



BERGMANN

ARCHITECTS ENGINEERS PLANNERS

Rochester Inner Loop North Transformation Planning Study

City of Rochester
Community Advisory Committee Meeting 2
May 28, 2020





MEETING AGENDA

- Welcome
- Community Engagement Updates + Discussion
 - *What We've Accomplished*
 - *Reimagining Our Approach*
- Existing Conditions: Key Findings
- Updated Project Schedule
- Racial Equity Subcommittee Discussion
- Next Steps
- Q+A



COMMUNITY ENGAGEMENT UPDATES+ DISCUSSION





WHAT WE'VE ACCOMPLISHED





Engagement to Date




- **Community Engagement Plan**
- **Project Website**
www.InnerLoopNorth.com
- **Social Media Accounts**
[Facebook](#)
[Instagram](#)
[Twitter](#)
- **Limited Virtual Stakeholder Meetings**
- **TAC Meeting #1 | [January 31, 2020](#)**
- **CAC Meeting #1 | [March 9, 2020](#)**
- **TAC Meeting #2 | [April 17, 2020](#)**


CAC MEETING #1 March 9, 2020



- Overview
- Roles & Responsibilities
- Community Engagement Approach
- Scope of Work
- Interactive Exercise



Key Themes from CAC Meeting 1



- **Incorporate neighborhood based outreach** to establish a robust list of local groups and organizations to engage as part of the planning and design process of the study
- Facilitate monthly pop up engagement activities in various informal settings to **engage underrepresented populations**
- Host Public Workshops in neighborhoods and **provide historical context with available language translators in person**
- **Share project information** on various online and social media accounts to solicit public feedback



REIMAGINING OUR APPROACH





Piecing Together A New Strategy During COVID-19



Strengthening Use of Social Media



InnerLoopNorth

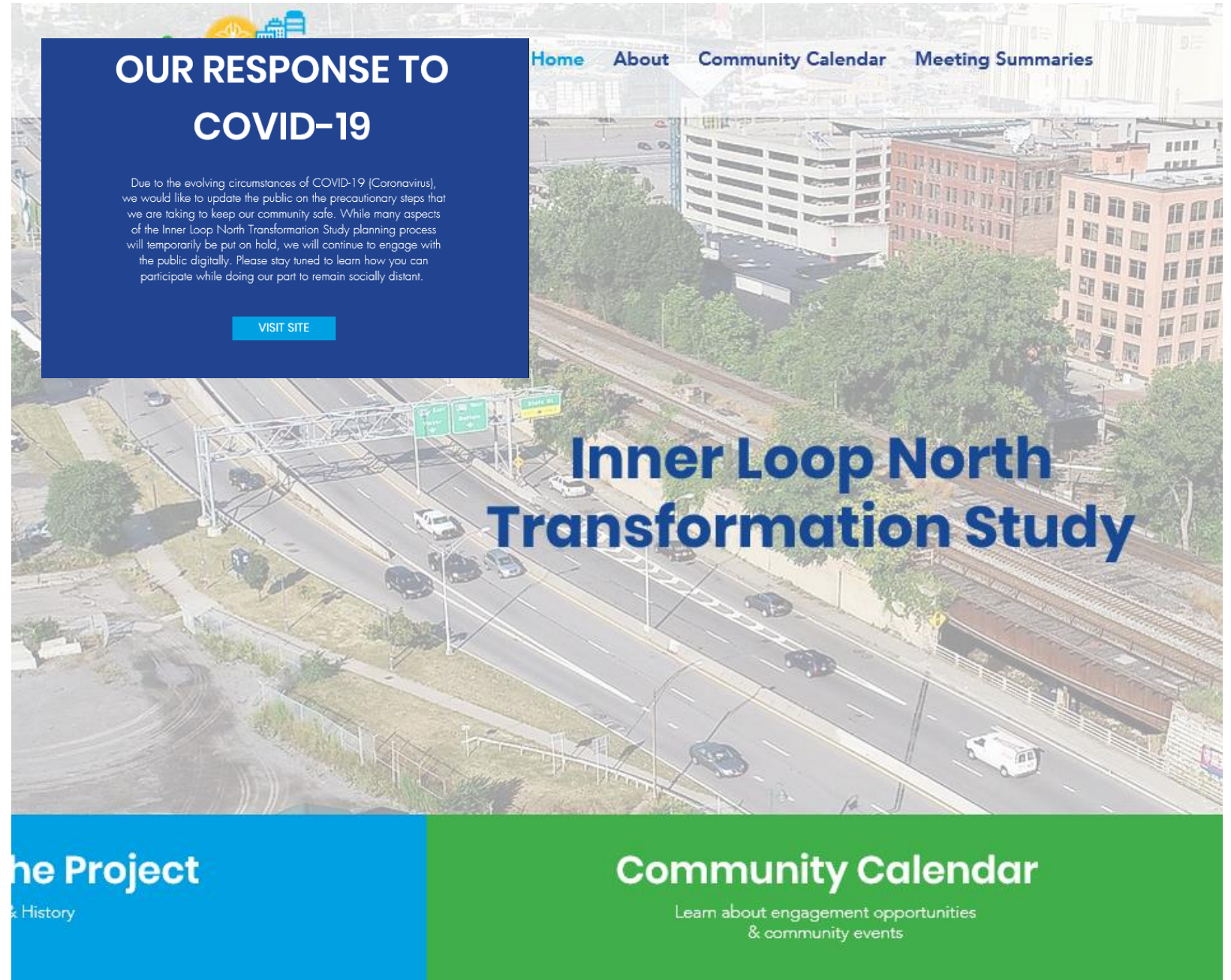


Innerloopnorthroc



Innerloopnorth1

Creating Online Engagement Platforms



Inner Loop North Transformation Planning Study Online Survey 1

Online Survey

The City of Rochester invites you to participate in a short survey that will help the project team gain a better understanding of the challenges and opportunities within the Inner Loop North study area. Ultimately your input will help inform the study, which will evaluate design alternatives and advance recommendations for the potential redesign of the Inner Loop North. Thank you for taking part to share your thoughts! Results from the survey will be summarized on this page, so please check back often for project updates!

¿Es el español su idioma preferido? Haga clic en el botón de abajo para acceder a la encuesta en español.

Español

NOTE: If you are viewing the website from your mobile phone, please click [HERE](#) to access the survey.



Online Survey



- 153 responses to date
- 88% of participants do not live within the corridor
- 80% spend time dining at restaurants within the corridor
- 79% spend time at the Public Market
- 95% travel the corridor by car
- 75% of drivers feel that beautification efforts are most needed
- 50% of participants who ride/walk within the corridor feel dedicated bicycle facilities would be most beneficial



Flexibility is Key,
Still Many
Unknowns



- **Informal “Pop Ups”**
- **Neighborhood-Based Small Group Outreach**
- **Public Workshops**
- **School-Based Engagement**
- **Youth Engagement (R-Centers, Etc.)**
- **Continue Online Engagement**

Outreach in a Time of Social Distancing

- **Continue Virtual Stakeholder Meetings, Expand into Neighborhood Groups**
- **Public “Pop Up” in July?**



EXISTING CONDITIONS

Alignment with City
Initiatives

Socio-Economic Highlights

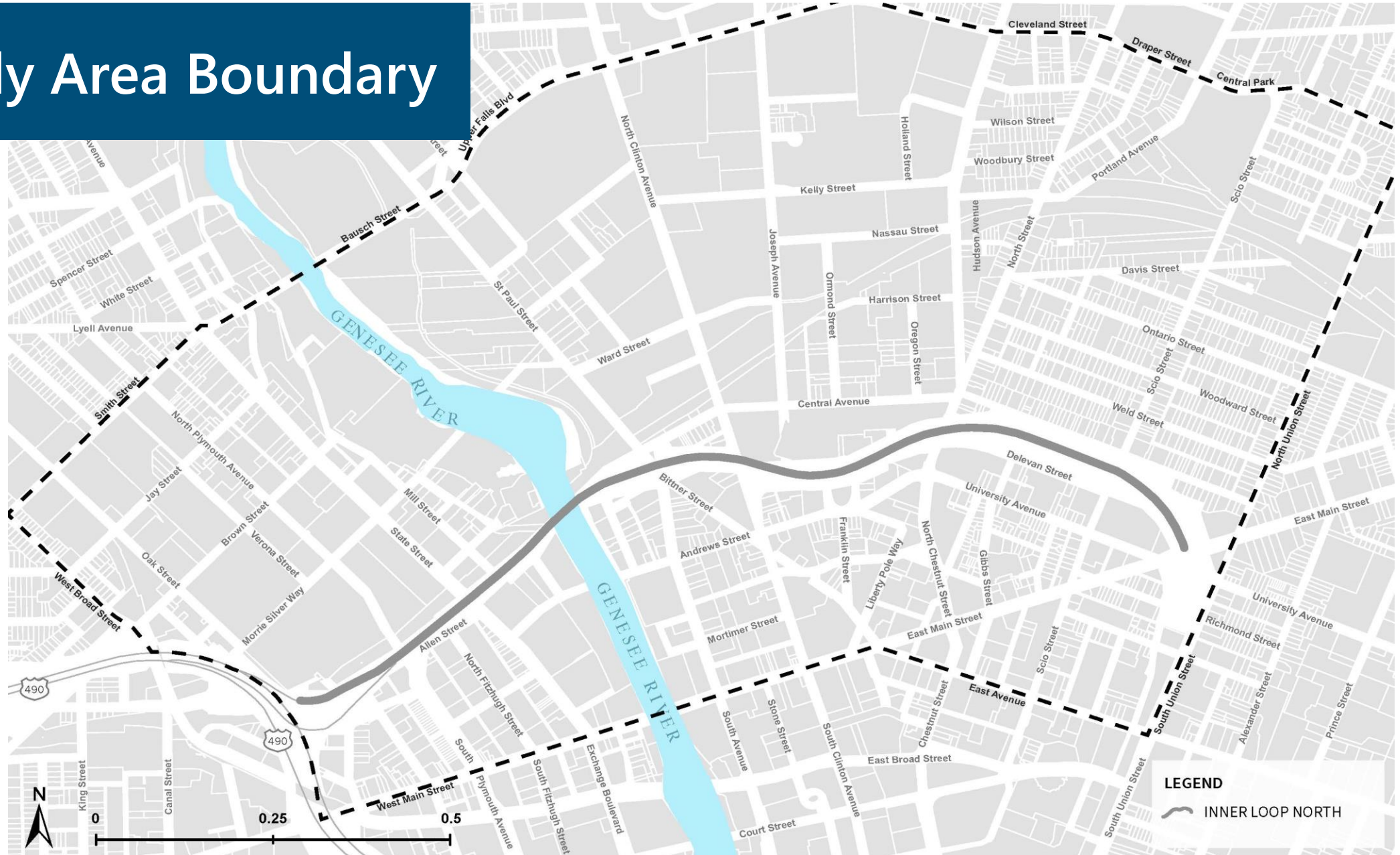
Market Analysis

Multimodal Analysis

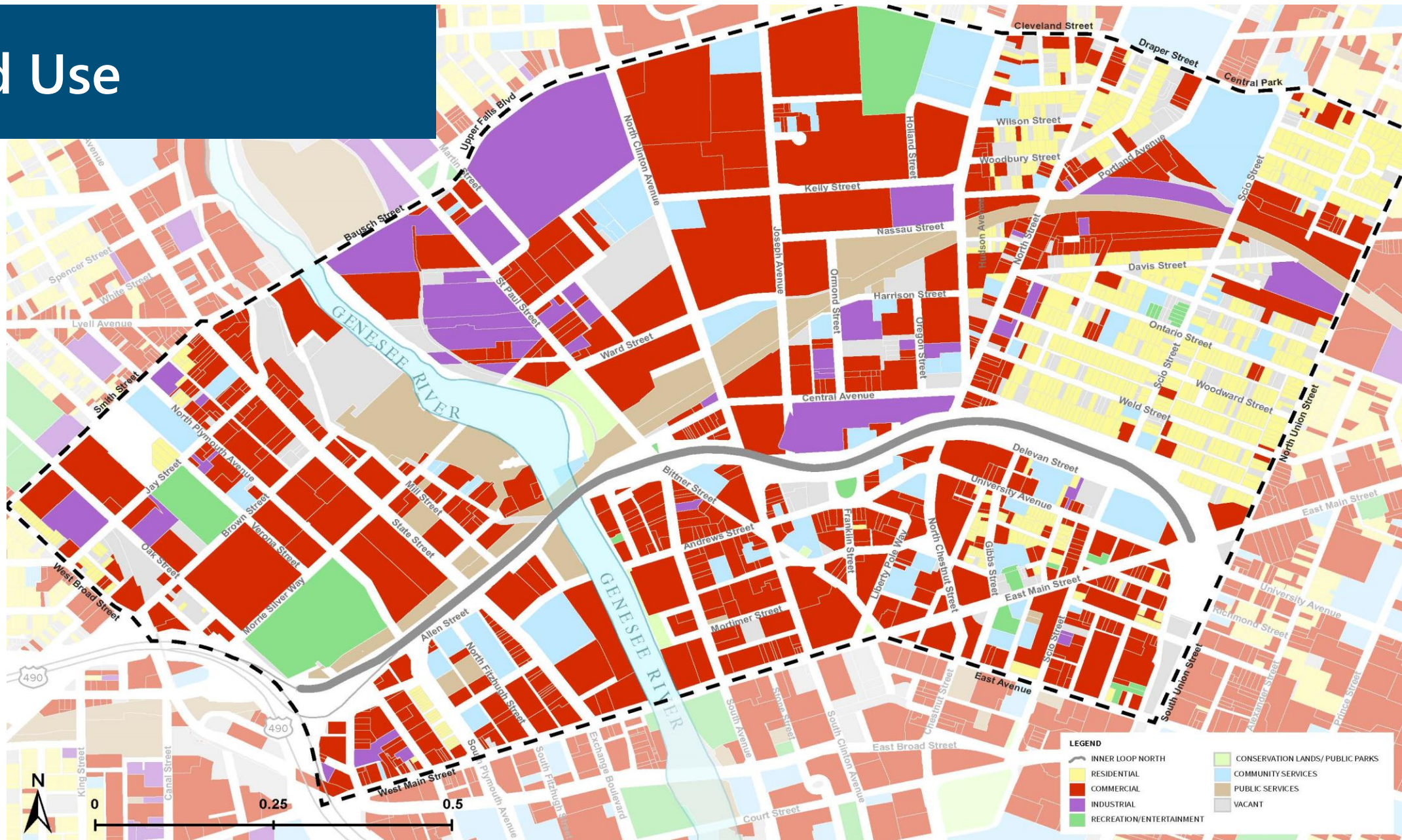
Traffic and Structures



Study Area Boundary



Land Use



Zoning



Alignment with the Comprehensive Plan - Policies

HEALTHY LIVING

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



EQUITY

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



RESILIENCE

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



PROSPERITY

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



PARTNERSHIP

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



Alignment with the Comprehensive Plan - Placemaking

CREATE BEAUTIFUL SPACES

We will design our streetscapes and public spaces to be vibrant, playful, and environmentally sustainable, to reflect, cultivate, and celebrate the unique identities of our city and neighborhoods.

DESIGN AT THE PEDESTRIAN SCALE

We will prioritize development and design that is pedestrian-scaled and generates street-level activity in order to promote walkability and healthy lifestyles, and to create an attractive and welcoming built environment.



PROVIDE DIVERSE HOUSING OPTIONS

We will work to preserve our existing housing stock while also providing more diverse, accessible options within all neighborhoods that expand our range of housing types, densities, and prices.



CELEBRATE ASSETS

We will capitalize on our existing unique assets, including natural and scenic amenities, cultural heritage, and distinctive historic structures and landscapes, recognizing that these assets enhance neighborhood pride, foster a strong cultural identity, and attract visitors, new residents, and investment.



STRENGTHEN MULTI-MODAL TRAVEL

We will strengthen multiple modes of transportation and promote more sustainable transit options by improving walkability and accessibility, and increasing bus and bicycle access throughout the city.



FOCUS GROWTH

We will focus population growth and commercial development along key transportation corridors and within mixed-use centers in order to capitalize on existing infrastructure and a critical mass of activity.





Socio Economic Highlights



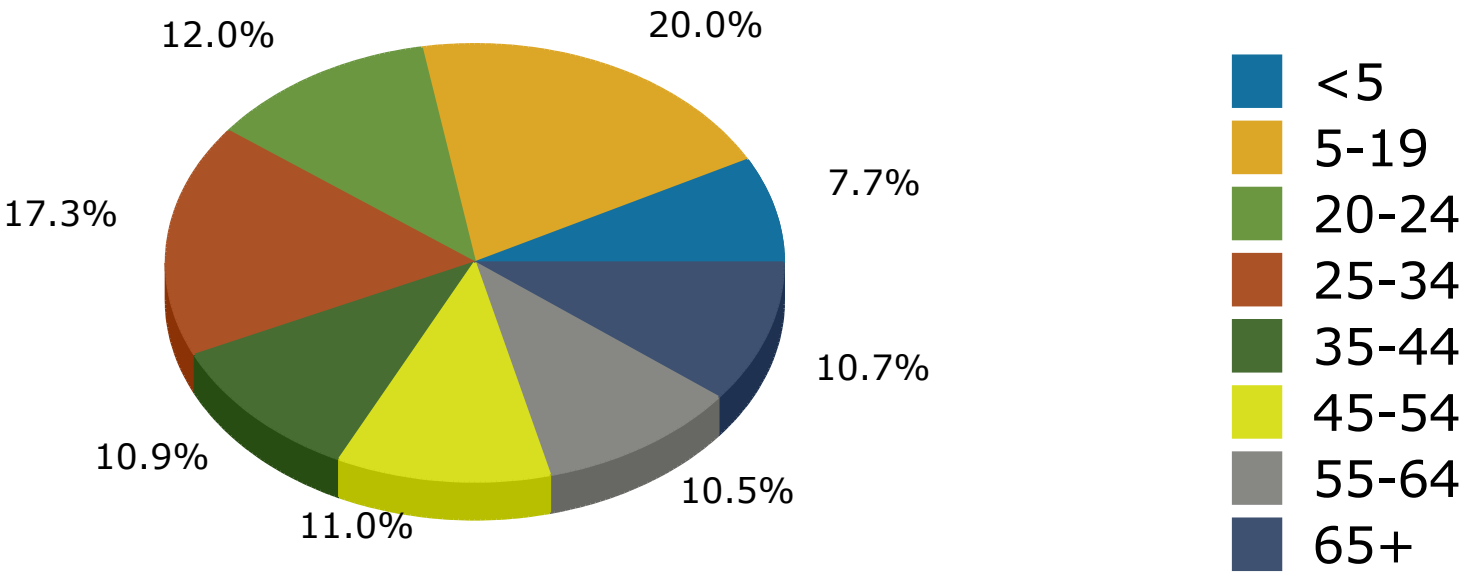
**7,360 PEOPLE LIVE IN THE INNER LOOP NORTH
AREA, REPRESENTING 3.5% OF ROCHESTER'S TOTAL
POPULATION.**

Population



OVER 39% OF THE POPULATION IS UNDER THE AGE OF 24, WITH ALMOST 28% BEING SCHOOL AGED CHILDREN.

2019 Population by Age



Age



Median
Income



**INNER LOOP
NORTH AREA**



CITY OF ROCHESTER



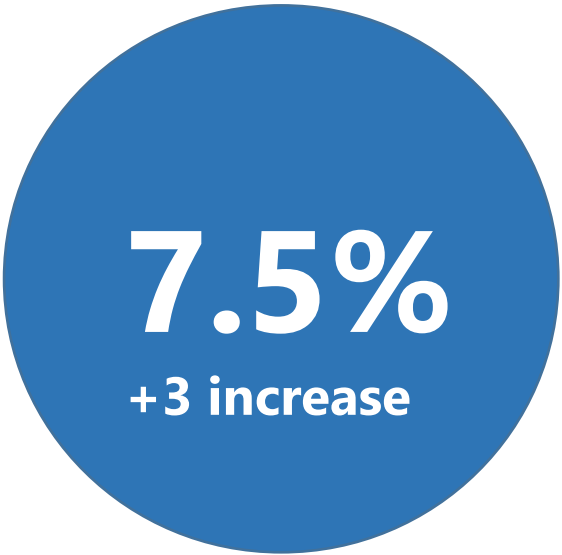
MONROE COUNTY



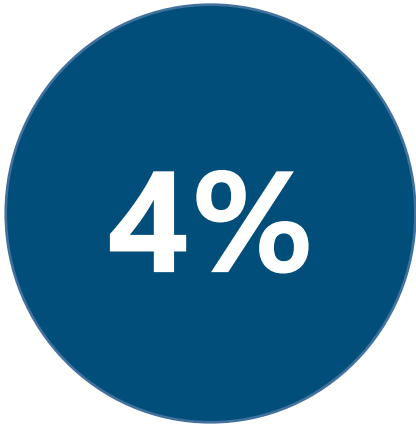
Unemployment Rate



**INNER LOOP
NORTH AREA**



CITY OF ROCHESTER



**MONROE
COUNTY**



Housing















79%	RENTER OCCUPIED	60%
8%	OWNER OCCUPIED	28%
13%	VACANT	12%
\$653	MONTHLY RENTAL RATE	\$831

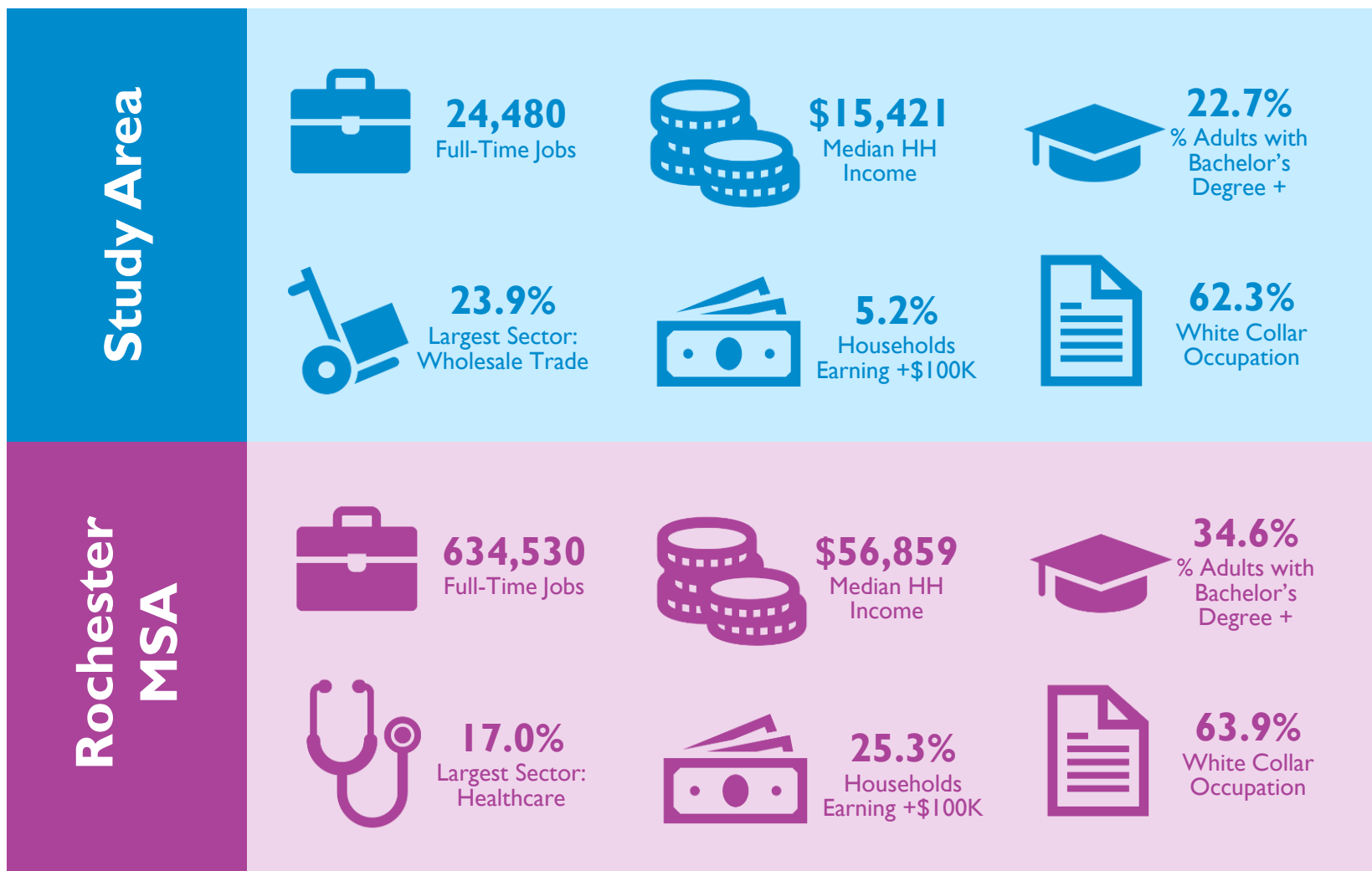
Market Analysis



Study Area Comparison: Demographic Highlights

Study Area	 7,360 Total Population	 30.5 Median Age	 28.6% Households with Children
	 +0.6% CAGR Since 2010	 1.85 Avg. HH Size	 \$80,263 Median Home Value
Rochester MSA	 1,095,270 Total Population	 40.7 Median Age	 30.5% Households with Children
	 +0.2% CAGR Since 2010	 2.40 Avg. HH Size	 \$145,756 Median Home Value

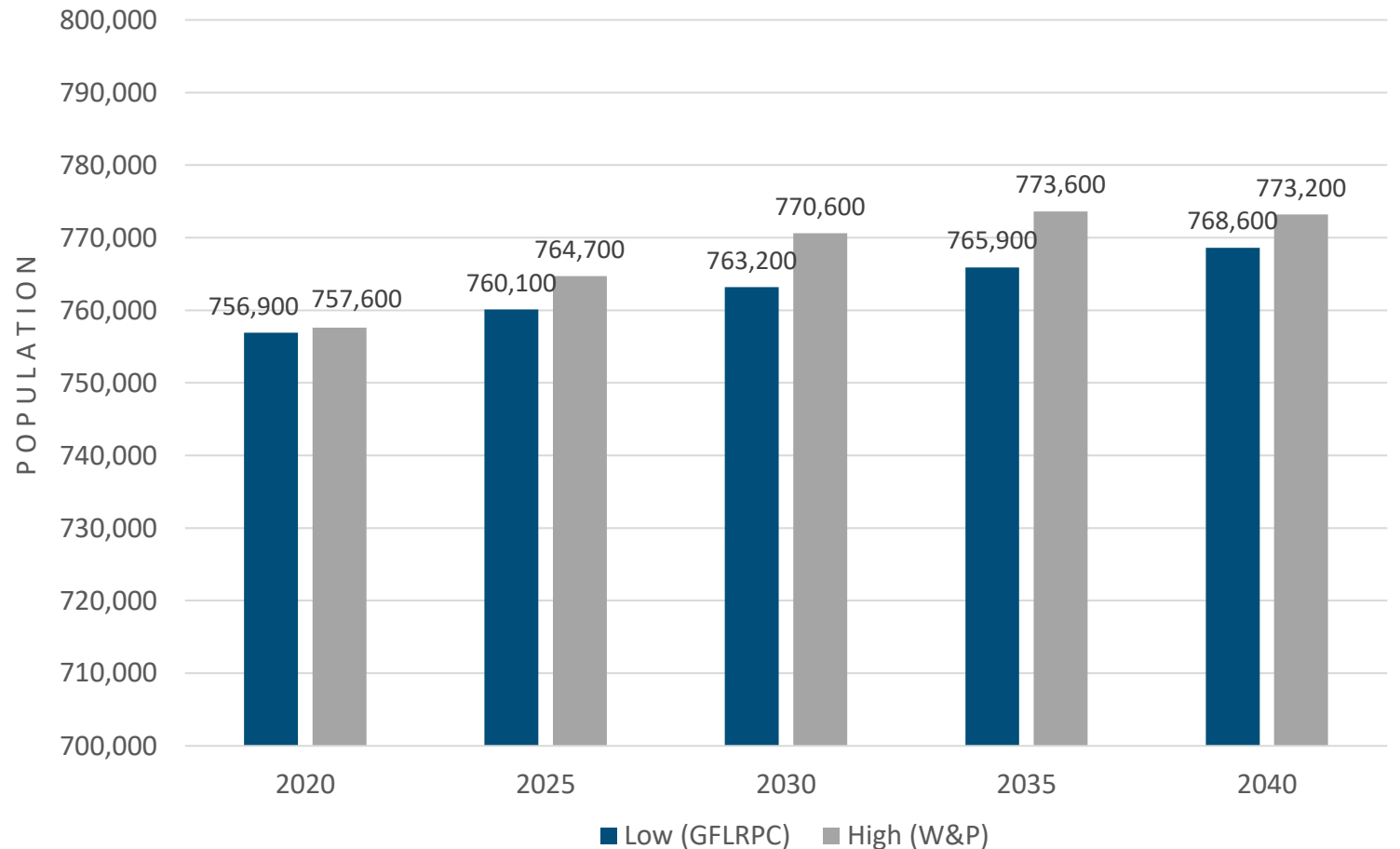
Study Area Comparison: Economic Highlights



Forecasted Population Growth

- Population forecasts consider several sources
 - GFLRPC: +11,700 ppl
 - Woods & Poole: +15,600 ppl
- Influential in estimating demand for residential and retail
- Range provides flexibility to consider alternatives given current economic climate

Forecasted Population Growth, Monroe County, 2020-2040

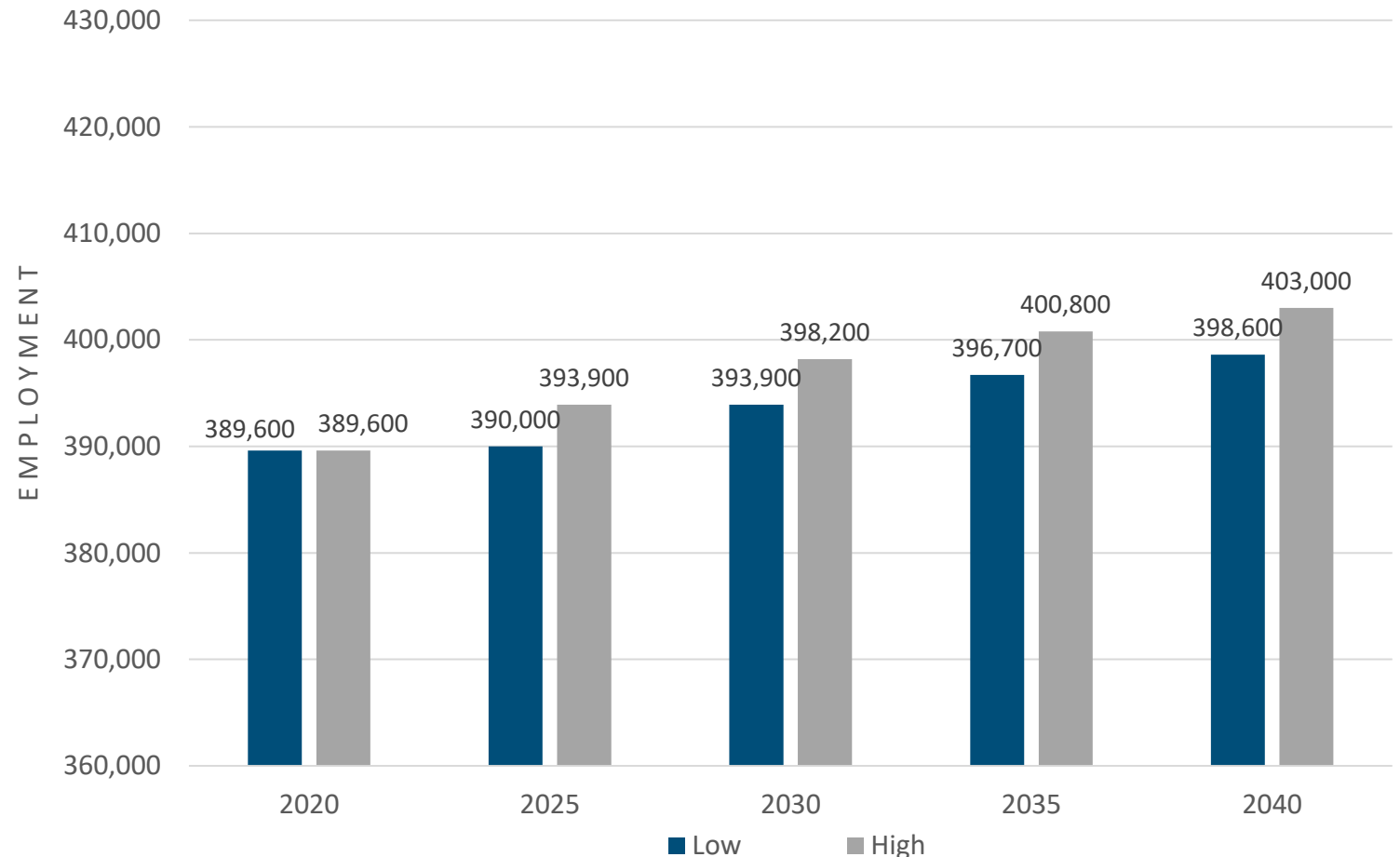


Sources: GFLRPC, Woods & Poole, US Census, Kimley-Horn

Forecasted Job Growth

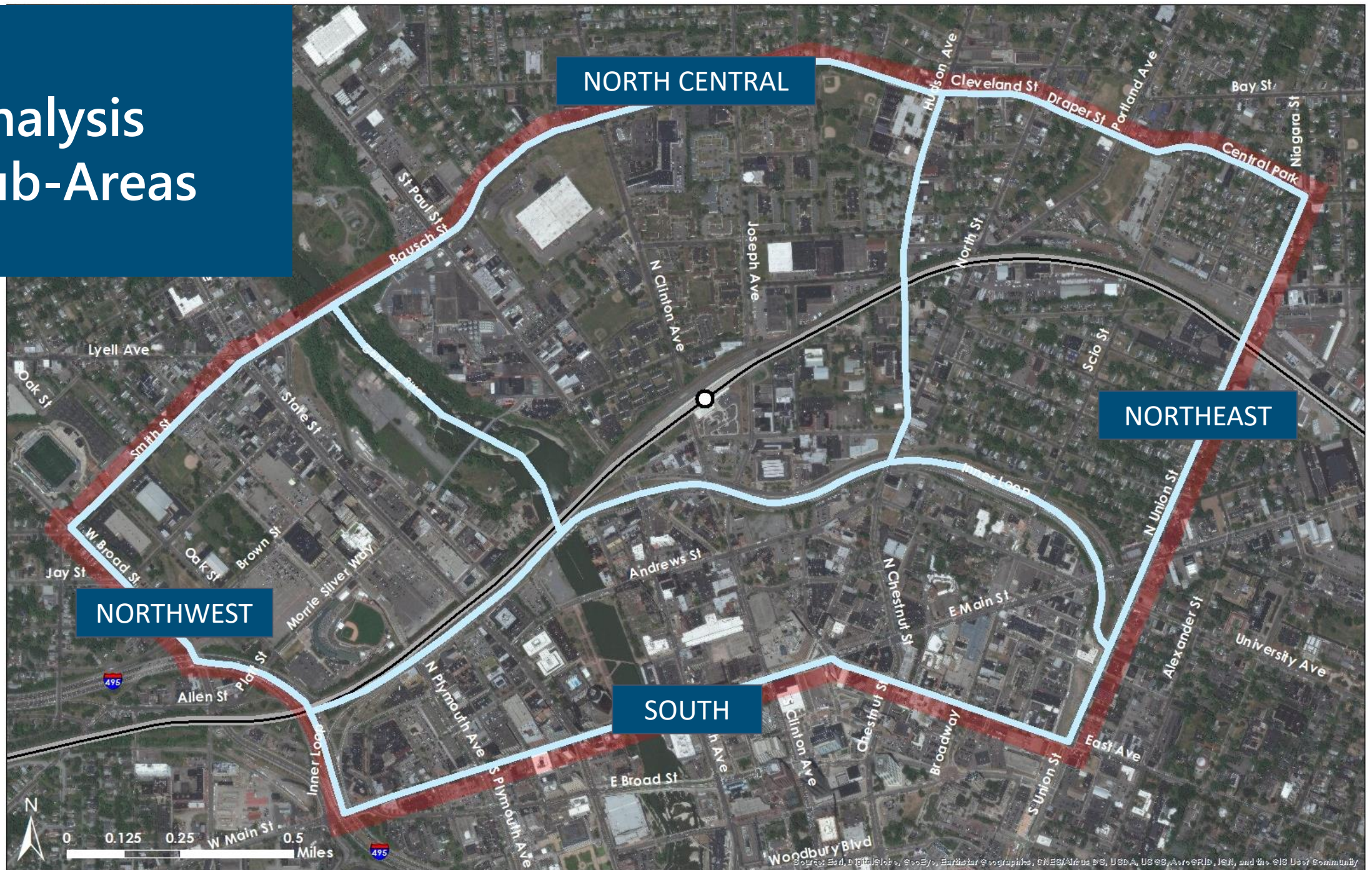
- Leverages Woods & Poole projections + historic growth trends
- Forecasted increase of 9,000-12,600 new jobs over 20 years
 - Healthcare to remain largest sector in County
 - Strong growth in Healthcare, Administrative Services, and Accommodation & Food
- Decline projected in Manufacturing

Forecasted Job Growth, Monroe County, 2020-2040



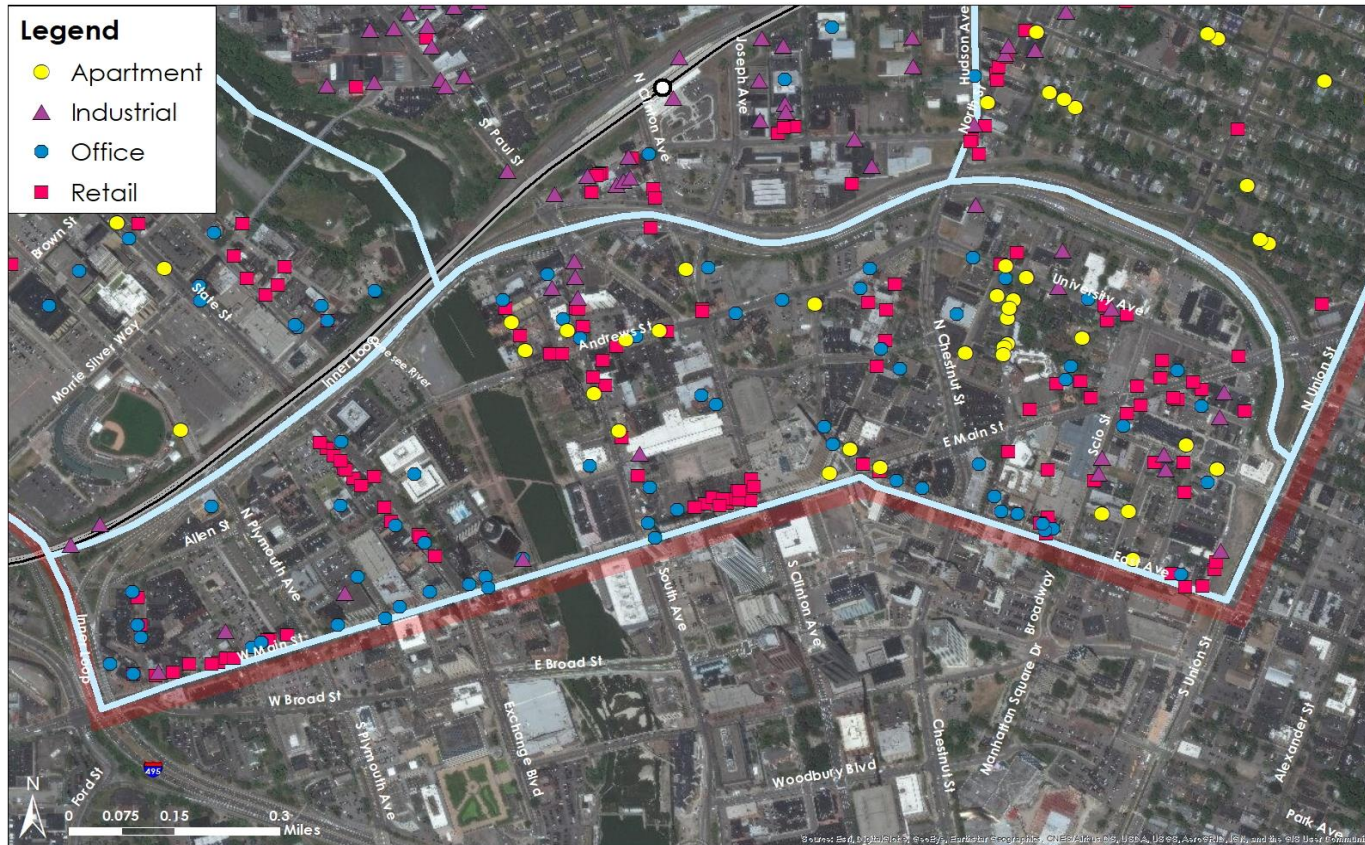
Sources: Woods & Poole, BLS, Kimley-Horn

Analysis Sub-Areas



South

- Rochester's central business district
- Daytime population increase
- Significant investment in enhancing the riverfront
- Infill/redevelopment opportunities



2,685 residents

- 36.5% of study area total
- Largest absolute increase
- Lowest HH income
- Single-person households dominate
- 95% households rent

11,597 full-time jobs

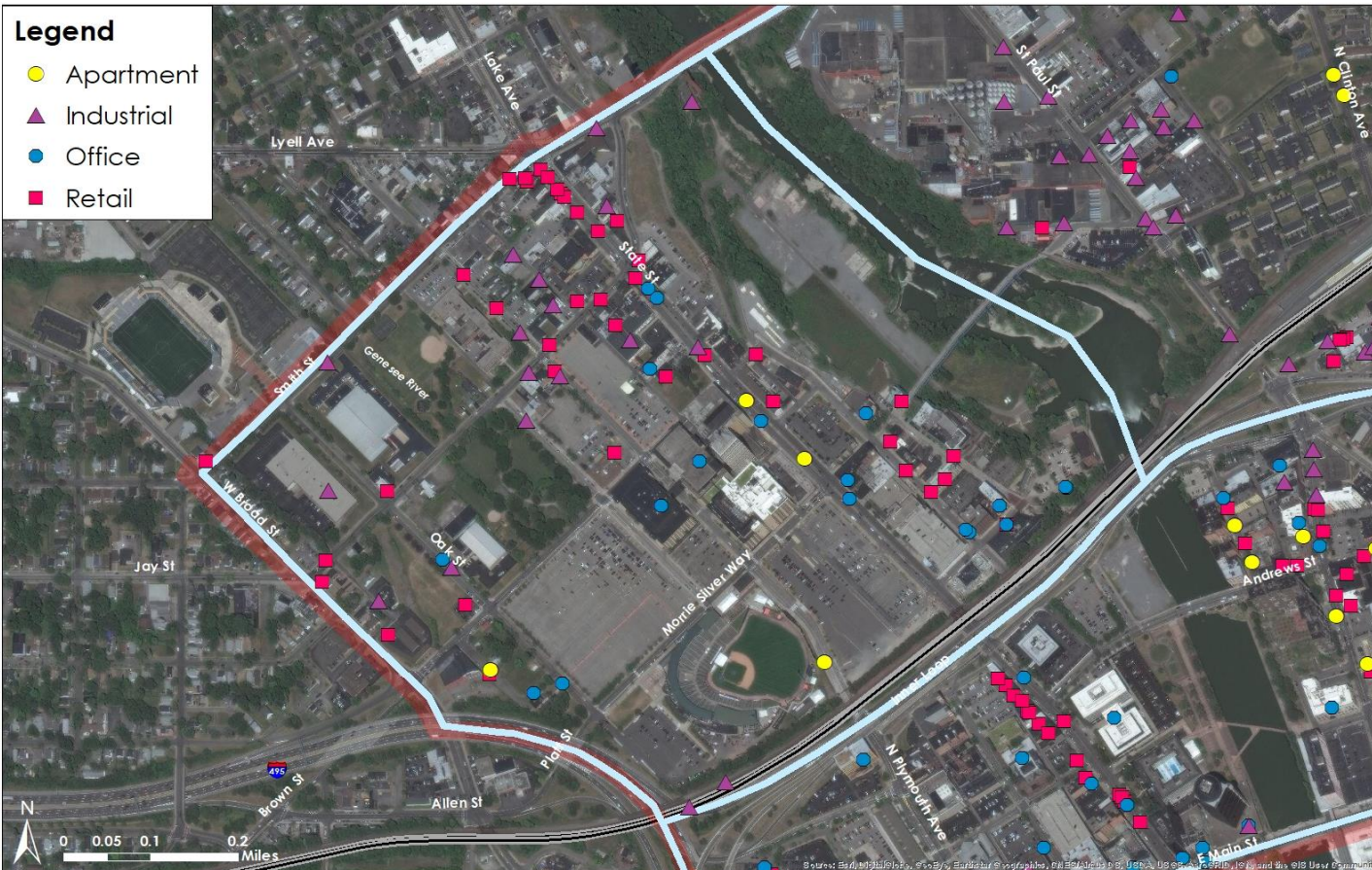
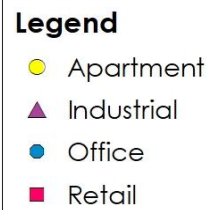
- Strongest employment growth
- Government is the largest sector, but healthcare was fastest growing
- Commuter destination

Real estate

- Concentration of multi-tenant office, but elevated vacancy
- Active rental residential development, incl. conversion of office towers to apartments
- Retail success limited by rooftop count

Northwest

- Unique assets: High Falls, Frontier Field & Kodak Tower Campus/MCC
- "Hidden gem"
- Adaptive reuse of historic buildings
- Revitalization of riverfront and large surface lots present opportunities



318 residents

- Smallest resident base; only 4.3% of Study Area total
- Highest median income at \$19,259
- Average household size <2 ppl/hh
- One-third identifies as Hispanic

9,235 full-time jobs

- Largest & fastest growing sector is Professional & Technical Services
- Highest job-to-household ratio; primarily an employment center
- Daytime population increase

Real estate

- High falls has achieved success in attracting new commercial & entrepreneurial tenants
- Significant share of land devoted to surface parking lots
- Competes for tenants with downtown

North Central

- Diverse land use mix, incl. residential & industrial/warehousing nodes
- Bisected by rail line; physical and psychological barrier
- Enhanced connectivity & attractions along riverfront



2,344 residents

- 27.2% study area total
- Population declined by 5% since 2010
- Largest household size of 2.65; indicates presence of families
- Only 9.0% have Bachelor's Degree+

2,707 full-time jobs

- Largest sector is Manufacturing
- Wholesale Trade is fastest growing; Coca-Cola and FIFCO anchor uses
- Daytime population declines indicating out-commuting

Real estate

- Hosts most of Study Area's industrial SF
- 1 in 4 housing units are vacant
- Outside of Genesee riverfront and new transit station, limited new investment
- Opportunities for redevelopment with improved connectivity

Northeast

- Concentration of single-family residential
- Proximity to Rochester Public Market
- Bisected by rail line; physical and psychological barrier
- Targeted redevelopment opportunities



2,344 residents

- 36.5% study area population total
- Measured modest decline since 2010
- Youngest median age with more than 30% under age 15
- Most diverse

923 full-time jobs

- Largest sector is Wholesale Trade
- Lowest job-to-household ratio; primarily residential
- Decline in daytime population indicates out-commuting

Real estate

- Single-family neighborhoods will influence development
- Potential to leverage proximity to Public Market
- Multimodal connectivity consideration



Market Analysis Next Steps



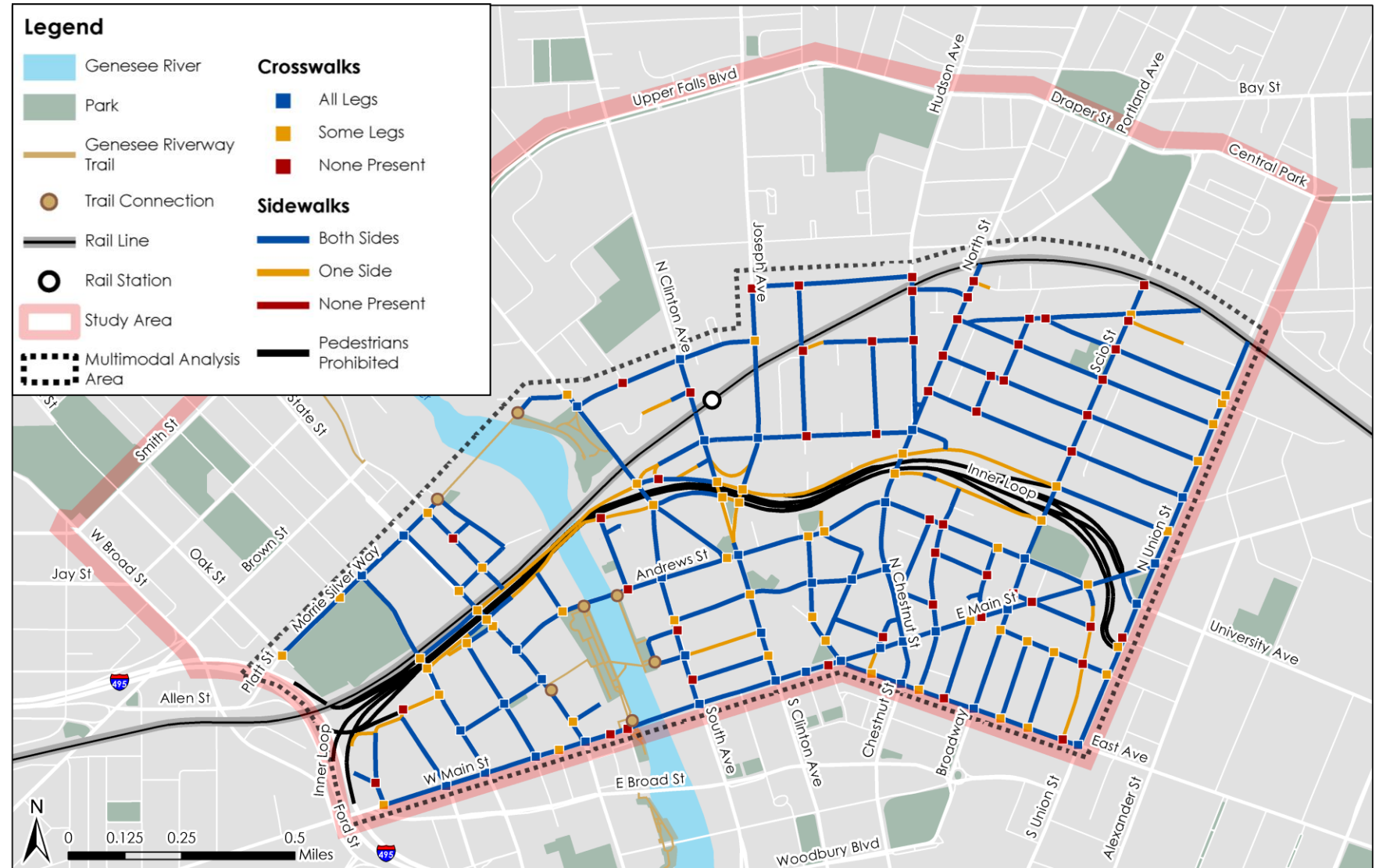
- Complete remaining stakeholder interviews
- Refine demand forecasts and capture rates for Study Area
- Identify catalyst development sites
- Value capture component to be completed once concepts have been developed

Multimodal Analysis



Pedestrian Network

- Sidewalks are present on both sides of most streets
- Crosswalks are present at major intersections, but become more sparse away from downtown
- Streets that parallel or cross the Inner Loop have less accommodating pedestrian infrastructure



Pedestrian Network



Bicycle Network

- Dedicated bike lanes are prominent in downtown (mainly east-to-west)
- No north-south bike lanes across Inner Loop



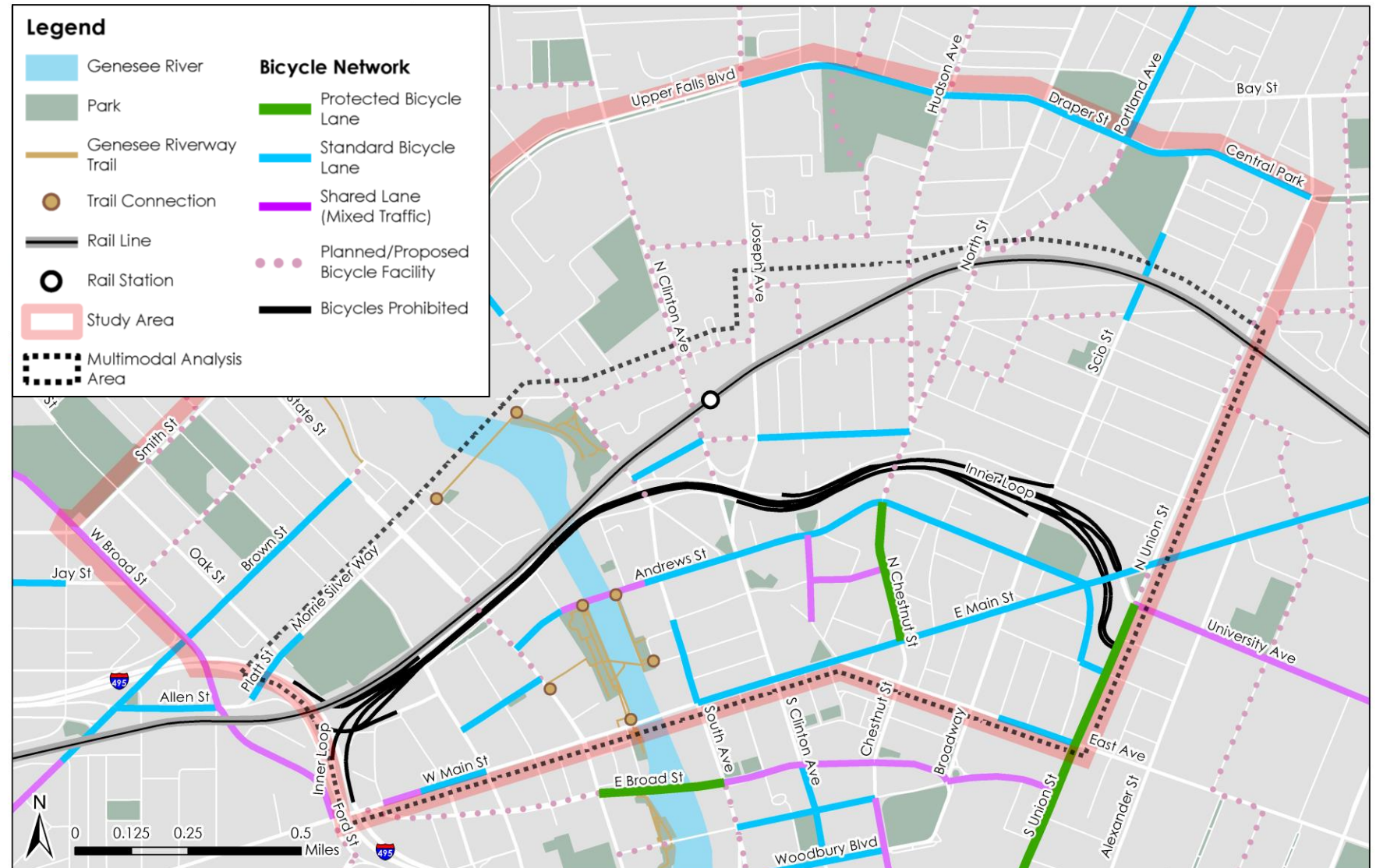
Protected Bicycle Lane



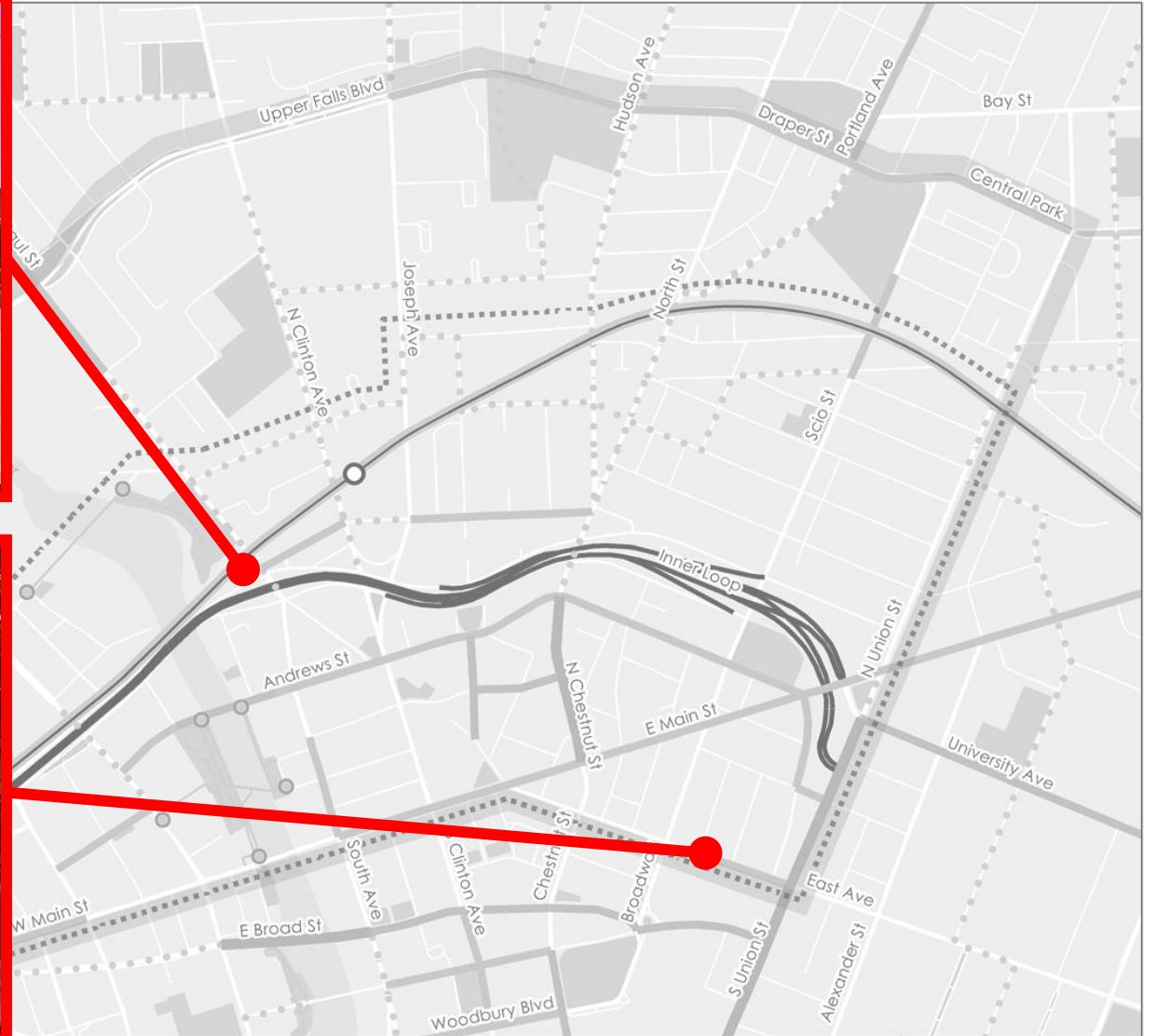
Standard Bicycle Lane



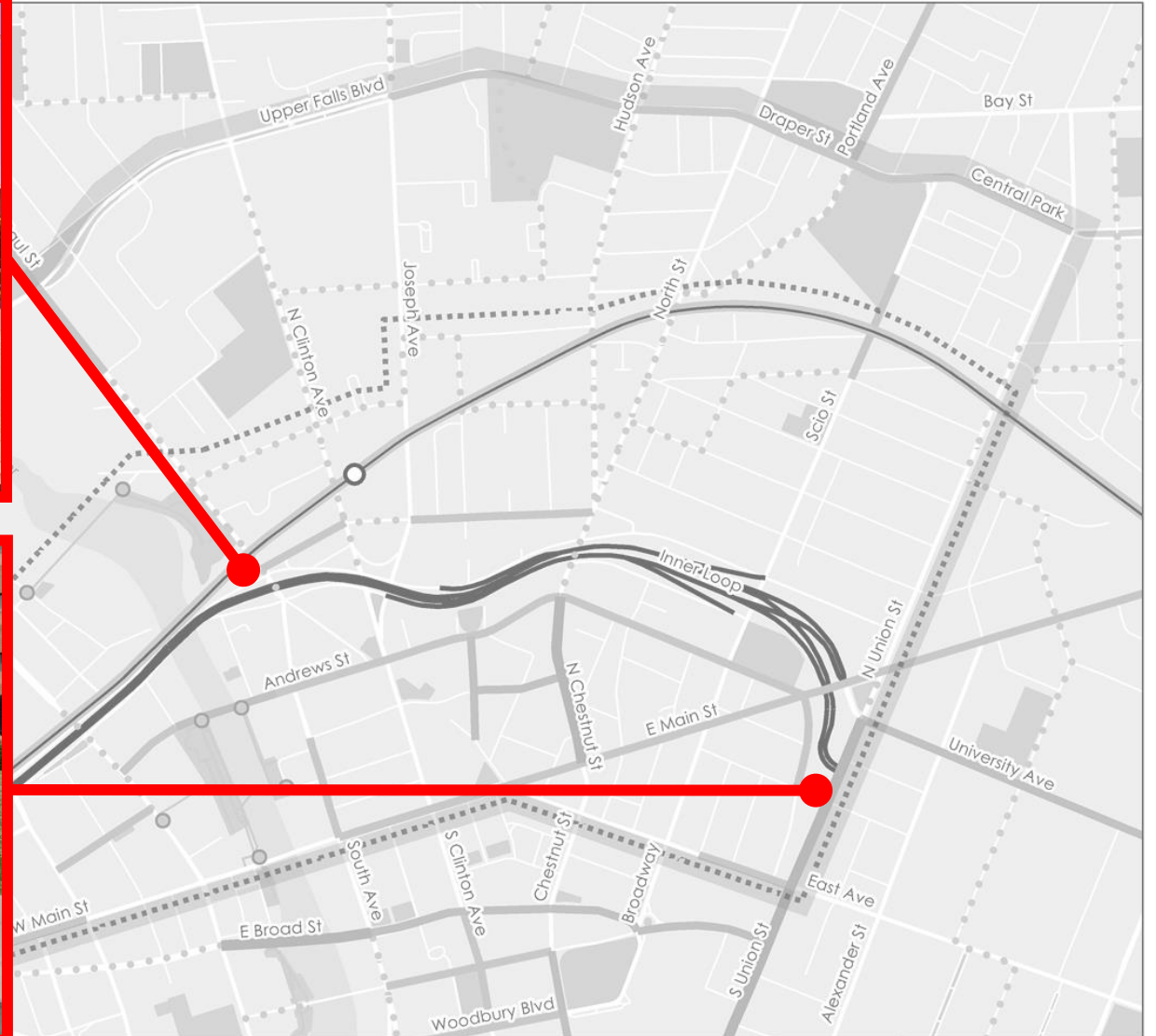
Shared Lane



Bicycle Network

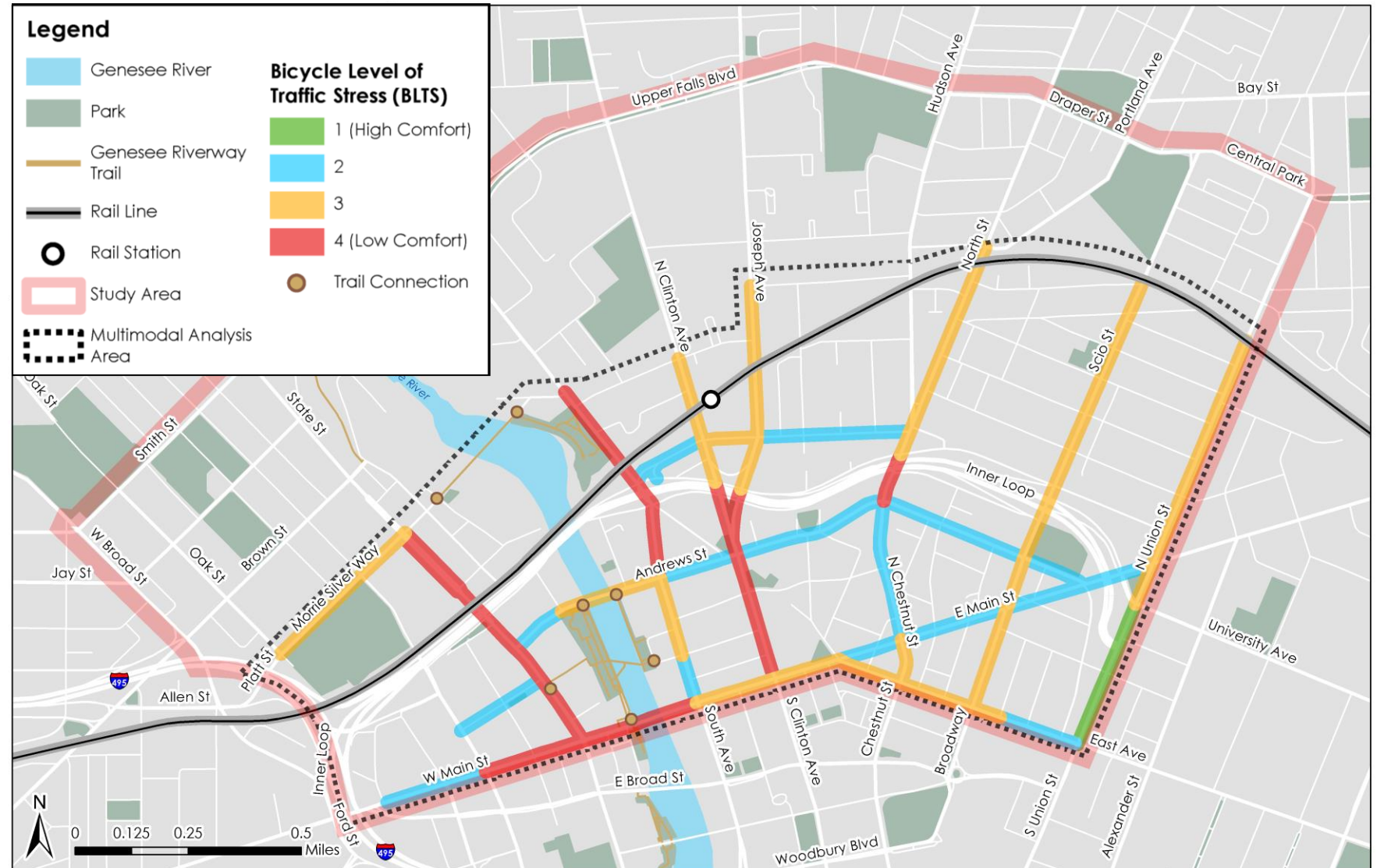


Bicycle Network



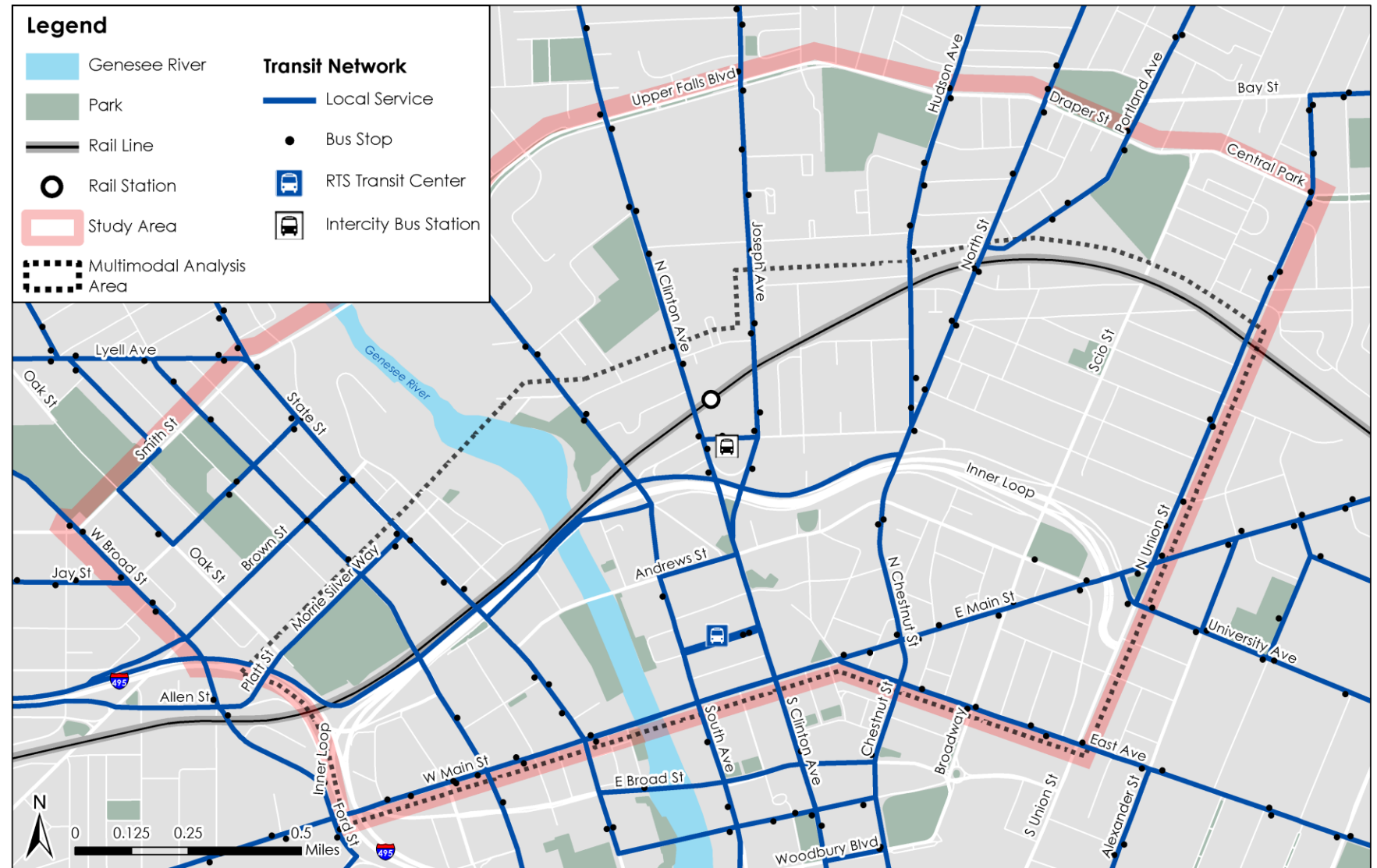
Bicycle Network – Level of Traffic Stress

- Higher comfort for cyclists on streets with dedicated bike lanes
- Lower comfort on streets with no bike lanes and/or higher traffic volumes
- Streets that cross the Inner Loop and interact with ramps present high-stress cycling conditions



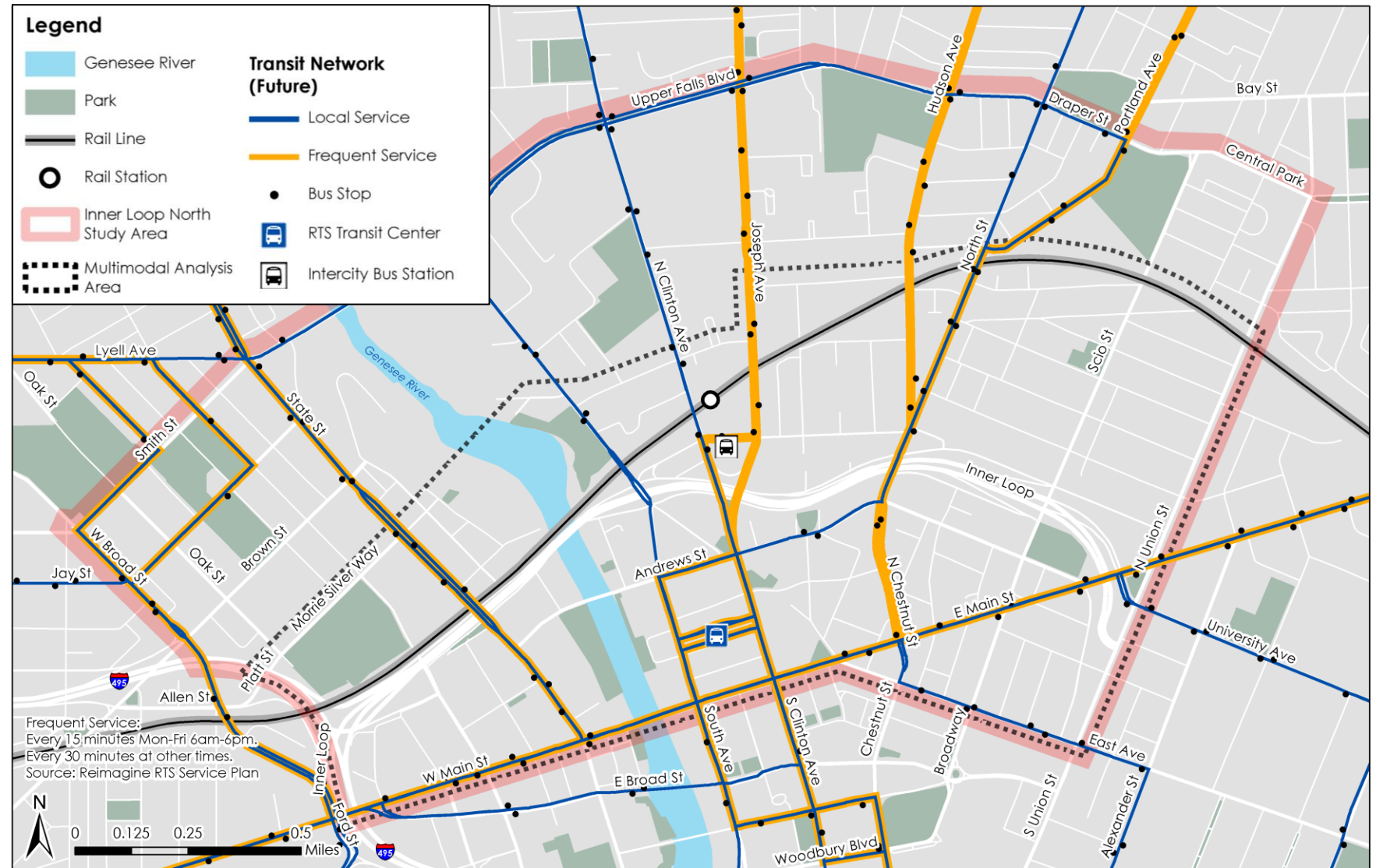
Transit Network – Existing

- Bus service on most major streets, including the Inner Loop
- All routes converge downtown at the RTS Transit Center



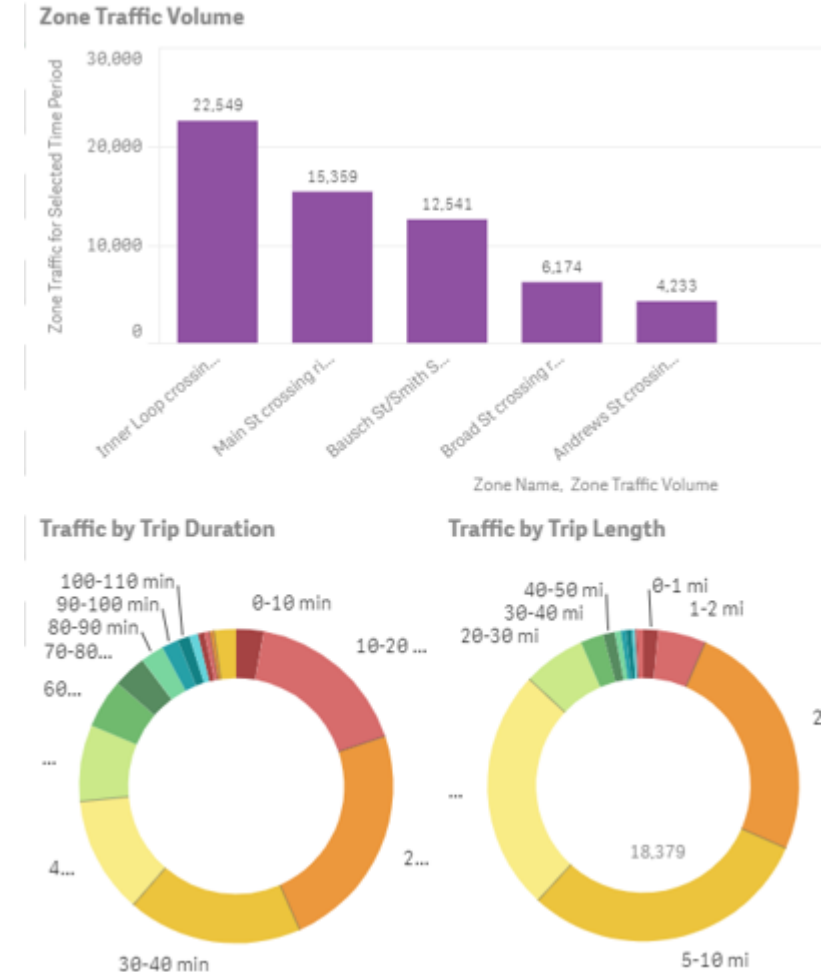
Transit Network – Future

- Reimagine RTS Service Plan
 - Implementation postponed
- Features streamlined service along major roads and introduction of “Frequent Service” routes
 - Every 15 minutes (Mon-Fri 6am-6pm)
 - Every 30 minutes (all other times)

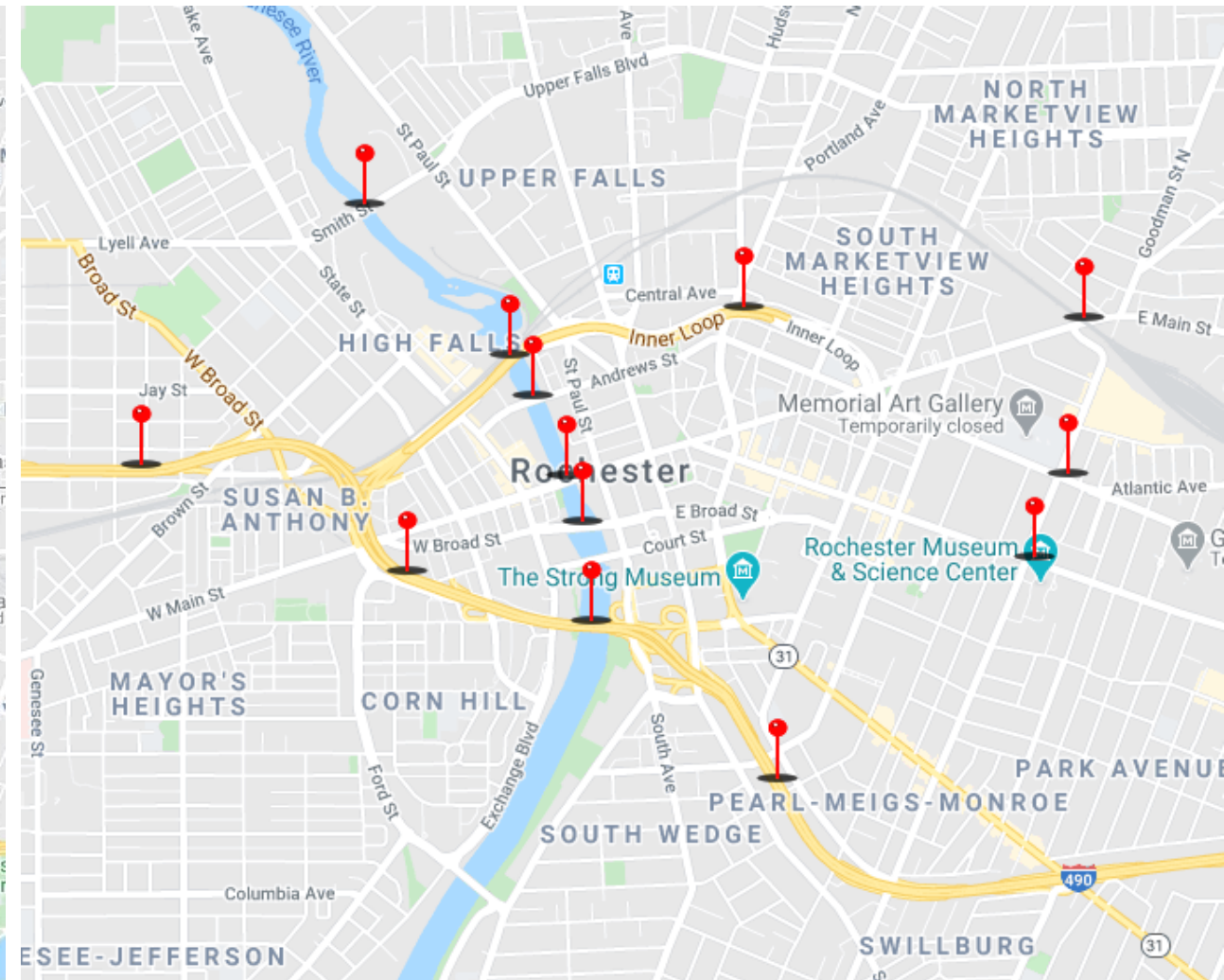
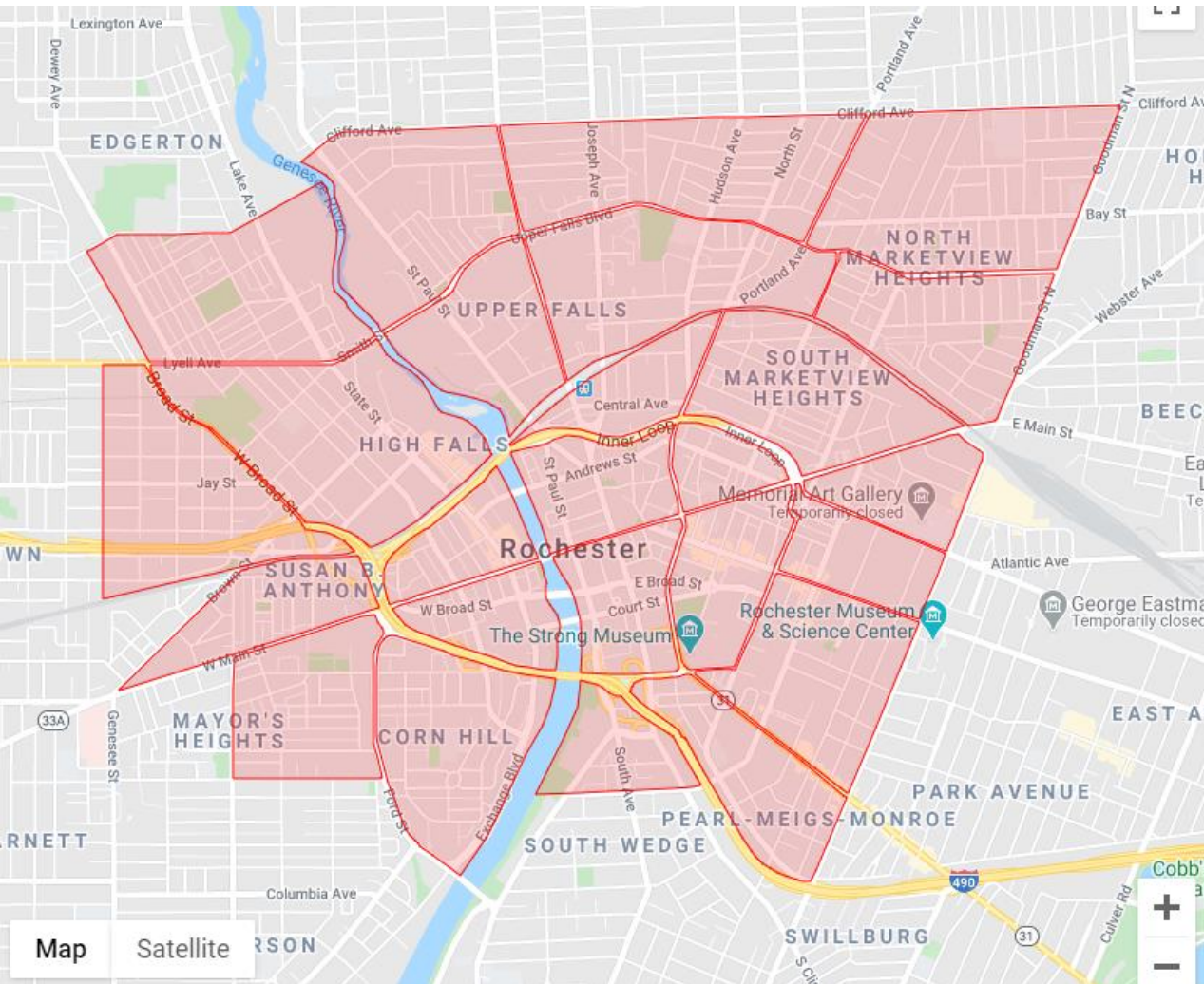


Travel Patterns Analysis Using “Big Data”

- StreetLight Data – vendor of travel pattern analytics using aggregated, anonymized data from mobile devices
- Example analyses:
 - How much traffic at various points on the Inner Loop is coming from/destined for I-490? How much traffic at various points on the Inner Loop continues on the Inner Loop to a downstream point?
 - Demographic breakdowns of trips along a roadway or between neighborhoods (e.g. income, education, race)
 - Assessments of trip lengths along various facilities: is the Inner Loop serving a high volume of short-distance local trips, or is it mainly serving regional trips?



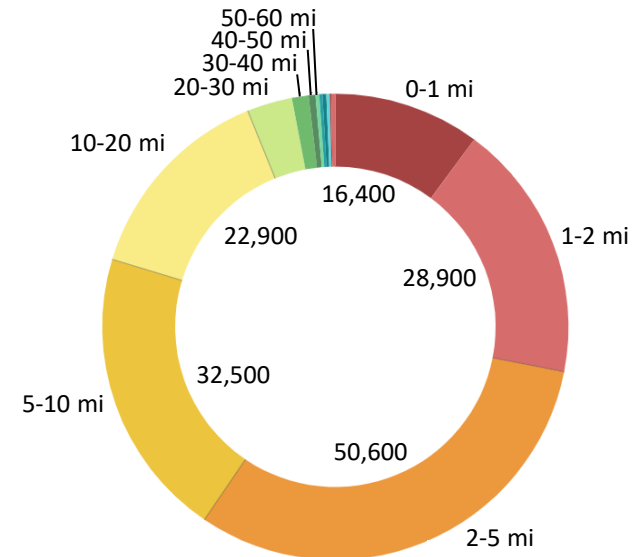
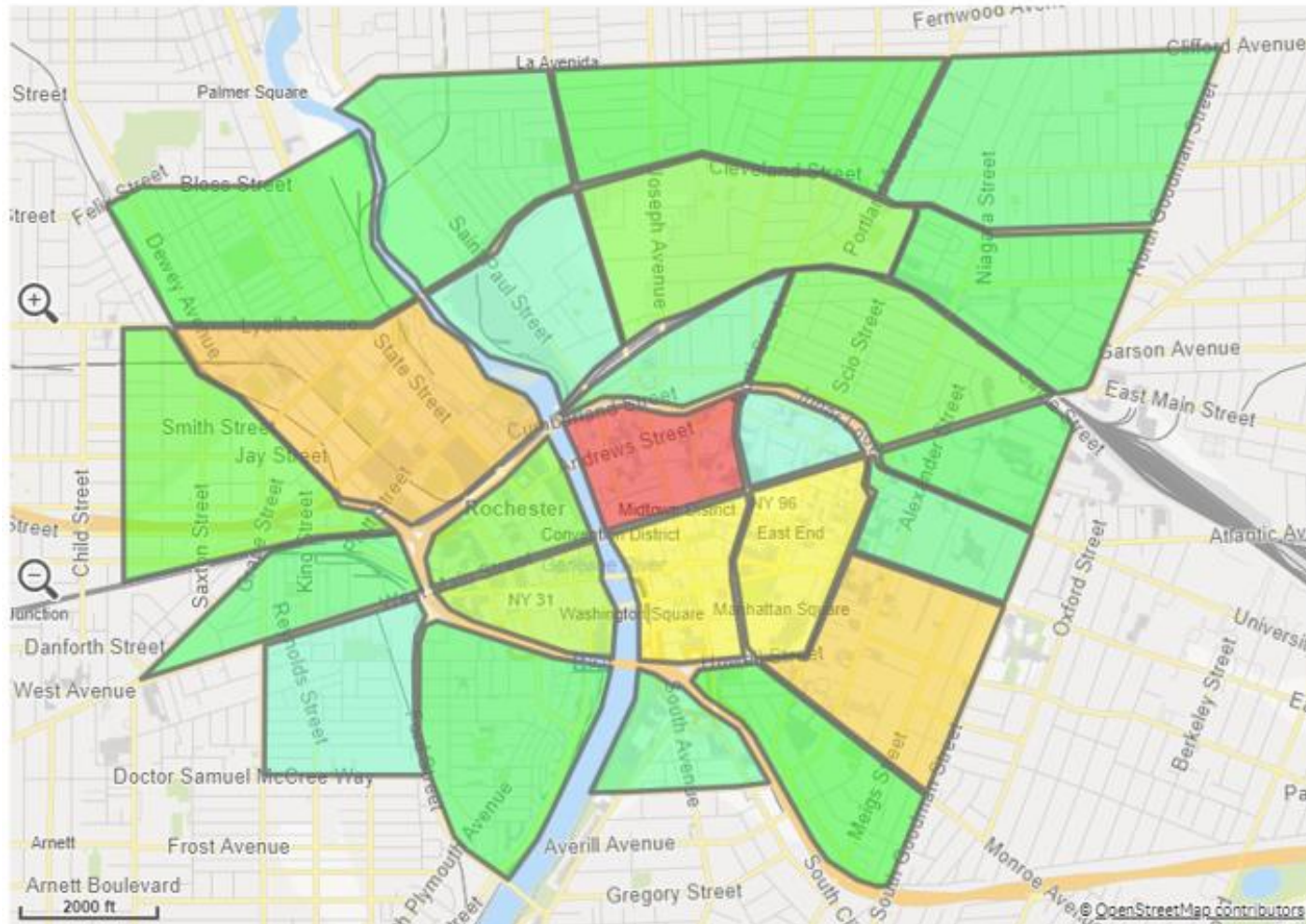
StreetLight Zones and Roadway Gates



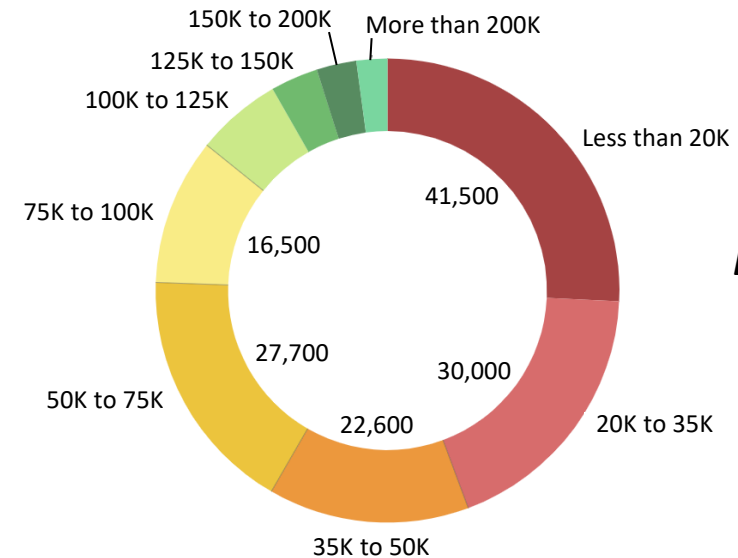
Trips from Study Area Neighborhood Zones

Heatmap of Zone Traffic

Colors indicate the Zone Traffic to and from each Zone during the selected time period.



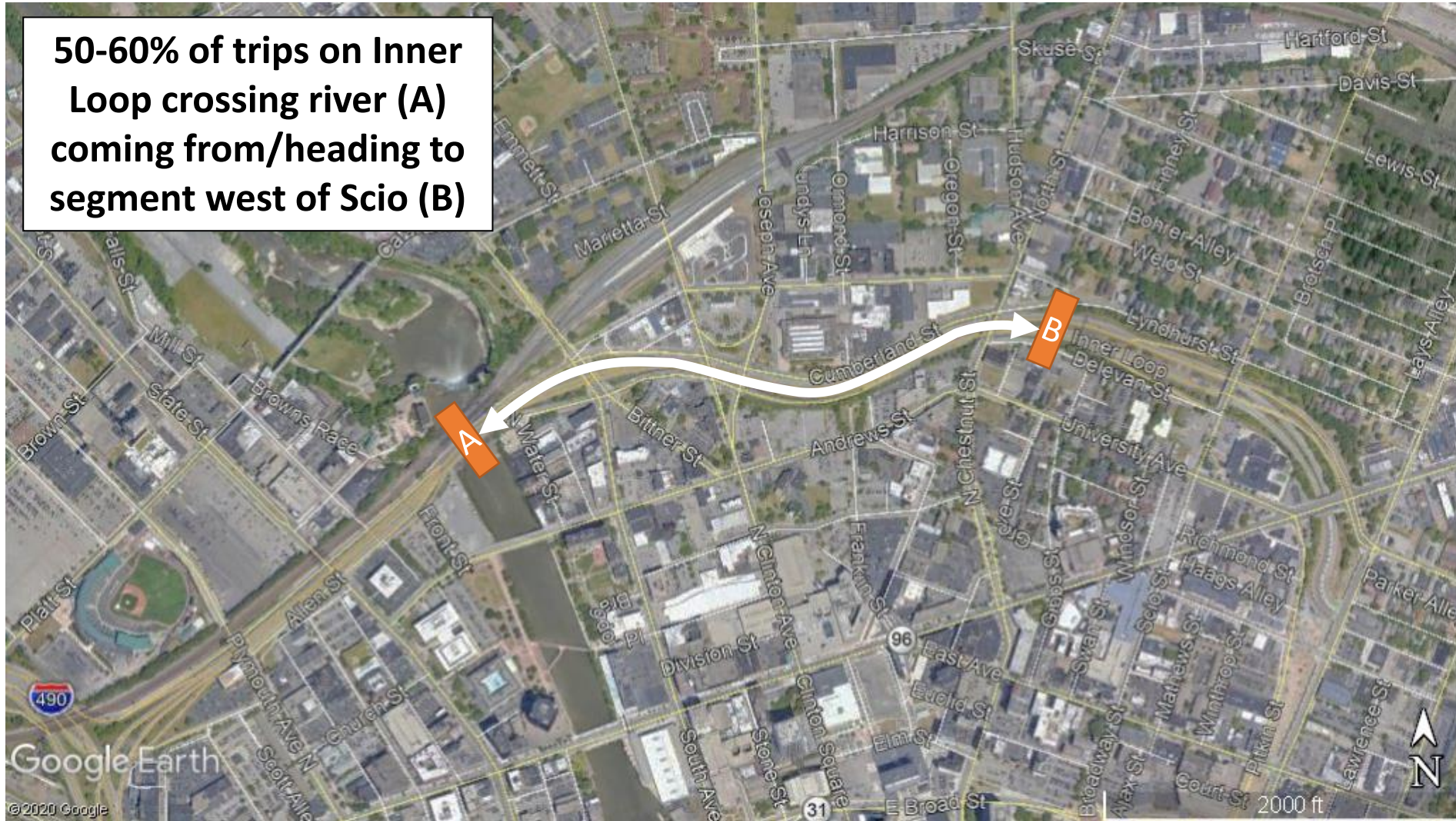
Distribution of Trip Lengths



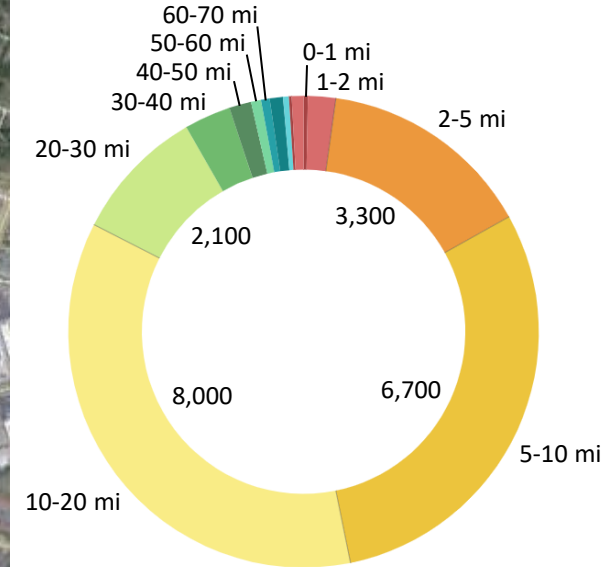
Distribution of Income

Trips along Inner Loop

50-60% of trips on Inner Loop crossing river (A) coming from/heading to segment west of Scio (B)



Distribution of Trip Lengths



Multimodal Evaluation Metrics

Study Goals

Reconnect
Neighborhoods

Restore Human-Scale
Street Grid

Create Engaging Open
Spaces, Recreation
Areas, and Streetscapes

Integrate with ROC the
Riverway Vision

Multimodal Evaluation Metrics

Pedestrian

- ✓ Quantity of Enhanced Crosswalks
- ✓ Quality of Street Grid Connectivity
- ✓ Pedestrian Experience and Comfort

Bicycle

- ✓ Trail Connections
- ✓ Quantity of Dedicated Bike Facilities
- ✓ Quality of Dedicated Bike Facilities
- ✓ Quantity of New North-South Bike Facilities

Transit

- ✓ Quality of Bus Stop Facilities
- ✓ Residential Proximity to Transit
- ✓ Employment Proximity to Transit

Parking & Curbspace

- ✓ Quantity of New Curbspace

Public Space / Urban Design

- ✓ Quality of New Streetscape
- ✓ Quality of Multimodal Access to Public/Green Space

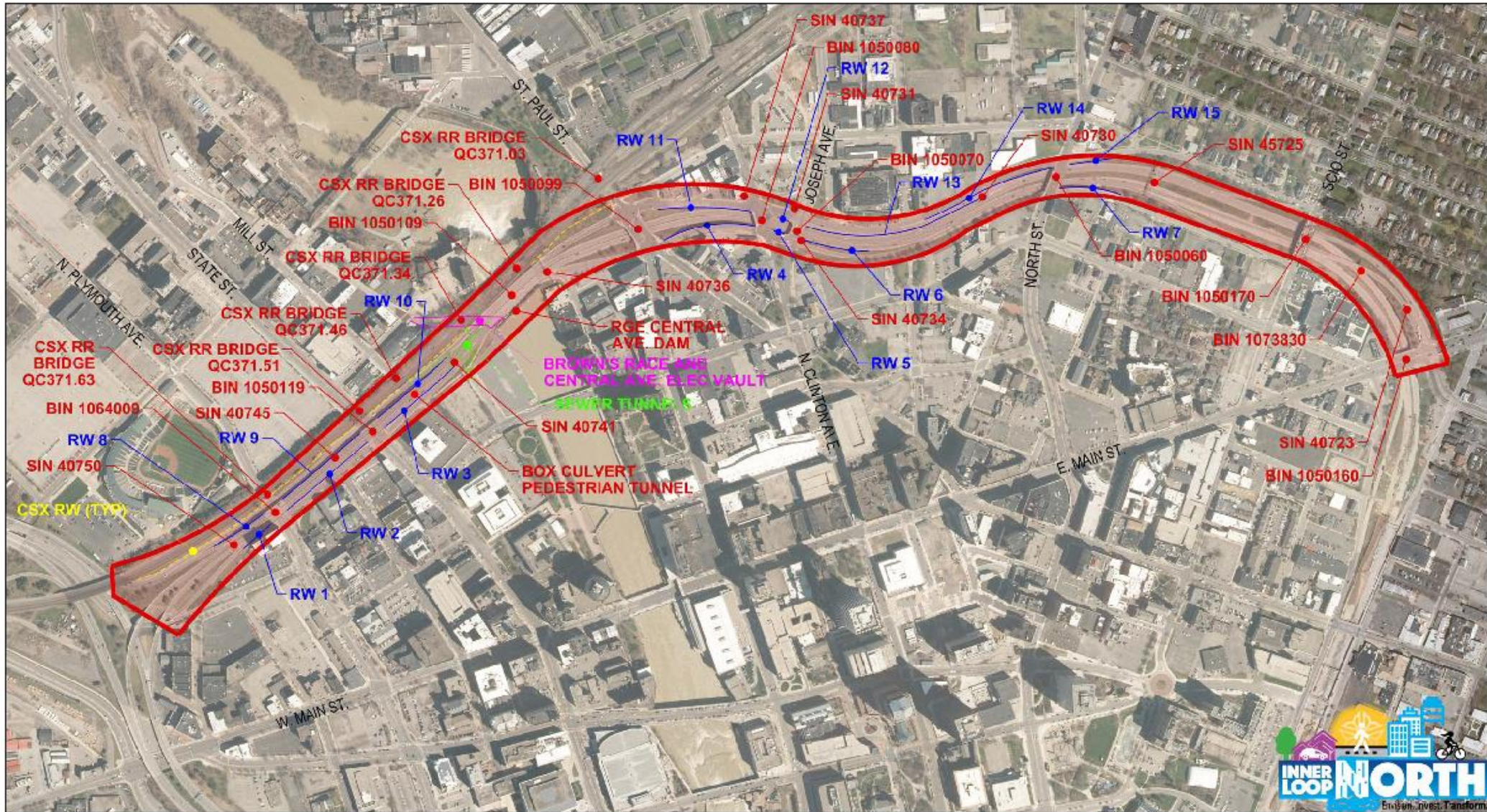
Safety

- ✓ Quantity of New/Improved Intersections at Crash Hotspots

Traffic and Structures



Inner Loop North – Corridor Structures Inventory



Corridor Structures Inventory

- 10 Highway Bridges
 - 7 carry local streets over ILN
 - 2 carry ILN over local streets
 - 1 carries ILN over Genesee River
- 1 Pedestrian Tunnel
- 6 CSXT owned Rail Bridges
- 10 Overhead Sign Structures
- 15 sections of Concrete Retaining Wall
 - 6,100 total linear feet
 - 10 ft. to 23 ft Average Heights



Corridor Structures Inventory

Inner Loop Bridge crossing Genesee River

RGE Central Avenue Dam, Browns Race
and Electric Vault complex

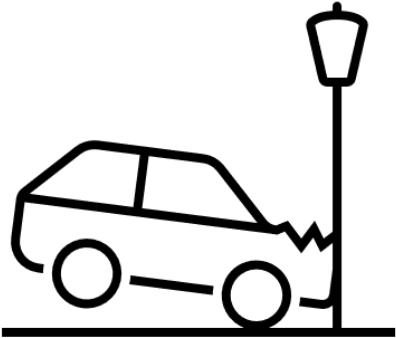




Inner Loop North 5 Year Crash History



Crash Location		
Severity	Total	Percent
Inner Loop Mainline	251	24%
Inner Loop Ramps	109	11%
Adjacent Roadways - Segments	53	5%
Adjacent Roadways - Intersections	629	60%
TOTAL	1,042	100%

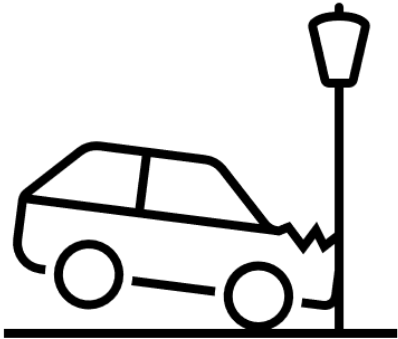




Inner Loop North 5 Year Crash History

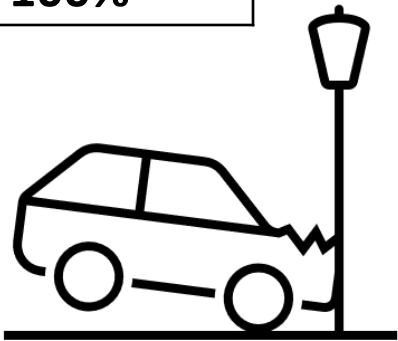


Crash Severity		
Severity	Total	Percent
Fatal	0	0%
Injury	192	18%
Property Damage Only (PDO)	452	44%
Non-Reportable (NR)	398	38%
TOTAL	1,042	100%



Inner Loop North 5 Year Crash History

ILN Mainline Crash Types		
Crash Type	Total	Percent
Rear End	98	39%
Fixed Object	54	22%
Overtaking	53	21%
Other	41	16%
Head On	3	1%
Left Turn (Against Other Car)	1	<1%
Right Angle	1	<1%
TOTAL	251	100%

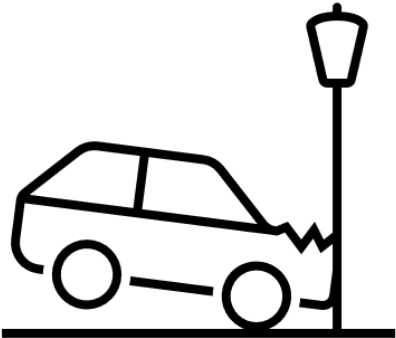




Inner Loop North 5 Year Crash History

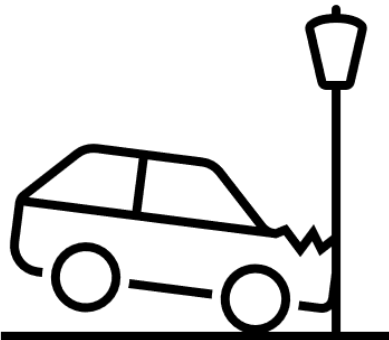


Intersection Crashes by Location		
Location	Total	Percent
Ramp P at Plymouth Street	3	<1%
Allen Street EB at Plymouth Street	2	<1%
Allen Street WB at Plymouth Street	8	1%
Allen Street EB at State Street	47	7%
Allen Street WB at State Street	41	6%
Allen St WB at Mill Street	2	<1%
Cumberland Street EB at St. Paul Street	63	9%
Cumberland Street WB at St. Paul Street	61	9%
Cumberland Street WB at Westcott Street	2	<1%
Cumberland Street EB at N. Clinton Avenue	42	6%
Cumberland Street WB at N. Clinton Avenue	35	5%
Cumberland Street EB at Joseph Avenue	18	3%
Cumberland Street WB at Joseph Avenue	37	5%
Cumberland Street WB at North Street	18	3%
Delevan Street at North Street	5	1%
Lyndhurst Street at North Street	4	1%
Lyndhurst Street at Scio Street	20	3%
Delevan Street at Scio Street	7	1%
Lyndhurst Street at Lays Aly	1	<1%
Lyndhurst at N. Union Street	4	1%
E. Main Street at University Avenue/Pitkin Street	16	2%
E. Main Street at University Avenue/Inner Loop	93	14%
E. Main Street at N. Union Street	57	8%
N. Union Street at University Avenue	40	6%
N. Union Street at Inner Loop	3	<1%
TOTAL	682	100%

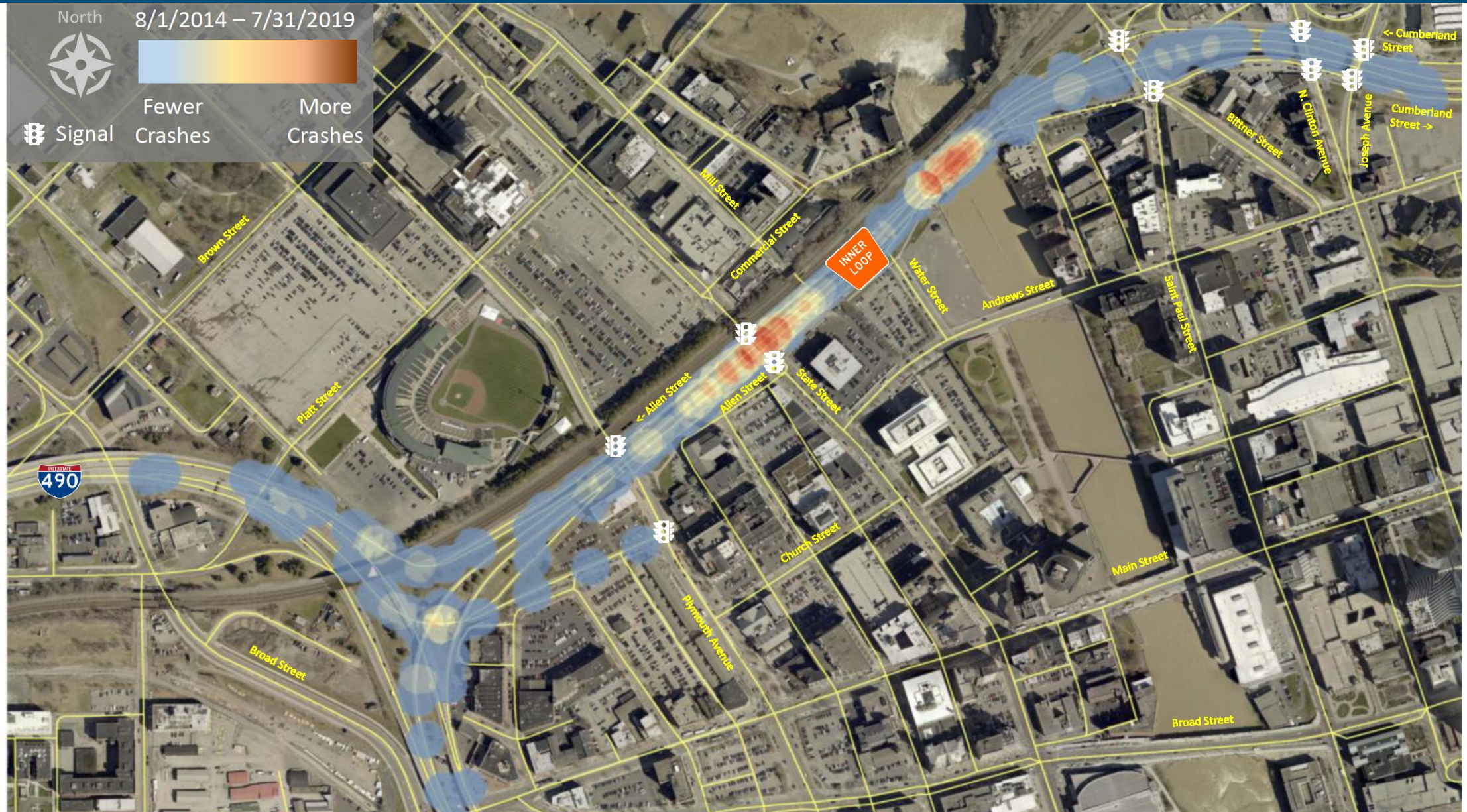


Inner Loop North 5 Year Crash History

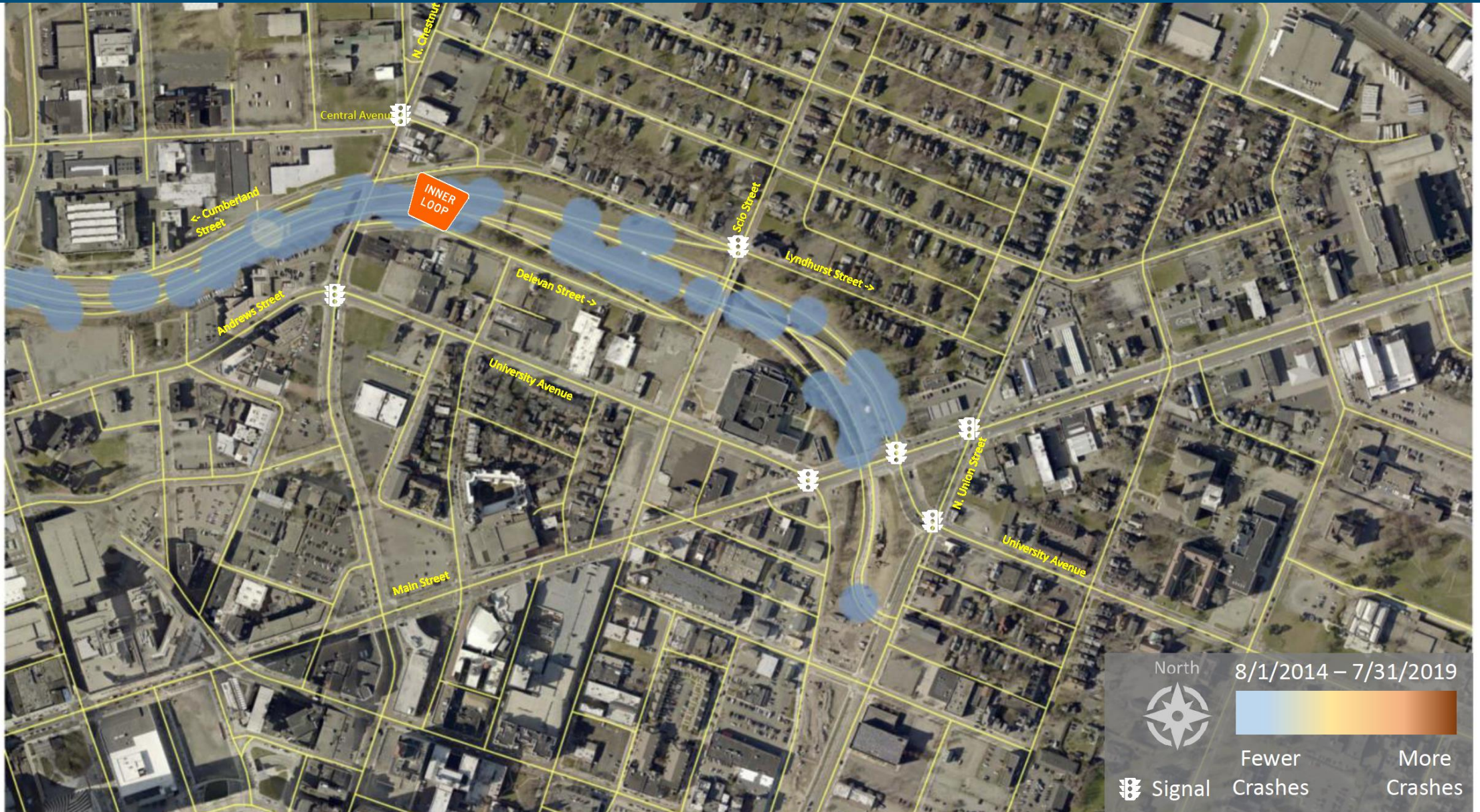
Intersection Crash Types		
Crash Type	Total	Percent
Rear End	171	27%
Right Angle	157	25%
Overtaking	137	22%
Left Turn (Against Other Car)	41	7%
Other	32	5%
Fixed Object	25	4%
Bicycle	13	2%
Pedestrian	12	2%
Right Turn (With Other Car)	10	2%
Left Turn (With Other Car)	8	1%
Right Turn (Against Other Car)	7	1%
Head On	6	1%
Sideswipe	4	<1%
Unknown	6	1%
TOTAL	629	100%



Inner Loop North – Crash Map (western segment)



Inner Loop North – Crash Map (eastern segment)



UPDATED PROJECT SCHEDULE

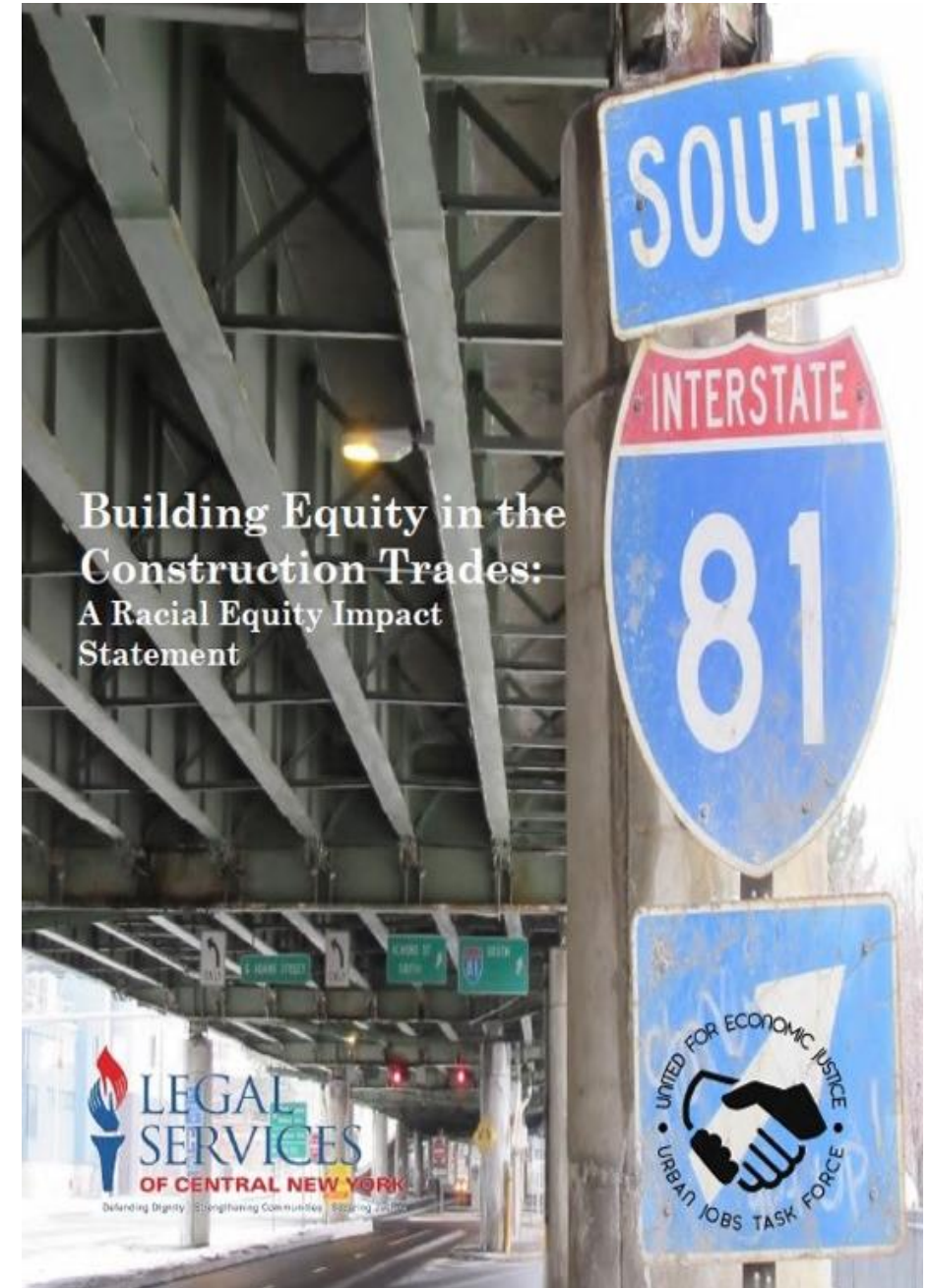


RACIAL EQUITY SUBCOMMITTEE DISCUSSION



Racial Equity Subcommittee

- Idea formed by two members of the CAC
- **Racial Equity Leadership Initiative** is comprised of city government advocates that focus on better understanding racial inequities within Rochester
- Subcommittee will spearhead the creation of a Racial Equity Impact Analysis for the Inner Loop North corridor
- Interested in joining the Subcommittee? Please contact Darin Ramsay.



NEXT STEPS



NATIONAL FIRM. STRONG LOCAL CONNECTIONS.



June and July

- Continue with demographic, market, land use and multimodal data collection and analysis (existing conditions)

Next Steps



- Online Engagement
- Virtual Engagement
- Social Distancing Pop Up Outreach
- Racial Equity Subcommittee Meeting 1

QUESTIONS?
DISCUSSION.