



WELCOME

# ROCHESTER

CENTER CITY

MASTER PLAN 2014

*the living city*

B*lieve.*

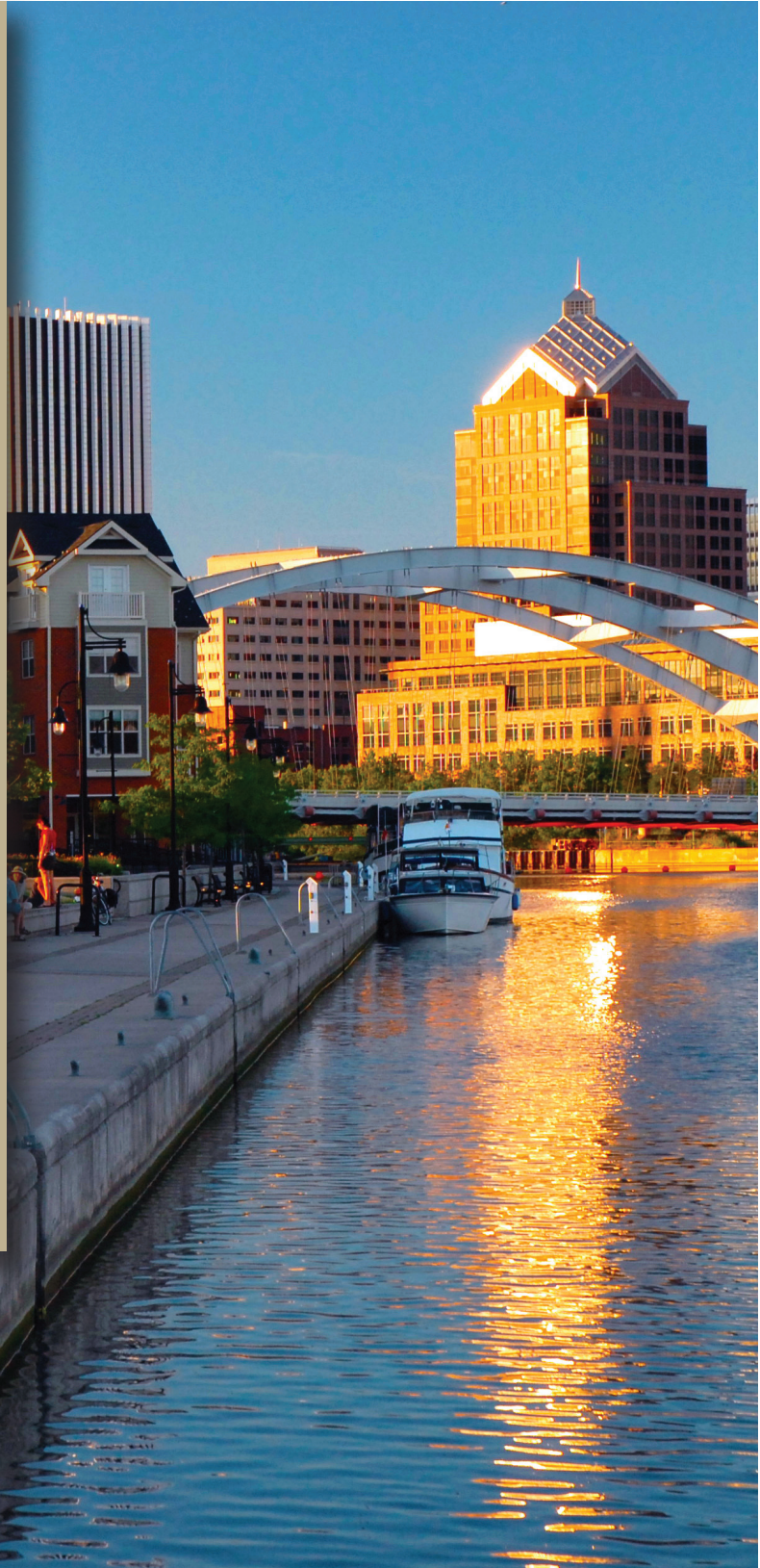


City of Rochester, NY  
Lovely A. Warren, Mayor  
Rochester City Council



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## A Message from the Mayor and Commissioner

Downtown Rochester is changing, and it's happening fast.

It is up to us, the citizens of Rochester and the many people who hold a crucial stake in the future of our city, to properly manage that change for the better.

Midtown Plaza has been replaced by more than eight acres of shovel-ready development parcels. A new bus terminal is open; the Sibley Building and Midtown Tower are being renovated into new innovative places to live, work and visit. The one-way sections of St. Paul Street and North Clinton Avenue have been converted to two way streets and the eastern portion of the Inner Loop expressway will be transformed into to an urban boulevard. Other big changes are well on the way.

The 2014 Center City Master Plan is the roadmap to help us navigate through this change. It is our community's vision for the heart of their community. Hundreds of people attended more than a dozen community meetings to provide their input. This Plan reflects the community's hopes and desires for Center City.

The Center City Master Plan will help us create a welcoming, attractive environment that will enhance investment and protect natural and manmade resources. It also ensures that Downtown remains the center of government, commerce and culture for a region that extends far beyond the borders of the City of Rochester.

We have a wonderful opportunity to both preserve and transform our Center City into a unique and special place that sustains our fondest memories of old while creating new opportunities for the future.

It is an exciting time for Downtown Rochester with a great deal of positive development happening, it seems, almost every day. I am delighted to present the 2014 Center City Master Plan: The Living City, a document that both celebrates our successes and provides goals for the future. The Living City Plan is a strategic document that will help people understand Downtown Rochester, prioritize city work tasks, assist in securing funding, and suggest where investment, both public and private, will best leverage existing assets. The Living City Plan does this in a clear, concise document and website.

A vibrant, successful Downtown is critical for not only the City of Rochester but the entire region. The plan's fundamental vision is simple: lively streets. We want to highlight the best things about Downtown and build on that going forward to increase and enhance the liveliness, the vibrancy, of Downtown.

For two hundred years, Downtown Rochester has provided opportunity for untold numbers of people. As a City, as a community, we want to continue to improve those opportunities to live, work, and visit Downtown Rochester.

Thank you for taking the time to read this plan. As the Living City Plan is intended to be a living document, my team and I look forward to hearing your thoughts about this plan over the coming years.



*Lovely A. Warren*

Lovely A. Warren  
Mayor of Rochester



*Delmonize "Del" Smith*

Delmonize "Del" Smith, Commissioner  
Department of Neighborhood  
and Business Development



**The 2014 Center City Master Plan** will update the 2003 plan to help decision makers, citizens, investors, and visitors understand Downtown Rochester. It will compile basic data on the current state, provide goals, and list specific projects that, if implemented, can help the community reach those goals.

The 2014 Center City Master Plan is a strategic document, not a land use plan nor a detailed physical plan for public streets and open spaces. Where further planning and design is needed, along the Main Street corridor, for example, the Center City Master Plan calls for additional planning and design as actions. The plan will help prioritize city work tasks, and inform other public entities involved in Downtown Rochester. It will help in efforts to secure funding, both public and private, for the city's priorities. It will cross-reference the City's Capital Improvement Plan (CIP). It will suggest where investment, both public and private, will best leverage existing assets. The Master Plan will achieve this in a clear, concise, easy to understand document and website.

### ***About this Document - Volume 1***

*The Living City: A Center City Master Plan for Rochester, New York*, was prepared by the City of Rochester Bureau of Planning and Zoning of the Department of Neighborhood and Business Development (NBD), in coordination with the Architecture and Engineering Bureau of the Department of Environmental Services (DES). It is an update of the 2003 *Center City Master Plan* prepared by the City of Rochester Bureau of Planning and Zoning. The intent is for this document to be a strategic plan that updates and replaces the 2003 plan. The 2014 plan will help the city measure and celebrate Downtown progress, identify further research and analysis, prioritize projects, and help secure funding to implement these priorities.

The plan's foundation is the history and geography of Downtown Rochester as the urban center of the region,

the core of the city, and the organizing axes of the Genesee River and Main Street. The plan is based on the concept that Downtown is a place for living, working, and visiting. The plan is organized around seven leverage points and 82 specific actions. Many actions will make use of more than one leverage point. The actions are organized by whether the action is generally a public sector responsibility, a private sector responsibility or a broad-based initiative requiring public and private support.

Volume 1 is intended to be concise, easy-to-read, user-friendly document that is frequently read and referenced. Volume 2 is intended to be a longer, more detailed compendium of background information and other data.

### ***About the Process***

The update process began in earnest in late 2012. The public engagement was kicked off in January 2013 with focus group meetings that included Downtown residents, business associations, and professional groups. A general open house was held at City Hall. An online survey received over 3,000 responses.

Over the course of 2013, the public input was compiled and the first draft of a document prepared. This was released in November 2013 when another round of public meetings were held. This included open houses in each of the four quadrants as well as an open house Downtown at the Martin Luther King Park Lodge.

This plan should be a living document and undergo regular updates. A suggested schedule would be every two years for minor revision and corrections, every 10 years for a major update.



### Previous Downtown Plans

Rochester's recent Downtown planning initiatives, going back 25 years, include two previous documents: the current Center City Master Plan, adopted in 2003, and the Vision 2000 plan, adopted in 1990. To evaluate the success of these planning efforts, the action items from each one were reviewed. Project implementation is a complicated

effort, often dependent on available funding. Rochester was able to move forward on over half the actions from the 1990 plan and well over one third of the actions from the 2003 plan is commendable, particularly in an era of slow economic growth across the region.

### Center City Master Plan (2003) 89 Actions

Action item status	Count (out of 89 actions)	Percentage
Completed	11	12.4%
Completed, but not as proposed in this plan	4	4.5%
Underway	10	11.2%
Partially completed	10	11.2%
<b>Completed, partially completed, or underway subtotal</b>	<b>35</b>	<b>39.3%</b>
<b>Not completed</b>	<b>51</b>	<b>57.3%</b>
No longer applicable	3	3.4%

### Vision 2000: A Plan for Downtown (1990) 51 Actions

Action item status	Count (out of 51 actions)	Percentage
Completed	15	29.4%
Completed, but not as proposed in this plan	3	5.9%
Underway	3	5.9%
Partially completed	5	9.8%
<b>Completed, partially completed, or underway subtotal</b>	<b>26</b>	<b>51.0%</b>
<b>Not completed</b>	<b>19</b>	<b>37.3%</b>
No longer applicable	5	9.8%
Unknown	1	2.0%

#### A note about terminology:

*The terms 'Center City' and 'Downtown' are used interchangeably in most cases. For most of its history, the Rochester community, like most American cities, referred to its core as "Downtown." In the 1990s, the term 'Center City' began to come into use locally. Either term is correct and, for the purposes of this document, will be used interchangeably.*



In addition to the prior Downtown plans listed above, there has been a great deal of good planning done recently for specific projects in Downtown Rochester. These include plans prepared by the City of Rochester, its consultants, and other government entities:

2009

- Historic Erie Canal Aqueduct & Broad Street Corridor Master Plan

2010

- Brown Square Neighborhood Circulation, Access, and Parking Study

2011

- Center City Circulator Study
- Genesee Transportation Council (GTC) Long Range Transportation Plan
- Rochester Bicycle Master Plan

2012

- North/South Clinton Avenue, St. Paul Street/ South Avenue Two Way Conversion Study
- Pedestrian Circulation and Wayfinding Study

2013

- Finger Lakes Regional Sustainability Plan
- Midtown Site Redevelopment, Midtown Urban Renewal District Plan, and public realm planning and design

- Waterfront Health Impact Assessment (HIA)

- Downtown parks and trails planning and design:

- Erie Harbor Park
- Martin Luther King Memorial Park (formerly Manhattan Square Park) Renovation
- Cornerstone Park
- Trail improvements: Brown Street to Bausch Street

2014

- Inner Loop East Transformation Project
- RTS Transit Center and related transit stop and route planning and design

2015

- Intermodal Transportation Center planning and design (New York State)
- High Falls Pedestrian Access Improvement Study
- Local Waterfront Revitalization Program (LWRP) Update Project
- Main Street Streetscape and Pedestrian Wayfinding Enhancement Project
- RTS Bus Stop Optimization Study





Three original plans coalesced to form the early Village of Rochester:

- Rochester, Carroll and Fitzhugh's 100 Acre Tract on the west side of the river at the Main Street Bridge
- Johnson and Seymour's 80 Acre Tract on the east side of the river at the Main Street Bridge
- The Brown Brothers' 200 Acre Tract on the west side of the river at High Falls



Other historical planning efforts related to Downtown include, but are not limited to:

- Downtown Plan - 1977
- Civic Center Plan for Rochester, NY prepared by Harland Bartholomew and Associates - 1930
- Major Street Plan for Rochester, NY prepared by Harland Bartholomew and Associates - 1929

## Future Plans

The 2014 Center City Master Plan includes in its actions several further studies, plans, and policy documents. These include:

- Main Street Public Realm Plan (extension of Main Street Streetscape & Pedestrian Wayfinding Enhancement Project) (Action A4)
- Inner Loop Transformation, Phase 2 (Action A8)
- Downtown Area Pedestrian Action Plan (Action A9)
- All Season Active Transportation Study (Action A10)
- Shared Street Analysis (Action A11)
- Downtown Northeast Circulation and Public Realm Plan (Action A13)
- Parks and Squares Plan (Action B8)

- City Plan for Rochester prepared by Arnold Brunner and Frederick Law Olmsted, Jr. - 1911

There have also been community planning efforts:

- Rochester, NY A Vision for the Future (2007)
- Rochester Garden Aerial
- Roc City Skatepark

- Priority Development Pre-Approval (Action D5)
- Revisions to the Center City Zoning Code (Action D6)
- Intersections and Gateways Plan (Action D7)
- Center City Heritage Plan (Action D9)
- Downtown Views Analysis (Action D10)
- Downtown Parking Study (Action D11)
- Revisions to the Subdivision Code (Action D16)
- Downtown Retail Strategy (Action H1)

As they are completed and adopted, these collected documents, together with the 2014 Center City Master Plan, will form a substantial body of planning for Downtown Rochester.



## Geography: Regional Center

Rochester's Center City is the hub and urban core for the 1.2 million people living in the nine-county Genesee-Finger Lakes Region.

A successful region depends on a vibrant center. Center City's success depends on the initiative and effort not only of the citizens of Rochester and their city government, but also public, private and non-profit leadership at the regional and State level.

Center City's success is a key part of a sustainable region. The Finger Lakes Regional Sustainability Plan, completed in May 2013, includes a goal to "increase the sustainability and livability of the Finger Lakes Region by revitalizing the region's traditional centers, concentrating development in areas with existing infrastructure and services, and protecting undeveloped lands from urban encroachment."

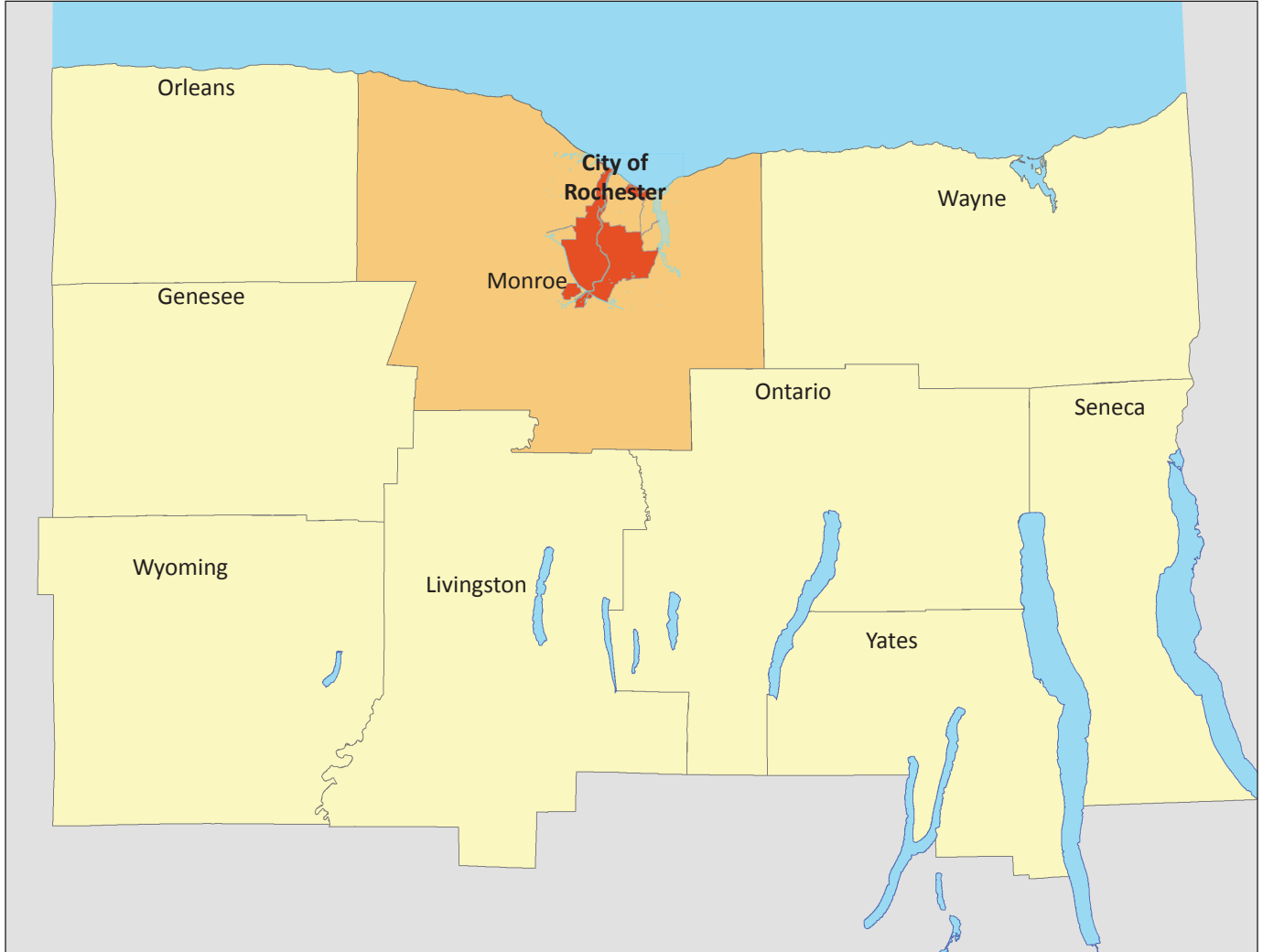
The region's Metropolitan Planning Organization, Genesee Transportation Council (GTC) has also identified Rochester and its center as the regional urban core in the Long Range Transportation Plan, adopted in June 2011. The regional urban core "includes the densest neighborhoods, the largest central business district, and major civic, cultural, and sports venues. The largest number of

infill and redevelopment opportunities exists in the Regional Urban Core and the strength of this place is critical to the success of the overall region."

With a built environment of dense urban neighborhoods, a compact, walkable street pattern, and easy access by transit, Center City is inherently sustainable. Development in the region's urban core rather than its farmland or forests, is in the best long term interests of environmental and economic sustainability.

Few parts of the country have what the Genesee-Finger Lakes Region has: abundant fresh water, fertile soil, timber, hydropower, wind power, and easy access to the continent's largest markets. Unlike some of the nation's primary urban areas, the region is not at foreseeable risk from rising seas, earthquakes, forest fires, drought, or extreme heat. The ability for the region to provide for itself from local resources, combined with the relative compactness of the urbanized area, is an asset to be leveraged against other locations.





Rochester is the metropolis of the Genesee-Finger Lakes and is the urban core for the small towns, farms, lakes, and forests of the 4,600 square mile region.



## Geography: Center City

Center City is the dynamic cultural, economic, governmental and institutional center for over 210,000 Rochesterians. It is the 1.1 square mile heart of the 36 square mile city and focus of the city's street pattern and transit network. Like the region, a successful city depends on a vibrant center.

Downtown belongs to everyone. However, the "close-in" neighborhoods immediately adjacent to Downtown have a special relationship due to proximity, history, and the potential for Downtown projects to have an impact on these areas.

Center City, also commonly known as Downtown, has many meanings to different people and organizations. For the purposes of this plan, Center City is defined geo-

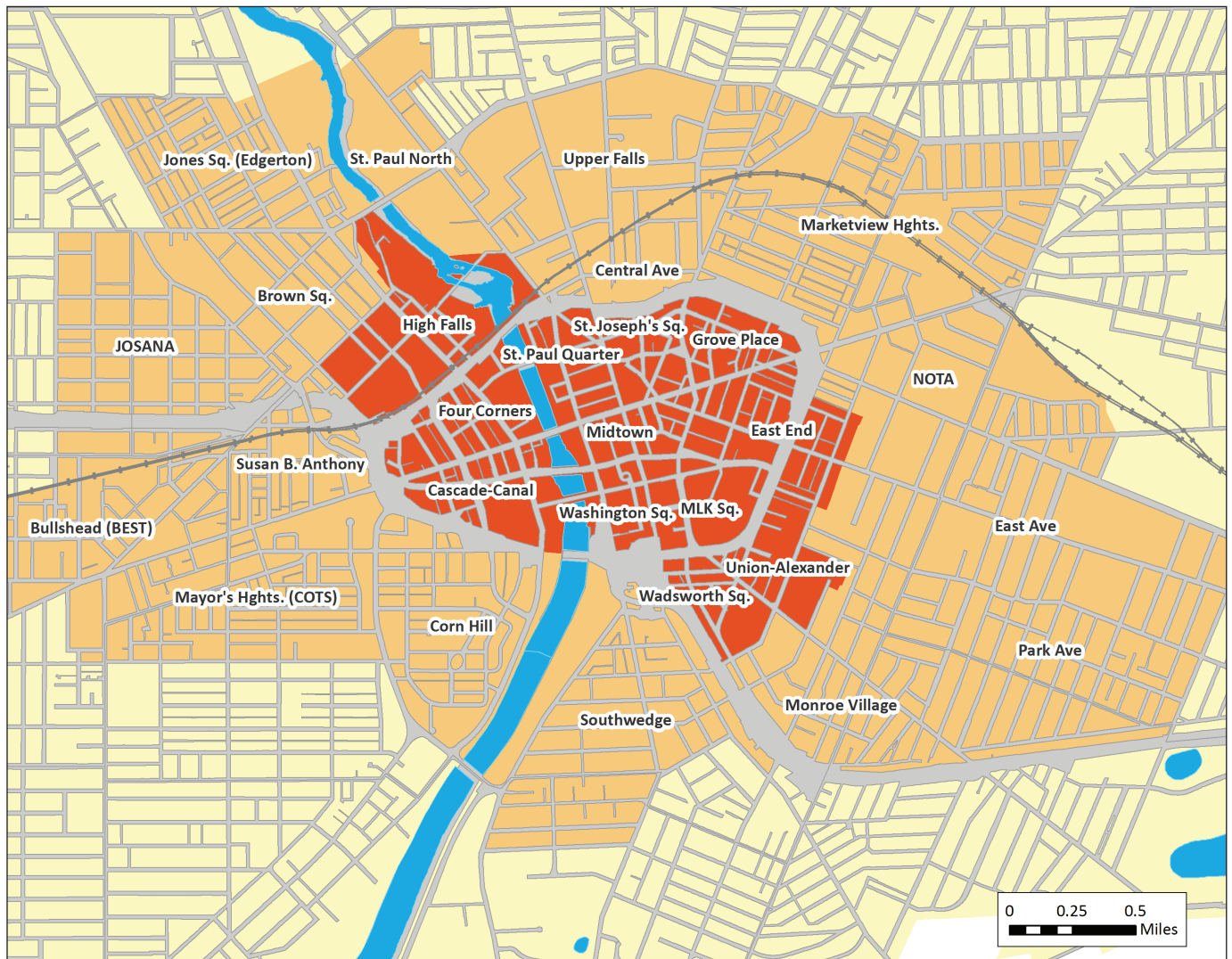
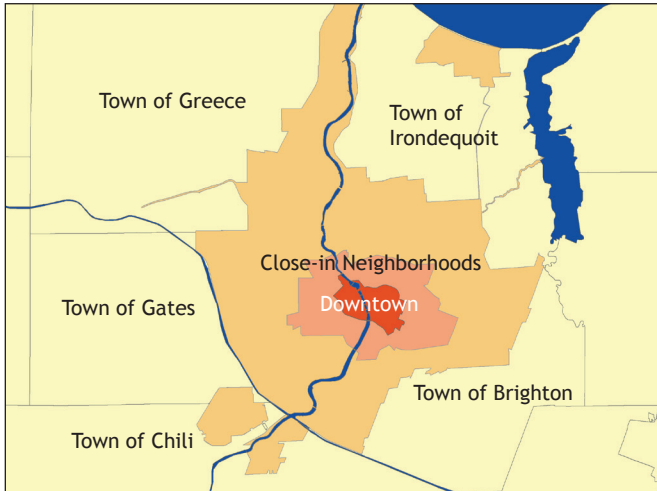
graphically by the map. This definition includes the areas that many people have traditionally considered 'Downtown,' but also extends across the Inner Loop expressway to include High Falls, the Upper East End, and Union-Alexander.

The close-in neighborhoods immediately adjacent to Downtown extend in all directions.



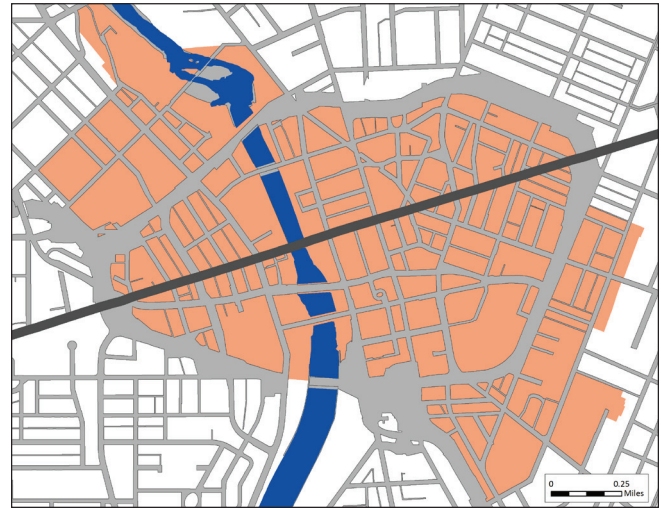
*Historic Corn Hill Neighborhood with  
Center City beyond the Frederick Douglass  
Susan B. Anthony Memorial bridge*





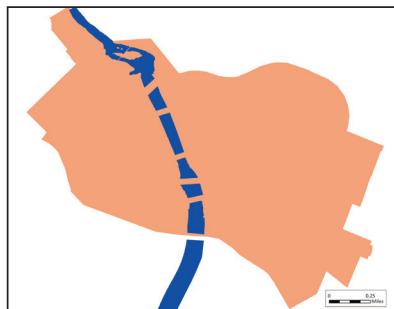
## Geography: Genesee River and Main Street

There are two fundamental geographic features around which Rochester's Center City has developed, the Genesee River and High Falls (north-south axis), and Main Street and the Main Street Bridge (east-west axis).



### *Genesee River:*

The Genesee River and High Falls are natural features which have existed in their present form for millennia. For much of the city's history, the Genesee River was



used for industry. Since the 1950s, however, as industrial needs have changed, the river has been recognized as a unique natural asset. Public access to the riverfront has increased dramatically and the Genesee Riverway Trail extends for many miles north and south of Downtown.

Despite the progress, there are some key gaps remaining in the trail. Many of these gaps are Downtown. It is a priority to fill these gaps and create continuous public access to the waterfront.

Public access, while critical, is not the only important part of a vibrant riverfront. Buildings that are adjacent to the river and riverfront trail or promenade need to have active facades including windows, entrances, storefronts, outdoor seating, etc. Simply providing access to the river, when adjacent to a parking lot or blank wall, does not take full advantage of the river as an asset.

*Main Street:* Main Street is the most important civic space in the City and is the primary east-west walking, transportation, ceremonial, and development corridor. Remaining gaps in the Main Street



streetscape, such as surface parking lots, should be filled in with new buildings. Main Street is the first impression of Center City for many visitors, whether they are from other parts of the city, region, nation or world. Vacant, deteriorating, or underutilized buildings should be renovated and reoccupied. Ground floor retail development should be focused on portions of Main Street to create a critical mass of street-based retail.

With the recent opening of the RTS Transit Center, Main Street will change significantly. The physical layout including vehicular travel lanes, parking lanes, transit lanes, curbs, crosswalks, sidewalks, street trees, lighting and other street furniture will be reconfigured. In the near term, the Main Street Streetscape and Pedestrian Wayfinding Enhancement Project will update the street between the Genesee River and Liberty Pole.





### **Local Waterfront Revitalization Plan (LWRP)**

*The Genesee River waterfront will benefit substantially from the revised Local Waterfront Revitalization Plan (LWRP), the boundaries of which have been expanded to include*

*Downtown. This detailed planning document will guide waterfront development Downtown and throughout the city.*



*Main Street bridge over the Genesee River*

### **Main Street Streetscape and Pedestrian Wayfinding Enhancement Project**

*This project will design and construct a revitalized streetscape along East Main Street, generally between the Genesee River and Liberty Pole Plaza. The new streetscape will consist of a full sidewalk replacement, installation of recessed parking areas, new and selective replacement of existing street trees, new planters or other forms of landscaping, new bike racks, benches, trash receptacles, etc. Existing lighting and benches will be preserved and relocated, as needed. The project will incorporate green infrastructure practices, including permeable pavement and porous tree pits, to reduce*

*stormwater runoff. Also included in the proposed project is the installation of a new pedestrian wayfinding system along Main Street. This system will replace the information kiosks on Main Street with signage consistent with the award-winning Center City Pedestrian Circulation & Wayfinding Study produced by Bergmann Associates for the City in 2012. This new system, which will be extended throughout the Center City area through a later phase, will complement the vehicular wayfinding system which was implemented in 2007.*



## Vision: Lively Streets

The fundamental vision for Rochester's Center City is an urban community of lively streets and public spaces that is a desirable place to live, a desirable place to work, and because of that, a desirable place to visit. Projects, public and private, will be evaluated on how much they add life to streets and public places.



**Living:** The future of Center City depends on an active, diverse community of residents in various neighborhoods and districts. Already, Downtown is seeing the positive impact of hundreds of new homes. The advantages of a compact, walkable, human scaled environment, as well as proximity to jobs, restaurants, recreational, and cultural amenities makes Downtown an appealing place to live for many people.

Additional residential developments are best clustered so that a critical mass of people is created to support retail businesses within an easily walkable distance. The continued and sustained growth of the Downtown residential population needs basic, quality, retail services. In turn, successful, sustainable retail will primarily serve the needs of residents and Downtown workers.

Additional retail will depend on market demand and may include niche and destination retail. Successful ur-

ban retail must be clustered to create a critical mass rather than scattered operations across a wide area.

While Center City is beginning to see some tentative interest by retailers, Downtown retail is a challenge, as it is in most mid-sized American cities. However, retail was one of the highest priorities identified in the Center City Master Plan public survey. Working with private and non-profit partners, the city must develop a detailed, pragmatic, and innovative retail strategy.

**Working:** With approximately 50,000 workers, Downtown continues to be the region's single largest employment center. Downtown's compact, walkable, human scaled environment provides easy face-to-face contact that benefits human creativity, productivity and the exchange of ideas. The dining and cultural amenities of Downtown adds to its desirability.

Center City will be part of the solution to unemployment

**Downtown Rochester: Capturing the trend of Innovation, a new way of thinking.**

*Rochester is re-imagining a Downtown that respects our entrepreneurial roots while building a 21st century innovation environment. This is about the impact of a place on a state of mind. Places have the potential to generate, sharpen and accelerate the advancement of ideas. Innovation takes place today where people come together – and it’s already happening in Downtown Rochester. The Downtown Innovation Zone (rocdiz.com) brings together every innovation and*

*creative class company, unique workspace, business accelerator, incubator, and business development resource downtown. It is the result of a unique public/private partnership between the City of Rochester, Rochester Downtown Development Corporation (RDDC), High Tech Rochester and RG&E.*



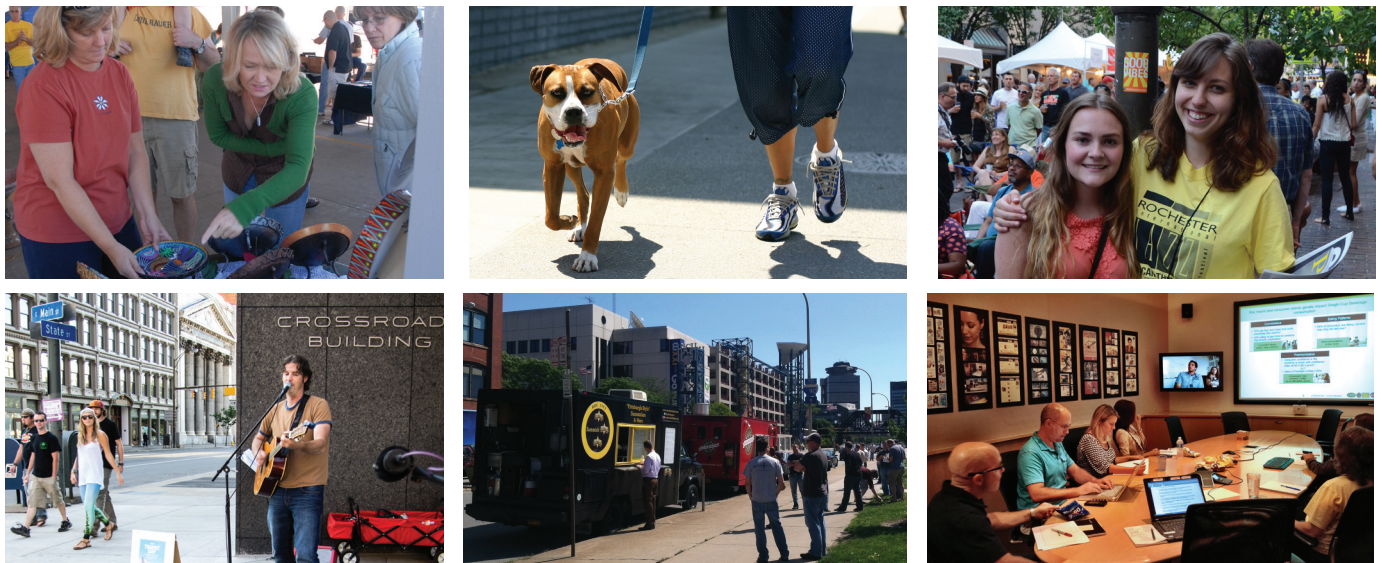
and underemployment in the city and the region. Many new jobs in Center City will come from small businesses, the arts and cultural sector, and educational institutions and their related initiatives. The needs of these organizations must be addressed.

Part of working Downtown is the construction work that will build and rebuild our public infrastructure and private developments. Focused efforts to ensure city residents can access these job opportunities Downtown are critical.

Issues related to mobility and access, including but not limited to parking, as well as real and perceived issues of safety must be continually addressed.

**Visiting:** Visitors are attracted to authentic, vibrant, attractive communities where people live and work. Center City will do best at attracting visitors by focusing on residents and workers. A Downtown of lively streets, especially into the evening hours, will create a better impression for visitors, and be the most effective marketing, than any one-off “tourist attraction” or “promotional campaign.”

A focus on residents and workers should not mean accepting mediocre results. Decision-makers need to view Downtown through the eyes of a visitor and consider the “first impression” that is created. All projects, whether public infrastructure projects or private development projects, should be viewed with this perspective.



*Live, work, visit: Three explosive growth of Downtown living spaces, amenities such as restaurants, bars and retail, and thriving urban activities throughout the city are indicators of a growing residential population.*



## Lively Streets

Those streets that have human activity and interaction occurring on or along them and are built at a *human scale*. Almost all people prefer being on a lively street instead of a lonely street with little or no human activity.

Almost all people prefer being on a lively street instead of a lonely street with little or no human activity. Lively streets have degrees: a bustling street with shops and restaurants is lively but so is a residential street with front doors, stoops, porches, and balconies. Both streets have *active uses* at the first floor level.

Lively streets create a virtuous cycle in a community: streets with human activity attract more human activity which attracts opportunities for commerce and investment. Lively streets, because of the presence of other humans, feel safer than streets that are not lively.

### *Human Scale (also: pedestrian scale):*

Humans interact with their environments based on their physical dimensions, capabilities and limits. Human physical characteristics are fairly predictable and objectively measurable. Buildings, streets, and *public spaces* scaled to human physical capabilities have horizontal and vertical distances, surface materials (pavement, flooring, walls) doorways, windows, steps, railings, and other features that fit well or are of interest to the average person moving at walking speed.

Until the 20<sup>th</sup> century, buildings, towns, and cities, with a few exceptions, were built at a human scale. In the 20<sup>th</sup> century, especially in North America, two things dramatically changed the way buildings, towns, and cities were built:

- Popularity of the Modernist style of architecture. Modernist architects often designed buildings that prioritized structural purity and clarity of form over attention to human scale. This became the dominant American architectural style for decades. Examples in Rochester include 150 State Street (the building on “stilts”), Chase Tower, Xerox Tower, and the Civic Center

- Development and widespread adoption in most small and medium sized cities of the automobile. Buildings that are designed to be seen from a car assume a different form and style. A pedestrian steadily walking along a 100 foot length of department store can perceive about 68 features; a driver passing the same frontage at 30 miles per hour can perceive about six or seven features. Auto-scale buildings tend to be smooth and shallow, readable at a glance, simplified, presented outward, and with signage with bigger letters and fewer words. Examples in the Rochester area include commercial development along Jefferson Road between East and West Henrietta Roads. Compare the style and scale of these buildings with earlier retail structures, such as the former Sibley’s department store on East Main Street or South Avenue between Hickory and Gregory Streets.

Human scale is proportional. A narrow, intimate alley can be human scale. So can a wide, elegant boulevard. It is the size of the details such as pavement width, sidewalk width, speed of moving vehicles, paving material, size and spacing of street lights and street trees, placement of benches, spacing of opportunities to cross the street, height of buildings and very importantly, the presence of *active uses*.

**Active Uses:** Lively, human scaled communities depend on active uses at the first floor level. The first floor is where the building meets the ground, and is where boundary between *public space* and private space occurs. How this boundary is treated, whether it is a solid wall with one door or a wall with many doors and windows has a substantial impact on the street and whether it is lively or not.

The presence of doors and windows, often referred to as

permeability or transparency, is critical but it is not everything. Storage space, even with windows, is far less active a use than a shop or restaurant with displays or café tables on the sidewalk, blurring that boundary between public space and private space. On key streets in a Downtown area, the more active uses the better at creating *lively streets* that attract people. Active uses work best at creating *lively streets* when they are clustered rather than scattered, so that people can walk from one to another within a few blocks.

There is a spectrum of active uses ranging from surface parking lots and blank walls at the low end, to shops and restaurants at the high end. However, very few Downtowns will ever have enough shops and restaurants to fill every street. Hotel and apartment lobbies, common rooms, lounges, rowhouses with stoops, single family homes with porches and small front yards are also active first floor uses.

**Public Space:** Land that is owned by a public entity (city, county, public authority, state, federal). Parks and squares are what often come to mind when the term “public space” is used. However, parks and squares only make up a small percentage of the overall land owned by the public. Public space includes all street, and even expressway, rights-of-way.

**Streetscape (also townscape or cityscape):** The term ‘landscape’ refers to the visual qualities of land, often natural, but sometimes human made. This includes hills, valleys, lakes, ponds, forests, and fields. The term streetscape is the equivalent term for the visual qualities of human made places: streets, towns, and cities. While purely aesthetic judgements are subjective, the visual qualities of a place tend to be generally agreed upon. That is, most people tend to reach agreement on what is an attractive landscape or attractive streetscape.



## Basic Services

This plan is intended to clearly communicate a positive future for Rochester and provide specific actions on how to move towards that future.

The plan assumes a base level of government services, including but not limited to: public safety, public education, maintaining public buildings in a state of good repair, encouraging economic development and entrepreneurial opportunities for all, street and sidewalk maintenance

and plowing, building and property code administration and enforcement. These are only a few examples, although very important ones, of the broad, basic, assumed level of municipal services.



## Leverage Point 1: Public Spaces

The mention of “public spaces,” most often conjures images of parks and squares. Yet the public right-of-way – streets and sidewalks – form the vast majority of the Rochester’s public space.

For that reason, it is important to include streets and sidewalks in discussions of public space. Only 23 of Downtown Rochester’s 722 acres (3.3%) are devoted to public or semi-public parkland. But 231 acres (32.4%) of these acres are devoted to public right-of-way.

Public investment in well designed, human-scaled, streets enhances these spaces for public use beyond their role in recent decades as conduits for vehicular traffic., particularly in a dense, urban environment. Good design makes the street more attractive for private investment. Small details such as vehicular lane width, sidewalk width, paving materials, length of crosswalks, pedestrian islands, placement and type of street trees and lighting, can transform a street from a car-oriented to people oriented.

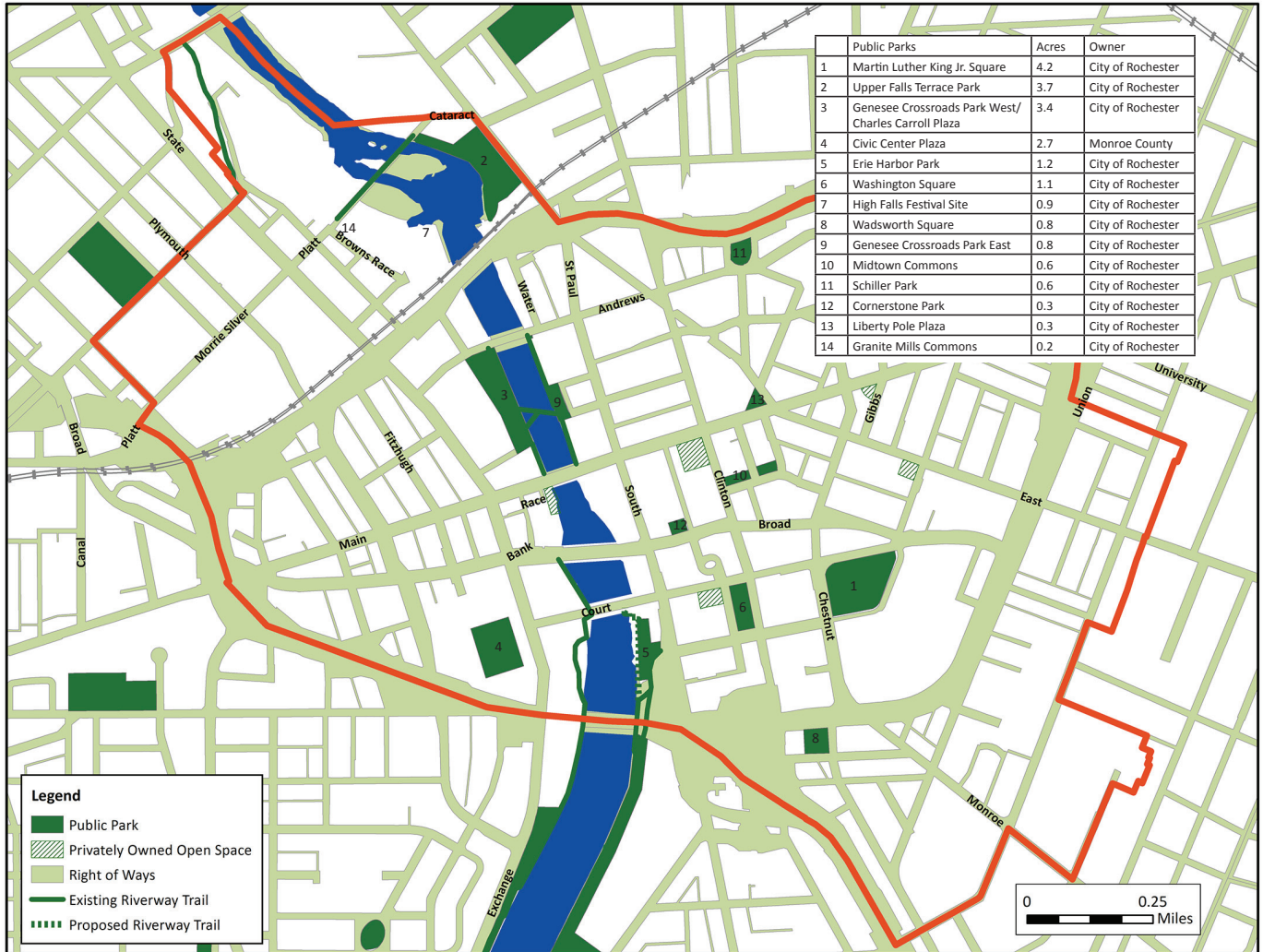
The street pattern of Downtown Rochester is marked by three distinct historical periods: The original development of the early 19th century founders, the conversion

of the Erie Canal to Broad Street in the early 20<sup>th</sup> century and the Urban Renewal period of the 1950s-1960s, continuing into the 1980s. The result is an urban landscape of quirky angles and curves, unique nooks and crannies. This legacy should be celebrated and leveraged when new projects are constructed- the careful siting of new buildings can help enclose a street and help fix past errors.

Around the world, narrow streets are often the most memorable and charming places in a city. Gibbs Street, North Water Street, Fitzhugh between Main and Broad, and Selden Street are perhaps the best examples of this in Downtown Rochester. There were once many places like this. There are opportunities to create more of these charming, intimate urban places: Aqueduct Street, Front Street, and the Church Street Extension, to name a few. As the Downtown street pattern continues to evolve with the Midtown Redevelopment and the Inner Loop East



*Genesee Riverway Trail Downtown*



This map provides a sense of the amount of public land devoted to street and expressway right-of-way, and the amount of public land devoted to parks. Places that are used as parks, but are privately owned, are also shown.

Transformation Project, additional opportunities to create well designed, memorable streets, whether narrow and charming, or wide and elegant, will arise.

Center City has 14 public parks and squares, five privately owned open spaces, and 1.5 miles of the Genesee Riverway Trail. Taken together, the parks, trails, and public promenades along the river, and the Genesee River itself, is the single most important public space Downtown. Improvement of existing public spaces along the river, additional public access to the riverfront, and adjacent private riverfront development that supports and enhances this public space is very important. A

key priority is to complete the remaining gaps in the Riverway Trail, and upgrade existing segments to full accessibility by eliminating stairs or providing alternate routes.

Further investments in Center City parks, trails, and green spaces should focus on maintaining and enhancing existing parks. As the Downtown residential population grows, mostly living in apartments and condominiums with limited private outdoor space, public open space (parks and streets) will become even more important. In the long term, additional public green space may needed in certain Downtown neighborhoods and districts.



## Leverage Point 2: Engagement

Cities and city centers by nature, bring people within close proximity of other people and compel them to interact with each other.

At their best, these engagements bring mirth and laughter to an otherwise mundane or routine task and create opportunities for strangers to become friends. At their worst, they create frustration, fear and anxiety.

For better or worse, these daily engagements influence perceptions and impressions of the Center City as much, or even more than, ease of access or the beauty of the built and natural environment. The bus driver, the parking-garage attendant, hotel clerk, government clerk, the court deputy and the newsstand cashier are all part of the human face of Downtown. As the occupants or fixed or semi-fixed locations, they are the Center City's ambassadors who help visitors decide if they want to further



*Downtown Red Shirt and Rochester Police Officer. Photo credit: Rochester Downtown Development Corporation (RDDC)*





*Rochester provides ample opportunities to explore, discover and connect with each other and our surroundings*

invest in Downtown, whether it's the purchase of a meal to the lease of commercial property.

Factors that contribute to positive human engagement also include elements that influence mood and memory, such as effortless navigation, clear and intuitive signage, accessible nodes of information about events and destinations of interest, clean streets and sidewalks and aesthetically pleasing and welcoming public spaces.

While human engagement is important in all parts of the community, it is especially important Downtown. As the region's center of commerce, culture and government, Center City plays a major role in establishing first and lasting impressions of a much broader community. Visits to Downtown that are deemed enjoyable lead to more visits and further investment in the Center City, which influences investment across the region.



## Leverage Point 3: Heritage

Rochester has a rich, proud history that is wonderfully reflected in the built and natural environments of the Center City.

It has a wealth of heritage destinations, including historic buildings, bridges, parks, streets, trails and vistas. Downtown Rochester hosts the region's single largest collection of buildings constructed prior to the post-World War II building boom, creating a unique asset that is already being leveraged by many developers. State and Federal Historic Tax Credit programs have helped these developers renovate historic buildings and return them to productive use. The City's Heritage Trail, interpretive Downtown signage and such events as the Landmark Society of Western New York's 'Architecture for Lunch' and the annual 'Inside Downtown' tour demonstrate how Center City can serve as a living, working museum.

Recognizing this heritage as one of Downtown's most important assets, more can be done to preserve and cultivate it, including:

- Consistent code enforcement to prevent historic buildings from 'demolition by neglect';
- Enhancement of the Heritage Trail with paving materials and additional promotion;

- Reimagining the Centers at High Falls
- Forging new partnerships with non-profit heritage organizations

Heritage is not limited to historic buildings and bridges. Downtown is home to 298 Designated Buildings of Historic Value (DBHV), 127 of which are located within Preservation Districts. Still, these represent a fraction of the 1,240 total properties that contribute to the unique urban form and pattern of Downtown development. There may be additional assets that are worthy of protection.

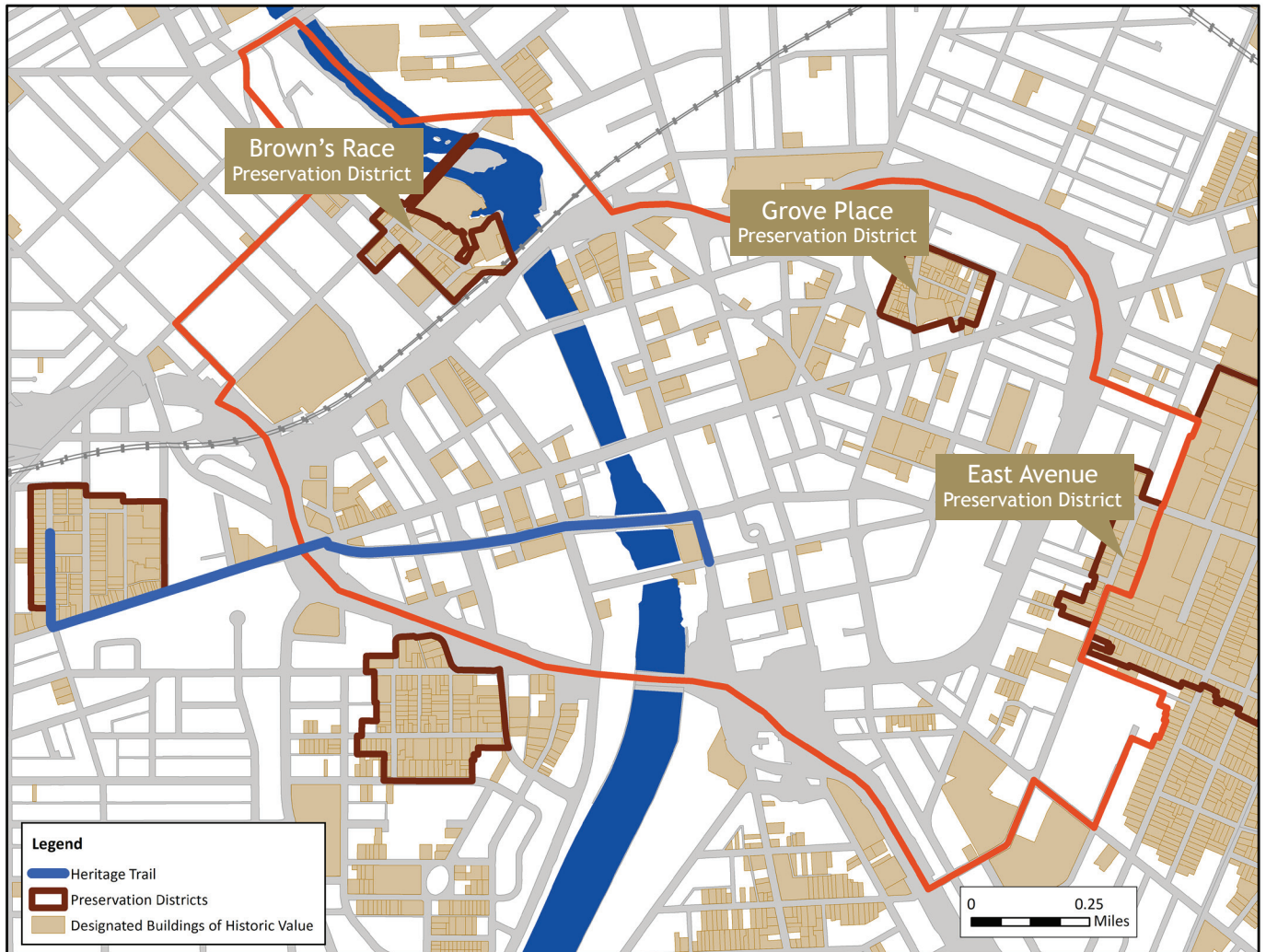
Redeveloping and re-purposing existing buildings furthers the City's goals of sustainability. The wood, steel, bricks, concrete and other materials that form existing structures required vast amounts of energy to produce. Reusing these structures takes advantage of this "embodied energy" and prevents demolished building materials from entering the waste stream and filling landfills. While many newly constructed buildings rightly promote their environmental credentials, the "greenest" of buildings are those that already exist, especially if they exist in the dense, walkable, transit-served center of the region.



*Bridge Square Building, 242 West Main Street.  
Modern office space in an historic building.*



*44 Exchange Street. This project won preservation awards for the adaptation and restoration of a mid-century modern building.*



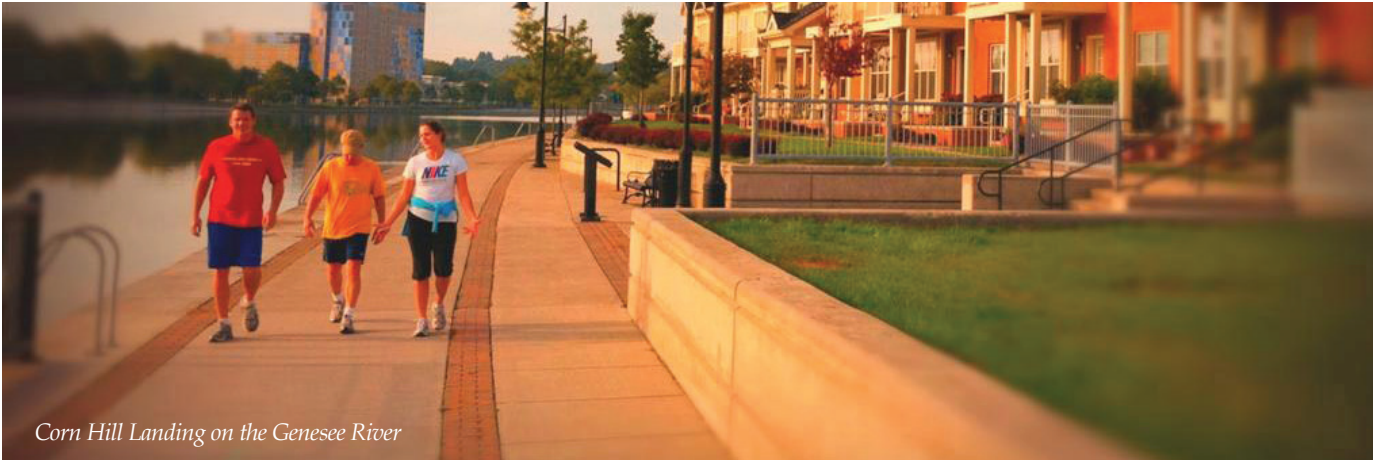
*This map shows the Designated Buildings of Historic Value (DBHV), as well as Preservation Districts. The Brown's Race and Grove Place Districts lie completely within Downtown, as does a portion of the East Avenue District. The Susan B. Anthony and Corn Hill/Third Ward Districts lie just outside of Downtown, although the Heritage Trail connects Susan B. Anthony with the Downtown core.*





## Leverage Point 4: Mobility & Transportation

In the 21st century, Rochester's Downtown transportation investments will focus on the importance of walking, bicycling and transit.



Corn Hill Landing on the Genesee River

The needs of the private automobile will be addressed in a manner appropriate to an urban center. In recent years, Rochester has already shown leadership in this area with such projects like University Avenue/ ArtWalk; the Inner Loop East Transformation project; road diets; and the Bicycle Master Plan. Going forward, the City should build on this legacy and ensure that the design of transportation infrastructure follows the standards in the National Association of City Transportation Officials

(NACTO) Urban Street Design Guide and Urban Bikeway Design Guide. It is extremely important that the City and its partners at Monroe County and

New York State move away from using vehicular level of service (LOS) and other vehicle-based measures as the primary metrics for evaluating urban street projects. A more holistic method that assesses all users must be developed and utilized.

**Walking:** As the region's historic urban core that was developed long before the automobile, Center City has a dense grid of compact blocks and interconnected streets and sidewalks. There are 47.8 miles of sidewalk Downtown and an average block perimeter of 1,950 feet. This makes it an inherently walkable area. However, expressway and railroad corridors, some large "superblocks" and a few gaps in the sidewalk and trail network do create obstacles for pedestrians. What's more, vacant ground floor spaces, blank walls, and surface parking lots along the street frontage discourage walking. Perceptions of safety, which are often greatly influenced by the presence and absence of people in an area, also impact people's willingness to walk.

Municipal operations and maintenance, including effective snow and ice removal for streets, sidewalks, and trails is critical for year-round vehicular and pedestrian mobility in Rochester, one of the country's snowiest large cities.

1 Pedestrian



2 Transit + Bicycle

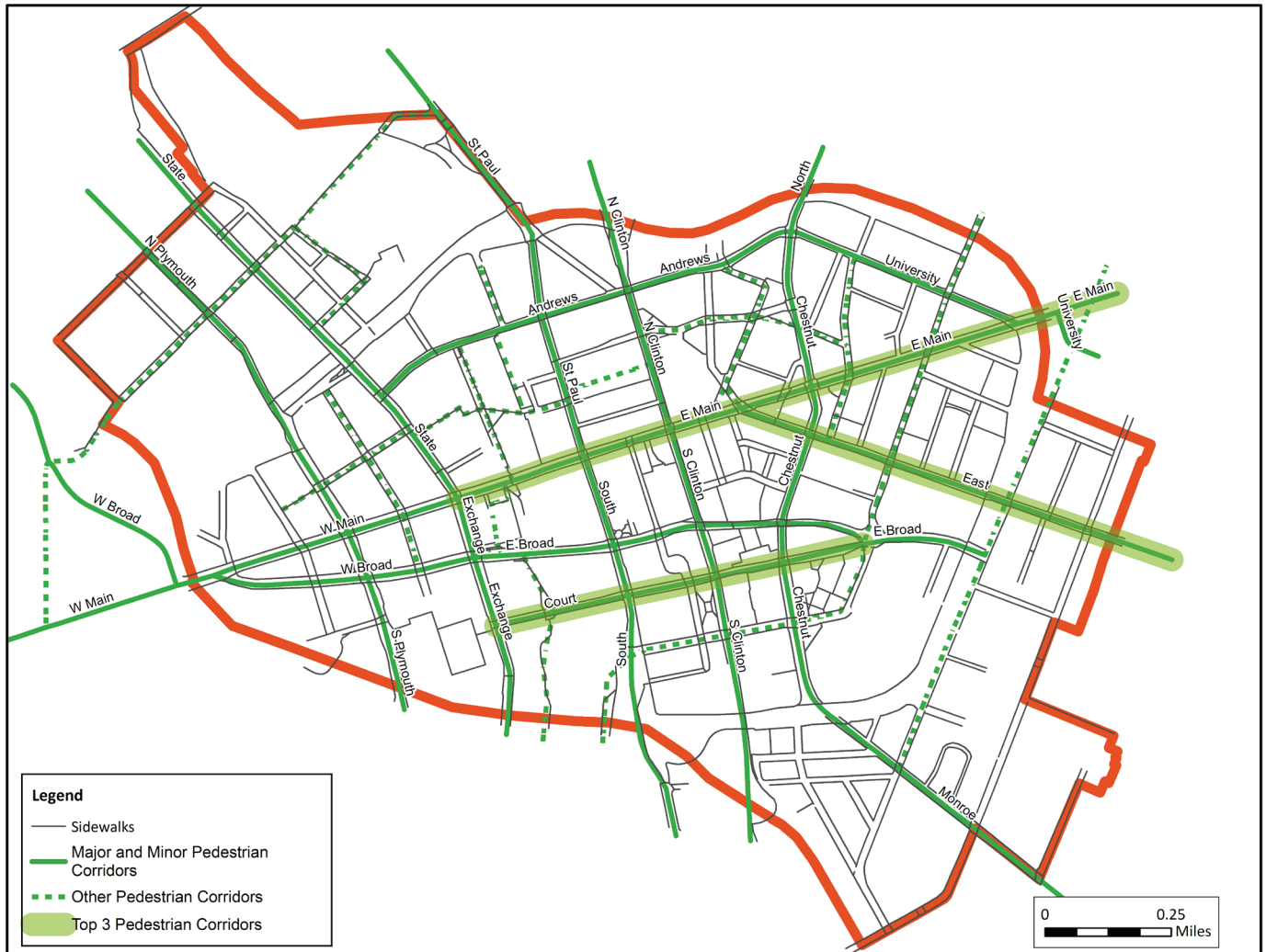


3 Automobile



*Cities, especially densely built Downtown areas, must prioritize pedestrians, then transit and bicyclists, then automobiles in planning and building transportation infrastructure.*

Graphic credit: Reconnect Rochester

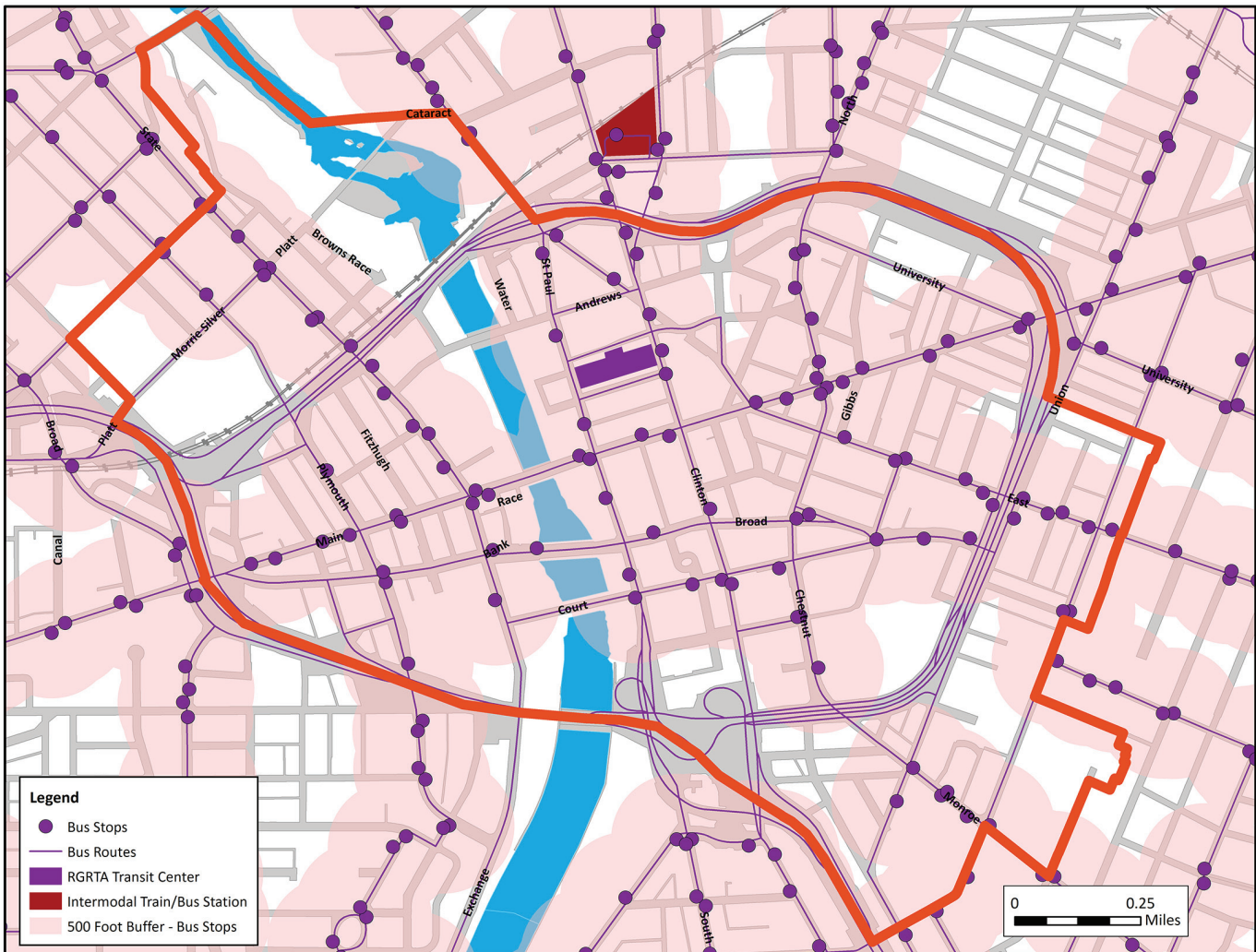


This map shows sidewalks and pedestrian corridors. A frontage analysis was done for all major and minor pedestrian corridors. This analysis assessed the quality of the first floor uses, parcel-by-parcel, along the corridor. Active first floor uses, such as shops and restaurants, scored the highest. Blank walls and surface parking lots scored the lowest. The data was compiled and each corridor was given a score out of 10. Because of more linear footage of active uses, higher scoring streets are often livelier streets, encouraging walking.

East Ave. ....	7.5/10	Andrews St. ....	5.1
Court St. ....	7.4	North Clinton Ave. .	4.9
East Main St. ....	7.3	St. Paul St. ....	4.9
S. Clinton Ave. ....	6.5	Chestnut/Monroe ....	4.5
West Main St. ....	6.2	South Ave. ....	4.5
East Broad St. ....	6.2	University Ave. ....	4.4
Exchange St. ....	5.9	Plymouth Ave. ....	3.8
State St. ....	5.5	West Broad St. ....	3.4







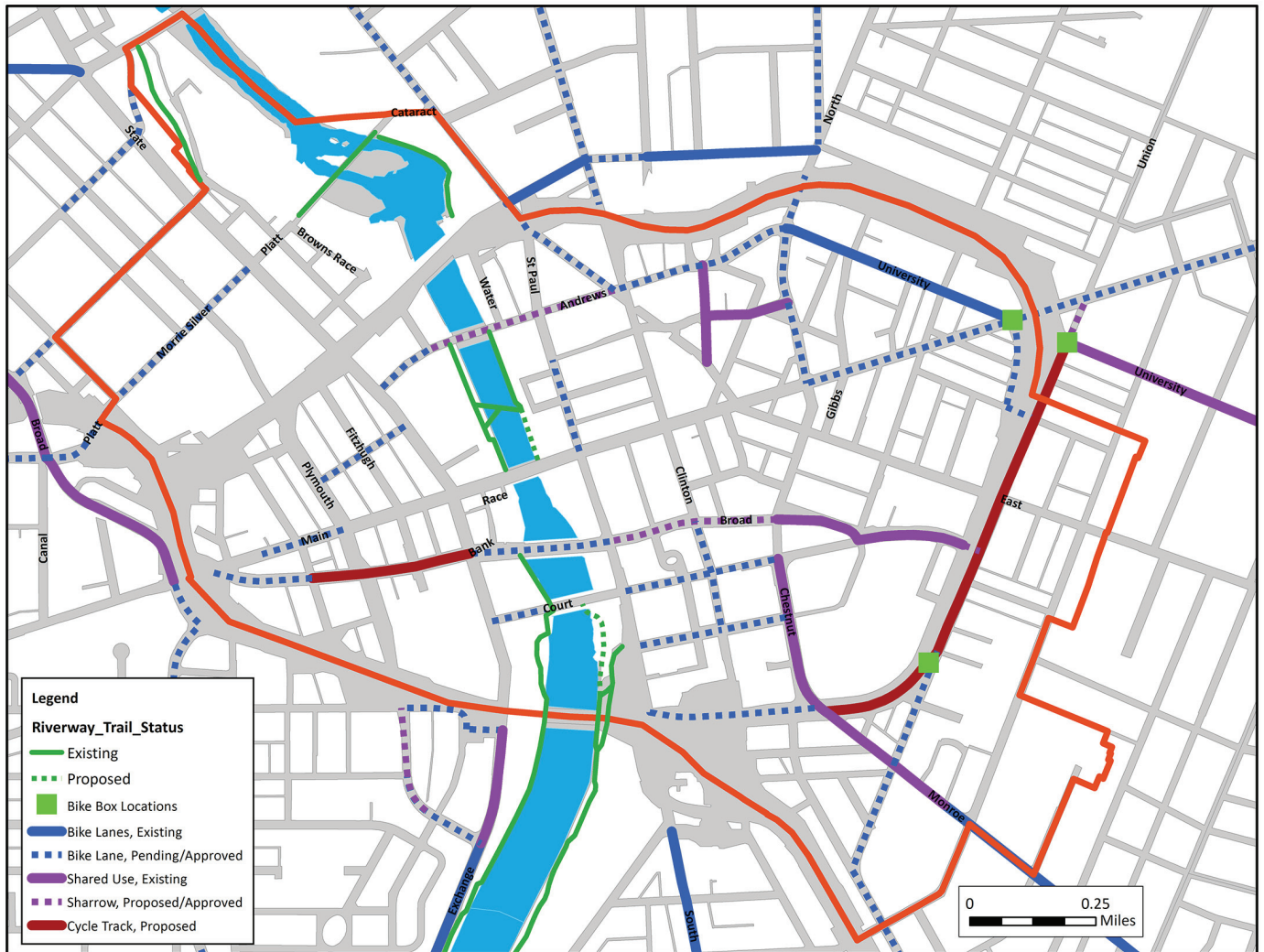
*This map shows current (as of October 2014) bus stops and bus routes. The 500 foot distance from each bus stop (indicated by the pink circles) shows that almost all of Downtown is within a short walk of a bus stop. The new RTS Transit Center, and the proposed Rochester Intermodal Transportation Center, at the site of the current train station, are also shown.*

**Transit:** As the Regional Transit Service (RTS) completes its Route Optimization Study and assesses the new Transit Center, the City and RTS must work closely and collaboratively to continue to provide the transit options that further enable true mobility. This is especially critical in Center City where walking, bicycling and transit are best suited to serve a dense urban environment. A Downtown circulator route, coordinated with satellite parking lots on the edges of Downtown, is one way to address the challenges of parking private automobiles in a dense urban environment.



**Bicycling:** Downtown is situated on the Genesee Riverway Trail, a central trunk line of the regional bicycling network. However, gaps remain in Downtown section of the trail and some existing segments of the trail through the Center City include stairs, creating a barrier for bicyclists (along with persons with disabilities and adults with children in strollers). Closing these gaps and providing full accessibility is a priority. The Riverway Trail is only one part of Downtown bicycling infrastructure. The fully separated cycle track that will be included with the Inner Loop East Transformation Project should be a model

for additional physically separated bicycle lanes. Bicycle corridors across Downtown have been identified in the city's Bicycle Master Plan.



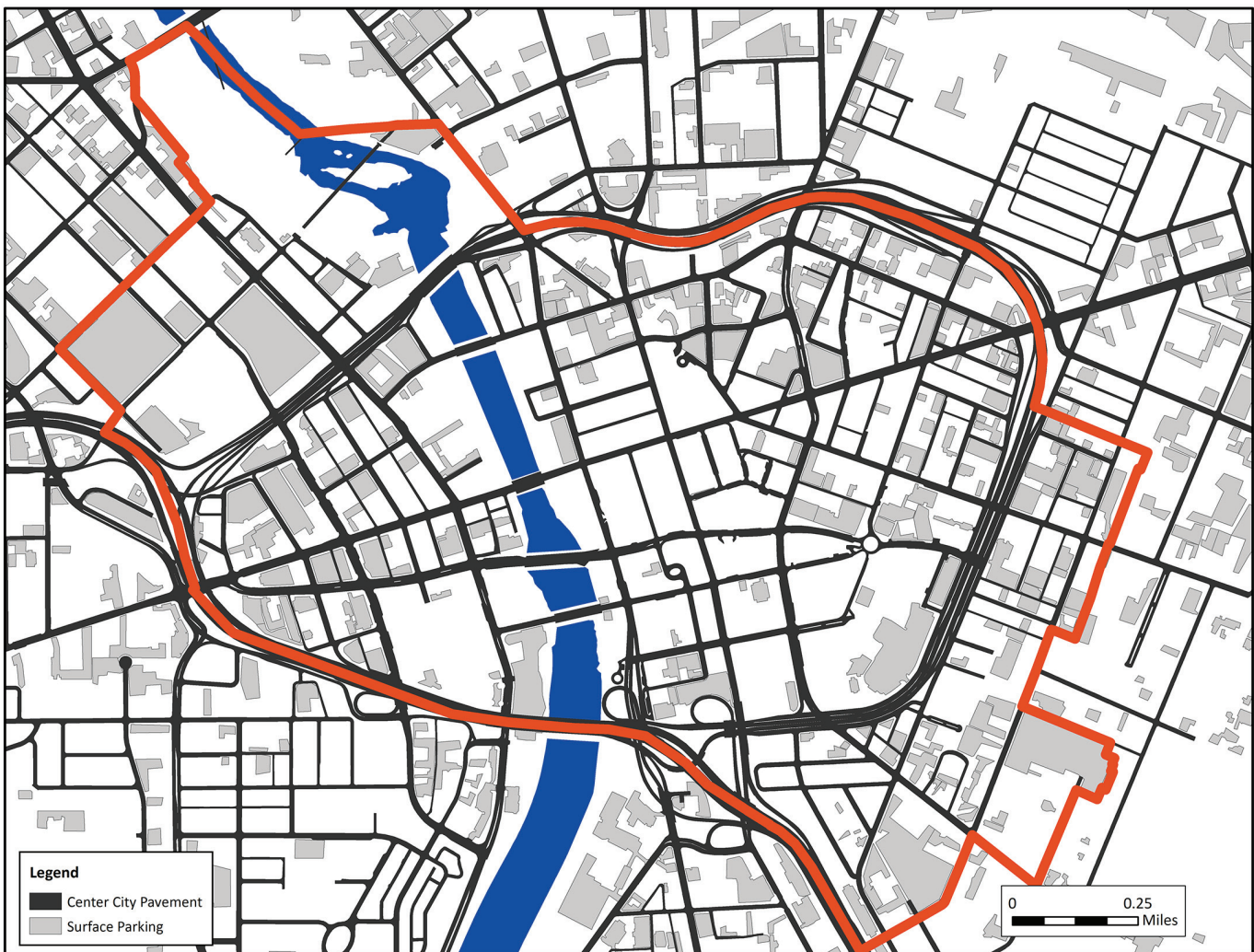
This map shows the existing Riverway Trail through Downtown, as well as currently proposed segments. It also shows the growing network of on-street bike lanes, shared use lanes, and the two sections of proposed cycle track: two way bicycle paths running on streets but physically separated from vehicular traffic.



**Vehicles:** While the City will increase its investments in non-motorized and transit transportation infrastructure, recognizing that national trends are beginning to show a decline in per capita automobile use, especially among young people, the private automobile will play a significant role in the transportation system for the foreseeable future. Accommodating vehicles in a way that does not negatively impact the urban fabric of Downtown is critical. Streets should be designed for low speed (30 miles per hour or less), and in some “shared use streets” such as Brown’s Race, very low speed (10-15 miles per hour). Narrow lanes, on-street parking, me-

dians, and other elements can modify driver behavior without resorting to ticketing. Future public investments in emergency response vehicles should take into account existing and future narrow streets to ensure they have access to all areas of Downtown. As noted, street projects need a new, more balanced metric, to assess their utility.

Parking, and the perceptions of parking, remains a critical component of mobility and access. Many times, engagement with Downtown– from a trip to the bank to the decision where to locate a new office – are currently influenced by ease and availability of parking. But with over 20% of the Center City’s land area already devoted



*This map shows the network of streets and expressways (pavement) as well as surface parking lots. It shows the pattern of surface parking clustered around the periphery of Downtown.*





to approximately 27,000 parking spaces, the City must recognize that it cannot simply continue to increase parking to improve accessibility. The demolition of buildings for surface parking has been occurring since the 1920s in Downtown Rochester. Over 90 years of replacing buildings with parking lots has not contributed to Downtown as an attractive, vibrant, urban place. Additional demolition of buildings to create surface parking should be reviewed extremely carefully and permitted in very limited circumstances, if at all.

Unlike many other municipalities, Downtown businesses and developments have not been required to provide parking since the 1975 Zoning Code was adopted. Significant changes have occurred since the last comprehensive park study was done, and with a portion of the Inner Loop being transformed into a city street, the geographic idea of what is Downtown parking and what is not, is changing. Effective management of existing on and off-street parking is critical and this cannot be done without a comprehensive, updated analysis of Downtown parking. There is no single solution to the parking issue. Addressing it will take a variety of forms, such as:

- New parking structures
- More effectively use of parking on the Downtown fringe with a transit circulator to connect to the Downtown core
- Employer paid transit passes
- Bicycle sharing
- Car sharing services
- Employer and/or city assisted, location-efficient, housing incentives
- Residential on-street permit parking

Each of these solutions, however, has its own challenges, from financial to cultural, to address.

The City should also help the public understand that there is no such thing as free parking. For instance, suburban employers may offer their employees parking at no charge, but the cost of these parking lots are included in their lease rates, which influence profitability. This business cost is ultimately passed on to the customer through the price of goods and services and to employees through compensation.



## Leverage Point 5: Places & Neighborhoods

Center City includes 12 neighborhoods or districts, identified in the 2012 Center City Wayfinding Study, each of which has a unique history and identity.

These neighborhoods, districts, intersections and gateways are the specific points of reference that help Downtown's occupants, visitors and workers form "mental maps" as they navigate the Center City. They help visitors establish increasing levels of comfort with their knowledge of Downtown and play a significant role in creating impressions of Downtown. This places a heightened level of importance on their condition and quality.

The intersection of East Avenue and Alexander Street, for instance, forms the East End gateway marked by the twin pillars of the Hiram Sibley and Fitch buildings, which alerts travelers that they are moving from a historically residential neighborhood of deep front lawns to a commercial corridor of mixed-use buildings built along the sidewalk. Similarly, the recently renovated Bridge Square and Nothnagle buildings on West Main Street mark the western entrance of the Cascade District, announcing an area that is benefiting from renewed interest and investment from the private sector.

Within Downtown, the peaceful repose of St. Joseph Square and the quieter residential streets of Grove Place contrast with the hustle and bustle of Midtown and Four Corners, reminding visitors that Center City that is actually a collage of distinct spaces and places, each with its unique history.

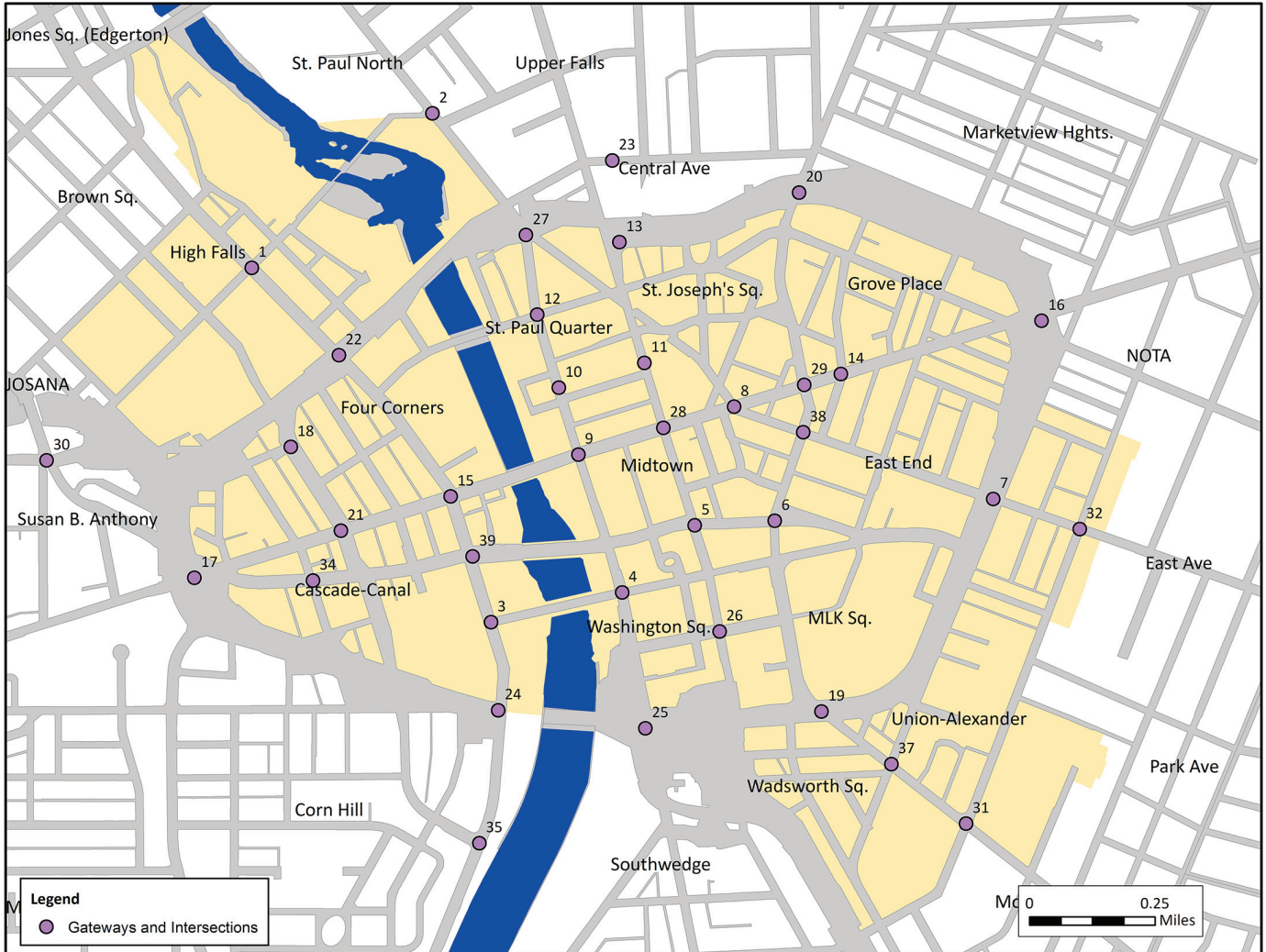
As the city continues to evolve, the individual character of each of these neighborhoods, districts, intersections and gateways must be taken into account as new development takes place. Detailed plans for these places should be developed and adopted as part of the revised zoning code. For both key intersections and gateways, any new infill development should reinforce the sense of place or sense of arrival with architectural features and very carefully address the public street at the ground floor level with entrances, transparency, and active uses. This concept was implemented recently at Monroe Avenue and Alexander Street where the Earthlink building included an architectural feature that specifically addressed the intersection and first floor retail spaces to ensure activity along the street.



*East Avenue and Alexander Street, looking west towards the Liberty Pole*



*Windsor Street in Grove Place, one of Downtown's twelve unique neighborhoods.*



*This map shows the 12 neighborhoods and districts within Center City, as well as some of the adjacent close-in neighborhoods. It also shows 37 of the 39 gateways and intersections (Allen/Brown and Goodman/Broadway are just off the map).*

- |                               |                            |                         |
|-------------------------------|----------------------------|-------------------------|
| 1. State/Platt/Morrie Silver  | 14. Main/Gibbs             | 27. St. Paul/Inner Loop |
| 2. St. Paul/Cataract          | 15. Four Corners           | 28. Main/Clinton        |
| 3. Exchange/Court             | 16. Anderson Park          | 29. Main/Chestnut       |
| 4. South/Court                | 17. Main/490               | 30. Allen/Broad         |
| 5. Clinton/Broad              | 18. Allen/Plymouth         | 31. Monroe/Union        |
| 6. Chestnut/Broad             | 19. Monroe/Chestnut/Howell | 32. East/Alexander      |
| 7. East/Union                 | 20. North/Inner Loop       | 33. Allen/Brown         |
| 8. Liberty Pole               | 21. Main/Plymouth          | 34. Washington/Broad    |
| 9. Main/St. Paul              | 22. State/Inner Loop       | 35. Exchange/Plymouth   |
| 10. Transit Center/St. Paul   | 23. Intermodal Station     | 36. Goodman/Broadway    |
| 11. Transit Center/Clinton    | 24. Exchange/490           | 37. Monroe/Alexander    |
| 12. St. Paul/Andrews          | 25. South/490              | 38. East/Chestnut       |
| 13. Clinton/Joseph/Inner Loop | 26. Clinton/Woodbury       | 39. Exchange/Broad      |



## Leverage Point 6: Arts & Culture

Arts and culture are a significant part of the region's quality of life and contribute to its economy. Rochester is a "City of the Arts."

Arts and culture add value to life in Rochester in many ways, including making the city a more enjoyable place to live and work, attracting visitors and creating jobs for artists, artisans and organizations that support the arts. The arts have an established history in Center City: the first public art exhibit took place at the Ensworth Tavern at the Four Corners in 1820. Later, Downtown would benefit from George Eastman's love of art and generous

philanthropy with the establishment of the Rochester Philharmonic Orchestra, the Eastman School of Music and the construction of Eastman Theatre. Today there is a long list of diverse arts and cultural organizations within Center City, from venerable institutions like the Rochester Philharmonic Orchestra to new grassroots initiatives like Wall\Therapy.



*Rochester Philharmonic Orchestra. Photo credit: Kurt Brownell Photography (VXXI)*



*Rochester Contemporary Art Center*



*Strong Museum of Play*



*'Genesee Passage' by Albert Paley*





George Eastman House



Art Walk on University Avenue



BoulevoArt



Public Art: Mural by HERAKUT that is part of "The Giant Storybook Project." Completed with help by the Wall Therapy team.

The city should continue its support for arts and culture and actively seek additional ways to do so. This includes:

- Supporting, seeking, and providing financial support for arts and cultural organizations.
- Supporting, seeking, and providing financial support for art venues and performance spaces of all sizes, both existing and proposed.
- Requiring a percentage of public infrastructure spending to be used for public art.
- Seeking creative ways to make unused city space (e.g. underutilized parking garage retail spaces) available for artists and creative entrepreneurs.
- Regularly reviewing City codes and policies to minimize regulatory obstacles on artists, art spaces and performance venues.
- Embracing our City of The Arts identity to seek funding and support for a Downtown Performing Arts Center that would recognize our standing as a vital regional center for the arts.



## Leverage Point 7: Connecting

Community development across the United States changed dramatically in the mid-20th century as the needs of the automobile took precedence.

By the end of the 20th century, progressive communities recognized the negative impacts of this pattern and began to repair the damage to historic, more human scaled areas. Center City is one of these environments. It was initially built and developed in the 19th century in a generally dense, compact, walkable pattern. But the dramatic increase in automobile use after World War II brought the large-scale clearance of land to make room for surface parking lots, parking garages and expressways. The result was great damage to the traditional urban fabric.

Now, Rochester is seeking to repair this damage and return the urban fabric to a more human scale. A variety of projects, ranging in size and scope, are furthering that goal:

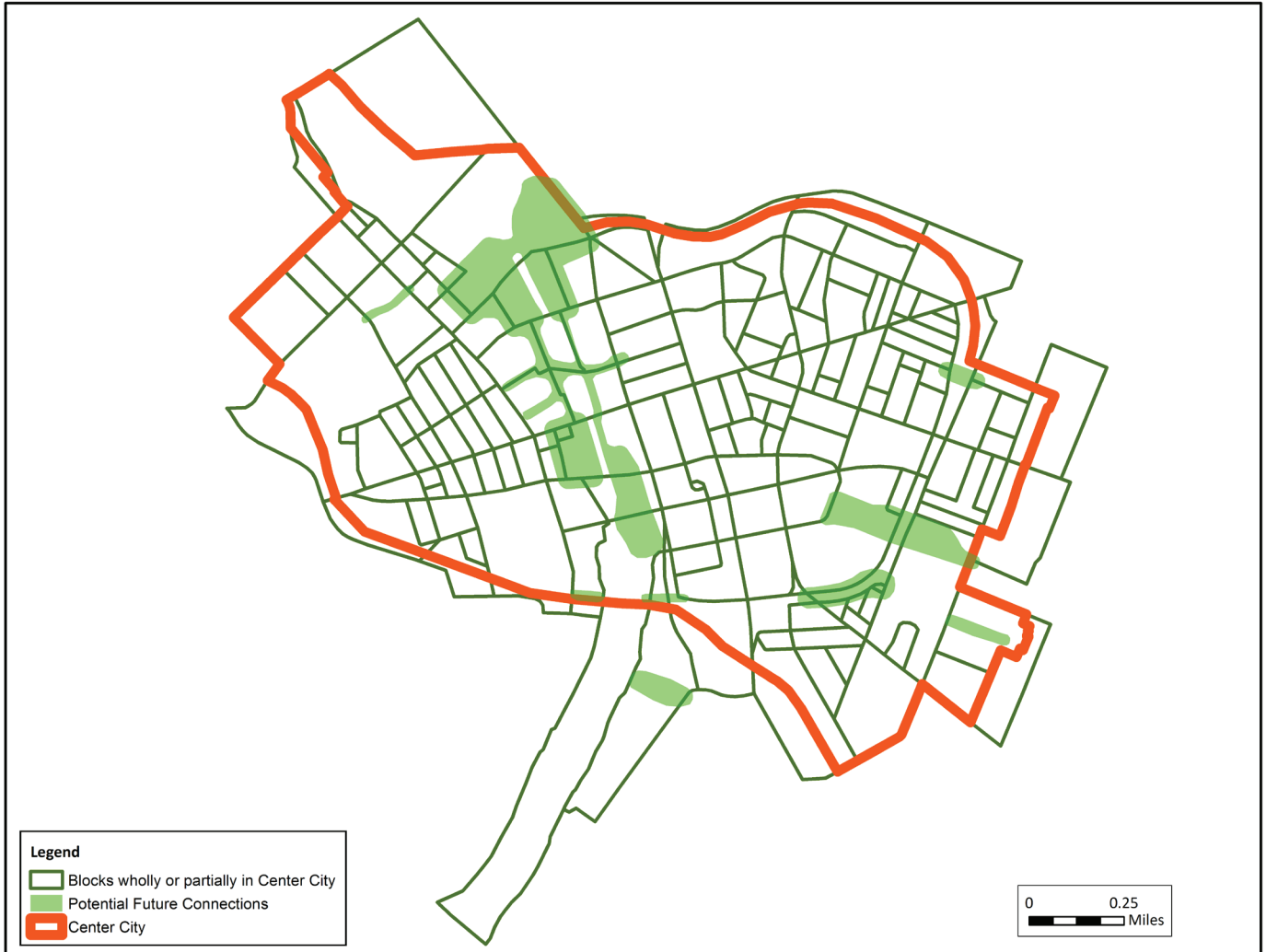
- The Inner Loop East Transformation Project
- The new street grid at the Midtown site

- Renovation of Genesee Crossroads Park West/Charles Carroll Plaza
- Individual infill buildings on surface parking lots like 116 West Main Street
- The restoration of active uses in ground-floor spaces, such as 480 East Main Street

The City has a role in advancing and supporting both large and small scale repair projects, and ensuring that projects under its regulatory authority further the goal of encouraging human interaction in the Downtown streetscape. Funding for large projects may be more difficult to obtain. Small scale, incremental infill projects by small developers will be critical to the repair of Center City.



*The Inner Loop looking south, showing the East Avenue and Broad Street bridges. This shows the moat-like impact of the Inner Loop Expressway and the barrier it creates in the urban landscape. The Inner Loop East Transformation Project will soon replace this expressway with a new Union Street and 8 acres of new development lands, reconnecting the neighborhoods on either side. Photo credit: Stantec.*



*This map shows the pattern of blocks that make up Downtown. Parts of Downtown have a dense network of small blocks, enhancing connections, while other parts of Downtown have very large blocks that can create obstacles for connections. Potential future connections, or enhancements to existing connections, are also shown. Many of these will continue the process of breaking up large blocks.*



*Midtown Site before: A superblock of over 6 acres creates a barrier in the center of Downtown.*



*Midtown Site after: The superblock is broken down into four smaller blocks with a new grid, providing greater connectivity and reducing the barrier to pedestrian movement.*



*Windstream Building on the former Midtown site.*



## Actions

*The Living City: A Center City Master Plan for Rochester, New York*, has a simple, fundamental vision: lively streets. Downtown Rochester is an urban community of lively streets and public spaces that is a desirable place to live and work, and because of that, a desirable place to visit.

The following actions are specific ways to make that vision a reality. These actions will make lively streets even more vibrant and increase vitality where it is lacking. Projects, public and private, will be evaluated on how much they add life to streets and public spaces.

The actions were compiled and developed from two main sources: various forms of public and stakeholder input and the 2003 Center City Master Plan.

The 82 actions are arranged in categories based on the entity that has the main responsibility for advancing them. The actions are prioritized as near term, medium term, and long term. The prioritization is meant to be general guidance; this plan recognizes that opportunities can arise and priorities change.

Each action notes which of the following plan concepts it supports:

- Geography: Regional Center ■ Geography: City Center ■ Geography: River and Street ■ Live ■ Work ■ Visit
- Leverage Points: Public Spaces, Engagement, Heritage, Mobility and Transportation, Places and Neighborhoods, Arts and Culture, Connecting

**Actions in bold are also in the City's 2014-2015 Capital Improvement Plan (CIP) and are cross referenced.**

This list of actions are intended to help decision makers, stakeholders, citizens and people everyone who care for Downtown Rochester advocate for their implementation.



## Actions

The actions are arranged into the following categories based on what entity would have the main responsibility for advancing them.

### **A: City Projects**

Street and Sidewalk Infrastructure

*Capital improvements to city-owned infrastructure within the public right-of-way*

### **B: City Projects**

Park, trail, and pedestrian pathway infrastructure

*Capital improvements to city-owned or city-controlled infrastructure within parks, trails, or public access easements on private land*

### **C: City Projects**

City owned space or land that should be made available for development or re-occupancy to support a more vibrant Downtown

*City owned buildings, such as the ground floor space in parking garages, or city owned land such as vacant parcels or surface parking lots*

### **D: City Policies, Plans, and Studies**

City regulatory, planning, or other policy change

*Changes to existing code language, laws, plans, or other city policies*

### **E: Other Public Projects**

County, State, or other Public Entity project

*Projects undertaken by other levels of government or public authorities*

### **F: Utility Projects**

Projects undertaken by utility companies regulated by the Public Service Commission

*Projects undertaken by utility companies, which are privately owned but subject to certain Federal licensing and oversight by the State Public Service Commission*

### **G: Private Development**

Development of surface parking lots and vacant sites or redevelopment of existing buildings

*Projects undertaken by the private sector based on market demand. These projects may include some level of public support in the form of grants, loans, tax abatements or other incentives*

### **H: Broad Based Initiatives**

Projects that require multiple areas of support

*Projects requiring a combination of public and private sector initiatives*



# Actions: Category A

## City Projects: Street and Sidewalk Infrastructure

**Priority**

- Near Term
- Medium Term
- Long Term

**Geography**

- Regional Center
- City Center
- Genesee River and Main St.

**Fundamental Vision**

- Lively Streets

**Leverage Points**

- 1. Public Spaces
- 2. Engagement
- 3. Heritage
- 4. Mobility and Transportation
- 5. Places and Neighborhoods
- 6. Arts and Culture
- 7. Connecting

Priority	Geography	Fundamental Vision	Leverage Points
<input checked="" type="radio"/> 1. Complete Inner Loop East Transformation Project. (E-1, 2014-2015)	<input type="checkbox"/> Regional Center <input checked="" type="checkbox"/> City Center <input type="checkbox"/> Genesee River and Main St.	<input checked="" type="checkbox"/> Lively Streets	<input checked="" type="checkbox"/> 1. Public Spaces <input type="checkbox"/> 2. Engagement <input type="checkbox"/> 3. Heritage <input checked="" type="checkbox"/> 4. Mobility and Transportation <input checked="" type="checkbox"/> 5. Places and Neighborhoods <input type="checkbox"/> 6. Arts and Culture <input checked="" type="checkbox"/> 7. Connecting
<input checked="" type="radio"/> 2. Main Street Streetscape and Pedestrian Wayfinding Enhancement Project. (E-1, 2015-2016)	<input checked="" type="checkbox"/> Regional Center <input checked="" type="checkbox"/> City Center <input checked="" type="checkbox"/> Genesee River and Main St.	<input checked="" type="checkbox"/> Lively Streets	<input checked="" type="checkbox"/> 1. Public Spaces <input type="checkbox"/> 2. Engagement <input type="checkbox"/> 3. Heritage <input checked="" type="checkbox"/> 4. Mobility and Transportation <input checked="" type="checkbox"/> 5. Places and Neighborhoods <input type="checkbox"/> 6. Arts and Culture <input checked="" type="checkbox"/> 7. Connecting
<input checked="" type="radio"/> 3. South Union and Broadway reconstruction, Monroe to South Goodman. (T-1, 2018-2019)	<input type="checkbox"/> Regional Center <input checked="" type="checkbox"/> City Center <input type="checkbox"/> Genesee River and Main St.	<input checked="" type="checkbox"/> Lively Streets	<input checked="" type="checkbox"/> 1. Public Spaces <input type="checkbox"/> 2. Engagement <input type="checkbox"/> 3. Heritage <input checked="" type="checkbox"/> 4. Mobility and Transportation <input checked="" type="checkbox"/> 5. Places and Neighborhoods <input type="checkbox"/> 6. Arts and Culture <input checked="" type="checkbox"/> 7. Connecting
<input checked="" type="radio"/> 4. Main Street Public Realm Plan: Study the entire Main Street corridor to determine how the Main Street Streetscape and Pedestrian Wayfinding Enhancement project could be implemented throughout the corridor.	<input type="checkbox"/> Regional Center <input checked="" type="checkbox"/> City Center <input checked="" type="checkbox"/> Genesee River and Main St.	<input checked="" type="checkbox"/> Lively Streets	<input checked="" type="checkbox"/> 1. Public Spaces <input type="checkbox"/> 2. Engagement <input type="checkbox"/> 3. Heritage <input checked="" type="checkbox"/> 4. Mobility and Transportation <input checked="" type="checkbox"/> 5. Places and Neighborhoods <input type="checkbox"/> 6. Arts and Culture <input checked="" type="checkbox"/> 7. Connecting
<input checked="" type="radio"/> 5. Complete Two-Way Conversion of St. Paul/South and Clinton south of Main Street.	<input checked="" type="checkbox"/> Regional Center <input checked="" type="checkbox"/> City Center <input type="checkbox"/> Genesee River and Main St.	<input checked="" type="checkbox"/> Lively Streets	<input checked="" type="checkbox"/> 1. Public Spaces <input type="checkbox"/> 2. Engagement <input type="checkbox"/> 3. Heritage <input checked="" type="checkbox"/> 4. Mobility and Transportation <input checked="" type="checkbox"/> 5. Places and Neighborhoods <input type="checkbox"/> 6. Arts and Culture <input checked="" type="checkbox"/> 7. Connecting
<input checked="" type="radio"/> 6. Implement the Center City Pedestrian Wayfinding System.	<input checked="" type="checkbox"/> Regional Center <input checked="" type="checkbox"/> City Center <input checked="" type="checkbox"/> Genesee River and Main St.	<input checked="" type="checkbox"/> Lively Streets	<input checked="" type="checkbox"/> 1. Public Spaces <input checked="" type="checkbox"/> 2. Engagement <input type="checkbox"/> 3. Heritage <input checked="" type="checkbox"/> 4. Mobility and Transportation <input checked="" type="checkbox"/> 5. Places and Neighborhoods <input type="checkbox"/> 6. Arts and Culture <input checked="" type="checkbox"/> 7. Connecting
<input checked="" type="radio"/> 7. Improve Broad Street Bridge/Erie Canal Aqueduct with new lighting, railings, sidewalks, cycle track, etc.	<input checked="" type="checkbox"/> Regional Center <input checked="" type="checkbox"/> City Center <input checked="" type="checkbox"/> Genesee River and Main St.	<input checked="" type="checkbox"/> Lively Streets	<input checked="" type="checkbox"/> 1. Public Spaces <input type="checkbox"/> 2. Engagement <input checked="" type="checkbox"/> 3. Heritage <input checked="" type="checkbox"/> 4. Mobility and Transportation <input checked="" type="checkbox"/> 5. Places and Neighborhoods <input type="checkbox"/> 6. Arts and Culture <input type="checkbox"/> 7. Connecting
<input type="radio"/> 8. Advance Inner Loop Transformation Phase 2: Study options for reconfiguring expressway in two sections: between Charlotte Street to North Clinton Avenue and North Clinton Avenue to North Plymouth Avenue.	<input type="checkbox"/> Regional Center <input checked="" type="checkbox"/> City Center <input type="checkbox"/> Genesee River and Main St.	<input checked="" type="checkbox"/> Lively Streets	<input checked="" type="checkbox"/> 1. Public Spaces <input type="checkbox"/> 2. Engagement <input type="checkbox"/> 3. Heritage <input checked="" type="checkbox"/> 4. Mobility and Transportation <input checked="" type="checkbox"/> 5. Places and Neighborhoods <input type="checkbox"/> 6. Arts and Culture <input checked="" type="checkbox"/> 7. Connecting
<input type="radio"/> 9. Downtown Area Pedestrian Action Plan. Identify specific locations within Downtown and close-in neighborhoods where improvements would enhance walkability.	<input type="checkbox"/> Regional Center <input type="checkbox"/> City Center <input checked="" type="checkbox"/> Genesee River and Main St.	<input checked="" type="checkbox"/> Lively Streets	<input checked="" type="checkbox"/> 1. Public Spaces <input type="checkbox"/> 2. Engagement <input type="checkbox"/> 3. Heritage <input checked="" type="checkbox"/> 4. Mobility and Transportation <input checked="" type="checkbox"/> 5. Places and Neighborhoods <input type="checkbox"/> 6. Arts and Culture <input checked="" type="checkbox"/> 7. Connecting
<input type="radio"/> 10. All Season Active Transportation Study. Evaluate options, including heated pavement, for winter snow and ice removal from sidewalks and bicycle trails.	<input checked="" type="checkbox"/> Regional Center <input checked="" type="checkbox"/> City Center <input checked="" type="checkbox"/> Genesee River and Main St.	<input checked="" type="checkbox"/> Lively Streets	<input checked="" type="checkbox"/> 1. Public Spaces <input checked="" type="checkbox"/> 2. Engagement <input type="checkbox"/> 3. Heritage <input checked="" type="checkbox"/> 4. Mobility and Transportation <input type="checkbox"/> 5. Places and Neighborhoods <input type="checkbox"/> 6. Arts and Culture <input checked="" type="checkbox"/> 7. Connecting

# Actions: Category A

## City Projects: Street and Sidewalk Infrastructure

**Priority**

- Near Term*
- Medium Term*
- Long Term*

**Geography**

- Regional Center
- City Center
- Genesee River and Main St.

**Fundamental Vision**

- Lively Streets

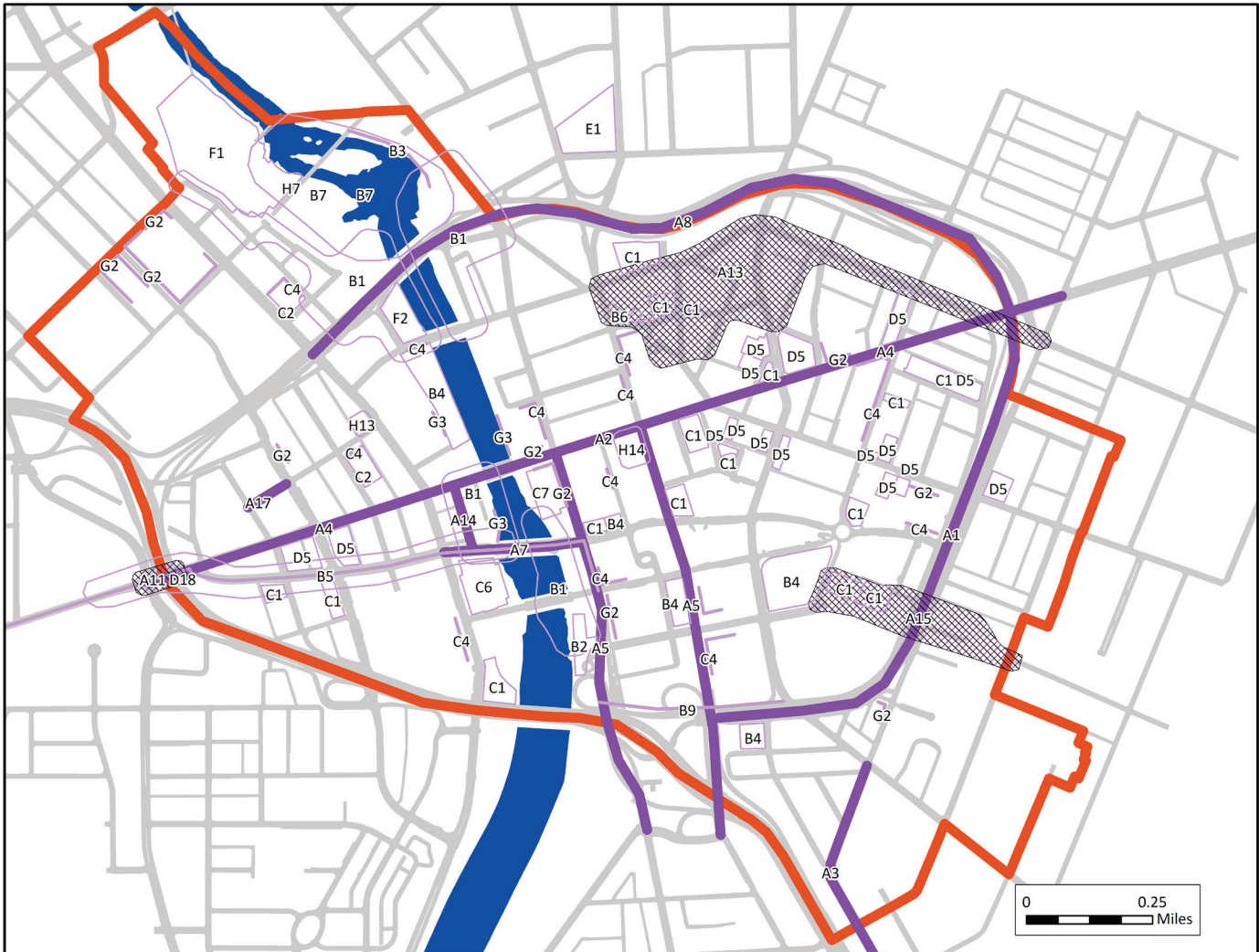
**Leverage Points**

- 1. Public Spaces
- 2. Engagement
- 3. Heritage
- 4. Mobility and Transportation
- 5. Places and Neighborhoods
- 6. Arts and Culture
- 7. Connecting

<p><input type="radio"/> 11. Enhance West Main Street/I-490 overpass gateway with aesthetic improvements to I-490 bridge: These can be stand alone features adjacent to the bridge.</p>	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>
<p><input type="radio"/> 12. Shared Street Analysis: Study which Downtown streets would be candidates for eventual reconstruction as shared use spaces.</p>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>
<p><input type="radio"/> 13. Downtown Northeast Circulation and Public Realm Plan: Conduct detailed study of the University/Andrews corridor and the area around St. Joseph's Park, including former Franklin Street corridor, to determine detail for sidewalks, curbs, vehicle lanes, streetlights, trees, benches, crosswalks, and other public realm details.</p>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>
<p><input type="radio"/> 14. Aqueduct Street improvements.</p>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>
<p><input type="radio"/> 15. Woodbury Boulevard/Park Avenue connector.</p>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>
<p><input type="radio"/> 16. Construct Church Street on city-owned land between Scott Alley and Plymouth Avenue (either as a full street or a pedestrian-only corridor).</p>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>
<p><input type="radio"/> 17. Extend Church Street west of Scott Alley to Washington Street (either as a full street or a pedestrian-only corridor).</p>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>



# Actions Map: Category A City Projects: Street and Sidewalk Infrastructure



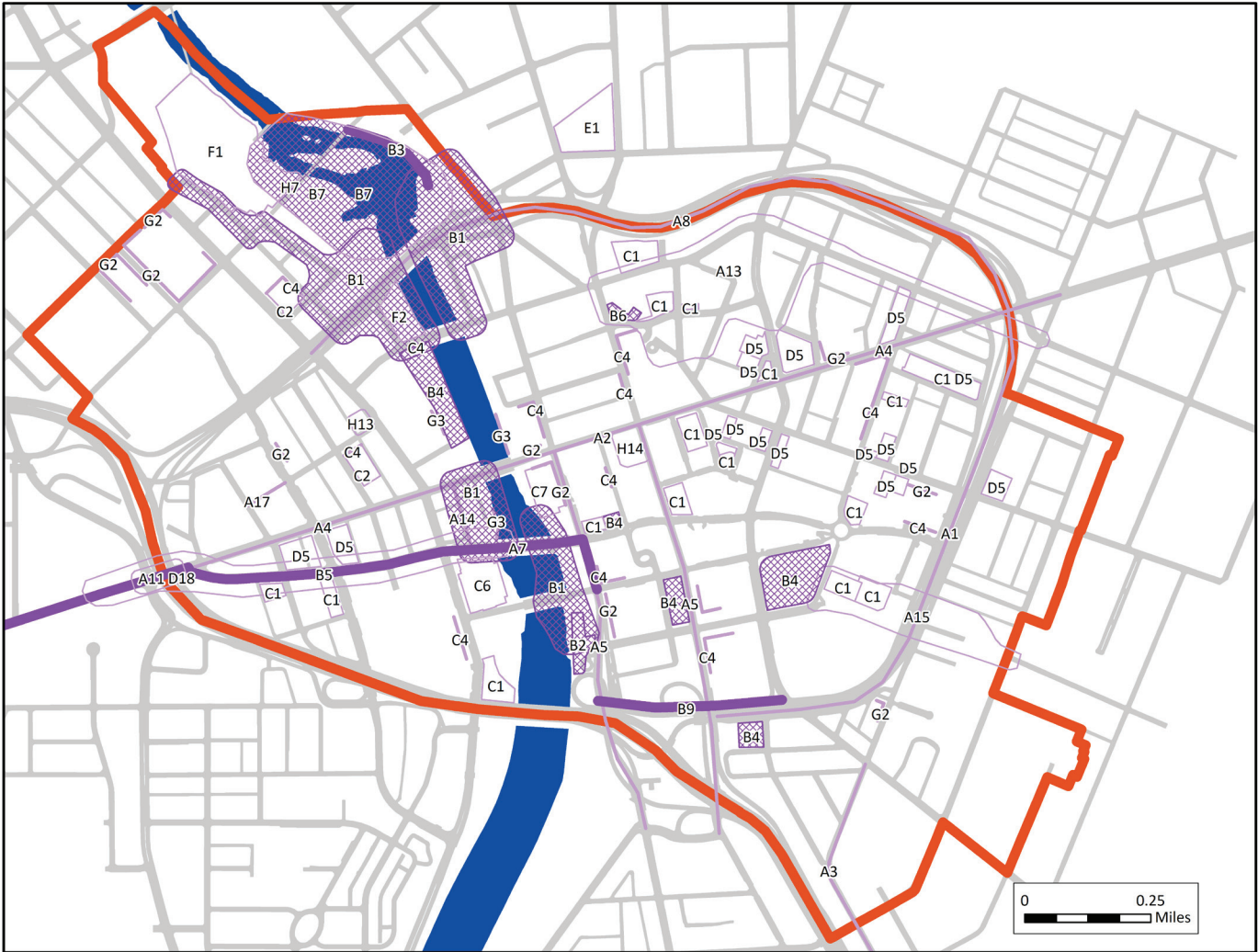
# Actions: Category B

## City Projects: Park and Trail Infrastructure

Priority	Priority			Geography			Fundamental Vision	Leverage Points							
	Near Term	Medium Term	Long Term	Regional Center	City Center	Genesee River and Main St.	Lively Streets	1. Public Spaces	2. Engagement	3. Heritage	4. Mobility and Transportation	5. Places and Neighborhoods	6. Arts and Culture	7. Connecting	
				<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
				<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>



# Actions Map: Category B City Projects: Park and Trail Infrastructure



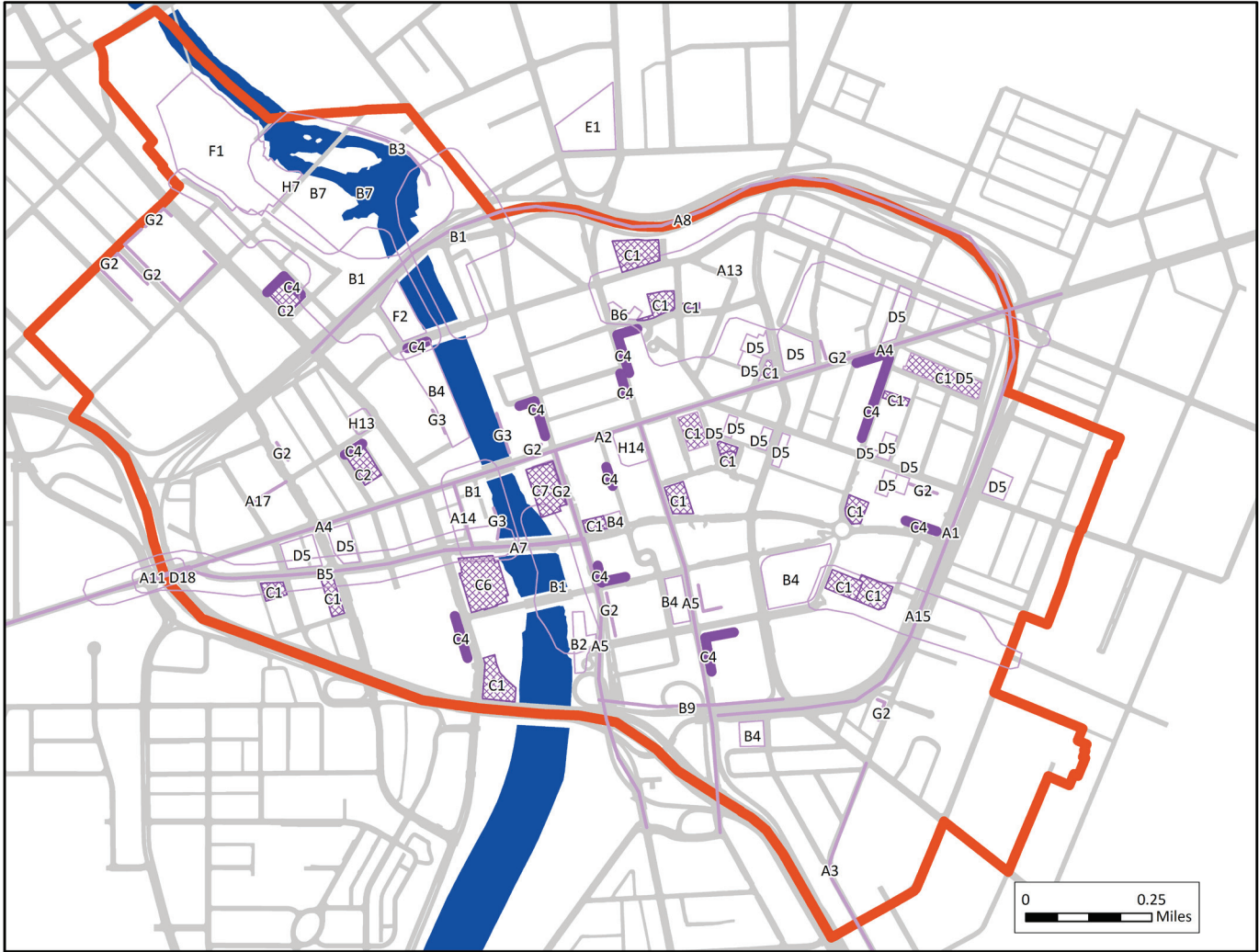
# Actions: Category C

## City Projects: City Owned Land or Space

Priority	Geography			Fundamental Vision	Lively Streets	Leverage Points						
	Regional Center	City Center	Genesee River and Main St.			1. Public Spaces	2. Engagement	3. Heritage	4. Mobility and Transportation	5. Places and Neighborhoods	6. Arts and Culture	7. Connecting
● 1. Make city owned vacant land available for development.	■	■	■	■	■	■	□	□	□	■	□	■
● 2. Determine how to make under-utilized city owned spaces (vacant retail space in parking garages) available for artists, retail, or other active uses.	□	□	□	■	■	■	□	□	□	■	□	■
● 3. Support temporary and mobile commerce (temporary retail, food trucks, etc.) as a way of enlivening Downtown through accessible entrepreneurship.	■	■	■	■	■	■	□	□	□	■	□	■
● 4. Reduce the negative impact that parking garage exterior walls have on the adjacent public realm. (M-7, 2014-2015)	□	□	□	■	■	■	□	□	■	■	□	■
● 5. Short term, temporary development as needed at Midtown Parcel 5 and Inner Loop sites adjacent to East Avenue. This development would be in temporary structures such as shipping containers, sheds, and/or food trucks. (E-1, 2014-2015)	□	□	■	■	■	■	□	□	□	■	□	■
● 6. Renovate Blue Cross Arena: Renovations should provide active uses, such as food service, along the east side and allow the building to better leverage its waterfront location. (F-1, 2014-2015)	■	■	■	■	■	■	□	■	□	■	□	■
● 7. Renovate/Expand Riverside Convention Center: Renovations should improve the blank wall along the South Avenue side and provide for continuous public waterfront access between Main Street and Broad Street. (F-5, 2014-2015)	■	■	■	■	■	■	□	■	□	■	□	■
● 8. Build a Center City Performing Arts Center that embraces the City of the Arts vision and provides innovative programming.	■	■	■	■	■	■	■	■	□	■	■	■



# Actions Map: Category C City Projects: City Owned Land or Space



# Actions: Category D

## City Policies, Plans, and Studies

**Priority**

- Near Term*
- Medium Term*
- Long Term*

**Geography**

- Regional Center
- City Center
- Genesee River and Main St.

**Fundamental Vision**

- Lively Streets

**Leverage Points**

- 1. Public Spaces
- 2. Engagement
- 3. Heritage
- 4. Mobility and Transportation
- 5. Places and Neighborhoods
- 6. Arts and Culture
- 7. Connecting

<p><span style="display: inline-block; width: 15px; height: 15px; background-color: black; border-radius: 50%; margin-right: 5px;"></span> 1. Improve coordination between the development of the city's Capital Improvement Plan (CIP) and other planning initiatives.</p>	<p>■ ■ ■</p>	<p>■</p>	<p>■ ■ ■ ■ ■ ■ ■ ■</p>
<p><span style="display: inline-block; width: 15px; height: 15px; background-color: black; border-radius: 50%; margin-right: 5px;"></span> 2. Create an Active Transportation Advisory Committee to better involve citizens in the transportation decision-making process.</p>	<p>■ ■ ■</p>	<p>■</p>	<p>■ ■ □ ■ ■ □ ■ ■</p>
<p><span style="display: inline-block; width: 15px; height: 15px; background-color: black; border-radius: 50%; margin-right: 5px;"></span> 3. Enhance the existing Neighborhood Service Center (NSC) structure and create a fifth NSC service area to focus on the unique needs of Downtown.</p>	<p>□ ■ □</p>	<p>■</p>	<p>■ ■ □ □ ■ □ ■</p>
<p><span style="display: inline-block; width: 15px; height: 15px; background-color: black; border-radius: 50%; margin-right: 5px;"></span> 4. Build on the public interest in commemorating notable Rochesterians by naming currently unnamed or indistinctively named places.</p>	<p>□ □ □</p>	<p>■</p>	<p>■ ■ ■ □ ■ ■ □</p>
<p><span style="display: inline-block; width: 15px; height: 15px; background-color: black; border-radius: 50%; margin-right: 5px;"></span> 5. Priority Development Pre-Approval: Develop market-based development concept plans for priority development sites. Perform GEIS and conceptual site plan approval to streamline future development process.</p>	<p>■ ■ ■</p>	<p>■</p>	<p>■ □ □ □ ■ □ ■</p>
<p><span style="display: inline-block; width: 15px; height: 15px; background-color: gray; border-radius: 50%; margin-right: 5px;"></span> 6. Revise Chapter 120 (Zoning) to streamline and simplify land use codes, provide greater regulatory protection where necessary, support a critical mass of retail uses, allow flexibility where appropriate for temporary uses and review Center City zoning district boundaries.</p>	<p>□ ■ ■</p>	<p>■</p>	<p>■ □ ■ ■ ■ ■ ■</p>
<p><span style="display: inline-block; width: 15px; height: 15px; background-color: gray; border-radius: 50%; margin-right: 5px;"></span> 7. Intersection and Gateway Plan: Evaluate existing conditions and opportunities for new development at key intersections and gateways. Develop regulating plans (adopted into the zoning code) for private development at each one.</p>	<p>□ ■ ■</p>	<p>■</p>	<p>■ □ □ □ ■ □ ■</p>
<p><span style="display: inline-block; width: 15px; height: 15px; background-color: gray; border-radius: 50%; margin-right: 5px;"></span> 8. Review all Center City Urban Renewal Districts, map districts, and compile Urban Renewal Plans.</p>	<p>□ ■ ■</p>	<p>■</p>	<p>□ □ □ □ ■ □ ■</p>
<p><span style="display: inline-block; width: 15px; height: 15px; background-color: gray; border-radius: 50%; margin-right: 5px;"></span> 9. Center City Heritage Plan: Map and highlight all levels (Designated Buildings of Historic Value (DBHV), National Register, Local Landmark, etc.) of heritage buildings in Center City.</p>	<p>■ ■ ■</p>	<p>■</p>	<p>□ □ ■ □ ■ ■ ■</p>



# Actions: Category D

## City Policies, Plans, and Studies

**Priority**

- Near Term
- Medium Term
- Long Term

**Geography**

- Regional Center
- City Center
- Genesee River and Main St.

**Fundamental Vision**

- Lively Streets

**Leverage Points**

1. Public Spaces
2. Engagement
3. Heritage
4. Mobility and Transportation
5. Places and Neighborhoods
6. Arts and Culture
7. Connecting

<input type="radio"/> 10. Downtown Views Analysis: Study views and termination points and adopt enhanced design standards for these areas.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="radio"/> 11. Update 2008 Downtown Parking Study.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="radio"/> 12. Revise, update, and utilize Chapter 78 of the City Code, to more effectively regulate Downtown parking lots.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="radio"/> 13. Adopt and publicize a street design policy so that elected officials, members of the public, and all city staff understand the design process for street projects.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="radio"/> 14. Develop a new metric for evaluating street and development projects in a dense, walkable urban environment. Traditional trip generation and level of service (LOS) measures that focus on vehicles are not suitable for a Downtown area.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="radio"/> 15. Utilize additional options for financing public improvements such as tax increment financing (TIF) or payment in lieu of taxes (PILOT).	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="radio"/> 16. Revise Chapter 128 (Subdivision) so that street design standards in it are consistent with street design policy.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="radio"/> 17. Correct right-of-way mapping issues where needed, particularly in the Clinton-Andrews-Bittner area, the Joseph-Cumberland area, and Broadway-Lawn areas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="radio"/> 18. Study the possibility of a new National Register Historic District along West Broad Street (Erie Canal).	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="radio"/> 19. Establish a regular, periodic review schedule for the Center City Master Plan.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>





# Actions: Category E Other Public Projects

**Priority**

- Near Term*
- Medium Term*
- Long Term*

**Geography**

- Regional Center
- City Center
- Genesee River and Main St.

**Fundamental Vision**

- Lively Streets

**Leverage Points**

- 1. Public Spaces
- 2. Engagement
- 3. Heritage
- 4. Mobility and Transportation
- 5. Places and Neighborhoods
- 6. Arts and Culture
- 7. Connecting

<p><input checked="" type="radio"/> 1. The new Intermodal Transit Center (train and long distance bus station) must have clear, direct, and efficient pedestrian, local transit, and bicycle connections to the Downtown core.</p>	<p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/></p>	<p><input checked="" type="checkbox"/></p>	<p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/></p>
<p><input checked="" type="radio"/> 2. Encourage all public sector partners to create active ground floor uses in any new construction or substantial renovation projects, such as MCC's renovation of the former Kodak Buildings.</p>	<p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/></p>	<p><input checked="" type="checkbox"/></p>	<p><input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/></p>
<p><input type="radio"/> 3. Establish Center City circulator transit service.</p>	<p><input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/></p>	<p><input checked="" type="checkbox"/></p>	<p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/></p>
<p><input type="radio"/> 4. Continue to enhance marketing and promotion of transit. Implement Transportation Demand Management (TMD) Program for Center City.</p>	<p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/></p>	<p><input checked="" type="checkbox"/></p>	<p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/></p>
<p><input type="radio"/> 5. Work with State leaders to relocate regional state offices (NYSDOT, NYSDEC, etc.) to Downtown, as is the case in Buffalo and Syracuse.</p>	<p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/></p>	<p><input checked="" type="checkbox"/></p>	<p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p>





# Actions: Category F Utility Projects

**Priority**

- Near Term*
- Medium Term*
- Long Term*

**Geography**

- Regional Center
- City Center
- Genesee River and Main St.

**Fundamental Vision**

- Lively Streets

**Leverage Points**

- 1. Public Spaces
- 2. Engagement
- 3. Heritage
- 4. Mobility and Transportation
- 5. Places and Neighborhoods
- 6. Arts and Culture
- 7. Connecting

<p><input checked="" type="radio"/> 1. Redevelopment of the Beebe Station site must result in a positive contribution to High Falls and the Genesee River Gorge. Public access to the gorge floor and Genesee River is a high priority (see also High Falls Pedestrian Access Improvement Study).</p>	<input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>
<p><input type="radio"/> 2. New infill development on RG&amp;E Front Street site, including extension of Genesee Riverway Trail.</p>	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>
<p><input type="radio"/> 3. Ensure that new utility infrastructure, such as substations, fits into the pedestrian-oriented urban context of Downtown as much as possible.</p>	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>
<p><input type="radio"/> 4. Add district cooling to Rochester District Heating cooperative services.</p>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>





# Actions: Category G

## Private Development

**Priority**

- Near Term*
- Medium Term*
- Long Term*

**Geography**

- Regional Center
- City Center
- Genesee River and Main St.

**Fundamental Vision**

- Lively Streets

**Leverage Points**

- 1. Public Spaces
- 2. Engagement
- 3. Heritage
- 4. Mobility and Transportation
- 5. Places and Neighborhoods
- 6. Arts and Culture
- 7. Connecting

<p><input checked="" type="radio"/> 1. Redevelop and/or repurpose vacant buildings.</p>	<p>■ ■ ■</p>	<p>■</p>	<p>■ □ ■ □ ■ □ ■</p>
<p><input checked="" type="radio"/> 2. Reconfigure/renovate existing buildings with inactive first floors (blank walls) to create new, active uses on the first floor.</p>	<p>□ □ ■</p>	<p>■</p>	<p>■ □ ■ □ ■ □ ■</p>
<p><input checked="" type="radio"/> 3. Reach out to riverfront property owners to identify opportunities to enhance interface between existing private, semi-public, and public space along the river.</p>	<p>□ □ ■</p>	<p>■</p>	<p>■ ■ □ □ ■ □ ■</p>
<p><input type="radio"/> 4. Construct new infill structures on surface parking lots and vacant lots, especially along pedestrian corridors. New construction with active uses on the first floor will fill these gaps and help reconnect the urban fabric, create continuous corridors of activity.</p>	<p>■ ■ ■</p>	<p>■</p>	<p>■ □ □ □ ■ □ ■</p>
<p><input type="radio"/> 5. Continue to eliminate second floor skyways on primary pedestrian corridors as buildings are redeveloped. As buildings are renovated, underground connections should be explored, especially for connections to the Convention Center.</p>	<p>□ □ ■</p>	<p>■</p>	<p>■ ■ □ □ ■ □ □</p>







## Actions: Category H Broad Based Initiatives

**Priority**

- Near Term*
- Medium Term*
- Long Term*

**Geography**

- Regional Center
- City Center
- Genesee River and Main St.

**Fundamental Vision**

- Lively Streets

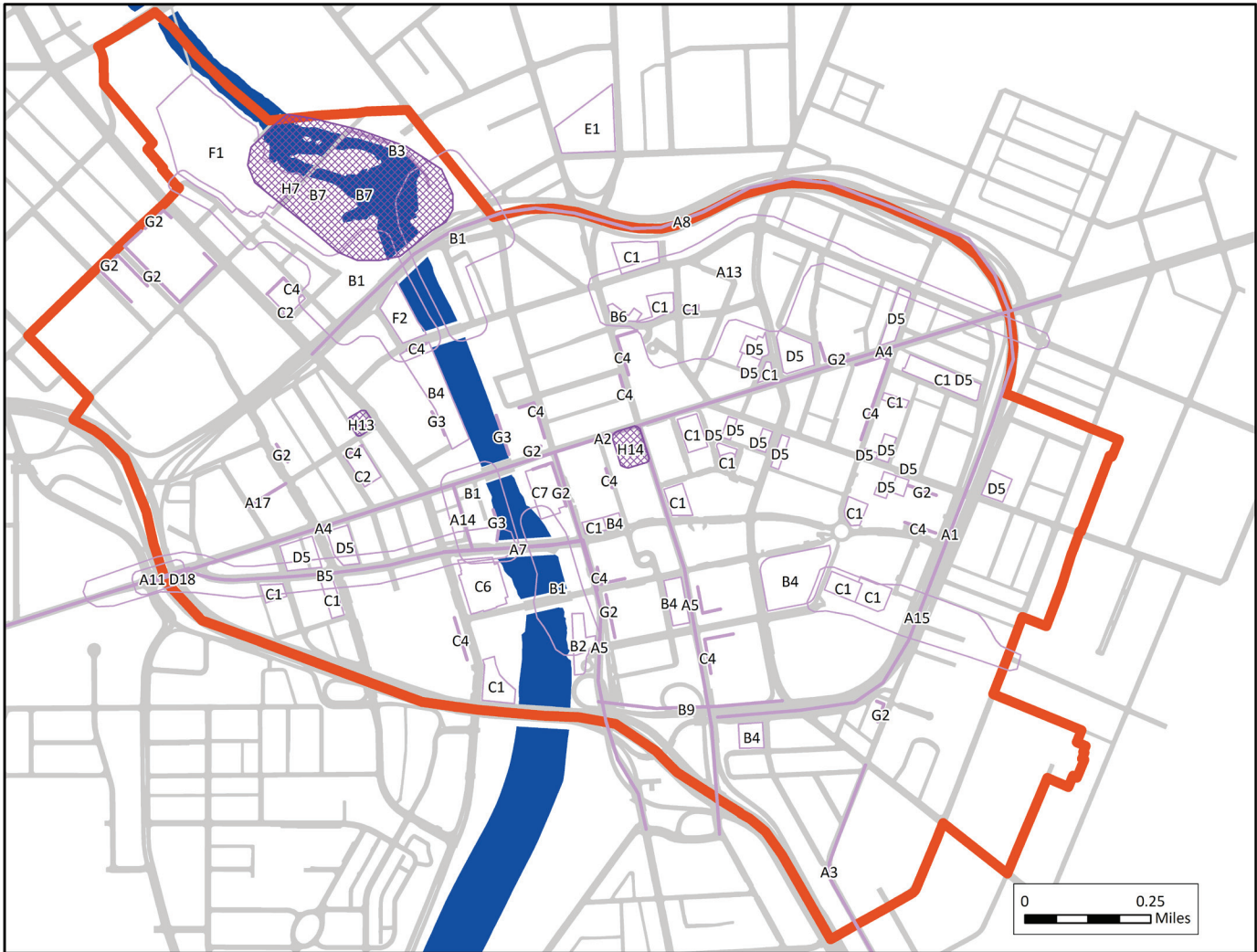
**Leverage Points**

1. Public Spaces
2. Engagement
3. Heritage
4. Mobility and Transportation
5. Places and Neighborhoods
6. Arts and Culture
7. Connecting

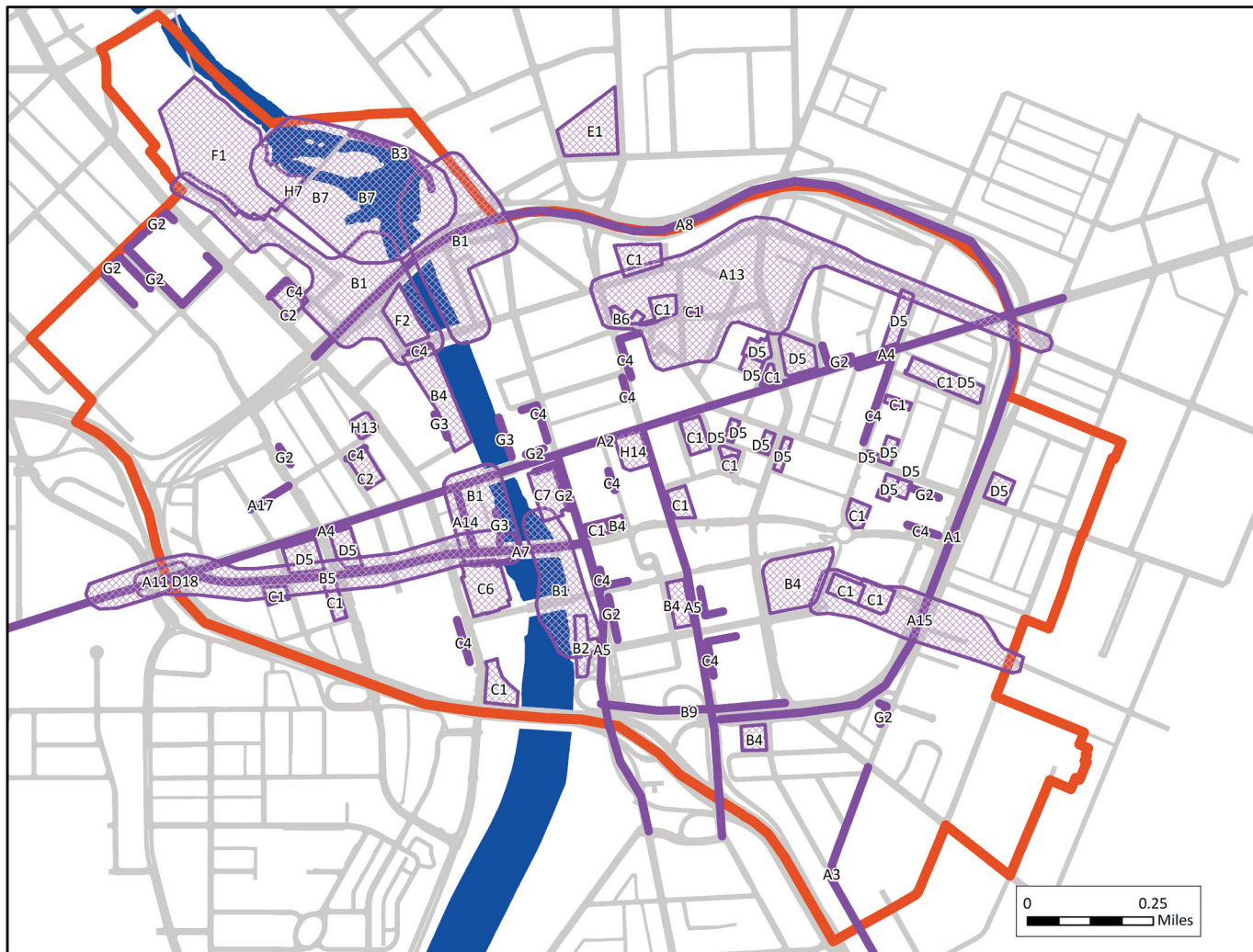
<p><input type="radio"/> 10. Continue to pursue support for 2009 Historic Erie Canal Aqueduct and Broad Street Corridor Master Plan as a long term vision.</p>	<p>■ ■ ■</p>	<p>■</p>	<p>■ □ ■ □ ■ ■ ■</p>
<p><input type="radio"/> 11. Advance legislation requiring public art inclusion in all public projects.</p>	<p>□ □ □</p>	<p>■</p>	<p>■ □ □ □ ■ ■ □</p>
<p><input type="radio"/> 12. Support efforts to establish a youth hostel.</p>	<p>■ ■ □</p>	<p>■</p>	<p>□ ■ □ □ □ □ □</p>
<p><input type="radio"/> 13. Explore the possibility of a ‘water keeper’ or similar non-profit organization to specifically advocate for the Genesee River.</p>	<p>□ □ ■</p>	<p>□</p>	<p>■ ■ □ □ ■ □ ■</p>
<p><input type="radio"/> 14. Create an appropriate setting for City Hall with a new building and public open space at the corner of State and Church.</p>	<p>■ ■ □</p>	<p>■</p>	<p>■ ■ ■ □ ■ □ ■</p>
<p><input type="radio"/> 15. Engage JP Morgan Chase regarding the revitalization and reconfiguration of the open space and underground retail space at the southwest corner of Main and Clinton.</p>	<p>□ □ ■</p>	<p>■</p>	<p>■ □ □ □ ■ □ ■</p>



# Actions Map: Category H Broad Based Initiatives



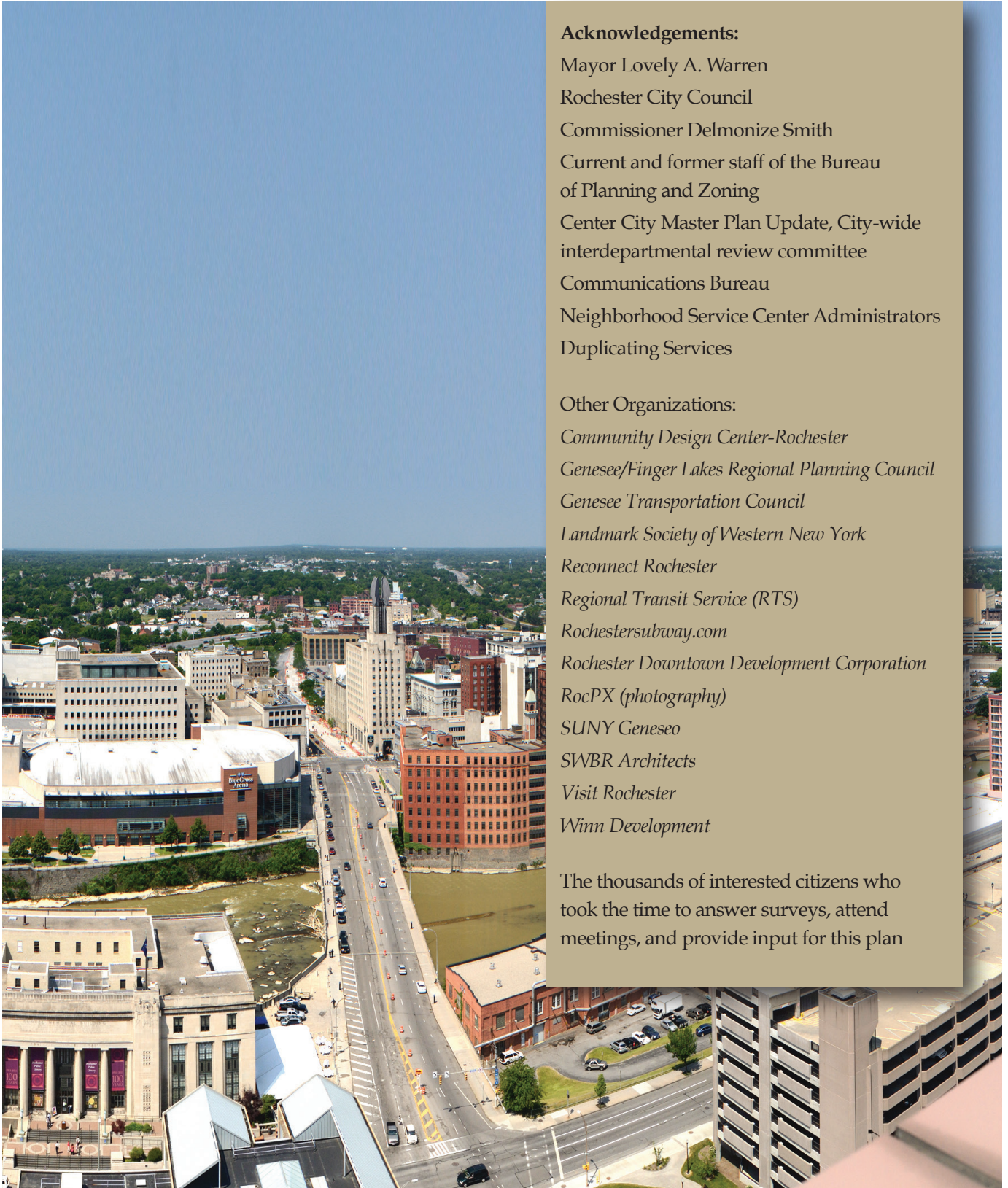
# Actions Map: All Categories











**Acknowledgements:**

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Center City Master Plan Update, City-wide  
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Communications Bureau

Neighborhood Service Center Administrators

Duplicating Services

**Other Organizations:**

*Community Design Center-Rochester*

*Genesee/Finger Lakes Regional Planning Council*

*Genesee Transportation Council*

*Landmark Society of Western New York*

*Reconnect Rochester*

*Regional Transit Service (RTS)*

*Rochestersubway.com*

*Rochester Downtown Development Corporation*

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*SUNY Geneseo*

*SWBR Architects*

*Visit Rochester*

*Winn Development*

The thousands of interested citizens who  
took the time to answer surveys, attend  
meetings, and provide input for this plan



For more information call 311.  
Outside the city call (585) 428-5990.  
[www.cityofrochester.gov](http://www.cityofrochester.gov)