



FISHERASSOCIATES

MEETING MINUTES

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Subject: Jefferson Avenue Final Public
Informational Meeting

Date: September 27, 2010
6:00 PM

Location: George Mather School #4
Gymnasium

Attending: See Attached

A public informational meeting was held to present project alternatives, 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

Moment of Silence led by Willie J. Lightfoot

Neighborhood Business Development Plan Update by Thad Schofield of Neighborhood Business Development with the City of Rochester

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

Questions From Public

Jefferson Ave Business Development Assistance Program Update by Ebony Smith and Stephanie Miles of the Urban League of Rochester

A Few Words Regarding Community by James Muhammad of the Jefferson Avenue Business Association

Focused Investment Area Update by Linda Hedden of Neighborhood Business Development with the City of Rochester

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

The presentation material and graphics shown at the meeting are available on the City of Rochester's website at www.cityofrochester.gov/jefferson.

Following a brief introduction by Al Giglio, Willie J. Lightfoot led the attendees in a moment of silence for the recent local homicide victims.

Next Thad Schofield gave an update regarding the Jefferson Avenue neighborhood business development plan and announced that the City was able to secure 90:10 grants for local businesses. Those interested are urged to contact Mr. Schofield for more details.

Dennis Judson (Fisher Associates) and Kathryn Wolf (Trowbridge and Wolf) then presented the project through a power point presentation (available on the City's website). The design is currently at 90% completion and Dennis covered the project progression to this point. It was also stressed that the details are not set in stone and that public input is still welcome and encouraged. Kathryn presented a few decorative banner options and provided attendees with a special colored comment sheet with the project amenities alternatives and locations and implored further comments. A question and answer period followed that included the following questions or comments:

Q: Sylvia Barker – Described that the corner of Cady St. and Jefferson Ave. near her home is host to a lot of crime activity and wondered why there are no police cameras proposed at this corner.

A: *David Moore (Rochester Chief of Police) – The RPD has a system for picking camera locations and it sounds like this intersection may be a candidate for one. He stressed that the RPD is committed to covering all of the City, but that it is a matter of limited resources so they cannot all be put in at once. He also notified attendees that crime is currently down 85% in the neighborhood, despite the couple recent homicides. He was also happy to announce that the police had caught the perpetrator responsible for those homicides, in part because the members of this community assisted because they will not tolerate crime here. He ended his answer with stressing that the RPD is committed to the Jefferson Avenue project area, that they are in it for the “long haul”.*

Q: Ruth Cathey – How many new jobs will be created by this project?

A: *Dennis Judson – Hopefully many. Because of the federal funding that is involved, legally we cannot dictate who the Contractor hires, but the Design Consultant and the City will hold a meeting with the Contractor to try and influence him regarding the benefits of hiring workers from the local community.*

A: *Willie J. Lightfoot – There has been a positive response to this type of influence so far, as evidenced by the fact that 3 local men have been hired by RG&E for their utility portion of the Jefferson Avenue work. These men have been featured in the latest SWAN newsletter, which is available at this meeting.*

Q: Mr. Hill – Commented on how he felt much more at ease about the direction of the neighborhood after speaking with Police Chief Moore, the police and David Hawkes this evening.

Q: James Manning– What about residential housing? Are there grants for houses or any planned residential tear-downs?

A: *Al Giglio – We do not have any information at this time, please contact Thad Schofield to see if there are residential programs similar to those in place for businesses.*

Q: John Lightfoot – What kind of thought process has gone into the tree selection? He expressed concern that tree roots can grow large and cause damage to underground utilities that the homeowner is stuck having to pay to fix.

A: *Kathryn Wolf – The City has an outstanding forestry department and we have been working closely with them. Much consideration has been given to security, for example there are no low shrubs (which can be used to hide contraband), tall trees with thin foliage have been chosen so as to keep a clear view for police cameras. Since the tree-lawn between the curb and the sidewalk is limited, compact trees were picked. Since these street trees will face abuse from road salt, pedestrian volumes, etc, tough hearty trees were picked.*

A: *Willie J. Lightfoot – Japanese lilac trees like those proposed for Jefferson Ave are currently being planted along West Columbia Ave and they are very nice.*

Q: Sylvia Barker – After construction is complete, will there be continued funds to the project area or is this it for the next 50 years?

A: Linda Hedden – *The portion of Jefferson Ave between W. Main and Adams is a priority street in the Jefferson Avenue Focused Investment Strategy area (Jefferson Avenue FIS), which includes rehab grants. Unfortunately funds are limited. But the hope is that it will be demonstrated that the FIS program works so that more funds can be obtained and the rehabilitation work expanded in the Jefferson Avenue FIS area.*

A: Al Giglio – *The City will continue to perform routine street maintenance in the future and if there are specific issues please give us a call.*

Q: Ebony Smith – Will there be monies available in the future for landscape maintenance?

A: Al Giglio – *We are still nailing down those requirements. Durable landscape elements have been picked from the beginning that will require less maintenance in the future.*

Q: Mr. Hill – Which pavement treatment is being used, new asphalt or micro-surfacing?

A: Al Giglio – *Milling and resurfacing (new asphalt) will be installed between Plymouth Ave and Champlain St and micro-surfacing will be installed between Champlain St and W. Main St. The entire roadway will have a new surface, there will just be different applications based on the differing existing pavement conditions.*

Ebony Smith of the Urban league of Rochester then provided an update of the current program and business assistance available for businesses along Jefferson Avenue. That information is available on the Urban League's website at www.ulr.org. Carol Mason of Mason's Deli has received a laptop since her successful completion of the assistance program. Stephanie Miles then provided some information on the 60-hour Business Planning Classes hosted by the Urban League.

James Muhammad, president of the Jefferson Avenue Business Association asked to say a few words about community. He stressed the need for a community approach and looking out for each other to tackle the problems facing the neighborhood. He will be hosting a meeting of business owners to be held at the Swan Bridge to reach out to the agencies and develop a plan to clean up and build up the community.

Linda Hedden of the Neighborhood Business Development office gave an update of current FIS development projects, including a planned pedestrian walkway between W. Main St and Troup St and the Voters Block Community Project which will include a mixed-use three-story building at 431 W. Main St. They will be holding an open-house style informational meeting for the pedestrian walkway on October 20th from 5-7:00 PM at the Philis Wheatley Library at 33 Dr. Samuel McCree Way and all are encouraged to attend and give feedback.

County Legislator Willie J. Lightfoot closed the formal portion of the meeting by thanking all of those that came to support, ask questions or just provide comments. He expressed satisfaction with the streetscape elements of the project and that it appears "we got it all" – banners, gateway, plaques and lighting. Regarding the Seven Pillars, 4 out of 7 of them have been addressed and he is pleased to see the community coming alive as people come forward and participate. A neighborhood website is being developed at JeffersonAveInfo.com. He also extended "hats off" to the police department for catching the person responsible for the recent killings.

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.

A handwritten signature in black ink, appearing to read "Dennis R. Judson". The signature is fluid and cursive, with a large initial "D" and "J".

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; K. Runyon, RPD; Lt. Dearcop, RPD; T. Schofield, NBD)
S. Beauvais, NYSDOT; Scott Leathersich, MCDOT; M. Ingalls