



# JOSEPH AVE ARTWALK MASTER PLAN

PAC Meeting #1

July 16, 2024



# Agenda

- Welcome and Introductions
- Project Team
- Project Overview
- Scope of Work
- Schedule
- Next Steps
- Let's Collaborate!
- Walking Tour

A teal-tinted photograph of a street scene. In the center, a large white circle contains the text "Project Team" in a bold, dark blue font. The background shows a residential street with a white house on the left and a blue brick building on the right. A sign for "Joseph EXPRESS Inc." is visible on the blue building. A smaller teal circle is partially visible at the bottom right of the white circle.

# Project Team

# Project Team



Genesee Transportation Council



City of Rochester



Project Advisory Committee



Stakeholders & Community Members



Consultant Team

Colliers Engineering & Design (lead consultant)

Sue Steele Landscape Architecture (design partner)



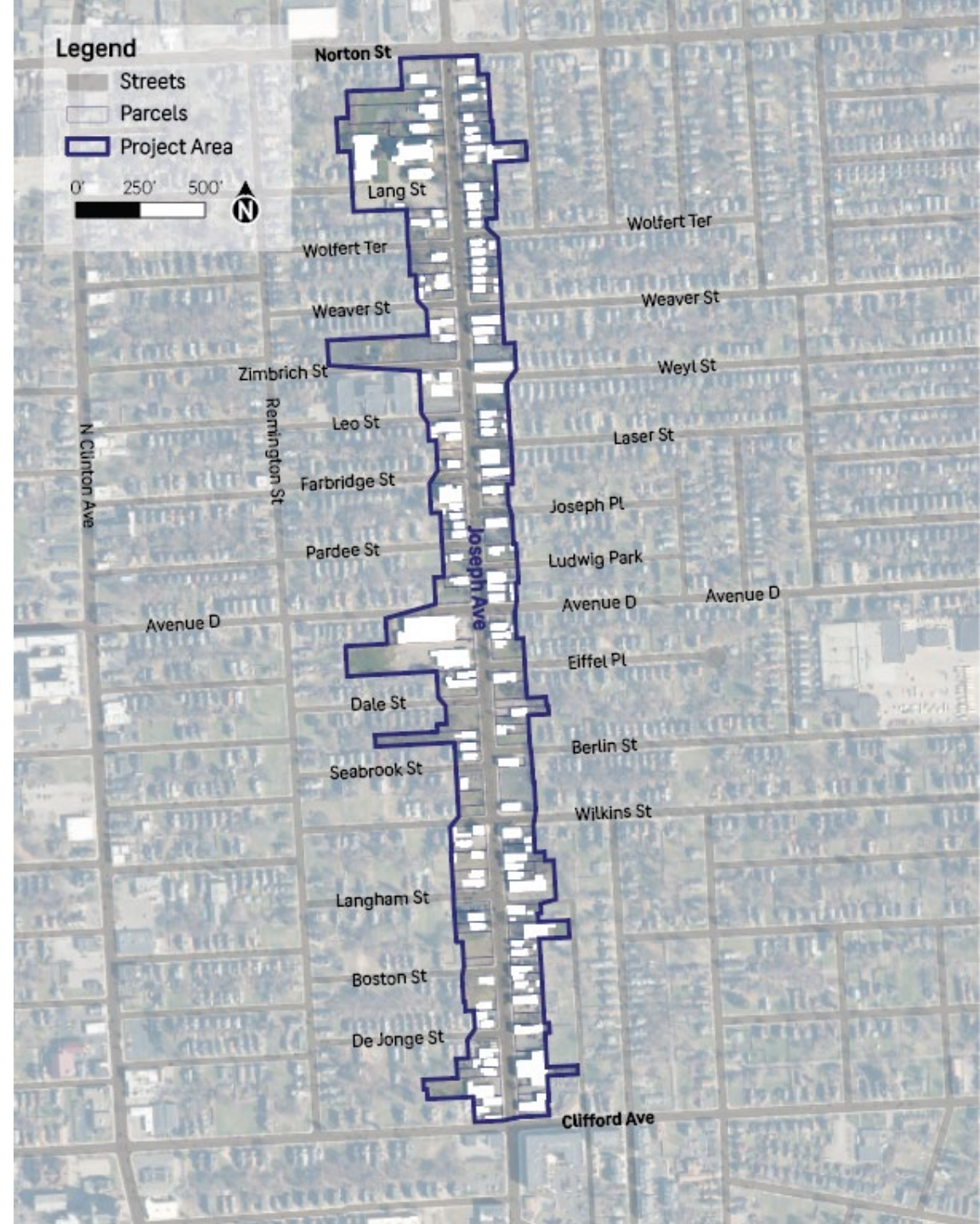
# Project Overview

# Project Objectives

- Develop **community-centered** vision for the corridor as an arts destination
- Address longstanding neighborhood **transportation challenges**
- Emphasize public realm **improvements and amenities**
- Address **economic challenges** that have historically affected the corridor
- Integrate **placemaking, urban design, & mobility** improvements
- Align planning efforts with other **ongoing community initiatives**
- Improve the **quality of life** for residents

# Study Area

- Joseph Avenue between Norton Street (north) and Clifford Avenue (south) for a total length of 0.8 miles
- Along the Joseph Avenue roadway and along the east and west side of the roadway





# Scope of Work



# Community Engagement



Project Advisory  
Committee



Stakeholder  
Meetings



Public  
Workshops



Online  
Engagement

# Project Advisory Committee (PAC)

## The PAC's role is to:

- Attend four (4) meetings throughout the process
- Help set direction, goals and objectives
- Assist with community outreach
- Review draft deliverables and provide feedback



# Stakeholder Meetings

## Our stakeholders include:

- Blackbox Theatre
- MUSE
- Arts and Cultural Alliance
- Lincoln Branch Library
- Local business owners
- Baden Street Settlement
- JABA

**Who else should we be having conversations with?**



# Public Workshops

We will conduct four (4) 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
- **Pop-up Events**– TBD

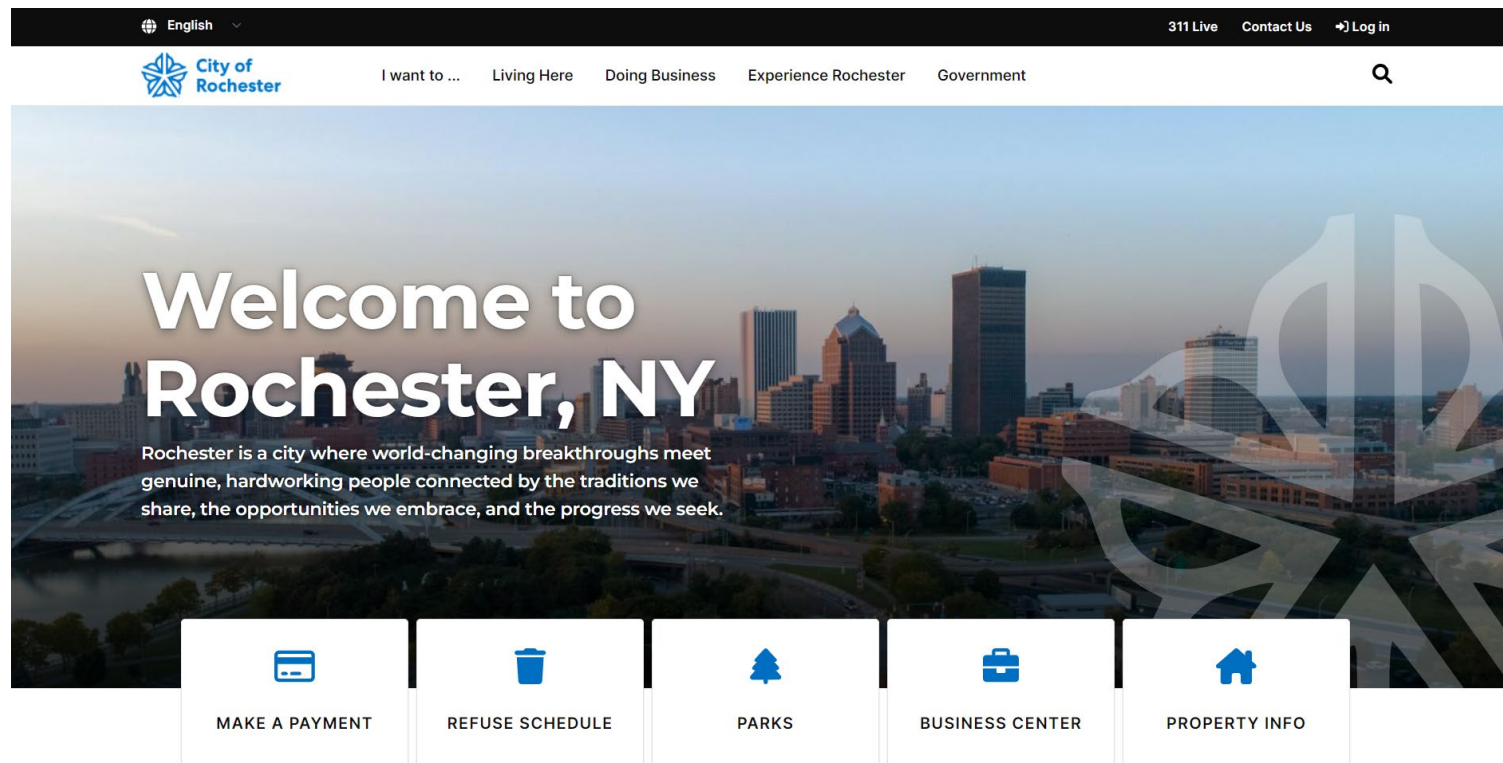
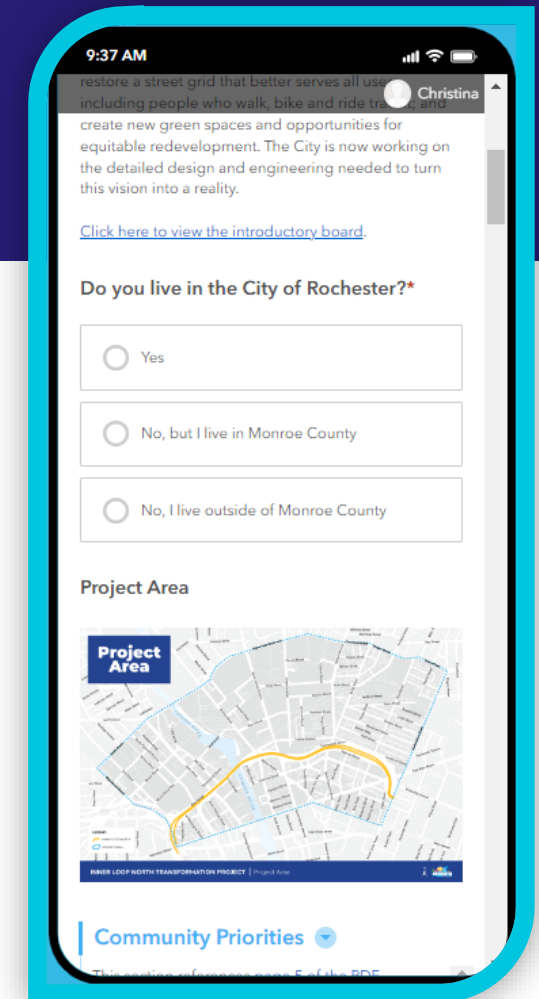


# Virtual Engagement

We will reach community members through the City's website

[www.cityofrochester.gov/joseph-ave-artwalk](http://www.cityofrochester.gov/joseph-ave-artwalk)

and through online resources



Do we need an online survey?



# Existing Conditions Analysis

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Physical Characteristics (roadways  
and outside of roadways)

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Traffic Operations

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Multimodal Accessibility

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Market Trends

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Land Use and Regulatory  
Framework

# Physical Characteristics

## Outside of the Roadway

- Setbacks
- Building frontage
- Streetscape amenities
- Signage
- Sidewalks and pedestrian facilities
- Transit shelters and stops
- Building and amenity conditions
- Safety



# Physical Characteristics – Public Art



Daze in collaboration with FUA Krew, 2015, “Rochester Dream” at 646 Joseph Ave and on Joseph Ave Express. (Wall\Therapy)

LNy, 2013, creates drawings and murals that question politics, injustice and public identity by often making visible the stories of those who are invisible to the cities he works in, at 847 Joseph Ave–(Wall\Therapy)



Chloe Smith, 2024, a memorial tribute to Edgar SantaCruz, a beloved community member who was struck and killed, along with his dog, by a hit-and-run driver in December 2022, on Lincoln Branch Library at 851 Joseph Avenue (Rochester Democrat & Chronicle)



Brittany Williams, 2015, “portrait of a young woman in profile, whose mind splits open to reveal petal flowers flowing from her mind” at 488 Joseph Ave (Wall\Therapy)





# Physical Characteristics

## Of the Roadway

- Right of way
- Lane widths
- On-street parking
- Crosswalks
- Curb ramps
- ADA compliance
- Bicycle facilities
- Intersection conditions

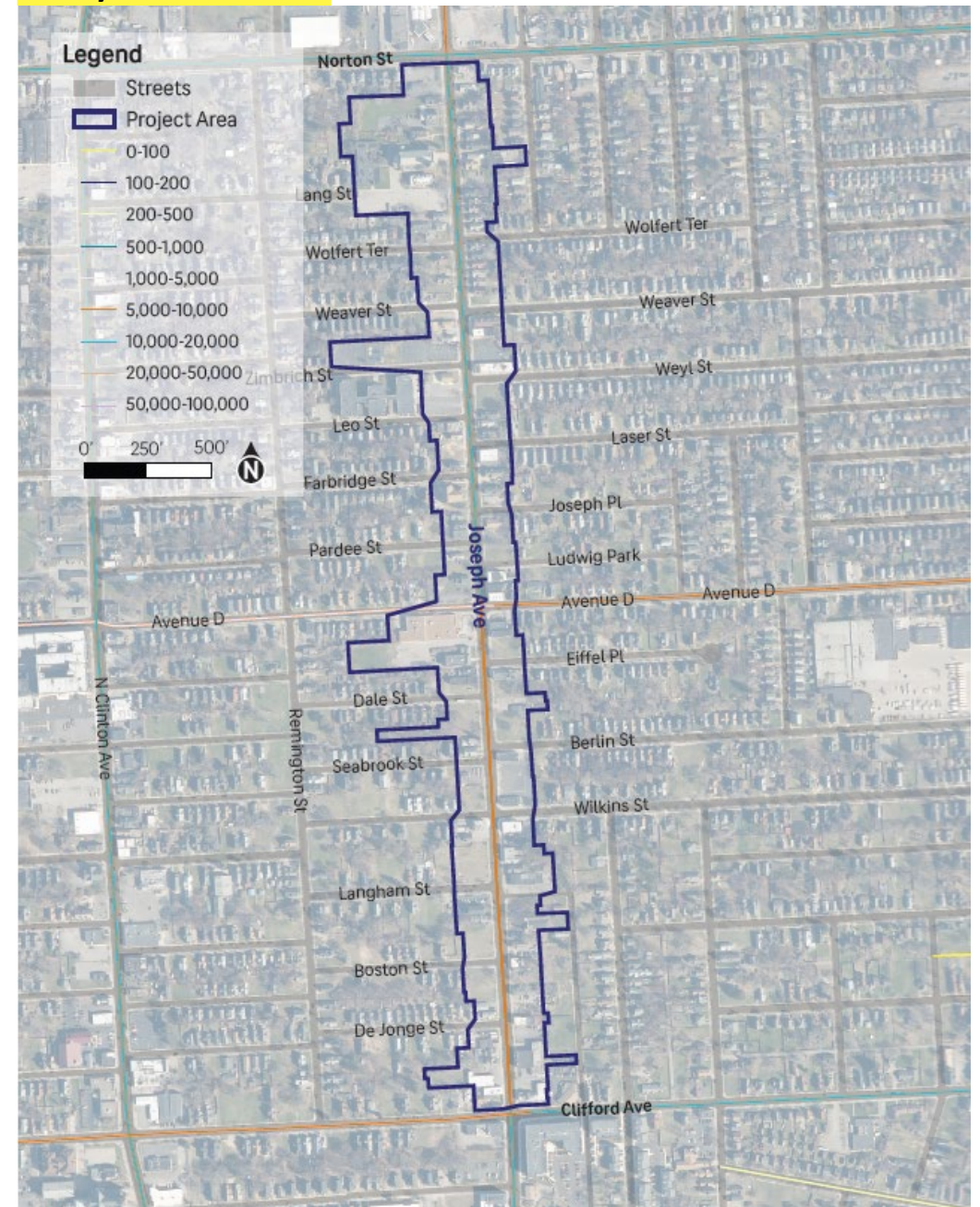


**What planned or proposed streetscape projects may overlap with the project area?**

# Traffic Operations

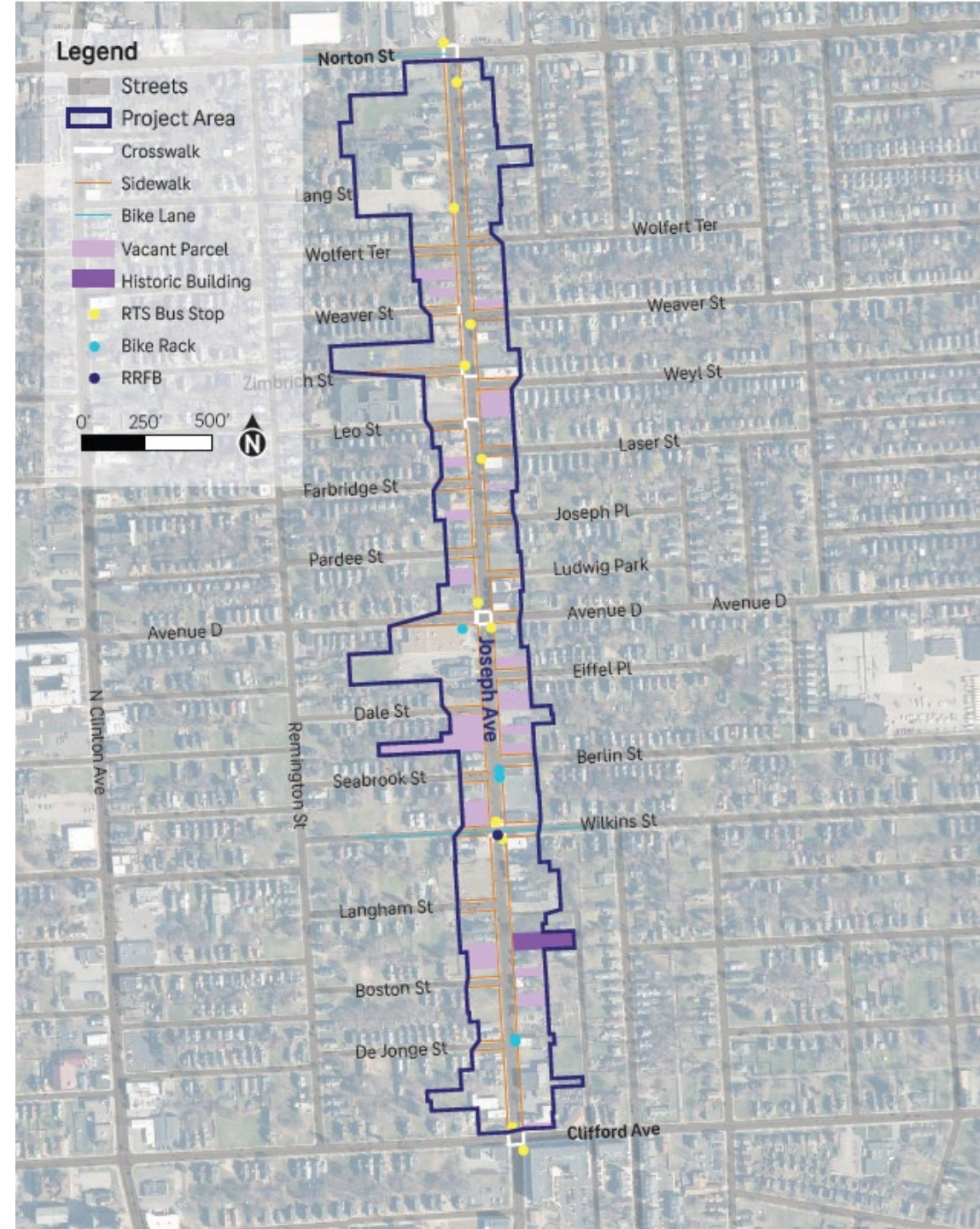
- Traffic volumes
- Traffic speeds
- Vehicular patterns
- Transit patterns
- Crash data
- Levels of service

## Daily Traffic



# Multimodal Accessibility

- Pedestrian and bicycle amenities
- Safety
- Convenience
- Programming



# Market Trends

- General market conditions
- Socio-economic characteristics
- Proposed development projects and investments

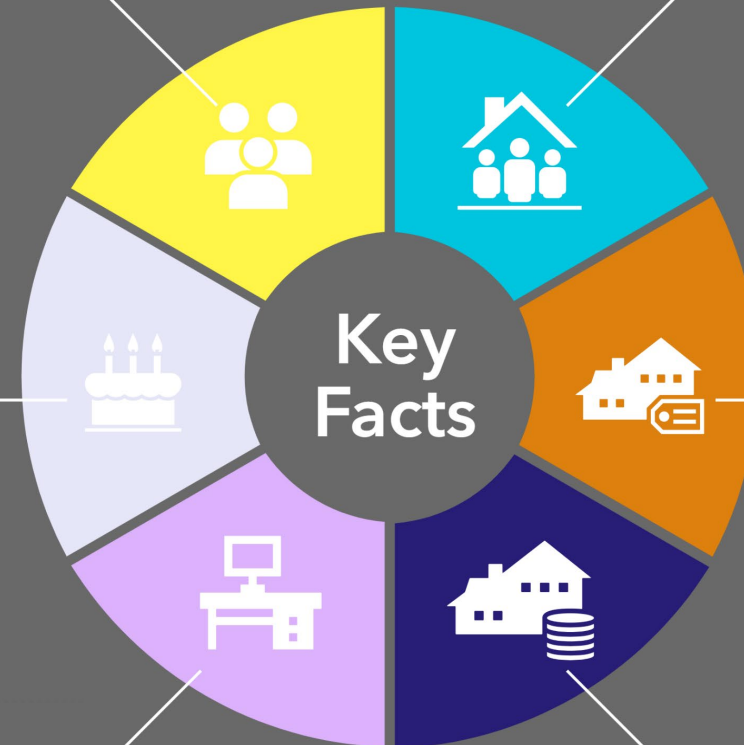
## Combined Block Groups Area: 0.43 square miles

Total Population  
**4,798**  
With growth of **0.3%**, the population is expected to reach **4,869** by 2028

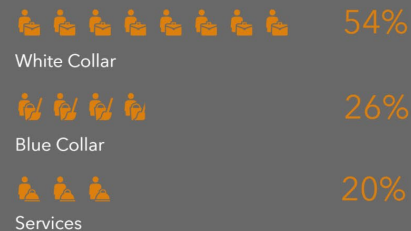
Total Households  
**1,742**  
An estimated **37.1%** households live below the poverty line while **0.0%** have \$200,000 or more in disposable income.

Median Age  
**31.6**  
29.7% are under 18, 61.2% 18-65 and 9.1% 65 or older.

Home Value  
**\$45,605**  
Home ownership rate is **26.8%**, representing **467** homes while **10.2%** are vacant.



### EMPLOYMENT



**23.6%**  
Unemployment Rate

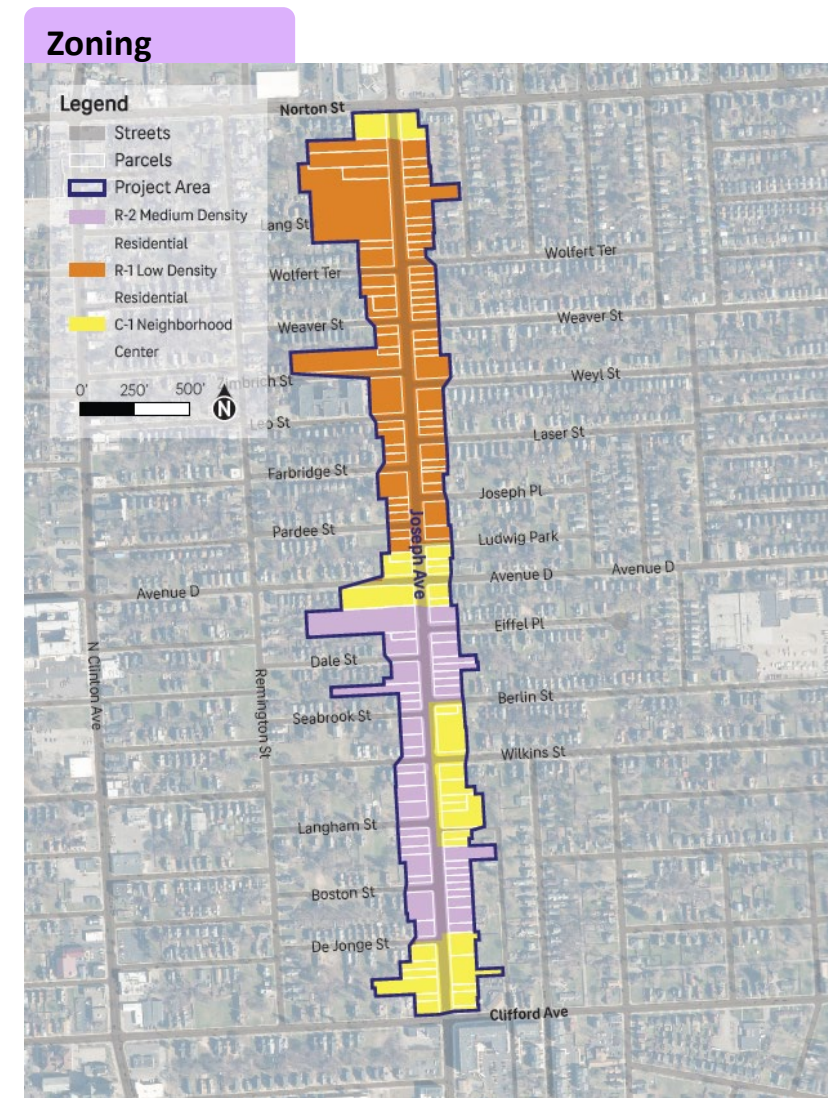


Household Income  
**\$34,054**  
With an average of 2.74 people per household, the per capita income is \$17,554.

Source: This infographic contains data provided by Esri (2024, 2029), ACS (2018-2022).

# Land Use and Regulatory Framework

- Existing land use patterns
- Destinations
- Recreation facilities
- Vacant lands
- Ownership patterns
- Existing zoning
- Proposed placemaking character areas



# Needs Assessment (as identified in JABA Vision Plan 2013)

Pedestrian crossings

Identify gateways

Improved streetscape condition

Commercial façades and signage

Parking

Lighting

Amenities at bus stops

Trash receptacles

Vacant and underutilized properties



Joseph Avenue Business Association  
Business District Vision Plan

September 2013





# Proposed Development Projects & Investments

- What projects should be a priority for the Joseph Avenue corridor?
- What amenities and/or businesses are missing from the corridor?
- Are there any ongoing arts initiatives we should be aware of?

# Concept Plans & Strategies

1

## Develop up to three (3) concept design alternatives

- Establish design criteria
- Incorporate roadway and multi-modal facilities
- Consider all users
- Enhance corridor's sense of place
- Include placemaking enhancements

2

## Develop strategies & recommendations for plan implementation

- Consider grant funding opportunities
- Establish phasing and priorities
- Provide cost information

3

## Draft the Plan, Revise, & Provide the Final Report & Implementation Plan...



# Implementation Strategy (Example)

RECOMMENDATION	PROJECT	PHASING AND ANTICIPATED COSTS		POTENTIAL FUNDING RESOURCES	TIMELINE	NOTES
STREETSCAPE IMPROVEMENTS	Pedestrian Scaled Lighting	Design and Construction	\$10,000 each	NY Main Street	0 - 5 Years	Cost includes material, foundation conduit excavation, backfill and cable. A phasing strategy should be developed consistent with new development. Town may require this as part of site plan approval.
	Landscaping and Street Trees	Design and Construction	Varies	Green Innovations Grant Program	0 - 5 Years	A phasing strategy should be developed consistent with new development. Town may require this as part of site plan approval.
	Street Furniture	Design and Construction	Street Bench/Bike Rack - \$3,500 each Trash Receptacle - \$2,200 each	NY Main Street	0 - 5 Years	The Town of Canandaigua should install annually where development exists and where future development is proposed.
	Bus Stops	Design and Construction	\$30,000 each	Bus Facilities Infrastructure Investment Program	0 - 5 Years	\$10,000 per bus shelter (off the shelf). Unique designs could increase cost to \$25,000 to \$75,000.

A photograph of a residential street with trees, houses, and a utility pole. A large white circle is centered over the image, and a smaller teal circle is partially visible behind it on the right side.

# Schedule



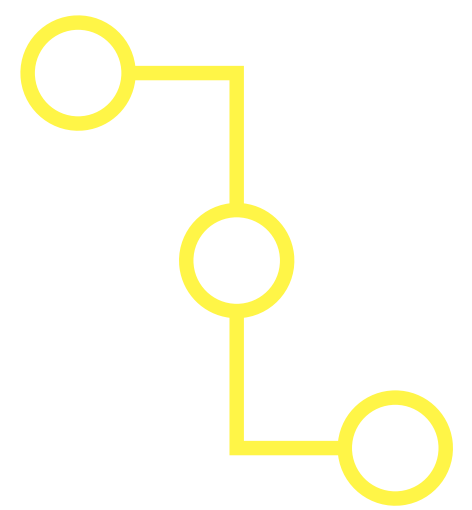


# Next Steps



# Next Steps

- Complete Existing Conditions Inventory & Analysis
- Schedule Community Outreach Events
- Finalize Stakeholders List & Begin Stakeholder Outreach





**Let's  
Collaborate!**

# Visioning Exercise: In a Word

In a word, describe the Joseph Avenue corridor **today**.



# Visioning Exercise: In a Word

In a word, how would you like to be able to describe the corridor **in 5 years.**





# Visioning Exercise: In a Word

If you could pick **one project** to implement today, what would it be?



# Collaborative Art Project



## Let's develop a logo together!

- Local landmarks
- Public art
- Community colors
- Symbolism



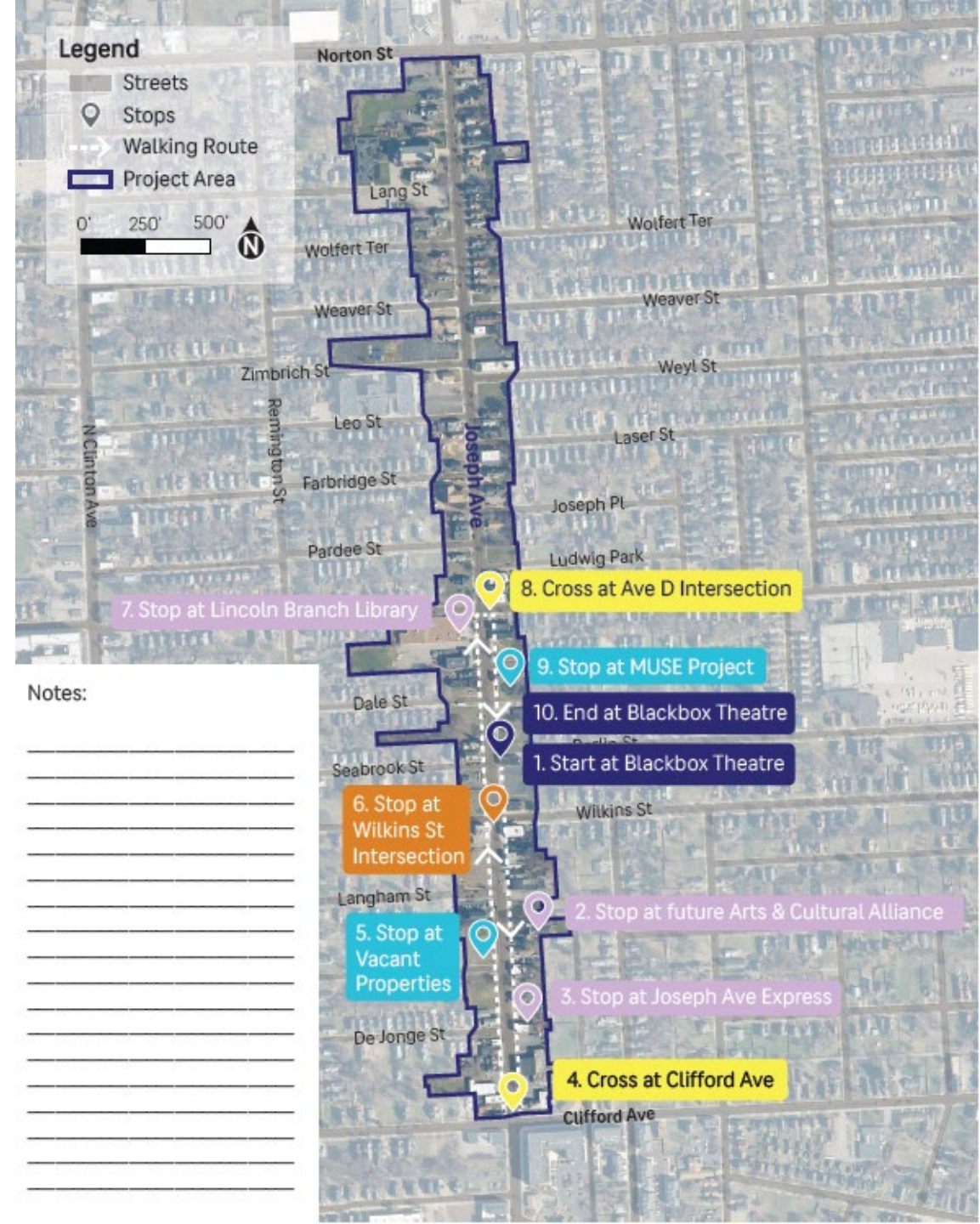
The image features a large white circle in the center containing the text "Walking Tour" in a bold, dark blue font. The background is a purple-tinted photograph of a city street with a modern building on the right, trees on the left, and utility poles with wires. A smaller cyan circle is partially visible behind the white circle on the right side.

# Walking Tour

# Walking Tour Agenda

Over the course of 45 minutes, our PAC will walk around the southern portion of the corridor and visit key locations:

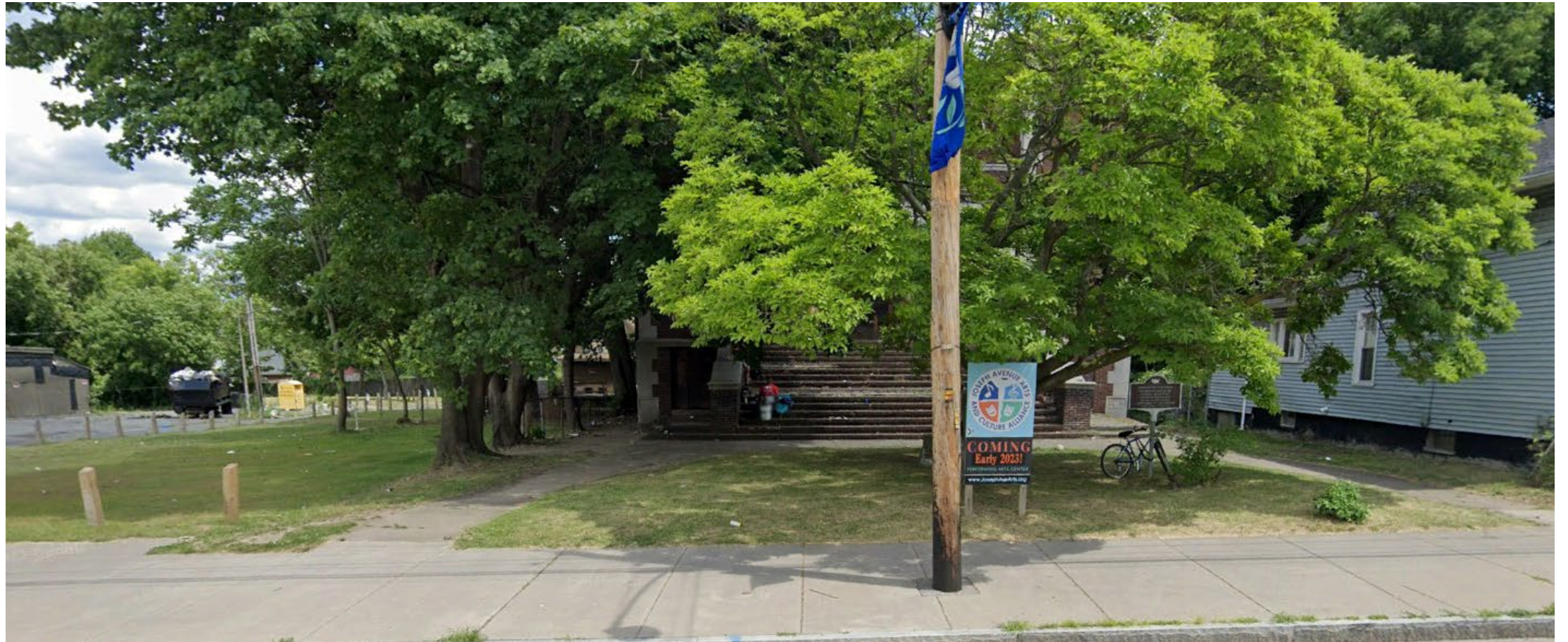
1. Blackbox Theater
2. Future Arts & Cultural Alliance Building
3. Joseph Ave Express
4. Clifford Ave Intersection
5. Vacant Properties
6. Wilkins St Intersection
7. Lincoln Branch Library
8. Ave D Intersection
9. MUSE Project



# Blackbox Theatre



# Future Arts & Cultural Alliance Building



# Joseph Express



# Clifford Ave Intersection



*Democrat & Chronicle*



# Vacant Properties



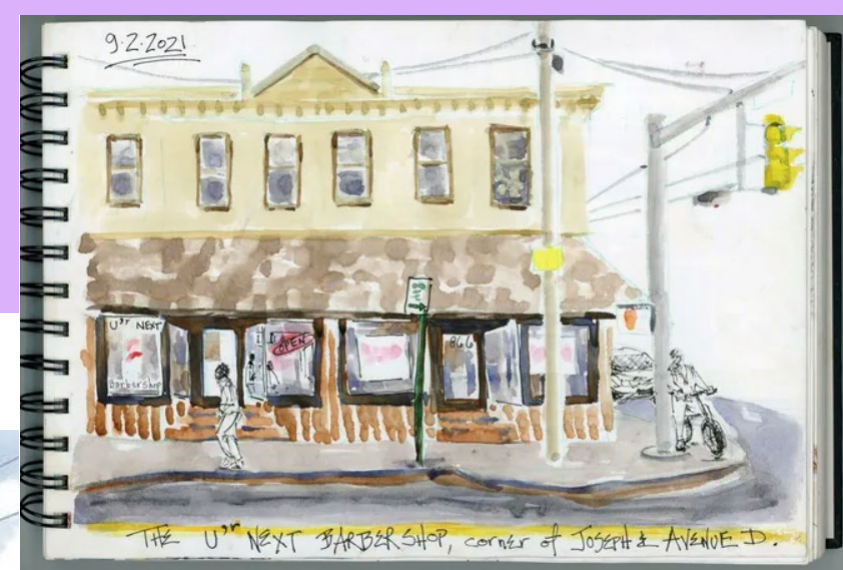
# Wilkins St Intersection



# Lincoln Branch Library



# Ave D Intersection



A watercolor painting from Ruth Manning's sketchbook featuring U R Next Barbershop at the corner of Joseph Ave. and Avenue D in Rochester, NY on Sept. 2, 2021. – Democrat and Chronicle



# The MUSE Project

13Wham

