
Optimizing Transportation Infrastructure Through Effective Land Use



*Opportunities for Transit Supportive Development in the
Greater Rochester Area*

2008

Front cover, from left to right: Titus Avenue in the Town of Irondequoit (J. Haremza), signage along Mt. Hope Avenue in the City of Rochester (J. Bovenzi), pedestrian crossing signage on Main Street in the City of Canandaigua (J. Bovenzi).

Optimizing Transportation Infrastructure Through Effective Land Use

Opportunities for Transit Supportive Development in the Greater Rochester Area

2008

Genesee/Finger Lakes Regional Planning Council

50 West Main Street • Suite 8107

Rochester, NY 14614

(585) 454-0190

<http://www.gflrpc.org>

gflrpc@gflrpc.org

GENESEE/FINGER LAKES
Regional Planning Council

Mission Statement

The Genesee/Finger Lakes Regional Planning Council (G/FLRPC) will identify, define, and inform its member counties of issues and opportunities critical to the physical, economic, and social health of the region. G/FLRPC provides forums for discussion, debate, and consensus building, and develops and implements a focused action plan with clearly defined outcomes, which include programs, personnel, and funding.

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Genesee/Finger Lakes Regional Planning Council
David S. Zorn, Executive Director

Contributors

Joseph Bovenzi
Jayme Breschard
Daniel Burton
Margaret DelPlato
Jason Haremza, AICP
Christopher Tortora
David S. Zorn

Interns

Andrew Stuart, SUNY Geneseo

This report, along with other relevant project information, is
available online at the following web address:

<http://www.gflrpc.org/Optimizing.htm>

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EXECUTIVE SUMMARY

This report, entitled *Optimizing Transportation Infrastructure through Effective Land Use: Opportunities for Transit Supportive Development in the Greater Rochester Area*, is a review and assessment of infrastructure conditions and municipal land use planning and regulatory documents along three regionally significant public transportation corridors in the Greater Rochester Area. This report provides recommendations for municipal boards and officials to draw upon in order to encourage transit-supportive development (TSD) along these corridors.

TSD is a land use technique that calls for focusing public and private investment into clearly defined areas where several transportation options are readily available to the people who live, work and recreate within those areas. Typically, TSD projects consist of mixed-use (some combination of residential, commercial, institutional, and recreational land uses) developments that are designed to provide their inhabitants with a range of viable transportation options.

In addition to offering local boards and officials a list of recommendations for encouraging TSD projects in their municipalities, this report includes site-specific analyses of twenty-one “Nodal Points,” or key locations, along the three public transportation corridors. These Nodal Points represent regionally and locally significant residential, commercial, educational, institutional, and recreational centers of activity. This report offers several planning recommendations for each Nodal Point that, if implemented, would improve the sustainability of TSD projects in these locations.

The report is organized into six chapters, with appendices at the end. The individual chapters are laid out as follows:

Chapter 1, *Introduction*, includes a brief introduction to this report and an explanation of its development and background. The introduction provides an overview of what this report aims to accomplish, namely the presentation of TSD planning concepts as a viable option for municipal officials and local developers. It also discusses the value of TSD concepts as a response to changing demographics and housing interests, and lastly provides an overview of the process by which the project’s Technical Advisory Committee (TAC) selected the three public transportation corridors and the Nodal Points examined in this report.

Chapter 2, *Transit Supportive Design (TSD): An Overview*, provides a brief explanation of what Transit Supportive Design (TSD) is. It discusses the basic importance of the connection between land uses and transportation systems, the uses of built form to support pedestrian and transit use, ways in which transit can be used as an asset for communities, development/market issues and transit service, and obstacles to coordinated region-wide transit-supportive planning including automobile oriented land use patterns and municipal land use policies and regulations. This chapter is designed to provide the reader with basic background knowledge of what TSD is, what its benefits to a community are, and what some of the obstacles to implementing TSD projects may be.

Chapter 3, *Transit Supportive Development Guidelines*, includes a detailed list of actions and recommendations that any municipality can use when revising and updating its land use plans and regulations. This chapter is organized into four sections, including a short introduction, which cover comprehensive plans, zoning codes, and design standards/guidelines. Each section consists of a list of potential revisions and considerations for local boards and officials to consider when revising and updating the local planning and regulatory documents. This chapter, the “heart” of this report, provides local boards and officials with an easy-to-use guide for TSD planning, zoning, and urban design concepts. It discusses the many ways in which TSD concepts can be integrated into comprehensive plans, and follows through with recommendations on how TSD concepts outlined in comprehensive plans can be

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implemented through zoning laws and design standards/guidelines. This chapter is essentially a synthesis of nation-wide best practices for TSD projects; in addition, it draws heavily on existing comprehensive plans, zoning regulations, and design guidelines that are currently in use in the Greater Rochester Area.

Chapter 4, *Corridor A Nodal Points: Descriptions, Assessments, and Recommendations*, includes detailed information about the Nodal Points in Corridor A. The chapter is organized into nine sections, one for each Nodal Point; each section consists of three components: a short narrative description of current land use and infrastructure conditions along each of the three mass-transit corridors, an assessment of the current status of land use planning and regulatory documents with regards to TSD, and a list of recommendations as to how transit-supportive design concepts can be integrated into both infrastructure and local plans and studies. Photographs and aerial views of the Nodal Points are used to clearly illustrate the potential infrastructure improvements that can be made within the nodal points. The contents of this chapter build on the recommendations provided in Chapter 3, and are mostly planning and design recommendations that focus on improving pedestrian connections within and around Nodal Points; encouraging higher density, mixed-use development projects in the Nodal Points; and general urban design recommendations aimed at improving the functionality and appearance of the streetscape of pedestrians and public transportation users.

Chapters 5 (*Corridor B Nodal Points: Descriptions, Assessments, and Recommendations*) and 6 (*Corridor C Nodal Points: Descriptions, Assessments, and Recommendations*) are essentially the same as Chapter 4 in terms of organization, but they focus on the nodal points in Corridors B and C respectively.

At the end of the report are four Appendices. Appendix A lists the members of the project's Technical Advisory Committee (TAC), Appendix B provides information on ridership figures for the bus routes that follow the transportation corridors, Appendix C includes the schedule of municipal outreach events, and Appendix D lists a variety of potential funding sources for land use and infrastructure projects that are related to TSD.

Overall, the findings of this report indicate that in most locations along the three corridors, the basic infrastructure and land uses for transit-supportive development are currently in place and encouraged under local comprehensive plans. In many areas, including cities, villages, inner suburbs, and designated hamlet areas, the basic infrastructure and land uses needed to encourage TSD projects is already in place. However, there are many opportunities for improvement. This report provides a starting-point to consider TSD projects by offering local officials information they can use if they would like to revise their land use plans and regulations to further encourage transit-supportive development projects.

CHAPTER 1: INTRODUCTION

Section 1.1: Introduction.

This report, entitled *Optimizing Transportation Infrastructure through Effective Land Use: Opportunities for Transit Supportive Development in the Greater Rochester Area*, is meant to highlight the connection between land uses and public transportation services in the Greater Rochester area. The basic intent of this report is to provide an objective assessment of municipal planning reports and zoning regulations along three regionally significant public transportation corridors. These assessments offer recommendations to municipal governments on how they can revise their planning and zoning documents to encourage pedestrian and transit-supportive development along the corridors.

The assessments are focused in areas referred to as “Nodal Points,” which are centers of activity and investment in each corridor. The Nodal Points include higher education centers, such as the campuses of Monroe Community College (MCC) and Rochester Institution of Technology (RIT); commercial centers such as Marketplace and Eastview Malls, Twelve Corners, and the Irondequoit Town Center; traditional city and village downtowns including downtown Rochester, downtown Canandaigua, and the villages of Pittsford and Victor; recreation centers such as the Canandaigua lakefront; and major intersections such as the junction of Routes 332 and 96 in the Town of Farmington.

Based on current infrastructure and land use conditions within the Nodal Points, a series of recommendations is provided in Chapters 4, 5, and 6 that explain how local governments can encourage public transportation use through planning policies and land use regulations. In addition to bus transit, emphasis is given to pedestrian infrastructure. These “alternative” modes of transportation are collectively important because they are interconnected. Before a person boards a bus and after a person exits a bus, they are a pedestrian. If bus stops are not effectively linked to nearby buildings with well designed pedestrian infrastructure, than much of the advantage of having those bus stops in place is lost.

The recommendations included within this report are *advisory* only. While municipal boards, officials, and staff are encouraged to draw upon this report as a resource when they are engaged in the planning process, they are not required to. However, given current environmental, energy, and social concerns, local officials should seriously consider planning for transportation modes other than automobiles. One aim of this report is to offer concrete suggestions regarding transit supportive land uses and infrastructure that local officials can integrate into their local plans and laws.

In order to inform the public and local officials of this project, a series of public outreach meetings were held through 2007 and early 2008. These meetings consisted of presentations, delivered by Genesee/Finger Lakes Regional Planning Council staff, before the governing boards of the municipalities involved in this project. A brief explanation and summary of the project was provided, and the board members given the opportunity to ask questions and express their thoughts about the project. Please see Appendix C for a list of municipal outreach meetings. In addition, prior to presenting to the governing boards, G/FLRPC staff met with municipal staff and officials to discuss this project and solicit their input. Where applicable, comments from municipal staff were included in the nodal point assessments in Chapters 4, 6 and 6.

Section 1.2: Project Background.

This project was conceived as a means to identify and publicize opportunities for encouraging transit and pedestrian supportive development through land use planning and zoning techniques. The study area, as determined by the project's Technical Advisory Committee (TAC), consists of three regionally significant transportation "corridors" that are served by bus routes. The report was not envisioned to study the operation of current bus service. Rather, this report was conceived as a review and assessment of *land uses* and *land use planning and regulatory* techniques that are present within these corridors served by transit.

Significant public investment has been made in the Genesee/Finger Lakes Region in transit services as well as bicycle and pedestrian infrastructure. It has been well documented that there is a direct connection between land use and transportation; however, much of the existing land use planning policies and regulations in this region are aimed towards automobile-oriented development. To fully leverage the assets of transit, sidewalks, and trails, it may be necessary to re-examine and further refine some of the land use regulations applicable to this non-automotive infrastructure.

However, a thorough review of local comprehensive plans, zoning regulations, and design standards/guidelines indicates that many area municipalities have recognized the value of pedestrian and transit infrastructure and are currently working to promote development that accommodates, supports, and encourages these forms of transportation in addition to private automobiles. Therefore, where appropriate, this report calls attention to the many beneficial components of local plans and regulations that encourage, and in some places even mandate, transit-supportive design.

Increasingly, communities around the nation are seeking ways to encourage non-automotive forms of transportation, for reasons ranging from reducing traffic congestion to promoting personal fitness. Recent and dramatic rises in energy costs have added another compelling reason to support and encourage alternate modes of transportation. The Genesee-Finger Lakes region has the opportunity to build on this momentum in a manner that best suits local needs. Encouraging transit-supportive, compact, mixed use development patterns in the appropriate areas could greatly enhance the potential of the region. The Greater Rochester area is actively pursuing many economic development strategies, one of which is attempting to retain young people in the region. In addition to retaining young professionals, the region is also faced with the aging of the Baby Boom generation and the need to accommodate this demographic. Many retirees are interested in smaller and lower-maintenance housing choices than the traditional single family home on an individual lot. The housing options (townhouses, condominiums, apartments) that are often part of transit and pedestrian supportive developments can help further these goals by encouraging a range of residential options within a given municipalities.

Most importantly, land use and development that is thoughtfully designed to integrate with existing public infrastructure, such as transit, sidewalks, and trails, gives the greatest return on that public investment. Many communities already have some existing non-automotive infrastructure, but making connections between destinations, and encouraging development in targeted areas will maximize the benefits of the existing resources.

Section 1.3: Corridor Selection Methodology.

The Technical Advisory Committee (TAC) selected the three public transportation corridors assessed in this project. The Committee reviewed ridership figures and existing development densities along Regional Transit Service (RTS) routes throughout Monroe County, but determined that qualitative attributes were as important, or even more important, than what the raw data demonstrated. This was because the TAC was more interested in obtaining general TSD planning recommendations rather than relying solely on statistical analyses of ridership data and development densities to generate planning concepts.

The Committee thought it was important that the corridors analyzed represent a range of different community types (i.e. urban, suburban, small town, and rural) that are present in the Greater Rochester area. The TAC thought it was desirable for the corridors to include a number of regionally significant “nodal points” such as commercial centers, educational institutions, and recreation destinations. Lastly, the TAC was interested in including a variety of land uses and development patterns in this report in order to show the applicability of TSD concepts to a broad range of locations.

Based on these factors, the Committee selected the following three public transportation corridors for analysis in this report:

Corridor A: This corridor begins at the Irondequoit Town Center at the Hudson Avenue/Titus Avenue area and continues south along Clinton Avenue into downtown Rochester. From there, it continues south-east along Monroe Avenue to the Village of Pittsford. This corridor includes the following nine Nodal Points: **A-1** (*Irondequoit Town Center*); **A-2** (*La Marketa*); **A-3** (*Amtrack Station*); **A-4** (*Main/Clinton*); **A-5** (*Intercity Bus Station*); **A-6** (*Monroe Village*); **A-7** (*Twelve Corners*); **A-8** (*Pittsford Plaza*); and **A-9** (*Pittsford Village*).

Corridor B: This corridor begins in downtown Rochester and continues south along Mt. Hope Avenue to East Henrietta Road and then south to Jefferson Road, passing the Monroe Community College (MCC) campus. From the intersection of East Henrietta and Jefferson Roads, the corridor continues west along Jefferson to the Rochester Institute of Technology (RIT) campus. A branch of the corridor/alternate alignment follows Mt. Hope Avenue/West Henrietta Road to Jefferson Road and even further south to Erie Station Road. This corridor includes the following five Nodal Points: **B-1** (*University of Rochester Collegetown*); **B-2** (*Monroe Community College*); **B-3** (*Marketplace Mall*); **B-4** (*Erie Station Village/Hamlet of West Henrietta*); **B-5** (*Rochester Institute of Technology*).

Corridor C: This corridor begins in the Hamlet of Bushnell’s Basin in the Town of Perinton, and continues south-east along Route 96, past Eastview Mall, and into the Village of Victor. From there, it continues east along Route 96 to the intersection of Routes 96 and 332 in the Town of Farmington. From this point, the corridor continues south along Route 332 into the City of Canandaigua to South Main Street and Lakeshore Drive. Bushnell’s Basin is linked to downtown Rochester by an express bus route, representing a tentative westward extension of the corridor and connection to the region’s urban core. This corridor includes the following seven Nodal Points: **C-1** (*Bushnell’s Basin*); **C-2** (*Eastview Mall*); **C-3** (*Victor Village*); **C-4** (*Farmington*); **C-5** (*North Canandaigua*); **C-6** (*Downtown Canandaigua*); and **C-7** (*Canandaigua Lakefront*).

Please refer to **Figure 1.1** on the next page for a graphic description of these three corridors.

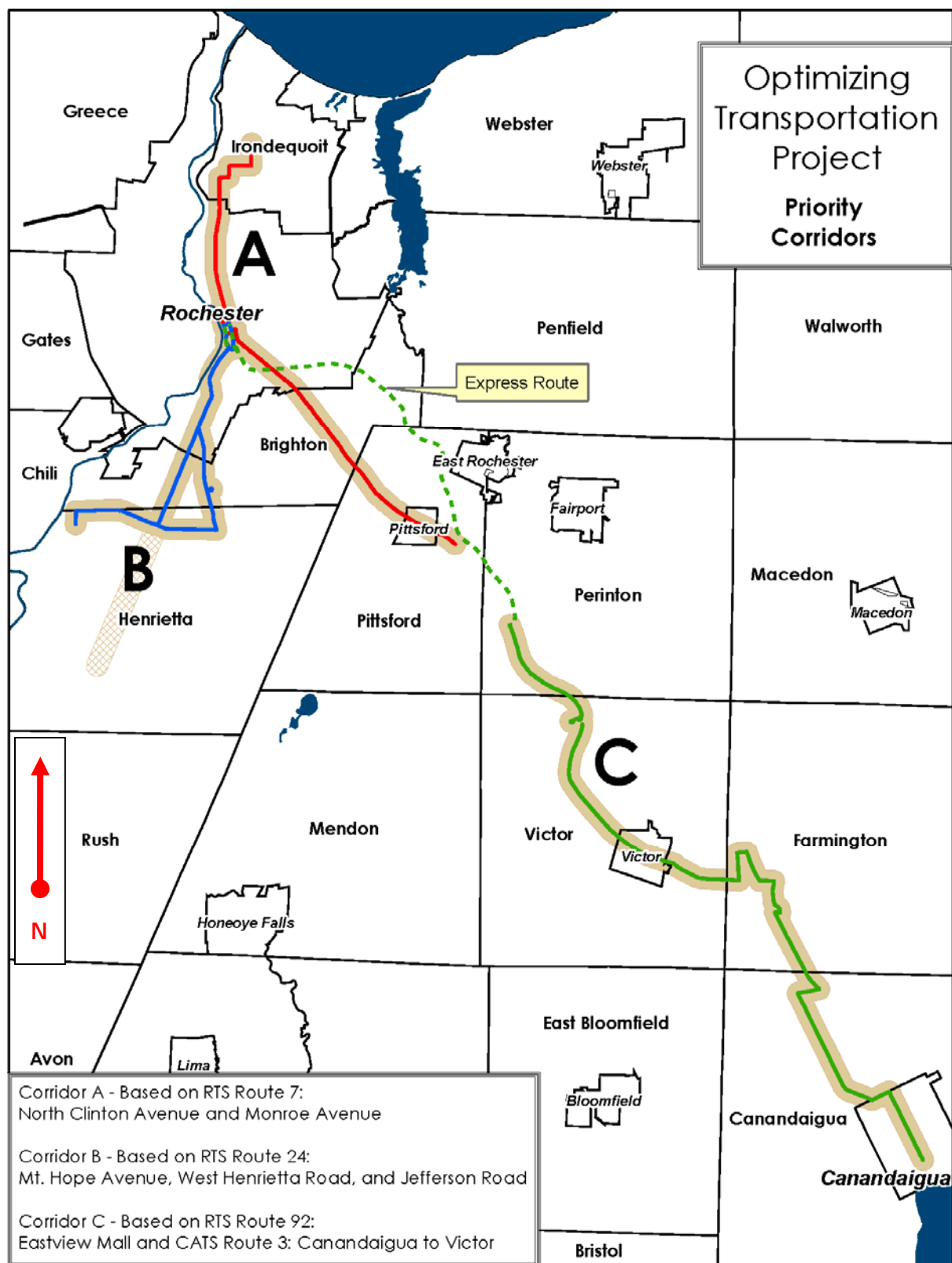


Figure 1.1: This map shows the locations of the three “Priority Corridors” selected by the Technical Advisory Committee (TAC).

CHAPTER 2: TRANSIT SUPPORTIVE DESIGN (TSD): AN OVERVIEW

This chapter provides useful background information about Transit Supportive Design (TSD) concepts. It is intended to offer the reader a broad understanding of what TSD is and why local officials should work to encourage TSD developments in their communities. TSD is a land use planning technique that calls for encouraging mixed use commercial and residential centers along transit corridors and, if applicable, around public transportation stations. Traditionally, studies on land use and mass transit connections have focused on rail-based mass-transit systems. However, when looking at the Greater Rochester area, a more pragmatic approach is to study land use patterns and regulations along bus routes, and especially within key “nodal points” along those bus routes. This report follows the later approach.

Transit Supportive Design is different from the more widely known “Transit Oriented Design” (TOD) approach. TSD is essentially a scaled back version of TOD. Whereas TOD developments rely heavily on large scale and costly mass-transit infrastructure, such as light rail and subway lines, and is typically more limiting of automobile transportation in the immediate vicinity of high density development around light rail/subway station facilities, TSD developments are oriented towards a range of transportation options, including ready access to both public transportation services and automobiles. Pedestrian considerations are also a critical component of TSD concepts, because all public transportation users are also pedestrians, and providing safe, efficient, and effective pedestrian connections throughout neighborhoods is vital to encouraging public transportation use and providing transportation options.

Section 2.1: The Land Use-Transportation Connection.

Extensive literature is available that documents the numerous links between transportation infrastructure and land use. Books such as Kenneth Jackson’s *Crabgrass Frontier* (1985); *Borderland: Origins of the American Suburb 1820-1939*, by John Stilgoe (1990); *Suburban Nation: The Rise of Sprawl and the Decline of the American Dream* (2000) by Andres Duany, Elizabeth Plater-Zyberk, and Jeff Speck; and Dolores Hayden’s *Building Suburbia* (2003), all discuss the role of transportation infrastructure in the history of land use development in the United States. What these books, and the many academic and popular articles produced on cities, suburbs, and sprawl all have in common, is the centrality of transportation issues in the story of land use development.

While a detailed review of the interaction between land uses and transportation is beyond the scope of this report, a basic understanding of the connections between land use planning policies and regulations and transportation provides an understanding of how particular municipalities are laid out. Much of the transportation infrastructure built in the United States since the 1940s is a result of land use plans and regulations aimed at accommodating and promoting the use of private automobiles as the primary form of transportation. This report will assist municipalities with the challenges of retro-fitting this automobile-oriented infrastructure to effectively serve pedestrians and public transportation users.

The close relationship between land use and transportation is readily noticeable in situations where road expansion allows access to new developments in outlying areas. These new developments are typically only accessible by automobile. In many places more productive development scenarios would be to identify key transportation corridors and permit and encourage a mix of land uses and greater density of use along these corridors. A good mix and a density of uses encourages public transportation usage, since effective use of public transportation, and efficient provision of transit services, depends on a minimum density. Transit is ineffective and inefficient in very low density areas. Townhouses, rowhouses, patio homes, condominiums, and apartments are all housing types already present in the Rochester area and can be replicated along key corridors to achieve the residential densities required to effectively support transit. Even existing villages, whether they are separate municipalities such as

Pittsford and Victor, or “urban villages” that are neighborhoods within the City of Rochester such as the South Wedge and Park Avenue, offer existing examples of a mix of uses and density levels that are at or near levels needed to support effective transit.

In general, municipalities should aim for a density of about eight housing units per acre (or more) in areas where transit-supportive development projects are recommended. According to the American Planning Association’s *Planner’s Estimating Guide*, a “moderately low density” of six to eight residential units per acre is the bare minimum needed to sustain bus service. Residential developments at this density can include apartments, townhouses, and small detached houses. A density of nine to fourteen residential units per acre, which typically takes the form of townhouses and apartments, can also support bus services and, at the higher end, light rail service as well. However, for municipalities in the Greater Rochester area, the density of six to eight residential units per acre is a good benchmark for transit-supportive projects.¹ Most recommendations included in this report are not based solely on density; regardless of what density of housing units is located in a specific area, a broad range of good planning and urban design principles should be used to foster TSD projects.

Section 2.2: Infrastructure and the Support of Pedestrian and Transit Use.

Municipal governments can encourage, or even mandate, the construction of infrastructure that supports pedestrian and mass transit systems. In cities and villages, the infrastructure is typically already in place for transit-supportive development projects. In suburban areas, local governments should consider rebuilding existing infrastructure to encourage transportation options. Coordination with state and county agencies may be necessary to accomplish this, but such projects can be encouraged through local planning efforts. In suburban areas, new developments oriented around public transportation facilities such as key intersections (where bus stops are often located) and park and ride lots can be built. Building sidewalks to increase pedestrian travel and link a variety of nearby destinations together, making available designated on and off-road paths for bicycles, and promoting a uniform appearance for public transportation facilities, are all potential infrastructure improvements that can be made to encourage non-automobile transportation use.

Bus turnouts, which provide a small recessed place for buses to turn out of traffic lanes when stopping to pick up passengers, may be a good idea in highly trafficked roads. However, care must be taken when designing and locating these turnouts so that buses are able to safely and promptly re-enter traffic lanes. If turnouts are to be installed, they should be located on the far side of street lights so that buses can pull out into the travel lane when the lights turn red, and a long taper should be provided so that buses can accelerate to match the speed of traffic when pulling out of a turnout. Turnouts can help to define the location of bus stops, but they may come at the cost of lengthening service time.

Providing on-street parking is a key technique to support pedestrian activity particularly on busy roads. Parked cars on the street provide an important physical and psychological buffer between moving traffic and pedestrians on the sidewalk. Pedestrian and transit-supportive design projects typically site buildings so that they abut sidewalks and are close to streets, and have parking lots behind them and linked to the street with driveways and pedestrian connections. In these situations, on-street parking provides short-term convenience parking for any businesses located in these buildings. Trails for bicycling should be provided while cyclists should be encouraged to ride alongside traffic, preferably in designated bicycle lanes.

¹ Please see the American Planning Association’s *Planner’s Estimating Guide: Projecting Land-Use and Facility Needs*, pages 20 through 22, for additional information.

Section 2.3: Benefits of Pedestrian and Transit Supportive Development.

There are numerous benefits that can accrue to a municipality that pursues transit-supportive development projects. These benefits include:

- Efficient use of Public Infrastructure: Water and sewer lines, roadways, and sidewalks are all more cost effective in areas that are more densely developed. More taxpayers (users) are paying into the system, thus reducing the cost to individual users.
- Effective use of Public Transportation Infrastructure: Many investments have been made in buses and sidewalks. Denser development that supports walking and transit use makes better use of this investment than low density single family homes.
- Energy Costs: With steadily rising costs for gasoline and forecasts for it to remain at that level or go even higher, more and more people are considering ways to reduce their transportation costs. Creating developments and communities that are more compact and support walking and transit use is an important way to address this growing concern.
- Household Economics: The costs of owning and maintaining a private automobile easily runs to several thousand dollars per year. By providing communities with true transportation choice, families and households may be able to reduce, if not eliminate, the need for private automobiles. Instead of the three to four cars per household that are common in some areas, perhaps one to two cars per household would be possible.
- Public Health: The planning profession got its start in the mid nineteenth century dealing with acute diseases such as cholera and typhoid. The results were great public works such as the provision of clean public water and removal of sewage. Today, increasingly, the planning profession is returning to its roots with the realization that how we have designed communities in North America over the past 60 years may have contributed to the dramatically increasing rates of obesity and the chronic diseases (diabetes, heart disease, hypertension) that accompanies it. One of the most effective ways to combat these chronic diseases is to make sure physical activity is easily incorporated into a person's daily routine. Unfortunately, in many of the auto-oriented communities that have been built in the past 60 years, labor saving devices and the assumption that everyone will drive to their destinations, has made it very easy to lead a sedentary lifestyle. Compact, walkable, and transit supportive communities make it easy to incorporate walking and biking into daily routines and avoid the surreal but sadly common experience of driving to the gym to run on a treadmill.
- Environmental Stewardship: Compact walkable communities that support public transportation use help to reduce our "carbon footprint." Townhouses and apartments are more efficiently heated and cooled than single family homes. Reducing dependency on private automobiles reduces the environmental costs, such as air and water pollution, that comes with automobile use.

Section 2.4: The Market for Transit Supportive Development in the Greater Rochester Area.

Developing transit-supportive projects requires a favorable market and regulatory authorities, municipal leaders, and ultimately the public, having a favorable view of them. Several local development companies are currently involved in redeveloping and revitalizing urban properties that, while not

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exclusively transit-supportive, are aimed at fostering pedestrian and public transit uses through their designs and their location within an urban street network. Many of these companies' development projects are aimed at creating unique mixed-use destinations and building off of the energy of downtown/urban village districts. The redevelopment of buildings and sites such as the former Genesee Hospital complex and downtown factory buildings for new office, residential, and commercial spaces are fundamentally aimed at reducing the need for people to travel in private cars to access goods and services. Other local sites that are seeing transit-supportive development include Park Point by the Rochester Institute of Technology campus in Henrietta, the Citygate project at Monroe County's old Iola complex in Brighton, and the Erie Station Village development in Henrietta. The range of locations (urban, inner suburban, outer suburban) shows the versatility of TSD projects.

Demographics are a key consideration for TSD projects. Typically, TSD projects are designed to appeal to two main demographic groups: young professionals and retirees. These groups typically do not have children living at home, and are interested in living in environments with vibrant street scenes and ready access to a wide variety of goods and services. People living in these types of developments will often use public transportation as long as they can reach a bus stop that is within one quarter mile (about a five minute walk along well-designed walkways) of their residence, but parking spaces must also be provided for them because they usually want to keep their cars. Both young professionals and retirees are attracted to TSD developments because it frees them from the financial costs and time required to maintain a single-family free-standing house, with all of the yard work and continual maintenance/repairs that are required of houses. In addition, these groups typically do not need the same amount of space that families with children living at home do. Therefore, when developers and local governments are considering TSD projects, they should carefully determine the optimum locations for TSD projects as well as consider what demographic groups the municipality wants to retain and/or encourage to live within its boundaries.

Section 2.5: Obstacles.

Despite the many benefits that can accrue to a community from sound transit supportive development, there are some obstacles in the path of developing successful region-wide transit-supportive corridors.

- Automobile Oriented Land Use Patterns: Beginning in the 1920s but accelerating after WWII, suburban residential developments began expanding outward from older urban centers. In the Genesee/Finger Lakes region, the towns around cities and villages witnesses substantial growth from the 1950s on. Suburban growth, especially evident in Monroe County, was primarily automobile dependent. As a result, the fairly dense network of streets and sidewalks that characterizes urban, inner suburban, and village areas in the region gave way to a low-density, loosely connected system of individual subdivisions, often with cul-de-sacs, and arterial roads lined with commercial strip development. Retrofitting such infrastructure and land use patterns can be a major expense for public and private entities alike.
- Municipal Land Use Regulations: Many municipalities have crafted their land use regulations to accommodate and encourage the auto-oriented land use pattern of development. Now that many places are attempting to develop a more compact, more balanced community, these regulations are often found to be outdated. They may mandate large lots sizes, deep setbacks, or a significant amount of on-site parking. Zoning laws may prohibit residential uses from commercial areas and vice versa, when older communities often found it useful to have apartments above stores (affordable housing)

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and corner stores in residential neighborhoods. All of these code requirements work against compact, walkable places that support transit.

Municipal land use plans and regulations should be coordinated along regionally significant mass transit corridors. While this does not mean that municipalities should simply seek to replicate a neighboring town or village's land use regulations, it does mean that local officials should consider their neighbor's planning and zoning when revising and updating their own plans and laws.

Coordinating land uses across several municipalities with the aim of developing a unified corridor of transit-supportive development should be done by all municipalities in the region.

- Stable Real Estate Market: The real estate market in Greater Rochester is generally conservative, and with the area's stable population, does not see the great swings seen in other parts of the country. However, the lack of strong growth pressures mean that what new development does occur merely shifts people around the region. In any market, only a certain percentage of development, at least to date, tends to be compact, walkable development. In fast growing markets, there is more compact walkable development just because there is more development overall. In Rochester, there is comparatively little new development, and developers tend to be conservative, building developments that have worked in the past and which they presume will work in the future. Creating a new development paradigm takes a developer who is willing to attempt something new and different, at least in the Rochester market.
- Public Resistance to Change: When many people hear "higher density development" they fear change and perceived negative impacts on their property values. To many people in suburban areas that have thus far been overwhelmingly low density communities of single family homes, the potential for mixed use developments with apartments and townhouses may represent something they are unfamiliar with.
- Perceived Environmental Degradation: At times, infill development in suburban areas will encounter resistance on "environmental" grounds because the land had until then been open space. While developing a site will undoubtedly impact the open space and species that rely on that particular piece, infill development on sites in developed suburban areas is more environmentally sound when viewed at the regional or ecosystem level. Areas served with water and sewer infrastructure and access to public transportation prevent opportunities for compact development that is more sustainable than low density development on the ex-urban fringe.

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CHAPTER 3: TRANSIT SUPPORTIVE DEVELOPMENT GUIDELINES

Section 3.1: Introduction.

This chapter provides a general set of Transit Supportive Development (TSD) guidelines that any municipality can use when updating or revising its land use planning and regulatory documents. The aim of this chapter is to offer municipal officials and boards a succinct overview of standard TSD practices that, when properly implemented, can encourage investment in targeted areas of a municipality and the increased use of transit and pedestrian infrastructure.

This list has been tailored to meet the needs and interests of municipalities in Greater Rochester. It is intended for use as a guide for local boards and officials who want to include TSD concepts and practices into their comprehensive plans, zoning regulations, and design standards/guidelines.

For ease of review by local boards and officials, this list is organized into categories based on the types of land use regulatory documents commonly used by municipalities. There is some overlap in the contents of each list, which simply reflects the many opportunities and choices municipalities have when developing and implementing TSD policies and practices. In general, municipalities should use their comprehensive plans to state interest in and support for TSD projects, and then seek to realize TSD projects through local laws and design guidelines.

Implementation of some of the concepts discussed in this chapter would require the coordination of municipal planning programs with outside agencies, such as public transportation providers. Local officials should work collaboratively with outside agencies when working on issues relating to the intersection of land use and transportation.

The following chapters (Chapters 4, 5, and 6) explain how the TSD principles described and explained in this chapter can be applied to site-specific locations around the Greater Rochester area.

Section 3.2: Municipal Comprehensive Plans.

The Comprehensive Plan is the basic foundation of municipal land use policies. Typical comprehensive plans profile current land use conditions, describe the desired future state of land uses, and outline the process that the municipality will follow to realize the desired future state.

Transportation considerations should be an integral component of comprehensive plans. The following transportation-related topics should be considered by local governments that are revising and updating their comprehensive plans:

- Include good maps showing the location of all roads, railroads, trails, and other transportation infrastructure such as airports and marinas. Overlay maps of transportation systems with maps of key community resources such as key public facilities (community/recreation centers, government buildings), parks and outdoor recreation areas, major commercial/retail centers, schools and university/college campuses, and other community focal points.
- Identify public transportation providers, bus routes and bus stops in the municipality. Information on the location of bus routes and bus stops in Greater Rochester is available from the Rochester Genesee Regional Transportation Authority (RGRTA).

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- Include statistical data (such as from the U.S. Census Bureau and New York State agencies such as Department of Transportation and Department of Labor) that profiles information, such as age, employment, and automobile ownership information, to provide an understanding of population needs with regards to transit.
- When developing a comprehensive plan, local governments should collaborate with the New York State Department of Transportation (NYS DOT) and local transit providers such as Rochester Genesee Regional Transportation Authority (RGRTA) and County Area Transit Systems (CATS) to identify high-density development areas where transit-supportive infrastructure can be located.
- Highlight opportunities for high value investment in higher density, mixed-use (residential, commercial, recreational, institutional) development along identified transit corridors. Ideally, these kinds of developments should be located within a one-quarter mile distance (about a ten minute walk) from bus stops and should be well connected with sidewalks and trails.
- Include a policy statement that specifies municipal support for development projects that are tied to public-transit use. For instance, a municipality might consider allowing a developer to build more housing units in a new development than is normally allowed along as that development is located within one-quarter mile from a bus stop and is linked to that bus stop with pedestrian infrastructure.
- Identify potential locations for bus turnouts. Turnouts are stopping areas for buses that are outside traffic lanes. They typically work best on highly trafficked roads because they allow buses to pull out of travel lanes to pick up passengers; not only does this reduce the possibility of collisions between buses and other vehicles, it streamlines traffic flow by allowing vehicles to easily move past stopped buses. However, care must be taken when designing turnouts so that buses have the ability to easily and safely re-enter traffic lanes; locating turnouts on the far side of intersections with stop lights and providing them with a long taper to facilitate acceleration are two methods of accomplishing this.
- Recommend that all new development, and re-development along transit corridors and in established hamlet, village, or “town center” areas should be compact, walkable, and of a density high enough (at least an average of 8 residential units per acre) to support the provision of effective transit services.
- Recommend that all new development and re-development along transit corridors and in established hamlet, village, or “town center” areas should address the public street and encourage pedestrian activity by requiring the main entrance to be off the street, and first floors have an active façade with window and door placement.
- Recommend parking regulations that reduce the amount of required parking, contain maximum amounts of parking allowed, and require off-street parking lots be located *behind* buildings that face onto the street. Well marked and protected (i.e. curbed islands) pedestrian links should be provided between parking areas and the building and/or street. Pedestrians should not have to traverse long distances through parking lots intermingled with vehicular traffic. (see also *Bicycle and Pedestrian Supportive Code Language* and *Monroe County Statistical Analysis of Parking by Land Use*)
- On-street parking should be recommended in village, hamlet, and town center areas. To encourage and support the residential component of mixed-use developments, on-street parking should be permitted overnight and year round, as is done in the City of Rochester.
- Recommend shared access to parking lots. Where several small parking lots, each with their own entrances/exit, are grouped together, the access should be combined into a single entrances/exit and good pedestrian connections to surrounding properties.

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- Recommend the use of street trees and landscaping to improve the appearance of streets and sidewalks, provide shade, and provide a buffer between pedestrians and traffic lanes.
- Recommend the use of street furniture, such as benches, trash receptacles, and kiosks, to enhance pedestrian circulation systems.
- Include, where applicable, site specific recommendations for areas where TSD projects would be beneficial, such as undeveloped or vacant sites within villages, hamlets, town centers, and transit corridors.

Section 3.3: Zoning Regulations.

Zoning laws, which are based on the recommendations within comprehensive plans, organize a municipality into a series of districts with specified land uses, densities, and dimensional requirements for development. Local governments can use their zoning regulations to foster transit-supportive developments in the following ways:

- Review the allowable land uses within each zoning district in villages, hamlets, town centers, and areas served by transit. Amend or create new zoning districts as necessary to allow as-of-right a broad range of uses, including mixed-use. The titles and descriptive language for these districts should reflect the intention. For example, Rochester's C-2 district covers many of the city's "main streets" such as South Avenue, Park Avenue, and Monroe Avenue and is called the "community center" district and allows a wide range of commercial and residential uses as of right.
- Consider instituting "form based" zoning codes for villages, hamlets, and town center areas. Form based codes regulate the physical appearance and "form" of buildings instead of the traditional regulation of the use of the building. In form-based zoning, a variety of land uses are allowed, so long as they can take place within buildings that are architecturally compatible and do not adversely impact the surrounding area. In fact, it may be easier to list the few *prohibited* uses than to try and formulate a long list of *allowable* uses.
- Consider enacting a zoning district modeled on the Town of Perinton's "Limited Commercial" district for areas in the vicinity of Park and Ride lots and residential neighborhoods. This special zoning district, explained in Section 208-43 of the Town's zoning law, allows small scale retail businesses that serve day-to-day needs of neighborhood areas to be located near residential developments.
- Consider enacting zoning overlay districts in the immediate vicinity of designated bus stops that allow mixed-use developments oriented around those bus stops.
- Consider enacting a Planned Unit Development (PUD) policy that includes provisions for transit infrastructure as part of the review and approval process. PUDs can be built on greenfield sites or as part of a redevelopment project; either way, they should generally emulate traditional gridded street and sidewalk patterns. PUD's do require thorough review and analysis by the municipality. If a municipality chooses to utilize PUDs, then it should have adequate planning staff or be prepared to retain its own consultants for the project and not rely on the applicant's consultants and the volunteer planning board for the review process.
- Encourage cluster/conservation subdivisions in appropriate areas, such as along village and hamlet borders, near major intersections/transit stops, and where a critical natural resource such as a wetland or steep slope might be negatively impacted by development. Grouping buildings together in one part

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of a large site has many advantages, including making walking/bicycling more practical for many people and bringing people closer to transit stops.

- Consider density bonuses for developers who build transit-supportive features into their projects.
- Require *maximum* allowable building setbacks (0-5 feet) along main streets in village, hamlet, and town center areas. Minimize/eliminate side yard setbacks to encourage greater density within these areas.
- Require *minimum* height requirements on buildings (20 feet) to help maintain a good pedestrian-oriented scale and enclose/frame the public space of the street. The general rule of thumb is that buildings should be *at least* as tall as half the width of the street right-of-way. So a street that has a 100 foot wide right-of-way should have buildings at least 50 feet (4 stories) tall. Requiring at least 20 feet is a reasonable first step to creating more compact, walkable areas of the community.
- Mandate the main building entrance face the street in village, hamlet, and town center zoning districts.
- Require pedestrian links between sidewalks, bus stops, and parking lots.
- Minimize curb cuts to improve pedestrian and bicyclist safety.
- Maximize the separation of pedestrians and vehicular traffic in and around parking lot areas. This can be achieved through parking lot design standards in the zoning law that mandates crosswalks and curbed pedestrian sidewalks through large parking lots. Specific infrastructure improvements include installing raised sidewalks that separate pedestrians from automobile or using a different material/color/texture to set off pedestrian routes from the surrounding pavement.
- Improve pedestrian connections and circulation by:
 - Require pedestrian links between parcels in commercial strips.
 - Require pedestrian links within a single large-scale commercial development.
 - Require pedestrian links among residential neighborhoods and between residential neighborhoods and local green spaces such as parks and trail systems.
 - Require pedestrian links between bus stops/park and ride lots and nearby developments.
- Require an assessment of pedestrian circulation systems as part of the land subdivision and site plan review processes, especially for the site plan review of large commercial projects. There should be direct and obvious pedestrian routes to the main entrance from the public sidewalk.
- Consider forming “PED” (Pedestrian) Zones similar to the Town of Perinton’s model. In Perinton, a PED Zone includes all land within a 4,000 foot radius “of the central point of a public school, public park, or active commercial area.”¹ These areas are designated on a map that is formally adopted by the Town.
- Require sidewalks to be a minimum of five feet in width, or a minimum of eight feet if they border a curb and do not have a planting strip between them and traffic lanes. Sidewalks along main commercial streets in downtown/village/hamlet/town center areas should be wider, up to 15 or 20 feet, to allow for ample pedestrian movement, street furniture and public art, and outdoor seating areas for restaurants.

¹ Please refer to the *Zoning Law of the Town of Perinton*, Section 208-28, for additional information on PED Zones.

Section 3.4: Design Standards/Guidelines.

Design reference documents are typically used by local governments to encourage or require a certain appearance/function in a specific area of their municipality. It is important to understand the difference between “guidelines” and “standards.” Design standards are legal land use requirements and must be adhered to or have a variance granted. They are included as part of a local law, such as a set of design standards that apply to a specific zoning district. Design guidelines are reference documents to assist in the development and review of projects and are voluntary. Some topics for local officials to consider when revising/developing design standards/guidelines are:

- **Bus facilities:**
 - Locate bus stops on street corners and other highly visible places.
 - Install benches, trash receptacles, and a shelter for bus riders.
 - Provide a paved surface around the bus stop so that riders are not forced to stand in mud or dirt.
 - Set any benches and/or shelters back from the curb so that bus riders are not splashed during rainy days.
 - Include a “bulletin board” at all bus stops with a map and schedule of the bus route displayed.
 - Provide a ramp for wheelchair users to safely descent to the street before boarding a bus.
 - Use systematic aesthetic standards to standardize the appearance of bus stops and promote a readily identifiable “style” for public transit infrastructure.
- **Building location and design:**
 - Site buildings as close to sidewalks as possible, especially with regards to commercial buildings in village, hamlet, town center, and transit corridor settings.
 - Allow multiple story buildings
 - Require minimum height
 - Require a minimal level of quality in terms of materials (i.e. no unfinished cinder block or metal panel construction) for new/renovated buildings
 - Ensure that building facades are “permeable,” that is, that they have large windows to allow pedestrians to see inside and people inside the buildings to view the street scene.
 - Encourage the use of awnings and canopies for street frontages dedicated to commercial uses.
 - Prohibit drive-through facilities or, if they are allowed, ensure they are placed in the rear and well screened from the sidewalk so as not to negatively impact pedestrians and bicyclists.
- **Street furniture:**
 - Consider “shy distance”, which is the amount of space required by pedestrians to feel comfortable when passing objects while walking down a sidewalk, when locating street furniture and planning sidewalk widths. Generally, shy distance of about 1.5 to 2.0 feet should be provided for around all objects located in and along sidewalks.
 - Install street furniture such as benches, planters, trash receptacles, bollards, kiosks, public art, bulletin boards, parking meters, newspaper racks, mail boxes, bicycle racks, and light poles so that these objects are out of the way of the main pedestrian walkway.
 - Place benches perpendicular to the street, or, if necessary, parallel but facing away from the street. People enjoy watching other people walking by, not passing traffic.
 - Recommend a coordinated/thematic approach to the design and appearance of street furniture.
- **Street Trees:**
 - Consult with a local landscape architect on plant and tree varieties suited to the unique requirements of street plantings
 - Coordinate the location of street trees with nearby buildings; for instance, plant trees in such a way so as to “bracket” a permanent display sign on the front of a building.

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- Avoid planting trees that drop soft seeds on pedestrian routes.
 - Utilize, wherever possible, planting areas to collect stormwater runoff through rain gardens
 - Use proper grading to direct water runoff away from pedestrian routes.
 - Periodically trim/prune trees to keep a space of about eight to ten feet above the sidewalk clear of obstructions.
- On-street Parking:
 - Require on street parking to reduce the need for large surface lots and provide a buffer between pedestrians and traffic.
 - Recommend recessed on street parking or curb bump outs. Bump outs also serve as “traffic calming” devices and can improve pedestrian safety since they narrow the distance the pedestrian must traverse to cross the street.
- Surface Parking Lots:
 - Locate parking lots behind buildings.
 - Require landscaping to break large parking lots up into smaller areas and reduce the “desert of asphalt” effect.
 - Require pedestrian walkways through parking areas.
 - Recommend the use of trees/landscaping/low fencing to “screen” parking lots from streets and nearby properties. The screen should provide a clear boundary between the street and parking lot. Gaps should be left in these screens to allow for pedestrian connections between the parking lot and the street.

CHAPTER 4: CORRIDOR A NODAL POINTS: DESCRIPTIONS, ASSESSMENTS, AND RECOMMENDATIONS

Section 4.1: Introduction.

Chapter 4 focuses on Corridor A. This chapter provides a description of the current infrastructure and land uses in each Nodal Point in Corridor A, an assessment of the current land use plans and regulations that apply to the nodal points, and a list of recommendations for potential improvements that can be made to the nodal points to encourage transit-supportive development projects. Municipal plans, reports, studies, and local laws were reviewed in order to compile the information found in this chapter, but most information here comes from field work. G/FLRPC staff visited and photographed the sites in order to gain a good understanding of their current development conditions.

Each Nodal Point is profiled in a three-part section. The first part of each section, *Description of Current Infrastructure and Land Use Conditions*, provides a summary of the current status of infrastructure and land uses within the Nodal Point. The second part of each section, *Assessment of Current Planning and Zoning Conditions*, reviews the contents of municipal comprehensive plans, zoning regulations, design guidelines, and other applicable documents that impact land uses and development conditions in the Nodal Points. Lastly, the third part of each section, *Recommendations*, consists of a list of suggested improvements, including potential infrastructure and land uses changes, which local governments can use as a guide to fostering transit-supportive developments when revising and updating their land use planning and regulatory documents.

The recommendations included in this report are intended not only to provide local boards and officials with concrete ideas for improving the viability of transit-supportive development in the Nodal Points, but also to spark general interest in and ideas for transit-supportive development projects. These recommendations are not presented as a necessary or definitive course of action, but rather as the starting point for in-depth conversations among municipal officials, developers, citizens, and others interested in pursuing transit-supportive development projects.

The recommendations are illustrated through aerial photographs of the Nodal Points. Call-out boxes on the photographs highlight the recommendations that are listed in the text. The call-out boxes are numbered to correspond with the numbered recommendations listed in the text for each Nodal Point.

General Corridor Description: Corridor A is based on the Regional Transit Service's Route 7. Please refer to Appendix B at the end of this report for information on bus ridership figures on this route. This corridor begins in the area known as the "Irondequoit Town Center," and follows Clinton Avenue south into downtown Rochester, passing through commercial and residential neighborhoods along the way. From downtown, it follows Monroe Avenue southeast through the Monroe Village area and into Brighton, where it passes through Twelve Corners. This corridor continues east along Monroe Avenue, past Pittsford Plaza, until it ends in the Village of Pittsford.

Please see **Figure 4.1** on the next page for a map of Corridor A.

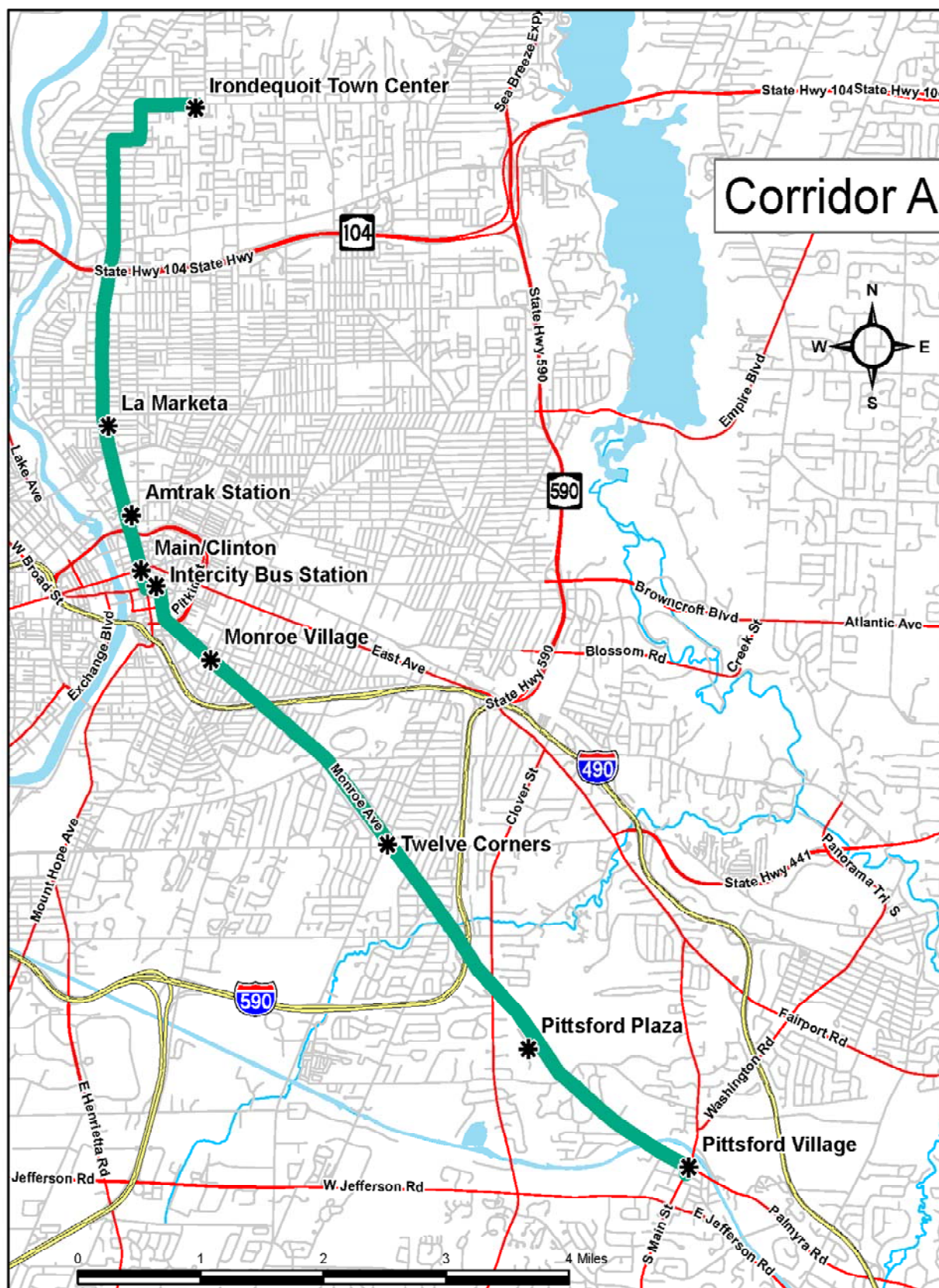


Figure 4.1: This map depicts Corridor A and its nine nodal points.

Section 4.2: Nodal Point A-1: Irondequoit Town Center.

Subsection 4.2.i: Description of Current Infrastructure and Land Use Conditions.

The “Irondequoit Town Center,” as designated by the Town’s Comprehensive Plan, consists of the area around the intersection of Titus Avenue with Cooper Road and Hudson Avenue. This area is primarily a commercial center with retail and personal service businesses grouped along Titus Avenue. Sidewalks run throughout this area, and most have a planting strip between them and the street. There are some pedestrian refuges in roads at major intersections, while other major roads sometimes have medians. Many nearby blocks have tree-lined streets and sidewalks. On the block west of Cooper Road on Titus Avenue, the sidewalk paving material changes on the southern sidewalk. This creates interest in the design and indicates that this is an area for pedestrians as opposed to cars.

There are few public transportation amenities here, although they could easily be installed. Titus and Hudson Avenues are five lanes wide, which is a long distance for walkers to comfortably cross. On-street parking is not available here. There are many parking lots here, but little shared parking.



Figure 4.2: *This view looks north along Hudson Avenue; the Titus Avenue intersection is at the street lights in the distance. The numerous curb cuts and lack of a planting strip make this an uncomfortable sidewalk for pedestrians to use. Furthermore, without bus turnouts, buses would have to stop in the right travel lane to pick up riders waiting along this stretch of the road.*

Most buildings along Titus Avenue are sited close to the sidewalk, but buildings are set further back from lot lines along Hudson. There are several buildings with site layouts geared towards cars.

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Three businesses have a drive-through, one is a gas station, and one is a large parking lot with an ATM. These buildings sit close to the sidewalk, but are designed more for cars. There are a large number of curb cuts along the main streets to the many parking lots. This increases the danger for pedestrians and bicyclists and can make their trips more unpleasant. Frequent curb cuts mean more frequent interaction with cars, which increases the likelihood of an accident and forces pedestrians to be on constant lookout for cars, rather than enjoying their walking. Curb cuts separate the sidewalks and therefore many portions are very short. This area has been heavily redeveloped to serve automobiles.



Figure 4.3: *This view, looking east along Titus Avenue, shows the relationship between the one-story commercial buildings along the south side of the street and the street itself. Potential improvements might include adding a crosswalk to the driveway in the foreground.*

Hudson Avenue

When traveling north along Hudson Avenue towards the Town Center, a large parking lot serving a Wegmans store and other retailers is located on the west side of the street. North of the Wegmans are several businesses with small parking lots in front. When empty, this large lot indicates that the area is deserted. At the intersection with Titus Avenue, there is a gas station on the west and a business that is more pedestrian-oriented to the east. Hudson is the most automobile-oriented of the three streets in the Town Center. While it maintains the pedestrian element of sidewalks, those sidewalks on this street mostly lack a buffer to protect walkers from traffic.

Titus Avenue

Approaching the Town Center from the west along Titus Avenue, there are single-family residences to the left and larger buildings with large parking lots to the left. The intersection has different uses, those being residential, offices, a gas station, and a commercial building. The next block consists of more single-family houses on the left, which are most likely offices, and businesses to the right. The development here becomes denser. Past this, on the north side of the street is an older and more attractive building that houses town officials. Development here is more pedestrian-oriented, with most parking lots placed behind buildings. However, there are many curb cuts along this stretch of the road, which negatively impact pedestrians.

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East of the Cooper Road intersection, the commercial buildings become one-story. Ideally, these buildings, if redeveloped, would be replaced by two or perhaps three story structures. Taller buildings are more conducive to mixed-uses, and could have residential or office space above retail space on the ground floor. Single-family homes continue on the north, and later, the south side of the street.



Figure 4.4: *The intersection of Titus Avenue and Cooper Road in the Irondequoit Town Center. Future development projects in the area should emulate the building in the center of the image by seeking to match its scale and orientation towards the street.*

Cooper Road

At the intersection with Titus Avenue, Cooper Road is flanked by commercial buildings that are adjacent to the sidewalk. However, there are several large surface parking lots near here as well. One parking lot replaces part of the sidewalk, which creates the only break in a sidewalk in the Titus-Cooper-Hudson node. Within a few blocks the neighborhood becomes predominately residential. There is a large parking lot next to the library, coupled with single-family homes spaced further apart than the surrounding area. However, the street is only two lanes wide. This is less distance for people to cross and the narrowest street of the three main streets in the Town Center node.

Subsection 4.2.ii: Assessment of Current Planning and Zoning Conditions.

Several planning/design reports, including the *Master Plan for the Town of Irondequoit* and the *Titus/Cooper/Hudson Town Center Design Guidelines*, include information on how to accomplish this. However, these reports, especially the Master Plan, can be augmented with a focus on transit-supportive development. In the future, the Town's current Master Plan may be extensively revised from its current state; it was adopted by the Town in December 1985 and has not been updated since then.

The Master Plan identifies eight geographically defined areas of the Town as "Planning Strategy Areas", one of which is the Titus-Cooper Hudson Avenue area. The Plan discusses a series of "Implementation Strategies" for each Planning Strategy Area. For the Titus/Cooper/Hudson area, these

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strategies include the physical improvement of the Irondequoit Plaza/Titus Mall shopping center, commercial revitalization and traffic flow improvement at the intersection of Titus Avenue and Cooper Road, researching the developing of a public transit center in the area, and infrastructure improvements to Hudson Avenue aimed at improving pedestrian and automobile traffic flow. The Plan discusses the possibility of developing a regional transit center at the Irondequoit Plaza/Titus Mall, but does not definitively state that the Town will support such a project. Currently, several RTS bus routes serve this area, so it already functions as a public transit center even without a special facility dedicated to this purpose.

The Town is expected to begin work on a new comprehensive plan in the near future. Any new planning recommendations devised for the Town Center area should build on the recommendations of the current plan, but include more specifics regarding transit-supportive development. A good starting point is the *Titus/Cooper/Hudson Town Center Design Guidelines* report, discussed below.

The *Titus/Cooper/Hudson Town Center Design Guidelines*, issued in August 2003, provide detailed recommendations for designing new buildings and infrastructure in the Town Center. While an exhaustive review of the *Design Guidelines* is beyond the scope of this report, these *Design Guidelines* are an important document because they include specific dimensional requirements for setbacks, information about parking, recommendations for improving pedestrian and bicyclist circulation, and advice about lighting, utilities, building location, landscaping, signage, and public art. The *Design Guidelines* discuss architectural design such as fenestration, canopies, and lighting; and perhaps most importantly they discuss street and sidewalk design. The street and sidewalk design commentary include recommendations on improving vehicular, pedestrian, and bicycle circulation; landscaping upgrades, the design of street furniture, and the design of bus shelters. In summary, the *Design Guidelines* offer a well considered and concrete set of proposals for ensuring that future developing in the Town Center will be pedestrian-friendly and transit-supportive.

Turning to municipal zoning, the Town Center includes portions of three zoning districts: C (Business District), MUC (Mixed-Use Commercial), and R-6 (Residential). The Business District's permitted uses are broader than typical commercial districts: professional offices, institutional uses such as schools and fire stations, places of religious worship, retail stores, banks, self storage facilities, and restaurants. A range of other business uses are allowed by special permit. These district regulations are transit-supportive because they allowing a variety of businesses and retail services to congregate in one distinct area.

The MUC district includes the “heart” of the Town Center, which are the intersections of Hudson Avenue and Cooper Road with Titus Avenue. According to the Town's zoning law, the “purpose of the Mixed Use Commercial (MUC) Zoning District is to create a traditional mixed-use area that can serve as a gathering place, scaled to the pedestrian.”¹ The article includes four goals:

1. To create an aesthetically pleasing public realm of streets and sidewalks framed by building facades, decorative and enlarged sidewalks, architectural street lighting and signage, enhanced by trees, plazas, parks, natural and recreational areas, and other public amenities.
2. To make available sites for civic uses and small-scale public events.
3. To make the zoning district an area that is appealing to pedestrians and bicyclists and built on a scale that is conducive to pedestrian activity.
4. To create a distinctive identity and sense of place.

These goals inform a set of zoning regulations that are clearly aimed at reinforcing the Town Center's role as a pedestrian oriented residential and commercial destination. Furthermore, these regulations seek

¹ Zoning Law of the Town of Irondequoit of 1997. See Article VIIIA, Section 235-30.1.

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to promote pedestrian and public transit transportation options by including specific requirements for accommodating these transportation modes in all new development and redevelopment.



Figure 4.5: *A view looking east along Titus Avenue in the Irondequoit Town Center. The Town should work to expand the range of services offered to residents in this area and upgrade pedestrian amenities along the sidewalks. For instance, there is no bench or cover by the bus station sign (at the right of the image, by the light pole) for bus patrons.*

For instance, the MUC district permits a variety of uses such as retail and personal service businesses, banks, offices, restaurants, churches, libraries, and apartments. This is important because a good mix of land uses will attract a variety of people to the area, thus supporting local businesses and giving the district the feel of a traditional small town “Main Street.”

The MUC district’s dimensional requirements are clearly aimed at encouraging transit and pedestrian supportive design. There is no minimum lot area and the minimum lot frontage is only 24 feet; the maximum front setback must be set by the Town Planning Board but cannot exceed the average setback of adjoining structures. The side and rear setbacks are set at zero (unless a lot adjoins a residential property, then those setbacks are set at 10 feet), which means that new buildings can be erected close to each other and form a continuous street frontage. The maximum height is 35 feet, which should be sufficient for a building of three stories. Buildings higher than this threaten to overwhelm the Town Center’s “Main Street” atmosphere, which these dimensional requirements serve to reinforce.

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The MUC district regulations include detailed commentary on parking requirements and incentives. The number of parking spots that must be provided by developers is linked to the square footage of floor space, or, in the case of residential developments, to the number of dwelling units. The zoning code encourages additional pedestrian traffic around the Town Center by providing incentives for common parking lots where patrons of multiple local businesses can park and leave their cars while they move through the Town Center on foot.

The MUC district regulations also include incentives for developers to provide civic spaces and public improvements. The Town will permit an extra 100 square feet of floor space for every square foot “of land dedicated to public use for pedestrian plazas, squares, greens, works of art, parks, playgrounds, trails, or other such public amenity . . .”² Furthermore, the Town will permit an additional 100 square feet of floor space for each \$5,000.00 spent on off site public improvements that are approved and accepted by the Town Board. These types of incentives are worthwhile because they provide developers with concrete benefits in return for the enhancement of public spaces that are used by pedestrians and public transit users.

Lastly, the MUC district regulations include four “Preapplication Review Requirements,” all of which reinforce the importance of good pedestrian linkages. All development projects within the MUC district must include pedestrian connections to sidewalk from front and or side building entrances, direct pedestrian connections to adjacent properties with pedestrian walkways, pedestrian connections to parking areas, and a direct link between the proposed development project and the Town Center Design Guidelines (as discussed above). These requirements clearly indicate the importance placed on good pedestrian infrastructure in the MUC district.

The permitted uses within the R-6 district are also well suited for promoting transit-supportive development. These uses include residences, professional offices, schools, churches, and parks and playgrounds. The key requirement for all these land uses is that the external appearance of the structures in which they are located is in conformance with residential buildings. However, the law gives great leeway to developers and the Town when determining what the appearance of “residential” structures is. The law directs the Town Planning Board to consider factors such as neighborhood character, property values, and public health and safety, when permitting projects in this district.

Subsection 4.2.iii: Recommendations.

Overall, this area of the Town has great potential for supporting additional transit supportive development projects. Currently, through its MUC zoning district, the Town has provided a sound basis for private investment in transit-supportive development projects that will enhance the appearance and functionality of the Town Center. Through its planning and design reports, the Town should focus on supporting and promoting the area as a retail center, backing projects that will result in an increase in the number of people living and working in the Town Center, and upgrading the appearance and functionality of the area for pedestrians and transit users.

Specific recommendations for promoting transit-supportive development in this area include:

1. Maintain the good sidewalk connections between the Town Center area and the surrounding residential neighborhoods. This promotes easy pedestrian access to the Town Center.
2. Buildings in the Town Center that do not directly abut sidewalks should be retrofitted or reconstructed to bring them closer to the sidewalks in order to improve pedestrian access to them.

² Zoning Law of the Town of Irondequoit of 1997. See Article VIIIA, Section 235-30.9.

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3. Off-street parking lots should be located behind buildings wherever possible. Where they cannot be relocated, they should be screened from the street.
4. Large, expansive parking lots should be redesigned to make them safer and more accessible to pedestrians. Installing raised sidewalks running through large parking lots directly linking buildings to sidewalks along the street can accomplish this by separating pedestrian from automobile traffic, thus improving pedestrian safety and creating a clearly identifiable path for pedestrians to follow.
5. Undeveloped sites, and outparcels along main streets and roads, should be filled in with new construction that is oriented towards the street, takes advantage of nearby existing parking lots, and has good pedestrian linkages with surrounding areas.



Figure 4.6: *This aerial view of the Irondequoit Town Center indicates some of the potential transit-supportive development opportunities and suggestions for improvements in this area.*

Section 4.3: Nodal Point A-2: La Marketa.

Subsection 4.3.i: Description of Current Infrastructure and Land Use Conditions.

The La Marketa node is located near the Upper Falls Shopping Center that was redeveloped with new commercial businesses in the mid 1990s. The La Marketa nodal point consists of the area north of Upper Falls Boulevard and south of Avenue D along North Clinton Avenue.

Sidewalks run along both sides of the street for La Marketa's entire length and are linked to sidewalks on the side residential streets that intersect with North Clinton. Planting strips with trees, street lamps, and differently colored-paving separate the pedestrians from the cars on the street. The available on-street parking here also provides a safety buffer for pedestrians. Intersections include no more than three lanes of traffic, making crossing them on foot safer and easier. Several intersections do not meet at T-s but rather at slightly different points. This slows traffic and provides a safe crossing environment for walkers, as cars must drive slower at these intersections.



Figure 4.7: *The open area to the left of this image is the proposed site of the La Marketa development project. Basic transit-supportive infrastructure is present at this site.*

This area has the basic infrastructure for transit-supportive development already in place. According to a Request for Developer Qualifications report issued by the City's Economic Development Department in 2004, the basic idea behind the La Marketa project is to continue the commercial/retail rejuvenation of North Clinton Avenue. Specifically, on the east side of the Avenue in the block between Sullivan and Hoeltzer Streets, the City would like to see a new commercial center, oriented towards multi-cultural food service retailers, that will serve as the anchor for North Clinton's rejuvenation.

This development, if it occurs, would be mainly geared towards local residents and aimed at enhancing the viability of local businesses. Essentially an enclosed public market with an adjoining open-air plaza, this facility would also include parking spaces and serve both the local residents, less than half of whom own cars, and customers from outside the neighborhood. The site's location on a major bus line is another benefit, as city residents from further outside the area can easily travel to the market without

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using a car. With a population density of 8,000 people per square mile, the North Clinton Avenue neighborhood is one of the most densely populated areas of the City. The La Marketa plans ably seek to provide this population with a range of services they would otherwise not have access to without a car.

Subsection 4.3.ii: Assessment of Current Planning and Zoning Conditions.

The area around the La Marketa site on Clinton Avenue is zoned mainly for commercial uses, while the surrounding neighborhoods are zoned residential. The City's zoning regulations classify this area as a commercial district, specifically as a C-2 district, and the summary of zoning requirements in the Request for Developer Qualifications report indicates that traditional transit-supportive design concepts are expected of any new development in this area. Building facades facing Clinton, Sullivan, and Hoeltzer should have an "active" building façade with windows and doors. There are no maximum building setbacks or parking requirements. The current zoning regulations strongly support future transit-supportive development in this site and all along North Clinton Avenue in general.



Figure 4.8: *The City's planning studies and zoning regulations call for future development in the La Marketa node that is integrated with the extant street and sidewalk network and factor in the scale of existing buildings.*

Subsection 4.3.iii: Recommendations.

With the basic infrastructure for transit-supportive development in place, the focus of future efforts should be on creating a new destination that is readily accessible from surrounding neighborhoods. General infrastructure upgrades such as new curbing, pavement, and sidewalks are suggested. A range of streetscape improvements, including installing new benches, trash receptacles, planters, signage, kiosks, landscaping, crosswalks, street trees, and lighting, are also identified. In addition, "gateway" structures

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marking the entrance to the North Clinton neighborhood are proposed as a means to boost community pride and counter negative perception of the area.

Specific recommendations for promoting transit-supportive development in this area include:

1. Maintain the good sidewalk connections between the La Marketa site and the surrounding residential neighborhoods. This promotes easy pedestrian access to La Marketa.
2. Relocate parking lots behind buildings so that they do not take up valuable street frontage.
3. Focus new construction on sites that are adjacent to sidewalks and readily accessible by pedestrians. The lower levels should contain commercial/retail uses while the upper levels can contain residential or office space.
4. New commercial development should be oriented towards the surrounding streets, have street entrances, large windows to lend a sense of “permeability” to the facades, and have parking areas behind buildings away from the sidewalks.



Figure 4.9: *Future development at the La Marketa site (above) should be fit into the existing street and sidewalk pattern and seek to broaden the range of commercial opportunities available to local residents. Some suggestions are included above.*

Section 4.4: Nodal Point A-3: Amtrak Station.

Subsection 4.4.i: Description of Current Infrastructure and Land Use Conditions.

The Amtrak station, located at 320 Central Avenue in the City of Rochester, is the focal point of rail-based transportation in Rochester. It is located on the same site as previous train stations, although the building itself is the fourth station building to stand on this site and was built in the 1970s. The station has good access for pedestrians as sidewalks lead directly to it from Central Avenue and the other two streets that surround it, Clinton and Joseph Avenues. However, there are not many nearby sites from which pedestrians would come to the station. Most of the surrounding land uses are commercial or industrial, and the train station has two large parking lots located in front of it, indicating that many people use cars to travel to and from the train station.

To the east of the station are a post office and some factories/warehouses. To the west are more commercial sites. Surface parking lots are located immediately south of the station, and the station's north side is bordered by the train tracks. This area is characterized by expansive surface parking, all of which could potentially fit into a single well-designed parking garage. This would open more room for new development or additional park space, both of which would improve this area. This would also free some of the surface parking area for redevelopment projects.

The Amtrak station is located just north of the Inner Loop. This provides it easy access by car, whether using I-490 or the Inner Loop. There is little else in the area to provide a neighborhood besides the factories/warehouses. The station is also accessible by foot and the streets are narrower than many intersections in the transit corridors. However, there is very little residential development in the area, making regular pedestrian traffic unlikely, and the station is mainly surrounded by parking lots. This situation goes against the mixed-use and dense development ethic of transit-supportive design.



Figure 4.10: *The Amtrak station, located on the edge of downtown Rochester, is an outdated 1970s transit facility surrounded by featureless parking lots.*

However, this site is a good central location for the station facility and has the advantage of ready access to expressways. Overall, while this is currently a fairly unattractive area, it has lots of development potential and the City should work to improve the appearance and functionality of the area through new mixed-use development projects.

Subsection 4.2.ii: Assessment of Current Planning and Zoning Conditions.

The Center City Master Plan, which provides the general framework of all new development in Downtown Rochester, calls for redeveloping and revitalizing the Amtrak Station area. The Station is part of Sub-Area 15, one of the fifteen “Sub-Areas” that the central city is divided into by the Master Plan. Specific recommendations for the train station include redeveloping the station to “upgrade parking access, circulation, building infrastructure and rail boarding/de-boarding facilities.”³ In addition, the Plan calls for constructing a new public park in the area just south of the station to provide a gateway for passengers entering the City and to enhance the view of the City’s downtown skyline from the station. Both of these recommendations are broadly aimed at improving transit supportive development conditions in the area.



Figure 4.11: *A view of the downtown skyline from the Amtrak station. The Center City Master Plan calls for redeveloping the parking area in the center of this image into a public park that welcomes travelers to the City.*

The Amtrak station is located within Rochester’s CCD (Central City District) and is in one of the three “Base Districts” that the Central City District is divided up into. Encompassing the whole of Downtown Rochester within the Inner Loop, as well as several small areas outside, the CCD district relies on design-based criteria to regulate land uses. According to the City’s zoning regulations, 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.”⁴ The CCD includes several “Base” Districts, which includes the area where the Amtrak station is located. Among the stated purposes of the Base Districts are the promotion of street level activity and uses and the creation of green streets and mid-block corridors to enhance pedestrian circulation.

³ Rochester 2010 *The Renaissance: Center City Master Plan*, page 75.

⁴ Rochester Zoning Code, Section 120-57.

Subsection 4.2.iii: Recommendations.

Like La Marketa, the Amtrak Station area has the basic infrastructure for transit-supportive development already in place. Numerous improvements can be made to this area to improve its suitability for pedestrian and public transit users, but only a major redevelopment of the station facility will enable the City to create a distinctive “gateway” for rail-based traffic into the City.

Specific recommendations for promoting transit-supportive development in this area include:

1. Retain some of the open green spaces around the station.
2. Redevelop a portion of one parking lot into a park with street furniture, improved lighting, and other amenities such as recommended in the Center City Master Plan.
3. Should the station building ever be replaced by a new facility, this new structure should seek to reestablish an impressive “gateway” facility that also provides basic services to railroad passengers entering the City by rail.
4. Establish a designated bus turnout with a bus shelter next to the station building.
5. Strengthen pedestrian links to downtown through streetscape and signage improvements to the sidewalks along Clinton and Joseph Avenues.



Figure 4.12: *There are ample opportunities for public transit and pedestrian supportive infrastructure improvements in the Amtrak Station area.*

Section 4.5: Nodal Point A-4: Main/Clinton.

Subsection 4.5.i: Description of Current Infrastructure and Land Use Conditions.

The intersection of Main Street with Clinton Avenue is one of the key intersections in downtown Rochester. This area features the typically downtown pattern of sidewalks, frequent bus stop shelters, and well-marked crosswalks. Most buildings here stand next to the sidewalk. There are mixed uses, although residential uses are lacking. There are also large scale skyscrapers nearby, including the Chase Tower, Midtown Tower, and Bausch & Lomb buildings, which anchor this area's distinctly urban environment.

The southeastern corner of the intersection is Midtown Plaza, a shopping center with a department store. Chase Square forms the southwestern corner, which is a park area in front of the Chase Tower. The sidewalk on Main Street in front of this park is a major transit stop and features multiple bus shelters. The northwestern corner is currently a commercial area with street-level retail. The northeastern corner is old Sibley's Department Store building, which houses the Damon City Campus of Monroe Community College. This is one of downtown Rochester's key intersections with a major employer, retail uses, a large shopping center, and an educational institution all nearby.

Subsection 4.5.ii: Assessment of Current Planning and Zoning Conditions.

The Main Street/Clinton Avenue intersection is at the center of two major urban development projects that have the possibility of profoundly changing the appearance of Downtown Rochester. On the southeast corner, the Midtown Plaza complex is due to be demolished and replaced by PAETEC Holding Corporation's new world headquarters building. On the northwest corner, a row of historic but decrepit commercial buildings is also proposed to be demolished to make way for the Renaissance Square, a large mixed-use complex with a bus station, space for Monroe Community College's downtown campus, and performing arts center.

Presumably, both of these projects will be subject to Rochester's *Center City Master Plan*. These projects fit well with the Master Plan's recommendations of strengthening the Center City's employment base and economic viability, encouraging alternate modes of transportation, and creating an effective pedestrian circulation system. The initial plans for the Renaissance Square complex indicate that it will be built to support traditional downtown functions and act as the hub of the regional public transit system. While the PAETEC facility is in the very early planning stages, it too is expected to include more than corporate offices: retail and professional services, where viable, as well as some sort of public gathering place, should also be included within the new development.

Like the Amtrak station site, the Main/Clinton intersection is located within Rochester's Center City District. Section 120-61 of the City's zoning code states that "Main Street . . . should be designed as the primary public ceremonial route in the City." The zoning regulations state that a distinct pedestrian zone should include wide sidewalks, public gathering places, and be clearly separated from traffic lanes. Installing well designed pedestrian crossing points is a priority, and the use of special paving to set off crosswalks is encouraged. Street furniture such as benches, light poles, and banners are also encouraged, and regularly spaced deciduous street trees are recommended for their aesthetic and safety value. All of these design elements contribute to retention of pedestrian and transit-supportive infrastructure in this area.

Section 120-68 of the City's zoning code includes detailed dimensional requirements that reinforce the traditional downtown character of the area. Setbacks from front and side lot lines are set at zero. Building facades are to be parallel with the street front lot line. All buildings are to be oriented towards Main Street and have their primary entrance out onto the street. The lower levels of buildings

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must have a range of window coverage ranging from 60% to 70% of the façade. These and other specific design criteria ensure that new construction, and redevelopment of existing buildings, along Main Street reinforces the traditional character of the area.

Subsection 4.5.iii: Recommendations.

Whatever purpose the old Sibley's department store building is put to use as, the current exterior appearance of the building should remain intact, and future uses should take advantage of the large display windows on the ground level to enhance the pedestrian experience along Main Street. Numerous suggestions have been made in recent years to redevelop this historic landmark with some combination of residential and retail space; any such project should be done to enhance the viability of pedestrian and public transit transportation modes. In addition, the park on the southwest corner of the intersection, which extends between Main Street and the Chase Tower, should be redeveloped to provide a greater focus towards the city streets.

The PAETEC and Renaissance Square projects will greatly enhance Downtown Rochester as a local and regional destination. These significant investments in the central city are definitive statements in the viability of Downtown's future, and available information about these projects indicates that they will enhance the public transit and pedestrian transportation facilities in this area.

Specific recommendations for promoting transit-supportive development in this area include:

1. Supporting the redevelopment of the old Sibley's Department Store building into a facility housing retail, offices, personal services, and residential units. This would bring additional people to live and work in this area, possibly increasing demand for bus service to link with other parts of the City.
2. Redevelop the small park on the southwest corner of Main Street and Clinton Avenue to include benches and tables for people to sit at and enjoy the street-scene.

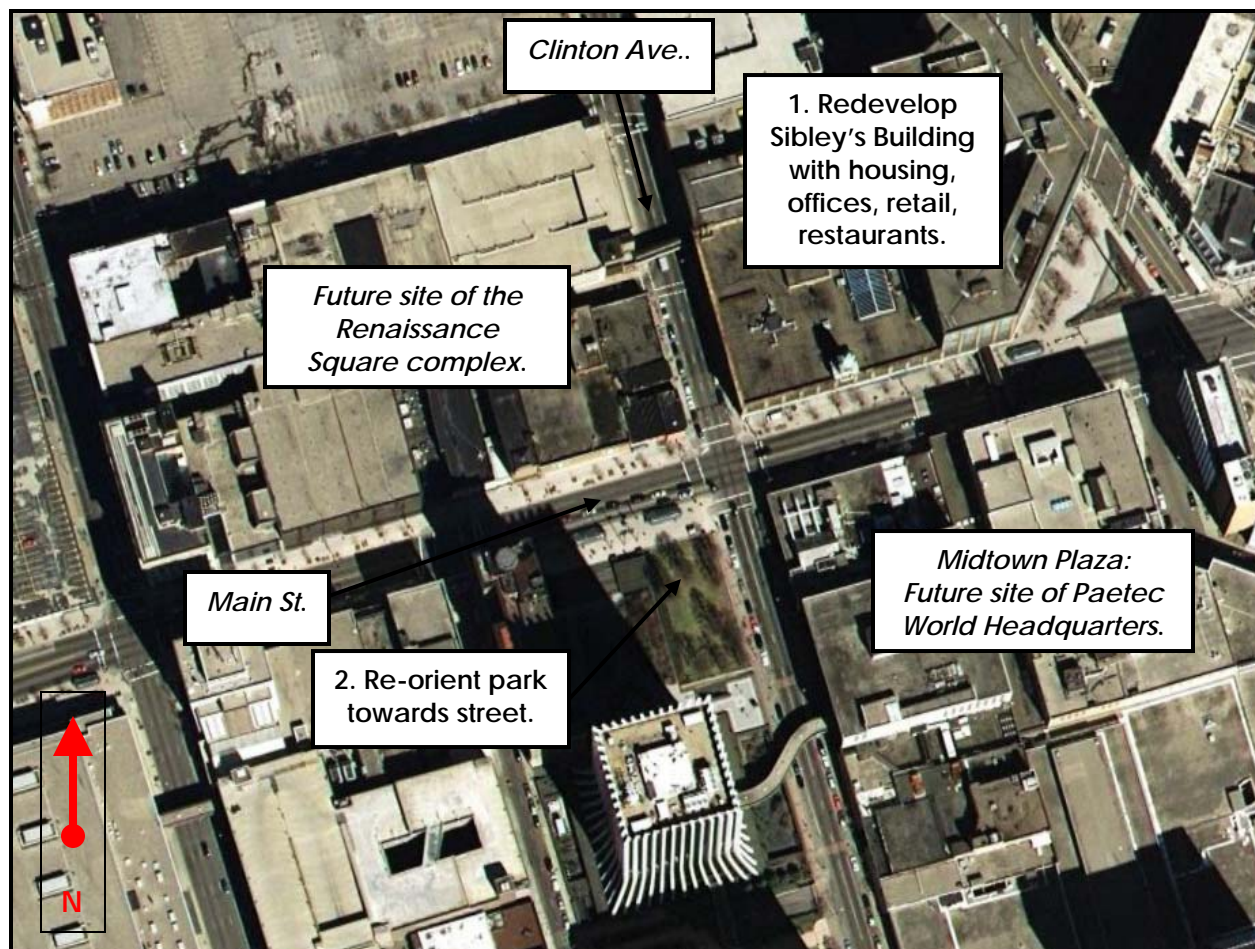


Figure 4.13: *The Main/Clinton intersection sits at the heart of downtown Rochester's commercial district. With the basic infrastructure for transit-supportive development in place here, the City can focus on land use revitalization projects.*

Section 4.6: Nodal Point A-5: Intercity Bus Station.

Subsection 4.6.i: Description of Current Infrastructure and Land Use Conditions.

The downtown bus station operated by the Rochester Genesee Regional Transportation Authority (RGRTA) is located on Broad Street between Clinton and Chestnut Streets. It is part of the Midtown Plaza complex. It consists of a large pull-off area for buses to receive and unload passengers. The area is easily accessible from sidewalks, which is beneficial, as buses are generally intended for those traveling on foot. There is a roof over the waiting area to protect people from harsh weather, and bus patrons can also wait in a large lobby that is part of the shopping center. The station is located roughly in the center of the eastern part of downtown, consisting of the larger skyscrapers on the eastern side of downtown and the Midtown Plaza. The west side of downtown is also easily accessible, being located just a few blocks away.

In addition to the Regional Transit Service (RTS) buses, buses operated by Greyhound and Trailways meet at this station. The Midtown Plaza shopping center lies adjacent to this bus terminal. Through Midtown, pedestrians can enter the City's Skyway system, which is a network of enclosed walkways that provide access to several major downtown buildings and shelter pedestrians from adverse weather.

Subsection 4.6.ii: Assessment of Current Planning and Zoning Conditions.

The same planning and zoning conditions apply here as the Main/Clinton intersection, discussed above in Subsection 4.5.ii.

Subsection 4.6.iii: Recommendations.

This area will be extensively changed over the next several years as the Midtown Plaza complex is redeveloped into the PAETEC Holding Corporation's world headquarters. The current bus station facility, a component of the Midtown Plaza complex, will be eventually demolished to make way for the new PAETEC building. Future bus station services will be housed at the Renaissance Square complex. Given the radical changes expected for this area, and the lack of a long term future for bus services to operate out of the current facility, no recommendations for the intercity bus station are offered here.

Section 4.7: Nodal Point A-6: Monroe Village.

Subsection 4.7.i: Description of Current Infrastructure and Land Use Conditions.

The stretch of Monroe Avenue that runs between the Monroe Avenue exit off I-490 (Exit 18) to the east and the Inner Loop (South Union Street) to the west is known as “Monroe Village.” This area features a variety of businesses and institutions that makes it a local destination.

Monroe Avenue is characterized by its effective accommodation of both cars and pedestrians. The on-street parking lessens the need for off-street parking. This creates a buffer for the sidewalks. Unfortunately, some of the off-street parking is beside buildings. This takes away from the density of the area and highlights parked cars as part of the landscape. However, some other parking lots are behind buildings to hide them. Most of the buildings are set against the sidewalk, making them very accessible for those on bike or foot. This area is mixed-use, as there is retail and service businesses on the ground levels, as well as some apartments on the upper floors of buildings. There are other institutional uses in the area and just off the avenue, such as churches, schools, a library, and a YMCA branch.



Figure 4.14: *This view, looking northwest along Monroe Avenue, shows a portion of the Monroe Village area. The traditional urban infrastructure here is well suited to transit-supportive development projects, which should emulate the scale of existing buildings.*

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The area is very walkable, with sidewalks along both sides of the street and street trees, planters, and lamp posts. The intersections are not too wide so as to create difficulty in crossing them. All the residential streets connected to Monroe from the surrounding neighborhoods have sidewalks as well.

Some buildings have awnings to protect walkers from the elements. Around Goodman Street, the design slips into automobile oriented design. A few buildings face a parking lot rather than a sidewalk. A drug store is surrounded by a parking lot, rather than being next to the sidewalk, which is the case for the vast majority of the other buildings. Even the local McDonald's restaurant, which in a suburban setting would be surrounded by a parking lot, sits next to the street, easily accessible from the sidewalk.

McDonald's is an exception here in one way, though. The street signs appear on the stores and do not stick out or take precedence over the buildings. McDonald's, as well as Dunkin Donuts, features a large sign aimed at car level rather than pedestrian level. This is a good example of how suburban design concepts are difficult to fit into traditional urban development patterns. While cities can attract franchise fast-food restaurants, those buildings do not fit in well with the otherwise urban design.

Towards the west end of Monroe Village is a small sports field, with a short track for running, tennis courts, and a field for soccer or lacrosse. However, this field is fenced off in most portions. There is one entrance at a small parking lot. This begs the question if the fencing is meant to keep balls inside the park or if this is a private park.

Overall, the Monroe Village area is well-designed for the support of transit-supportive development. There are mixed residential and commercial land uses, a variety of housing types, extensive sidewalks, and on-street parking. The sidewalks are buffered from traffic by the on-street parking and street trees. This is a highly walkable neighborhood. There are a few exceptions to this situation, such as large surface parking areas and auto-focused design. Monroe Village has the basis for a healthy neighborhood and could draw people in from outside the immediate community. The neighborhood is well-organized, even having its own webpage, with a directory of stores.

Subsection 4.7.ii: Assessment of Current Planning and Zoning Conditions.

This section of Monroe Avenue is zoned C-2 along the avenue with an IPD #3 section on the northeastern corner of Monroe and Alexander Street. The areas off of Monroe Avenue are zoned R-2 mainly, with a small area of R-3 zoning above the very northwestern section of Monroe Village. There are few changes that need to be made to the Monroe Village area in order to improve its suitability for transit supportive design projects. The basic infrastructure needed to support these projects is already in place, and the current character of the area is well-suited for development projects that will enhance and augment Monroe Avenue's "urban village" conditions.

In general, when the City is permitting new projects in this area, it should promote infill development that is similar in scale to existing buildings. The height, setback, massing, fenestration, roofline, entrances, materials, and colors, among other factors, of proposed buildings should be coordinated with surrounding buildings to help foster a sense of continuity along the street and to promote a sense of this area being a unified and readily identifiable district.



Figure 4.15: *New development in the Monroe Village area should imitate the height, materials, and massing of existing buildings, such as those shown in this view of the Village.*

The street here is relatively narrow and does not allow for bus-related improvements such as turnouts, which would help reduce potential friction between buses and other traffic by allowing buses to turn out of the traffic lane when they stop for riders. Furthermore, there is not enough space to install planting strips between the street and sidewalks. However, the presence of on-street parking here helps buffer pedestrians from traffic and adds to the “urban village” character of the neighborhood.

Surface parking lots are not a major issue in this area. Where there are several small surface lots located in various places along the street, and these lots do break up the regularity of the buildings along the street, they are not numerous enough to seriously impact the neighborhood’s character. However, where possible, the City should promote infill development to replace surface lots that face onto Monroe Avenue. Some easily accessible surface parking is necessary in this area, but in those cases the City and landowners should look to developing parking lots *behind* the buildings along the street front, such as in the block between Oxford and Wilmer Streets. Good signage and lighting can clarify the location of these parking lots for drivers.

One important area for future improvements is the former Genesee Hospital complex, now known as Alexander Park, which borders the north side of Monroe Avenue along the block between Alexander Street and Averill Avenue. This complex is currently owned by a local development firm which has plans to erect a new building on the corner of Alexander and Monroe that will provide office and retail space. This project, when complete, will strengthen the economic stability of Monroe Village by providing it with a major new source of employment and services.

The zoning classification for this nodal point is mainly C-2, which according to the City’s zoning code “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.”⁵ Thus, in effect, the C-2 district is a mixed-use residential and commercial district that calls for a wide range of land uses. Permitted uses include a range of housing types such as townhouses, apartments, and studios. Offices and retail establishments are also allowed, as are bars and restaurants. These zoning regulations are basically sound and should be retained; additional uses could be added in the future to help “round out” the range of land uses allowed in this area. However, the basic elements for transit-supportive development are currently in place and this zoning regulation is clearly written to enhance the availability of residential, commercial, and institutional land uses in Monroe Village.

Subsection 4.7.iii: Recommendations.

Overall, the Monroe Village area is one of the region’s best examples of an “urban village” and existing transit-supportive design development. There are several sites within the village that could be revitalized and redeveloped with buildings that would add additional residential and commercial space to the area, and if properly designed these additions would not radically change the current character of the street. Pedestrian facilities are well provided, and there is not really enough space along the street to widen it, or widen sidewalks, or install infrastructure such as bus turnouts. However, rather than trying to improve this area by major infrastructure improvements, the City should probably concentrate on small scale developments aimed at enhancing what conditions are already there.

Specific recommendations for promoting transit-supportive development in this area include:

1. Maintain the good sidewalk connections between the Monroe Village area and the surrounding residential neighborhoods. This promotes easy pedestrian access to Monroe Village.
2. Surface parking lots should be located behind buildings fronting the street to encourage pedestrian access to these buildings. Good signage, automobile access to side streets, and pedestrian links to Monroe Avenue’s sidewalks are necessary for these lots to be effective.
3. Retain on-street parking lanes to provide a buffer between traffic and pedestrians on the sidewalks.
4. Focus redevelopment efforts on empty sites along Monroe Avenue. Infill development on these sites, especially mixed-use buildings, would be most effective for improve the Monroe Village area.

⁵ *Rochester Zoning Code*, page 42. For further details on the C-2 zoning district, please consult the City’s zoning law, pages 32-43.



Figure 4.16: *Private developers and the City should continue to build on the Monroe Village area's strengths when considering and permitting new development.*

Section 4.8: Nodal Point A-7: Twelve Corners.

Subsection 4.8.i: Description of Current Infrastructure and Land Use Conditions.

The “Twelve Corners” area in Brighton is the location where Winton Road, Monroe Avenue, and Elmwood Avenue intersect to create an intersection with twelve street corners. This area is a key local and regional commercial and educational center, and is surrounded by residential neighborhoods. A small park is located in the triangular space formed by this intersection. The area is well served by sidewalks on all sides of the intersection. Most of the sidewalks have a planting strip of grass and/or trees to separate pedestrians from the streets, but not all of them do. There are a several bus stops in this area, providing shelter for people to wait for buses and avoid bad weather or rest while waiting (please see **Figure 4.21** for an aerial view of this location).



Figure 4.17: *Currently, the Twelve Corners is an important local commercial center with a variety of personal service businesses and eating establishments. Basic transit-supportive infrastructure is in place here.*

This intersection is mostly surrounded by commercial land uses. Most of the surrounding buildings are one or two story commercial structures, such as the building depicted in Figure 4.17 above. These commercial buildings are set back from the street right-of-way, and parking lots are located in between them and the street. Along the stretch of Monroe Avenue to the north of the intersection are several small lots that are being used for commercial purposes; each of these lots has a small parking lot between the building and the street. The only non-commercial use in this area is the Brighton Middle School, which is located to the south of the intersection. The school building is surrounded by green space, which is an attractive aspect of the area. The intersection is surrounded by residential neighborhoods; these neighborhoods are linked to Twelve Corners through a dense street and sidewalk network.



Figure 4.18: *The good sidewalk connections around Twelve Corners link to attractive residential side streets such as this one. These linkages are important to maintain and enhance as means of encouraging transit-supportive development.*

In the center of Twelve Corners is a small park with a gazebo in the middle that is linked to the surrounding streets by sidewalks. This park is quite small, but is a great amenity to have in this commercial area. However, a pedestrian must cross five lanes of traffic without a pedestrian refuge from any direction to enter the park. The rounded corners encourage cars to take turns faster and increase the distance to be traveled by pedestrians. This area could be reconfigured to more pedestrian-friendly, especially having been identified as the potential town center in the Monroe Avenue Design Plan. One can imagine that the many intersections with many lanes of traffic would not be easy to cross, especially in times of high traffic. This area has many pedestrian amenities, but it could be unsafe and difficult to get around when on foot.

The Twelve Corners area is balanced between car and pedestrian-focused planning. Sidewalks are abundant and for the most part are buffered from traffic lanes. There are bus stop shelters. There are residential uses outlying Twelve Corners, as well as a large school, which creates a consumer-base for this mainly commercial district. The retail developments here are generally designed for easy access for pedestrians. The park in the middle of the intersections is a good feature, but it is difficult to access from any direction. The intersections may be difficult to cross for pedestrians, having been more designed for cars. Overall, this area has great potential and could become more transit-supportive with some minor streetscape improvements and by providing better access to the small park.

Subsection 4.8.ii: Assessment of Current Planning and Zoning Conditions.

Brighton's Twelve Corners functions as a commercial and institutional center for the entire Town. This area sits at the intersection of three major local and regional transportation routes, is

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surrounded by stable residential neighborhoods, and is served by a well development sidewalk network. A review of Brighton's land use planning and regulatory documents reveals that the Town essentially supports and promotes transit-supportive development, but does not specifically state this in its documents.

The Town's Comprehensive Plan is a carefully considered document that includes four main transportation related goals:

1. Provide and encourage an efficient, safe and convenient transportation system, including roads, trails, waterways and public transit, to serve the needs of existing and projected development with the town, and to ensure direct linkages with neighboring municipalities and other areas of the county.
2. Protect the residential character of the town when planning transportation improvements.
3. Provide for travel modes that present alternatives to the automobile.
4. Provide safe pedestrian linkages among neighborhoods, commercial districts and recreation areas, and with pedestrian/bicycle routes in the city and neighboring towns.

In addition to the above goal statements, another goal statement under the Open Space & Recreation section notes that the Town will "provide pedestrian and bicycle linkages among parks, recreation areas, and neighborhoods and between neighborhoods and commercial areas."⁶ While these goal statements express the Town's support of multi-modal transportation initiatives, they do not mention transit-supportive development. Future revisions of the comprehensive plan could include a definitive goal statement that clearly expresses support for transit-supportive development.

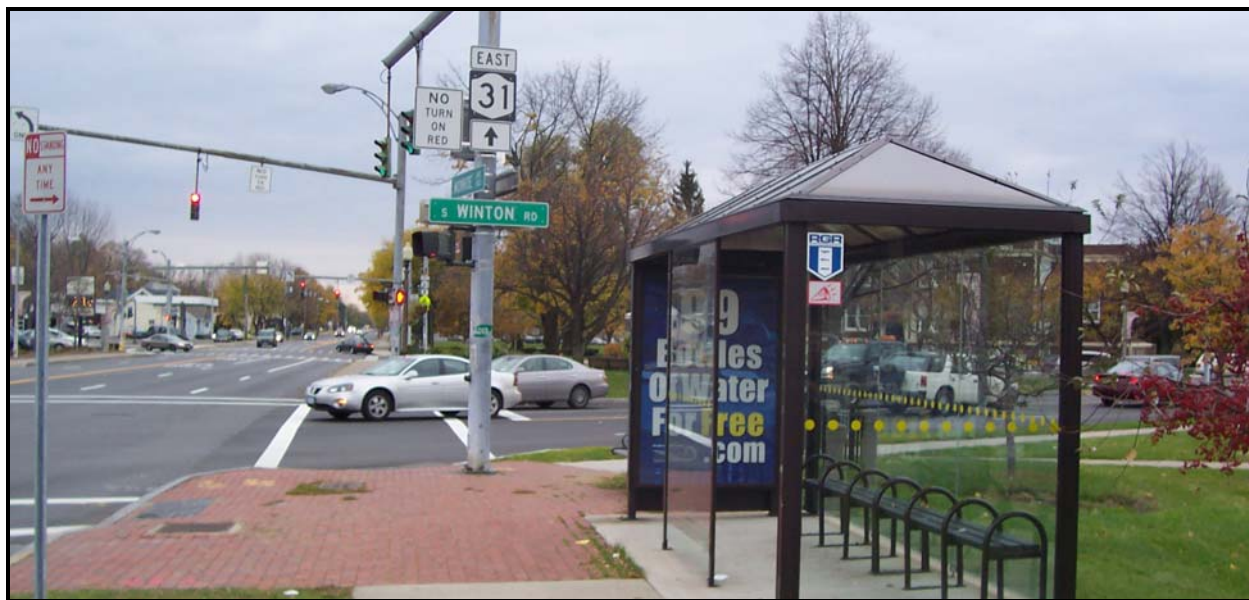


Figure 4.19: *This view of the Winton Road/Monroe Avenue intersection at the Twelve Corners shows the reasonably well developed transit-supportive infrastructure in place here. However, buses do not have turnouts to use when picking up riders.*

⁶ *Comprehensive Plan 2000, Town of Brighton.* Page 7.

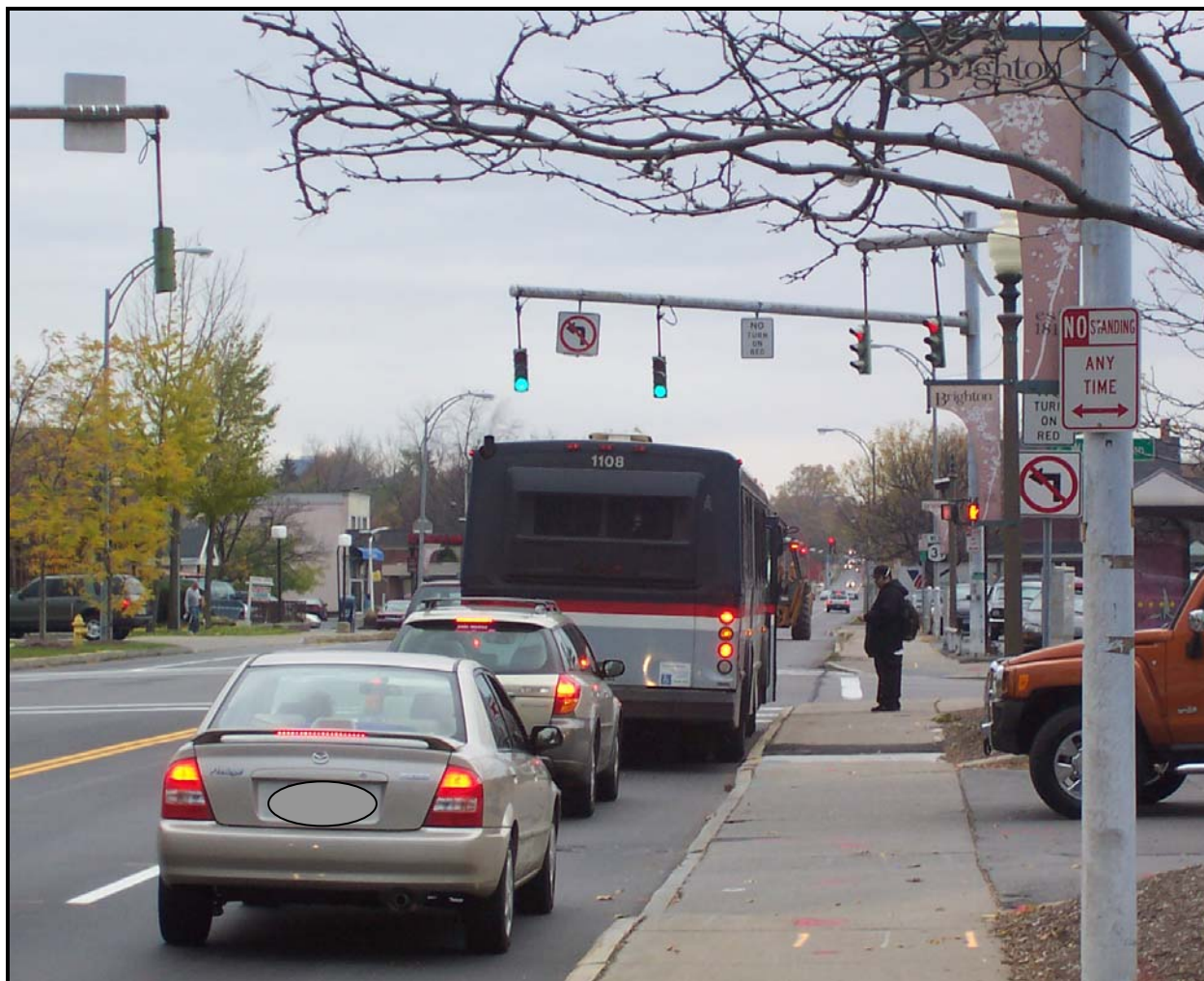


Figure 4.20: *While Brighton’s Twelve Corners is set up with basic transit-supportive infrastructure in place, the Town should work to make improvements such as reducing the number of curb cuts in the area, adding planting strips between sidewalks and traffic lanes where possible, planting street trees, and adding amenities such as benches for bus patrons.*

The Plan specifically mentions numerous actions that are aimed at improving multi-modal transportation options. These actions include considering pedestrian and bicycle access within and between neighborhoods when permitting new development, the creation of trail linkages, and working to decrease automobile trips by making general improvements to pedestrian and bicycle infrastructure.⁷ In short, the Plan offers a sound basis for investing in transit-supportive development.

The *Monroe Avenue Design Plan, Guidelines and Standards*, a report that is “intended to guide the physical design of public amenities and private development within the Monroe Avenue corridor,” is another document that provides critical institutional support for transit-supportive design.⁸ This report organizes the corridor into a series of distinct segments, each with its own characteristics. One segment is devoted to an assessment of infrastructure and architectural design conditions in the Twelve Corners. This assessment identifies a series of deficiencies in the area, including incompatible land uses and

⁷ *Comprehensive Plan 2000, Town of Brighton.* Pages 21-22.

⁸ *Monroe Avenue Design Plan, Guidelines and Standards.* Page 3.

densities; numerous curb cuts that reduce pedestrian and driver safety; incompatible architectural styles, materials, and colors; poorly laid out parking lots, and the lack of planting strips separating sidewalks from the street.

A variety of specific recommendations are offered to address these problems. Architectural improvements for existing buildings and structures include pedestrian supportive alterations such as covered walkways and open colonnades, design features such as pediments, bay windows, gable and hipped roofs, and the use of materials such as wood clapboard, brick, terra cotta, stucco and cast stone for exterior treatments. Recommended improvements for new buildings include facades that run parallel to the street centerline and are set back from the lot line at a minimum of 40 feet. New buildings should have a colonnade or arcade along their fronts with accentuated entrances and unique architectural features. All buildings should be two or three stories high. The massing, colors, and materials of new buildings should be coordinated to promote a systematized appearance, and signage should be in line with the architecture. Lastly, the *Guidelines* include recommendations for general streetscape improvements, such as installing street furniture, planting street trees, and using landscaping to define public spaces. One gap in the commentary on the Twelve Corners section is the lack of specific mention of bus stop design, but overall, the *Monroe Avenue Design Plan, Guidelines and Standards* is an effective foundation for pedestrian and transit-supportive development.

Subsection 4.8.iii: Recommendations.

The Town of Brighton has all the basic infrastructure and land use planning and regulatory mechanisms in place for transit-supportive development. Like the Town of Irondequoit, Brighton can rely on a combination of zoning regulations and carefully considered design guidelines and standards to ensure that new development meets specific criteria aimed at improving the viability of pedestrian and public transit transportation modes.

Specific recommendations for promoting transit-supportive development in this area include:

1. Maintain the good sidewalk connections between the Twelve Corners area and the surrounding residential neighborhoods. This promotes easy pedestrian access to Twelve Corners.
2. Install clearly marked pedestrian connections across the parking lots separating commercial buildings from the sidewalks along the main streets.
3. Current grassy areas and trees should be retained and expanded if possible. Amenities such as park benches and street furniture can be installed to further improve the area for pedestrians and bus riders.
4. The numerous small surface parking lots, such as those along Monroe Avenue, should be replaced with new infill development where possible or redeveloped into a single lot with minimal entrances/exits to reduce the number of curb cuts along Monroe Avenue.

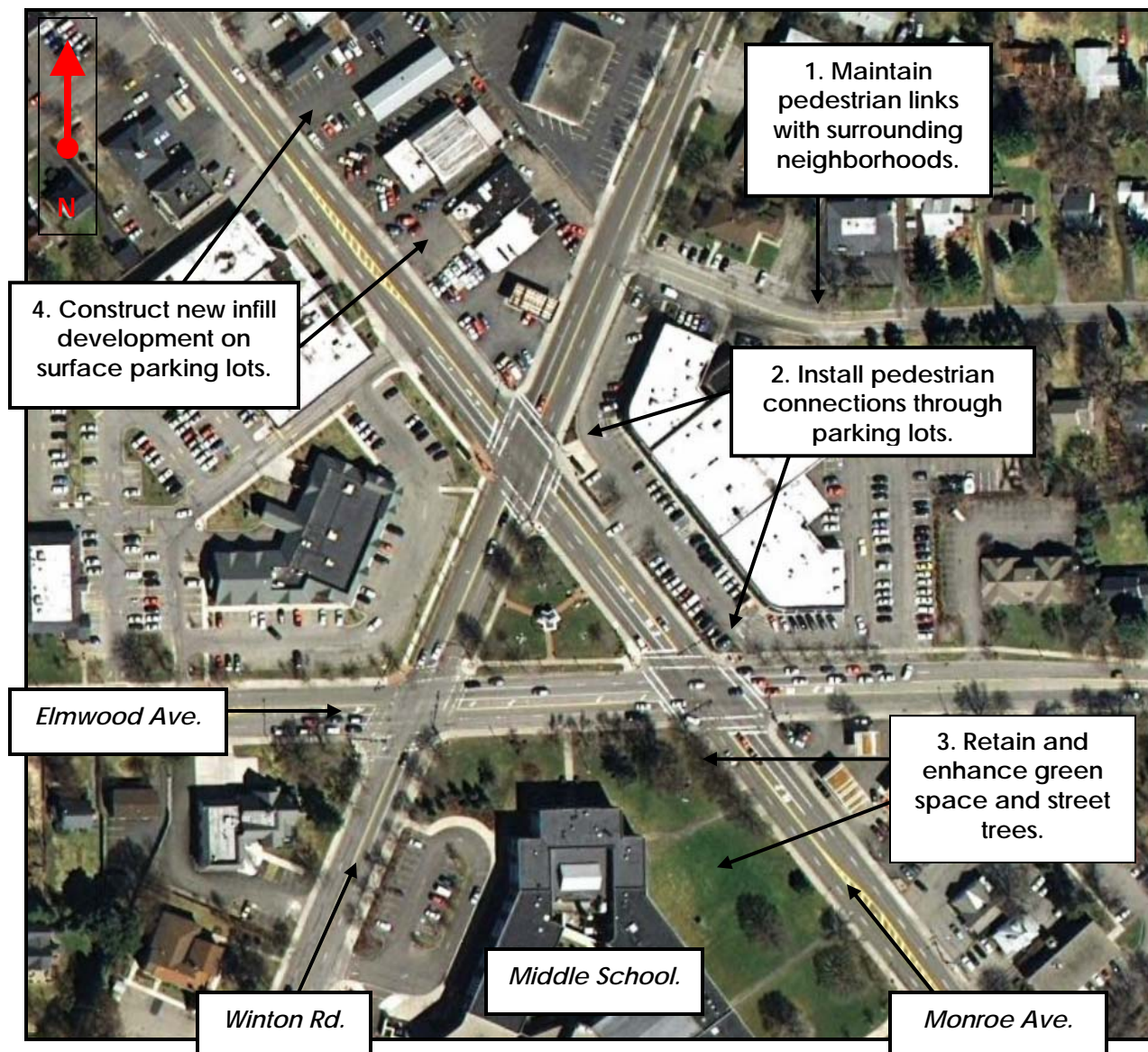


Figure 4.21: *Future development in Brighton's Twelve Corners should compliment the scale of existing buildings and seek to improve public spaces.*

Section 4.9: Nodal Point A-8: Pittsford Plaza.

Subsection 4.9.i: Description of Current Infrastructure and Land Use Conditions.

Pittsford Plaza, located along Monroe Avenue in the Town of Pittsford, is a major local and regional commercial and retail center. Its offerings include several restaurants, banks, clothing stores, specialty stores and boutiques, and the main regional branch of a major national bookstore chain. The plaza is primarily oriented around automobile access, although pedestrians and public transportation users can access it from Monroe Avenue.

This stretch of Monroe Avenue has sidewalks along both sides of the street. However, there are frequent curb cuts on the north side, making foot and bike travel unsafe and difficult. There are no bus turnouts here to facilitate traffic movements around buses. While street trees line much of the road, they are not located between the road and sidewalk, which would provide a nice buffer. There is a grass buffer between much of the road and the sidewalks. There are no pedestrian refuges to help people cross the wide roads, although crosswalks are clearly marked. There is one bus shelter, a rare and positive amenity. While this area could be walkable, it is characterized by its single use of commercial. It is separated from residential uses making walking there a long trip.

While some stores face the street, most face towards adjoining parking lots. This shows that this area is designed for automobiles. Stores facing the street are often fronted by parking lots pedestrians must cross. The stores not facing the street would be accessible to pedestrians without crossing a parking lot. However, it would be difficult to identify stores from the sidewalk. This design encourages car traffic and discourages travel on foot. The north side is characterized by separated parcels and some plazas with a few stores. Most properties are separated by parking lots, which are not shared. There is a golf course to the east behind this section of Monroe Avenue.



Figure 4.22: *Sidewalks line Monroe Avenue near Pittsford Plaza.*

The one building easily accessible from the street is the Wegmans store. A sidewalk leads from the Monroe Avenue sidewalk directly to the storefront. However, this building is also oriented towards

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the parking lot beside it. Such a large store, the layout of which is clearly aimed at car users, does not suit pedestrians well. The grocery store is not near residential uses, discouraging pedestrian use of the store, although those on bikes would be more able to access this Wegmans.

In regards to Pittsford Plaza, there is only one access road from Monroe Avenue with a sidewalk. Pedestrians would have to walk over grass or along the access roads to enter the plaza. One bank has a sidewalk leading into the plaza. However, it ends at the gigantic parking lot. Anyone entering the plaza must cross a large parking lot. There are no medians for pedestrians to walk on or refuges from the traffic and parking areas. However, there are several well-marked pedestrian crossings within the plaza itself, which consist of a different paving material to alert drivers to pedestrians and set off the crossing from the rest of the parking lot. While the plaza is mainly oriented towards automobiles, improvements such as these show some consideration of pedestrian needs.



Figure 4.23: *A good example of pedestrian-supportive infrastructure is this walkway within the Pittsford Plaza complex. It connects two retail buildings with a clearly marked pathway.*

The stores around the Plaza are connected by pedestrian walkways. All the stores but a few out parcels are located adjacent to each other with a wide and mostly covered sidewalk in front of them. Once a pedestrian has crossed the parking lot, he/she can enter the stores from a pedestrian-supportive setting. Many shopping centers attempt to recreate the atmosphere and services of a traditional downtown district, but fail because they are single-use, designed to move cars rather than people, and lack good pedestrian facilities.

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Overall, this area is designed for moving cars. The large parking lot in front of the Pittsford Plaza is disappointing, as the main attraction of this area is difficult for pedestrians to access and potentially dangerous. Monroe Avenue has sidewalks lined with trees, but there are frequent curbs cuts and wide intersections to cross. This makes the area dangerous and inconvenient to travel by foot or bike. Pedestrians can access this area in some safety, but the uses are only commercial, making this area difficult to travel to from one's home. This area is an example of mid-twentieth century suburban development, as it has sidewalks and some buildings close to the street, but the area is designed mainly for cars.

Subsection 4.9.ii: Assessment of Current Planning and Zoning Conditions.

The Town's comprehensive plan recommends incorporating public transportation infrastructure into future projects and planning efforts, including reserving good locations for park-and-ride lots. The plan mentions the necessity of improving pedestrian linkages, specifically with regards to increasing linkages between residential neighborhoods with schools and parks.



Figure 4.24: *While pedestrians can cross Monroe Avenue in a marked crosswalk, there are no sidewalks leading back into the Pittsford Plaza complex.*

The Town's zoning map indicates that the Pittsford Plaza area is zoned for commercial use. According to the zoning law, permitted land uses include retail stores, professional offices, personal service establishments, and commercial schools. Movie theatres and restaurants are allowed by special permit. The effect of this law is to reinforce and augment the area's role as a commercial center; residential, institutional, and recreational uses are not permitted here. However, a park area containing the ruins of abandoned Erie Canal locks is accessible from the Plaza.

Subsection 4.9.iii: Recommendations.

The Plaza complex has recently undergone an extensive series of renovations that has enhanced its appearance. However, there is room for further improvements. For instance, the sidewalks that run along Monroe Avenue do not link directly with the businesses in the Plaza. A pedestrian on Monroe Avenue who wishes to walk to one of the stores must walk through the vast parking lot before he or she can reach the stores. The Town and the Plaza's owners should work together to identify possible routes for installing sidewalks, benches, and lighting; these elements will greatly improve the pedestrian experience in the Plaza.

Specific recommendations for promoting transit-supportive development in this area include:

1. Link the numerous parking lots along the east side of Monroe Avenue together to facilitate movement through the lots that is not dependent on re-entering Monroe Avenue.
2. By combining parking lots together, the number of curb cuts along the street can be reduced, thus increasing pedestrian safety and streamlining traffic flows.
3. Large surface parking lots should be broken up with raised pedestrian walkways to facilitate pedestrian movement through them.
4. Sidewalks should be installed along the entry/exit driveways to facilitate safe pedestrian access to the Plaza's commercial buildings.

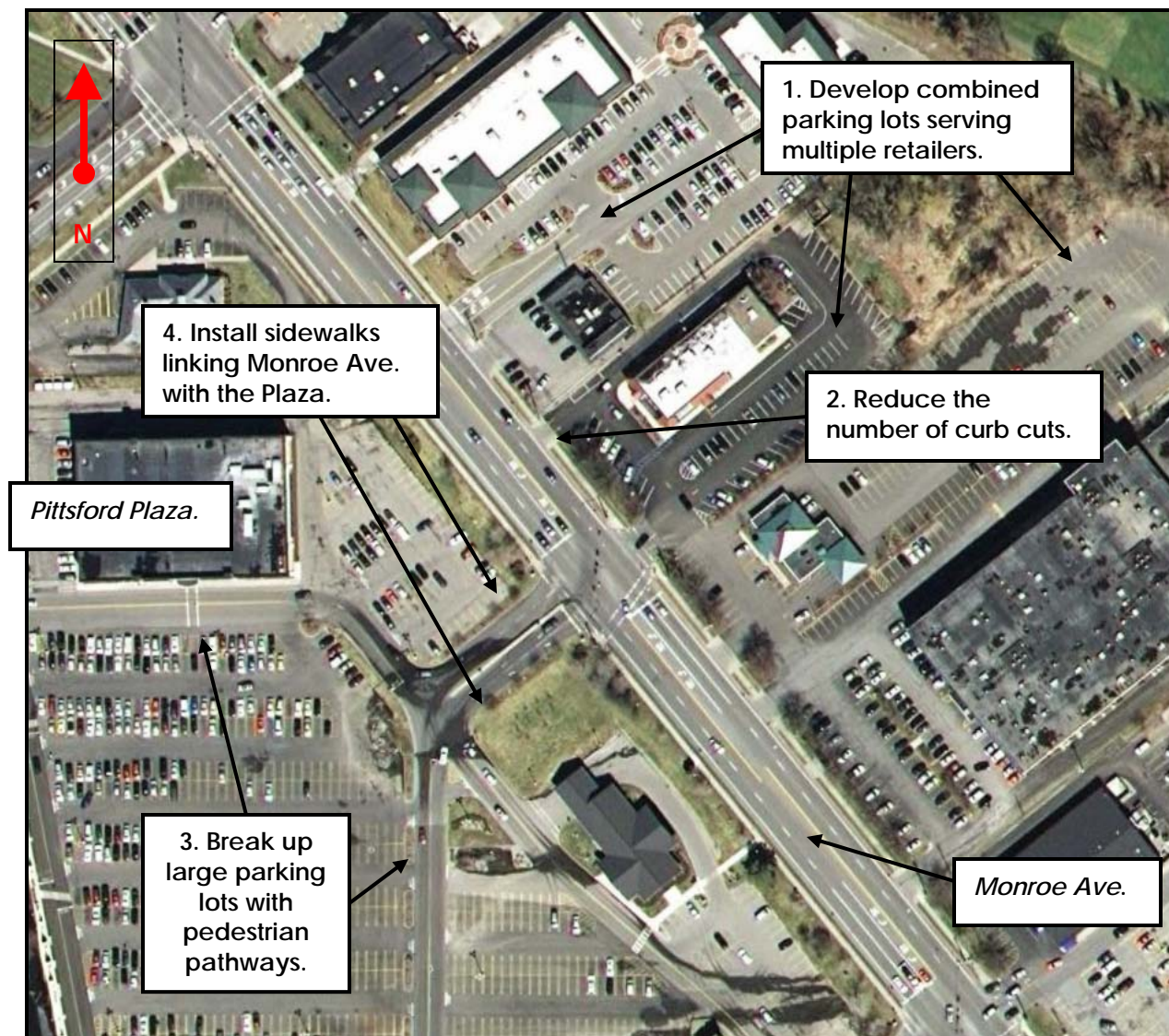


Figure 4.25: *The predominately commercial aspects of Pittsford Plaza should be enhanced with pedestrian and transit supportive infrastructure to improve access.*

Subsection 4.10: Nodal Point A-9: Pittsford Village.

Subsection 4.10.i: Description of Current Infrastructure and Land Use Conditions.

Monroe Avenue in the Village of Pittsford begins at the Erie Canal. The canal at this point is lined with a well-defined path on its eastern side. Around this path is the Schoen Place commercial and office development. Located here are restaurants, offices, and boutiques, with the potential for further expansion along the canal amenity. The bridge conveniently lets pedestrians cross on both sides of the street, connecting to the constant sidewalks on the road and surrounding roads. Along with these sidewalks are well-defined road crossings.

South of Route 31 is a collection of single-family homes that are set near the sidewalks and are relatively close together. The compact development of the village means that it has a true walkable character. All trees and most yards contain trees and landscaping, making this an attractive environment to commute through and/or in. North of the avenue and on it is some commercial development. It sits near the street, but is coupled with several large curb cuts. However, the parking lots fall behind the buildings, creating a safer environment for pedestrians and a more attractive street.



Figure 4.26: *This street-level view of Pittsford Village shows the many pedestrian and transit-supportive aspects of the area. Buildings oriented towards the street, wide sidewalks, on-street parking, and attractive street furniture, all contribute to a positive street life in the area.*

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The first major intersection on Monroe is with Main Street, which crosses the canal and provides pedestrian access over the canal. At the crossing just south of the canal is a small park, providing a quiet green space within the dense village development. Main Street has two blocks of mainly commercial development on either side of its intersection with Monroe Avenue. This provides a walkable central business district with some parking located behind the buildings. There is on-street parking, which is buffers sidewalks from traffic lanes and helps calm traffic. Overall, this environment is balanced between auto and pedestrian transit. This creates a bustling and pleasant village center. There are trees along the street providing a buffer. Monroe Avenue continues this pattern, which helps create a distinction between pedestrians and cars.



Figure 4.27: *The presence of cultural institutions, such as the recently built public library, in the Village provides added incentives for people to come downtown. Clearly marked pedestrian crossings help facilitate foot traffic through the village.*

To the west of the commercial district lies a section of single-family residences in an environment with many trees. Despite the presence of larger lots, this area is still relatively dense with sidewalk connections and some community amenities, such as a school and a church. Before Monroe Avenue meets the canal again at the Village border, the uses change to apartment units and small-scale commercial development. This area rounds out the Village's transit-supportive characteristics of mixed-uses, diversified housing, pedestrian amenities, and some open space. Overall, the Village of Pittsford is well designed for transit-supportive development.

Subsection 4.10.ii: Assessment of Current Planning and Zoning Conditions.

The Village's comprehensive plan, entitled *A Destination for the Ages: Village of Pittsford Comprehensive Master Plan*, provides a thorough overview of present and future development trends in the Village. Chapter 3 (Goals, Policies, and Actions) lists the various general policies and specific actions that the Village will implement in order to oversee future land use trends. Actions related to pedestrian and public transportation infrastructure improvements include building a pedestrian bridge over the canal to link the Central Business District, Schoen Place, and Northfield Common; redevelop and expand public parking options; adopt design principles to use when evaluating projects in the Central Business District; develop distinctive "gateway" structures on all main streets leading into the Village; install general improvements such as streetscape enhancements, special crosswalk paving, signage, plantings, and bump outs to enhance pedestrian experiences; and develop a streetscape plan for Monroe Avenue and State Street. All of these recommendations can improve the attractiveness of the Village for pedestrians and transit users alike.



Figure 4.28: *The Village of Pittsford's planning and zoning regulations call for continually improving streetscapes and adding further pedestrian amenities.*

The Plan includes a chapter on infrastructure, which focuses largely on parking availability. The Plan indicates that there are sufficient parking spaces in the Village, but that individual parking lots are poorly laid out by not being connected to one another and requiring numerous curb cuts. The Plan recommends that the Village should work to reduce the number of individual lots by combining them, where possible, and thereby reducing the need for curb cuts.

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The Plan includes brief commentary on public transportation, which was identified by the community as a potential improvement. Such a transit system would link key destinations around the Village. Given the Village's small scale such a localized system may not be economically feasible; but since it was identified by citizen participants as a need, it should be seriously considered by the Village government.

The Plan identifies several improvements to the Village's pedestrian infrastructure, including installing new sidewalks in the few places that currently do not have them. The Plan also recommends installing new crosswalks at several intersections, and improving existing crosswalks at other intersections. The lack of a safe pedestrian route across the canal is one major issue identified by the Plan; this problem can be remedied by either building a pedestrian bridge or widening, if possible, sidewalks on existing bridges. In addition, the Village should look at means to improve access to the Towpath Trail along the canal.

The Village's zoning map indicates that the Village is organized into eleven zoning districts. The commercial districts (B-1, Retail Business District; B-1A, Special Historic Business District; B-2, General Business District; B-3, Special Business District; and B-4, Canal Waterfront Business) all provide for a variety of commercial operations. However, different districts rely on different dimensional requirements to regulate development. For instance, in the B-1 district, no front or side yards are required. This is good because it allows developers to construct buildings that directly abut sidewalks and neighboring structures, an important feature of any traditional village area. Buildings may not be taller than 3 stories or 50 feet; this height limit helps retain the village-like scale of new development. The dimensional requirements of residential districts are also intended to retain a traditional village-like scale.

Subsection 4.10.iii: Recommendations.

Within the Village, the infrastructure and land uses are currently in place for transit and pedestrian supportive development. In general, the Village should work for some infill development in its downtown core, redevelop parking lots to ensure that there are sufficient parking spaces to meet demand and that these lots operate efficiently, invest in general streetscape improvements such as improved street furniture and landscaping, and focus on filling in the few remaining gaps in its sidewalk network.

Specific recommendations for promoting transit-supportive development in this area include:

1. Keep surface parking lots behind buildings so that they do not border to the sidewalks and so that buildings are readily accessible by pedestrians. Install "screens" of fencing and landscaping along parking lots that do border the sidewalk.
2. Develop designated pedestrian links to the Schoen Place area for safe pedestrian crossing of the canal, as is recommended in the Village's Comprehensive Plan.⁹
3. Retain local cultural institutions, such as the public library and other civic functions, in the village.
4. Maintain the good sidewalk connections throughout the Village area and the surrounding residential neighborhoods.
5. Provide on-street parking spaces to create a buffer between traffic lanes and sidewalks.

⁹ See *Village of Pittsford Comprehensive Plan*, page 34, for additional information.

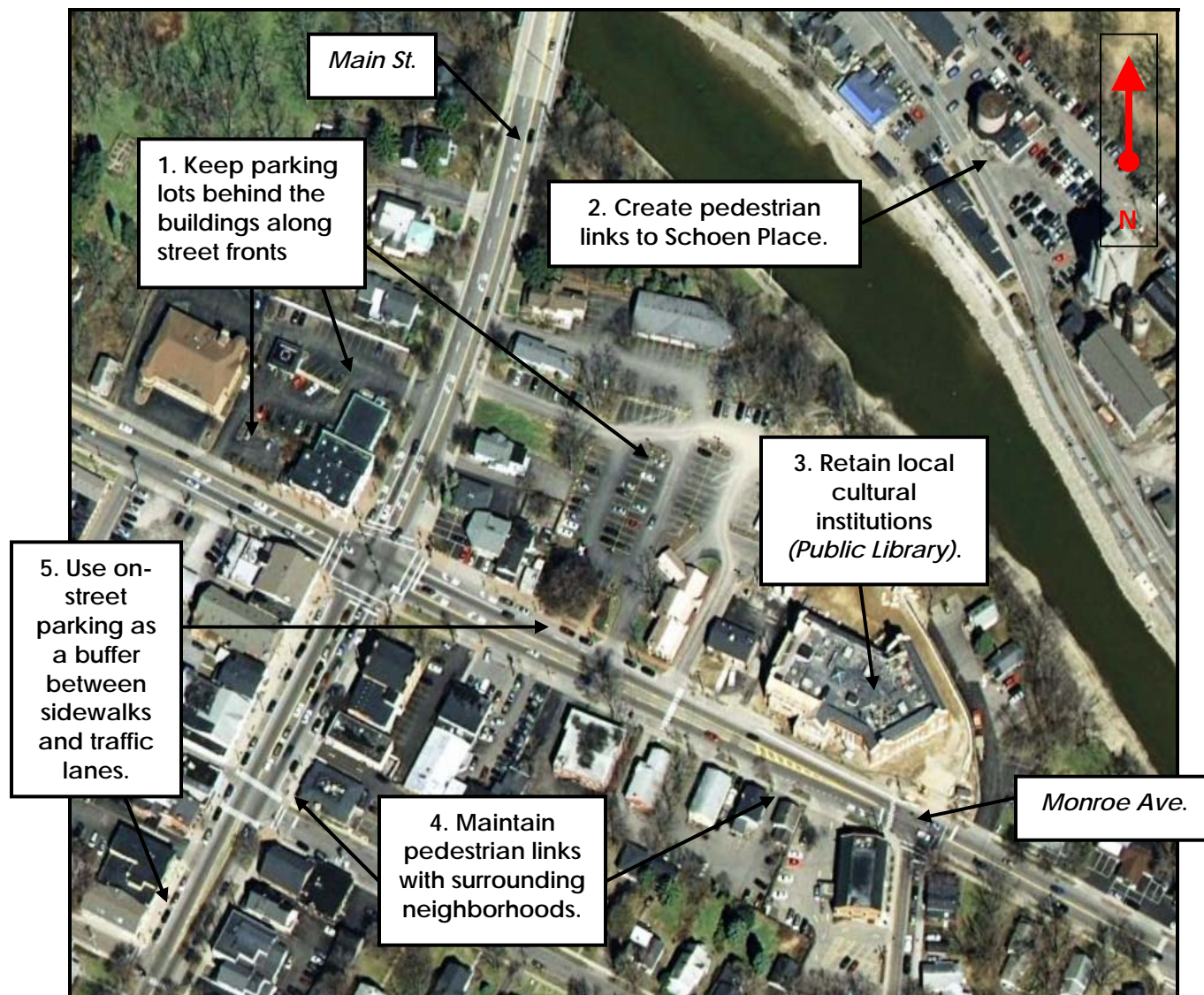


Figure 4.29: *The Village of Pittsford has the basic infrastructure and land uses in place to support pedestrian and transit-supportive development. Future development projects in the Village should build off of this infrastructure.*

CHAPTER 5: CORRIDOR B NODAL POINTS: DESCRIPTIONS, ASSESSMENTS, AND RECOMMENDATIONS

Section 5.1: Introduction.

Chapter 5 focuses on Corridor B. This chapter provides a description of the current infrastructure and land uses in each Nodal Point in Corridor B, an assessment of the current land use plans and regulations that apply to the nodal points, and a list of recommendations for potential improvements that can be made to the nodal points to encourage transit-supportive development projects. Municipal plans, reports, studies, and local laws were reviewed in order to compile the information found in this chapter, but most information here comes from field work. G/FLRPC staff visited and photographed the sites in order to gain a good understanding of their current development conditions.

Each Nodal Point is profiled in a three-part section. The first part of each section, *Description of Current Infrastructure and Land Use Conditions*, provides a summary of the current status of infrastructure and land uses within the Nodal Point. The second part of each section, *Assessment of Current Planning and Zoning Conditions*, reviews the contents of municipal comprehensive plans, zoning regulations, design guidelines, and other applicable documents that impact land uses and development conditions in the Nodal Points. Lastly, the third part of each section, *Recommendations*, consists of a list of suggested improvements, including potential infrastructure and land uses changes, which local governments can use as a guide to fostering transit-supportive developments when revising and updating their land use planning and regulatory documents.

The recommendations included in this report are intended not only to provide local boards and officials with concrete ideas for improving the viability of transit-supportive development in the Nodal Points, but also to spark general interest in and ideas for transit-supportive development projects. These recommendations are not presented as a necessary or definitive course of action, but rather as the starting point for in-depth conversations among municipal officials, developers, citizens, and others interested in pursuing transit-supportive development projects.

The recommendations are illustrated through aerial photographs of the Nodal Points. Call-out boxes on the photographs highlight the recommendations that are listed in the text. The call-out boxes are numbered to correspond with the numbered recommendations listed in the text for each Nodal Point.

General Corridor Description: Corridor B is based on the Regional Transit Service's Route 24. Please refer to Appendix B at the end of this report for information on bus ridership figures on this route. This corridor begins in downtown Rochester and follows Mt. Hope Avenue south to its intersection with East Henrietta Road. The corridor follows East Henrietta to Jefferson Road, passing the Monroe Community College campus, and then follows Jefferson Road west past Marketplace Mall to the Rochester Institute of Technology campus. From here it doubles back along Jefferson and returns to downtown along West Henrietta Road. In addition, a branch of this route follows West Henrietta Road south to the site of Erie Station Village, a TSD project. This corridor includes several major educational and commercial centers and includes urban and suburban development patterns.

Please see **Figure 5.1** on the next page for a map of Corridor B.

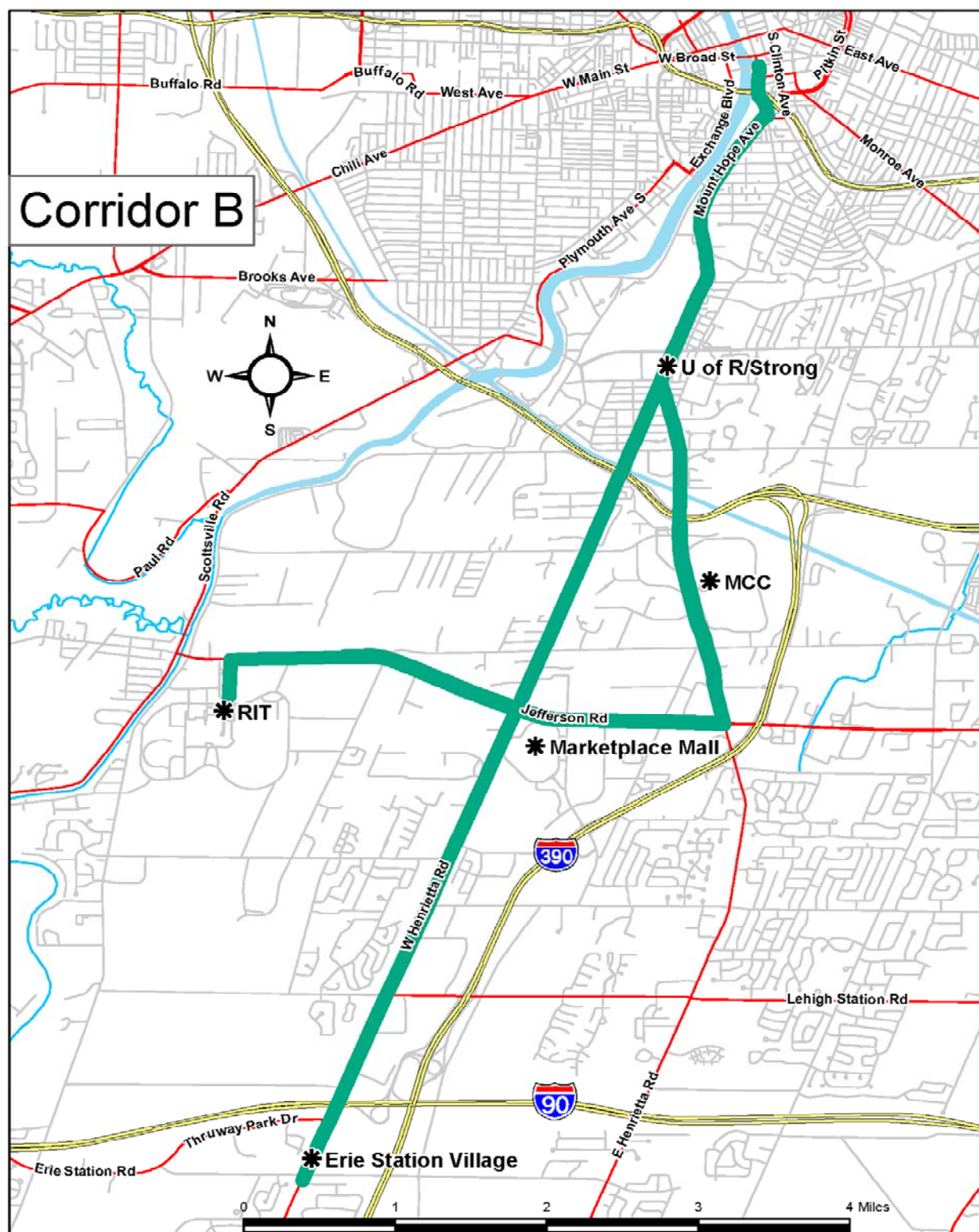


Figure 5.1: This map depicts Corridor B and its five nodal points.

Section 5.2: Nodal Point B-1: University of Rochester/Strong Memorial Hospital.

Subsection 5.2.i: Description of Current Infrastructure and Land Use Conditions.

Located adjacent to Mount Hope Avenue, Elmwood Avenue, Crittenden Boulevard, and Kendrick Road are the University of Rochester (UR) and Strong Memorial Hospital (Strong). UR and Strong are primary employment, medical, and educational centers of the Rochester region.

The bulk of the UR campus is located north of Elmwood Avenue and west of Mount Hope Avenue and Mount Hope Cemetery, with portions of the campus, including student housing and parking lots, located off of Kendrick Road. Pedestrian connections from the main UR campus and outlying buildings and parking lots to Elmwood Avenue and Mount Hope Avenue are available and generally easily accessible and provide adequate walking and bicycling connections. Most pedestrian road crossings are well-marked. Buses can easily access and provide service to the main campus, as well as student housing on Kendrick Road. Overall, the UR campus is a walkable environment with good pedestrian connections, as well as measures to allow for public transportation and traffic calming efforts.



Figure 5.2: *The view looking west down Crittenden Boulevard from Mt. Hope Avenue. Street furniture and signage would improve this view.*

The Strong hospital complex lies west of Mount Hope Avenue, north of Crittenden Boulevard and south of Elmwood Avenue. The hospital is well-connected to the surrounding roadways with sidewalks on all roads and is bordered by commercial uses to the east and residential uses to the south. The hospital buildings themselves are very large and generally out-of-scale with the surrounding development. While the hospital does have structured parking, there are still multiple large surface parking lots. There are good pedestrian and bicycle amenities and pedestrian crosswalks are well-defined

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with pedestrian refuges in the median of the roadway. Buses can easily access the hospital buildings with pull-off points and loops off of the main roads for better access to designated stops and to prevent impeding traffic.

To the south and west of UR and Strong are both the Genesee River and Genesee Valley Park. There is good access for pedestrian and bicycles to the trails adjacent to the river and in the park. The trail along the river connects to the other sides of the river, as well as to the Erie Canal. This pedestrian and bicycle loop provides a different access route between UR and Strong separate from vehicle traffic. Apart from the trails, this portion of the park also has pavilions, picnic benches, athletic fields, multiple trails, and pedestrian bridges across the water bodies and across I-390.

In sum, the UR/Strong Activity Node is pedestrian and bicycle supportive with waterfront paths, consistent sidewalks, and occasional pedestrian islands at major road intersections. Buses can also easily access the university or hospital with convenient pull-offs. Vehicles are warned of pedestrian crossings with signs and speed humps. There are mixed-uses providing a walkable and livable environment that does not necessarily require a vehicle. There is also much green space in the area such as the Genesee Valley Park, Mount Hope Cemetery, and the UR campus.



Figure 5.3: *Mt. Hope Avenue has the basic infrastructure in place to support pedestrian and transit-supportive development.*

Subsection 5.2.ii: Assessment of Current Planning and Zoning Conditions.

Mount Hope Avenue, from Elwood Avenue to the border with the Town of Brighton, is in the Community Center District (C-2) zone. This zone permits an array of uses, of which multifamily developments, mixed-use developments including dwelling units, offices, and retail services are conducive to promoting compact development that includes multiple uses and can be oriented toward public transportation, walking, and bicycling.

Any new development or redevelopment in this activity node should be oriented toward the street, with minimal front-yard setbacks and parking either structured or to the side or rear of the building. Requirements for new developments should additionally include public sidewalks, bicycle racks, and other pedestrian and bicycle friendly amenities and features.

The multiple surface parking lots along Mount Hope Avenue presents parcels on which to pursue new development that could include residential, commercial, office, medical, and parking components and be designed in manner conducive to public transportation, walking, and bicycling. The proximity of these parking lots to both Strong and UR and their location along a major thoroughfare certainly make them attractive sites for future development that incorporates multiple uses and aspects of transit-supportive development and design.

Subsection 5.2.iii: Recommendations.

Other specific recommendations for actions to be taken to improve the connectivity of the UR/Strong Activity node include installing streetscape and sidewalk improvements on Mount Hope Avenue, south of Elmwood Avenue, to create a more walkable environment, and improving pedestrian crossings on Mount Hope Avenue.

Specific recommendations for promoting transit-supportive development in this area include:

1. Sites along Mt. Hope Avenue that are taken up with parking lots should be redeveloped with infill development to increase the density of people living and working here. Infill development should be mixed-use with mainly residential and commercial functions.
2. The City should promote a coordinated redevelopment program for all the properties on the east side of Mt. Hope Avenue to encourage a systematized appearance of buildings, reduce the number of curb cuts by combining the numerous small parking lots into larger, connected lots, and ensure that all new buildings face the street and provide good pedestrian access.
3. Maintain the good sidewalk connections between higher-density development along Mt. Hope Avenue and the surrounding residential neighborhoods.



Figure 5.4: *The redevelopment of existing sites along Mt. Hope Avenue has the potential to greatly enhance the range of businesses and services available in this area for pedestrians and transit users.*

Section 5.3: Nodal Point B-2: Monroe Community College (MCC).

Subsection 5.3.i: Description of Current Infrastructure and Land Use Conditions.

The main campus of Monroe Community College (MCC) lies adjacent to the northbound side of East Henrietta Road. MCC is a predominantly commuter school and, as such, receives a large amount of vehicle traffic throughout the day and evening. The outer loop of MCC does not contain sidewalks, although there is a shoulder which pedestrians and bicyclists could safely use. Some of the parking lots and inner roads have sidewalks, while the campus has internal sidewalks. The distance to be traveled from East Henrietta Road to the campus buildings is about half a mile. Surface parking lots take up a good bit of space and could be estimated to cover half of the campus. One of the only pedestrian-friendly areas integrated into the campus is a central access road from East Henrietta Road, which connects to the apartment complex on the other side of the road. The area has sidewalks with a narrow buffer from the road coupled with clearly marked pedestrian crossings and a traffic circle.



Figure 5.5: *Pedestrian amenities along East Henrietta Road near MCC (at the left of this image) could be improved by moving the sidewalk further away from the road, widening it, and adding periodic pedestrian crosswalks along the road. A set of bus turnouts on either side of the road here would help improve traffic flows as well.*

Student housing on the north side of campus is separated from the rest of campus by large surface parking lots. However, there are good sidewalk connections within the campus complex. The northeastern part of campus contains open space and small ponds and has good access to the nearby student housing. However, the open space and ponds do lack access paths and benches. The addition of trails or paths could help students more enjoy the open space on the campus. Furthermore, the athletic fields and facilities are on the opposite side of campus from the student housing, making easy pedestrian or bicycle access to them somewhat difficult.

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Public transportation infrastructure is limited on the campus. There are benches for bus users and bicycle racks near the main entrance to the campus. Street trees have been planted on inner roads as well as sidewalks and outer borders of parking lots. However, a great deal of the campus, especially the outer loop road, lack trees or other landscaping.

Subsection 5.3.ii: Assessment of Current Planning and Zoning Conditions.

The Town of Brighton Comprehensive Plan includes goals that are conducive to promoting transit-supportive development including providing travel modes that present alternatives to the automobile and providing pedestrian and bicycle linkages between uses within the town and between neighboring municipalities. To this end, the Comprehensive Plan recommends exploring ways to amend the town code so as to allow for additional pedestrian and bicycle transportation opportunities and amenities. Such amendments could comprise requirements for including bicycle racks in any new or expanded development, new sidewalk construction in locations where new development occurs, and reductions in off-street parking requirements based on the proximity of a new development or use to public transportation.

The Town of Brighton Comprehensive Plan recommends high density residential uses off of Crittenden Road, adjacent to Rustic Village Apartments. This land use is consistent with promoting compact development that encourages public transportation, walking, and bicycling.

Subsection 5.3.iii: Recommendations.

Recommendations for improving the connectivity of the MCC node include filling gaps in the sidewalk network and improving the condition of sidewalks along East Henrietta Road, improving pedestrian and bicycle connections from the Rustic Village Apartments to the MCC campus, and building bus turnouts and dedicated bus shelters at regular locations along East Henrietta Road.

Specific recommendations for promoting transit-supportive development in this area include:

1. The sidewalks along East Henrietta Road should be widened and shifted back from the road (if possible) to promote pedestrian safety and improve the visual appearance of the area. Shade trees should be planted along the new sidewalks.
2. As MCC considers the locations of new buildings on the campus, it should consider locating some new buildings in the spaces between the main campus and East Henrietta Road. This would tie the campus complex closer to the road.

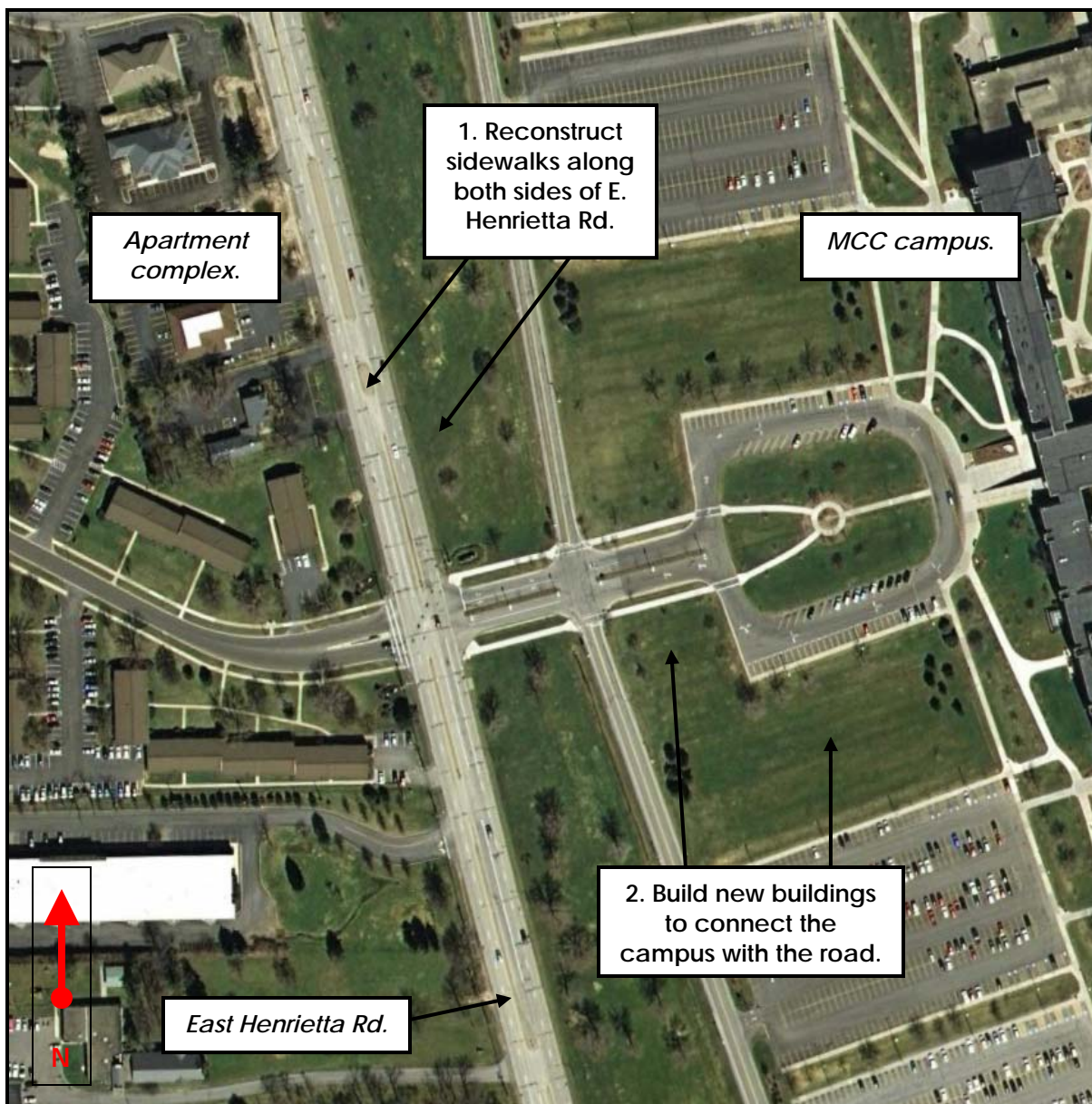


Figure 5.6: *The major focus of pedestrian and transit infrastructure improvements in this area should be aimed at sidewalk improvements and in promoting the expansion of the MCC campus closer to developments on the west side of East Henrietta Road.*

Section 5.4: Nodal Point B-3: Marketplace Mall.

Subsection 5.4.i: Description of Current Infrastructure and Land Use Conditions.

Marketplace Mall and the nearby retail establishments are major regional shopping destinations centered at the intersection of West Henrietta Road and Jefferson Road, but also including several strip-mall developments on Hylan Drive. Apart from a few small industrial uses southwest of Marketplace Mall, this area is strictly commercial. Along this portion of West Henrietta Road- south and west of the mall- there are sidewalks, although the intersections consist of four or five lanes of traffic for pedestrians to cross. As is characteristic of much of the portions of Transportation Corridor B located in the Town of Henrietta, major roadways lack consistent sidewalks, buildings are considerably set back from the road, and there are large surface parking lots to the front of most buildings.

There are no pedestrian walkways to and from the Mall building, although if there were, they could only connect to West Henrietta Road and Hylan Drive, which themselves all lack sidewalks. Pedestrians and bicyclists not only must cross multiple curbs cuts four or five lanes-wide, but they must also cross a road that borders the mall parking lot and the surface parking lot surrounding the entire mall.

In summary, the Marketplace Mall activity node is largely planned and designed for vehicle travel and access. There are few sidewalks and buildings are all set far back from the road, with large parking lots in front and considerable distance between them. Walking between buildings is discouraged due to large parking lots, and the four or more lanes-wide roads that separate buildings on either side of the roadway.

Subsection 5.4.ii: Assessment of Current Planning and Zoning Conditions.

As a major regional shopping destination, the Marketplace Mall node receives a significant amount of vehicular traffic and can serve as a location to institute transit-supportive development and design in a big box, shopping mall environment.

The Town of Henrietta Comprehensive Plan stresses good transit-supportive techniques such as conserving space, mixing uses, planting street trees, multimodal transportation, and public transportation. Additionally, the plan specifically includes as goals integrating land-use and transportation planning and considering public transportation in new and expanded developments, which indicates a willingness to better incorporate transit-related issues and concerns in the land-use process. Although much of the area surrounding the Marketplace Mall node is built-out, the goals of the Comprehensive Plan can be instructive in instances where parcels are redeveloped or expanded.

When looking at zoning regulations in the Marketplace Mall node, there are no zones permitting mixed-use developments in this area. Setbacks requirements make pedestrian access to commercial uses more difficult. The required acreage creates larger lots, which, in turn, makes bicycle and pedestrian transit and access more difficult. Additionally, the parking standards require a large amount of on-site parking, which can result in expansive surface parking lots. Requirements for screening parking lots are applicable only to lots abutting a residential zone and do not apply to lots in commercial or industrial zones that may face one another.

The Town of Henrietta may consider including provisions in its zoning regulations allowing for mixed-use development in the Marketplace Mall node. Also, relaxation of parking standards could be considered in instances where shared parking is a possibility, thereby reducing the amount of space devoted to parking. Similarly, the town could consider including pedestrian- and bicycle-sensitive requirements in its existing off-street parking requirements, parking lot design standards, or site plan

review process. For instance, dedicated and buffered pedestrian walkways could be a required component of parking lot design standards, as well as requirements specifying that large parking lots be broken up by landscaping.

Subsection 5.3.iii: Recommendations.

The main action that should be taken to improve the connectivity of the Marketplace Mall node is the expansion and improvement of the pedestrian transportation network that links the Mall building to surrounding areas. Installing new sidewalks that connect the Mall building to both its own outparcels and to the businesses along Hylan Drive would allow pedestrians to easily and safely move through this area.

Specific recommendations for promoting transit-supportive development in this area include:

1. Break up the large surface parking lots around the Mall by building raised sidewalks that provide clearly defined, and safe, pedestrian routes through the parking lots to nearby areas.
2. Build pedestrian links between the Mall building and the commercial development on the east side of Hylan Drive. Raised pedestrian refuge islands and clearly marked crosswalks might be considered.
3. Build sidewalks along Hylan Drive to facilitate pedestrian movement.
4. Install pedestrian links between the Mall building and outparcel buildings. This will safeguard pedestrian movement from one area of the Mall complex to another.
5. Revise municipal zoning to allow mixed-use developments and infill development in this area. This will broaden the range of functions and activities available at the site and increase its density.

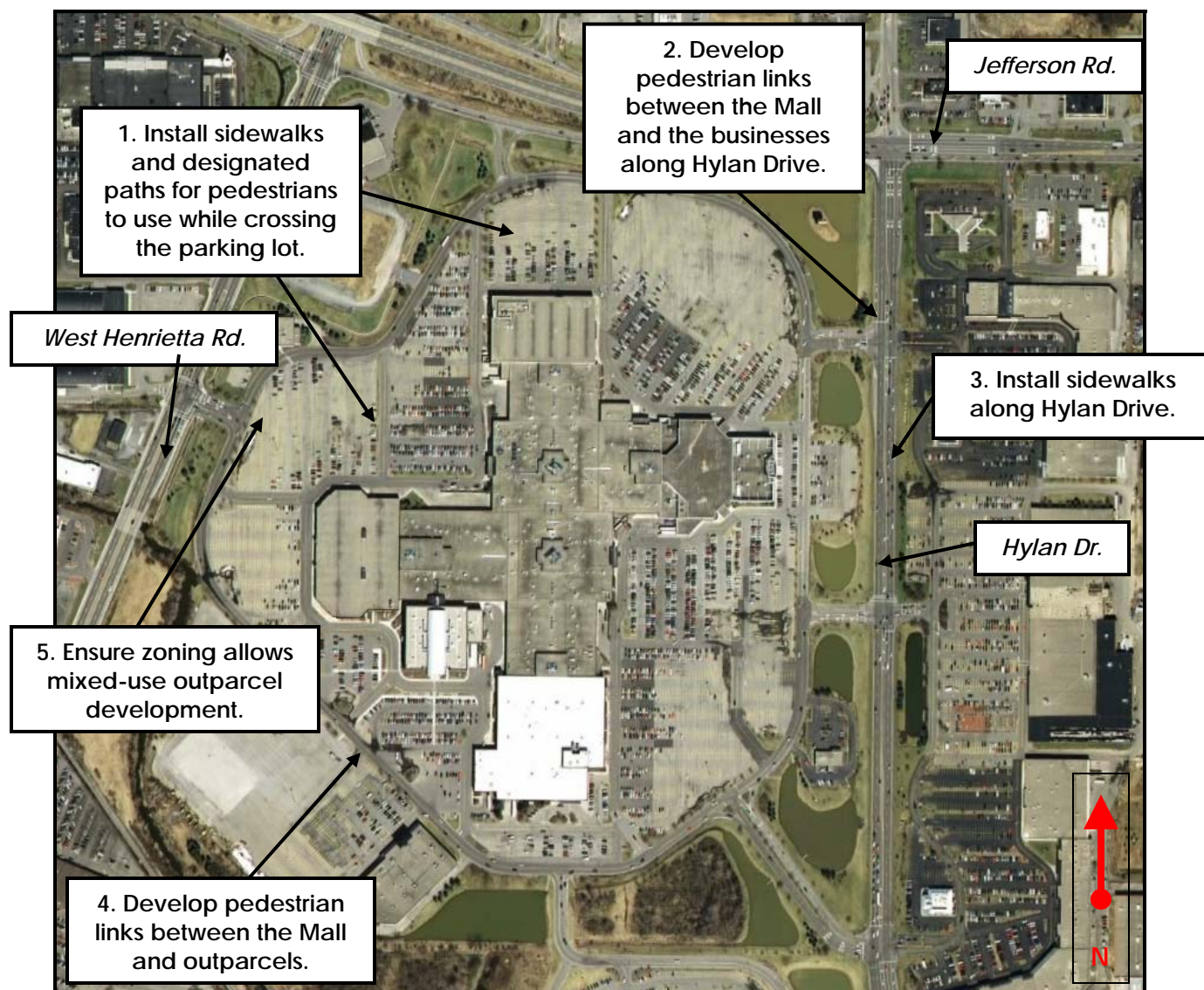


Figure 5.7: *The Marketplace Mall complex is completely surrounded by major roadways and suburban commercial development. This area is overwhelmingly used for retail purposes.*

Section 5.5: Nodal Point B-4: Erie Station Village.

Subsection 5.5.i: Description of Current Infrastructure and Land Use Conditions.

Erie Station Village is a planned community of apartments and townhouses, characterized by sidewalks and street trees, located adjacent to West Henrietta Road, south of the New York State Thruway. The complex is pedestrian-friendly with sidewalks and integrated parking. There are walkways to and between buildings, however, outside the apartment complex, on West Henrietta Road, there are no sidewalks.

Outside of Erie Station Village, starting from the south, the area is characterized by single-family detached dwellings of a relatively large size, many having two-car attached garages. The area is generally not pedestrian friendly, as neighborhoods are disconnected due to cul-de-sacs. Sidewalks are rare, only appearing on one side of collector roads. The houses are set back from the street and are on large lots. Traffic from neighborhoods is directed to West Henrietta Road by feeder streets, thus limiting the amount of routes available for pedestrians and vehicles, but keeping heavy vehicle traffic off of neighborhood streets.

There are few residential uses on this portion of West Henrietta Road, which can contribute to high vehicle speeds, making the road at times unsafe for pedestrians and bicyclists. A nearby public park containing baseball fields is not integrated with the adjacent neighborhood and is not served by sidewalks. The park is geared toward children and teenagers, but its location and lack of sidewalks or paths discourages their ability to walk or bike to the park. The intersections at roads feature curved curbs, which encourage cars to make turns at a higher speed, while increasing the distance pedestrians have to cross. This also makes for unsafe conditions for pedestrians that live in these neighborhoods.

The few exceptions to the predominant single-family dwelling land-use are two large schools that are set far back from the road, fronted by large parking lots and commercial uses and churches at the intersection of Erie Station Road and West Henrietta Road. Most other buildings, however, are located near the road with parking in back, which is both more pedestrian-friendly and aesthetically pleasing. Nevertheless, this area lacks sidewalks, creating difficult pedestrian travel. The intersection is at times four-lanes wide, a long distance for pedestrians to cross, yet it lacks a median and appropriate pedestrian crosswalk markings.

Subsection 5.5.ii: Assessment of Current Planning and Zoning Conditions.

The Erie Station Village residential development is itself located in the R-2 zone, which permits single- and two-family dwellings and apartments. Areas adjacent to Erie Station Village are zoned for single-family dwellings, commercial and industrial uses.

Similar to the Marketplace Mall node, the Town of Henrietta may consider amending its zoning ordinance to permit mixed-use developments in the Erie Station Village node. As Erie Station Village is a planned residential development, incorporating retail and commercial uses, along with additional residential units, on adjacent parcels could decrease automobile reliance for residents and, coupled with streetscape improvements, increase walkability. To this end, any new commercial, residential or mixed-use development in the area should incorporate sidewalks in the public right-of-way.

Other ways in which the Town of Henrietta can ensure that transit-supportive design features are included in any new development are to include requirements in the site plan review process for, as mentioned above, dedicated and buffered pedestrian walkways, bicycle racks and surface parking lot

landscaping. Additionally, reduced front-yard setback requirements could be considered in instances where building street frontage is desired and appropriate.

Subsection 5.3.iii: Recommendations.

The Erie Station Village node presents an opportunity to pursue transit-supportive development, as a number of key parcels in the area are presently undeveloped. Recommendations for improving the connectivity of the Erie Station Village node include completing gaps in the sidewalk network and building a central park and ride lot/area, which might perhaps better be known as a “Walk and Ride” area.

Specific recommendations for promoting transit-supportive development in this area include:

1. Update zoning regulations to ensure that higher density mixed-use development projects are allowed.
2. Consider building a Park and Ride lot in the immediate vicinity of the development to provide both a central bus stop for residents and an area where people living nearby can park their cars if they are riding the bus.
3. Identify nearby sites for similar improvements, and ensure that future TSD developments are linked to Erie Station Village with transportation infrastructure including streets and sidewalks.
4. Improve links to the nearby historic hamlet of West Henrietta.
5. Expand the “traditional village” street and sidewalk network onto nearby parcels.

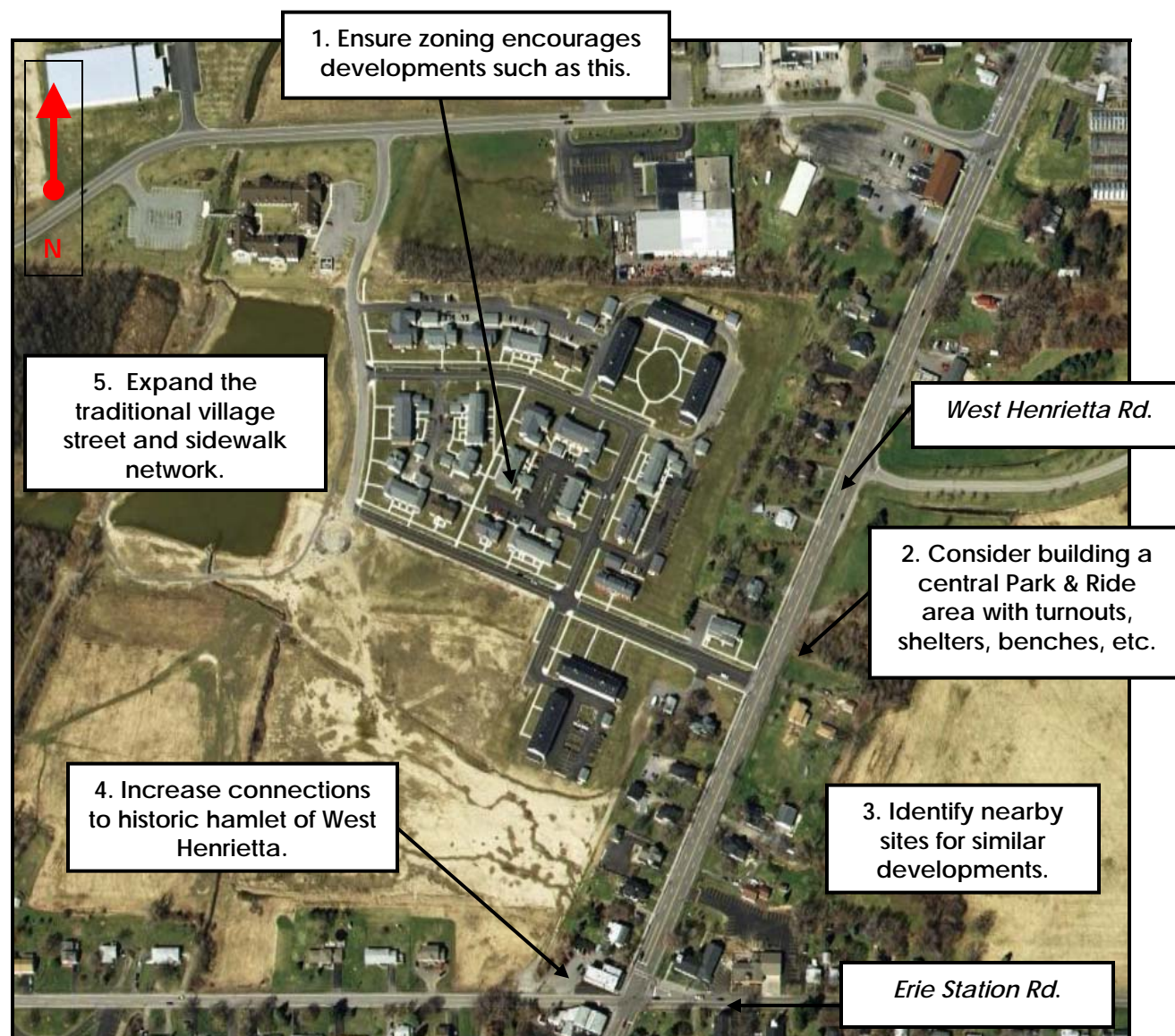


Figure 5.8: *The site of Erie Station Village. A traditional village street and sidewalk network, featuring narrow, short streets with a good sidewalk network tying together, this entire complex is an excellent example of transit-supportive development in a suburban setting.*

Section 5.5: Nodal Point B-5: Rochester Institute of Technology (RIT).

Subsection 5.5.i: Description of Current Infrastructure and Land Use Conditions.

Rochester Institute of Technology (RIT) is a critical educational and employment center in the Rochester region and, as such, is designated as an activity node for Transportation Corridor B. The RIT campus is bound by Jefferson Road to the north and East River Road to the west. The campus is largely self-contained, with minimal integration with the surrounding development, which is a mixture of commercial and industrial uses.

A mixed-use residential and commercial development known as “Park Point” is currently under construction at the intersection where Jefferson Road, John Street, and Brighton-Henrietta Town Line Road come together. The next portion to the east is zoned industrial, but lacks industrial buildings. The portion south and east of that piece of land is zoned residential and is home to the RIT campus. At this point, sidewalks are on both sides of Jefferson Road, a benefit to students and employees without vehicles. Unfortunately, on campus, the roads have no sidewalks or shoulders large enough for safe pedestrian travel. Furthermore, the campus is set over a quarter-mile back from Jefferson Road, making the distance to be traveled from the road to the campus inconvenient for pedestrians.

The land north of Jefferson Road and RIT continues to be zoned industrial but remains open space. RIT south of Jefferson Road is wooded, although further south are sports fields. Starting at this point, the roads on campus are very transit-supportive. Major intersections have landscaped traffic circles that slow traffic and avoid the need for traffic lights or stop signs. Sidewalks have a buffer of grass and a few feet between the road, increasing safety and the distance between pedestrians and vehicles.



Figure 5.9: *A view of the Park Point development, currently under construction. While this complex is located on a greenfield site, it relies on a dense street network with townhouses and apartment buildings for housing. Some retail is also planned for this development.*

Subsection 5.5.ii: Assessment of Current Planning and Zoning Conditions.

Pedestrian and bicycle crossings on roads are indicated by a change in pavement to a rougher surface and a distinct color, signaling to vehicles to slow down and watch for pedestrians. There are some pedestrian refuge islands on larger roads lessening the distance for pedestrians to cross and providing safety for those who cannot quickly cross the road. Unfortunately, this pedestrian supportive design is only on one side of the road and on this northern portion of campus does not connect to any buildings.

The majority of the frontage on Jefferson Road in the Town of Henrietta adjacent to the RIT campus is zoned for industrial uses. The Industrial Zone, however, does allow for commercial uses and multi-family dwellings subject to special permits. Minimum front yard setbacks, however, are 125 feet, which may contribute to future development being set back considerably from the roadway and fronted by surface parking lots.

The Town of Henrietta may consider amending its zoning ordinance to specify minimum front yard setbacks of between 0 and 20 feet for commercial or residential developments in the Industrial Zone so as to create a streetscape and a built environment that is both more aesthetically pleasing and more conducive to promoting public transportation, walking, and bicycling by minimizing the distance from the roadway to commercial or residential destinations.

Subsection 5.5.iii: Recommendations.

Similar to recommendations for the Marketplace Mall node, the Town could consider including pedestrian-and bicycle-sensitive requirements in its existing off-street parking requirements, parking lot design standards, or site plan review process, including shared parking, dedicated and buffered pedestrian walkways, and parking lot landscaping.

Other recommendations for actions to be taken to improve the connectivity of the RIT node include filling gaps in the sidewalk network and ensuring that new development in the vicinity of the campus is oriented towards both the campus and, where possible, the access roads linking the campus with outside roads.

Specific recommendations for promoting transit-supportive development in this area include:

1. Ensure that the new mixed-use development on this site is linked to both the RIT campus and surrounding areas with bicycle and pedestrian infrastructure.



Figure 5.10: *The site of Park Point, to the north-east of the RIT campus. This mixed-use development, when complete, will be another good example of transit-supportive development in a suburban setting.*

CHAPTER 6: CORRIDOR C NODAL POINTS: DESCRIPTIONS, ASSESSMENTS, AND RECOMMENDATIONS

Section 6.1: Introduction.

Chapter 6 focuses on Corridor C. This chapter provides a description of the current infrastructure and land uses in each Nodal Point in Corridor C, an assessment of the current land use plans and regulations that apply to the nodal points, and a list of recommendations for potential improvements that can be made to the nodal points to encourage transit-supportive development projects. Municipal plans, reports, studies, and local laws were reviewed in order to compile the information found in this chapter, but most information here comes from field work. G/FLRPC staff visited and photographed the sites in order to gain a good understanding of their current development conditions.

Each Nodal Point is profiled in a three-part section. The first part of each section, *Description of Current Infrastructure and Land Use Conditions*, provides a summary of the current status of infrastructure and land uses within the Nodal Point. The second part of each section, *Assessment of Current Planning and Zoning Conditions*, reviews the contents of municipal comprehensive plans, zoning regulations, design guidelines, and other applicable documents that impact land uses and development conditions in the Nodal Points. Lastly, the third part of each section, *Recommendations*, consists of a list of suggested improvements, including potential infrastructure and land uses changes, which local governments can use as a guide to fostering transit-supportive developments when revising and updating their land use planning and regulatory documents.

The recommendations included in this report are intended not only to provide local boards and officials with concrete ideas for improving the viability of transit-supportive development in the Nodal Points, but also to spark general interest in and ideas for transit-supportive development projects. These recommendations are not presented as a necessary or definitive course of action, but rather as the starting point for in-depth conversations among municipal officials, developers, citizens, and others interested in pursuing transit-supportive development projects.

The recommendations are illustrated through aerial photographs of the Nodal Points. Call-out boxes on the photographs highlight the recommendations that are listed in the text. The call-out boxes are numbered to correspond with the numbered recommendations listed in the text for each Nodal Point.

General Corridor Description: This corridor is based on the Regional Transit Service's Route 92 and the County Area Transit System's Route 3. Please refer to Appendix B at the end of this report for information on bus ridership figures on these routes. Route 96 connects downtown Rochester with Eastview Mall, while Route 3 connects downtown Canandaigua with Eastview Mall. These two service routes link up at the Eastview Mall complex. This corridor and its Nodal Points include several varied areas, including traditional city and village settings, suburban commercial developments, rural hamlets and intersections, and lakeside recreational areas.

Please see **Figure 6.1** on the next page for a map of Corridor C. The map does not include the express line along Route 490 that links the Bushnell's Basin Park and Ride lot to downtown Rochester. No suggestions/recommendations are included in this report for changes to the Route 490 configuration.

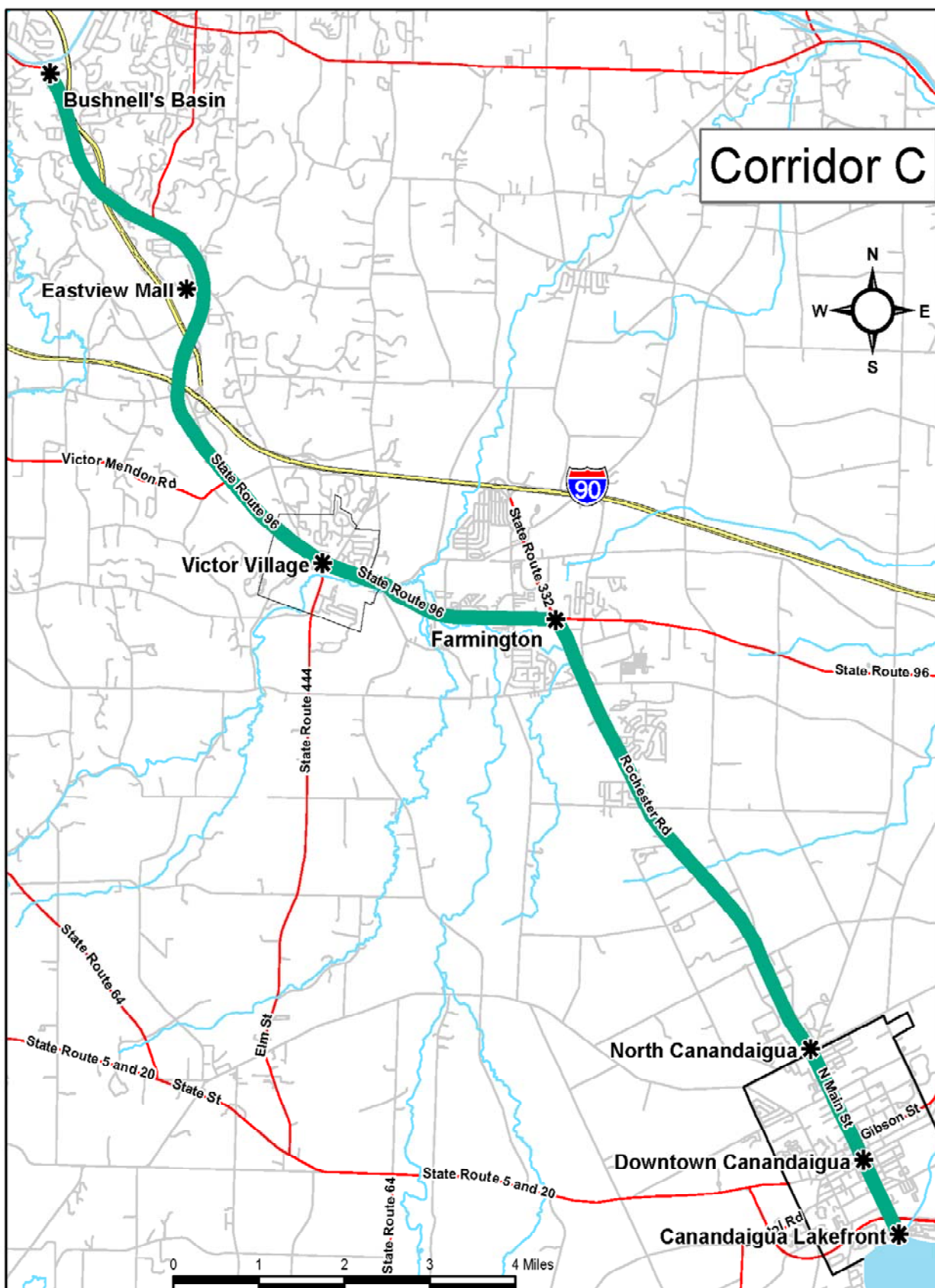


Figure 6.1: This map depicts Corridor C and its seven nodal points.

Section 6.2: Nodal Point C-1: Bushnell's Basin.

Subsection 6.2.i: Description of Current Infrastructure and Land Use Conditions.

The hamlet of Bushnell's Basin is located in the Town of Perinton and lies just south of the Erie Canal. Development is not dense here, and the nearby land uses are primarily residential subdivisions of single family homes. Businesses in the hamlet area are located near the road and most have parking lots on their sides. Open space occurs here at periodic intervals, but is mainly the unused portions of otherwise developed lots. Sidewalks are sparse here in the residential areas, but exist in the commercial areas.

Just south of the hamlet are the ramps to and from I-490. Next to these ramps is a Park and Ride lot. This lot encourages public transportation use, by providing area residents with a central point to leave their car and catch the express bus to downtown Rochester. To the west and south of the Park and Ride lot are developments of single-family homes on large suburban lots. There are no sidewalks here and the intersections are large and not suitable for pedestrians, being wide and containing curved corners.

The southern portion of this corridor contains a few industrial and large office buildings. Sidewalks connect these uses, but the sidewalks do not connect to anything else on Route 96. This highlights the general pattern of Bushnell's Basin, being infrequent sidewalks with uses separated by large lots. Overall, this area is not transit-supportive. The only aspect of this area that approaches that type of development is the park-and-ride lot and bus stop, and even that facility cannot be easily reached by pedestrians as there are no sidewalks leading to it and no crosswalk on Route 96.



Figure 6.2: *The entrance to the Park and Ride lot at Bushnell's Basin. The entrance/exit ramps to Route 490 are in the background. The Town of Perinton should work to strengthen the pedestrian links between this lot and nearby residential/commercial areas.*

Subsection 6.2.ii: Assessment of Current Planning and Zoning Conditions.

The Town of Perinton's Comprehensive Plan does not include much detailed information on either the Bushnell's Basin area or transit-supportive design in general. However, the Plan does include numerous recommendations aimed at improving conditions in the Town for transit-supportive development projects. The Plan's recommendations on general land use issues call for channeling high density land uses to existing community centers, such as Bushnell's Basin, and designing any new developments with a "neighborhood concept" approach that emphasizes pedestrian circulation systems, green space, streetscape improvements, and access to businesses that serve nearby residents.

The Plan's recommendations for commercial areas include minimizing traffic hazards through shared parking lot access and joint use of off-street parking areas, encouraging the curbing, paving and landscaping of parking areas, and considering the visual appearance of new developments from adjoining areas and roads. The Plan's recommendations for transportation issues include encouraging alternatives to automobile transportation, providing adequate facilities for pedestrian movement, and integrate traffic calming measures into future infrastructure projects in residential and commercial areas.

The Town's zoning map breaks up the area around Bushnell's Basin into several zoning districts. These include Residential A (A), Townhouse (TH), Restricted Business (RB), Commercial (CO), and Limited Commercial (LC). The A and TH districts are focused on residential uses; single family homes and accessory structures are allowed in A districts, and townhouses can be built in A or TH districts. Business and professional offices, medical facilities, hotels and motels, public buildings, and some other commercial uses are allowed in the RB district.

The LC district is oriented towards low intensity commercial uses that provide local residents with basic services such as groceries, pharmacies, apparel, sporting goods, commercial schools, restaurants/coffee shops, and other such small scale commercial operations as would be found in a traditional village setting. The LC district includes a set of design guidelines that the Planning Board must consider when reviewing development proposals. These guidelines include providing joint access with contiguous parcels, designing new buildings in a comparable architectural style as existing ones, and minimizing the number of new access points to public roads.¹

While a potential revision to the zoning code might call for creating a special "hamlet" district in the Bushnell's Basin area, the current level of detail regarding land uses and dimensions is probably appropriate for the Bushnell's Basin area. The LC district provides the basic template for pedestrian and transit-supportive development in this area.

Subsection 6.2.iii: Recommendations.

Generally, the Town should work to ensure that future development projects integrate pedestrian infrastructure and aims at building up a "village" atmosphere in this hamlet.

Specific recommendations for promoting transit-supportive development in this area include:

1. Encouraging "infill", mixed-use development in the hamlet of Bushnell's Basin.
2. Install a pedestrian crossing at the intersection of Route 96 with the expressway ramps to allow safe pedestrian crossing of Route 96 at this location.

¹ Please see *Zoning Law of the Town of Perinton*, Section 208-43 Limited Commercial District, for more details.

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3. Build a sidewalk from this crossing along Route 96 to the Park and Ride lot. This would allow pedestrians from the hamlet area to safely and easily access the Park and Ride lot and use it as a bus stop for the express bus to downtown Rochester.

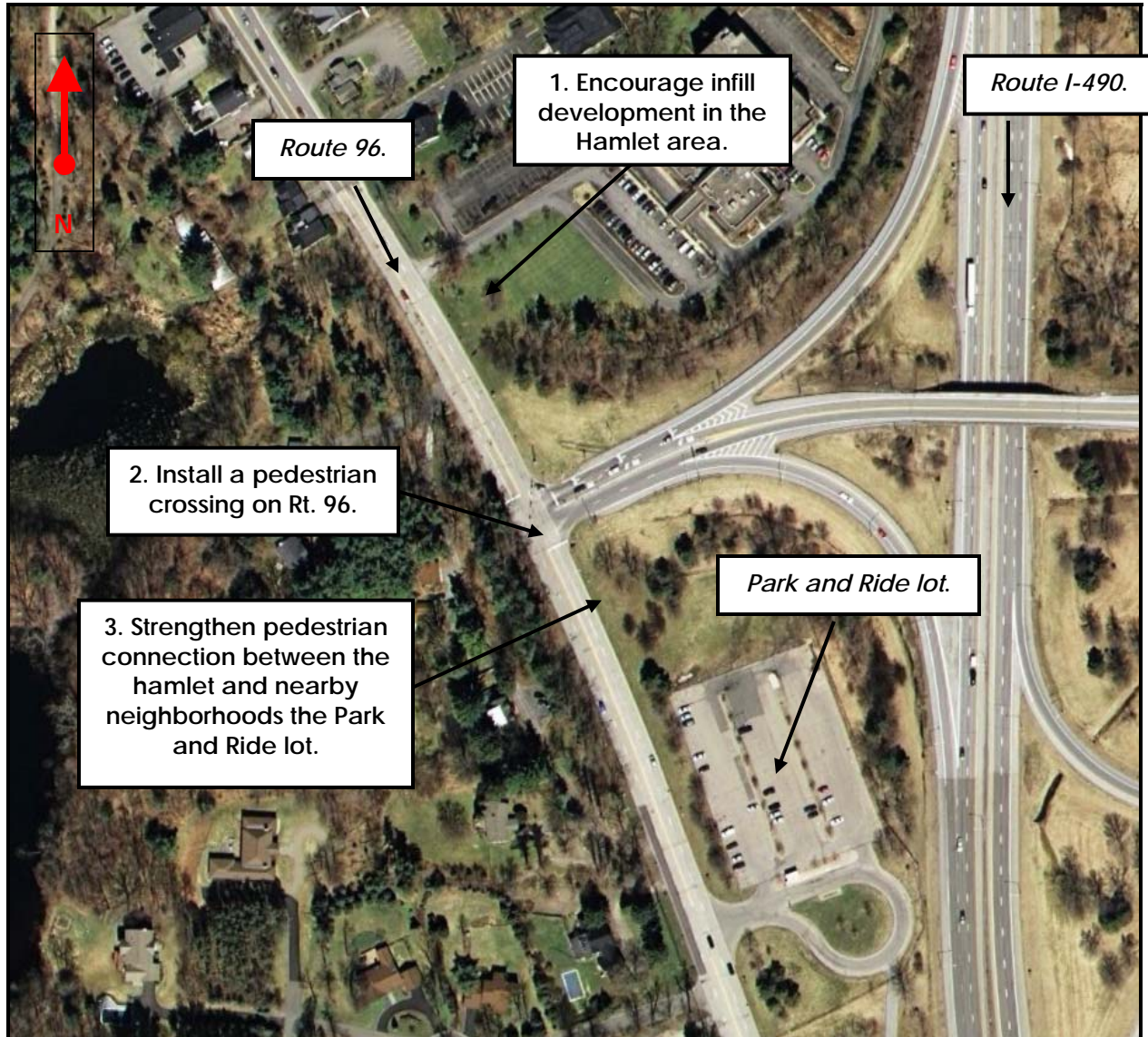


Figure 6.3: *The Bushnell's Basin hamlet area could be improved to better support future transit-supportive development in the Town of Perinton.*

Section 6.3: Nodal Point C-2: Eastview Mall.

Subsection 6.3.i: Description of Current Infrastructure and Land Use Conditions.

Eastview Mall is one of the primary commercial centers in Greater Rochester. The Mall is located along the western side Route 96 just south of the Monroe-Ontario County line. Route 96 has four travel lanes and a central turning lane at this point. Commercial buildings along the road are set far back and surrounded by parking lots in the typical manner of suburban shopping districts. There are no sidewalks here. Furthermore, the wide intersections require pedestrians to cross multiple traffic and turning lanes; there are no refuge islands for pedestrians to safely wait at while crossing. On roads off of Route 96, the buildings are even further set back from the road. All of the land uses here are commercial, and cars are the only practical means of accessing the Mall from nearby residential subdivisions.

The Mall is surrounded by large surface parking lots on all sides. These parking areas are bordered by access roads that loop around the Mall and link it to Route 96. The parking lot lacks trees or any other landscaping. Pedestrians would find walking from Route 96 through the parking lot to the mall unpleasant and unsafe. There are no pedestrian islands to walk on and few medians. There are no traffic-calming measures except the curves in the road. Some areas of the parking lot feature a change in the paving material used at the edge of the parking lot bordering the mall, which helps to define pedestrian areas.



Figure 6.4: *The view from the Eastview Mall Park and Ride area, looking eastward towards Route 96, which runs along the top of the hill and in front of the buildings in the background. No pedestrian connections link the Park and Ride area to the main road, or with the Mall building itself.*

A Park and Ride area is located in the Mall parking lot, but is far away from the mall building. No pedestrian connections link the Park and Ride area to the Mall, or to Route 96. While this is an

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acceptable arrangement for people who drive from home and park their cars here, it does not support the overall walkability of the site.

There are sidewalks surrounding the Mall building itself, providing a safe space for walkers. However, these do not continue through the parking lot or connect to outparcels with retail uses. The red paving material used to denote pedestrian walkways is only used on the eastern side of the mall. While there are sharp curves in some areas to slow traffic, the road lacks speed humps and is very straight in some areas.

Overall, the Mall complex is clearly designed for cars. There are few pedestrian amenities and there is only some consideration for buses. Despite the fact that people who drive to the parking lot will be walking through the parking lot as pedestrians, there is virtually no consideration for this fact in the parking lot's layout. This area is typical of commercial suburban development: large parking lots, large setbacks from the road, lack of sidewalks, and roads designed to move cars as fast as possible.

Subsection 6.3.ii: Assessment of Current Planning and Zoning Conditions.

The Town of Victor's Comprehensive Plan Land Use Map designates this area for Commercial use, and current development trends indicate that this area will remain predominately commercial for the foreseeable future. Some residential land uses are located to the east of the mall complex, and the Town should consider ways of linking those areas to the mall with sidewalks and streetscape improvements.



Figure 6.5: *At Eastview Mall, like at Pittsford Plaza, there is a lack of pedestrian infrastructure connecting crosswalks on the main road with the shopping center. Also, there are no pedestrian refuge islands here.*

The Transportation Plan, which is Part Two of the Comprehensive Plan Supplement, includes recommendations for using “Access Management” techniques to improve traffic flows throughout the Town, prepare a Town Thoroughfare map that shows all proposed new roads and improved intersections, and the promotion of pedestrian, bicyclist, and transit supportive design concepts. The Transportation

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Plan does not include any specific details about how the Town will support these alternative transportation modes.

An appendix of the Comprehensive Plan Supplement includes detailed commentary on transportation infrastructure in the Town. The Town is currently beginning work on a Comprehensive Plan update and it should consider integrating, where appropriate, the information in this appendix into the new Comprehensive Plan. Specific Access Management recommendations that will enhance transit-supportive development projects include driveway spacing requirements that increase along with posted traffic speeds, inclusion of pedestrian links between adjacent and compatible commercial properties, and pedestrian links to outparcels. While many of these recommendations rely on site specific developments for implementation, it is worthwhile for Town boards and staff to consider them when reviewing and permitting new development.

Subsection 6.3.iii: Recommendations.

The Eastview Mall complex is designed primarily for automobile transportation, but there are some ways in which pedestrian and public transit access to the site can be improved. In general, the Town's main focus with regards to pedestrian and public transportation infrastructure in the Eastview Mall area should be to improve the safety and visibility of pedestrian linkages among the various commercial developments and, where applicable, nearby residential areas. The basic automobile orientation of the area is not expected to change, but there are ample opportunities for improving the multi-modal character of the area, such as installing new sidewalks and improving the park and ride facility in the Mall's parking lot.

Specific recommendations for promoting transit-supportive development in this area include:

1. Install clearly marked crosswalks to designate a place where pedestrians can cross Route 96. In addition, raised pedestrian refuge islands should be considered and installed to provide a resting place for pedestrians.
2. Sidewalks should be installed along the sides of the Mall parking lot entrances. This would allow pedestrians to access the Mall complex from Route 96. In some place, such as shown above in Figure
3. Large surface parking lots can be "broken-up" by raised walkways that provide a clearly defined and safe pedestrian route through the lot.

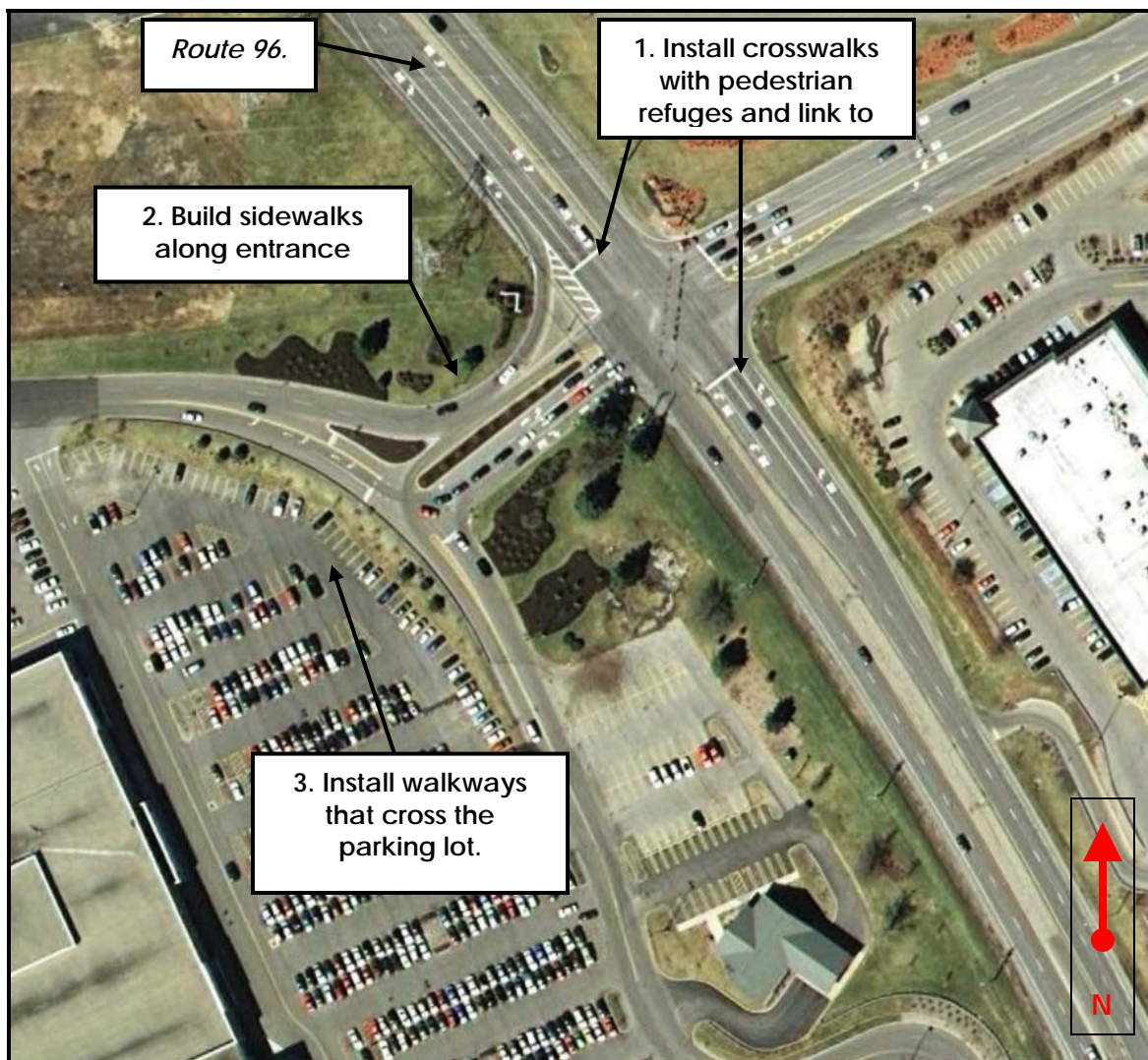


Figure 6.6: *Future infrastructure projects in the Eastview Mall area should seek link the Mall with nearby developments.*

Section 6.4: Nodal Point C-3: Victor Village.

Subsection 6.4.i: Description of Current Infrastructure and Land Use Conditions.

Unlike Bushnell's Basin and Eastview Mall, the Village of Victor has the infrastructure in place for transit-supportive development. Sidewalks along Route 96 begin in the Village. The sidewalks have appropriate buffers, which include lamps, some trees and a different paving material, which highlight the border between pedestrians and cars. The road is narrower here, with only two lanes and a middle turning lane. This makes the road easier for people to cross. Pedestrian crossings are well-marked. Unfortunately there are fairly frequent curb cuts, which make walking more difficult due to increased interaction with cars. However, sidewalks do continue onto side streets, creating a good pedestrian network. Closer to the middle of the village, there is on-street parking, which creates another buffer between cars and people, while reducing the need for off-street parking.

In the Village center, the curb cuts are fewer and all parking is behind the buildings. This allows the buildings to come to the sidewalks, making them accessible to pedestrians. Parking is available both along the street and in several surface parking lots that are readily accessible from the street. The on-street parking helps buffer sidewalks from traffic lanes.



Figure 6.7: *The Village of Victor along Route 96 (Main Street in the Village) are set back from travel lanes and buffered with on-street parking. Pedestrian crossings are well designed and clearly marked.*

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The western portion of Route 96 is flanked by single-family homes, some of which appear to have been converted to businesses and offices. They are fairly close together and are not set too far back from the street. They have the benefit of a sidewalk in their front yard which leads to the commercial uses in the Village center. While uses are somewhat separated here, the development is denser and the center is close enough to walk to. The intersection with School Street continues the single-family home pattern. However, on the southern side, there are some warehouses next to the houses just off the road. The intersection has the benefit of an island for pedestrians to use when crossing the road. This is a great design feature rarely seen that fits in well with the overall transit-supportive design of this Village.

The Village center mixes commercial and residential uses. The buildings are taller here with businesses on the first floor and offices and apartments on the upper floors. The development here is densest and all parking is behind the buildings or on the street. The design is consistent with setbacks, heights, and architecture despite there being recent and historic buildings. This is a pleasant downtown to walk to and utilize.

East of the center, there are several churches and single-family residences. The development continues to be relatively dense. The residents of this neighborhood can easily walk places and access the business district. Sidewalks continue here. Now the buffer is a grass one which is of a sufficient width to separate the cars and pedestrians.

This area has the basic infrastructure in place to support transit-supportive development. There are good sidewalks and connections for pedestrians. Road crossings are well-marked and a large intersection has a refuge island. The development is dense enough to allow people to walk to the downtown and enjoy the commercial, service, and office uses. The road is narrower here than in the town, slowing traffic, and making roads easier for people to cross. The buildings sit next to the sidewalk, making walking to them convenient. The parking is generally on the street, creating a barrier between people and cars, as well as behind buildings.

Subsection 6.4.ii: Assessment of Current Planning and Zoning Conditions.

The Village of Victor does not have a Comprehensive Plan. When looking at the Village's zoning regulations, Route 96/Main Street traverses three zoning districts, including: Business (B); One Family Residential (R-1), and One Family Residential (R-2). The basic land uses in the residential districts include single family homes, professional offices, schools, churches, parks, and home occupations. The Business district allows the above uses, as well as stores, banks and financial institutions, roadside stands, and repair garages/filling stations. Minimum yard depths and widths are provided for all three districts; while the residential yard dimensions are probably good for residential properties, the Village should reconsider updating the minimum dimensions for the business district. Developers should have the option of building to the lot line along sidewalks instead of having a 15 foot deep front yard and 10 foot wide side yards. Giving builders the option of building to the lot line can help expand and promote a traditional "village" atmosphere in Victor's downtown business district.

The new comprehensive plan for the Town and Village should include recommendations aimed at improving transportation infrastructure and circulation systems. The Plan should treat the stretch of Route 96/Main Street through the village as a single "design district" in order to foster a standardized appearance for new development in this area. Specific recommendations on public transportation stops and pedestrian linkages would be most useful. In addition, the comprehensive plan should specify the links between land use and public transportation systems in order to effectively argue for why the village should invest in pedestrian/public-transportation infrastructure.



Figure 6.8: *Traditional development patterns in Victor's downtown provide the basis for future transit-supportive development.*

When the Village looks at revising its zoning regulations, recommendations for transit-supportive development include: more specific off-street parking and access requirements in Chapter 170: *Zoning*; incorporating bicycle design requirements in Chapter 133: *Site Plan Review*; and formulating policy guidelines for sidewalks in Chapter 139: *Streets and Sidewalks*. Off-street parking can be provided for in Chapter 170. This includes identifying off-street parking as an accessory use to all permitted and special exception uses of buildings, structures, and lots. A ratio of required parking for bicycle facilities can then be developed based on vehicle parking requirements.

Where possible, commercial properties should be interconnected with service roads towards the rear of the buildings, such as High Street (South), School Street, Adam Street, Moore Avenue, Webster Avenue, Andrews Street, Church Street, and Lynaugh Street, to encourage vehicular access onto collector/access roads as opposed to the creation of multiple curb-cuts onto Main Street. Additional access management strategies can be addressed through zoning revisions.

In Section 133-13 of the Village's Site Plan Review Law, public transportation, pedestrian, and bicycle amenities can be included in general review standards. Potential language is as follows: "A comprehensive and unified pedestrian and bicycle access and circulation plan shall be submitted in conjunction with the final site plan, to include provisions for future cross-access (pedestrian and bicycle paths) with adjacent properties."

Chapter 139: *Streets and Sidewalks* can include a comprehensive sidewalk policy, to be referred when installing sidewalks and for sidewalk improvements. Chapter 65: *Design and Construction Standards* provides definitions of types of roads: (1) primary roads, (2) collector roads, (3) access roads, (4) cul-de sacs, (5) private drives, and (6) driveways. In order to develop a sidewalk policy for the Village of Victor, all roads in the Village should be classified using the definitions provided for in

Chapter 65. This street classification can be written into Chapter 139: *Streets and Sidewalks*. Classification can help develop a primary sidewalk system and prioritization strategy for the Village.

Subsection 6.4.iii: Recommendations.

Like other villages in the region, the Village of Victor has the basic infrastructure for transit-supportive development in place. The Village should work to improve the condition of current infrastructure and, through the development of a comprehensive plan, identify the benefits that transit-supportive development can bring to the Village.

Specific recommendations for promoting transit-supportive development in this area include:

1. Village planning and zoning documents should mandate that a continuous building frontages be maintained along Route 96/Main Street. New buildings, and existing buildings that are renovate, should present a uniform appearance in terms of height, massing, setback, and other architectural features.
2. Parking lots directly along Route 96/Main Street should be targeted for infill development.
3. Surface parking lots in the Village should be kept to the interior of large blocks and, as much as possible, combined so that people can park once and patronize multiple local businesses without moving their vehicle.
4. A nearby steep slope, currently wooded and undeveloped, should remain intact. Efforts to increase the density of development in the Village should not impinge on the protection of potentially sensitive environmental features such as this one.

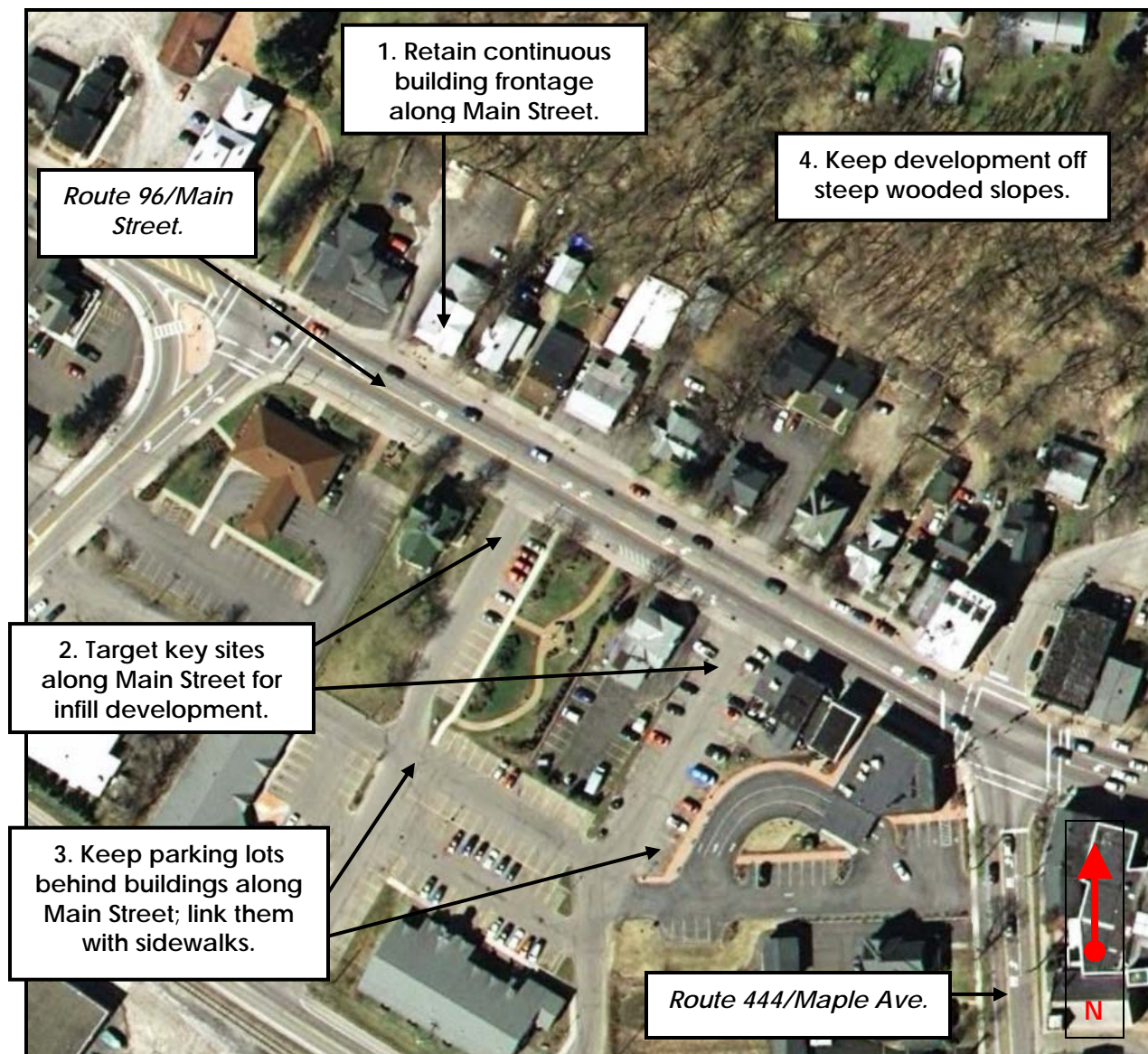


Figure 6.9: *With key transit-supportive infrastructure already in place, Victor can focus on small scale improvements.*

Section 6.5: Nodal Point C-4: Farmington (junction of Rts. 332 and 96).

Subsection 6.5.i: Description of Current Infrastructure and Land Use Conditions.

The development at the intersection of Routes 96 and 332 in the Town of Farmington is entirely commercial. The northwest and southeast corners are dominated by gas stations, while the other two corners feature standard suburban commercial strip buildings with a variety of personal services, retail, and food businesses. Planning for pedestrians is apparent because sidewalks line the roads around the intersection, but for the most part these sidewalks are limited to the immediate area and do not connect with nearby residential developments. The buildings are set well back from the street and are surrounded by parking lots. Outside the immediate intersection, there is open space besides one industrial use in the northeastern area. This area is largely under-developed for a true “hamlet” area and what development is there is clearly designed for automobiles.



Figure 6.10: *This view looking south along Route 332 from the Routes 332/96 intersection in Farmington shows some consideration for pedestrian facilities. The parking lot on the right serves a small retail strip. Farmington should guide some residential development into the vicinity of this intersection to counter the lack of non-retail land uses in the area.*

Subsection 6.5.ii: Assessment of Current Planning and Zoning Conditions.

The Town of Farmington has identified the intersection of Routes 96 and 332 as a “community business center.”² The Comprehensive Plan includes several recommendations that will improve the viability of transit-supportive development concepts in this area, as well as along the entire stretch of Routes 96 and 332 in the Town. Specific Objectives in the Plan include: (d) Focus development to avoid sprawl, (i) Well designed physical and visual transitions between different land uses to minimize conflicts, (n) The Hamlet of Farmington remain a strong core for the community.

² See the *Town of Farmington Comprehensive Plan*, Page 1-2.

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Each Objective is backed by several specific recommendations; in general, these recommendations are all in favor of transit-supportive design. The objective of avoiding sprawl can be realized through limited mixing of land uses and focusing new developing in the southwest part of the Town (along Rt. 332). The objective of providing good physical and visual transitions between land uses can be accomplished in part by using buffers such as landscaping and vegetation and using screening between parking areas and public rights of way. The objective of keeping the Hamlet of Farmington viable as a community commercial center can be realized through adding new businesses to the area and fostering a distinctive identify as a commercial destination.

The Plan's summary clearly indicates the Town's interest in fostering a community commercial center at the intersection of Routes 96 and 332. The Plan states that "this community center should be vehicle and pedestrian friendly and coordinated with both means of transportation in mind."³ The Plan does not mention public transit facilities, and so future revisions of the Plan should specifically state that the Hamlet area will be developed with specific consideration of public transit. These considerations might include building bus turnouts, installing benches and coverings for bus patrons, and adding other street furniture such as kiosks and garbage receptacles that will benefit public transit users. The Town would have to collaborate with NYS DOT to make infrastructure and sign improvements in this area, but that could be accomplished with the proper coordination.



Figure 6.11: *The above view looks east along Route 96 to the intersection with Route 332. The lack of a planting strip separating this sidewalk from traffic lanes on Route 96 can make for an unpleasant pedestrian experience. Future reconstruction projects in this area should also consider building bus turnouts to facilitate public transit use.*

The Town's zoning law classifies the Hamlet area as GB, or General Business. Permitted land uses here include a broad variety of commercial uses, including retail stores, commercial schools, and

³ See the *Town of Farmington Comprehensive Plan*, Page 4-6.

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restaurants, as well as professional offices, personal services, banks and financial institutions, and similar businesses. While no residential uses are allowed within the GB district, there are several nearby residential areas that could be linked to the Hamlet with sidewalks.

When looking at local laws other than zoning, potential revisions to Chapter 144: *Subdivision of Land* include language specific to bicycle and pedestrian support, such as trails, trail connections, and bicycle routes. Pedestrian convenience is a general consideration of site plan review, in Section 165-100. Criteria for site design and site access contained in Major Thoroughfare Overlay District and with the overall intent and objectives of the “Route 96/Route 332 Corridor Development Plan” are reviewed in Section 165-100 as well.

In addition to the Major Thoroughfare Overlay District, the Town of Farmington can also promote common access driveways for small residential subdivisions, especially those which exit directly onto priority streets. The Town should continue to encourage new commercial development to share safe access/egress with neighboring commercial developments through site plan review.

Subsection 6.5.iii: Recommendations.

Overall, the Town of Farmington should continue to enhance the range of commercial operations in the Hamlet area. This strategy focuses on keeping high density traffic generating land uses within the hamlet center as a means of maintaining the center’s viability instead of placing new uses outside the center and drawing the traffic away. Lighter density uses which generate less traffic, and may not be suitable for a traditional “hamlet” area, should be located on side streets outside the hamlet. As a corollary to the commercial land uses around the intersection, the Town should work to develop pedestrian connections between the Hamlet of Farmington and nearby areas, especially residential areas, because this will allow residents of those areas to walk to the businesses in the Hamlet instead of driving.

Specific recommendations for promoting transit-supportive development in this area include:

1. The Town should focus new development projects on undeveloped or under-developed sites in the hamlet area, preferably closer to the roads.
2. Pedestrian links to nearby residential areas should be improved. In addition, high density residential development such as apartments/townhouse should be built in the immediate vicinity of the hamlet.
3. Any new buildings that are built in the hamlet should be located close to the road, with perhaps a small parking area in front and additional parking behind. New buildings should be linked to pedestrian infrastructure.

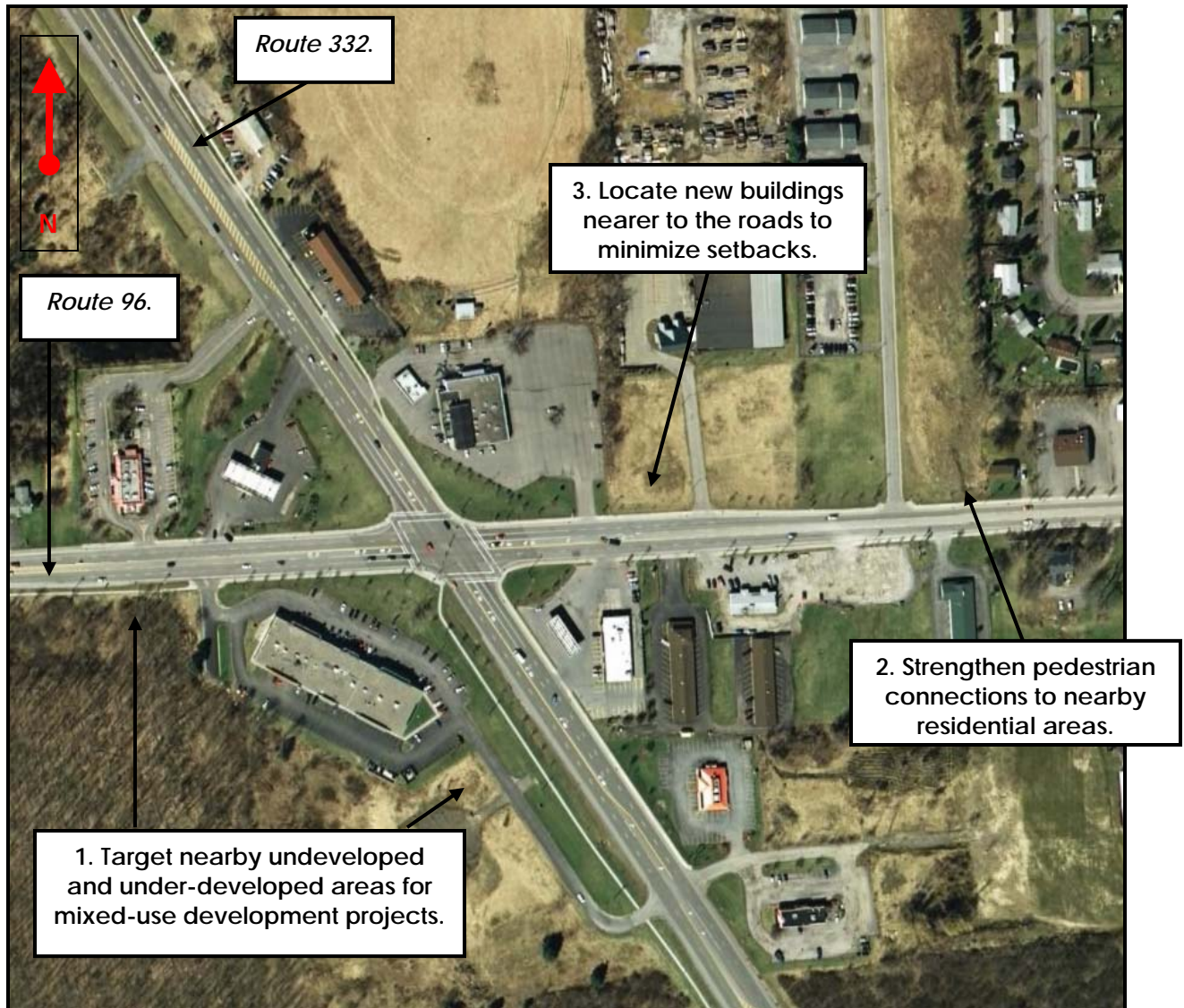


Figure 6.12: *This aerial view of the intersection of Routes 332 and 96 in Farmington clearly shows the current suburban development conditions in the area. However, there are numerous ways in which land use patterns and infrastructure conditions can be used to promote transit-supportive development.*

Section 6.6: Nodal Point C-5: North Canandaigua.

Subsection 6.6.i: Description of Current Infrastructure and Land Use Conditions.

The northern “gateway” to the City of Canandaigua displays standard suburban commercial development. While there are sidewalks, the buildings are set back and designed for cars, with parking lots between them and the road. South of this is some residential development, which is more suburban with less density and houses set farther back from the street. Unlike many areas, however, the development here is mixed-use.

The sidewalks are an important amenity, especially with their wide buffers between them and the road. Unfortunately, the development here is spread out, which is not conducive to walking. Biking would be more feasible with the wide shoulders. The buildings are mainly single-family residential below the brief commercial area. Traveling south into the City, development becomes more transit-supportive south of Buffalo Road. At this corner, there are buildings that likely house commercial and residential uses in the same structure. The development here is dense, aiding walking in this area. The parking is behind buildings, bringing the buildings close to the sidewalk for pedestrians.



Figure 6.13: *The main intersection in North Canandaigua, looking west along North Street. Route 332 runs horizontally through the center of the picture. This area has good sidewalk connections, but no places for buses to pull off to pick up riders, and as the supermarket in the background shows, the land use patterns here are standard for suburban areas: large surface parking lots near the road with buildings set behind them.*

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The buffers for the sidewalks continue with attractive landscaping and trees at this point. The houses are close together here, creating a density desirable for transit-supportive design. Overall, this area is designed for cars and pedestrians. The development is mostly transit-supportive, but more density could be achieved in the northern portion of this node, such as by locating townhouses or apartments here. The commercial uses in the northern section are also more automobile-oriented and do not fit in with the overall pattern of this area.

Subsection 6.6.ii: Assessment of Current Planning and Zoning Conditions.

The North Canandaigua node includes land in both the City and Town of Canandaigua; therefore, planning and zoning documents from both municipalities will be assessed here. This node has the potential to become a strong retail-oriented center that could rely in part on public transportation to help both customers and employees travel to and from the area. Transit-supportive development projects have a good foundation in this node due to good road infrastructure, sidewalks, and medians and the ongoing development of a modified grid street system.

The commercial and industrial growth along the Route 332 Corridor that connects the Town of Canandaigua to the NYS Thruway is discussed in the Town of Canandaigua Comprehensive Plan (2003). The Town's Comprehensive Plan recognizes that Route 332 serves as the primary gateway to the Canandaigua region. There are many opportunities for transit-supportive development along this corridor because much of it has not been built up.



Figure 6.14: This view looking south along Route 332 at the City/Town of Canandaigua border gives a good indication of current transportation infrastructure conditions. The distance between the sidewalk and the road protects pedestrians from traffic, and provides space for a future bus turnout facility as well.

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The Town and City should work together to encourage interconnected streets, walkability, mixed-uses, and design character. For example, as part of the zoning revisions, design guidelines could be created for the North Canandaigua node in the Route 332 Corridor. These might include “build-to lines” instead of setbacks, multi-story buildings with active uses such as retail on ground floors, on-street parking and off-street parking on the side or rear of buildings.

Another implementation strategy of the Town’s comprehensive plan is the creation of the “Corridor Development Incentive Overlay District” and the “Corridor Conservation Overlay District” for the Route 332 Corridor. These overlay districts include an incentive zoning provision which allows developers to exceed the dimensional or density thresholds of the zoning district in return for providing specific public benefits or amenities to the municipality. For example, a developer is permitted to develop land in the “Corridor Development Incentive Overlay District” more intensively through increased lot coverage and additional stories in return for permanently protecting land (under conservation easement) in the narrow strip of commercially zoned land along Route 332, termed the “Corridor Conservation Overlay District.” The comprehensive plan recommends that specific parameters for this incentive zoning program will be established in the zoning code.

A roadway classification system for the Town of Canandaigua would enhance the “Recreation Recommendations” of the comprehensive plan. For example, it is recommended that the Town identify roadways that are appropriate and desirable for on-road bicycle touring. This inventory of roads could then be mapped and matched with zoning considerations such as motorist-priority, mixed-priority, and non-motorist streets and linked with regional tourism efforts.

The City of Canandaigua’s Comprehensive Plan includes six “Sub Area Studies,” each of which identifies a geographically defined area of the City for a more detailed assessment of planning issues. One of these Sub Area studies, the “Northern Gateway,” includes recommendations that if implemented would enhance viability of transit-supportive development in the area. Specific recommendations include establishing a distinctive “gateway” atmosphere in the area through architecture, landscaping, and signage and the improvement of the “public realm” by replacing paved planting strips with street trees and grass, encouraging the replanting of front yards currently used as parking lots, and consolidating curb cuts to increase green space and reduce pedestrian/automobile conflicts.

The planning and zoning regulations for this area allow development that is along the lines of transit-supportive development, but future revisions of Town and City planning studies should specifically highlight the value and potential uses of installing specialized infrastructure for pedestrian and public transit users.

Subsection 6.6.iii: Recommendations.

Specific recommendations for promoting transit-supportive development in this area include:

1. Target specific locations along main roads for infill development.
2. Identify nearby sites for high-density residential development such as apartments and/or townhouses. This will increase the number of people living in the immediate area and provide additional customers for nearby businesses.
3. Consider the availability and location of pedestrian infrastructure, specifically how well individual parcels are linked to one another by walkways.
4. Maintain good pedestrian links with nearby residential neighborhoods.

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5. Minimize the number of curb cuts by combining parking lot entrances and encouraging the use of parking lots for multiple businesses.



Figure 6.15: *There are numerous ways of improving development and infrastructure conditions in the North Canandaigua nodal point.*

Section 6.7: Nodal Point C-6: Downtown Canandaigua.

Subsection 6.7.i: Description of Current Infrastructure and Land Use Conditions.

Downtown Canandaigua is a traditional commercial “Main Street” with nineteenth and early twentieth century business blocks set up against wide sidewalks. The buildings here sit adjacent to each other, providing a good density for walking and public transportation. The buildings are multiple stories, featuring mainly commercial uses on the first floors with some office and residential uses on the upper floors. This mixed-use environment provides an appropriate mix for a downtown, where people can walk to nearby locations. There are wide sidewalks with a buffer of street trees. Sidewalk benches are available for resting or waiting for a bus.

There is a median running down the center of the street, which calms traffic and provides a refuge when crossing the large intersections on Main Street. It also provides interest in and beauty for the road. Parking exists on the streets, which provides another barrier between people and cars, as well as hidden behind buildings. This creates a more attractive environment, with the buildings and landscaped sidewalks being the focus, rather than cars and parking lots abutting sidewalks.



Figure 6.16: *This view looking south along Main Street in downtown Canandaigua shows the basic elements in place for successful transit-supportive development. Wide sidewalks, multi-story buildings with retail uses on the ground level, street trees, and a central median, all combine to form an attractive civic space. Future development projects in downtown Canandaigua should emulate existing buildings and be fit within the existing street and sidewalk network.*

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This urban pattern of transit-supportive design is exactly what a downtown should look like. The design is conducive for multimodal transportation and livability. However, this pattern is broken on the southern end of Downtown. From Saltonstall Street south to the Eastern Boulevard intersection, surface parking lots are located along the sides of buildings, lessening the density and adding unattractive elements to the streetscape. While the development is still fairly dense, walking becomes more of a challenge here. Curb cuts drastically increase and create unsafe conditions for pedestrians. This pattern has a slight interruption with the positive development used in the rest of Downtown. While in this section, one can find single-family homes to the west, providing more variety for this area.

The pattern of auto-oriented development continues in the southern part of downtown. Sidewalks are present along the entire route, providing some provision for pedestrians. The median in the street does continue, allowing safer passage for walkers and bicyclists. Despite the design of this area, the development is much nicer than suburban development. This area could be an example for towns to use where suburban strip development can achieve some aspects of transit-supportive design. Overall, this area is a positively designed environment which allows walking and one to reach different uses in a dense area.



Figure 6.17: *Surface parking lots should not be allowed along downtown streets; instead, parking areas should be located behind the buildings fronting the street and connected with pedestrian links. Good lighting and signage are also important for creating safe and attractive parking areas.*

Subsection 6.7.ii: Assessment of Current Planning and Zoning Conditions.

Downtown Canandaigua is centered on the intersection of North Main Street (Route 332) with West Avenue and Ontario Street. South of this intersection, North Main Street becomes South Main Street. This area already has the basic infrastructure in place to support public transportation users. A traditional downtown commercial and institutional district, this area of the City is planned and zoned to guide any new development, or the re-development of existing buildings, to fit with current land use and architectural conditions.



Figure 6.18: *CATS (County Area Transit System) buses line up along Main Street across from Canandaigua’s City Hall to board and transfer passengers. While a good location for such a transfer point, future infrastructure projects should consider building a designated bus turnout here and expanding the size of the shelter.*

The City’s Comprehensive Plan discusses transportation issues in Section 5.2, Transportation. The Plan argues that the City should “provide for an efficient traffic flow on city street while protection the safety of drivers and pedestrians alike.”⁴ In addition, the Plan mentions that the City should “improve public transportation.”⁵ The Plan lists a series of recommendations for the City to implement in order to realize these goals. The recommendations include: working with NYS DOT to install traffic calming measures on Main Street, studying the feasibility of operating public transit between downtown and the lakefront, building new residential side streets in conformance with the traditional street grid, installing sidewalks on both sides of all city streets, and developing a system of bike paths and pedestrian trails.

One other important recommendation concerns the “public realm” along city streets. The Plan argues for streetscape improvements such as planting grass and street trees along planting strips,

⁴ *City of Canandaigua Comprehensive Plan: 2002 Amendment.* Page 26.

⁵ *City of Canandaigua Comprehensive Plan: 2002 Amendment.* Page 26.

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encouraging the replanting of front yards instead of their use for parking, and combining and narrowing curb cuts where possible in order to reduce pedestrian/automobile conflicts.

In addition to these general transportation considerations, the Plan includes a Sub Area Study for downtown. The Downtown Sub Area's goals are to remake Downtown into a safe and vibrant place for community activities and restore Downtown's role as the region's social, cultural, and economic center. The Plan includes a series of recommendations aimed specifically at realizing these goals, including supporting a mix of specialty retail and convenience services, encouraging more restaurants and gathering places, developing office uses on the upper floors of downtown structures, improving downtown parking, installing traffic calming measures, and making general lighting and signage improvements.

Canandaigua's zoning ordinance divides the downtown core into two zoning districts: R-I Residential/Institutional and C-2 Central Business District. The R-I district allows a range of residential uses and institutional uses such as hospitals and nursing homes. In addition, home occupations, public and semi-public institutions, professional and governmental offices, and several other business uses such as bed and breakfasts and day care centers, are allowed by special permit. The C-2 district allows a broad range of commercial, retail and service operations. In addition, upper floors can have uses including professional offices and residences. The range of potential uses allowed by these zoning regulations is important because it shows that the City is committed to fostering a true-mixed use downtown district.

Facilities dedicated to public transit uses are scarce in this area. The only bus shelter available here is on Main Street across from City Hall. However, the advantage of this single location is that it provides an efficient central point from which transit users can easily transfer to different bus routes. A good sidewalk network is critical for an economically stable downtown, and Canandaigua benefits from spacious walkways along Main Street as well as good pedestrian connections, such as those along side streets and through alleys, that link Main Street to parking lots located behind the business blocks.

Subsection 6.7.iii: Recommendations.

Downtown Canandaigua's infrastructure and land uses are well suited to transit-supportive development. The City should continue to work to pursue new development initiatives that will broaden the range of land uses in the downtown district and provide additional reasons for people to travel there.

Specific recommendations for promoting transit-supportive development in this area include:

1. Improve bus stop infrastructure here by expanding the size of available shelters and upgrading landscaping.
2. Maintain the traditional urban sidewalk network to provide safe and effective access to nearby businesses and services.



Figure 6.19: *While the basic infrastructure for transit-supportive development is currently in place in downtown Canandaigua, the City should concentrate on small scale improvements to streamline public transit system operations.*

Section 6.8: Nodal Point C-7: Canandaigua Lakefront.

Subsection 6.8.i: Description of Current Infrastructure and Land Use Conditions.

One of Canandaigua's most valuable assets is its frontage along Canandaigua Lake. When approaching the lake from the north on South Main Street/Rt. 332, drivers and pedestrians must cross the large intersection of Route 332 and Routes 5 & 20. In this area, Route 332 is also known as South Main Street, while east of the intersection Routes 5 & 20 are known as Eastern Boulevard and west of the intersection, Routes 5 & 20 are known as Western Boulevard. Immediately south of this intersection, existing development is mostly retail with parking lots. South Main Street continues out to the City Pier, while Lakeshore Drive curves around to the east along Kershaw Park. The streets here are narrow, which helps to calm traffic. On-street parking and street trees along Lakeshore Drive provides a buffer between pedestrians and automobiles.



Figure 6.20: *A view of a stretch of Lakeshore Drive, looking east. This well-designed street provides access to Kershaw Park, which is directly on the lakefront. This successful street design includes on-street parking and grass planting strips that buffer pedestrians from traffic, a central median, street trees, good lighting, and clearly marked pedestrian crossings.*

Lakeshore Drive, which runs along the lakefront of Canandaigua Lake, is a good example of a well-designed recreational street. The street is one lane wide and contains rough material at pedestrian crossings, which helps to calm traffic and distinguishes the pedestrian crossing routes from the street in

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general. The median and well-marked crossings allow pedestrians to cross easily. The crossings are also marked with signs warning cars to halt for people. The sidewalks are set far back from the street. Street trees and other amenities such as shrubbery and garbage cans line the sidewalk. Parking is available along the street, calming traffic further and adding an additional buffer for pedestrians. The north side of the street opens onto a mix of low-density development, surface parking lots, and several undeveloped sites. In general, this area could be extensively redeveloped with new residential and commercial projects, which would reinforce the existing transit-supportive development of the area.

Sidewalks run through the park and link it to the lake. This park is a wonderful amenity for pedestrians. There are many features to enjoy, including the landscaping, gazebo, playground, and benches placed for the views out over the lake. These features allow people to enjoy the waterfront without interruption by automobiles, a large road to cross, or parking lots. The separation from cars is a welcome change, showing that not all land needs to be devoted to cars for people to use it. This area is dedicated to those on foot or bike and is well designed as a lakefront park. However, commercial uses focused on summer recreation activities would add a reason to attract people to this area. Mixed-uses lining the north side of the street would establish this area as more of a community gathering place rather than solely a recreation destination.



Figure 6.21: *A view looking north along a pedestrian crosswalk on Lakeshore Drive. The City of Canandaigua should encourage mixed-use developments on the empty sites along the Drive's northern side as a means of attracting more people to the lakefront and improving the appearance and versatility of the area.*

Subsection 6.8.ii: Assessment of Current Planning and Zoning Conditions.

Canandaigua's lakefront area is primarily a recreation destination. According to the Lakefront Sub Area Study in the City's 2002 Comprehensive Plan Amendment, the lakefront area should serve both residents and tourists by providing year-round recreation, entertainment, food, lodging, residential, and retail opportunities. The City has taken decisive steps to improve this area, specifically Kershaw Park along the lake, and in recent years continues to promote new development in this area that will expand its role as a local and regional destination center.



Figure 6.22: *This view of Canandaigua's lakefront park shows the range of recreational opportunities available here. The graveled path winding along the shore line connects several activity points, such as the playground, gazebo, and park benches.*

The City's Comprehensive Plan includes a series of recommendations aimed at improving this area, such as encouraging mixed-use developments along the north side of Lakeshore Drive, allowing some retail and office development in the area, allowing residential uses on upper floors, continuing the use of architectural review for new projects, and supporting the redevelopment of vacant and underutilized sites. All of these policies will support pedestrian and transit-supportive development in the lakefront area; the City's challenge now is to focus on the implementation phase of this Plan by attracting private investment to the area.

The lakefront is divided between two zoning districts: P-R (Parks/Recreational) and C-L (Commercial Lakefront). The P-R district includes Kershaw Park and City Pier; the C-L district to the north of it includes the area that the Comprehensive Plan recommends for a mix of housing, retail, and entertainment uses. Allowable uses in the P-R district are focused on recreational uses such as parks, beaches, picnic areas, swimming pools, and recreational waterfronts.⁶ Allowable uses in the C-L district include a wide range of both recreational uses and commercial uses aimed at supporting those recreational

⁶ Please see *City of Canandaigua Zoning Ordinance*, Section 10.28.140 P-R Parks/Recreational District, for further details.

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uses; residential uses are also allowed under certain conditions.⁷ As in other municipalities, this range of allowable land uses is beneficial to pedestrians and public transit riders because it provides them with a variety of activities in one compact area.

Subsection 6.8.iii: Recommendations.

The basic infrastructure for transit-supportive development is already in place along Canandaigua's lakefront, but this infrastructure needs to be complemented by private investment. The planning and zoning mechanisms are currently in place to support the types of development and land uses that would enhance and augment the lakefront's role as a local and regional tourism and recreation destination.

Specific recommendations for promoting transit-supportive development in this area include:

1. Encourage the development of mixed-use projects, including residential, commercial, and recreational uses, in the areas immediately north of Lakeshore Boulevard. This would compliment the public investment in street and park infrastructure and attract more people to the area.



Figure 6.23: *Canandaigua's Kershaw Park is an excellent example of a recreational waterfront development. The design of Lakeshore Boulevard – one lane each way, with on-street parking areas and good pedestrian connections, is strongly conducive to transit-supportive design. The key challenge for the City in this case is to encourage the types of land uses to the north of Lakeshore Boulevard that will most appropriately complement and reinforce the recreational character of the park.*

⁷ Please see *City of Canandaigua Zoning Ordinance*, Section 10.28.110 C-L Commercial Lakefront District, for further details.

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APPENDIX A: TECHNICAL ADVISORY COMMITTEE (TAC) MEMBERS.

The following individuals served on the Technical Advisory Committee (TAC) for this project.

First:	Last:	Title:	Organization:
Andrew	Doniger	Director	Monroe County Dept. of Public Health
Angela	Ellis	Planner	Ontario County Dept. of Planning
Jody	Gray	Director	Ontario County Public Health
Louise	Hartshorn	Environmental Management Council	Monroe County Dept. of Public Health
Kris	Hughes	Director	Ontario County Dept. of Planning
Chuck	Thomas	Director of Planning	City of Rochester
Paul	Johnson	Planning Manager	Monroe County Dept. of Planning and Development
Sharon	Lilla	Director	Wayne County Planning Dept.
Richard	Perrin	Executive Director	Genesee Transportation Council (GTC)
Robert	Scholl		New York State Dept. of Transportation (NYS DOT)
Janet	Starr	Director	County Area Transit System (CATS)
Chuck	Switzer		Rochester Genesee Regional Transit Authority (RGRTA)
John	Thomas	Transportation Specialist	City of Rochester
David	Woods	Director	Livingston County Planning Dept.

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APPENDIX B: RIDERSHIP FIGURES AND DEVELOPMENT DENSITY.

Information on ridership figures and development density is provided in this appendix. The ridership data provided here was supplied by staff at the Rochester Genesee Regional Transportation Authority (RGRTA). This information was used as background information that informed the recommendations of each Nodal Point.

Table B-1: Average Daily Ridership*	
RTS Route:	No. of riders:
Route 7	3,053
Route 24	1,450
Route 92	282

Table B-4: RTS Route 7: Average Daily Ridership*	
Jan-06	3173
Apr-06	2840
Jun-06	2940
Sep-06	2928
Jan-07	2782
Apr-07	3239
Jun-07	2897
Sep-07	3117
Jan-08	3181
Mar-08	3435
Average	3053

Table B-2: RTS Route 24 – Average Daily Ridership*	
Jan-06	1137
Apr-06	1199
Jun-06	1351
Sep-06	1600
Jan-07	1442
Apr-07	1547
Jun-07	1472
Sep-07	1612
Jan-08	1491
Mar-08	1645
Average	1450

Table B-3: RTS Route 92: Average Daily Ridership*	
Jan-06	241
Apr-06	287
Jun-06	271
Sep-06	298
Jan-07	224
Apr-07	332
Jun-07	188
Sep-07	354
Jan-08	284
Mar-08	345
Average	282

Table B-5: CATS Route 3: Operating Capacity**							
Day	Trips per day	Capacity	# Days	Total Weekly Capacity	Annual Capacity	Total Annual Capacity	Actual Annual Ridership
Mon.-Thurs.	12	16	4	768	39168	-	-
Fri.	14	16	1	224	11424	-	-
Sat. & Sun.	11	16	2	352	17952	-	-
Total Annual Capacity:						68544	17657

*Figures from January 2006 through March 2008. No earlier data was available.

**2004 data.

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Residential Development Densities.

The following table is reproduced from the *Planner's Estimating Guide*, published by the American Planning Association (APA) in 2004. This table is useful for local officials who are interested in determining what density of residential units is best for various transportation modes. This table can be used as a guide to desired residential densities when preparing comprehensive plans and zoning laws. The lowest density required for bus transportation is six to eight units per acre; that category is highlighted on the table below:

Table B-6: Residential Land-Use, Density, and Housing Type Categories.*			
Residential Land-Use Category:	Density Category:	Housing Type Category:	Comments:
20+ Acres Per Unit	Resource Density	Detached	Characteristic of resource-based land uses such as agriculture and forestry. (This is not to be confused with such designations as "rural residential" or "agriculture residential" since, at this density, the primary function of land is for agriculture, forestry, mining, or related resource activities.)
5-20 Acres Per Unit	Rural Residential Density	Detached	Normally on septic and private well; found at urban fringe and throughout exurbia. Most problematic for resource land preservation and efficient long-range urban planning.
1-5 Acres Per Unit	Very Low Density	Detached	Normally on septic and sometimes on central water; often dominating the urban fringe. Least efficient urban density.
1-2 Units Per Net Acre	Low Density	Detached	Normally lowest density on public sewer and central water, although some units may be on septic systems and/or use water wells. Most costly density on public facilities. Not efficient density for most modes of public transit.
3-5 Units Per Net Acre	Low Density	Detached	Lowest density on public sewer and central water. Not efficient density for most modes of public transit.
6-8 Units Per Net Acre	Moderately Low Density	Detached, Cluster, and Zero Lot Line	Most efficient detached housing. Also typical of manufactured housing developments. Lowest density that justifies bus service with 15-minute commuting headways over large area.
9-14 Units Per Net Acre	Moderate Density	Townhouse and Garden Apartment, Condominium	Single-floor and/or walk-up configurations with common walls. Lower end of range justifies bus service throughout day at 15-minute headways over large area; higher end of range justifies light rail service over large area. Surface parking provided.
15-25 Units Per Net Acre	Moderately High Density	Garden and Low-Rise Structures	Garden apartments (one to two floors) and low-rise structures (up to three floors). Surface parking can be provided.

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Residential Land-Use Category:	Density Category:	Housing Type Category:	Comments:
26-40 Units Per Net Acre	High Density	Low-Rise Structures	Three- to six-floor apartments and condominiums. Parking often underground or off site. Typical of transit station areas.
40+ Units Per Net Acre	Very High Density	High-Rise Structures	High-rise apartments and condominiums. Parking is restricted and located underground, off site, or not provided.
Source: Adapted from American Public Health Association (1960); U.S. Department of Health and Human Services (1962); ULI (1990); Pushkarev and Zupan (1977). Please see <i>Planner's Estimating Guide: Projecting Land-Use and Facility Needs</i> , Table 3.1, page 21, for further information.			

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APPENDIX C: MUNICIPAL OUTREACH PRESENTATIONS.

G/FLRPC staff presented a short description of this project to the governing boards or planning boards of several municipalities within the study area. The presentation explained the project's background, what it was intended to accomplish, and what benefits the municipality would gain from it. Prior to these presentations, G/FLRPC staff met with municipal staff to discuss this project and obtain input on what transit-supportive development issues the municipalities were facing. The following table lists the dates and the municipal board that G/FLRPC staff presented to:

Date:	Municipal Board:
March 28 th , 2007	Town of Perinton Town Board
May 1 st 2007	Town of Canandaigua Town Board
May 8 th , 2007	Town of Farmington Town Board
May 15 th , 2007	Town of Irondequoit Town Board
May 23 rd , 2007	Town of Brighton Town Board
January 7 th , 2008	City of Rochester Planning Commission

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APPENDIX D: POTENTIAL FUNDING SOURCES AND STRATEGIES.

This appendix lists potential funding sources that local governments can pursue for financial support when undertaking infrastructure projects related to TSD:

Federal Sources:

- 1) TEA-21 and SAFETEA-LU: Surface Transportation Program; Statewide Competitive Allocation; Congestion Management Air Quality; Transportation and Community Systems Preservation Pilot Program.
- 2) Federal Transit Administration: Livable Communities Initiative-funds community facilities adjacent to bus and rail lines.
- 3) TOD/TSD Revolving Fund: Funds generated by a municipality or agency by joint development may be rolled into a revolving loan fund.
- 4) Community Development Block Grants (CDBG): Administered by U.S. Department of Housing and Urban Development, resources may be used to address a range of community development needs.
- 5) Section 108 Loan Guarantee Program: May use CDBG funds to leverage larger federal loans for economic development projects.
- 6) Economic Development Initiative: May be used in conjunction with Section 108 funds, provides increased opportunities for access to capital.
- 7) Empowerment Zones and Enterprise Communities: A CDBG program area; encourages investment in designated areas through tax incentives.
- 8) Home Investment Partnership Program (HOME): Provides funds for affordable housing opportunities.
- 9) Homeownership Zones: Loans are provided to stimulate housing development in low-income areas, through the Economic Development Initiative and Section 108.

Local Strategies:

- 1) Sliding-Scale Impact Fees: Reducing development impact fees based on transit considerations.
- 2) Tax Abatements: Intended to stimulate investment and development through phased property tax increases.
- 3) Tax Increment Financing: Used to finance public costs in a designated area intended to stimulate investment and development in that area.
- 4) Benefit Assessment Districts: Charges are levied on properties located within a designated district and used to pay for public improvements benefiting property owners in that district.
- 5) Zoning: Incentive Zoning (density bonuses); Performance Zoning (incentives if certain criteria are met); Inclusionary Zoning; Interim Zoning.

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