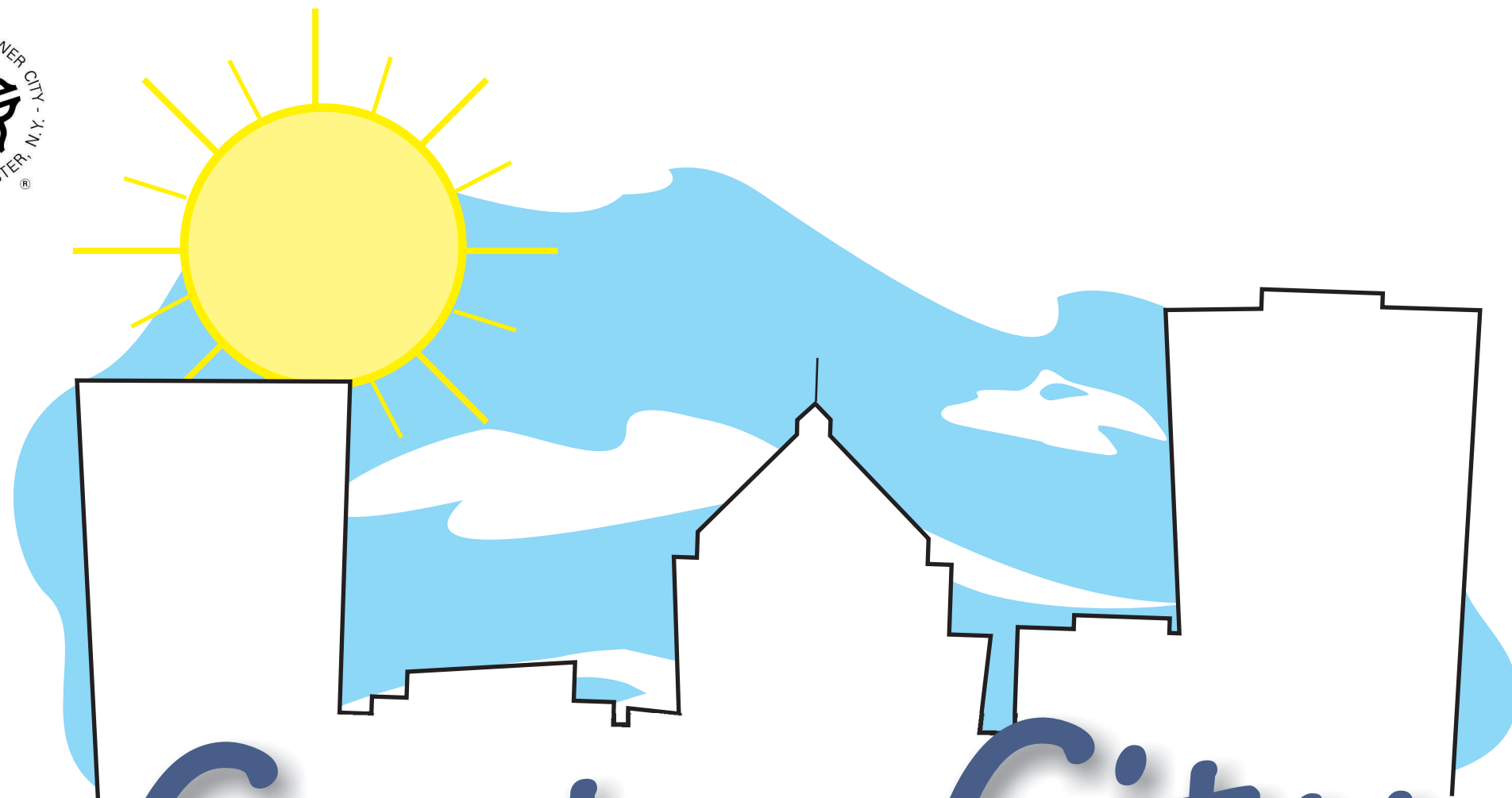




March, 2003



# Center City

## Master Plan

*“Walk Center City”*



**ROCHESTER 2010**  
THE RENAISSANCE



**City of Rochester, New York**  
*William A. Johnson Jr., Mayor*

Implementing the Renaissance Plan  
**Campaign 10: Center City**

City of Rochester New York • Department of Community Development • Bureau of Planning (585-428-6924)

# Center City

Master Plan

March, 2003

Welcome to the City of Rochester's new Center City Master Plan.

Rochester's Center City is the vibrant, dynamic heart of a community that is renowned as the world's leader in photography, optics and imaging, and the historic home to companies like Eastman Kodak, Bausch and Lomb and Xerox. Center City is vital to the continued health and prosperity of our city and region.

Center City knits together many unique urban neighborhoods that border our Genesee River. With over 50,000 workers, many exciting housing opportunities and a unique mix of culture, entertainment and nightlife, our Center City is truly becoming the place to "experience" Rochester.

The Center City Master Plan was developed as part of our city's larger grassroots planning initiative known as "The Renaissance Plan". Together, these initiatives create an exciting vision for Center City that includes new housing and mixed-use development, attractive parks and trails, new transit, entertainment and cultural facilities and a revitalized Genesee Riverfront and Main Street. The Master Plan also emphasizes the importance of design excellence in our community through a series of public and private design standards.

I invite you to read our Center City Master Plan, to visit our city web site at [WWW.CITYOFROCHESTER.GOV](http://WWW.CITYOFROCHESTER.GOV) and to become part of the dynamic, exciting and challenging future for Rochester's Center City.

William A. Johnson, Jr.  
Mayor

Implementing the Renaissance Plan  
**Campaign 10: Center City**



  
**ROCHESTER 2010**  
THE RENAISSANCE  
 **City of Rochester, New York**  
William A. Johnson Jr., Mayor



# Center City Master Plan Development Charter

- ❑ *We, the Citizens of Rochester,* recognize that a decline in public and private investment in cities, an acceptance of placeless urban and suburban sprawl, unplanned destruction of the “old” in favor of the “new”, a separation of races and incomes, a decline in environmental stewardship and a general decay in our built “heritage” are all symptoms of one larger, interrelated, community-building problem that will challenge our Center City in the future.
- ❑ *We, the Citizens of Rochester,* believe that combining the best aspects of “urban” and “village” lifestyles into mixed-use, urban village centers, that connecting neighborhoods and communities together through interrelated transportation systems, land use patterns and cultural amenities, that conserving precious natural resources, amenities and environments, that preserving our unique and historic “built” legacy and that providing a variety of urban lifestyle “choices” are all important elements of a successful 21st century Center City.
- ❑ *We, the Citizens of Rochester,* realize that physical solutions, by themselves, will not solve the social and economic problems of our Center City, and that economic vitality, community stability and environmental health cannot be sustained without a coherent and supportive physical framework or plan for our Center City that responds to changing market forces and conditions.
- ❑ *We, the Citizens of Rochester,* advocate public policies and development practices within Center City that support the following principles: neighborhoods should be diverse in use and population; streets and communities should be designed for the pedestrian and for transit, as well as the car; cities should be shaped by physically defined and universally accessible public spaces and community institutions; and, urban places should be framed by architecture and landscape design that celebrate local history, ecology and building practice.
- ❑ *We, the Citizens of Rochester,* understand that well-informed residents, community activists, public and private sector leaders and multi-disciplinary planning and design professionals need to come together, be empowered and be committed to reestablishing the relationship between the art of building and the making of community through citizen-based participatory planning and design for our Center City.
- ❑ *We, the Citizens of Rochester,* therefore, dedicate ourselves to reclaiming our homes, blocks, neighborhoods, districts, streets, trails, parks and river in our Center City through a commitment to the ideas, concepts, objectives, principles and vision of our Center City Master Plan.

- Adapted from the “Charter of New Urbanism”, prepared by the Congress for New Urbanism, 1998 (used with permission)



# CENTER CITY MASTER PLAN

Planning Rochester's Center City for the 21st Century

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# CENTER CITY MASTER PLAN

Planning Rochester's Center City for the 21st Century

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# Section 1

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## Background *and* Plan Development Process







Center City for the Community and the Region.

**Center City Core  
Aerial Photograph**



## Background

In April, 1999, Rochester City Council adopted the city's new comprehensive plan: Rochester 2010: The Renaissance Plan. The plan contains 11 campaigns that outline policies, goals and strategies to chart the city's future direction. One of those campaigns, Campaign Ten, was entitled "Center City" and included the following policy statement:

*"It is the policy of our city to pursue recognition and development of our downtown as the region's Center City to include an exciting mix of housing, specialty retail and services, restaurants, arts and cultural venues, entertainment and night life. We will also encourage the marketing and promotion, both regionally and nationally, of our Center City as the economic and cultural core of our region and its recognition by both citizens and visitors as being safe, vital and exciting."*

Included in the Center City Campaign were 8 goal statements which outline the proposed future direction or "end state" for Center city and are listed below:

- (A) Reduce the office and commercial (retail) vacancy rate within our Center City through appropriate actions that include the attraction of new tenants as well as the removal or conversion of unneeded space.
- (B) Develop unique festivals, events, celebrations and venues within our Center City that help create and enhance its identity, draw businesses, residents and visitors and provide a strong "sense of place" and identity for our community.
- (C) Encourage the development of an economically viable Center City (central business district and surrounding areas) that functions as the region's 24-hour activity center and is a safe and attractive environment for the cultural, night-life, business, arts and entertainment center of our region.
- (D) Increase the number of people living in our Center City through affordable as well as market-rate housing development.
- (E) Create a strong, competitive and marketable identity for our Center City that is locally, regionally and nationally recognized.
- (F) Create a new functional boundary for what is now known as "downtown" that will be perceived, identified and marketed as the region's Center City.
- (G) Create physical connections and design relationships within our Center City that reduce the barrier represented by the Inner Loop and connect surrounding areas, neighborhoods and districts including the retail/office core, festival riverfront areas, High Falls entertainment district, Erie Harbor on the Genesee, West End (Cascade) and Susan B. Anthony District and East End and South Wedge areas.
- (H) Create a strong visual and aesthetic image for our Center City through articulated urban design and unique and inspiring architectural form.

A Campaign Action Agenda was created during early 2000 that further detailed goals and strategies and included the following conceptual definition for Center City:

*"Rochester's Center City will be the region's central, high-density hub for cultural and entertainment venues, mixed-use employment centers and dynamic urban lifestyles. Center City will be recognized and marketed as the region's most unique and diverse environment for living, work and play. The boundary of Center City will be defined by a group of identified districts that, where appropriate, bridge and reduce the barrier represented by the Inner Loop and represent unique themes, designs and land use characteristics."*

"Districts" were identified as a major component and were defined in the Action Agenda as follows:

*"Districts in the Center City would define areas having specific assets, activities and themes that make them unique in relation to surrounding areas. They may be based on uses, activities or design character. Center City districts should be limited to areas that directly relate to and support the campaign policy and goals and should represent a clear and easily recognized point or area of transition from the character of the surrounding community."*

In addition, the following specific strategies related to development of a Center City Master Plan were included in the Action Agenda:

- Strategy H-1: Develop/produce a cohesive and comprehensive Center City Master Plan. Roll into the plan all known initiatives. Involve developers and the public in the review and input.
- Strategy H-2: Incorporate techniques in the city's new Zoning Ordinance to ensure development and existing codes enhance the unique character of Center City districts.
- Strategy H-3: Develop a "Center City Entry Points" program to announce entry into the districts. Design these entryways to include lighting and unique icons/images that signify arrival and entry.
- Strategy H-4: Develop a Center City facade and streetscape improvement program.



## Regional Context

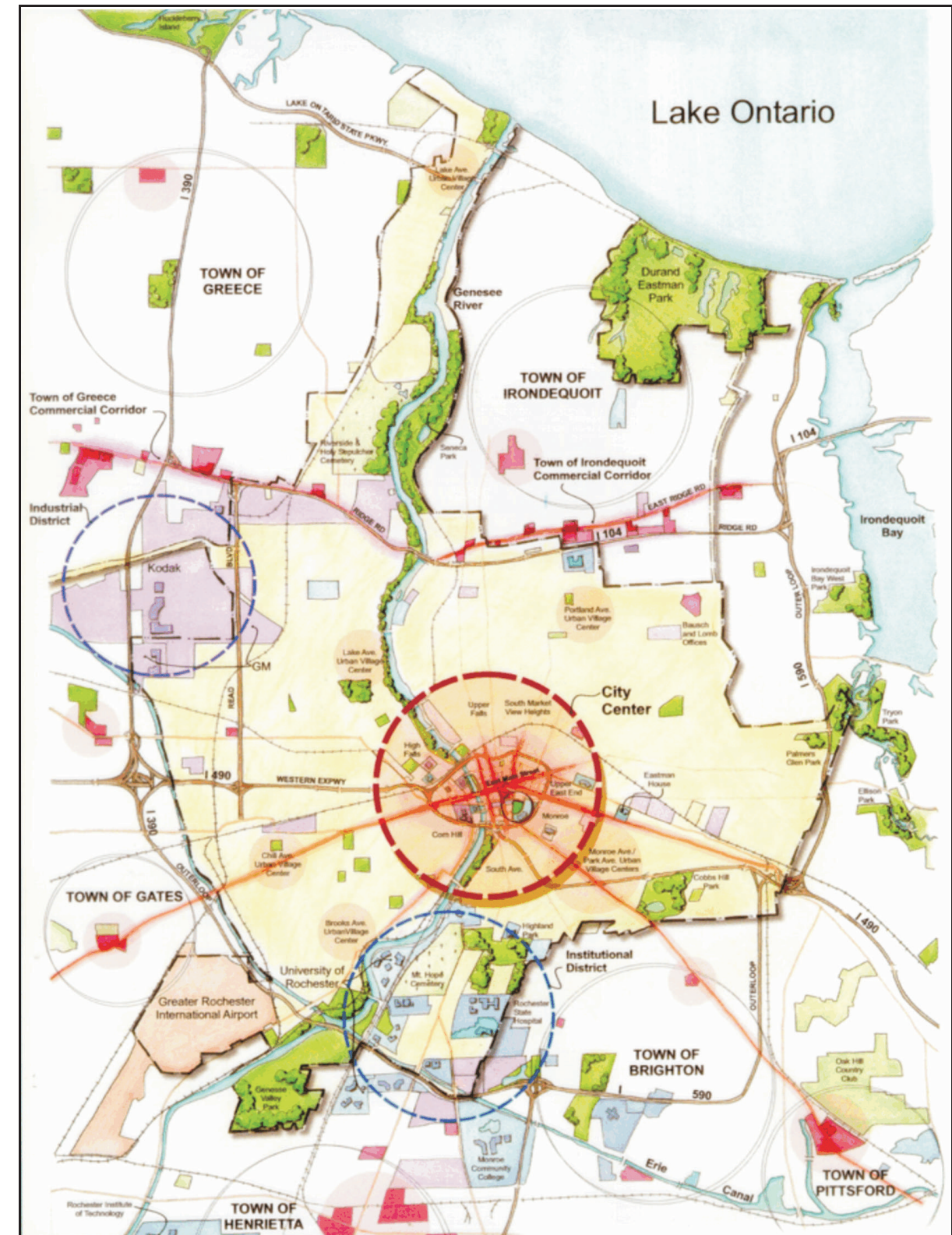
Rochester, New York is located midway between Buffalo and Syracuse, on the southern shore of Lake Ontario. The city's regional context is shown on the map to the right (map courtesy Urban Strategies). The Genesee River flows north through the city and provides a unique urban waterfront environment. Rochester is the largest municipality within Monroe County, both in terms of size and population. The city encompasses 36.44 square miles. Suburban towns around the city include Greece, Gates, Brighton, Penfield and Irondequoit. Rochester is at the center of a larger metropolitan region (Metropolitan Statistical Area) which includes Monroe, Wayne, Ontario, Livingston, Orleans and Genesee counties.

According to the 2000 US Census, Rochester is the third largest city in New York State with a population of 219,773. Rochester is also the largest city within the six-county Rochester Metropolitan Statistical Area (MSA). Rochester's population dropped 5.1% between 1990 and 2000. During that same time period, Syracuse experienced a 10.1% decline in population, while Buffalo experienced a 10.8% decline and Albany experienced a 5.0% decline.

Rochester is blessed with about 22 miles of waterfront that include three waterways: Lake Ontario, the Genesee River and Gorge and the Erie Canal. The city's Lake Ontario waterfront at the mouth of the Genesee River, which is 9 miles from Center City, is marked by relatively good water quality, a commercial harbor, private marinas and yacht clubs, a large county-maintained public beach and other numerous recreational amenities. The Genesee River (which actually begins in Pennsylvania) runs through the heart of Center City and includes three major waterfalls, all within a short travel distance of our downtown. The main falls or "High Falls" is over 90 feet high and has been the center of recent development interest as a unique urban entertainment district. North of the High Falls is one of the most unique natural resources found in any city. Referred to as "The Gorge", this section of the Genesee has two waterfalls, a series of unique geologic rock formations, river islands and numerous adjacent public parks that are partially connected through a river trail system. The Erie Canal runs in an east-west direction along the southern and western portions of our city. It is one of the city's and New York State's most important and under-utilized recreational assets.

Rochester is also home to several Universities and Colleges including the University of Rochester which is well known for its Medical Center, the Eastman Dental Center, the Eastman School of Music and the Institute of Optics/New York State Center for Advanced Optical Technology. Also located within or near the city's borders are Colgate Rochester Divinity School, Finger Lakes Community College, Monroe Community College, Nazareth College, Roberts Wesleyan College, Rochester Institute of Technology, St. John Fisher College, the State University College at Brockport, and the State University College of Arts and Science at Geneseo.

Rochester is host to various seasonal festivals and neighborhood celebrations, including the nationally known Lilac Festival and Corn Hill Arts Festival, that attract hundreds of thousands of visitors to our city each year. The city also hosts over 65 visual and performing arts groups including the internationally-acclaimed Garth Fagan Dance Company. The city is home to four professional sports teams: the Rochester Red Wings, the Rochester Americans (Amerks), the Rochester Knighthawks and the Rochester



Regional Context



Raging Rhinos. Frontier Field, a new \$35.3 million, 12,330 seat stadium is located within Center City and is home to the Red Wings and the Raging Rhinos. The Amerks and the Knighthawks are using a newly renovated and expanded downtown Community War Memorial Auditorium (Blue Cross Arena).

Rochester is also home to several premier museums including the George Eastman House and International Museum of Photography, the Strong Museum, the Memorial Art Gallery, the Susan B. Anthony House, the Rochester Museum and Science Center and the Strasenburgh Planetarium. For a city its size, Rochester is also one of the greatest centers for music in America - our community includes the Eastman School of Music, Eastman Theater, the renowned Rochester Philharmonic Orchestra and the Hochstein Music School.

Rochester's economy turned from agriculture to manufacturing in the early twentieth century primarily through the development and manufacture of photographic, optical and precision equipment by Eastman Kodak Company, Xerox Corporation and Bausch & Lomb. Kodak and Bausch and Lomb both have their world headquarters located in Center City. Over ninety optics and imaging firms, plus the imaging-related divisions of several other large firms, are located in the Rochester area. Other major research, development and manufacturing activities in the area include automotive products, dental equipment, office duplicating and computing equipment, electrical equipment, measuring and controlling devices, heavy machinery, pharmaceuticals, bio-technology and polymers.

Rochester's Center City straddles the Genesee River and is the focus of business, government, cultural, sports, entertainment and educational activity for the entire metropolitan region. Over \$700 million in public and private funds has been invested in the downtown area since 1982. Important buildings or development areas in the Center City Core include Midtown Plaza (the first enclosed downtown shopping mall built in the United States), the Rochester Riverside Convention Center, the Cultural District (including the Eastman Theater, Metro Y.M.C.A. and east-end entertainment and residential districts), the High Falls Entertainment District, the Blue Cross Arena, Frontier Field, three major hotels, a second-level skyway system for pedestrian circulation, new corporate offices, new parking garages, a public library expansion and the Damon Center Campus of Monroe Community College.

Approximately 50,000 people work daily in the Center City Core. The continued strong investment in the central core of Rochester being made by corporations such as Eastman Kodak Company, Xerox Corporation, Bausch & Lomb, Frontier Corporation, Chase Bank, Marine Midland Bank, IBM, Blue Cross and Blue Shield, and many other firms indicates that the business community believes that Rochester's Center City is the best place to conduct business within the Rochester region. The number of residential units in Center City continues to grow as well, indicating that developers believe that Center City is the best place to live for many people.

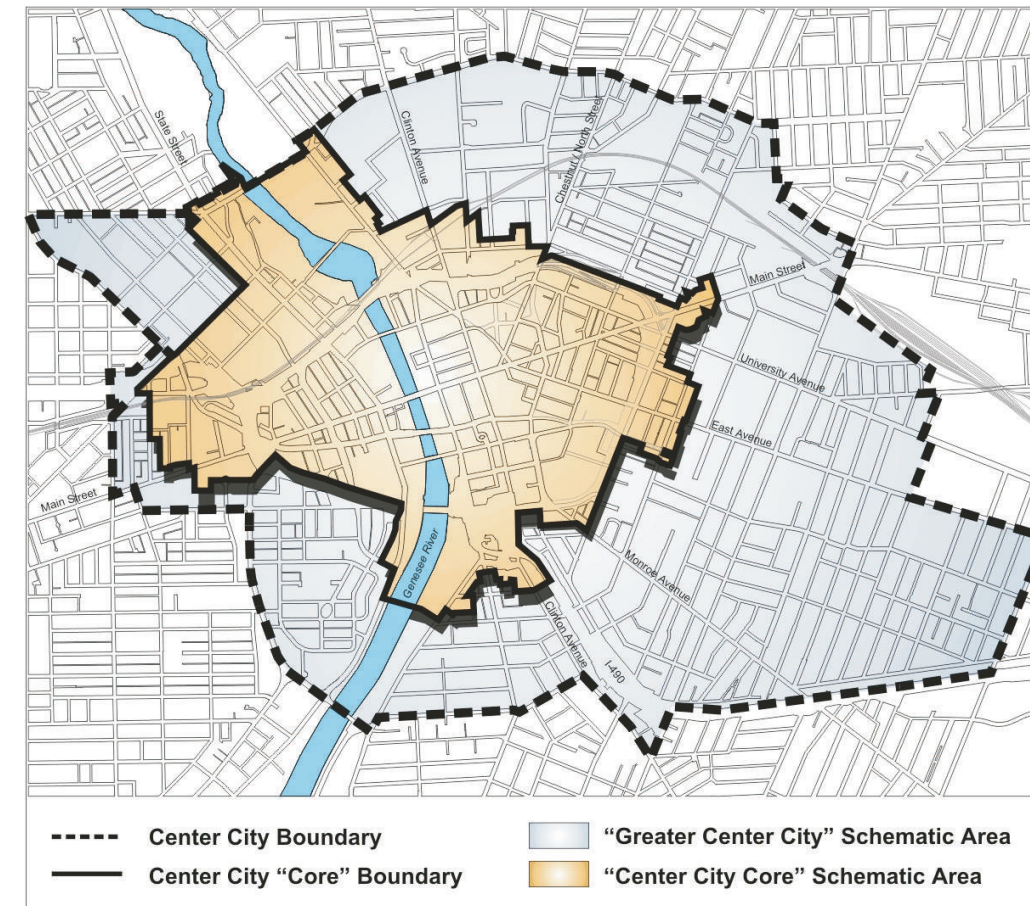
### Boundary Recommendations

The Center City Master Plan proposes an outer Center City boundary that is based on original recommendations contained in The Renaissance Plan and the Center City Action Agenda. These documents state that a new functional boundary for what is now known as "downtown" should be created

in Rochester that will be perceived, identified and marketed as the region's Center City. This outer Center City boundary defines an area known as "Greater Center City" and is illustrated in the diagram below.

The Renaissance Plan also states that such a boundary should be designed to create physical connections and design relationships that reduce the barrier represented by the Inner Loop Expressway and that further connect neighborhoods, districts and surrounding areas. These areas should include the retail/office core, the festival riverfront, the High Falls entertainment district, the Erie Harbor on the Genesee waterfront, the West End, Susan B. Anthony District, the East End and the South Wedge.

The Center City Master Plan also proposes an inner Center City boundary or "Core" boundary that identifies an area that contains the highest-density development within Center City and which is designated for additional design controls and performance standards within the city's Zoning Ordinance. This inner "Core" boundary is based on an analysis of existing and proposed land uses and design districts and their relationships to each other, as well as the form and function of the Genesee River and Main Street as critical axes of development and circulation within Center City. The Center City Core boundary is also illustrated in the diagram below.



Center City Boundaries



## Plan Development Process

The development of a Center City Master Plan was proposed in the City of Rochester's Renaissance Plan and its Campaign Ten Action Agenda. The process that was used to develop the Center City Master Plan included two distinct but related phases; an inventory/analysis phase which produced a composite map of all known and relevant plans, studies and projects that relate to Center City and a concept development phase which produced a set of preliminary development objectives and design principles for Center City.

The first phase of the process (INVENTORY/ANALYSIS) analyzed "where we are" in terms of the Center City concept. Several inventory layers were created based on the Center City design charrette, existing relevant plans and studies such as Vision 2000 and the City's Local Waterfront Revitalization Program (LWRP), public development projects included in the City's Capital Improvement Program, the City Zoning Ordinance and demographic information from the 2000 Census. These layers were placed over each other to create a composite of all current inventory data for Center City (INVENTORY COMPOSITE MAP). This information represented the current thinking and direction regarding development within Center City and illustrated the initial path or direction that current public policy was taking us with respect to public infrastructure improvements and private investment.

The second phase of the process (CONCEPT DEVELOPMENT) inventoried and analyzed all existing plans, studies and reports related to Center City that had been produced within the last 10-12 years to determine appropriate and relevant policies, goals and objectives that articulated "where we want to go" regarding Center City development. These documents included The Renaissance Plan, Vision 2000, the City's LWRP, the NBN sector plans, the Center City design charrette and other design-related material. A map (CONCEPTUAL FRAMEWORK MAP) was produced which summarized a desired "end state" for Center City.

The outputs of both phases were combined to form a CONCEPTUAL INVENTORY ANALYSIS MAP (initial plan direction + opportunities/challenges) and a CONCEPTUAL FRAMEWORK ANALYSIS MAP (desired end state plus deficiencies). From this map, a series of broad development objectives and more specific design principles were identified for Center City. All of this information was combined together to form a preliminary conceptual Center City Master Plan. Several "new urbanism" planning concepts and components were then identified and developed. These were utilized to provide more form and substance to the concept plan and to begin to identify more specific land use and project recommendations. A "Plan for the Public Realm" was also developed which, together with the planning concepts and components, provided the fundamental framework for the ideas and recommendations contained in the final Center City schematic plan. The process diagram on page 9 illustrates how the Center City Master Plan has been developed and how it is presented in this document.

The Center City Master Plan represents what needs to be done to take us from "where we are" to "where we want to go" regarding the Center City concept. It charts a new direction for future development and design character within Center City.

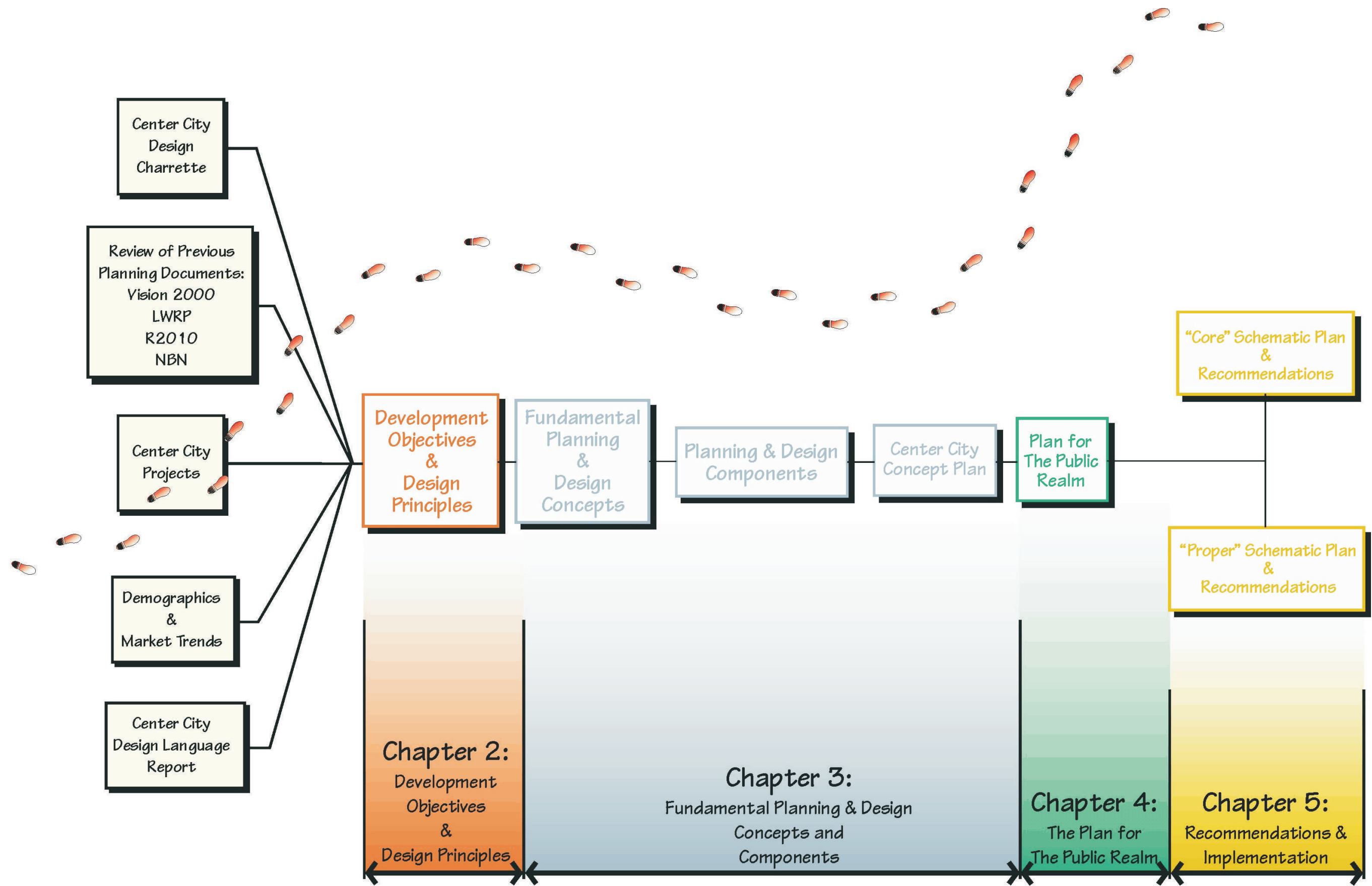
This plan recommends a series of development objectives and design principles that have been or are intended to be included within the city's Zoning Ordinance. These regulations will influence and direct the private development market for many years to come. Private development actions based on these zoning regulations, along with targeted public infrastructure investments and other public incentives, will, over time, produce a new Rochester Center City that is poised to become the region's 21st century economic, cultural and institutional nucleus.

Implementation of the Center City concept as articulated in this plan should be based on the following three principles:

- (1) PLAN
- (2) PARTNER
- (3) PROMOTE

A detailed plan has been prepared that outlines development objectives and design principles for Center City. It utilizes fundamental urban planning and design concepts to build a conceptual vision and schematic framework for Center City. This Center City Master Plan includes a conceptual and schematic plan that should be reviewed and endorsed by a variety of stakeholders and interest groups. The city Zoning Ordinance, operating budget, capital budget and Community Development Block Grant Program should be utilized to directly implement this plan. Partnerships should then be developed between the public and private sector, between various levels of government and between the public sector and neighborhood groups and other stakeholders to develop, fund and implement appropriate elements of the plan over a specified time frame. Specific implementation projects and involved parties or agencies are identified in this plan for this purpose. Finally, the plan and its desired end state should be actively and aggressively promoted and marketed to the rest of the city, the county, surrounding towns, the region, the state and even the nation as:

***"Center City Rochester".***



## Opportunities and Challenges

As a result of the concept development and inventory/analysis phases of the planning process for Center City, a variety of opportunities and challenges have been identified. These, in turn, helped to identify a series of development objectives and design principles that will guide overall development within Center City during the next decade and beyond.

### Opportunities within Center City:

- ✓ The ability of entertainment districts (High Falls, East End and St. Paul Quarter) and destination facilities (Frontier Field, Strong Museum, Eastman Theater, GeVa and Blue Cross Arena) to attract tourists and visitors and leverage additional public/private investment.
- ✓ The Genesee River as a north-south pedestrian and open space “spine” to Center City and its ability to attract tourists and visitors and leverage additional public/private investment.
- ✓ Main Street as an east-west pedestrian and circulation “spine” to Center City and its ability to attract tourists and visitors and leverage additional public/private investment.
- ✓ Neighborhoods outside of the Center City Core District that can be more directly connected and related to land uses, functions and activities within the core.
- ✓ The proposed Performing Arts Center, Transit Center and Erie Canal Harbor and their ability to attract tourists/visitors and leverage additional public/private investment.
- ✓ Existing land or parcels that could be marketed for new mixed-use development that would provide a “critical mass” and leverage “spark” for key neighborhood or district revitalization efforts.
- ✓ Existing scattered public parks, recreational space and other open space venues within Center City that provide critical relief from relatively dense development patterns and that could be tied together into a more cohesive and comprehensive system or framework.
- ✓ Existing historic buildings and structures that exhibit unique architectural or design features and that contribute to the overall visual and aesthetic impression of Center City.
- ✓ Existing areas of housing (including single-family homes, townhouses, apartments and lofts) and support services throughout Center City that can be strengthened and enhanced to create larger, more vibrant neighborhoods or “urban villages”.
- ✓ An emerging interest and market for new market-rate housing in Center City by young adults and empty-nest baby-boomers.
- ✓ Historic Midtown Plaza and its ability to act as a unique employment/retail and/or entertainment anchor that can attract shoppers, visitors and tourists and that can leverage additional public/private investment.
- ✓ The possibility of linking key public spaces and entertainment venues within Center City into a larger system that would be organized around an enhanced pedestrian circulation corridor and that could become a unique tourist and urban lifestyle amenity.

### Challenges within Center City:

- ✓ How do we better connect or relate areas outside of the old downtown or Central Business District with the new Center City Core District?
- ✓ How do we create a 24-hour activity component as part of the Center City Core District that will encourage a vibrant, diverse streetscape and nightlife and will support/enhance additional residential and retail development opportunities?
- ✓ How do we better connect or relate the High Falls Entertainment District to land uses and functions within the Inner Loop?
- ✓ How do we revitalize Main Street and return it to its historic function as a vibrant business, retail and institutional “spine” that encourages pedestrian circulation, promotes street activity, enhances property values and provides an anchor to all other development?
- ✓ How do we take better advantage of the Genesee River / Erie Canal and utilize it to encourage tourism, enhance property values, connect and relate land uses to each other and provide unique open space and recreational opportunities to our citizens?
- ✓ How do we best utilize the concept of “district” to support interesting, vibrant and unique neighborhoods within Center City?; how do we resolve differences in perceived “districts” as understood by the public and “design districts” as promoted by the zoning ordinance?
- ✓ How do we best utilize the concept of “gateways” to improve the visual and aesthetic aspects of Center City, attract visitors, enhance property values and create an exciting sense of arrival?
- ✓ What critical mass of land uses or land use functions should we be promoting in Center City and where, in order to create a vibrant, diverse, 24-hour activity zone?
- ✓ How do we attract more residents to live in Center City?; what housing market niches should we be trying to encourage and develop within Center City?; how do we provide more housing choice and lifestyle choice within Center City?
- ✓ How do we better connect and relate land uses and land use functions to each other within Center City? how do we provide more freedom, choice and full accessibility regarding movement into, around and through Center City?
- ✓ How do we better provide convenient parking throughout Center City without detracting from neighborhood image and aesthetics and without using up valuable development sites?
- ✓ How do we eliminate or reduce the barrier effects of the Inner Loop, the Genesee River and other natural and man-made barriers within Center City?
- ✓ How do we create new employment opportunities within Center City that can take advantage of new residents and a new urban lifestyle based on walkable streets/neighborhoods?
- ✓ How do we create new retail and shopping opportunities within Center City that can take advantage of or cater to new and existing residents and a new urban lifestyle based on walkable streets and neighborhoods?



## Assumptions of the Plan

As a result of the inventory/analysis phase, the following assumptions were incorporated into the draft Center City Master Plan. These assumptions are based on a review of current planning studies, reports and documents, the city's Capital Improvement Program and discussions with Bureau and Department Heads. The assumptions form part of the cornerstone of the plan's proposed future direction for Center City.

### Inner Loop Redevelopment

- ✓ Reduction of the "barrier effect" of the Inner Loop by creating an at-grade boulevard on the eastern portion of the current Inner Loop Expressway, along with redevelopment of land and parcels made available as part of the final design solution.

### Performing Arts Center

- ✓ Development of a new Performing Arts Center in the Center City and illustrated at the current site being discussed on Main Street, as part of the existing Midtown Plaza site.

### Transit Center

- ✓ Feasibility analysis of a Transit Center in the Center City, illustrated at the intersection of Main and Clinton, along with associated mixed-use development.

### Erie Canal Port

- ✓ Development of a mixed-use, Erie Canal Port at the Exchange Street site on the Genesee River, with trail connections to Center City/downtown.

### Entertainment Districts

- ✓ Continued development of the High Falls, East End and St. Paul Quarter Entertainment Districts with mixed-use, entertainment-oriented land uses.

### Manhattan Square Park Redevelopment

- ✓ Redevelopment of Manhattan Square Park / Strong Museum Site and adjacent lands.

### Center City Boundary / Center City Core Boundary

- ✓ Delineation of the outer and inner Center City Boundaries as proposed in the plan.

### Other Projects and Studies

- ✓ Other relevant CIP, planning study or project recommendations as identified in the inventory phase (i.e., Crossroads Park / Garage Study, Center City Signage Study, Amtrak Station Study, Broad Street Aqueduct Study, etc.).

## Hallmarks of the Plan

The Center City Master Plan includes the following basic principles, tenets or characteristics:

### Design

- ✓ Emphasize quality design for buildings, sites and the public realm
- ✓ Emphasize building, site and public realm design details in order to create "places" not "spaces"
- ✓ Emphasize historic preservation and historic interpretation where appropriate

### Choice

- ✓ Provide a choice of urban lifestyle through options in housing types, styles and locations
- ✓ Provide options and accessibility for personal mobility (car, bus, train, biking, walking, etc.)
- ✓ Provide a variety of entertainment, cultural, dining and shopping venues
- ✓ Provide a variety of public amenities such as parks, plazas, open space, trails and public art

### Balance

- ✓ Balance the needs of the pedestrian against the demands of the automobile
- ✓ Balance design standards and consistency with the need for flexibility and innovation
- ✓ Balance the benefits of mixed use against the impacts on neighboring buildings and land uses

### Mix of Uses

- ✓ Create an exciting mix of uses on a street, block, neighborhood, and district scale
- ✓ Utilize mixed-use development to create traditional, walkable neighborhoods

### Relationships / Connections

- ✓ Relate/connect neighborhoods and districts with a system of parks, open space and sidewalks
- ✓ Relate/connect land uses and activities directly to the Genesee River and Main Street
- ✓ Relate/connect neighborhoods to employment areas/zones

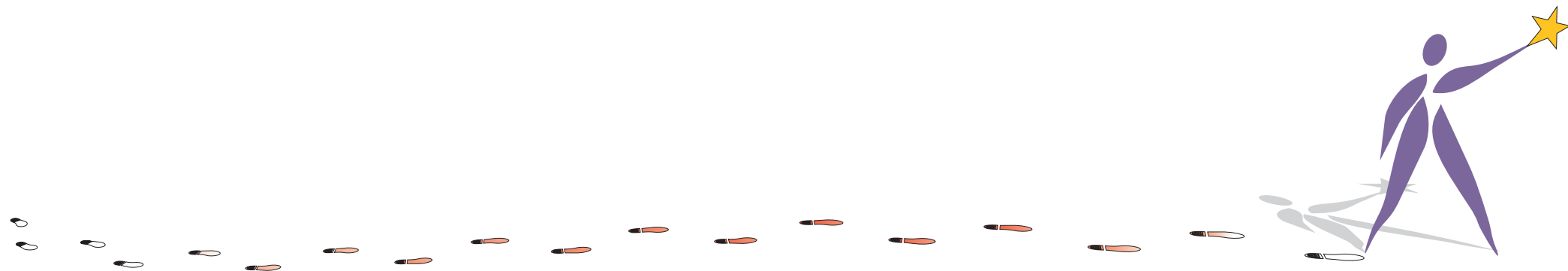
### Sense of Place

- ✓ Create an active, attractive and unique sense of place along gateways, streets and boulevards
- ✓ Create an active, friendly and safe sense of place within neighborhoods and districts
- ✓ Emphasize the uniqueness of neighborhoods and districts through a designed sense of place
- ✓ Create an active, friendly and inviting sense of place along the Genesee River and Main Street

### "Re-Branding" for New Markets

- ✓ Develop neighborhoods as urban villages; market them to respond to new demographic trends
- ✓ Create new opportunities for high-technology development and specialty-retail
- ✓ Capitalize on new entertainment and tourism "economic niches" adaptable to Center City





# Section 2

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## Development Objectives *and* Design Principles



## Introduction

The following list of development objectives and design principles are proposed for Center City based on:

- ✓ the goals and strategies of the Renaissance Plan's Center City Campaign and Action Agenda;
- ✓ the goals and strategies for Focus Area #2 and #3 contained in the City's Local Waterfront Revitalization Program (LWRP);
- ✓ the development objectives contained in the Vision 2000 plan;
- ✓ the development principles and objectives identified in the AIA's Center City Design Charrette; and
- ✓ design language material for Center City developed in conjunction with the City's Zoning Ordinance.

These objectives and principles form the basis for development of the conceptual and schematic plans for Center City that are described later in this document, as well as for specific building and site design standards to be applied within Center City through the city's Zoning Ordinance. They are included in the ordinance's design review process for Center City, along with the more specific design standards.

## Development Objectives (and sub-text)

- (1) DEVELOP CENTER CITY AS THE DYNAMIC CULTURAL, ECONOMIC, GOVERNMENTAL AND INSTITUTIONAL CENTER AND ANCHOR OF THE REGION.
  - (A) Develop and encourage land uses that create or support a 24/7 activity component.
  - (B) Support future land use patterns or functional activity zones that concentrate similar or related land uses, functions and amenities together or near one another; encourage a "critical mass" of development in areas that benefit from an inter-related yet diverse mix of land uses.
  - (C) Develop significant, key public amenities and private development that will encourage new businesses, visitors and residents to locate in Center City, that will enhance land values and that will provide goods, services and experiences not available anywhere else.
- (2) PROMOTE THE GENESEE RIVER / ERIE CANAL AS A PRINCIPAL FEATURE OF CENTER CITY.
  - (A) Develop the Genesee River / Erie Canal corridor as a central "spine" and organizing element that provides connections and access from the north, south, east and west and that encourages waterfront enhanced development, linkages and design treatments.
  - (B) Develop the corridor in a way that encourages and promotes direct visual and physical access to and from the water through appropriate site and building design elements and treatments.
  - (C) Create public and private spaces along the corridor that can be utilized for public festivals, event venues and outdoor marketplaces and program such events year-round.

- (3) CREATE A WELL-DEFINED, ACCESSIBLE OPEN SPACE SYSTEM WITHIN CENTER CITY THAT LINKS KEY PUBLIC SPACES AND VENUES AND PROVIDES RECREATIONAL OPPORTUNITIES AND AMENITIES.
  - (A) Develop a primary park or open space venue within each of the four quadrants and link those facilities with the Genesee River, Main Street and with each other. Locate these venues within a 10-minute walk of major employment/residential areas.
  - (B) Protect and expand secondary green space, landscaping and open space and encourage public and private development which enhances this character using four-seasons landscape design details such as trees, lawns, plantings, fountains, plazas and malls.
  - (C) Link key public and open spaces together with green ways into a comprehensive system that "knits together" Center City neighborhoods or districts and park / open space venues and that provides direct public access to the Genesee River. Utilize open space and green space design details and amenities to identify this system.
  - (D) Develop a series of major fountains and public art displays within public and/or open spaces that capitalize on and promote our image as a city of three waterways.
- (4) CREATE A PEDESTRIAN CIRCULATION SYSTEM THAT TIES CENTER CITY TOGETHER AND LINKS THE GENESEE RIVER, MAIN STREET AND KEY ATTRACTIONS/DESTINATIONS.
  - (A) Develop a pedestrian circulation system that "knits" together the urban fabric, districts, neighborhoods and land use patterns of Center City into a recognizable whole; utilize Main Street as the east/west "spine" and the Genesee River as the north/south "spine" of the system; provide significant, articulated crossings of the river at the new Inner Loop Bridge, at the Aqueduct, at Main Street and at the Sister Cities pedestrian bridge.
  - (B) Create a "three-dimensional" aspect to the pedestrian circulation system by tying it directly to a second-level skyway system on the east and west sides of the Genesee River and locations where the system intersects key surface pedestrian ways.
  - (C) Develop a pedestrian signage system that identifies districts and significant attractions / destinations and links key points of interest to one another.
- (5) REDUCE THE "BARRIER EFFECT" AND NEGATIVE IMPACTS OF CERTAIN PHYSICAL FEATURES OF CENTER CITY, BOTH MAN-MADE AND NATURAL.
  - (A) Reduce the "barrier effect" and negative impacts of the Inner Loop and other physical infrastructure where feasible and appropriate.
  - (B) Reduce the "barrier effect" of the Genesee River where feasible and appropriate.
  - (C) Tie neighborhoods or districts together that have been separated by physical development, infrastructure, design elements or natural features, by improving circulation routes, changing land use or street patterns or developing new design elements.



(6) CREATE A SERIES OF IDENTIFIABLE AND RECOGNIZABLE CENTER CITY GATEWAYS THAT PROVIDE ACCESS INTO AND THROUGH CENTER CITY.

- (A) Develop Main Street as a principal spine or “ceremonial route” and a major gateway.
- (B) Develop other principal arterials as major gateways into and through Center City.
- (C) Maintain views or vistas of the city skyline along major gateways.
- (D) Develop a vehicular signage system that identifies districts, gateways and significant attractions/destinations and also provides an announcement of “arrival” at Center City.

(7) CREATE A SERIES OF IDENTIFIABLE AND RECOGNIZABLE CENTER CITY DISTRICTS AND NEIGHBORHOODS THAT RETAIN THEIR UNIQUE HISTORY, THEMATIC, FUNCTIONAL OR DESIGN CHARACTERISTICS AND ARE LINKED OR RELATED TO EACH OTHER.

- (A) Preserve, enhance and expand existing and perceived districts or neighborhoods in a way that capitalizes on their strengths and identities.
  - Support/develop the High Falls and East End Districts as mixed-use entertainment districts.
  - Support and develop the Cascade District as a mixed-use, office/residential/retail district.
  - Support and develop the St. Paul Street Quarter District as a mixed-use, office/residential/retail district.
  - Support/develop/expand the Grove Place District as a market-rate housing neighborhood.
  - Establish and develop the Midtown / Core District as a mixed-use, office/retail district.
  - Support and develop the waterfront corridor as a mixed-use district with water-dependent and water-enhanced uses.
- (B) Promote appropriate building and site design continuity within each district; establish appropriate design visions and themes for each district and articulate those visions and themes through design principles, standards and guidelines for buildings, sites and the public realm.
- (C) Utilize design principles, standards and guidelines to promote a unique, public realm environment within each district that expresses the district’s character and individuality and creates lively and active pedestrian streetscapes and public spaces.

(8) INCREASE THE NUMBER OF RESIDENTS LIVING WITHIN CENTER CITY.

- (A) Enhance and expand residential development to include new, market-rate housing, particularly in the west end Cascade District and the East End District / Grove Place / Chevy Place neighborhoods; include a residential component as part of the development of the Plymouth Square, Mortimer Square, Charlotte Square and Manhattan Square development areas.
- (B) Develop appropriate amenities in and around existing residential areas to enhance and protect those areas and provide “critical mass” for continued development.
- (C) Locate new market-rate residential development in areas that already provide or have the potential to provide key related amenities and businesses.
- (D) Encourage mixed-use development (in new and existing buildings) as a mechanism for increasing residential development within Center City.

(9) ENCOURAGE ALTERNATE MODES OF TRANSPORTATION WITHIN CENTER CITY WHEREVER AND WHENEVER POSSIBLE.

- (A) Examine the feasibility of a new Center City transit center (illustrated at the current site being discussed at the northwest corner of Main Street and Clinton Avenue) that serves as a positive image arrival area and efficiently ties together vehicular (automobile and taxi), mass-transit (bus, shuttle and train) and pedestrian circulation as much as possible.
- (B) Develop streetscapes that are pedestrian and bicycle friendly.
- (C) Enhance and expand a Center City bus shuttle system that ties together key districts, neighborhoods, destinations and attractions, parking, hotels, event venues and points of interest.
- (D) Locate new parking structures in areas that are adjacent to major arterials, skyway connections and significant employment zones; promote shared parking facilities wherever feasible.

(10) RE-ESTABLISH GROUND FLOOR ACTIVITY ALONG THE MAIN STREET CORRIDOR AND DEVELOP THE STREET AS THE PRINCIPAL EAST/WEST “SPINE” AND CIRCULATION ROUTE WITHIN CENTER CITY.

- (A) Maintain a consistent, signature streetscape design element along Main Street that includes appropriate landscaping, street furniture, pavement treatments, signage and graphics.
- (B) Facilitate the development or re-establishment of retail shops and services along the Main Street corridor, either immediately adjacent to the street or directly connected via the pedestrian circulation system; re-establish Midtown Plaza as a mixed-use, retail anchor.
- (C) Utilize Main Street as the principal east-west “spine” or connecting route between significant residential development in the west end Cascade District and the East End District and Grove Place neighborhood.
- (D) Locate the proposed Performing Arts Center and Inter-modal Transit Center on Main Street or immediately adjacent to it.

(11) STRENGTHEN THE CENTER CITY EMPLOYMENT BASE AND ENHANCE THE ECONOMIC VIABILITY OF CENTER CITY.

- (A) Encourage new mixed-use, retail and office development in appropriate areas; establish office development enclaves within the Cascade District, the St. Paul Quarter and the Midtown/Core District; re-establish a retail component along the Main Street Corridor; establish new mixed-use development at the Plymouth Square, Mortimer Square, Charlotte Square and Manhattan Square development sites.
- (B) Facilitate the development of the north-central portion of the Center City Core as an entrepreneurial incubator zone or high-technology incubator zone through appropriate land use controls, land banking, business incentives and marketing; encourage a land use pattern in the north- central portion of Center City that provides an employment zone for potential new residential development to the west and east.



(12) INCREASE THE NUMBER OF VISITORS/TOURISTS (BOTH SHORT-TERM AND LONG-TERM) IN CENTER CITY.

- (A) Re-develop Beebee Station within the High Falls District as a major entertainment/tourist destination attraction.
- (B) Establish a Performing Arts Center within the Center City Core along Main Street (illustrated at the current site being discussed, adjacent to Midtown Plaza).
- (C) Support the High Falls / East End Districts as mixed-use, nightlife/cultural entertainment districts.
- (D) Establish an Erie Canal Port at the Exchange Street development site on the west side of the Genesee River and along the east side of the river to include linkages to the Center City Core; develop a river regatta and white water course (and other water-dependent or water-enhanced uses) along with public viewing and festival venues as part of that development.

(13) PROMOTE WATER-DEPENDENT AND WATER-ENHANCED DEVELOPMENT ALONG THE GENESEE RIVER.

- (A) Encourage park and open space development along the Genesee River corridor that provides public access to the river and links key districts, buildings and public venues.
- (B) Develop an Erie Canal Port at the Exchange Street development site that includes appropriate boating amenities along with land-side, water-dependent or water-enhanced mixed use development.
- (C) Develop a white water course south of the Center City Core that includes a public viewing venue.

## Design Principles

- (1) RETAIN, REFLECT AND ENHANCE THE DOMINANT AESTHETIC DESIGN QUALITIES OF ESTABLISHED OR PERCEIVED DISTRICTS WITHIN CENTER CITY; RELATE PROPOSED DEVELOPMENT TO EXISTING BUILDING STYLES, FORMS AND MASSES.
- (2) CREATE, MAINTAIN AND/OR RE-ENFORCE PEDESTRIAN-ORIENTED AND HUMAN-SCALED URBAN STREETS WITHIN CENTER CITY THAT PROMOTE SAFE PEDESTRIAN MOVEMENT, ACCESS AND CIRCULATION AND A PLEASANT URBAN EXPERIENCE FOR PEDESTRIANS.
- (3) ENCOURAGE AND PROMOTE DIRECT VISUAL AND PHYSICAL ACCESS TO AND FROM THE RIVER; ORIENT NEW DEVELOPMENT ALONG THE RIVER TO THE WATER AND PROTECT AND/OR ENHANCE WATERFRONT VIEWS AND VISTAS.
- (4) PROTECT AND/OR ENHANCE THE VISUAL INTEGRITY OF THE CENTER CITY SKYLINE, GENESEE RIVER AND SIGNIFICANT CIVIC BUILDINGS; PROTECT SPECIFIC VIEWS AND VISTAS, PARTICULARLY ALONG GATEWAY STREETS, AS NOTED IN THE CITY'S LOCAL WATERFRONT REVITALIZATION PROGRAM AND THE CENTER CITY MASTER PLAN; SIZE, LOCATE AND ORIENT NEW BUILDINGS AND OTHER STRUCTURAL ELEMENTS (E.G. SIGNAGE) TO PROTECT AND/OR ENHANCE SUCH VIEWS AND VISTAS.

(5) PROMOTE THE DESIGN OF BUILDING FACADES THAT CREATE VISUAL INTEREST AND PROVIDE VISUAL CONNECTIONS TO ADJACENT DEVELOPMENT AND PUBLIC SPACES.

(6) ENCOURAGE AND PROMOTE THE SENSITIVE AND CONTEXTUAL DESIGN OF BUILDINGS, SITES AND PUBLIC SPACES WITHIN CENTER CITY THROUGH THE USE OF DESIGN ELEMENTS, DETAILS, ARCHITECTURAL STYLES AND FEATURES AS WELL AS OTHER AMENITIES, MATERIALS OR TREATMENTS THAT REFLECT THE CHARACTER OF THE DISTRICT.

(7) PLACE VEHICULAR AND SERVICE ENTRANCES, MECHANICALS AND REFUSE STORAGE IN THE LEAST VISIBLE LOCATION POSSIBLE.

(8) DEVELOP TRANSITION ZONES BETWEEN BUILDINGS, PUBLIC SPACES AND STREETSCAPES; INCLUDE LANDSCAPING, SEATING AREAS, SPECIAL PAVEMENT/MOVEMENT ZONES, ALLEYS, PARKING ACCESS ROADS, ETC..

(9) ESTABLISH A SYSTEM OF THEMATIC BANNERS AND HISTORIC INFORMATIONAL SIGNAGE THAT IS INCORPORATED INTO BUILDINGS AND SITES, IS COORDINATED WITH STREETSCAPE AND OTHER PUBLIC VENUE DEVELOPMENT AND THAT CONVEYS THE VITALITY AND DIVERSITY OF CENTER CITY NEIGHBORHOODS OR DISTRICTS.

(10) ORIENT BUILDING WINDOWS, ENTRANCES, BALCONIES, PORCHES AND OTHER DESIGN ELEMENTS TO STREETS, THE RIVER, PARKS/PLAZAS OR OTHER SURROUNDING POINTS OF INTEREST AND ACTIVITY.

(11) ENCOURAGE AND PROMOTE THE USE OF PREDOMINANT EXISTING BUILDING MATERIALS WITHIN THE DISTRICT WITH REFERENCE TO SPECIFIC DISTRICT STRUCTURES AS A GUIDE IN DETERMINING APPROPRIATE REPLACEMENT AND NEW CONSTRUCTION MATERIALS.

(12) DESIGN BUILDING CORNERS TO ACTIVELY ENGAGE STREET INTERSECTIONS THROUGH DESIGN ELEMENTS SUCH AS THE LOCATION OF BUILDING ENTRANCES, STAIRS AND ELEVATORS, WINDOWS, AND SIGNAGE.

(13) INTEGRATE, TO THE MAXIMUM EXTENT POSSIBLE, SIGNS AND THEIR ASSOCIATED COMPONENTS WITH A BUILDING'S OVERALL DESIGN CONCEPT.

(14) SIZE, PLACE, ILLUMINATE AND DESIGN SIGNS SO AS NOT TO DETRACT FROM, DOMINATE OR COMPETE WITH THE CENTER CITY SKYLINE OR WITH THE PUBLIC REALM.

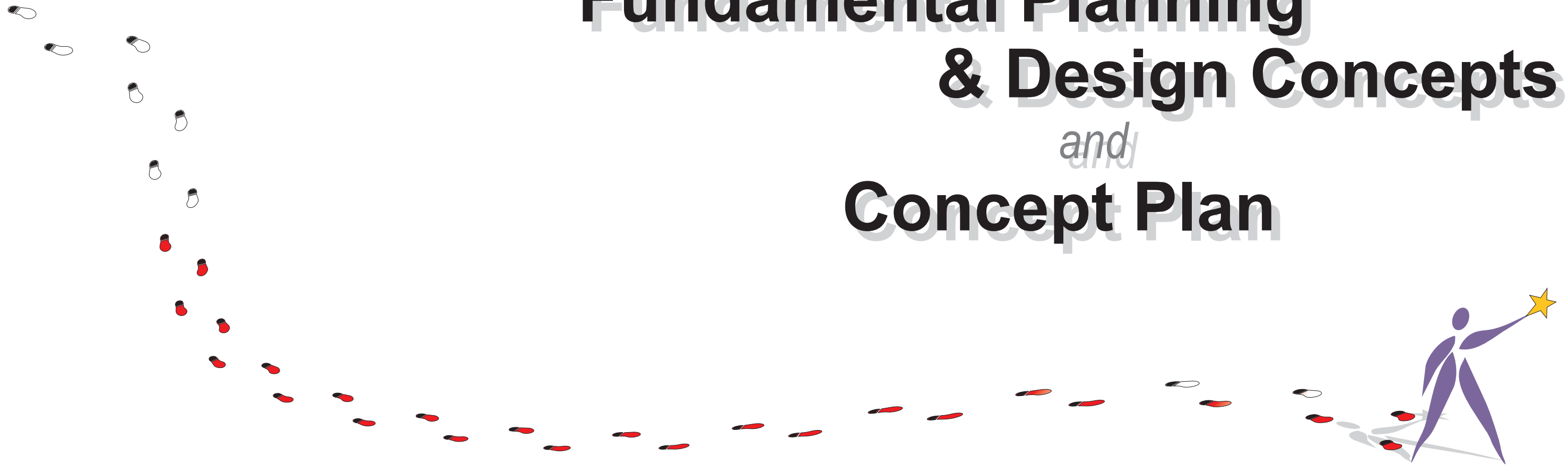
(15) LOCATE, TO THE MAXIMUM EXTENT POSSIBLE, PARKING AREAS OUT OF VIEW FROM THE PUBLIC REALM; INCLUDE LANDSCAPE DETAILS SUCH AS TREES, SHRUBS AND BERMS TO SOFTEN HARD EDGES AND TO BUFFER ADJACENT PROPERTIES.

(16) PROTECT, RESPECT AND EXPAND THE DESIGN OF GREEN SPACE, LANDSCAPING AND USEABLE OPEN SPACE WITHIN CENTER CITY AND ENCOURAGE PUBLIC AND PRIVATE DEVELOPMENT WHICH ENHANCES THIS CHARACTER WITH LANDSCAPE DESIGN DETAILS SUCH AS PLANTINGS, FOUNTAINS, ART, DECORATIVE WALLS AND FENCES, PLAZAS AND PEDESTRIAN MALLS.



# Section 3

## Fundamental Planning & Design Concepts *and* Concept Plan



## Fundamental Planning and Design Concepts (Types and Definitions)

The Center City Master Plan is based on three fundamental urban planning and design concepts: Neighborhoods, Districts and Corridors. These three concepts form the basic building blocks, framework or structure upon which all land use and design recommendations within the Center City Master Plan have been made. Each concept is defined or illustrated below using one or more planning and design components which are described in more detail later in this section.

### (1) Neighborhoods

Neighborhoods are compact (usually not more than 1/4 mile from edge to edge), pedestrian-friendly areas made up of 3 components: residences, amenities and shopping/services. The degree to which these components exist and interact with each other within a neighborhood determines what type of neighborhood it is. All neighborhoods have a defined civic or public space at the center, typically a park, square or well defined intersection, and a network of pedestrian friendly streets. There are 2 types of neighborhoods:

- Residential neighborhoods are relatively small, quiet, more intimate areas of a city that are primarily composed of one, two and three-family homes on residential streets and that typically include amenities such as parks, open space, churches and schools. Residences within these neighborhoods provide a variety, mixture or diversity of living arrangements and housing styles, relate directly to the street, provide architectural character and interest and help provide a sense of neighborhood continuity and safety.
- Mixed use neighborhoods contain many of the characteristics of residential neighborhoods but also include a variety of neighborhood shopping opportunities and personal services within a 5 to 10 minute walk. These land uses are usually well-integrated into the urban fabric and provide essential goods and services to the residents of the community. In some mixed use neighborhoods, larger-scaled, more auto-oriented commercial areas also exist that provide goods and services to a more regional market.

Existing and proposed “neighborhoods” within Center City are illustrated on the map on page 19.

### (2) Districts

Districts emphasize a special, dominant single use and/or theme. Districts can be individual neighborhoods or groups of neighborhoods. Districts can be made up of up to 4 components: a predominant land use, amenities, strong public image or sense of place, and identifiable boundaries. There are 2 types of districts:

- Functional districts are areas that have or are proposed to have specific assets, activities or functions that make them unique in relation to surrounding areas and that represent a clear and easily recognized point of transition from the character of the surrounding community.

- Design districts are based on a predominant and easily identifiable design theme, vision or aesthetic that is relatively self-contained within identifiable boundaries. Design districts define areas that have or are proposed to have specific architectural features, historic themes or design elements that make them unique in relation to surrounding areas and that represent a clear and easily recognized point of transition from the design and architectural character of the surrounding community.

Design Districts include at least two distinct components: a strong public image, architectural style or sense of place (with identifiable boundaries) and a mechanism (such as design standards or design controls) that can easily articulate that image, style or sense of place to the public. In addition, a design district may contain a predominant and easily identifiable land use (i.e., residential neighborhood, institutional, etc.). A design district establishes or protects, through design controls, a unique design character and/or principal land use function within a neighborhood or other defined area.

Existing and proposed Center City “functional and design districts” are shown on the maps on pages 20 and 21.

### (3) Corridors

Corridors are local or regional connectors of neighborhoods and districts. They can be natural or man-made in character and can relate to all forms of travel or movement. Corridors are made up of 3 components: linkages, venues and interfaces. There are 2 types of corridors:

- Transportation corridors are typically linear corridors of movement designed for pedestrians, bicyclists, vehicles or all three. Transportation corridors can also service rail lines on land (passenger and freight) as well as boats on rivers, lakes and canals (passenger and shipping). Transportation corridors connect neighborhoods, districts, cities or even regions and provide access, movement, recognizable landmarks and a sense of continuity and structure for pedestrians, motorists and other travelers. Transportation corridors incorporate streets, boulevards, pedestrian circulation and inter-modal connections into an overall transportation system.
- Open space corridors are typically linear corridors of parkland, open space or green space that are designed for pedestrians and/or bicyclists. Open space corridors connect larger parks and other open space venues to each other within neighborhoods and districts and provide access, movement, recognizable landmarks, areas of relaxation and a sense of continuity and structure for pedestrians. Open space corridors incorporate open space, parks, trails, views/vistas and pedestrian circulation into an overall open space system.












Existing and proposed “corridors” within Center City are illustrated on the map on page 22.



# Center City Master Plan

## Legend


### Neighborhoods

-  Susan B. Anthony
-  Corn Hill
-  South Wedge
-  Wadsworth Square
-  Monroe-Goodman
-  Park- Berkeley
-  East End-Grove Place
-  Proposed Strong-Manhattan Square
-  Neighborhood of the Arts
-  Public Market
-  Upper Falls

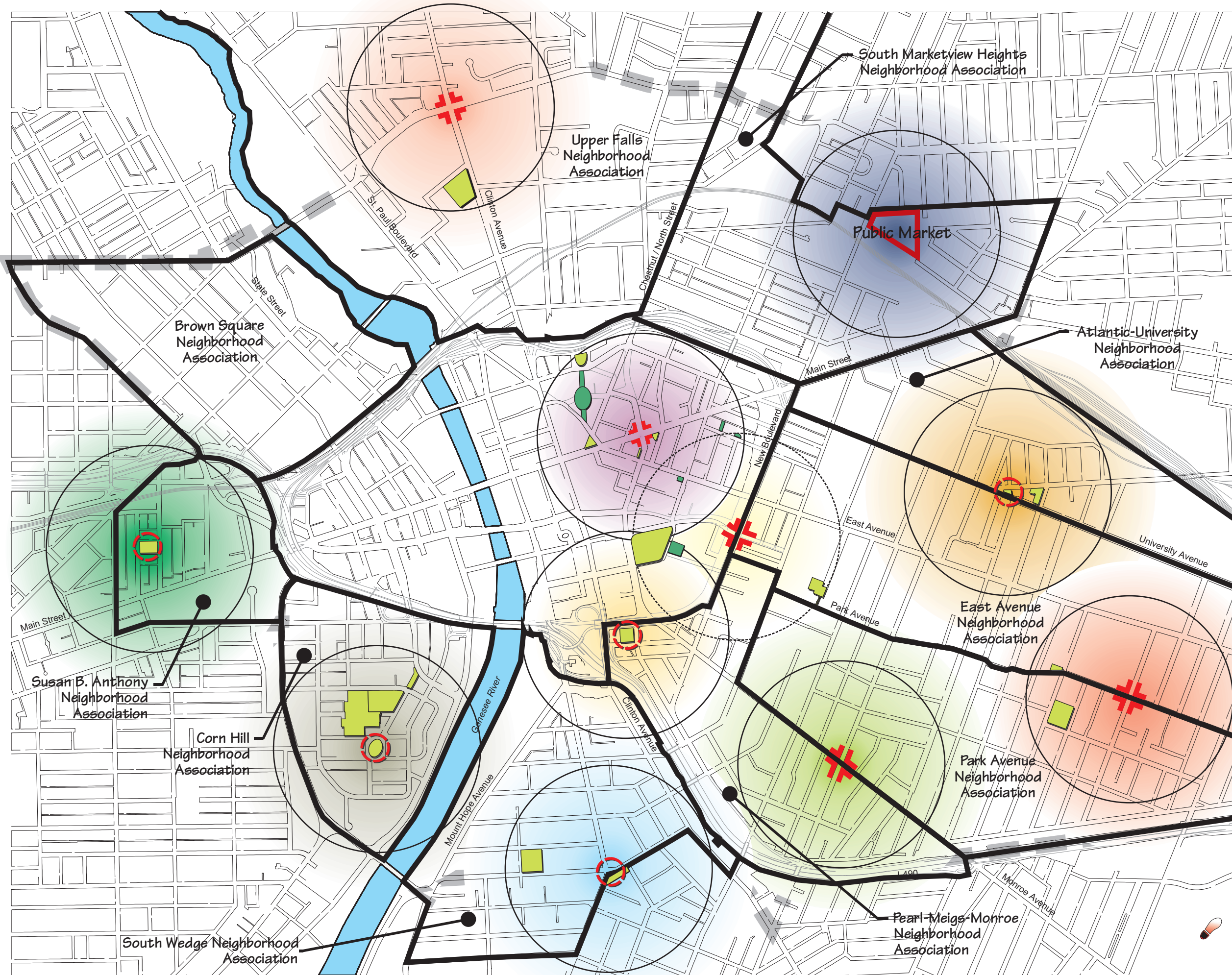
### Neighborhood Centers

-  Defined & Active Intersection  
(Mixed uses w/first floor commercial/retail)
-  Public Park, Square or Gathering Space

### Neighborhood Centers

-  Neighborhood Pedestrian Shed  
(5 min or 1/4 mile walk radius)
-  Existing Neighborhood Association Boundaries
-  Center City Boundary

## Neighborhoods





# Center City

## Master Plan

### District Function

#### High Falls District

- Entertainment district with a mix of sports, tourism and nightlife venues.

#### Cascade District

- Residential and commercial district with restored factory warehouse buildings.

#### Four Corners/Government District

- Government and Civic district with Federal, State, County and City office buildings.

#### Erie Harbor District

- Waterfront district with a mix of water dependent and water enhanced uses.

#### St. Paul Quarter District

- Entertainment district with nightlife venues as well as a mix of commercial, office and residential uses.

#### East End/Upper East End District

- Mixed use district with substantial residential and a variety of commercial and entertainment uses.

#### Proposed High Technology District

- Proposed district built around high tech research and development uses that includes both traditional mixed use/office buildings and non-traditional live work units.

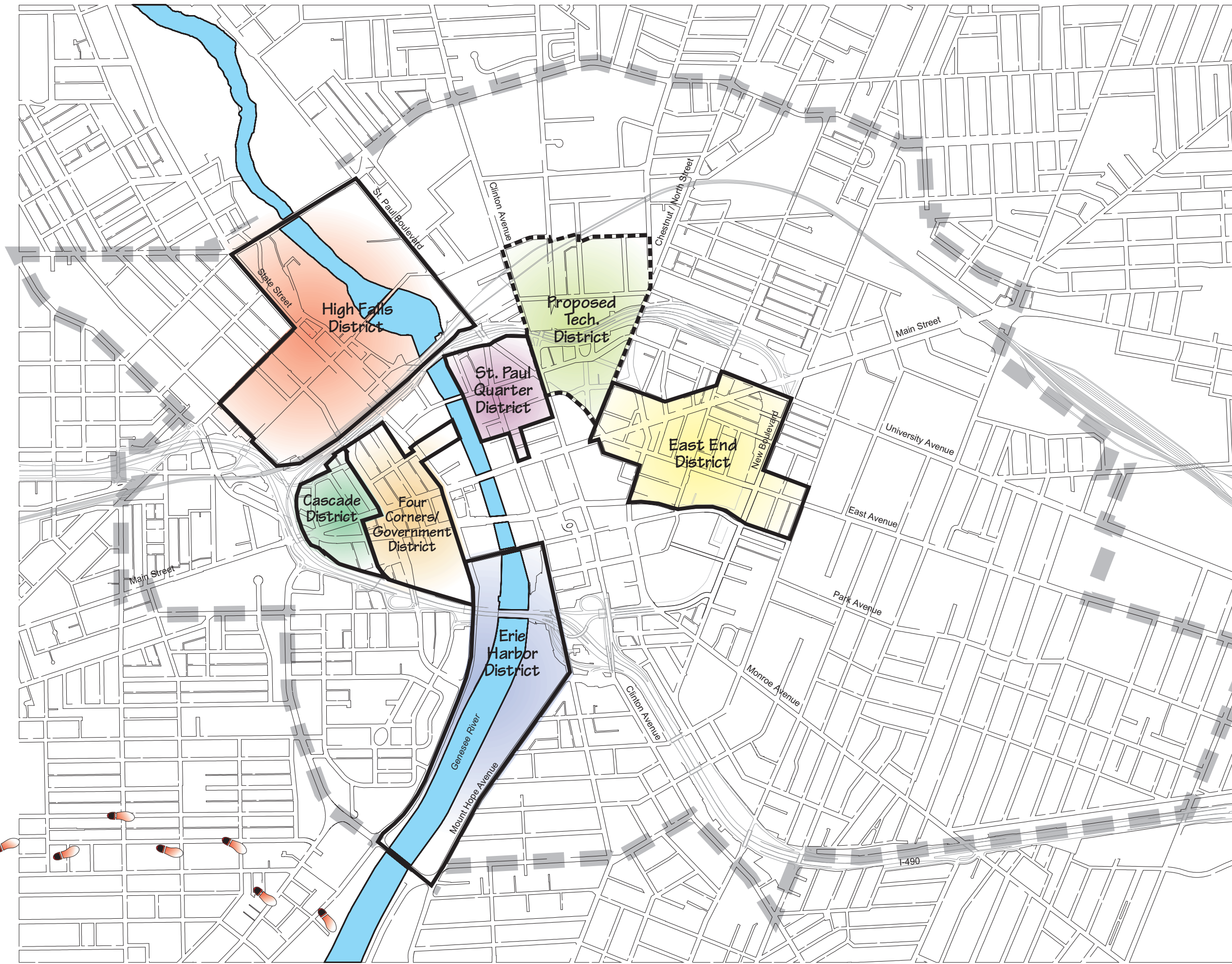
■ Center City Boundary

### Functional Districts



City of Rochester

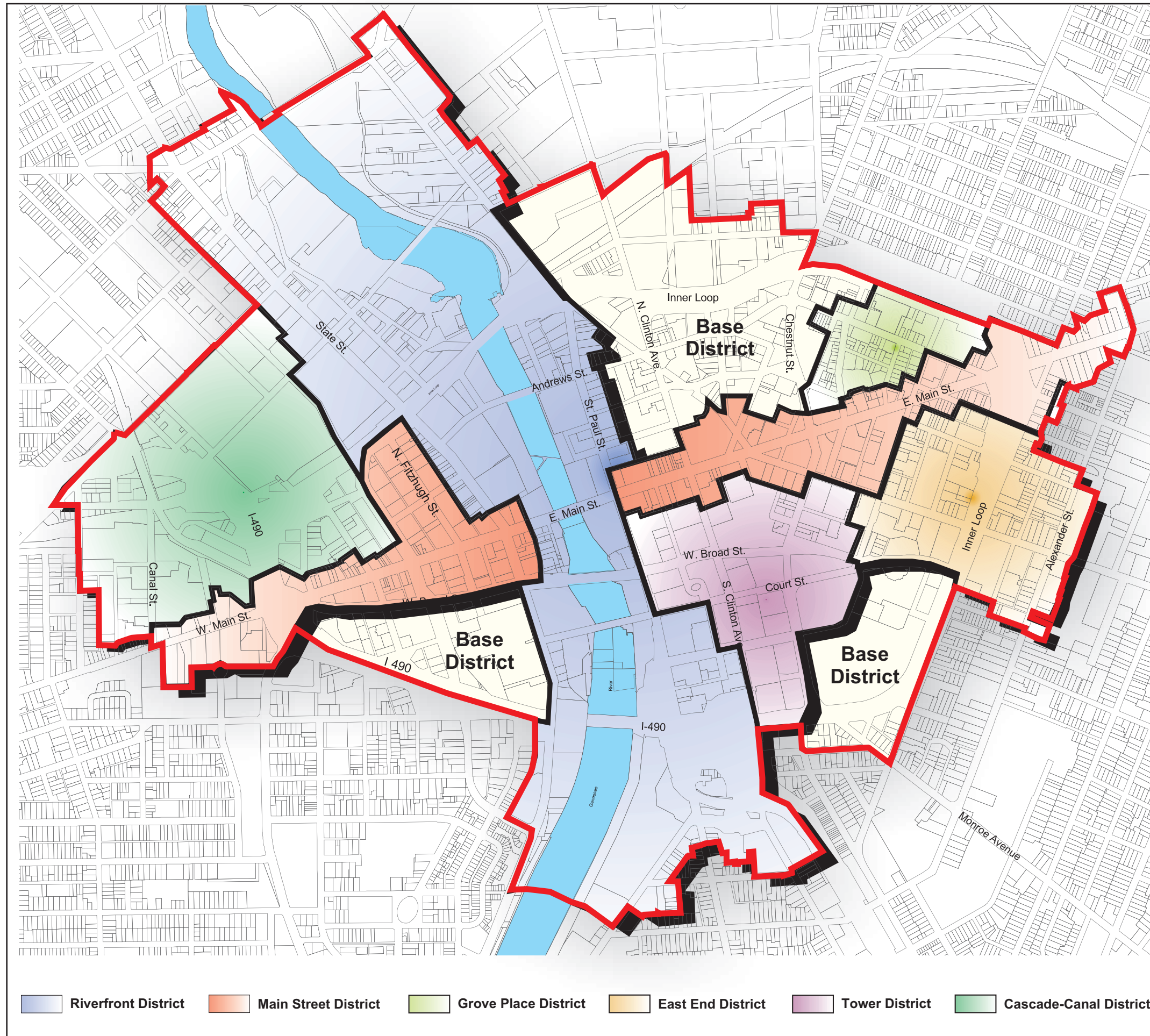
Department of Community Development  
Bureau of Planning





# Center City

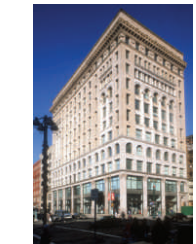
## Master Plan



Riverfront District
  Main Street District
  Grove Place District
  East End District
  Tower District
  Cascade-Canal District



**Riverfront District**  
 The Riverfront District is characterized by pedestrian scaled buildings with clearly defined bases, mid-sections and crowns. Buildings range from 3 to 6 stories in height and transition upwards as they move away from the water's edge. Buildings are tall, narrow masses with rich materials and colors.



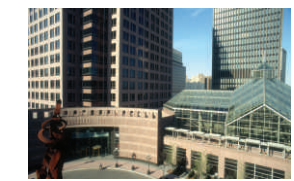
**Main Street District**  
 The design intent of the Main Street District is to promote Main Street as the dominant corridor in the Center City. The typical design character of the district is defined by buildings ranging in height from 3 to 15 stories, which have clearly defined bases, mid-sections and crowns. Primary entrances are located along Main Street to provide maximum accessibility.



**Grove Place District**  
 The intention of the Grove Place District is to create pedestrian scaled enclaves that discourage through traffic. Buildings should be created which exhibit the traditional residential character of the district. The creation of "green" streets strengthens pedestrian linkages through the district.



**East End District**  
 Design principles for the East End District should encourage compact, dense development, with a focus on developing low-rise structures, including townhouse and garden apartment styled buildings. Linkages between the district and the other CCD Districts should be improved.



**Tower District**  
 Buildings in the Tower District should be created to accommodate a range of uses, including both public and private spaces, and they should have diverse facade features, with a clearly defined base, mid-section and crown. An appropriate scaled relationship between lot coverage and block size will maintain the desired character of the district.



**Cascade-Canal District**  
 The design intent for this district preserves and promotes its industrial warehouse character and creates a pedestrian scaled enclave. The design character is typified by 2-5 story, horizontal box-like buildings with flat rooflines. Facades are composed of dominant vertical columns and strong horizontal bands, which divide translucent glass panels.

## Design Districts



# Center City







## Master Plan

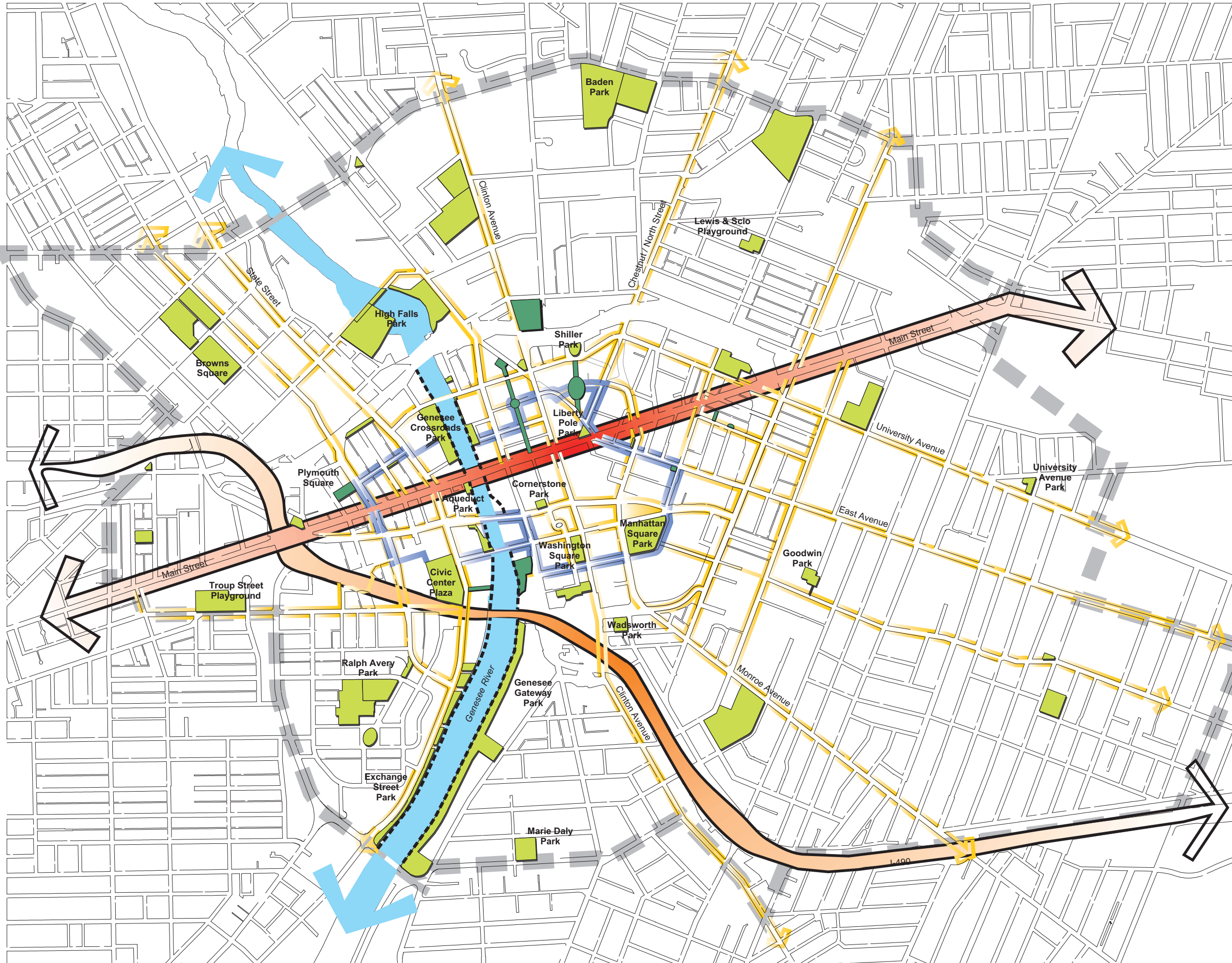
### Legend

#### Transportation Corridors

-  Streets
-  Main Street
-  Interstate 490
-  Genesee River

#### Open Space Corridors

-  Walk Center City Trail
-  River Trail
-  Existing Park/Open Space
-  Proposed Park/Open Space
-  Genesee River
-  Center City Boundary



## Corridors



City of Rochester

Department of Community Development  
Bureau of Planning



## Fundamental Planning and Design Components (Types and Definitions)

As shown in the chart on page 27, many of the Center City Master Plan's urban planning and urban design components relate to and are part of the larger concepts described earlier (neighborhoods, districts and corridors). When taken together, these concepts and components form the basic building blocks, framework or structure upon which all land use and design recommendations within the plan have been made. Each of the planning and design components are described in detail below. Many components are also utilized and further described in the Center City Plan for the Public Realm contained in Section 4 of this document.

### (1) Mixed-Use Development

Mixed-use development provides necessary goods/services to a neighborhood or district within the requisite 1/4 mile (5 minute) walking distance. Mixed-use development has three components; the residential component, the commercial / retail / office / institutional component and the interface or interfaces between the two.

- The residential and commercial / retail / office / institutional components are key features of mixed-use development. They can be self-contained within individual buildings or they can be scattered throughout a mixed-use development district. Usually, residential units are located above commercial, retail or office uses on the ground floor. Uses should be mixed or combined in a fashion that creates the appropriate core or "critical mass" of customers and support services.
- Interfaces are used to control or minimize adverse impacts of mixed use development. Interfaces can be within or between buildings and the street, within or between sites and the street, or within or between blocks in neighborhoods. Elements of the interface include parking areas, loading zones, building entrances, pedestrian circulation routes, etc.

Mixed-use development provides many benefits. It helps to:

- create "urban villages" that can be marketed as new Center City living experiences for certain housing market niches;
- reduce land use isolation and increase the pedestrian-friendly nature or aspect of neighborhoods or districts;
- reinforce the 1/4 mile walking distance radius and provide necessary amenities and shopping/services to a neighborhood or district within that radius;
- create interesting, active streetscapes by taking advantage of its proximity to the street and to residences;
- express architectural styles and details in line with appropriate themes and historic interpretations within the neighborhood or district; and,
- take advantage of the concept of shared, off-site or remote parking.

Development of the "mixed-use" planning component within Center City Rochester is illustrated in the map on page 28.

### (2) Residential Development

Residential development provides housing choice through a variety or mixture of housing styles, designs, prices and sizes. Residential development has three components; the house or residence itself, the yard and the relationship of these to the street (interfaces).

- Residences relate directly to the street, provide a sense of safety and security along the street and include amenities such as gardens, porches, patios and/or private open space. Residences are designed to express neighborhood or district design themes that are developed, extracted or interpreted from predominant architectural styles or characteristics in the area. Residences are designed to express or interpret existing historical themes within a neighborhood or district, as much as possible.
- Yards provide personal outdoor private space as well as opportunities for interaction with neighbors.
- Interfaces of the residence with the street are designed to be as seamless as possible and easy to identify from the street, encourage safety and community interaction and express architectural styling and character.

Residential development is incorporated into the fabric of a neighborhood through urban village design and land use planning principles/techniques including utilizing mixed-use development concepts, ensuring ease of pedestrian movement and providing ample public open space. Residential development is designed to accommodate the automobile but does not cater to it nor allow the automobile to dominate. Garages are relatively small and obscure when viewed from the street.

Development of the "residential" planning component within Center City Rochester is illustrated in the map on page 28.

### (3) Open Space

Open space is a key organizing feature, element or system within Center City and overlaps with the pedestrian circulation system. It has three components: venues, linkages and information. It can be part of the public realm, the private realm or both. It permeates development patterns on a macro as well as micro-scale, seeks to better relate buildings and land uses to each other and to the street, allows people to meet one another and better relate to each other at different levels and in different types of groups, provides opportunities for connectivity and interaction at various times of the day, week and year and protects significant environmental and aesthetic features. Public plazas / courtyards are utilized within private development throughout Center City as part of the system; fountains, sculptures and public art are utilized within public development throughout Center City as part of the system.

- Venues are the sites (parks, green space, open space, playgrounds) to be enjoyed by the public. Major venues are significant, formal public urban park spaces (one in each Center City quadrant) that provide public meeting space and activity zones that tie together neighborhoods and districts. Minor venues includes vest pocket parks, neighborhood parks, plazas and miscellaneous green space that tie together individual sites, buildings and blocks.
- Linkages are the connections between venues and may follow the pedestrian circulation network.
- Information includes signage/mapping which conveys to the public how to locate and “experience” each venue.

Development of the “open space” planning component within Center City Rochester is illustrated in the Plan for the Public Realm in Section 4.

#### (4) Pedestrian Circulation

Pedestrian circulation within Center City is a system with three components: linkages, interfaces and information. It connects destinations, public venues, transportation centers/nodes and open space. It provides a principal form of movement into, through and within Center City in a manner which enhances street activity and ambience. The system includes streets, boulevards, trails, paths, walkways, skyways, bridges and alleyways. The system is 3-dimensional (makes connections to the skyway system / second level walkways / below ground walkways) and uses the river as the main north-south access and Main Street as the principal east/west axis.

- Linkages provide access to key Center City destinations and access through Center City to surrounding neighborhoods. Linkages can be primary or secondary and are linear connector features that direct the flow of pedestrian traffic. Their function is to create connections between neighborhoods, district, venues, destinations, etc.
- Interfaces are the transitions from the circulation system into/through buildings and/or sites and are particularly important at intersections. Interfaces include plazas, courtyards, entrances, access points, elevators/escalators, ramps, foyers, gallerias, etc.
- Information includes the signage or mapping which conveys to the public how to get around.

Development of the “pedestrian circulation” planning component within Center City Rochester is illustrated in the Plan for the Public Realm in Section 4.

#### (5) Streets

Streets are pedestrian, vehicular and mass-transit travel corridors that connect venues, amenities, shopping/services, residences, neighborhoods, districts and other land uses into a larger, cohesive entity called “Center City”. Streets can be either primary or secondary in nature (depending on their function) and can include arterials, collectors, enclave streets and alleys. Streets include the transportation corridor itself (oriented to pedestrians, vehicles, buses or any combination) as well as access points called interfaces.

- The transportation corridor can be neighborhood-oriented, collector in nature, minor or major arterials or even limited-access expressways depending on the amount and types of traffic that use them. It can also be primary (balanced street) and secondary (vehicular oriented) in nature. It should be laid out in the traditional street-grid pattern as much as possible to provide efficient movement, recognizable landmarks to pedestrians and other travelers and a sense of neighborhood continuity and structure. It can include intersections where two or more streets cross or come together and where there are opportunities to develop/enhance building/street interfaces and increase pedestrian activity and visibility.
- Interfaces are the access points along the transportation corridor that tie buildings and streets or sites/venues and streets together. Interfaces help provide pedestrian access/movement, transitional spaces and activity zones and are critical to establishing healthy, vibrant and accessible streetscape environments.

Development of the “streets” planning component within Center City Rochester is illustrated in the Plan for the Public Realm in Section 4.

#### (6) Boulevards

Boulevards are wide, pedestrian-friendly urban streets that include wide sidewalks, wide and tree-lined medians, special landscaping and streetscape treatments as well as on-street parking. They are balanced in terms of use and function and create a more relaxed, less conflicted transportation corridor. They often serve to tie together larger or broader neighborhoods, areas or districts. Boulevards have higher levels of streetscape amenities and design features/elements that are intended to create an attractive, value-added real estate, traffic and pedestrian environment. Boulevards can be “district organizing” or “edge defining” elements.

Streets/boulevards convey important information to travelers through signage (directional, informational and interpretive/historic); convey neighborhood and district design themes and boundaries; and, provide the primary mechanism for the movement of goods and people into and through Center City and for connecting neighborhoods and districts to each other, both within Center City and across the boundary into surrounding neighborhoods.

Development of the “boulevards” planning component within Center City Rochester is illustrated in the Plan for the Public Realm in Section 4.

#### (7) Gateways

Gateways corridors are streets or boulevards that provide primary access or ceremonial entryways into and through Center City from surrounding neighborhoods or outlying areas. Gateway corridors have three components: streetscape design elements, land use / site plan elements and theme/image.



- Streetscape design elements and land use / site plan elements are interpreted through an appropriate theme/image within the public and private realm that conveys a sense of entry to and arrival at Center City on each gateway corridor. As one approaches Center City on a gateway corridor, streetscape design elements increase in visibility and formality, buildings and land uses become relatively more dense, more related and physically close to the street and interfaces become more frequent, visible and formalized.

Gateway corridors can be vehicular or pedestrian oriented, or both. Gateway corridors embrace scenic views and vistas of Center City, include a higher level of streetscape amenities (such as landscaping, street furniture, public art and pavement treatments), convey significance, ceremony and formality to the public, create a sense of arrival and define an entryway experience through transitional land use patterns and design elements. Gateway corridors express an entryway experience and sense of arrival through thematic design elements within the public realm such as street trees, pavement treatments, signage, color and lighting, public art and sculpture, historic interpretation, etc. Gateway corridors express an entryway experience and sense of arrival through transitional land use planning that recognizes increasing density and formality as one approaches the Center City and increasing relationships of buildings and sites to the street itself.

Development of the “gateways” planning component within Center City Rochester is illustrated in the Plan for the Public Realm in Section 4.

#### (8) Multi-Modal System

A multi-modal transportation system is critical to the success of Center City. It includes three components: transportation modes (cars, buses, trains, etc.), transportation routes or corridors (streets, expressways, trails, rail lines, the river, etc.) and transfer points or connection nodes that allow people to move freely from one form or mode to another.

A multi-modal transportation system is seamless, coordinated and integrated. It allows “choice” and ease of access and includes all elements of movement: pedestrian, vehicular, mass-transit, bicycle, air and water. It includes transit centers or nodes where different transportation modes come together and inter-relate and where mode transfers or changes are made. The system may include a multi-modal transit center that is centrally located and preferably at or near a location that can provide easy access or connections to all forms of transportation including rail and air. The system ties together or links major high-density parking areas (lots and garages) to other modes of transportation in order to provide choice and freedom of movement throughout Center City. The system links expressways to parking garages that in turn, are linked to multi-modal transit nodes or transfer points as well as to major pedestrian circulation routes. The system may include a Center City bus shuttle that includes stops inside and outside of the core area.

Development of the “multi-modal” planning component within Center City Rochester is illustrated in the map on page 29.

#### (9) Main Street

A “Main Street” is the central “spine” and dominant physical feature of most cities. It brings people together to live, work and shop and to enjoy a variety of cultural and recreational activities. It serves as a major venue for people to meet and interact. Main Street typically functions as a primary transportation and circulation corridor with three main components: higher-density, mixed-use development, a thematic streetscape environment (that includes critical intersections) and relatively larger volumes of pedestrian and vehicular traffic. It can also act as a gateway or transitional corridor from less-dense residential or more suburban-style development to more intense, mixed-use and urban style development. Main Street can contain land uses and development areas or zones that are block/local, neighborhood or regional in character, scope and impact. Main Street provides critical pedestrian connections to other areas of Center City as well as a focal point and area of “critical mass” for retail, dining and entertainment venues. It should be envisioned as a typical village Main Street, with opportunities for a variety of mixed-use development and activities.

Development of the “Main Street” planning component within Center City Rochester is illustrated in the map on page 30.

#### (10) Parking

Parking is a necessary but secondary or ancillary land use within urban areas. It is developed within the context of specific design standards and protections relative to adjoining land uses. Parking provides obvious accessibility via the automobile for residential, commercial, institutional and mixed-use development as well as for open space and recreational land uses. Parking (either surface or garage) is developed in a manner which does not draw attention to it and minimizes its visual impacts.

Surface parking lots and access points are not developed along principal streets or boulevards or at major intersections without significant landscaping/buffering. Surface parking is primarily developed behind buildings. Parking garages provide higher-density parking facilities and are strategically located within a 5 or 10-minute walking radius to serve major development areas or significant clusters of buildings. Enclosed or second-level walkway systems are used to connect parking garages with those areas. Lots and garages are located to take advantage of and enhance primary pedestrian circulation routes. Shared parking and remote parking facilities connected via public walkways and/or bus shuttle systems should be considered as alternatives to typical parking lot design.

Development of the “parking” planning component within Center City Rochester is illustrated in the map on page 31.

#### (11) Design Controls

Design Controls are the mechanism whereby image and sense of place (architectural features, aesthetic characteristics, land use features and neighborhood uniqueness) are developed, established, maintained and controlled. Design controls are applied to the public as well as private realm. Design

controls establish and articulate a design vision within a defined or identifiable area, establish a relative level of design continuity or consistency within that area and allow design flexibility and interpretation within established guidelines or limits. Design controls relate directly to the identification and interpretation of design districts. Design principals, standards and guidelines should be used, as appropriate design controls within a city's zoning ordinance, to articulate a desired design vision or theme for a neighborhood or district.

- Design principals are broad or generalized statements of design vision, theme or intent that are intended to serve as a framework for more specific design standards and as a flexible, interpretive guide in decision-making within a design review process.
- Design standards are specific regulations or measurable criteria that control the details of design such as size (height, width and depth), fenestration, ornamentation, color, style, accessibility, lighting and materials.
- Design guidelines are additional design statements that serve as suggestions or recommendations to guide the design process and the ultimate design solution but are not enforced as strict standards or requirements. Design guidelines can typically be used to allow flexibility in the interpretation of design visions or themes for a given area.

#### (12) Interfaces

Interfaces are the access points along a transportation corridor or circulation system that tie buildings, sites and venues together with streets. Interfaces provide pedestrian access/movement and help to define transitional spaces and activity zones. They are critical to establishing healthy, vibrant streetscape environments. Interfaces act as transitions from the pedestrian circulation system into and through buildings and/or sites and are particularly important at intersections. Interfaces can include plazas, courtyards, entrances, lobbies, elevators/escalators, foyers and galleries. Interfaces should be as seamless as possible and easy to identify from the street. They should encourage safety, accessibility and interaction and express architectural style and character.

#### (13) Linkages

Linkages create key connections between neighborhoods, districts, buildings, destinations and venues and may follow or utilize the larger pedestrian circulation system or network. Linkages reduce the barrier effect” of some man-made and natural features within Center City. They provide access to key Center City destinations as well as access through Center City to surrounding neighborhoods. Linkages can be primary or secondary and are linear connector features that direct the flow of pedestrian traffic. Linkages should be designed to be safe, visible, inviting and efficient.

#### (14) Views/Vistas

Views and vistas are important visual and aesthetic components of Center City. They contribute to the overall impression and ambience of the city that is experienced by residents and visitors. Scenic

views typically involve important and/or unique man-made or natural features that can be seen or experienced from at least one significant vantage point. Scenic views are expansive in nature and usually involve a “viewshed” that needs to be protected from visual clutter and from buildings or structures that obscure the view itself. Scenic vistas are typically linear in nature and, therefore, more narrowly focused. They provide visual access for pedestrians and motorists along streets or other “corridors” to significant buildings or structures, public art or other special features of the landscape.

Development of the “views and vistas” planning component within Center City Rochester is illustrated in the map on page 31.

#### (15) Shopping/Services

Shopping and services are essential components or amenities of neighborhoods and districts within Center City. Shopping (such as drug, grocery, hardware, clothing and book stores) and services (such as laundromats, barber shops, medical offices and restaurants) are necessities of modern daily life and should be located within relatively easy walking distance of residential areas within urban areas. Shopping and services can be clustered at intersections or nodes, located along commercial strips or corridors or scattered throughout neighborhoods and districts as part of a mixed-use development pattern. As shopping and services become more concentrated in areas in a way that encourages and promotes walking as a means of access and discourages driving, an “urban village” character can develop and take hold and can actually enhance the overall quality of life within the neighborhood.

The chart on page 27 illustrates how the Center City Master Plan’s urban planning and urban design components relate to and are part of the larger concepts described earlier (neighborhoods, districts and corridors). When taken together, these concepts and components form the basic building blocks, framework or structure upon which all land use and design recommendations within the plan have been made. The chart describes whether or not each of the three concepts relates to a “public realm” or “private realm” function and whether or not individual components relate to that particular concept.

All of the urban planning/design concepts and components listed above have been synthesized into a series of specific project recommendations that are illustrated on the Core Schematic Plan on page 59 and further detailed by subarea on pages 60-75. As noted earlier, many of the planning/design components are also utilized and further described in the Center City Plan for the Public Realm contained in Section 4 of this document.



## Fundamental Center City Planning and Design Concepts / Components Relationship Matrix

Planning / Design Concepts	Form		Planning / Design Components														
	Public Realm	Private Realm	Mixed Use	Residential	Open Space	Pedestrian Circulation	Streets	Boulevards	Gateways	Multi-Modal	Main Street	Parking	Design Controls	Interfaces	Linkages	Views / Vistas	Shopping / Services
<b>Neighborhoods</b> (compact, intimate pedestrian-friendly areas)																	
- residential neighborhoods (Type 1)	■	■		✓	✓	✓	✓	✓		✓		✓	✓	✓		✓	✓
- mixed use neighborhoods (Type 2)	■	■	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓		✓	✓
<b>Districts</b> (larger areas that emphasize a single, dominant use and/or unique theme/sense of place)																	
- functional (Type 1)	■	■	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓		✓	✓
- design (Type 2)	■	■					✓	✓	✓		✓		✓	✓		✓	
<b>Corridors</b> (local or regional connectors of neighborhoods and districts)																	
- transportation (Type 1)	■				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
- open space (Type 2)	■				✓	✓		✓				✓	✓	✓	✓		




Components contained within the Plan for the Public Realm (see Section 4)				✗	✗	✗	✗	✗		✗		✗	✗	✗	✗		
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# Center City






## Master Plan

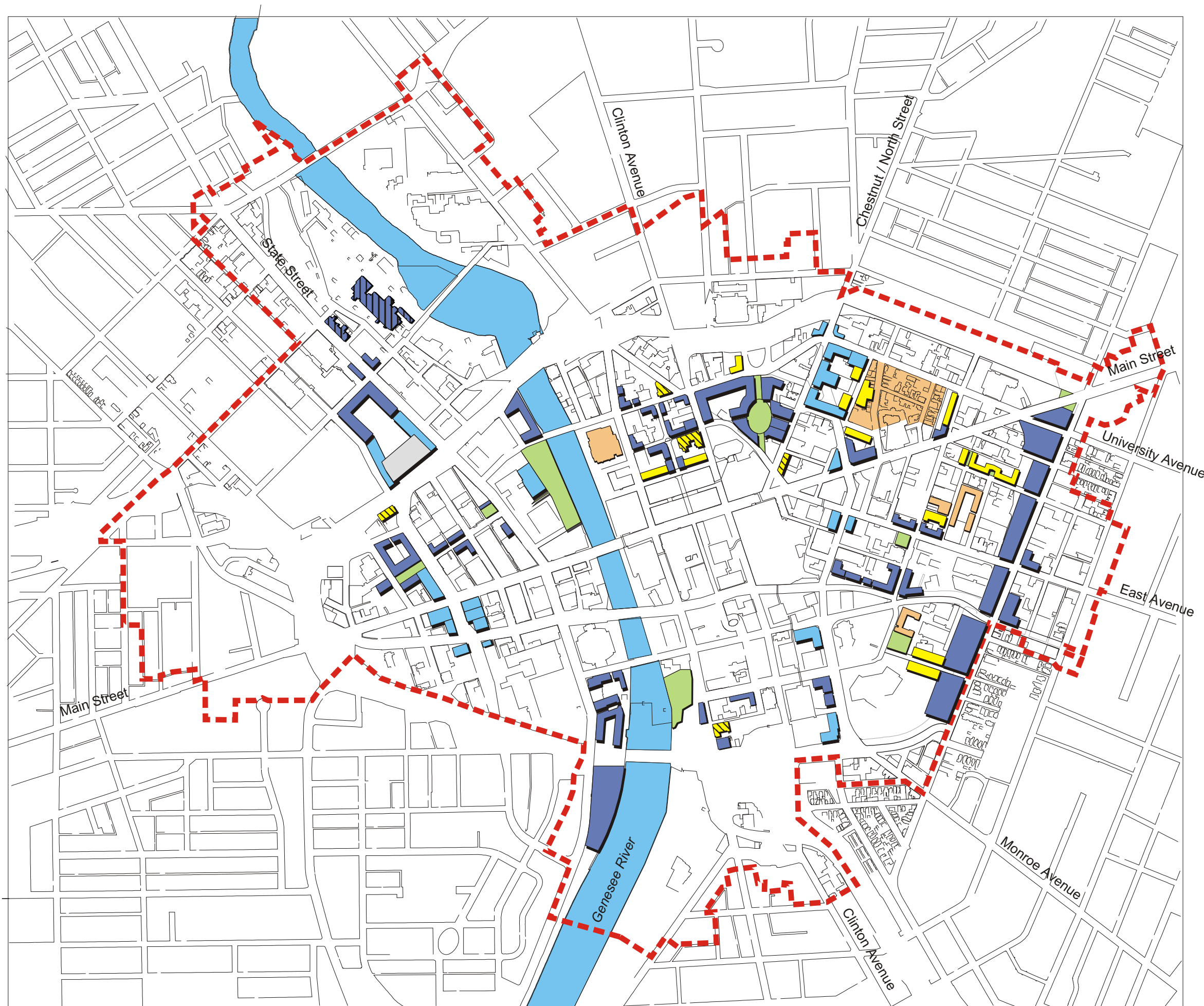
### Legend

#### Residential Development

-  Existing
-  Proposed New Construction
-  Proposed Conversion

#### Mixed Use Development

-  Existing Building with Rehabilitation Potential
-  Proposed New Construction With A Substantial Residential Component
-  Proposed Other New Construction
-  Proposed Park/Square
-  Core Center City Boundary










### Residential & Mixed Use Development Opportunities

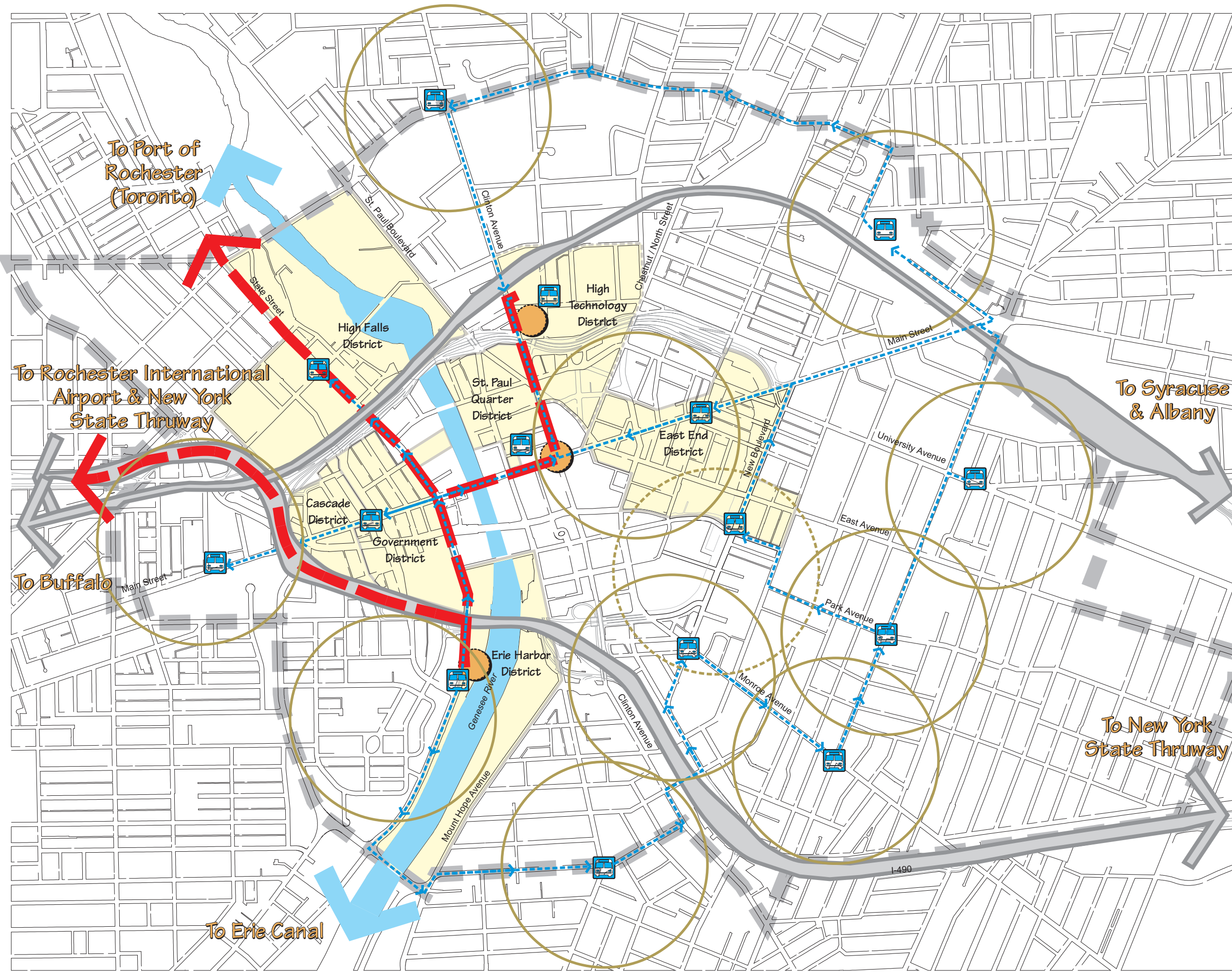


# Center City

## Master Plan

### Legend

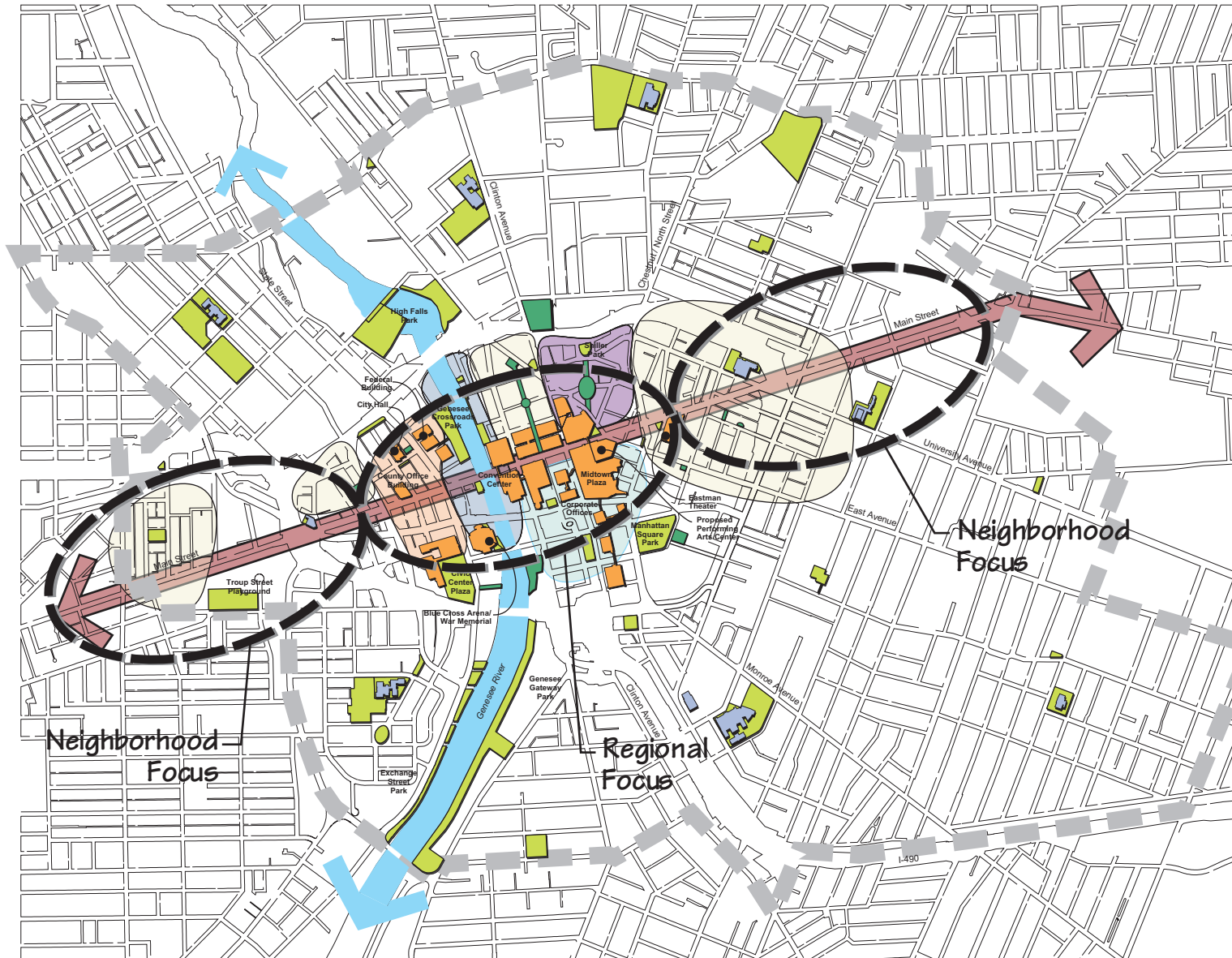
-  Shuttle Connection Between Regional Transportation Facilities
-  Significant Transportation Infrastructure
-  Regional Transportation Facilities
-  Neighborhood/District Shuttle Stop  
Connects residents to Regional Transportation Facilities.
-  Neighborhood Pedestrian Shed  
5 minute walk/one-quarter mile radius
-  Functional District
-  Center City Boundary



## Multi-Modal Opportunities



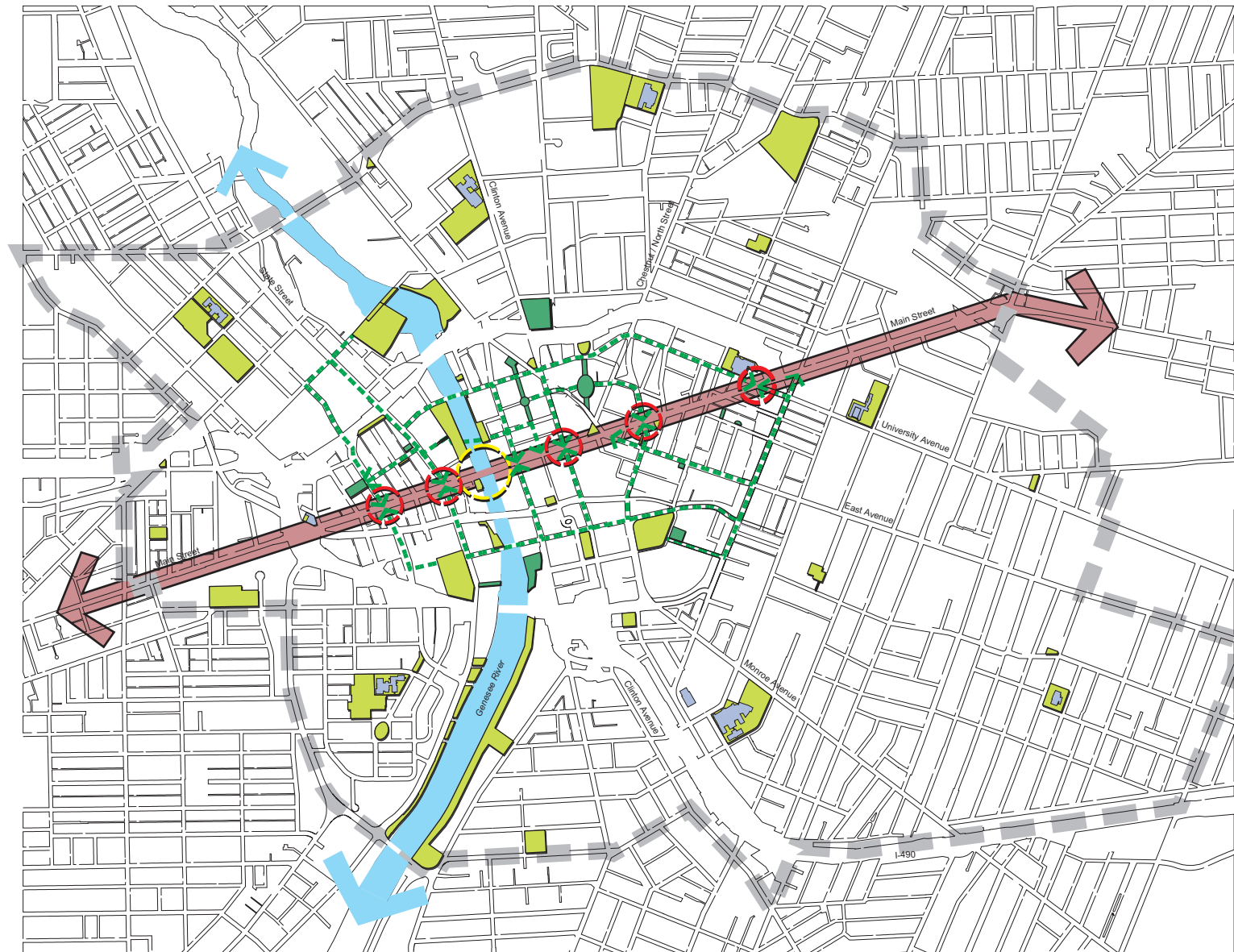
## Regional & Neighborhood Focus Areas



### Legend

- Neighborhood Mixed Use
- Office Mixed Use
- Government Mixed Use
- New Direction Focus Area
- Waterfront Mixed Use
- Existing Park/School Campus
- Existing School Building
- Proposed Park/Square
- Center City Boundary

## Pedestrian Connections



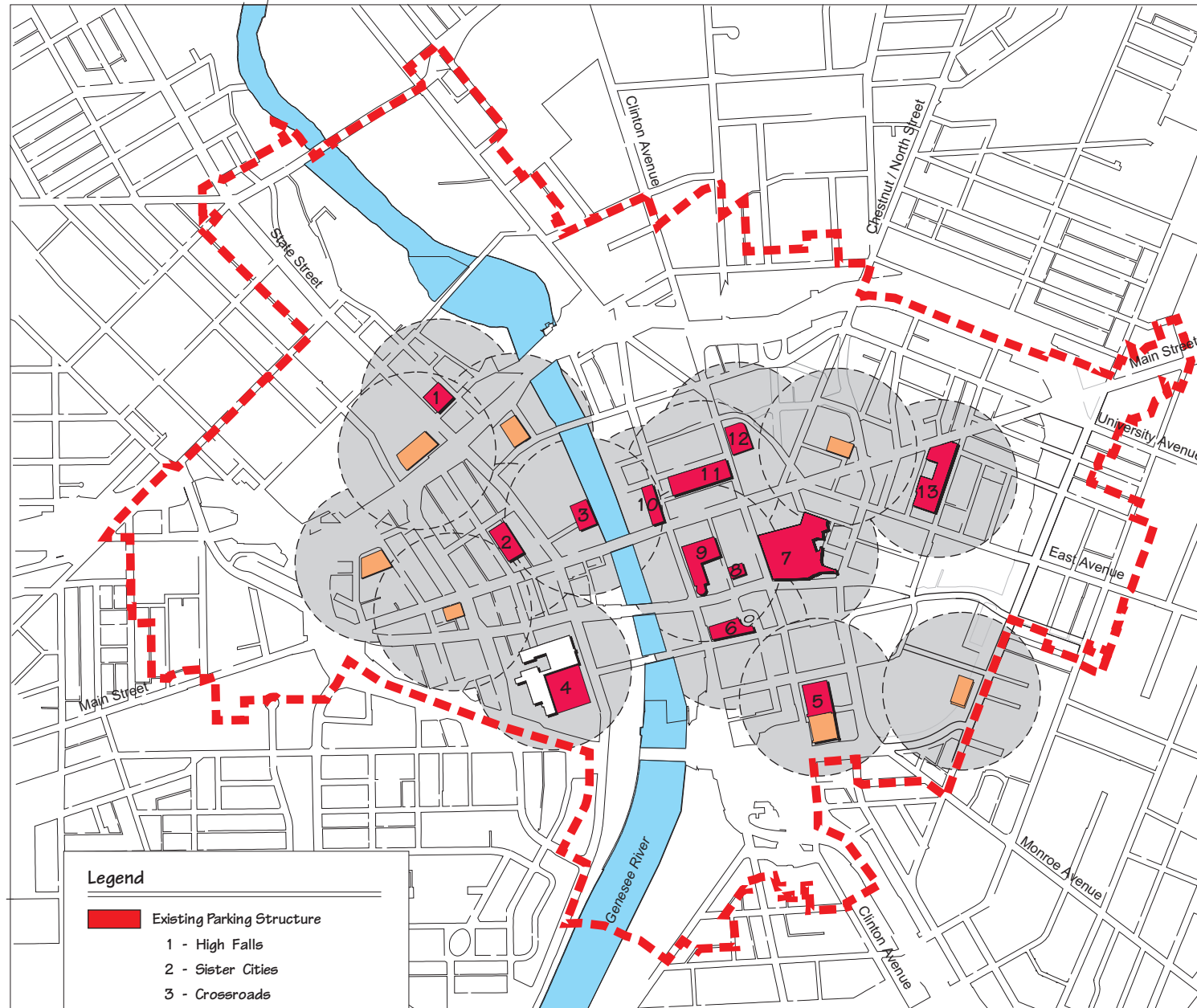
### Legend

- Pedestrian Connections
- Critical Intersections
- Existing Park/School Campus
- Existing School Building
- Proposed Park/Square
- Center City Boundary

## Main Street

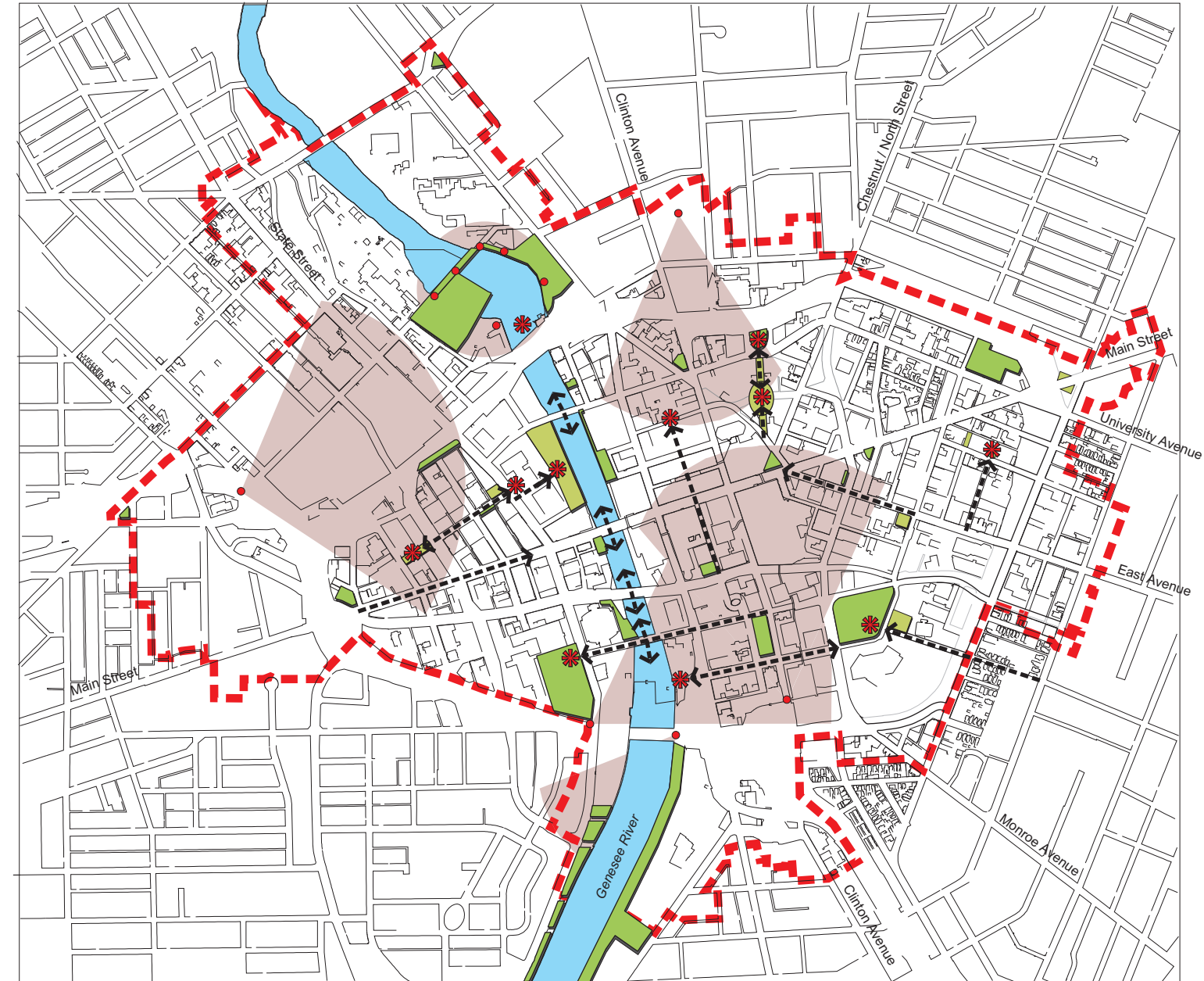


## Parking Structures



- Legend**
- Existing Parking Structure
    - 1 - High Falls
    - 2 - Sister Cities
    - 3 - Crossroads
    - 4 - Civic Center
    - 5 - Washington Square
    - 6 - Court Street
    - 7 - Midtown
    - 8 - Clinton Square
    - 9 - South Avenue/Stone Street
    - 10 - Sheraton
    - 11 - Mortimer Street
    - 12 - Clinton Avenue
    - 13 - East End
  - Potential Parking Structure
  - Parking Structure Pedestrian Shed (2.5 minute walk/eighth mile radius)
  - Core Center City Boundary

## Significant Views & Vistas



- Legend**
- Skyline View (Views extend much further than depicted on the map)
  - Point of View
  - Vista
  - Special Feature
  - Existing Park/Square
  - Proposed Park/Square
  - Core Center City Boundary

## Parking Structures & Views/Vistas

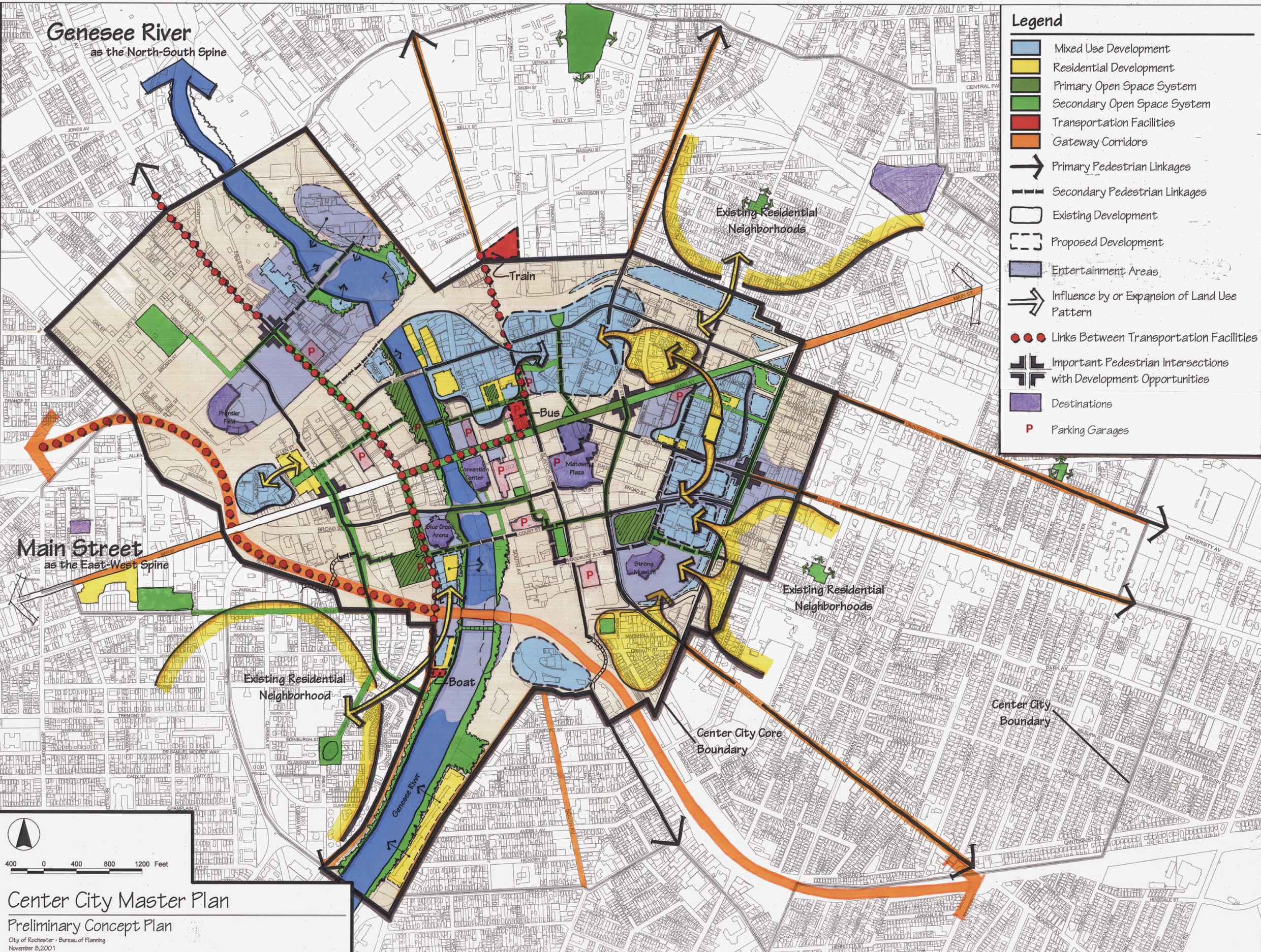
## Center City Concept Plan

The drawing on the following page illustrates a conceptual master plan for the development of Center City. It is based on an inventory and analysis of current plans, studies, reports and projects, a series of assumptions, opportunities and challenges, as well as a set of development objectives and design principles and important urban planning and design concepts/components. The plan depicts broad concepts, influences, relationships and connections. It illustrates generalized recommendations for the long-term development of Center City and sets the groundwork for a more detailed schematic master plan that is presented, along with project-specific recommendations, in Section 5 of this document. The concept plan establishes the broad design and planning framework within which the more specific recommendations of the schematic plan were developed. The concept plan is illustrative and is not meant to show the only development future or scenario that is possible or desired for Center City. It represents a variety of potential development options integrated into a single vision for Center City.

Major components of the Center City Concept Plan include:

- ✓ development of the Genesee River and Main Street as central spines or axes of Center City;
- ✓ development of a transit center along Main Street;
- ✓ creation/enhancement of key public realm features (parks, trails, connections, open space) throughout Center City;
- ✓ expansion / enhancement of existing residential development along the east side of the Center City Core;
- ✓ development / enhancement of linkages to, through and within the High Falls District;
- ✓ elimination of “barriers” created by the Inner Loop Expressway along the east side of the Center City Core;
- ✓ elimination of other man-made or natural “barriers” within Center City;
- ✓ development of gateways and other critical intersections throughout Center City;
- ✓ development of new land uses and pedestrian connections in the north-central part of the Center City Core;
- ✓ development of an enhanced pedestrian circulation system with new linkages / connections to the Genesee River and to Main Street;
- ✓ enhancement of existing entertainment districts and other functional districts within the Center City Core;
- ✓ creation of new residential areas / mixed-use development in other parts of the Center City Core;
- ✓ development of a “critical mass” of uses/activities in key areas of Center City; and,
- ✓ creation / enhancement of water-oriented or water-dependent entertainment venues and mixed-use development along the Genesee River.





- Legend**
- Mixed Use Development
  - Residential Development
  - Primary Open Space System
  - Secondary Open Space System
  - Transportation Facilities
  - Gateway Corridors
  - Primary Pedestrian Linkages
  - Secondary Pedestrian Linkages
  - Existing Development
  - Proposed Development
  - Entertainment Areas
  - Influence by or Expansion of Land Use Pattern
  - Links Between Transportation Facilities
  - Important Pedestrian Intersections with Development Opportunities
  - Destinations
  - P Parking Garages

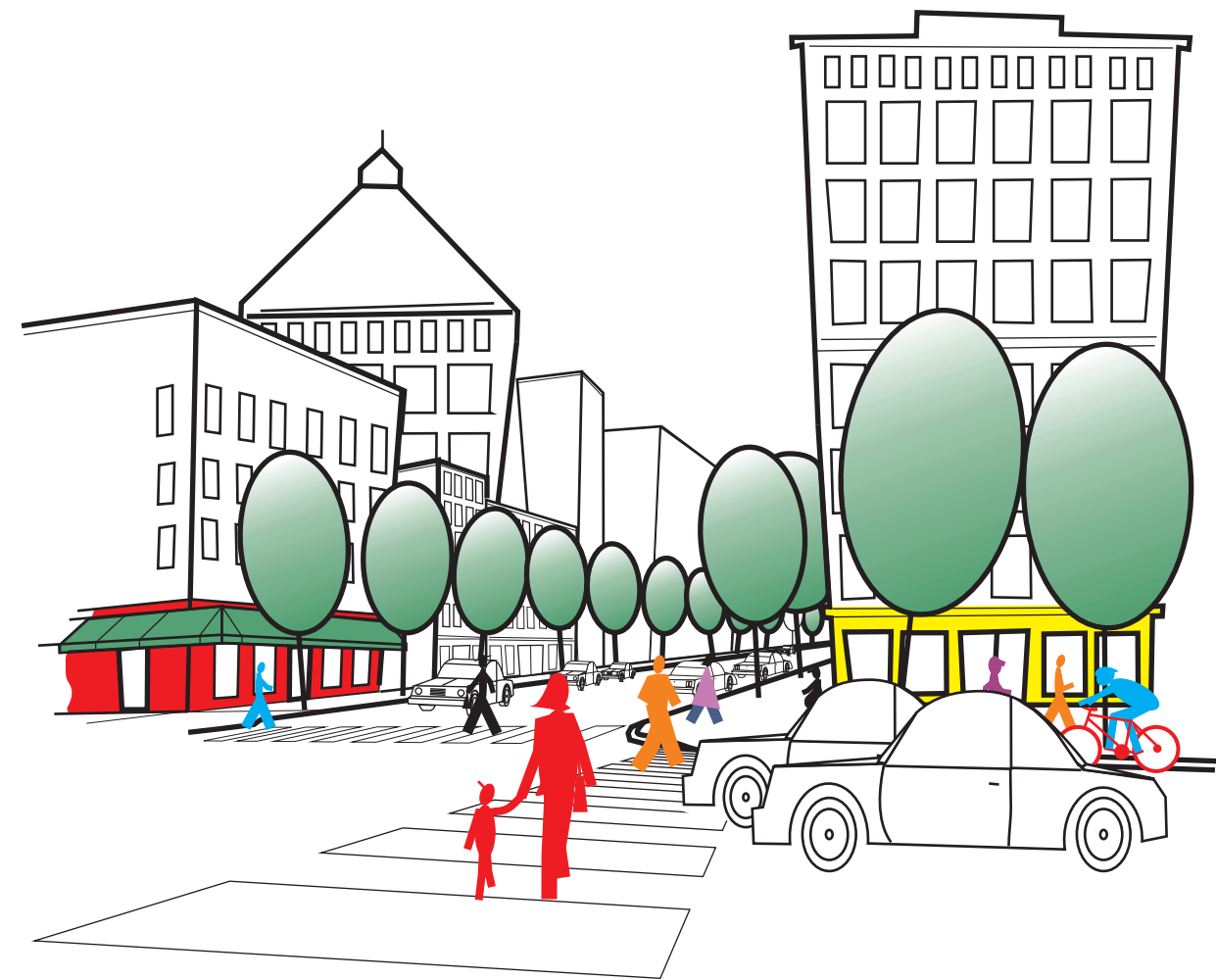
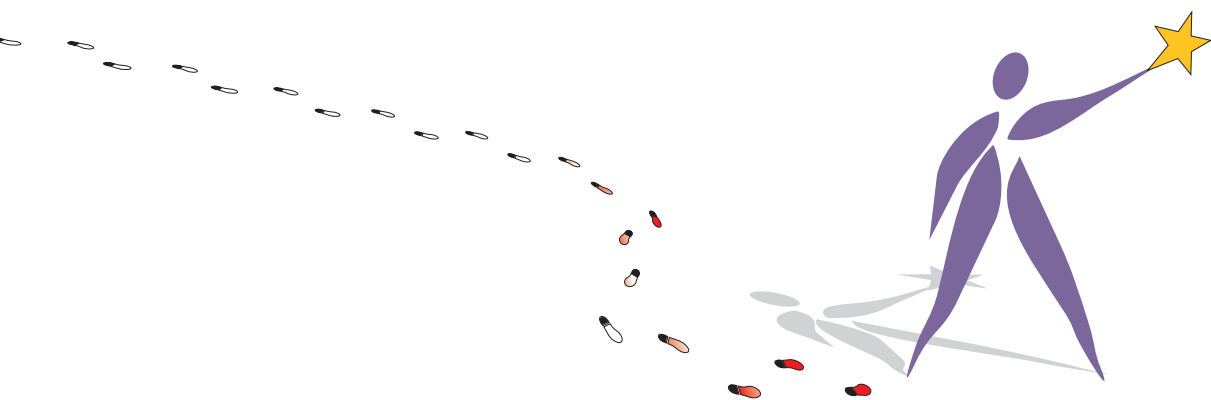
Center City Master Plan  
 Preliminary Concept Plan  
 City of Rochester - Bureau of Planning  
 November 9, 2001

## Concept Plan



# Section 4

## Plan for the Public Realm





## Introduction: “Great Cities are made from Great Streets”

There is no stronger influence on American urban form today than the pervasive use of the private automobile. The automobile has vastly increased personal mobility and freedom and has enabled a variety of daily activities and experiences that were unthinkable to the average 19th century citizen. The automobile has also fueled the dramatic growth of suburban areas and the increasing problems of urban sprawl in America during the latter half of the 20th century. As auto use has increased, dramatic changes have occurred in the form of American cities. “Walkability”, a cherished quality of pre-World War II neighborhoods, has significantly declined or disappeared completely in many communities across the country.

A walkable community is synonymous with an accessible and liveable community. When people walk many places, including in downtowns, it is an indication that the community is safe, secure, “alive”, comfortable, welcoming, convenient and efficient. When a street has the right dimensions, operations and characteristics and is designed in harmony with its surroundings, urban life emerges on the edges and begins to flourish. A pleasant, inviting tree-lined street ambience is one of many keys to a successful downtown area. The absence of people on streets is a sign of distress or eventual decay.

Cities are places of exchange. Streets are also places of exchange and interaction. When streets are overly wide or fast, only the exchange of goods occurs. Properly designed streets encourage the presence of people. When people populate the street, other forms of exchange occur, such as sharing of culture, friendship, knowledge and ideas.

Streets comprise an overwhelming majority of all public space in most communities such as Rochester but they are more than just ways of getting from one place to another. A well-designed street embraces the symbolic, ceremonial, social and political roles of streets, beyond just those of movement and access. Streets moderate the form, structure and comfort of urban communities. Their sizes and arrangements afford or deny light and shade, focus attention on one or many centers or buildings, at the edges, along a line, or create venues for interpersonal functions and activities that occur nowhere else. If this space is not properly designed, intimacy and interaction between people is stifled.

A proper street environment encourages the free exchange of ideas and good citizenship. People take pride and ownership of a downtown that is interactive, vibrant and lively. Streets provide that vitality. People lose interest in streets and places that are no longer safe or comfortable for walking or that cater to the demands and behaviors of the automobile. All streets benefit from good streetscape design.

Great cities are made from great streets. Successful streets are alive with people that are walking, engaged in conversation and attentive to and interacting with the buildings, trees, plazas and other features of place making. People appear relaxed, off-guard, happy and lingering. Successful streets generate successful stores, restaurants and neighborhoods. Street trees and buildings built to the street give pedestrians a sense of enclosure, security and containment. Multi-story buildings add security with “eyes on the street”. A great street block has a thousand points of detail - architecturally, visually and functionally. Characteristics of great streets include street vendors, street entertainers, outdoor

cafes, kiosks, benches, fountains and neighborhood bulletin boards. They remind us of the historic roots of our downtowns and city centers as market places, public squares and even early outdoor theaters. All streets should be designed to include the following general characteristics:

- ✓ Security
- ✓ Convenience
- ✓ Efficiency
- ✓ Comfort / Accessibility
- ✓ Sense of Welcome / Place

The Center City Master Plan addresses the issues of street function and street design, walkability and pedestrian environments through the development of a specific Plan for the Public Realm. The plan includes a description of generalized street designations and characteristics for all streets within Center City. It also proposes a set of baseline design objectives or design guidelines for each street designation as well as a series of additional design objectives for special pedestrian enhancement areas.

It is proposed that the objectives and guidelines of the Plan for the Public Realm would be used as part of a design review process for public realm projects that would be similar to the one that has been set up, as part of the city’s new zoning ordinance, for the design review of private development projects within Center City. Street classifications, streetscape components, design character objectives and the designation of special enhancement areas within Center City would be used as guidelines to review proposed public projects and to convey to private developers a sense of what can be expected within the public realm in a given area.

The Plan for the Public Realm creates a vision for the future development of great streets and public spaces within Center City that will ensure that Rochester will be recognized as a walkable, liveable community and a “great city”.

### Sources:

“Creating Walkable Communities Seminar” by Walkable Communities, Inc.; sponsored by Genesee Transportation Council, September, 2002

“Designing Streets for Walkability and Safety” from New Urbanism: Comprehensive Report and Best Practices Guide

Great Streets by Allan B. Jacobs, The MIT Press



## Plan Development and Components

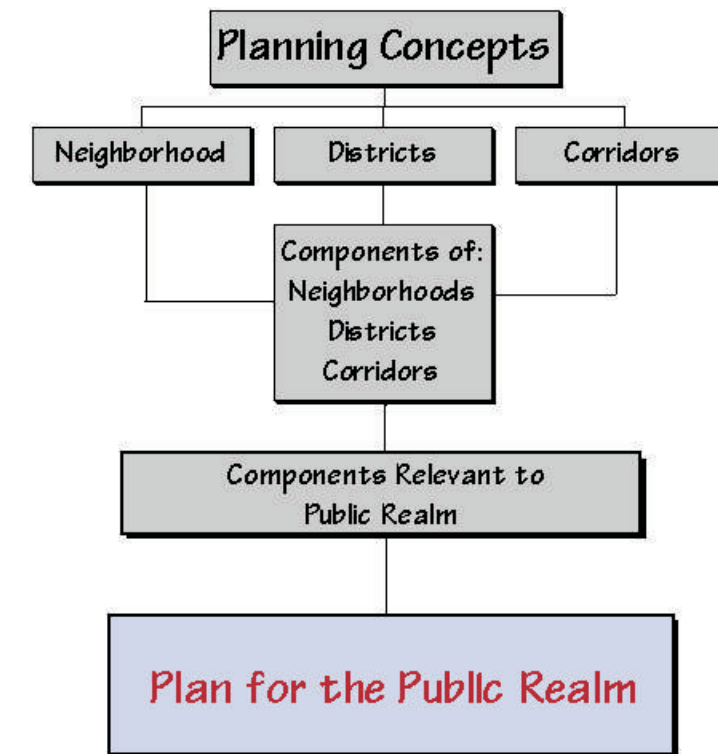
The Center City Master Plan is based on three fundamental urban planning and design concepts: neighborhoods, districts and corridors. As shown in the diagram to the right, each of these concepts can be further broken down into a variety of planning and design components (described in Section 3). Many of these components directly relate to the form and function of the public realm, as opposed to the private realm (see figure to right). The public realm is defined as those areas of Center City under public control or ownership including street rights-of-way (streets, sidewalks and public landscaping/amenities), parks, trails and other open space.

The urban planning and design components which directly relate to the form, function and design of the public realm include open space, pedestrian circulation, streets, boulevards, gateways, Main Street, design controls, interfaces, linkages and views/vistas. The Plan for the Public Realm takes these components and reorganizes them into a series of design characteristics and design objectives regarding street types / classifications, baseline public realm enhancements and special public realm enhancements.

As noted in the introduction, “great cities are made from great streets”. The Center City streetscape and how it functions and is designed are important elements of the Plan for the Public Realm. Proper development of the streetscape and the public amenities that are a part of it are critical to the success of Center City. Specific components of the streetscape that are identified, defined and addressed within the Plan for the Public Realm include the pedestrian zone, the amenity zone, the public realm zone, the street’s enclosure ratio, the tree canopy, bump-outs, crosswalks and curb radius. Each of these components is defined on page 38. Illustrations of these concepts are shown on page 39.

Five specific street designations were developed for Center City as part of the Plan for the Public Realm. These include neighborhood street, district street, city street, Main Street and boulevard and are defined on page 38 and shown on the map on page 39. Design character objectives for each street type are illustrated in the chart on page 40. Design character objectives or guidelines for desired basic streetscape amenities or landscape elements for each primary street type are illustrated in the chart on page 47. All streets within Center City would have this baseline treatment for pedestrian amenities and would, therefore, be pedestrian-friendly and “walkable”.

Public realm special enhancement areas within Center City include pedestrian enhancement areas, gateway enhancement areas, the “Walk Center City” Trail, the Center City Riverwalk, the Genesee Riverway Trail and woonerfs (mixed pedestrian and vehicular “living streets”). Design character objectives for each of these areas are illustrated in the chart on page 48. The map on page 49 illustrates all of the major components of the Plan for the Public Realm including pedestrian and gateway enhancement areas and the “Walk Center City” and Genesee Riverway trails. Together, these components create a city of “great streets”.





## Plan Component Definitions

### Street Designations

- ✓ Neighborhood Street Pedestrian-oriented local street that connects residences and neighborhoods with each other and with district and city streets. The public realm zone is intimately-scaled and expressive. Neighborhood design character and details are highlighted through appropriate streetscape amenities and landscaping.
- ✓ District Street Moderately-scaled connector street that provides vehicular and pedestrian access to and between neighborhood and city streets and to and through neighborhoods and districts. The public realm zone is clearly articulated and provides for continuous pedestrian movement and localized street activities. District design character and details are expressed through appropriate streetscape amenities/landscaping.
- ✓ City Street Principal facility for carrying traffic through and across Center City. City streets connect districts and provide the primary means for entering/exiting Center City. The public realm zone is generous and somewhat formalized and provides for continuous pedestrian movement and significant street activities. The street canopy and enclosure ratio provide a sense of safety, relatedness and containment. Design character and details are expressed through appropriate streetscape amenities and landscaping.
- ✓ Main Street Principal “ceremonial” route through Center City that facilitates traffic movement while making businesses attractive and convenient to pedestrians and vehicles through a significant public realm zone. Main street functions as a retail “marketplace” where cars and pedestrians have relatively equal status. Main street traffic moves relatively slowly and allows motorists a visible connection with stores, sidewalks and parking. The public realm zone is generous and formalized and provides for continuous pedestrian movement and significant street activities. The street canopy and enclosure ratio provide a sense of safety, relatedness and containment. Main Street design character and details are unique and expressed through appropriate streetscape amenities and landscaping.
- ✓ Boulevard Wider, pedestrian-oriented street with landscaped center median and broad sidewalks that facilitates traffic movement while making businesses attractive and convenient to pedestrians and vehicles through a significant public realm zone. A boulevard links or connects districts to each other within Center City or to areas outside of Center City. The public realm zone is generous, formalized and highly landscaped and provides for continuous pedestrian movement and significant street activities. The street canopy and enclosure ratio provide a sense of safety, relatedness and containment. Design character and details are expressed through appropriate streetscape amenities and landscaping.

### Street Designation

Design Character Objectives Guidelines for physical design characteristics of each primary street type (neighborhood, district, city, main and boulevard).

### Baseline

Design Character Objectives Guidelines for desired basic streetscape amenities or landscape elements for each primary street type.

### Special Enhancement Area

Design Character Objectives Guidelines for desired additional streetscape amenities or landscape elements within special pedestrian enhancement areas.

### Public Realm

#### Special Enhancement Areas

- ✓ Pedestrian Enhancement Area “Destination” streets that generate (because of the nature of their existing/proposed buildings, attractions and land uses) large amounts of pedestrian and visitor traffic and activity and, therefore, deserve enhanced pedestrian amenities and streetscape design details.
- ✓ Gateway Enhancement Area Transition area or corridor associated with principal or significant transportation gateway (vehicular, pedestrian or other) that announces entry into Center City.
- ✓ “Walk Center City” Trail Public, circular walking trail or loop within the heart of Center City that connects key public open space, parks, buildings, development sites and other public venues to Main Street and the Genesee River.
- ✓ Center City Riverwalk Public, linear trail system along both sides of the Genesee River between Corn Hill and High Falls that provides direct public access to the river and connects adjacent buildings and land uses to the river through an enhanced level of specific design elements or amenities (plazas, courtyards, benches, open spaces, etc.). The Center City Riverwalk is actually a subset or portion of the larger Genesee Riverway Trail and is promoted as a unique Center City riverfront venue with special festivals, events, etc.
- ✓ Genesee Riverway Trail Public trail system into and through Center City that provides access to Genesee River as well as other significant buildings and public venues.
- ✓ Woonerf / Chicane “Living street”; wider pedestrian access way that allows limited/restricted vehicular access and severely controlled vehicular speeds; can be serpentine in design and includes enhanced pavement treatments and streetscape amenities.

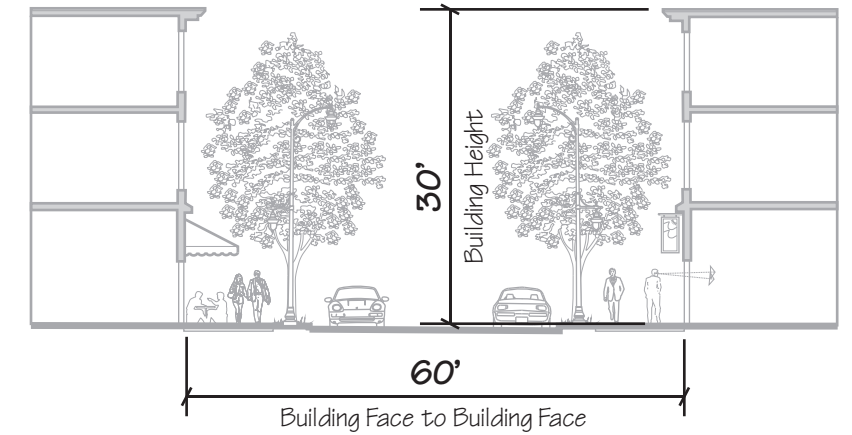
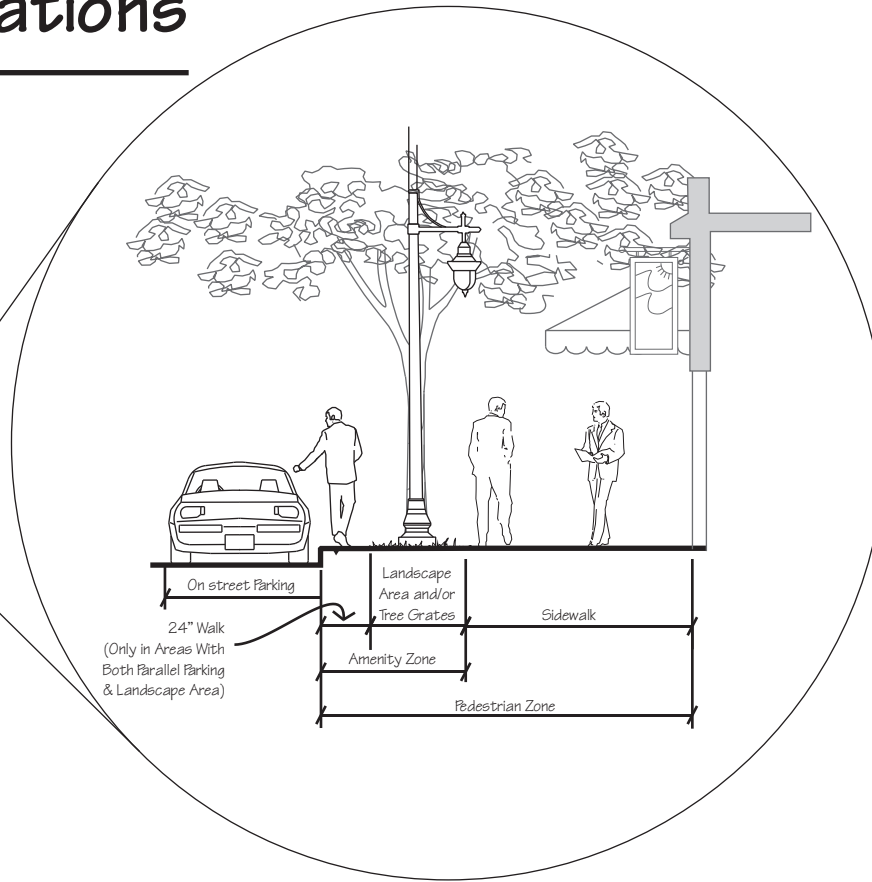
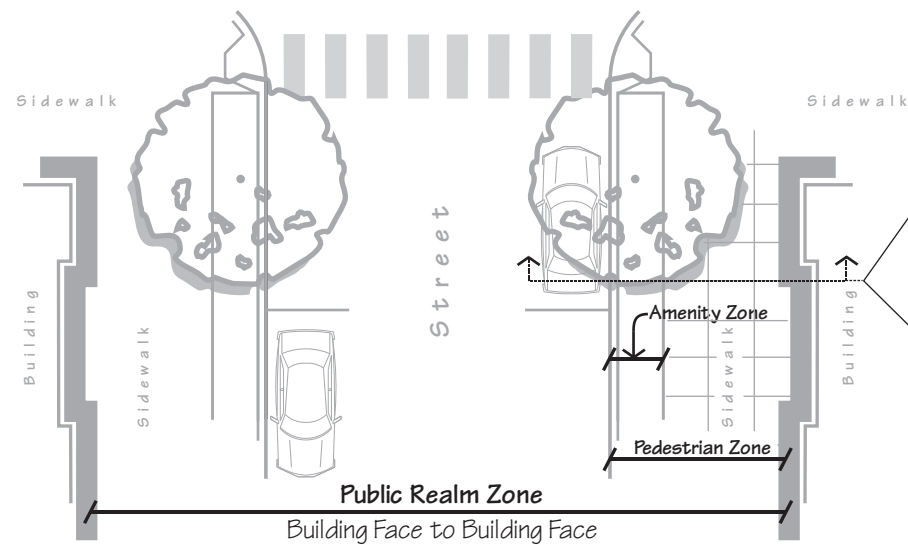
#### Streetscape Components

- ✓ Pedestrian Zone Area between street curb and building face or building front that contains sidewalk, street trees, landscaping and other pedestrian amenities.
- ✓ Amenity Zone Area between street curb and edge of sidewalk that contains landscaping, street trees and access areas for on-street parking.
- ✓ Public Realm Zone Area between building faces along both sides of a street.
- ✓ Enclosure Ratio Ratio of building height to street width (building face to building face).
- ✓ Tree Canopy Public open space framed by the lowest branches of street trees that creates a sense of enclosure or containment for pedestrians and for street activities.
- ✓ Bump-out A curb extension; provides for recessed, on-street, parallel parking and reduces pedestrian crossing distances at crosswalks
- ✓ Curb Radius Connecting arc between two perpendicular curb lines at a street intersection
- ✓ Crosswalks Marked safety zone on street utilized by pedestrians to cross streets at intersections or between blocks; motorists must yield to pedestrians within crosswalks
- ✓ Crossing Distance At an intersection, the distance between two curb lines that must be crossed by pedestrians

Illustrations of the streetscape components listed above are shown on the following page. Cross-sections for each street type proposed in the Plan for the Public Realm are illustrated in the diagrams on pages 42-46.



# Streetscape Component Illustrations



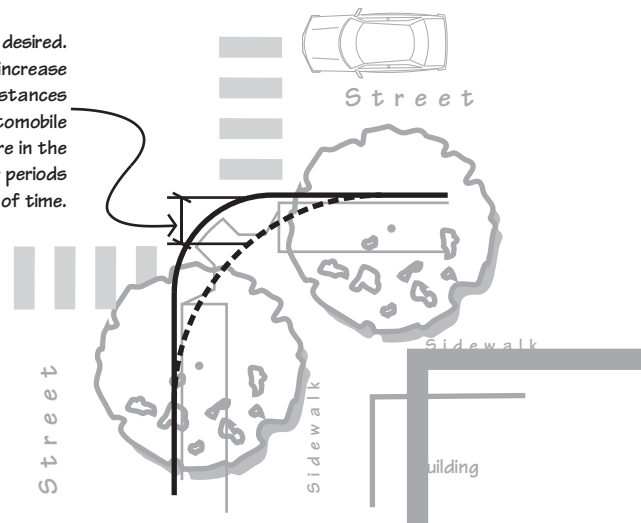
## Street Enclosure

A ratio less than 1:2.5 (Height to Width) is ideal

1-2.5

## Streetscape Zones

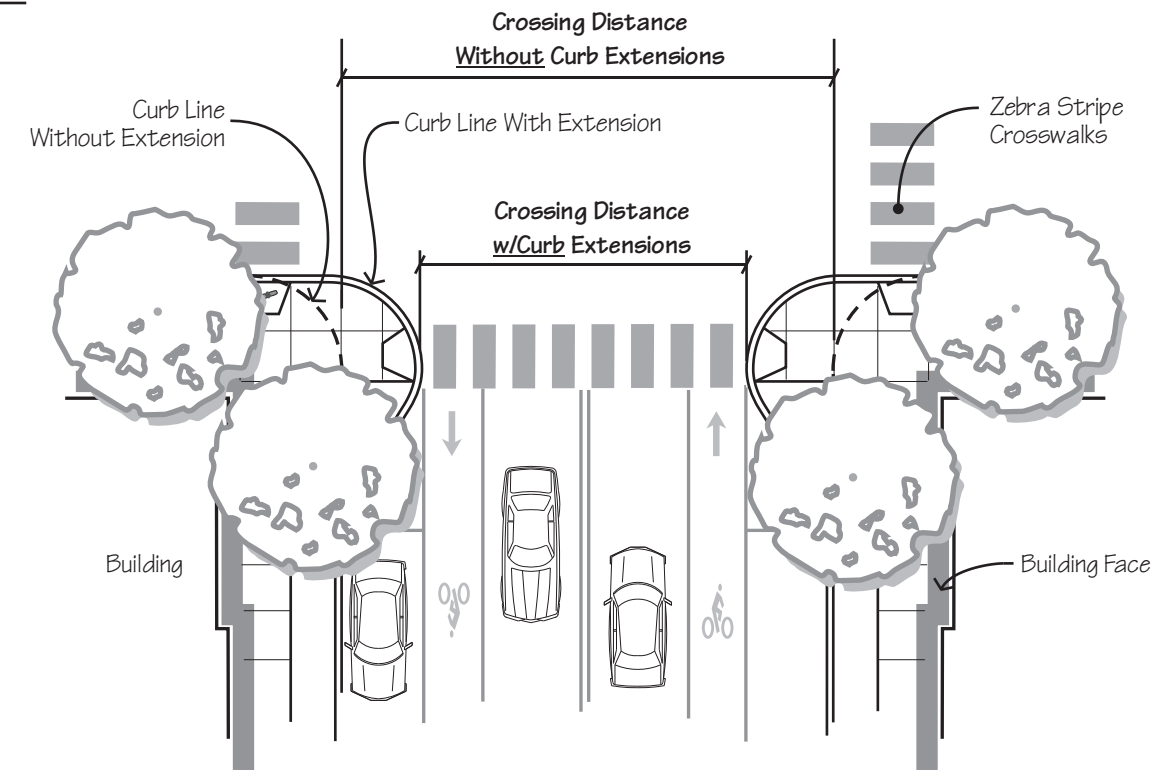
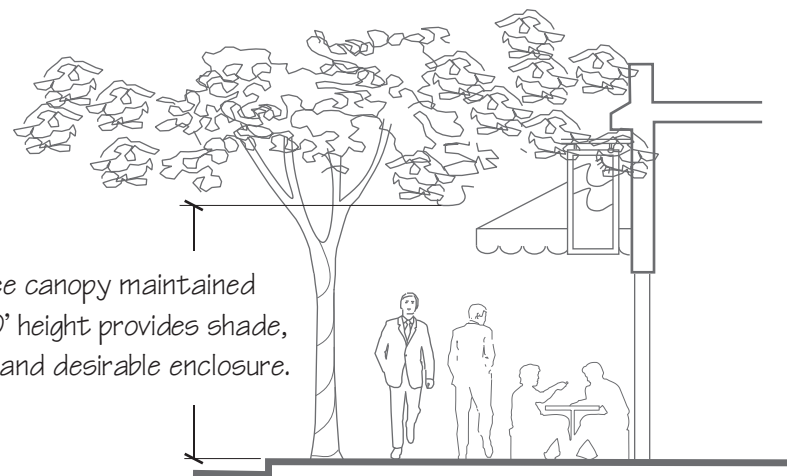
Small curb radii are desired. Large curb radii increase pedestrian crossing distances and facilitate faster automobile turns. Pedestrians are in the danger zone for longer periods of time.



## Curb Radius

A tree canopy maintained to a 10' height provides shade, shelter and desirable enclosure.

## Tree Canopy



## Bump-Out (curb extension) - Pedestrian Crossings

Bump-outs are desired on streets with on street parking.



## Street Designations and Design Character Objectives







Street Designation	Median? (could include shared turn lane)	On-street parking (1 side or both?) (1)	Bike lanes? (2)	Maximum pavement width (curb to curb) (2) (3)		Curb Radius	Pedestrian Zone (curb to bldg. face) (6)		Building Setback	Public Realm Zone (Bldg. Face to Bldg. Face maximum width)		Typical Enclosure Ratio (8)  (Building Height to Street Width)
				wo/bl	w/bl		Amenity Zone (Landscaped Area and/or Tree Grates) (7)	Sidewalks and width		wo/bl	w/bl	
<b>Neighborhood Street</b> (local residential street)	No	1 side minimum (7' maximum)	No	34'	NA	10'-12'	Either (4' minimum)	Yes (5'-10' minimum)	0' - 9'	80'	N/A	1:2.0
<b>District Street</b> (connector-street with some commercial/mixed uses)	No	1 side minimum	No	36'	NA	10'-15'	Either (4' minimum)	Yes (5'-10' minimum)	0' - 15'	94'	N/A	1:2.5
<b>City Street</b> (through-street with major commercial/mixed uses)	Optional (10' wide)	both sides (16')	Optional (12' total)	46' (4)	58'	10'-15'	Either (4' minimum)	Yes (5'-10' minimum)	0' - 15'	104'	116'	1:1.88
<b>Main Street</b> (principal ceremonial route with major retail/mixed uses)	Optional (10' wide)	both sides (16')	Optional (12' total)	46'	58'	10'-15'	Either (4' minimum)	Yes (8'-16' minimum)	0'	86'	98'	1:1.08
<b>Boulevard</b> (wider through-street with landscaped median)	Yes (15'-20' wide; raised/landscaped)	both sides (16')	Optional (12' total)	56'	68'	10'-15'	Either (4' minimum)	Yes (8'-16' minimum)	0' (5)	96'	108'	1:2.08

- (1) 7' or 8' parking lanes (except neighborhood street)
- (2) 6' bike lanes (if additional width is provided for bike lanes, they should be marked as dedicated bike lanes)
- (3) 10' travel lanes
- (4) 3rd lane as median / turn lane
- (5) Larger setbacks are allowed if they create public space integral to sidewalk/street and encourage pedestrian activity
- (6) If existing right-of-way permits, pedestrian zone can be increased to allow wider sidewalks or wider Amenity Zone
- (7) If Amenity Zone is next to on-street parking, add 2' to minimum to allow for an unloading/walking zone (see Streetscape Zones graphic on previous page).
- (8) These ratios are calculated using height limitations (minimum and maximum by district) found in the city zoning ordinance; enclosure ratio of 1:1.0 to 1:2.5 is desirable

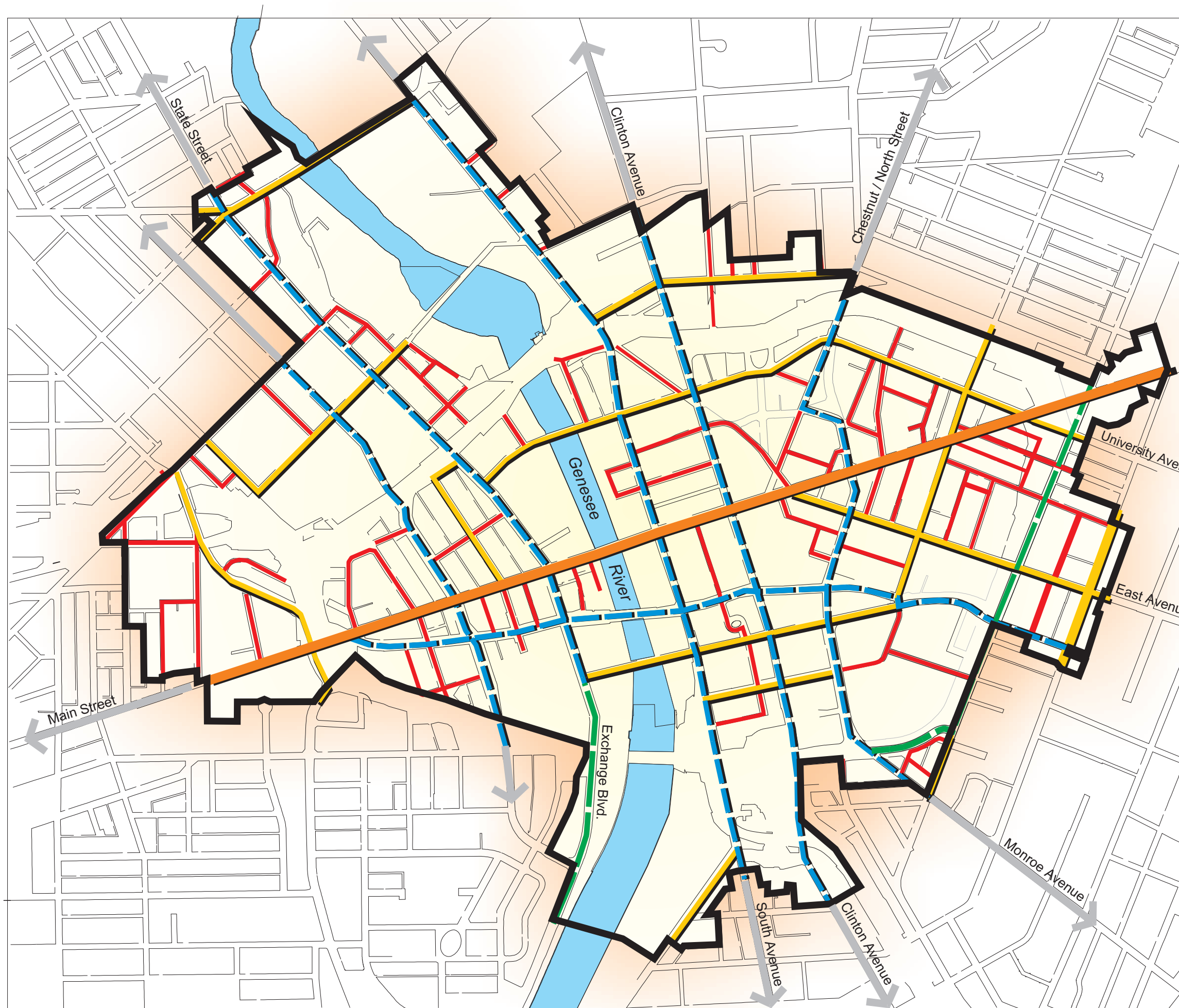
# Center City

## Master Plan

### Legend

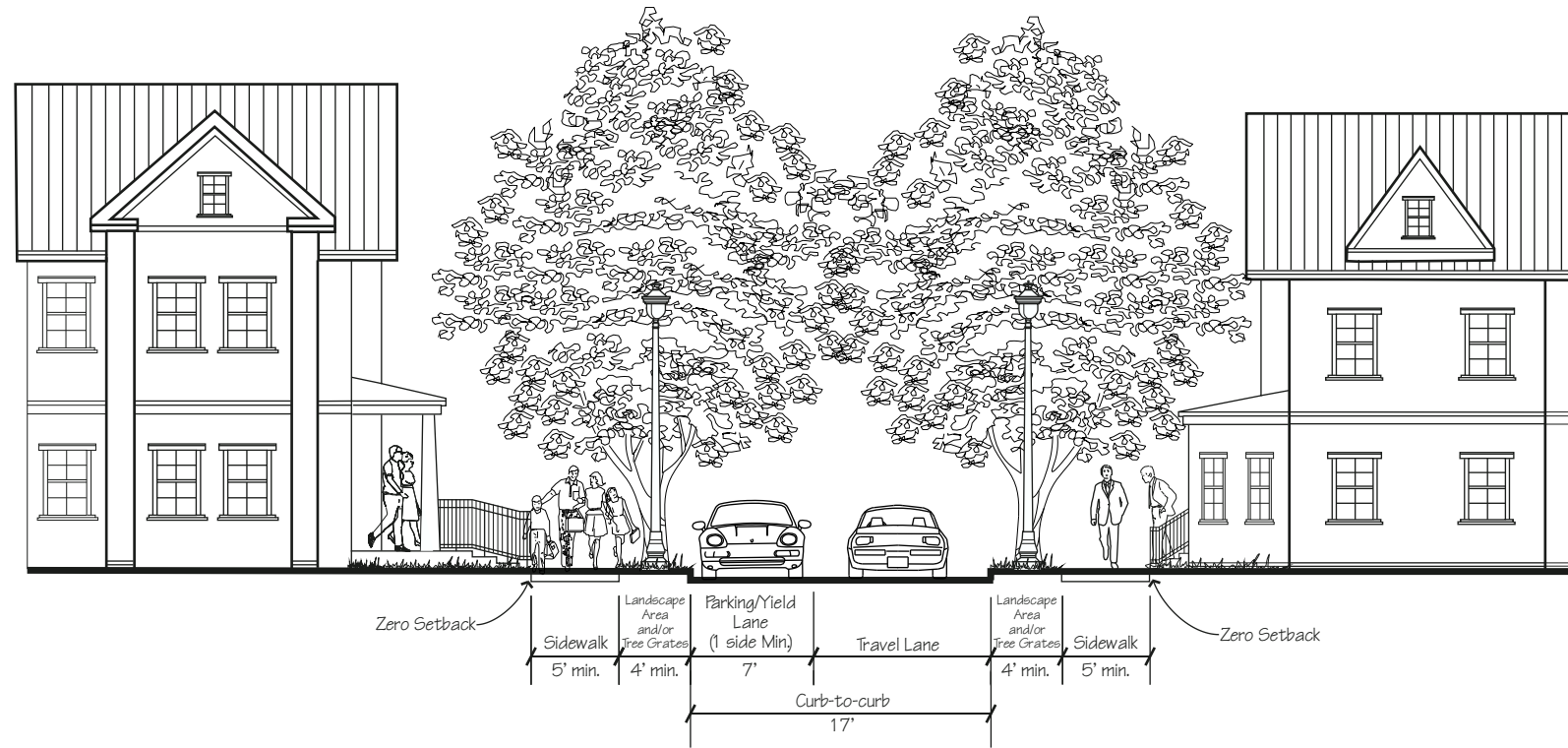
-  Boulevard
-  Main Street
-  City Streets
-  District Streets
-  Neighborhood Streets
-  Core Center City Boundary

**Note:** Access ways and alleys are not subject to the designations shown above and, therefore, are not colored.



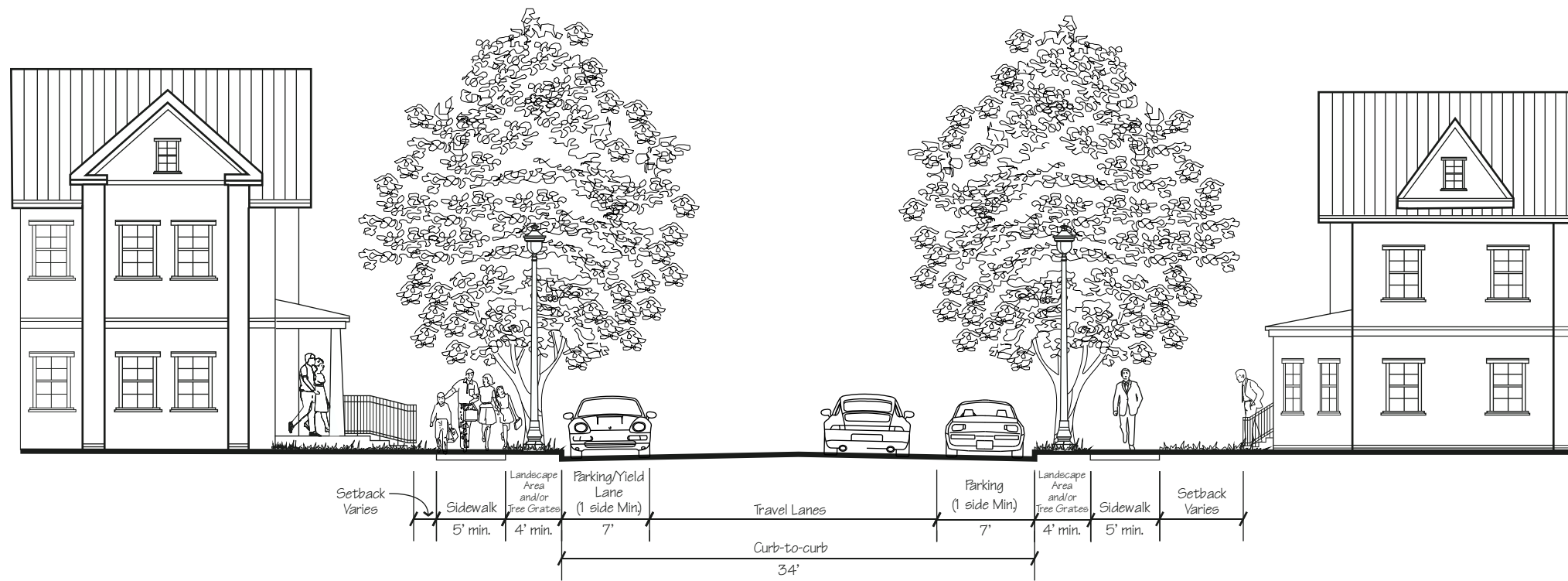
### Center City Core Street Designations





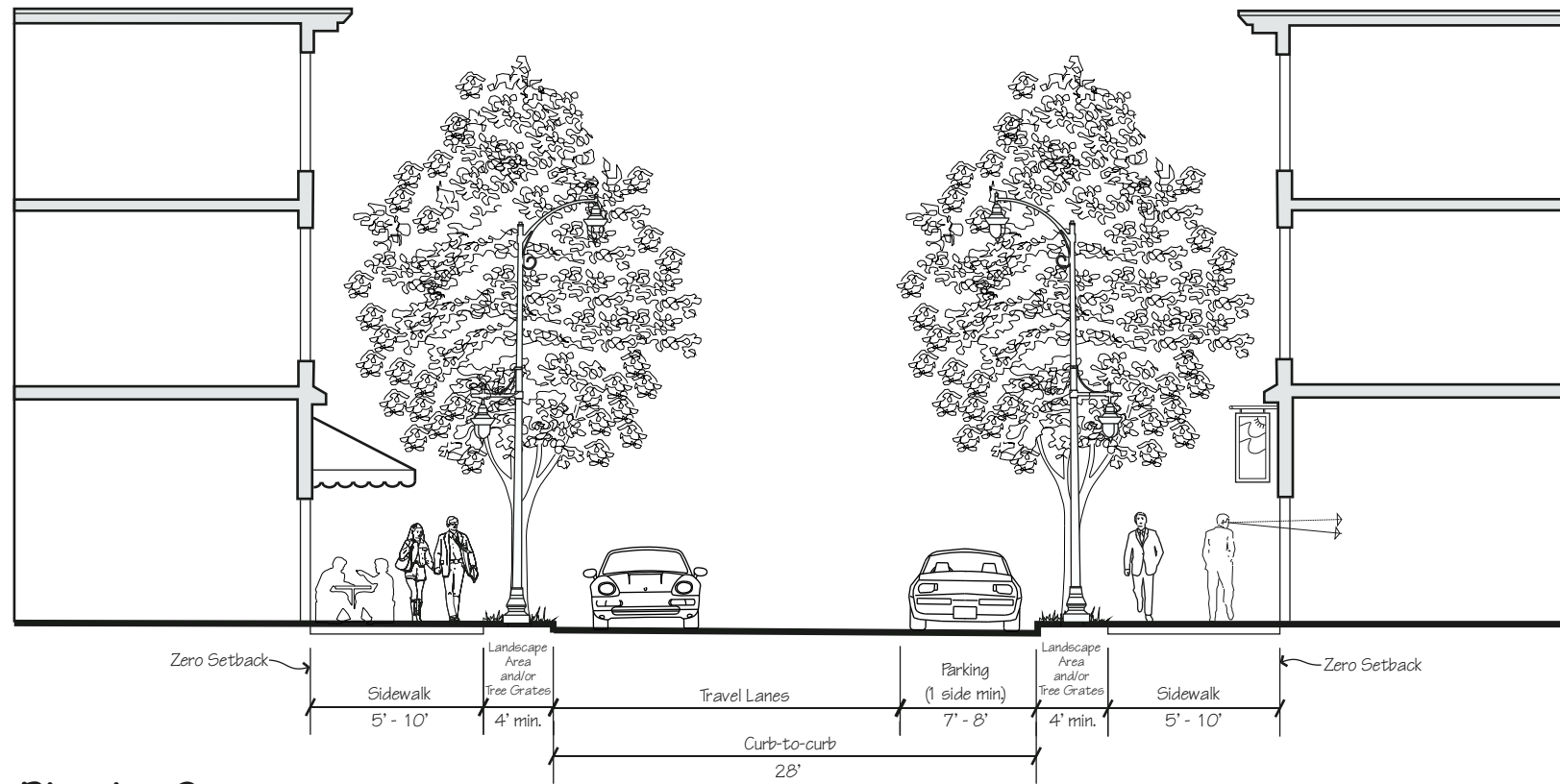
## Neighborhood Street

Minimum Street Width



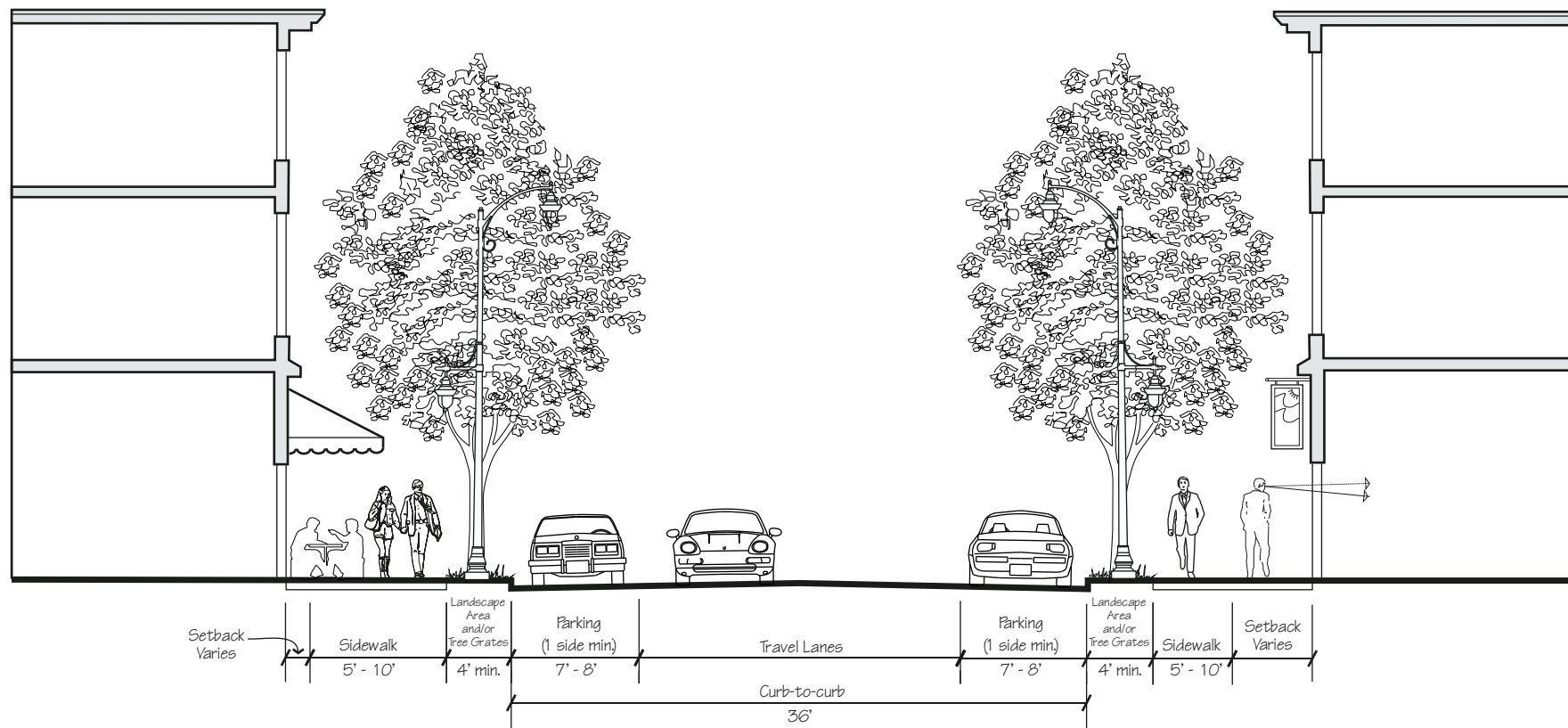
## Neighborhood Street

Maximum Street Width



### District Street

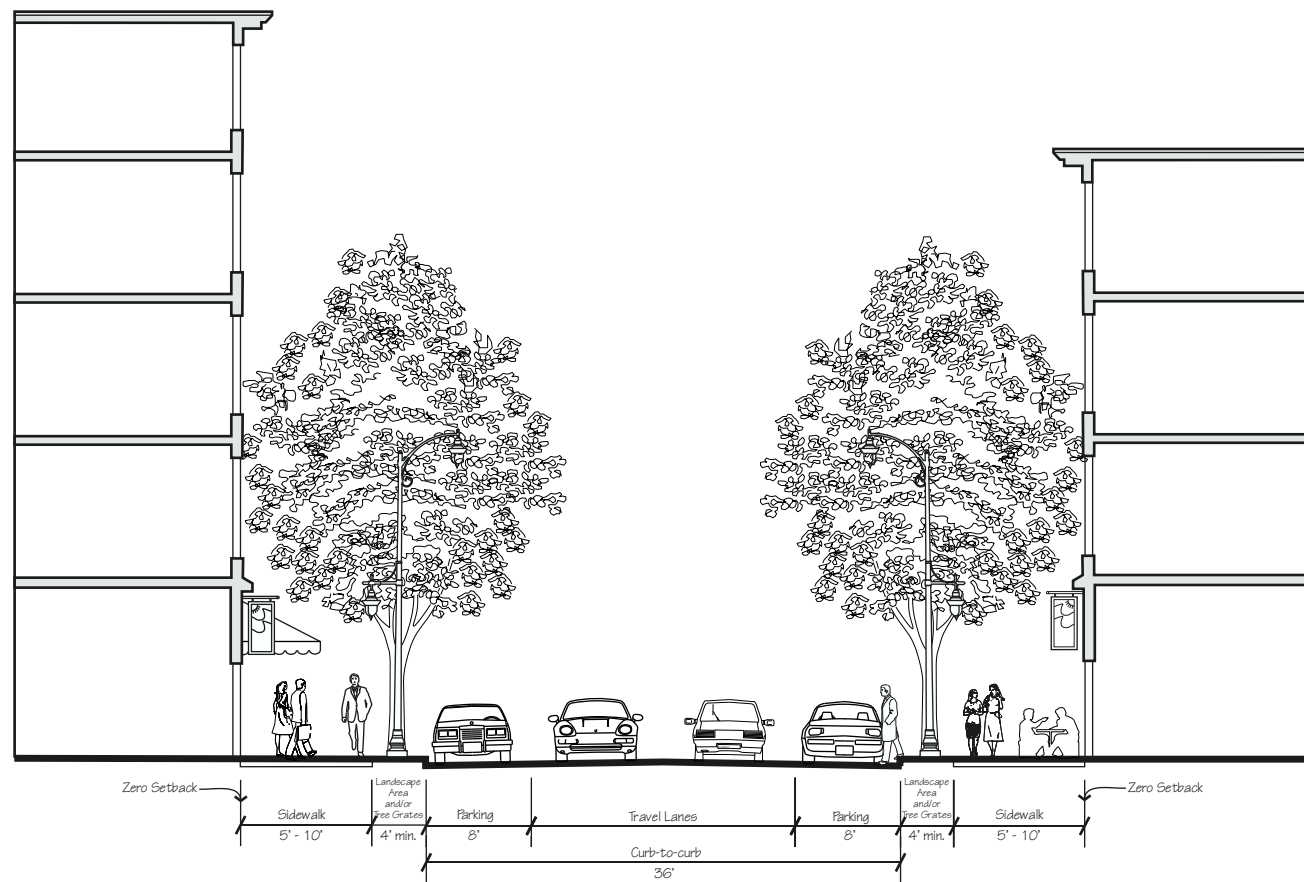
Minimum Street Width



### District Street

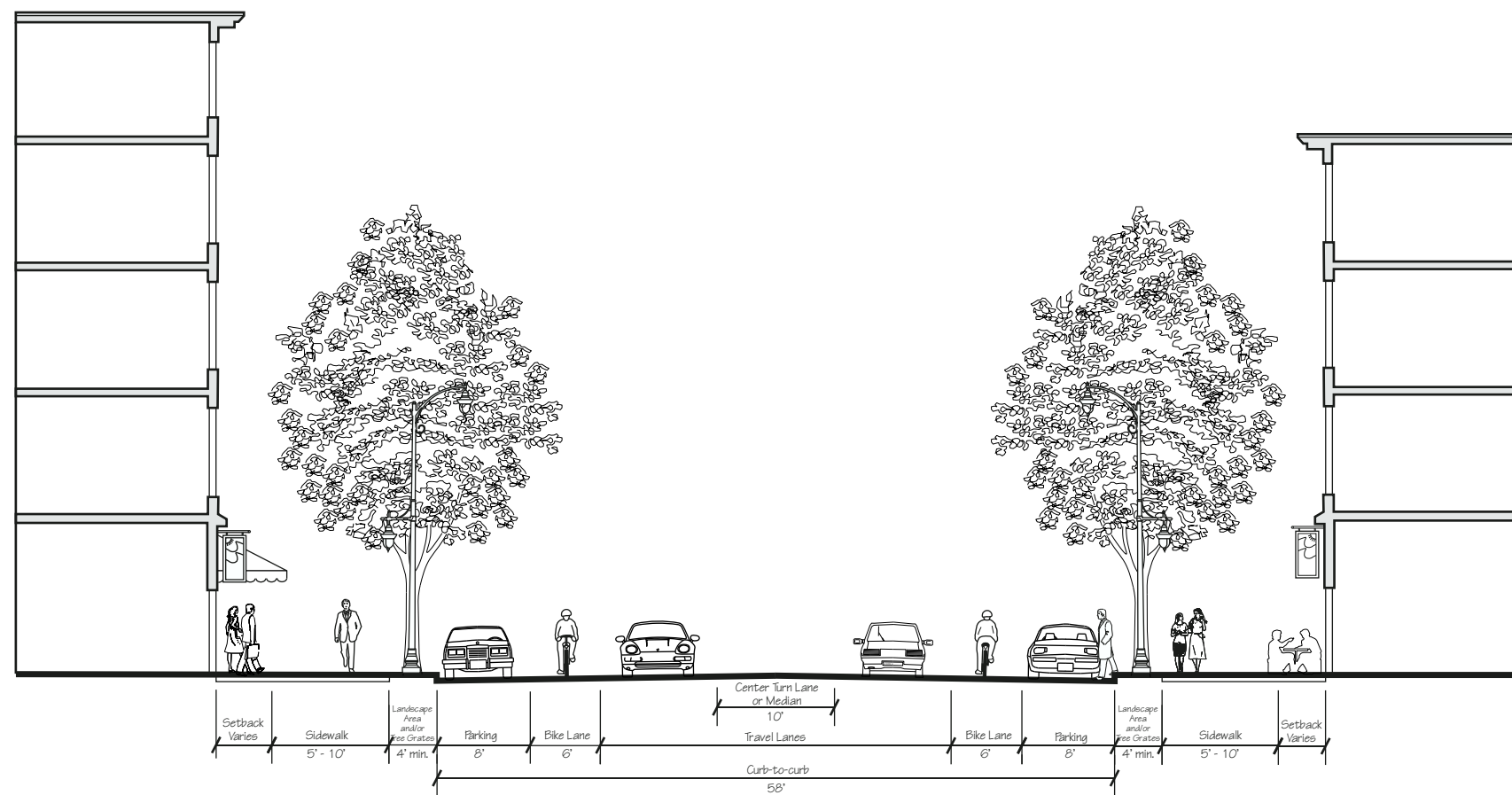
Maximum Street Width





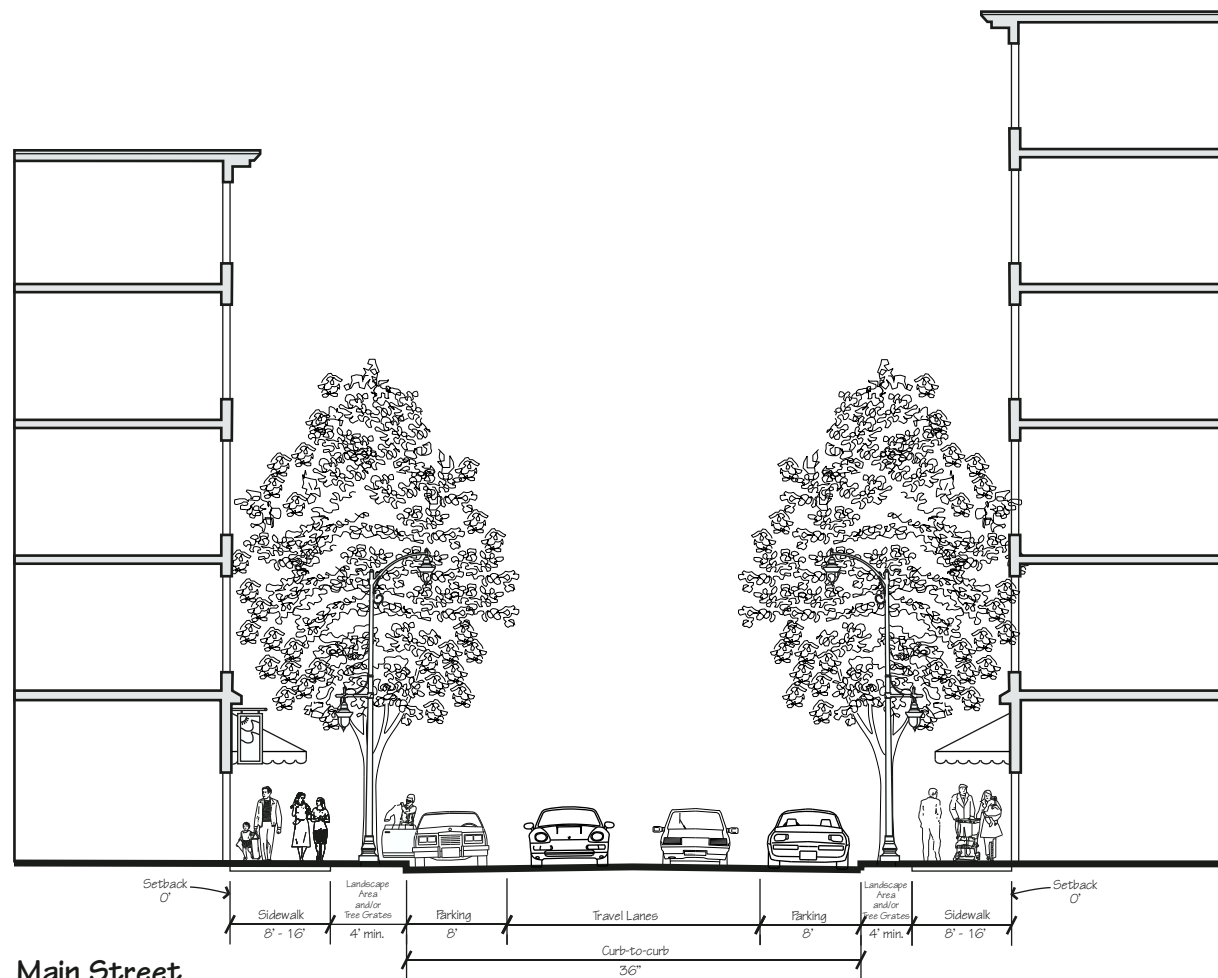
**City Street**

Minimum Street Width (without bike lanes)



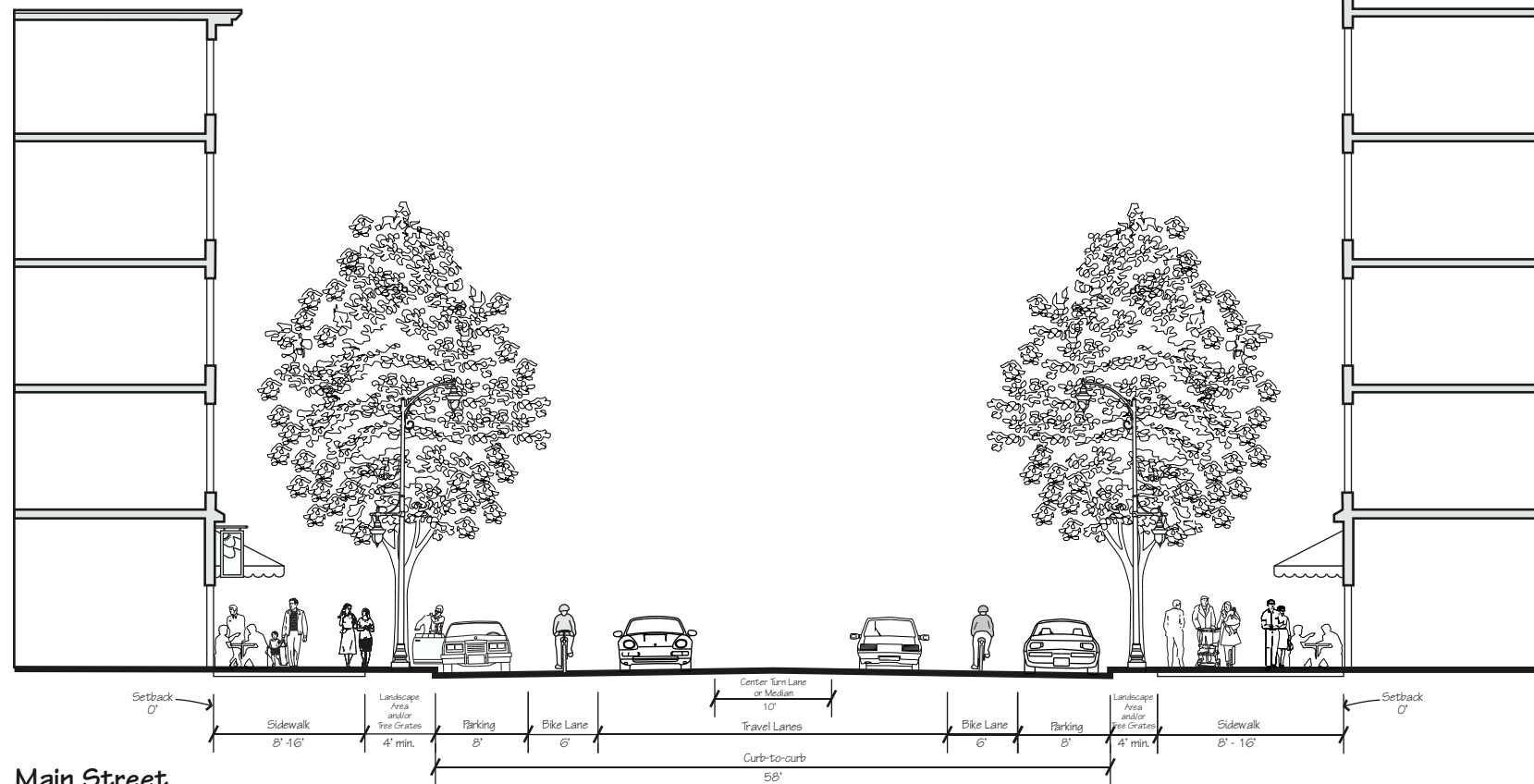
**City Street**

Maximum Street Width (with bike lanes)



**Main Street**

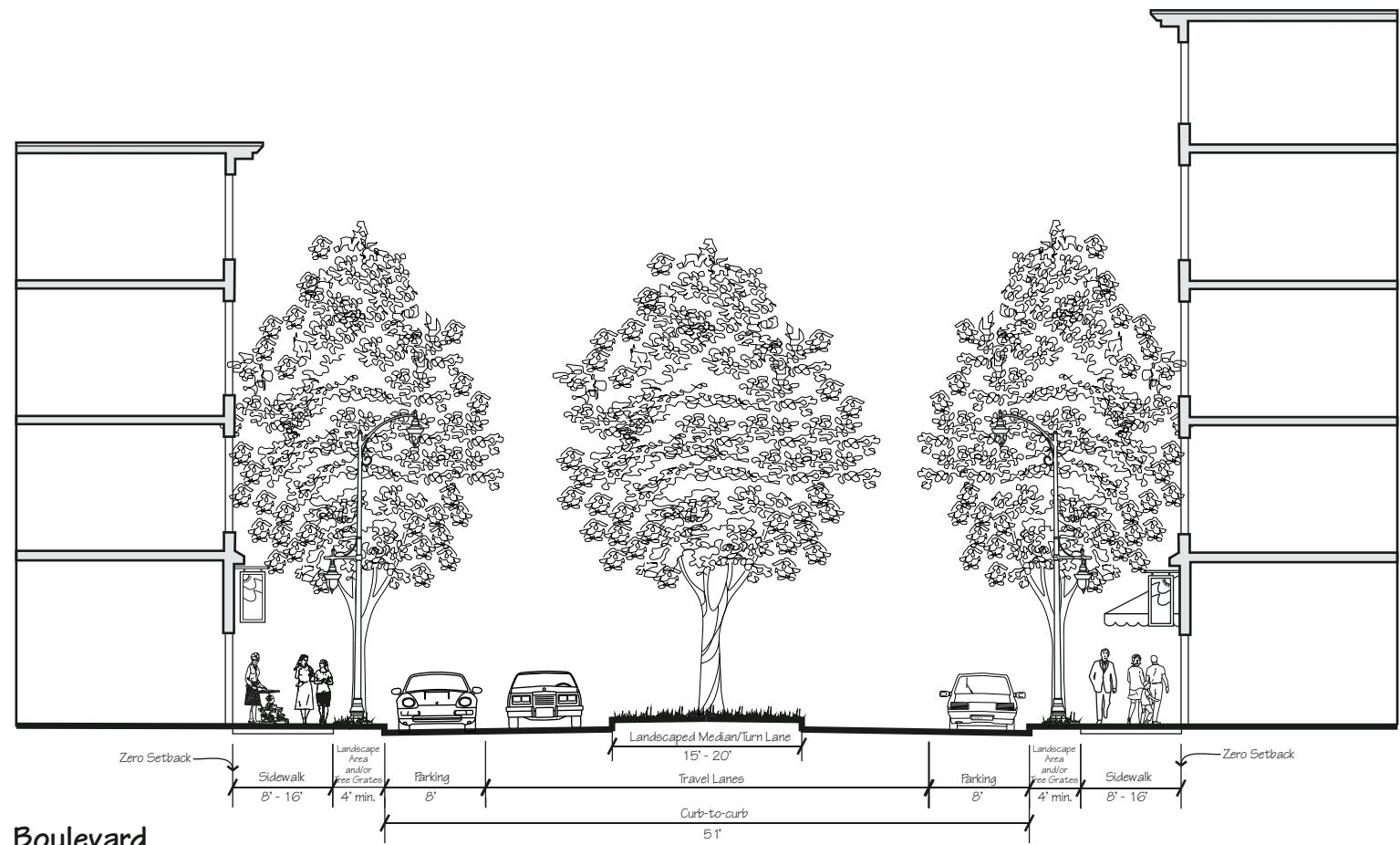
Minimum Street Width (without bike lanes)



**Main Street**

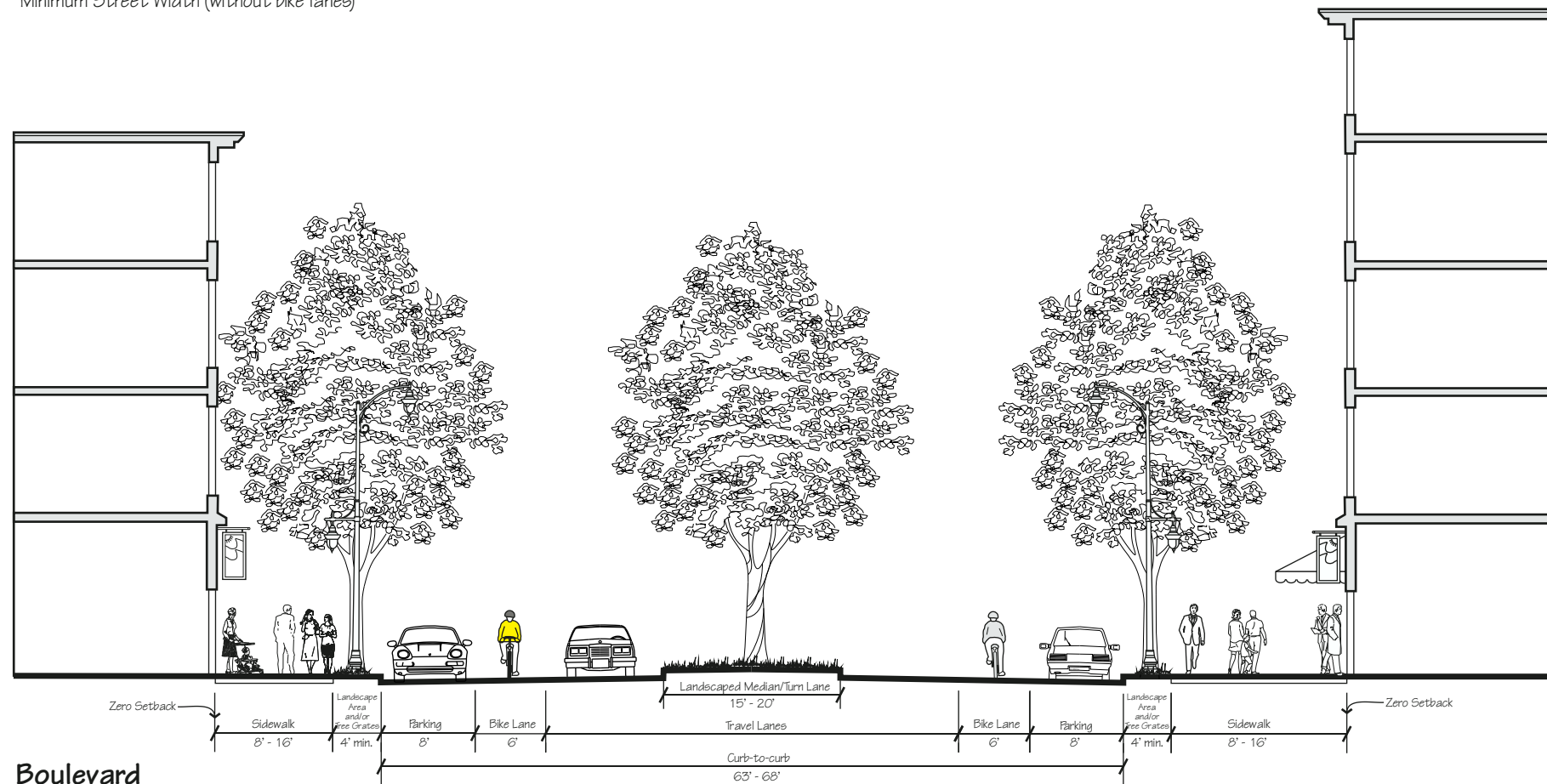
Maximum Street Width (with bike lanes)





**Boulevard**

Minimum Street Width (without bike lanes)



**Boulevard**

Maximum Street Width (with bike lanes)

**Public Realm Enhancement Baseline Design Character Objectives by Street Designation (1)**

Street Designation	Sidewalk Material	Crosswalk Treatment	Bike Racks Benches (1)(3)	Street Trees	Tree Pits with Grates or Landscape Area	Street Tree Spacing Density and Size (6)	Other Landscaping (1)(3) Baskets Planters Twinkle Lights	Light Poles and Fixtures (1)(3)	Light Pole Maximum Height	Street Signage (1)(3) Banners P-Directional V-Directional Kiosks - I (7)	Other Amenities (1) (3) Bus shelters (BS) Kiosks - II (8) Newspaper Boxes (NB) Parking Meters (PM) Trash Receptacles TR) Telephones
<u>Neighborhood Street</u>	Concrete	none	At activity nodes based on land use	Yes	Either	30'-40' OC Size = medium / large	Baskets optional	Ped scale with post top	14'	Banners optional P-Directional V-Directional	PM @ spaces
<u>District Street</u>	Concrete	Zebra stripe with stop bar at critical intersections	At activity nodes based on land use	Yes	Either (4)	30'-40' OC Size = medium / large	Baskets optional	Ornamental post top with pedestrian-scale arm	18'-20' (arm = 14')	Banners optional P-Directional V-Directional	BS @ nodes Kiosks - II @ nodes NB @ nodes TR @ nodes PM @ spaces
<u>City Street</u>	Concrete	Zebra stripe with stop bar at critical intersections	At activity nodes / critical intersections based on land use	Yes	Either (4)	30'-40' OC Size = large	Planters optional	Ornamental pole with pedestrian-scale mast-arm	24' max. (arm = 14')	Banners optional P-Directional V-Directional	BS @ nodes Kiosks - II @ nodes NB @ nodes TR @ nodes PM @ spaces
<u>Main Street</u>	Enhanced Sidewalk Palette (2)	Zebra stripe with stop bar at critical intersections	At activity nodes / critical intersections based on land use and high traffic	Yes	Either (4)	30'-40' OC Size = large	Planters optional Twinkle lights optional	Ornamental post top	24' max.	Banners optional P-Directional V-Directional Kiosks - I	BS @ nodes Kiosks - II @ nodes NB @ nodes TR @ nodes Telephones @ nodes PM @ spaces
<u>Boulevard</u>	Concrete	Zebra stripe with stop bar at critical intersections	At activity nodes / critical intersections based on land use and high traffic	Yes	Either (5)	30'-40' OC Size = full range	Planters optional	Ornamental pole with pedestrian-scale mast-arm	24' max. (arm = 14')	Banners optional P-Directional V-Directional Kiosks - I	BS @ nodes Kiosks - II @ nodes NB @ nodes TR @ nodes PM @ spaces

- (1) Reviewed by City Landscape Architect / City Urban Designer (this footnote applies to all design items on chart)  
Specific street amenities (light standards, benches, trash receptacles, etc.) should be designed/selected to express the particular design character that is desired within the design districts within Center City
- (2) Enhanced sidewalk palette could include tinted concrete, paver accents, exposed aggregate and variable scoring patterns
- (3) Check for prevailing styles/themes based on Center City design district boundaries; keep items in amenity zone
- (4) Landscaped area should not take up more than 1/4 of any block length, in total (not including tree pits) and should be 20' minimum from intersection
- (5) Landscaped area is parallel to parallel parking spaces and should take up at least 1/2 of any block length; landscaped areas must include access/loading/clearance areas at least 24" wide (from inside of curb) for length of landscaped area and should also provide clear breaks (minimum 48" wide) every 2 parking spaces
- (6) Plant and maintain a street tree canopy of 10' maximum
- (7) kiosks-I = directional kiosks with map ("you are here"-type kiosk)
- (8) kiosks-II = informational kiosks



## Public Realm Special Enhancement Area Design Character Objectives by Type (7)

Enhancement Area	Sidewalk Material	Crosswalk Treatment	Bike Racks / Benches	Street Trees	Tree Pits with Grates	Street Tree Spacing Density and Size	Other Landscaping  Baskets Planters Twinkle Lights	Light Poles and Fixtures	Light Pole Maximum Height	Street Signage  Banners P-Directional Kiosks - I (5) Welcome To Signs	Other Amenities: Public Art Kiosks - II (6) Fountains Bollards Medallions
<u>Pedestrian</u>	(1)	use continuous sidewalk material	see baseline for city street (select based on design theme)	see baseline for city street	see baseline for city street	increased canopy density/spacing for continuous enclosure	see baseline for Main Street	see baseline based on street type (vary pole/fixture according to design theme)	see baseline	Banners P-Directional Kiosks-I	Public Art Kiosks-II Bollards
<u>Gateway</u>	(1)(2)	use continuous sidewalk material	see baseline for city street (select based on design theme)	see baseline for city street	see baseline for city street	increased canopy density/spacing for continuous enclosure	see baseline for Main Street	see baseline based on street type (vary pole/fixture according to design theme) (2)	see baseline based on street type	Banners (2) P-Directional (2) Kiosks-I (2) Welcome To Signs (2)	Public Art (2) Kiosks-II (2) Fountains (2) Bollards (2) Gateway "Icon" (2)
<u>"Walk Center City" Trail ("Necklace")</u>	(3)(5)	use continuous sidewalk material (4)	see baseline for city street (select based on design theme)	see baseline for city street	see baseline for city street	increased canopy density/spacing for continuous enclosure	see baseline for Main Street	see baseline based on street type (vary pole/fixture according to design theme) (4)	see baseline based on street type	Banners (4) P-Directional (4) Kiosks-I (4)	Public Art (4) Kiosks-II (4) Fountains (4) Bollards (4) Trail Medallion (4)
<u>Center City Riverwalk</u>	(1)	N/A	see baseline for city street (select 1 style from waterfront design theme)	use various ornamental tree types	see baseline for city street	plant as needed for shading and aesthetics	N/A	ornamental, pedestrian scale post top with nautical theme (goose-neck / shepard's crook)	24' max	Banners P-Directional Kiosks-I	Public Art Kiosks - II Fountains Bollards
<u>Genesee Riverway Trail</u>	Asphalt or Concrete	N/A	see baseline for city street	see baseline for city street	see baseline for city street	plant as needed for shading and aesthetics	N/A	ornamental, pedestrian scale post top	24' max	Banners P-Directional Kiosks-I	Kiosks - II Bollards
<u>Woonerf / Chicane</u>	(1) (sidewalks expanded for use as limited vehicular access lane controlled with bollards and/or serpentine design)		see baseline for city street (select based on design theme)	see baseline for city street	see baseline for city street	increased canopy density/spacing for continuous enclosure	Baskets Planters	ornamental, pedestrian scale post top	20' max	Banners P-Directional Kiosks-I	Kiosks - II Bollards










- (1) Enhanced sidewalk palette could include tinted concrete, pavers / paver accents, exposed aggregate or variable scoring patterns
- (2) Specific design of these items should be developed as part of an overall design plan for Center City gateways that is intended to be replicated at each of the identified gateway points or corridors proposed within the Center City Master Plan; specific design scheme for gateways should be developed before first project involving gateways is undertaken and should be prepared through a planning/landscape architecture design team (with possible consultant assistance)
- (3) Use enhanced sidewalk palette with regularly spaced accents or pavement markings that are denser, more visible and more repetitive
- (4) Specific design of these items should be developed as part of an overall design plan for the "Walk Center City" Trail ("necklace") that is intended to be replicated everywhere on the "necklace"; design scheme for the trail ("necklace") should be developed before first project involving trail ("necklace") is undertaken and should be prepared through a planning/landscape architecture design team (with possible consultant assistance)
- (5) kiosks-I = directional kiosks with map ("you are here"-type kiosk)
- (6) kiosks-II = informational kiosks
- (7) Reviewed by City Landscape Architect / City Urban Designer (this footnote applies to all design items on chart)  
Specific street amenities (light standards, benches, trash receptacles, etc.) should be designed/selected to express the particular design character that is desired within the design districts within Center City

# Center City








## Master Plan

### Legend

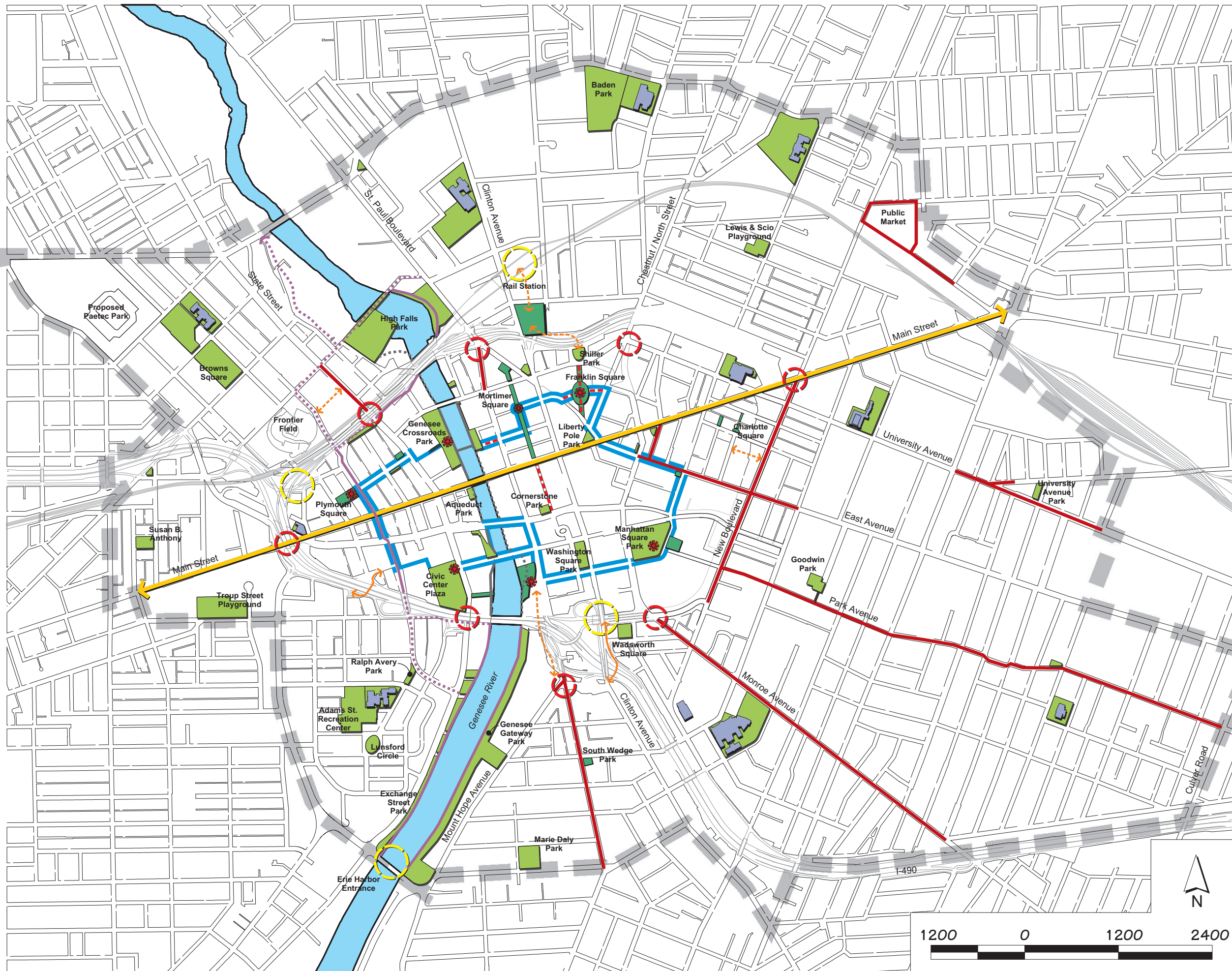
#### Special Enhancements

-  Proposed Pedestrian Enhancement Area - Destination Streets
-  Proposed Center City Gateway
-  Proposed Regional/Center City Gateway
-  Proposed "Walk Center City Trail" Special Enhancements/Theme.
-  Main Street
-  Existing Center City River Walk
-  Proposed Center City River Walk
-  Existing Genesee Riverway Trail
-  Proposed Genesee Riverway Trail
-  Proposed Woonerf/Chicane

#### Other

-  Existing Significant Pedestrian Link non-vehicular
-  Proposed Significant Pedestrian Link non-vehicular
-  Existing Park/School Campus
-  Proposed Park/Square
-  Proposed Focal Point Architectural or Landscape Feature
-  Existing City School
-  Center City Boundary

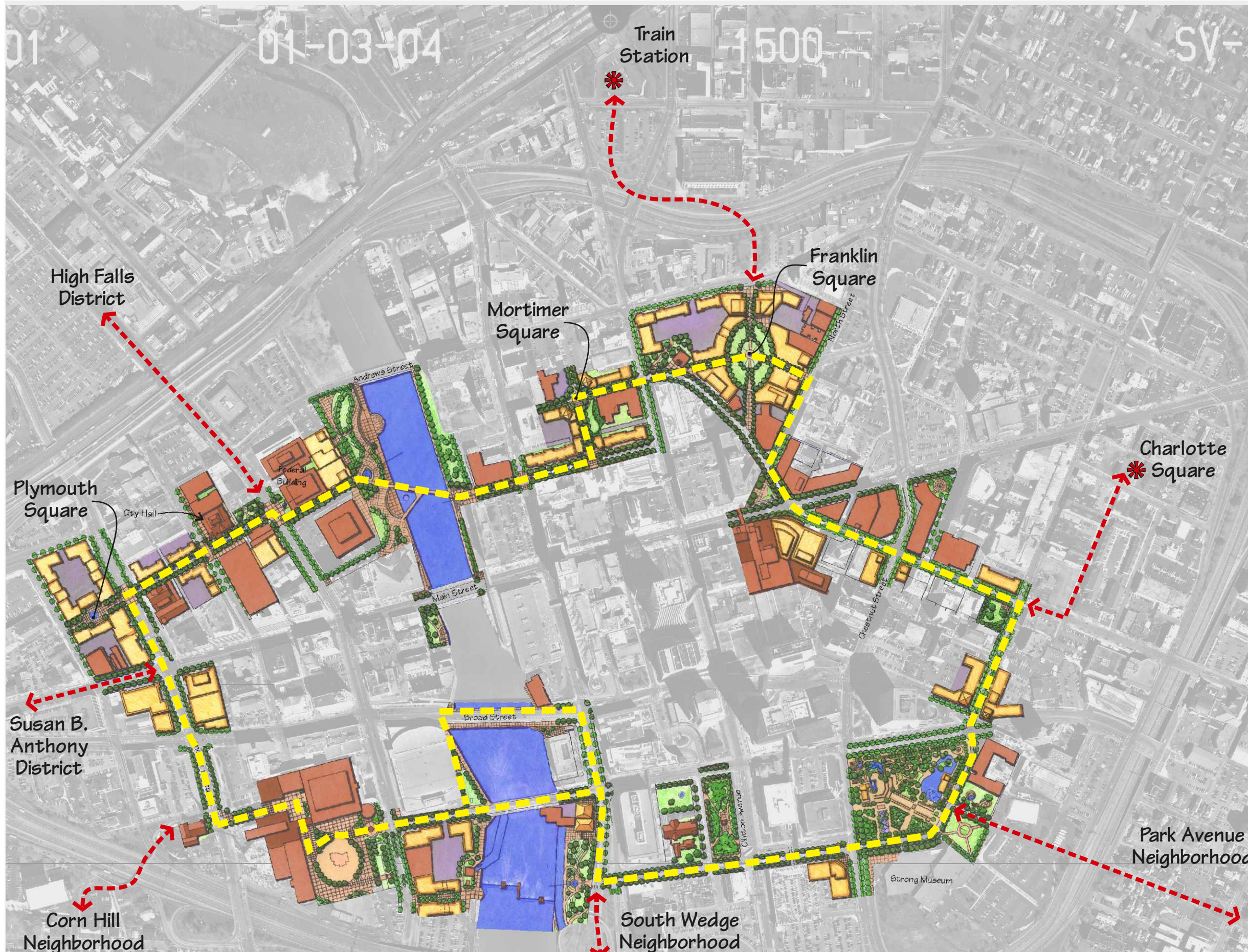
### Public Realm Special Enhancements





# Center City

Master Plan



## Legend

-  "Walk Center City Trail"
-  Proposed Development
-  Existing Development
-  Pedestrian Connection

## Walk Center City Trail



## “Walk Center City” Trail

The “Walk Center City” Trail is proposed as a major unifying element of the Center City Master Plan and the Plan for the Public Realm. The diagram to the left illustrates the “Walk Center City” Trail and how it ties together Main Street, the Genesee River and major neighborhoods, districts, development sites, public parks, open spaces, special features and entertainment venues into a cohesive trail and pedestrian circulation system. The trail itself would be developed with a high level of design amenity and could be characterized by a series of unique design details including medallions in the pavement, bollards or special signage, landscaping, lighting or street furniture elements, as indicated in the chart on page 48.

The “Walk Center City” Trail would significantly add to or enhance the development potential of several key sites around the Center City “Core” by creating another powerful level of urban lifestyle amenity to Center City that is not found in any other municipality in the region. The trail would function as a connector of neighborhoods and districts, a corridor for movement, an open space amenity to be enjoyed by residents and visitors, a visual and aesthetic “experience” singularly unique to Center City and a supporting link and connecting loop between and to the Genesee River and Main Street. Specifically, the trail would connect or tie together all of the major development project “squares” proposed in the Center City “Core” schematic plan including Plymouth Square, Mortimer Square, Franklin Square, Manhattan Square and Washington Square. The trail would also connect or link together several key parks or open space venues including Crossroads Park, Manhattan Square Park, Washington Square Park, the proposed Erie Harbor Park and the Civic Center Plaza. Connecting links, spurs or loops could be developed off of the main trail system that would further connect the High Falls area, Corn Hill Landing, Charlotte Square / Chevy Place, the Park Avenue / Alexander Street neighborhoods, the Rochester Amtrak Station and other features / activity centers together with the main trail itself.

It is anticipated that the development of the “Walk Center City” Trail would take many years. It could only be achieved by incorporating, over time and through public and private design coordination and review, a wide variety of street, trail and private development projects into a single entity that would resemble the final form and design shown in the diagram.





# Section 5

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## Schematic Master Plan *and* Recommendations

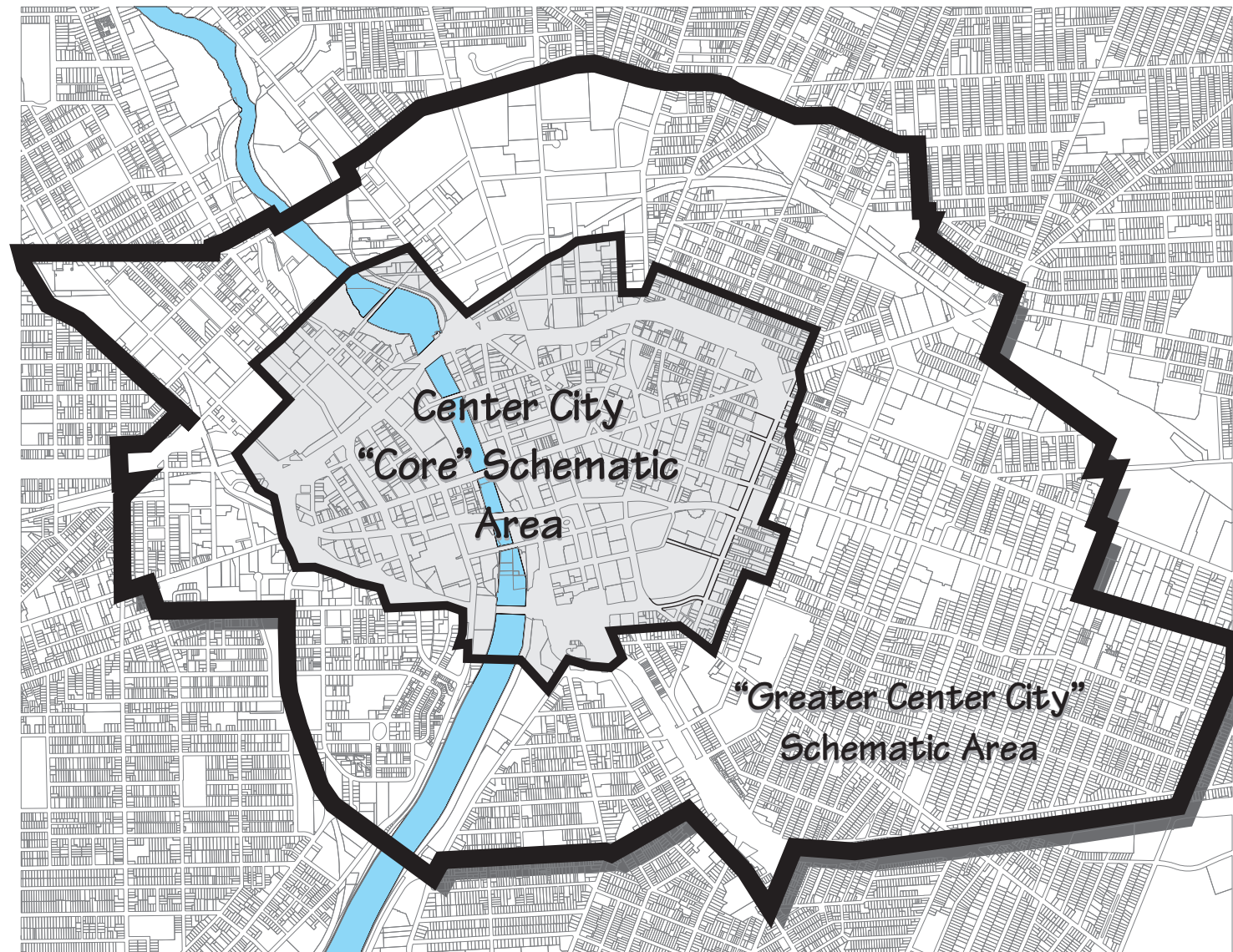
## Introduction

Center City development objectives and design principles have been combined with a series of fundamental urban planning and design concepts and components and the Plan for the Public Realm to form the basis for a more detailed Center City schematic plan that is illustrated and described in this section. As described earlier, the Center City Master Plan proposes two boundaries; an inner boundary that includes the area known as the Center City “Core”, and an outer boundary that includes the area known as “Greater” Center City. Each of these areas has been further divided into subareas; seven subareas are located with the Center City “Core” area while eight subareas are located within the “Greater” Center City area. Preliminary conceptual maps and diagrams were developed for each of the fifteen subareas and from that information, a detailed schematic plan was prepared along with a series of specific project recommendations. In addition, a project implementation matrix was developed that generally illustrates when those projects should be undertaken and who should be involved.



The Center City “Core” and “Greater” Center City schematic plans are meant to be illustrative and to serve as a general guide for future policy and decision-making. They are not meant to show the only future form that Center City could take or the only direction that specific Center City projects or developments should take. They represent one of but many possible future outcomes for Center City that could occur if the development objectives, design principles, urban planning and design concepts and components and the Plan for the Public Realm are consistently applied throughout Center City in future years.



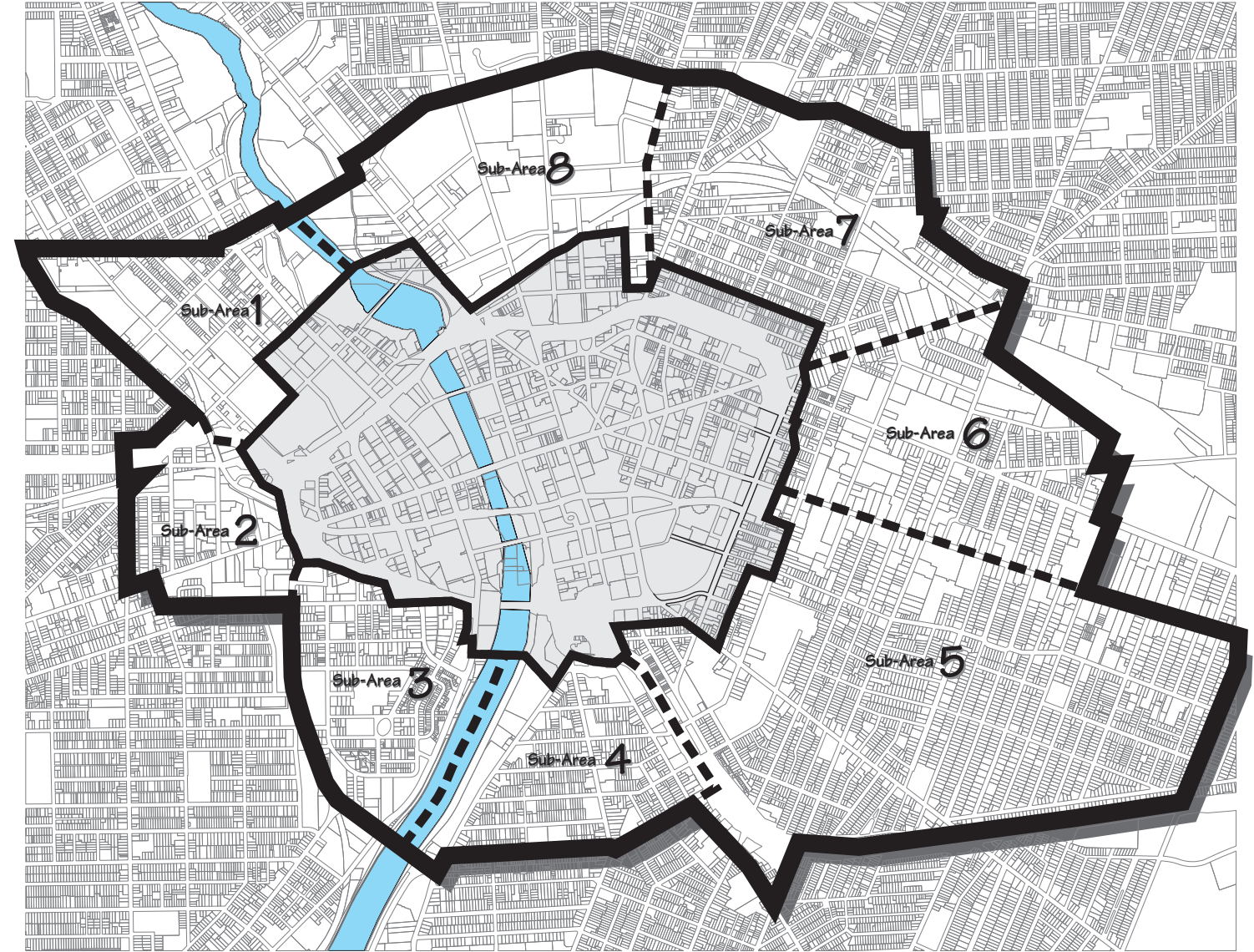
**Center City “Core” & “Greater Center City”  
Schematic Boundaries**






**Legend**

-  Greater Center City Schematic Boundary
-  Center City Core Schematic Boundary

**“Greater Center City” Schematic Sub-Areas**

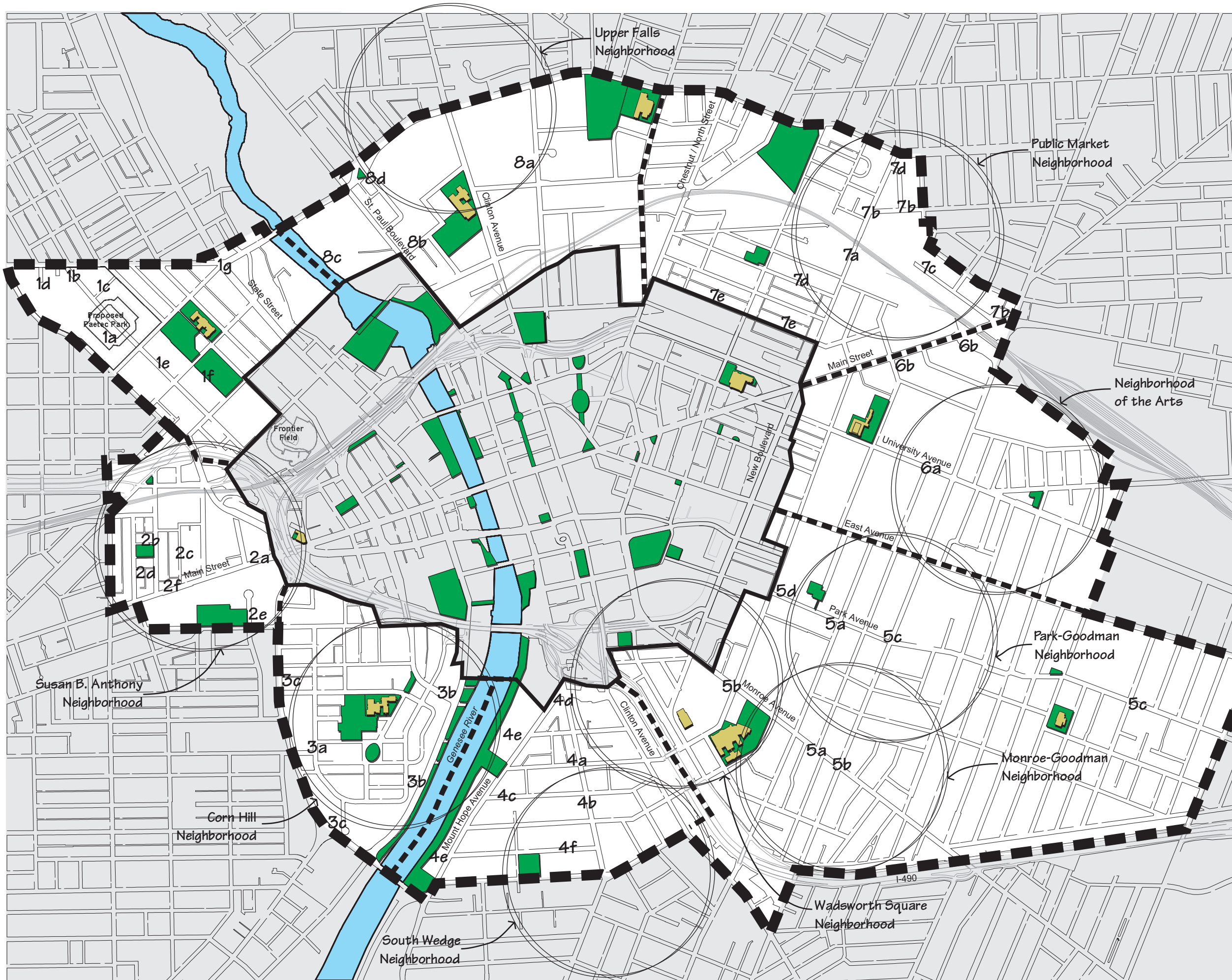


**Legend**



-  Greater Center City Schematic Boundary
-  Center City Core Schematic Boundary
-  Center City Sub-Areas

**Center City  
Schematic Boundaries**





### Legend

-  Parks & Squares
-  Schools



## “Greater Center City” Schematic



## **“Greater” Center City Recommendations**

### **Sub-Area 1 (Soccer Stadium / Sports District; Brown’s Square Neighborhood)**

1. Prepare a detailed schematic plan for this sub-area that addresses the following issues:
  - ✓ (a) Development of a proposed soccer stadium and related parking areas on vacant industrial land between Broad Street and Oak Street, south of Lyell Avenue;
  - ✓ (b) Development of strong land use and design linkages/connections between the new stadium and the commercial district to the north along Lyell Avenue;
  - ✓ (c) Development of public amenities and building facade improvements that reflect a “sports district” design theme within and adjacent to the stadium site and the commercial zone along Lyell Avenue;
  - ✓ (d) Revitalization / rehabilitation of the existing commercial / mixed-use district along Lyell Avenue, between Lake Avenue and Broad Street;
  - ✓ (e) Development of a formal pedestrian access way (and possible shuttle system) from the proposed stadium south to parking areas adjacent to Frontier Field;
  - ✓ (f) Rehabilitation / improvement of Brown’s Square Park;
  - ✓ (g) Development of a possible mixed-use, urban village district at the Lake Avenue, Lyell Avenue, State Street, Smith Street intersection.

### **Sub-Area 2 (Susan B. Anthony Historic District)**

2. Prepare a detailed schematic plan for this sub-area that addresses the following issues:
  - ✓ (a) Development of a significant Center City gateway near the existing Nick Tahou’s restaurant on West Main Street;
  - ✓ (b) Development of a Frederick Douglass museum facility adjacent to Susan B. Anthony Square;
  - ✓ (c) Redevelopment of existing buildings north of West Main Street on Canal and Litchfield Streets for future mixed uses;
  - ✓ (d) Development of off-street parking within the area north of West Main Street on Canal and Litchfield Streets to service the existing commercial district on West Main Street;
  - ✓ (e) Development of a Genesee River Trail connection into the area from the south, utilizing the former McDonald’s site on West Main Street;
  - ✓ (f) Development of facade and other building improvements in the area to reinforce the historic character of the district and its relationship to the Susan B. Anthony House.

### **Sub-Area 3 (Corn Hill Neighborhood)**

3. Prepare a detailed schematic plan for this sub-area that addresses the following issues:
  - ✓ (a) Development of infill residential land uses on vacant land along Plymouth Avenue;
  - ✓ (b) Development of stronger, more formal pedestrian connections through the neighborhood to and along the Genesee River;
  - ✓ (c) Development of a Genesee River Trail connection along Plymouth Avenue, connecting the river with Corn Hill and neighborhoods along West Main Street.

### **Sub-Area 4 (Southwedge Neighborhood)**

4. Prepare a detailed schematic plan for this sub-area that addresses the following issues:
  - ✓ (a) Revitalization / rehabilitation of South Avenue streetscape as a pedestrian enhancement area;
  - ✓ (b) Establishment of new neighborhood park along South Avenue;
  - ✓ (c) Development of stronger, more formal pedestrian connections through the neighborhood to the Genesee River;
  - ✓ (d) Development of a significant Center City gateway at the intersection of South Avenue, Clinton Avenue and Mt. Hope Boulevard;
  - ✓ (e) Potential redevelopment of River Park Commons housing area along Mt. Hope Avenue as a new market-rate, riverfront housing project with new riverfront trail, pedestrian access ways and park;
  - ✓ (f) Development of additional pedestrian and/or streetscape design enhancements and amenities that reflect the overall neighborhood “arboretum” design theme.

### **Sub-Area 5 (Wadsworth Square / Monroe Avenue / Park Avenue Neighborhoods)**

5. Prepare a detailed schematic plan for this sub-area that addresses the following issues:
  - ✓ (a) Development of pedestrian enhancement areas along Monroe Avenue and Park Avenue;
  - ✓ (b) Development of a possible mixed-use, urban village district at Monroe Avenue / Alexander Street and/or Monroe Avenue / Goodman Street;
  - ✓ (c) Development of a possible mixed-use, urban village district at Park Avenue / Berkely Street and/or Park Avenue / Goodman Street;
  - ✓ (d) Development of a direct pedestrian connection from Park Avenue, across Alexander Street into the Center City Core area that strengthens neighborhood relationships and pedestrian movement.

### **Sub-Area 6 (Neighborhood of the Arts)**

6. Prepare a detailed schematic plan for this sub-area that addresses the following issues:
  - ✓ (a) Continued enhancement of streetscapes and other public spaces utilizing the “art walk” design theme or concept already established along University Avenue with connections to the Center City Core;
  - ✓ (b) Redevelopment of land uses along E. Main Street and enhancement of the Main / Goodman intersection as a Center City gateway.

### **Sub-Area 7 (Public Market Neighborhood)**




7. Prepare a detailed schematic plan for this sub-area that addresses the following issues:
  - ✓ (a) Development of new pedestrian connections and streetscape enhancements along N. Union Street from the Center City Core north to the Public Market; consideration of the extension of the boulevard concept north to the market area;
  - ✓ (b) Establishment of pedestrian enhancement areas around the Public Market on N. Union Street, Pennsylvania Avenue and Railroad Street and the East Main / Goodman intersection area;
  - ✓ (c) Create additional off-site parking for the market along Railroad Street
  - ✓ (d) Establishment of an in-fill housing program for vacant residential land within the neighborhood;
  - ✓ (e) Investigation of alternatives to reconfigure the Inner Loop Expressway that would reduce its “barrier” effect and enhance connections between residential areas to the north and the Center City Core to the south.

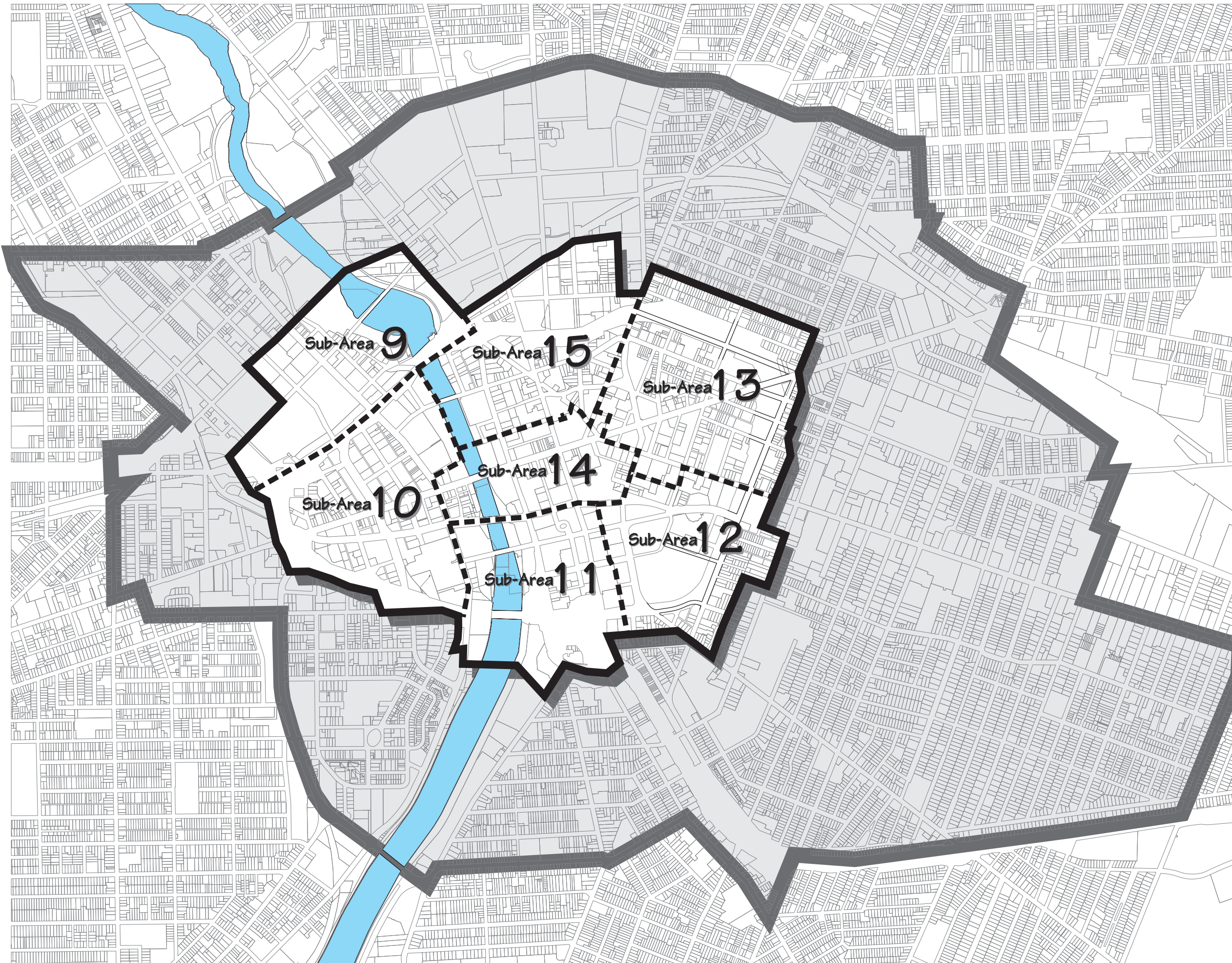
### **Sub-Area 8 (Upper Falls Neighborhood)**

8. Prepare a detailed schematic plan for this sub-area that addresses the following issues:
  - ✓ (a) Redevelopment of vacant commercial/industrial land for mixed-uses, including possible new residential uses;
  - ✓ (b) Development of better land use connections and relationships between the neighborhood and the Genesee River and the High Falls District to the west;
  - ✓ (c) Establishment of new pedestrian connections between and through the neighborhood to the Genesee River and the High Falls District;
  - ✓ (d) Establishment of streetscape enhancements and land use improvements at the intersection of St. Paul Street and Upper Falls Boulevard to improve aesthetics and create a sense of arrival.



## Legend

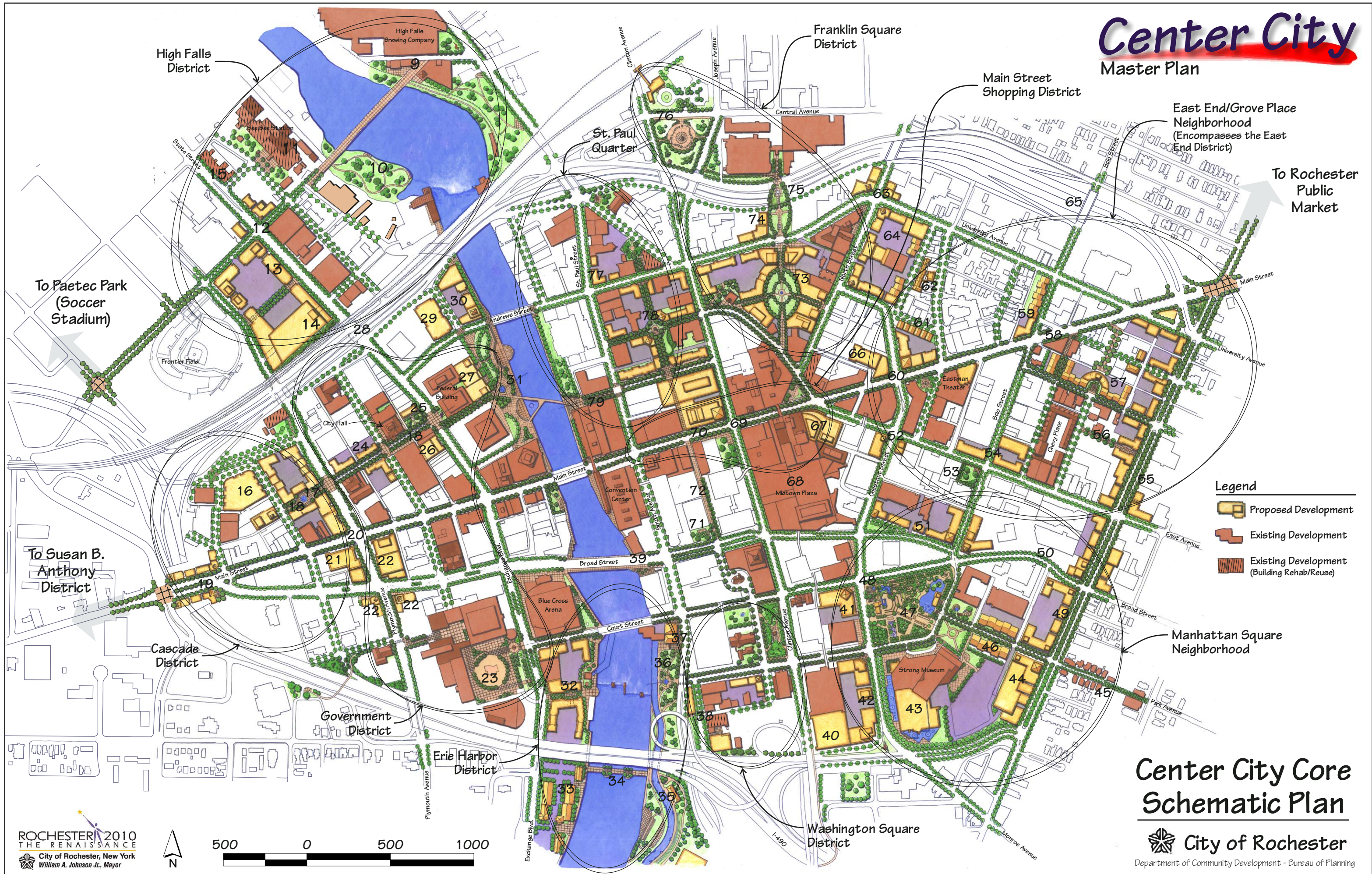
-  Greater Center City Boundary
-  Center City Core Boundary
-  Center City Sub-Areas



## Center City "Core" Schematic Sub-Areas



# Center City Master Plan



**Legend**

- Proposed Development
- Existing Development
- Existing Development (Building Rehab/Reuse)

## Center City Core Schematic Plan



# Sub-Area 9 (North West)

## Sub-Area Analysis

### District Description/Context

- ✓ High Falls District  
The High Falls District is bounded on the north by Smith Street and Brown Street, on the west by State Street and the Inner Loop on the south by the Inner Loop and on the east by St. Paul Boulevard. It includes the Genesee River gorge and High Falls, as well as Frontier Field and the world headquarters of Eastman Kodak Company.

### District Development Vision

- ✓ High Falls District  
"A dynamic, historic, waterfront entertainment district characterized by mixed-uses, exciting nightlife and unique tourist attractions. The district functions as a regional tourist destination that showcases the Genesee River and gorge and High Falls area. The district has an historic industrial design theme and character."

### Area Assets/Opportunities & Liabilities/Constraints

- ✓ Assets/Opportunities
  - ☐ Genesee River and gorge / High Falls
  - ☐ Eastman Kodak Company world headquarters
  - ☐ Frontier Field
  - ☐ Proposed Soccer Stadium
  - ☐ High Falls Brewery
  - ☐ Entertainment/tourist venues
  - ☐ Beebe Station
- ✓ Liabilities/Constraints
  - ☐ Lack of physical and visual connections to/from river
  - ☐ Lack of convenient physical connections into and out of the district
  - ☐ Lack of adequate parking
  - ☐ State Street frontage / surface parking
  - ☐ Inadequate river gorge access
  - ☐ No sense of arrival or "gateway"

### Legend

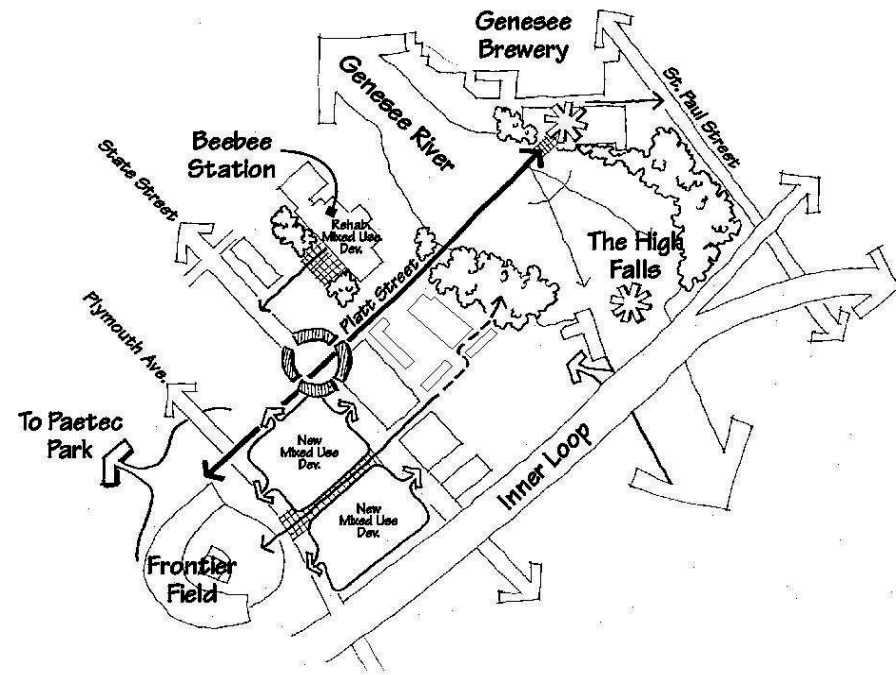
- Proposed Development
- Existing Development
- Existing Development (Building Rehab/Reuse)
- Public Plaza/Square
- Proposed Parking

### High Falls District





## Concept Diagram:



## Recommendations:

### High Falls District

9. **High Falls Beer Garden**
  - ✓ Develop a Beer Garden at the High Falls Brewery as a major attraction in the High Falls District. Develop the facility as the focal point of the east side of the district. It should be accessible from the west via the pedestrian bridge and from the east via St. Paul Boulevard. The High Falls Brewery could also offer guided brewery tours in conjunction with the Beer Garden.
10. **High Falls Park**
  - ✓ Develop the lower west side of the Genesee River Gorge within the High Falls District as a passive recreation area to include pedestrian access, trails, overlooks, etc. Long term development of the park could include elevator access from the top of the gorge down into the lower park, at or near the High Falls Interpretive Center.
11. **Beebee Station**
  - ✓ Redevelop Beebee Station as a major, mixed use, entertainment venue that retains the exterior industrial character, features and design of the original facility.
  - ✓ Strengthen the pedestrian connection between State Street

and Beebee Station. Develop new landscaping, streetscape improvements, signage and an entry plaza in front of Beebee Station to help identify and call attention to the venue and connect it to the rest of the district.

12. **State Street - Platt Street Intersection**
  - ✓ Develop this intersection as the major gateway into the High Falls District. It should be well defined on all four corners and include interesting architectural features, transparent ground floor facades, clearly identified pedestrian crossings and an attractive streetscape that includes a high level of pedestrian amenities.
  - ✓ Develop first floor uses (e.g. retail/commercial) that generate and/or benefit from pedestrian traffic.
  - ✓ Locate surface parking behind buildings.
13. **State Street - Mixed Use Development**
  - ✓ Develop the Kodak parking lots along State Street for mixed use with retail/commercial space on the first floor and office and residential above. With proximity to Kodak and other office buildings in the area, professionals could find the residential component very attractive.
  - 13a. Develop a pedestrian connection from State St. through the Kodak lot to Plymouth Ave. The connection should be highly visible and include special paving (e.g. brick), landscaping and signage.
  - 13b. Develop an enhanced pedestrian crossing at the State / Commercial Street intersection that includes improved landscaping / streetscape amenities on the southeast corner.
14. **Parking Garage**
  - ✓ Develop a new parking garage as part of the mixed use development discussed above (# 13). This new garage would serve Kodak employees and other westside employees during peak hours and serve the new mixed use development along State Street, Frontier Field and other High Falls destinations during off-peak hours. NOTE: According to the city's Westside Parking Study (2001), if the demand for parking rises based on higher office occupancy rates or new construction then a new parking facility will be needed in the High Falls area.
  - ✓ Locate the garage adjacent to the rail line / Inner Loop with access from State Street and Plymouth Avenue in order to ensure the highest and best use of the Kodak parking lot site and to maximize its development potential.
15. **State Street / Kodak Office - Mixed Use Development**
  - ✓ Redevelop existing buildings and storefronts along State Street, opposite Kodak Office, into new mixed use development (office/retail/personal service/restaurant on first floor and residential above) that caters to Kodak and area employees as well as High Falls visitors.



# Sub-Area 10 (West)

## Sub-Area Analysis

### District Descriptions/Context

- ✓ Cascade District  
The Cascade District is bounded on the north, west and south by the Inner Loop and on the east by Plymouth Avenue / Washington Street. It includes several historic warehouses and historic sites/buildings as well as many viable businesses and companies.
- ✓ Government District  
The Government District is bounded on the north and south by the Inner Loop, on the west by Plymouth Avenue / Washington Street and on the east by the Genesee River. It includes a significant portion of riverfront land, along with important government buildings such as Rochester City Hall, the Federal Building, the Monroe County Office Building and Civic Center Plaza.






### District Development Visions

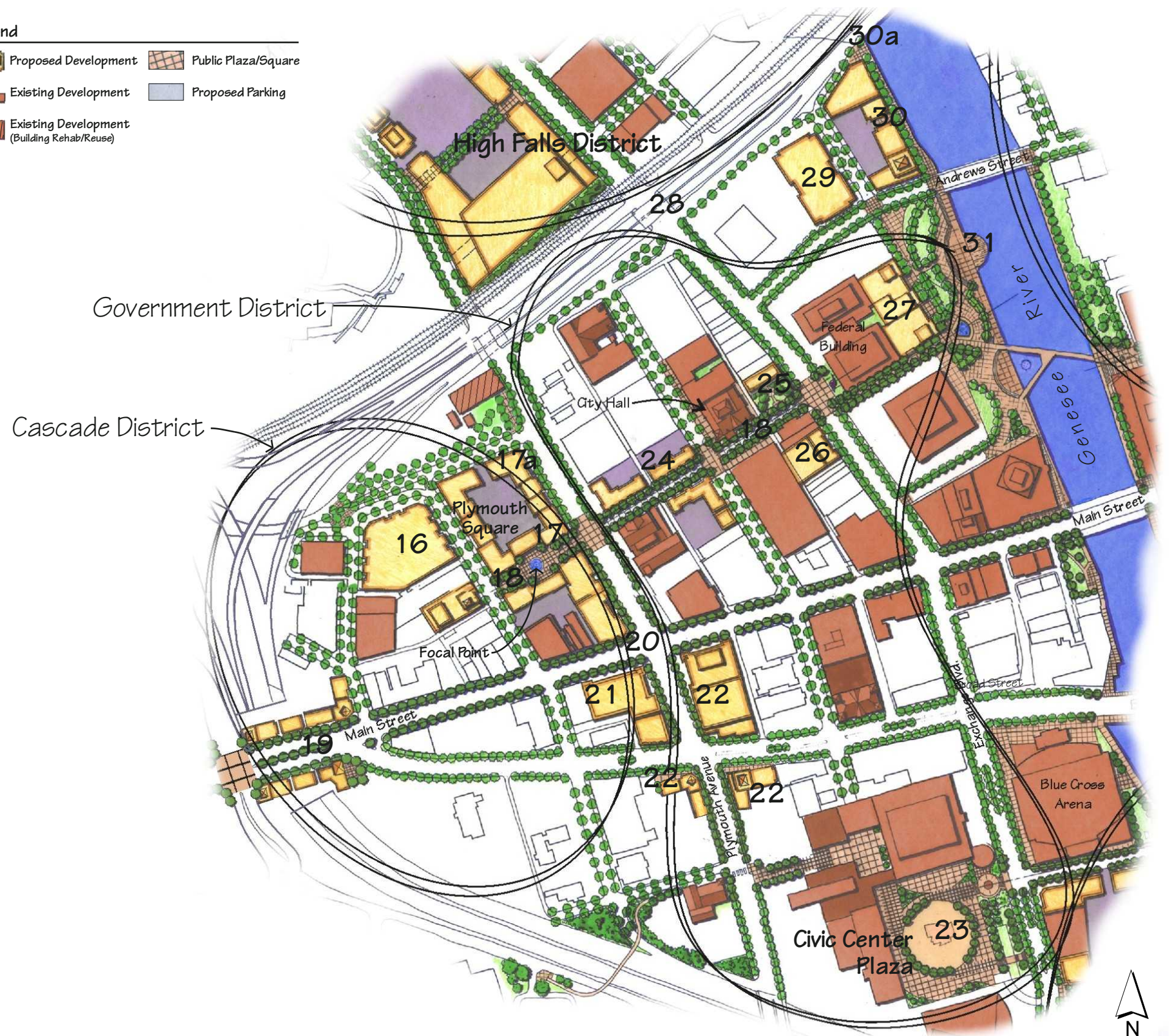
- ✓ Cascade District  
"A unique, mixed-use, historic district that showcases city businesses as well as safe, convenient city living opportunities within easy walking distance of the Genesee River, Frontier Field and other shopping and entertainment attractions. The district highlights converted warehouses and industrial buildings that present a unique design theme, character and history."
- ✓ Government District  
"A mixed-use district that incorporates important government functions and relates and connects them to each other, to other office, business and institutional uses in the area, to major streets in the area and to the Genesee River waterfront. The district showcases a formal and historic design theme and character."

### Area Assets/Opportunities & Liabilities/Constraints

- ✓ Assets/Opportunities
  - ❑ Compactness of Cascade District area
  - ❑ Existing historic warehouses, buildings and sites
  - ❑ Proximity to Frontier Field, High Falls and Genesee River
  - ❑ Relationships to Main Street, State Street and Plymouth Avenue
  - ❑ Existing businesses, offices, companies and institutions
  - ❑ Existing government functions
- ✓ Liabilities/Constraints
  - ❑ Limited access to Cascade District area / relative isolation
  - ❑ Lack of adequate, convenient parking in the future
  - ❑ Vacant land
  - ❑ Lack of direct building functional relationships to Plymouth Avenue
  - ❑ Lack of usable, convenient open space
  - ❑ Lack of direct, convenient access to Genesee River

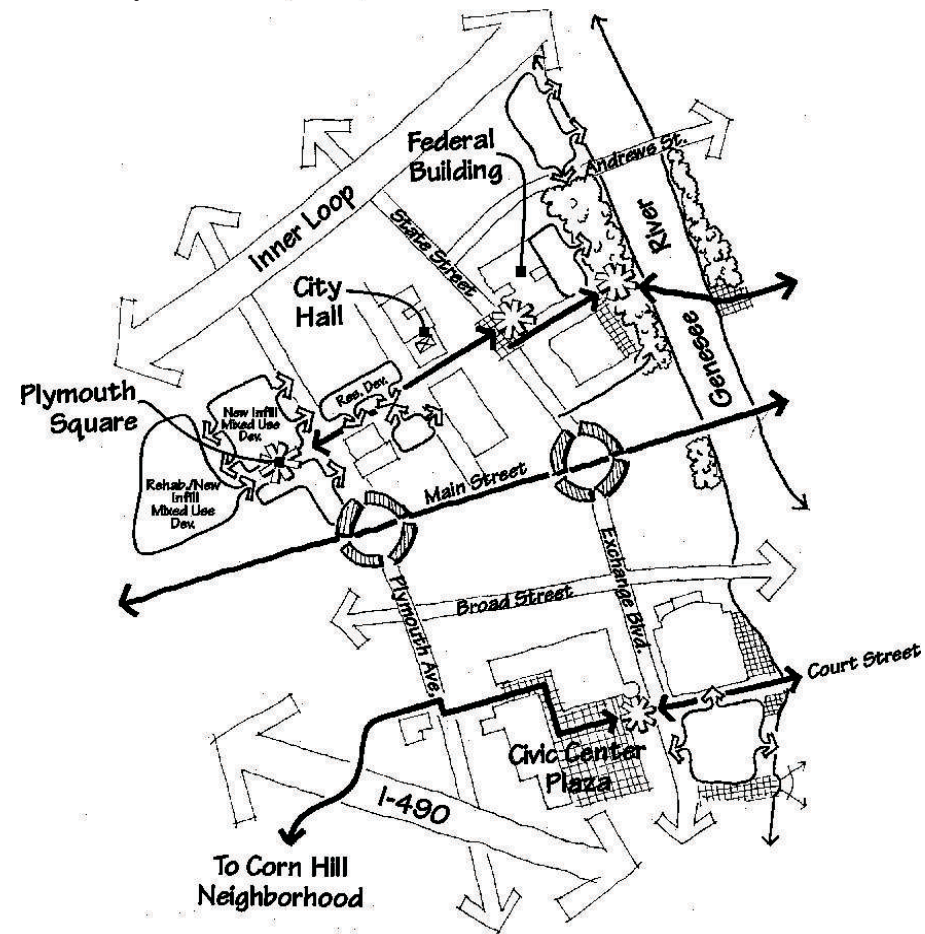
### Legend

-  Proposed Development
-  Existing Development
-  Existing Development (Building Rehab/Reuse)
-  Public Plaza/Square
-  Proposed Parking





## Concept Diagram:



## Recommendations:

### Cascade District

16. **Parking Garage**
  - ✓ Locate a new parking garage at the west end of the Cascade District if the area experiences new development and higher office occupancy rates in the future. NOTE: According to the city's Westside Parking Study (2001), the Cascade and Government Districts are at parking equilibrium. However, as a result of the proposed new construction shown on the Schematic (e.g. Plymouth Square, Plymouth/Main intersection, etc.) and as office occupancy rates increase, a new garage may be necessary to accommodate new demand.
  - ✓ Mixed use should be considered on the first floor of the new garage.

17. **Plymouth Square**
  - ✓ Develop "Plymouth Square" to include mixed use development centered around a central public square with a significant special feature. First floor uses that generate and take advantage of pedestrian traffic should be encouraged in this development.
  - 17a. Residential uses should be the primary component of this portion of the development. Entrances should engage the street and parking should be in or near the center of the development site.
18. **Church Street Axis**
  - ✓ Develop Church Street as a significant east-west axis and in a way that emphasizes both physical and visual access between the Cascade District and the Genesee Riverfront. A special feature in Plymouth Square should anchor the west end and a special feature at the Federal Building on State Street should anchor the east end.
19. **West Main Street / Inner Loop Redevelopment**
  - ✓ Investigate the potential for redeveloping the West Main Street / Inner Loop intersection by burying the Inner Loop underneath Main Street, utilizing the abandoned subway bed. If this is possible, then redevelop West Main Street for new commercial / mixed-use development.
20. **Main Street - Plymouth Avenue Intersection**
  - ✓ Develop this intersection as a principal transition between the Cascade District and the Government District. The intersection should be well defined through form and function on all four corners. Building facades should be architecturally interesting and first floor facades should engage the street.
21. **Mixed Use Development**
  - ✓ Develop mixed uses in buildings at the Main Street / Plymouth Avenue intersection in a way that helps define the intersection and creates pedestrian activity. Uses should include neighborhood services that support residential development and potential new employment centers.

### Government District

22. **Mixed Use Development**
  - ✓ Develop new mixed uses at the southeast corner of Main Street and Plymouth Avenue and at Plymouth Avenue / Broad Street. Relate the ground floors of development to the street through appropriate building / site design and land uses.
23. **Civic Center Plaza**
  - ✓ Redevelop the Civic Center Plaza to include a significant special feature and a linkage of the plaza to Exchange Boulevard in an effort to actively engage the streetscape, increase pedestrian activity in the area and create a pleasant, inviting, useable public open space area.

- ✓ Create a main entrance to the plaza from Exchange Boulevard which is aligned along the axis with Court Street and which includes a special feature such as a sculpture and/or fountain. The long existing vista from Clinton Avenue down Court Street could be terminated by the special feature which would draw attention to and celebrate this important civic space.
  - ✓ Redevelopment of the plaza should include a design theme or representation of all Monroe County cities, towns and villages through flags, banners and/or a large County map depicting all the municipalities in the area.
24. **Residential Development**
    - ✓ Develop new housing (e.g. rowhouses) along Church Street that actively engages the street and that complements the proposed mixed use development in Plymouth Square to the west. Integrate the design of the new residential development with the proposed Church Street pedestrian axis.
    - ✓ Entrances to garages and parking lots should be located at the rear of buildings and should not be viewed from Church Street.
  25. **Commemorative Park**
    - ✓ Redevelop the existing surface parking lot at the corner of Church Street and State Street into a small city commemorative park. The park should be designed to create a stronger, more prominent connection between City Hall and State Street and should build on and enhance the design image, details and character of City Hall.
    - ✓ Design the park in a way that would provide a place for the Mayor and other city officials to hold press conferences and other special events / public meetings.
  26. **Sister Cities Garage**
    - ✓ Expand the Sister Cities Garage east to State Street and include first floor retail/commercial space along the State Street frontage.
  27. **Federal Building**
    - ✓ Develop / expand the Federal Building to potentially include a small parking garage as well as additional offices / court rooms. Ensure that new development actively engages the Riverfront.

### Other

28. **State Street Underpass / Gateway**
  - ✓ Redevelop the State Street / Inner Loop underpass as a major Center City gateway. Improve pedestrian access between the High Falls District and the Government District along State Street. Establish a series of significant lighting and aesthetic improvements along State Street and the Inner Loop access ramps as part of the gateway project.



**29. Front Street Parking Garage**

- ✓ Develop a new parking garage at the Andrews Street / Front Street intersection to serve new mixed use development along the river to the east and to accommodate parking demand relocated from redevelopment of the Crossroads Parking Garage.

**30. Mixed Use Development - Front Street/Andrews Street**

- ✓ This is one of the few vacant development sites available on the Center City waterfront. It should include a mix of water dependent or water enhanced uses including housing on the upper floors.
- ✓ Development should allow ample space for the continuation of the north/south public river walk with a direct connection along the river into the High Falls District. Buildings fronting the waterfront and/or Andrews Street should actively address the riverfront and street.
- ✓ Street and waterfront building fronts should include entrances, breaks, and high levels of first floor transparency.

30a. Develop a new pedestrian linkage between the High Falls District and the Government District, along the west side of the Genesee River, underneath the Inner Loop Expressway Bridge and Amtrak railroad bridge. Link the pedestrian trail or accessway to new mixed use development described above.

**31. Crossroads Park Redevelopment and Fountain**

- ✓ In the short term, maintain and redevelop Crossroads Park in a manner which increases physical and visual access to the riverfront, improves north/south pedestrian access along the river and allows year-round celebrations, functions and activities to take place in the park.
- ✓ Special features with a water theme (fountains, sculptures) could be used to help identify the park and waterfront from State Street and to draw people into and through the park. Specifically, the existing river fountain should be rehabilitated. If this is found to be not feasible, the fountain should be relocated and redeveloped as a focal point at a prominent position within the park itself.
- ✓ In the longer term, the park should be developed in a way that embraces and engages the water as much as possible. Pulling back the flood wall and gently terracing the park down closer to the water should be considered. Large, abrupt grade changes within the park area that create small "sunken in" or hidden spaces that are confined by large walls and that feel uncomfortable should be avoided.
- ✓ When the parking garage has served its useful life and some or all of the parking garage is eliminated or relocated as part of redevelopment plans, entrances to the park from State Street and Andrews Street should be at or near street elevation. The principal entrance into the park should be along State Street

and opposite Church Street, between the Federal Building and the Hotel. Special features with a water theme (fountains, sculptures) could be used to help identify the waterfront from these streets and to draw people into and through the park.

NOTE: Recommendations from city's Crossroads Park Redevelopment Study should be reviewed and implemented as feasible.



# Sub-Area 11 (South-Central)

## Sub-Area Analysis

### District Descriptions/Context

- ✓ Erie Harbor District  
The Erie Harbor District is bounded on the north by Court Street, on the west by Plymouth Avenue, on the south by Ford Street and on the east by South Avenue and Mt. Hope Avenue. It includes a significant portion of Genesee River waterfront as well as the Erie Canal Harbor/Port area, Time Warner Cable and existing residential development. The district is also adjacent to and connected with the Corn Hill and South Wedge residential neighborhoods.
- ✓ Washington Square District  
The Washington Square District is bounded on the north by Court Street, on the west by South Avenue, on the south by the Inner Loop and on the east by Clinton Avenue. It includes several existing buildings and warehouses housing viable businesses and companies. The district relates directly to the Genesee River to the west and to important office buildings and land uses to the north and east.






### District Development Visions

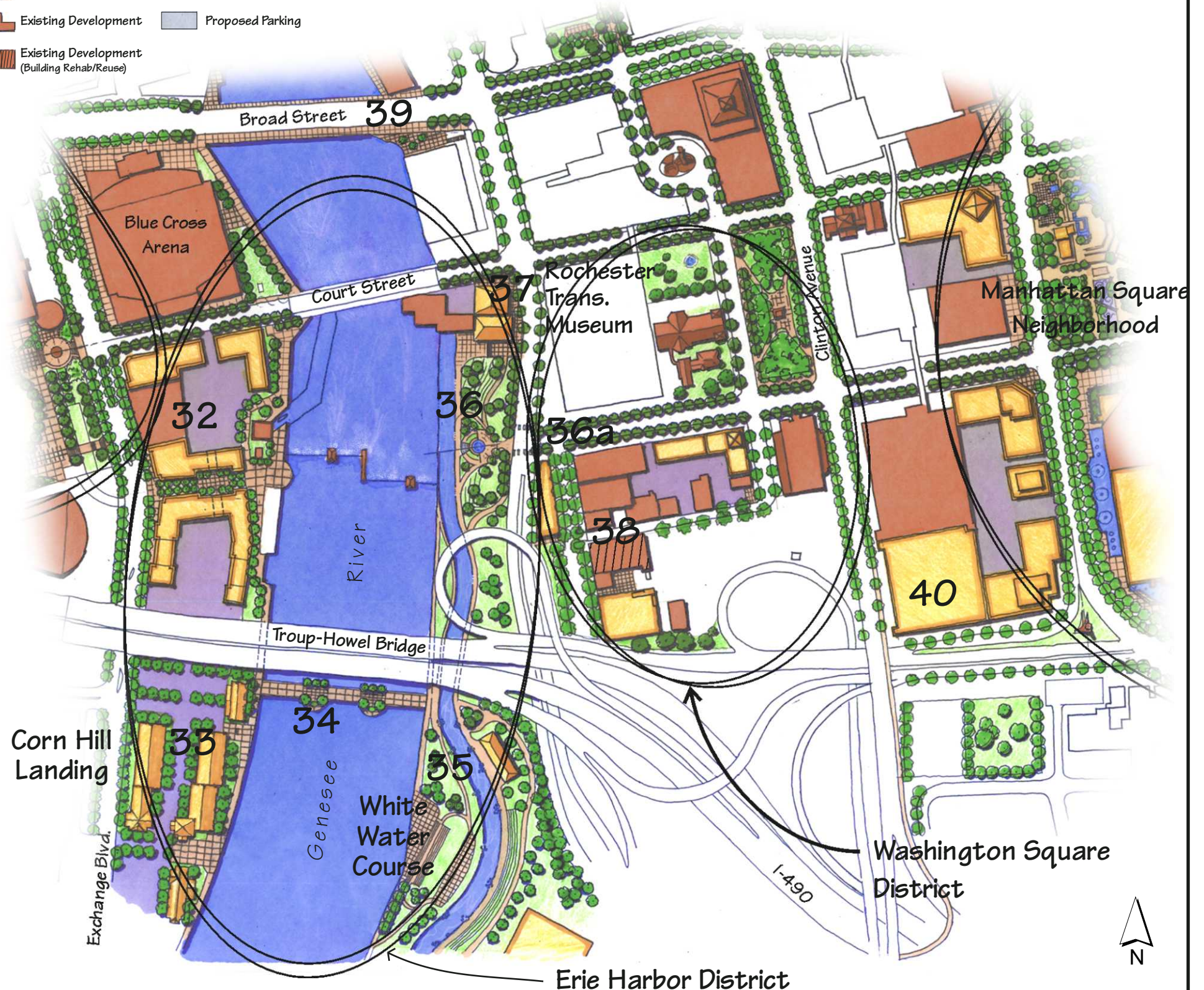
- ✓ Erie Harbor District  
"A unique, mixed-use, waterfront district that showcases the Erie Canal Harbor and Port along with safe, convenient city living opportunities within easy walking distance of the Genesee River and other employment, shopping and entertainment venues. The district highlights historic and industrial buildings that present a unique design theme and character."
- ✓ Washington Square District  
"A compact, mixed-use district that showcases safe, convenient employment and city living opportunities within easy walking distance of the Genesee River and other office, shopping and entertainment venues. The district highlights historic office, institutional and industrial buildings that present unique design themes and characteristics related to Washington Square Park, the Genesee River and the Court Street Dam."

### Area Assets/Opportunities & Liabilities/Constraints

- ✓ Assets/Opportunities
  - Relationship and connections to Genesee River
  - Relationship and connections to other districts and neighborhoods
  - Erie Canal Harbor / Port
  - Frontages on Exchange Boulevard, South Avenue and Mt. Hope Avenue
  - Potential to connect neighborhoods on both sides of river
- ✓ Liabilities/Constraints
  - Barrier effect produced by river
  - Barrier/noise effect produced by Inner Loop
  - Excessive land devoted to expressway and expressway ramps
  - Lack of water-enhanced / water-dependent uses along river

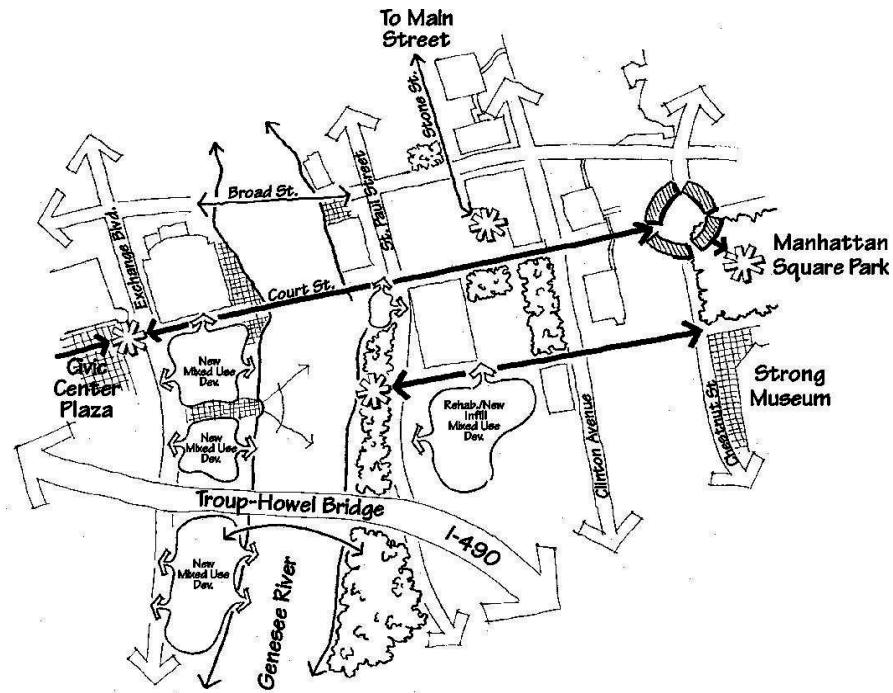
### Legend

-  Proposed Development
-  Existing Development
-  Existing Development (Building Rehab/Reuse)
-  Public Plaza/Square
-  Proposed Parking





## Concept Diagram:



## Recommendations:

### Erie Harbor District

- 32. Mixed Use Development w/ Strong Residential Component**
- ✓ Develop a mix of water dependent or water enhanced uses on the first floor. Upper floors should be reserved for residential including live/work units.
  - ✓ Development should allow ample space for the public river walk. Buildings fronting the waterfront, Exchange Boulevards and Court Street should actively address the riverfront/street.
  - ✓ Locate parking behind buildings or underground so that it is out of view from the street and riverfront.
  - ✓ Street and waterfront building fronts should include entrances, breaks, and high levels of first floor transparency.
- 33. Mixed Use Development - Corn Hill Landing**
- ✓ Develop Corn Hill Landing as the “Erie Harbor on the Genesee” to include residential, office and commercial/retail uses along with a major canal port/docking facility. If the current development proposal does not come to fruition, then future development proposals should include mixed use with a strong residential component.
  - ✓ Buildings fronting the waterfront or Exchange Boulevard should actively address the riverfront/street.

- ✓ Locate parking behind buildings or underground so that it is out of view from the street and riverfront.
  - ✓ Street and waterfront building fronts should include entrances, breaks, and high levels of first floor transparency.
- 34. Troup-Howell Bridge / Erie Harbor Pedestrian Bridge**
- ✓ Redevelop the Inner Loop / I-490 Troup-Howell Bridge as a signature structure. Develop a pedestrian bridge over the Genesee River in the vicinity of the Troup-Howell bridge to connect the Corn Hill neighborhood and west side river trail system to the South Wedge neighborhood and the east side river trail system.
  - ✓ Both bridges should be designed in a way that significantly enhance the skyline view of Center City.
- 35. Genesee River White Water Course**
- ✓ Develop a white water course on the east-side of the Genesee River, based on the findings in the city’s White Water Course Market Study.
- 36. Erie Harbor Park**
- ✓ Develop a riverfront park on the east side of the Genesee River, between Court Street and I-490. The park should work in conjunction with the Genesee River White Water Course and include trails, a river overlook and a significant water feature (e.g. fountain) which can be seen from I-490, along the Woodbury Boulevard view shed and from other parts of Center City.
- 36a**
- Emphasize Woodbury Boulevard as an east-west axis linking Strong Museum and the Manhattan Square Neighborhood to the riverfront and the Erie Harbor Park and District. The water feature should be on the axis with Woodbury Boulevard and act as the dominant west end focal point. The water feature proposed as part of the Strong Museum expansion will be the east end focal point (southeast corner of the Chestnut Street/Manhattan Square Drive intersection).
- 37. Rochester Transportation Museum (Genesee River-Erie Canal-Rochester Rail)**
- ✓ Develop a transportation museum at the corner of Court Street and South Avenue that would focus on the significant transportation history of the Genesee River, Erie Canal and Rochester’s rail lines. Historic infrastructure remains in the area from all three routes.

### Washington Square District

- 38. Mixed Use Development w/ Strong Residential Component**
- ✓ Develop a small cluster of historic buildings south of Woodbury Boulevard and north of I-490, between South Avenue and Clinton Avenue as a mixed use, historic district in close proximity to Center City’s corporate office core area. Consider luxury

- residential flats, lofts and apartments as principal residential uses.
- ✓ Improve the streetscape and pedestrian environment along South Avenue and at the South Avenue / Woodbury Boulevard intersection. Connect the district to the Erie Harbor Park and riverfront trail system to the west, and to Chestnut Street to the east. Improve landscaping and other amenities along the southern boundary of the district, adjacent to I-490, to help reduce noise levels and to delineate the pedestrian trail.
- ✓ Utilize the assets of GeVa, Dugan Center and Washington Square Park to promote this area as a unique, mixed use area that caters to corporate employees, residents and visitors.

### Other

- 39. Broad Street Aqueduct**
- ✓ Redevelop the Broad Street Aqueduct as a pedestrian passageway and historic interpretive attraction. The passageway would extend from the Broad Street Tunnel and Blue Cross Arena on the west side of the Genesee River through the interior of the Aqueduct and into the Rochester Gas and Electric Corporation’s Substation 6 and Riverside Convention Center on the east side. Provide safe, easy access to the Aqueduct from street level.
  - ✓ Develop a portion of the aqueduct (parallel to the pedestrian passageway) for retail uses, historic interpretive displays and possible transit.
- 40. Washington Square Parking Garage Expansion**
- ✓ Expand the Washington Square Parking Garage to the south to provide additional parking to this area. NOTE: According to the city’s East Side Parking Study, an increase in daytime parking demand south of Main Street between Clinton Avenue and the Inner Loop would require an increase in parking supply.



# Sub-Area 12 (South-East)

## Sub-Area Analysis

### Neighborhood Description/Context

- ✓ Manhattan Square Neighborhood  
The Manhattan Square Neighborhood is bounded on the north by Court Street / Broad Street, on the west and south by Clinton Avenue / Monroe Avenue, and on the east by Alexander Street. It includes Manhattan Square Park and the Strong Museum, along with several other important buildings and land uses including well-established residential areas to the east of the existing Inner Loop.

### Neighborhood Development Vision

- ✓ Manhattan Square Neighborhood  
"A compact, residential neighborhood that showcases safe, convenient city living opportunities as well as significant public parkland and institutions within easy walking distance of offices, shopping and entertainment venues. The neighborhood exhibits a strong contemporary urban design theme and character related to Manhattan Square Park, the Strong Museum and nearby office towers."

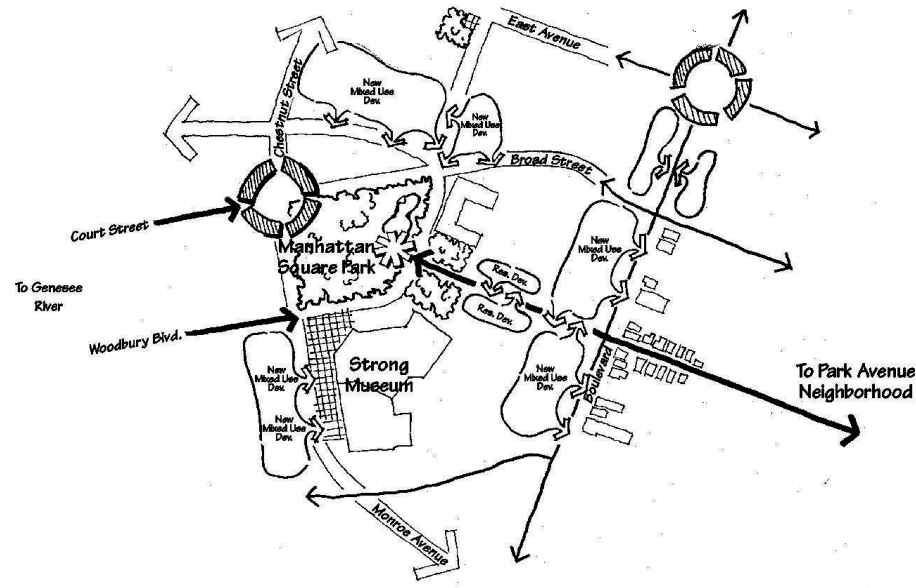
### Area Assets/Opportunities & Liabilities/Constraints

- ✓ Assets/Opportunities
  - Location and size of Manhattan Square Park
  - Strong Museum as a regional tourist attraction
  - Monroe Avenue gateway area
  - Vacant, developable land
  - Residential areas to the east
- ✓ Liabilities/Constraints
  - Barrier / noise effect produced by Inner Loop
  - Lack of connections to the east and south
  - Outdated design and functionality of Manhattan Square Park
  - Lack of gateway experience from the south
  - Vacant land along Chestnut Street west frontage





## Concept Diagram:



## Recommendations:

### Manhattan Square Neighborhood

#### 41. Mixed Use Development w/strong Office Component

- ✓ Develop commercial or retail uses on the first floor, especially on the corner at the Court Street / Chestnut Street intersection. Upper floors should be reserved for office and/or residential uses including live/work units.
- ✓ Development should actively address the intersection and streets by including entrances, facade breaks, and high levels of first floor transparency.
- ✓ Locate parking behind buildings or underground so that it is out of view from the street.

#### 42. Mixed Use Development w/strong Residential Component

- ✓ Develop space for commercial or retail uses on the first floor, with upper floors reserved for residential including live/work units.
- ✓ Development should actively address the intersection and streets by including entrances, facade breaks, and high levels of first floor transparency.
- ✓ Locate parking behind buildings or underground so that it is out of view from the street.
- ✓ Develop the Chestnut / Inner Loop corner with a special design feature on alignment with Monroe Avenue to serve as a focal point and Center City gateway.

#### 43. Strong Museum Expansion

- ✓ Expand Strong Museum to the south along Chestnut Street and include a major outdoor landscape / fountain / water feature at the intersection of Chestnut Street, Monroe Avenue and the new Union Boulevard.

#### 44. Parking Garage & Mixed Use Development

- ✓ Develop a new parking garage in conjunction with mixed use development along the southeastern edge of the Strong Museum property, adjacent to the new Union Boulevard. NOTE: When the Inner Loop is eliminated and the new Union Boulevard is developed (see #45), land which was part of the Inner Loop right-of-way could be available for development. In an effort to maximize development, eliminate unattractive surface parking lots and, at the same time, provide the needed parking for both Strong Museum and proposed development, a private/public partnership with Strong Museum should be explored. A garage should not front the proposed boulevard.
- ✓ Develop commercial/retail space on the first floor and office and/or residential on upper floors. along the Boulevard.
- ✓ Development should actively engage the Boulevard by including entrances, facade breaks, and high levels of first floor transparency.

#### 45. Park Avenue Extension

- ✓ Develop a pedestrian/vehicular connection from the Alexander Street/Park Avenue intersection west to the proposed boulevard via Canfield Street. The connection should link pedestrians and vehicles from eastern neighborhoods to the mixed use development along the proposed boulevard, Manhattan Square Park and other Center City destinations. Care should be taken, through design, to ensure pedestrian safety and neighborhood ambience. If vehicular access is not deemed feasible, pedestrian access should be allowed, at a minimum.

#### 46. Residential Development

- ✓ Develop rowhouses or townhouses along a new enclave street between the proposed boulevard and Manhattan Square Park. A mix of residential development is essential in order to develop the Manhattan Square area into a neighborhood.
- ✓ Development should engage the street and parking should be shared and located behind buildings.

#### 47. Manhattan Square Park

- ✓ Redevelop the park according the city's Manhattan Square Park Master Plan.

#### 48. Chestnut Street Width Reduction & Court Street Intersection

- ✓ Eliminate the paved median and reduce the overall width of Chestnut Street between Broad Street and the Inner Loop. Reducing the width will allow for wider sidewalks, expand park space along Manhattan Square Park and shorten pedestrian

crossings at the Court Street/Chestnut Street intersection.

- ✓ Ensure that buildings at the Court Street / Chestnut Street intersection engage the intersection as much as possible and serve to heighten the function of the intersection as the gateway into Manhattan Square Park. First floor uses that generate and/or enhance pedestrian traffic is desirable and should be encouraged.

#### 49. Mixed Use Development along proposed Union Boulevard

- ✓ Develop buildings along the proposed new boulevard that include a mix of uses including commercial/retail space on the first floor and office and/or residential on upper floors, residential buildings, office buildings and institutional uses.
- ✓ Development should actively engage the Boulevard by including entrances, facade breaks, and high levels of first floor transparency.
- ✓ Public plazas, squares and vest pocket parks should be integrated into or connected with the streetscape.

#### 50. Broad Street & Court Street Realignment & Extension

- ✓ Reduce the width of Broad Street east of Broadway by removing the median and either the west bound lanes to Court Street or the eastbound lanes of Broad Street. Open the remaining lanes to two-way traffic.
- 50a. Realign Broad Street to the south to align with Dryer Alley and extend Broad Street to Alexander Street.
- 50b. Realign/reconfigure the Broad Street / Broadway intersection or the Court Street / Broadway intersection to create well defined, clean, "four corner" intersections.

#### 51. Mixed Use Development - Broad Street

- ✓ Develop buildings with a mix of uses that could include buildings with commercial/retail space on the first floor and office and/or residential on upper floors, residential buildings, office buildings and institutional uses.
- ✓ Development should actively engage the street by including entrances, facade breaks, and high levels of first floor transparency



# Sub-Area 13 (North-East)

## Sub-Area Analysis

### Neighborhood Description/Context

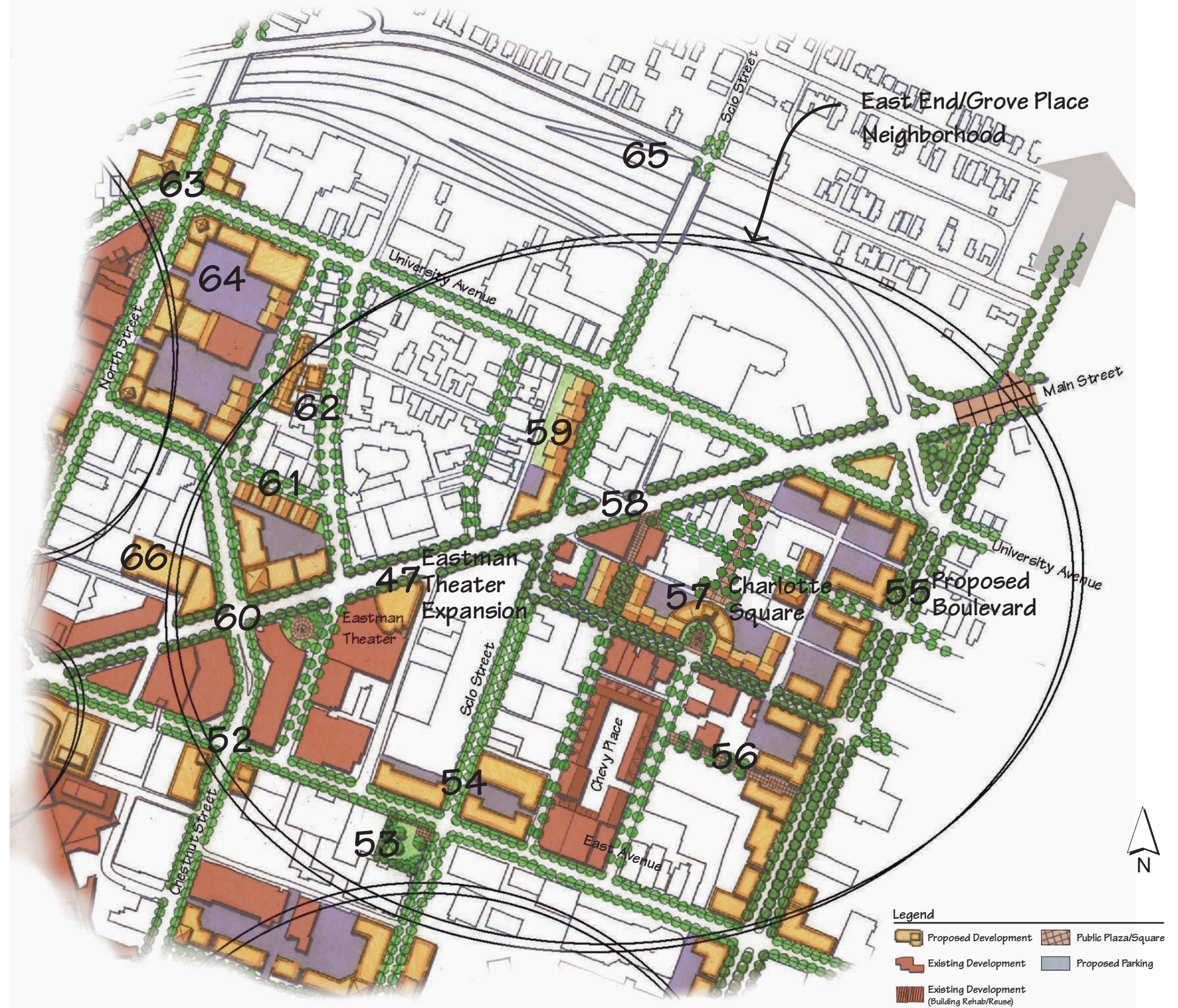
- ✓ East End / Grove Place Neighborhood  
The East End / Grove Place Neighborhood is bounded on the north by the Inner Loop on the west by Chestnut Street, on the south by East Avenue frontage and on the east by the Inner Loop (new Union Boulevard). It includes the Eastman Theater, Eastman Place, Eastman Dormitory, the Metro YMCA and Chevy Place. The neighborhood also encompasses the East End Entertainment District which centers around East Avenue and includes several restaurant, nightclub and entertainment venues.

### Neighborhood Development Vision

- ✓ East End / Grove Place Neighborhood  
"A uniquely combined mixed-use neighborhood and dynamic entertainment district that showcase a variety of safe, convenient city living opportunities along with an exciting variety of nightlife, restaurants, entertainment venues and tourist attractions. The neighborhood and district function together as a local and regional tourist destination that showcases the world-renowned Eastman Theater. Both areas are characterized by a formal and historic urban design theme."

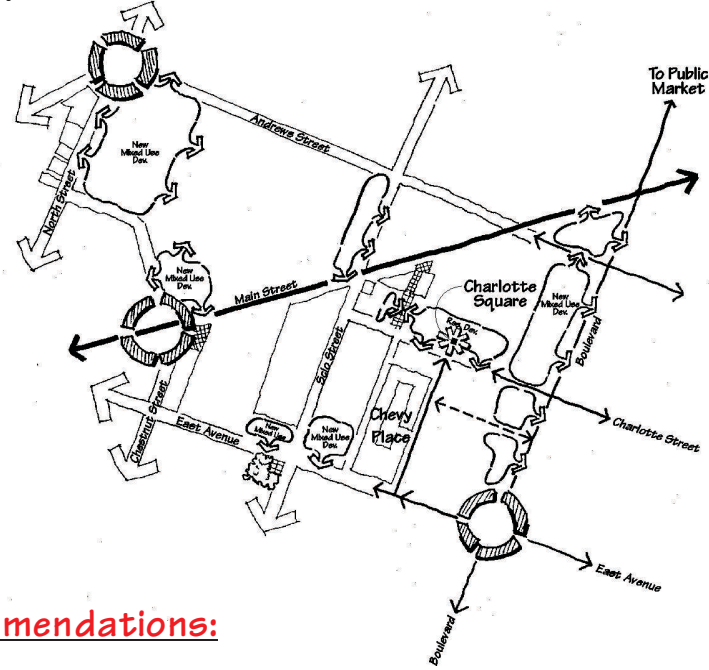
### Area Assets/Opportunities & Liabilities/Constraints

- ✓ Assets/Opportunities
  - ☐ Eastman Theater and Gibbs Street
  - ☐ Residential development and student housing
  - ☐ A wide variety of land/building uses and functions
  - ☐ Entertainment, restaurant and tourist venues
  - ☐ East Avenue / Main Street streetscapes
  - ☐ East Avenue / Main Street "gateway" opportunities
- ✓ Liabilities/Constraints
  - ☐ Vacant land
  - ☐ Lack of connections to the east
  - ☐ Barrier effect produced by Inner Loop
  - ☐ Parking problems / issues
  - ☐ Main Street barrier effect between north and south neighborhoods





## Concept Diagram:



## Recommendations:

### East End/Grove Place Neighborhood

#### 52. Chestnut Street - East Avenue Intersection

- ✓ Develop infill buildings on the southeast and southwest corner of the intersection that define and provide closure to the intersection.
- ✓ Buildings should actively engage the street by including entrances, facade breaks, and high levels of first floor transparency. First floor commercial/retail uses are desirable.
- ✓ Building facades should complement the Appellate Court Division building on the northwest corner.

#### 53. Urban Pocket Park

- ✓ Develop a partnership with the Christ Church to create a vest pocket park with a sitting area on the corner of East Avenue and Broadway. NOTE: The East End District needs a formal public gathering area. The location is highly visible, great for "people watching" and is in close proximity to restaurants, coffee houses and residents.

#### 54. Mixed Use Development w/Strong Residential Component

- ✓ Develop space for commercial or retail use on the first floor with upper floors should be reserved for residential including live/work units.
- ✓ Development should actively address the intersection and streets by including entrances, facade breaks, and high levels of first floor transparency.
- ✓ Locate parking behind buildings or underground so that it is out of view from the street.

#### 55. Union Boulevard

- ✓ Develop an at-grade boulevard from Monroe Avenue north to North Street that helps to reconnect the residents to the east and north to the Center City core. Include in the design of the boulevard a landscaped center median, wide pedestrian sidewalks and crosswalks and special landscape and lighting features. NOTE: The city's Inner Loop Improvement Study (2001) outlines alternatives for reconstructing the eastern section of the Inner Loop transportation infrastructure into a facility that better meets the community's needs for access, neighborhood cohesion and future land uses.
- ✓ Develop the remaining right-of-way land along the boulevard (see #49) in a way that transforms the boulevard into Rochester's premiere urban street with a full range of mixed use development including shops, entertainment venues and residences.

#### 56. Two Vine Pedestrian Connection

- ✓ Develop a neighborhood pedestrian connection from Winthrop Street to the proposed boulevard along the Vine Street ROW.

#### 57. Charlotte Square

- ✓ Develop residential units centered around a significant public square or neighborhood vest pocket park. As a focal point from East Avenue, the public square could include a special feature on axis with Winthrop Street.
- ✓ Front the residential units (townhouses, rowhouses, etc.) on Charlotte Street and locate parking and garages in the rear.
- ✓ Develop a significant pedestrian connection extending through the site (north/south) from Charlotte Street to Main Street.

#### 58. Main Street Revitalization - Neighborhood Services

- ✓ Redevelop and revitalize the east end of Main Street from Chestnut Street to the proposed new boulevard in a manner which emphasizes building facade and streetscape improvements and which could provide an important catalyst for future neighborhood commercial/retail investment.

#### 59. Scio Street Residential Development

- ✓ Develop rowhouses or townhouses on the narrow, rectangular form of this development site. The alley to the west could provide access to rear yard parking and/or garages.

#### 60. Main Street - Chestnut Street Intersection

- ✓ The intersection should be developed in a manner which clearly defines all four corners and which includes interesting architectural features, transparent ground floor facades, clearly identified pedestrian crossings and an attractive streetscape with a high level of pedestrian amenity.
- ✓ Develop first floor uses (e.g. retail/commercial) that generate and/or benefit from pedestrian traffic.
- ✓ Locate surface parking behind buildings.

#### 61. Townhouse Development

- ✓ Develop townhouses or rowhouses along Grove Street and Gibbs

Street. NOTE: The current development proposal for site # 62 includes building upscale townhouses.

- ✓ Buildings fronting the street should include prominent entrances from the street and interesting buildings facades that are in sync with neighborhood character.
- ✓ Locate entrances to garages and parking lots at the rear of buildings and out of view from the street. If it is necessary for garages to be accessed from the primary street frontage, main entrances should be closer to the street and have more visual prominence than the garage entrance.

#### 62. Gibbs Street Townhouses (see #61)

### Other

#### 63. Andrews Street - Chestnut Street Intersection

- ✓ Develop buildings/uses that create a well defined intersection. Buildings should actively engage the street with entrances, facade breaks, and high levels of first floor transparency.
- ✓ First floor commercial/retail uses are desirable.

#### 64. New Development Site - Mixed Use Development w/Strong Office Component

- ✓ Restore North Street from the Andrews Street intersection south to Main Street. Realign Chestnut Street to create a "T" intersection at North Street. NOTE: The construction of Chestnut Street, north of Main Street, dismantled the street network and created a fragmented urban form with irregular shaped development parcels. Restoring North Street to Main Street and realigning Chestnut Street would reorganize land around a more traditional urban street pattern which would create new and expanded development opportunities.
- ✓ Develop buildings and uses that include space for commercial or retail use on the first floor, especially on the Andrews Street intersection. Upper floors should be reserved for office and/or residential including live/work units.
- ✓ Development should actively address the intersection and streets by including entrances, facade breaks, and high levels of first floor transparency.
- ✓ Locate parking behind buildings or underground so that it is out of view from the street.

#### 65. Cross - Inner Loop Connections

- ✓ Identify options for reducing the barriers represented by this segment of the Inner Loop such as narrowing or raising the Inner Loop, widening bridge / sidewalk crossings and/or decking over some segments.

#### 66. Achilles Street Parking Garage

- ✓ Develop a small parking garage to serve East Main Street properties.



# Sub-Area 14 (Main Street Central)

## Sub-Area Analysis

### District Description/Context

- ✓ Main Street Shopping District  
The Main Street Shopping District includes all properties that front on Main Street, between the St. Paul Street / South Avenue intersection on the west and the East Avenue / Franklin Street intersection on the east. The district includes two major hotels, several office towers, a variety of buildings with ground floor retail and other significant buildings including the Rochester Riverside Convention Center, Damon Center (former Sibley Building) and Midtown Plaza.






### District Development Vision

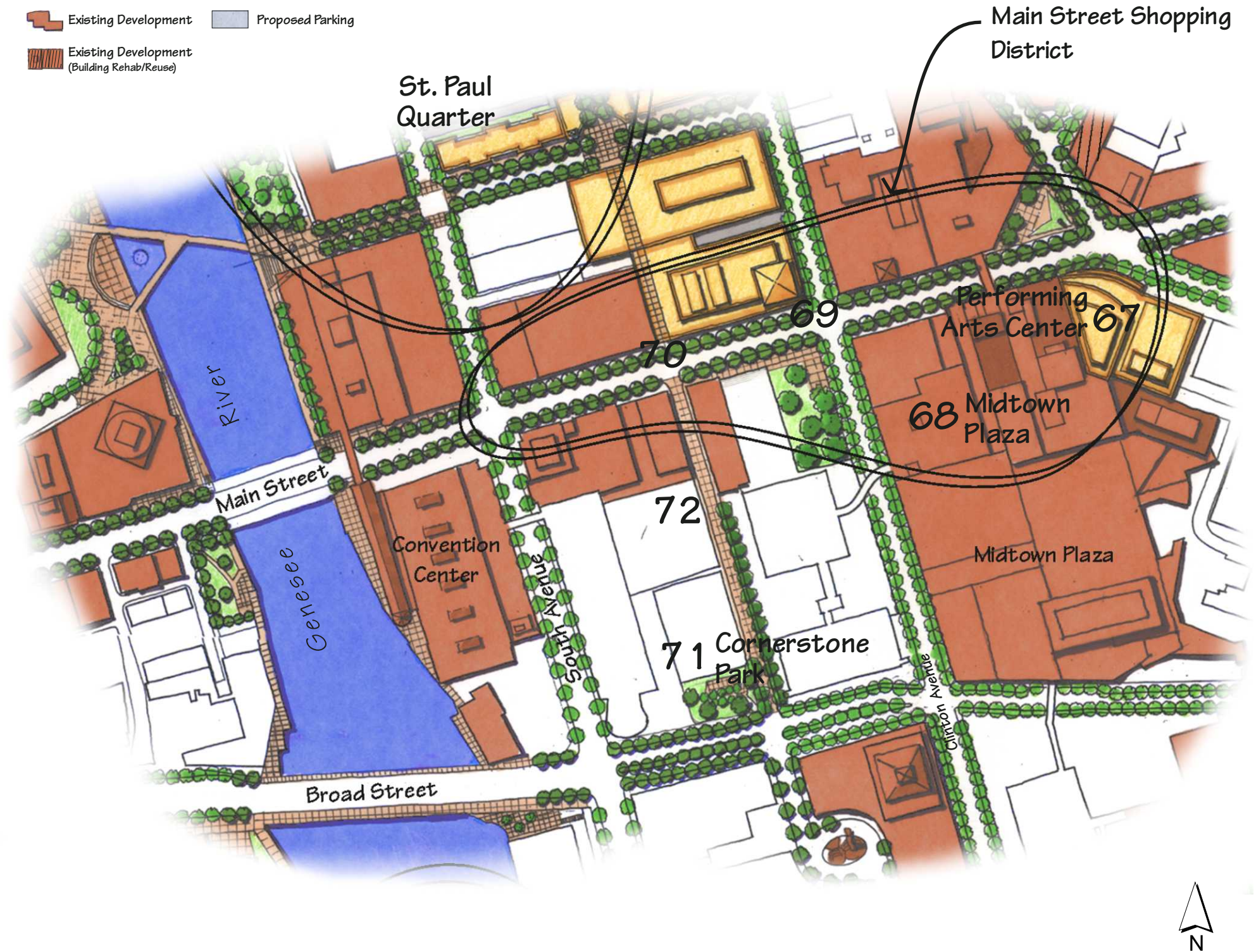
- ✓ Main Street Shopping District  
"A mixed-use, traditional village Main Street that exhibits a safe, friendly and active streetscape environment and functions as the principal urban shopping district. The district is the center of an urban neighborhood where people live, work, shop and enjoy the amenities of urban life. It is the heart of the Rochester and Center City Regions and functions as a regional tourist destination, drawing people to its unique combination of educational, entertainment and commercial activities. The district showcases a variety of traditional urban design themes and elements."

### Area Assets/Opportunities & Liabilities/Constraints

- ✓ Assets/Opportunities
  - ☐ Hotels and Convention Center
  - ☐ Damon Center
  - ☐ Midtown Plaza
  - ☐ Convenient, accessible parking
  - ☐ Transportation hub of city
  - ☐ Connecting link within Center City
- ✓ Liabilities/Constraints
  - ☐ Perceived safety issues
  - ☐ Vacant buildings (commercial and office space)
  - ☐ Not enough retail market differentiation
  - ☐ Underutilized Midtown Plaza
  - ☐ Bus noise, congestion and fumes
  - ☐ Street is over-designed for cars and under-designed for people
  - ☐ Not enough critical mass (retail or other attractions)

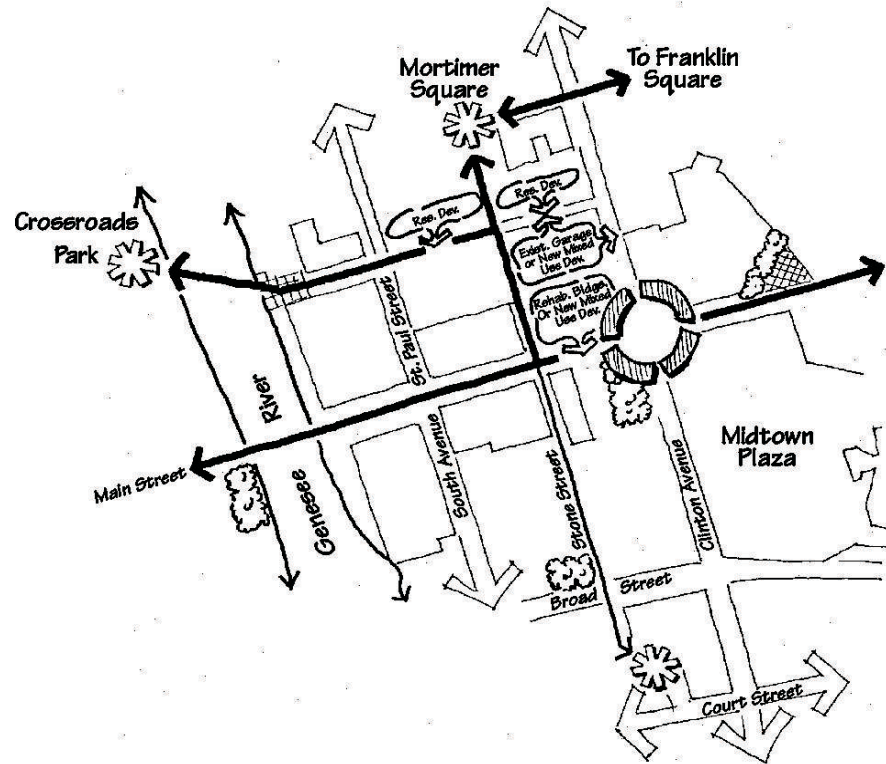
### Legend

-  Proposed Development
-  Existing Development
-  Existing Development (Building Rehab/Reuse)
-  Public Plaza/Square
-  Proposed Parking





## Concept Diagram:



## Recommendations:

### Main Street Shopping District

#### 67. Performing Arts Center

- ✓ Develop a new performing arts center on Main Street, potentially adjacent to, linked with or part of Midtown Plaza, that includes other uses such as retail/commercial and offices.

#### 68. Midtown Plaza Redevelopment

- ✓ Redevelop Midtown Plaza as a major, unique, indoor shopping/entertainment venue. Refurbish and update the interior plaza space by expanding/capitalizing on the existing design themes of the Clock of the Nations and new Sister Cities fountains. Expand the food court area and secure a major entertainment-oriented tenant. Consider development of residential space in Midtown Tower. Re-establish ground floor, street level retail/commercial uses along Clinton Avenue, south of Main Street. Redesign Clinton Avenue / Broad Street corner to serve as gateway to Midtown Plaza and the Main Street District.

#### 69. Main Street - Clinton Avenue Intersection

- ✓ Explore options for the redevelopment of the northwest corner of the Main Street / Clinton Avenue intersection to include 3 possible scenarios: (1) restoration and rehabilitation of the existing buildings at the northwest corner of the intersection to include uncovering existing prominent facades, developing first floor commercial/retail space and developing upper floor residential / office mixed use with primary Main Street entrances; (2) redevelopment of the site as a new mixed use residential / commercial complex with strong orientation to Main/Clinton through first floor entrances (3) development of site as Transit Center with Galleria, office tower, mixed use development and new parking garage at the northwest corner of the Main Street / Clinton Avenue intersection. Any potential development should actively address the intersection and adjacent streets by including entrances, plazas, facade breaks, and high levels of first floor transparency. Access through the site from Stone Street (see #72) to Franklin Square residential area should be included. NOTE: South Clinton Avenue is the primary gateway into Center City from I-490 and has one-way travel lanes. Therefore, the Main Street / Clinton Avenue intersection is one of the most visible intersections in Center City. Buildings on the northwest corner have suffered from poor facades and general neglect.

- ✓ Partner with the southwest corner property owner to develop a new plaza design at the corner. Discuss the opportunity to open the basement level of the Chase building to the plaza. Create uses, functions and design details within the plaza that contribute to a vibrant pedestrian streetscape along Main Street and Clinton Avenue.

#### 70. Traditional Village Main Street

- ✓ Once the Clinton/Main Street intersection is revitalized, create additional street-level retail along Main Street between Clinton Avenue and St. Paul Street. Work with property owners to promote this area as Center City's core shopping district. Develop and implement a design theme of a traditional village Main Street with window shopping, outdoor seating for restaurants, window awnings, outdoor entertainment and interesting and unique building facades and signage. Consider on-street, recessed parking along Main Street. Work with property owners to entice new tenants through reduced rents, parking enhancements and promotion/marketing assistance.

#### Other

#### 71. Cornerstone Park Redevelopment

- ✓ Develop a new park design that is open to Broad Street and Stone Street and includes seating for lunch time visitors, unique landscaping and a special feature such as a fountain or sculpture.

#### 72. Stone Street Woonerf

- ✓ Extend Stone Street, as a pedestrian way, north of Main Street to Mortimer Square.
- ✓ Develop Stone Street, south of Main Street, as a Woonerf (combined pedestrian/vehicular street). The Woonerf should include pavers (e.g. cobbles, brick, etc.) and bollards at the ends. It should not have curbs with delineated sidewalks and the entire right-of-way could be on the same plane with the same surface material.



# Sub-Area 15 (North Central)

## Sub-Area Analysis

### District Descriptions/Context

- ✓ Franklin Square District  
The Franklin Square District is bounded on the north by the Conrail Mainline and Central Avenue, on the west by Clinton Avenue and Franklin Street, and on the east by North Street. It is strategically situated or positioned between three other districts/neighborhoods including the East End / Grove Place Neighborhood to the east, the St. Paul Quarter to the west and the Main Street Shopping District to the south. It includes Rochester Central Station and a variety of office buildings, businesses and institutional uses.
- ✓ St. Paul Quarter  
The St. Paul Quarter is bounded on the north by the Inner Loop, on the west by the Genesee River, on the south by properties fronting on Main Street and on the east by Clinton Avenue. It includes Olde Rochester (residential development), a variety of office buildings, entertainment venues, educational facilities, loft apartments, restaurants, nightclubs and commercial space.






### District Development Visions

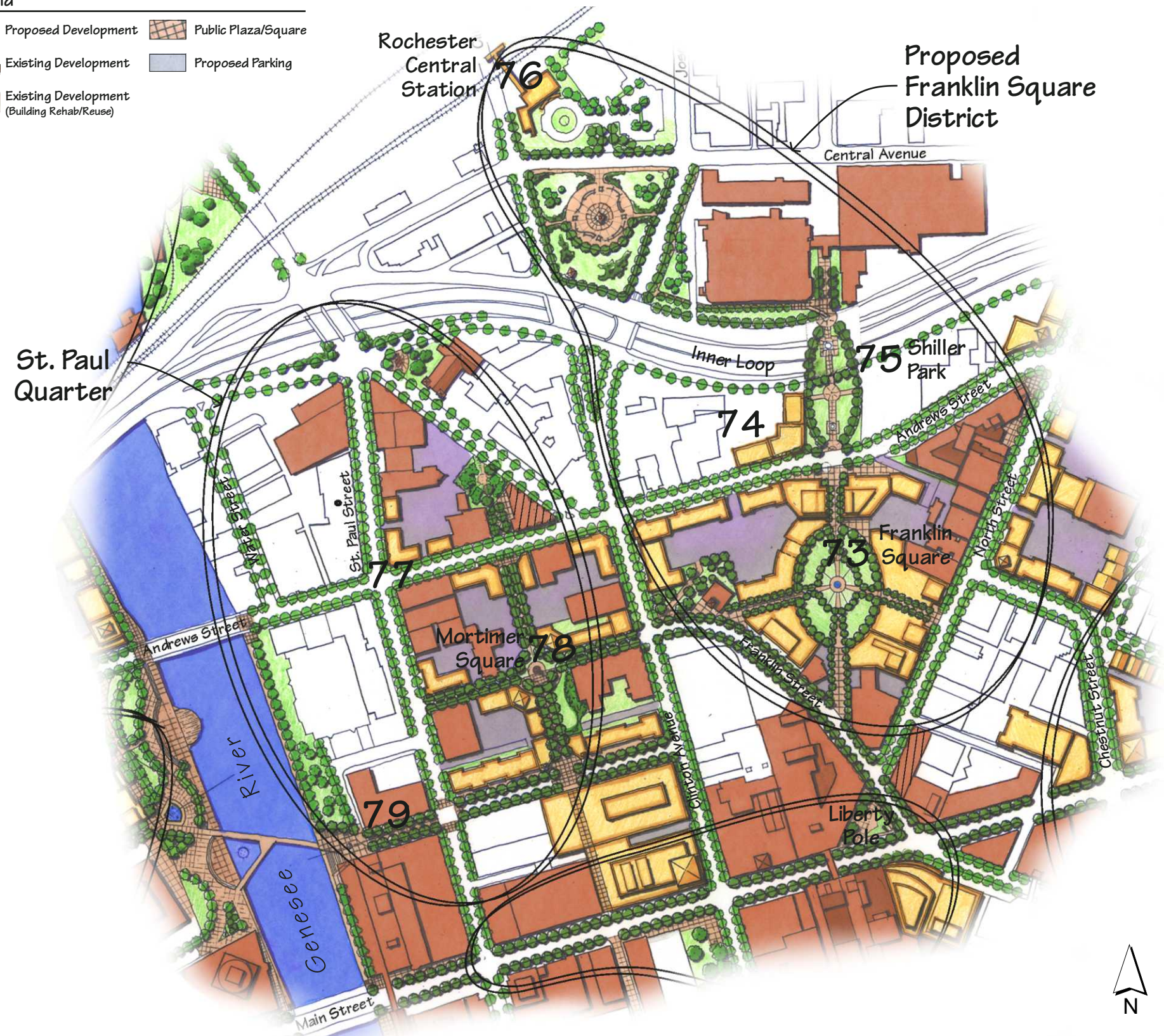
- ✓ Franklin Square District  
"A unique, mixed-use district that showcases, within the context of a planned urban office park environment, city businesses as well as safe, convenient city living opportunities within easy walking distance of the Genesee River, Rochester Central Station and Main Street. The district is the center of high-technology research and development for several major Rochester companies. The district highlights office, residential and industrial buildings that present a traditional, historic, urban design theme centered around a unique system of public squares, open spaces and parks."
- ✓ St. Paul Quarter  
"A unique, dynamic, mixed-use district that showcase a variety of safe, convenient city living and city business opportunities, along with an exciting mix of nightlife, restaurants and entertainment venues. The district functions as a local and regional tourist destination that showcases the Genesee River along with eclectic nightlife and entertainment. The district is characterized by a variety of historic urban design themes."

### Area Assets/Opportunities & Liabilities/Constraints

- ✓ Assets/Opportunities
  - Connections to Rochester Central Station, Genesee River and Main Street
  - Strategic location between several important districts/neighborhoods
  - Available parking
- ✓ Liabilities/Constraints
  - Barrier effect of Inner Loop
  - Confusing street patterns and land use configurations
  - Lack of large, developable parcels
  - Lack of clear identity and land use focus

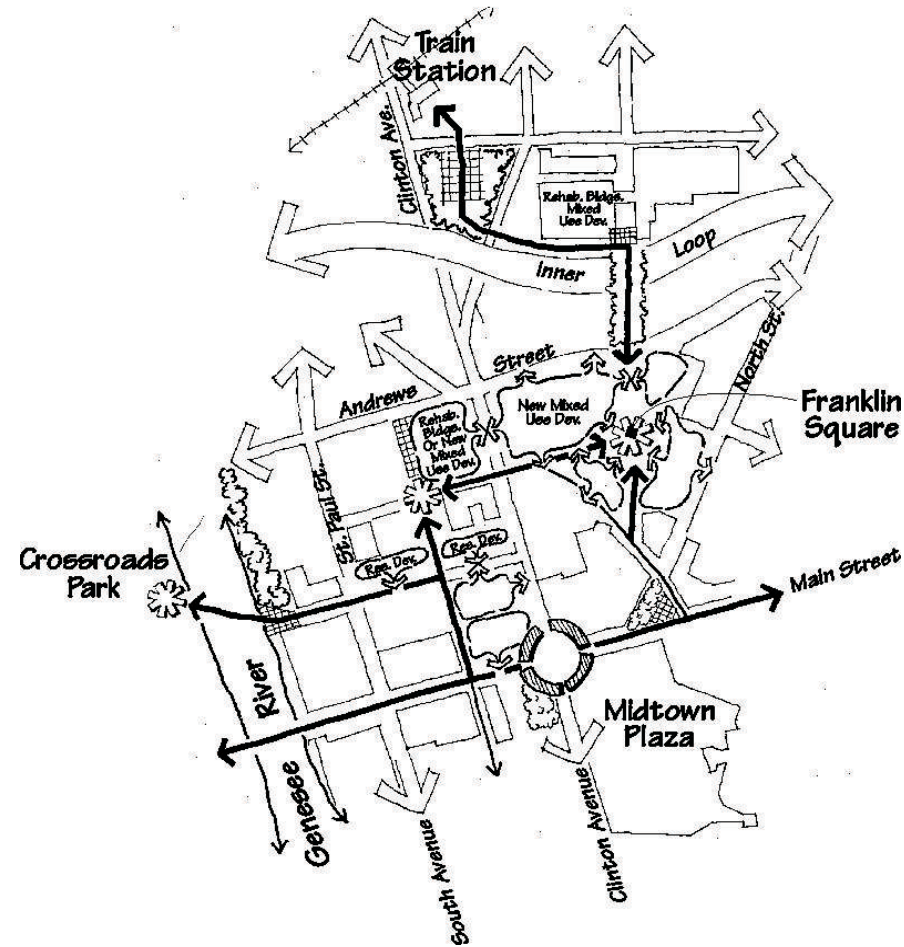
### Legend

-  Proposed Development
-  Existing Development
-  Existing Development (Building Rehab/Reuse)
-  Public Plaza/Square
-  Proposed Parking





## Concept Diagram:



## Recommendations:

### Franklin Square District

73. **Franklin Square**
- ✓ Realign Chestnut Street & North Street (see #64 above).
  - ✓ Restore Franklin Street to its original alignment and terminate it at the North Clinton Avenue / Pleasant Street intersection. Redevelop the present Franklin Street alignment (portion on axis with Shiller park) as a pedestrian way with limited vehicular use (woonerf).
  - ✓ Redevelop Pleasant Street as a pedestrian way with limited vehicular use (woonerf).
  - ✓ Develop a central park or square (Franklin Square) at or near the present intersection of Pleasant Street and Franklin Street to include a significant special feature such as a major fountain or a major piece of public art or sculpture.

- ✓ Develop the area around Franklin Square with new mixed use development that could include a potential high-tech office park with a market rate residential component. Ensure that the development is designed in a way that encourages a unique architectural style, prominent facades, substantial first floor transparency and building entrances from Franklin Square and primary streets.

74. **Residential Development**

- ✓ Redevelop the site of the old bus station on Andrews Street with market rate housing and relate that housing to a revitalized Shiller Park to the east.

75. **Shiller Park Expansion (over Inner Loop)**

- ✓ Expand and extend the existing Shiller Park north across the Inner Loop through the use of a unique landscaped deck or bridge structure. Develop a major pedestrian link through the park to the north and to the south that connects Franklin Square with the Rochester Central Station and industrial / mixed use development along Central Avenue.

76. **Rochester Central Station**

- ✓ Redevelop the existing Amtrak Station to upgrade parking, access, circulation, building infrastructure and rail boarding / de-boarding facilities.
- ✓ Create a significant new public park / open space area south of Rochester Central Station to provide a gateway experience for visitors / passengers and to enhance the views and vistas of the city's skyline. Design the park based on an historic interpretation theme of significant Rochester citizens and historic figures.

- ✓ Ensure that the development is designed in a way that encourages a unique architectural style, prominent facades, substantial first floor transparency and building entrances from pedestrian ways and primary streets.
- ✓ Locate parking behind buildings or underground as much as possible.

79. **Bragdon Woonerf**

- ✓ Develop Bragdon Place, between the former Chamber of Commerce Building and the Four Points Hotel, as a Woonerf (combined pedestrian/vehicular street). The street is a critical pedestrian connection from the west across the River to Mortimer Square. The Woonerf should include pavers (e.g. cobbles, brick, etc.), bollards at the St. Paul intersection and should not have curbs with delineated sidewalks.

### St. Paul Quarter

77. **St. Paul Street - Andrews Street Intersection**

- ✓ Redevelop existing buildings to help create a well defined intersection. Buildings should actively engage the street by including entrances, facade breaks, and high levels of first floor transparency. Establish first floor commercial / retail uses wherever possible.

78. **Mortimer Square**

- ✓ Develop the area north of Mortimer Street as a mixed use development with a strong residential component. Incorporate housing development proposed as part of the Main Street Transit Center project (see #69) as well as the redeveloped Michael Stern Building.
- ✓ Locate development around major north/south and east/west pedestrian spines or axes that include a significant special feature as part of a centrally located open space focal point to be known as "Mortimer Square".



**General Center City Recommendations:**

**80. Center City Public Art Program**

- ✓ Develop and implement a program for the provision of public art and sculpture throughout Center City as a part of both public and private development. Investigate the feasibility of requiring developer contributions to a public art fund based on the size, scale and dollar value of improvements made to private property. Develop public art venues and specific design elements that are based on Center City thematic concepts including water and fountains (Genesee River, Lake Ontario and Erie Canal), flowers (“Rochester - The Flower City”), clocks, clock towers and timepieces (Midtown Plaza’s Clock of Nations, Sibley’s Clock, Cascade District Clock, etc.) and Rochester as an international sister city. (As an example, the large stone flower pots and baskets on Main Street could be utilized for an annual design competition among local and regional florists to create unique, exciting floral displays that would enhance Main Street’s function as a regional tourist attraction.)

**81. Center City Traditional Main Street Plan**

- ✓ Develop a detailed Center City Main Street Plan that expands on the concept of a traditional “village” Main Street which was developed as part of project recommendations #67-70 and applies it to all of the Center City Main Street area between the Inner Loop on the west and the new Union Boulevard on the east. Implement the recommendations of the city’s East Main Street Initiative as feasible and appropriate.

**82. Center City Plan for the Public Realm (“Great Cities are made up of Great Streets”)**

- ✓ Develop, adopt and implement a Center City Plan for the Public Realm that is based on the concept that “great cities are made up of great streets”. Utilize the plan to guide future decisions and to design future projects regarding the public realm within Center City. The plan would establish public realm baseline and enhancement area design standards or treatments that would be used, as appropriate, throughout Center City. Include in the plan the following components:
  - i. Street Classification System and Design Guidelines
  - ii. Public Realm Enhancement Baseline Design Guidelines
  - iii. Pedestrian Enhancement Area Locations and Design Guideline
  - iv. Gateway Enhancement Area Locations and Design Guidelines
  - v. Center City “Necklace” / “Walk Center City” Trail Location and Design Guidelines
  - vi. Contiguous River Walk Location and Design Guidelines

- ✓ Develop, as part of the plan, a specific schematic design plan for the “Walk Center City” trail system (“necklace”) and the proposed Center City Gateways.
- ✓ Develop, as part of the plan, an “urban forest” initiative to reclaim and plant leftover green/open space in Center City with new trees or landscaping.. Investigate the possibility of using design competitions among local landscapers, florists or nurserymen to develop these areas.

**83. Center City Skyway System Plan**

- ✓ Evaluate the Center City Skyway System Plan including skyway development policies and future skyway system connections. Identify improvements to the existing skyway system in terms of how it can be better related to and connected with Main Street and other principal buildings, streets and pedestrian circulation routes within Center City. The Center City Master Plan does not recommend the construction of any new skyway bridges at this time.

**84. Center City Parking Voucher System/Program**

- ✓ Examine the potential for developing and implementing a Center City Parking Voucher Program that allows Center City visitors, residents and employees to park conveniently at any Center City surface parking lot or garage for a set weekly or monthly fee and to use that voucher at other locations as well.
- ✓ If found to be feasible, market the program as the “5 minute parking walk” to create the impression in the minds of Center City visitors, employees and residents that they will never have to walk more than 5 minutes to get to a parking space.

**85. Center City Shuttle System**

- ✓ Develop, implement and market a Center City Shuttle System that operates from the new Main Street Transit Center. Design and market the system to connect, through easily accessible public transportation routes and vehicles, the neighborhoods and districts within Center City to each other and to other areas and venues outside of Center City.

**86. Center City Views & Vistas Plan/Design Standards**

- ✓ Develop a plan that protects and enhances the key Center City views, vistas and view sheds illustrated in the Center City master Plan by identifying appropriate development and design strategies and/or standards to be applied against public and private development within Center City.

**87. Center City Marketing and Promotion Program**

- ✓ Develop and implement a strong, exciting, long-term promotion and marketing campaign for Center City that highlights development opportunities, the attractiveness of city living, the availability of unique stores, shops, restaurants and entertainment venues and the 24-hour activity aspect of Rochester’s Center City. Develop specific promotional marketing strategies and campaigns for each of the Center City functional

districts. Run the campaigns on a local, regional, state and national level through television and radio spots, magazine and newspaper ads and targeted mailings.. Develop targeted promotional material for Center City and for Center City districts that is mailed or sent out to potential developers, businesses, visitors and others. Develop a Center City web site that promotes Rochester’s Center City and provides specific information to potential developers, business people, visitors and residents about opportunities within and the attractiveness of Rochester’s Center City.

**88. Center City Signage / Way Finding Program**

- ✓ Develop a comprehensive, coordinated Center City Signage / Way Finding Program that identifies key locations, sites, attractions, parking areas, buildings, venues and districts to motorists as well as pedestrians and communicates how to find and locate each of them. Coordinate this program with the Center City gateway locations and Plan for the Public Realm identified in this Master Plan. Utilize the Genesee Riverwalk, Main Street and “Walk Center City” Trail (“necklace”) as key elements of the pedestrian component of the Way Finding system. NOTE: Implement the recommendations of the city’s Center City Signage / Way Finding Study as appropriate and feasible.

**89. Center City Implementation Strategy Action Agenda**

- ✓ In cooperation with key stakeholders, identify Center City priority projects and develop detailed implementation strategies (action agendas) for each. Include specific responsible parties, potential funding sources and time frames. Establish priority projects around six principal categories or thematic areas: housing, the public realm, mixed-use development, entertainment/tourism venues, parking and transportation and promotion/marketing.

**Center City Master Plan  
Action Agendas**

- ✓ Housing  
- priorities, parties, timetables, funding
- ✓ The Public Realm  
- priorities, parties, timetables, funding
- ✓ Mixed-Use Development  
- priorities, parties, timetable, funding
- ✓ Entertainment/Tourism  
- priorities, parties, timetables, funding
- ✓ Parking and Transportation  
- priorities, parties, timetables, funding
- ✓ Promotion / Marketing  
- priorities, parties, timetables, funding



## Center City Master Plan Project Implementation Matrix

The Center City Master Plan recommends 89 specific projects that involve a variety of public and private actions within Center City. The project implementation matrix on pages 78-81 summarizes each of those projects by subarea and district/neighborhood. This matrix is meant to be illustrative and to serve as a guide for future policy and decision-making. The Center City development objectives that apply to each project are listed, along with the type of project (public, private or both), the general timeframe within which the project is to be completed (short-term, medium-term or long-term) and the agencies or entities that are likely to be responsible for or involved in actual implementation. A list of abbreviations contained in the chart (and their meanings) is shown on page 81.

A list of Center City Master Plan project priorities should be identified and more detailed Action Agendas (implementation process and schedule) should be prepared as indicated in project #89. The Action Agendas should describe how each project will be implemented over time, and who will be responsible for completing those activities. Broad implementation strategies, specific action steps, potential project partnerships and possible grant/funding sources should all be identified. The Action Agendas should be organized around broader categories or groupings of projects such as those listed below:

- ✓ Housing
  - project priorities, responsible parties/partnerships, timetables, funding sources
- ✓ The Public Realm
  - project priorities, responsible parties/partnerships, timetables, funding sources
- ✓ Mixed-Use Development
  - project priorities, responsible parties/partnerships, timetables, funding sources
- ✓ Entertainment/Tourism
  - project priorities, responsible parties/partnerships, timetables, funding sources
- ✓ Parking and Transportation
  - project priorities, responsible parties/partnerships, timetables, funding sources
- ✓ Promotion / Marketing
  - project priorities, responsible parties/partnerships, timetables, funding sources



## Center City Master Plan Project Implementation Matrix

Sub-Area #	Area Name	District or Neighborhood	Rec #	Project Recommendation and Description	Meets Development Objectives	Public/ Private Invest			Implementation Time frame			Involved Agencies
						Pb	Pr	Both	Short Term 1-3 yrs	Med Term 4-6 yrs	Long Term 7-10 yrs	
1-8	Subareas 1-8	Various	1-8	Prepare detailed schematic plans for "Greater" Center City sub-areas 1-8	1-8,11,12,13	■			✓			R
9	North-West	High Falls District	9	Develop High Falls Brewery Beer Garden	1,2,7,12,13		■		✓			PD
			10	Develop High Falls Park within the Genesee River Gorge	1,2,3,7,12,13			■	✓			R
			11	Redevelop Beebee Station as major entertainment/mixed-use venue	1,2,7,11,12,13		■			✓		PD
			12	Develop State/Platt Street intersection as major gateway	1,6,7			■	✓			R, PD
			13	Create new mixed-use development along State Street and pedestrian link	1,7,11			■			✓	R, PD
			14	Develop new parking garage on Kodak lot	1,7,11			■			✓	R, PD
			15	Develop new mixed use area across from Kodak Office on State Street	1,7,8,11			■		✓		PD
10	West	Cascade District	16	Develop new parking garage at west end of district	1,7,11			■			✓	R, PD
			17	Develop "Plymouth Square" as mixed-use development	1,7,8,11		■			✓		PD
			18	Develop Church Street axis as major east-west pedestrian connection	1,3,4,7	■				✓		R
			19	Potential redevelopment of West Main Street / Inner Loop area	1,5,6,7,10,11			■			✓	R, S, F, PD
			20	Redevelop Main Street / Plymouth Avenue intersection	1,7,10,11		■			✓		C, PD
			21	Create new mixed-use development at Main/Plymouth intersection (southwest)	1,7,10,11		■			✓		PD
		Government District	22	Create new mixed-use development at Main/Plymouth intersection (southeast)	1,7,10,11		■			✓		PD
			23	Redevelop Civic Center Plaza	1,3,4,7,12	■				✓		R, C
			24	Create new residential development along Church Street	1,7,8		■				✓	PD
			25	Develop new Park at Church/State Street intersection	1,3,4,7,12	■				✓		R
			26	Expand Sister Cities Garage	1,7,11			■			✓	R, PD
			27	Redevelop/expand Federal Building	1,7,11	■			✓			F
			28	Redevelop State Street / Inner Loop underpass for improved pedestrian access	1,4,5, 6, 7, 12	■			✓			R, S
		Other	29	Develop new Front Street Parking Garage	1,7,11			■		✓		R, PD
			30	Create new mixed-use, water-oriented development at Front/Andrews St.	1,4,7,8,11,13			■	✓			R, PD
			31	Redevelop Crossroads Park and parking garage; develop new river/park fountain	1,2,3,4,7,12,13			■	✓	✓		R, PD
11	SouthCentral	Erie Harbor District	32	Create new mixed-use, water-oriented development at Exchange/Court site	1,2,7,8,11,13			■		✓		R, PD



## Center City Master Plan Project Implementation Matrix

Sub-Area #	Area Name	District or Neighborhood	Rec #	Project Recommendation and Description	Meets Development Objectives	Public / Private Invest			Implementation Timeframe			Involved Agencies
						Pb	Pr	Both	Short Term 1-3 yrs	Med Term 4-6 yrs	Long Term 7-10 yrs	
			33	Develop Corn Hill Landing ("Erie Harbor on the Genesee")	1,2,4,7,8,11,13			■	✓			R, PD
			34	Redevelop Troup/Howell Bridge as signature structure with pedestrian bridge	1,2,4,5,7	■				✓		S, R
			35	Develop Genesee River White Water Course	1,2,3,4,7,12,13	■				✓		R, S, PD
			36	Develop Erie Harbor Park	1,2,3,4,7,12,13	■				✓		R
			37	Develop Rochester Transportation Museum at Court Street / South Avenue	1,2,7,12,13			■			✓	R, S, PD
		Washington Square District	38	Create Mixed-use development at South Avenue / Woodbury Boulevard	1,7,8,11		■			✓		PD
		Other	39	Redevelop Broad Street Aqueduct	1,2,3,4,5,7,12			■	✓		✓	R, PD, F
			40	Expand Washington Square Parking Garage	1,7,11			■			✓	R
12	South-East	Manhattan Sq. Neighborhood	41	Develop mixed-uses (with offices) at Court Street/Chestnut Street intersection	1,7,11		■				✓	PD
			42	Develop mixed-uses (with residential) along Chestnut Street	1,7,8,11		■				✓	PD
			43	Expand Strong Museum	1,7,12		■		✓			PI
			44	Develop parking garage and mixed-use development behind museum	1,7,8,11			■		✓		PI, PD, P
			45	Extend Park Avenue pedestrian connection	1,3,4,5,7,8,12	■				✓		R, PI
			46	Develop new residential area along new enclave street east of museum	1,7,8		■				✓	PD
			47	Redevelop Manhattan Square Park	1,3,4,7,12	■			✓	✓		R
			48	Reduce width of Chestnut Street / redevelop Chestnut/Court Street area	1,7,11			■			✓	R, PD
			49	Develop mixed-uses along new Union Boulevard	1,6,7,8,10,11		■				✓	PD
			50	Realign/extend Broad Street / Court Street	1,7,11	■					✓	R
			51	Develop mixed uses along Broad Street	1,7,8,11		■				✓	PD
13	North-East	East End/Grove Place Neighborhood	52	Redevelop Chestnut Street / East Avenue intersection	1,7,11		■			✓		PD
			53	Develop urban pocket park at East Avenue /Broadway	1,3,4,7	■				✓		R
			54	Develop mixed-uses (with residential) along East Avenue	1,7,8,11		■		✓	✓		PD
			55	Develop new Union Boulevard	1,4,5,6,7,8,11	■					✓	R, S, F
			56	Develop Two Vine pedestrian connection	1,3,4,5,7	■			✓			R
			57	Develop "Charlotte Square" as residential development	1,3,4,7,8			■		✓		R, PD



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Sub-Area #	Area Name	District or Neighborhood	Rec #	Project Recommendation and Description	Meets Development Objectives	Public / Private Invest			Implementation Timeframe			Involved Agencies
						Pb	Pr	Both	Short Term 1-3 yrs	Med Term 4-6 yrs	Long Term 7-10 yrs	
			58	Revitalize East Main Street with neighborhood services and pedestrian links	1,4,6,7,10,11			■		✓		PD
			59	Develop new residential along Scio Street	1,7,8		■		✓			PD
			60	Redevelop Main Street / Chestnut Street intersection	1,7,10,11		■			✓		PD
			61	Develop Grove Street townhouses	1,7,8		■			✓		PD
			62	Develop Gibbs Street townhouses	1,7,8		■			✓		PD
		Other	63	Redevelop Andrews Street / Chestnut Street intersection	1,6,7,11			■		✓		PD
			64	Realign Chestnut/North Streets / develop new mixed-uses with offices	1,7,11			■			✓	R, PD
			65	Develop new mixed uses along Union boulevard and residential development behind	1,7,8,11			■			✓	R, PD
			66	Develop Achilles Street parking garage	1,7,11			■			✓	R, PD
14	Main Street Central	Main Street Shopping District	67	Develop Performing Arts Center on Main Street	1,7,10,11,12	■				✓		PI, C, S, R
			68	Redevelop/revitalize Midtown Plaza	1,7,10,11,12		■		✓	✓		PD
			69	Redevelop Main Street / Clinton Avenue intersection for mixed-use development	1,4,7,9,10,11			■	✓			R, PD
			70	Develop traditional village Main Street	1,4,7,10,11,12			■	✓	✓	✓	R, PD
		Other	71	Redevelop Cornerstone Park at Broad / Stone Streets	1,3,4,7,8,12	■				✓		R
			72	Develop Stone Street woonerf / pedestrian connection	1,3,4,7,10	■				✓		R
15	North-Central	Franklin Square District	73	Develop "Franklin Square" as mixed-use development (high-tech office park)	1,3,4,7,8,11			■			✓	R, PD
			74	Develop new residential next to Schiller Park (old bus station)	1,7,8			■		✓		PD
			75	Redevelop/expand Shiller Park	1,3,4,5,7,11	■					✓	R
			76	Redevelop/revitalize Rochester Central Station	1,6,7,9,11,12	■			✓			R, S, F
		St. Paul Quarter	77	Redevelop St. Paul Street / Andrews Street intersection	1,7,8,11		■			✓		PD
			78	Develop "Mortimer Square" as mixed-use development with strong residential	1,3,4,7,8,11			■			✓	R, PD
			79	Develop Bragdon woonerf	1,2,3,4,7		■			✓		R
General Center City Recommendations			80	Develop Center City Public Art Program	1,3,4,6,7,8,12			■	✓			R
			81	Develop Center City Traditional Main Street Plan	1,4,6,7,10,11,12	■			✓			R



## Center City Master Plan Project Implementation Matrix

Area #	Area Name	District or Neighborhood	Rec #	Project Recommendation and Description	Meets Development Objectives	Public/ Private Invest			Implementation Time frame			Involved Agencies
						Pb	Pr	Both	Short Term 1-3 yrs	Med Term 4-6 yrs	Long Term 7-10 yrs	
			82	Develop/Adopt/Implement Center City "Plan for the Public Realm"	1,2,3,4,5,6,7,8,9,10,11,12,13	■			✓			R
			83	Evaluate Center City Skyway System Plan	1,3,5,7,11,12			■	✓			R, PD
			84	Examine potential for Center City Parking Voucher System/Program	1,7,11,12			■	✓			R, PD
			85	Examine potential for Center City Shuttle System	1,5,7,8,9,11,12			■		✓		R, C, PD
			86	Develop Center City Views and Vistas Plan/Design Standards	1,2,3,6,7,12,13			■	✓			R
			87	Develop Center City Marketing and Promotion Program	1,2,6,7,8,9,11,12			■	✓			R, PD
			88	Develop Center City Signage / Way Finding Program/Plan	1,4,5,6,7,8,9,11,12	■			✓			R, S, F
			89	Develop Center City Priority Project Implementation Strategies and Action Agendas:  <ul style="list-style-type: none"> <li>✓ Housing</li> <li>✓ The Public Realm</li> <li>✓ Mixed-Use Development</li> <li>✓ Entertainment/Tourism</li> <li>✓ Parking and Transportation</li> <li>✓ Promotion/Marketing</li> </ul>	1,2,3,4,5,6,7,8,9,10,11,12,13	■			<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>			R, C, PI, PD R, C R, C, PI, PD R, C, PI, PD R, C, PI R, C, PI

**Involved Agencies:**

- R = City of Rochester
- C = Monroe County
- S = State of New York
- F = Federal Government
- PI = Public Institution
- PD = Private Developer



# “Walk Center City”

Experience  
the  
*Vision*





# Center City Master Plan

## Acknowledgments

Mayor William A. Johnson, Jr.

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The City Bureau of Planning would like to acknowledge the Sector 5 Neighborhood Planning Committee, the Rochester Downtown Development Corporation (RDDC), the American Institute of Architects Urban Design Committee (UDC) and other Center City stakeholders, City departments and DCD bureaus for their assistance in the development of this plan.