Brooks Landing Phase II Public Improvements

Welcome to the **BROOKS LANDING PHASE II PUBLIC IMPROVEMENT PROJECT** public meeting.   A brief review of the outcome of Phase I, in addition to the project scope, goals, deliverables, and contact information for the Phase II improvements are outlined below. THANK YOU for coming!

Phase I: A Neighborhood Transformed

The Brooks Landing Revitalization Project is a public/private development project in the city's 19th Ward. It has had over a decade of community planning, design charrettes, public hearings, and community input. It is a direct result of the City's Comprehensive Plan "Rochester 2010: The Renaissance Plan", the City's South River Corridor Plan, the subsequently amended Draft Local Waterfront Revitalization Program, and the Brooks Landing Urban Renewal Plan.

To date, the revitalization efforts have resulted in a significant investment in the neighborhood, including:
- the reconstruction of Brooks Avenue, Genesee Street and South Plymouth Avenue;
- a new 80-room extended-stay hotel overlooking the river;
- a new 30,000 s.f. two-story office/retail building;
- the renovation of a 6,000 sf. mixed-use commercial building into a coffee shop/café;
- new University of Rochester student housing, and
- public waterfront improvements including a waterfront promenade, public plaza, boat dock and trail and ROW improvements.

Phase II (Current Project)

Brooks Landing II will further the neighborhood revitalization by strengthening the public access to the waterfront, providing greater connectivity to the park and trail system and providing public art. The project will also enhance the historic Frederick Law Olmsted-designed landscape of Genesee Valley Park . More specifically, the objectives and key scope elements are as follows:

Summary of Objectives

- **Enhance** Brooks Landing public open space, Genesee Valley Park and the river waterfront
- **Complement** ongoing development efforts in the neighborhood
- **Provide links and smooth transitions** between the 19th ward Neighborhood, private development, the University of Rochester, the river waterfront
- **Public access improvements** – make it inviting to the community, while providing destination points along the river and trail system
- **Gateway to the park** from all points: the neighborhood, the hotel, the river, the canal
- **Public art** – works of art for the neighborhood, park and/or waterfront users
- **Olmsted** park design – respect the history, enhance and restore Olmsted park features; mitigate impacts of private development
- **Regional trail connections** – provide connections to the neighborhood and the park. Provide enhancements, signage and wayfinding

Key Scope Elements

TRANSPORTATION
1. Roadway Improvements
   South Plymouth Avenue road improvements will make the roadway appear and function like a park drive. Improvements may include: Elmwood Avenue intersection roadway alignment and cross section; link to the public access easement through the hotel development; park gateway enhancements; pedestrian access; and lighting.

2. Trail Improvements
   Trail work may include: establishment of a trail connection between the Genesee Valley Park Ice Arena and the existing Genesee Riverway Trail; design of a loop trail along the former canal/rail right-of-way with connections to the existing Genesee Riverway Trail and

neighborhood sidewalk grid; and enhancements to the existing trail.

PARK IMPROVEMENTS

1. Park Landscape
   Develop landscape plans to optimize viewshed opportunities both along the river frontage and within the park, and enhance the historic designed landscape. Grading, selective clearing, planting, and maintenance/management of existing vegetation may be used to open and frame scenic sightlines and buffer negative views. Special consideration is to be paid to the view-sheds and features that raise awareness of the natural/historic/cultural resource value of the river, canal, and historic designed landscape.
2. Signage
   Develop a comprehensive signage system to identify Genesee Valley Park and the trial that will guide trail and park users while interpreting the area's history.
3. Parking
   Assess daily and special event (overflow) parking needs and develop a plan to accommodate the needs.

PUBLIC ART

Identify a range of opportunities of theme, sightline, location, and scale to incorporate public art into the site design. The artwork will serve as a focal point for the adjacent neighborhood, trail users, motorists, and travelers on the Genesee River/Erie Canal. Produce a prospectus package and selection criteria to serve as the basis for a public art competition. Coordinate all phases of design with the site requirements for installation of all selected art.

Project Funding

To fund the project, Rochester has received a Transportation Improvement Program (TIP) grant of $400,000 for design and construction of the park gateway and roadway and trail improvements. A New York State Environmental Protection Fund grant from the New York State Department of State, Coastal Resources Division, of $500,000 will be applied towards public art, park and trail signage, and landscape and viewshed enhancements. Finally, the City is contributing over $300,000 to make the project a reality.

Project Website

http://www.cityofrochester.gov/article.aspx?id=8589941116

Project Timeline

Completion of engineering design: Fall 2010
Bid of construction work: Winter 2010
Completion of construction: Summer 2011

Project Contact

Jeffery J. Mroczek, R.L.A.
Landscape Architect
City of Rochester
Department of Environmental Services
Development Division
P - (585)428-7124
F - (585) 428-6253
mroczekj@cityofrochester.gov

** Please fill out the Visual Preference Survey, provide any additional comments on the last page and return to the City at the above mail or e-mail address or via fax no later than APRIL 9th, 2010. The compiled results of the Visual Preference Survey, as well as a summary of comments, feedback and questions from the public meeting will be posted on the Project Websiite no later than April 23.**