WEST MAIN MULTIMODAL TRANSPORTATION + PLACEMAKING PLAN

Steering Committee Meeting #5

March 26, 2021

Agenda

- Quick Refresher on Project Timeline
- Engagement Updates
- Summary of Survey #2 Results
- Review of Land Use/Public Realm Existing Conditions
- Revitalize Rochester Fund (RRF) Update
- Wrap Up & Action Items

Project Timeline

Project Deliverables

1. Public Engagement Plan
2. Existing Conditions and Needs Assessment
3. Design Alternatives and Recommended Strategies
4. Final Vision and Implementation Plan

TIMELINE

NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP

OUTREACH PHASES

Awareness → **Community Goal Setting** → **Co-Creation of Solutions** → **Draft and Final Report**

PHASE FOCUS

Awareness
- Introducing project to the community
- Recruiting project ambassadors

Community Goal Setting
- Collecting goals from previous planning efforts
- Refining goals that are specific to West Main
- **Establishing existing and future conditions**

Co-Creation of Solutions
- **Developing and refining strategies to address all the project goals**

Draft and Final Report
- Prioritizing actions
- Developing implementation strategies
- Presenting final plan

Engagement Updates

- Surveys
  - #1 – Review/refinement of previous community goals
  - #2 – Confirmation of refined project goals and vision
  - #3 – Ground truthing existing conditions and starting to share ideas
    - Now live! https://www.surveymonkey.com/r/wmain3

- Pop Ups
  - Thursday 2/25 – MOCHA
  - Friday 3/5 – MOCHA
  - Tuesday 3/23 – Carriage Factory
  - Thursday 3/25 – MOCHA
  - Thursday 4/8 from 4-6PM – MOCHA

Engagement Updates

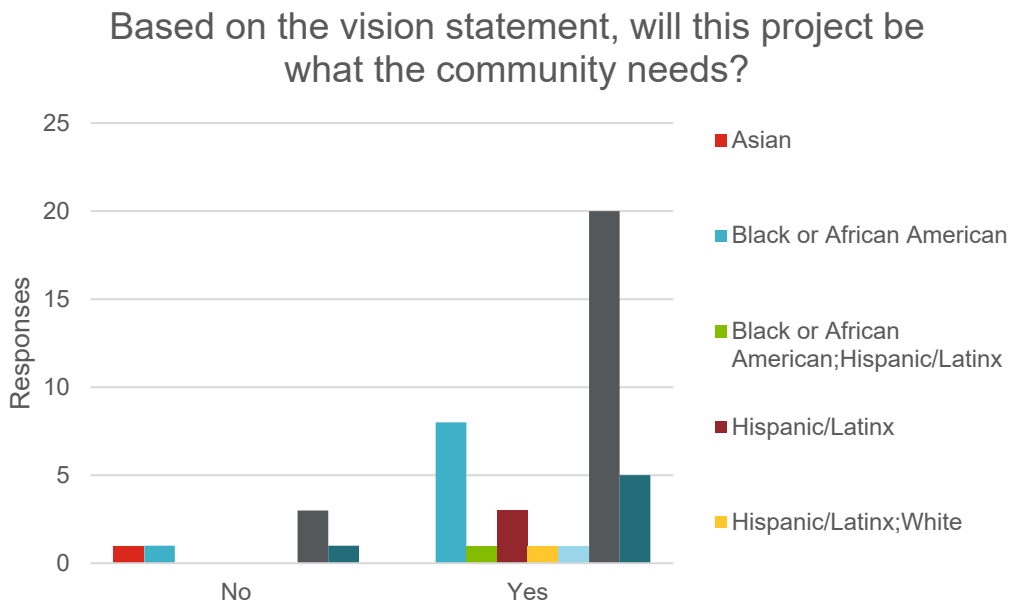
- We had low responses on survey #2. Possible factors are:
  - Survey Complexity
  - Subject Interest
  - **Survey Distribution**
- We need your help with Survey Distribution, how can we make it easiest for you?
  - Email template?
  - Social media post to share?

Summary of Survey #2 Results

- Goals
  - Finalize specific project goals and overall vision
  - Learn about people and places in the community that are important to people

Summary of Survey #2 Results

Draft Vision Statement: The West Main Multimodal Transportation and Place-making Plan is a transportation and public realm improvement effort rooted in an inclusive, community-based leadership and decision-making process. The plan will focus on:(1) improving and expanding safety, comfort, and accessibility for people walking, biking, and taking the bus;(2) supporting and fostering sustainable economic activities and opportunities; and(3) celebrating and promoting the history, culture, legacy of surrounding communities.



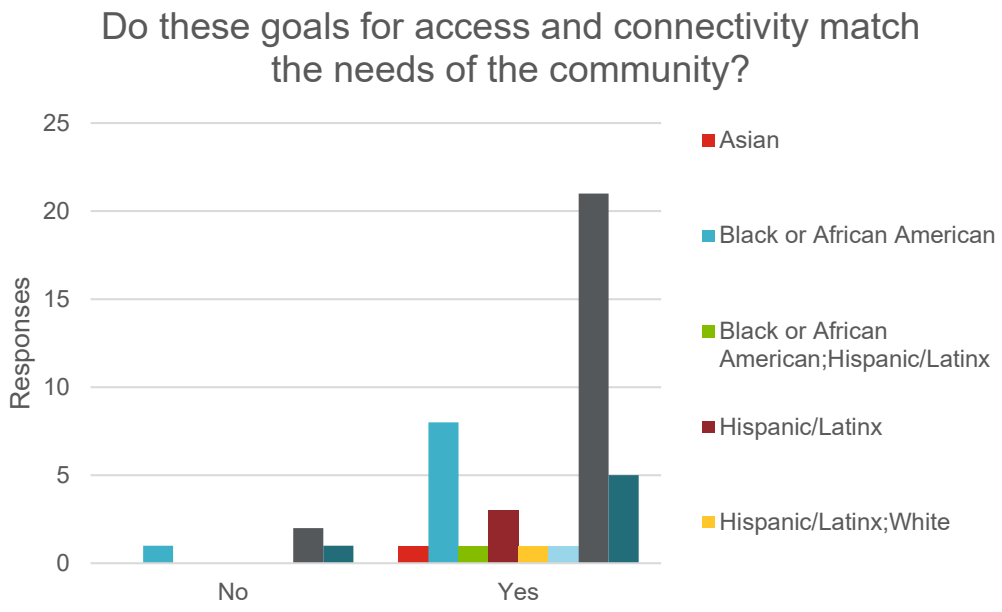
Community Suggestions for Vision Statement

- Try to make it shorter and more succinct
- Directly confront personal security concerns that exist on West Main (people who feel uneasy about panhandling, crime, etc.) as part of (1)
- Incorporate preservation and renovation of historic buildings as part of (3)

Summary of Survey #2 Results

Draft Access and Connectivity Goals:

1. Provide a high-quality experience for people taking the bus by improving bus stops.
2. Provide safe and accessible spaces for pedestrians and bicyclists of all abilities.
3. Provide a comfortable walking experience with streetscape improvements including street trees, lighting, benches, and flower boxes.



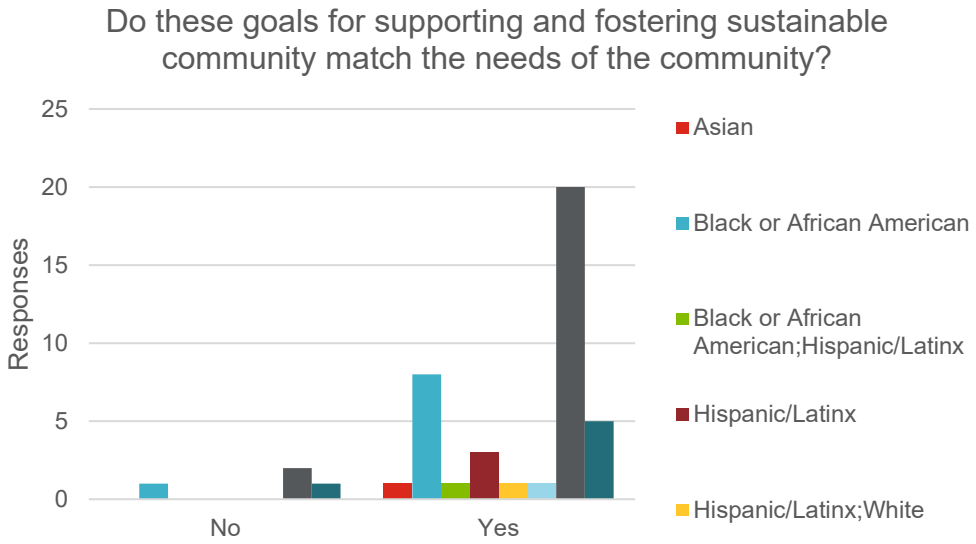
Community Suggestions for Access and Connectivity Goals

- Be more direct and specific about the strategies
- Incorporate transit service quality in addition to transit access at bus stops
- Incorporate maintenance considerations into goals and solutions (ex. Flower boxes require maintenance, snow clearance impeded all-year access)
- Demonstrate a commitment to preserving access to West Main for people (and potential customers) who pass through but do not live in the area
- Incorporate accommodations for storefront or sidewalk commerce
- Incorporate street buffers to separate fast moving traffic and people on the sidewalk
- Define “high quality experience” for (1) and consider ways to incorporate greenery and play areas around bus stops
- Incorporate slowing down cars as a goal
- Incorporate smart city features

Summary of Survey #2 Results

Draft Supporting and Fostering Sustainable Community Goals:

1. Expand and maintain clean, safe, and accessible sidewalks.
2. Find temporary uses for vacant land before it's permanently developed or reused.
3. Support existing businesses by expanding existing small business programs and increase local job opportunities through workforce training and development.
4. Support and expand high quality affordable housing opportunities and create strong anti-displacement policies before making major investments.



Community Suggestions for Supporting and Fostering Sustainable Communities Goals

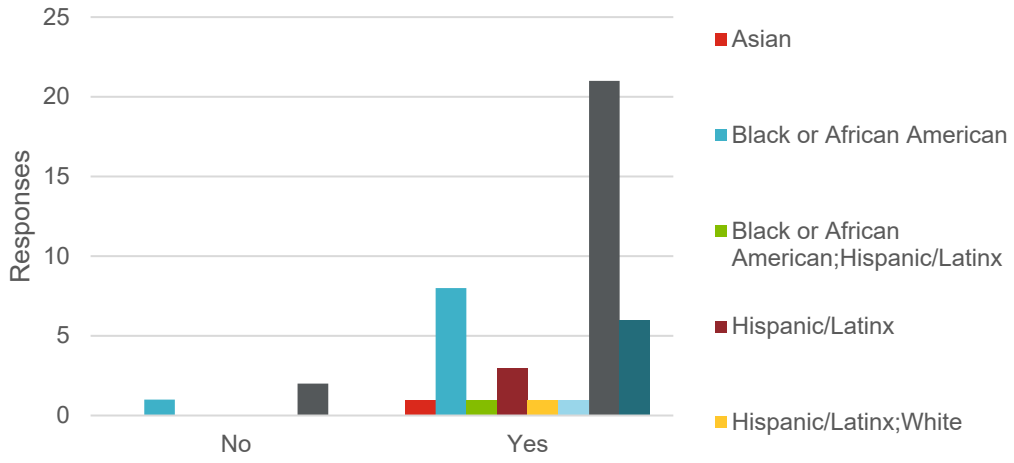
- Incorporate incentivizing new employers to locate to the area – existing small businesses are critical but only part of the solution.
- Identify potential of vacant land to serve in business0supportive capacities, like parking.
- Make it clear that for businesses to thrive on West Main, more than just local community patronage is important
- Focus on generating the type of businesses that are needed in the community – grocery, bakeries, banks, florists, gift shops, etc.
- Add parking goals
- Add a focus on community pride, ownership, and neighborhood morale – these will help ensure investments are protected and that deterioration doesn't follow

Summary of Survey #2 Results

Draft Celebrating and Promoting History, Culture, and Legacy Goals:

1. Empower community organizations and residents to lead the development and implementation of the vision for West Main.
2. Acknowledge, promote, and preserve elements of cultural significance - including the legacies of Susan B. Anthony, Frederick Douglass, and other leaders – while enhancing their relevance for current residents.
3. Uplift the neighborhood by funding and promoting creative, community-oriented activities including street murals, sculptures, festivals, and other artistic expressions.

Do these goals for celebrating and promoting history, culture, and legacy match the needs of the community?



Community Suggestions for Existing History, Culture, and Legacy Goals

- Directly confront history of residents and community organizations being ignored
- Incorporate maintenance and renovation of existing historic businesses
- Focus energy on (1) – it is the most important
- Look forward, not backward – there is plenty that already exists for history, make sure to lift up contemporaries
- Incorporate the need to accommodate visitors to the area as part of promotion – have to have people to promote to

Summary of Survey #2 Results

What people or places on West Main Street are most important to you and why?

Historic

- Susan B. Anthony
- Susan B. Anthony Museum
- History of Bulls Head
- Frederick Douglass

Contemporary

- 1872 Café
- Bus Stops
- Somali African Restaurant
- Floral Boutique
- Family Dollar
- Nick Tahou
- Andy's Southern Deli

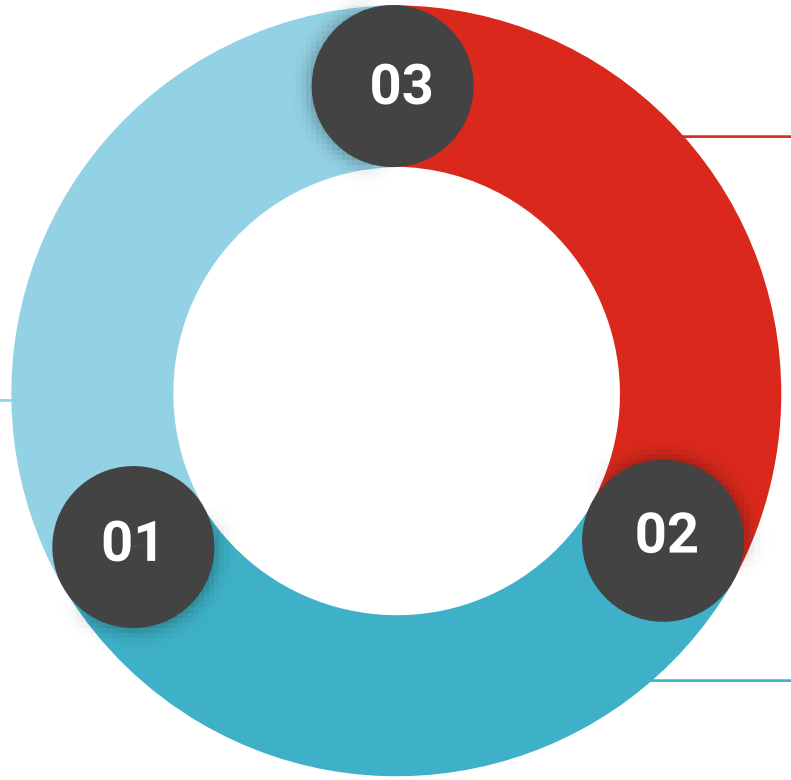
Contemporary

- Sew Green
- 540 W Main
- Saints Peters and Paul
- Business owned by Black and brown community members
- Fish market
- Convenience stores
- Plaza at the intersection of Genesee and West Main
- Walgreens
- Regular people – the ones who live here
- Rochester Housing Authority
- MOCHA
- Art supply store
- Brue Coffee (not on West Main)

Survey #3

- Goals
  - Share draft findings with the public and stakeholders to confirm, debunk, or deepen findings
  - Begin process of collecting community-sourced ideas for the future
- Questions
- Share!
  - https://www.surveymonkey.com/r/wmain3

Approach to Ground Truthing Data



Develop Initial Findings

Use existing data to develop an initial understanding of physical, social, and economic conditions

Refine Findings

Use feedback to refine findings that will form the baseline understanding for the next phase of the project

Ground Truth Findings

Share draft findings with the public and stakeholders to confirm, debunk, or deepen findings

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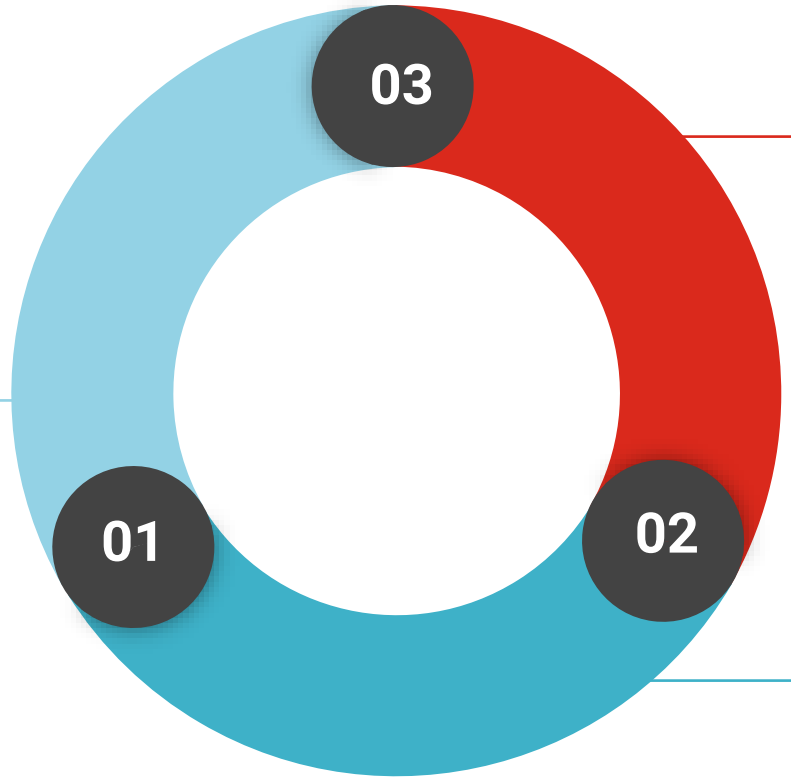

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Share draft findings with the public and stakeholders to confirm, debunk, or deepen findings

Begin process of collecting community-sourced ideas for the future

Review of Land Use/Public Realm Existing Conditions

Existing and Planned Conditions and Needs Assessment

- Changes to outline based on Steering Committee Feedback
  - Streamlined/shortened the Context/Introduction section
  - Incorporated histories into each topic area
    - Ex. Historic transportation uses and patterns is now under ‘The Build Environment’ section instead of up front
  - Added public health lens to the ‘Context and Introduction’ section

Existing and Planned Conditions and Needs Assessment

1. **Context and Introduction**
2. **Social and Economic Life on West Main**
3. **The Built Environment**
   - History of the Built Environment (1 page)
     - Adjacent land use
     - Previous street right-of-way and streetscape designs
     - Historic transportation uses and patterns, including streetcars
     - Historic photos from City Archive
   - The Transportation Conditions (3-4 pages)
     - Multimodal transportation analyses
   - The Public Realm (1-2 pages)
     - Streetscape, active building frontages and uses, etc
   - The Buildings and Land Use (1 page)
     - Zoning, planned development, vacancy, etc.
4. **Defining the Future**

Existing and Planned Conditions and Needs Assessment

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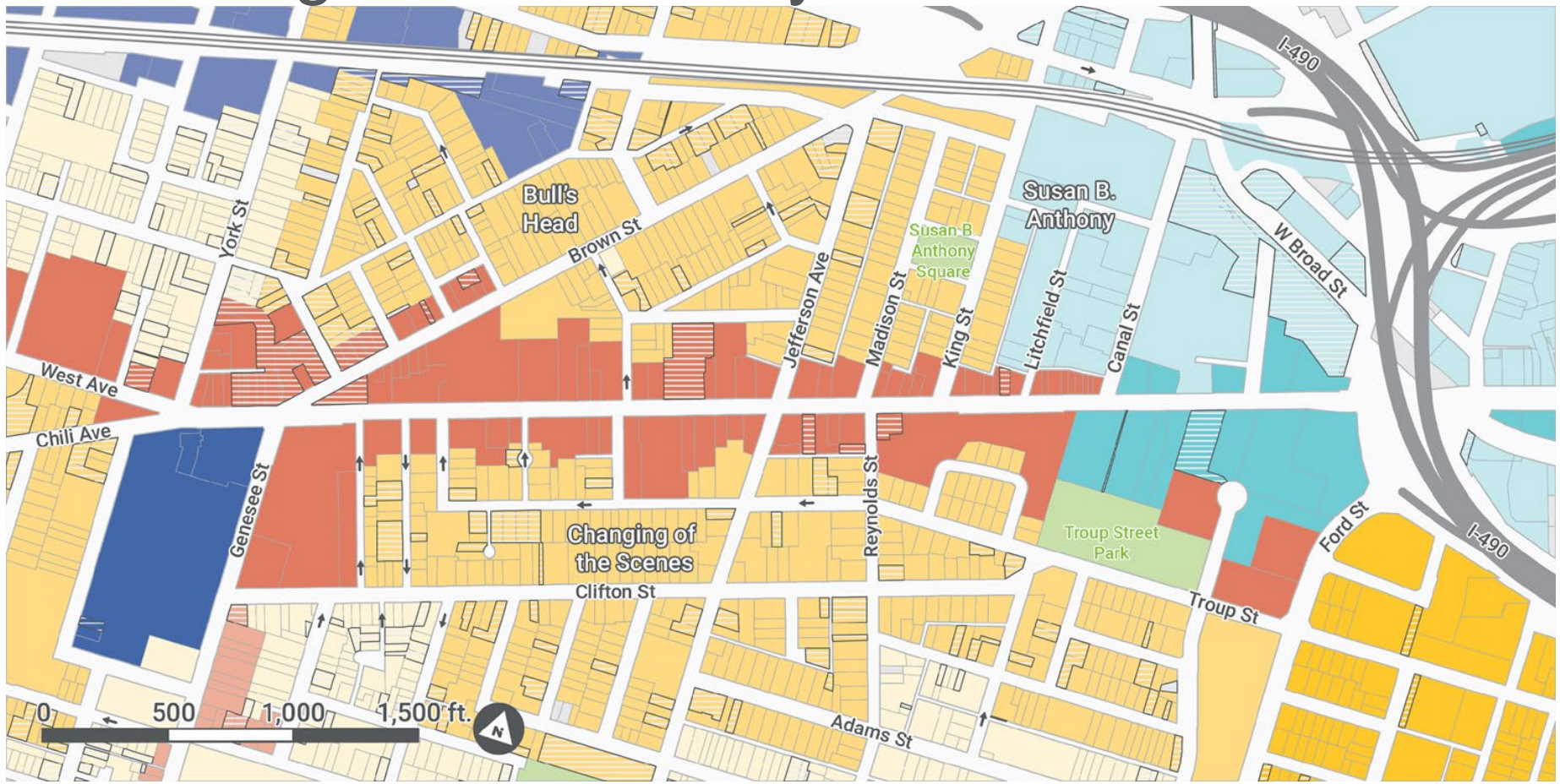
4. **Defining the Future**

Land use regulations on West Main give flexibility to meet a wide range of community needs

Zoning and Land Use

- Open space
- Vacant land
- No data
- St. Mary's Campus
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Community Center
- Neighborhood Center
- Industrial District
- Center City Main Street District
- Center City District (other)



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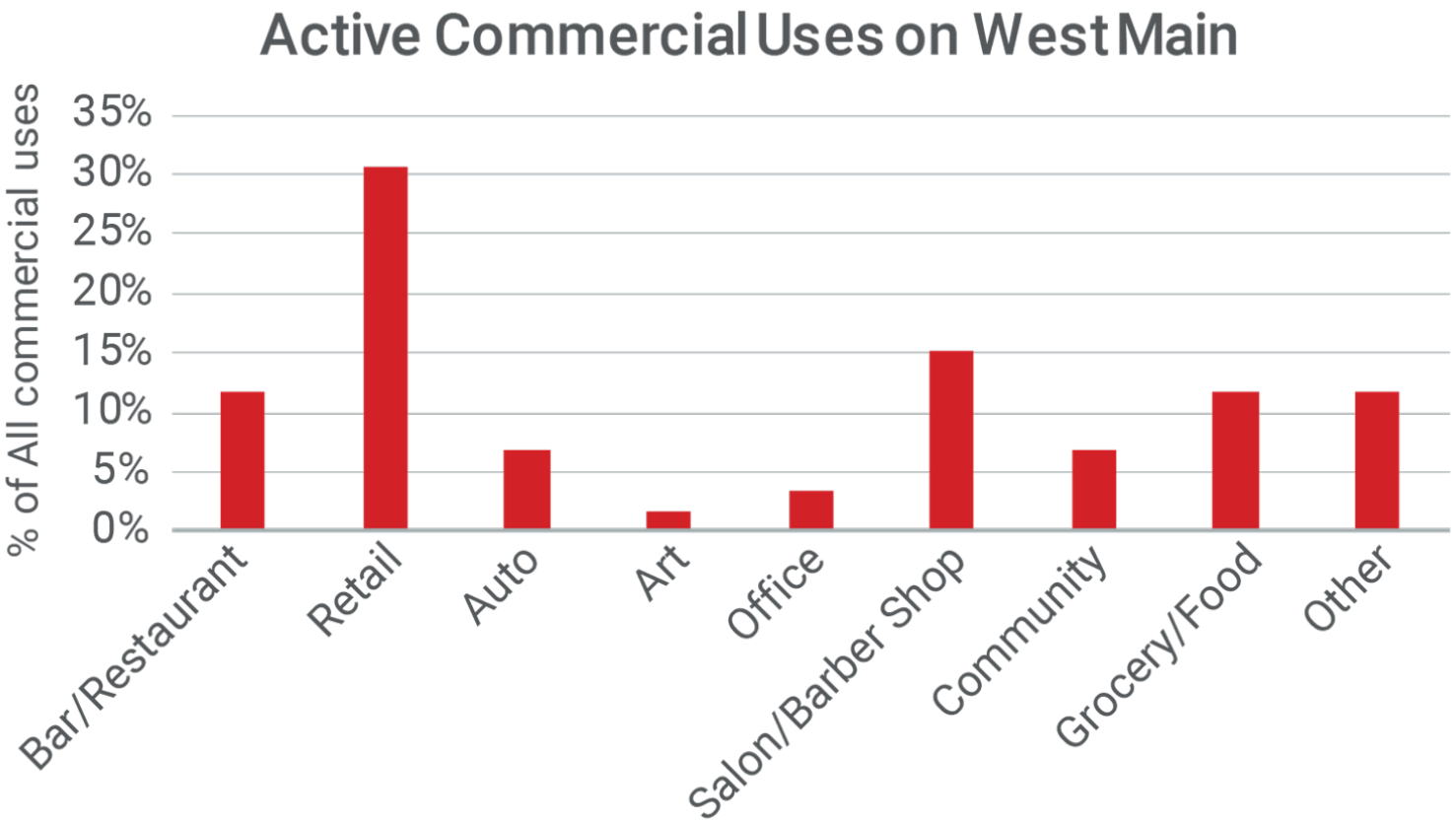
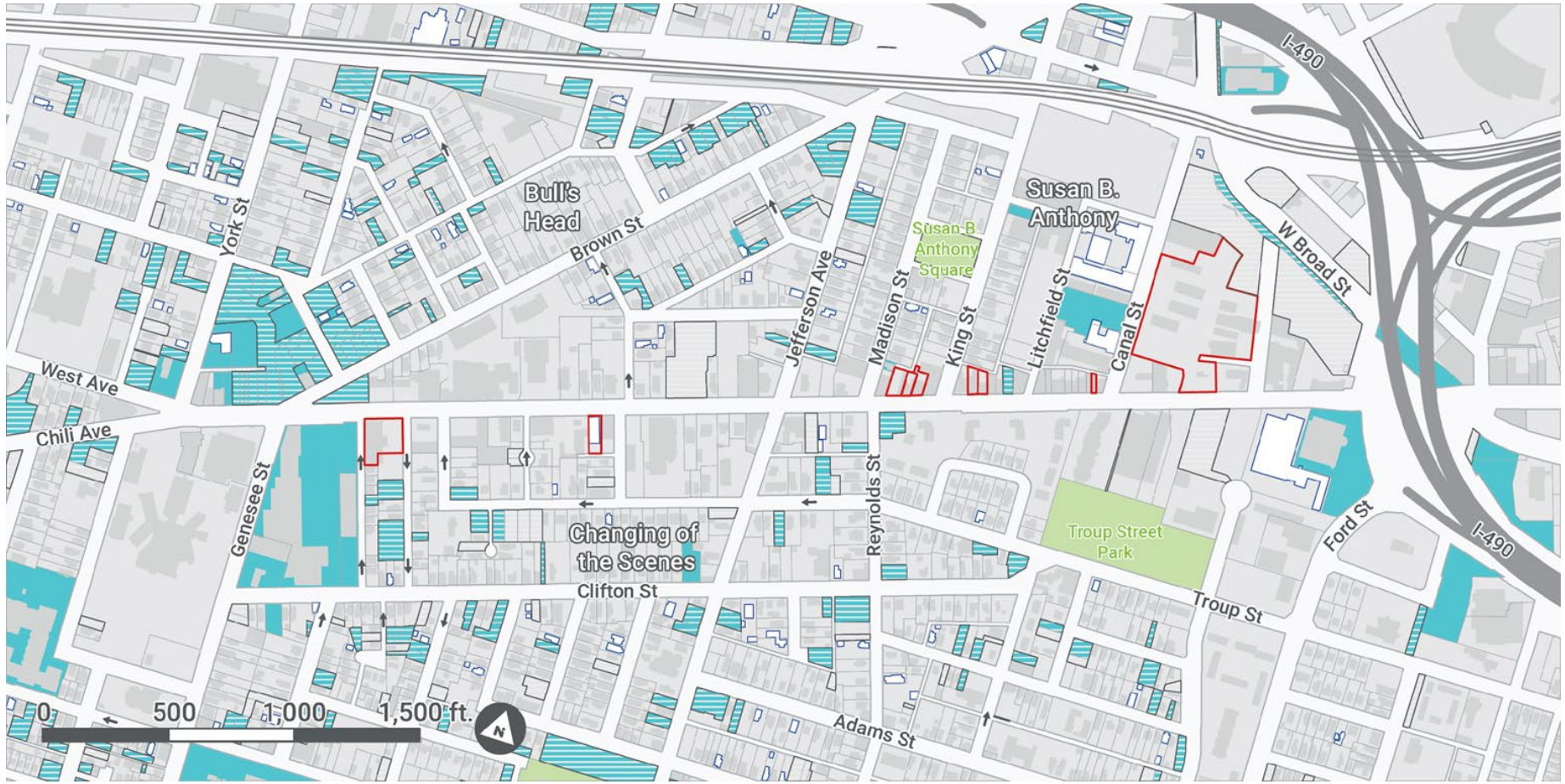


Though there is not much completely vacant land on West Main, there are clusters of storefronts available for lease

Vacancy and City-Owned Land

- Open space
- Vacant land
- Vacant building
- Occupied building
- Site with one or more commercial vacancies
- City-owned land



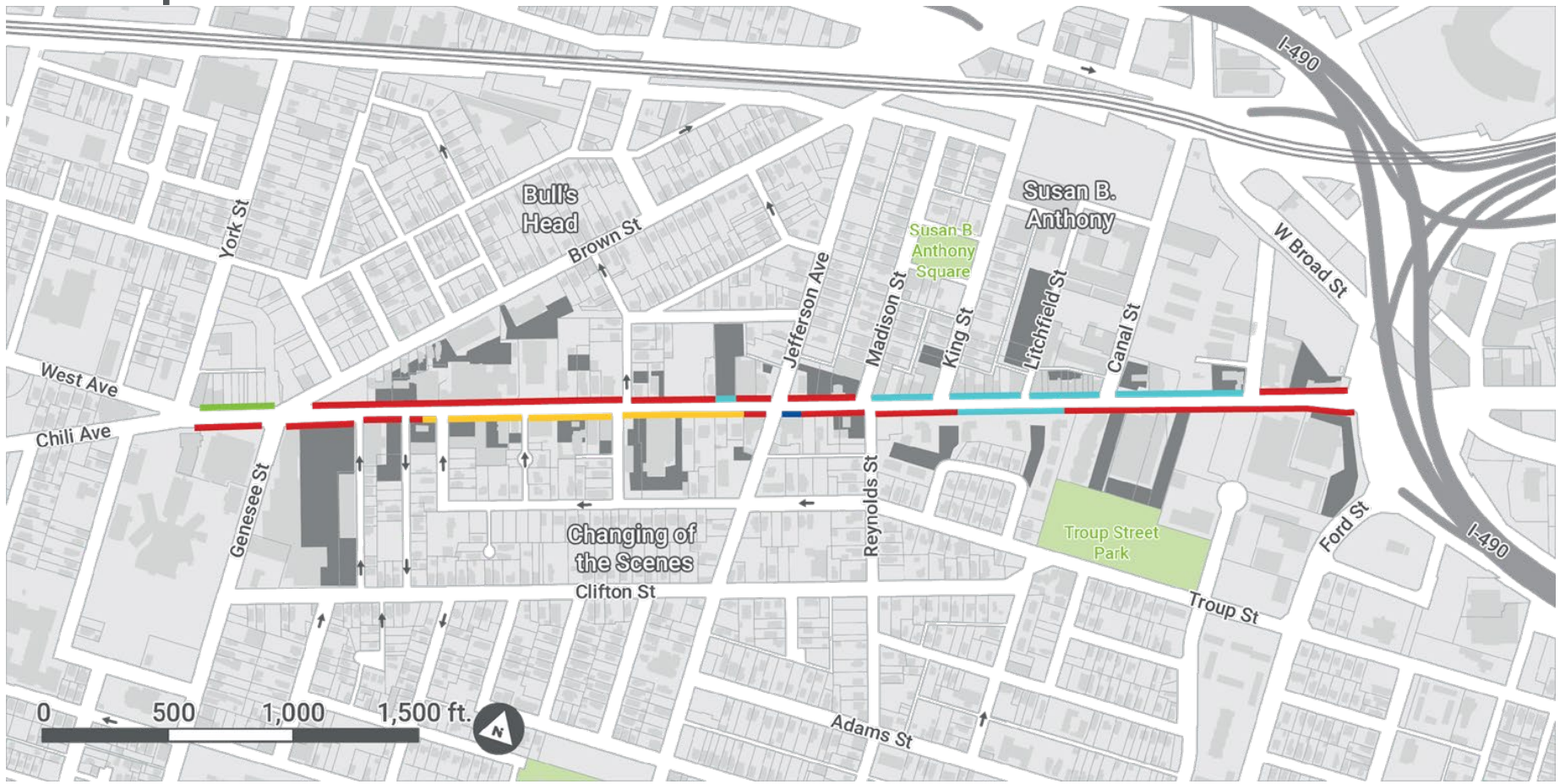
Some parts of West Main are more active and engaging for pedestrians than others

Pedestrian Environment

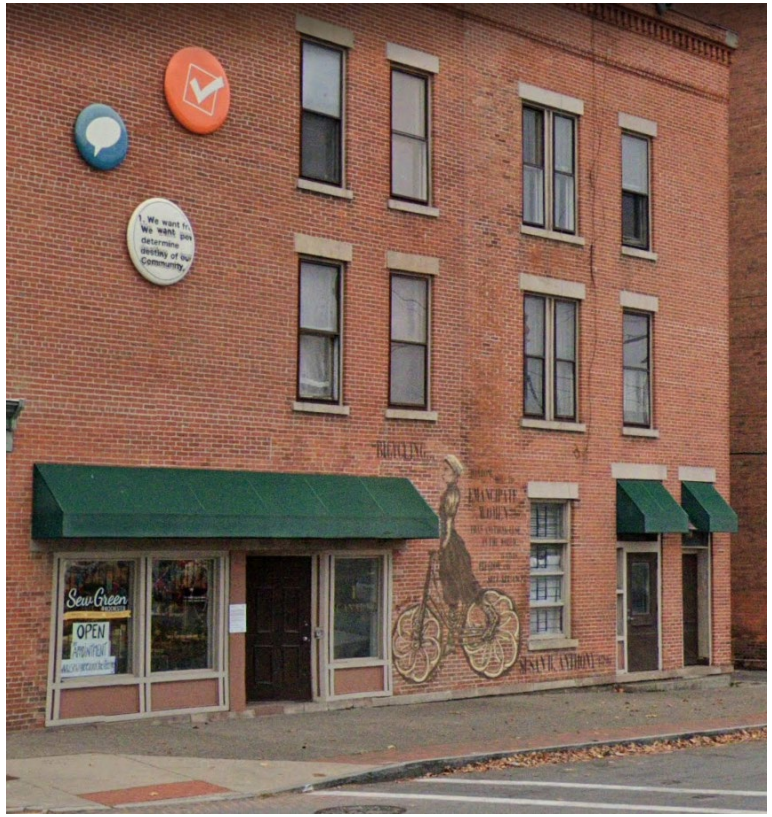
- Crosswalk across West Main St
- Driveway
- Bus stop
- Bus stop with shelter
- Tree on or near West Main
- Commercial site with storefront
- Commercial site without storefront
- Commercial site with one or more vacancies
- Vacant land

Some parts of West Main are more active and engaging for pedestrians than others

Along most of West Main, there is no parking or other curbside use permitted on-street



West Main Street has many historic buildings and displays of public art honoring local culture and leaders

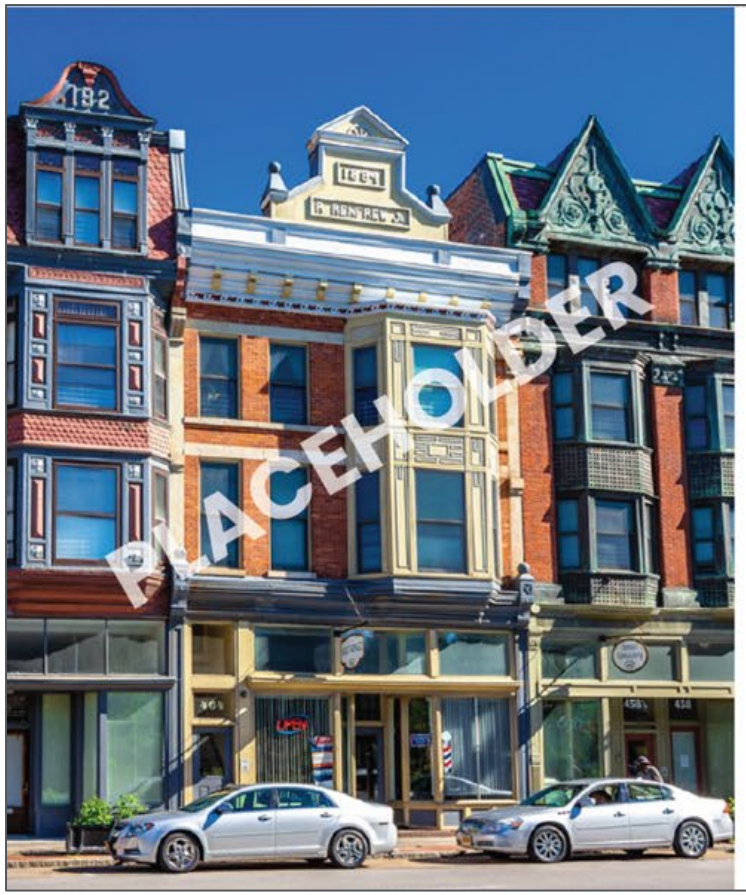


West Main has fewer street trees in the public right-of-way compared to the other streets in the neighborhood

Environmental Assets & Challenges

- Street tree
- Vacant land
- Open space
- Shared-use path
- Current or former gas stations, auto shops, & dry cleaners
- Active or known environmental remediation sites

Existing + Planned Conditions and Needs Assessment Sample



Transportation Conditions

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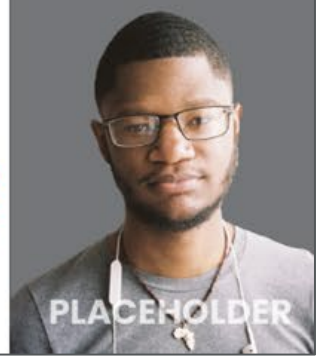
People who live around West Main Street have a lower rate of vehicle access than the Citywide average

- On average, 26% of Rochester residents do not have access to a vehicle. In the areas around West Main, 40% of residents do not have access to a vehicle.
- Car access is not evenly distributed, even with the project study area. North of West Main, car access is higher than the city average, but to the southwest as many as 65% of households do not have access to a car.

WEST MAIN STREET - TRANSPORTATION & PLACEMAKING STUDY

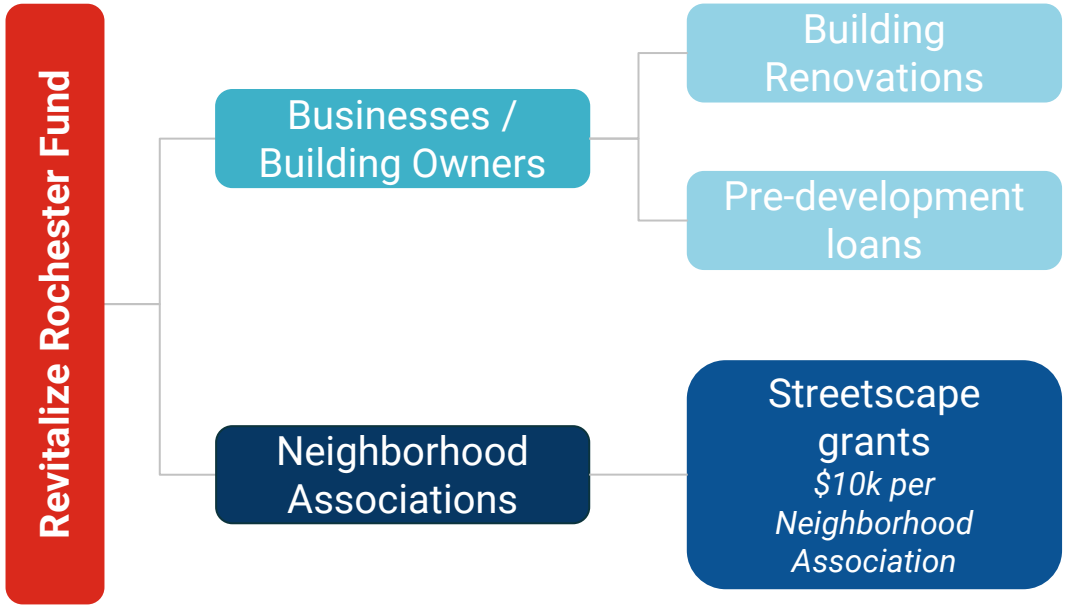
"This section includes a quote from someone who lives or works near West Main Street about the difficulties of not having reliable access to a car"

Joe Sample
6 Madison Street



Revitalize Rochester Fund Update

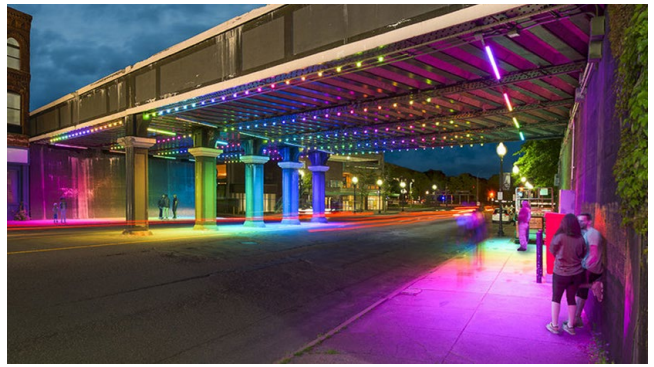
- The fund offers an opportunity for a coalition of community groups to use funds for early implementation of streetscape elements
  - This offers a tangible near-term benefit for community participation

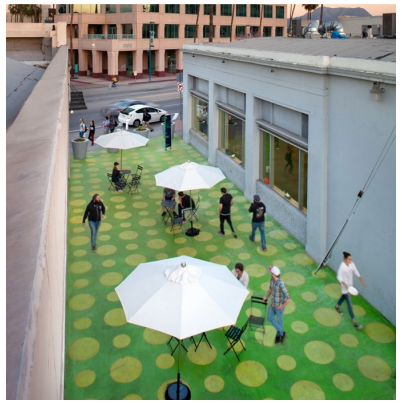


Revitalize Rochester Fund Update

$10,000 → ***$30,000***

1 Neighborhood Association	2 Neighborhood Associations	3 Neighborhood Associations





Wrap Up and Action Items

- Help us spread the word about Survey #3
- Help us spread the word about popups
  - Thursday 4/8 from 4-6PM – MOCHA
  - Friday 4/9 - weather permitting, outside (suggest a location!)
- If you're able and interested, share photos of West Main
- 540 W Main Gentrification Conference (4/9-4/10)
  - *"The 2021 Gentrification Conference presents a historical recap of Rochester's movements and resistance led by BIPOC community activists around issues related to gentrification, housing injustice and environmental racism. Discussions will center how these movements have continued in the modern era in Rochester and beyond."*
  - Price to attend: $0 - $60 (**scholarships available** – if you're interested in attending but are concerned about the cost, get in touch with Lydia/Darin!)