



City of Rochester, NY
Lovely A. Warren, Mayor

TRAFFIC ADVISORY NOTIFICATION

On Sunday, April 24th, the Rochester Regional Health Flower City Challenge will be passing by your neighborhood or business!



Dear Rochester Neighbor,

The City of Rochester, YellowJacket Racing & Fleet Feet Sports, present **The Rochester Regional Health Flower City Challenge on Sunday, April 24th** including a 5K (3.1 Mile) and Half Marathon (13.1 Miles). This notification is to inform you of street closures and provide opportunities to become involved and showcase your specific neighborhood.

Your street will be closed/affected during certain timeframes; local residential traffic will be delayed but accommodated. Traffic will be able to cross through the closed areas, so not to completely halt transportation to churches, businesses and homes.

The following traffic advisories will be in effect the morning of Sunday, April 24, 2016:

Broad Street Bridge (4:30 am to 12:30 pm): Broad Street Bridge between Exchange & South closed

Zone 1 & 2 (7:15 am to 9:00 am): Broad Street Bridge to the impacted streets on W. Main, Madison, Brown, Morrie Silver Way, Plymouth Ave Northbound from Allen Street to Brown Street, State Street to E. Main to East Ave to Pitkin (closed Charlotte to Broad). Broad Street Eastbound traffic detoured South on Pitkin. Union Street Northbound closed at Gardiner. Right on Argyle* to Park Ave to Goodman.

**In the past, runners went down Brunswick. Due to the East Ave Bridge construction, this year they will go down Argyle to Park Ave.*

Zone 3 (8:00 am to 10:00 am): Goodman from Park to Pinetum. No Exiting Off I-490 to Goodman Street.

Zone 4 (8:00 am to 11:00 am): Pinetum to Doctors, left onto Mt Vernon to Alpine then cross South Ave and then Robinson to Mt. Hope over to the River Path at U of R over the Ford St Bridge. Delays Expected. To and from Wilson Blvd from Elmwood during peak runner times will be restricted, use Intercampus, Ford Street or McLean.

Zone 5 (8:45 am to 12:30 pm): Exchange Blvd at Ford Street to W. Broad Street. Court Street Bridge Closed at 7:15 am.

You can view the electronic map of course closures and find more information on the event at: www.FlowerCityChallenge.com.

We hope to see you on the course cheering the runners, participating or volunteering as they traverse around our great city. If you have any questions, feel free to contact Ellen Brenner at Ellen@fleetfeetrochester.com or 585-732-1090. Thank you!