## **Actions**

The actions are arranged into categories based generally on what entity would have the main responsibility for advancing the action.

### **A1: City Projects**

Street and Sidewalk Infrastructure

Capital improvements to city-owned infrastructure within the public right-of-way

#### **A2: City Projects**

Park, trail, and pedestrian pathway infrastructure

Capital improvements to city-owned or city-controlled infrastructure within parks, trails, or public access easements on private land

### **A3: City Projects**

City owned space or land that should be made available for development or re-occupancy to support and more vibrant downtown

City owned buildings, such as the ground floor space in parking garages, or city owned land such as vacant parcels or surface parking lots

#### **A4: City Studies**

A subject that requires additional study by city staff or city-funded consultant

### **A5: City Policy Changes**

City regulatory or other policy change

Changes to existing code language, laws, or other city policies

#### **B: Other Public Projects**

County, State, or other Public Entity project

Projects undertaken by other levels of government or public authorities

#### C: Utility Project

Projects undertaken by utility companies regulated by the Public Service Commission

Projects undertaken by utility companies, which are privately owned but subject to certain Federal licensing and oversight by the State Public Service Commission

#### **D: Private Development**

Development of surface parking lots and vacant sites or redevelopment of existing buildings

Projects undertaken by the private sector based on market demand. These projects may include some level of public support in the form of grants, loans, tax abatements or other incentives

#### **E:** Broad Based Initiatives

Projects that require multiple areas of support

Projects requiring a combination of public and private sector initiatives

# **A1: City Projects**

### Street and Sidewalk Infrastructure

Category Item # Action Item	Genesee River waterfront	Main Street corridor	Heritage	Public Spaces	Mobility and Transportation	Places and Neighborhoods	Arts and Culture	Living	Working	Retail	Visiting	Reconnecting
A1 1 Complete Inner Loop reconfiguration between Monro and Charlotte Streets, including cycle track with westward extension to South Avenue and Riverway Tr Ensure that new roadways, including the reconfigured Howell and Union Streets, do not themselves become pedestrian barriers. Any new pedestrian crossing mor than 36 (?) feet wide shall have a raised pedestrian refuge island. Use this opportunity to remove the term "Inner Loop" from the city's iconography and re-name remaining stretch of highway between 490 and East Main Street.	e ail. e		_									
A1 2 Fund and implement action items from Center City Wayfinding Study												
A1 3 Improve Broad Street Bridge/Erie Canal Aqueduct with new lighting, railings, sidewalks, cycle track, etc.  Continue to pursue long term options for Aqueduct are subway tunnel.												
A1 4 Construct Church Street on city-owned land between Scott Alley and Plymouth as a pedestrian only or vehicular street.												
A1 5 Extend Church Street west of Scott Alley to Washington Street as a pedestrian only or vehicular street	n											
A1 6 Reconstruct Bragdon Place with alternate paving, possible shared ped/vehicular space, locations for foo trucks, to better support underutilized parkland on eabank of Genesee River												
A1 7 Aqueduct Street area												

# **A2: City Projects**

### Park, trail, and pedestrian pathway infrastructure

		1												
Category	Item#	Action Item	Genesee River waterfront	Main Street corridor	Heritage	Public Spaces	Mobility and Transportation	Places and Neighborhoods	Arts and Culture	Living	Working	Retail	Visiting	Reconnecting
A2	1	Complete gaps in Genesee Riverway Trail, especially between Broad and Main												
A2	2	Complete all phases of Erie Harbor Park improvements, including trail connection behind Dinosaur BBQ to Court Street												
A2	3	Complete all phases of Martin Luther King Park improvements.												
A2	4	Redevelop Charles Carroll/Genesee Crossroads Park to repair worn infrastructure (paving material), reconfigure park to eliminate blind spots and make it more usable. Potential location for skate park. Include better connections to State Street via Federal Building walkway and Corinthian Street.												
A2	5	Restore Wadsworth Square to Olmsted Design												
A2	6	Construct pedestrian bridge crossing Genesee River south of Douglass-Anthony Bridge to connect Corn Hill and South Wedge neighborhoods.												
A2	7	Restore/revitalize Washington Square with new furniture, lighting							_					
A2	8	Expand/enhance Heritage Trail								,				
A2	9	Construct pedestrian bridge at High Falls												

## **A3: City Projects**

City owned space or land that should be made available for development or re-occupancy to support and more vibrant downtown

Category	Item#	Action Item												
,			Genesee River waterfront	Main Street corridor	Heritage	Public Spaces	Mobility and Transportation	Places and Neighborhoods	Arts and Culture	Living	Working	Retail	Visiting	Reconnecting
A3	1	Make city owned vacant land available for development. Construct new structures on vacant land. These parcels are gaps in the urban fabric. These gaps are areas of inactivity or "dead zones" along the public sidewalk that discourage walking and increase perceptions of unsafe areas. New construction with active first floors will fill these gaps and help reconnect the urban fabric, create continuous corridors of activity, encourage walking, and reduce perceptions of unsafe areas. First floors not used for residential units should be designed to accomodate future retail space. Gaps along pedestrian corridors are especially important to infill with new development.												
A3	1.1	Short term, experimental infill retail development at Midtown Parcel 5. This development would be temporary structures such as shipping containers, sheds, and/or food trucks.												
А3	1.2	Infill development at Midtown Parcel 5. This development should be a minimum of 5 stories tall and include ground level retail.												
А3	1.3	Infill development at Midtown Parcel 2. This site has constraints related to ground level floor height. First floor uses must present an active façade on all sides of												
A3	1.4	the site.  Infill development at Midtown Parcel 6. Explore innovative land disposition/funding options for a critical parcel facing the public open space, but one that will likely be difficult to develop due to size, configuration,												
A3	1.5	and constraints.  Infill development at 15 Manhattan Square and 47 Savannah Street (tennis bubble site)												
A3	1.6	Infill development on old bus station site on Andrews Street. Short to medium term use will likely be surface parking. Long term use is infill development with active street frontage on Andrews that buffers Inner Loop.												
	1.7 1.8	Infill development at 151 Mount Hope Avenue (waterfront parcel south of Time Warner) Infill development on Inner Loop Lands. Parcels created												
		fronting on East Avenue are highest priority												
A3	2	Redevelop Court/Exchange site as permanent festival site. Include raised boardwalk or promenade at eastern edge to allow users to see the river. Add park-like amenities such as permanent public restrooms and electric and water hook-ups for vendors. Make physical, operational, and programming connection to Blue Cross Arena (outdoor events, pre-game street hockey, etc.)												
А3		Make under-utilized city owned spaces (vacant retail space in parking garages) available for artists, retail, or other active uses												
A3		Support food trucks with on-street locations. Continue to monitor these locations to ensure there are no impacts to public safety												
A3		Study future use of Centers at High Falls space												

# **A4: City Studies**

Category	Itom #	Action Item		l .			l	Ι						
Category	item#	Action item					۳							
			ont				Mobility and Transportation	Places and Neighborhoods						
			Genesee River waterfront	_			ort	ę.						
			ate	Main Street corridor			dsu	pol						
			×	rri			ā	igh	ıre					
			vei	τς		Ses	뒫	Ne	ılt.					ng
			e Ri	ree	۵)	рас	ar,	pu	C		50			ecti
			see	St	986	c S	≝	ss a	anc	þΩ	king	_	ng	nn
			ene	ai	Heritage	Public Spaces	qo	асе	Arts and Culture	-iving	Working	Retail	Visiting	Reconnecting
			Ō	Σ	Ī	Ы	Σ	Ы	Ā	Li	3	Ř	×	Ä
A4	1	Conduct detailed study of the Main Street corridor to												
		determine the street layout once transit operations												
		change, and details of additional changes to sidewalks,												
		curbs, streetlights, trees, benches, crosswalks, and other												
		public realm details.												
A4	2	Advance Inner Loop Transformation Phase 2. Study												
		options for reconfiguring expressway between Joseph												
		and East Main Street.												
A4	3	Conduct detailed study of the University/Andrews												
		corridor to determine details of future changes to												
		sidewalks, curbs, streetlights, trees, benches, crosswalks,												
		and other public realm details.												
A4	4	Map and publicize all levels of CCD heritage buildings												
		and structures, from DBHV to National Register to Local												
		Landmark and everything in between.												
A4	5	Study gateways and key intersections and develop												
		physical plans and customized zoning regulations for												
		each one												
A4	6	Study views and termination points and write enhanced												
		design standards for these areas												
A4	7	Study options for street network and pedestrian												
		connections north of the Sibley Building, including												
		former Bittner Street alignment												
A4	8	Study where planted medians and/or pedestrian refuge												
		island would calm traffic, enhance walkability, and												
		improve aesthetics. Potential locations include												
		Plymouth between Main and Allen and East Avenue												
		between Scio and Pitkin												
A4	9	Mobility/parking: study additional garages (Main												
		Plymouth, Kodak Lot C, East End) and how to fund												
A4	10	Mobility/parking: study funding mechanism for west end												
		parking garage. Any garage constructed must have												
		street related retail/office space on the first floor.												
		street related retail, office space off the first floor.												
A4	11	Study the expansion of the Special Services District to												
'''		pay for enhances services such as snow removal												
Α4	12	Study the possibility of a new National Register Historic												
		District along West Broad Street (Erie Canal)												
Д4	13	Develop market-based pro formas and development												
'`'		concept plans for priority development sites. Perform												
		GEIS and conceptual site plan approval to streamline												
		development.												
Λ.4	14	Review all Center City Urban Renewal Districts, map		<b>-</b>	<del>                                     </del>		<b>-</b>							
		districts, compile Urban Renewal Plans												
L	<u> </u>	uistricts, compile orban nenewal Plans												

# **A5: City Policy Changes**

### City regulatory or other policy change

Category Item	# Action Item		I	Ι	I								
		Genesee River waterfront	Main Street corridor	Heritage	Public Spaces	Mobility and Transportation	Places and Neighborhoods	Arts and Culture	Living	Working	Retail	Visiting	Reconnecting
A5 1	Revise Chapter 120 (Zoning) to streamline and simplify land use codes, provide greater regulatory protection where necessary such as gateways and key intersections, support a critical mass of retail uses through code requirements, allow flexibility where appropriate for temporary uses such as food trucks and temporary retail, review Center City zoning boundaries in areas such as the east side of Union Street, East Main Street, South Plymouth/South Fitzhugh area in Corn Hill, and Alexander Park (former Genesee Hospital)												
A5 2	Revise and update Chapter 78 of the City Code, related to parking lots downtown, in what had been known as the C4 Central Business District Zone and MUG Mixed Use Gateway Zone in the 1975 Zoning Code												
A5 3	Write and adopt street design policy so that elected officials, members of the public, and non-DES city staff understand the design templates for downtown street projects. This policy and design standards in it shall include a stated transportation heirarchy for downtown: walking, biking, transit, goods movement, private automobile.												
A5 4	Revise Chapter 128 (Subdivision) so that street design standards in it are consistent with street design policy.												
A5 5	Correct ROW issues where needed, particularly in the Clinton-Andrews-Bittner area, the Joseph-Cumberland area, and Broadway-Lawn area												
A5 6	Develop Center City Public Art Program, such as requiring a percentage of public project funding to be devoted to art, or developing funding mechanisms through RDDC and/or a future entity such as a BID												

# **B: Other Public Projects**

### County, State, or other Public Entity project

Category	Item#	Action Item	Genesee River waterfront	Main Street corridor	Heritage	Public Spaces	Mobility and Transportation	Places and Neighborhoods	Arts and Culture	Living	Working	Retail	Visiting	Reconnecting
В	1	Ensure that new Intermodal Transit Center (train and long distance bus station) has clear, direct, and efficient pedestrian and transit connections to the downtown core												
В	2	Redevelop former Kodak Lot C (bounded by State, Morrie Silver, Plymouth, and the railroad). Options range from short term/interim uses (e.g. perimeter food trucks or "pop-up" retail) to long term full development of the block. Any redevelopment of former Kodak Lot C should include an east-west pedestrian and bike link between State Street and Plymouth Avenue in the southern portion of the site to better connect High Falls with Frontier Field and the Cascade District.												
В	3	Better marketing and promotion of transit. This is part of addressing parking issues as well.												
В	4	Relocate regional state offices (NYSDOT, NYSDEC, etc. to downtown so that public entities are located in the most accessible spot in the region and to support the downtown office space market												

## **C:** Utility Project

Projects undertaken by utility companies regulated by the Public Service Commission

Category	Item #	Action Item	enesee River waterfront	Main Street corridor	Heritage	ublic Spaces	Mobility and Transportation	laces and Neighborhoods	Arts and Culture	Living	orking	Retail	siting	Reconnecting
<u> </u>			Ge	Σ	¥	Pu	Σ	PI	Ar	Ė	≥	Re	Š	Re
	1	Redevelopment/demolition of the Beebe Station must result in a positive contribution to High Falls and the Genesee River Gorge												
С	2	New infill development on RG&E Front Street site												

## **D: Private Development**

Development of surface parking lots and vacant sites or redevelopment of existing buildings

Category	Item #	Action Item					_							
			Genesee River waterfront	Main Street corridor	Heritage	Public Spaces	Mobility and Transportation	Places and Neighborhoods	Arts and Culture	iving	Working	Retail	Visiting	Reconnecting
D	1	Redevelop and/or repurpose existing buldings. There are several buildings downtown that are vacant or partially vacant. Many of these are obsolete for the purpose they were originally built for. Redevelopment of existing buildings should restore historic patterns of transparency. Redevelopment of more recent buildings that lack transparency should increase first floor transparency.	8	2	Ξ.	d	2	d	4	71	>	Ж	^	8
D	1.1	Redevelop NW corner of Main and Clinton (key intersection). Retention of existing buildings should be a priority; one of the few blocks of small scale urban row buildings left on Main Street in the downtown core.												
D	1.2	Redevelop United States Hotel building on West Main												
D	1.3	Street Redevelop Journal-American Building at SE corner of St												
	1.4	Paul and Andrews (key intersection)												
	1.4	Redevelop 196 North Water Street  Redevelop Cadillac Hotel		-										
	1.7	Redevelop of Rochester Savings Bank building (RIT												
	2	Center for Urban Entrepreneurship)  Construct new structures on surface parking lots and												
	21	vacant lots. Many of these parking lots and vacant lots are gaps in the urban fabric. These gaps are areas of inactivity or "dead zones" along the public sidewalk that discourage walking and increase perceptions of unsafe areas. New construction with active first floors will fill these gaps and help reconnect the urban fabric, create continuous corridors of activity, encourage walking, and reduce perceptions of unsafe areas. First floors not used for residential units should be designed to accomodate future retail space. Gaps along pedestrian corridors are especially important to infill with new development.												
D	2.1	Infill development at Midtown Parcel 1 (Pike Company pacel) at corner of Main and Clinton. This development should include active ground floor uses and the structure be able to accomodate a minimum of 5 stories.												
D	2.2	New infill development on Block F.												
D	2.3	New infill development along East Avenue Corridor: East and Chestnut, East and Mathews, WHEC parking lot, Inner Loop Lands, NE corner of East and Union.												
D	2.4	New infill development at SE and SW corner of Main and Plymouth.												
D	2.5	New infill development at NE corner of St Paul and Andrews												
D	2.6	New infill development on Charlotte Street between												
D	2.7	Scio and Pitkin  New infill development on Scio between East Main and												
D	2.8	University  New infill development on north side of Church between												
D	2.9	Plymouth and Fitzhugh  New infill development at SW corner of Court and												
D	3	Chestnut  Work with Carlson YMCA to explore options for a more												
	4	active façade along Main and Gibbs Street  Work with Radisson Hotel to enhance waterfront												
D	5	gathering space/outdoor seating Continue to eliminate second floor skyways on primary pedestrian corridors as buildings are redeveloped and replace with ground level crossings or tunnels												

### **E:** Broad Based Initiatives

### Projects that require multiple areas of support

Category	ltem #	Action Item												
Category	100111 11	Action rem					on	S						
			ont				tati	poc						
			erfr	<u>_</u>			20 r.	rho						
			/ate	ido			suns	oqu						
			ير ۸	örr			Tra	gig	ure					<b>b</b> 0
			3ive	et 0		ces	pu	Ž	, alt					ting
			ee F	tre	eg.	Spa	- a	anc	οp		8		<b>D0</b>	Jec
			ese	u S	itag	<u>:i</u>	pillid	Ses	an	险	rkir	эi	ting	onr
			Genesee River waterfront	Main Street corridor	Heritage	Public Spaces	Mobility and Transportation	Places and Neighborhoods	Arts and Culture	Living	Working	Retail	Visiting	Reconnecting
Е	1	Develop a detailed and pragmatic retail strategy				_		_	,	_				
Е	2	Create entity such as a BID or development authority for												
		maintenance, programming, marketing, real estate												
		development												
Е	3	Update existing parking studies to develop a detailed												
		and pragmatic strategy to address real and perceived												
		parking issues. Reinforce that parking is only one aspect												
		of mobility and access. The strategy must acknowledge												
		that surface parking lots have a negative impact on												
		downtown and structured and underground parking												
		needs a reliable funding mechanism. Begin to move												
		Rochester towards a more balanced transportation												
		system, especially as national trends show young people												
		favoring transportation other than the private												
		automobile												
Е	4	Partner with the Garden Aerial organization and develop												
		further public access to the Genesee River Gorge floor												
		and High Falls												
Е	5	New public open space and building addition at NW												
		corner of State and Church and/or reconfiguration of												
		Church Street between Fitzhugh and State as shared												
		space that would act as a civic square for City Hall												
Е	6	Continue to engage RGRTA on supporting center city												
		access and development with transit. Reinforce												
		downtown's place as the most transit-accessible place in												
		the region. As generational transportation preferences												
		shift to favor public transit, continue to study enhanced												
		transit options such as bus rapid transit, streetcars, and												
		lightrail.												
E	7	Work to support continued Historic Tax Credits at both												
		State and Federal level.												
	8	Address real and perceived issues of public safety												
E	9	Advance legislation requiring public art inclusion in all												
		public projects												