





PROJECT BACKGROUND

GUICCH

Pavement & Infrastructure Improvements



Safety and Accessibility





Mobility for ALL Users



Transit Accommodations





PROJECT GOALS

Address

- Aging Pavement/ Infrastructure
- Safety
- Mobility for <u>ALL</u> Users
- Aesthetics/Identity

Enhance

- Pedestrians and Bike Facilities
- Identity Gateway to Downtown
- Transit Facilities and Access
- Landscape Sense of Place

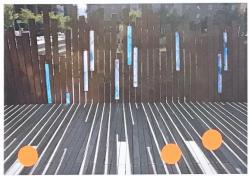














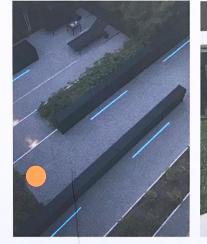














BROADWAY AVENUE | RECONSTRUCTION PUBLIC ART INCORPORATION





WHAT ARE YOU MOST EXCITED ABOUT WHEN THINKING ABOUT THE FUTURE OF BROADWAY AVE?



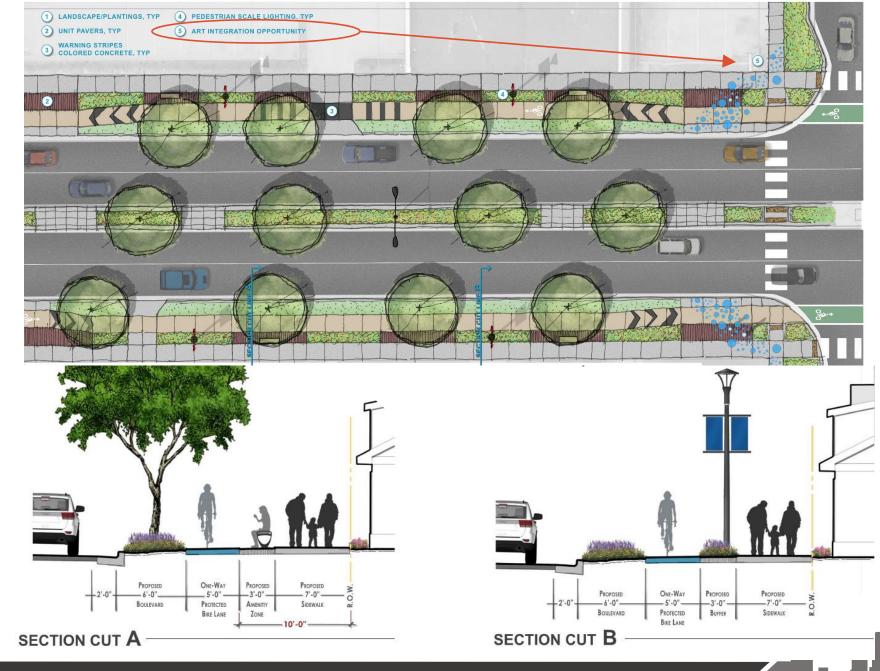
GRAPHIC WORD CLOUD DEVELOPED AT ROCHESTER BIKE SUMMIT BY MENTIMETER

2 CORRIDOR DESIGN

BROADWAY AVE

THE LS

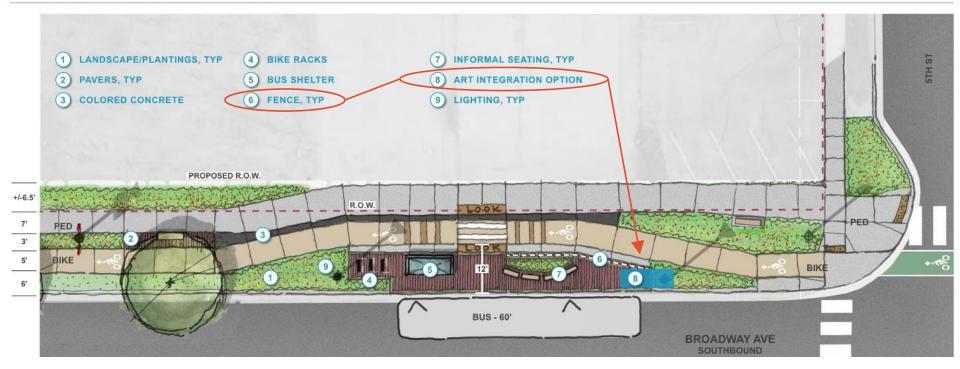
DED





PEDESTRIAN - CYCLIST - TRANSIT - AUTOMOBILE



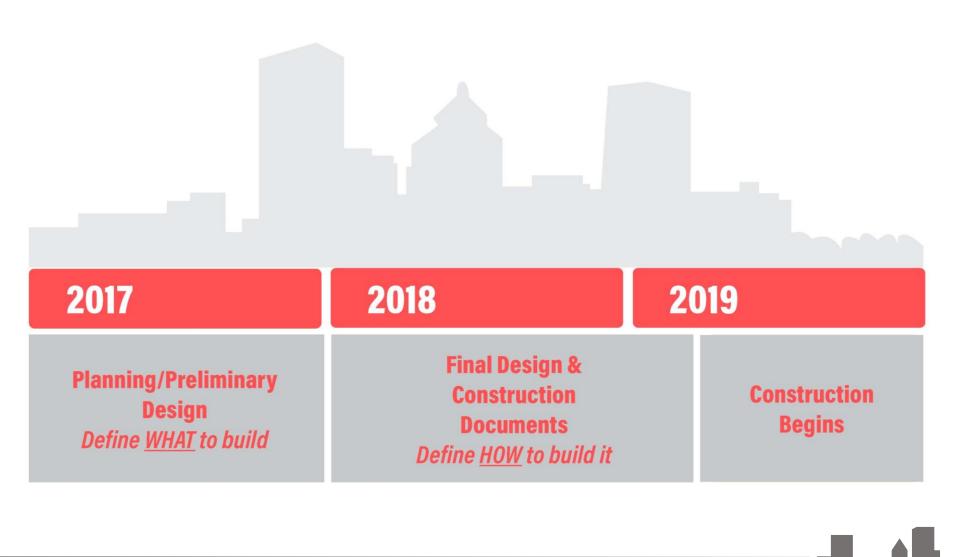


LOCAL BUS STOP CONCEPT PLAN



SCHEDULE / TIMELINE

PROJECT SCHEDULE



PROJECTED SCHEDULE FOR PUBLIC ART



ARTISTS EXPECTATIONS

- **1** Be a part of a collaborative design process
- 2 Ability to immerse into all things Rochester
- 3 Skills to conceptualize unique approaches
- 4 Provide creative problem solving and critical thinking
- 5 Have experience with exterior public realm art installations
- 6 HAVE FUN!!!

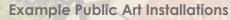
TRANSIT OPPORTUNITIES

- 1 Platform
- 2 Opaque Surfaces
- 3 Screens
- 4 Railings
- 5 Integrated Sculpture



Example Public Art Installations



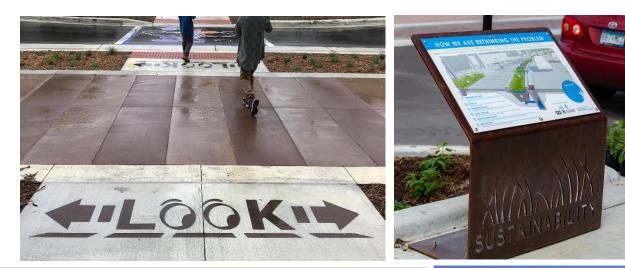




Example Public Art Installations

PUBLIC REALM OPPORTUNITIES

- **1** Surface Treatments
- 2 Neighborhood Ties
- **3** Screen Panels
- 4 Integrated Sculpture











TYPE 'B' ART - STREETSCAPE ART

















Real People. Real Solutions.

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