

TRAFFIC ADVISORY

Greetings Neighbor,

YellowJacket Racing & Fleet Feet, present on Sunday, April 28th – **The Flower City Challenge**. Over 2000 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 4 - 12.

Since 2010, 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, U of R, Genesee Valley Park and Downtown. Both events host a new start/finish locale at the Parcel 5 in downtown Rochester; the 13.1 mile starts at 7:30 am, the 3.1 mile starts at 7:40 am and kids race at 10:30am.

While streets will be closed during certain timeframes, local residential traffic will be delayed but 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 27th through Sunday, April 28th:

- Cortland Street at Parcel 5 will be closed from 12PM Saturday, April 27th through 12:30PM Sunday, April 28th. The surrounding Parcel 5 Streets (Elm Street, Andrew Langston) will have no parking starting the afternoon of April 27th through noon on Sunday, April 28th

The following traffic advisories will be in effect the morning of Sunday, April 28th:

- **Zone 1 (7:15AM to 9AM):** Starting at Parcel 5 on Main 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 1a (7:15AM to 11AM)** Main Street from East Avenue to South Avenue.
- **Zone 2 (7:45AM to 9AM):** Will start at E. Main to East Ave to Right on Buckingham 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 Reservoir then cross South Ave and then Reservoir to Right on Mt. Hope. Left on McLean, Left on Wilson, Right on Elmwood onto River Trail at Genesee Valley Park. Wilson Blvd. from Elmwood to McLean during peak runner times will be restricted southbound, use Intercampus or Ford St.
- **Zone 5 (8:45AM to 12:30PM):** Restrictions on South Ave & Main Street.

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