



hello neighbors
AND FRIENDS OF THE SOUTH WEDGE

**SOUTH WEDGE FESTIVAL
THIS SATURDAY!**

SOUTH WEDGE PLANNING COMMITTEE *presents the*
SOUTH WEDGE FESTIVAL
"The Year of the Busker" **2025**

**SATURDAY
AUGUST 16th
11AM *Till* 5PM**

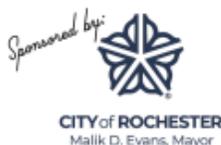
free
FOR ALL AGES

LOCATION: SOUTH AVENUE
from **GREGORY STREET to**
AVERILL AVENUE

- MUSICIANS
- ARTISTS
- LOCAL BUSINESS
- FOOD & DRINKS
- PET PARADE
- SILENT DISCO
- SHOP LOCAL



ROCHESTER, NEW YORK



The mission of South Wedge Fest 2025 is to bring the community together to celebrate the uniqueness of the South Wedge while having fun. You will have the chance to visit local artists, vendors, food trucks, and the eclectic businesses on South Ave, while grooving to a line-up of Rochester's best buskers.

PET PARADE. BUSKERS. FOOD. ARTISTS & MORE!
T-shirts and Commemorative Letterpress Posters will be for sale!

BECOME A SPONSOR

Join us for the annual
SOUTH WEDGE PET PARADE

SATURDAY, AUGUST 16th

MEET *at* MARIE DALEY PARK AT 11:45AM
140 ASHLAND STREET
IF PARTICIPATING IN CONTEST!

-Pre-Register-

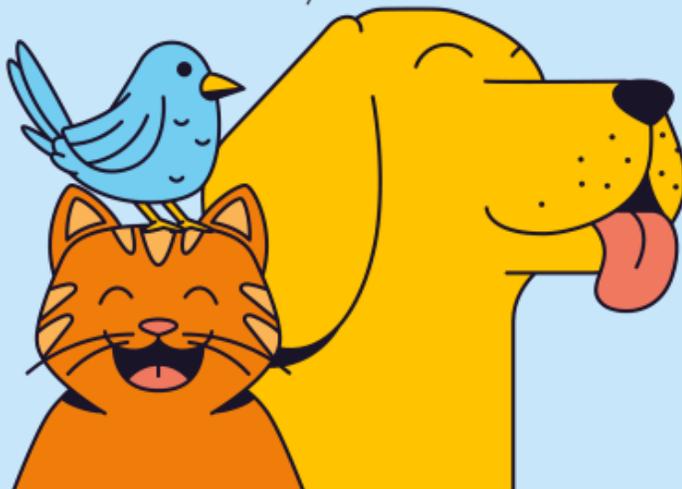
IF YOU WISH TO COMPETE.
SEND INFO TO: JSMORGAN56@GMAIL.COM

AWARD CATEGORIES (*can only choose one*):
BEST DRESSED, MOST UNIQUE, OWNER LOOK ALIKE, BEST SMILE, SASSIEST

PLEASE INCLUDE: OWNER'S NAME, PET NAME

The Pet Parade

BEGINS *at* 12:30PM *at the* CORNER of GREGORY STREET & SOUTH AVENUE



If you wish to register your pet to compete for a 1st or 2nd place trophy in the **Best Dressed, Most Unique, Owner Look Alike, Best Smile** or **Sassiest** please email Jayne at jsmorgan56@gmail.com your name, pet's name, and category.

You will receive confirmation and details for the time of arrival at Marie Daley Park.

If you wish to just join the parade, meet at the corner of Gregory and South Ave.
where the Parade will begin at 12:30.



Join us for the South Wedge Fest T-shirt and Poster release party!

hosted at: Posey LetterPress

348 Mt. Hope Avenue

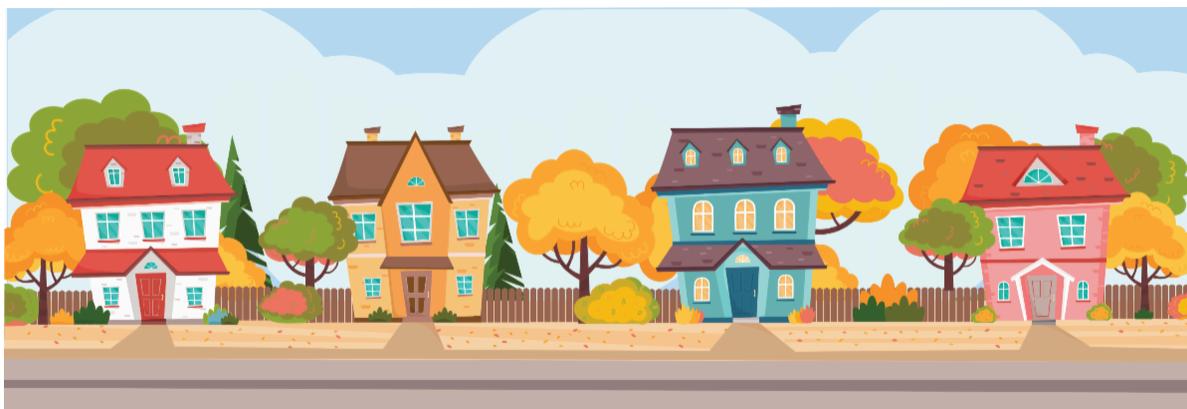
Wednesday, August 13th

6:00pm-8:00pm

T-shirts, stickers and posters will be on sale!

Get a chance to tour Posey Letterpress and make a print of your own to take home!

A Free Event



Introducing the Collaborative Accessibility Exchange:

A Community-Built Housing Model and Pilot for Seniors and Families

The South Wedge Planning Committee (SWPC) is proud to announce the launch of the **Collaborative Accessibility Exchange**, a new community-driven initiative to design and test a housing model that helps seniors age in place while opening up larger homes for young families in the **South Wedge** of Rochester.

Backed by a \$20,000 grant by Council Women Lashay Harris with the City of Rochester this pilot will serve as a **blueprint for intergenerational housing solutions**—and we're inviting the public to help us shape it.

Building a Model Together

This is not just a program—it's a **collaborative effort to build a working model** that can be scaled and adapted across Rochester and beyond. At its core, the Collaborative Accessibility Exchange is about empowering residents to create practical, human-centered solutions to the challenges they face in their own neighborhoods.

We're asking residents, neighbors, partners, and advocates to **join us in designing this pilot**—bringing their voices, experiences, and ideas to the table.

Why It Matters

In the **South Wedge**, seniors in multistory homes are facing increasing difficulty living independently due to mobility issues—but accessible one-story homes are scarce. Many are forced to leave their longtime neighborhoods, which can lead to social isolation and health challenges. At the same time, young families are competing in a tight housing market, often priced out of larger homes by cash-buying investors. As a result, both groups are struggling to stay rooted in the communities they love. The Collaborative Accessibility Exchange aims to bring these groups together in mutually beneficial housing transitions—helping seniors move into accessible homes and freeing up family-sized housing for those who need it most.

What the Pilot Will Do

Over the coming months, the Collaborative Accessibility Exchange will:

- **Connect seniors looking to downsize with young families needing more space through a structured, supported matching process.**
- Host **community meetings** to gather input, raise awareness, and co-create the pilot alongside **South Wedge** residents.
- Build partnerships with housing professionals, city officials, and organizations like Commonground Health's SAGE II Commission and the Aging Alliance.
- Develop tools and systems to **monitor the pilot**, evaluate its impact, and refine the model for future use across the city.

We Need You to Help Build This

The Collaborative Accessibility Exchange is only possible with community participation. Whether you're a senior thinking about downsizing, a family seeking more space, a housing advocate, or simply someone who cares about the future of our neighborhood—**we want you at the table.**

This is your opportunity to help us **create a new, replicable approach to housing stability and intergenerational connection.**

Be Part of the Solution

Join us in shaping this model and pilot, making the **South Wedge** a leader in innovative, inclusive housing. To learn more, attend an upcoming community meeting, a focus group or get involved directly. For more information on how you can help contact Jennifer Posey at the South Wedge Planning Committee, sign up for our newsletter on www.swpc.org and follow us on social media.

Together, let's build a model that works—for all generations.

UPCOMING MEETINGS:



UR
MEDICINE

HIGHLAND
HOSPITAL

**HIGHLAND
HOSPITAL
Information
Session**



**Kathy
Parrinello
President &
CEO**



Highland is in the exploratory and planning phase of renovating and expanding the hospital and the Emergency Department.

**Maura Snyder
Chief
Operating
Officer**



Learn about the project from members of Highland Hospital's senior leadership team and share your thoughts at the August NBN6 meeting:

**Kara Halstead
Chief
Experience
Officer**



**Wednesday, August 13
6- 7:30 PM
Olmsted Lodge
171 Reservoir Ave.**

A light dinner will be available for attendees.

A Q&A session will follow the presentation.

ZONING ALIGNMENT DISCUSSION

Let's Talk Zoning

Rochester is updating their zoning plan (ZAP), slated to begin early next year. **MAKE SURE YOUR VOICE IS HEARD!** Join us for our first collaborative working session to learn about zoning and the proposed ZAP changes, and how this could affect you and your neighbors.

Every neighborhood around Rochester is invited to this listening and sharing table - so spread this invite far and wide!



RSVP

**Thursday
August 14
5:30pm**

Rochester Rainbow Union
50 Prince Street, Rochester NY



HEY! HELLO! HI! WELCOME!

Are you looking to meet new fun people in the neighborhood?
Do you have ideas about things you'd like to do in the South Wedge?

Now is A GREAT time to join the South Wedge Planning Committee Board. The time commitment is about 2 hours per month. There are volunteer opportunities to help with events. In this next year we will be working on our Strategic Plan to set the course for SWPC for the next 10 years. We are a non-for-profit and are looking for folks who want to contribute to the South Wedge! Contact our Executive Director: Jennifer Posey for more info!

jposey@swpc.org



SPEAK UP!

August 27th

5:30-7PM

Community Engagement Committee (CEC)

**SWPC Headquarters
224 Mount Hope Ave.**

The SWPC Committee meetings are open to the public and meet the 4th Wednesday of each month.

Join us in person at the SWPC Office at 224 Mt Hope Avenue Rochester NY 14620.

Contact us at (585)256-1740 or
at info@swpc.org

[MORE INFO](#)



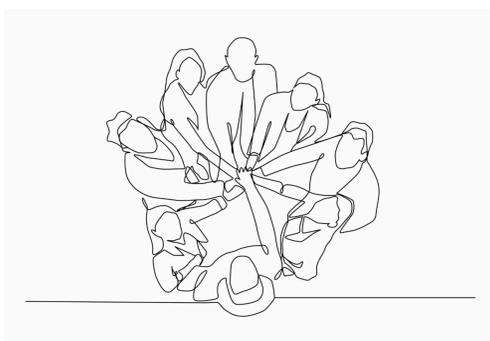
Join In!

SWPC Board Meeting

*August Board Meeting
Canceled this month.*

Join us next month!

[MORE INFO](#)



BUSINESSES UNITE!

South Clinton Business Association
3rd Thursdays of the month
9:30 – 10:30 a.m.

Location announced on Instagram:

[South Clinton Merchants Instagram](#)



B.A.S.W.A.

2nd Wednesday of month

NEXT MEETING

***August 13, 2025
at Abundance Food Co-op
6:00pm – 7:00pm***

<https://southwedge.com/baswa/>



Veterans Outreach Center Renovations

1. Increase accessibility for disabled veterans
2. Expand our Health & Wellness service areas and offerings
3. Enhance our Quartermaster program service area

The entryway into our main facility will undergo renovations. This will include installing a new doorway in

a new location, with safe handicap access. The former entryway with renovations will create new offices for our expert Health & Wellness staff. We will then be able to increase our capacity of service, allowing more veterans to receive the care they need from our licensed professionals. The previous atrium, will now encapsulate our food pantry and clothing closet program, known as the *Quartermaster*. By doing this we will drastically increase our on-hand inventory of products, allowing more veterans to be served as they benefit from a shopping-like experience. By moving the quartermaster out of its current location in the basement, we will be able to add a new program in that space called "*Vets with Pets.*" This program will connect veterans with needed emotional support animals, education, therapy, pet food and supplies, animal training, onsite vaccination clinics and more.

Veterans Outreach Center

JOIN US!

for SOUTH WEDGE STEPS

FREE
EVENT
Rain or shine!



TUESDAYS *and* THURSDAYS
MORNINGS *at* 8:30AM

MEET OUTSIDE OF ABUNDANCE FOOD CO-OP
571 SOUTH AVENUE, ROCHESTER



INFO@SWPC.ORG

WALK AROUND *the* WEDGE WITH US
and GET YOUR STEPS IN

(APPROX. 30 MINS, ROUTES WILL VARY)



Mini Clean Sweep meets South Wedge Steps!

Walking for Rochester
Litter pick up before and after Wedge Fest
This Thursday 8/14 8:30am
Meet at Gregory and South Ave
Next Tuesday 8/19 8:30am
Meet at Abundance Co-op

highlights (and local business spotlights)



When Flaky's a Good Quality

Crust Pie Co.
Opens Labor Day!
133 Gregory St, Rochester,
NY 14620
[Website](#)
[Instagram](#)



Morning and Meat
Open Now!
489 South Ave, Rochester,
NY 14620
Mediterranean fair
Tuesday – Thursday
11am – 10pm
[Website](#)
[Instagram](#)

Beautification of Marie Daley Park

SWPC would like to highlight the efforts of the City of Rochester, especially Anthony Diaz – Asst. Operations Superintendent and his team, who dug out weeds from Marie Daley Park, replaced weed control fabric, and laid new mulch! According to Anthony Diaz, “mulch is important in playgrounds to provide cushion for kids when playing.”

As you can see from the pictures, the new mulch is kid approved!



Thank you to our sponsors!



**DONATIONS WILL BE ACCEPTED
AT THE SOUTH WEDGE FESTIVAL**

There will be a trailer on site at the P&J Parking lot (corner of South Avenue and Averill Avenue) and donations will be accepted.

until next time
GO SOUTH WEDGE!

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South Wedge Planning Committee (SWPC) | 224 Mt Hope Avenue | Rochester, NY 14620 US

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