WEST MAIN MULTIMODAL TRANSPORTATION + PLACEMAKING PLAN

Steering Committee Meeting #9

September 10, 2021

Agenda

- Quick Update on Project Timeline
- Outreach Update
- Policy and Program Update
- Transportation Concept Deep Dive
- Wrap Up & Action Items

Project Timeline

Project Deliverables

1. Public Engagement Plan
2. Existing Conditions and Needs Assessment
3. Design Alternatives and Recommended Strategies
4. Final Vision and Implementation Plan

TIMELINE

NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP OCT

OUTREACH PHASES

Awareness → **Community Goal Setting** → **Co-Creation of Solutions** → **Draft and Final Report**

PHASE FOCUS

Awareness
- Introducing project to the community
- Recruiting project ambassadors

Community Goal Setting
- Collecting goals from previous planning efforts
- Refining goals that are specific to West Main
- Establishing existing and future conditions

Co-Creation of Solutions
- **Developing and refining strategies to address all the project goals**

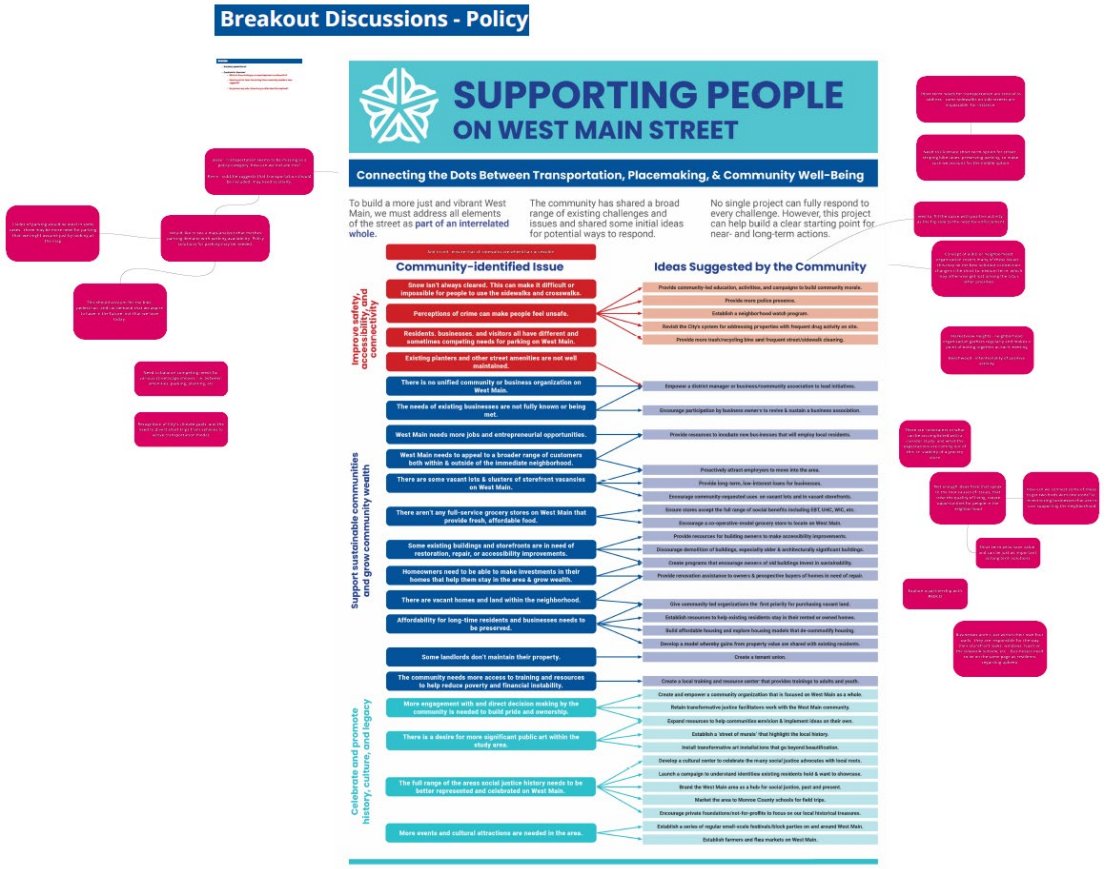
Draft and Final Report
- **Prioritizing actions**
- **Developing implementation strategies**
- Presenting final plan

Outreach Update

- Final Survey
  - The final survey will be on the transportation concept and policy/programming recommendations. It should be live the first week of October.
- Final Pop-Up
  - Possible Dates: 5-7 on October 5,6,7,12,13,14. **11:30-1:30 on 10/9**
  - The MOCHA Center won't work, since Trillium is requiring anyone who is a "visitor" to any of their sites to be vaccinated. We would have to advertise that and verify vaccination status of everyone who came in.
  - My first choice for another indoor location is **Joy Gallery,** if anyone here has an existing relationship with Luvon Sheppard let me know!

Outreach Update

Policy and Programming Update



Identify the Public's Needs/Ideas

Collect Feedback on Needs/Ideas

Clearly and honestly define what it would take to implement the ideas, including funding, partnerships, and more

Hone in on a manageable set of 'priority actions' to focus on for short and long-term intervention

Policy and Programming Update

Clarify Existing Policy Context	Review Precedents and New Ideas	Define Barriers to Implementation	Prioritize Actions
With community concerns and priorities better defined, define the existing policies and programs that intersect with that topic	Bring a broader range of City departments into the process of identifying which ideas or examples feel achievable for West Main, either in the short or long-term	Clearly and honestly define what it would take to implement the ideas, including funding, partnerships, and more	Hone in on a manageable set of 'priority actions' to focus on for short and long-term intervention

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Policy and Programming Update

Problem/Issue Identified by Community	Existing Policy Context	Ideas Suggested by the Community	Related Feedback	Precedents
West Main and the surrounding neighborhoods have a prevalence of several different kinds of vacancy, which are distinct issues but share some root causes: - There are some vacant lots on West Main, some of which are contaminated and need to be cleaned up before they can be redeveloped - There are clusters of storefront vacancies on West Main, around 10 of which are for lease - There are vacant homes and land within the neighborhood immediately surrounding West Main	Vacant lots: The Brownfields Assistance Program (BAP) provides businesses, developers, and investors with financial and technical support to estimate cleanup costs for brownfield redevelopments and assess project feasibility. This doesn't cover cleanup activities. If we're putting forward precedents/policy ideas involving brownfields, should talk to Joe in Darin's department as he is the brownfield expert. The City of Rochester acquires, holds, and disposes of property that is vacant, abandoned, or underutilized to return those properties to productive use through the Rochester Land Bank Corporation. For property owners who own vacant land that is not in the RLBC, is there a vacant land tax? Checked Rochester 2034 Vacancy section, but it focuses on city-owned vacant lands. Moving forward on interim uses for vacant lots like those suggested by the community is a key recommendation in Rochester 2034. Storefronts: The Business Development group with the City sometimes directs folks to vacant properties for lease, though there's no real system for directing nascent businesses to vacant spaces. Question for finding precedents, what works well in other cities for filling vacant storefronts? Best on city scale or neighborhood/district scale? Some places have short-term incentives for property owners to give new tenants favorable terms to activate the space and generate new activity. There may be an opportunity to take a pipeline approach to economic development here via a linkage with Commissary, a new incubator space in Downtown getting food-based business off their feet. At some point businesses will "graduate" from Commissary into brick and mortar spaces, could they be looking to make relationships for these spaces yet? Residential: The City of Rochester's Home Purchase Assistance Program Grant (HPAP) provides down payment and closing cost assistance to first-time buyers who meet program requirements. Grants of up to $3,000 are available for closing cost assistance to first-time buyers who are income eligible.	Proactively attract employers to move into the area. Provide long-term, low-interest loans for businesses. Give community-led organizations the first priority for purchasing vacant land. Provide renovation assistance to homeowners and to prospective buyers of homes that are in need of significant repair. Encourage community-requested uses on vacant lots and in vacant storefronts. So far, the community has recommended: - Expanded St. Mary's campus - Row houses and housing - Open space and parks/playgrounds - Flea markets and farmers markets - Food truck court - Pop-up events - Taller buildings (3-5 stories) - Daycares - Community Gardens - Off-street vehicle parking - More cultural institutions and centers to uplift the Susan B. Anthony House and Museum - Bike parking - Murals - Bike shops	Want to see local businesses prioritized for any new spaces above corporate chains. We have many local great local businesses ready to be supported and expanded. Vacant land and vacant storefronts (available for lease) are very different and need to be treated as distinct issues.	**Start-Up to Storefront in Pittsburgh** is a free, 12-month business incubation program that provides classes, capital and connections for small minority- and women-owned retail businesses in specific neighborhoods. Approximately 15 businesses participate a year. After participants complete the program, they become eligible to occupy a local storefront incubator space at 90% rent reduction. www.catapultpittsburgh.org/programs/ **Bronzeville SOUP** connect and fund businesses along the corridor through a series of microfinance potlucks, business presentations and awards that are part of a community development plan to catalyze Black business corridors. Attendees give $5 donations for food and a vote, watch 5-minute presentations on various initiative ideas, and then vote on what project they believe will benefit the community the most. The winning project gets the money collected that evening. http://www.thebronzevilleincubator.com/new-events/bronzevillesoup **Free Lots Angeles** is a collaborative made up of six Los Angeles based non-profit organizations centered on transforming vacant lots into vibrant, resourceful public spaces through community-driven, participatory planning processes. Through support from The California Endowment, Free Lots Angeles has worked with residents and community partners throughout South Los Angeles to activate vacant lots. http://trustsouthla.org/wp-content/uploads/2016/03/Free-Lots-Toolkit.pdf **City of Cambridge CDD Customer Intercept Program** is the tenant attraction strategy performed by The Economic Development Division through intercept surveys in Cambridge's discrete commercial districts to better inform tenant attraction and planning processes. **CultureHouse in Cambridge** improves livability in local communities by transforming unused spaces and vacant storefront into vibrant social infrastructure. We work alongside communities to activate vacant properties and transform them into communal living rooms, third spaces, and hosts for regular programming. They serve as hubs for on-the-ground research to determine long-term placemaking opportunities. https://culturehouse.cc/ **H Street Corridor Revitalization in Washington DC** marketed the corridor to retail users through encouraging tax increment financing, business improvement districts etc. Development has added 3000 jobs and 300 businesses, 1450 units of housing with the private sector and public agency actions and investments in revitalizing the traditional neighborhood corridor over the following ten years. **The New Orleans Redevelopment Authority (NORA)** sells vacant lots to nearby homeowners (with discounts for income eligible participants) and through the Growing Home program and offers a discount of up to $10,000 off the cost of the lot for landscaping improvements that the buyer makes. https://www.noraworks.org/programs/land/lnd **Gary, Indiana's Dollar Home Program** was introduced in 2013 to encourage homeownership while eliminating blight in the city. The city sells abandoned and tax foreclosed homes for $1 to applicants who agree to make the property habitable within one year of its purchase and live there for at least five years. After the five years, the property deed is transferred to the occupants. http://garyin.us/wp-content/uploads/2018/08/2018-Dollar-Home-Flyer.pdf In Buffalo, New York, a city-owned property in a designated Urban Renewal area that does not have an interested buyer and does not serve the public is eligible for the **Urban Homestead Program**. The program sells properties for $1, plus closing costs. For homes intended for renovation, buyers must agree to live in the home for at least three years and fix any building code violations within 18 months. To be approved, applicants must also submit a rehabilitation proposal along with evidence of the financial resources necessary to complete the costs of the project. Vacant lots can be used as a side yard (eligible for sale to adjacent owner-occupants), or for new home construction. https://www.buffalony.gov/306/Urban-Homestead-Program

Policy and Programming Update

Problem/Issue Identified by Community	Existing Policy Context	Ideas Suggested by the Community	Related Feedback	Precedents
Policy Area Based on Feedback	**What the City/Stakeholders are Already Doing**	**Solutions suggested by the public**	**Additional Feedback on community-suggested ideas**	**Examples from Other Places**
West Main and the surrounding neighborhoods have a prevalence of several different kinds of vacancy, which are distinct issues but share some root causes: - There are some vacant lots on West Main, some of which are contaminated and need to be cleaned up before they can be redeveloped - There are clusters of storefront vacancies on West Main, around 10 of which are for lease - There are vacant homes and land within the neighborhood immediately surrounding West Main	Vacant lots: The Brownfields Assistance Program (BAP) provides businesses, developers, and investors with financial and technical support to estimate cleanup costs for brownfield redevelopments and assess project feasibility. This doesn't cover cleanup activities. If we're putting forward precedents/policy ideas involving brownfields, should talk to Joe in Darin's department as he is the brownfield expert. 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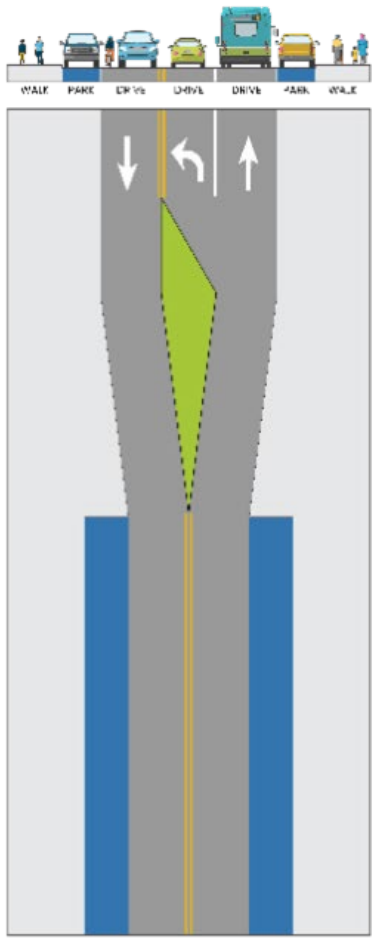
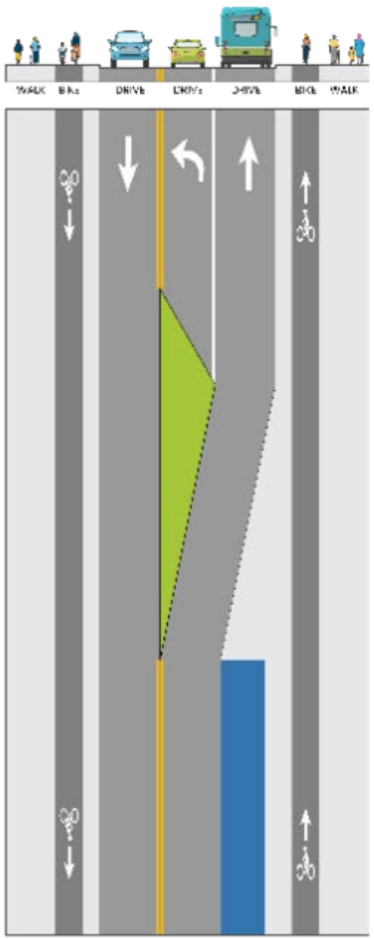
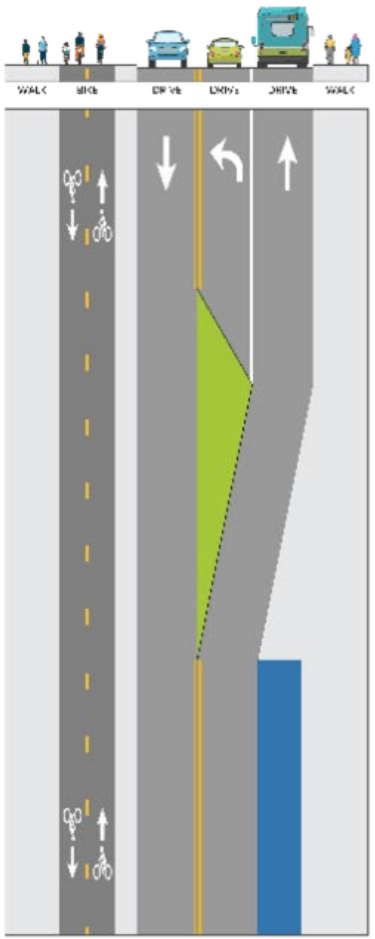
Transportation Concepts



Walking/Parking



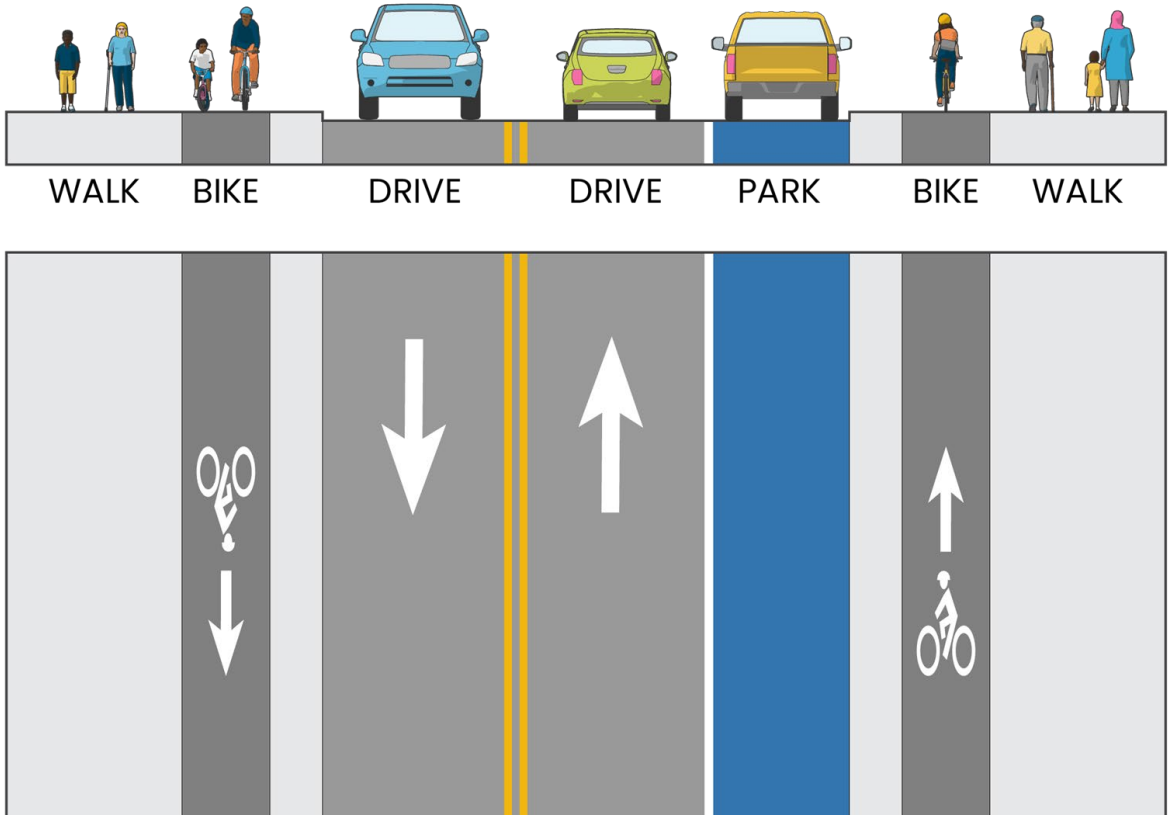
1 way bike lanes



2 way bike lanes

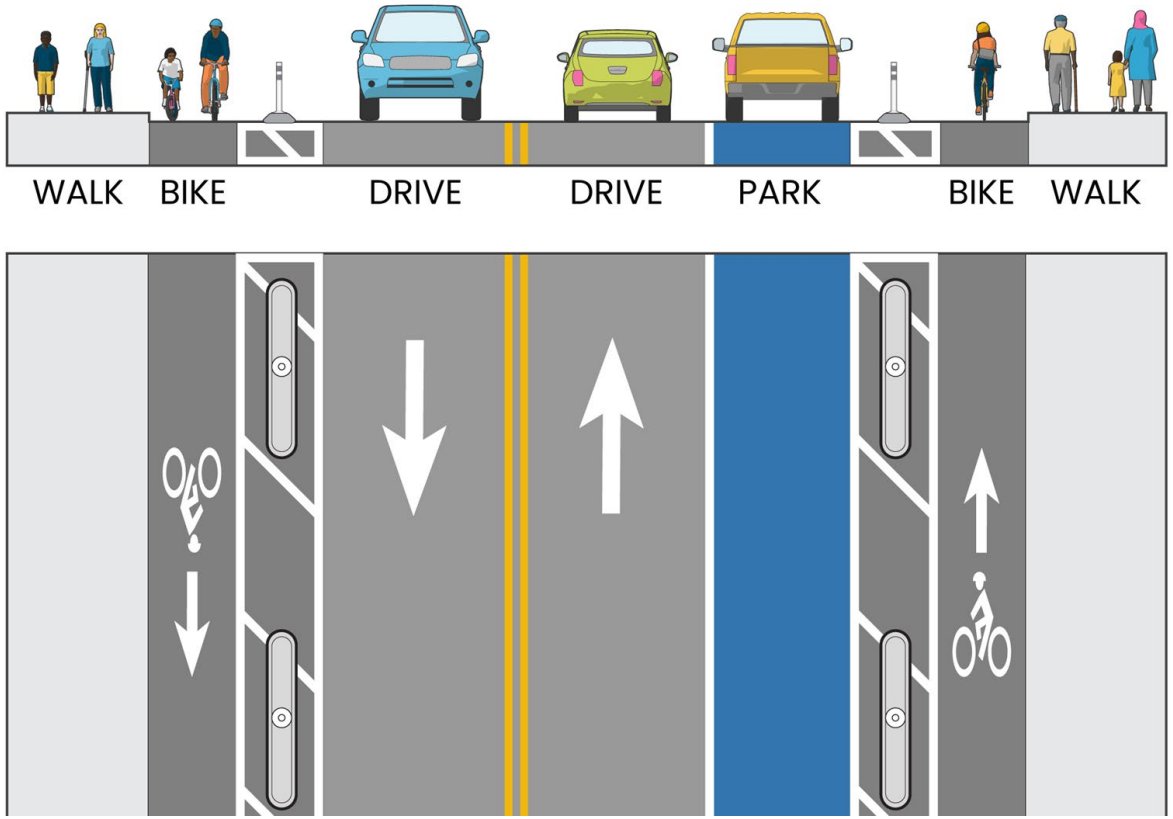
Transportation Concept: Long Term

1. Prioritize neighborhood needs over regional needs.
2. Formalize parking. Prioritizing parking in front of existing businesses
3. Maintain two travel lanes with turn lanes as needed.
4. Provide a one-way separated bike lane on each side
5. Provide ADA-compliant bus stops
6. Widen sidewalks to approximately 10’
7. Provide programmable/green space strategically



Transportation Concept: Short Term

1. Work toward the long term vision using the same design strategies
2. Identify key locations/blocks for:
   - Sidewalk widening
   - Bus stop improvements
   - Placemaking
   - New plantings
3. Utilize high quality materials for bike lane buffer/separation
4. In the short term, most of the existing curbline would not move due to cost.



Wrap Up and Action Items

- Keep an eye out for meeting information
- Interested in staffing a pop-up? Get in touch!