

University Avenue Improvements and ARTWalk 2 Enhancements Project

City Project #08101 PIN 4754.18

NOTA Stakeholder Meeting No. 2

September 10, 2009 at 3:00 PM

Visual Studies Workshop (VSW)

Design Team members in Attendance:

Paul Way	City of Rochester
Tom Lichtenthal	Bergmann Associates
Ted Liddell	Bergmann Associates
Anne Lovely	ARTWalk
Doug Rice	MUCCC
William Cochran	Studio William Cochran
Teresa Cochran	Studio William Cochran
Marianne Kroon	Studio William Cochran

All attendees at the meeting are shown on the attached sign in sheet.

This meeting was held to update the NOTA Stakeholder Group on the proposed University Avenue Roadway Improvements and review the ARTWalk 2 concepts. Seven (7) presentation boards were on display of the four (4) focus areas (University Ave / Prince Street intersection, University Ave / Goodman Street intersection, Goodman Street from University Ave to The Village Gate, and the RMSC), sidewalk concepts and an overall plan of the project. With the aid of a PowerPoint presentation, Tom Lichtenthal, Doug Rice and William Cochran reviewed and discussed the current design concepts for the pedestrian enchantments and potential art installations developed by the design team in response to information gathered through four public interactive design workshops, as well as the preceding Concept Design Phase. Tom Lichtenthal finished the presentation, entertained a few questions and invited meeting attendees to visit the stations set up for the focus areas if they had any additional comments, questions or suggestions. The following are the items discussed or comments raised after the presentation:

1. Tom Lichtenthal began by explaining the importance of the balancing needs of the community and the City of Rochester for the project.
 - A. The community is diverse and we need to recognize and celebrate the passion and needs of all of the citizens.
 - B. We have made a concerted effort to gather information from all the stakeholders and the public at large and have responded to that information through our design concepts.
 - C. We have to meet certain deadlines in order to receive Federal stimulus funding for this project.



2. Tom introduced Doug Rice, who will be talking about the public input received from the two workshops he led, and William Cochran, and who will be explaining various design concepts for ARTWalk 2.
3. Tom talked about the variety of ways that students may have the opportunity to be involved in the project:
 - A. Visual Studies Workshop new media sculpture: new media creation opportunities for students
 - B. Quotes, poetry, creative writing
 - C. Mosaic Lightpole Project for ARTWalk Square, between Anderson Alley and Village Gate
 - D. Rochester Stories: collect, give, record, etc.
 - E. RMSC – what inventions/images to feature
 - F. Circle Sidewalk images
4. Tom, Doug and William presented the public input and concept designs for the various areas of the ARTWalk 2 project:
 - A. University Towers Plaza: Maintaining mature trees, creating an accessible plaza with a connection to the intersection, seating, planting beds, a focal art feature, and a future bus shelter. This plaza and the MAG plaza and the other corners of this intersection will have similarities that make them all look like part of the same thing. After hearing the concerns (below), Tom assured the group that Bergmann will revisit the design of this corner.
 - Don't forget about electrical outlets in the plazas for events and performers.
 - B. Ribbon Wall area [North Goodman (North)]: On the north corner of MAG grounds, an earthwork (10' landscape buffer) and possible metal mesh to screen parking; scattered lit pavers on west side of street; decorative cut metal to screen Rochester Works parking lot that will have frames for rotating temporary 2D art; decorative crosswalks from the MAG property across Goodman at Anderson Avenue, and then across Anderson Avenue to the Anderson Alley/Fabrics and Findings building; a low wall (stone or lit glass gabion wall) along the MAG area and across the street at the corner of Anderson Alley and potentially extending down the street toward Village Gate; a sculpture and small plaza at Anderson Alley; residential light poles between Anderson Alley and Village Gate on both sides of the street with mosaic collars; suspended sculpture and light work at Village Gate. One question to be resolved yet was where should the 2D rotating temporary art installation go?
 - C. Rochester Museum and Science Center: A dark serpentine sidewalk from the corner of East Avenue and Goodman to a circular plaza in front of the columns of the Museum with reflective disks that have information on them related to science and innovation. The plaza also has the reflective discs, which form a star map, and seating created with heroic sized versions of Rochester innovations. A second, less-prominent walkway features a fossil walk and leads pedestrians past a rain garden. The plaza will be a place where RMSC can put a major sculpture in the future.
 - D. North Goodman (South) sidewalk: Circles of 2 or 3 sizes serpentine down the length of this block. Some of the circles are stained, sandblasted or otherwise created on the existing



sidewalk, others are partially off the sidewalk and still others are in the grassy area. As you draw near RMSC, a few of the reflective disks join the larger circles in the design. Some of these circles will include community created artworks and some will include community content interpreted by an artist; others will be lit by fiber optic lights. The color palette will be muted. Approximately every 120' there will be a knee height bollard to light the sidewalk. Keeping this sidewalk largely intact is a goal of this project. With this design, most flags will be kept in place.

- E. University Avenue sidewalk: A poets' walk that features the work of historic creative writers from Rochester or who have walked on this ground, as well as contemporary creative writers from this area. This sidewalk will be made of pavers a scattering of lit glass pavers that have a word and a 3-digit number on them. When pedestrians (or web users) call the 800 number provided on wayfinding signage, through brochures, etc., they will hear short fiction, poetry, etc.
5. MAG Grounds: Are at an earlier conceptual stage. There is a serpentine walkway along North Goodman (North) leading to the new pedestrian and vehicular entrance (moved north approximately 120'). The earthwork and ribbon wall area are as described above. There will be both an outer and an inner plaza, allowing for different types of experiences and artwork, as well as more green space (including keeping the mature trees). Parking lots are pushed toward the back of the property. Many sections of fence will be removed.
6. Comment was raised that the two phases are all ARTWalk (ARTWalk 1 & 2) but they are being viewed as two separate projects and not one unified ARTWalk.
 - A. It was suggested that we stop calling the projects ARTWalk 1 & ARTWalk 2, it should be just ARTWalk
 - B. It was suggested that the original paving patterns be extended into the next phase of ARTWalk to link the two projects together.
 - C. It was suggested that the ARTWalk logo be placed on elements throughout the two phases of ARTWalk to link the two projects together, also to let people from outside the community know they are on ARTWalk.
 - Paul Way commented that there is the possibility of retrofitting elements in the original ARTWalk to link the two phases together.
7. General Comments from Stakeholders:
 - A. Generally like design concepts and think they are going in the right direction.
 - B. Concern that in some areas there are "too many things happening." Needs to be simple, beautiful, historic.
 - C. A repeated logo or design element might help with branding, perhaps a subtle seal or medallion like New York City's 34th Street. It could also be another way to connect the different phases of ARTWalk.
 - D. Where is sound highlighted?
 - Audio Spotlited on MAG corner at University Avenue and Prince Street.
 - Stories in the stones/cell phone tour
 - Could also have hopscotch/musical instrument at MAG, sound at University Towers Plaza, a recorded message that says "Welcome to ARTWalk" when someone enters the zone.



8. Comment was raised that special attention needs to be focused on the Towers plaza.
 - A. It was suggested that a water feature be placed in this site. The feature was desired more for the noise of running/falling water to help drown out the busy University/Goodman intersection.
 - Tom Lichtenthal commented the idea of a fountain was discussed but that this location was not appropriate and there wasn't an organization to maintain the fountain.
 - Paul Way commented we could look into other ways to achieve the water fall noise effect without using having a fountain.
 - B. It was suggested that this plaza be a nice gathering space for the residence of the Towers. The comment was made that there is a real desire/need for gathering space for the residence, a "front porch" to sit on and watch the activity on the street.
9. Comment was raised that no performance space was incorporated into the concepts for large gatherings.
 - Tom Lichtenthal commented that each of the focus areas are possible performance spaces
 - Paul Way commented that the need for a large performance space should be explored. Was not sure what type of program elements existed or were desired to take place in such a location.
10. Deb Jacobson from the RMSC expressed her satisfaction with the progress of the RMSC concept plan.

The above constitutes our understanding of issues discussed and decisions reached at this meeting. Please notify the undersigned, in writing, with any errors or omissions.

Best regards,

BERGMANN ASSOCIATES



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TOM LICHTENTHAL
Project Manager

cc: All attendees and NOTA Stakeholders (via email)
Paul Way, City of Roch.
Sue Steele, Bergmann
Steve Beauvais, NYSDOT Reg. 4
William Cochran, SWC
Teresa Cochran, SWC



University Avenue Improvements and ARTWalk 2 Enhancements Project

NOTA STAKEHOLDER GROUP MEETING NO.2

Date: September 10, 2009 Location: Visual Studies Workshop

Please check off your name

Present	Title	Fname	Lname	Organization
	Ms.	Joane	Arany	Landmark Society
✓	Dr.	Anthony	Bannon	George Eastman House
✓	Mr.	Steve	Beauvais	NYSDOT
	Ms	Kate	Bennett	RMSC
	Mt.	John	Billone	Chapel Hill
	Mr	Don	Boyd	TREC
	Mr..	Bleu	Cease	Public Artist
✓	Mr.	Shawn	Dunwoody	Public Artist
✓	Ms	Susie	Fame	NOTABA
	Mr	Joe	Flaherty	Writers and Books
	Ms	Barbara	Fox	Bridging N'hoods
	Mr	Glenn	Gardner	City Planning
	Ms.	Bree	Harrison	City of Rochester
	Ms.	Charlotte	Herrera	Chatterbox
	Ms.	Jennifer	Higgins	United Way
✓	Ms	Helen Bayer	Hogan	SEAC
✓	Ms.	Deb	Jacobson	RMSC
	Mr.	Jackie	Katz	Sector 7
	Ms.	Meridith	Keller	Rochester Historical Society
	Ms.	Lisa	Kindig	Cobblestone School
	Mr.	Paul	Kramer	SE Landlord Council
✓	Ms.	Pamela	Kramer	Urban Essentialz
	Mr.	Paul	Kramer	
	Ms.	Nadine	Krimow	American Red Cross
	Ms	Tracy	Kroft	Arts Council
✓	Mr.	Tom	Kroon	Edward Jones Investments
	Mr.	Moka	Lantum	BAOBAB
	Mr.	Scott	Leathersich	MCDOT
	Ms	Sarah	Lentini	Arts Council
	Mr.	Richard	Margolis	Anderson Alley/NOTABA
	Mr	Matt	McCarthy	City Planning
✓	Ms.	Debora	McDell-Hernandez	Memorial Art Gallery
	Mr.	Jim	McIntosh	City of Rochester- City Engineer
	Mr	Jeffrey	Mehr	Kinectons
	Ms	Heather	Mistretta	Pike Company
✓	Ms.	Joni	Monroe	RRCDC
	Ms.	Brenda	Pacheco-Rivera	School of the Arts
	Mr.	Louis	Perticone	Artisan Works
	Ms.	Barb	Quinn	Cobblestone School
✓	Mr.	Doug	Rice	MUCC
	Ms	Linda	Rock	NOTA

