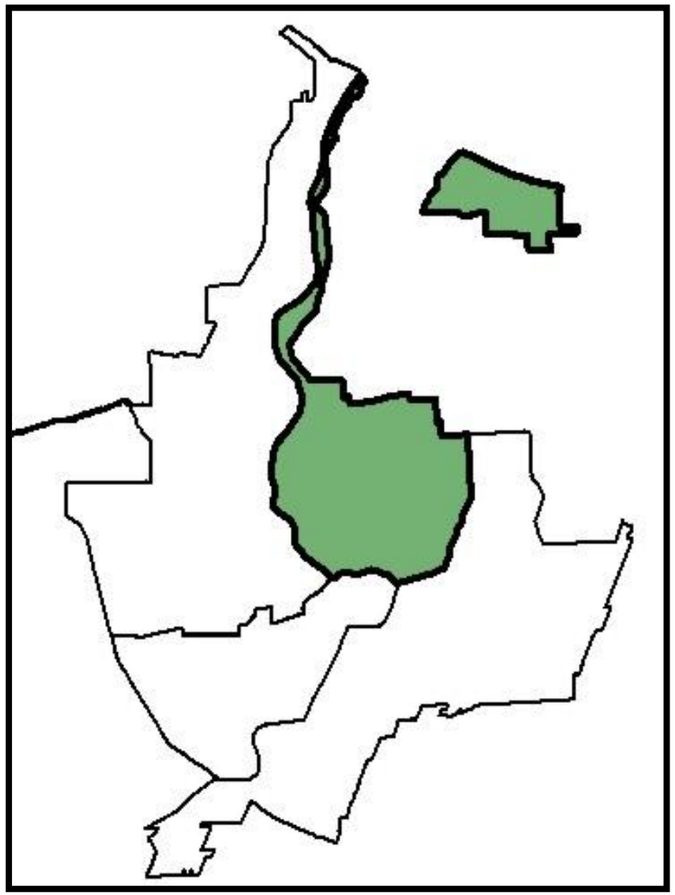
# Northeast Quadrant Strategic Plan

Department of Neighborhood and Business Development
City of Rochester, N.Y.
2010-2011

# Northeast Quadrant Strategic Plan



*City of Rochester, NY*

*Department of Neighborhood and Business Development*

*2010-2011*

# Northeast Quadrant Team Members

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# Table of Contents


Mission Statement.....Page 1

Quadrant Team Approach.....Page 2

Quadrant Profile.....Page 3

Quadrant Community Resources Map.....Page 4

Land Use / Zoning Maps.....Page 5

Quadrant Vacant Land and Buildings.....Page 6

Quadrant Community Organizations.....Page 7

Existing Plans and Studies.....Page 8

Plan Development Process / Overview .....Page 9

Strategic Plan Projects and Focus Areas Map.....Page 11

Focus Area Descriptions.....Page 12

Quadrant Assessment Summary.....Page 15

Quadrant Assessment Forms.....Page 16

Quadrant S.W.O.T. Analysis Chart.....Page 18

Quadrant Priorities.....Page 19

Strategic Action Plan.....Page 20

Strategic Action Plan Implementation Calendar.....Page 25

Acknowledgements.....Page 26

# Mission / Vision Statements

**Mission Statement:**

***"Through a collaborative effort, the Northeast Quadrant team will work to establish a series of achievable goals that address a wide variety of issues while striving to improve the quality of life of our residents through the strengthening of our neighborhoods, the encouragement of business development, providing support to our community stakeholders and implementing creative solutions to the complex issues facing the Northeast Quadrant."***

**Vision Statement:**

***"The Northeast Quadrant will be a vibrant, safe place to live, work, play and conduct business. Its culturally diverse population will be the catalyst for change to ensure the future success of area youth, create strong and cohesive neighborhoods, and promote a sense of shared responsibility and civic pride among all residents."***

# Quadrant Team Approach

In 2009, the City's Department of Community Development, Economic Development Department and Neighborhood Empowerment Teams were reorganized and consolidated into a new single department known as the Department of Neighborhood and Business Development (NBD).

As part of that consolidation, a team of city staff persons was established for each of the four city quadrants – our Neighborhood Service Centers: northwest, northeast, southwest and southeast. The purpose of the teams was to implement a "quadrant model" of neighborhood development and service delivery within the city. Each group includes a "core team" made up primarily of NBD staff from each bureau and from major service delivery partners such as the Rochester Police Department, Department of Recreation and Youth Services and the Department of Environmental Services.

In addition, an "extended core team" was created that includes staff from supporting city service departments who have specific expertise and can assist with specific quadrant issues or projects. The cross-functional quadrant teams were designed to provide a full array of city services in a seamless, customer-friendly manner. Further, they will work to establish community partnerships and proactively promote the stability and growth of city neighborhoods and businesses.

This is an enhancement of the former NBN process by providing sector committees, residents and other community stakeholders with a coordinated team of professionals (which includes a housing specialist, economic development specialist, city planner, NSC administrator and others) to help develop and implement a quadrant-based strategic plan drawing from Mayor Duffy's four priority areas: public safety, education, neighborhood/business development and customer service.

Northeast Quadrant Team

This document represents the strategic plan for the Northeast Quadrant which includes:

- identification of community assets;
- an explanation of the plan development process;
- a quadrant assessment summary;
- a quadrant SWOT analysis (strengths, weaknesses, opportunities, and threats);
- a description of quadrant based priorities;
- identification / description of several quadrant focus areas;
- a strategic action plan containing action items for each of the focus areas and,
- an implementation calendar that provides a timeline for completion of each action item / strategy.

The Northeast Quadrant team will use this strategic plan to develop an annual work program to engage residents, businesses, neighborhood groups and community stakeholders as partners in completing the specific tasks and action items outlined in the plan.

# Quadrant Profile

The Northeast Quadrant of the City of Rochester is considered home to several distinct neighborhoods that together contain over 50,000 residents according to 2000 census data. The quadrant consists of a mix of industrial, commercial, residential and recreational uses. There are several main commercial corridors - Portland, Hudson and Clinton Avenues that serve as community anchors and are home to many small businesses that provide goods and services to adjacent residential neighborhoods.

There are a variety of housing options within the quadrant such as single family homes, duplexes, townhomes, apartment complexes and high rise apartment buildings. However, out of approximately 21,000 housing units within the quadrant, only 36% are owner-occupied while the remaining 64% are renter occupied. Additionally, approximately 36 % of residents fall below the federal poverty line. These challenging statistics can be seen throughout the quadrant, as many homes have fallen into disrepair, remain vacant, or have ultimately been demolished. In fact, approximately 60% of all City demolitions occur within the Northeast Quadrant. There are currently several on-going efforts to examine potential re-uses for the abundance of vacant land that exists within the quadrant including community gardens, urban agriculture, small neighborhood parks, land banking for future housing or commercial development as well as creating more open space.

Public Safety is considered to be one of the most pertinent issues that affect the overall quality of life within the Northeast quadrant. Crime reduction and prevention remains a top priority for this area of the City and will require a collaborative effort on behalf of community stakeholders, the Police Department and residents.

Despite the many challenges that the Northeast Quadrant faces, there are several community assets that distinguish it from other areas of the City. The one hundred and three year old Rochester Public Market is located in the Market-view Heights District of the quadrant and contains over three hundred vendor booths that feature fresh produce, meats, poultry, seafood, ethnic delicacies, flowers, crafts and much more. It is a year round regional destination that serves tens of thousands of visitors and offers area residents a truly unique experience.

The Northeast Quadrant is home to Durand Eastman Park and Durand Beach. Re-opened for swimming in 2006, this nearly one mile stretch of sandy beach along the shore of Lake Ontario has served close to 100,000 visitors in the past four years. The 965 acre park offers something for everyone with trails for hiking, scenic vistas, pavilions for outdoor gatherings, a golf course, as well as a playground for children. The beach and park are popular summer destinations for City and County residents alike to picnic, bike, swim, sun bathe and enjoy the area's natural beauty. Also located within the quadrant is "The Vineyard", a 2.69 acre community garden and urban farm that is only remaining agricultural land within the City.

Seneca Park and the Seneca Park Zoo are also located within the quadrant near the Irondequoit border. The 297 acre park, designed by world renowned landscape architect Frederick Law Olmsted includes picnic pavilions, recreational open space and scenic trails overlooking the Genesee River gorge. One of the oldest in the country, the zoo is home to hundreds of animals and exotic wildlife and remains a popular attraction for area families. Several well known large employers are also located within the quadrant such as Hickey Freeman, Coca Cola Bottling Company, Optical Gaging Products, McAlpin Industries, Rochester General Hospital, Culligan Water and the Genesee Brewery.

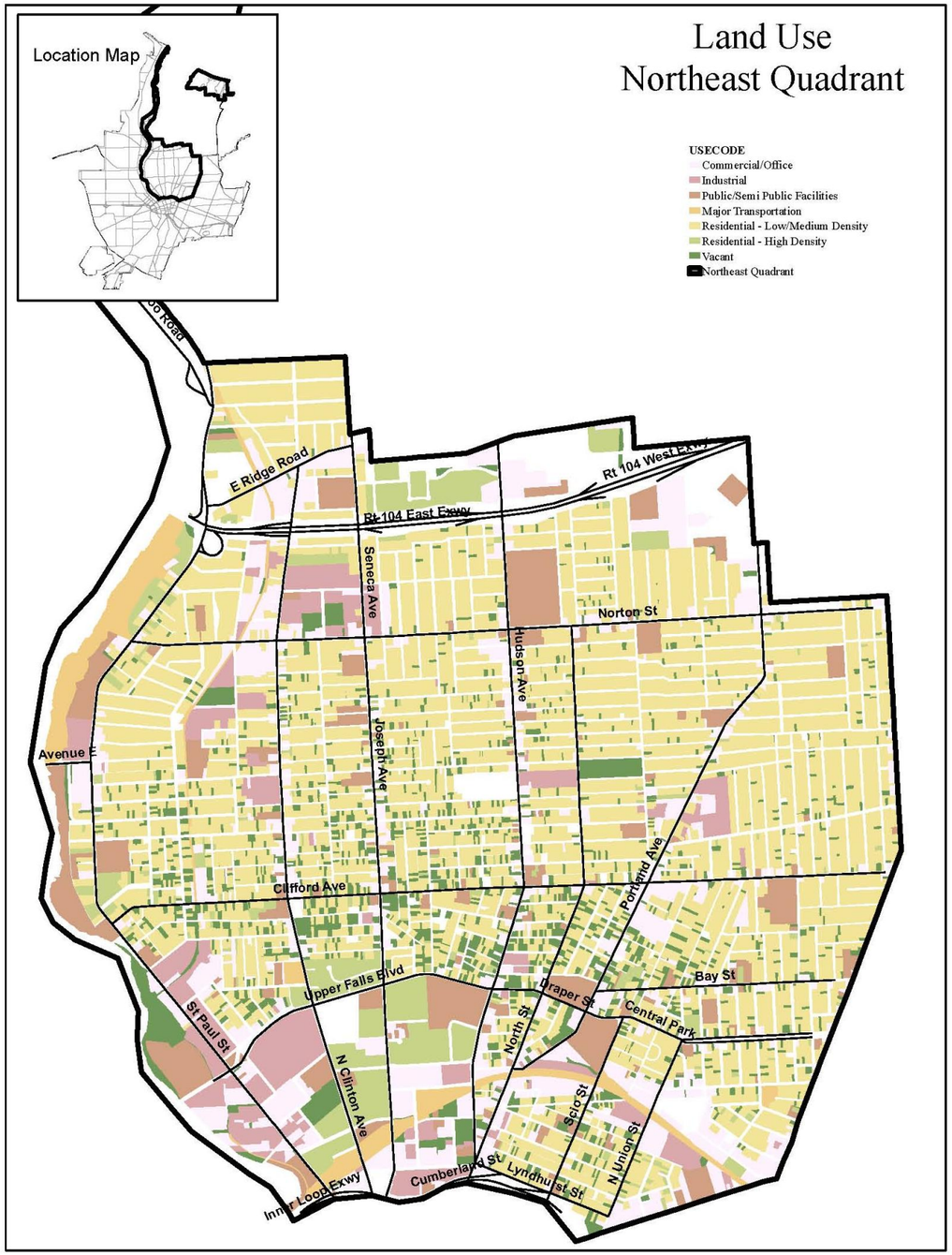
| Population Breakdown (2000) | Total | Percentage |
|---|---|---|
| White | 13,204 | 25.9% |
| Black | 25,570 | 50.1% |
| Hispanic | 14,761 | 28.9% |
| American Indian | 259 | 0.5% |
| Asian | 868 | 1.7% |
| Hawaiian/Pacific Islander | 38 | 0.1% |
| Other | 8,604 | 16.9% |
| Two or More Races | 2,504 | 4.9% |
| **Total:** | **51,047** | **100%** |
| Male | 23,736 | 46.5% |
| Female | 27,309 | 53.5% |
| **Total:** | **51,047** | **100%** |

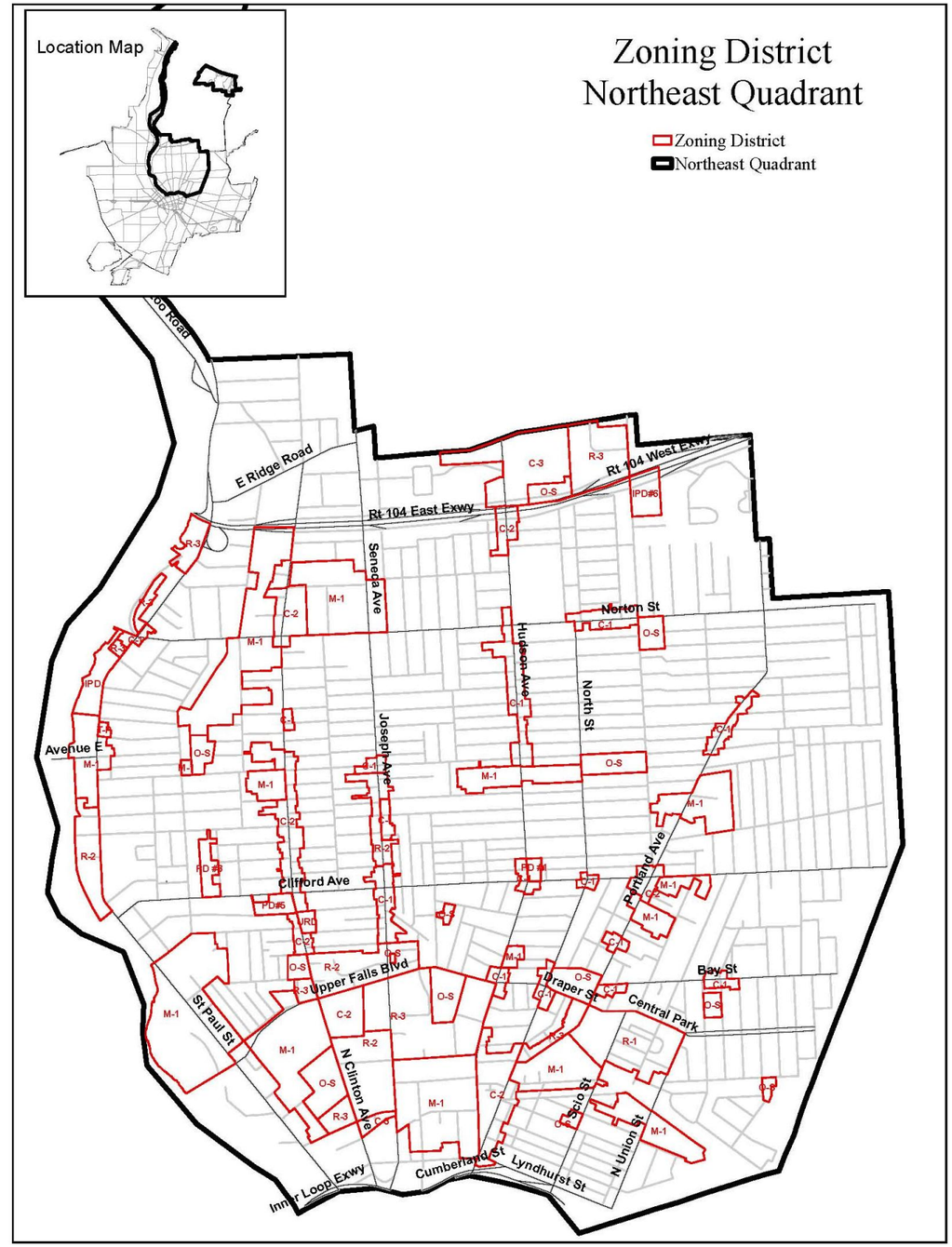
| Property and Building Data (2000) | Total | Percentage |
|---|---|---|
| Total # of Properties | 14,825 | 100% |
| Residential | 11,634 | 78.4% |
| Commercial | 1,155 | 7.8% |
| Owner Occupied | 5,688 | 48.9% |
| Renter Occupied | 5,946 | 51.1% |
| Vacant Properties | 1,716 | 11.6% |
| Other | 320 | 2.2% |
| Total # of Buildings | 20,720 | 100% |
| Vacant Buildings | 1,541 | 7.4% |

| Housing Statistics (2000) | Total | Percentage |
|---|---|---|
| Households | 18,412 | 100% |
| Families | 11,919 | 100% |
| Housing Units | 21,459 | 100% |
| Vacant Units | 3,049 | 14.2% |
| Owner Occupied Units | 6,616 | 35.9% |
| Renter Occupied Units | 11,796 | 64.1% |
| People Below Poverty | 18,502 | 36.2% |

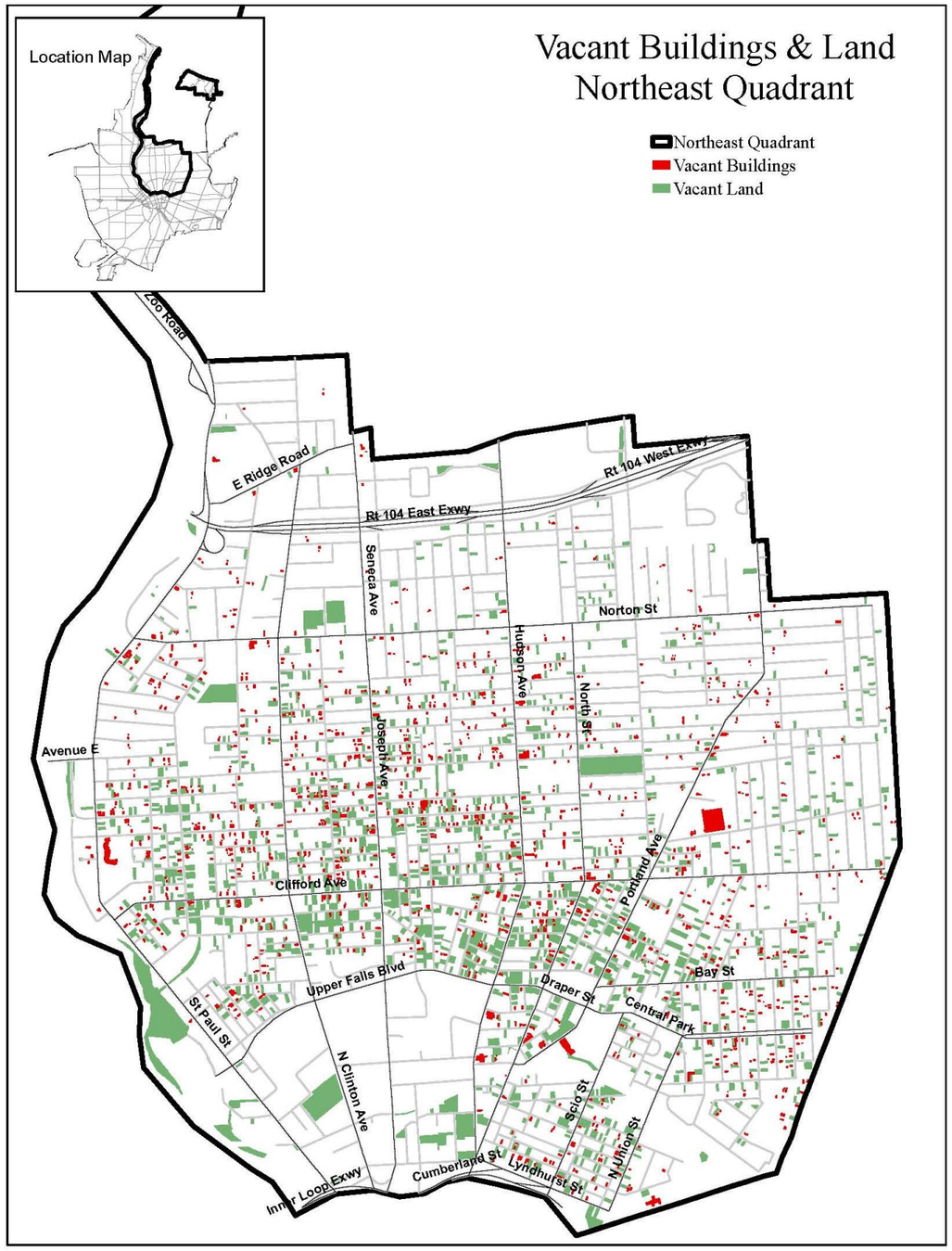
# Northeast Quadrant Community Resources Map

# Quadrant Land Use / Zoning Maps



# Quadrant Vacant Land / Vacant Buildings




As of April 2010 there were approximately 1800 vacant lots within the Northeast Quadrant, by far more than any other area within the City. Furthermore there are over 950 vacant buildings, 126 of which are currently on the City's Demolition list. A steady decline in population, aging housing stock, and concentrations of poverty have all contributed to the high number of vacant lots and buildings within the quadrant.

Substantial work has been done to develop strategies that address the issue of vacant land and buildings and the problems associated with them. A variety of cross-departmental teams have established processes to inspect and secure vacant buildings, demolish vacant structures, market land for economic development and transform vacant land into "green" assets. The Department of Neighborhood and Business Development is currently developing a comprehensive implementation plan that will utilize these existing strategies to maximize the impact on public safety and economic development.

## Project Green – Phase I Nomination Process

The City is proposing to develop and manage a citywide green-infrastructure initiative that acquires, assembles, and reuses abandoned and vacant properties. The long term goal is to reduce the housing inventory by 3000 dwelling units through a strategic clearance of deteriorated structures in order to re-establish a functioning housing market.

A series of brainstorming sessions were held with community stakeholders in each quadrant to identify and nominate potential locations for greening projects such as urban agriculture, community gardens, recreation, forever wild, playgrounds, "green" corridors, future commercial development, etc. The City's Bureau of Planning and Zoning will analyze each nominated area and provide information on the level of vacancy, property ownership and condition, housing tenure and potential costs. Eligible areas will be chosen for Phase I implementation of a pilot "greening" project.

# Northeast Quadrant Community Stakeholders

**Northeast Quadrant Community Organizations:**

- Group 14621
- N.E.B.C.A
- C.O.N.E.A
- Pathstone
- The Urban League
- Ibero American Action League
- Action for a Better Community (ABC)
- Community Place of Greater Rochester
- Marketview Heights Community Association
- Baden Street Settlement House
- Jordan Health Center / Bridges to Wellness
- Hispanic Community Center @ Los Flamboyanes
- Isla Housing and Development Inc.

**Northeast Quadrant Business Associations:**

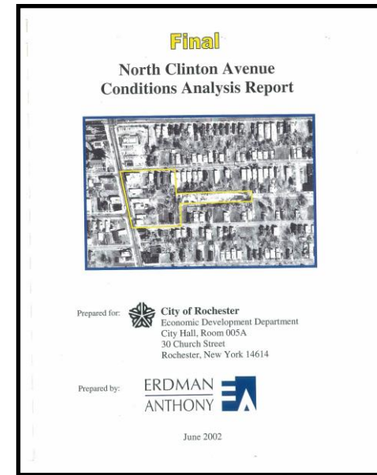
- North Clinton Avenue
- Hudson Avenue
- Downtown North Street
- Market District

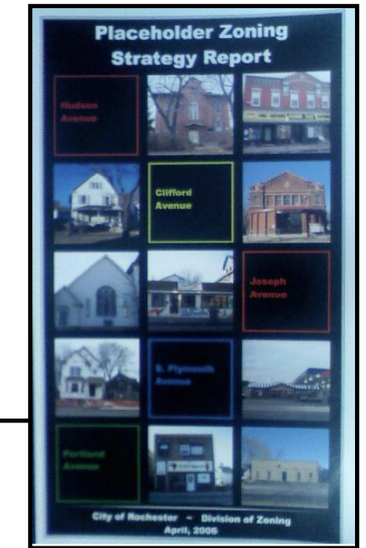
**Northeast Quadrant Block Clubs:**

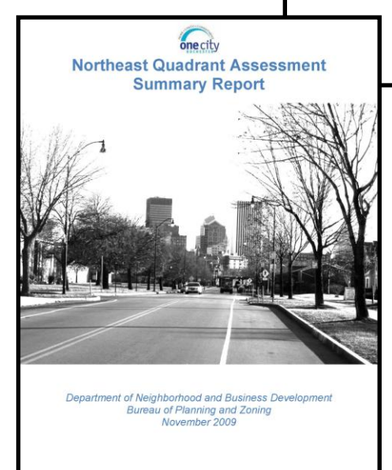
- Alphonse / Bernard Block Club
- Berlin / Wilkins / Friederich Park Block Club
- Carl Street Block Club
- Clifford / Conkey Block Club
- Cutler Street Block Club
- Dayton St. Block Club
- Dorbeth Road Block Club
- Dunn-Nester Neighbors Block Club
- Durnan St. Block Club
- East Ridge Road Block Club
- Evergreen Street Block Club
- Ferncliffe Drive Block Club
- Flower / Lill / Radio / Treyer Steets Block Club
- Huntington Park Block Club
- Ketchum Street Block Club
- Kohlman / Farbridge Block Club
- LeFrois Street Block Club
- Manchester Street Block Club
- Mead Street Block Club
- The Portland Block Club
- Mohawk Street Block Club
- Norran Drive Block Club
- Sobieski Street Block Club
- South of Norton Street (S.O.N.) Block Club
- St. Jacob Street Block Club

# Existing Plans and Studies

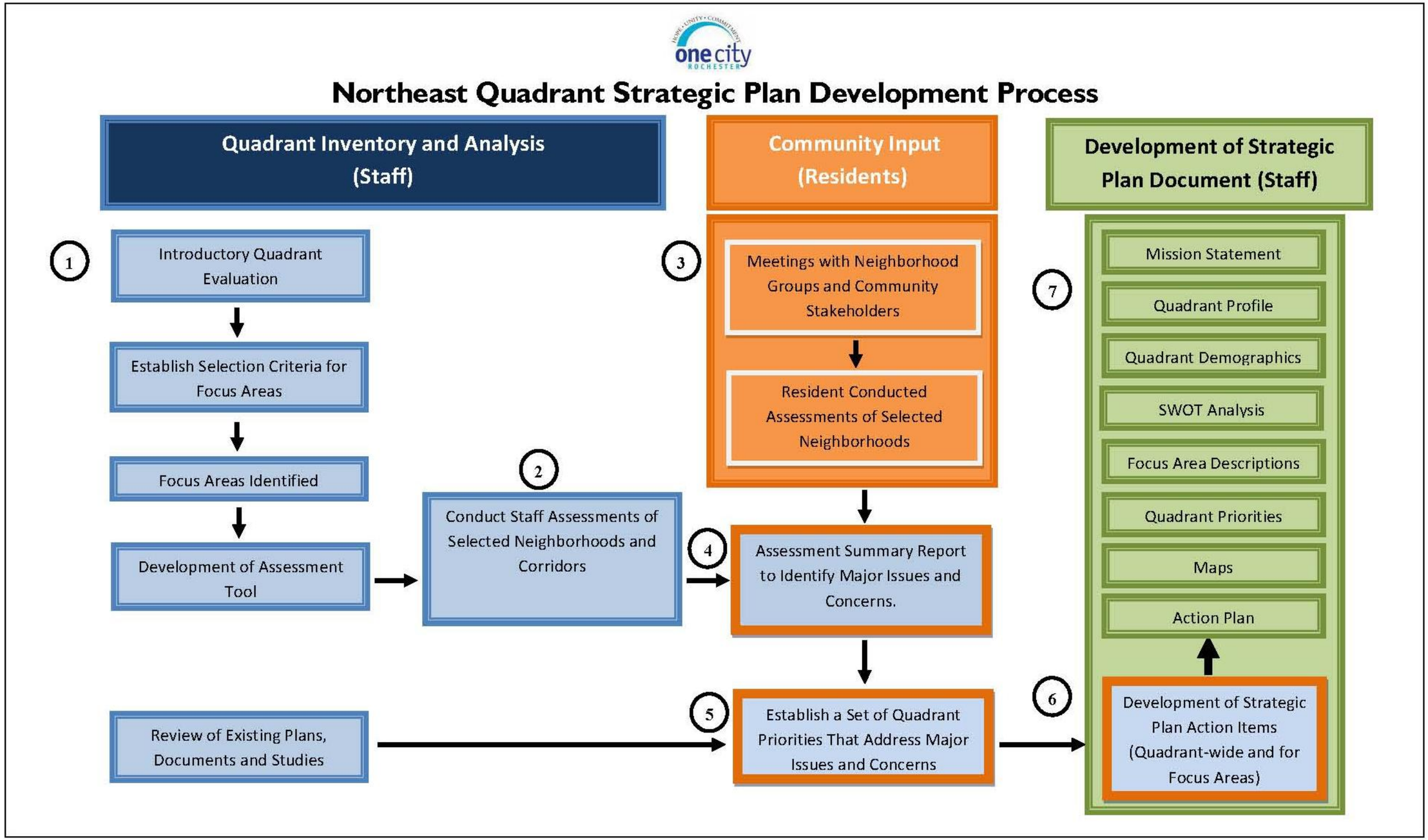
- *Portland Avenue Four Part Process*
- *Hudson Avenue Corridor Study*
- *Clinton Avenue Four Part Process*
- *S. Marketview Heights Focused Investment Strategy (FIS) Plan*
- *Group 14621 Strategic Action Plan*
- *Northeast Quadrant Assessment Summary Report*
- *North Clinton Avenue Conditions Analysis Report*
- *Project H.O.P.E. Strategic Plan*
- *Project Green, "From Blight to Bright" Report*
- *Placeholder Zoning Strategy Report (2006)*
- *1990 Local Waterfront Revitalization Program*
- *Rochester 2010 The Renaissance Plan*
- *Mayor Duffy's "One City, One Future" Report*
- *C.O.N.E.A. Strategic Plan*
- *Marketview Heights Community Association Strategic Plan*
- *Marketview Heights Collective Action Project*





# Plan Development Process Flowchart



# Plan Development Process Overview

1.) An introductory quadrant evaluation was undertaken to familiarize quadrant team members with the various neighborhoods, community organizations, issues and assets within the quadrant. Team members conducted walking and driving tours, participated in neighborhood Uplifts and met with various community stakeholders throughout the community in an attempt to familiarize themselves with the quadrant.

Due to the relatively large geographic area of the quadrant, it was decided that for the purpose of the strategic plan, several focus areas would be identified to utilize resources more effectively and ultimately maximize impact. Although general quadrant-wide strategies would be developed, more specific action items would be established for each focus area. In order to identify focus areas, a list of criteria was developed by quadrant team members to aid in the selection process. It was determined that any focus areas selected (commercial corridors or residential neighborhoods) must have assets to support a collaborative partnership such as:

- Strong block club participation
- Housing projects in development
- Grassroots building grants/funding
- Neighborhood organizations willing to provide support
- Business corridors that are or will be engaged in the City's Four Part Process
- Business corridors that have adequate business association support

Using the criteria above, a total of nine focus areas were ultimately selected:

- North Clinton Avenue Business Corridor
- North Street Business Corridor
- Hudson Avenue Business Corridor
- Portland Avenue Business Corridor
- S. Market-view Heights Focused Investment Area (FIS)
- LeFrois / Dunn-Nester Block Clubs
- Project H.O.P.E / El Camino Estates
- Mildred Johnson Estates
- Bridges to Wellness / Coalition of Northeast Associations (C.O.N.E.A) / Henry St. Block Group

2.) Once focus areas were identified, an assessment tool was developed to assist team members and residents in recording observations in select focus areas. A series of assessments were then conducted on several commercial corridors and residential neighborhoods throughout the quadrant to capture a variety of information that would ultimately be used to identify major issues and concerns.

3.) To ensure that the voices of the community were heard, meetings with neighborhood groups and community stakeholders were held. In an effort to maximize community input, residents were provided with the assessment forms so that they could bring to light the issues that impact their area the most. In most cases, the observations of City staff and residents resembled one another.

4.) The results of the assessments were analyzed and ultimately compiled into a Summary Report that identified major issues within each focus area as well as potential strategies and solutions to address those issues. Lists of problem properties were also established for each area to help target future code enforcement activities.

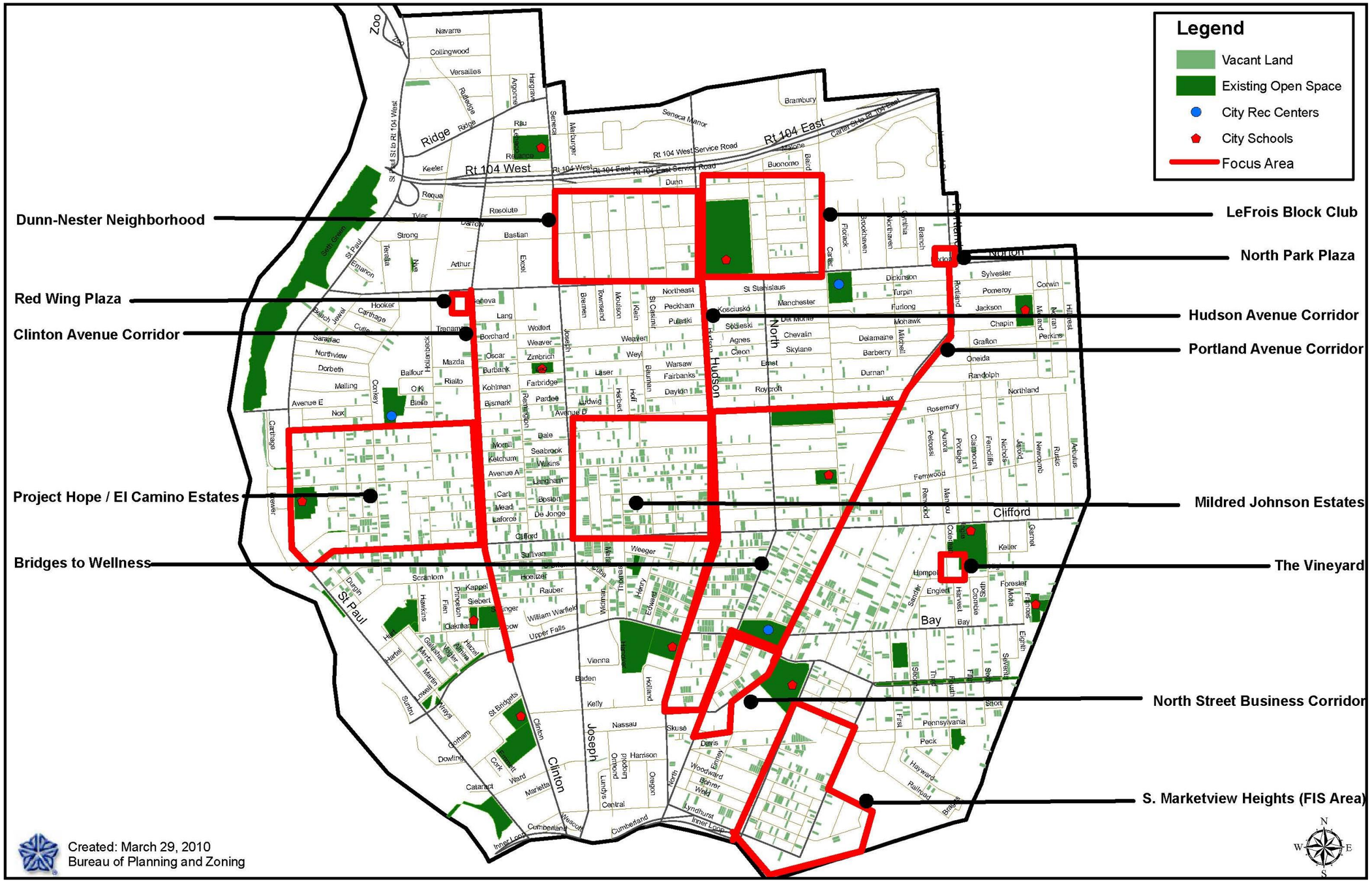
5.) The results of the assessment, along with a review of existing plans and documents helped to establish a set of priorities to address the most pressing issues within the Northeast Quadrant. The Quadrant Priorities are:

- Public Safety
- Beautification
- Blight Reduction
- Regulatory Compliance
- Capacity Building

6.) Once these priorities were established, the team developed a Strategic Action Plan made up of a list of broad strategies that would be applied quadrant wide, as well as a more specific list of tasks for each of the focus areas. Within the action plan is a brief explanation of each strategy or task, a list of what quadrant and mayoral priorities the task addresses, identification of the resources needed to successfully complete each task, responsible parties for carrying out the task, an implementation timeline for completion and finally benchmarks / indicators of success.

7.) The strategic plan document is comprised of several other supporting components and will be used to implement action steps, establish partnerships, aid in decision making and guide future funding allocations.

# Strategic Plan Projects and Focus Areas



# Northeast Quadrant Focus Area / Project Descriptions

## Dunn – Nester Neighborhood / LeFrois Block Club

This area is characterized by a primarily single-family residential neighborhood with strong block club participation amongst area residents. The majority of homes appear to be owner occupied and are generally well kept. This area was identified as a focus area to ensure continued neighborhood stability and promote the success that strong block participation and active community engagement can achieve.

## Red Wing Plaza

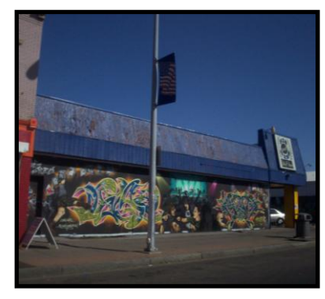
The Red Wing Plaza, located at 1415 N. Clinton Avenue (near Norton St.) is home to 151,245 square foot of commercial retail space. Originally built in 1912, there have been four expansions since. Today there are a variety of stores that serve the surrounding residential population such as a Laundromat, Chinese restaurant, a Middle Eastern deli and Furniture and Appliance store. The plaza was selected as a Quadrant team project to assist its owner in making exterior improvements to the property.

## North Park Plaza

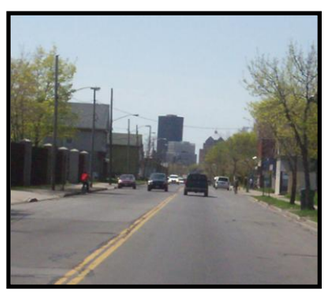
North Park Plaza, located at 1390 Norton St. (near Portland Ave.) is home to a CVS pharmacy, Family Dollar, Chinese Restaurant, Middle Eastern market, Nail Salon and a Bank of America branch. This plaza conveniently provides surrounding residents and area employees with goods and services and was identified as a potential gateway location into the quadrant. Constructed in 1950, the exterior façade, parking lot, lighting and landscaping is in need of repair / rehabilitation, thus it has been identified as a Quadrant Team Project to assist the owner with this revitalization effort.

## Clinton Avenue Corridor

North Clinton Avenue, also known as “La Avenida” or “The Avenue”, serves as a main commercial corridor within the quadrant and is considered one of the most culturally diverse areas of the City. The Avenue is currently undergoing a $1.9 million dollar streetscape improvement project that includes landscape enhancements, ornamental crosswalks, new decorative street lighting, installation of two public plazas and a construction of a gateway at Upper Falls Boulevard. This corridor was selected as a focus area to build upon the opportunity created by the streetscape project to create a lasting, meaningful impact along the Avenue.



# Northeast Quadrant Focus Area / Project Descriptions



## Project HOPE / El Camino Estates

El Camino Estates, an affordable housing project that is currently under construction, will provide 25 single family rental units to families whose income is below 50% of the area's median income. It represents an exciting opportunity for new housing within a distressed area of the quadrant. The proposed El Camino Pedestrian Trail will complement this new development and will serve as a link to the existing Genesee River Trail. Project HOPE, a community organizing initiative to encourage grass roots participation among residents encompasses a larger area around the El Camino Estates Site and will help support and strengthen the investment that is taking place.

## C.O.N.E.A. / Bridges to Wellness

Bridges to Wellness is a grass roots initiative funded by the Greater Rochester Health Partnership designed to help bring residents together in an effort to create neighborhoods that are clean, safe, and healthy. Some activities include neighborhood clean-ups and cookouts, community gardening, an art contest for area youth, dance and exercise courses and family movie nights at the North St. Rec. Center. The quadrant team selected this as a focus area to offer support and provide assistance related to this effort.

## Hudson Avenue Corridor

Hudson Avenue serves as a major North-South corridor into and out of the City. Although there are over 100 commercial establishments along Hudson Avenue there has been a long and steady decline in population and commercial activity. The City, area businesses, residents and other community stakeholders have recently engaged in a four part planning process for revitalization that will take place over the next 12 months. The quadrant team selected Hudson Avenue as a focus area to assist in this planning process and to identify other ways to maximize the impact of this effort.

## Portland Avenue Corridor

The Portland Avenue corridor contains a mix of residential, commercial, and industrial land uses. However, like Hudson Avenue, this corridor has experienced a long and steady decline in population and commercial activity. The four part planning process for revitalization of Portland Avenue, which began in May 2009 is almost complete and therefore was selected as a focus area by the quadrant team to help implement recommendations that come from the final plan in an effort to maximize the overall impact of that effort.

# Northeast Quadrant Focus Area / Project Descriptions

## Mildred Johnson Estates

Mildred Johnson Estates is an infill housing project that consists of 23 single family homes for low income families in the Maria, Thomas and Bernard Street neighborhood. Phase I of the project was completed in May of 2008 and Phase II will consist of an additional 20 single family homes and a community meeting space in which construction is set to begin in the summer of 2010. The quadrant team selected this as a focus area to strengthen and support the current investment that is occurring in this neighborhood and to identify and implement other strategies to maximize the impact of this project.

## North Street Business Corridor

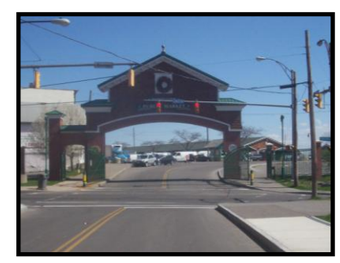
The North Street Business Corridor provides a variety of goods and services to area residents, however there are several auto related businesses that are not in compliance with local zoning codes. The quadrant team selected this as a focus area to work with those business owners to bring them into compliance as well as to encourage the re-emergence of the business association.

## The Vineyard

The Vineyard is a 2.69 acre community garden and urban farm that is only remaining agricultural land within the City. Managed by a community land trust, fruits and vegetables grown at the vineyard are distributed to local residents in an effort to expand access to healthy, affordable food in the city's northeast neighborhoods. The quadrant team selected The Vineyard as a focus area to promote this asset in an effort to increase community awareness and ensure its continued success.

## S. Marketview Heights (FIS Area)

The South Marketview Heights neighborhood is the Northeast quadrant's area for the City's Focused Investment Strategy. Significant targeted investment by the City has occurred in the past two years and will continue in an effort to markedly improve the condition of the neighborhood. The quadrant team selected this as a focus area to assist with and support the implementation of the FIS plan to ultimately strengthen this neighborhood revitalization effort as well as to promote the activities of the Marketview Heights Collective Action Project (MCAP), a vibrant community effort.



# Quadrant Assessment Summary

## Residential and Corridor Assessments

A series of neighborhood and corridor assessments were conducted between October 2009 and March 2010. Using an assessment tool, Quadrant Team members and residents recorded information and observations on a variety of factors such as streetscape appearance, neighborhood activity, availability of community resources and perceptions of public safety. Problem properties, loitering locations, types of businesses and general observations were also recorded.

Based upon the focus area criteria established earlier in the planning process, Clinton, Hudson and Portland Avenues were selected to undergo a corridor-wide assessment. Using the commercial corridor assessment form, team members were asked to rate a variety of factors such as building façade conditions, access to public transportation, variety of goods and services available, traffic / pedestrian interaction and proximity to community resources such as schools, libraries and recreation centers.

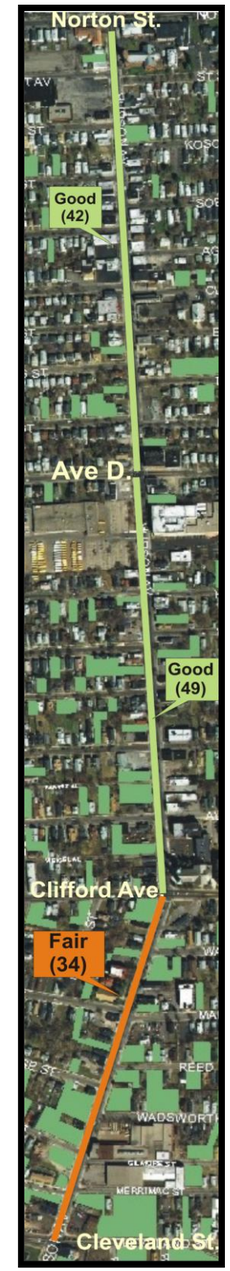
Users of the form were asked to rate each factor on a scale of 1-4 (1=poor, 2=fair, 3=good, 4=excellent). Due to the length of these areas, each corridor was broken down into three equal segments consisting of approximately 8-10 blocks in an effort to capture any variations that exist along them. A separate form was filled out for each segment and each factor was scored accordingly. The range of possible total scores varied from 15 (lowest) to 60 (highest). In order to classify each segment's overall rating, a range of scores was developed for each classification as follows:

- 15-25 = Poor
- 26-37 = Fair
- 38-49 = Good
- 50-60 = Excellent

Once the total scores for each segment were tallied, they were assigned a classification (see graphics). Based upon the individual scores and utilizing the comments and observations from the assessment forms, combined with information captured from staff and citizen conducted residential assessments, a Summary Report was developed that contains a list of pertinent issues, problem property addresses for future targeted enforcement efforts, as well as a series of potential strategies and solutions for each selected focus area. The information contained in the Assessment Summary Report was then used as a basis for establishing a set of Quadrant Priorities that address the commonly identified issues within the quadrant and aided the development of the strategic action plan.

Clinton Avenue

Hudson Avenue




Portland Avenue

## Northeast Quadrant Corridor Assessment Form

**Name:**_____ **Date:**_____ **Time:**_____

**Location:**_____**between**_____**and**_____

| **Streetscape Appearance** | Poor (1) | Fair (2) | Good (3) | Excellent (4) |
|---|---|---|---|---|
| Building Façade Condition | | | | |
| Presence/Condition of Pedestrian Amenities (benches, bus shelters, lighting, trash cans, etc.) | | | | |
| Condition of Right of Way (sidewalks, planters, curbs, crosswalks, etc) | | | | |
| Condition of Vacant Lots | | | | |
| **TOTAL** | | | | |
| **Neighborhood Activity** | Poor (1) | Fair (2) | Good (3) | Excellent (4) |
| Variety of goods and services available | | | | |
| Traffic/ Pedestrian Interaction | | | | |
| Neighborhood Walkability | | | | |
| Citizen Behavior/Activity (Drinking, drug sales, gambling, etc.) | | | | |
| **TOTAL** | | | | |
| **Community Resources** | Poor (1) | Fair (2) | Good (3) | Excellent (4) |
| Proximity to Public Transportation | | | | |
| Proximity to Churches/Libraries/Rec. Centers, etc. | | | | |
| Availability/Condition of Playground areas | | | | |
| Presence/Condition of Community Gardens | | | | |
| **TOTAL** | | | | |
| **Public Safety** | Poor (1) | Fair (2) | Good (3) | Excellent (4) |
| Police Presence/Visibility | | | | |
| Presence/Visibility of RPD Camera's | | | | |
| Perception of safety | | | | |
| **TOTAL** | | | | |
| **GRAND TOTAL** | | | | |

**Problem Property Addresses (high grass, weeds, bushes, structural deficiencies, graffiti etc.):**

**Types of Businesses:**

**Loitering Areas/Trouble Spots:**

**General Comments:**

*Dept. of Neighborhood and Business Development* *Bureau of Planning and Zoning*

## Northeast Quadrant Residential Neighborhood Assessment Form

**Name:** _____ **Date:** _____ **Time:**_____

**Location:** _____**between**_____**and**_____

Place a check mark in the appropriate box.

| **Streetscape Appearance** | Poor | Fair | Good | Excellent |
|---|---|---|---|---|
| Condition of homes (overall) | | | | |
| Presence / condition of sidewalks | | | | |
| Condition of street | | | | |
| Presence of street trees | | | | |
| Presence of street lights | | | | |
| Availability of on-street parking | | | | |
| Availability of off-street parking (driveways) | | | | |

| **Community Resources** | Poor | Fair | Good | Excellent |
|---|---|---|---|---|
| Proximity to commercial activity (goods and services) | | | | |
| Proximity to public transportation (within 5-10 min walking distance) | | | | |
| Proximity to churches/libraries/ schools | | | | |
| Proximity to playgrounds/ rec. centers | | | | |
| Presence / condition of community gardens | | | | |

| **Public Safety** | Poor | Fair | Good | Excellent |
|---|---|---|---|---|
| Police presence / visibility | | | | |
| Citizen behavior / activity (drinking, drug sales, loitering, etc.) | | | | |
| Perception of safety | | | | |

**Problem Property Addresses (high grass / weeds, structural deficiencies, graffiti, debris, etc.):**

**Number of vacant lots:** _____

**Number of vacant homes:** _____

**Predominant Housing Type**
(single-family, multi-family, other): _____

**Loitering Areas/Trouble Spots:**

**General Comments/ Observations:**

*Dept. of Neighborhood and Business Development* *Bureau of Planning and Zoning*

# Quadrant Assessment Summary

## Common Issues Identified During Assessment:

- Poor building façade conditions
- Excessive signage on some businesses
- Areas of loitering / blocking sidewalks
- High concentrations of vacant lots
- Open air drug sales
- Lack of Police visibility
- Lack of playgrounds / community gardens / open space recreation areas for youth
- Low perception of safety
- Areas of trash and debris
- Sidewalks/infrastructure in poor shape
- Structurally unsound / unsecured vacant buildings
- Some vacant lots are not properly maintained
- Lack of sidewalks on some residential streets
- Many homes beginning to show signs of deterioration / disrepair
- Truancy (youth congregating during school hours)

## Potential Strategies / Solutions Identified:

- Establish / Identify funds for a Façade Improvement Program for business owners
- Develop a mini-grant program to assist homeowners with the cost of home improvement projects such as roofs, siding, gutters, driveways, etc.
- Provide assistance / incentives for owners to maintain their property and right of way (Ex: Nifty Nabber Program)
- Place more trash receptacles along major commercial corridors
- Stricter enforcement of blatant code violations
- Increase Police visibility and improve community relations through outreach efforts, beat patrols, mobile police trailer, additional cameras, etc.
- Establish stricter guidelines for graffiti / art / signage, etc. and incorporate into zoning code
- Deter loitering through aggressive policing and empower area business owners to do everything they can to prevent it from occurring.
- Encourage the establishment of community gardens on vacant lots as a community organizing tool
- Identify funding to repair, replace or construct new sidewalks in residential areas.
- Work with community groups to develop / promote an Aging in Place initiative that identifies housing, transportation, recreation, and social needs and opportunities to encourage older, long-time residents to remain in their homes.

# S.W.O.T. Analysis

| Strengths | Weaknesses | Opportunities | Threats |
|---|---|---|---|
| Community Assets (The Public Market, Durand Eastman Park, Durand Beach, Seneca Park and Zoo) | High concentrations of Poverty | Community greening projects on vacant lots | Further Population Loss |
| Active Business Associations / Commercial Corridors | Large number of vacant lots and buildings / aging housing stock | Greater leadership role development for community stakeholders/ organizers | Continued Deterioration of Vacant Structures |
| Active Neighborhood Associations and Block Clubs | Crime / Violence / Drug Activity / Turf issues | Increase percentage of owner-occupancy rate | Reduced Funding for Capital Improvements, Youth Programs and Other Services |
| Waterfront (Durand Eastman Park and Durand Beach, Genesee River Gorge) | Low owner-occupancy rate | Mildred Johnson Estates | Crime / Violence / Drug activity |
| Community Resources (Schools, Churches, Libraries, Recreation Centers) | Litter / Trash / Debris / Graffiti | El Camino Housing Project / El Camino Trail | Consistently Low Graduation Rates |
| Easy Access to Public Transportation | Poor Lighting | The Main St. Armory / Former Corpus Christie School | Negative Safety Perceptions |
| Affordable/Diverse Housing Options | High drop-out / truancy rates | Business Corridors | Increase in Concentrations of Poverty |
| Several large employers (Hickey Freeman, Genesee Brewery, Rochester General Hospital, Optical Gaging, etc.) | Lack of Resources | Marketview Heights FIS Area | High Teen Pregnancy Rates |
| Historic Landmarks (The Dental Dispensary and Pulaski Library) | Lack of investment opportunities | Northeast Art Project | High Sexually Transmitted Illness Rates |
| Cultural Diversity | Dysfunctional real estate market | La Avenida Streetscape Project | National / State / Local Economy |
| Neighborhood Festivals | Disproportionally High number of undesirable commercial uses (pawn shops, auto repair, corner stores, etc.) | Former Pulaski Library Building | Perceived lack of Police Presence |
| Police Participation with Community Groups | High ratio of children to adults / Lack of parental involvement | North Park / Red Wing Plazas | Aging Infrastructure |

# Quadrant Priorities

In addition to Mayor Duffy's four main priorities of Public Safety, Education, Neighborhood & Business Development and Customer Service, the Quadrant team has established its own set of priorities for the Northeast for which the strategic action plan is based upon. Utilizing observations recorded from the quadrant assessment exercise as well as community feedback, the following five overarching priorities were established to address the quadrant's most pressing issues:

- Public Safety
- Beautification
- Blight Reduction
- Regulatory Compliance
- Capacity Building

## Public Safety

The Quadrant Team will work closely with the Rochester Police Department to improve information sharing and identify opportunities for collaboration to make the streets of Northeast Rochester safer. Due to its high importance and overall effect on quality of life, the Quadrant team has selected public safety as one of its top priorities. Although team members may not have direct control of police protocol, several action items have been identified that indirectly impact overall public safety within the quadrant. With input and assistance from the Rochester Police Department, the quadrant team will pursue these initiatives to help prevent violence and improve the safety of neighborhoods in the northeast.

## Beautification

Building upon existing efforts such as the City's annual Clean Sweep Program which attracts 1,000's of volunteers each year as well as the Neighborhood Uplift Program, beautification is an integral part in any neighborhood revitalization effort. Beautification efforts include promoting an anti-litter campaign, community gardening, planting trees and flowers, landscaping, building façade replacement or repair, trash and debris removal, sprucing up the public realm and strengthening civic pride among residents. This concept supports the mayoral priority of Neighborhood and Business Development, offering attractive commercial centers and desirable residential neighborhoods to attract new business and residents.

## Blight Reduction

Due to high concentrations of vacant buildings and empty lots within the Northeast Quadrant, blight reduction is considered one of the most important priorities to help stabilize neighborhoods and reduce criminal activity. Unsecured, abandoned buildings pose several public safety threats and heavily detract

from the aesthetic appearance of the neighborhood. Vacant, unkempt lots serve as illegal dumping sites, a cut-through for pedestrians, and attract other dangerous criminal activity. Blight reduction efforts include ensuring that vacant structures are secure through enhanced board-ups, the identification and strategic prioritization of vacant structures for demolition, routine maintenance of city-owned vacant lots and enforcement of blatant code violations. This concept supports the mayoral priority of Public Safety by reducing the amount of hazardous buildings, therefore limiting the opportunities for illegal activity associated with them. It also addresses Neighborhood and Business Development by physically improving the appearance of neighborhoods in hopes of stabilizing the housing market and attracting new residents.

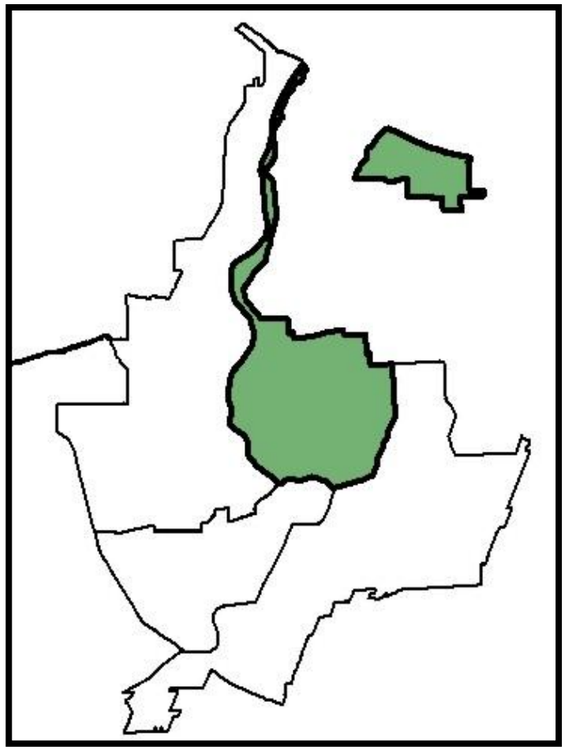
## Regulatory Compliance

Regulatory compliance refers to the enforcement of and the adherence to local building codes, zoning ordinances, and business permitting processes. Regulatory Compliance efforts include a review of existing business permits to ensure that the proper documentation has been provided to conduct a legitimate business, stricter enforcement of code violations such as excessive signage, high grass and weeds, blighted buildings with unlivable conditions and obvious structural deficiencies, as well as cracking down on illegal auto repair sites where it is otherwise prohibited by the City's zoning code. This priority supports the Mayoral priority of Public Safety and will help to increase code compliance within our neighborhoods and business corridors.

## Capacity Building

The Northeast Quadrant Team has recognized the need for greater collaboration, communication, and technical development among community stakeholders, organizations and various City departments. Capacity building efforts on behalf of the City would include providing technical assistance and support to grass roots efforts, education/training, and grant writing workshops as well as meeting facilitation. This concept directly supports the mayoral priorities of Education, Customer Service and Neighborhood & Business Development and will promote collaboration and a sense of shared responsibility between the City and community stakeholders.

# Northeast Quadrant Strategic Action Plan



- ✓ **Action Items**
- ✓ **Priorities Addressed**
- ✓ **Parties Involved**
- ✓ **Resources Needed**
- ✓ **Benchmarks /Indicators of Success**
- ✓ **Implementation Calendar**

# Strategic Action Plan

| | Focus Area | Task # | Strategy/Action Item | Quadrant Priorities Addressed | Mayoral Priorities Addressed | Parties Involved | Resources Needed | Implementation Timeline | Benchmarks/ Indicators of success |
|---|---|---|---|---|---|---|---|---|---|
| **1** | **Quadrant Wide Strategies** | **1.1** | Conduct Quadrant wide analysis to establish priority neighborhood and business corridor areas | CB | NBD | Quad Team | | Completed October 2009 | • Focus areas identified ✓ |
| | | **1.2** | Support & encourage beautification/clean ups/community gardens | BR | NBD | Quad Team & Stakeholder | Materials, volunteers, funds | April – Nov 2010 Annually | • 3 new gardens<br>• 10 maintenance<br>• 10 clean up |
| | | **1.3** | Institute bollard fencing program in select focus areas (similar to FIS area) | B, PS | PS | Quad Team, Stakeholder, DES | Quad funds | April – Nov 2010 Pilot | • Select 5 areas<br>• 5 bollard fencing installations |
| | | **1.4** | Encourage partnership between Business Association and Neighborhood Organizations | CB | CS | D. Algarin, R. Burgos | Meeting location & space | April 2010 – March 2011 Annually | • Hold 4 Joint meetings |
| | | **1.5** | Develop and implement an Anti-Litter campaign; incorporate the *Nifty Nabber Neighborhood Clean-up Project* | BR | NBD, ED | Strategic Plan Committee | Equipment & Training | April – Nov Annually | • Select 4 target areas<br>• Hold 3 Block Club trainings<br>• Distribute 40 Nifty Nabbers |
| | | **1.6** | Provide strategic input for the selection/demolition of focus area properties and ensure that vacant properties are secure | BR, PS | PS | Quad Team, Stakeholders, DES | Staff time, DES Board-Up Crew | Ongoing | • Identify and prioritize properties within focus areas for demolition |
| | | **1.7** | Work with community groups to identify and prioritize properties for Project Green | B | CS | Stakeholders, J. Artuso, M. Lopez | City Demo funds, staff time | March 2010 – August 2010 | • Stakeholder meeting to identify nomination areas ✓<br>• Review and prioritization of nomination areas ✓<br>• Select locations |
| | | **1.8** | Develop criteria for allocating Quadrant Team funds for special projects | CB | CS | Quad Team | | Completed April 2010 | • Establish criteria for funding special projects ✓<br>• Establish a voting process ✓ |
| | | **1.9** | Work with neighborhood stakeholders to Identify potential locations for additional RPD Cameras | CB, PS | PS | Quad Team, Stakeholders, RPD | Staff time, Stakeholder, Camera | Ongoing | • Identify 5 locations |
| | | **1.10** | Establish a vision for public art & identify strategic locations for its placement | B | ED | Quad Team | | Fall 2010 | • Establish vision<br>• Identify locations for public art<br>• Beautification of 8 electrical boxes<br>• Painting of 2 Murals |
| | | **1.11** | Identify strategic areas for Neighborhood Uplifts and Clean Sweep | B | NBD | M. Lopez w/input from Quad Team | City Dept, Service Providers | May – Oct 2010 Annually | • 5 Uplifts ✓<br>• 1 Clean Sweep |
| | | **1.12** | Conduct an evaluation of the effectiveness of the Neighborhood Uplifts | CB, PS | PS, CS | M. Lopez, J. Artuso | City Dept, Service Providers | May – Oct 2010 | • Creation of an evaluation tool<br>• Comprehensive analysis summarizing the results of the evaluation |
| | | **1.13** | Promote PAC-TAC in an effort to increase resident participation | CB, PS | PS, CS, NBD | Quad Team & RPD | Promotional materials | Ongoing | • 5 Promotional presentations / trainings on PAC-TAC |
| | | **1.14** | Request DES to conduct lighting survey of selected areas | BR, PS | PS | K. St. Aubin | Staff time, Stakeholder input | May 2010 – May 2011 | • Select 4 areas to conduct lighting surveys<br>• Complete 4 lighting surveys |

**Mayoral Priorities:** NBD – Neighborhood & Business Development PS – Public Safety CS- Customer Service ED – Education
**Quadrant Priorities:** PS – Public Safety B – Beautification BR – Blight Reduction RC – Regulatory Compliance CB – Capacity Building

# Strategic Action Plan

| | Focus Area | Task # | Strategy/Action Item | Quadrant Priorities Addressed | Mayoral Priorities Addressed | Parties Involved | Resources Needed | Implementation Timeline | Benchmarks/ Indicators of success |
|---|---|---|---|---|---|---|---|---|---|
| | **Quadrant Wide Strategies (continued)** | **1.15** | Identify top residential & business nuisance locations and employ a comprehensive approach for remediation of illegal activity to ensure regulatory compliance | RC, PS | PS | NSC Staff, RPD, Law, Inspection & Compliance | Staff time | Ongoing | • Number of nuisance properties identified<br>• Number of 3-15 nuisance abatement proceedings<br>• Number of code enforcement actions<br>• Number of voluntary property closings |
| | | **1.16** | Approach large area employers (such as RGH) to facilitate the implementation of an Employer Assisted Housing Initiative (EAHI) to increase home ownership within the quadrant. | CB | NBD, ED, CS | D. Algarin, R. Burgos | Staff time | 5/ 2010-5/2011 | • Implementation of 3 EAHI<br>• Increase in owner occupancy rates within the quadrant |
| | | | | | | | | | |
| **2** | **North Clinton Avenue Business Corridor** | **2.1** | Conduct a neighborhood assessment to identify area wide issues, problem properties and potential strategies for general improvements | CB | NBD | A. Terrance-Rivera, S. McSain | Staff time | Completed | • List of problem properties ✓<br>• List of potential strategies/solutions ✓ |
| | | **2.2** | Conduct a parcel by parcel Conditions Analysis | CB | NBD, PS, CS, ED | A. Terrance-Rivera, S. McSain, J. Artuso | Staff time, possible consultant | 3/ 2010 – 9/2010 | • A comprehensive report that establishes the current conditions of N. Clinton Avenue and serve as a starting point for revitalization through the four-part process<br>• Establish benchmarks for future planning<br>• Determine needs for façade grants<br>• Take steps towards reduction of excessive signage<br>• Establish public safety priorities<br>• Determine housing needs |
| | | **2.3** | Engage with community stakeholders to update master plan in the V.E.D.A four part process | All Quadrant Priorities | NBD, PS and CS | Quad Team | Staff time | Fall 2010 | • Updated master plan using conditions analysis |
| | | **2.4** | Conduct outreach with businesses regarding concerns, communication of new developments on the Avenue | CB | CS | D. Algarin, A. Terrance-Rivera | Staff time | 4/2010 – 9/2010 | • 3 Corridor walks (walk #1 on 4/23) ✓<br>(walk #2 on 7/16) ✓ |
| | | | | | | | | | |
| **3** | **North Street Business Corridor** | **3.1** | Encourage re-emergence of Business Association | CB | CS | D. Algarin, M. Lopez | Staff time | Ongoing | • Establishment of a regular meeting schedule |
| | | **3.2** | Conduct review of zoning history of 450-500 North Street | RC | NBD | S. McSain, D. Algarin, M. Lopez | Staff time | Ongoing | • Review of zoning history<br>• Conduct multiple site assessment |
| | | **3.3** | Assist owner to bring existing land use into compliance | RC | NBD | S. McSain, D. Algarin, M. Lopez, R. Cutt | Staff time | Ongoing | • Meet with area business owners regarding compliance issues<br>• Achieve C of O compliance for property owner |
| | | **3.4** | Work with businesses owners to bring into compliance | RC | CS | S. McSain, D. Algarin, M. Lopez, R. Cutt | Staff time | Ongoing | • 3 Business permits granted |

**Mayoral Priorities:** NBD – Neighborhood & Business Development PS – Public Safety CS- Customer Service ED – Education
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# Strategic Action Plan

| | Focus Area | Task # | Strategy/Action Item | Quadrant Priorities Addressed | Mayoral Priorities Addressed | Parties Involved | Resources Needed | Implementation Timeline | Benchmarks/ Indicators of success |
|---|---|---|---|---|---|---|---|---|---|
| 4 | **Portland Avenue Business Corridor** | 4.1 | Conduct a neighborhood assessment to identify area wide issues, problem properties and potential strategies for general improvements | B | NBD | J. Artuso, J. Santiago | Completed | Staff time | • List of problem properties ✓<br>• List of potential strategies/solutions ✓ |
| | | 4.2 | Explore funding possibilities for the improvement of the North Park Plaza | B, PS | NBD, CS, PS | D. Algarin, M. Lopez | Staff time | Ongoing | • Identify funds<br>• Revitalization of plaza<br>• Development of façade program |
| | | 4.3 | Collaborate with DES to identify locations for the placement of additional trash receptacles along the corridor | BR, B | CS | K. St. Aubin | Staff time | 10/2010 | • Assessment with DES staff to determine # of receptacles & identifying locations for placement |
| | | 4.4 | Explore opportunity to collaborate with RTS to install bus shelters | B | CS, NBD | J. Artuso | Staff time | 6/2010 | • Talk to RTS |
| | | | | | | | | | |
| 5 | **Hudson Avenue Business Corridor** | 5.1 | Conduct a neighborhood assessment to identify area wide issues, problem properties and potential strategies for general improvements | B | NBD | M. Mejias & K. Martin | Staff time | Completed October 2009 | • List of problem properties ✓<br>• List of potential strategies/solutions ✓ |
| | | 5.2 | Assist with implementation of the Four Part Planning Process | CB | NBD | D. Algarin, M. Lopez | Staff time, community input | 4/2010 – 4/2011 | • Hold visioning session<br>• Report visioning results back to the community<br>• Conduct neighborhood walk with business owners & residents |
| | | 5.3 | Collaborate with DES to identify locations for the placement of additional trash receptacles along the corridor | BR | NBD | K. St. Aubin | Staff time, community input | 5/2010 – 9/2010 | • Assessment with DES staff to determine # of receptacles & identifying locations for placement |
| | | 5.4 | Re-examine the Hudson Avenue Zoning Placeholder Strategy to consider allowing commercial use, and if feasible initiate the Re-Zoning process | CB | NBD, CS | S. McSain, D. Algarin | Staff time, community input | 5/2010 – 4/2011 | • Make determination on the feasibility of re-zoning to commercial<br>• Increase commercial activity around corridor |
| | | 5.5 | Explore the redevelopment of the former Pulaski Library building | CB | NBD | Quad Team, G14621 | Staff time | 4/2010 – 9/2010 | • Establish a relationship with Group 14621 to provide technical assistance<br>• Provide a timeline for plan completion |
| | | 5.6 | Approach Optical Gauging to explore opportunities for the replacement of the existing fence | B | NBD | D. Algarin, M. Lopez | Staff time, funding | 6/2010 – 10/2010 | • Meet with Optical Gauging regarding security issues ✓<br>• Replace existing fence with one that is more aesthetically pleasing |
| | | 5.7 | Collaborate with DES and owner of Hudson Steel to examine the feasibility of abandoning portion of Gilmore St to eliminate illegal activity and allow for business expansion. | PS, BR | PS, NBD | M. Lopez, D. Algarin, J. Artuso, E. Frisch | Staff time, possible funding | 5/2010-4/2011 | • Take tour of Hudson Steel Facilities / Gilmore St. ✓<br>• Make determination on feasibility of street abandonment<br>• Identify funds to construct cul-de-sac (if applicable) |
| | | | | | | | | | |
| 6 | **FIS / MCAP** | 6.1 | Work with RPD to locate Community Policing Unit in the FIS area | PS, CB | PS | Lt. Wiater | Staff time, RPD CPU, DES | 5/2010 – 9/2010 | • Placement of CPU trailer in FIS area ✓ |
| | | 6.2 | Collaborate with and support the implementation of Marketview Heights Collective Action Project (MCAP) whose mission is to encourage grass roots participation and neighborhood revitalization. | CB | NBD | Quad Team | Staff time, community input | 5/2010 – 4/2011 | • 3 joint meetings with stakeholders<br>• Presentation on crime prevention through Environmental Design ✓<br>• Art Wall Project |

**Mayoral Priorities:** NBD – Neighborhood & Business Development PS – Public Safety CS- Customer Service ED – Education
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# Strategic Action Plan

| | Focus Area | Task # | Strategy/Action Item | Quadrant Priorities Addressed | Mayoral Priorities Addressed | Parties Involved | Resources Needed | Implementation Timeline | Benchmarks/ Indicators of success |
|---|---|---|---|---|---|---|---|---|---|
| | **FIS / MCAP (continued)** | **6.3** | Provide support and assistance with the implementation of priority action items within FIS plan | CB | NBD | Quad Team | Staff time | 5/2010 – 4/2011 | • Partnership between Quad Team and FIS Committee<br>• Partnership between outside consultants |
| | | | | | | | | | |
| **7** | **LeFrois Block Club / Dunn-Nester** | **7.1** | Conduct a neighborhood assessment to identify area wide issues, problem properties and potential strategies for general improvements | CB, PS | PS | A. DaSilva-Tella, R. Burgos, D. Algarin, L. Reyes | Staff time | Completed | • List of problem properties ✓<br>• List of potential strategies/solutions ✓ |
| | | **7.2** | Work with residents to establish priorities and identify goals to maintain neighborhood stability | CB | PS, CS, NBD | R. Burgos, M. Lopez | Staff time, resident input | 5/2010 – 11/2010 | • Establish priorities<br>• Identify goals |
| | | **7.3** | Examine the opportunities available to encourage small scaled property rehabilitation | BR, B | PS, NBD | R. Burgos | Staff time, DES staff | 5/2010 – 9/2010 | • Research opportunities for funding a small scaled property rehabilitation program |
| | | **7.4** | Collaborate with neighborhood groups to develop and promote an Aging in Place initiative | CB | CS | R. Burgos | Staff time, promotional materials | 5/2010 – 4/2011 | • Develop Aging in Place initiative<br>• Implement initiative<br>• Promote initiative |
| | | **7.5** | Explore possible funding sources to repair, repaint, or replace sections of the fence that surrounds Franklin High School | BR | PS | M. Lopez | Staff time, DES, funding | 5/2010 – 9/2010 | • Identify funding source<br>• Replace, repaint or repair fence |
| | | | | | | | | | |
| **8** | **Project Hope/El Camino** | **8.1** | Conduct a neighborhood assessment to identify area wide issues, problem properties and potential strategies for general improvements | CB | NBD | M. Lopez, A. Terrance-Rivera, J. Witmer | Staff time | 4/2010 | • List of problem properties ✓<br>• List of potential strategies/solutions ✓<br>• Prioritize city owned vacants ✓ |
| | | **8.2** | Collaborate with and support the implementation of Project Hope whose mission is to encourage grass roots participation | CB | NBD | Quad Team | Staff time, community input | 4/2010 – 4/2011 | • 3 joint meetings with stakeholders |
| | | | | | | | | | |
| **9** | **Mildred Johnson Estates** | **9.1** | Conduct a neighborhood assessment to identify area wide issues, problem properties and potential strategies for general improvements | CB | NBD | J. Artuso, J. Santiago | Staff time | Completed | • List of problem properties ✓<br>• List of potential strategies/solutions ✓ |
| | | **9.2** | Fund re-acquisition of strategic properties for demolition | BR | NBD | Quad Team | Staff time, quad funds | Completed | • Hold a Quad team vote ✓<br>• Release Quadrant funds to appropriate parties |
| | | | | | | | | | |
| **10** | **Bridges to Wellness / Coalition of North East Associations / Henry Street Block Group** | **10.1** | Collaborate with and support the implementation of Bridges to Wellness whose mission is to encourage grass roots participation and neighborhood revitalization | CB | NBD | Quad Team | Staff time | Ongoing | • Establish a work plan for grant implementation<br>• Provide technical assistance |
| | | **10.2** | Encourage the re-orientation of main entrance of Rochester Fixtures on Merrimac/North St | CB | NBD | D. Algarin, M. Lopez | Staff time, funding resources | 4/2010 – 10/2010 | • Meet with property owner<br>• Identify funding to assist with project costs |

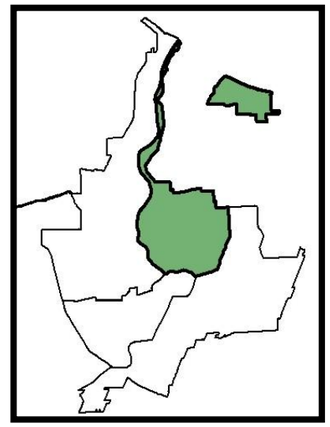
**Mayoral Priorities:** NBD – Neighborhood & Business Development PS – Public Safety CS- Customer Service ED – Education
**Quadrant Priorities:** PS – Public Safety B – Beautification BR – Blight Reduction RC – Regulatory Compliance CB – Capacity Building

Note: In an effort to ensure accountability and maximize efficiency, a project charter will be developed for each quadrant wide strategy and focus area with a list of associated tasks. The individual(s) responsible for each action item will provide an update as to the status and progress of each task at the bi-weekly Quadrant Team meeting until the said action item is completed / implemented.

# Northeast Quadrant Strategic Action Plan Implementation Calendar

| Task # | Strategy / Action Item | OCT '09 | NOV | DEC | JAN '10 | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | JAN '11 | FEB | MAR | APR | Notes |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1.1 | Identify neighborhood and business corridor focus areas | ❍ | | | | | | | | | | | | | | | | | | | Completed Oct '09 |
| 1.2 | Encourage Clean Ups/ Community Gardens | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | | | | | | |
| 1.3 | Institute bollard fencing program in select areas | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | | | | | | |
| 1.4 | Encourage Partnerships between Bus. Assoc. and Neigh. Organizations | | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | | Annually |
| 1.5 | Develop / Implement Anti-Litter Campaign | | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | | | | | | Annually |
| 1.6 | Provide input for strategic demolitions / Secure vacant houses | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | | Ongoing |
| 1.7 | I.D. and prioritize potential sites for Project Green w/ community input | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | | | | | | | | | |
| 1.8 | Establish Criteria for allocating Quad Team funds for special projects | | | | | | ❍ | ❍ | | | | | | | | | | | | | Completed April '10 |
| 1.9 | Work with stakeholders to ID locations for addtnl RPD cameras | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | | Ongoing |
| 1.10 | Establish a vision for public art and ID locations for placement | | | | | | | | | | | | ❍ | ❍ | ❍ | ❍ | | | | | |
| 1.11 | Identify areas to conduct Neighborhood Uplifts and Clean Sweep | | | | | | | ❍ | ❍ | | | | | | | | | | | | Completed May '10 |
| 1.12 | Conduct evaluation of the effectiveness of Neighborhood Uplifts | | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | | | | | | | |
| 1.13 | Promote PAC-TAC in an effort to increase resident participation | | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | | | | | | | Ongoing |
| 1.14 | Request DES to conduct lighting survey of selected areas | | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | |
| 1.15 | Identify top nuisance locations / develop approach for remediation | | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | Ongoing |
| 1.16 | Encourage large area employers to create a EAHI for employees | | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | |
| 2.1 | Conduct corridor assessment to ID issues/problems | ❍ | | | | | | | | | | | | | | | | | | | Completed Oct '09 |
| 2.2 | Conduct parcel by parcel conditions analysis | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | | | | | | | | |
| 2.3 | Engage in the V.E.D.A. four part process | | | | | | | | | | | | | | | | | | | | |
| 2.4 | Conduct outreach w/ business regarding concearns/ new developments | | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | | | | | | | | |
| 3.1 | Encourage re-emergence of the North Street Business Association | | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | Ongoing |
| 3.2 | Conduct review of zoning history of 450-500 North Street | | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | Ongoing |
| 3.3 | Assist owner to bring existing land use into compliance | | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | Ongoing |
| 3.4 | Work with business owners to ensure compliance | | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | Ongoing |
| 4.1 | Conduct corridor assessment to ID issues/problems | ❍ | | | | | | | | | | | | | | | | | | | Completed Oct '09 |
| 4.2 | Explore possible funding sources for the improvement of N. Park Plaza | | | | | | | | | | ❍ | ❍ | ❍ | | | | | | | | |
| 4.3 | Collaborate with DES to ID locations for additional trash receptacles | | | | | | | | | | | | | ❍ | | | | | | | |
| 4.4 | Explore opportunity to collaborate w/ RTS to install bus shelters | | | | | | | | | | ❍ | | | | | | | | | | |
| 5.1 | Conduct corridor assessment to ID issues/problems | ❍ | | | | | | | | | | | | | | | | | | | Completed Oct '09 |
| 5.2 | Assist with the implementation of the Four Part Planning Process | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | |
| 5.3 | Collaborate with DES to ID locations for additional trash receptacles | | | | | | | | | | | | | ❍ | | | | | | | |
| 5.4 | Re-examine Hudson Ave. Zoning Placeholder Strategy | | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | |
| 5.5 | Explore the re-development of the former Pulaski Library | | | | | | | | | | | | | | | | | | | | |
| 5.6 | Approach Optical Gaging to explore options to replace existing fence | | | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | | | | | | | Completed June '10 |
| 5.7 | Collaborate with DES to examine feasibility of abandoning of Gilmore St. | | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | Ongoing |
| 6.1 | Work with RPD to locate CPU in the FIS area | | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | | | | | | | | Completed June '10 |
| 6.2 | Support the implementation of MCAP | | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | Ongoing |
| 6.3 | Support existing FIS plan | | | | | | | | | | | | | | | | | | | | |
| 7.1 | Conduct neighborhood assessment to ID issues/problems | ❍ | | | | | | | | | | | | | | | | | | | Completed Oct '09 |
| 7.2 | Work with residents to establish priorities and identify goals | | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | | | | | | | | |
| 7.3 | Examine opportunities for small scale residential rehab and sidewalks | | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | | | | | | | | |
| 7.4 | Develop and promote an Aging in Place initiative | | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | Ongoing |
| 7.5 | Examine possible funding to repair/replace fence around Franklin H.S. | | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | | | | | | | | |
| 8.1 | Conduct neigborhood assessment to ID issues/problems | | | | | | | ❍ | | | | | | | | | | | | | Completed |
| 8.2 | Support implementation of Project HOPE | | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | Ongoing |
| 9.1 | Conduct neighborhood assessment to ID issues/problems | | | | | | ❍ | | | | | | | | | | | | | | Completed Mar '10 |
| 9.2 | Fund Re-acquisition of strategic properties for demolition | | | | | | | ❍ | | | | | | | | | | | | | Completed Apr '10 |
| 10 | Support implementation of Bridges to Wellness | | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | Ongoing |
| 10.2 | Encourage the re-orientation of Rochester Fixture's main entrance | | | | | | | | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | ❍ | Ongoing |

# Northeast Quadrant Strategic Plan




**Acknowledgements**

Mayor Robert J. Duffy
R. Carlos Carballada, Commissioner of Neighborhood and Business Development

Marisol O. Ramos-Lopez, Northeast Quadrant Team Leader
Northeast Quadrant Team Members

Joshua L. Artuso, City Planner / Research Analyst with GIS
(Plan Document Preparation)

Northeast Quadrant Community Stakeholders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