

Joseph Avenue ArtWalk Master Plan

Scope of Work

A. Objective

The project will create a pragmatic plan to redesign the Joseph Avenue corridor between Clifford Avenue and Norton Street. Building on current and proposed arts initiatives along the avenue, the plan will combine placemaking techniques and transportation enhancements to improve safety, increase multimodal options, upgrade connectivity, and further establish the corridor as a center of arts activity.

B. Background

Community and arts advocates have made significant efforts in recent years to establish Joseph Avenue as an arts corridor. Longer-term planning and potential transportation improvements will help to build on the community's recent successes and expand the impact of its work. Existing arts initiatives include:

- The Avenue Blackbox Theatre at 780 Joseph Ave., a Black-owned, inclusive, fully accessible, queer space where social justice and art converge to create dynamic stage productions, installations and live art-making events;
- Mindfulness Unraveling Sacred Expression (MUSE) on the Avenue, a partnership of Blackbox Theatre, ArtWalk, Joseph Avenue neighbors, and the City of Rochester to create an outdoor space for art installations, play, performances, and other arts, wellness and cultural activities; and
- The Joseph Avenue Arts and Culture Alliance, which is organizing arts activities while working to secure funds to renovate the former B'nai Israel Ahavas Achim synagogue at 692 Joseph Ave. as a performing arts center.

The transportation system and public realm on Joseph Avenue, however, were not designed to support these efforts. The corridor has numerous unsignalized intersections that make it unwelcoming or difficult for pedestrians to cross safely. Preliminary analysis performed for the City's *Active Transportation Master Plan* (ATP) identified several high-stress pedestrian crossings on this segment of Joseph Avenue (rated 3 out of 4, with 4 the most stressful rating). The corridor also has a significant number of vacant lots that contribute to an unwelcoming environment for pedestrians. The avenue lacks on- or off-street bicycle infrastructure, and all of Joseph Avenue was identified as high-stress for bicyclists (4 out of 4) in the ATP analysis.

The portion of Joseph Avenue proposed for the ArtWalk Master Plan is within the 14621 zip code, which has about 33,800 residents. More than one in three families in this zip code have incomes below the federal poverty line. The population is 43% Black, 37% white, 13% other races, and 7% two or more races, according to American Community Survey estimates. About 39% of the population is of Hispanic or Latino ethnicity.

C. Tasks

- Establish a Project Advisory Committee consisting of key stakeholders, including representatives of:
 - City of Rochester Department of Environmental Services (DES) Street Design, Landscape Architecture, and Transportation Planning;
 - City of Rochester Office of Planning;
 - Joseph Avenue arts organizations such as Avenue Blackbox Theatre;
 - Other members of the Rochester arts community;
 - Joseph Avenue neighborhood residents and/or business owners;
 - Genesee Transportation Council;
 - Monroe County Department of Transportation;
 - Regional Transit Service, as a major bus route serves this corridor;
 - Reconnect Rochester; and
 - Disability advocates.
- Engage a consultant with a strong background in both multimodal transportation and arts-focused placemaking. Develop a scope for the consultant's work.
- Hold a kickoff meeting with the City / consultant team to create a project milestone schedule and mutual expectations for the project, including regular progress check-ins and timelines for reviewing submissions. Hold a separate kickoff meeting with the Project Advisory Committee.
- Establish a public participation plan for the project to engage arts stakeholders and residents in developing a vision for the ArtWalk. Methods may include but are not limited to public meetings or workshops, stakeholder meetings, targeted interviews, and a potential community survey.
- Identify precedents that can guide this project and be shared as examples of ArtWalk concepts for public consideration and feedback.
- Analyze existing conditions along the corridor to document its current state. This will potentially include but not be limited to multi-modal traffic counts at key locations; crash analysis of all road users; assessments of pedestrian and cyclist levels of service; a parking inventory; documentation of existing traffic signals, pavement markings, and signs; and documentation of existing land uses and arts initiatives.
- Ensure recommendations align with relevant City plans, programs, and initiatives, including but not limited to the ATP and the Tree Expansion and Beautification Initiative.
- Develop a draft plan recommending transportation improvements, placemaking elements, and implementation strategies. Share with the advisory committee and

broader community for feedback.

- Refine draft concepts into a final Master Plan.

D. Products

- Public Participation Plan
- Presentation Slide Deck(s) and/or Presentation Boards
- ArtWalk Precedents
- Existing Conditions Analysis
- Draft Joseph Avenue ArtWalk Master Plan
- Final Joseph Avenue ArtWalk Master Plan
- Executive Summary of Master Plan

Most project materials will be produced in digital format. The City can provide hard copies upon request.

E. Public Participation Plan

While a final Public Participation Plan is subject to an agreement with the selected consultant, it should include at minimum:

- A dedicated project webpage on the City's website, including a project summary, an events calendar, links to all project materials, and contact information for the City's project manager;
- An early stakeholder meeting with artists and Joseph Avenue arts organizations to gather information and develop a mutual understanding of how this project will align with existing and planned arts initiatives along the corridor;
- A public workshop to share initial concepts and to begin developing a vision for the ArtWalk;
- Targeted interviews with key stakeholders and a potential community survey to continue gathering ideas for placemaking and safety improvements; and
- A public meeting to share a draft plan prior to finalizing the document.

E. Schedule

Task	Month
Scope Approval	May 2023
Consultant Selection	August 2023
Project Initiation Meeting	September 2023
Public Workshop	November 2023
Existing Conditions Completed	January 2024
Needs Assessment Completed	March 2024
Draft Plan Completed	May 2024
Public Meeting	June 2024
Final Report Completed	July 2024
Financial Closeout	August 2024

F. Project Budget

Sources of Funds		Uses of Funds	
	<u>FY 2023-24</u>		<u>FY 2023-24</u>
<u>Federal Funds</u>		<u>GTC</u>	
FHWA	\$65,000	Staff	\$0
FTA	0	Contractual	0
Subtotal	<u>\$65,000</u>	Subtotal	<u>\$0</u>
<u>Matching Funds</u>		<u>Other Agency</u>	
State (In-kind)	\$0	Staff	\$0
Local (In-kind)	\$10,000	Contractual	\$80,000
Local (Cash)	<u>\$15,000</u>	In-kind Exp.	<u>\$10,000</u>
Subtotal	<u>\$25,000</u>	Subtotal	<u>\$90,000</u>
<u>Total</u>	<u><u>\$90,000</u></u>	<u>Total</u>	<u><u>\$90,000</u></u>