WEST MAIN MULTIMODAL TRANSPORTATION + PLACEMAKING PLAN

Steering Committee Meeting #6

May 7, 2021

Agenda

- Quick Refresher on Project Timeline
- Engagement Updates
- Summary of Survey #3 Results
- Quick Existing Conditions Discussion
- Starter Idea Concepts and Breakout Discussions
- Share Back
- Wrap Up & Action Items

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

OUTREACH PHASES

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

PHASE FOCUS

Awareness
- Introducing project to the community
- Recruiting project ambassadors

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

Co-Creation of Solutions
- **Developing and refining strategies to address all the project goals**

Draft and Final Report
- Prioritizing actions
- Developing implementation strategies
- Presenting final plan

Engagement Updates

- Surveys
  - #1 – Review/refinement of previous community goals
  - #2 – Confirmation of refined project goals and vision
  - #3 – Ground truthing existing conditions and starting to share ideas
  - Taking a break on surveys for May, but will share out existing conditions document when finalized

- Pop Ups
  - Thursday 2/25 – MOCHA
  - Friday 3/5 – MOCHA
  - Tuesday 3/23 – Carriage Factory
  - Thursday 3/25 – MOCHA
  - Thursday 4/8 from 4-6PM – MOCHA
  - Will look to schedule pop ups around the same time as upcoming larger-scale engagement

Engagement Updates

- June/July Engagement
  - Beta testing format for a virtual open house with today's Steering Committee meeting
  - Goal: discuss the universe of options for West Main, the tradeoffs/benefits of each, and which should be carried forward for additional consideration
  - Timing of meeting TBD based on discussions today

Summary of Survey #3 Results

- Goals
  - Ground truth existing conditions analysis and uncover context that data doesn't readily reveal
- General takeaways
  - People who took the survey confirmed existing conditions findings, broadly
  - Issues around traffic speeds, the prevalence of crashes, and crossing the street were particularly resonant
  - Respondents want comfortable, clean, and sheltered places to wait for the bus
  - People shared innovative ideas for using vacant land in the short and long terms
  - There is support for more public art in similar styles and locations to now

Quick Discussion of Existing Conditions Document

- Think of this as the first few chapters in a final document for this project

West Main's Neighbors

Today, West Main is the central commercial corridor that serves residential neighborhoods that surround. Around 8,000 people live within a five-minute walk of the study area. However, density around West Main is not evenly distributed. The areas further to the southeast and southwest of the study area are much more densely settled than the areas directly north and south of West Main.

From active and engaged neighborhood associations to faith leaders to mission-driven organizations, West Main is home to people who have invested time and care into their community.

- In the house where the Anthony family organized for the right to vote, the Susan B. Anthony House and Museum stands today. Located just off West Main, the museum was established in 1945 and was an all-volunteer organization until 1992. Today the museum offers voting and human rights programming.
- Founded in the 1990s, the MOCHA (Men of Color Health Awareness) Center opened a location on West Main in 2020. Through their work, the community has access to free and confidential health services, many of which are suited specifically to the unique needs of the LGBTQ community.
- Wall\Therapy – an art-based community intervention project – has brought inspiration through murals to walls across Rochester, including four visible on West Main and three more in the immediately surrounding area.
- Located at the northeast corner of the study area, a permanent homeless encampment called Peace Village was established in 2018 by a group of several local organizations. A few blocks to the west, Partners Ending Homelessness is located on West Main and helps coordinate housing and care services for people experiencing homelessness.
- Though they no longer have a physical storefront on the street, 540WMain was established in 2016 by community members who are passionate about community-based education and social justice. The organization is now fully virtual but maintains strong roots to the street for which they are named. Educational resources are made available to the community for whatever price people feel they can afford.

COMMUNITY FEEDBACK

People were asked to share what places or people make them feel connected to West Main. Responses were wide-ranging and include:

- 540 W Main
- 1872 Café
- Andy's Southern Deli
- Art supply store
- Bus Stops
- Convenience stores
- Family Dollar
- Fish market
- Floral Boutique
- MOCHA Center
- Nick Tahou
- Somali African Restaurant
- Plaza at the intersection of Genesee/West Main
- Regular people
- Rochester Housing Authority
- Saints Peters and Paul
- Sew Green
- The small businesses
- Walgreens
- MOCHA Center

Stater Ideas

Breakout Group Goals

- Everybody speaks/shares!
- For each starter idea, try to discuss these questions:
  - What about this idea do you feel works well for West Main? What feels most challenging?
  - How well does this idea support the project's goals?
  - Would this idea help increase connections for all people between neighborhoods?
  - Do you think this idea will benefit the surrounding community? How do you think people will feel about it?

- These 'starter ideas' represent the most basic version of a design with almost no nuance - there are a lot of variations of these general concepts and compromises that can be made.
  - Some ideas might be worth thinking about on some sections of West Main, but not on others - that's ok!

Project Goals

- Improve safety, access, and connectivity
- Support sustainable communities and grow community wealth
- Celebrate and promote history, culture, and legacy

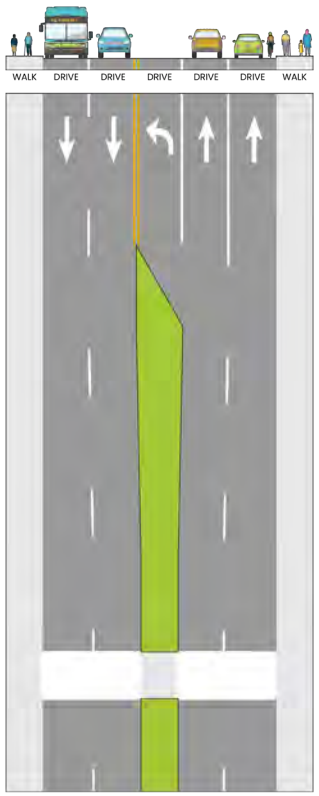
Network Context

- # Route number
- Frequent Service route
- Local Service route
- Inbound stop
- Outbound stop
- Bus stop with existing shelter
- Bike lane
- Planned Bike Boulevard
- Shared-use path

Starter Ideas

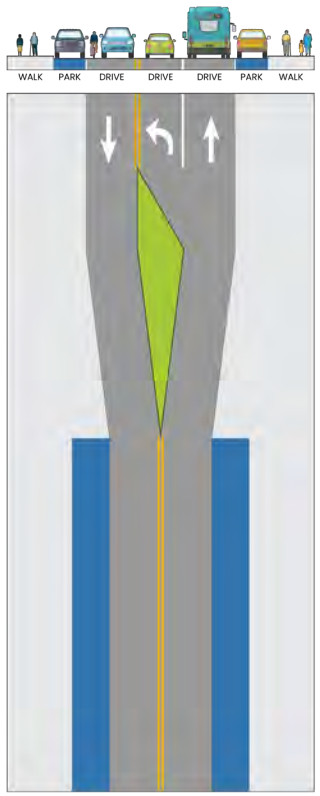
Existing

Driving Emphasis

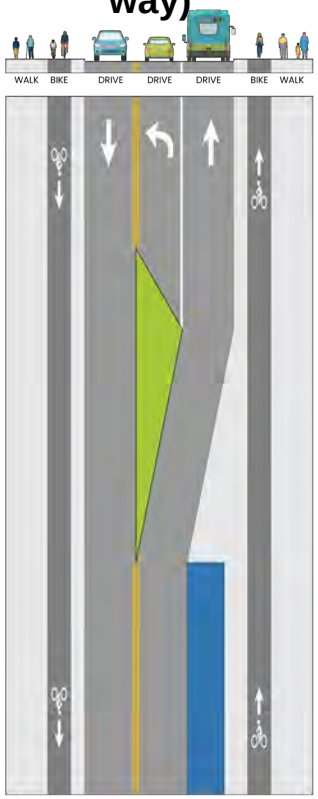


Transit Emphasis

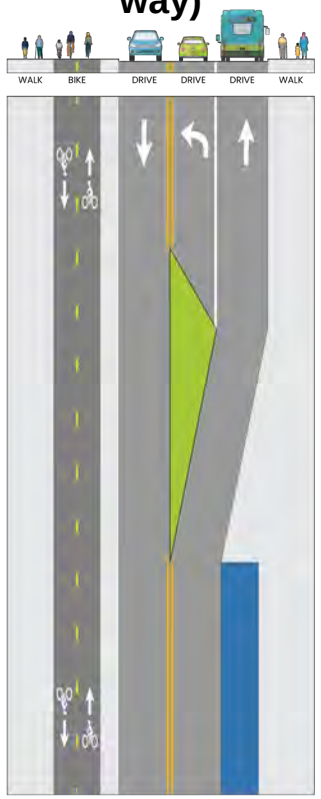
Walking/Parking Emphasis



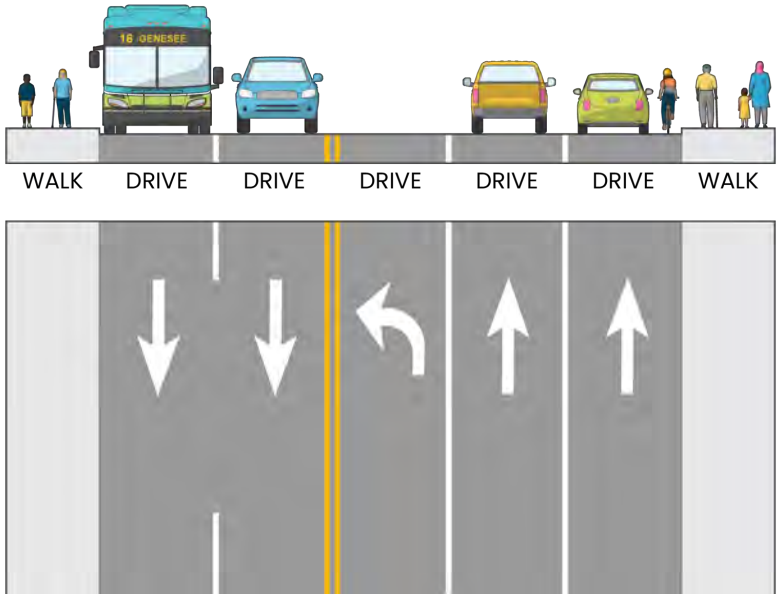
Biking Emphasis (1-way)



Biking Emphasis (2-way)



Starter Ideas: Driving Emphasis



Starter Ideas: Driving Emphasis

Description

- All existing vehicle lanes maintained
- Sidewalks generally the same width as today

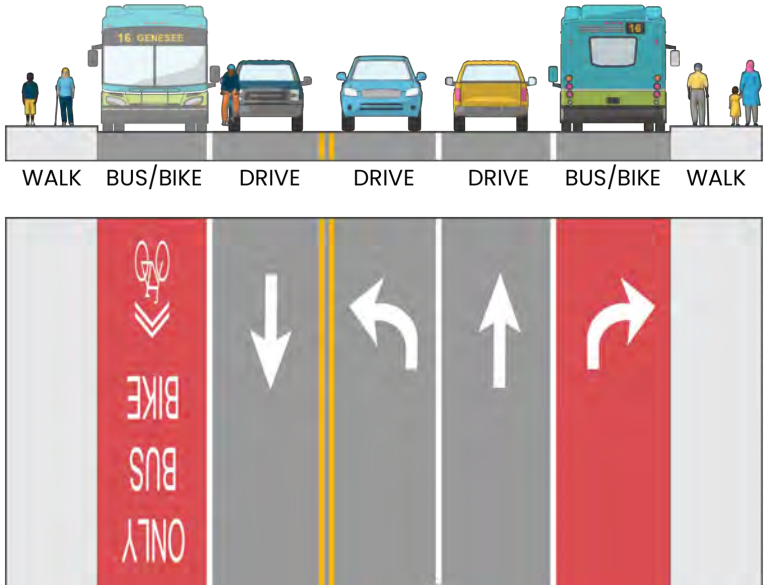
Benefits

- Potential for some safer crossings and some greenery at medians

Trade-offs

- No increases to sidewalk space
- No separate space for biking
- Placemaking focused outside of the right-of-way
- Minimal space for bus stop amenities
- Minimal traffic calming effects

Starter Ideas: Transit Emphasis



Starter Ideas: Transit Emphasis

Description

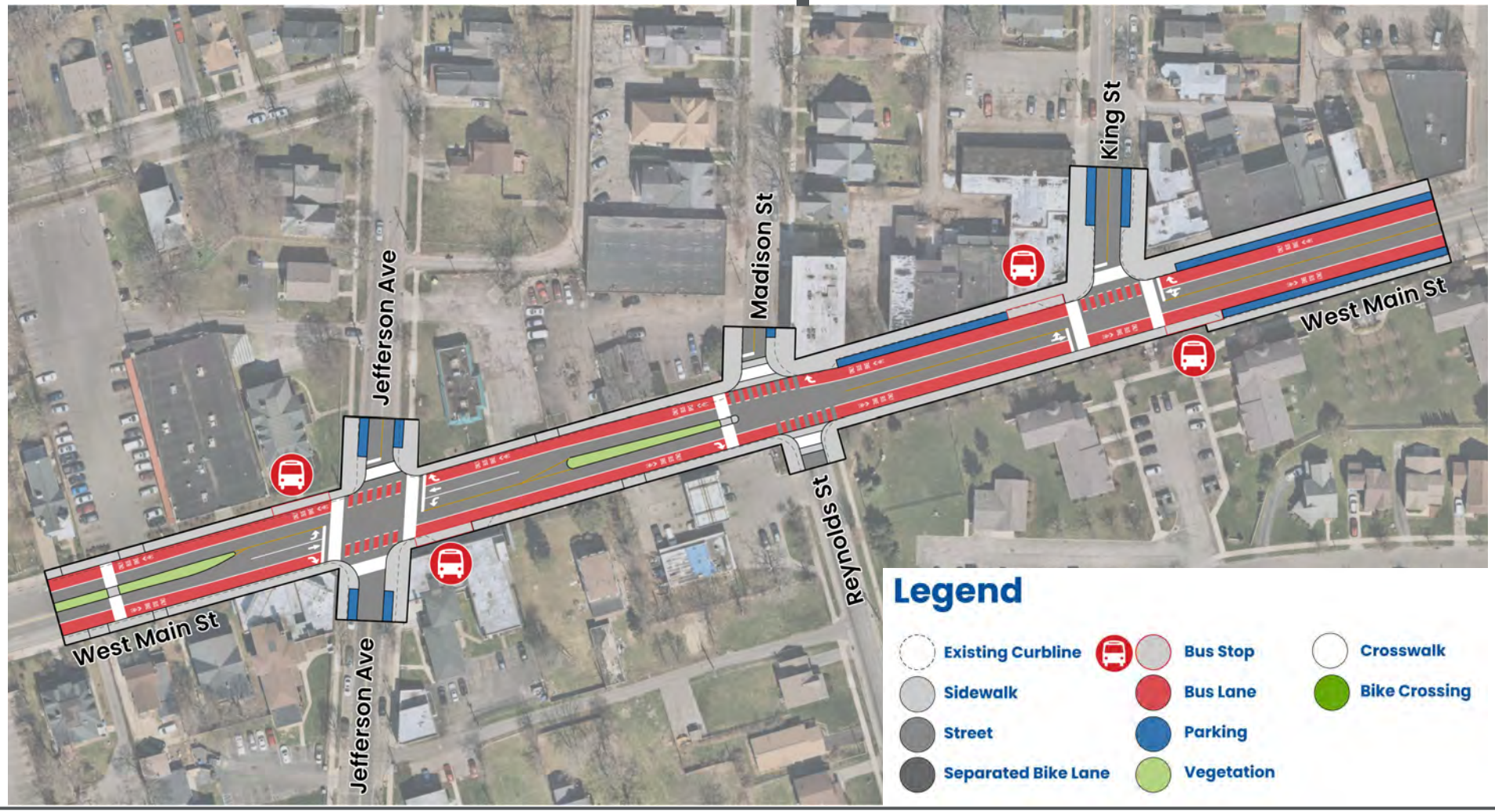
- Dedicated bus/bike lanes and vehicle travel lanes in both directions
- Sidewalks generally the same width as today

Benefits

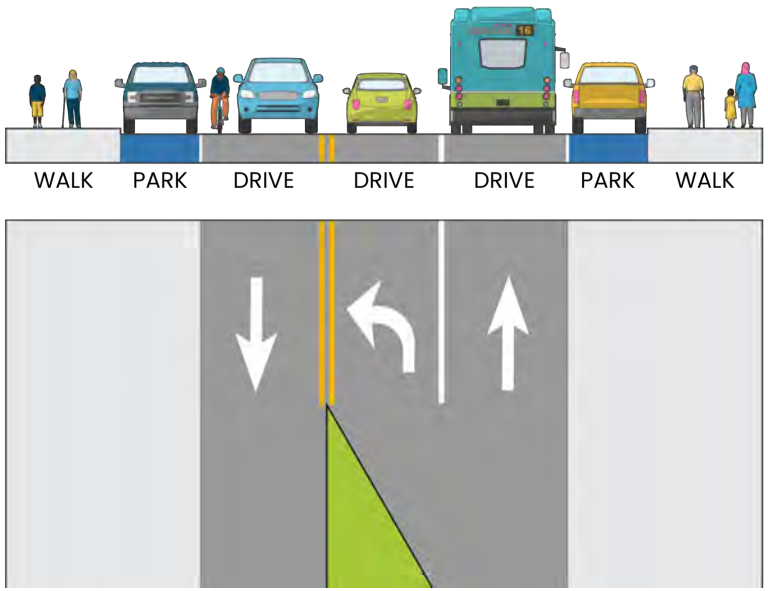
- Transit lanes may improve bus travel times when traffic is high
- Potential for additional crossing locations

Trade-offs

- Minimal increases to sidewalk space
- No separate space for biking (shared with bus)
- Placemaking focused outside of the right-of-way
- Minimal space for bus stop amenities
- Minimal traffic calming effects
- Threat of double parking blocking bus lanes



Starter Ideas: Walking/Parking Emphasis



Starter Ideas: Walking/Parking Emphasis

Description

- One vehicle travel lane in each direction with turn lanes at intersections
- Sidewalks, parking, and green space expanded

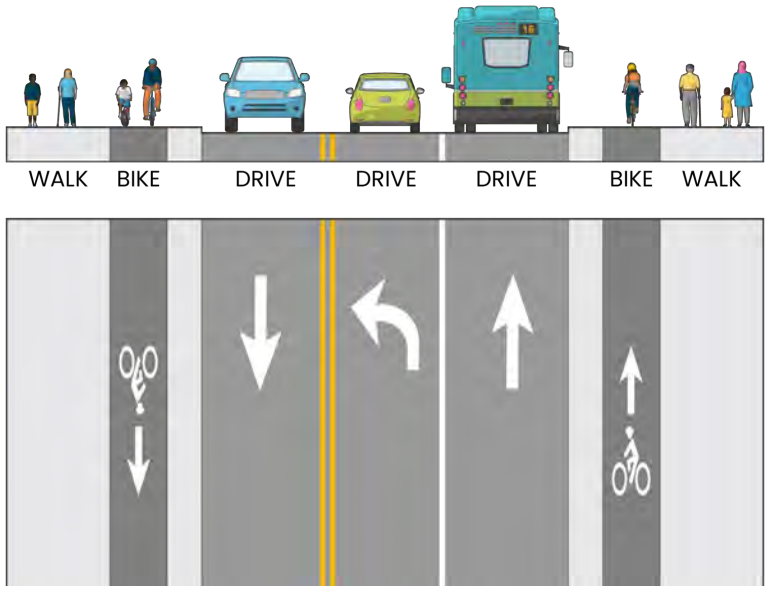
Benefits

- Slower traffic speeds
- Expansion of sidewalk for walking, placemaking, vegetation, and outdoor business activity
- Shorter, safer, and more pedestrian crossings
- Space for bus stop amenities
- Parking/loading space formalized and expanded
- Potential for transit queue jumps at intersections if needed

Trade-offs

- No separate space for biking
- Transit operates in regular vehicle traffic

Starter Ideas: Biking Emphasis (1-way)



Starter Ideas: Biking Emphasis (1-way)

Description

- One vehicle travel lane in each direction with turn lanes at intersections
- One-way separated bike lanes on each side of the street with sidewalks

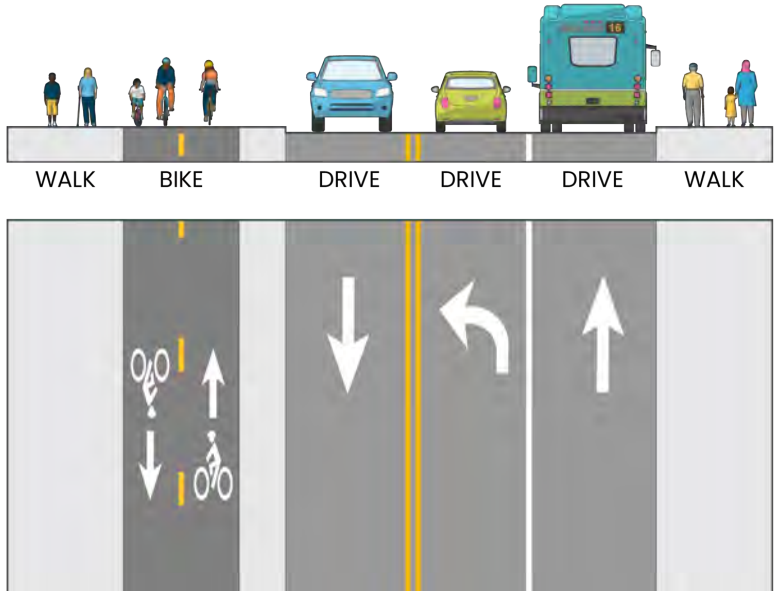
Benefits

- Slower traffic speeds
- Separate space for biking on both sides of street
- Shorter, safer, and more pedestrian crossings
- Space for bus stop amenities
- Parking/loading space formalized

Trade-offs

- Sidewalk narrows on some blocks
- Some parking may be lost
- Constrained bike lanes at bus stops

Starter Ideas: Biking Emphasis (2-way)



Starter Ideas: Biking Emphasis (2-way)

Description

- One vehicle travel lane in each direction with turn lanes at intersections
- Two-way separated bike lanes on each side of the street with sidewalks

Benefits

- Slower traffic speeds
- Separate space for biking on one side of street
- Shorter, safer, and more pedestrian crossings
- Space for bus stop amenities
- Parking/loading space formalized

Trade-offs

- Sidewalk space increases only on one side of street
- Parking primarily on one side of street only
- Signalized intersections are more complicated with two-way bike lanes

Stater Ideas

Breakout Group Goals

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Project Goals

- Improve safety, access, and connectivity
- Support sustainable communities and grow community wealth
- Celebrate and promote history, culture, and legacy

Share Back

- Thoughts from the groups?
- Thoughts on the format and presentation of content for a larger public workshop?
  - Is this the right amount of material, or should we also try to talk about placemaking and policy at the same time?

Wrap Up and Action Items

- Review and send comments on Existing Conditions documents if you haven’t already
- Be on the lookout for notice of a public workshop and help spread the word