



CITY OF ROCHESTER BOULEVART PROGRAM POLICY

The City of Rochester's BoulevArt program combines neighborhood traffic calming with community building and results in a truly public work of art. The purpose of the program is to support city neighborhoods seeking to organize and create painted murals on their neighborhood residential streets. This program is based on similar successful programs across North America.

The following policy shall apply to the approval of future projects through the BoulevArt program:

1. To start the process of establishing a new BoulevArt installation, please direct an Expression of Interest (EOI) letter to your respective Neighborhood Service Center (NSC) Administrator (see below). The applicant must either live on the street or be a member of the recognized local neighborhood organization. If no such organization exists, the EOI must be co-signed by another resident of the street.
 - a. Northeast: Carlos Torres, 500 Norton Street, 428-7660
 - b. Northwest: Tammi Herron, 71 Parkway – First Floor, 428-7620
 - c. Southeast: Nancy Johns-Price, 320 N Goodman St - Suite 209, 428-7640
 - d. Southwest: James H. Demps III, 923 Genesee Street, 428-7630.
2. The NSC Administrator will forward the EOI to the Department of Environmental Services – Architecture & Engineering Bureau (A&E) for initial approval of the proposed BoulevArt location
 - a. If the location is approved, continue to #3;
 - b. If the location is denied, A&E staff will recommend alternate nearby locations.
3. Submit a conceptual sketch and narrative description of the proposed treatment for approval by the City Engineer
 - a. If the concept is approved, submit a detailed (to-scale) sketch and continue to #4;
 - b. If the concept is denied, A&E staff will recommend modifications that are consistent with the BoulevArt Policy.
4. Select a preferred event date and alternate rain date to the Special Events Office for approval
 - a. If the dates are approved, continue to #5;



- b. If the dates are denied, Special Events staff will suggest other dates that are acceptable.
5. Submit Street Closing Petition, Special Events Permit Application (fill in section entitled “other”), copy of proposed neighborhood notification, and Right of Way Permit Application.
 - a. When the petition is confirmed and the other materials are accepted, continue to #6.
6. City issues Permit for BoulevArt installation.
7. Notify all neighbors within the City-defined notification area at least two weeks prior to the event.
8. Hold BoulevArt event.
9. Enjoy (and expect to repeat Steps 4-7 every 1-2 years)!

Additional Notes

- A. The City of Rochester is not liable for any injuries/damages to persons/property resulting from participation in this activity;
- B. Subject streets must be classified as Local Streets and must carry less than a combined 3,000 vehicles per day;
 - 1) Street segments adjacent to existing BoulevArt installations are ineligible for this program.
- C. A written description of the proposed treatment, including a visual depiction (sketch) of how the intersection will look upon completion, must be provided to the City Engineer;
 - 1) No advertising or text of any kind will be allowed
 - 2) Design may not: resemble any standard pavement markings as outlined in the MUTCD, conflict with existing pavement markings on the affected street(s), or be intentionally confusing or distracting to motorists
 - 3) Total design area must be smaller than 6,000 square feet
- D. After the City Engineer approves the design, applicant must submit a City of Rochester Street Closing Petition that, for the purpose of BoulevArt, will demonstrate neighborhood support for the design of the proposed treatment *and* the proposed street closure. When collecting signatures, petitioners must make the approved sketch available to residents upon request. Applicant shall make a good faith effort to contact representatives of every affected property, as defined below. A Street Closing Permit allows applicant to close the street(s), for up to one block in distance, using MUTCD-compliant signage for no more than 12 hours in a 24-hour period unless specifically allowed by the City Engineer. Signatures must be obtained from:
 - 1) A legal occupant of *each of the properties immediately-adjacent to the proposed treatment* (applicant must distinguish these adjacent properties on the petition); and,
 - 2) At least 60% of the properties on the involved streets within two hundred fifty (250) feet of the proposed treatment;
 - i. If an involved property contains multiple dwelling units, approval from that property can be achieved in one of two ways: when either 60% of legal occupants (e.g. owners, lessees, etc) of the property have approved, or in the case of rental properties, if the property owner or property manager has signed off.
- E. The applicant will submit two required permits: a Special Events Permit (“other” section) and a Right of Way permit. Applicable fees apply for the Special Events Permit; Right of Way permit fees are waived.

- F. If major changes are made to the treatment design after petition is received, a subsequent petition may be required per the direction of the City Engineer.
- G. For traffic safety purposes, the applicant is required to use traffic marking paint with anti-skid additive.
 - 1) Paint will be supplied by the City at no cost to the applicant for the initial treatment only; paint required for future maintenance of the treatment is the responsibility of the applicant.
 - 2) Traffic marking paint is available in five colors – white, yellow, red, blue, and black – though the colors may be mixed to create additional color options
- H. The applicant will observe all applicable traffic laws, including laws regarding pedestrians, during the installation process;
 - 1) Applicant is required to maintain access to sidewalks and crosswalks or provide adequate detours during the installation process
- I. The applicant is not permitted to do any work other than what is specifically identified in the submitted documents and is responsible for protecting all public and private facilities in the public right-of-way, including underground utilities;
- J. The applicant will notify all households and businesses located within a geographic area defined by City staff at least two weeks prior to the installation date;
 - 1) Notification must include a narrative description and visual depiction of the proposed treatment
 - 2) Notification must include details on time of event and time of closures
 - 3) Notification must include details on removal of parked cars in the right of way, if applicable
 - 4) A copy of the notification must be provided to the City.
- K. The City shall sweep the intersection and deliver barricades to the site prior to the event, at no cost to the Applicant;
- L. Repair, maintenance, or installation of existing or future utility facilities in the right-of-way or pavement maintenance activities may require the applicant to reinstall the treatment, or portions of the treatment, with all costs borne by the applicant;
- M. The applicant will work with their Neighborhood Service Center Administrator and all affected neighbors to resolve any concerns that arise; inability to address these concerns may result in revocation of the work permit.

Established June 21, 2012; Amended July 21, 2014.

