

# Main Street Streetscape & Pedestrian Wayfinding Enhancement Project



Public Information Meeting  
May 3, 2016

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# Welcome

Jeff Mroczek, City Project Manager, Landscape Architect

## Project Team

- City of Rochester
- NYS Department of Transportation
- Monroe County Department of Transportation
- Stantec Consulting Services, Inc.
- Environmental Design & Research, Landscape Architecture, Engineering, & Environmental Services, D.P.C.



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ROCHESTER, NEW YORK



# Agenda

## Presentation

- Project Area
- Project Context
- Project Description
- Main Street Today
- Main Street of the Future
  - “Draft” Recommendations
  - Proposed Improvements
- Pedestrian Wayfinding Signage
- Schedule/Development Process
- Contact Information

## Questions & Answers

## Open House

6:00 to 6:30 PM



City of Rochester, NY  
Lovely A. Warren, Mayor  
Rochester City Council



CHERYL DINOLFO  
COUNTY EXECUTIVE



NEW YORK  
STATE OF  
OPPORTUNITY

Department of  
Transportation



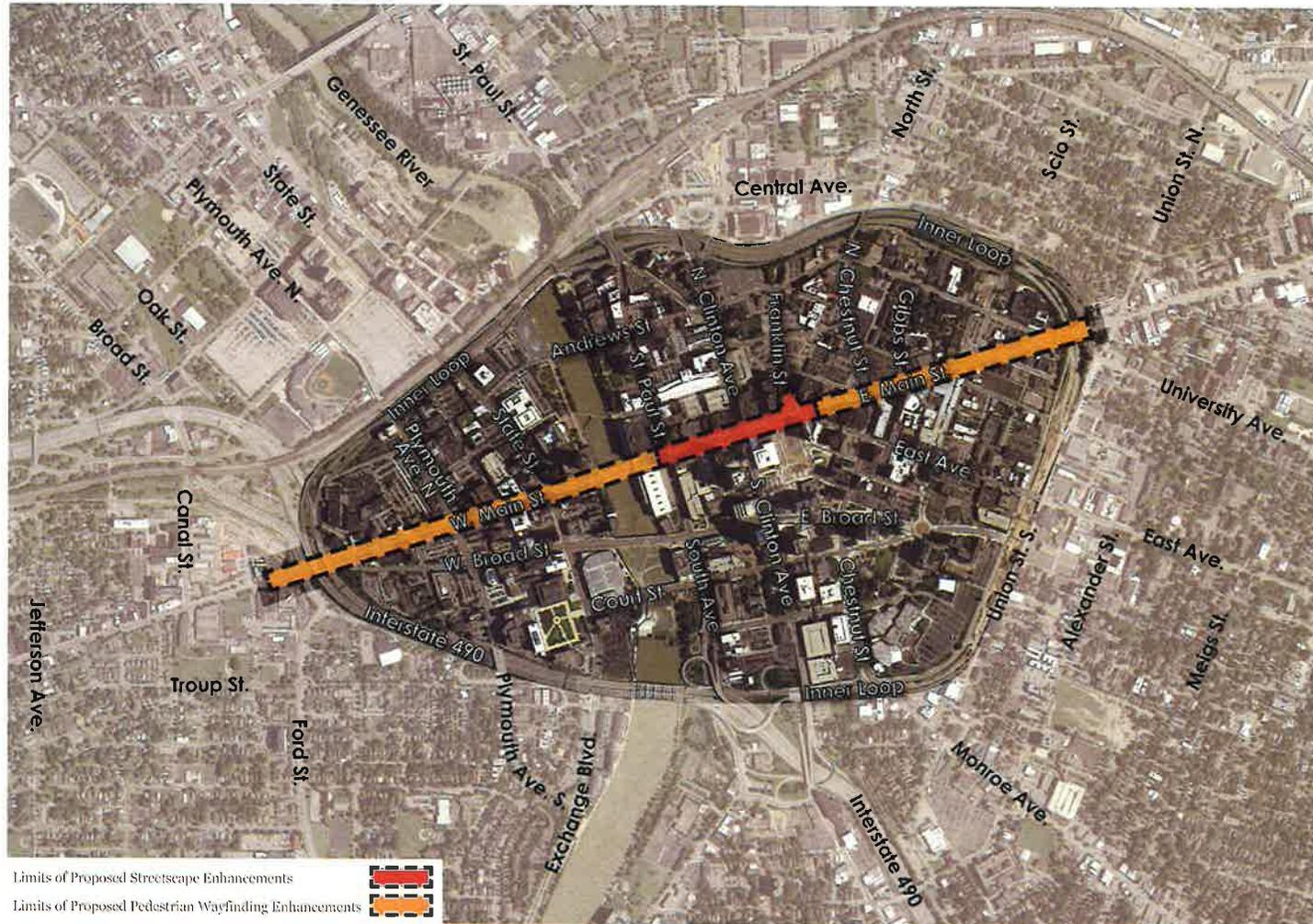
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6:30 to 7:00 PM

7:00 to 8:00 PM

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# Project Area

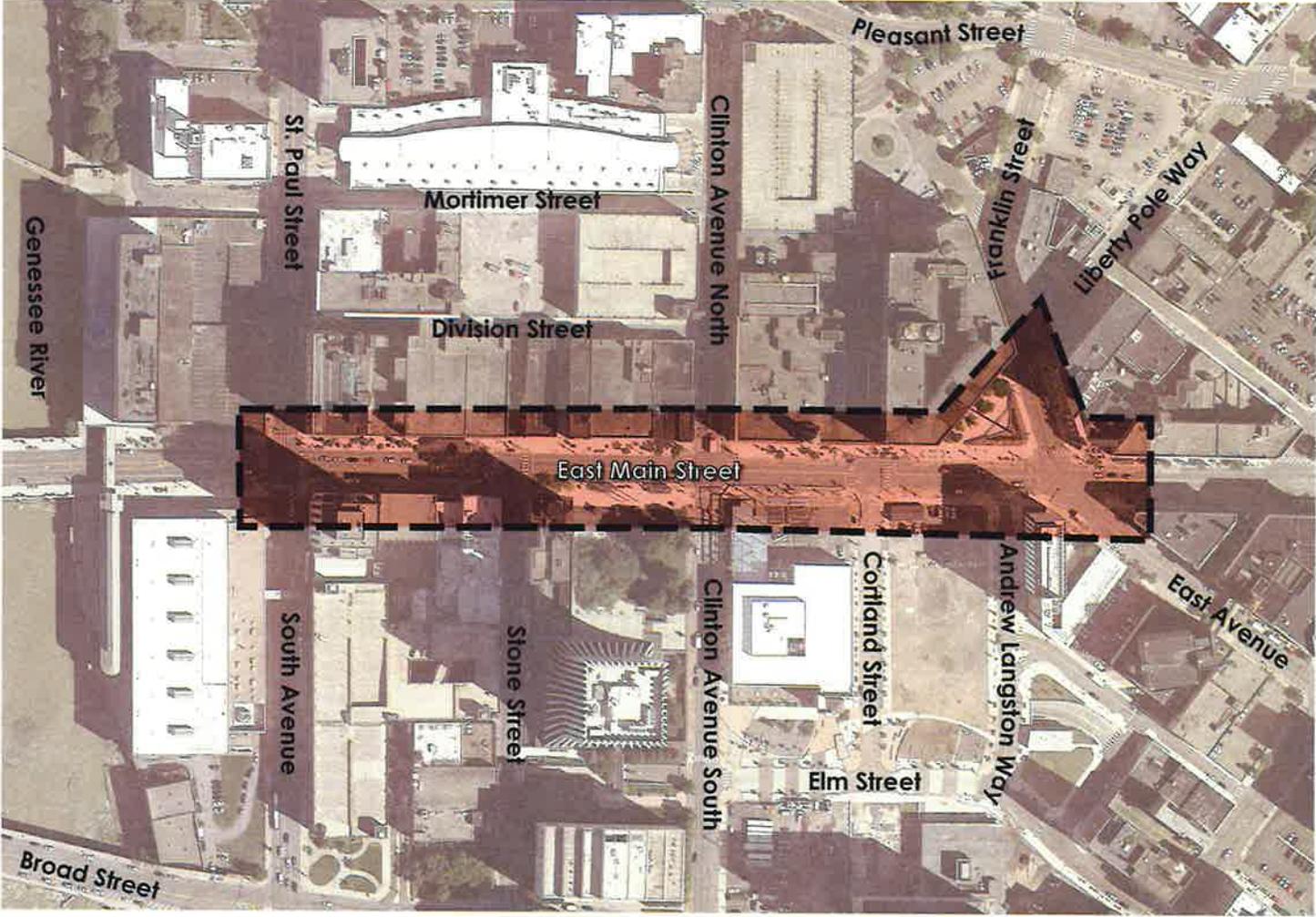


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# Project Area



# Project Context

## On-going Development in Project Area

In 2015, there is an estimated \$844 million\* being invested in downtown Rochester through projects that are planned, under construction, or already completed.

Maps and Quote from Rochester Downtown Development Corporation Website



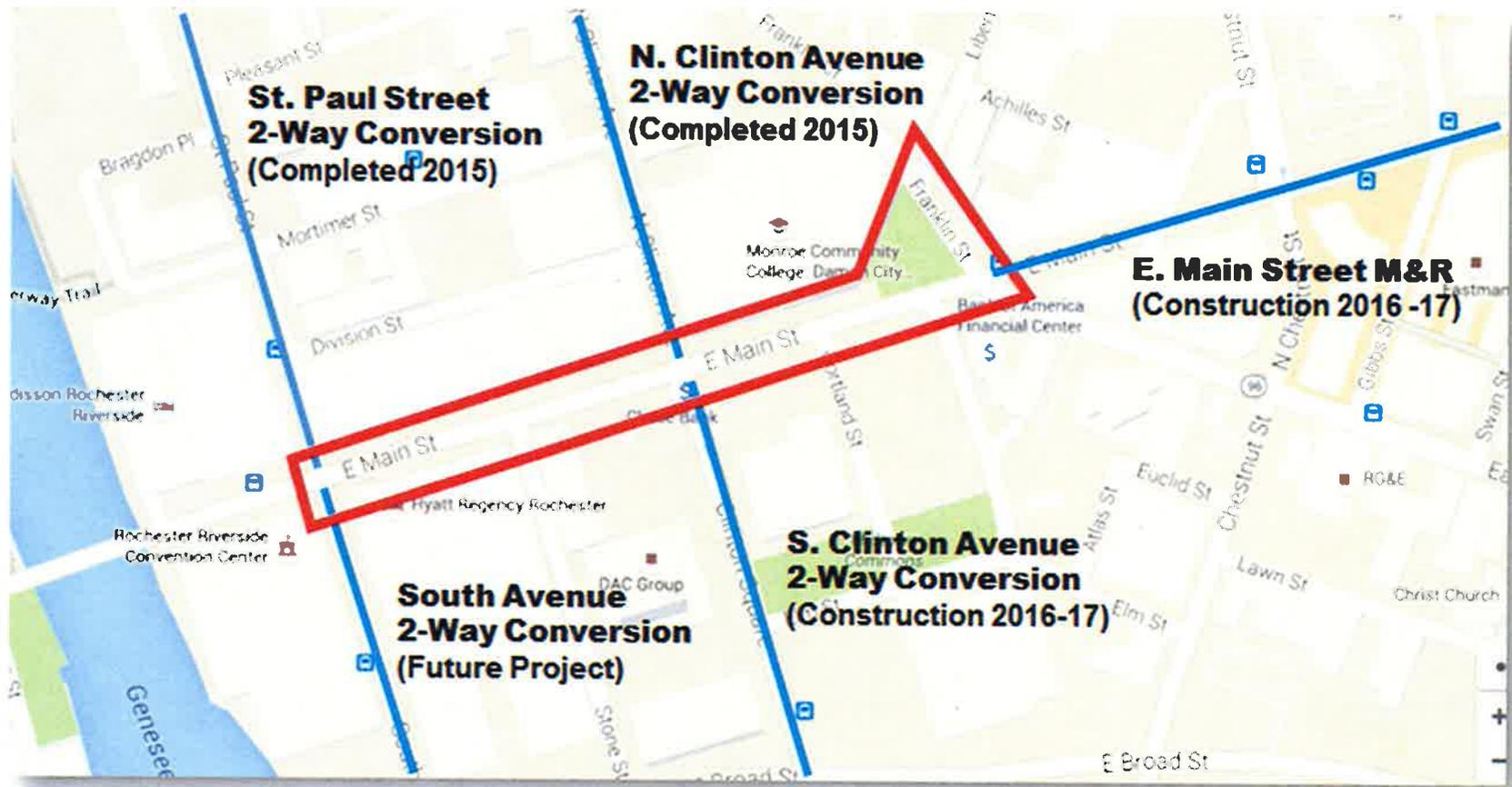
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# Project Context

## Adjacent Street Projects



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# Project Description

**The functional and aesthetic quality of Main Street is of paramount importance to our city and region's economic development and quality of life.**

The new streetscape shall be designed to:

- Improve the conditions for pedestrians & bicyclists
- Enhance the aesthetic nature of the corridor
- Support economic development
- Encourage multi-modal transportation

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# Project Description

## Streetscape Enhancements

- New streetscape amenities  
trees, plantings, furniture, lighting
- New pavement treatments  
recessed parking, bike lanes, roadway surfaces

## Liberty Pole Plaza

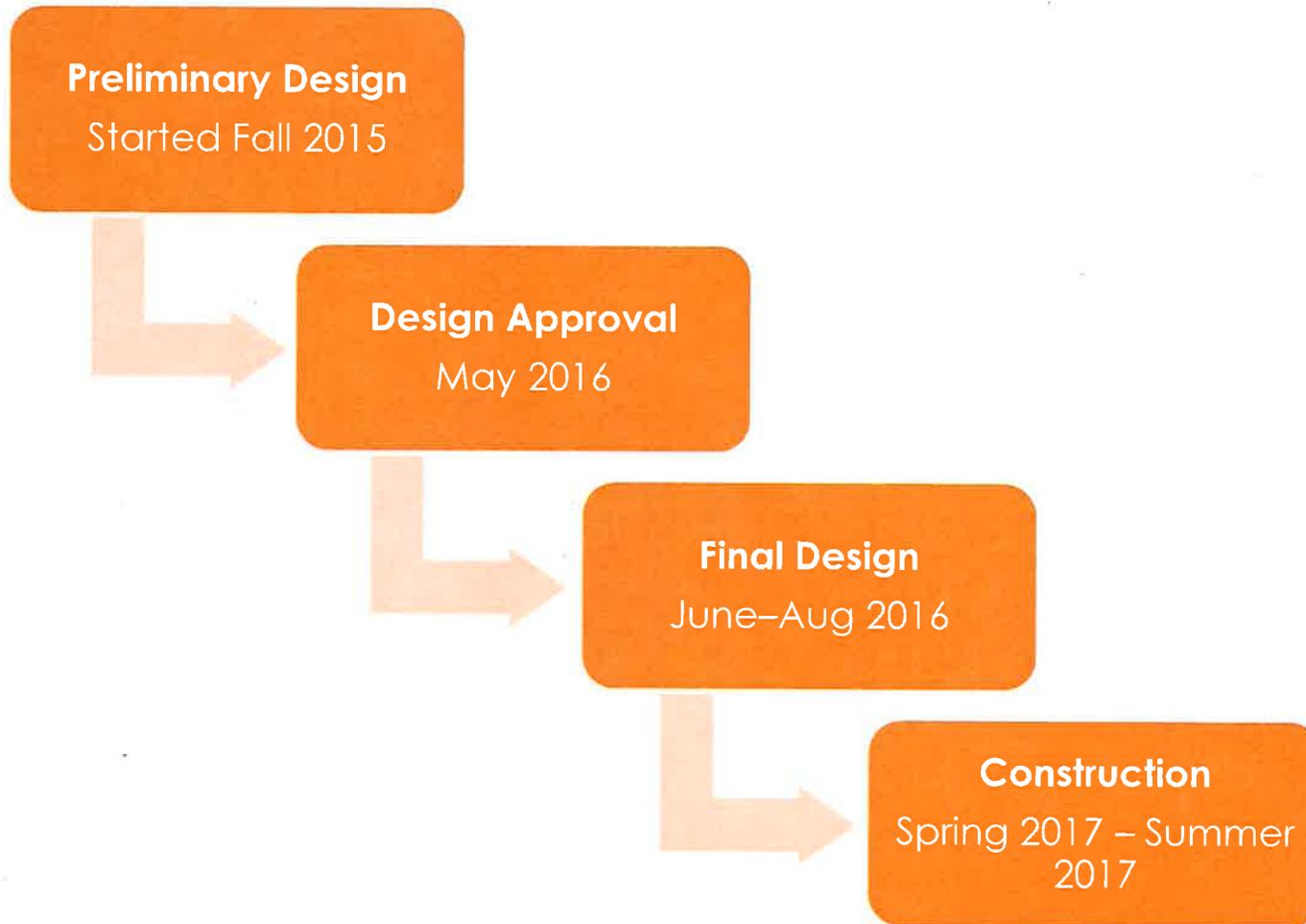
- Re-establish the Plaza as a Primary Public Space

## Pedestrian –Oriented Wayfinding

- Implement signage proposed in “Center City Circulation & Wayfinding Study”

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# Schedule / Development Process



# Schedule / Development Process

## The Next Steps

- Evaluate Community Input
- Obtain Design Approval
- Proceed with Final Plan Development
- Final Design Public Information Meeting (Tentative July 2016)
- Submit Final Plans (August 2016)
- Federal / State Construction Authorization (September 2016)
- Bid and Award (Winter 2016/2017)
- Construction (Spring – Summer 2017)

# Main Street Today

## Assessment of the Existing Conditions

- Right of Way Width
- Sidewalk Pavement Condition
- Street Lighting
- Street Tree Inventory
- Street Furniture Inventory
- Historic Plaques
- Vehicular Volumes/Patterns
- Bicycle Access
- Parking Availability
- Bus Travel Patterns
- Signage Inventory
- Liberty Pole Plaza
- User Experience

# Main Street Today

## Assessment of the Existing Conditions



# Main Street Today

## Assessment of the Existing Conditions



# Main Street of the Future

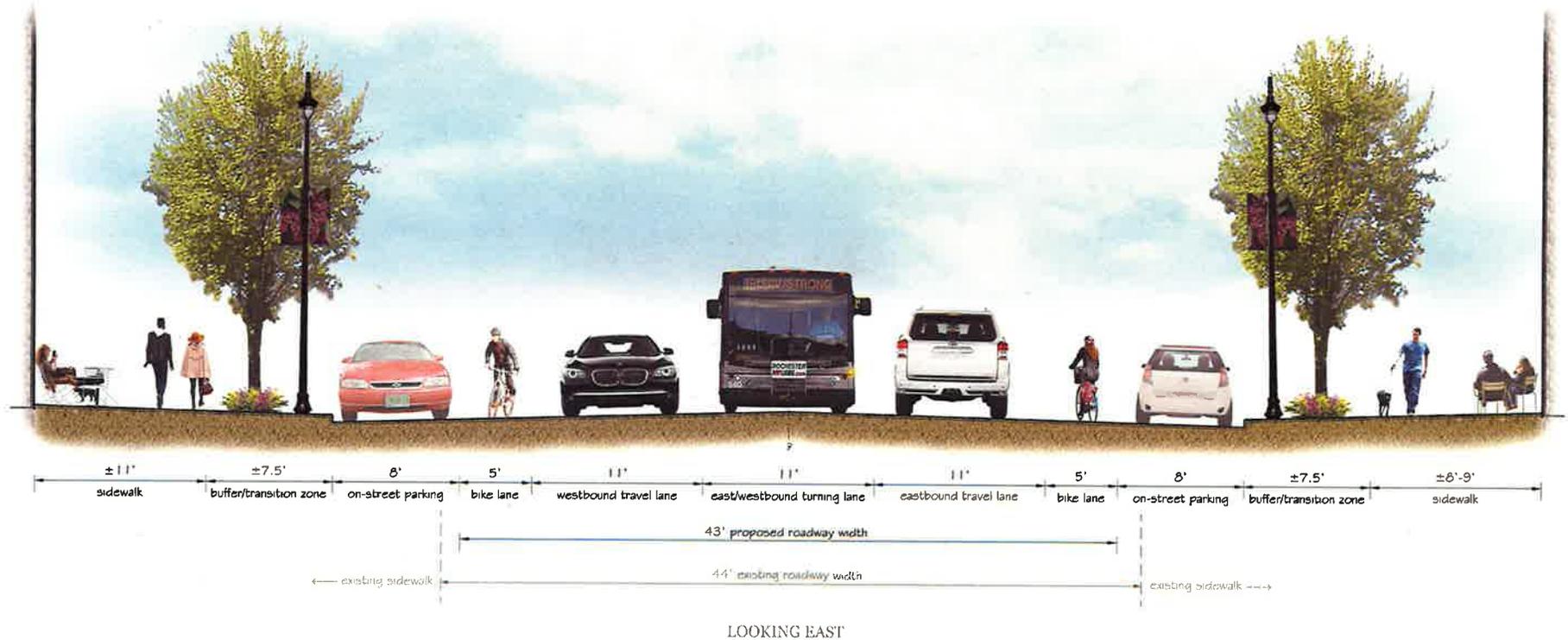
## “Draft” Recommendations

- Reconstruct Sidewalks
- Replace/Add Street Trees and Plantings
- Replace/Add Street Furniture
- Provide LED Street Lighting
- Provide Bike Lanes
- Add On-Street Parking
- Mill and Resurface Roadway
- Revitalize Liberty Pole Plaza
- Install Pedestrian Wayfinding Signage

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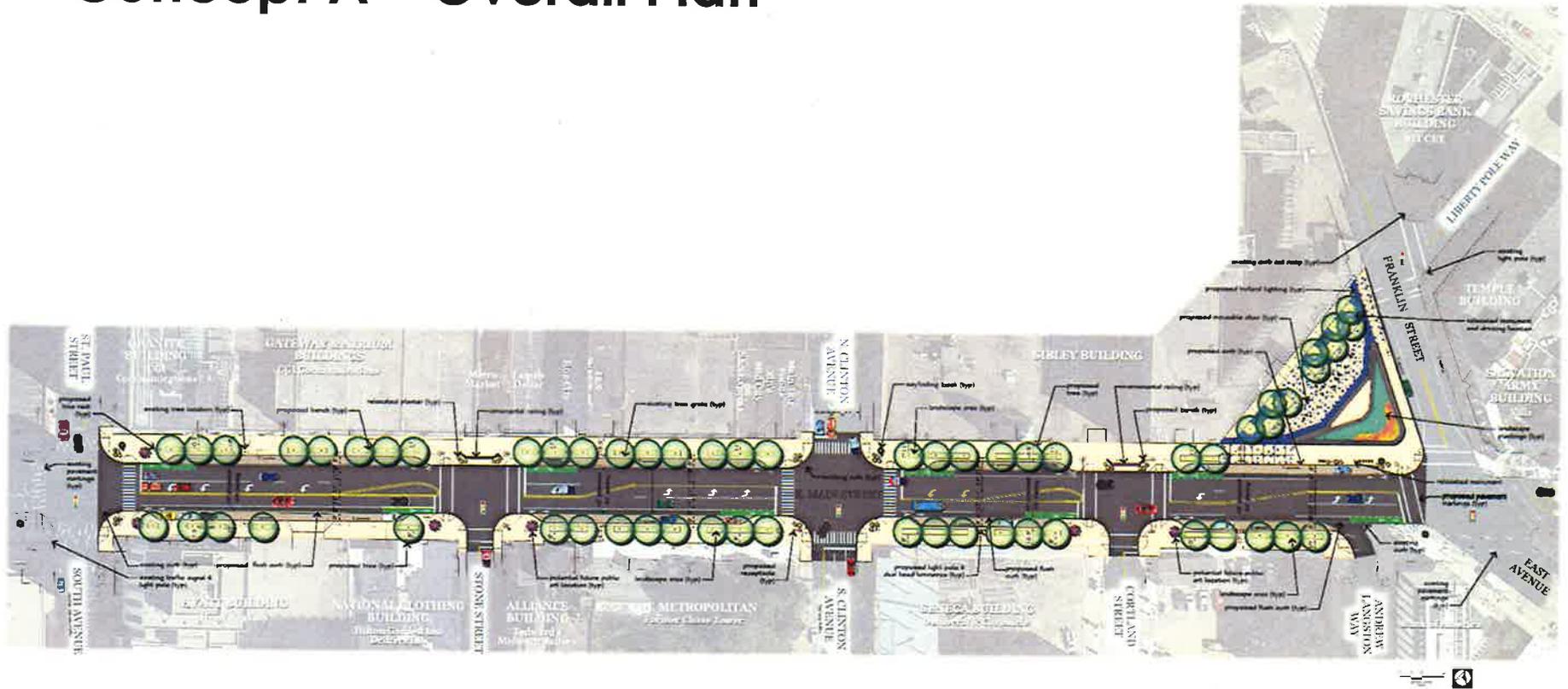
# Proposed Improvements

## Typical Section



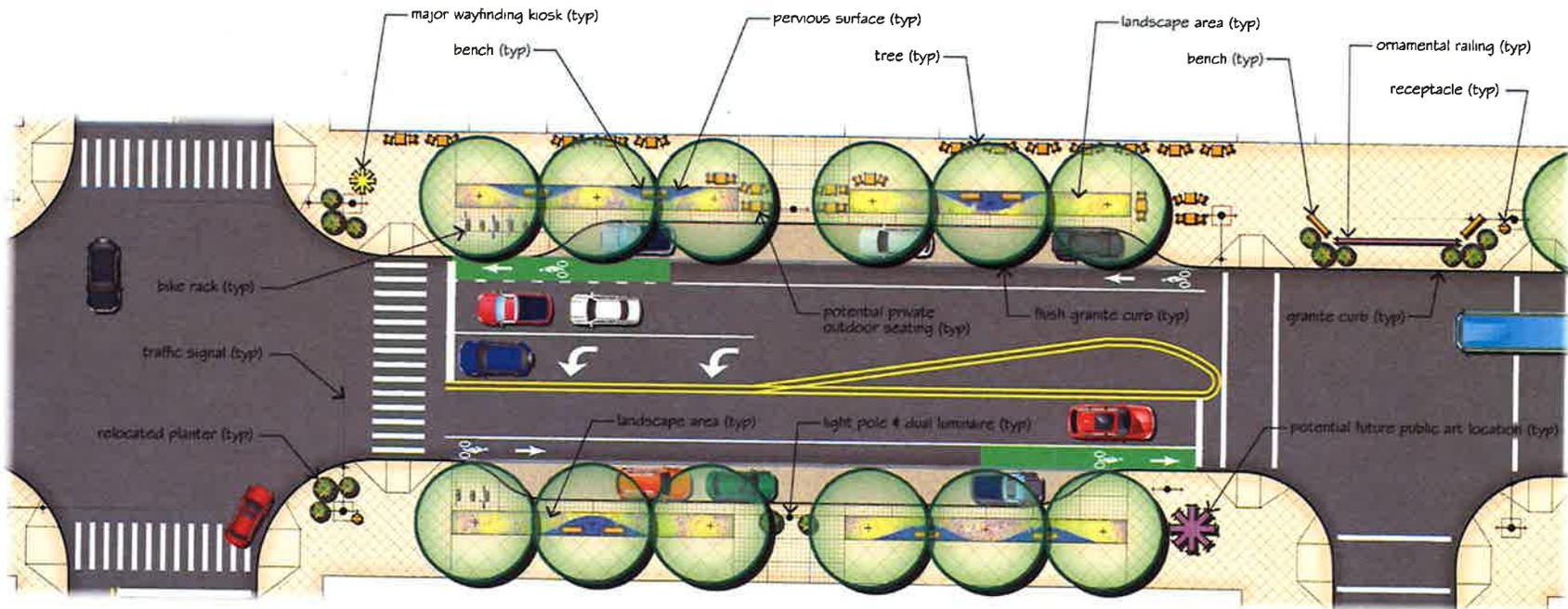
# Proposed Improvements

## Concept A – Overall Plan



# Proposed Improvements

## Concept A – Enhanced Plan



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# Proposed Improvements

## Concept A



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# Proposed Improvements

## Concept B – Overall Plan



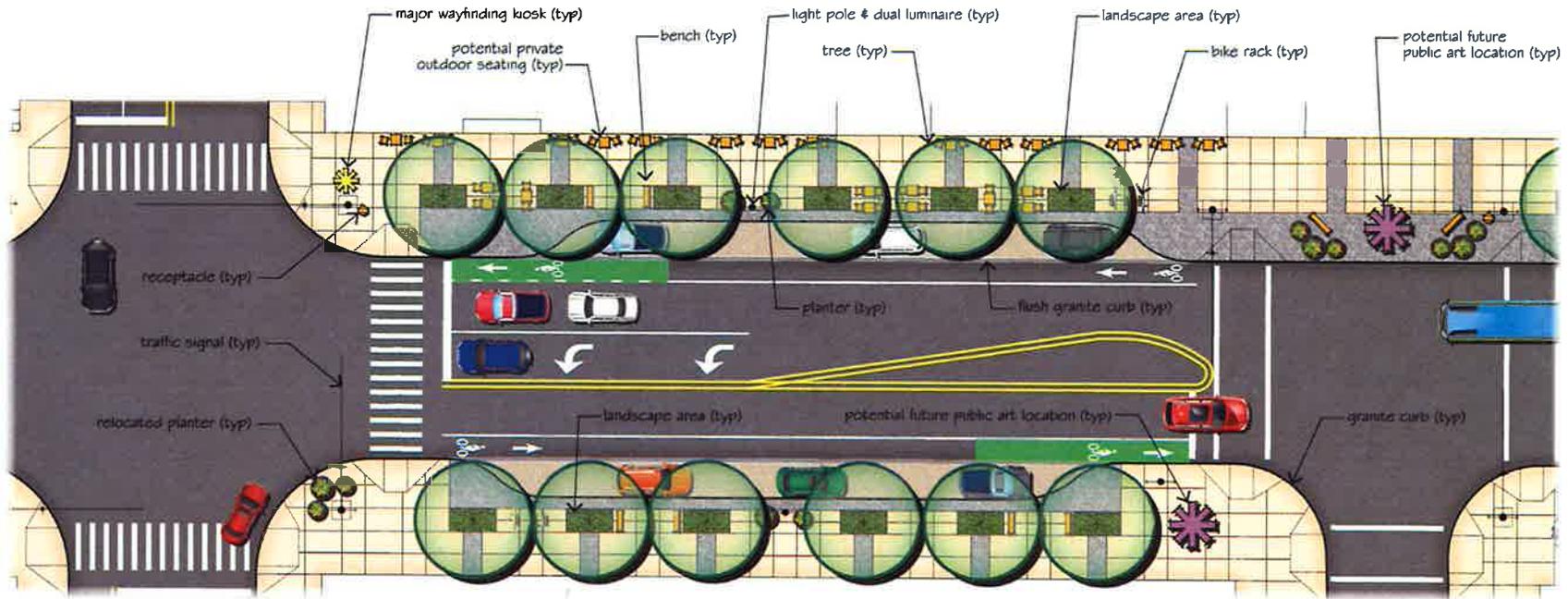
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# Proposed Improvements

## Concept B – Enhanced Plan



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# Proposed Improvements

## Concept B



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# Proposed Improvements

## Plant Materials



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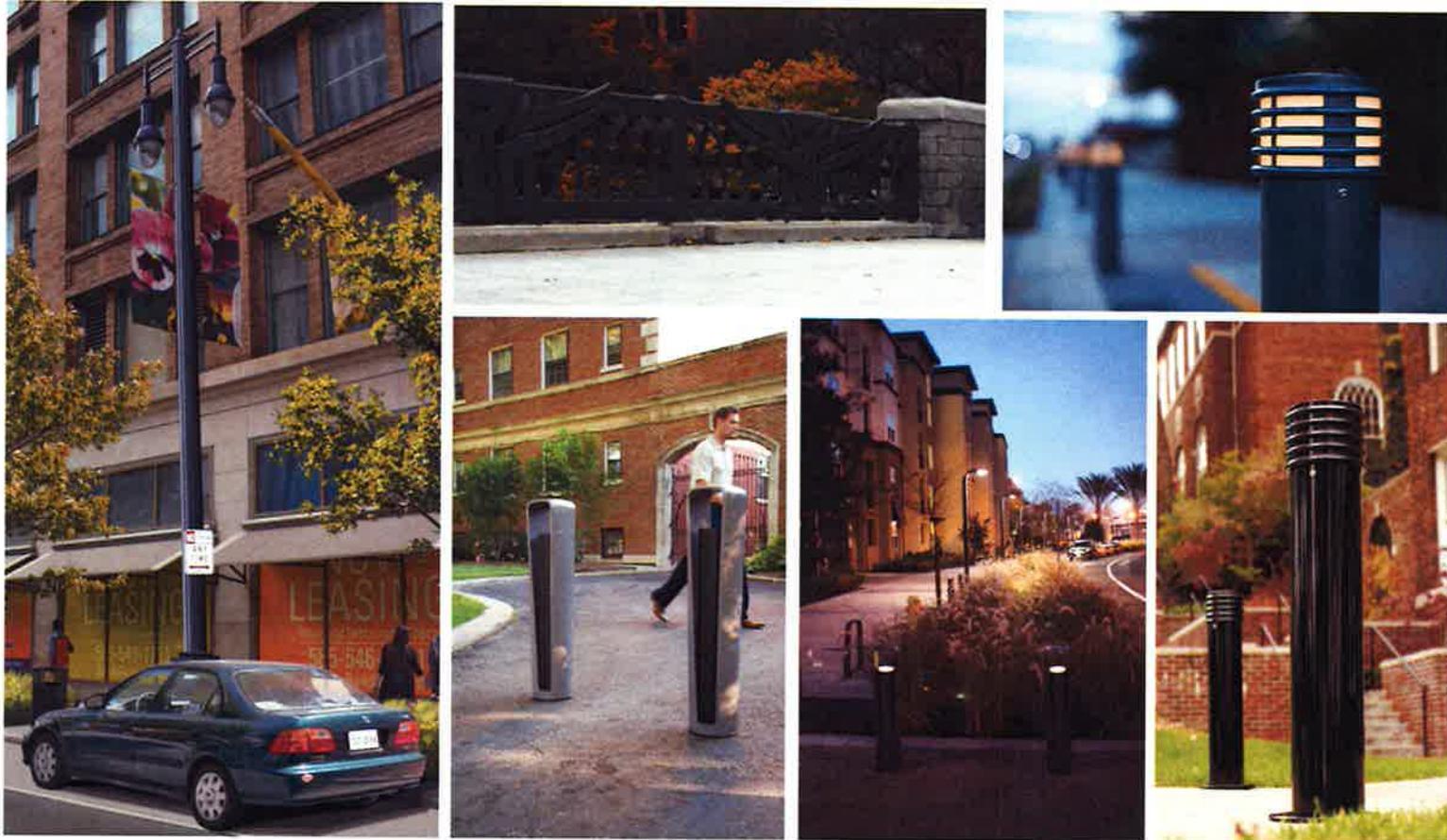
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# Proposed Improvements

## Lighting & Bollards



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# Pedestrian Wayfinding Signage

## Signage Location Map



# Pedestrian Wayfinding Signage



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# Contact Information

## Contact Person

Jeff Mroczek

City of Rochester – DES

City Hall, Room 300B

30 Church Street

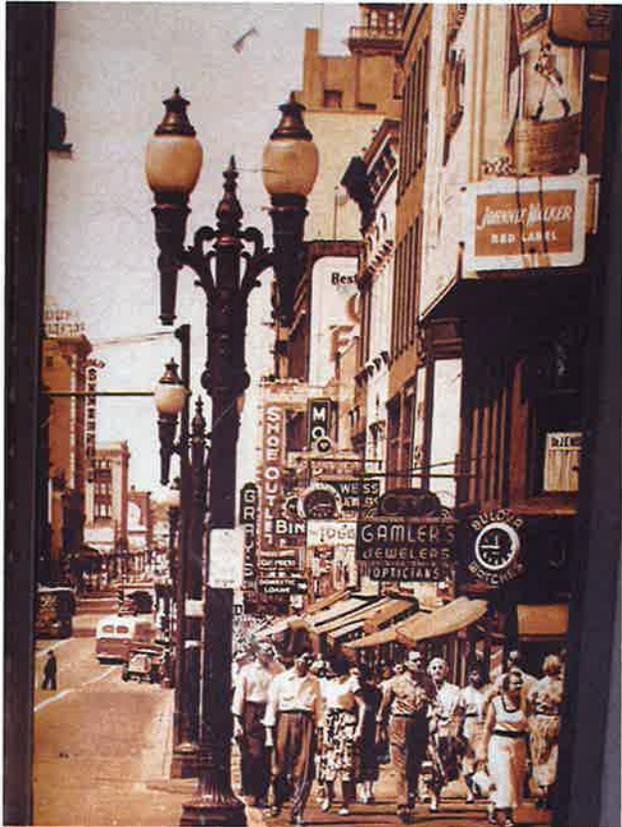
Rochester, New York 14614

Email – [mroczekj@cityofrochester.gov](mailto:mroczekj@cityofrochester.gov)

## Website

<https://www.cityofrochester.gov/MainStreetscape>

# Questions & Answers



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