

VII. FINAL RECOMMENDATIONS

Overarching themes of the final recommendations are to build off of the neighborhood's existing strengths; to focus limited resources on key corridors, intersections, and subdistricts; to bridge the most critical gaps dividing neighborhoods and cultural destinations; and to equitably support existing residents while creating the potential for additional economic investment. Recommendations across transportation, development and community branding were developed to be complementary, mutually reinforcing each other in supporting a cohesive neighborhood design and identity that meets the original goals of the City for the project.

In addition to the descriptions and graphics illustrating recommendations in this chapter, street design recommendations are illustrated comprehensively in Appendix C (short-term) and Appendix D (medium- and long-term).

An overview of all recommendations in the Study Area for Transportation, Land Use, and Branding can be found in Appendix E.

A. TRANSPORTATION

Final recommendations for transportation were developed by fleshing out and refining the preferred alternatives in coordination with the recommendations for development and branding, incorporating specific ideas received from the public and stakeholders, and considering both on-the-ground conditions and opportunities for short-term and long-term phasing.

The overarching vision for transportation in the East Main Arts & Market district is to leverage streets and other infrastructure to not only provide higher quality transportation options to residents, businesses and visitors, but through those connections to support creative production

and economic investment in the neighborhood and Rochester as a whole. For walking, bicycling and transit, a primary goal is to provide a user experience that goes beyond the bare minimum to be safe, accessible, comfortable and enjoyable – ultimately making them the easy, convenient and fun choices.

Many of the recommendations can be implemented in the near-term at modest cost, while other ideas are more ambitious, requiring further study and significant funding. As detailed in Chapter 8, these various elements can be phased to allow for near-term results while laying the groundwork for even more transformative changes in the future.



Figure 79. A pedestrian/bicycle bridge over railroad tracks in Washington DC. See page 91 for recommendations on bridging the railroad tracks in the Study Area.

Source: Popville

I. EAST MAIN STREET CORRIDOR

West of North Goodman Street (to Inner Loop), the design concept for East Main Street typically includes two moving lanes in each direction for motorists and left turn lanes at intersections (the exceptions being the minor intersections of Erion Crescent and Birch Crescent). The outer (curbside) moving lane can allow parking during off-peak times: most of the day except the morning rush hours (westbound) and evening rush hours (eastbound). (One exception is at University Avenue/Inner Loop, where the westbound curbside lane permanently serves as a dedicated right turn lane due to a heavy turning movement.).

A two-way separated bike lane along the south side connects at its western end to the bikeway planned as part of the Inner Loop East Transformation Project and at its eastern end to the East Main Street Corridor Revitalization Project (see below), creating a convenient, comfortable link in the City's bike network. High-quality bus stops with dedicated waiting areas for passengers are provided to enhance the experience of transit users. These bus shelters provide seating for waiting passengers on a boarding island between the roadway travel lanes and the separated bike lane. The islands also include sheltered racks for bicycle parking to facilitate bus-bike connections

Sidewalks on both sides of the street are widened everywhere except the narrowest blocks, buffering pedestrians from traffic and providing space for the elements of an improved public realm such as street trees, public seating, café seating, and pedestrian-scale street lighting. Where possible, sidewalk extensions are provided at intersections to further calm traffic and shorten pedestrian crossings.

Notably, left turns at intersections are provided with a protected signal phase (when bicyclists on the two-way path are held) to avoid the riskiest conflict between motorists and bicyclists. Similarly, right-turns-on-red should be prohibited through the bikeway from cross streets. To further minimize conflicts between turning vehicles and bicyclists, left turns to Birch Crescent are banned and the travel direction on Erion Crescent is reversed to 1-way northbound.

Most of the reallocation of the street space, including the bike lane, can be accomplished in the short-term with new roadway markings, signage and traffic signal improvements. ADA-compliant, raised bus boarding islands may need to be constructed, which can be accomplished at relatively modest cost given the lack of impacts on drainage. Sidewalk widenings and corner extensions can be implemented in the short-term using paint, although it may be more cost-effective and require less maintenance to instead create a flush center median with the excess space in the short-term, until the sidewalks can be permanently extended through construction. A buffer for the bikeway can be created in the short-term with plastic bollards (which can be removed in the winter or kept in place and removed as they become dislodged), sections of curb or raised median, or even a Jersey barrier. In the long-term the bikeway is permanently raised to sidewalk grade along with the sidewalk extensions.

It is also notable that the potential future removal of the Inner Loop Expressway north of East Main Street may result in a further reduction in traffic volume on the corridor, facilitating even more reallocation of street space.

East of North Goodman Street (to Culver Road), this project's recommendations support the design concept that has been developed through the Community Design Center of Rochester's East Main Street Corridor Revitalization Project, which reached its recommendations this past summer, in parallel with this effort. That concept, shown below, includes one moving lane in each direction for cars, curbside parking lanes on each side staggered with widened sidewalks, a raised two-way separated bikeway on the south side, and streetscape enhancements. In this scenario, additional thought will need to be given to mitigating conflicts between turning motorists (both left- and right-turning) and bicyclists on the two-way path, for example by maximizing visibility between them and providing design cues so that all users exercise appropriate caution at driveways and cross streets.

Figure 80. East Main Street Corridor Revitalization Project
Source: Community Design Center of Rochester

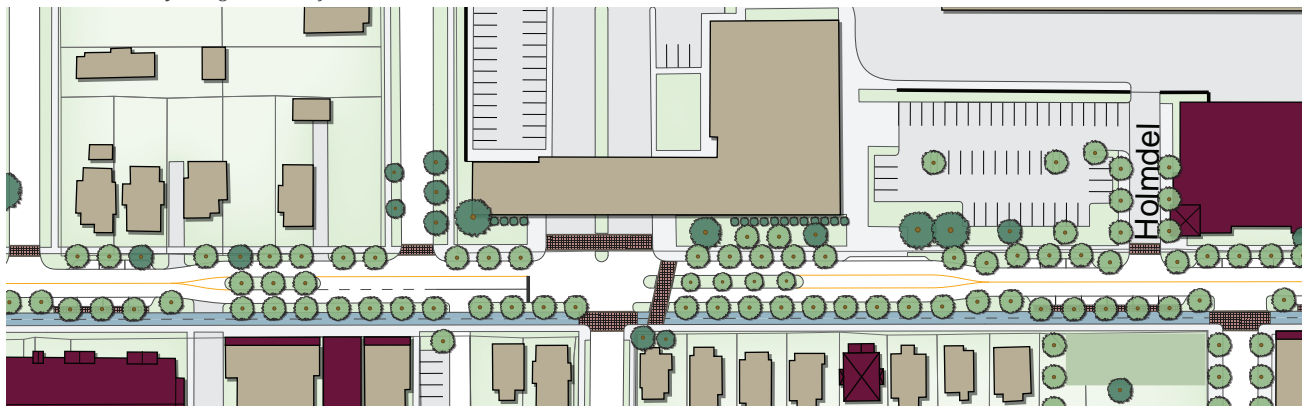


Figure 81. Short-Term Recommendations - Interim Redesign

Source: SSE

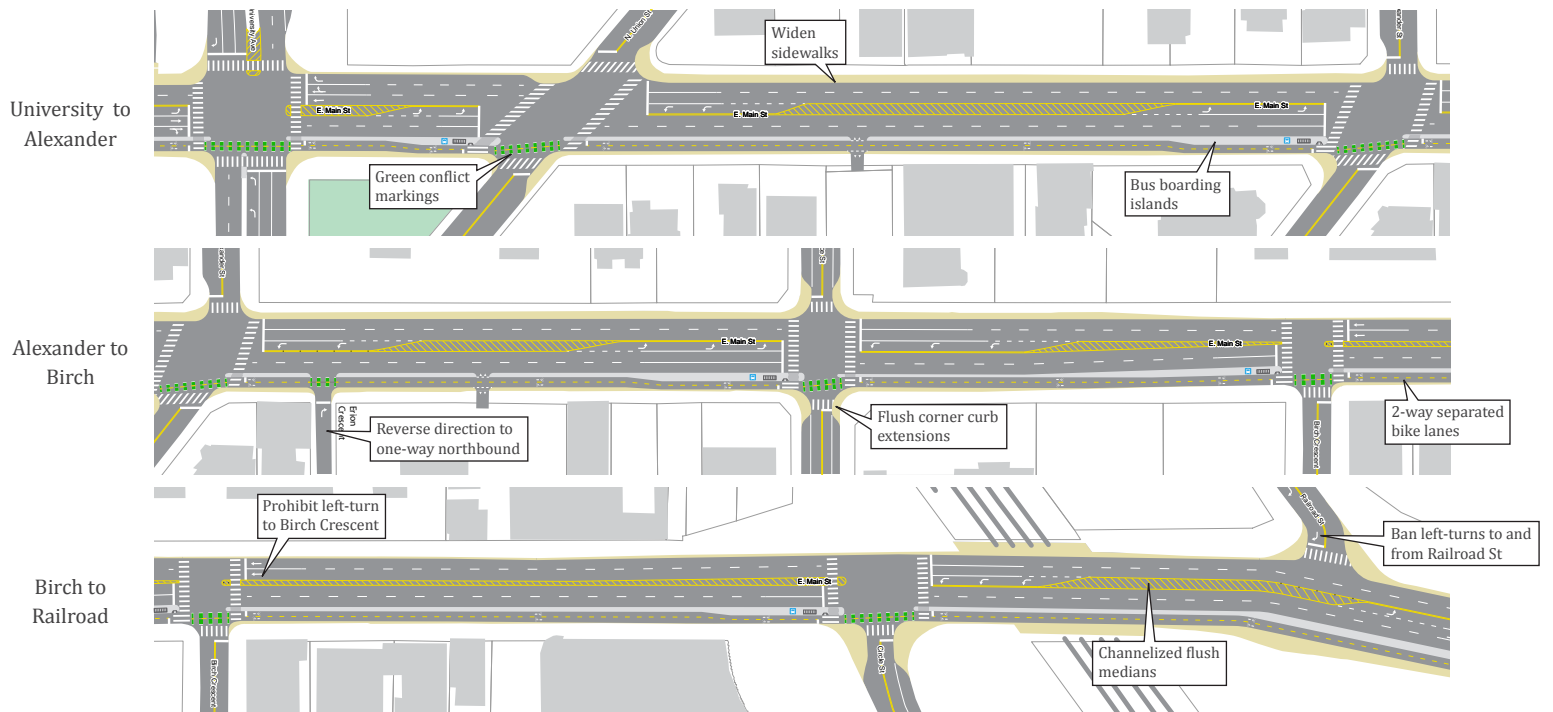
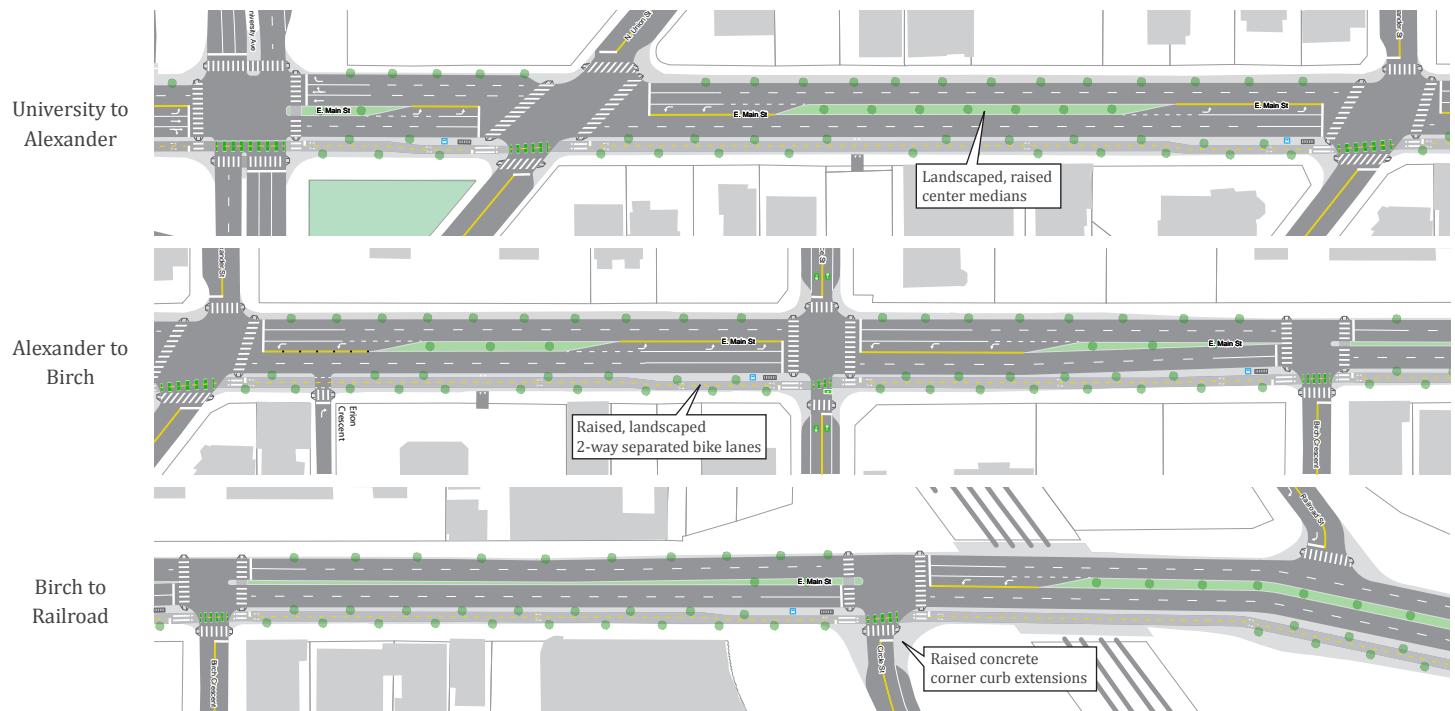


Figure 82. Long-Term Recommendations - Permanent Redesign

Source: SSE



A rendering of these concepts is provided on pages 102-03, and see Appendices C and D for enlarged versions of these plans.

II. EAST MAIN STREET/NORTH GOODMAN STREET INTERSECTION

In the short-term, the recommendation is to calm traffic, improve walkability, connect to the proposed bike lanes on adjacent streets, and improve the sense of place, all at relatively modest cost and modest impact on vehicular traffic. This includes maintaining two eastbound left turn lanes on East Main Street (and the two receiving lanes on North Goodman Street) but removing one of the two eastbound through lanes, replacing the two southbound right turn lanes on North Goodman Street with one yield-controlled lane, and maintaining the two westbound through lanes and receiving lanes (although the westbound left turn lane is removed, to be shared with the inner through lane).

With the space recovered, medians can be added to East Main Street to dramatically improve the comfort of the crosswalks. A median can be provided on the eastern crosswalk; a median can also be provided on the western crosswalk if the widening of the south sidewalk were to be reduced or eliminated. An island separates the southbound right turn lane, also providing a refuge for crossing pedestrians and further reducing crossing distances. The medians, islands and sidewalk extensions can be implemented in the short-term with paint or could be raised, funding permitting.

Notably, this study recommends converting Railroad Street to a right-in/right-out only intersection with East Main Street because of its proximity to the North Goodman Street intersection and the numerous comments received from the public about the challenge and safety hazard of turning left into or out of Railroad Street, particularly on Market days. Those heading to points north or east have several other options in lieu of making a left turn out of Railroad Street, and those heading towards the Market from the west can turn onto North Goodman Street to access the Market. Alternatively, eastbound left turns from East Main Street onto Railroad Street could be permitted, and a left turn bay provided, while still restricting left turns out of Railroad Street.

In the medium-term, should traffic impacts prove to be even less than projected in this study's traffic model, the design can be further improved upon to truly prioritize walking and biking across the intersection and create high-quality public space. In this scenario one lane is provided for eastbound left turns and one lane is provided for westbound through movements, allowing for even wider medians, islands and sidewalks. With only one northbound lane on North Goodman Street a narrow median, raised or flush, may be provided as well. In this scenario, which requires a larger scale reconstruction of the intersection, the southern leg of North Goodman Street (which is lightly used by motorists) can also be converted to a driveway-style design to further prioritize those walking and biking.

In tandem with the intersection improvements, the large sidewalks on the northwest and northeast corners of the intersection should be redesigned and constructed as high-quality pedestrian plazas that complement the adjacent retail frontages. All of these improvements complement and are mutually supportive with the Development recommendations for this intersection and the North Goodman corridor as detailed in the next section.

In the long-term it could be worthwhile to study the potential for a large-scale redesign of the intersection and the underutilized land to its south, in line with the "New Town Square" alternative presented earlier (which garnered a good deal of positive feedback) and the "Reconnecting Neighborhoods" concept for bridging the tracks. A feasibility study should consider the amount of development needed to make the infrastructure investments cost-effective, the market demand for such development, and the optimum design of the streets, intersections, buildings, and new public spaces. A stronger development market may be needed to render such an investment practical.

Figure 83. Short-Term Recommendations - Interim Redesign
Source: SSE

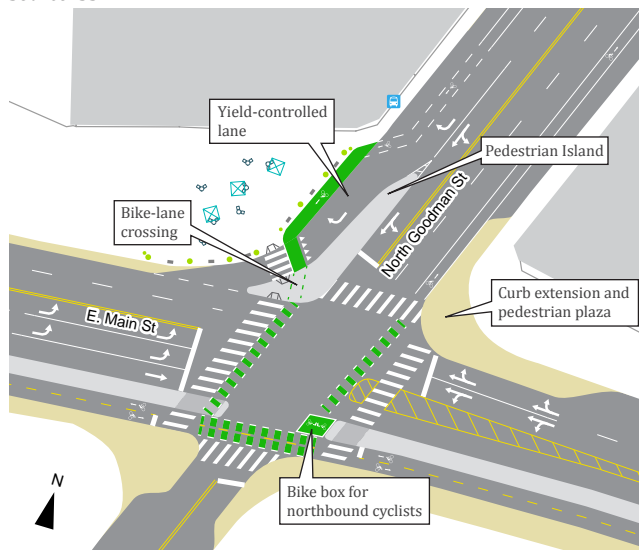
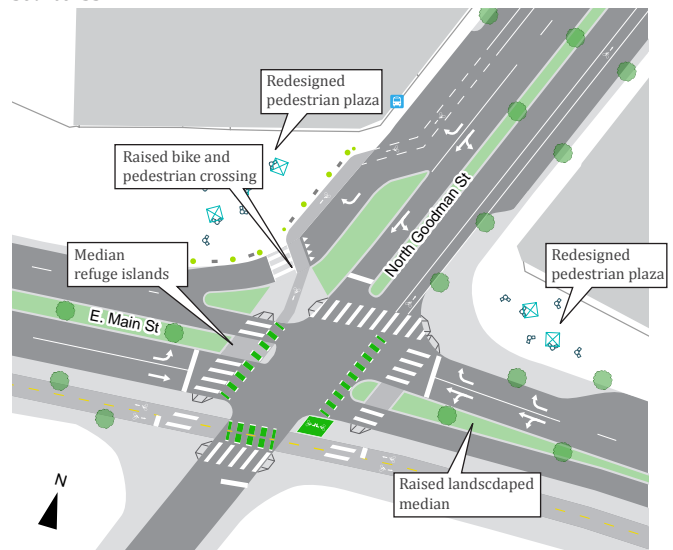


Figure 84. Medium-Term Recommendations - Enhanced Redesign
Source: SSE



A rendering of these concepts is provided on pages 104-05, and see Appendices C and D for enlarged versions of these plans.

III. NORTH GOODMAN STREET CORRIDOR

Although it was not formally evaluated as part of the major alternatives, North Goodman Street is a key connection within the Study Area, forming the axis between the intersection improvements proposed at East Main Street and at Webster Avenue and Garson Avenue, and serving as a focus area for redevelopment given its historic role as a neighborhood main street. Therefore the Project Team recommends a configuration that complements these other elements of the Plan.

North Goodman Street between East Main Street and Webster Avenue/Garson Avenue is envisioned with three-to-four moving lanes in the short-term: two northbound and one southbound north of Hayward Avenue, and two northbound and two southbound south of Hayward Avenue. In the long-

term only one northbound lane is proposed south of Hayward Avenue. The design also includes permanent curbside parking lanes to support the adjacent retail, curb extensions at the Hayward Avenue intersection, and standard on-street bike lanes to connect East Main Street's "bike highway" to potential future bike facilities to the north, such as the bike boulevard proposed for Garson Avenue. In the long-term, the sidewalks on either side can also be widened by several feet, further supporting walkable retail along the corridor.

The intersection of Hayward Avenue with North Goodman Street is proposed to be signalized to enhance pedestrian connectivity within this walkable retail corridor. Signalizing the intersection will require a warrant analysis.

Figure 85. Short-Term Recommendations - Interim Redesign
Source: SSE

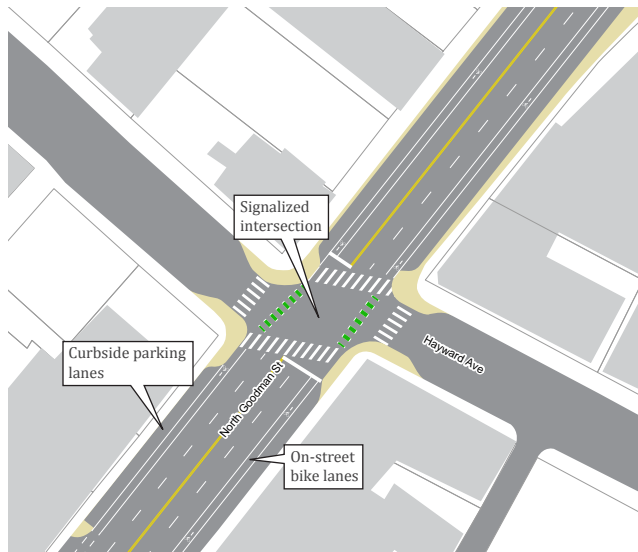
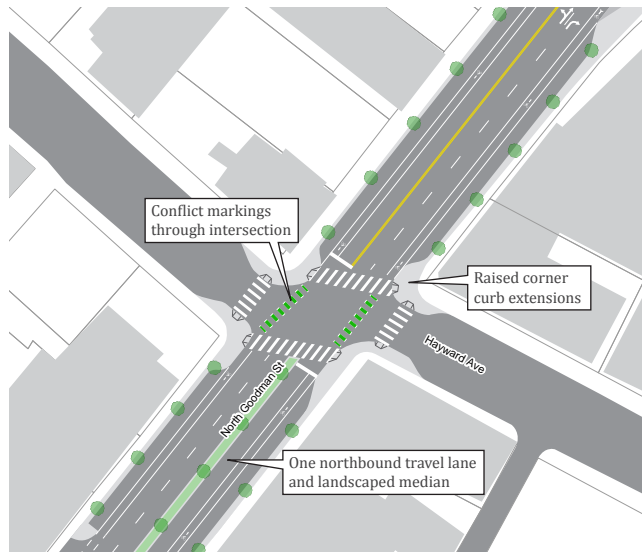


Figure 86. Medium-Term Recommendations - Permanent Redesign
Source: SSE



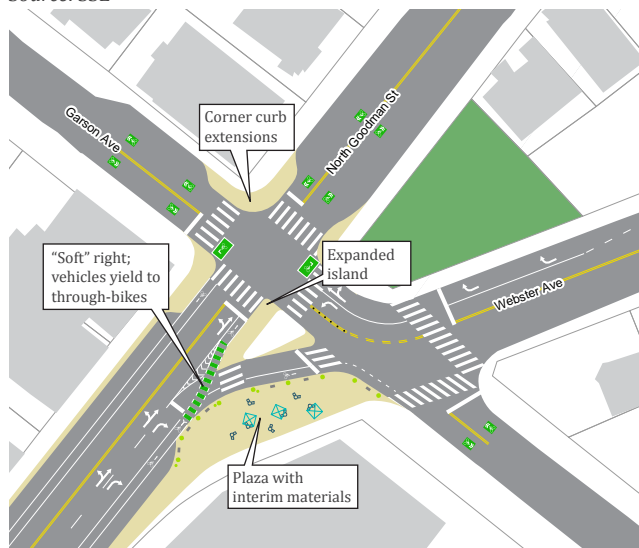
IV. NORTH GOODMAN STREET/WEBSTER AVENUE/CARSON AVENUE INTERSECTION

Both the “North Plaza” and “South Plaza” alternatives were popular, with the South Plaza the preference among stakeholders. One significant benefit of the South Plaza configuration is that it creates a simple, four-legged intersection with a less complex signal timing plan. Its only significant drawback is that it places the new public space on the south side of the intersection along what is currently an inactive ground floor land use, diminishing the plaza’s potential to be well-used. However, the space is directly across the street from existing and potential retail uses and the adjacent structure could transition at some point in the future as well – therefore the southern plaza could become better utilized in the future.

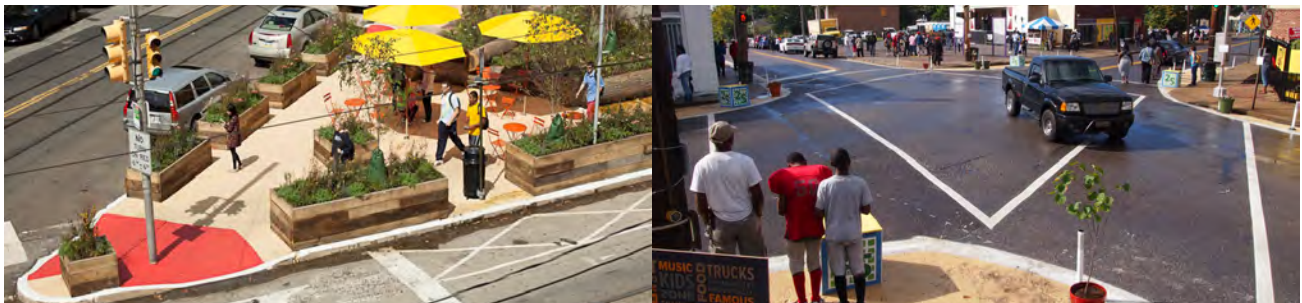
In the long-term the intersection will need to be partially or fully reconstructed to remove the existing traffic triangle, re-grade the roadway to accommodate drainage around the new plaza, add sidewalk extensions at the corners, and reorient the eastern leg of Garson Avenue (into a City-owned vacant parcel at 32 Webster Avenue) to pull it further back from the intersection to simplify the intersection design and operations. The plaza, including the bike lanes passing around its perimeter, can be built in permanent materials incorporating paving, trees/landscaping, and public art.

Figure 87. Short-Term Recommendations - Interim Redesign and Plaza

Source: SSE



Interim pedestrian spaces in Philadelphia and Memphis, incorporating design elements from the community
Source: NACTO (left), Ped Memphis (right)

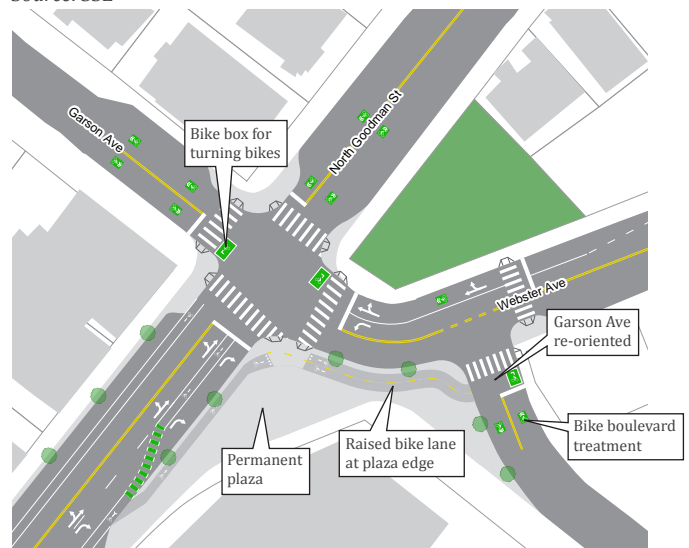


Implementing this design in the short-term – i.e. without removing the existing traffic triangle – is less straightforward but is doable based on this study’s analysis. Northbound traffic on North Goodman Street headed to Webster Avenue would not make a “hard right” at the four-legged intersection but rather would make a soft right to the inside of the traffic island merging across the bike lane. More complex (i.e. three-phase) signal operation would be necessary to manage several conflicting vehicular movements given the complex intersection geometry, most notably southbound Webster Avenue traffic. And the plaza can be implemented using interim materials including a painted roadway or epoxied gravel; planters, stone blocks and/or flexible bollards; tables and chairs; and public art. Residents and artists from the surrounding community can be invited to participate in the plaza design.

Both the short- and long-term designs connect the new bike lanes on North Goodman Street to the south to the proposed bike boulevard on Garson Avenue and potential future bike routes on Webster Avenue and North Goodman Street to the north. They also add value to the emerging Dazzleville district.

Figure 88. Long-Term Recommendations - Permanent Redesign and Plaza

Source: SSE



V. BRIDGING THE RAILROAD

Based on stakeholder input and analysis of high-level costs and benefits, this plan recommends the “Market/Armory” connection as the highest priority for investment. Whereas other new walking and biking connections over the railroad provide access and mobility benefits, this option is seen as offering synergies above and beyond that: providing eventgoers at the Main Street Armory, Auditorium Theatre and other venues with a large amount of nearby parking at the Market and vice versa; supporting the potential redevelopment of the Otis Lumber site as a mixed-use, live/work connector between East Main Street and the Public Market (see the following section); most directly drawing visitors between the multiple destinations within the East Main Arts & Market district; and supporting the most potential mode shift from automobile trips.

Therefore, the recommendation is to investigate alignment options and potential funding sources and pursue an easement or outright purchase of a right-of-way to preserve the north and south approaches to the railroad. The City

should also begin discussions with CSX/Amtrak in the near-term, to facilitate moving forward with the planning for this walking and biking bridge in the medium term. Such a bridge will need to meet minimum clearance requirements over the railroad tracks, and its access on either side will need to meet Americans with Disabilities Act (ADA) requirements, including adequate space for ADA-compliant ramps.

In the short-term, implementation of the road diet and separated bike lane on East Main Street will improve the existing connection over the tracks via the East Main Street bridge.

Addressing the missing connection along North Goodman Street over the tracks (via a pedestrian/bicycle bridge or the more comprehensive Bridging Neighborhoods park concept) could be addressed as part of a long-term study focused on the East Main Street/North Goodman Street intersection, e.g. the “New Town Square” alternative.



Figure 89. Bridging the Railroad Options
Source: Interface



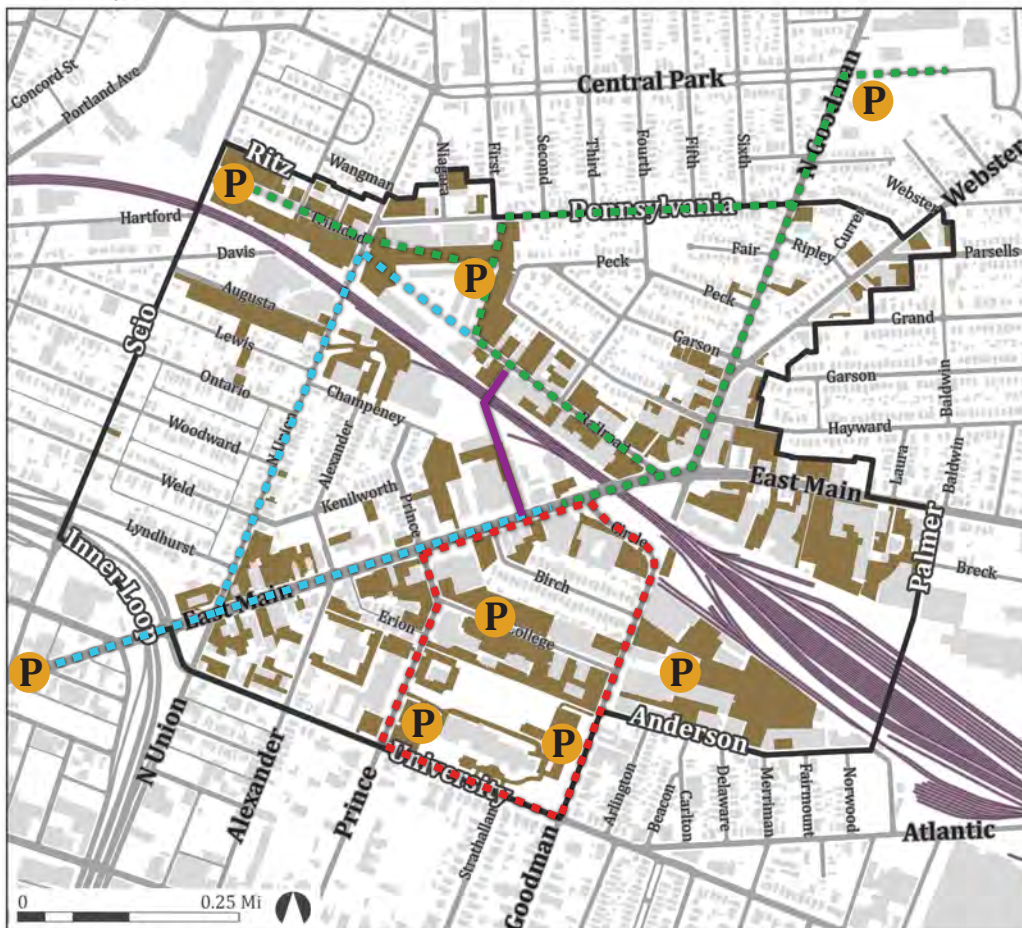
Figure 90. A pedestrian/bicycle bridge over CSX railroad tracks, Philadelphia
Source: Interface

VI. EVENT PARKING & ACCESS

Input received from the PAC, residents and other stakeholders was mixed on this topic. Ultimately the strategies that were determined by the Project Team to offer the most potential to remediate the occasional, but acute, parking issues related to events at the Public Market, Main Street Armory, Auditorium Theatre and other nearby venues were threefold, focused on making the most of existing off-street parking in the immediate area and beyond:

- In the short- to medium-term, introduce a shared-use parking scheme among the larger off-street lots in the area, and/or opening up existing private off-street lots to (paid) public parking. Most immediately, the Memorial Art Gallery and School of the Arts were identified as offering significant potential event parking capacity, with 313 parking spots across 6 adjacent lots found to be free during one sold-out event night. A shared-use parking scheme could begin with these lots and expand from there, or the lots could be configured to support paid parking when they are not serving their primary use (through an on-site attendant, meeting insurance requirements, etc.). The City might also work with for-profit parking providers to introduce parking stackers to surface lots to increase capacity.
- In the medium-term, the proposed bridge between the Public Market and the Main Street Armory will unlock a large amount of parking for attendees at those and other destinations, reducing pressure for on-street parking as well as more distant off-street parking.
- If, after implementation of the above strategies, there is still insufficient parking available during periods of peak demand, in the medium- to long-term a shuttle service can be created to connect major venues and major parking lots that runs during periods of peak demand. Parking lots to serve include existing lots such as the Public Market's and larger lots and garages closer to downtown, currently private lots that could be made public (see above), and potential new parking lots such as the land adjacent to Goodman Plaza at North Goodman Street and Central Park. The service could be run by RTS with subsidies from the City and/or venues, or it could be run by a consortium of venues/businesses with subsidies from the City and/or RTS. Operating partnerships could be created with the proposed Downtown Circulator.
- In addition, the improvements to the walking, biking and transit experiences proposed in this plan will further encourage visitors to arrive by modes other than driving when such an option becomes a more inviting possibility.

Figure 91. Off-Street Lot Locations
Source: Interface, SSE



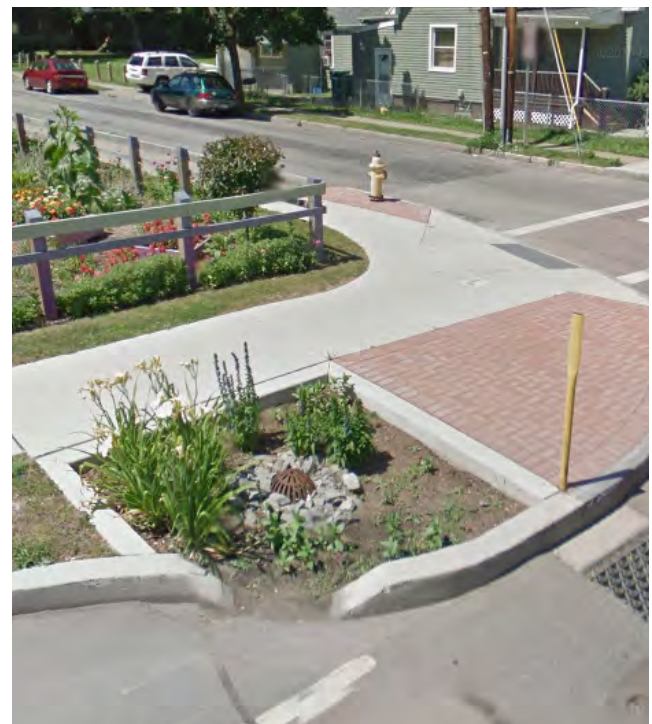
VII. OTHER RECOMMENDATIONS

In addition to the major categories of recommendations presented above, a number of other improvements are recommended within the study area:

- > **Green Infrastructure:** Longer-term build-outs of the redesigned streets and intersections (East Main Street, North Goodman Street, etc.) are excellent opportunities to integrate green infrastructure (G.I.) into the streetscape, reducing the load on wastewater treatment plants and improving regional water quality. Widened sidewalks, corner sidewalk extensions, and new or redesigned public plazas create space to incorporate rain gardens, bioswales, and pervious strips. Similarly, sidewalks, plazas and raised cycle tracks are good candidates for permeable or porous paving, if stormwater reduction benefits justify the additional maintenance costs.
- > **Scio Street:** Scio Street has a similar profile to North Union Street, located one block east. North Union Street received traffic calming and streetscape enhancements in 2013/2014. Residents feel these improvements have had a positive impact on the street and neighborhood. Therefore, similar improvements should be considered for Scio Street, for example in tandem with routine maintenance work, to improve safety for current residents and support future housing and commercial development.
- > **Kickoff Event:** A large public event can be held to build interest and maintain momentum following completion of the plan, and to engage the community in the long-term process of transforming East Main Street and the surrounding streets and neighborhoods. This might take the form of a large “open streets” event where some or all of East Main Street and North Goodman Street are closed to vehicular traffic and, in partnership with surrounding neighborhood organizations, cultural venues and businesses, programmed with activities and entertainment, as well as information on the planned changes. Such an event can also serve to continue development of the initial neighborhood branding concepts developed through this plan.



Bioswale in Portland, Oregon
Source: NACTO



Streetscape Improvements on Union Street
Source: Google Map

VIII. IMPACT ON VEHICULAR TRAFFIC

Because streets serve many potential functions and outcomes, it can be appropriate to evaluate projects to change street designs based on a range of criteria that reflect the community's goals and priorities. However, at this time many government entities, including the City of Rochester and Monroe County, continue to use vehicular level of service (LOS) as a primary criteria for evaluating street projects. Therefore, impacts of the plan's recommendations regarding street design were modeled using Synchro software and compared to the existing (2015) conditions and future (2035) baseline or “no build” conditions.

As can be seen in the table on the following page, in the proposed design all intersections operate at a vehicular level-of-service (LOS) of D or better, an acceptable level for peak periods in urban areas. No individual movements operate below an LOS of E, also generally acceptable in urban conditions for limited peak periods. The trade-off for modestly reduced vehicular traffic capacity during peak periods (keeping in mind that capacity is generally more than adequate all other times of day and weekends) is a dramatic series of improvements for those walking, biking, and in many cases using transit, as well as in terms of safety.

Figure 92. Vehicular LOS Impacts (see discussion on previous page)

Source: SSE

	Existing 2015						No Build 2035						Proposed 2035					
Intersection & Approach	Weekday AM Peak Hour			Weekday PM Peak Hour			Weekday AM Peak Hour			Weekday PM Peak Hour			Weekday AM Peak Hour			Weekday PM Peak Hour		
	Lane Group	VLOS	Delay (sec)	Lane Group	VLOS	Delay (sec)	Lane Group	VLOS	Delay (sec)	Lane Group	VLOS	Delay (sec)	Lane Group	VLOS	Delay (sec)	Lane Group	VLOS	Delay (sec)
Innerloop & Main																		
Eastbound	L	C	23.7	L	C	25.9	L	C	27.2	L	C	30.9	L	C	28.1	L	D	43.5
	TR	B	20.0	TR	C	24.1	TR	C	21.2	TR	C	25.8	TR	B	18.9	TR	C	31.2
	R	A	4.9	R	A	4.4	R	A	4.8	R	A	4.5	-	-	-	-	-	-
Westbound	TR	A	3.6	TR	A	1.1	TR	A	5.8	TR	A	3.0	TR	E	63.8	TR	C	30.2
Northbound	L	D	41.5	L	D	36.5	L	D	44.1	L	D	37.1	L	D	44.1	L	D	37.1
	LTR	D	38.5	LTR	D	40.5	LTR	D	41.1	LTR	D	43.8	LTR	D	41.1	LTR	D	43.8
Southbound	L	D	39.3	L	D	40.6	L	D	40.5	L	D	43.2	L	D	40.5	L	D	43.2
	LTR	D	35.5	LTR	D	36.3	LTR	D	36.1	LTR	D	37.8	LTR	D	36.1	LTR	D	37.8
	Int.	C	21.1	Int.	C	22.5	Int.	C	22.9	Int.	C	24.4	Int.	D	46.6	Int.	D	35.3
Union & Main																		
Eastbound	L	A	1.6	L	A	2.0	L	A	2.3	L	A	2.9	L	A	2.5	L	A	3.8
	T	A	1.4	T	A	1.7	T	A	1.6	T	A	2.1	T	A	2.3	T	A	3.1
Westbound	TR	B	18.7	TR	C	20.0	TR	C	20.6	TR	B	19.0	TR	E	71.2	TR	D	39.5
Northbound	LTR	B	14.1	LTR	B	13.9	LTR	B	13.7	LTR	B	18.5	LTR	B	13.7	LTR	B	18.5
Southbound	L	C	29.1	L	C	30.8	L	C	28.8	L	C	31.1	L	C	28.8	L	C	31.1
	R	A	7.1	R	A	3.9	R	A	7.0	R	A	5.2	R	A	7.0	R	A	5.2
	Int.	B	12.5	Int.	B	10.9	Int.	B	13.6	Int.	B	11.1	Int.	D	41.7	Int.	B	19.9
Alexander & Main																		
Eastbound	L	A	1.7	L	A	4.6	L	A	2.1	L	A	5.4	L	B	18.4	L	D	43.7
	T	A	1.7	T	A	6.7	T	A	2.0	T	A	8.0	TR	C	33.9	TR	D	43.0
	R	A	0.1	R	A	1.2	R	A	0.2	R	A	1.4	-	-	-	-	-	-
Westbound	L	A	8.2	L	C	21.9	L	B	11.6	L	D	36.0	L	A	9.6	L	A	7.1
	T	A	5.0	T	B	10.4	T	A	5.9	T	B	13.9	TR	A	1.4	TR	C	24.3
	R	A	1.7	R	A	4.9	R	A	1.8	R	A	6.5	-	-	-	-	-	-
Northbound	LTR	B	18.4	LTR	D	36.5	LTR	B	17.9	LTR	D	37.4	LTR	B	18.0	LTR	D	36.8
Southbound	LTR	D	42.1	LTR	D	37.9	LTR	D	44.4	LTR	D	36.8	LTR	D	44.4	LTR	D	37.9
	Int.	A	6.9	Int.	B	12.9	Int.	A	7.8	Int.	B	15.3	Int.	B	15.4	Int.	C	34.2
Circle & Main																		
Eastbound	TR	B	16.5	TR	B	10.9	TR	B	17.1	TR	B	13.0	TR	C	28.8	TR	C	27.2
Westbound	L	A	4.1	L	B	14.3	L	A	4.9	L	C	25.7	L	B	10.6	L	C	29.7
	T	A	2.7	T	A	4.8	T	A	2.9	T	A	5.7	T	A	5.4	T	C	34.7
Northbound	L	D	38.8	L	C	31.9	L	D	38.6	L	C	30.3	LR	B	15.0	LR	C	32.0
	R	B	12.5	R	C	24.6	R	B	12.4	R	C	28.1	-	-	-	-	-	-
	Int.	A	7.6	Int.	B	10.9	Int.	A	7.9	Int.	B	13.3	Int.	B	12.6	Int.	C	30.4
Goodman & Main																		
Eastbound	L	D	36.9	L	C	34.9	L	D	36.5	L	D	36.1	L	D	44.8	L	E	68.3
	TR	A	4.2	TR	A	6.5	TR	A	4.6	TR	A	7.4	T	A	6.0	T	B	13.3
Westbound	L	B	19.5	L	C	27.0	L	B	19.5	L	C	27.0	LTR	C	25.4	LTR	C	32.0
	TR	C	21.8	TR	C	31.2	TR	C	25.3	TR	D	38.2	-	-	-	-	-	-
Northbound	LTR	C	27.7	LTR	C	25.5	LTR	C	26.8	LTR	C	24.6	LTR	C	26.8	LTR	C	27.1
Southbound	LT	D	43.2	LT	D	42.7	LT	D	43.1	LT	D	40.8	LT	D	43.3	LT	D	46.1
	R	C	25.2	R	B	11.1	R	C	26.8	R	B	11.0	R	A	1.9	R	A	0.8
	Int.	C	23.6	Int.	C	22.9	Int.	C	25.3	Int.	C	25.0	Int.	B	19.1	Int.	C	32.0
Goodman & Garson																		
Eastbound	LTR	C	27.8	LTR	C	25.5	LTR	C	27.8	LTR	C	25.2	LTR	C	23.9	LTR	C	28.6
Westbound	-	-	-	-	-	-	-	-	-	-	-	-	LTR	D	35.3	LTR	C	26.0
Northbound	LT	B	11.0	LT	A	2.2	LT	B	11.5	LT	A	3.1	LT	B	15.3	LT	A	5.2
	R	A	1.9	R	A	0.4	R	A	1.9	R	A	0.6	R	A	7.9	R	D	37.5
Southbound	TR	B	15.5	TR	B	10.5	TR	B	17.4	TR	B	11.8	TR	C	26.1	TR	B	15.1
	Int.	C	20.1	Int.	B	10.3	Int.	C	21.2	Int.	B	11.0	Int.	C	24.9	Int.	B	18.4
Webster & Garson																		
Eastbound	-	-	-	-	-	-	-	-	-	-	-	-	LT	A	4.0	LT	A	3.2
Westbound	LTR	D	37.3	LTR	D	42.8	LTR	D	37.4	LTR	D	42.9	TR	C	30.1	TR	D	37.2
SW-bound	LR	D	36.4	LR	D	40.7	LR	D	37.5	LR	D	40.5	R	A	9.5	R	A	0.9
	Int.	C	20.1	Int.	B	10.3	Int.	C	21.2	Int.	B	11.0	Int.	A	8.9	Int.	A	4.3
Union & Trinidad/Public Market																		
Eastbound	LTR	A	8.9	LTR	A	8.4	LTR	A	8.6	LTR	A	8.2	LTR	A	8.6	LTR	A	8.2
Westbound	L	B	14.4	L	B	14.2	L	B	14.3	L	B	14.0	L	B	14.3	L	B	14.0
	TR	A	9.3	TR	A	9.6	TR	A	9.1	TR	A	9.7	TR	A	9.1	TR	A	9.7
Northbound	LTR	A	3.0	LTR	A	3.8	LTR	A	3.1	LTR	A	4.2	LTR	A	3.1	LTR	A	4.2
Southbound	LTR	A	3.1	LTR	A	3.0	LTR	A	3.2	LTR	A	3.1	LTR	A	3.2	LTR	A	3.1
	Int.	A	3.9	Int.	A	4.0	Int.	A	4.0	Int.	A	4.3	Int.	A	4.0	Int.	A	4.3

Notes: L = Left Turn, T= Through, R = Right Turn, DefL = Defacto Left Turn; VLOS = Vehicle Level of Service.

B. DEVELOPMENT

As the alternatives for development are not mutually exclusive, but rather constrained by market demand, site control, developer interest, financing, all alternatives explored in Chapter 5 are included in the plan, with recommendations about phasing in the near-term, mid-term, and long-term.

I. NEW HUBS OF COMMERCIAL AND MIXED USE

The following recommendations for strengthening commercial and mixed use activity in the East Main Arts and Market area reflect the public response to the alternatives presented at the second Open House and address the following project goals:

- > Complement existing iconic architecture with public realm improvements that create a more beautiful, urbanized environment
- > Improve connectivity through investments in placemaking at key intersections
- > Support creative production through the built environment

Restore North Goodman Street as a mixed use and walkable creative “Main Street”

Community members weighed in heavily in support of reinvesting in North Goodman Street as a focal point for the East Main Arts and Market area, a compact commercial corridor with “good bones” and great potential, located at the intersection of multiple neighborhoods and East Main itself. The current concentration of storefront and upper floor vacancy tucked within handsome buildings is poised to welcome a mix of uses including studio space, work space, living space, gallery space, and small, independent retailers or eateries as an outpost of the Public Market. North Goodman Street’s scale and structures between East Main Street and Webster Avenue thus present a near-term opportunity for early action.

- > **Reach out to property owners** – because properties on North Goodman Street are owned by multiple owners, reach out to discuss the vision for the corridor. Request a tour of vacant storefronts and upper floor spaces to assess potential reuse and necessary improvements prior to reactivating these empty spaces. Reach out to owners of occupied structures too, presenting the vision and discussing opportunities for beautification and façade improvements.
- > **Offer incentives and connect artists with property owners** – add color and visual interest to building facades through temporary window displays, custom business signs, new awnings, murals, and window boxes. Create a grant program to incentivize property owners aiming to upgrade or reactivate vacant spaces who wish to commission artful façade improvements by local artists.

Icy Signs (Philadelphia)

Icy Signs’ a project of Steve Powers, aka ESPO, a graffiti artist, muralist, and now community organizer. With his Icy Signs project, Powers adapted an approach much like Wall Therapy’s efforts to locate world class street art in the Arts and Market District, creating custom signs for businesses along struggling commercial corridors in Philadelphia.



WPB Make Believe (Chicago)

WPB Make Believe was a competition inviting artists to reactivate vacant storefronts along a commercial corridor in Chicago’s Wicker Park and Bucktown neighborhoods. For four months, 10 storefronts became gallery spaces for installations that invited people to dream about what could be in the artistic neighborhood.



Invest in North Goodman Street's public realm

Beyond reactivating vacant spaces and integrating art and color on building surfaces, invest in North Goodman's public realm to heighten the sense of place along the corridor's sidewalks and plazas. Such improvements will reinforce the corridor's renewed identity while also making space for community gathering.

- > **Improve the plaza at Main, North Goodman and Railroad Streets** – visible along East Main Street and on the way to the Public Market, improvements to this plaza should include market wayfinding, bike parking, and movable furniture to serve Market goers as well as new neighbors living and working along North Goodman Street and new customers of corridor businesses.
- > **Create a greener park and plaza where North Goodman Street intersects Webster and Garson Avenues** – bookend the revitalized cultural corridor on North Goodman Street with open space improvements at the intersection of Goodman and Webster Avenues facilitated by the intersection realignment proposed in this plan. A new plaza space at the southern portion of the intersection will serve as a front door to the Beechwood neighborhood. Vacant property on the north side of Garson Avenue should be improved as a community garden or place space to enhance the experience of the new plaza.
- > **Conduct a feasibility study and engage CSX to explore land bridge park over rail** – first proposed in 2007, the Bridging Neighborhoods concept for a park over the rail between Circle Street and North Goodman Street still draws considerable interest from neighbors and Market visitors. The land bridge/park would ease connections between neighborhoods and create a unique landscaped space to complement hardscape improvements to the plaza on the north side of East Main Street. Feasibility of this project is threatened by costs and coordination challenges.

Pursue a second creative catalyst project on East Main Street

Following on the heels of Corpus Christi Market Apartments, seek opportunities to locate another arts-driven development on East Main Street. Community members expressed great interest in the Otis Lumber property, situated adjacent to the Armory and a stone's throw over the rail from the Public Market. The four-acre site's historic structure meets the street and could become a community arts center and headquarters for R-City, and the storage sheds closer to the rail present an opportunity for deconstruction and reconstruction of work spaces along the rail line and live/work spaces closer to East Main Street. As this project is still conceptual and Otis Lumber remains in active use as storage for contractors, phasing for this project falls in the mid-term; improvements to East Main Street should be a driving factor for the redevelopment.

- > **Target Otis Lumber property** – redevelopment of the Otis Lumber site as a mixed use, live-work connector between East Main Street and the Public Market will

require ongoing conversations with the site's owner, R-City, or other possible anchor tenants for the multi-tenant concept, and inquiries with potential developer partners interested in the project.

- > **Incorporate an easement between the Armory and Otis Lumber** – pedestrian access from East Main Street to the proposed pedestrian bridge over the rail will not only help connect people with the Public Market, but also the parking resources at the Market, which are underutilized much of the week. A gateway entrance at East Main Street should signal the new path between the buildings and over the rail and create a unique landscaped space to complement hardscape improvements to the plaza on the north side of East Main. Feasibility of this project is threatened by costs and coordination challenges.

Collaborate with neighbors to activate and add visual interest to front yards on East Main Street

In addition to new creative developments on East Main Street, work to express the corridor's cultural relevance and creative energy in the streetscape, visible to pedestrians and cars passing by. With their monumental architecture, both the Armory and the Auditorium – as well as the Hungerford – are set back from East Main Street. Their lawns and parking lot present canvases for public art and artful street furniture (including benches and bike racks) like what exists today along University Avenue.

As redevelopment opportunities arise, work to transition land uses on East Main Street from auto-oriented to walkable

To complement improvements to East Main Street, actively seek opportunities to retrofit adjacent land uses to create a more walkable environment along the corridor, from the Inner Loop through the Arts and Market area. Though the parcels closest to the Inner Loop host thriving auto businesses today, the setbacks and many curb cuts of the gas station, car wash, and auto-body shops are particularly detrimental to the pedestrian experience. An example of one such opportunity includes the site improvements at Delta Sonic prompted by State requirements to replace the gas tanks.

- > **Consider rezoning portions of the corridor** – currently, East Main Street at Union falls within the Main Street District of the Center City District (CCD). The CCD zoning classification allows auto uses, and this has resulted in a development pattern unfit for this important gateway into downtown Rochester. Improvements to East Main Street and investments in support of the Arts and Market district could, over time, increase land values that would support redevelopment here; in that case, a denser, mixed use development with buildings that frame East Main Street would better signal an entrance into downtown. Compliance with the Main Street District design principles in future redevelopment efforts will help re-establish Main Street as an important pedestrian and civic spine leading into Center City. The balance of the corridor within the study area is zoned for Community Center Commercial (C-2). Consider

an expansion of the Public Market Village (PMV) zone to include the intersection of East Main and Goodman, including the Hungerford site south of Main. Such a change would reinforce the vision for North Goodman as the “village main street” for the market district.

- **Utilize the city’s development review processes to work with property owners to further the goals of the East Main Arts and Market Initiative** – a grant program could target both facades and front landscaping/hardscaping treatments to improve pedestrian and bicycle access to and circulation on existing properties. In addition, the City should adopt design guidelines for density, building setbacks, and edge treatments to inform future development.

II. NEIGHBORHOOD HOUSING

The neighborhood housing recommendations seek to support organized community groups in their efforts to stabilize the neighborhoods north of Main Street in the near-term, while working to advance R-City’s efforts to root a creative residential district in close proximity to the Public Market. The recommendations for investments in neighborhood housing address two project goals, to:

- Introduce a mix of new housing units and types at a range of price points for homeownership and for rent
- Balance new development and the desire to attract new residents with the needs of existing residents

Collaborate with Marketview Heights Collective Action Project (CAP) to advocate for transformational redevelopment along Lewis Street

Proposed in the Marketview Heights Urban Renewal District, the envisioned rental development will disrupt illegal activities that have long plagued Lewis Street, improving perceptions of the neighborhood, building upon the City’s Focused Investments on neighborhood streets south of Lewis, and inviting up to 75 new households to live in close proximity to the Public Market. New community residents will have the opportunity to connect with the neighborhood’s active CAP members and explore the area’s many cultural destinations on foot or by bicycle.

Collaborate with EMMA to support the East Main Revitalization project

Conceptual mixed-use, mixed-income redevelopment project at the Greenovation and bus storage site will anchor the eastern end of the East Main Arts and Market corridor, serving to connect creative production underway at the Fedder Industrial Park with the Hungerford, NOTA, and other creative uses close to the Public Market proposed in this plan. Though highly visible on East Main Street and thus a catalytic development for the Arts and Market area as well as the city as a whole, the project would also resonate with EMMA neighborhood priorities by integrating new affordable and market-rate housing, including opportunities for owner-occupied housing and housing for families, along with commercial and other potential uses.

Partner with R-City and GP4H to advance the creative district concept within the neighborhood north of the Public Market

GP4H has more limited and scattered vacancy compared to the large opportunity sites in South Marketview Heights and EMMA and thus presents opportunities for selective infill within the fabric of the neighborhood. Though the public input prioritized redevelopment of the Otis Lumber site as the initial signature R-City project, renovation of historic homes or infill with new homes and/or studios (including tiny studios) across GP4H could serve to attract interested creative people seeking a quieter residential home base or a closer relationship with the existing community of neighbors. Engage the Community Design Collaborative for technical assistance with a DIY design-build of an initial mobile tiny studio.

Work with The Yards and other arts partners to design an artists residency program for rotating use of the studio to see if interest emerges from the artist community. Work with GP4H and the City to identify pilot project opportunities from among the identified rehab or infill candidate sites. Visiting artists who meet the community through the tiny studio project could then be matched with potential, more permanent housing options, including artist-driven home restoration projects.

Tiny Studios

ArtBuilt Mobile Studios are small, affordably built mobile workspaces that enable artists, service providers, and small businesses to set up shop in new places, engage with communities, and help to create stronger neighborhoods.



Complement investments in new housing with programs and resources available to existing neighborhood residents

As revitalization moves forward in the East Main Arts and Market area, the City must balance support for projects aimed to draw new residents with support and resources made available to help existing neighbors make home improvements in conjunction with new development. In addition to grant programs for façade improvements and basic systems repair, engage the Community Design Center, R-City, The Yards, and the Neighborhood Services Centers to initiate smaller-scale creative beautification projects that might include new porch lights, community gardens, tree planting, or furniture builds. Such projects can help build a sense of community between long-term residents, newcomers, and potential newcomers interested in learning more about Arts and Market area.

C. NEIGHBORHOOD BRANDING

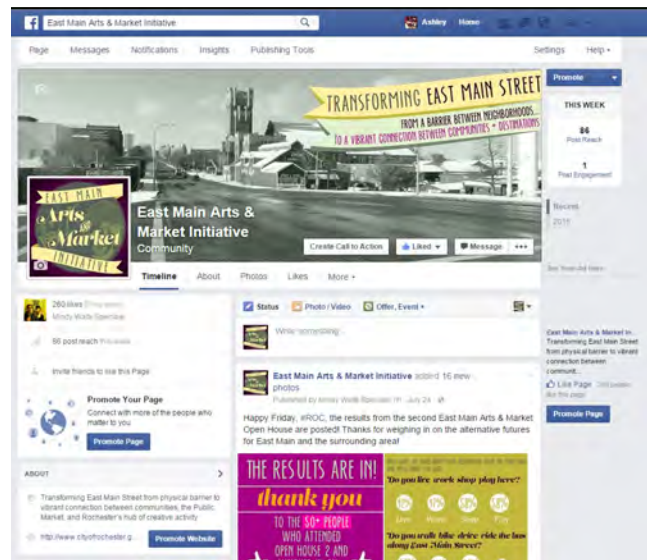
The final set of recommendations outline next steps for finalizing a brand for the East Main Arts and Market area as well as a plan for deploying the brand to heighten the area's sense of place and identity as a creative and cultural hub in Rochester.

I. WORK WITH LOCAL ARTISTS, DESIGNERS, AND REPRESENTATIVES OF ARTS ORGANIZATIONS TO FINALIZE A BRAND FOR THE EAST MAIN ARTS & MARKET AREA

Work with R-City, The Yards, and the area's major arts and culture destinations to form an oversight committee charged with organizing a local competition for branding the East Main Street corridor and surrounding blocks. Package the branding concepts developed through this planning process and the public's reactions to those concepts as background material for the competition. Announce a call for logo and slogan entries from area artists, graphic designers, and other interested parties, and maintain a public process for review and selection of the final option(s). The result will be a locally-sourced brand that fosters pride, of and reflective of the East Main Arts & Market area.

II. MAINTAIN A WEB PRESENCE FOR THE EAST MAIN ARTS & MARKET INITIATIVE

With the brand thus established, it must then make its way into the world. The fastest and most cost effective way to do so is via the world wide web. Continue the East Main Arts & Market Initiative project momentum using social media to keep community members informed, and specifically to announce, build awareness, and seek input on the logo and slogan design competition. As the project moves forward from planning concept to real world transportation improvements, real estate developments, and public art, placemaking, and programming investments, create a website that communicates the brand, vibe, and offerings of the East Main Arts and Market area to serve as a resource for locals as well as visitors looking to explore the area via bicycle, tour art and design studios, visit Wall/Therapy sites, see a concert or play, sign up for a maker class, try a new restaurant, visit a pop-up park, find a home, apartment, or home studio to buy or rent, or otherwise enjoy the best of Rochester's East Main Arts & Market area.



www.cityofrochester.gov/eastmain



www.facebook.com/EastMainStreetRochester



www.twitter.com/eMAIN_ARTSnMKT



www.instagram.com/EastMainArtsAndMarket

III. COORDINATE TO ENSURE THAT STREETSCAPE DESIGN AND IMPROVEMENTS FEATURE THE BRAND

Public space in the East Main Arts & Market area presents an important opportunity to showcase the new logo and slogan, strengthen the identity of the area, and improve public perception. As transportation improvements to retrofit East Main Street are at the heart of this planning effort, coordinate with roadway and streetscape designs to ensure that the brand for the area features prominently. There are multiple new surfaces and pedestrian or bicycle amenities that can incorporate the logo and slogan, or more subtly and communicate the fresh, local, and creative character of the area and East Main Arts & Market destinations through artful design. Streetscape additions can and should elevate the brand:

- > **At bus stops** – either through signage or more sculptural and unique shelter creations
- > **Via street furniture** – such as benches, trash cans, movable tables and chairs, hooks for hanging groceries on light poles while waiting for a crossing signal, etc. Color alone can enhance the visual identity of a place, but so too can custom designs imagined and fabricated within the district
- > **With custom bike racks** – technically street furniture, but due to the emphasis on cycling and multi-modal transportation, custom bike racks that incorporate the logo, or like the logo are designed and commissioned through a competition, will unify the transportation elements of the project with the land use and branding elements
- > **Through signage** – this could take the form of seasonal banners, special street signs, or wayfinding signage integrated in the streetscape to help visitors find their way to major (and more off-the-beaten-path) creative district destinations
- > **With lighting** – whether pedestrian-scale street lighting, façade lighting, or atmospheric lighting that illuminates iconic structures, plazas, and/or landscaping, light fixtures and lighting design present an opportunity to make a statement and enhance the sense of place in the public realm
- > **On flat surfaces** – such as fencing and blank walls, building upon Wall\Therapy's investments in street art which already send a powerful signal that the area is home to creative people, unique maker spaces (be they at the Public Market, Fedder Industrial Park, or somewhere nearby), and art appreciators

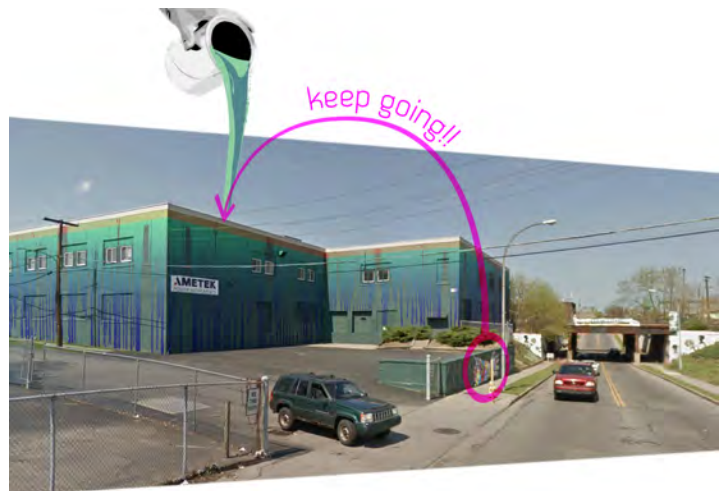
Deploy the brand on bus shelters...



... on bike racks



... on banners



Potential Wall Therapy on the Ametek Building Source: Interface Studio

ON FOOT?
HANG YOUR
HEAVY GROCERIES
HERE FOR A REST!



keep going!!

IV. PURSUE SIGNATURE PUBLIC ART PROJECTS THAT ELEVATE BOTH THE BRAND AND THE AREA'S IDENTITY AS A CREATIVE AND CULTURAL HUB

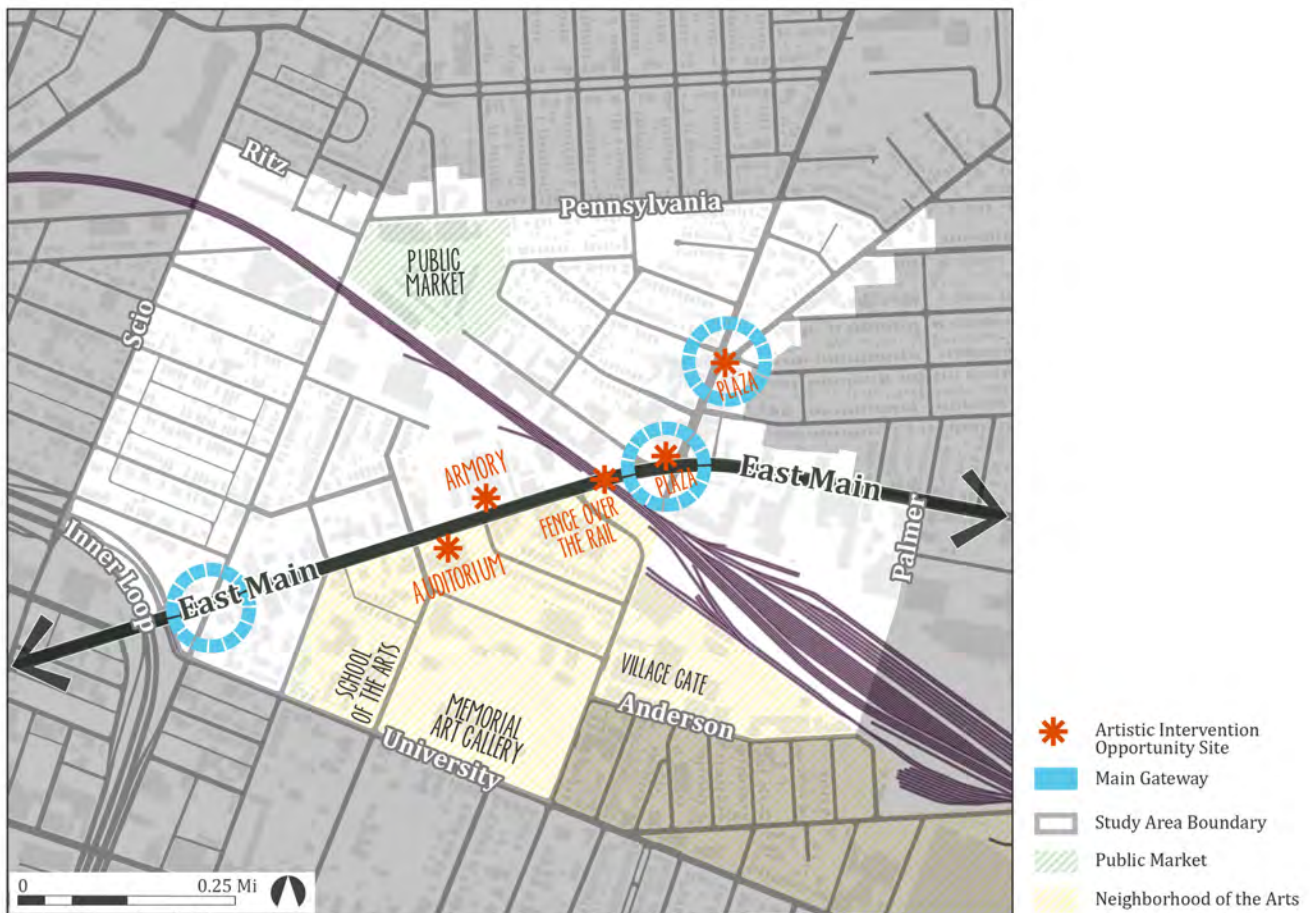
In addition to artful additions to the streetscape, pursue larger "signature" public art projects in key locations such as the plaza at East Main Street and North Goodman Street, the plaza at North Goodman Street and Webster Avenue through collaboration with the Dazzle School, and on the lawns of major cultural destinations on East Main Street, such as the Armory and Auditorium Theatre.

Much like University Avenue with its interactive sculptures that populate the streetscape, East Main Street should evolve as an outdoor gallery. Complement permanent public art investments with temporary installations, which could include gallery space in storefront windows or a permanent canvas or framework designed to host temporary or rotating art pieces that keep corridor's collection alive, interesting, and ever changing.

V. DEVELOP PRODUCTS TO BUILD PRIDE IN THE AREA AND BOOST AWARENESS

Lastly, develop a range of products that visitors and proud residents, resident artists, and local makers can do to show their support of East Main's creative district. Such products could include reusable tote bags with the logo and slogan incorporated for use at the Public Market and elsewhere, t-shirts, hats, stickers, travel mugs or waterbottles, calendars, etc. Also design a "Made on East Main" seal for local goods made or manufactured (be they food-related, art-related, tech-related, or otherwise) or community spaces (such as gardens, parks, or plazas) in the East Main Arts & Market district.

Figure 93. Potential Locations for Public Art Projects in the Area
Source: Interface Studio



East Main Street looking east towards the railroad tracks - Today



Source: EDR

East Main Street looking east towards the railroad tracks - Proposed



Source: EDR

East Main Street and North Goodman Street - Today



Source: EDR

East Main Street and North Goodman Street - Proposed



Source: EDR

VIII. IMPLEMENTATION & NEXT STEPS

A. POTENTIAL FUNDING SOURCES

As conceived of by the City of Rochester, the East Main Arts & Market District Plan is a truly multi-disciplinary project spanning transportation, land use, housing, and community branding, featuring a robust public and stakeholder engagement process and offering potential benefits across many dimensions, from economic development to social equity, environmental health to public health. Because of that, the project – as a whole or in terms of its components – can be competitive for a wide range of funding sources, including the typical transportation and economic development sources but going beyond them.

The following funding sources are well-suited to the East Main Arts & Market District Plan and should be considered to advance the Plan:

Transportation

- > USDOT Transportation Improvements Generating Economic Recovery (TIGER): All transportation elements
- > FHWA Congestion Mitigation & Air Quality (CMAQ) – Statewide Funds: Walking, biking, transit and signal optimization elements
- > FHWA Transportation Alternatives Program (TAP)/ Transportation Enhancements: Walking, biking, public plaza, and streetscape elements
- > FHWA Highway Safety Improvement Program (HSIP): Safety/geometric improvements at high-crash locations on East Main Street, North Goodman Street, and at intersections
- > FHWA Surface Transportation Program (STP): All transportation elements
- > FHWA Safe Routes to School (SRTS, now an element of TAP): Pedestrian safety improvements in the vicinity of K-8 schools
- > FTA Urbanized Area Formula Program/Associated Transit Improvements: Transit stop improvements; bicycle and walking routes to transit; bike racks & shelters at bus stops; wayfinding signage
- > FTA Enhanced Mobility of Seniors and Individuals with Disabilities: Walking and biking elements that improve

transit access for elderly & those with disabilities (e.g. improved sidewalks, pedestrian ramps, accessible bus stops; high-comfort bike routes to transit stops)

- > CDC: Although the Centers for Disease Control (CDC)'s Chronic Disease Prevention and Health Promotion funding programs are no longer being offered, future funding sources related to improving public health are possible.
- > NY State Multi-Modal Program: All transportation elements
- > NY State Consolidated Local Street and Highway Improvement Program (CHIPS): All transportation elements
- > NY State Cleaner, Greener Communities Program Phase 2: Infrastructure and programs to encourage shift to low-carbon transportation modes
- > NY State Green Innovation Grant Program: Green infrastructure elements of overall streetscape design (e.g. East Main Street and North Goodman Street corridors and intersections)

Economic & Community Development

- > Empire State Development (façade improvements on North Goodman Street corridor)
- > Foundation Grants/Individual Contributions (custom signage; movable furniture for plazas; community gardens; Public Market wayfinding for plazas; support for DIY projects by existing residents; façade grants for existing residents; logo/slogan competition to finalize the East Main brand; website & social media for East Main; totes/t-shirts/stickers/water bottles/etc with East Main brand; Made on East Main seal)
- > Community Design Center Development/Design Fund (Goodman & Main plaza design)
- > Private Developers (redevelopment of sites for creative catalyst projects)
- > FIS Resources – cash capital CDF, CDBG (property line pilot retrofit projects for auto-oriented properties; land acquisition and demolition for Lewis Street redevelopment)

- > State Low-Income Tax Credits (redevelopment of Lewis Street site with local/national developer)
- > NEA Our Town Grant (tiny studio pilot project in GP4H)
- > NYS Sustainable Neighborhoods Demonstration Program (developer subsidies for home rehabs/infill in GP4H)
- > Local Non-Profits – NEAD, Inc. EARP; PathStone Weatherization (systems grants for existing residents)
- > NYS Council on the Arts – Regional Economic Development Program (signage, street furniture, bus stop, custom bike rack, façade lighting streetscape improvements; temporary public art installations; permanent public art installations; storefront exhibits)
- > Wall Therapy (flat surfaces)

B. PHASED IMPLEMENTATION OPTIONS

The East Main Arts & Market District Plan contains a multitude of elements divisible both by subject area (i.e. transportation, development, and branding) and geographic area. Therefore the project can be implemented in phases over time as funding becomes available and market or policy conditions change. The table below summarizes the short-, medium-, and long-term actions proposed by the Plan, along with conceptual-level costs for each element developed based on recent comparable projects in Rochester. (where it is possible to be determined at this stage).

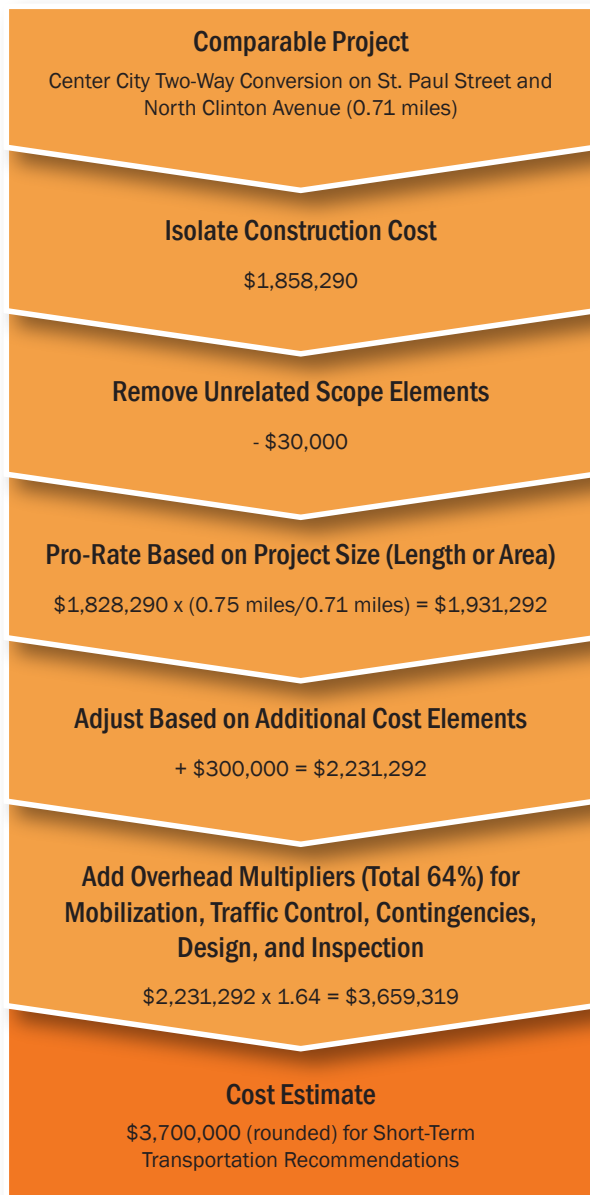
On the following page, a methodology flowchart shows steps for making conceptual cost estimates for elements of the Plan that share common elements with recent projects in Rochester.

Two pie charts on the following page show the relative allocations of estimated costs based on subject area (Transportation, Development, and Community Branding) and phasing (Short-Term, Medium-Term, Long-Term).

Figure 93. Phased Implementation Options Table
Source: SSE

	SHORT-TERM (Under 18 Months)	MEDIUM-TERM (18 Months to 5 Years)	LONG-TERM (Over 5 Years)
TRANSPORTATION			
East Main Street Corridor	Interim Redesign \$2,000,000		Permanent Redesign \$8,000,000
Main / Goodman Intersection	Interim Redesign \$700,000	Enhanced Redesign \$4,000,000	"New Town Square" Concept
North Goodman Street Corridor	Interim Redesign \$500,000	Permanent Redesign \$1,500,000	
Goodman / Webster / Garson Intersection	Interim Redesign & Plaza \$500,000		Permanent Redesign & Plaza \$3,000,000
Bridging the Tracks		Market/Armory Bridge \$3,000,000	Goodman-Goodman Bridge \$2,500,000
Event Parking & Access	Shared-use parking	Market/Armory Bridge Shuttle Bus Service (see above)	Shuttle Bus Service
DEVELOPMENT			
New Hubs of Commercial & Mixed Use Development	Signage, Street Furniture, Pilot Property Line Projects \$570,000	Façade Improvements, Community Garden, Market Wayfinding \$560,000	
Neighborhood Housing	Land Acquisition and Demolition \$656,500	Redevelopment Costs for 75 Units \$18,750,000	
COMMUNITY BRANDING			
Branding Development and Web Presence	Logo and Slogan Competition and Website Development \$25,000		
Streetscape Improvements and Public Art	Signage, Installations, Exhibits \$252,500	Custom Bike Racks, Lighting, Permanent Art Exhibits \$225,000	Bus Stops \$150,000
PHASE TOTAL	\$5,204,000	\$28,035,000	\$13,650,000

Cost Estimate Methodology and Example Calculation



C. CONCLUSION & NEXT STEPS

The diverse neighborhoods that make up the East Main Arts & Market District are home to an incredible array of cultural destinations and venues for creative production, but the cumulative potential of this unique area has not been realized because of outdated infrastructure and the lack of a comprehensive vision for development. The East Main Arts & Market District Initiative therefore represents a bold initiative on the part of the City and the community to establish a vibrant, sustainable live/work/create neighborhood in the heart of Rochester, improving economic opportunity and quality of life for existing residents while attracting more visitors and catalyzing new economic investments.

The Plan proposed in this document, developed through a holistic planning and stakeholder engagement process, lays out a series of short-, medium-, and long-term actions across transportation, development (land use and housing), and community branding. Taken together, these strategies can set the neighborhood on the path to becoming a vibrant, fun, unique – and connected – community, setting an example for equitably revitalizing post-industrial neighborhoods in the new economy.

Key next steps for turning this plan into a reality include leveraging funding that is currently available to implement several of the short-term transportation recommendations, linking the elements of this plan to ongoing grassroots efforts already underway in the community, beginning the process of rezoning to implement many of the land use recommendations, identifying funding for future phases of work, and continuing the process of homing in on a community brand that best represents the East Main Arts & Market District.

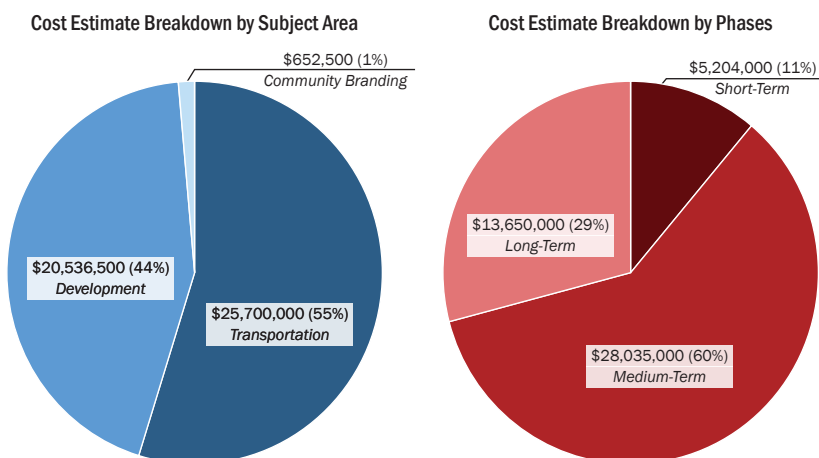


Figure 94. Cost Estimate Breakdown
Source: SSE

