



# JOSEPH AVE ARTWALK MASTER PLAN

PAC Meeting #2  
September 17, 2024



# Agenda

- Welcome and Introductions
- Project Overview
- Existing Conditions: Key Findings
- Community Engagement
- Next Steps



# Welcome + Introductions

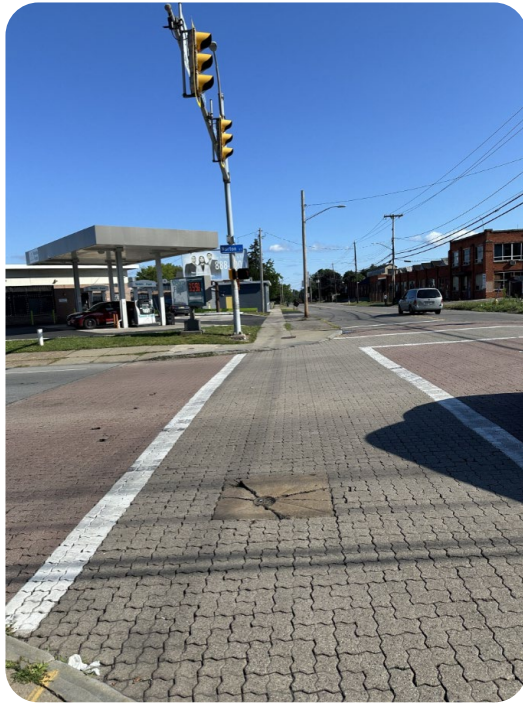


The background is a photograph of a two-story brick building. A large white circle is centered over the image, containing the text 'Project Overview'. On the building, there is a sign for 'Joseph EXPRESS Inc.' and a 'CUSTOMER PARKING ONLY' sign. A smaller blue circle is partially visible behind the white circle on the right side.

# Project Overview



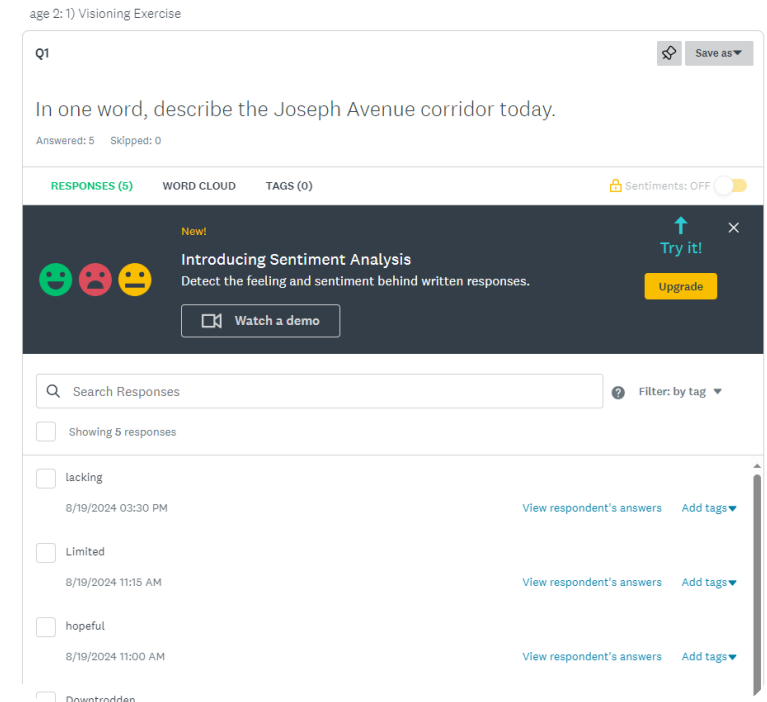
# Project Updates



Site Visit to inventory streetscape amenities



Existing Conditions Report drafted



Branding survey and logo design

# Survey Responses

In one word, describe the Joseph Avenue corridor today.

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**Lacking** Hopeful  
**Limited** Underserved  
**Downtrodden**

Briefly explain why you chose this word.

- Lacking cohesiveness
- Many vacant parcels
- Lack of amenities and facilities

# Survey Responses

In one word, how would you like to be able to describe the corridor in 5 years?

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**VIBRANT**

**Happening**

**Accessible**

**Healthy**

Briefly explain why you chose this word.

- Avoid being prescriptive
- Reflect the people
- Excitement
- The community is welcoming
- Needs an uplift
- Increase viable options for activity



# Survey Responses

If you could pick one project to implement today - with no constraints in place - what would it be?

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**Street Trees**  
**Mixed-Use**  
**Infill**  
**Crosswalks**

Briefly explain why you chose this word.

- Environmental, transportation, & quality of life benefits from trees
- Improve the experience
- Support local businesses
- Increase activity
- Create a catalyst for development

# Survey Responses

What do you want to envision when thinking of Joseph Avenue as an art destination?

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- Colorful
- Mosaics
- Blackbox Theatre
- Rather than an “art destination,” use the arts to support local economic development
- Hesitancy to think of it as an art destination, to avoid gentrification
- Cultural
- All ages and mobility levels

# Project Logo: Discussion

Option 1:



Option 2:



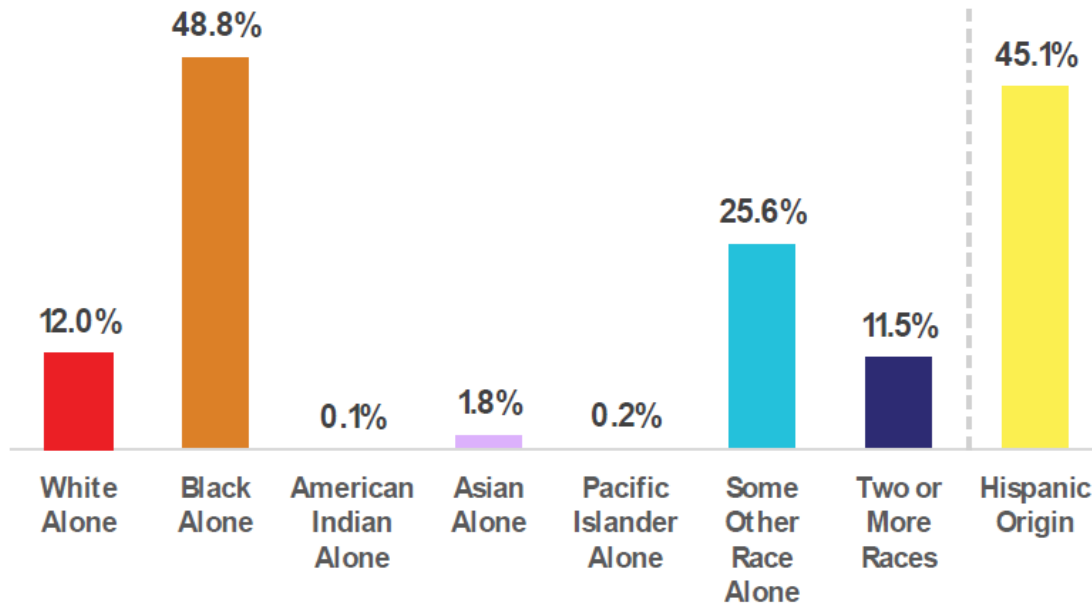


A photograph of a residential street with trees, houses, and a utility pole, overlaid with a large white circle containing text. The background is a teal-tinted image of a suburban street. A large white circle is centered on the page, containing the text 'Existing Conditions: Key Findings'. A smaller teal circle is partially visible behind the white circle on the right side.

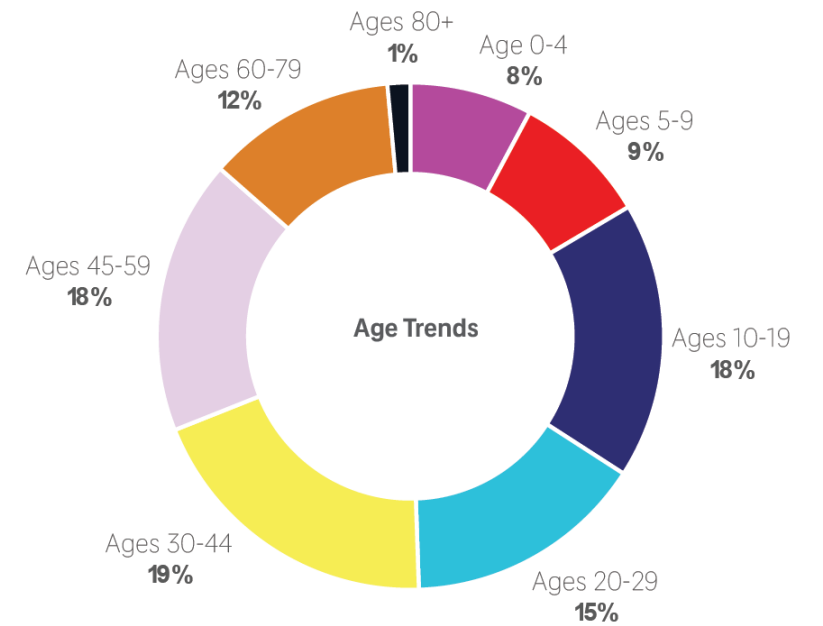
# **Existing Conditions: Key Findings**

# Socio-Demographics

## Race & Ethnicity

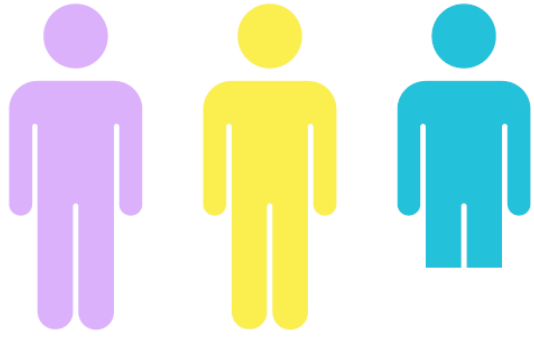


## Age Trends



# Socio-Demographics

## Household Size (2.74)



## Median Home Value



**\$45,605**  
Joseph Avenue



**\$153,879**  
City of Rochester

## Median Household Income



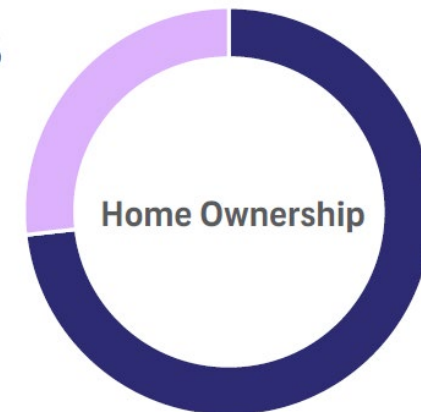
**\$34,054**  
Joseph Avenue



**\$42,910**  
City of Rochester

## Housing Tenure

26.8%  
Own

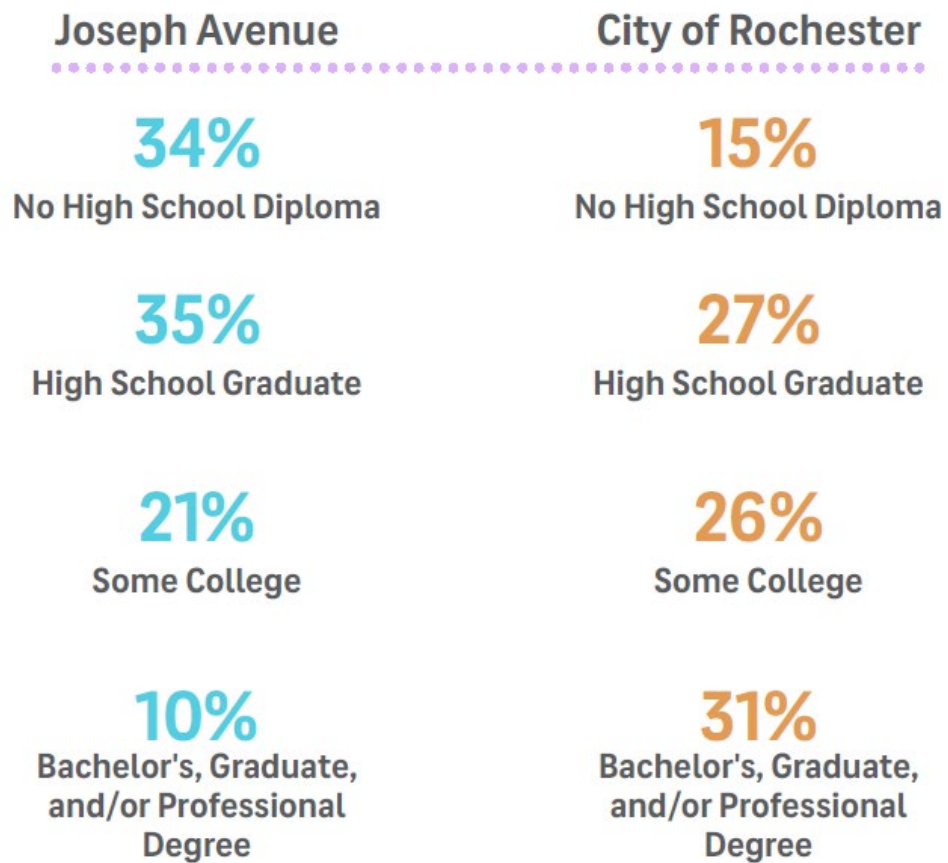


73.2%  
Rent

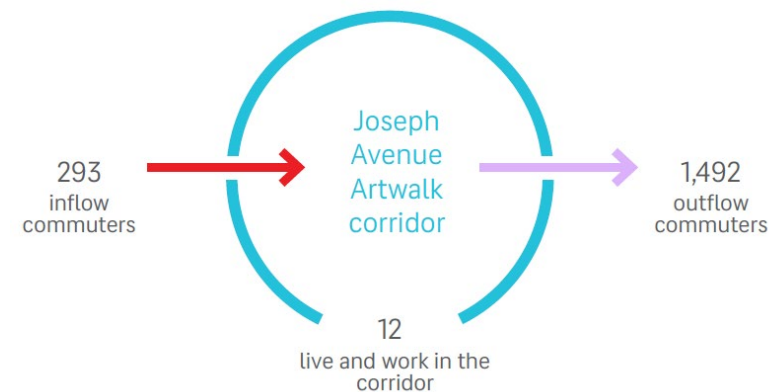


# Socio-Demographics

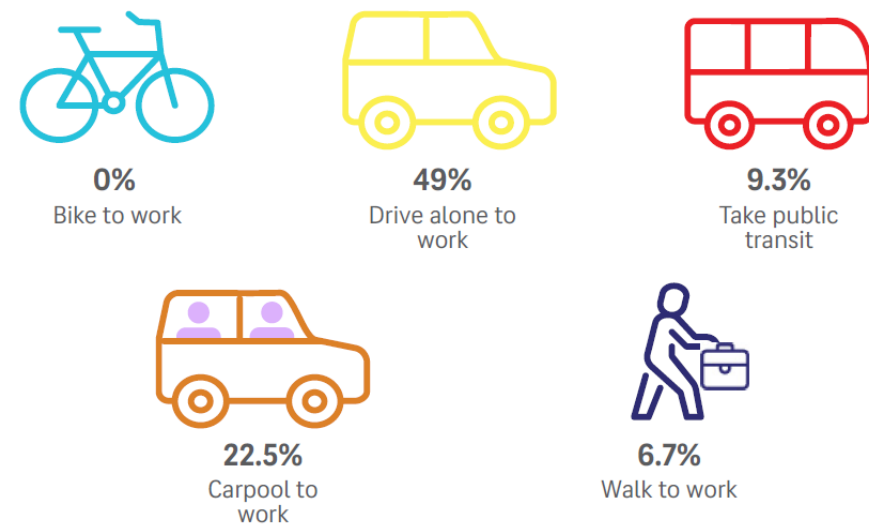
## Educational Attainment



## Commuting Patterns

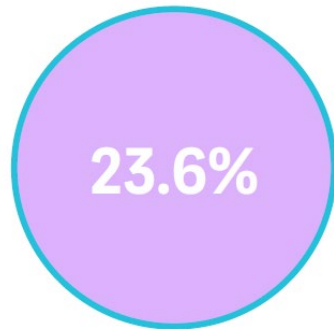


## Transportation to Work



# Socio-Demographics

## Employment Trends

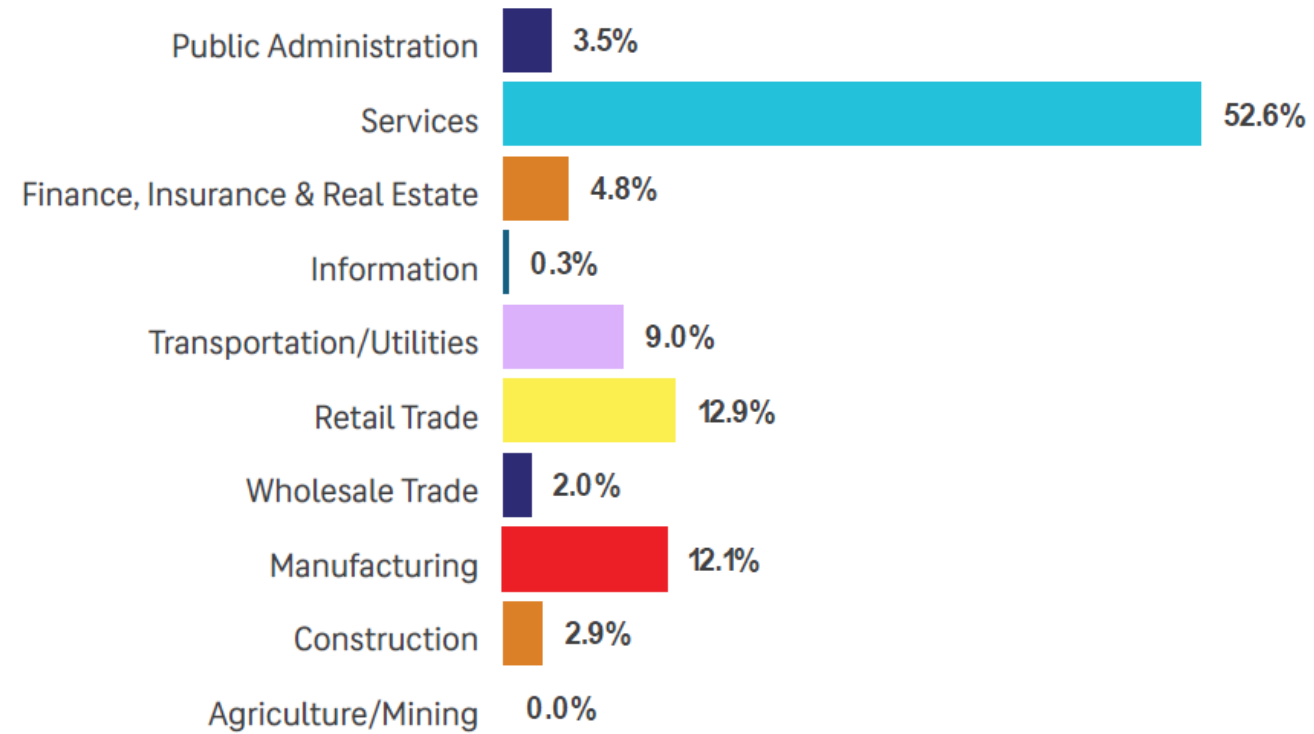


Joseph Avenue



City of Rochester

## Employment Sectors



# Public Realm Character

- Streetscape amenities **vary** in occurrence and condition throughout the corridor.
- The corridor has potential for improvement through **uniform, well-placed amenities** and focus on establishing a **high-quality street tree canopy**.
- Creating a **consistent and recognizable character** could help strengthen the community's identity.





# Streetscape Amenities

## Street Trees

- **Challenges**
  - Overhead power lines restrict tree planting locations and tree growth.
  - Proper tree selection & establishment phase maintenance.
  - Existing trees show stress (suckering and scarring at the base).
- **Benefits of Tree-Lined Streets:**
  - Enhances community health and the environment.
  - Elevate property values.
  - High impact / low-cost strategy to define character.





# Streetscape Amenities

## Site Furnishings

- **Recent Upgrades**
  - Library site improvements (new sidewalks, curbed planting areas, custom bike racks) have enhanced the corridor's appearance.
- **Bike Racks**
  - Single loop racks at select locations
  - Assess gaps and adopt a unified bike rack style for visual appeal.
- **Benches**
  - Limited seating, possible expansion opportunity.
- **Garbage Receptacles**
  - Primarily near commercial areas.
  - Visible litter where present —address maintenance and placement concerns.





# Streetscape Amenities

## Site Furnishings

- **Lighting**
  - Current fixtures: Cobra head and teardrop lights on utility poles.
  - Post-mounted lights used in recent improvements.
  - Opportunity to standardize lighting fixtures for visual cohesion and adequate illumination.
- **Signage**
  - Existing banners highlight the Black Heritage Trail and business association.
  - Opportunity to expand and unify banner designs to strengthen neighborhood identity, especially at gateways.



# Streetscape Amenities

## Art Installations

- **Public art**, such as murals, sculptures, and sidewalk art, defines a corridor's unique identity.
- **Painted utility boxes** are present at Avenue D and Clifford Avenue.
- **Painted sidewalks** are seen in front of businesses south of Avenue D.

What types of art installations would you like to see more of along the corridor?





# Streetscape Amenities: Art Installations

- **Murals** are the most prominent form of public art along the corridor, located near Avenue D, Dejonge Street, and Clifford Ave. Many of them have been done through the art organization wall\therapy.





# Bicycle & Pedestrian Infrastructure

## Sidewalks:

- Concrete in good – moderate condition throughout the corridor.
- Select areas with heaving / cracking.

## Crosswalks :

- Vary in ADA compliance.
- Crosswalk markings vary in presence and condition.
- Weaver Street intersection has improved accessibility and enhanced character.

## Joseph Avenue Bicycle Network:

- Sharrows indicate shared lanes for vehicles and bicycles.
- Faded pavement markings – need enhancement to encourage cycling and improve connectivity.





# Bicycle & Pedestrian Infrastructure

## Major Intersections

### Norton Street :

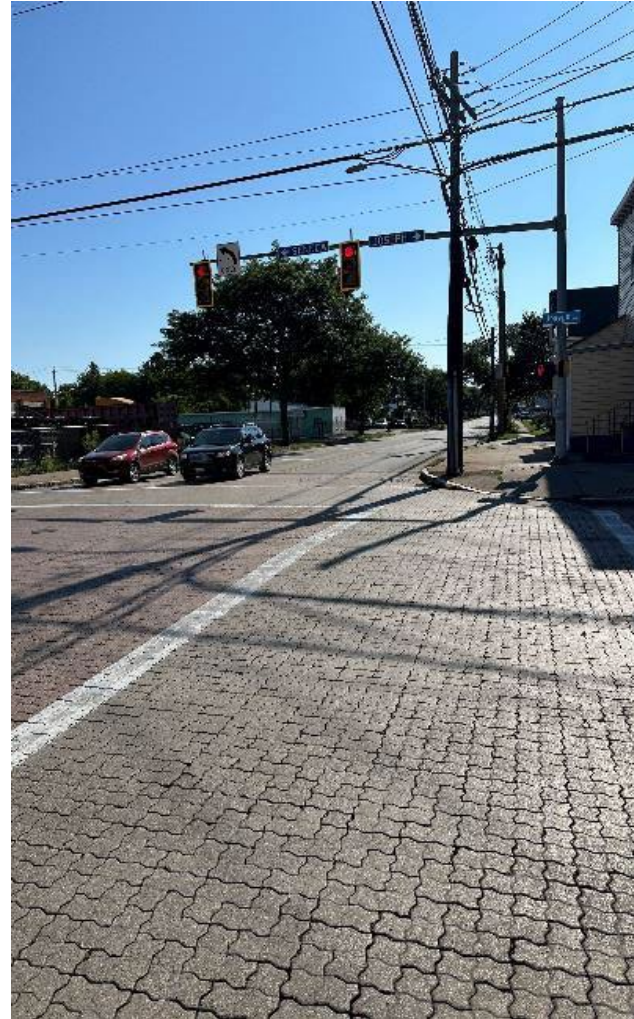
- Brick pavers in moderate condition.
- Potential inspiration for similar enhancements throughout the corridor.

### Avenue D:

- Non-ADA compliant crossing.
- Worn crosswalk markings.

### Clifford Ave:

- Non-ADA compliant crosswalks.
- Worn crosswalk markings.





# Streetscape Amenities

## Public Spaces

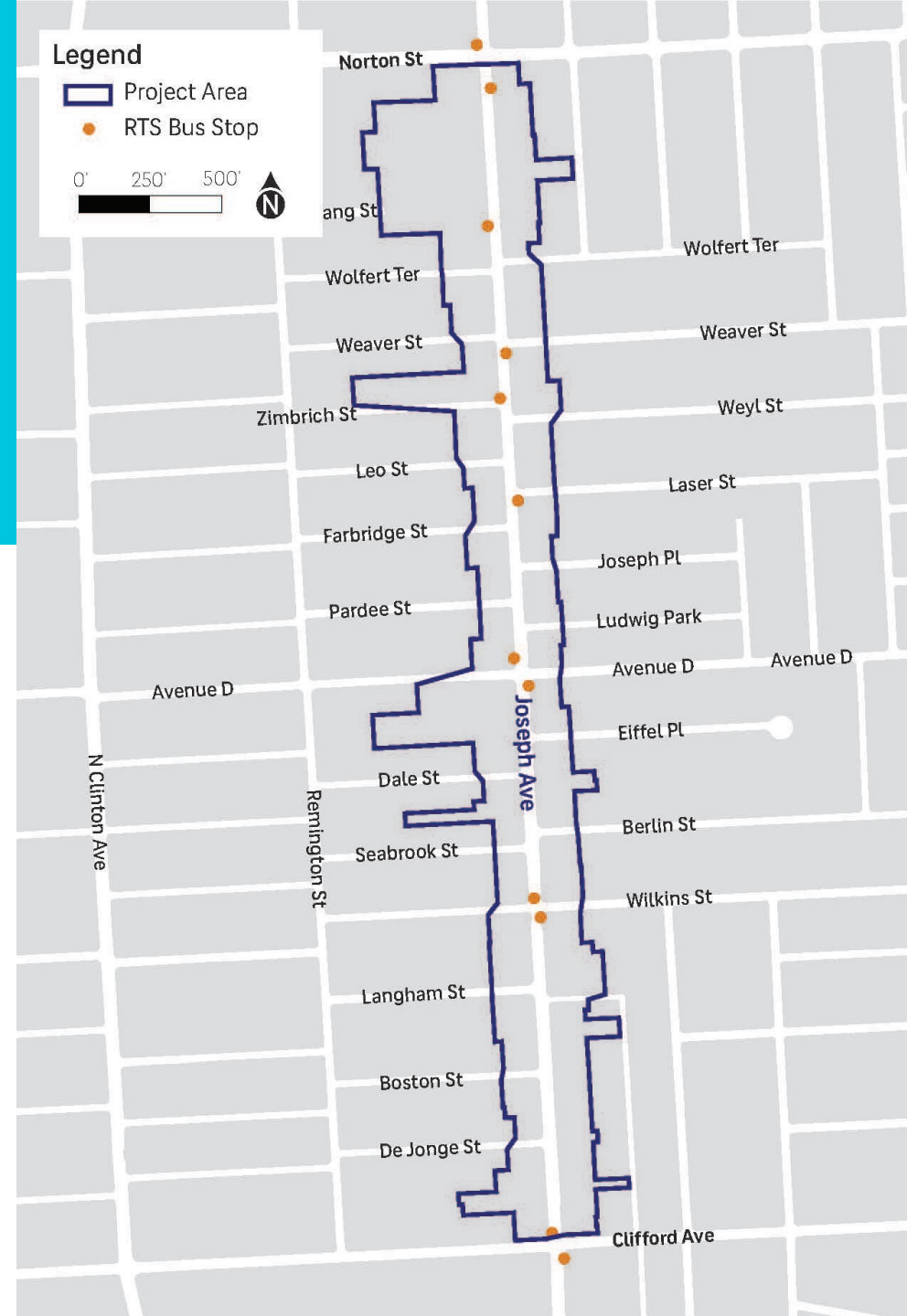
- Observation - Private properties, especially between Norton Street and Weaver Street, show care and effort through well-tended gardens, property ornamentation, and façade paintings/murals.
- **Vacant lots** at key intersections (Weyl Street, Ludwig Park, Dale Street, Berlin Street) offer development opportunities.
  - The Weyl Street lot, with its unique topography, has potential for a distinctive public space.
  - Lots between Dale Street and Berlin Street could enhance connectivity with the Black Box Theater's outdoor art plans.



# Public Transit

## Rochester Transit Service (RTS)

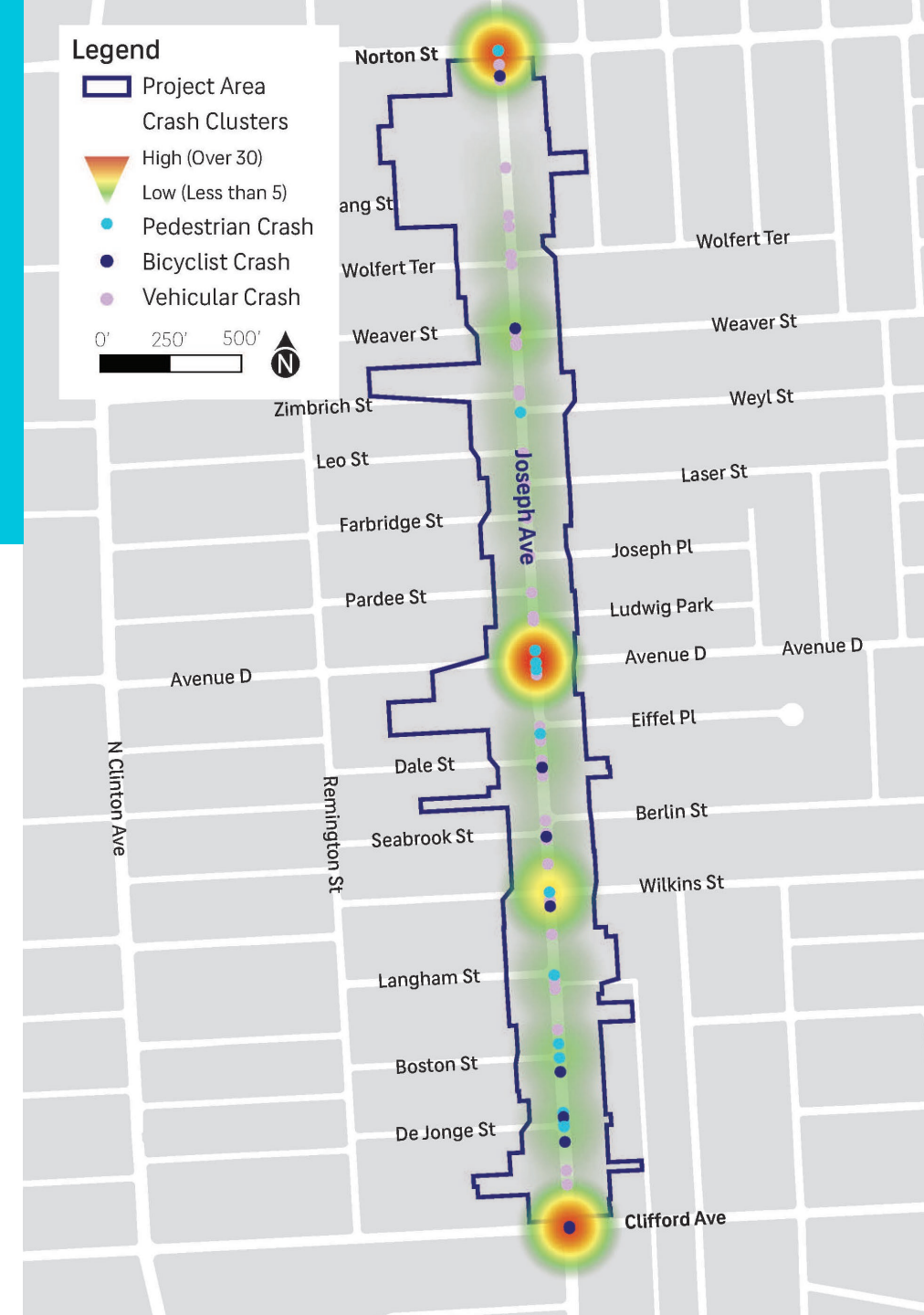
- Route 3 of the Regional Transit Service (RTS) serves the JAA corridor with 10 bus stops between Clifford Ave and Norton St.
- High-volume stops are located at the intersection of Clifford Ave and Avenue D, with key destinations including nearby apartments and Hudson Walmart.





# Crashes

- Over the past 10 years, there have been 222 crashes in the corridor, including 18 involving bicyclists and 24 involving pedestrians, all resulting in injuries but no fatalities.
- High-density crash locations are concentrated at three intersections: Joseph Avenue with Norton Street (5 pedestrian/bicyclist crashes), Avenue D (12 pedestrian/bicyclist crashes), and Clifford Avenue (3 pedestrian/bicyclist crashes).



# Discussion

- What are your thoughts on the existing conditions of the Joseph Avenue Artwalk corridor?
- Are there areas you feel we have not addressed thoroughly?



# Community Engagement



# Public Workshops

**We will conduct three (3) public events during the course of this project:**

- **Public Meeting #1**– Informational Meeting; Vision & Goals
- **Public Meeting #2**– Design Concept Charrette; Review of Proposed Projects
- **Public Meeting #3**– Present Master Plan and Preferred Concept



# Public Workshop #1



**When:** October 8<sup>th</sup>

**Where:** Lincoln Branch Library

**Time:** 6pm-7:30pm

- **Open House Format**
- **Attendees can stop in anytime between 6 and 7:30**
- **Informational and interactive project boards soliciting ideas**





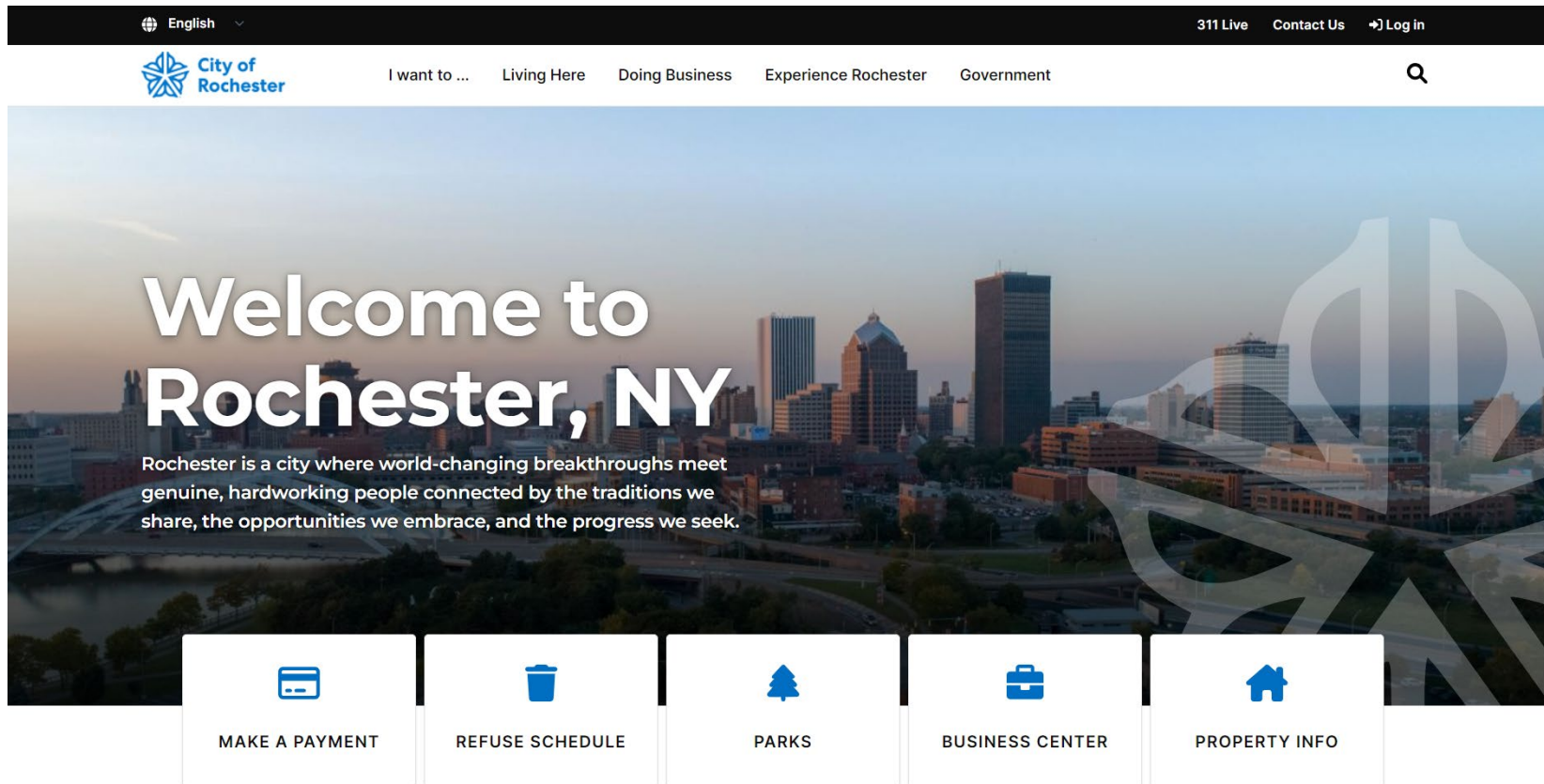
# Stakeholder Meetings

**We will conduct stakeholder interviews beginning late September:**

- Blackbox Theater
- MUSE
- Arts and Cultural Alliance
- Lincoln Branch Library
- Baden Street Settlement
- Others TBD
- JABA
- Housing development on Clifford and Joseph
- School #22
- Eugenio Maria De Hostos Charter School
- Joseph Avenue Business Association

# Virtual Engagement

We will reach community members through the City's website [www.cityofrochester.gov/joseph-ave-artwalk](http://www.cityofrochester.gov/joseph-ave-artwalk)



What other ideas might you have for engagement?



# Next Steps





# Next Steps

- Stakeholder Interviews
- Public Meeting #1
- Needs, Opportunities & Constraints Analysis
- Preliminary Design Concepts
- Committee Meeting #3

