

# ROCHESTER PUBLIC MARKET - CONCEPTUAL MASTER PLAN

- A SHED A (existing - open)
- D SHED D (new - open)
- H HANDICAP PARKING (relocated)
- R 'COMMISSION ROW' (existing)
- B SHED B (renovated - enhanced/enclosed)
- F FOUNTAIN (new - recreation of original)
- M THE MARKET HOUSE (expanded)
- S STOREFRONT BUILDING (new)
- V VEGGIE VALET (relocated)
- C SHED C (renovated - enclosed)
- G MARKET GATEWAY (existing)
- P MARKET PLAZA (new)
- T 'TRIP' BUILDING (existing)
- X CROSSWALK (pedestrian circulation)
- Z PARKING (customer)

**STATISTICS**

**PROPOSED VENDOR SPACES:**  
VENDOR SPACES (under cover): +/-281 (+/-250 exist)

**PROPOSED RESTROOMS:**  
PUBLIC TOILET FIXTURES: +/-24 (+/-8 exist)

**PROPOSED PARKING:**  
PUBLIC USE SPACES: +/- 641 (+/-580 prior to expansion)  
VENDOR USE SPACES: +/- 285  
TOTAL SPACES (PUBLIC + VENDOR): +/-926



## ROCHESTER PUBLIC MARKET - MASTER PLAN SUMMARY

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| <p><b>BACKGROUND</b></p> <p>In January 2011, the City of Rochester retained a professional services and design team led by T.Y. Lin International, with PLAN Architectural Studio and Market Ventures Inc., to prepare a Master Plan and Schematic Design for comprehensive renovations and expansion of the Rochester Public Market Wintershed (referred to as Shed B).</p> <p>The Master Plan is the result of the information gathered from multiple sources over a one-year period. It outlines recommendations, and identifies conceptual renovations, to accomplish the seven primary goals set forth by the City of Rochester, the project team, and stakeholders of the Market.</p> | <p><b>GOALS</b></p> <ol style="list-style-type: none"> <li>1) To create an active market district throughout the week and year.</li> <li>2) To ensure the market continues to serve a wide diversity of customers.</li> <li>3) To create expanded, modern, enclosed facilities that meet the needs of current and future vendors.</li> <li>4) To ensure operational continuity of the market throughout the project's duration.</li> <li>5) To expand the number of vending spaces under cover.</li> <li>6) To develop facilities for events, nutrition education and educational programming.</li> <li>7) To ensure the new plan offers a variety of vending options including spaces for all current vendors at similar price points.</li> </ol> | <p><b>PROCESS</b></p> <p>Over the course of a year, the design team met with multiple market vendors, market staff members, city staff members from various departments, customers, surrounding property owners, steering committee members and market consultants.</p> <p>A Market Study was performed, by Market Ventures Inc., that included Market Analysis, Financial Analysis, Economic Impact Analysis, and an extensive Consumer Survey. The design was developed, shared with market constituents, redeveloped, and refined through multiple master plan models resulting in the establishment of a Master Plan that addresses the overall goals of the market.</p> | <p><b>APPROACH</b></p> <ol style="list-style-type: none"> <li>1) Promote an active market district that will be maintained and increased throughout the week and year by providing additional enclosed facilities and storefronts that could be open later hours, on non-market days, and during inclement weather.</li> <li>2) Promote an environment for a wide range of customers, including low income families, by creating opportunities for a variety of product types.</li> <li>3) Update and expanding the amount of facilities that are under cover by introducing Shed 'D', enclosing Shed 'C' and expanding Shed 'B' (including new and enlarged restroom facilities).</li> <li>4) Provide space for events and educational programming in the renovated Market House and new Market Plaza.</li> <li>5) Phase the construction to allow for continued operation of vendor and market functions, while spreading out the construction costs over multiple years. This approach also provides for the housing of existing vendors into permanent facilities during the renovation process.</li> <li>6) The Master Plan recommendations provide for a wider variety of vendor space types than what is currently being offered, and increases the total number of vendor spaces under cover.</li> </ol> <p>In addition to meeting the project goals, the Master Plan also identifies opportunities for future expansion, development, and parking within and around Market's property.</p> |
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## ROCHESTER PUBLIC MARKET - CONCEPTUAL PHASING

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| <p><b>PHASE IA</b><br/><b>Construct New Open Shed 'D':</b></p> <p>A new open shed is proposed in the approximate location of where the original 1905 market shed once stood. It would provide 48-66 additional vendor stalls for the Market. This phase will contribute to an active market district by introducing a "Market Street" atmosphere, encouraging more pedestrian activity along existing Commission Row. It would ensure operational continuity for current vendors, acting as swing space to accommodate Shed 'C' vendors while Shed 'C' is being renovated.</p> <p>The exact location and length of Shed 'D' has not been finalized. The structure is envisioned to be similar in design to Shed 'A'.</p> | <p><b>PHASE IB</b><br/><b>Enclose Existing Shed 'C':</b></p> <p>The existing open shed is proposed to be enclosed with overhead aluminum and glass garage doors and storefront. Once renovated, this facility will provide vendor space for Shed B vendors during renovations. Upon completion, this shed will provide the addition of 66 enclosed vendor spaces, contributing to an active market district throughout the year.</p> <p>The exact configuration of the enclosure has not been finalized. Options that would provide additional drive clearance between sheds are being explored. The facility will have the flexibility of operating like an open shed (with garage doors open), or like the current Shed 'B' (with garage doors down).</p> | <p><b>PHASE IC</b><br/><b>Renovate Existing Shed 'B':</b></p> <p>The existing 'wintershed' is proposed to be renovated and expanded to accommodate vendor cooler and storage space, incorporate the existing food kiosk vendors, widen the circulation aisle, provide code compliant plumbing and heating, and add public restrooms. Visibility to and from the shed will be provided through transparent aluminum and glass garage doors and storefront. This phase will contribute to an active market district throughout the year with its significantly improved enclosed facilities and, along with Shed 'C', expand the total number of market vending spaces under cover. In addition, this facility will open itself up to the future Market Plaza, and provide covered and enclosed seating areas.</p> <p>The program includes a new gable roof and a cupola with the potential for an artist commissioned weather vane.</p> | <p><b>PHASE II</b><br/><b>The Market House and Market Plaza:</b></p> <p>This phase proposes the demolition of the existing restroom structure, and restoration of the existing 1930s Market House for educational and administrative functions. The restored brick masonry Market House, and new addition, would anchor an improved, pedestrian-oriented Market Plaza in the heart of the Public Market. This plaza would serve as a centralized hub for the Market, provide a much needed pedestrian gathering place, and offer facilities for events and educational programming.</p> <p>The program of this phase has not been finalized. It is anticipated that it would accommodate the market offices, a welcome center, space for the Friends of the Market, as well as an interpretive center with a demonstration kitchen. The addition is conceived as a transparent structure that allows for visibility while respecting the existing Market House.</p> | <p><b>PHASE III</b><br/><b>New Storefront Building:</b></p> <p>At the west end of the Market a new storefront building is proposed that could house small-scale food producers with potential retail components. This phase would contribute to an active market district throughout the week and year, and it would provide connectivity to 'Commission Row'. This project, can be phased independently from Phases I and II, and could potentially be a public/private development.</p> <p><b>FUTURE PHASES</b></p> <p>Opportunities have been identified by the Master Plan to accommodate potential future development (such as additional vendor space, parking, residential and mixed use buildings, etc.) within and surrounding the Market property. The exact types of development would be determined by need.</p> |
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