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**Subject:** Jefferson Avenue Public  
Information (Progress) Meeting

**Date:** March 24, 2010  
6:00 PM

**Location:** George Mather School #4  
Gymnasium

**Attending:** See Attached

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A public informational meeting was held to present project progress, costs, and schedule for the Jefferson Avenue Revitalization Project. The format of the meeting was modified from the original agenda as attached and instead proceeded thusly:

**Project Introduction** by Al Giglio of the City of Rochester

**Jefferson Ave Business Development Assistance Program Update** by Ebony Smith of the Urban League of Rochester

**Project Presentation** by Dennis Judson of Fisher Associates and Kathryn Wolf of Trowbridge and Wolf

**Neighborhood Business Development Plan Update** by Daisy Algarin of Neighborhood Business Development with the City of Rochester

**Pillars Update** by Willie J. Lightfoot of the Monroe County Legislature – District 27

**Pedestrian Level Lighting Vote** conducted by Willie J. Lightfoot

**Questions From Public**

The presentation material and graphics shown at the meeting will be available on the City of Rochester's website at [www.cityofrochester.gov/jefferson](http://www.cityofrochester.gov/jefferson).

Following a brief introduction by Al Giglio, Ebony Smith provided an update of the Jefferson Avenue Business Development Assistance Program that provides business training and technical assistance for business owners along the Jefferson Avenue corridor. She also presented Dervon Richman, a local business owner, with a laptop to signify his successful completion of the requirements of the assistance program.

Dennis Judson (Fisher Associates) and Kathryn Wolf (Trowbridge and Wolf) then presented an update of the project through a power point presentation. Dennis Judson provided a recap of the previous public meeting including a summary of the comments received from that meeting, and shared an updated schedule and a discussion of the agency coordination efforts that have been carried out since. At this time the project design is 50% complete and a final public informational meeting is slated to be held in June 2010. Kathryn Wolf provided the concept plan of a proposed gateway treatment at Plymouth Ave in addition to an overview of the historical findings that have been discovered through research.

The joint presentation ended with a discussion of the lighting along Jefferson Avenue by Dennis

Judson. He stressed that irregardless of the light types chosen, the project will meet the required light levels and light distribution goals set for the corridor. To install pedestrian level lighting along the entire corridor, as some had suggested, would require taking approximately \$60,000 out of the \$100,000 streetscape enhancement budget. He then emphasized that it was those in attendance, who live, work and travel the area, to decide what they wanted for their community.

Daisy Algarin with the Department of Neighborhood and Business Development then provided an update of the current Revitalization Plan. The Steering Committee has been meeting and developing the programs to implement the recommended actions from the Plan.

County Legislator Willie J. Lightfoot presented on the Seven Pillars program with a power point presentation and gave an update of the Jefferson Avenue Revive Education Initiative (JAREI).

County Legislator Willie J. Lightfoot then formally got the attendee's vote regarding the pedestrian level lighting issue. Option 1 would be to spend the entire \$100,000 streetscape enhancement budget on the proposed gateway treatment at Plymouth Ave (approximately \$40,000) and adding pedestrian level lighting along the remaining areas of the corridor where it was not already proposed (approximately \$60,000). Option 2 would be to choose the proposed gateway at Plymouth Ave and spend the rest on streetscape amenities such as plaques, benches, banners, etc. He also advised the group that funding may become available in the future to pay for streetscape amenities, but that the pedestrian level lighting was a one-time opportunity. A "show of hands" vote was held and 68% of participants were in favor of Option 1.

Dennis Judson of Fisher Associates closed the formal portion of the meeting by thanking all of those that came to support, ask questions and provide comments.

The meeting then concluded with an open house where City and consulting staff answered questions and listened to comments of those in attendance.

The meeting concluded at approximately 8:00 PM.

These meeting minutes represent the writer's interpretation of the proceedings of the meeting. Please notify Fisher Associates of any errors or omissions.

Respectfully Submitted,  
**Fisher Associates, P.C., L.S., P.C.**



Dennis R. Judson  
Highway Manager

Attachment

Cc: *Steering Committee Members* (Pat Jackson, Calvin Lee, Willie J. Lightfoot, James Muhammad, Mason Dix, Frances N. Johnson, Paul Jones, Sherman Hardy, Ebony Smith, Stephanie Miles, Chris Zeltmann, John DeMott)  
*City Staff* (P. Malgieri, Deputy Mayor; J. McIntosh, City Engineer; A. Giglio, DES/Street Design; L. Reyes, DES/Street Design; D. Hawkes, SW NSC; L. Hedden, NBD; R. Rynski, NBD; Daisy Algarin, NBD; K. Runyon, RPD; Lt. Dearcop, RPD)  
S. Beauvais, NYSDOT; Scott Leathersich, MCDOT; M. Ingalls