

DURAND EASTMAN PARK BEACH: PUBLIC INTERCEPT REPORT



INTRODUCTION

From 8/13 - 8/27 representatives from Popli Design Group, Environmental Design & Research, and the City of Rochester conducted public intercept meetings at Durand Eastman Park Beach. These events were held at various times and dates to sample peak and non-peak time usage. They were held in a roving or fixed-location format to canvas the beach and get as much public input as possible.

BY THE NUMBERS

Intercept Breakdown:

Date	Roving	In-Place	Time	Weather	Beach Patrons	Park Patrons	Boats	Cars
Saturday 8/13	●	●	1-5p	80 F, Sunny	820	127	89	326
Saturday 8/20	●	●	1-5p	85 F, Prt. Clid.	1,173	203	150	509
Thursday 8/25	●		8-10a	70 F, Prt. Clid.	21	16	0	19
Saturday 8/27	●		1-3p	70 F, Sunny	201	141	1	155

Counting Zone Snapshot:



Historical Summary (Most Recent Available Years):

*Historical Data Provided by City of Rochester

Year	Total Yearly Attendance	Days Open	Average Attendance	Lot A Attendance	Season Length
2021	142,704	50	1,784	16,844	6/19 - 9/6 (80 days)
2018	139,652	64	1,940	18,229	6/24 - 9/3 (72 days)
2016	148,222	74	1,876	33,044	6/19 - 9/5 (79 days)
2015	165,384	62	2,094	26,076	6/21 - 9/7 (79 days)

Meeting Dates & Times:

Saturday 8/13, 1pm - 4pm

Saturday 8/20, 1pm - 4pm

Thursday 8/25, 8am - 10am

Saturday 8/27, 1pm - 3pm

In-Place intercepts consisted of a tent with poster boards depicting the 2007 Master Plan, existing conditions, and PDG's preliminary design concepts for a new "Beach House" Public Facilities Building to solicit public feedback.

On all four dates, representatives from PDG and EDR walked the entirety of the park and beach, handing out flyers, starting conversations with the public, and encouraging participation on an online survey.

During each intercept, in addition to interviewing patrons, pairs of people would walk the length of the beach and park counting Cars (parked), Boats (stopped near shore), Park Patrons, and Beach Patrons. Repeating this every time yielded multiple snapshots demonstrating the activity in the area at given times during the day and week.

Observed Activities

Beach:

- Sunbathing
- Organized sports/games
- Parties (Birthday, Cookouts, DJ, etc.)
- Boats tied together offshore
- Small watercraft
- Swimming/gathering in water
- Flying kites
- Walking/ playing with dogs

Park:

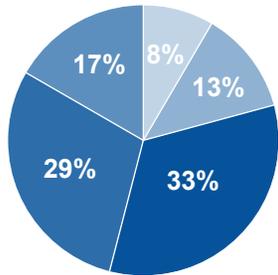
- Picnic tables/ pop-up tents
- Ice Cream Vendor on path
- Run/Hike/Bike/Walk (Dogs)
- Sitting and enjoying view
- Grilling/ cookouts

PUBLIC FEEDBACK - SURVEY AND INTERCEPT FINDINGS

TOP USER RESPONSES

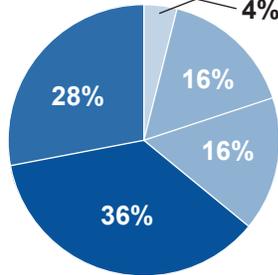
Visitor Profile:

Frequency of Summer Visits:



3-9x per yr. (33%)
 1-2x per yr. (29%)
 10x per yr. (17%)
 0x per yr. (13%)
 1x per wk. (8%)

Frequency of Fall/Winter/Summer Visits:



1-2x per yr. (36%)
 0x per yr. (28%)
 3-9x per yr. (16%)
 10x per yr. (16%)
 1x per wk. (4%)

Usual Time of Summer Visits:

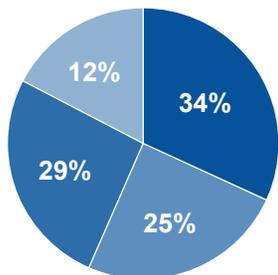
Weekend Afternoons/Evenings: 73%
 Weekday Mornings: 18%
 Weekend Mornings: 9%

Usual Time of Fall/Winter/Summer Visits:

Weekend Afternoons/Evenings: 45%
 Weekend Mornings: 33%
 Weekday Mornings: 22%

Visitor Input:

Beach Improvements:

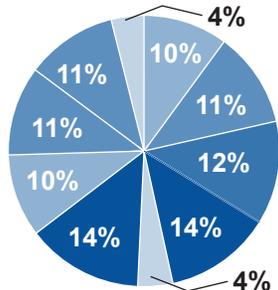


Better Beach Access (34%)
Larger Swim Area (29%)
 Pedestrian Bridges (25%)
 Play Area / Playground (12%)

“Other” & Verbal Answers:

- Keep the plants and shade
- Multiple bathrooms along beach
- More accessibility to all areas

Park Improvements:

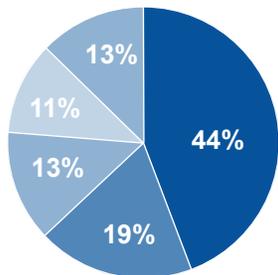


More Lake Views (14%)
More Seating (14%)
More Picnic Areas (12%)
 More Site Lighting (11%)
 More Crosswalks* (11%)
 More Planting Areas (10%)

More Park Space (10%)
 More Parking (10%)
 EV Charging (4%)
 Exercise Stations (4%)

*3 Crosswalk options, all recieved equal voting.
 (Log Cabin Rd, Kings Hwy, Camp Eastman)

New Beach Facilities House Amenities:



Toilet/Changing Rooms (44%)
Outdoor Showers (19%)
 Vending Area (13%)
 Event Space (13%)
 Concessions (11%)

“Other” & Verbal Answers:

- Feet washing stations with bench
- Baby changing/family bathroom
- Thourough upkeep and maintenance
- More garbage recepticals
- More options to recycle
- Food truck/vendor area
- Security presence

What do you like *most* about the beach/park?

- Different than Charlotte (atmosphere, crowds, privacy)
- How expansive it is
- Easily accessible by boat
- Proximity to other attractions and neighborhoods
- Natural barrier from park to beach
- Beach and trail provide options for circulation
- Variety of locations for activities
- Dogs are allowed
- Peace and quiet
- Freedom to do “your own thing” (doesn’t feel as regulated as other public beaches)
- No cost to enter

What do you like *least* about the beach/park?

- Dirty, trash is common
- No bathrooms/changing rooms
- Hard to access
- Lack of garbage and recycling options
- Weekend atmosphere feels unfriendly for kids
- Lack of visible security, feels unsafe sometimes
- Noise from music is annoying
- On constant watch for violence

What activities do you like to do?

- Swim
- Be with friends
- Have parties/cookouts
- Walk/Jog/Hike
- Enjoy the peace & quiet
- Journal

What activities would you like to do in the *future*?

- Rentals: Kayak, Paddle Board, Bike
- Community Events (Beach cleanup, events to benefit the beach/nature in the area)
- Use gazebos or fire pits

Conclusion:

As indicated by the public intercepts outlined in this report, it is clear that the patrons of Durand Eastman Park Beach are passionate and excited about the work being planned here. Most of all, they appreciate that this beach has its own set of qualities, setting itself apart from other beach areas in Rochester like Charlotte Beach. The wide

range of program, patrons, weather, and public opinion will require a sensitive and intricate design approach. One of the best qualities of the park and beach is its size, which will accommodate solutions that address each challenge while utilizing the input solicited through this process.

BEACH HOUSE DESIGN CONCEPTS

PDG developed four preliminary design concepts for the Beach House to be built as part of the Durand Eastman Park Beach House Project. These concepts, along with the 2007 Master Plan concept, were displayed for the public to vote on and give feedback during the in place public intercepts. To the right of each concept is a summary of the voting results and

the general feedback recieved while on site at the beach and park. Most public interest was centered around a building the looked unique, yet respected the nature and character of the existing park and beach. People are generally excited about an update to the beach and park.

VOTING RESULTS

During in-place intercepts patrons were asked to vote by placing stickers on the concept they liked the most. When roving, patrons were able to make choices based on the flyer they were given.

Concept #1



40%

of users polled preferred this concept.

- Is this too modern for beach?
- Low profile - less nature disruption
- Would the hill be safe?
- Could be fun in the winter
- Does this reflect ROC?
- Like the potential for views

Concept #2

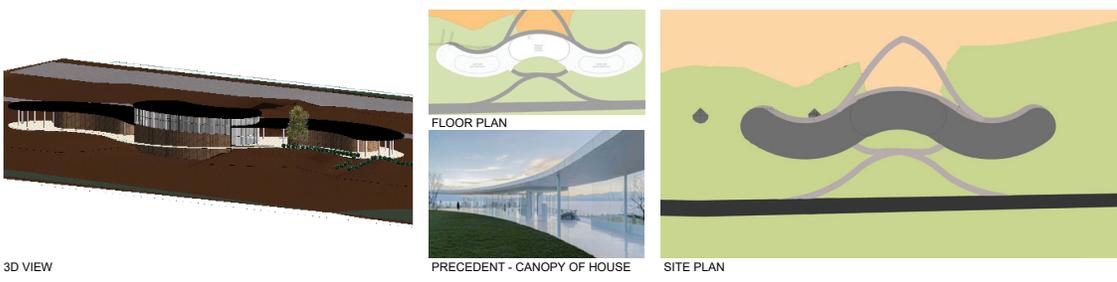


7%

of users polled preferred this concept.

- Steps seem like a cool place to hang out
- Like the number of trees
- Like the connection of the trail
- Looks large/out of place
- Feels integrated into existing natural areas

Concept #3



23%

of users polled preferred this concept.

- Strong opinions (this doesn't belong here vs. "I love this")
- Would this work?
- Looks too modern vs. "I love the modern look"

Concept #4

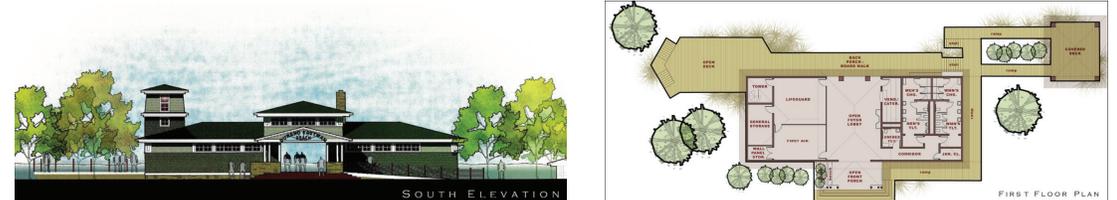


18%

of users polled preferred this concept.

- Divide between people who like the nod to history vs. people who want modern
- "We already have a Charlotte"
- Maybe resembles ROC the most

2007 Masterplan *This concept is part of the 2007 Durand Eastman Park Beach Masterplan Project



12%

of users polled preferred this concept.

- Least frequently indicated as most or least favorite
- "This looks too much like any other beach house"
- Like ramps and boardwalk