

University Avenue Improvements and ARTWalk 2 Enhancements Project

City Project #08101 PIN 4754.18

NOTA Stakeholder Meeting No. 2

June 24, 2009 at 3:00 PM

Rochester Museum and Science Center – Bausch Auditorium

Design Team members in Attendance:

Paul Way	City of Rochester
Anne Lovely	ARTWalk
Paul Kramer	ARTWalk
William Cochran	Studio William Cochran
Teresa Cochran	Studio William Cochran
Marianne Kroon	Studio William Cochran
Tom Lichtenthal	Bergmann Associates
Mark Johns	Bergmann Associates
Sue Steele	Bergmann Associates

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. A large scale color plan of the proposed street improvements was displayed. A project description handout and comment form (both attached) were distributed. Paul Way opened the meeting and welcomed the group for attending. With the aid of a PowerPoint presentation, Paul introduced the project team, reviewed the meeting agenda, explained the roles and responsibilities of the Steering Committee and NOTA Stakeholder Group, and reviewed the project meetings held to date, which contributed to the development of the current project concept. Tom Lichtenthal reviewed the conceptual roadway plans. Paul Way discussed the preliminary concepts developed by ARTWalk and the community, explaining that the concepts were used to formulate the current design concepts presented. William Cochran elaborated on the concepts for the pedestrian enchantments and potential art installations. Tom Lichtenthal finished the presentation with review of the schedule and budget. The following is a brief summary of the items discussed or decisions reached at this meeting:

1. Richard Margolis raised the concern regarding the perceived lack of input from the community and design coming from the design team instead of the community.
 - A. Richard would like the design to come from the community, the same as the original ARTWalk.
 - B. Richard claimed that Doug Rice was banned from ARTWalk 2 meetings.



- Paul Way clarified that it was our understanding that Doug resigned from the ARTWalk board. At no time was he banned from any meetings and actually was a participant in many of the preliminary meetings for this project.
 - The city recognizes the passion and commitment among the ARTWalk Organization and 'Friends of ARTWalk' and would like to see both groups work together.
- C. Richard would like the engineers to provide a community based process and that the Engineers take ideas and facilitate them rather than devise own plan and present them at the public meetings.
Response: The process to date has included community feedback to guide art criteria and decision making process for MAG grounds.
- D. Richard is concerned that ARTWalk is going around - missing - the Anderson Alley building and feels the decision was made by consultant from misconstrued information.
Response: Decision for the current conceptual alignment is based off a variety of feedback from the community and is not due to the comment of a single stakeholder.
- E. Raising the standards of Art on the project is insulting to the artists with work on the original ARTWalk.
- F. Having experts plan this we will end up with something safe and mediocre.
2. Comment was made that the charette held at MAG was not a real charette.
- A. It was suggested that the process should consider context
 - B. The charette should include the public
 - C. Should have over one hundred people
 - D. Suggested that the project should have charettes as part of this project
 - Paul commented that an upcoming workshop (charette) is planned for June 25.
3. Paul clarified that all of the work done today was preliminary planning and used to secure funding. The design part of the project is to begin now.
- A. All of the plans shown today are conceptual and there is room for change, and input.
 - B. The intent of the project is to have a lot of people involved in the upcoming workshop which is the first of many for the design of this project.
4. Concern was raised that the budget and schedule is now set and there will be a battle to make changes and fix existing problems rather than be part of the original concept.
Response: Paul clarified that this concept plan is a product of many public meetings which were attended by community members and stakeholders.
5. Concern was raised about the citizens not being informed.
- A. It was agreed by Paul Kramer (co-chair of ARTWalk) that the ARTWalk organization played a role in the lack of communication and that the City was not responsible for the breakdown.
6. Paul reiterated that the schedule is real and it is imperative to keep to the deadlines to insure this project does happen.
- A. We need to work together



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- B. Anne added that Bergmann has provided every piece of information needed and been helpful in bringing Anne and ARTWalk up to speed on the project.
 7. Tom Lichtenthal began with 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 plan to build on the successes of the original ARTWalk
 - C. The design team is prepared to give the community what they want.
 8. Tom presented the following roadway concepts for University Avenue which include:
 - A. Roadway reconstruction and drainage improvements.
 - B. Landscape median between Union St. and Alexander St.
 - C. Curb bump-out locations
 - D. Raised table intersection at University Ave and Goodman St with mountable medians
 - E. Restriping between Goodman Street and Atlantic Avenue
 - F. Raised pedestrian crossing at Village Gate
 - Comment made to cross Goodman at Anderson Avenue and continue north along Goodman in front of the Village Gate and keep crossing at Village Gate to connect the Arts and Cultural Council. They questioned if there is enough funding to do this? Response: We will need to take funding from other areas, if that's the solution that's desired from the community.
 - Workshops will be held to discuss sidewalks, planned for mid-July
 - Comment was made that it should be held in the vicinity of the project.
 - It was asked if any improvements are planned for College Avenue? Response: Paul mentioned that College Ave. is programmed to be part of a future street improvement project.
 - G. Specialty Treatment at East Avenue and Goodman Street
 - H. Prince St. conversion to one way southbound to provide safer environment for Students.
 - Explained standards section used by city schools
 - Question was asked if the Red Cross driveways would be affected?
 - Tom confirmed that they will not be affected by the conversion.
 - The school district will need to provide funding for the one way conversion in order for it to be included as part of this project.
 9. Paul Way gave a brief overview of the early concepts that were developed by the ARTWalk organization in late 2006, early 2007 (prior to the current design team being involved).
 - A. These concepts were used by the design team as the building blocks for the current plans.
 10. Paul introduced William art the public art consultant, hired to facilitate the public art process (jury process, art selection)
 - A. A question was asked if there was a local consultant available?
 - Paul explained that the City sent RFQ to local firms and short listed three consultants who provided detailed proposals. The firms formed their own teams



and the City selected Bergmann who teamed with ARTWalk organization and Studio William Cochran.

- The City has not been disappointed with consultants selected.

11. William Cochran presented the following current concepts for the pedestrian enhancements:

- A. Explained the great opportunity of having many cultural and arts institutions in close proximity and the importance of collaboration and communication between them.
- B. Reviewed the plans for the MAG Welcome Plaza and the previous charette
- C. Gave an overview of possibilities for the pocket park location and funding allocated for that location.
- D. Provided an overview of the 'Ribbon Wall' and explained the federal funding tied to the construction of a segment of the 'wall.' The intent of the feature is to provide a rotating exhibit for two-dimensional art for local and regional artists.
 - There is some desire by stakeholders to relocate the wall
 - The design of the feature has not been determined
 - This concept will be discussed in an upcoming workshop
- E. Reviewed summary of funding for ART
 - \$600,000 for connective and functional art
 - Sidewalks will be decorative
 - Ribbon Wall feature
 - University Towers Apartment plaza \$250,000
 - Potential investment by RMSC
 - Private investment in Bus Shelter
 - Private Investment in MAG Artworks
- F. Reviewed some examples of different types of public art from different cities which included:
 - Sculpture
 - Surface Treatment
 - Ground Installations
 - Fencing
 - Furnishings
 - Lighting
 - Earthworks

12. Tom reviewed the budget for the current project and explained that more funding is needed to fully realize the project.

13. He illustrated the concept ideas that could not be funded by this project and would need to be built under future phases.

14. Tom reviewed the project schedule, the most important deadline that is NOT flexible, is the February 1, 2010 submission of **final plans** to the City and State for a March 1 Federal obligation of funds.

- A. It was commented that there was not enough notice given for the meetings.
Response: the project only began June 1 and the project team has been working hard to secure dates and send notices as soon as possible for events. Three weeks was deemed adequate by the City and we will try to uphold that.



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15. Tom explained that the project website will be up by the end of the week and will have links to keep the community informed.
- A. Sue explained the new ways that the project team is trying to reach out, Twitter, updated website with current information, in addition there is a mailing list that people will be able to join.
16. The following comments were made:
- A. What is the project budget and what is included in the contracts with the consultants? Can we see the expenditures?
Response: This information can be FOILED, the city does is in the process of compiling that information for an individual at this time.
- B. What is required by the March 1 Deadline?
Response: The Final design drawings are due Feb. 1, 2010 in order for the State to get federal Authorization by March 1, 2010. The construction must be complete by 2012.
17. The next meeting of the NOTA Stakeholder group will be scheduled in August. An invitation will be sent as soon as a date is confirmed.

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



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
Rob Kozarits, MCDOT



NOTA



UNIVERSITY AVENUE IMPROVEMENTS AND ARTWALK2 ENHANCEMENTS PROJECT SIGN-IN SHEET



Project: University Avenue Improvements and ARTWalk2 Enhancements Project
Date: June 24, 2009 **Time:** 3:00 pm
Subject: NOTA Stakeholder Meeting No.2
Location: Rochester Museum and Science Center - Bausch Auditorium

NAME	ADDRESS/REPRESENTING	EMAIL/PHONE
1 Paul Way	City of Rochester - P&S	Paul.Way@CityofRochester.org
2 Marlene Seidman	31 Prince Street / Visual Studies Workshop	info@vsw.org
3 Grant Holcomb	Memorial Art Gallery	gholcomb@mag.rochester.edu
4 RICHARD MARGOLIS	ANDERSON AVEY ARTISTS / NOTA	RICHARD@MARGOLISSTUDIO.CO
5 Patti Giordano	Memorial Art Gallery	pgiordano@mag.rochester.edu
6 Andy Gallinader	"	andygallinader.com
7 Paul Rocco		
8 John Rocco		
9 Tim Monne	Rochester Regional Commit Dev - Co.	timmonne@rvc.org
10 Matt McCarthy	City / Planning	mccarthym@cityofrochester.org
11 Paula Wothers	Cobblestone School	
12 Bozo Quinn	Cobblestone School	Bozq@cobblestone.org
13 Delora McNeil-Hernandez	MAG / 500 University Avenue, Room NY 14607	dmcdell@mag.rochester.edu

35	Finola Bocl	WOTA	lock 514 @ yahoo.com
36	Rob KOZARIS	MCDOT	ROKOZARIS@MONROECOUNTY.GOV
37	GARY STERN	Village Gate RMSC	GARY @ Stern Properties, LLC
38	Rob Koza		
39	Eric Harrison	City of Rockwell	eric.harrison.city@rockwellga.com
40	Debra Jacobson	PRISC	debra-jacobson@rockwellga.com
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43	Shawn Duvon	Four walls	Shawn.Duvon@fourwalls.com
44	Shirley Jane	Notaba Stern	
45	Chris Zetmann	Rep. Slaughter	Christopher.Zetmann@mail.house.ga.gov
46	Elaine Spaul		
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ARTWalk 2

University Avenue Improvements and ARTWalk 2 Enhancement Project

The City of Rochester is planning roadway improvements to University Avenue. As part of that project they would like to extend ARTWalk further into the cultural community.

ARTWalk 2 should build upon the benefits from ARTWalk 1:

The original ARTWalk project (ARTWalk 1) has been recognized and celebrated by the residents of the Neighborhood of the Arts and the Rochester community since its completion. **Neighborhood Revitalization** was a major objective achieved through the ARTWalk 1 project. This revitalization spurred the addition of **New Restaurants and New Businesses** to the neighborhood.

The new commercial destination brought people back to the neighborhood again and **increased safety & reduced traffic speeds.**

As the neighborhood pride began flourishing again, the community witnessed an

increase in private investment and housing prices.

The culmination of these benefits has served as a **catalyst for cultural events** organized by the neighborhood throughout the year.

The ARTWalk Alive! event has gained popularity where several thousand residents join the local businesses in *celebrating the neighborhood* where they live and work.



PROJECT DESIGN TEAM

Lead Agency
City of Rochester
Department of
Environmental Services

Lead Consultant
Bergmann Associates

Sub-Consultants
ARTWalk of Rochester
Studio William Cochran
Shumaker Engineers

	Change in Housing Prices		
	2000-2002*	2004-2006*	Percent Increase
ARTWalk 1 Project Area			
Atlantic Ave. - University Ave.	\$69,450	\$112,000	61%
Surrounding Neighborhoods			
Park Avenue	\$145,000	\$186,500	29%
Browncroft	\$92,000	\$111,750	21%
East Avenue	\$176,000	\$178,000	1%
Highland	\$110,000	\$139,000	26%

* Data taken from the City of Rochester Bureau of Assessment, Estimated Median House Sale Prices by Neighborhood for One, Two, and Three Family Houses.

ARTWalk 1
"Best Construction Project"
Rochester's City Newspaper
Readers Choice – Best of Rochester

ARTWalk 1
First Place
"2003 City Livability Award"
U.S. Conference of Mayors

Housing prices increased **30%** or more than surrounding neighborhoods as a result of ARTWalk 1.

ARTWalk 2

PROJECT CONTACTS

Paul Way
City of Rochester
Street Design Manager
(585) 428-7383

Tom Lichtenthal
Bergmann Associates
Project Manager
(585) 232-5137 x308

PROJECT SCHEDULE

PRELIMINARY DESIGN

June 2009
ARTWalk 2 Project Kick-Off

June 2009
Steering Committee,
NOTA Stakeholder Group,
Neighborhood Meetings,
& Interactive Workshop

July 2009
Steering Committee Meeting,
(2) Interactive Design
Workshops,
& Knowledge Exchange

August 2009
Steering Committee Meeting,
NOTA Stakeholder Meeting,
Public Information Meeting,
Knowledge Exchange,
& Knowledge Exchange
Workshop

DESIGN DEVELOPMENT

September 2009
Knowledge Exchange,
& Knowledge Exchange
Workshop

October 2009
Steering Committee Meeting,
NOTA Stakeholder Meeting,
Knowledge Exchange,
& 50% Plans to City and State

November 2009
Knowledge Exchange

December 2009
Steering Committee Meeting,
NOTA Stakeholder Meeting,
Public Information Meeting,
Advanced Detail Plans (90%) to
City and State

FINAL DESIGN

January 2010
Steering Committee Meeting
NOTA Stakeholder Meeting

February 2010
Complete Drawings

March 1, 2010
Submit FINAL to City and State

Spring 2010
Construction

University Avenue Improvements and ARTWalk 2 Enhancement Project

Concept Plan for ARTWalk 2 Includes:

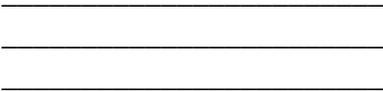
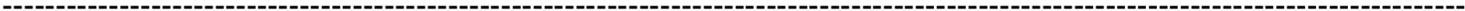
- **Core Principles**
 - Participatory, **engaging**, interactive elements for all ages
 - High quality timeless art
 - Art that **strengthens community pride**
 - Broad appeal, magnet for all ages and backgrounds
 - **Reflects rich history** of the community
 - Creates a sense of place
 - **Celebrates cultural diversity** of the city
 - Durable and low maintenance
- **Major Anchors and Focal Elements**
 - University Avenue - Goodman Street **Intersection Icon**
 - Memorial Art Gallery **Welcome Plaza**
 - **Rochester Museum and Science Center Plaza**
 - Goodman Street **Ribbon Wall** with local artist displays
 - **Welcome Mural** on Flatiron Building
 - **Digital Art House**
- **Connective Artworks Along ARTWalk 2**
 - Sidewalk: cut stone, bronze inlays, etched concrete; stained concrete.
 - Small & mid-scale sculpture/installation art
 - Functional Art: artistic street lights, manhole covers, benches; etc.
 - Sculptural fencing and screening
 - Historic interpretive stations
 - Wayfinding signage
- **Co-Created Public Art**



Concept Plan - June 2009



Fold here



Bergmann Associates
Attn: Sue Steele
28 East Main Street
200 First Federal Plaza
Rochester, NY 14614



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