

**City of Rochester**  
Comprehensive Master Plan

**Rochester 4.0**  
Our neighborhoods,  
*Our future.*

**City Council Workshop**  
**April 21, 2016**

**... Our focus remains, MORE jobs, SAFER more vibrant neighborhoods, and BETTER educational opportunities for ALL of our children ...**

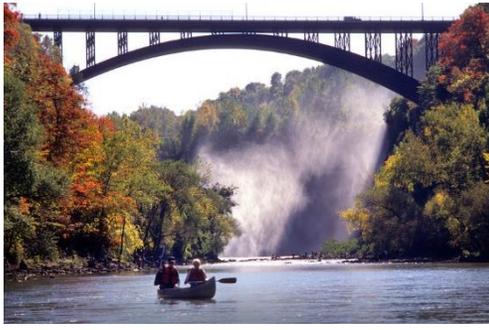
**... “It is easier to build strong children than to repair broken men.”**

**We believe Douglass’s thought is just as powerful when we also apply it to our city itself, because we are working every day to build the strongest possible “FOUNDATION” for our city going forward ...**

**- Mayor Lovely A. Warren**







**WE ARE ROCHESTER ...**

**and our future is as bright as our past**





# City of Rochester

Comprehensive Master Plan

Rochester 4.0  
Our neighborhoods.  
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# Comprehensive Plan

One of the most important powers and duties granted to a city and its citizens is the responsibility to develop and undertake a comprehensive plan. A city comprehensive plan is a means to promote and protect the general health, safety and welfare of the people and to lay out a course of action for the future social, physical and political development of the community. The plan serves as the fundamental basis for making public and private decisions on land use regulation and development, future investment and the allocation of critical resources. The plan creates a “blueprint” for the future development and preservation of the city. Often referred to as the “master plan”, it is the policy foundation upon which cities are built.

A good comprehensive plan both guides the specific physical and economic development of the city and also accommodates broader social, environmental and regional concerns.

Section 28-A of New York State General City Law defines a city comprehensive plan as:

“... the materials, written and/or graphic, including but not limited to maps, charts, studies, resolutions, reports and other descriptive material that identify the goals, objectives, principles, guidelines, policies, standards, devices and instruments for the immediate and long-range protection, enhancement, growth and development of the city. **The city comprehensive plan shall ... serve as a basis for land use regulation, infrastructure development and public and private investment, and any plans which may detail one or more topics of a city comprehensive plan.**”



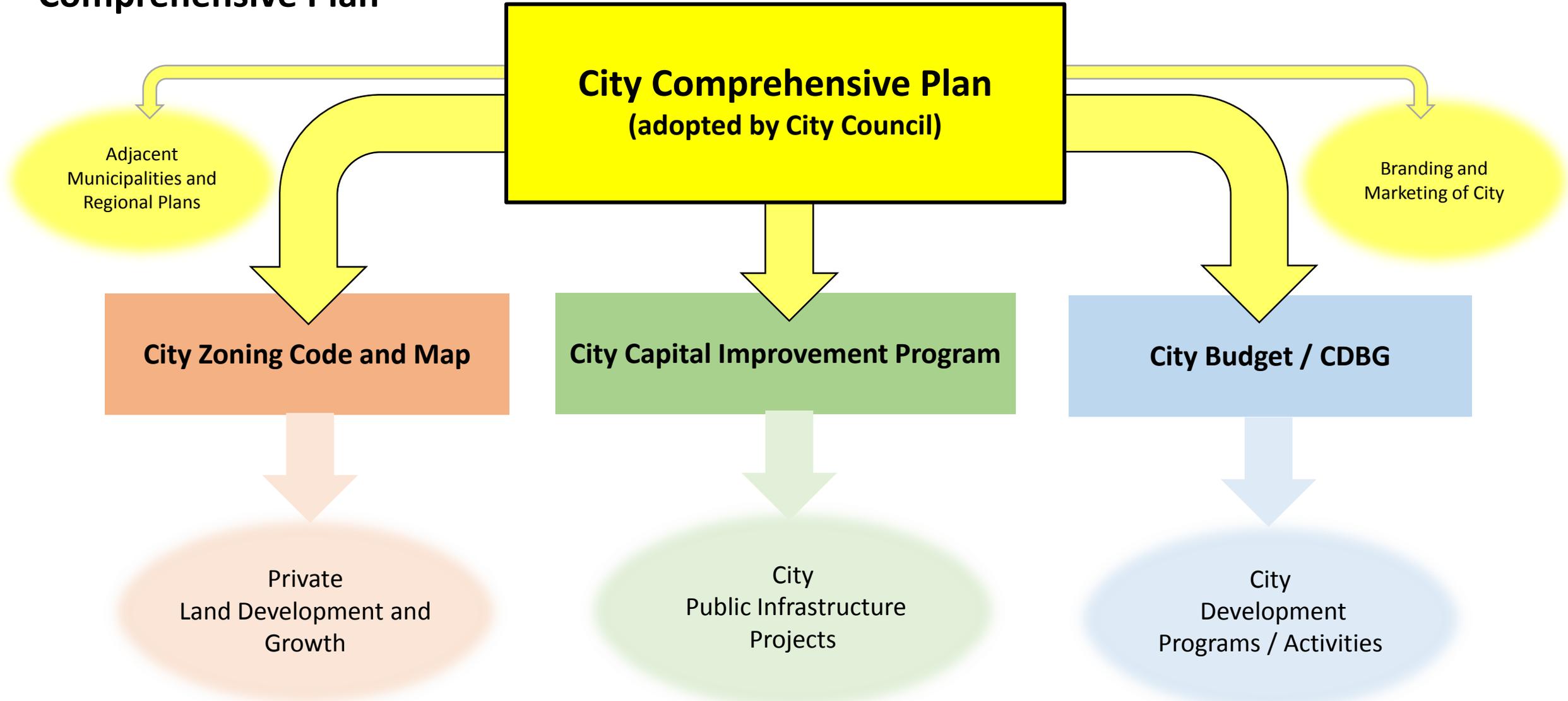
# Comprehensive Plan

## Benefits of a strong comprehensive plan:

- **Articulates the development vision for the city**
- **Documents city development problems and issues; inventories strengths, weaknesses, opportunities, threats**
- **Identifies implementable policies, goals, objectives and strategies to address city problems and issues**
- **Leverages city assets and mobilizes resources to solve key problems**
- **Prioritizes problems and solutions based on public feedback**
- **Creates benchmarks to measure success and adjust future actions**
- **Provides opportunities for public input on the future direction of the city**
- **Provides a roadmap to allocate funding and resources**
- **Aids in decision-making; provides policy direction for future projects, actions and initiatives**
- **Informs the city zoning code, development review process and future land use and infrastructure decisions**
- **Markets the city to developers, businesses, potential residents, tourists and institutions**
- **Provides a strong basis for justifying and applying for grants and funding to implement important projects**

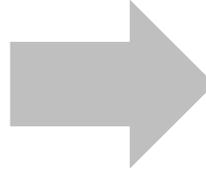


# Comprehensive Plan

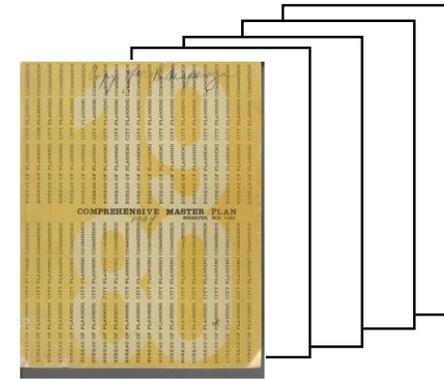
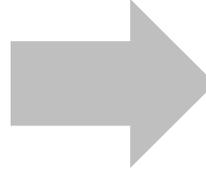


# Comprehensive Plan History

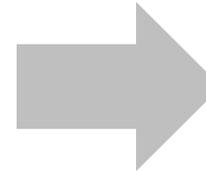
**1928 - City Plan**



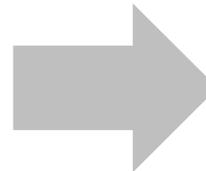
**1964 - City Comprehensive Plan**



**1999 - The Renaissance Plan**



**2016 - Rochester 4.0**



## Comprehensive Plan Background

- **35 member Mayor's Stewardship Council**
- **10 neighborhood planning sector committees**
- **11 subject committees**
- **4 city quadrant public meetings**
- **1,000 citizens involved**
- **5 years to complete**
- **10 year horizon**
- **2 APA awards**



# Comprehensive Plan Background

## City Vision Statement

- **3 themes**
- **11 campaigns**
- **11 policies**
- **81 goals**
- **179 strategies**
- **42 benchmarks**



# Comprehensive Plan Background

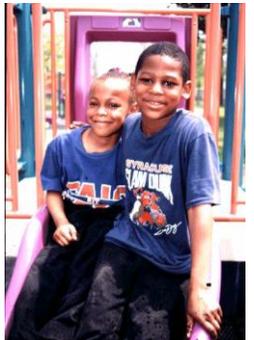
## ROCHESTER 2010 The Renaissance Plan

*“A Renaissance of ...”*

3 themes:

**ROC**

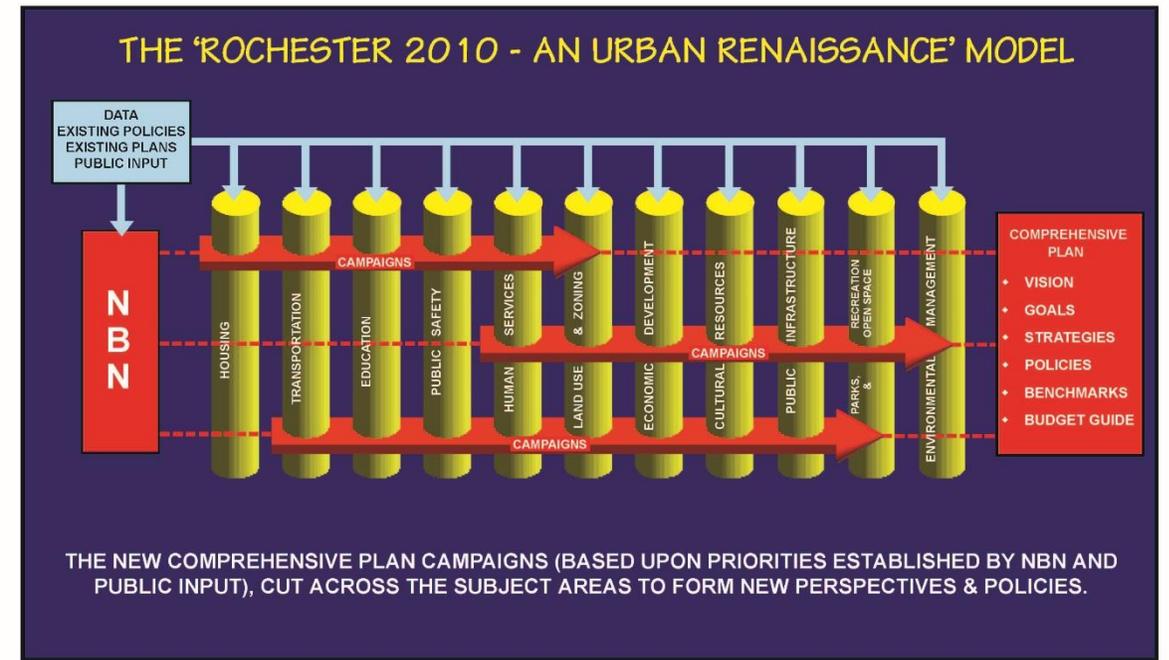
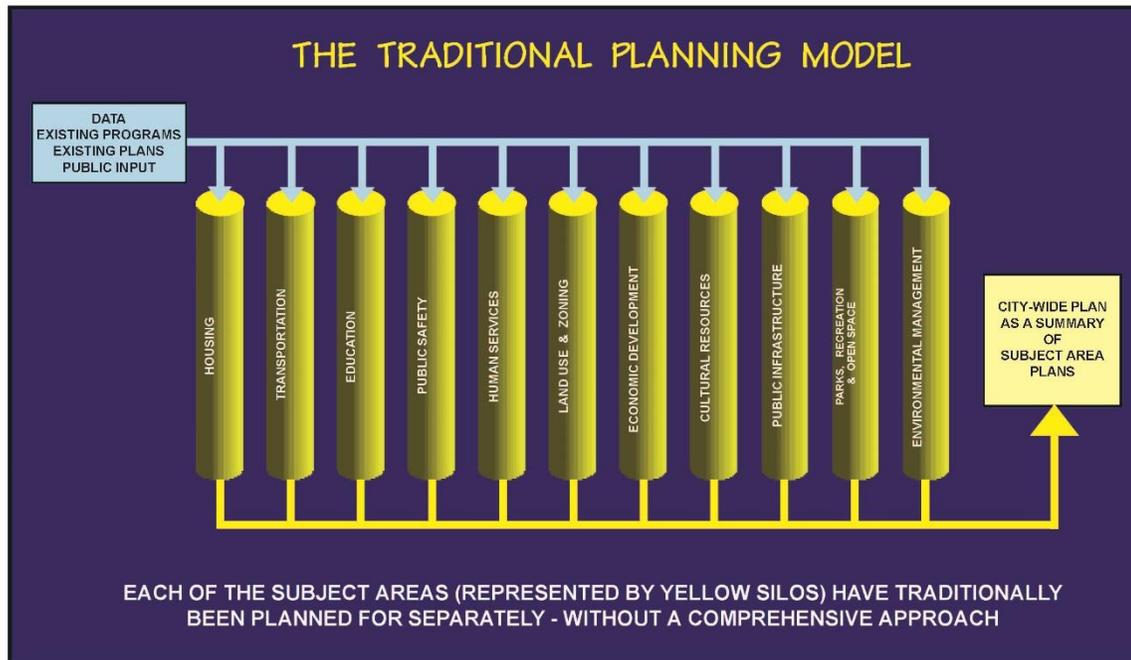
**R**esponsibility  
**O**ppportunity  
**C**ommunity



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# Comprehensive Plan Background

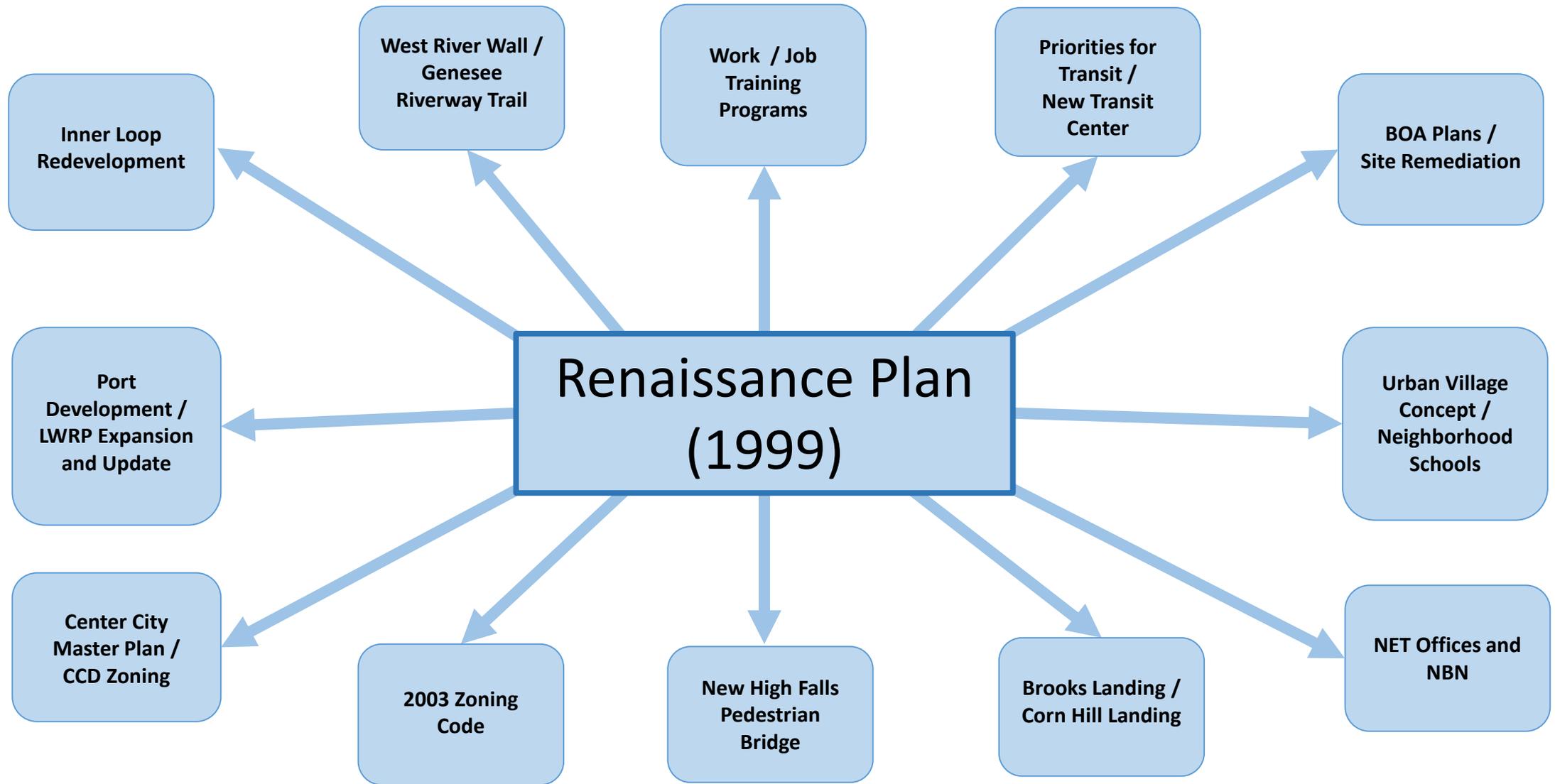


## Comprehensive Plan Background

- **145 strategies** **81%**  
started, on-going or completed
- **20 strategies** **11%**  
started but abandoned
- **14 strategies** **8%**  
not started



# Comprehensive Plan Background



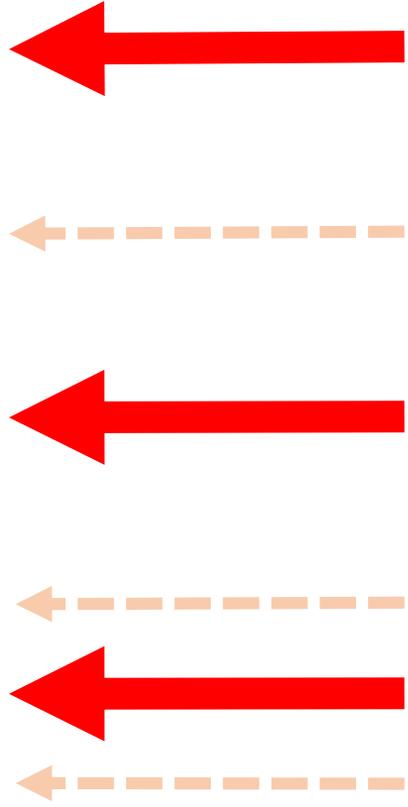
# Comprehensive Plan Background

## The Renaissance Plan - 1999

- Involved Citizens
- Educational Excellence
- Health, Safety and Responsibility
- Environmental Stewardship
- Regional Partnerships
- Economic Vitality
- Quality Service
- Tourism Destination
- Healthy Urban Neighborhoods
- Center City
- Arts and Culture

## Mayor's Priorities - 2016

- Educational Excellence
- Climate Action Plan
- Jobs - Economic Opportunity
- LWRP Update
- Safe and Vibrant Neighborhoods
- Main Street Initiative

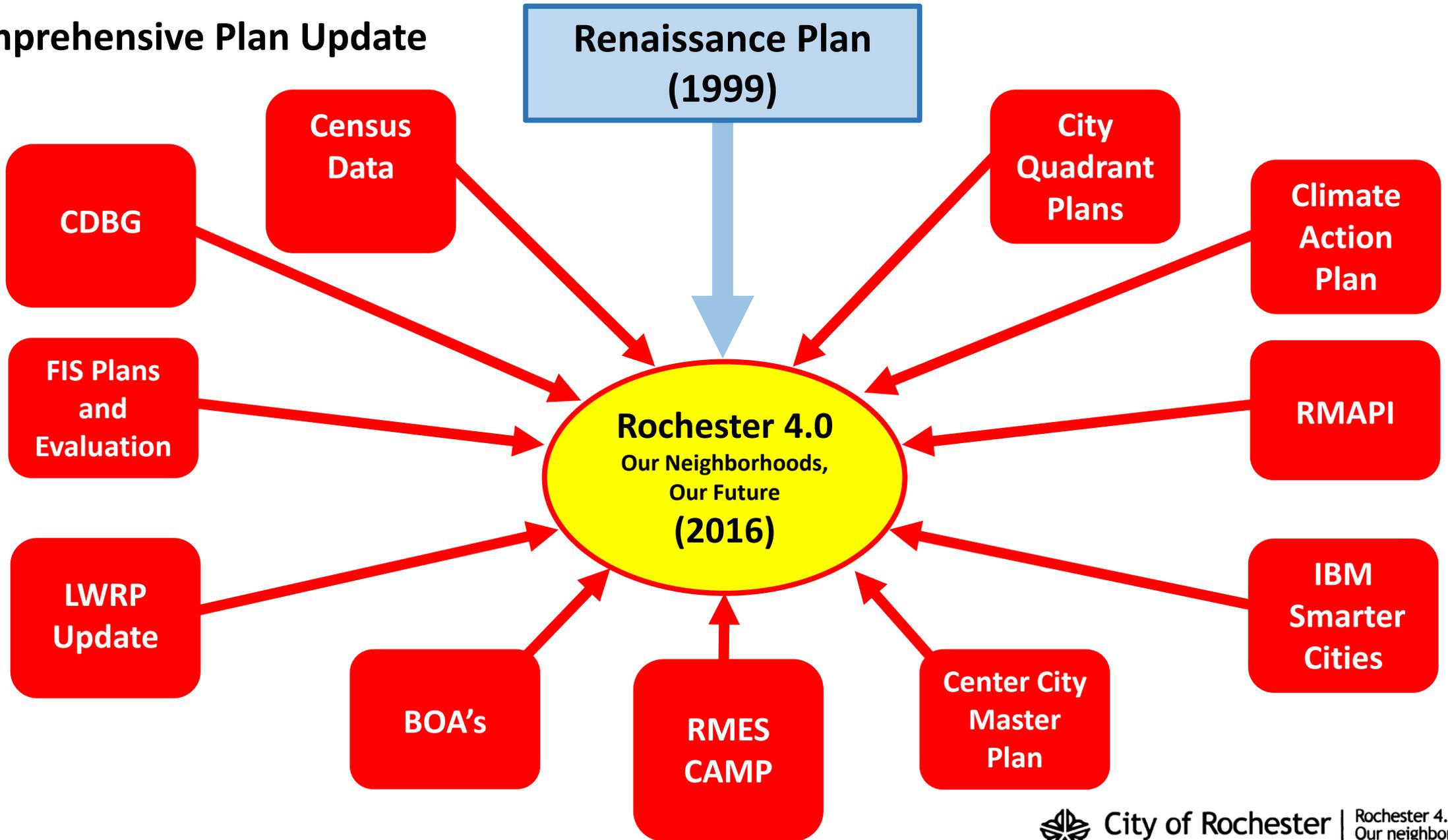


# Comprehensive Plan Update

- Use existing plan format; build off of existing policies, goals, objectives and strategies as well as other recently completed plans, studies and reports
- Update the plan with current demographic and economic data and trends
- Create a flexible, strategic, and implementable plan to help guide future decision making
- Incorporate relevant innovative planning concepts, ideas and techniques
- Design the plan with a 10-year implementation horizon
- Create a document that includes policy guidance and direction for future land use decisions and zoning code updates
- Create a document that provides direction for future investments and allocation of resources
- Include benchmarks or “indicators of success” in the plan
- Develop the plan using a strong public participation component
- Utilize Bergmann Associates to assist in the plan development process, meeting facilitation and other public outreach components



# Comprehensive Plan Update



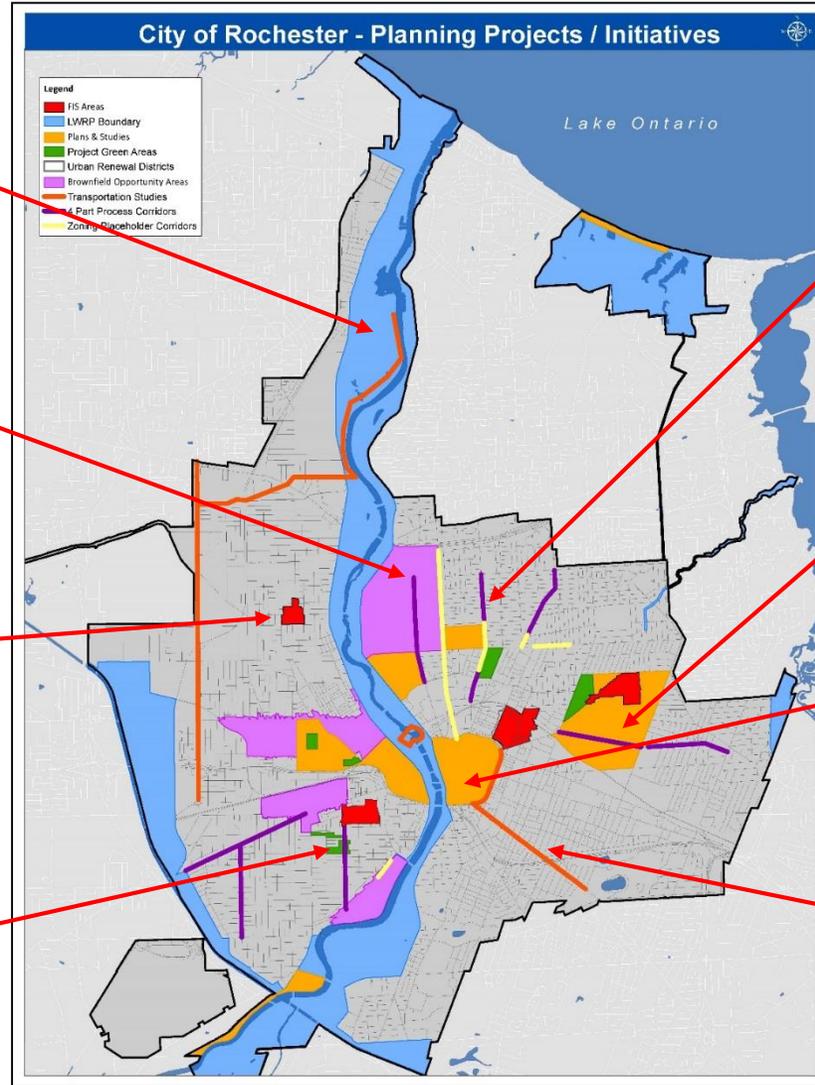
# Comprehensive Plan Update

LWRP Update

BOA's

FIS Plans and Evaluation

Project Green



Corridor Plans

Small Area Plans

Center City Master Plan

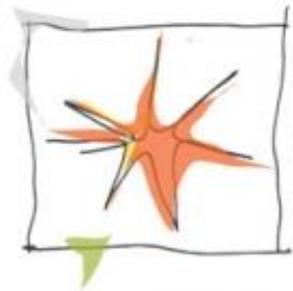
Transportation Plans



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Comprehensive Master Plan

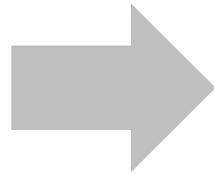
Rochester 4.0  
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# Comprehensive Plan Update



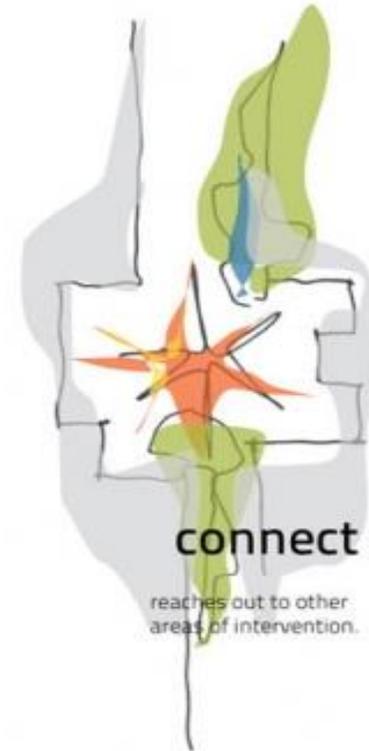
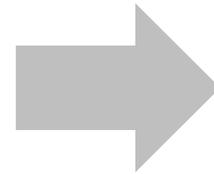
**spark**

small intervention  
spurs establishment  
of public space.



**grow**

buildings and ecosystem  
infrastructures coalesce  
around created space.



**connect**

reaches out to other  
areas of intervention.



# Public Outreach Process

## Community Members:

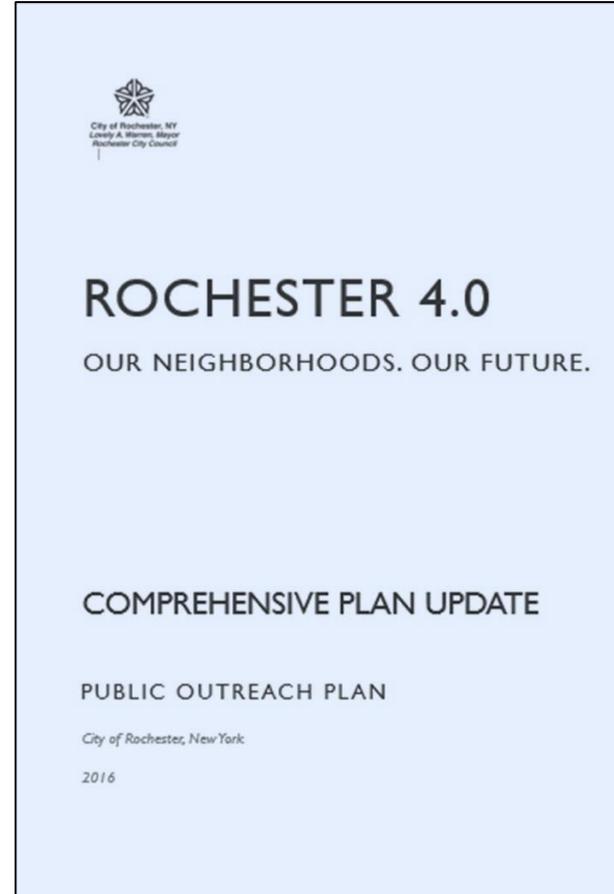
- **Residents / Citizens**
- **Business Owners**
- **Developers**
- **Stakeholders / Advocates**
- **Neighborhood Associations**
- **Institutions / Agencies**
- **Visitors**
- **Students / Youth**
- **Anyone with an interest in our city's future (Rochester 4.0)**



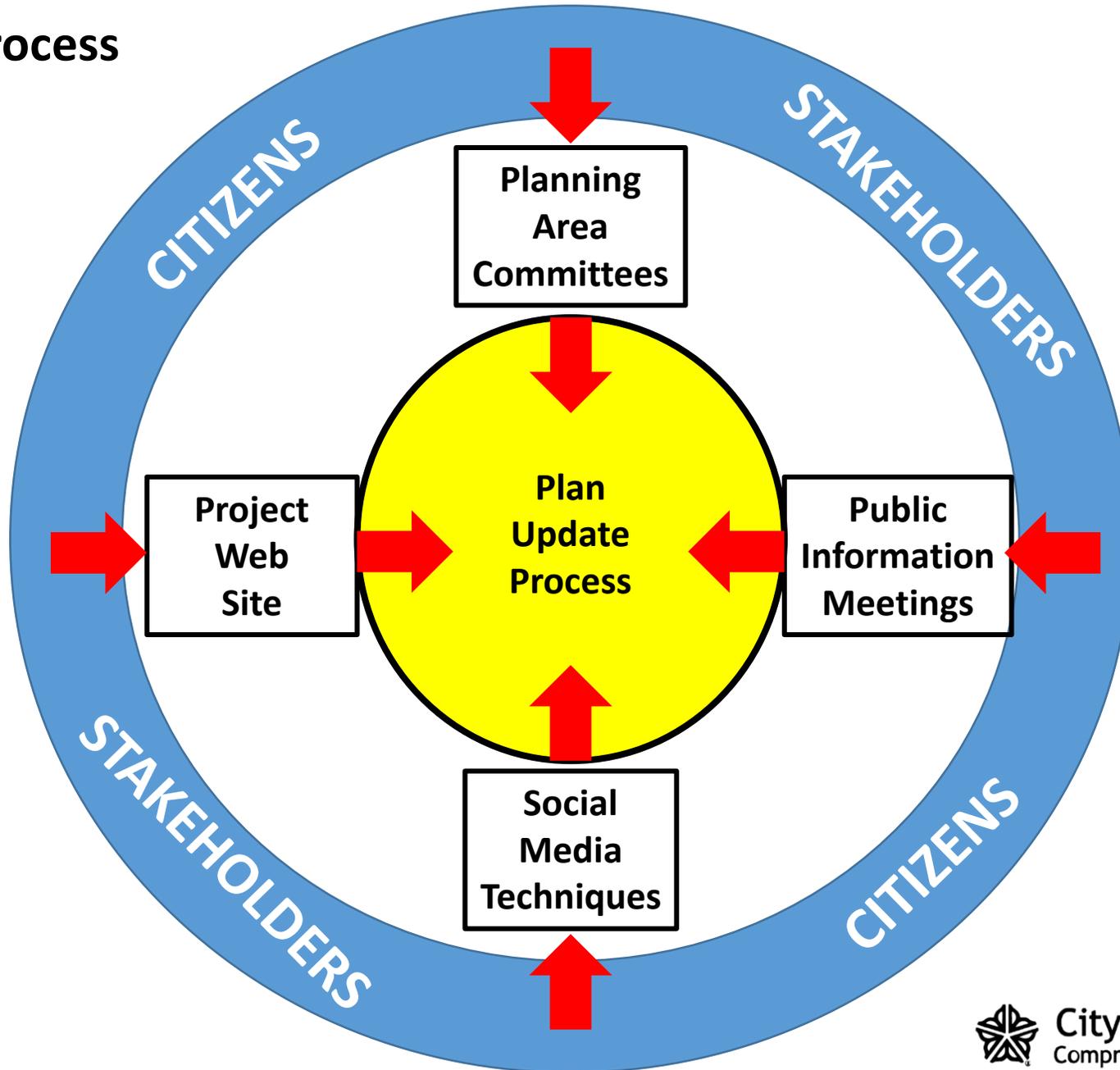
# Public Outreach Process

## Public Participation Plan:

- **Mayor’s Advisory Committee (MAC)**
- **Planning Area Committees (PAC)**
- **Community Surveys**
- **Public Information Meetings**
- **Social Media Outreach (Facebook, Twitter, Textizen)**
- **Quadrant Team Meetings**
- **Neighborhood Association Meetings**
- **“Future City Rochester” Project**



# Public Outreach Process



# Public Outreach Process

## *“Future City Rochester”*



- Middle School Students
- Fall Semester, 2016
- Classroom Teachers / Professional Mentors
- Students Create and Design Their “Future Rochester”
- Students Build Dioramas
- Schools Hold Competitions
- Winning Team Meets Mayor



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# Public Outreach Process

## *“Future City Rochester”*



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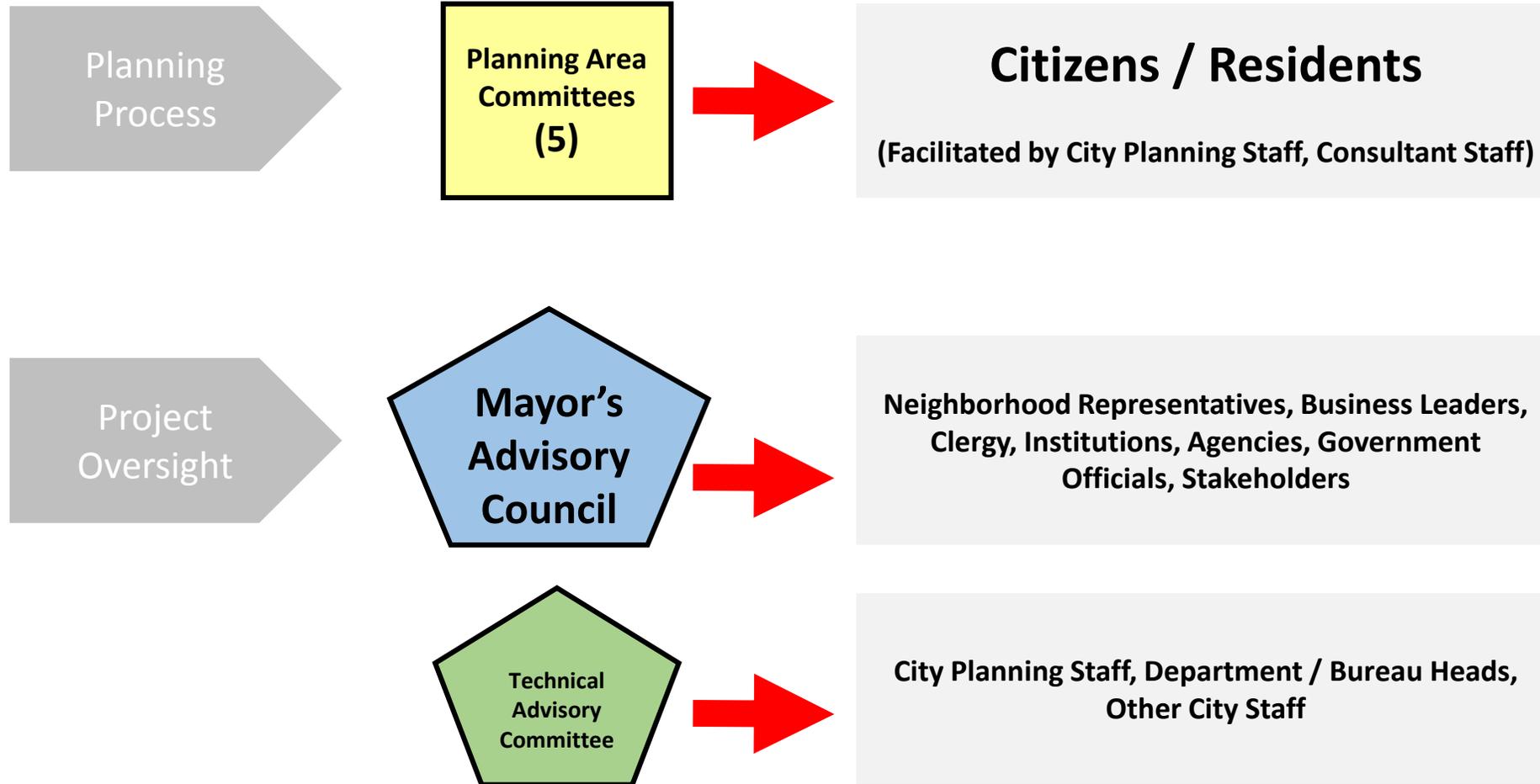
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# Public Outreach Process

## *“Future City Rochester”*



# Planning Process Committees



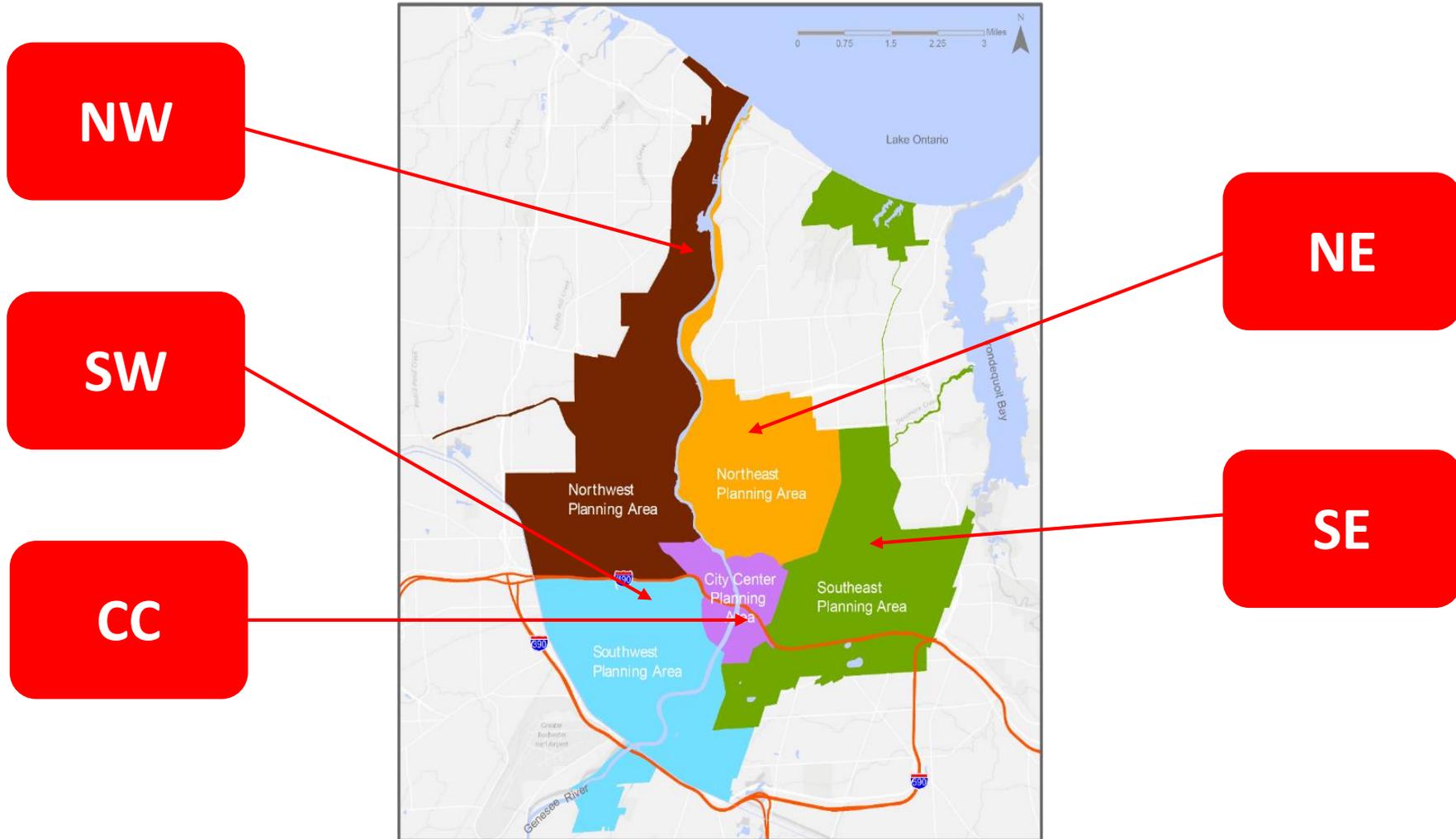
## Planning Area Committees (PAC)

**Role:** To provide the citizen-based perspective for the plan update process; review consultant work material; develop issues, priorities and a conceptual land use plan; develop draft and final recommendations; identify benchmarks; prioritize implementation actions at the smaller geographic level of the planning area.

- **One PAC within each of the five city planning areas (police sections)**
- **Total of 5 PACs**
- **8-12 members each**
- **Diverse representation**
- **Each PAC will meet up to 5 times during the summer and fall, 2016**



# Planning Areas (5)



# Mayor's Advisory Council (MAC)

## Role:

**To provide broad strategic direction and oversight for the plan update process;**

**To oversee and monitor the public engagement process;**

**To provide periodic review, comment and feedback about specific work products and project tasks; and,**

**To develop and articulate an overall city vision as well as specific planning policies, goals, objectives and priorities.**

## Members:

- Elected officials
- Neighborhood representatives
- Business associations
- Business owners
- Real estate developers
- Education representatives
- Arts and culture representatives
- Public safety officials
- Anti-poverty advocates
- Environmental representatives
- Youth
- Health advocates
- Sports & recreation representatives



# Mayor's Advisory Council (MAC)

 <b>Mayor's Advisory Council Membership</b>			
#	First Name	Last Name	Organization / Affiliation
1	Lovely	Warren	Mayor
2	Leonard	Redon	Deputy Mayor
3	Loretta	Scott	City Council President
4	Dana	Miller	City Council Vice President
5	Louis	Aponte	Charles Settlement House
6	Dave	Beinetti	SWBR Architects
7	Shirley	Boone	North East Area Development (NEAD)
8	Adele	Bouvard	Rochester City School District
9	Leonard	Brock	Rochester - Monroe Anti-Poverty Initiative
10	Myra	Brown	Deacon - Spiritus Christi
11	Carlos	Carballada	E3 Partners (Charter Schools)
12	Clement	Chung	ROC City Coalition
13	Michael	Ciminelli	Rochester Police Department
14	Donald	Crumb	Monroe County (County Executive Rep.)
15	Sherman	Dickerson	Joseph Avenue Business Association
16	David	Flaum	Flaum Management
17	Joel	Frater	MCC Damon City Campus
18	Judy	Hay	Sector 6
19	Tony	Jackson	Panther Graphics
20	Bill	Johnson	Thurston Village Merchant's Association
21	Chris	Jones	BASWA (Business Association of the South Wedge Area)
22	Glenn	Kellogg	Harts Local Grocers
23	Dwane	Mahoney	Boys and Girls Club
24	Bob	Morgan	Morgan Management
25	Gary	Rodgers	Dock Hardware
26	Arnie	Rothschild	Rochester Broadway Theater League
27	Naomi	Silver	Rochester Red Wings
28	George	Thomas	Center for Environmental Initiatives
29	Thomas	Warfield	PeaceArt International
30	Marianne	Warfle	Charlotte Merchant's Association
31	Diane	Watkins	19th Ward Neighborhood Association
32	Dave	Watson	City Planning Commission
33	Heidi	Zimmer-Meyer	Rochester Downtown Development Corp. (RDDC)



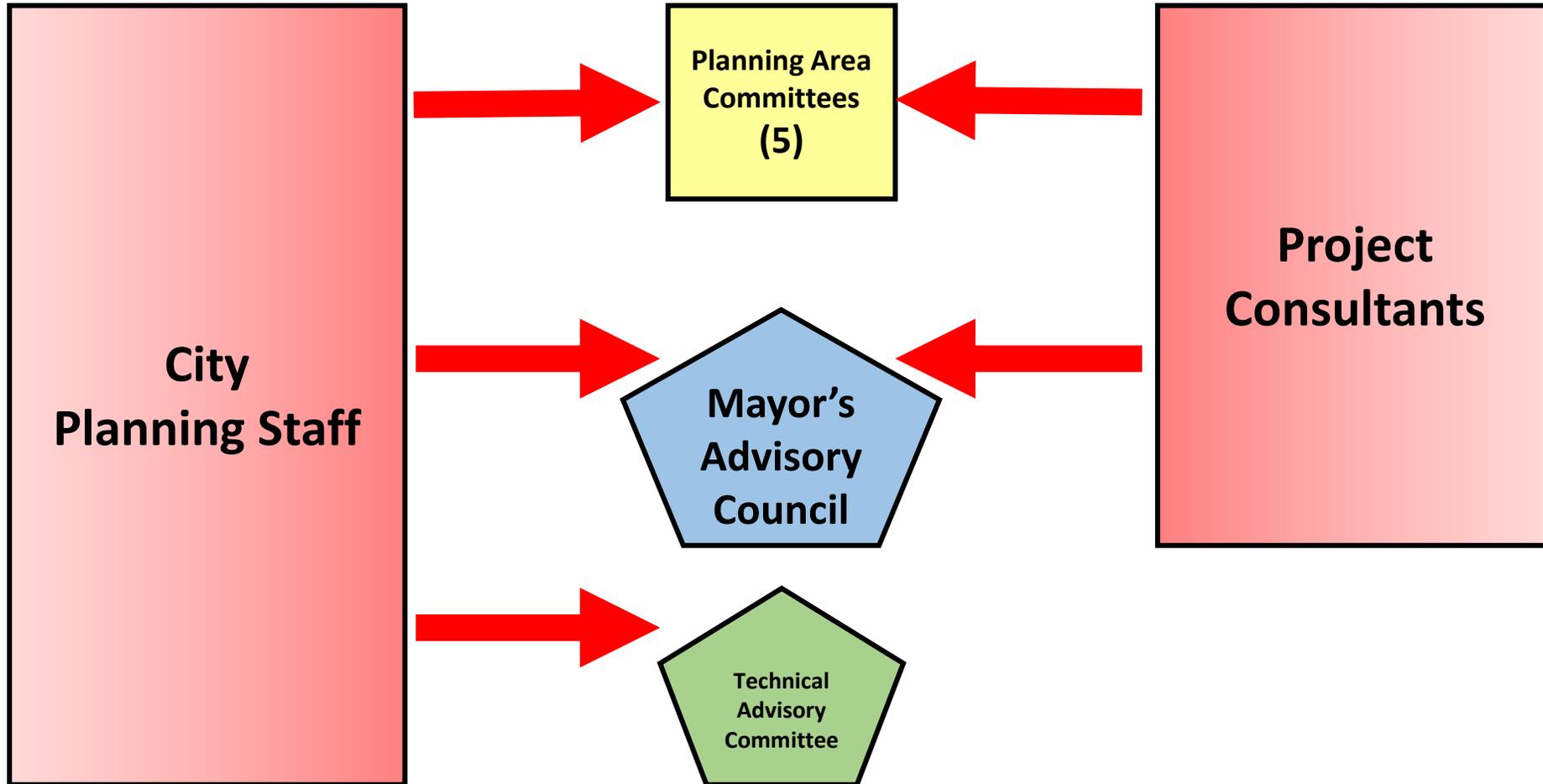
## Technical Advisory Committee (TAC)

**Role: Daily project administration, oversight and management; oversight of project schedule and timeline; coordination of public outreach activities; assistance in development of work products; review of consultant materials and work products; review of PAC work products; communication and coordination with MAC.**

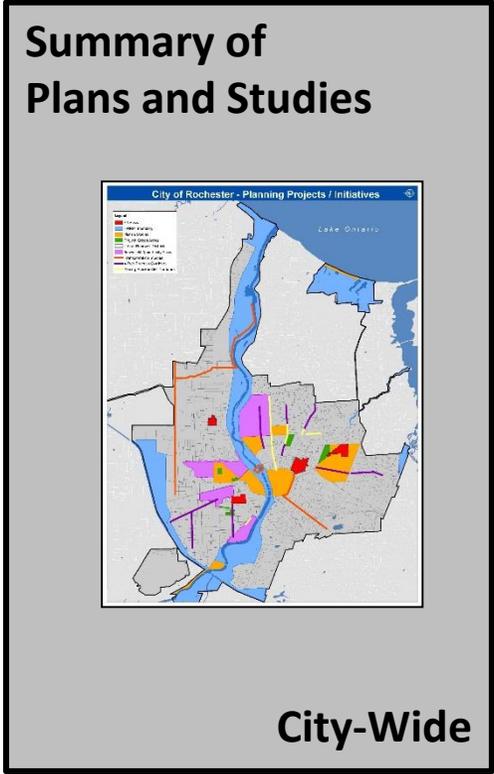
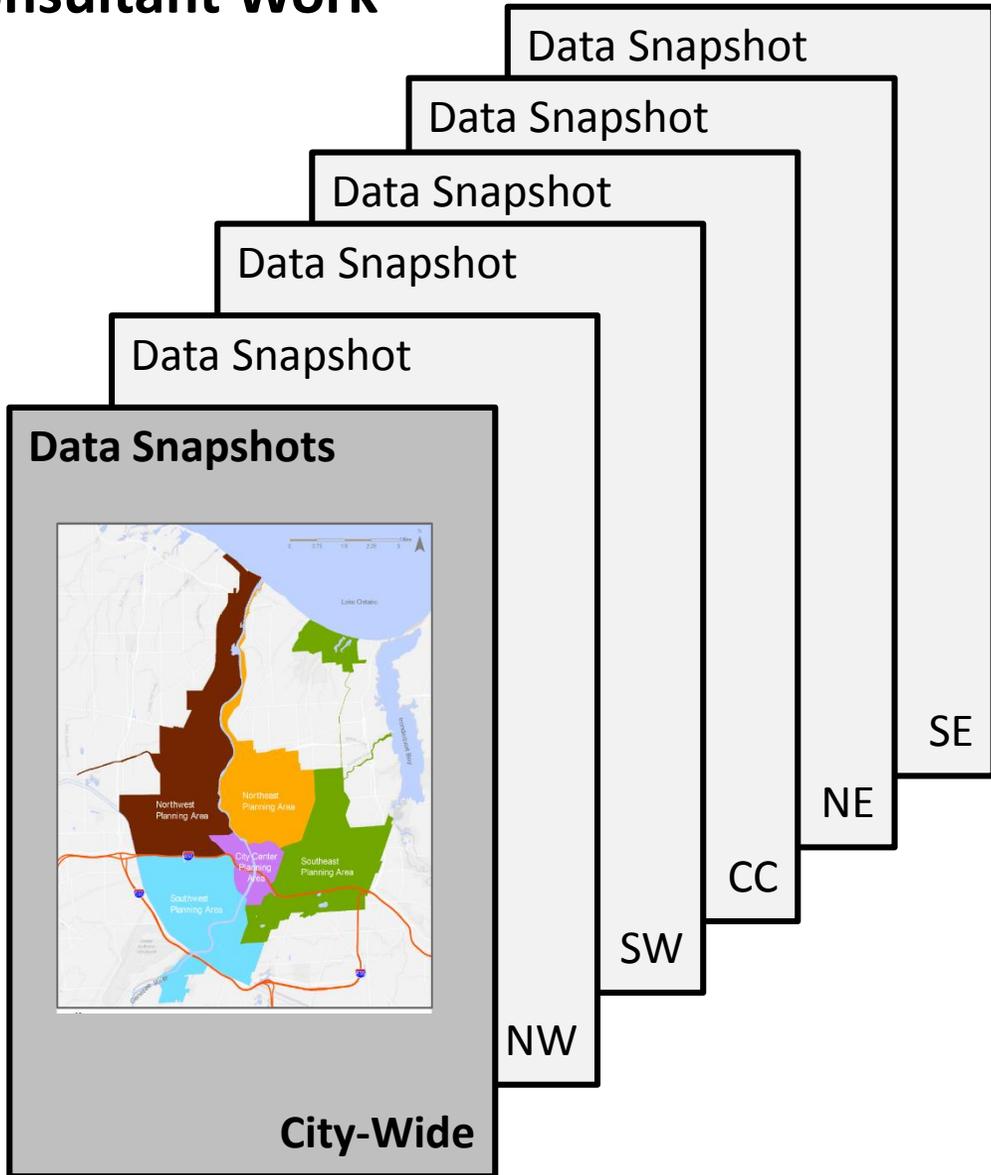
- **City planning staff**
- **Other city staff, including department/bureau heads as needed**
- **Other planning and design professionals and specialists as needed / appropriate**
- **Consultants**



# Planning Process Committees



# Consultant Work

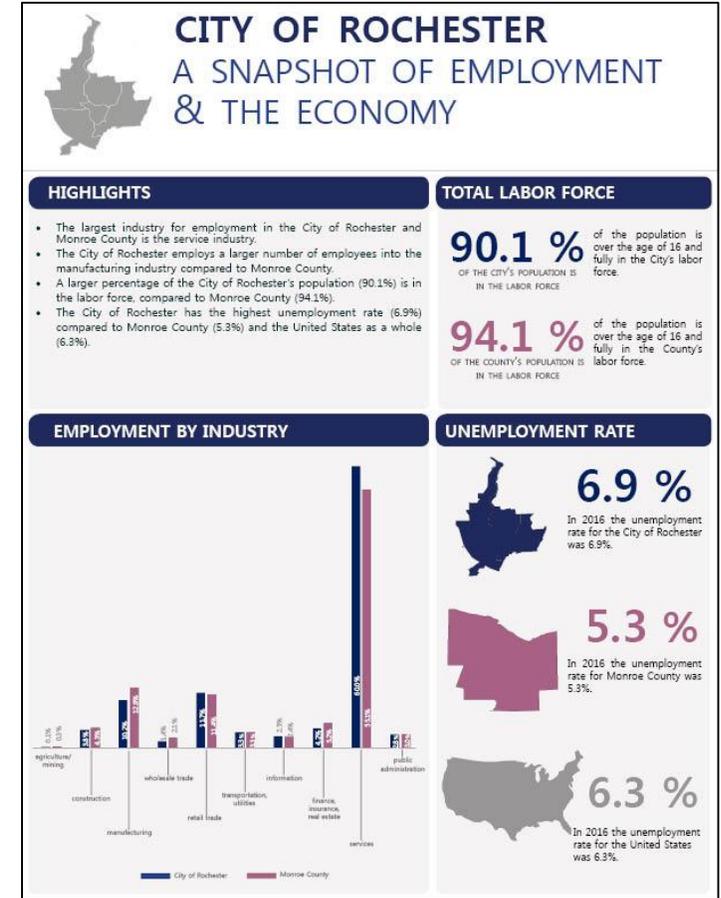
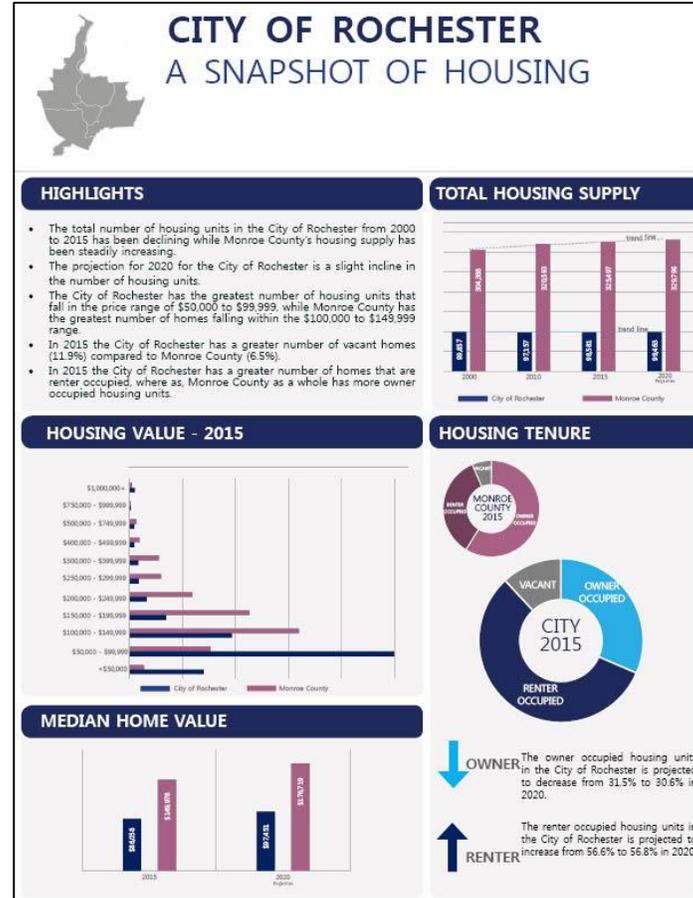
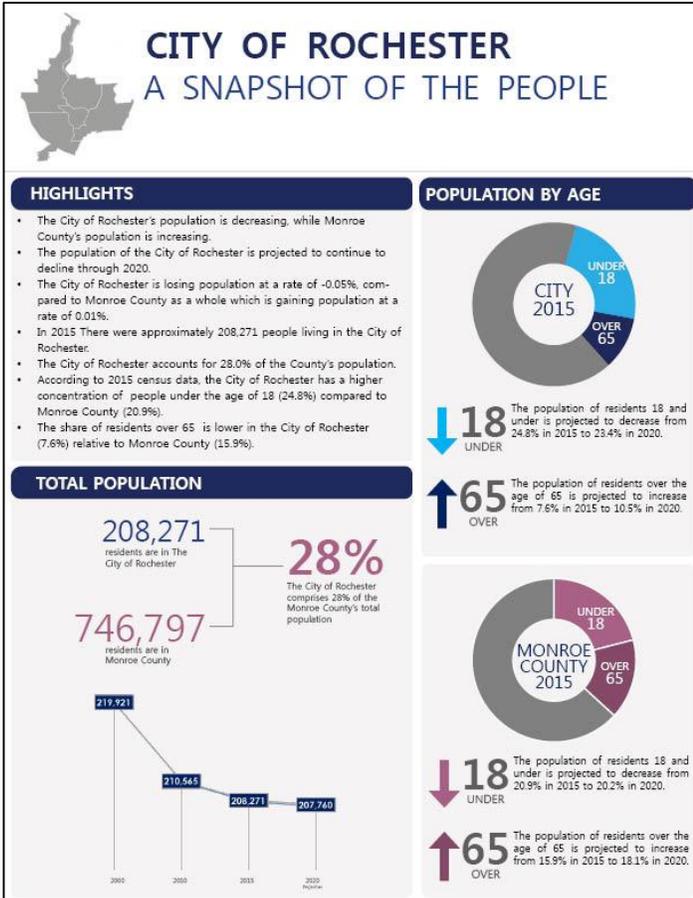


**Meeting Facilitation  
(MAC, PAC's and Quad Teams)**

**Public Outreach  
Social Media  
Public Meetings**



# Consultant Work



## Planning Process (Phase I and II)

- Data Analysis and Key Findings
- SWOT Analysis and Key Issues
- Conceptual Planning and Land Use Strategy
- Benchmarks
- Recommendations / Implementation Items
- Planning Area Reports
- Draft Comprehensive Plan Update Document
- Final Comprehensive Plan Update Document



**Community  
Engagement  
Process**

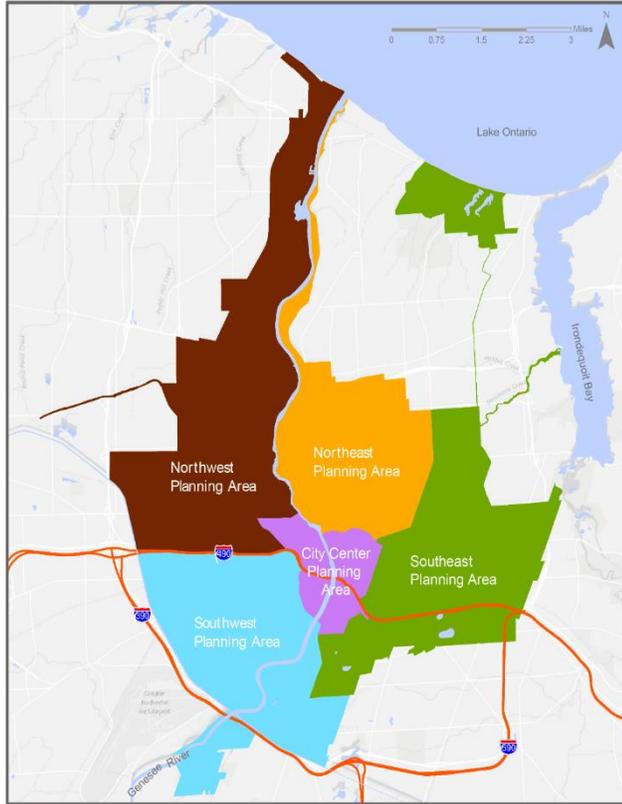
**MAC, PACs, TAC**

**City Council**

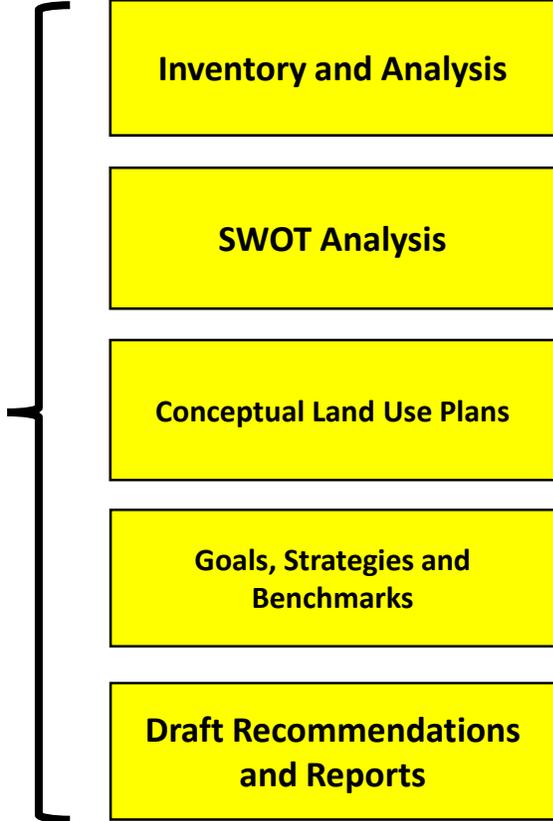


# Planning Process (Phase I)

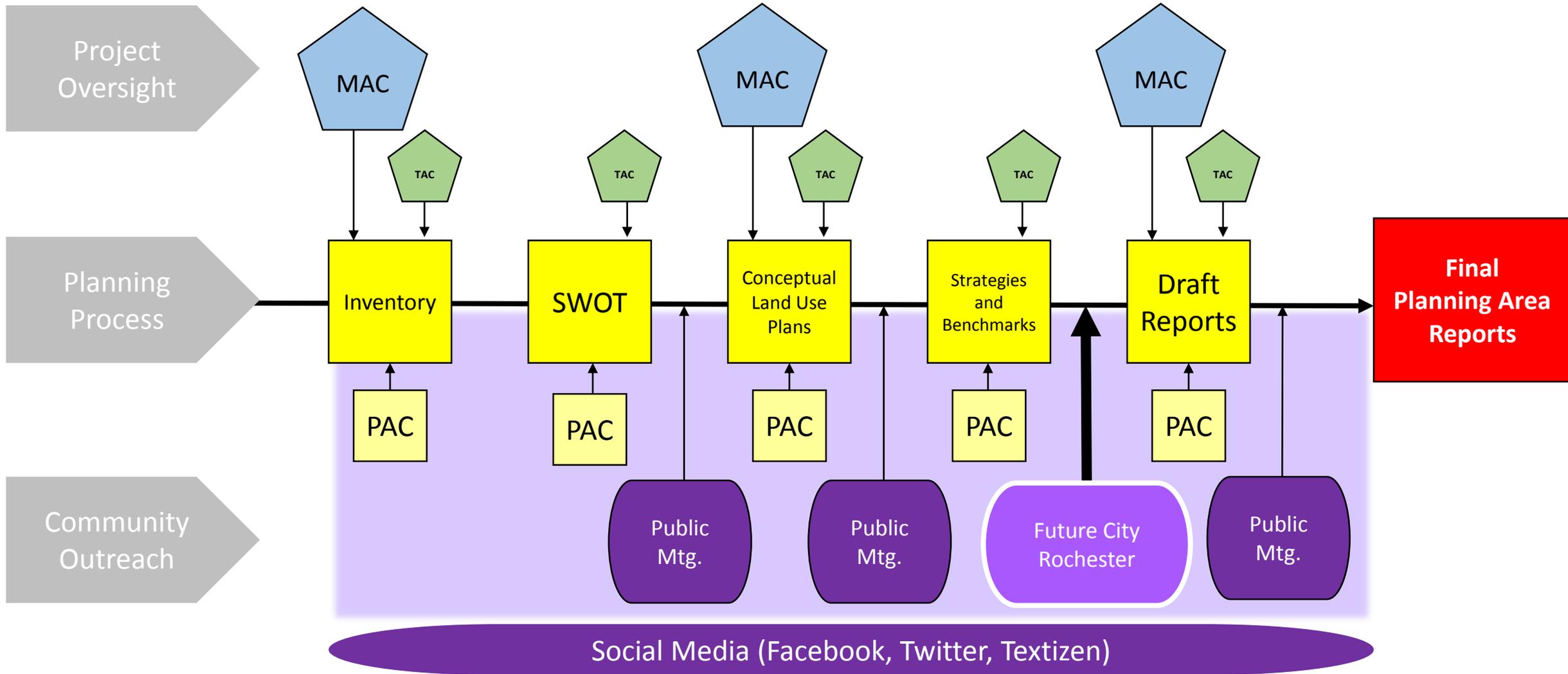
Planning  
Process



**5 Planning Areas  
(Police Sections)**



# Planning Process (Phase I)



# Planning Process (Phase II)



# Planning Process (Phase I and II)

## Potential Innovative Planning Ideas and Concepts

- **Urban Villages**
- **Transit Oriented Development**
- **Complete Streets**
- **Performance Zoning**
- **Eco-Districts**
- **Regional Partnerships**
- **Transportation / Mobility Choices**
- **LEED Building Design**
- **Environmental Remediation**
- **“Beacon Schools” / Neighborhood Schools**
- **Climate Action**
- **De-concentration of Poverty**

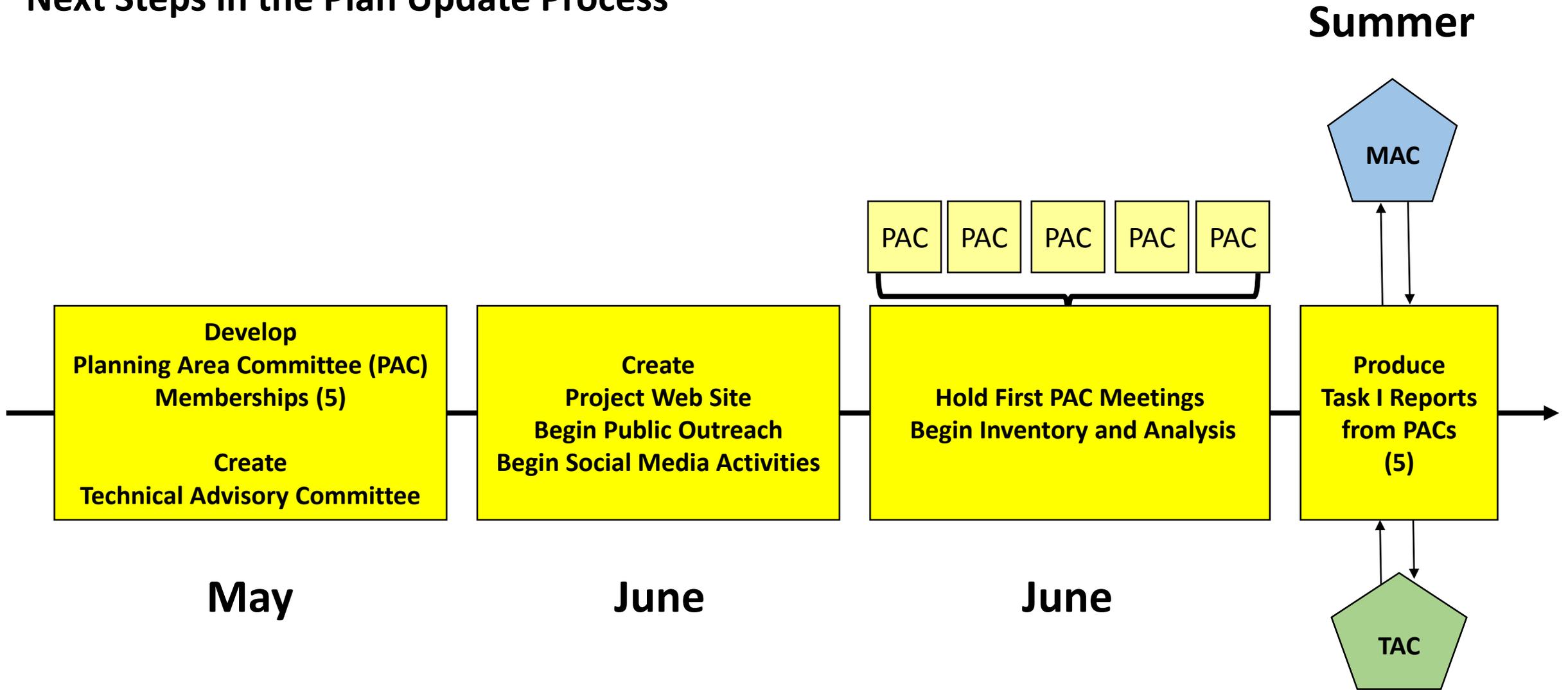


# Role of City Council in Plan Update Process

- **Stay informed about the process and spread the word to constituents about the process and the work**
- **Respond to public surveys, social media outreach and other public participation activities**
- **Attend periodic workshops to review staff, committee and consultant work; provide feedback and input**
- **Become involved in the “Conceptual Land Use Plan” design charrettes conducted by each of the five PAC’s**
- **Conduct final public hearing on plan and approve the final plan document**
- **Oversee implementation of the plan (City Budget, CIP, CDBG) after final adoption; monitor plan benchmarks**
- **Advocate for the plan and use it to inform decision-making**



# Next Steps in the Plan Update Process



# Next Steps in the Plan Update Process

## Process Calendar

April 2016	Mayor's Advisory Council (MAC) meeting	<b>Phase I</b> (Consultant Assistance)
June 2016	Formation of 5 Planning Area Committees (PAC) First Meeting of PAC's	
Summer 2016	PACs complete Tasks 1-3 of plan update process Public Meeting #1 Public Meeting #2	
Fall 2016	PACs complete Tasks 4-5 of plan update process Public Meeting #3	
December 2016	Final Planning Area Reports (PARs) completed by PACs	
Spring 2017	Planning Staff reviews PARs and prepares draft comprehensive plan update document	<b>Phase II</b>
Summer 2017	Draft plan reviewed by Mayor, MAC and the public Final Public Meeting	
Fall 2017	Final plan document submitted to City Council for adoption	





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# Questions and Discussion

