



**Downtown  
Revitalization  
Initiative**

# **Rochester**

## **DOWNTOWN REVITALIZATION INITIATIVE**

### **Public Meeting #1**

MARCH 2, 2022

# Meeting Agenda

- 1 Welcome
- 2 DRI Overview
- 3 Study Area Overview
- 4 Visioning Exercises
- 5 Next Steps



# **DRI Overview**

# What is the DRI Program?

State directs  
**\$200M investment\*** in 19  
downtown neighborhoods  
nominated by REDCs

\*\$10M/community in regions  
nominating two downtowns;  
\$20M/community in regions  
nomination one downtown

Communities develop **Strategic  
Investment Plans** to identify  
competitive projects to be  
funded in part through the DRI

## The DRI process is a partnership between

**Local Planning  
Committee  
(LPC)**

**+**

**New York  
State**

**+**

**Consultant  
Team**

**+**

**Community**

# MEMBERS OF THE LOCAL PLANNING COMMITTEE

## LPC Members

Name	Affiliation
<b>Malik Evans – Co-Chair</b>	<b>Mayor, City of Rochester</b>
<b><i>Tamara Mayberry</i></b>	<b><i>Chief of Staff, City of Rochester</i></b>
<b>Robert Duffy – Co-Chair</b>	<b>Greater Rochester Chamber of Commerce</b>
Veronica Dasher	RG&E
Shawn Dunwoody	Dunwoode Visual Consulting
Eugenio Marlin	Ibero-American Development Corporation
Heidi Zimmer-Meyer	Rochester Downtown Development Corporation
Clayton Jones	University of Rochester, Local Government and Community
Ana Liss	Monroe County Planning and Development
Lauren Gallina Payne	Gallina Development
Rachel Laber Pulvino	Visit Rochester
Ebony Miller-Wesley	RIT-Center for Urban Entrepreneurship
Lisa Baron	Greentopia
Joseph Stefko	ROC 2025
Ken Glazer	Buckingham Properties
Jim Brown	Rochester Riverside Convention Center
Nichole Malec	Rochester Regional Health

## Roles and responsibilities



# Stantec's Urban Places

Planning & Urban Design

Mobility

Complete Streets

Engineering

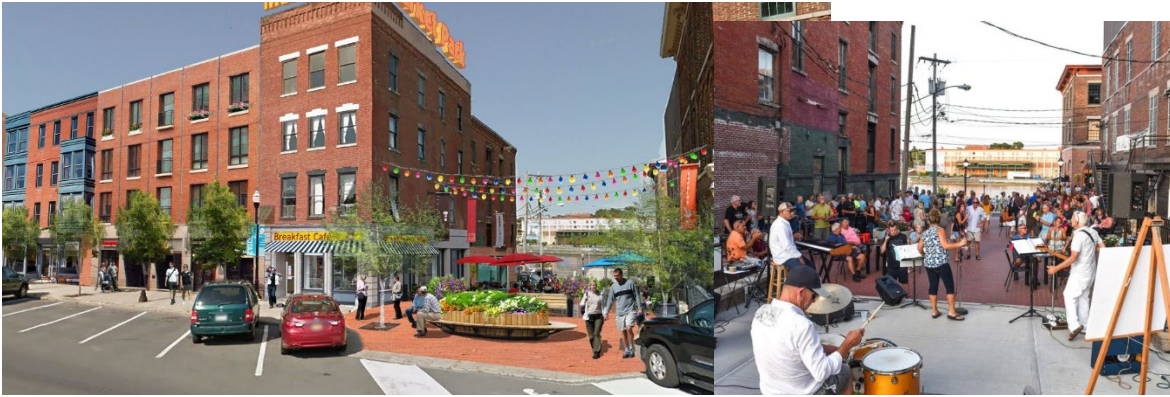
Graphics





# INTRODUCTIONS: CONSULTANT TEAM

## DRI ROUND 1 Oswego, Elmira, Oneonta



## DRI ROUND 2 Hudson



## DRI ROUND 3 Albany



## DRI ROUND 4 Schenectady



## Consultants

**BJH Advisors**

Development Economics + Project Profile Support

**Highland Planning**

Community Engagement

**Revby**

Real Estate Analysis + Small Business Support

**Trophy Point**

Cost Estimating

**W-ZHA**

Economic Assessment + Financial Implementation

**Zimmerman/Volk Associates**

Housing Market Analysis

## Key ingredients of a Strategic Investment Plan

A **clear vision**  
for the  
downtown

**Goals and  
strategies** to  
accomplish the  
vision

An action plan  
with a **timeline**  
for projects,  
initiatives, and  
actions

A strategic  
investment plan  
with **catalytic  
projects** to  
implement the  
plan

## Eligible project types

- Public Improvements
- New Development or Rehabilitation of Existing Structures
- Revolving Grant Funds
- Branding and Marketing (Physical Components)

## Ineligible project types

- Planning activities
- Operation and maintenance (include staffing, utilities, rent)
- Pre-award costs
- Property acquisition
- Training and other continuing expenses
- Expenses related to existing programs

# Implementable projects vs. "Good ideas"



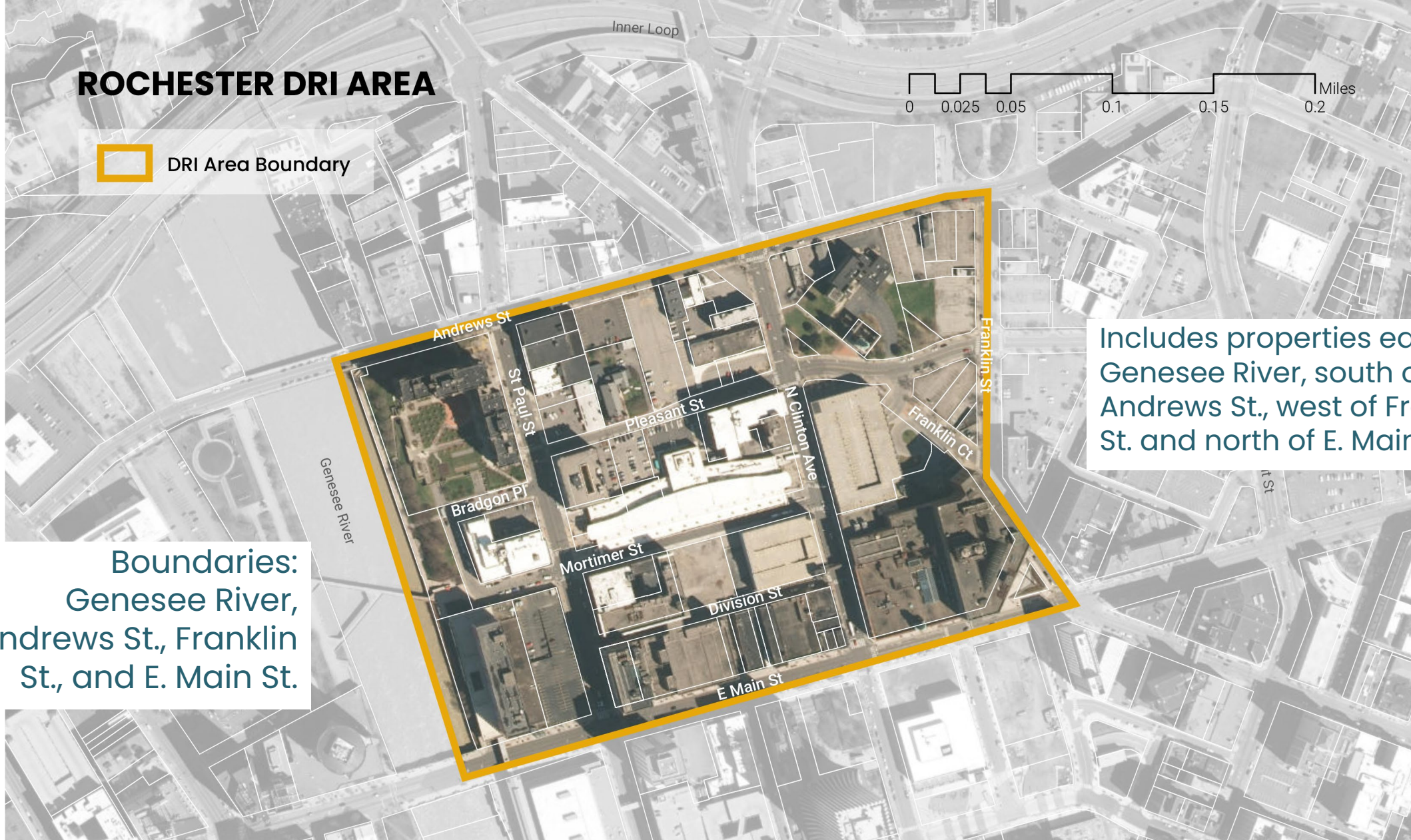
**DRI Funds must be designated toward capital initiatives!**

## Timeline

	JAN	FEB	MAR	APR	MAY	JUN	JUL
Community engagement							
Downtown profile & assessment							
Vision, goals, and strategies							
Project profiles							
Management & implementation							
Strategic Investment Plan							
Final DRI Plan							

# Rochester DRI Overview

# DRI AREA BOUNDARIES



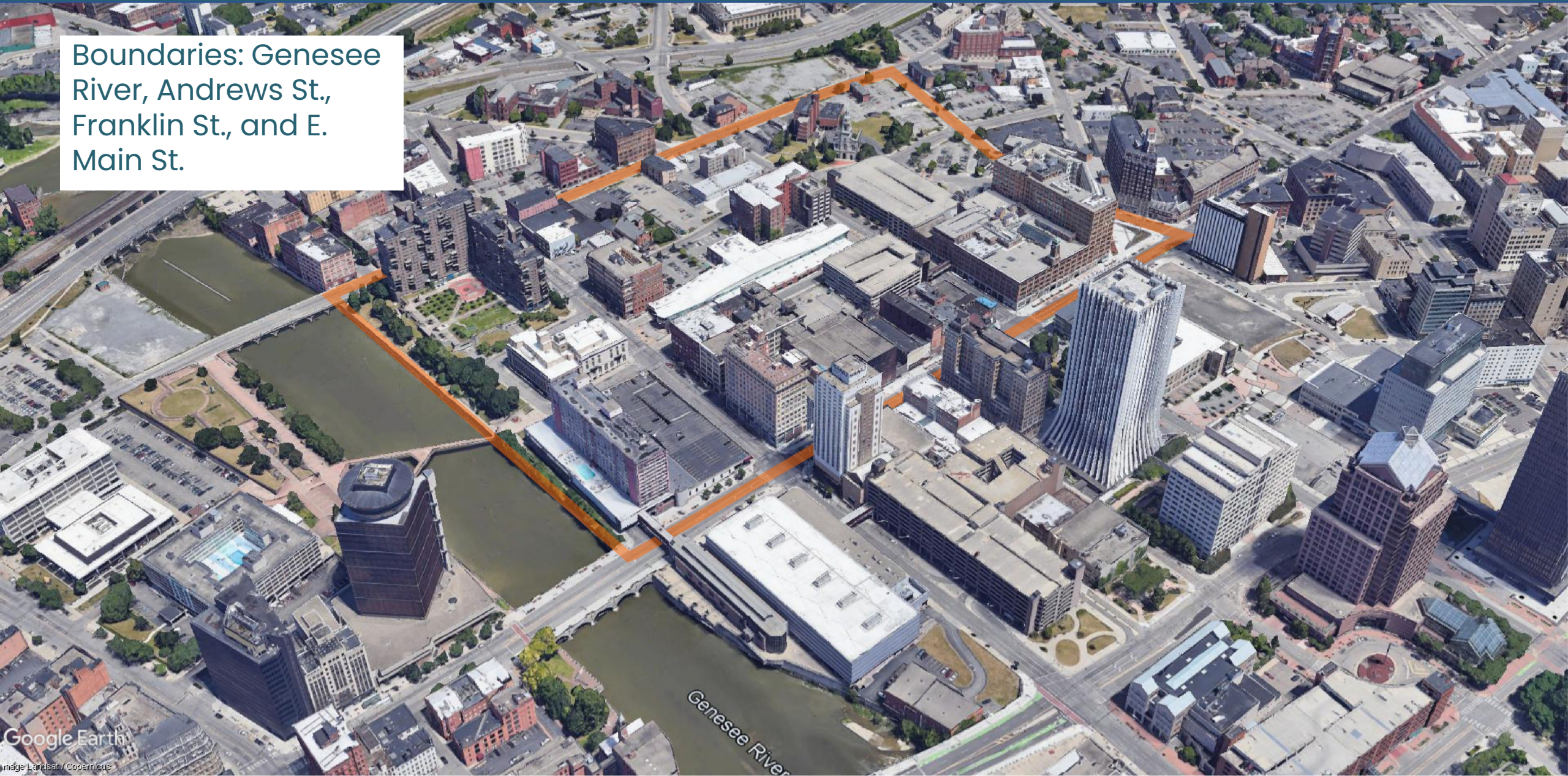
Includes properties east of Genesee River, south of Andrews St., west of Franklin St. and north of E. Main St.

Boundaries:  
Genesee River,  
Andrews St., Franklin  
St., and E. Main St.



# DRI AREA BOUNDARIES

Boundaries: Genesee River, Andrews St., Franklin St., and E. Main St.



## This plan will be directly informed by past planning efforts such as



Rochester 2034 Comprehensive Plan

- Center City Master Plan
- ROC the Riverway
- Rochester Inner Loop North Transformation Planning Study
- Rochester Commercial Corridor Study
- Transit Supportive Corridors Study
- Complete Streets Policy
- Climate Action Plan
- Citywide Housing Market Study

# 11 Comprehensive Plan Guiding Principles

## ***POLICY PRINCIPLES***

Healthy Living

Equity

Prosperity

Partnership

Resilience

## ***PLACEMAKING PRINCIPLES***

Design at the pedestrian scale.

Create beautiful spaces.

Provide diverse housing options.

Celebrate assets.

Strengthen multi-modal travel.

Focus growth.

## Project ideas from the City's application

- **NW corner of Main and Clinton:** Public realm improvements and enhancement, multi-modal transportation, EV charging
- **Division Street:** Streetscape and public right of way improvements
- **Mortimer Street:** Streetscape improvements
- **Main St Commons:** Pedestrian access connection, public space improvements
- Building renovations to **several privately-owned structures**
- **Building Renovation Grant Fund** for building renovations, façade improvements, signage
- **Convention Center** expansion and renovation

**= \$68.9M total development cost**

## EXISTING PROJECT IDEAS



NW corner of Main and Clinton

- Building renovations to **several privately-owned structures**
- **Building Renovation Grant Fund** for building renovations, façade improvements, signage

## EXISTING PROJECT IDEAS

Public realm/streetscape -  
existing conditions



- **NW corner of Main and Clinton:** Public realm improvements and enhancement, multi-modal transportation, EV charging
- **Division Street:** Streetscape and public right of way improvements
- **Mortimer Street:** Streetscape improvements
- **Main St Commons:** Pedestrian access connection, public space improvements

# EXISTING PROJECT IDEAS

## Streetscape/Public realm improvement examples from elsewhere



## Vision statement draft

Downtown is the vibrant **heart of our region**; a place that will continue to attract a **diverse population** of new residents and **where investments will boom**. Fast-growing, it will attract even more **innovation, arts, culture, and entertainment** so as to boost yearly visitors and overall economic development. The infusion of additional investments triggered by a DRI grant will put the finishing touches on our Downtown revitalization and cement it as the **centerpiece of the Finger Lakes region**.



## Draft goals

Reimagine and **revitalize East Main Street**

Create a **vibrant urban center** and **attractive public realm** that welcomes everyone

Increase the amount of **mixed-use, mixed-income housing** in Downtown

Increase our **emerging technology and creative class** businesses; support our existing businesses; and **grow Downtown's retail sector**

Further strengthen Rochester's reputation as the **cultural center of the Finger Lakes region**

## Project ideas

- City's application to the State identified initial potential project ideas
- Actively working to identify additional projects
- LPC has issued **open call for additional projects** to consider
- Projects must be within the DRI area boundary



SPREAD THE WORD!

### Open call for projects

- Requires detailed information about project sponsor, confirmed funding, plans, etc.
- DRI focused on implementable projects, ***not just ideas***
- Consultant team available to discuss ideas  
[steve.kearney@Stantec.com](mailto:steve.kearney@Stantec.com)

# Visioning Workshop

# Your role tonight

Discuss openly, but respectfully.  
There are no bad ideas!

Draw, write, speak –  
however works best for you.

## Exercises

### INDIVIDUALLY

Complete the Vision Statement and Goals exercises.

### IN GROUPS

Discuss projects ideas, opportunities, and challenges of the DRI area.

## Individual exercise:

- Review the vision statement and list of goals
- Write/Annotate: What resonates with you, what could be better

**ROCHESTER DRI**  
**INDIVIDUAL VISION STATEMENT EXERCISE**

*Please help us build on the Rochester DRI Vision. Read the draft vision statement below and let us know what's working, what's not, and what's missing.*

**DRAFT VISION STATEMENT:**

Downtown is the vibrant heart of our region; a place that will continue to attract a diverse population of new residents and where investments will boom. Fast-growing, it will attract even more innovation, arts, culture, and entertainment so as to boost yearly visitors and overall economic development. The infusion of additional investments triggered by a DRI grant will put the finishing touches on our Downtown revitalization and cement it as the centerpiece of the Finger Lakes region.

**WHAT RESONATES WITH YOU:**

**WHAT COULD BE BETTER / WHAT IS MISSING:**

**ROCHESTER DRI**  
**INDIVIDUAL GOALS EXERCISE**

*Please help us build on the Rochester DRI Goals. Read the list of goals below and let us know what's working, what's not, and what's missing.*

**DRAFT GOALS**

- Reimagine and revitalize East Main Street
- Create a vibrant urban center and attractive public realm that welcomes everyone
- Increase the amount of mixed-use, mixed-income housing in Downtown
- Increase our emerging technology and creative class businesses; support our existing businesses; and grow Downtown's retail sector
- Further strengthen Rochester's reputation as the cultural center of the Finger Lakes region

**WHAT RESONATES WITH YOU:**

**WHAT COULD BE BETTER / WHAT IS MISSING:**

## Group discussion:

- Identify a notetaker at your table
- Identify assets, potential opportunities, and challenges
- Review and build on preliminary potential projects
- Agree on 5 shared priorities
- Prepare to report back to the room on your 5 priorities

**ROCHESTER, NY**  
DOWNTOWN REVITALIZATION INITIATIVE

**VISIONING SESSION**

  
MARCH 2022

**PROJECT IDEA MAP**



**Project ideas from City's application:**

- 1. **Midtown St Improvements:** Improve public realm and transit and multi-modal access.
- 2. **Division St Improvements:** Reconnect public realm and public realm to support adjacent one residential and commercial uses.
- 3. **NY State Park and Corridor:** Address vacant and neglected buildings and pursue public realm improvements and green infrastructure to support multi-modal transportation opportunities and electric vehicle charging stations.
- 4. **Main Street Commons:** Create new public space and pedestrian connections between East Main Street and Division Street to support proposed retail, outdoor spaces and enhance multi-modal connections in the district.
- 5. **Convention Center Expansion:** Expand and diversify outdoor recreation space.
- 6. **Building Renovation Grant Fund (Conceptual):** Support a portion of the cost of smaller scale renovations, modernization, facade improvement or signage projects.
- 7. **Several privately-owned structures (Conceptual):** Renovation of existing largely vacant buildings for mixed use to include first floor commercial space.

**TOP FIVE PRIORITIES**

- 1.
- 2.
- 3.
- 4.
- 5.

**DRI AREA CONTEXT**



**LOVE** What do you love about this area?

**CONCERN** What are the area's challenges?

**OPPORTUNITY** What opportunities do you see for the area?



# Next Steps

## Meetings

- LPC Kickoff Meeting: 2/16
- Public Meeting #1: 3/2
- LPC Meeting #2: 3/16
- Public Meeting #2: Late April – Early May
- LPC Meetings #3–7\*: Tentatively scheduled Wednesday evenings every four weeks from 3/16

\*Additional meetings if needed



# Rochester DRI

*Help us with your ideas to  
continue the momentum downtown!*

<https://www.cityofrochester.gov/DRI/>

