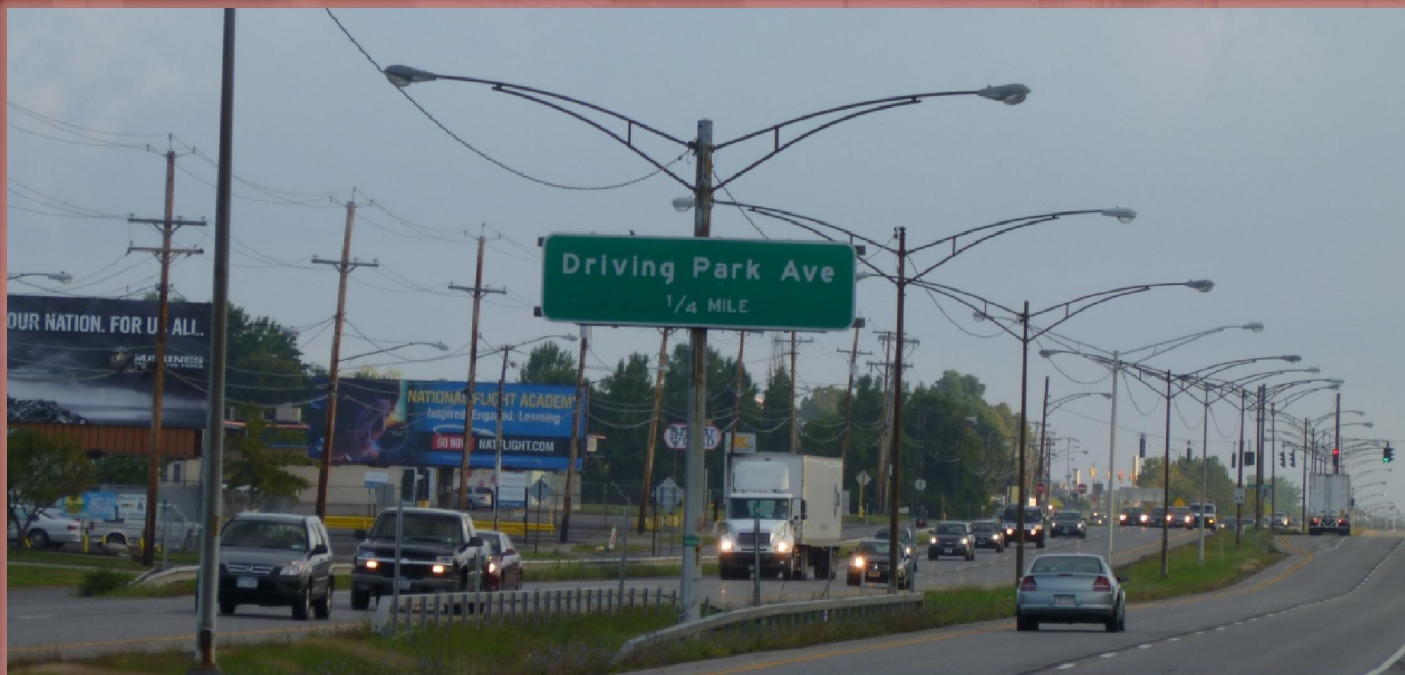




MOUNT READ BOULEVARD CORRIDOR STUDY

NYS Route 33 (Buffalo Road) to Stone Road
City of Rochester and Town of Greece,
Monroe County



Public Meeting Number 1
Monday May 20, 2013



Agenda

- Welcome, Introductions & Purpose of Outreach
- Overview
- Existing Conditions Summary
- Results of Initial Community Outreach
- Breakout Groups



Goals & Objectives

- Develop a vision for the Mount Read Boulevard Corridor that will improve condition, operation, safety, and pedestrian/bicyclist accommodation while maintaining access to commercial buildings, industrial facilities, and neighborhoods.



- Develop concepts that are...

- Responsive

- ✓ to issues and needs

- Considerate

- ✓ of community input

- Realistic

- ✓ Form
- ✓ Function
- ✓ Financing

- Supportable

- ✓ City of Rochester
- ✓ NYSDOT
- ✓ MCDOT
- ✓ Town of Greece





Desirable Outcomes

Support continued economic growth

Enhance neighborhood character

Improve safety

Encourage appropriate speeds

Address congestion & operational issues

Improve pedestrian, bicyclist, & transit accommodation

Maintain or improve business access

Continue to accommodate trucks

Improve infrastructure condition and aesthetics

Eliminate confusion associated with service roads

Others???



Study Participants



City of
Rochester

Lead Agency



Project Advisory
Committee
(PAC)



GENESEE TRANSPORTATION COUNCIL

and you!



Schedule

Spring
2013

- Existing condition studies and public outreach

Summer
2013

- Future conditions forecasting and concept development

Fall 2013

- PAC review and public meeting #2

Spring
2014

- Publish Corridor Vision Document



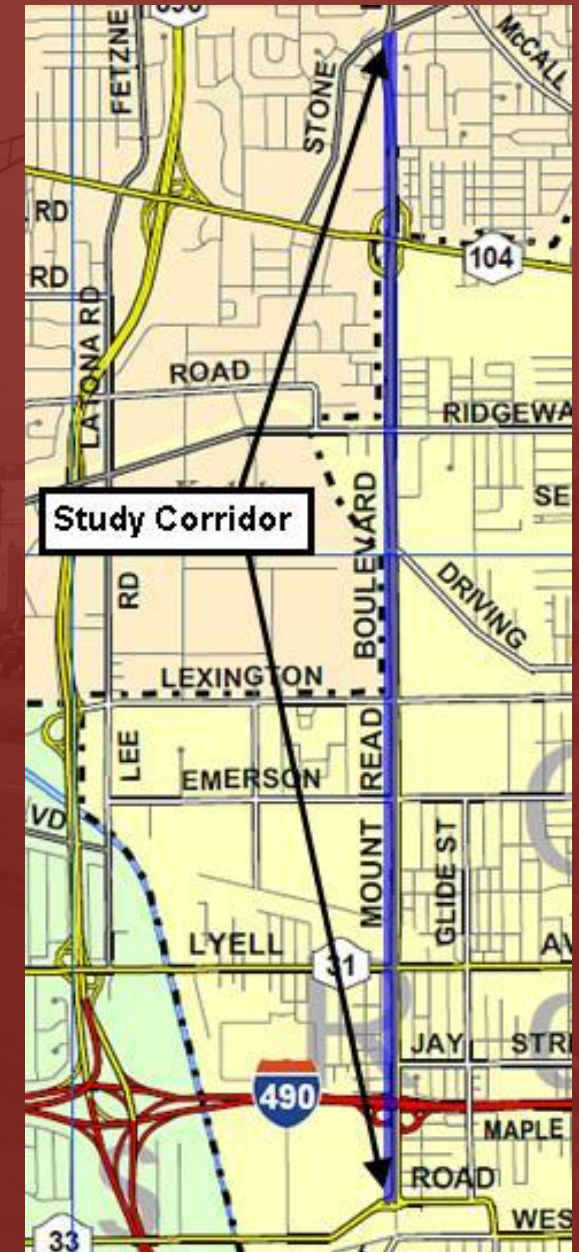
Possible Next Steps





Study Area

- NYS Route 33 (Buffalo Road Traffic Circle) to Stone Road
- 4.4 miles
- City of Rochester and Town of Greece
- Mix of commercial, industrial, and residential areas





Roadway Characteristics

NYS Route 33 to I-490

- Urban Minor Arterial
- Access Highway
- Ownership - New York State (940K)

SPEED
LIMIT
35

I-490 to Lyell Ave

- Urban Principal Arterial – Other
- Access Highway
- On National Highway System
- Ownership – New York State (940K)

SPEED
LIMIT
35

Lyell Ave to NYS Route 104

- Urban Principal Arterial – Other
- Access Highway
- On National Highway System
- Ownership – New York State (940K)

SPEED
LIMIT
45

NYS Route 104 to Stone Rd

- Urban Minor Arterial
- Ownership – Monroe County (CR 150)

SPEED
LIMIT
35



NYS Route 33 (Buffalo Road) traffic circle



Mount Read Boulevard looking north toward I-490



Mount Read Boulevard looking south toward I-490



*Mount Read Boulevard looking south at
Lyell Avenue (NYS Route 31)*



*Mount Read Boulevard looking south toward
the CSX Railroad Overpass*



*Mount Read Boulevard looking north
at Lexington Avenue*



Mount Read Boulevard looking north at Joanne Drive



Mount Read Boulevard at Stone Road



Infrastructure Condition

Roadway

- Fair condition (6-7 / 10 – NYSDOT)
- Pavement cracking & rutting (Jay – Lyell)
- Service roads – potholes, cracking
- Combination of inlets and open drainage



Curb/Gutter/Signs/Guide Rail

- At the end of their useful life



Signals & Lighting

- Older, outdated systems

Bridges

- Fair to good condition
- 2013 rehabilitation on Ridgeway Ave bridge





Traffic Volumes

Baseline Data

- New turning movement counts - 4 intersections
- Historic turning movement counts – 9 intersections
- Combined to develop 2013 project corridor traffic volumes
- Compared to NYSDOT Traffic Counts in 2007 / 2010

Summary

- Volumes are approximately equal or just lower over last 5 years
- Trucks - range from 3% to 10%

Future Trends

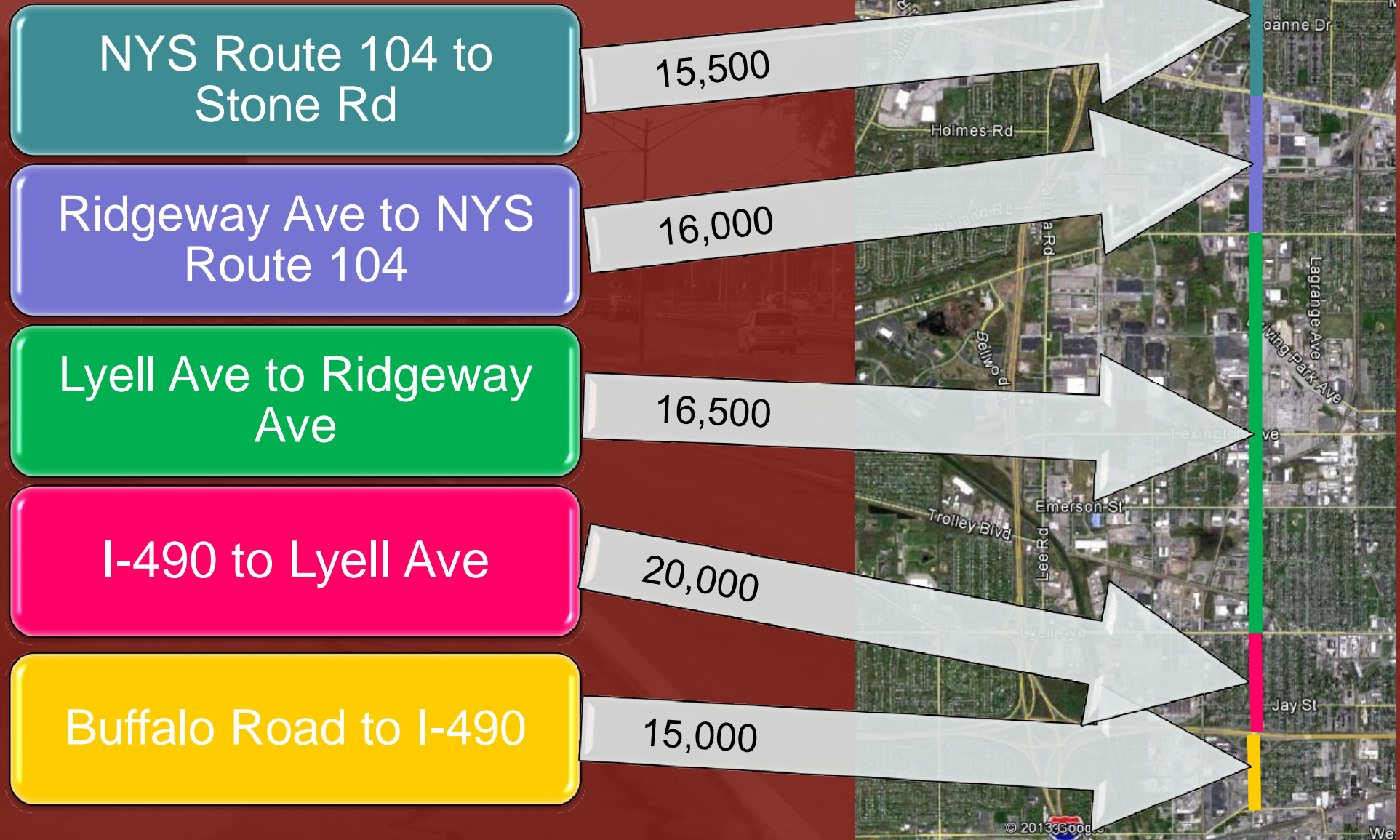
- Growth Rate - MCDOT recommends 1 % per year for the corridor.





Traffic Volumes

2013 Daily Traffic Volumes



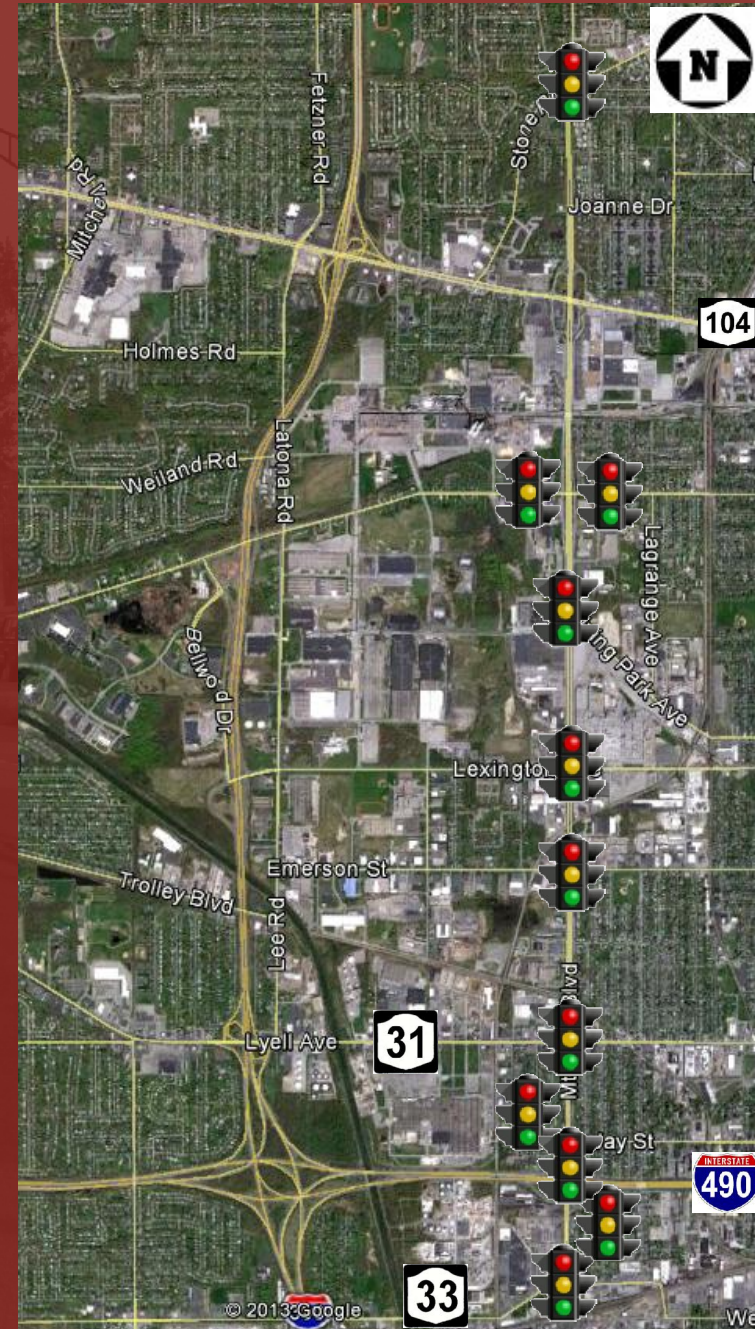


Traffic Control

- 11 signalized intersections
- Numerous Stop/Yield Controlled and Uncontrolled Ramps / Connections
- Lyell Ave to Joanne Drive - Service Roads provide access to businesses & residents
- Service roads provide connectivity but can be confusing

Capacity Analysis

- Lyell Ave – at capacity during PM peak
- Most intersections have one movement at capacity





03/27/2013

*Mount Read Boulevard looking
north toward Lexington Avenue*



03/27/2013

Looking north toward Lexington Avenue



03/27/2013

Lexington Avenue at Mount Read Boulevard



Looking south toward Kodak overpass



Looking north toward Ridgeway Avenue

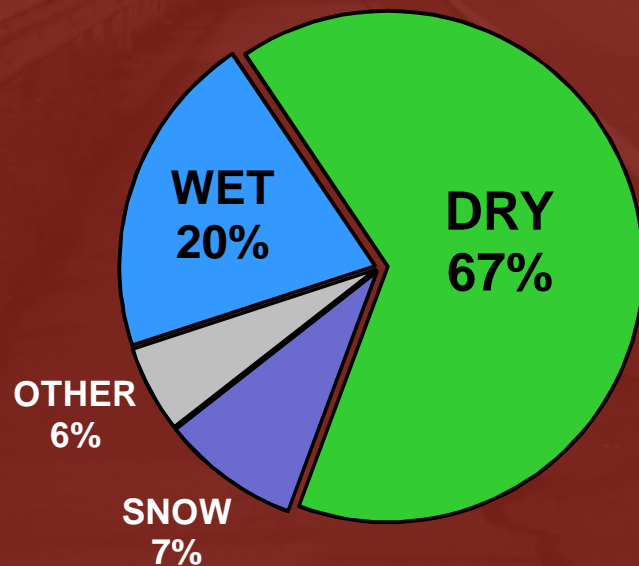




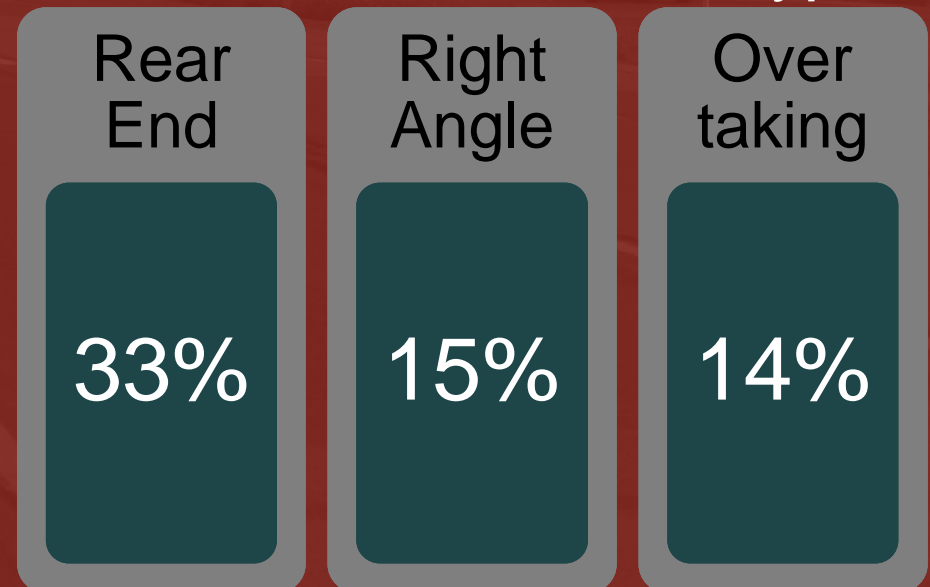
Accidents

- Records from May 2009 - April 2012
- Total = 375
 - Intersection = 60%
 - Midblock = 40%
- Type
 - Fatal = 0%
 - Injury = 34%

Weather Conditions

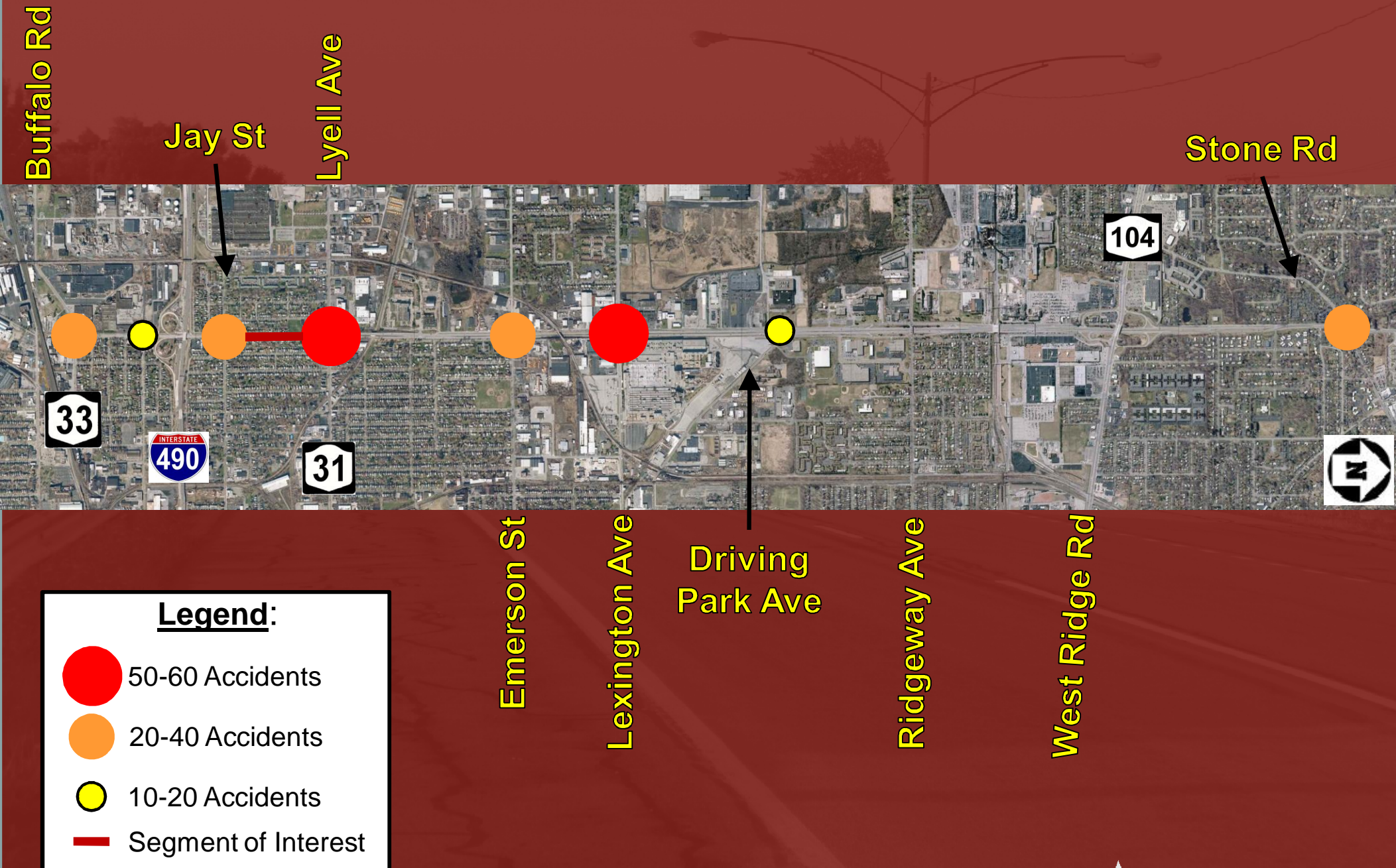


Predominant Collision Types





Accident “Hot Spots”





Transit, Bicyclists, and Pedestrians

- RGRTA Bus Routes
 - Numerous stops on / adjacent to corridor
 - Primarily Lyell Avenue and south
- Bicycle Accommodations
 - Not restricted or prohibited
 - No separate facility
 - Speeds, % trucks, comfort factor
- Pedestrians
 - Some sidewalk along mainline / service roads
 - Few suitable crossings
 - Lack of ADA accessible ramps / crosswalks
 - Signals have limited pedestrian accommodations





940K
4301
10-09





Within ½ Mile of the Corridor...

Population

- 2010 Corridor Population of 29,542
 - Nearly 24% of population is under age 18
- 30% households leave for work before 7am
 - Compared to 26% for City and 25% for County
- 82% households commute less than 25 min
 - Only 12% commute less than 10 min, therefore few residents work within the general study area





Income

- Median Household Income = \$42,000
 - Strong segment of middle-income households

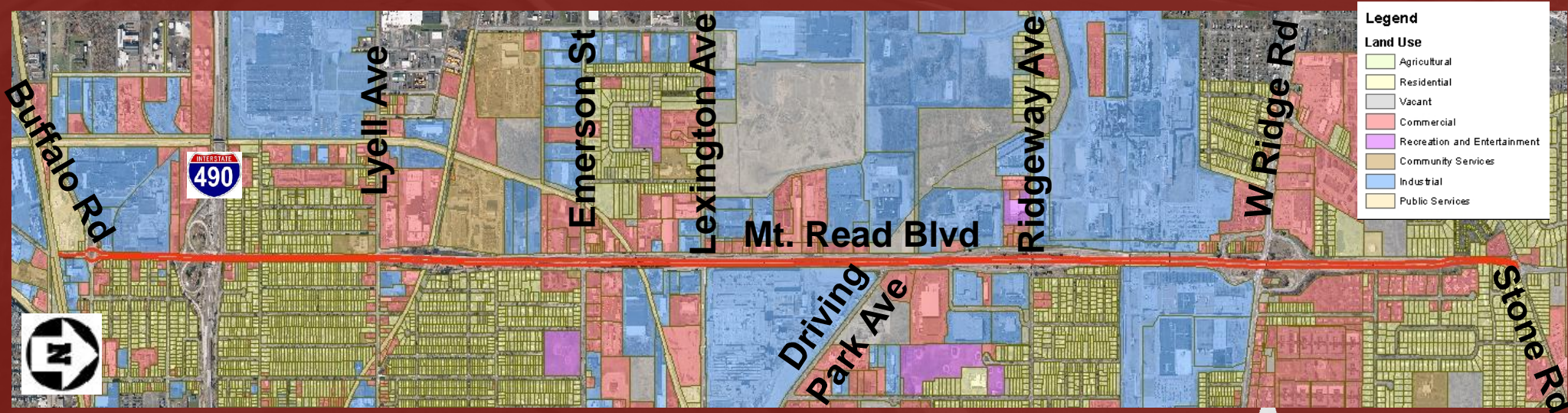
Housing

- 7% vacancy rate
 - < City (10%)
 - > County (6%)
- Modestly affordable
 - Average assessed value from \$49k to \$97k
 - Represents 1.2 to 2.3 x Median Household Income (\$42k)
 - National target 3.0 or less



Current Land Use

- 73% of frontage (w/in 200') has industrial use
 - 2% vacant
- Nearly 3,500 residential parcels within ½ mile
 - Several distinct residential neighborhoods
- Ratio of parkland to population
 - Study Area provides 64 acres (2.2 ac/1000)
 - National Recreation and Park Assoc. recommends 6.25 ac/1000

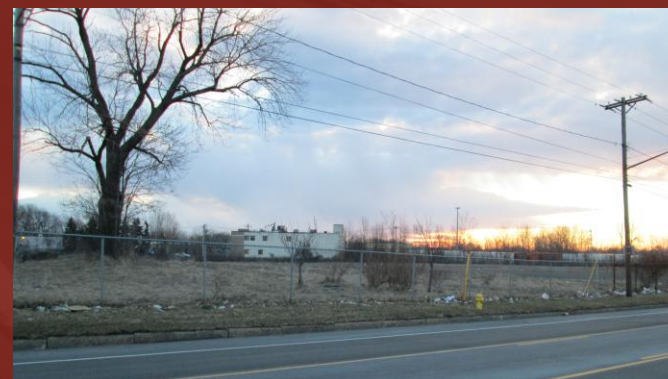




Positive Signs

Bergmann
associates
highlandplanning

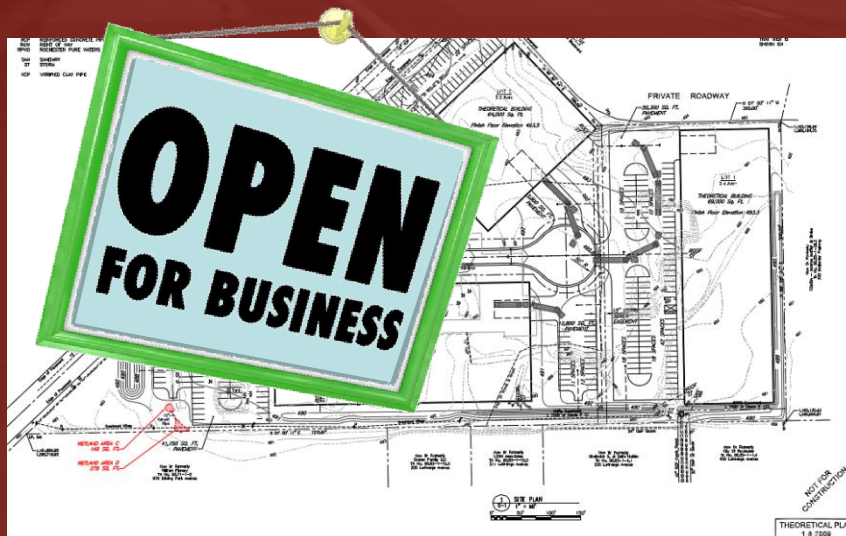
- Resurgence of development
 - Holleder Technology Park - Monro Muffler/Brake
 - Canalside Business Center (Old Valeo)
 - Foodlink
 - JC Fibers
- Potential future redevelopment
 - Kodak Park
 - Other Sites





Opportunity Awaits!

- 18 acres of vacant land converted to industrial uses could conservatively equate to:
 - 250,000 to 300,000 SF new construction
 - \$1.3 million in additional assessed value
 - 150 to 300 new jobs
 - \$5 million to \$13 million in new wages






Initial Community Outreach

- PAC Meeting #1
- Initial Stakeholder Interviews – Businesses and Residents
- Notices to 500 Properties along Corridor
- Emails to 35+ Businesses
- Project Website



 **City of Rochester**
Mount Read Boulevard Corridor Study
NYS Route 33 (Buffalo Road) to Stone Road

The City of Rochester is conducting a study of the Mount Read Boulevard Corridor in conjunction with a Project Advisory Committee made up of representatives from the City, NYSDOT, Monroe County DOT, Town of Greece, and Genesee Transportation Council. The study will develop ideas to improve condition, operation, safety, and pedestrian/bicycle accommodation while maintaining access to commercial buildings, industrial facilities, and homes along this 4 mile long corridor from the NYS Route 33 (Buffalo Road) traffic circle to Stone Road.

Built in the 1960's Mount Read Boulevard was designed to carry traffic to and from growing areas along Rochester's northwest side. At the time of construction it was considered a truly modern arterial. By the time the corridor was filled with industrial and residential activity, some were already looking a few miles west toward construction of the NYS Route 390 expressway. Route 390 would eventually allow for quicker trips to more distant destinations and siphon development and traffic away from Mount Read Boulevard, which in turn reduced the corridor's attractiveness to homes and businesses.


Fortunately, the Mount Read Boulevard corridor has begun to experience a resurgence, with diminishing vacancy rates and an increasing level of industrial and employment activity. It is also home to vital residential neighborhoods and busy School No. 43. However, an aging infrastructure and problematic design features are hampering the potential for future growth and investment. The Mount Read Boulevard Corridor Study is the first step toward the eventual design and construction of a balanced transportation solution to fit the community's needs.


The study, expected to be complete in the spring of 2014, will include several opportunities for stakeholders and the public to provide input and ideas. The public outreach program will engage business and property owners along the corridor, which is a primary manufacturing and distribution hub for the greater Rochester area, solicit ideas on how to improve the corridor including its frontage roads and intersections, and obtain feedback on conceptual improvements.

For additional information or to offer comments, please contact:
Mr. Erik Frisch
Transportation Specialist
City Hall, Room 3008
30 Church Street
Rochester, NY 14614
(585) 428-6709
Frische@CityOfRochester.gov

The City looks forward to collaborating with you to improve the quality of this significant local transportation resource.

The City of Rochester has retained consulting firm Bergmann Associates, in conjunction with their partner Highland Planning, to complete the Mount Read Boulevard Corridor Study.

 **Bergmann**
associates
highlandplanning



<http://www.cityofrochester.gov/mtreadblvdcorridorstudy>



Things we've heard so far...

- Buffalo Road traffic circle is confusing
- Infrastructure looks worn away from I-490
- Congestion and pedestrian accommodation are issues at Lyell Avenue
- Traffic management at the service road intersections needs improvement
- Future development could include linear buildings in front of the large industrial developments
- Mount Read Boulevard is needed as a bypass corridor for incidents or construction on Route 390



Things we've heard so far...

- Mount Read Boulevard acts as a barrier between industries to the west and residences to the east
- Bicycle and pedestrian accessibility needs improvement, but be thoughtful about how it would mix with industrial traffic
- Green it up! Consider a linear park.



Breakout Groups





Closing Thoughts

- Comment sheets – hand in or mail
- Email frische@cityofrochester.gov
- Discuss with others and encourage their input
- Visit the project website for more information and to submit additional comments <http://www.cityofrochester.gov/mtreadblvdcorridorstudy>
- Comments due May 30, 2013

City of Rochester
Department of Environmental Services

NOTES AND COMMENTS

Mount Read Boulevard Corridor Study
NYS Route 33 (Buffalo Road) to Stone Road
Public Meeting #1

Thank you for attending the first public meeting for the Mount Read Boulevard Corridor Study. Please use this sheet to provide feedback to the City and the consultant team. You may hand it to a meeting facilitator, drop it off at the sign-in desk on your way out, or return it to the address on the back no later than May 30, 2013.

1. What about Mount Read Boulevard works well today?
2. What could work better?
3. What would you change or add to Mount Read Boulevard if you were the project designer?
4. Can you think of any geographic, cultural, historic or visual concepts that are unique to Rochester or Mount Read Blvd. and could be incorporated into the streetscape design?
5. Do you have any feedback about the meeting location, time, or facilitation that would help us improve the next public meeting?

highlandplanning Mount Read Boulevard Corridor Study Public Meeting #1
Monday, May 20, 2013



Thank-you for your participation!



Our journey has just begun...