



April 29, 2014

Edward D. Reiskin, President
National Association of City Transportation Officials
55 Water Street, 9th Floor
New York, NY 10041

RE: Letter of Endorsement for the NACTO *Urban Street Design Guide*

Dear Mr. Reiskin:

The National Association of City Transportation Officials' (NACTO) *Urban Street Design Guide* represents a vision for world-class city street design that meets the goals of our city leaders and the desires of our communities. Unlike other, more conventional design guidelines, the *Urban Street Design Guide* recognizes that a 'one size fits all' approach is not well suited to meeting the unique needs of cities. Pressures from public health to climate change to mobile technology are together reshaping and redefining city transportation planning and design, while at the same time opening opportunities for innovation that were inconceivable only a decade ago.

At a time when cities such as Rochester are striving to react to these trends, the *Urban Street Design Guide* offers a concrete vision for improving the safety and livability of our streets for pedestrians, bicyclists, drivers, and transit users. Our planners, engineers, and urban designers are already making use of the Urban Street Design Guide on projects large and small. The guidance, vision, and flexibility articulated in the *Urban Street Design Guide* instigate a new and important direction for cities. We see the Guide as an indispensable tool in planning modern city streets, and a perfect companion to the now widely-supported *Urban Bikeway Design Guide*.

The City of Rochester hereby officially endorses the NACTO *Urban Street Design Guide* as an integral and effective tool for designing streets and public spaces.

Lovely A. Warren
Mayor

Norman Jones
Commissioner, DES
James R. McIntosh, PE
City Engineer