

Bridging Neighborhoods Design Project
The East Main Street and North Goodman Street Intersection
Phased Development Plan

November 2006

Introduction



The intersection of East Main and North Goodman is an icon of both urban separation and convergence. Railroad tracks, an overpass, and six lanes of traffic separate rich from poor and black from white. More than 20,000 vehicles pass through the intersection daily, making it virtually impassable to pedestrians. Yet within walking distance of the intersection the Rochester Public Market, the Village Gates complex, the Neighborhood of the Arts and the Wehle Building draw thousands of shoppers and visitors every weekend in an amazingly diverse multicultural parade.

The Bridging Neighborhoods Design Project is a collaboration of neighborhood citizens, local government and businesses exploring ways to bridge the intersection, symbolically and literally. After a design charrette in November, 2005 to envision design options for the intersection Bridging Neighborhoods Design Project Working Group has created a phased development plan to transform the intersection. This development will achieve the following objectives:

- **Symbolically and functionally bridge the area** where three sectors meet. The intersection serves as entry points to the Public Market (sector 10) and the Beechwood Area (sector 8) on the north side of Main Street and to the Neighborhood of the Arts on the south side (sector 7).
- **Create an impressive and welcoming gateway into the City**, as well as to the three sectors. This objective would establish this intersection as an important node and segment of a regional pedestrian network, with emphasis on connecting the Public Market, Art Walk, the Webster Avenue Arts Center and associated neighborhoods with the larger urban and regional trails network.
- **Enhance and increase market activity** and thereby economic activity in the area in general. This objective will connect as well to the historic buildings on East Main Street (the Armory, the Eastman Dental Dispensary and the Auditorium Theatre), thereby amplifying project impact.
- **Redesign traffic flow** at the intersection and over the railroad bridge for the purpose of improving safety and use by pedestrians and efficiency for motorists.

The Bridging Neighborhoods Design Project receives vital support from the Rochester Area Community Foundation.

Bridging Neighborhoods Design Project Phased Development Outline

Bridging Neighborhoods Design Project	Ancillary Projects	
	NEAD Main Street Project	Marketview Heights Association; private business; other initiatives
Phase 1: Preliminary Development Work. Start date: Spring 2007		
Prepare multimedia presentation Meetings with key elected officials Community meetings Banners with BNDP graphics in BNDP area Planters in BNDP area Flagpoles at intersection Chess tables at intersection Kiosk with BNDP information and announcements at intersection	Lighting Planters Street signs	
Phase 2: Rebuilding the Intersection. Start date: 2007 construction season		
Intersection improvements on Main Street from Circle Street to east of North Goodman intersection and both north and south on Goodman between Webster and the railroad yard. These will include, but are not limited to the following improvements: <ul style="list-style-type: none"> ▪ realigning the Main and Goodman intersection so that Main Street eastbound to Goodman Street northbound (and vice versa) becomes the primary movement through the intersection (see attached map) ▪ lane reduction on all legs of the realigned intersection ▪ installation of crosswalks at key locations, using bricks or stamped concrete to enhance visibility ▪ elimination of Goodman south of Main ▪ installation of pavers or other textured 	Selected façade improvements for five businesses along North Goodman Street	

<p>pavement on Main Street between Circle Street and Railroad Street to slow traffic</p> <ul style="list-style-type: none"> ▪ creating a raised, landscaped median along Main Street between Circle Street and the new intersection with Goodman ▪ restoring treelawns along all roadways which will improve aesthetics and further slow traffic ▪ addition of clearly delineated on-street parking along portions of Goodman and Main ▪ public space improvements on west side of realigned intersection, including landscaping, seating areas and possible a monument or water feature ▪ Plant large, substantial trees as part of a comprehensive landscaping design ▪ Install permanent kiosks and bicycle racks 		

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Phase 3: Development of the Public Space above and adjacent to the Railroad Tracks. Start date: Summer, 2008		
<p>Phase 3 represents the most ambitious element of the Bridging Neighborhoods Design Project: The development of an elevated park above the railroad tracks that divide the three neighborhoods. The elevated park will reconnect the three neighborhoods with a stunningly creative design solution. The elevated park physically bridges the neighborhoods and simultaneously provides a unifying social space for the three neighborhoods—the physical embodiment of the metaphorical bridge across deep social gaps that our community needs for healing.</p> <p>In addition to the elevated park, there are numerous other projects, mainly privately-funded, that are currently underway or planned for this area of the city.</p> <p>These investments will compliment the Bridging Neighborhoods project, and vice versa, creating an incredible synergy that is unique among Upstate communities. The improvements to the streets and public spaces will provide the necessary infrastructure to support the building renovation and infill development already in progress. These investments will feed the existing momentum and attract additional interest in developing a mix of uses. The end result will be a vibrant urban village that is both a dramatic gateway to Center City and a focal point for three diverse neighborhoods to come together.</p> <p>The development of this area will accomplish all objectives of the BNDP and will be a highly desirable public space of great beauty and interest.</p>		
<p>Creation of an elevated park above the railroad tracks, sloping down to Circle St to the south and down to the Main/Goodman intersection to the north.</p> <p>Installation of an ADA-compliant walkway that winds through the new park space.</p> <p>Development of a train observation pavilion at the edge of the new park as well as other historic/interpretive installations and extensive landscaping.</p>	Additional streetscape amenities	<p>Marketview Heights: Plans are being developed by neighborhood groups for improvement and re-development along Union Street</p> <p>The Armory: Adaptive re-use of a historic structure, to include performance spaces and offices for arts organizations.</p> <p>Hungerford Complex: Creation</p>

<p>This new elevated park will be part of a wonderful gateway into Center City, providing a dramatic view of the city skyline and reestablishing the Goodman Street corridor as a critical neighborhood connector. As public and private investment build on one another to create a unique urban village in this location, the park will provide desperately needed open space and a central location for events, recreation, and a celebration of history. Additionally, the park will reconnect the neighborhoods that are now separated by railroad tracks and a nearly impassable roadway. This triumph of community unification over physical barriers will be unprecedented in our city's history.</p>		<p>of a true mixed-use structure including loft spaces, offices and retail.</p> <p>Rochester Public Market: Revitalization and re-use of Market area and historic buildings within that complex.</p> <p>Village Gate Square: Continuous reworking of this one-of-a-kind complex to include a diverse mix of uses.</p> <p>Railroad Street Market: Development of apartments and an artisan co-op as part of an adaptive re-use project near the Public Market on Railroad Street.</p> <p>ARTWalk II – a northern extension of this nationally acclaimed outdoor museum along Goodman from University Avenue to Village Gate</p>

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Phase 4: Connection of Circle Street to Atlantic Avenue along a route parallel to Railroad tracks. Start Date: Summer 2009		
This phase will enable truck traffic to leave Anderson Avenue, primarily a residential area and use the now unused and undeveloped land south of the tracks. By creating a thoroughfare through this area, further development of public space is possible, for example rail walking trail, a history trail, a dog walk and tennis courts.		
<p>Extend Circle Street to the southeast, parallel to the railroad tracks, connecting to Atlantic Ave. This removes undesirable through traffic from Anderson Ave and adjacent residential streets, and will provide new opportunities for infill development or recreational spaces behind Village Gate Square.</p> <p>Develop a multi-use trail between the Connector and the tracks and along the train tracks (“rail-to-trail”), potentially extending east and west beyond the project area to link to multiple neighborhoods and destinations in the city via connections to other rail-to-trail projects.</p> <p>Create alternative truck traffic patterns.</p>		
Phase 5: Creation of Train Museum/Observation Area and installation of Public Art. Start Date: Summer 2010		