

For immediate release
July 17, 2017



MEDIA ADVISORY

Action Plan to Improve Traffic Flow on Route 96 in Victor

The Route 96 Transformative Corridor Strategic Infrastructure Plan is being developed to identify practical and realistic solutions to traffic congestion along Route 96 in Victor. The Town of Victor is leading this initiative to identify specific improvements and associated funding sources to implement them. The goal of the plan is to make the Route 96 corridor, including Main Street, safer and more efficient for all users of the roadway. The plan will be completed by the end of 2017 while the subsequent required environmental review will be completed in the spring of 2018. Following the conclusion of the environmental review the plan will be presented to the Town and Village Boards to be considered for adoption. The most important aspect of this plan is that it builds upon – not duplicates – previous efforts. When completed, the plan will be ready for implementation, not ready to sit on a shelf.

Anyone who has driven Route 96 in Victor during rush hour, a Friday afternoon, a Saturday afternoon, or a holiday shopping season knows firsthand the delays and frustrations that heavy traffic causes both town residents, employees, and visitors. These current delays are a byproduct of the Victor community's outstanding quality of life, great school district, and transformation into an economic engine of the Finger Lakes Region. Between 1980 and 2010, Victor's population rose nearly 150 percent, accounting for nearly half the population growth in all of Ontario County over three decades. With mega-regional destinations like Eastview Mall, the town has also become a commercial hub that attracts visitors from all over the Northeastern United States and as far away as Canada.

No one knows better than the people who drive the corridor daily that the current situation now presents a risk to Victor. Current and projected traffic volumes jeopardize quality of life and the ability to offer additional goods, services, and jobs to the community. **The first public meeting for the plan will be held Thursday, August 3, 2017, 6:00-9:00 p.m. at the Victor Town Hall, 85 E. Main Street.** At this time, a survey is available online at www.surveymonkey.com/r/VictorRoute96 and in hard copy at the Town and Village of Victor Halls. All corridor users are encouraged to complete the survey and participate in the meeting.

In response to these challenges, the Town has retained a consultant team led by T.Y. Lin International to develop real solutions that balance Victor's quality of life with its continued economic success. The main goals are to build on past plans without duplicating them and identify a limited number of concrete, actionable project proposals that the Town can obtain State and Federal funding to implement. The Town and its partners – including the Village, Ontario County, Genesee Transportation Council, and New York State Department of Transportation – are committed to identifying solutions that make sense for the varying needs along Route 96; a one-size-fits-all approach will not work. Each segment including the Village of Victor, areas near Eastview Mall, and the eastern portion of the Town near Farmington all have different needs. Proposed solutions in each segment of the corridor will consider the needs of drivers, pedestrians, and cyclists alike ensuring that Victor remains a community of choice.

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The project area includes the more than six miles of Route 96 that run through Victor, as well as portions in Farmington and Perinton. The process will include a comprehensive review of past plans and an updated traffic analysis. Public input also is critical to the process. Two family-friendly public meetings will be held to share information with participants, gather their input, and later, to present draft recommendations.

A steering committee overseeing the project includes representatives from the Town and Village of Victor, Victor Local Development Corporation, Ontario County, the Genesee Transportation Council, and New York State Department of Transportation.

Victor's proactive approach to its transportation challenges has broad support. The Finger Lakes Regional Economic Development Council (FLREDC) has named Route 96 a "Transformative Corridor," meaning that infrastructure improvements are critical to ensuring further economic development can occur. As a result, the town was awarded funding for this project through FLREDC's Consolidated Funding Application and the Federal Highway Administration-funded Unified Planning Work Program of the Genesee Transportation Council.

FOR MORE INFORMATION: Email Route96@town-victor-ny.us or call Katie Evans at 585-742-5036. A webpage has been established for the project at <http://www.victorny.org/index.aspx?nid=292>. Follow @VictorRoute96 on Twitter and check the Town of Victor Facebook page for updates.

Quick facts

- A little more than six miles of Route 96 runs through the Town and Village of Victor.
- In terms of commercial destinations within Victor, the Route 96 corridor includes Eastview Mall; the Eastview Commons, Cobblestone Court and Victor Crossing shopping plazas; the planned Fishers Ridge development; the Village of Victor; and car dealerships and other businesses located near the eastern end of town.
- Victor's estimated population: 14,496 (American Community Survey, 2015) Victor's population in 1980: 5,784 (U.S. Decennial Census).
- Route 96 has four travel lanes from Victor's northern border with Perinton until just south of Omnitech Place, where the road narrows to two lanes with a center turning lane. The road narrows again to two lanes just southeast of the Village of Victor to Route 332 in Farmington with dedicated turn lanes at specific intersections.