

Overview

Outreach methods utilized as part of the Mount Hope Avenue Phase 2 Project included the following:

- Door-to-door outreach with every business along Mt. Hope Avenue in August 2017
- Focus groups in September 2017 (2 focus groups)
- Community Workshop in September 2017
- Outreach to 40 property owners in April 2018
- Engagement with Upper Mount Hope Task Force 2017 – 2019 (18 monthly meetings attended to date)



What We Heard

The City and its consultant team asked for feedback on the design at workshops, focus groups, through door-to-door outreach, and meetings with the Upper Mount Hope Neighborhood Association and Task Force. Below is a summary of what we heard:

- Pedestrian safety is a key concern. People drive quickly on Mount Hope Avenue and traffic calming is needed.
- Mount Hope Avenue is a barrier to pedestrian crossing. Add a mid-block crosswalk.
- Create a welcoming atmosphere. This corridor is a vibrant part of the City of Rochester, not a conduit to West Henrietta Road.
- Proposed streetscape and gateway features should require low levels of maintenance.
- Don't clutter up the streetscape with too many poles.
- We want to understand the timeline and potential construction impacts.

What We Did

Based on public feedback, the City and engineering team made incorporated the following elements into the design:

- A mid-block crosswalk with flashing beacons
- Ornamental light poles with banners and decorative signs
- 7-inch high curb
- Driver feedback signs (for speed)
- Contrasting color in the center two-way left-turn lane
- Initiated a neighborhood traffic calming study for Shelbourne, Lattimore, Westmoreland Road
- A Gateway feature designed with input from the Mount Hope Task Force
- Hardscape or turf snow storage areas, block by block, informed by door-to-door outreach
- Provided a letter to state officials supporting the Upper Mount Hope Neighborhood's search for funding to bury overhead electric, telephone, and cable lines

