



Rochester Avenue

(East New York Ave to Fulton Street)

Street Improvement Project

Community Board 8
June 24, 2025



Rochester Avenue

Presentation Overview

- Background
- Existing Conditions
- Project Proposal
- Next Steps



Vehicle blocking a crosswalk at Rochester Ave and Dean St



Pedestrians crossing at Rochester Ave and Bergen St

Background

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Background

Planning Framework

- Freight Mobility Unit is committed to strategies outlined in *Delivering New York: A Smart Truck Management Plan for NYC*
 - **Safety:** improve the safety of truck travel at intersections and along corridors
 - **Sustainability:** foster the sustainable and environmentally responsible movement of goods
 - **Freight Efficiency:** Improve the efficiency of freight movement to, from, and within NYC
 - **Partnerships & Knowledge:** Grow public and private partnerships to increase knowledge about freight
- The Freight unit aims to address 1) truck priority safety corridors - streets where there is a concentration of truck involved crashes with vulnerable road users (pedestrians and cyclists), 2) improve safety on existing truck routes for all road users, and 3) update the citywide truck route network under Local Law 171
- The Freight Mobility Unit is actively working to increase the number of loading zones citywide



[Delivering New York Plan](#)

Freight Mobility Toolbox

How We Do it: We have a wide range of strategies, policies, and programs in our toolbox to ensure safe, efficient and sustainable movements of goods and services

Freight Efficiency



Microhubs



Off-Hour Deliveries

Sustainable last-mile deliveries



Commercial Cargo Bikes



Truck Electrification



Shared Use Lockers (LockerNYC)



Blue Highways

Curb access, truck route network, truck safety



Loading Zones Expansion



Truck Route Management



Conflict reducing designs



Truck Safety Education & Outreach

Rochester Avenue (East New York Ave to Fulton St)

Corridor Overview

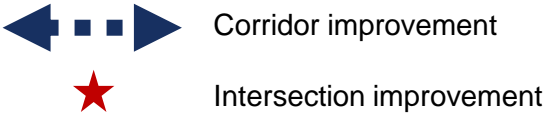
- Rochester Ave is a Vision Zero (VZ) corridor and a truck priority safety corridor; the corridor bisects multiple VZ corridors including Fulton St, Atlantic Ave, St. Johns Pl., St. Marks Pl., and Eastern Parkway
- Despite being a heavily traveled corridor, Rochester Ave is geometrically constrained, only being 32 ft wide in some sections.
- In addition to be located alongside a park, multiple schools are located along the corridor, including PS 335, Explore Empower Charter School, PS 770, and PS 398
- There are opportunities to provide shorter crossing distances for pedestrians and calm traffic along the corridor



SUV enters oncoming lane of traffic to drive around a double-parked box truck on Rochester Ave

Project Motivation

Corridor Limits and Overviews



- Rochester Ave is a VZ Corridor; there were 24 individuals severely injured between 2020 and 2024.
- 2 KSI are associated with truck involved crashes with vulnerable road users; 12 KSI are associated with severe or fatal pedestrian and cyclists' injuries.
- The corridor is marked by long crossing distances at some locations, curb management/access issues, motorists not yielding to pedestrians and speeding.
- Previous projects and initiatives in the project area include: Eastern Parkway Phase 3 Improvements (2020), Eastern Parkway Phase 4 Improvements (2023), E New York Pedestrian Improvements (2018), Right Turn Traffic Calming (2023), Eastern Parkway B14 Project (2025).

Injury Summary, 2020-2024 (5 Years)

Mode	Total Injuries	Severe Injuries	Fatalities	KSI
Pedestrian	46	8	0	8
Bicyclist	29	4	0	4
Motor Vehicle Occupant	244	11	0	11
Other Motorized	10	1	0	1
Total	329	24	0	24

Crash History Overview

Rochester Ave Crashes



From 2020 to 2024 there were 329 crashes resulting in injuries across the project corridor of Rochester Ave.



Crash Statistics Overview

Rochester Ave

- Nearly 42% of injuries involving pedestrians occurred while crossing with a signal.
- Almost 33% of injuries occurred while pedestrians were crossing midblock.
- 20% of all crashes resulting in injuries along Rochester Ave occur between 8pm – 11pm.
- Nearly 30% of collisions involving motor vehicles involve rear-end incidents.



Vehicle waiting to turn left, USPS truck parked in crosswalk, and cyclist waiting for the light at Rochester Ave and St. Johns Pl.



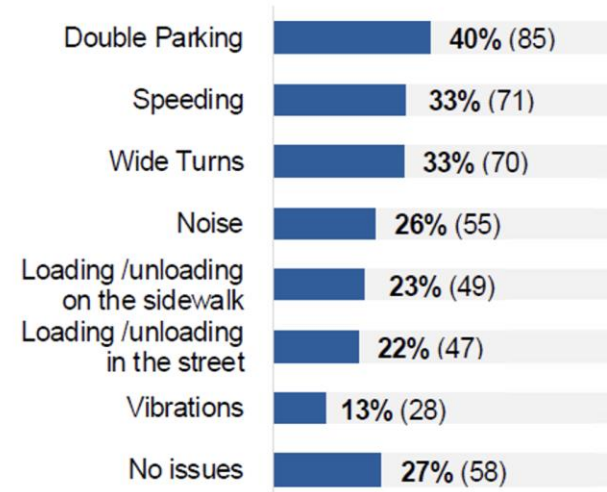
Pedestrian crossing outside an unmarked crosswalk at Rochester Ave and President St

Project Motivation

Intercept Survey Results

- DOT conducted outreach on Rochester Ave in Summer 2023 (residents and other individuals using the corridor)
- 212 total surveys were completed. The survey was accessible through QR codes on flyers along the corridor, digitally via NYC DOT social media, and in person on the street by DOT staff.
- Pedestrians reported safety concerns around unsafe vehicle behavior (including speeding) and sidewalk conditions
- 40% of respondents reported concerns around trucks on Rochester double parking, and 33% had concerns around trucks speeding
- Almost half of respondents said they would like to see curb or median extensions on the corridor

Concerns about Trucks on Rochester Avenue
Select all that apply: % of respondents reporting their concerns about trucks on Rochester Avenue.



Data notes: Displayed values rounded; 212 value responses.

Project Motivation

Intercept Survey Results

- Double parking reports are highly concentrated throughout the corridor, with 40% of respondents said they had concerns with trucks occupying a travel lane on Rochester Ave.
- A third of respondents have concerns regarding trucks speeding through the corridor, and the large turn radius of trucks turning around a corner.
- A third of respondents would like to see signal timing changes, updated parking regulations, and neighborhood loading zones along the project corridor.
- Some of the top reported concerns for pedestrians involve vehicles speeding, unpredictable vehicular movements, and vehicles failing to yield.



DOT Street Ambassador team conducting outreach to local residents on Rochester Ave

Existing Conditions

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Existing Conditions and Issues



High volume of pedestrians crossing



Long crossing distances with multiple interactions between vehicles and vulnerable road users



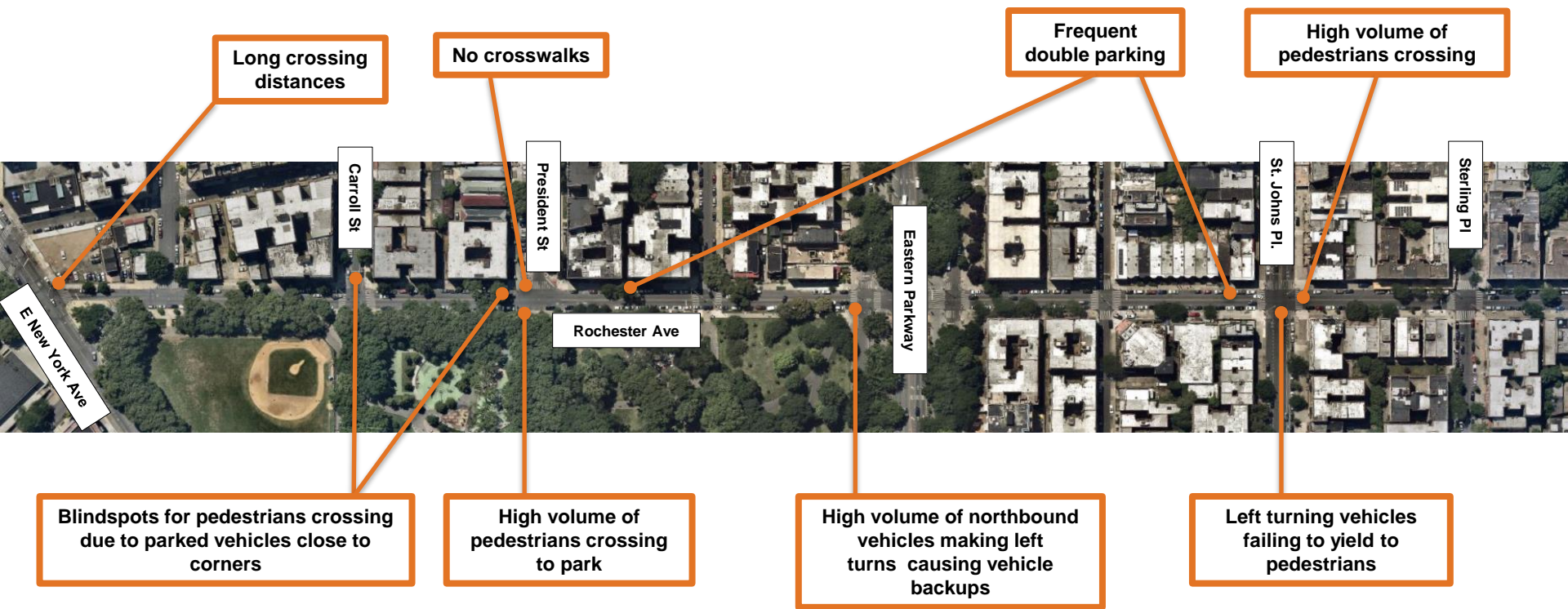
Vehicles parking close to corners creating blindspots for road users



Wide intersections that encourage speeding, and failure to yield to pedestrians

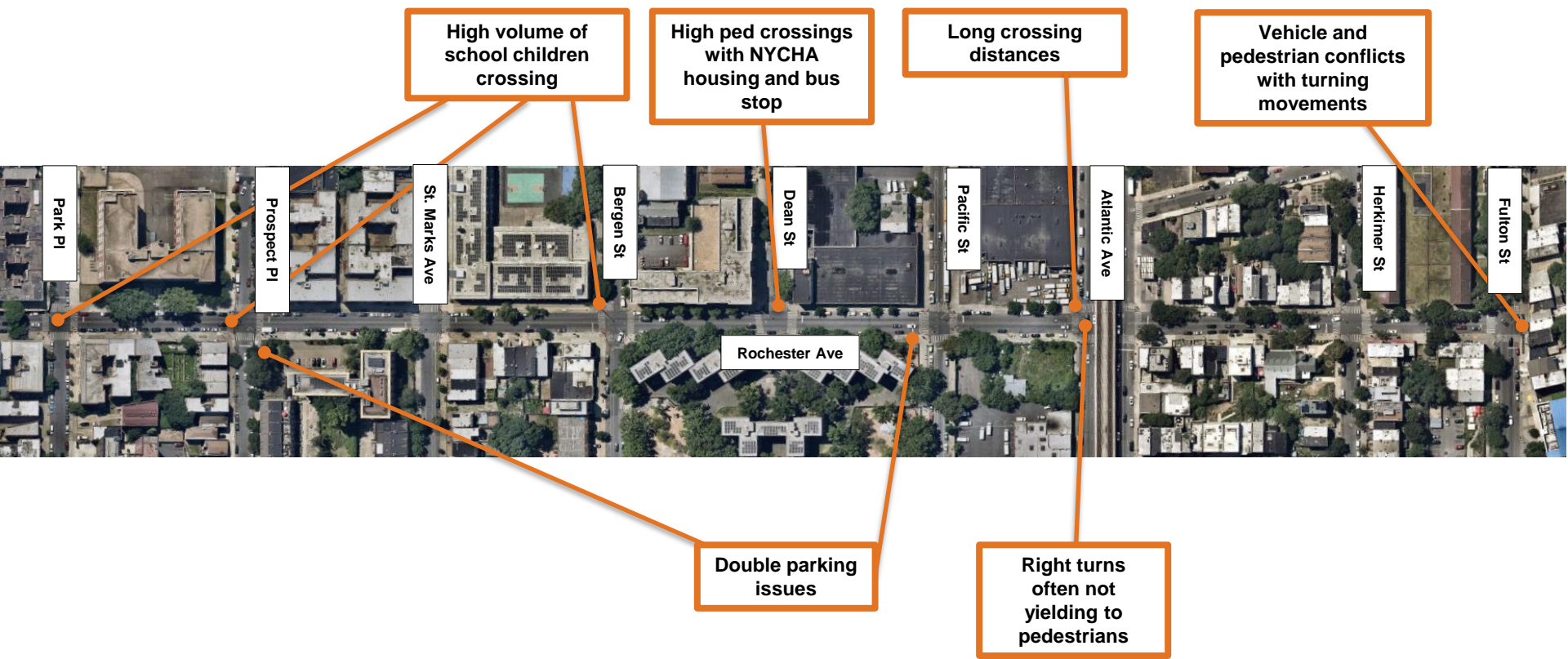
Rochester Avenue— Existing Conditions

East New York Avenue to Sterling Place



Rochester Avenue— Existing Conditions

Park Place to Fulton Street

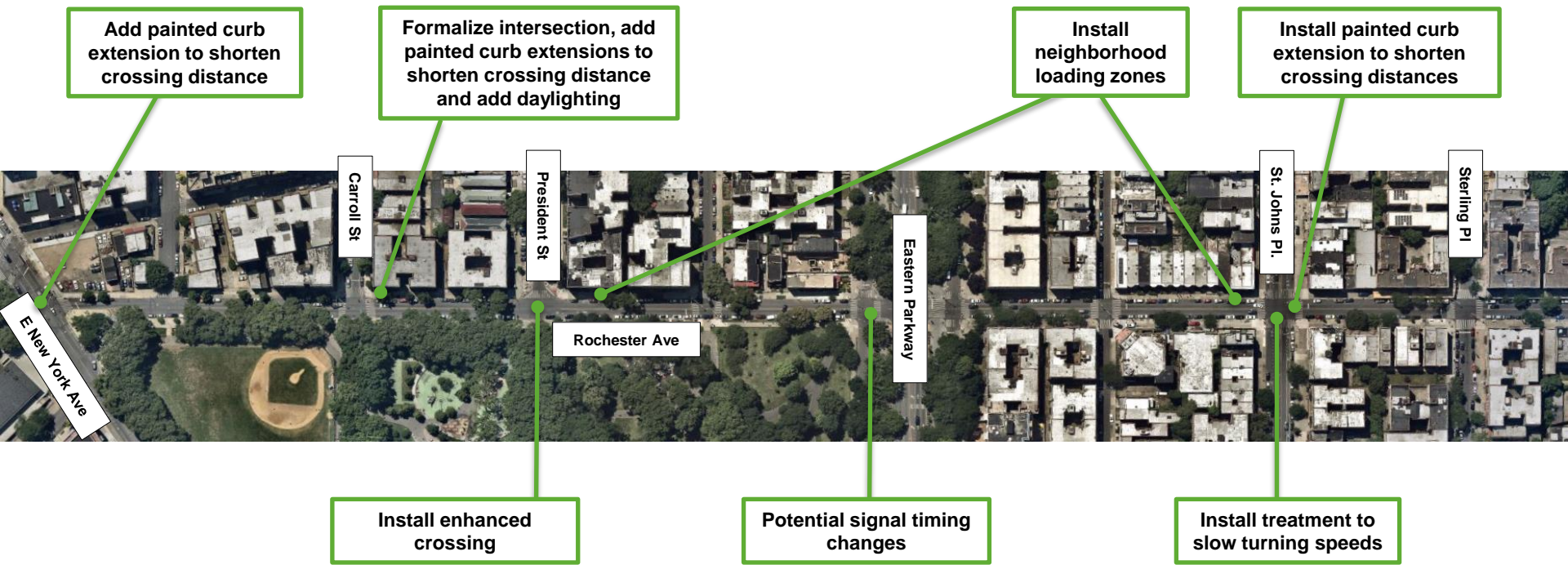


Project Proposal

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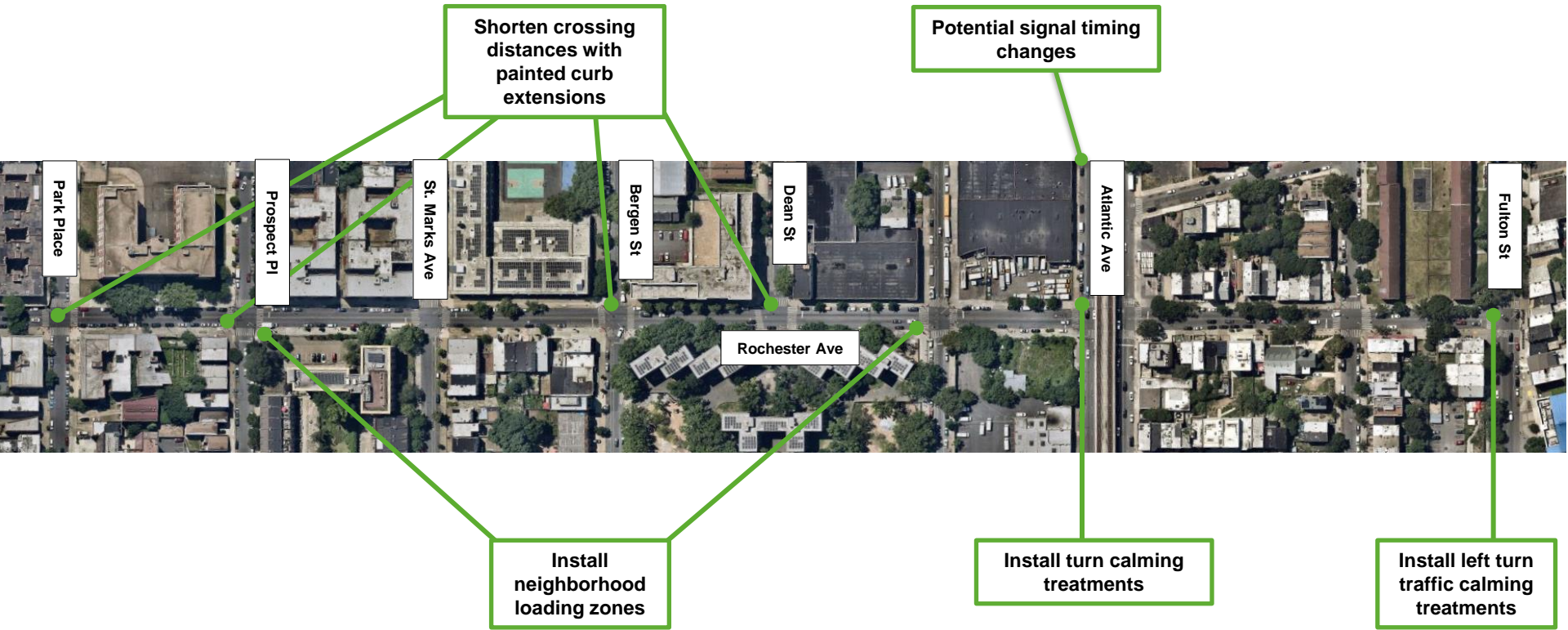
Rochester Avenue – Proposal

East New York Avenue to Sterling Place



Rochester Avenue— Proposal

Park Place to Fulton Street



Project Proposal Highlight

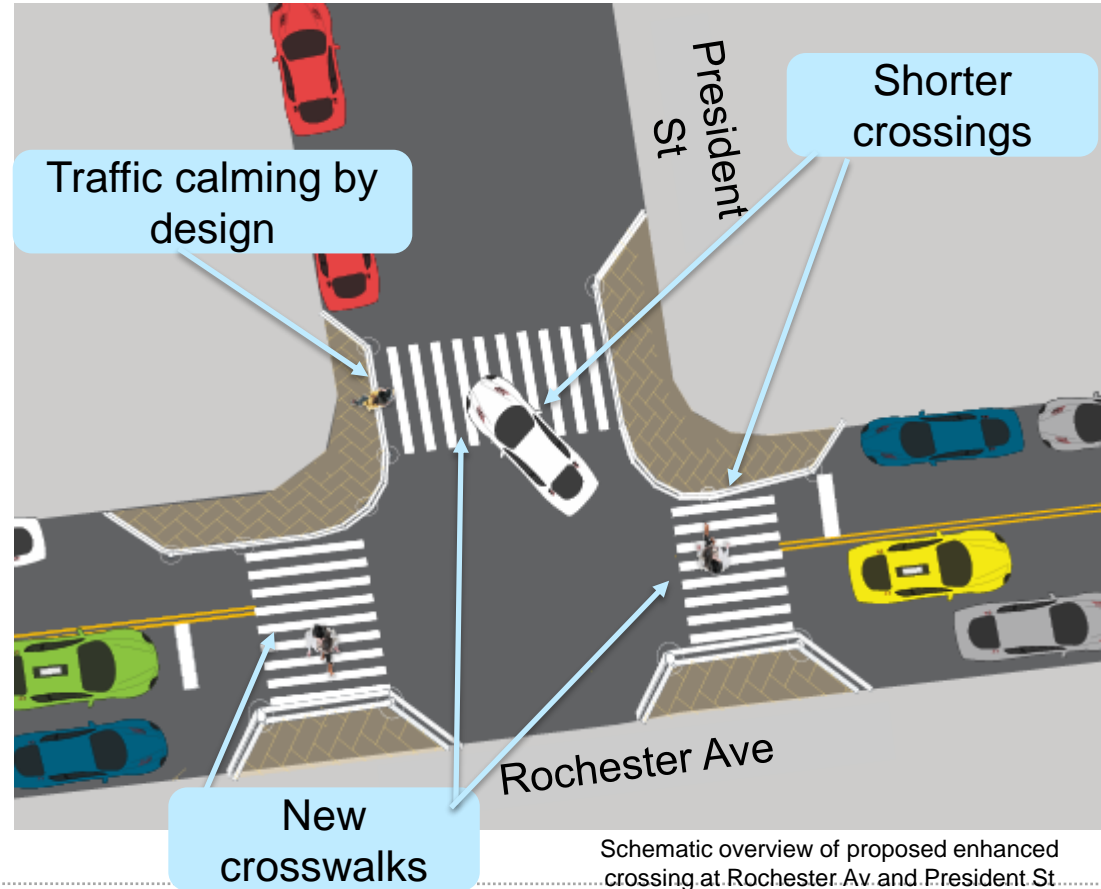
New Enhanced Crossing

Safety benefits include:

- Reducing crossing distances for pedestrians
- Traffic calming by tightening intersection geometry
- Improving accessibility to park land



Example of an enhanced crossing on Shore Front Parkway in Queens



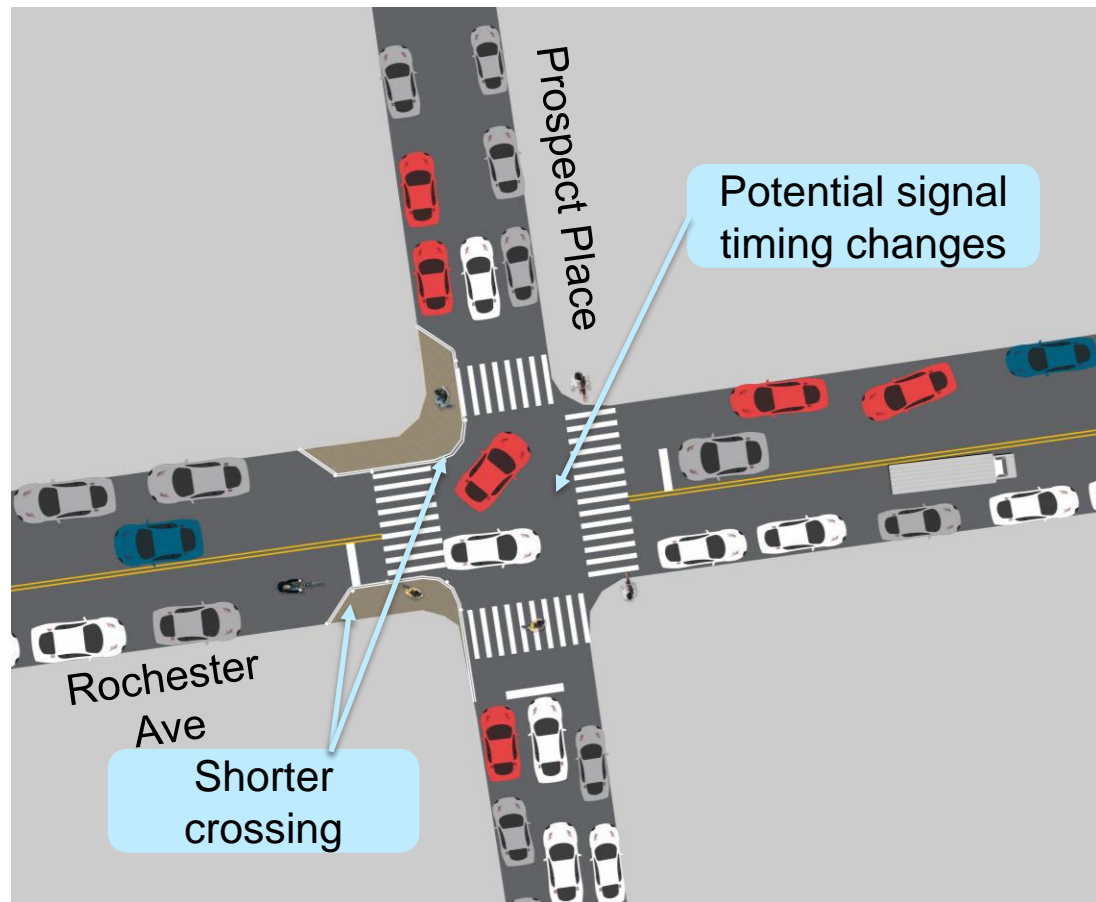
Schematic overview of proposed enhanced crossing at Rochester Ave and President St

Project Proposal

New Painted Curb Extensions

Safety benefits include:

- Reducing crossing distances for pedestrians
- Improved pedestrian visibility between drivers, cyclists, and pedestrians
- Traffic calming by design



Project Benefits Summary

Improving Corridor Safety

- Shorten crossing distances for pedestrians
- Calm traffic and slow turning movements
- Increase pedestrian visibility
- Provide a new crossing
- Improve curb management/access
- Reduce conflict points between motorists and vulnerable road users



Proposed condition (right turn traffic calming) at Atlantic Ave and Rochester Ave (Photo: Union St and 8th Ave, BK)



Proposed condition (painted curb extensions) for various intersections on Rochester Avenue (Photo: Greenpoint Ave and 48th Ave, QN)

Next Steps

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Next Steps

Timeline

June 2025: CB 8 presentation

Summer 2025: Project refinement

Fall 2025: Planned implementation/project kick-off



The Street Ambassador team completed merchant surveys in Summer 2023

Thank You!

Questions?



NYCDOT



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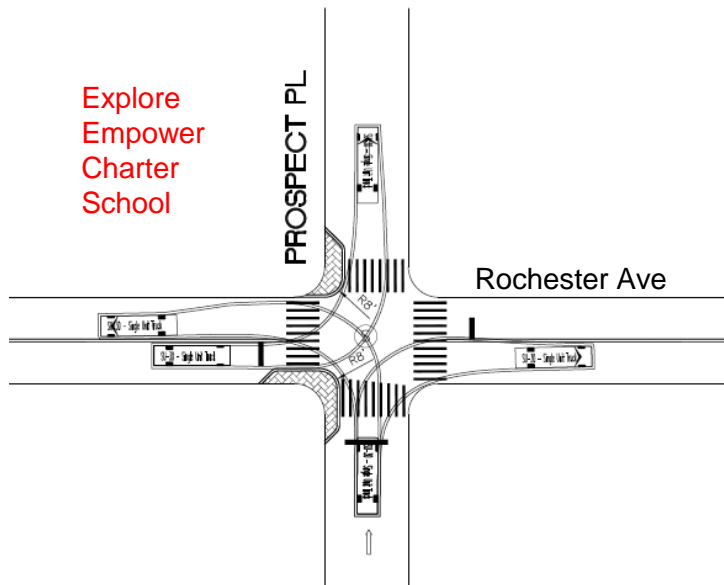


NYCDOT

Prospect PI Curb Extensions

Turn Analysis

- Due to geometric constraints on Rochester Ave, only two curb extensions are feasible to be added, because of turning radii
- Southwest curb extension need to be adjusted to allow for turning movements



President St Enhanced Crossing

Turn Analysis

- Due to geometric constraints on Rochester Ave, curb extensions had to be modified to accommodate turning movements

