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Date: Tuesday, February 9<sup>th</sup>, 2016

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Attendees:

City of Rochester, Fisher Associates, Project Advisory Committee Members  
See attached sign-in sheet.

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From:

Sarah Hogan, RLA

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Subject: PAC Meeting #1

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These notes represent the writer's interpretation of the proceedings of the meeting.  
Please notify Fisher Associates of any errors or omissions.

The meeting began at 3:30 with a brief introduction of all team members and PAC members. Josh Artuso from the City of Rochester presented a brief project overview including the funding source for this study, Genesee Transportation Council (GTC). Josh also noted this study will inform or be incorporated into the Comprehensive Plan being updated for the first time since 1999.

Sarah Hogan from Fisher Associates presented a brief project status to date of information that has been inventoried and collected, including existing parking capacity, parking utilization rates and regulatory signage. The following was also noted; previous plans and studies have been assembled and the review process has begun, GIS files have been collected and base mapping has progressed, a public participation plan and parking survey have been drafted.

**Comments from PAC:**

- How will inventory collected help the parking issues?  
*Response: data/inventory collected will drive recommendations and implementation strategies. The inventory phase will allow our team to drill a little deeper into perception versus reality. The data collected will eventually be generated in maps, example a "heat map"*
- City owns regulatory signage but the County maintains the signage and signals along the corridor.
- The County anticipates all crosswalks along Monroe Avenue will have countdown timers for pedestrians by the end of 2016.

Mike Godfrey from Fisher Associates presented a brief overview of the project schedule and tasks associated with the study, including PAC and public meetings.

Project study area and boundary limits were presented and reviewed. It was noted that the study area presented was approximately a 500' offset from the corridor. No



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comments from PAC member in most cases, the limits were extended to the first block/mid-block intersection.

Inventory maps were presented and included the following; Zoning, Land-Use, Transit Routes & Stops, Bike Facilities and Parking Areas.

Methodology and parking utilization collection periods were presented to the committee. These times and collection periods were previously approved by the City planning staff.

A draft of the public Parking Survey was presented and a deadline of 1 week was discussed for any comments/feedback. Our distribution window for the public parking survey is approximately 4 weeks but it was noted by the City to leave the survey open 2 weeks post the first public meeting. This extension would allow those attending the meeting, and others, an opportunity to complete the survey. Methods on how the survey would be distributed were also discussed. These methods included the following; providing a link on the City's webpage, send link directly to stakeholders via email, send survey link to neighborhood associations for distribution via email, QR code/flyer in business window/cash register, provide survey link on parking ticket.

#### **Comments from PAC:**

- The survey should be left with merchants for those who are not technologically savvy. *Response: Great idea. We can research this approach into our public outreach component.*
- February 24<sup>th</sup> there will be a Monroe Avenue Business/Residents meeting from 7-8pm at 905 Monroe Avenue. This would offer a great opportunity to present the survey and direct people to the link.
- There will be a Merchants Meeting on February 17<sup>th</sup>
- Jen Topa from Highland Planning is the City's street manager for this corridor and could aid in public outreach. Helping with distribution of surveys and collection/follow-up.

Public participation plan was discussed in more detail. A DRAFT will be emailed to PAC members the week of February 22<sup>nd</sup> for review and comments/feedback. The stakeholder list was reviewed in more detail. The following list was reviewed and compiled; however a more comprehensive list will be detailed in the coming weeks:

- Monroe County DOT
- Parking Enforcement – contacts Cynthia Martin/Cathy Cordaro
- RPD
- City Department of Environmental Services
  - Refuse removal
  - Snow removal
  - Street cleaning



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- Buckingham Properties
  - DePaul Development
  - James Monroe School
  - Reconnect Rochester
  - Rochester Cycling Alliance
  - Rochester Center for disabilities
  - YMCA
  - Library
  - Rite Aid
  - Churches/Temples
    - Congregation Beth Shalom
    - New Life Presbyterian Church
    - Blessed Sacrament Church

PAC members were asked to provide input on the goals they would like to see addressed from this study. The following items were discussed:

- A clear, concise parking and management plan to limit grief/complaints from the community within the corridor.
- Study needs to be more than just a supply and inventory study; it's a parking management study.
- Increase confidence in accessibility to the corridor through improvements to all mobility modes including transit, biking, walking, etc.
- Plan will not address the physical conditions of Monroe Avenue however it was noted there are plans in the works to resurface the corridor in a few years.
- This plan should set a precedent and be applicable to other streets within the City of Rochester and other towns too.
- The goal is not to address changing the character of the neighborhood or address behavior issues.
- Promote and address a safe and comfortable environment.
- Several PAC members noted the poor conditions of street surfaces along Monroe.

**Comment from PAC/City:**

- This study could initiate a code review on parking requirements within the City. How can parking requirements be revised for flexibility. Example: entertainment districts. *Response: City staff could review the code and Fisher could provide recommendations based on this study.*
- The City is interested in seeing a compare/contrast to the 93-94' study and how things have progressed or declined.
- Ideas for improvements included;
  - Shuttle service along the corridor. Businesses pay in to a shuttle program. This program did not prove successful along East ave.
  - Revisit commercial parking program
  - Provide parking along Culver road on park side to accommodate congestion associated with Jeramiah's



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- Shared use lots (Churches, Area between Broadway and Pearl Street)
  - Future development, how many spaces are planned and what is the resulting deficit that would need to be accommodated on-street

PAC members were asked to provide input on the sub-areas to the corridor. The following areas were outlined and agreed upon:

- Inner Loop/Howell St. to Meigs St.
- Meigs St. to Interstate 490
- Interstate 490 to Belmont St.
- Jearmiah's / Belmont to Culver Road

#### Action Items

- Parking Survey comments from PAC members received by February 16<sup>th</sup>, 2016
- Public Participation Plan (PPP) DRAFT to be emailed to PAC members the week of February 22<sup>nd</sup> for review.
- Comments/feedback for PPP returned to consultants/City by March 1, 2016
- Confirm stakeholder list
- Begin stakeholder interview process
- Initiate public parking / mobility survey – Week of February 22<sup>nd</sup>
- PAC Meeting #2 – Tuesday, April 5<sup>th</sup>, 2016
- Public Meeting #1 - second week in April 2016

The foregoing is considered to be a true and accurate record of all items discussed. If any discrepancies or inconsistencies are noted, please contact me immediately.

Thanks for your participation.

*Sarah Q. Hogan*

**Sarah Q. Hogan, RLA**  
Project Manager



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# SIGN-IN SHEET

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