

City of Rochester
Comprehensive Master Plan

Rochester 4.0
Our neighborhoods.
Our future.

Mayor's Advisory Council
April 27, 2016

Mayor's Advisory Council (MAC)

Meeting Agenda / Power Point Presentation

1

- Purpose of a Comprehensive Plan
- Renaissance Plan History and Background
- Plan Update Process, Components and Timeline
- Role of the Mayor's Advisory Council



15 min.

2

- Role of Consultants
- Plan Update Public Participation Process
- Plans and Studies Summary
- City Data Inventory and Analysis



15 min.

3

- Questions and Answers
- General Discussion
- Wrap-up



15 min.

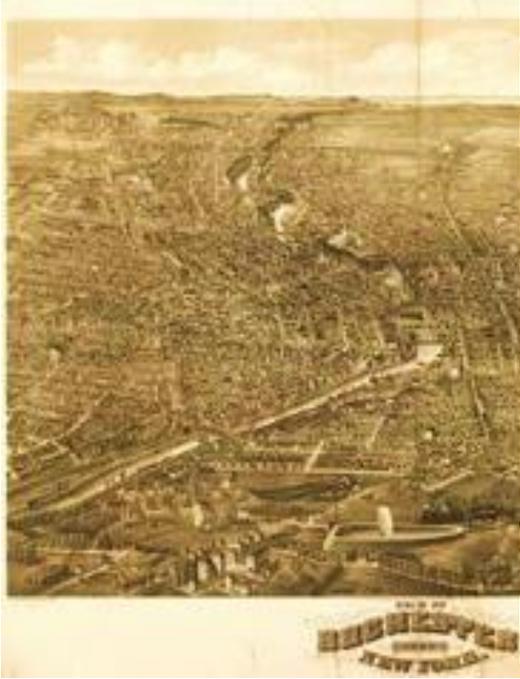
... Our focus remains, **MORE** jobs, **SAFER** more vibrant neighborhoods, and **BETTER** educational opportunities for **ALL** of our children ...

... “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

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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.**”



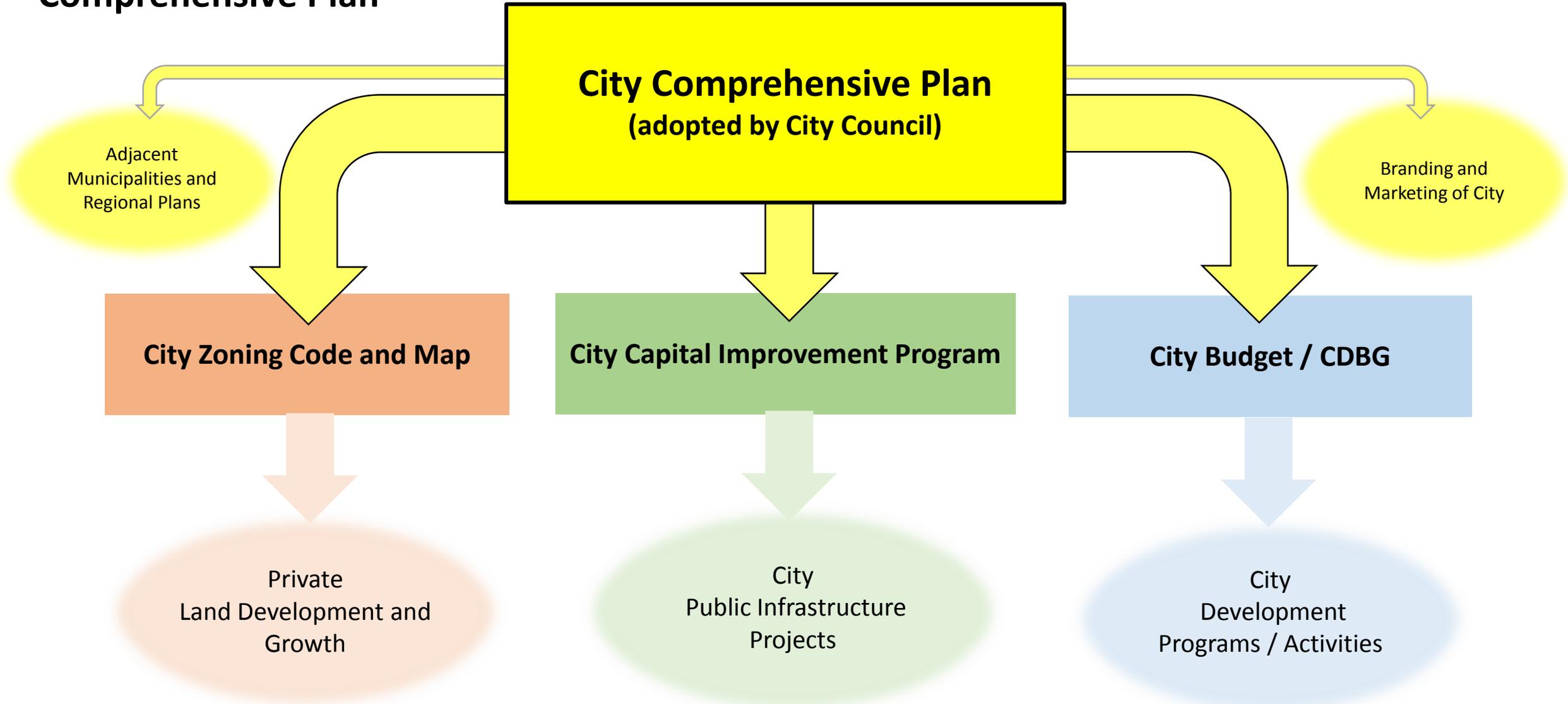
Comprehensive Plan

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**

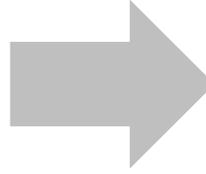


Comprehensive Plan

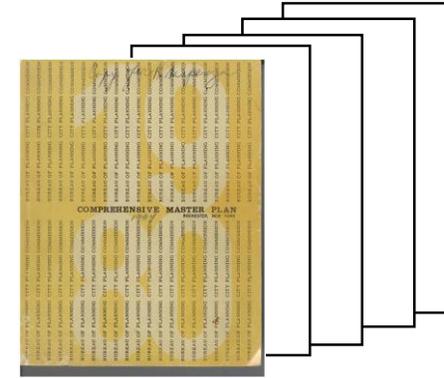
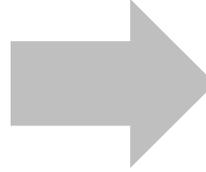


Comprehensive Plan History

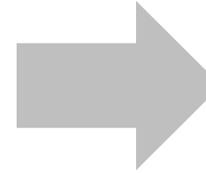
1928 - City Plan



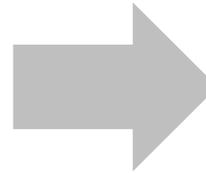
1964 - City Comprehensive Plan



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: Responsibility, Opportunity, Community

11 campaigns

11 policies

81 goals

179 strategies

42 benchmarks

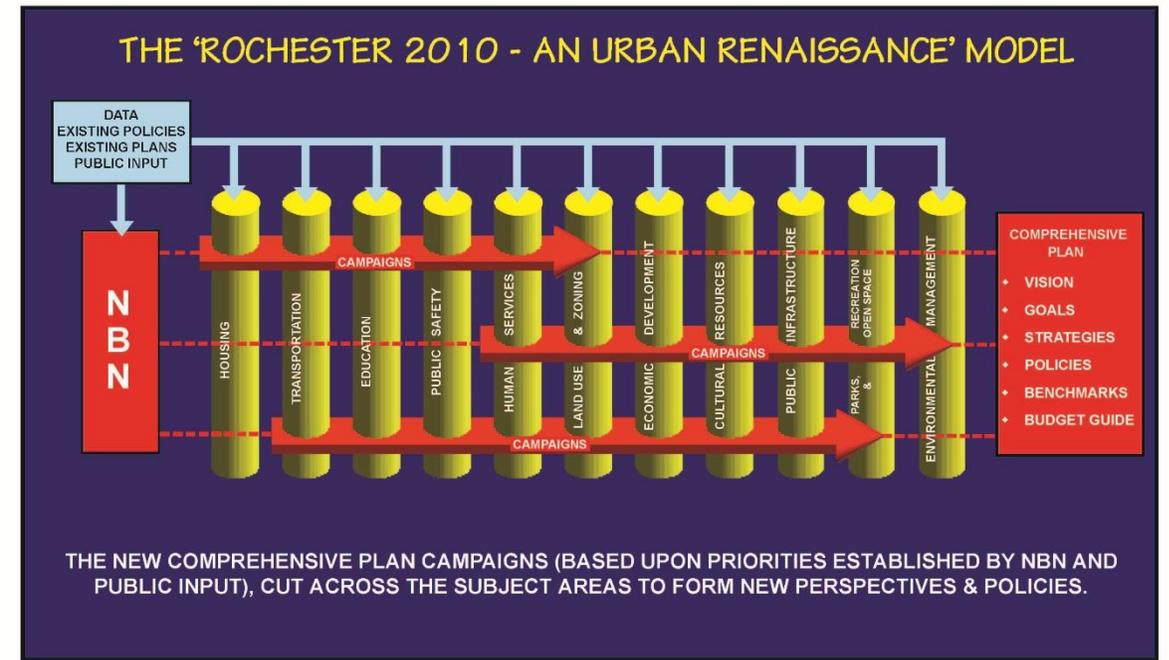
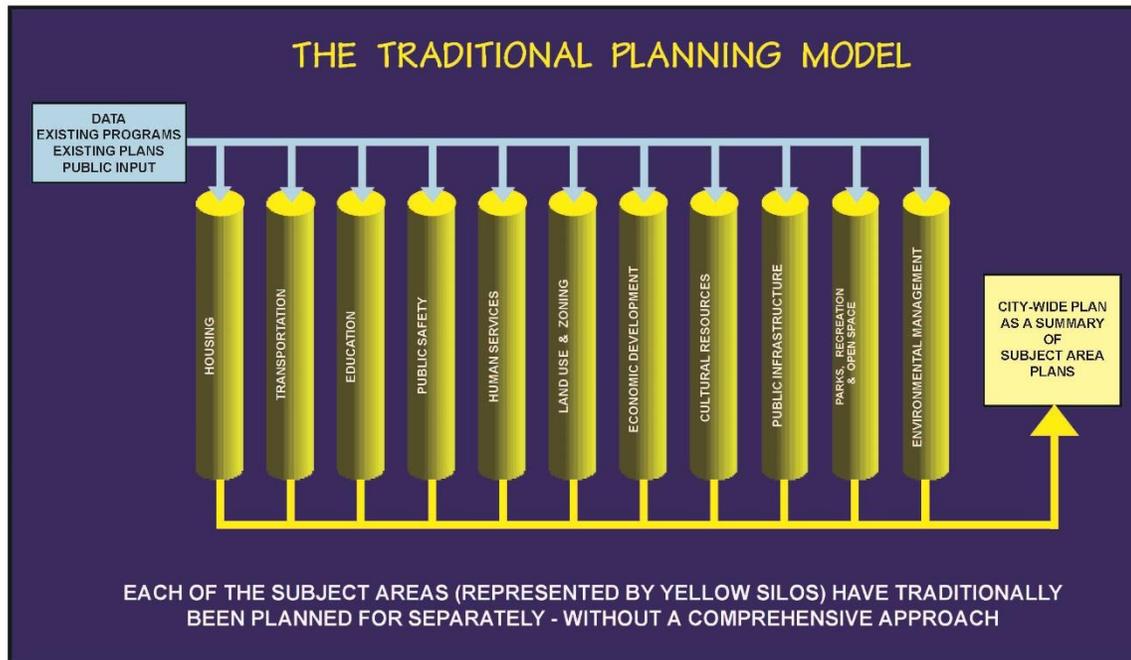


Comprehensive Plan Background

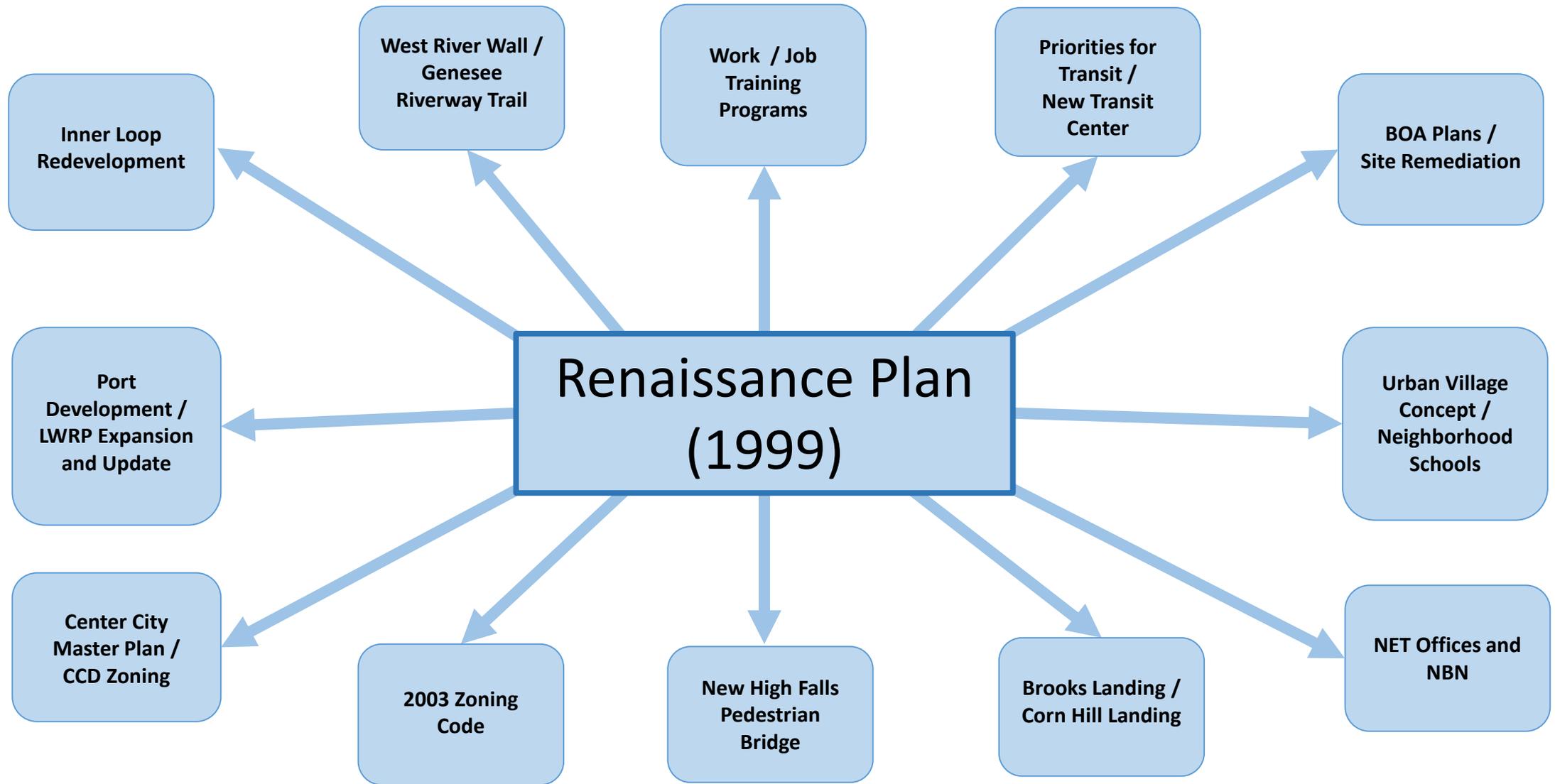
- **145 strategies** **81%**
started, on-going or completed
- **20 strategies** **11%**
started but abandoned
- **14 strategies** **8%**
not started



Comprehensive Plan Background



Comprehensive Plan Background



Comprehensive Plan Background

Mayor Warren's Priorities



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

- Better Schools and Educational Opportunities
- Climate Action Plan
- More Jobs and Economic Opportunity
- LWRP Update
- Safe and Vibrant Neighborhoods
- Main Street Initiative

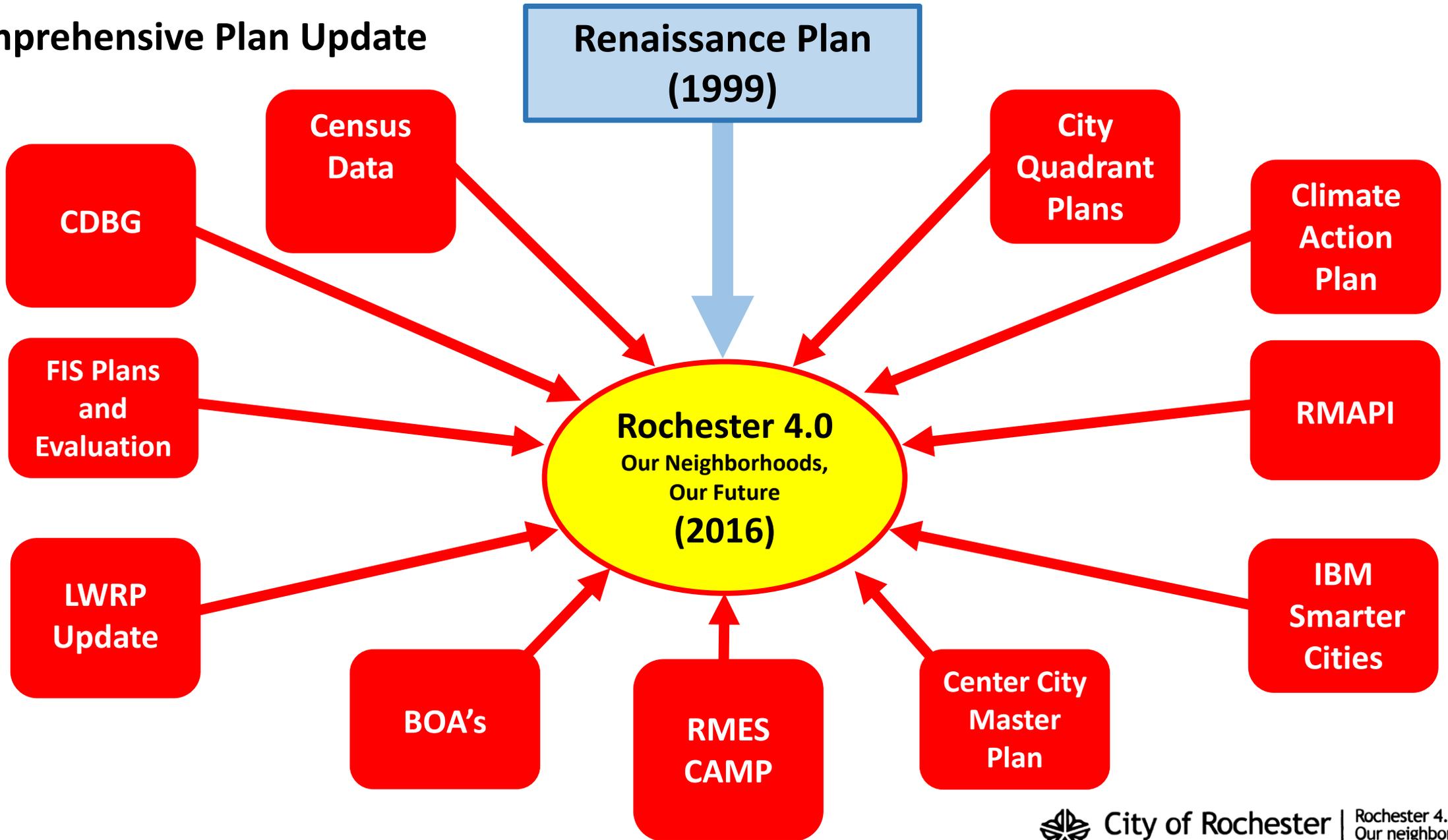


Comprehensive Plan Update

- 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 new 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



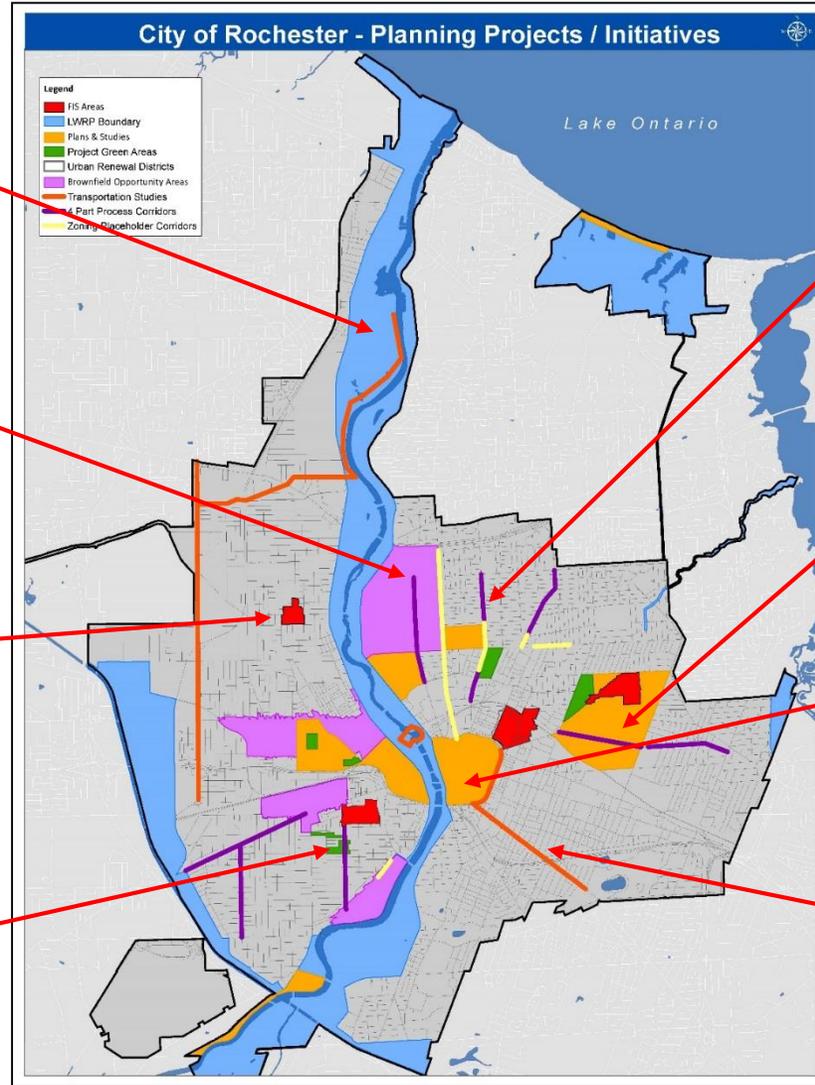
Comprehensive Plan Update

LWRP Update

BOA's

FIS Plans and Evaluation

Project Green



Corridor Plans

Small Area Plans

Center City Master Plan

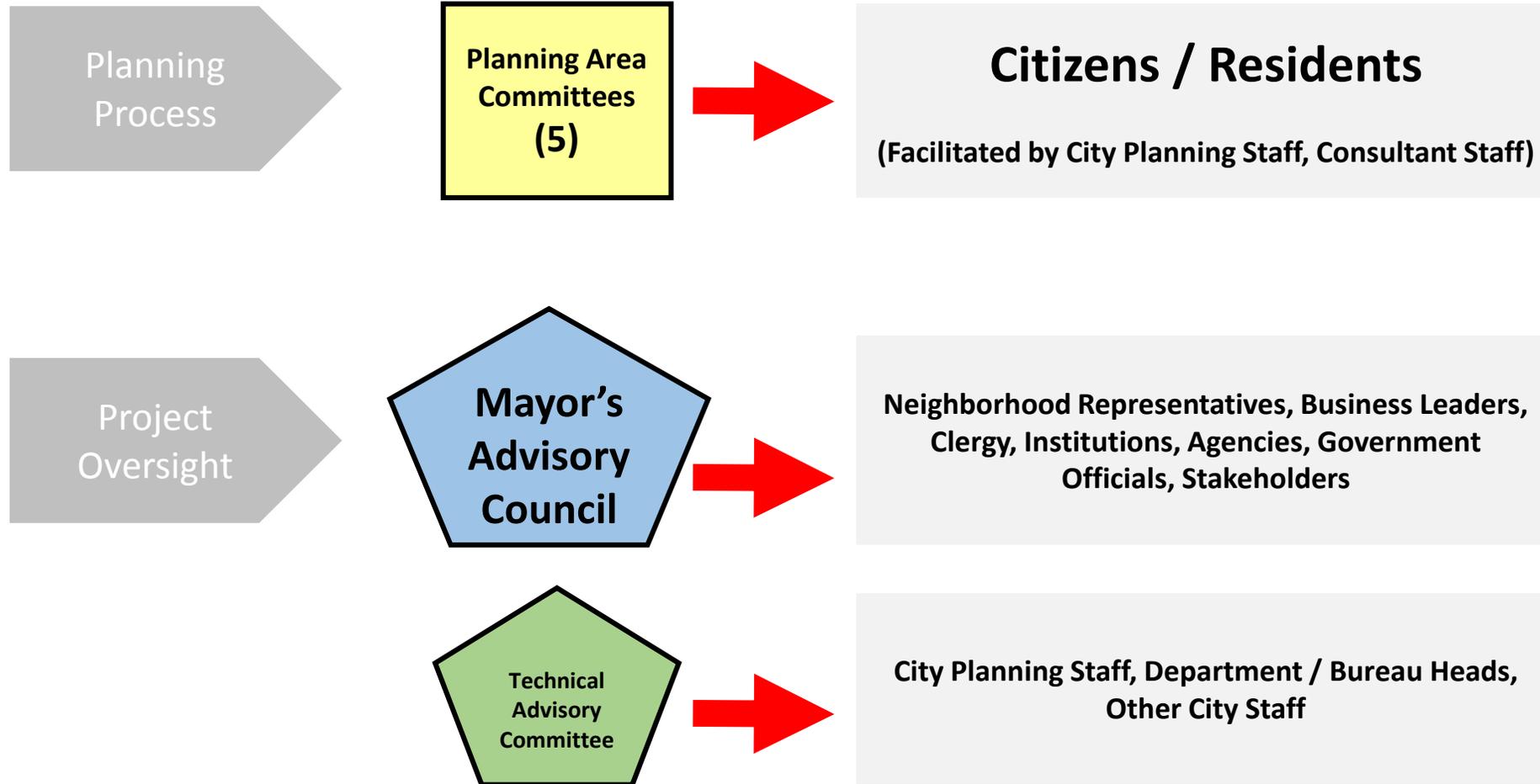
Transportation Plans



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Planning Process Committees



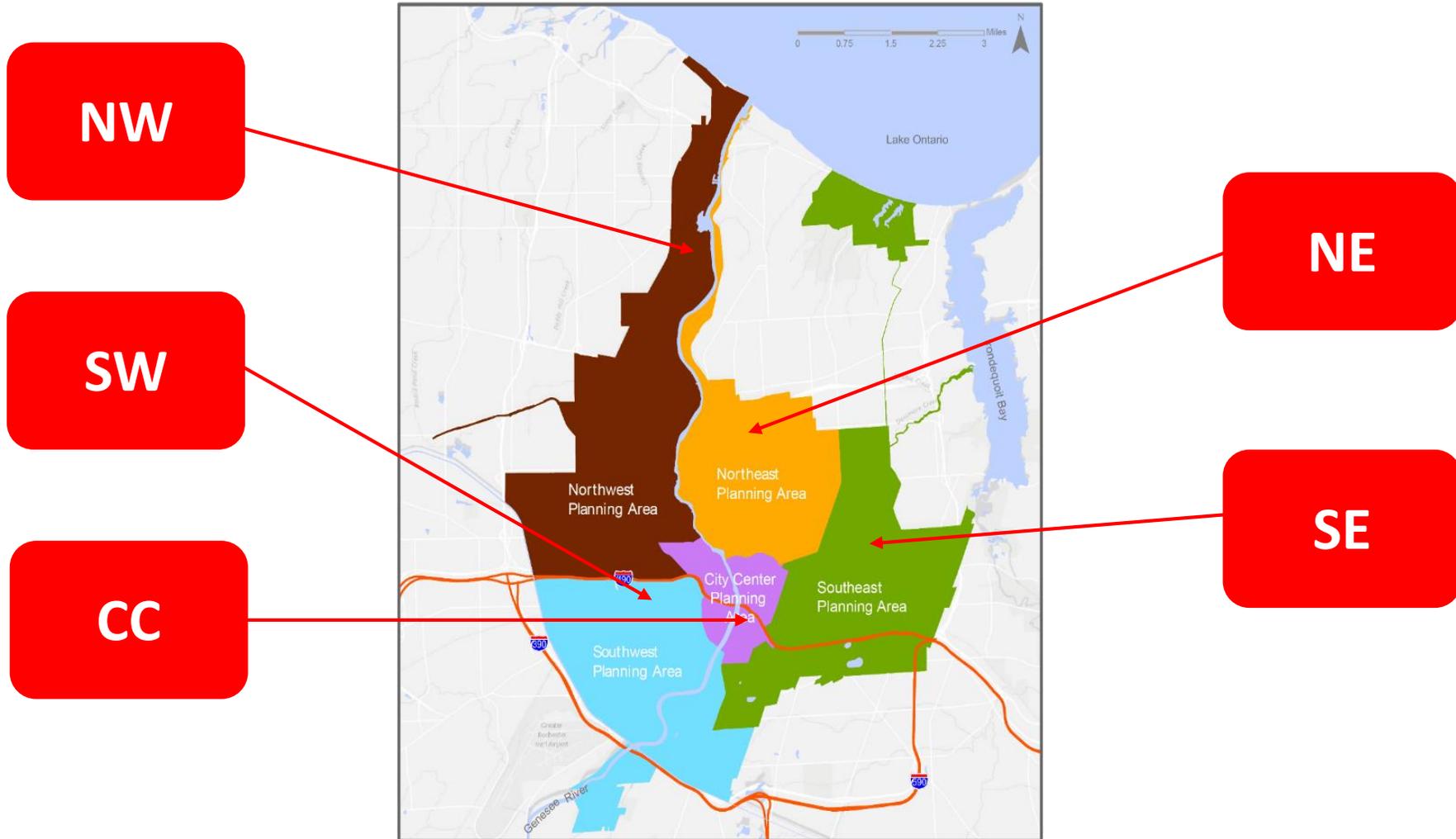
Planning Area Committees (PAC)

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.

- **Total of 5 PACs; one within each of the five city planning areas (police sections)**
- **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 including the draft and final plan document; 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)

 Mayor's Advisory Council Membership			
#	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)

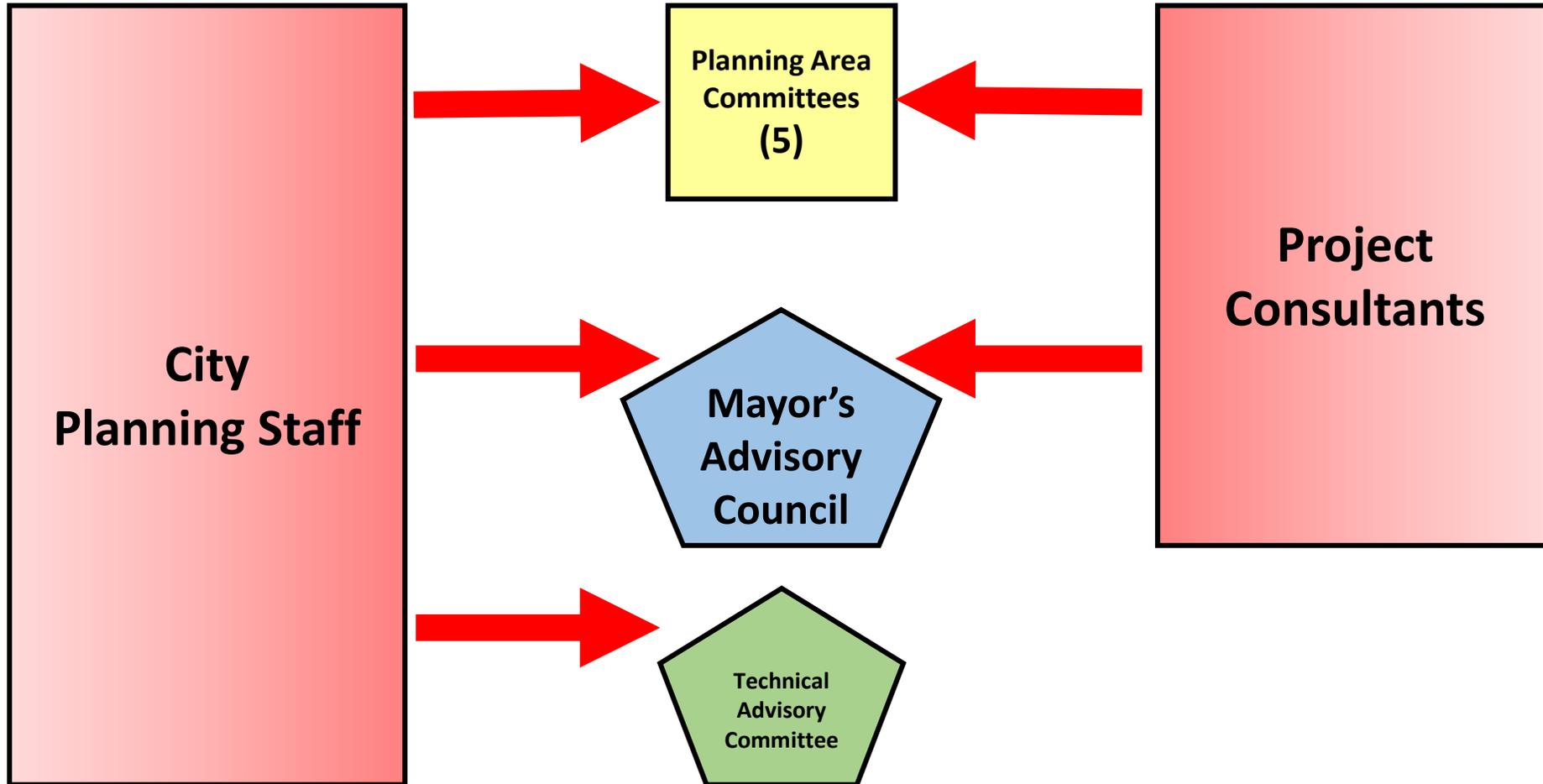
Technical Advisory Committee (TAC)

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



Public Outreach Process

Engaging

Community Members

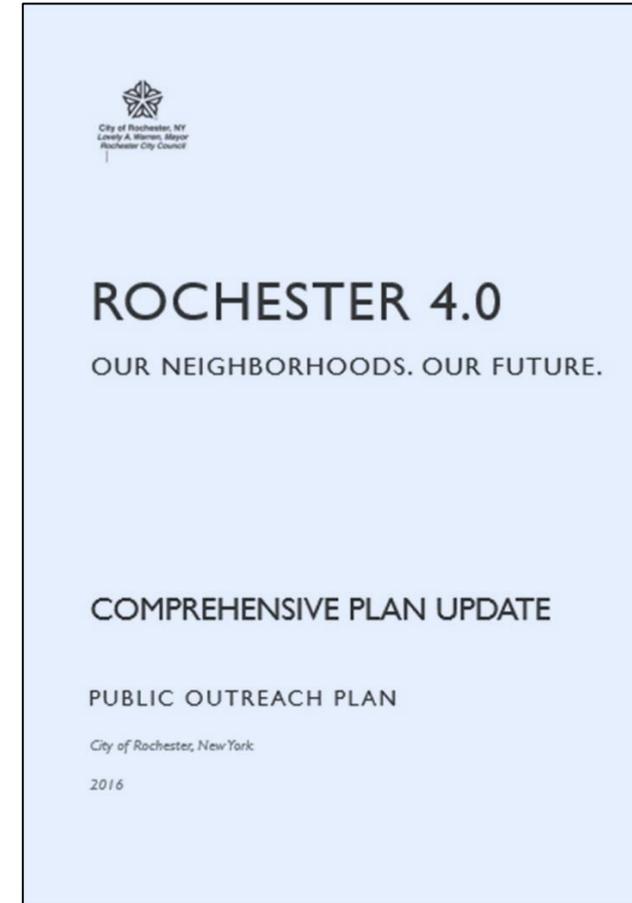
- Residents / Citizens
- Business Owners
- Developers
- Stakeholders / Advocates
- Neighborhood Associations
- Institutions / Agencies
- Visitors
- Students / Youth
- Anyone with an interest in our city's future (Rochester 4.0)



Public Outreach Process

Key Elements of the Public Outreach Plan:

- Mayor's Advisory Committee (MAC)
- Planning Area Committees (PAC)
- Project Website
- Public Information Meetings
- Social Media Outreach (Facebook, Twitter, Textizen)
- "Meetings In A Box"
 - Quadrant Team Meetings
 - Neighborhood Association Meetings
- "Future City Rochester" Project



Public Outreach Process

Public Workshops



Public Outreach Process

Alternative Engagement

- Website
- Surveys
- Facebook
- Twitter
- Textizen
- Meetings in a Box



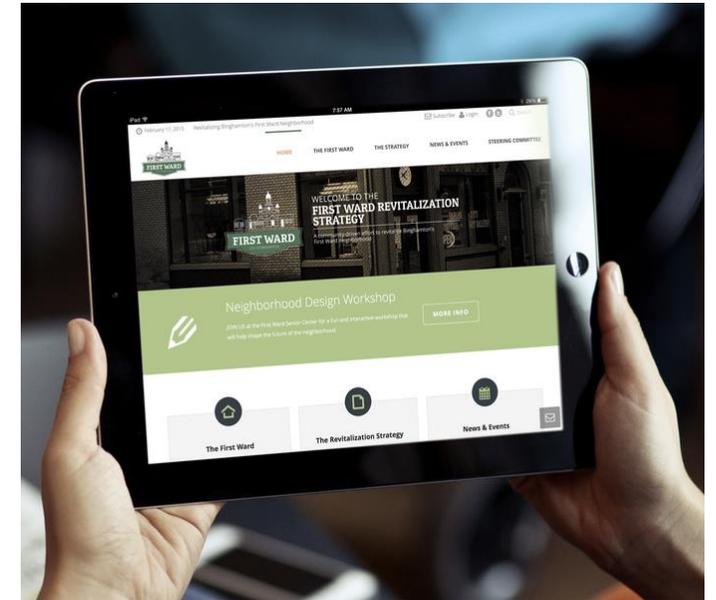
Charles Carroll Plaza Survey

“I would like to see more _____ at the plaza”

- (A) Green Space
- (B) Art
- (C) Events
- (D) Exercise/Recreation
- (E) I have another idea!

Text the letter of your response to:
(585) 454-8793


City of Rochester, NY
Lovely A. Warren, Mayor
Rochester City Council



Public Outreach Process

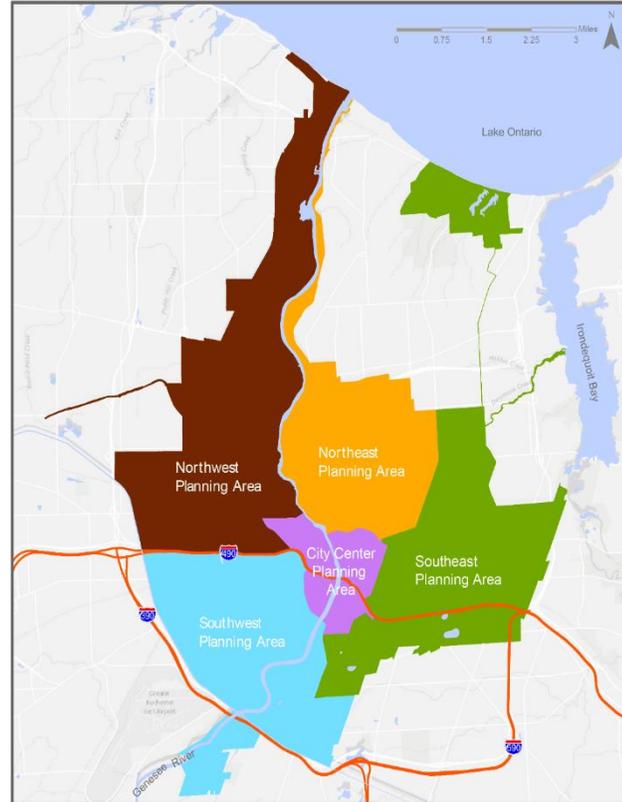
“Future City Rochester”



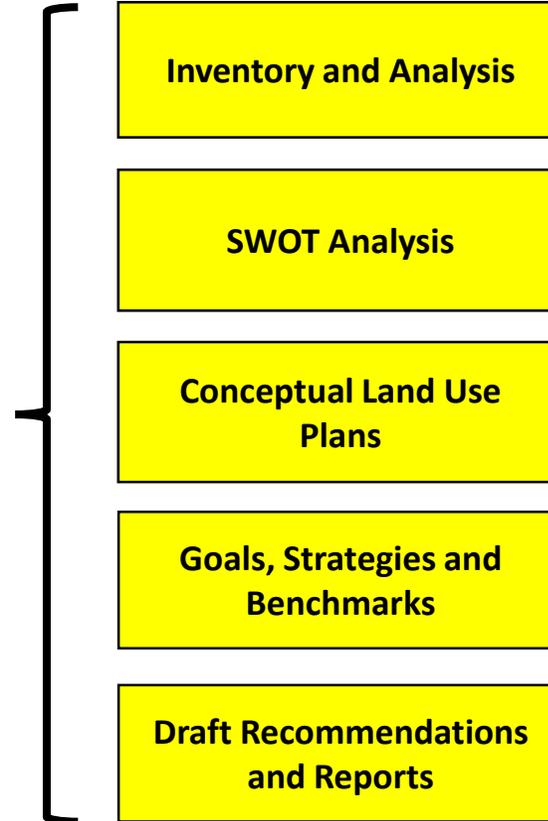
- Middle School Students
- Fall Semester, 2016
- Classroom Teachers / Professional Mentors
- Students Create and Design Their “Future Rochester”
- Students Build Dioramas
- Schools Hold Competitions
- Winning Team Meets Mayor



Planning Process (Phase I)

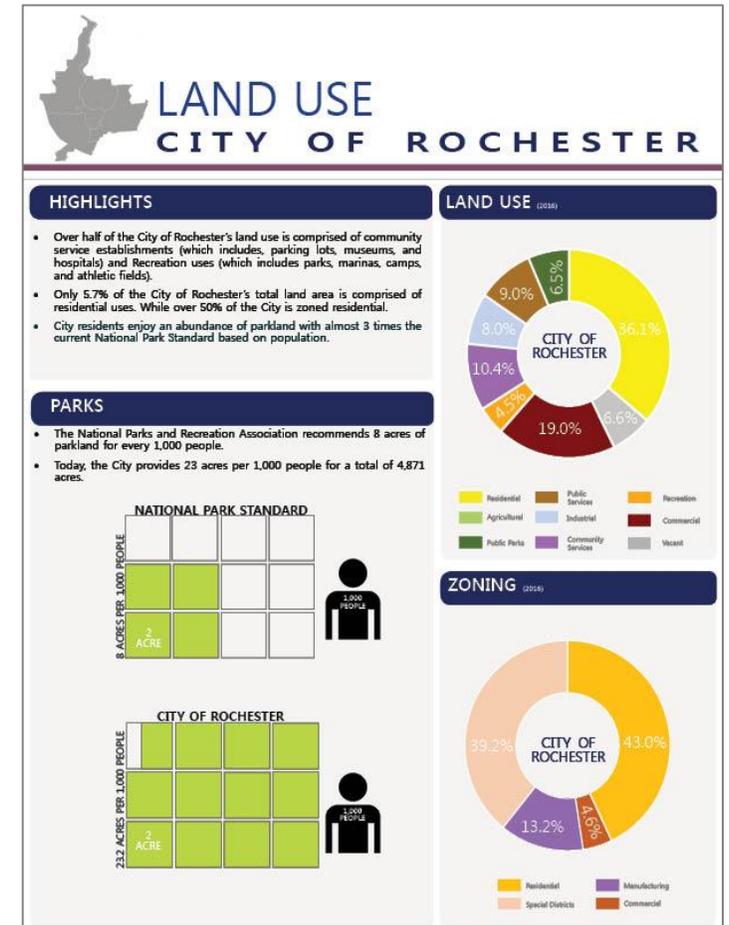
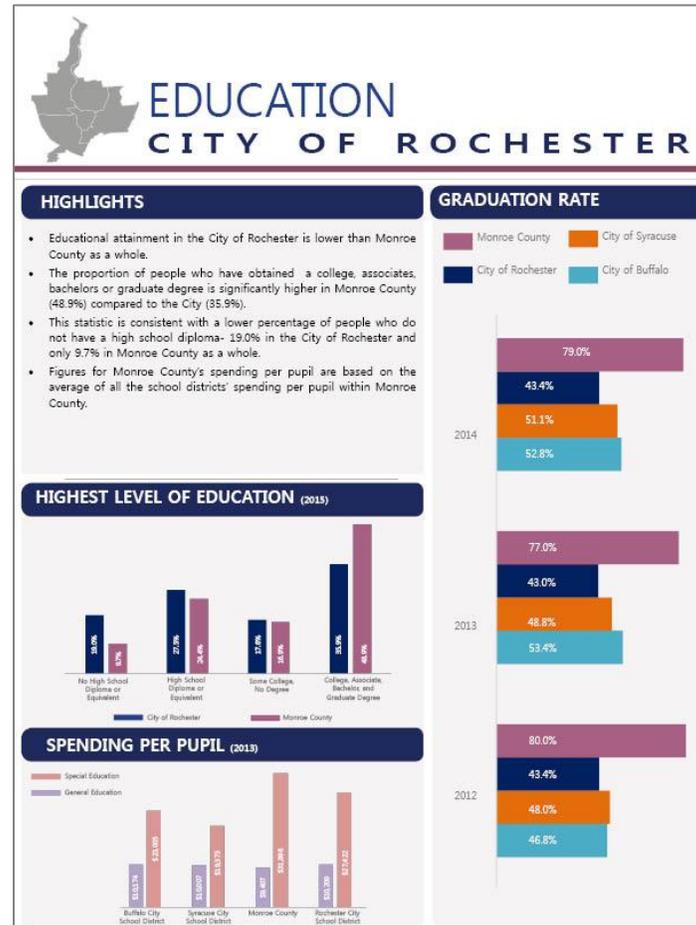
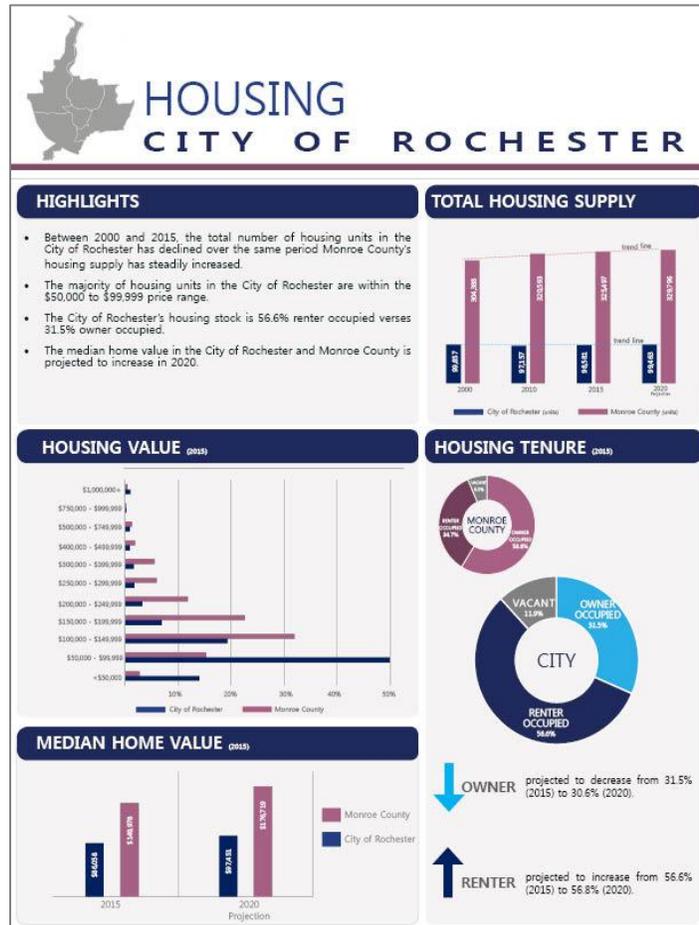


**5 Planning Areas
(Police Sections)**



Inventory and Analysis

Existing Conditions Snapshots



Inventory and Analysis

Key “Takeaways”

- The population of the City has been declining, with the rate of decline slowing since 2000. Population rate is projected to remain stable.
- Almost a quarter (25%) of the City’s population is under the age of 18, versus 20% in Monroe County.
- Conversely, the City’s population over the age of 65 is almost half that of the County (7.6% versus 15.9%).
- Rochester is significantly more racially diverse than the region as a whole and is growing more diverse.
- Public safety statistics are improving. Robberies, burglaries and larcenies are at 25-year lows.
- City is experiencing 2nd lowest violent crime levels in 10 years.



Inventory and Analysis

Key “Takeaways”

- Home values in both the City of Rochester and Monroe County are expected to increase through 2020. In the City the increase is projected to be approximately 13%.
- While graduation rates in the City are lower than Monroe County, they are comparable with regional cities – including Buffalo and Syracuse.
- The City’s poverty rate is 33.9%, lower than the City of Syracuse (36.5%) but higher than Monroe County (15.8%).
- The City provides 23 acres of parkland per 1,000 residents, almost 3 times the recommended national standard of 8 acres per 1,000 residents.
- Total labor force participation in the City is similar to the County as a whole (62% City, 64% County). Majority of City workers (60%) are employed in the Services Industry.



Inventory and Analysis

Plans and Studies



PLANNING DOCUMENTS IN THE SOUTHWEST PLANNING AREA

Plan Name	Year	Description
FIS Jefferson Avenue	2008	One of four Focused Investment Strategy (FIS) areas in the City. The FIS model invests in local and neighborhood vitality. The purposes is to increase property values, attract new investment impact for federal funds, empower neighborhood stakeholders, and broaden the impact of in low income families.
Susan B. Anthony Neighborhood Community Vision Plan	2008	This plan was prepared as a means of having a written and visual account of the ideas the community members developed as it pertains to the revitalization of their neighborhood and the commercial district.
Southwest Quadrant Strategic Plan	2010	The City Department of Neighborhood and Business Development (NBD) established teams of City Staff for each of the City's four quadrants. Each quadrant is charged with creating a strategic plan that develops an annual work program to engage residents, businesses, neighborhood groups and community stakeholders as partners in community, economic and business development efforts. The Strategic Plan outlines 11 Key Result Areas (KRAs) which focus on developing strategies that improve public safety, living standards, public engagement, and housing development, among other topic areas.
College Town Planned Development District	2012	Overall plan for the development of College Town, an urban village destination, that features a mix of restaurants, hotels, retail, office and residential uses.
Susan B. Anthony Circulation, Access and Parking (CAP) Study	2012	The study examined pedestrian and vehicular circulation, access, and parking patterns within the neighborhood.

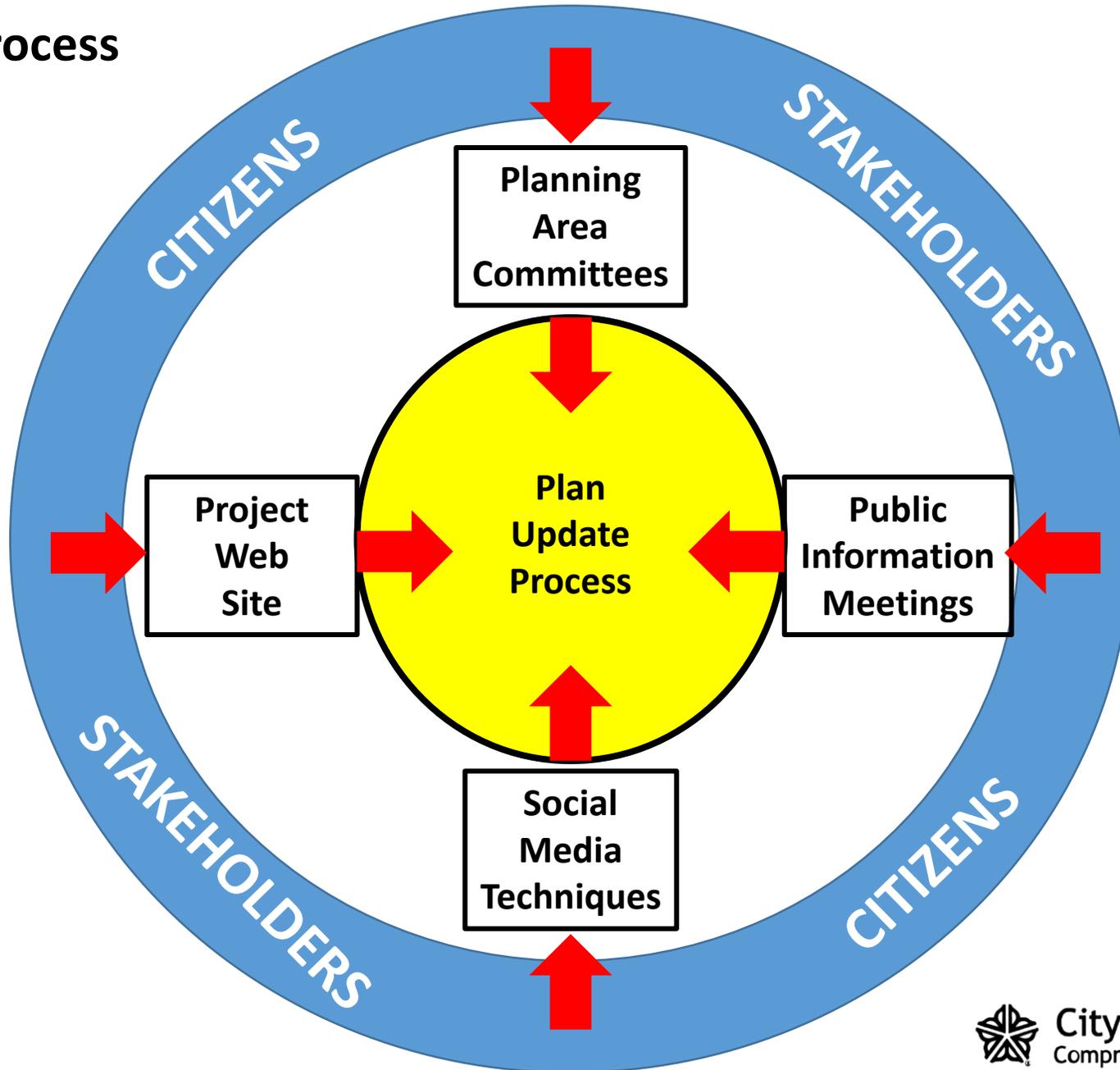


PLANNING DOCUMENTS IN THE NORTHEAST PLANNING AREA

Plan Name	Year	Description
North Clinton Avenue Revitalization Project	2000	In 2000, the City's Economic Development Department began a four phase process for the revitalization of the Clinton Avenue Neighborhood's commercial area. The North Clinton Avenue Revitalization Project consists of three main components including a major commercial development site, public improvements and commercial infill/redevelopment along the corridor.
FIS South Marketview Heights	2008	One of four Focused Investment Strategy (FIS) areas in the City. The FIS model invests in local housing markets and neighborhood vitality. The purposes is to increase property values, attract new investment, maximize the impact for federal funds, empower neighborhood stakeholders, and broaden the impact of investment to more low income families.
RRCDC Market View Heights North Union Street Corridor Vision Plan	2008	This plan incorporated ideas and recommendations developed during the Marketview Heights Mini-Charette, held in 2007. The plan includes a Neighborhood Revitalization Strategy that leverages the Public Market, including and improved pedestrian realm, gateway elements, demolition of vacant homes, more on-street parking, better lighting, more street trees.
North Clinton Avenue Conditions Analysis Report	2010	In tandem with a recent \$2 million streetscape improvement project, the City undertook this study to identify complementary revitalization opportunities, such as improved code enforcement efforts, strategic demolition, facade improvements, and locations for future redevelopment.
RRCDC Joseph Avenue Business Association Business District Vision Plan	2013	This plan incorporates ideas and goals suggested at the community design visioning session held on April 15, 2013. The plan recommends development of a branding identity/logo, strengthened gateways, parking improvements, opportunities for multi-modal transportation, focused strategic site enhancements, more green space, and improved streetscapes.



Public Outreach Process



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**

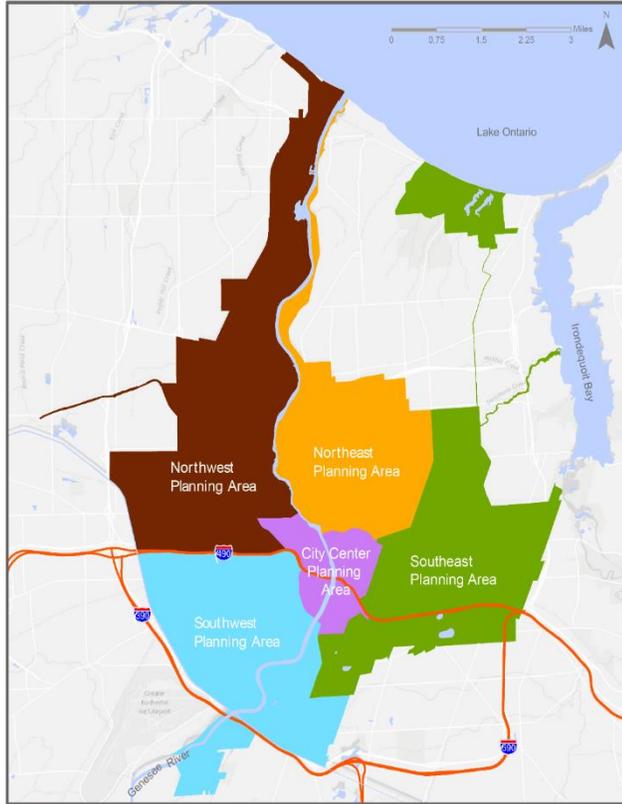
MAC, PACs, TAC

City Council

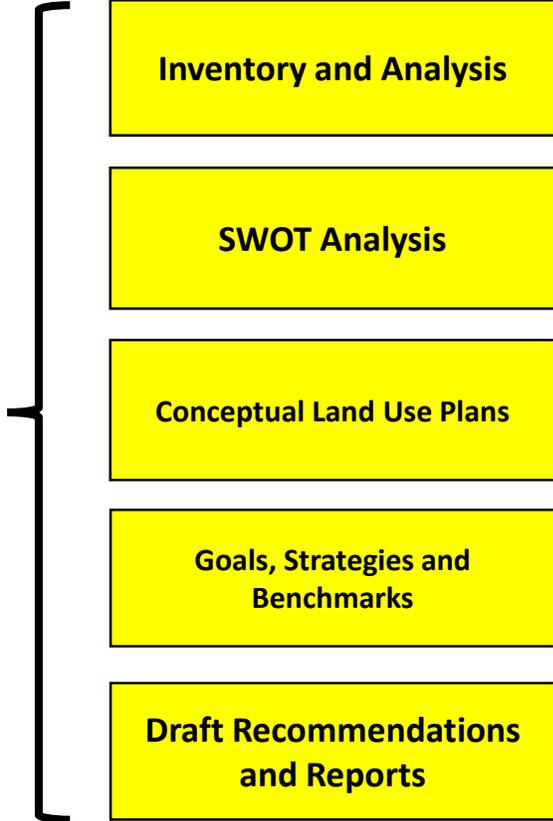


Planning Process (Phase I)

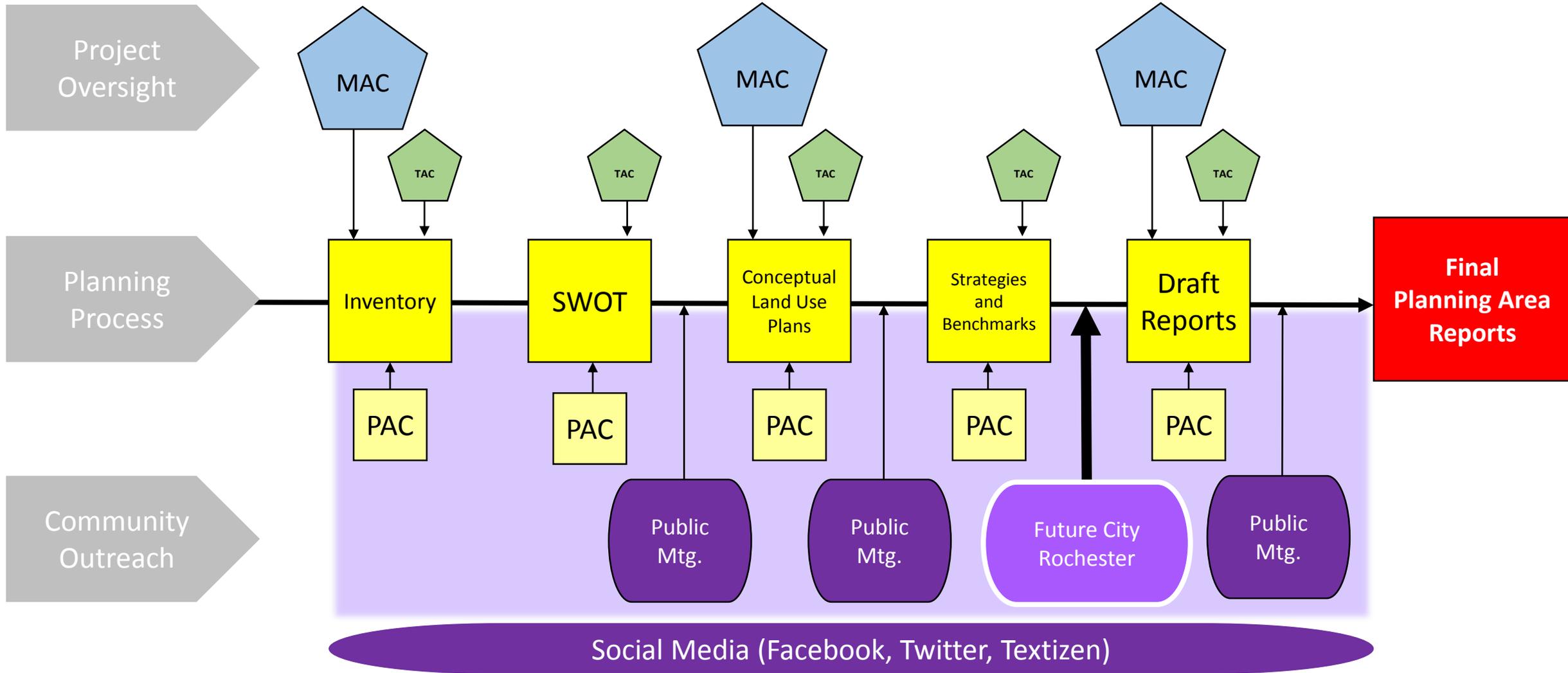
Planning
Process



**5 Planning Areas
(Police Sections)**



Planning Process (Phase I)



Planning Process (Phase II)



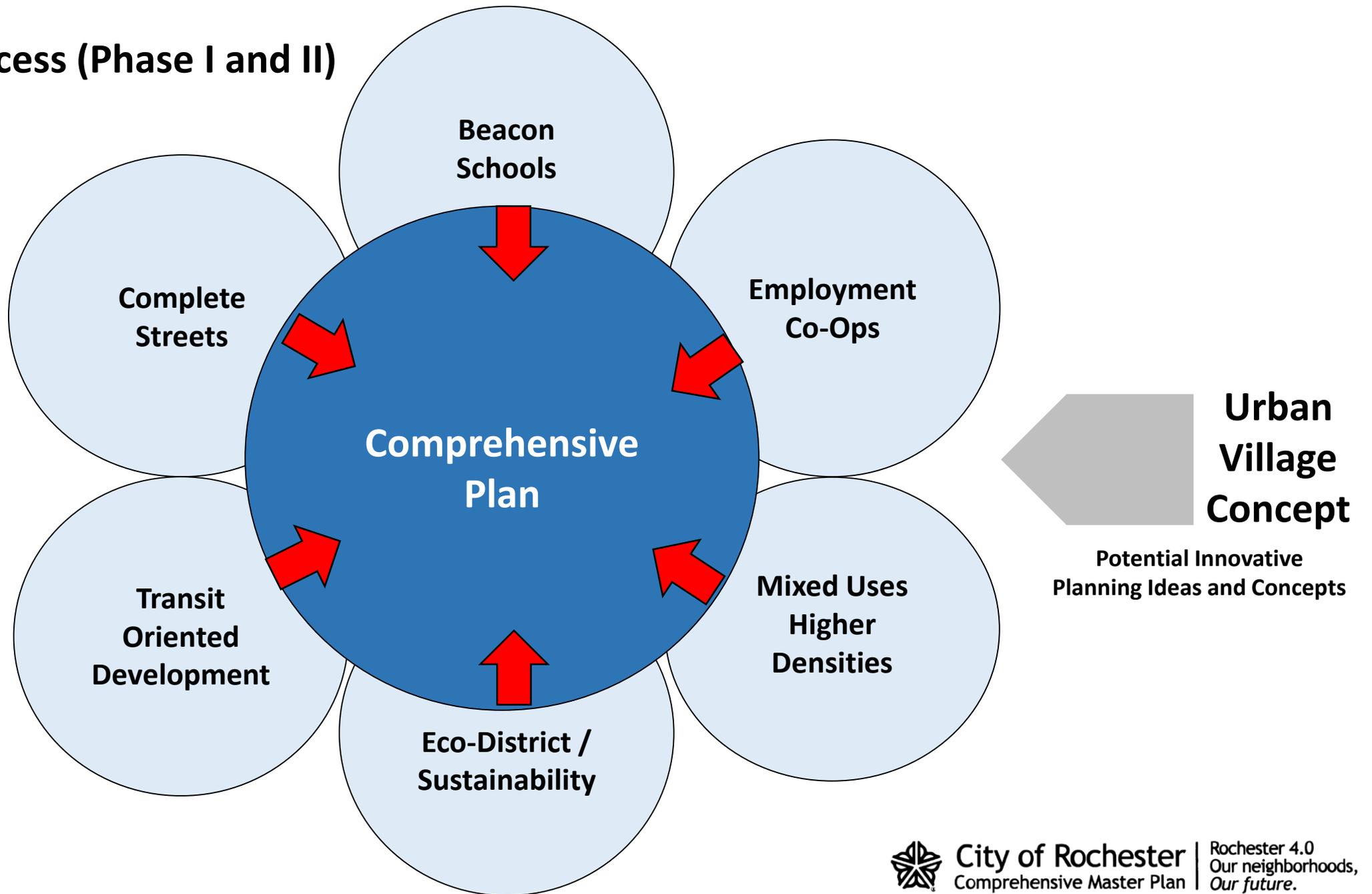
Planning Process (Phase I and II)

Potential Innovative Planning Ideas and Concepts

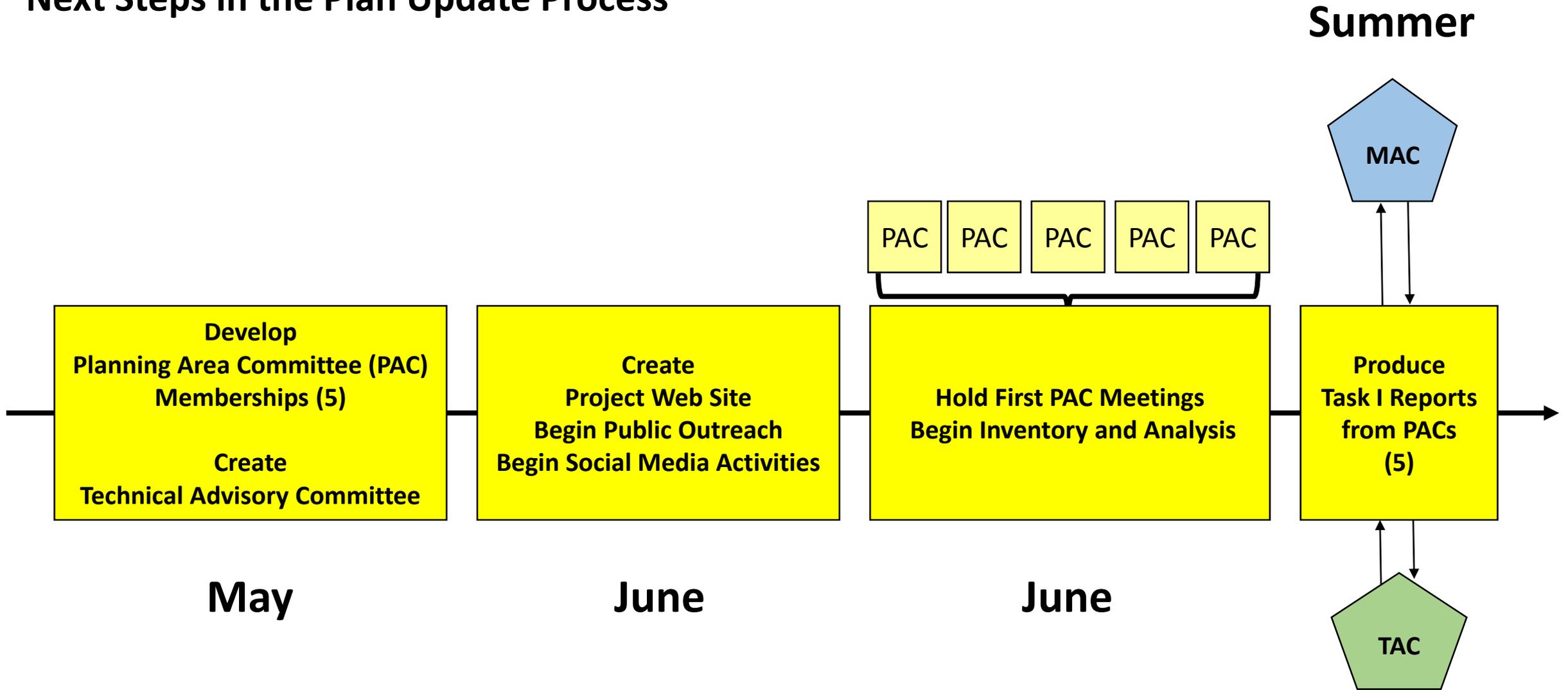
- **Urban Villages**
- **Transit Oriented Development**
- **Complete Streets**
- **Performance Zoning**
- **Eco-Districts / Innovation Zone**
- **Regional Partnerships**
- **Transportation / Mobility Choices**
- **LEED Building Design**
- **Environmental Remediation**
- **“Beacon Schools” / Neighborhood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



Planning Process (Phase I and II)



Next Steps in the Plan Update Process



Next Steps in the Plan Update Process

Process Calendar

April 2016	Mayor's Advisory Council (MAC) meeting	Phase I (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	Phase II
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	





City of Rochester

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Questions and Discussion



Thank you for your participation this evening...
See you at the next MAC Meeting!



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