

TRAFFIC ADVISORY FOR APRIL 23, 2023 - ROCHESTER REGIONAL HEALTH FLOWER CITY CHALLENGE

April 23, 2023: ROCHESTER, NY: YellowJacket Racing & Fleet Feet, present on Sunday, April 23rd – **The Rochester Regional Health Flower City Challenge**. Over 1600 Half Marathoners & 5Kers and over 70 Kids for the Kids ½ Mile Race are expected to participate. This event will take place on select city streets and include a 5K (3.1 Mile) and Half Marathon (13.1 Miles), plus Kids ½ mile for ages 5 - 12.

The event showcases the historical and cultural riches and jewels of Rochester including but not limited to the Susan B Anthony area, Park Avenue and East Avenue neighborhoods, Highland Park, Mt Hope Cemetery, Corn Hill Landing area and Downtown. Both events start and finish at the Blue Cross Arena at the Rochester War Memorial; the 13.1 mile starts at 7:30 am, the 3.1 mile starts at 7:45 am and kids race at 10:30am.

While streets will be closed during certain timeframes, local residential traffic will be delayed but definitely accommodated. The Rochester Police Department will be working diligently to assist with traffic. Traffic will be able to cross through the closed areas as well, so not to completely halt transportation to churches, businesses and homes.

The following traffic advisories will be in effect Saturday, April 22nd through Sunday, April 23rd:

- Broad Street Bridge between South and Exchange will be closed from 5PM Saturday, April 22nd through 12:30PM Sunday, April 23rd

The following traffic advisories will be in effect the morning of Sunday, April 23rd:

- **Zone 1 (7:15AM to 9AM):** Starting on the Bridge at Broad St westbound to the impacted streets on W. Main, Madison, Brown, Morrie Silver Way, Verona Street, N Plymouth Ave from Brown St to E. Main.
- **Zone 2 (7:45AM to 9AM):** Will start at E. Main to East Ave to Right on Brunswick to Park Ave to Goodman.
- **Zone 3 (8AM to 10AM):** Goodman from Park to Pinetum. No Exiting Off I- 490 to Goodman St.
- **Zone 4 (8AM to 11AM):** Pinetum to Doctors, left onto Mt Vernon to Alpine then cross South Ave and then Robinson to Mt. Hop 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 St or McLean.
- **Zone 5 (8:45AM to 12:30PM):** Exchange Blvd at Ford St. to W. Broad.

Court St. Bridge is closed to all traffic from 7AM through 12:30PM. Exchange St between Court and Broad will be closed from 3:30AM through 12:30PM. All times are approximate. Local residential traffic will be delayed but accommodated.

The following intersections **will not** be closed but will experience delays: S. Plymouth @ W. Broad, State St from Brown to Church St. S. Clinton @ E. Main, Chestnut at East Ave., Scio @ East, Alexander @ East, Street Crossings @ Park Avenue, Harvard St at S. Goodman St., All exits to Goodman St from I-490, Monroe @ Goodman, , S. Clinton @ S. Goodman (Access to Rt. 490 East only), South Ave. @ Alpine/Robinson, Mt. Hope Ave @ Robinson, Wilson Blvd. @ Elmwood.

A course map/race details can be viewed at the race website: www.flowercitychallenge.com.

About YellowJacket Racing—YellowJacket Racing is a locally owned event production and race timing company, producing upwards of 50 events including the Webster Turkey Trot, Rochester Regional Health Flower City Challenge, Rochester ½ Marathon, FireCracker Four Mile and the Winter Warrior Half Marathon. For more information, visit www.yellowjacketracing.com.

About Fleet Feet

Fleet Feet, located at Culver Rd Armory, Ridgeway Avenue in Greece and in Victor, NY, is a locally owned and operated specialty store carrying footwear, apparel and accessories for walkers and runners. At Fleet Feet Sports, you will find a welcoming environment where runners, walkers and fitness enthusiasts of all abilities receive unparalleled service and support. For more information, visit www.fleetfeetrochester.com. **END**