

# Rochester

## DOWNTOWN REVITALIZATION INITIATIVE

### LOCAL PLANNING COMMITTEE MEETING #3

April 20, 2022



**NEW YORK**  
STATE OF  
OPPORTUNITY.

**Downtown  
Revitalization  
Initiative**

# Agenda

- Welcome + Code of Conduct / Conflict of Interest
- Planning Updates
  - Recent and upcoming events
  - Downtown Profile market analyses
  - Updated strategies
- Project Proposal Introductions
  - Selection roadmap
  - Project evaluation criteria
- LPC Discussion
- Next Steps
  - Future LPC meetings
- Public Comment Period (6:45)

# Planning Updates

## Public Meeting #2: Open House, May 4th

*Invite your networks to attend!*

- Open House: Community members will learn about project proposals and provide feedback about what they would like to see
- May 4<sup>th</sup>, 5-7pm – Hybrid, with in-person open house at MCC and online option on Zoom
- Pre-registration for in-person or Zoom attendance encouraged – Details available on City website (<https://www.cityofrochester.gov/DRI/>)



## Office Hours, March 25

- Promotion for office hours raised awareness of Open Call for Projects
- Met with ~15 people between noon and 3pm in Mercantile at Sibley Square
- City staff, developers and property owners, artists and public event organizers, small business owners



# Key Downtown office dynamics

## REPOSITIONING OF LEGACY OFFICE BUILDINGS

Includes Xerox, Kodak



## CORPORATE COMPETITIVENESS AND TALENT RETENTION/RECRUITMENT

Market driven by movement/expansion within Rochester and region

New tenants cite talent recruitment – young people want to be in downtowns

## DOWNTOWN'S RESIDENTIAL DEVELOPMENT POTENTIAL

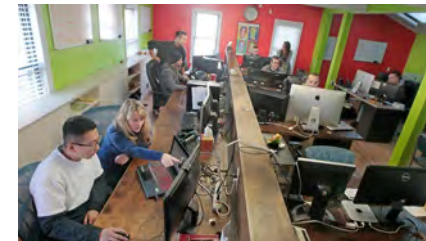
55 residential conversions since 2000, with limited vacancy



## DOWNTOWN INNOVATION ZONE

DIZ has attracted 193 companies

8 accelerators/incubators are designed to support more



## OFFICE DEMAND FOR COOL SPACE AND PLACES

Projects continue to make Downtown a better place to be; anchors include Sibley Square, ROC the Riverway projects

+ COVID-19

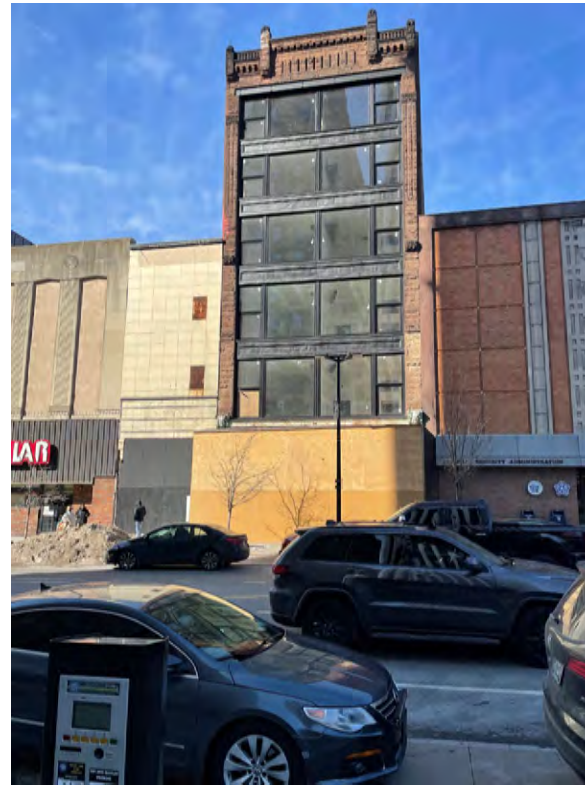
## Downtown office opportunities and constraints

### OPPORTUNITIES

- Supportive workforce trends
- Less parking demand w/ hybrid working
- Downtown Innovation District
- Continued residential development
- Mixed-use development projects
- Downtown's growing "buzz"

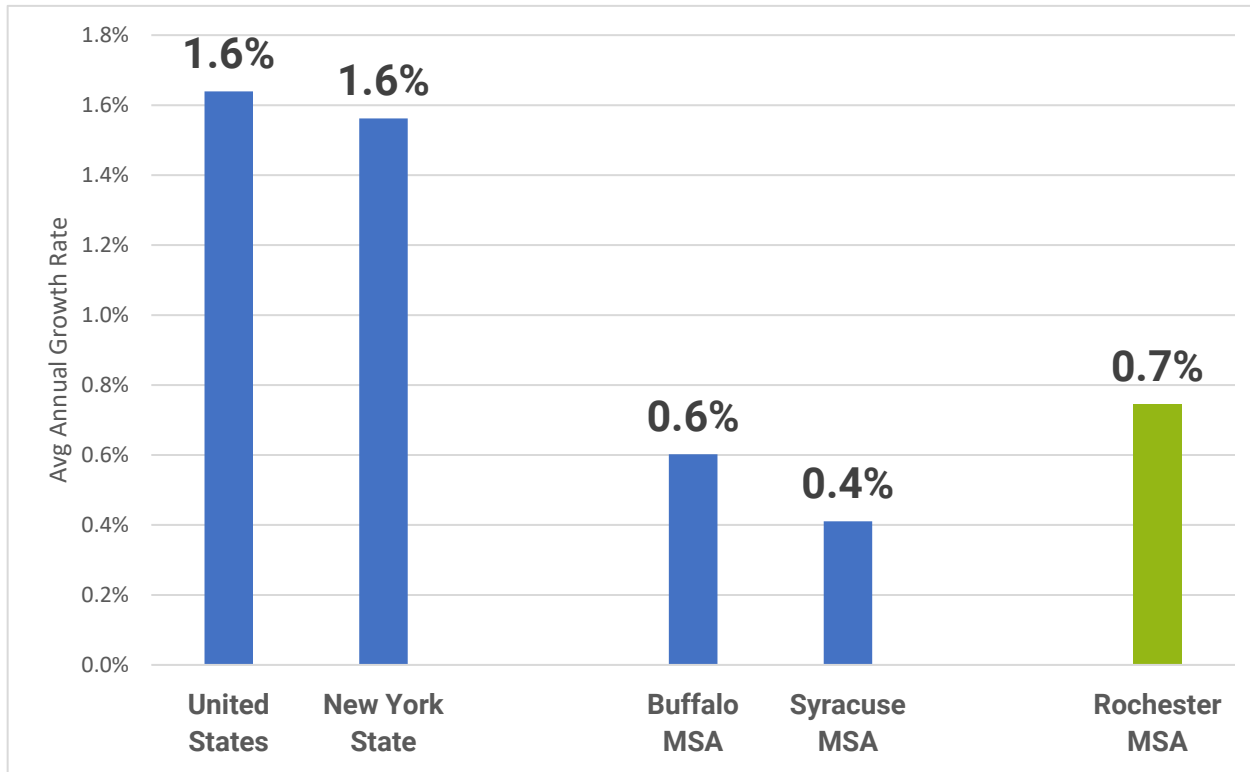
### CONSTRAINTS

- Rochester economy
- COVID-19 impacts
- Limited retail and service amenities
- Cost to build new parking if needed



# Rochester job growth rate greater than Buffalo or Syracuse but less than State and US

Average Annual Job Growth Rate, 2010–2019



Rochester Metro Area’s employment growth rate was greater than both the Buffalo and Syracuse Metro Areas’ growth rates during this period.

All three lagged behind the US and NYS overall.



# Largest projected gains in Professional and Business Services, Healthcare, Leisure and Hospitality

## Job Projections Rochester NY Metropolitan Area 2019 - 2031

(000s)

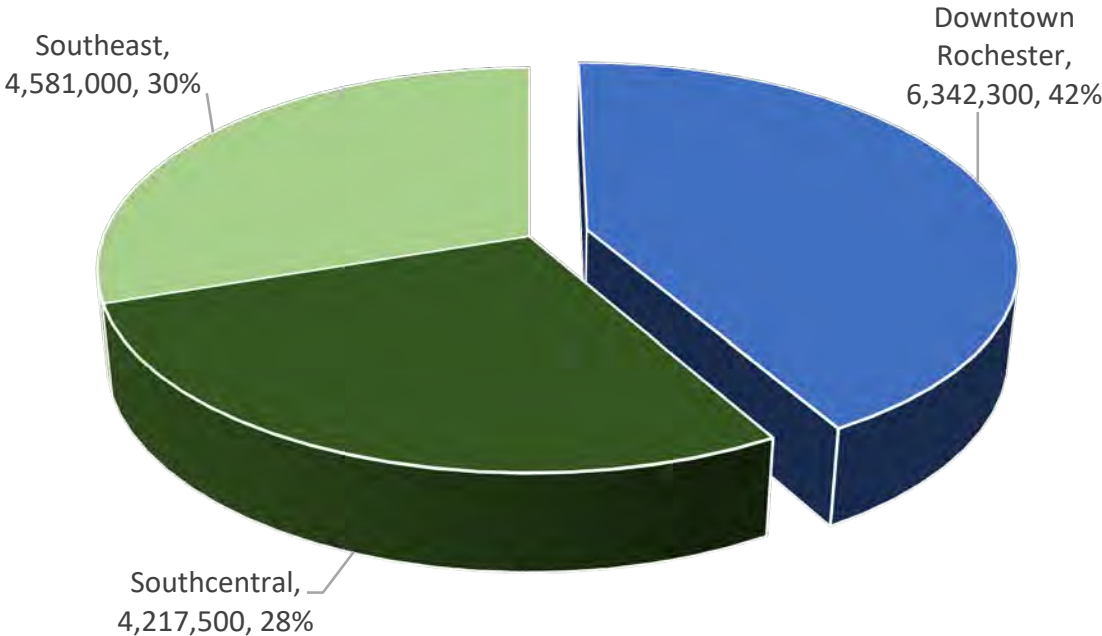
Industry	2019	2026	2031	2019 - '31	
	Jobs	Jobs	Jobs	Jobs	CAGR
Natural Resources & Mining	0.7	0.7	0.7	0.1	0.7%
<b>Construction</b>	<b>21.9</b>	<b>25.1</b>	<b>24.8</b>	<b>2.9</b>	<b>1.1%</b>
Manufacturing	56.9	60.1	56.4	(0.4)	(0.1%)
Wholesale Trade	17.1	16.9	16.9	(0.2)	(0.1%)
Retail Trade	53.2	53.5	52.0	(1.2)	(0.2%)
Transportation, Warehousing, & Utilities	12.2	15.8	15.7	3.5	2.1%
Information	7.8	7.2	7.2	(0.6)	(0.6%)
Financial Activities	22.4	22.5	22.7	0.3	0.1%
<b>Professional &amp; Business Services</b>	<b>69.0</b>	<b>70.8</b>	<b>73.8</b>	<b>4.9</b>	<b>0.6%</b>
Educational Services	46.7	45.6	44.6	(2.1)	(0.4%)
<b>Health Care and Social Assistance</b>	<b>86.3</b>	<b>88.7</b>	<b>90.9</b>	<b>4.6</b>	<b>0.4%</b>
<b>Leisure &amp; Hospitality</b>	<b>46.9</b>	<b>48.2</b>	<b>49.8</b>	<b>2.9</b>	<b>0.5%</b>
Other Services (except Public Administration)	19.1	17.7	17.8	(1.3)	(0.6%)
Government	79.7	76.1	76.9	(2.8)	(0.3%)
Total	539.8	549.1	550.4	10.6	0.2%

Growth in the Professional and Business Services, Financial Activities, and Information are primary drivers of office market

Those industries projected to generate 800k-900kSF of office demand by 2031.

# Downtown has over 40% of multi-tenant office supply

Multi-Tenant Office Supply, Rochester MSA (2021)



Conversion of Class B office space to housing has removed obsolete space from inventory.

Source: CBRE, W-ZHA

# Occupied Class A space in Downtown has increased by 500,000 sq ft since 2010

## Class A Multi-Tenant Office Trends, Rochester Office Submarkets (2010-2021)

Class A Multi-Tenant Office Trends Rochester Office Submarkets 2010 - 2021														
Year	Downtown				Southcentral				Southeast					
	Bldgs	Total SF	Vacancy Rate	Occupied Space	Bldgs	Total SF	Vacancy Rate	Occupied Space	Bldgs	Total SF	Vacancy Rate	Occupied Space		
2010	21	2,850,647	14.6%	2,433,078	48	2,498,118	13.4%	2,164,262	55	2,596,012	17.0%	2,155,732		
2011	23	3,024,647	17.2%	2,504,159	48	2,498,118	12.6%	2,182,727	55	2,596,012	18.1%	2,125,372		
2012	23	3,024,647	17.9%	2,482,739	49	2,534,118	12.3%	2,222,460	53	2,507,379	13.7%	2,162,766		
2013	24	3,128,314	21.6%	2,451,357	50	2,568,118	11.9%	2,261,364	53	2,507,379	11.7%	2,212,990		
2014	25	3,158,314	27.5%	2,289,540	50	2,568,118	10.6%	2,296,267	53	2,507,379	13.0%	2,180,976		
2015	26	3,038,751	↓ 25.0%	2,277,815	51	2,640,118	11.0%	2,348,411	55	2,627,379	14.6%	2,243,400		
2016	26	↑ 3,095,084	↓ 22.4%	2,400,432	51	2,640,118	13.4%	2,286,901	55	2,627,379	10.9%	2,340,163		
2017	26	3,095,084	↓ 21.2%	2,440,088	53	2,699,118	8.7%	2,465,423	55	2,627,379	10.0%	2,363,355		
2018	26	↑ 3,120,084	↓ 17.7%	2,569,141	53	2,699,118	8.8%	2,461,327	55	2,667,379	10.1%	2,399,229		
2019	27	↑ 3,140,084	↓ 14.3%	2,690,984	53	2,699,118	7.3%	2,500,831	56	2,688,779	13.1%	2,337,441		
2020	29	↑ 3,339,684	↓ 16.4%	2,793,025	53	2,699,118	10.5%	2,416,563	56	2,688,779	14.7%	2,292,614		
2021	30	↑ 3,506,755	↓ 14.9%	2,984,817	53	2,699,118	17.0%	2,239,469	57	2,838,779	16.8%	2,361,823		
Absorption (2010 - 2021)				551,739					75,207					206,091

Downtown accounted for 2/3 of Class A office absorption in Rochester from 2010-2021.

Downtown vacancy is lower than in southcentral and southeast for first time since early 2010's.

## Downtown can support 1,410 – 1,875 additional housing units over the next 5 years.

Of 282-375 supportable new units annually:

**64%** Household income >100% AMI  
(\$83,200 for family of 4)

**16%** Household income 80-100% AMI

**20%** Household income 60-80% AMI

Source: Zimmerman/Volk Associates, Inc.



### Downtown market potential household types:

- 65% younger singles and couples
- 26% empty nesters and retirees
- 9% traditional and non-traditional families

## **Goal: Reimagine and revitalize East Main Street and Downtown's connective corridors**

### **Strategies**

- Address vacancy and blight along East Main Street to catalyze transformation
- Improve pedestrian connections to and from East Main Street to create a more welcoming Downtown environment
- Enhance St. Paul, Andrews, and Clinton as more pedestrian-friendly corridors
- Attract active ground floor uses to make the pedestrian experience more inviting and engaging

## **Goal: Create a vibrant urban center and attractive, green public realm that welcomes everyone**

### **Strategies**

- Facilitate inviting connections from Downtown to green spaces, including the River and ROC the Riverway projects
- Design accessible public spaces where everyone feels safe and welcome
- Support existing businesses and increase new retail in strategic locations to create a critical mass of activity and contribute to street life
- Attract amenities around the bus terminal to improve the transit user experience

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

### **Strategies**

- Build on existing momentum to build more housing for the market's current primary demographics (students, young professionals), but also other groups such as downsizing suburbanites, empty-nesters, and artists
- Continue to provide affordable housing options Downtown
- Contribute to the overall diversity of housing options in Rochester, both adaptive reuse and new construction, smaller and larger units

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

### **Strategies**

- Provide appropriate spaces for innovative entrepreneurial/incubator opportunities that target the local workforce
- Build on current local growth sectors (creative, technology)
- Attract neighborhood retail and commercial amenities that residents and workers need



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

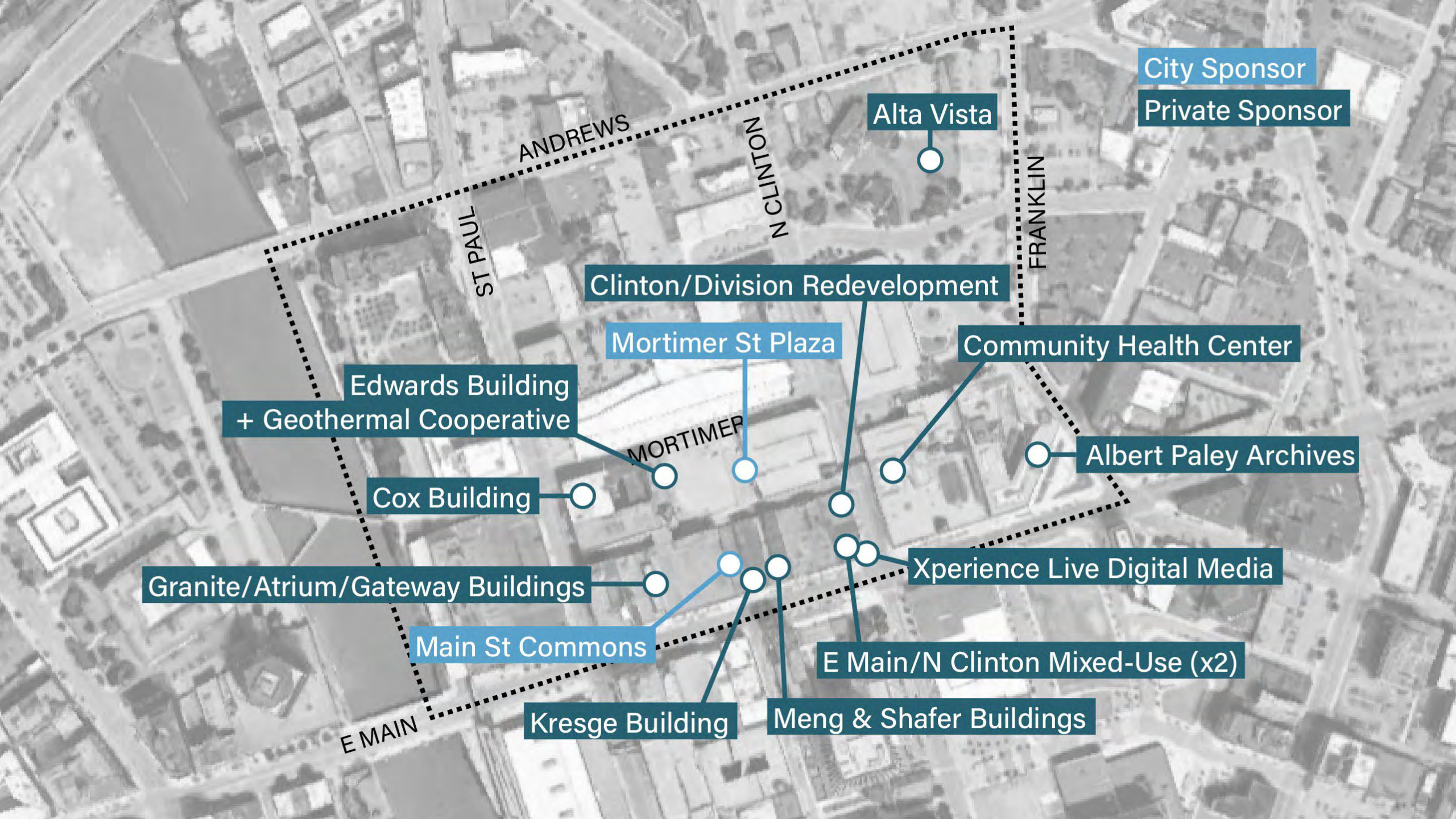
### **Strategies**

- Leverage events within and near the DRI area including the Rochester Jazz Festival, Liberty Pole Lighting, Roc Holiday Village, and venues such as Parcel 5 and local theaters.
- Support a diverse array of local creative initiatives that preserve and enhance what makes Downtown Rochester unique
- Promote existing institutions, upcoming events, and new creative initiatives using digital kiosks, signage, and other public realm features.
- Celebrate Rochester's history in the DRI area
- Increase tourist and regional visits

# Project Proposals

# 14 proposals received for a total DRI request of ~\$29M

Project	DRI request
Alta Vista: mixed use building and improvements adjacent to St. Joseph's Park	\$2,000,000
Redevelopment of 4 underutilized E Main St and N Clinton buildings	\$3,658,000
The Mayflower: housing and retail at NW corner of E Main St and Clinton Ave	\$5,000,000
Main Street Commons	\$1,300,000
Mortimer Street Plaza with EV charging and EV car share	\$750,000
Digital media at NW corner of E Main St and Clinton Ave	\$500,000
Adaptive reuse and historic rehab of Cox Building	\$3,500,000
Albert Paley Archive and Exhibition Space	\$1,000,000
Edwards Building redevelopment / geothermal cooperative	\$2,750,000
Boutique hotel and restaurant in Kresge Building	\$1,750,000
Meng and Shaefer Buildings and the Secret Courtyard	\$750,000
Clinton and Division neighborhood office and retail	\$750,000
Community health center at Sibley Building	\$1,000,000
Mixed-use renovation of Granite/Atrium/Gateway Buildings with mixed-income housing	\$4,500,000



City Sponsor

Private Sponsor

Alta Vista

Clinton/Division Redevelopment

Mortimer St Plaza

Community Health Center

Edwards Building  
+ Geothermal Cooperative

Albert Paley Archives

Cox Building

Xperience Live Digital Media

Granite/Atrium/Gateway Buildings

Main St Commons

E Main/N Clinton Mixed-Use (x2)

Kresge Building

Meng & Shafer Buildings

ANDREWS

ST PAUL

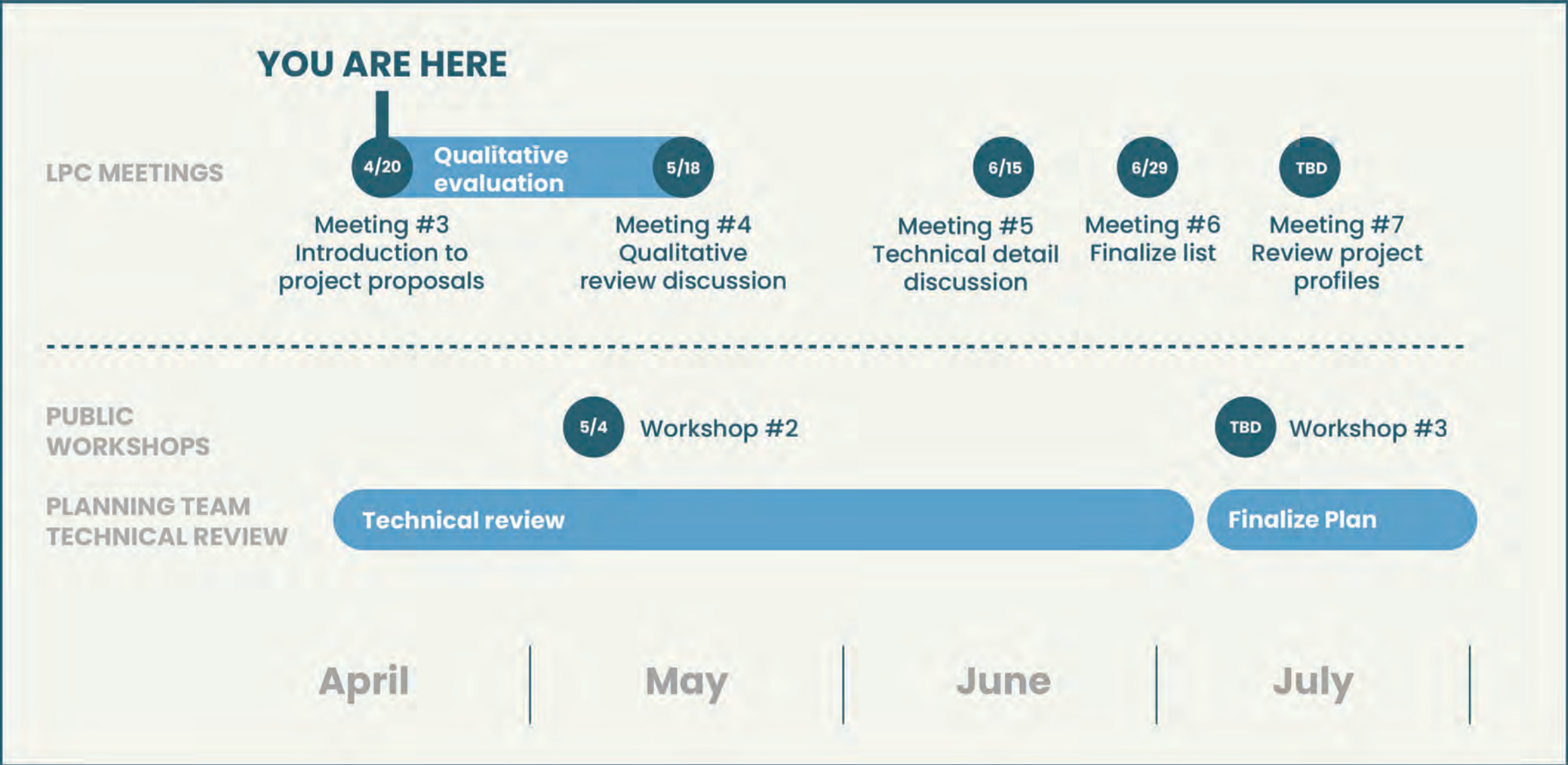
N CLINTON

FRANKLIN

MORTIMER


E MAIN

# Project Evaluation Roadmap



# Proposal evaluation exercise – Overview

- To provide qualitative guidance on the potential economic and community benefits that each project could provide
- NOT a final vote, just a discussion tool

 **City of Rochester**  
Downtown Revitalization Initiative (DRI)

PROJECT ID: \_\_\_\_\_  
PROJECT NAME: \_\_\_\_\_


**EVALUATION CRITERIA**

	WHICH ROCHESTER DRI GOAL(S) IS THIS PROJECT ALIGNED WITH, IF ANY? (MARK IN LEFT COLUMN)
	Reimagine and revitalize East Main Street and Downtown's connective corridors
	Create a vibrant urban center and attractive, green 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

	WHICH STATE DRI GOAL(S) IS THIS PROJECT ALIGNED WITH, IF ANY? (MARK IN LEFT COLUMN)
	Create an active desirable downtown with a strong sense of place
	Attract new businesses, high-paying jobs, and skilled workers
	Enhance public spaces for arts and cultural events
	Build a diverse population with residents and workers supported by different housing and employment opportunities
	Grow the local property tax base
	Provide amenities to support and enhance downtown living and quality of life
	Reduce greenhouse gases, make it more walkable

PROJECT ID: \_\_\_\_\_

 **City of Rochester**  
Downtown Revitalization Initiative (DRI)

EVALUATION CRITERIA		EVALUATION ASSESSMENT		
1	Alignment with DRI Vision	Yes ___	No ___	Need More info ___
2	Alignment with existing local and regional plans	Yes ___	No ___	Need More info ___
3	Alignment with ongoing projects and investment	Yes ___	No ___	Need More info ___
4	Transformative potential: Project contains elements that fundamentally change the downtown and how it is perceived	High ___	Moderate ___	Low ___
5	Catalytic potential: Project has potential to spur further investment in Downtown	High ___	Moderate ___	Low ___
6	Market demand and economic feasibility	High ___	Moderate ___	Low ___
7	Ability to provide a sustainable impact in the downtown	High ___	Moderate ___	Low ___
12	Anticipated community and economic benefits – potential to generate additional economic activity, improve quality of life in the neighborhood	Yes ___	No ___	Need More info ___
13	Estimated impacts on tax revenue	High ___	Moderate ___	Low ___
14	Estimated job growth and retention	Yes ___	No ___	NA ___
15	Employment and workforce development potential	High ___	Moderate ___	Low ___
16	Level of community support	High ___	Moderate ___	Low ___
17	Project readiness / Ability to implement quickly upon award	High ___	Moderate ___	Low ___
	Anticipated timeframe for implementation acceptable for DRI			

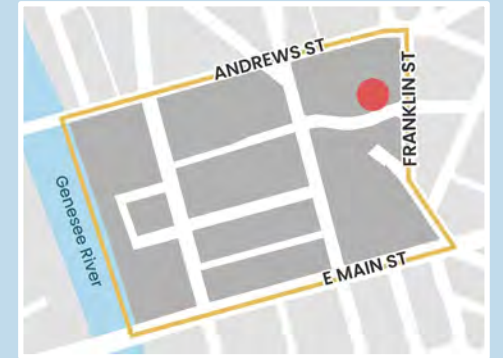
PROJECT ID: \_\_\_\_\_

## Proposal evaluation exercise – Key questions

- Is the project aligned with the Rochester DRI Vision?
- Is the project aligned with Rochester DRI goal(s), and which one(s)?
- Is the project aligned with State DRI goal(s), and which one(s)?
- Is the project aligned with community input (from Public Meetings 1 and 2)?
- Does the project have transformative potential?
  - Contains elements that meaningfully improve the experience of being Downtown and its perception
- Does the project have catalytic potential?
  - Has potential to spur further investment in Downtown

# 01 – Alta Vista at St. Joseph’s Park

Transformation of 4 vacant/blighted lots into a 6-story, 84,000 sf, mixed-use building, with 76 affordable residences, 14 supportive. Includes improvements to St. Joseph’s Park and commercial space to be leased out by Landmark Society of New York.



- Total cost: \$32,412,803
- DRI request: \$2,000,000 (\$150,000 for St. Joseph’s Park, \$1,850,000 for building)
- Sponsor: Ibero-American Development Corporation, Edgemere Development
- Site control: Not finalized
- Existing use: Vacant, small parking lot





## 02 – Redevelopment of 4 Properties on NW Corner of Main and Clinton

Transformation of three historic buildings and one non-historic property into 10-12 market-rate apartments and 4 retail spaces (potentially food vendors, pharmacy, other retail/restaurant)



- Total cost: \$8,983,812
- DRI request: \$3,658,000
- Sponsor: SOS General Contractors LLC
- Site control: Sponsor owns 2 of 4 buildings, taking assignment for other 2
- Existing use: 4 buildings on 4 parcels with unoccupied upper floors and half-occupied ground floor retail



# 03 – The Mayflower: A Proposal to Revitalize the NW Corner of Main and Clinton

11 new middle-income apartments (11,700 sf total) and 4 energy-efficient commercial spaces (4,900 sf total), named for a former donut shop at this long-blighted corner

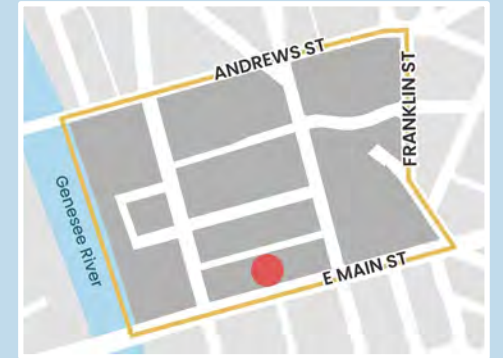


- Total cost: \$10,336,456
- DRI request: \$5,000,000
- Sponsor: Home Leasing
- Site control: Purchase and sale agreement for 2 of 4, discussions still underway about other 2
- Existing use: 4 buildings on 4 parcels with unoccupied upper floors and half-occupied ground floor retail



# 04 – Main Street Commons

Construction of outdoor space to facilitate proposed renovation of adjacent properties into mixed-use destinations, enhancing pedestrian circulation and perception of safety and providing space for outdoor dining and entertainment

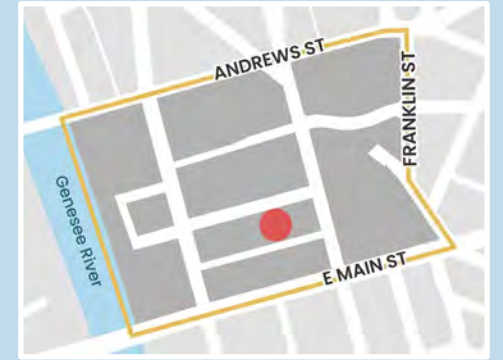


- Total cost: \$1,500,000
- DRI request: \$1,300,000
- Sponsor: City of Rochester
- Existing use: Occupied by single-story, 5,000 sf commercial/retail building, currently vacant
- Site control: Privately held, acquisition not finalized

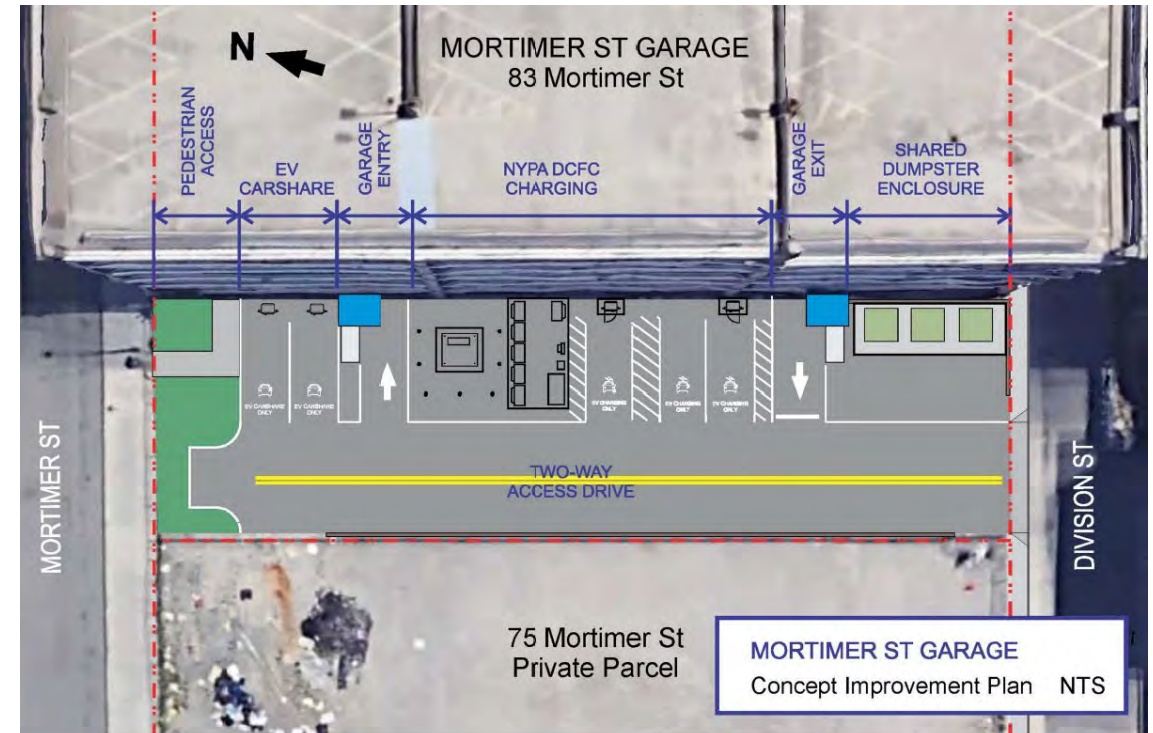


# 05 – Mortimer Street Plaza

Renovation of street-level portion of Mortimer St Garage site to accommodate EV carshare stations, NY Power Authority charging stations, and a shared refuse and recycling enclosure to consolidate dumpsters in Division St ROW



- Total cost: \$850,000
- DRI request: \$750,000
- Sponsor: City of Rochester
- Existing use: Secondary ingress/egress for garage



# 06 – Xperience Live Downtown Digital Media

Installation of LED high-definition video billboards and solar panel equipment at the NW corner of E Main St and N Clinton Ave, with 24-hour news, weather, advertisements for community events



- Total cost: \$1,150,000
- DRI request: \$500,000
- Sponsor: ROC City Leasing, LLC
- Existing use: 90% unused former billboard, 10% cell phone retail storefront

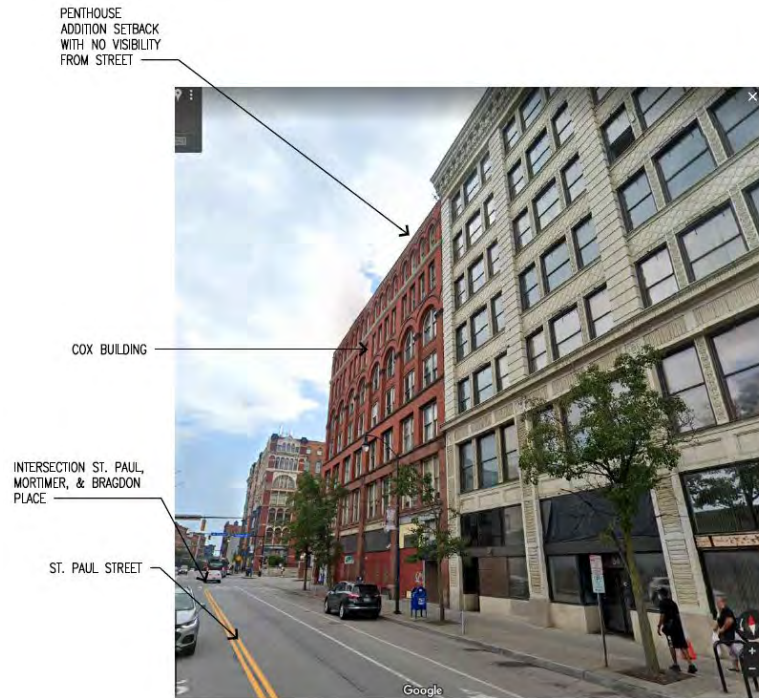


# 07 – Cox Building Adaptive Reuse/ Historic Rehabilitation

Restoration of exterior and renovation of interior for transit-oriented development with 85 new residential apartments and three retail storefronts, across the street from the RTS Transit Center



- Total cost: \$31,064,550
- DRI request: \$3,500,000
- Sponsor: Cox Rochester LLC
- Existing use: U-shaped building with vacant former office and factory portions



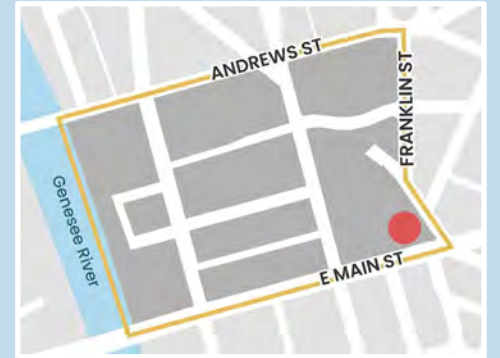
**STREET VIEW**



**STREET VIEW SUPERIMPOSED OVER MODEL**

# 08 – Albert Paley Archives and Exhibition Space

Partnership between Rochester artist and craftsman Albert Paley, RIT, and Sibley Square, to house and study Paley's archives and exhibit process and information about Paley's works



- Total cost: \$2,800,000
- DRI request: \$1,000,000
- Sponsor: RIT, Winn Companies
- Existing use: Vacant commercial space



# 09 – Edwards Building Redevelopment and Geothermal Cooperative

114 market-rate apartments with 25,000 sf commercial space in Edwards Building, with 111 geothermal wells in the vacant lot adjacent (to deliver heating and cooling to Edwards and 3+ other nearby projects)



- Total cost: \$36,000,000
- DRI request: \$2,750,000
- Sponsor: FORTIFIED and Dutton Properties
- Existing use: Vacant building and lot





# 10 – Boutique Hotel and Restaurant, Kresge Building

Redevelopment of historic building into boutique, 28-room hotel and restaurant with private event space and focus on local food/wine, adjacent to proposed Main Street Commons project

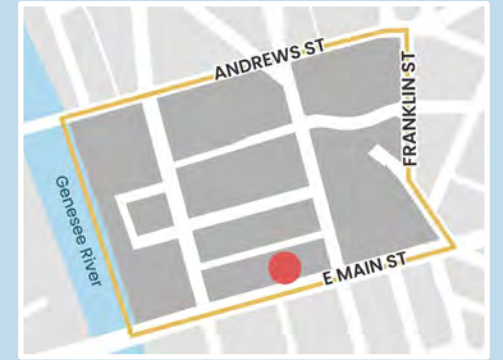


- Total cost: \$11,700,000
- DRI request: \$1,750,000
- Sponsor: FORTIFIED and Dutton Properties
- Existing use: Family Dollar first floor, vacant upper floors
- Site control: Purchase and sale agreement to close July



# 11 – Meng & Shafer Buildings & Secret Courtyard

Redevelopment into 2 mixed-use buildings with 4 apartments and 2 commercial spaces, with courtyard between the two, for use by potential commercial tenants



- Total cost: \$2,600,000
- DRI request: \$750,000
- Sponsor: FORTIFIED and Dutton Properties
- Existing use: Vacant buildings



# 12 – Clinton & Division Neighborhood Office and Retail

Redevelopment into mixed-use commercial building, 5,000 sf of office space on 2<sup>nd</sup> floor (for tech, business, and/or artists) and retail/service on 1<sup>st</sup> floor (such as coffee shop, bakery, music venue)

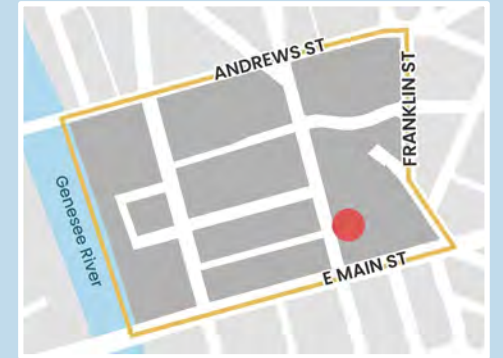


- Total cost: \$2,825,000
- DRI request: \$750,000
- Sponsor: FORTIFIED and Dutton Properties
- Existing use: Vacant building



# 13 – Renovation of Sibley Building Space into Community Health Center

Renovation and construction of a 7,800 sf storefront medical and mental health clinic to serve 5,000-6,000 additional patients, including a retail pharmacy



- Total cost: \$2,545,675
- DRI request: \$1,000,000
- Sponsor: His Branches, Inc.
- Existing use: Unoccupied storefront space



# 14 – Renovation of Granite, Atrium, and Gateway Buildings

Renovation of three Main Street buildings (340,000 sf total) to include mixed-income housing for 400 residents and 80,000 sf commercial space



- Total cost: \$119,332,796
- DRI request: \$4,000,000-\$4,500,000; \$500,000 for Granite Building, \$4,000,000 for Gateway and Atrium
- Sponsor: SAA | EVI
- Existing use: Granite is CGI HQ, others are vacant
- Site control: Purchase negotiations underway



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# Next Steps

## **Next LPC Meetings**

- May 18, 5–7pm (Virtual)
- June 15, 5–7pm (Likely hybrid)
- June 29, 5–7pm (Likely hybrid)
- July TBD (if needed)

## Public Meeting #2: Open House, May 4th

*Invite your networks to attend!*

- Open House: Community members will learn about project proposals and provide feedback about what they would like to see
- May 4<sup>th</sup>, 5-7pm – Hybrid, with in-person open house at MCC and online option on Zoom
- Pre-registration for in-person or Zoom attendance encouraged – Details available on City website (<https://www.cityofrochester.gov/DRI/>)







# Public Comment

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

**NEW YORK**  
STATE OF  
OPPORTUNITY.

**Downtown  
Revitalization  
Initiative**