



CITY OF ROCHESTER
**WEST MAIN
MULTIMODAL
TRANSPORTATION
+ PLACEMAKING
PLAN**

DECEMBER 2021



Photo of "Coach Rob,"
who travels down West
Main by bike every day.





Trying to cross the street to Family Dollar after getting off the bus.



The bus heading to Downtown.

Acknowledgments

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Rochester 2034: Moving Forward

This Plan is one of many ways that the City of Rochester is implementing the *Rochester 2034* Comprehensive Plan. Many of the guiding principles, goals, and strategies of *Rochester 2034* helped shape this planning process. Learn more at: www.cityofrochester.gov/Rochester2034.



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What should West Main look like?

How should it feel?

How should people be able to get around West Main?

What support do existing local businesses need?

What new businesses or services does the community need?

What kinds of policies will help generate wealth for existing community members?

How and where can public art be used to express the spirit of the community?

What are the community's priorities? How can we bring them to life?

Together with community partners, the City of Rochester and the Genesee Transportation Council launched a project to help answer these questions. Building on Citywide efforts to promote prosperity, sustainability, and justice, the West Main Street Multimodal Transportation + Placemaking Plan establishes an actionable vision for West Main that considers the role of both public, private, and community partners.

EXECUTIVE SUMMARY

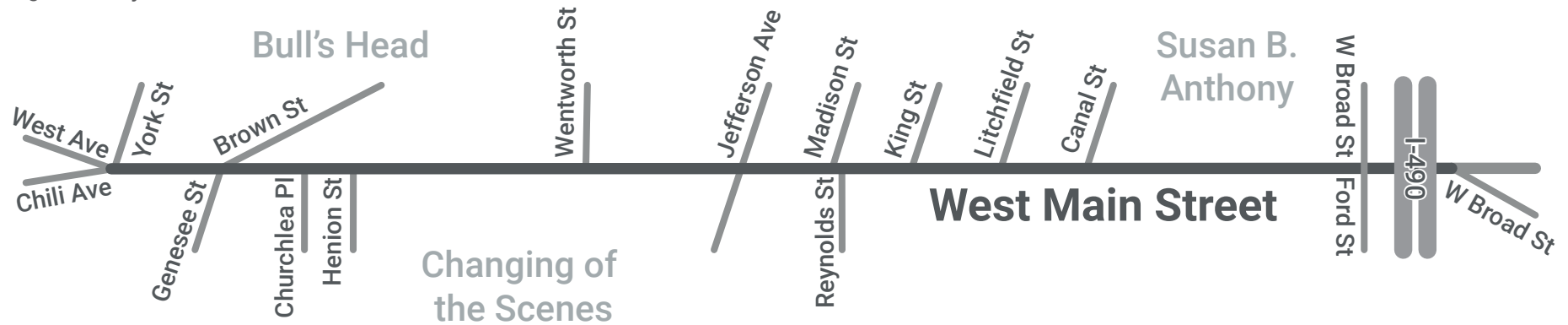
Situated just west of the heart of Downtown Rochester, West Main is a major transportation corridor that carries people to and from the places they need to go. West Main is also a place where neighbors live, shop, socialize, and work. Together with community partners, the City of Rochester and the Genesee Transportation Council launched this plan to engage communities on and around West Main in a discussion about transportation and placemaking investments for the street, stretching from Bull's Head to West Broad Street.

Primary Project Goals

- 1 Improve safety, accessibility, and connectivity**
- 2 Support sustainable communities and grow community wealth**
- 3 Celebrate and promote history, culture, and legacy**

Beginning with community goal setting, this plan was developed through the collaboration of residents, community members, and a steering committee comprised of government partners, local property and business representatives, community organizations, advocates, and residents. Building from the goals established through many previously completed plans and initiatives – such as *Rochester 2034*, *ReImagine RTS*, and the *Bull's Head Revitalization*

Figure 1. Project Area



Plan – community partners helped refine goals that speak to the specific needs of West Main. Through this process, it quickly became clear that any discussion about West Main’s transportation and placemaking futures could not take place in a vacuum; while people shared ideas and excitement about the street design possibilities for West Main, they also stressed that other community priorities – like preserving affordability, addressing crime, building community capacity, and growing community wealth – were critical to consider alongside any discussions about investments to the built environment.

The primary goals established for the project reflect this desire to plan for West Main from many angles:

Plan Process

This visioning process began in late 2020 and included four phases. In total, this planning process included 10 steering committee meetings, 10 pop-up events on or around West Main, 4 one-on-one stakeholder interviews, 4 community surveys, and 1 virtual public meeting.

Phase 1: Community Goal Setting – Building on the goals from other recent planning processes, a range of community and steering committee feedback was used to refine the project goals.

Phase 2: Establishing Existing Conditions – Next, the existing conditions on West Main were analyzed and documented using in-person observations, available data, and community insights.

Phase 3: Developing Ideas and Iteration – Using ideas suggested by the community as well as regional and national best practices, street design, placemaking, and policy ideas were discussed and iterated on.

Phase 4: Confirming Recommendations – Finally, the refined concept was shared out for a final round of feedback and iteration.

West Main Today

Using a wide range of information and data points – from on-the-ground conversations to historic archives to large data sets – the existing conditions on West Main were explored to set a foundation for thinking about the future. Some of the key findings of the existing conditions exploration are highlighted below.

Social and Economic Life

Today, West Main is home to a range of locally-owned and -operated businesses, social service providers, community and faith organizations, and cultural institutions. The street is also the center of social and economic activity for the multiple residential neighborhoods in Rochester's southwest quadrant that converge at West Main. There is a lot to celebrate on West Main and a foundation for strong community ties and economic activity to be strengthened in the future.

In many ways, however, West Main and the surrounding neighborhoods show the signs of a community with stretched incomes and a legacy of harm caused by discriminatory policies and practices. People living around West Main have lower household incomes than the City of Rochester as a whole, suffer from higher rates of chronic disease, and are more likely to be underemployed. Local businesses compete for resources and customers with large corporations just outside the study area. And as a predominately Black neighborhood, people carry the weight of living in a society that struggles to reconcile its aspirations for equity with entrenched structural racism. These challenges are significant, but they are not unique to West Main or to the City of Rochester.

Social and Economic Key Takeaways

- Compared to the City as a whole, residents around West Main have several notable demographic characteristics. Around 75% of residents around the study area are Black (compared to 40% citywide) and around 65% of households around West Main have annual incomes below the citywide median of \$35,000.
- Communities around West Main are also more likely to be renters, who are more vulnerable to changing housing markets and who accrue equity far more slowly than homeowners, if at all. Around 75% of housing units around West Main were occupied by renters. Through this process, concerns about displacement accompanied an eagerness to see investment and resources brought to West Main.
- Meanwhile, home purchases have been slow to rebound around West Main since the crash of 2008. Vacant housing in the area makes up a sizable percentage (around 17%) of the full housing supply. Filling vacancies on and around West Main – both residential and commercial – was consistently expressed as a priority through this process.
- Compared to the average rate among all Rochester residents, people around West Main are 38% more likely to be diagnosed with high blood pressure, 45% more likely to have chronic heart disease, and 60% more likely to suffer a stroke. Between 9% and 24% of area residents don't have health insurance, compounding the quality of life impacts of these public health issues.
- West Main is home to a range of small businesses. Within the study area, there are over 70 businesses, the vast majority of which are small businesses owned and operated by women and people of color. There is currently no business association

that is active in strategic and collaborative planning for West Main. Though there is a mix of business types along the street, better access to both grocery and restaurants on West Main was commonly expressed as a specific priority through this process.

- There are also several anchor institutions – including Rochester Regional Health and the Susan B. Anthony House and Museum – that draw people to West Main for distinct purposes. Through this process, people expressed a desire to strengthen, grow, and broaden the range of cultural institutions within the area.

The Built Environment

Today, the built environment on West Main has an inconsistent character that fluctuates dramatically from one end of the street to the other. Adjacent land use and street design reflect a tension between the utility of a high-speed, vehicle pass-through route and an historically walkable, human-scaled place. Some sections of the street express a distinct place that has been nurtured and established, while much of the street perpetuates the idea of West Main as merely a conduit to and from Downtown from areas farther west.

At 66 feet in width, the majority of West Main today includes approximately eight-foot sidewalks on each side of the street, four vehicle travel lanes totaling approximately 40-42 feet, and an additional 8-10 feet that is used either for one lane of on-street parallel parking or turn lanes for cars at intersections.

Built Environment and Transportation Key Takeaways

- Compared to the City as a whole, people around West Main are more likely to rely on walking, biking, transit, and carpooling. Approximately 40% of residents around West Main do not have



Photo of West Main
near King Street
looking east toward
Downtown

access to a vehicle (compared to 26% citywide) and approximately 19% of residents around West Main use transit for their commutes (compared to 10% citywide). In the southwest portion of the study area, as many as 40% of people use the bus to get to work.

- Safety on the street was one of the most common concerns voiced through this process. Between 2015 and 2019, 504 crashes were reported on West Main for an average of one crash every 3.5 days. While around 21% of all crashes resulted in an injury, the injury rate for crashes involving people walking and biking was much higher (72%). Since 2012, three people have lost their lives in traffic crashes on West Main. Speeding was expressed as a major concern by many through this process; In 2019, the average speed of people driving on West Main was 33 mph and around 15% of drivers (3,000 vehicles per day) were recorded traveling above 40 mph, greatly increasing the risk of serious injury or death in the event of a crash. In addition to traffic safety, people frequently expressed concern about crime and personal safety on West Main.
- Though the surface quality of existing sidewalks is generally good on West Main, conditions for people walking are complicated by a range of other factors. Crossing opportunities on West Main are very limited, with as much as 1,500 feet in between crossing opportunities (a 5-8 minute walk), even though demand is very high at some locations; observations from April 2021 showed that nearly 300 people in one day crossed the street at the bus stop near Family Dollar even though there is no crosswalk present. Winter maintenance of sidewalks was also commonly noted as a major issue for people walking, waiting for the bus, and people with disabilities.
- West Main is a key bus route. With the implementation of *ReImagine RTS*, two bus routes provide frequent bus service on West Main, with less-frequent service provided by several other local service routes. Around 600 people each day get on or off the bus within the study area.
- Though West Main connects to several existing and planned bike routes, there is no clear or separate space for people who bike on West Main itself. As a result, some people bike on the sidewalk, some ride in the street with traffic, and some bike in the wrong direction on the street for better visibility and sense of control.
- Around 19,400 vehicles traveled along West Main each day in 2019, with traffic in the westbound direction generally higher than in the eastbound direction. Counts taken in April 2021 during the COVID-19 pandemic show reductions of vehicle traffic at intersections along West Main ranging from 5% to 46% over pre-pandemic conditions.
- On-street parallel parking is provided along around half of the street, most of which is unregulated. Off-street parking lots serve many businesses on West Main, especially along the western half of the study area. Community members have reported that double parking is common in front of some businesses and that more customer- and resident-oriented vehicle parking is desired.
- From murals to painted utility boxes to decorative lighting fixtures, West Main has many historic buildings and displays of public art honoring local histories and leaders. People are eager to see public art – including transformative and iconic public art – expanded and broadened to reflect not only historic legacies but contemporary cultures as well.



Photos showing a range of conditions for people traveling on West Main

A Vision for West Main

Through this process, many big and bold ambitions for West Main were revealed. These ambitions cut across topics – from transportation to community wealth to arts and culture – and acknowledge that these topics are all related. Taken together, the vision for West Main reflects a future where people travel freely and safely; where small businesses grow and prosper; where families become free of financial insecurity; where social justice is felt and seen.

The project’s Steering Committee and the public consistently emphasized the multifaceted and complex forces that affect West Main. While people shared ideas and excitement about the street design possibilities for West Main, they also stressed that addressing the root causes of existing conditions – like housing stability, community organizing, personal security, and equitable resource access – is critically important to include alongside investments in the built environment. Many of these issues are not unique to West Main; they reflect systemic challenges in our society that affect

communities across Rochester and cities nationwide. As such, systemic responses are needed. And while no single project, program, or government entity will be able to single-handedly implement effective responses to these issues, some solutions are actionable at the corridor and local scale. This plan strives to present an honest accounting for these complex issues by including recommendations for both built infrastructure and *invisible infrastructure*, like policies and programs that are felt but may not be seen.

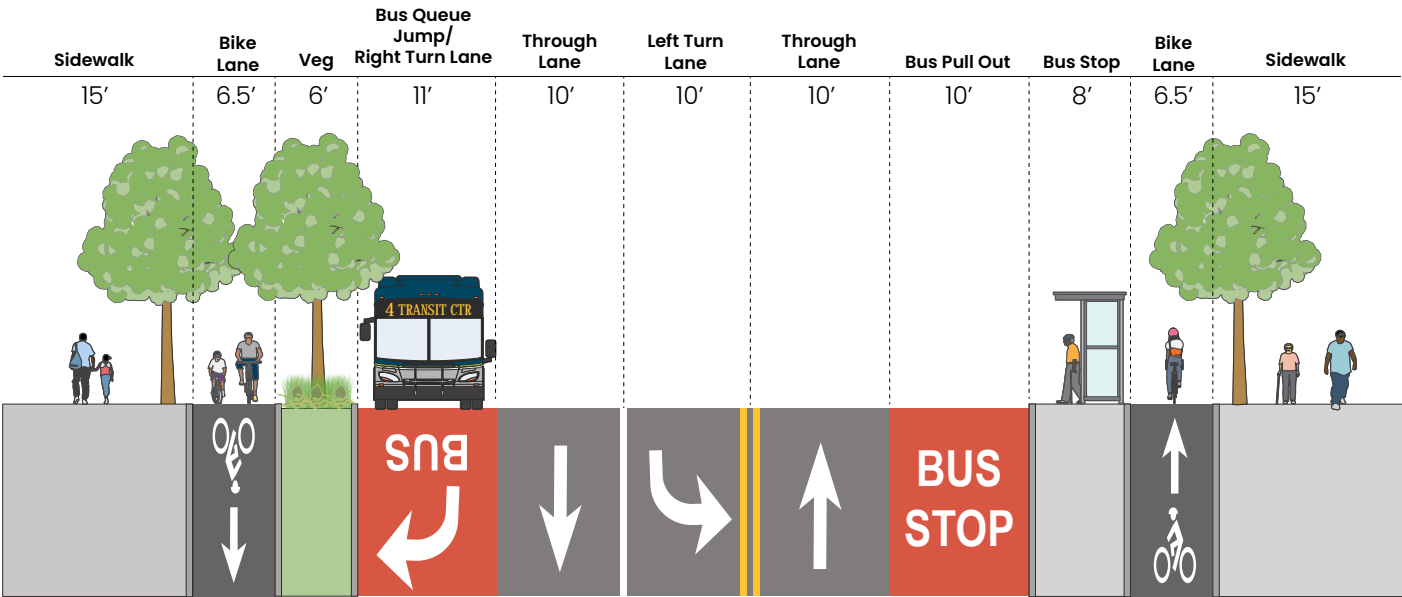
Summary of Recommendations

Using ideas from the community and examples from around the country, a menu of high-level concepts were developed and shared for discussion. With community feedback and direction from the project’s Steering Committee, multiple rounds of iteration and refinement were undertaken to prepare the recommendations in this plan.

Recommendations are summarized at a high-level below, with more detail provided in Part 3 of the plan, including implementation details.

Figure 2. Cross section diagrams showing a range of typical street configurations proposed for West Main.

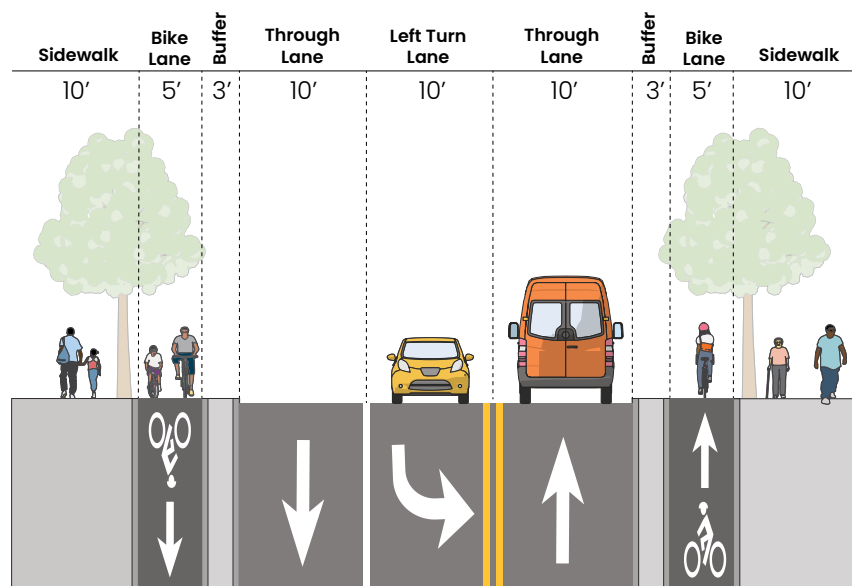
Left: West Main near Genesee Street
Center: West Main near Jefferson Avenue
Right: West Main near Litchfield Street



1 Goal: Improve safety, accessibility, and connectivity

Both design and policy recommendations are included to help address some of the most pressing concerns voiced through this process. In particular, recommendations are focused on addressing traffic and personal safety, a need for more resources to care for the street, and features to support people who walk, bike, and take the bus.

While the long-term concept design includes compromises between competing priorities for the street's limited space, care and thought was incorporated into design decisions both large and small. This concept is intentional about prioritizing on-street parking, sidewalks, and bike lanes over vehicle travel lanes to emphasize the needs of the neighborhood over the needs of regional travelers. Though West Main today functions as a pass through street for many people, feedback from the Steering Committee and public consistently demonstrated a desire for more elements – like wider sidewalks, bike lanes, and trees – that are simply not possible while accommodating multiple lanes for vehicle traffic.

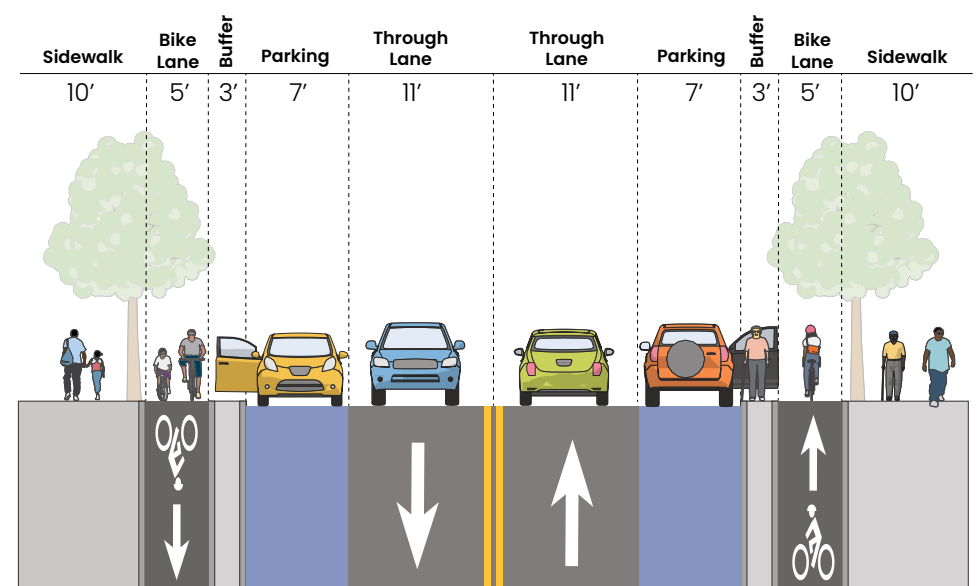


Invisible Infrastructure Recommendations

- Maintain a Clean and Functional Street
- Manage On-street Parking for Varied Demands
- Confront Perceived and Real Crime

Built Infrastructure Recommendations

- Advance planning and secure funding to reconstruct West Main using the long-term vision and community feedback from this process as a guide
- Advance the spirit of the long-term vision with short-term changes through lower-cost construction methods
- Support future design phases in the short- and long-term with updated observations and analyses
- Use the time needed to plan, design, and implement physical changes on West Main to simultaneously advance “invisible infrastructure” recommendations described above



2 Goal: Support sustainable communities and grow community wealth

The recommendations for supporting sustainable communities and growing community wealth are built around community priorities related to expanding community capacity and organizing, preserving affordability and preventing displacement, food access, and leveraging a wide range of economic opportunities, especially related to vacant land and storefronts. These recommendations are situated within a discussion of the many existing policies and programs already supported by the City and other partners, including numerous goals and strategies identified through the City's Comprehensive Plan, *Rochester 2034*.

Invisible Infrastructure Recommendations

- Build and Sustain a Coalition for West Main
- Preserve and Expand Affordability
- Minimize Vacancies on and Around West Main
- Grow Community Wealth
- Expand Access to Healthy and Affordable Food

Built Infrastructure Recommendations

- Use vacant and pre-development lots for short to-mid-term community and entrepreneur programming
- Leverage vacant storefronts for temporary community uses
- Create pop up play spaces to support joy and community interaction across age groups
- Continue to promote urban greening and gardening

3 Goal: Celebrate and promote history, culture, and legacy

The recommendations for celebrating and promoting West Main's history, culture, and legacy include a range of ways the street can be used to express community identity and culture, with a specific emphasis on some of the most highly visible elements of the street, such as the I-490 underpass. Recommendations also acknowledge the need to institutionalize support for public art and programming.

Invisible Infrastructure Recommendations

- Expand pathways for showcasing community culture

Built Infrastructure Recommendations

- Create a cohesive visual and thematic experience
- Use the street as a canvas for community expression
- Activate the 490 underpass

Moving Forward

This planning process allowed for a radical imagining of what is possible for West Main, and the long-term vision for the street reflects that freedom. Achieving this vision will take time. Reconstruction of the street and implementation of major policy and programmatic initiatives will require strong cross-sector collaborations and significant funding. However, short-term progress is possible and important. Through lower-cost construction methods and implementation of priority policies, important community priorities can be brought to life in the near-term.

Along the way, incremental progress can be celebrated, street design and policies can be tested and refined, momentum can grow, and more voices can be empowered to lead.



A rendering showing West Main with expanded sidewalks, furnished and accessible bus stops, separated bike lanes, on-street parking, and a narrowed vehicle travelway

PART 1: CONTEXT AND INTRODUCTION

West Main Street is many things to many people. To some, West Main is simply a street they take the bus or drive on. To others it is a hub of social and economic activity and the place where multiple neighborhoods meet. Steeped in history, the street is home to a range of cultural institutions, artistic expressions, and reminders of social justice movements both old and new.

West Main is also a place where legacies of injustice persist; reaching back to its earliest days, the land that West Main sits on was forcefully and violently taken from the indigenous Seneca people by white colonists. In the centuries between then and now, both covertly and overtly discriminatory policies and practices have contributed to concentration of poverty, higher rates of chronic illness, perceptions of high crime rates, and disinvestment in the built environment.

As part of the conversation about building a more just and vibrant West Main, it is important to recognize that these issues are part of a collective, interrelated whole: Land use and transportation policies are directly tied to the community's health, wealth, and safety. Community ownership and dedicated resources to maintain public space investments in the long term are essential to build and sustain community pride and capacity. Protective and restorative policies and programs are critical to ensure newly created wealth and other benefits flow to existing residents and business.

Through this plan, all facets of West Main – the built environment, economic activity, and social structures – were explored together.

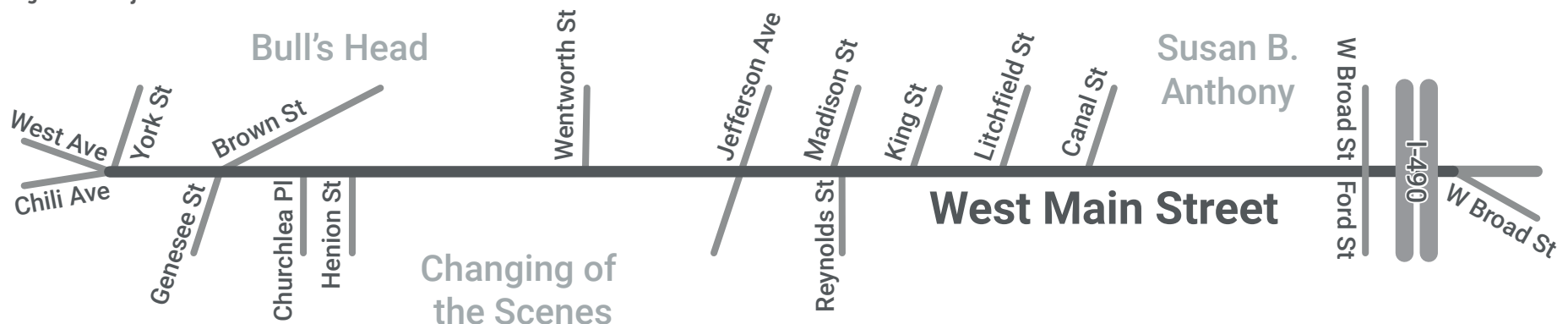
And while no single project or plan can fully respond to every challenge or grasp every opportunity, this plan offers a clear starting point for the community and City to help guide near- and long-term actions and investments on West Main.

Finally, it is important to acknowledge that this process took place during one of the most disruptive and challenging periods in recent history. The effects of the COVID-19 pandemic will not soon go away or be forgotten, and while this project will address many long-standing challenges of West Main, the acute impacts of this global health crisis are an important piece of context to consider and underscore the need for sustained community conversations to continue long into the future.

On Stolen Land

Rochester, including West Main Street, sits on the ancestral and unceded territory of the Seneca. In the Seneca language they are known as O-non-dowa-gah, (pronounced: Oh-n'own-dough-wahgah) or "Great Hill People." Together the Seneca, with the Mohawk, Cayuga, Onondaga, Oneida, and Tuscarora, make up the sovereign Haudenosaunee Nations (also known as the Iroquois Confederacy). The Canandaigua Treaty of 1794 – one of the earliest treaties between a Native nation and the US – affirmed the land rights of the Haudenosaunee Nations. Though portions of the Treaty have been upheld, most Articles have been largely ignored by the US.

Figure 3. Project Area



Related Plans and Initiatives

There are several related initiatives and planned projects that are important context for this project. Each is described briefly below with links for additional information provided. Notably, many of these initiatives included various types of community outreach processes that helped establish goals and recommendations, some of which are directly related to West Main Street.

Rochester 2034 is a citywide comprehensive plan that outlines goals and actions related to housing, job creation, transportation, health, arts and culture, sustainability, and more. The plan also set out principles for policy and placemaking that can be applied to projects citywide. Learn more at: www.rochester2034.com.

Key *Rochester 2034* takeaways for West Main:

- West Main is identified as a Neighborhood Activity Street—a key commercial corridor that supports economic productivity and multimodal travel.

Figure 4. Rochester 2034 Policy Principles

HEALTHY LIVING

We will strive to be a city where all residents, regardless of age, income, and ability, live active lives in a healthy environment, have access to community-based health services, healthy food, and healthy housing, and where they have equitable economic and social opportunities.



EQUITY

We will promote equity, inclusion, and environmental justice by working to reduce disparities, extend community benefits, ensure access to housing, and include traditionally under-represented populations.



RESILIENCE

We will reduce risk and improve the ability of individuals, communities, economic systems, and the natural and built environments to withstand, recover from, and adapt to natural hazards, human-made disasters, climate change, and economic shifts.



PROSPERITY

We will support a diverse, low-carbon economy, and foster employment growth, competitive advancement, and equitable prosperity.



PARTNERSHIP

We will join with neighborhood, government, business, not-for-profit, and institutional partners to implement this plan and enjoy the results of reaching our goals together.



- Two bus transfer hubs—one at each end of the study area— are recommended. The hubs should include amenities like shelters, transit system displays, bike parking, and fare vending.
- The desired land use along West Main is defined as Neighborhood Mixed-Use, meaning it should provide space for a diversity of local businesses on the ground floor with residential units above. The surrounding neighborhoods are identified as Medium Density Residential, which promotes homes ranging

from single-family to four-family houses. The creation of a new citywide zoning code and map is currently underway and will put in place the regulatory mechanisms needed to support these kinds of uses on West Main and in the surrounding neighborhood.

**Figure 5. Rochester 2034
Placemaking Principles**



Completed in 2019 and implemented in May 2021, **Reimagine RTS** is a full network redesign of Monroe County's public transit system. The plan includes changes to bus routes and service frequency to help provide people with convenient, connected, and cost-competitive transit. Learn more at: reimagine.myrts.com.

Key *Reimagine RTS* takeaways for West Main:

- The *Reimagine RTS* plan was implemented in May 2021. With the new transit network in place, West Main carries three bus routes, two of which are in the Frequent Service tier. In 2021, a shortage of school bus drivers forced the School District to contract with RTS to provide school service. This has forced a temporary reduction in service on some Frequent Service routes.
- Buses on Frequent Service routes comes every 15 minutes between 6:00AM and 6:00PM and every 30 minutes during other service hours. Buses on Local Service routes comes every 30 minutes between 6:00AM and 6:00PM and every hour during other service hours.

The **Bull's Head Revitalization Plan** is focused on promoting reinvestment and economic growth in the area around the intersection of West Main Street, Brown Street, and Genesee Street. It includes a range of recommended policies and projects to spur remediation and economic development on the areas vacant, contaminated, and City-owned parcels. Learn more at: cityofrochester.gov/BullsHeadRevitalization.

Key *Bull's Head Revitalization Plan* takeaways for West Main:

- Several of the contaminated sites identified within the Bull's Head Revitalization Plan are situated along West Main,

representing a need for environmental remediation and a vehicle for potential economic development.

- A cluster of city-owned parcels on the west side of the study area (on West Main at Genesee St and Brown St) have been assembled for redevelopment by a private developer as part of the Bull's Head Revitalization Plan.
- In 2021 and after a competitive bidding process, Dawson Company was selected by the City to develop the Bull's Head area alongside community members and the City.

The **Rochester Comprehensive Access and Mobility Plan (CAMP)** outlines a long-term approach to establish safe, connected, and reliable networks for people who walk, bike, take transit, or drive. Learn more at: cityofrochester.gov/camp.

Key CAMP takeaways for West Main:

- The plan recommends improving walkability on streets like West Main by adopting new methods of snow removal, designing streets that reduce vehicle speeds, using the 'edge-friction' of on-street parking to calm traffic, and installing more mid-block crosswalks.
- The plan calls for support of high-quality transit on streets like West Main through design features that reduce transit travel times and encouraging transit-supportive residential and commercial development.

The **Rochester Commercial Corridor Study** was completed in 2019 and focuses on identifying market-driven approaches to energizing

many of Rochester's commercial corridors, including West Main. Learn more at: cityofrochester.gov/CommercialCorridorStudy.

Key *Commercial Corridor Study* takeaways for West Main:

- Based on the existing market conditions and sales activity, the study recommends a range of interventions including a streetscape project, creating artist live/work spaces, providing options for public parking toward the east end of the study area, assigning a district coordinator to the area, and more.

Community Feedback

Throughout this document, feedback from the community will be shared in boxes like this one. This plan was developed with the cooperation of residents, community members, and a steering committee who shared their ideas and feedback during:

- 10 Steering Committee meetings with representation from neighborhood organizations, residents, property and business owners, government officials, and advocates
- 10 Pop-up meetings or events on West Main
- 4 One-on-one stakeholder interviews with community leaders
- 4 Community surveys
- 1 virtual public meeting

These callouts share specifics and central themes that were shared through the public process. All community feedback can be found in the appendices of this document.

Engagement Process

This specific visioning process kicked off in late 2020 and included four outreach phases. First, one-on-one stakeholder interviews, steering committee feedback, survey responses, and pop-up meetings were used to refine the project goals. Next, the existing conditions on West Main were analyzed and documented using in-person observations, available data, and additional feedback from the public and steering committee. With goals and existing conditions established, the process of generating, discussing, and refining ideas for West Main began. Using ideas for West Main suggested by the community, as well as best practices from around the region and the country, concepts for new street design, placemaking strategies, and policy changes were explored, analyzed, and refined. Finally, concepts for West Main were shared out for a final round of feedback.

Phase 1: Community Goal Setting	<ul style="list-style-type: none"> • Four Stakeholder Interviews • Two community surveys • Two Steering Committee Meetings • Two Pop-up Events
Phase 2: Establishing Existing Conditions	<ul style="list-style-type: none"> • One Community Survey • Two Steering Committee Meetings • Three Pop-up Events
Phase 3: Developing Ideas and Iteration	<ul style="list-style-type: none"> • Four Steering Committee Meetings • Four Pop-up Events • One Virtual Public Meeting
Phase 4: Confirming Recommendations	<ul style="list-style-type: none"> • One Community Survey • One Pop-up Event • Two Steering Committee Meetings

Primary Project Goals

To begin the process of establishing goals to guide this plan, a series of steering committee conversations, pop-up events on West Main, and public surveys were used to start naming desired outcomes for West Main. Building from a long list of goals that were established through the planning initiatives noted above, stakeholders and the public were asked to reflect on and directly refine these goals to ensure they match West Main's specific needs.

After two rounds of iteration, three primary goals were set out for West Main:

- 1 Improve safety, accessibility, and connectivity**
- 2 Support sustainable communities and grow community wealth**
- 3 Celebrate and promote history, culture, and legacy**





PART 2: WEST MAIN TODAY

Using a wide range of information and data points – from on-the-ground conversations to historic archives to large data sets – this section explores West Main as it exists today and sets the foundation for thinking about the future. This exploration of West Main’s history and existing conditions focuses on themes expressed through the goal setting process.

Social and Economic Life

The people, organizations, and businesses on West Main and in the bordering neighborhoods are what give the street a pulse. Today, West Main is home to a range of locally-owned and -operated businesses, social service providers, community and faith organizations, and cultural institutions. The street is also the center of social and economic activity for the multiple residential neighborhoods in Rochester’s southwest quadrant that converge at West Main. There is a lot to celebrate on West Main and a foundation for strong community ties and economic activity to be strengthened in the future.

In many ways, however, West Main and the surrounding neighborhoods show the signs of a community with stretched incomes and a legacy of harm caused by discriminatory policies and practices. People living around West Main have lower household incomes than the City of Rochester as a whole, suffer from higher rates of chronic disease, and are more likely to be underemployed. Local businesses compete for resources and customers with large corporations just outside the study area. As a predominately Black neighborhood, people carry the weight of living in a society that

struggles to reconcile its aspirations for equity with entrenched structural racism. These challenges are significant, but they are not unique to West Main or to the City of Rochester. Understanding and naming West Main's resiliency – as well as the challenges the area faces – are critical steps to charting a course of action for the future.

The Social History of West Main

The social and economic fabric of West Main has changed significantly over time. Originally inhabited by the native O-non-dowa-gah (or Seneca) people, the land around Rochester including West Main was violently taken for development by white colonists in the 1700s. Throughout the 1800s, Rochester and West Main grew dramatically. Rochester was incorporated as a City in 1834, home to a rapidly growing population and economic industry fueled by the completion of the Erie Canal and railroads. With economic activity in Rochester concentrated around the Genesee River and Downtown, West Main was a natural extension for this growth. As commercial and industrial uses spread along the corridor, residential communities formed to the north and south of West Main.

West Main's story as a center for social justice movements reaches back as far as the street itself. In the early 1800s, prominent figures in the abolitionist and suffragist movements planted roots on and around West Main. After living for 22 years in enslavement in Virginia and New York, Austin Steward escaped to freedom and overcame violent opposition to open a market on West Main in 1817. His market is the first known Black-owned business in the City. A passionate reader and writer, Steward went on to publish his influential autobiography, *Twenty-two Years a Slave and Forty Years a Freeman*, in 1857. Other prominent Black businesspeople later



Photo credit: Dawn Noto

opened businesses in the area, including the City's first licensed Black doctor, Dr. Charles T. Lunsford, and the City's first licensed Black dentist, Dr. Van Tuly Levy.

In the 1830s, Rochester became a connection point along the Underground Railroad, a secretive network of people and places working to help enslaved Americans find freedom. Numerous sites around and possibly on West Main emerged as safe havens for people risking their lives to escape slavery. Regarded as one of the most important figures in the movement to end slavery, Frederick Douglass made a home in Rochester in 1847, where he lived and worked for 25 years. Douglass impacted both the abolitionist and suffragist movements through social-organizing, lectures, and publications in the *North Star*, a weekly anti-slavery newspaper which he published from the Talman Building on East Main Street.

In 1866, the Anthony family moved to a house on Madison Street, just off West Main. A family of activists, members of the Anthony family including Susan and Mary Anthony organized out of their home near West Main to fight for women's right to vote. Susan B. Anthony helped organize a group of women to vote illegally in the 1872 election at a polling place on West Main where Voter's Block Apartments stands today. Susan B. Anthony became president of the National American Women's Suffrage Association in the 1890s, which was headquartered out of the house on Madison Street. Though Susan and Mary did not live to see the ratification of the 19th Amendment in 1920, the right for women to vote across the country is often celebrated as a victory born out of organizing that took place near West Main.

Beginning in the early 1900s, large numbers of Black Americans moved to Rochester and other urban areas in the Northeast, Midwest, and West to escape the legally-enforced segregation and violence that was prominent in the south. The population of Black residents in Rochester grew from under 8,000 to over 40,000 between the 1940s and 1960s. This period is known today as the Great Migration. Despite the City's legacy of organizing for human rights, Black people who moved to Rochester were met with unequal access to housing, education, and jobs. The effects of policies and practices that governed this pivotal time in Rochester's history are directly visible today in the segregation and concentration of poverty that persists around West Main.

Among the most influential of these policies was the systemic denial of home ownership opportunities for Black residents, known as "redlining." In the 1930s, the federal government's Home Owner's Loan Corporation assigned a color-coded rating of credit-worthiness to neighborhoods in cities across the United States. Government assessors used an overtly racist methodology to determine what made a neighborhood worthy of credit; neighborhoods where Black and immigrant families lived received the lowest grades. These neighborhoods were classified as "hazardous" and shown in red on maps used by financial institutions to deny mortgages to people in these "redlined" areas. Rochester's neighborhoods were assessed and color-coded in 1939 and three of the four areas that touch the study area were classified as 'Hazardous.' One area at the far west end of the study area was categorized as "Definitely Declining."

[illegible][illegible]



In 2020, Rochester residents recalled their roots as a birthplace for social justice advocacy. Alongside movements around the globe, Rochesterians organized to protest the unjust treatment of Black and other marginalized people, and specifically the deaths of George Floyd, Breonna Taylor, and most locally, Daniel Prude. Some likened the summer of 2020 to the summer of 1964, when Rochester made national news for “race riots” centered on Clarissa Street, just south of the project area. These histories – the celebrated, the unjust, and the still-unfolding – are all a part of what has shaped social and economic conditions on West Main today.

Left: Statue of Susan B. Anthony and Frederick Douglass, titled “Let’s Have Tea,” by Pepsy Kettavong in Madison Park near West Main. Photo credit: Richard Margolis

Communities of West Main

Today, West Main is the central commercial corridor that serves residential neighborhoods that surround it. Around 8,000 people live within a five-minute walk of the study area. However, density around West Main is not evenly distributed. The areas further to the southeast and southwest of the study area are much more densely settled than the areas directly north and south of West Main.

From active and engaged neighborhood associations to faith leaders to mission-driven organizations, West Main is home to people who have invested time and care into their community.

- In the house where the Anthony family organized for the right to vote, the Susan B. Anthony House and Museum stands today. Located just off West Main, the museum was established in 1945 and was an all-volunteer organization until 1992. Today the museum offers voting and human rights programming.
- Founded in the 1990s, the MOCHA (Men of Color Health Awareness) Center opened a location on West Main in 2020. Through their work, the community has access to free and confidential health services, many of which are suited specifically to the unique needs of the LGBTQ community.
- WALL\THERAPY – an art-based community intervention project – has brought inspiration through murals to walls across Rochester, including four visible on West Main and three more in the immediately surrounding area.
- Located at the northeast corner of the study area, a permanent homeless encampment called Peace Village was established in 2018 by a group of several local organizations. A few blocks to the west, Partners Ending Homelessness is located on West

Main and helps coordinate housing and care services for people experiencing homelessness.

- Though they no longer have a physical storefront on the street, 540WMain was established in 2016 by community members who are passionate about community-based education and social justice. The organization is now fully virtual but maintains strong roots to the street for which they are named. Educational resources are made available to the community for whatever price people feel they can afford.

Community Feedback

People were asked to share what places or people make them feel connected to West Main. Responses were wide-ranging and include:

- | | |
|------------------------|--|
| • 540 W Main | • Somali African Restaurant |
| • 1872 Café | • Plaza at the intersection of Genesee/West Main |
| • Andy's Southern Deli | • Regular people |
| • Art supply store | • Rochester Housing Authority |
| • Bus Stops | • Saints Peters and Paul Food Kitchen |
| • Convenience stores | • Sew Green |
| • Family Dollar | • The small businesses |
| • Fish markets | • Walgreens |
| • Floral Boutique | |
| • MOCHA Center | |
| • Nick Tahou | |

Around 75% of residents around the study area are Black, compared to 40% citywide.

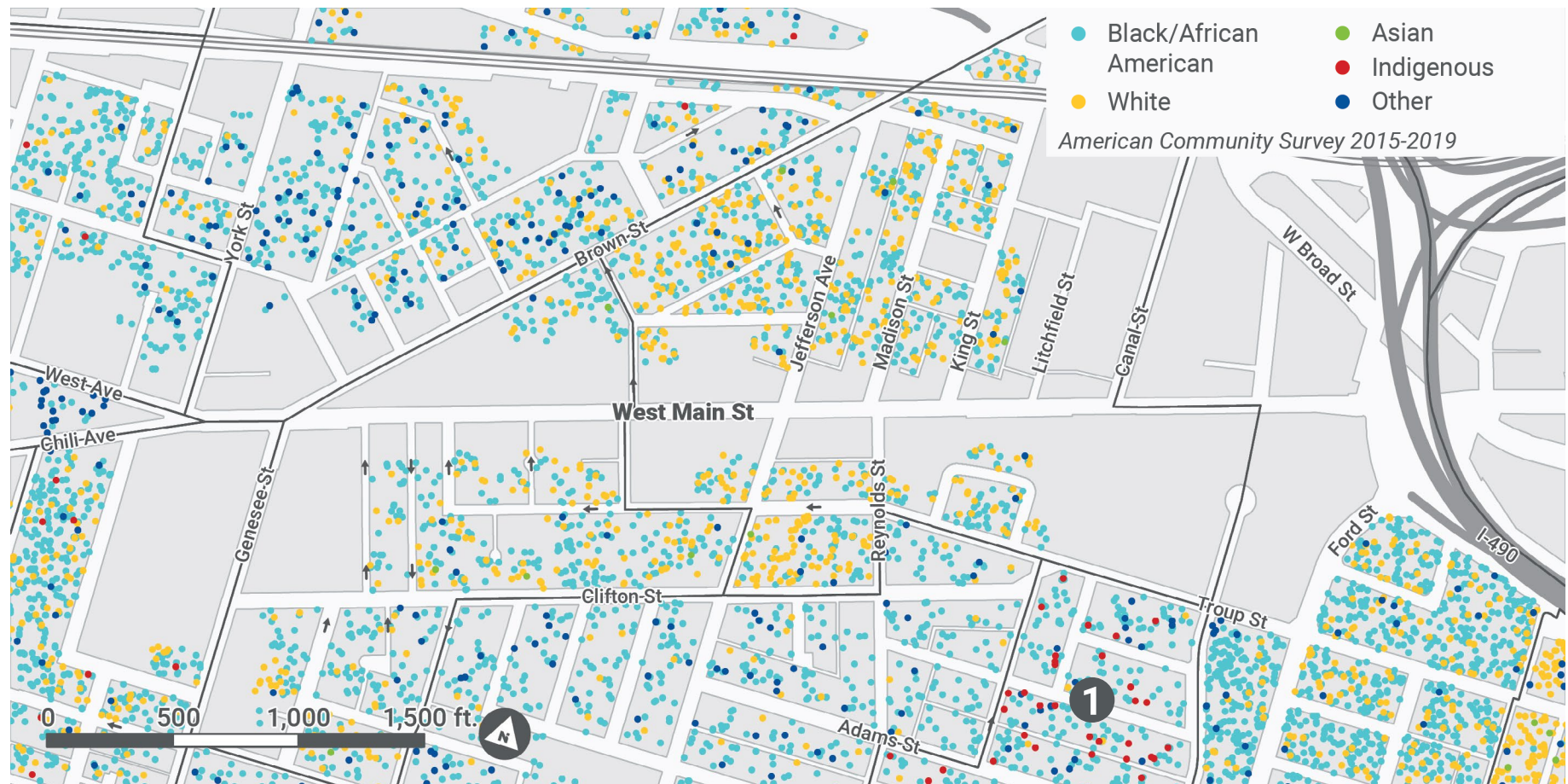
- At 17% of the area population, white people are the second most prominent racial group. Three percent of the area population is mixed race.
- One percent of the area population is Indigenous, most of whom are concentrated to the southeast of West Main. ①

- The vast majority of households within the study area – 97% – speak English at home.

Compared to Rochester as a whole, more children under 18 live in the area around West Main.

- While most other age groups are relatively consistent with Citywide statistics, children under 18 make up a larger percentage of the overall population than they do throughout the rest of Rochester.

Figure 6. Racial Identity Distribution by Census Block Group (1 dot = 1 person)



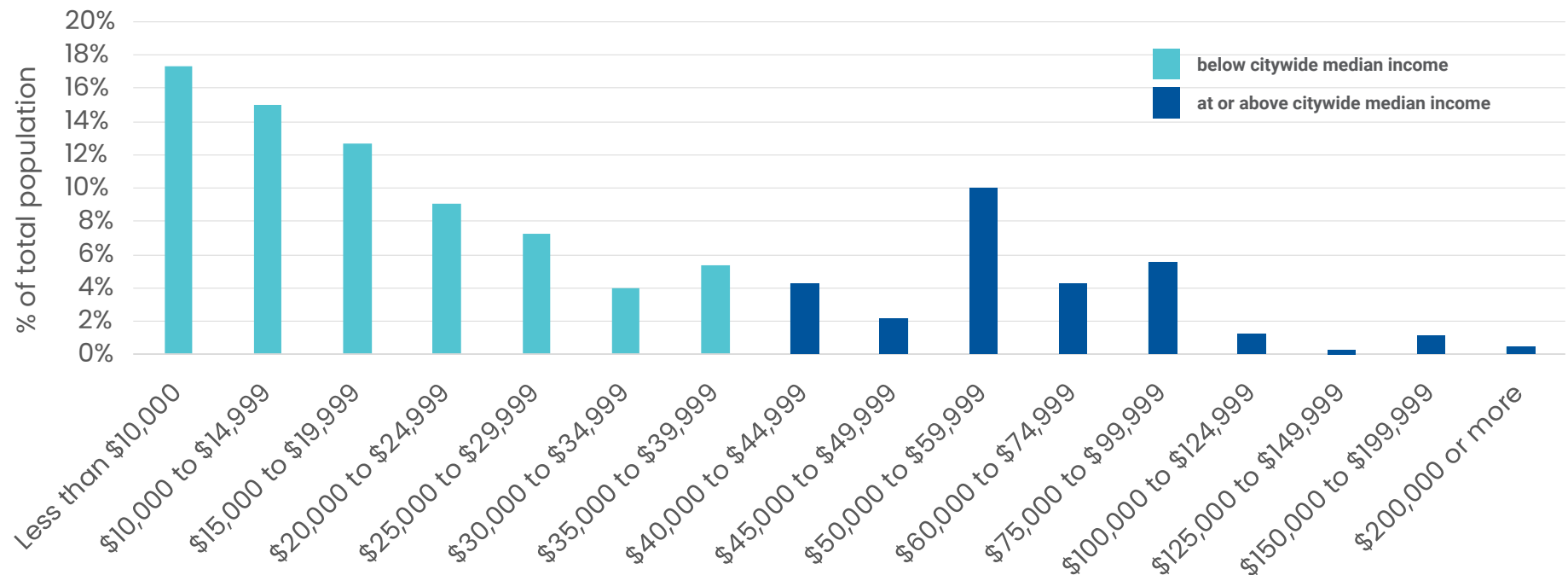
Around 65% of households around West Main have annual incomes below the citywide median of \$35,000.

- Nearly half of the households around West Main get by on less than \$20,000 per year.

Around 75% of housing units around West Main are occupied by renters.

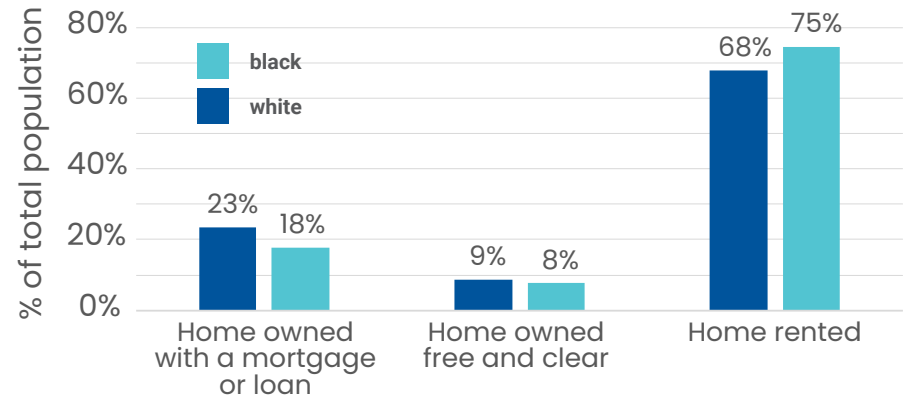
- While only 8% of households which owned their homes didn't have access to a car, almost 48% of households which rented their homes lived without access to a car.
- There was some racial disparity between homeowners and renters around West Main; compared to Black households, a slightly higher percentage of white households own their home

Figure 7. Household Income Distribution Around West Main (ACS 2015-2019)



either outright (paid in full) or with a mortgage. The results from the 2020 census will shed light on how this disparity has increased or decreased over the last decade in response to social and economic trends that intersect with housing.

Figure 8. Home Ownership Status by Race (ACS 2015-2019)



Home purchases have been slow to rebound around West Main and throughout the Southwest Quadrant of the City since the crash of 2008.

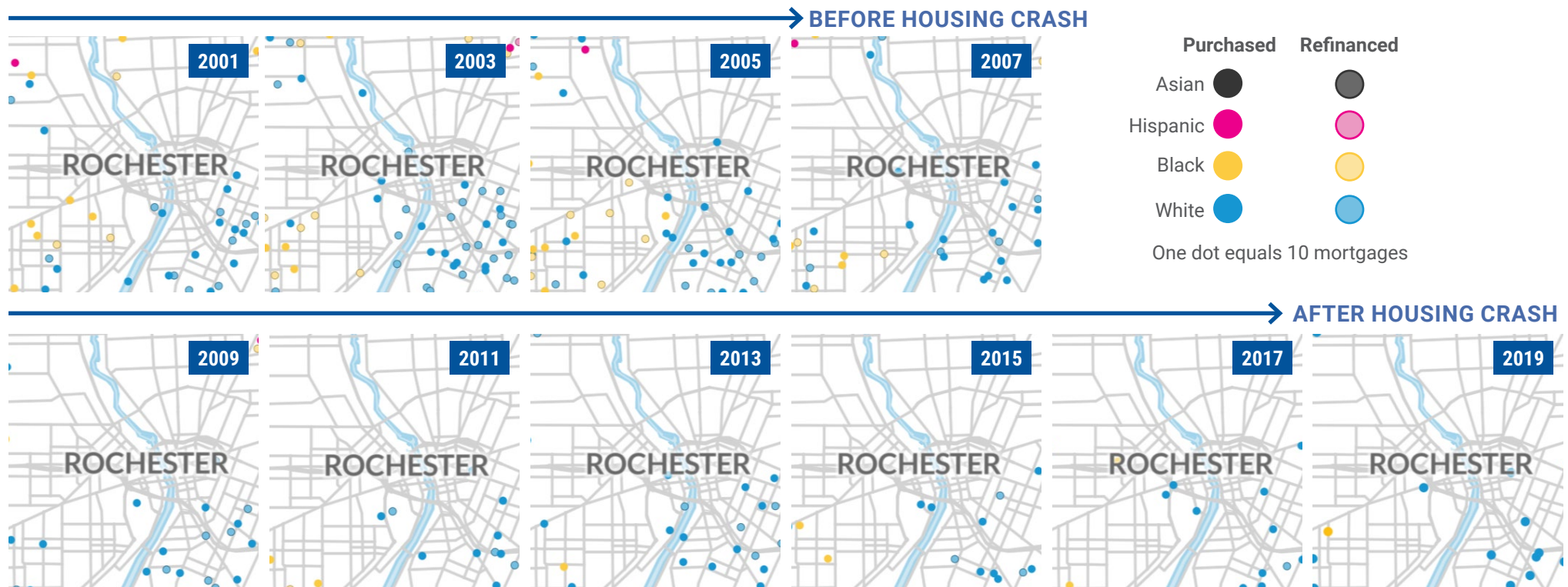
- In the years leading up to the housing crash of 2008, both Black and white families were purchasing homes in the immediate vicinity around West Main. Since the crash, however, few home purchases have been made by Black families, while purchases by white families have slowly returned.
- Vacant housing in the area makes up a sizable percentage (around 17%) of the full housing supply. Around half of the vacant housing units in the area are not being actively marketed for lease or sale.

- Home values in the area around West Main are generally lower than the in City overall.

Analysis completed by Common Ground Health showed that people who live around West Main suffer from chronic diseases at higher rates than those in other City neighborhoods.

- Compared to the average rate among all Rochester residents, West Main Street corridor residents are 38% more likely to be diagnosed with high blood pressure, 45% more likely to have chronic heart disease, and 60% more likely to suffer a stroke.
- Between 9% and 24% of area residents don't have health insurance.

Figure 9. Home purchase and refinance activity, 2001 to 2019. Source: Urban Institute analysis of Home Mortgage Disclosure Act data



Local Businesses and Economic Outlook

A citywide market study completed in 2018 evaluated economic trends and indicators across the City, with the area around West Main as a key focus area. Today, West Main has been identified by the Rochester Economic Development Corporation (REDCO) as one of eight priority streets in the City for comprehensive, targeted investment to help grow economic opportunity.

Commercial uses on West Main are primarily small local businesses with a few larger anchor institutions.

- Within the study area, there are over 70 businesses, the vast majority of which are small businesses owned and operated by women and people of color.
- The most common commercial use on the street today is retail shops (31% of businesses). Other common commercial uses include hair salons and barber shops (15%), small grocery and food stores (12%), and bars and restaurants (12%). Community Uses, which make up 7% of commercial uses on the street, include destinations like Churches and health centers.
- Anchor institutions – including Rochester Regional Health and the Susan B. Anthony House and Museum – draw people to West Main for distinct purposes. The presence of a large health institution supports a handful of smaller health-based businesses, while the Susan B. Anthony House and Museum creates a tourist attraction and identity for the eastern position of the study area. Though the COVID-19 pandemic has dramatically influenced tourism across the world, the museum has explored potential expansions in the recent past.

- There are technically two business associations that cover the study area, though neither is currently active in strategic planning for West Main.

Community Feedback

- **Filling commercial storefronts on West Main is a priority.**
- **People who use West Main would like to see more places to eat, including cafes and fast food establishments.**
- **An affordable grocery store on West Main would improve access to healthy food in the surrounding neighborhoods.**
- **Businesses that help people meet day-to-day needs like pharmacies, childcare providers, hardware stores, tailors, bike shops, and others would be desirable on West Main.**
- **There are some unique retail shops on West Main that are beloved by the community, and people would like to see growth in retail on the street in general.**
- **West Main needs more jobs, through both growth of existing small businesses and by welcoming new employers to the area.**
- **Businesses on West Main should both meet the needs of the neighborhood and invite visitors from outside the immediate area.**
- **People connect with the history of West Main and want to promote it. People have suggested a Visitor's Learning Center, encouraging field trips from local schools, and incentivizing more cultural institutions to locate in the area.**

As a primary route to Downtown and a neighborhood hub for commercial activity, West Main is home to businesses that cater to both neighborhood needs and people from a bit further away.

- About 8,000 people live within a 5-minute walk of West Main, but the street attracts and has the potential to attract customers from a larger area that extends about $\frac{3}{4}$ mile to the south and west of the study area. Within this area (sometimes called a 'trade area'), there are around 17,000 residents who share similar income, race, and other demographic characteristics to those living on and directly around West Main.
- Data suggest that around 4% of people in the trade area are unbanked or underbanked, primarily relying on cash. Though people who rely on cash make everyday purchases like those who use credit and debit cards, unbanked people face a number of challenges including reduced access to services, credit, and long-term savings. A Chase Bank, located in Bull's Head Plaza, is the only brick-and-mortar bank branch located in southwest Rochester.
- The railroad tracks to the north and highway structure to the east limit the extents of the trade area in these directions by creating both physical and perceived barriers to visiting West Main regularly.
- West Main also carries regional traffic on buses and by car in and out of the City each day. While the pandemic has led to changes in travel behaviors – some of which are likely to persist into the future – West Main's location so close to Downtown gives the street a competitive edge that can be used to build a larger customer base.
- Visitors who drive to businesses on West Main use a mix of private off-street parking lots (usually designated for use by a single business or plaza) and a limited supply of public on-street parking. The importance of available and visible parking options has been noted by business and community members, specifically for capturing business from people who drive commute or pass through West Main.



Pre-pandemic spending trends suggest that some business types on West Main bring in more customers from outside the area than others.

- The specialty food stores on West Main represent a distinct strength of the street. These meat, fish, and ethnic-specialty retailers draw in a large share of customers from within and outside of the trade area. The success of these stores suggest that other specialty food stores may be strong candidates for growth on the street.
- On the other end of the spectrum, West Main loses a significant share of the area's retail and dining spending to other locations, including big box stores in suburbs to the west of the City. It is estimated that the street only captures around 17% of area spending on retail and dining.
- There are a mix of small grocery and convenience stores on West Main, however the nearest full-service grocery stores are located several miles away and are not easily accessible without a car. Around the country, areas with low median incomes – such as the West Main community – struggle to attract full-service, for-profit grocery stores. As a result, “food deserts” – or areas that lack access to affordable and nutritious fresh foods – are a common in low-income areas. Food deserts contribute to a range of negative health and affordability outcomes.

The area's large share of renters, concentration of low-income households, and planned development on West Main may bring a future risk of displacement.

- Because renters are far more susceptible to rapid changes in the housing market than homeowners, small increases in rent prices and property values can make it challenging for renters –

especially low-income renters – to stay where they are, including for long-term community residents.

- At the far west end of the study area, the first phase of the Bulls Head Revitalization Plan is expected to bring a new mix of commercial and residential uses to the street, including significant off-street parking.

Community Feedback

- While community members are eager to see investment in their community and resources to support their neighborhood, people have voiced strong concerns about displacement and are keen to see programs that provide housing that serves people at a wide range of income levels and family arrangements.
- People are eager to see new retail move into the neighborhood that meet community needs (like providing fresh food options) and accept EBT and other benefits.
- There is a strong emphasis by community members on the need to improve and produce the quality of housing in the area, with many people interested in program to support renovation of existing homes owned or occupied by long-time residents.
- Community members have stressed the importance of growing capacity and resources for community-led initiatives and decision-making. With new investments made on West Main, there is a strong desire to see returns shared with existing residents.

The Built Environment

The built environment includes everything you can see, touch, and experience on the street: the sidewalks, street, trees, bus stops, buildings, art, and more. Today, the built environment on West Main has an inconsistent character that fluctuates dramatically from one end of the street to the other.

At the east end of the study area, vast highway infrastructure looms overhead and meets the street with large and loud intersections. Through the middle of the study area, well-defined business clusters are intermixed with buildings set back far from the street and a range of intersection and sidewalk treatments. As the street approaches the study area's western limit at Chili Ave/West Ave, the area around the street appears to expand with more vacant land and fewer active uses making the edge of the street undefined and exposed.

Though the feeling along West Main is inconsistent throughout the study area, the street and sidewalk space that is publicly owned (also called the "public right-of-way") is very consistent. At around 66-feet in width, there are only a few locations along the street where the width expands significantly including at the major intersections at Chili Ave/West Ave and Ford Street/West Broad Street. That West Main can feel so different but be very consistent in width throughout the study area reflects the critical role land use and street design elements play in the overall built environment.

In the case of West Main, adjacent land use and street design reflect a tension between the utility of a high-speed vehicle pass-through route and an historically walkable, human-scaled place. Some sections of the street define West Main as a distinct place that has

been nurtured and established, while much of the street perpetuates the idea of West Main as merely a conduit to Downtown from areas farther west.

History of the Built Environment

After white settlers forcefully took land from the Seneca in the 1700s, West Main Street was laid out in the 1800s as a major route connecting Rochester toward Buffalo and was thus named "Buffalo Street." After the completion of the Erie Canal in 1825, which was originally located where Broad Street is today, the street was renamed West Avenue because it was to the west of the canal. It was not until much later – into the 1910s – that the street was finally renamed West Main Street.

Even in the early years of West Main, the street was home to a mix of uses as it is today. The eastern end of the street closer to Downtown was mostly industrial. Two railroad stations existed along West Main until the 1950s. One of those rail station buildings – the current site of Nick Tahou Hots – still exists. Morse Lumber, which was established in 1853, also still occupies its original spot on West Main. From 1864 to 1966, the Rochester General Hospital served as a Civil War, WWI, and WWII military hospital on the site where the Anthony Square apartments now stand.

West of Jefferson Avenue West Main had a stronger mix of commercial and residential buildings until the 1960s when many properties were cleared and converted to commercial uses. At the intersection of Genesee Street/Brown Street/Chili Avenue, a commercial node known as 'Bulls Head' has long existed, named after a pub that stood there in the 1800's. Over the centuries since then, Bull's Head has changed in nature many times from the tavern

for weary travelers in the 1800s to an orphanage for boys in the first half of the 1900s to the current Bull's Head plaza established in the 1950s. The next chapter in the Bull's Head story is now unfolding; After decades of discussions, the City has issued a call for proposals to redevelop a portion of the Bull's Head area as part of a plan to clean up contaminated land and spur economic development on underutilized and vacant sites.

Saint Mary's Hospital was founded at the far west end of the study area in the mid-1800s and remained in operation until the late 1990s. The Saint Mary's campus still provides a range of health services and clinics for the community, including recently-renewed long-term acute care, but is no longer run as a traditional hospital.

While the land uses and buildings along West Main have changed over time, so too has the transportation system. With streets made of dirt and stone, people traveled by foot, horse, and carriage during the earliest days of urban activity on West Main. In 1863, streetcar tracks were laid for horse drawn carriages down West Main followed by the introduction of electric streetcars in 1895. In the early 1900s, people along West Main could choose from a multitude of streetcar routes that would take them along West Main to destinations all across Rochester including North Avenue, West Avenue, North Clinton Avenue, Jefferson Street, Genesee Street, Central Park, Parsells Avenue, and East Main. Streetcar service was active along West Main until 1940 when streetcars were replaced by bus service.

The rapid rise of personal cars throughout the 20th century left a lasting impact on West Main. Middle class families – the vast majority of whom were white – were enabled by their cars to move away from their jobs in central business districts to reside in suburbs, a movement often referred to as 'white flight.' Beginning in the 1950s, the federal government began handing out massive



Top: Bridge over the original alignment of the Erie Canal, where Broad Street stands today. The building at 242 West Main, which exists today, is seen in the background. Photo Credit: Rochester Public Library.

Below: Modern day photo of 242 West Main with the 490 overpass shown overhead.

subsidies to State and local governments to build a nationwide highway system that would give newly settled suburban families direct access to their jobs downtown. At the same time, government interest and investment in good public transit stalled and has never truly recovered. Rochester's first urban highway – the Inner Loop – was planned and started construction in the late 1950s. The alignment of the highway reinforced the harm caused by redlining in the preceding decades by targeting areas that had been systematically denied resources. Highway construction and the era of urban renewal demolished historically Black neighborhoods and displaced residents along Plymouth Avenue between High Falls and Fitzhugh Street.



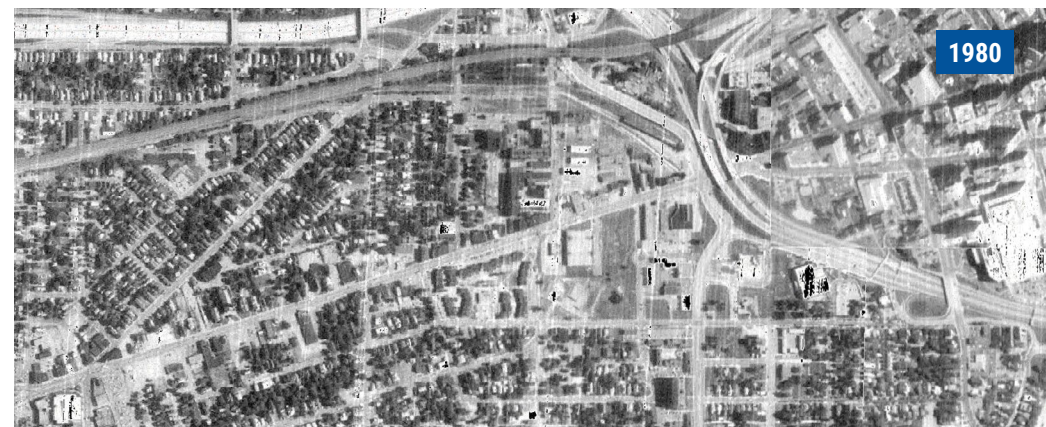
Looking east down West Main at King Street with streetcar tracks laid in both directions. Photo Credit: Rochester Municipal Archives.

A decade later, a plan to connect I-490 to the rest of the region was made and the western portion of the recently-constructed Inner Loop was relocated to meet the new highway alignment. Once again, homes and residents in the heart of Black neighborhoods were cleared to make way for suburban commuters on the highway above. Anchor institutions were also incentivized to move away; when Rochester Institute of Technology learned that the highway was slated to run through a portion of their campus, the university decided to complete divest from Downtown and build its suburban campus in Henrietta.



Looking east down West Main toward the intersection of Brown Street and Genesee Street. Photo Credit: Rochester Municipal Archives

Today, the looming I-490 viaduct marks the eastern edge of the study area for this project, though its impacts on West Main go far beyond just infrastructure. The construction of I-490 destroyed neighborhoods and communities and in their place built physical barriers that disconnect residents from opportunities. The highways also ushered in decades of disinvestment by subsidizing the automotive movement of primarily white and wealthier suburbanites at the expense of depleting the urban tax base, a challenge that the City of Rochester and cities across the U.S. continue to grapple with 50 years later.



Right: Aerial imagery of Rochester shows the progression of highway construction and urban renewal to the east of the study area in 1951, 1961, 1970, and 1980.

Transportation Conditions

With the historical context of the street in mind, this section explores current transportation patterns on West Main. At 66 feet in width, the majority of West Main includes approximately 8-foot sidewalks on each side of the street, 4 vehicle travel lanes totaling

approximately 40-42 feet, and an additional 8-10 feet that is used either for one lane of on-street parallel parking or turn lanes for cars at intersections.



Figure 10. Existing Allocation of Space on West Main

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 within the study area. North of West Main, car access is higher than the city average **1**, but to the southwest as many as 65% of households do not have access to a car. **2**

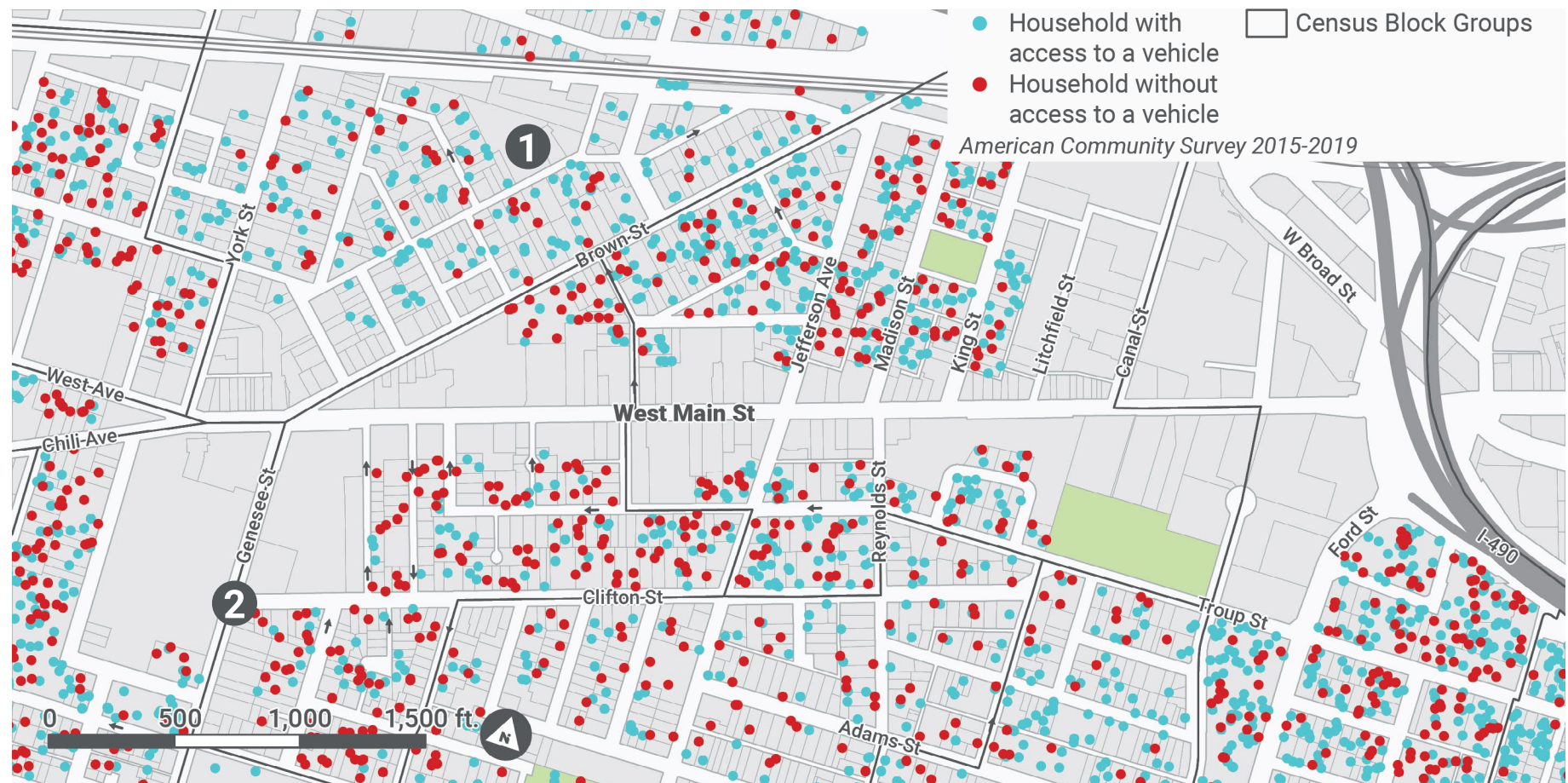


Figure 11. Distribution of Household Vehicle Access by Census Block Group (1 dot = 1 household)

People who live around West Main take the bus to work at almost double the City's average rate.

- Citywide, about 10% of people use transit to get to work; around West Main, about 19% of residents use transit for their commutes.
- In the southwest portion of the study area, as many as 40% of people use transit to get to work. **1**

- Census data is limited—it only reports how people commute to work, even though most trips that people make (for example to the grocery store, to daycare, or to appointments) are not for work.

From January 2015 through December 2019, a crash was reported on West Main every 3.5 days on average.

- In the five-year period between 2015 and 2019, 504 crashes occurred on West Main. Around 21% (105 crashes) resulted in an injury.



Figure 12. Commute Mode Distribution by Census Block Group (1 dot = 1 worker)

- Crashes on West Main happen virtually everywhere along the street, however there are some intersections that experience more crashes and more serious crashes. The intersections at Genesee Street, ❶ Jefferson Ave, ❷ and Madison/Reynolds Streets ❸ are particularly common crash locations.
- 94% of crashes on West Main involved people driving motor vehicles, and most of these crashes resulted in property damage only. However, 72% of crashes involving a person walking or biking resulted in an injury.
- Outside of reported crashes, emergency department data from 2013 to 2016 reveal that pedestrians and bicyclists on West Main require medical attention after being hit by a car at a higher rate than the citywide average and triple the rate of Monroe county.
- No fatal crashes were reported on West Main Street between 2015 and 2019, however a crash in 2012 killed a person biking and a crash in 2013 killed a person walking. In March 2021, a person driving lost their life in a crash at the intersection of West Main and Genesee Street.

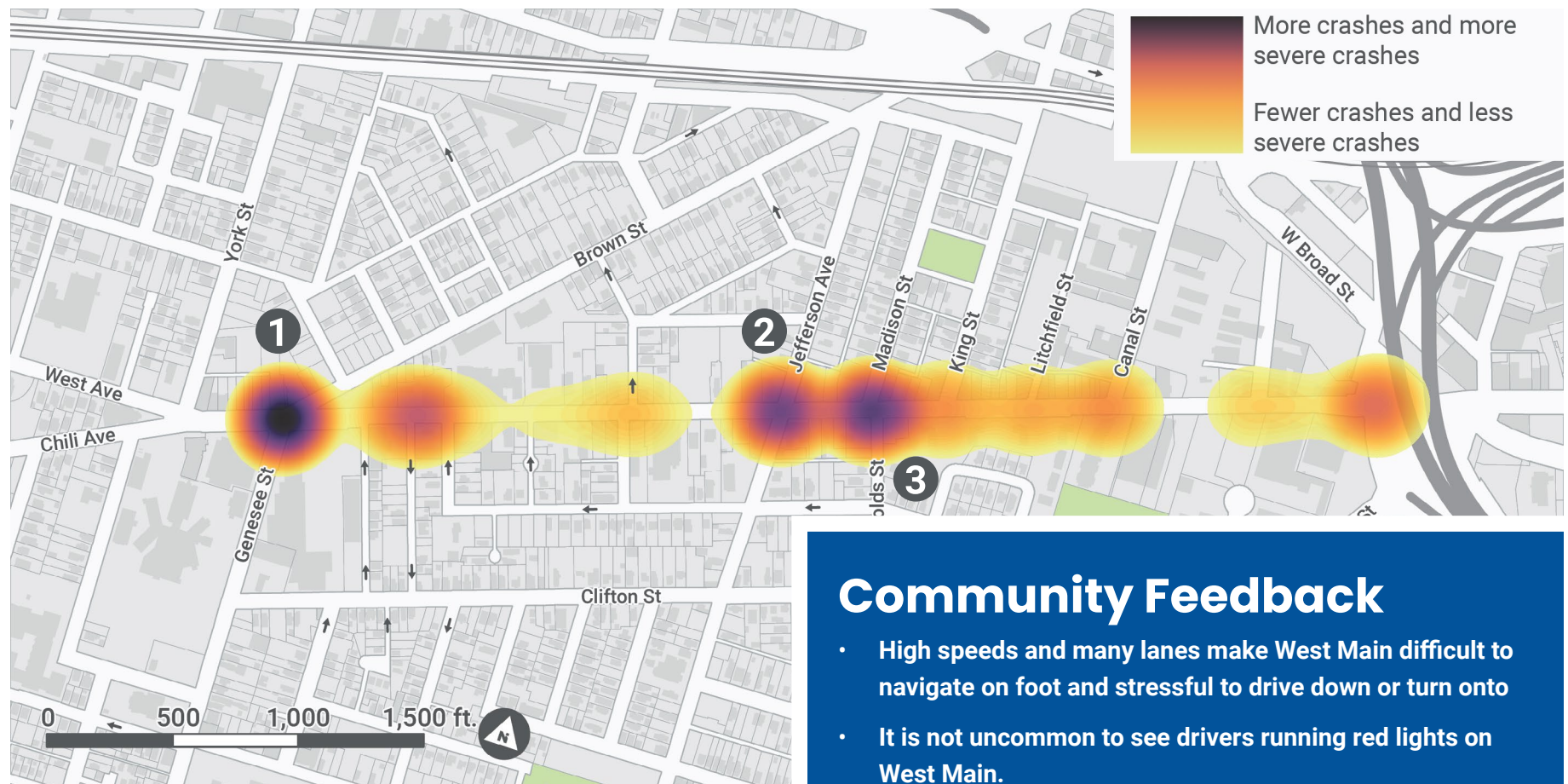


Figure 13. Density of Crashes Along West Main Weighted by Severity (2015-2019)

Conditions for people walking on West Main vary widely throughout the project area.

- Of the 14 locations where other streets intersect West Main, 8 (57%) include crosswalks.
- Crosswalks are closer together on the eastern end of the street. Toward the west end of the street, crosswalks are more sparse; between Jefferson Ave and Henion Street (four blocks, 1,500 feet, a 5-8 minute walk), no crosswalks are provided.
- There are also 4 bus stops at locations without a crosswalk; observations from April 2021 showed that nearly 300 people in one day crossed the street near the Family Dollar even though there is no crosswalk present. People crossing the street outside of designated crossing locations were also observed at Madison Street.
- According to pedestrian counts published in early 2020, West Main has the most foot traffic in the areas where it meets Jefferson Avenue, Henion Street, and West Avenue/Chili Avenue/York Street.
- The condition of concrete sidewalks along West Main are generally good throughout the study area, though there are some locations with narrow, uneven, or broken sidewalks. In addition, sidewalk conditions on connecting side streets vary and can impede access by disabled people traveling to and from the study area. Some portions of the sidewalk on West Main are frequently interrupted by driveways, while other sections are more continuous. Sidewalk conditions at driveway crossings are in general much more deteriorated than portions of the sidewalks that are not traveled by vehicles.
- While most curb ramps at intersections throughout the study area appear to be compliant with the Americans with Disabilities Act (ADA), some intersections are missing curb ramps entirely or are missing detectable warnings, which provide texture and color contrast to give visually impaired people an indication that they are about to enter a dangerous area (i.e. the street).

- Many of the push buttons for 'WALK' signals are relatively new and include Accessible Pedestrian Signals, which give visually impaired people an audible and sometimes tactile indication of when it is time to cross. However, some intersections do not include Accessible Pedestrian Signals or have signals that are located too far away from the crosswalk to be useful or intuitive.

Community Feedback

- **Sidewalks are too narrow in many locations on West Main.**
- **Sidewalk conditions sometimes impede access, particularly on the brick sections and for people using wheelchairs. Sidewalks need to be more consistently and reliably cleared of snow.**
- **Crossing the intersecting streets on West Main is difficult because of turning drivers.**
- **It can be hard to tell when it's safe to cross West Main at crosswalks and difficult to find and operate crossing buttons.**
- **A crosswalk is needed in front of Family Dollar to serve both the corresponding bus stop and the steady stream of people crossing in this location already each day.**
- **Recorded crashes do not provide a complete picture of pedestrian safety on West Main, as near-misses are common and people walking are accustomed to giving up their right of way to drivers in order to avoid collisions.**
- **Vehicle speeds are high, and people walking along West Main say they're most comfortable when there is some separation from the vehicle travel lanes, whether it's by street parking or wider sidewalks.**



Photos showing a range of conditions for people walking, including people crossing the street where no crosswalks exist.

Each day, an average of around 600 people get on or off the bus along West Main.

- There are 10 stops going toward downtown and 9 stops coming from downtown within the study area, though some stops are more popular than others. Of the 560 bus trips that start on West Main each day, 55% start at just four bus stops ❶, two of which have bus shelters to make waiting for the bus more pleasant.
- While the locations where people get on the bus are very concentrated, the places people get off are more dispersed; this

points to preferences expressed by many for bus stops with features—like bus shelters—that make waiting for the bus feel less exposed, as well as for bus stops with a lot of activity going on around them, which adds to the feeling of personal security.

- Today, buses stop in-lane. In other words, buses do not pull in and out of their travel lane at bus stops, but rather stop in the travel lane to let passengers get on or off the bus.
- In the winter, uncleared snow on sidewalks and streets make bus stops inaccessible and difficult to use, with some people opting to wait for the bus in the street instead.

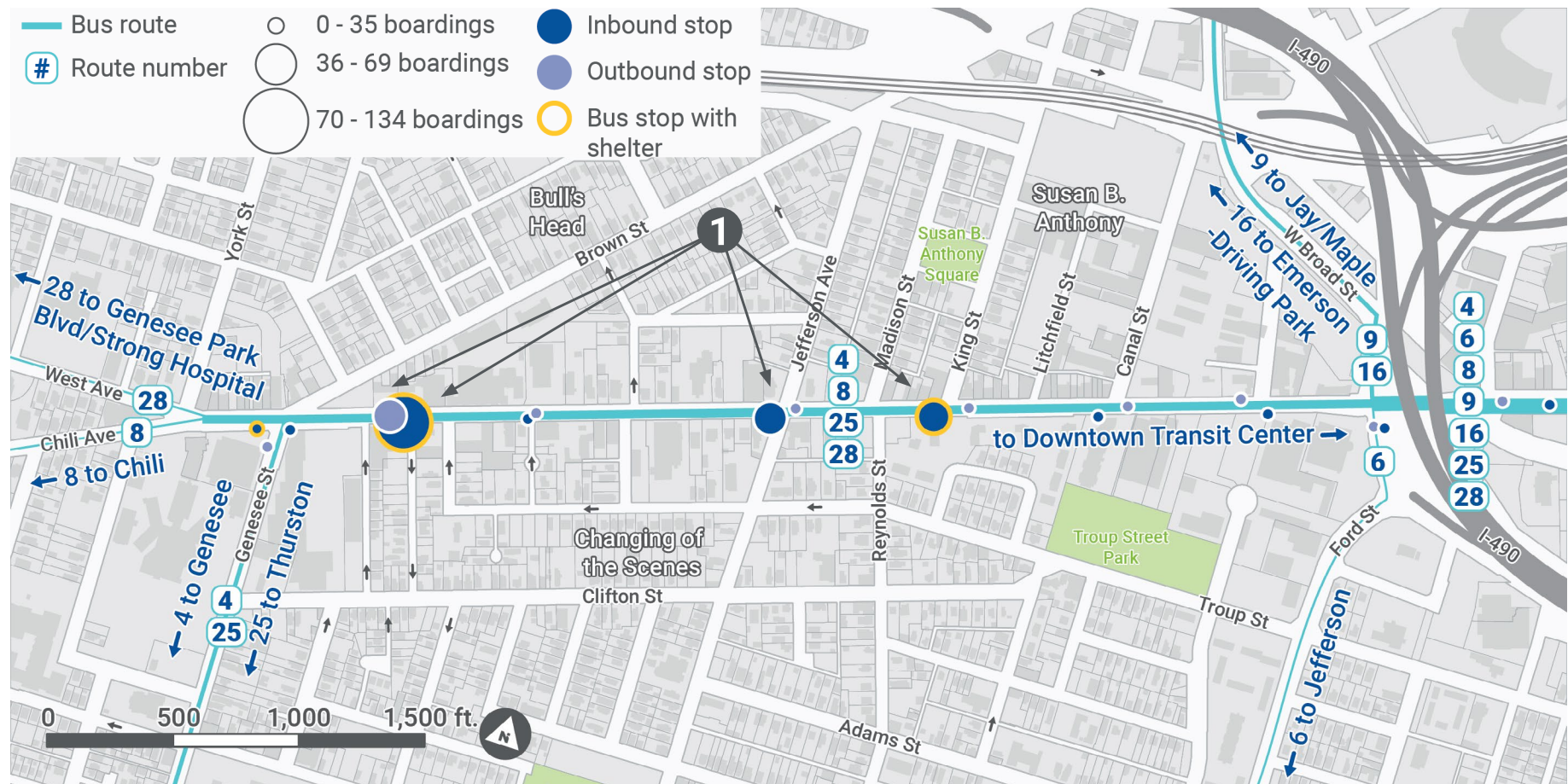


Figure 14. Average Number of People Who Get on the Bus by Stop Each Weekday (September 2019 - February 2020 | map and data reflect pre-Relmagine RTS launch)

With the *Reimagine RTS* plan now implemented, West Main now carries two Frequent Service routes.

- The 16 Genesee and 18 Chili provide frequent bus service on West Main. Between 6AM and 6PM, buses from each routes arrive at stops every 15 minutes. During other hours, the bus comes every 30 minutes.
- Other Local Service routes arrive at stops every 30 minutes between 6AM and 6PM and every 60 minutes during other hours.
- Bus routes on West Main provide access to a wide range of destinations and employment centers including Downtown, Strong Hospital, and MCC's Brighton Campus. However, the implementation of the *Reimagine RTS* plan did reduce the total number of bus routes serving West Main from four to three and eliminated connections to several important destinations.

Community Feedback

- There should be bus shelters on both sides of the street at bus stops, and they should be better cleaned and maintained.
- The design of West Main should allow buses to move through the street efficiently.
- Waiting for the bus on the sidewalk can be uncomfortable with no barrier between the waiting area and fast-moving traffic. Bus stops with wider sidewalks feel safer.
- Bus stops near active businesses and with a lot of activity going on around them are preferable for waiting, though some people and women in particular say that they sometimes feel uncomfortable waiting for the bus when people linger or consume alcohol at bus stops.



People wait for the bus at Henion Street.

There is no separate space for people who bike on West Main.

- There are several bike lanes that connect to the ends of the study area, including bike lanes on West Ave and West Main Street to the east of the study area in Downtown. Beginning at Genesee Street and extending into Downtown, Troup Street is included in the 2019 Bike Boulevard Master Plan as a low-volume, low-speed street to help connect people biking with their destinations.

- Bike parking is provided in some locations along West Main, and some community members have noted that additional secure bike parking would be useful for multi-modal connections.
- With no clear or safe space for people to bike along West Main, many people bike along the sidewalk while others are confident riding in the street alongside traffic. In some cases, people bike in the wrong direction on the street for better visibility and sense of control.



Around 19,400 vehicles traveled along West Main each day in 2019.

- In the eastbound direction (toward Downtown), vehicle traffic picks up around 7AM and stays fairly constant throughout the day at around 600 vehicles per hour. **1** In the westbound direction (away from Downtown), vehicle traffic picks up sharply between 4PM and 6PM, suggesting that people use West Main more commonly as a way home from work than a way to work. **2**

- In 2019, the average speed of people driving on West Main was 33 mph. Around 15% of drivers (3,000 vehicles per day) were recorded traveling above 40 mph, greatly increasing the risk of serious injury or death in the event of a crash.
- Counts taken in April 2021 during the COVID-19 pandemic show reductions of vehicle traffic at intersections along West Main ranging from 5% to 46% over pre-pandemic conditions.

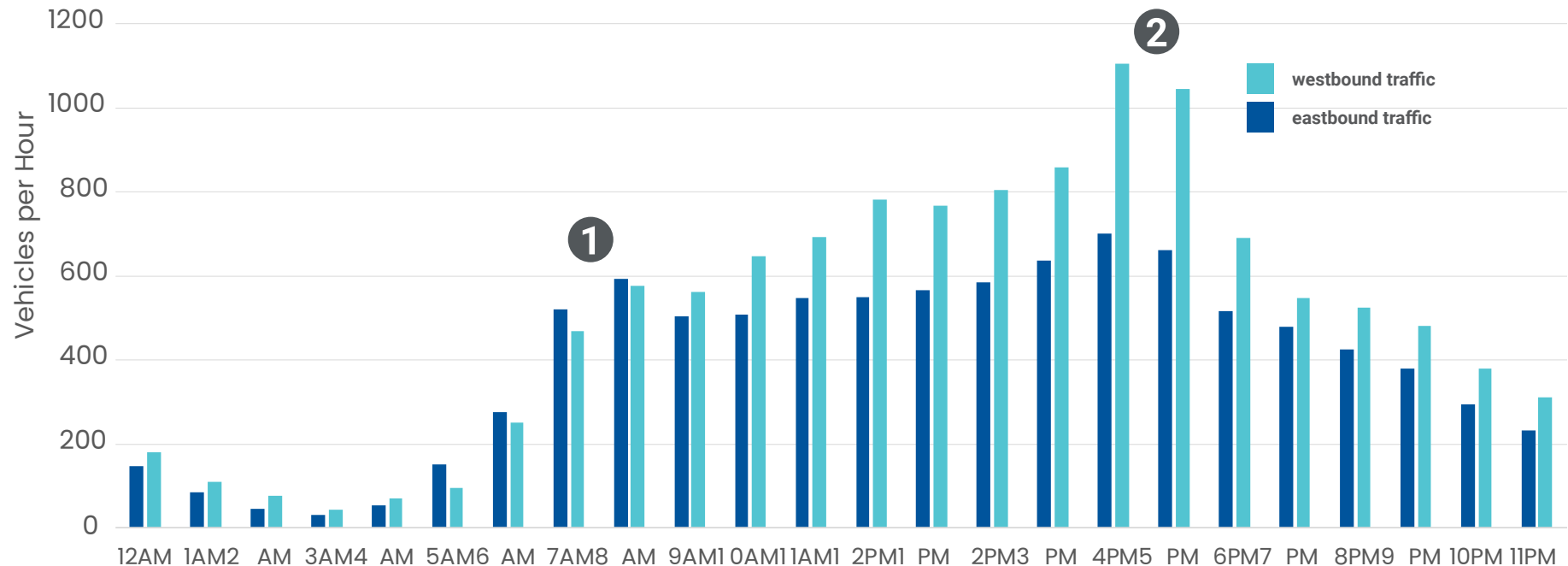


Figure 15. Traffic on West Main by Hour (2019)

Left: Today, people ride where they feel safest or most comfortable. For most, that is on the sidewalk. For others it is in the street either with or against vehicle traffic. In some cases, the mix of bike, pedestrian, and bus activity makes for a crowded sidewalk.

Community Feedback

- People biking don't have a good place to ride on West Main, so they ride in many different ways to feel safe including against traffic and on the sidewalk.
- High traffic speeds and complicated intersections make West Main a stressful street to bike on.

Public Realm

Today, the public realm on West Main reflects opposing uses of the street: in some areas West Main reveals its legacy as well-established neighborhood commercial center at the edge of Downtown. In other areas, West Main has the character of a pass-through street serving regional traffic that speeds in and out of the City without much of an interest in the surroundings.

The pedestrian environment on West Main changes throughout the study area. Some areas are active and engaging for pedestrians while others are not.

- Clusters of commercial spaces with storefronts close to the street edge create an interesting place to walk on West Main St. However, the presence of vacant storefronts and storefronts that do not appear busy may limit how welcoming these blocks currently feel. ①



Figure 16. Pedestrian Experience Elements

- On any given stretch of West Main Street one side of the street is generally more inviting and active for people walking. East of Jefferson Avenue, the north side of the street is generally more welcoming for walking. ❷ To the west of Jefferson Avenue, the south side is more active. ❸
- Some portions of the street – primarily in the eastern portion of the study area – have a brick area for furnishings at the edge of the curb. While the brick has held up well in some locations, it is unsettled in others.
- Frequent driveway crossings make walking along West Main less safe, comfortable, and pleasant. Studies show that the more exposure to traffic stress people feel, the less likely they are to walk or bike.

Community Feedback

- Preserving and enhancing historic buildings should be a priority.
- Any improvements and amenities in the pedestrian realm must be accompanied by dedicated resources for maintenance.
- More consistent pedestrian-scale lighting would create a more comfortable environment for walking.
- There is potential in some areas for businesses to make their storefronts more engaging.
- Slowing down vehicle speeds and providing buffers between people walking and travel lanes – like parked cars or wider sidewalks – would make walking better.
- People point to both traffic safety and personal security (perceptions of crime) as existing concerns on West Main.

- Many buildings along West Main contribute to an unengaging and unwelcoming walking and social experience along West Main St. Buildings set back behind lawns, fences, or parking lots as well as those which ‘turn their backs’ on the street with long expanses of wall lacking windows or doors communicate to people walking that they are not welcome.

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

- From street murals to decorative light fixtures to painted utility boxes, art and cultural displays on West Main come in many forms. However, artistic expressions are more sparse toward the west end of the study area near Chili Avenue.
- The City of Rochester’s Heritage Trail – a 1.25-mile self-guided tour – is noted on the north side of West Main between the eastern limit of the study area at West Broad Street to Madison Street. The heritage trail is demarcated on the sidewalk using a mix of inset pavers and paint.

Community Feedback

- Lifting up the contemporary identity and the future of West Main through public art is just as important as the historic legacies honored along the street.
- New public art should be created in collaboration with residents and the public to ensure it is reflective of what they take pride in and what they want to promote.
- Existing public art is well received, and people would like to see more similar art in the same kinds of locations.
- On the east side of the study area, there is an opportunity for public art to create a gateway to Center City.



"Her Voice Carries" by
Sarah C. Rutherford



Mural under 490 by
Shawn Dunwoody



Untitled work by
DAleast



Along much of West Main Street, there is no on-street parking or other curbside uses allowed on-street.

- The areas of West Main that do not have on-street parking have more frequent driveways that provide access to off-street parking lots. **1**
- There are a few stretches of West Main that provide on-street parking, most of which is unregulated. Community members have reported that double parking is common in front of some businesses and that more parking for businesses and residents is

desired. **2** Parking use data has not been collected or analyzed recently.

- In many cases, on-street parking is provided in parking bays delineated by a flush curb and a concrete street surface. In many locations, the condition of the concrete and flush curb in parking bays has deteriorated and has become a place where water and trash collect.
- There is a small stretch of 30-minute parking spaces near the intersection of Jefferson Ave and West Main to facilitate quick stops at the surrounding businesses. **3**

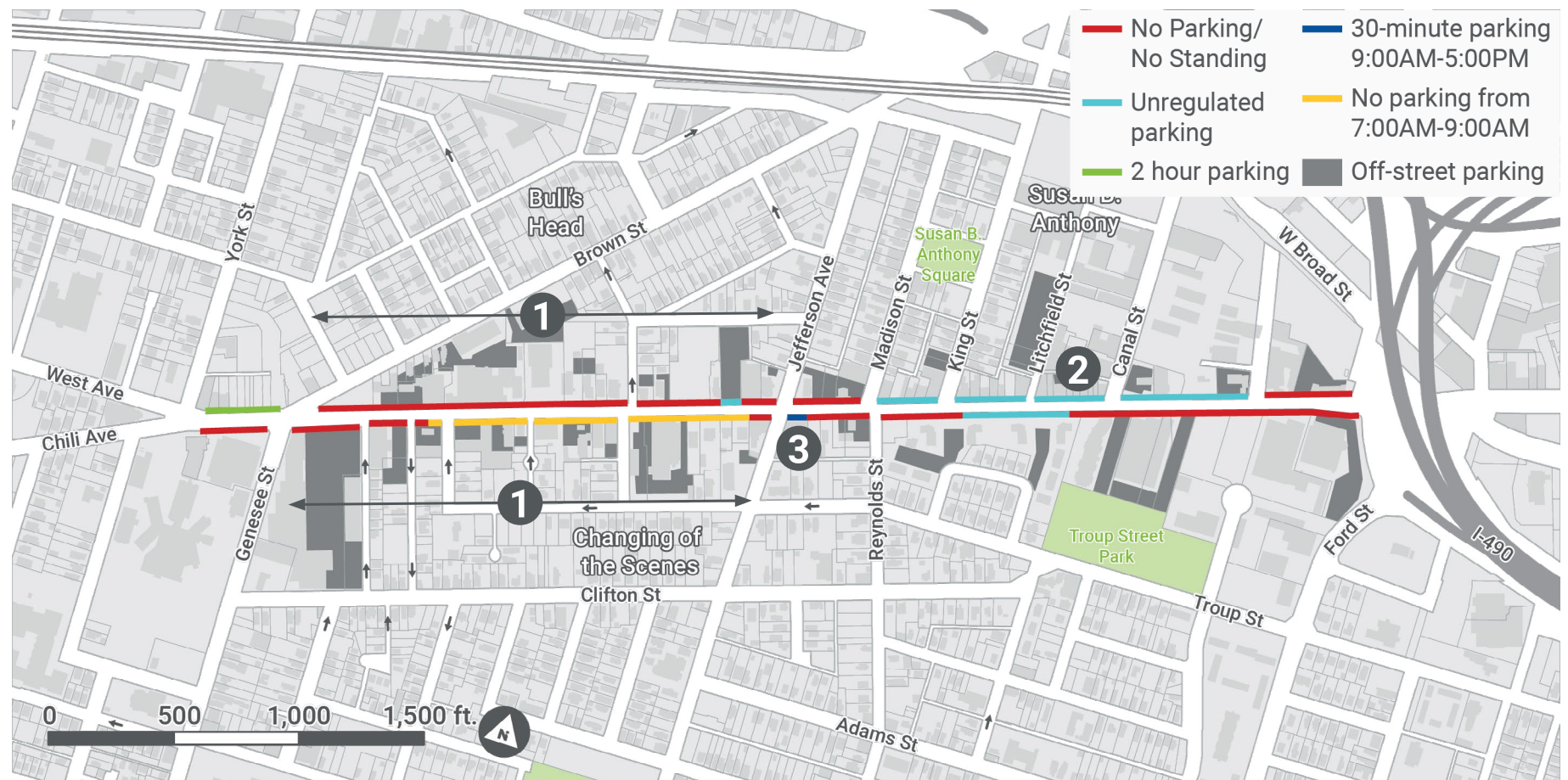


Figure 17. Curbside Uses and Regulations

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

- Without many street trees on West Main, there are few barriers or buffers between people walking on the sidewalks and vehicle traffic within the street. A lack of shade can also contribute to West Main feeling uncomfortably hot in the summer.
- There are few parks or open space near West Main Street, particularly on the end closer to Chili Avenue. ❶

- There are many contaminated or potentially contaminated sites along West Main Street and in nearby neighborhoods. Contaminated sites exist in part due to current or former uses that leave behind difficult to clean residues in soils (such as gas stations, auto shops, and dry cleaners). ❷



Figure 18. Environmental Assets and Challenges

There are few places for the community to gather on West Main.

- Throughout West Main, there are very few places that encourage social interaction or support community gatherings.
- The two defined spaces for gathering that do exist along the street – a small seating area next to 1872 Café and a plaza area within the triangular-shaped land where West Main and Brown Street meet – serve different uses. Next to 1872 Café, benches are situated along the edges of a small circular area that opens to a formal pathway leading to Troup Street Park. The layout of the small seating area supports very small, passive gatherings of people seated on benches. At the far west end of the study area, the plaza at West Main/Brown Street includes a mix of seating types, trees, and elevated planting areas. The design is more flexible in its layout than the small seating area at 1872 Café, however the location of the plaza with fast moving traffic along two sides and a vacant lot on the third side leaves the plaza feeling very exposed and loud. In addition, this space will likely be redesigned and reconstructed in the coming years as part of the Bull's Head Revitalization Project.
- Aside from these spaces, there are few sidewalks or public spaces large enough or enclosed enough to support community gatherings. Several curb extensions along the street are quite large and create sidewalk spaces of around 15 feet in width, however these spaces are not programmed today and are few and far between.

Community Feedback

- **Sustaining the usefulness and appeal of gathering spaces will require dedicated resources for maintenance as well as a sense of community ownership and pride.**
- **Bus stops are already important gathering places, and some people want to explore ways to incorporate greenery, play areas, and other amenities around bus stops.**
- **Repurposing vacant land for gathering space is of interest to some people, though environmental contamination could present challenges.**
- **There is tension between different groups of people and how they use space for gathering; some people share that they feel uncomfortable in some spaces where people currently gather throughout the day.**
- **Creation of new or refreshed public spaces should be led by existing residents of the West Main community. Community organizations and residents need to be engaged, compensated, and empowered to lead this work.**

The land use regulations on West Main Street give the area a lot of flexibility to meet a wide range of the community's housing, retail, and other needs, even if all those needs are not being met today.

- The City's zoning code regulates what kinds of uses are allowed on a piece of land. West Main is almost entirely designated for "Community Center" uses, which are very flexible. ① From multifamily housing to offices to restaurants, the City's zoning regulations on West Main make it easy for many different types of uses to exist along the street.

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

- There are pockets of vacant land in the surrounding neighborhoods, however there is little vacant land on West Main Street itself. Of the five vacant parcels on West Main, two are city-owned. Privately-owned vacant parcels represent a larger amount of unused land by area.

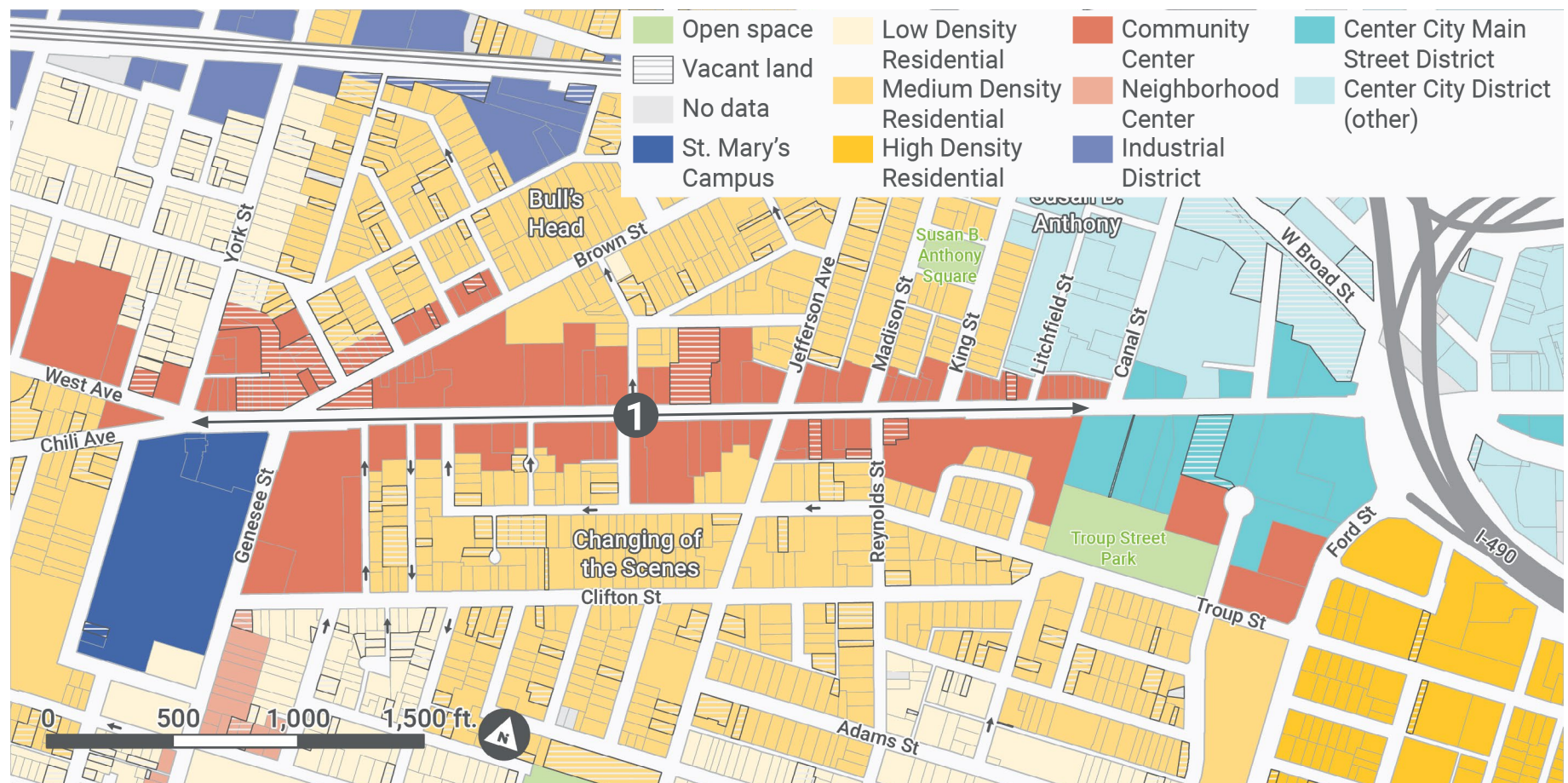


Figure 19. Existing Zoning and Land Use

- Vacant parcels on the west side of the study area are primarily publicly owned and planned for development as part of the *Bull's Head Revitalization Plan*.
- There are 10 commercial storefronts available for lease on West Main, many clustered between Madison Street and Litchfield Street.

Community Feedback

Ideas abound regarding how the community would like to see vacant land repurposed including:

- Housing, including supportive or transitional housing.
- Mixed-use development that brings in jobs and regional visitors.
- Space for infill retail to serve the neighborhood and people who use West Main.
- Off-street parking.
- Open space for recreation and play.
- Multi-use open space for community-led uses and programming like community gardens, flea markets, farmers markets, food trucks, and pop-up events.
- Recurring festivals and community celebrations



Coming
Soon

A vacant storefront on
West Main.

PART 3: A VISION FOR WEST MAIN

Building on an understanding of the history and existing conditions of West Main, a wide range of ideas – from infrastructure investments to public art installations to policy changes – were explored to help advance the community goals set for West Main. From the beginning of the project, members of the public and the project’s Steering Committee were strong partners in not only identifying what changes they want to see on West Main, but how those changes might be achieved. Using ideas from the community and examples from around the country, a menu of “starter ideas” – or high-level concepts intended to spark conversation and discussion – were developed and shared. With community feedback and direction from the project’s Steering Committee, multiple rounds of iteration and refinement were undertaken to prepare the recommendations in this plan.

This planning process allowed for a radical imagining of what is possible for West Main, and the long-term vision for the street reflects that freedom. At the same time, immediate action is needed and possible. In addition to setting a vision for West Main, the recommendations also consider existing and likely funding sources, the capacities of the community and City departments, and the effects of market forces.



A rendering showing West Main with expanded sidewalks, furnished and accessible bus stops, separated bike lanes, on-street parking, and a narrowed vehicle travelway

Taken together, the recommendations in this plan set out to meet the community's primary goals established for this project:

- 1 Improve safety, accessibility, and connectivity**
- 2 Support sustainable communities and grow community wealth**
- 3 Celebrate and promote history, culture, and legacy**

The vision for West Main includes a street that is alive with long-standing neighbors visiting local businesses that are healthy and growing. It envisions a street that is safe to travel on at any time of day, for a person of any age, race, ability, gender, or other identity. It features a street that promotes healthy, active, and sustainable

Planning During the COVID-19 Pandemic

This plan acknowledges the unique challenges of having in-depth community conversations during the COVID-19 pandemic while other needs were top of mind for many in the community, including small business owners and under-resourced residents. While many community ideas and suggestions were used to prepare and refine the recommendations in this plan, some viewpoints were not fully captured in this process. As this plan moves toward implementation, sustained and targeted engagement will be necessary to build awareness, allow for additional iteration, and promote collective support for major changes to West Main.

transportation with infrastructure that supports people who walk, bike, take the bus, and drive. Finally, it acknowledges that this street is made possible not only by those things you can see and touch, but by many people, policies, and practices that do the invisible work of steering West Main toward this future.

Implementing the West Main Vision

Through this process, design elements that support community goals and values were explored and refined for West Main. Many of these elements fall under the category of built infrastructure and include all the things that can be seen and touched on the street, like sidewalks, traffic signals, and bus stops. Other elements – like maintenance programs and housing policies – are more like *invisible infrastructure*; they are felt but may not be seen. Both kinds of infrastructure work together to influence a community's safety, health, and wealth.

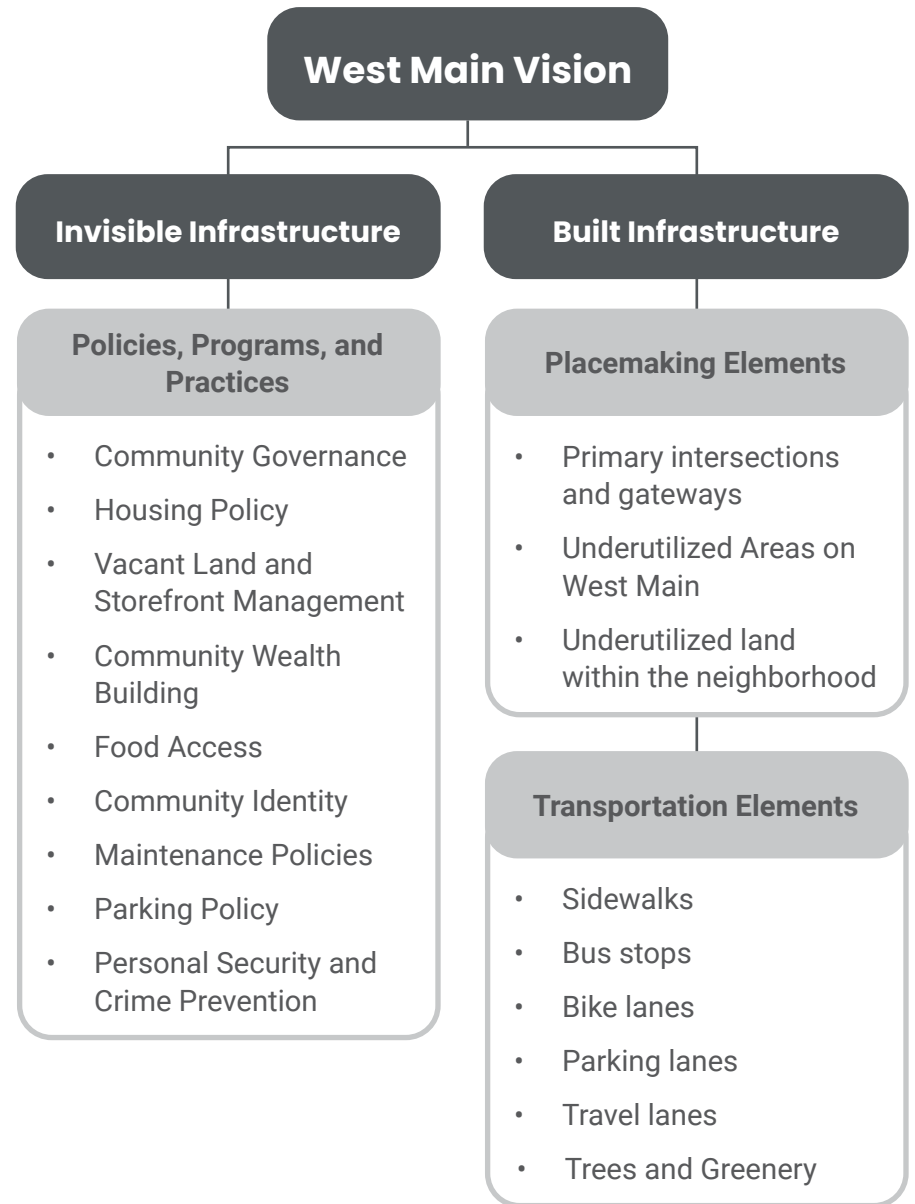
The project's Steering Committee and the public consistently emphasized the multifaceted and complex forces that affect West Main. While people shared ideas and excitement about the street design possibilities for West Main, they also stressed that addressing the root causes of existing conditions – like housing stability, community organizing, personal security, and equitable resource access – is critically important to include alongside investments in the built environment. This plan includes recommendations for both built and invisible infrastructure to help meet the community's goals.

In addition to exploring what strategies should be implemented to help achieve the vision for West Main, it is important to examine

how implementation will occur. Many factors affect how and when design strategies are implemented. The vision for West Main hinges on both City-led and community-led initiatives, funding opportunities, grassroots organizing, and more. Because streets are publicly owned and operated by the City, changes to the street in the short- and long-term will be led by the City and funded with public dollars. However, many other elements of the vision can be advanced at a smaller and more incremental scale local organizing and private investment. For each strategy described in the pages below, three primary implementation considerations are noted including:

- **When is this strategy likely to be implemented?** Different strategies will be implemented on different timelines based on a wide range of factors including cost, funding opportunities, market forces, political will, and community organizing. Some ideas may be achievable in the very near future, while other ideas may take years or decades to fully realize.
- **Who is most likely to the lead implementation of the strategy?** Whether City or community-led, determining who will lead a given strategy depends on a range of factors including who own the land, available resources, capacity of City staff and local organizers, and community enthusiasm.
- **Where can this strategy be implemented?** While many strategies are unique to West Main, many others may be applicable to the City as a whole. This plan makes note of which ideas are specific to West Main and which could be considered for Citywide implementation. Specific references to relevant *Rochester 2034* goals and strategies are also noted using the goal and strategy IDs from the comprehensive plan.

Figure 20. Organization of West Main Vision Recommendations



RECOMMENDATIONS: INVISIBLE INFRASTRUCTURE

Nine priority policy actions were commonly voiced through project surveys, meetings, and pop-up events. Most of the issues brought up are not unique to West Main; they reflect systemic challenges in our society that affect communities across Rochester and cities nationwide. As such, systemic responses are needed for most of these issues. And while no single project, program, or government entity will be able to single-handedly implement effective solutions to these issues, some solutions are actionable at the corridor and local scale.

This section provides a summary of priority policy actions identified through this process and recommendations for additional policy exploration that can help set the foundation for strong, lasting, and equitable investment on West Main. These recommendations are situated within a discussion of the many existing policies and programs already supported by the City and other partners, including numerous goals and strategies identified through the City's Comprehensive Plan, *Rochester 2034*. While the policy ideas explored here are targeted toward issues raised by the West Main community, many are also applicable to the citywide scale.

The nine priority policy recommendations are summarized below and organized by their corresponding plan goal. Additional details for each are provided in the following pages.

1 GOAL: Support sustainable communities and grow community wealth

Build and Sustain a Coalition for West Main

Preserve and Expand Affordability

Minimize Vacancies on and Around West Main

Grow Community Wealth

Expand Access to Healthy and Affordable Food

2 GOAL: Celebrate and promote history, culture, and legacy

Expand Pathways for Showcasing Community Culture

3 GOAL: Improve safety, accessibility, and connectivity

Maintain a Clean and Functional Street

Manage On-street Parking for Varied Demands

Confront Perceived and Real Crime

Rethinking Communication & Information Accessibility

When: ASAP

Who: City-led

Where: Potential Citywide Initiative

The City and other partners already maintain a wide range of policies and programs related to priorities identified by the West Main community. However, feedback from the public and Steering Committee suggest that many people are unaware of these resources and how to access them. A comparison of service requests and applications across sociodemographic characteristics and neighborhoods may help identify where and for whom existing communication strategies are working well and where new approaches may need to be explored. For people that work nights and weekends, who have limited or no access to the internet, or who do not speak English, proactive and targeted communication may help raise awareness and increase the number and spread of people participating in existing programs.

In a partnership between the City, local organizers, and other program partners, West Main is an ideal location for piloting new communication methods that bring government and other services directly into the neighborhood and demystify bureaucratic processes. Based on results, this strategy should be considered for Citywide deployment, especially in other areas with sustained government distrust and systemic disinvestment

Build and Sustain a Coalition for West Main

Though over 70 businesses exist within the study area, there is no single entity — a business organization or community organization — whose focus is on the West Main area as a commercial and cultural district. There are several inactive business organizations that have struggled to build momentum in the past. Several neighborhood associations are active, but they are primarily focused on discrete neighborhoods that touch West Main (such as the Susan B. Anthony Neighborhood Association).

The lack of a coordinated group organizing for West Main presents a number of challenges to West Main: The needs of existing businesses — the majority of which are woman and/or person-of-color owned — are not fully known or being met. In addition, a number of resources and programs (BoulevArt, Playful Sidewalks, Revitalize Rochester Fund, etc.) are difficult to access without the assistance of a recognized neighborhood or business association. A collective comprised of local businesses, organizations, and residents would allow for more engagement with and direct decision making by the community, which was stressed through this project as an important step for building community pride, trust, and ownership.

Existing Policy Context

- The purpose of Rochester's Street Liaisons program is to connect local businesses with city loans, grants, and other resources to help them flourish. The program is funded through Federal Community Development Block Grants (CDBGs). Street Liaisons generally work part time and are assigned to multiple

neighborhoods. In this capacity, Street Liaisons work to help reduce vacancy rates, support businesses with whatever they need, refer businesses to existing resources, and support business associations where they exist.

- The Revitalize Rochester Fund is a targeted funding initiative administered by the Rochester Economic Development Corporation (REDCO). The program makes various grants, financing tools, and technical assistance available to neighborhood associations, business associations, and property/business owners within certain geographical areas, including West Main. Funding opportunities are provided in four primary categories: low-interest loans for catalytic redevelopment; building renovation and streetscape grants; technical assistance and training for small businesses and new entrepreneurs; and low-interest loans for the launch of worker cooperative businesses (co-ops). Learn more at: <https://www.redcoroc.com/index.cfm?Page=RRF-Fund>

Ideas From the Community

- **Provide a dedicated manager or organizer to help launch a coalition that is engaged, excited, resourced, and representative of the West Main community.**
- **In the short-term, incentivize participation by business owners to revive and sustain a business association for West Main.**
- **Expand resources available to help communities envision, plan, and implement ideas on their own.**
- **Reinstate the Neighbors Building Neighborhoods program.**

Policy Areas Recommended for Further Exploration:

1. **Create short-term capacity for community organizing.** In the short-term, consider expanding the capacity of the Street Liaison program or establishing a dedicated organizer/team of paid organizers for West Main. An initial exploratory period should learn from the current Street Liaison program and staff experiences; identify who is and is not being well-served by the current model; identify and overcome barriers to participation; and institutionalize deepened engagement practices with not only business owners, but community organizations, residents, neighborhood associations, and others who may be interested in forming a cross-collaborative coalition for West Main. To help fund a dedicated position, explore whether other funds earmarked for West Main – such as the Revitalize Rochester Fund – could be broadened in the short-term to support operational costs.

When: 1-2 years

Who: City-led, collaboration with private and community partners

Where: Specific Initiative for West Main. Related *Rochester 2034* goals and strategies include: ECN-2m and BCC-1

2. **Sustain long-term capacity for community organizing.** In the long-term, establish a self-governed coalition (such as a business improvement district (BID), community development organization, etc.) for West Main that unites neighbors, community organizations, and businesses to pool resources and organizational capacity to fund and oversee ongoing programming, funding initiatives, and community activities.

When: 10+ years

Who: Community-led, collaboration with City and institutional partners

Where: Specific Initiative for West Main. Related *Rochester 2034* goals and strategies include: ECN-2l

Examples:

- Modesto, CA: The Downtown Modesto Partnership has a five-member Downtown Experience Engineers team that works to maintain the cleanliness of the district, give direction to visitors, recommend businesses, and provide eyes and ears on the street to instill a sense of safety. Through the partnership website, people can also request service from the Downtown Experience Engineers team. The Downtown Modesto Partnership was formed by businesses, community organizations, and residents in the early 2010s and has steadily ramped up its programming, which is now funded by a special tax assessment. Learn more at: <https://www.domopartnership.org/field-services>

Preserve and Expand Affordability

Throughout this process, people commonly expressed fear that long-time residents and businesses would be displaced if investments in the built environment are followed by rent increases and predatory speculation. Through proactive planning and programs, the City can help stabilize long-time residents and grow community wealth to help ensure investments made in the built infrastructure can be used by those who live and maintain businesses there today.

Existing Policy Context

- Each year, the City releases an Annual Affordable Housing Request for Proposals that is targeted toward developers, non-profits, and housing service providers who are committed to building high-quality, affordable, and mixed-income housing for rent and ownership. Through this competitive process, developers that match the City's affordable housing priorities become eligible for financial resources and tax incentives that make it easier to build homes that are accessible to a wide range of income levels. Learn more at: <https://cityofrochester.gov/housingrfp>
- For any housing built on land purchased from the City, 20% of all housing units must be affordable to people who earn 80% of the area median income (AMI). In 2021, 80% AMI translates to around \$64,000 for a family of four. The Rochester City Council is currently advocating to deepen the affordability requirement to 60% AMI, which translates to around \$48,000 for a family of four.

- The Rochester Land Bank Corporation is a non-profit entity that partners with the City to acquire vacant, abandoned, and tax delinquent properties and return them to active uses that support community goals. Property held by the Land Bank can be sold to buyers with more flexible and creative terms and may be sold for non-monetary compensation. Learn more at: <https://www.cityofrochester.gov/landbank>
- Affordable lease-to-purchase homes are a new but promising tool for Rochester that puts low- and moderate-income people on a path toward homeownership. In a collaboration between the City, the Land Bank, Urban League of Rochester, and a private developer, a new program was launched that makes income-restricted lease-to-own homes available to people with incomes below 60% AMI. After an initial rental period of 15 years, tenants are eligible to buy their home at a substantially discounted price. Learn more: <https://www.urbanleaguero.org/ulredc#l2p>
- City Roots Community Land Trust is a community collaborative founded in 2016 that establishes and promotes permanent affordable housing in Rochester. Community land trusts

Ideas From the Community

- Establish resources specifically targeted at helping existing residents stay in their rented or owned homes.
- Give community-led organizations the first priority for purchasing vacant land.
- Develop a model whereby gains from property value increases are shared with existing residents.
- Support a tenant union.

purchase and build homes that they then sell or rent at affordable prices. When someone buys or rents a house from the land trust, they agree to sell the home at a restricted price to keep it affordable in perpetuity while accruing limited equity to its residents. City Roots is operated by a board comprised of people who lease property from the trust, community members, and public representatives. Locally, City Roots, the City, and the Land Bank, partnered together to establish Peace Village on land formerly owned by the City. Learn more at: <https://www.cityrootscvt.org>

Policy Areas Recommended for Further Exploration:

1. **Prioritize affordability for existing renters.** Develop programs targeted toward renters to help preserve affordability and build new pathways to ownership and homeowner equity. Renters are more vulnerable to rapidly changing housing markets and accrue equity far more slowly than homeowners, if at all. Given that the majority of people in the neighborhoods around West Main are renters, programs targeted at supporting renters may help stabilize the neighborhood and help generate community wealth. Upon development, successful advertising and marketing of renter programs will be essential to ensure the program is accessible.

When: 2-5 years

Who: City-led, collaboration with renters and property owners

Where: Potential Citywide Initiative. Related *Rochester 2034* goals and strategies include: HSG-1d, HSG-4b, HSG-5f, HSG-6, and TRN-6f

Examples:

- Cincinnati, OH: The Renter Equity Program helps low-income renters in a specific neighborhood build financial assets through equity credits that are accrued by completing “renter obligations,” such as paying rent on time, attending community meetings, and working with a financial coach. Renters can earn up to \$130 per month or \$1,600 annually and are fully vested after three years. Learn more at: <https://renterequity.org/hope>
- Minneapolis, MN: An affordable housing incentive (4d program) helps preserve renter affordability in the city by providing a property tax reduction to property owners who agree to keep 20% or more of their rental units affordable for ten years. Learn more at: <https://www2.minneapolismn.gov/government/programs-initiatives/housing-development-assistance/rental-property/4d>

2. **Expand renter stabilization techniques.** Explore “Opportunity to Purchase” policies that would give tenants or qualified non-profit and community organizations the right of first refusal to purchase certain properties when they are put up for sale. Opportunity to purchase policies can help stabilize households in danger of displacement and give existing residents and community organizations priority consideration for purchasing and staying in their homes. These policies can be applied strategically to reflect specific priorities. On and around West Main, vacant land and homes rented to low-income tenants may be good candidates for opportunity to purchase policies.

When: 2-5 years

Who: City-led, collaboration with renters and property owners

Where: Potential Citywide Initiative. Related *Rochester 2034* goals and strategies include: HSG-5b

Examples:

- San Francisco, CA: The Community Opportunity to Purchase Act gives qualified non-profit organizations priority purchasing options for multifamily buildings and vacant lots that may be turned into multifamily housing. Learn more at: <https://sfmohcd.org/community-opportunity-purchase-act-copa>
- Washington, DC: Enacted in 1980, the city's Tenant Opportunity to Purchase Act gives all tenants the right of first refusal when an owner decides to sell their property. Learn more at: <https://ota.dc.gov/page/tenant-opportunity-purchase-act-topa>

- 3. Protect vulnerable renters and homeowners.** Explore protections for vulnerable renters and homeowners, such as older adults. Programs that offer tax relief or other incentives for low- and moderate-income seniors can be a powerful tool for keeping older adults in neighborhoods where property values are rising.

When: 2-5 years

Who: City-led, collaboration with renters and property owners

Where: Potential Citywide Initiative. Related *Rochester 2034* goals and strategies include: HSG-3d, HSG-4d, and HSG-5d

Examples:

- Massachusetts: The Senior Circuit Breaker program provides income-eligible renters and owners over the age of 65 with a tax refund. For homeowners, the credit is calculated based on their assessed property value, while renters receive the credit based on their rent paid. Learn more at: <https://www.mass.gov/service-details/senior-circuit-breaker-tax-credit>

- Washington, DC: The Safe at Home Program provides resources for safety adaptations for the homes of adults with disabilities and individuals aged 60 and over. Homeowners or renters with an annual household income at or below 80% of area median income (AMI) are eligible. The program is focused on preventative home adaptations that reduce the risk of falls, including handrails, grab bars, bathtub cuts and chair lifts. Learn more at: <https://dacl.dc.gov/service/safe-home>

Minimize Vacancies On and Around West Main

West Main and the surrounding neighborhoods have a prevalence of several different kinds of vacancy. On West Main itself, there are both vacant storefronts and vacant lots, some of which are contaminated and need to be cleaned up before they can be redeveloped. Within the neighborhood, a fairly high density of vacant homes and land are present. Through this process, people expressed a strong desire for active community uses to replace vacant lots and buildings.

Existing Policy Context

- Through grants made possible by the Environmental Protection Agency, the Brownfields Assistance Program (BAP) provides businesses, developers, and investors with financial and technical support to estimate cleanup costs for brownfield redevelopments and assess project feasibility. The Brownfield Cleanup Revolving Loan Fund provides low-interest loans for projects that involve brownfield cleanup. Learn more at: <https://www.cityofrochester.gov/article.aspx?id=21474840568>

- The Rochester Land Bank Corporation is a non-profit entity that partners with the City to acquire vacant, abandoned, and tax delinquent properties and return them to active uses that support community goals. Property held by the Land Bank can be sold to buyers with more flexible and creative terms and may be sold for non-monetary compensation.. Learn more at: <https://www.cityofrochester.gov/landbank>
- The City of Rochester offers seasonal permits for gardeners who want to build and maintain seasonal gardens on City-owned vacant lots. Permits are provided for free. Learn more at: <https://www.cityofrochester.gov/gardenpermits.aspx>
- For a fee, residents are able to obtain permits to hold an event – such as a birthday party or barbecue – on City-owned vacant land by contacting the Special Events Office. Learn more at: <https://www.cityofrochester.gov/LicenseAgreements.aspx>
- *Rochester 2034* identifies a range of approaches for incentivizing active uses on existing vacant lots. For vacant lots along transit routes, like West Main, the plan calls for small vacant lots to be prioritized for use as enhanced bus stops or transit hubs with bike racks, bikeshare, scooters, and public information boards. The plan also calls out opportunities for gathering areas, public art, play spaces, community gardens, and climate resiliency features (such as rain gardens or permanently green areas) on vacant lots within residential areas.
- In partnership with the University of Rochester, the City offers a Home Purchase Assistance Program Grant (HPAP), which provides down payment and closing cost assistance to first-time buyers who meet program requirements. Grants

of up to \$9,000 are available for closing cost assistance to first-time buyers who are income eligible and who remain in the house for at least five years. Learn more at: <https://www.cityofrochester.gov/homebuyer>

Ideas From the Community

- **Proactively attract employers to move into the area.**
- **Prioritize local entrepreneurs over large corporate chains.**
- **Provide long-term, low-interest loans for a broader range of business needs.**
- **Give community-led organizations the first priority for purchasing vacant land.**
- **Provide renovation assistance to homeowners and to prospective buyers of homes that are in need of significant repair.**
- **Encourage community-requested uses on vacant lots and in vacant storefronts, including: Expanded St. Mary's campus; Row houses and housing; Open space and parks/ playgrounds; Flea markets and farmers markets; Food truck court; Pop-up events; Taller buildings (3-5 stories); Daycares; Community Gardens; Off-street vehicle parking; More cultural institutions to uplift the Susan B. Anthony House and Museum; Bike parking; Murals; and bike shops.**

Policy Areas Recommended for Further Exploration:

1. **Connect entrepreneurs to vacancies on West Main.** Establish a resource that connects budding entrepreneurs that utilize other City resources (such as the Commissary, technical assistance grants, entrepreneurship trainings, etc.) with information about existing vacant storefronts on West Main. Work with local building owners to establish an inventory or database of available commercial spaces with landlords interested in or agreeable to entertaining negotiated terms for first-time, local entrepreneurs.

When: 2-5 years

Who: City-led, collaboration with property owners and entrepreneur resource providers

Where: Potential Citywide Initiative. Related *Rochester 2034* goals and strategies include: VNT-1f and ECN-4c

Examples:

- Pittsburgh, PA: Start-Up to Storefront in Pittsburgh is a free, 12-month business incubation program that provides classes, capital and connections for small minority- and women-owned retail businesses in specific neighborhoods. Approximately 15 businesses participate a year. After participants complete the program, they become eligible to occupy a local storefront incubator space at a reduced rent. Learn more at: <https://catapultpittsburgh.org/programs>

2. **Leverage vacant land for entrepreneur startup.** With prefabricated or relatively inexpensive structures (like shipping containers), entrepreneurs with low access to capital for renovation or rehabilitation may find a place to incubate their business and brand awareness. Low-cost space for entrepreneurs, community organizations, or other groups to use

may also help eliminate barriers to attracting some commonly requested services on West Main, including fresh food options.

When: 1-2 years

Who: Community-led, collaboration with City and local entrepreneurs

Where: Specific Initiative for West Main. Related *Rochester 2034* goals and strategies include: PMP-5a, #56 and ECN-3d

Examples:

- Chicago, IL: Boxville is a shipping container marketplace that provides alternative entrepreneur opportunities in place of traditional brick and mortar spaces. The Boxville approach disrupts the cycle of disinvestment, disengagement, and blight in inner city communities by acknowledging the myriad up front obstacles that entrepreneurs – and especially entrepreneurs of color – face when launching a business. Learn more at: <https://www.boxville.org>

3. **Forge partnerships to expedite action on vacant land.**

Explore creative partnerships with community organizations, institutional partners, philanthropic organizations, and local businesses to expand the City's capacity to activate vacant parcels and storefronts for community use. Ensure bureaucratic hurdles to vacant parcel and storefront use are minimized and equitably applied to encourage and empower a broad range of people and organizations to imagine and build new futures for vacant spaces.

When: 2-5 years

Who: Community-led, collaboration with City

Where: Specific Initiative for West Main. Related *Rochester 2034* goals and strategies include: VNT-4

Examples:

- Cambridge, MA: CultureHouse designs, builds, and measures interventions on vacant lots and storefronts. The organization partners with community groups to create communal spaces that can provide short-term event and gathering spaces while engaging the public in on-the-ground research to establish long-term solutions for vacant lots. Learn more at: <https://culturehouse.cc>
- Chicago, IL: Bronzeville SOUP is a series of microfinance potlucks, business presentations, and awards that are part of a community development plan to catalyze Black business corridors. Attendees give \$5 donations for food and a vote, watch five-minute presentations on various initiatives and ideas, and then vote on what project they believe will benefit the community the most. The winning project gets the money collected that evening. <http://www.thebronzevilleincubator.com/new-events/bronzevillesoup>
- San Francisco, CA: Street Parks Program is a partnership between the San Francisco Parks Alliance and Public Works to support grassroots community groups in developing and maintaining underutilized Public Works-owned open spaces. In administering this program, the Parks Alliance leverages its experience in community organizing, open-space management, and volunteer coordination to help neighborhood groups beautify and activate public land on street medians, steps, triangles or traffic circles, and more. Learn more at: <https://sfpublicworks.org/streetparks>

4. **Incentivize rehabilitation of vacant properties.** Revisit a “Dollar Home” program to sell vacant or abandoned homes at low costs to residents interested in rehabilitating and occupying the properties. The City previously had a dollar home program,

which sold vacant properties for \$1 to buyers who agreed to rehabilitate the property. While there has been some interest in reviving the program, the City is eager to build on lessons learned, including ensuring buyers have adequate resources to completing repairs. Several other cities have similar programs that may offer guidance for a second-generation program in Rochester. Revived programs should incorporate mechanisms such as owner occupancy requirements to prevent harmful investing practices.

When: 1-2 years

Who: City led

Where: Potential Citywide Initiative. Related Rochester 2034 goals and strategies include: HSG-5

Examples:

- Gary, Indiana: The Dollar Home Program was introduced in 2013 to encourage homeownership while eliminating blight in the city. The city sells abandoned and tax foreclosed homes for \$1 to applicants who agree to make the property habitable within one year of its purchase and live there for at least five years. After five years, the property deed is transferred to the occupant. Learn more at: <http://garyin.us/wp-content/uploads/2018/08/2018-Dollar-Home-Flyer.pdf>
- Buffalo, NY: The City’s Urban Homestead Program sells city-owned properties in designated areas for \$1, plus closing costs. For homes intended for renovation, buyers must agree to live in the home for at least three years and fix any building code violations within 18 months. To be approved, applicants must also submit a rehabilitation proposal along with evidence of the financial resources necessary to complete the costs of the project. Learn more at: <https://www.buffalony.gov/306/Urban-Homestead-Program>

Grow Community Wealth

The areas around West Main are among the lowest income areas in the City. New development at Bull's Head will inject new resources and job opportunities into the area. Nearby sites – including other brownfields on West Main – provide opportunity for additional catalytic development in the future. While there is excitement and energy around what these new resources will bring to the area, there is also fear that historical cycles that excluded long-time residents of color from benefiting from major investments will be repeated. Through this process, communities shared that more job opportunities on West Main and resources to support existing residents and homeowners are needed to help lift people out of poverty, promote financial stability, and ensure that the financial benefits from new investments in the area are shared with existing residents.

Existing Policy Context

- Rochester's Office of Community Wealth Building facilitates cross-sector collaboration to advance community wealth building programs, policies, and initiatives that help increase financial inclusion and access to credit, foster workforce and business development, and help create viable small business ecosystems. Learn more at: <https://www.cityofrochester.gov/wealthbuilding>
- The Revitalize Rochester Fund is a targeted funding initiative administered by the Rochester Economic Development Corporation (REDCO). The program makes various grants, financing tools, and technical assistance available to neighborhood associations, business associations, and

property/business owners within certain geographical areas, including West Main. Funding opportunities are provided in four primary categories: low-interest loans for catalytic redevelopment; building renovation and streetscape grants; technical assistance and training for small businesses and new entrepreneurs; and low-interest loans for the launch of worker cooperative businesses (co-ops). Learn more at: <https://www.redcoroc.com/index.cfm?Page=RRF-Fund>

- Much of West Main is within a federal-designated "Opportunity Zone," which incentivizes private investment in disinvested

Ideas From the Community

- Ensure existing programs and resources are communicated in culturally resonant ways.
- The existing Revitalize Rochester Fund application and program requirements are challenging for some to understand. More flexibility in what loans and grants can cover would help people make better use of the resources.
- Create capital and physical resource programs that prioritize new businesses that will employ local residents.
- Create a local training and resource center that provides training to adults and youth for topics like urban gardening, cooking, trade skill development, and more.
- Provide broad renovation assistance to owners and prospective buyers of homes and properties in need of repair.

areas through preferential tax treatment. Learn more at: <https://opportunityzones.hud.gov>

- The City of Rochester maintains a number of financial assistance programs to support home renovations. Homeowners who live in their home (i.e. not landlords) are eligible for financial assistance to help with emergency repairs, lead abatement and other health-based improvements, roof replacement, and other repairs. Learn more at: <https://www.cityofrochester.gov/HomeRepairGrants>

Policy Areas Recommended for Further Exploration:

1. Expand awareness of existing programs and resources.

Reimagine communication campaigns and visible, direct-to-neighborhood services to create broaden awareness. By testing out new communication and city service deployment tactics, a broader range of residents and businesses may be better informed about the many programs that exist. Consider creating resources in multiple languages, using illustrative design and process guides, and providing on-site technical assistance to help eliminate time, cultural, and other barriers that prevent people from utilizing important City programs.

When: ASAP

Who: City-led, collaboration with community partners

Where: Potential Citywide Initiative. Related *Rochester 2034* goals and strategies include: BCC-2 and ECN-2i

Examples:

- St. Louis, MO: The City of St. Louis's Pop-Up City Hall events connect residents with important city services and resources by meeting people where they are in various neighborhoods. During the COVID-19 pandemic, this has included offering pop-up rental assistance application sessions and vaccine clinics.
- Boston, MA: Inspired by the popularity of local food trucks, the city of Boston created a "City Hall to Go" to boost civic engagement and increase access to city services. City Hall To Go was a multi-year initiative that brought government services out into underserved communities through staffed food truck vehicles at strategic times of day.

2. Eliminate barriers to existing programs and resources.

Through the Street Liaison program or a new paid community organizing position, conduct comprehensive engagement with existing business and property owners on West Main to evaluate the appeal, effectiveness, and any barriers of existing available resources. Identify whether other barriers – including time, cultural, financial, or otherwise – prevent people from utilizing resources and programs to their fullest potential. Use stakeholder feedback to explore whether small but potent changes to grant and loan offerings could provide additional flexibility to meet existing needs.

When: 1-2 years, take into account lingering impacts and constraints of COVID on small businesses

Who: City-led, collaboration with existing businesses and property owners

Where: Specific Initiative for West Main. Related *Rochester 2034* goals and strategies include: ECN-2

3. Broaden home renovation or home improvement programs.

Financial support programs that provide low-interest or forgivable loans to homeowners can be aligned with Citywide sustainability, equity, and prosperity goals while helping people grow their home equity, which remains a strong tool for accumulating and passing on generational wealth.

When: 2-5years

Who: City led

Where: Potential Citywide Initiative. Related *Rochester 2034* goals and strategies include: HSG-5j, HSG-6e, and HIS-2b

Examples:

- West Orange, NJ: The West Orange Housing Rehabilitation Program (WOHRP) is funded through developer fees and offers low and moderate-income homeowners loans of up to \$35,000 at zero percent interest to assist in home repairs and basic improvements. Coverage includes necessary repair or replacement of roofs, heating and electrical systems, doors and windows, kitchen and bathroom updates, etc. These loans are not repaid to the Township until the homeowner sells the home and there are no monthly payments. The loan is forgiven for homeowners who stay in their home for 12 years. Learn more at: <https://www.westorange.org/254/West-Orange-Homeowners-Rehabilitation-Pr>

Expand Access to Healthy and Affordable Food

Better access to fresh, affordable, and healthy food options was commonly shared as a priority through this process. In addition to more grocery store options, people expressed interest in a broader range of food options in general, including restaurants. Although the City has some control over programs and policies that can influence food access, non-government entities (such as grocers) play a strong role in delivering food options to communities.

Existing Policy Context

- In May 2021, the Rochester City Council approved the creation of the Rochester Food Policy Council. The initiative is supported by a grant through the Healthiest Cities & Counties Challenge, and will help focus community efforts that support a more equitable and healthy food system. Learn more at: <https://media.cmsmax.com/9p433trpk8pdaaywwkfzb/rochester-food-policy-council-bylaws-draft-3-16.pdf>
- Through the Public Market Token Program, tokens are used as market currency and make it possible for customers with SNAP (Supplemental Nutrition Assistance Program) benefits to access healthy, affordable food from participating Market vendors. SNAP recipients stop at the white Market Token Center behind the Market Office house to swipe their Electronic Benefits Transfer (EBT) card and obtain \$1 and \$5 tokens that function as cash and are accepted by dozens of Market vendors. Learn more at: <https://www.cityofrochester.gov/markettokenprogram>
- New York State's Double Up Food Bucks program is operating in many locations around Rochester, though only a few on or

around West Main. Through the program, SNAP benefits are matched on a dollar per dollar basis when people use their EBT card to purchase food at participating markets, grocers, farm stands, and corner stores. In other words, when someone spends \$10 on their EBT card at a participating location, they receive an additional \$10 in benefits loaded directly onto their card. Learn more at: <https://doubleupnys.com/how-it-works>

- While previous studies have suggested that traditional grocery stores will be challenging to finance on West Main, other grocery store models are active in Rochester including a co-op in the south wedge. One of the programs offered through the Revitalize Rochester Fund is specifically targeted toward supporting cooperative models (such as food co-ops) specifically on West Main. Learn more at: <https://www.redcoroc.com/index.cfm?Page=RRF-Fund>
- The Commissary is a collaborative community, providing shared kitchens combined with food industry-specific business assistance to help aspiring entrepreneurs build great food companies, create jobs, and strengthen the regional food economy. Learn more at: <https://www.rochestercommissary.org>

Ideas From the Community

- Encourage more and new stores to accept the full range of social benefits including EBT, UHC, WIC, etc.
- Encourage a cooperative model grocery store to locate on the street that would bring fresh food to the area, create community-owned wealth, and support good jobs.

Policy Areas Recommended for Further Exploration:

1. **Incentivize grocery stores to locate within specific areas.** While market conditions on and around West Main may not be strong enough to incentivize private grocery stores to serve the area, policy mechanisms including local tax, fee, or other incentives may be able to encourage more food and grocery-oriented activity on West Main (or other under-resourced areas).

When: 2-5 years

Who: City-led

Where: Specific Initiative for West Main, Potential Initiative for Targeted Areas Citywide. Related *Rochester 2034* goals and strategies include: PHS-6

Examples:

- Washington, DC: Through the Supermarket Tax Exemption Act of 2000, Washington DC waives certain taxes and fees to grocery stores that locate in specific neighborhoods. The incentive encourages development and investment in areas lacking access to groceries and fresh food. Qualifying supermarkets may be eligible to receive one or more of the following benefits for up to 10 years after development or renovation: Real property tax exemption; Business license fee exemption; Personal property tax exemption; Sales and use tax exemption on building materials necessary for construction. Learn more at: <https://dmped.dc.gov/page/supermarket-tax-incentives>
- New York City, NY: NYC's Food Retail Expansion to Support Health (FRESH) program brings healthy and affordable food options to communities by lowering the costs of owning,

leasing, developing, and renovating supermarket retail space. FRESH provides tax breaks for supermarket operators and developers seeking to build or renovate new retail space to be owned or leased by a full-line supermarket operator, including for building taxes, land taxes, sales taxes, and mortgage recording taxes. Learn more at: <https://edc.nyc/program/food-retail-expansion-support-health-fresh>

2. Expand healthy food options at existing small-scale grocers.

In the short-term, incentivize more small-scale grocers, convenience stores, and corner stores to stock healthy products. By increasing the number of existing small stores on West Main that carry healthy and fresh food, immediate health and food access benefits may be delivered to the community.

When: 1-2 years

Who: City-led, collaboration with health-focused community partners

Where: Potential Citywide Initiative. Related *Rochester 2034* goals and strategies include: PHS-6d

Examples:

- Philadelphia, PA: The Philadelphia Healthy Corner Store program was launched in 2004 by a nonprofit organization and took off after the city's Public Health Department joined the program as a partner in 2010. By 2014, 660 corner stores in the city had joined the Philadelphia Healthy Corner Store Network, offering 25,000 healthy products to neighborhood customers. The program offers a range of incentives to participating store owners, including a \$100 participation incentive for new healthy inventory changes, free marketing materials and trainings, and free shelving and refrigeration equipment for healthy products. Similar programs are active

in Denver, CO, Minneapolis, MN, Boston, MA. Learn more at: <http://thefoodtrust.org/what-we-do/corner-store>

3. Provide simple pathways to community-based agriculture.

Ensure zoning and other regulatory tools support community-based agriculture and local food production.

When: ASAP, coordinated with Zoning Realignment Project

Who: City-led

Where: Potential Citywide Initiative. Related *Rochester 2034* goals and strategies include: VNT-3 and UAG-1, 2, 3

Examples:

- San Francisco, CA: The city introduced an ordinance in 2010 that facilitates the local production and sale of fresh produce throughout all zoning districts either by right or with conditional use authorization. Language defines neighborhood agriculture as less than one acre and allows the use in all zoning districts while large scale urban agriculture is greater than one acre and requires conditional use authorization in most zoning districts (including residential). Learn more at: https://codelibrary.amlegal.com/codes/san_francisco/latest/sf_admin/0-0-0-18433
- Boston, MA: Article 89 of the Boston zoning code allows farming in different parts of the city based on several determining factors including the zone in which the property is located, the size of the proposed farm, and the nature of agricultural operations. In many cases, Article 89 allows farming outright. Learn more at: <http://www.bostonplans.org/getattachment/8405c72c-7520-43ad-a969-0e27dddade7a2>

Expand Pathways for Showcasing Community Culture

Throughout this process, people shared a desire for more significant public art and events that will lift up, promote, and celebrate West Main. With the area's ties to historic and present social justice movements and a multicultural base of residents and businesses, people are eager for artistic and event programming that capture the full range of identities present within West Main communities. There is also interest and excitement about the potential for art and event investments to make West Main more of a commercial and cultural destination for customers and patrons beyond the directly adjacent neighborhoods.

Existing Policy Context:

- The City's BoulevArt program supports communities who want to implement public art as a neighborhood traffic calming device in their area. Although West Main itself does not meet the criteria for this program because of existing traffic volumes, side streets that connect to West Main are likely candidates for the program. Learn more at: <https://www.cityofrochester.gov/boulevart>
- The City's Playful Sidewalks program introduces play interventions on public sidewalks. Nearby, a project was recently implemented at the Phillis Wheatley Library. Applications for the Playful Sidewalk program must be submitted to the City through a local neighborhood association or block club and are encouraged to be coordinated with other local leaders and

organizations. Learn more at: <https://www.cityofrochester.gov/PlayfulSidewalks>

- As a major cultural institution in the area, the Susan B. Anthony House and Museum has expressed interest in expanding its physical and programmatic footprint within the community, including potential expansions to more visible locations such as West Main. The legacy of Susan B. Anthony has already influenced a range of public art and cultural displays on West Main, including murals, painted utility boxes, and even the name of some local businesses, such as 1872 Café. Learn more at: <https://susanb.org>

Ideas From the Community

- Establish a 'street of murals' to highlight the local history and contemporary cultures present on West Main.
- Install transformative, large-scale art installations that go beyond beautification.
- Develop a cultural center, visitor learning center, or interconnected network of cultural sites that celebrate Frederick Douglass, Susan B. Anthony, the Underground Railroad, Austin Steward, Amy Post, and other pioneers of social justice with roots on West Main.
- Launch a campaign to understand and catalog the identities existing residents proudly hold and want to see showcased in the neighborhood.
- Create a unified brand for West Main that establishes the area as a hub for social justice, past and present.

Ideas From the Community (continued)

- Market the area to Monroe County schools for field trips.
- Encourage private foundations and not-for-profits to focus on preservation and cultivation of our local historical treasures.
- Establish a series of regular small-scale festivals, farmer markets, and block parties on and around West Main.
- Specific sites that people identified for new art installations on West Main include: Bull's Head parking lot; West Main at Reynolds; West Main at Genesee; Nick Tahou
- Specific types of art that people suggested for West main include: Utility boxes, as the previous round was well-supported; More murals; Pavement art, as long as it is done safely; More of the same kind of installations, but extended further to the west to get better coverage of the street; New buildings with strong historical and architectural elements; Public art for the public, not just out in public; A 'Welcome to the City' installation and a gateway treatment under I-490 welcoming people to West Main

Policy Areas Recommended for Further Exploration:

1. **Build public art into street investment projects.** Leverage street improvement projects to advance public art goals by ensuring art installations are included in the budget and scope of services for a future West Main design project. Incorporating public art into a street resurfacing project may also help encourage project engagement by a wider range of public participants than might otherwise be interested in a project focused solely on transportation. Through additional design services, local artists, organizations, and the public may help establish site-specific and street-wide art interventions that make use of both the public right-of-way as well as City owned lots.

When: ASAP, coordinated with street investments

Who: City-led, collaboration with local artists, design team for West Main, and the public

Where: Specific Initiative for West Main. Related *Rochester 2034* goals and strategies include: PMP-6e, AC-3, VNT-1e, VNT-4e, TRN-2d, and CNP-1c

1. **Create sustainable funding for the arts.** Explore options for expanding dedicated public art funding and comprehensive planning. A dedicated source for large, transformative public art would not only create inroads for beautification and cultural displays, but would also help bolster the creative industry within the City and potentially help retain and attract artistic talent in Rochester. While a well-organized and well-resourced coalition focused on West Main may be able to sustain such a program in the future, Citywide solutions may be more feasible in the short-term. Alternatively, grants for specific projects are available on a rolling and seasonal basis through a range of organizations and

philanthropies, including the National Endowment for the Arts, Bloomberg Philanthropies, and Smart Growth America.

When: 2-5 years

Who: City-led, collaboration with artists and community organizations

Where: Potential Citywide Initiative. Related *Rochester 2034* goals and strategies include: AC-1b and AC-2a

Examples:

- **Raleigh, NC:** The City of Raleigh established Percent for Art (PA) funds policy to administer and implement public art projects. PA funds are used for the selection, acquisition, installation, administration, and maintenance of artwork commissioned or purchased through the public art program. The city manager appropriates PA funds concurrently with appropriations for City construction projects. Learn more at: <https://cityofraleigh0drupal.blob.core.usgovcloudapi.net/drupal-prod/COR24/PAPolicy.pdf>
- **Phoenix, AZ:** Phoenix's public-art program is funded through the city's general-purpose funds, public-art funds, state lottery revenue, and regional and federal grants. Similar programs in Houston, TX, San Antonio, TX, New Orleans, LA, and other locations use a range of funding sources to fund their dedicated arts programs.
- **Providence, RI:** In 2018, the City of Providence developed a Citywide Public Art Plan that focuses on guiding the City's public art programs and administration. Providence blends multiple strategies to fund their dedicated Department of Art, Culture, and Tourism. Learn more at: https://artculturetourism.com/wp-content/uploads/2018/04/2018.09.21_Art-in-City-Life-Plan_Final2.pdf

- **Alexandria, VA:** In 2012, the Alexandria City Council adopted a policy to grow the City's public art into an inspired and engaging program that reflects the City's unique history, people, cultural identity, and future aspirations. To support this growth, the City commissioned the development of a Public Art Implementation Plan which was approved by City Council in December 2014. Learn more at: <https://www.alexandriava.gov/uploadedFiles/recreation/arts/PublicArt/Public%20Art%20Implementation%20Plan%20-%20Final%20Final.pdf>



Maintain a Clean and Functional Street

Maintenance of the right-of-way on West Main is an overarching concern that was voiced by the public through this process. Existing planters and other street amenities that currently exist are not always well maintained. In addition, snow isn't always cleared from sidewalks, making it difficult or impossible for people to use the sidewalks and crosswalks. Community members shared that concern about maintenance goes beyond just aesthetics; it is a serious source of frustration, distrust, and cynicism within the community more broadly.

Existing Policy Context

- In general, sidewalk snow clearing is the responsibility of property owners. For property owners with a bus stop in front of their building, clearing snow from the bus stop is also the responsibility of the property owner. After major snow events (four inches or more), the City hires private contractors to plow all sidewalks within the City (878 miles total). The City's existing sidewalk plowing equipment can be used for other rights-of-way (including bikeways) that are at least five feet wide. Learn more at: <https://www.cityofrochester.gov/sidewalkplowing>
- *Rochester 2034* established three priority actions that would be pursued to expand winter maintenance, including prioritizing snow clearing routes that have high-levels of non-automobile

traffic; creating partnerships with other entities to broaden snow removal capacity; and researching and incorporating technology best-practices that make snow clearance on sidewalks and bikeways more efficient and effective.

- Between May and October, all City streets are swept either weekly or monthly. Large arterials (like West Main) are swept twice a week, while residential streets are swept monthly. Learn more at: <https://www.cityofrochester.gov/article.aspx?id=8589936580>
- On West Main, existing flowerpots and planters have not had a comprehensive maintenance plan but are tended to by volunteers and neighborhood associations as time and resources allow.
- Property owners within Rochester's Downtown Enhancement District are assessed and pay a special property tax to support an elevated level of streetscape maintenance services, such as landscaping and cleaning. Learn more at: <https://www.cityofrochester.gov/article.aspx?id=8589935690>

Ideas From the Community

- **Employ local residents, including youth, to maintain and attend to the public realm on a regular basis.**
- **Expand grant funding opportunities that can be used for ongoing operational needs, like maintenance.**
- **Provide resources to encourage building owners to make accessibility improvements to their entrances.**

Policy Areas Recommended for Further Exploration:

- 1. Foster neighbor-to-neighbor support for residential snow clearing.** Establish mechanisms to connect youth, volunteers, and other neighbors with older adults and disabled people to fill residential snow maintenance or other street maintenance needs.

When: 1-2 years

Who: City-led, collaboration with residential, elder services, youth, and other partners

Where: Potential Citywide Initiative. Related *Rochester 2034* goals and strategies include: TRN-1n

Examples:

- Numerous cities around the country have programs that connect neighbors and coordinate payment for shoveling sidewalks after snow events, though these programs are largely focused on residential areas. Programs are currently active in Newburyport, Watertown, Cambridge, and Somerville in Massachusetts, Pawtucket, RI, Chicago, IL, and Pittsburgh, PA, among others. Most programs require the homeowners to pay for the service themselves, though Watertown's program is supported by a foundation which will cover the cost. The program's in Pittsburgh and Chicago are fully volunteer based. Learn more at: <https://recreation.watertown-ma.gov/386/Snow-Removal-Program> and <https://pittsburghpa.gov/snowangels>

- 2. Leverage planned development to support maintenance needs.** Negotiate funding and program oversight with developers to address major community priorities – such as maintenance – without cost burdening existing small businesses and residents. With new development at Bull's Head on the horizon, there may

be opportunities for community benefit agreements (CBAs) or other contract vehicles to be established.

When: Ongoing with development activity

Who: Community-led, collaboration with City and development partners

Where: Potential Citywide Initiative. Related *Rochester 2034* goals and strategies include: HSG-4f

Examples:

- Detroit, MI: Most community benefit agreements are negotiated by the community and the developer on a project-by-project basis. Recognizing potential equity and transparency fault lines in the process, the City of Detroit passed a Community Benefits Ordinance in 2016 that requires developments of a certain scale or that are taking advantage of various public subsidies to proactively engage with stakeholders to identify a community benefits package. Learn more at: <https://detroitmi.gov/departments/planning-and-development-department/design-and-development-innovation/community-benefits-ordinance>

- 3. Broaden existing funding streams to support operations.** In the short-term, explore whether existing capital and startup resources, such as the Rochester Revitalization Fund, could be broadened to provide funding for ongoing operational costs. If snow clearing operations are expanded at the Citywide scale, consider establishing West Main as a priority route to support people walking, biking, and taking the bus.

When: ASAP

Who: REDCO, collaboration with City and RRF stakeholders

Where: Specific Initiative for West Main, Potential for use by other RRF Priority Corridors. Related *Rochester 2034* goals and strategies include: TRN-1

Manage On-street Parking and Curbside Uses for Varied Demands

Parking needs on West Main vary by location, time of day, and even seasonally. Residents, businesses, and visitors all have different and sometimes competing needs for parking on West Main. While much of the street is served by off-street parking lots, some sections of the street rely more fully on parallel, on-street parking to serve people who drive. Double parking in some concentrated areas of West Main – primarily in the vicinity of King, Madison, and Canal Streets – was raised as a concern throughout this process. In addition, people also expressed interest in allowing for more flexible use of parking spaces on a seasonal basis to support expanded public space and potential outdoor seating areas.

Existing Policy Context

- Today, on-street parking on West Main is provided primarily in a small handful of parking pullouts. There are large portions of the street where on-street parking is not permitted today. On-street parking on West Main is mostly unregulated. In other words, on-street parking can be used for any purpose for any length of time. There are a few segments of on-street parking that are time restricted (for example, short-term parking), however these sections represent a minority of the parking spaces available on West Main.
- The City's Zoning Alignment Project will incorporate new standards for off-street parking, which would govern any new

development or significant renovation projects on West Main. Learn more at: <https://rochesterzap.com>

- As part of the City's response to COVID, a temporary program was established that allowed businesses to use on-street parking spaces for expanded seating and outdoor commerce. This flexibility allowed businesses to expand their outdoor operations and was especially useful for businesses located along streets with relatively narrow sidewalks. In summer 2021, the City Council voted to create a permanent policy that would allow for the continued use of on-street parking spaces for outdoor dining areas, seating, and park-like spaces.

Policy Areas Recommended for Further Exploration:

1. **Update curbside regulations based on data and outreach.**
Conduct a curbside use study to examine parking behavior and loading/unloading needs on West Main and on adjacent side streets. Data collected from a parking utilization study and door-to-door outreach with businesses will help make informed policy

Ideas From the Community

- **Businesses on West Main should feel supported, but parking provision should account for the bike, pedestrian, and car demand that we aspire to have in the future, not what we have today.**
- **A parking study to provide data on how parking is used and help shape solutions would be valuable.**

decisions around how to regulate and manage both on- and off-street parking, loading, and other operational needs of the street.

When: ASAP, before or coordinated with street investment project

Who: City-led, collaboration with business owners and residents of West Main

Where: Specific Initiative for West Main. Related *Rochester 2034* goals and strategies include: TRN-6a

2. **Encourage shared parking resources across properties.** For new and existing uses on West Main, explore shared parking agreements to meet a wider range of needs with less space. Shared parking agreements allow off-street parking lots to be shared among different buildings in the area to take advantage of differing peak demand periods. They can also help reduce circulating traffic in an area by encouraging people to park once and travel by foot between multiple places within a commercial or cultural district. Shared parking agreements take advantage of different peak operating hours. For example, businesses with greater parking demand during weekday business hours might agree to share parking with a residential building or nearby church, which tend to have greater parking demand at night and on weekends. This approach can be especially successful in mixed-use districts like the future Bull's Head development, and is useful for getting the most out of valuable space that is dedicated to parking.

When: Ongoing with development activity

Who: City-led, collaboration with property owners

Where: Potential Citywide Initiative. Related *Rochester 2034* goals and strategies include: TRN-6

3. **Mange parking demand through pricing in the long-term.** In the long-term, explore price-based parking policies to encourage parking turnover for businesses and provide revenue for local initiatives. These types of policies should be implemented based on observed demand and must be implemented equitably across the City without creating undue burden for low-income and other environmental justice populations.

When: 5+ years

Who: City-led, collaboration with property owners

Where: Potential Citywide Initiative in commercial areas with high vehicle parking demand. Related *Rochester 2034* goals and strategies include: TRN-6

4. **Clarify standards for flexible curbside uses.** Develop clear standards and procedures for flexible use of on-street parking for seasonal uses such as outdoor seating and public park spaces. Guidance should emphasize the need for safe, fully accessible facilities and preservation of clear space for wheelchair access.

When: ASAP, coordinated with development of permanent City policy for in-street cafes and parklets

Who: City-led

Where: Potential Citywide Initiative. Related *Rochester 2034* goals and strategies include: TRN-6 and PR-5d

Examples:

- Boston, MA: The Tactical Public Realm Guide provides an illustrative, step-by-step guide to working with the City and stakeholders to plan, design, build, and maintain safe and accessible public spaces within the right-of-way. Learn more at: <https://www.boston.gov/transportation/tactical-public-realm>

Confront Perceived and Real Crime

Real and perceived crime on West Main can make people feel unsafe or uneasy traveling through or stopping along West Main. This condition undercuts many of the goals set for this project. Throughout this process, people shared that making West Main feel safe, fun, and inclusive is a high priority for both economic and quality of life reasons, while acknowledging that crime prevention is a society-level challenge with myriad and complex root causes. Interest was expressed in both interventions aimed at systematically addressing root causes of crime – such as financial insecurity – as well as more surface level initiatives that reduce visual reminders of crime.

Taken together, the recommendations in this plan will help situate West Main as a healthier, more prosperous, and better supported place. Many recommendations throughout this plan that are seemingly focused on another issue – such as street maintenance or housing stability – may also be effective mechanisms for preventing crime.

Existing Policy Context

- In 2021, the City of Rochester created the Office of Neighborhood Safety (ONS) within the City's Department of Recreation and Human Services (DRHS). The ONS will establish and implement a community-based intervention and prevention strategy to combat and eliminate violence in the City of Rochester. Learn more at: <https://www.cityofrochester.gov/ons>
- Through a range of City departments and organizations, Rochester maintains many initiatives and programs intended to reduce and respond to crime throughout the City. Learn

more at: <https://www.cityofrochester.gov/categories/topics/crimeprevention>

- In 2019, City residents voted to create the Police Accountability Board. The Police Accountability Board is run by nine unpaid, volunteer Board Members. The Board's role is to oversee the agency's operations, set the agency's priorities, and serve on panels during the Board's investigatory process. Learn more at: <https://www.rocpab.org>
- *Rochester 2034* calls for use of design techniques to prevent crime such as ensuring building design allows people to see out onto the street and keeping public spaces clean and well maintained.

Ideas From the Community

- **Fill West Main with positive activity.**
- **Explore both “quick fixes” that create visible but surface level deterrents to crime, as well as systemic solutions that address root causes of crime.**
- **Establish community-led education, activities, and campaigns to build community morale.**
- **Establish a neighborhood watch program.**
- **Install better sidewalk-scale lighting.**
- **Provide more trash/recycling bins and frequent street/sidewalk cleaning.**
- **Revisit the City's system for addressing properties with frequent drug or other activity on site.**
- **Provide more police presence.**

Policy Areas Recommended for Further Exploration:

- 1. Expand evidence-based methods and collaborations for crime prevention.** Explore new and equitable approaches to testing, measuring, modifying, and scaling crime prevention programs and techniques. Untangling the complex social forces that lead to crime is a challenge faced by cities across the country. This complexity makes it especially difficult to find equitable and effective solutions. By leveraging data science, local research, and collaboration across public and private sectors, crime prevention programs can be designed, measured, modified, and scaled using data and evidence as a platform for decision making.

When: 2-5 years

Who: Partnership between City, Community Organizations, Institutions, and others

Where: Potential Citywide Initiative; Related *Rochester 2034* goals and strategies include: PHS-2a, PHS-3a, and PHS-3i

Examples:

- The Crime Lab is a partnership between educational institutions, local governments, and other partners that uses data and research to design, test, and scale crime prevention programs. Learn more at: <https://urbanlabs.uchicago.edu/labs/crime>

- 2. Establish regularly scheduled community programming.** Ideally championed by a local organization, programming could include a wide range activities such as block parties, art shows, pop up concerts, produce markets, and more. In particular, regularly scheduled neighborhood ‘mini sweeps’ or cleanup days could help create consistent and visible demonstrations of community

pride, activity, and care while also addressing the maintenance priorities of local residents. Clear communication of City resources to support programming and incentives (like food at events or gift card for organizers) may help generate interest and enthusiasm to get programming off the ground.

When: 1-2 years

Who: Community-led, collaboration with City

Where: Specific Initiative for West Main. Related *Rochester 2034* goals and strategies include: BFN-1a, AC-3b, PR-5a, and ECN-2m

- 3. Integrate public safety and business district initiatives.** Intentional coupling of public safety and business initiatives may help establish a broader range of West Main-specific public safety interventions while expanding community control over how initiatives are implemented.

When: 10+ years

Who: Community-led, collaboration with City

Where: Specific Initiative for West Main

Examples:

- San Francisco, CA: Yerba Buena Community Benefit District (YBCBD) is a successful example of a self-governing assessment district assuming a leadership role in public safety and space management. Their services related to maintaining a clean and safe street include a Clean Team that tends to the area’s cleanliness, Community Guides that coordinate between merchants, visitors, and the Clean Team, a Social Service Specialist that connects people experiencing homelessness with supportive services, and a YBCBD-funded police officer that is dedicated to the district. Learn more at: <https://ybcbd.org>

RECOMMENDATIONS: BUILT INFRASTRUCTURE

Working together with the policy and programming structures described above, placemaking and transportation recommendations give physical form to the vision and goals for West Main. This section first describes placemaking opportunities on West Main, many of which are closely tied to the policy recommendations in the sections above. Then, recommendations for the future street design on West Main are discussed.

Harnessing the Power of Place

West Main is a major transportation corridor that carries people to and from the places they need to go. However, West Main is also a place where neighbors live, shop, socialize, and work. Incorporating placemaking strategies into the vision for West Main supports the project goals by doubling down on some of West Main's strongest cultural and economic assets, making use of existing space that today is underutilized, and taking advantage of unique features that provide a canvas for public art and other cultural expressions. Many placemaking strategies also present an opportunity for near-term action without major investments by the City; though City collaboration and support are often needed, many placemaking strategies can be carried out by neighbors, businesses, and local organizations in the very near term with lower-cost materials and creative methods.

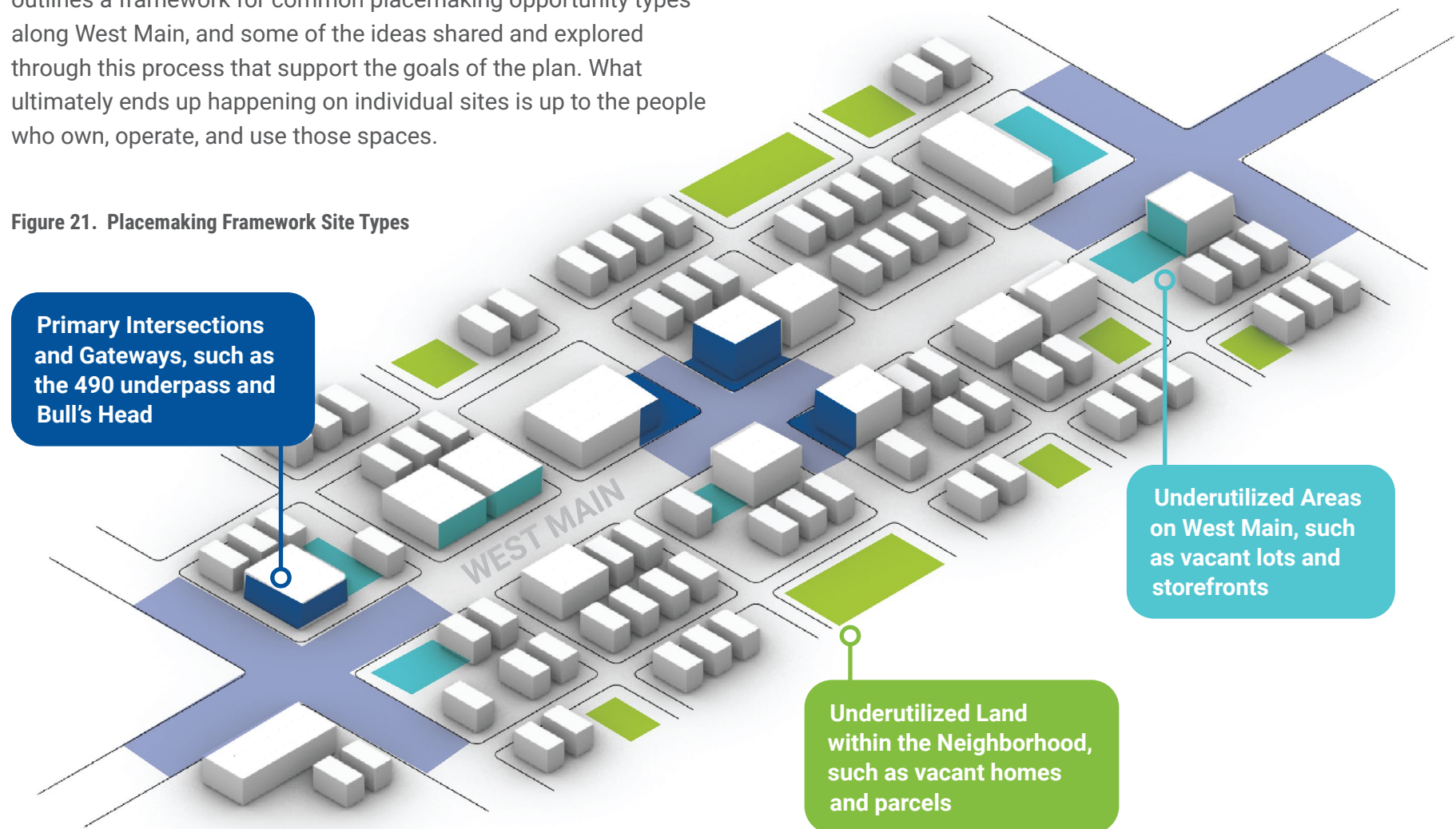
A Framework for Placemaking

Because implementation of placemaking strategies will require collaboration between community organizations, business owners, landowners, and members of the public, site-specific recommendations for placemaking are not included in this plan unless they are on publicly-owned land. Instead, the section below outlines a framework for common placemaking opportunity types along West Main, and some of the ideas shared and explored through this process that support the goals of the plan. What ultimately ends up happening on individual sites is up to the people who own, operate, and use those spaces.

Three common placemaking site types along West Main were identified including:

- Primary Intersections and Gateways
- Underutilized Areas on West Main
- Underutilized Land in the Neighborhood

Figure 21. Placemaking Framework Site Types



Primary intersections and Gateways

Primary intersections and gateways include the main intersections and access points to the study area. These are common access points for people entering West Main and offer an opportunity to incorporate elements that anchor the street as a neighborhood business and cultural district.

Both the intersections themselves – as well as the parcels around the intersections – offer space for highly visible placemaking elements. Because the streets and several large parcels surrounding the gateway intersections are publicly owned, the City is better positioned to take near-term actions on these sites than on other sites that are privately owned.

Gateways:

- Bulls Head (West Main at Genesee/Brown Streets)
- I-490 Overpass (West Main at Ford/Broad Streets)

Primary Intersections:

- West Main at Jefferson Ave
- West Main at Reynolds/Madison Streets



Ideas From the Community

- There is a mural under 490 already, though it is not well lit at night. Streetscape improvements and other changes to better utilize the space under the highway would be appreciated. Placemaking around the eastern gateway to West Main should aim to stitch the neighborhood back together with Downtown across the highway.
- Storefronts should be color-coordinated and part of a cohesive district look and feel.
- West Main and the surrounding area could be branded as a hub of social justice activity to promote the past and ongoing work of activists and create a draw for civic and cultural institutions to locate on West Main.
- The contributions and legacies of refugee communities should be better recognized in the public realm
- Large gateway signage on the I-490 overpass itself would be highly visible and clearly demarcate the area



Underutilized Areas on West Main

Underutilized areas along West Main includes vacant lots on West Main, underutilized off-street parking lots, and ground-floor storefronts without an active tenant. On West Main itself, there is a large cluster of underutilized land at Bull's Head, where plans for new buildings and streetscape features are already underway. Outside of the Bull's Head area, there are five vacant parcels on West Main, two of which are owned by the City.

While vacant land presents a long-term opportunity for redevelopment into multiuse buildings, in the short-term both vacant and underutilized parking lots can be activated with community-oriented activities and even business opportunities. Likewise, storefronts that are currently unused by a commercial tenant can come to life with dynamic art installations, community campaigns or storytelling, pop-up markets, or other uses.

Rochester 2034 identifies a range of temporary utilization priorities for vacant city-owned land including community gardens and events. Placemaking on privately owned land and storefront activation will require strong cooperation and partnerships between property owners and business owners.



Ideas From the Community

- Vacant and underutilized land can be repurposed as gathering space for diverse programming and small-scale events. This might include sharing and enjoying music, poetry, and other performing arts.
- Where new or vacant storefronts are available, local businesses should be prioritized for potential partnerships over national chain businesses.
- West Main needs more play spaces.
- Spaces created in the short-term, particularly those using temporary materials, need to be accessible for people with disabilities.
- There is demand on West Main for greater access to fresh food and grocery stores.



Underutilized Land in the Neighborhood

In the neighborhoods directly surrounding West Main, there are a significant number of vacant lots with no building or active use on them today. Unlike vacant land on West Main itself, these parcels are distributed and embedded within the neighborhood's residential fabric. While urban greening and gardening are a common practice used throughout the City and country to create active uses on vacant residential lots, the volume of vacant lots surrounding West Main suggest that broader initiatives should be explored that can also respond to some of the other goals expressed by the community through this process, such as preserving long-term affordable housing and resident stability. Implementation of these ideas will require a coordinated policy response to support and incentivize the types of uses that the community has expressed interest in.



Ideas From the Community

- **Community members should be proactively involved in this work and have easier access to information about available resources and opportunities for vacant lots.**
- **Community based governance can make these interventions more genuine, representative, and able to meet goals related to neighborhood stabilization.**
- **Give community-led organizations the first priority for purchasing vacant land.**



Placemaking Strategies

With many ideas suggested by the community in mind, seven placemaking strategies ranging from quick interventions to permanent, long-term installations were developed that can be applied to the placemaking framework described above.

1. **Create a cohesive visual and thematic experience.** Incorporate district branding into the built environment to build awareness and visibility of local businesses, cultural institutions, sites of interest, and neighborhood events within a walkable distance. On West Main, the community has suggested a range of ideas for a unified district identity, including strengthening the focus on the area's iconic history and making more visible the many contemporary cultures and movements that have roots on West Main today. Through this planning process community members shared a wide range of ideas—from color-coordinated storefront awnings to district banners affixed to streetlights to a revived and expanded heritage trail – about how to promote a cohesive and representative look and feel to West Main.

When: 5-10 years

Who: Community-led, collaboration with City and local institutions

Where: Specific West-Main Initiative. Related *Rochester 2034* goals and strategies include: AC-3a, AC-3g, and CNP-1

Related Priority Policy Recommendations:

- Build and Sustain a Coalition for West Main
- Showcase Community Pride, Identity, and Culture

Right: Rochester, NY.
Photo credit: Neighborhood of the Arts Business Association





2. Use the street as a canvas for community expression.

Incorporate large-scale murals as a short-term, scalable, and low-cost way to highlight a local artist, calm traffic, and inject color into primary intersections or gateway locations. On West Main, large-scale murals are already in use and well-loved by the community. In the future, murals could be implemented both within intersections (ground murals), on sidewalks, and on large buildings or structures. Murals may also be used to reinforce a common theme or district identity across the study area. In the example above from Memphis, TN, a community development organization worked with partners to integrate the work of local artists directly into the functionality of the design.

When: 2-5 years, coordinated with street investments

Who: Community led, collaboration with City and artists

Where: Specific Initiatives for West Main. Related *Rochester 2034* goals and strategies include: TRN-5c and PMP-7a

Related Priority Policy Recommendations:

- Build and Sustain a Coalition for West Main
- Showcase Community Pride, Identity, and Culture
- Confront Perceived and Real Crime

Resources for additional guidance:

- Asphalt Art Guide, Bloomberg Philanthropies: <https://asphaltart.bloomberg.org/guide>

Left: Memphis, TN.
Photo credit: Memphis Medical
District Collaborative

3. **Activate the 490 underpass.** Use lighting and art to create a more welcoming and distinctive transition between Downtown and West Main. During times when they are not in use, parking areas beneath the highway structure can also provide a covered space for outdoor community events.

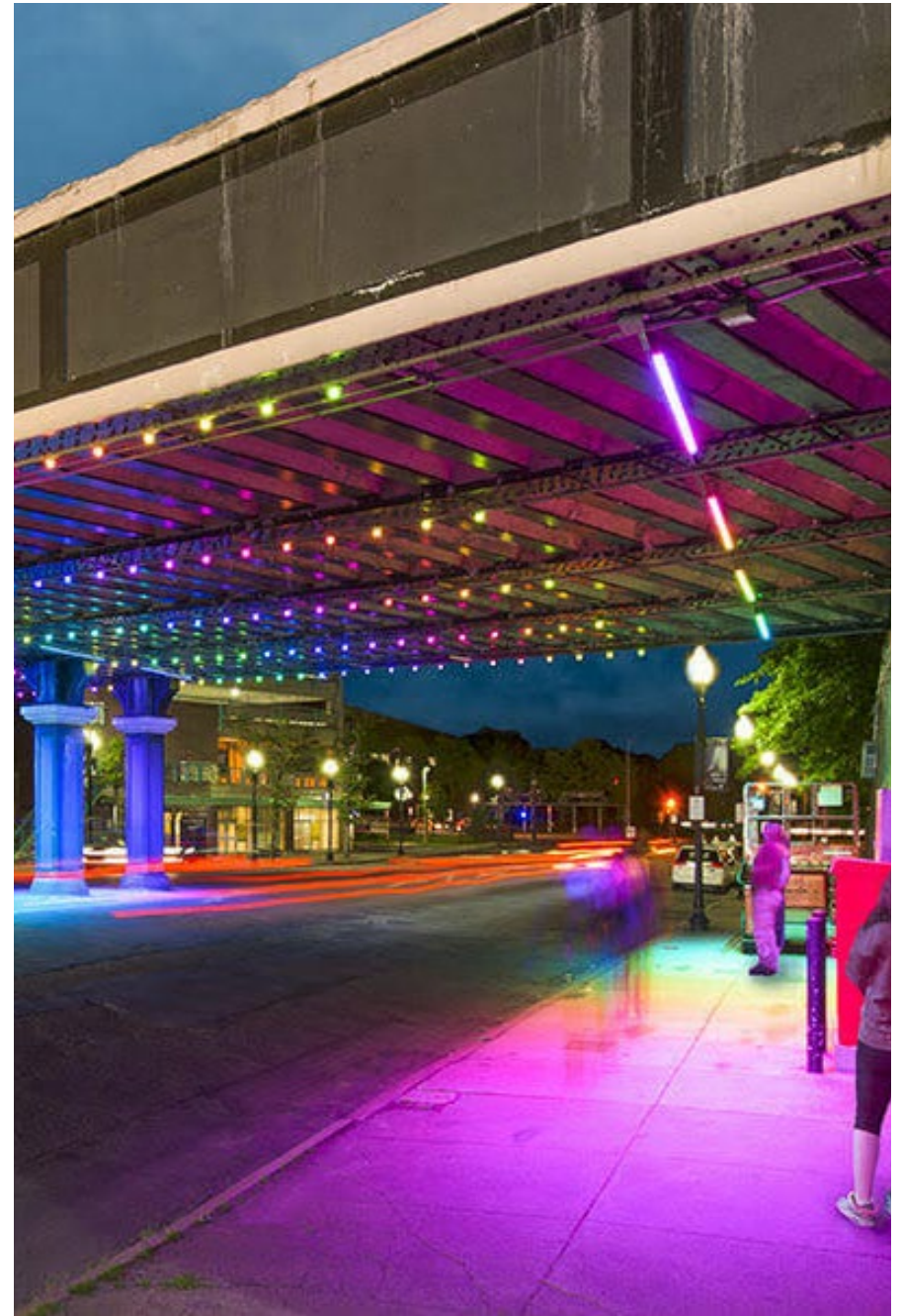
When: 1-2 years

Who: City-led, collaboration with NYSDOT and local artists

Where: Specific Initiative for West Main. Related *Rochester 2034* goals and strategies include: CNP-1c and PMP-5i

Related Priority Policy Recommendations:

- Build and Sustain a Coalition for West Main
- Showcase Community Pride, Identity, and Culture
- Confront Perceived and Real Crime



Right: Lynn, MA.
Photo credit: Beyond Walls



4. Use vacant and pre-development lots for short to-mid-term community and entrepreneur programming. Establish local entrepreneur marketplaces that offer short-term, lower-cost spaces for business incubation in shipping containers, tents, or other prefabricated structures. On West Main, several city-owned lots, including the area around Bull's Head that is awaiting permanent investment, could be used to establish on-site support for local entrepreneurs. Low-cost space for entrepreneurs, community organizations, or other groups to use may also help eliminate barriers to providing some commonly-requested services on West Main, including fresh food stores.

When: 1-2 years

Who: Community-led, collaboration with City and local entrepreneurs

Where: Specific Initiative for West Main. Related *Rochester 2034* goals and strategies include: VNT-4d, AC-1d, and ECN-3d

Related Priority Policy Recommendations:

- Build and Sustain a Coalition for West Main
- Minimize Vacancies On and Around West Main
- Grow Community Wealth
- Expand Access to Healthy and Affordable Food
- Confront Perceived and Real Crime

Left: Chicago, IL.
Photo credit: Boxville

5. Leverage vacant storefronts for temporary community uses.

Short- to mid-term uses in vacant storefront could include art displays, pop-up markets, pop-up community service centers, classes, meetings, and more. Temporary use of a space helps existing property owners see the value in their space, incentivizes upkeep, and provides a venue for communal needs to be met. Explore policy mechanisms at the City level that can help make existing vacant storefronts available to a wide range of stakeholders at an affordable and equitable cost.

When: Ongoing with storefront turnover

Who: Community-led, collaboration with property owners and City

Where: Specific Initiative for West Main. Related *Rochester 2034* goals and strategies include: AC-1d

Related Priority Policy Recommendations:

- Build and Sustain a Coalition for West Main
- Minimize Vacancies On and Around West Main
- Showcase Community Pride, Identity, and Culture



Right: Somerville, MA.
Photo credit: Culture House



6. Create pop up play spaces to support joy and community interaction across age groups. Pop up play spaces are usually semi-permanent and use features such as painted, life-size game boards, movable and creative playground structures, musical and interactive installations, and other elements that invite exploration, imagination, and wonder. On West Main, several underutilized sites are tucked within the enclosure of nearby buildings and offer a more protected and confined space to consider for play spaces geared toward children.

When: Ongoing

Who: Community-led, collaboration with City and vacant-parcel owners

Where: Potential Citywide Initiative. Related *Rochester 2034* goals and strategies include: PMP-6e, PMP-6f, VNT-2a, and TRN-5c

Related Priority Policy Recommendations:

- Minimize Vacancies on and Around West Main
- Maintain a Clean and Functional Street
- Confront Perceived and Real Crime

Resources for additional guidance:

- Play Everywhere Playbook, Kaboom: <https://kaboom.org/playbook>
- Safe Places, Active Spaces, NYC Criminal Justice: <http://criminaljustice.cityofnewyork.us/wp-content/uploads/2019/10/Safe-Places-Active-Spaces.pdf>

Left: Miami, FL.
Photo credit: Kaboom

- 7. Continue to promote urban greening and gardening.** The continued establishment of small-scale farming opportunities can grow skillsets and expand hyper-local access to fresh and healthy food, which was consistently brought up through this process as a community priority.

When: Ongoing, coordinated with Zoning Realignment Project

Who: Community-led, collaboration with City and parcel owners

Where: Potential Citywide Initiative. Related *Rochester 2034* goals and strategies include: VNT-3, VNT-4c, VNT-4d, and UAG-1

Related Priority Policy Recommendations:

- Minimize Vacancies on and Around West Main
- Grow Community Wealth
- Expand Access to Healthy and Affordable Food
- Maintain a Clean and Functional Street



Right: Rochester, NY.
Photo credit: Grow Green

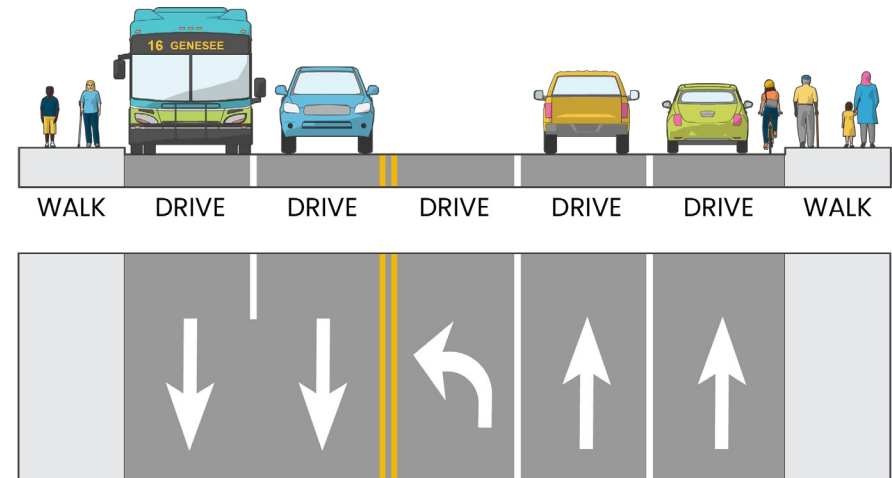
Designing a Safe, Connected, and Accessible Street

Through the goal setting process and existing conditions analysis, transportation priorities were clarified. Perhaps more than anything else, people shared their strong concern for how fast people drive on West Main. This safety concern is well documented through the crash history on the street: From January 2015 through December 2019, a crash was reported on West Main every 3.5 days on average. Several other priorities were also commonly shared by the public, such as providing on-street parking for residents and businesses, expanding sidewalks, making space for people to bike on the street, and creating great spaces for people to wait for the bus. While each of these priorities are all individually important, they compete for limited space on West Main.

Starter Ideas Explored for West Main

At a typical width of 66 feet, incorporating all of the priorities for West Main requires thoughtful balance and compromise. To help discuss some of the possibilities for West Main and begin the process of finalizing recommendations for the street, several high-level starter ideas were shared with the Steering Committee and the public to spark a discussion about balancing competing priorities for the street.

Through several Steering Committee meetings, a public meeting, and pop up events, people shared feedback on each starter idea. This feedback was used to refine, iterate, and finalize the recommendations for West Main. In the end, elements from each idea are used in the final design recommendations for West Main.



Driving Emphasis

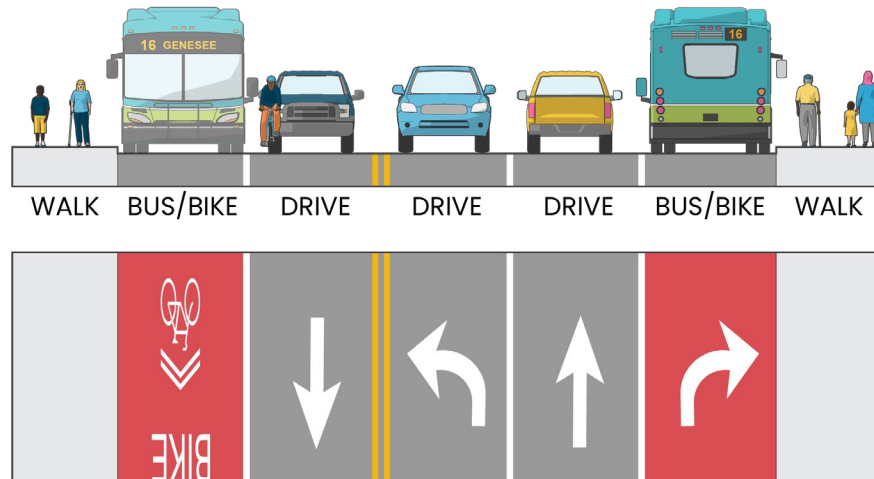
Representing a continuation of the existing condition, this concept maintains all existing vehicle lanes and keeps sidewalks generally the same width as today. Based on feedback from the Steering Committee, the Driving Emphasis concept was removed from the process early on to focus public engagement on starter ideas that generated more interest and support.

Benefits

- Potential for some safer crossings and some greenery at medians

Trade Offs

- No increases to sidewalk space
- No separate space for biking
- Placemaking focused outside of the right-of-way
- Minimal space for bus stop amenities
- Minimal traffic calming effects



Transit Emphasis

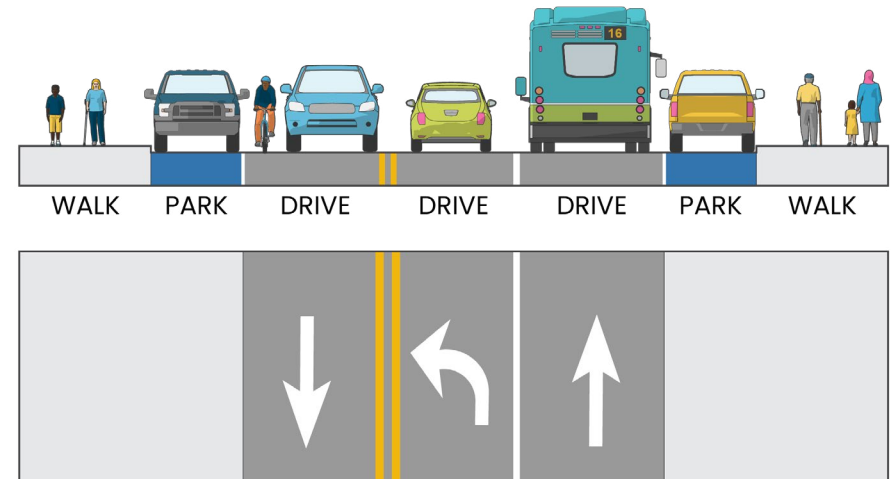
This idea would dedicate one lane in each direction for bus and bike travel. Based on feedback from the Steering Committee – including RTS – the Transit Emphasis concept was removed from the process early on to focus public engagement on starter ideas that generated more interest and support.

Benefits

- Transit lanes may improve bus travel times when traffic is high
- Potential for additional crossing locations

Trade Offs

- Minimal increases to sidewalk space
- No separate space for biking (shared with bus)
- Placemaking focused outside of the right-of-way
- Minimal space for bus stop amenities
- Minimal traffic calming effects
- Threat of double-parking blocking bus lanes



Walking and Parking Emphasis

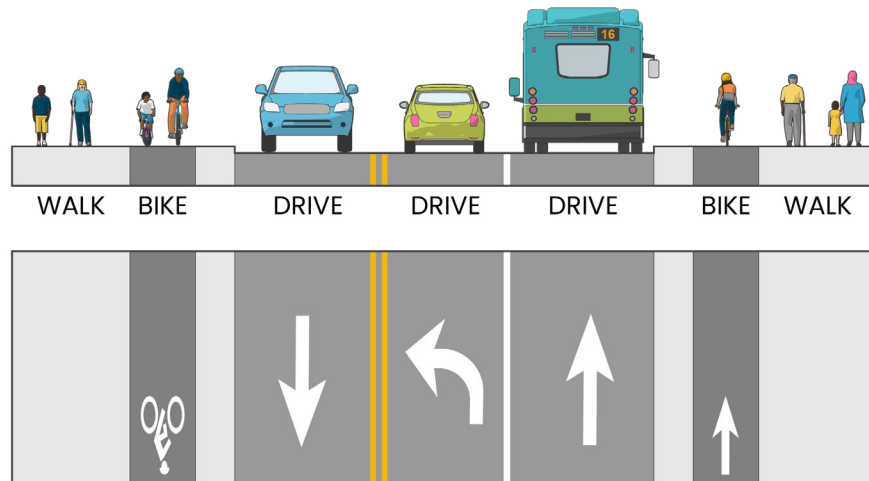
This idea would provide expanded sidewalk space, additional on-street parking, and green space. The number of vehicle travel lanes is reduced, with one travel lane in each direction and turn lanes at major intersections.

Benefits

- Slower traffic speeds
- Expansion of sidewalk for walking, placemaking, vegetation, and outdoor business activity
- Shorter, safer, and more pedestrian crossings
- Space for bus stop amenities
- Parking/loading space formalized and expanded
- Potential for transit queue jumps at intersections if needed

Trade Offs

- No separate space for biking
- Transit operates in regular vehicle traffic



Biking Emphasis: One-Way Bike Lanes

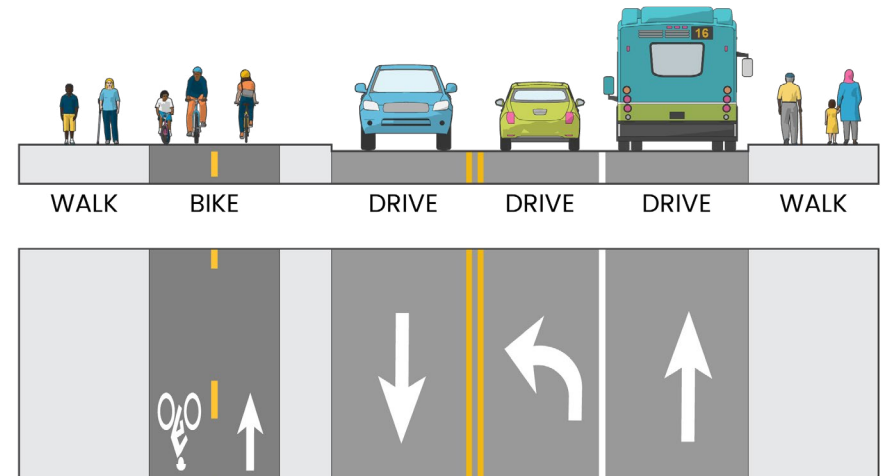
This idea provides dedicated space for people biking with one-way bike lanes fully separated from vehicle traffic on each side of the street, level with the sidewalks. The number of vehicle travel lanes is reduced, with one travel lane in each direction and turn lanes at major intersections.

Benefits

- Slower traffic speeds
- Separate space for biking on both sides of street
- Shorter, safer, and more pedestrian crossings
- Space for bus stop amenities
- Parking/loading space formalized

Trade Offs

- Sidewalk narrows on some blocks
- Some parking may be lost
- Constrained bike lanes at bus stops



Biking Emphasis: Two-Way Bike Lane

This idea provides dedicated space for people biking with a two-way bike lane fully separated from vehicle traffic on one side of the street, level with the sidewalks. The number of vehicle travel lanes is reduced, with one travel lane in each direction and turn lanes at intersections.

Benefits

- Slower traffic speeds
- Separate space for biking on one side of street
- Shorter, safer, and more pedestrian crossings
- Space for bus stop amenities
- Parking/loading space formalized

Trade Offs

- Sidewalk space increases only on one side of street
- Parking primarily on one side of street only
- Signalized intersections are more complicated with two-way bike lanes

Community Feedback on Transportation Starter Ideas

Driving Emphasis Starter Idea

- This option perpetuates the idea of West Main as a place to speed through, not a neighborhood main street.
- There is not a wide enough buffer for pedestrians and the crossing distance for pedestrians is too long.
- It doesn't feel like there is enough traffic today to keep this design.

Transit Emphasis Starter Idea

- Enforcement would be needed to make this option work because people would likely park in the bus lane.
- This does a good job of accommodating bus riders, but doesn't do anything for people walking or biking. The crossing distance for pedestrians is too long.
- This would get buses out of the flow of regular traffic, which could be helpful for driver frustration.
- This wouldn't be the worst option for people biking, but also not the best.

Walking and Parking Emphasis Starter Idea

- Emphasizing street parking feels like the best way to support local businesses and leverage trips passing through West Main for local economic development.
- Providing wider sidewalks without dedicated space for people biking will invite people to ride on the sidewalk. To some, this was a good thing as people already bike on the sidewalks today.
- People shared that they may feel comfortable biking in the street with this option because people would have to drive so much slower than today.

- This option makes pedestrian crossings much shorter and safer.
- This option provides the most space for additional amenities, like benches and trees.
- This would give businesses an opportunity to have outdoor seating.
- People shared that maintenance of this option would require a larger effort than today.

One-Way Bike Lanes Starter Idea

- One way bike lanes seem like the most straightforward way to include separated bike lanes on West Main.
- Having bike lanes on both sides would keep pedestrians farther from traffic and make the sidewalks feel safer.
- Though some people noted that this appears compatible with other streetscape amenities, others feel that if there is competition for space then trees, benches, and other amenities should take precedence over bike lanes.
- People noted that people who use wheelchairs or other wheeled devices (like strollers) sometimes prefer sidewalk level bike lanes because they are usually smoother and easier to travel along.

Two-Way Bike Lanes Starter Idea

- Some found this concept confusing or unfamiliar
- Some people felt this was a good compromise since one sidewalk remains completely dedicated to people walking while the other is adjacent to the bike lane.
- This option only provides a benefit to businesses on one side of the street. Having a two-way lane on one side of the street feels more natural along a park or streets with few intersections.

Street Design Recommendations

Using the many comments and ideas shared by the community as described above, a final street design concept for West Main was developed. While the design includes compromises between competing priorities for the street's limited space, care and thought was incorporated into design decisions both large and small. Bringing this vision from paper to pavement will require additional study, analysis, and detailed design. However, this concept provides a blueprint for decision making and design principles that can be carried forward.

This concept is intentional about prioritizing on-street parking, sidewalks, and bike lanes over vehicle travel lanes to emphasize the needs of the neighborhood over the needs of regional travelers. Though West Main today functions as a pass through street for many people, feedback from the Steering Committee and public consistently demonstrated a desire for more elements – like wider sidewalks, bike lanes, and trees – that are simply not possible while accommodating multiple lanes for vehicle traffic.

Design recommendations for West Main can be broadly grouped into four primary recommendations:

1. **Advance planning and secure funding to reconstruct West Main using this process' long-term vision and community feedback as a guide.** The changes included in the long-term concept for West Main are significant; widened sidewalks, clear parking areas, world-class bus stops, and separated bike lanes are introduced. Four travel lanes that today allow for excessive speeding are replaced by two or three, helping to balance vehicle access with the need for a slower, safer street. Across the study area, new opportunities for trees, greenery, and outdoor

dining and businesses are possible. Illustrations and images representing the long-term vision for West Main are shown on page 102 through page 113.

2. **Advance the spirit of the long-term vision with short-term changes through lower-cost construction methods.** With the long-term vision and community feedback collected through this process as a guide, the street can be transformed in stages as funding becomes available. Many aspects of the long-term vision can be achieved on a shorter time frame when the street is repaved or when new development is proposed. While it may not be possible to move curbs and widen sidewalks along the entire street in the short-term, a future repaving project can embrace the spirit of the long-term vision by reducing the number and width of vehicle lanes, installing separated bike lanes, adding more accessible crossings and curb ramps, and providing more furnishings at bus stops. Short-term changes to the street should be accompanied by educational campaigns and signage to help community members become comfortable with new design features.

Depending on funding, expanded sidewalks should be considered in the short-term for existing areas with higher volumes of pedestrian activity, such as between Canal and Madison streets. If any curb relocation is pursued in the short-term, all changes should be consistent with long-term plans and not preclude future investments.

With a short-term project, the City and community partners should take advantage of the opportunity to iterate, measure outcomes, and refine the design for a longer-term reconstruction project. For additional specific details about short-term design recommendations, please see Appendix A.

3. Support future design phases in the short- and long-term with updated observations and analyses. New pedestrian, bike, transit, and vehicle observations and analyses should be conducted to help further refine design decisions. Additional analyses that may be particularly useful for West Main include:

- A vehicle origin-destination study to help understand how people driving use West Main and how proposed changes may affect vehicle traffic behavior. This analysis should be used to help understand how much vehicle traffic on West Main is local and destined for areas around West Main and how much is regional and may be better accommodated on other regional-serving routes. This type of analysis can also be helpful for identifying what percentage of existing vehicle trips are short in length (under three miles) and may be readily converted to walking, biking, or transit trips in the future. Ideally, data from both before and after the pandemic would be analyzed to evaluate potential lasting trends related to work-from-home and other cultural shifts.
- A vehicle traffic gap analysis to understand how comfortably people crossing the street will be able to use proposed unsignalized crosswalks. Based on results, additional pedestrian protections at unsignalized crossings — such as flashing beacons — may be required.
- A passenger-weighted transit travel time analysis to quantify how travel lane changes may impact bus riders and identify additional transit-supportive strategies to preserve quick and reliable transit service.
- A curbside use study to examine parking behavior and loading/unloading needs on West Main and on adjacent side streets. Data collected from a parking utilization study and door-to-door outreach with businesses will help make informed policy decisions around how to regulate and

Traffic Analysis and COVID

To prepare this plan, a high-level traffic analysis of all signalized intersections within the study area was completed using pre-pandemic data from 2019 (see Appendix C). The pandemic has challenged long-standing conventions around traffic and transportation patterns. Trips during the pandemic are generally less concentrated around rush hours. In some places, vehicle traffic volumes are similar to what they were before the pandemic while in others vehicle volumes linger far below pre-pandemic numbers. In addition, trips made by transit have fallen across the country as hesitancy to return to enclosed spaces has persisted.

On West Main, traffic counts collected in April 2021 showed a decrease in traffic volumes between 5% and 46% during the morning and evening rush hours, depending on the intersection. For this plan, traffic analyses and judgment were used to determine where along West Main left-turn lanes should be included to help keep vehicle traffic moving. For future design phases, new traffic counts may be useful to help inform design decisions, especially related to providing quick and reliable bus service.

This concept is intentional about prioritizing on-street parking, sidewalks, and bike lanes over vehicle travel lanes to emphasize the needs of the neighborhood over the needs of regional travelers. Though West Main today functions as a pass-through street for many people, feedback from the Steering Committee and public consistently demonstrated a desire for more elements — like wider sidewalks, bike lanes, and better bus stops — that are simply not possible while accommodating multiple lanes for vehicle traffic.

manage both on- and off-street parking, loading, and other operational needs of the street.

4. **Use the time needed to plan, design, and implement physical changes on West Main to simultaneously advance “invisible infrastructure” recommendations.** A central theme of this process was the need for West Main to be considered and planned for as a collective whole, not just as a transportation corridor. The City and community partners should use the years it takes to complete final engineering and construction to implement important policy and programmatic initiatives discussed in this plan.

Transportation Design Features

The concept for West Main makes use of a wide range of design features that have a proven ability to deliver high-impact safety, accessibility, and connectivity benefits to people who walk, bike, take the bus, and drive. Some elements may be highly intuitive and familiar, while others may be new to this community’s context. To help explain why certain elements were selected for West Main, descriptions of some of the common plan elements and how they support community goals are provided below:

- **Narrower space for vehicle travel** will slow drivers on West Main and make pedestrian crossings significantly shorter and safer.

Table 1. Summary of West Main Concept Design Compared to Existing Condition

		Existing	Concept
Walking	Typical sidewalk width	8 feet	10 feet
	# of intersections with crosswalks	8/14 (57%)	13/14 (93%)
	Crosswalk distance	Min: 42 feet Max: 110 feet	Min: 22 feet Max: 52 feet
Biking	Typical bike lane width	0 feet	5-6.5 feet, plus buffer space
Bus	Typical bus stop width	0 feet (shared with sidewalk)	8 feet wide, 40 feet long
	# of bus stops	14	13
Driving	# of parking spaces	56 full time, 35 no AM parking 91 total	93 full time (66% increase) 93 total (2% increase)
	# of vehicle travel lanes	4 to 5	2 to 5
Trees	# of street trees	26	100+

- **Left-turn lanes at busy intersections** will give people turning lefts onto side streets a place to wait without feeling pressure from traffic behind them. This not only helps keep traffic moving by removing people turning left from the through lanes, but also encourages safer turning behavior.
- **Wider sidewalks** will create more accessible and more flexible space for people walking, people with disabilities, and businesses interested in having small outdoor areas for seating or sidewalk sales.
- **Crosswalks at all intersections and bus stops** will give people walking a direct way to move around the street and minimize the number of people crossing at unmarked locations. With fewer vehicle travel lanes, crosswalks can be safely provided at more locations without adding full traffic signals. Additional analysis should be considered to determine whether additional pedestrian protection — such as flashing beacons — should be installed with new crosswalks.
- **Raised crosswalks across minor side streets** will create pedestrian priority at intersections and encourage slower vehicle speeds as people enter and exit side streets.
- **Separated bike lanes** will create a separate space that people of all ages and abilities can feel comfortable biking along. Separated bike lanes will also create a buffer between the sidewalk and moving traffic, providing more comfort for people walking.
- **Protected intersections** maintain separated space for people biking as they navigate through intersections, which reduces conflicts and improves visibility between people driving and people biking.
- **Accessible bus islands** with amenities will provide a high-quality space to make waiting for the bus a safe, dignified, and comfortable experience. Moving the bus lanes to the street-side of the bike lane also minimizes conflicts between bus drivers and people biking. Bus stop amenities —like shelters, benches, and trash or recycling receptacles — help create a defined edge between the bus stop and the bike lane next to it and help channelize people getting on and off the bus to marked crossings across the bike lane.
- **Bike crossings** at key intersections will provide connections to planned neighborhood greenways to expand high-comfort biking options into the neighborhoods.
- **Accessible parking spaces** will support access to West Main for people with disabilities who drive or are driven.
- **Trees and greenery** will contribute to a comfortable walking environment by mitigating effects of heat and adding natural beauty. Street trees should only be planted in locations where adequate space for root spread and soil volume can be provided.
- **Bike parking, benches/seating, and street lighting** will promote safe, multimodal transportation by providing needed amenities for people who walk, bike, and take transit. In general, the buffer space between the bike lane and the street or parking lane provides a space for these street amenities. At a minimum, pedestrian-scale street lighting should illuminate all crosswalks and bike parking and seating opportunities should be provided consistently and frequently along the street.

The images, cross section diagrams, and plan-view graphics on the following pages provide a block-by-block view of the long-term vision for West Main.

Community Feedback

During a final round of community outreach, people shared feedback about the proposed concept. This feedback should be carried forward and considered in future design phases.

- People shared excitement about dedicated space for bikes, wider sidewalks, fully-appointed bus stops, and new trees. The need for maintenance of these new features was also emphasized.
- People shared that they are glad to see a design that will dramatically slow down people driving on West Main.
- People suggested that wider sidewalks instead of separated bike lanes would accommodate all the same functions and would be more legible and easier to maintain.
- People shared concern about traffic congestion and whether two lanes is adequate to accommodate traffic.
- People shared concern about unsignalized crosswalks and requested additional protection (for example flashing beacons) and analysis of how often gaps in vehicle traffic will occur to create space for people to cross the street.
- People suggested that supplementing with additional off-street parking could be helpful to augment on the on-street supply. Others suggested that parking is rarely full on West Main and that more should be eliminated to widen sidewalks further.
- People acknowledged that education will be needed to help the community acclimate to some design features.
- People reemphasized the need for policy changes related to other issues on West Main, such as crime and housing.

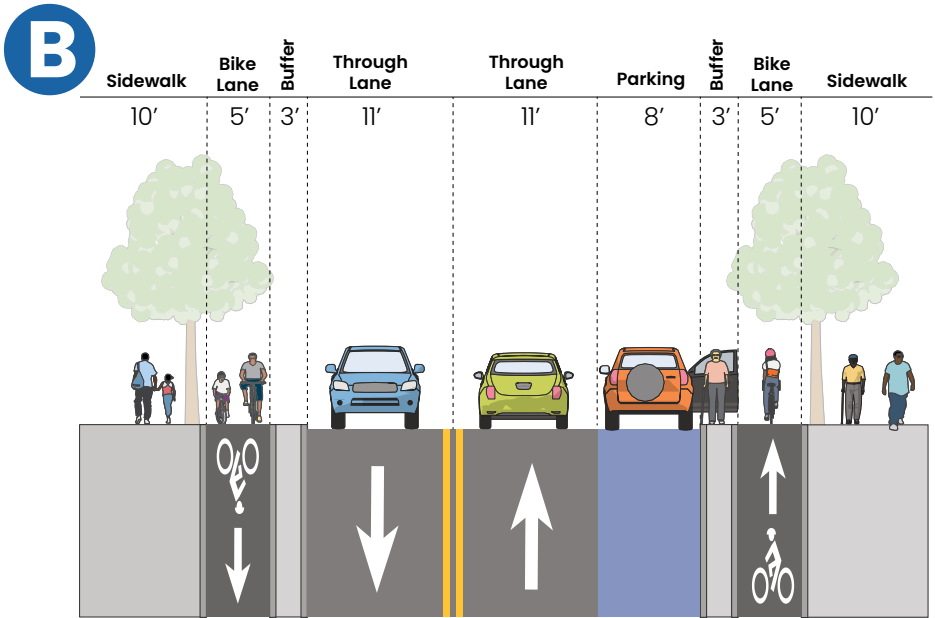
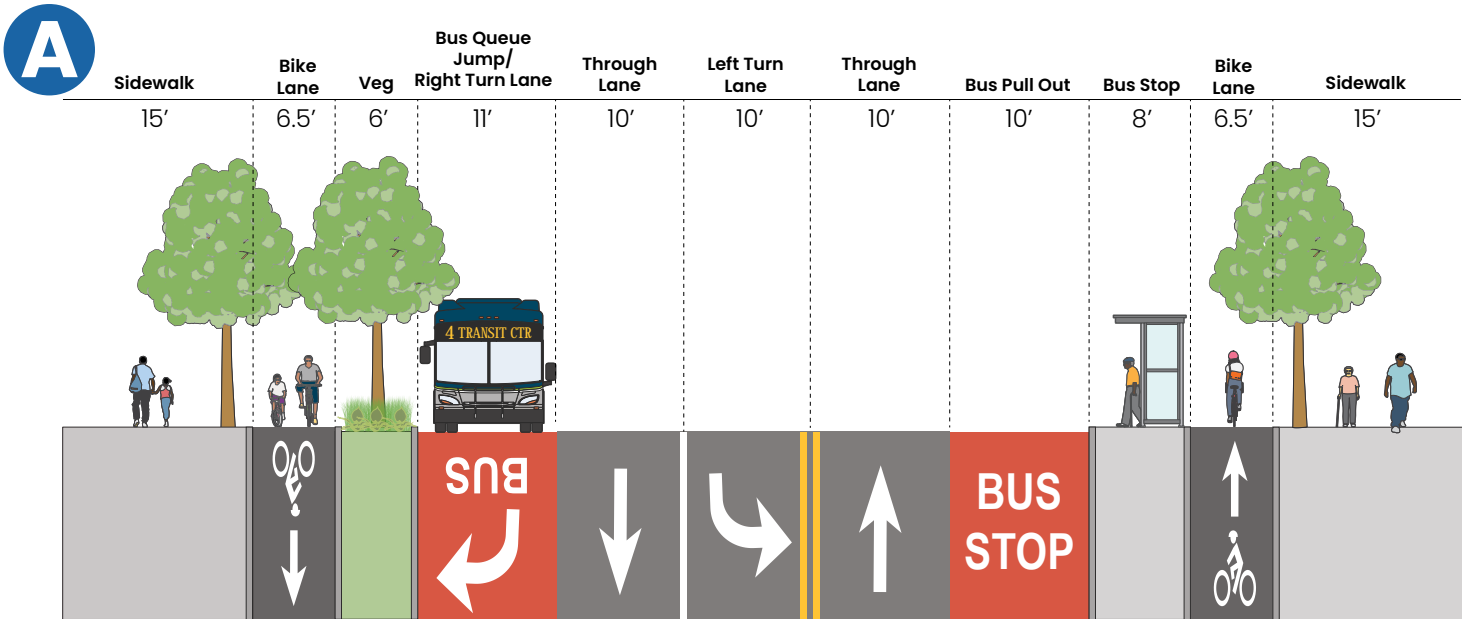


A rendering showing West Main with expanded sidewalks, furnished and accessible bus stops, separated bike lanes, on-street parking, and a narrowed vehicle travelway

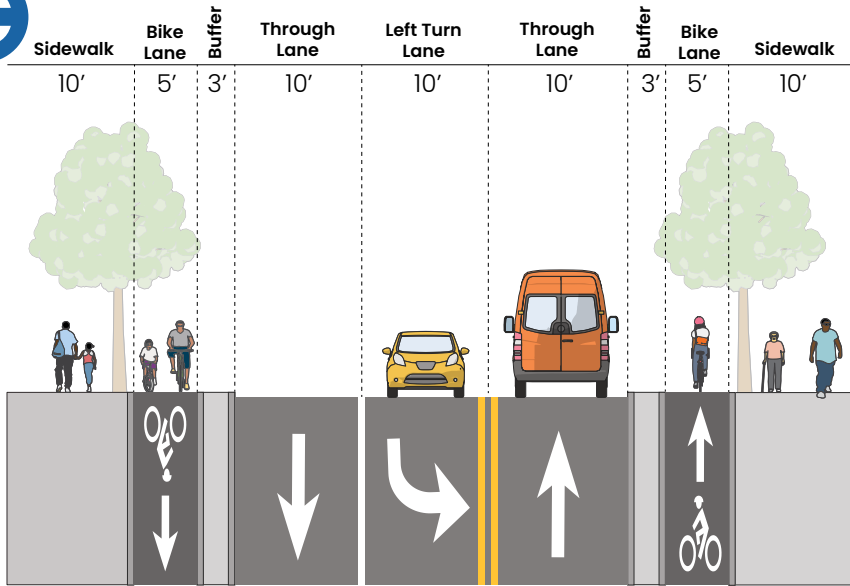


The cross section diagrams to the right are keyed to the long-term concept plans shown on page 106 through page 113. Cross section diagrams for short-term consideration are provided in Appendix A.

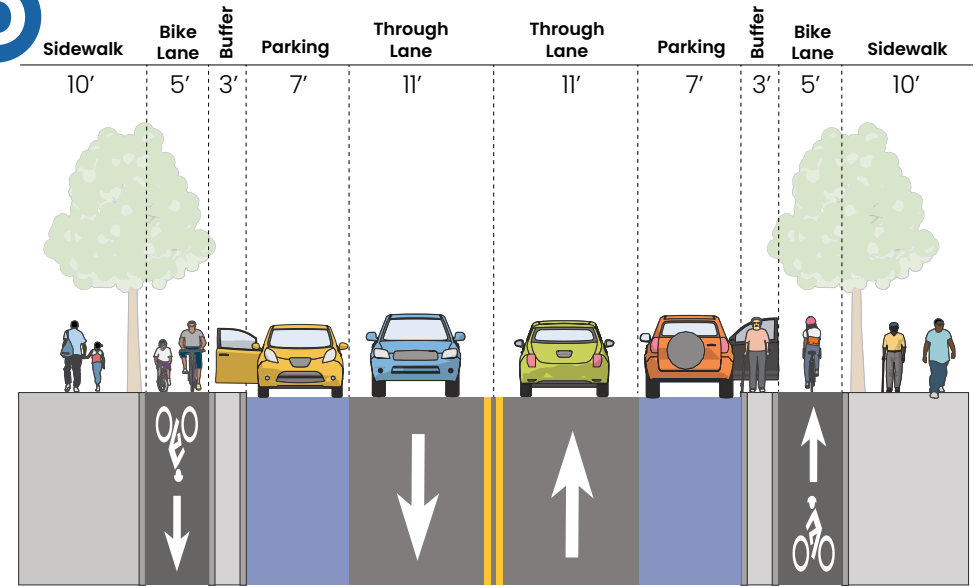
Throughout the plan graphics shown on the following pages, important transportation elements are described in blue text, while placemaking elements are described in pink text.



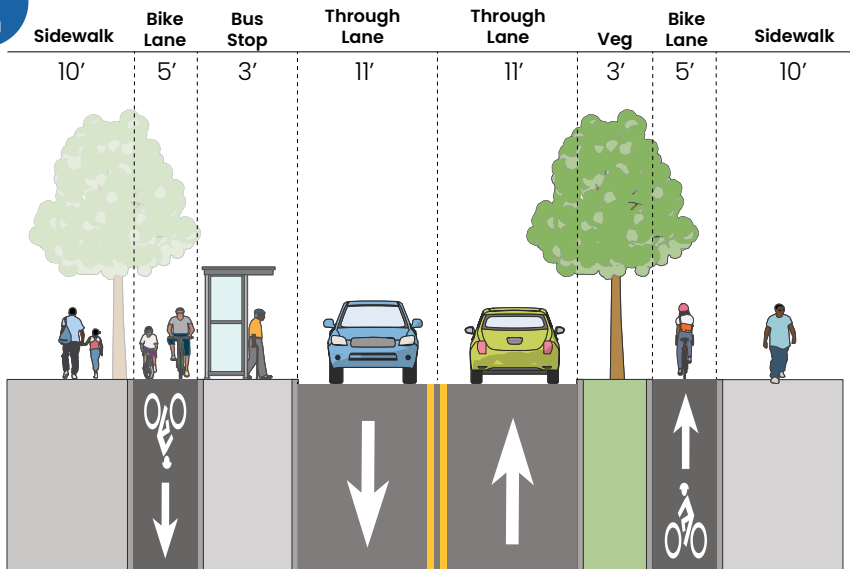
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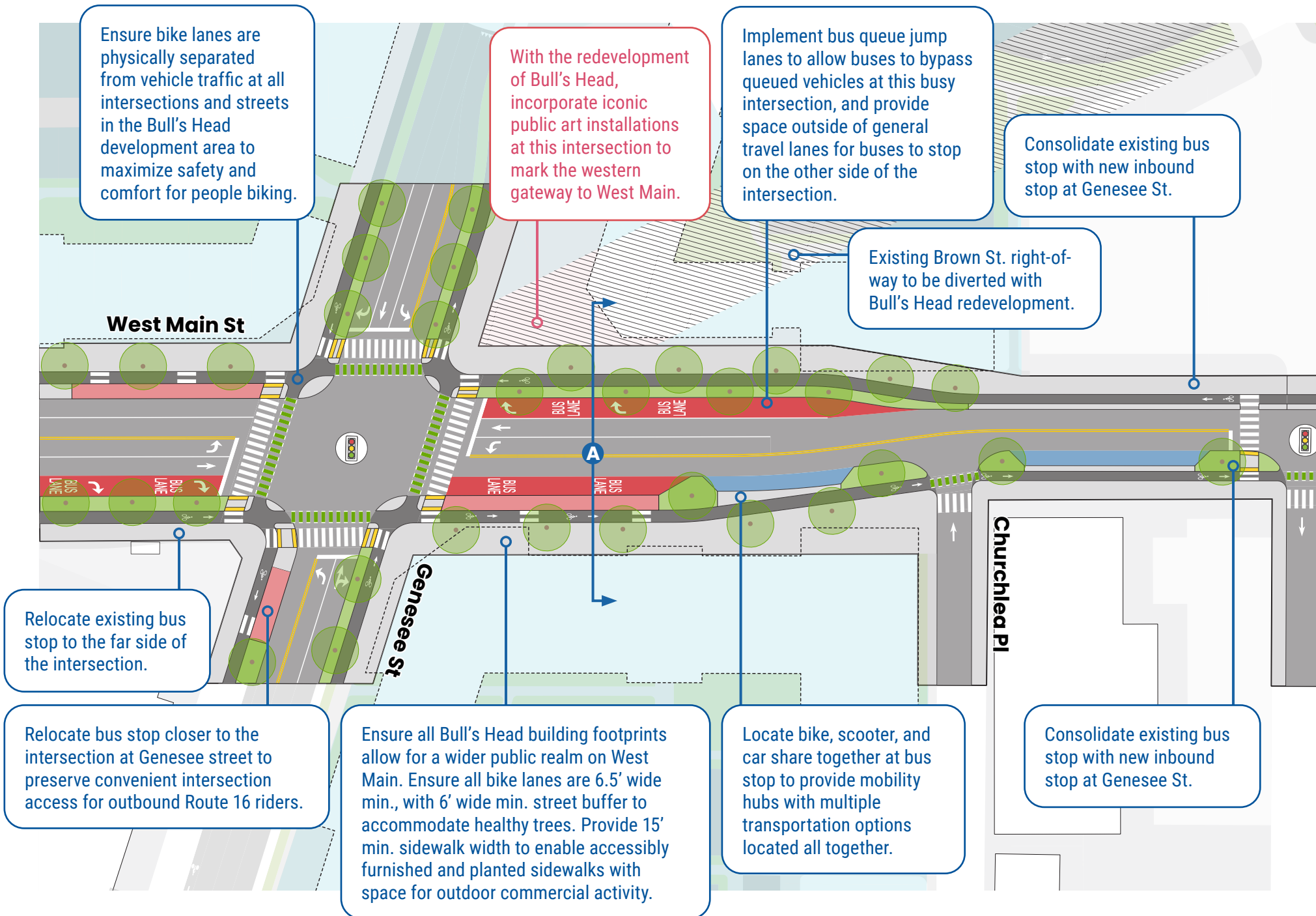


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














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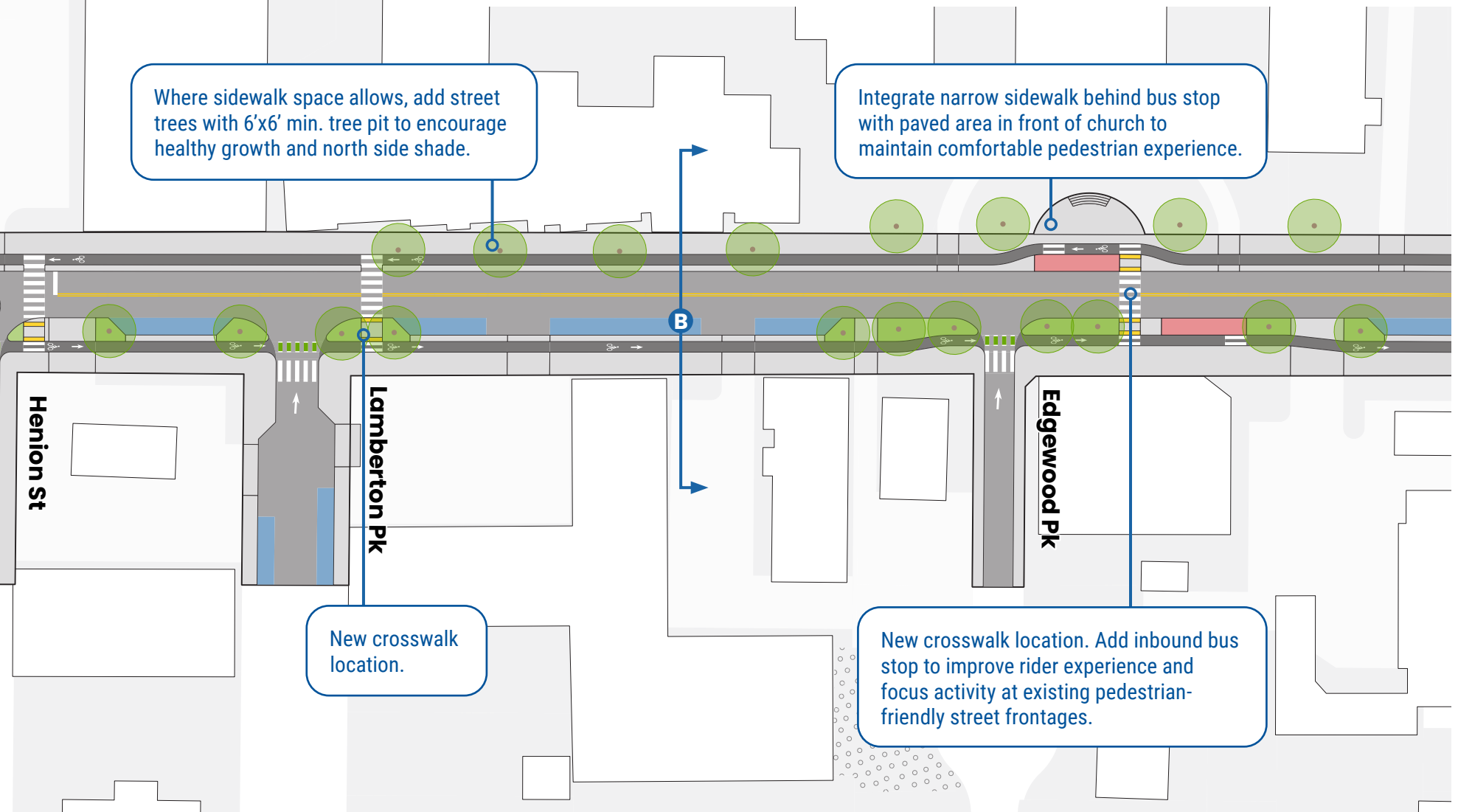


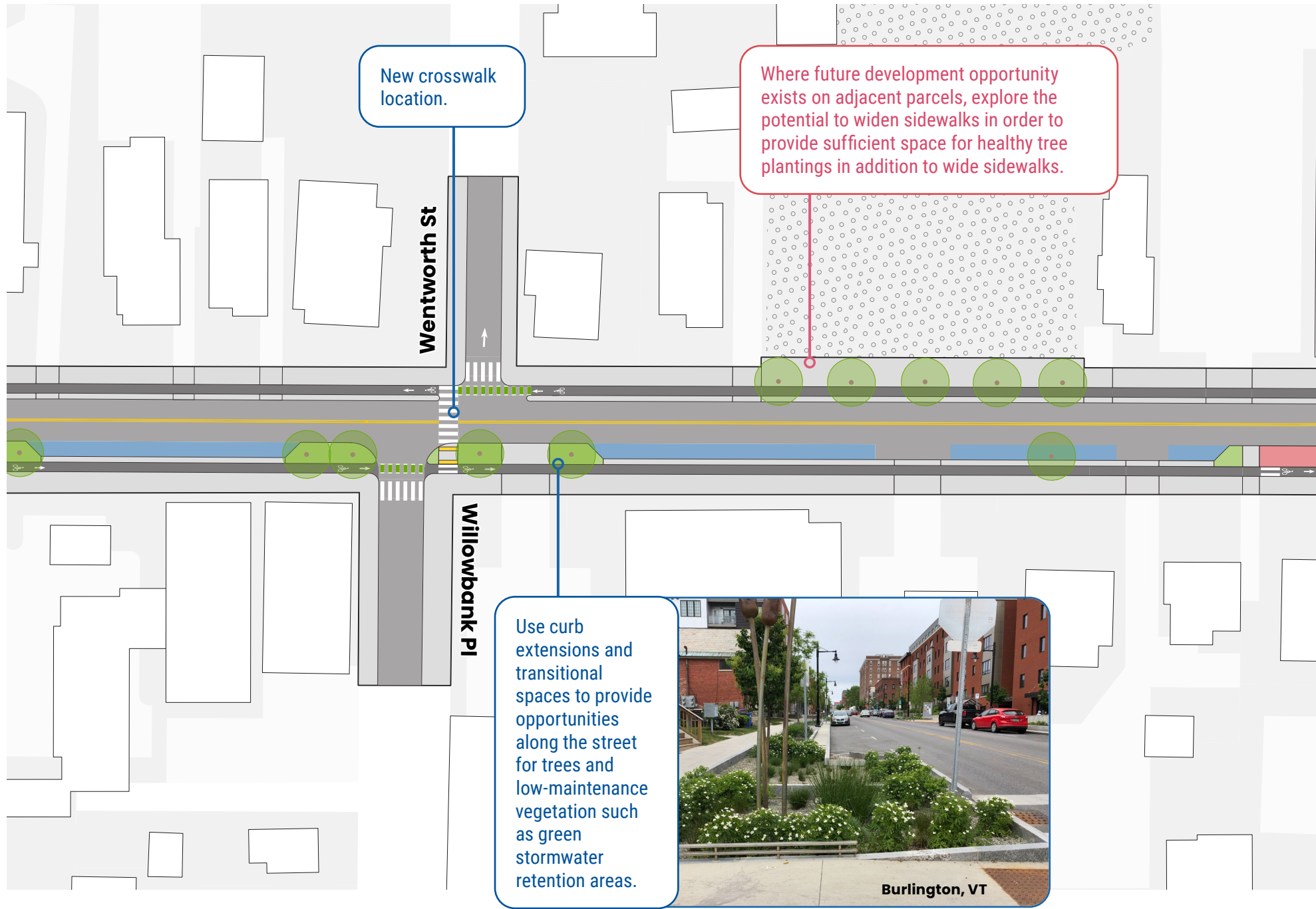
LEGEND

 Vehicle Lane	 Bus Lane	 Vegetation	 Existing Building	 City-owned Parcel
 Bike Lane	 Bus Stop	 Tree	 Proposed Building (by others)	 Vacant Parcel
 Sidewalk	 Parking	 Signalized Intersection		
















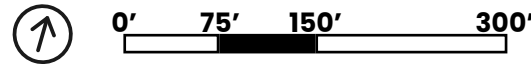
0' 75' 150' 300'





LEGEND

	Vehicle Lane		Bus Lane		Vegetation		Existing Building		City-owned Parcel
	Bike Lane		Bus Stop		Tree		Proposed Building (by others)		Vacant Parcel
	Sidewalk		Parking		Signalized Intersection				



Provide two-stage left turn queue boxes to allow bicyclists to make left turns without having to merge into vehicle travel lanes.

Elevate wayfinding to the Susan B. Anthony House and Museum and other nearby cultural sites.

New crosswalk location.

Shift existing bus stop back to allow room for a left-turn lane at the Jefferson Ave. Construct floating bus stops corridor-wide to prevent conflicts between buses and people biking. Minimum stop dimensions of 8'x40' will provide space for shelters, benches, trash/recycling, and wayfinding.

Add bus stop to ensure a stop near Jefferson for inbound Route 17.

Construct median diverter to help manage traffic volumes on future Reynolds/Madison bike boulevard while providing refuge for crossing pedestrians and bicyclists. Utilize mountable curbing where needed to accommodate turns for larger vehicles, including tour buses visiting nearby historic sites.



Seattle, WA
Adam Copolla Photography

Construct parking lane flush with the curb to provide accessible parking spaces. Provide at least one accessible parking space per block, either on West Main Street, or as the first parking space on intersecting side streets.
















Field St

Canal St

New crosswalk location.

Incorporate a short two-way bike lane to provide a continuous bike connection from Canal St to Troup Street in addition to a high quality bus stop. Work with abutters to explore the potential for small easements if needed to ensure a comfortable sidewalk width is maintained.

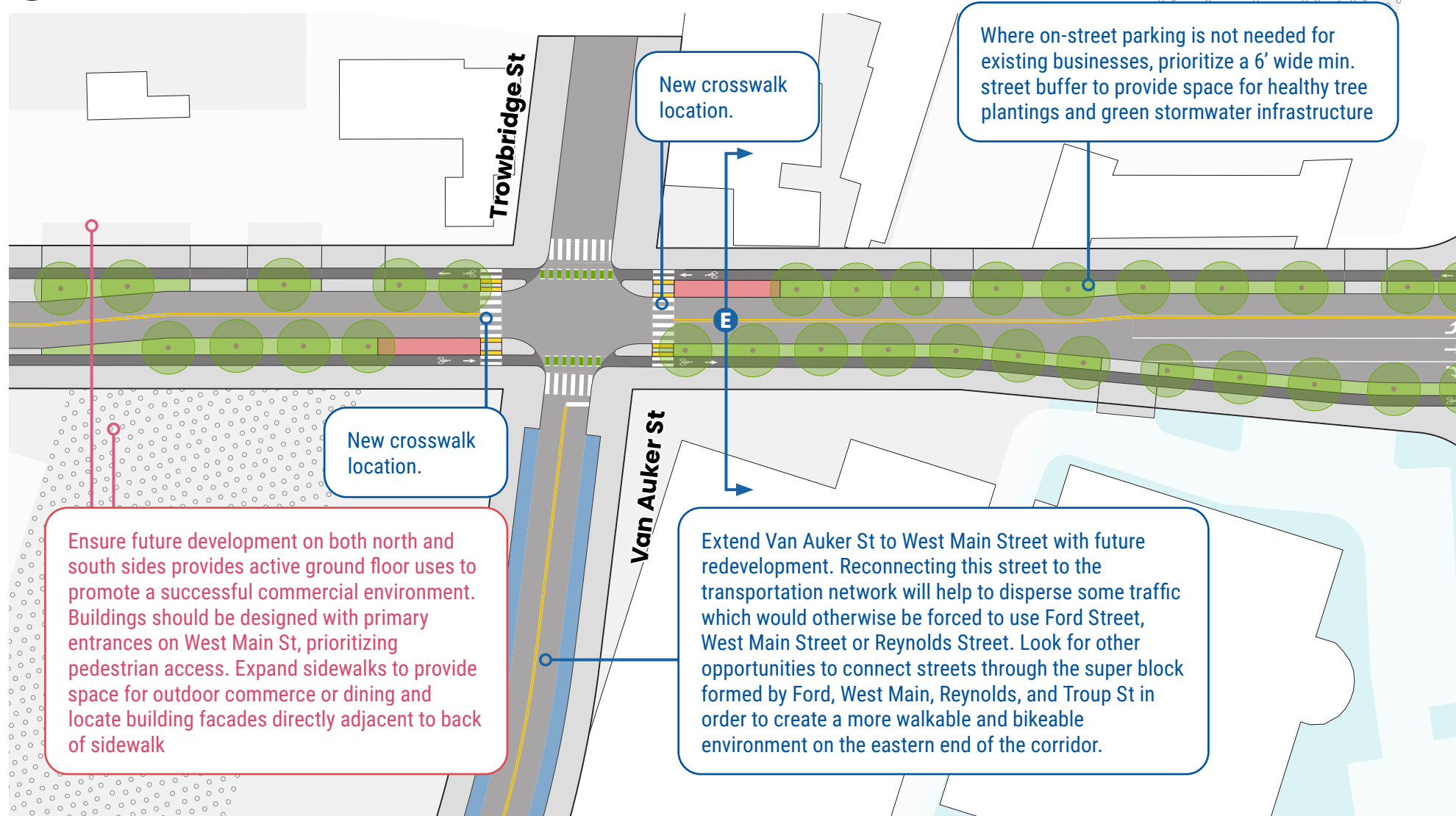
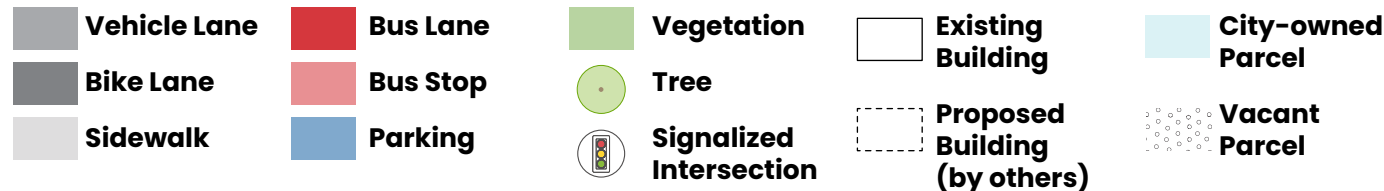
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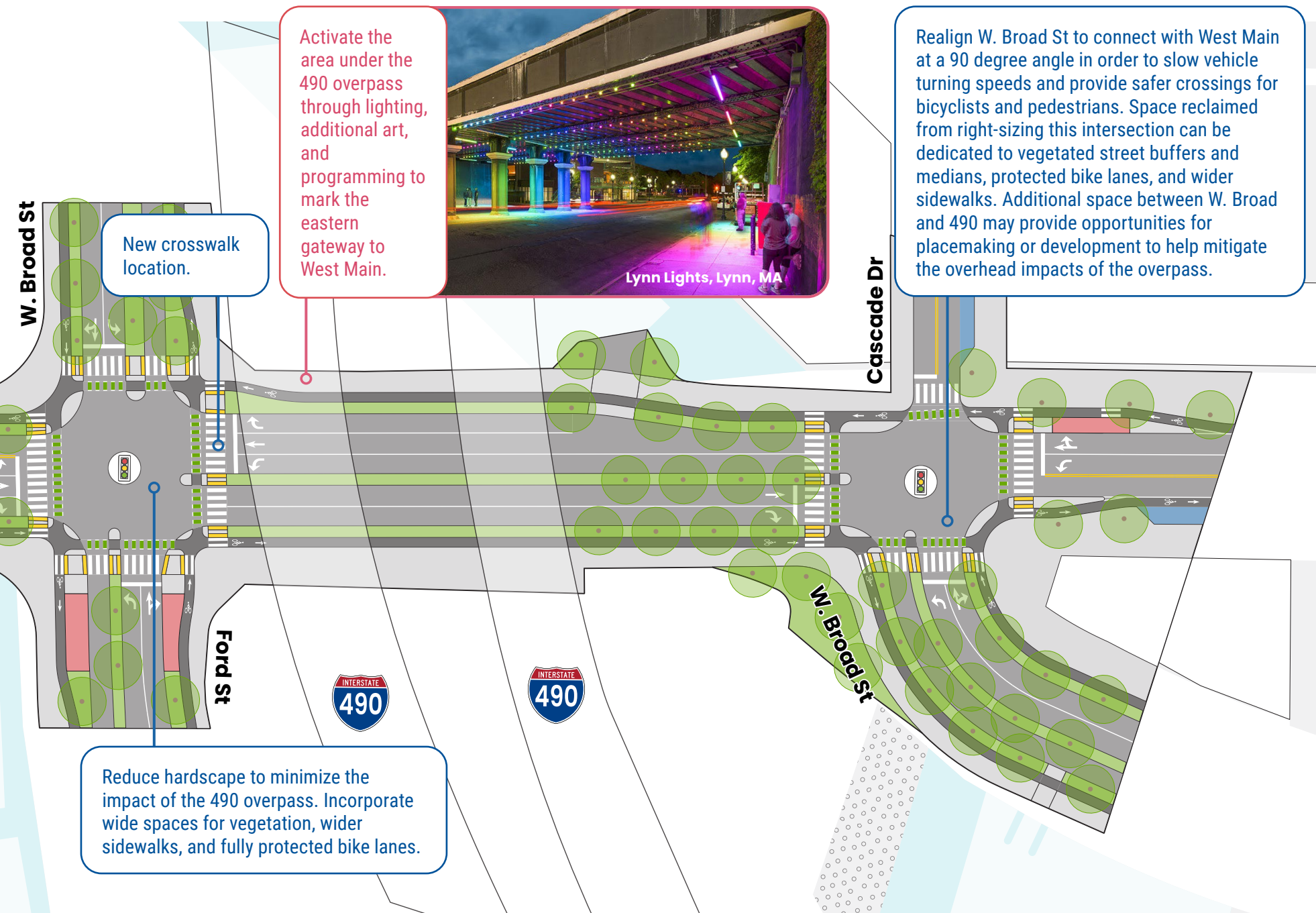
 Vehicle Lane	 Bus Lane	 Vegetation	 Existing Building	 City-owned Parcel
 Bike Lane	 Bus Stop	 Tree	 Proposed Building (by others)	 Vacant Parcel
 Sidewalk	 Parking	 Signalized Intersection		



0' 75' 150' 300'

LEGEND





CLOSING



Through this process, many big and bold ambitions for West Main were revealed. These ambitions cut across topics – from transportation to community wealth to arts and culture – and acknowledge that these topics are all related. Taken together, the vision for West Main reflects a future where people travel freely and safely; where small businesses grow and prosper; where families become free of financial insecurity; where social justice is felt and seen.

Achieving this vision will take time. Reconstruction of the street and implementation of major policy and programmatic initiatives will require strong cross-sector collaborations and significant funding. However, short-term progress is possible and important. Through lower-cost construction methods and implementation of priority policies, important community priorities can be brought to life in the near-term.

Along the way incremental progress can be celebrated, street design and policies can be tested and refined, momentum can grow, and more voices can be empowered to lead.