

City of Rochester

Comprehensive Master Plan

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Center City Planning Area Committee
Meeting #3: SWOT & Land Use Planning
October 18, 2016 4:00PM-6:00 PM
Tower280

Meeting Summary

I. Welcome

Andy Raus, Bergmann Associates, welcomed everyone and thanked them for coming. The committee members went around the table and introduced themselves. A list of attendees is included on the attached sign in sheet.

II. Review of Outstanding Items from Meeting #1

Andy provided copies of a project overview prepared by the City of Rochester, as well as updated data profile sheets. He provided a brief overview of the project and distributed the meeting summary from the Southwest Planning Area meeting #1 for the benefit of those attendees that were unable to attend the first meeting.

III. Project Overview

Andy described the project team, the different phases of the project and the role of the Planning Area Committees (PAC), see attached powerpoint for more detail. Andy proceeded to discuss the various public engagement opportunities that were underway, including:

- Website
- Surveys
- Facebook
- Twitter
- Textizen
- Meeting in a box

Meagan Aaron, Bergmann Associates, introduced the data snapshots for Center City. She highlighted data associated with population, education, employment, income, house, land use and public safety.

Workshop: Future Land Use

Andy facilitated a discussion of the group designed to identify strengths, weaknesses, opportunities and threats (SWOT) through a series of questions. Andy assisted the participants in placing the elements of the SWOT analysis on a map of Center City.

The SWOT analysis themes that emerged during the discussion and a map locating the strengths, weaknesses, opportunities and threats are included as Attachments A & B.



Appendix A: SWOT Summary

Strengths <ul style="list-style-type: none">• River• Walkability• Neighborhood (walkability and services)• Diversity (land use, cultural institutions, population)• Historic building stock• Potential for change• Public interest• Night life• Center of everything• Jobs• Innovation groups• Eastman School of Music• YMCA• Monroe Community College• Inner loop	Weaknesses <ul style="list-style-type: none">• Perception of crime and safety issues• Underutilized greenspace (poor design & lack of people)• Lack of selling the new downtown• Lack of cohesion• Lack of connectivity• Issues with vacant buildings and open paved lots• Parking• Code enforcement• School system• Absentee landlords• Lack of available housing for families• Lack of children• Parks• Inner loop is a barrier
Opportunities <ul style="list-style-type: none">• Casino• Daycare• More recreation for families• More mid-range housing• Owner occupied units• More retail• Committed groups• Vacant parcels- “broken teeth”• Starting fresh• More affordable artist space• Inner loop	Threats <ul style="list-style-type: none">• Corruption• Taking on too much too fast• Lack of communication• Lack of vision• Communication between administration and government agencies• Loosing student population• Lack of jobs• Poverty• Out dated code and regulations• Lack of neighborhood schools

Appendix B: Center City Map - SWOT Summary





Appendix C: Sign-in Sheet




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Center City Planning Area Committee Meeting

Tuesday, October 18th at 4:00 PM

SIGN IN SHEET

Name	Email Address	Mailing Address
Michelle Lindsay	mlindsay@blackprosp.com	259 Alexander Street
Suzanne Mayhew	Suzanne.mayhew@rochester.ri.com	121 University Ave 14605
Dennis O'Brien	dennisobrien@monroecounty.gov	14 Sibley Pl 14607
Joseph Becker	beckerjz@yahoocom	175 N Water St #309 14604
Brian Mayhew	60mymayhew@gmail.com	48 Atkinson 14608
Charles Canay	c.canay@gmail.com	161 Emily Ct 14606
Joah Roberts	s.c.roberts@gmail.com	214 Andrew St. Apt 4a 14606
	chill@go.ri.com	e
ZACK S.	ZACKERY_STEELE@STATETEL.COM	61 Commons/ St. Suite 100
Lauren Gallina	lauren@gallinaadv.com	1890 S Winton Rd Suite 100 14618



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Southeast Planning Area Committee (PAC)

Meeting #3: Land Use Workshop

October 26, 2016 6:00 PM-7:30 PM

Ryan Center, 530 Webster Ave, Rochester, NY 14609

Meeting Summary

I. Welcome and Introductions

Attendees introduced themselves. A list of attendees is included in Appendix A.

II. Review of Outstanding Items from Meeting #1 and #2

Tanya reviewed the agenda for the meeting. She reviewed the agendas and accomplishments of the previous two meetings, and asked if there were any questions before moving forward.

III. Land Use Workshop

The group conducted a discussion of strengths, weaknesses, opportunities and threats within a geographic context. They used a large plot of the Southeast Planning Area, and identified specific locations where issues and opportunities exist today. Prior to beginning, the group reviewed the SWOT analysis developed at PAC meeting #2. The results of the land use workshop are recorded in Appendix B. A photograph of the map is included in Appendix C.

IV. Next Steps

Tanya reminded PAC members to bring the “Meeting in a Box” to neighborhood associations and organizations to facilitate location/geographically specific discussion

The project surveys are being revised and finalized, and the consultant team will send them to the PAC members once they have been approved.

The next meeting will take place in January 2017. A date has not yet been selected.



Appendix A: Meeting Attendees

Last Name	First Name	Email	Phone
Zwahlen	Tanya	tanya@highland-planning.com	585-315-1834
Primus	Andre	andre@highlandplanning.com	585-642-9007
Finn	Theo	Theo@edgemere.com	
DiFiore	Joe	difiorejoe@gmail.com	
Knight	Kelvin	knightk@CityofRochester.gov	585-428-7640
Grey	Joseph	grescica@u.rochester.edu	
Cilino	Tony	tony@ercrochester.com	585-820-1020

Appendix B: Land Use Workshop Results

Connectivity

The PAC strongly suggested that the City implement suggestions from the East Main Arts and Market District Study. They agreed with the study's recommendation of a bridge connecting the Main Street Armory to the Public Market and a bridge connecting Goodman over the tracks. Another suggested implementation is the public square in front of the Hungerford building. A protected bike lane or cycle track on Main Street connecting to the cycle track on Union could connect the entire southeast.

Significant Development Issues

The PAC noted that the most significant development issue is the existing zoning code. They want the City to implement a form-based code. Under the current code, Beechwood has many nonconforming buildings that are good for the neighborhood. The R-1 zone is preventing density, rather than encouraging it. It also forces people to use R-1 on existing commercial buildings. The City should revert to historical urban design using a citywide form-based code.

The PAC discussed why it should be easier to get zoning variances. A lot of application processes need to be simplified, or someone needs to be assigned to help you through the process.

Using Sticky Lips BBQ's complex as an example of desirable small development, the PAC discussed a "No Formula Zone" where chains cannot get spots, thus creating main commercial corridors with a unique Rochester "feel." Corning is a counterexample of a good main street with some chain businesses that are designed to fit visually and be "right sized." Examples of "No Formula Zones" in other cities would help the group make a decision about this recommendation.

All parking requirements should be removed.



Focus Areas for Revitalization and Blighted Areas

The PAC wants a focus area along East Main Street from Culver to Goodman, and another along Culver from Bay to East Main. The EMMA Neighborhood has blight. There have been problems investing so far, but improvement in EMMA is a prerequisite for improvement on Main. It has a lot of industrial buildings that could be reused. The northern part of the Planning Area is less stable than the southern, where property values are flat.

Urban Village Concept

The intersection of Goodman and Main would be good for an Urban Village, as the East Main Arts and Market District Study says. The corner at Goodman and Clinton as well as Wadsworth Park can be improved. Review NBN plans to see if they identified areas for Urban Villages, and look at the Rochester Community Design Center charrette for the Swillburg neighborhood.

Citizen Empowerment

The PAC wants the City to "work with" rather than "do for" the neighborhoods. They also want the City to not put plans that the neighborhoods make – like the East Main Arts and Market District Study – "on the shelf." They acknowledged that not all neighborhoods have strong neighborhood associations, and those that do not could get ignored because they are harder to engage. The Street Manager model has been successful, but the City needs to support stronger neighborhood associations. NBN and the NPCs should be revisited as strategies.

Transportation

Crosstown bus lines with greater frequency are desirable. People are unable to get from Beechwood, to North Winton Village, to Neighborhood of the Arts on the bus. Ride sharing would be a good investment.

Sustainability

The Comprehensive Plan should address climate change, with guidelines for new development. There should be LEED guidelines for developers.

Parks and Recreation

R-Centers are great, but it is hard to figure out what activities they have going on. They need to be better at sharing and promoting their services.

Affordability and Revitalization

Permanent affordability should be maintained in the Planning Area, since it is the most affluent in the City. Consider a community land trust. It would be most effective in places that are likely to increase in home value like the South Wedge, Beechwood, and the Triangle.

Density

The PAC agrees that commercial corridors are the best places to increase density. North Winton Village has walkable and less dense areas which could use filling in. There should also be increased density on University, Culver, Goodman, and East Main.



Monroe Ave and Park Ave are examples of density that should be followed in other areas. Broadway should be a densely developed two-way street, and the land along I-490 should also be developed.

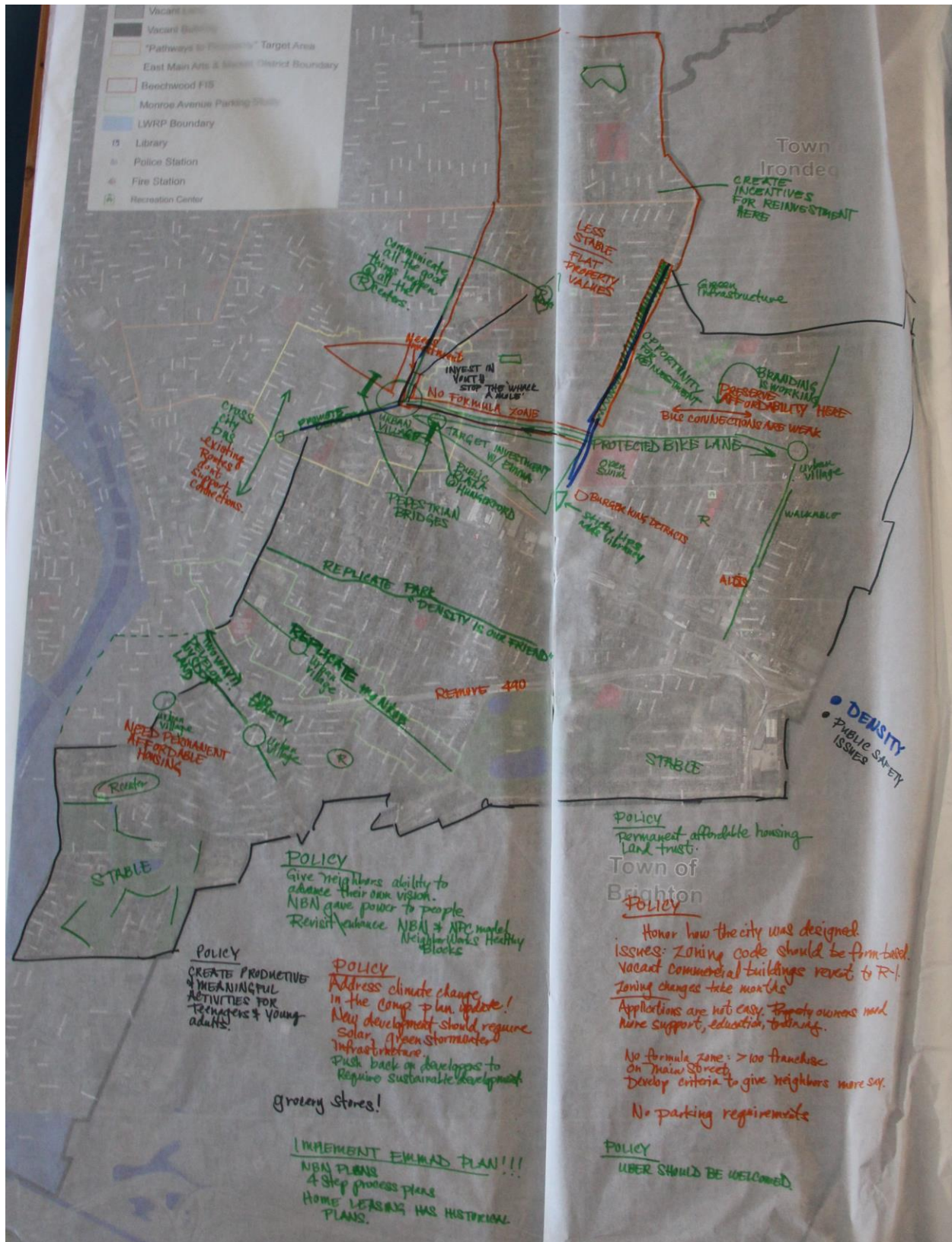
Public Safety

The PAC agrees that there should be more activities for children. RPD used to sponsor sports teams to keep kids out of trouble; they also gave the officers context for the neighborhoods.

Police cameras are “an expensive game of whack-a-mole,” moving crime around instead of stopping it.



Appendix C: Land Use Map





Appendix D: SWOT Summary

Strengths <ul style="list-style-type: none">• Educated• Culture• People• Resource• Urban spaces• Housing• Neighborhood Service Center• Diverse• Rich• Neighborly• Stable• Up-and-coming/lively	Weaknesses <ul style="list-style-type: none">• Siloed• Juxtaposed• Poor• Unchanged
Opportunities <ul style="list-style-type: none">• Mobility• Connection• Schools• Stability• More community involvement• Forward thinking policies and zoning• Business• Urban and mixed use	Threats <ul style="list-style-type: none">• Schools• Poverty



Northwest Planning Area Committee

Meeting #3: Land Use Workshop

October 27, 2016 6:00 PM-7:30 PM

Charlotte Library, 3557 Lake Ave, Rochester, NY 14612

Meeting Summary

I. Welcome and Introductions

Attendees introduced themselves. A list of attendees is included in Appendix A.

II. Review of Outstanding Items from Meeting #1 and #2

Tanya reviewed the agenda for the meeting. She summarized the accomplishments of the previous two meetings, and asked if there were any questions before moving forward.

The group discussed the analysis of health data provided by Monroe County Public Health Department. Premature death/decreasing life expectancy correlates directly with income/poverty rate of geographic areas. City residents overall have much lower life expectancy than suburbanites, with as much as a 15 year difference in some zip codes. Attendees suggested that more specific data on causes of death and issues such as crime, lifestyle factors, and contamination of natural resources is needed.

III. Land Use Workshop

The group conducted a discussion of strengths, weaknesses, opportunities and threats within a geographic context. They used a large plot of the Northwest Planning Area, and identified specific locations where issues and opportunities exist today. Prior to beginning, the group reviewed the SWOT analysis developed at PAC meeting #2. The results of the land use workshop are recorded in Appendix B. A photograph of the map is included in Appendix C.

IV. Next Steps

Tanya reminded PAC members to bring the “Meeting in a Box” to neighborhood associations and organizations to facilitate location/geographically specific discussion.

The project surveys are being revised and finalized, and the consultant team will send them to the PAC members once they have been approved.

The next meeting will take place in January 2017. A date has not yet been selected.



Appendix A: Meeting Attendees

Last Name	First Name	Email	Phone
Collins	Bill	alameda@frontiernet.net	585-647-6850
Zwahlen	Tanya	tanya@highland-planning.com	585-315-1834
Davis	Pamela	NiceNRG@aol.com	585-773-5170
McGrath	Tim	Tmcgrath47@msn.com	585-721-8878
Lippa	John	JNLippa@yahoo.com	585-748-1915
Collins	Bill	alameda@frontiernet.net	585-647-6850
Boyd	Salena		585-458-7235
Peo	Jose		
Hardin	Jonathan	mrjhardin@yahoo.com	
Speciale	Dan	dspeciale@reconnectrochester.org	585-472-2214

Appendix B: Land Use Workshop Results

Existing opportunities and threats:

- The river dominates the sector and is a major opportunity of both recreation and development.
- However, the river trail feels unsafe due to lack of upkeep and isolated sections. Lack of direct river access on the west side of the city is unfulfilled potential.
- Completion of planned connections (to canal trail, etc.) and greater river access would strengthen it.
- The Lake Avenue corridor connects many neighborhoods, but is currently prioritized for traffic. Congestion, speed, and safety are issues. The combined commercial and residential nature of the corridor poses difficulties: jaywalking is prevalent, yet vehicular traffic must be accommodated to encourage patronage at businesses.
- Law enforcement is short 31 officers in the NW quadrant, so traffic regulations are currently under-enforced.
- Street design contributes to speeding and unsafe driving- too many lanes, too wide. No priority lane causes traffic to back up behind stopped busses. Making left turns onto Lake from adjacent neighborhoods is dangerous due to volume of traffic.
- Lake Avenue was “overdesigned” to accommodate heavier traffic than currently exists, and is currently a barrier to pedestrian travel/access to Maplewood Park. Pedestrian perceptions of safety are low.
- Lane reduction and improved street design – as has been implemented in the section between cemeteries – is desirable for more of the corridor.
- Roundabouts are another possibility for traffic calming.
- Charlotte feels like “the suburbs in the city,” while most other sections of the NW present more visible crime, drug use, and public safety issues. Safety issues in Turning



Point Park have increased lately. Effectiveness of city surveillance cameras was discussed. Perceptions of safety are a barrier to greater commercial development and patronage.

- Community policing has limited efficacy due to shortage of officers. Instead, more cameras with better range and power were suggested.

Opportunities to increase density/development:

- Kodak Park and the adjacent area should be mixed use, with places to live and work.
- On the northeast section of Lyell, near where State becomes Lake, there is very little current development, and a disconnect between residents and patronage of local businesses. Most patrons are driving in from other areas (ex. Roncone's restaurant). Need to encourage development that is patronized and supported by locals. Encourage business ownership by recent immigrants that is geared towards and celebrates diversity and culture.
- Facilitate recent immigrants starting small businesses throughout the section. Placement of refugees in concentrated pockets is creating neighborhoods with specific immigrant/cultural character.
- The neighborhood adjacent to Tops should have greater residential density to take advantage of proximity to amenities.
- The vacant brownfield next to the post office on Lexington provides opportunity for redevelopment.
- Dewey and Ridge has a lot of vacant/underutilized space including parking lots and commercial buildings.
- Mt. Read between Emerson and 104 has mostly industrial use but has potential for commercial development.
- Terminal building at the Port of Rochester is underdeveloped and underutilized. Increased programming would help attract people to Charlotte and increase traffic through all neighborhoods along the Lake Avenue corridor en route.

Possible locations for an Urban Village, which was defined as a commercial node that is walkable and has amenities that serve locals and attract outsiders:

- Dewey from Driving Park to Ridge
- Lyell and Mt. Read
- Greater connectivity between nodes is desirable throughout the NW, removing the feeling of isolation currently characterizing each successful zone and instead creating a contiguous feel.

*Does data exist on the impact of the College Town development on public safety in that area and could that be replicated in the NW?

Blighted Sections:

- Corner properties in commercial areas tend to be most susceptible to blight and need special attention/resources.



- Too much automotive-focused zoning in the Northwest Planning Area. Unnecessarily large, unkempt parking lots detract from aesthetics and accessibility.
- East of Lyell Ave at Child Street, including the 400 block, many historic structures have been removed and vacant lots are prevalent.
- On Jay and Child Streets, programmed use of space has lapsed, inviting crime instead.
- Strip plaza along Lyell and Mt. Read.
- Abandoned housing complex at Lake and Denice should be demolished.
- Dewey, south of Driving Park and Emerson (and several other pockets along the route).
- North side of Emerson (between Mt. Read and Dewey).
- Lake from Phelps to Driving Park (and pockets all the way to Lyell).

Land Use Conflicts:

- Mirage and Louie's Cordial do not fit the character of a residential, family neighborhood.
- Areas surrounding Lake Ave near the Marina have historically been public land and neighbors are not pleased with the prospect of private development.

Transit and Transportation:

- Water taxis across the Genesee River to connect bars and shops on the east and west sides of the River at Lake Ontario.
- Wrap city bus with trolley design for pub crawls and events.
- Desire for ridesharing (Uber, etc.).
- Lack of bus stop amenities (shelters, benches, etc.) at Charlotte High School.
- More east/west connecting bus routes (grid system rather than spoke and hub) to shorten travel time and increase accessibility within NW.
- Desire for a trolley/rail transit along Lake Ave to attract young professionals.
- Dewey and Driving Park street design.
- Road diet for Mt. Read (currently unnecessarily large, takes up too much space).
- Proposed Eastman Trail to facilitate connection among 390 trail, canal trail, and river trail.
- Pave currently unpaved section of the river trail.
- Continue to expand signage and location marker system along the river trail.

Parks/Recreation:

- Dog park(s)
- Municipal swimming pool
- Improvements to Maplewood Rose Garden
- Seating, drinking water, electricity and general amenities at parks and playgrounds

Misc. Ideas for Development:

- Public Market or interactive environmental center at terminal building or in Kodak Park parking lot
- Theater district or cultural district along Lake Avenue

Appendix C: Land Use Map





Appendix D: SWOT Summary

Strengths <ul style="list-style-type: none">• Jobs• Position• Transportation• Accessibility• Buildings• Diversity• People• Hope	Weaknesses <ul style="list-style-type: none">• Schools• Challenged• Imperiled• Infrastructure• Home ownership
Opportunities <ul style="list-style-type: none">• Jobs• Vacancies = opportunity to repurpose space• Industrial• Diverse• Multicultural	Threats <ul style="list-style-type: none">• Rental properties• Lack of entertainment• Visibility



Southwest Planning Area Committee

Meeting #3: Land Use

January 11, 2017 6:00 – 7:30 pm

Southwest Quadrant Neighborhood Service Center

923 Genesee Street, Rochester, NY

Meeting Summary

I. Welcome

Attendees introduced themselves. A list of attendees is included in Appendix A. To welcome new PAC members to the committee Kimberly Baptiste (Bergmann Associates) provided an overview of the Comprehensive Plan project.

II. Review of Meeting Agenda and Purpose

Kimberly explained that the purpose of the meeting was to discuss opportunities and threats in the neighborhood and complete a mapping exercise to show key features, assets, future land uses and other suggestions. The results of the mapping exercise will be included in the City's Comprehensive Plan Update and will inform policies and recommendations.

III. Workshop – Future Land Uses

Kimberly facilitated a discussion to identify future land use opportunities. Committee members used markers to draw on a full size map of the SW Planning Area focusing on the identification of, areas where they see strengths, weaknesses, opportunities and threats. A photo of the mark-ups is located in Appendix B.

Overarching comments included:

- Develop a local shuttle circulating the neighborhood
- Implement traffic calming measures in residential neighborhoods
- Create a waterfront experience with amenities
- Develop a multipurpose trail- separate pedestrians and cyclists
- Light the waterfront to ensure safety for users
- New retail is an asset
- Pockets of high crime activity and blight are scattered throughout the planning area
- More amenities (i.e. grocery stores) are needed



Connected Corridors:

- Ford Street
- Jefferson Avenue
- Genesee Street
- Main Street

Transitional/Challenged Areas:

- Intersection of West Main Street and Thurston Road
- Intersection of West Main Street and Genesee Street
- Area between Tremont Street, Ford Street, Jefferson Avenue and West Main Street
- Along Jefferson Avenue from West Main Street to S Plymouth Avenue

Urban Villages:

- PLEX neighborhood
- Susan B Anthony neighborhood



Appendix A: Meeting Attendees/Sign-in Sheet



Southwest Planning Area Committee Meeting

Wednesday, January 11th at 6:00 PM

SIGN IN SHEET – COMMITTEE MEMBERS

Name	Present
John DeMott	<i>[Signature]</i>
Nora Herbert	
Dorian Hall	<i>[Signature]</i>
Florence Clemons	
Lynnette Robinson	<i>[Signature]</i>
Willie Lightfoot	
Diane Watkins	
Marvin Maye	<i>[Signature]</i>
Judy Hay	
Elizabeth Doucette	<i>[Signature]</i>



Name	Present
David Hawkes	
Mary D'Alessandro	Ynd
Tonya Brooks	
Dawn Noto dnoto1872@gmail.com	dn
Bill Washington Bill.Washington@aol.com	BW
Diane Watkins	
Jamone Alexander	
John Lightfoot	
Dorothy Hall	
Dave Etzel	
Bill Johnson	
Hurley Davis	
Mary D'Alessandro	md
Nelson Baldwin	
Email Karen Wilder k.wilder@yahoo.com	K.W.
Email- pnaal@rochester.vr.com Patricia Neal	PN

Dwight N. Neal

DN

Dwight N. Neal

dwn@rochester.vr.com

Plex

MARVIN K. MAYE

mayede@home.net.net

SPBA



Appendix B: Land Use Map Mark-up



Appendix C: Project Overview

The purpose of this project is to update the City's existing long-range Comprehensive Plan (The Renaissance Plan) that was adopted in 1999 by Rochester City Council. The updated plan, "Rochester 4.0 – Our Neighborhoods, Our Future" will cover a time frame of ten (10) years. Bergmann Associates, a local consulting firm, has been hired by the City to assist with various components of the plan update. The contract with Bergmann Associates was executed in July 2015, is underway and will run for two years (through June 2017). The three major consultant work tasks that Bergmann Associates will undertake include:

1. Demographic Data Research and Trends Analysis
2. Community Planning Outreach Assistance
3. Planning Case Study Research / Identification of Best Practices

Three major committees will be established for this project. Each one will be tasked with providing valuable perspectives from various areas of expertise on issues, priorities and opportunities, as well as to review and provide valuable feedback on consultant work products throughout the course of the project. The committees will consist of:

1. MAC – Mayor's Advisory Council (Institutional / Civic / Neighborhood Leaders)
2. TAC – Technical Advisory Committee (City Staff)
3. PAC – Planning Area Committees (Residents / Community Stakeholders)

The consultants will work closely with each of the committees and other vested stakeholders to review key findings and data trends, conduct a SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis, develop conceptual future land use recommendations, and identify benchmarks & implementation strategies. These components will be compiled into Planning Area Reports which City staff will use as the basis for producing an updated Comprehensive Plan document. Once complete, the final plan document will be presented to Rochester City Council for official adoption in the late fall of 2017.

Ample community outreach and public input will be accomplished throughout the process through the five Planning Area Committees (PAC's) consisting of residents, business owners and other interested stakeholders. The planning areas will roughly follow the four Neighborhood Service Center areas and include a 5th committee for Center City (see planning area map). In addition, other major neighborhood and community meetings will be held and an online survey will be developed to capture public feedback.

The project web page is located here:

www.cityofrochester.gov/comprehensiveplanupdate



**Northeast Planning Area Committee
Meeting #3: Land Use
February 2, 2017 5:00 – 6:30 pm
Northeast Quadrant Neighborhood Service Center
500 Norton Street, Rochester, NY**

Meeting Summary

I. Welcome

Attendees introduced themselves. A list of attendees is included in Appendix A. The project team included Doug Benson and Josh Artuso (City of Rochester), and Sue Hopkins (Bergmann Associates).

II. Review of Meeting Agenda and Purpose

Sue provided copies of a project overview (Appendix C) prepared by the City of Rochester, as well as a meeting handout containing background information and questions to help guide discussion. Sue explained that the purpose of the meeting was to discuss opportunities and threats in the neighborhood and complete a mapping exercise to show key features, assets, future land uses and other suggestions. The results of the mapping exercise will be documented and ultimately included in the Comprehensive Plan.

III. Workshop – Future Land Uses

Sue facilitated a discussion of the group designed to identify future land use opportunities and constraints. Committee members used markers to draw on a full size map of the NE Planning Area. Questions considered during the discussion included the following:

- What significant development issues exist in the area?
- What areas are most appropriate for higher density development?
- What areas are most appropriate for new residential development? What housing trends are evident?
- What areas are most appropriate for new commercial/retail development? What goods and services are lacking in the area?
- What areas are most appropriate for new mixed-use development?
- What areas are experiencing severe blight, or are in need of neighborhood revitalization or environmental remediation?
- What areas are in need of targeted investment?
- What areas are known hot spots or areas of concern for public safety issues and in need of additional public safety resources or investment?
- What transportation corridors/nodes need improvement?
- What areas of the public realm need improvement or enhancement?



- What areas are underserved by public transit or could benefit from improved mobility options?

The results of the discussion were captured on the base map of the NE Planning Area. A photo of the mark-ups is located in Appendix B.

A summary of the discussion is below:

- **General/Area-wide comments:**
 - Area needs new storefronts, lighting, business opportunities, improved storefronts
 - Deteriorating housing conditions, need financial support to help homeowners repair roofs, windows, and siding
 - Need improvements to streets and sidewalks (conditions) and drainage
 - “East Side Bazaar” Concept for the area south of Samuel Torres Playground, between Upper Falls Boulevard, Oakman, and Martin. Develop something similar to the West Side Bazaar in Buffalo.
 - Pepsi plant: encourage them to hire locally
 - Tops at Clinton and Upper Falls: Keep Tops in the neighborhood
 - North/South Commercial corridors: improvements needed to attract new businesses and support existing businesses
 - Seneca Manor/Walmart: better lighting and pedestrian improvements
- **Parks/Rec/Trails:**
 - Baden Park: Needs an improved playground
 - Pulaski Park: It is a nice park, but there is not a lot to do there. It needs more active amenities, workout equipment, and lighting
 - Conkey Park: needs improvements
 - Avenue D Rec Center: needs expansion, more parking, great location for community activities
 - Add workout stations El Camino Trail
 - Carter Street Rec Center: Need more parking
- **Transitional/Challenged Areas (“hot spots”):**
 - The blocks north of the Gantt Center, between Clifford and Cleveland, Hudson and School 45 is a very challenged area



- The blocks on either side of Remington, from Clifford to Norton Street are very challenged
- Area around Avenue A, Hollenbeck, Roth Streets are challenged
- Area bounded by Hudson and Norton is considered a threat/transitional area
- **Redevelopment Sites:**
 - Fernwood site: should be redeveloped as mixed-use with residential
 - Sites in and around Avenue A and Conkey: consider community health services uses and other community programming
 - Hawkeye Building: Recreation, job training
 - 14621 Industrial Park: Job training, education uses
 - Pulaski Library: student focused/community use
- **Opportunities for housing stabilization:**
 - Area between El Camino Trail, Genesee River, and Avenue E (Fertile Crescent?)
- **Transportation:**
 - Allow NB left turns from St. Paul onto Route 104
 - Need better transportation options (i.e. so people don't have to transfer downtown)
 - Need bus shelters and improved stops



Appendix A: Meeting Attendees/Sign-in Sheet

Sign In Sheet

Rochester Comprehensive Plan Public Workshop

Date: 2-2-17

Location: _____



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	Name	Affiliation	Email Address
1.	Shirley Thompson	Fertile Crescent Block Club	sthompson1@rochester.rr.com
2.	Ida Pérez	Serantom St Block Club	ida.perez@iaal.org
3.	Laura Phonharath	Fertile Crescent Block Club	LauraPhon@gmail.com
4.	Emma Morrison	UNITY NE ASSOCIATION	er211@frontier.com
5.	Dawn Bud	Proj. HOPE - IADC	dbird@ibero development.org
6.			
7.			
8.			
9.			
10.			



Appendix B: Land Use Map Mark-up



Appendix C: Project Overview

The purpose of this project is to update the City's existing long-range Comprehensive Plan (The Renaissance Plan) that was adopted in 1999 by Rochester City Council. The updated plan, "Rochester 4.0 – Our Neighborhoods, Our Future" will cover a time frame of ten (10) years. Bergmann Associates, a local consulting firm, has been hired by the City to assist with various components of the plan update. The contract with Bergmann Associates was executed in July 2015, is underway and will run for two years (through June 2017). The three major consultant work tasks that Bergmann Associates will undertake include:

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The consultants will work closely with each of the committees and other vested stakeholders to review key findings and data trends, conduct a SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis, develop conceptual future land use recommendations, and identify benchmarks & implementation strategies. These components will be compiled into Planning Area Reports which City staff will use as the basis for producing an updated Comprehensive Plan document. Once complete, the final plan document will be presented to Rochester City Council for official adoption in the late fall of 2017.

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