

Daisy



City of Rochester
Economic Development Department

Project: North Clinton Avenue Neighborhood Commercial Revitalization Project
Design Concept & Design Development Plan

DeWolff Project No. 01075

Date: August 9, 2001

SUMMARY OF THE DESIGN CHARRETTE

Held on July 28, 2001

The summary of the design charrette's recommendations are arranged as follows:

- a. Proposals for street-scape improvements (*common to all teams*).
- b. Proposals from Upper Falls Boulevard to Clifford Ave.
- c. Proposals from Clifford Ave to Avenue D.

This organization does not reflect exactly the way the study groups where organized at the event.

PROPOSALS FOR STREET-SCAPE IMPROVEMENTS

1. Establish a Village Center (*or several?*) Proposed ideas and objectives: — *near st. michael*
 - a. Can be seen from wide areas.
 - b. Easily found (or directed to)
 - c. Place to gather and celebrate
 - d. Park, or public square
 - e. Mini-parks
 - f. Open air market
 - g. Pedestrian oriented
 - h. Bandstand, stage or gazebo
 - i. Programed community events
 - j. Wide sidewalks
 - k. Site accessories: Benches, planters, lights, etc.
 - l. Clock Tower
 - m. Directional signs
 - n. Use of floor pavers to identify areas of "events": crossings, plaza,...
 - o. Childrens' playgrounds

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2. Street (Public Right of way) recommended improvements:
 - a. Informational kiosk
 - b. Street signs and Numbers clearly visible: Create at major intersections a sign system that indicates numbering direction. Create a distinctive typical sign for commercial buildings
 - c. Warning signs
 - i. Children at play
 - ii. People walking
 - iii. Go slow and look
 - d. Speed controls
 - i. Signs
 - ii. Street medians possibly with planters
 - iii. Stop signs
 - iv. Speed bumps
 - e. Pedestrian crossings; highlighted with floor pavers, new traffic lights
 - f. Wide sidewalks with improved look. Brick sidewalk, ADA compliant curbing
 - g. Trees and planters
 - h. Mini plazas, pocket parks (Placitas)
 - i. Mini gardens
 - j. Banners
 - k. Lighting - incorporating pedestrian light
 - l. Limit curb cuts
 - m. Site Accessories.
 - i. Planters. *Incorporating a unique design; possible use of tiles.*
 - ii. Benches
 - iii. Banners:
 - (1) For all seasons
 - (2) Reflecting the diversity of the area
 - (3) Specific for North Clinton
 - iv. Garbage cans
 - v. Bus shelter
 - n. Public Art work:
 - i. Sculptures
 - ii. Murals
 - iii. Fountains
 - iv. Gateways
 - v. Floor tiles
 - vi. Rotating works.
 - vii. "Horses on Parade" idea
 - o. Holiday and seasonal decorations

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3. Building improvements:
 - a. Facade renovations of existing buildings, highlighting existing building features
 - b. Business signs incorporated with the building
 - c. Awnings
 - d. Parking
 - i. Increase parking next to buildings
 - ii. Avoid suburban look
 - iii. Exit by side street
 - iv. Safety
 - e. Replace chain link fence with iron fencing or soften its impact with planters.
4. Recommendations for Business Needs
 - a. Looks
 - i. Cleanliness
 - ii. Lighting
 - iii. Paint beautification
 - iv. Openness, glass fronts
 - b. Business types convenient to have
 - i. Shoe repair
 - ii. Meat market
 - iii. Speciality restaurant /ethnic.
 - iv. Outdoor café
 - v. Pizza shop
 - vi. Beauty salon/ Barber
 - vii. Laundry
 - viii. Theater, game room, and dance hall
 - ix. Bowling alley
 - x. Medical offices
 - xi. Florist shop
 - xii. Banking facilities
 - xiii. Other office business
 - c. Factors to focus on
 - i. Multi-cultural, diverse
 - ii. Security, safety, drug, loitering, and criminal activities.
 - iii. Clean streets and sidewalks.
 - iv. Landscaping and beautification.
 - v. Leadership by example
 - vi. Pride in the neighborhood.

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- vii. Adopt-a-block program.
 - viii. Traffic patterns.
 - ix. Parking
 - x. Bus routes ALA Shuttle bus (EZ rider)
 - xi. Information Development programs.
5. Gateways; *Consider the North Clinton neighborhood from Norton St. to Upper Falls.*
- a. Provide a gateway at the following sites (Beginning and major places):
 - i. Norton Street
 - ii. Ave. D
 - iii. Railroad underpass (at Central Ave. and Ward. St.)
 - iv. Upper Falls
 - v. Clifford Ave.
 - b. Gateways ideas and things to consider:
 - i. To reflect the history: neighborhood and people. Area diversity
 - ii. B&L Pylon
 - iii. Flags, murals, Plaques
 - iv. Landscaping
 - v. Arches
 - vi. Highly visible and brightly lit.
 - vii. Let you know where you are.
 - viii. Durable
 - ix. Monumental
 - x. Feeling of life, vitality

PROPOSALS FROM UPPER FALLS BOULEVARD TO CLIFFORD AVE.

- 1. Use Railroad bridge between Central Ave. and Ward. St. as an “ending/beginning” gateway for the North Clinton commercial area. To that purpose it was recommended to:
 - a. Restore and paint railroad bridge
 - b. Provide Signs /Banners at bridge.
 - c. Landscape the area
- 2. Develop the intersection of Clinton Ave. and Upper Falls Blvd. as a “crossing gateway” Use the Flamboyanes Building as a “visual landmark.” Provide pavers for street crossing. Create a landscape community garden at the SW corner of the intersection.

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3. Develop the Samuel Torres Park at Oakman St. as recreation place for baseball and soccer leagues and park:
 - a. Provide bleachers and score board
 - b. Fencing and Gate
 - c. Vendor stand.
 - d. Trees, benches and tables

4. Develop a stronger commercial environment from Siebert St. to Clifford Ave.
 - a. Objectives:
 - i. Provide a place for the community and visitors to gather, walk, sit, participate in events.
 - ii. Provide open market areas, with potential to outdoors activities (festivals)
 - iii. Provide commercial establishments and entertainment places with outdoor expansion.
 - b. Develop a "village center" (public square) around St. Michael's Church. *The group suggested to take advantage of building as a major visual landmark to provide a strong anchor and uniqueness to this area.*
 - i. Provide exterior illumination to highlight the building — church.
 - ii. Make it center of areas activities: Farmers market, artists center and vendors.
 - iii. Create a public square in front of the church, with a "bandstand", kiosk...
 - iv. Provide public crossing.
 - v. Upgrade church parking for community events.
 - c. Create an open plaza to connect visually with the Hochstein building at O'Brian St. with the proposed Clinton Ave. Shopping Center. Restore the Hochstein building for public use.
 - d. Provide a "crossing" gateway at Clifford Ave. and Clinton St. to advertise this important intersection.
 - e. Provide a street median and pedestrian crossings at Siebert St. and Scranton St.
 - f. Other proposals for this area:
 - i. Renovate 764 building for a Movie Theater
 - ii. Clean exterior auto repair Shop at 780. Relocate cars to the back of the lot.
 - iii. Renovate facades of buildings 759, 776-778, 781, 817-819, 821, 833-843, 843, 844.
 - iv. Depending in the Shopping Center scheme, properties 818, 822, 830 were recommended for demolition, or restoration. *The open plaza scheme was favored because it provides more potential for development for this area.*
 - v. Renovate the empty lot between, and properties 765 and 777 for small commercial office services with parking.

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PROPOSALS FROM CLIFFORD AVE. TO AVE. D.

The recommendations to this sector were more specific, and did not involve major renovations.

1. Renovate empty lots in front of the Iglesia Santidad Pentecostal Church for “fenced” parking and landscaped park. Build a pedestrian crossing at this spot.
 2. Facade improvements (including restoration and preservation work), at the following properties: 892 (A-1 Store and Clinton Liquors), improve parking between 892-914, 914 (provide storefront windows), 927, 937, 953, 959-961, 980, 994 (Rite Aid Store), 1036-1040, 1044, 1046, 1048-1050, 1054-1062 (Kiefer’s Hardware).
 3. Develop block of 969-981 with the proposed 985-997 PRYD Expansion
 4. Demolish and develop/or major renovation of properties 962-970 (Justina’s Mini-mart).
 5. Develop a small commercial plaza at lot 1011-1015, link to the 1021-1025 “Triumph the Church and Kingdom” Church.
 6. Provide a landscaped street median from Clifford to Ave. D. (*one group proposed the whole area , other group only proposed this solution at Ave D and at Clifford Ave.*)
 7. Provide street crossings (Speed control) at Treyer St.
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