



LYLAKS BOA Neighborhood Revitalization Strategy

PAC Meeting #5

June 3, 2013

Meeting Agenda

Welcome / Project Status

**Review of Redevelopment
Considerations**

Community Feedback

Strategic Sites

Master Plan Options

Discussion



Process: Arriving at the Master Plan Concepts

Existing Conditions and Analysis

Oct 2011 – February 2012

Visioning – Public Meeting

March 2012

Neighborhood Meetings

July - October 2012

Process: Arriving at the Master Plan Concepts

Future Land Use

November 2012

Public Design Workshop

February 2013

Master Plan Concepts

March – May 2013

REDEVELOPMENT CONSIDERATIONS

Market Conditions

Physical Characteristics

Planning Initiatives

Market Profile: Demographic & Socioeconomic

Local obstacles to overcome in the BOA:

- Population decline
- Low residential income levels
- Housing inadequacy and affordability
- High vacancy rates

Market forces alone are not enough to overcome these issues; attraction of **higher income individuals and families** will be necessary to support redevelopment in the BOA.

Successful redevelopment will require **significant and sustained** effort from the City.

Market Profile: Residential

Obstacles

- High vacancy rates (16%)
- Overabundance of rental properties
- Resident population's financial status

Opportunities

- Old housing stock
- Demand: \$150,000 to \$200,000 range
- Low vacancy in High Falls neighborhood
- Growing demand for high-end condos/apts

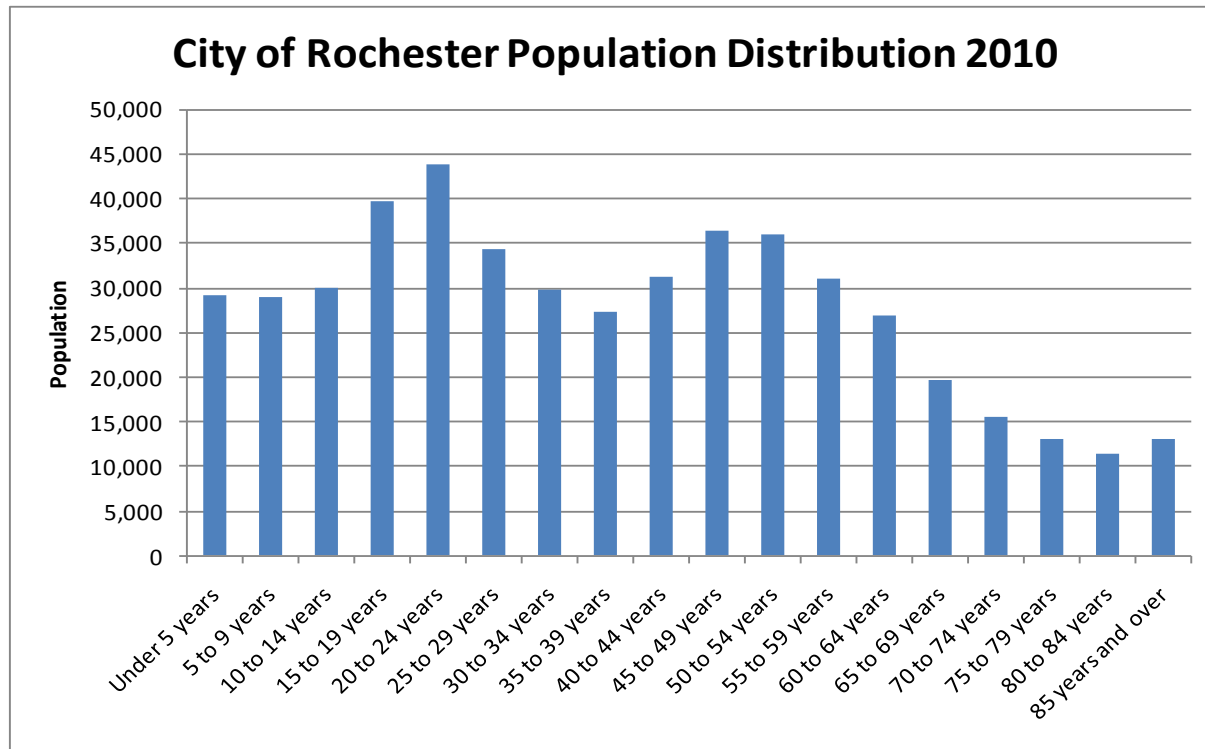
Market Profile: Retail

Obstacles

- Low spending power
- Strong suburban retail

Opportunities

- Sales leakage – Underserved area
- Large college student population & potential relocation of MCC



Redevelopment Considerations

Market Realities – Retail Opportunities

Local Trade Area Retail Opportunity			
Industry Group	25% Recapture	Average Sales Per Business in Upstate NY	Number of Potential Businesses
Automobile Dealers (NAICS 4411)	\$16,262,084	\$5,889,477	2.8
Other Motor Vehicle Dealers (NAICS 4412)	\$391,482	\$935,275	0.4
Furniture Stores (NAICS 4421)	\$1,741,894	\$998,492	1.7
Home Furnishings Stores (NAICS 4422)	\$733,195	\$640,272	1.1
Building Material and Supplies Dealers (NAICS 4441)	\$934,534	\$764,727	1.2
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$167,297	\$253,343	0.7
Grocery Stores (NAICS 4451)	\$2,100,352	\$2,908,201	0.7
Gasoline Stations (NAICS 447/NAICS 4471)	\$10,804,974	\$3,636,220	3.0
Clothing Stores (NAICS 4481)	\$3,337,516	\$672,296	5.0
Shoe Stores (NAICS 4482)	\$423,535	\$471,199	0.9
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$300,959	\$286,084	1.1
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$853,513	\$204,594	4.2
General Merchandise Stores (NAICS 452)	\$5,203,890	\$3,427,326	1.5
Department Stores Excluding Leased Depts. (NAICS 4521)	\$4,403,512	\$3,144,931	1.4
Other General Merchandise Stores (NAICS 4529)	\$800,378	\$3,578,897	0.2
Other Miscellaneous Store Retailers (NAICS 4539)	\$209,034	\$463,833	0.5
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$4,063,005	\$10,237,770	0.4
Vending Machine Operators (NAICS 4542)	\$210,606	\$1,240,663	0.2
Limited-Service Eating Places (NAICS 7222)	\$3,168,892	\$731,073	4.3

Source: ESRI

Market Profile: Office & Industrial

Office Space Findings

- Market is in oversupply
- Projected to tighten but very slowly
- Soft market for Class B Space
- Following a number of successful redevelopments – might be an opportunity for small-scale mixed-use project

Industrial Space Findings

- Flooded market
- Flat Trends
- Suburban Properties tend to be more attractive
- No opportunity at this time

Summary of Market Opportunities

Potential Opportunities

- **Modern workforce housing**
- **Higher end units along the river**
- **Limited service eating places**
- **Wi-Fi**
- **'Name Brand' automobile dealership**

Redevelopment Considerations



Bergmann ASSOCIATES

LEGEND

- BOA Boundary
- Existing Parks
- Existing Playgrounds
- Proposed JOGANA Rails to Trails Conversion
- Proposed El Camino/Butterfield Trail Extension
- Genesee Riverway Trail
- El Camino Trail

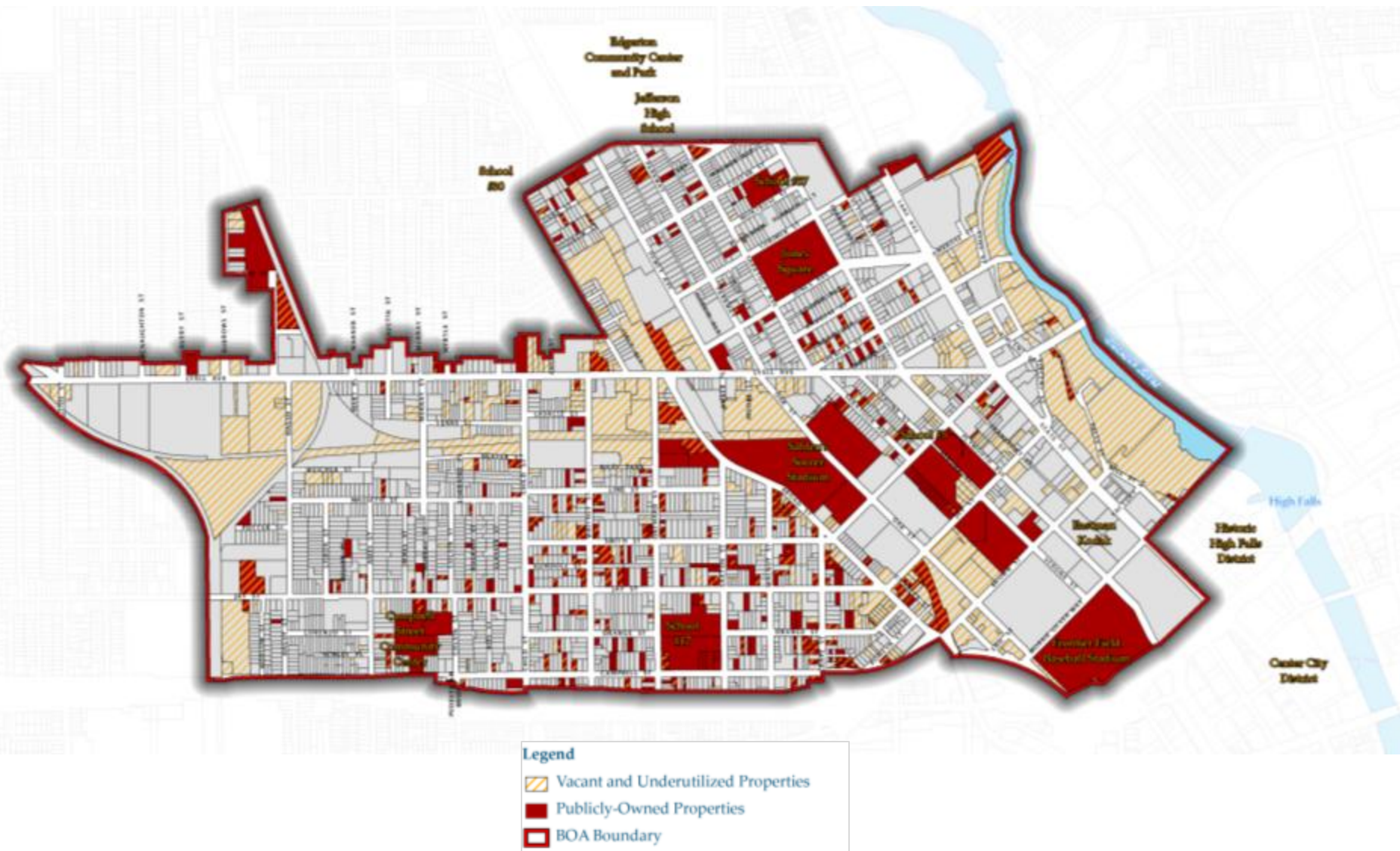
CITY OF ROCHESTER
 LYLAKS Brownfield Opportunity Area
 Nomination Study

Open Space & Trail Network
This effort was made possible with the guidance and financial assistance provided by the New York State Department of State Developmental Opportunity Zone Program.

MAP
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Redevelopment Considerations

Ownership and Property Utilization



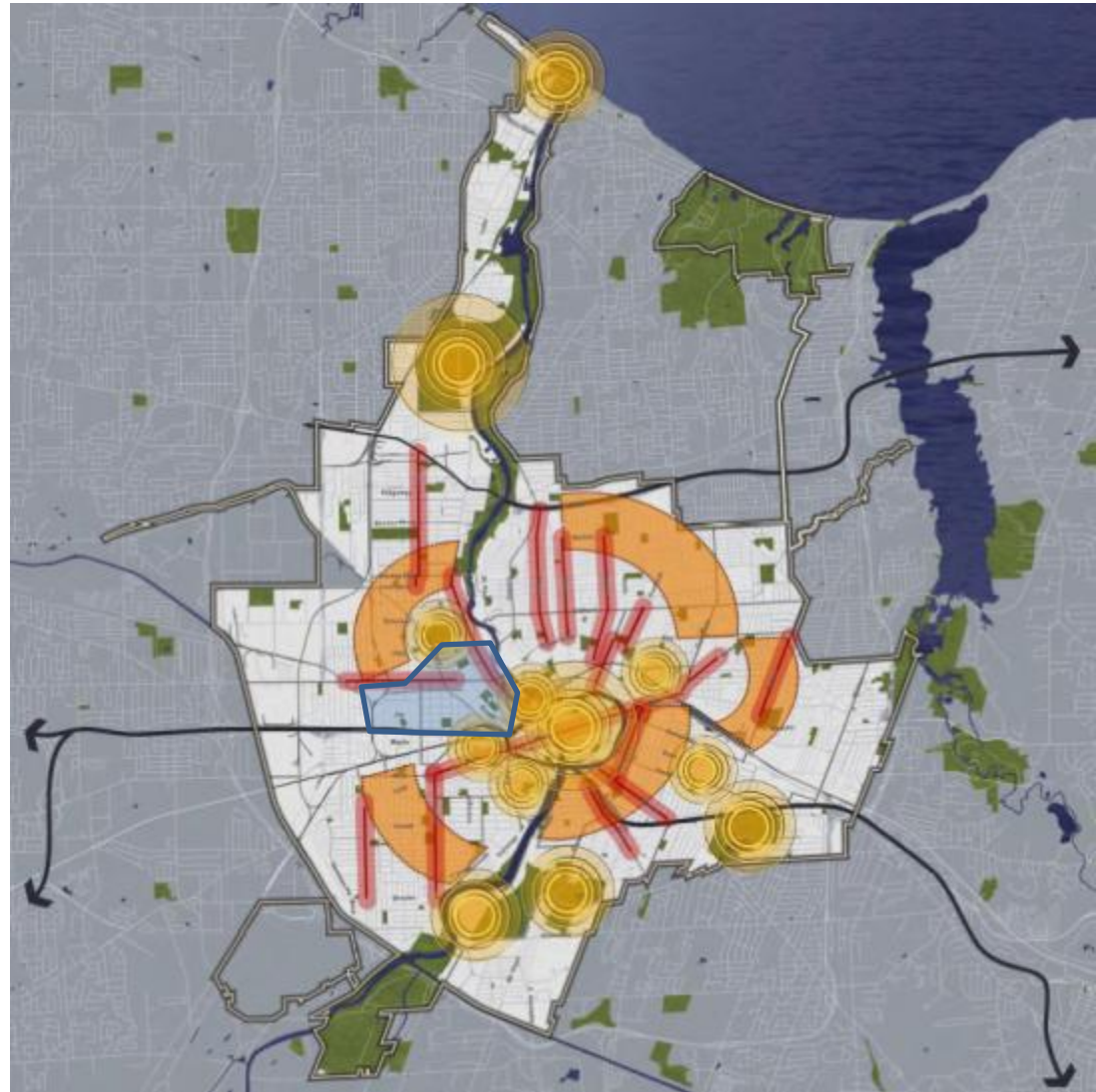
Redevelopment Considerations

City-Wide Rochester Housing Market Study (2007)

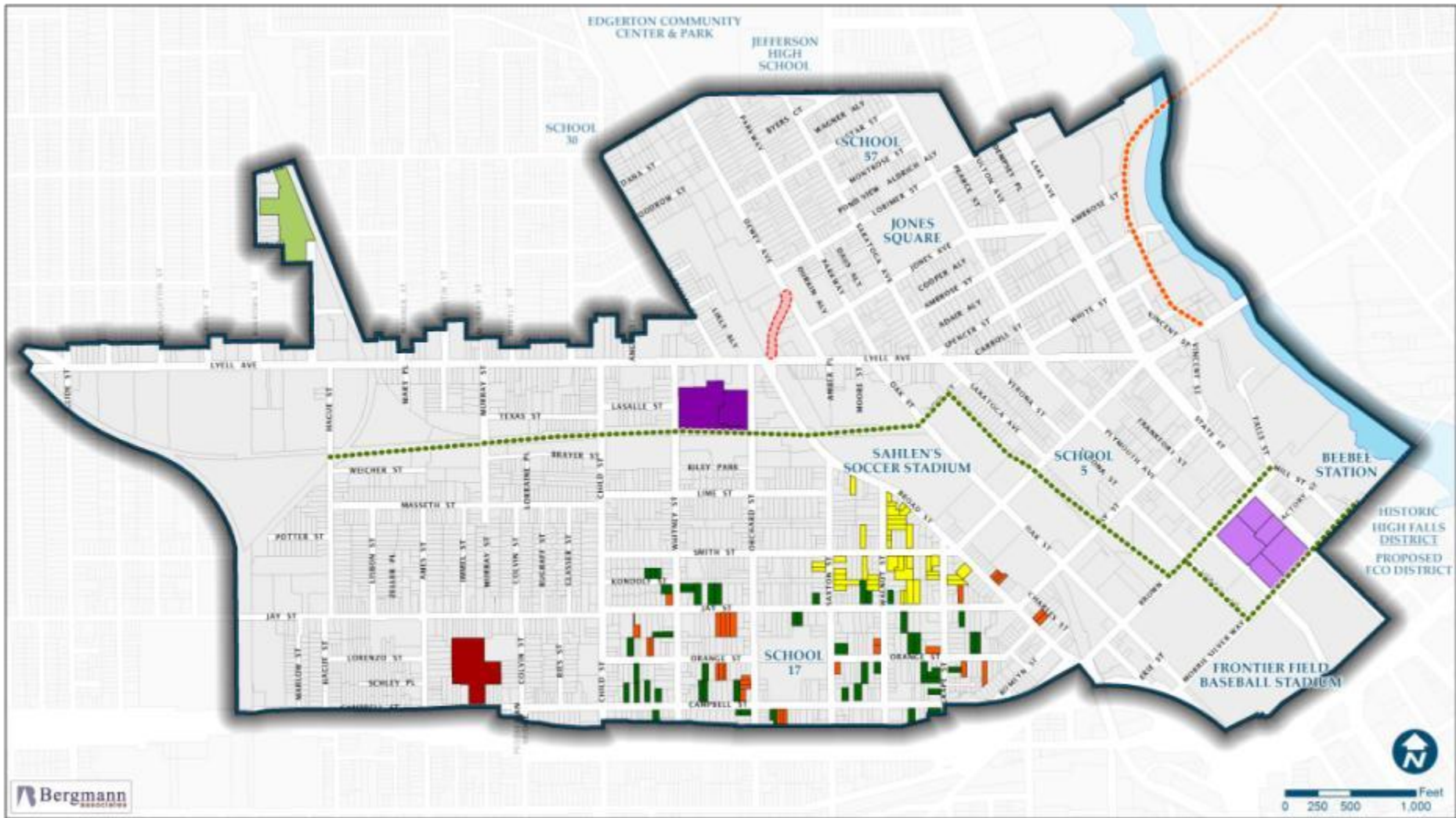
Red – Focused reinvestment along commercial corridors

Yellow – Focused reinvestment adjacent to city-wide assets

Orange – Focused reinvestment in transitional areas



Current and Proposed Projects



LEGEND	
	City Avenue Realignment
	Orchard-Wheeny Demolition
	MCC Damon City Campus
	Proposed J.R. Wilson Park Improvements
	Campbell Street Community Center Closure
	JOSANA Mixed Income Owner Occupant Development
	Existing/Proposed Habitat Houses
	Conversion of JOSANA Residential Bldg
	Proposed J.R. Wilson Park Improvements
	Proposed JOSANA Rails to Trails Conversion

CITY OF ROCHESTER
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 Nomination Study

Current & Proposed Projects

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JOSANA Neighborhood Projects



LEGEND

JOSANA Boundary	Targeted Mixed-Use Development Area
Improvements to Vacant Properties	Gateway Enhancements
Proposed Green Target Areas	Roadway Improvements
Invasion Rese Strategies	Trail Improvements

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 Nomination Study

JOSANA Neighborhood Master Plan
 Recommendations

This effort was made possible with the guidance and financial assistance provided by the New York State Department of State Developmental Opportunity Zone Program.

MAP
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COMMUNITY FEEDBACK

Online Survey

Community Character Survey

Public Meetings / Outreach

Community Survey Results

- 90% of respondents cited **SAFETY** as primary concern
- Respondents noted area most need of improvement is access to educational programs and **JOB TRAINING**
- Projects that would have **GREATEST POSITIVE IMPACT**
 - Redevelopment of vacant parcels
 - New housing
- Major **DETERRENTS TO REVITALIZATION**
 - Crime
 - Visual appearance of businesses and homes
 - Lack of jobs
 - Absentee landlords

Community Survey Results

- **COMMUNITY INVOLVEMENT** / Task Force
 - park beautification
 - addressing safety and crime in parks
- **DESIRABLE BUSINESSES**
 - grocery store
 - specialty foods (bakery, ice cream, etc.)
 - farmers market
 - sit down restaurants

Community Character Survey

Top 3 Neighborhood Images



Community Survey Results

Bottom 3 Neighborhood Images



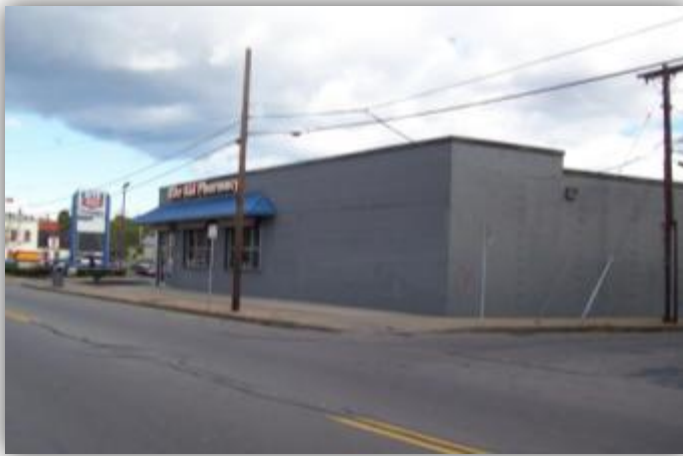
Community Survey Results

Top 3 Commercial / Light Industrial



Community Survey Results

Bottom 3 Commercial / Light Industrial



Community Defined Issues

- Housing stock
- Lyell Avenue
- Car dealerships
- Job opportunities
- Crime
- Safety
- Streetscape
- Apathy
- Absentee landlords



Community Defined Opportunities



-  Neighborhood Revitalization
-  Gateways and Wayfinding
-  Waterfront Redevelopment
-  Commercial / Industrial Investment
-  Regional Assets and Connectivity
-  Corridor Enhancements

Strategic Sites



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 LYLAKS Brownfield Opportunity Area
 Nomination Study

Strategic Sites

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MAP
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MASTER PLAN OPTIONS



Arriving at the Master Plan Options

- **Committee Meetings**
- **Public & Neighborhood Meetings**
- **Design Workshop**
- **Internal Design Workshops**
- **Review of Market Findings**

Resulted in the identification of Common Themes and Ideas to guide the physical redevelopment plan

Common Themes and Ideas

PARKS AND OPEN SPACE

- **Continuous, safe public access**
- **Connect stadiums**
- **Pocket parks interspersed within residential neighborhood to service local residents**
- **Incorporate interpretive opportunities – educational & historic**
- **More green space south of Lyell Avenue**
- **Rails to trails**

Common Themes and Ideas

NEW DEVELOPMENT

- **Adaptive reuse of iconic industrial buildings, including Tent City and Orchard Whitney**
- **Infill and adaptive reuse along Lyell Avenue**
- **Waterfront development, but retain public access for all**
- **Transform vacant properties into active properties with interim uses**

Common Themes and Ideas

TRANSPORTATION CORRIDORS

- **Traffic calming and streetscape enhancements along Lake, Lyell, Orchard and Jay Streets**
- **Create continuous pedestrian loop through neighborhood / to waterfront**

Common Themes and Ideas

NEIGHBORHOOD REVITALIZATION

- **Housing rehabilitation programs**
- **Infill housing redevelopment in comparable scale**
- **Affordable housing and senior housing**
- **Range of housing types and options to attract new residents**

Master Planning Considerations

- **Additional studies required**
 - Environmental investigations
- **Redevelopment parcels are privately owned**
 - Property owner participation is required
- **Public investment required to spur private investment**
- **Master Plan largely focused on physical change in the study area**

The Short-Term Plan (0-8 years)

Assumptions

- Development projects currently proposed will happen as planned
- Future investigation efforts do not identify redevelopment obstacles
- Funding is identified and secured for public projects
- Existing structures targeted for development are suitable for adaptive reuse

The Short-Term Plan (0-8 years)

Strategy

- Focus efforts on capitalizing on existing assets and short-term opportunities
- Make open space network, accessibility and historic interpretation themes for redevelopment
- Recognize limitations of private investment in initial phase
- Make targeted improvements to public realm and infrastructure

Short-Term Redevelopment

1. Streetscape Enhancements and Infill Development
2. J.R. Wilson Park Improvements
3. Hague Street Streetscape Improvements
4. Rails To Trails
5. Jay Street Streetscape Improvements
6. Skate Park at Campbell Street Community Center
7. Urban Tree Farm
8. Tent City Redevelopment
9. Orchard Street Streetscape Improvements
10. Residential Infill
11. Retain Historic Structure
12. Improved Connection to Jones Square Park
13. Canal Park / Interpretation
14. Oak Street Streetscape Improvements
15. Trail Connection at Sahlen's Stadium
16. Trail Improvements at School #5
17. Trail Improvements at Brown Square Park
18. Reduced Pavement in Existing Parking Lot
19. Brown Street Streetscape Improvements
20. Vincent Street Streetscape Improvements
21. El Camino / Butterhole Trail Extension



Lyell Avenue Streetscape



J R Wilson Park Improvements



Rails to Trails



Rails to Trails



Skate Park at Campbell Street Community Ctr



Urban Tree Farm (Interim Use)



Tent City Redevelopment



Community Generated Ideas

- Youth activities / center
- Jobs
- Mixed Use
- Housing / Community Rooms
- YMCA
- Workshop space
- Job training center
- Mall
- Concert Hall
- Night Club
- Professional offices & services needed by local community members – doctors, dance classes, piano lessons, etc.

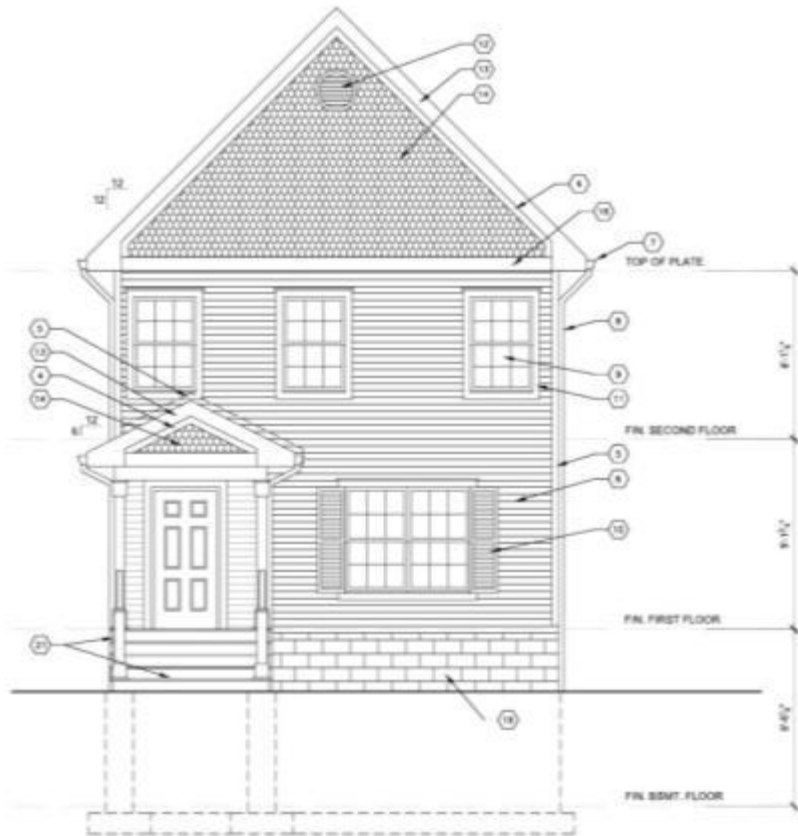
Tent City Redevelopment



Residential Infill



Residential Infill



Infill Development on Vacant Lots



Trail Improvements & Connections



Trail Improvements



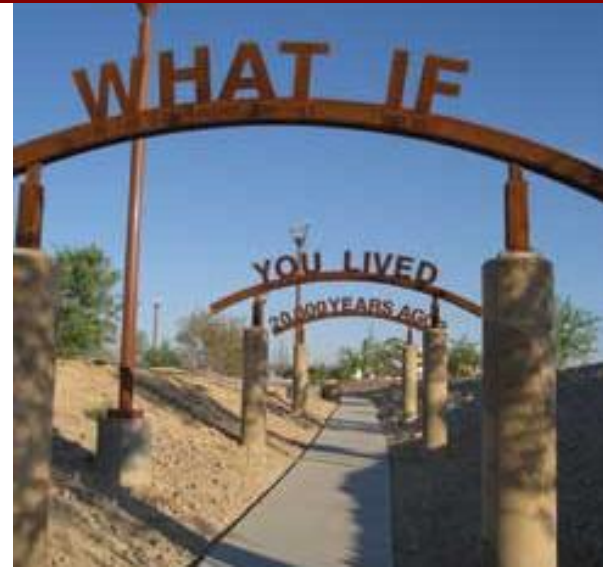
Streetscape Enhancements



Streetscape Enhancements



Canal Park & Interpretation



Parking Lot Enhancements



Long-Term Redevelopment (option 1)

1. Streetscape Enhancements and Infill Development
2. J.R. Wilson Park Improvements
3. Hague Street Streetscape Improvements
4. Rails To Trails
5. Jay Street Streetscape Improvements
6. Skate Park at Campbell Street Community Center
7. 'Flagged' or 'Brand' Automotive Dealership
8. Tent City Redevelopment
9. Orchard Street Streetscape Improvements
10. Residential Infill
11. Retain Historic Structure
12. Improved Connection to Jones Square Park
13. Canal Park / Interpretation

14. Oak Street Streetscape Improvements
15. Trail Connection at Sahlen's Stadium
16. Trail Improvements at School #5
17. Trail Improvements at Brown Square Park
18. Reduced Pavement in Existing Parking Lot
19. Brown Street Streetscape Improvements
20. Vincent Street Streetscape Improvements
21. El Camino / Butterhole Trail Extension
22. Light Industrial / Flex Development
23. Small Scale Mixed Use
24. Bee Bee Station Redevelopment



Brand, National Car Dealership



Industrial / FLEX Development



Oak Street Mixed Use



Waterfront Redevelopment



Community Generated Ideas

- Mixed Use
- Open Space
- Theatre / Bistro
- Upper story housing
- No gentrification projects
- Picnic areas
- Walking trails
- Biking trails

Long-Term Redevelopment (option 2)

1. Streetscape Enhancements and Infill Development
2. J.R. Wilson Park Improvements
3. Hague Street Streetscape Improvements
4. Rails To Trails
5. Jay Street Streetscape Improvements
6. Skate Park at Campbell Street Community Center
7. Grocery Store, Fitness Center, Farmers Market and Overflow Parking
8. Tent City Redevelopment
9. Orchard Street Streetscape Improvements
10. Residential Infill
11. Retain Historic Structure
12. Improved Connection to Jones Square Park
13. Canal Park / Interpretation
14. Oak Street Streetscape Improvements
15. Trail Connection at Sahlen's Stadium
16. Trail Improvements at School #5
17. Trail Improvements at Brown Square Park
18. Reduced Pavement in Existing Parking Lot
19. Brown Street Streetscape Improvements
20. Vincent Street Streetscape Improvements
21. El Camino / Butterhole Trail Extension
22. Light Industrial / Flex Development
23. Small Scale Mixed Use
24. Bee Bee Station Redevelopment
25. Square-About with Townhouses
26. Broad Street Streetscape Improvements
27. Smith Street Streetscape Improvements
28. Small Scale Mixed Use
29. Mixed Use Waterfront Development



Commercial / Light Industrial Redevelopment



Community Generated Ideas

- Mixed Use
- Create a “Pedestrian Marketplace”
- Technical School to train for employment
- Adult Continuing Education
- Small business workshops / incubator space
- Food market
- Employment
- Playground or Water Park
- Light Industrial
- Business Incubators
- Call Center

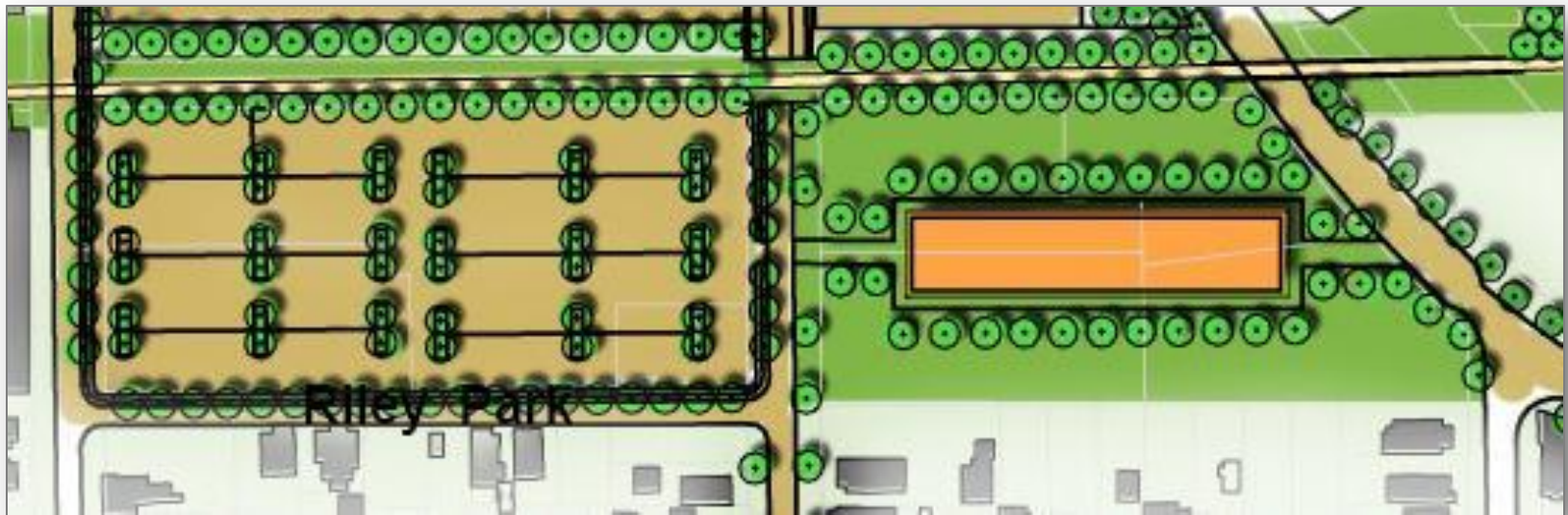
Commercial Redevelopment



Live – Work – Inclubator - Flex



Commercial Redevelopment



Square-About with Residential Redevelopment



Neighborhood-Scale Mixed Use



Expanded Waterfront Redevelopment



Next Steps

- **Comments on Master Plans due** **June 17th**
- **Modify and Refine Master Plan Concepts** **July**
- **PAC Meeting#6 – Preferred Concept, Recommendations, Implementation Strategy** **August (?)**
- **Final Draft Nomination Study** **September**
- **Submittal of Application for Project Advancement** **September**

Discussion.

Likes?

Dislikes?

Ideas?