

HEART OF THE CITY

SCHEMATIC DESIGN

HEART OF THE CITY DESIGN TEAM

RSP + Coen+Partners + 9.Square + HR&A Advisors + Kimley-Horn

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DESIGN PRINCIPLES

MAKE IT ROCHESTER

AUTHENTIC + CONTEXTUAL



MAKE IT A DESTINATION

HOME GROWN + WORLD RENOWNED



MAKE IT BIG + KEEP IT SMALL

BLEND BIG CITY + SMALL CITY, OLD + NEW



REVEAL THE UNSEEN

REVEAL THE MAGIC OF MAYO + SHARE STORIES



MAKE IT ABOUT LIFE

DIVERSITY OF EVENTS + ACTIVITIES THROUGHOUT DAY



MAKE IT ABOUT ART

INNOVATIVE + TRANSFORMATIVE + INTERACTIVE



MAKE IT ABOUT HEALING

MOMENTS OF REPOSE IN AN URBAN SETTING



MAKE IT INVITING

FLEXIBLE + DIVERSE PLACES TO GATHER



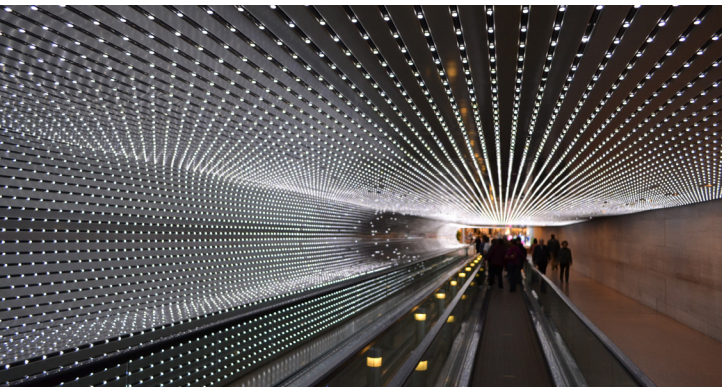
EMBRACE THE NORTH

PROVIDE YEAR-ROUND ATTRACTIONS + EVENTS



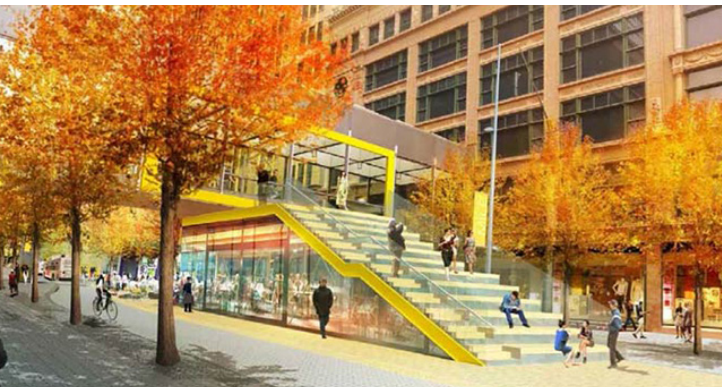
MAKE IT BRIGHT

INTEGRATED + EXPERIENTIAL LIGHTING



MAKE IT CONNECTED

ADA ACCESSIBILITY + SKYWAY, STREET + SUBWAY



MAKE IT GREEN

URBAN + NATURAL



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HEART OF THE CITY INITIATIVES

#1 2ND AVENUE PLAZA

#2 1ST AVE + THE ALLEY

#3 PEACE PLAZA

#4 THEATER SQUARE

#5 ART

#5 ART

#3 PEACE PLAZA

#5 ART

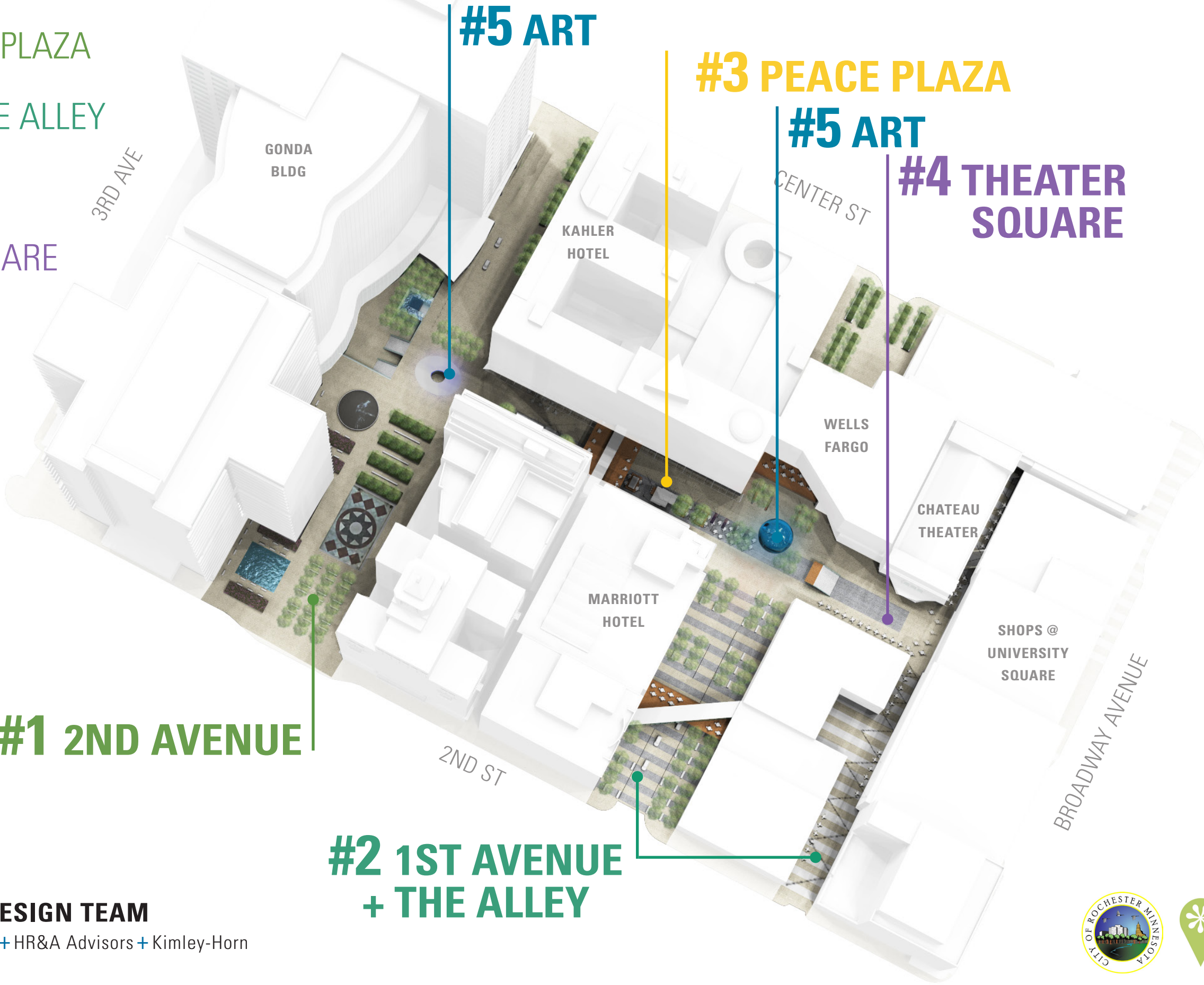
#4 THEATER SQUARE

#1 2ND AVENUE

#2 1ST AVENUE + THE ALLEY

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2ND AVENUE + PEACE PLAZA EXISTING



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EARTH/SKY/WATER WITH FLEXIBLE OPEN PLAZA



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1ST AVENUE EXISTING



1ST AVENUE PLAZA



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PEACE PLAZA EXISTING



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PEACE PLAZA WITH POP-UP CAFES + GARDENS



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THEATER SQUARE EXISTING



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THEATER SQUARE SUMMER FOUNTAIN



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