

**MEMORANDUM**

**TO:** GTC Planning Committee Members & Alternates  
**FROM:** James Stack, Executive Director JS  
**DATE:** July 2, 2025  
**SUBJECT:** Accepting a report as evidence of completion of a UPWP Task / Proposed Council Resolution 25-22

The following item is provided for your consideration:

- 1. Proposed Resolution 25-22** (Accepting the *Joseph Avenue ArtWalk Master Plan* as evidence of completion of UPWP Task 6533) and the **Executive Summary** of the project.

The City of Rochester has completed UPWP Task 6533, *Joseph Avenue ArtWalk Master Plan*, and will discuss it at the July 10, 2025 Planning Committee meeting.

***Recommended Action:***

*Recommend action by the GTC Board on proposed Council Resolution 25-22.*

## GENESEE TRANSPORTATION COUNCIL

### RESOLUTION

#### **Resolution 25-22    Accepting the *Joseph Avenue ArtWalk Master Plan* as evidence of completion of UPWP Task 6533**

#### **WHEREAS,**

1. The *FY 2025-2026 Unified Planning Work Program* includes Task 6533, Joseph Avenue ArtWalk Master Plan, for the purpose of developing a plan to redesign the Joseph Avenue corridor between Clifford Avenue and Norton Street in the City of Rochester;
2. Said Task developed an inventory and analysis of existing conditions including socio-economic characteristics, land use patterns and zoning, transportation infrastructure and connectivity, roadway operation and safety, public transit, and amenities for pedestrians and cyclists; conducted a needs and opportunities assessment for transportation and safety improvements, public realm and placemaking, and arts and cultural activity in the project area; identified recommendations including multimodal infrastructure improvements, streetscape design and public realm enhancements, and vacant lot activation; developed an implementation matrix including phasing and potential funding sources; and undertook an extensive public engagement process including meetings, interviews, and surveys to solicit and integrate community input on the recommendations.
3. Said Task has been completed and has resulted in the *Joseph Avenue ArtWalk Master Plan*, which provides a strategy for improving transportation infrastructure in the Joseph Avenue corridor; and
4. Said Plan has been reviewed by GTC staff and member agencies through the GTC committee process and has been found to be consistent with the goals, objectives, and recommendations of the Long Range Transportation Plan.

#### **NOW, THEREFORE, BE IT RESOLVED**

1. That the Genesee Transportation Council hereby accepts the *Joseph Avenue ArtWalk Master Plan* as evidence of completion of UPWP Task 6533; and
2. That this resolution takes effect immediately.

#### **CERTIFICATION**

The undersigned duly qualified Secretary of the Genesee Transportation Council certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the Genesee Transportation Council held on August 28, 2025.

Date \_\_\_\_\_

\_\_\_\_\_  
CHRISTOPHER T. REEVE, Secretary  
Genesee Transportation Council



# JOSEPH AVENUE ARTWALK MASTER PLAN

DRAFT:  
JUNE 2025



# ACKNOWLEDGMENTS

## ADVISORY COMMITTEE

Luis Burgos, Retired, City of Rochester  
Nera Crumpler, Resident  
Sherman Dickerson, Joseph Avenue Business Alliance  
Cody Donahue, Reconnect Rochester  
Shawn Dunwoody, local artist and activist  
Reenah Golden, The Avenue Blackbox Theatre  
Phoenix Howell, Engineer, Street Design, City of Rochester  
Brent Irving, Senior Planner, City of Rochester  
Dan Kenyon, Transportation Planner, Regional Transit Service  
Scott Leathersich, Planner, Monroe County Department of Transportation  
Sarah Lehman, Lincoln Branch Library  
Yixuan Lin, Planner, Monroe County Planning and Development  
Panditta Lumly, Resident  
Marlen Quintero, Northeast Neighborhood Service Center  
David Pacific, Joseph Avenue Arts & Culture Alliance  
Darin Ramsay, Transportation Specialist, City of Rochester  
Ellen Micoli Soffa, Landscape Architect, City of Rochester  
Tonya Noel Stevens, Flower City Noire Collective  
Chris Tortora, Genesee Transportation Council  
Kristen Walker, Flower City Noire Collective  
Aaron Weiner, GIS Technician, City of Rochester

## PROJECT MANAGER

David Riley, Principal Transportation Specialist

## PROJECT FUNDING

Financial assistance for the preparation of this report was provided by the Federal Highway Administration and/or Federal Transit Administration through the Genesee Transportation Council. The project sponsor is solely responsible for its content and the views and opinions expressed herein do not necessarily reflect the official views or policy of the U.S. Department of Transportation.

## GTC'S COMMITMENT TO THE PUBLIC

The Genesee Transportation Council assures that no person shall, on the grounds of race, color, national origin, disability, age, gender, or income status, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity. GTC further assures every effort will be made to ensure nondiscrimination in all of its programs and activities, whether those programs and activities are federally funded or not.

El Consejo Genesee de Transporte asegura que ninguna persona, por motivos de raza, color, nacionalidad, discapacidad, edad, sexo o situación económica, será excluida de participar en ningún programa o actividad, ni se le negarán los beneficios de los mismos, ni será objeto de discriminación de ningún tipo. El GTC, (por sus siglas en inglés) asegura además que se hará todo lo posible para asegurar la no discriminación en todas las actividades de sus programas, ya sea que esos programas y actividades estén financiados por el gobierno federal o no.

## REPORT PREPARATION



Engineering  
& Design



This report was prepared by Colliers Engineering & Design with assistance from Steele Landscape Architecture.

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# EXECUTIVE SUMMARY

# PROJECT PURPOSE AND GOALS

The City of Rochester, with funding provided by the Genesee Transportation Council (GTC), commissioned the Joseph Avenue ArtWalk (JAA) Master Plan. The targeted corridor begins at Norton Street and extends south to Clifford Avenue.

Community members and arts advocates have invested significant time and resources in recent years to establish Joseph Avenue as a recognized arts corridor. However, the existing transportation infrastructure and public spaces along Joseph Avenue were not originally designed to support or complement these creative initiatives. The current configuration presents challenges for all users, including but not limited to pedestrians, cyclists and public transit users, while also limiting opportunities for community gatherings and artistic expression.

This project offers a comprehensive 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 integrates innovative placemaking techniques with strategic transportation enhancements to achieve multiple community benefits: improved safety conditions, expanded multimodal transportation options, enhanced connectivity throughout the area, and further development of the corridor as a vibrant center for arts and cultural activity. This plan contains the following elements:

- Existing Conditions Analysis;
- Corridor Needs and Opportunities Assessment;
- Corridor Recommendations; and
- Implementation Strategy.





# PUBLIC PARTICIPATION

*The planning team engaged the community through various outreach methods during the JAA corridor planning process to gather input on multi-modal transportation and placemaking priorities for the area.*

The project team used multiple public participation methods throughout the JAA corridor planning process, including a Project Advisory Committee (PAC) with local arts organizations, businesses, residents, and agency staff, stakeholder interviews with seven key community representatives, and three public workshops that gathered input on community needs, design alternatives, and final recommendations. This comprehensive outreach helped identify community priorities for multi-modal transportation, placemaking opportunities, and establishing the corridor as an arts and cultural destination.

Community feedback centered on revitalization without gentrification, with safety as the top priority—both traffic safety at key intersections and crime prevention through reclaiming spaces for positive activities. Other priorities included corridor beautification through streetscape improvements, transforming vacant lots into community gathering spaces, integrating arts through public installations and artistic infrastructure, and supporting economic development by increasing foot traffic and improving retail visibility.



Public Workshop #1: October 8, 2024



Public Workshop #2: February 5, 2025

# KEY FINDINGS AND OPPORTUNITIES

*The JAA Master Plan includes an existing conditions analysis of socio-economic and physical characteristics of the JAA Corridor. This analysis identified key opportunities and needs for public realm improvements and multimodal expansion. These are summarized below.*

- There are ample opportunities for placemaking strategies, vacant lot activation, and transportation safety improvements.
- Existing neighborhood-based plans for the JAA corridor highlight the need for infill development. This should include affordable housing and strategic commercial infill to provide long-term stability and vital services for the community. These investments will support the vision for a healthy and thriving arts corridor, but will take time to advance.
- 23 vacant properties, or five (5) acres along the corridor offer opportunities for eventual infill, and in the interim, pop-up programming and temporary uses.
- Recommendations for temporary uses include community gardens, temporary installations (art/culture), play spaces, and community services.
- There is a strong opportunity to establish a consistent streetscape with uniform lighting, materials, and a healthier tree canopy.
- Public art opportunities include gateways, cultural beacons, art as infrastructure, and temporary installations. These opportunities can build off of the three (3) key anchor institutions: Eugenio Maria de Hostos Charter School (north), The Avenue Blackbox Theatre (center), and Joseph Avenue Arts and Culture Alliance (south), as well as community partners such as the Lincoln Branch Library and Upper Family Worship room.

Existing Conditions in the JAA Corridor.





# KEY FINDINGS AND OPPORTUNITIES

- The preferred design for the corridor includes a buffered bike lane on the west side; further opportunities for bike facilities should be considered during engineering design. Key intersections identified for improvements are Clifford, Norton, Avenue D, Wilkins, and Zimbrich. Additionally, safety enhancements in school zones are recommended, such as raised crosswalks and other traffic calming measures.
- Building a more resilient neighborhood economy and sustainable stewardship of any new art installations or programs will require long-term collaboration among local businesses, residents, neighborhood-based organizations and the City.

## **Proposed Vacant Lot Improvements: Perspective A - Joseph + Wilkins Street**

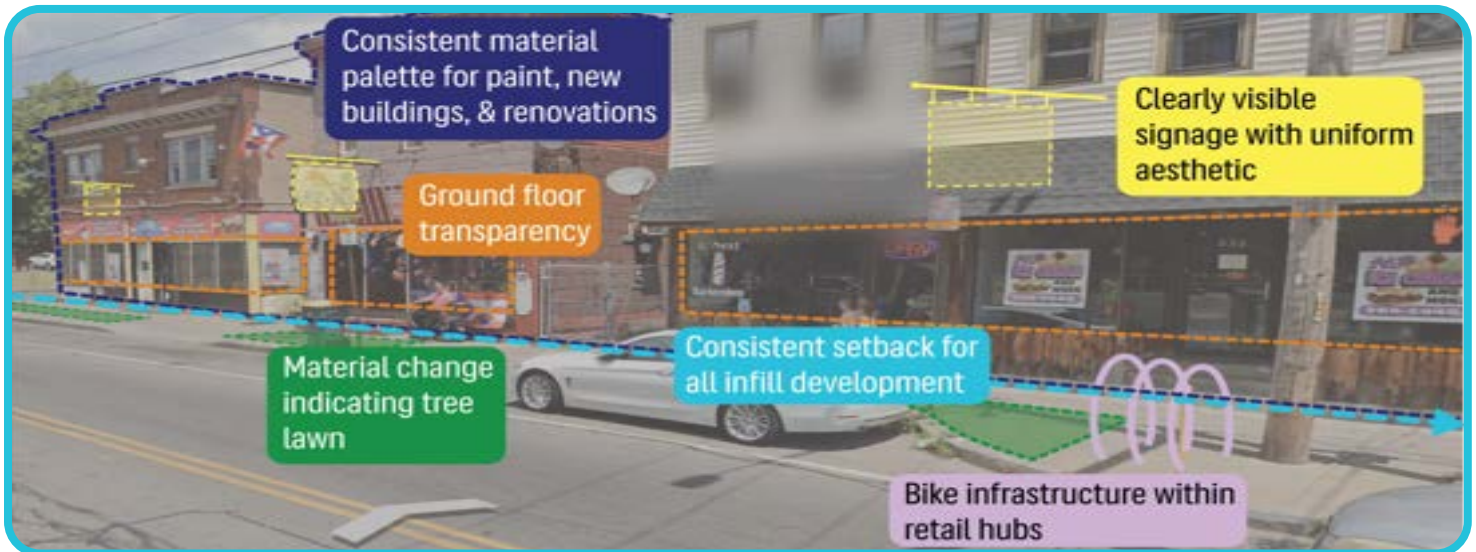
A concept for modified shipping containers that could offer temporary retail spaces, pop-up municipal services, or community program space.





# TRANSPORTATION RECOMMENDATIONS

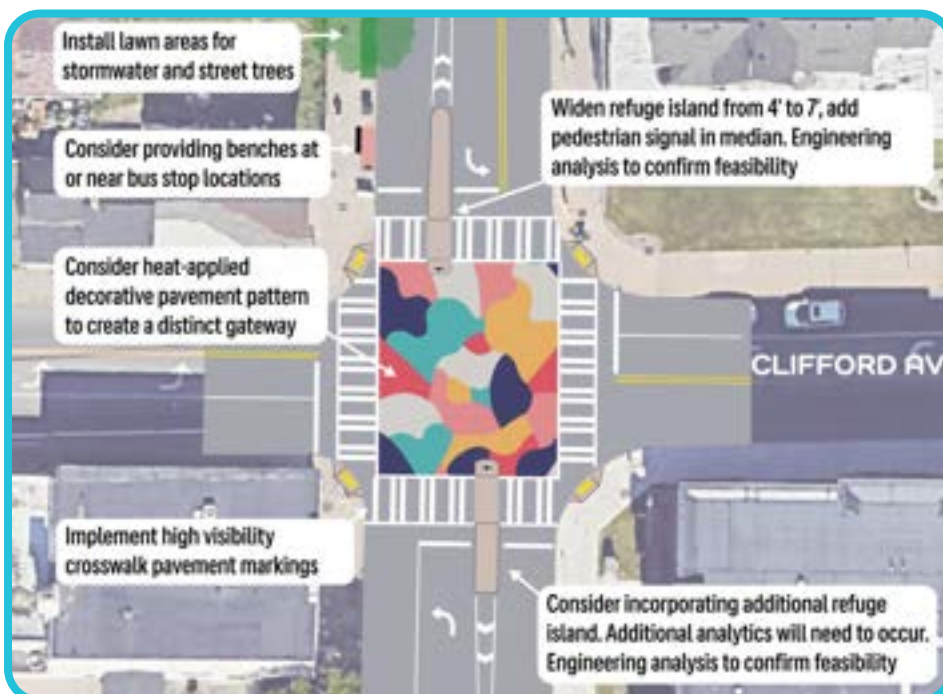
## RECOMMENDATIONS FOR ESTABLISHING A CONSISTENT STREETSCAPE



Commercial.



Residential.



Preferred Design Concept: Refuge island expansion, heat-applied decorative pavement markings.

# IMPLEMENTATION MATRIX

An implementation strategy for proposed improvements was created as guidance for the City of Rochester as well as its partners. This implementation strategy includes phasing information, funding sources, and other important details for recommended improvements and future investments. Immediate term priorities for the City to consider are listed below. Immediate-term actions were prioritized based on their potential to improve safety and address pressing transportation needs. Several improvements were also classified as immediate because of their potential to be integrated into near-term transportation projects that the City of Rochester is actively pursuing.

Mid- to long-term projects were identified as initiatives that can be implemented incrementally over time, independent of future transportation projects. These efforts are primarily focused on supporting the long-term vision of establishing Joseph Avenue as a recognized arts and cultural destination. All recommendations are planning concepts and require analysis during engineering design to confirm feasibility. A glossary of abbreviations is provided at the end of the report.

Timeline	Project No.	Location on Joseph Ave	Improvement	Funding Source	Responsible Party	Notes
IMMEDIATE TERM	Multi-Modal					
	1	Corridor-Wide	Buffered Bike Lane (west side) and Shared-Use Lane (east side)***	Local Funding, HSIP, TAP/CMAQ, STBG, New York Main Street, ESD (Smart Growth Community Fund), TA	City of Rochester	Assume 3' buffer with 5' wide bike lane, restriping of center stripes and east shoulder, and bump-out alignments/modifications. Consider flexible posts in buffer. Assess 10' travel lanes and 5' bike lanes as alternative option.
	2		Baseline Streetscape Enhancements	Local Funding, TAP/CMAQ, CDBG, NEA Our Town Grants, STBG, TA, NYSCA, Complete Streets, NYSDEC Urban Forestry Grants, CSC, EPF, GIGP, RAISE*, SS4A*	City of Rochester, RTS	Inclusive of bicycle storage facilities, street furniture, trash receptacles, pedestrian-scale lighting, a continuous tree lawn with street trees, and benches at high volume bus stops
	Key Intersections					
	3A	Joseph and Norton	Bump-outs with Bike Lane (west side only), Repaint Crosswalks***	Local Funding, HSIP, TAP/CMAQ, TA, CDBG, New York Main Street	City of Rochester	Bumpout to be installed on the east side
	3B		Raised Table Intersection	Local Funding, TAP/CMAQ, HSIP, STBG, BUILD	City of Rochester	Localized traffic calming; pending final City policy on tabled intersections
	4A	Joseph and Clifford	Expand Refuge Island, Install Pedestrian Signal Button, and Repaint Crosswalks***	Local Funding, HSIP, TAP/CMAQ, BUILD, STP, STBG, AARP, TA	City of Rochester	Modification to existing refuge island, consider new refuge island on south side of intersection
	4B		Bump-outs and repainting crosswalk	Local Funding, Private Funding, TAP/CMAQ, CDBG, NEA Our Town Grants, NYSCA, SS4A*, RAISE*	City of Rochester	This option requires the removal of the refuge island and would only be appropriate if the refuge island could not be increased in width and was deemed unsafe
	4C		Raised Table Intersection	Local Funding, TAP/CMAQ, HSIP, STBG, BUILD	City of Rochester	Localized traffic calming; pending final City policy on tabled intersections

# IMPLEMENTATION MATRIX

TIMELINE	PROJECT NO.	LOCATION ON JOSEPH AVE	IMPROVEMENT	FUNDING SOURCE	RESPONSIBLE PARTY	NOTES
IMMEDIATE TERM	5A	Joseph and Wilkins	Raised table intersection***	Local Funding, HSIP, TAP/CMAQ, BUILD, STP, AARP, STBG, TA, SSFA*	City of Rochester	Localized traffic calming; pending final City policy on tabled intersections
	5B		Re-Paint Existing Crosswalk and Curb Ramp Replacement**	Local Funding, HSIP, TAP/CMAQ, BUILD, STP, AARP, STBG, TA, SSFA*	City of Rochester	Repaint existing southern crosswalk, remove existing north crosswalk, curb ramp reconstruction to the north to match recently replaced curb ramps on southern corners
	6	Joseph and Avenue D	Bump-outs, Re-touching Crosswalks after Construction, New Curb Ramps, and New APS Pedestrian Signal***	Local Funding, HSIP, TAP/CMAQ, BUILD, STP, SSFA*, RAISE*	City of Rochester	Establishment of community center, traffic calming in highest pedestrian crash volume intersection within study area
	SCHOOL ZONE					
	7A	Adjacent to EMHCS Middle and High School Entrance	Raised Crosswalk***	Local Funding, HSIP, TAP/CMAQ, BUILD, STP, AARP, STBG, TA, SS4A*, SRTS*	City of Rochester	Local traffic calming at school entrance and establishment of north school zone area, raised crosswalk is approximately 500' south of the nearest crossing location on Norton Street
	7B		Crosswalk across Joseph Ave**	Local Funding, HSIP, TAP/CMAQ, BUILD, STP, AARP, STBG, TA, SS4A*, SRTS*	City of Rochester	Inclusive of bump-outs, ADA curb ramps, pavement symbols, high visibility crosswalk markings, and one RRFB to the north
	8A	Zimbrich	Raised Table Intersection and High Visibility Crosswalks***	Local Funding, HSIP, TAP/CMAQ, BUILD, STBG, TA, SS4A*, SRTS*	City of Rochester	Localized traffic calming at school entrance and establishment of south school zone area, subject to final City policy on raised crossings
	8B		Enhance existing crossing*	Local Funding, HSIP, TAP/CMAQ, BUILD, STP, AARP, STBG, TA, SS4A*, SRTS*	City of Rochester	Inclusive of bump-outs, ADA curb ramps, pavement symbols, high visibility crosswalk markings, and one RRFB to the south



# IMPLEMENTATION MATRIX

TIMELINE	PROJECT NO.	LOCATION ON JOSEPH AVE	IMPROVEMENT	FUNDING SOURCE	RESPONSIBLE PARTY	NOTES
MID TO LONG TERM	MULTI-MODAL					
	9	Corridor-Wide	On-Going Streetscape and Street Furniture Improvements	Local Funding, TAP/CMAQ, CDBG, NEA Our Town Grants, STBG, TA, NYSCA, Complete Streets, RAISE*, SS4A*	City of Rochester	For any improvements not implemented in the immediate term, continue to install additional street furniture and artistic elements to support the ArtWalk theme
	KEY INTERSECTIONS					
	10	Norton	Decorative Pavement Markings for Intersection	Local Funding, Restore NY, CDBG, NYSCA, NEA Our Town Grants, NYFA, REDC, NY Main Street	City of Rochester, Community Partners	Decorative pavement to be installed to match gateway at Clifford. Pavers are scheduled to be removed during the reconstruction of Seneca Avenue, starting at Seneca Avenue and Norton Street. Decorative pavement to be designed with community input, opportunity to engage local artists
	11	Clifford	Decorative Pavement Markings for Intersection	Local Funding, Restore NY, CDBG, NYSCA, NEA Our Town Grants, NYFA, REDC, NY Main Street	City of Rochester, Community Partners	Decorative pavement markings to be designed with community input, opportunity to engage local artists
	ArtWalk					
	12	Clifford & Norton	Gateway Art Installations	Local Funding, Restore NY, CDBG, NYSCA, NEA Our Town Grants, NYFA, REDC, NY Main Street	City of Rochester, Community Partners	Designed/selected with community input, opportunity to engage local artist
	VACANT LOT PROGRAMMING					
	13	Wilkins	Community Services	Local Funding, Restore NY, CDBG, New York Main Street, EPF - Parks	City of Rochester, Community Partners	Modified shipping containers to house flexible program including co-work stations, pop-up retail, and community services, pocket park includes gathering space, public art, tree planting within lot and to shade pavement in ROW
	14	Weyl	Recreational Services	Local Funding, Restore NY, CDBG, New York Main Street, EPF - Parks, CSC	City of Rochester, EMHCS, Community Partners	Recreational programming for all ages, such as a bike safety course, environmental education, and nature play, potential partnership with EMHCS Charter School

## Notes:

\* = Program funding status unknown under the current federal administration.

\*\* = Baseline Alternative

\*\*\* = Preferred Concept

- All new crosswalks must comply with the Monroe County Department of Transportation (MCDOT) Traffic Studies Procedure Manual requirements.
- A Traffic Study will be needed for any recommendations that involve removing turning lanes at intersections or reducing lane widths.
- A parking study will be needed to confirm the feasibility of parking changes and Traffic Control Board approval will be required for changes to parking regulations.
- The public has expressed the need for more bus shelters, in addition to seating at transit stops. The City is working with RTS to install shelters at high-ridership locations. Transit stops with the highest ridership within the study area include the southbound stops at Clifford Zimbrich.