

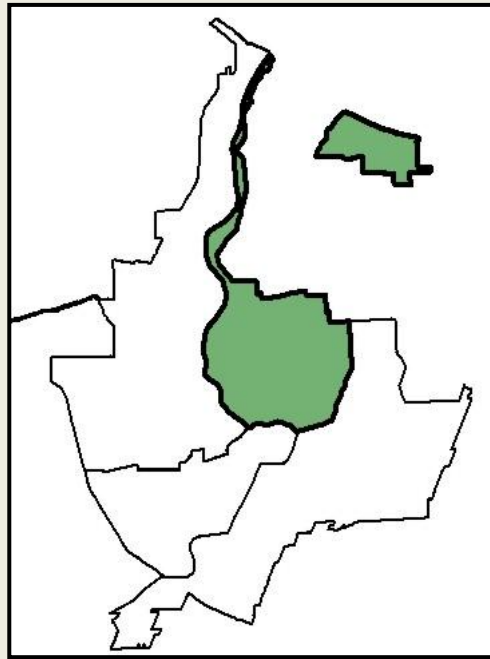


Northeast Quadrant Strategic Plan Status Report

“Highlighting Our Successes”



Department of Neighborhood and Business Development
Bureau of Planning and Zoning
September 2015



Acknowledgements

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Background

In 2009, the City's Department of Community Development, Economic Development Department and Neighborhood Empowerment Teams were re-organized and consolidated into a new single department known as the Department of Neighborhood and Business Development (NBD).

As a part of the consolidation, a team of City staff with various areas of expertise was established for each of the four city quadrants / Neighborhood Service Centers. The purpose of the teams was to implement a "quadrant model" of neighborhood development and service delivery within the city. To achieve this, the teams were tasked with developing strategic plans for their respective areas that would identify and prioritize goals and action steps to proactively promote the stability and growth of city neighborhoods and businesses and strengthen community partnerships.

Completed in 2010, the Northeast Quadrant Strategic Plan identified approximately 50 implementation tasks (containing both broad quadrant-wide strategies as well as specific action items for nine focus areas within the quadrant) that Quadrant Team members and various community partners set out to complete. All of the action items identified in the plan were based on the following five (5) overarching priorities established by the quadrant team to address the area's most pressing issues:

- Public Safety
- Beautification
- Blight Reduction
- Regulatory Compliance
- Capacity Building

The "Strategic Action Plan" clearly outlined the goal of each strategy or task, the quadrant and mayoral priorities addressed, the involved parties that were responsible for carrying out the task, necessary resources, a timeline for implementation and a list of benchmarks to help measure and quantify the success of each strategy or task.

In preparation for an update to the City's comprehensive plan for the first time in over 15 years, the Northeast Quadrant Team initiated a review of its strategic plan to evaluate progress, quantify the outcomes and identify & highlight successes. Over the winter/spring of 2015, the quadrant team utilized a portion of its monthly meeting to review the plan document, discuss current and past efforts & initiatives with community stakeholders, and compile data and information relating to the status of each of the action items identified in the plan.

This document is organized by the Quadrant Team priority that each task addressed, highlights some of the successes of the Northeast Quadrant Strategic Plan and serves as an implementation status report for the tasks identified in the original plan.

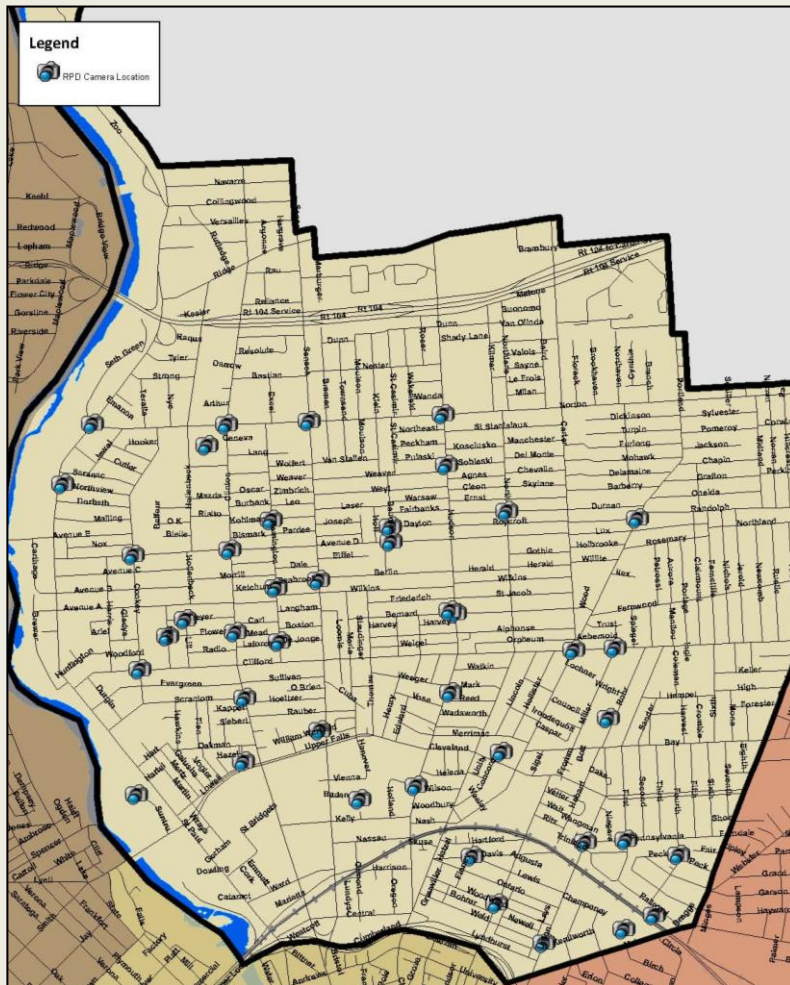
Strategic Action Plan Status Summary

Public Safety

The goal of public safety initiatives contained in the strategic plan was to improve information sharing, identify opportunities for collaboration between RPD and community stakeholders, prevent violence, and deter criminal activity to make the streets of northeast Rochester safer. Public safety initiatives contained within the plan included:

Task 1.9 (Quadrant-wide): Work with stakeholders to identify appropriate locations for additional RPD surveillance cameras.

In 2008, the Rochester Police Department announced the implementation of the Police Overt Digital Surveillance System (PODSS), a crime fighting tool used to increase the protection of citizens and the safety of officers. The RPD initially purchased and installed 50 cameras but has incrementally expanded the system since. Based on nuisance complaints and stakeholder input, the Quadrant Team identified several locations that could benefit from police surveillance cameras and provided that to the Rochester Police Department. As of 2015, the total number of police surveillance cameras city-wide has increased from 50 to 111, 42 of which (or 38%) are located in the Northeast Quadrant (see map).



Task 1.14 (Quadrant-wide): Request Department of Environmental Services (DES) to conduct lighting survey of selected areas.

In an effort to improve the perception of public safety, the Quadrant Team identified four areas for the City's Department of Environmental Services (DES) to conduct lighting surveys to determine the level of ambient street light and its adequacy. The four areas selected were Wilkins St / Berlin St., Sobieski St., the Hudson Avenue business corridor and N. Union St. in the Marketview Heights Neighborhood.

The lighting surveys resulted in the replacement of defective bulbs and select trimming of trees where necessary to allow more light to project down onto the street. New pedestrian scaled lighting was installed as a part of the 2012 North Union St. Streetscape Improvement project, with additional lights installed adjacent to the sidewalks under the rail bridge.

Task 5.7 (Hudson Avenue Corridor): Collaborate with DES to examine feasibility of abandoning Gilmore Street to both improve the operations of Hudson Steel and eliminate illicit activity occurring in the vicinity.

City officials from NBD and DES met with the owners of Hudson Steel, a long time area business to tour their facility, discuss the operational limitations of their site as well as issues of crime and nuisance activity that had been occurring in the area on a regular basis. City DES staff then explored potential alternative re-configurations of the street that would improve site operations for the business, restrict public access (to deter illegal activity that had been occurring), while still providing vehicular access for nearby residents.

The preferred reconfiguration of the proposed street improvement project involves constructing a small connector street at the eastern end of Gilmore that would run south to Merrimac St. This alternative restricts thru traffic from the western end of Gilmore to improve functionality of the Hudson Steel site, while maintaining vehicular access to residents living at the eastern end of the street. The project was placed into the City's Capital Improvement Program and is scheduled to be constructed later in 2015.

Although Hudson Steel vacated its facilities at 420 and 444 Hudson Avenue in 2012, the improvements achieved through the Gilmore-Merrimac Connector Street project will help make the site more functional and improve marketability for future re-sale / re-development of the site.

Task 6.1 (Marketview Heights / FIS Area): Work with Rochester Police Department to locate the Community Policing Unit Trailer in the FIS area.

The Quadrant Team worked with the Rochester Police Department to locate the Community Policing Unit (CPU) Trailer at the corner of Lewis and Scio Streets in the Marketview Heights FIS area to address criminal activity that had been occurring in the area. The primary purpose of the CPU trailer is to establish a neighborhood police presence, provide a venue for residents to report their concerns, obtain a police report for minor crimes and interact with area officers. The CPU trailer was placed at this location for two consecutive summer seasons, providing area residents with an additional public safety resource. According to RPD, overall crime in the area dropped 38% during the time that the trailer was present.

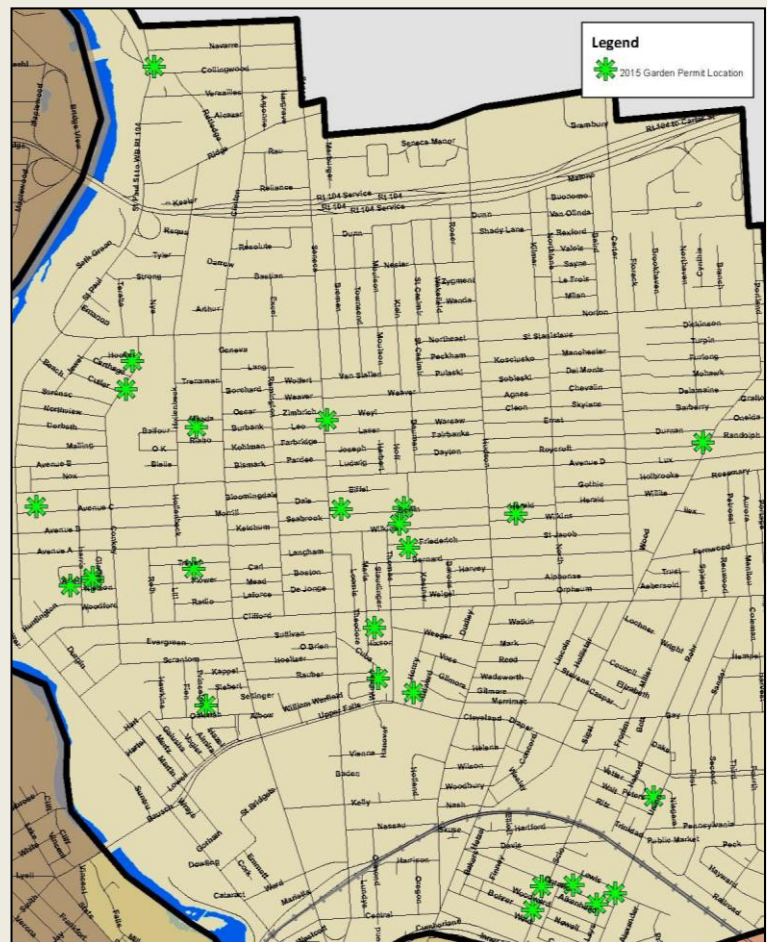
Beautification

Building upon existing efforts such as the City’s annual Clean Sweep and Neighborhood Uplift programs, beautification related tasks and initiatives were included in the strategic plan with the goal of improving the overall physical appearance of the area. Creating attractive commercial centers and residential neighborhoods not only increases the civic pride of the community, but is also vital to attracting new businesses and residents. Beautification related tasks contained within the plan included:

Task 1.2 (Quadrant-wide): Support and encourage neighborhood based beautification efforts / clean – ups and community gardens.

The Quadrant Team worked with various neighborhood groups, block clubs and other community organizations to support and promote “mini clean sweeps” and community gardening through trainings & workshops, providing tools and materials for clean ups such as soil, mulch, garbage bags, etc. on an annual basis. Over 100 “mini clean sweeps” have been held at various locations throughout the quadrant since 2010.

The City Real Estate Division administers the City’s Garden Permit Program where it makes approved city-owned vacant land available for neighborhood based community vegetable and flower gardens. The Quadrant Team promoted this program to various neighborhood organizations and block clubs and as a result, 29 community gardens have been established in the Northeast Quadrant as of June 2015 (see map for locations).



In addition, Rochester was one of four cities nationwide to receive a 2015 Scotts Miracle-Gro GRO-1000 grant that was used to build a community vegetable garden at the Northeast NSC. The garden consists of over 20 raised beds that contain a variety of flowers and vegetables and is often used for community trainings, demonstrations and workshops on a wide-array of gardening topics.

Task 1.3 (Quadrant-wide): Institute bollard fencing program in select areas.

The City of Rochester commonly installs vertical bollards along city-owned vacant lots to create a barrier that restricts vehicular access and prevents illegal dumping after a structure has been demolished. The quadrant team members explored various ways to improve the overall appearance of vacant lot bollards. The concept of installing horizontal pieces of wood to connect the bollards and give the appearance of a decorative fence that could then be painted or include artwork was conceived. The following community garden were selected to implement this concept:



Bollard fencing surrounds the Sofrito Garden on N. Union St.

- Victory Garden (Marketview Heights)
- Remington Street Community Garden
- Sofrito Garden (Marketview Heights)
- Peace Garden (Portland Avenue)

Task 1.5 (Quadrant-wide): Identify ways to reduce litter and Implement an Anti-Litter Campaign.

In an effort to reduce litter, the Neighborhood Service Center secured funding to purchase 40 “Nifty Nabbers” or garbage pick-up devices that enable the user to grab trash from the ground without the need to bend down. The nifty nabbers were distributed to several block clubs and two trainings were offered on how to use them. Block club members regularly use the nifty nabbers at organized community clean-ups and on an as needed basis to keep their streets free of litter and debris.

Approximately 25 new trash receptacles were also placed on the sidewalk along a stretch of Portland Avenue and are routinely emptied by City DES crews. For the past two years, additional seasonal DES crews have provided increased support and maintenance of several other commercial corridors to ensure they remain clean and free of trash and debris.

Despite these efforts, litter reduction / awareness still remains an issue in some areas and there is renewed interest in developing a more prominent “Anti-Litter Campaign” that could potentially include public service announcements on radio, TV, the City’s website, as well as the use of promotional posters and billboards to raise awareness of the impacts of littering and its effect on an area’s quality of life. Additional trash receptacles along corridors and other areas of the public realm should be explored and incorporated into any future litter reduction initiative.

Task 1.10 (Quadrant-wide): Establish a vision for public art and identify locations for placement.

The goal of this initiative was to connect community stakeholders with area artists in order to formulate a cohesive vision for public art in the northeast quadrant. A visioning session was held with City staff and local artists to establish guidelines for public art content and criteria for potential locations for placement.

As a result, an “electric box” art beautification project was initiated. A total of 10 electric boxes throughout the quadrant were painted with various colors and patterns to beautify what is often an unattractive but necessary piece of public infrastructure. A series of large wall murals were also painted on the sides of buildings and under bridge overpasses as part of the city-wide ‘Wall Therapy” art initiative. A large mural at the Rochester Public Market was also completed as a part of this effort.



Large mural at the Rochester Public Market

Task 4.2 (Portland Avenue): Explore possible funding sources for the improvement of North Park Plaza.

City staff from Business and Housing Development met with the owner of a small but popular local strip plaza in need of repairs to discuss possible funding assistance opportunities for physical improvements to the property. The City was able to provide funds to assist the property owner with replacement of the parking lot, including new asphalt, striping and perimeter landscaping in an effort to improve the aesthetic appearance of the plaza. City staff encouraged the plaza owner to pursue future funding opportunities to assist with façade improvements.



North Park Plaza parking lot improvements

Task 5.6 (Hudson Avenue): Approach Optical Gauging to explore options to replacing their fence and improving their streetscape.

In 2010, Northeast Quadrant Team members met with officials at Optical Gauging Products Inc., located at 850 Hudson Avenue, to discuss potential expansion options as well as improvements to their fencing / streetscape along the avenue. City staff worked with Optical Gauging to facilitate the acquisition of adjacent land to allow for an expansion of their parking lot.

In 2013, Optical Gauging acquired the properties and demolished several vacant structures to expand their parking lot. Improvements included new decorative fencing, shrubs, trees and other landscaping amenities, significantly improving the aesthetic appearance of their frontage along Hudson Avenue.



Improved streetscape of Optical Gauging Products Inc. along Hudson Avenue

Blight Reduction

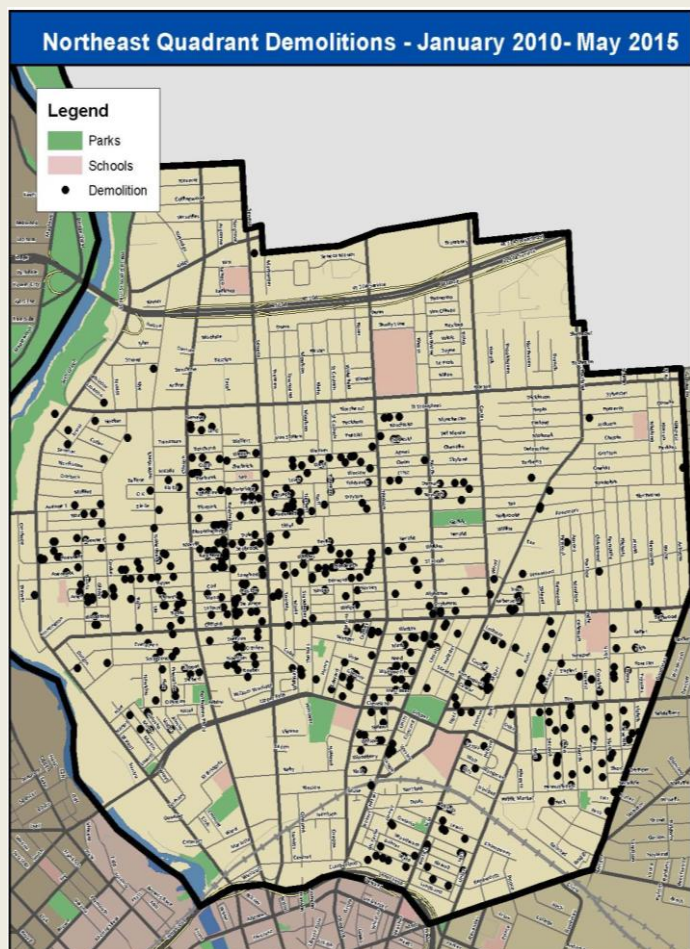
Unsecured abandoned buildings pose a threat to public safety and heavily detract from the overall appearance of a neighborhood. Vacant unkempt lots often serve as illegal dumping sites, a cut-through for pedestrians and attract other potentially dangerous criminal activity. Blight reduction initiatives such as demolition of vacant structures and graffiti removal are an integral part in any revitalization effort and to improve the perception of public safety and help to stabilize the real estate market while improving the overall look and feel of an area. Blight reduction related tasks contained within the plan included:

Task 1.6 (Quadrant-wide): Provide input for the strategic selection and demolition of blighted properties and ensure that vacant structures are secure.

Due to the high concentrations of vacant buildings and empty lots within the Northeast Quadrant, blight reduction was considered a high priority to help stabilize neighborhoods and deter nuisance / criminal activity that is often associated with abandoned buildings. The NSC staff and quadrant team members reviewed a list of both city-owned and private properties deemed to be candidates for demolition. A set of criteria was established to help prioritize the order of demolitions occurring in the northeast. Factors considered were:

- Physical condition of the structure
- Proximity to other vacant lots (for land assembly purposes)
- Proximity to important development projects
- RPD calls for service / nuisance complaints to the NSC

Based on the above criteria, a prioritized list was developed and given to appropriate city demolition program staff. Privately-owned properties identified were placed into the city's "Private Demolition Hearing" process that requires the property owner to meet with City officials and a mediator to discuss issues relating to the property in an attempt to remediate violations and achieve code compliance. If an owner fails to do so in the agreed amount of time, the City proceeds with hiring a contractor to demolish the structure. Efforts to notify neighborhood groups of impending private demolition hearings increased attendance at the hearings and improved the outcomes for most troublesome properties.



In recent years the City of Rochester has accelerated its demolition program to reduce the inventory of dilapidated vacant structures. Between 2010 and May 2015 approximately 1,022 structures have been demolished, 504 of which (or 49%) have been in the northeast quadrant (see map). As a result, vacant lots have been incorporated into adjacent development projects, used for infill housing developments, repurposed for community gardens or sold to an adjacent property owner.

In addition to strategic demolitions, the quadrant team also worked with DES to identify, prioritize and secure vacant properties that were the source of repeated nuisance complaints and criminal activity by utilizing the “enhanced board up” process. This involves securing several layers of plywood over all window or door openings to prevent break-ins.

Task 1.11 (Quadrant-wide): Identify strategic areas for Neighborhood Uplifts and Clean Sweep.

As part of an overall blight reduction strategy, the Northeast Quadrant utilized the City’s “Neighborhood Uplift” program and organized several other neighborhood clean ups. The Uplift program, a joint effort between several City and other community partners, focuses efforts in a specific geographic area to deal with a wide array of quality of life issues. This multi-jurisdictional approach consists of City DES crews addressing overgrown grass, trees and shrubs, removing litter and graffiti, and other improvements to the public realm.

A representative from New York State Parole and Probation make visits to clients living in the area, Rochester Gas & Electric identifies and removes any illegal service connections while City staff from various departments go door to door passing out fliers on various programs and services available to residents.

The Northeast Quadrant continues to conduct approximately one Neighborhood Uplift per month, supports numerous community “mini sweeps” and is a major contributor to the annual city-wide Clean Sweep.

Task 9.2 (Mildred Johnson Estates): Fund the acquisition of strategic properties for demolition to allow Phase II of Mildred Johnson Estates to proceed.

In 2007, Pathstone Corporation began construction of 23 new single family in-fill homes, known as Mildred Johnson Estates - Phase I in the Maria / Wilkins / Bernard Street area on vacant lots previously owned by the City. Phase II of the project called for an additional 21 affordable new homes to be constructed in the vicinity to build upon the positive momentum as a result of Phase I. Two dilapidated privately owned structures located at 86 Maria St. & 124 Thomas St. posed a significant threat to public safety and heavily detracted from the overall new and improved look and feel of the area.

In 2010, the Northeast Quadrant team voted to allocate a portion of its funds for the acquisition of the two blighted properties by the City so that the continued development of the Mildred Johnson Estates Phase II project could proceed. In 2012, the structures were ultimately acquired and demolished by the City and remain as green space for residents of the Mildred Johnson Estates area.

Regulatory Compliance

Regulatory Compliance refers to the enforcement of and adherence to local building codes, zoning ordinances and business permitting processes and includes activities such as stricter enforcement of code violations including excessive signage, high grass & weeds and blighted buildings with unlivable conditions / obvious structural deficiencies. Regulatory Compliance related tasks contained in the plan included:

Task 1.15 (Quadrant-Wide): Identify top nuisance locations and develop an approach for remediation.

The NE NSC office, in conjunction with the quadrant team and Rochester Police Department identified the top 10 nuisance locations within the quadrant based on calls for service, neighborhood complaints and visual assessments made by quadrant team members. Utilizing a provision in the City Charter commonly referred to as “3-15” which gives the Mayor authority to declare a property as a public nuisance and issue an order to vacate. As of June 2015, approximately 33 property closures have occurred as a result of increased utilization of the 3-15 process.

In addition, a “Good Neighbor Agreement” was developed and incorporated into the City’s Business Permit process, requiring new business owners to meet with area NSC Administrators and sign an eight point pledge to keep their business free of nuisance activity.

Task 3.2 & 3.3 (North Street Business Corridor): Conduct review of zoning history for 450-500 North Street; Assist property owner to bring existing land use into code compliance.

Northeast Quadrant team members met with property and business owners in the 400 block of North Street to discuss ways to resolve long standing code compliance issues associated with particular properties. City staff from the Bureau’s of Planning & Zoning, Inspection & Compliance and Neighborhood Preservation provided assistance to property and business owners in order to help navigate them through the appropriate approval processes in order to legalize uses, abate code violations and implement site improvements. As a result, several properties with long-standing code violations were brought into compliance.

Task 5.4 (Hudson Avenue Corridor): Re-examine the Hudson Avenue Placeholder Strategy to consider allowing commercial use, and if feasible, initiate the re-zoning process.

When the City updated its zoning code in 2003, portions of several corridors containing marginal commercial uses were down-zoned to R-1 (Low Density Residential), the most restrictive district, as a placeholder strategy to prevent undesirable uses from being established within these areas until further analysis was conducted. A portion of Hudson Avenue between Clifford Avenue and Upper Falls Boulevard remains R-1, preventing some properties built for specific commercial uses from being re-occupied.

In April 2015, the City of Rochester was awarded a \$50,000 grant that will evaluate the effectiveness of the zoning placeholder strategy and make recommendations for potential

changes to the zoning district boundary map and/or associated zoning code regulations for these areas.

Task 10.2 (CONEA): Encourage the re-orientation of Rochester Fixtures' main entrance to address illegal parking issue.

City staff met with the owner of Rochester Fixtures, a restaurant supply business located on North Street, to discuss potential solutions to traffic / parking conflicts that had been occurring in front of their store due to limited on-site parking. Customers and delivery trucks would often park along North Street, blocking thru traffic from passing by which frequently caused traffic jams.

The City assisted the owner with obtaining several temporary mobile "No Parking" signs that were placed along the curb in front of their storefront. The City has also made some parking available at the Gantt Community Center across the street. The signs act as a deterrent for illegal standing and the additional parking spaces made available have improved the traffic / parking conflicts at this location.



Portable "No Parking" signs in front of Rochester Fixtures' entrance along North Street alleviate traffic conflicts

Capacity Building

The quadrant team recognized the need for greater collaboration, communication, and technical development among community stakeholders, organizations and various City departments. Capacity building efforts on behalf of the City include providing technical assistance and support to grass roots efforts, education / training and grant writing workshops as well as meeting facilitation. Capacity building initiatives included in the plan promote collaboration and a sense of shared responsibility between the City and community stakeholders and include:

Task 2.4 (North Clinton Avenue): Conduct outreach with businesses regarding area concerns / communication of new developments along the corridor.

In advance of a major streetscape improvement and revitalization effort along a portion of N. Clinton Avenue known as “La Avenida”, City staff from the Bureau of Business & Housing Development and the Neighborhood Service Center conducted three corridor walks to inform area residents and business owners about the project. The outreach also included passing out brochures about the City’s Façade Improvement Program, explaining the City’s Business Permitting process and advising business owners on code compliance issues relating to signage and parking.



In 2015, construction will begin on phase II of the “La Avenida” Streetscape Improvement Project which will incorporate similar public realm improvements along the northern section of the corridor including improved sidewalks, crosswalks and on-street bicycle accommodations.

Neighborhood Service Center staff continues to meet and communicate with area business owners along the Avenue on an as-needed basis to ensure the lines of communication remain open and that pertinent information regarding new developments in the area are disseminated.

Task 5.2 (Hudson Avenue Corridor): Assist with the implementation of the Four Part Planning Process.

City Staff from the Bureau of Business and Housing Development worked in conjunction with the Hudson Avenue Business Association (HABA) to engage in a four part planning process for revitalization of the Hudson Avenue Corridor. Area residents, business owners and other vested stakeholders participated in a process to identify the area’s strengths, weaknesses, opportunities and constraints. As of 2015, Parts I & II have been completed while parts III & IV have not yet begun due to lack of additional funding. Once complete, the four part process will result in a revitalization plan with specific action items identified for successful implementation.

Task 6.2 (Marketview Heights FIS): Work with community partners to support the implementation of Marketview Heights Collective Action Project (MCAP) and the City’s Focused Investment Strategy (FIS).

Northeast Quadrant team members collaborated with community partners in the Marketview Heights neighborhood to support implementation of the Marketview Heights Collective Action Project (MCAP), a grass roots planning and neighborhood revitalization effort as well as to help implement action items outlined in the City’s Focused Investment Strategy (FIS). Accomplishments include implementation of the Market Arts project that included enhancement of the public realm with the installation of murals and decorative painting of electric boxes. A neighborhood walking route was established as a part of the “Rochester Walks!” initiative in an effort to build relationships among area residents and encourage a healthy and active lifestyle.

To intensify revitalization efforts in this area, the Northeast Quadrant team proposed an Urban Renewal District for Marketview Heights that would aid in the implementation of recommendations from the Focused Investment Strategy. The Urban Renewal District (URD) designation was ultimately approved by City Council in 2011. An urban renewal planning process followed that included extensive public outreach which laid the groundwork for recommendations included in the Marketview Heights Urban Renewal Plan. The plan was officially adopted by City Council in December 2014 and will serve as a guide for the implementation of future development and revitalization efforts for this area.

Task 8.2 (Project Hope): Work with community partners to support the implementation of Project HOPE.

The Northeast Quadrant Team worked closely with community partners to assist in revitalization efforts and support the implementation of Project HOPE, an initiative designed to empower children and families in the community through advocacy, education and support services.

City staff assisted Project HOPE with developing the “Sofrito Garden”, a community garden used to grow fresh vegetables at the intersection of Clifford and Conkey Avenues. The garden is tended to by area residents and children and serves as an educational and community building experience centered on growing and harvesting fresh produce.



On the adjacent corner, the Genesee Land Trust developed a neighborhood pocket park complete with playground and passive recreational opportunities. In 2012, the City of Rochester completed the El Camino Trail which is located directly adjacent to the pocket park. The trail and park serve as a neighborhood gathering place and is seen as a major asset in the area, attracting children and families from throughout the neighborhood.





The Quadrant Team also provided technical support and assistance on the El Camino Estates project (pictured below), the new construction of twenty five single family affordable rental homes on clustered sites along Conkey Avenue and Woodford St (pictured below).

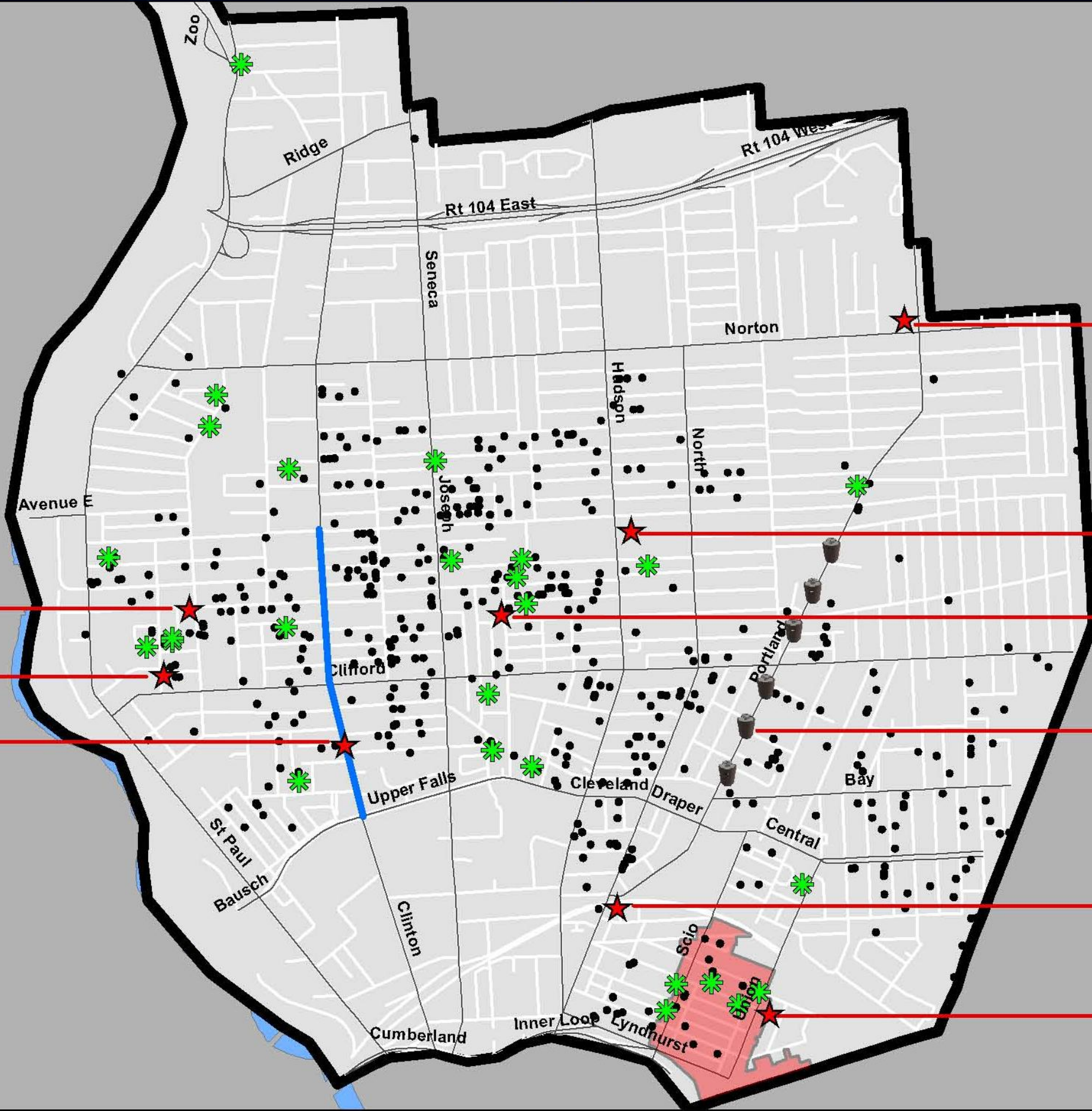


Northeast Quadrant Strategic Plan Initiatives & Accomplishments



Legend

-  Community Garden
-  Structure Demolished
-  Marketview URD



El Camino Estates Assistance

Sofrito Garden (Project HOPE)

La Avenida Streetscape Improvement / Business Outreach

North Park Plaza Parking Lot Improvements

Facilitation of Site Improvements to Optical Gauging's Streetscape

Funds provided for property acquisition to support Mildred Johnson Estates Project

New trash receptacles along Portland Avenue

Assisted Business Owners with resolving long standing violations to achieve code compliance

Marketview Heights Urban Renewal District



A complete list of all strategies / action items and their status can be found in the table below:

Task #	Focus Area	Strategy / Action Item	Benchmarks	Outcome	Completion Status
1.1	Quadrant-wide	Identify neighborhood and business corridor focus areas	Focus Areas Identified	Corridor / Neighborhood Assessment of focus areas	100% Complete <input checked="" type="checkbox"/>
1.2	Quadrant-wide	Encourage Clean Ups/ Community Gardens	3 new gardens / 10 clean-ups	Establish & maintain community gardens	100% Complete <input checked="" type="checkbox"/>
1.3	Quadrant-wide	Institute bollard fencing program in select areas	5 bollard fencing installations	Bollard fencing installation at 3 gardens	60% Complete Ongoing
1.4	Quadrant-wide	Encourage Partnerships between Bus. Assoc. and Neigh. Organizations	Hold 4 joint meetings annually	(2) Joint meetings held	50% Complete Ongoing
1.5	Quadrant-wide	Develop / Implement Anti-Litter Campaign	Distribute Nifty Nabbers / Hold BC trainings	(40) Nifty Nabbers Distributed / (2) trainings held	100% Complete Ongoing
1.6	Quadrant-wide	Provide input for strategic demolitions / Secure vacant houses	Identify and prioritize demo candidates	Targeted demolition of problem properties	100% Complete Ongoing
1.7	Quadrant-wide	I.D. and prioritize potential sites for Project Green w/ community input	ID, analyze & prioritize potential locations	Project Green pilot area selected	100% Complete <input checked="" type="checkbox"/>
1.8	Quadrant-wide	Establish Criteria for allocating Quad Team funds for special projects	Establish criteria for funding / voting process	Criteria & voting process established for funding projects	100% Complete <input checked="" type="checkbox"/>
1.9	Quadrant-wide	Work with stakeholders to ID locations for addtnl RPD cameras	Install more camera's / utilize mobile camera	17 additional RPD camera's / 5 mobile camera uses	100% Complete Ongoing
1.10	Quadrant-wide	Establish a vision for public art and ID locations for placement	Beautification of 8 elec. boxes / 2 murals	Wall therapy project, 8 elec. Boxes painted, 2 murals	100% Complete <input checked="" type="checkbox"/>
1.11	Quadrant-wide	Identify areas to conduct Neighborhood Uplifts and Clean Sweep	5 Uplifts per year / 1 Clean Sweep per year	(25) Uplifts, 4 Clean Sweeps, 100 mini clean sweeps	100% Complete Ongoing
1.12	Quadrant-wide	Conduct evaluation of the effectiveness of Neighborhood Uplifts	Evaluation Tool / Analysis of results	Analysis never started / Uplifts are evolving	0% Complete Ongoing
1.13	Quadrant-wide	Promote PAC-TAC in an effort to increase resident participation	5 promotional presentations / trainings	Some recruitment efforts, low turn out	50% Complete Ongoing
1.14	Quadrant-wide	Request DES to conduct lighting survey of selected areas	Select 4 areas and conduct lighting survey	4 Areas Identified and lighting surveys conducted	100% Complete <input checked="" type="checkbox"/>
1.15	Quadrant-wide	Identify top nuisance locations / develop approach for remediation	# of 3-15's, code enforcement actions/ closings	33 Closures as a result of 3-15 proceedings	100% Complete Ongoing
1.16	Quadrant-wide	Encourage large area employers to create a EAHI for employees	Implementation of 3 EAHI / Increase owner occ.	Attempts have been made, not much interest	0% Complete Ongoing
2.1	N. Clinton Ave.	Conduct corridor assessment to ID issues/problems	List of problem properties / ID solutions	(4) Problem properties ID'd / 8 solutions ID'd	100% Complete <input checked="" type="checkbox"/>
2.2	N. Clinton Ave.	Conduct parcel by parcel conditions analysis	Comprehensive report outlying priorities	N. Clinton Ave. Condition's Analysis Report	100% Complete <input checked="" type="checkbox"/>
2.3	N. Clinton Ave.	Engage in the V.E.D.A. four part process	Updated plan based on Conditions Analysis	4 part planning process completed	100% Complete <input checked="" type="checkbox"/>
2.4	N. Clinton Ave.	Conduct outreach w/ business regarding concerns/ new developments	Conduct 3 corridor outreach walks	Walks held on 4/23/10, 7/16/10, & 9/14/10	100% Complete <input checked="" type="checkbox"/>
3.1	North St.	Encourage re-emergence of the North Street Business Association	Establishment of a normal meeting schedule	Initially successful, currently not meeting regularly	50% Complete Ongoing
3.2	North St.	Conduct review of zoning history of 450-500 North Street	Conduct site assessment / review of zoning	City staff review of zoning history, site visit	100% Complete <input checked="" type="checkbox"/>
3.3	North St.	Assist owner to bring existing land use into compliance	Achieve C of O compliance for owner	Long standing issues resolved/ brought into compliance	100% Complete <input checked="" type="checkbox"/>
3.4	North St.	Work with business owners to ensure compliance	Meet with area business owners re: compliance	3 business permits issued increasing compliance rates	100% Complete <input checked="" type="checkbox"/>
4.1	Portland Ave.	Conduct corridor assessment to ID issues/problems	List of problem properties / ID solutions	(13) problem properties ID'd / (8) solutions ID'd	100% Complete <input checked="" type="checkbox"/>
4.2	Portland Ave.	Explore possible funding sources for the improvement of N. Park Plaza	ID funds / Improve Plaza / Create Façade Prog.	Assistance provided / plaza parking lot improvements	50% Complete Ongoing
4.3	Portland Ave.	Collaborate with DES to ID locations for additional trash receptacles	DES Assessment for # & location of receptacles	(10) receptacles placed along corridor	100% Complete <input checked="" type="checkbox"/>
4.4	Portland Ave.	Explore opportunity to collaborate w/ RTS to install bus shelters	Initiate discussion with RTS re: addtnl shelters	RTS explored locations that meet criteria for shelters	100% Complete <input checked="" type="checkbox"/>
5.1	Hudson Ave.	Conduct corridor assessment to ID issues/problems	List of problem properties / ID solutions	(11) problem properties ID'd / (9) solutions ID'd	100% Complete <input checked="" type="checkbox"/>
5.2	Hudson Ave.	Assist with the implementation of the Four Part Planning Process	Conduct 4 part planning process	Parts I & II complete, Parts III & IV not undertaken	50% Complete Ongoing
5.3	Hudson Ave.	Collaborate with DES to ID locations for additional trash receptacles	DES Assessment for # & location of receptacles	(10) receptacles placed along corridor	100% Complete <input checked="" type="checkbox"/>
5.4	Hudson Ave.	Re-examine Hudson Ave. Zoning Placeholder Strategy	Explore re-zoning / increase commercial activity	Funds secured for study of Placeholder Zoning	50% Complete Ongoing
5.5	Hudson Ave.	Explore the re-development of the former Pulaski Library	Provide technical assistance to G14621	Roof repaired / group interested in bldg redevelopment	50% Complete Ongoing
5.6	Hudson Ave.	Approach Optical Gaging to explore options to replace existing fence	Meet w business / improve streetscape of site	Installation of decorative fencing and landscaping	100% Complete <input checked="" type="checkbox"/>
5.7	Hudson Ave.	Collaborate with DES to examine feasibility of abandoning of Gilmore St.	Tour facility / explore ROW abandonment	Funds identified / minor street improvements	100% Complete Ongoing
6.1	Marketview FIS	Work with RPD to locate CPU in the FIS area	Placement of CPU trailer in FIS area	CPU trailer placed at corner of Scio and Ontario St.	100% Complete <input checked="" type="checkbox"/>
6.2	Marketview FIS	Support the implementation of MCAP	3 meetings w stakeholders / Art Wall Project	(3) meetings held / mural art installation under railroad	100% Complete <input checked="" type="checkbox"/>
6.3	Marketview FIS	Support existing FIS plan	Coordination between FIS & Quad Teams	Regular updates on FIS progress @ Quad Team Meetings	100% Complete Ongoing
7.1	Lefrois / Dunn	Conduct neighborhood assessment to ID issues/problems	List of problem properties / ID solutions	(3) problem properties ID'd / (6) solutions ID'd	100% Complete <input checked="" type="checkbox"/>
7.2	Lefrois / Dunn	Work with residents to establish priorities and identify goals	List of neighborhood priorities and goals	No outcome	0% Complete
7.3	Lefrois / Dunn	Examine opportunities for small scale residential rehab and sidewalks	Research rehab program funding source	No outcome	0% Complete
7.4	Lefrois / Dunn	Develop and promote an Aging in Place initiative	Implement Aging in Place Initiative	No outcome	0% Complete
7.5	Lefrois / Dunn	Examine possible funding to repair/replace fence around Franklin H.S.	Identify funding source; replace or repair fence	No outcome	0% Complete
8.1	Project Hope	Conduct neighborhood assessment to ID issues/problems	List of problem properties / ID solutions	Prioritization of city owned properties for demolition	100% Complete Ongoing
8.2	Project Hope	Support implementation of Project HOPE	3 joint meetings with stakeholders	Collaboration & support of Project Hope Implementation	100% Complete Ongoing
9.1	Mildred Johnson	Conduct neighborhood assessment to ID issues/problems	List of problem properties / ID solutions	Prioritization of city owned properties for demolition	100% Complete <input checked="" type="checkbox"/>
9.2	Mildred Johnson	Fund Re-acquisition of strategic properties for demolition	Hold vote to release quad team funds	Use of quad team \$ to fund acquisition & demolitions	100% Complete <input checked="" type="checkbox"/>
10	CONEA	Support implementation of Bridges to Wellness	Establish a work plan for grant implementation	Technical assistance provided	100% Complete <input checked="" type="checkbox"/>
10.2	CONEA	Encourage the re-orientation of Rochester Fixture's main entrance	Meet with property owner / ID funds	Parking area re-orientation alleviated issues	100% Complete <input checked="" type="checkbox"/>

Strategic Action Plan Items Not Completed

Task 1.4 (Quadrant-wide) Encourage partnerships between Business Associations and Neighborhood Organizations.

Although some block club members and neighborhood association stakeholders occasionally attend business association meetings, no formal mechanism has been established for regular joint meetings of this nature. This concept should be explored further to ensure that the lines of communication remain open between neighborhood organizations and business associations.

Task 1.12 (Quadrant-wide) Conduct an evaluation of the effectiveness of the Neighborhood Uplift Program.

Due to the multi-jurisdictional nature of the Neighborhood Uplift Program, efforts to compile data and evaluate its effectiveness have proven to be difficult. It is recommended that a tracking mechanism be developed and maintained to evaluate and quantify the results of these efforts moving forward.

Task 1.13 (Quadrant-wide): Promote PAC-TAC in an effort to increase resident participation.

The Rochester Police Department and Neighborhood Service Center staff held two promotional presentations on the PAC-TAC program in an effort to increase participation among area residents. Despite these recruitment efforts, turn out at the meetings was very low and as a result, very few new participants were added to the program at the time.

However, with the recent re-organization of the Rochester Police Department from a two section model back to a neighborhood based section model, there may be a renewed interest from neighborhood organizations, block clubs and residents to participate in the program, making a renewed effort to increase participation worth pursuing.

Task 1.16 (Quadrant-wide): Encourage large area employers to create an EAHI for employees.

In an effort to increase home ownership within the quadrant, the intent of this task was to encourage large area employers to institute an Employee Assisted Housing Initiative (EAHI). This type of program provides incentives to employees to purchase a nearby home by providing financial assistance in the form of grants to assist with down payments and closing costs. Although a few employers were approached, there haven't been any EAHI established to date.

Task 7.2 (Lefrois / Dunn - Nester): Work with residents to establish priorities and goals.

Task 7.3 (Lefrois / Dunn - Nester): Examine opportunities available to encourage small scaled property rehabilitation.

Task 7.4 (Lefrois / Dunn - Nester): Collaborate with neighborhood groups to develop and promote an aging in place initiative.

Task 7.5 (Lefrois / Dunn - Nester): Explore possible funding sources to repair, repaint or replace sections of the fence along Hudson Avenue that surrounds Franklin High School.

The Lefrois / Dunn-Nester area is characterized by a primarily single family residential area with strong block club participation among its residents. This was identified as a focus area to ensure continued neighborhood stability and promote the success that resident participation and active community engagement can achieve.

Although there were initial efforts to collaborate with neighborhood stakeholders to establish priorities and initiate the above tasks, funding cuts to several housing related programs significantly hindered progress.

Next Steps

The comprehensive plan update process (set to begin in the Fall 2015) will include an extensive public outreach component, organized by geographic areas that will roughly follow the quadrant boundaries. “Planning Area Committees” consisting of city staff and community stakeholders will be formed and several public meetings for residents will be held to identify area assets, opportunities, issues and concerns.

This process will produce a variety of work products including an analysis of strengths, weaknesses, opportunities and threats (SWOT), a conceptual land use map that will help identify appropriate future land uses for each respective “planning area”, as well as updated demographic data for each respective area that can then be used by each quadrant team as a basis for updating their strategic plans with new priorities and action items.

This status report serves as an evaluation of the Northeast Quadrant Team strategic plan efforts to date and will be reviewed as a part of the comprehensive plan update process.

Northeast Neighborhood Service Center – 500 Norton Street

