



CORN HILL COMMUNITY VISION PLAN AUGUST 2012

CORN HILL NEIGHBORHOOD

Community Vision Plan

August 2012

Rochester, New York



Produced by the Rochester Regional Community Design Center

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ACKNOWLEDGEMENTS

Welcome to the Corn Hill Vision Plan. As you peer inside the pages of this book, we hope you will sense the spirit and dedication of those who came before us as well as the individuals today who take great pride to foster the stewardship of a community that embraces diversity, commerce and the arts. This plan is the result of a long and arduous community-wide effort that began in 2010 to protect the history, culture and architecture of our stately and beloved neighborhood nestled along the Genesee River. This living document conveys valuable ideas, concepts and standards that will assist current and future planners as new opportunities arise from urban growth and neighborhood renewal.

There are many individuals who donated their time and talent to this project. The preparation for drafting this acknowledgement gave us pause to reflect on and appreciate the efforts of our neighborhood forefathers, the first residents of Corn Hill. Living in this charming neighborhood gives each one of us an opportunity to continue its legacy and we have great faith that our hopes and dreams for Corn Hill will be fulfilled through our accomplishments and by the future generations of our great city and neighborhood.

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EXECUTIVE SUMMARY

A community-based “Vision Plan” for the Corn Hill neighborhood was prepared by the RRCDC in collaboration with the Corn Hill Neighborhood Charrette Steering Committee. The following pages reflect the goals and ideas of community members for revitalization and enhancement of their neighborhood, the commercial district and the underdeveloped and underutilized areas surrounding the district, including the riverfront.

The primary recommendations in the plan are based on the following community driven Guiding Principles:

- Make Corn Hill more attractive to visitors, residents, and business owners;
- Foster standards for property development, improvement and maintenance;
- Expand greenspace and art elements throughout the neighborhood;
- Enhance the pedestrian experience;
- Celebrate diversity and nurture an inclusive sense of community;
- Economy serving community; community supporting economy;
- Unlock neighborhood connections;
- Protect, improve and utilize the river;
- Preserve and promote our natural and historic treasures.

This Vision Plan incorporates ideas suggested by community members via community dialogue and the September 24, 2011 Corn Hill Neighborhood Community Design Charrette. There is strong community support for



the enhancement of the public realm and the creation of a well-connected, pedestrian-friendly community. The community review contained six focus groups:

1. Perimeter/Gateways/Corridors
2. Historic Area North
3. Historic Area South
4. River Corridor
5. Upper Triangle (commercial and residential area of the northeast), and
6. The Edge (structures on the perimeter)

Each focus area developed unique and detailed vision plans. These include, but are not limited to:

- Enhancing gateways (signage, art, landscaping) as an invitation to the neighborhood;
- Enhancing infrastructure (bump-outs, narrowing some streets, consistent lighting);
- Enhancing and expanding green space (upgrading existing areas, adding a dog park and/or a memory garden);
- Increasing public art, including functional, i.e. benches, bus stops and decorative art in parks, walkways and riverwalk;
- Developing the Riverwalk (pathways, lighting, art, entertainment and recreational opportunities);
- Enhancing commercial development (repurpose apartments, boutique overlay, diversity in services);
- Improving the quality and functionality of the corridors (bump-outs, narrowing some streets, adding a roundabout and pedestrian signals);
- Calming traffic – again, narrowing some streets, adding pedestrian signals, marked crosswalks and stop signs;
- Greening the streets (increasing tree lawns, adding trees, shrubs and foliage as barriers);
- Maintaining property (setting community standards, educating for responsible ownership);
- Providing creative solutions for parking (shielding for parking lots, shared parking, use of civic parking for nights).

INTRODUCTION

On Saturday, September 24, 2011, the Corn Hill neighborhood hosted the Corn Hill Community Design Charrette to engage stakeholders and gather ideas that might serve as a basis for the creation of this Community Based Vision Plan. The event attracted over 75 residents and stakeholders, and over 30 local design professionals who served as facilitators. The charrette material, provided on the following pages, was analyzed, synthesized, and incorporated into a final Vision Plan document produced by the RRCDC with direction from the Corn Hill Steering Committee during the post-charrette process.

The neighborhood, which is bounded by I-490 in the north and Ford St. in the west, extending to the Genesee River, contains many historical and contemporary assets upon which it will build. It also faces challenges the residents desire to remedy.

This report chronicles the processes before and after the charrette and provides a record of the community ideas gathered during the process. The Corn Hill Steering Committee, with assistance from the RRCDC, used these ideas to create the vision for future development in the neighborhood. Each section of the report explores a different aspect of the community or the process involved in creating and implementing this vision.

This report is intended as a resource for members of the neighborhood association as well as residents, business-owners, and other individuals and organizations intending to develop or improve properties in the neighborhood. The vision planning process produces a document stating the intentions of a neighborhood's residents for future development. If there is no recorded plan or vision, the neighborhood is vulnerable to having other outside parties set directions that may not align with the best interests of the existing residents.



HISTORY

The Great Lakes system, including Lake Ontario and the Genesee River, led to the development of Rochester. Historically, there were great tribal battles fought over this land, and the tribes' warpaths became today's Troup, Spring and Plymouth roadways. During those early years, the area that would become Corn Hill was considered too dense and dangerous to settle, for it was known for the wild animals and rattlesnakes.

Following the American Revolution, a 100 acre lot within the Mill Yard Tract at the Upper Falls of the Genesee, was deeded from the Phelps and Gorham Treaty area to Ebenezer "Indian" Allen on the condition that he build a grist mill. His mill was not successful and he sold it in 1792. The land changed hands several times until 1803 when a Maryland group, led by Colonel Nathaniel Rochester and his partners Carroll and Fitzhugh, bought the mill and the land. This land became Rochesterville.

At about the same time, Austin A. Steward, like many runaway and freed slaves, followed the North Star to the area of the Rochesterville's Third Ward. He started the first African American church and helped develop a viable African American community in the area of Clarissa Street. The North Star would later become the name of an abolitionist paper by Frederick Douglass, published for a short time there in the Third Ward.



Riverboat

The "big ditch," or Erie Canal, was constructed in 1817 and opened in 1825. Rochesterville

became Rochester. Its population boomed and it was larger than Buffalo, Cleveland, Detroit or Chicago. Commerce moved along the Genesee, the canal and the Great Lakes. The Erie Canal was enhanced several times and in 1918 became known as the New York State Barge Canal. When steam barges replaced the mule towed boats the towpath was no longer needed, this flat land became railroad yards with coal and oil storage areas, eventually



Canal Industry

known as the brownfields of the Erie Canal. Over the years, major river floods occasionally occurred until the development of a

breakwall system for the river bank, followed by the construction of Mt. Morris Dam south of the city.

Homes were built near commerce and government and what was to be the Third Ward changed from dense forest to dense population. The largest and the mostly single family homes were in the north part of the area. Livingston Park, named for the first home built in 1820, was originally a private parkway with gates that closed at night and on Saturdays. The homes were close together with a service road behind for deliveries. The Park was completed by 1837 and this area remained the center of Rochester's social life for nearly 75 years. Today only the Harvey Ely home, a Greek Revival, is still standing and houses the Irondequoit chapter of the Daughters of the American Revolution.

By 1888, with the invention of lawn mowing equipment and the arrival of many immigrant laborers, many Third Ward homeowners began a migration to East and Lake Avenues for larger homes with larger yards and gardens. The Ward's mansions fell on hard times.



William Kimball Mansion

From the Albert R. Stone Negative Collection, Rochester Museum & Science Center, Rochester, N.Y.

prominent gardener. The home was sold in 1924, eventually torn down and the land used for a housing development sponsored by Rochester Housing Authority.

While the houses on the neighboring street were not as grand, they were very large single-family homes of various architectural styles: Federal (345 Clarissa St), Gothic Revival (149 S. Fitzhugh), Italianate (207 S. Plymouth), Simple Italianate (48 Atkinson), Second Empire (199 S. Plymouth), Eastlake (129 Troup), Queen Anne (110 Adams). Many were later taken over for student needs as dorms and fraternity houses for the Mechanics Institute, later the Rochester Institute of Technology.

The proposed building of the 1490 was a major cause of the move of RIT for its Henrietta campus and the neighborhood was tarnished by a major 1964 riot and suburban flight. The Third Ward was left with 70% absentee ownership and houses in great need of repair.

Around this time, a major urban renewal was planned by the City of Rochester, which would have leveled much of the Third Ward to make way for more low-income housing. This plan was thwarted by the Landmark Society of Western New York's heroic effort to catalogue many of the homes for historical value and to seek national recognition for the Historic Third Ward. Some houses worth saving were even moved here, such as four homes relocated to Adams Street. Fortunately, urban pioneers of the 1960s and 70s set-

The William Kimball mansion, known as "Kimball's Castle" was the home of a large tobacco factory owner and his wife, a prominent

tled in to reclaim the much of the northern area, with the help of low interest urban renewal loans. Through the collective efforts of these pioneers, properties were renovated and neighborly cooperation began.

One of the greatest losses of the demolition was the culture of Clarissa Street. There, African American families had lived for generations and everyone knew everyone. Shops and businesses had been there since the early 1800s. It was a self-contained community with many great artists and early jazz musicians shaping the neighborhood's rich culture. Sadly, eventually most of the Clarissa Street houses and shops were demolished.

In 1970, this area of the Third Ward became known as Corn Hill. In 1974 a portion of the Corn Hill neighborhood became designated a Historic Preservation District and in 1977 a smaller portion was recognized as a Rochester Preservation District.

Unlike northern Corn Hill, homes in the southern section were mostly single family homes or apartments



Plymouth Park

of modest size. Originally settled by Scottish immigrants, hence Grieg, Edinburgh and Glasgow Streets, the core of this area was Caledonia Park, later Plymouth Park and today Lunsford Park. Forty-five acres of the southern part of Corn Hill would make way for Cornhill Commons, with its 159 single family homes, townhomes and garden apartments and Riverferry Way, with 152 apartment units, all creating a diverse collection of homes and homeowners.

TODAY

Since the 1970s, Corn Hill has seen a great deal of restoration, driven primarily by the passion and dedication of the residents.

The demolition of deteriorated homes opened certain areas, and Mark IV Enterprises built townhomes and garden apartments to complement the historic homes. A services mall was created at the north end of Exchange Blvd. There, over time, a family style restaurant, drug store, small grocery, cleaners, etc. have come and gone. Currently, the mall is home to a printing company, a chiropractor, a day spa, a small market, a franchise restaurant and a fine dining restaurant, as well as professional (dental, law, etc.) offices. There was a time of adjustment between the historic and the new build, but both areas have come to see that the diversity is good for the community and real estate values.

While the Genesee River/Erie Canal is no longer a driving force for the area's economy, it remains an untapped scenic, commercial, historic and recreational asset.

The development of Corn Hill Landing in 2007 was a large scale effort to draw more commercial interest to the neighborhood. It is a mixed-use complex at the river's edge that features rental apartments and storefronts. Retail businesses such as a laundry, fitness center and optical shop have not prospered, but restaurants, a wine bar and a wine/liquor store have been successful. The creation of The Landing also brought more accessibility to the waterfront. A boardwalk leading to a multi-mile Riverwalk has encouraged exercise. The Mary Jemison tour boat offers specialty cruises as well as river/canal tours. The annual Fourth of July fireworks display brings thousands to the Corn Hill riverfront.

The Corn Hill neighborhood's architectural diversity, history and prominence are striking. Many historic

homes have been returned to their intended glory and now serve as private residences, community spaces and protected landmarks. There is some civic space, a few small parks and historic monuments and a renewed desire by the community for improved maintenance, re-landscaping and increased utilization. For the most part, what has developed has done so without an overall plan nor a process. Community pride and initiatives which shaped the neighborhood's progress in the mid-20th century continue.

The Corn Hill Arts Festival, over forty years old, attracts tens of thousands of people to the neighborhood each summer and the holiday house tour is presented to sellout crowds. The Landmark Society continues to present Sunday walks and, when a resident says, "I live in Corn Hill," people know what he/she is talking about.

The objectives of Corn Hill Neighbors Association are "to protect and promote the residential and historical character and beauty of the area; to further the interests of the residents of the area; to promote and encourage a better community and civic spirit and to foster good will and friendship between and among the residents of the area and surrounding areas for the general welfare and good of the community."

While many of the main thoroughfares of Corn Hill (such as Ford and Exchange Streets) have become characterized by speedy traffic, perhaps new ideas for the neighborhood will transform the area into a place where visitors will take the time to slow down and experience all that Corn Hill has to offer.

This Vision Plan aims to provide a cohesive approach to guide development and capitalize on assets while addressing issues and challenges facing the Corn Hill neighborhood.

CHARRETTE COORDINATION + PLANNING



Planning for the Corn Hill Community Charrette began in April 2010 and has been guided by the Corn Hill Steering Committee, composed of representatives from a variety of stakeholder groups working in conjunction with the RRCDC. They began meeting in November 2010, reviewed a time line and planning schedule, established the official charrette boundaries and focus areas and identified potential partners.

The Steering Committee met monthly with the RRCDC to assist in coordinating the charrette. During meetings and walking tours of the area with the RRCDC, much of the discussion and planning focused on the topics to be covered during the charrette. The steering committee defined the charrette focus areas and identified

major design concerns based on an assessment of the existing assets and problem areas. The Steering Committee also helped to plan the structure of and coordinated the logistics of the event itself.

Planning and carrying out the Corn Hill Charrette required many hours of intensive work on the part of the Steering Committee members. The time commitment from individuals was both a major challenge and a necessary ingredient in the charrette process. RRCDC assembled a group of design professionals, the Corn Hill Design Team, who work or reside in the neighborhood, who meet in tandem and inform the design issues in the process.

THE CHARRETTE EVENT

The Corn Hill Neighborhood Community Design Charrette took place on Saturday, September 24, 2011, at Vineyard Church (the former RIT Student Union and gymnasium). The event fostered a discussion between more than 75 neighborhood residents, stakeholders, and over 30 design professionals and facilitators. A great range of people was represented among the participants; ideas and input were gathered from business people, students and new and long-term residents alike.

The event began at 8:30am with coffee and pastries, and several opening speakers. Introductory remarks were made by members of the Corn Hill Neighbors Association, Inc. A video presentation about the history of the Corn Hill neighborhood prepared by Bonny Mayer was then screened. Roger Brown, President of the Rochester Regional Community Design Center (RRCDC), provided a presentation on principles of good design and Joni Monroe, Executive Director, RRCDC, concluded the introduction session with an overview of charrette day procedures.

Attendees then disbursed among twelve different teams to explore six pre-determined focus-area topics. For an intense hour and a half, the teams, comprised of facilitators, local design professionals, and neighborhood stakeholders, walked in the neighborhood areas they were focusing on, taking note of both the positive and negative elements that they observed, and drafting comments and ideas for a vision for improvements and changes.

The teams returned for a working lunch and began drafting both written notes and visual renderings expressing their ideas. To conclude the charrette, everyone gathered in a common space in the gymnasium and each team made a brief presentation to the entire group explaining their ideas. Following the presentations, the RRCDC had the materials produced at the charrette scanned and transcribed the notes from each group. These recommendations are outlined in the following section.



FOCUS AREAS

The Corn Hill Community Charrette focus areas, delineated on the map and described below, were identified by the Steering Committee prior to the event. The areas are divided both by geography and theme, the purpose of which was to encourage a wide range of considerations. The charrette participants broke into groups to discuss the assets and challenges for each of the areas identified. For each focus area there were two different groups, A and B, working separately to create unique ideas for the same area. The recommendations of each group, taken from the Charrette materials, can be found on the following pages.

PERIMETERS, GATEWAYS, CORRIDORS: This focus area encompasses all perimeters and gateways of Corn Hill to other neighborhoods, including: Exchange Blvd.; I-490; Ford Street and the Ford Street Bridge; South Plymouth Avenue.

HISTORIC AREA NORTH: This focus area is bounded by Boys Club Place, South Washington Extension, and Troup Street on the north to Adams Street on the south. It extends from Ford Street on the west to the historic buildings on South Fitzhugh Street and Ralph Avery Mall on the east.

HISTORIC AREA SOUTH: This focus area includes all residential, religious and commercial buildings within Corn Hill, as defined by the map used for this Charrette. The amount of maintenance on these structures over the last 150+ years varies greatly. All have local historic value and are important to the charm and intrigue of the neighborhood. It is in our best interest to preserve these structures so that the neighborhood continues to be a desirable locale for residents, businesses and visitors.

RIVER CORRIDOR: The primary area of focus is the space between Exchange Blvd. and the Genesee River from the Ford Street Bridge to the I-490 Bridge. The focus should not be limited to strictly this area and should include the Ford Street Bridge and the east bank of the Genesee River and Exchange Blvd. itself.

THE UPPER TRIANGLE – COMMERCIAL/ MIXED-USE/ HIGH DENSITY RESIDENTIAL: The geographic borders of this focus area are I-490 across the northern facet, South Plymouth Ave. forms the western facet, and the Genesee River/ Exchange Blvd. create the eastern facet. The Corn Hill Exchange Market and plaza are at the Southern tip of this triangle.

THE EDGE—STRUCTURES ON THE PERIMETER: This focus area encompasses all residential properties of new construction that are located at the outer edge of Corn Hill bordering Exchange Blvd.; I-490; and Ford Street.

CHARRETTE RESULTS



The charrette groups worked on and presented a wide range of ideas for future development and suggested thoughtful solutions that build on neighborhood assets, that can be accomplished in both short and long term initiatives. Citizens and stakeholders, working with design professionals, came up with insightful approaches to improving and enhancing Corn Hill's public realm, infrastructure, and built and natural environment. Commonalities in the array of ideas occurred throughout the groups as well as distinctive and unique approaches offering new ways to look at design challenges, many of which focused on routes of circulation, including the river and civic and green spaces.





The pages that follow feature the drawings and concepts that were produced during the charrette and arranged by focus areas organized around themes created by the Steering Committee guided by the RRCDC. The ideas outlined formed the basis for Guiding Principles included in a later section of the Vision Plan.

The renderings and text included in the following pages of the Vision Plan were created by participants and facilitators during the 2010 Corn Hill Community Charrette. Aside from reducing or enlarging their scale, the images are unchanged and the written text is verbatim.



Focus Area One: Perimeters, Gateways, Corridors



Group 1A

Street Design

- Reduce streets to one lane with turning lane (Ford St., Exchange Blvd., Plymouth Ave.)
- Use bump outs to create opportunities for indented parking
- Incorporate bicycle lanes when possible
- Add more crosswalks and street lighting
- Delineate four corner intersection at Ford St. and Exchange Blvd.
- Create roundabout at entrance to I-490

Public Spaces and Greening

- Transform empty lots into community gardens, dog park
- Use green screening with plantings
- Use solar lighting where appropriate
- Create green medians
- Construct pedestrian bridge across river



Members of Focus Group 1A



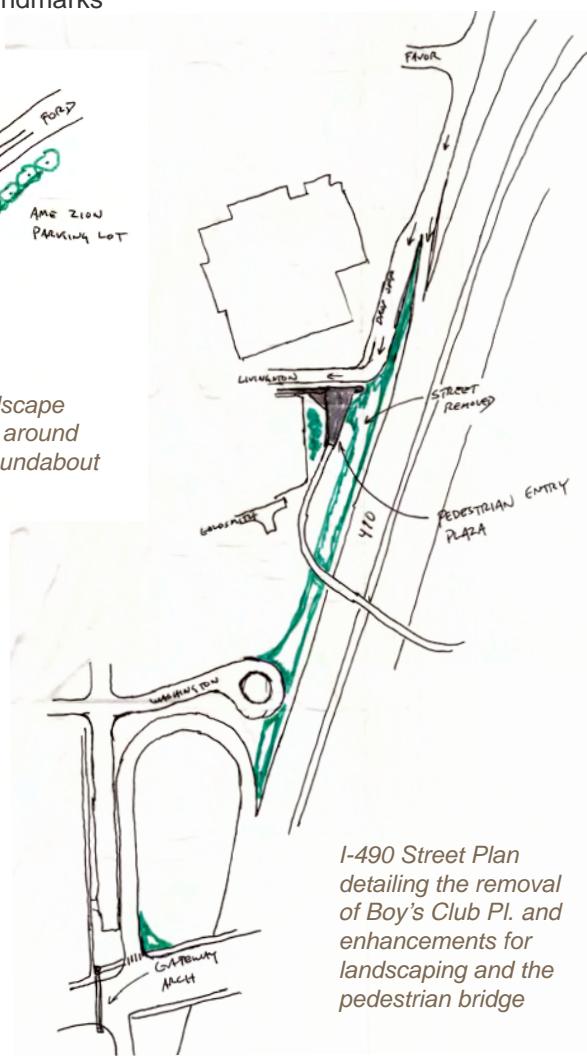
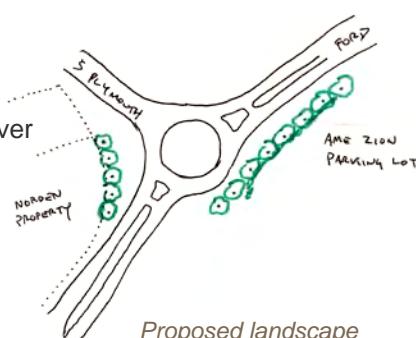
Proposed landscape improvements around the Ford St. roundabout

Neighborhood Identity and Aesthetics

- Create identifiers and gateways with signage
- Create consistent lighting and other fixtures
- Add rubber cobblestone crosswalks and roadways
- Increase public art and landscaping, host competitions

History

- Historical markers for sites related to the Fox Sisters, Earl's Grill, and other prominent landmarks



I-490 Street Plan detailing the removal of Boy's Club Pl. and enhancements for landscaping and the pedestrian bridge



Focus Area One: Perimeters, Gateways, Corridors



Group 1B

History and Identity

- Place commemorative plaque at Goldsmith Alley and Son House
- Create historical tour and information kiosk
- Position welcome sign or arch at S. Plymouth and Troup St. and at the Ford St. Roundabout

Utilization of the River

- Establish canal park
- Expand and improve the canoe/kayak launch
- Repair the river wall

Public/Green Space

- Use plantings for buffers and screening; create a sound barrier for I-490
- Maintain space along the river, prune sumac

Parking and Street Design

- Add median on Fitzhugh St.
- Build underground parking facilities, a park and ride
- Improve crosswalks
- Raise Exchange Blvd.
- Delineate bicycle lanes
- Add bump-outs with landscaping
- Reduce lanes and narrow streets

Exchange Boulevard
Street Plan

SITE SECTION EXCHANGE BLV. EXISTING



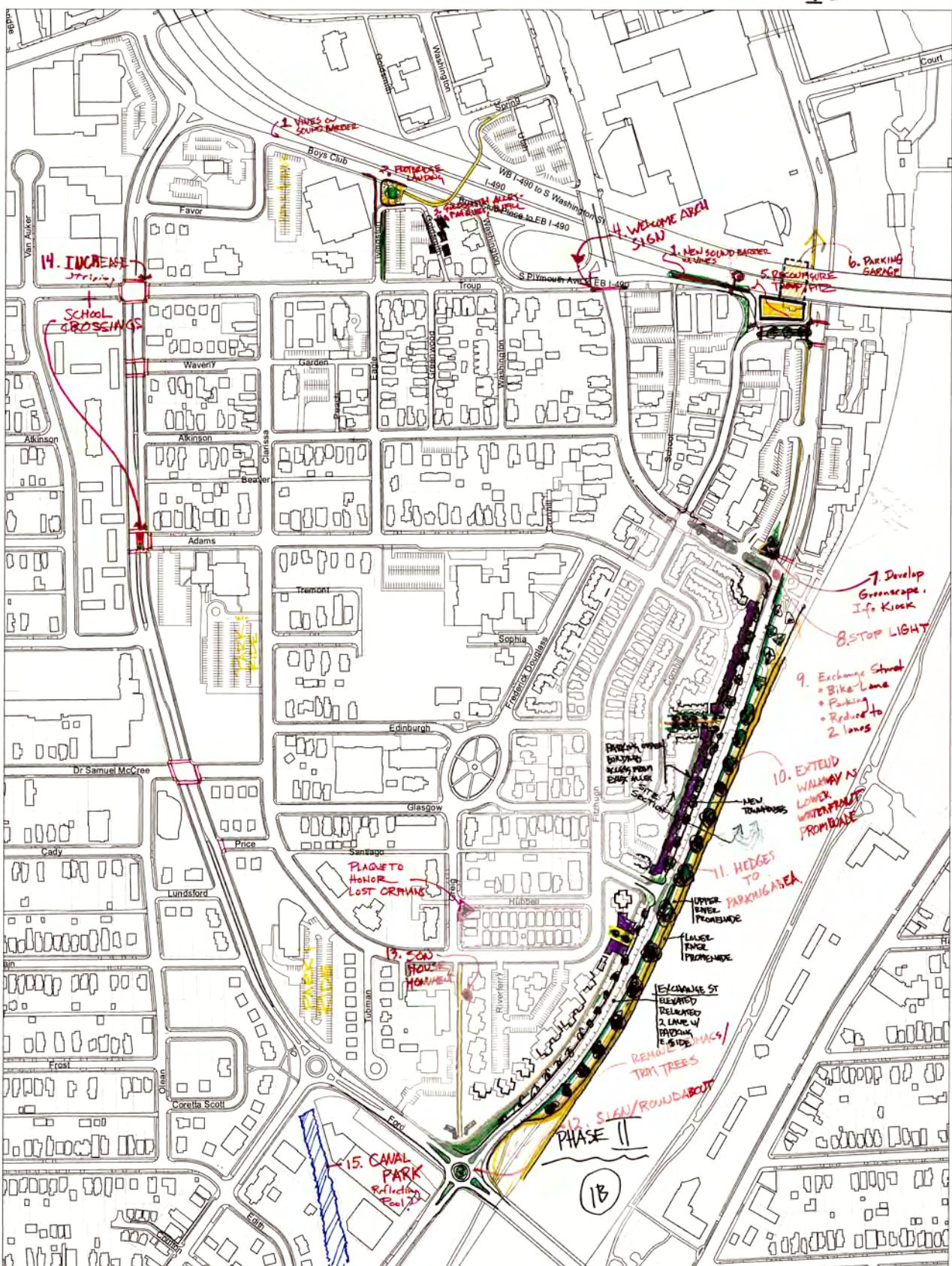
Exchange Boulevard Street Section – Present

SITE SECTION EXCHANGE BLVD. PROP.



Exchange Boulevard Street Section – Proposed

1B



Corn Hill Neighborhood
Community Design Charrette

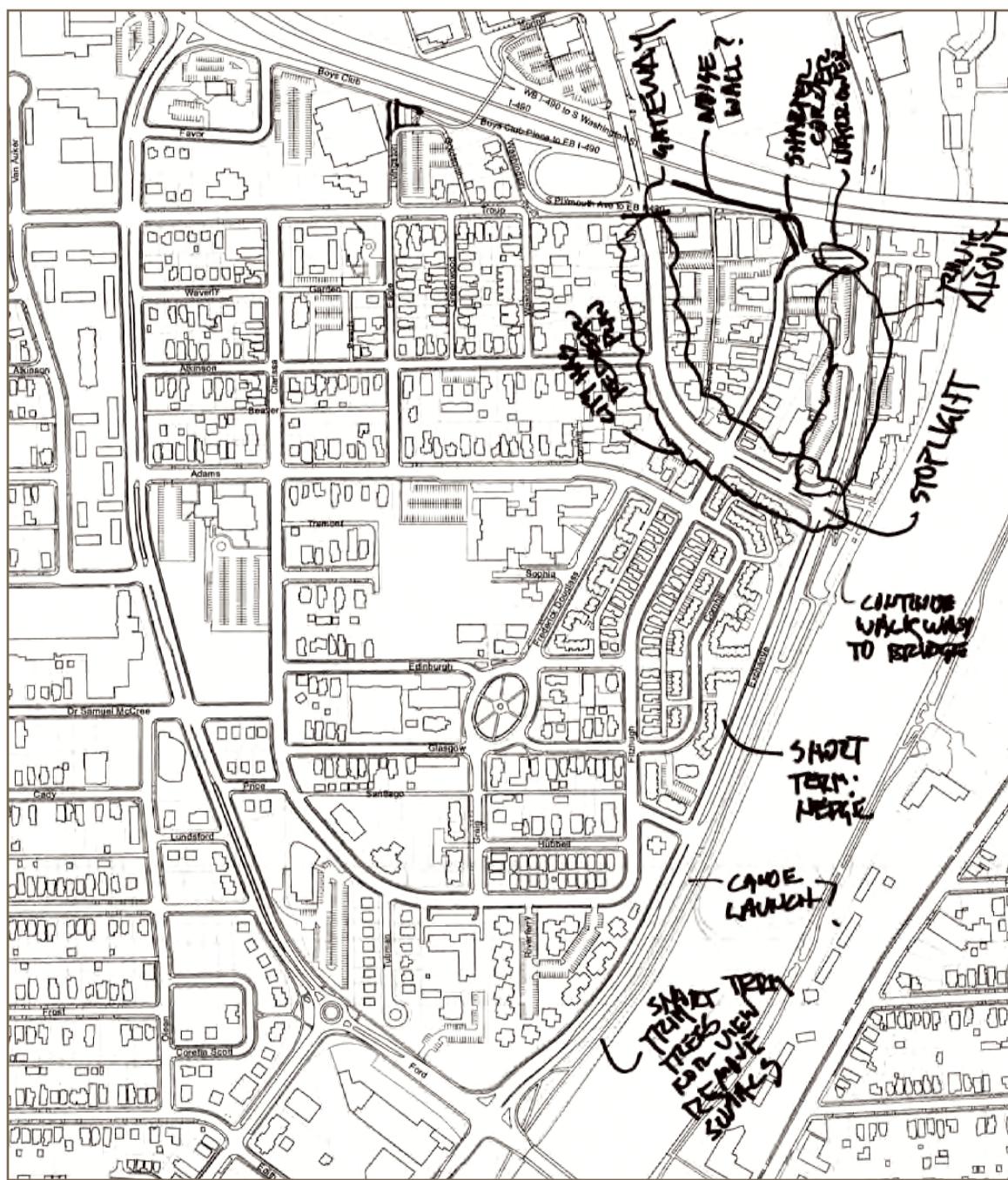
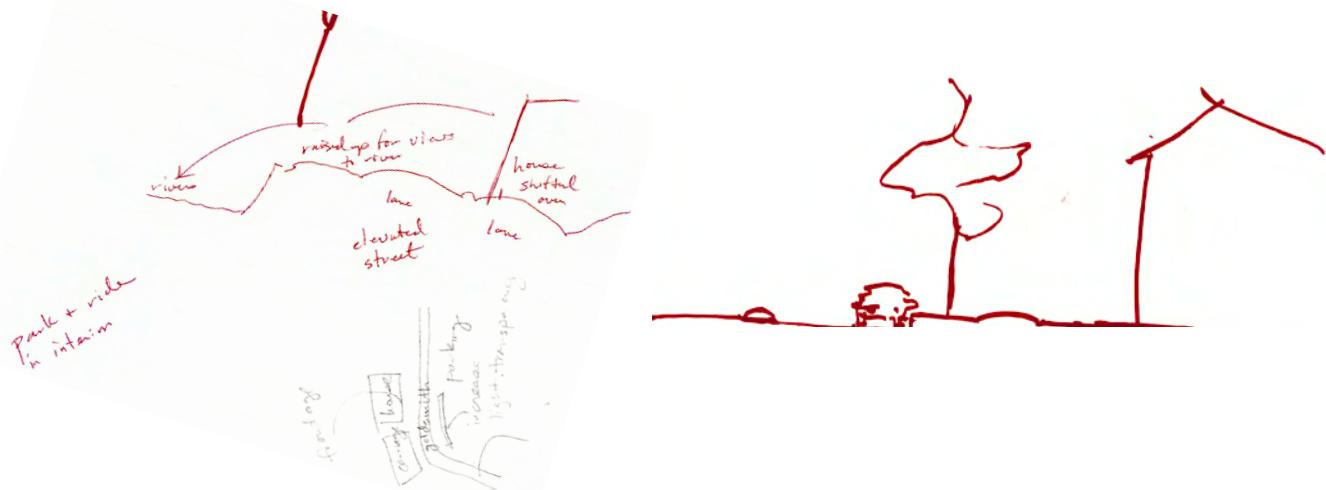


Focus Area # 1B Perimeter/Gateways/Corridors

September 24, 2011







2

Focus Area Two: Historic Area North



Group 2A



Security

- Consider commercial alternative/auxiliary to PAC-TAC

Aesthetics and Maintenance

- Replace cobra lighting and add more lighting
- Use historically appropriate details, brick and lighting
- Improve tree canopy and screening of parking areas
- Better snow removal, sidewalk maintenance, and litter control
- Porous or alternative sidewalk material; composite, rubber tires etc.

Street Design and Pedestrian-Friendliness

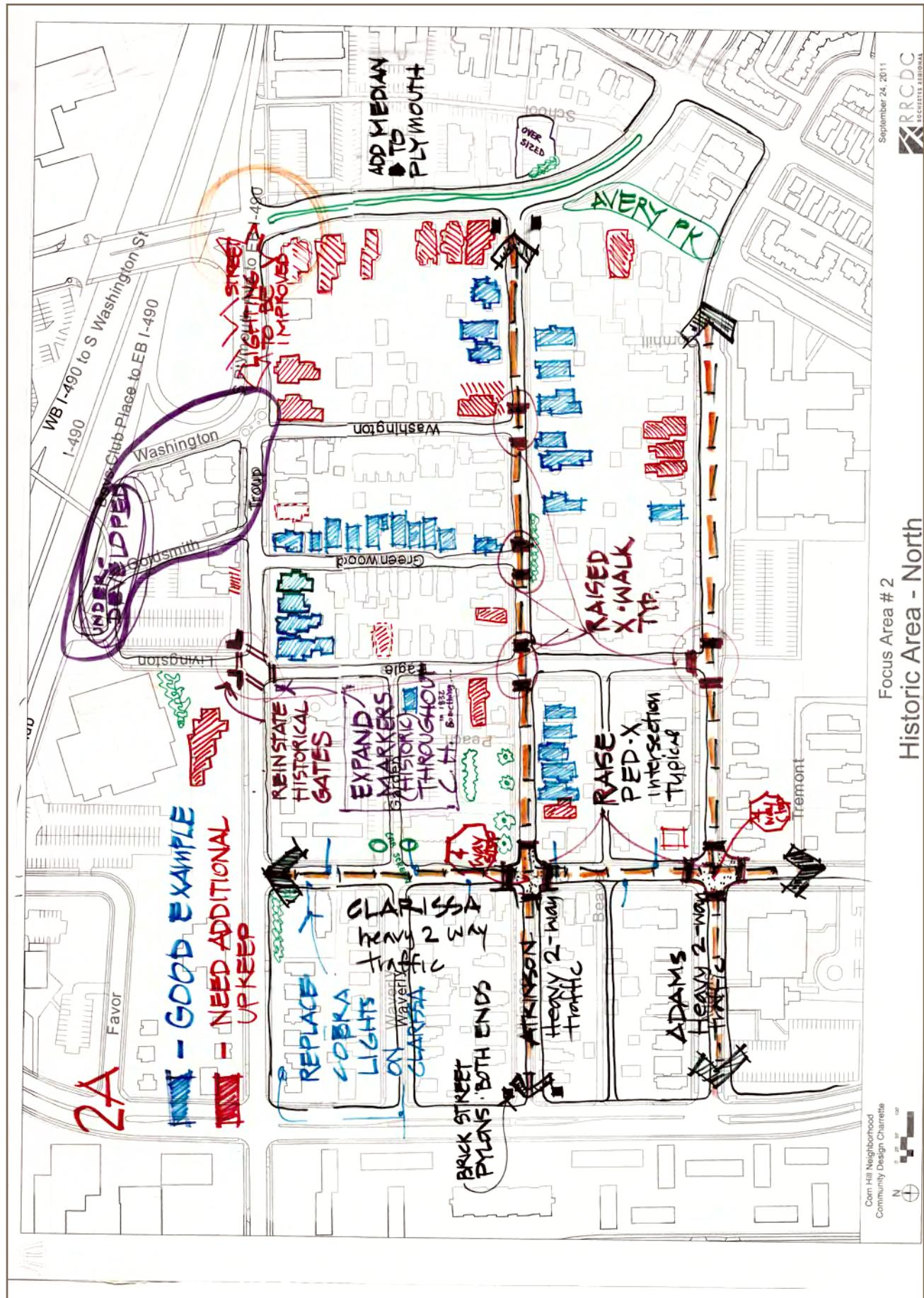
- Raised crosswalks
- Traffic calming and consistent signage needed
- Decreased street width; additional medians

Preservation and History

- Historical markers highlighting existing and former points of significance
- Walking tour with audio
- Corn Hill: "The Heart of Rochester"
- Taking advantage of revolving funds
- Re-porching

Encourage commercial development

Focus Area # 2
Historic Area - North



2

Focus Area Two: Historic Area North



Group 2B

Aesthetics and Greening

- Add screening around parking lots
- Add or restore decorative fencing and gates
- Utilize parking lots or green spaces for Farmers Market
- Redesign neighborhood parks
- Create decorative, visible crosswalks

Preservation and History

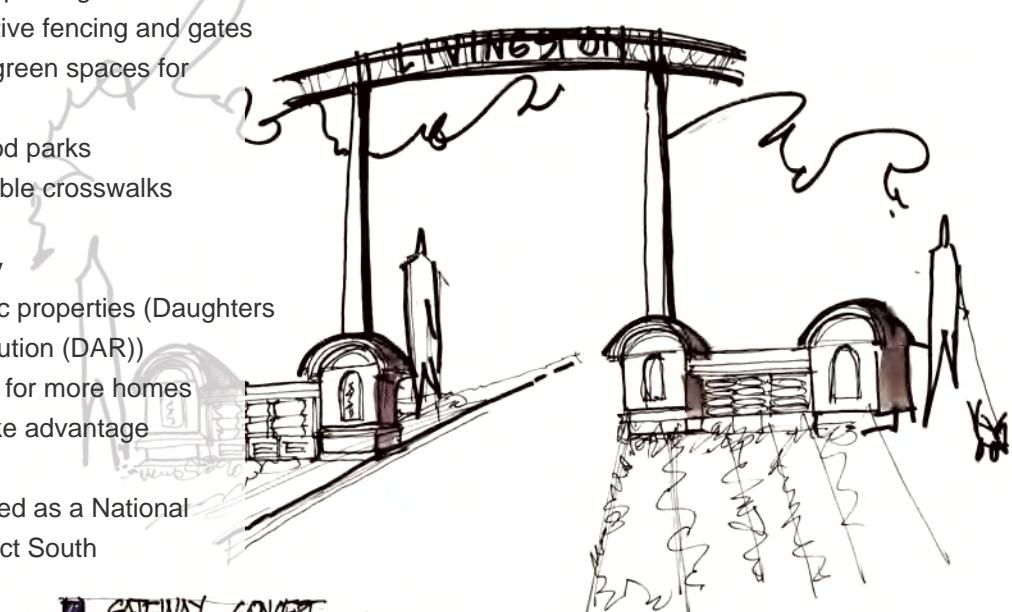
- Increase use of historic properties (Daughters of the American Revolution (DAR))
- Landmark designation for more homes
- Educate about and take advantage of restoration funds
- Enlarge area designated as a National Register Historic District South

GATEWAY CONCEPT

Street Design

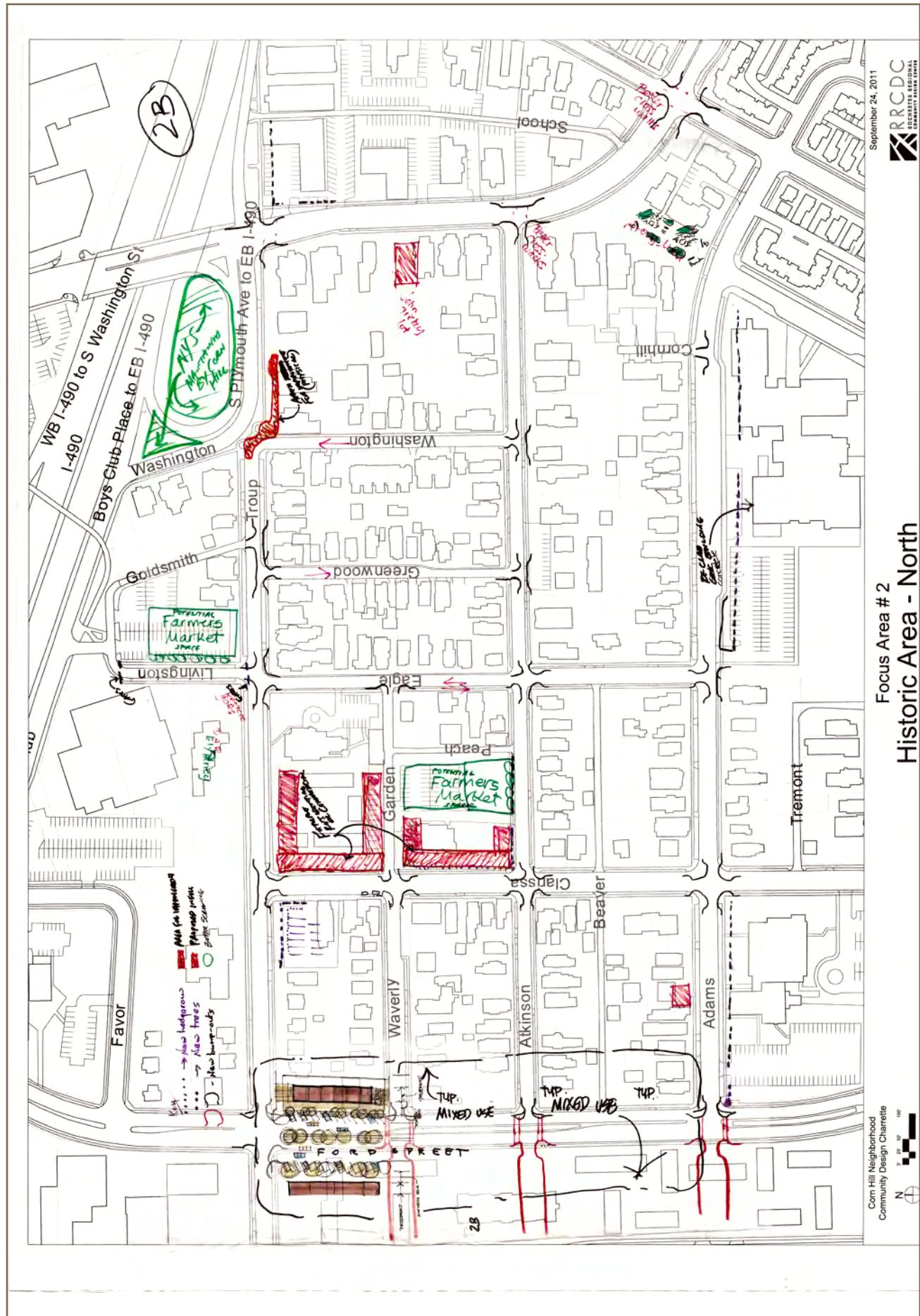
- Narrow streets and add bump-outs to intersections; reduce lanes
- Widen tree lawn and push out curb
- Bring buildings closer to the street
- Create connectivity between neighborhoods
- Make more intersections/stop-signs—slow down traffic

A proposed design for a gateway element at Livingston Park



Encourage commercial development

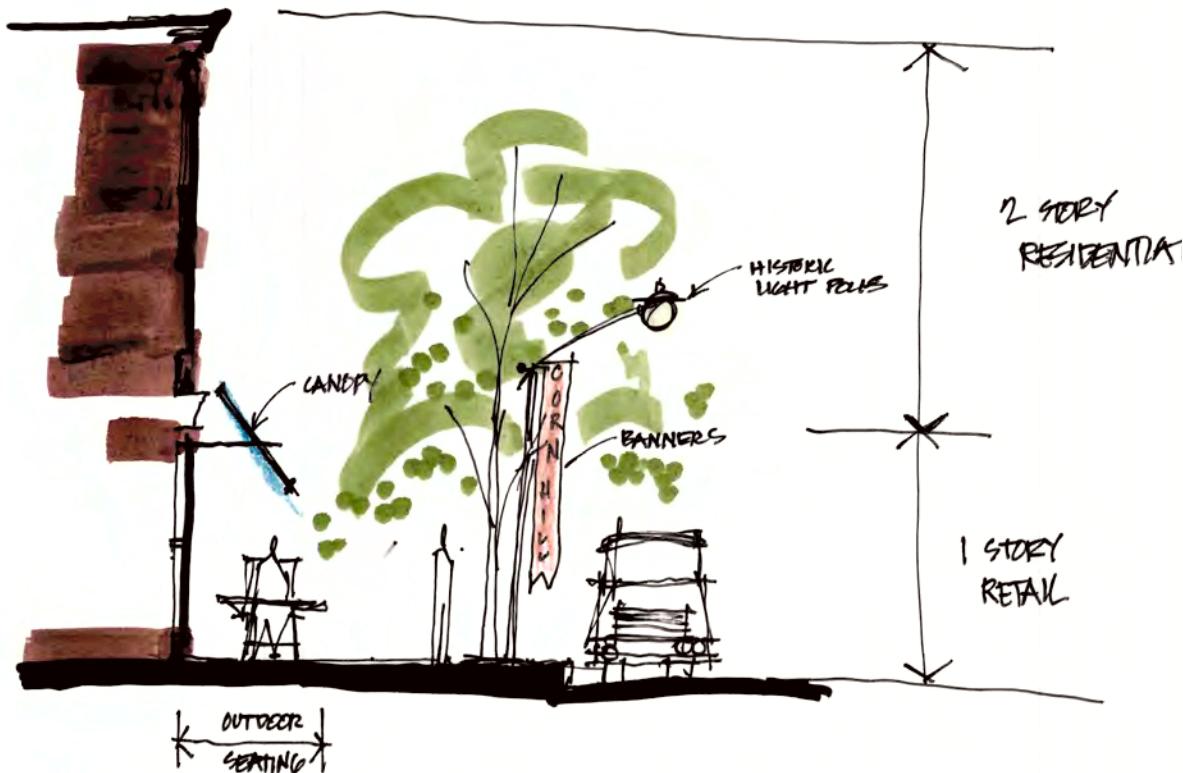




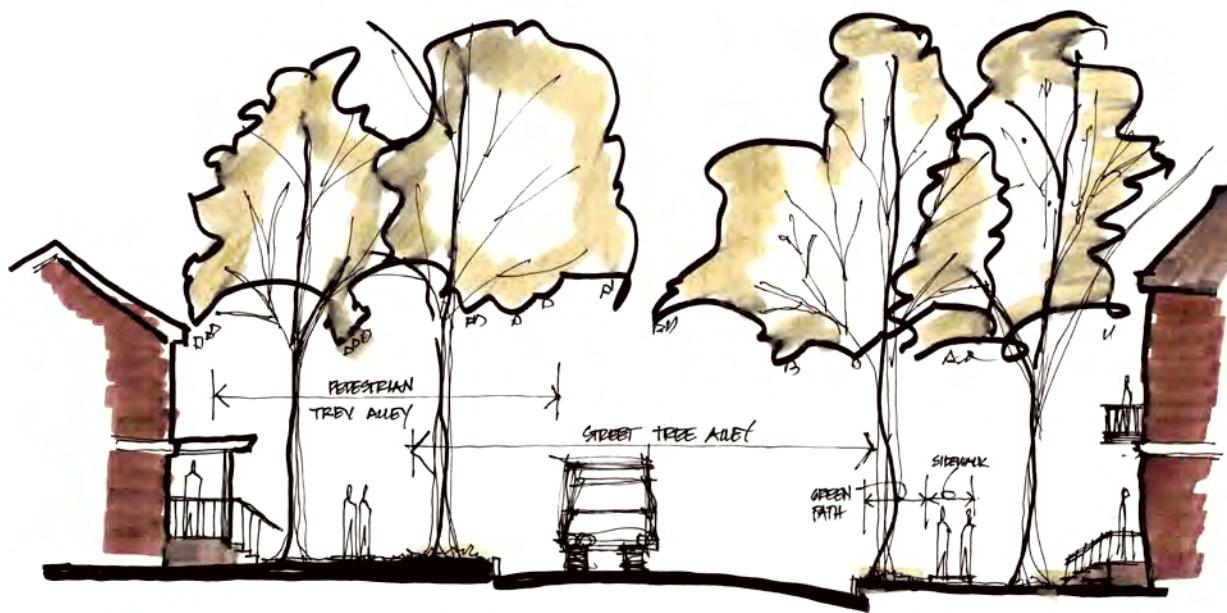
Historic Area - North

2

Focus Area Two: Historic Area North (cont.)



PROPOSED NEW FORD ST. RETAIL



STREET-SCAPE THE ULTIMATE TREE LINED



STREET SCAPE NARROWING THE STREET | WIDER PEDESTRIAN PATH



STREET SCAPE THE WAY IT IS TODAY



Focus Area Three: Historic Area South



Group 3A

History and Identity

- Maintain consistency of materials and details, in keeping with existing structures
- Reflect street character in additions and renovations
- Suggest creation of architectural review board

Aesthetics and Greening

- Implement an alley beautification plan
- Introduce more appropriate lighting, bollard lighting where appropriate
- Reduce the amount of asphalt
- Integrate parking lots with green screening
- Pervious paving, enclosures for refuse totes, appropriate pads for refuse totes. No back-sides to buildings.
- Encourage appropriate façade improvements
- Add low maintenance plantings on berm
- Establish guidelines for property edge treatments

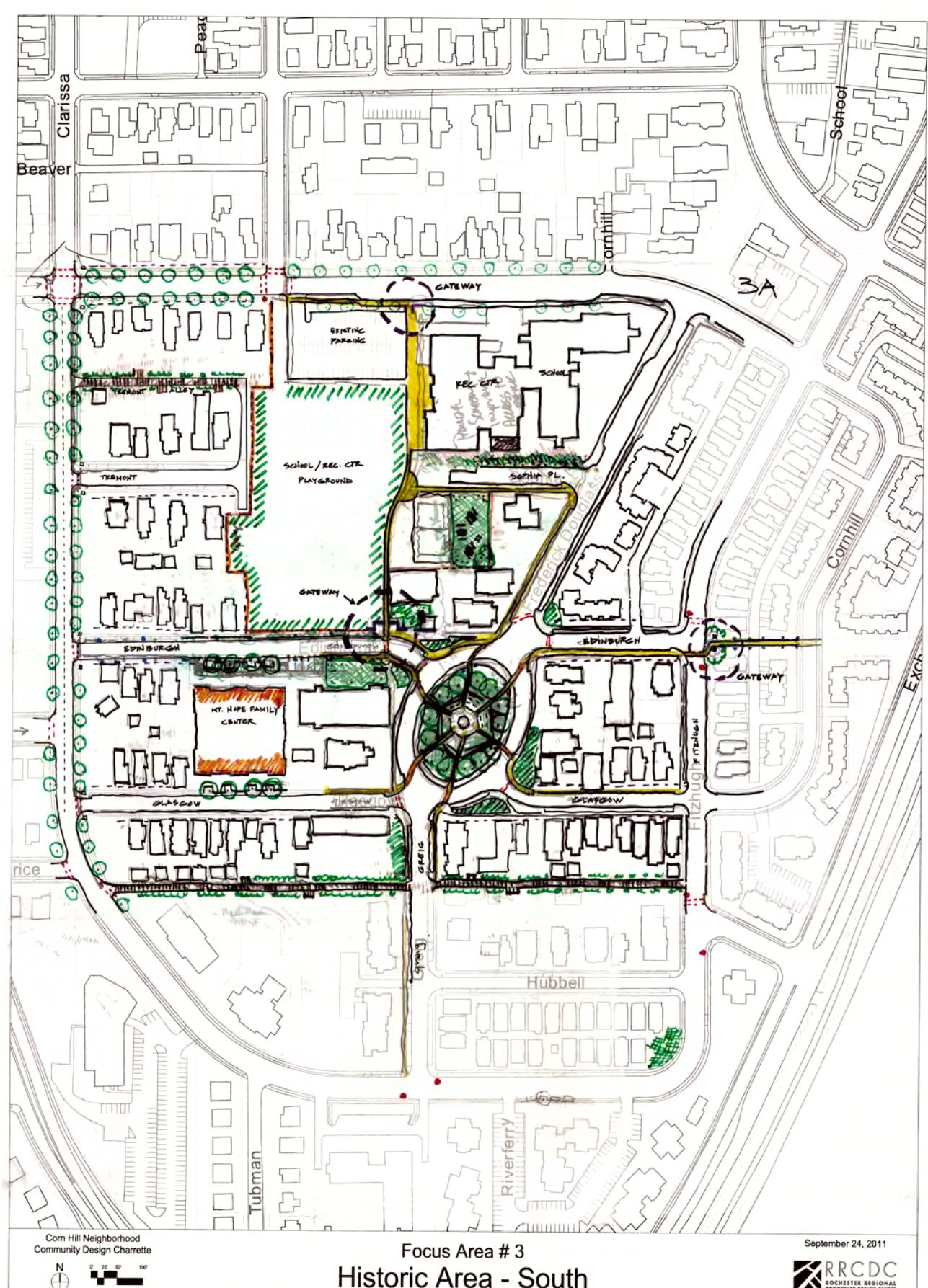
Public Space

- Enhance Lunsford Circle with
 - Appropriate lighting, reduced tree canopy
 - Improved bench arrangement
 - Expanded pavement area to facilitate performances on gazebo
- More accessible sidewalks
- Make wheel chair ramps more accessible, less steep
- Create pocket parks—possibly in the church yard on Edinburgh

Street Design

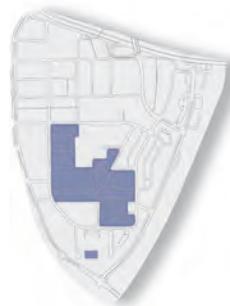
- Narrow streets and add bump outs
- Add stop signs at a number of pertinent intersections
- Create a human scale landscape (with lamp posts for instance)





3

Focus Area Three: Historic Area South



Group 3B



Street Design

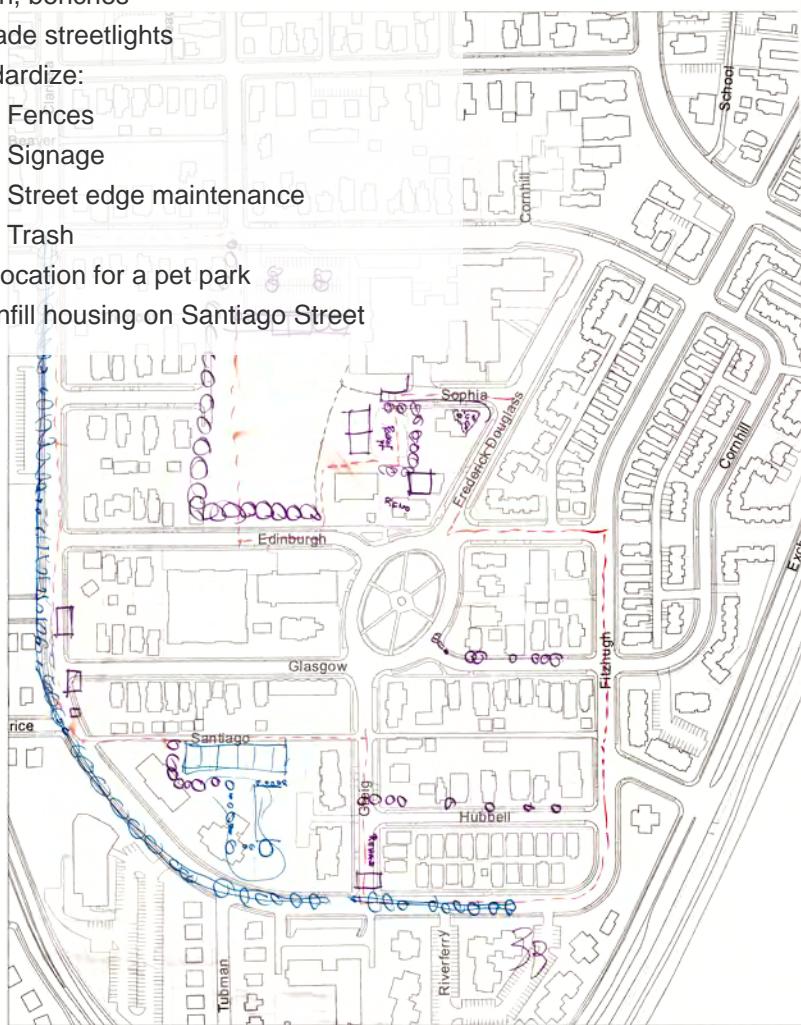
- Add center median on Clarissa Street
- Add 4-way stop at Adams St. and Clarissa St.

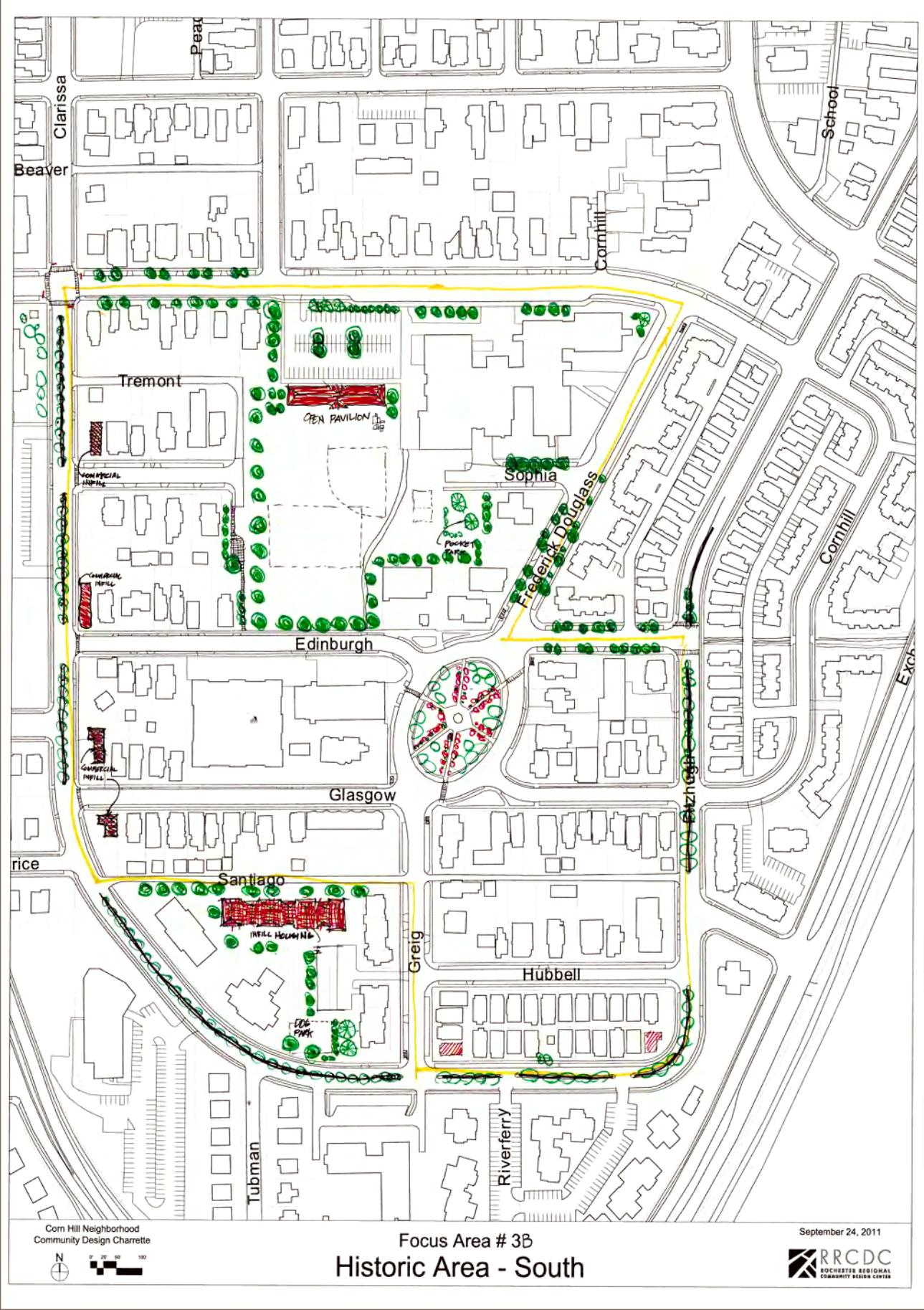
History

- Create signage at Mt. Olivet

Greening and Aesthetics

- Add more flowers, color, and statuary to Lunsford Circle
- Place street furniture
- Unify landscaping along street line
- Create bus shelters with better function and design, benches
- Upgrade streetlights
- Standardize:
 - Fences
 - Signage
 - Street edge maintenance
 - Trash
- Find location for a pet park
- Add infill housing on Santiago Street







Focus Area Four: River Corridor



Group 4A

Green Space

- Landscape at Troup/Fitzhugh
- Screen dumpsters at Corn Hill Landing
- Improve area by sculpture—move sculpture to the median
- Clear brush/vegetation
- Connect green space to the river
- Create context for RIT benches
- Add garbage cans/dog bags
- Maintain vegetation on the east side of the river

Recreation

- Sculpture/art at Corn Hill Landing
- Lookout points to river
- Add benches
- Name parts of the river walk
- Widen the trail
- Add lighting to river walk
- Create two paths—one for bicyclists, one for pedestrians

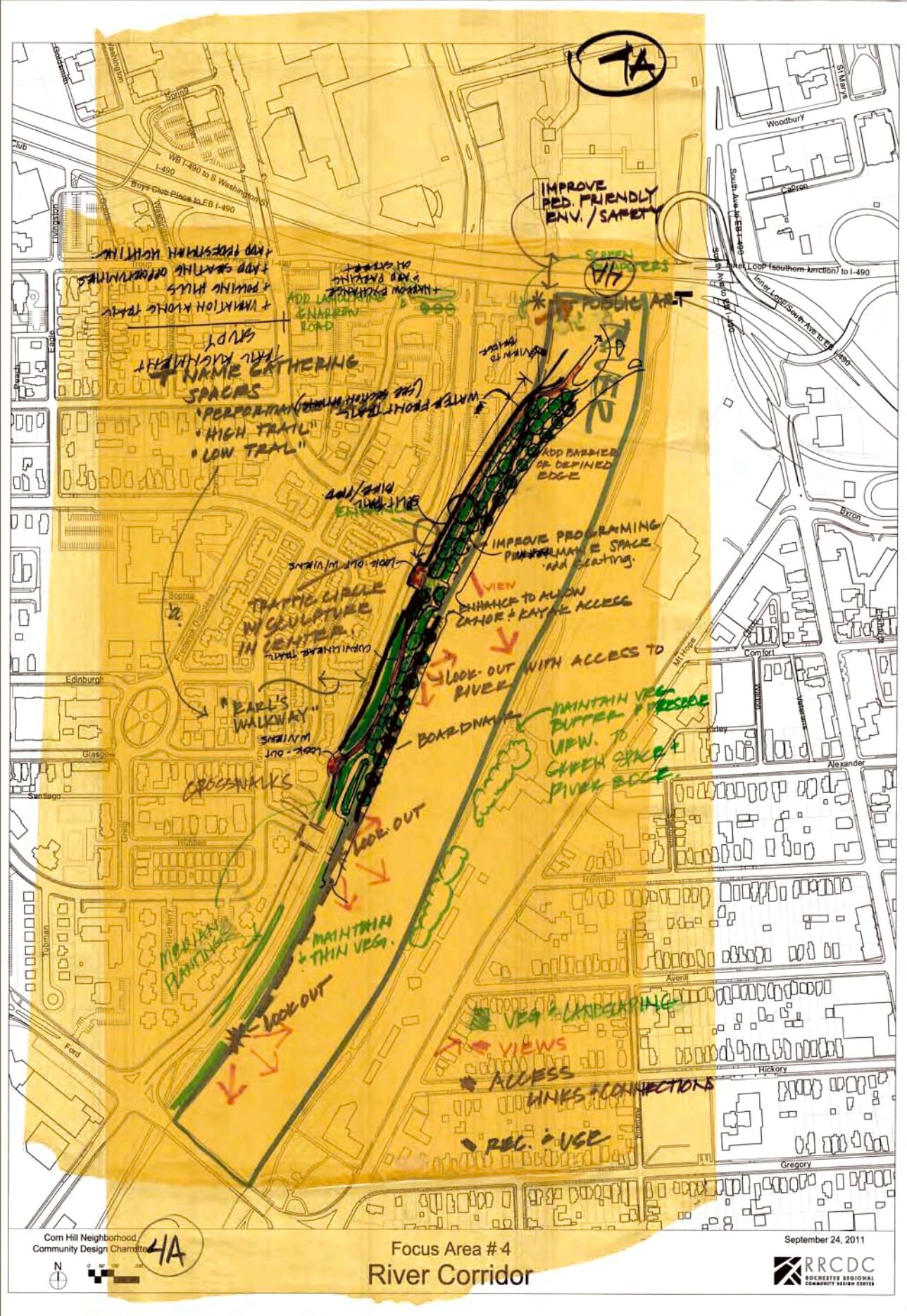
River Use and Access

- Add boundary/barrier along river (near Corn Hill Landing)
- Canoe/kayak docks, access
- River wall
- Boardwalk along wall in low areas
- Lower by river with berm
- Fill in behind the wall
- Improve performance space
- Restrict rollerblade/skateboard

Street Design and Parking

- Add raised crosswalks—force traffic to slow down
- Narrow Exchange and add parking at Plymouth/Exchange
- Widen median (Exchange) and add greenspace
- Better signage for businesses
- Enforce sign code
- Convert parking into greenspace
- Public parking—handicap
- Narrow Troup St.
- Improve security under Frederick Douglass Susan B. Anthony Bridge—pedestrian friendly

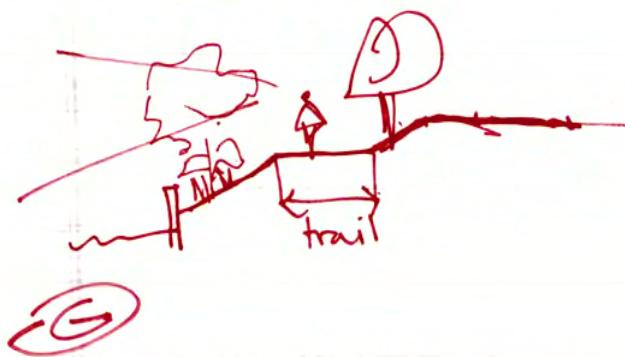




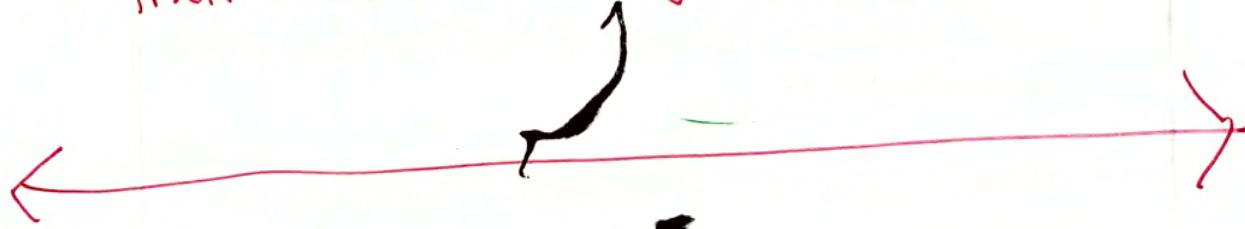
4

Focus Area Four: River Corridor (cont.)

4A

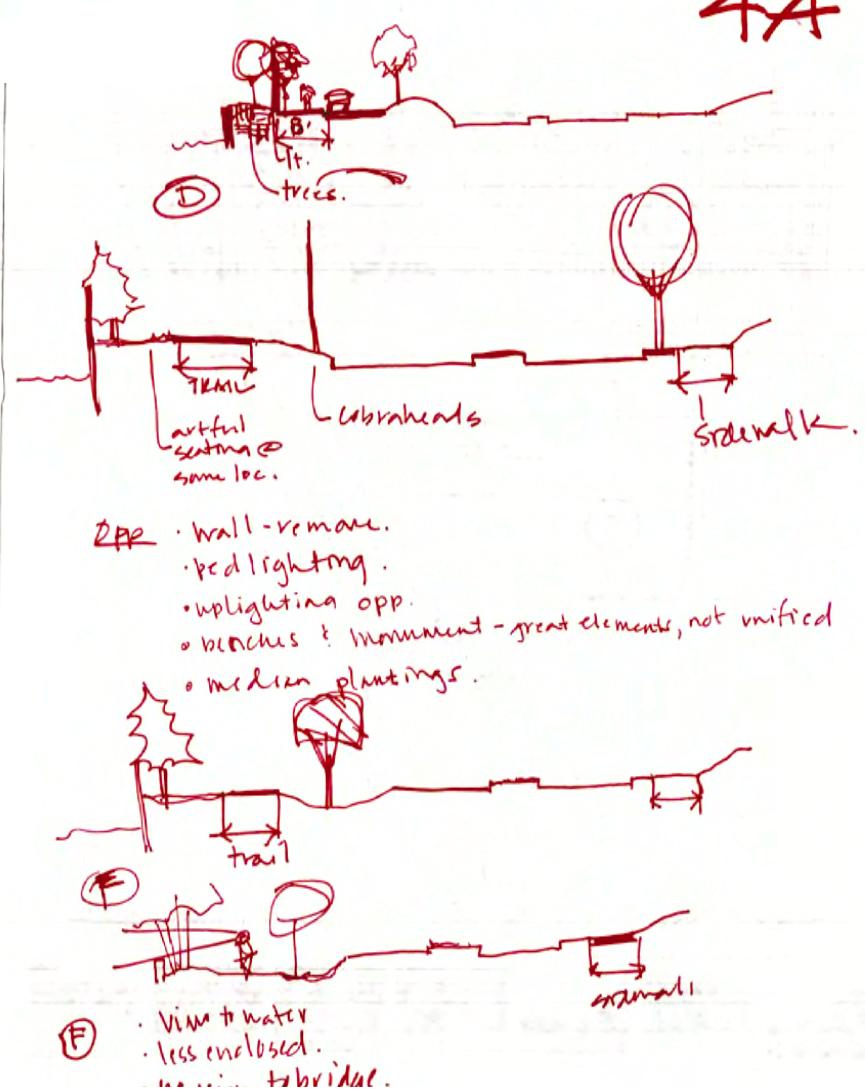
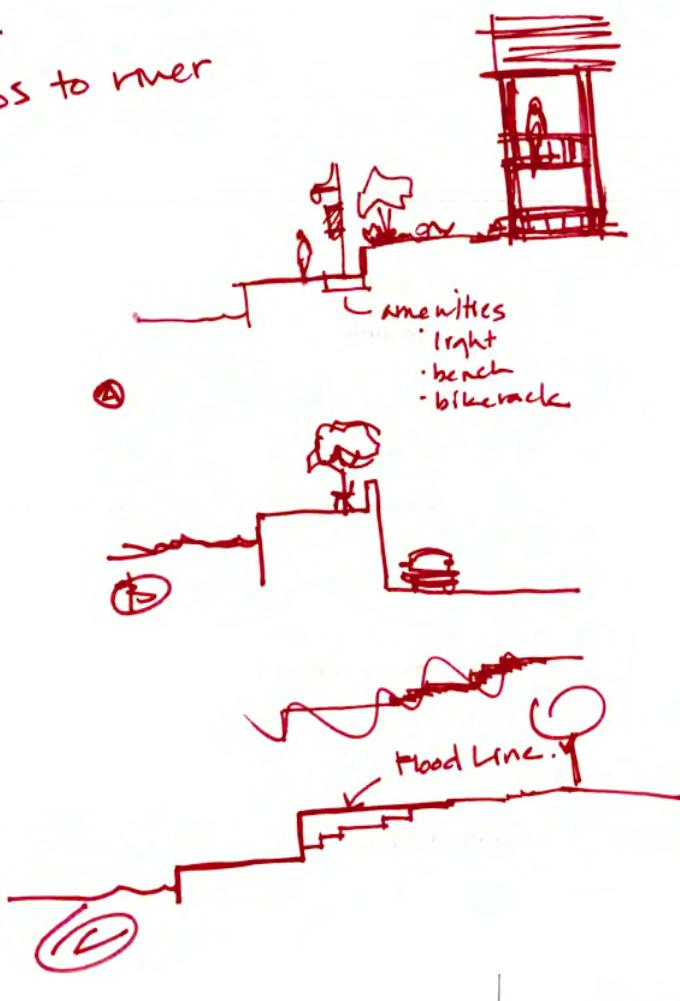


- ④ Sidewalk + view to River better.
+ parking on street
+ more public waste receptacles
track circle @ gym. & exch.



- ① OPP / CONST. (PROG · DESIGN)
② ~~VIEWS~~ ACCESS - PHYSICAL VISUAL
③ SECTIONS.

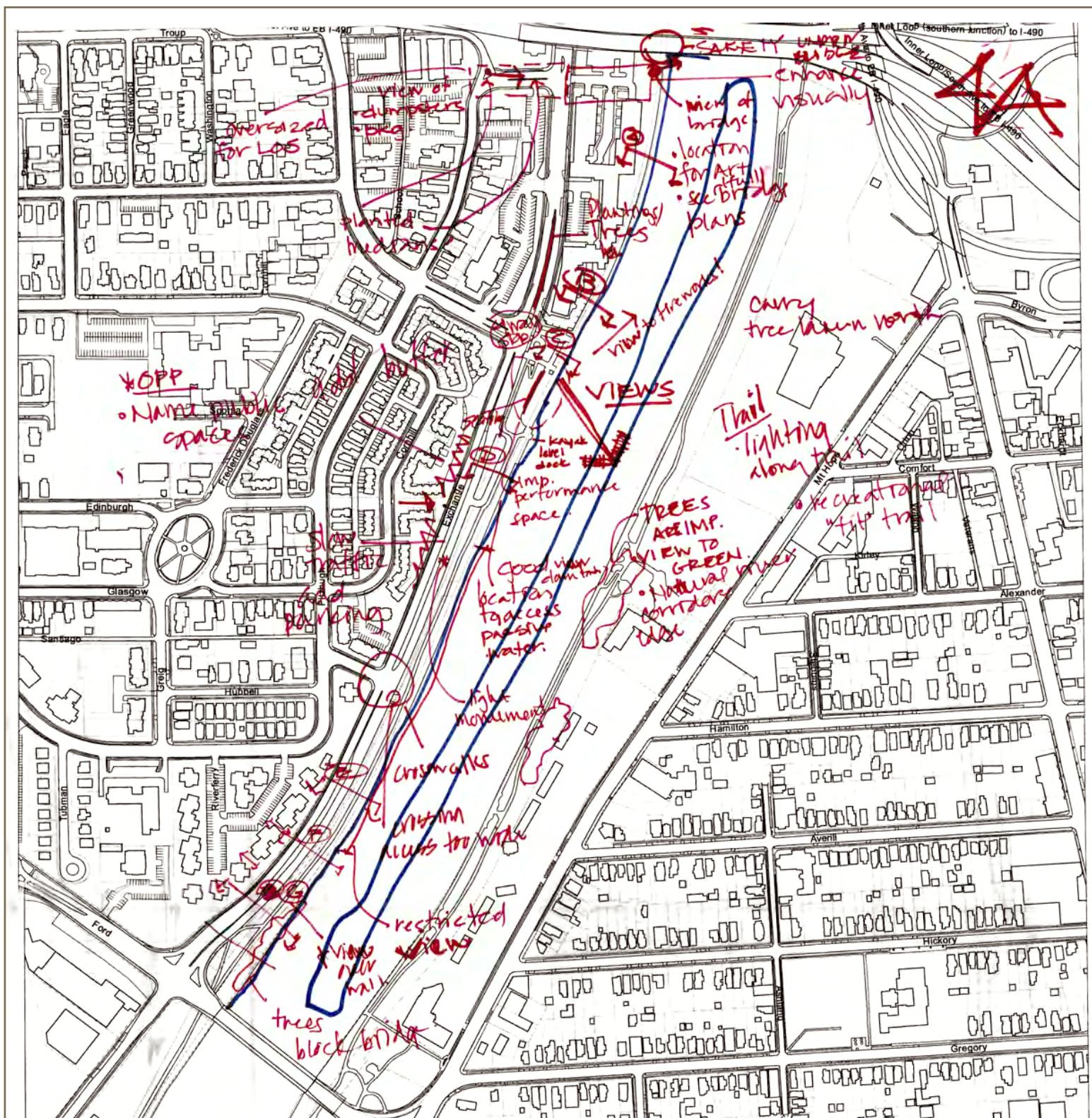
* kayak.
* access to river



4

Focus Area Four: River Corridor (cont.)







Focus Area Four: River Corridor

Group 4B



Pedestrian and Bicycle Safety

- Place bicycle racks
- Improve lighting
- Add neighborhood crosswalks
- Fix visibility issues around Ford St.
- Camera surveillance
- Installation of safety phones (such as UR blue lights)
- Marked bicycle lanes
- Safe bump-outs
- Decrease road width to slow traffic
- Traffic light at Plymouth & Exchange

Street Design

- Reduce Exchange to two lanes, bicycle lane
- Create tables at intersections
- Add new pedestrian crossing signals
- Create tree-lined streets
- Place more art
- Open up the view of the river
- Encourage traffic calming through signage
- Increase public presence and recreation
- Increase number of speed limit signs

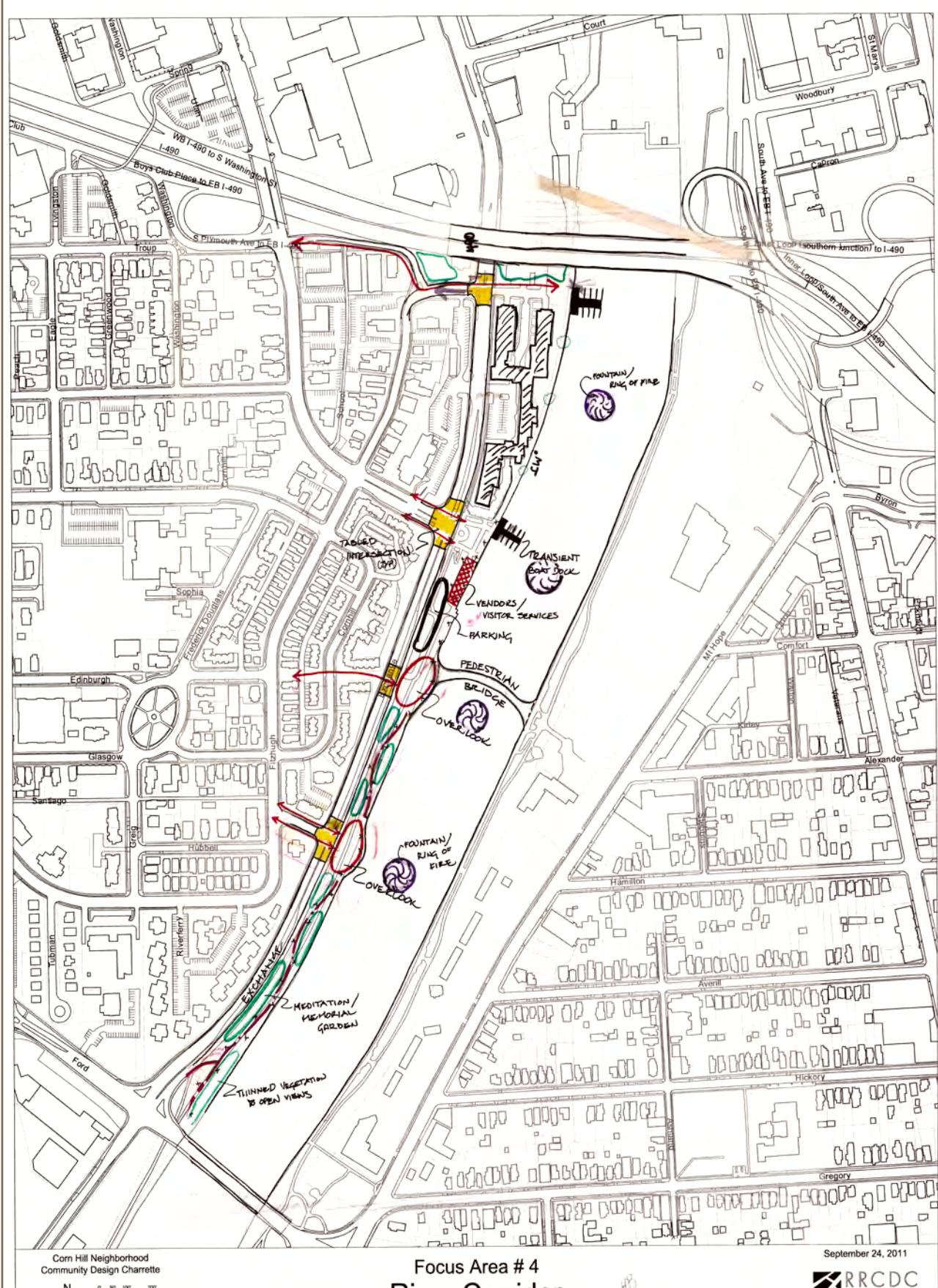
Recreation

- Add swing-sets and other family-friendly elements
- Foster a multi-generational neighborhood
- Establish recreation fitness stations along the river trail
- Add signage for recreation
- Add signage to identify neighborhood areas
- Name the stretch of river from Ford St. to Corn Hill Landing (identifier)
- Improve branding (Corn Hill Landing ≠ Corn Hill Neighborhood) e.g. history (Lunsford Circle)
- Post GPS coordinates to locate places/ get history/encourage geocaching

- Smart phone tour guide
- “Rubbings”: trail book has a marker

River Use and Access

- Improve river retaining wall
- Create a promenade, can vary in elevation
- Separate river viewing areas with vegetation in between
- Extend the promenade where the floating boat dock is located (farther to the south)
- Place removable braziers
- Increase and re-design parking
- Accommodate various boat sizes (including kayaks) with removable and portable docks
- Rent boats and bicycles
- Provide accommodations:
 - Public restrooms
 - Electric and water services
 - Pump-out of sewage from boats
 - Energy-efficient lighting
 - Signage (what facilities are used for, etc.)
 - Information kiosk and maps
 - Historical information signs (must be durable)



Focus Area #4
River Corridor

September 24, 2011





Focus Area Five: Upper Triangle



Group 5A

Street Design and Parking

- Slow traffic on Plymouth and Exchange
- Add traffic signal at Exchange and Plymouth
- Run traffic counts
- Improve streetscape maintenance and tree pruning
- Enhance street lighting
- Construct sound barriers to I-490 at Troup St.
- Add lighting and screening to parking lots
- Add plantings
- Modify several medians:
 - Add Corn Hill Center and Plymouth
 - Remove or modify median in Corn Hill Center parking lot and beneath I-490

Commercial Development

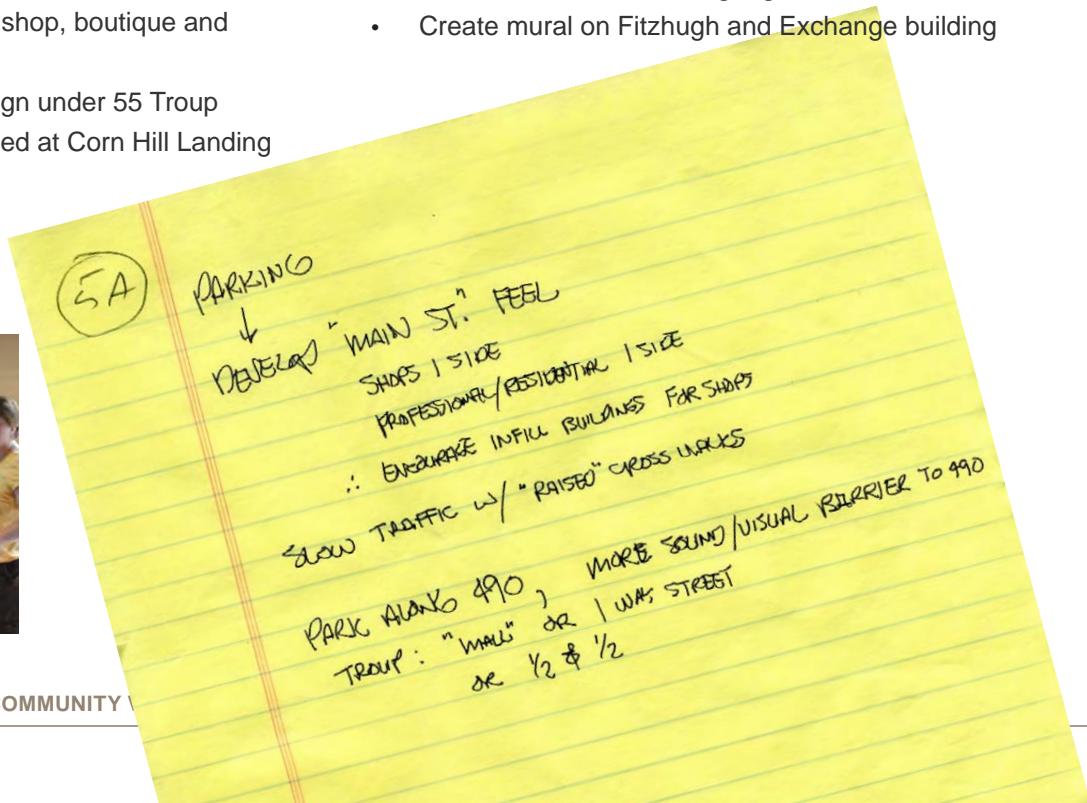
- Add fencing at dumpsters
- Establish business associations—synergy around business parking/signage—promote standardization
- Remove towing signs attached to brick columns
- Analyze what type of businesses are missing (small market, coffee shop, boutique and commercial facilities)
- Remove restaurant sign under 55 Troup
- Repair/replace rock bed at Corn Hill Landing
- Change zoning

Pedestrian Friendliness

- Repair or reuse old stone sidewalks
- Repair brick near I-490 and in general
- Create pedestrian brick walk near the police station
- Install brick on School Alley
- Insert Corn Hill Landing benchmark plate/medallions in sidewalks

Identity and Aesthetics

- Use pillars near I-490 to indicate entrance to Corn Hill Area on Exchange
- Create Gateway into area at Plymouth with pillars
- Restore paving stone at 55 Troup/Exchange
- Highlight Spiritualist monument with benches and walk with matching materials
- Rename streets that have been cut off, i.e. Troup appears several times
- Rename streets that have been cut up to reduce confusion
- Establish standards for signage
- Create mural on Fitzhugh and Exchange building







Focus Area Five: Upper Triangle



Group 5B

Current State

Strengths:

- Proximity to existing services
- Proximity to downtown and the river's edge
- Shops and restaurants (Corn Hill Landing)
- Availability of space
- Strong residential feel
- Architectural characteristics
- High density
- Good police/fire response time

Weaknesses:

- Absentee landlords and disengaged renters
- Noise from I-490
- Geographic obstacles
- Speed of through-traffic
- Lack of access from across the river
- Poor parking utilization
- Lack of green area within the neighborhood – multi-density, safety of children
- Commercial development under-utilized
- No shelter at the bus stop
- Lack of consistent streetscape/sense of place
- Lack of and inconsistency of lighting
- Safety and security

Ideas

Aesthetics and Greening

- Add parking pavers with grass for lots
- Have consistent lighting/poles
- Add flower baskets on light posts
- Move utilities underground
- Create green walls along expressway
- Create green roofs
- Add under bridge lighting
- Add alley art and improve pavement

Street Design and Transportation

- Build compact, combination, and underground parking
- Encourage pedestrian traffic/connectivity
- Place bicycle racks/bicycle sharing docks
- Add car sharing pod
- Improve bus shelter accessibility and aesthetics
- Better bicycle lane identification – color
- Along Plymouth-
 - Alley improvement
 - Reduce width/speed
 - Crosswalk

Commercial Development

- Increase accessible services (Boutiques, marina store, grocery store, coffee shop, ice cream, dry cleaners, florist, drug store, diner, variety, book shop)
- Transform area around Corn Hill Landing on Exchange to two lanes; convert and add development
- Encourage more boutique, mixed-use along Fitzhugh
- Convert coops on Fitzhugh
- Add infill along the Plymouth, selling small parcel
- Create combined parking off alley

FOCUS 5B



Focus Area #5

The Upper Triangle

Corn Hill Neighborhood
Community Design Charrette



September 24, 2011



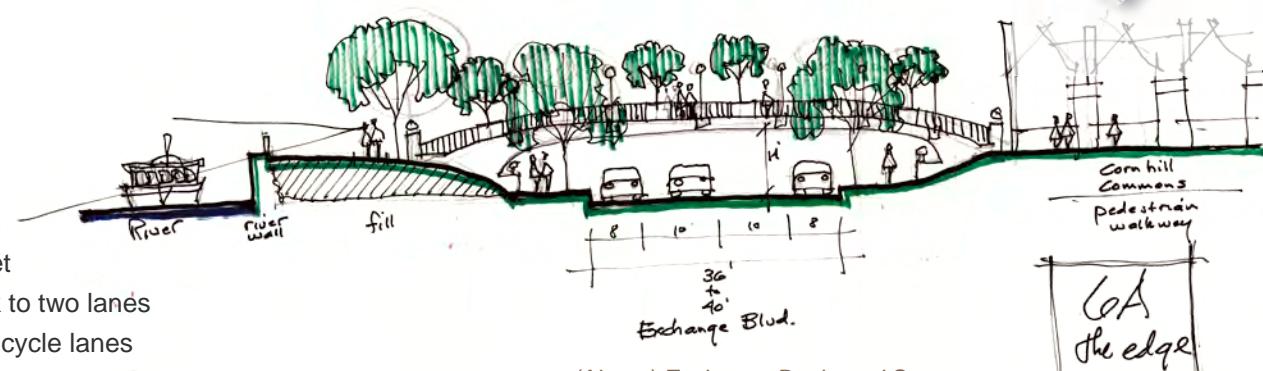
Focus Area Six: The Edge - Structures on the Perimeter



Group 6A

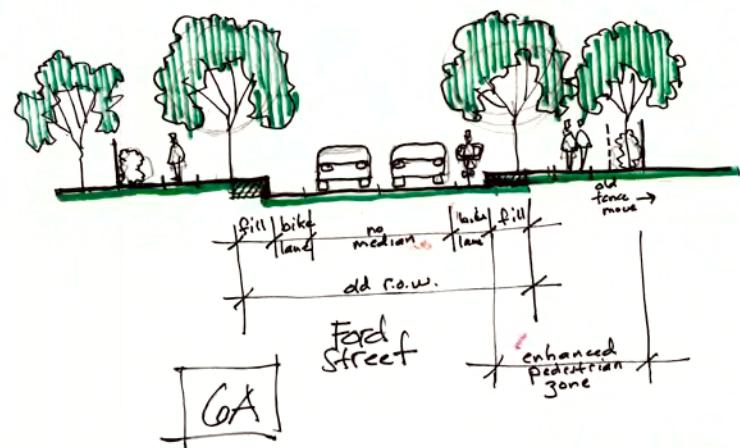
Street Design

- Ford Street
 - Shrink to two lanes
 - Add bicycle lanes
 - Add tree line to enhance curb appeal
 - Remove the median
- Exchange Boulevard
 - Shrink to two lanes
 - Install countdowns at pedestrian cross walks
- Increase Corn Hill signage at Ford St. and Exchange Blvd.
- Increase parking opportunities
- Improve crosswalks
- Put a traffic light at Plymouth and Exchange



(Above) Exchange Boulevard Street Section shows proposed pedestrian bridge and look-out area

(Below) Ford Street Section depicts bike lanes and improved pedestrian experience



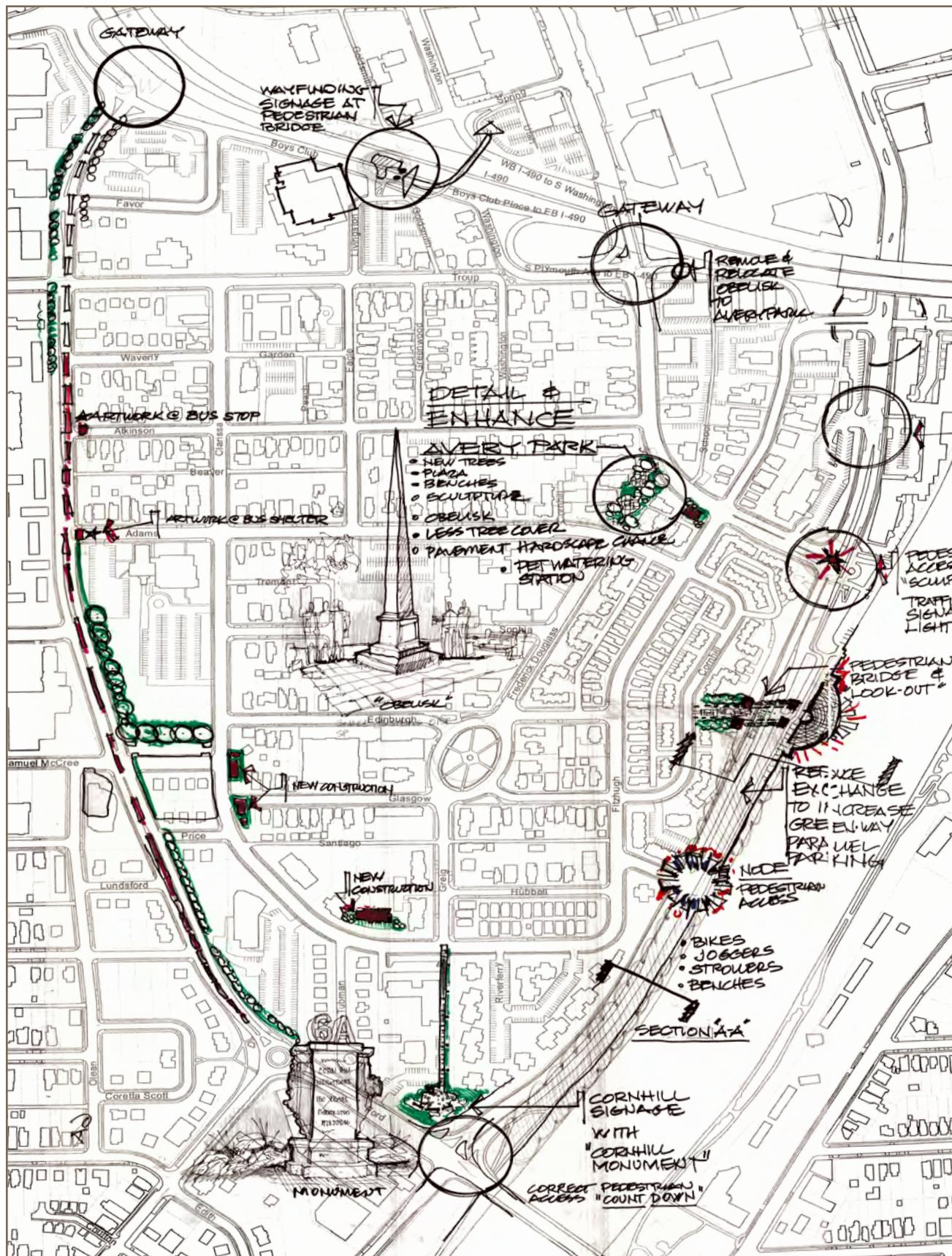
Pedestrian Friendliness and River Access

- Build pedestrian bridge at path on Corn Hill Place
- Repair retaining wall and fill to grade level
- Enhance greenspace for walkers, joggers, and bicyclists
- Build a "look out" at the pedestrian bridge
- Create visual terminator/focal point across Exchange at the crosswalk
- Enhance pedestrian access path at Ford/Exchange

Public Spaces

- Move monuments to Avery Mall (gargoyles, Fox Sisters)
- Reduce/replant trees in Avery Mall
- Explore possibility of new construction on Clarissa
- Enhance space at I-490 pedestrian







Focus Area Six: The Edge - Structures on the Perimeter



Group 6B

Street Design

- Create “complete streets” with bicycle lanes
- Move sidewalks back on Livingston and Plymouth
- Establish tree lines
- Add striped crosswalks (Plymouth and Exchange)
- Use medians and narrow lanes for traffic calming

Public Spaces and Greening

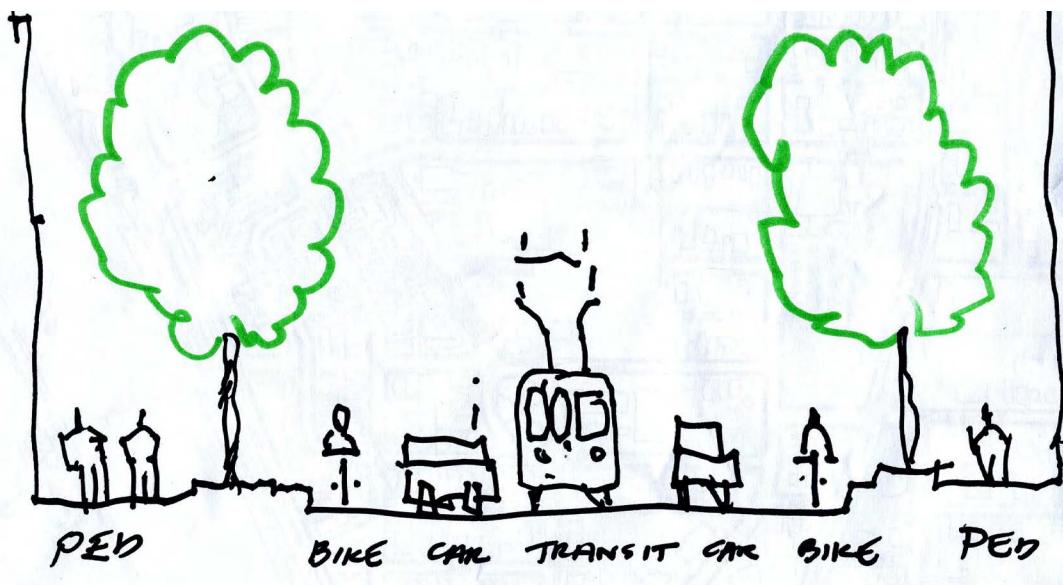
- Create GUMBO—“Garden Under Massive Bridge Overhead” beneath throughway
- Add lighting, roof, and color around bridge. Design so that constant manicure is unnecessary
- Place additional trash cans
- Improve Avery Mall—
 - Trim and augment existing trees
 - Redesign paving and narrow walkways
 - Garden, add public art, seating, and chess tables

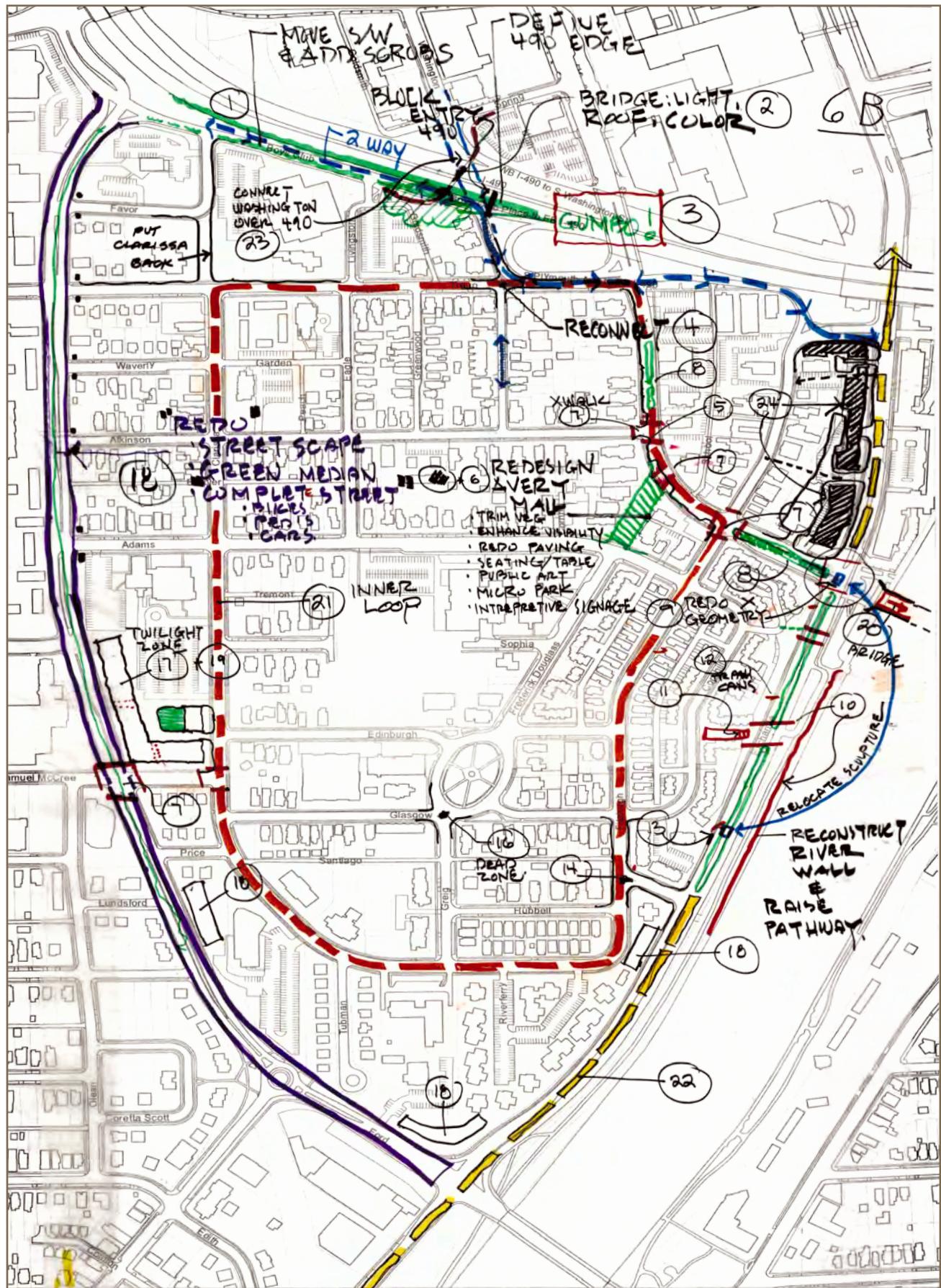
Identity

- Create and better mark gateways
- Place huge Elmwood Building cat (Griffin “Nav”) structure on Exchange or other entrance to neighborhood
- Establish anchors for important street corners
- Get street lighting package (customized for Corn Hill)

Connectivity

- Construct pedestrian/bike bridge across the river
- Increase river accessibility; place crosswalks which cut through median
- Provide streetcar to UR and Downtown
- Take advantage of opportunity to connect COTS/SWAN neighborhood to Corn Hill
- Design street grid that can carry traffic to and from events





VISION PLAN OVERVIEW

GUIDING PRINCIPLES

1

MAKE CORN HILL MORE ATTRACTIVE TO VISITORS, RESIDENTS, AND BUSINESS OWNERS

- Foster events, facilities, and businesses that make Corn Hill a destination place;
- Develop a unique brand for Corn Hill;
- Promote partnerships among business, government, and the community;
- Improve public realm art and greenspace;
- Improve accessibility to people with a wide variety of physical abilities.

2

FOSTER STANDARDS FOR PROPERTY DEVELOPMENT, IMPROVEMENT AND MAINTENANCE

- Develop, encourage and enforce high community standards for all properties in Corn Hill consistent with municipal codes and in keeping with preservation standards;
- Improve landlord relationships;
- Provide guidance and resources to property owners to encourage and support development and maintenance of Corn Hill properties.



EXPAND GREENSPACE & ART ELEMENTS THROUGHOUT THE NEIGHBORHOOD

- Improve public art and greenspace;
- Turn green and open space into destination spots;
- Include public art in greenspace design;
- Enhance and preserve greenspace and add public areas;
- Protect the environment using sustainable and environmentally sound practices, consider utilizing:
 - food production-community gardens
 - green building design and green roofs
 - alternative energies:
 - + wind, solar and thermal
 - + water conservation methods such as rain barrels
 - + natural landscaping with edible plants, nuts and fruit
 - + use permeable paving materials for walk ways
 - display gardens, unique plant collections (for example lilac collections in Highland Park)
- Enhance and expand recreational opportunities for all ages;
- Include functional art.



ENHANCE THE PEDESTRIAN EXPERIENCE

- Put people first – design the public realm for pedestrians not cars;
- Ensure accessible design for people with a variety of abilities;
- Create safe pedestrian crossings;
- Improve controls to slow traffic;
- Develop creative parking solutions.

VISION PLAN OVERVIEW

GUIDING PRINCIPLES



CELEBRATE DIVERSITY AND NURTURE AN INCLUSIVE SENSE OF COMMUNITY

- Embrace, celebrate, and promote our rich neighborhood diversity;
- Invest in our social capital;
- Ensure the public realm is accessible to people with a variety of physical abilities;
- Be inclusive of all property stakeholders;
- Engage the various aspects of our neighborhood (i.e., churches, school, owners associations, etc.).



ECONOMY SERVING COMMUNITY; COMMUNITY SUPPORTING ECONOMY

- Promote existing businesses;
- Identify and address obstacles to economic growth;
- Identify businesses that meet community needs;
- Create partnerships to develop initiatives to attract new businesses;
- Embrace commercial entities by promoting partnerships between business, government and community.



UNLOCK NEIGHBORHOOD CONNECTIONS

- Re-establish and strengthen external connections with other neighborhood associations, quadrants and City government;
- Create and sponsor community events to promote stronger relationships with our Corn Hill neighbors, including those living in the newer developments;
- Engage the faith community, schools and not for profit agencies to become a more active part of the community.



PRESERVE AND PROMOTE OUR NATURAL AND HISTORIC TREASURES

- Promote awareness of residential History and property stewardship responsibility;
- Partner with local, state, and national historic organizations and agencies to secure resources and share information to promote restoration and preservation;
- Educate the greater community about Corn Hill History, buildings and people via historical markers, educational and promotional material, and walking tours;
- Engage River and Canal communities and organizations to encourage usage and promote upkeep.



PROTECT, IMPROVE AND UTILIZE THE RIVER

- Integrate the river and canal in to Corn Hill daily life;
- Increase involvement with river and canal oversight agencies and organizations;
- Link the river and canal communities;
- Include the river in existing Corn Hill activities;
- Highlight the river as a destination for recreation, entertainment and activities.

VISION PLAN DEVELOPMENT



The Corn Hill Vision Plan has been created in response to citizen concern, expressed in a survey given in the Corn Hill neighborhood, about the need for a community vision that would address the neighborhood's public realm. Five areas of concern noted were: Streets and Walkways; Greenspace; Riverfront; Homes and Services; and Art (functional and visual). There was community support for creating a working plan with outcomes that would address their areas of concern.

This Vision Plan is important for a variety of reasons. It is based on ideas generated at the charrette and feedback gathered at a public presentation of the draft Vision Plan, presented on March 21, 2012, at the Adams Street Community Center, and follow up work guided by the Corn Hill Charrette Steering Committee. Working in this format ensures continuity and coordination by tying together effectively what is done and organizing ideas and concepts into an overall strategy. It provides the community with a document and drawings that can be employed when explaining strategies, seeking funding, and encouraging investors to support development ideas. A documented Vision Plan is a valuable tool to guide the community and to refer to when issues develop regarding planning and zoning. It serves as a planning tool and a map for short and long-term project development and implementation.

While the term "plan" is used to describe aspects of the vision, it should be recognized this is not a static document. It will take additional planning and implementation over the course of ensuing years to achieve the vision expressed here. During the course of time, conditions

will change and new, unforeseen opportunities will arise. This document allows the flexibility to respond to these changes for the benefit of the entire neighborhood.

After the charrette, the ideas brought forward were translated into design concepts and shown on base maps, resulting in a Vision Plan for the Corn Hill neighborhood. During the first phase of post charrette work, volunteer architects and designers worked with the RRCDC, along with consultation from the Corn Hill Steering Committee, to refine the ideas that were expressed at the charrette. The Steering Committee provided feedback on the design strategies. The RRCDC created plans based on this feedback as well as the plans developed by the different groups at the design charrette.

Draft plans of ideas for the vision of the neighborhood were presented to the public on March 31, 2012. Following a PowerPoint summary, residents and stakeholders were asked to meet with staff from the RRCDC and Steering Committee Members to provide feedback. The opportunity to review the plans, ask questions, and provide comments allowed for further refinement of the Vision Plan materials. The information gathered was incorporated into the final renderings, based on ideas generated prior to and during the charrette as well as during the process of developing the resulting Corn Hill Plan. The plan and accompanying written description document and illustrate physical enhancements, improvements and changes that are meant to be implemented over the short and long term, generated by citizen ideas and input.

VISION PLAN MAP

The Vision Plan for the Corn Hill neighborhood is comprised of final plans, renderings and written descriptions provided in the following sections of the report. The plans presented in this section of the report are as follows:

- Charrette Area Plan
- Plan 1—Perimeters, Gateways, Corridors
- Plan 2—Historic Area North
- Plan 3—Historic Area South
- Plan 4—River Corridor
- Plan 5—Upper Triangle
- Plan 6—The Edge

The Charrette Area Plan depicts the overall Corn Hill neighborhood and delineates the sub-area plan locations. Each sub-area plan, labeled 1 through 6, presents the proposed improvements for each area of the neighborhood.

The proposed improvements are color-coded and a legend is provided to indicate the type of development or enhancement represented. A written summary outlines the major proposed improvements for the entire charrette area and each sub-area.

A number of perspective drawings further illustrate the proposed vision for different elements of the neighborhood.



VISION PLAN

Map Legend

	Buildings - Existing		Brick Column
	Buildings - Proposed		Brick Gateways
	Sidewalk		Stop Sign
	Bike Lane		Stop Sign - Proposed
	Parking Lot		Traffic Signal - Existing
	Green Area		Traffic Signal - Proposed
	Park		One Way Street
	River		Crosswalk - Existing
	Tree - Existing		Crosswalk - Proposed
	Tree - Proposed		Bus Stop
	Shrub - Proposed		Major Public Art - Existing
	Curbcut		Major Public Art - Proposed
			Minor Public Art - Proposed

Corn Hill – Existing



FOCUS AREA 1:

Perimeters, Gateways, Corridors



Existing Conditions

Ford Street, Exchange Boulevard, and I-490 form the perimeter of Corn Hill, providing circulation for traffic around the outside of the neighborhood . There are five key gateways that bring people into Corn Hill: the Ford St. Bridge and intersection at Exchange St.; Ford St. at South Plymouth Ave.; Ford St. and Boys Club Pl.; Exchange Blvd. and South Plymouth Ave. both of which come from the downtown.

The north end of Exchange Boulevard has a concentration of commercial properties, notably Corn Hill Landing, whereas the rest of the perimeter has a primarily residential character. Both Ford Street and Exchange Boulevard are designed as major thoroughfares with two lanes in both directions; adjacent properties are far from the street line. This configuration promotes heavy traffic and speeding and impedes pedestrian use. Neither is scaled for pedestrian use in terms of lighting and landscaping.

The nature of the gateways also poses barriers to pedestrian access to the neighborhood and is lacking in signage and other neighborhood identifiers. In particular, I-490 separates the neighborhood from adjoining neighborhoods in the north and is poorly marked and landscaped, with awkward ramps spanning the northwest corner of Corn Hill.



*Exchange Blvd. looking towards the downtown.
Source: RRCDC*



The intersection of Ford St. and Troup St. Source: RRCDC

FOCUS AREA 1:

Perimeters, Gateways, Corridors

Vision for Perimeters, Gateways, and Corridors

The perimeter of the Corn Hill neighborhood is an area where there are opportunities to develop better connections with surrounding communities. The overall vision is to create welcoming gateways and enhance the corridors.

Accommodating and encouraging multiple modes of transportation, including walking and bicycling, will aid in connecting Corn Hill to the surrounding neighborhoods and the downtown. In addition, a strong sense of entering and of place should occur at each of the major gateways that reflect the historic character of the neighborhood.



Enhance Gateways

Given their significance as major entry points, the major gateways should incorporate strong visual cues, including scale, that indicate that one is entering a special place. The addition of major and minor public art pieces might be used to signify as markers as well as landscaping, lighting, use of color, and signage that together create beautiful and identifiable entrances into the neighborhood.

Improve Pedestrian Realm

In addition to calming traffic, other improvements can be made to the pedestrian realm which encourage walking in and around the neighborhood. Highlighting crosswalks with textural and colorful paving materials and in some cases adding raised intersections and crossing areas, will make them more visible and tangible to both pedestrians and drivers. Safer crossings for pedestrians would also be aided by adding stop signs, countdown crossing lights at all traffic signals, and removing the fly-bys at the Ford St. and Exchange Blvd. intersection. Adding pedestrian scale, post top lighting will enhance the use of the pedestrian realm into the evening hours and be aesthetically pleasing.

*The Elwood Building Gargoyles on Exchange Blvd. : An example of both public art and signage that indicate a gateway to the neighborhood.
Source: RRCDC*

Improve the Quality and Functionality of the Corridors

The vision for the Ford St. and Exchange Blvd. corridors is to create beautiful corridors that promote connections and accommodate alternative forms of transportation, such as bicycles. Reducing the width and thereby the number of lanes on these streets to two allow for the addition of bike lanes and additional parking. In the future, both of these corridors could be adapted for mass transit (light rail or trolleys). Further important actions to improve the quality and function of the corridors include calming traffic and greening the street.

Calm Traffic

Traffic calming along Ford St. and Exchange Blvd. was a major concern of community members, particularly along Exchange Blvd., as it provides access to the riverfront and commercial areas. Narrowing the width, providing on street parking, and reducing the number of driving lanes are physical changes being proposed for both corridors where possible.

A new roundabout is added at Ford St. and Boys Club Pl. that channels traffic effectively to I-490 as well as providing an enhanced gateway into the neighborhood. An addition of two traffic signals, one at the Exchange Blvd. and South Plymouth Ave. intersections and one at Exchange Blvd. and Fitzhugh Pl., will also help to calm traffic. In addition, raised intersections may be used in some locations.



A landscaped roundabout can create a pleasant gateway into the neighborhood and calm traffic.

Source: yummytaters.blogspot.com



Landscaping and signage such as this near Corn Hill Commons are attractive ways to enhance a gateway.

Source: RRCDC

Green the Street

Street trees and tree lawns serve many functions, including slowing traffic, providing a buffer between moving vehicles and pedestrians, and improving the appearance of the street. Planting trees and other shrubs along I-490 where possible, would also help screen the noise and view of the highway. Additional landscaping, especially with flowering plants, can be implemented in bump-out areas and at the gateways.

FOCUS AREA 1:

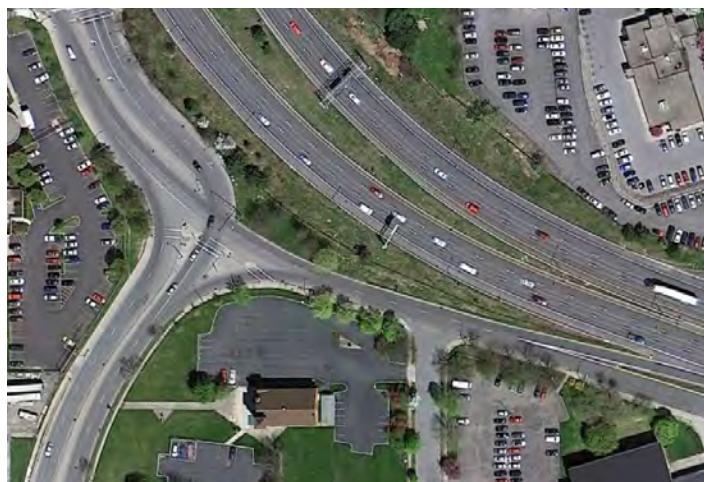
Perimeters, Gateways, Corridors

Ford Street and Boys Club Place

Existing



Proposed



*Enhance gateway at northern end of Ford St.;
Create roundabout with public art piece;
Traffic calming and improving environment for pedestrians and bicyclists;
When possible, include on street parking;
Reduce traffic noise by screening with trees.*

South Plymouth Avenue and Exchange Boulevard

Existing



Proposed



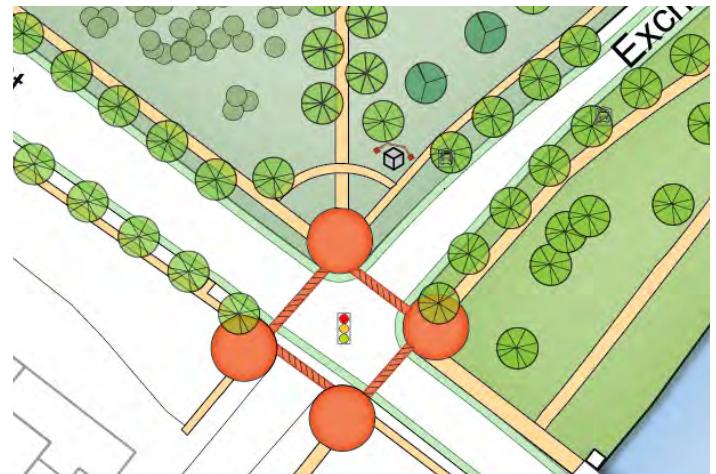
*Enhance corners on west side of Exchange St. with landscaping and public art;
Utilize well defined crosswalks and raised intersection;
Narrow portions of Exchange St. and Ford St. to calm traffic;
Add more crossing opportunities;
Add stop light and countdown pedestrian crossing lights.*

Ford Street and Exchange Boulevard Intersection

Existing



Proposed Alternative 1



Proposed Alternative 2



Proposed Alternative 1

Create traditional intersection by removing fly bys, utilizing well defined crosswalks, and adding countdown crossing lights for pedestrians; Enhance gateway with public art piece and signage; Add pedestrian scale lighting.

Proposed Alternative 2

Create a traffic calming roundabout; Utilize well defined crosswalks; Enhance the gateway with a public art piece and landscaping in the center of the roundabout; Add pedestrian scale lighting.

FOCUS AREA 2:

Historic Area North



Existing Conditions

The Historic Area North is a largely intact 19th century residential neighborhood where history and preservation play a significant role. The area contains many architecturally significant historic structures representing a variety of styles; large distinctive mansions, moderate homes and smaller worker homes reflect the interdependence and diversity of its original residents.

Many of the original service alleys behind the houses, providing functional access and allowing homes to be built to the street with a narrow footprint, are still, to some degree, being used.

The maintenance of these buildings varies. Many are in pristine condition; others are in various levels of upkeep. For example, the Hervey Ely mansion has some exterior peeling of plaster and trim that is crumbling. Livingston Park, particularly important to the area's roots, is missing its original historic stone gates.



*The historic Ely House on Livingston Park.
Source: RRCDC*



Eagle St. from the intersection of Troup St. Source: RRCDC

FOCUS AREA 2:

Historic Area North

Vision for Historic Area North

The vision for Historic Area North is to maintain and enhance the area's special historic resources while allowing the neighborhood to function at its best in the 21st century. This involves encouraging responsible property ownership, including providing resources for information about appropriate maintenance and repair, as well as calming traffic in the area and improving and enhancing the pedestrian realm, tree lawns, and lighting.

Some suggested expanding the designated Rochester City Preservation District to match the national Historic Preservation District or beyond. There was also an interest in increasing the use of historic properties, in particular the Hervey Ely house.

Enhance Historic Infrastructure

The streets and sidewalks that are part of the public realm should feature historically appropriate materials and details. Where possible, decreasing street width while preserving and, in some cases increasing, the size of tree lawns and plantings can enhance the tree canopy appropriate for the area. Adding bump-outs to intersections will help slow traffic to a more appropriate speed for a residential area. Historical markers should be present that highlight existing and former locations and events of significance. Decorative fencing and gates should be added to or restored and neighborhood parks redesigned. Pedestrian scale and historically appropriate lighting should be used and davit lights on Plymouth Avenue should be replaced.

Maintain Property and Historic Structures

It is important that historic structures be properly preserved and maintained for current and future use. Care of these structures often requires special knowledge and skills, which involves making information about appropriate use of materials and methods available to owners and residents. There is an overall need to encourage attention to and care of property, including clean up and removal of debris. A community standard would encourage stewardship of historic homes. While much restoration has been accomplished, owners should be encouraged to bring homes back to their original appearance. There is a perceived need to educate about the use of historic restoration funds and informational resources.

Provide Creative Solutions for Parking

Given the historic quality and density of the area, many homes do not have driveways, and single side parking requires creative use of a limited resource. Screening should be added around large parking areas and lots and opportunities explored for providing parking and shared parking when the lots are not in prime use, such as overnight and guest parking.



Street trees provide a buffer between cars and pedestrians on Troup St. Source: RRCDC

Improve Pedestrian Realm

In a neighborhood built before the age of the motor vehicle, walking is a key part of the community experience and an attractive characteristic of this special urban area. Adding and enhancing crosswalks would improve the experience for pedestrians and slow down vehicles. Crosswalk enhancements may include utilizing color and texture in the paving materials and adding landscaped bump-outs for high visibility and shorter crossing distances for pedestrians. Pedestrian scale, post top lighting is beneficial in the evening and appropriate for a historic neighborhood. A tree lined pedestrian path is also being proposed to connect Favor St. and Troup St., passing near the Memory Garden and offering a secondary gateway into and out of the neighborhood at its northwest corner.

Calm Traffic

Calming traffic is necessary to enhance the residential nature of the community and make the streets part of the outdoor living space. This will encourage people to walk and bike, as well as to drive more slowly around the community rather than speed through. Speeding vehicles on Clarissa St. can be alleviated by reducing the width of the street and adding on street parking where possible. The addition of three and four way stops at key intersections (where Clarissa St. meets Adams St., Dr. Samuel McCree Way, and Greig St., for example), will slow traffic and create better conditions for walking. Stop signs added at Atkinson St. and Adams St. where they cross Eagle St. will help slow traffic on these major cross streets as well as make it easier and safer for students to cross coming to and from the Nathaniel Rochester Community School. Narrowing Washington St. near the I-490 ramp will slow traffic entering the neighborhood.

Create Internal Gateways

Within the Historic Area North, there is an internal system of gateways that, if highlighted, would serve to connect as well as to draw attention to important places within the neighborhood such as the Preservation area. Landscaping and signage might accentuate and mark these gateways as well as providing direction. At Livingston Park in particular, there is strong interest in replacing the stone gateway (similar to Arnold Park on East Avenue) that once stood there.

Enhance Greenspace and Public Art

Two new green spaces are proposed for the Historic North Area: a dog park to be located on a privately owned triangular site under the pedestrian bridge over I-490 and a Memory Garden on a lot near the intersection of Troup St. and Clarissa St. and contiguous to the DAR, which would feature a public art piece. Additional landscaping might also enhance the existing Corn Hill Circle Garden and Govert's Corner Garden, both located on Washington St. Public art might also be introduced in conjunction with functional structures such as bus stops at key locations, as well as creatively designed benches and signs.

Green the Street

Creating an attractive street experience can be accomplished with a variety of treatments. Adding street trees creates a barrier between cars and pedestrians, provides shade in the summer and slows driving speeds, in addition to creating visual appeal. Parking lots can be screened by low landscaping or fencing, and trees might be added to the city-owned parking lot east of Favor St. A standardized fencing option would enhance the urban edge where it is currently absent, designed to respect the historic nature of the neighborhood.

FOCUS AREA 2:

Historic Area North

Washington Street Area

Existing



Proposed



Create a Dog Park in area under pedestrian bridge;
Add landscaping around Corn Hill Circle Garden;
Narrow Washington St.;
Enhance landscaping and plant trees.

Troup Street and Clarissa Street

Existing



Proposed



Create Memory Garden on Troup St. behind Daughters of the American Revolution;
Recreate gateway stone piers and low walls at Livingston Park entry;
Create pedestrian path connection between Troup St. and Favor St.;
Add new crosswalks;
Screen parking with landscaping.

Ralph Avery Mall

Existing



Proposed Alternative 1



Proposed Alternative 2



Proposed Alternative 1

Create additional crosswalks to connect surrounding sidewalks to Avery Mall;
Add public art piece, suggestions included the Fox Sisters Obelisk or 150 Years Monument;
Prune some trees.

Proposed Alternative 2

Reorganize circulation;
Add two paved areas for seating and chess and checkers tables;
Add public art piece, suggestions included the Fox Sisters Obelisk or 150 Years Monument;
Move trees to edge to create areas of sun and shade.

FOCUS AREA 3:

Historic Area South



Existing Conditions

The Historic Area South is an integral part of the neighborhood comprised of many historic, architecturally significant homes and structures. Several streets converge upon Lunsford Circle, a focal point of the area consisting of a park and gazebo. The park has a strong tree canopy but lacks appropriate lighting. The width of the street also makes the park feel inaccessible, surrounded by pavement. The upkeep of the homes vary across a wide spectrum. Some of the outer streets encircling the area are wide and foster speedy traffic, specifically Adams Street, Clarissa Street, and Fitzhugh Street, and some intersections lack signage. These streets also act to separate the blocks from the external portions of the neighborhood and limit access to the river.



Lunsford Circle Park. Source: RRCDC



Beautiful porches and cherry trees on Glasgow St. Source: RRCDC

FOCUS AREA 3:

Historic Area South

Vision for Historic Area South

Much like Historic Area North, Historic Area South is a largely intact, architecturally and historic significant residential 19th century neighborhood, featuring a variety of architectural styles, scales of homes, and characteristic service alleys. Unique to Historic Area South is Lunsford Circle Park, a somewhat formal elliptical-shaped green space located at the center of the district, enhanced by mature trees and a gazebo. Another key site on the edge of this area is the Nathaniel Rochester Community School which includes playing fields and a children's playground. The vision for Historic Area South is to maintain and enhance the historic qualities of the neighborhood including providing historic signage, promoting the greenspaces, and improving access to the school, and making the entire area more accessible to pedestrians.



It is important to maintain historic homes like these on Clarissa St. Source: RRCDC

Maintain and Enhance Historic Qualities

It is important that historic structures be properly preserved and maintained for current and future use. Care of these structures often requires special knowledge and skills. It is essential to find ways to provide and make accessible to owners and residents information about appropriate use of materials and methods for their upkeep and maintenance. Promote a consistency of materials and details, reflecting the historic character in additions and renovations. Suggestions include:

- Creation of an architectural review board;
- Implementation of an alley beautification plan ;
- Introduction of more appropriate lighting and bollard lighting;
- Reduction of the amount of asphalt, integrating parking lots with green screening, and use of pervious paving materials, as well as enclosures and pads for refuse totes;
- Discouraging developments with the back sides of buildings to the street; and
- Establishing guidelines for property edge treatments and unifying landscaping along the street line.

Improve Pedestrian Realm

Improve the pedestrian realm to increase the walkability of the neighborhood. Create highly visible crosswalks through the use of textural and colorful materials that will draw drivers' attention to pedestrian-crossings. The addition of crosswalks at Lunsford Circle Park, connecting it with the surrounding sidewalks, would make it much more accessible. Crosswalks should also be added around the



An example of pedestrian scale lighting on Fitzhugh St.
Source: RRCDC

Nathaniel Rochester Community School for safer student crossing. Pedestrian scale, post top lighting would illuminate sidewalks and streets in the evening and be historically appropriate for the area.

Calm Traffic

The current width of Clarissa St. and Fitzhugh St. encourages drivers to drive through them at a speed much too fast for a residential neighborhood, endangering students, bicyclists, and walkers. Reducing the width of the street and adding on street parking where possible. Placing, at spaced intervals, three- and four-way stop signs where Clarissa St. intersects with Adams St., Dr. Samuel McCree Way, and Greig St., and at the intersection of Fitzhugh St. and Glasgow St. It is also proposed that Hubbell Park become a one-way street west bound.

Enhance Greenspace and Public Art

Enhancing the landscaping and adding a public art piece at and around Lunsford Circle Park will contribute positively to this significant neighborhood asset. Also reducing the tree canopy, opening up the space and providing a bench

arrangement and expanded paved area to facilitate performances in the gazebo was suggested. Public art might also be introduced making functional structures such as bus stops special and unique and including creatively designed benches and signs. More accessible sidewalks with gentler wheel chair ramps would make getting around easier. At the Nathaniel Rochester Community School, adding a pedestrian path on the west side of the grounds would connect Edinburgh St. and Adams St. It is important to maintain the sports fields and playground for current and future use, however low scale landscaping could be added to the eastern side of the building along Frederick Douglass St., defining and enhancing the urban edge. There was a suggestion to create pocket parks – possibly in the church yard on Edinburgh Street.



Street trees like these on Hubbell Park are one way to calm traffic. Source: RRCDC



Greenspaces such as Lunsford Circle Park should be preserved and enhanced. Source: RRCDC

FOCUS AREA 3:

Historic Area South

Clarissa Street (Southern End)

Existing



Proposed



*Reduce width of street to calm traffic;
Add street parking where possible;
Create enhanced crosswalks and add new;
Bump outs for safer crossing;
Add some raised intersections;
Add pedestrian scale, post top lighting;
Plant new trees.*

Lunsford Circle Park

Existing



Proposed



*Create new crosswalks to connect surrounding sidewalks with park;
Add public art piece;
Plant new trees to enhance with existing;
Improve upkeep of existing green spaces, trees, and plantings.*

Nathaniel Rochester Community School

Existing



Proposed



Provide pedestrian path between Adams St. and Edinburgh St. along west side of property;

Add low scale landscaping on Frederick Douglass St. side of grounds;
Retain sports fields and playground for current and future use.

Fitzhugh Street

Existing



Proposed



Create four-way stop at Fitzhugh St. and Glasgow St. to calm traffic;

Add enhanced crosswalks along Fitzhugh St.;
Screen parking with landscaping or fencing.

FOCUS AREA 4:

River Corridor



Existing Conditions

The river's edge borders Exchange Boulevard as it passes along the west side of Corn Hill. The area begins at the historic Ford Street Bridge, though there is little signage to identify the entrance to the neighborhood with the exception of the underemphasized marker along Exchange Boulevard made from the Elwood Building's gargoyles. From here the Genesee Riverway Trail runs along the east bank of the river, beginning in a naturalistic setting and eventually transforming as it approaches Corn Hill Landing, a mixed-use complex, and later downtown. The retaining wall for the river is deteriorating in many places and, at times, blocks the view to the river for pedestrians on the trail. Exchange Boulevard itself is a wide thoroughfare, with two lanes in either direction as well as a median; along the boulevard there is heavy traffic and it is difficult for pedestrians to cross. Corn Hill Landing houses several restaurants and shops. As the trail runs behind it, however, there are few trees and limited additional recreational opportunities, the primary one being the docking of the Mary Jemison. At the north end there is an I-490 overpass sheltering a parking lot.



*Genesee Riverfront view to downtown.
Source: RRCDC*



Genesee River and Corn Hill Landing. Source: RRCDC

FOCUS AREA 4:

River Corridor

Vision for River Corridor

The Genesee Riverfront, from Corn Hill Landing to the Ford St. Bridge is a vast, un-tapped resource for the City, County and our neighborhood. In its current state, the river is severed from the Corn Hill neighborhood by four lanes of high speed traffic on Exchange Blvd. River views are obstructed by unmanicured trees & brush with significant overgrown foliage. The overgrown condition promotes a prime spot for people to throw trash or collect blowing trash. There is only one refuse container. The retaining wall is in serious disrepair and creates an unsightly view that extends from Corn Hill Landing to the Ford Street Bridge. There is insufficient lighting along the entire trail path that parallels the river edge which negatively affects its use after dusk. The green space in this area is not well maintained and there are no flower beds. Aside from visitors patronizing the Corn Hill Landing commercial establishments and riverboat tours, the river corridor is mostly used for dog walking, biking and jogging. A large part of the river's current lack of use is due to its current state of disrepair and minimal amenities. This area also suffers from inadequate parking, and very few necessary amenities if traveling by car, bike, foot, or boat.

Improve River Access and Greenspace Utilization

The vision is to transform this neglected, underutilized area, and celebrate its beauty by developing its potential as a regional destination for recreation, entertainment, and relaxation. Beginning with a naturalized edge near

the southern end of the riverfront at the Ford St. Bridge, the area along its banks would feature more formal beautification treatment (gardens, borders & trees) as pedestrians progress toward downtown at its northern edge featuring more hardscape materials and rigid pathways near Corn Hill Landing.

Landscaped planting between the river path and Exchange Blvd. would buffer pedestrians from cars and block some of the noise. Natural landscaping with edible plants i.e. berry bushes and nut trees are preferred. For walkways, use permeable paving materials adorned with display gardens and unique plant collections (for example lilac collections in Highland Park). Screening dumpsters at Corn Hill Landing and clearing brush and vegetation were also comments related to maintenance. There were suggestions to provide garbage cans with dog waste bags as a practical measure. In addition, moving the bus pull off closer to the road, and then screening it with trees, would create a more uninterrupted green space along the riverfront.

Traffic Flow and Pedestrian Safety

It is suggested that Exchange Blvd. be narrowed to two driving lanes (one northbound & one southbound) with bike lanes and bump-outs. Increase much needed on-street parking (utilizing the lane reduction space) wherever possible. Crosswalks are proposed at the three main gateways into Corn Hill. To promote pedestrian safety and speed reduction, it is recommended to add two traffic signals; one at Exchange Blvd. at South Plymouth Ave. and one at Exchange Blvd. at Fitzhugh Place. These traffic signals would feature countdown

crossing lights for pedestrians. Also proposed is a lighted pedestrian bridge over Exchange Blvd. and connecting Cornhill Place to the river path.

Recreation Amenities

Improve the “branding” of the river walk by naming or identifying sections with activities such as “rubbings” from trail markers, a smartphone self-guided tour and geocaching were all suggestions aimed at engaging the public. Creating a separate pedestrian and bicycle path was suggested, as well as adding energy-efficient, pedestrian scale and post top lighting (similar to that used in the residential part of the neighborhood) that would enhance the river path for walking into the evening hours. Amenities such as benches, bicycle racks, signage, information kiosks and energy efficient lighting being included in the river walk as well as public restrooms, places to rent boats and bicycles, were all ideas to improve the experience and comfort for people walking, biking and using the river. To foster a multigenerational neighborhood, it was suggested that play areas and other family-friendly elements be added.

To attract residents from near and far, a recommendation was made to install a large performance venue featuring a temporary (seasonal) floating stage that could be dismantled and stored during the winter season. To accommodate views from the green areas, the existing circular drive will be filled in and graded to gain the best views. The parking space will be relocated to Exchange Blvd. where a larger bump-out can accommodate buses and trailers. The grade could be raised in many areas to allow views over the river wall with pockets of trees providing shade as well as preserving view sheds. Two look outs (spaced at equal intervals on either side of the performance space) would provide a quaint resting spot and excellent



Riverfront public art piece at the terminus of South Plymouth Ave. Source: RRCDC

views of the downtown. The addition of a boat launch, docks and a marina featuring electric and water services with pump-out sewage for boats, would provide access points to the Genesee River for both non-motorized water craft such as canoes and kayaks as well as small and large watercraft.

Improve the Pedestrian Realm

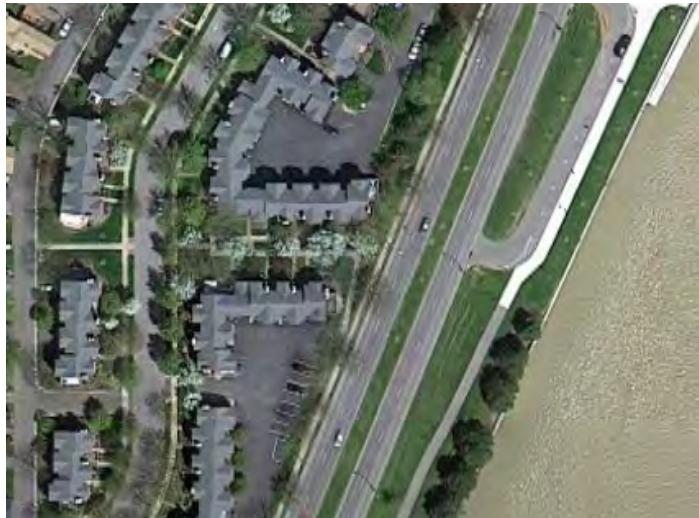
Improving access to the river benefits the quality of the pedestrian realm. The addition of crosswalks and a pedestrian bridge would offer an aesthetically beautiful safer option for pedestrians to cross from the Corn Hill neighborhood to the riverfront. It was suggested that a new boardwalk be added near the existing wall in low areas. A lower wall (or berm in lieu of a wall wherever possible) or filling in an area behind the wall providing both protection from flooding and opportunity for better viewing of the river. From a safety perspective is a significant need to improve security under the Frederick Douglass Susan B. Anthony Bridge. Camera surveillance and emergency phones were suggested to ensure overall pedestrian and bicycle safety. There was a suggestion to extend the promenade where the floating boat dock is located farther to the south.

FOCUS AREA 4:

River Corridor

Exchange Boulevard Performance Space

Existing



Proposed



Create pedestrian bridge over Exchange St. connecting the neighborhood and river corridor;

Create a performance area with a floating and movable stage; Move bus parking to Exchange St. and screen with new trees;

Screen parking behind townhouses with shrubbery;

Add pedestrian scale lighting;

Add appropriate signage.

River at Fitzhugh Place

Existing



Proposed



Create river overlook;

Promote access to and engagement with the river with added crossing areas;

Add pedestrian scale lighting;

Add appropriate signage.

Exchange Boulevard Boat Dock

Existing



Proposed



*Improve landscaping and create a more natural feel at southern end of river corridor;
Provide opportunities for recreation along the river including a dock for small craft;
Increase river access through on street parking, crosswalks, and better pedestrian
connections to neighborhood;
Add pedestrian scale lighting;
Add appropriate signage;
Create and preserve view sheds.*

Exchange Boulevard Marina

Existing



Proposed



*Create a more formal appearance at the northern end of the river corridor
approaching downtown with increased use of hardscape;
Create a marina with a small building;
Create enhanced crosswalks;
Add pedestrian scale lighting;
Add appropriate signage.*

FOCUS AREA 5:

Upper Triangle



Existing Conditions

The Upper Triangle has a mix of uses, both residential and commercial. Most of the commercial properties are adjacent to either South Plymouth Avenue or Exchange Boulevard and are difficult for pedestrians to access given the inefficient structure of parking (often in front of the businesses) and the width of surrounding streets. The intersection of South Plymouth Avenue and Exchange Boulevard poses a particular problem for both pedestrian and vehicular traffic. Between the bounds of South Plymouth and Exchange, especially along South Fitzhugh Street, there are also several historical properties, including the Campbell-Whittlesey House. These architecturally important sites are maintained to various standards; some of the commercial properties fit in with these historic surroundings while others do not. Lighting and tree lines are fairly inconsistent. Along the north edge runs I-490, which is un-buffered and noisy. The Upper Triangle also contains the newer mixed use Corn Hill Landing development. It is the primary space that ties Corn Hill to the river, and is home to a number of restaurants and businesses.



On street parking calms traffic on Exchange Blvd. at Corn Hill Landing. Source: RRCDC



The intersection of South Plymouth Ave. and Exchange Blvd. Source: RRCDC

FOCUS AREA 5:

Upper Triangle

Vision for Upper Triangle

The Upper Triangle encompasses an area bounded on the west by South Plymouth Avenue, north by I-490 and east by the river and includes Corn Hill Landing. It is a mix of new and historic buildings, in what is primarily the business district of Corn Hill. This is the area where future commercial and mixed use structures would be slated for development. The neighborhood would like to foster a vibrant business community here, offering essential services to residents. Additionally, some businesses and restaurants could help to establish Corn Hill as a “destination.” There is a need to address the current barrier aspect created by Exchange Blvd., and to some degree South Plymouth Avenue, and change the character of these corridors to create better connections to the neighborhood. The vision for this area is for better internal connectivity, with the rest of the neighborhood and riverfront. The area needs to increase its capacity to accommodate and attract visitors, as well as serve as a vibrant hub for residents. There should also be an emphasis on higher density, higher quality new development, and parking.

Create Connections

For greater success, businesses must be connected with the areas surrounding them. Narrow Exchange Blvd., add bike lanes and increase on-street parking. Add a traffic signal at South Plymouth Ave. Address the physical barriers between Corn Hill Landing, riverfront and the rest of the Upper Triangle. Reorganizing and sharing the parking along



South Plymouth Avenue. Source: RRCDC

School Alley will further connect these businesses and make them more accessible. The addition of crosswalks along South Plymouth Ave. would help to connect the area to the rest of the neighborhood. Creating proper, sheltered bus stops will increase the neighborhood's connectivity.

Improve Pedestrian Realm

Enhancing the pedestrian realm will improve connectivity with the business district. Slowing traffic on South Plymouth Avenue and Exchange Blvd. and adding a traffic signal at this intersection is important. The addition of crosswalks and the traffic signal allow those walking in the neighborhood or along the riverfront to easily access the businesses. The pedestrian realm should be accessible to people with a variety of physical abilities.

There were suggestions to repair or reuse the old stone sidewalks; repair brick in general and create a pedestrian walk near the Police Station and insert Corn Hill Landing benchmark plate medallions in the sidewalks. Planting new street trees along South Plymouth Ave., Exchange Blvd., and South Fitzhugh St.

would also enhance the pedestrian experience and calm traffic.

Provide Creative Solutions for Parking

A reorganized parking layout in the area which is now School Alley would reduce the number of curb cuts on South Plymouth Avenue improving pedestrian and vehicular safety. There was a suggestion to install brick in this area. Narrowing Exchange Blvd., allowing for increased parking along that corridor, as well as where possible on South Plymouth Avenue, will also offer an opportunity for addressing those needs. Suggestions were made to add lighting and to screen parking lots. Compact underground parking accommodations as well as a car pod were also suggested for future development.

Enhance Commercial Development

There was support for establishing business associations providing synergy around business development, parking and signage that would promote standardization and coordination. Changes in zoning were suggested to incentivize modifications and improvements. The suggestion was made to conduct a marketing survey to determine the need for new businesses. This survey must address the needs of the community and surrounding area. A new emphasis should be placed on creating incentive packages to promote and nurture business development.

Among the physical changes suggested were adding fencing at dumpsters and removing towing signs attached to brick piers, removing the restaurant sign under 55 Troup St. and repairing or replacing the rock bed at Corn Hill Landing.

Identity and Aesthetics

Bridge piers near I-490 could be used to mark an entrance into Corn Hill on Exchange Blvd. with another gateway created with piers at South Plymouth Avenue. There was also support for renaming streets that have been cut up or changed to reduce confusion, and establishing standards for signage. Suggestions were made for opportunities for “greening” the business district including moving utilities underground, creating green roofs, adding green walls along I-490 and adding grass parking pavers. Taking advantage of the alleys, bus shelters and pavement for public art enhancements was encouraged.



Public art pieces can be introduced through functional items like this bench from ArtWalk on University Ave. Source: RRCDC



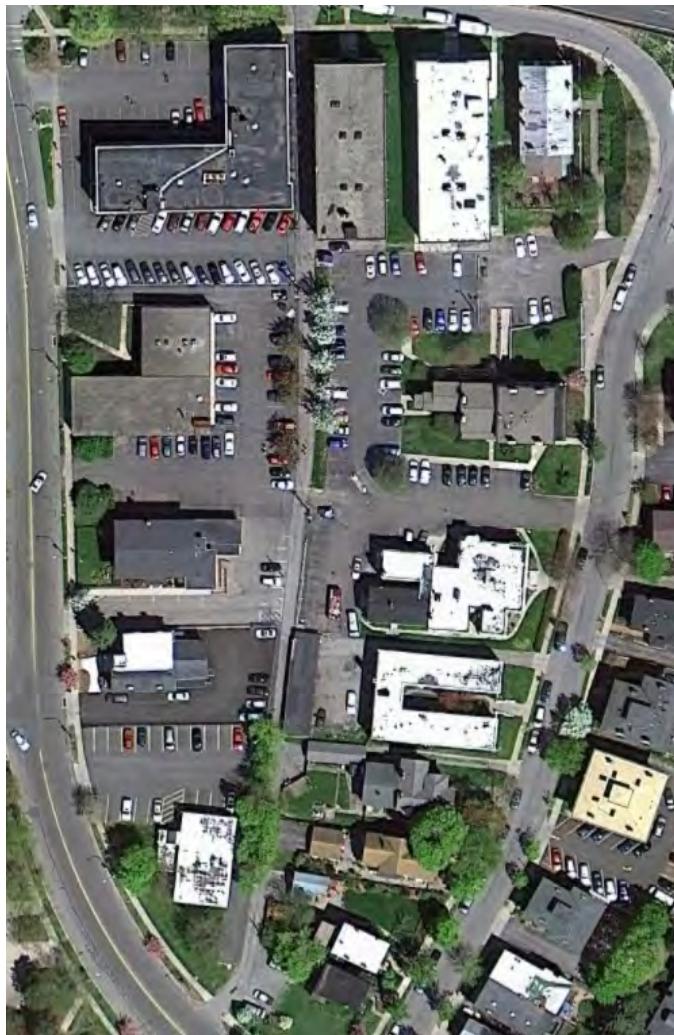
Reducing the number of curb cuts on South Plymouth Ave. would improve pedestrian safety. Source: RRCDC

FOCUS AREA 5:

Upper Triangle

Upper Triangle – School Alley

Existing



Proposed



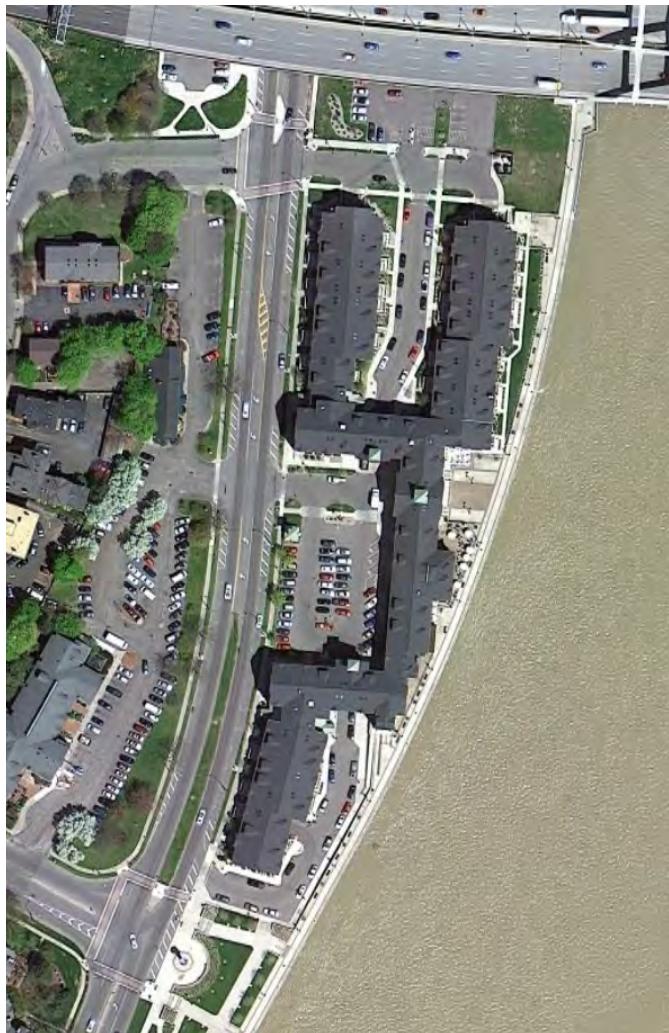
Reorganize parking;

Reduce number of curb cuts to improve safety for pedestrians;

Screen parking with landscaping or fencing.

Upper Triangle – Exchange Boulevard

Existing



Proposed



*Add traffic signal at Exchange Boulevard and South Plymouth Avenue;
Utilize countdown crossing lights and enhanced crosswalks for pedestrian safety;
Add street trees, bump outs, and on street parking to calm traffic;
Add bike lanes.*

FOCUS AREA 6:

The Edge



Existing Conditions

The Edge is a large, u-shaped area that borders Ford Street and Exchange Boulevard. It is comprised of homes constructed since 1970 and composed of several developments of varying quality and design. The largest is the 154 unit Mark IV Townhomes and garden apartments which are maintained by a Common Association generally in a pristine manner. There is also a 158 unit rental complex located on the east and south end of the Edge maintained by a professional maintenance service. The newest homes were built in single block areas of the western edge for low income and handicapped residents and are not as structurally sound with some showing signs of need of repair. In addition, three new community group homes are located in the southern area of the Edge, housing 100 plus residents. One of the smaller community greenspace units, the Tubman Garden at the circle end of Tubman Way is an area maintained by the Corn Hill Neighbors Association, Inc. The design of Ford Street and Exchange Boulevard provide limited inner neighborhood accessibility and impede pedestrian traffic both with design of four lanes and heavy traffic. In some areas there is a lack of appropriate landscaping, parking lot and trash receptacle shields and inconsistent lighting.



Street trees create a pleasant street aesthetic at Corn Hill Commons. Source: RRCDC



Tubman Way. Source: RRCDC

FOCUS AREA 6:

The Edge

Vision for The Edge

The Edge is a diverse area of our population with clusters of empty nesters, students, elderly, mentally challenged, new home owners of various income levels. The location of this set of houses has historically put the homes and residents at the edge of the activities and often the residents are not as involved in the central events of the Corn Hill Neighbors Association, Inc. nor community projects. The vision for the Edge is to bring the area into the community as neighbors as well as providing a flow of the central community through and out to the neighboring communities and the river.

Improve Pedestrian Realm

Improving the pedestrian realm is key to creating connections within and to the Edge area. Although ample sidewalks are provided, there is a general lack of crosswalks, and adding them would enhance access and connectivity to the neighborhood. Building a pedestrian bridge at Corn Hill Place and creating other crossings from the neighborhood would link the area effectively to the river. Coordinating street lighting and amenities such as bus shelters and benches would also provide cohesiveness and connection.



Ralph Avery Mall is a community resource that can be enhanced with improved circulation. Source: RRCDC

Calm Traffic

As with Historic Area South, the high speed traffic on Clarissa St. and Fitzhugh St. is dangerous for walkers and divides the neighborhood. This condition can be alleviated by reducing the width of the street and adding on street parking where possible. Placing at intervals three and four way stops where Clarissa St. meets Adams St., Dr. Samuel McCree Way, and Greig St. and at the intersection of Fitzhugh St. and Glasgow St. will also calm traffic. The addition of more street trees in high-speed areas will encourage calmer traffic and provide a buffer between cars and pedestrians.

Enhance Greenspace and Public Art

There are many opportunities to enhance green space and add public art in the Edge area. Outside of Corn Hill Commons, there is a lack of street trees. Planting trees would create shade, a buffer between cars and pedestrians, calm traffic, and improve the look of the streets. Parking lots in the area can also be screened with landscaping or fencing. There is an opportunity for public art at the Harriet Tubman Garden. Public art can also be introduced in functional structures at key places such as bus stops and in creatively designed benches and signage.



The Harriet Tubman Garden provides an opportunity for a public art piece. Source: RRCDC



Crosswalks enhanced with color and texture draw drivers' attention and make crossing safer. Source: www.westchicago.org



An area of Exchange Blvd. where the buildings' backs face the street. Source: RRCDC

FOCUS AREA 6:

The Edge

Clarissa Street Area

Existing



Proposed



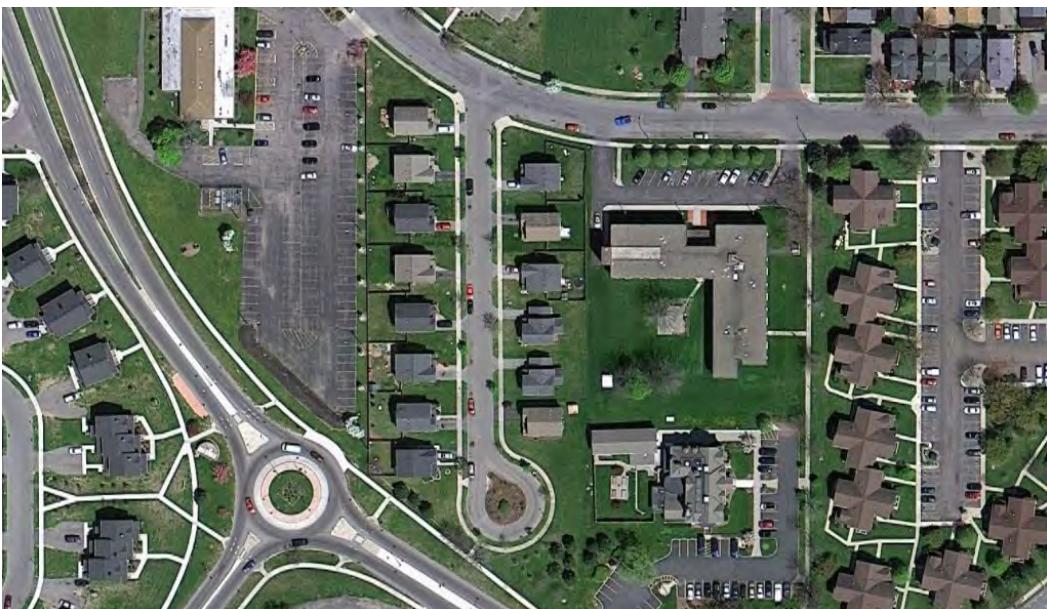
*Add crossing areas;
Calm traffic on Clarissa St.;
Make Hubbell Park one way, westbound.*

Tubman Way and Ford Street Area

Existing



Proposed



*Enhance Ford St. gateway from PLEX neighborhood with public art piece;
Add public art piece to Harriet Tubman public garden;
Enhance landscaping;
Screen parking.*

PRECEDENTS

Precedents are a tool that helps us translate ideas into reality, portraying ideas and concepts being employed in different places. Precedents draw from examples that have proven successful and functional in other communities given similar revitalization goals. These examples help to justify design decisions and concepts being considered in the Corn Hill neighborhood. Precedents are also a tool used to inspire local residents, officials, and practitioners to embrace novel design solutions that are uncommon in their areas. The following examples communicate characteristics of scale, form, texture, pattern, and effect for potential design solutions to benefit the Corn Hill neighborhood.



Landscaping and Buffering

Stone piers and hedges are one way to buffer parking from the pedestrian realm as in this image from Brooks Landing.

Source: RRCDC



Murals

Murals like “Life Patterns” on the East End Garage can enhance the look of alleys or other blank walls.

Source: Jill Gussow, <http://www.jillgussow.com>



Sidewalk and Crosswalk Treatment

An example of the decorative options for sidewalks, crosswalks, and paving using stamped asphalt.

Source: <http://www.marrpaving.com>



Gateways

Historic gateway pieces like those in this circa 1908 image of Arnold Park could be restored to Livingston Park where they formerly stood.

Source: <http://www.encore-editions.com>



Roundabout

Landscaping and center pieces or artwork create an attractive roundabout and gateway into the community.

Source: <http://www.bigelowspeeches.com>

PRECEDENTS



Floating Docks

Floating docks provide access to the river for small craft like kayaks and canoes.

Source: <http://www.ez-dock.com>



Public Artwork

A portion of the public art piece "Let the Dance Begin" in Strabane, Northern Ireland. This piece in particular is indicative of the musical past of Corn Hill.

Source: <http://www.flickrriver.com>



Performance Barge

A floating barge stage for “Rockin’ on the River” in Philadelphia, PA.

Source: <http://www.schuylkillbanks.org>



Street Furniture 1

Public art can be introduced into functional pieces like this bus stop in Orlando, FL.

Source: <http://forums.digitalmedianet.com>



Street Furniture 2

Another example of functional public art is this bench in Hong Kong.

Source: <http://www.evolo.us>

PERSPECTIVES

Corn Hill Riverfront

Existing



Proposed



Exchange Overpass

Existing



Proposed



PERSPECTIVES

Ford Street Screening

Existing



Proposed



Exchange Street

Existing



Proposed



Ford Street/ Boys Club Place

Existing



Proposed



NEXT STEPS

The creation of this vision document is one of the first steps for improving the Corn Hill neighborhood. This vision will be handed off to a Strategic Planning Committee to create goals, objectives and priorities to move the vision into projects and strategies and bring the dream to fruition. Interested stakeholders from the community, neighboring areas, government and the commercial sector will form partnerships and collaborations.

The first step will be to inform, engage and attract a commitment of time and energy, as well as patience for the process and commitment to the goals. This is a major endeavor that will require many views and skills as well as determination to see the tasks through. During the planning process, the following activities will be required:

- Engaging the community
- Prioritizing projects and activities
- Creating a timeline for achieving the prioritized elements short-term (1-5 years); medium-term (5-10 years); and long-term (10 years and beyond)
- Determining costs of improvements and identifying funding sources and
- Establishing and cultivating partnerships

A major goal of the initial phase is to capitalize on the enthusiasm and energy created by the presentation of the vision plan to the community and extend public participation into the planning and implementation process. Community members should be encouraged to act on the ideas they generated or identify with others'

ideas created in the process. It is expected that, over time, new vision items will be identified and some may be accomplished without a lot of effort. It is vital to the success of the planning process that neighborhood members be invested in the revitalization.

Efforts will be extended to engage the community through public meetings, workshops and presentations. The Corn Hill website (cornhill.org), email and local newspapers will be used to provide updates about the planning and implementation process. Easily assessed planning and brainstorming sessions can fan enthusiasm and encourage participation. Residents should have opportunities to provide input or to become engaged actively in a subcommittee to contribute to the design of the public realm and shape their community's future.

Central to the implementation process will be the partnerships and collaborations necessary for realizing the plan. Engaging public, private and non-profit interests will help bring a variety of resources to the table necessary for implementing the vision plan. In addition, many of the proposals involve public improvements to infrastructure, especially to streets and sidewalks. A strategy to garner the support of the public sector agencies involved is essential in order to implement portions of the vision plan. A close working relationship with Corn Hill southwest city government quadrant and the neighboring communities will be essential.

Recommendations for success made by the

Rochester Regional Community Design Center are:

- Organize and classify the ideas into groupings under the categories of projects, programs and initiatives and then prioritize them. Follow up by identifying the process and parties necessary to achieve each desired goal. Finally, develop and implement strategies for bringing the necessary parties together.
- Evaluate current conditions in light of the proposed changes. Identify and leverage existing programs or projects to help realize vision plan ideas. Develop strategies to enforce existing regulations. Start by providing incentives. Build on assets to address challenges.
- Devise strategies to engage public agencies involved in implementing portions of the plan. This is necessary because many of the improvements shown in the vision plan take place in public spaces. Some projects may be implemented as part of the normal capital improvement process, while others may require extensive lobbying to come to fruition. The committee should make an effort to assemble an advisory group of local and state officials and others who can help jumpstart this process.
- Combine public realm improvements with private investment. The improvements should reflect the historical character of the neighborhood but should also meet the needs and vision proposed here. An advisory group consisting of local residents, architects and

designers may be established to help guide projects.

- Engage residents, businesses and property owners to begin addressing the public safety concerns contributing to some of the parking issues. Develop a task force to explore the feasibility of installing alley gates, shared parking and maintenance and safety strategies for off-street parking facilities.



SUMMARY AND CONCLUSIONS

Planning, carrying out, and following up the Corn Hill Neighborhood Charrette with the visioning process are part of a course of action to help community members take steps towards setting and achieving goals for their neighborhood. The vision presented in this report will provide the residents of the Corn Hill neighborhood with a record of the ideas community members and stakeholders developed during the visioning process. The report is a guide to follow as the community proceeds with revitalization efforts. The efforts put forth to create this vision must be followed by action during the implementation phase. The upcoming steps will be exciting but challenging.

The charrette and visioning process can serve as a model for future planning projects in the neighborhood and surrounding communities seeking to revitalize or plan for their future. Communities of many types can follow this basic model of engaging citizens, forging new community relationships, exploring the physical and social aspects of their area, and working together to develop consensus. Communities that engage in these processes will often discover that simply embarking on this journey will lead to the emergence of many unexpected yet welcome long-term outcomes.



STEERING COMMITTEE MEMBERS + CHARRETTE FACILITATORS

Corn Hill Neighborhood Pre-Charrette Steering Committee

Joe Arena	Andrew Panton
Steve Baldwin	Sue Porter
Melissa Barrett	Tom Ryther
Lonna Cosmano	Geoff Smith
Dick Maguire	Scott Williams
Tammi Panton	Bonny Mayer - <i>Volunteer Staff</i>

Corn Hill Neighborhood Post-Charrette Steering Committee

Steve Baldwin	Sue Porter
Melissa Barrett	Geoff Smith
Richard Burack	Scott Williams
Mary Howard	Bonny Mayer - <i>Volunteer Staff</i>
Dick Maguire	

Charrette Facilitators

JoAnn Beck	John Lam
Tim Burke	Paul Minor
Jules Chiavaroli	Richard Napoli
Lewis Childs	Tim Raymond
Howard Decker	Joseph Rudniski
Maria Furgiuele	Sean Salber
Carla Grace	Mary Scipioni
Jason Haremza	Chris Soderstrom
Dwight Harrienger	Sue Steele
Mark Horton	Steve Takatch
Cynthia Howk	Jennifer Takatch
Nancy Jendryaszek	Serge Tsvasman
Glenn Kellogg	Mike Volpe
Michael Kuz	

Corn Hill Design Team

Roger Brown	Tim Raymond
Carla Grace	Joseph Rudniski
Dwight Harrienger	Serge Tsvasman
Nancy Jendryaszek	Mike Volpe
Joni Monroe	

ABOUT RRCDC

The Rochester Regional Community Design Center (RRCDC) is a non-profit organization promoting healthy, sustainable communities by encouraging quality design of the built environment and thoughtful use of built and natural resources. We do this by providing technical assistance and access to educational and training opportunities that increase awareness about the built environment, the impact of design and the importance of good urban planning. By actively engaging through partnerships in city and regional initiatives that include guiding communities in creating vision plans and encouraging community involvement in planning and developing processes, RRCDC plays a critical role as an advocate for good design in the Greater Rochester Region.

One of the most effective means of civic engagement is the community design charrette, an intensive, participatory planning process that brings together a variety of community stakeholders to observe and share ideas about their community. Together they produce tangible steps toward achieving neighborhood consensus for a community vision. As facilitator, we work with a steering committee of neighborhood representatives to plan the charrette, provide design professionals at the event to help translate citizens' ideas into physical drawings, and follow through with those initial ideas to create a final set of plans and recommendations for the community.

Since we began our work as the AIA Rochester Urban Design Committee (UDC) in 1998, the group has facilitated over twenty community design charrettes, including the Center City Charrette that resulted in a community-based vision for Rochester's downtown and was a starting point for the 2007 Downtown Charrette. Other design charrettes facilitated by the RRCDC include the University Avenue Charrette that resulted in construction of the award-winning ARTWalk project. In 2004, we officially incorporated as a 501(c)(3) non-profit organization and continue to serve our region.



www.rrcdc.org