

**CHARLES
CARROLL PLAZA &
GENESEE
CROSSROADS
PARKING GARAGE
ROOF SLAB
RECONSTRUCTION
PROJECT**

DECEMBER 10, 2015

Project Advisory
Committee Meeting
#1



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Project Overview

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WHAT IS CHARLES CARROLL PLAZA + GENESEE CROSSROADS?

PROJECT OVERVIEW

The Charles Carroll Plaza is a public river front urban space that provides river front views, park seating, a public promenade, landscaping, and green park space. The plaza is tiered with multiple levels that directly reflect the shape of the multi-storied Genesee Crossroads parking garage below.

The plaza is approximately 127,000 SF (3.4 Acres) and provides essential connections to the surrounding downtown.



INTERESTING PARK FEATURES

The plaza is an essential link in the Genesee Riverway Trail system, a designated National Recreation Trail that provides pedestrian access along the Genesee River.

The plaza is the current home to a 6 part enameled steel sculptural compilation by nationally renowned artist Richard Fleischner. The installation, known as the “Rochester Project” was installed as part of the Rochester Sesquicentennial by the Sesquicentennial Arts & Culture Committee and dedicated in October 1986.



PROJECT OBJECTIVES

- Remove pavers and other portions of the plaza to access supporting garage roof slab underneath
- Perform concrete slab repairs
- Replace the slab waterproofing system
- Reconstruct a new plaza that meets the current needs of the City's urban core



- **Visibility and views:** Maximize view sheds of the River
- **Linkages:** Improve all linkages into and out of the plaza to create a dynamic pedestrian network
- **Safety:** Reduce vertical elements and add lighting to increase perception of safety
- **Accessibility:** Create full accessibility wherever feasible
- **Vitality:** User attractions and activity generators such as art, vendors, interactive art, sculptures, game tables, kiosks, open green and recreation space
- **Additional factors** such as durability, maintenance, spatial variety will play into the final design.

RECONSTRUCTION OBJECTIVES

Functionality with artistic
waterfront design

PROJECT ADVISORY COMMITTEE ROLE

- Help develop and solidify concepts for revitalizing this critical site
- Assist in understanding the needs and visions of the community as they relate to the plaza
- Assist in evaluation of various options for enhancing the public realm and creating a revitalized riverfront plaza





PROJECT BACKGROUND

Parking Garage and Park Constructed in mid-1960's

Centerpiece of Genesee Crossroads Urban Renewal Project

Genesee Crossroads Garage below

Charles Carroll Plaza (or Crossroads Park) on top

Parking Garage provides 658 critical parking spaces in the Four Corners area

Park is an underutilized asset

Now this combined facility is 50 years old

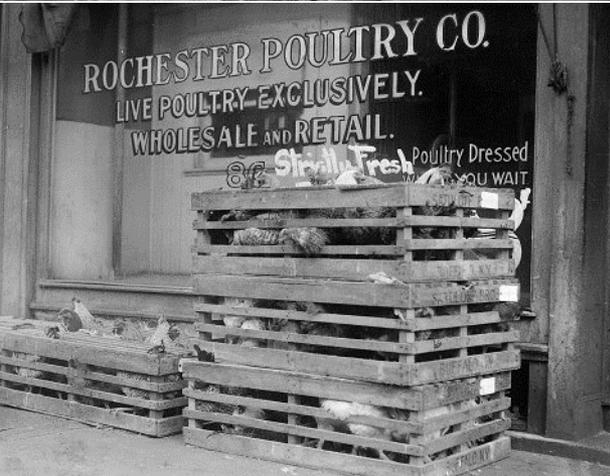
HISTORY

Dense urban development dating primarily to late 1800's

Front Street – An Active Marketplace, Prosperous then Declined

Targeted for Urban Renewal in late 1950's

Area cleared for redevelopment in the 1960's





MIDTOWN PLAZA, 1962



CONCEPTUAL CROSSROADS MASTERPLAN
I.M. Pei Offices, 1964

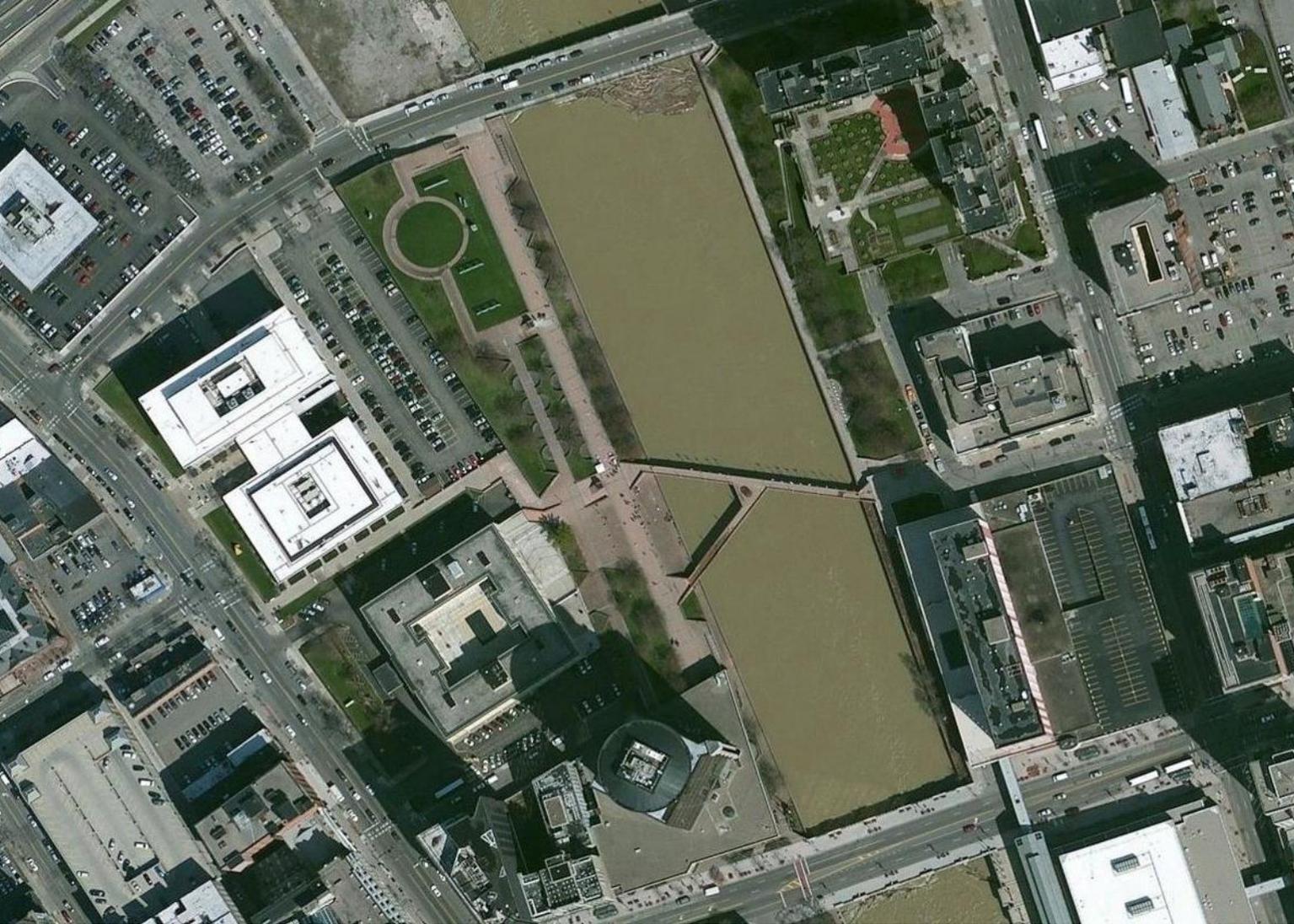
HISTORY

The 1960's – A time of Big Projects and Optimism for the Future

GENESEE CROSSROADS

The 1970's – U.S.
Federal Court
Building under
construction,
the plaza is the
centerpiece of the
Genesee Crossroads
urban renewal





GENESEE CROSSROADS

Present Day



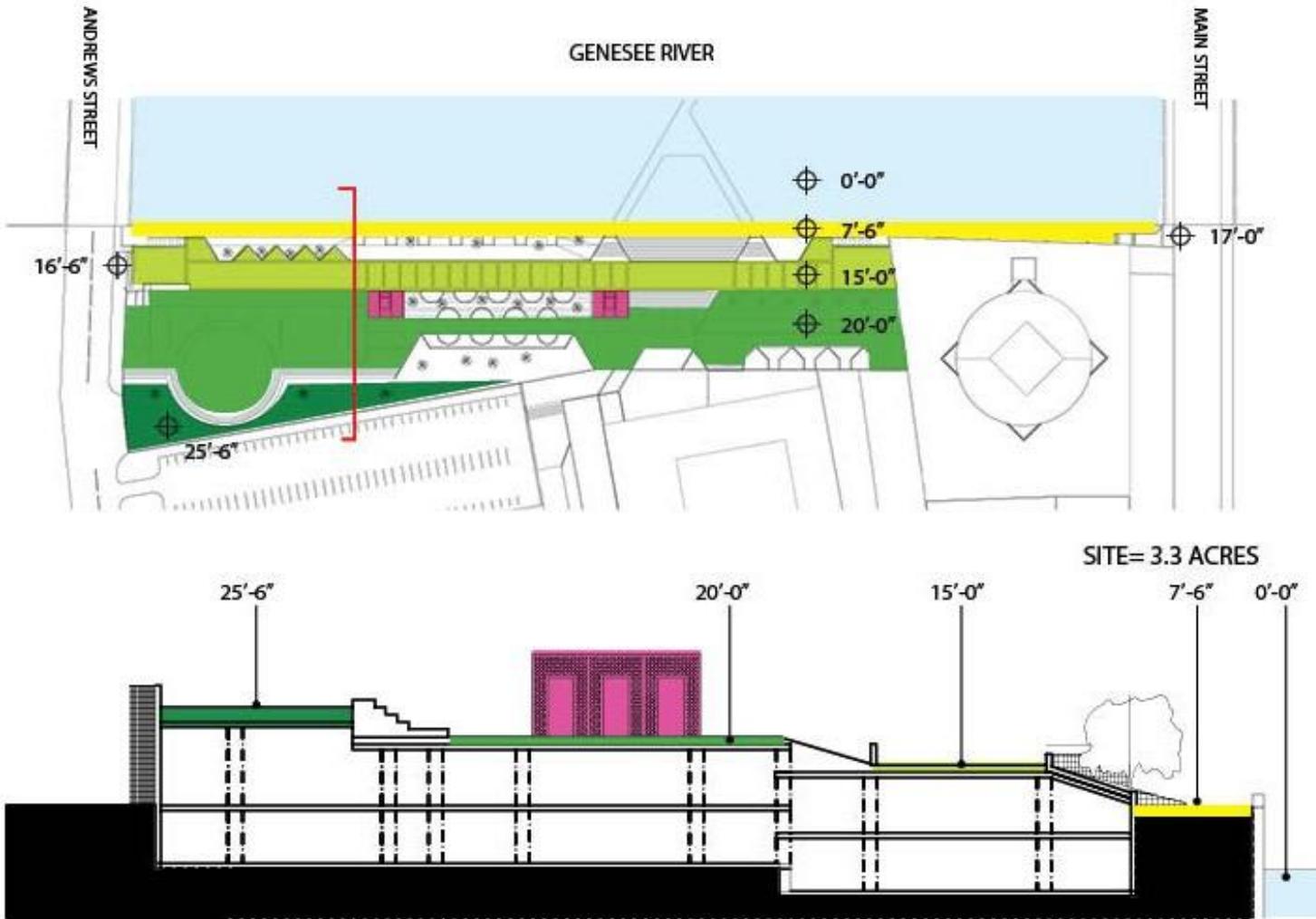
STRUCTURE CONDITION

At 50 years old, the garage needs repairs to the top slab.

Repairs on lower levels of the garage have been performed (2007-2013)

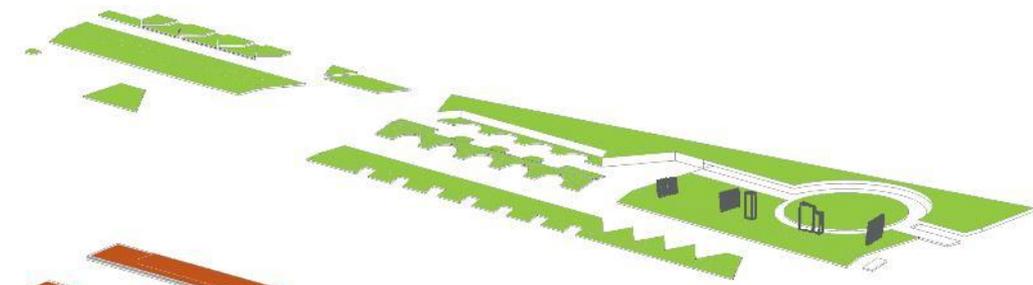
RELATIONSHIP BETWEEN GARAGE AND PLAZA

The plaza is tiered with multiple levels that directly reflect the shape of the multi-storied Genesee Crossroads Garage below



GARAGE STRUCTURE, PLAZA ELEMENTS

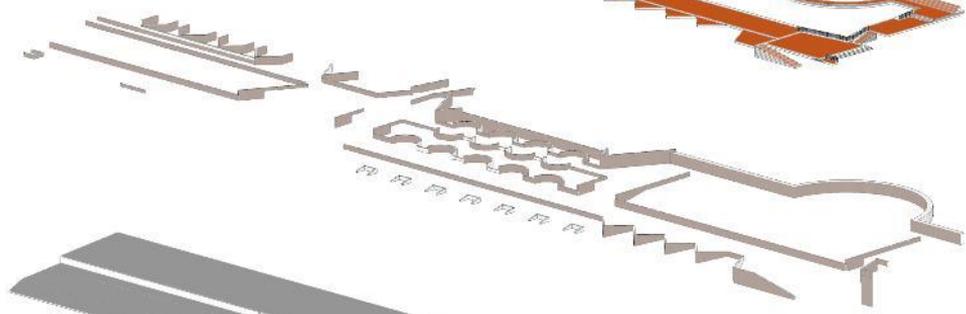
Portions of the plaza that may be removed to access the top slab of the garage



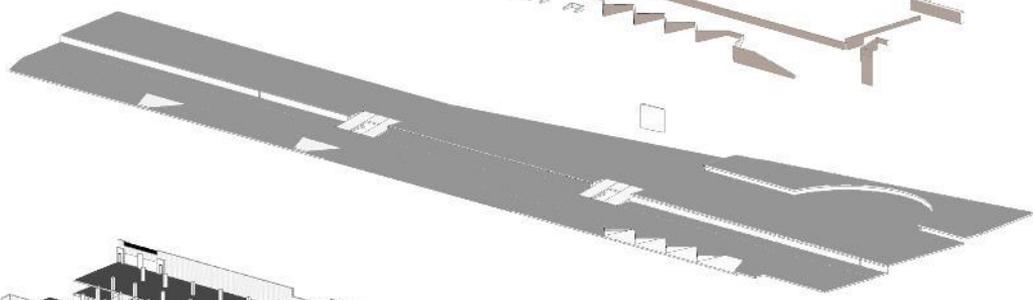
PLANTING & ART INSTALLATION



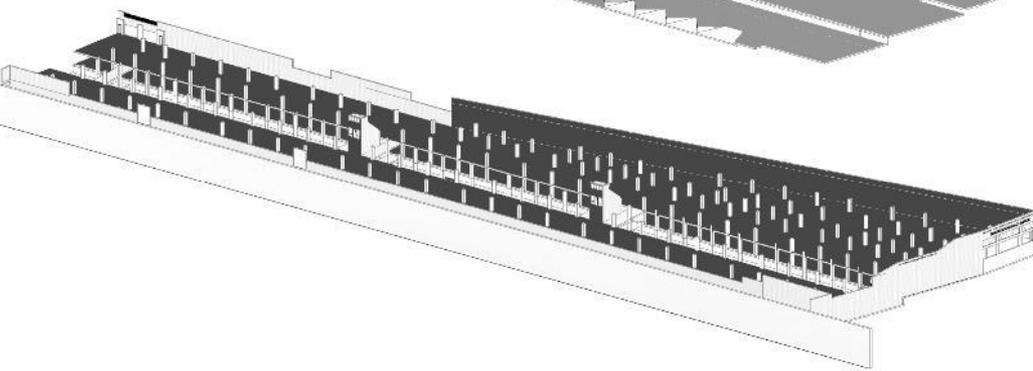
PAVING



WALLS



TOP SLAB

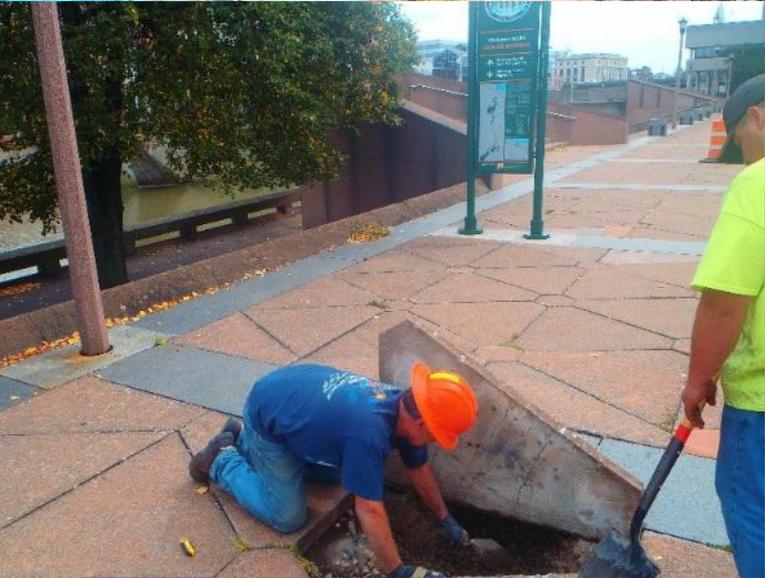


GARAGE STRUCTURE

DESIGN TEAM ACTIVITIES TO DATE

Documentation of
Existing Conditions
including 3D
Modeling of Garage
and Plaza in Urban
Context





DESIGN TEAM ACTIVITIES TO DATE

Investigation of
Existing Structural
Conditions, Electrical
and Plumbing
Infrastructure and
Waterproofing System



PLAZA CHALLENGES

Carroll Plaza now presents many challenges that need to be overcome in the new design.

Security

Accessibility

Visibility

Maintenance

Character

Programming



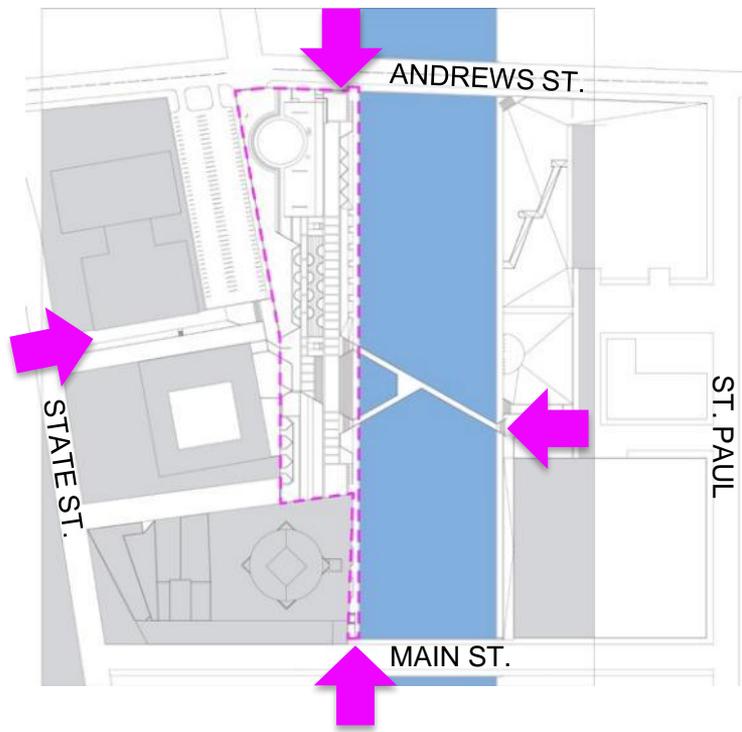


PLAZA CHALLENGES

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- Security
- Accessibility
- Visibility
- Maintenance
- Character
- Programming





PLAZA CHALLENGES

Visibility and access from Main, Andrews, St. Paul, and State streets is poor





HISTORIC & EMERGING VITALITY OF THE CITY

ROCHESTER'S REGENERATION

Considerable new development is planned and in progress downtown.





ROCHESTER'S REGENERATION

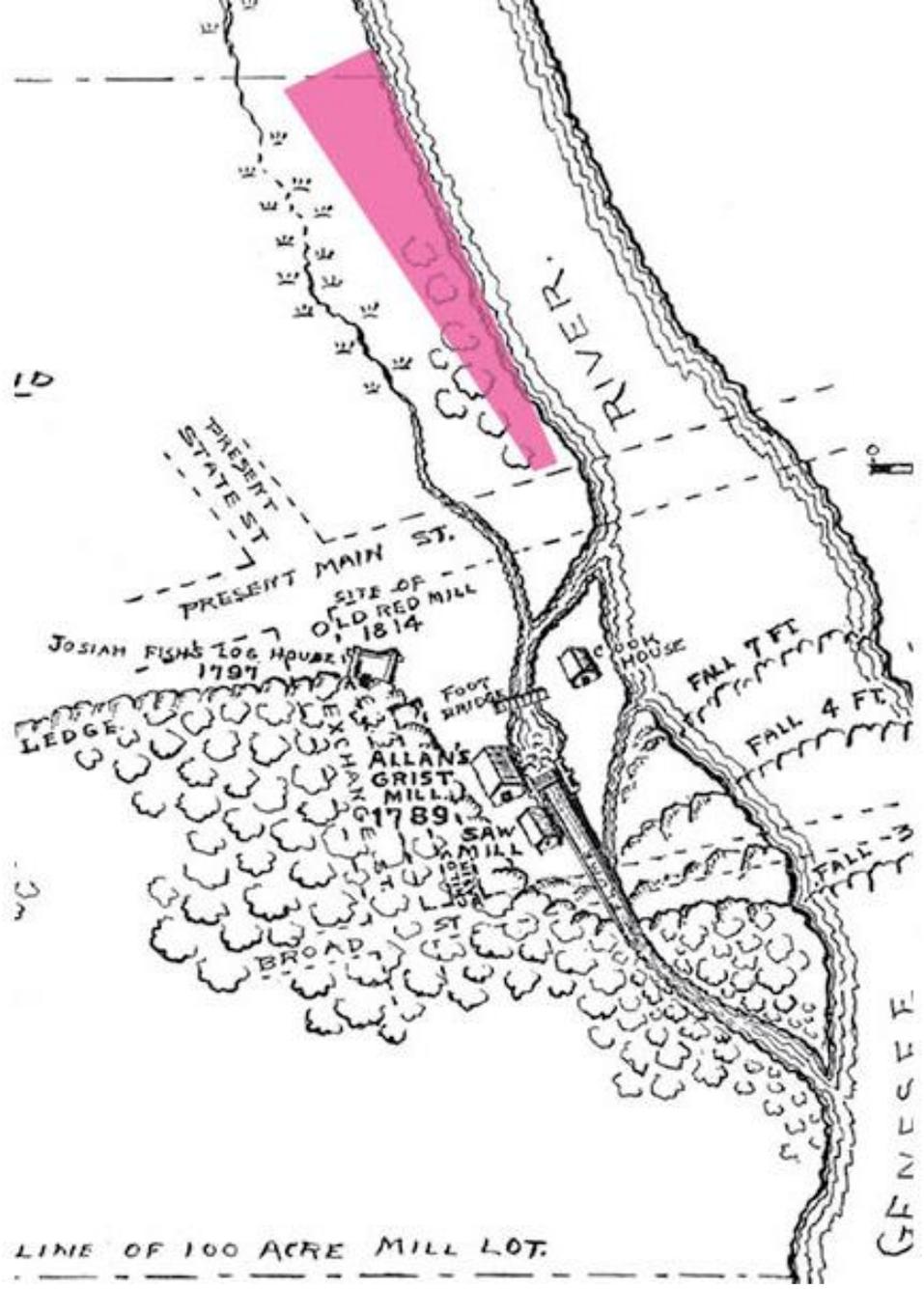
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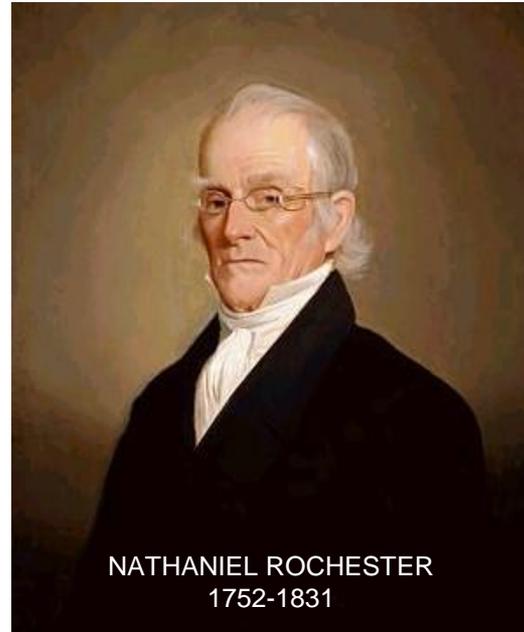
100 ACRE MILL LOT

Crossroads/Carroll Plaza was part of the original land on which the city was founded





CHARLES CARROLL OF BELLEVUE
1767-1823



NATHANIEL ROCHESTER
1752-1831



ROCHESTER'S INDUSTRIAL AND CULTURAL HERITAGE



EASTMAN SCHOOL OF MUSIC



XEROX
ORIGINALLY THE HALOID
PHOTOGRAPHIC COMPANY
FOUNDED 1906

FRENCH'S MUSTARD
ORIGINALLY R.T. FRENCH
COMPANY
FOUNDED 1884

GENESEE BEER
FOUNDED 1878

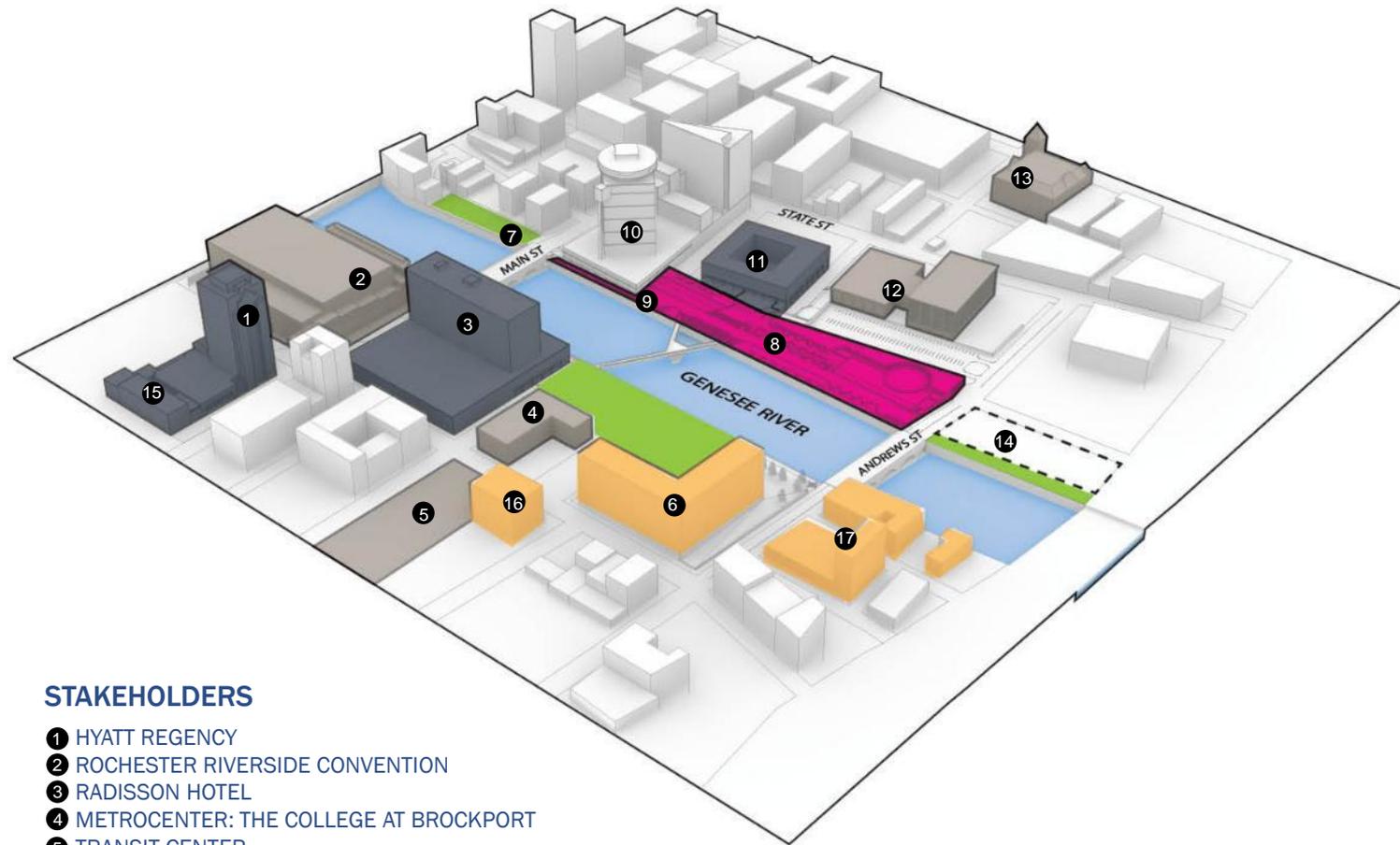
EASTMAN KODAK
FOUNDED 1882

BAUSCH & LOMB
FOUNDED 1853



NEIGHBORHOOD STAKEHOLDERS

Carroll Plaza is situated in a key location in Rochester for business, government, convention visitors and tourists

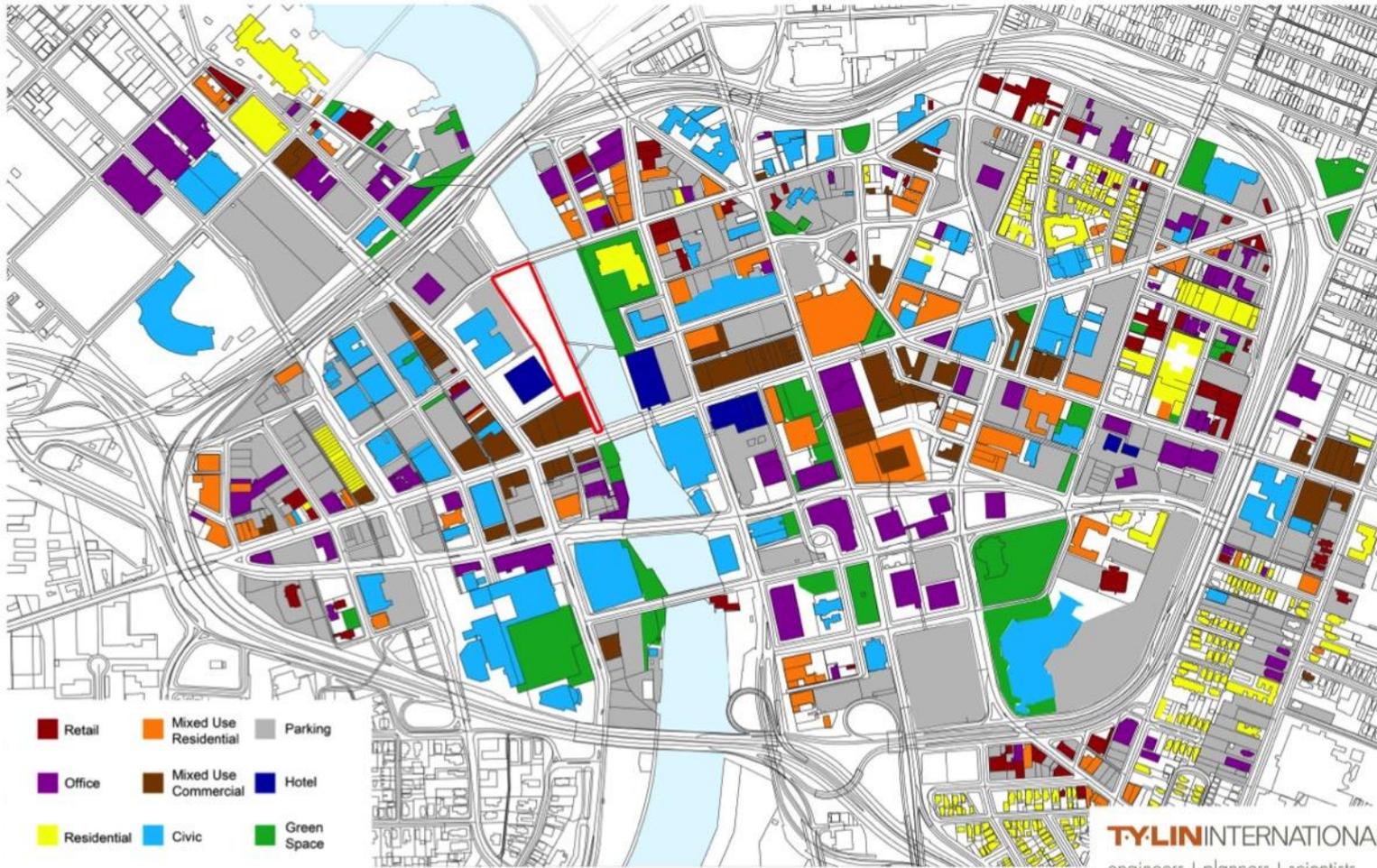


STAKEHOLDERS

- ① HYATT REGENCY
- ② ROCHESTER RIVERSIDE CONVENTION
- ③ RADISSON HOTEL
- ④ METROCENTER: THE COLLEGE AT BROCKPORT
- ⑤ TRANSIT CENTER
- ⑥ ANDREW STREET TERRACE APARTMENTS
- ⑦ AQUEDUCT PARK
- ⑧ GENESEE CROSSROADS PARK
- ⑨ STOCK EXCHANGE RESTAURANT
- ⑩ FIRST FEDERAL PLAZA
- ⑪ HOLIDAY INN
- ⑫ FEDERAL BUILDING
- ⑬ CITY HALL
- ⑭ OPEN DEVELOPMENT PROPERTY
- ⑮ HILTON GARDEN INN
- ⑯ WARNER BUILDING APARTMENTS
- ⑰ WATER STREET APARTMENTS

- HOTEL
- CIVIC
- PARK/GREEN SPACE
- RESIDENTIAL

DIVERSE LAND USE DOWNTOWN



WALKING DISTANCES





EVENING AND WEEKEND VISITORS:
LOCAL RESIDENTS



DAILY VISITORS:
DOWNTOWN OFFICE WORKERS



RECREATIONAL VISITORS:
JOGGERS, CYCLISTS, WALKERS



OCCASIONAL VISITORS:
REGIONAL VISITORS FROM OUT-OF-TOWN

PARK VISITORS

The new Carroll Plaza should satisfy a diverse range of users.

365 DAY USE

The new Carroll Plaza should feel safe, offering opportunities for use at all times of day and throughout the year.

WEEKDAY

+

WEEKEND

DAY

+

EVENING

+

NIGHT

SPRING

+

SUMMER

+

FALL

+

WINTER



WINTER
SUMMER



SPRING
FALL

CLIMATE

SEASONAL INTEREST

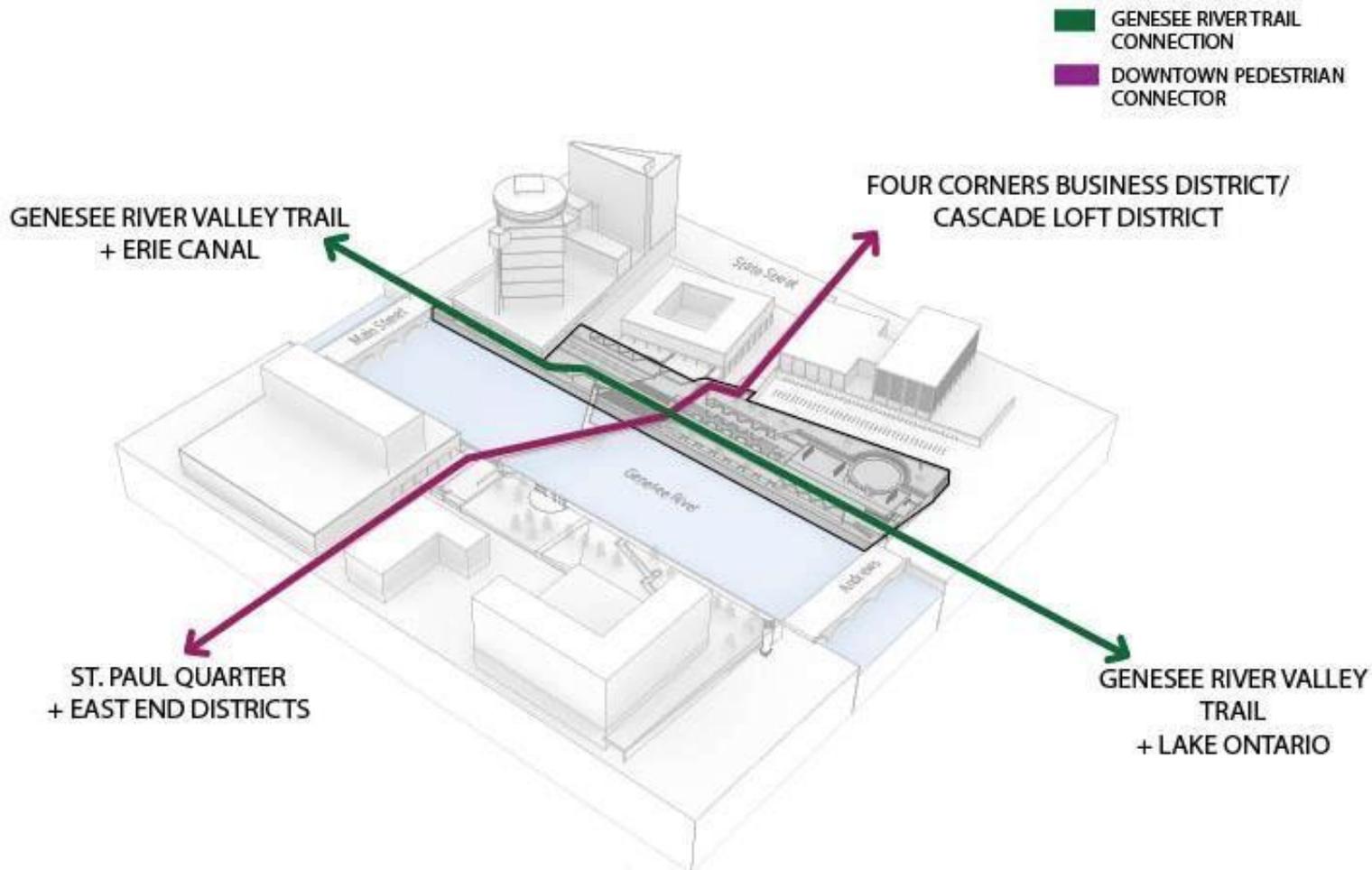
The new Carroll Plaza should be attractive in all seasons.



CONNECTIVITY

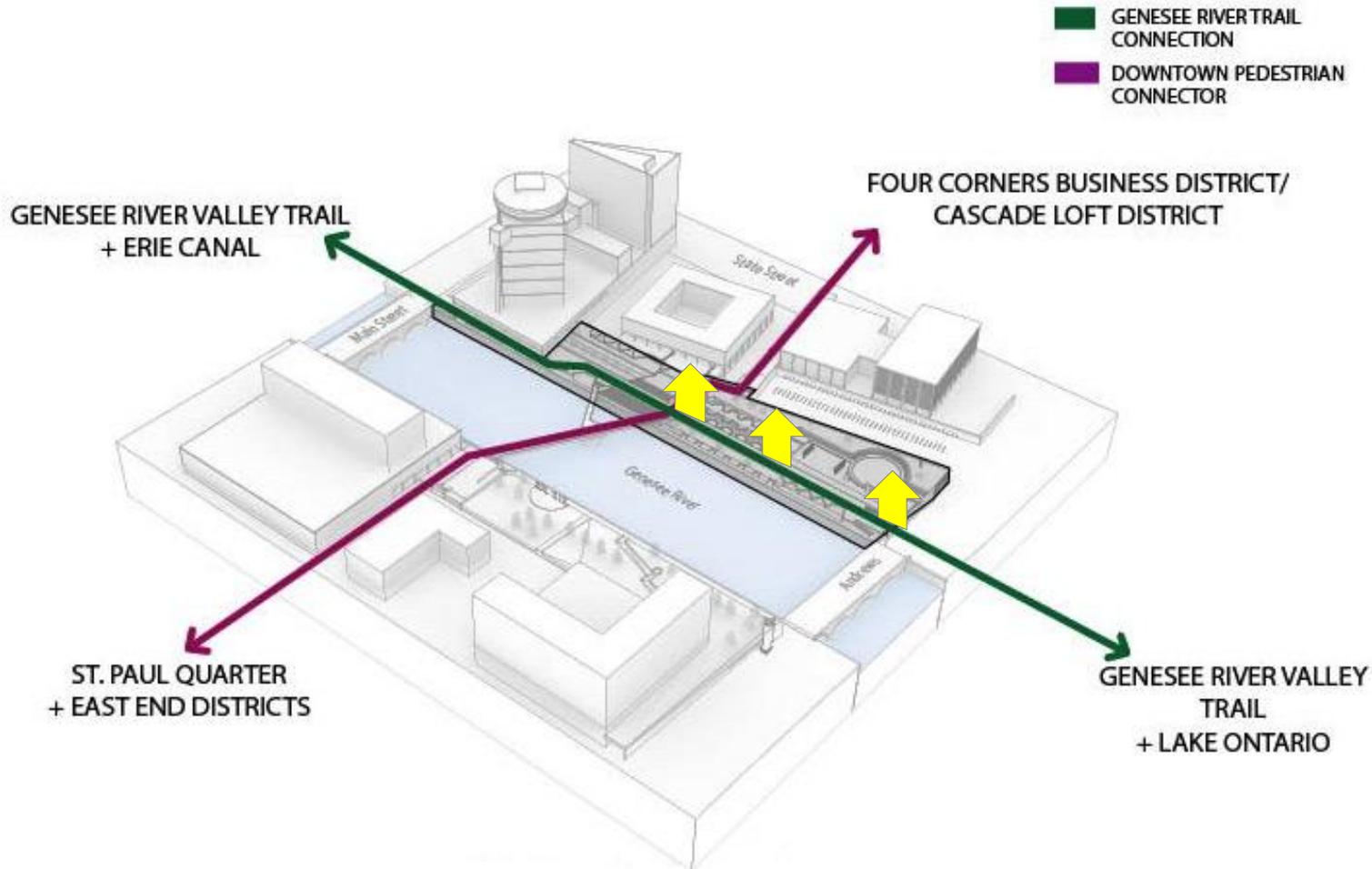
The plaza is a key connection in the city's pedestrian network.

- Connect bike/pedestrian routes along Genesee River Trail
- Connect transit centers, neighborhoods and places of interest



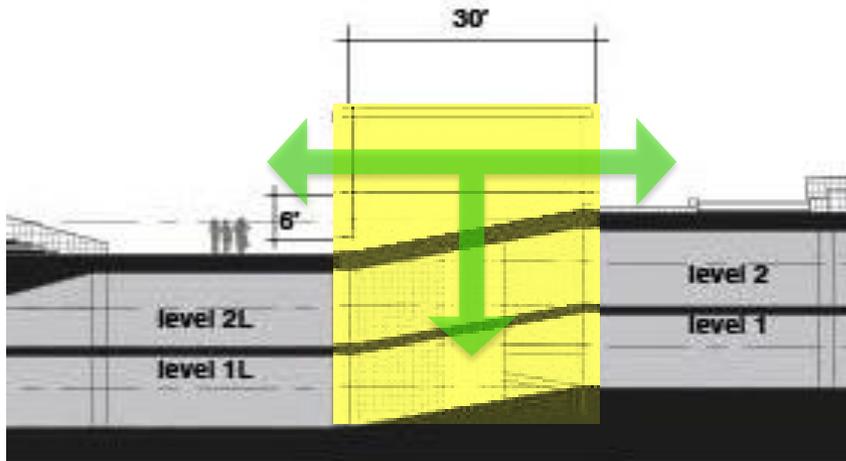
GARAGE ENTRY

- The plaza should welcome those arriving by car.
- The plaza offers a means of orienting visitors to the city.



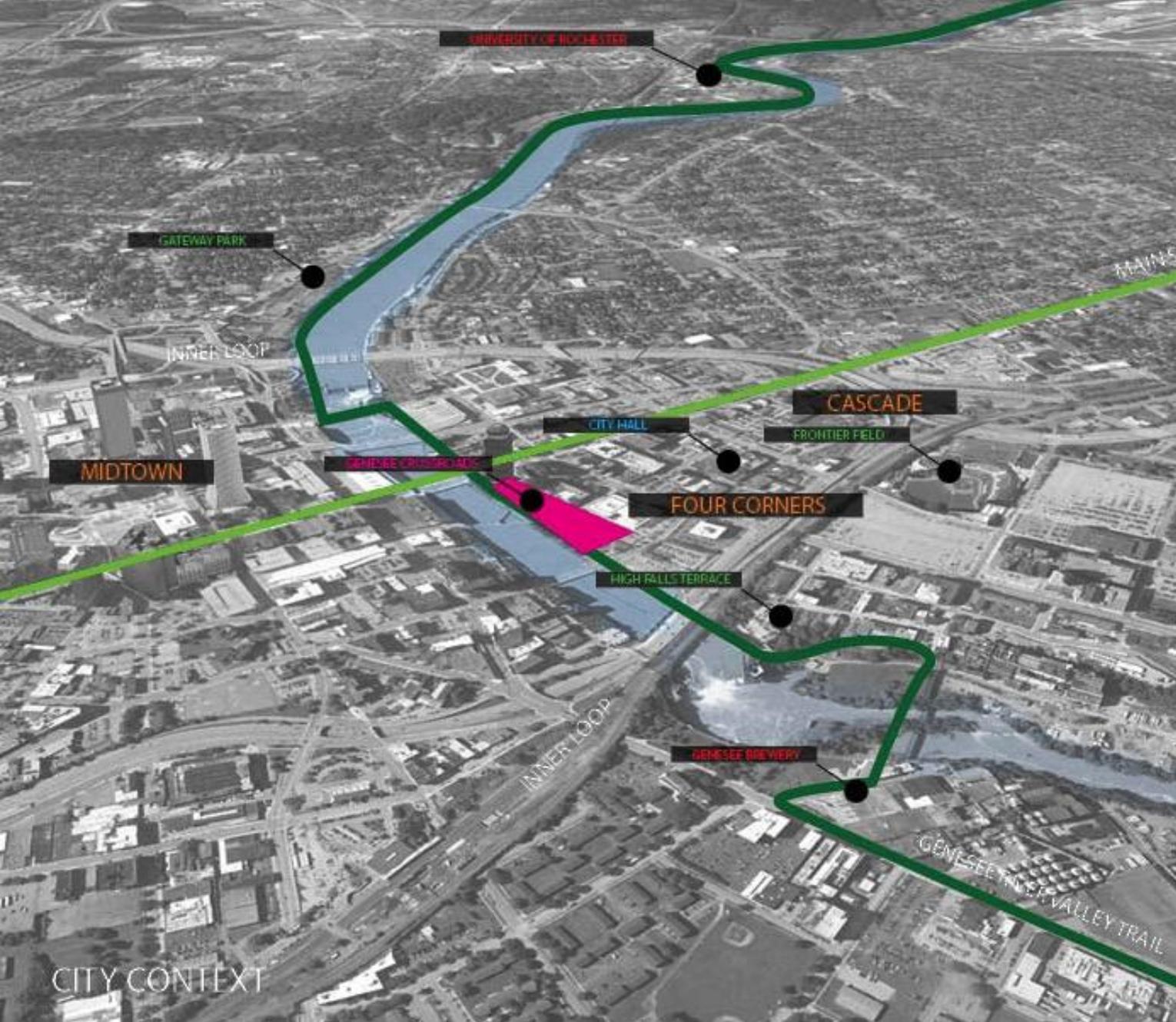
GARAGE ENTRY

- Create a more welcoming entry from the garage to the plaza and city



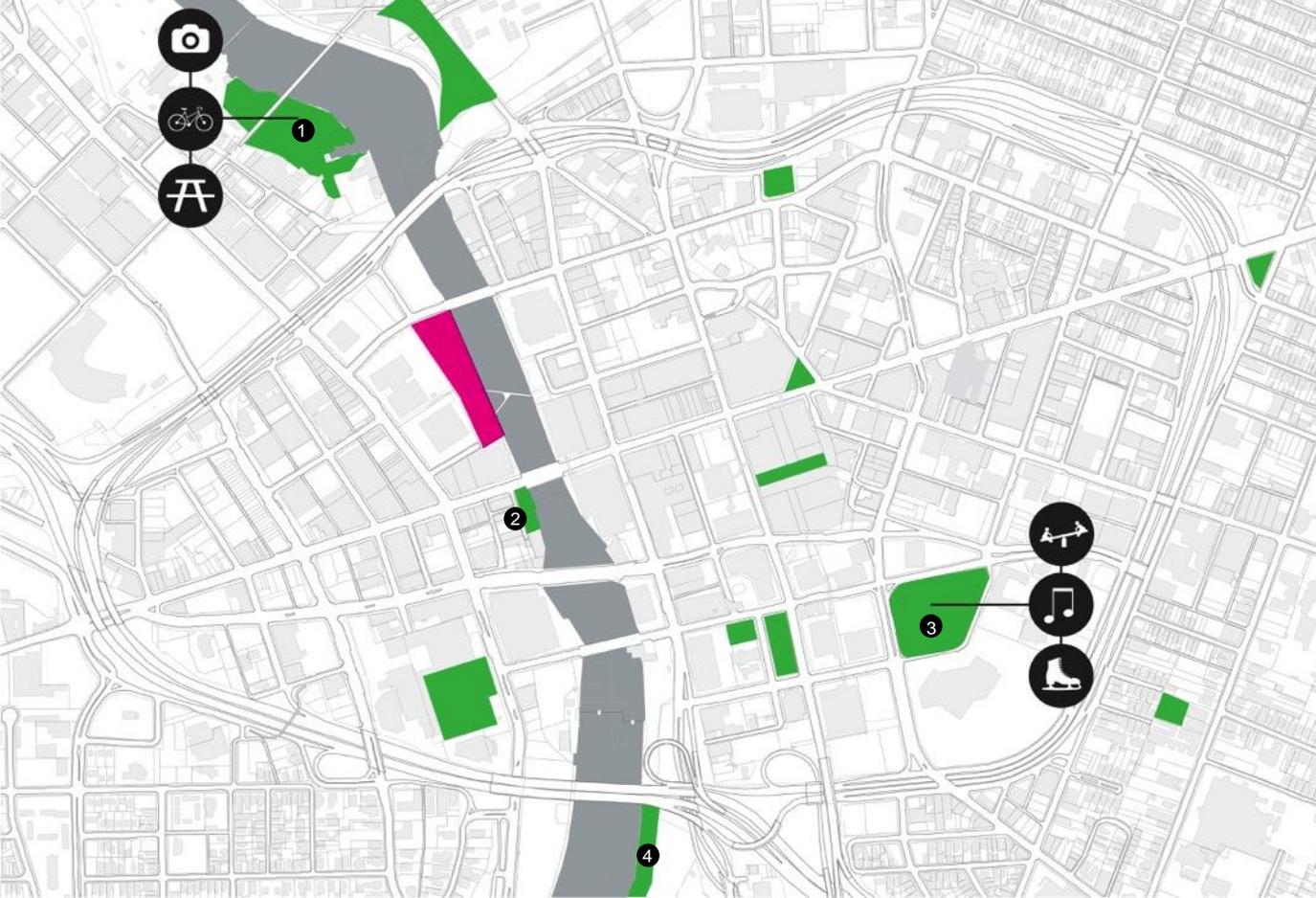
CARROLL PLAZA IN URBAN CONTEXT

Carroll Plaza is an integral part of the planned Genesee River Trail.



PARKS IN DOWNTOWN ROCHESTER

The new Carroll plaza should **compliment not compete** with existing open spaces in the city.



1 High Falls Terrace Park



2 Aqueduct Park



3 MLK Memorial Park

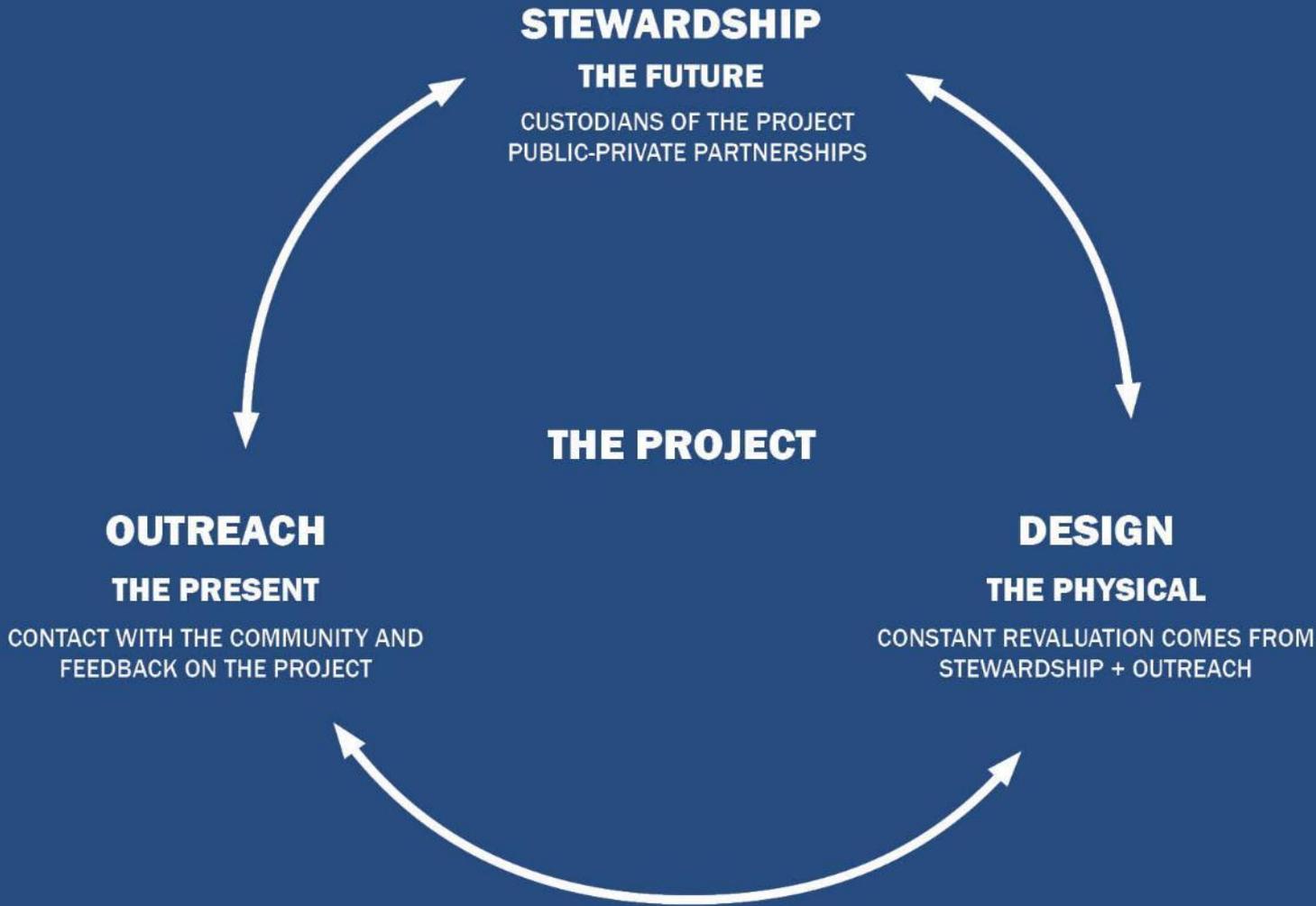


4 Genesee Gateway

VISIBILITY OF PLAZA FROM THE CITY

Higher visibility will greatly aid park usage and success.





PROJECT COMPONENTS

The success of a project is a combination of its design, how it relates to the needs and aspirations of the city and its citizens (its outreach) and how it is managed and maintained (its stewardship).

PARK USE



GREGARIOUS



EDUCATIONAL



RECREATIVE



ACTIVE

Over 100 years ago Frederick Law Olmsted, who master-planned Rochester's park system, saw park use in four broad aspects, gregarious, educational, re-creative and active. These are as relevant today as they were when he developed them.



CANAL PARK
WASHINGTON DC
3 ACRES



DILWORTH PARK
PHILADELPHIA
*4 ACRES



CARROLL PLAZA
ROCHESTER
*3.4 ACRES



POST OFFICE SQUARE
BOSTON
*1.7 ACRES



MLK MEMORIAL PARK
ROCHESTER
5 ACRES

PROJECT COMPARISONS + PRECEDENTS

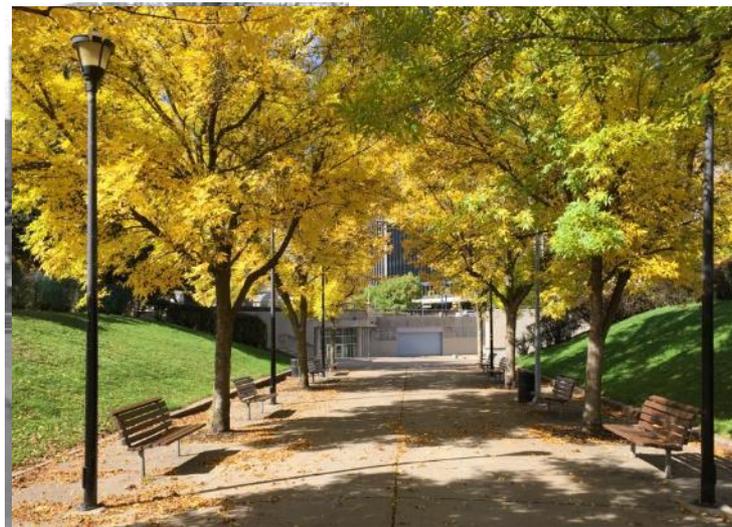
- Built over structure
- Proximity to downtown
- Proximity to transportation hubs
- Flexible + seasonal program
- Public/private partnerships (*Over Structure)



MLK MEMORIAL PARK ROCHESTER

5 ACRES

- Located in our urban core
- Adjacent to the Strong Museum
- The largest park within the Inner Loop
- Features an ice skating rink, playground and a live music venue





DILWORTH PLAZA PHILADLEPHIA

4 ACRES

- Built over subway lines/transit hub
- City land leased to the Center City District
- Features tree groves, a cafe, lawn space, an interactive fountain that converts to an ice skating rink





CANAL PARK WASHINGTON, DC

3 ACRES

- Located in the mixed-use Capitol Riverfront Neighborhood as an integral part of D.C.'s Waterfront Redevelopment efforts
- Funders include WC Smith, JBG Developers, DC Housing Authority and non-profit Canal Park Development Association
- Features Ice Rink, interactive water features, interactive sculpture, adjacent restaurant, lawn/flexible space
- Programs and events include ice-skating, fitness classes, outdoor movie series, concert series



POST OFFICE SQUARE, BOSTON

1.7 ACRES

- Revenue from parking fund park maintenance
- Privately owned/managed but open to the public
- Built over a garage
- Located in Boston's Financial District
- Popular lunchtime area for workers downtown
- Features a Cafe, fountains, a pergola around a central lawn
- 125 species of plants; 6 trees on loan from the Arnold Arboretum (affiliated with Harvard)
- Non-profit group 'Friends of the Post Office Square' help with maintenance, upkeep, fundraising and event planning





PROGRAM OPPORTUNITIES

- Expand use through more seasons
- Expand more throughout the day, night and weekends

ART + PERFORMANCE





PROGRAM OPPORTUNITIES

- Activities that appeal to all ages
- Activities that require a range of skills and interests

GAMES + ACTIVITIES





FARMER'S MARKET



CRAFT FAIR

COMMERCE



FOOD FESTIVAL



FLOWER MARKET

PROGRAM OPPORTUNITIES

Providing spaces for markets can help small business and provide income generation that can subsidize the management and maintenance of the new plaza. What sort of markets might be appropriate?



FIXED SEATING



BOSQUE + MOVABLE SEATING

DESIGN

Components within a park can provide shelter from sun and rain, make it more comfortable to use, make it more fun and give it a distinctive all seasonal character.

COMPONENTS

CANOPY/WEATHER COVER



SWINGING SEATS





LAWNS + SLOPES



BOULDERS + ROCKS

SURFACE + TOPOGRAPHY

TERRACES + TRAYS

MOUNDS + HILLS



DESIGN

Carroll Plaza has four levels facing the river now. What additional topography might it be given in new proposals?



LAWN



PERENNIAL GARDENS

DESIGN

Planting can provide seasonal change, diverse character of spaces, improved microclimate but will require good maintenance. What balance of paved and planted places should the new plaza have?

PLANTING

BOSQUE



GRASSES





OUTDOOR EXERCISE EQUIPMENT



PLAYSPACE

FACILITIES

FOOD TRUCKS



CAFE



DESIGN

Facilities can expand the value of urban green spaces and encourage people to spend more time there. What facilities would be right for the new plaza.



ACCENT



WAYFINDING

DESIGN

Lighting provides a sense of security and expands the period of time a space can be used. What form of lighting is appropriate for the uses envisioned?

LIGHTING

SCULPTURAL LIGHTING

TEMPORARY





MOVABLE SEATING



PERFORMANCE SPACES

DESIGN

Pop-ups, being temporary allow new ideas to be tested out and evaluated before being institutionalized. They also offer low cost high impact approaches that can provide vitality and energy to downtown spaces before final proposals are funded and implemented.

POP-UP GARDENS

FOOD OPTIONS

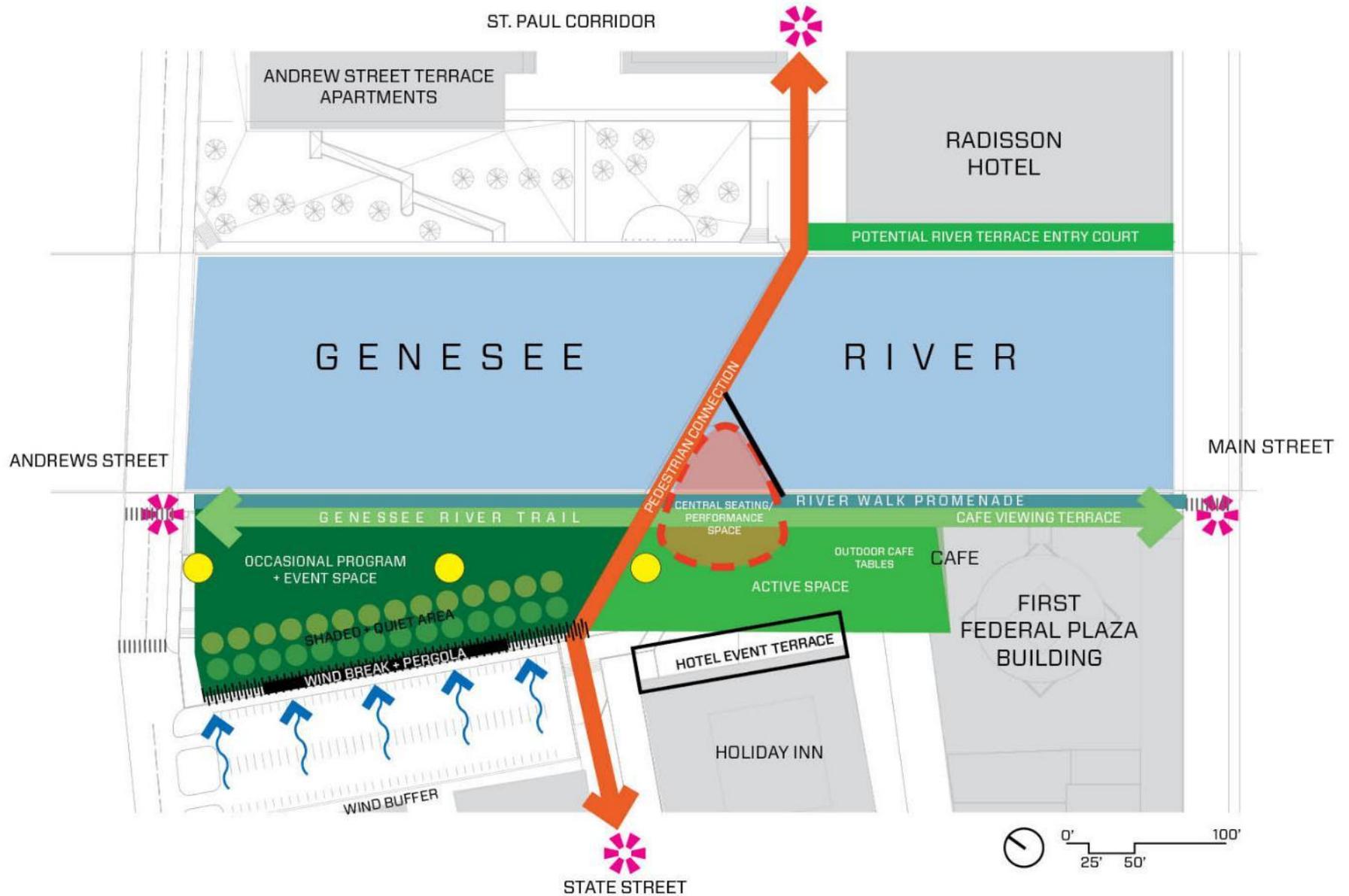


OVERCOMING LEVEL CHANGES



PLAY SPACES





 GLAZED VERTICAL CIRCULATION GARAGE ACCESS

 DOMINANT WIND DIRECTION

 VISIBLE PARK ENTRANCES

ROLE OF PROJECT ADVISORY COMMITTEE

- Provide feedback at various points in the design process
- Help develop a robust stakeholder database
- Be an ambassador for the project
- Share meeting announcements to distribution lists



- 2-4 PAC Meetings
- Minimum 2 Public Meetings
- Textizen Survey
- Project Web Site
- Social Media
- Other Ideas?

**DISCUSSION:
ISSUES +
OPPORTUNITIES**

What are your priorities for the project?

What do you see as the current challenges at the plaza?

What are the opportunities?

Who do we need to engage in public outreach?