
Date: Saturday, August 6th, 2016

Attendees:

City of Rochester, Fisher Associates, Genesee Transportation Council, Park Avenue Festival Attendees

From:

Sarah Hogan, RLA

Subject: Public Event Meeting #2 – Park Avenue Festival

These notes represent the writer's interpretation of the proceedings of the meeting.
Please notify Fisher Associates of any errors or omissions.

Public Meeting #2 occurred during the Park Avenue Festival in efforts to reach out to the broader community and solicit feedback on preliminary recommendations generated by the project team. The City of Rochester obtained a booth on the south side of Park Avenue between Alexander Street & Meigs Street on Saturday, August 6th, 2016. The booth was staffed with City of Rochester, Fisher Associates and Genesee Transportation Council representatives from 10am – 5pm. Members of the project team were available to discuss the “Monroe Avenue Parking and Mobility Study” and request voting from the public on preliminary recommendations. Four boards were on display for public viewing. Two boards provided an overview of the project including inventory and analysis phases. The following bullets highlight the information presented/displayed on each board.

- **Board 1** – Aerial view of the Monroe Avenue corridor with project boundary highlighted.
- **Board 2** – Inventory board displaying parking distribution on-street & off-street, public outreach tools, parking utilization heat map examples and existing photos of signage, bike lanes, parking lanes within the corridor.
- **Board 3** – Analysis board summarizing key findings from the public survey, parking utilization graphs, SWOT analysis and the “Needs and Opportunities” assessment.
- **Board 4** – Preliminary recommendations highlighting short-term, mid-term and long-term recommendations. This board allowed space for the public to place voting stickers adjacent to their favored recommendations.

On average, 25-30 people an hour stopped by the booth to either inquire about the project, comment on parking and mobility within the corridor and/or provide feedback on preliminary recommendations. This number equates to between 180 – 200 people encountered throughout the day. Several people inquired on where to find more project information. These people were provided handouts with project specifics and directed to the City's project webpage for more information.



A copy of Board 4 – preliminary recommendations is attached and highlights the public’s response to drafted recommendations. The following items were additional themes/topics captured throughout the day by the project team.

Parking

- Removing housing in place of a parking garage is not desired.
- Electronic parking applications for smartphone users was viewed positively amongst the public.
- Several members of the public commented on providing a road diet along Monroe Avenue. Reducing travel lanes to slow down traffic while providing protected bicycle lanes along the whole corridor.
- Consider opening up the Wadsworth Square public lot during the day.
- Circulation at the YMCA and Monroe Library is difficult. There is a lack of public parking in this area.
- Remove parking requirements for businesses.

Signage

- On-street parking signage is confusing.
- Several members of the public commented on providing concise signage to alert the public where they CAN park.
- Public Parking signage is desired. Several people commented on the lack of visibility and knowledge of the Wadsworth Square parking lot as free public parking lot.

Transit

- Provide free neighborhood shuttle. Consider looping the shuttle on nights, weekends and in high peak demand times throughout the year.
- Provide “free” remote parking lots for shuttle to access.

Pedestrian

- Consider the needs of people who do not drive due to personal choice. These people prefer to walk to their destinations in a safe manner.
- Enforce the pedestrian right-of-way in crosswalks.

Bicycle

- Consider bike share stations within walking distance of lower income housing for people without cars.
- Provide/incorporate public safety educational awareness for general public – “mobility safety” for both bicyclists and motorists.
- A number of cyclists noted they prefer to travel down Harvard St. versus travelling down Monroe due to safety concerns and fragmented bike lanes.
- Provide consistent bike lanes along the corridor.
- Provide protected bike lanes for safety.



Enforcement

- Several people commented on tickets they received within the study area. Shared access between parking lots would allow those travelling to Monroe for shopping/dining to park without fear of getting a ticket. The public commented since receiving parking tickets they have considered alternate destinations to spend their money versus trying to find parking along Monroe when shopping/dining.
- One member of the public strongly felt her business (along Monroe Avenue in the Upper Monroe neighborhood) is hindered by lack of parking enforcement. Her business shares three, time restricted on-street parking spaces with adjacent business owners. Her customers cannot walk a block with the type of goods/services she provides.

Action Items

- Coordinate and schedule PAC Meeting #4
- Finalize recommendations and implementation strategies.
- Provide City and PAC member with final draft sections of report.
- Present final report to Genesee Transportation Council for adoption.

The foregoing is considered to be a true and accurate record of all items discussed. If any discrepancies or inconsistencies are noted, please contact me immediately.

Thanks for your participation.

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Project Manager

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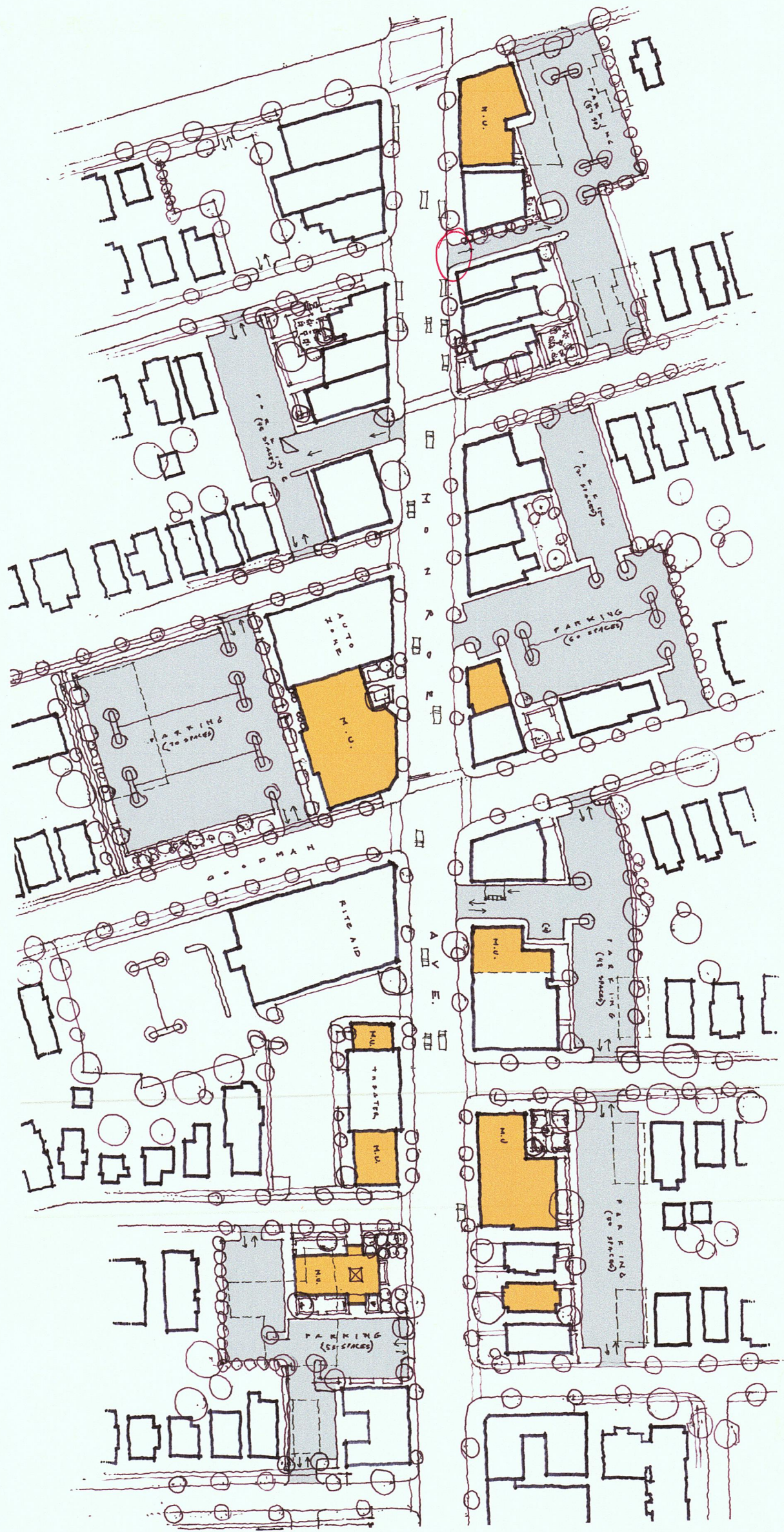
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Preliminary Recommendations

MONROE AVENUE Parking/Mobility Study

Short-term Recommendations



Parking

Restrict parking to 2 lots/garages, provide free neighbourhood shuffle

- Define on-street spaces - "tick" pavement markings
- Facilitate the creation of shared-parking lots
- Provide remote parking lot and/or shuttle service
- Utilize parking apps for smartphone users
- Expand availability of Wadsworth Square lot
- Unbundle parking for multi-family residences
- Zoning code review and revisions
- Track utilization progress throughout the year
- Expand on-street parking access for ADA spaces

Signage

- Reduce time limit signs & install missing signage
- Provided wayfinding signage to public parking

Transit

- Provide shelters at bus stops, install seating and incorporate bike parking facilities at bus stops

Pedestrian

Enforce pedestrian right-of-way in crosswalks!!

- Provide countdown timers at lighted intersections
- Repair and delineate existing crosswalks and provide new crosswalks at mid-block intersections

Bicycle

Provide protected (separated) bike lanes

- Continue efforts to incorporate defined bicycle lanes
- Provide bicycle parking shelters / Repair Stations
- Install bicycle parking at bus stop/shelters to promote cross-mobility for users

Enforcement

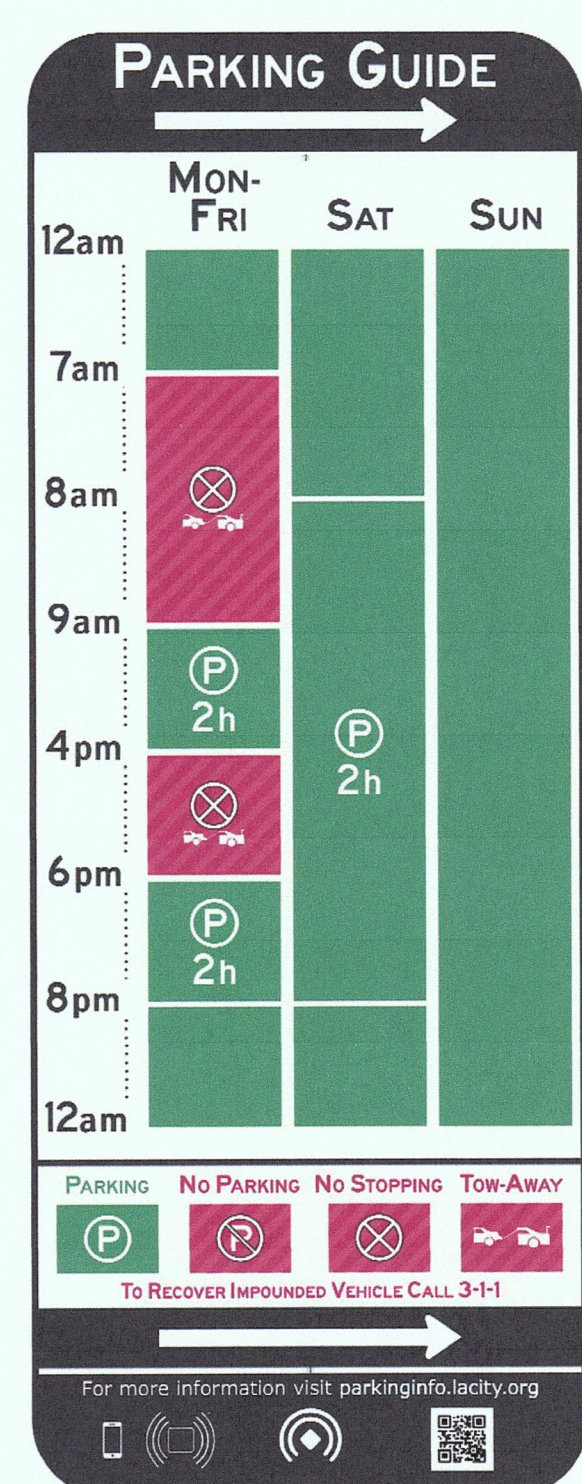
25 MPH enforced speed limit - multimodal friendly

- Shift to customer-friendly approach incremental fines

Zoning

- Code review and revisions
- Parking requirements: *Remove parking requirements for business COO*
- Establish design guidelines
- Form based code
- Incentive zoning

Mid-term Recommendations



Parking

No parking on-street at all: 10 min pickup w/floppers only

- Create a neighborhood parking benefit district
- Establish Monroe Avenue Parking Manager/Committee
- Residential permit parking - high utilization areas
- Review and adjust travel lane geometry throughout the corridor

Signage

- Change alternate parking regulations

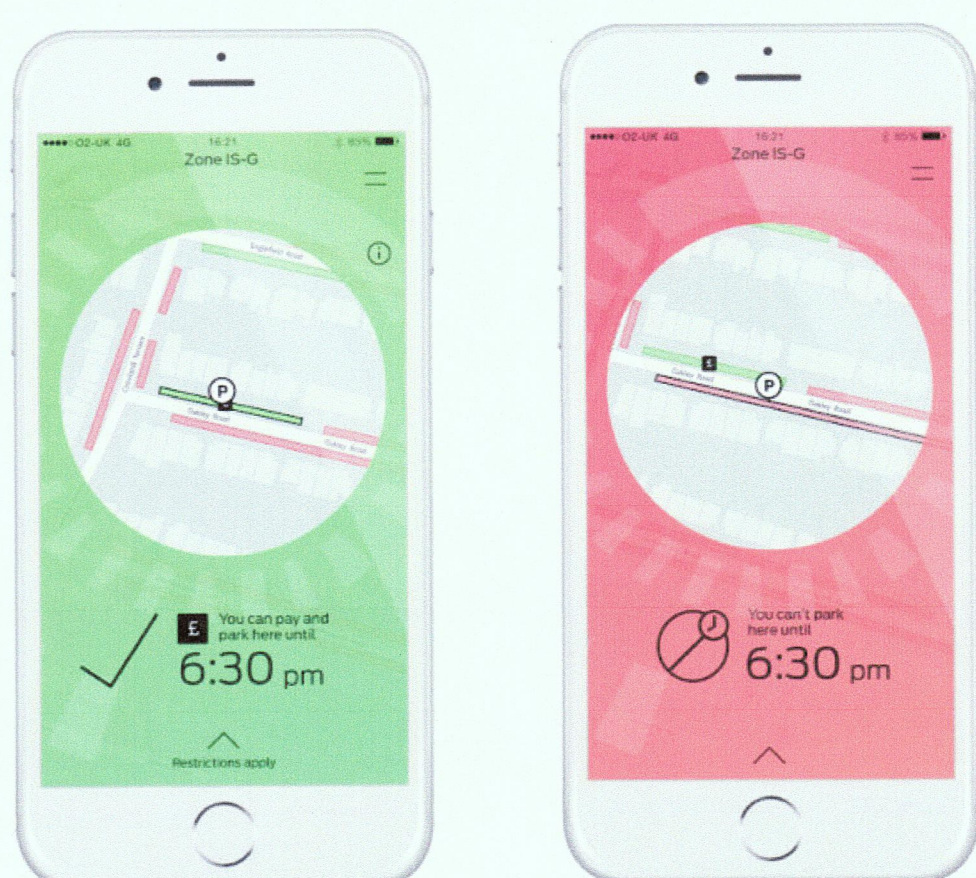
Transit

- Review and expand transit frequency

Pedestrian

- Install mid-block crossings
- Install parking "bump-outs" / curb extensions

Long-term Recommendations



Parking

Free park & shuttle from 2 points only

- Expand parking technology
- Convert existing parking lots to structured or stacked parking
- Mixed-Use parking garage

Transit

- Bridge enhancements at I-490
- Explore alternate transit options including a street car that connects City Center to Brighton