



Susan B. Anthony Neighborhood Circulation, Access and Parking Study

UPWP # 6801

Prepared by:

City of Rochester Bureau of Planning and Zoning

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Susan B. Anthony Neighborhood Circulation, Access and Parking Study



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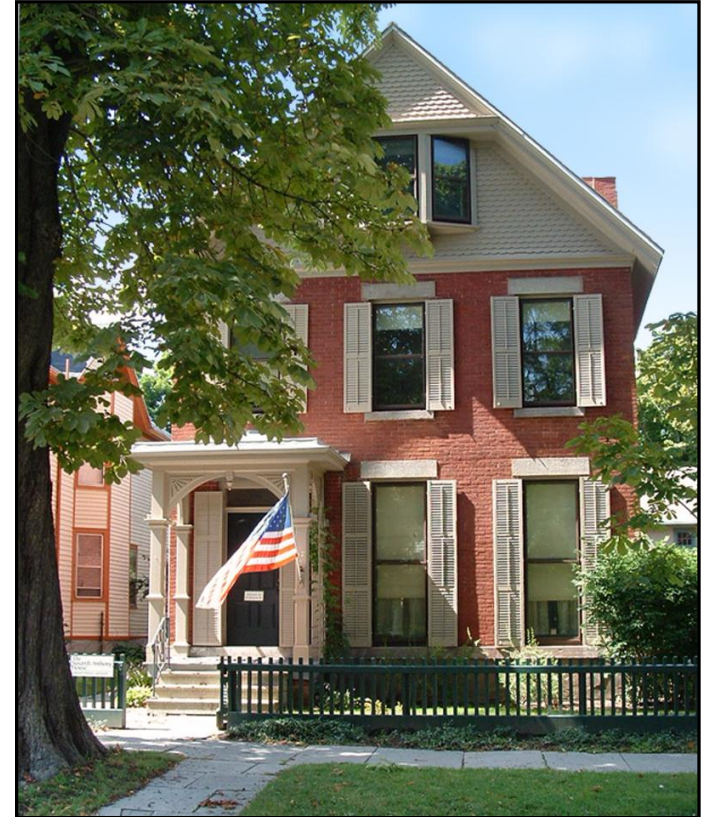
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The Susan B. Anthony House

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I - Introduction

Project Description

Creating healthy, vibrant neighborhoods requires a diverse mix of uses complemented by strong connectivity between those uses and vehicular and pedestrian circulation networks. Ease of circulation and movement, clearly defined access to parking and an inviting public realm for pedestrians all contribute to an area's vitality.

The Susan B. Anthony Neighborhood, a small primarily residential area just west of Rochester's Central Business District, is home to several historic tourist destinations such as the Susan B. Anthony House and Frederick Douglass Resource Center. These attractions generate thousands of visitors each year, creating parking, access and traffic issues throughout the area. Vehicular and pedestrian circulation is often hindered by illegally parked cars and tour bus queuing on residential streets due in part to a shortage of conveniently located off-street parking for visitors and tourists.

With the Susan B. Anthony House planning an expansion, the area recently receiving a district designation as a heritage tourist destination, and several other development projects in the pipeline, traffic congestion, parking and pedestrian circulation conditions may deteriorate if no action is taken. Circulation, access and parking improvements would help tie together West Main Street and Center City, as well as surrounding neighborhoods, development sites, parks, open spaces, and entertainment destinations throughout the area.

This study examined pedestrian and vehicular circulation, access and parking patterns, and issues within the neighborhood and contains:

- an analysis of parking conditions for the study area;
- an analysis of pedestrian access and circulation to, through and within the study area;
- an analysis of public transportation service to and through the study area; and,
- recommendations for circulation, access and parking improvements in the Susan B. Anthony neighborhood.

Study Area Boundary

The boundary for the Susan B. Anthony Neighborhood Circulation, Access and Parking Study is shown in Figure I. A large portion of the study area includes the Susan B. Anthony Neighborhood which is a historically significant residential area located just west of downtown Rochester. The study area is bordered by Interstate 490 to the north, the Inner Loop to the east, Main Street to the south and Jefferson Avenue to the west.

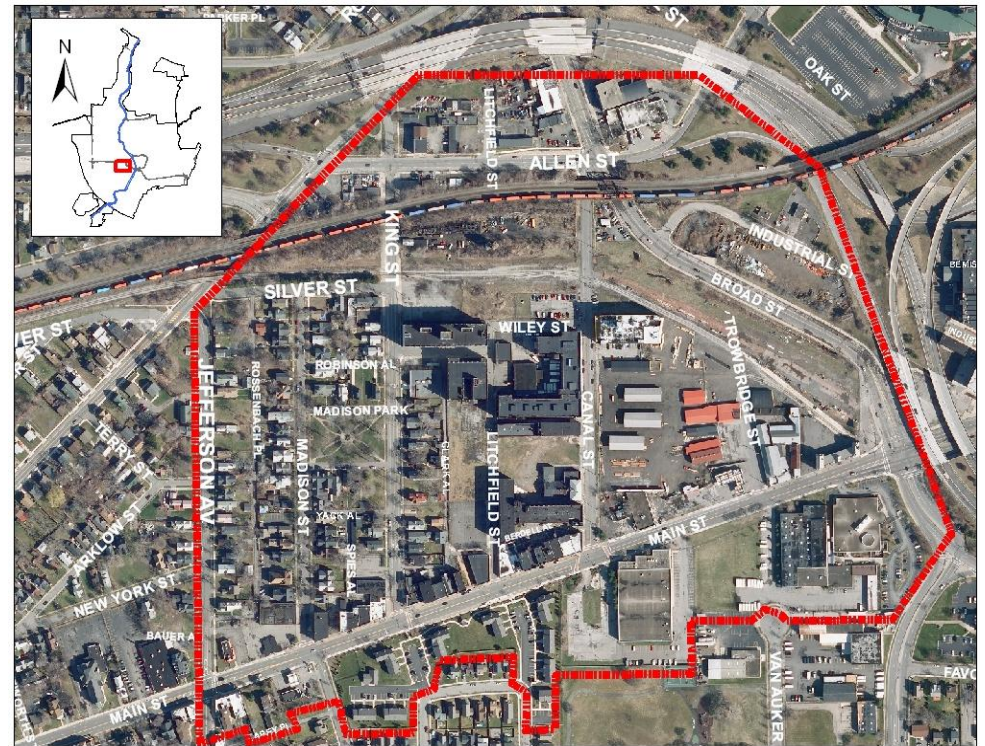


Figure I: Study Area Boundary Map

Neighborhood History

The Susan B. Anthony Neighborhood, one of Rochester's oldest residential areas, is named after former resident and famous suffragist and abolitionist Susan Brownell Anthony.

In the early 1800's, a one hundred acre tract of land was purchased from local natives by Nathaniel Rochester, William Fitzhugh and Charles Carroll, the first residential land developers of Rochester. Development within the Susan B. Anthony neighborhood began with the subdivision of the Bush and King Tracts, around the time that the Erie Canal was completed. The proximity of the neighborhood to the Tonawanda Railroad (which ran from Rochester to Batavia), the Erie Canal and subsequent construction of the Genesee Valley Canal with an associated turning basin helped to spur industrial growth within the neighborhood and the city as a whole.

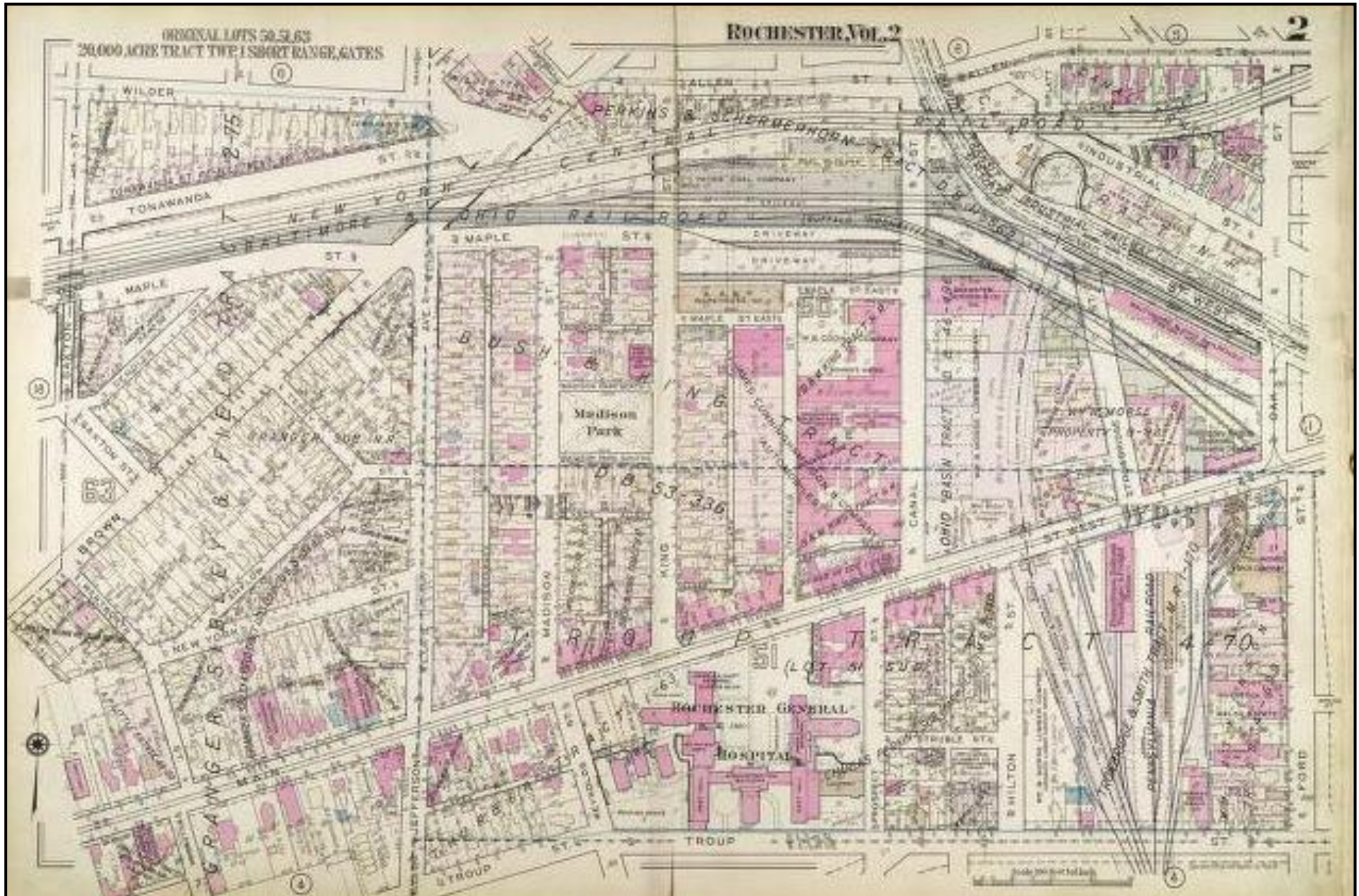
The most notable factory in the area was the Cunningham Carriage Company built in 1838, located along Canal Street. The factory later began producing automobiles and played a key role in the local economy of Rochester. As industrial expansion was occurring, residential development increased in

the late 1800's, as the demand for nearby housing for area factory workers increased. A wide variety of home styles were built during this period including Italianate, Queen Anne, Victorian, and American Four Square.

A public square known historically as "Mechanic Square" was developed between King and Madison-streets to provide open space for the influx of new residents. The square was later re-designed by nationally renowned landscape architects, the Olmstead Brothers, sons of Fredrick Law Olmstead Sr. Today the park's focal feature is a bronze sculpture entitled "Let's Have Tea" which portrays Susan B. Anthony and Frederick Douglass, close friends and early champions of civil rights. The park remains a popular destination for area residents and visitors of the nearby national landmark Susan B. Anthony House and Visitor's Center.

Over time, several of the large homes were converted to multi-family residences, while others fell into disrepair, a few of which were ultimately demolished. Over the last ten years, several new single family homes have been built on vacant lots scattered throughout the area.

Figure 2 - 1832 Survey Map illustrating the early layout of the Bush and King Tract



II – Inventory and Analysis

Current Neighborhood Conditions – Land Use

The Susan B. Anthony Neighborhood of today is considered to be an “urban village”, comprised of a variety of land uses including residential, commercial, industrial, community / public service and open space, creating a unique urban environment. Much of the early 19th century tract development, with its public square surrounded by residential homes and nearby commercial corridor, is still intact. Commercial uses dominate the north side of W. Main St. where mixed use buildings with ground level retail and upper level apartments are located. A recently constructed residential housing complex of forty five apartment units and approximately thirty single family homes, known as Anthony Square, is located across W. Main Street to the south.

The western portion of the neighborhood consists primarily of single and multi family residential homes that were mostly built in the mid to late 1800's. As part of an infill housing project, several new single family homes were recently constructed on

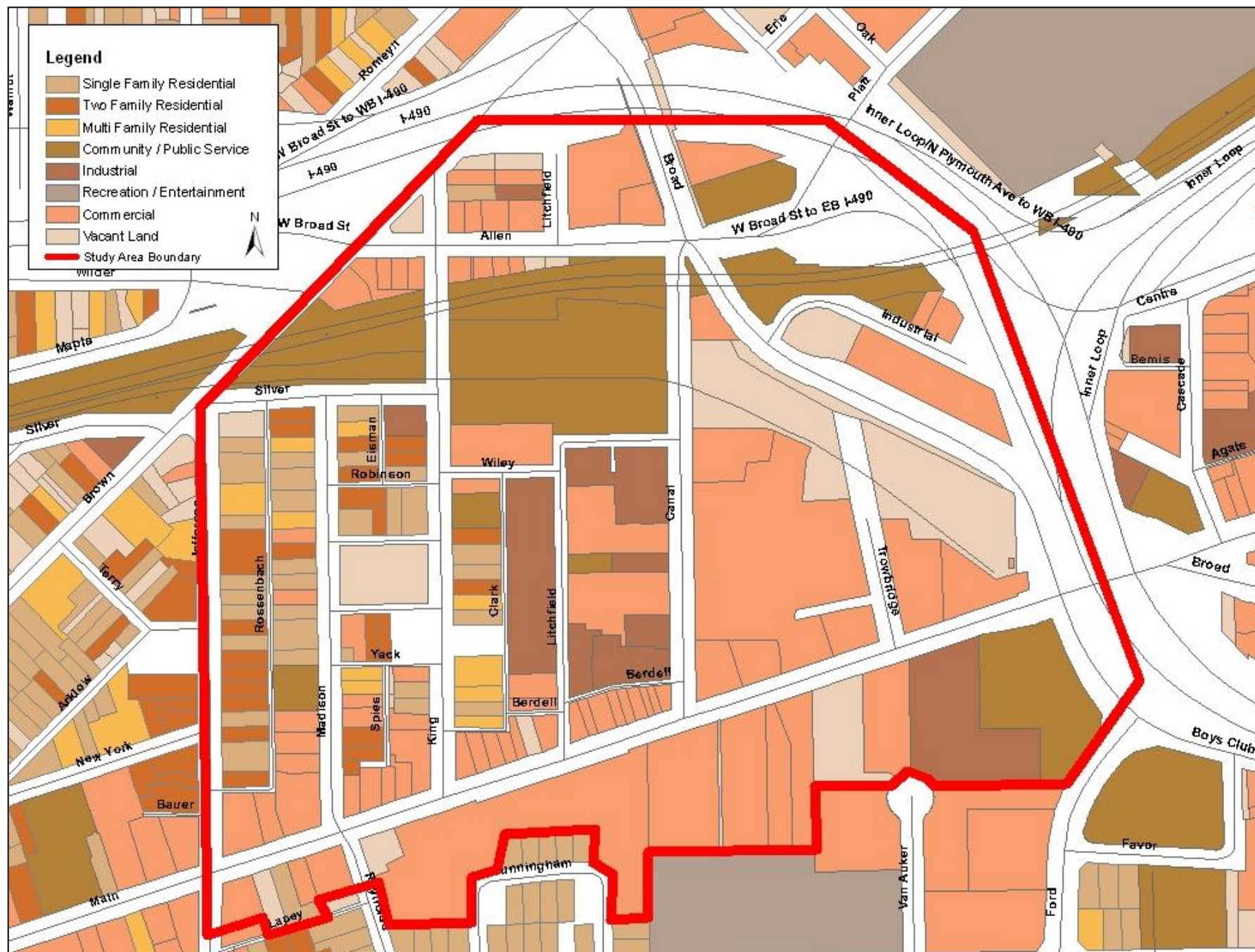
what were previously vacant lots primarily along King and Madison-streets, as well as Jefferson Avenue.

The eastern portion of the neighborhood consists of a mix of commercial and industrial land uses, primarily along Litchfield and Canal Streets. The William B. Morse Lumber Company occupies a large amount of land between Canal, Broad and Main Streets for its operation. Canal Street contains several large industrial buildings, including the Volunteers of America distribution center and a mixed use loft conversion containing approximately 45 residential units at the north end.



View of W. Main Street looking east towards downtown

Figure 3 – Susan B. Anthony Neighborhood Land Use Map



Current Neighborhood Conditions – Zoning

The City of Rochester's current zoning code was most recently revised in 2003. This comprehensive revision of the City's official zoning map and corresponding district requirements and permitting procedures represented the first time in over 25 years that significant changes had been made, including the creation of a form based Center City District.

As shown in Figure 4, there are four zoning classifications within the study area. With its close proximity to downtown, a large portion of the Susan B. Anthony Neighborhood is within the Center City District (CCD). The western portion of the neighborhood is zoned Medium Density Residential (R-2) with the centrally located Susan B. Anthony Square classified as open space (O-S). The southern portion of the study area is zoned Community Center (C-2), allowing a range of commercial uses along W. Main St. The following is a brief summary of the objective of each district within the study area:

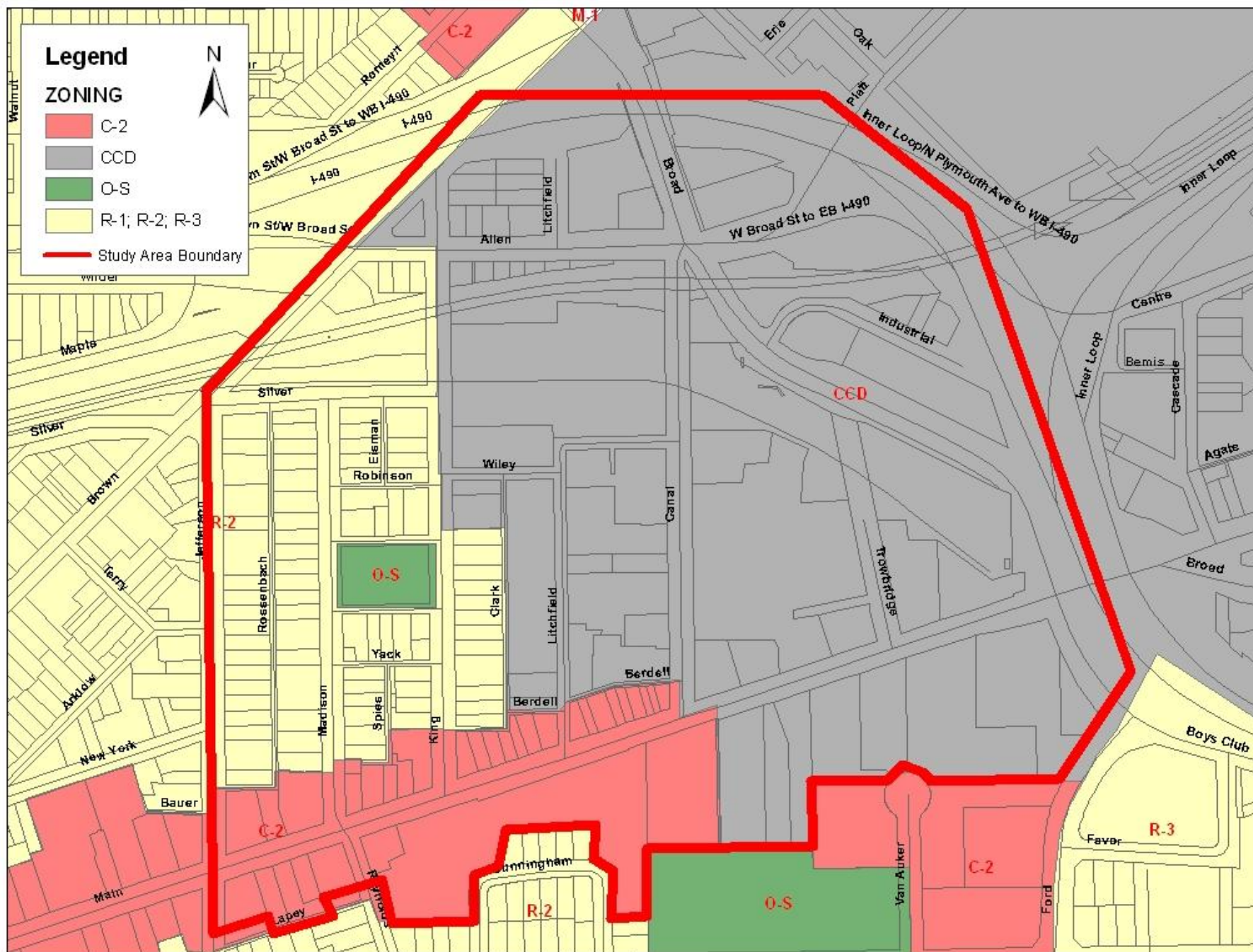
Center City District (CCD) - The CCD is intended to foster a vibrant, safe, twenty-four-hour Center City by encouraging residential development while retaining and further developing a broad range of commercial, office, institutional, public, cultural and entertainment uses and activities. The regulations

are intended to define and promote the Center City as the anchor for the region and as a desirable place to live, work and recreate. A large portion of the neighborhood is within CCD (See Figure 4) which does not have on-site parking requirements.

Design districts are established in specific areas based on a predominant and easily recognized character or theme that is self-contained within identifiable boundaries. The districts define areas having, or proposed to have specific architectural features or design elements that make them unique in relation to other areas in the Center City. The portion of the Susan B. Anthony Neighborhood located in the CCD is within the Cascade-Canal design district.

The design theme for this district is intended to preserve and promote its industrial warehouse character. This character is typified by two- to five-story, horizontal box-like buildings with flat rooflines. Facades are composed of dominant vertical columns and strong horizontal bands which divide translucent glass panels. Buildings have zero setbacks along street frontages to create a strong sense of enclosure and an appropriate pedestrian scale.

Figure 4 – Susan B. Anthony Neighborhood Zoning Map



An alleyway system can be created throughout the district with the use of minimum side and rear yard setbacks. If done correctly, this system can link streets and allows for integrated connections to adjacent districts.

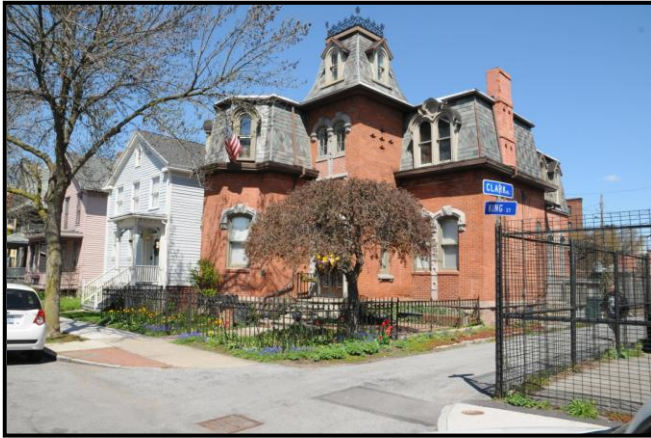
The design principles for the Cascade-Canal District are intended to promote a pedestrian-scaled environment that is adaptable to a wide range of uses and functions. The historic character of the district should be enhanced and preserved. Greenway linkages should be established and the impacts of the Inner Loop/ I-490 should be alleviated through design.

Medium Density Residential (R-2) - The R-2 district provides a mix of housing choices. The inclusion of single-family residential, two-family residential and multifamily residential provides a diversity of housing choices while the bulk and density regulations maintain the lower-density scale of the neighborhoods. These residential areas are located proximate to neighborhood-scale shopping and service opportunities. The district requirements are intended to preserve, promote and protect a quality of urban residential living characterized by unobstructed front yards, pedestrian-

scale streetscapes and buildings scaled and designed to be compatible with the neighborhood.

Open Space (O-S) - The O-S district preserves and enhances Rochester's open spaces and recreational areas by protecting these natural amenities and restricting development that does not respect these environmentally sensitive areas. Rochester recognizes the value and importance of the resources for City and regional residents and, therefore, strictly limits the development of these areas. Open Space Districts are intended to apply to all publicly owned parks, squares, recreational areas, natural wildlife areas, the waterfront and cemeteries.

Community Center District (C-2) - The C-2 district provides diverse commercial development along gateway transportation corridors and neighborhood or village centers with a dense mixture of uses such as housing, retail and other complementary uses that serve the adjacent neighborhood and the community at large. The C-2 District is preserved through appropriate design elements, amenities or treatments that create, enhance and reinforce the design relationships between the buildings, sites and streets and still establish an ambience that is uniquely urban and pedestrian-oriented.



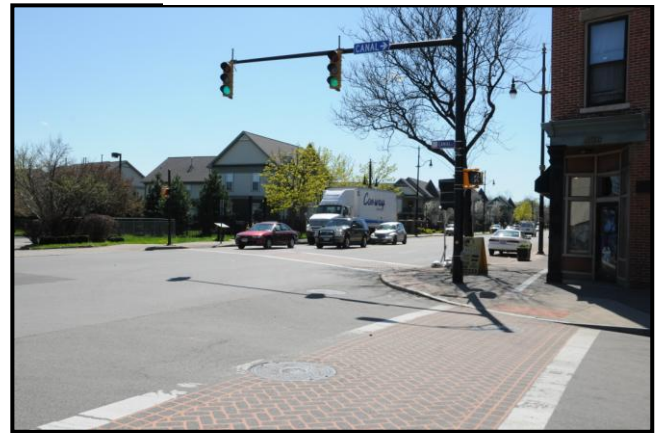
Residential home on King St. built circa 1890



View of Susan B. Anthony Park



View of Canal St. looking north



Intersection of W. Main St and Canal St.



View of King St. looking north



Nick Tahou's Restaurant on W. Main St.

Existing Plans and Studies

Neighborhood Plan

In 2006 the City of Rochester's Bureau of Planning prepared a small area plan for the Susan B. Anthony Neighborhood. The plan, entitled "Susan B. Anthony Neighborhood: A Gateway to Center City", was developed as a result of recommendations in the Center City Master Plan (a comprehensive blueprint for downtown Rochester which recommended the development of small area plans for each of the eight neighborhoods surrounding the urban core). The Susan B. Anthony Plan represented the first of these studies and embraced the overall goals of strengthening connections between the neighborhood and Center City and capitalizing on the many historic resources and assets located in the area.

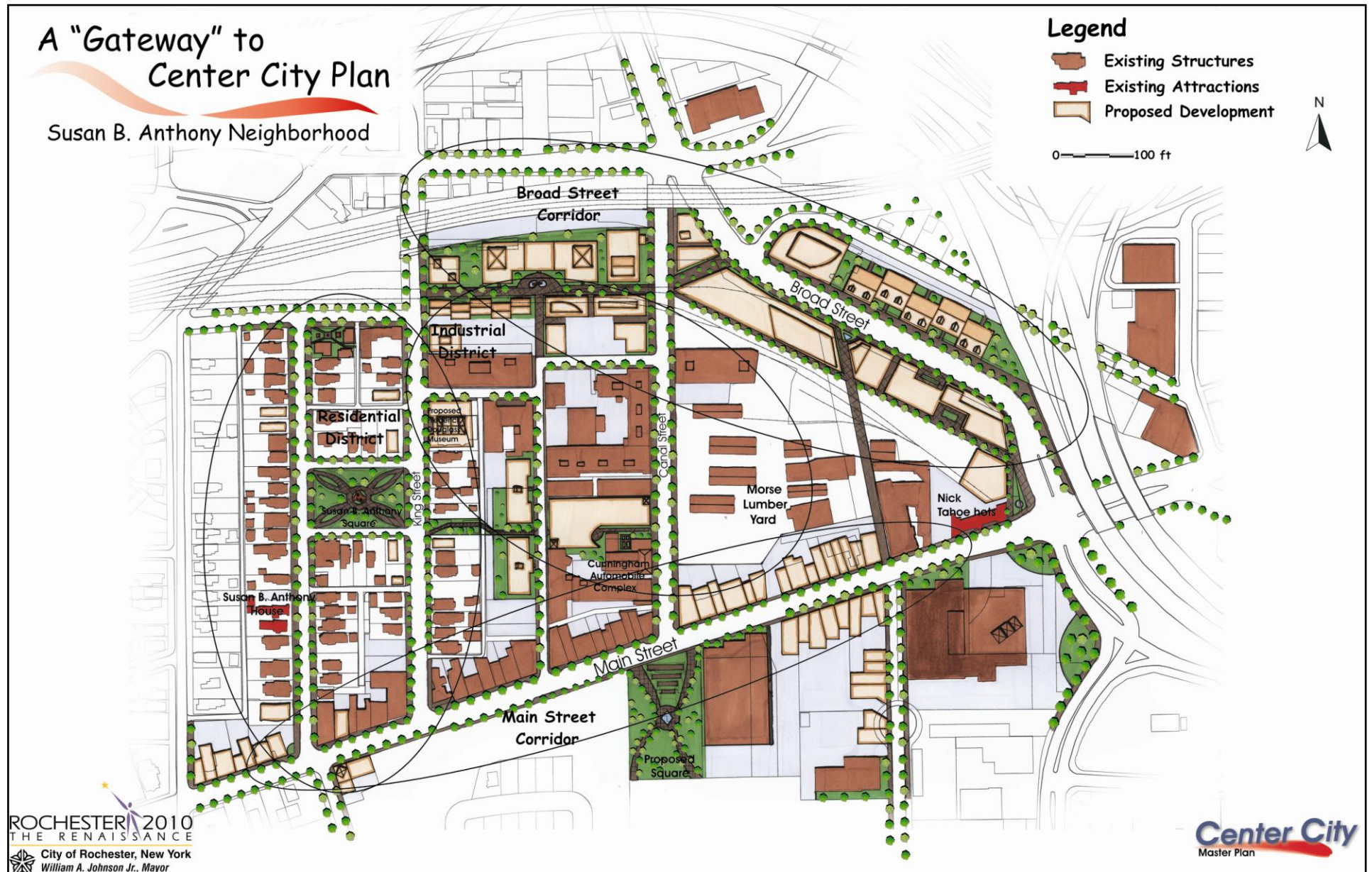
The Susan B. Anthony Neighborhood Plan is based upon an inventory and analysis of area assets, opportunities, liabilities and constraints and makes general recommendations for improvements. The following series of preliminary development objectives were established to express a long term vision for the neighborhood, guide future development

decisions and provide a framework for neighborhood revitalization efforts.

- 1- Develop the neighborhood as an historic "urban village".
- 2- Develop West Main St. as village commercial core.
- 3- Improve access into and through the neighborhood.
- 4- Create a local / regional / national tourist destination within the neighborhood.
- 5- Develop sufficient parking for land uses and tourist destinations.
- 6- Encourage and reinforce loft style living within the neighborhood.
- 7- Create attractive friendly streetscapes throughout the neighborhood.

Figure 5 illustrates a potential future development pattern as proposed by the concepts, objectives and recommendations set forth in the city's Susan B. Anthony Neighborhood Plan.

Figure 5 – Susan B. Anthony Neighborhood Plan



Design Charrette / Community Vision Plan

In 2006, a community based planning effort for the Susan B. Anthony Neighborhood was initiated by the Rochester Regional Community Design Center (RRCDC), in collaboration with the Susan B. Anthony Steering Committee. The goal was to produce written and visual urban design plans that reflect the goals and ideas of area stakeholders related to the revitalization of their neighborhood. The proposed design charrette was utilized as the first public information meeting for this Circulation, Access & Parking study.

In June 2007, over sixty residents and stakeholders attended the design charrette to discuss ideas and establish a clear vision for the neighborhood. Establishing connections between destinations within the neighborhood and to W. Main St. emerged as an important, overarching theme.

A “Vision Plan” was ultimately developed, incorporating concepts which were expressed as important by community members at the design charrette and can serve as a guide for future community development efforts in the neighborhood.

These concepts included:

- restructure parking accommodations to be safe, attractive, clean, accessible and “green”;
- improve internal and external neighborhood connections;
- promote neighborhood identity through wayfinding and interpretive signage;
- restore the natural and historic environment;
- be strategic about the type and location of new development;
- develop major and minor gateways;
- install measures to calm traffic and create a safe environment for pedestrians and bicyclists;
- develop clean, safe, and “green” alleys; and.
- improve the quality of life for neighborhood residents.

The following concepts and recommendations related to circulation, access and parking from the SBA Vision Plan are community based ideas and are not officially adopted or endorsed by the City of Rochester. Implementation of these concepts would require further study and analysis by both the City of Rochester and Monroe County Dept. of Transportation to determine their feasibility.

Plan A: Ford Street Area

Improve Internal / External Connections

- Reduce Ford St. to two lanes, create a landscaped center median and add on-street parking.
- Install enhanced crosswalks with pedestrian activated crossing signals
- Extend Van Auker St. north to W. Main St. and Favor St. west to Van Auker to improve neighborhood connectivity.

Restore / Preserve Historic Environment

- Site improvements to African Methodist Episcopal Zion Church including removal of chain link fence, or replacement with decorative fencing, placing parking on the side and rear of building.
- Interpretive signage to be developed along Ford St.

Strategic Development

- Increase the residential character of the Ford St. area through the development of a senior housing townhouse facility. This would allow aging seniors to stay in their neighborhood as they become unable to maintain their homes and provide many more “eyes

and ears on the street” that could monitor the activities of the adjacent recreation area and playground.

Develop Gateways

- Utilize space created by traffic calming measures such as bump-outs and roundabouts to install public art/ sculptures and other gateway treatments to reinforce the area as an entrance to the Susan B. Anthony Neighborhood.



Figure 7 - RRCDC Susan B. Anthony Community Vision Plan

Plan B: Canal Street Area

Improve Internal / External Connections

- Install more visible crosswalks and pedestrian activated crossing signals along W. Main St. to improve pedestrian access to areas to the south.

Restructure Parking

- Improve Berdell Alley and other off-street parking areas using green site improvements and landscaping techniques such as permeable paving, rain gardens, lighting and other amenities to improve safety and appearance.
- Develop maintenance agreements and shared parking arrangements between owners and tenants to encourage business owners and apartment residents to use off street parking options to free up on-street parking spaces for retail customers.
- Consider the installation of parking meters along W. Main Street.

Promote Neighborhood Identity

- Install prominent gateway elements and interpretive signage to promote the Canal St. area as an eastern

gateway to the Madison Square-West Main St. Historic District.

Neighborhood Connections Plan

- Construct a landscaped pedestrian walkway utilizing some city-owned land to strengthen the connection between Canal Street and King Street, creating an opportunity for visitors to filter through the neighborhood more easily. A large plaza is proposed east of Litchfield St.

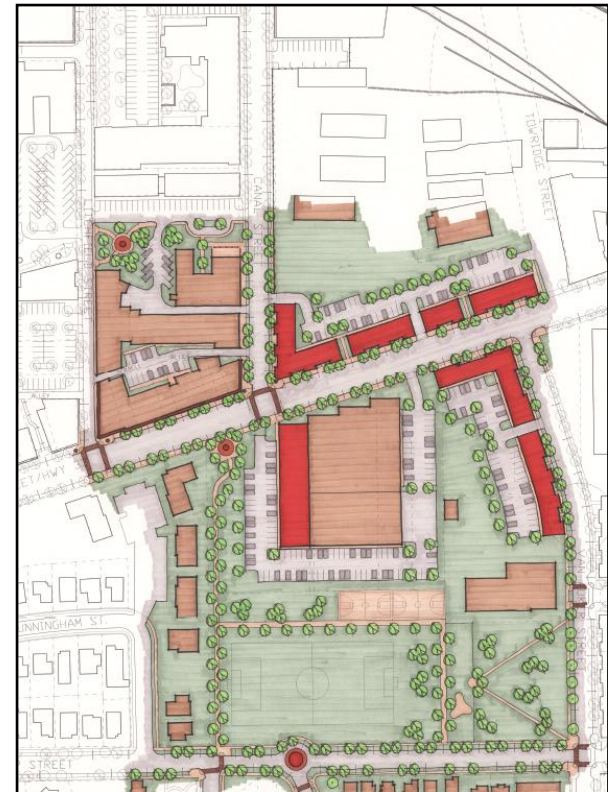


Figure 8 - RRCDC Susan B. Anthony Community Vision Plan

Plan C: King and Madison-streets Area

Improve Internal / External Connections

- Convert city-owned lot into King St. entrance of the proposed pedestrian walkway connecting the area east towards Litchfield and Canal Streets.
- Install new crosswalks and traffic signal at intersection of Madison St. and W. Main St.

Restructure Parking

- Develop maintenance agreements and shared parking arrangements between owners and tenants to encourage business owners and apartment residents to use off street parking options to free up on-street parking spaces for retail customers.
- Develop on-street parking on the south side of W. Main St. to increase the amount of available parking spaces and calm traffic.

Develop Gateways

- Install major gateway treatments at the intersection of W. Main and Jefferson Avenue and the park at the intersection of Jefferson Avenue and Brown St.

Develop Clean and “Green” Alleys

Improve the safety and condition of alley ways through the installation of alley gates (modeled after Baltimore’s program) to restrict non residents only to those parking areas behind commercial buildings; lighting improvements; and the creation of a program for shared cleaning and maintenance these areas on a regular basis.



Figure 9 - RR CDC Susan B. Anthony Community Vision Plan

Plan D: Allen Street Area

Improve Internal / External Connections

- Improve bridges with new painting and lighting to make them more inviting to visitors.
- Extend Silver St. (from King to Canal) to improve traffic circulation and add dedicated space for bus parking.
- Develop neighborhood scale light rail stop along extended Silver St. utilizing existing rail lines that connect under Broad St. to downtown and points west.

Promote Neighborhood Identity

- Encourage owners of the Data Vault Building to install banners, murals or paintings on the top portion of the structure highlighting the history of the neighborhood, as it has high visibility from interstate 490.
- Develop a visitor center with accompanying gateway treatments, way-finding and interpretive signage and park improvements at the intersection of Allen and Brown Streets.

Restore / Preserve Historic Environment

- Create a landscaped green space with a multiple use trail linking Canal St. to King St. adjacent to the railroad tracks, utilizing the existing coal towers, trestle and brick/stone road to showcase them as historic tourism attractions.

Calm Traffic

- Reduce width of Allen St. by installing bump-outs and on-street parking to slow traffic and increase the amount of available parking. Re-configure the intersection of Allen, Broad and Canal Streets to allow two-way traffic on Canal St; consider converting Allen to two-way traffic.

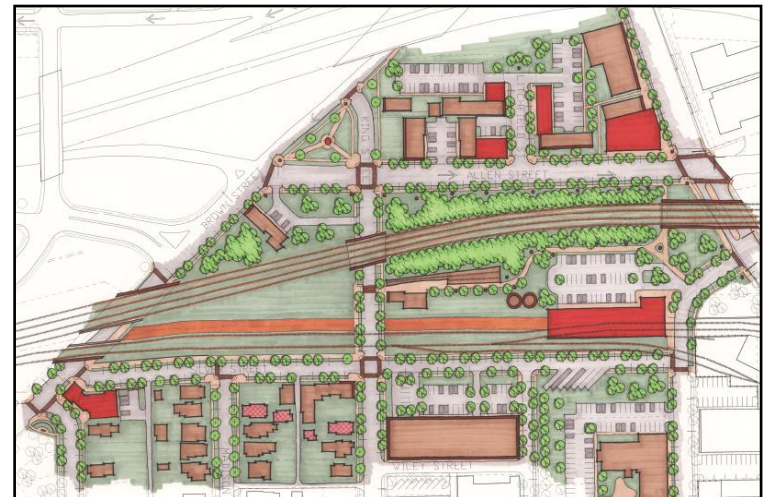


Figure 10 - RRCDC Susan B. Anthony Community Vision Plan

Plan E: Broad Street Area

Restore / Preserve Historic Environment

- Preserve and adaptively re-use the 19th century structures such as the VOA building
- Expand parking area for Nick Tahou's and include appropriate landscaping treatments.

Strategic Development

- Encourage the re-development of the VOA building as a mixed use, mixed income residential and commercial destination; remove portions of the existing structure to create an entrance at the rear of the building through a courtyard, adjacent to a new parking area.

Develop Gateways

- Install a major gateway entrance between the neighborhood and Center City on the land surrounding the Interstate 490 / W. Main St. bridge, incorporating a number of sculptural elements and landscaping treatments such as street trees, a center median and decorative fencing.

Calm Traffic

- Re-configure the intersection of W. Main and Broad Streets to allow for the construction of wider sidewalks, a landscaped center median, street trees and more defined crosswalks with pedestrian activated signals, improving pedestrian safety in the area.



Figure 11 - RRCDC Susan B. Anthony Community Vision Plan

Future Planned Development

Susan B. Anthony House Expansion

The historic Susan B. Anthony House, home to the American Civil Rights leader and site of her famous arrest for voting, is located at 17 Madison-street and serves an increasing number of visitors each year from all over the world.

In 2011, the House had approximately 9,300 visitors, compared to about 8,000 the year before and currently hits maximum capacity (70 people) several times per week. Due to the need for more space and the desire to accommodate more visitors, the Susan B. Anthony House is proposing an expansion that would include the construction of a new two story, true-to-the-period structure that would be used as a visitor orientation area and provide much needed space for archives and other artifacts on what is now an adjacent ten space parking lot that currently serves the House. With this additional space and facilities, they hope to increase the number of annual visitors to 15,000 within the next ten years, which could significantly impact neighborhood circulation, access and parking. One option would be to acquire properties behind the house (along Jefferson Ave.) to create a 30 space

parking lot and bus queuing area. The proposed configuration of the parking lot would allow tour buses to loop around, dropping off visitors directly in front of the entrance to the new visitor's orientation center. There would also be space for up to two buses to park, alleviating any congestion that occurs from bus parking along Madison-street.

The house is actively assessing the feasibility and fundraising needs to implement their expansion plan.

If the Jefferson Avenue option is deemed unfeasible, there are two other potential options that the house could explore such as establishing a connection to a shared parking lot at 7-7.5 St (behind 16 Madison St.) or to develop a shared community lot at the corner of Main and Madison-streets.

Figure 12 – Susan B. Anthony House Expansion Plan



Voter's Block Development

The Rochester Housing Authority, Home Leasing LLC and Edgemere Development Inc., in conjunction with Spiritus Christi Church is constructing a total of 92 residential units (apartments and single family homes) on scattered vacant lots in and around the Susan B. Anthony Neighborhood. A major component of the Voter's Block development is the construction of a three story, 44,000 square foot building that consists of 39 residential units, common area, laundry facility, offices, and a café with approximately 30 onsite parking spaces, 6 of which will be dedicated as handicap parking with an expected completion date of April 2012.

The residential portion of the building will include 22 one bedroom and 17 two bedroom apartments, each with a patio or balcony. The café, community room and apartments will each have separate entrances, yet will be connected via interior doors and hallways. A new sidewalk and landscaping improvements along the western edge of the site will be constructed allowing a new connection to the south from W. Main Street to the Troup St. Playground, improving pedestrian circulation and promoting greater utilization of the playground for area residents.

The property in which this development is proposed to be built is the site where Susan B. Anthony cast her historic vote in 1872. There is an existing "Voters Box" sculpture commemorating this event near the W. Main St. sidewalk. A privately funded expanded memorial is planned for the northwest corner of the property, consisting of a covered pavilion and public art to highlight the historic aspects of the site, and will be one of the interpretive elements incorporated into the planned Heritage Trail linking the Susan B. Anthony Neighborhood to other historical sites in the West Main St and downtown areas.

This development is estimated to generate approximately 50 peak morning hour trips and 65 peak PM trips and is not expected to have any adverse traffic impacts, as the site was previously used as a McDonalds that, at the time generated substantially more trips. The majority of parking will be provided onsite with nearby on-street parking along West Main.

As part of the same project, the historic Wertz Building, a three story mixed use building located at 556-560 W. Main St. (see Figure 13) is undergoing extensive renovations including the replacement of all doors and windows, construction of a new ramp and rear entry as well as a dumpster enclosure. The building will house first floor commercial space with eight one bedroom apartments occupying the 2nd and 3rd floors. Parking for this development will be provided in the rear of the building as well as in a nearby existing ten space parking lot located at 7-7.5 King St.

Frederick Douglass Apartments

The City of Rochester Preservation Board recently approved an application to rehabilitate seven three to four story adjoining mixed use buildings along W. Main St (442-466) between Canal and Litchfield streets (see Figure 14). The buildings have a total of 10 first floor commercial spaces and 28 residential units above. This project will include the replacement of most storefront bulkheads, doors and windows as well as extensive interior renovations to each residential unit an expected completion date of April 2012. There are approximately eight on-street parking spaces along this stretch of W. Main St. for customer parking as well an additional nine spaces in the rear of the building to be used by tenants.



Figure 13 - The Wertz Building at 556-560 W. Main St. undergoing renovations as a part of Voter's Block Development



Figure 14 - Frederick Douglass Apartments at 442-466 W. Main St.

DePaul Development

DePaul, a local not for profit organization serving the elderly, those recovering from a mental illness, the developmentally disabled and people with addiction has proposed to purchase and rehab the historic Cunningham Carriage Factory located at 33 Litchfield Street. Once completed, this \$20 million dollar re-development will provide sixty five affordable residential units for low income and mental health residents. The project will consist of the construction of a new stairway into the entry plaza, new entry doors and windows and a new ADA accessible ramp. All existing windows will be replaced with new, energy efficient insulated windows and a new decorative perforated aluminum wall will be constructed outside of the building (see Figures 15).



Figure 15 – DePaul Development Project Renderings



Buckingham Development

Buckingham Properties LLC, a local real estate development and property management firm has recently completed the purchase of a five story, 65,000 square foot former industrial building along Canal St. (most recently occupied by the Volunteers of America.).

The plan is to redevelop this property for future housing, office space or a mix of uses and is expected to compliment several nearby redevelopment projects that are already underway.

Figure 16 – Buckingham Development Building



Heritage Trail

The Rochester Heritage Trail is a self-guided walking tour, intended to showcase important historic features located on the west side of downtown Rochester from the Genesee River, including the Second Erie Canal Aqueduct along Broad Street and West Main Street to, and including, the Bridge Square and Susan B. Anthony Historic Districts. The Heritage Trail is comprised of a system of thirteen interpretive signs, communicating to residents and visitors stories of Rochester's history including development associated with the Erie Canal, the struggle for human rights and freedom associated with Frederick Douglass and Susan B. Anthony, as well as the history of local entrepreneurship.

The idea for the project was based on many long-standing efforts of local history advocates and was made possible through a public-private partnership. It is intended to serve pedestrians who may be visiting, working or conducting business downtown and is anticipated to attract visitors from the metropolitan area and beyond, including school students who wish to see and experience authentic historic remnants in the context of their place and time.

Figure 17 – Heritage Trail Conceptual Route Map

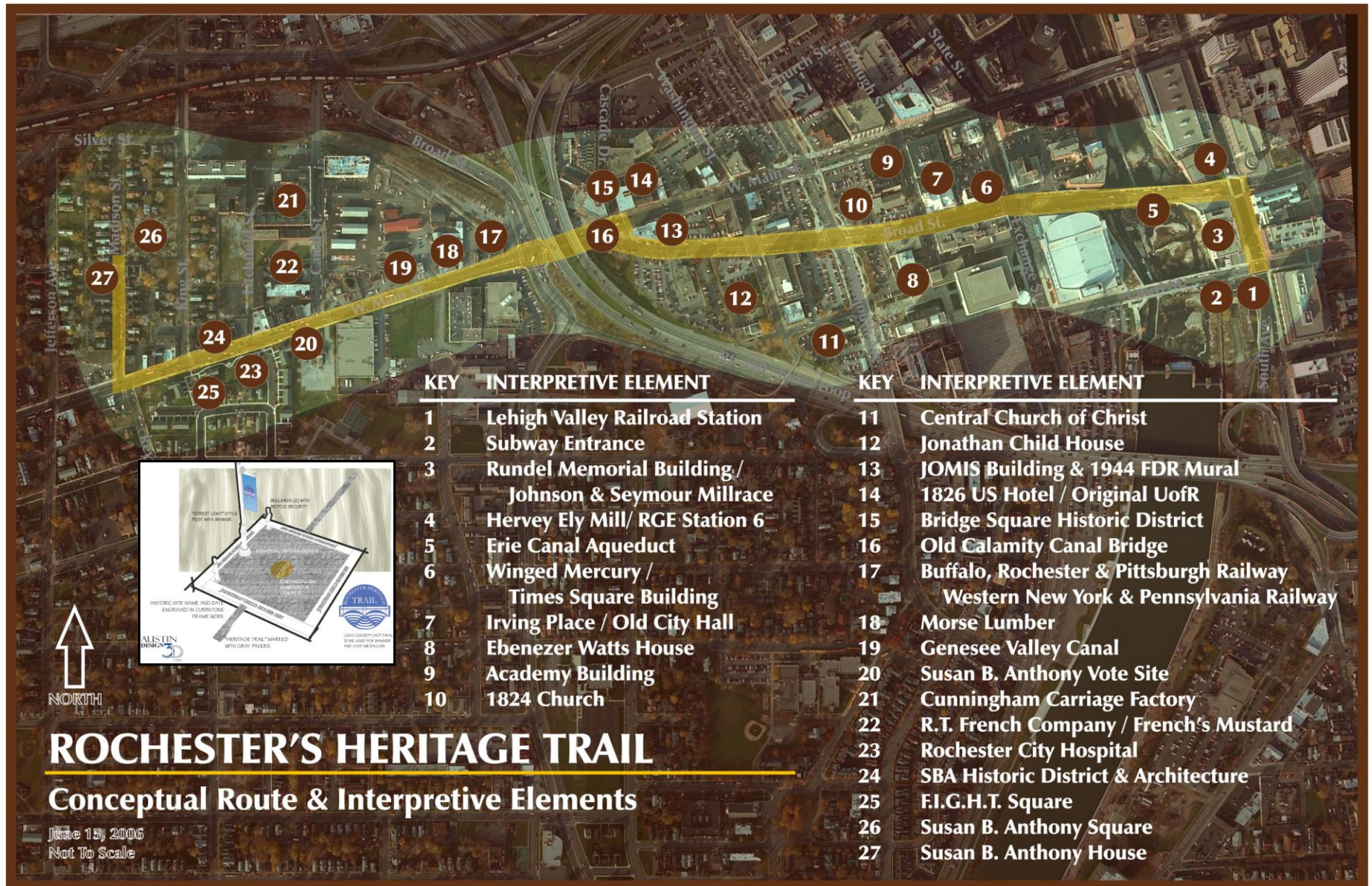
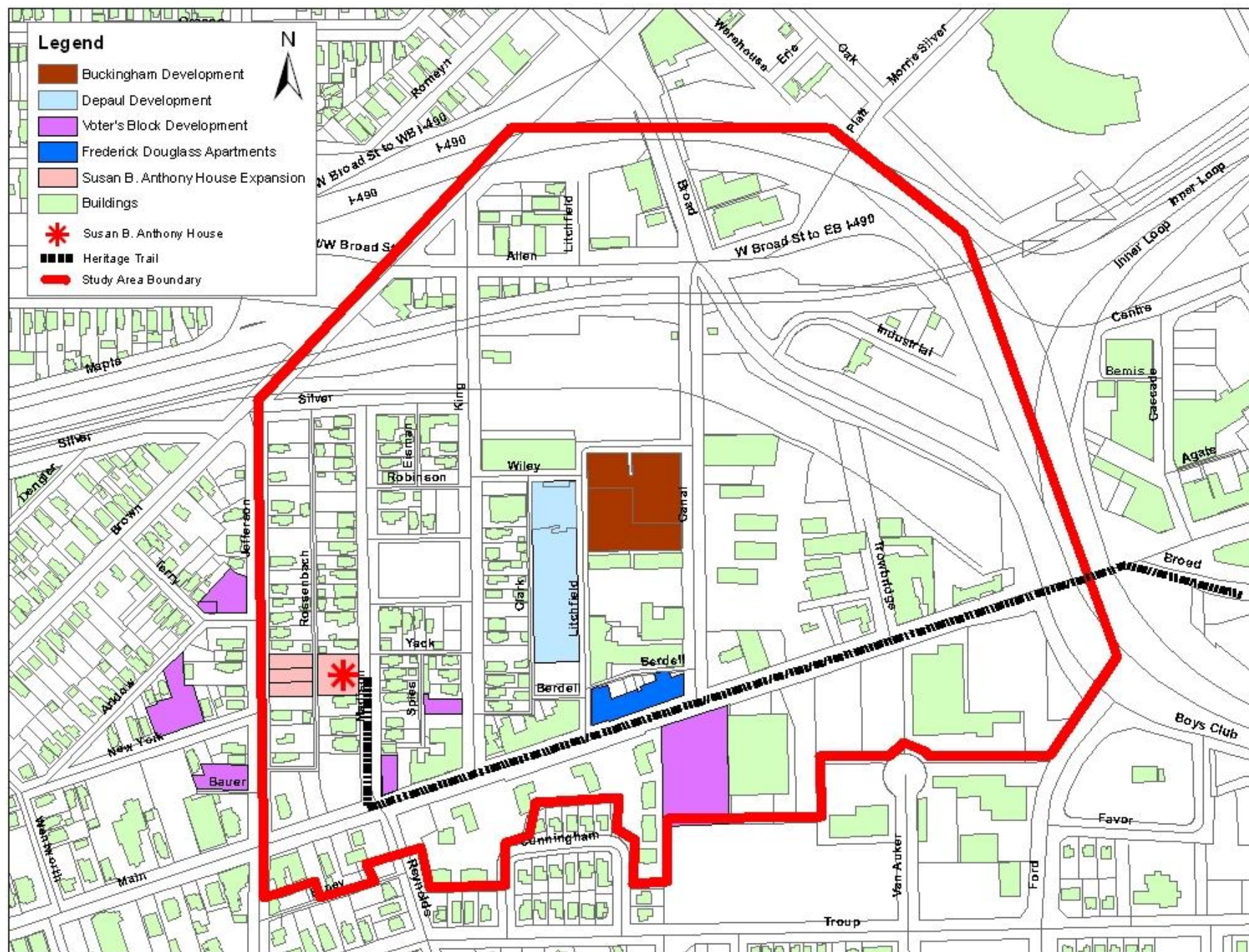


Figure I8 – Future Planned Development



Parking / Needs Assessment Survey

A parking survey was conducted in June 2011 during the neighborhood's annual Juneteenth event held at Susan B. Anthony Square which celebrates the anniversary of the abolishment of slavery. Both residents and visitors were asked a unique series of questions relating to their personal experience with neighborhood access, ease of circulation and availability of parking throughout the area. In total, 26 surveys were received, 19 of which were visitors and 7 neighborhood residents.

When asked about their perception of the amount of available parking within the neighborhood, the majority of both residents and visitors indicated that they feel the parking supply is inadequate to some degree (72% of residents; 68% of visitors).

When asked about their perception of the ease of circulation throughout the neighborhood, 43% of residents surveyed characterized navigating through the neighborhood as being somewhat difficult while 67% of visitors surveyed felt some degree of difficulty traversing the area.

The location of where residents park varied as 57% utilize a driveway or garage, while 43% park their cars on neighborhood streets. Visitors overwhelmingly chose to park on neighborhood streets (100%), opposed to off street parking lots.

The majority of visitors were able to find an available parking space in less than 5 minutes (63%) while for 32% it took 5-10 minutes. Five percent (5%) of visitors reported it taking over 10 minutes to find a space. Seventy-four percent (74%) of visitors attending the event planned to leave their vehicle parked for at least 2 hours or more, limiting the amount of turnover of available on-street parking spaces.

Survey respondents were asked to rate their perception of the safety of the neighborhood, as that generally affects where people are willing to park. In general, the majority of people felt safe or neutral, while only 16% felt somewhat unsafe. The majority of visitors (63%) would only be willing to walk 1-2 minutes from their parked vehicle to their destination while 32% would walk 2-4 minutes; 5% would walk 6-8 minutes.

The survey instrument can be found on page 27 and complete resident and visitor results on pages 27 and 28.

Figure 19 – Resident & Visitors Survey Instrument

Susan B. Anthony Neighborhood Parking & Circulation Survey

Please circle one for each of the following statements:

1.) You are a:

Resident Visitor

2.) In your opinion, the supply of parking spaces within the Susan B. Anthony Neighborhood is:

1	2	3	4	5
Inadequate	Somewhat Inadequate	Neutral	Somewhat Adequate	Adequate

3.) You would characterize the ease of circulation and wayfinding within the Susan B. Anthony Neighborhood as:

1	2	3	4	5
Difficult	Somewhat Difficult	Neutral	Somewhat Easy	Easy

If you are an area resident, circle one for each of the following statements:

4.) You usually park your vehicle:

1	2	3	4	5
On Street	Driveway / Garage	Parking lot	Alley way	Other

5.) In your opinion, finding an available parking spot in the neighborhood is usually:

1	2	3	4	5
Difficult	Somewhat Difficult	Neutral	Somewhat Easy	Easy

If you are a visitor, please circle one for each of the following statements:

6.) You parked your vehicle:

On-street	Parking Lot
Street name _____	Lot name / address / business _____

7.) The amount of time it took to find an available parking space was:

1	2	3
Less than 5 minutes	5-10 minutes	More than 10 minutes

8.) Your vehicle will be parked for:

1	2	3	4	5
½ hour or less	½ hour – 1 hour	1-2 hours	2-4 hours	More than 4 hours

9.) On a scale of 1-5, when walking to your destination from where you parked you felt:

1	2	3	4	5
Unsafe	Somewhat Unsafe	Neutral	Somewhat Safe	Safe

10.) Once parked within the Susan B. Anthony Neighborhood, to arrive at your destination you would be willing to walk:

1	2	3	4	5
1-2 minutes	2-4 minutes	4-6 minutes	6-8 minutes	8-10 minutes

Resident Survey Responses:

1.) In your opinion, the supply of parking spaces within the Susan B. Anthony Neighborhood is:

Inadequate	43% ✓
Somewhat Inadequate	29%
Neutral	0%
Somewhat Adequate	14%
Adequate	14%

2.) You would characterize the ease of circulation within the Susan B. Anthony Neighborhood as:

Difficult	0%
Somewhat Difficult	43% ✓
Neutral	29%
Somewhat Easy	14%
Easy	14%

3.) You usually park your vehicle:

On-Street	43%
Driveway / Garage	57% ✓
Parking Lot	0%
Alleyway	0%
Other	0%

4.) In your opinion, finding an available parking spot in the neighborhood is usually:

Difficult	0%
Somewhat Difficult	42% ✓
Neutral	0%
Somewhat Easy	29%
Easy	29%

Visitor Survey Responses:

1.) In your opinion, the supply of parking spaces within the Susan B. Anthony Neighborhood is:

Inadequate	21%
Somewhat Inadequate	47% ✓
Neutral	11%
Somewhat Adequate	16%
Adequate	5%

2.) You would characterize the ease of circulation within the Susan B. Anthony Neighborhood as:

Difficult	25%
Somewhat Difficult	42% ✓
Neutral	11%
Somewhat Easy	11%
Easy	11%

3.) You parked your vehicle:

On-Street	100% ✓
Parking Lot	0%

4.) The amount of time it took to find an available parking space was:

Less than 5 minutes	63% ✓
5-10 minutes	32%
More than 10 minutes	5%

5.) Your vehicle will be parked for:

½ hour or less	0%
½ hour – hour	0%
1-2 hours	26%
2-4 hours	53% ✓
More than 4 hours	21%

6.) On a scale from 1-5, when walking to your destination from where you parked you felt:

Unsafe	0%
Somewhat Unsafe	16%
Neutral	57% ✓
Somewhat Safe	11%
Safe	16%

7.) Once parked within the Susan B. Anthony Neighborhood, to arrive at your destination you would be willing to walk:

1-2 minutes	63% ✓
2-4 minutes	32%
4-6 minutes	5%
6-8 minutes	0%
8-10 minutes	0%

Business and Property Owner Survey Summary

In November of 2011 a second survey of area business owners was conducted to get a better understanding of any issues from their perspective. In all, seven local businesses participated in the survey.

When asked what the nature of their business was, 57% offered some form of retail goods and services while 29% were restaurants, the remaining 14% being industrial / manufacturing operations. The majority of businesses surveyed have between 1-3 employees (57%), while only 14% have 10 or more. In an attempt to gauge future demand for parking, business owners were asked about plans for expansion. One hundred percent of the responders stated that they did not have plans to expand their business or hire additional workers at this time.

The survey results indicate that most parking for area businesses is located on-street (57%), while the remaining 43% is off street. Automobiles are the predominant mode of transportation that their customers arrive by (71%), while the remaining 29% typically arrive by foot. Of those that arrive by car, the majority park their vehicles for a half hour or less (71%), while the remaining 29% park for between a half hour and an hour. Fifty eight percent of respondents found some level of difficulty finding an available parking space, while 29% found it to be easy. The majority of respondents (57%) claim that traffic congestion is the number one circulation issue

Figure 20 –Business / Property Owner Survey Instrument

Date: _____

Susan B. Anthony Neighborhood Circulation, Access and Parking Study

Business and Property Owner's Survey

Business / Building Name: _____ Property Address: _____

Please answer each of the following questions / statements:

1.) What is the nature of your business / property? _____

2.) How many employees / tenants do you have? _____
Where do they park? _____

3.) Do you have any future expansion plans? If so, please explain. _____

4.) Parking for your business / property is located:

1	2	3
On-site	Off-site	On Street
Parking Lot	Parking Lot	

If you have a parking lot where is it located? Address: _____

How many spaces does it provide? # of spaces: _____

5.) The majority of your customers / tenants travel:

1	2	3	4
By foot	By Bicycle	By Car	Bus / Public Transportation

6.) Customers / tenants that drive typically park their vehicles for:

1	2	3	4	5
½ hour or less	½ hour – 1 hour	1-2 hours	2-4 hours	More than 4 hours

7.) In your opinion, finding an available parking spot in the neighborhood is usually:

1	2	3	4	5
Difficult	Somewhat Difficult	Neutral	Somewhat Easy	Easy

8.) Would you be in favor of a centrally located shared community parking lot in the neighborhood?

1	2	3
Yes	No	Maybe

If yes, would you be willing to contribute funding towards its construction / maintenance?

1	2	3
Yes	No	Maybe

9.) In your opinion, what is the number one circulation / access issue within the Susan B. Anthony Neighborhood?

1	2	3	4	5	6
Traffic / Congestion	Parking Availability	Speeding	Lack of Directional Signage	Lack of Pedestrian Connectivity	Bus Parking

10.) List one thing that you feel would improve Circulation, Access or Parking within the neighborhood or any other related issues that you have:

Business / Property Owner's Survey Responses:

1.) What is the nature of your business?

Retail Goods / Services	57% ✓
Office	0%
Restaurant / Bar	29%
Industrial	14%
Tourism related	0%

2.) How many employees do you have?

1-3	57% ✓
4-6	29%
7-9	0%
10 or more	14%

3.) Do you have any future expansion plans?

Yes	0%
No	100% ✓

4.) Parking for your business / property is located:

On-site Parking Lot	43%
Off-site Parking Lot	0%
On-street	57% ✓

5.) The majority of your customers / tenants travel:

By foot	29%
By bicycle	0%
By car	71% ✓
By public transportation	0%

6.) Customers / tenants that drive typically park their vehicle for:

½ hour or less	71% ✓
½ hour – 1 hour	29%
1-2 hours	0%
2-4 hours	0%
More than 4 hours	0%

7.) In your opinion, finding an available parking spot in the neighborhood is usually:

Difficult	29% ✓
Somewhat Difficult	29% ✓
Neutral	13%
Somewhat Easy	0%
Easy	29% ✓

8.) Would you be in favor of a centrally located shared community parking lot in the neighborhood?

Yes	43%
No	57% ✓
Maybe	0%

If yes, would you be willing to contribute funding towards its construction / maintenance?

Yes	14%
No	57% ✓
Maybe	29%

9.) In your opinion, what is the number one circulation / access issue within the Susan B. Anthony Neighborhood?

Traffic / Congestion	57% ✓
Parking Availability	43%
Speeding	0%
Lack of Directional Signage	0%
Lack of Pedestrian Connectivity	0%
Bus Parking	0%

10.) List one thing that you feel would improve circulation, access or parking within the neighborhood or any other issues that you have:

- Adjustment of traffic light timing to reduce traffic congestion
- Enforcement of refuse collection procedures along Main St. to ensure spaces are available for parking
- Detour signs during road construction on Main to reduce traffic congestion

Parking Supply

A complete analysis of parking supply and occupancy counts was undertaken to gauge existing parking conditions within the neighborhood. For the purpose of this study, the parking supply was categorized into three main categories; primary parking lots, secondary parking lots, and on-street parking.

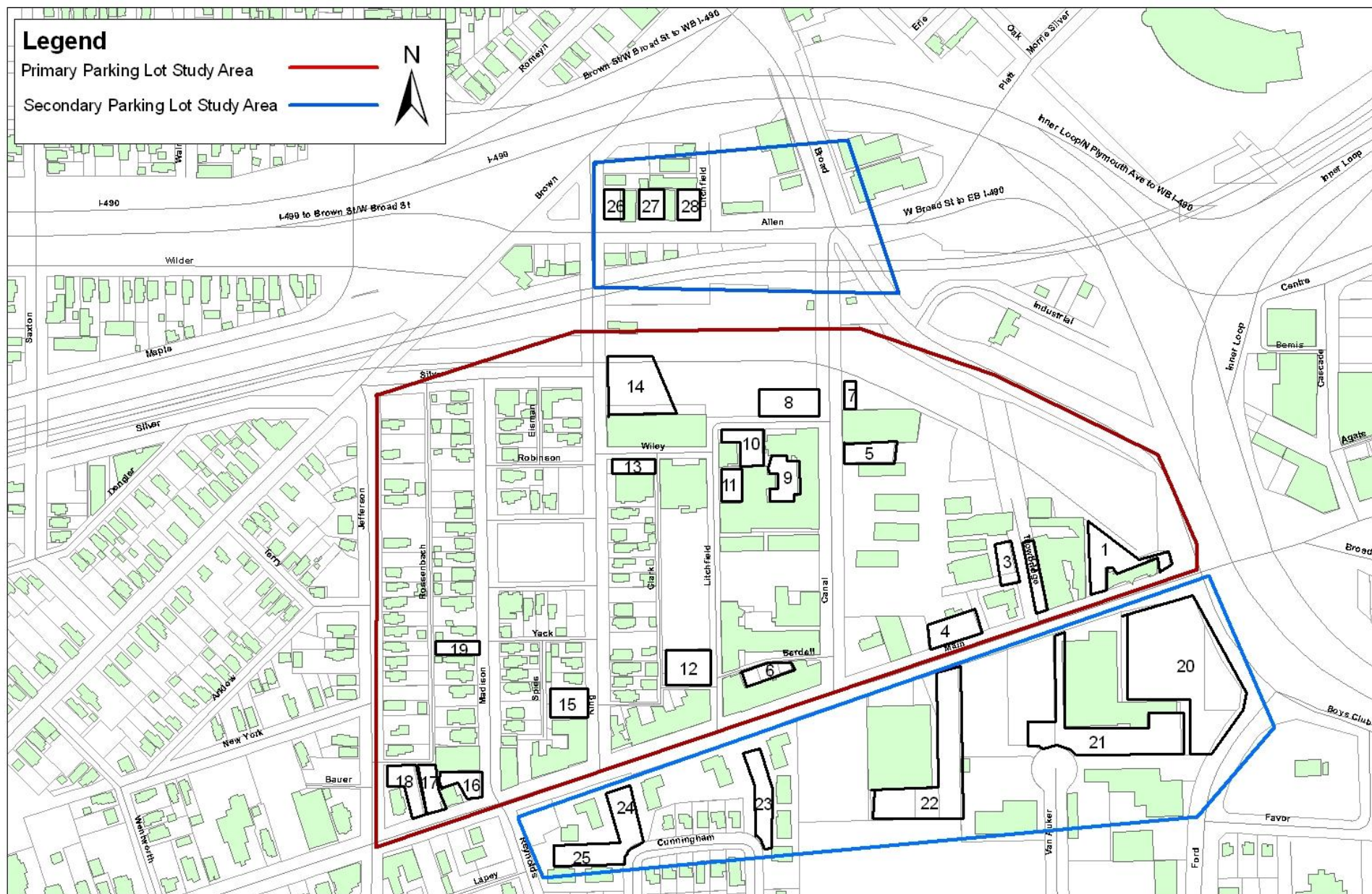
Lots centrally located in both the residential and industrial districts and closest to the historic attractions and commercial activity in the neighborhood were categorized as primary parking lots, as they are generally the most convenient for those visiting destinations in the area. The primary parking lot study area is bordered by the railroad tracks to the north, Broad Street to the east, W. Main Street to the south and Jefferson Ave to the west. These 19 lots contain a total of 412 parking spaces and are scattered throughout the neighborhood. However, many of the lots are privately owned and restricted to the general public. For example, lots 9, 10 and 11 are owned by Volunteers of America and are reserved for employees and delivery trucks only.

Parking areas located north of the railroad tracks and south of Main St were categorized as secondary parking lots. Although they are technically considered part of the neighborhood, they are somewhat removed from the center of neighborhood activity. Like the primary lots, most of these are privately owned and serve the customers of nearby businesses and are usually secured / restricted on evenings and weekends (see figure 21).

All parking spaces along Main, Madison, King, Litchfield and Canal streets are categorized as on-street parking and have varying regulations depending on the street (see Figure 22). On-street parking accounts for approximately 184 spaces of the roughly 921 spaces throughout the study area.

In general, most parking lots are paved and striped however overall condition and appearance varies from lot to lot. Recessed parking along W. Main St. was added in 2008 as part of the W. Main Streetscape Improvement Project and therefore is in good condition.

Figure 2I – Parking Lot Inventory Map



Parking Occupancy / Demand

Parking occupancy counts were recorded at several different times, including a weekday afternoon, a weekday evening and one special event taking place on the weekend. For the purpose of this study, occupancy has been equated with demand.

On-street Parking

Of the 195 on-street parking spaces located along W. Main, Madison, King, Litchfield, and Canal Streets as well as on North and South Madison Park, none are currently metered; however, alternate side parking restrictions apply to some streets (See Figure 22). Although there are designated parking lanes along King St., individual spaces are not marked which can affect the total amount of available spaces depending on parking patterns.

King and Madison-streets tend to have the highest occupancy rates among on-street parking areas due to their central location in the neighborhood and proximity to area attractions. Many of the residential homes along these streets do not have driveways, as they were built prior to the invention of the

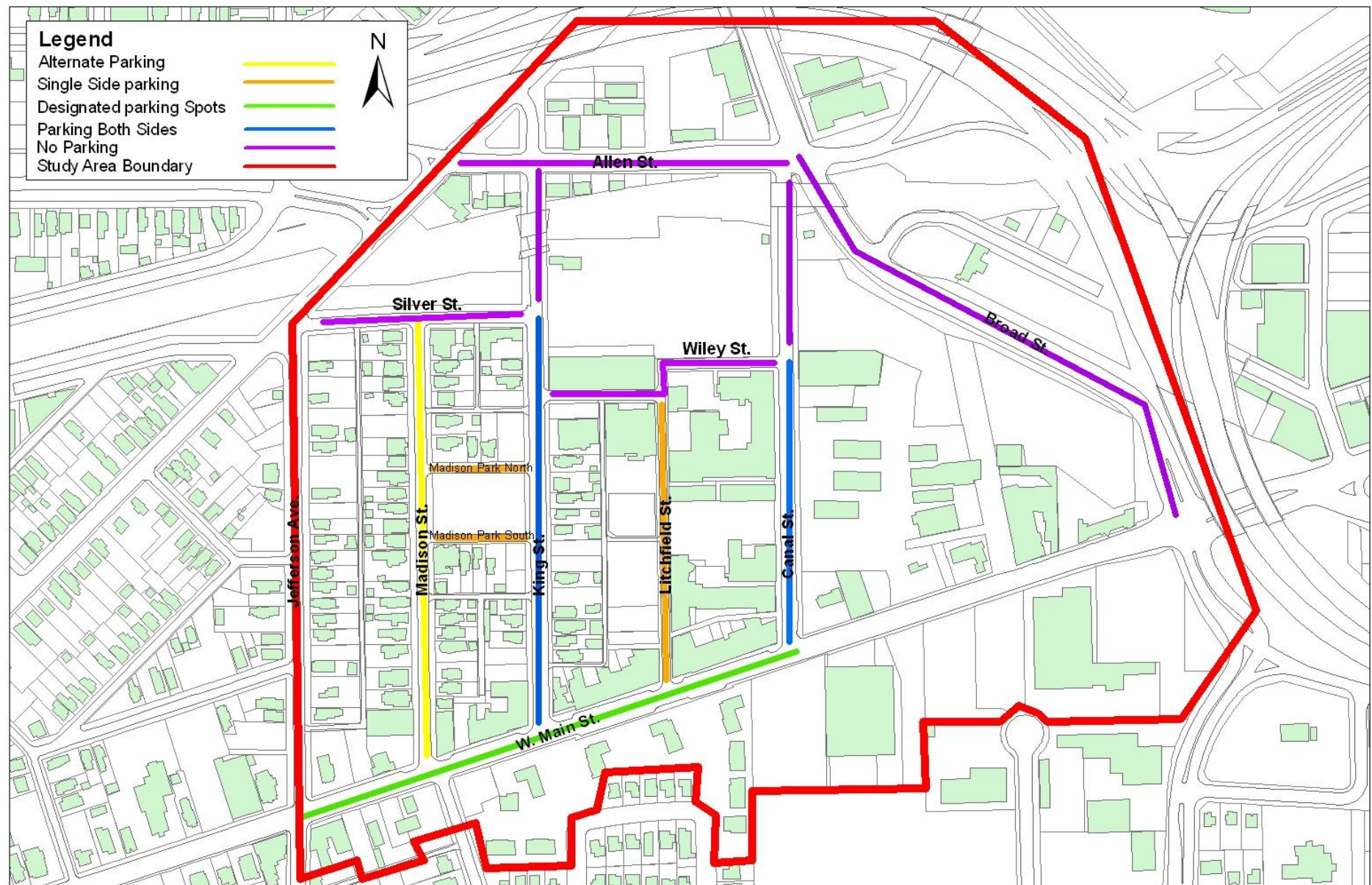
automobile therefore forcing residents to utilize on-street spaces.

Although King and Madison-streets are more heavily utilized, they appear to adequately meet the current demand for parking the most of the time. However, according to the neighborhood association, car ownership by residents appears to be increasing as the neighborhood revitalizes which, along with any new future development can potentially cause a future parking supply deficit. An additional 25 spaces along King St. become available when regulations allow for parking on the west side of the street on weekends and after 5 pm on weeknights. Madison St. however was approximately 50% over capacity during the weekend count, primarily due to cars parking along both sides of the street during a special event being held at Susan B. Anthony Square.

Parking along the north and south perimeter of the park is prohibited at all times, while parking along the east and west perimeter is allowed at certain days and times per the existing parking regulations along King and Madison-streets.

Recessed parking along mid-block sections on both sides of W. Main St. provide an additional 38 spaces intended for patrons of area businesses.

Figure 22 – On-street Parking Regulations Map



Primary Parking Lots

Lots categorized as primary parking lots account for the largest percentage of available parking in the area with a total of approximately 412 spaces. Unfortunately, access to many of these lots is restricted from the public and only the tenants, patrons or employees of the associated property are allowed to use them.

The general conditions of the primary lots vary as some are paved and well kept, while others are in disrepair. Directional signage for parking areas is also lacking in most lots making it difficult for those not familiar with the area to find a place to park.

The primary lots along the north side of W. Main St. had the highest occupancy counts during the week; however these lots do not appear to be heavily utilized on the weekend when the majority of area businesses are closed.

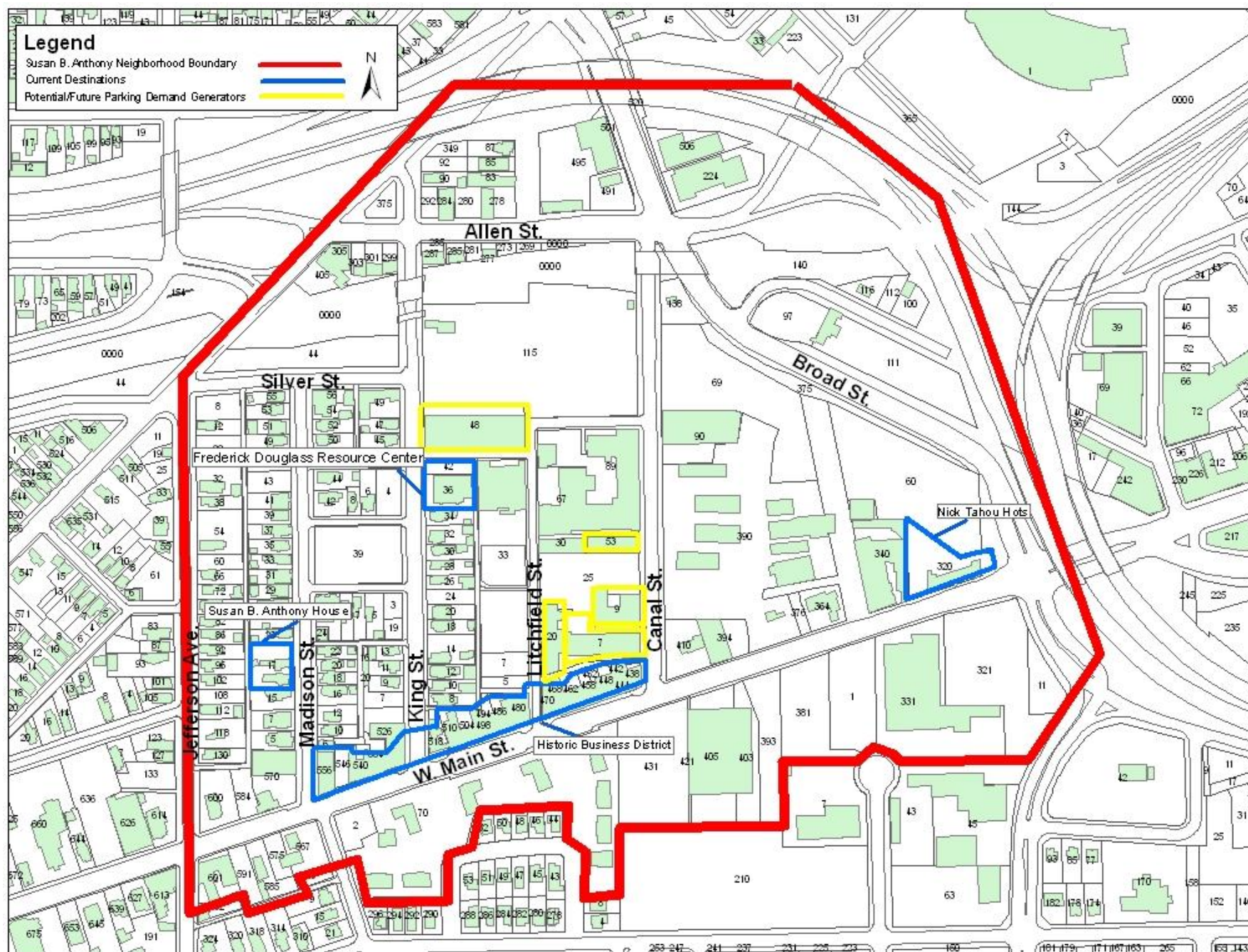
Secondary Lots

Parking areas located on the periphery of the study area were classified as secondary lots and contain a total of 325 parking spaces. Like several of the primary parking lots, most of the secondary lots are also restricted from the general public and only tenants, patrons or employees of the associated property are permitted to use them. This includes properties along the south side of W. Main St. such as the 911 Call Center, Cintas, Hahn Automotive and the Anthony Square housing development.

Figure 23 – Parking Supply / Occupancy Table

Susan B. Anthony Circulation and Parking study							
Supply		Occupancy					
	Number of Parking Spaces	Thursday April 3, 2008 2:30 P.M.	%	Thursday August 21, 2008 6:00 P.M.	%	Sunday August 24, 2008 1:30 P.M.	%
On-Street Public							
Main St.	38	13	34%	19	50%	9	24%
Madison St.	27	15	56%	19	70%	40	148%
King St.	31	12	39%	13	42%	18	58%
Litchfield St.	25	6	24%	0	0%	0	0%
Canal St.	52	30	58%	6	12%	6	12%
Madison Pk. N	11	1	9%	5	45%	6	55%
Madison Pk. S	11	2	18%	6	55%	8	73%
Total	195	79	41%	68	35%	87	45%
Primary Parking lots							
#1	37	11	30%	5	14%	0	0%
#2	15	13	87%	2	13%	0	0%
#3	8	12	150%	1	13%	0	0%
#4	16	1	6%	3	19%	0	0%
#5	21	6	29%	10	48%	10	48%
#6	9	8	89%	1	11%	5	56%
#7	8	5	63%	4	50%	8	100%
#8	50	13	26%	12	24%	15	30%
#9	7	3	43%	1	14%	0	0%
#10	11	9	82%	6	55%	1	9%
#11	6	4	67%	2	33%	0	0%
#12	53	6	11%	2	4%	1	2%
#13	12	3	25%	1	8%	0	0%
#14	102	2	2%	0	0%	0	0%
#15	11	2	18%	1	9%	1	9%
#16	5	5	100%	0	0%	1	20%
#17	15	2	13%	3	20%	1	7%
#18	17	4	24%	3	18%	3	18%
#19	9	1	11%	0	0%	4	44%
Total	412	110	27%	57	14%	50	12%
Secondary Parking lots							
#20	85	76	89%	39	46%	34	40%
#21	62	54	87%	35	56%	0	0%
#22	97	72	74%	18	19%	5	5%
#23	26	6	23%	13	50%	7	27%
#24	14	10	71%	6	43%	7	50%
#25	16	2	13%	6	38%	5	31%
#26	5	4	80%	1	20%	1	20%
#27	10	1	10%	1	10%	4	40%
#28	10	1	10%	0	0%	1	10%
Total	325	226	70%	119	37%	64	20%
Red indicates at or above capacity							
BOLD indicates # of Parking Spaces is Estimated							

Figure 24- Parking Demand Generators Map



Vehicular Access and Circulation

Like many urban neighborhoods throughout the city, Susan B. Anthony has several points of vehicular ingress and egress. However, its proximity and relationship to the central business district, the Inner Loop, Interstate 490 and a set of railroad tracks present a unique set of opportunities as well as challenges. The neighborhood is bordered by Interstate 490 on the north and east, an elevated 6 lane east-west highway that has an Annual Average Daily Traffic (AADT) of 100,233 vehicles that travel along this stretch (*Source: NYSDOT 2009 Traffic Volume Report*).

Although there is a significant amount of traffic on Interstate 490, motorists most likely do not recognize that they are traveling by the Susan B. Anthony Neighborhood due to the grade change between the elevated highway and the neighborhood. From a street level perspective, Interstate 490 has a barrier effect, limiting access to and from neighborhoods located to the north and east.

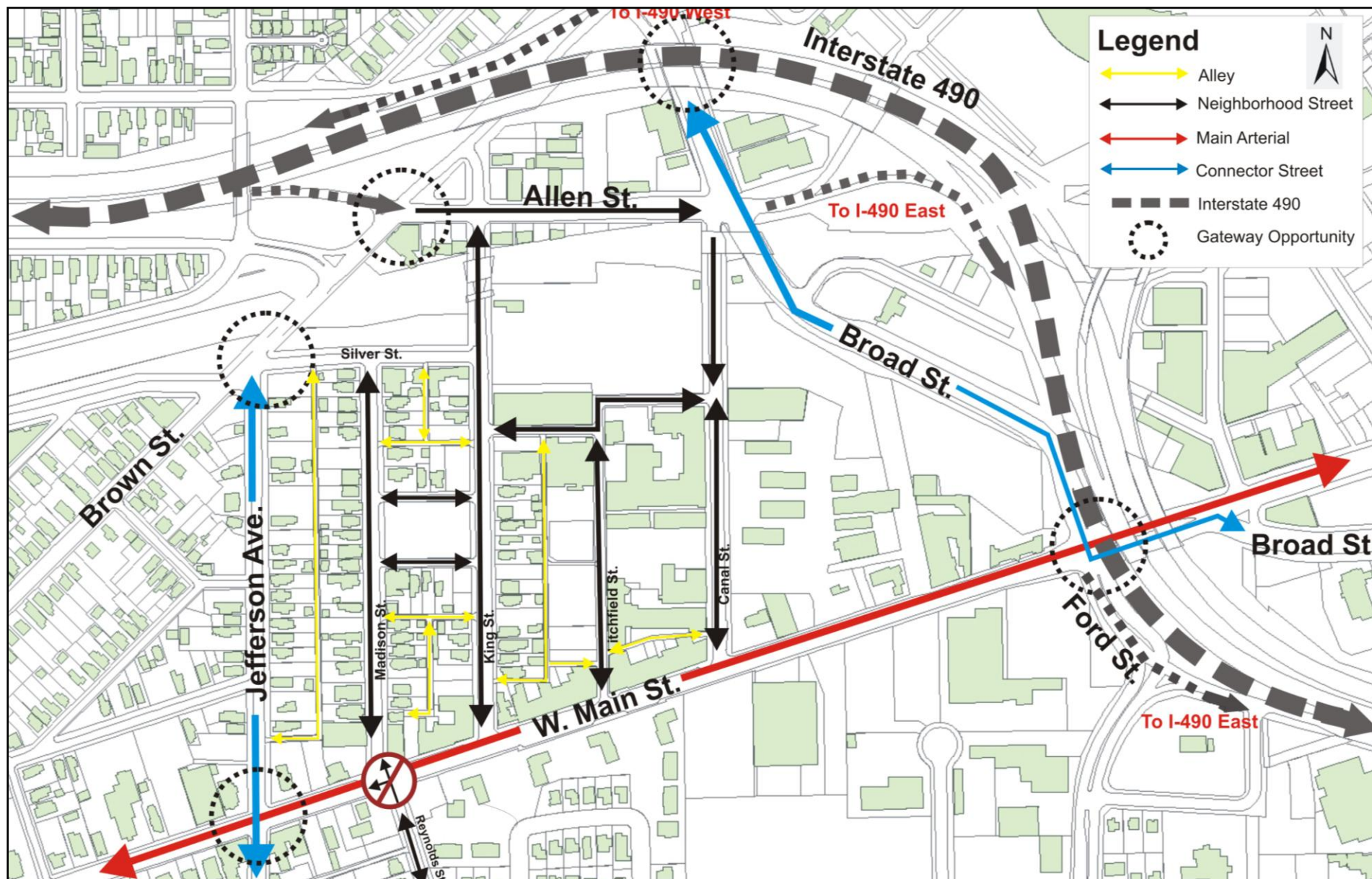
Vehicles traveling eastbound on Interstate 490 towards downtown can directly access the neighborhood by taking the Brown St. exit. Conversely, there is no exit that allows direct access for westbound vehicles into the area traveling through downtown and therefore motorists are required to exit at Broad St within the Inner Loop prior to reaching the neighborhood.

Access to Interstate 490 west is provided just north of the study area via an on-ramp at Broad Street, while I-490 east can be accessed on Allen St. near Broad, or Ford St. just south of W. Main St.

W. Main St. serves as the main arterial that traverses the study area. Two way traffic flows in an east-west direction along W. Main, with the intersections at Broad and Jefferson marking the unofficial entrances / exits into and out of the Susan B. Anthony Neighborhood. Jefferson Avenue and Broad Street are the primary north-south connectors to adjacent neighborhoods (see figure 25).

All remaining neighborhood streets have two-way traffic flow, with the exception of Allen Street (one-way headed east) and a portion of Canal Street (one-way headed south, between Allen and Wiley St.). The slightly offset alignment of the intersection at Reynolds St, Madison St, and W. Main St creates an impediment to vehicular circulation in this area. Vehicles heading north on Reynolds St are prohibited from making left turns on to W. Main St as well as proceeding straight onto Madison St.. Only right hand turns onto W. Main St are permitted to ensure adequate queuing for westbound traffic stopped at the red light at Jefferson Avenue. Although left turns are prohibited at this location, some drivers disobey the regulatory sign as witnessed during field observations. According to MCDOT, there were approximately 5 motor vehicle accidents at this location in 2010.

Figure 25 – Vehicular Access and Circulation Map



Vehicular Wayfinding & Signage

In 2008, the City of Rochester implemented a comprehensive quadrant based vehicular wayfinding signage system directing motorists to various points of interest and area attractions throughout Center City. The signs use the Genesee River and Main St as central features used to divide downtown into four color-coded quadrants (see Figure 25).. Each color then becomes the basis for the signs in each of the respective quadrants so that drivers can quickly and easily identify what quadrant they are in. Due to its close proximity to Center City, there are several of these signs within the Susan B. Anthony Neighborhood (see Figure 26).

In addition to the quadrant based wayfinding signage, there are also several signs directing motorists to the Susan B. Anthony House as well as several markers that distinguish the neighborhood as a historic preservation district (see Figure 27).



Figure 26- View of W. Main St. looking east with the Quadrant based vehicular signage in the foreground.

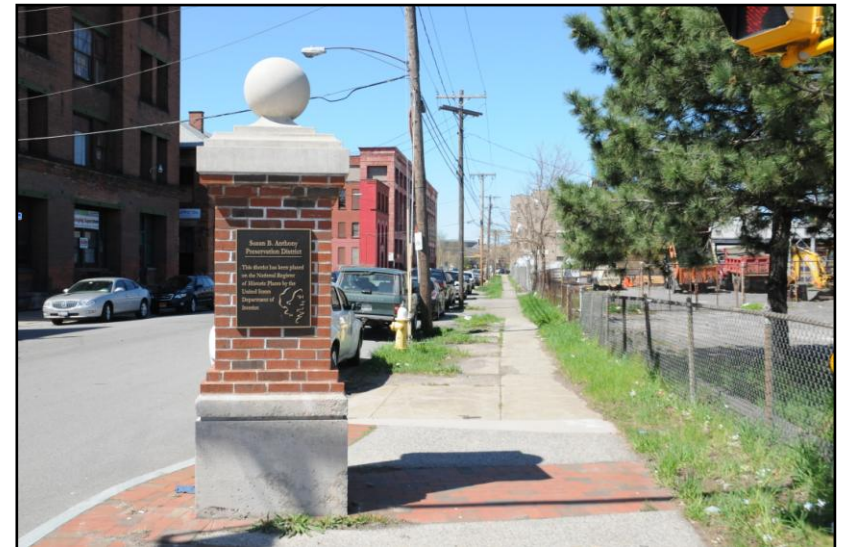
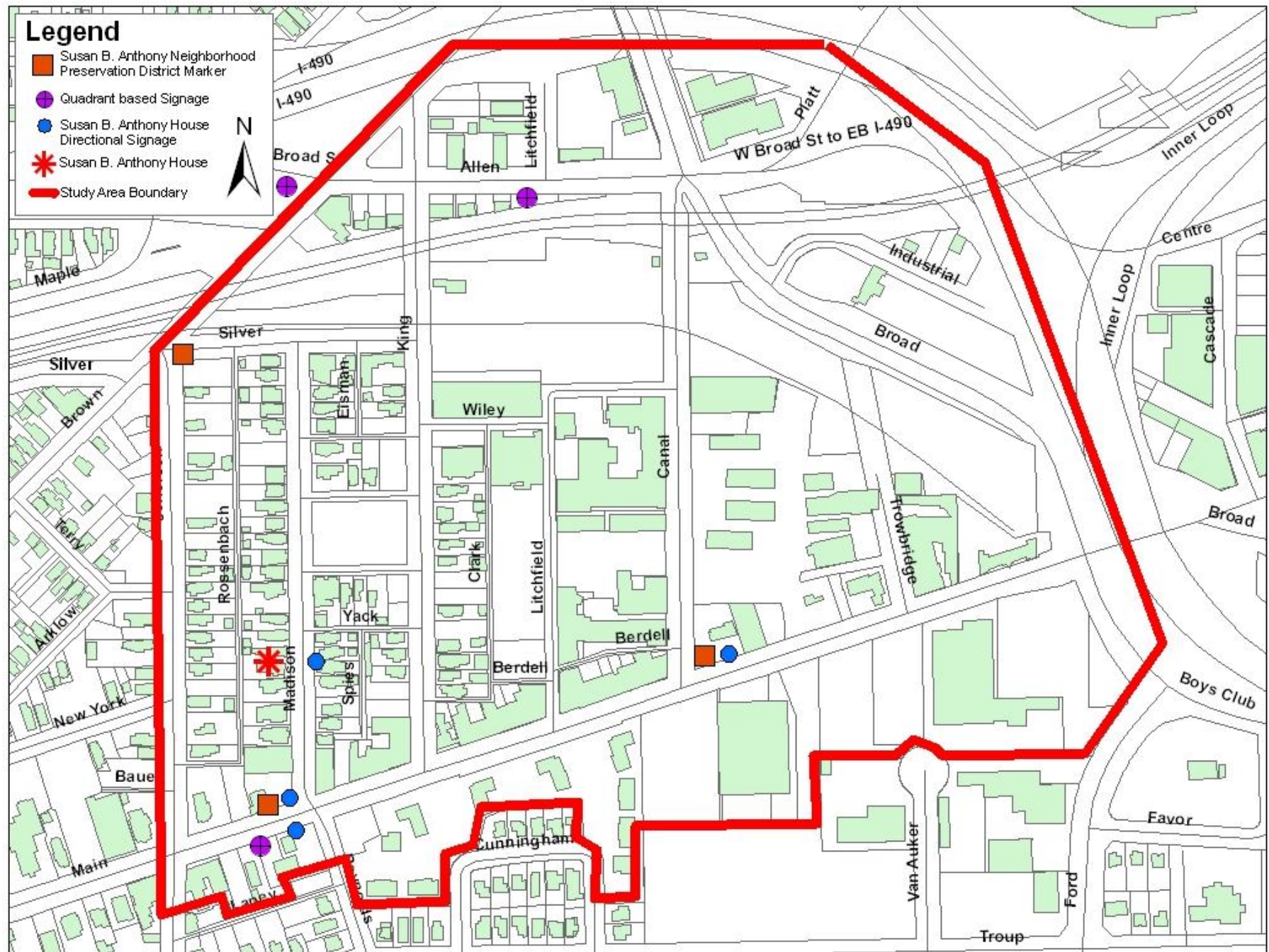


Figure 27- View of Canal St. looking north with a historic preservation district marker in the foreground.

Figure 28- Vehicular Wayfinding /Signage Map



Pedestrian Access and Circulation

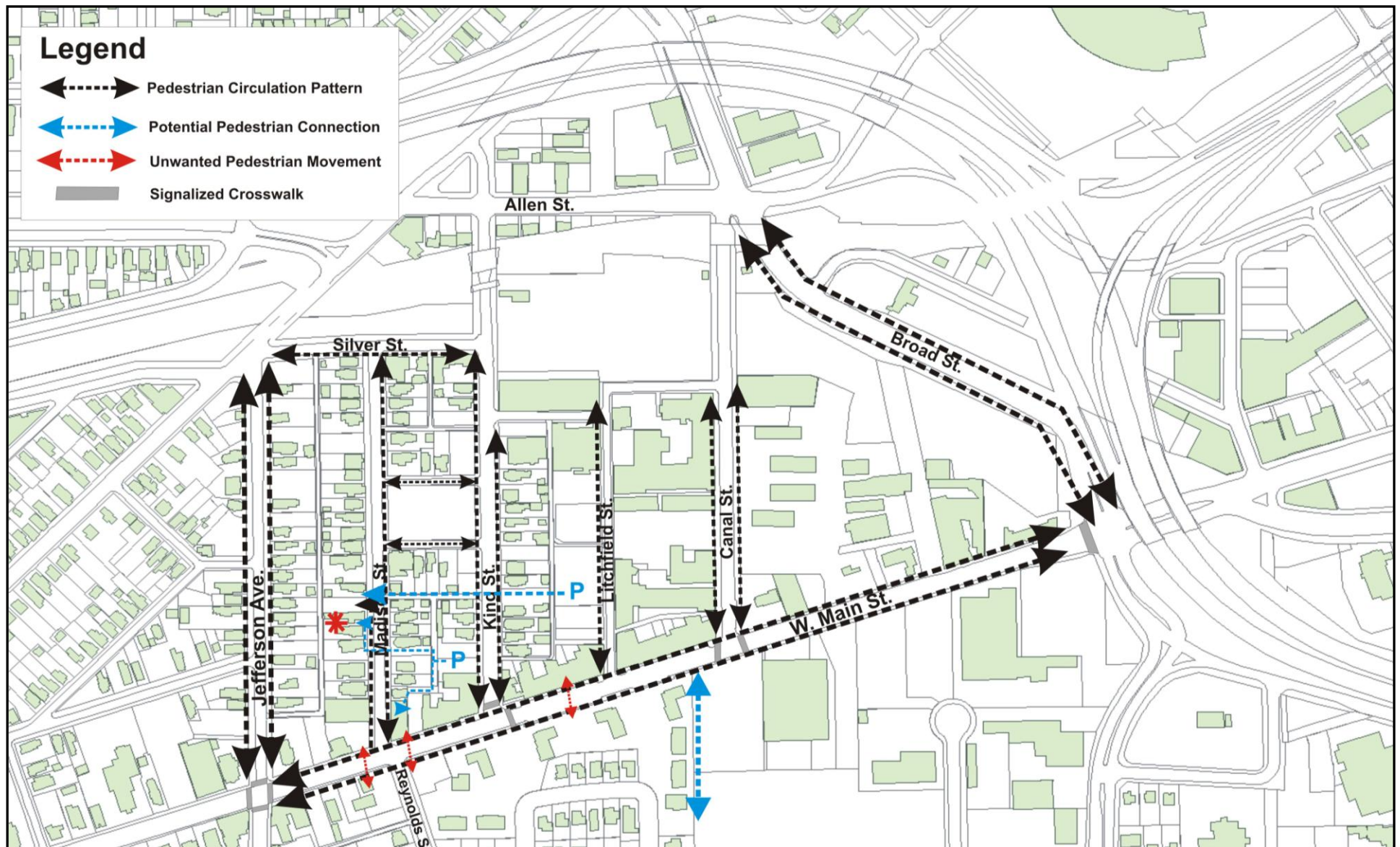
In an attempt to identify circulation patterns / issues and gain a better understanding of how the neighborhood functions, field observations were recorded several times over a three week period. The following pedestrian access and circulation issues were identified:

- Although there are ample sidewalks along W. Main St., many pedestrians choose to walk in the street, creating a safety concern.
- The new Voter's Block building site is used as a cut through to Troup St. playground and residential area to the south.
- Anthony Square property is also used as a cut through by pedestrians from W. Main St. to the playground and residential area to the south.
- Vehicular traffic appears to travel above the posted speed limit along portions of W. Main St., creating a safety concern for pedestrians (A speed study would need to be conducted to verify that a true speeding problem exists).
- Pedestrians cross W. Main St. at un-signalized, non crosswalk locations creating a safety concern.

- School buses stop to pick up and drop off children along W. Main St.

As shown in figure 29, there is the potential to improve east-west pedestrian access and circulation through the neighborhood by establishing a direct linkage from parking areas to attractions in the neighborhood.

Figure 29- Pedestrian Circulation Map



Public Transportation Access

Public Transportation in the City of Rochester, including the Susan B. Anthony Neighborhood, is provided by the Rochester Genesee Regional Transportation Authority (RGRTA). Six bus routes currently traverse the neighborhood with a total of ten bus stops, primarily located along West Main St. (Figure 30).

Lines #2 (Thurston), # 4 (Genesee), and #8 (Chili/Strong) all run east-west through the neighborhood along W. Main Street with #2 and #4 turning north- south along Genesee St. Bus line #8 remains east-west on W. Main to Chili Avenue and provides a direct route to and from Chili, the western suburbs and downtown.

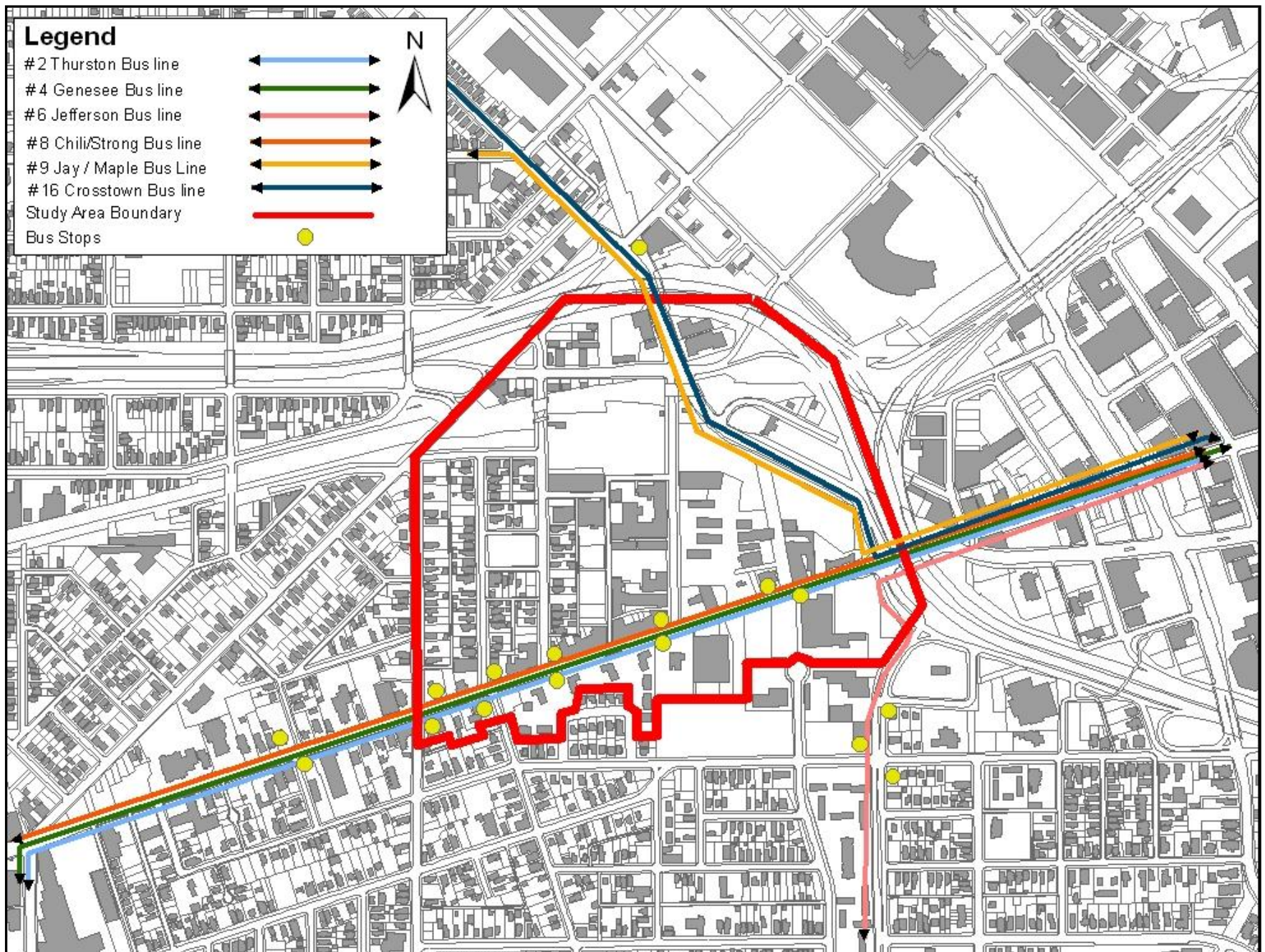
The #6 Line (Jefferson) runs east-west along W. Main Street within the Inner Loop, and turns north-south along Ford St. The route then runs west along Dr. Samuel McCree Way, and subsequently turns back to a north-south route along Jefferson Avenue.

The #16 (Cross-town) and #9 (Jay / Maple) lines run east-west along W. Main St. within the Inner Loop. These routes then turn north-south at Broad St with the #9 turning east-west at Jay St. and the #16 at Lyell Avenue.



In addition to existing public transportation service provided by RGRTA, the City of Rochester recently partnered with C & S Companies to analyze and make recommendations to enhance commuting, circulation, and parking in Downtown Rochester. Among the potential enhancements under consideration is a circulator transit service. Circulator buses or shuttles generally transport riders along a designated downtown loop that could link various destinations within Center City. There are two potential remote parking locations / shuttle stops under consideration within the Susan B. Anthony Neighborhood that have been identified. One is located on the east side of Broad St. (north of Main) and a vacant lot on the south side of W. Main near Canal St.

Figure 30- Public Transportation Stops / Routes Map



Ridership numbers obtained through RGRTA for two periods of 2010 (see figure 31) indicate that public transportation is being utilized effectively and adequately serves the Susan B. Anthony Neighborhood.

RGRTA does not currently have any utilization threshold to justify the existence of a stop. Rather, stop density is usually based upon location density. Therefore the general standard that RGRTA applies is one stop every $\frac{1}{4}$ mile or so for a neighborhood within the urban core, such as Susan B. Anthony.

Ridership fluctuates seasonally, with more people utilizing public transportation during the winter months. Ridership during the week tends to be higher than on the weekends.

According to 2010 ridership numbers, the stop at W. Main St. and Jefferson Avenue is the most utilized stop within the neighborhood, followed by the stop located at the corner of Main and King Streets. The stop at Trowbridge St. and W. Main St was the least utilized, most likely due to its location on the eastern end of the neighborhood and the absence of nearby residential and commercial uses in this stretch.

Currently, there are very few amenities such as benches, shelters or trash receptacles located at or near bus stops within the Susan B. Anthony Neighborhood. The only shelter provided is located at the bus stop on the south side of Main St. at King St.

According to RGRTA, placement of shelters is dependent upon boarding ridership for a particular stop. Each request for a shelter is evaluated individually, however the stop must serve at least 50 customers per day before RGRTA will consider placing a shelter at that particular location.

Figure 31 – Public Transportation Ridership Chart

Susan B. Anthony Neighborhood Bus Stops								
Winter Ridership 01/11 - 03/11								
			Avg Weekday		Avg Sat		Avg Sun	
Stop Number	Stop Name	Stop Location	On	Off	On	Off	On	Off
Inbound (to Downtown)								
2455	Main & Jefferson	South side of street	73	29	22	12	10	5
2484	Main & Reynolds	South side of street	27	15	5	7	2	2
2459	Main & King	South side of street	67	16	26	11	11	1
2418	Main & Canal	South side of street	34	14	16	9	3	4
2495	Main & Trowbridge	South side of street	11	8	3	7	1	1
Outbound								
2494	Main & Trowbridge	North side of street	7	10	2	3	0	1
2417	Main & Canal	North side of street	8	44	9	20	1	3
2458	Main & King	North side of street	24	51	18	22	4	8
2467	Main & Madison	North side of street	13	33	5	6	3	6
2454	Main & Jefferson	North side of street	25	70	13	28	6	11
Susan B. Anthony Neighborhood Bus Stops								
Summer Ridership 06/11 - 09/11								
			Avg Weekday		Avg Sat		Avg Sun	
Stop Number	Stop Name	Stop Location	On	Off	On	Off	On	Off
Inbound (to Downtown)								
2455	Main & Jefferson	South side of street	30	21	3	1	2	4
2484	Main & Reynolds	South side of street	17	15	0	0	1	4
2459	Main & King	South side of street	30	23	7	1	17	12
2418	Main & Canal	South side of street	23	10	3	0	1	4
2495	Main & Trowbridge	South side of street	8	8	0	0	2	0
Outbound								
2494	Main & Trowbridge	North side of street	4	7	0	1	2	2
2417	Main & Canal	North side of street	21	29	0	4	5	1
2458	Main & King	North side of street	19	24	2	2	2	14
2467	Main & Madison	North side of street	17	17	0	1	4	11
2454	Main & Jefferson	North side of street	32	34	1	4	15	22

Inventory & Analysis Summary

Figure 32 on page 48 represents a summary of parking, access and circulation issues that were identified during the inventory and analysis phase of this study. The common themes are listed below.

Vehicle / Pedestrian Access & Circulation

- The Susan B. Anthony Neighborhood has several access points into the area; however, there are no defined gateways or formal entrance points marking such entry.
- Although Interstate 490's close proximity provides regional access to the neighborhood and vice versa, it also acts as a physical barrier, limiting both vehicular and pedestrian connections to surrounding neighborhoods to the north and east.
- Access to areas south of W. Main St. is limited. Pedestrians often cross mid block where there are no marked / signalized crosswalks. The site at 431 W. Main St is also used to as a cut through to access the nearby Troup St. playground to the south.

Parking

- While the occupancy counts indicate that the parking supply within the neighborhood exceeds demand, most parking areas are on private property and are restricted to the general public making it difficult for visitors to find convenient off street parking.
- Parking for the Susan B. Anthony House visitors and tour buses is inadequate to serve demand for day to day operations and especially for highly attended special events.

Traffic

- Motorists were observed making left hand turns on to W. Main St. at Reynolds St., which is prohibited due to the odd configuration of the intersection and need for queuing for the nearby intersection at Jefferson Ave.
- Several vehicles appeared to be speeding along W. Main St during field observations. (A speed study would be needed to verify that an actual speeding problem exists).

Figure 32 - Inventory & Analysis Issues Summary Table

Plan/ Project	Vehicular / Pedestrian Circulation & Access Issues	Parking Issues	Traffic Issues	Safety Issues
Neighborhood Conditions & Observations	Pedestrians do not utilize designated crosswalks along W. Main St. and cut through properties to go south	On-site parking is not required for areas of the neighborhood within the CCD zoning designation	Apparent speeding observed along W. Main St.	School buses pick up and drop off small children along W. Main St during peak travel times creating a potential safety concern for children crossing.
City SBA Plan	Lack of defined gateways into neighborhood and need for better east-west connectivity within the neighborhood.	Any new development should incorporate onsite parking spaces to serve it		
RRCDC Design Charrette	I-490 creates barrier effect on the north and east ends of neighborhood			
SBA House Expansion	Current tour bus navigation route through the neighborhood is limited / difficult	Lack of on-site parking for cars and buses; on-street parking for visitors is limited during evenings, inadequate for events.	Tour buses block traffic when picking up/dropping off visitors to SBA house	Tourists arriving by bus have to exit on the east side of Madison St. and cross in front of bus
Voter's Block Development	431 W. Main St. site is used as a pedestrian cut through to the playground and neighborhood to the south.	Additional off-site parking spaces may be needed for 431 W. Main. Acquisition of city owned lot on King St. is necessary to provide adequate parking for 556 W. Main St. proposal		
Frederick Douglass Apartments		Number of parking spaces in rear of 442-466.5 may not be adequate to serve residents		Parking in rear of 442-466.5 is poorly lit at night creating potential safety hazards.
DePaul Development		No on-site parking requirements due to CCD zoning designation		
Rochester Heritage Trail	Provides pedestrian amenities including historical markers, way finding, signage, trash cans, etc.			
Neighborhood Visitor / Resident & Business Owner's Surveys	67% of visitors surveyed found some level of difficulty in navigating through the neighborhood.	68% of residents and visitors believe that the number of parking spaces within the neighborhood is inadequate to some degree.	57% of respondents cite traffic congestion, especially along W. Main St. as the number one circulation issue in the neighborhood	57% of visitors surveyed had a neutral perception of safety in the neighborhood, most of which were only willing to walk 1-2 minutes from their car to their destination
Parking Occupancy / Demand Analysis		Area parking lots are not being utilized during special events and double sided on-street parking is prevalent creating congestion.		
Circulation Analysis	On-street parking at south end of Litchfield St. near W. Main creates a vehicular circulation conflict due to the narrow street width near the intersection.	Lack of vehicular signage directing traffic to parking areas		Pedestrians do not utilize designated crosswalks along W. Main St.
Signage Analysis	Lack of pedestrian-scaled directional signage.	Lack of vehicular signage directing traffic to parking areas.		

IV- Recommendations

Parking Recommendations

1) Where feasible, place striping/markings on-streets to clearly delineate on-street parking areas/spaces and to maximize the number of available spaces, particularly on Canal and King Streets where parking is allowed on both sides of the street. Also examine the feasibility for parking along the north side of Silver St during peak demand times.

2) Support/encourage proposed Susan B. Anthony House development plan to improve parking, bus queuing, pedestrian access and traffic circulation issues on Madison-street and the surrounding neighborhood.

3) Improve lighting in lots with public / shared parking (business owners have mentioned that some patrons do not feel safe using the privately owned public lot on Litchfield Street).

4) Where feasible, incorporate on-site parking into any new development within the area to adequately meet any increase in demand that would result from the development. Interior parking should be investigated for some of the larger industrial buildings because they do not have any ancillary land or parking areas or because of their massive size.

5) Improve the accessibility and appearance of back alleys to make them more inviting so that people will feel comfortable parking their cars in the rear of their homes (which is what the alleys were originally designed for), making more on-street spaces available for visitors / tourists.

6) Explore the development of a shared community parking lot within the neighborhood. Potential locations include the former Ralph Automotive site (570-570.5 W. Main St.), the existing parking lot at 7-9 Litchfield St., and the area across from the east end of Silver St. (115 Canal St.). This shared lot could be used to provide overflow parking for events and festivals as well as space for additional bus queuing when needed.

Circulation and Access Recommendations

7) Develop a neighborhood walking tour that connects with the existing Genesee River trail or the Erie Canal Heritage trail that runs down Broad St. and that includes interpretive signs along Main Street.

8) Create a major gateway near the intersection of Main and Broad Streets. Create smaller gateways at less prominent intersections, such as at the Railroad Bridges or the corner of Main and Madison St.

9) Create a system of pedestrian scaled wayfinding signage for area attractions and destinations as directional markers to and from parking lots and area businesses that could expand upon the proposed Center City Tourist / Visitor Pedestrian Wayfinding and Circulation Signage Program.

10) Install benches, street trees, planters and banners to enhance the streetscape appearance and create a stronger sense of place along W. Main St., building off of the recent street re-construction project that included new curbs, sidewalks, crosswalk treatments and street lights.

11) Create an enhanced and formalized pedestrian connection between the Troup St. playground and W. Main St. along the western edge of the Voter's Block Site (431 W. Main St.) to improve circulation and connectivity within the neighborhood and areas to the south.

12) Create a formalized pedestrian connection between the Industrial District and the Residential District utilizing a portion of a lot on King St. This connection would provide a direct route from potential parking areas along Litchfield St. in the industrial district to attractions and destinations within the residential district

13) Restore Canal, Litchfield and Wiley Streets to historic standards, including the restoration of the brick surface below, replacement of curbs, installation of new, yet historically themed streetlights, banners and street trees to complement the investment in and restoration of several historic buildings in that area.

Public Transportation Recommendations

14) Place a link for the RTS Trip Planner on the official web sites for the Susan B. Anthony House and the Frederick Douglass Resource Center. This will allow people to easily find bus line information, travel times and stop locations to make visitors more aware of their ability to use public transportation as an alternative to driving to and parking at these two attractions.

15) Incentivize the use of public transit by possibly offering a discount on their Susan B. Anthony House admission ticket (or some other type of incentive).

16) Remove / Consolidate one or more of the bus stops along W. Main St (TBD by RGRТА) based on 2010 ridership numbers and the close proximity of the five stops to one another within the neighborhood to improve travel time reliability; enhance remaining bus stops with amenities such as benches, shelters, trash receptacles, etc.

17) Design and construct a historically-themed bus stop at one of the locations along West Main Streets and call it the Susan B.

Anthony Bus stop or the “Freedom Way” stop so that people associate it with the historic attractions in the neighborhood.

18) Advertise and market public transit in association with the Susan B. Anthony House and The Frederick Douglass Resource Center as much as possible. The more people that utilize public transit to attractions and special events held in the neighborhood, the less strain will be placed on the current parking system in the neighborhood.

19) Continue to investigate and facilitate the potential development of a remote parking lot(s) in conjunction with the recommendations set forth by the Center City Circulator Feasibility Study. If a Center City circulator system is implemented and the selected route traverses the study area, further examination of the two proposed lots should be considered and if deemed feasible, actively pursued to improve access and circulation and provide an additional amenity within the neighborhood.

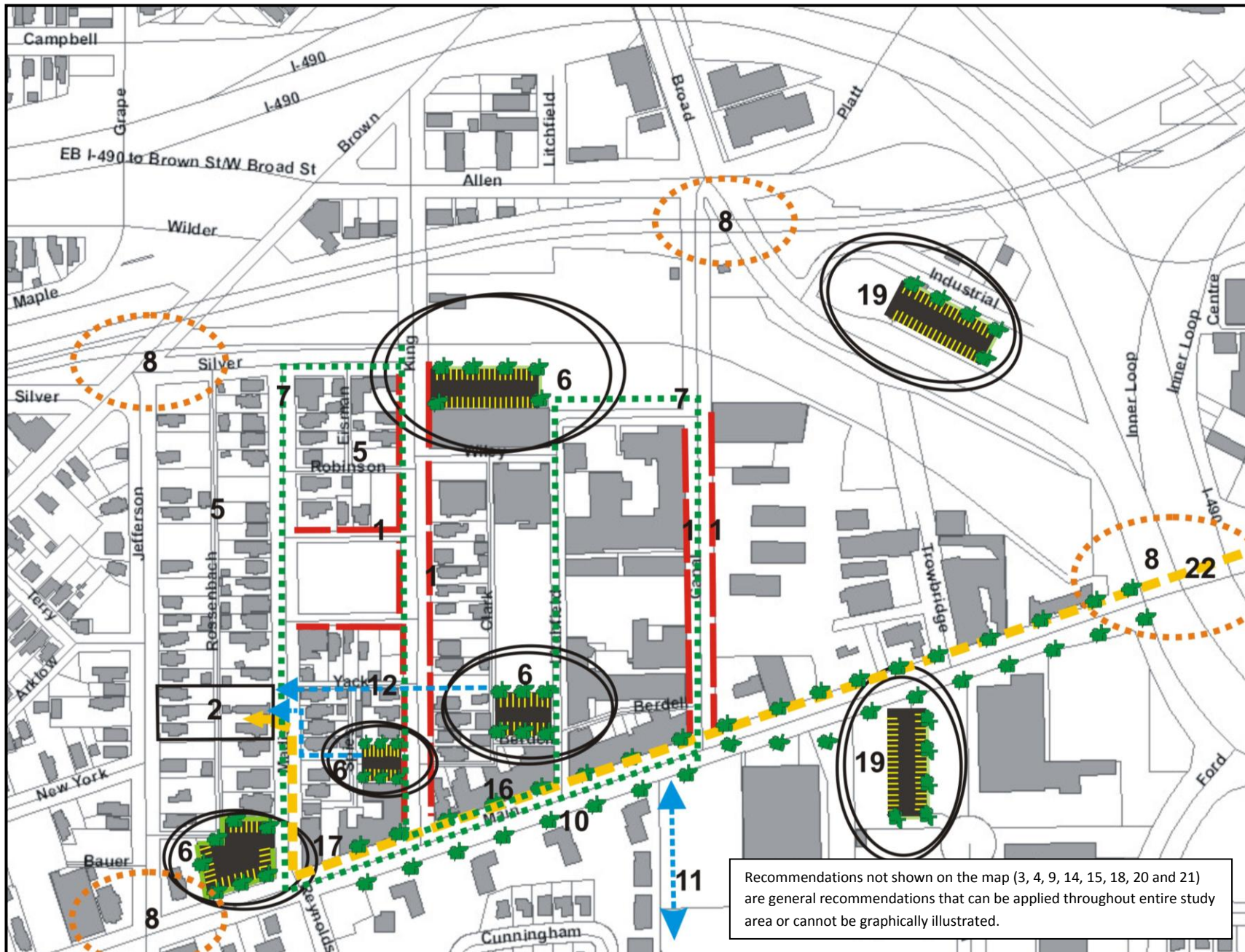
Signage Recommendations

20) Inventory and place new parking regulation signs throughout the neighborhood wherever needed. Many of the parking signs are faded and hard to read, missing or spaced too far apart.

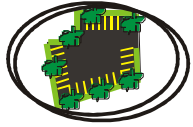
21) Make wayfinding signs more prominent throughout the neighborhood as a means of promoting and directing people to the Susan B. Anthony House and other neighborhood attractions, particularly directional signage for traffic exiting I-490 East at Brown St. Develop and sign neighborhood walking tours that connect to the Heritage Trail, West Main Street and ultimately to Center City.

22) Expand and connect the historic Heritage Trail along Broad Street and West Main Street to the Susan B. Anthony House and neighborhood. This new trail extension could include historic markers scattered around the neighborhood. These historic markers could give information such as when the house was built, previous owners of the house, or other information about important historic events that happened on the site or in the neighborhood.

Figure 33 – Susan B. Anthony Neighborhood Circulation, Access and Parking Recommendations Map



Map Legend



Potential shared community / remote parking lot location



Gateway opportunity



New pedestrian connection



On-street parking space markings



Potential neighborhood walking tour path



Trees / streetscape enhancements



Heritage Trail extension