



Rochester

DOWNTOWN REVITALIZATION INITIATIVE

LOCAL PLANNING COMMITTEE
MEETING #4

May 25, 2022



NEW YORK
STATE OF
OPPORTUNITY.

**Downtown
Revitalization
Initiative**

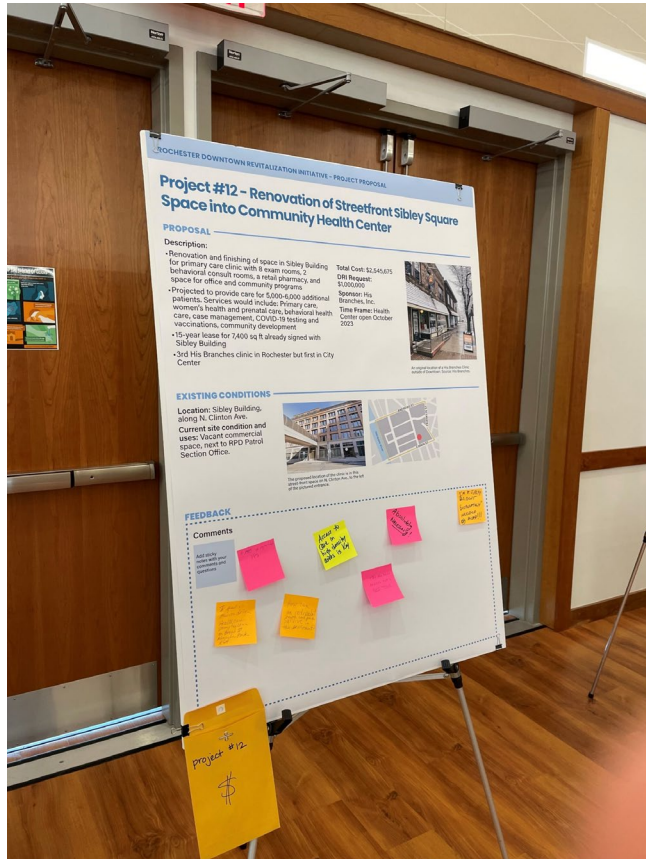
Agenda

- Welcome + Code of Conduct / Conflict of Interest
- Planning Updates
- Project Proposal Discussion
- Next Steps
- Public Comment Period



Planning Updates

Public Meeting #2 - May 4th Open House Workshop



62 Participants
Online and in-person

Brief introduction to project proposals followed by activities:

- Posters for each project proposal with space for comments
- Survey: What is the transformative potential of each project? How well does each project align with the Rochester DRI vision and goals?
- DRI Bucks: How would you spend the \$10M?

Overall proposal comments – In-person and online

GENERAL AGREEMENT

Importance of finding the right commercial tenants in new developments: Commercial tenants should be culturally diverse, local businesses that aim to make living downtown easy, affordable, and enjoyable.

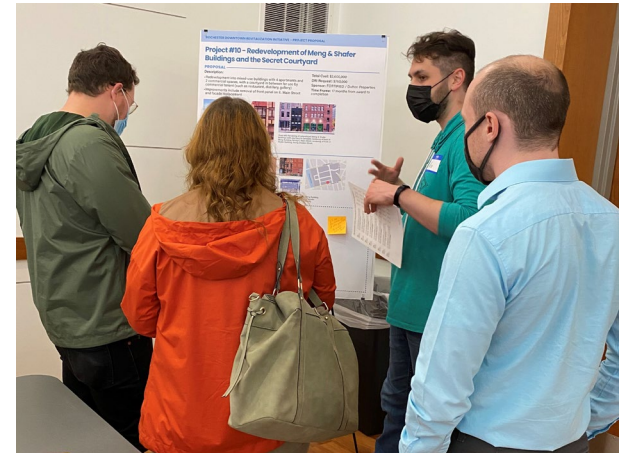
ISSUES WITH DIFFERING OPINIONS

Project scale:

- Big: “The best options are large mixed-use, transit-oriented buildings; catalyzing downtown happens with lots of new units, not façade improvements”
- Small but complex: Prioritize smaller, more complicated projects with big punch

Extent:

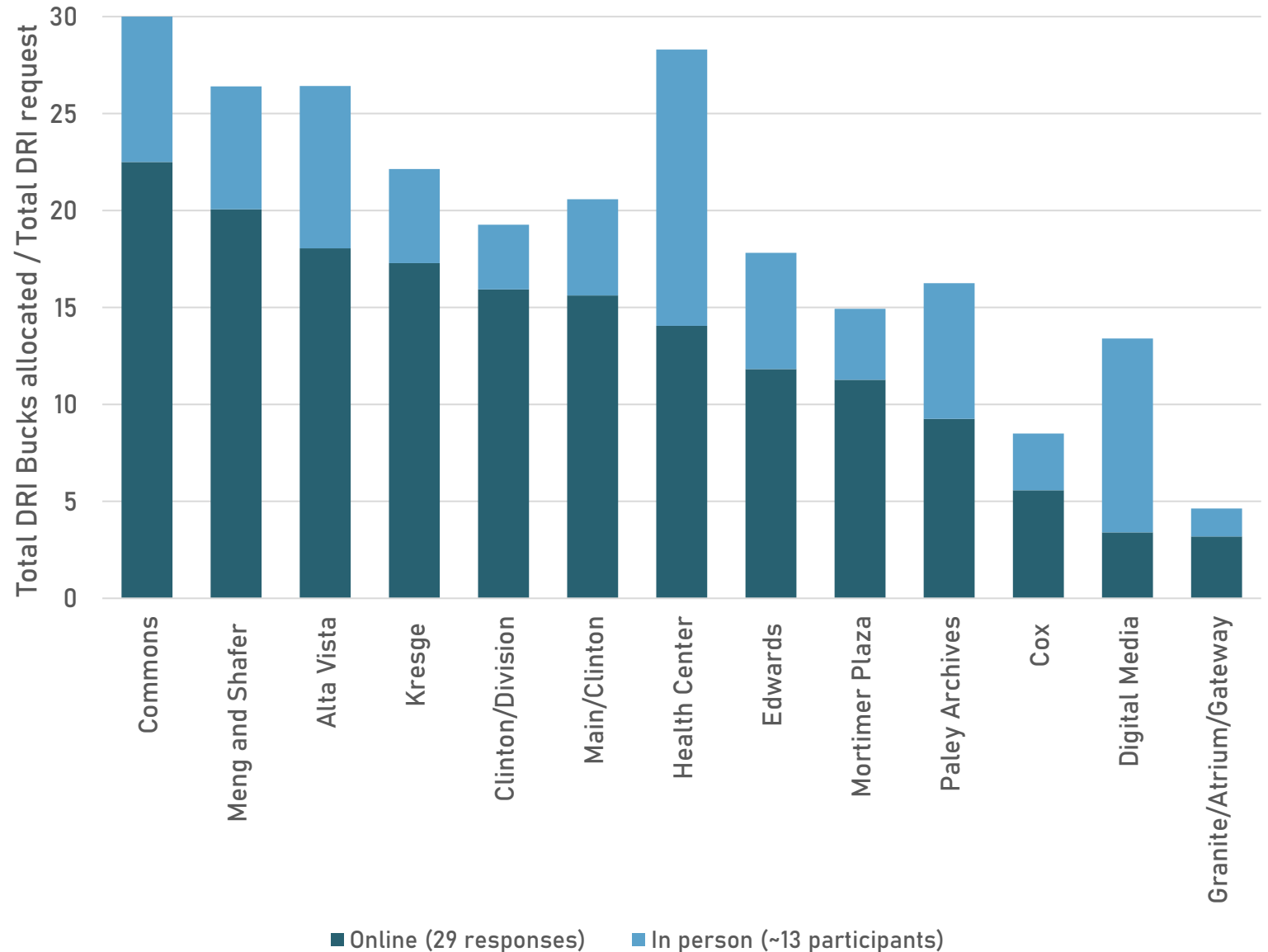
- Critical mass: Focus funding near Main and Clinton
- Diversified: Unlock opportunities/address needs across the DRI area



DRI Bucks: How would you spend the \$10M?

The Commons received the most DRI Bucks relative to its DRI funding request.

Projects with the highest DRI funding requests (Main/Clinton, Cox, Granite/Atrium/Gateway) generally received fewer DRI Bucks, even if they were otherwise considered transformative or exciting.



LPC Walking Tour

On Monday, a dozen participants joined City staff and historians to visit proposed project locations and learn about their history.

General takeaways:

- DRI area needs help!
- Big-impact projects are preferable
- Addressing Main Street most critical



CFA Applications

Governor Hochul announced the launch of the Consolidated Funding Application (CFA) Round XII yesterday for the Regional Economic Development Initiative.

- Separate funding opportunities for project proposals that may not be appropriate for DRI funding.
- More information:
<https://regionalcouncils.ny.gov/cfa>

Xerox Tower renovation and redevelopment was awarded \$1M in Round 9.



1,217 Finger Lakes CFA projects funded to date



Project Proposal Discussion

Project evaluation criteria fall into four buckets

Feasibility

- Readiness to start
- Completeness of funding plan
- Clarity of site control and regulatory steps
- Capacity of project sponsor to complete and maintain investment

Potential Impact

- Alignment with DRI goals and vision
- Transformative and catalytic potential
- Synergies with other DRI projects – “critical mass”
- Timeline to completion

Cost/Benefit

- % total DRI funds relative to impact
- Demonstrated need for DRI funds to complete project
- Other funds leveraged
- Relative community/economic benefit
- Past State investment
- Appropriateness of DRI as funding source

Public Input

- Community feedback from workshops, online, LPC meetings
- Previously expressed local and regional priorities

For discussion tonight:

Feasibility

Readiness to start

Completeness of funding plan

Clarity of site control and regulatory steps

Capacity of project sponsor to complete and maintain investment

Potential Impact

Alignment with DRI goals and vision

Transformative and catalytic potential

Synergies with other DRI projects - "critical mass"

Timeline to completion

Cost/Benefit

% total DRI funds relative to impact

Demonstrated need for DRI funds to complete project

Other funds leveraged

Relative community/economic benefit

Past State investment

Appropriateness of DRI as funding source

Public Input

Community feedback from workshops, online, LPC meetings

Previously expressed local and regional priorities



Alta Vista

Transformation of 4 lots into a 6-story, 84,000 sf, mixed-use building, with 76 affordable residences, 14 supportive. Includes park improvements and commercial space.

Total cost: \$32,412,803

DRI request: \$2,000,000

Sponsor: Ibero-American Development Corp.



① NORTH ELEVATION - 1/8" = 1'-0"



② NORTH ELEVATION - 1 1/8" = 1'-0"

INEX ARCHITECTURE P.C.



INEX ARCHITECTURE P.C.

FIRST FLOOR

IBERO-AMERICAN DEVELOPMENT CORP. ALTA VISTA COMMUNITY 14' 8" 8 MARCH 2022



Alta Vista

Transformation of 4 lots into a 6-story, 84,000 sf, mixed-use building, with 76 affordable residences, 14 supportive. Includes park improvements and commercial space.

Total cost: \$32,412,803

DRI request: \$2,000,000

Sponsor: Ibero-American Development Corp.

FEASIBILITY

- Project cost has been adjusted to account for different LIHTC model and broader material/construction labor cost volatility

COST/BENEFIT

- 15x leverage
- \$1.85M for 76 units (and addressing need for supportive housing)
- High-efficiency design (electric, solar, EV charging, low-flow faucets, efficient appliances)

POTENTIAL IMPACT

Relevant DRI goals/strategies

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

PUBLIC FEEDBACK

- ? What kinds of improvements to St. Joseph's Park?
- ♥ Excitement about this long empty site being put to use
- ⚠ Concern about diverting DRI funding away from Main St., about lost opportunity of tax revenue with a different development concept on this site



Main & Clinton

Restoration of 4 buildings into 10-12 market-rate apartments and 4 retail spaces

Total cost: \$9M - \$10.3M

DRI request: \$3.7M - \$5M

Sponsor: Home Leasing / SOS

FEASIBILITY

- Site control still in process

COST/BENEFIT

- 1-1.4x+ leverage
- \$3.7M - \$5M for 10-12 units
- Historically significant corner for Downtown, part of why the City originally applied for DRI

POTENTIAL IMPACT

Relevant DRI goals and strategies

- Reimagine and revitalize East Main Street and Downtown's connective corridors
- Address vacancy and blight along Main St.
- Increase the amount of mixed-use, mixed-income housing in Downtown

PUBLIC FEEDBACK



"I can't think of a more important and critical building for the revitalization downtown - a symbol of revitalization."



So much money! So few units! [DRI Bucks allocation was in-the-middle]



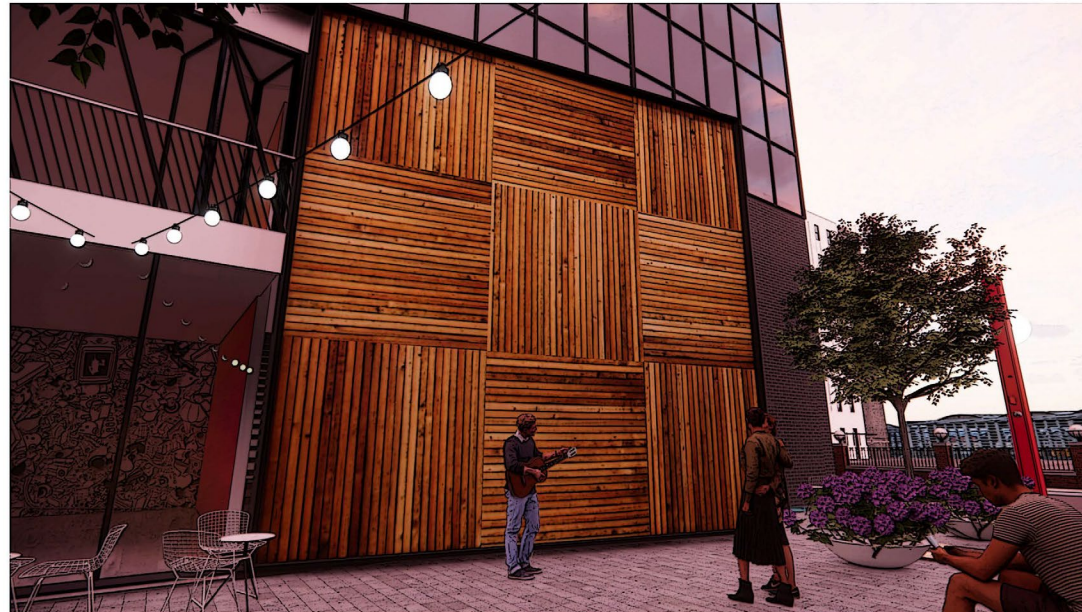
The Commons

Construction of outdoor space 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





The Commons

Construction of outdoor space 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

FEASIBILITY

- Property under contract

COST/BENEFIT




- Leverages \$200,000
- One of two projects focused on public realm
- Amenity for other DRI project proposals

POTENTIAL IMPACT

Relevant DRI goals and strategies

- Reimagine and revitalize East Main Street and Downtown's connective corridors
- Create a vibrant urban center and attractive, green public realm that welcomes everyone

PUBLIC FEEDBACK

-  Scored highest in transformative potential and DRI goal alignment in survey
-  Excitement about a project that focuses on public realm, improves pedestrian experience of both Main St and Division
-  "The amount of funding asked for seems high compared to total cost" [public sector projects often have higher requests]



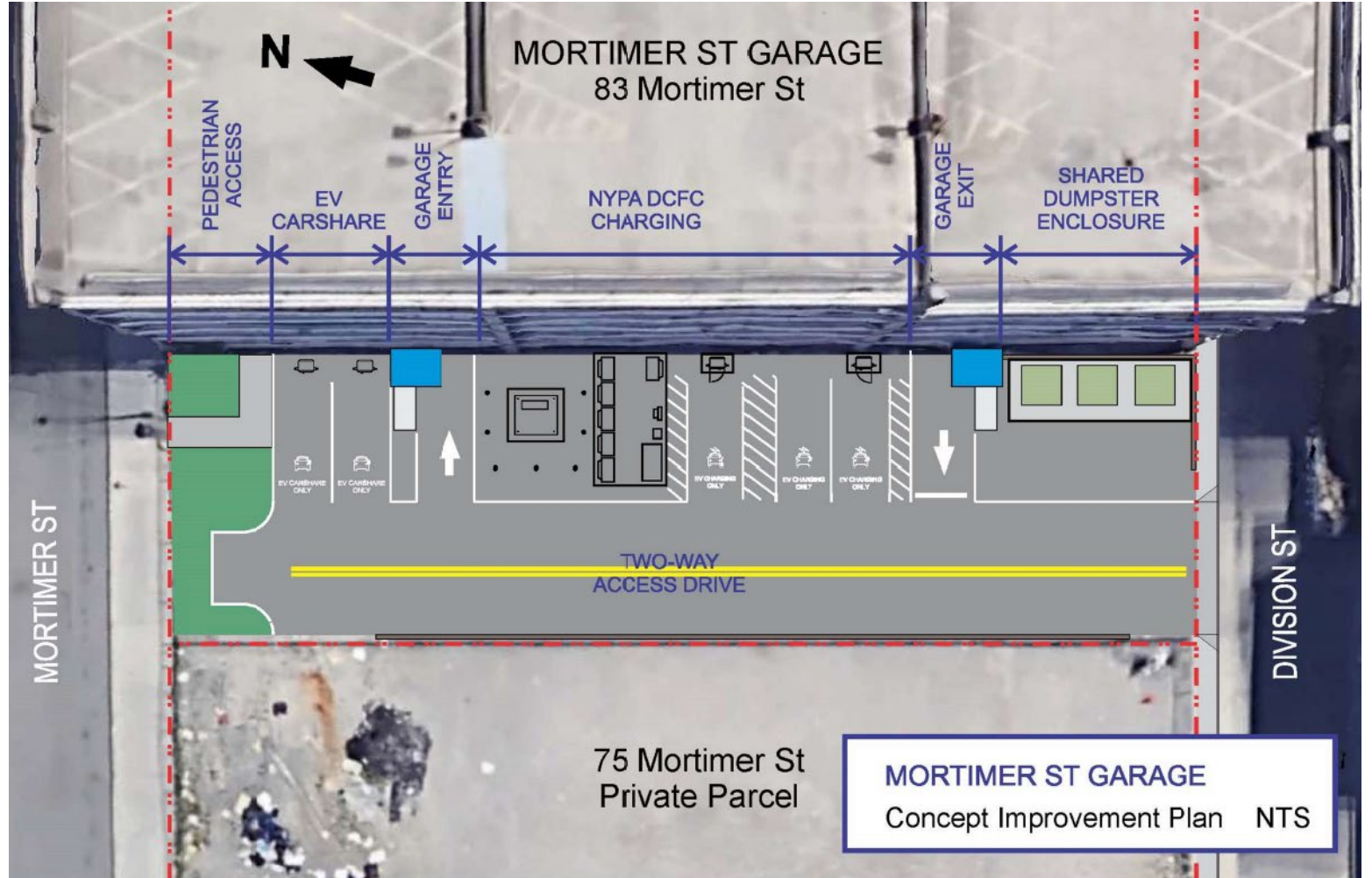
Mortimer Plaza

Streetscape improvements to accommodate EV charging and carshare and consolidate Division St trash

Total cost: \$850,000

DRI request: \$750,000

Sponsor: City of Rochester





Mortimer Plaza

Streetscape improvements to accommodate EV charging and carshare and consolidate Division St trash

Total cost: \$850,000

DRI request: \$750,000

Sponsor: City of Rochester

FEASIBILITY

- City owns parcel (same as Mortimer St Garage)

COST/BENEFIT



- Leverages \$100,000
- One of two projects focused on public realm
- EV charging stations address DRI decarbonization goal
- One piece of larger effort to improve Division streetscape

POTENTIAL IMPACT

Relevant DRI goals and strategies

- Attract amenities around the bus terminal to improve the transit user experience

PUBLIC FEEDBACK

-  Trash is a big problem on Division – needs to be addressed
-  Not enough EV charging spots vs. too much emphasis on auto travel Downtown

Digital Media Main/Clinton

Installation of LED, HD video billboards and solar panel equipment to display 24-hour news, advertisements for community events

Total cost: \$1,150,000

DRI request: \$500,000

Sponsor: ROC City Leasing, LLC





Digital Media Main/Clinton

Installation of LED, HD video billboards and solar panel equipment to display 24-hour news, advertisements for community events

Total cost: \$1,150,000

DRI request: \$500,000

Sponsor: ROC City Leasing, LLC

FEASIBILITY

- Project partner owns the site
- City's design standards do not allow for digital signs as rendered (§ 120-177F)

COST/BENEFIT

- 1.3x leverage

POTENTIAL IMPACT

Relevant DRI goals and strategies

- Promote existing institutions, upcoming events, and new creative initiatives using digital kiosks, signage, and other public realm features.

PUBLIC FEEDBACK

- ❓ "Might be a good idea for somewhere else in Downtown"
- ❓ Who would program and pay for upkeep? Who decides what is programmed?
- ⚠️ Concern about views from nearby buildings
- ⚠️ Scored lowest of all projects in survey about transformative potential and goal alignment



Cox Building

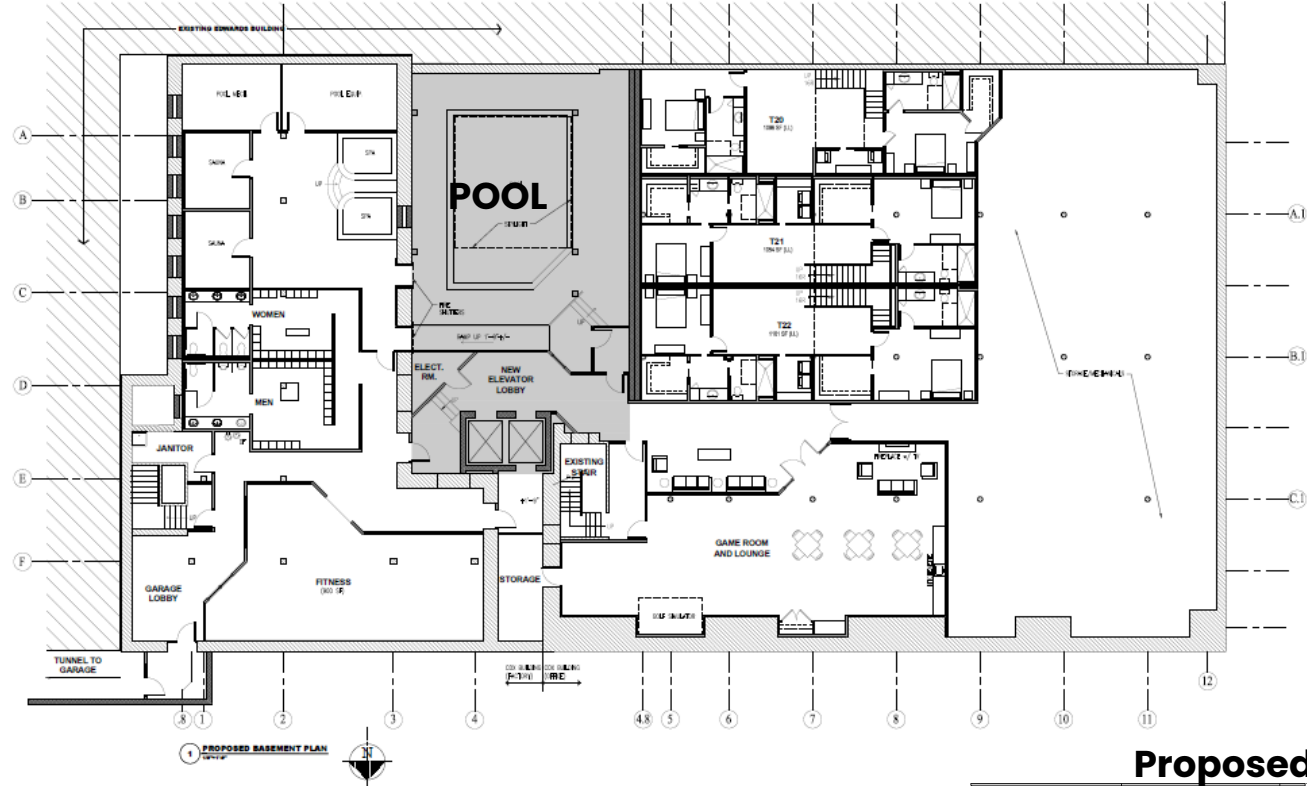
Restoration of exterior and renovation of interior for transit-oriented development with 85 new residential apartments and three retail storefronts

Total cost: \$31,064,550

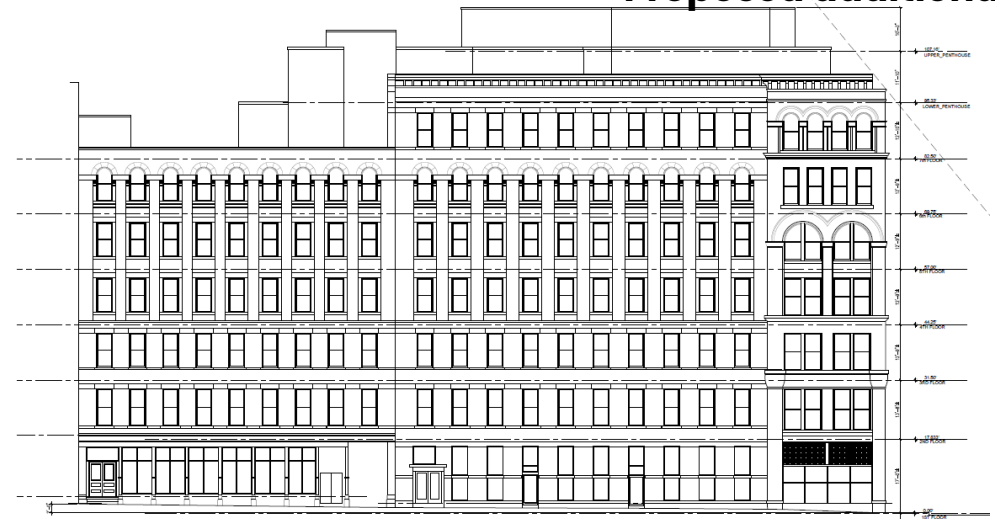
DRI request: \$3,500,000

Sponsor: Cox Rochester LLC

Basement



Proposed additional floor



1 PROPOSED MORTIMER STREET (NORTH) ELEVATION
1/8" = 1'-0"



Cox Building

Restoration of exterior and renovation of interior for transit-oriented development with 85 new residential apartments and three retail storefronts

Total cost: \$31,064,550

DRI request: \$3,500,000

Sponsor: Cox Rochester LLC

FEASIBILITY

- Developer has completed similar historic renovations in Syracuse

COST/BENEFIT

- 7.8x leverage
- \$3.5M for 85 units, 3 retail spots
- Ground floor retail could have meaningful impact on area around RTS

POTENTIAL IMPACT

Relevant DRI goals and 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, and empty-nesters, and artists
- Attract amenities around the bus terminal to improve the transit user experience

PUBLIC FEEDBACK

- ♥ Important historic building
- ♥ Could house more culturally diverse businesses on a corner needing activation
- ⚠ "Residents of higher-valued apartments will continually complain about issues at Transit Center"



Paley Archives and Exhibition Space

Partnership between Albert Paley, RIT, and Sibley Square, to house and study Paley's archives and information about Paley's works

Total cost: \$2,800,000

DRI request: \$1,000,000

Sponsor: RIT, WinnCompanies

FEASIBILITY

- Site is owned by WinnCompanies – would need building permit and certificate of occupancy

COST/BENEFIT

- 1.8x leverage
- One storefront on Liberty Pole Plaza
- Only proposal specifically related to highlighting Rochester arts

POTENTIAL IMPACT

Relevant DRI goals and strategies

- Attract active ground floor uses to make the pedestrian experience more inviting and engaging
- Further strengthen Rochester's reputation as the cultural center of the Finger Lakes region
- Support a diverse array of local creative initiatives that preserve and enhance what makes Downtown Rochester unique

PUBLIC FEEDBACK

💬 “Paley is a Rochester gem! Rochester is arts, music, activists and more.”

⚠️ Survey results and discussion suggest overall more excitement about other projects



Edwards and Geothermal Cooperative

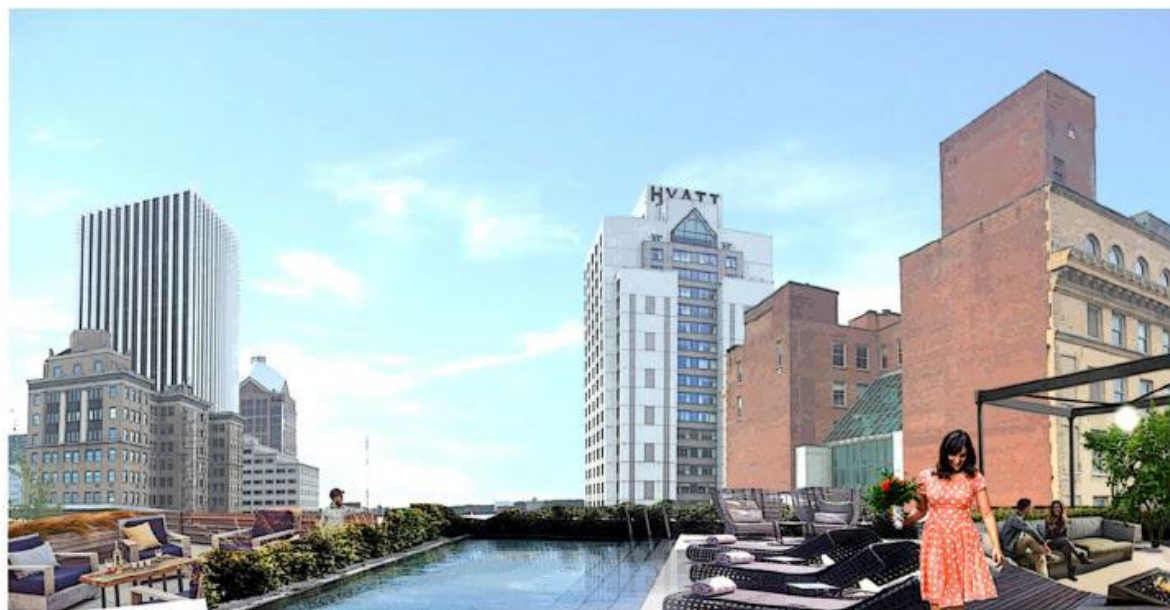
114 market-rate units with 25,000 sf commercial, with geothermal wells in the vacant lot adjacent

Total cost: \$36,000,000

DRI request: \$2,750,000

Sponsor: FORTIFIED and Dutton Properties

EXTERIOR LIGHTING DESIGN





Edwards and Geothermal Cooperative

114 market-rate units with 25,000 sf commercial, with geothermal wells in the vacant lot adjacent

Total cost: \$36,000,000

DRI request: \$2,750,000

Sponsor: FORTIFIED and Dutton Properties

FEASIBILITY

- One of four projects submitted by this local developer sponsor
- Design approved by NPS and SHPO

COST/BENEFIT

- 12x leverage
- \$2.75M = 114 apartments
- Potential exciting sustainability pilot for other parts of town

POTENTIAL IMPACT

Relevant DRI goals and strategies

- Build on existing momentum to build more housing for the market's current primary demographics
- Provide appropriate spaces for innovative entrepreneurial/incubator opportunities that target the local workforce

PUBLIC FEEDBACK



“This should be a catalyst for similar development. We need more geothermal in/around our city, and 114 apartments is huge.”



Concern about committing to more surface parking right off Main St.



Kresge Boutique Hotel & Restaurant

Renovation of historic building into 28-room hotel and restaurant with private event space and focus on local food/beverage scene

Total cost: \$11,700,000

DRI request: \$1,750,000

Sponsor: FORTIFIED and Dutton Properties





Kresge Boutique Hotel & Restaurant

Renovation of historic building into 28-room hotel and restaurant with private event space and focus on local food/beverage scene

Total cost: \$11,700,000

DRI request: \$1,750,000

Sponsor: FORTIFIED and Dutton Properties

FEASIBILITY

- One of four projects submitted by this local developer sponsor

COST/BENEFIT

- 5.9x leverage
- \$1.75M = 28 hotel rooms and 2 food/beverage purveyors
- Adds exciting dining options to a part of Downtown with few
- Synergy with Commons project

POTENTIAL IMPACT

Relevant DRI goals and strategies

- Reimagine and revitalize East Main Street and Downtown's connective corridors
- Attract neighborhood retail and commercial amenities that residents and workers need
- Increase tourist and regional visits

PUBLIC FEEDBACK

- ? Is there potential that this hotel would serve a different client than the others nearby?
- ♥ Unique, potential part of a critical mass on Main St.; excitement about potential restaurant tenants
- ⚠ Concern about hotel vacancy rates with more capacity coming online nearby

Meng, Shafer, Courtyard

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

Total cost: \$2,600,000

DRI request: \$750,000

Sponsor: FORTIFIED and
Dutton Properties





Meng, Shafer, Courtyard

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

Total cost: \$2,600,000

DRI request: \$750,000

Sponsor: FORTIFIED and Dutton Properties

FEASIBILITY

- One of four projects submitted by this local developer sponsor

COST/BENEFIT

- 2.5x leverage
- \$750K = 4 units and 2 commercial spaces

POTENTIAL IMPACT

Relevant DRI goals and strategies

- Address vacancy and blight along East Main Street to catalyze transformation
- Attract active ground floor uses to make the pedestrian experience more inviting and engaging

PUBLIC FEEDBACK

- ? Wonder if the scale limits its catalytic potential
- ♥ "Narrow historic buildings are harder to redevelop so this money would be put to good use"
- ! Just 4 units?!
- ♥ "Brings Main St. alive. Yes!"



Clinton & Division

Redevelopment into mixed-use commercial building, office space on 2nd floor (for tech, business, and/or artists) and retail/service on 1st floor

Total cost: \$2,825,000

DRI request: \$750,000

Sponsor: FORTIFIED and Dutton Properties

FEASIBILITY

- One of four projects submitted by this local developer sponsor

COST/BENEFIT

- 2.7x leverage
- \$750,000 = 2 commercial spaces

POTENTIAL IMPACT

Relevant DRI goals and strategies

- Provide spaces for innovative entrepreneurial/incubator opportunities that target the local workforce
- Attract neighborhood retail and commercial amenities that residents and workers need

PUBLIC FEEDBACK

- ⚠️ "Great in conjunction with others. But stand-alone, perhaps not enough."
- 💬 Currently an eyesore, so much of this block, and the rendering is exciting
- 💬 Small-scale office is appealing



Health Clinic @ Sibley Square

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

FEASIBILITY

- Lease signed for 7 years
- Would pursue Certificate of Need from State after award (by end of 2022)

COST/BENEFIT

- 1.5x leverage
- \$1M = space for 15,000 annual visits and a pharmacy
- Addresses social need for healthcare access downtown

POTENTIAL IMPACT

Relevant DRI goals and strategies

- Attract neighborhood retail and commercial amenities that residents and workers need
- Attract amenities around the bus terminal to improve the transit user experience

PUBLIC FEEDBACK

- ❓ How can an independent healthcare provider survive in this environment?
- ⚠️ Concern about a mission-driven health center
- 💬 While not transformative in a physical sense, it is a much-needed amenity
- 💬 Great location so close to RTS and CFC



Granite, Atrium, & Gateway Buildings

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

Total cost: \$119M

DRI request: \$4-4.5M

Sponsor: SAA | EVI

FEASIBILITY

- Site control negotiations still underway
- Sponsor is developer with 4,500+ units in pipeline in 10 states

COST/BENEFIT

- 25x leverage
- \$4M = 143 units

POTENTIAL IMPACT

Relevant DRI goals and strategies

- Address vacancy and blight along East Main Street to catalyze transformation
- Increase the amount of mixed-use, mixed-income housing in Downtown

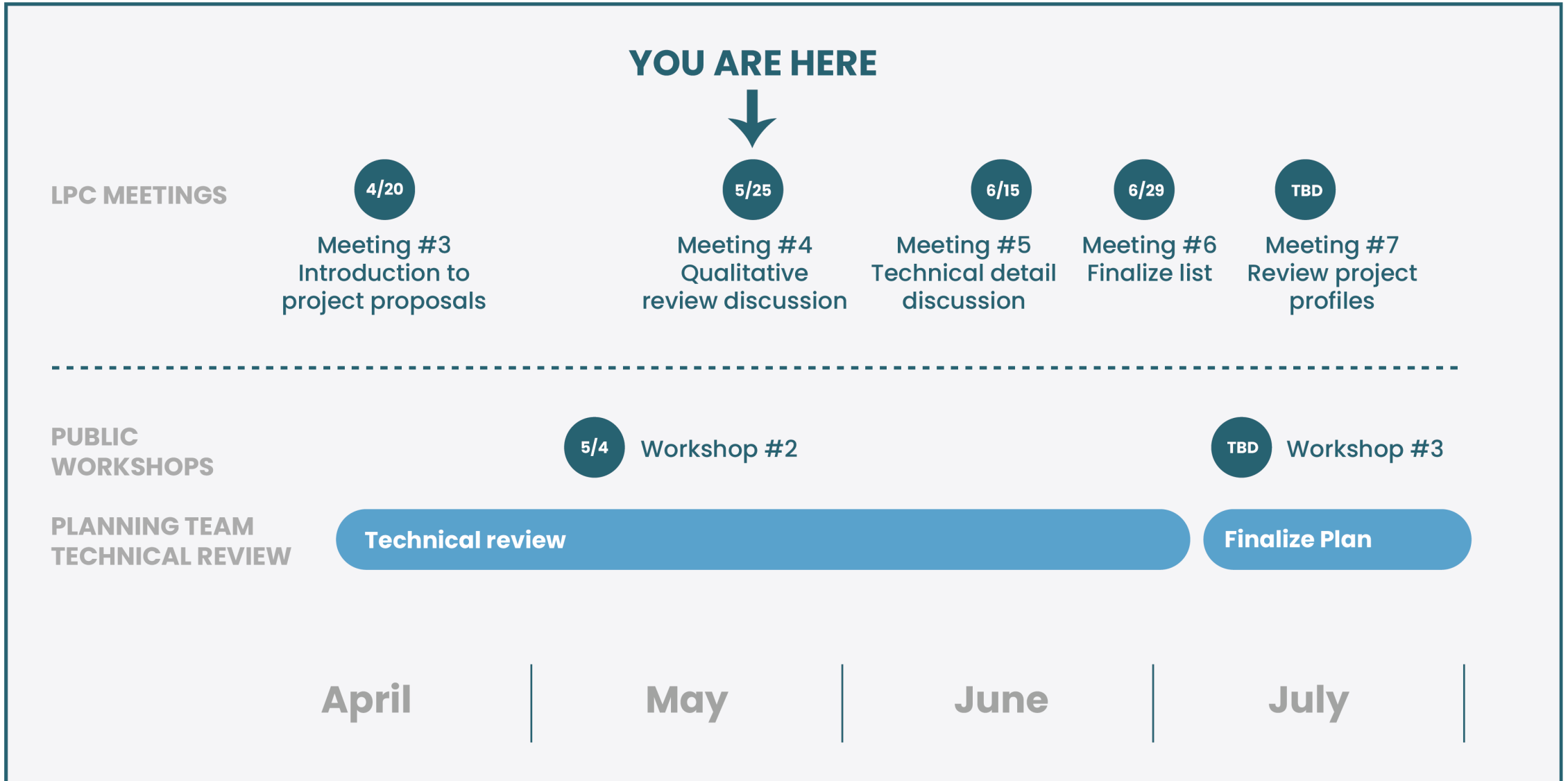
PUBLIC FEEDBACK

- ♥ Only project with lots of units on Main St – big impact
- ⚠ So much money!
- ❓ What about just funding one of the buildings?
- ❓ How long would a project this big really take? Longer than DRI allows?



Next Steps

What's next?





Public Comment

Help us with your ideas to continue the momentum Downtown!

