

From our Executive Director, Maria Furgiuele



Placemaking is the most important tool for making our urban communities vibrant and for economic development! I have a theory that the more cars exist in a space, the less interesting it is to people. This is in part supported by the fact that as we continue to expand auto-related infrastructure (widening of roadways, demolishing buildings to create surface parking lots, creating curb cuts every 50 feet, etc), the pedestrian experience becomes eroded to the point of being at the very least uninteresting and at the worst, unsafe. Creating vibrant and interesting places depends on attracting a diverse population of people to activate our sidewalks and public spaces. The success of a place can be measured by the number of people using it. We must keep in mind this inverse relationship between cars and people and intentionally create places for cars and places for people, understanding that both are needed but that each has it's own unique impact on the space that you are creating.

People have a choice as to where they can go. It's important to convey a message that communicates a "welcoming" environment. A combination of implementing a strategic plan and programming to encourage off-peak visitors will go a very long way in creating the vibrant urban environment that is highly sought after. We are not there yet! Until we create such a place, we cannot extend the times for collecting parking fees. This does not mean that parking revenue cannot be raised using a well thought out strategy that helps to advance the goals of the City in creating a vibrant urban place!

These are our suggestions:

Current street parking rates are extremely low and should be raised. There is a way to raise parking revenue without extending the collection time. A systematic strategy that supports the City's current goals of creating a vibrant urban place needs to be implemented in order to do this.

1. Parking meter infrastructure should be updated to accommodate digital technology and credit card payments throughout the city.
2. Parking rates for on-street meters should be raised incrementally, over time while maintaining affordable rates in the parking garages thereby giving people a choice and incentivizing people to park and walk through downtown.
3. Street parking should cost a premium for the privilege of parking right in front of the business that you wish to patronize. These tend to be short term visits and a higher rate is justified during business hours.

4. Create a City-wide policy for collecting parking revenue uniformly throughout the City. Does the City have a uniform policy regarding fee parking for commercial corridors beyond the loop?
4. Do not punish people for coming downtown in the evenings by charging them event parking fees! Maintaining affordable rates will go far in encouraging people to choose to come downtown. The \$7 a consumer saves in parking may inspire them to have a \$100 meal at a local restaurant.

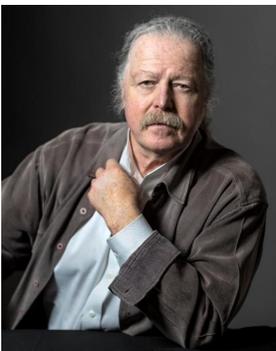
* This article was inspired by the Petition that was circulated by concerned citizens and was written before the City responded to those concerns. We applaud the City for listening to its business owners and residents by recinding the plan to extend collection of parking fees into the evening.

Maria



Now Accepting Nominations!

Do you know a person or project that is reshaping the Greater Rochester region? We want to hear about it! We invite you to nominate someone or something worthy of being celebrated by filling out an application form [here!](#)



We are also thrilled to announce that this year's Urban Observations speaker with be nationally-recognized artist, Albert Paley!

Paley, an active artist for over 40 years at his studio in Rochester, New York, is the first metal sculptor to receive the coveted Institute Honors awarded by the American Institute of Architects, the AIA's highest award to a non- architect. Check out his website [here](#).

In the meantime, save the date! This year's Awards Ceremony will be Thursday, November 8th from 11:30-1:30pm at the Harro East Ballroom.

Eleanor Payson, shares experience

" I have worked as an intern, over the past month, here at the CDCR and learned about community design and urban design. Coming into this, I knew very little. Throughout my time here I've learned so much about what community design means and how it affects and influences the community. I got to visit at a community charrette, listen to the Reshaping Rochester podcasts, and sit in on a community workshop to improve an intersection. All of these experiences have changed how I look at spaces and helped me learn a little more about my city. I can't wait to hear and read about what the CDCR does next."





ROC the Riverway: Phase 1 Vision Plan Unveiled!

Mayor Lovely A. Warren and Governor Andrew Cuomo joined members of the ROC the Riverway Advisory Board on Wednesday Aug. 1 to unveil the Phase 1 Vision Plan, which will serve as a blueprint for a \$50 million State investment to launch the ROC the Riverway Program with 13 transformative projects along the Genesee River. [Click here](#) to view the plan.

OUT and
ABOUT

See what our friends are up to!



What is RocGrowth Coffee?

An informal, morning event designed to facilitate USEFUL collisions by sharing inspiring stories and empowering

the new generation of entrepreneurs in Rochester. Free coffee and bagels will be provided by our underwriters. This event is affiliated with RocGrowth Candids.

Why attend?

To meet and befriend other Rochester innovators and become familiar with potentially helpful resources.

RocGrowth Coffee is a way for you to hear about new ideas, offer YOUR assistance, and announce YOUR ideas to a community of thinkers, entrepreneurs, and venture capitalists!

Format

RocGrowth Coffee will highlight several pre-selected local innovators. These entrepreneurs will have a few minutes to introduce themselves and describe their endeavor. More importantly, they will ask the community for some specific form of support that could range from technical skills to customer identification.

The audience (YOU) will be able to connect with each other and the entrepreneurs before and after the presentations, over coffee and breakfast. Most of the time will be unstructured networking.

Event Details

Friday, August 3, 2018 from 7:30 AM to 9:00 AM
at Carlson Cowork (60 Carlson Road Rochester, NY 14610)

For more info or to register [click here](#)

CELEBRATE
5 YEARS



WITH
5 MOVIES

MOVIES with a DOWNTOWN VIEW

JULY 5 7:30 PM
Office Space
Hyatt Hotel
* Ticketed Event

JULY 20 7:00 PM
Hunt For The
Wilderpeople
MLK Park

AUG. 03 7:00 PM
SING STREET
Washington Square Park

AUG. 17 6:30 PM
THE M
MUPPETS
MLK Park

SEPT 07 8:30 PM
THE
GREATEST
SHOWMAN
Parcel 5

\$ FREE \$ ★ **2 STORY**
admission movie screen

For more information visit: www.ROCWashingtonSquare.org/MWADV



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