City of Rochester
Vacuum Oil BOA Implementation Strategy
TRANSPORTATION NETWORK

Public Workshop – Step 3 | December 12, 2016

Meeting Agenda

- Welcome & Introductions
- Meeting Purpose
- How Did We Get Here?
- Transportation Key Findings and Alternatives
- Workshop

Meeting Purpose

Transportation & Connectivity Focused

PRESENTATION

- To review the planning process to date
- To highlight key findings and direction from the Vision Plan phase
- To discuss the evolution of traffic, transportation and connectivity-focused efforts

WORKSHOP

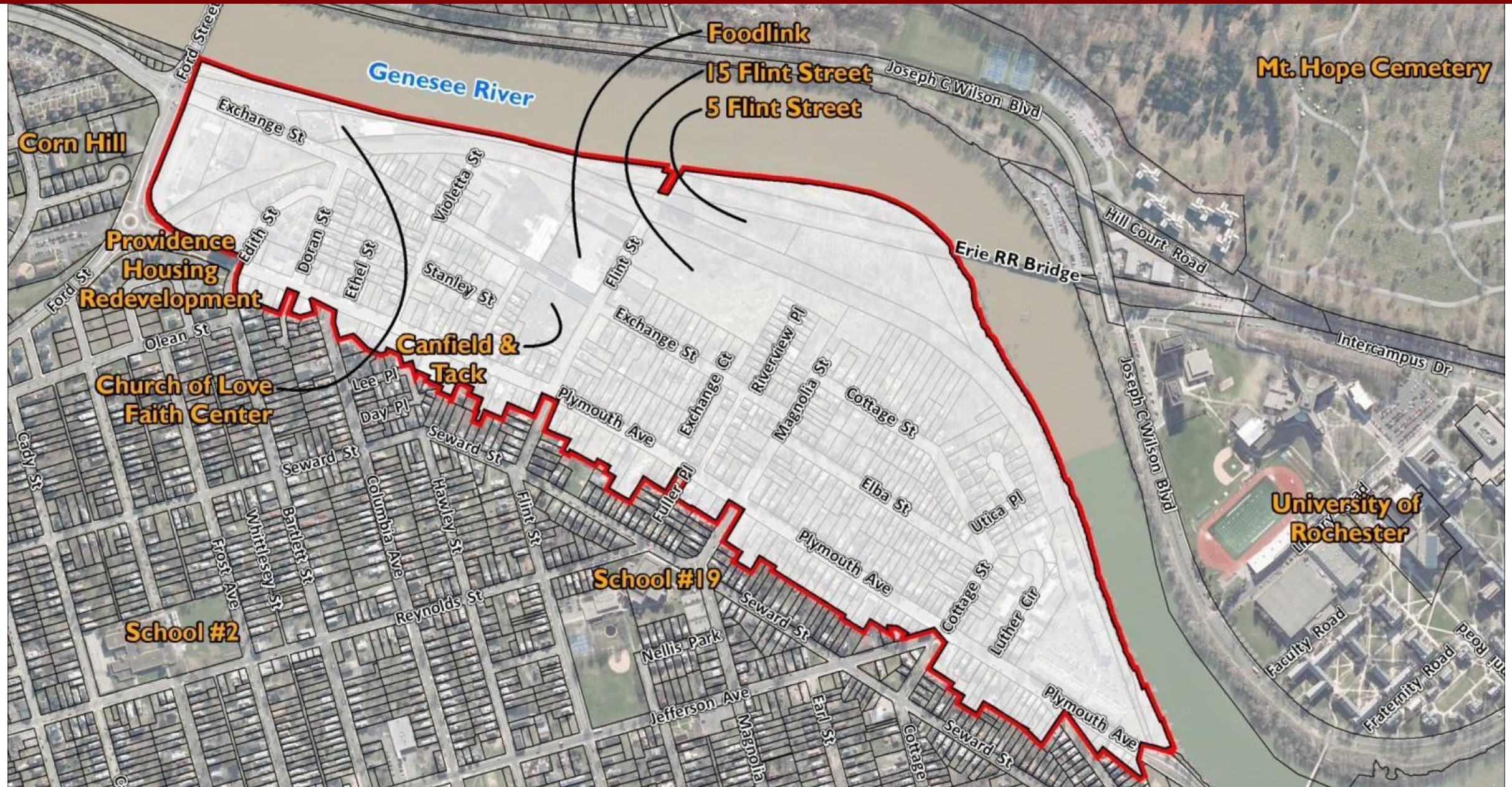
- To get your feedback on ideas and alternatives explored to date

How Did We Get Here?

2006 - 2008

City applied and was awarded funding through the NYS DOS Brownfield Opportunity Area Program

Where is the Vacuum Oil BOA?



What is the BOA Program?

BOA = Brownfield Opportunity Area

- a state funding program
- provides financial and technical assistance
- area-wide planning efforts
- supports community revitalization

2011

City establishes a Project Advisory Committee and hires Bergmann Associates to facilitate the planning process

2011 - 2013

City of Rochester, stakeholders, the general public and the Bergmann team work collaboratively to prepare the Nomination Study / Vision Plan

Milestones of the Planning Process

Community Engagement (2011 – Oct 2015)

8

Project Advisory Committee meetings

24+

Stakeholder meetings

4

Public Design and Informational Workshops

1

Joint Design Charrette (PLEX)

What Have We Learned So Far…

Neighborhood preservation Need green space and recreation opportunities Enhanced public access to water Avoid urban renewal style clearing of existing residential areas Public waterfront amenities Historic interpretation Food desert Green infrastructure Residential rehabilitation projects Adaptive reuse of Foodlink building Senior housing Safety Create medical hub and services Youth programming Clean up Vacuum Oil site Increased homeownership Pocket parks and community gardens Improved visibility to River Streetscape enhancements on Plymouth Avenue Don't want to see gentrification of neighborhood No privatization of waterfront Genesee Valley Canal Grocery store Appropriate level of expanded University of Rochester presence Neighborhood links to trail network Goods and services for residents Interpretive center on waterfront

Identified Community Goals

1. Facilitate neighborhood stabilization and empowerment
2. Advance economic development and job creation
3. Improve the waterfront experience and recreational resources
   - *Ensure clear and safe access to the waterfront*
   - *Improve connectivity of sidewalk system*
4. Celebrate our heritage and culture
5. Encourage Stewardship of our environment

2013 Community Vision Plan

2013

The City submits a grant application for additional funding for pre-development activities (Step 3 BOA).

Funded Pre-Development Activities

- Structural Buildings Assessments
- Geotechnical Investigations
- Traffic Analysis
- Transportation and Infrastructure
- Wetland Delineations
- Waterfront/Public Realm Master Plan
- Floodplain Assessment
- Environmental Investigations
- Neighborhood and Housing Reinvestment

2015

The City is awarded a $900,000 BOA Step 3 grant to advance projects identified in the Vision Plan

March 18, 2015: Interagency Workshop

April 9, 2015: BOA Designation

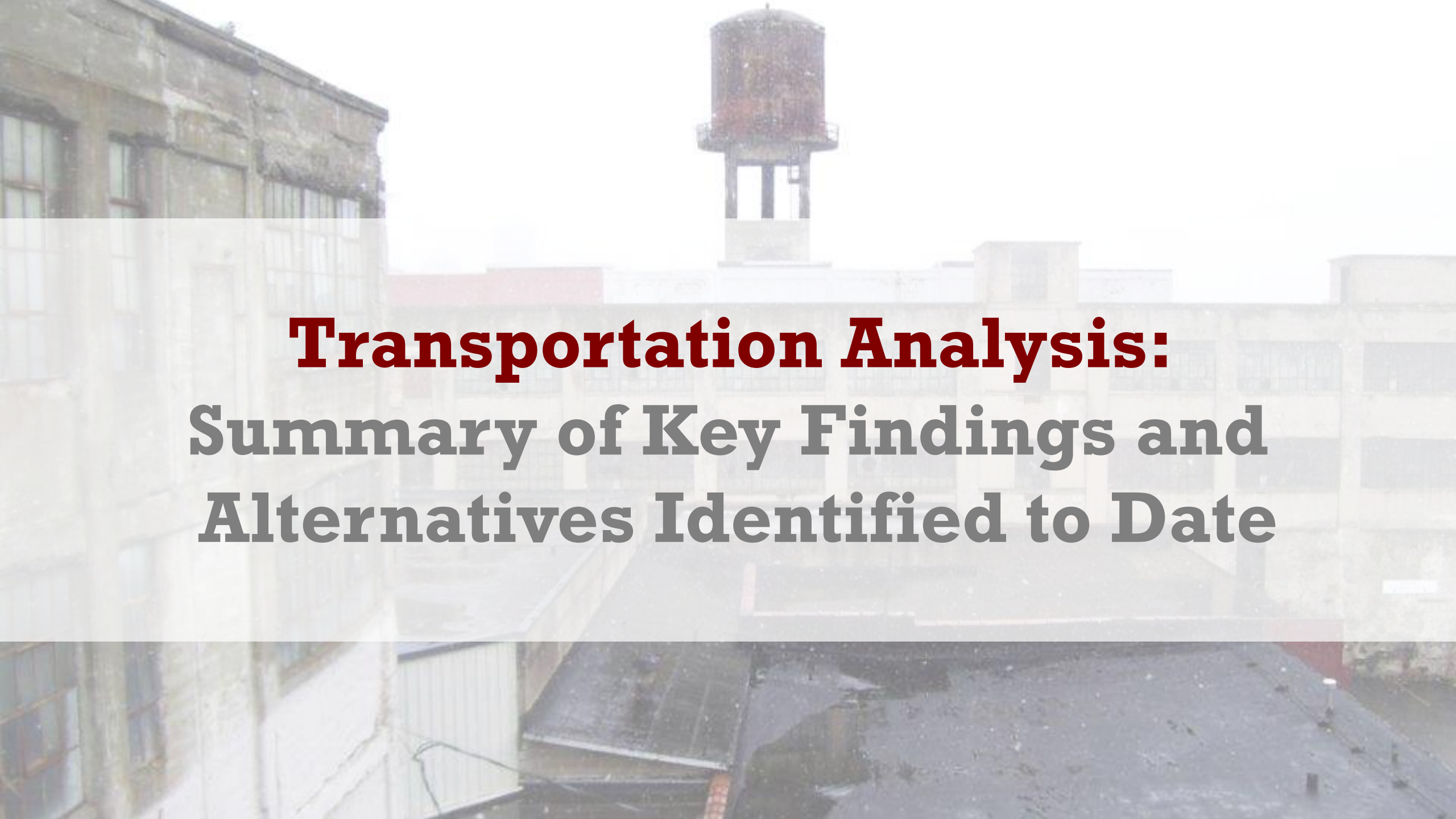
The Vacuum Oil BOA was in the first group of 12 BOA's to be officially designated by New York State.

"By designating these sites as brownfield opportunity areas, we are helping to reimagine their potential as vibrant parts of the surrounding communities. This distinction allows us to put their rehabilitation on the fast-track with additional state resources, and that means new development, jobs and opportunities in the future. This is another way that our administration is joining with local partners to revitalize blighted areas across the state."

- Governor Cuomo

2015

The City, stakeholders and consultant team begin advancing funded projects (Step 3).



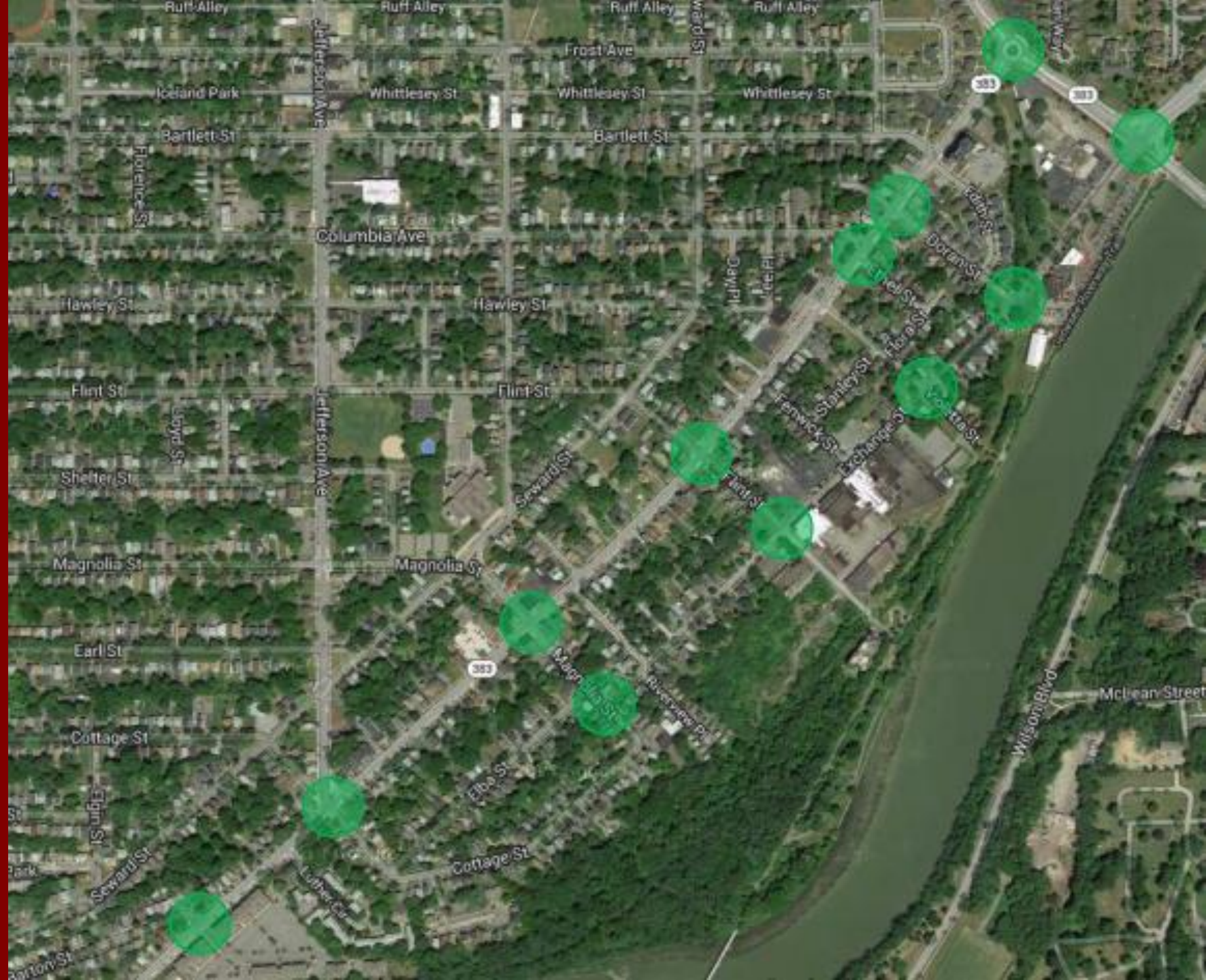
Transportation Analysis:
Summary of Key Findings and Alternatives Identified to Date

Vehicular Corridors

Traffic Analysis

- **PURPOSE: Understand existing traffic volumes and potential impacts to road network with implementation of the Vision Plan**
- Collected existing traffic data information and intersection counts
- Obtained Synchro traffic models from MCDOT
- Developed traffic analysis models for existing conditions
- Prepared trip generation estimates for each of the three master plan phases

Existing Conditions at Peak



Vision Plan Buildout Conditions

Traffic Analysis Key Findings

- Restrict On-Street Parking on local roads from Magnolia to Violetta
- Improvements to Ford / Exchange Street Intersection
- Incorporate Pedestrian and Bicycle Amenities
- Traffic Calming, Intersection and Streetscape Enhancements – Exchange, Flint and Plymouth Avenue

Flint Street Improvements

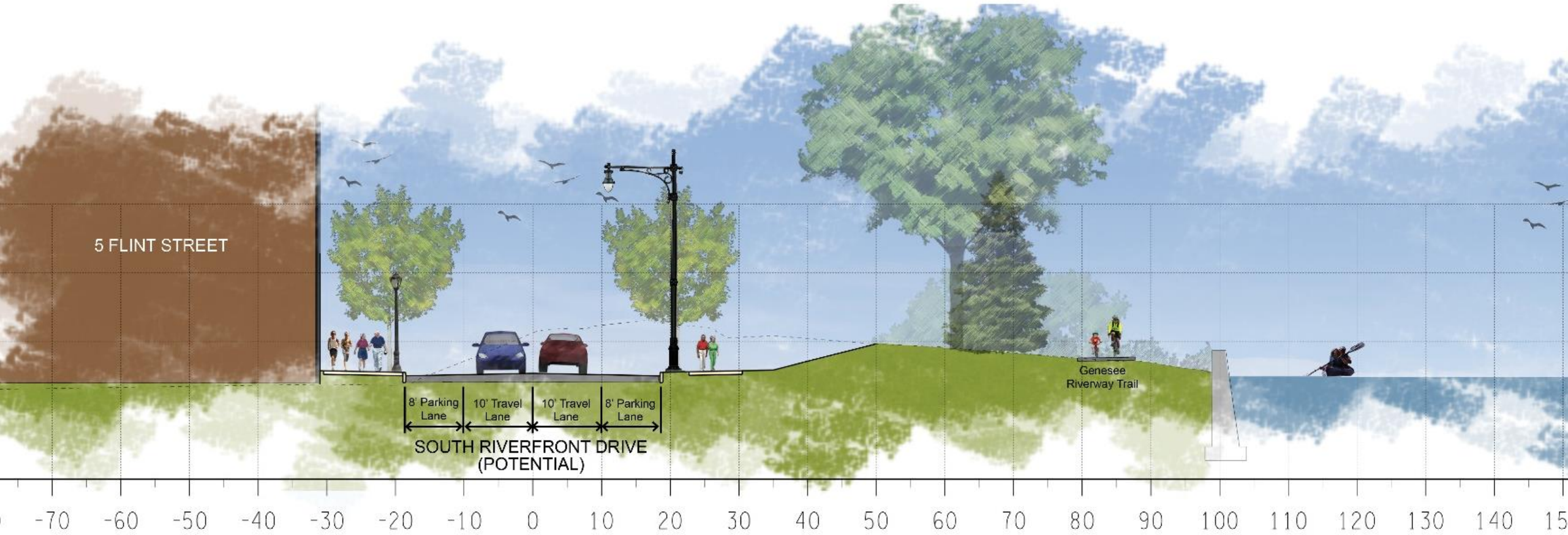
- City completed environmental investigations and geotechnical studies in 2015
- Design of Flint Street improvements funded in the 2017 Capital Improvement Program
- Construction funding allocated for 2018

Flint Street Improvements Concept Plan

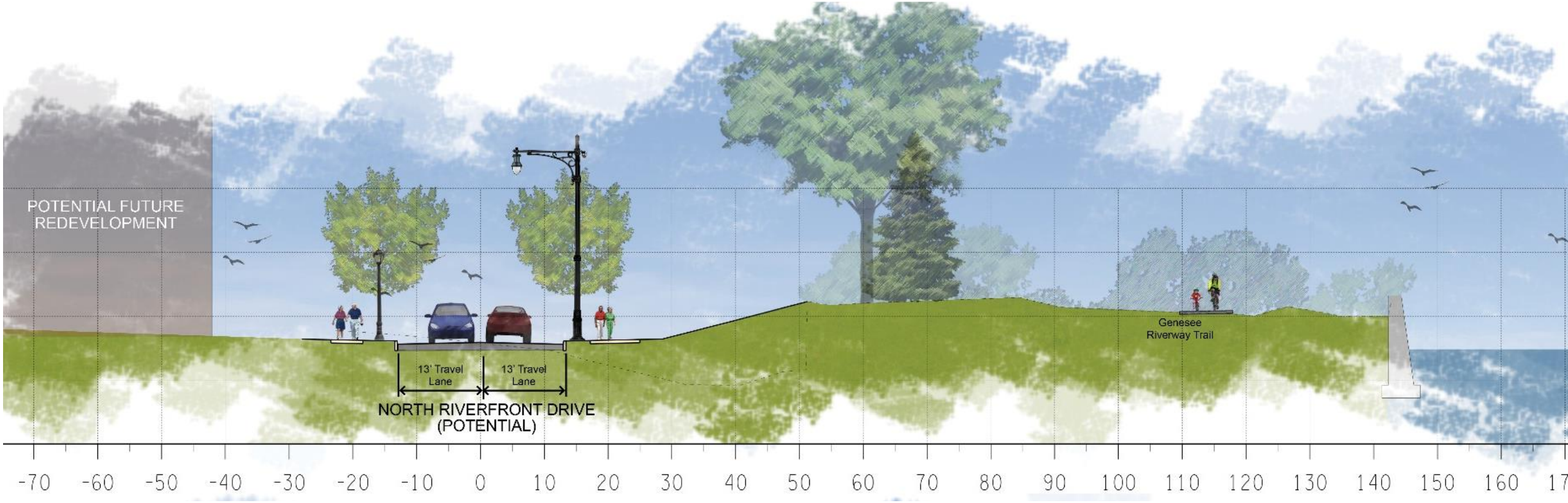
Waterfront Road Connector

Waterfront Road Connector

Waterfront Road Cross Section: South of Flint



Waterfront Road Cross Section: North of Flint



Magnolia Street Connector

Pedestrian Corridors

Genesee Riverway Trail

Neighborhood Pedestrian Connections

Workshop

Workshop Format

- Visit each station
- Share what you like and don’t like about various roadway alternatives
- Draw / share your ideas on how to improve connectivity and access in the neighborhood