

GENESEE TRANSPORTATION COUNCIL

RESOLUTION

Resolution 24-04 *Accepting the City of Rochester Downtown Sign Assessment Project Summary Report as evidence of completion of UPWP Task 6216*

WHEREAS,

1. The *FY 2023-2024 Unified Planning Work Program* includes Task 6216, City of Rochester Downtown Sign Assessment, for the purpose of studying the existing signage for I-490, the Inner Loop expressway, and NYS touring routes throughout and surrounding the City of Rochester's downtown core;
2. Said Task developed an inventory of the location and condition of existing signage; identified major traffic generators and preferred traffic routes in the downtown core and surrounding neighborhoods; developed recommendations for the replacement of existing signage and potential locations for new signage; considered optimal signage placement for the Inner Loop North reconstruction project; and developed a concept level plan of the general location and orientation of signage, including a planning level cost estimate;
3. Said Task has been completed and has resulted in the *City of Rochester Downtown Sign Assessment Project Summary Report*, which provides guidance for the management of signage for I-490, the Inner Loop, and NYS touring routes within the project area; and
4. Said Report has been reviewed by GTC staff and member agencies through the GTC committee process and has been found to be consistent with the goals, objectives, and recommendations of the Long Range Transportation Plan.

NOW, THEREFORE, BE IT RESOLVED

1. That the Genesee Transportation Council hereby accepts the *City of Rochester Downtown Sign Assessment Project Summary Report* as evidence of completion of UPWP Task 6216; and
2. That this resolution takes effect immediately.

CERTIFICATION

The undersigned duly qualified Secretary of the Genesee Transportation Council certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the Genesee Transportation Council held on February 29, 2024.

Date _____

CHRISTOPHER REEVE, Secretary
Genesee Transportation Council

Executive Summary

The *City of Rochester Downtown Sign Assessment* was initiated by the Genesee Transportation Council (GTC) in partnership with and on behalf of New York State Department of Transportation (NYSDOT) Region 4, Monroe County Department of Transportation (MCDOT), and the City of Rochester to study and make recommendations for route signage for NYS Touring Routes, I-490, and the Inner Loop expressway in the City of Rochester. Routes studied include Touring Routes 15, 15A, 31, 33, 33A, 96, 383, and Bike Route 5. The assessment provides a reevaluation of the touring route signage through the downtown Rochester area in light of several transformative redevelopment projects that have altered traffic patterns in recent years, and the recommendations provided herein will improve wayfinding and mobility through the downtown area.

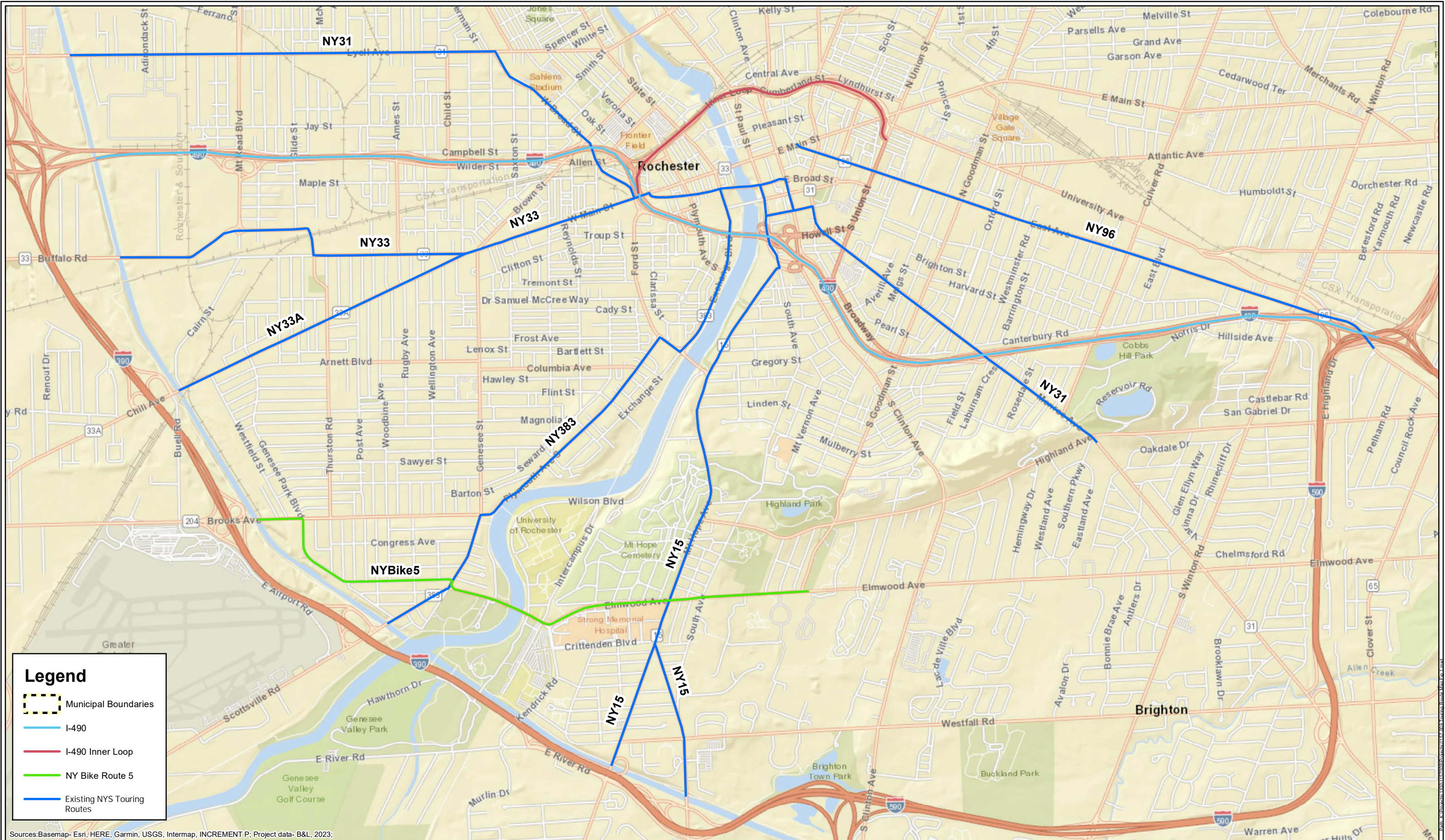
The existing inventory of New York State Route and I-490 Route signs in the study area consists of 1,605 route shield and auxiliary signs predominately in fair to poor condition. Many of the signs are faded to the point of illegibility, and most would not meet current retroreflectivity requirements. Replacement is needed for the majority of signs based solely on age and condition.

The recommendations for replacement signage outlined in this study reflect information collected and compiled regarding anticipated changes to the roadway network, major traffic generators, and any limitations of the intersecting streets. Major traffic generators including travel hubs, employment centers, parking garages, entertainment venues, and government buildings. Two projects that will impact the roadway network and were contemplated with this study include: The Inner Loop North Transformation Project and the Broad Street Aqueduct Reimagined Project.

The Inner Loop North Transformation Project will reconstruct the Inner Loop Expressway from I-490 to North Union Street, bringing all segments of the expressway to grade and replacing them with two-lane streets. Trips originating from the north and east which would have previously used the Inner Loop to connect to I-490 will now be met with signage beginning at Saint Paul Street directing drivers to the west along the proposed segment of Central Avenue for I-490 westbound trips. However, to the east of the Genesee River and south of the proposed Cumberland Street, drivers traveling to I-490 east will be directed south on Saint Paul Street for the nearest on ramp at South Avenue.

The Broad Street Aqueduct Reimagined Project will remove the upper deck of the Broad Street Bridge, closing the street to vehicular traffic and requiring reassignment of NYS Touring Route 31. The proposed alternate route for NYS Route 31 through downtown consists of East Main Street, South Clinton Avenue, East Broad Street, and Chestnut Street for eastbound traffic and Woodbury Boulevard, South Clinton Avenue, and East Main Street for westbound traffic.

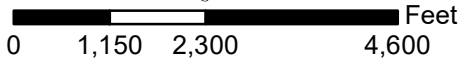
Proposed concept signage plans for touring route and I-490 route signage within the city was developed and is attached to this report in Appendix B. The recommendations shown in this document provide a concept level plan of the general location and orientation of route signage along the touring routes and from major traffic generators. The planning level cost estimate for implementation is \$316,500.



Legend

- Municipal Boundaries
- I-190
- I-190 Inner Loop
- NY Bike Route 5
- Existing NYS Touring Routes

Sources: Basemap- Esri, HERE, Garmin, USGS, Intermap, INCREMENT P; Project data- B&L, 2023;



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| City of Rochester | | Figure |
| Downtown Sign Assessment | | 1 |
| Study Routes | | Project |
| Monroe County | 4/5/2023 | No. |
| New York | | 1157.009 |