



# Rochester

## DOWNTOWN REVITALIZATION INITIATIVE

LOCAL PLANNING COMMITTEE  
MEETING #6

June 29, 2022



**NEW YORK**  
STATE OF  
OPPORTUNITY.

**Downtown  
Revitalization  
Initiative**

# Agenda

- Welcome + Code of Conduct / Conflict of Interest
- Review of vision and goals
- Project updates
- Straw-poll results
- Projects for inclusion in Strategic Investment Plan
- Next steps
- Public comment

# Rochester's DRI Vision

Our Downtown is the vibrant, connected heart of our region, a place where a diverse population of new and long-time residents live, work, and spend time. Walkable, accessible, safe, and uniquely Rochester, Downtown is a place where economic, cultural, and social investments will grow and thrive. Continuing to attract innovation, arts, culture, and entertainment, it will boost yearly visitors and overall economic development. The infusion of additional investments triggered by a DRI grant will help put the finishing touches on our Downtown revitalization and cement it as the centerpiece of the Finger Lakes region.

# Rochester's DRI Goals

- 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

# LPC straw poll results

9 responses

	% responses
<b>Clear favorites</b>	
Main Street Commons - \$1,300,000 (87% of total project cost)	100%
Main and Clinton Mixed Use - \$5,000,000 (48% of total project cost)	89%
Kresge Building Boutique Hotel and Restaurant - \$1,750,000 (15% of total project cost)	89%
<b>Potential</b>	
Edwards Building and Geothermal Cooperative - \$2,750,000 (8% of total project cost)	67%
Renovation of Gateway and Atrium Buildings - \$4,000,000 (5% of total project cost)	56%
Alta Vista - \$2,000,000 (DRI request is 6% of total project cost)	38%
<b>Less likely</b>	
Mortimer Street Plaza - \$750,000 (88% of total project cost)	22%
Meng & Shafer Buildings and Secret Courtyard - \$750,000 (29% of total project cost)	22%
Cox Building Adaptive Reuse and Historic Restoration - \$3,500,000 (11% of total project cost)	22%
Clinton/Division Neighborhood Office and Retail - \$750,000 (27% of total project cost)	11%
<b>Very unlikely</b>	
Xperience Live LED Billboards Main/Clinton - \$500,000 (43% of total project cost)	0%
His Branches Community Health Center - \$1,000,000 (39% of total project cost)	0%
Albert Paley Archive and Exhibition Space - \$1,000,000 (36% of total project cost)	0%



# Project selection

Two decisions: Which projects to recommend for DRI funding? Which projects to include in Strategic Investment Plan without recommending for DRI funding?

## Clear favorites

Main Street Commons - \$1,300,000 (87% of total project cost)

Main and Clinton Mixed Use - \$5,000,000 (48% of total project cost)

Kresge Building Boutique Hotel and Restaurant - \$1,750,000 (15% of total project cost)

## Potential

Edwards Building and Geothermal Cooperative - \$2,750,000 (8% of total project cost)

Renovation of Gateway and Atrium Buildings - \$4,000,000 (5% of total project cost)

Alta Vista - \$2,000,000 (DRI request is 6% of total project cost)

## Less likely

Mortimer Street Plaza - \$750,000 (88% of total project cost)

Meng & Shafer Buildings and Secret Courtyard - \$750,000 (29% of total project cost)

Cox Building Adaptive Reuse and Historic Restoration - \$3,500,000 (11% of total project cost)

Clinton/Division Neighborhood Office and Retail - \$750,000 (27% of total project cost)

## Very unlikely

Xperience Live LED Billboards Main/Clinton - \$500,000 (43% of total project cost)

His Branches Community Health Center - \$1,000,000 (39% of total project cost)

Albert Paley Archive and Exhibition Space - \$1,000,000 (36% of total project cost)

## Recommendation scenarios based on straw poll

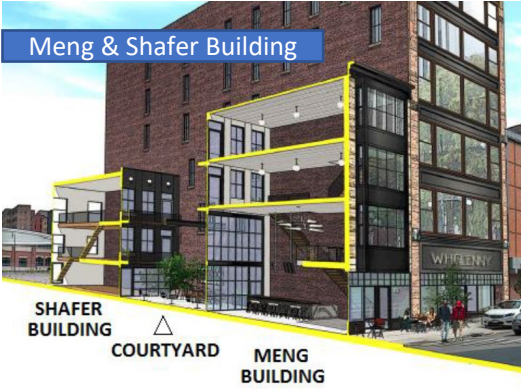
	Scenario1	Scenario2	Scenario3
Main Street Commons - \$1,300,000	1,300,000	1,300,000	1,300,000
Main and Clinton Mixed Use - \$5,000,000	5,000,000	5,000,000	5,000,000
Kresge Boutique Hotel and Restaurant - \$1,750,000	1,750,000	-	1,750,000
Edwards Building and Geothermal Co-op - \$2,750,000	2,750,000	2,750,000	2,750,000
Renovation of Gateway and Atrium Buildings - \$4,000,000	4,000,000	4,000,000	4,000,000
Alta Vista - \$2,000,000	2,000,000	2,000,000	-
Meng & Shafer Buildings and Secret Courtyard - \$750,000	-	750,000	-
Mortimer Street Plaza - \$750,000	-	-	-
Cox Building Adaptive Reuse - \$3,500,000	-	-	-
Clinton/Division Neighborhood Office and Retail - \$750,000	-	-	-
Xperience Live LED Billboards Main/Clinton - \$500,000	-	-	-
Albert Paley Archive and Exhibition Space - \$1,000,000	-	-	-
His Branches Community Health Center - \$1,000,000	-	-	-
	Scenario1	Scenario2	Scenario3
	\$ 16,800,000	\$ 15,800,000	\$ 14,800,000

# \$16.8M scenario



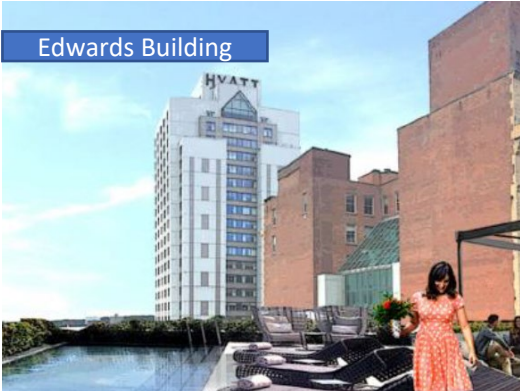


# \$15.8M scenario





# \$14.8M scenario



## Remaining schedule

- July 11 – Public Meeting
- July 13 – Tentative hold for LPC #7 if needed
- July 12-15 – Email voting
- End of July – Strategic Investment Plan
- August through late 2022 – State decision-making
- 2023 – Project implementation begins

NOTE: DRI funding amounts are recommendations of the Local Planning Committee. Projects will be selected for funding by New York State and will be reviewed at that time for project readiness and eligibility. Projects listed at \$0 are not recommended for DRI funding but are additional priorities of the LPC for inclusion in the Strategic Investment Plan.

# Ballot template

## Two decisions:

- (1) Which projects to recommend for DRI funding?
- (2) Which projects to include in Strategic Investment Plan as priorities without recommending for DRI funding?

Place an "X" in one of the following boxes.

- I am in favor of submitting the DRI Strategic Investment Plan with the slate of projects listed below as proposed by the full Local Planning Committee, except as noted by a recusal due to actual or perceived conflict of interest.
- I oppose submitting the DRI Strategic Investment Plan with the below-listed slate of projects.

PLACE "X" IN BOX TO RECUSE	PROJECT NAME/DESCRIPTION	DRI FUNDING REQUEST
<input type="checkbox"/> +		\$
<input type="checkbox"/> +		\$
<input type="checkbox"/> +		\$
<input type="checkbox"/> +		\$





# Public Comment

