Develop programs targeted toward renters to help preserve affordability and build new pathways to ownership and homeowner equity.
- Explore “Opportunity to Purchase” policies that would give tenants or qualified non-profit and community organizations the right of first refusal to purchase certain properties when they are put up for sale.
- Explore protections for vulnerable renters and homeowners, such as older adults.

Priority Action 3: Minimize Vacancies On and Around West Main

- Connect budding entrepreneurs that utilize other City resources (such as the Commissary, technical assistance grants, entrepreneurship trainings, etc.) with information about existing vacant storefronts on West Main.
- Leverage vacant land to support entrepreneurs with low access to capital.
- Explore creative partnerships with community organizations, institutional partners, philanthropic organizations, and local businesses to expand the City's capacity to activate vacant parcels and storefronts for community use.
- Revisit a "Dollar Home" program to sell vacant or abandoned homes at low costs to residents interested in rehabilitating and occupying the properties.

Priority Action 4: Grow Community Wealth

- Expand awareness of existing programs and resources through reimagined communication campaigns and visible, direct-to-neighborhood service support.
- Conduct comprehensive engagement with existing business and property owners on West Main to evaluate the appeal, effectiveness, and any barriers of existing available resources.
- Explore financial support programs that provide broader renovation or home improvement support to residents.

Priority Action 5: Expand Access to Healthy and Affordable Food

- Explore additional policy mechanisms to help incentivize grocery stores to locate within specific areas.
- In the short-term, incentivize more small-scale grocers, convenience stores, and corner stores to stock healthy products.
- Ensure zoning and other regulatory tools support community-based agriculture and local food production.

Priority Action 6: Showcase Community Pride, Identity, and Culture

- Leverage street improvement projects to advance public art goals by ensuring art installations are included in the budget and scope of services for a future West Main design project.
- Explore options for expanding dedicated public art funding and comprehensive planning.

Priority Action 7: Maintain a Clean and Functional Street

- Establish mechanisms to connect youth, volunteers, and other neighbors with older adults and disabled people to fill residential snow maintenance or other street maintenance needs.
- Leverage planned development to negotiate funding and program oversight to address major community priorities – such as maintenance – without cost burdening existing small businesses and residents.
- Explore whether existing resources, such as the Rochester Revitalization Fund, could be broadened to provide funding for ongoing operational costs, such as streetscape maintenance, in the short term.

Priority Action 8: Manage On-street Parking for Varied Demands

- Conduct a curbside use study to examine parking behavior and loading/unloading needs on West Main and on adjacent side streets.
- For new and existing uses on West Main, explore shared parking agreements to meet a wider range of needs with less space.
- Explore paid parking opportunities to better manage curbside space and provide revenue for local initiatives.
- Develop clear standards and procedures for flexible use of on-street parking for seasonal uses such as outdoor seating and public park spaces.

Priority Action 9: Confront Perceived and Real Crime

- Explore additional evidence-based approaches to testing, measuring, modifying, and scaling crime prevention programs and techniques.
- Establish regularly scheduled programming to create consistent and visible demonstrations of community pride, activity, and care.
- Integrate public safety and business district initiatives to establish a broader range of West Main-specific public safety interventions while expand community control over how initiatives are implemented.

Placemaking Strategies

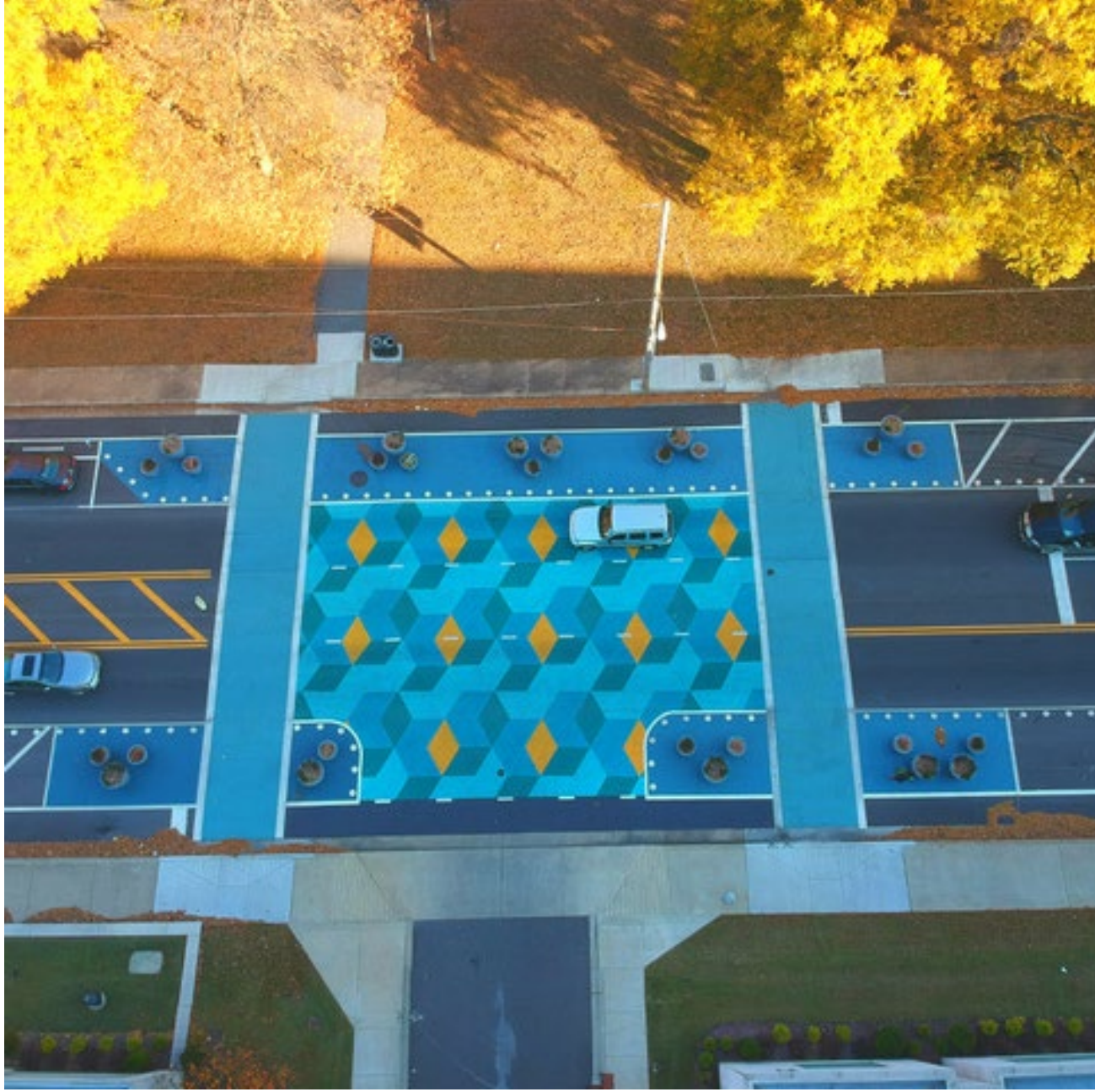
District Branding

- Incorporate district branding to build awareness and visibility of local businesses, cultural institutions, sites of interest, and neighborhood events within a walkable distance.

Rochester, NY.
Photo credit: Neighborhood of the Arts Business Association

Murals

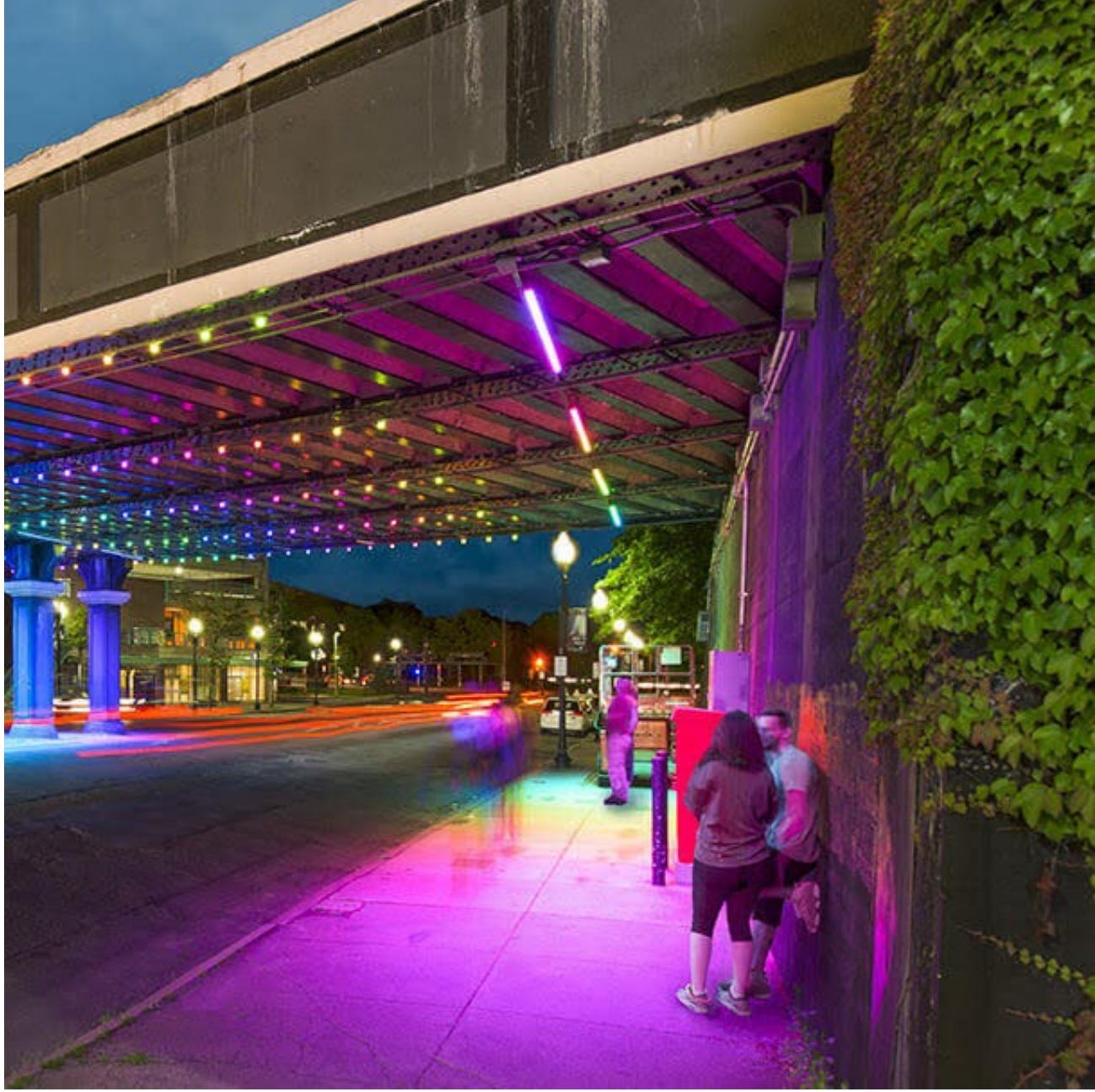
- Incorporate large-scale murals as a short-term, scalable, and low-cost way to highlight a local artist, calm traffic, and inject color into primary intersections or gateway locations.



Memphis, TN.
Photo credit: Memphis Medical District Collaborative

490 Underpass

- Activate the 490 underpass with lighting and art to create a more welcoming and distinctive transition between Downtown and West Main.



Lynn, MA.
Photo credit: Beyond Walls

Entrepreneur Marketplaces

- •Establish local entrepreneur marketplaces that offer short-term, lower-cost spaces for business incubation in shipping containers, tents, or other prefabricated structures.

Chicago, IL.
Photo credit: Boxville

Vacant Storefronts

- Leverage vacant storefronts for temporary community uses, such as art displays, pop-up markets, pop-up community service centers, classes, meetings, and more.

Somerville, MA.
Photo credit: Culture House

Play Spaces

- Create pop up play spaces to support joy and community interaction across age groups.

Miami, FL.
Photo credit: Kaboom

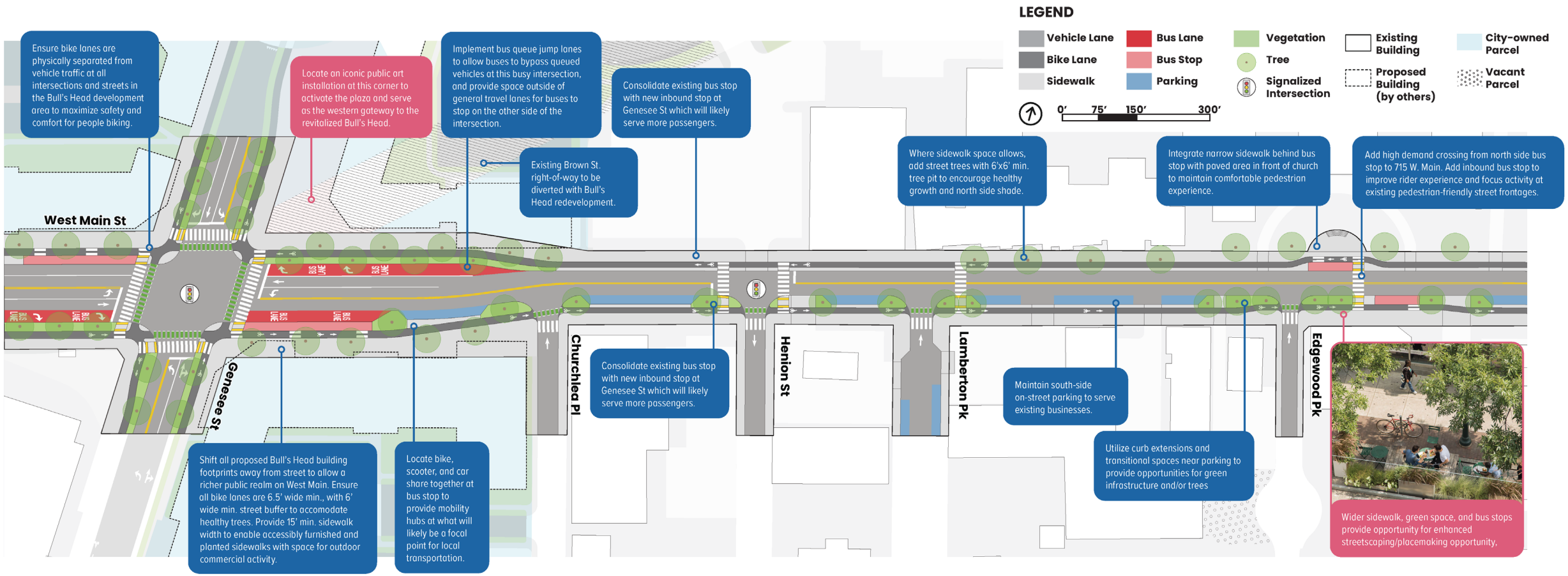
Urban Agriculture

- Continue to promote urban greening and gardening to establish small-scale farming opportunities that can grow skillsets and expand hyper-local access to fresh and healthy food.

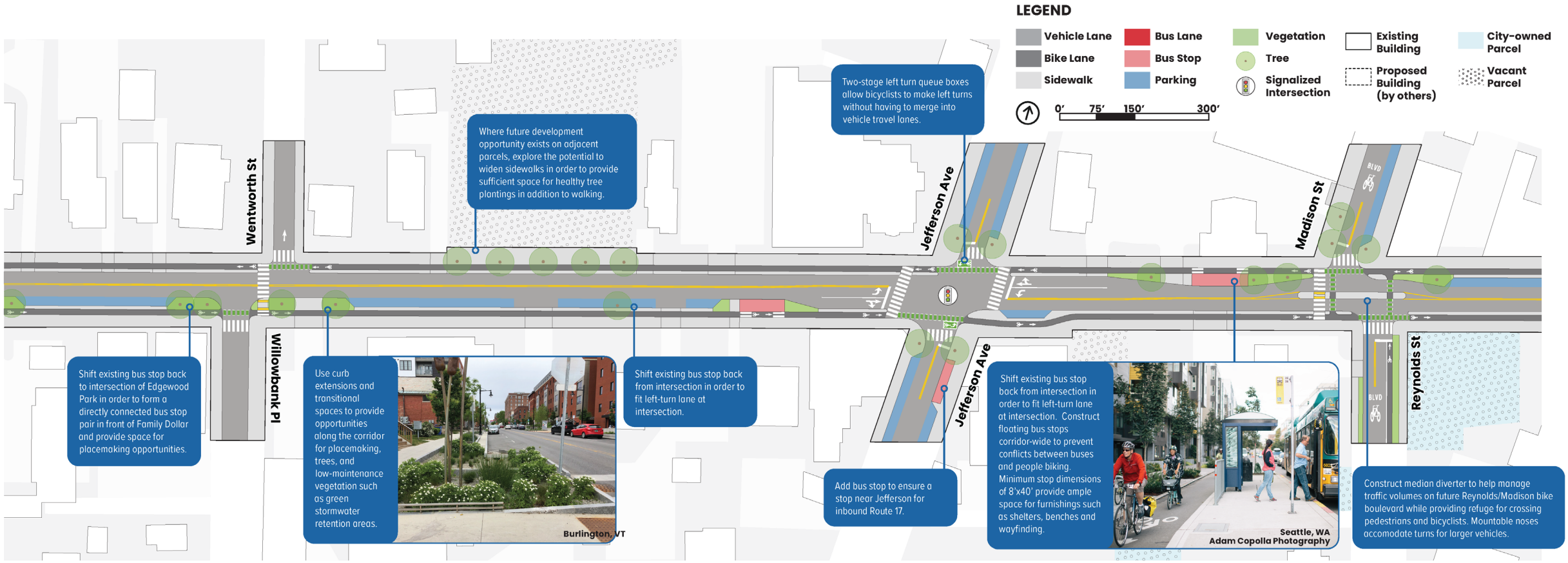
Rochester, NY.
Photo credit: Grow Green

Transportation Concept

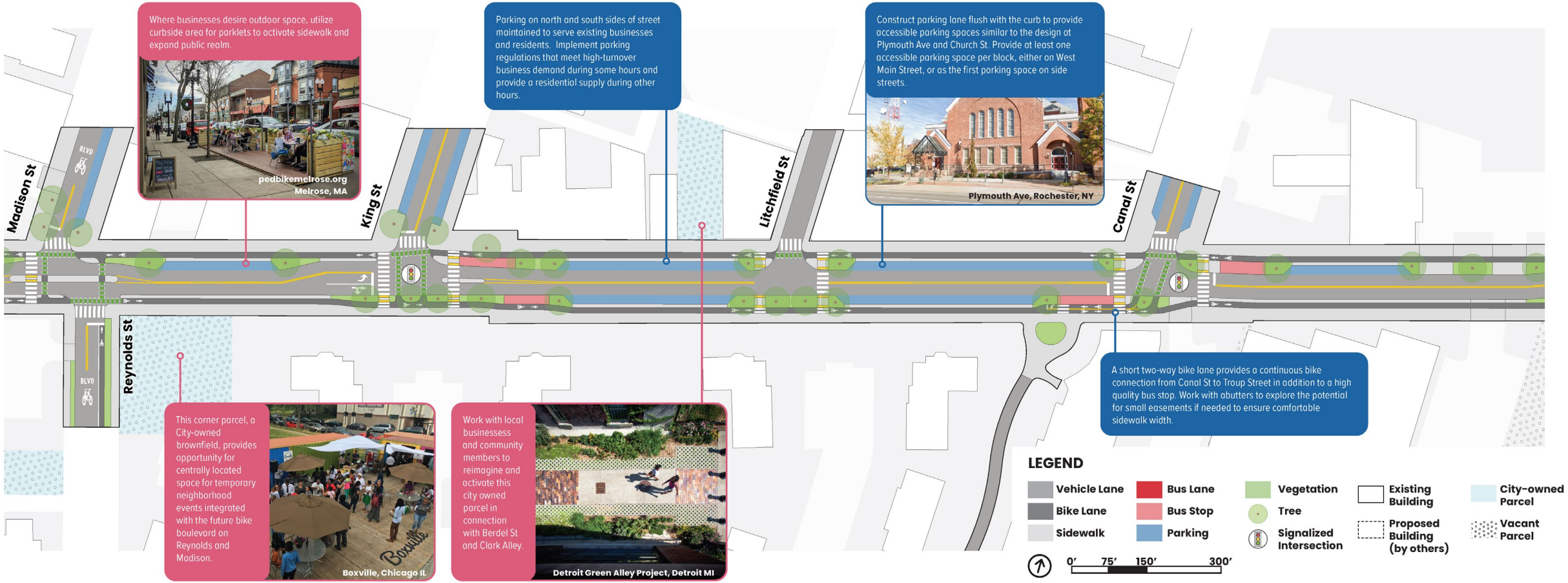
Genesee to Edgewood



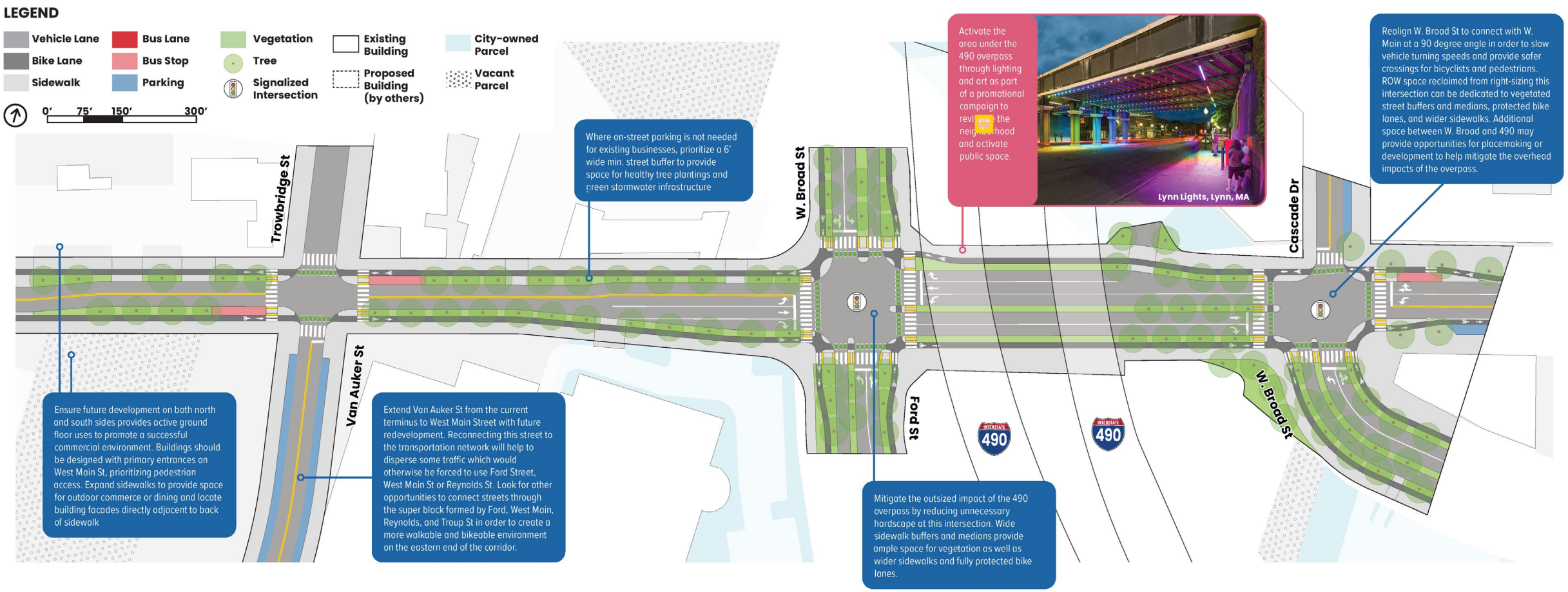
Wentworth to Reynolds



Reynolds to Canal



Trowbridge to West Broad



Rochester 2034 MOVING FORWARD

West Main Street // Rochester, NY

TOOLE DESIGN

HIGHLAND PLANNING

GRAYSCALE COLLABORATIVE

Rochester 2034 MOVING FORWARD

West Main Street // Rochester, NY

TOOLE DESIGN

HIGHLAND PLANNING

GRAYSCALE COLLABORATIVE