



# East Main Street Corridor Revitalization Project



June 2015









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June 2015

Rochester, New York



**Produced by the Community Design Center of Rochester**

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Printed in Rochester, NY by City Blue Imaging

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# Steering Committee

*The Steering Committee for the Revitalization of East Main Street between Goodman and Culver worked with the Community Design Center of Rochester to create a conceptual plan for this key main street corridor. This effort, part of Mayor Lovely Warren's "C3" (Center City Corridor) Partnership, built upon the work begun in 2013 with the East Main Four Step Planning Process and the goals established by the Steering Committee.*

## **Steering Committee Goals:**

1. Respond to the community's vision (as set forth in the 2013 plan.)
2. Be sustainable.
3. Improve the quality of life for those that live and work in the immediate area.
4. Improve the impression of the community to those traveling through this main corridor.
5. Provide employment opportunities for local residents.
6. Create economic growth.

## **East Main Street Steering Committee**

### **EMMA Business & Neighborhood Associations**

Kathy Bernatovich  
Jim Candella  
Dorothy Parham

### **Beechwood Neighborhood Association**

Kyle Crandall  
Joe Di Fiore  
Paul Gongloff  
Beth Sieber

### **North East Area Development (NEAD)**

George Moses  
Leo Rhodes, Jr

### **City of Rochester**

Elaine Spaul  
Kathleen Washington  
Nancy Johns-Price  
Jacqueline Whitfield

### **Parsells Community Church**

Pastor Marlowe Washington

### **Hillside Family of Agencies**

Alison Bottone

### **Rochester-Genesee Regional Transit**

**Authority (RGRTA)**  
Mark Ballerstein

### **Rochester Housing Authority (RTA)**

Shawn Burr

### **Visions Federal Credit Union**

Regina Seabrook

### **Home Leasing, LLC**

Nelson Leenhouts  
Kim Russell  
Shannon Duffy  
Meagan Houppert

### **City of Rochester (DES)**

Erik Frisch

# Introduction



The Community Design Center Rochester (CDCR) was engaged by a group of citizens and stakeholders to help develop a conceptual plan for the East Main Street corridor between North Goodman Street and Culver Road. The resulting plan reflects a combination of ideas collected through community and steering committee meetings as well as in the City's Four-step Planning Process completed by Ingalls Planning & Design in 2012. The plan and accompanying maps detailed in this report illustrates community and stakeholder ideas to improve, enhance and transform the East Main Street corridor and is intended to serve as a catalyst for investment, featuring sustainable, well-designed development that will benefit the area and the region.

Building on work that has already been done, the plan integrates social, environmental and economic assets; identifies opportunities for improvement; offers changes that will reconnect adjacent neighborhoods providing strong linkages to the surrounding city; and serves as a roadmap for future development.

This report is intended as a resource for members of the adjacent neighborhoods as well as residents, business owners and other individual and organizations intending to develop or improve properties in the East Main Street corridor area.

# Analysis Mapping

The following pages feature fold out maps that relate information about physical aspects of the built environment along the East Main Street Corridor. These maps, arranged by topic area, help to illustrate the existing conditions along the corridor and the surrounding neighborhood. They are a valuable resource created from ideas gathered during the community stakeholder planning process and will be used to guide the future development of the East Main Street corridor. The map topics include:

- Existing Conditions
- Current Zoning
- Building Usage
- Building Conditions
- Green Amenities





**Base Map**

- Existing Buildings
- Railroad

1:200

N



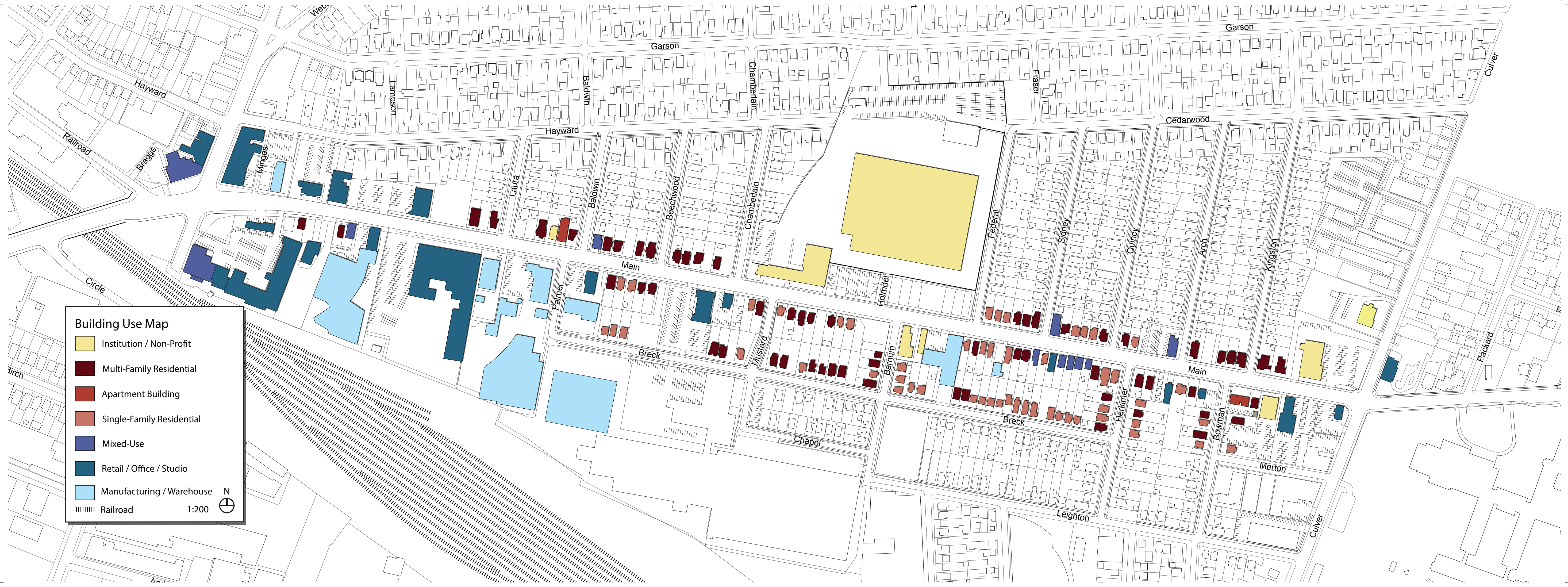




**Building Use Map**







- Institution / Non-Profit
- Multi-Family Residential
- Apartment Building
- Single-Family Residential
- Mixed-Use
- Retail / Office / Studio
- Manufacturing / Warehouse
- Railroad

N  
1:200





### Building Condition Map










-  Poor Building Condition
-  Fair Building Condition
-  Good Building Condition
-  Excellent Building Condition
-  Other Building
-  Railroad

1:200





### Green Amenities Map

-  Vacant Lot
  -  Formal Greenspace / Recreation
  -  Underutilized Open Space
  -  Paved Parking Lot
  -  Existing Tree - Good Condition
  -  Existing Tree - Fair Condition
  -  Existing Tree - Poor Condition
  -  Railroad
- 1:200 





# Guiding Principles

The following guiding principles provide a framework for the future development of the East Main Street corridor. They were generated by members of the East Main Street Steering Committee, and developed around reoccurring themes that emerged during their meetings and as part of the East Main Street Four-step Planning Process.











- 1 Create a unique and memorable greenway gateway that celebrates the connectivity of the EMMA and BEECHWOOD neighborhoods**
- 2 Discover, define and enhance community assets**
- 3 Connect the EMMA and BEECHWOOD neighborhoods by calming traffic and eliminating dangerous crossing conditions**
- 4 Promote active transportation including all modes of transportation**
- 5 Design a Main Street streetscape to include attractive landscaping and abundant trees**
- 6 Encourage uplifting and appropriate economic and property development**


# Concept Plan

The Concept Plan represents a comprehensive Vision for the revitalization of the East Main Street corridor. It is based on community input gathered during the East Main Street Four-step Planning Process and meetings of the East Main Street Steering Committee. The Plan focuses on the re-design of the streetscape to include several modes of transportation, recommendations for new development, and the revitalization and re-development of existing properties. The following pages outline the plan organized around focus areas, highlighting specific interventions along the corridor between Culver Road and North Goodman Street. The focus areas are:

- The Public Realm
- Gateways
- Connectivity
- Preserving Existing Buildings
- New Development

## Legend

Existing Tree	
Proposed Tree	
Existing Buildings	
Proposed Development	
Driveway & Parking Lot	
Sidewalk	
Bike Lane / Cycle Track	
Crosswalk & Special Pavement	
Sculptural Element	
Railroad	

1:200 







# The Public Realm

The public realm is generally defined as any space that is publicly owned, including the streets and sidewalks, right-of-ways, parks and open spaces, as well as public/civic buildings or facilities. The quality of the public realm has a considerable impact on the way the community, neighborhood, or corridor functions. Enhancing the public realm will offer a healthy, safe, attractive, and vibrant place for residents and visitors alike. When the public realm is redesigned thoughtfully, it will contribute to the East Main Street Corridor by:

- Fostering community pride;
- Encouraging preservation of the character of the neighborhood and corridor;
- Prioritizing the needs of pedestrians and cyclists;
- Promoting East Main Street as a vibrant and culturally rich district.

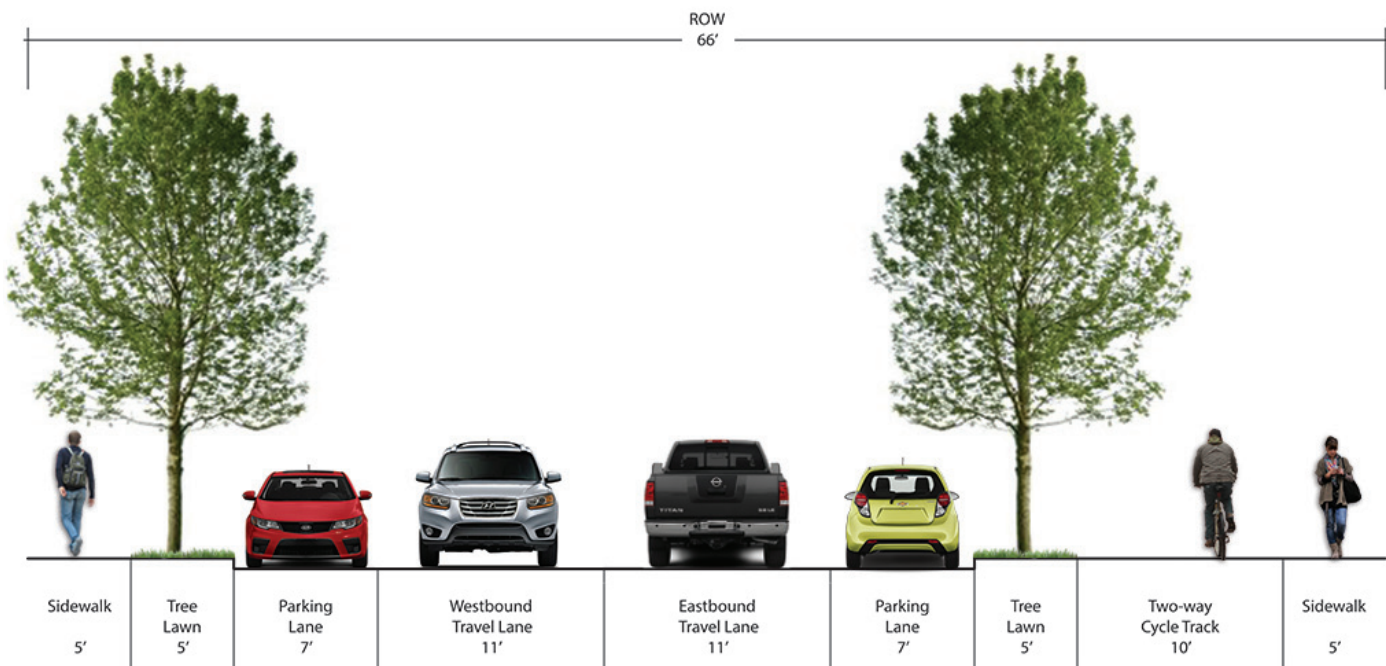




# The Public Realm

## Streetscape

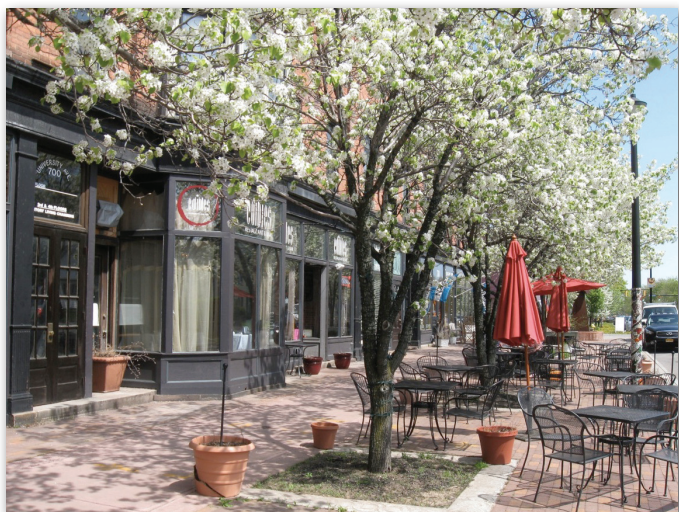
The re-design of the East Main Street streetscape will have a major impact on how the corridor is used by vehicles, pedestrians, cyclists, and for public transportation. The new street design will not include a center lane, and that, as well as reduced width travel lanes, will allow for a tree-lined buffer along the sidewalk and two-cycle track. The cycle track will begin at East High School and run along the south side of the street, continuing through the East Main Arts and Market District, ultimately connecting with the South Union Street cycle track. As a result of multiple driveway curb cuts interfering with the cycle track, alleys are recommended where possible on the south side of the street to help reduce interference. Additionally, a total of 155 on-street parking spaces are retained in this plan. Below is an illustration depicting a typical street section. Variations occur at major intersections and transition points along the corridor.



## Sidewalks

For pedestrians, sidewalks are a crucial element in a vibrant public realm, acting as a connector of communities. This Plan suggests that sidewalks should be a minimum of 5 feet in width. Areas in front of business clusters could be wider in order to provide ample space to incorporate benches, outdoor café seating, and displays for retail shops. In these areas the sidewalk might feature a different material (color & texture) used to identify special locations throughout the corridor.

Additionally, the plan recommends the incorporation of pedestrian amenities that include enhanced or decorated crossing areas, countdown crossing lights, the use of interesting sidewalk surface materials, and the addition of benches and art installations along the corridor. This range of amenities promotes safety and ease of travel for pedestrians, while contributing to the character and attractiveness of the public realm.



## Trees & Plantings

Trees and plantings function in a special way to enhance the public realm. They can be used to:

- Help separate pedestrians from vehicular traffic;
- Improve the aesthetic appearance of a district or corridor;
- Provide shade, color and relief;
- Screen parking lots from view;
- Contribute to the natural storm water mitigation system.



# The Public Realm

The Concept Plan highly recommends a tree-lined buffer of at least 5 feet in width between the street and the sidewalk to increase pedestrian safety. These areas will increase shade and add to the aesthetic appeal. Flowers and other plants are equally important to the appearance of the public realm. They would enhance gateway signage or help to screen a parking lot. Similar to banners, the repetition of flower baskets throughout a corridor can help to establish an identity for the corridor. Special types of plants can also be used to create rain gardens and bio-swales along the street or installed in large paved areas to help filter water runoff.



## Signage

Signage is a critical element of a vibrant public realm. In addition to guiding navigation and way-finding for pedestrians and motorists, signage also enhances the appearance and helps to promote the identity of a district or corridor.

## Banners

When implemented properly, banners can be informative and attractive. They can be changed seasonally to promote upcoming events, recognize important local individuals, and





even celebrate various holidays. They are commonly fixed to light posts but can also be retrofitted to be attached to overhead utility poles.

### Business Signage

There are many styles of signage for commercial and institutional use. All quality signage should be:

- Attractive and reflect the character of the East Main Street;
- Prominently located over the business entrance;
- Colorful;
- Made of appropriate and high-quality materials;
- Easy to read;
- Visible and well-lit day or night.

It is common for restaurants, bars, and retail shops to put out temporary signs on the sidewalk that highlight daily specials or promote a sale. This is appropriate as long as they are attractive and constructed with proper materials.





# The Public Realm

## Parking Lot Signs

Parking, and the perceived need, is a common concern in most communities. In many cases, re-organization of existing lots and street parking provides ample accommodation. Installing attractive signage that directs people to available parking may provide opportunities for development and green space use while providing reasonable accommodation for vehicles.



## Road Signs

The issue of road signage and signals, while necessary, should be explored as needed in an effort to prevent a visual overload. Too much signage can negatively affect the aesthetic appeal of a community. A thoughtful and effective design of the streetscape and the public realm should provide directional cues to motorists and pedestrians while limiting the amount of overall signage used.



VS



## Lighting

Lighting is essential to community safety and should be used to enhance visual appeal. The Concept Plan considers two types of lighting: pedestrian and building/signage. Pedestrian lighting should be at a shorter height than street lighting and typically installed at more frequent intervals along a street. Post top lighting is the most common type and can be designed to enhance the historic character of the corridor. Another common style features a dual headed light in which a taller light is directed toward the street and a shorter light is directed toward the sidewalk. The light poles can be used to hang banners and flower baskets.



Much like the streetlights, building lighting may be used to define a sense of place and highlight building signage as well as accentuate a building's architectural character. Using appropriate lighting to enhance buildings along East Main Street will contribute positively to the public realm.





# Gateways

Gateways are the points of entry to a destination and, when they are designed with care, provide a sense of place. This is achieved by incorporating appropriately scaled features including signage, logos, plantings, public art, lighting and other visual cues. The Concept Plan identifies major gateway locations at the intersections of North Goodman Street and Culver Road, as well as the bridge over the railroad corridor. These intersections bookend this distinct section of East Main Street and should be enhanced to attract and welcome people.

Gateway features should be:

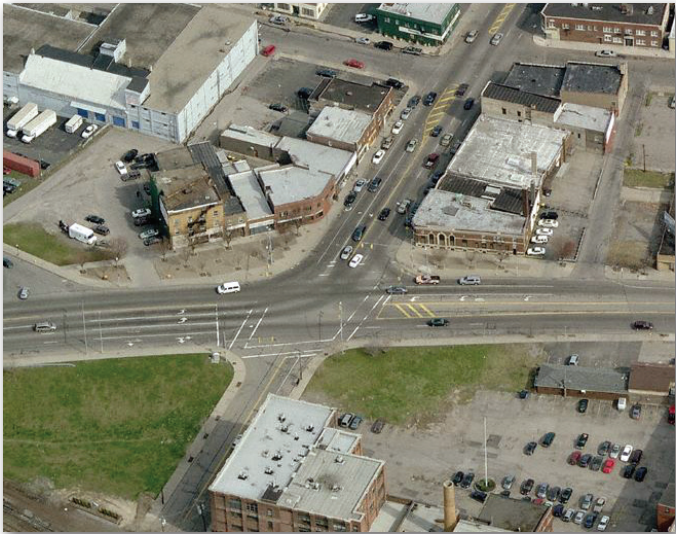
- Attractive and reflect the character of East Main Street;
- Prominently located;
- Colorful;
- Easy to read;
- Landscaped;
- Visible and well-lit day or night.





# North Goodman Gateway

Existing Gateway Condition



Proposed Gateway Condition



Proposed Gateway Rendering





# Gateways

## Main Street Railroad Overpass

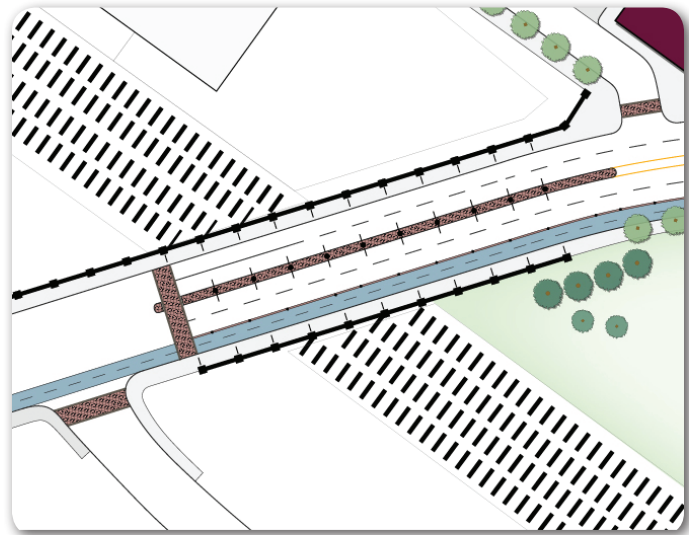
The bridge over the railroad corridor provides an interesting opportunity for an attractive gateway. In addition to a redesign of the streetscape, the bridge might feature banners, median planters, lighting for pedestrians, and bollards protecting the cycle track. Combined, these elements will enhance the experience for all who cross the bridge.



Existing Bridge Condition



Proposed Bridge Condition



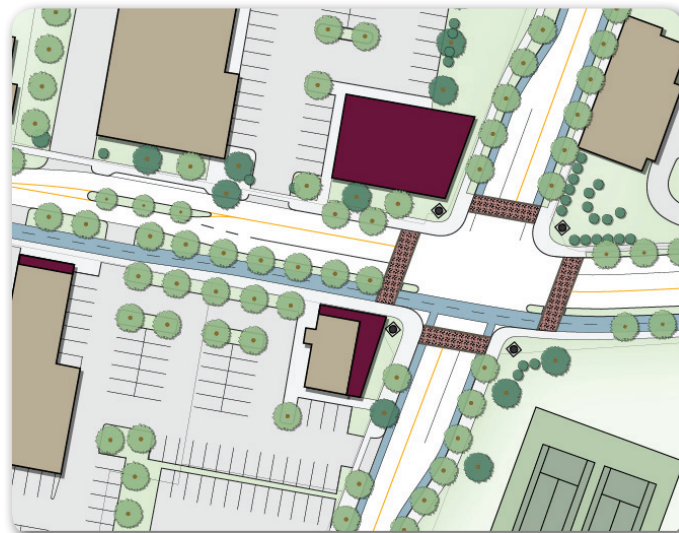


## Culver Gateway

Existing Gateway Condition



Proposed Gateway Condition



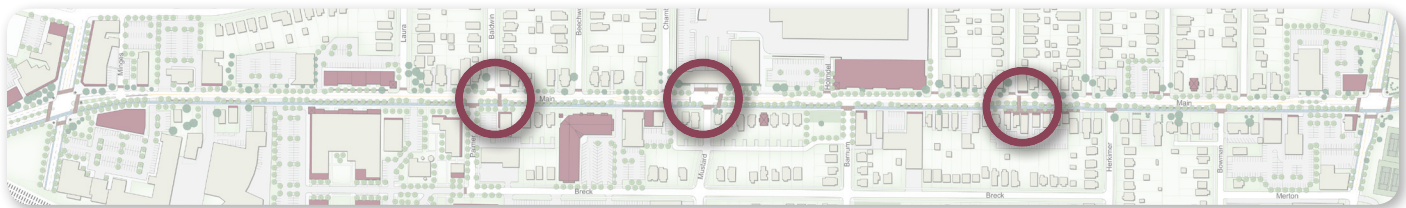
Proposed Gateway Rendering



# Gateways

Additionally there are 3 minor gateways, or transition points, along the corridor located at the Mustard Street intersection in front of the Rochester Genesee Regional Transit Authority (RGRTA), the Sidney Street Intersection, and the Baldwin Street Intersection. These locations were selected as transition points and crossing areas because of their location next to RGRTA bus stops and corner stores. These locations should feature enhanced crosswalks, sending cues to drivers that pedestrians will be using them to cross the road. Due to the increased amount of bus traffic at the RGRTA facility, a center median with a crossing refuge is recommended. This will provide a protected area for pedestrians to pause while crossing the corridor, making it safer for senior citizens and children.

## Transition Point Location Map



## Proposed Transition Point Conditions



It is important to recognize that the corridor itself is a gateway into Rochester's Downtown. While traveling from the Culver Road intersection toward Downtown, there should be a sense of approach to some place special. This can be accomplished by designing the public realm to feature street trees and banners, and through the increased formality of the streetscape design in general.



# Connectivity

East Main Street is a barrier because it physically separates the Beechwood and EMMA neighborhoods. The existing conditions favor vehicular traffic and discourage pedestrians, cyclists and other modes of transportation. The Plan addresses this division by incorporating and promoting a streetscape design that encourages multi-modal transportation and helps to connect the two neighborhoods.

This is accomplished by:

- Narrowing the width of travel & parking lanes;
- Providing a tree-lined buffer between pedestrians and vehicles;
- Incorporating a dedicated cycle track on the south side of the street;
- Improving crossing locations with enhanced crosswalks and areas of refuge;
- Incorporating variations in the street sections to calm traffic.

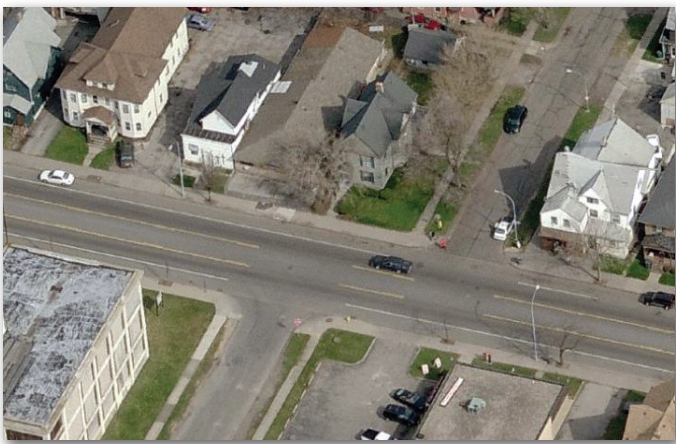


# Connectivity

## North/ South

Part of the separation between the Beechwood and EMMA neighborhoods is due to the lack of aligned thru-streets that cross East Main Street. This is an issue particularly for pedestrians that have difficulty crossing the street since there is only one existing, designated crosswalk between the Culver Road and North Goodman Street. Providing safe crossing locations will increase pedestrian safety and mobility across East Main Street.

### Existing Offset Street



### Proposed Safe Crossing



## East/West

East Main Street is a gateway corridor that strongly caters to vehicular traffic. The incorporation of a cycle track that connects to the Downtown will make East Main Street an important travel corridor for more than just vehicles. Designing the street to accommodate other forms of transportation will promote foot and bicycle traffic, increasing access and making the corridor an attractive destination for residents and businesses.

### Cycle Track Route





# Preserving Existing Buildings

East Main Street has a rich social and architectural history. The surrounding neighborhoods boast an intact and well-kept housing stock. There are several buildings on East Main Street that are in need of a face-lift. Appropriately designed and well-maintained building façades can greatly enhance the aesthetic and economic viability of a community or commercial corridor. When designed thoughtfully, and with consideration to the surrounding context, they will improve the quality of the architectural edge and the public realm. Conversely, when left to disrepair or designed inappropriately, they damage the visual appearance of the area. The improvement of building façades along East Main Street will enhance the overall appearance while promoting the preservation and re-use of existing buildings for use for new commercial entities.



Façade improvement recommendations are noted on the plan by a thin a maroon edge along the front of the building. The following are a few locations where façade improvements could have a great impact aesthetically and economically.

# Preserving Existing Buildings

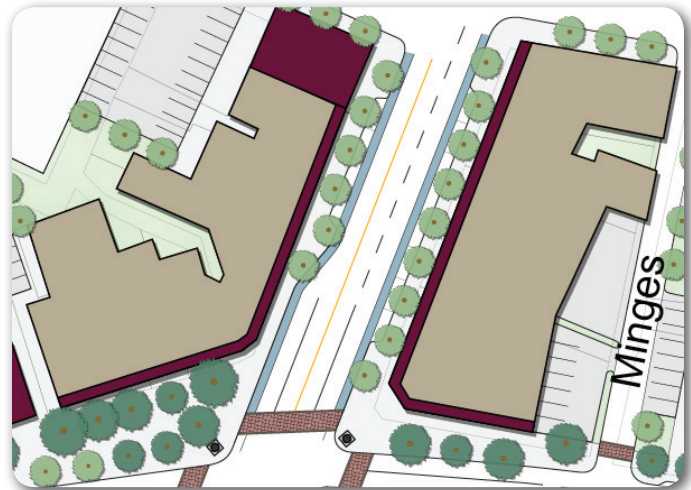
## North Goodman Street Gateway

The existing buildings located around the North Goodman Street intersection offer commercial and mixed-use opportunities. With appropriate updates to the building façades, these semi-vacant storefronts could once again become a vibrant gateway and commercial node.

### Existing Facade Conditions



### Proposed Site Map



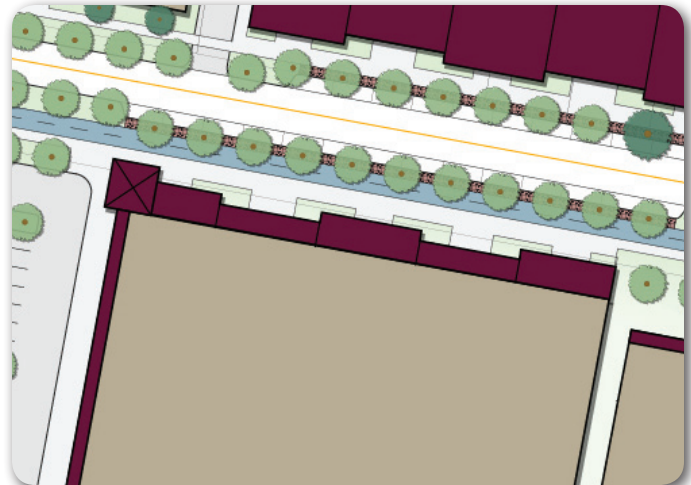
## Greenovation Building

The front of the Greenovation Building is a blank canvas, with its uninterrupted brick façade set back approximately 30 feet from the sidewalk. The interior of the building is open and flexible and with some creative design the facade could be divided and opened up into several smaller storefronts. The large setback would become an asset providing ample space for outdoor seating, displays, and plantings.

### Existing Facade Conditions



### Proposed Site Map





### Transition Point Corner Stores

Two locations have been identified as transition points and are located on corners, with a building that has a market on the first floor and residential apartments above. These areas have been recommended as the location for enhanced pedestrian crosswalks. To further enhance these locations it is recommended that the buildings also receive façade improvements.

### Existing Corner Store



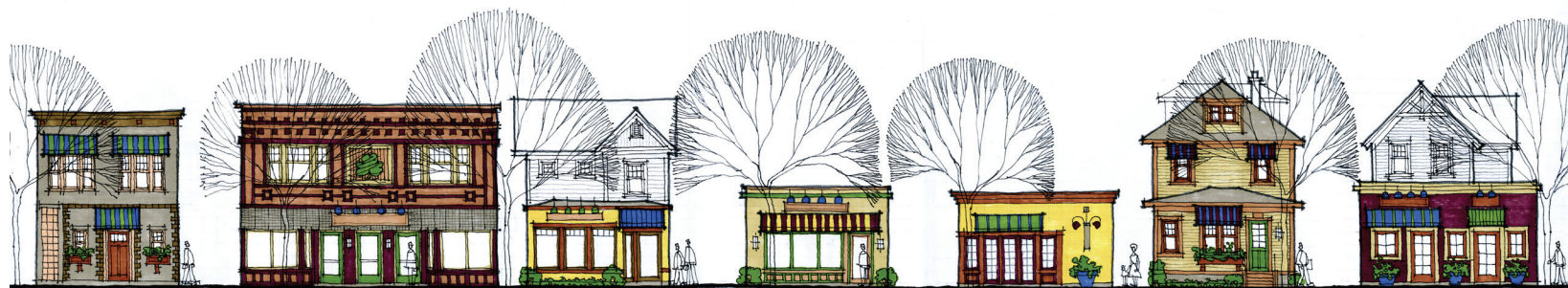
### Corner Store Example



### Commercial Cluster

While documenting the corridor a major asset was identified: a commercial cluster located between Herkimer and Barnum Streets. This cluster features 7 storefront or attached storefront buildings. With some minor façade improvements, combined with the street section variation, this could become a vibrant gathering place.

### Schematic Elevation



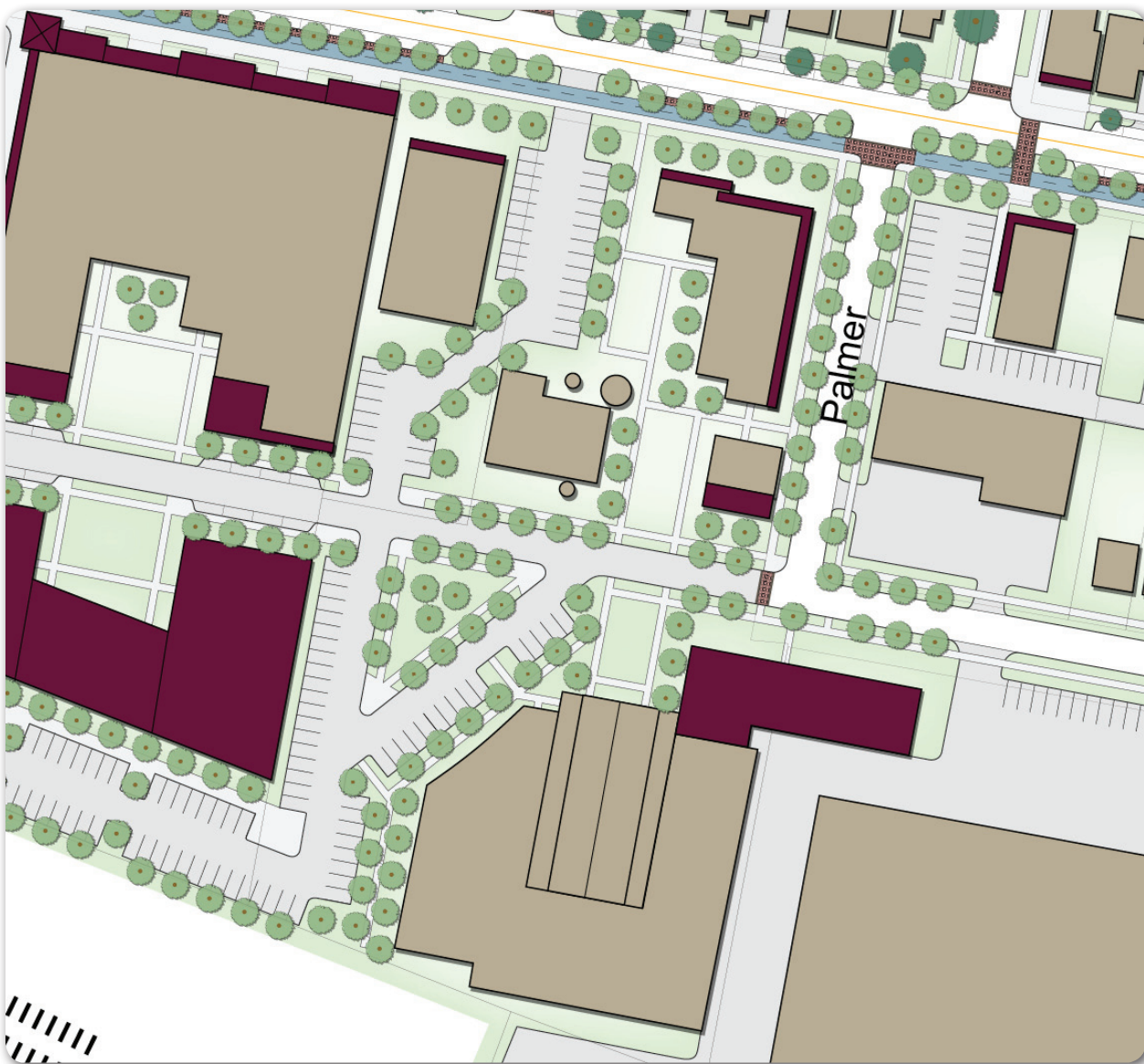


# Preserving Existing Buildings

## Beechnut Factory Site

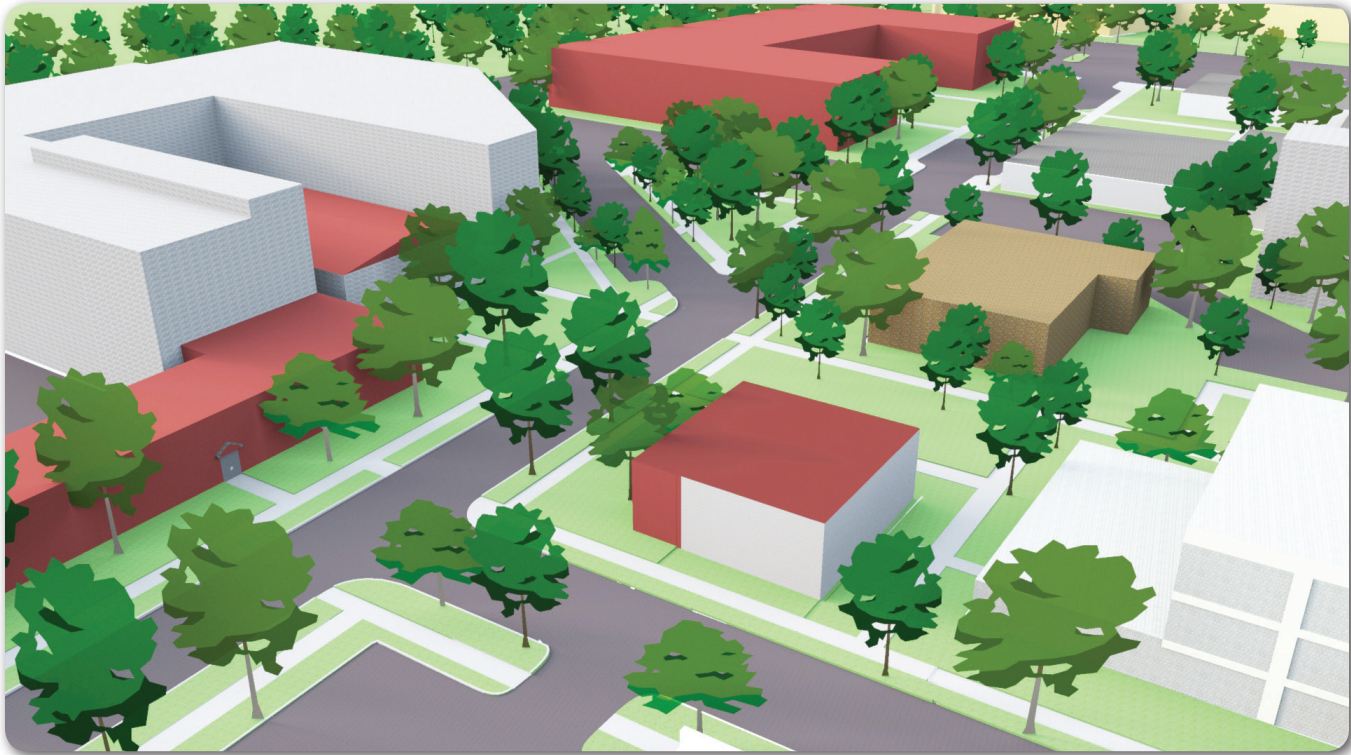
The redevelopment of the Beechnut factory site has the potential to be a premiere mixed-use center on East Main Street and in the City of Rochester. In addition to façade and site improvements, interior renovations would offer residential, office and retail spaces. A reorganization of parking and street/pedestrian connections will maximize the site efficiency as well as provide ample greenspace. Existing factory amenities, such as the smoke stacks, can be refurbished and provide a unique theme to the development. Additionally, its location on the cycle track will make it an attractive destination and residence for cyclists.

## Proposed Site Map





### Proposed Site Rendering



### Hillside Family of Agencies

In conjunction with a new development on the site to the west, the Hillside building located at 1337 East Main Street is slated to undergo redevelopment. In addition to a new façade, the current interior programming will accommodate 23 residential units and a ground floor café.

### Existing Building Condition



### Proposed Site Map





# New Development

The architectural edge is an important element to the public realm. Where buildings have been removed or have a large setback, it is critical to replace the “missing teeth” and re-establish that edge. Additionally, vacant lots and other development sites provide opportunities for new residential, commercial and mixed-use buildings. When these new developments are designed appropriately and with consideration to the context of the surrounding neighborhood, they will increase the aesthetic and viability of the corridor. Along the East Main Street corridor there are five locations where new infill developments are recommended.

## Hungerford Complex Site

Currently the building located in front of the Hungerford complex is a one-story, suburban-style retail building with parking out front. This site offers the opportunity to develop a special flatiron gateway building. In addition to reestablishing the architectural edge, it can provide residences for artists with studio space in the Hungerford Building and also retail space for those businesses that might have outgrown their studios. With the development of this building, the entire site can be re-designed to maximize parking and open spaces.

### Existing Site Conditions



### Proposed Site Map





## 1200 E Main Street Brownfield

1200 East Main Street is a brownfield clean up site that has been prepped for new development. The two adjacent sites to the east contain vacant and dilapidated structures that could also be removed to create a larger development site. The plan recommends that a 2-3 story mixed-use building be constructed that would mirror the façade enhancement to the Greenovation building on the south side of the street. There would be 35 allocated parking spots for tenants and visitors behind the building.

### Existing Site Condition



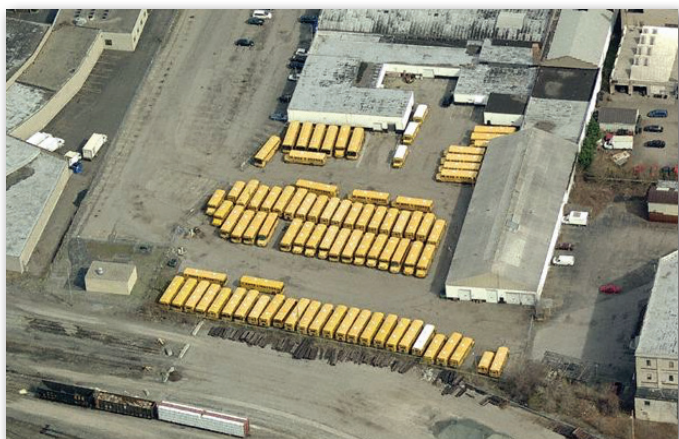
### Proposed Site Map



## Greenovation Site (Rear)

In addition to the improvements to the front of the Greenovation building, we are recommending new development in the back of the site. Currently, the site is used for school bus parking and maintenance but could be developed as professional office space or a potential location for a charter school. The re-design of the site would increase parking efficiency and also provide a street connection to the adjacent Beechnut factory site.

### Existing Site Condition



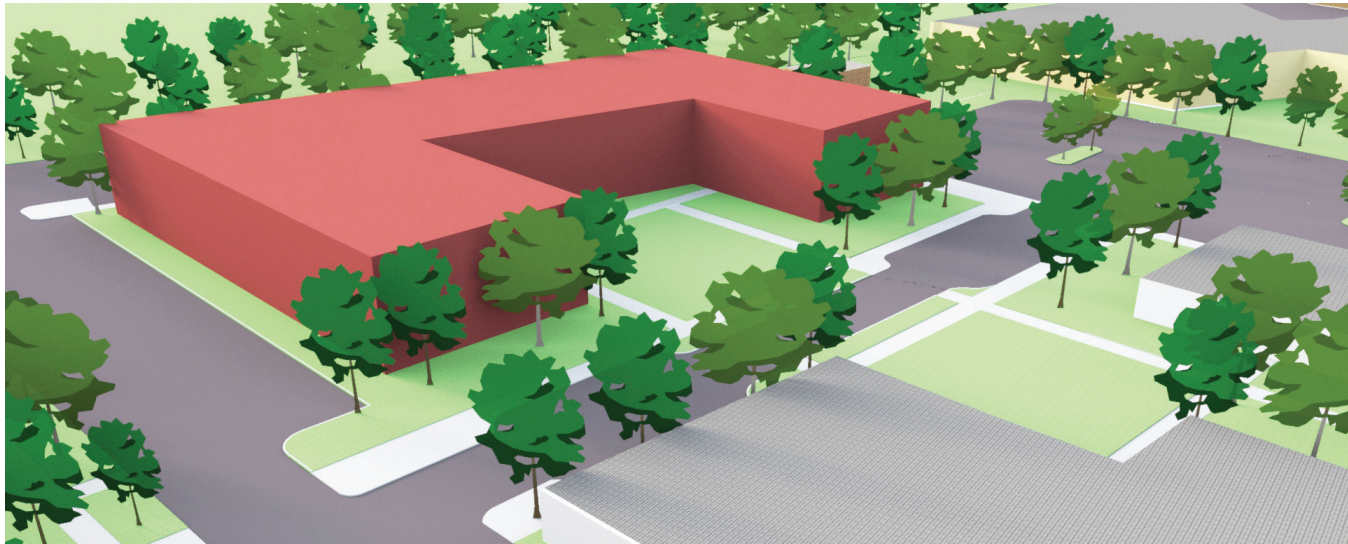
### Proposed Site Map





# New Development

## Proposed Site Rendering



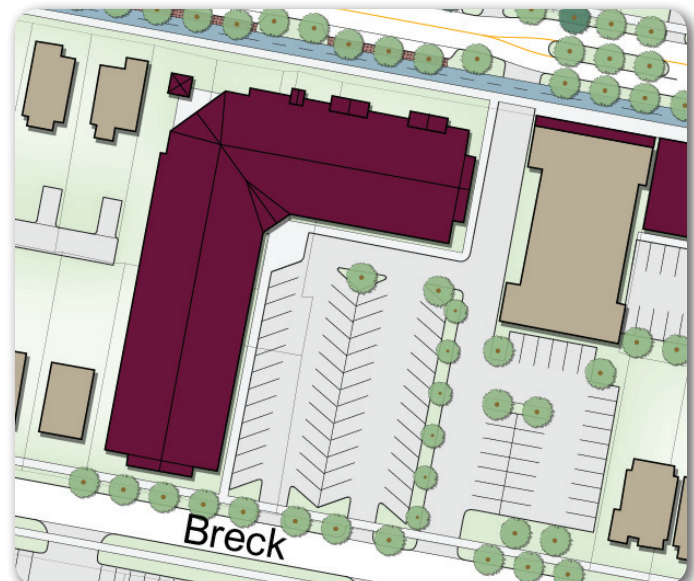
## Hillside Apartments

The site adjacent to the existing Hillside Family of Agencies Building is slated for a 30,00 sqft residential development. The 3-story structure will occupy space on the existing parking lot and require the acquisition of two residential lots to the east. The current plan would accommodate 79 residential units with parking in the rear. It is recommended that the front façade incorporate porches to emulate existing houses along the corridor. The northeast corner of the site will be an outdoor seating area with a gazebo-like structure to hold the corner of the building.

## Existing Site Condition

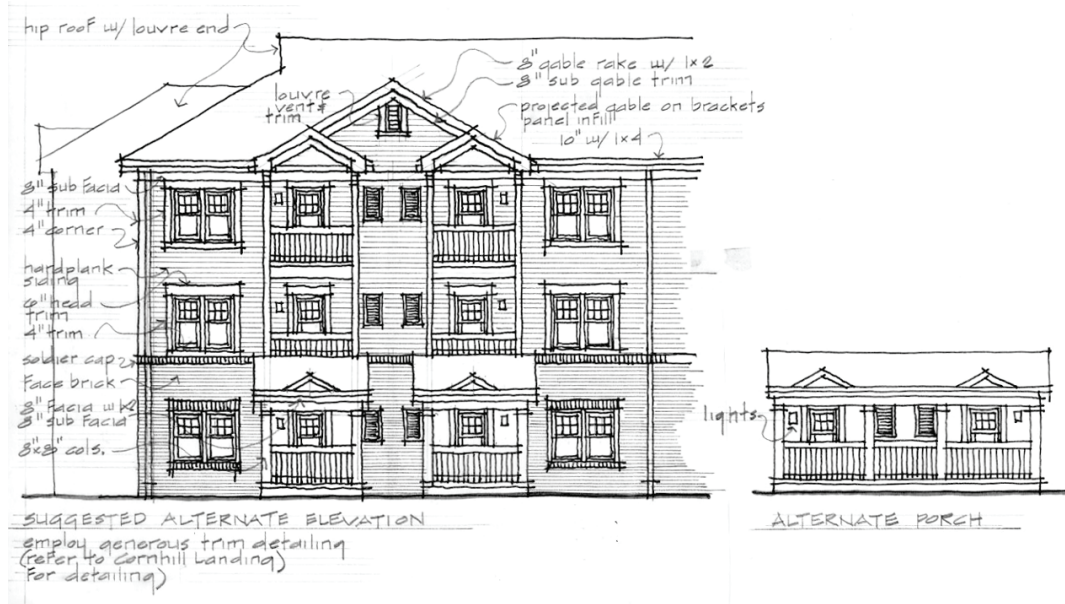


## Proposed Site Map





## Proposed Facade Elevation



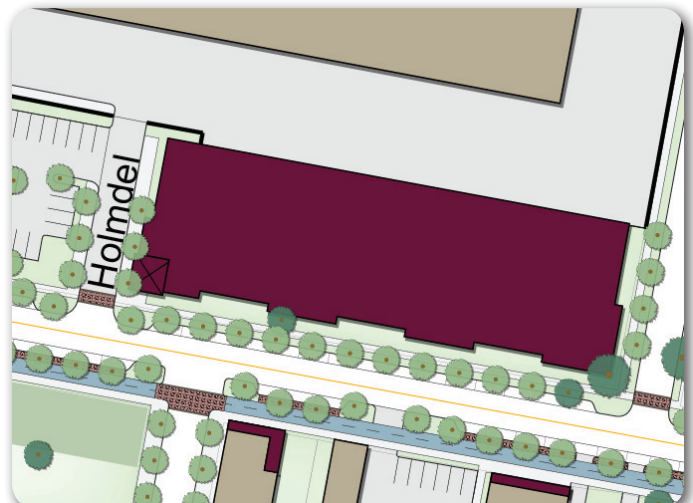
## RGRTA Development Site

The Rochester Genesee Regional Transit Authority is planning an expansion of their facilities on East Main Street. The plan calls for the demolition of a dozen homes and the development of multiple maintenance/ storage buildings. Current renderings of the development along East Main Street depict a long blank façade. This plan recommends breaking the façade up with display windows to feature historic corridor images or local artwork. It is also suggested that a historic bus, which will be stored in the building, be prominently displayed.

## Existing Site Conditions



## Proposed Site Map





# New Development

## Culver Road Intersection

The Culver Road intersection faces the issue of large building setbacks. New development closer to the corners will help define the intersection and help enhance it as a gateway. However, where a building is not appropriate, neighborhood signage or sculptural elements can be used.

### Existing Site Conditions



### Proposed Site Map



