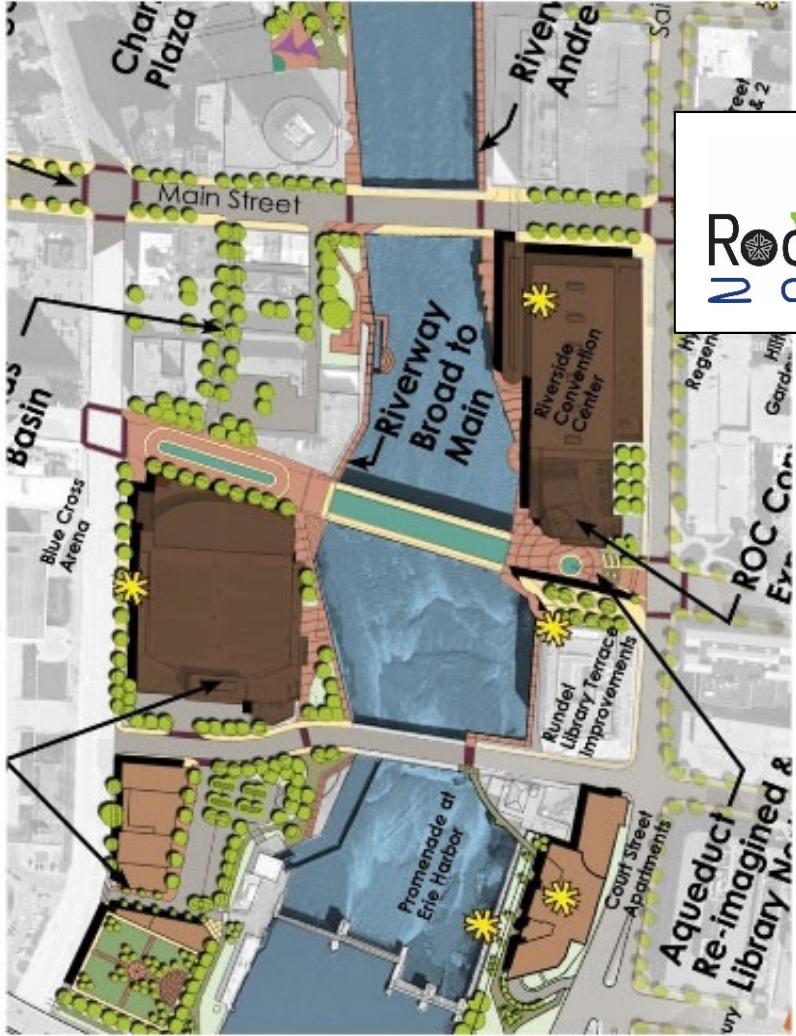


CITY BEAUTIFUL!



**Exploring A City Plan for Rochester 1911
& the Rochester 2034 Comprehensive Plan**

PLAN YEARS

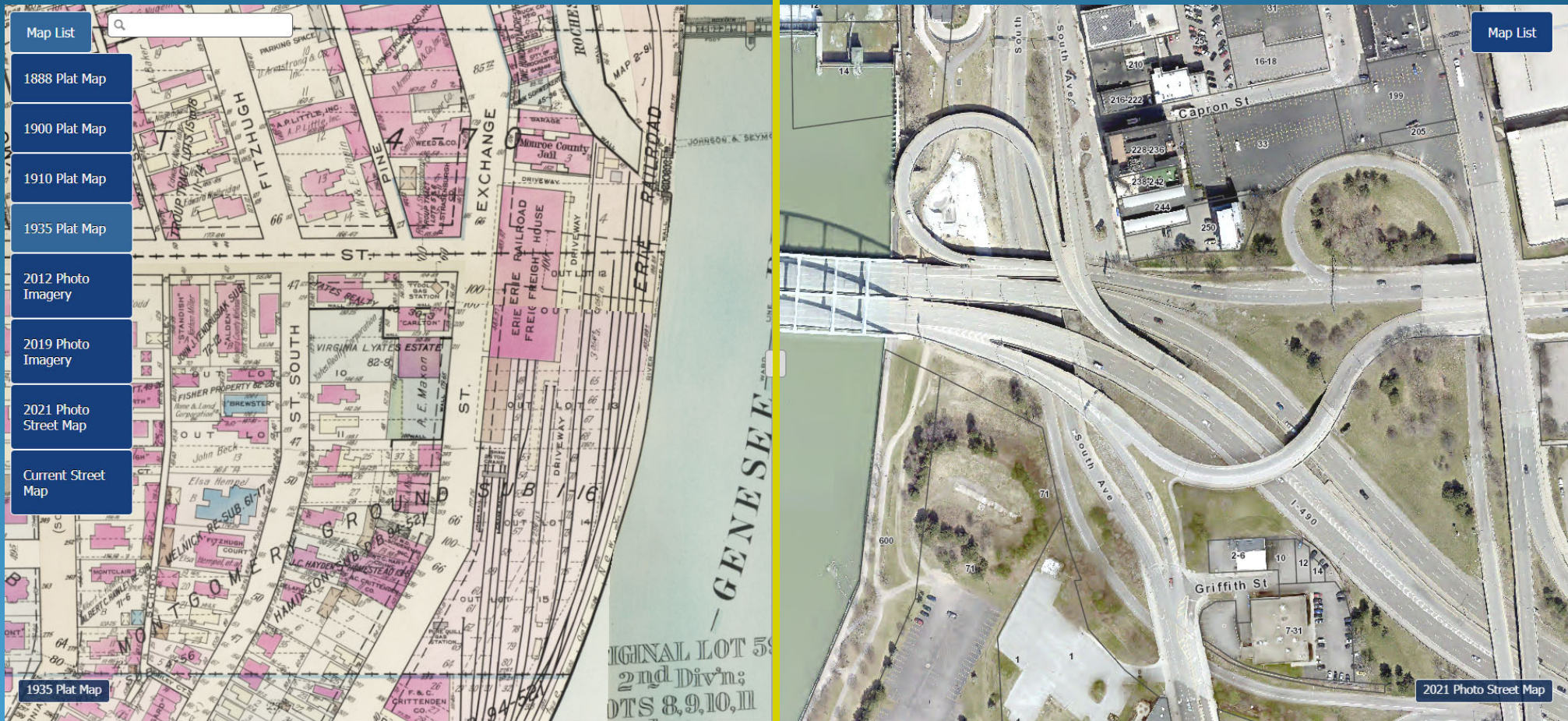


- Completed in **1911**
- No target date
- Completed in **2019**
- Vision for city in **2034**



HISTORIC MAP SLIDER

maps.cityofrochester.gov/historic/



WHAT IS A CITY PLAN OR A COMPREHENSIVE PLAN?

- A guide for policies & decision making
- A blueprint for growth, development, & infrastructure investments



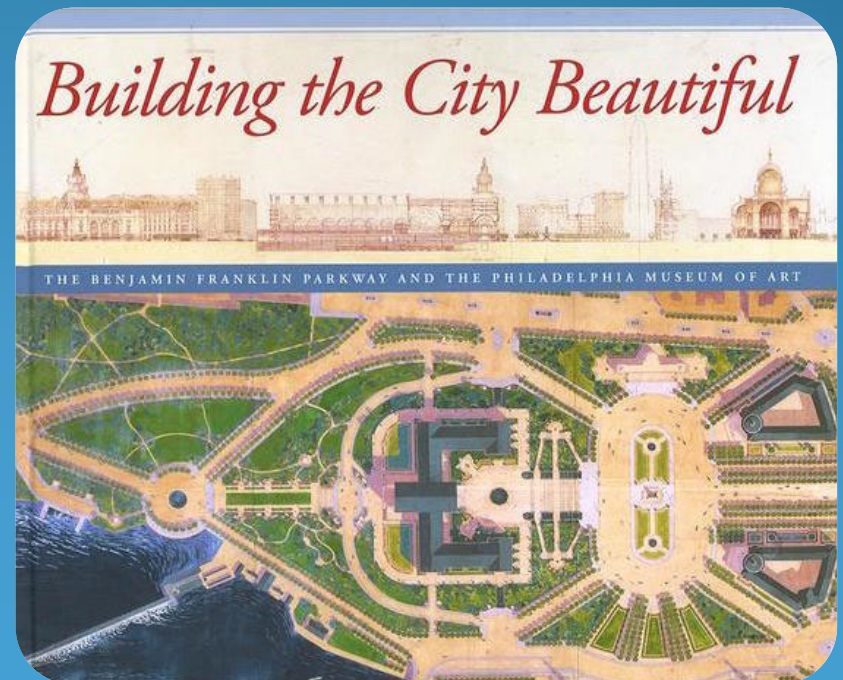
A blend of **high-level visioning & specific strategies** to achieve that vision



EVOLUTION OF CITY PLANS

1890s-1920s – The City Beautiful Movement

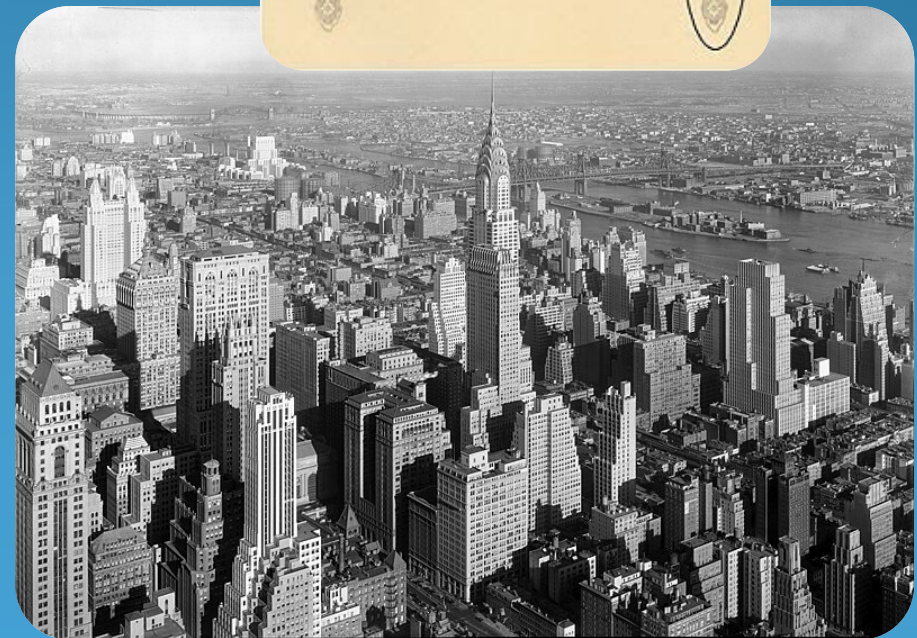
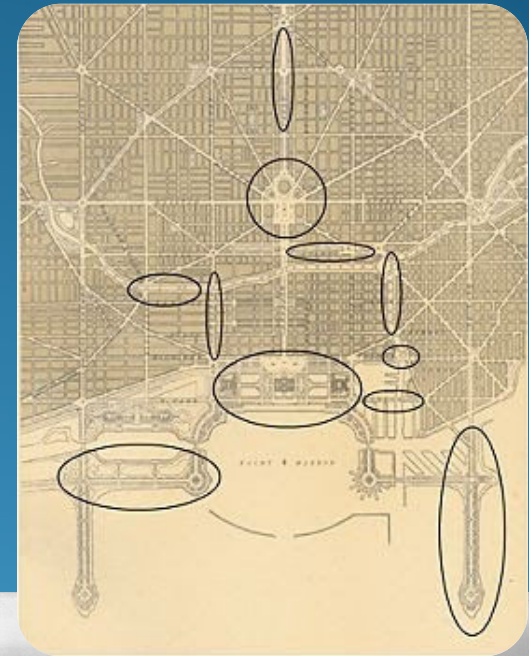
- cities were fast-growing, overcrowded, chaotic, & disease ridden
- Plans designed to beautify cities & improve public health
- Combined neoclassical architecture w/ parks & boulevards
- what if cities work works of art?



EVOLUTION OF CITY PLANS

1890s-1920s – The City Beautiful Movement

- Plan of Chicago (1909) known as first comprehensive plan
- first zoning codes emerging (1st city-wide code: NYC 1916)
- 1926 – NYS General City Law §20 enables comp plans
- 1927 – NYS law effectively ends municipal annexation



ROCHESTER PLANNING HISTORY

1811-1918

- First city plan developed by Nathaniel Rochester in 1811
- Planning based on specific needs; no comprehensive planning
- Chamber of Commerce commissioned 1911 plan
- In 1917, City of Rochester act designated planning as an “engineering problem” best undertaken by government
- In 1918 City established its first Planning Bureau



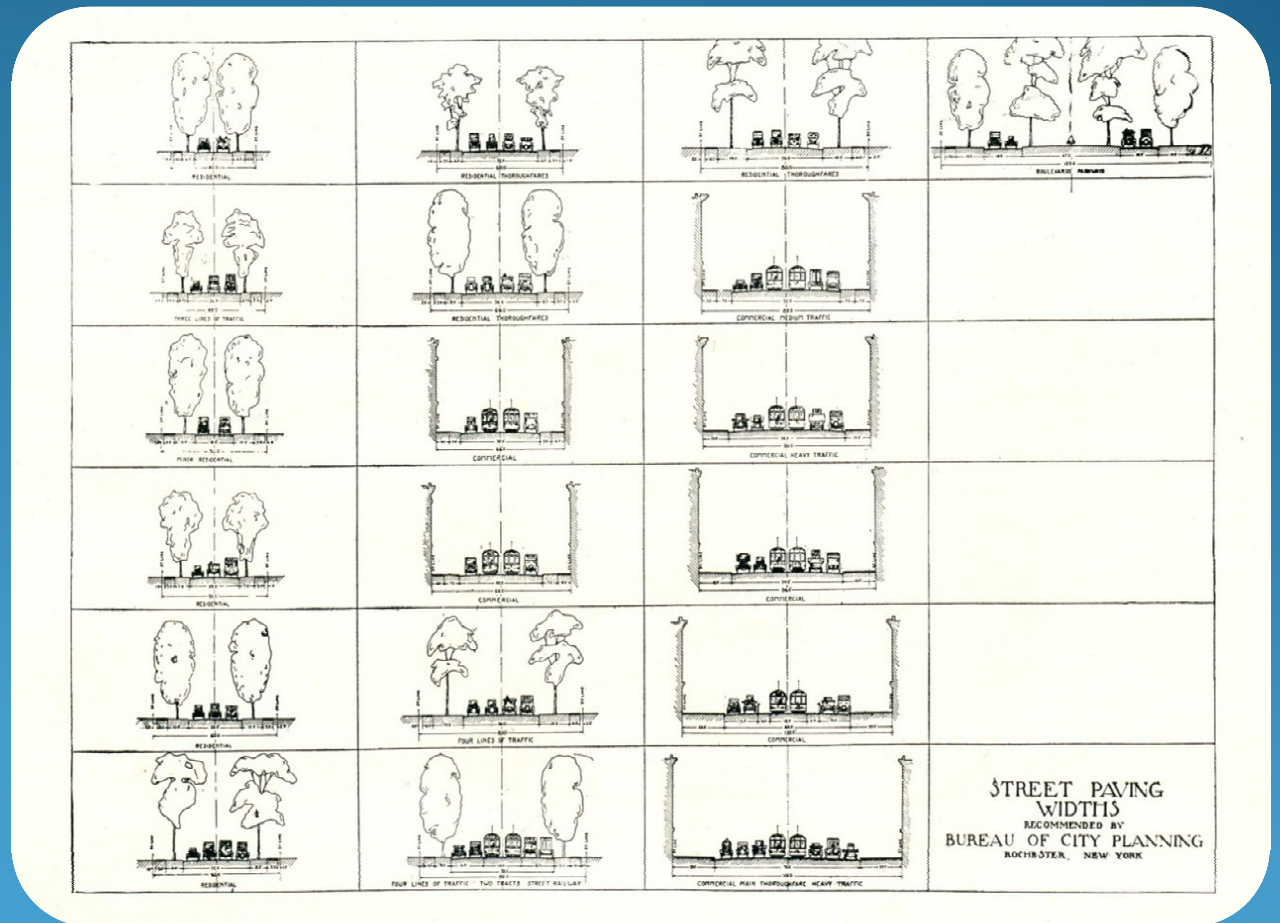
Nathaniel Rochester

7 PILLARS OF A CITY PLAN (1918)

Focused less on beauty & more on practicality

1. Communication
2. Transportation
3. Zoning (Housing)
4. Water Supply – Fire Protection – Police Protection*
5. Sewage Disposal – Garbage Disposal
6. Education*
7. Recreation

*Authors of the 1918-1922 *Report of the City Planning Bureau of Rochester New York* noted that Water, Fire, Police, and Education fell largely outside the purview of the City's Planning Bureau, and few 20th century plans included them in detail

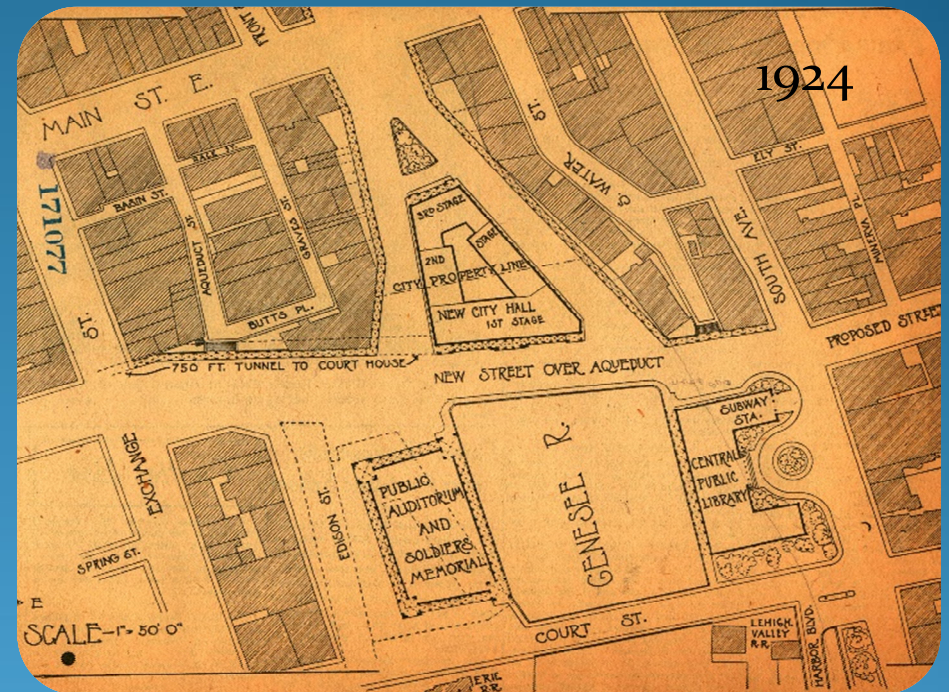


Edwin A. Fisher

ROCHESTER PLANNING HISTORY

1918-1945

- Government outgrowing its spaces
- Transportation needs changing
- Housing stock aging & dilapidated
- Population growing & changing: veterans, senior citizens, immigrants, & migrants
- Sanitation & health increasingly a public concern



Henry E. Noyes and Edwin S. Gordon

ROCHESTER PLANNING HISTORY

1918-1945

- Open spaces & recreational facilities seen as solution to social & health ills
- Concepts of beauty & functionality changing
- Suburbanization accelerating

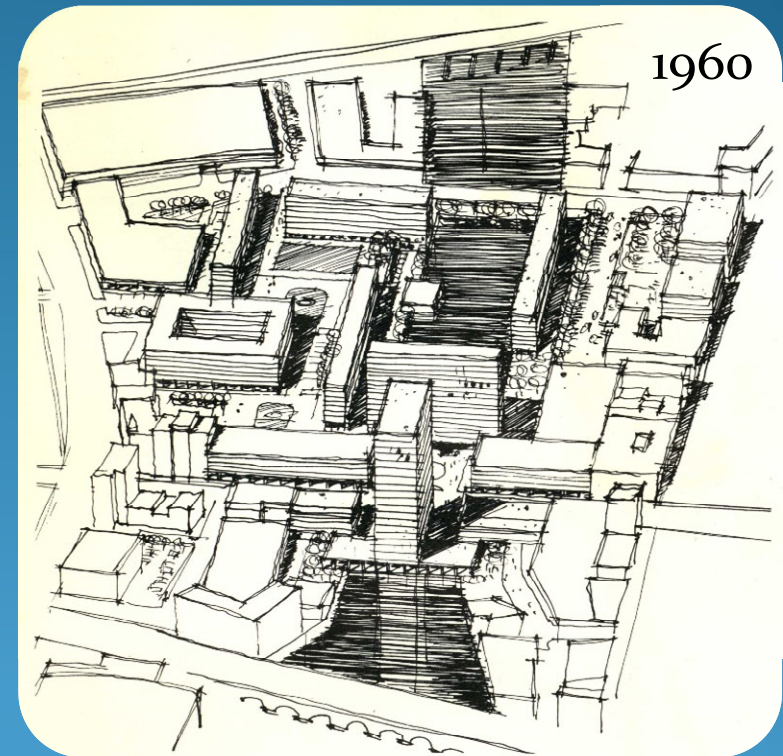


Harland Bartholomew & Associates

URBAN RENEWAL & HIGHWAYS

REMAKE THE CITY 1949-1981

- Housing Act of 1949 – federal funds for slum clearance & community redevelopment
- Rochester's Urban Renewal program was 14th largest in US
- Low income & Black neighborhoods wiped out (i.e. Baden-Ormond & Clarissa St)
- Construction of Inner Loop (1952-1965) also demolished & divided neighborhoods

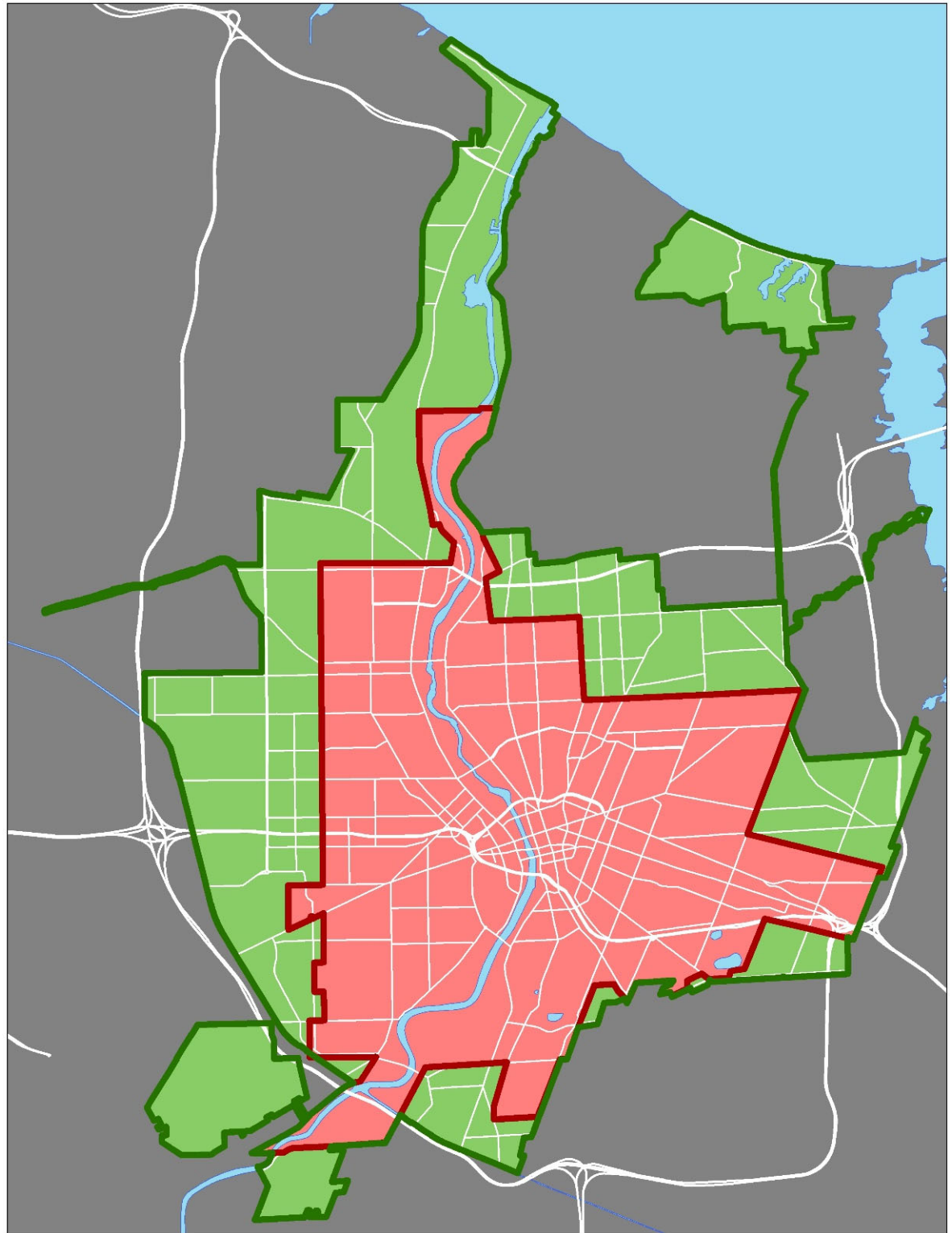


I.M. Pei and Associates

ROCHESTER IN 1911

1911 boundary

Current boundary
(set in 1926)



ROCHESTER THEN & NOW

Plan Year	
1911*	2019**

Size

City of Rochester	218,149	211,328
Monroe County	283,212	759,443
% of County Pop	77%	28%
Square Miles	19	37

→ peaked in 1950 at 332,488

→ currently at peak

Demographics

Households	46,787	91,500
Average Household Size	4.7	2.3
Median Age	23.8	32.9
Race		
<i>White</i>	99.6%	33.0%
<i>Black</i>	0.4%	38.0%
<i>Latino</i>	0.0%	19.8%
<i>All Other</i>	0.0%	9.2%

* based on 1910 census

** based on 2020 census

ROCHESTER IN 1911

Population

- Grew by 33% between 1900 & 1910
- Influx of new immigrant groups

Primary industries

- Men's clothing
- Foundries and machine shop products
- Printing and publishing



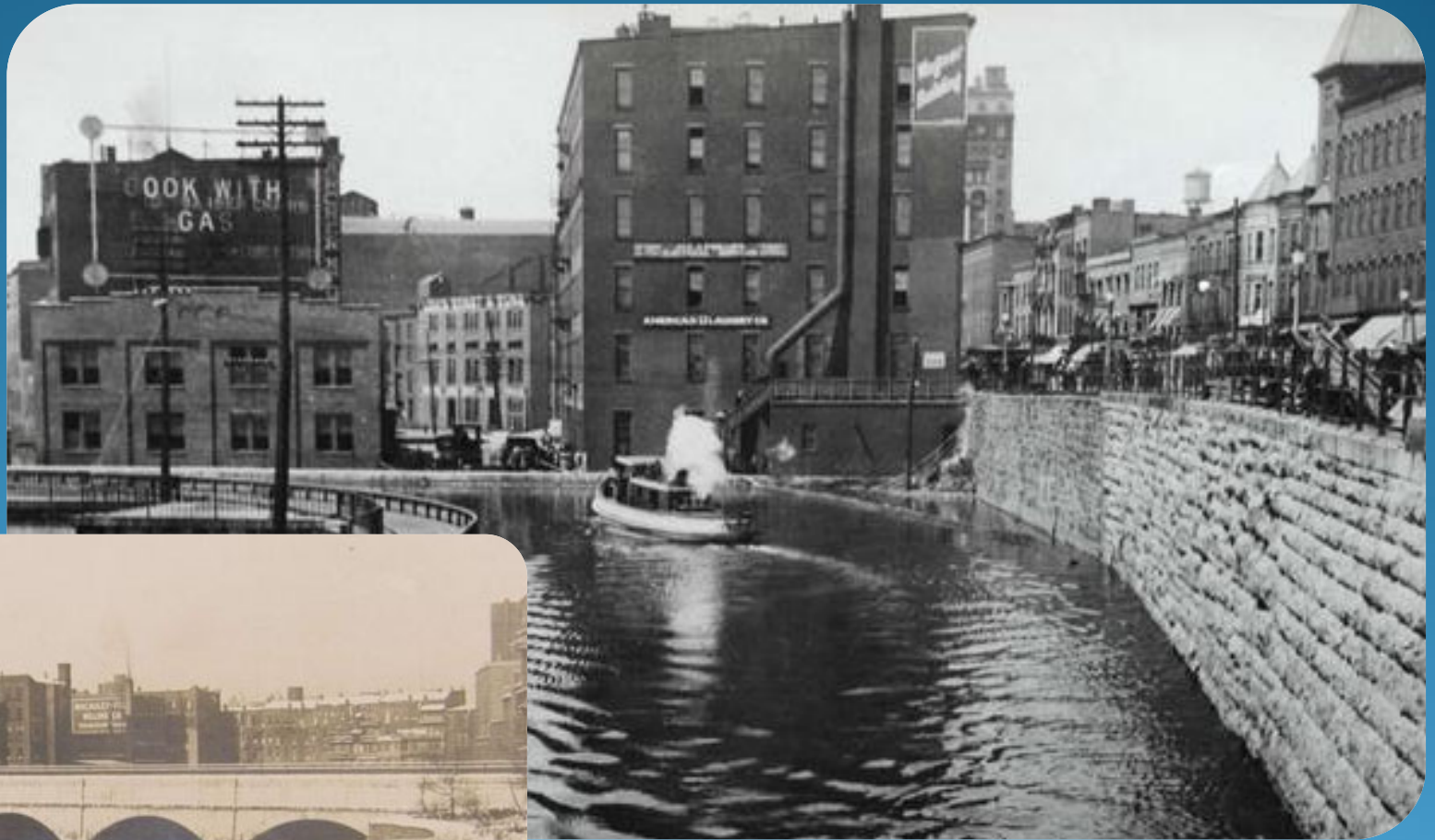
GETTING AROUND



Above: Four Corners, 1910

Right: Lehigh Valley Railroad Station, ca. 1901-1914

AT THE CENTER OF IT ALL...



Above: Erie Canal, 1910
Right: Erie Canal Aqueduct, ca. 1910

21ST CENTURY RUST BELT CITIES

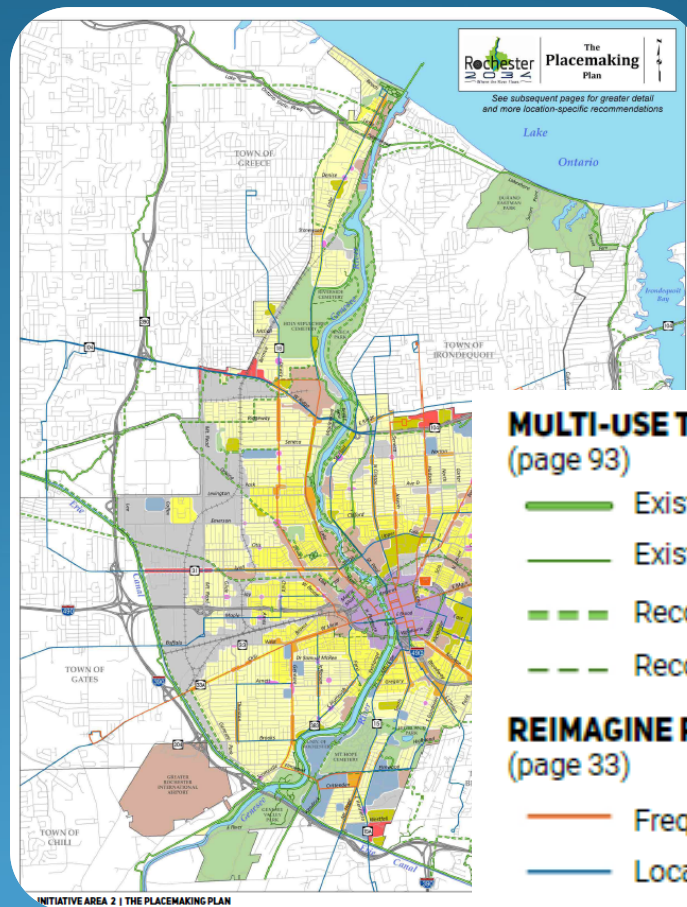
- Continued impacts from suburban sprawl
- Car oriented but shifting
- Re-urbanization (primarily younger generations)
- Importance of public spaces
- Biggest challenges: poverty, education, crime, equity
- Post-pandemic shifts, commercial struggles



EVOLUTION OF CITY PLANS

The Placemaking Plan

- Rochester 2034's innovative approach to land use planning
- The art & science of shaping private development, public facilities, & the public realm into places of great character



MULTI-USE TRAILS + PROTECTED BIKE LANES (page 93)

- Existing Trails + Protected Lanes
- Existing Spur Trails + Park Paths
- - - Recommended Trails + Protected Lanes
- - - Recommended Spur Trails + Park Paths

REIMAGINE RTS CORRIDORS (page 33)

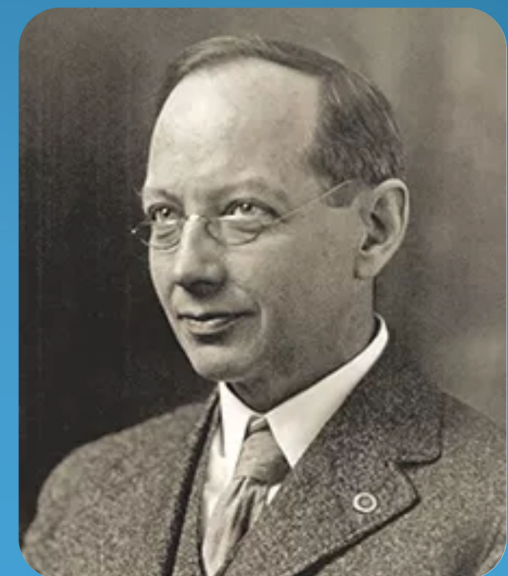
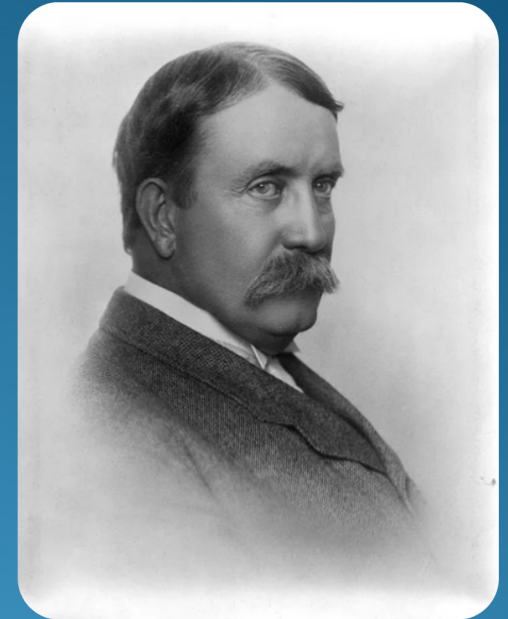
- Frequent
- Local

OTHER PLACEMAKING ELEMENTS*

- Parks + Open Space (page 94)
- Community Facilities (page 95)
- River Access (page 96)
- Infrastructure + Streetscapes (page 97)
- Neighborhood Planning (page 98)

AUTHORS & CREATORS OF CITY PLANS

- Early 20th Century Plans often written by high profile architects & landscape architects – establishment of the urban planning profession in the US
- Frederick Law Olmsted (Sr & Jr), Daniel Burnham were most prominent professionals to develop city plans in early 20th century
- Sometimes sponsored by non-City govt entities like Chambers or the “Rochester Civic Improvement Committee”

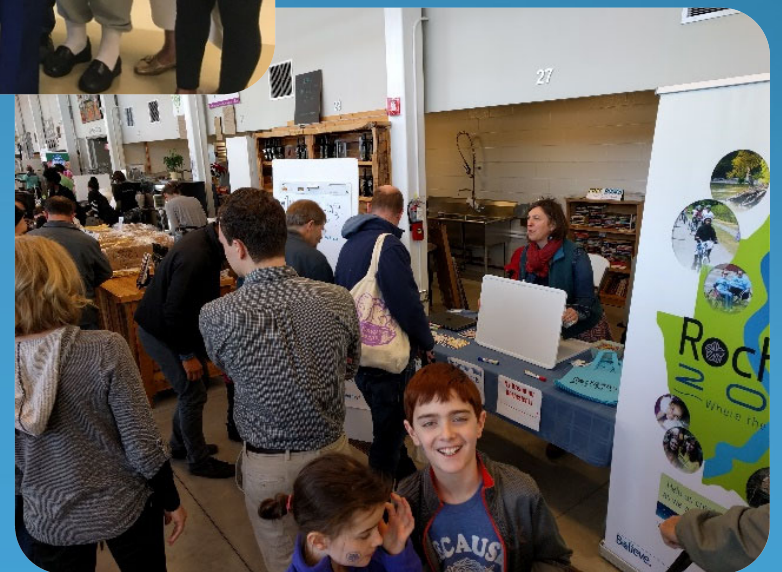
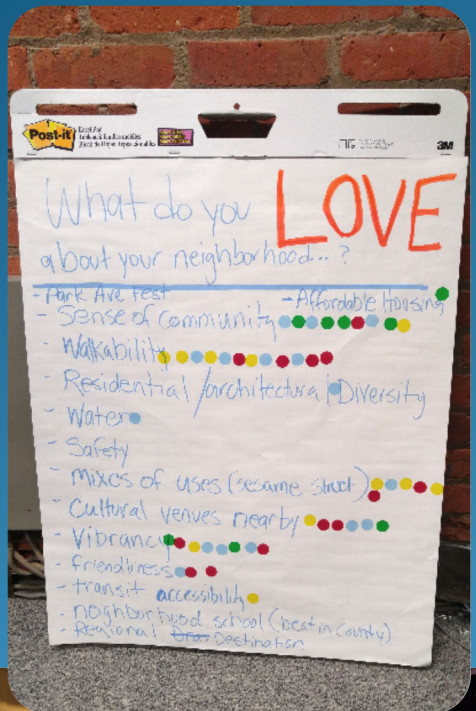


AUTHORS & CREATORS OF CITY PLANS

- Typically developed by municipal staff + consultant team
- 2034 developed completely in-house
- By the community, for the community



COMMUNITY ENGAGEMENT



COMPARING THE PLANS

1911
A City Plan for Rochester



Rochester
2034

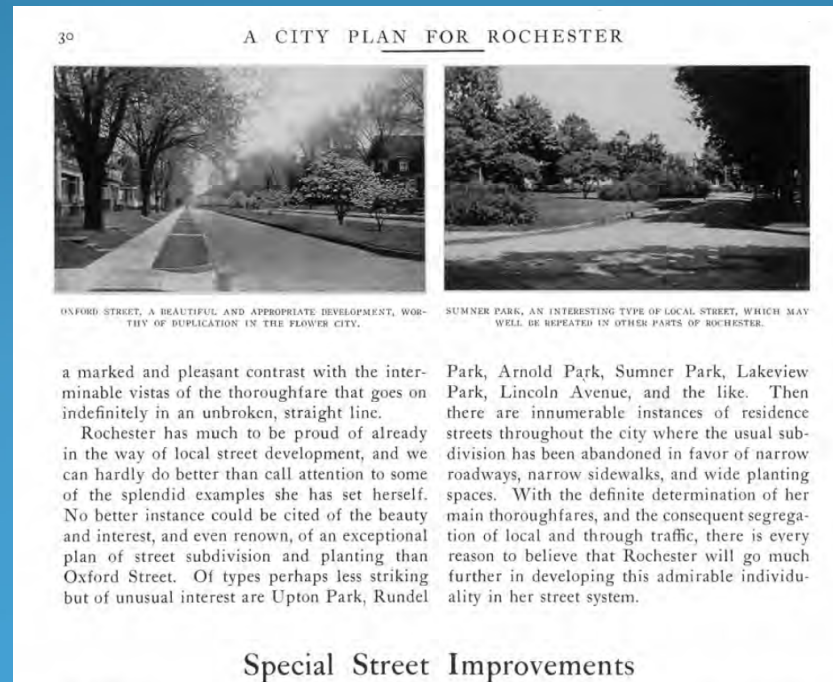
1911 PLAN OVERVIEW

Major Themes

- Growth
- Prosperity
- Civic Pride
- Beauty
- Efficiency
- Improvement

Report Sections

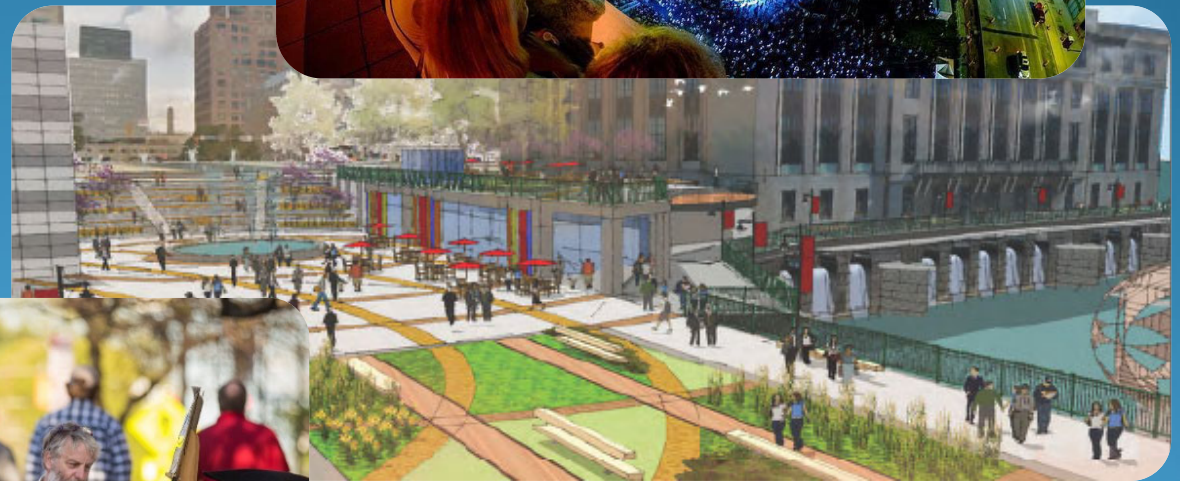
- The Center of the City
- The Street System
- The Park System



2034 PLAN OVERVIEW

Major Themes

- Growing the population
- Connecting land use & transportation
- Placemaking & beautiful public spaces
- Social & economic equity



ROCHESTER 2034 VISION



Rochester is a beautiful, progressive, lively, healthy, and welcoming city.

We build from strength – leveraging our assets to grow our population, local business community, and tax base. We celebrate our 200th birthday in 2034 as a resilient and confident community where diverse neighborhoods are engaged and thriving; downtown is the vibrant heart of our region; our unique network of active waterfronts is accessible to all; and innovation, adaptation, and inclusion drive us forward.

2034 BY THE NUMBERS



- Vision Statement
- 11 Guiding Principles
- 6 Initiative Areas
- 26 topic-based Sections
- 20 Action Plans
 - 88 Goals
 - 500+ Strategies
- Appendices

ROCHESTER 2034 PLAN ELEMENTS

VISION STATEMENT

A brief description of how we picture our community in 2034.

GUIDING PRINCIPLES

The values that guide us as we implement this plan.

POLICY PRINCIPLES

PLACEMAKING PRINCIPLES

INITIATIVE AREAS

The major themes by which the Sections (topic areas) are organized.

1

2

3

4

5

6

SECTIONS

Topic areas that describe a topic and provide an action plan.

A B C D

A B C

A B C D E F G

A B C D E

A B C D E

A B

GOALS

The results we are working toward.

ACTION PLANS

STRATEGIES

Specific actions we will take with our community partners to achieve our Goals.

2034 TOPICS COVERED



INITIATIVE AREA 2: THE PLACEMAKING PLAN

A. Overview of the Placemaking Plan	27
B. Future Land Use (Character Areas)	31
C. Other Placemaking Elements	93

INITIATIVE AREA 3: REINFORCING STRONG NEIGHBORHOODS

A. Housing	123
B. Vacant Lands	161
C. Arts + Culture	177
D. Historic Preservation	199
E. Schools + Community Centers	211
F. Public Health + Safety	235
G. Community Beautification	257

INITIATIVE AREA 4: SUSTAINING GREEN + ACTIVE SYSTEMS

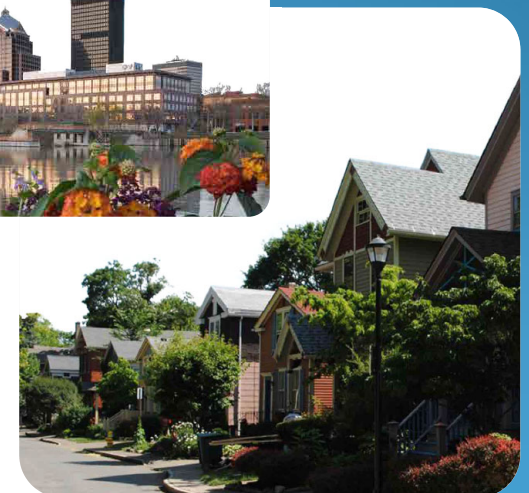
A. Natural Resources	269
B. Parks, Recreation, + Open Space	285
C. Climate Change Mitigation +Adaptation	309
D. Urban Agriculture + Community Gardens	321
E. Transportation	333

INITIATIVE AREA 5: FOSTERING PROSPERITY + OPPORTUNITY

A. Economic Growth	361
B. Workforce Development	389
C. Tourism	401
D. City + Neighborhood Promotion	413
E. Smart City Innovations	423

INITIATIVE AREA 6: PLANNING FOR ACTION

A. Implementation + Stewardship of <i>Rochester 2034</i>	433
B. Building Community Capacity	441



POLICY PRINCIPLES



HEALTHY LIVING

We will strive to be a city where all residents, regardless of age, income, and ability, live active lives in a healthy environment, have access to community-based health services, healthy food, and healthy housing, and where they have equitable economic and social opportunities.



EQUITY

We will promote equity, inclusion, and environmental justice by working to reduce disparities, extend community benefits, ensure access to housing, and include traditionally under-represented populations.



RESILIENCE

We will reduce risk and improve the ability of individuals, communities, economic systems, and the natural and built environments to withstand, recover from, and adapt to natural hazards, human-made disasters, climate change, and economic shifts.



PROSPERITY

We will support a diverse, low-carbon economy, and foster employment growth, competitive advancement, and equitable prosperity.



PARTNERSHIP

We will join with neighborhood, government, business, not-for-profit, and institutional partners to implement this plan and enjoy the results of reaching our goals together.



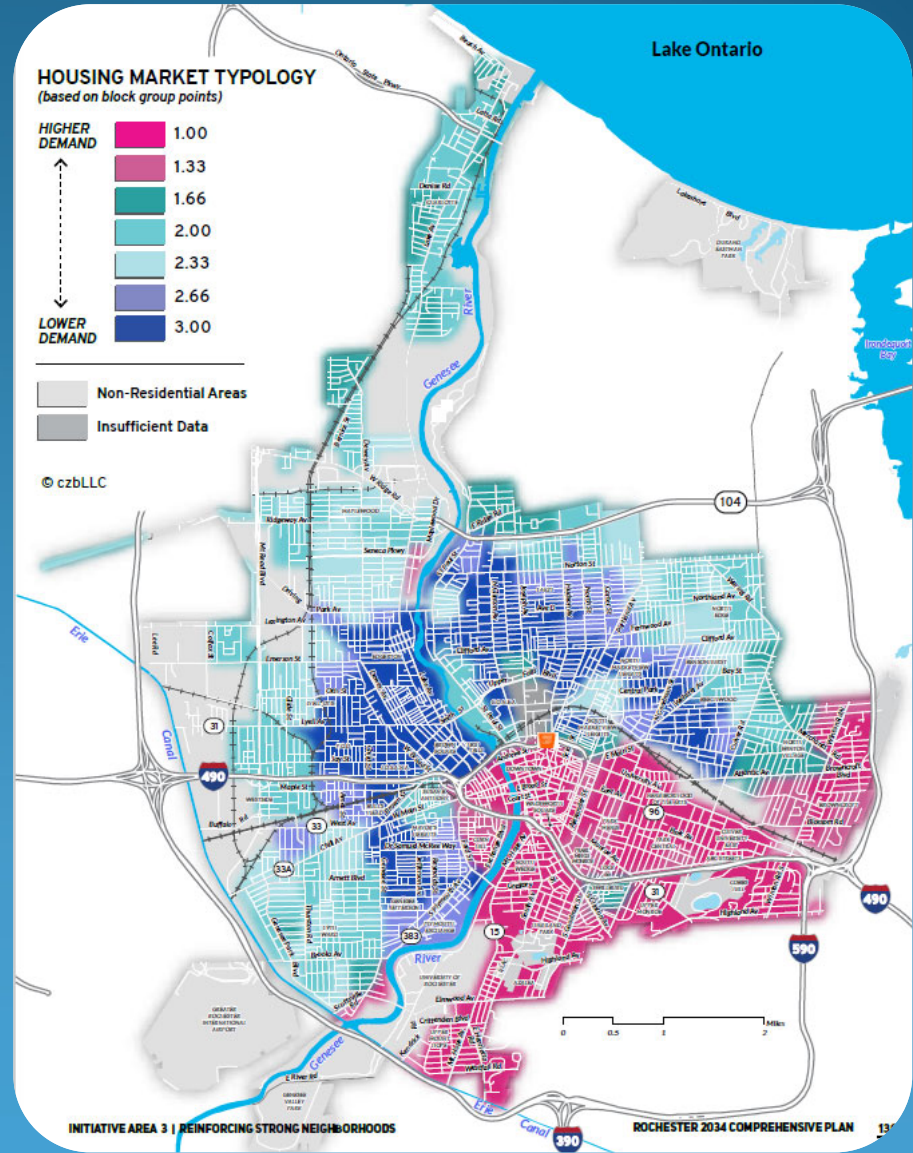
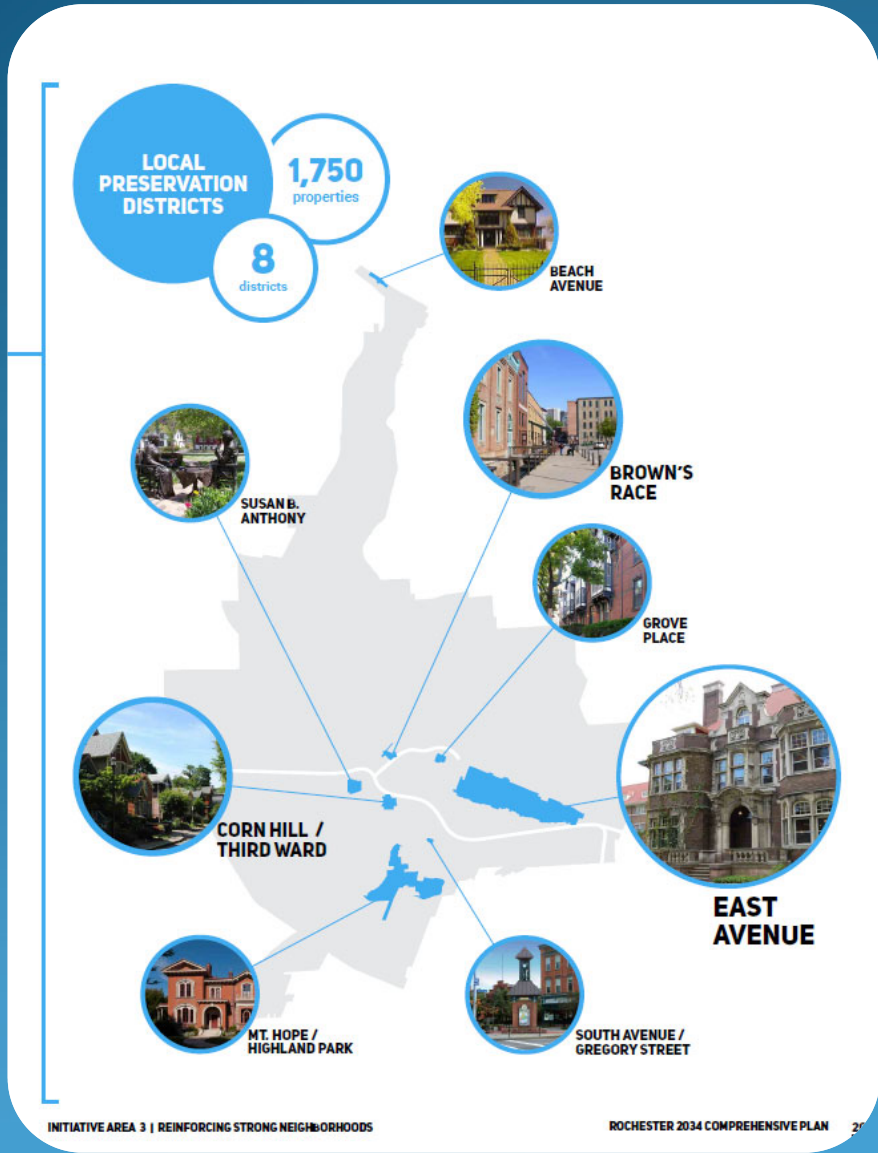
PLACEMAKING PRINCIPLES



PLAN IMAGERY



PLAN IMAGERY



PLAN IMAGERY

C. OTHER PLACEMAKING ELEMENTS (CONTINUED)

EXAMPLE: THE GULCH, NASHVILLE

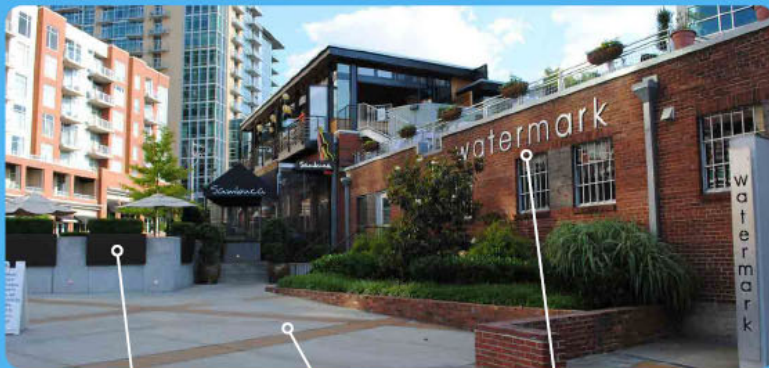


enhancements to even the smallest public spaces contribute to vitality

first floor uses like restaurants and shops contribute to regular pedestrian traffic, offices and certain services do not

first floor transparency highlights pedestrian activity

maintain overall feel of development built to the sidewalk while allowing for small-scale variations in setbacks for visual interest and gathering spaces



gardens, fountains, and outdoor seating

sidewalks with varying widths and nuances

modern features added to historic buildings

REUSE OF VACANT LANDS

One of Rochester's greatest challenges is the prevalence of vacant lands in its most economically distressed neighborhoods. Their presence can negatively impact a sense of place and pride as they raise safety concerns, portray disinvestment, and are even correlated with low educational outcomes for nearby children. As discussed in [Initiative Area 3-Section B, Vacant Lands](#), the City should pursue a more deliberate set of strategies for repurposing vacant lands. Whether converting them to community gardens, holding them for future development, or installing renewable energy facilities, the City should engage neighborhoods and other stakeholders to customize strategies for different areas across the community.

Not only will the reuse of these lands enhance a sense of place, empowering neighbors to drive these investments will foster hope and commitment. These properties are far too numerous to clearly show on the Placemaking Plan Map. However, the City does maintain an inventory of vacant properties and the most significant ones are shown on the map as Strategic Sites.



PLAN IMAGERY

B. FUTURE LAND USE (CONTINUED)

CHARACTER AREAS

>> NEIGHBORHOOD MIXED-USE

RECOMMENDED PRIMARY USES:

Multi-family residential, residential uses when part of a mixed-use building, and commercial uses, including small-scale artisanal manufacturing such as chocolatiers, cheese makers, and microbreweries, within up to 9,000 square foot spaces. Mixed-use buildings should be allowed to contain more than one 9,000 square foot space. High density residential uses are encouraged to increase vitality and support for local businesses.

Auto-oriented uses should be subject to additional requirements in order to mitigate impacts on the public realm. Auto sales as a primary use should be directed to Industrial and Regional Commercial Character Areas.

EXAMPLE AREAS:

South Ave, Thurston Rd, North Clinton Ave, Monroe Ave, Dewey Ave

GEOGRAPHIC PATTERN:

Commercial and mixed-use corridors are typically at least four blocks in length and are sometimes very long. These areas tend to radiate from the center of Rochester out towards the edges. Historically, these areas developed along transit routes, some dating back to Rochester's first public transit in the 1860s. They are primarily depicted as linear corridors with a consistent 300-foot width. The distance is not meant to propose a precise edge of a future zoning district, but rather is a consistent graphic depiction to reinforce their linear nature. Although shown as linear, many mixed-use corridors have an intersection or two that is a key node that serves as an "urban village" center. Examples include South and Gregory, Park and Berkeley, Dewey and Driving Park, and Culver and Merchants.

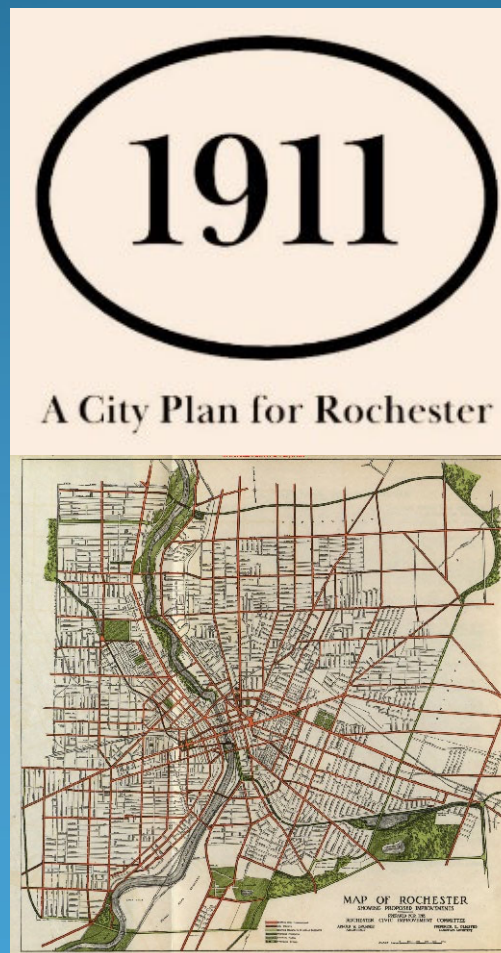
Some areas are more representative of the uses and form desired for this Character Area than others. For example, South Ave is highly representative of Neighborhood Mixed-Use designation, whereas Portland Ave north of Norton St is rather car-oriented but could potentially be retrofitted over time.

Nearly all Frequent and Local corridors of the *Reimagine RTS* project are substantially covered by Neighborhood Mixed-use designations. Breaks in those designations along the corridors are almost always covered by Medium Density Residential or other mixed-use designations. Combined, all of these higher activity Character Areas promote the restoration of density that is needed to leverage investments, increase housing choices, and build the critical mass of population needed to support corridor businesses, vibrant neighborhoods, and frequent transit.



1911 & 2034 – OVERLAPPING TOPICS

- Transportation
- Infrastructure
- Civic Spaces
- Parks
- Genesee River



TRANSPORTATION

Erie/Barge Canal

What to do with the soon-to-be abandoned Erie Canal through downtown?

New York Central RR

Could traffic from five other terminals be consolidated at a new Union Station?

Moving traffic

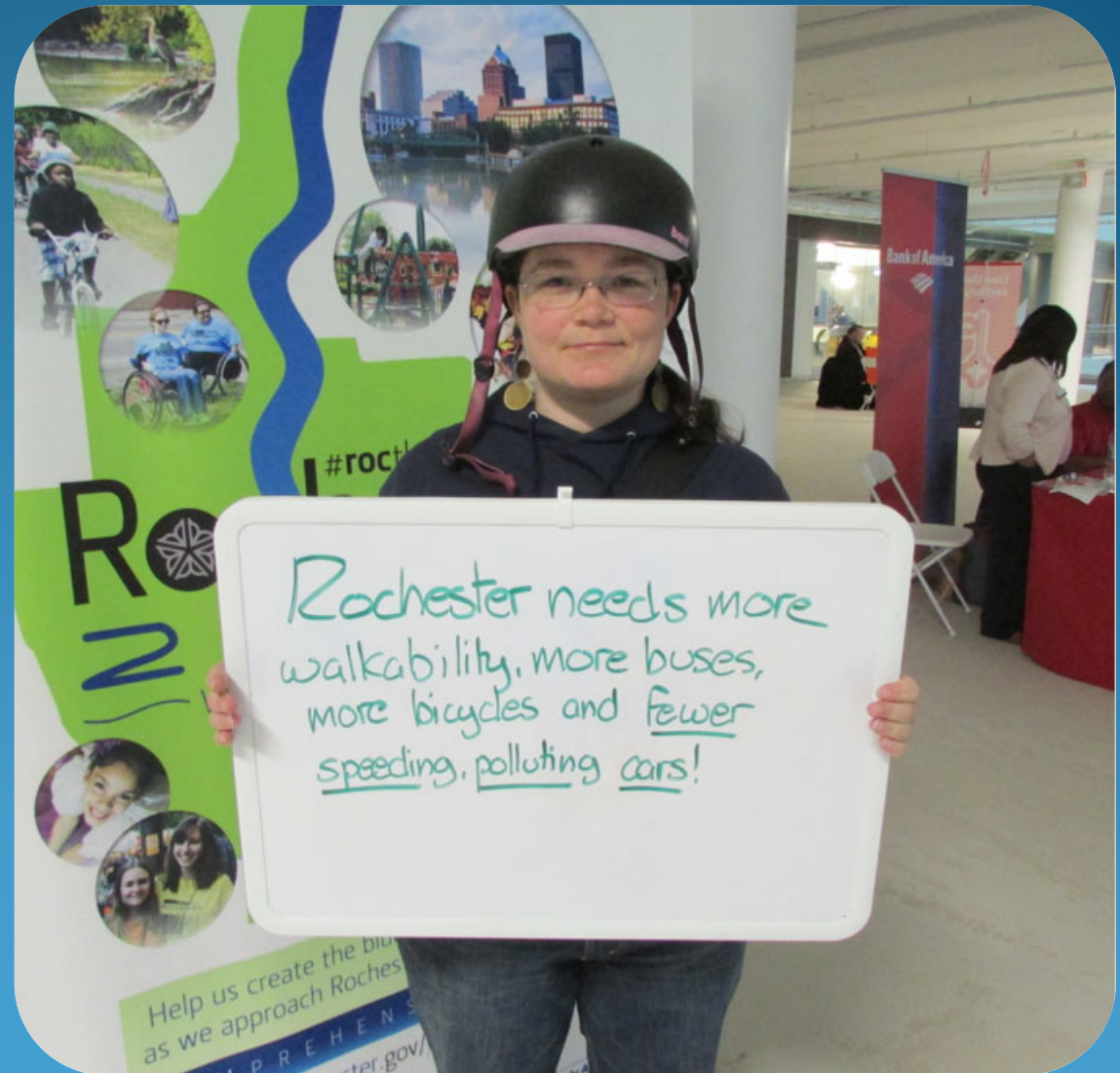
Where would new roads be needed? What new modes of transportation needed to be accommodated?



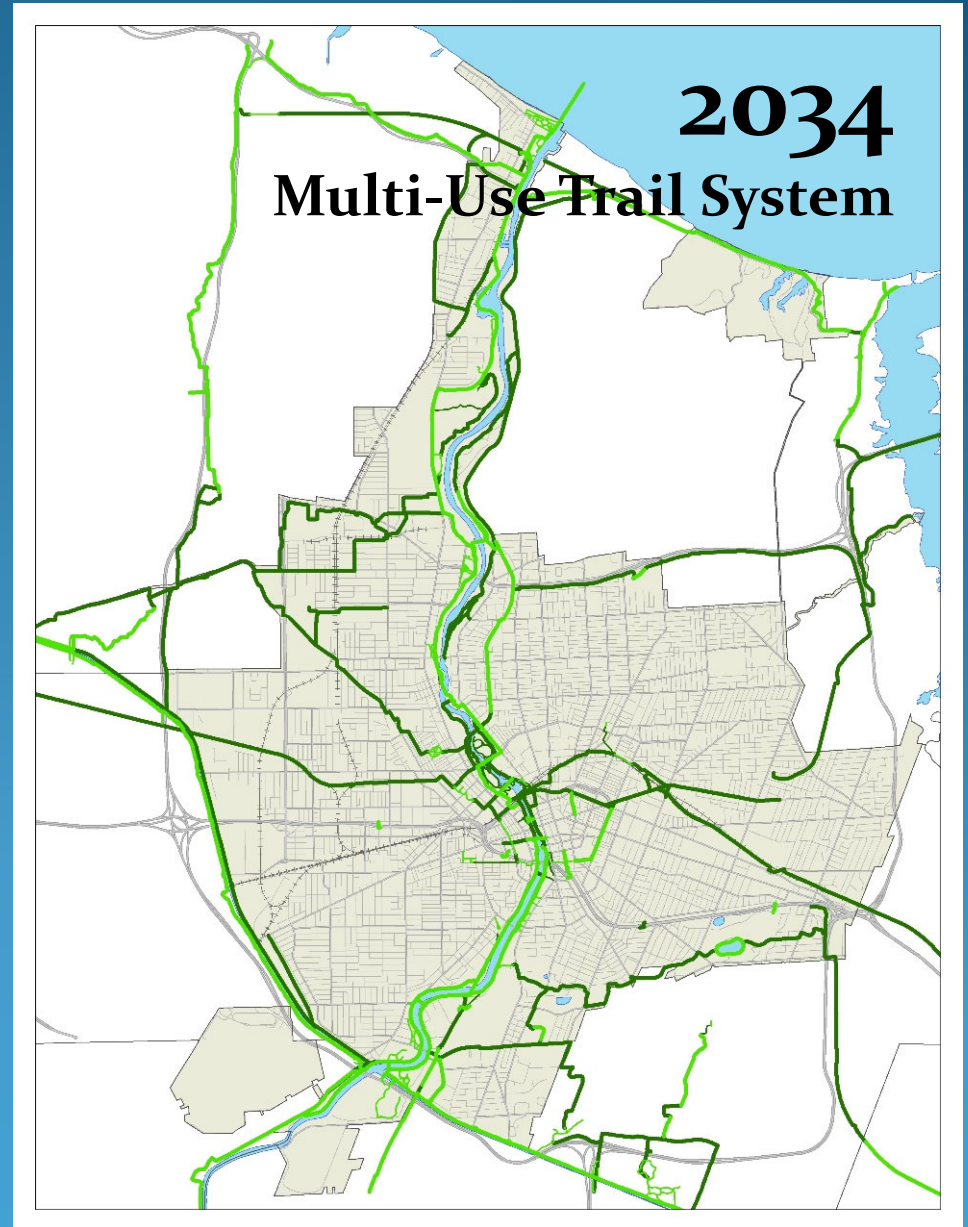
New York Central Railroad Station, designed by Claude Bragdon, opened 1914

TRANSPORTATION

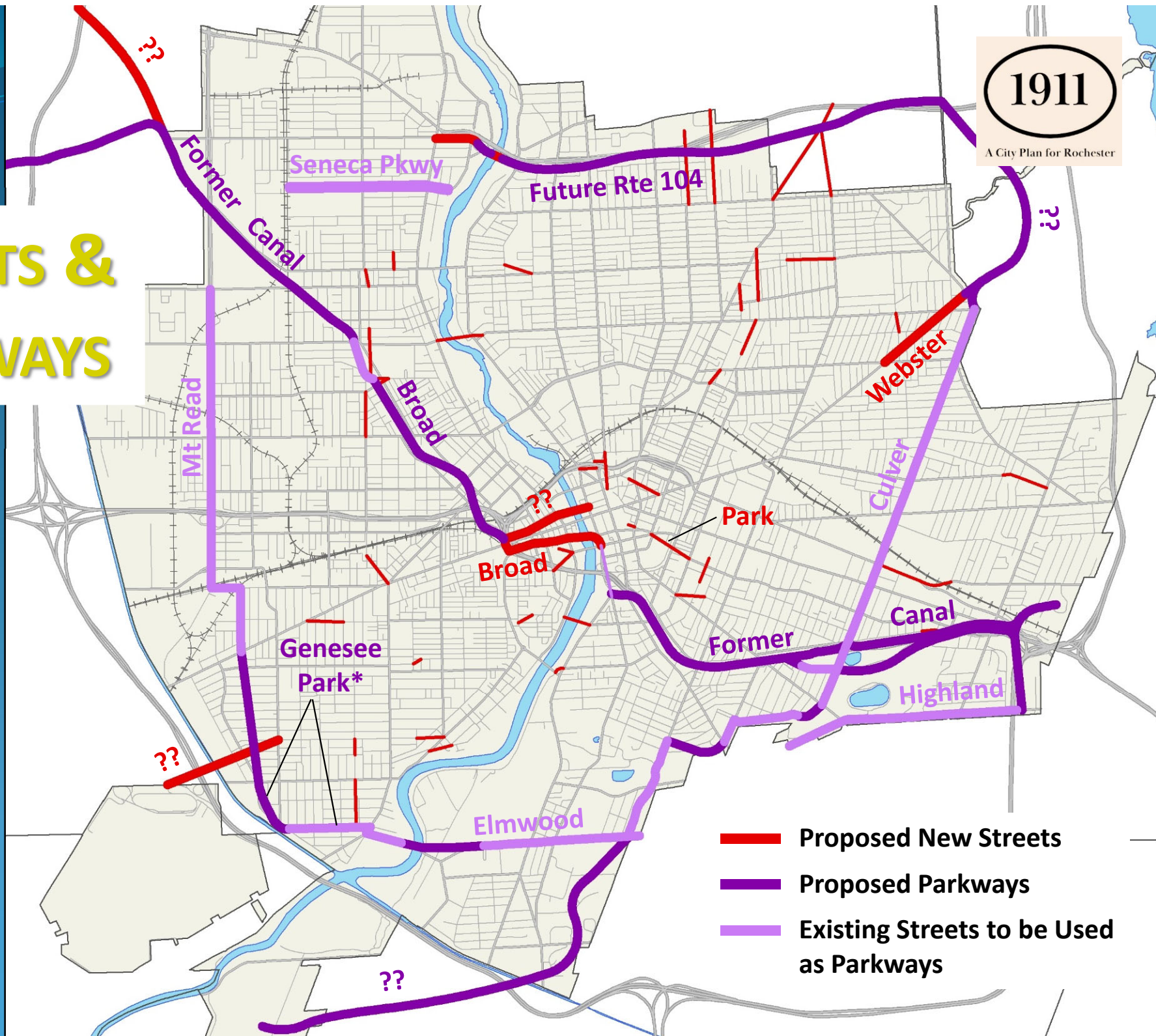
- design at the pedestrian scale
- strengthen multi-modal travel
- connecting land use & transportation
- return to many aspects of pre-war cities



TRANSPORTATION



STREETS & PARKWAYS



* north-south segment was built in different alignment

- Proposed New Streets
- Proposed Parkways
- Existing Streets to be Used as Parkways

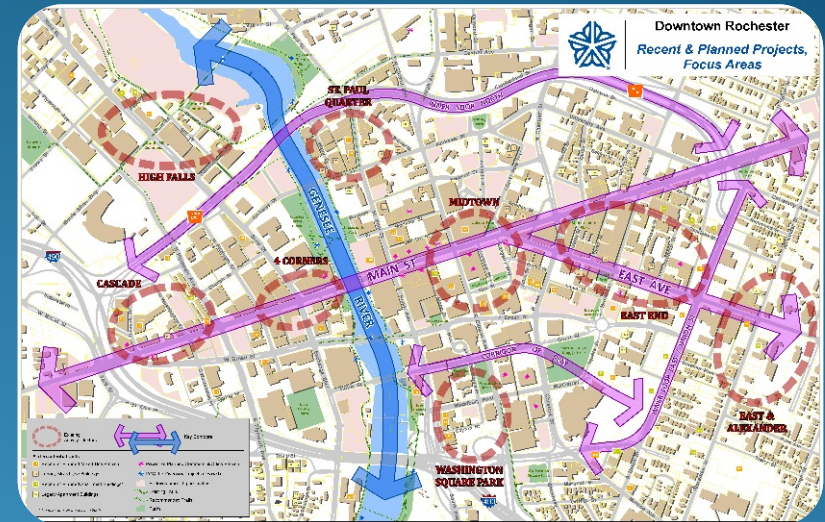
INFRASTRUCTURE

- Bridges – more river crossings
- City facilities – newly established Rochester Public Library
- New railroad station
- Major projects
 - Erie Canal conversion
 - New Barge Canal Harbor
 - New business/commercial buildings over the river



INFRASTRUCTURE

- Streetscapes
- Bridges – more bike/ped-friendly
- City facilities – Libraries, R-Centers
- Transit system & facilities
- Major projects
 - Inner Loop North
 - Port of Rochester
 - ROC the Riverway
 - Public Market Master Plan
 - Bull's Head

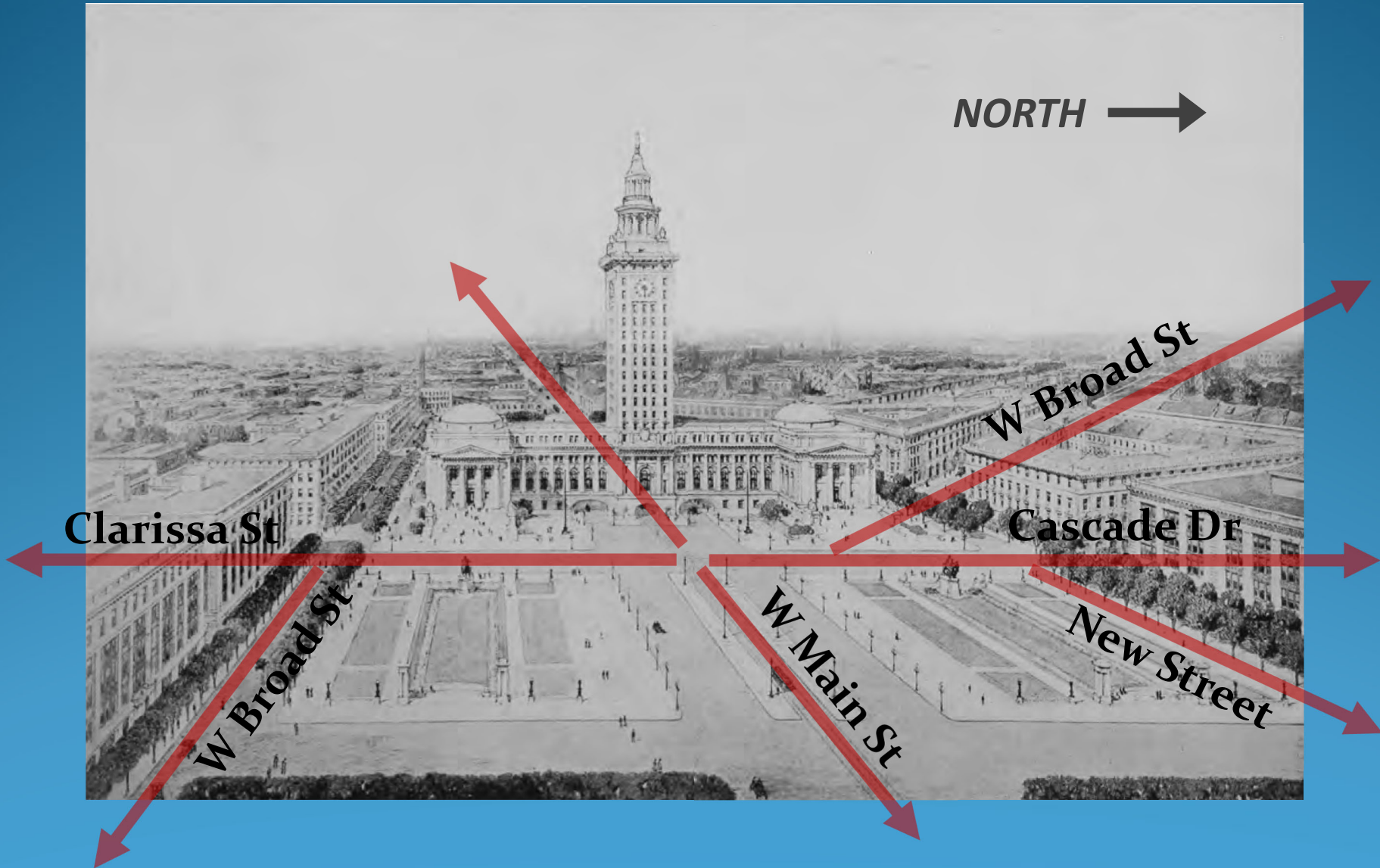


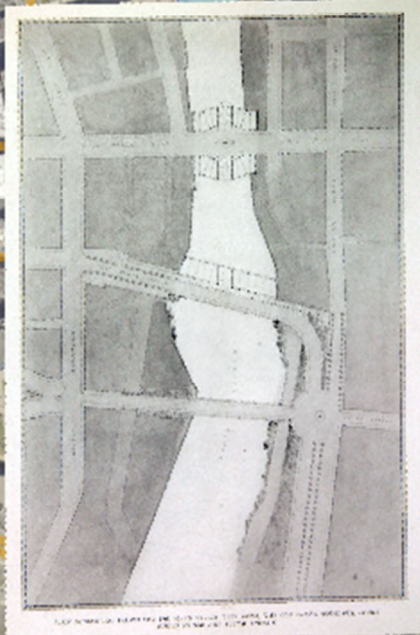
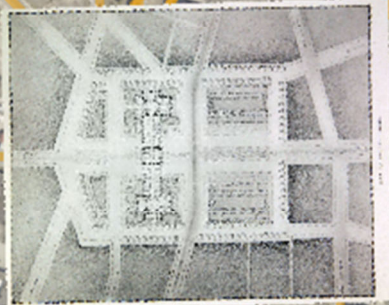
CIVIC SPACES

- New City Hall
 - West of Four Corners
 - Spans Main Street
 - Archways for traffic
 - Clock tower
- Adjacent office buildings
- Room for expansion



CIVIC SPACES



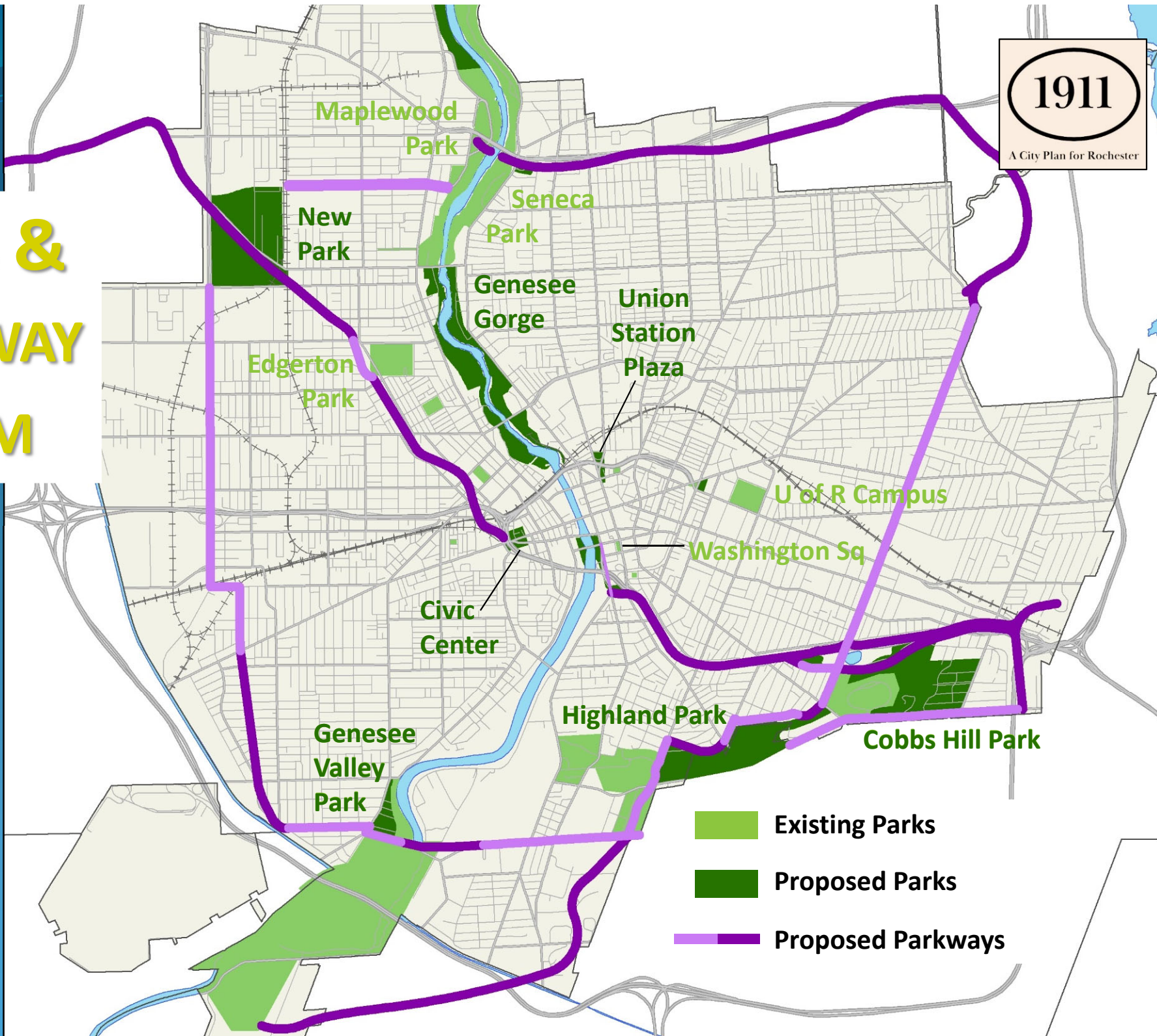


Proposed
New Library

ENVISIONING THE 1911 PLAN

1911
A City Plan for Rochester

PARKS & PARKWAY SYSTEM



- Existing Parks
- Proposed Parks
- Proposed Parkways

PARKS & CIVIC SPACES

- Recommend developing a Parks & Rec Master Plan
- ROC the Riverway initiative



EXAMPLE:
LA CIUDADELA, SAN JUAN



first floor unifying elements like awnings and cornice lines allow for variation and interest in upper floors

whimsical, undulating paths communicate that this is a destination, a place to 'be', not just a connector



changing building orientation counters the monotony of large-scale development

outdoor eating spaces soften the barrier between private and public space

high-density development adjacent to public space, when designed well, creates a sense of place – an 'outdoor room'

**THIS
OVERALL
DESIGN
PROMOTES
A SENSE
OF URBAN
'PLAY!'**



historic and modern building designs complement each other when emphasis is placed on first floor and public space design

creative lighting enhances the 'after 5' experience

GENESEE RIVER



THE RIVER

IN THE HEART

OF THE CITY

1911

A City Plan for Rochester



Main Street Bridge as viewed from the aqueduct looking north, ca. 1918

1911

A City Plan for Rochester

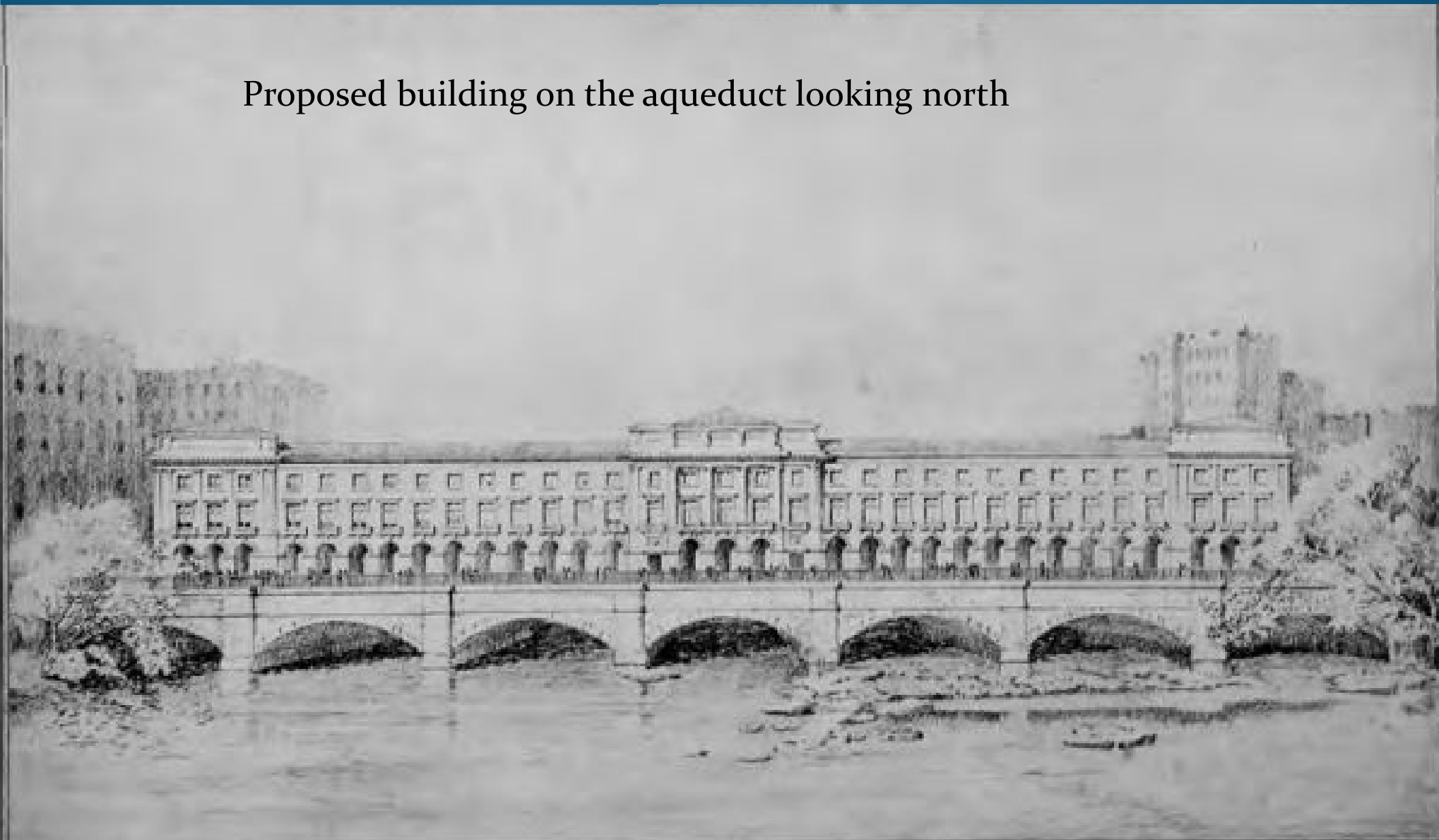


GENESEE RIVER

1911

A City Plan for Rochester

Proposed building on the aqueduct looking north



GENESEE RIVER

- ROC the Riverway
- River access (trails, boat launches, etc)
- Riverwall replacement



PLAN IMPLEMENTATION

1911

A City Plan for Rochester

MAYOR WILL HAVE ESTIMATES OF COST OF PROPOSED CIVIC CENTER MADE BY ENGINEERS

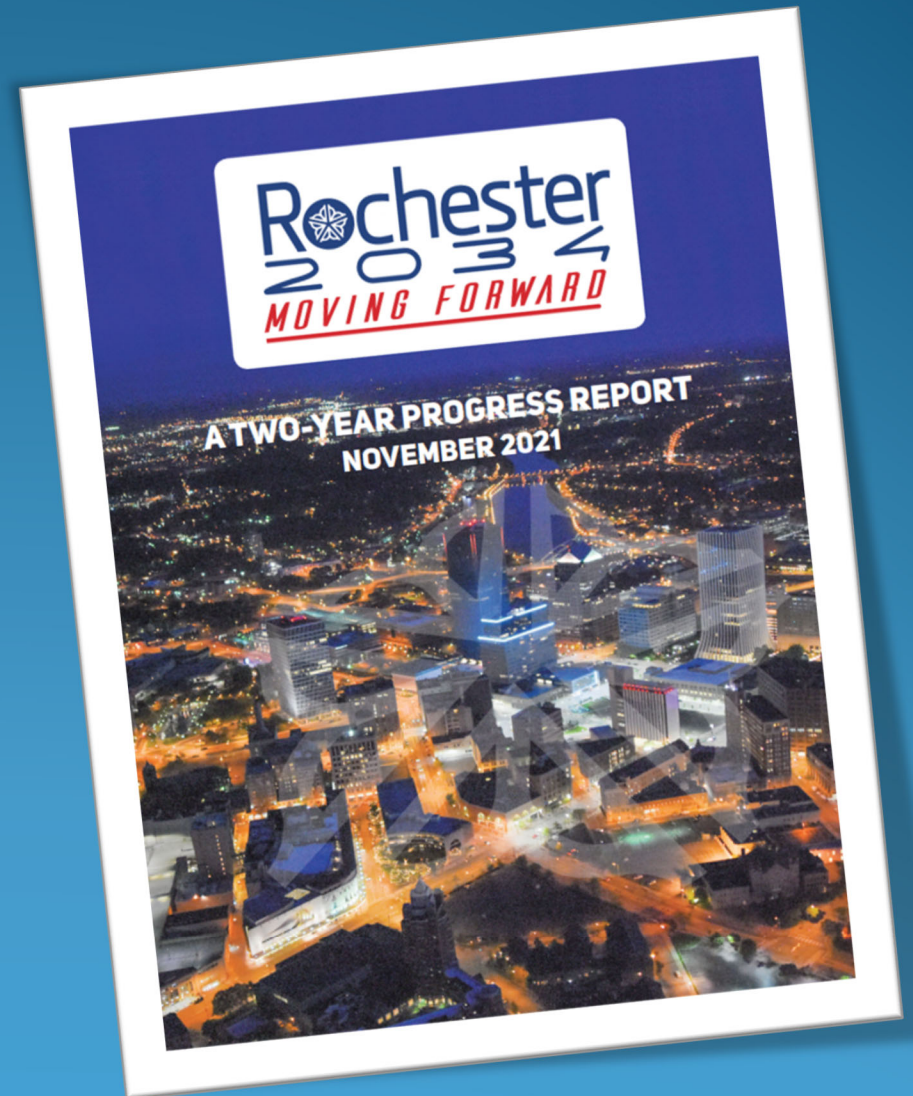
Says at Chamber of Commerce Meeting That He
Has Studied Experts' City Improvement
Plan and Looks Upon It as Feasible.

PUBLIC CALLED ON TO AID SCHEME

PLAN IMPLEMENTATION



Rochester
2034
MOVING FORWARD

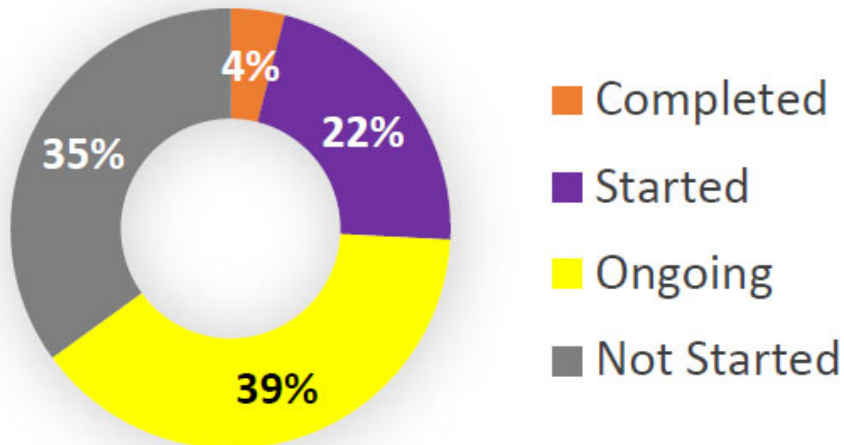


PLAN IMPLEMENTATION

2-Year Progress Report



- 88** # of **Goals** in the plan
- 84** # of **Goals** with work underway
- 517** # of **Strategies** in the plan
- 336** # of **Strategies** with work underway



PLAN IMPLEMENTATION

Example Projects & Initiatives

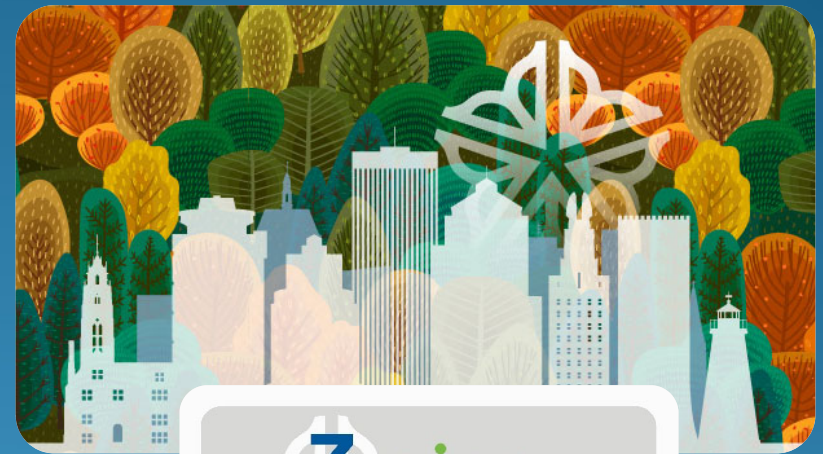
- Roc City Skate Park
- Percent for the Arts program
- Rochester Community Sports Complex
- Food Policy Council
- Water Supply Conduit System
- Career Pathways to Public Safety
- Pillars of Hope program
- Lincoln Branch Library Renovations
- Community Choice Aggregation Model



PLAN IMPLEMENTATION

Topic-Based Plans

- Active Transportation Plan (complete)
- Zoning Alignment Project (draft)
- Urban Forest Master Plan
- Community Food Systems Plan
- Parks & Recreation Master Plan
- Arts & Culture Plan
- ADA Transition Plan



Zoning
Alignment
Project

Rochester 2034 Moving Forward



Making Rochester city streets and public transportation **safer** and **more accessible** for all.

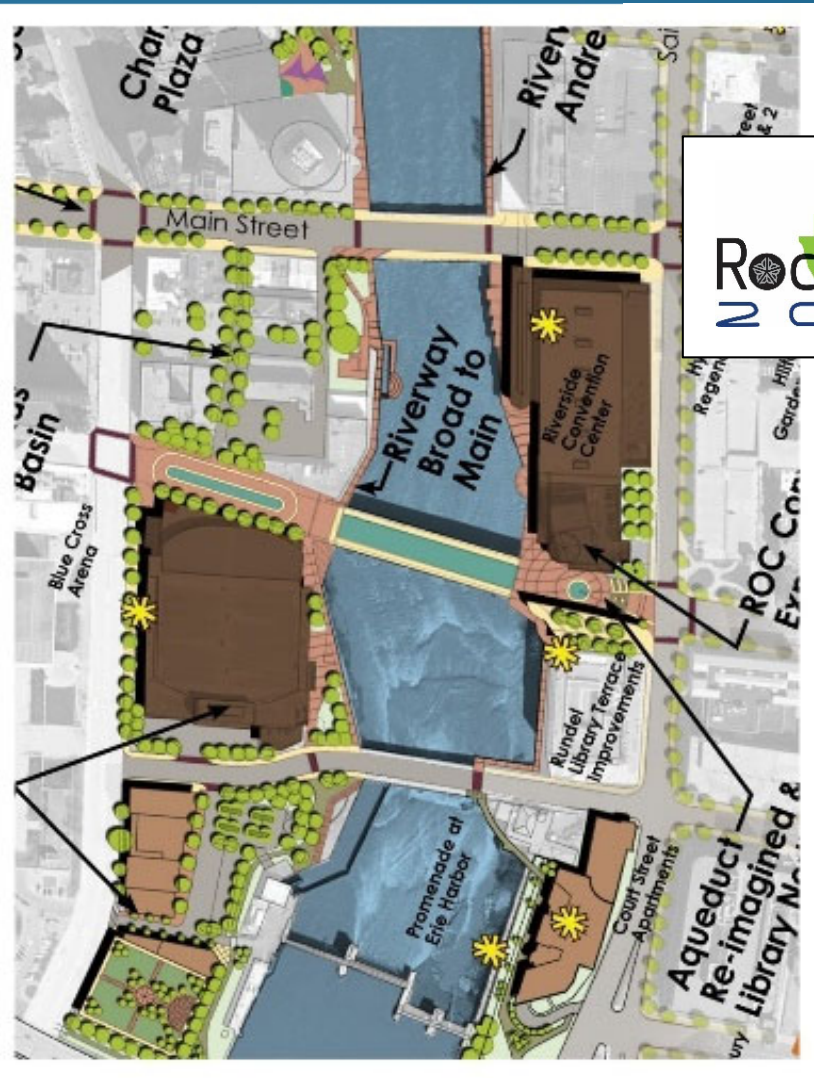


RESOURCES

- 1911 City Plan for Rochester
[www.libraryweb.org/~digitized/books/City plan for Rochester.pdf](http://www.libraryweb.org/~digitized/books/City_plan_for_Rochester.pdf)
- Rochester 2034 Comprehensive Plan
www.rochester2034.com
- Historic Map slider
maps.cityofrochester.gov/historic/
- Other city plans (including 1918, 1924, 1930, & 1960) also available in print in Local History & Genealogy Division

THANK YOU!!

1911
A City Plan for Rochester



Rochester
2034