



## **La Avenida Phase II Streetscape Improvements**

North Clinton Avenue from Avenue D to Norton Street



**City of Rochester, NY**



## Project Team

- City of Rochester
  - Jeff Mroczek – Project Manager
- Bergmann Associates
  - Dominic Fekete – Project Manager
  - Mark Johns – Senior Landscape Architect
  - Ted Liddell – Project Landscape Architect
- Highland Planning
  - Tanya Zwahlen – Public Outreach



our **people** and our **passion** in every **project**

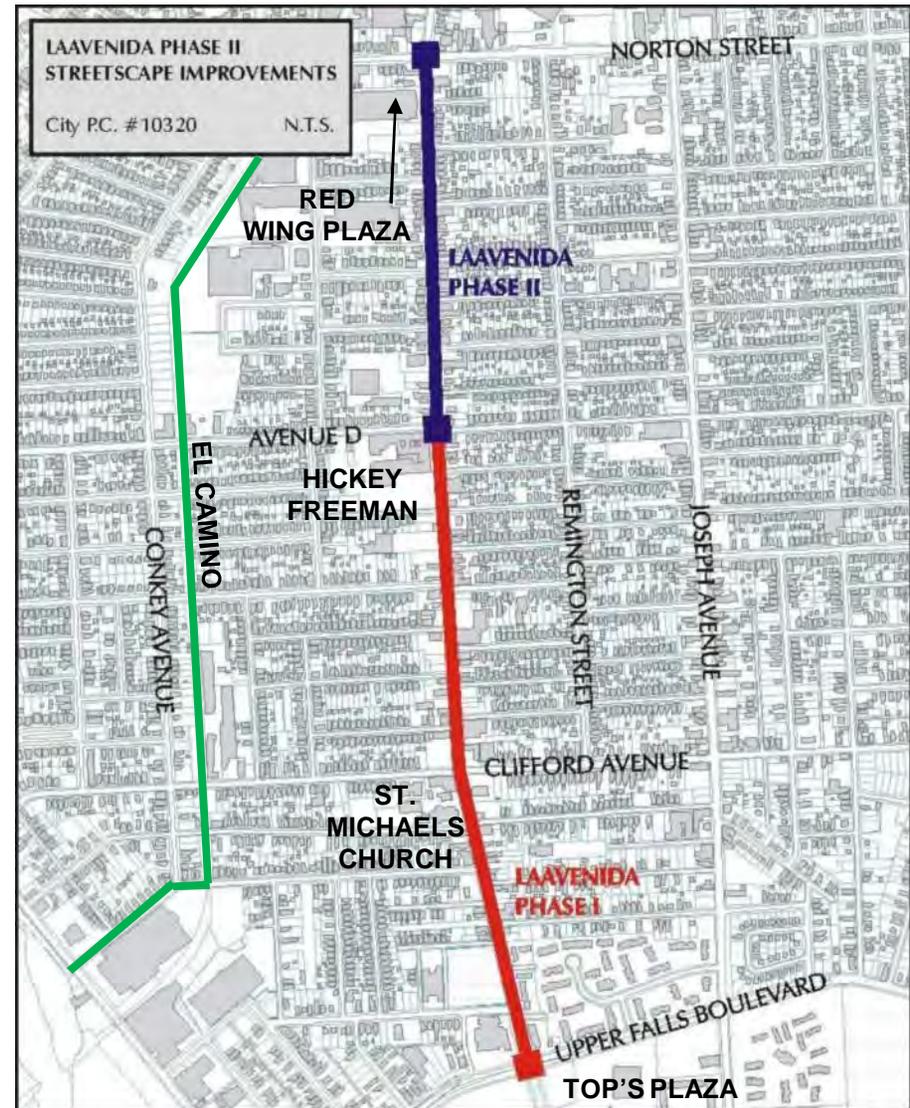
- **Project Location**

- Phase I (North Clinton Avenue from Upper Falls Boulevard to Avenue D)

**Completed 2010**

- Phase II (North Clinton Avenue from Avenue D to Norton Street)

**Expected Completion Fall 2014**



- **Project Goals**

- Complete the streetscape for the entire corridor from Upper Falls Blvd to Norton Street.
- Define the corridor as a unique destination.
- Improve safety with pedestrian lighting.
- Improve safety for all modes of transportation (pedestrians, bicyclists, motorists and busses).
- Implement complete streets



What were the project elements from Phase I?



our **people** and our **passion** in every **project**



our **people** and our **passion** in every **project**

---

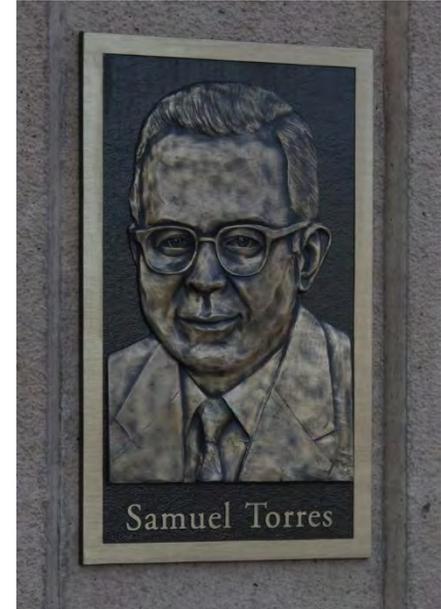


La  
Avenida



our **people** and our **passion** in every **project**

---



our **people** and our **passion** in every **project**



our **people** and our **passion** in every **project**

---



our **people** and our **passion** in every **project**

---



our **people** and our **passion** in every **project**

---



our **people** and our **passion** in every **project**



our **people** and our **passion** in every **project**



What project elements will be included in Phase II?



- Improved curb ramps
- Replacement / resetting of broken sidewalk and brick paver bands
- New light poles with pedestrian light fixture and banner arms
- Decorative crosswalks
- Gateway treatment at Norton Street
- Buffer treatment in front of Red Wing Plaza parking lot
- Potential bus shelter in front of Red Wing Plaza (pending approval)
- Bike racks
- Planters
- Sidewalk engravings

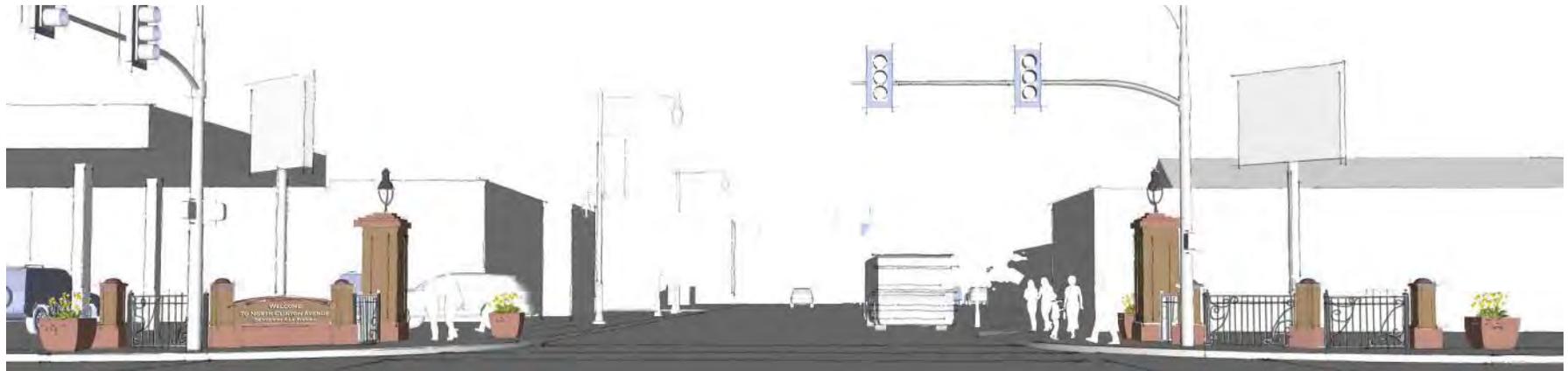


our **people** and our **passion** in every **project**

## Gateway Treatment at Norton Street



Intersection of North Clinton Ave and Norton Street Looking South - Existing

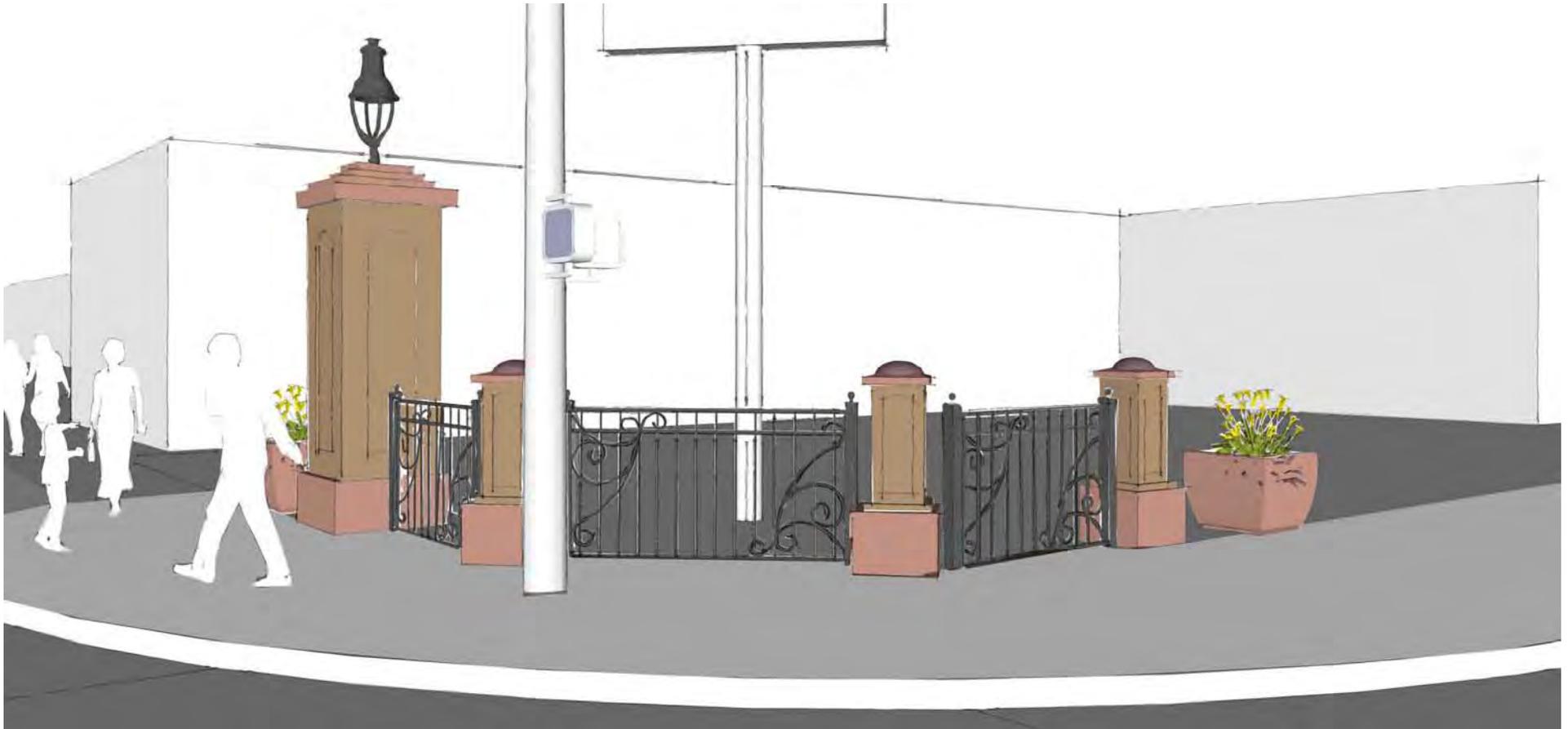


Intersection of North Clinton Ave and Norton Street Looking South - Proposed



our **people** and our **passion** in every **project**

## Gateway Treatment at Norton Street



Southwest corner of North Clinton Ave and Norton Street



## Buffer Treatment at Red Wing Plaza



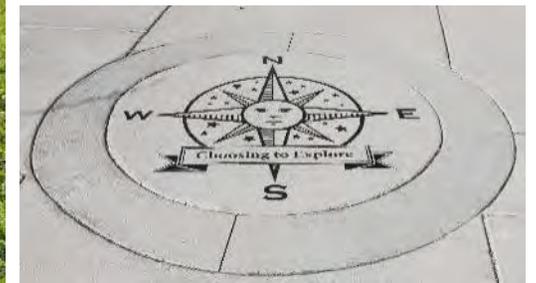
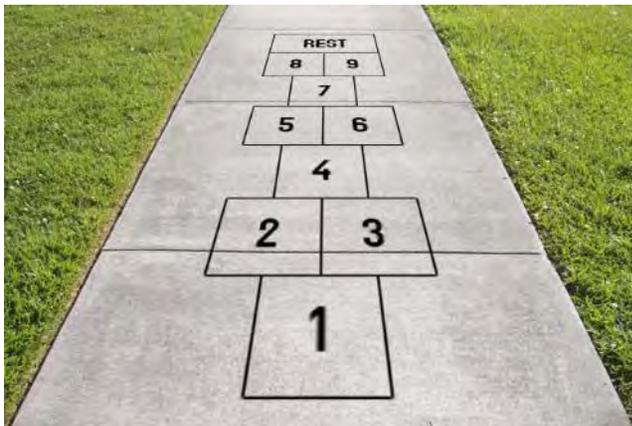
Street frontage adjacent to Red Wing Plaza

our **people** and our **passion** in every **project**

## Potential Sidewalk Markings



Example thermoplastic sidewalk logo from the Genesee River Trail



Example sandblasted graphic from East Avenue in front of the Rochester Museum and Science Center



## Potential Sidewalk Markings



# Potential Elements Currently Not Funded as Part of Phase II



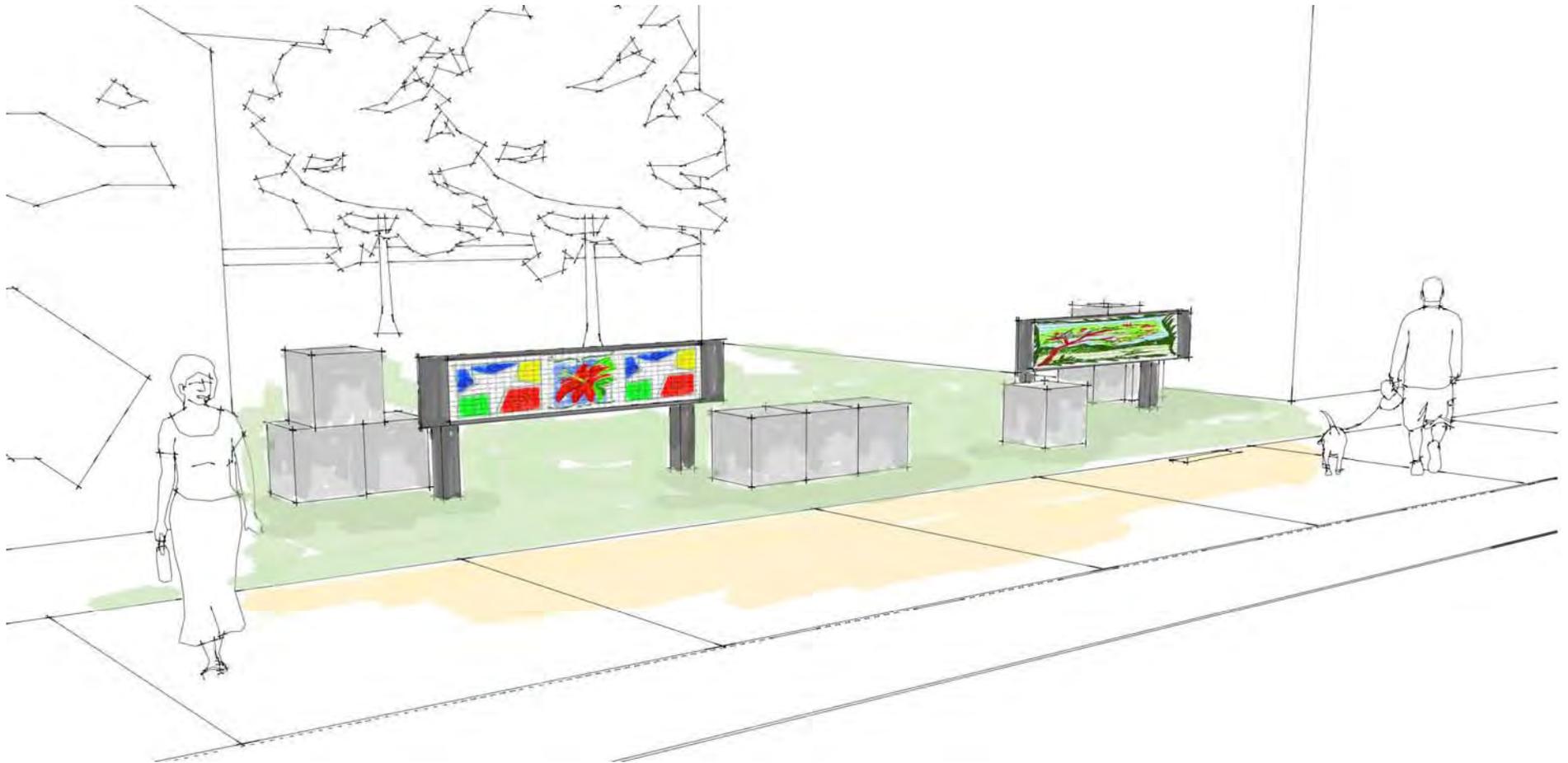
our **people** and our **passion** in every **project**

## Mosaic Treatments



our **people** and our **passion** in every **project**

## Vacant Lot Treatments



our **people** and our **passion** in every **project**

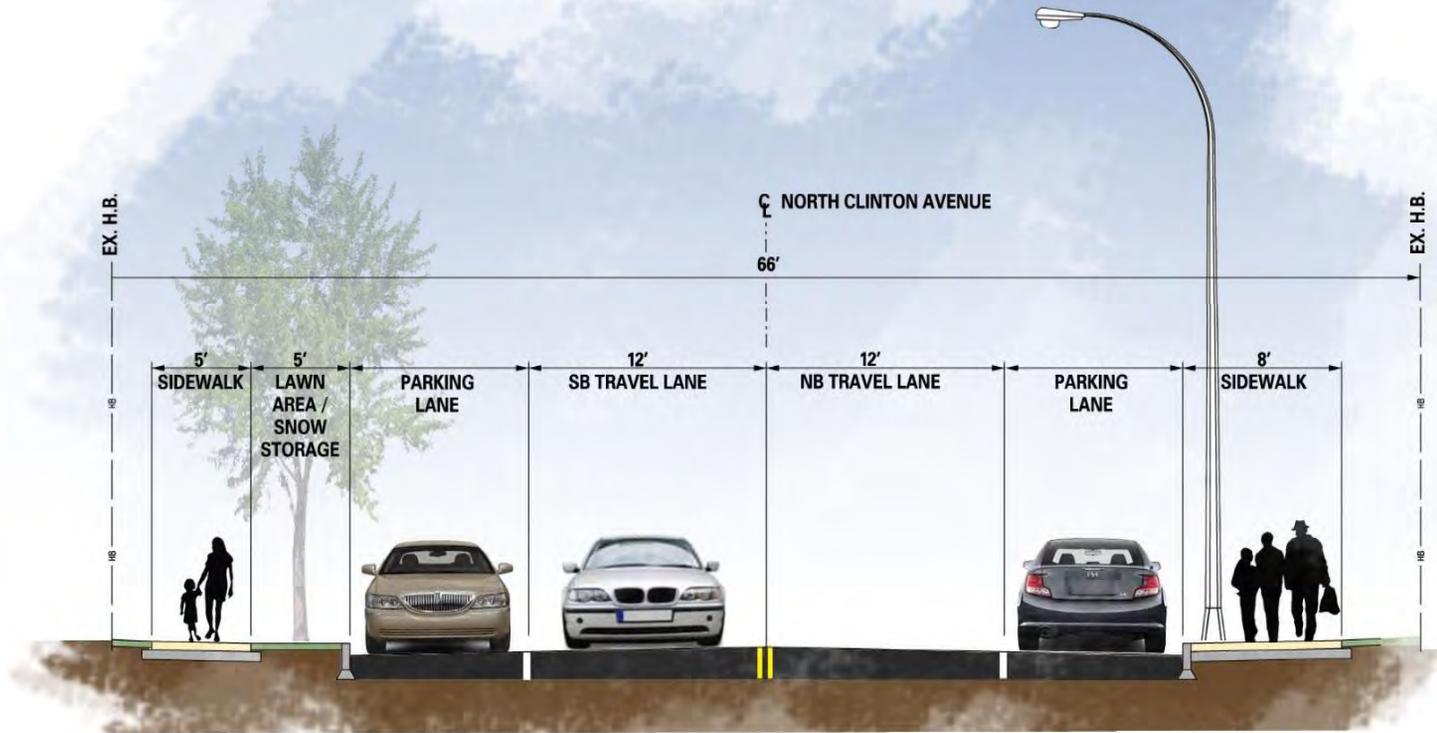
# Community Gardens



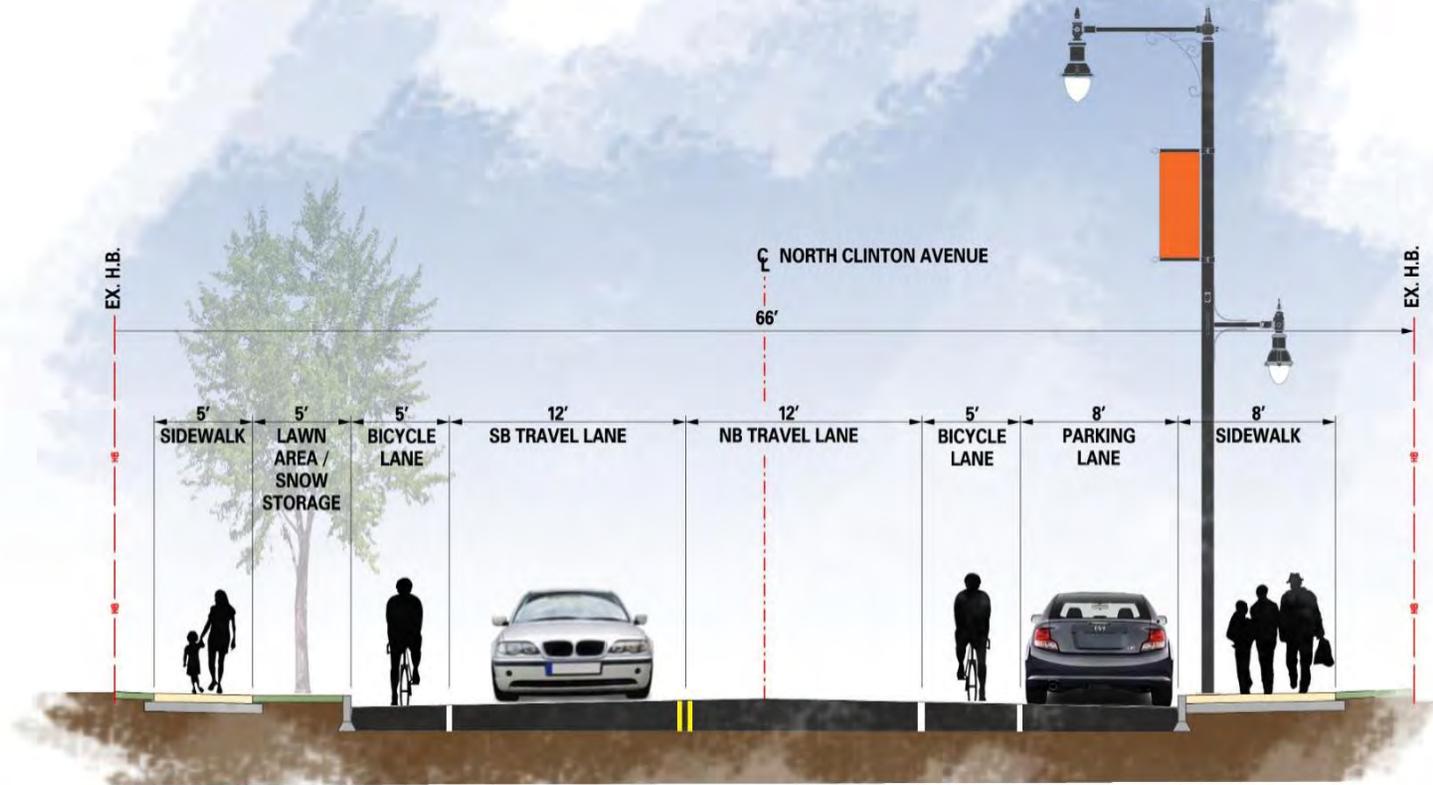
# Potential Bike Lane Enhancements



# Potential Bike Lane Enhancements Existing Typical Section



# Potential Bike Lane Enhancements Proposed Typical Section



our **people** and our **passion** in every **project**

---



Bike lane on St. Paul Boulevard



Example of bike lane and bike box at an intersection



# ROCHESTER BICYCLE MASTER PLAN



*Final Report to the City of Rochester, NY*



January 2011

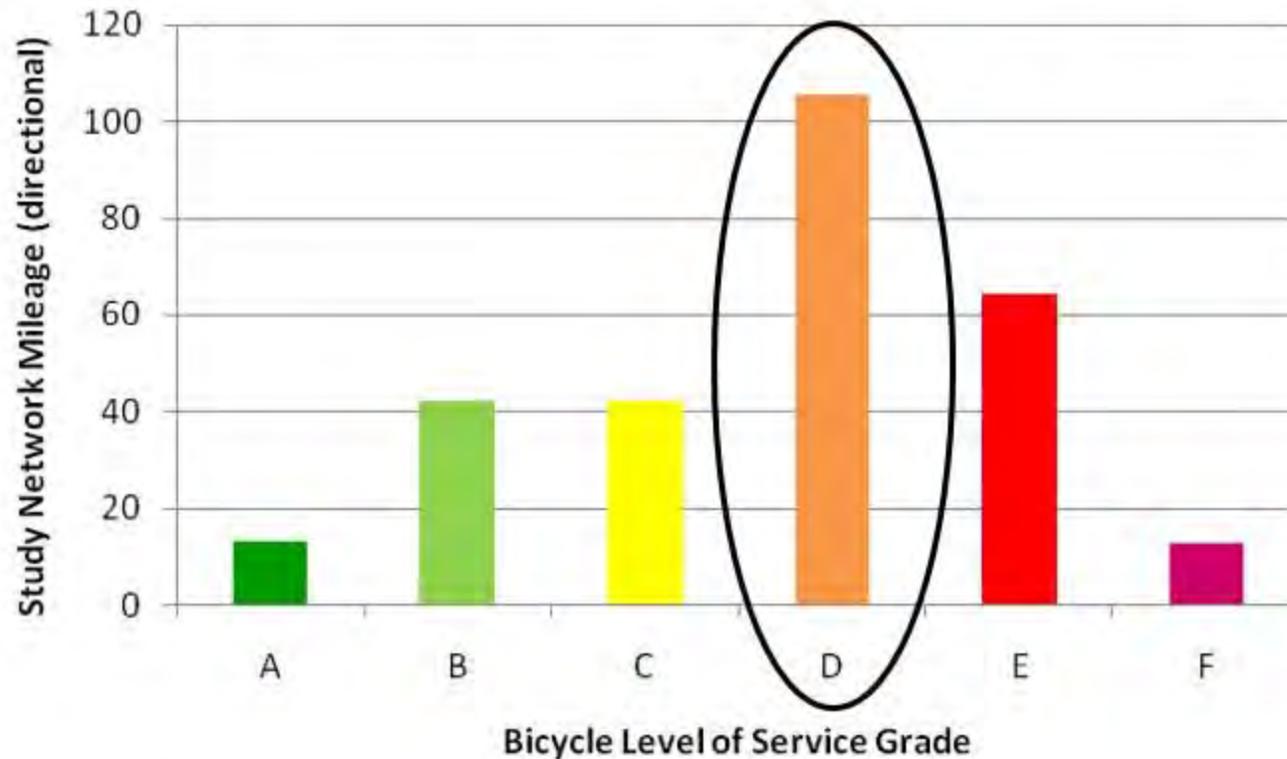
The **OBJECTIVE** of the Plan: identify long-range opportunities for improved bicycling infrastructure and services within the City. For the non-auto owning population, and for those who choose to bicycle as a primary mode of transportation, safe and accessible bicycle facilities are a paramount concern.

Two main areas of focus are:

- Detailed evaluation of the City's existing on-street bicycle network
- Creation of City-wide recommendations to enhance and promote bicycling in Rochester.



# Existing Conditions - Bicycle Level of Service

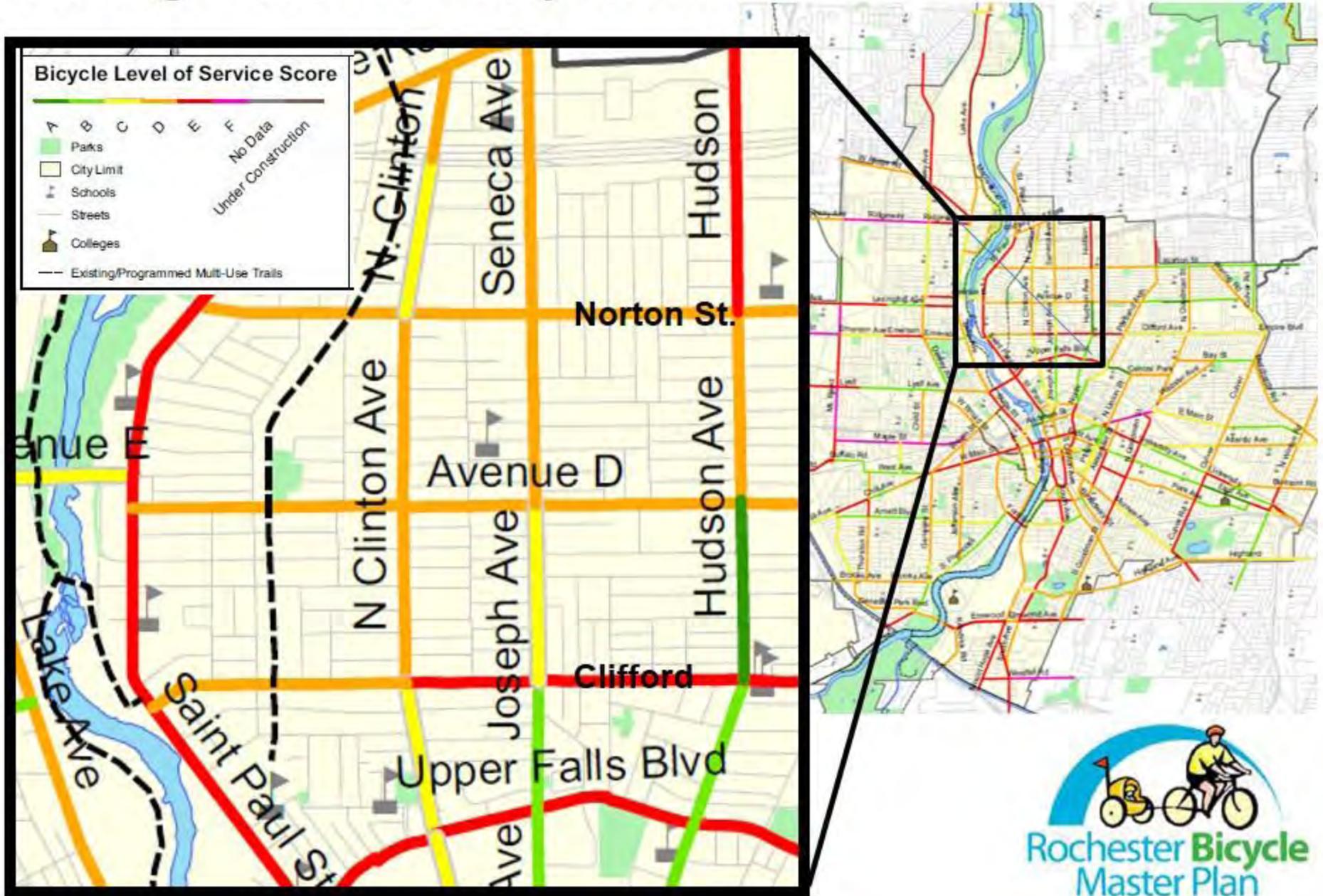


- bike lane or paved shoulder width;
- outside lane width;
- Traffic volume, speed, and type;
- Pavement surface condition; and
- presence of on-street parking.

- Objective measure of bicycling conditions of a roadway.
- Evaluation of bicyclists' perceived safety and comfort with respect to motor vehicle traffic and roadway conditions.
- Uses the same measurable traffic and roadway factors that transportation planners and engineers use for other travel modes

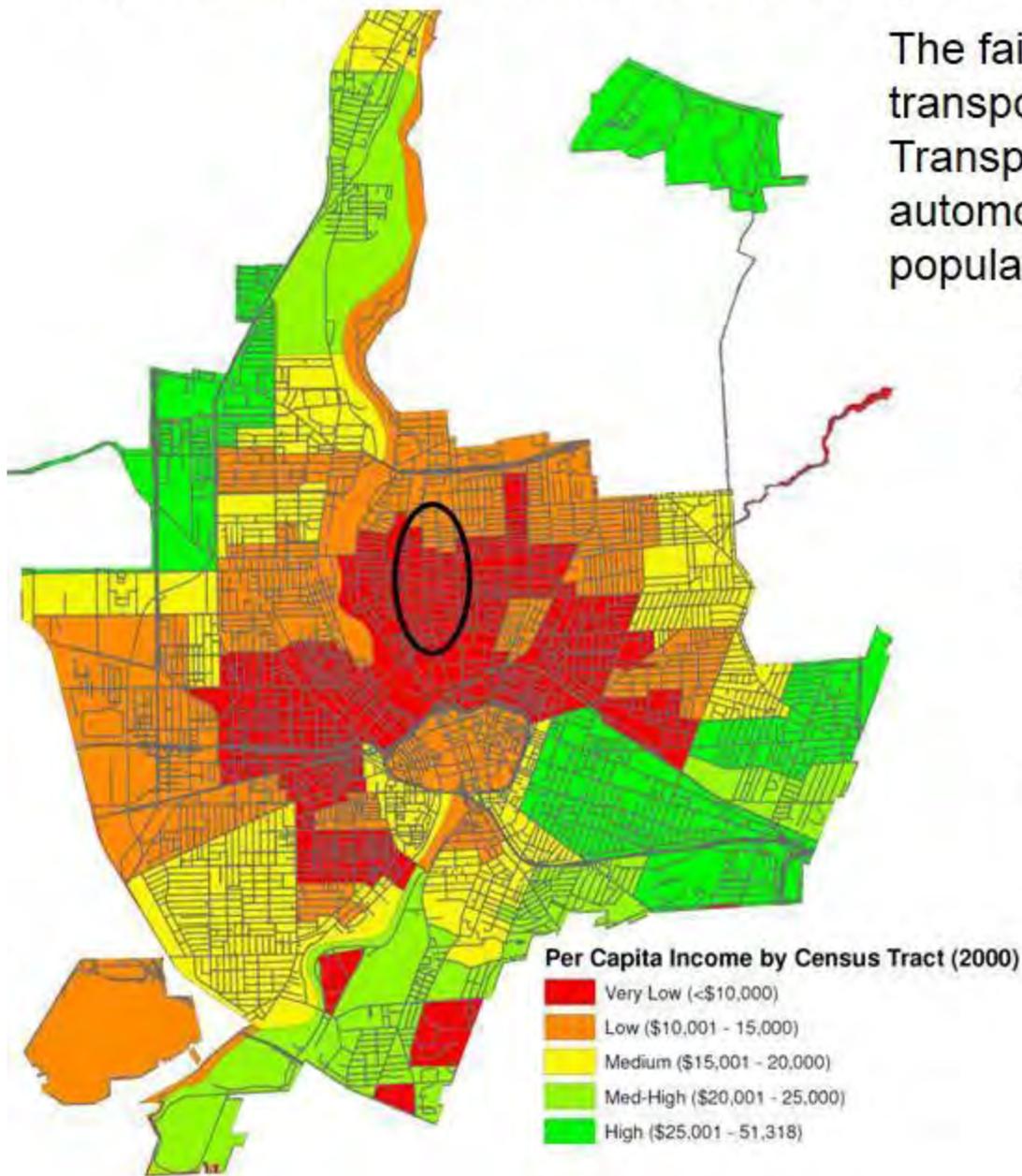


# Existing Conditions - Bicycle Level of Service



# Environmental Justice/Transportation Equity

The fairness with which the impacts of transportation costs are distributed. Transportation projects that only benefit automobile users may not serve the City's population in an equitable manner

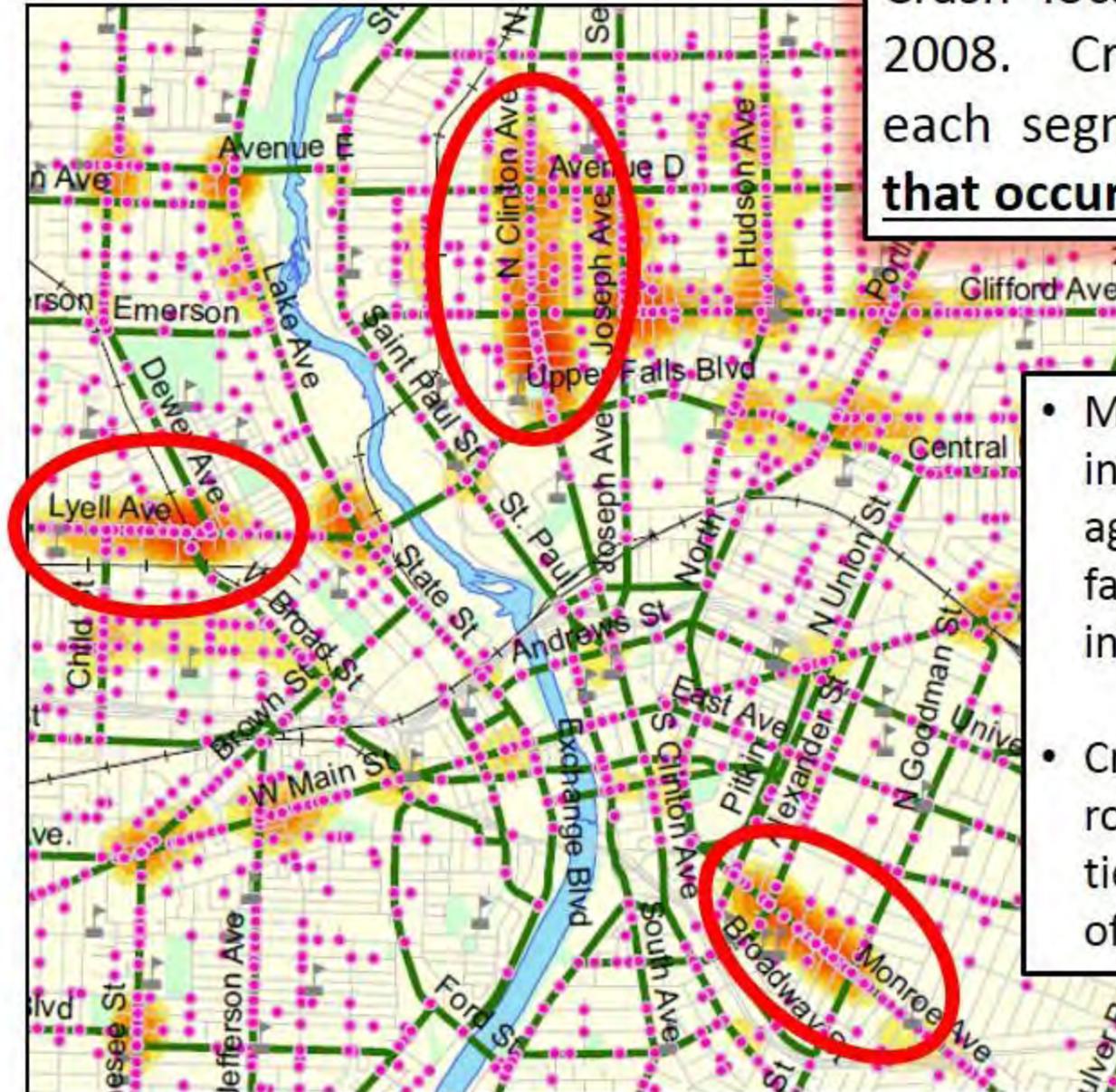


- Average annual cost of a vehicle to a household is about \$7,000
- City of Rochester has a per capita income of approximately \$18,000
- Study area Per Capita Income is "Very Low", less than \$10,000 per year



## Crash Data

Crash locations between 1987-2008. Crashes observed along each segment, excluding those that occurred at intersections.



- Most common crashes involve a bicyclist riding against traffic or those failing to yield at an intersection
- Crashes along a particular roadway segment is often tied directly to the number of bicyclists

# MP Evaluation & Recommendation

## Tier III Roadway Restripe Candidate

observed on-street parking occupancy of no more than 50% (40% observed) where bike lanes could be created while still leaving space (eight feet) for parking on at least one side of the street



# Complete Streets Policy - PURPOSE

December 1st, 2011

A complete street is one that accommodates all users. Future street design efforts will fully consider the needs of pedestrians, bicyclists, transit users and persons with disabilities.

## Accessibility

Complete streets are planned, designed, operated and maintained to enable safe access for all users. A large portion of the Rochester population does not have access to a personal motor vehicle...

## Safety

Complete Streets will help to improve public safety by installing and maintaining sidewalks, crosswalks, ADA-compliant ramps and bike lanes, ...

## Public Health

Complete streets provide more opportunities to enjoy a healthier active lifestyle that includes walking or bicycling...

## Viable Communities

Commercial and retail areas can be exposed to more consumers by making the neighborhood more accessible, convenient and welcoming... reduced dependence on the automobile and less money spent at the pump means more money invested in the local economy.

## Complete Streets Policy - REQUIREMENTS

- City Engineer shall include bicycle, pedestrian and transit facilities in all street construction, reconstruction, rehabilitation and pavement maintenance projects, as appropriate, subject to the exceptions contained herein.
- The City shall plan, design, build and maintain all bicycle, pedestrian, and transit facilities in accordance with accepted federal, state and local standards and guidelines, but will consider innovative and/or nontraditional design options, as appropriate.
- The Traffic Control Board shall review all street construction, reconstruction, rehabilitation and pavement maintenance projects for consistency with this Policy.
- The City Council shall receive an annual report from the City Engineer on the City's consistency with this Policy...
- Planning studies and/or engineering reports for street projects prepared by or on behalf of the City shall include documentation of compliance with this Policy.

## Complete Streets Policy - EXCEPTIONS

The incorporation of bicycle, pedestrian, and transit facilities shall be mandated in all street projects undertaken by or on behalf of the City, except under one or more of the following conditions:

- The City Engineer determines there is insufficient space within the right-of-way to safely accommodate such new facilities.
- The City Engineer determines that establishing such new facilities would require an excessive and disproportionate cost.
- The City Engineer determines that inclusion of such new facilities would create a public safety risk for users of the public right-of-way.
- The project is limited to routine or seasonal maintenance activities such as mowing, sweeping, or spot pavement repairs, including chip and seal and crack seal activities.
- Bicyclists and pedestrians are prohibited by law from using the facility.

# Potential Bike Lane Enhancements



Overall bike lane enhancements plan from Upper Falls Boulevard to Norton Street



our **people** and our **passion** in every **project**

# Potential Bike Lane Enhancements



Bike lane enhancements from Trenman Street to Norton Street

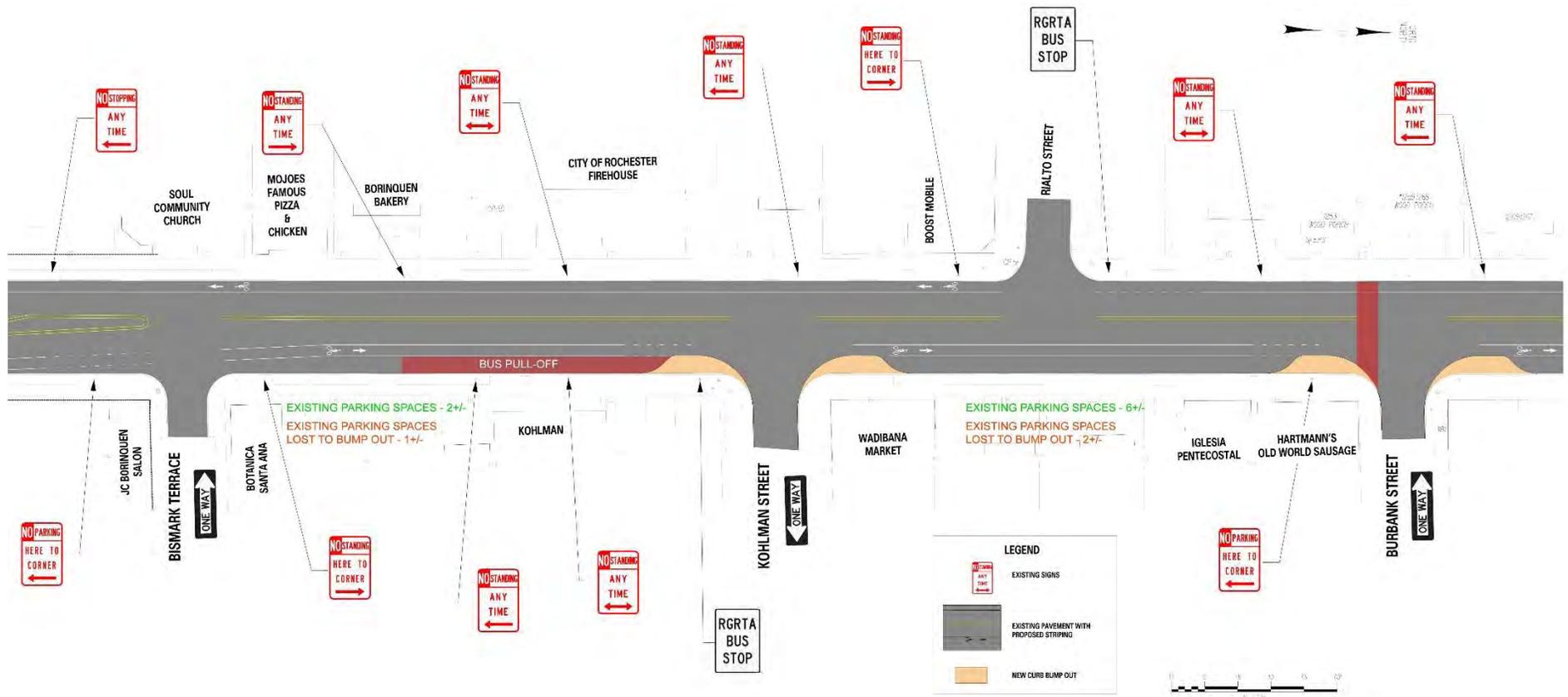


# Potential Bump Outs and Green Infrastructure



our **people** and our **passion** in every **project**

# Potential Bump Outs and Green Infrastructure



## Potential Bump Outs and Green Infrastructure



Example raingarden in bump out from North Union Street currently under construction



Example raingarden in bump out in Portland Oregon



Example raingarden in bump out in Philadelphia



# Opportunity To Incorporate Community Signage



## Opportunity To Incorporate Community Signage





**Questions?**

