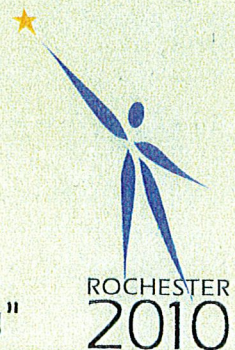


# SECTOR **7** ACTION PLAN



"Vital Avenues for Living"





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# Introduction

Since 1993, the Neighbors Building Neighborhoods (NBN) process resulted in citizens preparing and implementing their respective sector action plans. This effort is a collaboration between the City of Rochester and the NBN Sector groups. Citizens, sector groups, community partners, and the City Administration worked collectively to share responsibility and play an active role in accomplishing the NBN goals. Over the years, NBN has received many national awards and is the subject of various publications.

In July, 1999, the City of Rochester initiated the Neighbors Building Neighborhoods (NBN2) Update Process to amend the original Sector Action Plans. As a result, each sector area began a process of updating their original plans. The Update Process is designed to be implemented over a two year period. The shorter time frame allows more opportunities to include new activities and to respond to the changing needs in the sector area.

The NBN2 Sector Action Plans include: an original or amended vision statement; a list of the sector area committee structure; an inventory of the sector community assets; and an action plan chart that summarizes the kinds of activities the city, sector area and other responsible partners will be engaged in over the 18-month implementation phase. The respective plans were accomplished solely by citizens with city staff providing a resource and support role. Each activity was reviewed and approved for implementation by city departments.

The activities found in the respective plans reflect the vision of the City's new comprehensive plan, "Rochester 2010: The Renaissance." The goals found in the sector plans also reflect RESPONSIBILITY to strengthen our community through citizen involvement; an OPPORTUNITY to create strategies and activities that exhibit creativity, inventiveness, and vision; and a COMMUNITY engaged in a process for achieving the vision and support to become a Renaissance City of the 21st Century.



# Sector 7 Vision Statement

The neighbors of Sector 7 draw strength from their diverse cultures, life styles and income levels, and include home owners, business owners and renters. Together, they comprise a community in which the private and public sectors work in collaboration to create livable urban villages.

Sector 7's "Main Streets" are its Avenues - University, East, Park and Monroe. These must continue to be recognized and nurtured as unique and vital centers for urban living and cultural activity.

Preserving historically significant buildings and traditional land use is a vital step in protecting the character and well being of our urban neighborhoods. We encourage the intermixing of business and residence, a working philosophy consistent with the history of the City of Rochester and with other thriving metropolitan centers.

Locally owned businesses are the cornerstone of our community; they enhance both the ambiance and the economy of the area. In addition, Sector 7's many museums, galleries, performance spaces and parks create "neighborhoods of the arts", attracting tourists--an animated urban center of historic significance, beauty and distinction.



# Sector 7 Committee Structure

COMMITTEE MEMBER	SECTOR AFFILIATION
Cynthia Silver (Sector Leader)	Park Avenue Neighborhood
Jennifer Plunkett (Sector Co-Leader)	Monroe Avenue Merchants Association
Nancy Hahn	Gould Street Neighborhood Association
Sam Abrams	Sector Business Owner
Roy Baldwin	East Avenue Neighborhood
Ira Besdansky	Monroe YMCA
Kim Black	Park Avenue Neighborhood
Renee and Frank Carpenter	East Avenue Neighborhood
Carrie Cleveland	Park Avenue Neighborhood
Sally Combs	Cobb's Hill Neighborhood
Eli Diamond	Park Avenue Neighborhood
Margaret Dunlay	East Avenue Neighborhood
Alfred Ernst	East Avenue Neighborhood
Barbara Fox	Atlantic-University Neighborhood
Maria Furguele	East Avenue Neighborhood
Michelle Hall	Pearl-Meigs-Monroe Neighborhood
Josh Herz	Park Avenue Neighborhood
Volena Howe	Park Avenue Neighborhood
Earl Kage	LaFayette Neighborhood Association
Jackie Katz	Atlantic-University Neighborhood
Moira Lempeler	Pearl-Meigs-Monroe Neighborhood
Maria Lipa	Alexander Merchants Association
Linda Magi	Wadsworth Square Neighborhood



COMMITTEE MEMBER	SECTOR AFFILIATION
Eileen Mance	Merriman Street Association
Paul Manzella	Pearl-Meigs-Monroe Neighborhood
Richard Margolis	Neighborhood of the Arts
Sharon Mattson	Benton St. Neighborhood Association
David Merkel	Volunteer
Hugh Mitchell	Pinnacle Hill Neighbors
Joni Monroe	Upton Park Neighborhood Association
Alan Oberst	Neighborhood of the Arts
Karen Olsen	Renaissance 2010 Stewardship Council
Lisa Onoff	Pearl-Meigs-Monroe Neighborhood
Barry Pulam	Prince Street Neighborhood Association
George Parker	Ellwanger-Barry Neighborhood
Jenny Peer	Upper Monroe Neighborhood Association
Judy Peer	Monroe Branch Library
Tim Raymond	Wadsworth Square Neighborhood
Kerry Regan	Park Avenue Neighborhood
Douglas Rice	Atlantic-University Neighborhood
Chris Reynolds	Park Avenue Neighborhood
Dennis Ritchie	Upper Monroe Neighborhood
Peter Romeo	Park Avenue Neighborhood
Marilyn Rosche	Upper Monroe Neighborhood
Vicki Ryder	Park Avenue Neighborhood
Grace Seiberling	Upper Monroe Neighborhood
Bryan Starsky	Park Avenue Neighborhood
Ed and Carol Steinberg	LaFayette Park Neighborhood



COMMITTEE MEMBER	SECTOR AFFILIATION
John Thomas	Upper Monroe Neighborhood
Victor Vinkey	Village Gate Business Owner
Larry Wagemaker	Park Avenue Neighborhood



# Sector 7 Asset Inventory List

CATEGORY	COMMUNITY ASSETS	CONTACT INFORMATION
Banks	Chase Manhattan Bank	560 Monroe Avenue Rochester, NY 14607
	Fleet Bank	671 Park Avenue Rochester, NY 14607
	Genesee Federal Credit Union	713 Monroe Avenue Rochester, NY 14607
Businesses	Aaron's Alley	669 Monroe Avenue Rochester, NY 14607
	Casablanca Boutique	676 Monroe Avenue Rochester, NY 14607
	Gutenberg Books	675 Monroe Avenue Rochester, NY 14607
	Naughty & Nice	669 Monroe Avenue Rochester, NY 14607
	Beadesign's	664 Monroe Avenue Rochester, NY 14607
	Big Boyz Music	662 Monroe Avenue Rochester, NY 14607
	Brownbag Bookshop	678 Monroe Avenue Rochester, NY 14607
	Mercury Posters	1 Sumner Park Rochester, NY 14607
	Mailbox Etc.	620 Park Avenue Rochester, NY 14607
	City Newspaper	250 N. Goodman Street Rochester, NY 14607



CATEGORY	COMMUNITY ASSETS	CONTACT INFORMATION
Merchant Associations	Park Avenue Merchants Association C/O Park Place Deli	657 Park Avenue Rochester, NY 14607
	Monroe Avenue Merchants Association C/O Aaron's Alley	669 Monroe Avenue Rochester, NY 14607
	Oxford Square Merchant Association	86 Lansdale Street Rochester, NY 14620
	East End Business Association C/O Richmond's	21 Richmond Street Rochester, NY 14607
	Village Gate Business Association C/O Gateway & Co.	277 North Goodman Street Rochester, NY 14607
	Alexander Merchants C/O Crescent Moon Bakery	277 Alexander Street Rochester, NY 14607
Neighborhood Associations	Atlantic-University Neighborhood Association	29 Carlton Street Rochester, NY 14607
	Barrington Street Neighborhood Association	65 Barrington Street Rochester, NY 14607
	Becan Neighborhood Association	44 Birch Crescent Rochester, NY 14607
	Canterbury-Harvard Neighborhood Association	483 Harvard Street Rochester, NY 14607
	Citizens Association for East Avenue	52 Oliver Street Rochester, NY 14607
	Douglas-East-Hawthorne Neighborhood Association	8 East Blvd. Rochester, NY 14607
	East of Union Neighborhood Association	7 Lawrence Street Rochester, NY 14607
	Eastside Landlord/Resident Neighborhood Association	P.O. Box 10152 Rochester, NY 14610
	Gould Street Neighborhood Association	235 Gould Street Rochester, NY 14607
	Harper Neighborhood Association	61 Wilmer Street Rochester, NY 14607



CATEGORY	COMMUNITY ASSETS	CONTACT INFORMATION
	Hillside/Winton Neighborhood Association	476 Hillside Avenue Rochester, NY 14610
	LaFayette Park Neighborhood Association	8 LaFayette Park Rochester, NY 14607
	Merriman Street Neighborhood Association	95 Merriman Street Rochester, NY 14607
	Monroe-Richard Neighborhood Association	129 Boardman Street Rochester, NY 14607
	Nunda Blvd. Neighborhood Association	86 Nunda Blvd. Rochester, NY 14607
	Oxford Mall Neighborhood Association	267 Oxford Street Rochester, NY 14607
	Park Central Neighborhood Association	196 Brunswick Street Rochester, NY 14607
	Park-Meigs Neighborhood Association	326 Park Avenue Rochester, NY 14607
	Pearl-Meigs-Monroe Neighborhood Association	42 Woodlawn Street Rochester, NY 14607
	Priem-Linwood Neighborhood Association	5 Linwood Street Rochester, NY 14607
	Prince Street Neighborhood Association	21 Prince Street Rochester, NY 14607
	Richmond-Alexander Neighborhood Association	94 Richmond Street Rochester, NY 14607
	Rundel Park Neighborhood Association	21 Rundel Park Rochester, NY 14607
	South East Loop Citizen's Advisory Group	345 Westminster Road Rochester, NY 14607
	Upper Monroe Neighborhood Associations	116 Crossman Terrace Rochester, NY 14607



CATEGORY	COMMUNITY ASSETS	CONTACT INFORMATION
	Upton Park Neighborhood Associations	30 Upton Park Rochester, NY 14607
	Wadsworth Square Neighbors	153 Griffith Street Rochester, NY 14607
	Westminster Rd./East Avenue to Park Avenue Neighborhood Group	94 Westminster Rd. Rochester, NY 14607
Churches	Barber African Methodist Episcopal Church	550 Meigs Street Rochester, NY 14607
	Immanuel Baptist Church	815 Park Avenue Rochester, NY 14607
	Baha'i Assembly of Rochester	693 East Avenue Rochester, NY 14607
	Rochester Zen Center	7 Arnold Park Rochester, NY 14607
	First Church Of Christ Scientist	440 East Avenue, Rochester, NY 14607
	Street Paul's Episcopal Church	25 Westminster Rd. Rochester, NY 14607
	Religious Society of Friends	41 Westminster Rd. Rochester, NY 14607
	Church of the Covenant	159 Alexander Street Rochester, NY 14607
	Asbury First United Methodist Church	1050 East Avenue Rochester, NY 14607
	Rochester Urban Center	20 Amherst Street Rochester, NY 14607
	Protection of the Mother of God Church	460 East Avenue Rochester, NY 14607
	Greek Orthodox Church of the Annunciation	962 East Avenue Rochester, NY 14607
	Third Presbyterian Church	4 Meigs Street Rochester, NY 14607
	Church of the Blessed Sacrament	534 Oxford Street Rochester, NY 14607



CATEGORY	COMMUNITY ASSETS	CONTACT INFORMATION
Human Service Agencies	Center for Youth Services	905 Monroe Avenue Rochester, NY 14607
	Compeer Program	259 Monroe Avenue Rochester, NY 14607
	Crisis Pregnancy Center	261 Alexander Street Rochester, NY 14607
	East House	259 Monroe Avenue Rochester, NY 14607
	Autism Services of Rochester	15 Prince Street Rochester, NY 14607
	Operation Friendship	15 Prince Street Rochester, NY 14607
	Case Management Services	15 Prince Street Rochester, NY Rochester, NY 14607
	South East Arts Development (SEAD)	274 North Goodman Street Rochester, NY 14607
	YMCA	797 Monroe Avenue Rochester, NY 14607
	South East Area Coalition (SEAC)	990 S. Clinton Avenue Rochester, NY 14620
	Goodman Gardens	8 N. Goodman Street Rochester, NY 14607
	Lilac Senior Center	243 Rosedale Sreet Rochester, NY 14620
	NYS Department of Social Services	259 Monroe Avenue Rochester, NY 14607
	Planned Parenthood	114 University Avenue Rochester, NY 14607
	Genesee Hospital	Alexander Street Rochester, NY 14607



CATEGORY	COMMUNITY ASSETS	CONTACT INFORMATION
	Work Scholarship Program	131 W. Broad Street Rochester, NY 14614
	Monroe Branch Library	809 Monroe Avenue Rochester, NY 14607
Cultural Organizations	Rochester Museum and Science Center	657 East Avenue Rochester, NY 14607
	Memorial Art Gallery	500 University Avenue Rochester, NY 14607
	George Eastman House	900 East Avenue Rochester, NY 14607
	Pyramid Art Gallery	302 North Goodman Street Rochester, NY 14607
	Writers & Books	740 University Avenue Rochester, NY 14607
	Hillside Children's Center	1183 Monroe Avenue Rochester, NY 14607
	Isaiah House	71 Prince Street Rochester, NY 14607
	Jewish Family Services	441 East Avenue Rochester, NY 14607
Schools	Rochester City School District (Schools #1, #15, #23, Monroe Middle School, School of the Arts, School Without Walls)	131 W. Broad Street Rochester, NY 14614

This list represents only a segment of the sector area assets.



NEIGHBORS BUILDING NEIGHBORHOODS (NBN2)  
SECTOR 7 ACTION PLAN

NEIGHBORHOODS:

Atlantic-University, East Avenue, Pearl-Meigs-Monroe, Park Avenue, Cobbs Hill, Upper Monroe

GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
<p>1. To increase support to local businesses while maintaining the character of area business districts.</p>	<p>1. Increase promotion and occupancy of retail space of S-7 business districts along Monroe Ave, Park Ave, Alexander Street, and University Ave and East Avenue / Winton Road area.</p> <p>2. Increase effectiveness of EZ Rider Shuttle service based on merchants needs and suggestions.</p> <p>3. Improve and maintain the character of our business districts.</p>	<p>1. Secure funding and a consultant to develop and implement a business recruitment plan (i.e., National Trust's "Main Street "Program).</p> <p>1. Develop an EZ Rider proposal that reduces the length of EZ Rider routes to a 20 min or 30 minute maximum.</p> <p>1. A new zoning code to allow for mixed-use development multi-story, 1st floor commercial and upper floor and commercial/residential.</p>	<p>LEAD: Sector SUPPORT: Economic Development Department (EDD) COMMUNITY RESOURCES: South East Arts Development (SEAD), Rochester AmeriCorp</p> <p>LEAD: Sector COMMUNITY RESOURCE: Eastside Merchants</p> <p>LEAD: Department of Community Development (DCD) SUPPORT: Sector COMMUNITY RESOURCE: Eastside Merchants</p>





GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
<p>2. To maintain safe neighborhoods and increase pedestrian safety.</p>	<p>1. Increase the perception of safety after dark and encourage pedestrian-friendly initiatives.</p>	<p>2. Create and promote financial incentives for local business.</p> <p>1. Promote a "Keep Your Front Porch Light On" Program.</p> <p>2. Expand number of bike and PAC-TAC patrols on major thoroughfares (i.e., Park, Monroe and University Avenues, Alexander Street and East Ave. to Winton Road).</p> <p>3. Improve pedestrian lighting along major thoroughfares (i.e., Park, Monroe, University Avenues, Alexander St. and East/Winton Rd.)</p>	<p>LEAD: Sector SUPPORT: EDD COMMUNITY RESOURCE: SEAD</p> <p>LEAD: Sector SUPPORT: Neighborhood Empowerment Team (NET), Police</p> <p>LEAD: Police SUPPORT: Sector</p>
<p>3. To strengthen the link between Sector 7 residents and neighborhood schools.</p>	<p>1. Improve community/school landscape by designing and implementing improvements that would restore a sense of place at Sector 7 neighborhood schools.</p>	<p>1. Host a Sector 7 design charrettes to develop a landscape plans for each school in the sector area.</p> <p>2. Identify funding resources to implement school landscape improvements.</p>	<p>LEAD: Department of Environmental Services (DES) SUPPORT: Sector</p> <p>LEAD: Sector SUPPORT: City School District (Schools: # 1, 23, 35, School Without Walls &amp; Monroe Middle School)</p> <p>COMMUNITY RESOURCE: Association of Landscape Architects</p> <p>LEAD: Sector SUPPORT: City School District (RCSD)</p>



<p>2. Increase support network between the schools utilizing Parent Teach Association PTA's (i.e., Elementary Level and Middle High School Levels).</p>	<p>1. Locate &amp; provide start-up loans/ grants to new PTA groups to sustain activities.</p>	<p>LEAD: Sector SUPPORT: RCSD COMMUNITY RESOURCE: School PTA's</p>
<p>3. Increase school safety by creating "Safe Passages" along school routes.</p>	<p>2. Have an NBN column in school- based newsletters to increase awareness of the NBN process.</p> <p>3. Develop and implement a process to carry out PTA initiatives between the sector schools.</p>	<p>LEAD: Sector COMMUNITY RESOURCE: PTA's</p>
<p>4. To encourage diversity and growth through vital housing.</p>	<p>1. Establish safe walk routes, support with proper signage, street stops, cross walks, repairs and patrols (routes should be monitored during mornings and afternoons).</p>	<p>LEAD: Sector SUPPORT: RCSD, NET, Police, DES, Fire COMMUNITY RESOURCE: School PTA's, Monroe YMCA</p>
<p>1. Increase support of the Tenant Ownership Program, Home Store and HUD programs.</p>	<p>1. Advocate for improvements to the properties located in the Upper Monroe and Atlantic University neighborhoods.</p> <p>2. Work to develop an incentive program to convert multiples back to their original one family status.</p>	<p>LEAD: Sector SUPPORT: DCD Community Recourse: SEAD</p> <p>LEAD: Sector COMMUNITY RESOURCE: SEAD</p>



GOAL	STRATEGY	ACTIVITY	IMPLEMENTING PARTNERS
5. Maintain and sustain parks and opens space.	<ol style="list-style-type: none"> <li>1. Implement improvements to the parks and area greenspace.</li> <li>2. Enhance Gleason parking lot and adjoining Brownfields into a neighborhood attraction and meeting place.</li> </ol>	<ol style="list-style-type: none"> <li>3. Develop and implement a campaign promoting the unique neighborhoods in the Sector 7 area.</li> <li>4. Create &amp; distribute Sector 7 "Welcome Baskets" containing coupons and promotional items from local businesses, NBN, maps, local school information, youth programs, freebies, etc.</li> </ol>	<p>LEAD: Sector  COMMUNITY RESOURCE: Landmark Society, SEAD</p> <p>LEAD: Sector  SUPPORT: DCD  COMMUNITY RESOURCE: SEAD</p>
	<ol style="list-style-type: none"> <li>1. Establish a consistent volunteer base to maintain park areas and playgrounds.</li> </ol>	<ol style="list-style-type: none"> <li>1. Establish a consistent volunteer base to maintain park areas and playgrounds.</li> </ol>	<p>LEAD: Sector  SUPPORT: Department of Parks Recreation and Human Services (DPRHS)  COMMUNITY RESOURCE: SEAD</p> <p>LEAD: Sector  SUPPORT: DPRHS</p>
		<ol style="list-style-type: none"> <li>2. Replace high maintenance plantings with low maintenance alternatives.</li> <li>3. Install Dog Poop Stations that dispense bags and a place to dispose of waste.</li> </ol>	<p>LEAD: Sector  SUPPORT: DPRHS</p> <p>LEAD: Sector  SUPPORT: DPRHS</p>
		<ol style="list-style-type: none"> <li>4. Create a linear park to Public Market for walking, biking, running, rollerblading, etc.</li> <li>1. Utilize the Gleason parking lot and adjoining Brownfields to develop a ball park, mixed use buildings, Town Square and Railroad Museum.</li> </ol>	<p>LEAD: Sector  SUPPORT: DPRHS</p> <p>LEAD: Sector  SUPPORT: DES, DPRHS  COMMUNITY RESOURCE: SEAD</p>



GOAL

STRATEGY

ACTIVITY

IMPLEMENTING PARTNERS

6. Enhance and maintain efficient transportation systems in the Sector 7 area.

1. Implement improvements to existing sector bus stops.
2. Increase communication and coordination on street renovation with residents on current street reconstruction plans.
3. Increase the efficiency and effectiveness of area parking.

1. Identify and conduct improvements to local bus shelters within the sector (i.e., benches, info. Kiosks, pay phones, bike racks, trash receptacles, newspaper stands, and water fountains).
  1. Include recommendations to street improvement projects (i.e., plantings, transit shelters, median/malls) within the sector.

LEAD: Sector  
SUPPORT: DES  
COMMUNITY RESOURCE:  
Regional Transit Service (RTS)

1. Partner with owners, merchants and neighbors to inventory parking needs. Make recommendations for improvements to existing on-street parking, parking lots and identify potential funding sources to implement improvements.

1. Develop easy to understand and design district brochure for property owners and merchants.

1. Establish an Urban Design Advisory Committee.
2. Support implementation of an Art Walk Project.

7. Enhance support of sector commercial districts and design elements.

1. Establish an "Art Walk" office to support the project.

LEAD: Sector  
SUPPORT: SEAD

LEAD: DES  
SUPPORT: Sector  
COMMUNITY RESOURCE: RTS,  
Frontier Telephone, SEAD

LEAD: Sector  
SUPPORT: SEAD



3. Implement the Monroe Theater Renaissance Redevelopment Project and conduct enhancements to surrounding area business district.

1. Promote redevelopment of the Monroe Theater block as a community oriented arts/cultural area.

LEAD: DES  
SUPPORT: Sector  
COMMUNITY RESOURCE: SEAD

8. Enhance communication among residents and support groups in the Sector 7 area.

1. Create a cohesive network of support between all Sector 7 neighborhood associations, non-profits and merchants, etc.

1. Create a Sector 7 office / meeting space.

LEAD: Sector  
COMMUNITY RESOURCE: SEAD

2. Encourage street associations and Leadership building in Sector 7.

1. Create a system for communication and information dissemination by using the "Big Mouth" calling system.

LEAD: Sector

3. Increase communication information sharing through neighborhood kiosks.

1. Create Sector 7 Information kiosks to increase information sharing that is placed in libraries, schools and other public sites.

LEAD: Sector  
COMMUNITY RESOURCE: SEAD

4. Enhance community planning efforts through a comprehensive Sector 7 community assets / resource project.

1. Conduct a community asset survey highlighting neighborhood assets with a Geographical Information Systems (GIS) Map.

LEAD: Sector  
COMMUNITY RESOURCE: SEAD



# Showcasing Sector 7

*"Vital Avenues for Living"*



Sculpture by Vincent Massaro to be installed on Merriman Street.

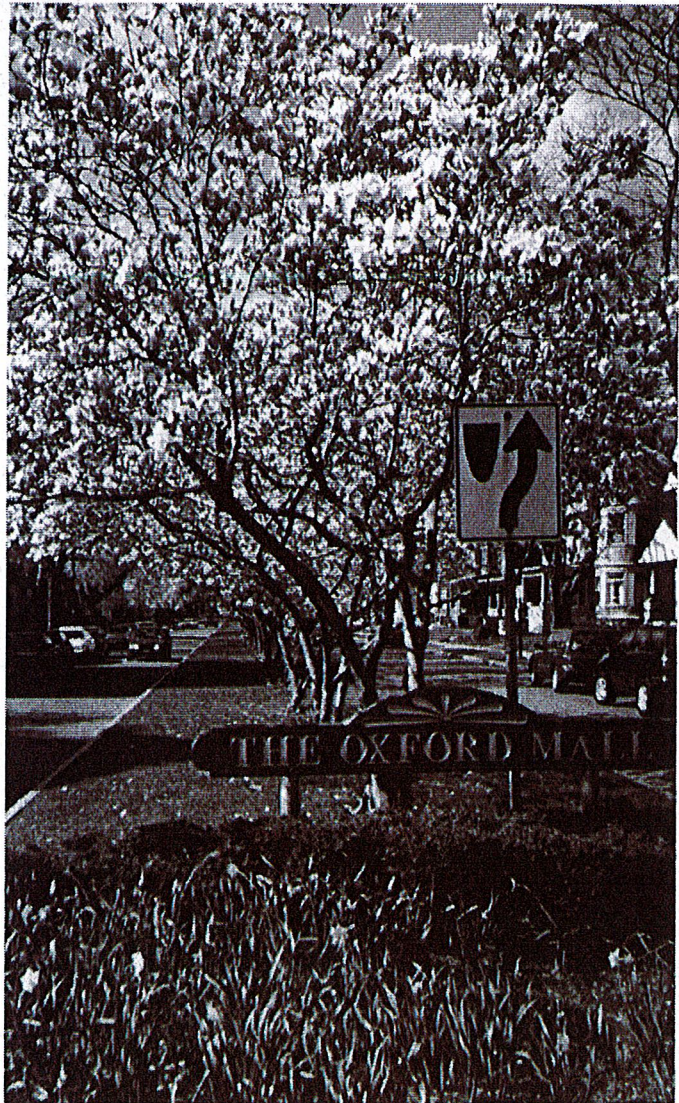




*Artwalk design charrette, December 1999.*



*Wadsworth Square neighborhood playground.*

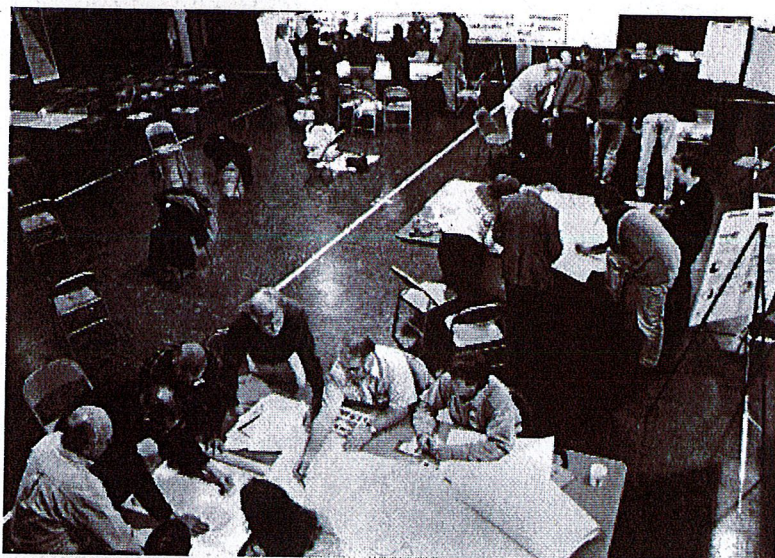


*The new Oxford Mall sign.*





Monroe Theater press conference to highlight the award of funding for the Monroe theater redevelopment project



Monroe Avenue Urban Village design charrette.



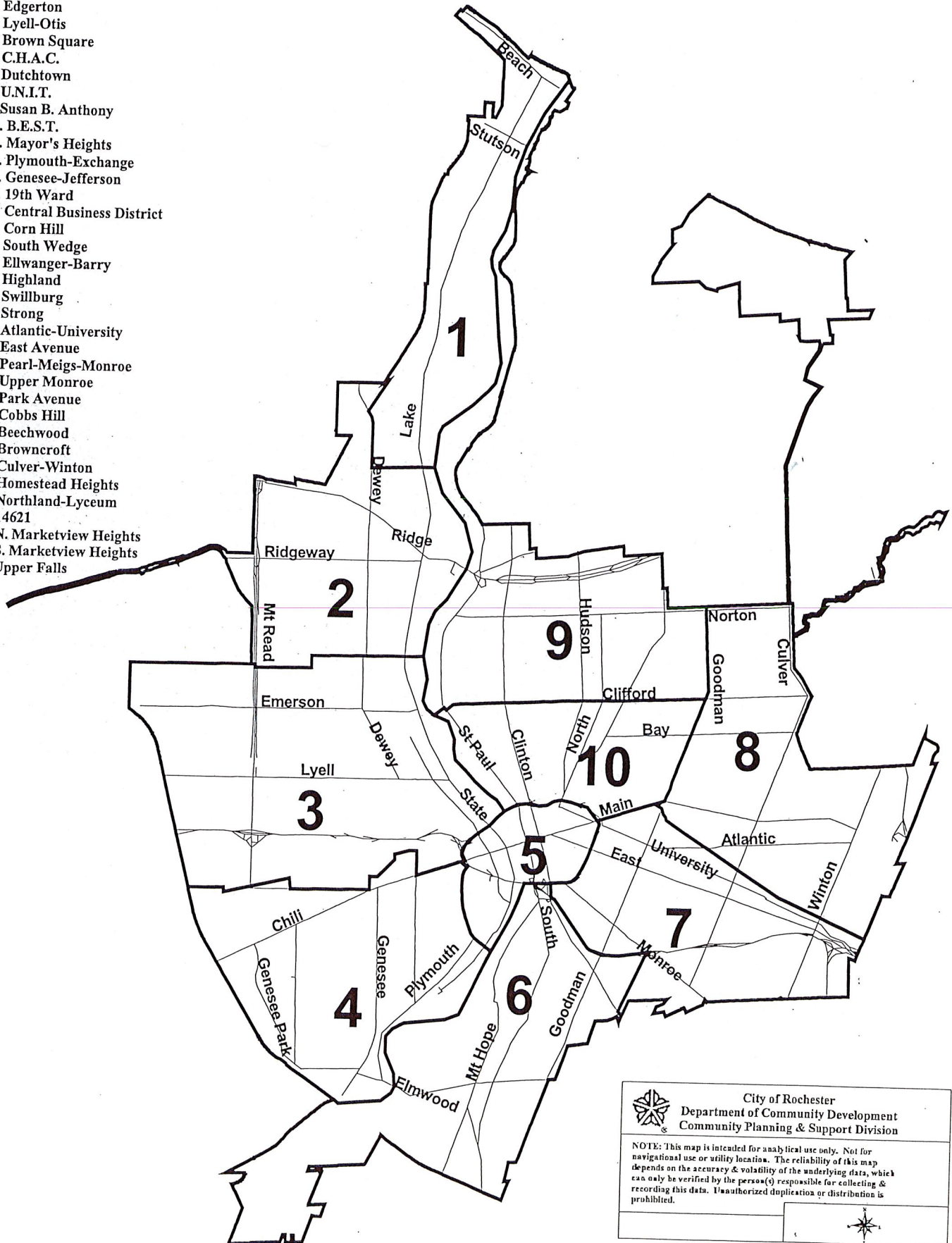
Sector 7 planning workshop.




# City of Rochester Sector Map

## City Neighborhoods

1. Charlotte
2. Maplewood
3. Edgerton
4. Lyell-Otis
5. Brown Square
6. C.H.A.C.
7. Dutchtown
8. U.N.I.T.
9. Susan B. Anthony
10. B.E.S.T.
11. Mayor's Heights
12. Plymouth-Exchange
13. Genesee-Jefferson
14. 19th Ward
15. Central Business District
16. Corn Hill
17. South Wedge
18. Ellwanger-Barry
19. Highland
20. Swillburg
21. Strong
22. Atlantic-University
23. East Avenue
24. Pearl-Meigs-Monroe
25. Upper Monroe
26. Park Avenue
27. Cobbs Hill
28. Beechwood
29. Browncroft
30. Culver-Winton
31. Homestead Heights
32. Northland-Lyceum
33. 14621
34. N. Marketview Heights
35. S. Marketview Heights
36. Upper Falls




 City of Rochester  
 Department of Community Development  
 & Community Planning & Support Division

NOTE: This map is intended for analytical use only. Not for navigational use or utility location. The reliability of this map depends on the accuracy & volatility of the underlying data, which can only be verified by the person(s) responsible for collecting & recording this data. Unauthorized duplication or distribution is prohibited.

