

**La Avenida Phase II Streetscape Improvements  
Public Information Meeting Summary  
December 19, 2013 6:00pm-8:00pm  
Hispanic Community Center - Los Flamboyanes**

## I. Introduction

Jeff Mroczek (City of Rochester), welcomed attendees. He introduced the consultant team and advisory committee members and provided a brief overview of the completed Phase I improvements (N. Clinton Ave. from Upper Falls Blvd. to Avenue D) and the Phase II Streetscape Improvements (N. Clinton Ave. from Avenue D to Norton Street).

## II. Project Overview

Ted Liddell (Bergmann Associates) reviewed the project location and scheduling, noting that Phase I was completed in 2010 and that Phase II is expected to be complete in the Fall of 2014. He discussed the project goals, which are to:

- Make the corridor a complete streetscape and implement the Complete Streets Policy
- Define the corridor as a unique destination
- Improve safety with pedestrian lighting
- Improve the safety for all modes of traffic

Mr. Liddell elaborated on the Phase I overview and elements of its design. Key features were:

- Entry gateway piers at Upper Falls Blvd.
- Ornamental lighting with both roadway and pedestrian level lighting
- Ornament bracket arms for future banners
- Pier/fence treatment along Don Samuel Torres Park
- Decorative crosswalks
- Sidewalk improvements, including exposed aggregate concrete treatment at all curb ramps
- Planters at key locations
- Curb ramps were brought up to standard and now include a tactile warning strip
- Bike racks and planters at key locations
- A new bus stop at the Salvation Army and Hickey Freeman intersection
- Resetting of brick pavers

Mr. Liddell spoke about the elements from Phase I that would be included in Phase II. These are:

- Curb ramp improvements
- Replacement / resetting of broken sidewalk and brick paver bands
- Decorative crosswalks
- New lighting with pedestrian light fixture and banner arms
- Gateway treatments at Norton Street
- Buffer treatment at the Red Wing Plaza
- Potential bus shelter south of Norton Street
- Bike racks
- Planters
- Sidewalk engravings

## III. Proposed Design

Presented at the meeting were renderings depicting proposed gateway treatments at Norton Street and buffer treatment along the Red Wing Plaza parking lot.

The City of Rochester is interested in including community signage, such as banners for the light poles and a “Welcome” sign as a permanent feature at the north end of Norton Street. Sidewalk engraving could also be used. Mr. Liddell showed the group an image of current locations where this could be implemented and concepts and renderings of what it would look like. He asked meeting attendees for their input on locations and concepts. The process would include sand blasting an image into the sidewalk and/or use of thermoplastic decals.

Mark Johns (Bergmann Associates), presented some potential elements that are not currently funded. Elements such as mosaic light poles or mosaic in the niches of the piers would be a good opportunity to harvest the artistic abilities within the neighborhood and incorporate local art. Engaging youth in these projects may ensure the sustainability of these features by instilling a sense of ownership. Mosaic panels in vacant lots would be an aesthetic enhancement and would also make the area look friendlier. Mr. Johns presented the idea of community gardens. While the group was receptive to these ideas, funding was a problem. The group discussed how to make these ideas applicable to their corridor.

#### **IV. Bicycle Accommodations**

Mr. Mroczek presented potential bicycle enhancements, which would propose the installation of striped bicycle lanes from Upper Falls Blvd. to Norton Street. Parking along the west side of North Clinton Avenue would be eliminated to accommodate the proposed bicycle lanes.

Mr. Mroczek discussed how these bicycle enhancements relate to the 2011 City of Rochester Bicycle Master Plan, a long-range plan that guides investments in bicycle infrastructure and other non-automobile traffic.

The plan requirements are:

- Inclusion of bicycle facilities and standards
- Plans that are reviewed, and a council report that includes the Complete Streets Policy

The purpose of the Complete Streets Policy is to:

- Accommodate all users (pedestrians, bicyclists, transit users, and persons with disabilities)
- Enable safe access for all users
- Improve public safety
- Improve public health
- Create viable communities

Exceptions to the Bicycle Master Plan may be made if:

- There is insufficient space
- Improvements are too expensive
- There is a safety risk
- The improvements are limited to routine maintenance activities
- Bicyclists and pedestrians are prohibited by law from using the facility

Mr. Mroczek recommended striping bicycle lanes on the corridor from Upper Falls Boulevard to Norton Street. Striping will also slow traffic, because the perceived narrowness of the lanes will change and cause drivers to slow down.

An analysis was conducted which detailed and evaluated the existing on-street parking network. The project team determined parking would have to be eliminated on one side and is proposing to do that on the west side.

Dominic Fekete (Bergmann Associates), elaborated on the parking component of the Phase II design. Currently there is about 15-20% more available on-street parking available on the east side. There are also more businesses on the east side so it makes sense to have parking on the east side only and to restrict parking on the west side to allow for inclusion of bicycle lanes.

Mr. Mroczek described the national standard level of bike service and how bicycle safety is evaluated. The main considerations are: the locations of existing bike facilities, lane width, traffic volumes, parking, and the shape and condition of the pavement. Level of Service is a measure of bicycle safety with A being the best to F being the worst. Bicycle accommodations along N. Clinton Avenue from Clifford Avenue to Norton Street are rated with a level of service D; the City strives for a C. This section of roadway has one of the highest rates of bicycle crashes in the city. Although the section south of Clifford Avenue is rated a LOS C, it has a high bicycle accident rate. The most frequent type of bicycle accident occurs when people ride against traffic in the project area. From an environmental justice/transportation equity benefit standpoint, automobiles do not serve the entire population. This project area has a low level of car ownership. Therefore, creating opportunities for bicycles is important.

## V. Curb Bump-Outs

Mr. Fekete described both positive and negative aspects of curb bump-outs. The positives to bump-outs are that they calm traffic, create a parking pocket, reduce the crossing distance for pedestrians at a crosswalk, improve intersection sight distance for vehicles exiting side streets, and they are an aesthetic improvement. The negatives to bump-outs are that they make it difficult for snow plows and additional parking spaces may be lost. Funding for bump-outs is not yet assured.

## VI. Comments from Meeting Attendees:

### • Parking

The loss of parking was the biggest issue for meeting attendees. Concerns about the loss of parking are summarized below:

- Businesses will be significantly affected by the removal of parking. In general we don't see people biking in this area, especially in the winter.
- There is the perception that many of the bicyclists in the area may be running drugs.
- Bike lanes, while a good idea, decrease safety because it causes more people to cross the street.
- Who is going to enforce people parking in the bicycle lanes?
- How many bicycle accidents?
  - Approximately 30.
- It may be possible to work out an agreement to use the church's parking lot. Jose Marrugo, who works for the church is the person to talk to about this.
  - However, maintenance of the lot will need to be negotiated.
- Traffic issues with delivery trucks that double park in front of stores.
  - Is there another option or perhaps just an enforcement problem?
- Librack Brown's restaurant (El Pilon Criollo) is the first new building on the corridor in the last twelve years. It is a positive asset for the community and momentous indicator of its revival. A loss of parking on the west side could hurt her business.

### • Beautification

- Planters have become refuse containers and are not maintained.

# Meeting Summary

- The merchants association or block clubs will talk to property owners to get a community buy-in to handle maintenance. If they aren't willing to maintain planters they won't be placed at that location.
- Cost of flowers is expensive. How do we beautify without increasing cost?
  - The merchants association will partner with local agencies like schools and block clubs.
- There are plenty of garbage cans in this area but the trash isn't going in them.
  - The city needs to be more strategic with placement so instead of being in front of stores they are a little further away where customers begin to unwrap.
- Would like to see different flags to be inclusive and embrace the diversity of the corridor. Could also include famous quotes.
- Would like to see a plaque honoring Edwin Rivera, the first Latino elected to public office.
- Would like to see a community bulletin board to inform every one of community happenings.
- Painted utility boxes would be a less expensive option for art implementation. We could collaborate with Young Audiences and other community participants to harvest the local talent.
  - Bergmann Associates has been in contact with Young Audiences to sprout collaboration.
- Gateway enhancement has attracted illicit activity, concerned about new one.
  - The project team did not include a seat wall in the design for the new gateway for Phase II.
- Concerned about the appearance and quality of the fence.
  - The material and design of the fence has improved from Phase I.
- Concern the tree roots will grow in and around grates and trees will block line of vision. Landscape, trees, and greenery maintenance help from the city's arborist.

The above constitutes our understanding of issues discussed at this meeting. Please contact the undersigned, in writing, with any errors or omissions.

Sincerely,

**BERGMANN ASSOCIATES**



Dominic Fekete, PE  
Project Manager

**HIGHLAND PLANNING**



Anna Liisa Keller  
Project Planner