



## Midtown Rising | Plaza Schematic Design



Trowbridge Wolf Michaels  
Landscape Architects LLP



# Narrative

The City owned plaza, as presented in the GEIS, is positioned in the heart of the downtown. It is intended to provide an open space respite, a place to gather within the urban fabric, and mitigation for the loss of the historic Midtown Atrium. An open park with a combination of green and plaza space will create an amenity for the new Midtown redevelopment. The plaza is located on Clinton Avenue, a primary street and will be anchored by the new Windstream office building to the north. Corridors into the site afford views to the plaza. Open areas are proposed for activities and visual relief. Walks across and through the plaza will accommodate the street grid and patterns of pedestrian movement. A pavilion, Christmas tree, benches, table seating, lighting and shrub planting are also envisioned.

The atrium in the Midtown Plaza served a public function for the City of Rochester as a central gathering space and place for events. The proposed green space is intended to fulfil this function for the new district. Interpretive signage describing the history of the site and Midtown Plaza should also be provided within the green space, or along the streetscape at the end of parcel 3 (nearest the actual atrium).

# Principles

- Create an identifiable public space that will attract people
- Use resilient materials
- Provide clear connections across streets and to greater downtown
- Complement program of other public spaces downtown
- Introduce a diversity of program uses to fulfil multiple needs
- Allow for flexibility to accommodate changes in context
- Create an activated public space during all hours of the day, weekends and weekdays and all seasons
- Consider environmental sustainability

# Goals

## Environmental

Respond to sun  
Consider stormwater re-use  
4 season use

## Economic

Attract investment / development  
Provide infrastructure

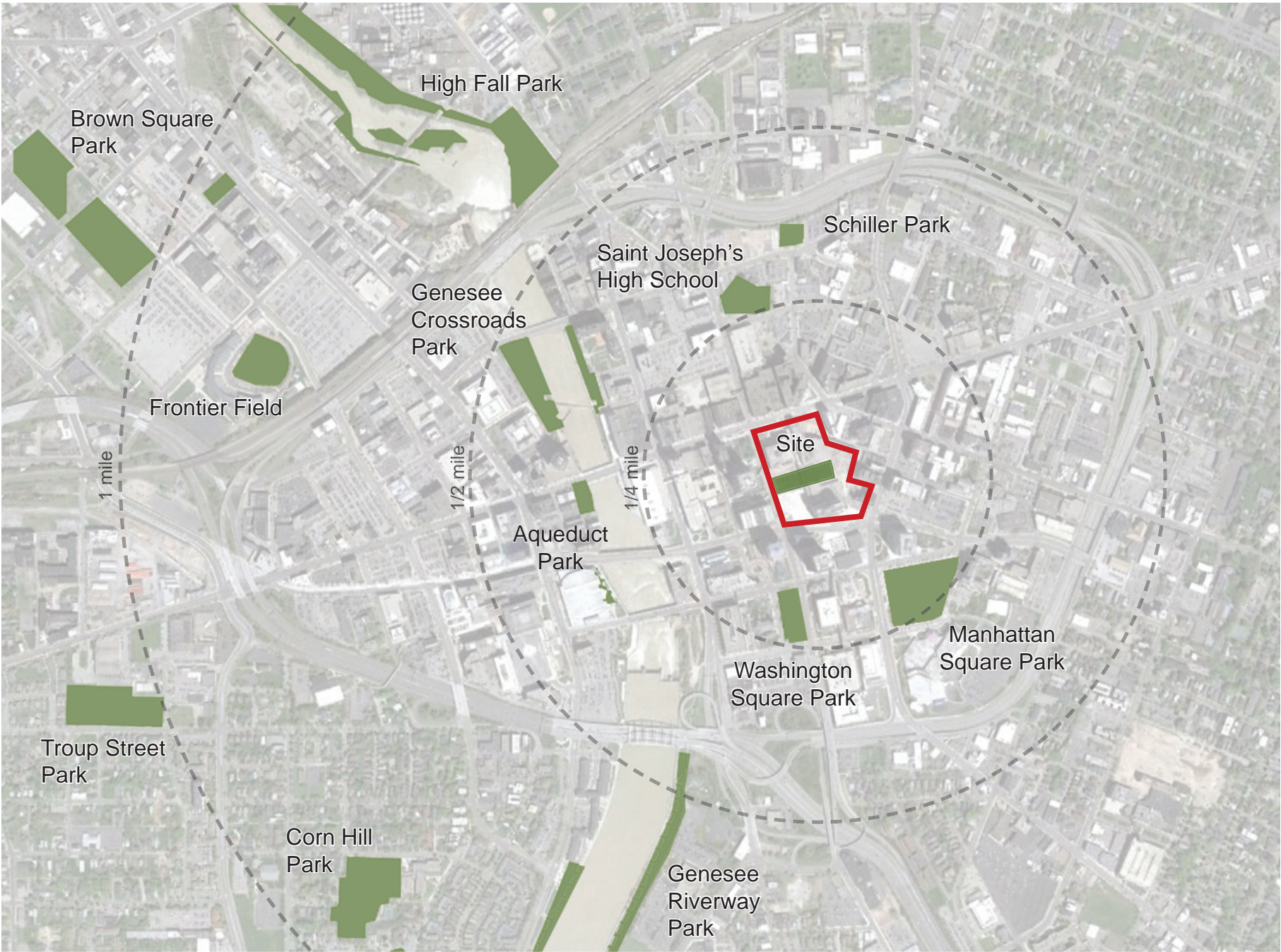
## Community

Create identity  
Activate space  
Connect to downtown  
Flexible for festivals

## Cultural

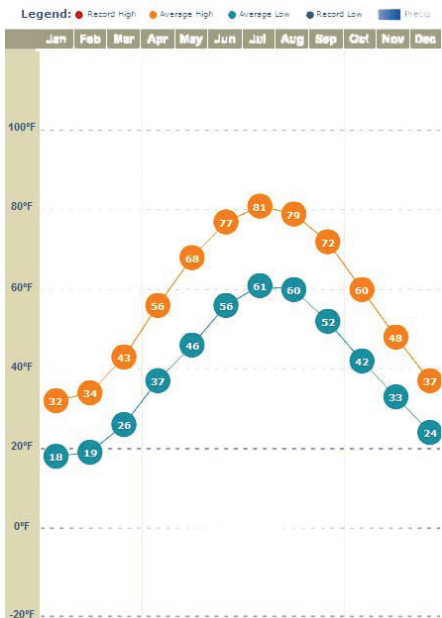
Response (SHPO) – modern day clock of nations  
Interpretive panels  
Atrium pergola  
Christmas tree  
Consider public art

# Context





# Analysis

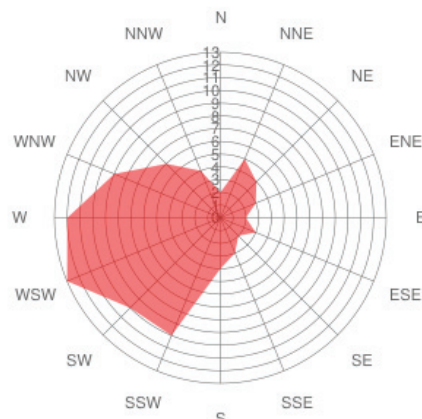


Average monthly temperature

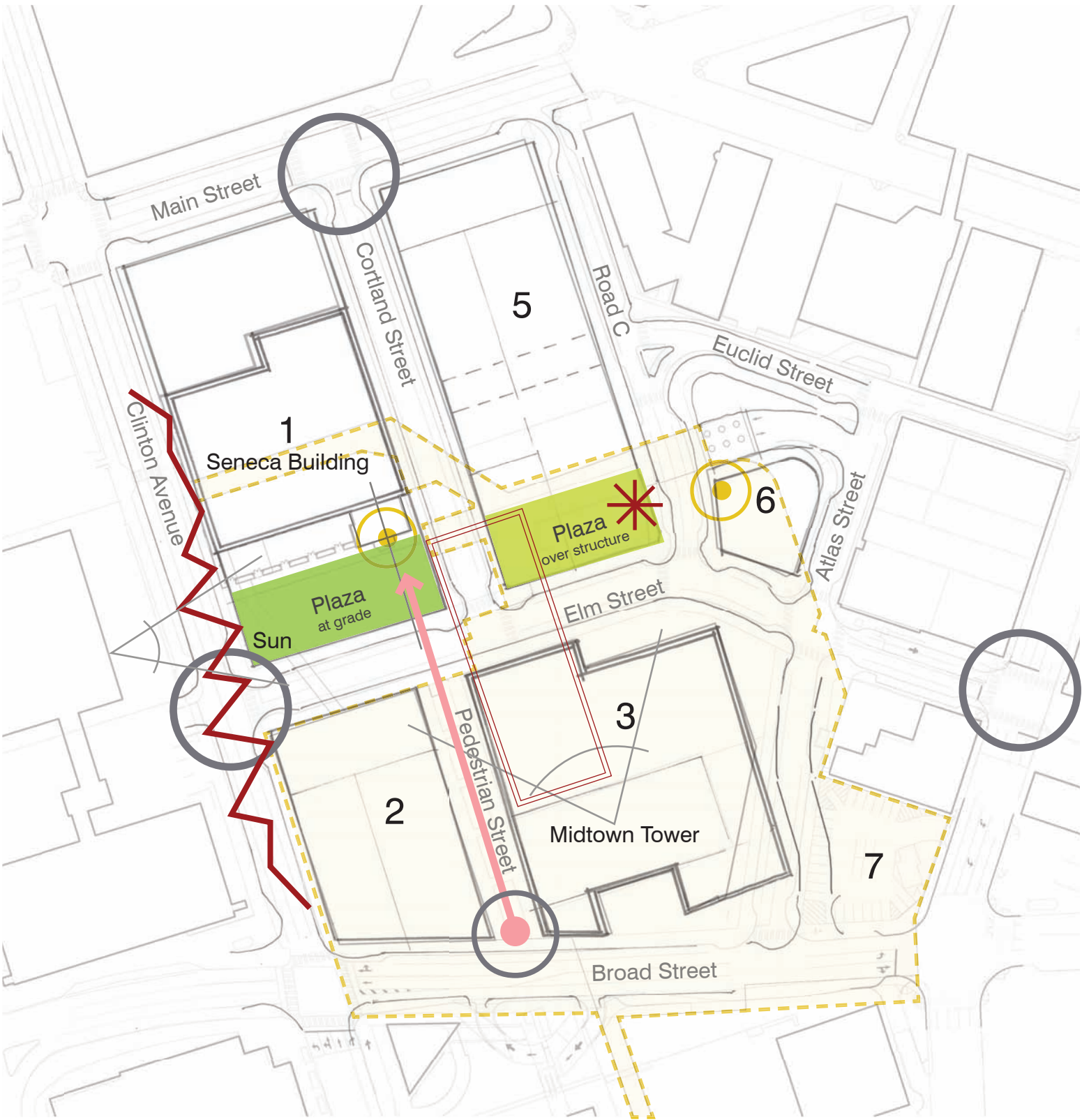


Average monthly precipitation

Wind dir. distribution Rochester Airport all year  
© windfinder.com



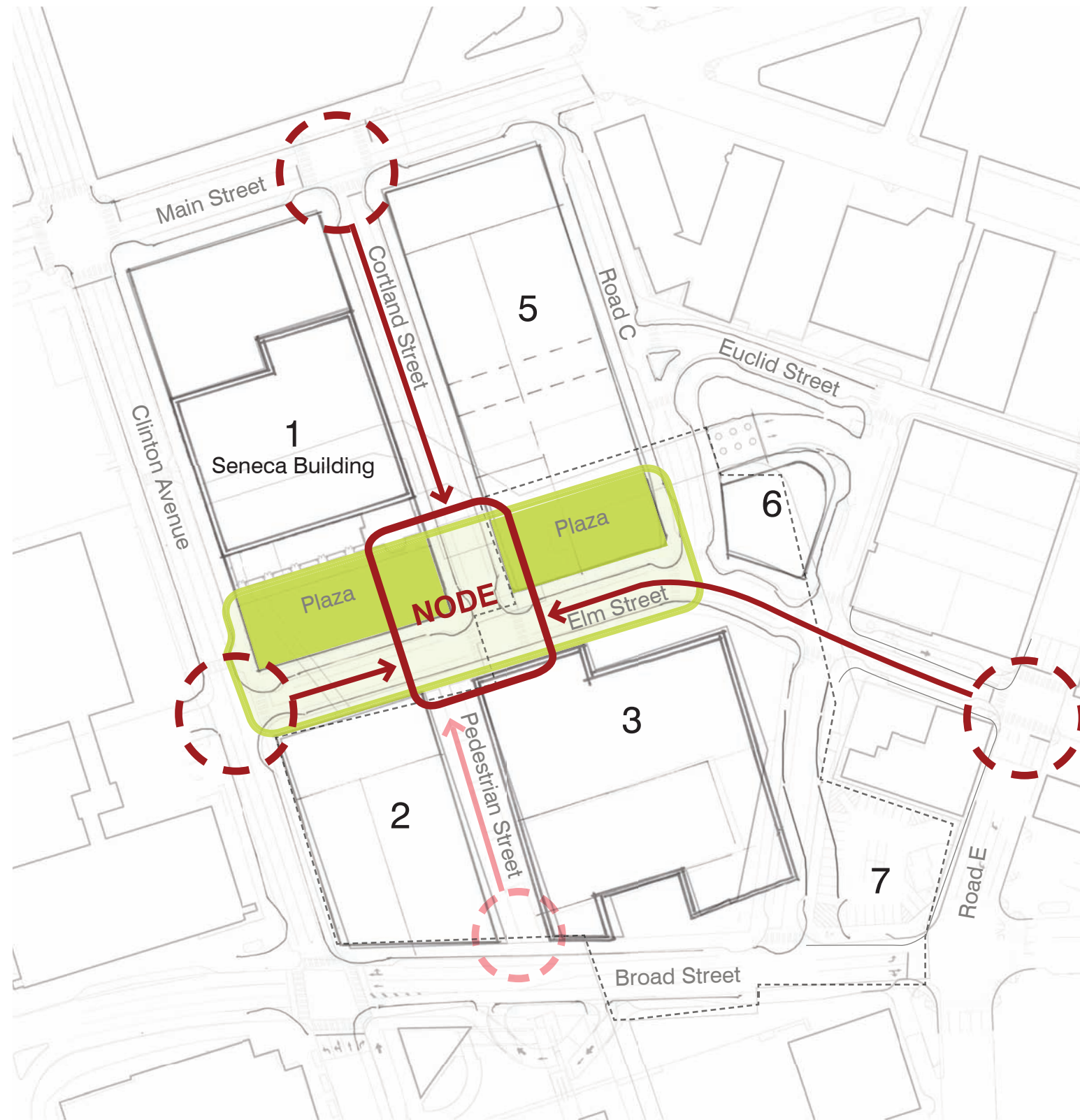
Wind distribution



## LEGEND

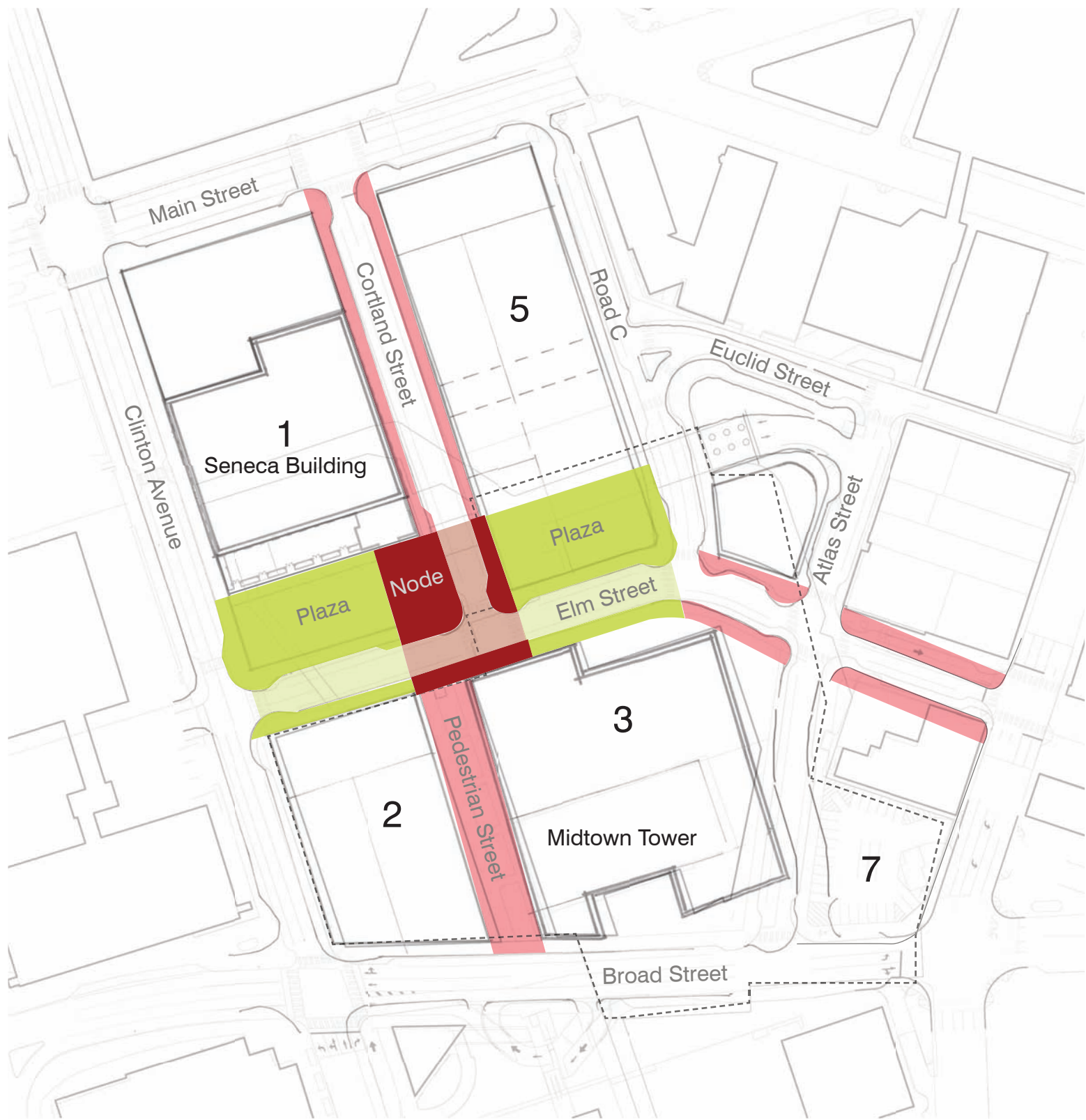
- Primary entries
- ◁ View from above
- Axis
- ⚡ Heavy traffic noise
- ▭ Parking Structure
- Parking Structure Public Access
- ▭ Preexisting Midtown Atrium
- ✱ Focal Point

# Framework Diagram



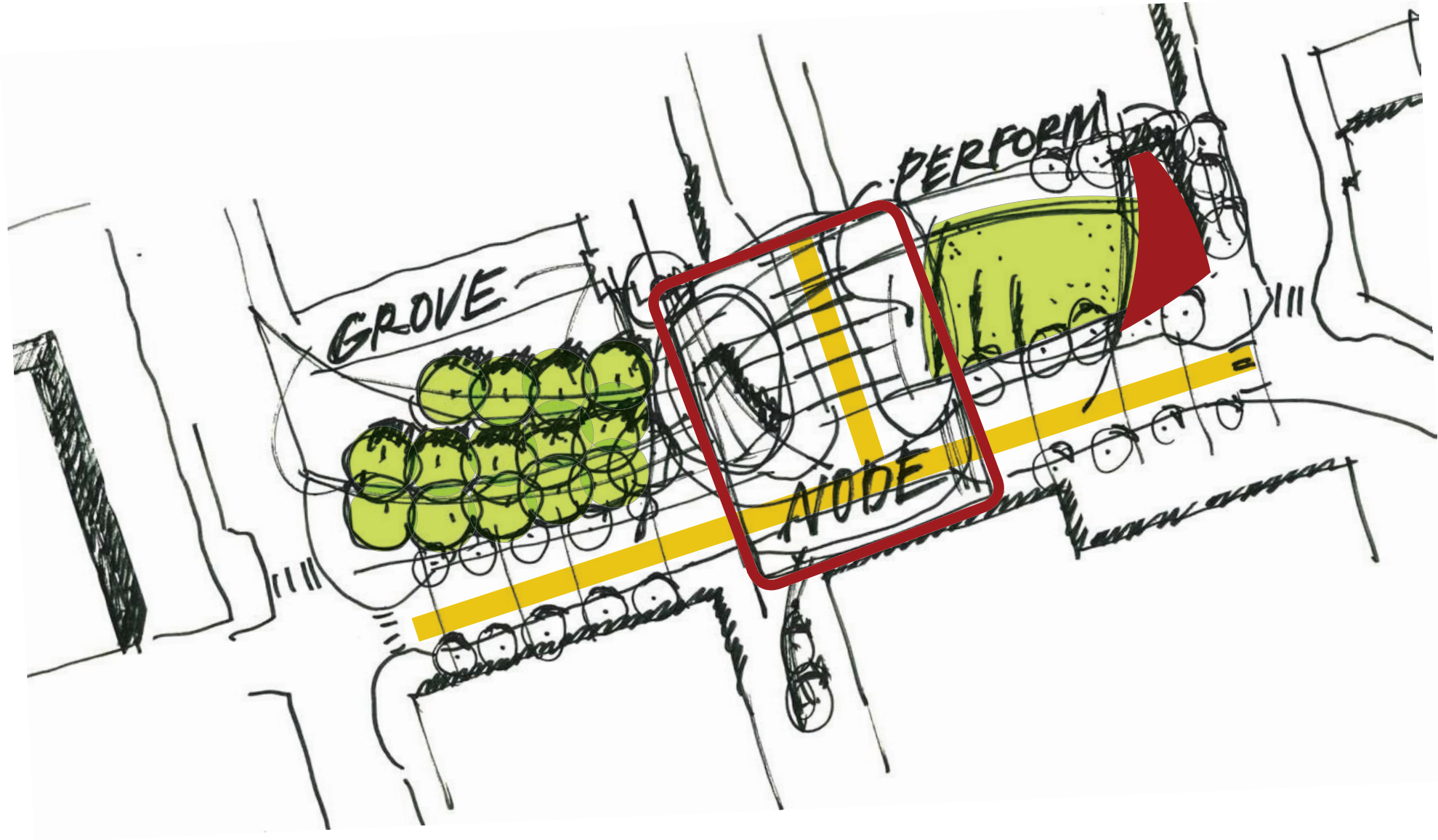


# Framework Diagram





Parti





# Master Plan





# Plaza Enlargement Plan

## Concept –

- Grove on southwest corner takes advantage of soil depth, provides shade and buffers Clinton Avenue
- Open lawn to accommodate for gatherings, events and festivals
- Focal point pavilion structure reminiscent of “Atrium” structure
- Streets are an extension of the plaza and can be closed during events
- Cortland Street is raised to the grade of the plaza with enhanced materials and bollards to define the street edge
- Linear seatwalls repeat within the plaza and allow for flexible seating
- Centralized cafe provides a gathering node within plaza

## Program-

- Open lawn
- Cafe / coffee shop / news stand
- Seating - fixed and movable
- Streets allow for markets
- Pavilion shade structures
- Interactive space
- Planted areas

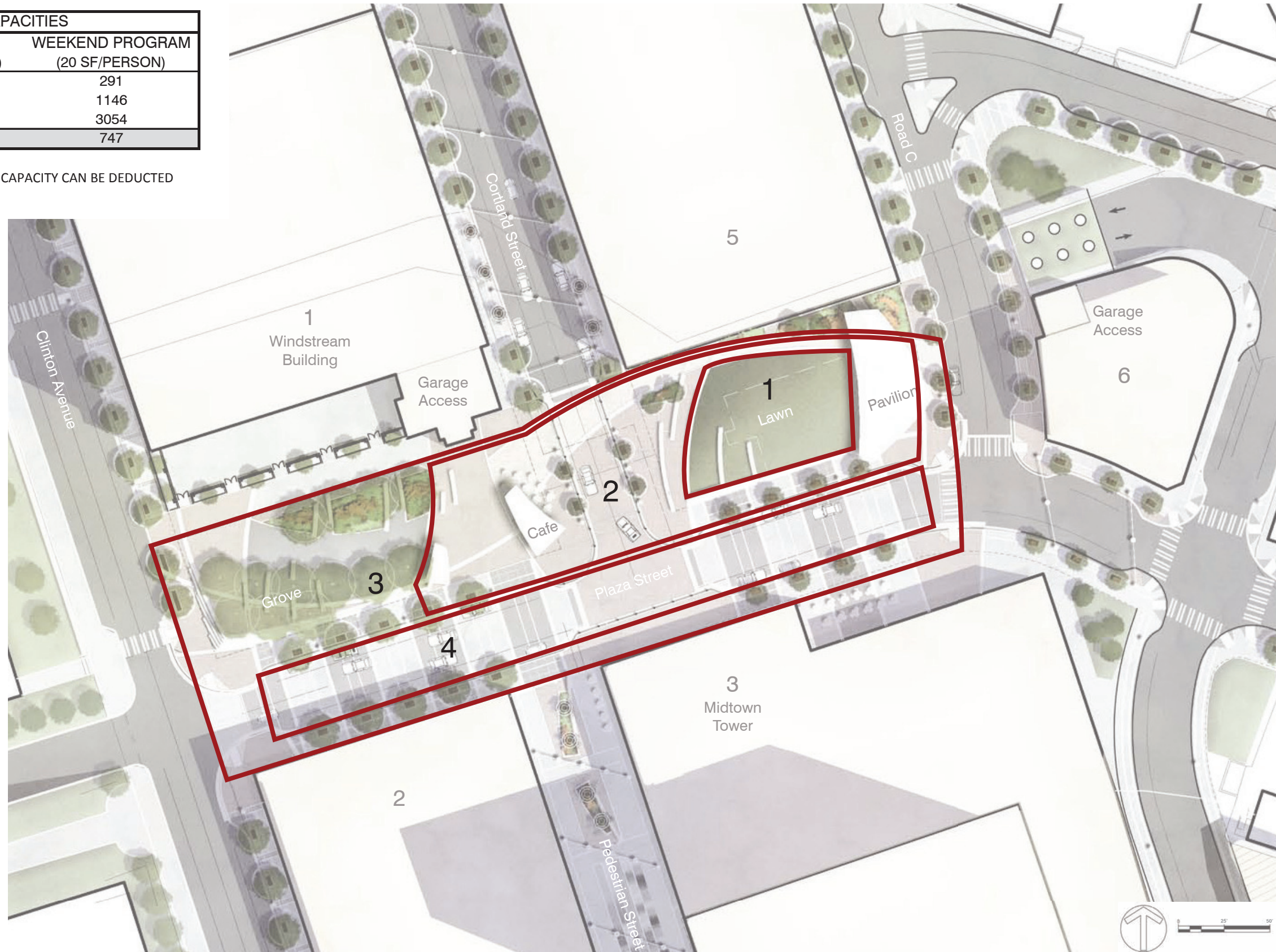




# Event Capacity Diagram

EVENT CROWD CAPACITIES				
CONCERT (9 SF/PERSON)		FESTIVAL (12 SF/PERSON)	WEEKEND PROGRAM (20 SF/PERSON)	
ZONE	1	648	486	291
	2	2547	1910	1146
	3	6787	5090	3054
	*4	1661	1246	747

\*ZONE 4 IS A SUBSET OF ZONE 3. ADDITIONAL CROWD CAPACITY CAN BE DEDUCTED FROM 3 WHEN NOT INCLUDED IN EVENT SPACE.





# Aerial Perspective





# “Grove”





# “Grove” - Character Images



Central Wharf Plaza, Boston, MA

