



CIAT 7306 – DESIGN STUDIO 5: **U R B A N D E S I G N**

Department of Computer Imaging and Architectural Engineering Technology
A L F R E D S T A T E C O L L E G E

PACK Neighborhood Master Plan

Fall 2009

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The Urban Design Studio at Alfred State College is in its 10th year of guiding students in the design of buildings and places in an urban setting. Through this course, students explore the principles of architectural design, planning and technology and bridge the gap between architectural theory and practice. Previous classes have worked with residents and community leaders in the Village of Fairport and Town of Wellsville as well as the South Clinton Avenue, Susan B. Anthony and Bulls Head neighborhoods in the City of Rochester to help them visualize proposed improvements to their communities. All research, analysis, design and imaging is completed by students under the supervision of a team of Architectural Technology faculty.

This year's project focused on the PACK Historic District in the southern Marketview Heights neighborhood and was undertaken in partnership with the City of Rochester Planning Department. Thirty-four senior Architectural Technology students working in eight teams with four or five students per group met with city officials, completed a site analysis, and conducted a mini-charrette in the classroom to generate ideas for the revitalization of the neighborhood. An interim critique at Rochester City Hall gave the students the opportunity to solicit feedback from neighborhood residents, city planners and local design professionals.

The six-week project produced eight final master plan proposals that investigated potential development along the North Union Street and East Main Street corridors, the residential and industrial districts and other major nodes including the North Union – East Main intersection, the lumber yard, the North Union Street underpass and the railroad right-of-way. Each team had a different conceptual focus and presented their work as snapshots in time (near to distant future) or as phased interventions. Through this process the students were able to explore and visualize a wide variety of design solutions in a short period of time.