



ALTERNATIVE CONCEPTS

2ND PUBLIC OPEN HOUSE
JUNE 17TH, 2015



**WELCOME! WHETHER YOU JOINED US LAST TIME
OR IT'S YOUR FIRST TIME OUT, WE WANT YOUR INPUT!
HELP US CHOOSE AMONG DIFFERENT IDEAS FOR EAST MAIN.**

Project Elements

EAST MAIN *Arts & Market* INITIATIVE

to connect regional attractions
and neighborhoods



Project Background

The **East Main Arts & Market District Initiative** will:

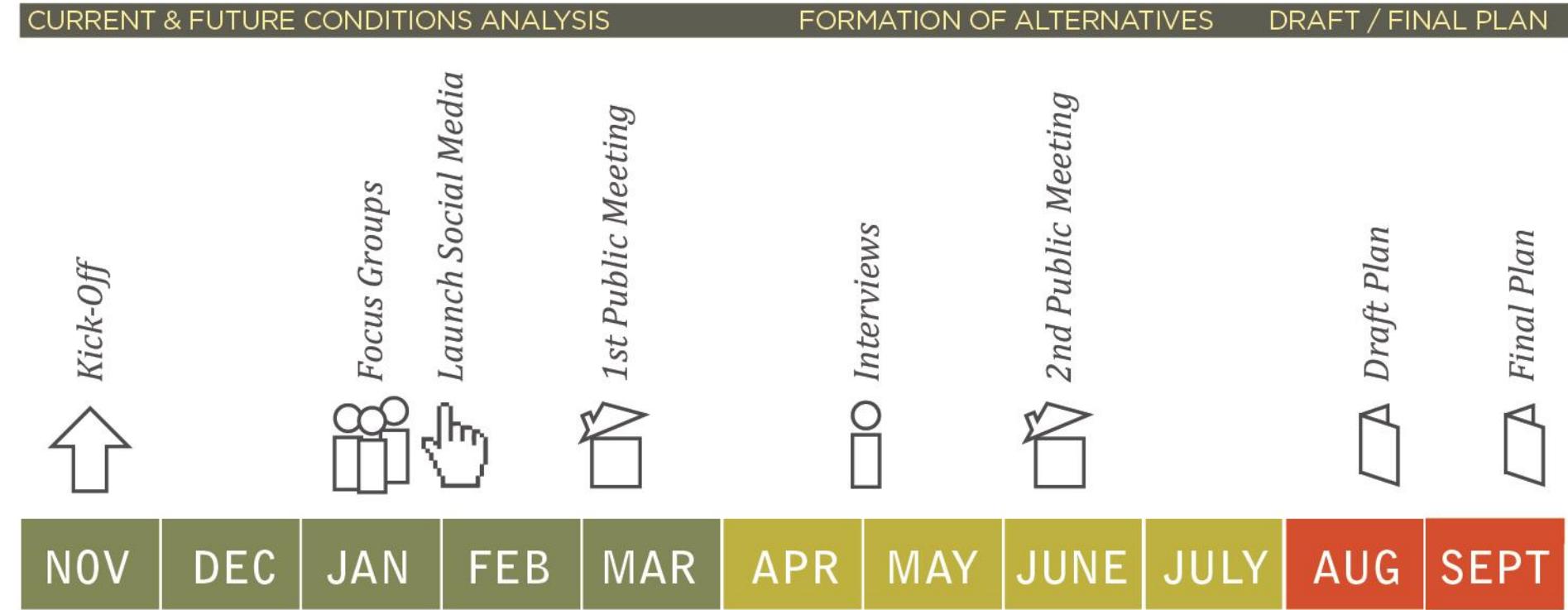
- Identify **transportation** improvements that improve multi-modal circulation, access, and parking
- Recommend **land use** policies that can result in neighborhood improvements, housing opportunities, and equitable development

Project Background

The **East Main Arts & Market District Initiative** will:

- Create a **branding strategy** that weaves the different neighborhoods together
- Recommend improvements to the **streetscape** that include the transportation, land use, and community branding components

Project Schedule



Progress to Date

1) Study Coordination

PAC Meetings
(ongoing)

Focus Groups

- Transportation
- Land Use/Housing
- Investors & Funders
- Arts/Creative

Social Media

1-on-1 Interviews

Public Event Outreach

2) Existing & Future Conditions

Current Multi-Modal Traffic

Current Land Use & Zoning

Current Housing

Relevant Plans & Studies

Best Practices

Future Multi-Modal Traffic

Future Housing

First Round of Public Involvement

Progress to Date

3) Formation of Alternatives

Development of Alternatives

Multi-Modal Transportation

Land Use & Development

Housing

Community Branding

Second Round of Public Involvement **(tonight!)**

4) Draft Plan

Draft Final Report/Plan

5) Final Plan

Final Report/Plan

WE WANT YOUR INPUT!



EACH TABLE PROVIDES A DIFFERENT WAY TO MAKE YOUR VOICE HEARD.

PUBLIC INPUT SUMMARY



YOU MAY HAVE ATTENDED OUR FIRST PUBLIC OPEN HOUSE
HERE BACK IN MARCH.

HERE'S A SUMMARY OF WHAT WE HEARD:

100+ SIGNED IN AT THE FIRST OPEN HOUSE IN MARCH



EAST MAIN
Arts
AND
Market
INITIATIVE

A GOOD MIX OF PEOPLE AND INTERESTS...

Do you live/work/shop/play here?

38%

Live

39%

Work

46%

Shop

53%

Play

Do you walk/bike/drive/ride the bus along East Main Street?

64%

Walk

41%

Bike

64%

Drive

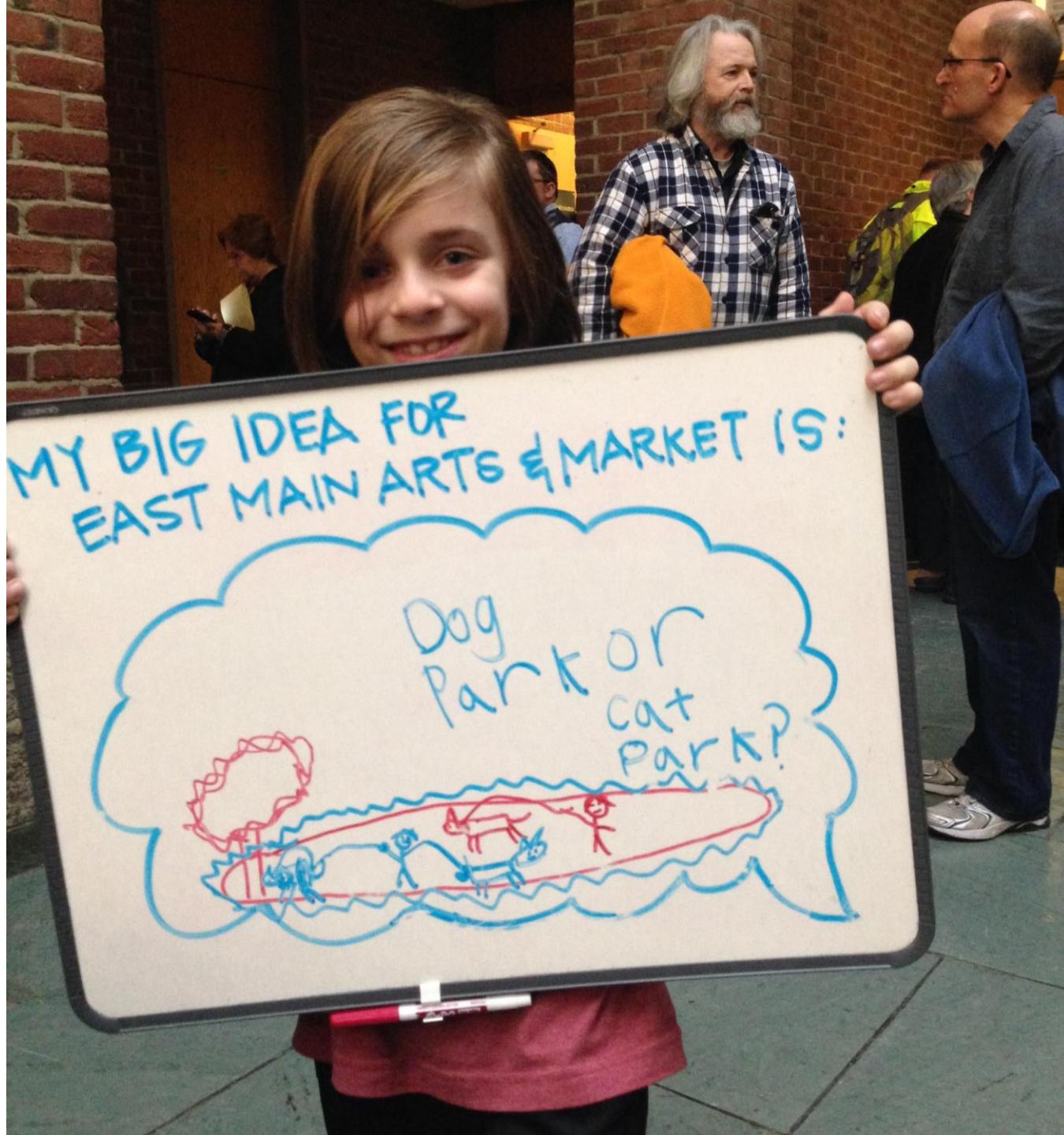
22%

Ride
the Bus

WITH 25 BIG IDEAS FOR THE CORRIDOR



CHECK OUT WWW.INSTAGRAM.COM/EASTMAINARTSANDMARKET



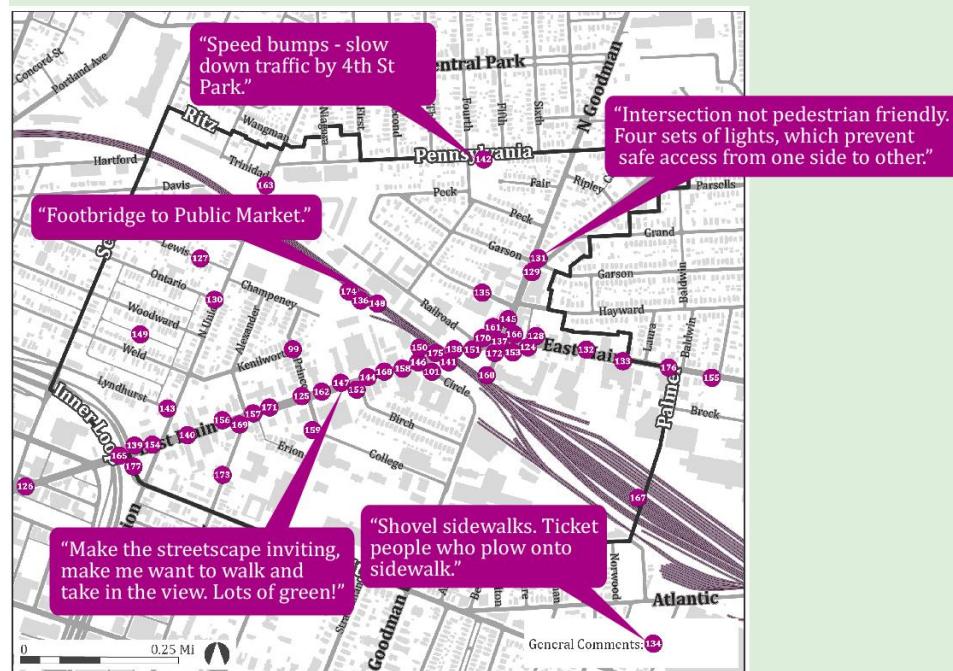
WE ASKED FOR SITE -SPECIFIC INPUT

WE DID SOME MAPPING TOGETHER...



- How Would You Improve:
- TRANSIT OPTIONS?
 - DRIVER SAFETY / PARKING?
 - WALKABILITY?
 - CYCLIST SAFETY?

HOW WOULD YOU IMPROVE WALKABILITY?



AND YOU SHARED MORE THAN **150** SITE -SPECIFIC INSIGHTS & IDEAS!



56 INSIGHTS & IDEAS!

AND RECEIVED 150+ INSIGHTS & IDEAS!

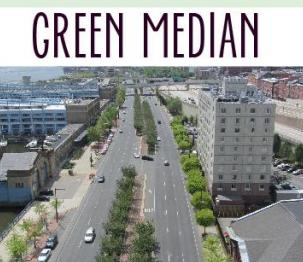
WE ASKED FOR SITE -SPECIFIC INPUT

WE ASKED FOR YOUR OPINION ON SOLUTIONS USED IN OTHER CITIES:
THUMBS UP  or THUMBS DOWN  ?

YOUR RESPONSE TO THESE SOLUTIONS WAS
overwhelmingly positive!



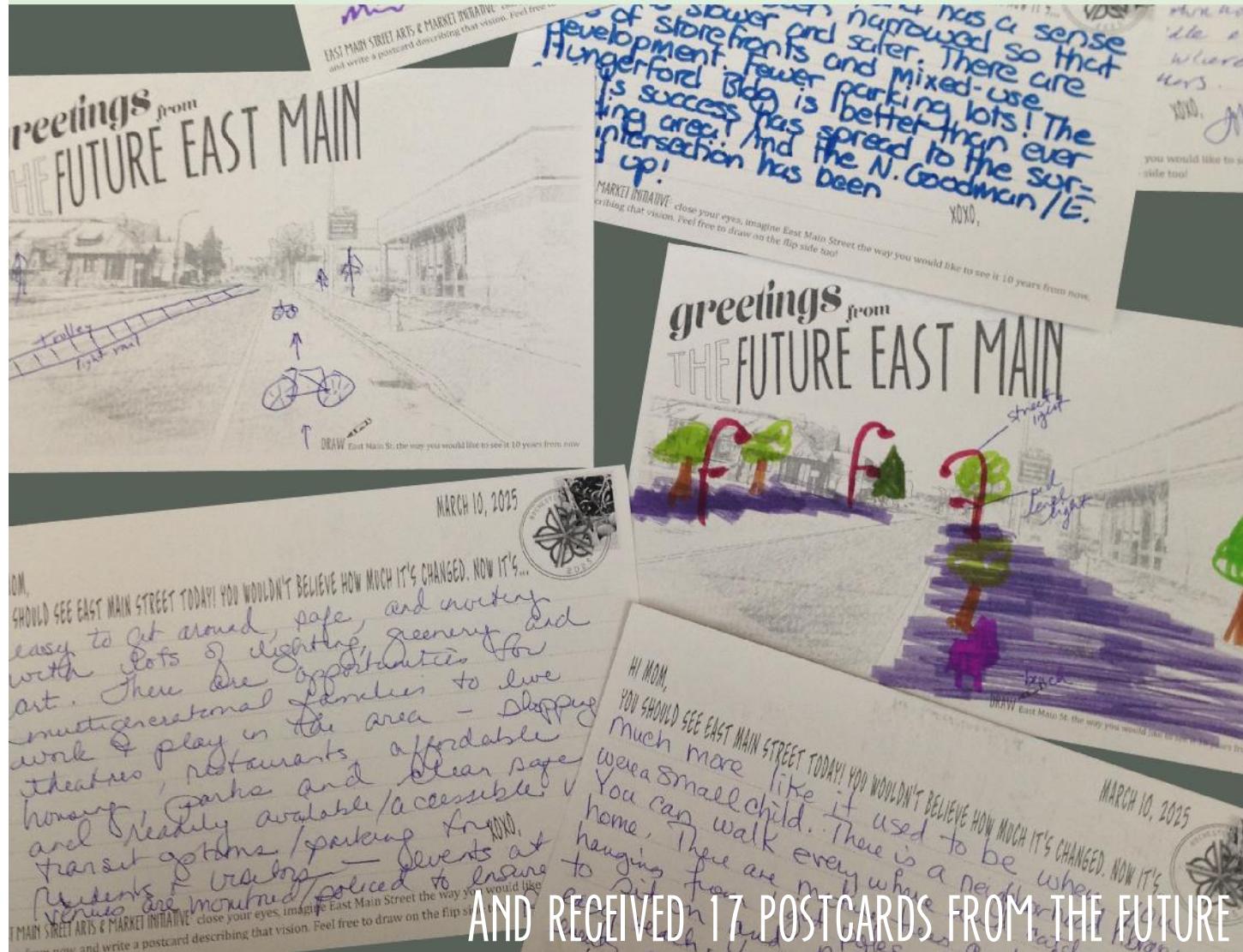
THESE SOLUTIONS RECEIVED
mixed reviews...



AND BIKE RACKS ^{too!}

WE ASKED FOR VISION STATEMENTS

YOU WROTE POSTCARDS FROM THE FUTURE, DATED 2025,
OFFERING VISIONS FROM THE FUTURE OF EAST MAIN...



AND RECEIVED 17 POSTCARDS FROM THE FUTURE

TO SUMMARIZE, A DRAFT COLLECTIVE VISION STATEMENT

The East Main Arts & Market area will be an inspiring **center of creative production** in Rochester and regionally, connected by **walkable streets** that better link **unique destinations** and **diverse neighborhoods** that are home to a mix of **affordable housing options** serving current and future residents.

8 COMMON THEMES OR GOALS INFORM THE ALTERNATIVES WE'D LIKE YOU TO EVALUATE TONIGHT:

- 1) Turn East Main into a safer, multi-modal neighborhood street
- 2) Create connections over the railroad
- 3) Manage event-related parking
- 4) Make transit a more attractive option
- 5) Create neighborhood gateways and community spaces at key intersections
- 6) Right-size housing supply and types
- 7) Foster local retail & services
- 8) Support creative production through the built environment, programs & branding



DRAFT ALTERNATIVES WITH EVALUATIONS

TONIGHT, WE'D LIKE YOU TO VISIT ALL THE STATIONS AND
HELP US EVALUATE DIFFERENT ALTERNATIVES FOR
TRANSPORTATION AND DEVELOPMENT

TRANSPORTATION ALTERNATIVES

- EAST MAIN STREET CORRIDOR
- MAIN & GOODMAN INTERSECTION
- GOODMAN & WEBSTER INTERSECTION
- EVENT ACCESS & PARKING

DEVELOPMENT ALTERNATIVES

- LAND USE
- HOUSING
- BRANDING

EVALUATING THE ALTERNATIVES

on a scale of 1 2 3 4 5

>the higher the number, the better the score!

 BIKING

 WALKING

 TRANSIT

 DRIVING

 PARKING

 PROJECT TIMEFRAME

 PROJECT COST

 RESPONSIVENESS

 ECONOMIC DEVELOPMENT

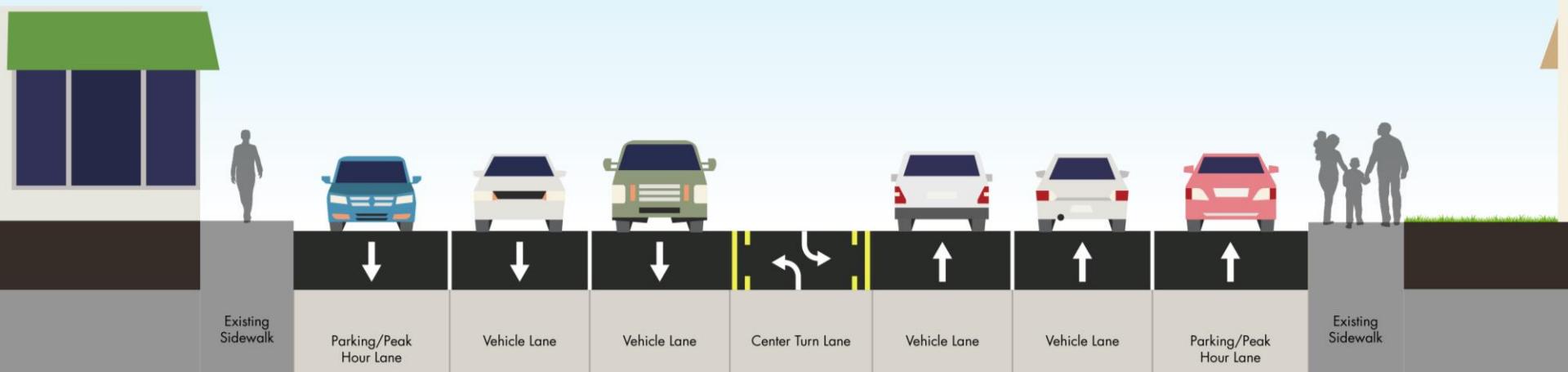
 FEASIBILITY

WE'VE STARTED BY
EVALUATING EACH
ALTERNATIVE WITH RESPECT
← TO THESE CRITERIA,
SO YOU CAN SEE
HOW WELL THEY MEET YOUR
GOALS.



TRANSPORTATION ALTERNATIVES

EAST MAIN STREET IS A PRIMARY FOCUS OF THE PROJECT.
HOW CAN IT BECOME A MULTI -MODAL CORRIDOR AND A
CONNECTION, RATHER THAN A BARRIER, BETWEEN
NEIGHBORHOODS?



WE'VE COME UP WITH A MIX OF POTENTIAL DESIGNS FOR EAST MAIN STREET, EACH STRIKING A DIFFERENT BALANCE BETWEEN DIFFERENT MODES OF TRANSPORTATION.

TONIGHT, TELL US WHAT YOU WANT TO SEE!

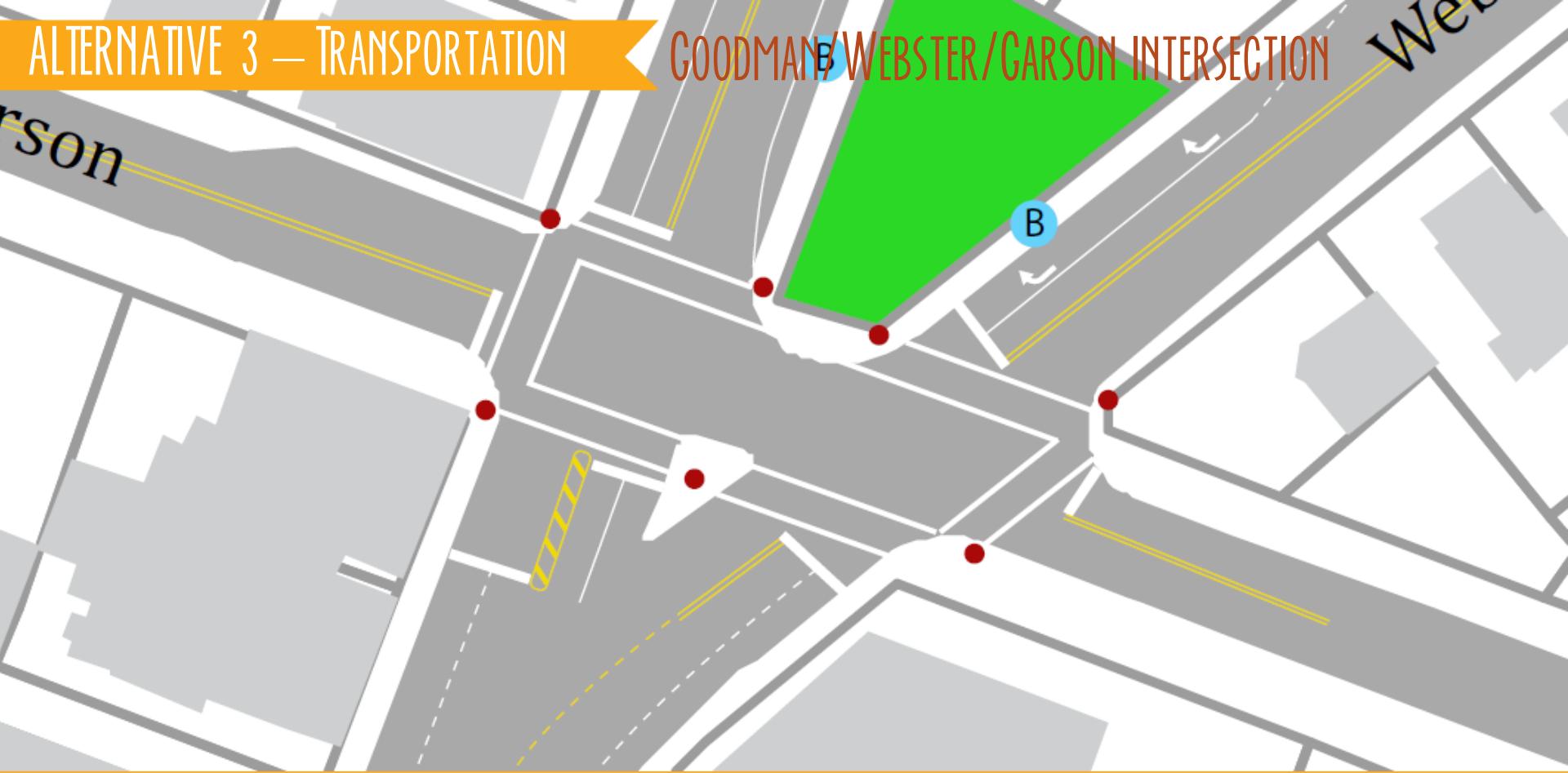
HERE'S THE INTERSECTION OF EAST MAIN AND NORTH GOODMAN AS IT IS TODAY.



YOU TOLD US THE AREA WAS A MAJOR CONCERN, AND WE LISTENED. WE HAVE SOME BIG IDEAS WE'D LIKE YOU TO EVALUATE TO CREATE A SAFE NEIGHBORHOOD GATEWAY.

ALTERNATIVE 3 — TRANSPORTATION

GOODMAN/WEBSTER/GARSON INTERSECTION



THE NORTH GOODMAN/WEBSTER/GARSON INTERSECTION
DOESN'T WORK TOO WELL FOR ANYONE RIGHT NOW.

LET US KNOW WHICH IDEA YOU PREFER FOR SIMPLIFYING IT!

ALTERNATIVE 4 — TRANSPORTATION

BRIDGING THE RAILROAD

YOU TOLD US THE EAST MAIN STREET BRIDGE OVER THE RAILROAD
TRACKS ISN'T A COMFORTABLE CONNECTION.



WE'VE GOT OPTIONS FOR NEW
CONNECTIONS BASED ON YOUR INPUT
IN MARCH — GIVE THEM A LOOK!



EVENT NIGHTS PUT A STRAIN ON
NEIGHBORHOOD STREETS, AND
BASED ON YOUR INPUT WE'VE
COME UP WITH SOME IDEAS TO
EASE THE PARKING CRUNCH.

TELL US WHICH TRADE-OFFS
ARE WORTH IT.



DEVELOPMENT ALTERNATIVES

LAND USE, HOUSING & CORRIDOR BRANDING
GO HAND -IN -HAND WITH TRANSPORTATION
IMPROVEMENTS IN THIS PROJECT.

HELP US EVALUATE OPPORTUNITIES FOR MIXED USE
DEVELOPMENT, HOUSING & LIVE/WORK OPTIONS, AND AN
UPDATED BRAND FOR THE AREA.

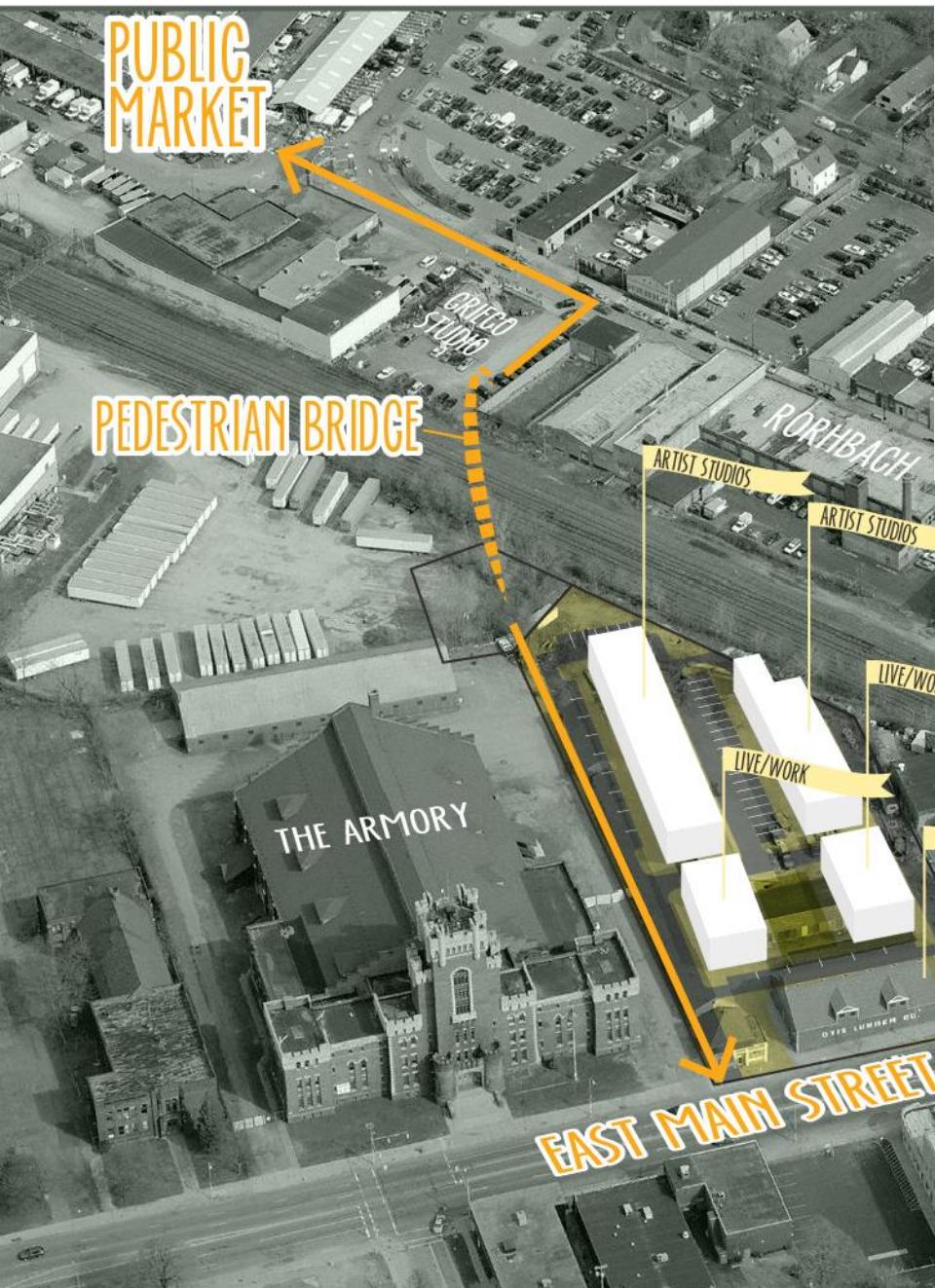


WE KNOW SOME OF THE EXISTING LAND USES
POSE CHALLENGES TO WALKABILITY, SO COME TELL US
WHERE AND HOW YOU'D LIKE TO SEE CHANGES.

WHERE SHOULD WE FOCUS ON NEW WALKABLE RETAIL?

COULD NORTH GOODMAN BE ROCHESTER’S NEXT NEIGHBORHOOD MAIN STREET?

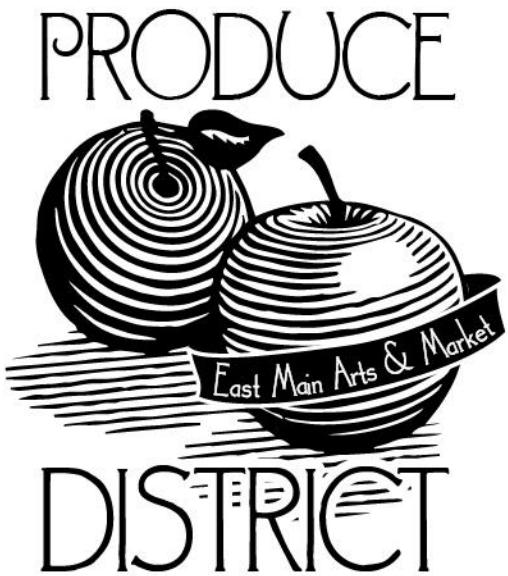




WHICH OPPORTUNITIES FOR
NEW HOUSING HAVE THE MOST
POTENTIAL?

WE'VE SKETCHED UP A BUNCH OF POTENTIAL
BRANDING CONCEPTS FOR THE DISTRICT.

VOTE FOR YOUR FAVORITES!



SO MANY CHOICES ... NOW HELP US NARROW THEM DOWN!



EACH TABLE PROVIDES A DIFFERENT WAY TO MAKE YOUR VOICE HEARD.

Thanks for joining us tonight!



City of Rochester, NY
Lovely A. Warren, Mayor



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INTERFACE STUDIO



H2

Sam Schwartz Engineering D.P.C.