



ALTERNATIVE CONCEPTS

2ND PUBLIC OPEN HOUSE
JUNE 17TH, 2015



**WELCOME! WHETHER YOU JOINED US LAST TIME
OR IT'S YOUR FIRST TIME OUT, WE WANT YOUR INPUT!
HELP US CHOOSE AMONG DIFFERENT IDEAS FOR EAST MAIN.**

Project Elements



Project Background

The **East Main Arts & Market District Initiative** will:

- Identify **transportation** improvements that improve multi-modal circulation, access, and parking
- Recommend **land use** policies that can result in neighborhood improvements, housing opportunities, and equitable development

Project Background

The **East Main Arts & Market District Initiative** will:

- Create a **branding strategy** that weaves the different neighborhoods together
- Recommend improvements to the **streetscape** that include the transportation, land use, and community branding components

Project Schedule

CURRENT & FUTURE CONDITIONS ANALYSIS

FORMATION OF ALTERNATIVES

DRAFT / FINAL PLAN



Kick-Off



Focus Groups



Launch Social Media



1st Public Meeting



Interviews



2nd Public Meeting



Draft Plan



Final Plan

NOV

DEC

JAN

FEB

MAR

APR

MAY

JUNE

JULY

AUG

SEPT


WE ARE HERE

Progress to Date

1) Study Coordination

- ✓ PAC Meetings
(ongoing)
- ✓ Focus Groups
 - Transportation
 - Land Use/Housing
 - Investors & Funders
 - Arts/Creative
- ✓ Social Media
- ✓ 1-on-1 Interviews
- ✓ Public Event Outreach

2) Existing & Future Conditions

- ✓ Current Multi-Modal Traffic
- ✓ Current Land Use & Zoning
- ✓ Current Housing
- ✓ Relevant Plans & Studies
- ✓ Best Practices
- ✓ Future Multi-Modal Traffic
- ✓ Future Housing
- ✓ First Round of Public Involvement

Progress to Date

3) Formation of Alternatives

- ☒ Development of Alternatives
 - ✓ Multi-Modal Transportation
 - ✓ Land Use & Development
 - ✓ Housing
 - ✓ Community Branding
- ☐ Second Round of Public Involvement
(tonight!)

4) Draft Plan

- ☐ Draft Final Report/Plan

5) Final Plan

- ☐ Final Report/Plan

WE WANT YOUR INPUT!



EACH TABLE PROVIDES A DIFFERENT WAY TO MAKE YOUR VOICE HEARD.

PUBLIC INPUT SUMMARY



YOU MAY HAVE ATTENDED OUR FIRST PUBLIC OPEN HOUSE
HERE BACK IN MARCH.

HERE'S A SUMMARY OF WHAT WE HEARD:

100+ SIGNED IN AT THE FIRST OPEN HOUSE IN MARCH



EAST MAIN
Arts
AND
Market
INITIATIVE

A GOOD MIX OF PEOPLE AND INTERESTS ...

Do you live/work/shop/play here?

Do you walk/bike/drive/ride the bus along East Main Street?



Live



Work



Shop



Play



Walk



Bike

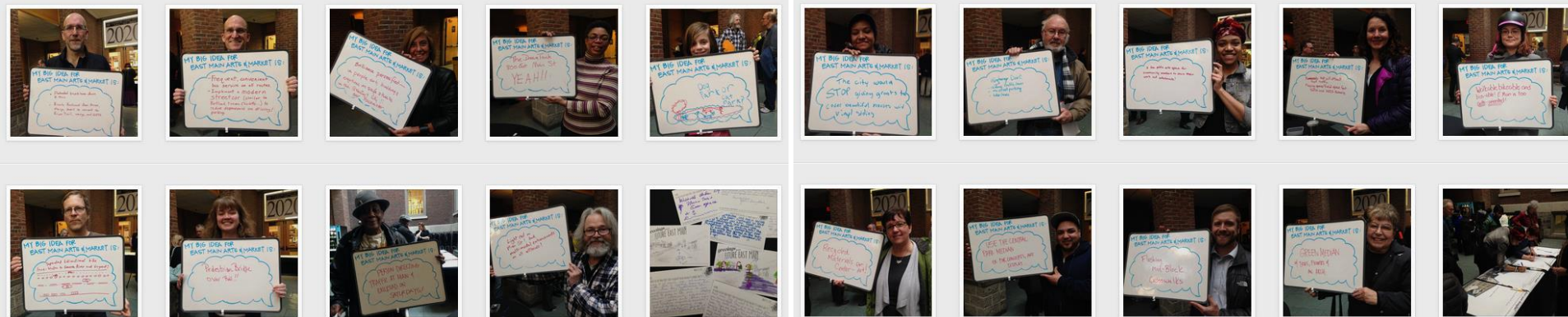


Drive



Ride the Bus

WITH 25 BIG IDEAS FOR THE CORRIDOR



CHECK OUT WWW.INSTAGRAM.COM/EASTMAINARTSANDMARKET

MY BIG IDEA FOR
EAST MAIN ARTS & MARKET IS:

Dog
Park or
cat
Park?



WE ASKED FOR SITE-SPECIFIC INPUT

WE DID SOME MAPPING TOGETHER...

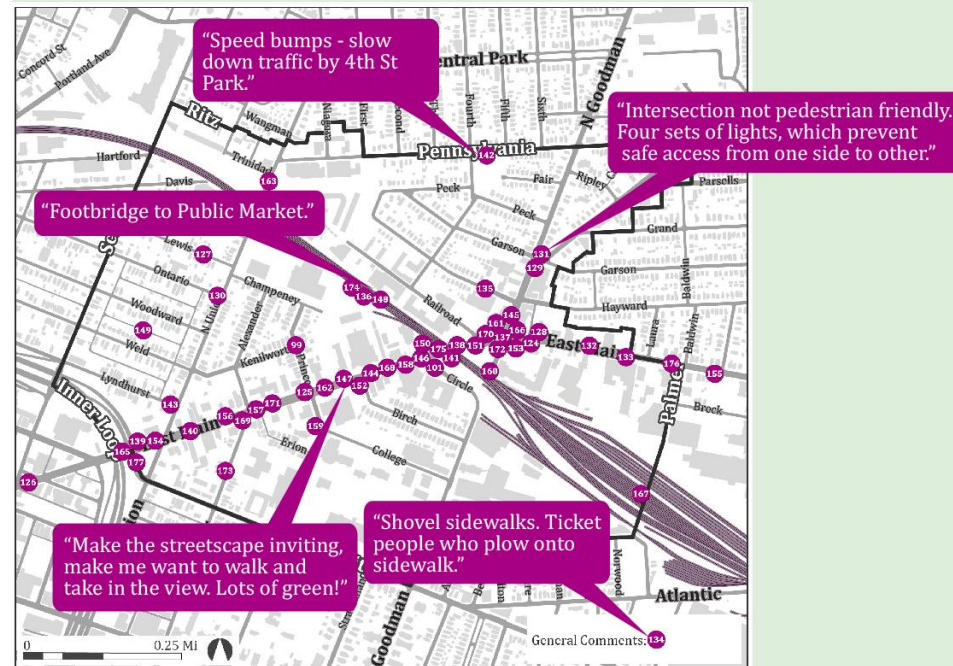


How Would You Improve:

- TRANSIT OPTIONS?
- DRIVER SAFETY / PARKING?
- WALKABILITY?
- CYCLIST SAFETY?

AND YOU SHARED MORE THAN **150** SITE-SPECIFIC INSIGHTS & IDEAS!

HOW WOULD YOU IMPROVE WALKABILITY?



56 INSIGHTS & IDEAS!

AND RECEIVED 150+ INSIGHTS & IDEAS!

WE ASKED FOR SITE -SPECIFIC INPUT

WE ASKED FOR YOUR OPINION ON SOLUTIONS USED IN OTHER CITIES:
THUMBS UP  **or** THUMBS DOWN  ?

YOUR RESPONSE TO THESE SOLUTIONS WAS     ***overwhelmingly positive!***

THESE SOLUTIONS RECEIVED     ***mixed reviews...***

PEDESTRIAN BRIDGE
OVER INFRASTRUCTURE



TREES & GREENING



PROTECTED BIKE LANES



CURB BUMP -OUTS



GREEN MEDIAN



MATERIAL CHANGE



PEDESTRIAN STREET SEGMENTS



PUBLIC ART IN STREETSCAPE



BUS OR LIGHT RAIL



ART IN CROSSWALK



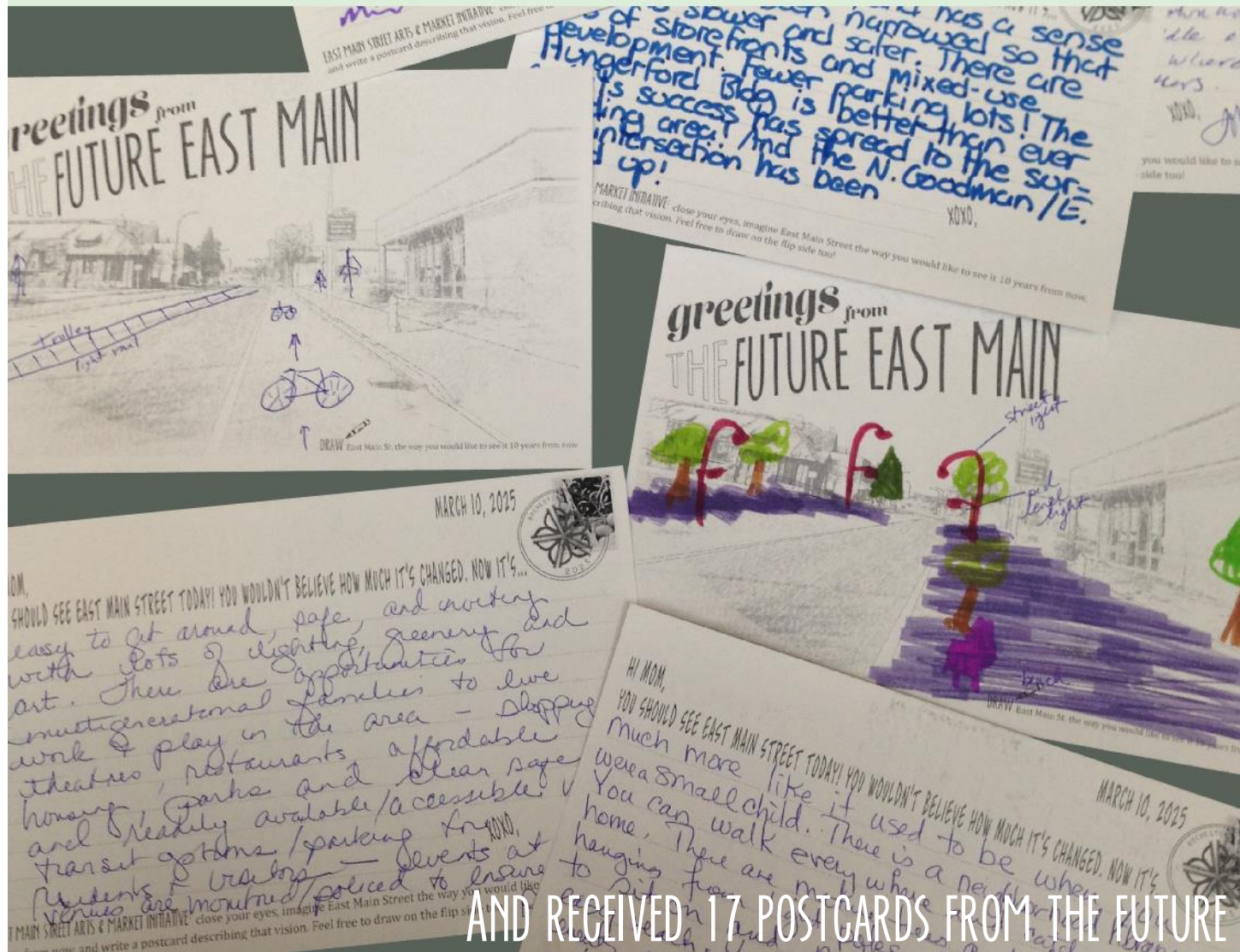
BANNERS



AND BIKE RACKS TOO!

WE ASKED FOR VISION STATEMENTS

YOU WROTE POSTCARDS FROM THE FUTURE, DATED 2025,
OFFERING VISIONS FROM THE FUTURE OF EAST MAIN...



AND RECEIVED 17 POSTCARDS FROM THE FUTURE

The East Main Arts & Market area will be an inspiring **center of creative production** in Rochester and regionally, connected by **walkable streets** that better link **unique destinations** and **diverse neighborhoods** that are home to a mix of **affordable housing options** serving current and future residents.

8 COMMON THEMES OR GOALS INFORM THE ALTERNATIVES WE'D LIKE YOU TO EVALUATE TONIGHT:

- 1) Turn East Main into a safer, multi-modal neighborhood street
- 2) Create connections over the railroad
- 3) Manage event-related parking
- 4) Make transit a more attractive option
- 5) Create neighborhood gateways and community spaces at key intersections
- 6) Right-size housing supply and types
- 7) Foster local retail & services
- 8) Support creative production through the built environment, programs & branding

DRAFT ALTERNATIVES WITH EVALUATIONS



TONIGHT, WE'D LIKE YOU TO VISIT ALL THE STATIONS AND
HELP US EVALUATE DIFFERENT ALTERNATIVES FOR
TRANSPORTATION AND DEVELOPMENT

TRANSPORTATION ALTERNATIVES

- EAST MAIN STREET CORRIDOR
- MAIN & GOODMAN INTERSECTION
- GOODMAN & WEBSTER INTERSECTION
- EVENT ACCESS & PARKING

DEVELOPMENT ALTERNATIVES

- LAND USE
- HOUSING
- BRANDING

EVALUATING THE ALTERNATIVES

on a scale of 1 2 3 4 5

the higher the number, the better the score!

 BIKING

 WALKING

 TRANSIT

 DRIVING

 PARKING

 PROJECT TIMEFRAME

 PROJECT COST

 RESPONSIVENESS

 ECONOMIC DEVELOPMENT

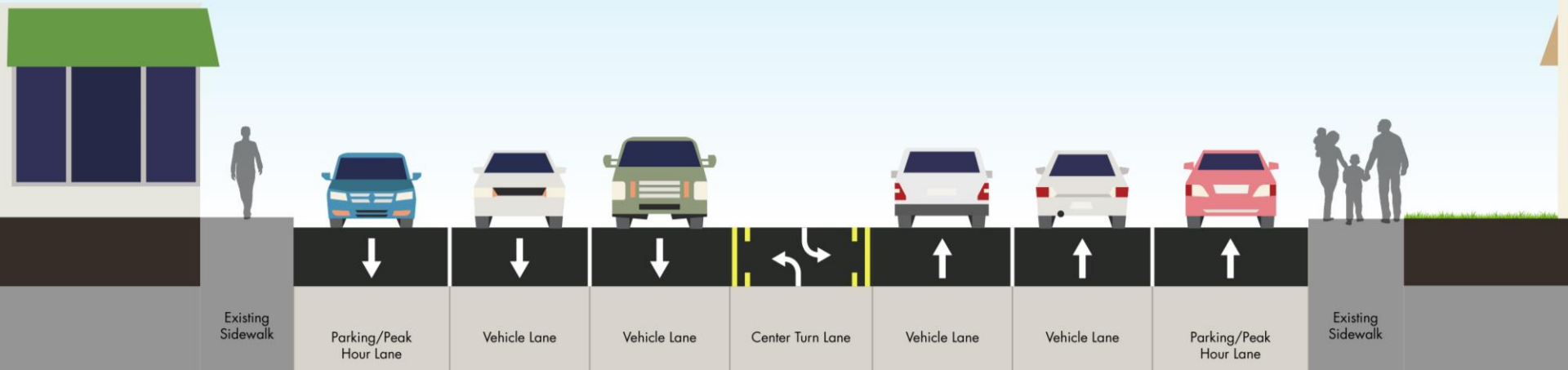
 FEASIBILITY

WE'VE STARTED BY
EVALUATING EACH
ALTERNATIVE WITH RESPECT
← TO THESE CRITERIA,
SO YOU CAN SEE
HOW WELL THEY MEET YOUR
GOALS.

TRANSPORTATION ALTERNATIVES



EAST MAIN STREET IS A PRIMARY FOCUS OF THE PROJECT.
HOW CAN IT BECOME A MULTI-MODAL CORRIDOR AND A
CONNECTION, RATHER THAN A BARRIER, BETWEEN
NEIGHBORHOODS?



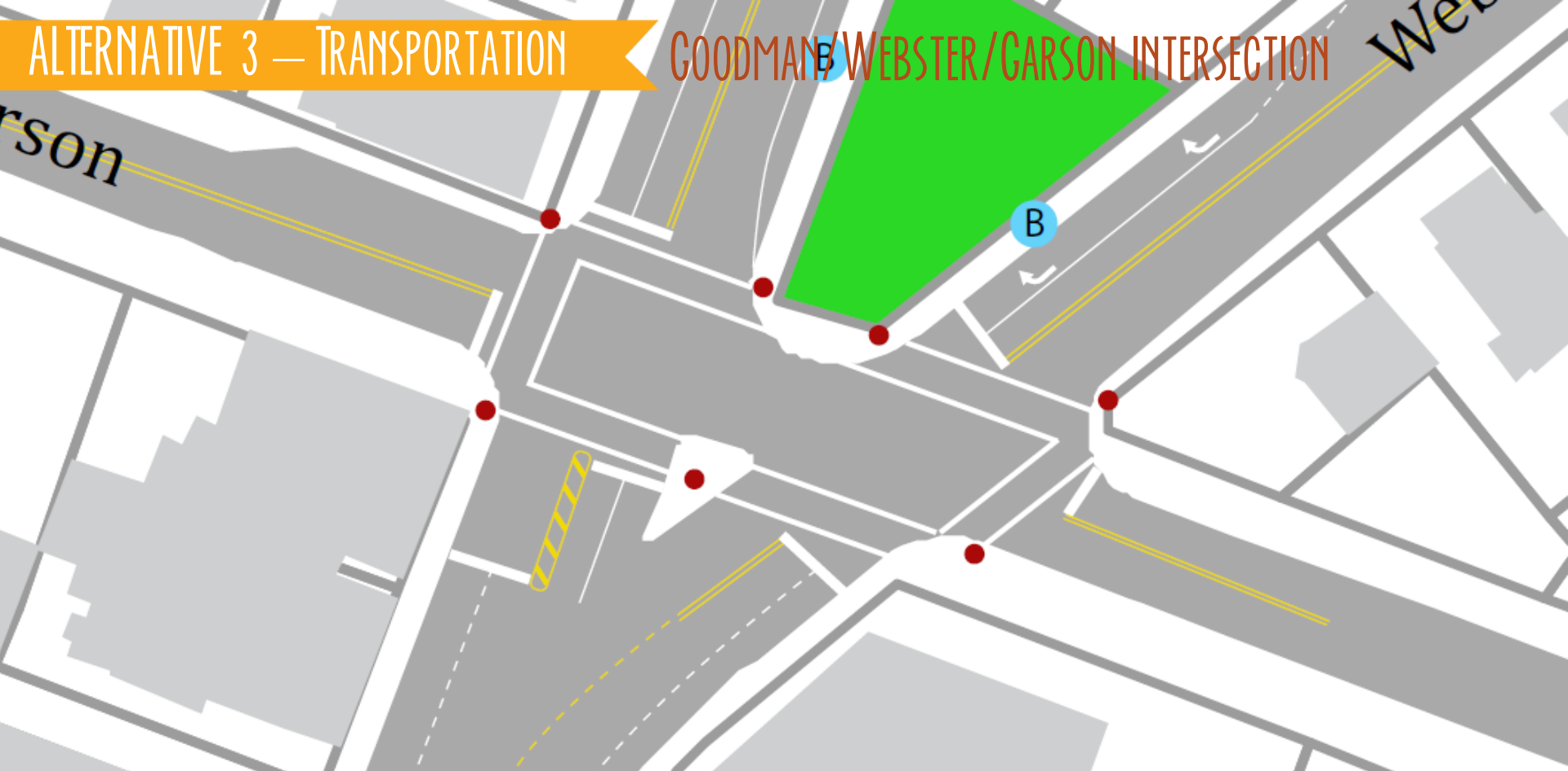
WE'VE COME UP WITH A MIX OF POTENTIAL DESIGNS FOR EAST MAIN STREET, EACH STRIKING A DIFFERENT BALANCE BETWEEN DIFFERENT MODES OF TRANSPORTATION.

TONIGHT, TELL US WHAT YOU WANT TO SEE!

HERE'S THE INTERSECTION OF EAST MAIN AND NORTH GOODMAN
AS IT IS TODAY.



YOU TOLD US THE AREA WAS A MAJOR CONCERN, AND WE
LISTENED. WE HAVE SOME BIG IDEAS WE'D LIKE YOU TO
EVALUATE TO CREATE A SAFE NEIGHBORHOOD GATEWAY.



THE NORTH GOODMAN/WEBSTER/GARSON INTERSECTION
DOESN'T WORK TOO WELL FOR ANYONE RIGHT NOW.

LET US KNOW WHICH IDEA YOU PREFER FOR SIMPLIFYING IT!

YOU TOLD US THE EAST MAIN STREET BRIDGE OVER THE RAILROAD TRACKS ISN'T A COMFORTABLE CONNECTION.

WE'VE GOT OPTIONS FOR NEW
CONNECTIONS BASED ON YOUR INPUT
IN MARCH — GIVE THEM A LOOK!



EVENT NIGHTS PUT A STRAIN ON
NEIGHBORHOOD STREETS, AND
BASED ON YOUR INPUT WE'VE
COME UP WITH SOME IDEAS TO
EASE THE PARKING CRUNCH.

TELL US WHICH TRADE -OFFS
ARE WORTH IT.



DEVELOPMENT ALTERNATIVES



LAND USE, HOUSING & CORRIDOR BRANDING
GO HAND -IN -HAND WITH TRANSPORTATION
IMPROVEMENTS IN THIS PROJECT.

HELP US EVALUATE OPPORTUNITIES FOR MIXED USE
DEVELOPMENT, HOUSING & LIVE/WORK OPTIONS, AND AN
UPDATED BRAND FOR THE AREA.



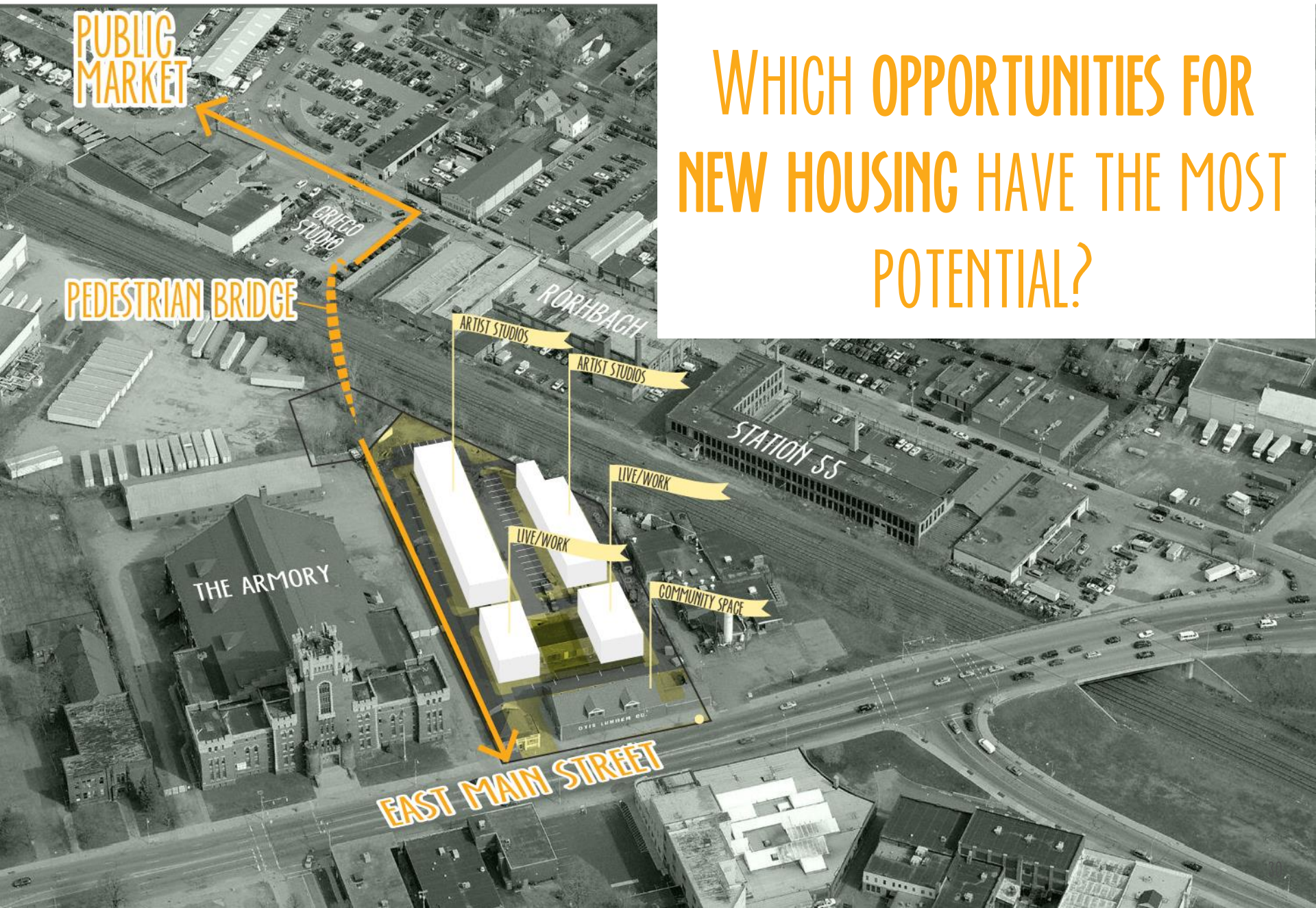
WE KNOW SOME OF THE EXISTING LAND USES
POSE CHALLENGES TO WALKABILITY, SO COME TELL US
WHERE AND HOW YOU'D LIKE TO SEE CHANGES.

WHERE SHOULD WE FOCUS ON NEW WALKABLE RETAIL?

COULD NORTH GOODMAN BE ROCHESTER’S NEXT NEIGHBORHOOD MAIN STREET?



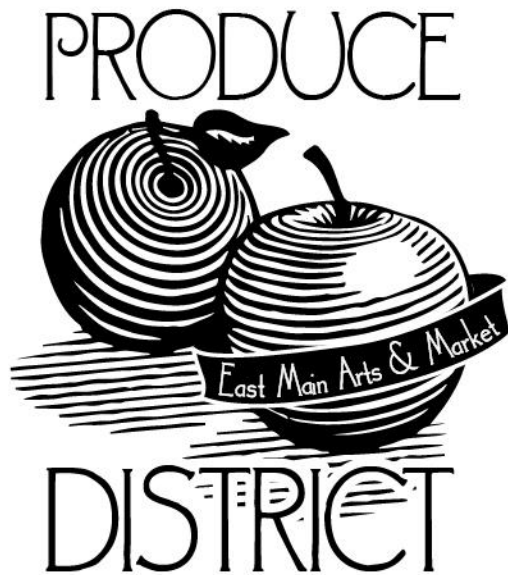
Waterloo Arts District New Streetscape



WHICH OPPORTUNITIES FOR
NEW HOUSING HAVE THE MOST
POTENTIAL?

WE'VE SKETCHED UP A BUNCH OF POTENTIAL
BRANDING CONCEPTS FOR THE DISTRICT.

VOTE FOR YOUR FAVORITES!



SO MANY CHOICES ... NOW HELP US NARROW THEM DOWN!



EACH TABLE PROVIDES A DIFFERENT WAY TO MAKE YOUR VOICE HEARD.

Thanks for joining us tonight!



City of Rochester, NY
Lovely A. Warren, Mayor

Erik Frisch

FrischE@cityofrochester.gov



Mike Flynn

MFlynn@samschwartz.com

_INTERFACE STUDIO



H2

Sam Schwartz Engineering D.P.C.